



# RECYCLING STUDY PUBLIC PARTICIPATION REPORT

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For more information on this survey, please contact:

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## BACKGROUND

In November 2009, the City of Winnipeg initiated a study to review the way residential recyclables were collected, which also included a new option of switching to recycling carts.

Information about the study was available on the web site and a linked button was featured on winnipeg.ca. There were several press releases and news articles on the study that also helped to create awareness among the public.

Other ways that stakeholders were made aware of the study, and were directed to the web site and open houses, included:

- Print advertisements that ran in:
  - Winnipeg Free Press, quarter page ad – Saturday, November 7
  - Winnipeg Free Press, banner ads – November 12, 19 and 20
  - The Winnipeg Sun, half page ad – Sunday, November 8
- Online advertisements that ran on:
  - The Winnipeg Sun web site – November 16 - 22
    - 108,910 impressions and 74 click throughs
  - Facebook web site – November 20 - 26
    - 1,590,920 impressions and 417 click throughs

Public feedback was collected between November 16 and 30, 2009, through:

- An omnibus phone survey question – 600 respondents
- An online market research survey conducted by Probe Research – 600 respondents
- A web-based survey linked from our web site – 689 respondents
- Phone calls through 311 Contact Centre – 1 call
- Emails from our web form – 50 emails
- Feedback forms that were available at eight open houses:

Date	Location	Attendance	Feedback Forms
Tuesday, November 17	Red River College, 160 Princess Street	41	6
Wednesday, November 18	Sturgeon Creek Community Centre, 210 Rita Street	44	26
Thursday, November 19	Windsor Community Centre, 99 Springside Drive	28	7
Friday, November 20	Access Transcona, 845 Regent Avenue	30	16
Monday, November 23	Thunderbird House, 715 Main Street	34	4
Tuesday, November 24	CanadInns Fort Garry, 1824 Pembina Highway	52	18
Wednesday, November 25	Bronx Park Community Centre, 720 Henderson Highway	33	13
Thursday, November 26	CanadInns Garden City, 2100 McPhillips Street	40	24

## METHODOLOGY

**While the feedback collected through the omnibus phone and online market research surveys are more scientifically valid, the results from our web-based survey and from the feedback forms received from open houses are not scientific.**

Responses from the open houses and from our web-based survey are based on self-selecting respondents who are more likely to respond because they would like to express an opinion on the topic at hand. While these opinions are valuable, they cannot be viewed as representative of all Winnipeggers.

For a more representative reflection of the opinions of Winnipeggers, the omnibus phone and online market research panel surveys are emphasized below to stress the greater weight their results hold.

## RESULTS SUMMARY

### Attitudes Towards New Recycling Carts

While feedback about the different recycling options was collected using different methods, the general consensus was a preference for the regular 240 litre cart, with collection occurring every week.

*“What collection option do you prefer?”\**

	Omnibus	Open House
Weekly blue boxes	28%	46%
Automated carts	65%	50%
Weekly 240 carts	41%	21%
Bi-weekly 240 or 360 carts	24%	29%

*“How much do you think you would like using the recycling cart?”*

	Panel survey	Web-based survey	Open House
Like (a lot + somewhat)	73%	65%	52%
Won't like (a lot + somewhat)	18%	26%	41%

*“If you had a choice and had to pick just one cart size, which do you think would be best suited for your household?”*

	Panel survey	Web-based survey	Open House
Regular 240 litre cart	70%	66%	70%
Large 360 litre cart	21%	19%	8%

*“Considering recycling carts can hold the contents of several blue boxes, how often would you place the cart out for collection?”*

	Panel survey	Web-based survey	Open House
Every week	50%	49%	30%
Every second week	42%	36%	36%
Less often than every second week	6%	0%	16%

*“What, if anything, do you like about the recycling cart?”*

	Panel survey	Web-based survey	Open House
Bigger/holds more	65%	56%	17%
Has a lid	22%	32%	13%
Has wheels	17%	17%	13%

*“What, if anything, do you dislike about the recycling cart?”*

	Panel survey	Web-based survey	Open House
Too big	65%	20%	35%
Hard to use in winter	18%	22%	13%
Hard to store	16%	17%	23%

\* Unsure responses have been excluded from charts

*“If your recycling cart went missing, what would you most likely do?”*

	<b>Panel survey</b>	<b>Web-based survey</b>	<b>Open House</b>
Not replace and stop recycling	<b>34%</b>	31%	26%
Not replace and find another way to recycle	<b>32%</b>	22%	18%
Purchase replacement cart	<b>12%</b>	25%	22%

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

*“Overall, there are more benefits than drawbacks to using a recycling cart.”\*\**

	<b>Panel survey</b>	<b>Web-based survey</b>	<b>Open House</b>
Agree (strongly + somewhat)	<b>55%</b>	52%	42%
Disagree (strongly + somewhat)	<b>20%</b>	29%	39%

*“I would be concerned about my recycling cart being stolen or vandalized.”*

	<b>Panel survey</b>	<b>Web-based survey</b>	<b>Open House</b>
Agree (strongly + somewhat)	<b>52%</b>	52%	53%
Disagree (strongly + somewhat)	<b>27%</b>	29%	28%

*“Overall, a recycling cart would be more difficult to use than the current box.”*

	<b>Panel survey</b>	<b>Web-based survey</b>	<b>Open House</b>
Agree (strongly + somewhat)	<b>36%</b>	35%	43%
Disagree (strongly + somewhat)	<b>38%</b>	48%	36%

*“I would recycle more if I had a recycling cart.”*

	<b>Panel survey</b>	<b>Web-based survey</b>	<b>Open House</b>
Agree (strongly + somewhat)	<b>32%</b>	32%	12%
Disagree (strongly + somewhat)	<b>50%</b>	46%	69%

\*\* *Unsure and neutral responses have been excluded from charts*

## Attitudes Towards Household Organics Program

Questions were also asked about a potential organics collection program.

*“How interested would you be in having a similar type of cart system for your household organics?”*

	<b>Panel survey</b>	<b>Web-based survey</b>	<b>Open House</b>
Interested (very + somewhat)	<b>65%</b>	64%	48%
Uninterested (very + somewhat)	<b>30%</b>	30%	43%

*“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?”*

	<b>Panel survey</b>	<b>Web-based survey</b>
\$1-\$24	<b>15%</b>	13%
\$25-\$49	<b>11%</b>	13%
\$50-\$74	<b>2%</b>	6%
\$75-\$100	<b>1%</b>	3%
Pay-per-use	<b>10%</b>	14%
Would not support if I had to pay a fee	<b>54%</b>	43%

## ATTACHMENTS

For further detail, please refer to the specific reports, available online at [www.winnipeg.ca/waterandwaste/recycle/projects/recyclingStudy](http://www.winnipeg.ca/waterandwaste/recycle/projects/recyclingStudy):

- Omnibus Recycling Study Report
- Probe Online Panel Recycling Report
- Probe Web Link Recycling Report
- Open Houses Recycling Study Feedback Form Report