



CITY INFLUENCERS

Survey 25 Results Sustainability

May 2025

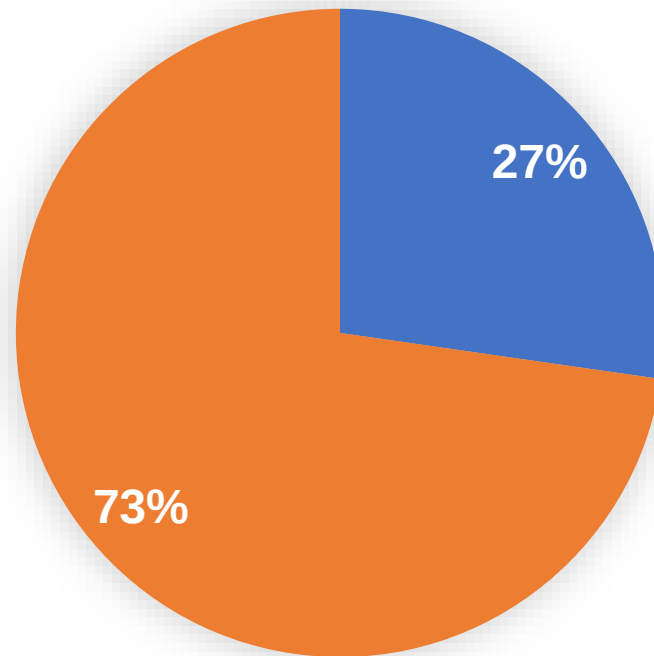
Sustainability

We want to be a city that is sustainable today and for future generations; economically, environmentally and financially.

Our last survey told us that youth are very interested in sustainability, and we wanted to learn more!

Results

How committed to sustainability are you?

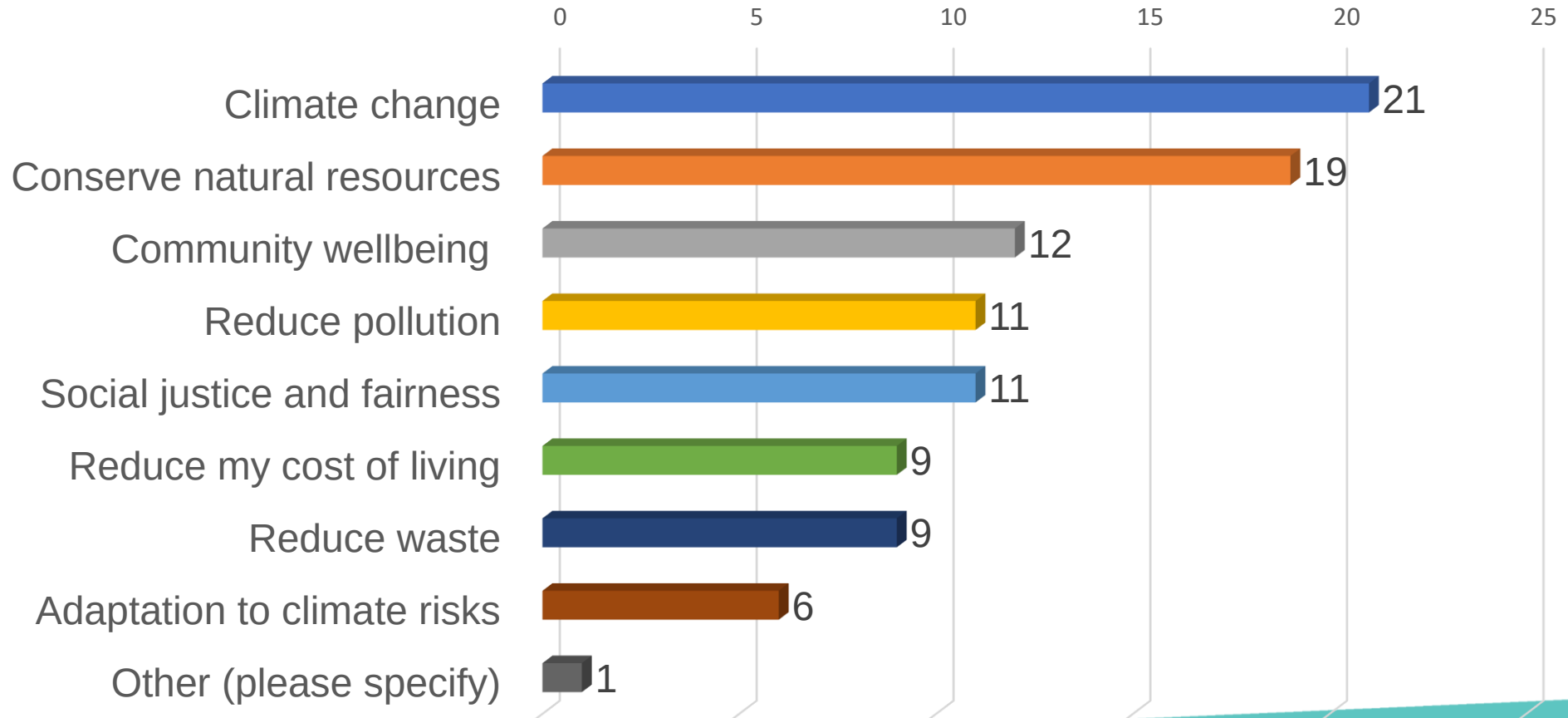


■ Somewhat committed ■ Very committed

n=33

Results

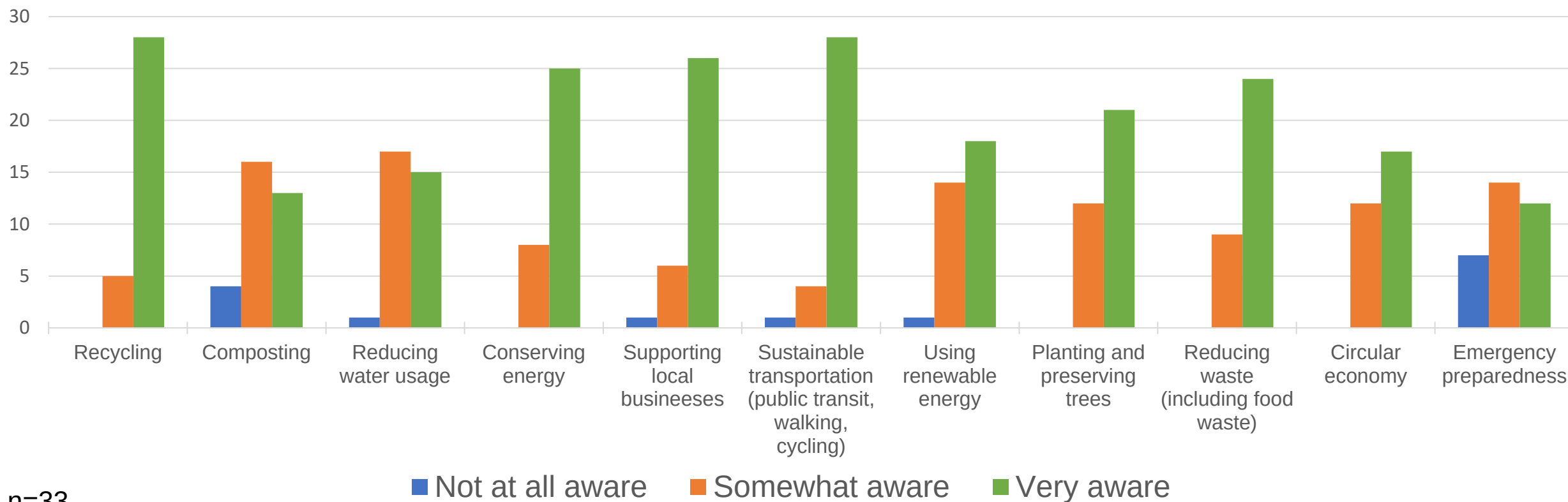
Why is sustainability important to you? (Select up to three reasons)



n=33

Results

How aware of the following sustainability practices are you?



n=33

Results

What actions do you take to be sustainable?

Purchasing:

- Conscious buying
- Buying from sustainable companies and Certified B Corporations
- Purchasing from stores who source as close to home as possible
- Supporting/promoting local businesses
- Purchasing used goods
- Reducing consumption
- Clothing and item swaps
- Mending and making clothes
- Borrowing items
- Fixing things and upcycling



Results

What actions do you take to be sustainable?

At home:

- Use fewer single use plastics and reducing plastic consumption
- Reusing plastic bags and containers
- Using reusable bags and bottles
- Washing in cold water
- Using detergent strips
- Minimizing water use
- Recycling
- Composting
- Lowering the thermostat and zone heating
- Turning off lights when rooms aren't in use
- Improved insulation
- Having efficient appliances and lighting
- Sustainable harvesting of firewood



Results

What actions do you take to be sustainable?

Transportation:

- Taking the bus
- Elevators less often
- Carpooling
- Driving a hybrid or electric vehicle
- Not idling vehicle
- Walking

Food:

- Reducing beef consumption
- Growing food
- Repurposing leftovers
- Limiting takeout orders

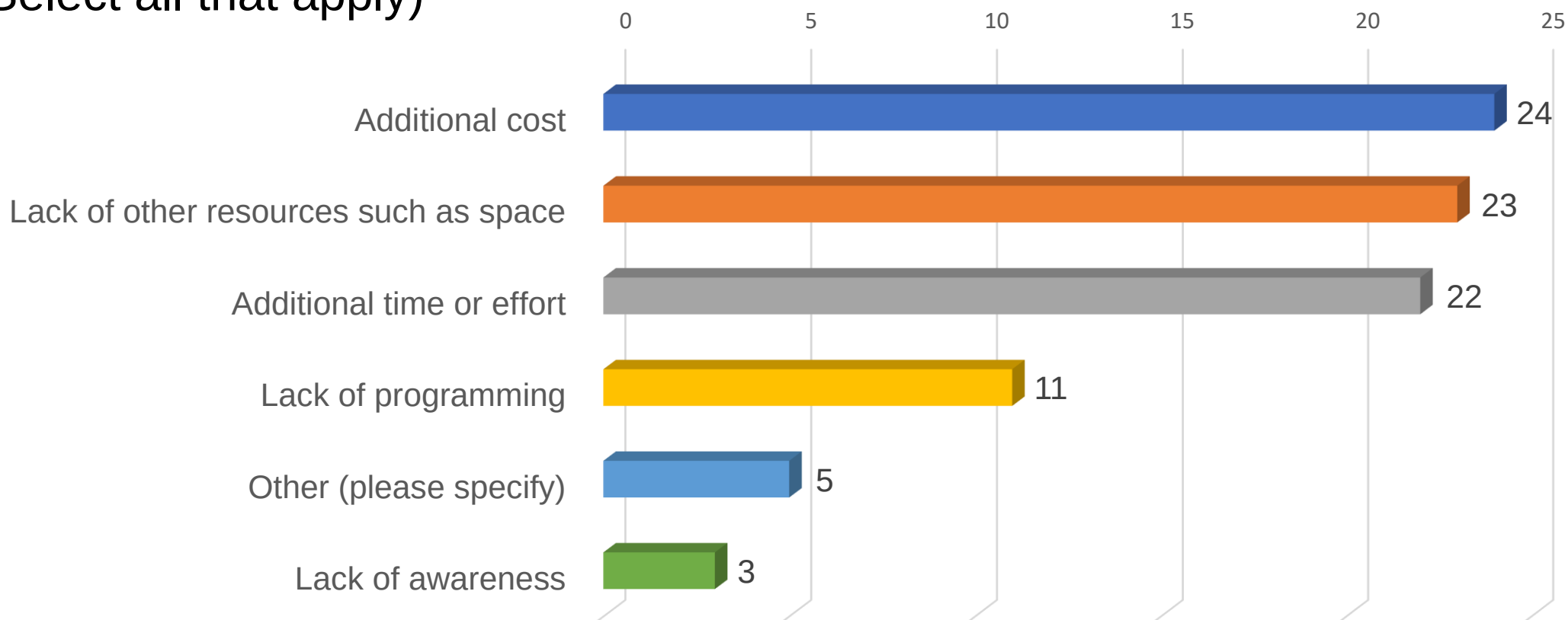
Other:

- Organizing climate initiatives
- Voting with a sustainable agenda



Results

What barriers prevent you from adopting sustainable practices?
(Select all that apply)



n=33

Results

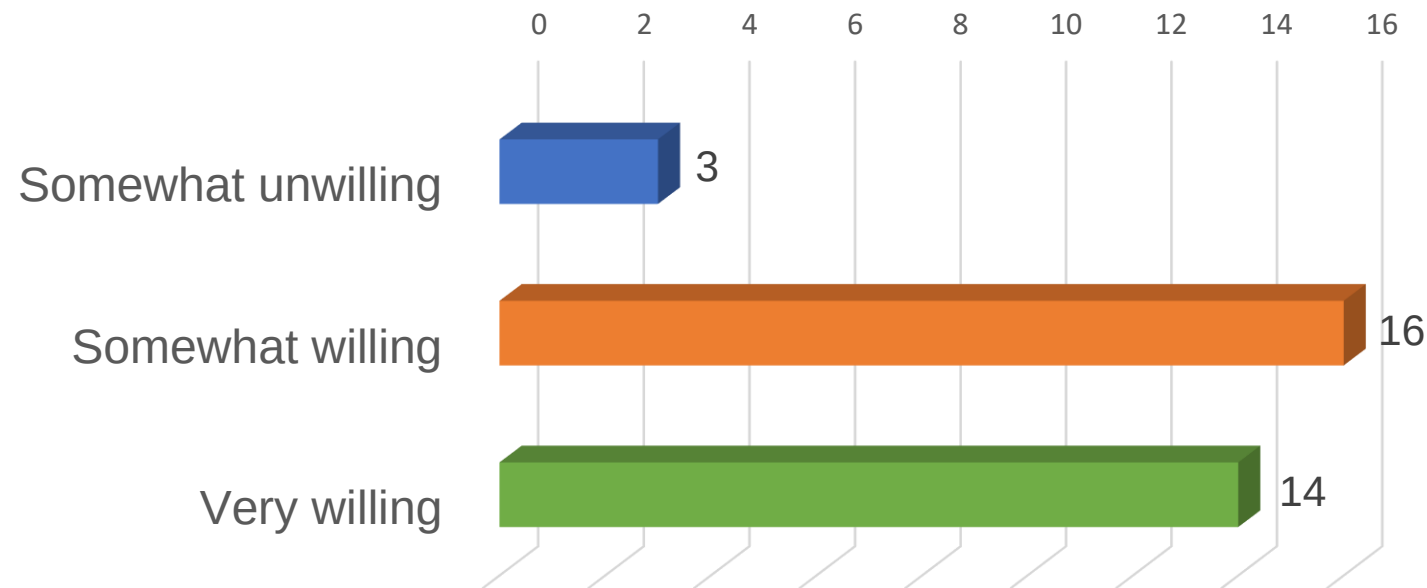
What barriers prevent you from adopting sustainable practices?

Other:

- Underdeveloped transit network
- No compost bin because I am worried about rodents in the downtown area
- I would dry my clothes outside, but my landlord does not have a clothesline in place.
- The options for affordable/used hybrids are next to none.
- The city doesn't offer municipal composting.
- Limited program: No soft plastics, using plastic bags instead of recycling bins, no municipal compost program.

Results

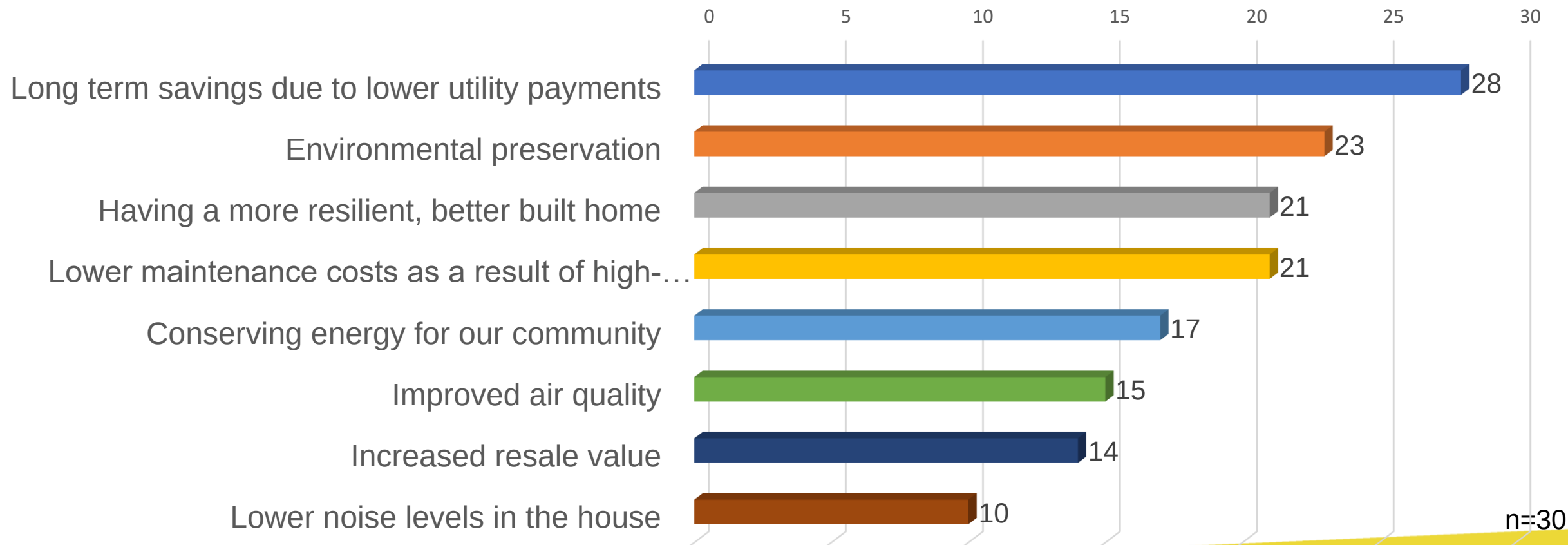
If you were purchasing a newly built home, how willing would you be to pay a higher purchase price to ensure no energy retrofits are needed and your utilities are at least 20% lower than homes built today?



n=33

Results

Which factors would influence your decision to pay a higher purchase price for a more energy efficient home? (Select all that apply)



Results

Based on our last survey, many of you are interested in a sustainability focused event. What would you like to learn more about or experience during this event?



n=33

Results



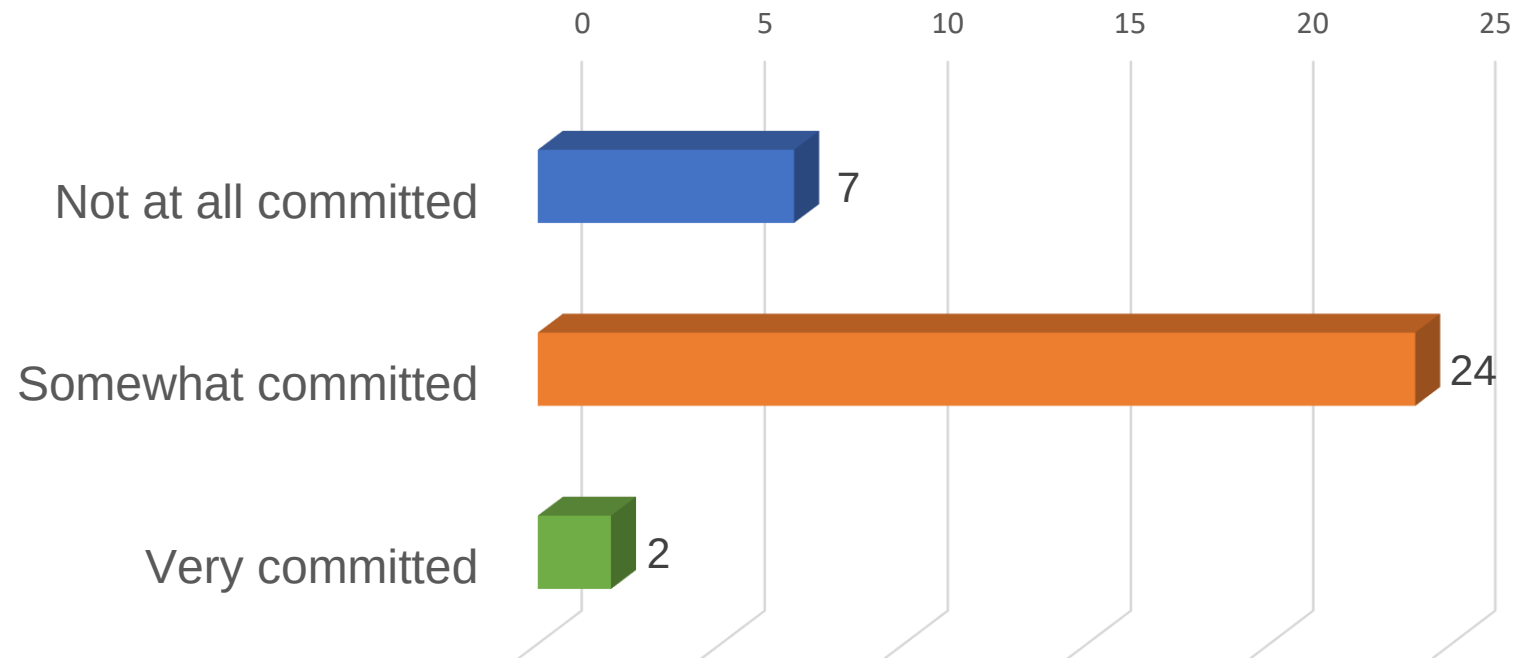
Based on our last survey, many of you are interested in a sustainability focused event. What would you like to learn more about or experience during this event?

Other:

- What the community and the city can do and are doing to help with the environment! Less of an individual focus and more of a community and government and business focus and accountability.
- What is the city doing to improve its sustainability, opportunity to provide feedback to the city where it can be more sustainable.
- How to organize effectively for sustainable community networks

Results

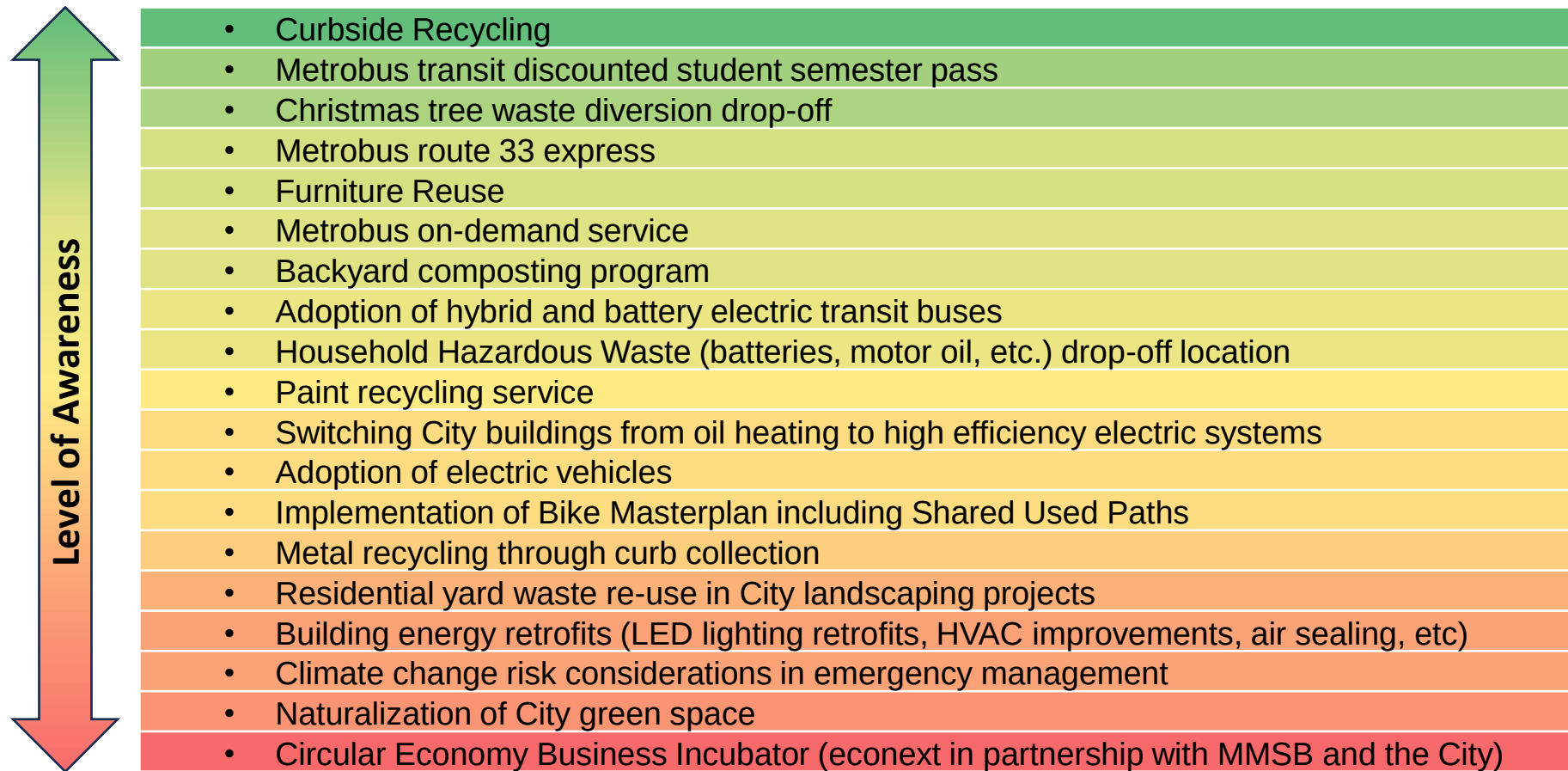
How committed to sustainability do you think the City of St. John's is?



n=33

Results

Which of the following City initiatives are you aware of?



n=33

Results

Is there anything else you would like to tell us about this topic?

- Metrobus is not sustainable and needs to be reevaluated
- I believe our City can follow the framework from the Canadian Society for Civil Engineering (CSCE) and the Institute for Sustainable Infrastructure (ISI) to review and develop our City's sustainability issues.
- It's important to meet the needs of the present in a sustainable way that we're not endlessly chasing or feeding into. To invest in the wellbeing puts our entire community in a better and brighter place.
- I feel more electric metro buses would be efficient. Expanded throughout the city. I feel free community gardens are highly needed. Where all can contribute to growing and harvesting for free. And more earthly focused activities! Gardens, harvest, markets.

Results

Is there anything else you would like to tell us about this topic?

- I am starting a masters of environment and sustainability in London in September, and I plan to return to St. John's to lead new initiatives and contribute to the city's climate resilience plan and overall make our province more sustainable!
- Looking forward to making St. John's more accessible by bike
- I worked in the waste management industry for 3 years and know a lot about sustainability, I think more than the average person, and I still do not know much about the things that the city is doing.
- The metrobus "student discount" costs more than using a combination of monthly passes and 10 ride passes for many if not most students. It's more convenient, but not really cheaper.
- I would like more attention to non-car-centric planning. It fits the bill for sustainability as well as the cost-of-living crisis.

Results

Is there anything else you would like to tell us about this topic?

- There needs to be more crosswalks everywhere, and other road crossing infrastructure deployed. If people can't walk freely and easily, we fail on step one of sustaining a home for ourselves as social animals. Cities are for people, not for cars.
- I'd like to see more progress on separated bike lanes! I know the construction is a pain, but it would get more people active and travelling sustainably. Some roads in my zone are too wide anyways.
- Curbside composting needs to be implemented in order to be on par with similarly sized cities in Canada. Please consider changing curbside recycling from plastic bags to bins like the rest of Canada

Results

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Check out the details from
[previous surveys!](#)

