



**WINNIPEG OMNIBUS:
APRIL 2011**

**STUDY ON CHANGES TO THE CURRENT
GARBAGE AND RECYCLING PROGRAM**

May 10, 2011

Prepared for:

City of Winnipeg Water and Waste Department

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1.0 How this research was conducted

The Omnibus survey was conducted in April 2011. In Winnipeg, 467 residents, 18 years of age and over, were interviewed by telephone on a range of issues.

Respondents were selected by random digit dialling, which allows us to include those with unlisted or new numbers. This technique produces a random sample that includes the highest possible percentage of eligible respondents.

Table 1: Summary of methodology	
April 2011 Omnibus	
Pretest	April 11, 2011
Survey dates	April 11–May 4, 2011
Sample size	n=467
Interviewing method	Telephone
Sample selection	Random digit dialling
Approximate error rate (theoretical)	± 4.6%, 19 times out of 20

1.1 Weighting

The data presented in this report were weighted to correct for differences between the demographics of the sample and the Winnipeg population. Tables presented are weighted unless otherwise stated.

In some cases, when the random sample produces a divergence from Canadian census data, we correct for slight discrepancies in gender, age, and income. For example, since men tend to refuse to participate more often than do women, and since younger Winnipeggers are often more difficult to find at home, we re-weight the data to conform more closely to Statistics Canada information.

Since this technique assigns a percentage “weight” to a respondent, the number of weighted respondents may be slightly different from the total number interviewed.

1.2 Caution

This document represents a summary of the results and is not intended to be an exhaustive examination of the findings.

2.0 Findings

2.1 Changing the garbage and recycling collection schedule

We explained the following to Winnipeg residents:

The City currently collects garbage and recycling on a rotating collection schedule. Instead of having your garbage and recycling collection day change each time there is a stat holiday, the City is considering collecting by a fixed day of the week. This change would mean that your garbage and recycling would be collected on the given day, even if your day was a holiday.

We then asked respondents if they would prefer to keep the current rotating collection schedule or change to a collection day of the week. Winnipeg residents tended to be split in their opinion with:

- ▶ More than 4 in 10 (46%) saying they would prefer to keep the current rotating collection schedule.
- ▶ More than 4 in 10 (45%) saying they would prefer to change the schedule to have a collection day of the week.

About 1 in 10 did not like either option (4%) or did not provide a response to the question (6%). See Table 2.

Table 2: Schedule options for garbage and recycling collection

CW1. The City currently collects garbage and recycling on a rotating collection schedule. Instead of having your garbage and recycling collection day change each time there is a stat holiday, the City is considering collecting by a fixed day of the week. This change would mean that your garbage and recycling would be collected on the given day, even if your day was a holiday. Which option would you prefer...

	April 2011 % (n=467)
Keep the current rotating collection schedule	46%
Change to have a collection day of the week	45%
Neither of the choices	4%
Don't know/no response	6%

Note: Due to rounding, columns may sum to more than 100%.

Table 3 presents the profile of respondents by the schedule option that they prefer. While there are no statistically significant differences among the demographic subgroups, it appears that Winnipeg residents who are 18 to 24 are more likely to prefer changing to a collection day of the week and those 65 years or older are more likely to prefer keeping the current rotating collection schedule.

Table 3: Profile of Winnipeg residents by preferred option for garbage and recycling collection		
April 2011	Winnipeg residents % (n=467)	
	Keep the current rotating collection schedule	Change to have a collection day of the week
Overall	46%	45%
Gender	p=.043	
Men	47%	47%
Women	45%	42%
Age	p=.099	
18 to 24	39%	57%
25 to 39	44%	49%
40 to 64	49%	41%
65 and over	48%	36%
Income	p=.411	
Under \$35,000	49%	40%
\$35,000 to \$50,000	46%	43%
\$50,000 to \$75,000	44%	50%
Over \$75,000	46%	48%

Note: Bolded values represent statistically significant differences.

2.2 Changing the Blue Box recycling program

We explained the following to Winnipeg residents:

Winnipeg currently has a “Blue Box” recycling program, which allows residents to put out their recyclables for pickup every week. Because more residents are putting out multiple Blue Boxes each week, the City of Winnipeg is considering replacing this Blue Box system with larger blue automated recycling carts. Switching to this system would be more efficient than collecting them by hand, and would result in fewer litter problems.

We then asked respondents whether—if the cost of recycling cart collection was the same as the current Blue Box collection—they would prefer to keep the current Blue Box and the once-a-week pickup schedule, replace the Blue Boxes with larger recycling carts but continue with the once-a-week pickup schedule, or replace the Blue Box with larger recycling carts but change the pickup schedule to once every two weeks. Winnipeg residents tended to be mixed in their opinion, with most preferring to replace the Blue Boxes with larger recycling carts but continue with the once-a-week pickup schedule. More specifically:

- ▶ About 1 in 3 (32%) prefers to keep the current Blue Box program and the once-a-week pickup schedule.
- ▶ About 6 in 10 (63%) prefer to replace the Blue Boxes with larger recycling carts:
 - More than 4 in 10 (42%) prefer that the City continue with the once-a-week pickup schedule.
 - About 1 in 5 (21%) choose to change the pickup schedule to once every two weeks.

Less than 1 in 10 did not have a garbage and recycling day (3%) or did not provide a response to the question (6%). See Table 4.

Table 4: Options for recycling program

CW2. Winnipeg currently has a “Blue Box” recycling program, which allows residents to put out their recyclables for pickup every week. Because more residents are putting out multiple Blue Boxes each week, the City of Winnipeg is considering replacing this Blue Box system with larger blue automated recycling carts. Switching to this system would be more efficient than collecting them by hand, and would result in fewer litter problems. If the cost of recycling cart collection was the same as the current Blue Box collection, do you think the City of Winnipeg should...

April 2011	% All Winnipeg residents (n=467) Winnipeg residents who have a recycling/garbage day (n=455)	
	All Winnipeg residents (n=467)	Winnipeg residents who have a recycling/garbage day (n=455)
Keep the current Blue Box and the once-a-week pickup schedule	32%	33%
Replace the Blue Boxes with larger recycling carts but continue with the once-a-week pickup schedule	42%	43%
Replace the Blue Boxes with larger recycling carts but change the pickup schedule to once every two weeks	21%	22%
Not applicable - do not have recycling/garbage day	3%	-
Don't know/no response	3%	3%

Note: Due to rounding, columns may sum to more than 100%.

Table 5 presents the profile of respondents by the schedule option that they prefer. Among respondents:

- Winnipeg residents who are 18 to 24 are the least likely to prefer to keep the current Blue Box and the once-a-week pickup schedule and those 65 years or older are the least likely to prefer to replace the Blue Boxes with larger recycling carts but continue with the once-a-week pickup schedule compared to the other age cohorts.
- There are no other statistically significant differences among the demographic subgroups.

Table 5: Profile of Winnipeg residents by preferred option for recycling program

April 2011	All Winnipeg residents % (n=467)		
	Keep the current Blue Box and the once-a-week pickup schedule	Replace the Blue Boxes with larger recycling carts but continue with the once-a-week pickup schedule	Replace the Blue Boxes with larger recycling carts but change the pickup schedule to once every two weeks
Overall	32%	42%	22%
Gender		p=.523	
Men	29%	43%	23%
Women	34%	40%	19%
Age		p=.000	
18 to 24	13%	56%	28%
25 to 39	28%	52%	15%
40 to 64	37%	37%	23%
65 and over	39%	27%	22%
Income		p=.046	
Under \$35,000	30%	42%	19%
\$35,000 to \$50,000	26%	30%	40%
\$50,000 to \$75,000	33%	45%	17%
Over \$75,000	30%	46%	23%

Note: Bolded values represent statistically significant differences.

Appendix A – Questionnaire

CW1:

WINNIPEG ONLY

CW1. Moving on... The City currently collects garbage and recycling on a rotating collection schedule. Instead of having your garbage and recycling collection day change each time there is a stat holiday, the City is considering collecting by a fixed day of the week. This change would mean that your garbage and recycling would be collected on the given day, even if your day was a holiday. Which option would you prefer... (READ RESPONSES)

=> +2

si REG=02,04

Keep the current rotating collection schedule.....	1
Change to have a collection day of the week (For example, every Wednesday)	2
.....	
(DO NOT READ) Neither.....	0
(DO NOT READ) Don't know	8
(DO NOT READ) No response.....	9

CW2:

WINNIPEG ONLY

CW2. Winnipeg currently has a "Blue Box" recycling program which allows residents to put out their recyclables for pick-up every week. Because more residents are putting out multiple Blue Boxes each week, the City of Winnipeg is considering replacing this Blue Box system with larger blue automated recycling carts. Switching to this system would be more efficient than collecting them by hand, and would result in fewer litter problems. If the cost of recycling cart collection was the same as the current Blue Box collection, do you think the City of Winnipeg should... (READ RESPONSES)

rotation -> 3

Keep the current Blue Boxes and the once-a-week pickup schedule..... 1

Replace the Blue Boxes with larger Recycling Carts

but continue with the once-a-week pickup schedule 2

Replace the Blue Boxes with larger Recycling Carts

but change the pickup schedule to once every 2 weeks..... 3

(DO NOT READ) Not applicable (living in an apartment)..... 7

(DO NOT READ) Don't know

(DO NOT READ) No response..... 9

Appendix B – Call record

Call record for Winnipeg Omnibus April 2011

Call Record for Winnipeg Omnibus: April 2011			
Outcome	April 2011		
	N	%	
A Total numbers attempted	10,946	100%	
1. Not in service	2,229	20%	
2. Fax	198	2%	
3. Business	152	1%	
Remaining	8,367	76%	
B Total eligible numbers	8,367	100%	
4. Busy	76	1%	
5. Answering machines	1,479	18%	
6. No answer	451	5%	
7/8. Language/illness/incapability	303	4%	
9. Selected/eligible respondent not available	303	4%	
Remaining	5,755	69%	
C Total asked	5,755	100%	
10. Household refusal	478	8%	
11. Respondent refusal	1,585	28%	
12. Qualified respondent break off	878	15%	
Remaining	2,814	49%	
D Co-operative contacts	2,814	100%	
13. Disqualified	2,347	83%	
14. Completed interviews	467	17%	
Refusal rate = (10+11+12)/C	2,941	51%	
Response rate (D/B)	2,814	34%	

Appendix C – Banners

Appendix D – One-Ways (Weighted)

Appendix E – One-Ways (Unweighted)