

Winnipeggers' Recycling Preferences

Prepared for City of Winnipeg Water and Waste Dept.



For more information on this research project, please contact:

Probe Research Inc.
Suite 850 – 125 Garry Street
Winnipeg, MB R3C 3P2

Tel.: (204) 926-6565
Fax: (204) 926-6566

E-mail: probe@probe-research.com

TABLE OF CONTENTS

1.0	RESEARCH METHODOLOGY AND BACKGROUND	3
2.0	RESEARCH RESULTS.....	4
2.1	Citizens' Recycling Preferences	4

APPENDICES:

Survey Instrument

Detailed Tabular Results

1.0 RESEARCH METHODOLOGY AND BACKGROUND

This city-wide Omnibus survey was designed and conducted by Probe Research via telephone interviews taken between November 25th and December 5th, 2009 among a random and representative sampling of 600 adults residing in Winnipeg.

With a sample of 600, one can say with 95 percent certainty that the results are within ± 4.0 percentage points of what they would have been if the entire adult population of Winnipeg had been interviewed. The margin of error is higher within each of the survey's population sub-groups.

Modified random digit dialing was used to ensure that all city adults would have an equal opportunity to participate in this Probe Research Inc. survey. Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the city's population. All data analysis was performed using SPSS statistical analysis software.

For more information on this research project, please contact:

Kevin McDougald
Research Director
Probe Research Inc.
Suite 850 – 125 Garry Street
Winnipeg, Manitoba
R3C 3P2

Tel.: (204) 926-6565
Fax: (204) 926-6566
E-mail: kevin@probe-research.com

2.0 RESEARCH RESULTS

2.1 CITIZENS' RECYCLING PREFERENCES

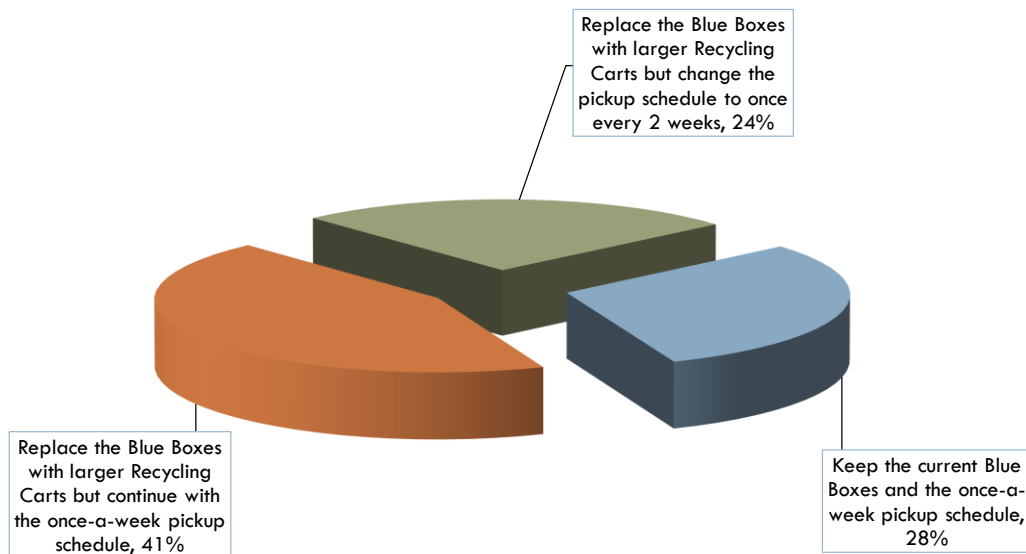
Winnipeg residents were informed that the City of Winnipeg is considering replacing its current Blue Box recycling system with an automated recycling cart pick-up system. Citizens were then asked which of the following three options they would prefer if there were no negative cost implications to residents. The options were:

- Keeping the current once-per-week Blue Box collection schedule;
- Replacing the Blue Boxes with a once-per-week recycling cart pick-up schedule, or;
- Replacing the Blue Boxes with recycling carts and reducing pick-ups to once every two weeks.

As the following graph illustrates, four-in-ten respondents (41%) said that they would prefer to see the City of Winnipeg *replace the current Blue Box system with weekly recycling cart pick-ups*. This option held significantly more appeal with the public than either *maintaining the current Blue Box system* (28%) or *replacing the current system with recycling carts which would be collected only every other week* (24%). Seven percent of respondents declined to offer a preference.



"If the cost of recycling cart collection was the same as the current Blue Box collection, which of the following three options do you think the City of Winnipeg should pursue with respect to its residential recycling program?" (n=600)



Notable variations among respondents included:

- **Weekly recycling cart pickup** was more likely to be favoured by younger respondents aged 18-34 years (50% support) and families with children (61%), with less interest being shown by those aged 55 years and over (28% support).
- Opinions about **retaining the current Blue Box recycling system** were divided along the lines of age (38% support among those aged 55 and over versus 19% among those aged 18-34 years) and home ownership (31% support among owners versus 19% among renters). Support for retaining the Blue Box system was also higher in northeast Winnipeg (40%) than in any other part of the city (varying from 23% in northwest Winnipeg to 28% in southeast Winnipeg).