

**City of Winnipeg – Water and Waste Department  
Public Attitudes Towards Recycling Program**

**January 7, 2010 – Winnipeg Panel Report**



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## Appendices:

- Questionnaire;
- Detailed Tabular Results;
- Verbatims For Open-Ended Questions

## EXECUTIVE SUMMARY

According to an online survey of Winnipeg residents, most citizens report they are now recycling more than they were five years ago and signs are this volume of recycling will continue to increase as around one-half of those who currently recycle feel they could be recycling even more.

Winnipeggers offer high praise for the current recycling program because this curbside pickup system is widely regarded as convenient and beneficial to the environment. Despite this general satisfaction, many feel this program could be improved if it were to expand to include more materials and if there were bigger blue boxes. Indeed, nearly three-quarters of recycling households currently use two or more blue boxes.

Perceived drawbacks of the current program include the blue boxes themselves, as well as the service. Two-thirds of citizens who recycle report they have had their blue box lost, stolen or damaged beyond repair and one-half would not know where to call or go to have it replaced. Around one-in-five have made a formal complaint about the service they have received through the blue box program. Typical service complaints include not having recyclables picked up, having recyclables left on the street or in the back lane, broken blue boxes, experiencing a missed pick-up date and having their blue box left in the driveway or garage entrance.

When Winnipeggers were presented with the option of a new recycling program that included a larger recycling cart, attitudes were generally positive. Three-quarters of those who currently recycle anticipated they would like using the new cart. The overwhelming appeal of the new cart is driven by its greater capacity to hold more recycling materials, as well as the fact that it has a lid and is on wheels. Positive attitudes towards the new carts were bolstered by a sizeable minority who insist they would likely recycle more if they had the new cart. Overall, a majority concede that the benefits of these new carts outweigh any drawbacks.

Interestingly, among the one-in-five who are less than enthusiastic about the new recycling carts, the larger size is most often cited as the source of their disapproval – simply, they feel it is too big and bulky and anticipate there will be a problem maneuvering it in the snow and ice and that it will be difficult to store. Overall, one-third of respondents felt the new carts would be more difficult to use. Very few citizens expressed a concern over the planned automated pickup that is a feature of this new system.

Around one-half of citizens were worried about these new carts being stolen or vandalized and one-third felt they would stop recycling should this occur. A further one-third would not replace the new cart, but would find another way to recycle and only around one-in-ten would purchase a replacement cart.

Seven-in-ten households indicated they would prefer the “regular cart” (which holds 3-4 blue boxes) compared to two-in-ten who indicated the “large cart” (which holds 5-6 blue boxes) would better suit their household needs. There is no real consensus in terms of the frequency of pick-up of these new recycling carts. Around one-half report they would likely continue to

follow the weekly pick-up schedule and a roughly equal number suggest they would place the new cart out for collection every two weeks.

A solid two-thirds of citizens indicated they would be interested in a similar type of cart system for their household organics collection, although more than one-half would not support this program if they had to pay a fee. About one-quarter of citizens would pay under \$50 a year for this service and one-in-ten felt any fee should be based on usage.

Detailed results of this survey appear in the following report.

## 1.0 BACKGROUND AND METHODOLOGY

The City of Winnipeg retained Probe Research, Inc. to conduct an online survey among a panel of 600 adult citizens of Winnipeg regarding the current curbside blue box recycling program, and to assess the appeal of potential changes to the current program. In addition, a companion online survey was also made available to the general population of the City of Winnipeg through the city's website, in order to allow citizens the opportunity to provide feedback regarding the existing and proposed recycling program. Results from this latter survey are provided under separate cover.

Research Now, an online fieldwork and panel specialist firm, hosted the online panel survey using its proprietary panel participants that resided within the City of Winnipeg and were 18 years or age or over and did not live in an apartment. The survey instrument was designed by representatives of the City of Winnipeg Water and Waste Department, in consultation from Probe Research Inc.

The results of this panel survey are included in this report. Respondents for this survey were selected from among those who have volunteered to participate/registered to participate in Research Now's online surveys and polls. The data have been weighted to have a 50/50 gender split in each region, and reflect the distribution of homes by region. Because the sample is based on those who initially self-selected for participation in the panel rather than a probability sample, no estimates of sampling error can be calculated and therefore no margin of error is attributed to the results herein.

The survey was open for completion from November 16<sup>th</sup> to 30<sup>th</sup>, 2009.

For more information on this research project, please contact:

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## 2.0 PROFILE OF RESPONDENTS

The table below shows respondent demographics by region.

	CITY OF WINNIPEG REGION					
	Total	Northwest	Southwest	Southeast	Northeast	Core
	(600)	(129)	(144)	(110)	(118)	(98)
	(%)	(%)	(%)	(%)	(%)	(%)
<b>EDUCATION</b>						
High school or less	19	21	13	18	24	19
Some college/tech	7	9	5	4	9	8
Graduated college/tech	19	17	16	18	22	23
Some university	17	20	19	17	15	16
Graduated university	38	33	46	43	30	33
<b>GENDER</b>						
Men	50	50	50	50	50	50
Women	50	50	50	50	50	50
<b>TYPE OF DWELLING</b>						
Single detached home	89	91	90	90	88	87
Apartment	-	-	-	-	-	-
Duplex/Multiplex	8	4	7	8	12	13
Condominium	1	3	3	1	-	-
Other	1	1	-	2	-	-
<b>HOUSEHOLD INCOME</b>						
<\$30K	8	8	4	7	5	17
\$30K-\$59K	30	24	24	19	40	44
\$60K-\$79K	24	28	27	18	19	24
\$80K+	39	40	45	57	36	15
<b>VISITED WEBSITE</b>						
Yes	28	27	34	27	22	31
<b>AGE</b>						
18-29 years	18	23	17	17	16	17
30-39 years	20	19	19	13	22	31
40-49 years	21	21	22	17	26	20
50-59 years	22	18	21	31	24	17
60 to 69 years	14	15	16	17	7	13
70+ years	4	5	5	4	4	-

## 3.0 RESEARCH RESULTS

This section of the report discusses participation in current program, recycling practices, program experiences, satisfaction with current program, attitudes towards new recycling carts and a household organics collection program.

### 3.1 Participation in Current Curbside Recycling Program

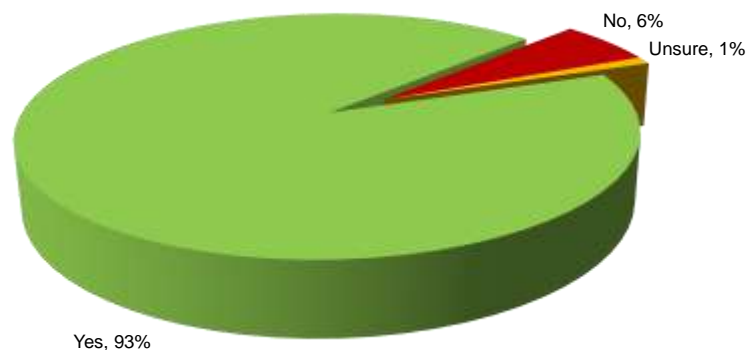
This section of the report details the level of participation among Winnipeggers in the City's curbside recycling program and rationale for non-participation.

#### 3.1.1 Incidence of Household Recycling Participation

A near consensus of Winnipeg citizens (93%) report they participate in the current blue box recycling program, while a mere six percent do not.

 **Incidence of Household Recycling Participation**

Q.1 "To the best of your knowledge, does your household participate in Winnipeg's curbside Blue Box recycling program?" (n=600)



Yes, 93%

No, 6%

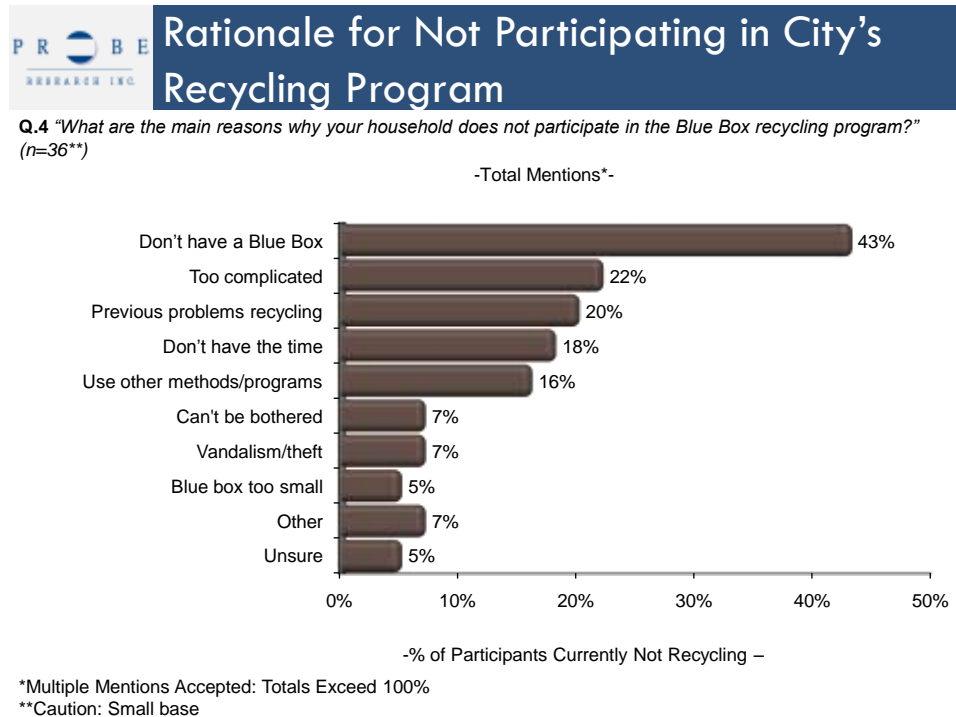
Unsure, 1%

-% of All Respondents-

There were no statistically significant differences in responses across survey sub-populations.

### 3.1.2 Rationale for Non-Participation

Among the small number of Winnipeggers who do not currently participate in the curbside recycling program, a significant minority reported the reason for this was that they *do not own a blue box* (44%). Around two-in-ten indicate they *had problems in the past* (20%), that it was *too complicated* (19%) or they *do not have the time* (15%). Fewer respondents indicated the reason they do not currently recycle is because they *couldn't be bothered* (6%).



Some other responses included: *take recyclables to the mall to recycle, never home, blue box goes missing and emptied all over due to kids, recycle in different ways.*

Due to the small base size for this line of enquiry, no sub-population results are discussed.



### 3.2 Satisfaction with Current Blue Box Recycling Program

Levels of satisfaction with the city’s current curbside recycling program are examined below, as well as respondents’ views regarding the “best thing” about the current program.

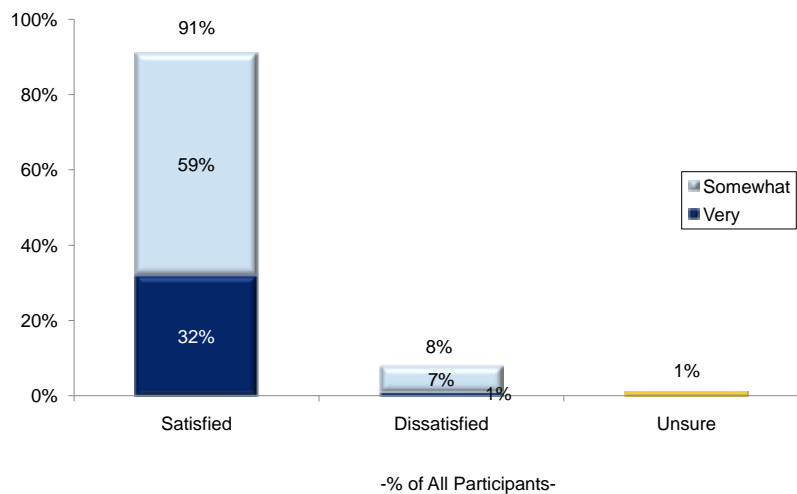
#### 3.2.1 Overall Satisfaction with Current Program

The vast majority of Winnipeggers report they are satisfied with the current curbside recycling program (91%), including 32 percent who are *very satisfied* and 59 percent who are *satisfied*. Only seven percent indicate they are *unsatisfied* with the blue box recycling program and one percent are *very unsatisfied*.



### Satisfaction with Current Blue Box Recycling Program

**Q.5a** “All things considered, please indicate how satisfied you are with the current Blue Box recycling program?” (n=558)



There were no significant differences in responses among sub-populations examined.

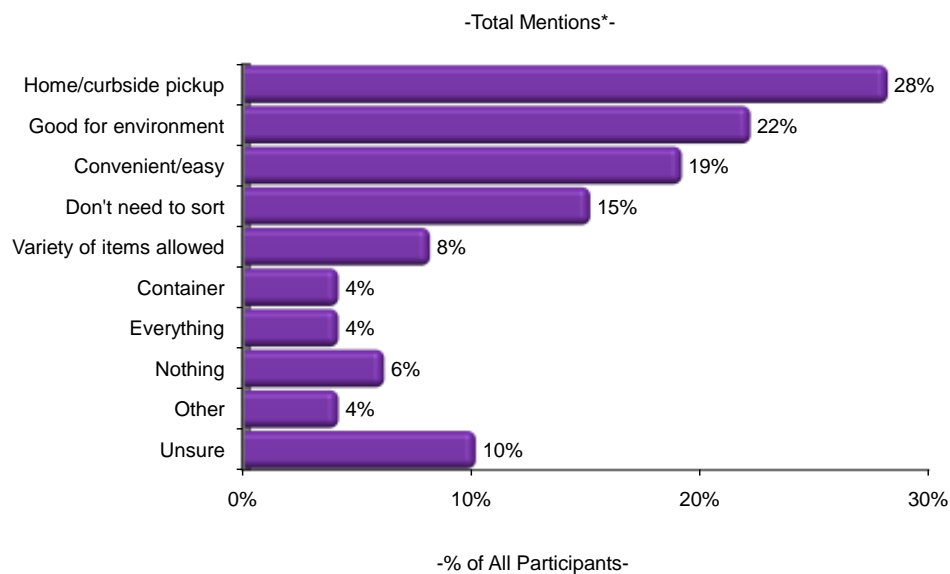
### 3.2.2 Best Thing About Current Recycling Program

All respondents currently participating in the blue box recycling program were asked to describe what they liked best about the current program. Although no one thing stands out above the rest as the best thing about the current program, around two-in-ten respondents reported they liked the *curbside pickup* (28%), that it was *good for the environment* (22%) it was *convenient/easy* (19%) and that *items do not need to be sorted* (15%).



## Favourite Aspects of Current Blue Box Program

Q.6 "What, if anything, do you like about the current Blue Box recycling program?" (n=558)



\*Multiple Mentions Accepted: Totals Exceed 100%

Some other responses included: *can have more than one bin and it's free/no cost.*

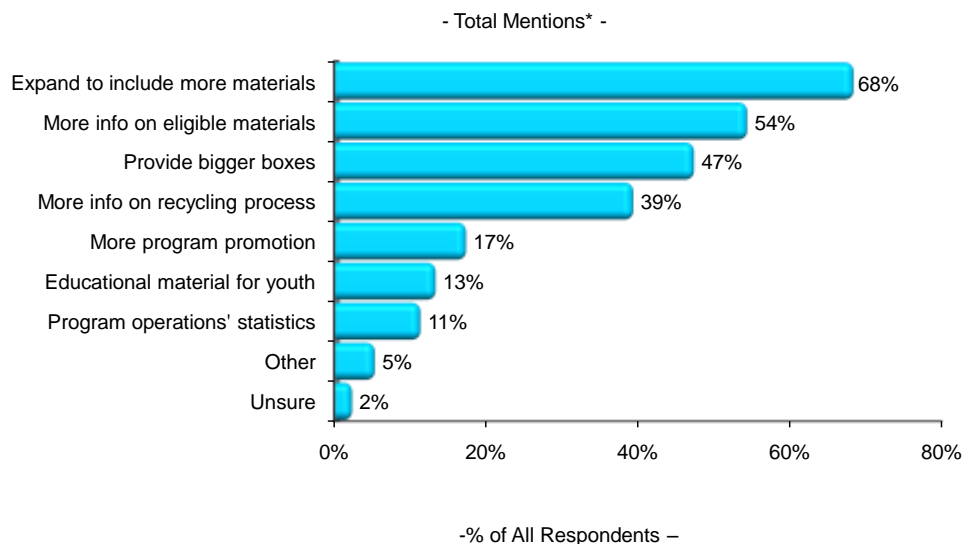
There were no significant differences in responses among sub-populations examined.

### 3.2.3 Suggested Areas of Improvement for Current Recycling Program

All respondents were given the opportunity to offer suggestions on how the blue box program could be improved. Nearly seven-in-ten respondents (68%) suggested *the program should be expanded to include more materials*, followed by around one-half who felt the city should *provide bigger boxes* (47%). Many citizens indicated a desire for expanding the amount information about the program, including *more information on eligible materials* (54%), *what happens to their recycled materials* (39%), *more promotion of program* (17%), *educational material for young people* (13%) and *more statistics on the operations of the program* (11%).

#### PRBE RESEARCH INC. Suggestions to Improve Current Recycling Program

Q.18 "What kinds of things would improve the Blue Box program and encourage citizens like yourself to recycle more often or include more items in your Blue Box?" (n=600)



\*Multiple Mentions Accepted: Totals Exceed 100%

Some other responses included: *more careful/conscientious workers, better containers, depots/pickup options, offer compensation/incentives.*

There was little variation in responses across survey sub-populations.

### 3.3 Recycling Practices

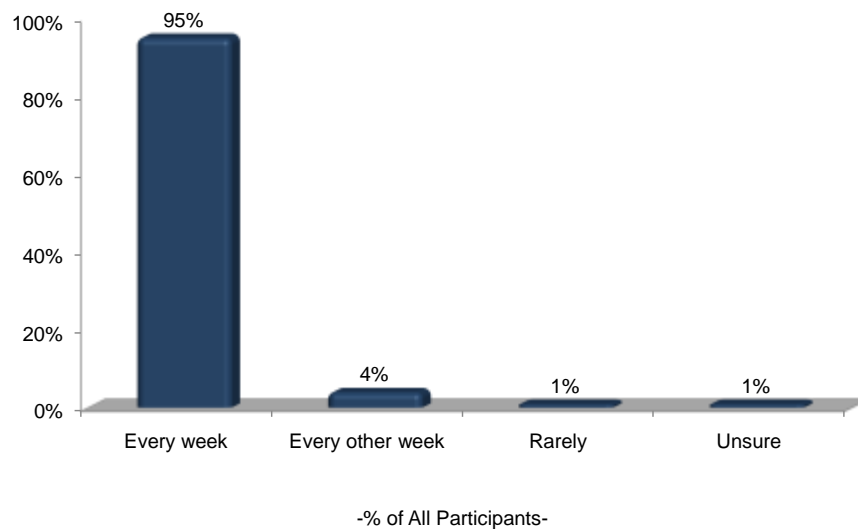
Respondents' current engagement in the blue box recycling program is examined in this section of the report, including the frequency of recyclables pick up, identification of the primary manager of the household's blue box, the number of blue boxes per household and location of service.

#### 3.3.1 Frequency of Pick Up

The vast majority of Winnipeggers (95%) report they place their blue box out *weekly* for collection, while only a mere five percent say they place their recycling out *every other week* (4%) or *rarely* (1%).



Q.7 "On average, how often do you typically place your Blue Box out for collection? Is it..?" (n=558)



There were no significant differences in frequency of recycling pick up among Winnipeggers.

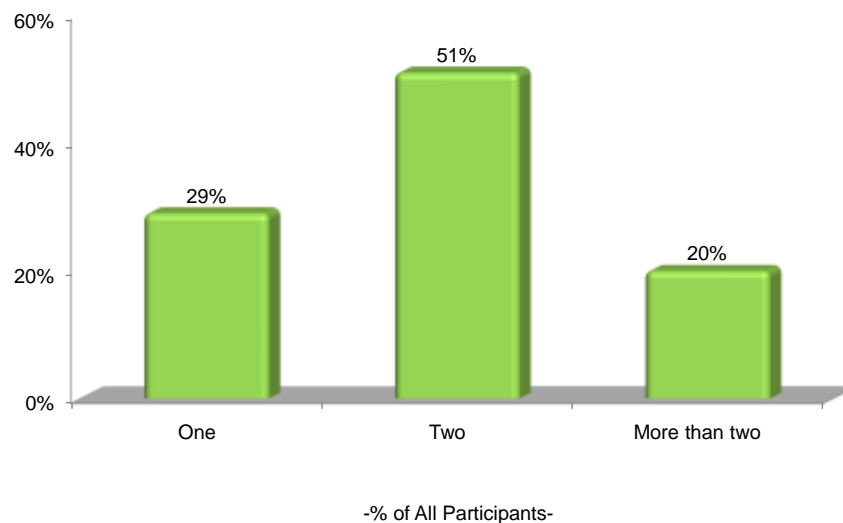
### 3.3.2 Number of Household Blue Boxes

The majority of Winnipeggers report they have two or more blue boxes in their household (71%), followed by nearly three-in-ten who have *one* (29%).

**PRBE**  
RESEARCH INC.

## Number of Household Blue Boxes

Q.9 "How many Blue Boxes does your household have?" (n=558)



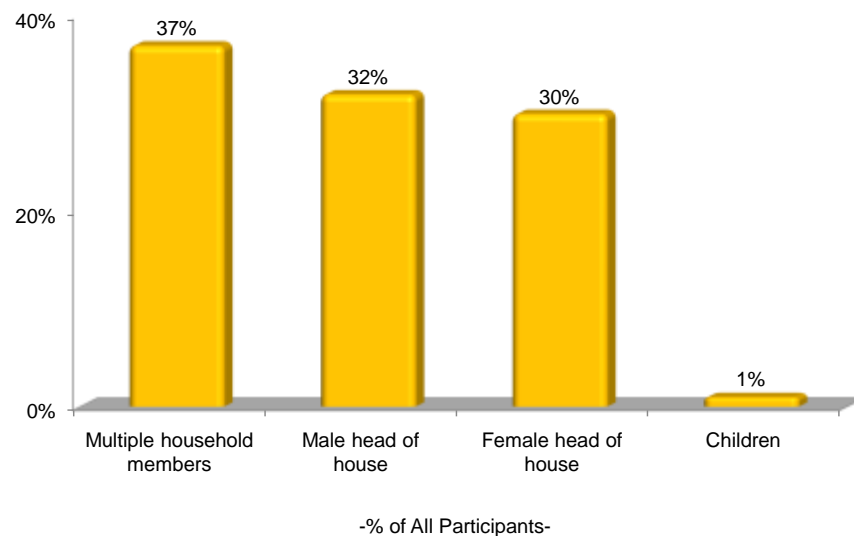
- Respondents from households earning less than \$60K annually were significantly more likely than those from higher income households to only have one blue box (38% versus 18% among those earning \$80K+ annually).
- Three-in-ten (29%) of respondents from higher income households earning \$80K+ annually reported they had more than two blue boxes, compared to those from the middle or lower income bracket households (15% each among those from household earning \$60K-\$79K and <\$60K).

### 3.3.3 Primary Manager of Household Blue Box

While most households participating in the recycling program say the responsibility of packing and managing the blue box is shared among family members (37%), nearly as many report that this is either the responsibility of the male head of the household (32%) or the female head of the house (30%).

#### Household Member Responsible for Blue Box

Q.8 "In your household, who usually packs and manages your Blue Box?" (n=558)



- The shared responsibility of all members of the household for packing and managing their recycling box was most apparent among respondents 18-39 years (48%), compared to their older counterparts (30% among those aged 40-59 years and 31% aged 60+).
- The male head of the household was more likely to be the one managing and packing the blue box among older citizens (39% among those aged 60+ years versus 23% among those aged 18-34 years).

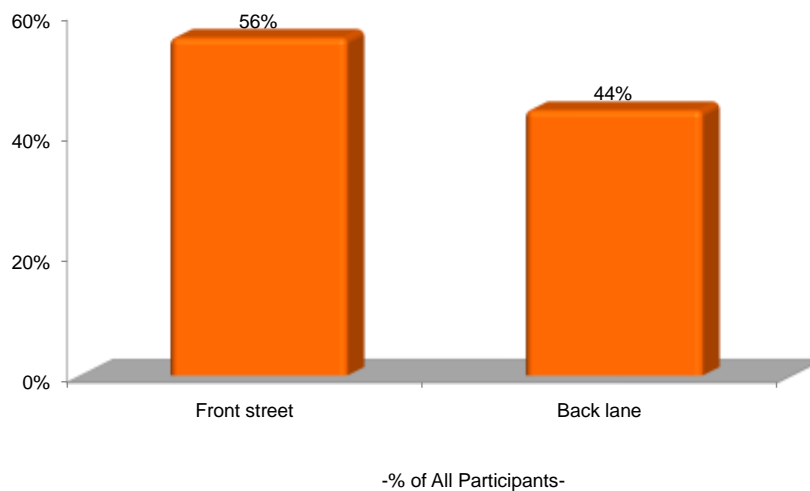
### 3.3.4 Location of Recycling Pick Up Service

Just more than one-half of Winnipeg households participating in the current recycling program indicated their recyclables were picked up on the front street (56%), compared to four-in-ten (44%) who put their recyclables in the back lane for pick up.



## Location of Blue Box Service

Q.10 "Currently, is your Blue Box serviced on the front street or in the back lane?" (n=558)



- Regionally, Winnipeggers from the southeast area of the city (77%) were significantly more likely than those from the Core (28%) or the northeast area (42%) to indicate their blue box was picked up on the *front street*.
- Respondents with three or more blue boxes were also more likely than those with only one to use their front street for pick up (65% versus 44%).
- Higher income households earning \$80K+ annually also used the front street to place their recyclables for pick up, compared to those from households earning <\$60K annually (74% versus 36% respectively).

### 3.4 Attitudes Towards Recycling

Respondents' self-assessment of their engagement in recycling is discussed below.

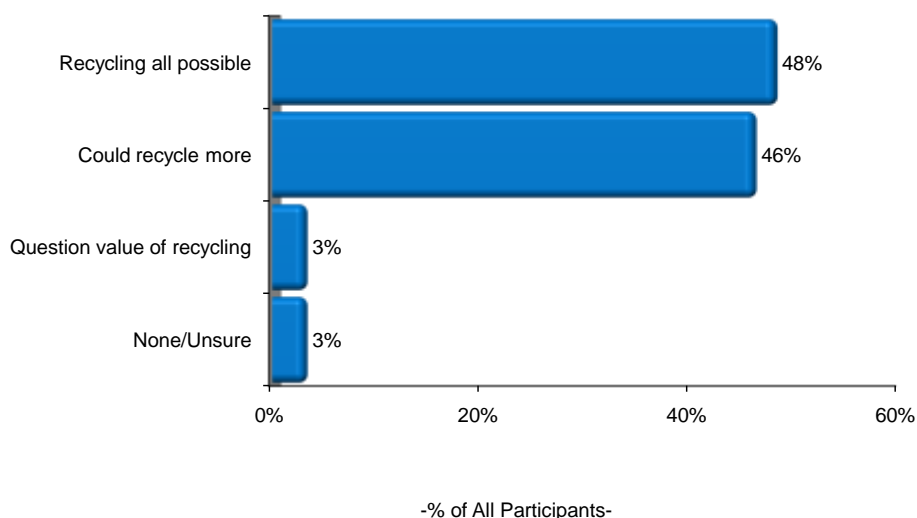
#### 3.4.1 Assessment of Level of Participation

Although around one-half (48%) of respondents indicated they felt they were recycling as much material as they could, nearly as many (46%) felt they could be recycling more. Very few citizens were disenchanted with the recycling program or questioned the value of recycling (3%).



## Citizens' Attitudes Towards Recycling

Q.12 "Which one of the following statements best describes you." (n=558)

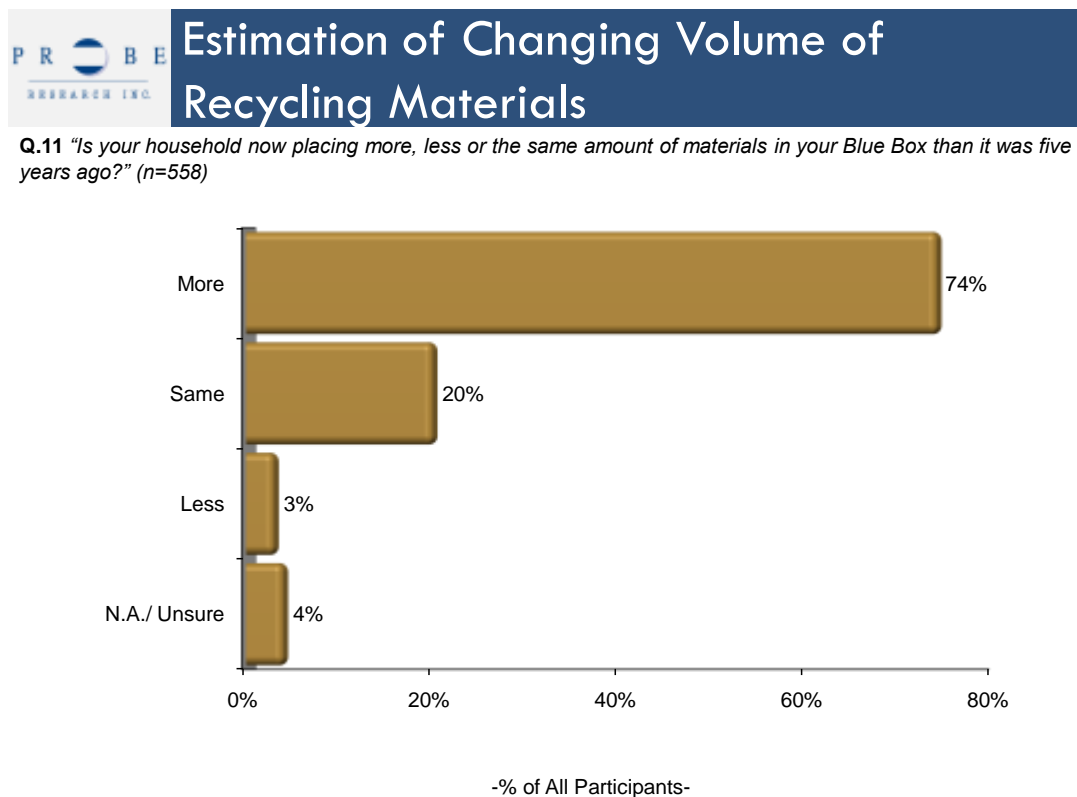


- Respondents who had more than two blue boxes in their household were significantly more likely than those with only one to feel they were recycling all materials they possibly could (56% versus 38%).
- Respondents aged 60 years and over were far more likely than their younger counterparts to feel they were participating fully in recycling their household materials (59% among those aged 60+ versus 46% aged 40-59 years and 45% 18-39 years).



### 3.4.2 Estimation of Change in Volume of Recyclable Materials

Three-quarters of respondents report they are now placing *more* materials in their blue box than five years ago (74%), compared to only three percent who are placing *less* (3%). Two-in-ten (20%) report the volume of materials they are currently recycling is about the *same* as it was in the past.



- Households who have three or more blue boxes are significantly more likely to report they are currently recycling *more* material now than they were five years ago (81% versus 69% among those with one blue box).
- Respondents who say they like the new recycling cart *a lot* (83%) also are recycling more than they used to (compared to 63% among those who do not like the new recycling cart).
- Those under age 60 years were significantly more likely to be placing *more* materials in their blue box compared to their older counterparts (76% among those aged 18-34 and 78% aged 40-59 years versus 61% among those aged 60 years and over).
- Respondents with a university degree were also among those recycling more nowadays than five years ago (79% versus 62% among those with high school or less education).

### 3.5 Complaint Resolutions

This section of the report examines the incidence of participants having to replace their blue boxes due to damage or theft, as well as awareness and usage of the complaint process.

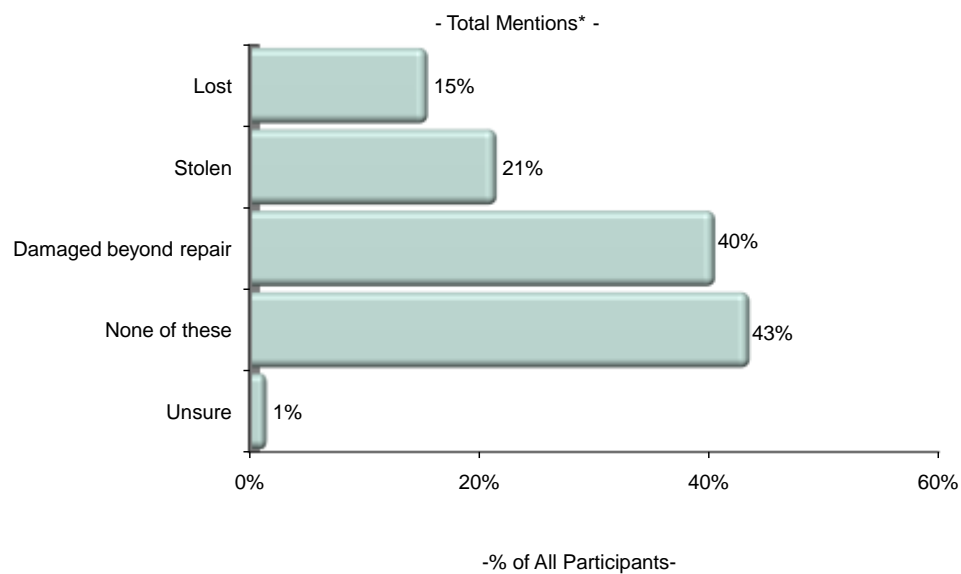
#### 3.5.1 Incidence of Loss of Blue Box

More than half of current recycling participants report they have had their blue box lost (15%), stolen (21%) or damaged beyond repair (40%).



## Incidence of Loss of Blue Box

Q.14 "Have you ever had your Blue Box (check all that apply)?" (n=558)



\*Multiple Mentions Accepted: Totals Exceed 100%

- More than one-half of citizens using more than two blue boxes report they have had one *damaged beyond repair* in the past (58% versus 25% of those with one blue box).

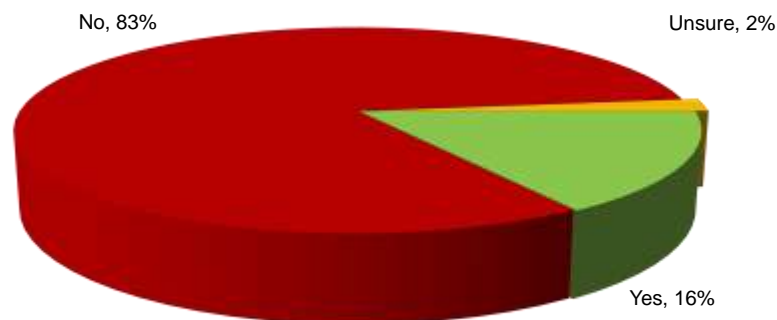
### 3.5.2 Incidence of Service Complaints

Sixteen percent of current recycling participants report they had made a service complaint about the blue box program, while fully 83 percent have not.



## Incidence of Service Complaints

**Q.15** "Have you ever made a complaint about any aspect of the service that you receive through the Blue Box program?" (n=558)

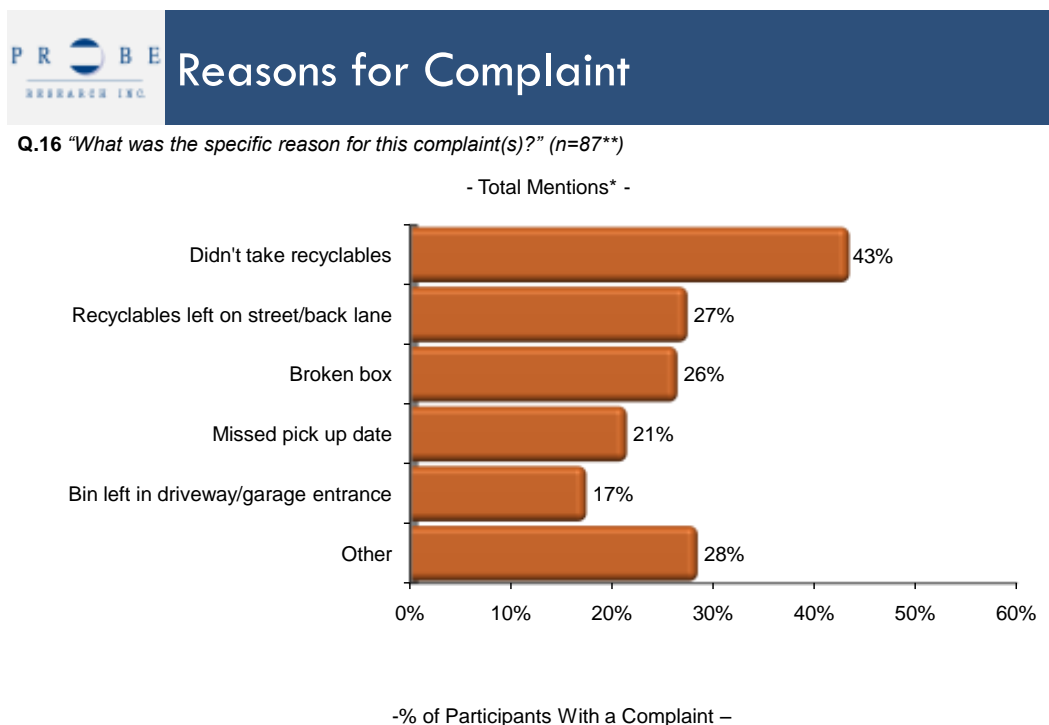


-% of All Participants-

There were no significant variations in responses among survey sub-populations.

### 3.5.3 Reasons for Complaint

Among the few respondents who had reported a complaint about the service they received from the current blue box program, 43 percent complained that their *recyclables were not picked up*, while more than one-in-five complained their *recyclables were left on the street/back lane* (27%), about a *broken box* (26%), that *their pick up date was missed* (21%) or that *the bin was left in the driveway/garage entrance* (17%).




\*Multiple Mentions Accepted: Totals Exceed 100%  
 \*\*Caution: Small base

Some other responses included: *came too late, came too early, left a mess, no plastic bags accepted, not recycling steel items when scrap steel was prices were very high, etc.*

No differences in results among sub-populations are provided due to the small bases associated with this line of enquiry.

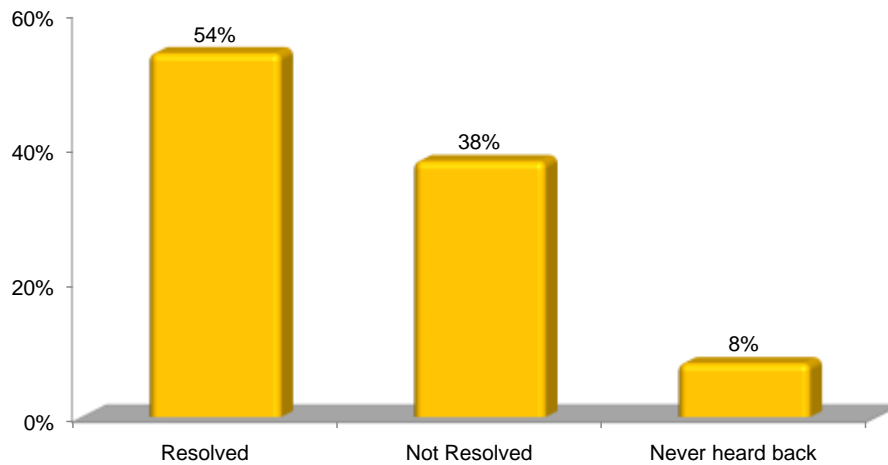
### 3.5.4 Complaint Resolution

A majority of respondents who had made a complaint about the service provided by the current blue box recycling program indicated it had been satisfactorily resolved (54%), while nearly four-in-ten (38%) had not had their complaint resolved. Nearly one-in-ten reported they were unsure if their complaint had been resolved because they never heard back (8%).



## Incidence of Complaint Resolution

**Q.17** "Was your complaint resolved in a satisfactory manner or were you not able to resolve this issue?" (n=87\*)



\*Caution: Small base

-% of Participants With a Complaint -

No differences in results among sub-populations are provided due to the small bases associated with this line of enquiry.

### 3.6 Awareness of Replacement Process

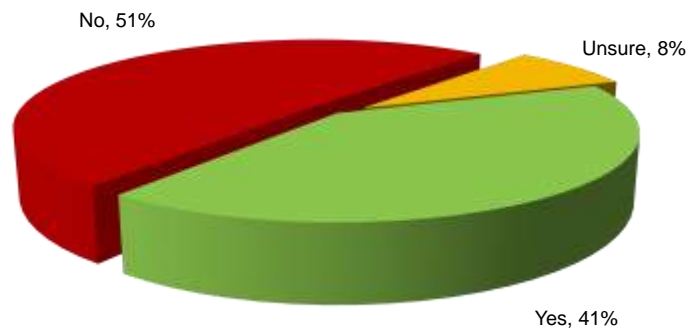
Awareness of how to get a missing or damaged blue box replaced is examined below.

#### 3.6.1 Awareness of Blue Box Replacement Process

The majority of current recycling participants reported they would not know where or whom to call if they had to replace their blue box if it was stolen or damaged beyond repair (51%), while four-in-ten (41%) said they would know where to turn, and eight percent were unsure.

**PRBE** Awareness of Blue Box Replacement Process  
RESEARCH INC.

**Q.13** "Would you know where to call or go to have your Blue Box replaced if yours was stolen or damaged beyond repair?" (n=558)



-% of All Participants-

- Awareness of where to go or call for a replacement blue box was significantly higher among respondents who used three or more blue boxes in their household than among those who only use one (56% versus 27% respectively).

### 3.7 Attitudes Towards New Recycling Carts

Respondents were provided with a picture of the new recycling carts and were offered the opportunity to comment on several aspects of the new carts, including preference for size, positive and negative attributes of the new cart, appeal of using the cart, change in frequency of recycling pick up and general attitudes towards the new recycling carts.

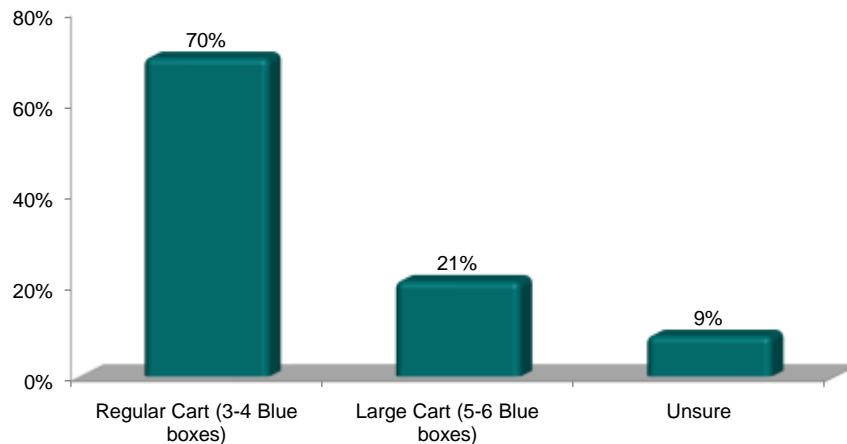


#### 3.7.1 Recycling Cart Size Preference

Seven-in-ten respondents (70%) would prefer the regular cart size, compared to 21 percent who would like the larger size cart and nine percent who were unsure of which size cart would be best suited for their household.



**Q.21** "If you had a choice and had to pick just one, which size of cart do you think would be best suited for your household?" (n=600)



-% of All Respondents -

- Respondents who currently have one (75%) or two (76%) blue boxes were significantly more likely than those who have three or more boxes (57%) to indicate a preference for the new regular size cart.

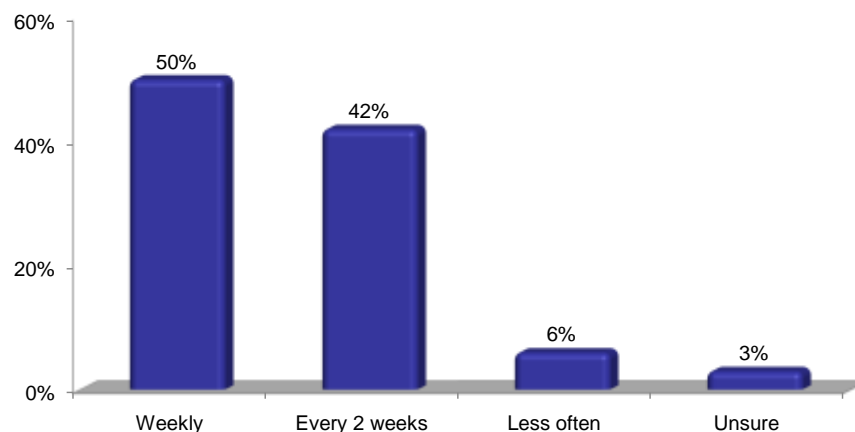
### 3.7.2 Desired Frequency of New Cart Pick Up

The near majority of respondents indicated they would like to have their recyclables picked up weekly, even with the increased size of the new recycling carts (50%), although four-in-ten (42%) felt that a collection schedule of every two weeks would suffice and six percent felt a pick up schedule of less often than every two weeks would suit them.



## Desired Frequency of New Cart Pick Up

Q.22 "How often would you want to place the cart out for collection?" (n=600)



-% of All Respondents -

- Respondents who currently use three or more blue boxes were significantly more likely than those with only one to indicate they would place their new recycling cart out every week for collection (63% versus 39%).
- Higher income households also were significantly more likely than their lower income counterparts to express the desire to continue with weekly collection of their recyclables (57% among those earning \$80K+ versus 39% among those earning <\$60K).



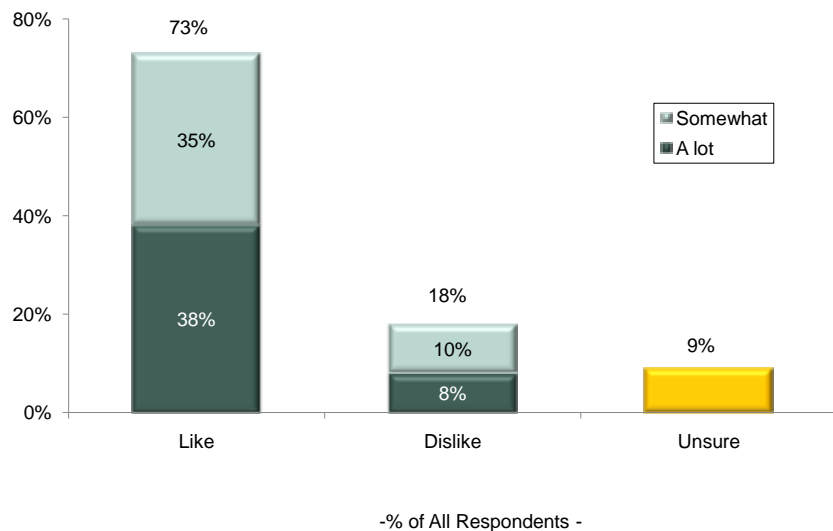
### 3.7.3 Anticipated Appeal of New Recycling Cart

Around three-quarters of respondents anticipated they would like using the new carts *a lot* (38%) or *somewhat like* using the new carts (35%). Only around two-in-ten said they *would not like the using the carts very much* (10%) or *not like using them at all* (8%). Nine percent could not predict how well they would like using the new recycling carts.



## Anticipated Appeal of New Recycling Cart

Q.23 "How much do you think you would like using the new cart?" (n=600)



- Enthusiasm for the carts was expressed by those under 40 years of age, compared to those over age 60 (44% versus 24% “would like using it a lot”).

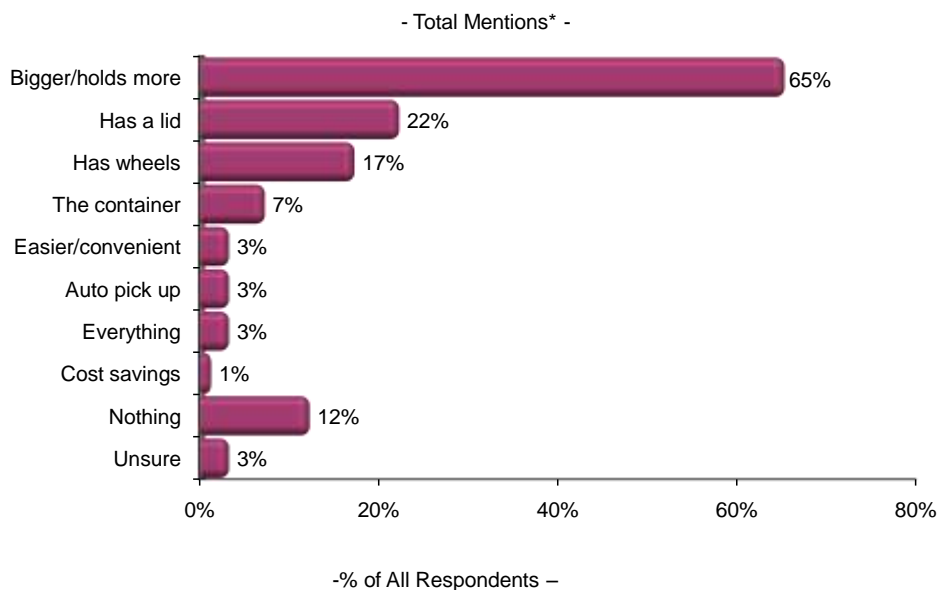
### 3.7.4 Positive Qualities of New Recycling Carts

Around two-thirds of respondents (65%) liked that the new carts were *bigger*. Fewer indicated they liked that it *had a lid* (22%), that *it had wheels* (17%), the *container* itself (7%), that it was a *great idea* (3%), it was *easier/convenient* (3%), that it was an *auto pickup system* (3%) and it *provided cost savings* (1%). Just greater than one-in-ten could think of *nothing* they liked about the new carts (12%) or were *unsure* (3%).



## Appeal of New Recycling Carts

Q.19 "What, if anything do you like about the new recycling cart?" (n=600)



\*Multiple Mentions Accepted: Totals Exceed 100%

There was little variation in responses across sub-populations.

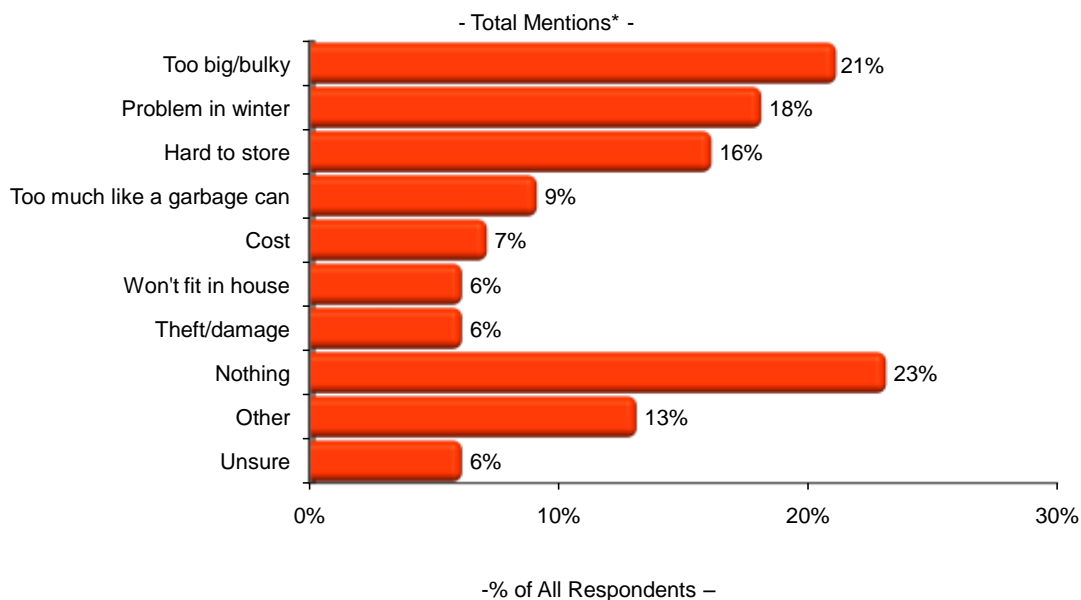
### 3.7.5 Negative Qualities of New Recycling Carts

On the other hand, the main drawbacks of the new carts were that they were *too bulky* (21%), *hard to move* or *a problem in the winter* (18%) and *hard to store* (16%). Just fewer than one-in-ten worried the *container was too much like a garbage can* (9%), *that it would be a cost to a household* (7%), *would be stolen or damaged* or *would not fit in their house* (6% each). One-quarter (23%) of respondents could not think of anything they disliked about the new recycling carts or were unable to provide an opinion (6%).



## Unappealing Aspects of New Recycling Carts

Q.20 "What, if anything, do you dislike about the recycling cart?" (n=600)



\*Multiple Mentions Accepted: Totals Exceed 100%

Some other responses included: *still too small/need more than one, auto pickup system, inconvenient, job losses, eyesore/clutter streets and back lanes, discourages recycling, etc.*

There was little variation in responses across sub-populations.

### 3.7.6 General Attitudes Towards New Recycling Cart

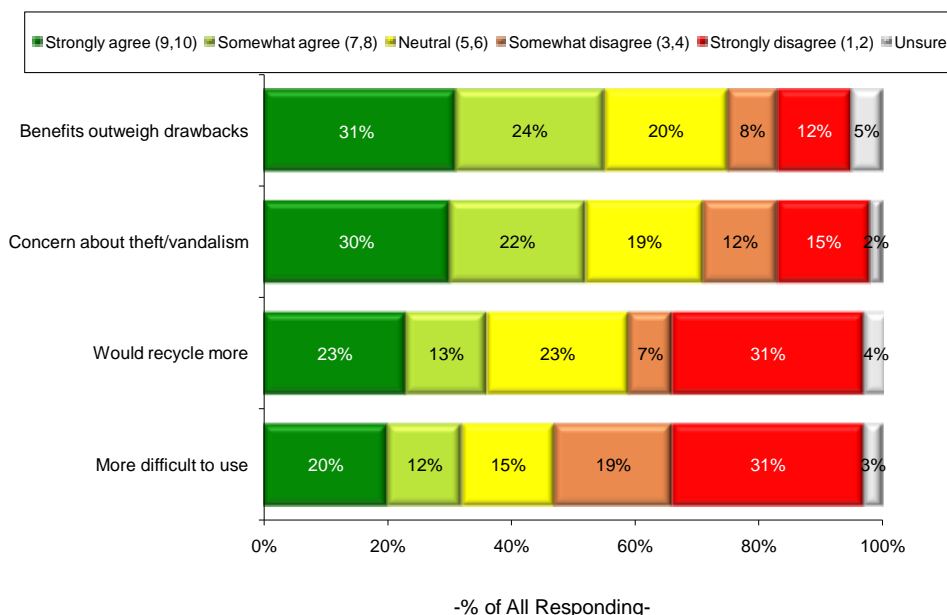
Respondents were presented with four statements intended to gauge their level of agreement with several aspects of the new recycling carts.

A majority felt *there are more benefits to the new cart than drawbacks* (55%) and that they were *concerned about the cart being stolen or vandalized* (52%). Around one-third agreed they *would recycle more if they had a cart* (36%) and that the *new cart would be more difficult to use* (32%).



## Attitudes Towards New Recycling Cart

Q.24 “How much do you agree or disagree with the following statements?” (n=600)



- Citizens younger than 40 years old were significantly more likely than those over 60 years of age to agree about the benefits of the new carts outweighing any drawbacks (64% versus 44%).
- Concern over theft and vandalism was most pronounced among Core residents (68%), compared to those residing in southeast Winnipeg (40%).
- Citizens younger than 40 years old also reported they would recycle more with these carts (41% versus 26% among those aged 60+), as did respondents who felt they would like using the carts a lot (62%).
- Older respondents (aged 60+) were more concerned about the cart being more difficult to use, compared to those under age 40 (43% versus 27% respectively).

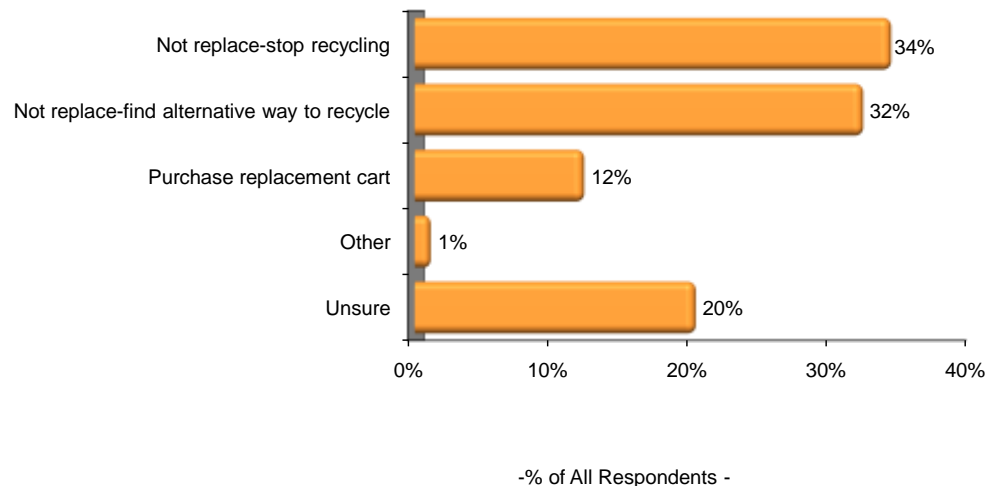
### 3.7.7 Impact of Loss of New Recycling Cart

One-third (34%) of all respondents reported they would *stop recycling* if their new recycling cart went missing while approximately the same number would *not replace the cart but would find another way to continue recycling* (32%). Twelve percent said they would *purchase a replacement cart*. One-in-five (20%) were unsure as to what they would do, should their new recycling cart go missing.



## Impact of Loss of New Recycling Cart

Q.25 "If your new recycling cart went missing, what would you most likely do?" (n=600)



- Residents from southeast Winnipeg are most likely to report they would purchase a replacement cart (22%), compared to residents from the core area (7%).
- Respondents between the ages of 40 and 59 years (40%) or aged 60 years or over (38%) were significantly more likely than those under 40 years of age (25%) to indicate they would stop recycling should their cart go missing.

### 3.8 Attitudes Towards Household Organics Collection Program

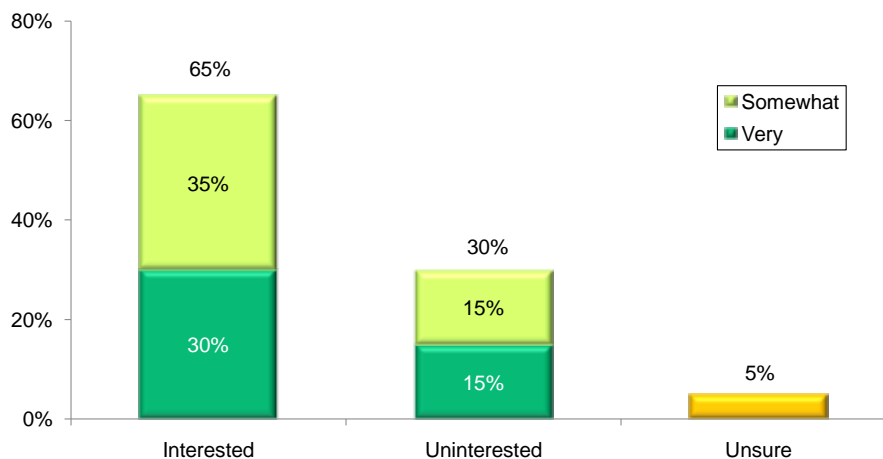
The desire for the implementation of a household organics collection program is discussed in this section, as well as price sensitivity towards an annual fee.

#### 3.8.1 Interest in Program

When respondents were asked to indicate their interest in having a similar type of cart system for household organics collection, two-thirds (65%) indicated this program would be of strong (30%) or at least moderate interest to them (35%). Thirty percent were uninterested, including 15 percent “very” uninterested.

#### Appeal of Household Organics Collection Program

**Q.26** “How interested would you be in having a similar type of cart system for your household organics collection?”  
(n=600)



-% of All Respondents -

- Respondents using more than two blue boxes in their household were significantly more likely than those using only one, to indicate they would be very interested in such an organics collection program (43% versus 23%).
- Younger respondents (under age 40) also expressed higher levels of interest in this proposed program (38% versus 17% among those aged 60+ years).
- Those who felt they would like using the new recycling cart a lot were also more interested in a potential organics program (41% very interested).

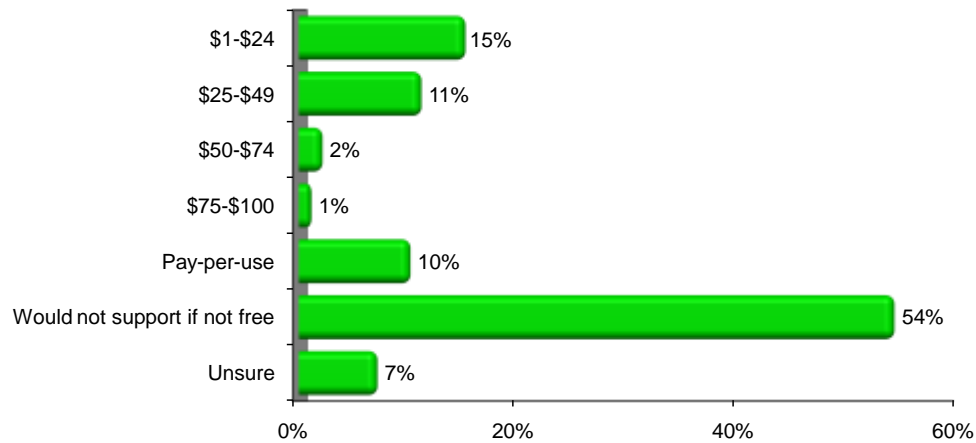
### 3.8.2 Attitudes Towards Charging a Fee for Curbside Organics Collection Program

While a majority of respondents indicated they would be *unlikely* to support this program should a fee be charged (54%), 15 percent indicated they would be willing to pay between \$1 and \$24 annually to implement it. Around one-in-ten were willing to pay between \$25 and \$49 annually (11%) and 10 percent felt the annual fee should be based on usage. Only three percent would be willing to pay \$50-\$100 annually for this service and seven percent were unable to specify a price range they would be comfortable paying to have an organics collection program.



## Attitudes Towards Charge for Curbside Organics Collection

**Q.27** "In order to sustain a curbside organics collection program a fee may have to be charged. If charging a fee was the only way that such a program could happen, what do you think would be a fair annual fee to pay?" (n=600)

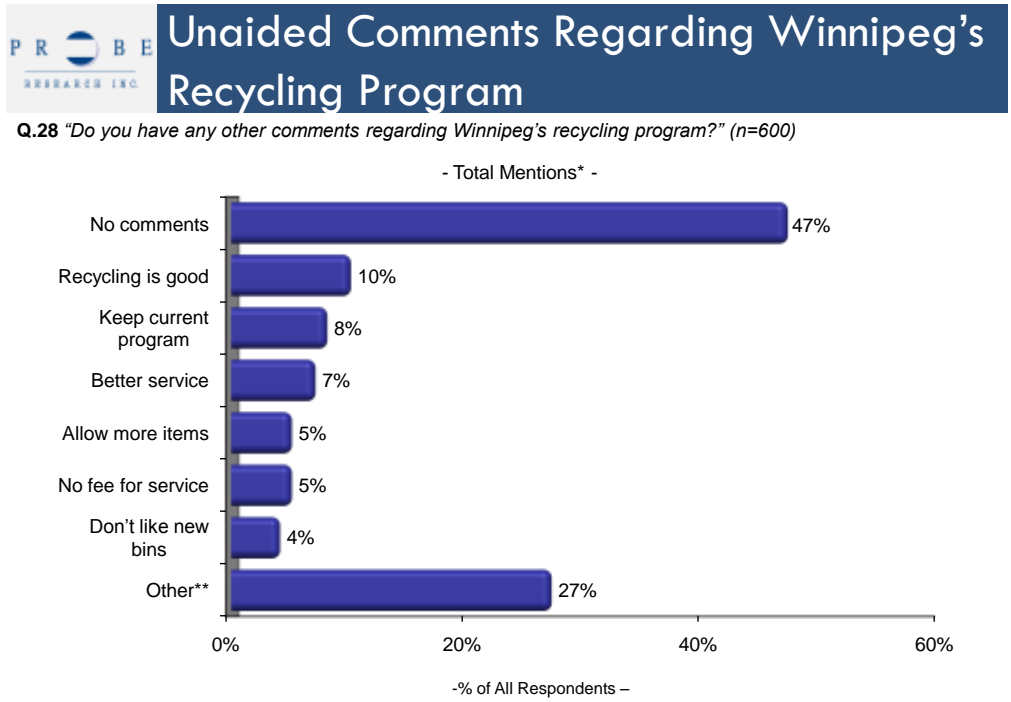


- % of All Respondents -

- Older citizens (over 60 years of age) were more likely than younger citizens (18-39 years of age) to indicate they would not support this program if it they had to pay for it (65% versus 44%).

### 3.9 Final Unaided Comments

Nearly one-half of all respondents did not offer any comments regarding the City of Winnipeg’s current recycling program (47%). Among those with comments, 10 percent mentioned that they felt recycling was a good idea. While there were many other comments offered, all were mentioned by less than 10 percent of respondents. The graph below shows the most commonly mentioned comments.



\*Multiple Mentions Accepted: Totals Exceed 100%  
 \*\* Mentioned by fewer than 4% of respondents

Some other responses included: *organic pickup is a bad idea, city provide bins, publicize recycling program, want more/better information, encourage recycling, offer compensation/incentives, fee for garbage pickup.*



## APPENDIX: Questionnaire

**CITY OF WINNIPEG**  
Recycling Survey 2009  
- Final Panel Recycling Survey -

**SCREENER**

(WATCH QUOTAS)

Which is your age group?

- 18-29 years
- 30-39 years
- 40-49 years
- 50-59 years
- 60-69 years
- 70+ years
- Prefer not to answer

Please indicate your gender:

- Male
- Female
- Prefer not to answer

- A. Please indicate the first 3 digits of your postal code below. This information is used in order to ensure the survey represents people living in all areas of Winnipeg.

- |     |     |
|-----|-----|
| R2C | R3A |
| R2G | R3B |
| R2H | R3C |
| R2J | R3E |
| R2K | R3G |
| R2L | R3H |
| R2M | R3J |
| R2N | R3K |
| R2P | R3L |
| R2R | R3M |
| R2V | R3N |
| R2W | R3P |
| R2X | R3R |
| R2Y | R3S |
|     | R3T |
|     | R3V |
|     | R3W |
|     | R3Y |
|     | R4A |

Other (Specify) (THANK AND TERMINATE)

Unsure (THANK AND TERMINATE)

- B. Please indicate the type of dwelling you currently live in:

- Single detached house
- Apartment (THANK AND TERMINATE)
- Duplex/Multiplex
- Condominium
- Other (Specify)
- Unsure

## **PARTICIPATION INCIDENCE**

1. To the best of your knowledge, does your household participate in Winnipeg's curbside Blue Box recycling program?  
 Yes (PROCEED TO Q.2)  
 No (SKIP TO Q.3)  
 Unsure (SKIP TO Q.3)
  
2. Please indicate what you place your recyclables in for curbside pickup:  
 Blue Box.....01 (SKIP TO Q.5)  
 Recycling Cart.....02 (THANK AND TERMINATE)  
 Bin ..... 03 (THANK AND TERMINATE)  
 Unsure/other.....09 (THANK AND TERMINATE)
  
3. If your household were to recycle, would you use a blue box to place your recyclables in for curbside pickup? You would know this if your neighbours sometimes have blue boxes in front or behind their homes.  
 Yes.....01  
 No.....02 (THANK AND TERMINATE)  
 (DK/NS).....09 (THANK AND TERMINATE)
  
4. What are the main reasons why your household does not participate in the Blue Box recycling program? (**ACCEPT UP TO 3 RESPONSES**) (**RANDOMIZE RESPONSES BUT ANCHOR OTHERS AND UNSURE**)  
 Can't be bothered  
 Don't have time  
 Don't have Blue Box  
 Don't see need to recycle  
 Health limitations  
 Had problems in the past  
 Too complicated  
 Recycling program not available (THANK AND TERMINATE)  
 Others (Specify)  
 Unsure  
 (NOW SKIP ALL THOSE WHO DON'T RECYCLE TO Q.18)

## **RECYCLING PRACTICES**

5. Now all things considered, please indicate how satisfied you are with the current Blue Box recycling program?  
 Very satisfied  
 Satisfied  
 Unsatisfied  
 Very unsatisfied  
 Unsure
  
6. What, if anything, do you like about the current Blue Box recycling program?  
 <OPEN RESPONSE>
  
7. On average, how often do you typically place your Blue Box out for collection? Is it...?  
 Every week  
 Every other week  
 Rarely  
 Unsure

8. In your household, who usually packs and manages your Blue Box?  
Wife/Female head of house  
Husband/Male head of house  
Children  
Domestic help  
Multiple household members  
Other resident  
Unsure
9. How many Blue Boxes does your household have?  
One  
Two  
More than two  
Unsure
10. Currently, is your Blue Box serviced on the front street or on the back lane?  
Front street  
Back lane  
Unsure
11. Is your household now placing more, less or the same amount of materials in your Blue Box than it was five years ago?  
More  
Less  
Same  
Unsure - only started recycling recently  
Unsure
12. Which one of the following statements best describes you.  
I really like the idea of the Blue Box Program and I think my household is disposing of all recyclable items in the Blue Box
- I try to recycle as much as I can, but there are probably some items that my house is not currently recycling that could be included in the Blue Box
- I don't recycle as much as I could and I sometimes question the value of recycling and the Blue Box program
- None of these statements describes me well
- Unsure

**PROGRAM EXPERIENCES**

13. Would you know where to call or go to have your Blue Box replaced if yours was stolen or damaged beyond repair?
- Yes
  - No
  - Unsure
14. Have you ever had your Blue Box (check all that apply):
- Lost
  - Stolen
  - Damaged beyond repair
  - None of the above
  - Unsure
15. Have you ever made a complaint about any aspect of the service that you receive through the Blue Box program?
- Yes
  - No (SKIP TO Q.17)
  - Unsure (SKIP TO Q.1)
16. And what was the specific reason for this complaint(s)? (Select all that apply) (**RANDOMIZE RESPONSES BUT ANCHOR OTHER AND UNSURE**)
- Didn't take my recyclables
  - Missed our pickup date
  - Came too early.
  - Came too late
  - Recycling bin left in driveway/garage entrance
  - Recyclables left on street/back lane
  - Broken box
  - Other (Specify)
  - Unsure
17. Was your complaint resolved in a satisfactory manner or were you not able to resolve this issue? If you have made more than one complaint, please refer to your most recent one.
- Complaint resolved
  - Not resolved
  - Don't know, never heard back
  - Don't know
18. Winnipeg's Blue Box program is looking for ways to improve the services it offers to citizens and encourage a higher level of public participation in this program. What kinds of things would improve the Blue Box program and encourage citizens like yourself to recycle more often or include more items in your Blue Box? (ACCEPT UP TO 3 RESPONSES) (**RANDOMIZE RESPONSES BUT ANCHOR OTHER AND UNSURE**)
- More information on eligible materials
  - More information on what happens to materials in box
  - Provide bigger boxes
  - Expand program to include more materials
  - Educational material for young people
  - More promotion of program
  - More statistics on program operations
  - Other (Specify)
  - Unsure

## RECYCLING CARTS

The City of Winnipeg is considering switching to a recycling cart system to replace the current blue box.

Winnipeg can follow the trend of other cities in Canada and the USA towards automated cart collection. Roll-out carts would replace blue boxes and allow a more cost-effective and efficient collection service. Collection trucks are equipped with an automated arm that empties each cart, removing the labour concerns about the current manual collection system.

The cart would still be put out on your Recycling Day and all recyclables would be put into the cart without sorting.

To give you an idea of what this cart would look like, the picture below shows the current blue box on the left beside a regular sized cart on the right.



19. What, if anything, do you like about the new recycling cart?  
<OPEN RESPONSE>
20. What, if anything, do you dislike about the recycling cart?  
<OPEN RESPONSE>

There are two possible sizes that could be introduced for these new recycling carts. To give you an idea of the sizes, the picture below shows the current blue box on the left, a regular sized cart in the middle and a large cart on the right beside a fire hydrant.



21. If you had a choice and had to pick just one, which size of cart do you think would be best suited for your household?  
Regular cart (holds contents of 3-4 Blue boxes)  
Large cart (holds contents of 5-6 Blue boxes)  
Unsure
  
22. Considering recycling carts can hold the contents of several Blue Boxes, how often would you want to place the cart out for collection?  
Every week  
Every 2 weeks  
Less often than every 2 weeks  
Unsure
  
23. Considering what you know about the new recycling cart, how much do you think you would like using the new cart?  
Will like a lot  
Will like somewhat  
Won't like much  
Won't like at all  
Unsure

24. How much do you agree or disagree with the following statements? (Randomize)

		Disagree								Agree		(DK /NS)
		Completely									Completely	
<b>a</b>	I would recycle more if I had a recycling cart.	1	2	3	4	5	6	7	8	9	10	99
<b>b</b>	I would be concerned about my recycling cart being stolen or vandalized.	1	2	3	4	5	6	7	8	9	10	99
<b>c</b>	Overall, this new recycling cart would be more difficult to use than the current blue box.	1	2	3	4	5	6	7	8	9	10	99
<b>d</b>	Overall, there are more benefits than drawbacks to using the new recycling cart.	1	2	3	4	5	6	7	8	9	10	99

25. If your new recycling cart went missing, what would you most likely do?  
 Purchase a replacement cart (the cost would be between \$40 and \$60)  
 Not replace the cart and find another way to recycle such as use a recycling depot or a neighbour's cart.  
 Not replace the cart and would stop recycling.  
 Other (Specify)  
 Unsure

26. How interested would you be in having a similar type of cart system for your household organics collection? Some examples of household organics include grass clippings, fruit and vegetable scraps, tea leaves, coffee grounds, eggshells and leaves?  
 Very interested  
 Somewhat interested  
 Somewhat uninterested  
 Very uninterested  
 Unsure

27. In order to sustain a curbside organics collection program a fee may have to be charged. If charging a fee was the only way that such a program could happen, what do you think would be a fair annual fee to pay?  
 \$1-\$24  
 \$25-\$49  
 \$50-\$74  
 \$75-\$100  
 Based on amount you participate (pay per use)  
 I would not support a curbside organics collection program if I had to pay a fee  
 Unsure

28. Do you have any other comments regarding Winnipeg's recycling program?  
 \_\_\_\_\_



## **DEMOGRAPHICS**

There are just a few more questions left which will be used for statistical purposes.

29. Have you visited the Water & Waste pages on the City of Winnipeg Web site within the past twelve months?
- Yes
  - No
  - Unsure
30. What is the highest level of schooling you have obtained?
- Grade school / Some high school
  - Complete high school
  - Some technical / Vocational after high school
  - Technical / Vocational diploma
  - Some university
  - University degree
  - Prefer not to answer
31. Which of the following categories best describes your family income? That is, the total income before taxes of all persons in your household?
- Under \$10,000
  - \$10,000 to \$29,999
  - \$30,000 to \$59,999
  - \$60,000 to \$79,999
  - \$80,000 or over
  - Prefer not to answer

**Thank you for your feedback.**