

# Updating Non-market Values of Restoring the Great Lakes 2023 to 2024 Survey of Opinion

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## Executive Summary

**Prepared for Environment and Climate Change Canada**

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*Ce rapport est aussi disponible en français.*



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Survey of Opinion – Executive Summary**

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## Executive Summary

### 1. Background

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Environment and Climate Change Canada (ECCC) undertook a number of economic analyses on the costs of algal blooms in Lake Erie and Lake Ontario to their respective regional economies and to the provincial economy. In 2021, ECCC completed an evaluation of the cost and benefits of implementing different BMPs to reduce agricultural sources of phosphorus that incorporated the cost of algal blooms. All of these analyses relied on what was then a 14-year-old meta-analysis for the willingness-to-pay, a value that was required for establishing a value for the non-market goods and services provided by the Lakes.

ECCC was looking to update the willing-to-pay by directly surveying Canadians to assess their opinions on a number of water quality issues about the Great Lakes. The update was to include lake specific (e.g., residents of Lake Erie and Lake Ontario basins) willingness-to-pay values.

### 2. Research Purpose and Objectives

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The purpose of this research is to provide up-to-date information to support the valuation of non-market goods and services delivered by the Great Lakes.

The objectives of the research are to:

- Determine Canadians' knowledge of their drinking water sources.
- Determine # of Canadian visits to and uses of the Great Lakes.
- Determine Canadians' knowledge of Great Lakes water quality and threats.
- Determine up-to-date non-market values for future Great Lakes water quality scenarios.

### 3. Methodology

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The research consisted of two quantitative surveys, which included a Resources for the Future (RFF) Water Quality Ladder (WQL) and a Canadian Council of Ministers of the Environment (CCME) Water Quality Ladder (WQL).

Data collection was conducted online through one master questionnaire where respondents for each survey were directed to their region of residence defined by FSA. Ipsos utilized a panel-based non-probability sampling approach to complete n=2,500 completed surveys with the Ontarians general population aged 18+. In addition to setting regional quotas, the researchers highly recommended setting age and gender quotas to ensure that the sample of respondents for both surveys was representative of the population according to the latest census data.

The survey platform was Accessibility for Ontarians with Disabilities Act (AODA) compliant according to Web Content Accessibility Guidelines (WCAG2.0AA). Survey panelists had means to communicate their specific accessibility needs to enable survey participation via email. Survey respondents were informed of their rights

under the Privacy Act, the Personal Information Protection and Electronic Documents Act, and the Access to Information Act, and that respondents' rights were protected throughout the research process.

For the survey, a pre-test was conducted on May 14<sup>th</sup>, 2024, with 77 completes, to confirm survey length before fully deploying the questionnaire. The survey was fully launched and ran between May 14<sup>th</sup>, 2024, and August 23<sup>rd</sup>, 2024.

#### **4. Contract Value**

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The study overall entailed an expenditure of \$44,838.40, including tax.

#### **5. Political Neutrality Certification**

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I hereby certify as Senior Officer of Ipsos that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.



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