

**WINNIPEG OMNIBUS:
JUNE 2011**

**STUDY ON ANNUAL FEE FOR GARBAGE AND
RECYCLING PROGRAM**

July 13, 2011

Prepared for:

City of Winnipeg Water and Waste Department

Table of Contents

1.0	How this research was conducted.....	1
1.1	Weighting.....	1
1.2	Caution.....	1
2.0	Findings.....	2
2.1	Support and opposition for an annual fee for garbage and recycling collection	2

Appendices

- Appendix A – Questionnaire
- Appendix B – Call record
- Appendix C – Banners
- Appendix D – One-ways (Weighted)
- Appendix E – One-ways (Unweighted)

1.0 How this research was conducted

The Omnibus survey was conducted in June 2011. In Winnipeg, 504 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	
June 2011 Omnibus	
Pretest	June 13, 2011
Survey dates	June 13–July 7, 2011
Sample size	n=504
Interviewing method	Telephone
Sample selection	Random digit dialling
Approximate error rate (theoretical)	± 4.5%, 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 Support and opposition for an annual fee for garbage and recycling collection

We explained the following to Winnipeg residents:

The City of Winnipeg is looking at making changes to how residential garbage is managed. The changes would expand services to recycle and recover materials from the waste stream and to collect and compost leaf and yard waste. They also involve providing equitable collection services across the City and improvements at the Brady Road landfill. These changes could result in an annual fee of \$40–50 per household per year (less than \$1 per week).

We then asked respondents how supportive they would be of such a fee, if it means it would help implement programs like improved recycling and curbside leaf and yard waste collection.

Winnipeg residents tended to be supportive. Among respondents:

- ▶ More than 6 in 10 (63%)¹ said they would support this additional fee, including 28% who would strongly support the fee.
- ▶ More than 1 in 4 (26%) said they would oppose this additional fee, including 15% who would strongly oppose the fee.

About 1 in 10 did not support or oppose the fee (5%) or did not provide a response to the question (7%). See Table 2.

Table 2: Support or opposition of an annual fee for garbage and recycling collection

CW1. The City of Winnipeg is looking at making changes to how residential garbage is managed. The changes would expand services to recycle and recover materials from the waste stream and to collect and compost leaf and yard waste. They also involve providing equitable collection services across the City and improvements at the Brady Road landfill. These changes could result in an annual fee of \$40–50 per household per year (less than \$1 per week). How supportive would you be of such a fee, if it means it would help implement programs like improved recycling and curbside leaf and yard waste collection?

	June 2011 % (n=504)
Strongly support	28%
Somewhat support	34%
Neutral	5%
Somewhat oppose	11%
Strongly oppose	15%
Don't know/no response	7%

¹ Due to rounding, this proportion is 63% and not 62%, as it appears to be in Table 2 when categories are summed.

Table 3 presents the profile of respondents by whether they support or oppose an annual fee. 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 support an annual fee for garbage and recycling collection compared to the other age cohorts.

Table 3: Profile of Winnipeg residents by whether they support or oppose an annual fee for garbage and recycling collection		
June 2011	Winnipeg residents % (n=504)	
	Support (strongly and somewhat)	Oppose (strongly and somewhat)
Overall	63%	26%
Gender	p=.692	
Men	64%	26%
Women	62%	26%
Age	p=.159	
18 to 24	77%	14%
25 to 39	63%	26%
40 to 64	61%	28%
65 and over	55%	28%
Income	p=.049	
Under \$40,000	55%	26%
\$40,000 to \$70,000	66%	27%
\$70,000 to \$100,000	73%	21%
Over \$100,000	65%	26%
Note: Bolded values represent statistically significant differences.		

Appendix A – Questionnaire

CW1:

WINNIPEG ONLY

CW1. The City of Winnipeg is looking at making changes to how residential garbage is managed. The changes would expand services to recycle and recover materials from the waste stream and to collect and compost leaf and yard waste. They also involve providing equitable collection services across the City and improvements at the Brady Road landfill. These changes could result in an annual fee of \$40-50 per household per year (less than \$1 per week). How supportive would you be of such a fee, if it means it would help implement programs like improved recycling and curb side leaf & yard waste collection.

=> /+1 ***ERR
if NOT P15=#6-#40

Strongly support	5
Somewhat support	4
(DO NOT READ) Neutral.....	3
Somewhat oppose	2
Strongly oppose	1
(DO NOT READ) Don't know	8
(DO NOT READ) No response	9

Appendix B – Call record

**Call Record for Manitoba Omnibus
 Winnipeg Only June 2011**

Call Record for Omnibus: June 2011		
Outcome	June 2011	
	N	%
A Total numbers attempted	17,112	100%
1. Not in service	342	2%
2. Fax	288	2%
3. Business	111	1%
Remaining	16,371	95%
B Total eligible numbers	16,371	100%
4. Busy	421	3%
5. Answering machines	4,002	24%
6. No answer	4,650	28%
7/8. Language/illness/incapability	412	3%
9. Selected/eligible respondent not available	377	2%
Remaining	6,509	40%
C Total asked	6,509	100%
10. Household refusal	441	7%
11. Respondent refusal	2,999	46%
12. Qualified respondent break off	298	5%
Remaining	2,771	43%
D Co-operative contacts	2,771	100%
13. Disqualified	2,268	82%
14. Completed interviews	503	18%
Refusal rate = (10+11+12)/C	3,738	57%
Response rate (D/B)	2,771	17%

Appendix C – Banners

Appendix D – One-Ways (Weighted)

Appendix E – One-Ways (Unweighted)