

2024 **GREAT LAKES** **REGIONAL POLL**

Summary of Poll Results

**Prepared by the Great Lakes Water Quality Board of
the International Joint Commission**

October 2024

Key Takeaways of the 2024 Great Lakes Regional Poll

In our role supporting the International Joint Commission under the Great Lakes Water Quality Agreement, the Great Lakes Water Quality Board advises the Commission on implementing strategies and approaches that address complex Great Lakes water quality issues. In other words, our board suggests how to put solutions into practice to fix big Great Lakes problems.

What is the value of public opinion polling for an organization that bases its advice on science? When the public articulates its views, such as through opinion polling, decision-makers can then make informed choices about science-based policy solutions considering the priorities and desired directions of the communities whom they serve. Therefore, by providing an understanding of the Great Lakes region residents' attitudes and beliefs, our polling efforts offer credible insights into areas where science-backed solutions align with public perceptions. The results of our polling efforts can also help show where the prevailing views on an issue do not necessarily reflect the latest conclusions of scientists or governments.¹

Our 2024 Great Lakes Regional Poll results reveal **commonly held values and beliefs about the Great Lakes**, including:

Great Lakes protection has value. More than 9 in 10 people polled believe it is important to protect the lakes' health and water quality,² and for governments to invest in Great Lakes protection.³ Eight in 10 respondents agree that water quality should be protected for the benefit of residents,⁴ fish and wildlife,⁵ and that actions should be taken now to ensure the Great Lakes' health for future generations.⁶

Healthy Great Lakes are essential to our quality of life and the economy. More than 9 in 10 people said interaction with the Great Lakes' water and nature provides them with happiness, well-being, mental health and life satisfaction benefits,⁷ with as many agreeing it is important the lakes are available for leisure and recreation.⁸ Eight in 10 respondents said the region's economy would suffer without healthy Great Lakes.⁹ To improve water quality for drinking, over half of respondents are willing to pay \$10 or more on their monthly water bill, and 4 in 10 are willing to pay more to improve swimming and fishing.¹⁰

Our polling also shows that **opinions on current water quality conditions vary lake by lake:**

Lake Superior and Lake Huron are perceived to be healthy¹¹ and a source of safe, quality water.¹² Pollution and invasive species are among the top concerns for these lakes.¹³

Opinions show concern for Lake Erie water quality, with 4 in 10 who say the lake's health is poor, deteriorating,¹⁴ and does not support safe fishing, swimming or drinking water.¹⁵ Algal blooms are a top concern.¹⁶

Public views of Lake Ontario and Lake Michigan’s water quality are variable.¹⁷ Sewer, stormwater and urban runoff issues are a larger concern in lakes Ontario and Michigan than in other lakes.¹⁸

Views on the overall Great Lakes’ health are evenly mixed: there is a three-way split of opinion with 3 in 10 saying that the Great Lakes’ water quality is poor, fair or good.¹⁹

There is **wide recognition of multiple threats and their negative impacts on the Great Lakes:**

Climate change impacts on the Great Lakes are widely concerning to most people. Nine in 10 respondents think climate change will increase pressure on the Great Lakes.²⁰ Eight in 10 are concerned about climate change impacts on water quality and community well-being,²¹ and nearly as many think that climate change negatively impacts Great Lakes health.²²

Pollution, invasive species and algal blooms are the top perceived challenges.²³ Nearly half of respondents rate the state of invasive species in the Great Lakes as poor²⁴ and more than 8 in 10 said they negatively impact Great Lakes health.²⁵ Nearly a third of respondents rated the state of nutrients and algae as poor²⁶ and more than 8 in 10 feel the lakes are negatively impacted by algal blooms,²⁷ and agricultural and urban runoff.²⁸ While expressed as the top concern, views about pollution vary depending on its type, such as toxic chemicals,²⁹ sewage,³⁰ plastics,³¹ fossil fuels,³² nuclear waste,³³ etc.

Eleven percent of the 2024 poll respondents self-identified as belonging to a First Nations, Métis or Tribal Nation community. Their responses point to **heighted levels of concerns about ways Great Lakes water quality impacts First Nations, Métis and Tribal Nation members:**

Indigenous and Métis have concerns about Great Lakes drinking water safety and access. They were significantly less likely to agree with statements related to the safety and cleanliness, trustworthiness and affordable access to their drinking water.³⁴ Nearly half of First Nations, Métis and Tribal Nation respondents said their nearest Great Lake is not a safe source of drinking water.³⁵

Great Lakes water quality is viewed as negatively impacting fish and other aspects of cultural importance to Indigenous and Métis peoples. Due to the threats facing Great Lakes water quality, nearly 6 in 10 said they are concerned about fish, plant or wildlife species of cultural importance,³⁶ and 4 in 10 said poor Great Lakes health is threatening ways they engage with the lakes.³⁷ Four in 10 think it is not safe to eat fish from their nearest Great Lake.³⁸

Our poll reveals that **people have guarded optimism about the Great Lakes region’s future economic and environmental sustainability.**

Hope for Great Lakes water quality in the future is tenuous. While 6 in 10 said they feel hopeful about the future of water quality,³⁹ about the same think that the Great lakes region will become more polluted by 2040.⁴⁰ Eight in 10 foresee increasing population

and water demands by 2040.⁴¹

Few believe governments can adequately ensure the region's future security and prosperity. One third of respondents think that by 2040 the Great Lakes region will be protected by governments,⁴² and nearly the same proportion think the region will be a global example of protecting and restoring shared waters.⁴³ Seven in 10 believe the region will have conflict over water.⁴⁴ Less than half foresee the Great Lakes region as a future center of economic prosperity.⁴⁵ Only one third think the Great Lakes will be a sustainable region.⁴⁶

Ultimately, **people see a role for both governments and individuals in protecting the Great Lakes:**

The majority of people think it is the government's job to protect the Great Lakes. In a multiple response question asking who should be responsible for protecting the Great Lakes' health and water quality, three quarters of people agree it should be state, provincial, and federal governments⁴⁷, while six in 10 agree it should be local governments.⁴⁸ Yet, 4 in 10 agreed that their local government takes its responsibility to protect the Great Lakes seriously.⁴⁹

Individual actions are pivotal to Great Lakes protection. More than 8 in 10 respondents said the role of the individual is important in protecting the lakes, a sentiment that has increased since 2015.⁵⁰ Eight in 10 indicated they were likely to take part in actions within their households, such as conserve water, be cautious about substances that go down their drains, and reduce use of disposable plastic.⁵¹

Navigating 2024 Great Lakes Regional Poll Results

The Great Lakes Water Quality Board's polling is unique in several respects. Ours is the only public opinion poll specifically geared toward building an understanding of Great Lakes environmental health and water quality on both sides of the international border that transects the basin. This 2024 Great Lakes Regional Polling effort is the board's fourth exercise in public opinion polling, conducted previously in 2015, 2018 and 2021, which enables us to provide insights on long-term trends on several poll questions.

We have evolved and expanded our poll methodology over time, and now conduct both random sample phone polls, complemented by nonrandom sample online polls. Because of the differences in phone and online poll methods, the final results of the 2024 phone poll and 2024 online poll are provided in separate reports.

Unless otherwise noted, **we report on the results of our phone poll, and encourage those interested in referencing our work to rely on the information in our phone poll.** Our approach to our phone polling enables us to generalize results to the broader population in the Great Lakes region. We started in 2015 gathering 3,950 responses by phone,⁵² and in 2018 added a quota for First nations, Métis or Tribal Nation members and gathered 4,250 responses

by phone.⁵³ In 2021 our phone poll collected 4,550 total responses including a quota for First Nations, Métis and Tribal nation members and residents of Great Lakes islands.⁵⁴ The 2024 phone poll results report provides further details about poll methodology, and again gathered 4,550 responses including quotas for First Nations, Métis and Tribal Nation members and island residents.⁵⁵

In 2021 and again in 2024 we deployed online polling to gather additional insights. Because respondents to the online poll are self-selecting, the sample is not random, so the online poll results are not generalizable to the broader Great Lakes region's population. The board's intent for supplementing the phone poll with an online poll is to provide opportunity for increased participation from publics that may be under-represented in phone polling (e.g., youth, newcomers, diverse backgrounds). The online results can provide an anecdotal, qualitative point of comparison to the phone results. The 2021 online poll collected 4,674 responses⁵⁶ and the 2024 online poll collected 2,543 responses.⁵⁷

Both the phone and online poll gathered demographic information on respondents' age, education, political alignment, race/ethnicity, gender, income. The OraclePoll contractor conducted basic tests of statistical significance on the phone poll results for all questions by each demographic cohort, by nearest lake basin, and for those identifying as First nations, Métis or Tribal Nation members. Taking these factors into account offers several insights:

Public views on the importance of the Great Lakes transcend our individual differences.

The phone poll results show that 94 percent of respondents agree that the Great lakes health is important to protect, with no statistically significant variation in responses for any demographic cohort or by lake. When we do not see differences in responses like this, we can be confident that this view is a common and durable value we all share across the entirety of the population.

Both polls can improve reaching diverse audiences and newcomers. White respondents constituted the majority of both online and phone poll respondents. One in 10 phone poll respondents identified as Black/African American/African Canadian respondents and 4 percent Hispanic/Latinx, while the online poll captured <1 percent for each of these cohorts. The phone poll sampling quota ensures one in 10 respondents self-identify as First Nations, Métis or Tribal Nation members, while these groups constituted only 4 percent of online poll respondents. There was also a greater proportion of online respondents who refused to answer the demographics questions at 27 percent compared to 5 percent by phone.⁵⁸ Similarly, more than 8 in 10 respondents of both the phone and online poll said they have lived in the Great Lakes region for 20 years or longer. Only 6 percent of phone respondents and 3 percent of online respondents lived in the region for less than 5 years.⁵⁹

The online poll skews older and more educated. The online poll was a nonrandom open online self-selection poll that was shared publicly on the Water Quality Board's website and promoted through IJC social media, email distributions, and through Water Quality Board member networks. Despite the intention to use the online poll to try and reach more youth, only 9 percent of online poll respondents were under 34 years of age, compared to 33 percent in the phone poll. Similarly, 41 percent of online poll respondents were aged 65 or older,

compared to 17 percent in the phone poll.⁶⁰ While the phone poll does skew toward more educated with nearly half of respondents with college education, nearly 8 in 10 online poll respondents had college education (or higher).⁶¹

Different generations have different outlooks. Compared to the average rating from the phone poll, younger respondents (18-34 years old) were significantly more likely to say their nearest Great Lake is deteriorating, while older respondents (aged 75 or older) were more likely to say it is not changing.⁶² On the topic of climate change, the phone poll shows that 9 in 10 18-34 year olds feel climate change has a negative impact on Great Lakes health, compared to only half of those aged 75 and older.⁶³

Significant differences in responses were primarily seen when comparing responses lake-by-lake. When it comes to views on the condition of the lakes' water quality, there were strong statistically significant differences in responses for each lake. In addition, phone poll sample frames were set to establish a quota for responses by state or province, not by lake basin, and only 6 percent responded that Lake Huron is their nearest Great Lake. By comparison, 22 percent of online poll respondents identified Lake Huron as their nearest Great Lake.

First Nations, Métis and Tribal Nation members had most differences in responses compared to overall results. As mentioned above, Indigenous and Métis respondents were significantly more concerned about issues pertaining to drinking water and fish and wildlife.

The Great Lakes Regional Poll in Action

The intent and goal of the board's Fourth 2024 Great Lakes Regional Poll, like our 2015, 2018 and 2021 polls, is to provide information that inspires pragmatic and visionary solutions alike.

The International Joint Commission Great Lakes Water Quality Board's aspiration is for our poll results to be useful in supporting efforts toward our shared goal to fix big Great Lakes problems. In addition to the reports on the phone and online poll results, our website has a media toolkit for the sole purpose of empowering others to share poll results in your own work, such as on social media, in your own reports and presentations. All these are available at ijc.org/wqb/2024-great-lakes-poll.

While our Great Lakes Regional Polls provide insights into public perceptions and beliefs about the health and water quality of the Great Lakes, additional work is needed to understand the reason why people feel and respond as they do. There is considerable opportunity for follow-up or expanded research in this area. The 2024 poll datasets are available by request and academics and other organizations are encouraged to explore the results of the 2024 online and phone polls to advance the collective understanding of public opinions and attitudes about the Great Lakes.

The board intends to use our poll results to further inform and enhance our current and future projects that advise the International Joint Commission in its responsibilities to assess progress toward the goals and objectives of the Great Lakes Water Quality Agreement.

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Engagement Work Group Members

Carolyn Johns, Toronto Metropolitan University, WQB member (Project Co-Lead)
Kelsey Leonard, University of Waterloo, WQB member (Project Co-Lead)
Chris McLaughlin, Bay Area Restoration Council, WQB Canadian Co-Chair (Project Co-Lead)
Jon W. Allan, University of Michigan, WQB US Co-Chair
Niharika Bandaru, Town of Innisfil, WQB member
Meredith Brown, Canadian Geographic Enterprises, WQB member
Carolyn DuBois, The Gordon Foundation, WQB member
Frank Ettawageshik, United Tribes of Michigan, WQB member
Brandon Hofmeister, CMS Energy, WQB member
Jamie Lavigne, Assembly of First Nations, WQB member
Fe de Leon, Canadian Environmental Law Association, WQB member
Monica Lewis Patrick, We the People of Detroit, WQB member
Ian Young, Toronto Metropolitan University, IJC Health Professionals Advisory Board member

IJC Staff Support

Antonette Arvai, IJC Great Lakes Regional Office
Raj Bejankiwar, IJC Great Lakes Regional Office
Oliver Dumville, IJC Canadian Section Office
Kathy-Lee Galvin, IJC US Section Office
Allison Voglesong Zejnati, IJC Great Lakes Regional Office
Jo Werba, IJC US Section Office

Citations and links

- ¹ Governments of Canada and the United States, 2022. State of the Great Lakes 2022 Report. Accessible at binational.net/2022/07/29/sogl-edgl-2022/
- ² International Joint Commission Great Lakes Water Quality Board (IJC WQB) 2024a. 2024 Great Lakes Regional Poll Telephone Poll Report. Accessed at: ijc.org/sites/default/files/WQB_Great-Lakes-Regional-Poll_Telephone-Poll-Report_2024.pdf. 40 pages. [Pg. 10](#). Q7 – 94 percent feel it is important/very important to protect the health and water quality of the Great Lakes.
- ³ *Ibid.*, [pg. 25](#). Q29 – 96 percent believe it is very important/important for governments to invest in protecting the Great Lakes.
- ⁴ *Ibid.*, [pg. 27](#). Q31B – 78 percent strongly agree/agree that the Great Lakes water quality should be protected for the benefit of people living in the Great Lakes basin.
- ⁵ *Ibid.*, [pg. 27](#). Q31C – 85 percent strongly agree/agree that the Great Lakes water quality should be protected for the benefit of fish and wildlife
- ⁶ *Ibid.*, [pg. 27](#). Q31A – 81 percent strongly agree/agree that actions should be taken now to ensure the health and water quality of the Great Lakes for future generations.
- ⁷ *Ibid.* [pg. 19](#). Q22 - does interaction with nature and water in the Great Lakes provide benefits in each of the following areas, happiness (yes 95 percent); life satisfaction (yes 94 percent); mental health (yes 93 percent); and overall wellbeing (yes 95 percent)
- ⁸ *Ibid.*, [pg. 19](#). Q21 – 95 percent strongly agree/agree that it is important for the Great Lakes to be available for recreational purposes.
- ⁹ *Ibid.* [pg. 27](#). Q31D – 80 percent strongly agree/agree that the economy of the region will suffer if the Great Lakes are not healthy.
- ¹⁰ *Ibid.*, [pg. 16](#). Q17 - to improve water quality to a level that is 'very safe' for the following three categories, would you be willing to pay an additional amount on top of your household's current monthly water bill? \$10 or more (fishing – 39 percent; swimming – 42 percent; drinking – 56 percent)
- ¹¹ *Ibid.*, [pg. 6](#). Q3 – 76 percent of residents who live closest to Lake Superior rate the water quality as very good/good and 75 percent of residents who live closest to Lake Huron rate the water quality as very good/good; [pg. 7](#). Q4 – 30 percent of residents who live closest to Lake Superior feel the water quality is improving and 46 percent not changing; 24 percent of residents who live closest to Lake Huron feel the water quality is improving and 50 percent not changing.
- ¹² *Ibid.*, [pg. 9](#). Q6 (from crosstabulation report) - residents living closest to Lake Superior feel the water is very safe/safe for swimming (92 percent), drinking (86 percent) and eating fish (86 percent); residents living closest to Lake Huron feel the water is very safe/safe for swimming (93 percent), drinking (72 percent) and eating fish (81 percent).
- ¹³ *Ibid.*, [pg. 8](#). Q5 – of residents who live closest to Lake Superior 21 percent identify invasive species as a problem and 17 percent identify pollution/chemicals; of residents who live closest to Lake Huron 25 percent identify invasive species as a problem and 16 percent identify pollution/chemicals.
- ¹⁴ *Ibid.*, [pg. 6](#). Q3 – 40 percent of residents who live closest to Lake Erie feel the water quality is very poor/poor; [pg. 7](#). Q4 – 39 percent of residents who live closest to Lake Erie feel the water quality is deteriorating.
- ¹⁵ *Ibid.*, [pg. 9](#). Q6 - residents living closest to Lake Erie feel the water is not all safe/not safe for swimming (43 percent), drinking (48 percent) and eating fish (48 percent).
- ¹⁶ *Ibid.*, [pg. 8](#). Q5 - of residents who live closest to Lake Erie 19 percent identify algae/algal blooms as a problem.
- ¹⁷ *Ibid.*, [pg. 6](#). Q3 – 32 percent of residents who live closest to Lake Michigan rate the water quality as very good/good and 42 percent of residents who live closest to Lake Ontario rate the water quality as very good/good; [pg. 7](#). Q4 -of residents who live closest to Lake Michigan 23 percent feel the water quality is improving, 27 percent not changing and 34 percent deteriorating; of residents who live closest to Lake Ontario 20 percent feel the water quality is improving, 34 percent not changing and 34 percent deteriorating; [pg. 9](#). Q6 - residents living closest to Lake Michigan feel the water is not all safe/not safe for swimming (25 percent), drinking (36 percent) and eating fish (29 percent); residents living closest to Lake Ontario feel the water is not all safe/not safe for swimming (30 percent), drinking (40 percent) and eating fish (34 percent)

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- ¹⁸ *Ibid.*, [pg. 8](#). Q5 - of residents who live closest to Lake Michigan 12 percent identify sewage/urban runoff as a problem and 13 percent of residents who live closest to Lake Ontario.
- ¹⁹ *Ibid.*, [pg. 11](#). Q9 – residents rate the overall health of the Great Lakes as good (33 percent); fair (34 percent); poor (30 percent); unsure (2 percent).
- ²⁰ *Ibid.*, [pg. 13](#). Q12 - As the global climate changes do you think the Great Lakes will have more pressure put on them, yes – 90 percent; no – 5 percent; don't know – 5 percent
- ²¹ *Ibid.* [pg. 13](#). Q11 - very concerned/concerned about climate change impact on water quality (83 percent) water quantity (77 percent), community well being (81 percent).
- ²² *Ibid.*, [pg. 11](#). Q8A – 77 percent feel climate change has a negative impact on the environmental health and water quality of the Great Lakes
- ²³ *Ibid.*, [pg. 8](#). Q5 - When thinking about the water quality of this lake, what is its most significant problem or challenge: invasive species (20 percent), industrial pollution (10 percent), and general pollution/chemicals (10 percent) (12 percent did not know).
- ²⁴ *Ibid.*, [pg. 12](#). Q10G - rate your understanding of each of the following areas related to the state of the Great Lakes using the scale of poor, fair or good: invasives (poor 47 percent)
- ²⁵ *Ibid.*, [pg. 11](#). Q8H – 86 percent of respondents feel invasive species have a negative impact on the environmental health and water quality of the Great Lakes.
- ²⁶ *Ibid.* [pg. 12](#). Q10F - rate your understanding of each of the following areas related to the state of the Great Lakes using the scale of poor, fair or good: nutrients and algae (poor 37 percent)
- ²⁷ *Ibid.*, [pg. 11](#). Q8G – 88 percent of respondents feel algal blooms have a negative impact on the environmental health and water quality of the Great Lakes.
- ²⁸ *Ibid.*, [pg. 11](#). Q8E – 81 percent of respondents feel agricultural runoff has a negative impact on the environmental health and water quality of the Great Lakes; [pg. 11](#). Q8F – 86 percent feel urban runoff has a negative impact on the environmental health and water quality of the Great Lakes.
- ²⁹ *Ibid.*, [pg. 12](#). Q10D - rate your understanding of each of the following areas related to the state of the Great Lakes using the scale of poor, fair or good: toxic chemicals (poor 31 percent)
- ³⁰ *Ibid.*, [pg. 8](#). Q5 - When thinking about the water quality of this lake, what is its most significant problem or challenge – sewage (9 percent); [pg. 11](#). Q8F – 86 percent of respondents feel sewage has a negative impact on the environmental health and water quality of the Great Lakes.
- ³¹ *Ibid.*, [pg. 8](#). Q5 - When thinking about the water quality of this lake, what is its most significant problem or challenge – plastics (1 percent); [pg. 11](#). Q8J – 88 percent of respondents feel plastics has a negative impact on the environmental health and water quality of the Great Lakes.
- ³² *Ibid.*, [pg. 8](#). Q5 - When thinking about the water quality of this lake, what is its most significant problem or challenge – oil industry (3 percent); [pg. 11](#). Q8I – 64 percent of respondents feel the petroleum industry has a negative impact on the environmental health and water quality of the Great Lakes.
- ³³ *Ibid.*, [pg. 11](#). Q8C – 60 percent of respondents feel nuclear waste has a negative impact on the environmental health and water quality of the Great Lakes.
- ³⁴ *Ibid.*, [pg. 35](#) – In response to Q14 (pg. 20) – Of First Nations, Métis and Tribal Nation respondents 35 percent strongly agree/agree that they have access to clean, safe drinking water in their community; 34 percent strongly agree/agree that trust the source of their water; 30 percent strongly agree/agree that all members of their community have affordable, equitable access to drinking water.
- ³⁵ *Ibid.* [pg. 34](#)– In response to Q6 (pg. 14) First Nations, Métis and Tribal Nation respondents feel the water of their closest lake is not at all safe/not safe for drinking water (44 percent).
- ³⁶ *Ibid.*, [pg. 31](#). Q37 – Are there fish, plant, or wildlife species of cultural importance you are concerned about due to threats facing the health and water quality of the Great lakes, yes - 59 percent
- ³⁷ *Ibid.* [pg. 30](#). Q35 - Are any of the ways that you engage with the Lakes threatened or are you no longer able to be participate in them because of the poor health and water quality of the lakes, yes – 43 percent
- ³⁸ *Ibid.* [pg. 34](#)– In response to Q6 (pg. 14) First Nations, Métis and Tribal Nation respondents feel eating fish from their closest lake is not at all safe/not safe (43 percent)”
- ³⁹ *Ibid.*, [pg. 27](#). Q31E- rate your level of agreement with each of the following statements – I feel hopeful about the future of water quality in the Great Lakes (agree – 60 percent)
- ⁴⁰ *Ibid.*, [pg. 32](#). Q39F - think ahead to 2040 and the Great Lakes basin. Please rate your level of agreement with each of the following statements - becoming more polluted and degraded (agree – 65 percent)

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- ⁴¹ *Ibid.*, [pg.32](#). Q39B - think ahead to 2040 and the Great Lakes basin. Please rate your level of agreement with each of the following statements - region has an increasing population and water uses/demands (agree – 83 percent)
- ⁴² *Ibid.*, [pg.32](#). Q39G - think ahead to 2040 and the Great Lakes basin. Please rate your level of agreement with each of the following statements - region is being protected by our governments (agree – 32 percent)
- ⁴³ *Ibid.* [pg.32](#). Q39D - think ahead to 2040 and the Great Lakes basin. Please rate your level of agreement with each of the following statements - a global example of how to protect and restore shared waters (agree – 32 percent)
- ⁴⁴ *Ibid.*, [pg.32](#). Q39E - think ahead to 2040 and the Great Lakes basin. Please rate your level of agreement with each of the following statements - a region with conflict over water (agree – 70 percent)
- ⁴⁵ *Ibid.* [pg.32](#). Q39C - think ahead to 2040 and the Great Lakes basin. Please rate your level of agreement with each of the following statements – region a center of economic prosperity (agree – 44 percent)
- ⁴⁶ *Ibid.* [pg.32](#). Q39A - think ahead to 2040 and the Great Lakes basin. Please rate your level of agreement with each of the following statements – a sustainable region (agree – 36 percent)
- ⁴⁷ *Ibid.* [pg. 21](#). Q24 - Who in your opinion should be responsible for protecting the health and water quality of the Great Lakes basin? Accept multiple responses - state/prov (75 percent); federal (73 percent);
- ⁴⁸ *Ibid.*, [pg. 21](#). Q24 - Who in your opinion should be responsible for protecting the health and water quality of the Great Lakes basin? Accept multiple responses - city/local (62 percent)
- ⁴⁹ *Ibid.*, [pg. 24](#). Q27A - rate your level of agreement with the following - My municipality takes its responsibility to protect the Great Lakes seriously (strongly agree/agree – 42 percent)
- ⁵⁰ *Ibid.*, [pg. 22](#). Q25 - How important is the role of the individual or individual household in protecting the health and water quality of the Great Lakes basin?, 2015 (important – 78 percent); 2018 (important – 80 percent); 2021 (important – 84 percent); 2024 (important – 84 percent)
- ⁵¹ *Ibid.*, [pg. 23](#). Q26 – which actions would you be likely to take part in to help protect the water quality of the Great Lakes?, careful of what they are disposing of down the drain (87 percent); conserving water at home (80 percent); reducing use of plastics and waste (78 percent); contact a local elected representative or government official (39 percent); join watershed group, volunteer time, or donate money (25 percent); attend a public meeting organized by government or nongovernment organizations (21 percent)
- ⁵² IJC WQB 2015. 2015 Binational Great Lakes Basin Poll. Accessed at: ijc.org/en/wqb/2015-binational-great-lakes-basin-poll. 31 pages.
- ⁵³ IJC WQB 2018, Second Binational Great Lakes Basin Poll, Accessed at: ijc.org/en/wqb/second-binational-great-lakes-basin-poll. 67 pages.
- ⁵⁴ IJC WQB 2021a. 2021 Great Lakes Regional Poll Telephone Poll Final Report, Accessed at: ijc.org/sites/default/files/WQB_GreatLakesRegionalPoll_TelephonePollReport_2021.pdf, 54 pages.
- ⁵⁵ IJC WQB 2024a. 2024 Great Lakes Regional Poll Telephone Poll Report. Accessed at: ijc.org/sites/default/files/WQB_Great-Lakes-Regional-Poll_Telephone-Poll-Report_2024.pdf. 40 pages.
- ⁵⁶ IJC WQB 2021b. 2021 Great Lakes Regional Poll Online Poll Final Report. Accessed at: ijc.org/sites/default/files/WQB_GreatLakesRegionalPoll_OnlinePollReport_2021.pdf. 36 pages.
- ⁵⁷ IJC WQB 2024b. 2024 Great Lakes Regional Poll Online Poll Report. Accessed at: ijc.org/sites/default/files/WQB_Great-Lakes-Regional-Poll_Online-Poll-Report_2024.pdf. 33 pages.
- ⁵⁸ IJC WQB 2024a. [Pg. 33](#) - White/ Caucasian/European origin (61 percent); Black/African American/African Canadian (10 percent); Hispanic/Latinx (4 percent); First Nations, Métis or Tribal Nation (11 percent); refused (5 percent). IJC WQB, 2024b, [pg. 29](#) (demographics – race/ethnicity) – White/ Caucasian/European origin (66 percent); Black/African American/African Canadian (<1 percent); Hispanic/Latinx (<1 percent); First Nations, Métis or Tribal Nation (4 percent); refused (27 percent).
- ⁵⁹ IJC WQB 2024a, [pg. 5](#). Q1 – how long have you lived in the Great Lakes basin? 20+ years (82 percent); <5 years (6%); IJC WQB, 2024b, [pg. 3](#). Q1 – how long have you lived in the Great Lakes basin? 20+ years (87 percent); <5 years (3%).
- ⁶⁰ IJC WQB 2024, [pg. 33](#) (demographics - age) – 18-34 years (33 percent), 35-44 (18 percent), 45-54 (21percent), 55-64 (10 percent), 65-74 (13 percent), 75+ (4 percent), refused (<1 percent); IJC WQB 2024b. [pg. 29](#) (demographics - age) – 15-18 (1 percent), 19-34 years (8 percent), 35-44 (9 percent), 45-54 (13 percent), 55-64 (25 percent), 65-74 (29 percent), 75+ (12 percent), refused (2 percent).

⁶¹ IJC WQB 2024a. [pg. 33](#) (demographics - education) – high school or less (7 percent), graduated high school (17 percent), some post-secondary (25 percent), graduated university/college (46 percent), refused (6 percent); IJC WQB 2024b, [pg. 29](#) (demographics - education) – high school or less (1 percent), graduated high school (4 percent), some post-secondary (15 percent), graduated university/college (37 percent), graduate degree (41 percent), refused (6 percent).

⁶²IJC WQB 2024a. [pg. 34](#). In response to Q4 (pg. 12) the youngest age group, 18-34 year olds, feel the water quality of the lake they live closest to is deteriorating (40 percent) and the oldest age group, 75+ years, said not changing (46 percent).

⁶³ *Ibid.* [pg.11](#). Q8A - How much of an impact do you feel that each of the following have on the environmental health and water quality of the Great Lakes – climate change (From crosstabulation report 93 percent of 18-34 year olds feel climate change has a negative impact and 51 percent of respondents aged 75+)