

Background

In May of 2017, the City of Saskatoon (hereby referred to as the City) contracted Inshix Research Inc. (Inshix) to conduct a quantitative study about waste awareness and behaviours among Saskatoon residents with the primary goal of ensuring recycling and waste collection communications and marketing efforts are as effective as possible. Specific objectives include:

- ✓ assessing the awareness, knowledge, attitudes and motivations of residents in relation to waste programs in Saskatoon, with emphasis on recycling
- ✓ providing measurable results in how well waste program goals are being met
- ✓ collecting feedback on various waste communications tactics and messages
- ✓ gaining customer insight to help inform future campaigns

To meet the research objectives, Inshix administered a multi-mode survey (online and telephone) with Saskatoon residents.

Inshix, in close consultation with the City, developed a questionnaire to address the research objectives. A similar study was conducted in 2015 and formed the basis of the 2017 questionnaire. However, a number of changes and additions were incorporated to address topics beyond recycling, as this was the focus in 2015. Quotas were set by gender, age and Suburban Development Area (SDA) in an effort to achieve a representative sample of the Saskatoon population.

Methodology

Data Collection

Online respondents were sourced using the Inshtrix SaskWatch Research™ panel. Panel members were randomly selected to participate in the research and invited through an email invitation. Contact records for the telephone portion of the survey were purchased through ASDE Survey Sampler Inc. Telephone surveys were conducted using a Computer Assisted Telephone Interviewing (CATI) system.

Data were collected between July 12 and August 15, 2017. In total, 1,004 Saskatoon residents participated in the study. Given that the final demographic distribution of the telephone respondent base varies somewhat from the initial quotas set, data have been weighted by gender and age to match the distribution of the population. Below is the breakdown of respondent distributions, as well as weighted and unweighted counts and percentages by gender and age.*

Because a portion of this study was conducted online, margins of error are not applicable. This however, does not negatively impact the accuracy of the results.

	Completed survey	Response rate
Telephone	500	33%
Online	504	29%
Total	1004	31%

* More details on weighting shown on the next slide.

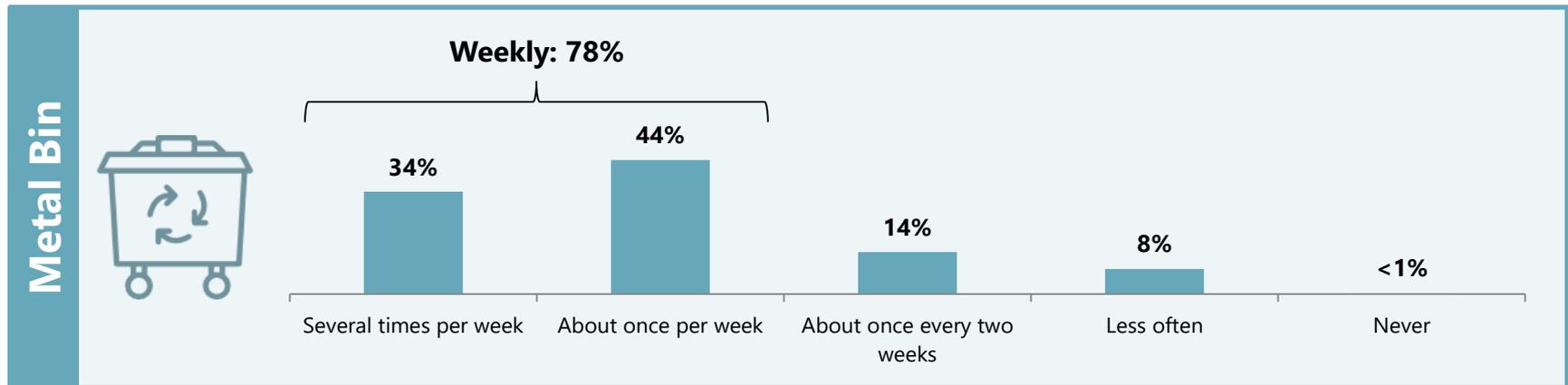
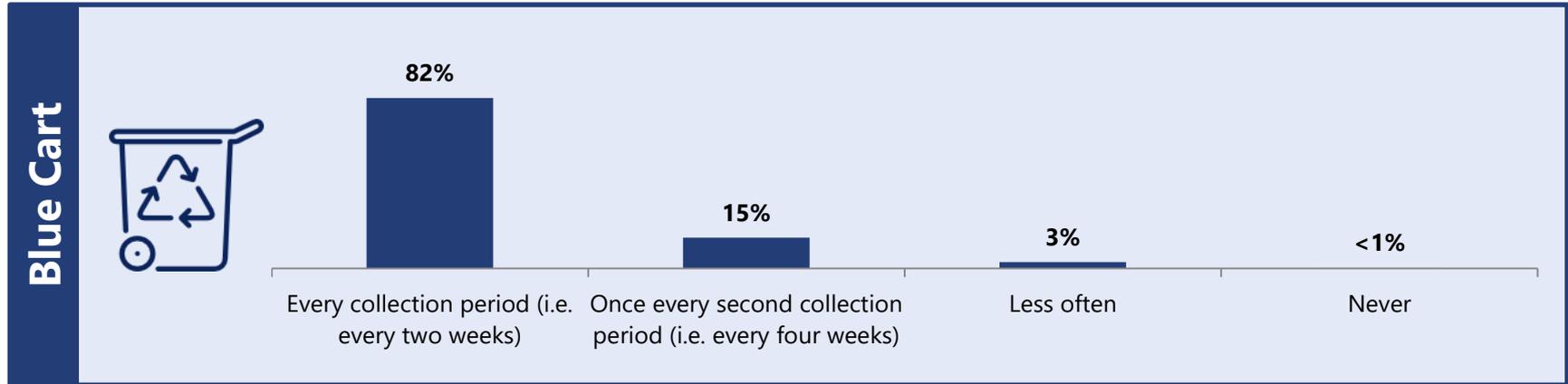
Unweighted	Male		Female		Total	
	Count	Percent	Count	Percent	Count	Percent
18 - 34	132	13%	131	13%	263	26%
35 - 54	191	19%	197	20%	388	39%
55 or older	146	15%	207	21%	353	35%
Total	469	47%	535	53%	1,004	100%
Weighted	Male		Female		Total	
	Count	Percent	Count	Percent	Count	Percent
18 - 34	175	17%	175	17%	350	35%
35 - 54	165	16%	165	16%	330	33%
55 or older	146	15%	178	18%	324	32%
Total	485	48%	519	52%	1,004	100%

Reporting Notes

- Data have been rounded to zero decimal places; therefore, percentages may not add up precisely to 100% on some graphs.
- Open-ended questions have been themed and coded into categories. The percentages from individual codes could total more than 100%, as comments from each respondent could be relevant to more than one code.
- Questions that have multiple response options will result in percentages that could add up to more than 100%.
- Each survey question was analyzed by appropriate demographic variables, such as region, age, gender, etc. Significant differences have been highlighted in this report with a ▲ or ▼. A standard alpha value of less than 0.05 is considered statistically significant. This means there is less than a 5% chance the results would have occurred by chance.
- In some cases, themes have been organized into 'Net themes' based on overarching commonalities in the content of responses (i.e., positive or negative mentions). The percentages of individual codes will add up to more than the Net total as multiple comments from each respondent are possible within each Net.
- Data have been weighted to match the distribution of the adult general population of Saskatoon. In this particular study, answers from younger respondents (ages 18 to 34) have been weighted up to more closely match the actual proportion of that cohort while responses from older age groups have been weighted down. This is a common research technique used to ensure results are representative of the general population.
- Where possible, results are tracked with the similar study conducted in 2015.

Most residents with an individual blue cart put their cart out for pickup every collection period. Similarly, most residents who use communal metal bins take their recycling out on a weekly basis or more often.

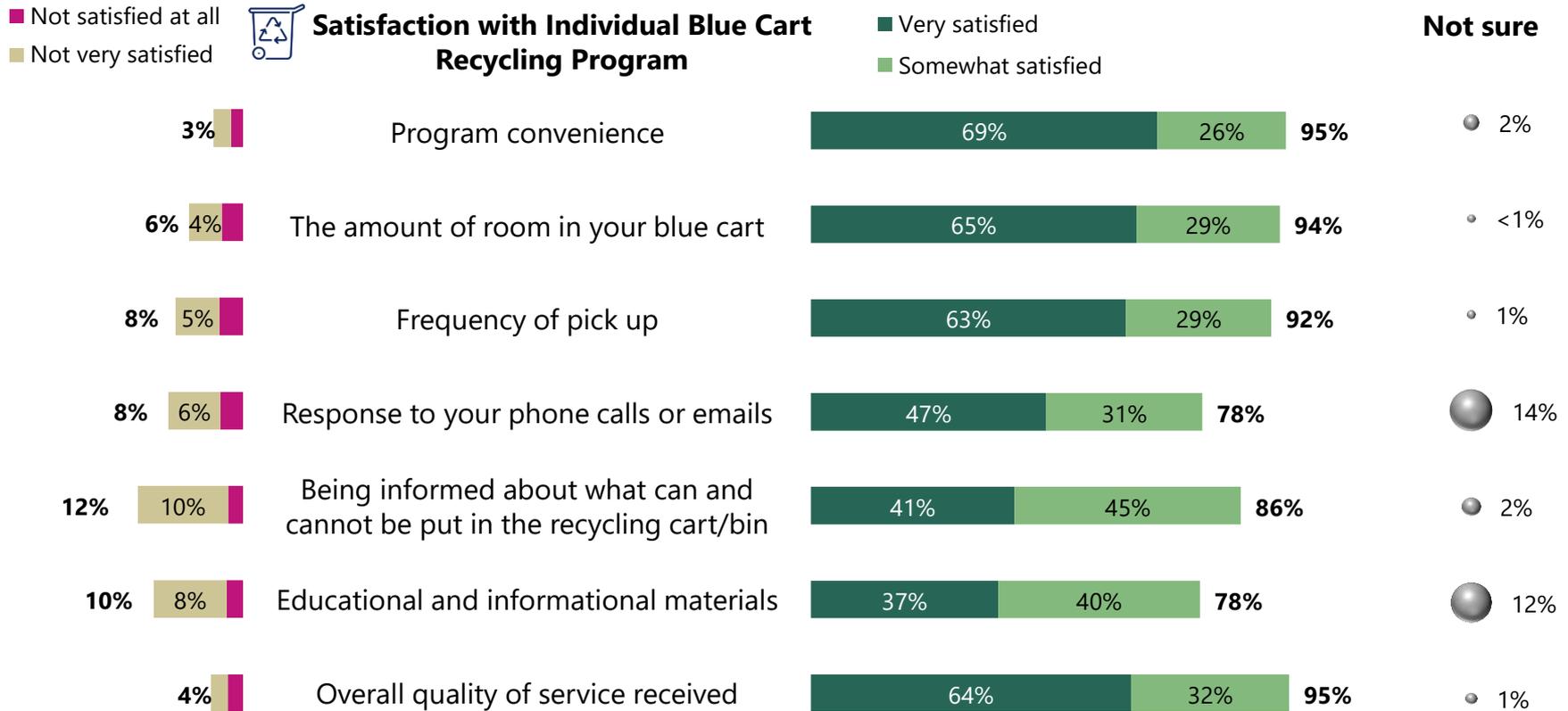
Frequency of Cart and Bin Usage



10. How often do you typically put your recycling cart out for pickup: Base: All respondents who receive service in an individual blue cart, n=780.

11. How often do you typically take your recycling to your communal metal bin? Base: All respondents who receive service in a communal metal bin, n=224.

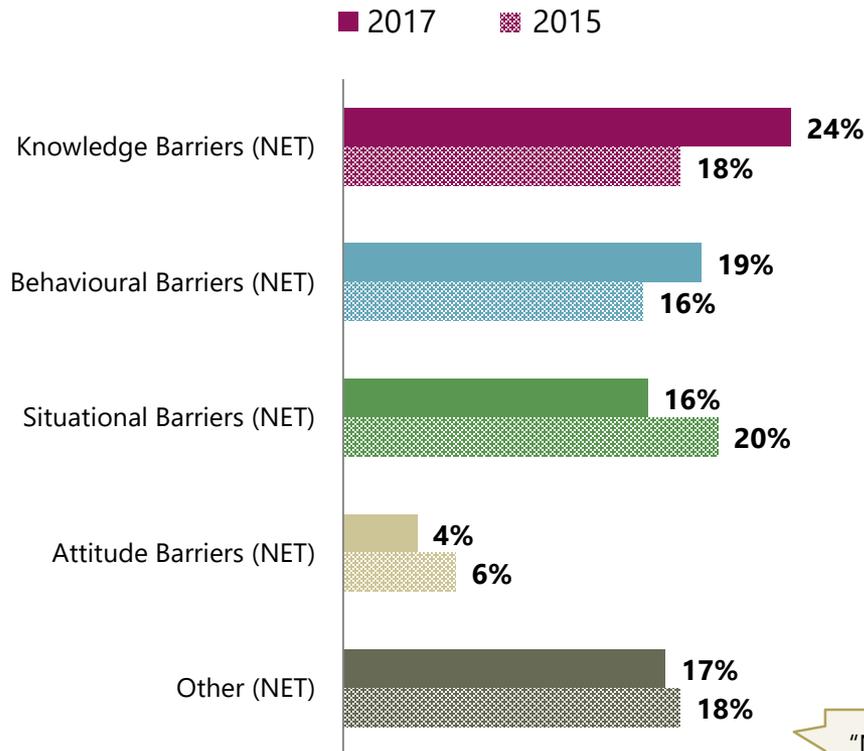
Residents using an individual blue cart are highly satisfied with the overall quality of service, program convenience, the amount of room in the cart and frequency of pick up. Areas of further improvement include response to phone calls, being informed of what can and cannot be put in the cart and educational and information materials.



13. How satisfied are you with the following aspects of the curbside recycling program?
 Base: All respondents excluding "not applicable", n=285 to 780.

A variety of barriers are noted as to why residents do not recycle more of their items. Most are commonly related to knowledge.

Barriers to Recycling (Open-ended question)



"Not having adequate information provided to us via print materials. Recycling is not a foremost priority where you would look up information online to find out what products qualify or not. It would be easier to have a list outlining what is acceptable in a brochure, print-out, etc."

"I think that the information about juice boxes, milk jugs, etc. should include the fact that these are items for which deposits can be refunded and, therefore, could be kept out of the recycling stream."

"Some people aren't willing to take the time to go to the ground floor to put things in the recycling bin. Some might find it more convenient to put it down the garbage chute (which there is one located on each floor)."

"Laziness and minimal feedback on effectiveness of Saskatoon's recycling program. Is it having a measurable effect on anything?"

"Not having relatively close access to a place where I can recycle electronics, clothes and other things which are not as frequently recycled (like cardboard and paper, which I have access to right outside my own home)."

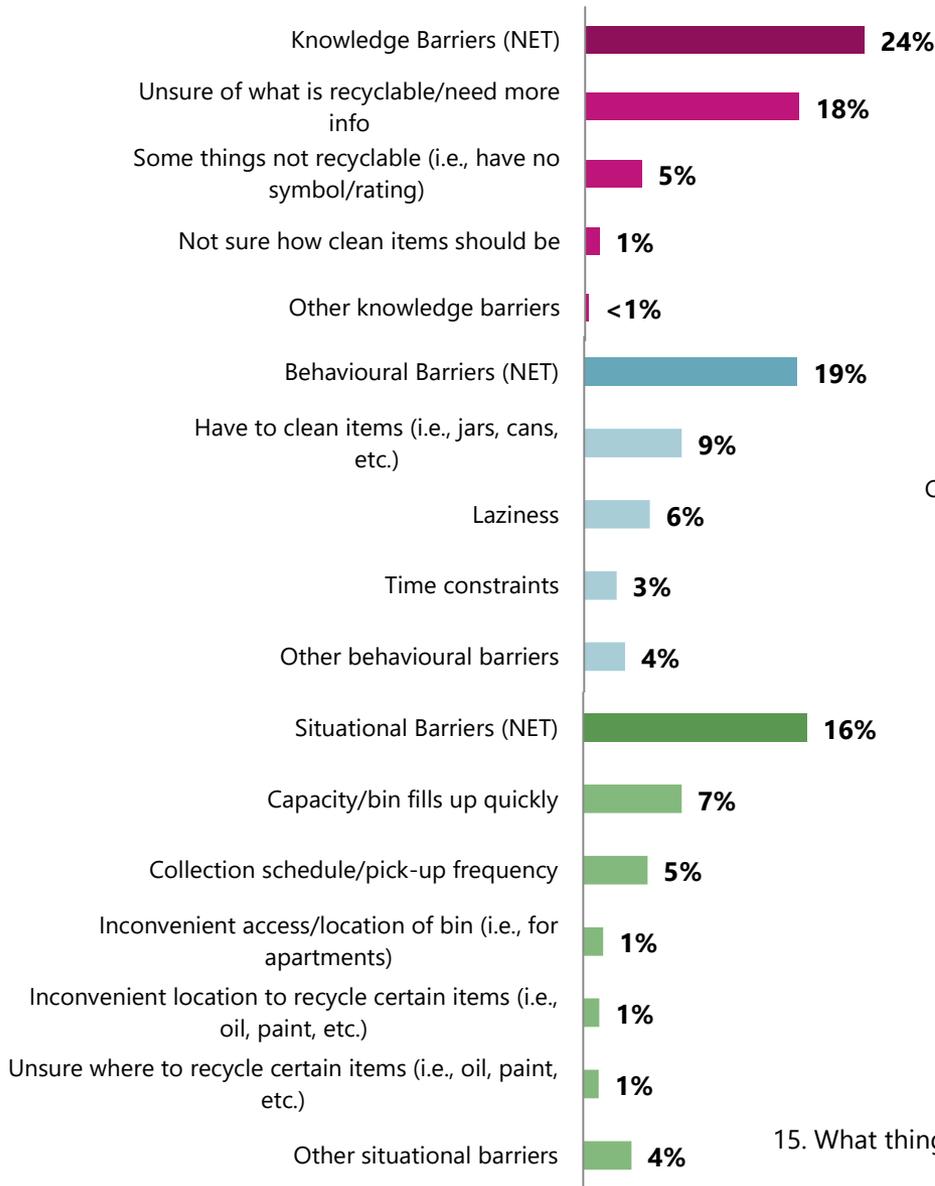
"Not enough space in the blue cart, coupled with bi-weekly pickups. A weekly pick-up schedule will be better because the cart is not big enough."

"Not all members of the household think the same about recycling. Some are more into it than others and make a stronger effort to ensure everything goes in the bin."

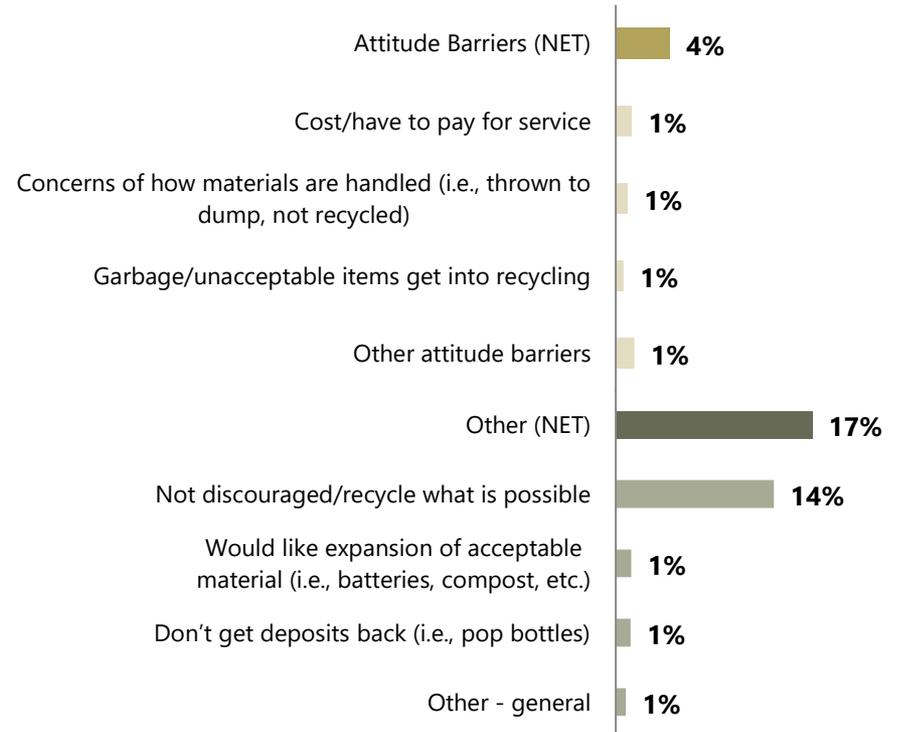
15. What things discourage or prevent you and others in your household from recycling or recycling more? Please be detailed in your response.

Base: All respondents, 2015: n=1,003, 2017: n=1,004.

The most common barriers to recycling include: needing more information on what is recyclable and having to clean items in order to recycle them. Some feel they are already recycling all that is possible.



Barriers to Recycling (Open-ended question)



15. What things discourage or prevent you and others in your household from recycling or recycling more? Please be detailed in your response.

Base: All respondents, n=1,004.

Residents reportedly dispose of their used appliances in a variety of ways, including donating, selling or taking broken appliances to SARCAN or the landfill. Electronics are typically taken to SARCAN, donated or sold.

Disposal of Unwanted Items

Correct Disposal Methods	Disposal of Unwanted Items			
	Used Appliances (working)	Broken Appliances	Gently Used Electronics	Broken Electronics
Put in garbage (black/grey cart)	3%	16%	3%	19%
Take to the landfill	4%	22%	2%	6%
Take to Eco-centre at the landfill	2%	8%	1%	3%
Take to Household Hazardous Waste Day	1%	1%	<1%	2%
Return to local business	5%	9%	4%	3%
Donate to local charity	36%	2%	30%	2%
Put them out in the front yard with a "Free" sign as part of Saskatoon Curbside Swap events	6%	1%	3%	1%
Keep them/store them	11%	2%	13%	5%
Sell them	38%	2%	36%	3%
Take to SARCAN	10%	21%	36%	64%
Something else	12%	18%	10%	8%
I never have this type of waste	15%	19%	9%	7%

18. What do you typically do with each of the following items? (Select all that apply) Base: All respondents, n=1,004.

Gently used clothing is predominately donated while gently used furniture is either donated or sold, whereas broken furniture is most commonly taken to the landfill or put in the garbage.

Disposal of Unwanted Items

Correct Disposal Methods

	Gently Used Clothing	Gently Used Furniture	Broken Furniture
Put in garbage (black/grey cart)	4%	3%	22%
Take to the landfill	<1%	7%	47%
Take to Eco-centre at the landfill	<1%	<1%	2%
Take to Household Hazardous Waste Day	<1%	0%	<1%
Return to local business	7%	4%	1%
Donate to local charity	87%	46%	7%
Put them out in the front yard with a "Free" sign as part of Saskatoon Curbside Swap events	2%	10%	4%
Keep them/store them	6%	8%	3%
Sell them	13%	44%	5%
Take to SARCAN	<1%	1%	1%
Something else	11%	12%	9%
I never have this type of waste	2%	13%	25%

18. What do you typically do with each of the following items? (Select all that apply) Base: All respondents, n=1,004.

Most residents who have used paint take it to SARCAN. Those with used oil and antifreeze products typically return them to local businesses or drop off the waste on Household Hazardous Waste Days. Household hazardous waste is most commonly put in the garbage or taken to Household Hazardous Waste Days.

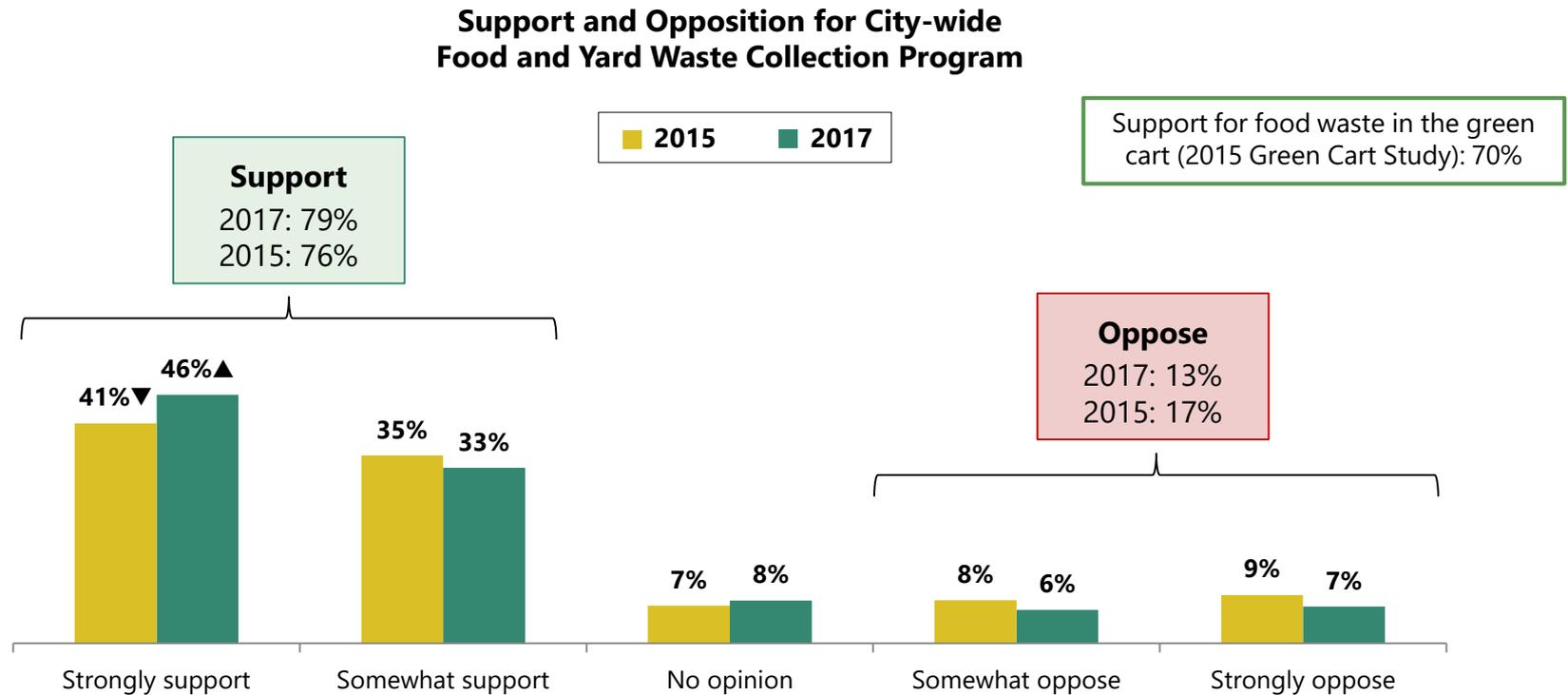
Disposal of Unwanted Items

Correct Disposal Methods

	Paint	Used Oil, Antifreeze & Oil Filters	Household Hazardous Waste
Put in garbage (black/grey cart)	5%	6%	41%
Take to the landfill	2%	3%	5%
Take to Eco-centre at the landfill	4%	8%	6%
Take to Household Hazardous Waste Day	15%	15%	24%
Return to local business	2%	14%	16%
Donate to local charity	3%	<1%	1%
Put them out in the front yard with a "Free" sign as part of Saskatoon Curbside Swap events	1%	<1%	<1%
Keep them/store them	9%	3%	4%
Sell them	1%	<1%	<1%
Take to SARCAN	45%	4%	7%
Something else	6%	12%	15%
I never have this type of waste	24%	46%	6%

18. What do you typically do with each of the following items? (Select all that apply) Base: All respondents, n=1,004.

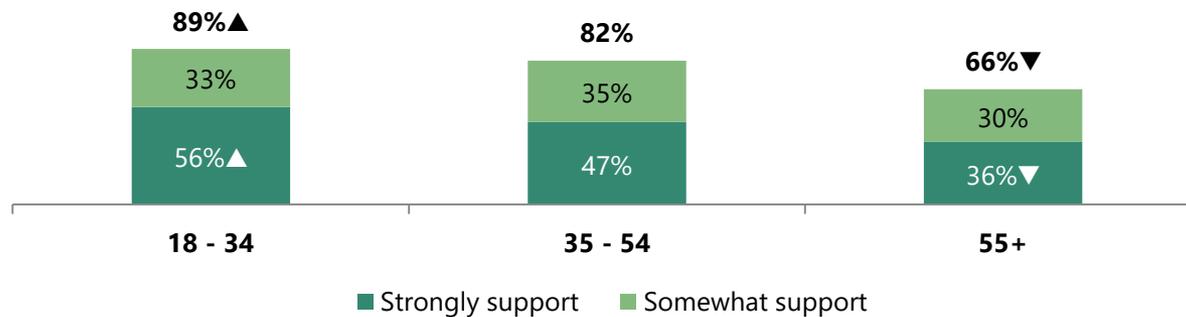
The majority of residents continue to be supportive of a city-wide food and yard waste collection program, with favourable opinions rising slightly since 2015.



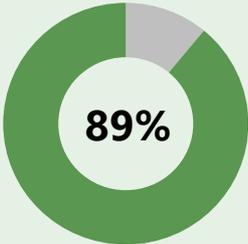
23. As you may or may not know, more than 50% of household garbage in Saskatoon is food and yard waste. Knowing this, would you support or oppose a city-wide food and yard waste collection program for all households? Base: All respondents, n=1,004.

Younger residents tend to be more supportive of a city-wide food and yard waste collection program. Predictably, nearly nine in ten green cart subscribers are supportive of such a city-wide program.

Support for City-Wide Food and Yard Waste Collection Program - By Age Range
 (% Somewhat & Strongly Support)



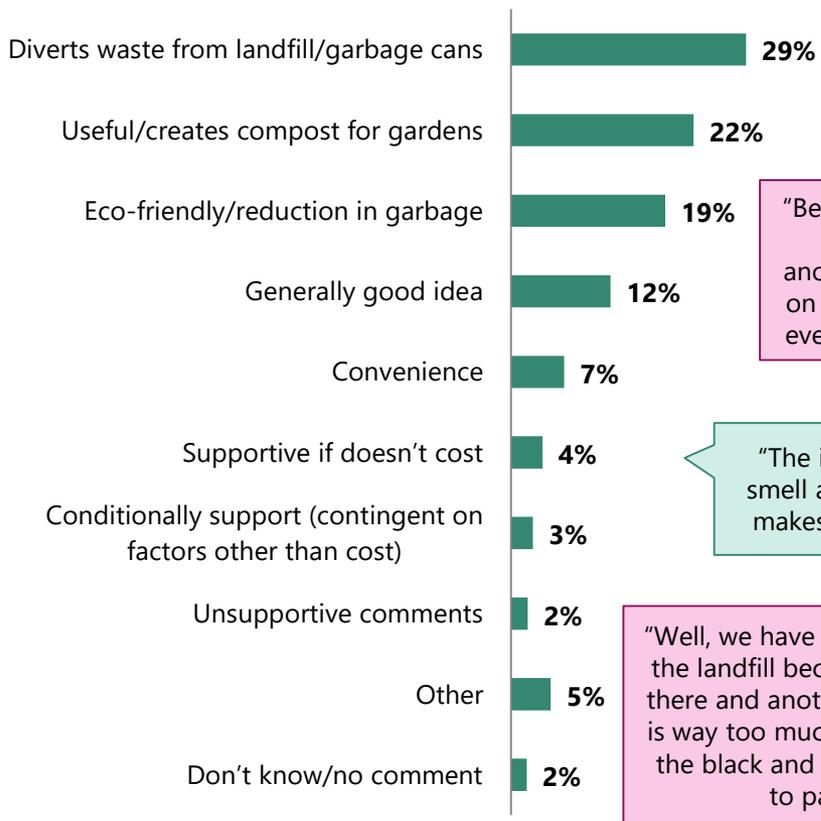
Green Cart Subscribers
 (% Somewhat & Strongly Supportive)

23. As you may or may not know, more than 50% of household garbage in Saskatoon is food and yard waste. Knowing this, would you support or oppose a city-wide food and yard waste collection program for all households? Base: All respondents, n=1,004.

Of those in support of a city-wide food and yard waste collection program, nearly three in ten believe this type of program will divert waste from the landfill. Most commonly, opposition for such a program derives from anticipated additional costs or charges associated with the program.

Feedback from those who support a city-wide program
(n=784)



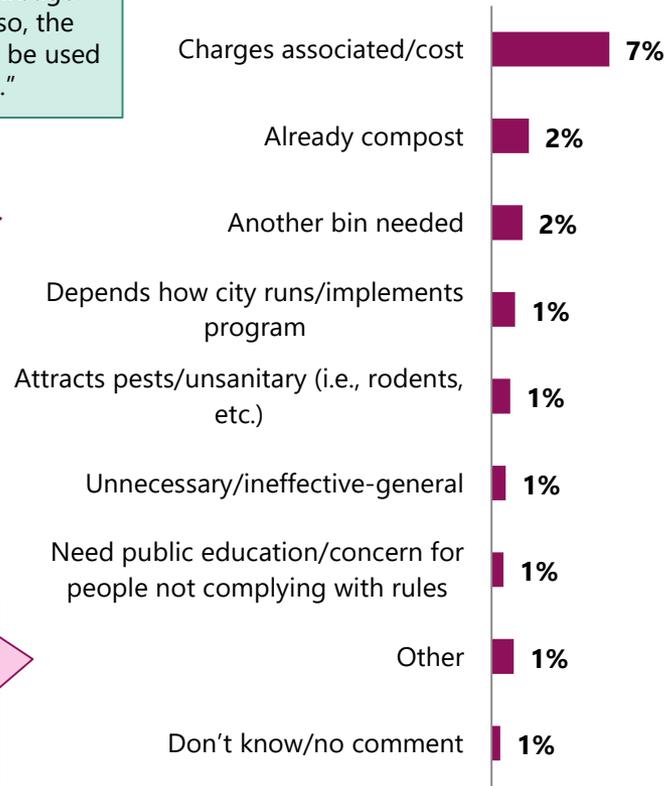
"It would reduce the amount of waste in the black garbage bins and landfills. Also, the food/yard waste could be used for composting."

"Because I already compost for free. I don't want another tax, that's not a tax on my utility bill, to pay for everyone else to compost."

"The idea is great but the smell and rodent attraction makes me not interested."

"Well, we have no trouble with it going to the landfill because it can be composted there and another thing is that three bins is way too much. It's hard enough having the black and blue bin to look after and to pay for it as well."

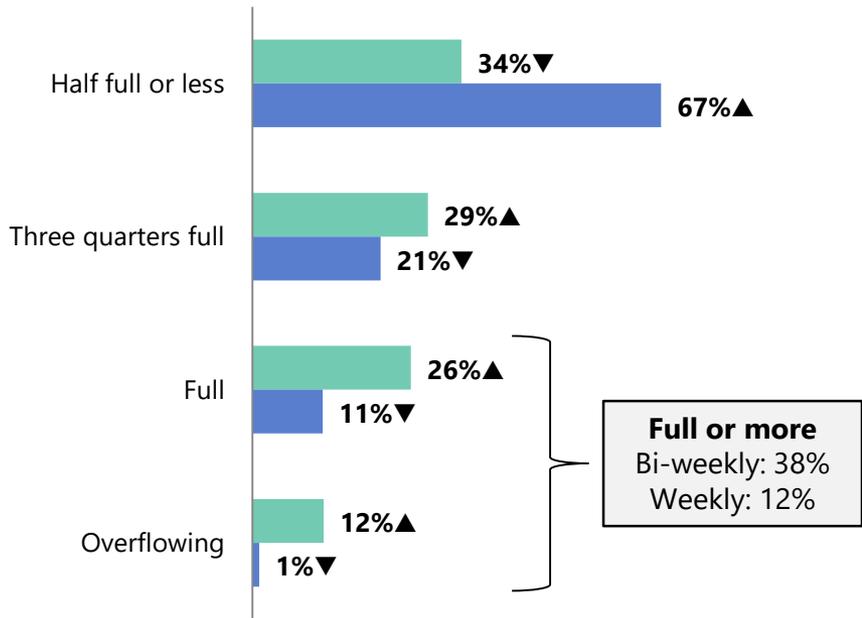
Feedback from those who oppose a city-wide program
(n=137)



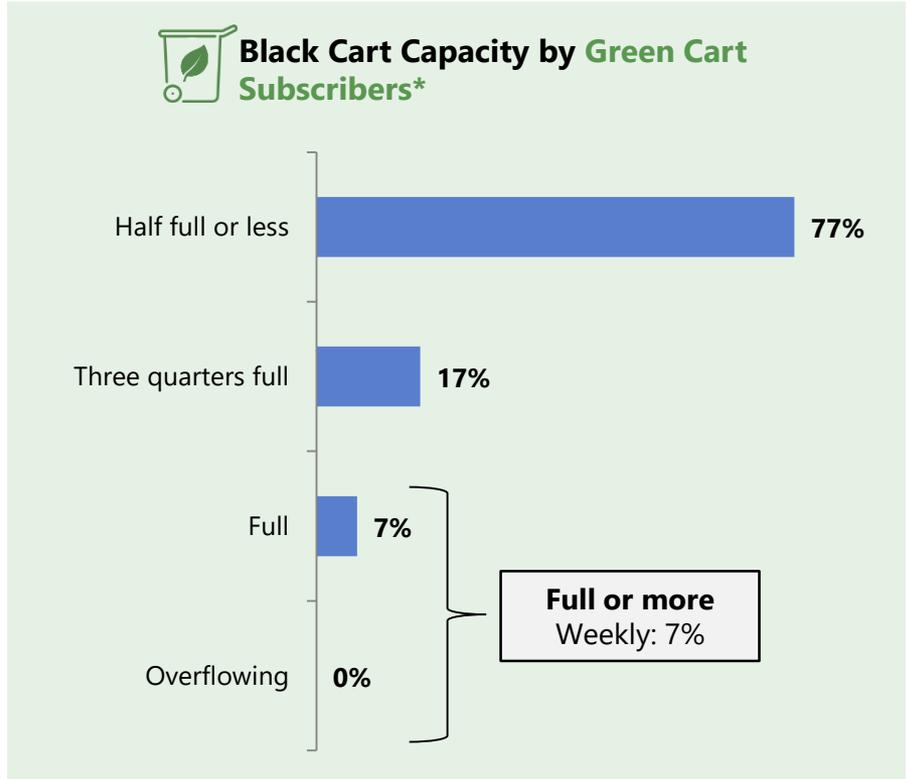
24. Why would you [support/oppose] a city-wide food and yard waste collection program for all households? Base: Respondents who provided an opinion on a city-wide food and yard waste program, n=921.

Few report that their black cart is completely full or overflowing during the non-winter months (weekly). However, four in ten report being at or over capacity in the winter months (bi-weekly). Most Green Cart subscribers report having excess capacity in their black cart during the summer months (weekly).

**Black Cart Capacity
(only those with blue carts)**



**Black Cart Capacity by Green Cart
Subscribers***



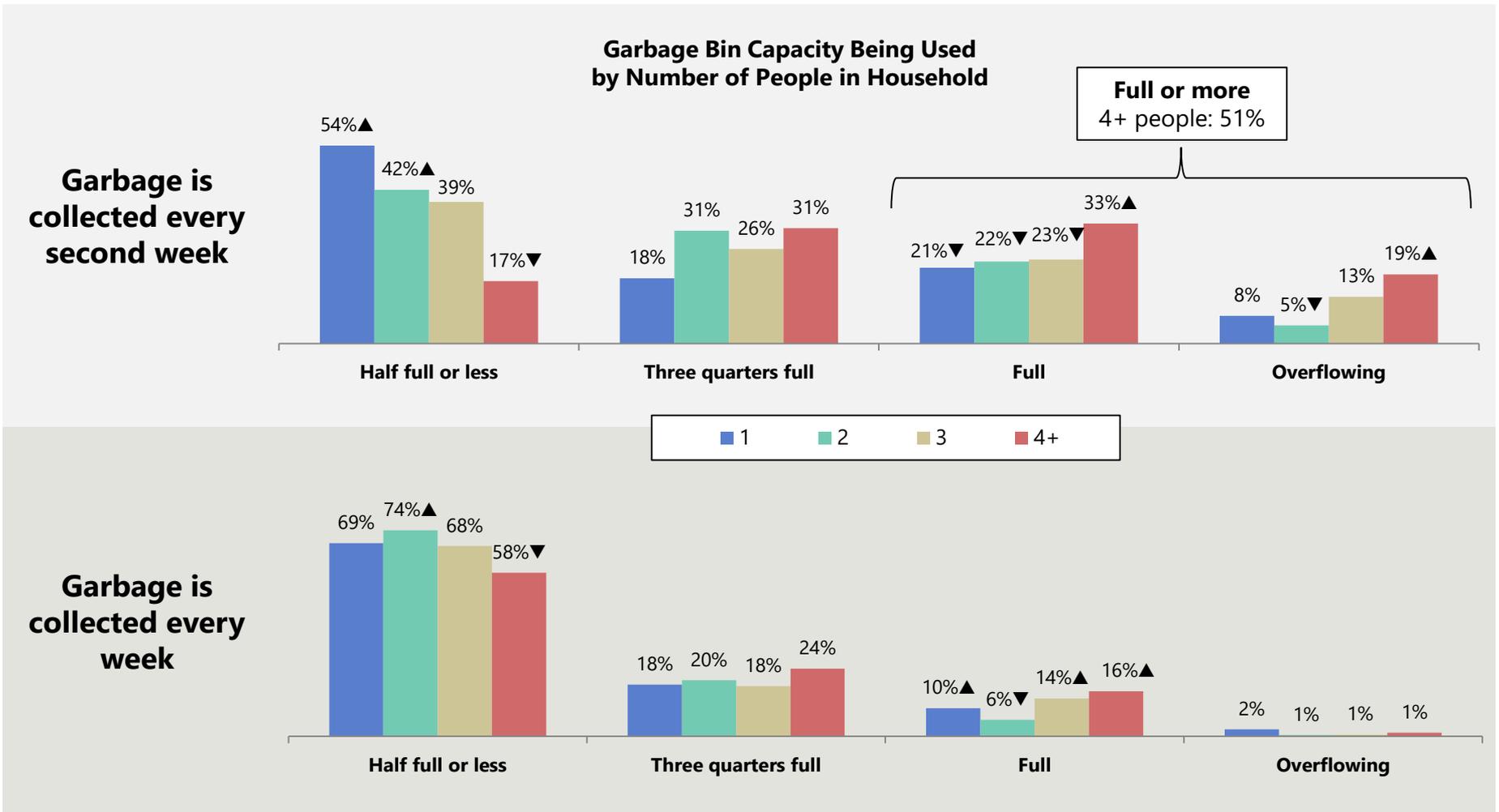
■ Garbage is collected every second week ■ Garbage is collected every week

27. Generally speaking, how full is your black cart when you put it out on garbage day when...?

Base: Respondents who receive service in an individual blue cart, n=780.

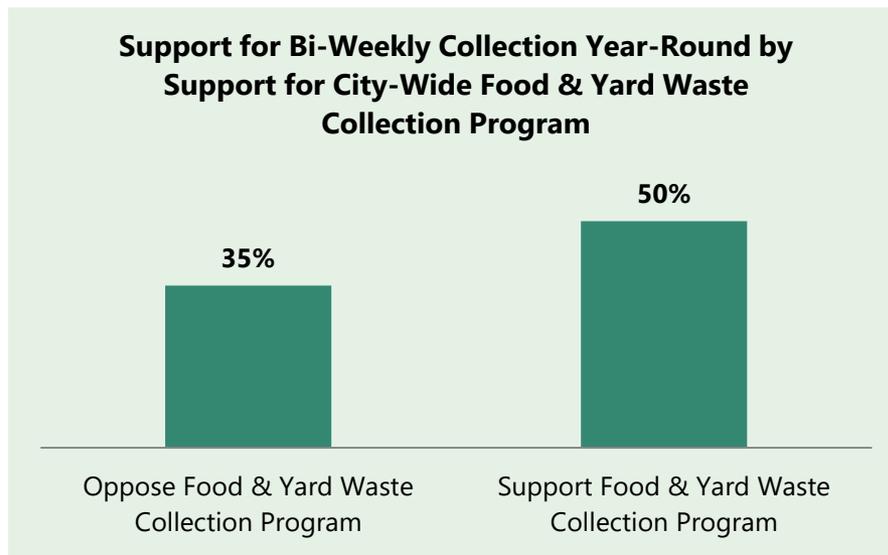
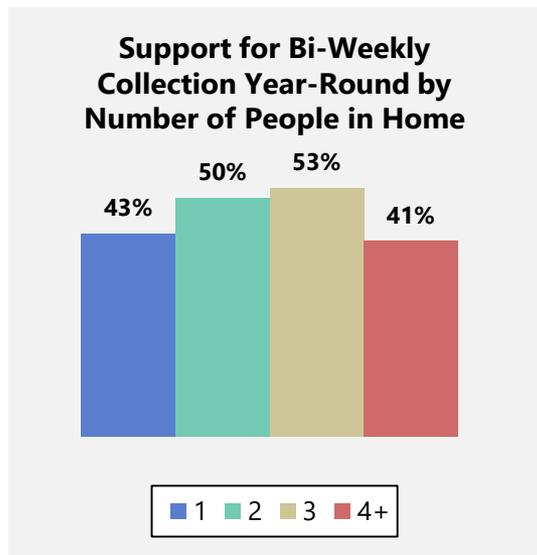
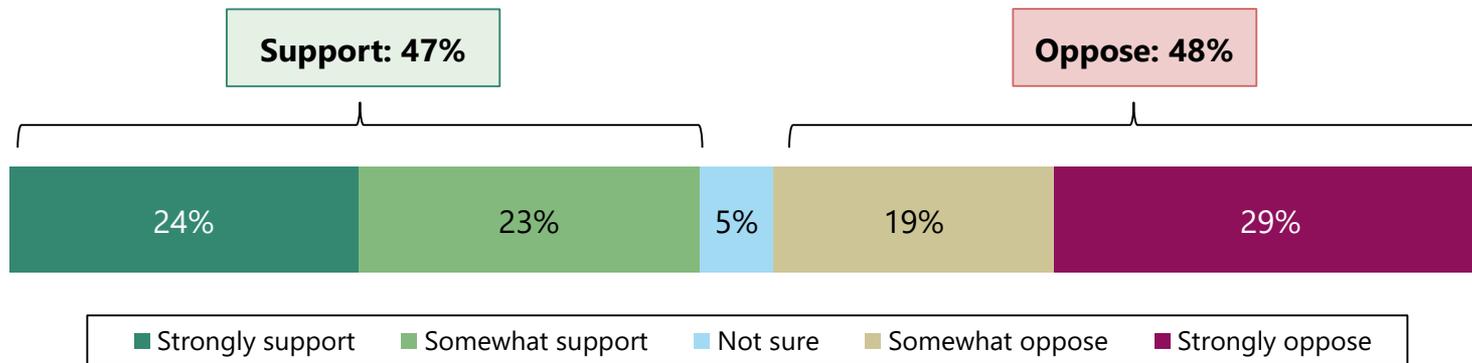
*Results not shown during bi-weekly collection since the green cart program does not operate the majority of this time frame.

As expected, black cart capacity correlates with the number of individuals living within the household, with the most pronounced jump when there are four or more people in the home. Full or overcapacity is pronounced among these households during bi-weekly collection periods.



Opinions are divided with respect to the idea of implementing garbage collection every two weeks on a year-round basis.* Support is lower among those with four or more people in the home and those opposed to a city-wide food and yard waste collection program.

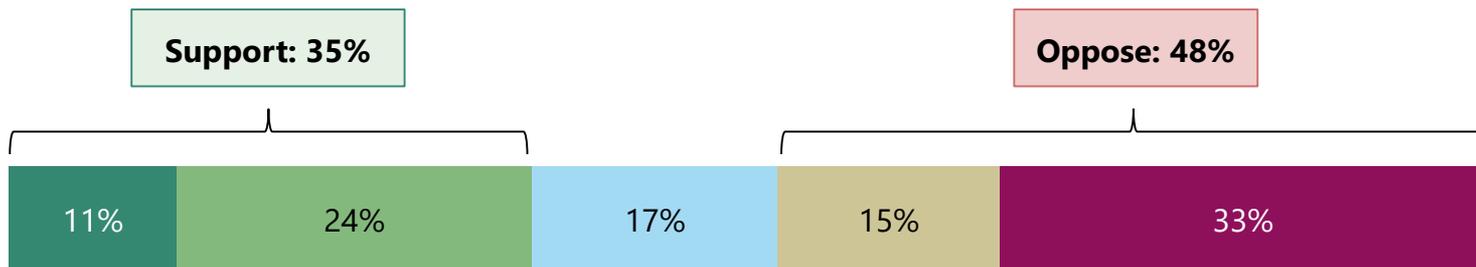
Support and Opposition for Having Garbage Collection Every Two Weeks Year-Round



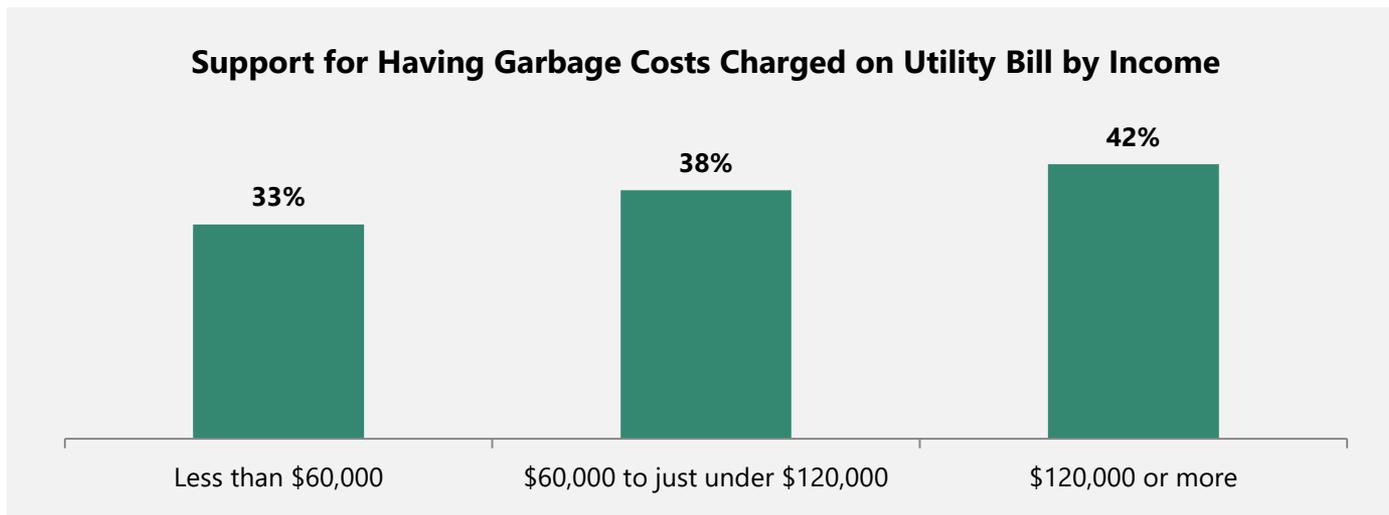
28. Would you support or oppose the City moving to collection of garbage every two weeks, year-round? Base: Respondents who receive service in an individual blue cart, n=780. *Of note, this question was not asked in context of offering a city-wide green cart program at the same time to allow residents to divert yard and food waste from their black cart during the spring, summer and fall months.

Opinions are divided with respect to how garbage collection services are charged to residents. Support for including garbage collection services on utility bills rises with household income.

Support and Opposition for Having Garbage Costs Charged on Utility Bill

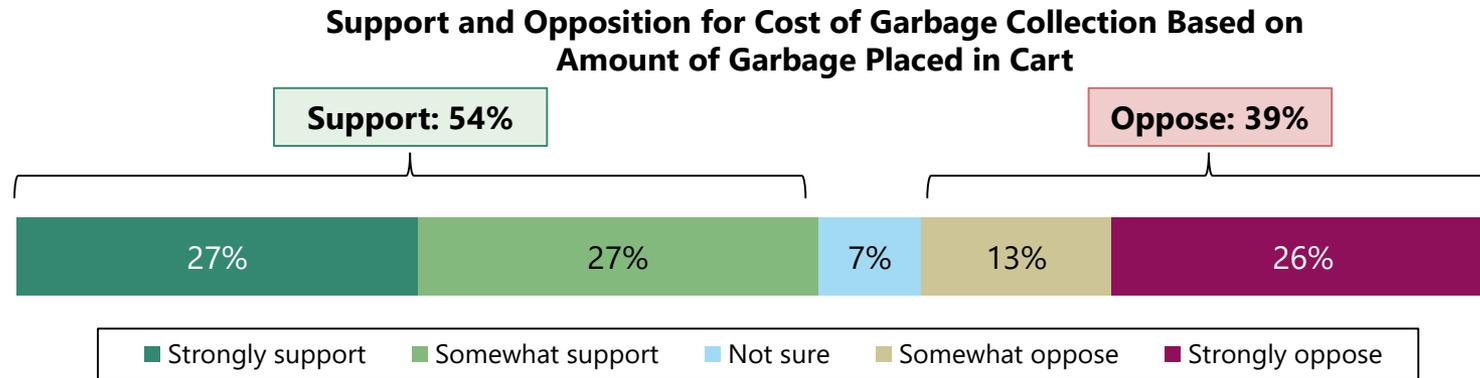


Support for Having Garbage Costs Charged on Utility Bill by Income

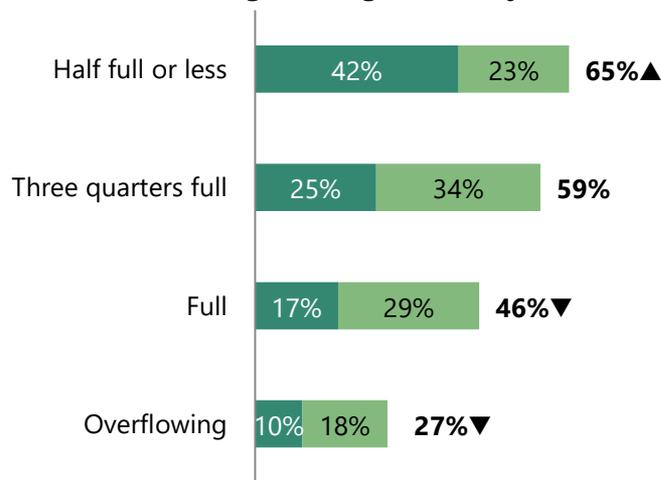


29. Presently, garbage collection is funded through property taxes. Would you support or oppose having this cost charged on your utility bill, similar to how the cost for recycling is charged now? Base: All respondents, n=1,004.

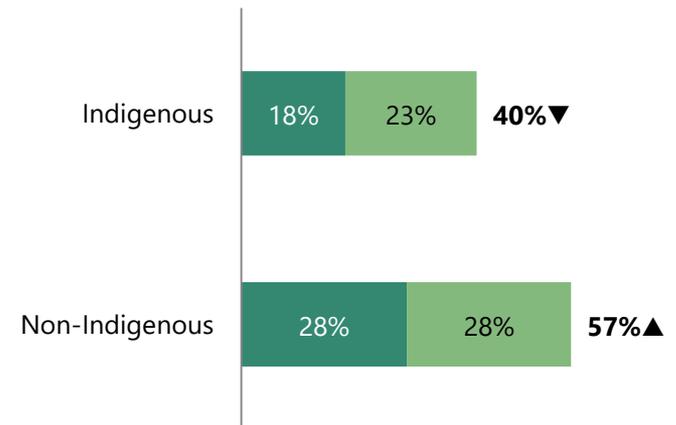
Opinions are also somewhat divided with respect to whether or not residents should pay varying amounts based on the amount of garbage in their black cart. Those with larger amounts of garbage and those who identify as Indigenous are less likely to be supportive of the idea.



Support for Cost Based on Amount of Garbage in Cart by Fullness of Garbage during Bi-weekly Collection



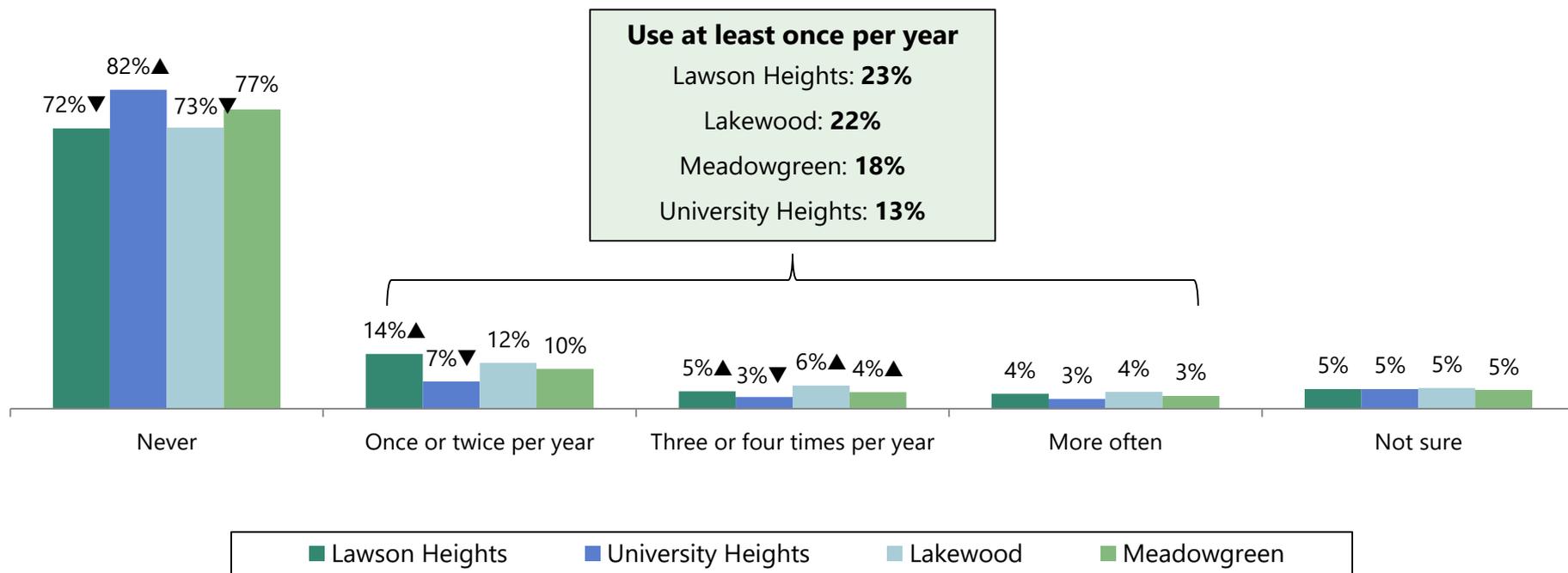
Support for Cost Based on Amount of Garbage in Cart by Indigenous Status



30. Presently, all residents who live in houses (attached or detached) have the same-sized black cart for garbage and pay the same amount for garbage collection as part of their property taxes. Broadly speaking, would you support or oppose a system where the cost to the resident is based on the amount of garbage they place in their black cart? Base: Respondents who receive service in an individual blue cart, n=1,004.

Over seven in ten residents never use the City of Saskatoon Recycling Depots. Lawson Heights and Lakewood depots are the most utilized by residents with almost one quarter dropping off waste at these locations at least once per year.

Frequency of Household Items Dropped Off at City of Saskatoon Recycling Depots



*Note: Those who live within the SDA's with Recycling Depots are more likely to use those Depots.

31. How often does someone from your household drop items off at a City of Saskatoon recycle depot? This does not include SARCAN.

Base: All respondents, n=1,004.