

# City of Saskatoon

## 2017 Waste Awareness & Behaviour Survey

insightrix®



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# Executive Summary

# Key Findings

## **Project Background & Methodology:**

In May of 2017, Insightrix Research Inc. was contracted by the City of Saskatoon to conduct a quantitative study with its residents to understand waste collection-related behaviour. Respondents were asked questions aimed at assessing their awareness, knowledge and motivations as related to Saskatoon's recycling programs, in addition to satisfaction with the program. Further, they were asked additional questions about other waste collection programs offered and potential future waste program options.

In total, 1,004 Saskatoon residents participated in the study online and by telephone between July 12 and August 15, 2017. Quotas were set to ensure a mix of respondents were surveyed by age and gender, as well as neighbourhoods within the city. Results have been weighted to match the exact distribution of the population on age and gender. Where possible, results from this year are compared to a similar study conducted in 2015.

## **Summary of Findings:**

A strong majority (80%) claim to recycle all or most of their recyclable items. Those with an individual blue cart are more likely to say they recycle a higher proportion of their recyclable items than those who use a communal metal bin. Of those who identify themselves as an owner or key decision maker within a local business, three quarters report their organization recycles most or all of their business's recyclable items.

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.

Recycling knowledge holds generally steady with 2015, with knowledge seen as weakest for recycling of hard plastics, plastic grocery bags, Styrofoam, plastic toys and foil. More are aware of foil recycling than in 2015.

# Key Findings

## Summary of Findings (cont'd):

Satisfaction with the curbside and multi-unit dwelling recycling programs is generally high. Satisfaction is highest for program convenience, the amount of room in respondents' carts/bins and frequency of pick up. Education and being informed about what can and cannot be placed in the blue carts/bins are comparative areas of lower satisfaction. Improvement in satisfaction is noted in many areas this year.

Those who receive service in individual blue carts are generally more satisfied than those who receive service in communal metal bins, consistent with 2015. Having said this, satisfaction with the program among the latter group has risen since 2015. Satisfaction also tends to increase with age.

Residents feel that knowledge barriers (e.g., being unsure of what is recyclable) and behavioural barriers (e.g., having to clean items before recycling them) are some of the most prominent reasons preventing them from recycling more. This is most prevalent among younger residents.

Nearly one half of residents believe various communication methods would be useful tools to further educate the public about recycling, most notably: printed advertisements such as flyers or mail outs and more detailed information about recyclable items.

The majority of residents (70%) who receive service in an individual blue cart support the discontinuation of distributing a printed version of the calendar, knowing it could save the City an estimated \$100,000 per year. There is strong opposition to ceasing distribution of the printed calendar among those without internet access (9% of respondents within this study).



# Key Findings

## Summary of Findings: (cont'd)

Common ways of disposing of the following are noted:

Appliances	Electronics	Clothing	Furniture	Paint	Oil/Antifreeze	Hazardous Waste
Donate Sell Landfill SARCAN	SARCAN Donate Sell	Donate	Donate Sell Landfill Garbage	SARCAN	Hazardous waste day Return to business	Garbage Hazardous waste day Return to business

Most residents (74%) continue to dispose of kitchen scraps in their garbage, although this proportion has decreased since 2015; one third are currently composting this waste. Over one half are composting their yard waste, while one third continue to put it in the garbage. Those with blue carts are more likely to compost food and yard waste than are those with communal metal bins.

The majority continue to be supportive of a city-wide food and yard waste collection program (79%), with favourable opinions rising slightly since 2015. The 18 to 34 year-old age range tends to be more supportive.

Roughly seven in ten residents are supportive of banning recyclables from both residential and business garbage. Similar proportions of residents are in support of the City banning organics from residential and business garbage, provided that options for composting, such as a city-wide green cart program, are in place.

However, opinions are divided with respect to the idea of implementing garbage collection every two weeks on a year-round basis. This may be due, in part, to the fact that during bi-weekly collection, four in ten say their black cart is either full or overflowing.

# Key Findings

## Summary of Findings (cont'd):

Just over one third of residents are supportive of having garbage collection costs charged on utility bills, similar to how the cost of recycling is charged now.

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 are less likely to be supportive of this idea.

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.

Satisfaction with recycling options within City-owned facilities, commercial areas City parks and along the Meewasin trail is moderately high, although many are unsure of what is actually available in these locations. Suggestions for improvement commonly include increasing the number of bins and providing easier access.

# Conclusions

## Recycling

Compared to 2015, some positive movements are noted with the recycling program satisfaction and knowledge of what can be recycled (mostly with foil). However, knowledge gaps continue to exist. As such, further communication on what can and cannot go in the bins/carts is needed. This is especially important given that incorrect knowledge can result in establishing bad behaviours that are difficult to change (i.e., sentiments of “I’ve never recycled that before...it’s hard to start thinking that I actually can now”).

Further emphasis should be placed on increasing proper recycling behaviours among those using communal bins, as well as younger residents who cite more knowledge barriers than older residents.

Expansion of recycling options in public spaces and civic buildings is also advised, given the moderate satisfaction received.

Focusing on a mixed-media approach of online and print advertising (flyers, outdoor ads, etc.) may be most effective at communicating specific program details, such as items allowed in carts/bins.

# Conclusions

## Other Waste

While survey respondents claim to be disposing of other items (appliances, electronics, clothes, furniture, hazardous materials) in an appropriate manner, further efforts to raise awareness of the Household Hazardous Waste Days is advised, especially for household items such as batteries, lightbulbs, chemicals and cleaning products, since much of this is ending up in the garbage. Opportunities likely exist to help reduce the amount of broken furniture from entering the garbage system since many report disposing of such items via their black cart.

Given that appetites for a city-wide food and yard waste collection program are relatively strong, this should be a high priority area for future program development, especially given that such a program can more easily facilitate a year-round, bi-weekly garbage collection service and trigger diversion of unnecessary waste from the landfill.

To further emphasize placing waste in the right place, there appears to be sufficient support for imposing bans on businesses and residents for improper disposal of their waste. Introduction of this should likely follow the implementation of a food and yard waste program after a modest period of time.

While many oppose being charged based on the amount of garbage they place in their black cart, if a food and yard waste collection program is implemented, opinions may shift over time. It is suggested this issue be re-examined in the future, once more yard and food waste options become available to citizens.



# Background & Methodology

# Background

In May of 2017, the City of Saskatoon (hereby referred to as the City) contracted Insightrix Research Inc. (Insightrix) 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, Insightrix administered a multi-mode survey (online and telephone) with Saskatoon residents.

Insightrix, 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%
<b>Total</b>	<b>1004</b>	<b>31%</b>

\* 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

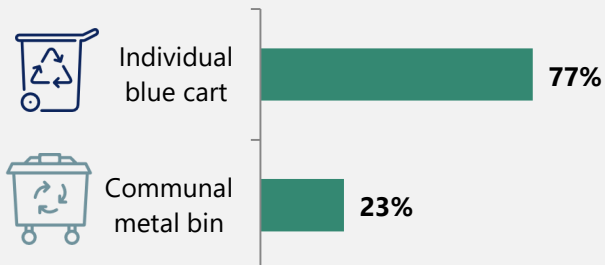
- Data have been rounded to zero decimal places; therefore, percentages may not add up precisely to 100% on some graphs.
- Open-ended questions have been themed and coded into categories. The percentages from individual codes could total more than 100%, as comments from each respondent could be relevant 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.



# Respondent Profile

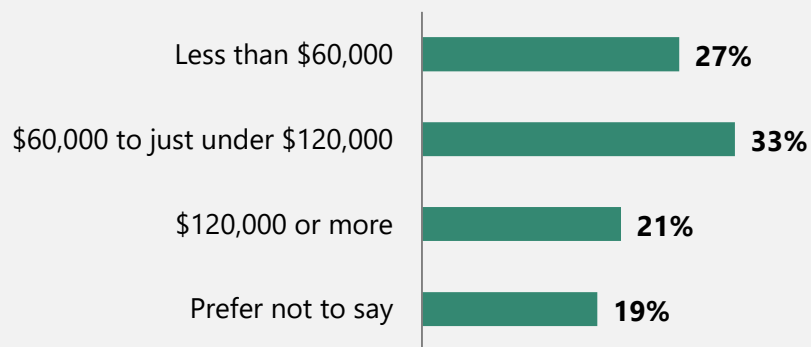
# Respondent Profile

## Type of Recycling Service

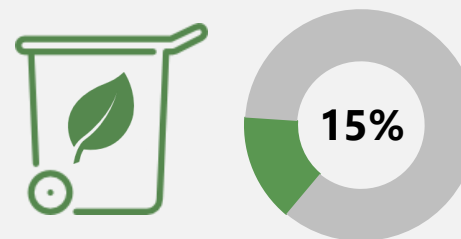


Age Range	Individual Blue Cart	Communal Metal Bin
18-34	31%	47%
35-54	36%	21%
55+	32%	32%
<b>Total (100%)</b>	780	224

## Household Income



## Green Cart Subscribers



## Access to Internet

Telephone respondents	91%
Online respondents	100%
<b>Total</b>	<b>96%</b>

7. Do you receive recycling service in a...? Base: All respondents, n=1004.

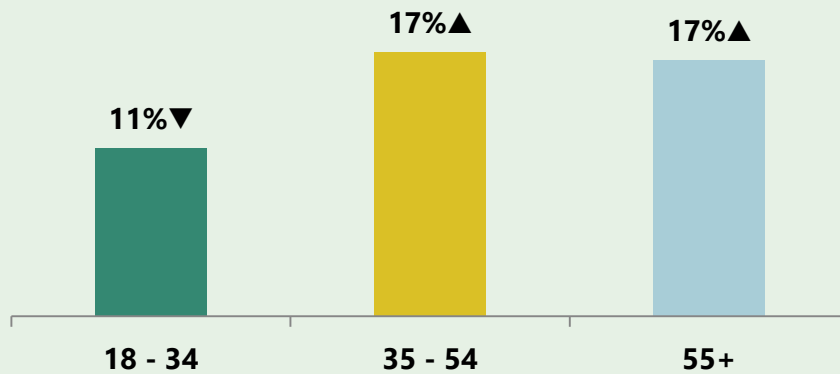
41. Into which of the following categories does your annual household income fall, before taxes and deductions? Base: All respondents, n=1004.

37. Do you have internet access at home or on a mobile device? Base: Phone respondents only (Online respondents required to have internet access), n=500.

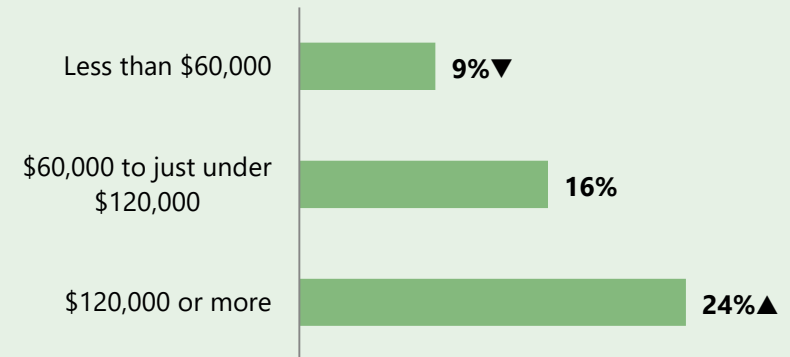


A higher proportion of Green Cart subscribers are over 35 years of age, own their homes and have an annual household income of \$120,000 or more.

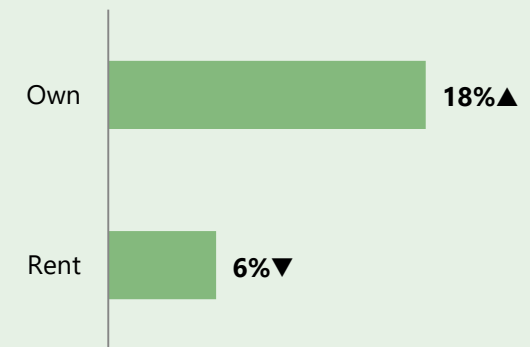
**Green Cart Subscriber by Age Range**



**Green Cart Subscriber by Household Income**



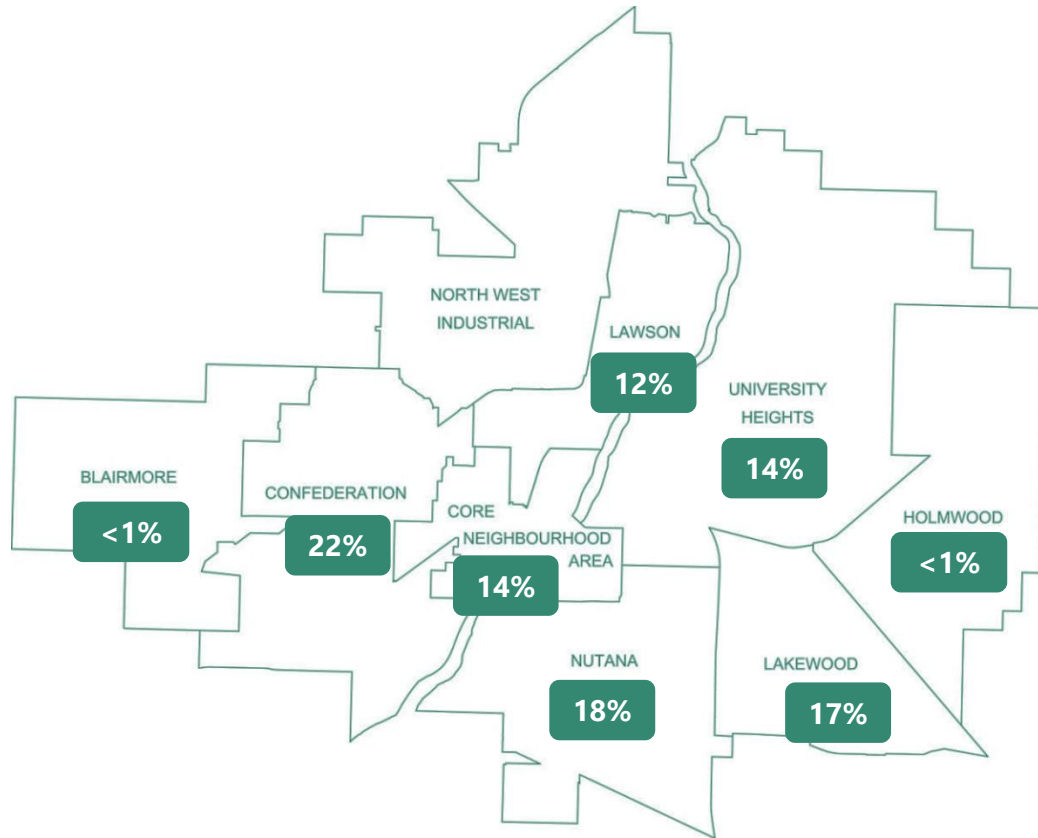
**Green Cart Subscriber by Rent or Own**



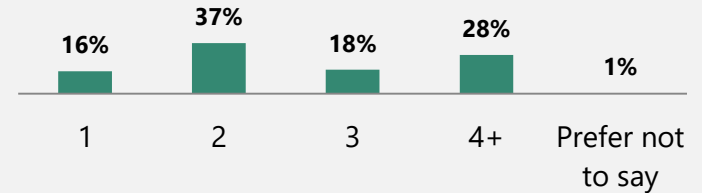
36. Are you currently a Green Cart subscriber? Base: All respondents (those who are not green cart subscribers are not shown), n=1,004.

# Respondent Profile

## Suburban Development Area (SDA)



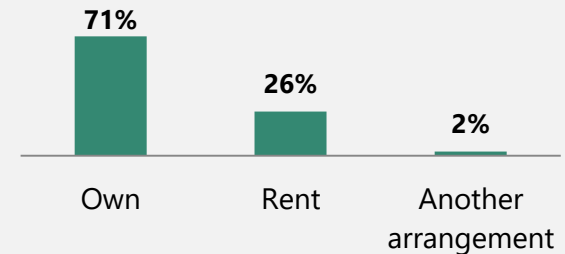
## Number of People in Household



## Minority Group



## Rent or Own Home



8. Do you own or rent your home? Base: All respondents, n=1,004.

6. What neighbourhood do you live in? Base: All respondents, n=1,004.

38. How many people live in your home, including yourself? Base: All respondents, n=1004.

39. Indigenous people are those who identify themselves as First Nations, Métis, Non-status Indian or Inuit. Do you self-declare as an Indigenous person under this definition? Base: All respondents, n=1,004

40. Have you moved to Canada within the past five years? Base: All respondents, n=1,004.

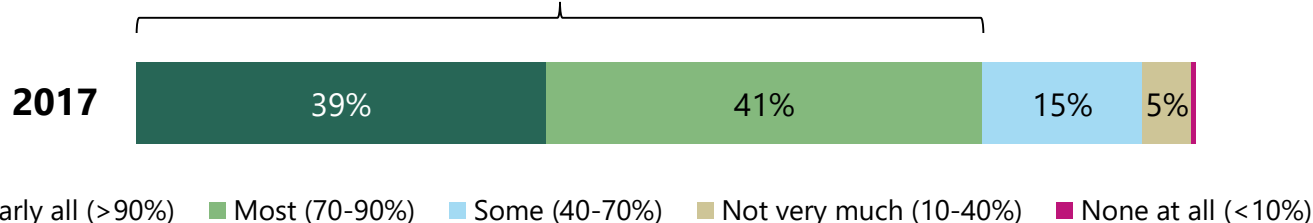
# Study Results

# Recycling Knowledge, Usage & Satisfaction

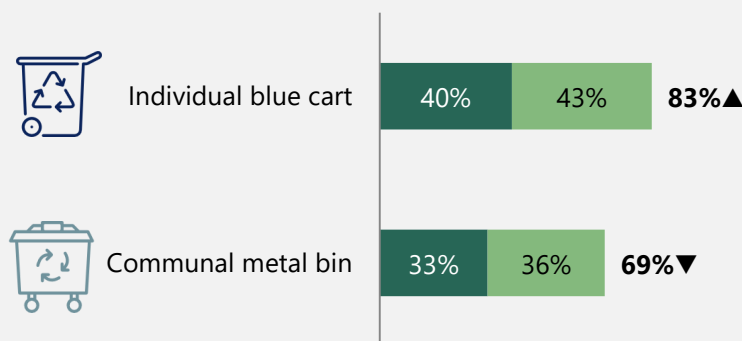
A strong majority claim to recycle all or most of their recyclable items. Those with an individual blue cart are more likely to say they recycle a higher proportion of their recyclable items than those who use a communal metal bin.

### Proportion of Recyclable Items Recycled\*

All or nearly all & most: 80%



### Individual Blue Cart or Communal Metal Bin (All or nearly all >90% & Most 70%)



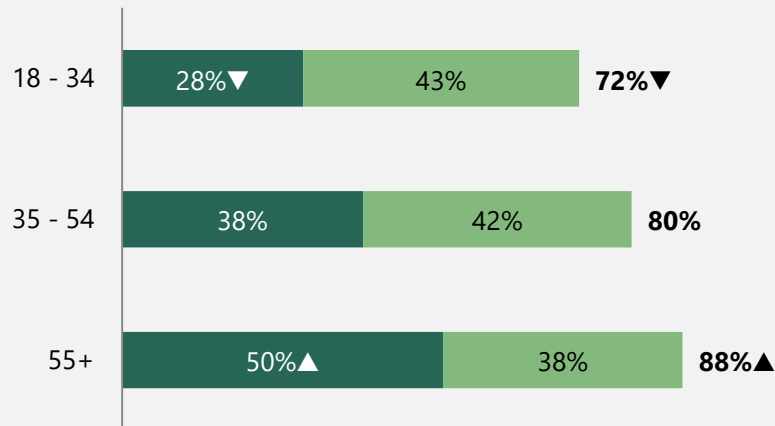
9. Broadly speaking, what proportion of your household's recyclable items do you recycle, either through your [blue recycling cart/building's outdoor recycling bin] or through other means? Base: All respondents, n=1,004.

\*Note: Answer options changed between 2015 and 2017 to include percentage ranges and as such, comparing data between time periods is not advised.

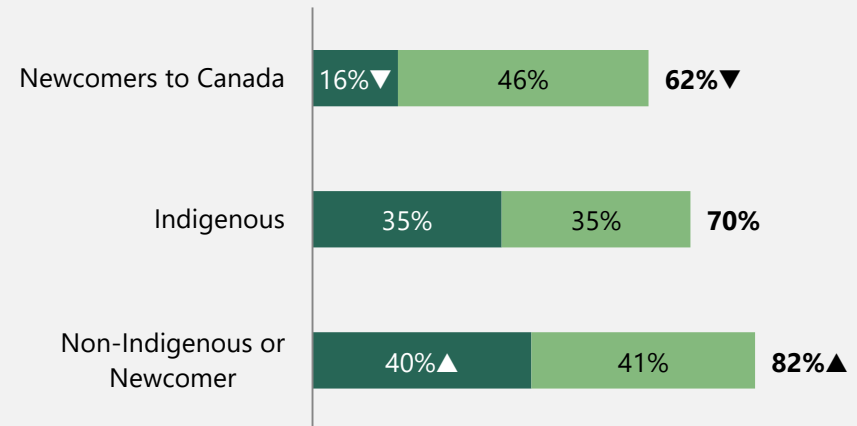


Older citizens are more likely to recycle a larger proportion of their recyclable items than are younger respondents. Newcomers to Canada report less recycling behaviours than those originally from Canada.

**Proportion of Recyclable Items Recycled by Age Range**  
(Most 70% & All or nearly all >90%)



**Newcomers and Indigenous Respondents**  
(Most 70% & All or nearly all >90%)



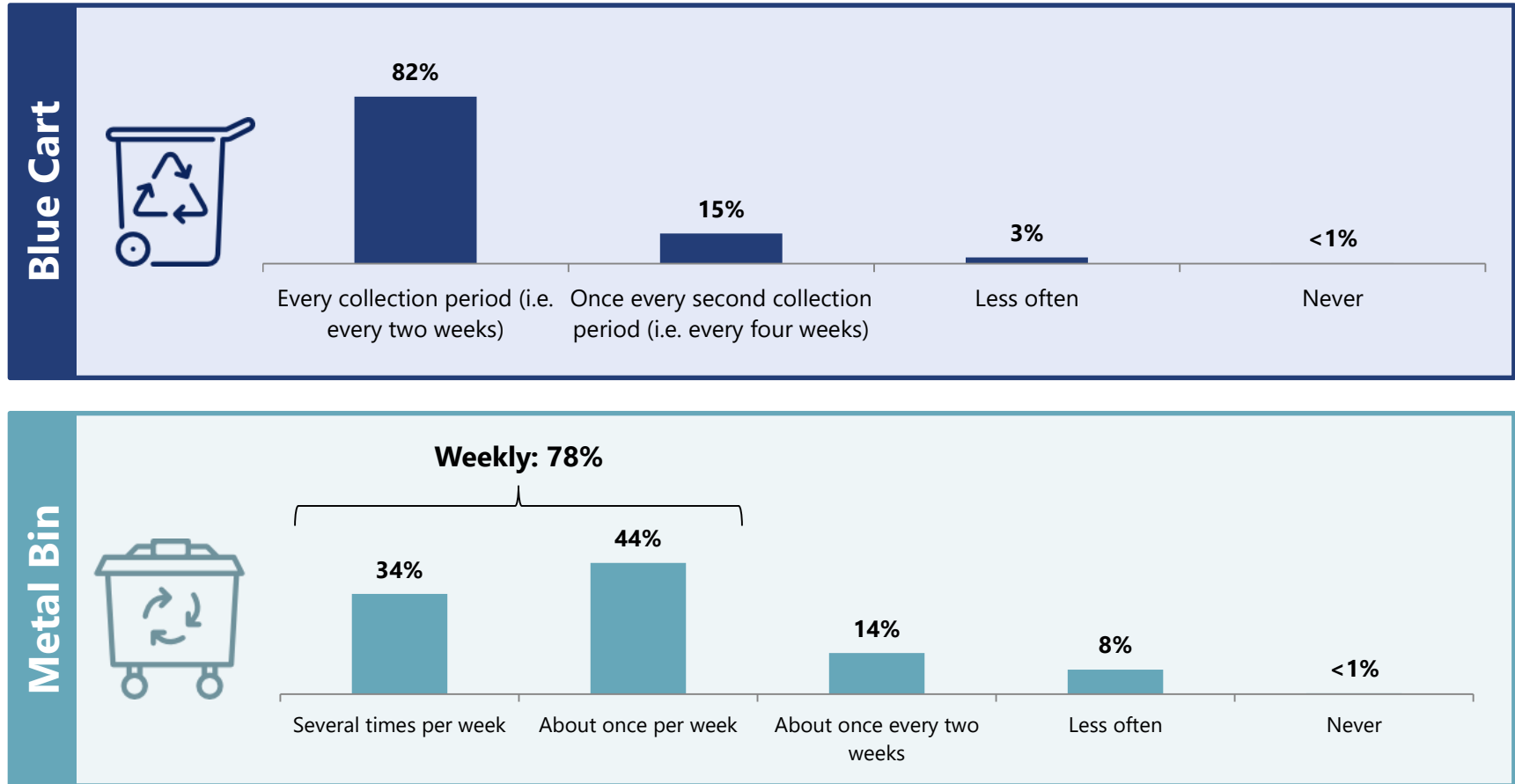
■ All or nearly all (>90%) ■ Most (70-90%)

9. Broadly speaking, what proportion of your household's recyclable items do you recycle, either through your [blue recycling cart/building's outdoor recycling bin] or through other means? Base: All respondents, n=1,004.



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.

To test their knowledge about recycling, respondents were given a list of 20 different household items (18 items in 2015) and asked whether or not each can be placed in blue carts/bins. Of these, 11 are acceptable and nine are not. Those who got 90% or more correct can be considered as meeting or exceeding a strong knowledge target. This represents roughly one third of residents, consistent with 2015.

### Did Not Meet or Exceeded Knowledge Target:

**2017: 68%**

**2015: 66%**

Tend to be younger  
More likely to use communal metal bins

### Met or Exceeded Knowledge Target:

**2017: 32%**

**2015: 34%**

Tend to be older  
More likely to use individual blue cart

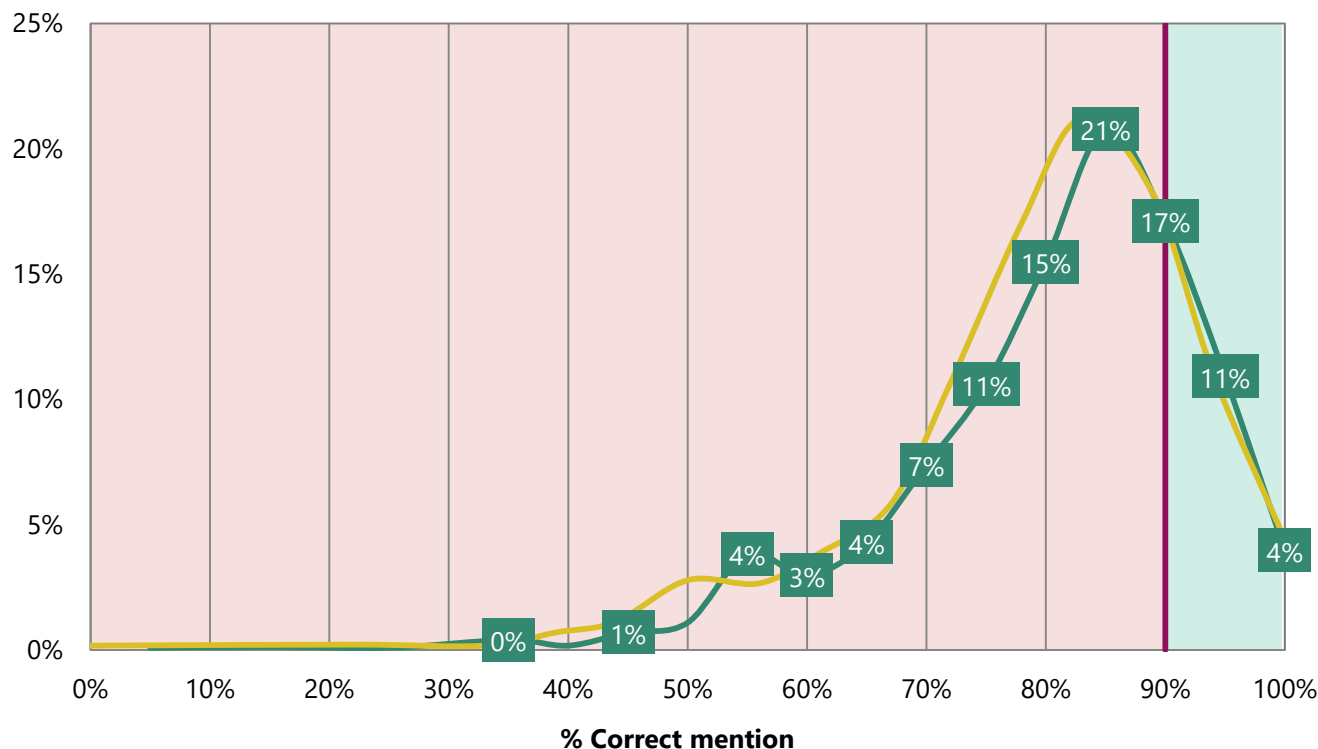
### Average

**2017: 81%**

**2015: 80%**

% Respondents

— 2017 — 2015 — Target Knowledge Line

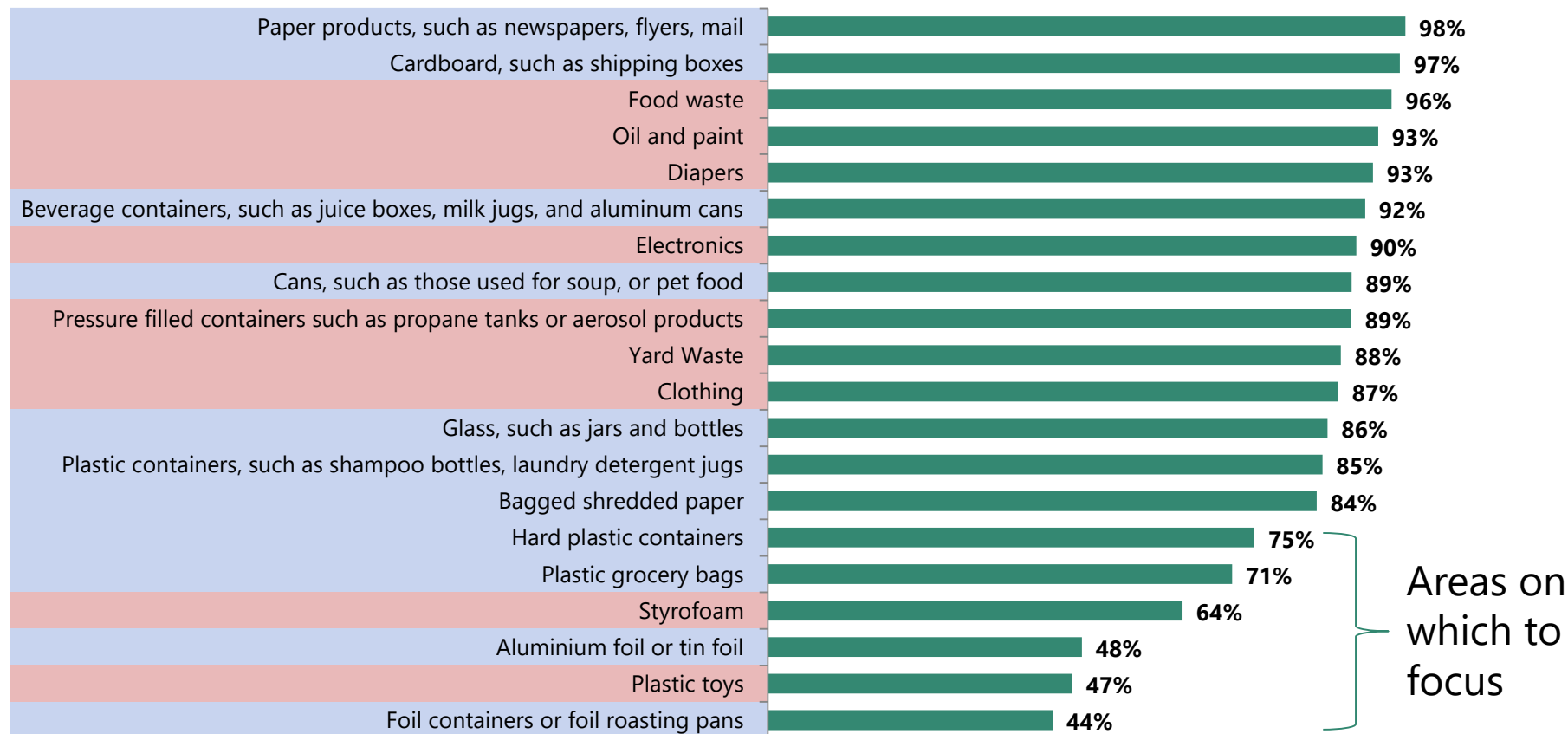


Over eight in ten Saskatoon residents correctly identify most items that can or cannot be recycled in their carts/bins. Areas of weaker knowledge include recycling of foil, plastic toys, Styrofoam, plastic grocery bags and hard plastics.

### Correct Answer

- Can go in cart/bin
- Cannot go in cart/bin

### Knowledge of Recyclable Items in Household % Who Answered Correctly



12. To the best of your knowledge, can the following items be put in your [blue recycling cart/building's outdoor recycling bin]? If you are unsure, please indicate so. Base: All respondents, n=1,004.

Although current awareness levels are below targets set by the City of Saskatoon for both curbside and multi-unit recycling programs, improvements in awareness are noted among curbside residents with respect to foil recycling.

### City of Saskatoon Curbside Recycling Awareness Goals:

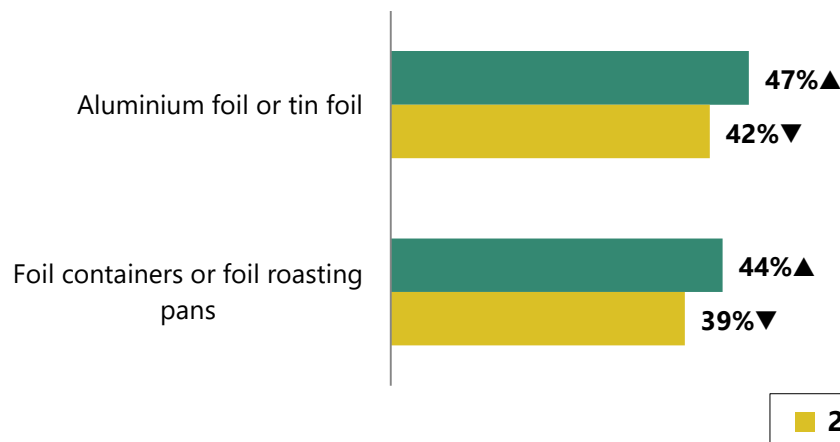
- >90% of residents aware that all #1-7 Plastics are recyclable
- >90% of residents are aware that foil and foil products are recyclable

### City of Saskatoon Multi-Unit Recycling Awareness Goal:

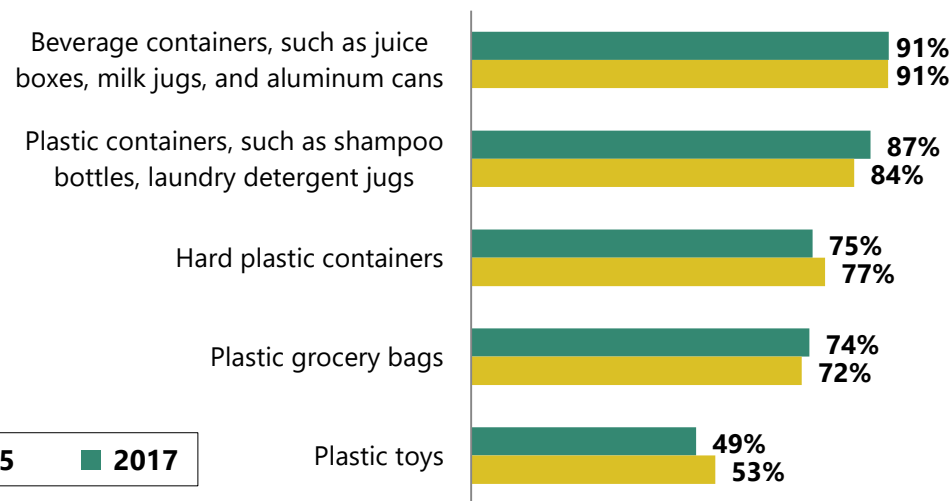
- See an incremental increase in awareness each year, with an ultimate goal of 90% of residents who are aware of, and understand how, the program works

	Goal	2015 Average	2017 Average	% Change
Communal Metal Bin	>90%	74%	76%	2%

### Curbside (Individual Blue Cart) Recycling Knowledge – Foils (% Answering Correctly)

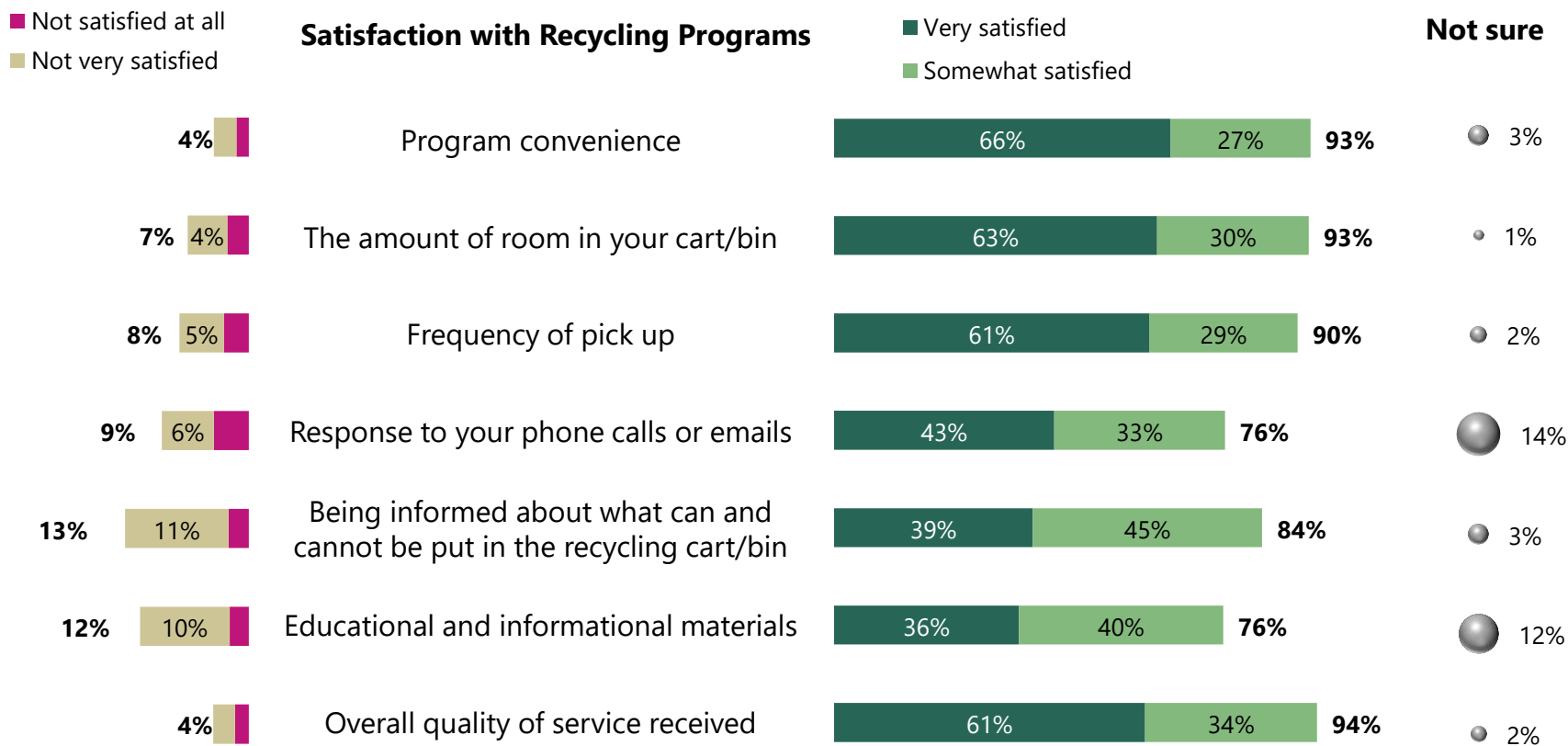


### Curbside (Individual Blue Cart) Recycling Knowledge – Plastics (% Answering Correctly)



12. To the best of your knowledge, can the following items be put in your [blue recycling cart/building's outdoor recycling bin]? If you are unsure, please indicate so. Base: All respondents, 2015: n=1,003 , 2017: n=1,004.

Satisfaction with the recycling program is generally high across all users. Satisfaction is highest for program convenience, the amount of room in respondents carts/bins and frequency of pick up. Education and being informed about what can and cannot be placed in the blue carts/bins are comparative areas of lower satisfaction.



13. How satisfied are you with the following aspects of the curbside recycling program?

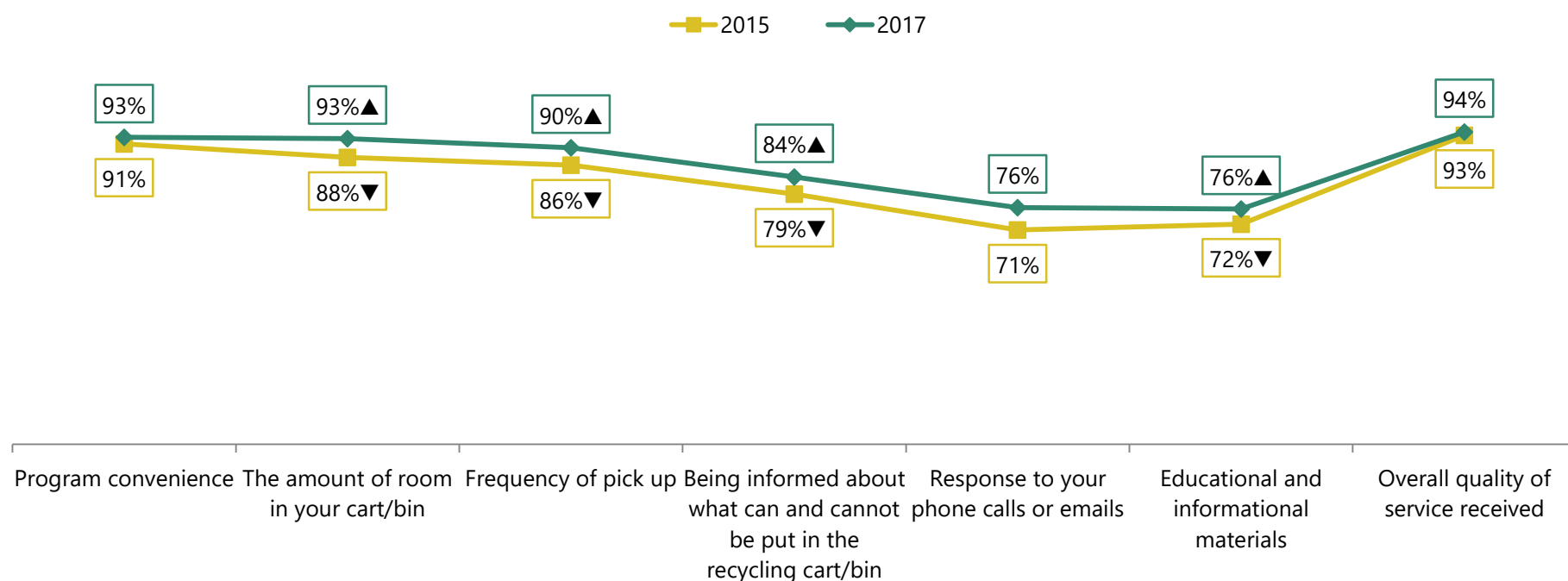
14. How satisfied are you with the following aspects of the multi-unit recycling program?

Base: All respondents excluding "not applicable", n=378 to 1,004.

Satisfaction with the recycling services received among all users has risen since 2015, especially with respect to room in the cart/bin, frequency, knowing what can/cannot enter the system and educational materials (the latter two representing comparatively weaker areas of satisfaction).

### Satisfaction with Recycling Programs – Trended\*

% Very Satisfied & Somewhat Satisfied



13. How satisfied are you with the following aspects of the curbside recycling program?

14. How satisfied are you with the following aspects of the multi-unit recycling program?

Base: All respondents excluding "not applicable", 2015: n=395 – 1,003, 2017: n=378 to 1,004.

\*Note: Question 11 and 12 in 2015, select program areas omitted from question in 2017.



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.

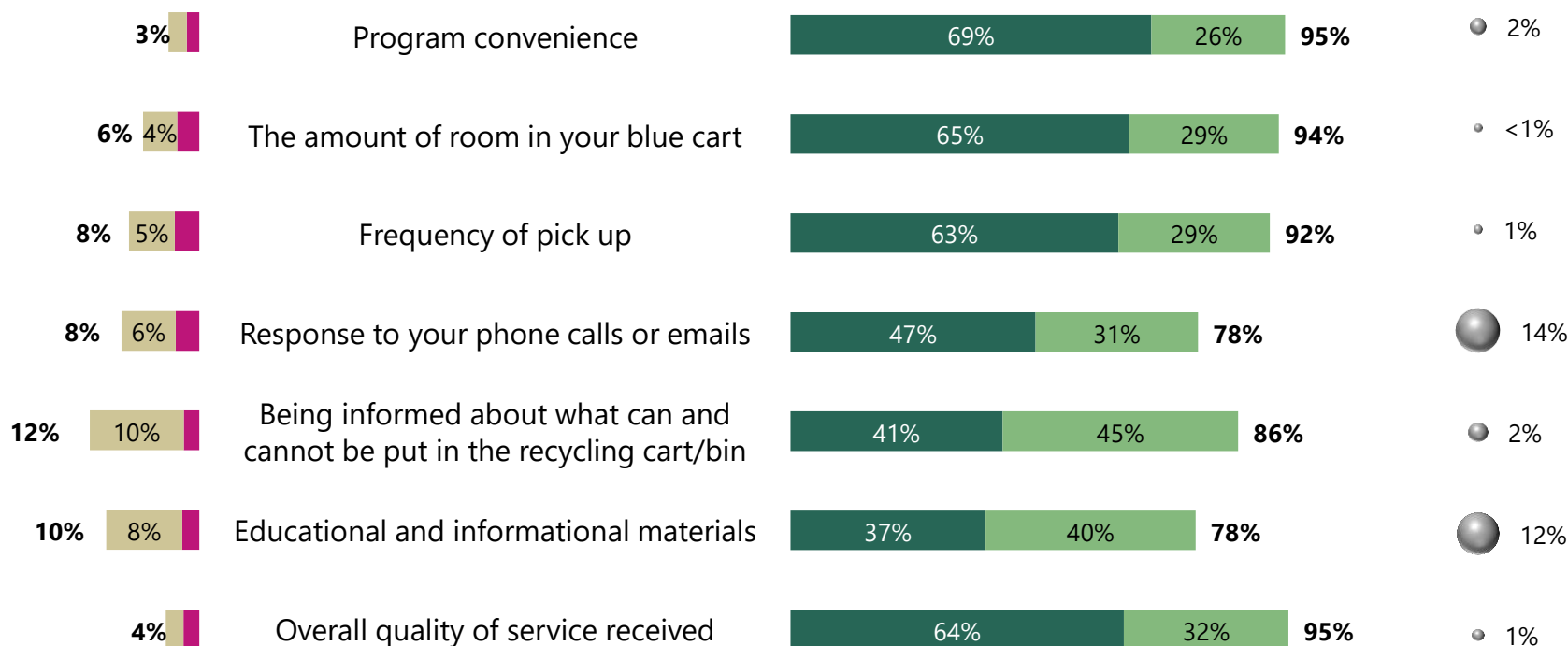
■ Not satisfied at all  
■ Not very satisfied



### Satisfaction with Individual Blue Cart Recycling Program

■ Very satisfied  
■ Somewhat satisfied

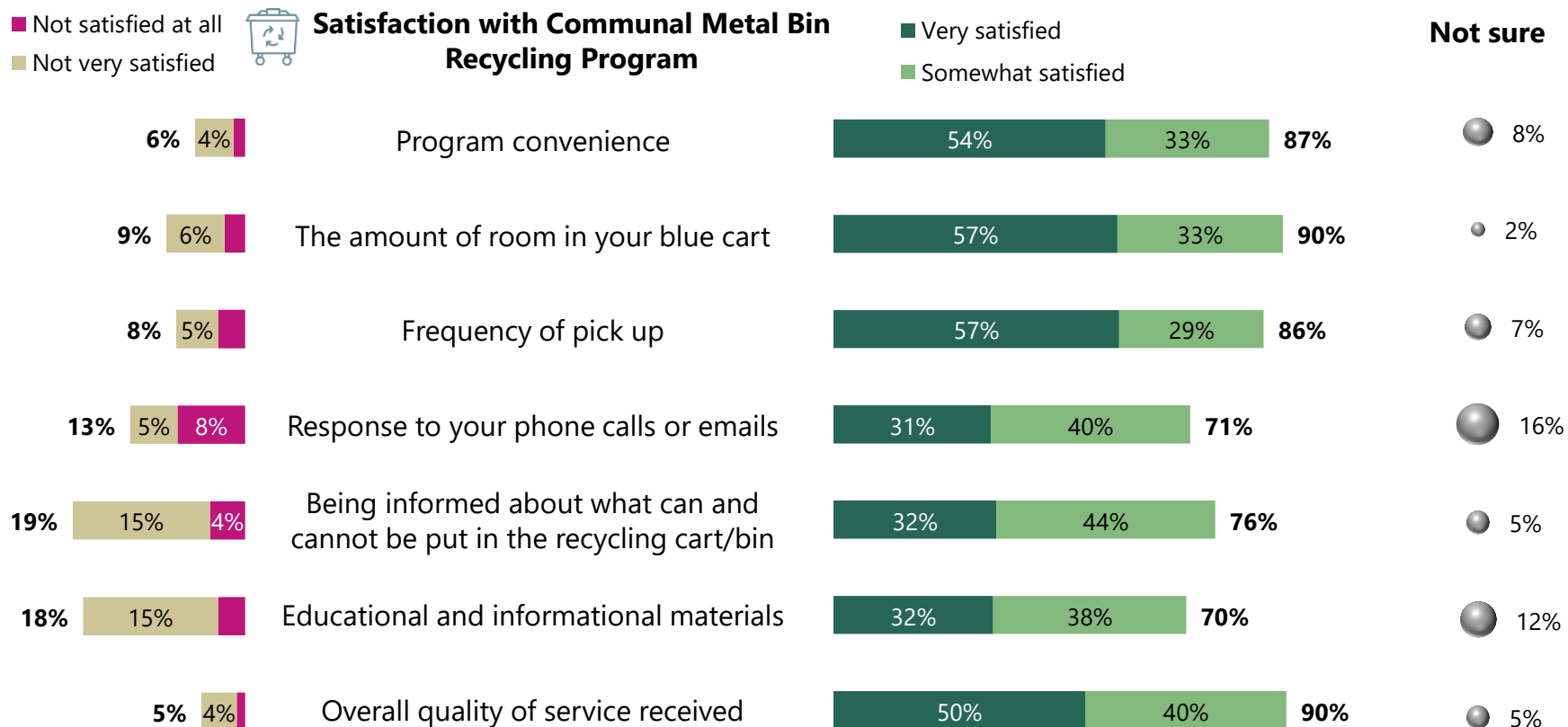
**Not sure**



13. How satisfied are you with the following aspects of the curbside recycling program?

Base: All respondents excluding "not applicable", n=285 to 780.

Communal metal bin users are most satisfied with the overall quality of service and the amount of room in the bins. Satisfaction dips in response to phone calls, educational and informational materials and being informed as to what can and cannot be put in the bin.



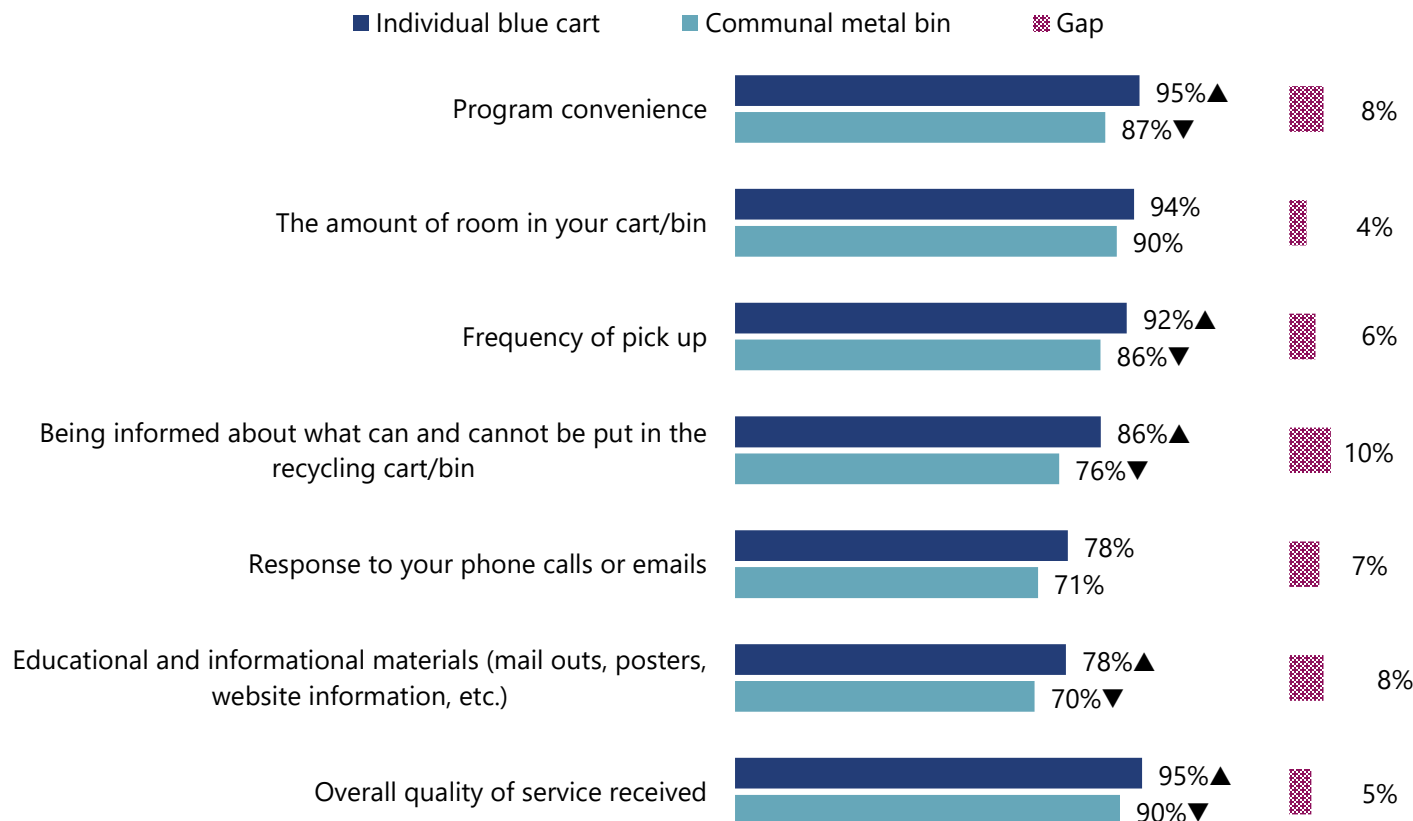
14. How satisfied are you with the following aspects of the multi-unit recycling program?

Base: All respondents excluding "not applicable", n=93 to 224.

Those who use the blue cart tend to be more satisfied than those who use communal metal bins. Those with communal bins are particularly less satisfied with program convenience and being informed about what can and cannot be put in bins.

## 2017 Satisfaction with Recycling Program by Type of Recycling Service

### % Very Satisfied & Somewhat Satisfied



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

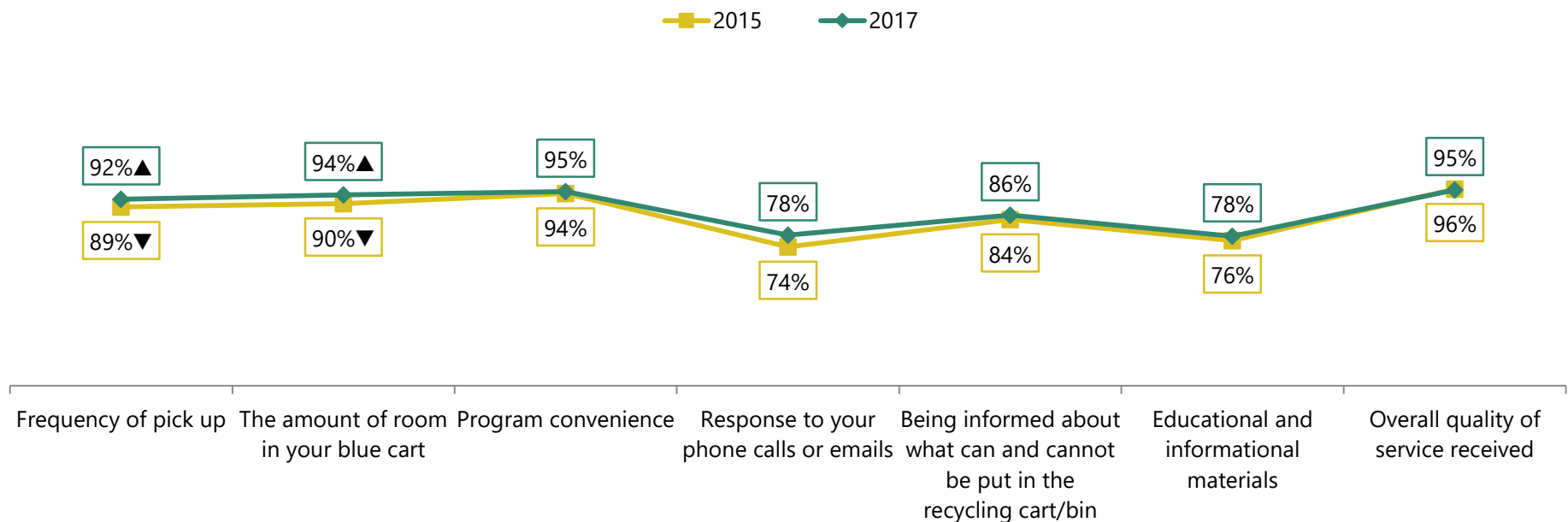
14. How satisfied are you with the following aspects of the multi-unit recycling program? Base: All respondents excluding "not applicable", n=93 to 224.

Among individual cart users, satisfaction is relatively consistent with 2015 levels, although improvement is noted for frequency of pick up and the amount of room in the blue carts this year.



### Satisfaction with Individual Blue Cart Recycling Program – Trended\*

% Very Satisfied & Somewhat Satisfied



13. How satisfied are you with the following aspects of the curbside recycling program?  
Base: All respondents excluding "not applicable", 2015: n=324 – 778, 2017: n=285 to 780.

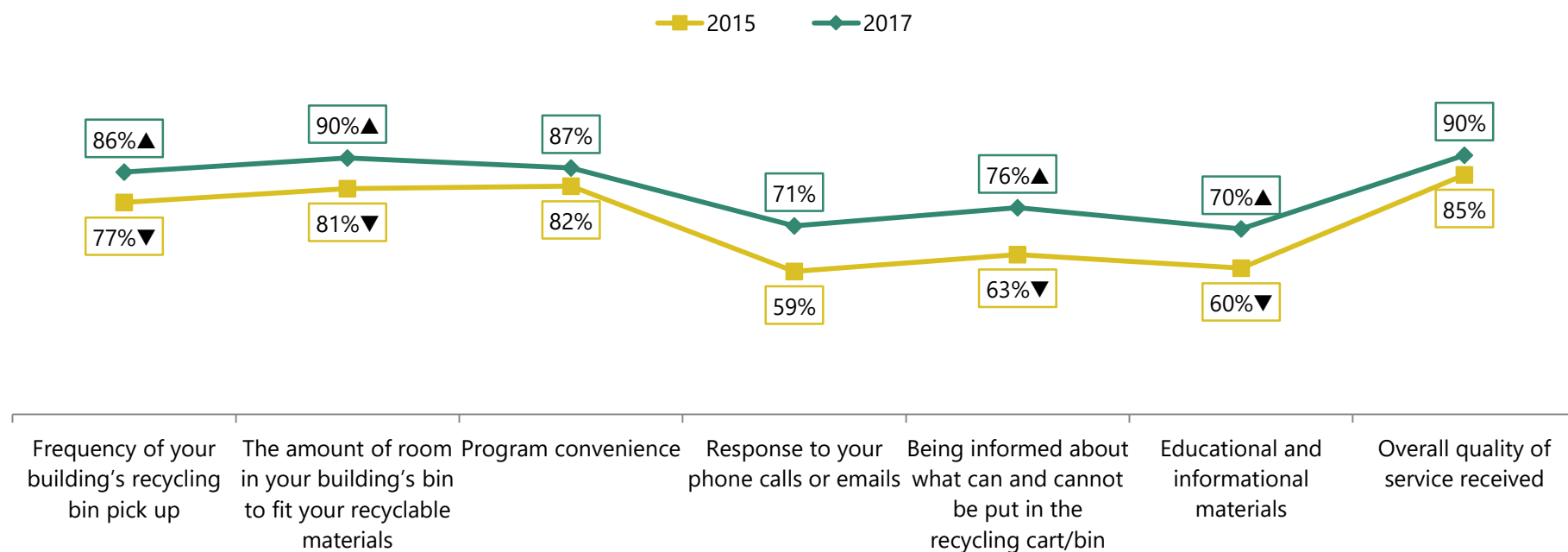
\*Note: Question 11 and 12 in 2015, select program areas omitted from question in 2017.

Program satisfaction has increased in all areas among communal metal bin users since 2015. Areas which have made the most improvement include frequency of pick up, the amount of room in the bins, being informed about what is accepted in the bins and educational and informational materials.



### Satisfaction with Communal Metal Bin Recycling Program – Trended\*

% Very Satisfied & Somewhat Satisfied



14. How satisfied are you with the following aspects of the multi-unit recycling program?

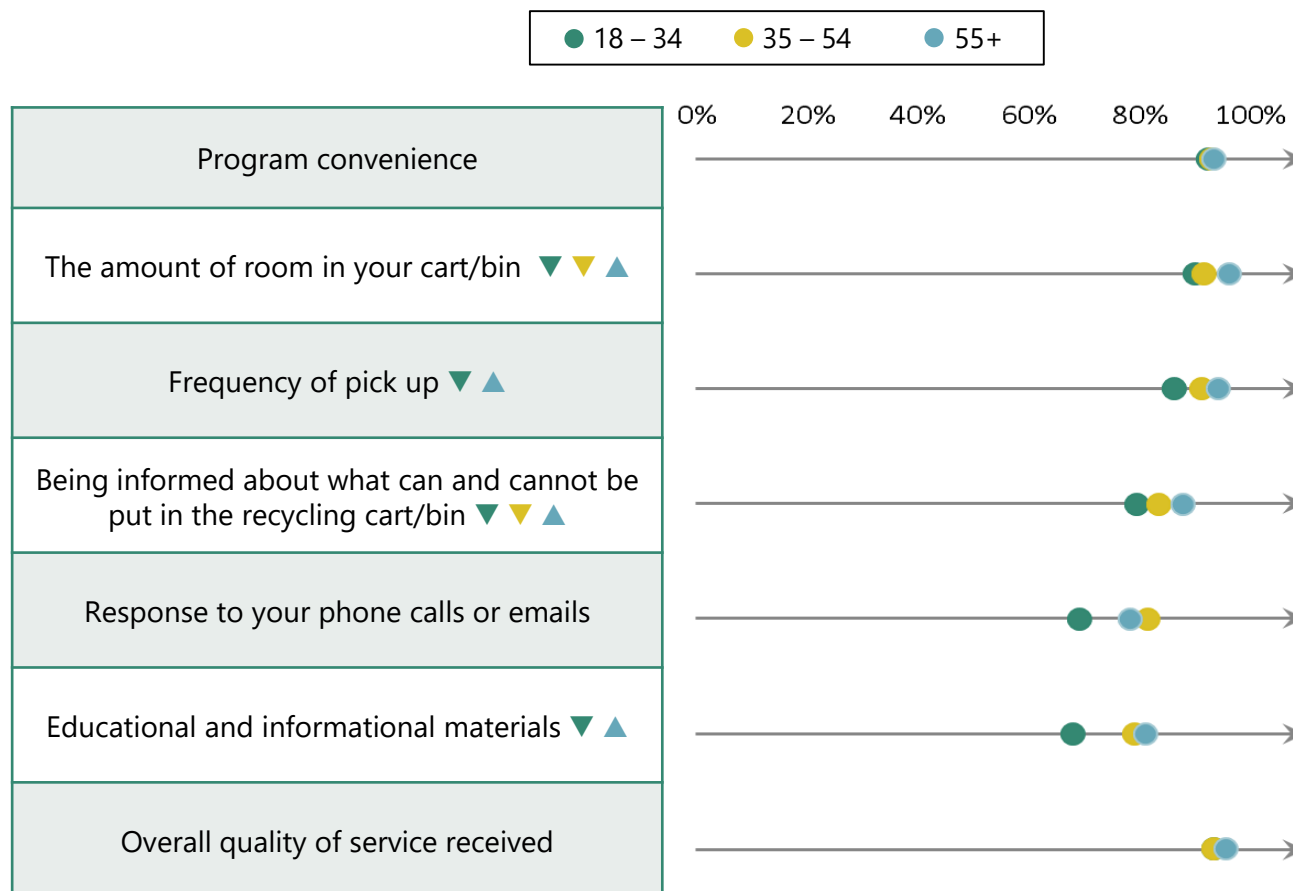
Base: All respondents excluding "not applicable", 2015: n=71 – 225, 2017: n=93 to 224.

\*Note: Question 11 and 12 in 2015, select program areas omitted from question in 2017.

Satisfaction with many aspects of the City's recycling program tend to increase with age.

## Satisfaction with Recycling Program by Age Range

% Very Satisfied and Somewhat Satisfied



13. How satisfied are you with the following aspects of the curbside recycling program?

14. How satisfied are you with the following aspects of the multi-unit recycling program?

Base: All respondents excluding "not applicable", n=378 to 1,004.



Satisfaction levels meet or exceed City goals in all areas this year. Further, some increases are noted compared to 2015 within the Multi-Unit Recycling Program.

### City of Saskatoon Satisfaction Goals:

#### Curbside Recycling:

- 90% of residents are satisfied with the Curbside Recycling Program.
- 90% of residents report ease of use and convenience of the Curbside Recycling Program.

#### Multi-Unit Recycling Program:

- 90% of residents are satisfied with the Multi-Unit Recycling Program.
- 80% of residents report ease of use and convenience of the Multi-Unit Recycling Program.
- 65% of residents report satisfaction with communication efforts.

### Satisfaction with Recycling Programs – Trended % Very Satisfied & Somewhat Satisfied

Curbside Recycling Program				
	Goal	2015	2017	% Change
Satisfaction with overall service received	90%	96%	95%	-1%
Satisfaction with program convenience	90%	94%	95%	1%
Multi-Unit Recycling Program				
Satisfaction with overall service received	90%	85%	90%	5%
Satisfaction with program convenience	80%	82%	87%	5%
Satisfaction with being informed about what can/cannot be put in cart	65%	63%▼	76%▲	13%
<b>Total Satisfaction with Overall Service Received</b>		<b>93%</b>	<b>94%</b>	<b>1%</b>

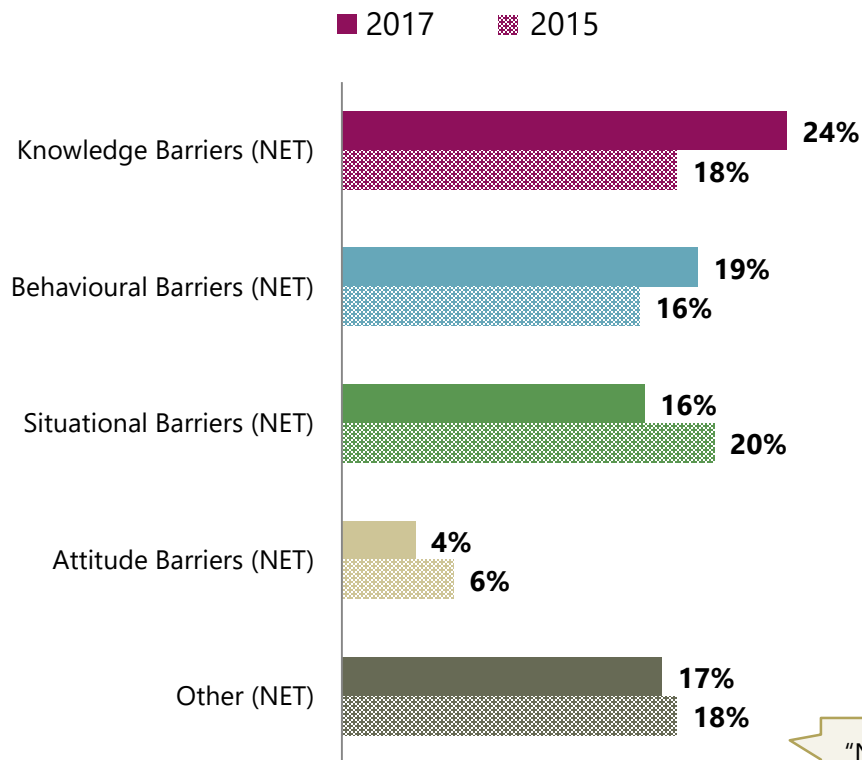
13. How satisfied are you with the following aspects of the curbside recycling program?

14. How satisfied are you with the following aspects of the multi-unit recycling program?

Base: All respondents excluding "not applicable", n=378 to 1,004.

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."

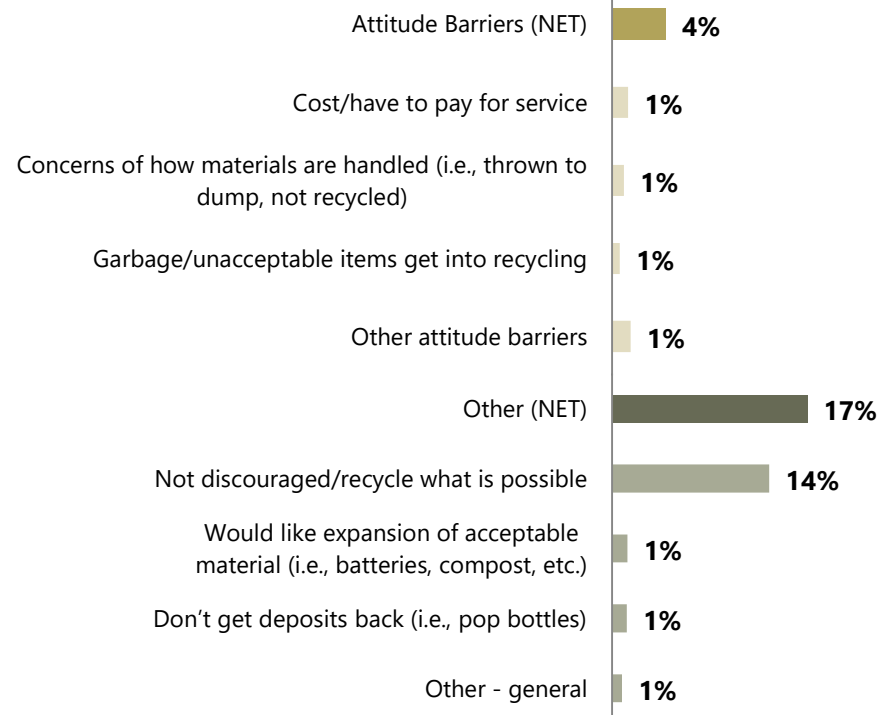
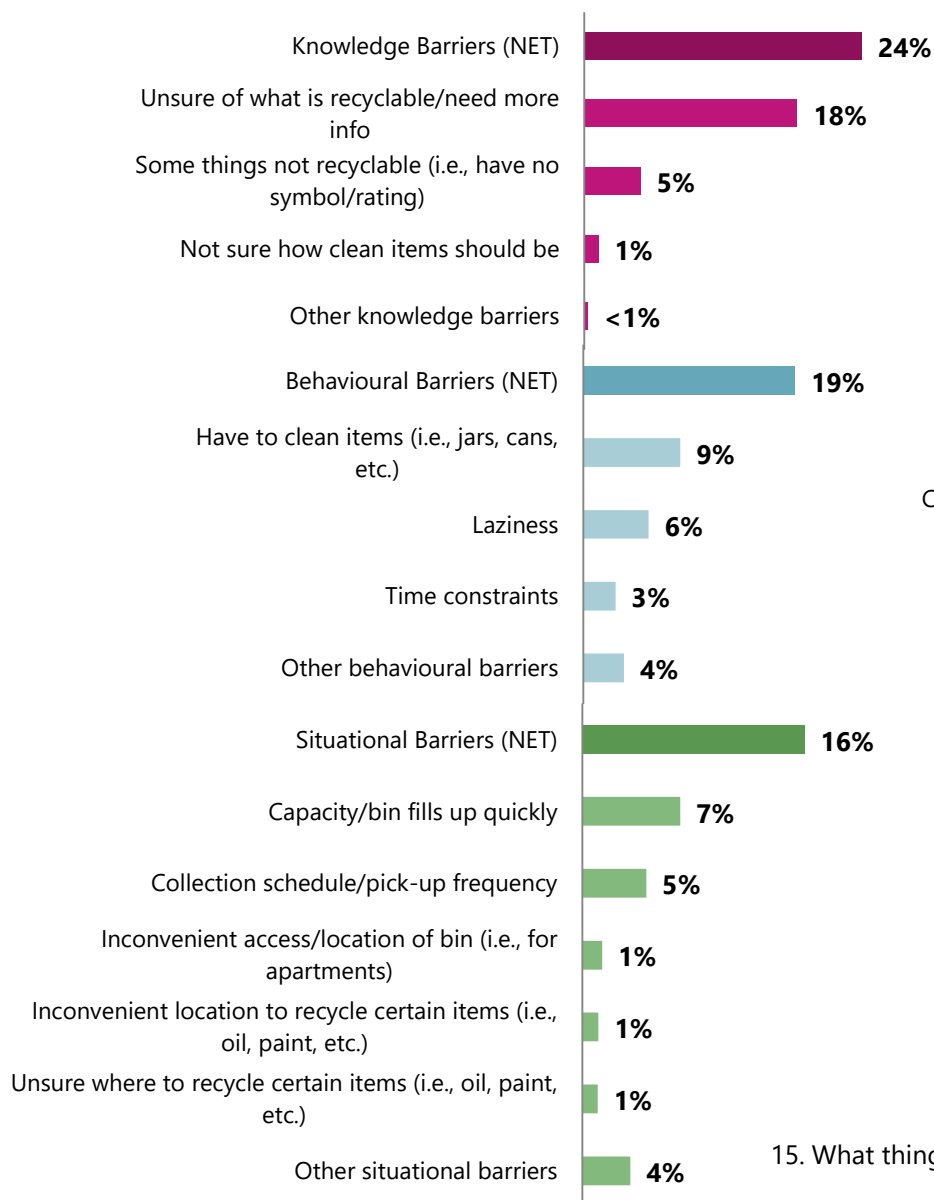
"Not all members of the household think the same about recycling. Some are more into it than others and make a stronger effort to ensure everything goes in the bin."

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.

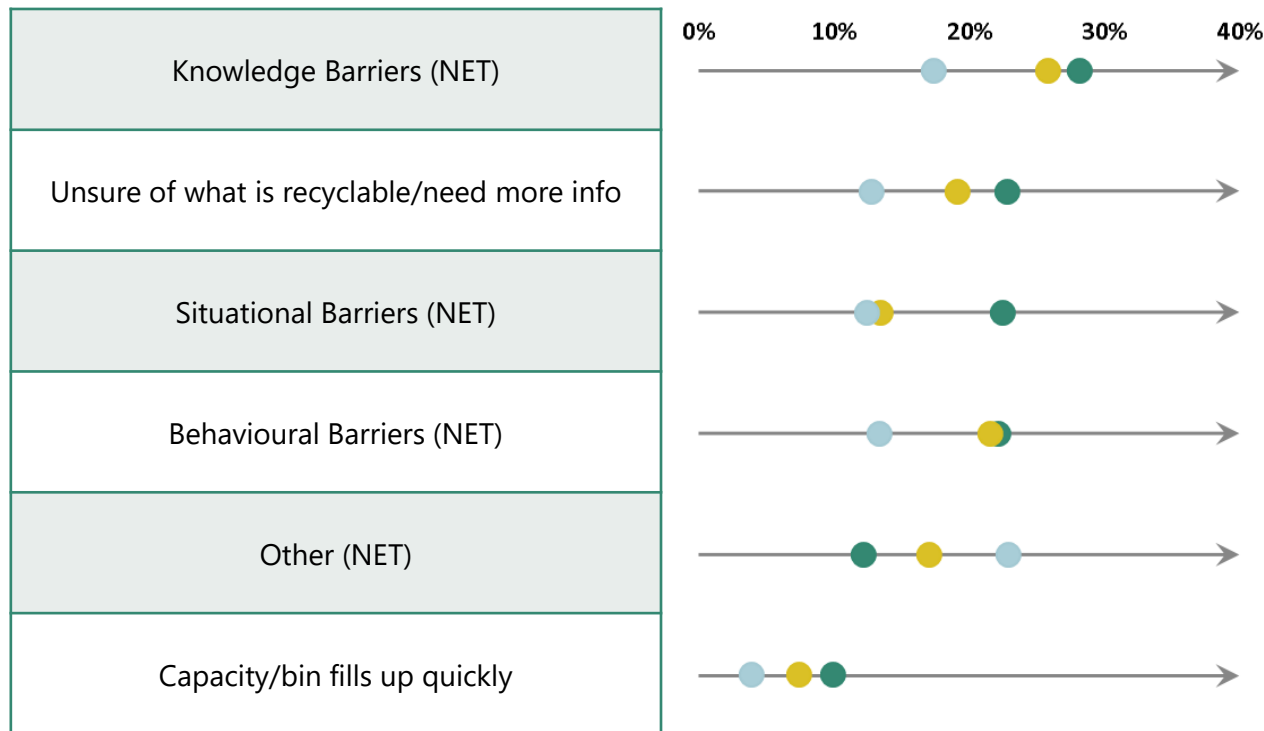
Base: All respondents, n=1,004.

Younger citizens are more likely to specify barriers that discourage them from recycling more of their items.

\*Only barriers with significant differences are shown\*

### Barriers to Recycling by Age Range (Significant difference noted)

● 18 – 34 ● 35 – 54 ● 55+



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.

# Communication & Future Distribution of the Waste Collection Calendar

Nearly one half of residents believe various communication methods, such as social media, billboards, websites, etc., would be useful tools to further educate the public about recycling.

### Suggestions for Better Education about Recycling (Open-ended question)

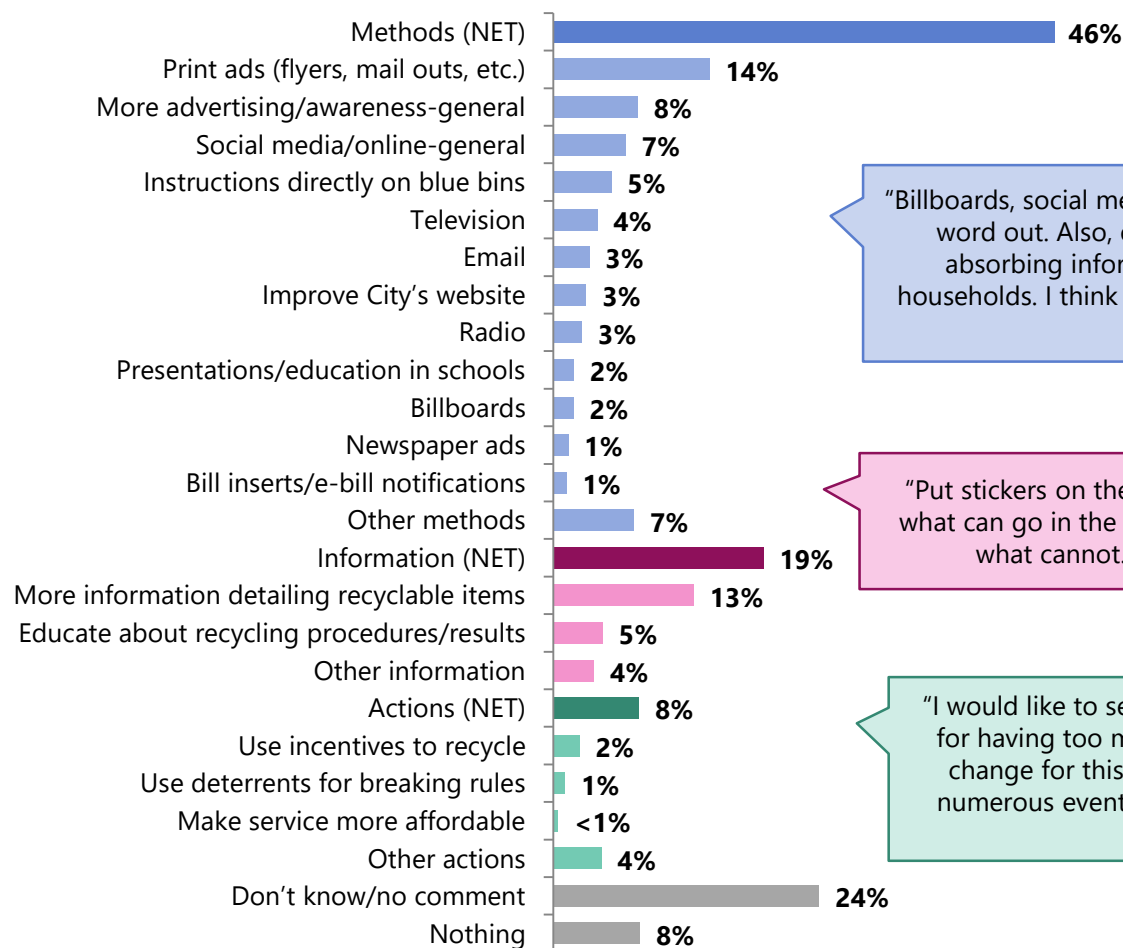


17. What, if anything, could the City do to better educate or inform residents about recycling? Base: All respondents, 2015: n=1,003, 2017: n=1,004.

Printed advertisements, such as flyers or mail outs and more detailed information about recyclable items, are among the most common suggestions for better educating the public.

### Suggestions for Better Education about Recycling

(Open-ended question)



"A website with what can and cannot be recycled in the blue bins, as well as locations where other more dangerous goods can be taken for recycling would be okay."

"Billboards, social media, radio and TV ads might be a good way to get the word out. Also, education in schools; kids are usually very good at absorbing information and they could help to educate their own households. I think it is also a good idea to try to stay away from printed mailers sent out by the city."

"Put stickers on the bin of what can go in the bin and what cannot."

"A mail-out stating what is recyclable and what is not would be nice. Something that is an easy quick reference. I'm not going to look up online, I just want to see something fast to check."

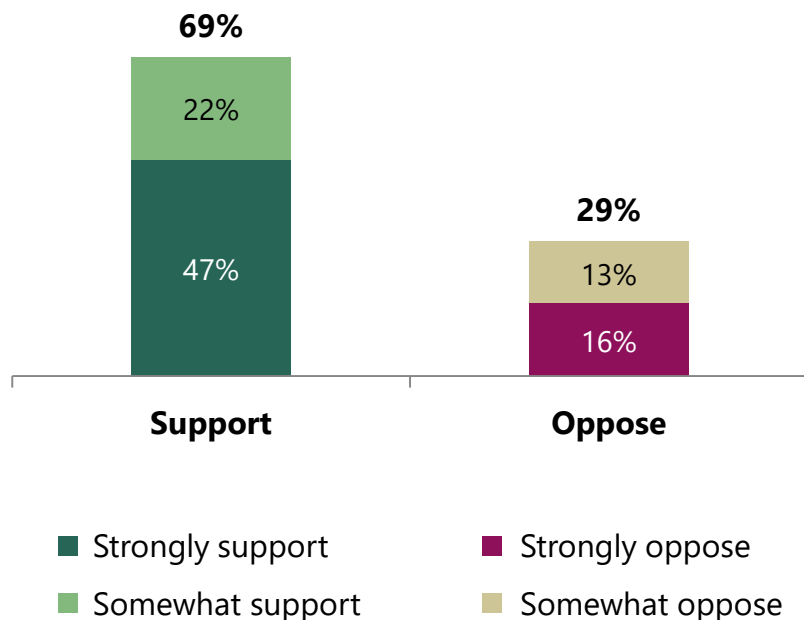
"I would like to see a recycling program enforced where there are fines for having too much in your garbage bin, but that might be a drastic change for this city. I have noticed your recycling program tents at numerous events this summer and I hope that this encourages more people to recycle! Great job!"

17. What, if anything, could the City do to better educate or inform residents about recycling? Base: All respondents, n=1,004.



The majority of residents who receive service in an individual blue cart support the discontinuation of distributing a printed version of the calendar, knowing it could save the City an estimated \$100,000 per year.

### Overall Support or Opposition for Collections Calendar Discontinuation

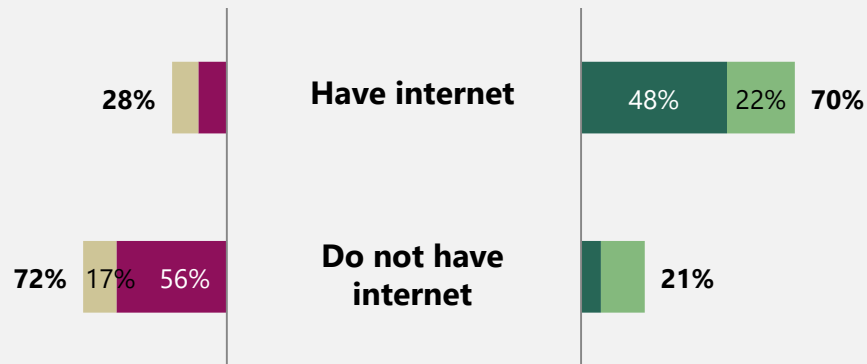


16. The City is considering discontinuing the distribution of print calendars, and instead provide the information through the website and collection reminders. It is estimated this will save the City roughly \$100,000 per year. Would you support or oppose this decision? Base: Respondents who receive service in an individual blue cart, n=780.

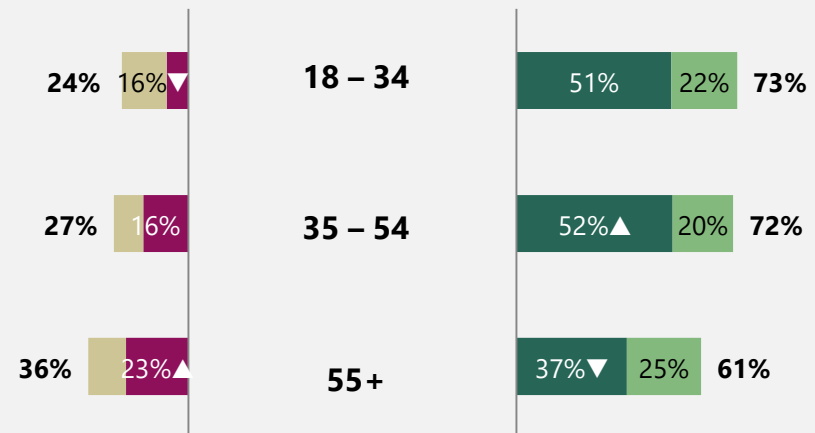


Those with internet access are more likely to be in support of discontinuing the distribution of a printed calendar, as well as those in the younger age demographics. However, there is strong opposition to ceasing distribution of the printed calendar among those without internet access (~10% of Saskatoon residents).

### Support or Oppose Collections Calendar Discontinuation By Internet Access



### Support or Oppose Collections Calendar Discontinuation By Age Range



Strongly support  
Somewhat support

Strongly oppose  
Somewhat oppose

16. The City is considering discontinuing the distribution of print calendars, and instead provide the information through the website and collection reminders. It is estimated this will save the City roughly \$100,000 per year. Would you support or oppose this decision? Base: Respondents who receive service in an individual blue cart, n=780.

# Other Waste Program Knowledge, Usage & Opinions

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	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.

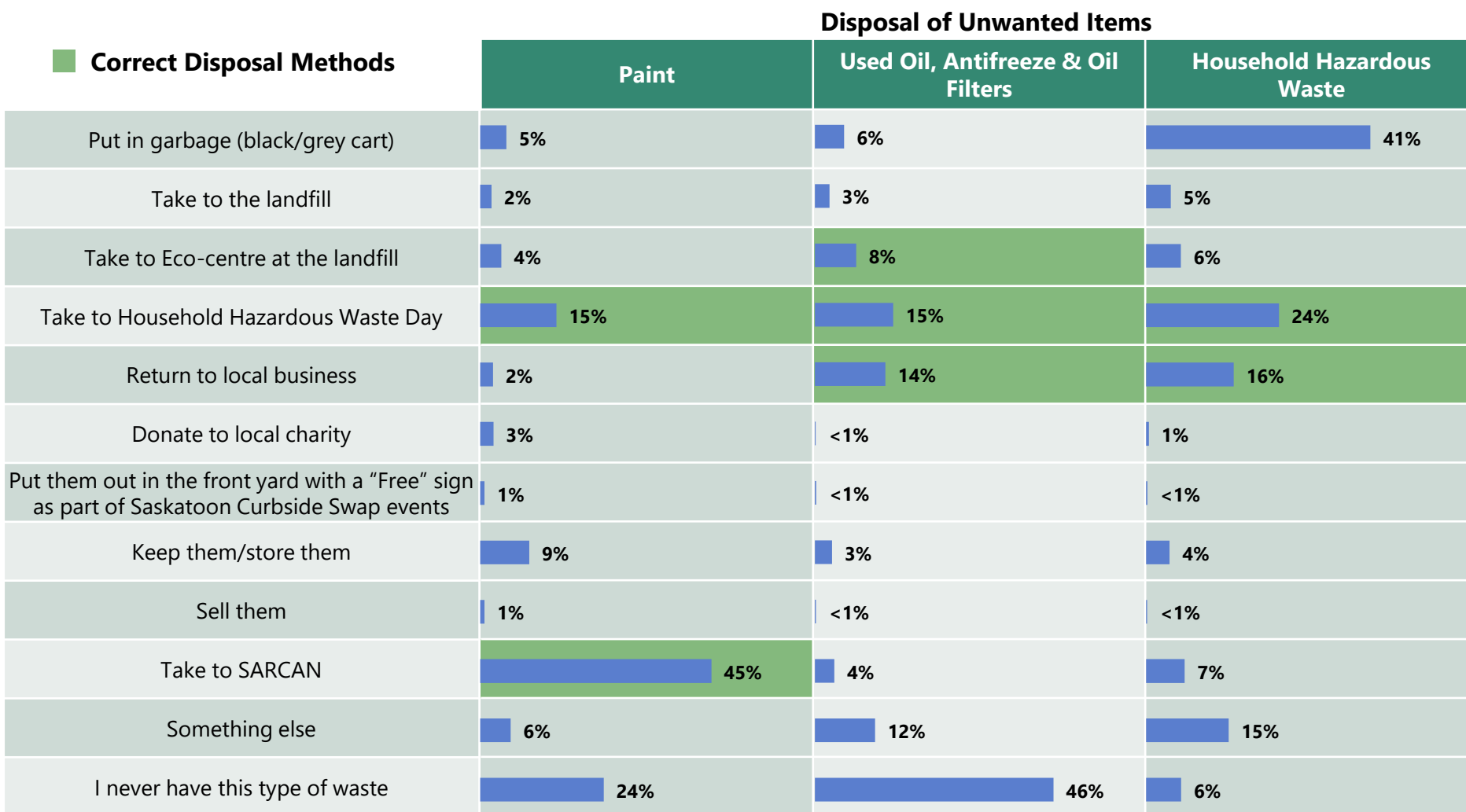
### Disposal of Unwanted Items

#### 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.

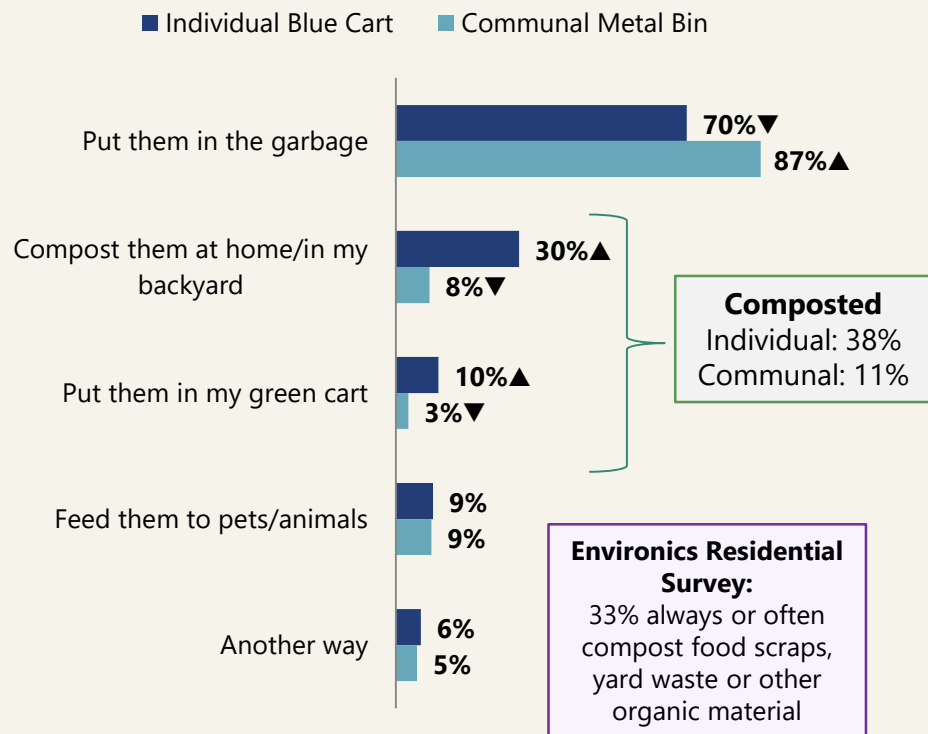
Most residents who have used paint take it to SARCAN. Those with used oil and antifreeze products typically return them to local businesses or drop off the waste on Household Hazardous Waste Days. Household hazardous waste is most commonly put in the garbage or taken to Household Hazardous Waste Days.



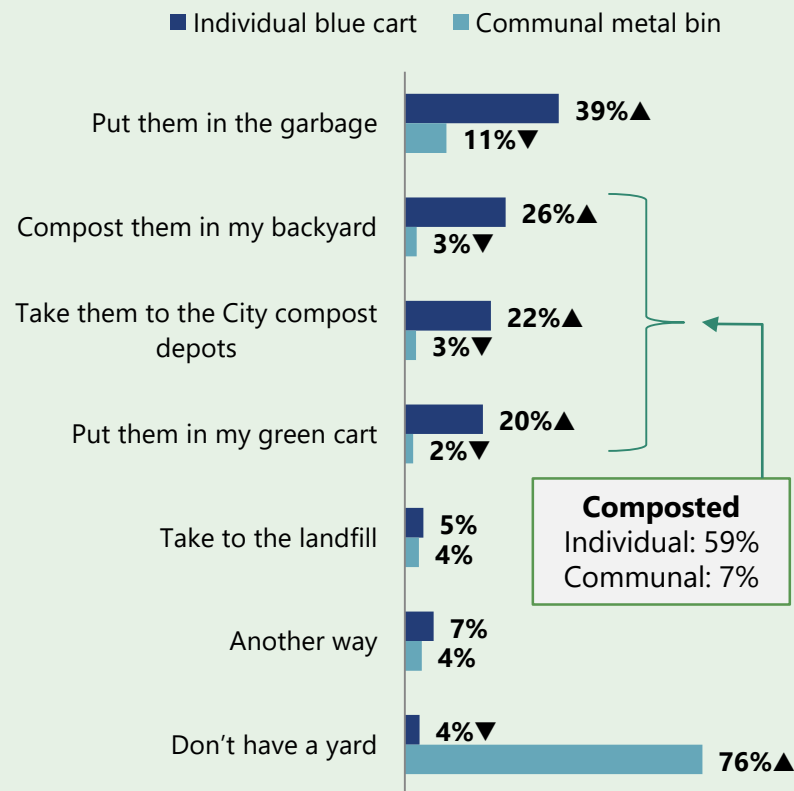
18. What do you typically do with each of the following items? (Select all that apply) Base: All respondents, n=1,004.

A higher proportion of those who receive recycling services through communal metal bins are putting their kitchen scraps in their garbage as compared to those with individual blue carts. The majority of those using a communal metal bin do not have a yard, but nearly seven in ten individual blue cart users are composting yard waste through some means.

### Disposal of Kitchen Scraps



### Disposal of Yard Waste



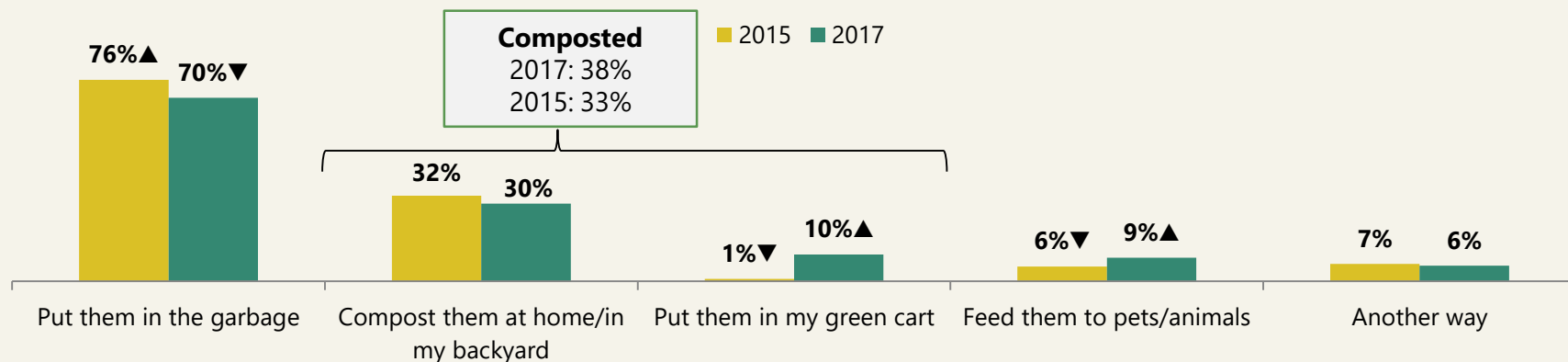
19. How does your household usually dispose of kitchen scraps? (Select all that apply) Base: All respondents, n=1,004.

20. How do you usually dispose of your leaves, grass clippings and other yard waste? (Select all that apply) Base: All respondents, n=1,004.

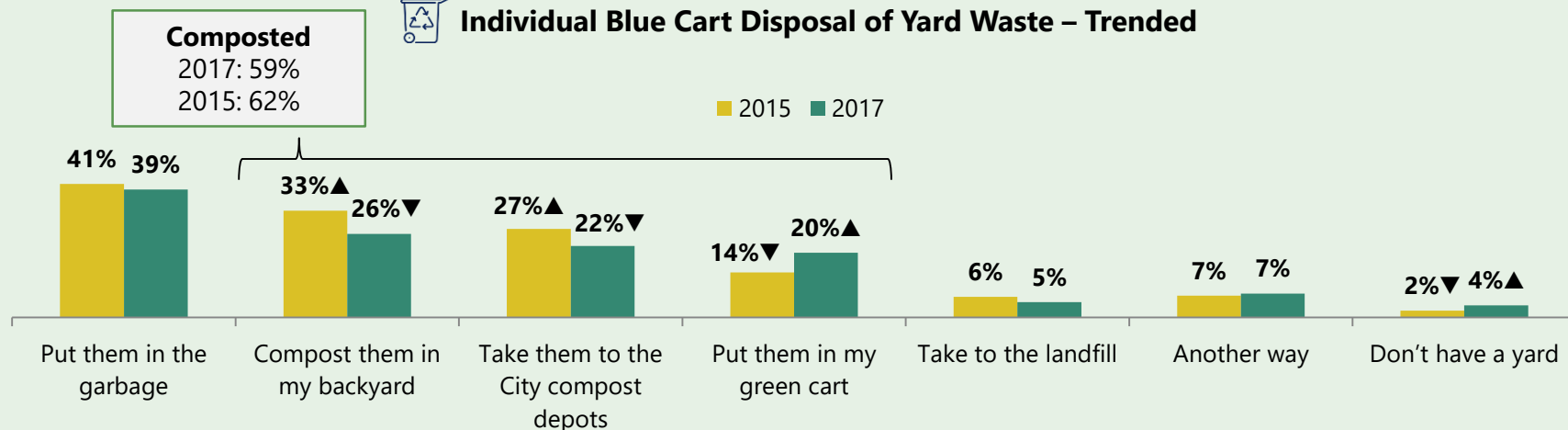
Individual blue cart users report an increase in the proportion of kitchen scraps being composted, particularly through their green cart. The proportion of yard waste being composted appears to soften slightly.



### Individual Blue Cart Disposal of Kitchen Scraps – Trended



### Individual Blue Cart Disposal of Yard Waste – Trended



19. How does your household usually dispose of kitchen scraps? (Select all that apply) Base: All respondents, 2015: n=778, 2017: n=780.

20. How do you usually dispose of your leaves, grass clippings and other yard waste? (Select all that apply) Base: All respondents, 2015: n=778, 2017: n=780.

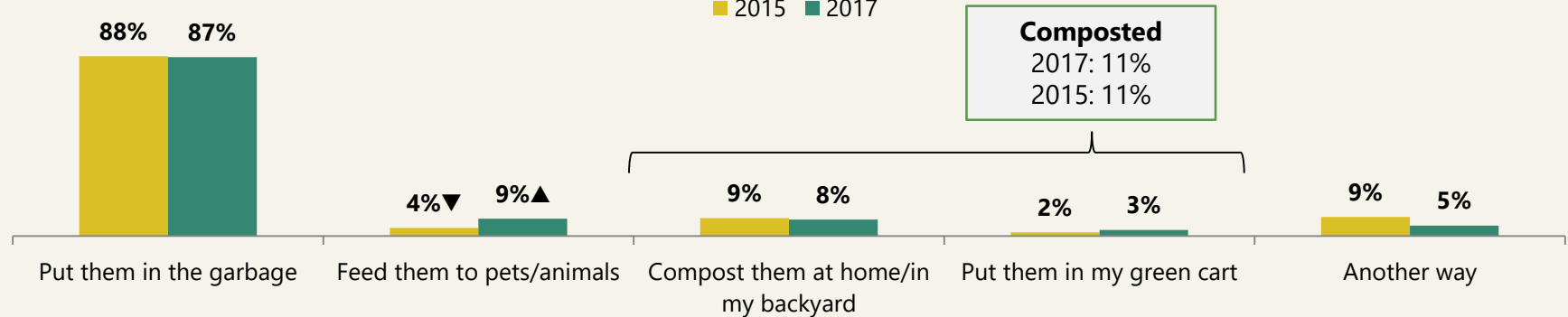


# The proportion of communal metal bin users composting food and yard waste holds steady.



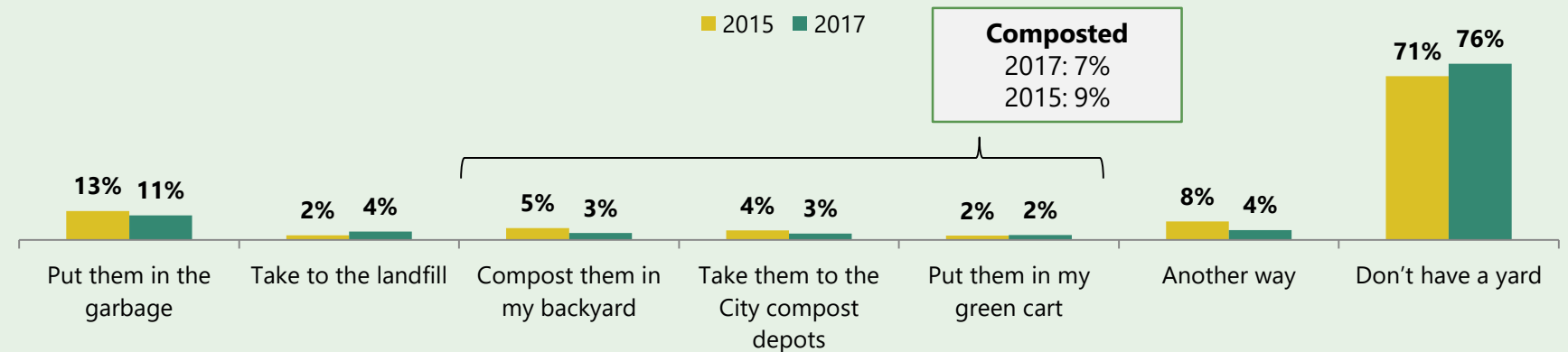
## Communal Metal Bin Disposal of Kitchen Scraps – Trended

■ 2015 ■ 2017



## Communal Metal Bin Disposal of Yard Waste – Trended

■ 2015 ■ 2017



19. How does your household usually dispose of kitchen scraps? (Select all that apply) Base: All respondents, 2015: n=225, 2017: n=224.

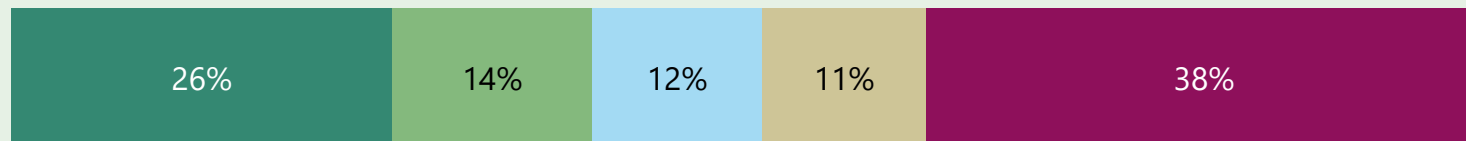
20. How do you usually dispose of your leaves, grass clippings and other yard waste? (Select all that apply) Base: All respondents, 2015: n=225, 2017: n=224.

Roughly six in ten report they do not compost any of their household food waste. As noted in a similar question on previous slides, roughly four in ten do not compost their yard waste.

**Proportion of Household Food Waste  
Being Composted**



**Proportion of Household Yard Waste  
Being Composted\***



■ All or nearly all (>90%) ■ Most (70-90%) ■ Some (40-70%) ■ Not very much (10-40%) ■ None at all (<10%)

21. Broadly speaking, what proportion of your household's food waste do you compost (through any means)? Base: All respondents, n=1,004.

22. Broadly speaking, what proportion of your household's yard waste do you compost (through any means)? \*Base: All respondents who have a yard, n=807.

Residents who receive service in an individual blue cart report composting a higher proportion of both their food and yard waste. Further, two thirds of green cart subscribers claim to compost at least a little bit of their food waste. A similar pattern is noted with respect to yard waste.



Individual Blue Cart

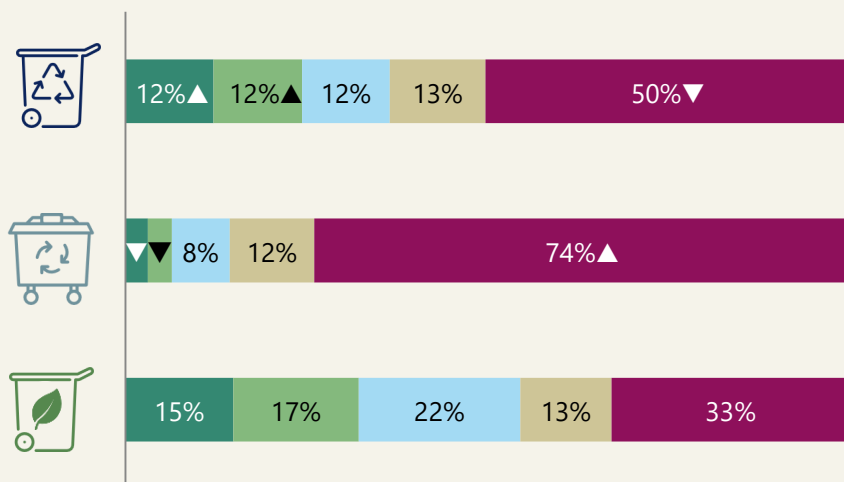


Communal Metal Bin

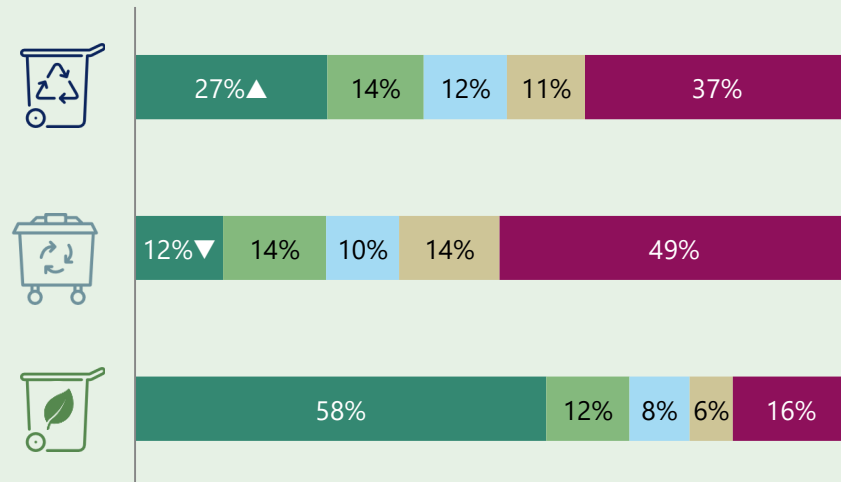


Green Cart

### Proportion of Household Food Waste Being Composted



### Proportion of Household Yard Waste Being Composted\*

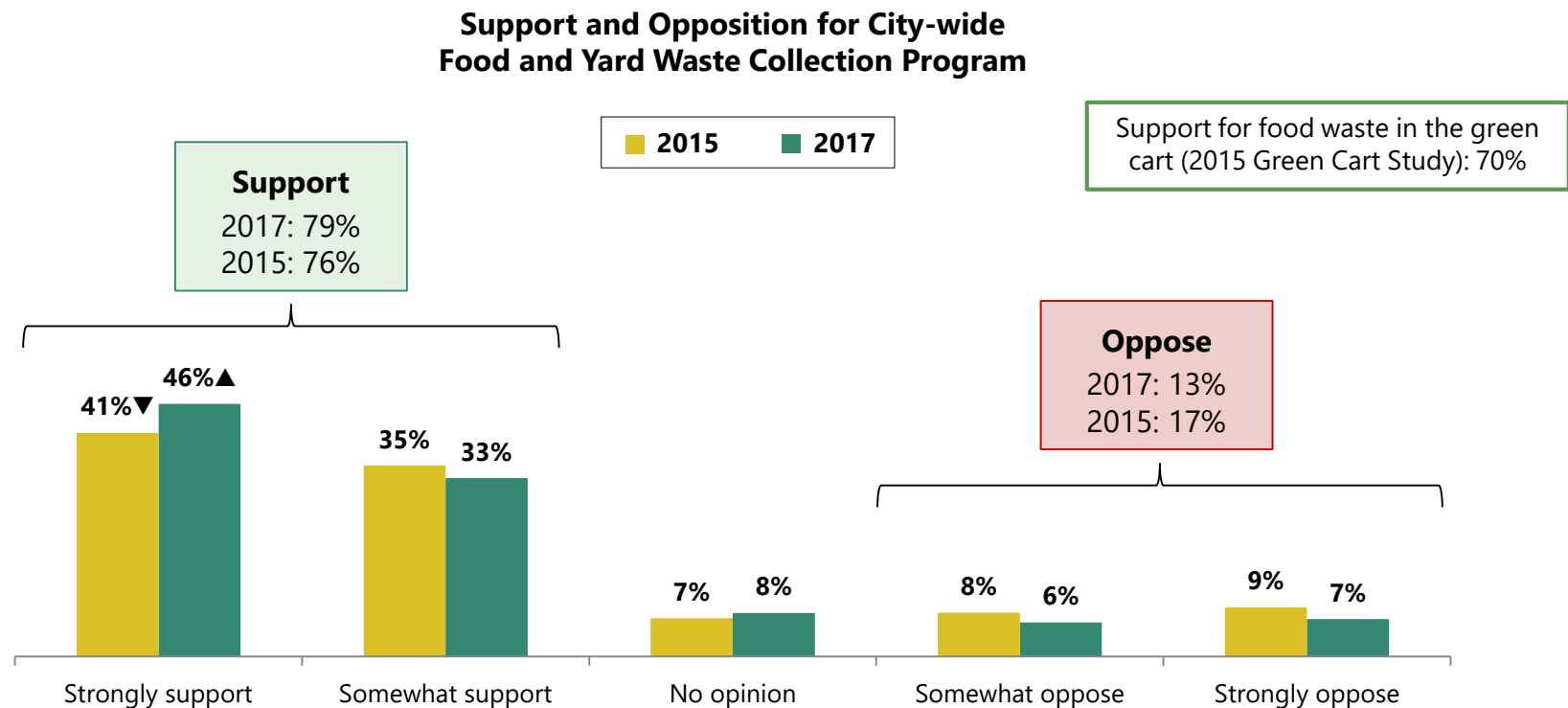


■ All or nearly all (>90%) ■ Most (70-90%) ■ Some (40-70%) ■ Not very much (10-40%) ■ None at all (<10%)

21. Broadly speaking, what proportion of your household's food waste do you compost (through any means)? Base: All respondents, n=1,004.

22. Broadly speaking, what proportion of your household's yard waste do you compost (through any means)? \*Base: All respondents who have a yard, n=807.

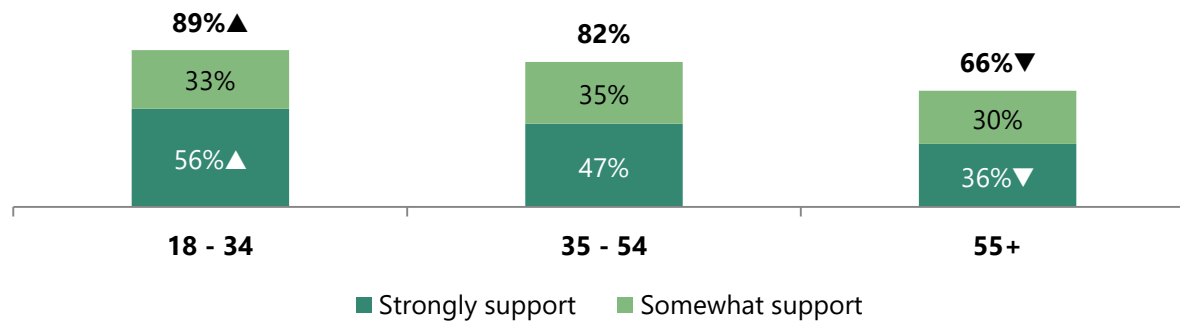
The majority of residents continue to be supportive of a city-wide food and yard waste collection program, with favourable opinions rising slightly since 2015.



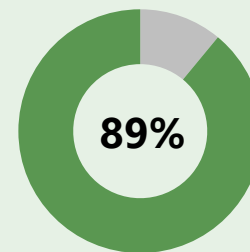
23. As you may or may not know, more than 50% of household garbage in Saskatoon is food and yard waste. Knowing this, would you support or oppose a city-wide food and yard waste collection program for all households? Base: All respondents, n=1,004.

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)



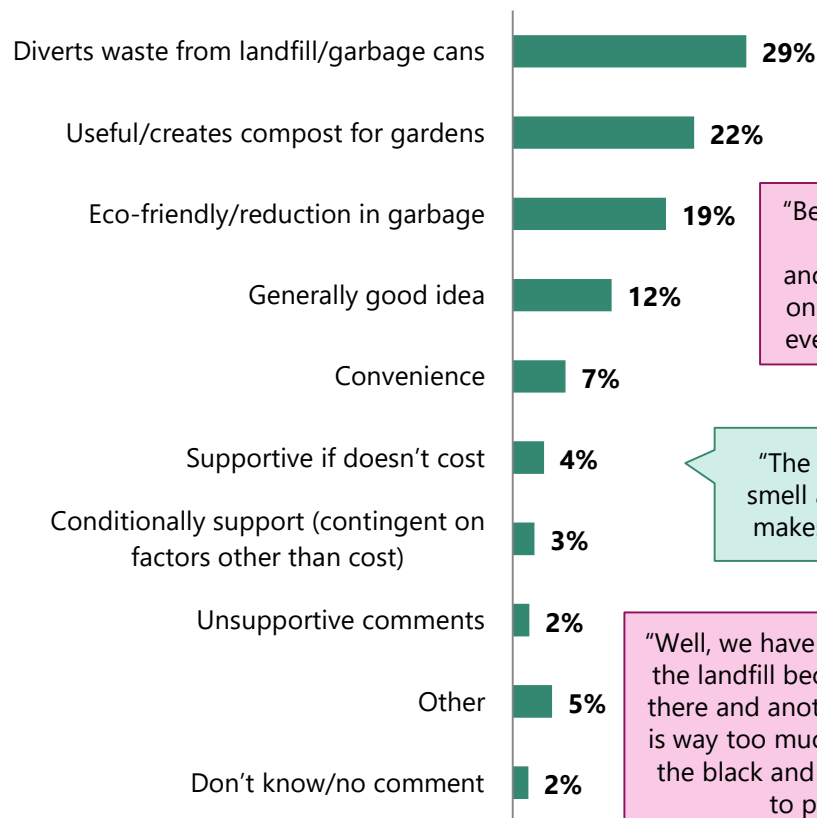
**Green Cart Subscribers**  
(% Somewhat & Strongly Supportive)



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)



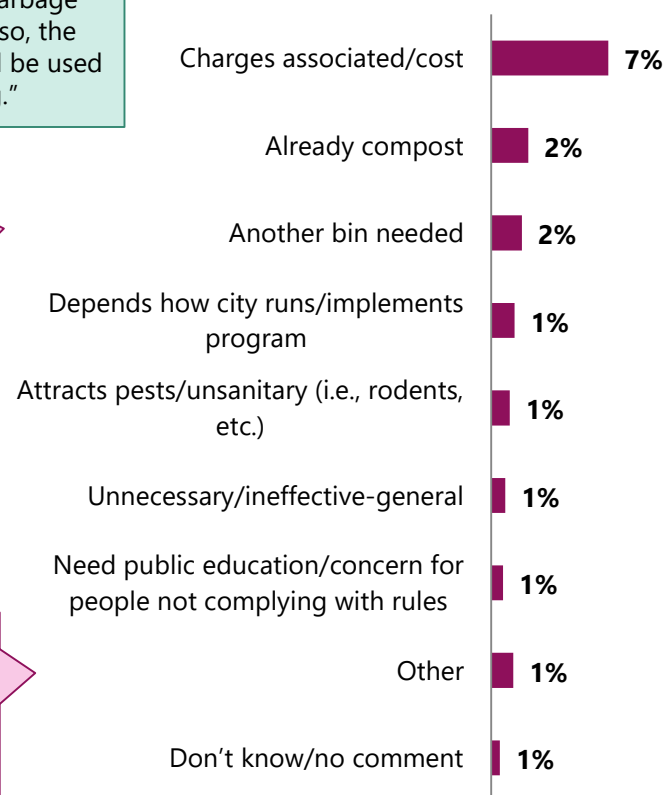
"It would reduce the amount of waste in the black garbage bins and landfills. Also, the food/yard waste could be used for composting."

"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)



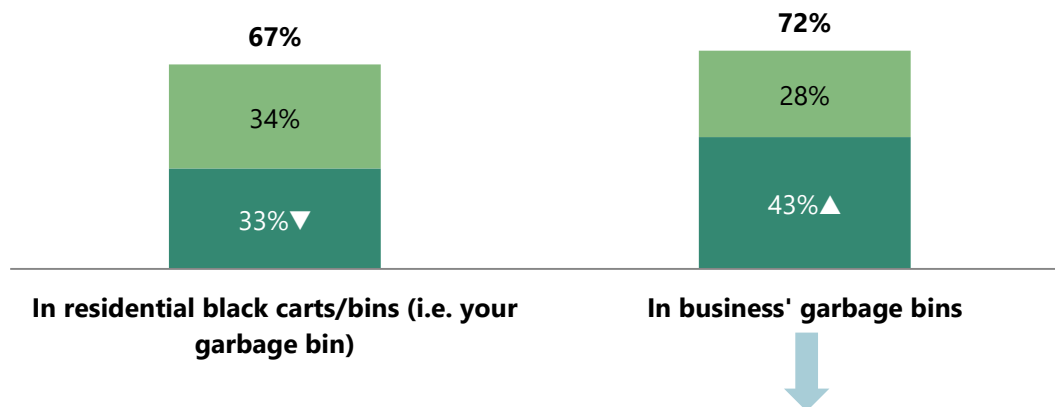
24. Why would you [support/oppose] a city-wide food and yard waste collection program for all households? Base: Respondents who provided an opinion on a city-wide food and yard waste program, n=921.

Roughly seven in ten residents are supportive of banning recyclables from both residential and business garbage. Even among respondents who indicate they are owners or decision makers of a local business, support remains strong (68%).

### Support for City Banning **Recyclables** from Being Allowed...

% Strongly & Somewhat Support

■ Strongly support ■ Somewhat support

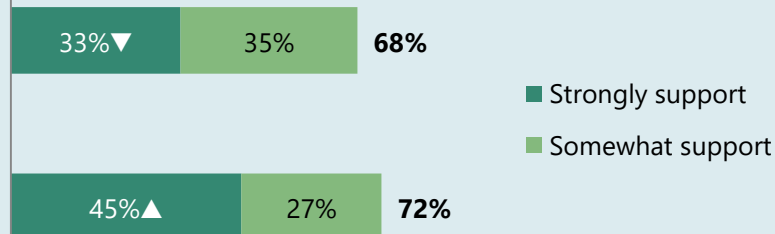


### Support for City Banning **Recyclables** from Being Allowed in Business Garbage Bins

% Strongly & Somewhat Support

Owner or key decision maker within a business

Non-business owners/decision makers



■ Strongly support  
■ Somewhat support

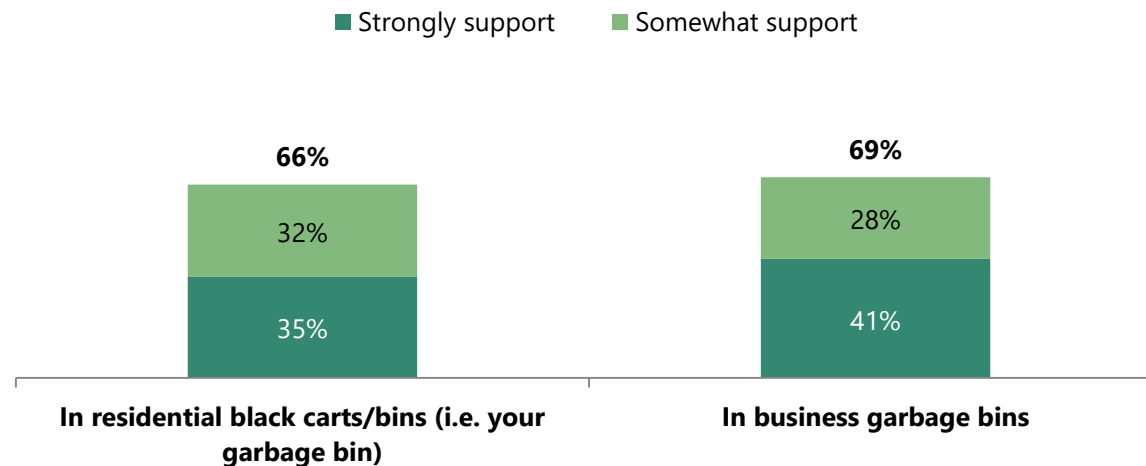
25. As you may or may not know, approximately 17% of garbage sent to the landfill is recyclable. Would you support the City of Saskatoon banning recyclables from being allowed... [In residential black carts/bins, In businesses garbage bins]? Base: All respondents, n=1,004.



Similar proportions of residents are in support of the City banning organics from residential and business garbage, provided that options for composting such as a city-wide green cart program were in place.

### Support for City Banning Organics from Being Allowed...

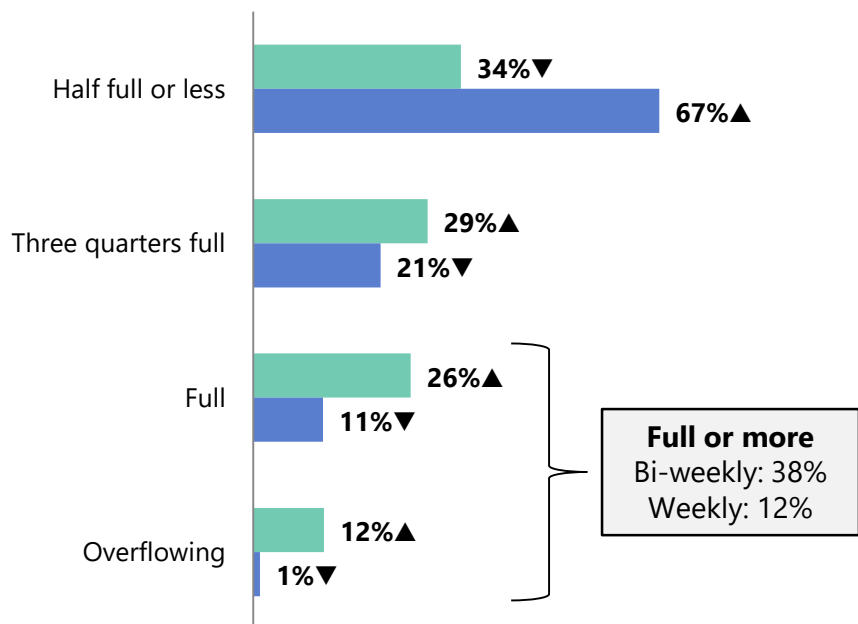
% Strongly & Somewhat Support



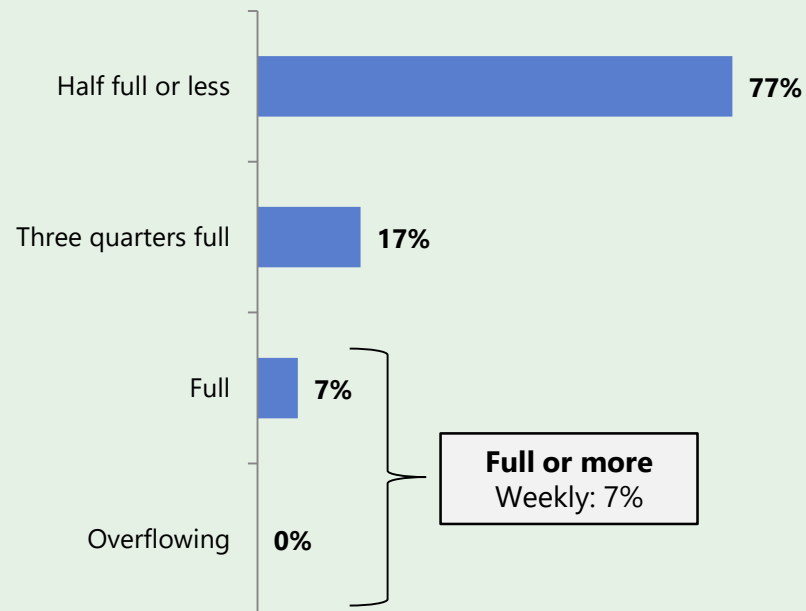
26. As you may or may not know, approximately, 32% of garbage sent to the landfill is organics. If options for composting such as a city-wide green cart program were in place, would you support the City of Saskatoon banning organics from being allowed... [In residential black carts/bins, In businesses garbage bins]? Base: All respondents, n=1,004.

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\*



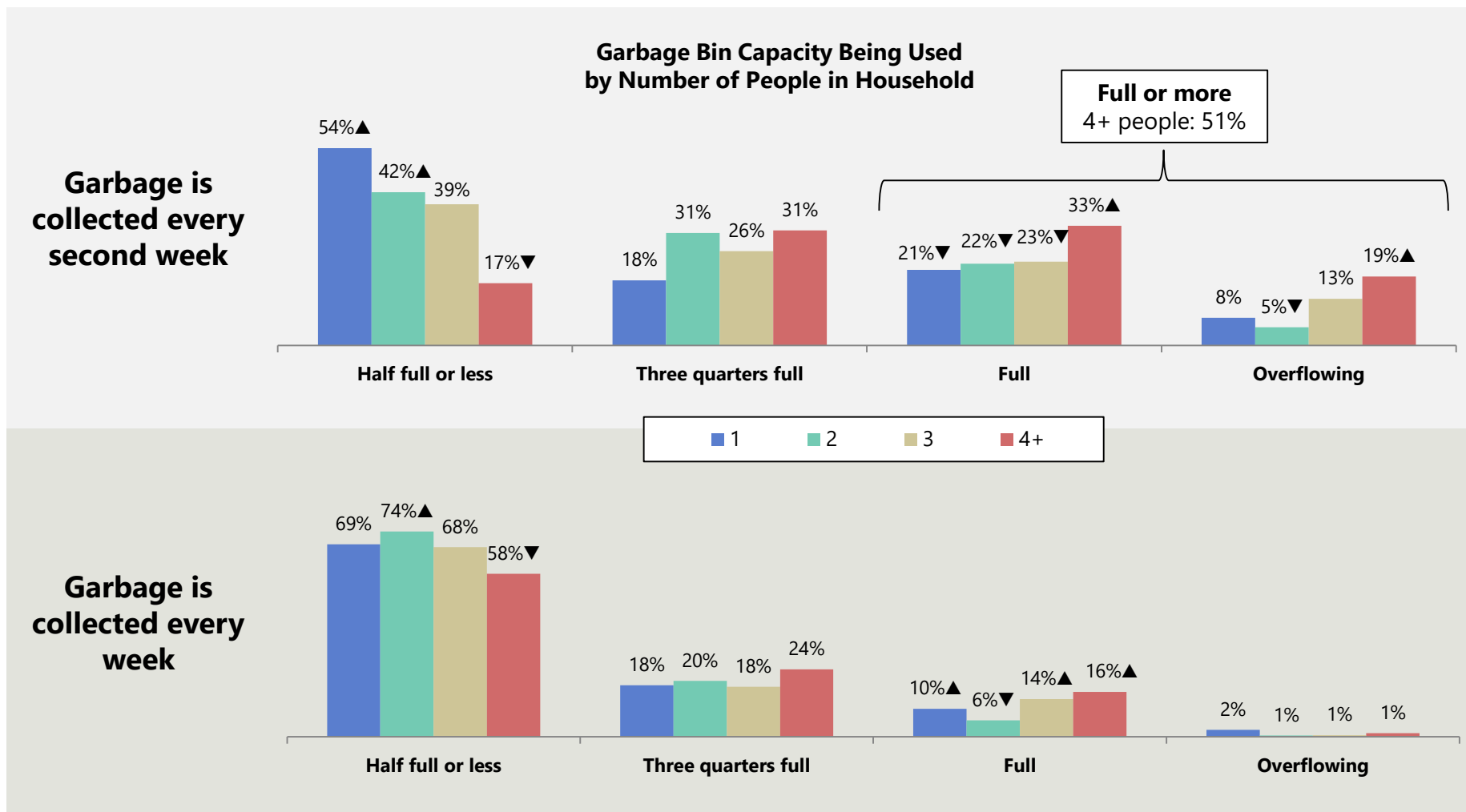
■ Garbage is collected every second week    ■ Garbage is collected every week

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.

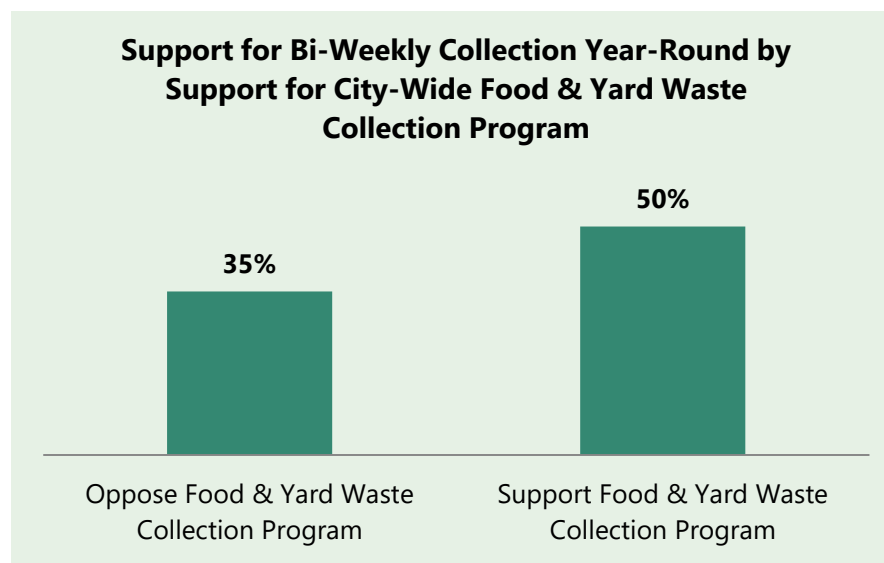
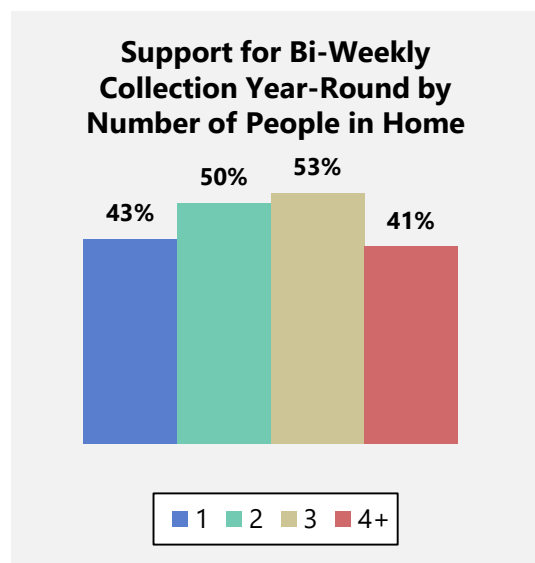
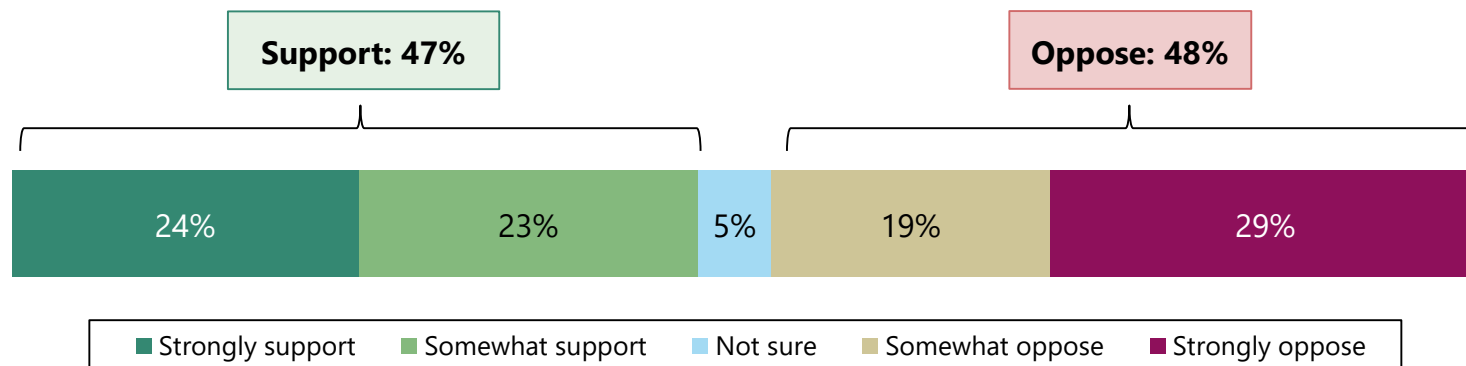
As expected, black cart capacity correlates with the number of individuals living within the household, with the most pronounced jump when there are four or more people in the home. Full or overcapacity is pronounced among these households during bi-weekly collection periods.



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 cart, "prefer not to say" not shown, n=780.

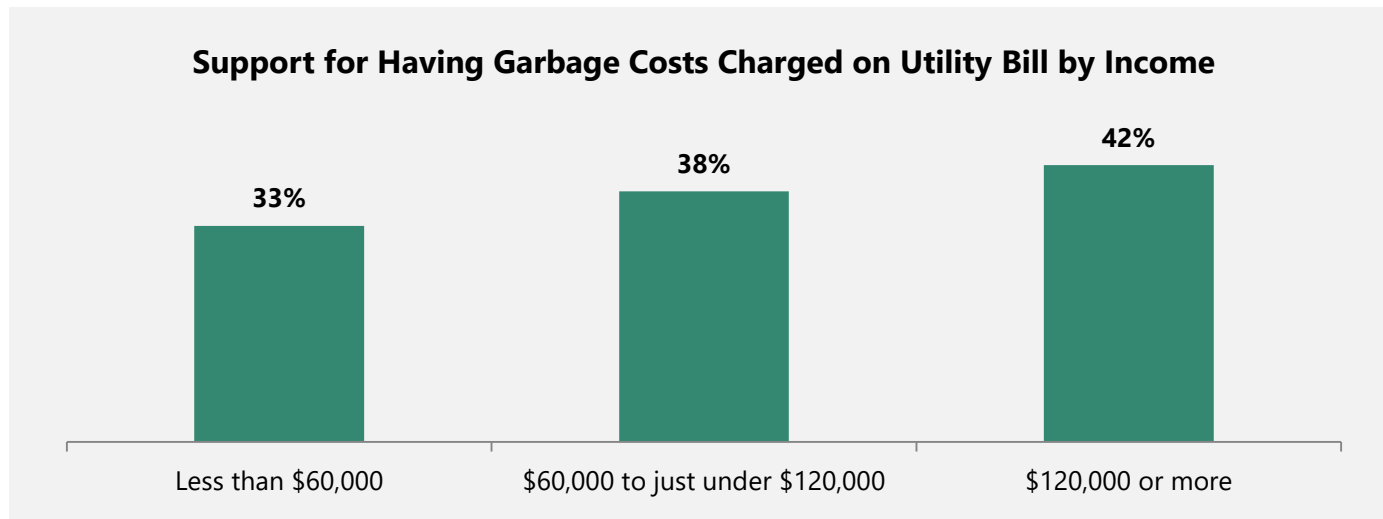
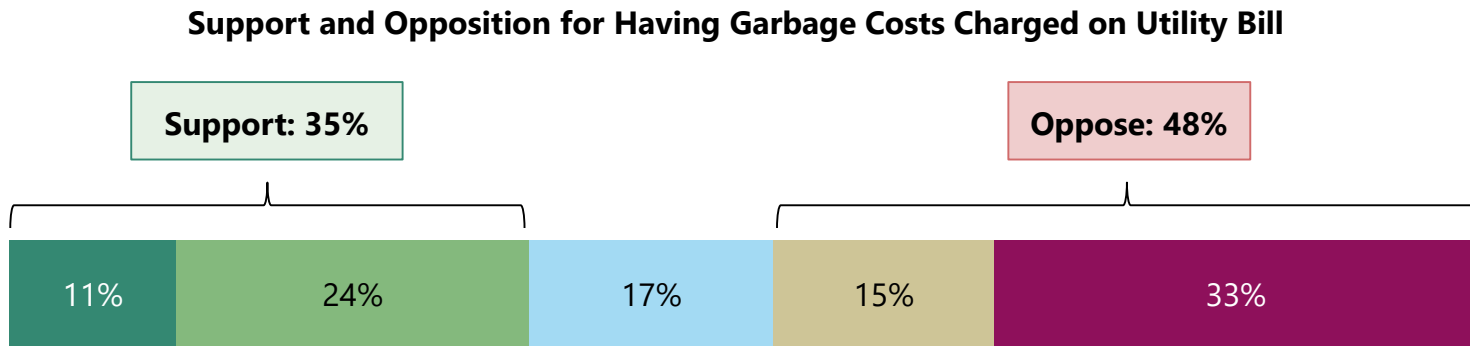
Opinions are divided with respect to the idea of implementing garbage collection every two weeks on a year-round basis.\* Support is lower among those with four or more people in the home and those opposed to a city-wide food and yard waste collection program.

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



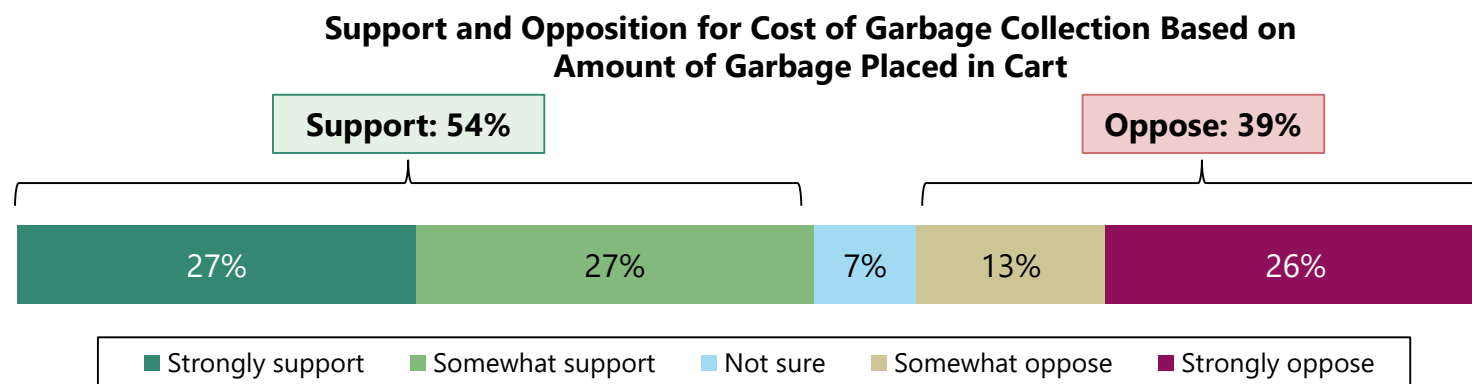
28. Would you support or oppose the City moving to collection of garbage every two weeks, year-round? Base: Respondents who receive service in an individual blue cart, n=780. \*Of note, this question was not asked in context of offering a city-wide green cart program at the same time to allow residents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

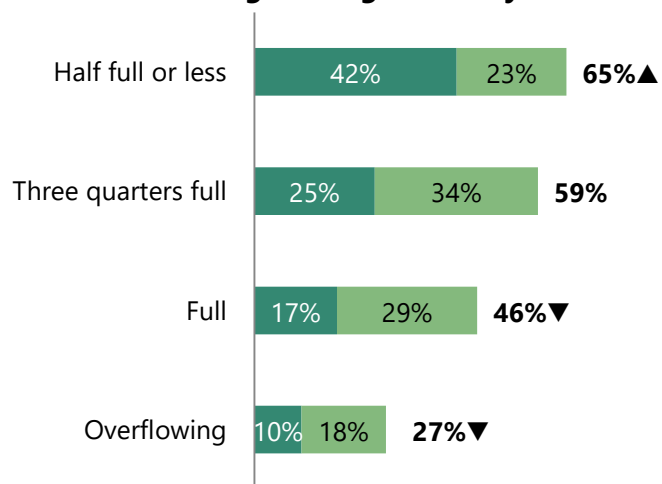


29. Presently, garbage collection is funded through property taxes. Would you support or oppose having this cost charged on your utility bill, similar to how the cost for recycling is charged now? Base: All respondents, n=1,004.

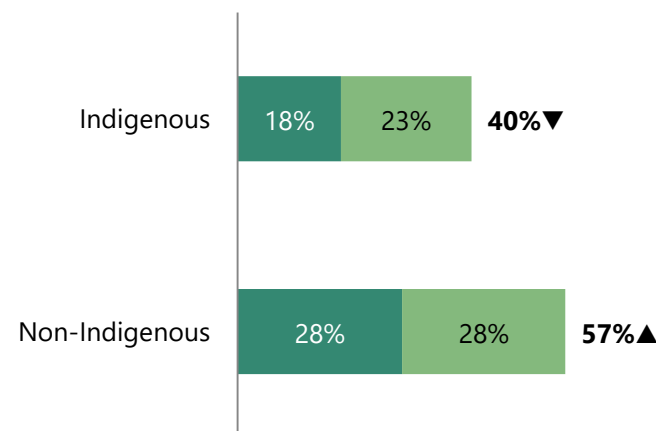
Opinions are also somewhat divided with respect to whether or not residents should pay varying amounts based on the amount of garbage in their black cart. Those with larger amounts of garbage and those who identify as Indigenous are less likely to be supportive of the idea.



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



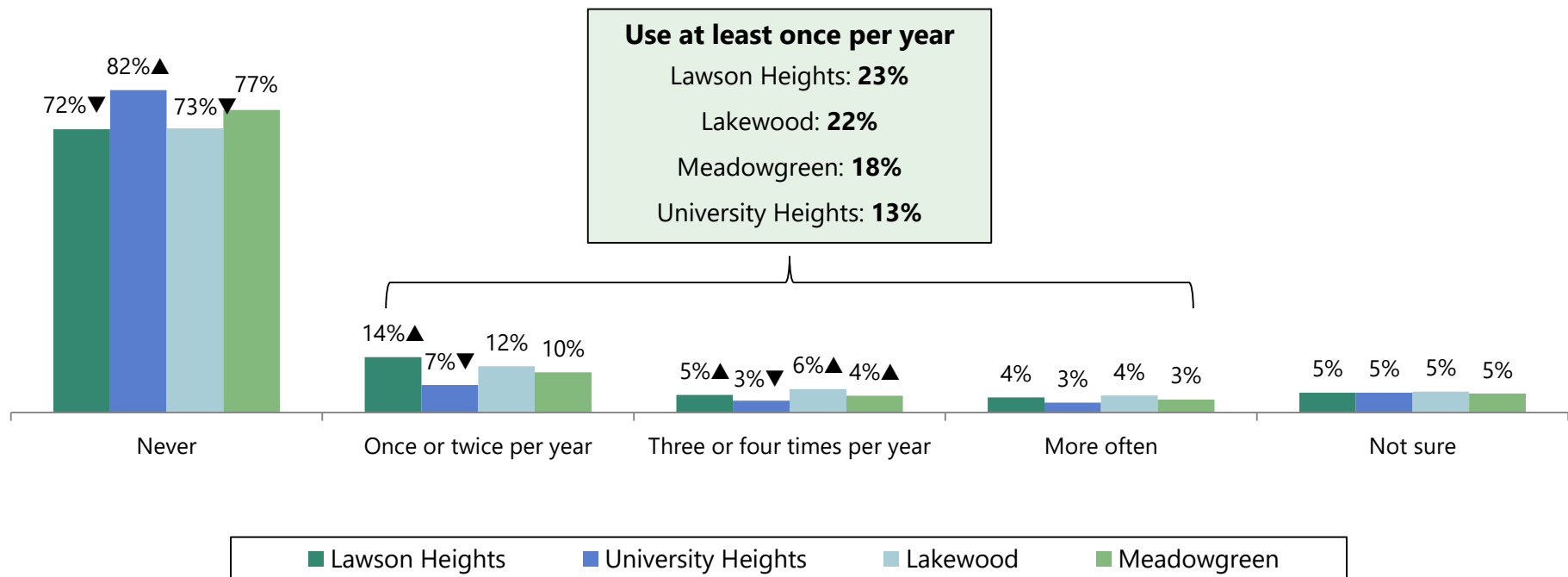
**Support for Cost Based on Amount of Garbage in Cart by Indigenous Status**



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



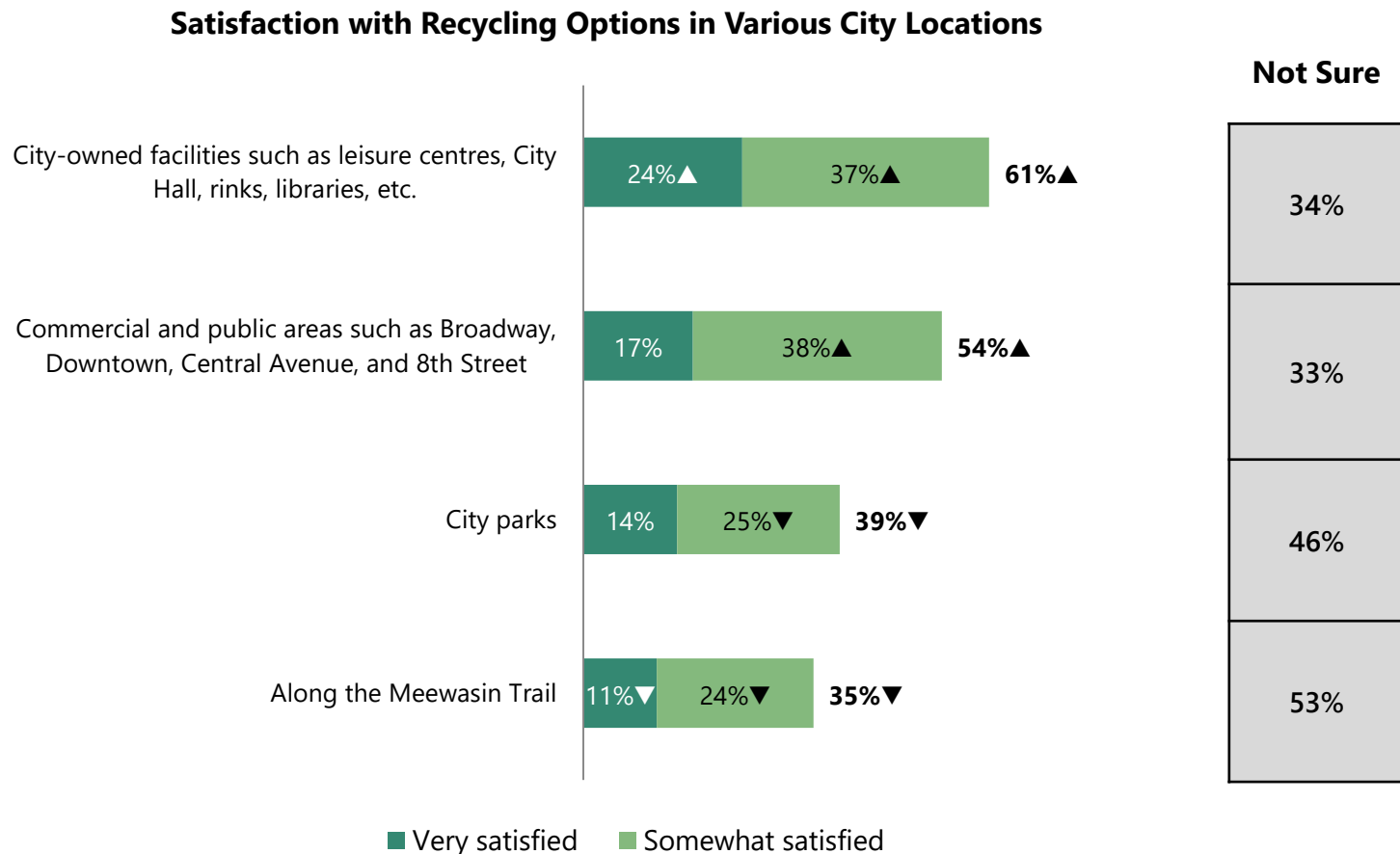
\*Note: Those who live within the SDA's with Recycling Depots are more likely to use those Depots.

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.



Satisfaction with recycling options within City-owned facilities, commercial and public areas, city parks and along the Meewasin trail appears moderate. However, many are uncertain and, as such, satisfaction scores are generally positive.

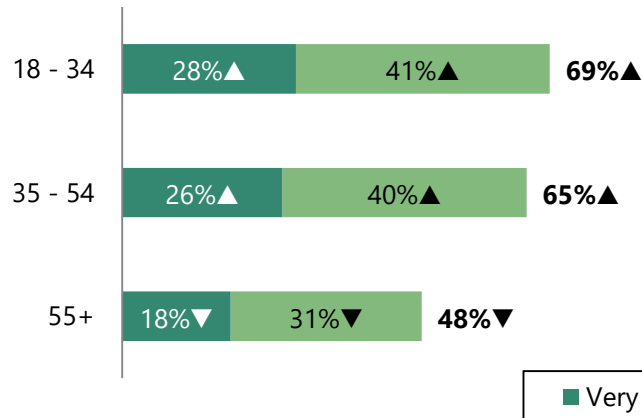


32. How satisfied are you with recycling options in each of the following locations? Base: All respondents, n=1,004.

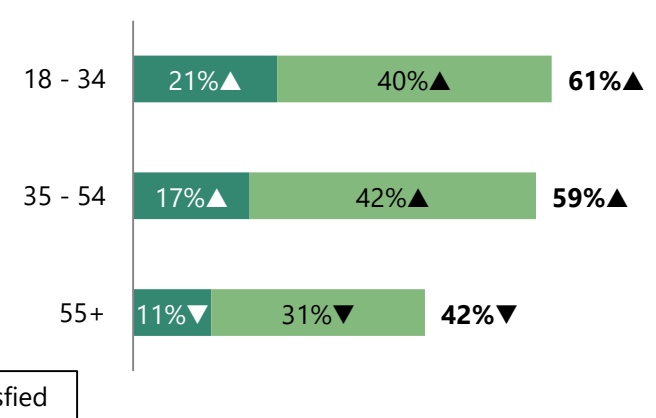
# Younger residents are more satisfied with recycling options in various city locations than are older residents.

## Satisfaction with Recycling Options in Various City Locations by Age Range (% Very & Somewhat Satisfied)

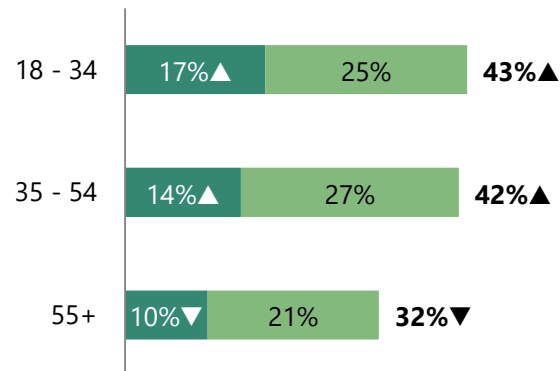
### City-owned facilities such as leisure centres, City Hall, rinks, libraries, etc.



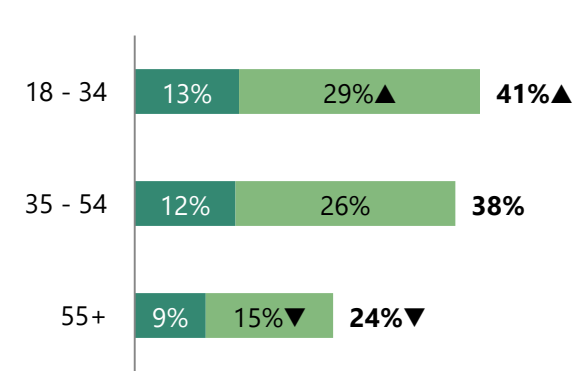
### Commercial and public areas such as Broadway, Downtown, Central Avenue and 8th Street



### City parks



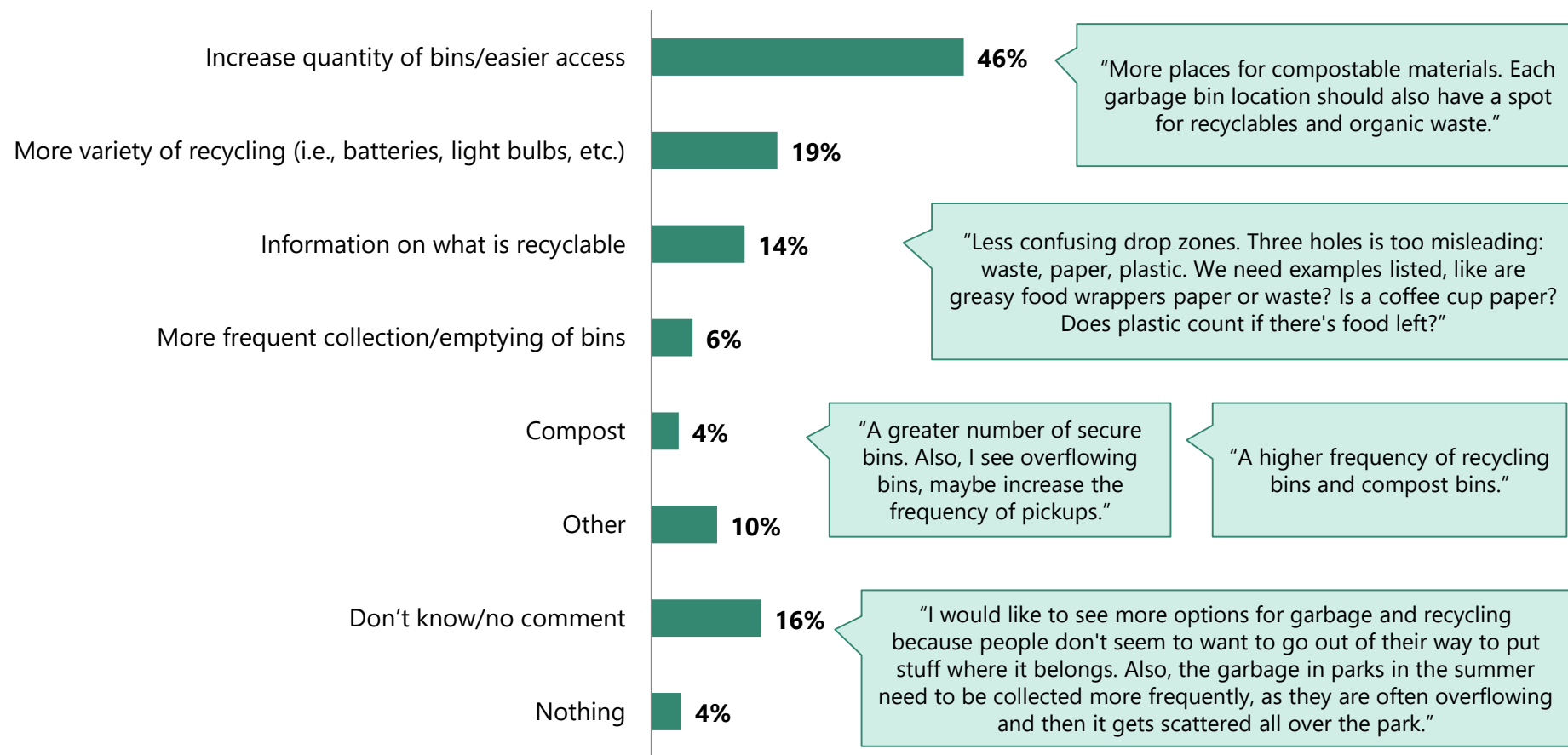
### Along the Meewasin Trail



32. How satisfied are you with recycling options in each of the following locations? Base: All respondents, n=1,004.

Among those less than satisfied with recycling options in city locations, suggestions for improvement commonly include increasing the number of bins and providing easier access.

### Suggestions for Public Waste and Recycling in Saskatoon

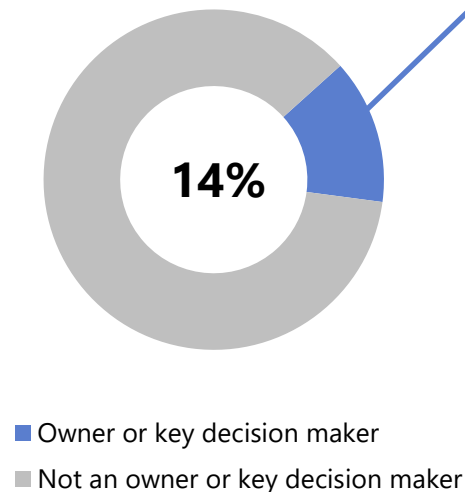


33. What else would you like to see in public locations for waste and recycling? Base: Respondents who indicated being not very or not at all satisfied to one or more items, n=246.

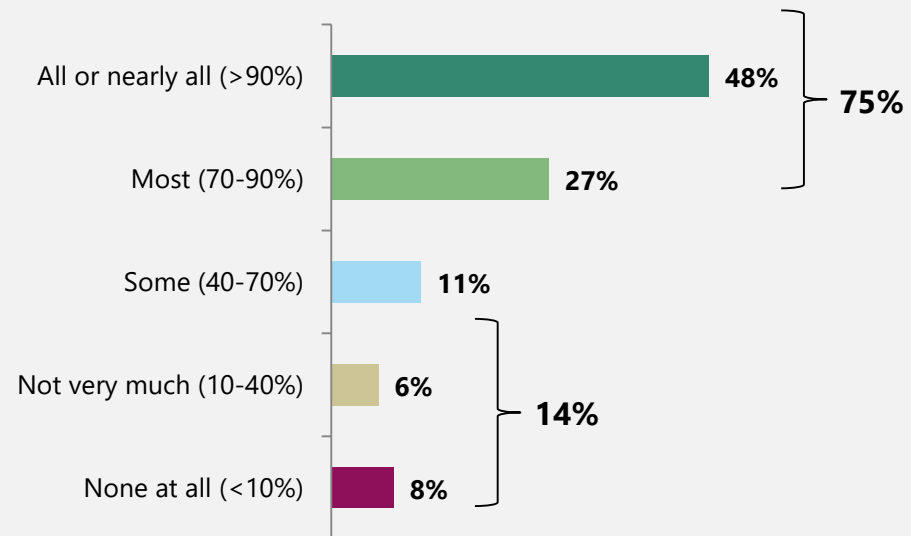
# Business Owners & Green Cart Subscribers

Of those who identify themselves as an owner or key decision maker within a business, most report that their organization recycles most or all of his or her business' recyclable items.

**Owner or Key Decision Maker  
within a Business**



**Proportion of Business' Recyclable Items  
Being Recycled**



34. Are you an owner or key decision maker within a business? Base: All respondents, n=1,004.

35. Approximately what proportion of your business's recyclable items do you or your employees recycle through your recycling bins or through other means (such as shredding)? Base: All respondents who are an owner or key decision maker within a business, n=139.