



Winnipeg

Water and Waste Department

Comprehensive Waste Management Plan –  
Phase 2 Web Survey Report

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**Leger**  
MARKETING

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## Executive Summary

- Garbage and recycling collection are of primary concern to most residents in Winnipeg, but strongest among curbside manual users. Two-thirds of residents in Winnipeg are satisfied with their current garbage collection and two in five with their recycling services, more than landfill maintenance and composting services.
- Nine out of ten feel that a community should demonstrate care and protection of our environment in attracting and keeping young people, and another nine out of ten feel that landfill diversion should increase from the current 17% to 50% of waste even if it was to cost residents more today.
- Four in five Winnipeg residents currently use blue boxes, with most residents using just one or two Blue Boxes. Half of residents support the notion of adding another Blue Box to increase recycling. Another two-thirds approve of the use of Blue Automated Carts.
- Nearly all would support the establishment of community drop-off depots to help recover or reuse items. Most approve of an option to pay less for using such depots if they had an option to separate their items in advance.
- Over two-thirds of residents dispose of organic waste in regular garbage, and under half have composters.
- Yard waste collection is well supported by two-thirds of residents in the option of biweekly collection from April to November. As well, doing just four collections in spring/fall is supported by half of residents.
- Over two-thirds of Winnipeg residents would like to see a curbside kitchen waste organics program created, but paying a fee of \$30-40 is supported by just under half of residents.
- Over half of residents put out just one bag of garbage for weekly collection.
- Four in five support the idea of phasing out AutoBins. The implementation of Automated Cart Collection finds two-thirds of residents supportive.
- Over half of residents are aware of the City's bulky waste pickup service and one quarter has actually used it.
- Half of Winnipeg residents support the idea of a City-wide User fee to pick up bulky waste materials. Less than half are supportive of a program that carries no direct charge but is tax supported. Just one in five would support discontinuing services, allowing for self-hauling or private industry.
- Most residents are familiar with Brady Road landfill, but only one in ten go there regularly. Most would support changing the focus at the landfill to increase waste diversion programs, along with composting and green park ideas to reuse materials.

## Background and Method

This study was completed online from March 29 to April 11, 2011 among Winnipeg residents who went on the site voluntarily to do the survey.

The findings presented in this document are based on data drawn from an online survey programmed by Leger Marketing and hosted by the City of Winnipeg. The survey was made available by City of Winnipeg to the general population of Winnipeg. This study follows another telephone study with a nearly identical survey instrument which was conducted by Leger Marketing.

The survey objectives were to establish opinion levels and the usage of waste management services, habits, perceptions, service type and satisfaction as Phase 2 for the Comprehensive Waste Management plan.

The data collected from the study has not been weighted to reflect the garbage collection type distribution across the city. However the sample was filtered against a list of postal code FSAs to ensure all respondents resided in Winnipeg.

Surveys were completed in the following Winnipeg service collection areas:

District	Unweighted N
Individual curbside/manual	173
Backlane Shared Autobin/ Wheelbarrow Carts in Autobin Areas	51
Automated carts	95
Apartment/Condo	27
Total	<b>346</b>

### Quality Control

Leger Marketing's experience and expertise in public opinion and marketing research extend to the quality and standards of every research project. Detailed verification and validation procedures at each stage of the process ensure data accuracy.

## Demographics

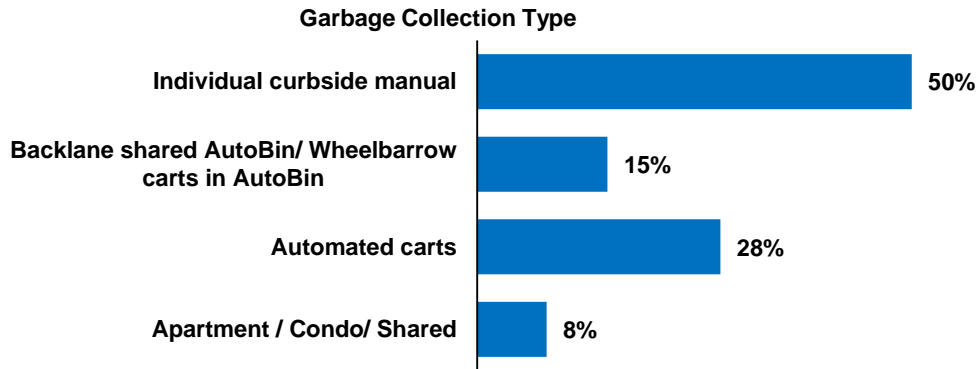
Variable	Overall Web (N=346)	Variable	Overall Web (N=346)
<b>Gender</b>		<b>Children aged 15 or less</b>	
Men	41%	Yes	31%
Women	59%	No	69%
<b>Age</b>		<b>Years in Winnipeg</b>	
18-24	5%	Less than 2 years	2%
25-34	22%	2-5 years	9%
35-44	22%	6-10 years	7%
45-54	23%	More than 10 years	82%
55-64	18%	Refused	1%
65-74	6%	<b>Income</b>	
75+	2%	Under \$10K	1%
<b>Education</b>		\$10K-\$29,999K	9%
Grade school/ Some high school	2%	\$30K-\$59,999K	21%
Completed high school	12%	\$60K-\$79,999K	16%
Some post-secondary	21%	\$80K+	26%
Completed college or university	62%	DK/Refused	28%
DK/Refused	3%	<b>Housing</b>	
<b>Waste Collection</b>		Rent	12%
Individual curbside manual	50%	Own	86%
Back lane shared AutoBin/ Wheelbarrow carts in AutoBin	15%	DK/Refused	3%
Automated carts	28%	<b>Composting</b>	
Apartment/Condo/Shared	8%	Yes	44%
<b>Dwelling Type</b>		No	56%
Single detached house	83%	<b>Recycling Participation</b>	
Apartment	8%	Blue Box	86%
Duplex/ Multiplex	6%	Other	9%
Condominium	1%	Do not recycle/Refused	4%
<b>Region of Winnipeg</b>		<b>Number of garbage bags/week</b>	
Northwest	26%	One or less	54%
Northeast	16%	Two	27%
Southeast	14%	Three	12%
Southwest	25%	Four	3%
Core	18%	More than four	4%
		DK/Refused	1%

Totals may exceed 100% due to rounding up per cents.

## Overall

### Garbage Collection

All respondents who completed the survey online were asked to define how their garbage is collected.



Respondents with Individual Curbside manual collection are more likely to display the following characteristics:

- Live in a single detached house (52%); and own their home (53%);
- More likely to be 65-74 years of age (74%);
- Recycle via the Blue Box (55%).

Respondents with Backlane shared Autobin/Wheelbarrow carts collection are more likely to display these traits:

- More likely to be living in the core (68%);
- Do not recycle (40%).

Respondents with Automated carts collection are more likely to display these traits:

- Live in a single detached house (31%); and own their home (31%);
- More likely to be living in the NW area (89%);
- Have children at home aged 15 or less (37%);
- Recycle via the Blue Box (30%).

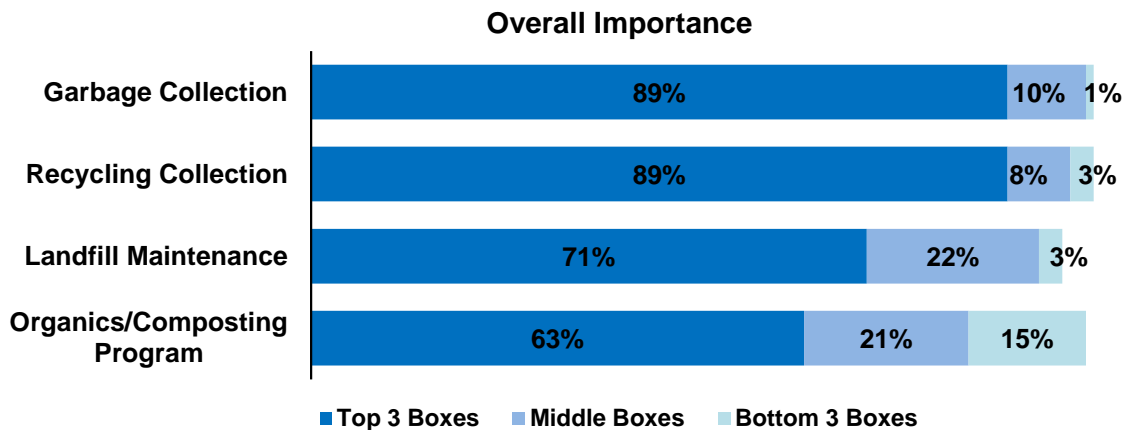
Respondents with Apartment/ condo/ shared garbage collection are more likely to display these traits:

- More likely to renting their home (54%);
- Are between the ages of 18-34 (19%);
- Are earning less than \$30K (29%);
- More likely to be living in the SW region (13%);
- Have no children at home aged 15 or less (10%).

## Satisfaction and Importance of Services

In the online survey, most Winnipeg residents feel that there is high importance in having their garbage and recycling collected. Further, their satisfaction is rated higher on these two main essential services. For landfill maintenance and organics/composting programs, these were not completely unimportant, but also generated less satisfaction.

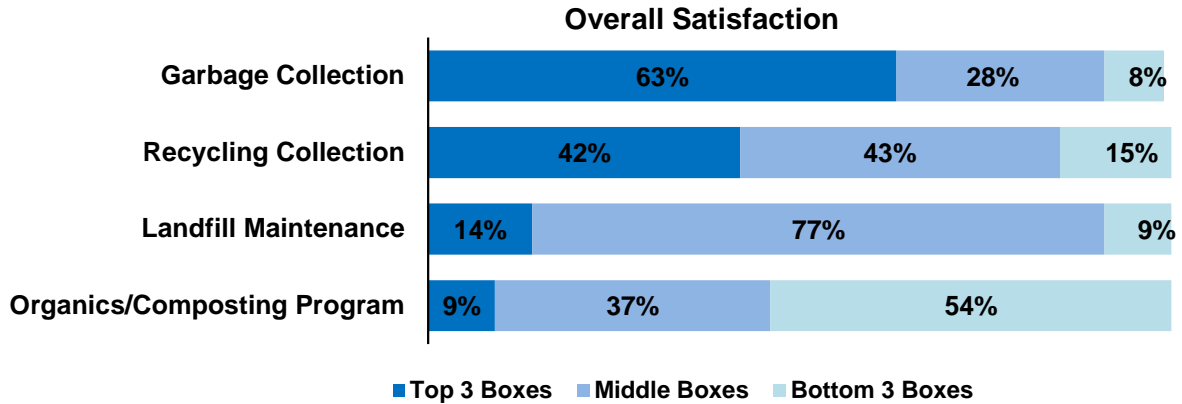
- Women find all four of these services more important than men, but only rate satisfaction higher than men in terms of garbage collection, as same as in the phone survey.
- Those with curbside collection rated highest on garbage services (91%).
- Those having apartments/condo/shared collection gave high importance on recycling (96%).
- While nine in ten find recycling to be highly important, these are likely to be comprised of those who recycle already (Blue Box 92%, other recycling 91%), and throw out one bag or less of garbage weekly (95%).
- Nearly two thirds find that the organics/composting program is highly important (63%), and many of these are residents who are recycling now (Blue Box 64%, other recycling 69%), and throw out one bag or less of garbage weekly (70%).
- Residents living in the SE part of Winnipeg find Landfill Maintenance more important (79%).
- Those who do not recycle are not satisfied with recycling collection (47% bottom 3 boxes).



G2. I'm going to name some topics and I'd like you to tell me how important each is to you. Let's use a 10-point scale where 1 means this is "not important at all" to you and 10 means it is "very important". How important is...(RANDOMIZE) Base: (n=346)

**\*Note: On a 10 point scale 'top box' indicates an 8-10 score, 'middle box' a 4-7 score and 'bottom 3 box' a 1-3 score.**

Almost two thirds of residents are highly satisfied with garbage collection services (63%). Another two in five were quite satisfied with their recycling collection services (42%).



G3. Now I'd like to read those same topics again and I'd like you to tell me how satisfied you are with each of them. Again, we'll use a 10-point scale where 1 means that you are "not at all satisfied" and 10 means that you are "very satisfied". How satisfied are you with...(RANDOMIZE) Base: (n=346)

Those giving top box scores for satisfaction with garbage collection services include;

- Residents who are 65+ (88%);
- Own their home (66%); and have curbside manual collection (81%);
- Live in single detached dwelling (63%).

Those giving top box scores for satisfaction with recycling collection services include;

- Have curbside manual collection (49%);
- Are recycling already (Blue Box 43%, other recycling 38%).

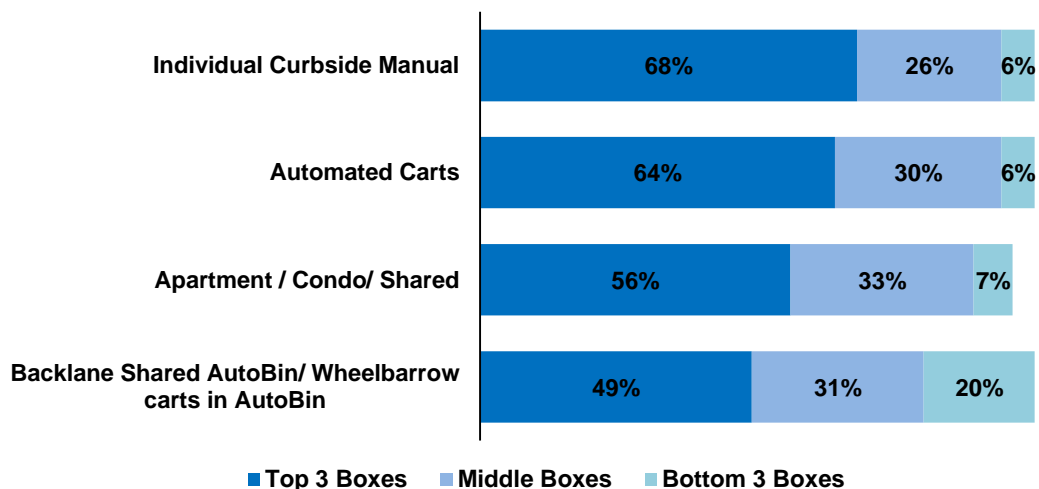
Those giving top box scores for satisfaction with landfill maintenance services include;

- Residents that live in single detached dwelling (15%);
- Those who have lived over ten years in Winnipeg (15%).

Those giving top box scores for satisfaction with organics/composting programs include;

- Women (59%).

**Garbage Satisfaction by Collection Type**





The top box scores for importance and satisfaction show differences between each type, shown as a gap. However, as this is a non-probability sample, sampling errors will not be calculated.

	<b>Importance - Satisfaction Gap</b>
Landfill maintenance	71% - 14%=57%
Organics/ composting program	63% - 9%=54%
Recycling collection	89% - 42%=47%
Garbage collection	89% - 63%=26%

The rankings of top box scores are shown above. We see that landfill maintenance in the online survey is again important (71%) but is scoring very low on satisfaction (14%). This is an area which would be a 'must fix' to address by the city in falling short of resident's expectations.

The organics composting program is important to just 63 per cent residents, so of a middle range priority, but failing to satisfy as only nine per cent rate satisfaction with this program as top box scores. This is an 'opportunity' for the city to improve services and prove that this can be an important program for residents to use.

The recycling program is still very important to nine out of ten residents (89%) in top box scores, but satisfying barely two in five in high ratings. This is another 'must fix' for the city to push up satisfaction to meet the priority placed on the importance of this service.

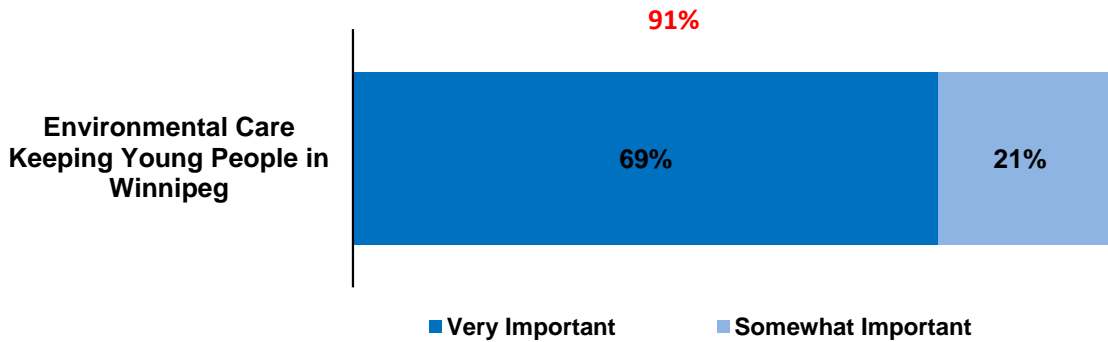
The smallest gap overall is on garbage collection, which is important to another nine out of ten residents and almost two thirds are satisfied. This is the service carrying the most strength for the City, and must be maintained.

## Environment Protection

Nine out of ten Winnipeg residents in this web study feel that a community should demonstrate care and protection of our environment in attracting and keeping young citizens in Winnipeg (91%).

- Those who rent fully find this to be important (100%), matched with apartment dwellers (100%), as well as younger residents aged 18-44 (96%), and seniors aged 75+ (100%).

### Care and Protection of Environment



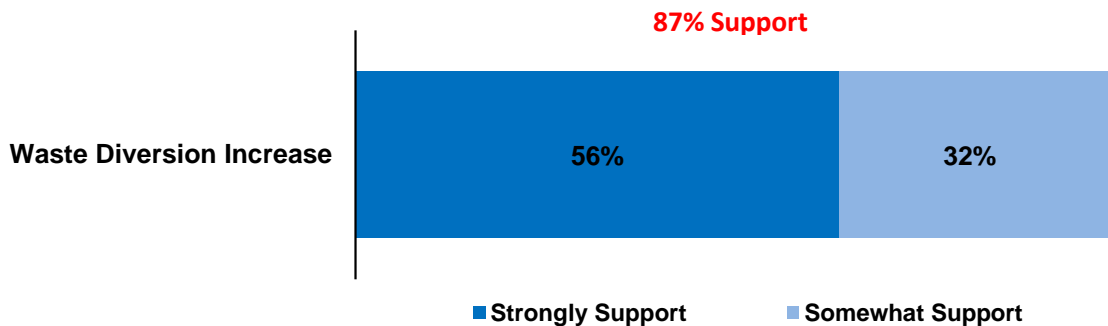
G4. How important is it that a community demonstrates care and protection of our environment in attracting and keeping young citizens to Winnipeg? Base: (n=346)

## Landfill Diversion

Almost nine out of ten Winnipeg residents surveyed online would support an increased 50% amount from the current 17% in diversion of waste from landfills (87%) even if it costs more today, as it saves money in the future.

- Nearly all young people aged 18-34 support this initiative (96%), along with all of those 75+ (100%).

### Support for Landfill Diversion



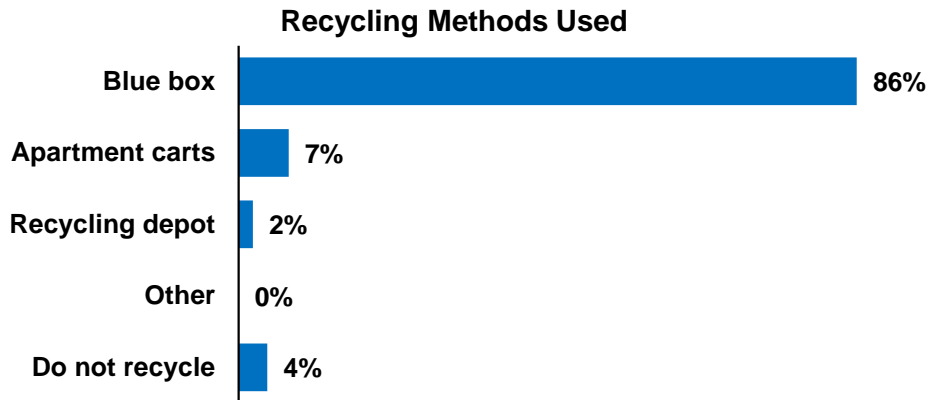
G5. The City is currently creating a Garbage and Recycling Master Plan to provide options to increase the amount of material kept out of the landfill and provide equitable services. Do you support the City's efforts to increase diversion of waste from the current 17% to 50% if it was to cost residents more today, but save money in the future? Base: (n=346)

## Recycling and Recovery

### Recycling Participation and Methods

Over four in five of Winnipeg residents surveyed online currently uses Blue Boxes (86%), with one in twenty using apartment carts (7%).

Naturally, more of those living in single detached dwellings use the blue boxes (93%), along with many in condos/multi home units (73%). Homeowners of any type are most likely to recycle in blue boxes (93%).

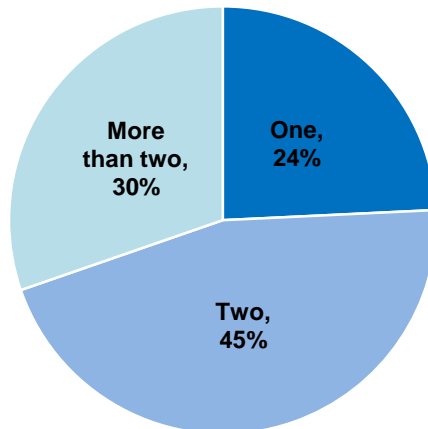


Q1. First, how does your household recycle? Base: (n=346)

### Blue Boxes

In the online survey, one quarter of Winnipeg residents have just one blue box (24%).

- These tend to be those with backlane shared AutoBin collection (45%).
- Those with two blue boxes are more in the category of those living in a single detached dwelling (47%).
- Those with more than two blue boxes tend to have children under 15 at home (41%), and have a higher income of \$80K+ (46%).



Q2. How many blue boxes does your household have? Base: (n=346)

## Recycling Options

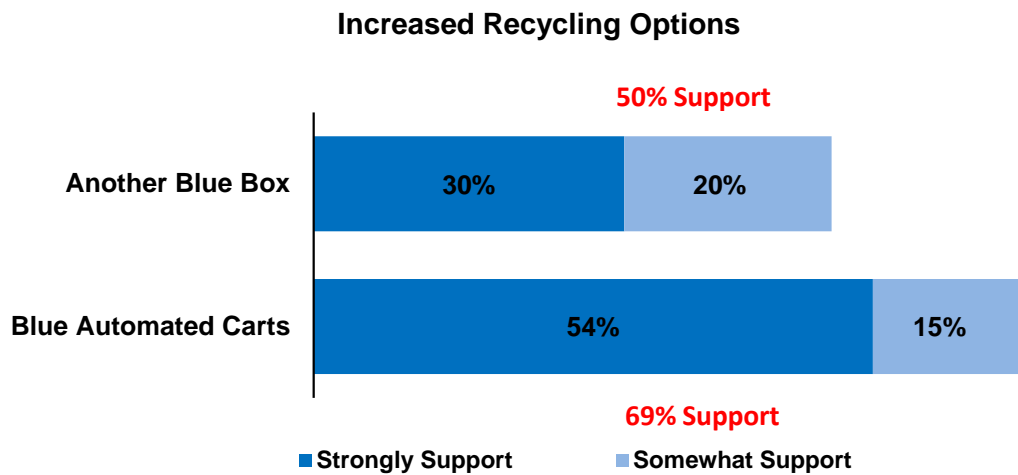
About half of people surveyed online would support continuing with the current blue box service (50%). Over two thirds would consider switching over to automated blue cart service (69%).

### Blue Box

- People that use a Blue Box already (51%) or recycle by other means (56%) will support another Blue Box.
- Those most opposed to another Blue Box live in the NW region (51%).

### Blue Automated Carts

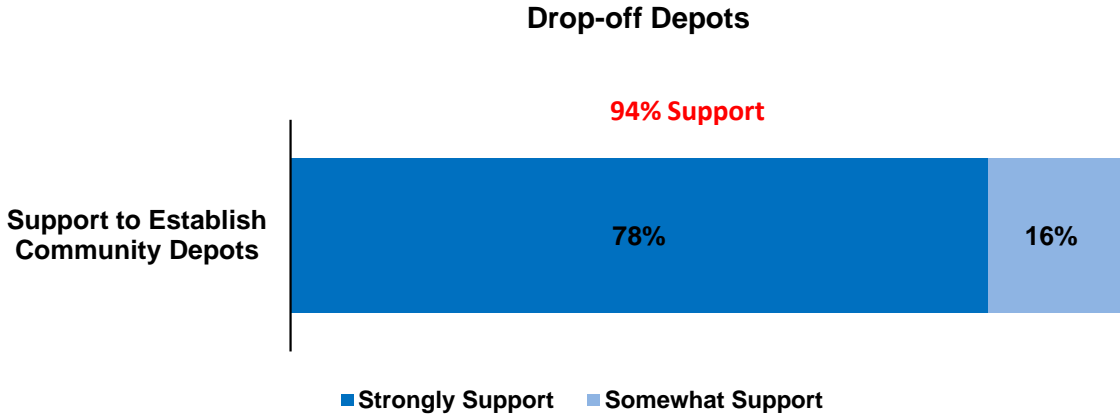
- Support for Blue Automated Carts comes from the apartment dwellers (85%), people in the NW region (89%), those with Automated Carts collection already (93%), have children under 15 at home (85%) and younger residents aged 18-44 years old (78%).



Q3. The City is considering two options to increase recycling. How much do you support...  
Base: (n=346)

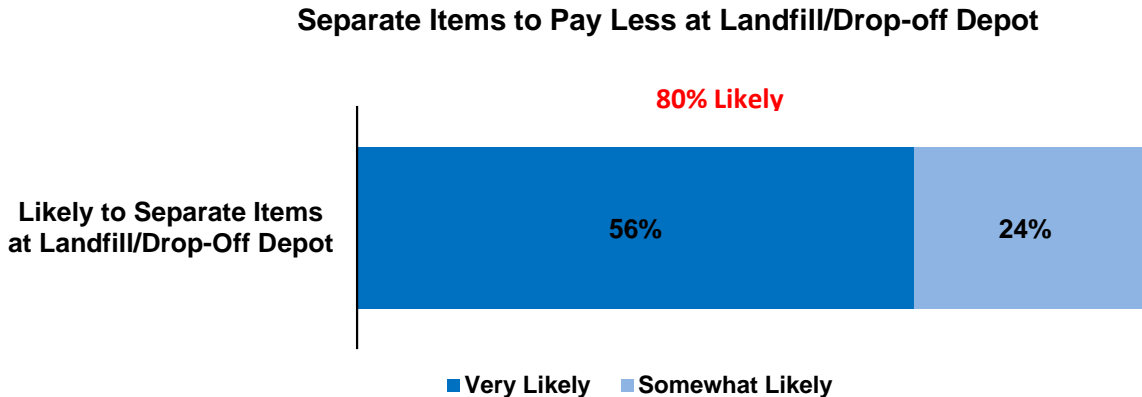
## Community Drop-off Depots

In the online survey, drop-off depots are again considered to be a good idea to nine out of 10 residents (94%).



Q4. To help recover and reuse valuable items from the waste stream, the City is considering establishing community drop-off depots. These would collect items such as electronic waste, household hazardous waste, wood, and construction materials. How much do you support establishing such community depots? Base: (n=346)

Four out of five Winnipeg residents are interested in the opportunity to pay less in dropping off items at the landfill/ drop-off depot by committing to separating those items (80%).



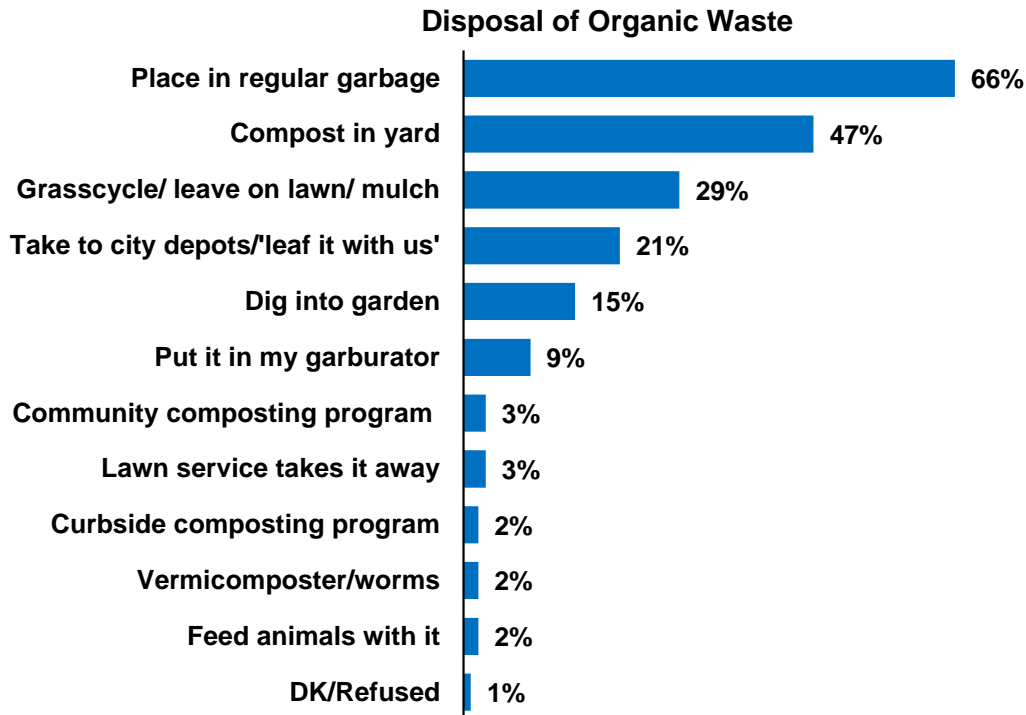
Q5. How likely would you be to separate your items at the landfill or community drop-off depot if it meant you would pay less? Base: (n=346)

## Organic Waste/Composting

### Disposal of Organic Waste

Over two thirds of Winnipeg residents in the online survey will dispose of their organic waste materials in the regular garbage (66%). Only one quarter will compost their materials in the yard (47%).

- Women tend to just put organic waste in the regular garbage (71%), along with those aged 18 to 34 years old (77%).
- Many of those who put out three or more garbage bags weekly will place organic waste in the regular garbage (79%).
- Half of those with a single detached home will compost it in the yard (51%) or some will dig it into the garden (15%).



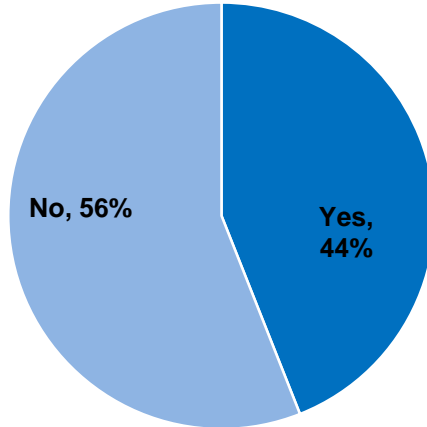
Q6. What do you normally do with organic waste materials? By organic waste I'm referring to things like vegetable peels, coffee grinds, grass and leaves and the like. Base: (n=346)  
*Totals will exceed 100% due to multiple mentions.*

## Composter Incidence

Two in five Winnipeg residents surveyed online have and use a composter (44%).

- Those who have and use composters tend to be living in a single detached dwelling (47%) and have higher incomes above \$80K (61%).
- More of those who have composters use a Blue Box (47%), own their homes (47%), and have curbside collection (53%).

**Have Composter**



Q7 Does your household have and use a composter? Base: (n=346)

## Yard Waste Options

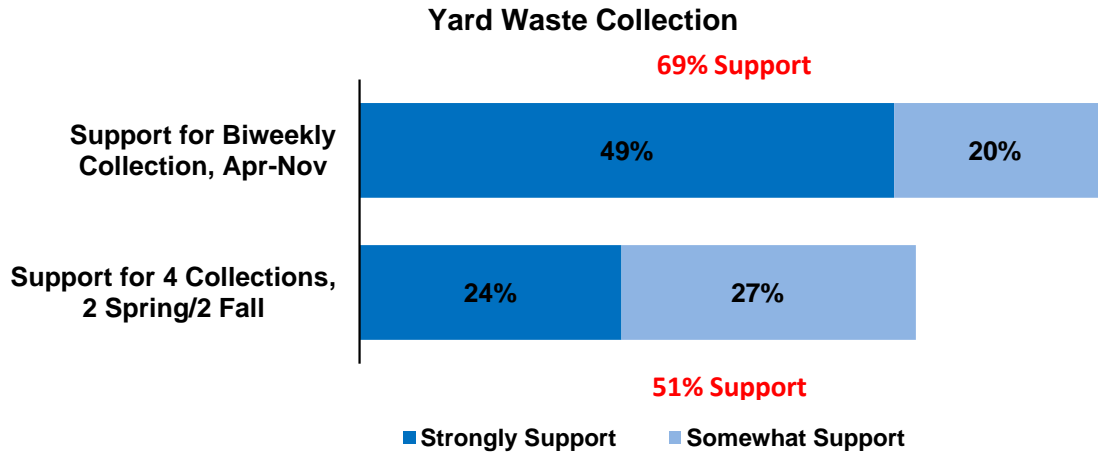
Many Winnipeg residents who were surveyed online support both potential schedules for yard waste collection. Over two thirds support collection as being biweekly from April to November (69%), while half of online respondents voted for four collections with two in spring and two in the fall (51%).

### Biweekly from Apr-Nov

- Residents with curbside collection most strongly support yard waste collection biweekly from April to November (71%).

### Four Collections, Two Spring/Two Fall

- Women (56%) and those with who are composting most strongly support the option for four collections over spring/fall (59%).



Q8. The City is considering two options to collect yard waste, which would include items like leaves and grass clippings. How much do you support... Base (n=346)



### Curbside Kitchen Waste Program

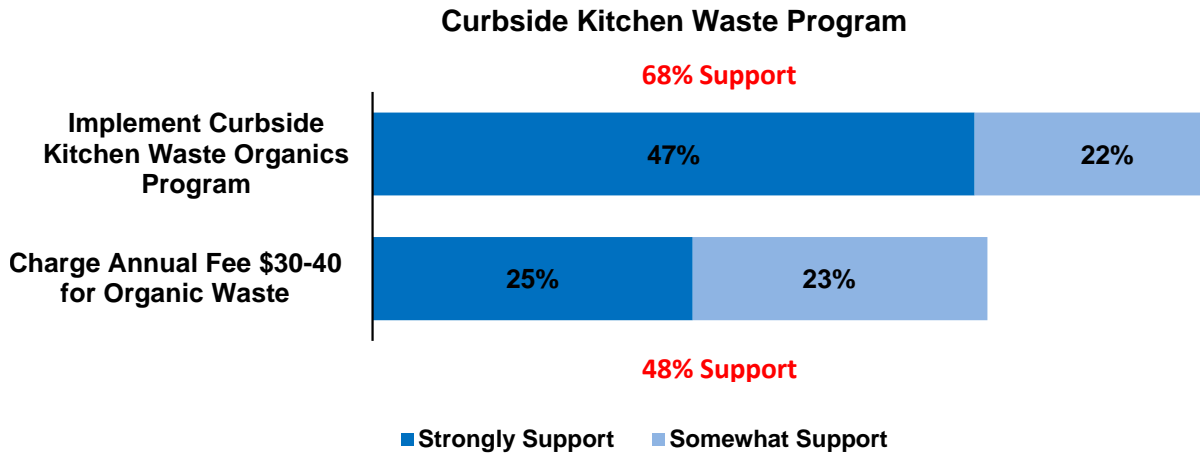
Over two thirds of Winnipeg residents support the creation of a program for curbside kitchen waste collection, (68%), but slightly under half of residents support paying an annual fee of \$30-40 to implement this program (48%).

#### Curbside Kitchen Waste Program Implementation

- Many of those who most strongly support the idea of a curbside kitchen waste organics are women (75%), those aged 18-34 (75%) and are renters (88%).

#### Charge Annual Fee for Kitchen Waste Program

- Paying an annual fee is most strongly supported by women (54%), those aged 18-34 (59%), renters (78%), those who put out one garbage bag weekly (55%), and apartment dwellers (73%).



Q9. After a yard waste program has been established, the City is considering implementing a curb side kitchen waste organics program. How supportive are you of such a program? Base (n=346)

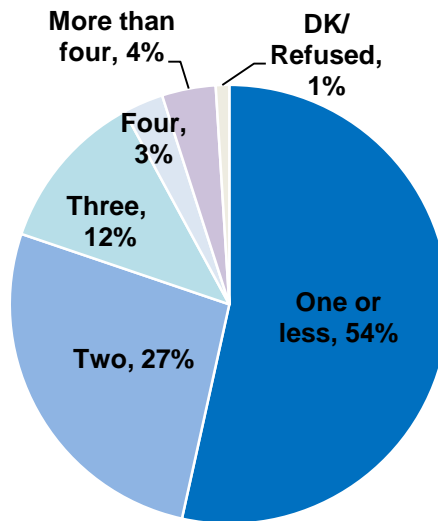
Q10. In order to support a curb side organics program an annual fee of \$30-\$40 per year may have to be charged. How supportive are you of such a fee, if it means it would help implement a curb side organics program? Base (n=346)

## Garbage Collection

### Garbage Quantity

Around half of Winnipeg residents put out one or less garbage bag per week (54%), and another quarter will put out two per week (27%).

- Over two thirds of apartment dwellers put out one or less garbage bags per week (69%), along with over half of women (59%).
- People earning \$80K+ tend to put out two bags per week (30%).
- Those with children under 15 at home tend to put out three bags weekly (20%).

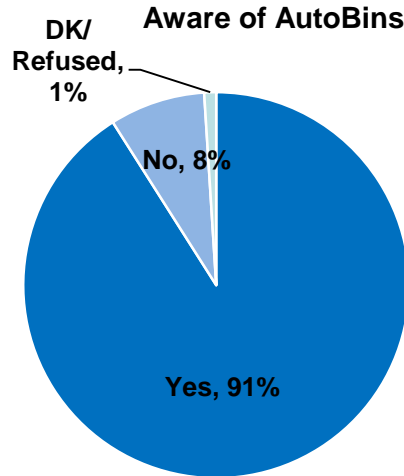


Q11. In an average week, how many how many bags of garbage do you put out – where a bag would be about the size of a green “Glad” bag? Base: (n=346)

## AutoBins

Most Winnipeg residents are aware of the community shared AutoBins (91%).

- Those who are aware of the AutoBins are using a wheelbarrow cart/backlane shared AutoBin (96%), and are living in the SW area of Winnipeg (97%).



Q12. Some residents in northwest Winnipeg currently use community shared AutoBins, also known as dumpsters, for their garbage. Are you aware that the City uses AutoBins? Base: (n=346)

### Phase Out AutoBins/ Implement Auto Carts

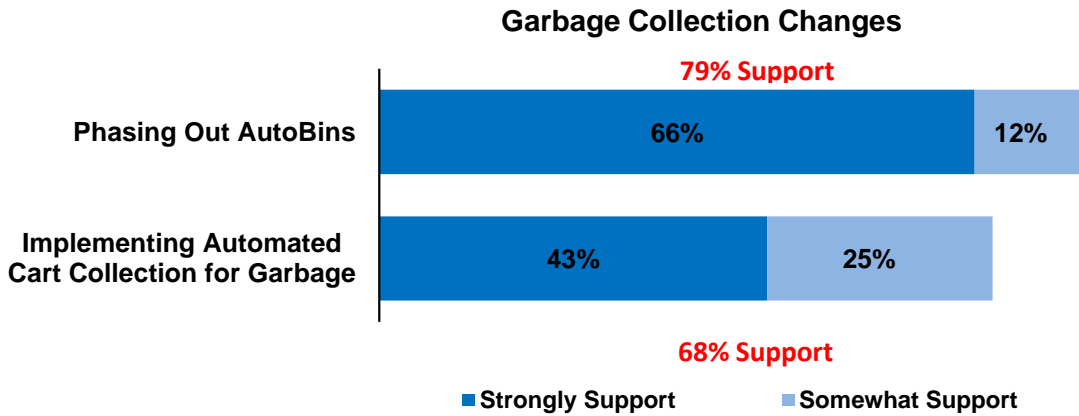
Most Winnipeg residents support the idea of phasing out AutoBin garbage collection as being expensive (79%). Another two thirds of support implementation of a program for more Automated carts instead of manual unlimited garbage collection (68%).

#### Phasing Out AutoBins

- People who support phasing out AutoBins tend use a Blue Box (82%), have curbside collection (86%) or Autocarts (86%), and are men (87%),

#### Implementing Automated Cart Collection for Garbage

- Residents who support the implementation of Automated carts throughout the City are those who already have Automated carts for garbage collection (90%).
- As well, many supporters live in the NW area of Winnipeg (85%), and have children aged 15 or less (76%).



Q13. The cost for collecting garbage from AutoBins is twice as expensive as collecting garbage from the rest of Winnipeg. The City is considering phasing out the use of AutoBins. How supportive are you of the initiative? Base (n=346)

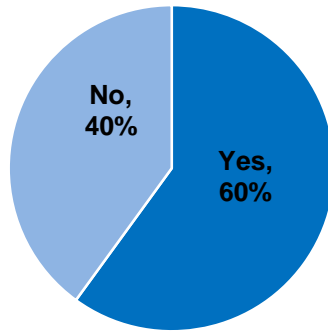
Q14. With the cost of manual unlimited garbage collection becoming more expensive than individual Automated Cart collection, the City is considering switching to Automated Carts throughout the city. Currently this Cart is used in parts of Northwest Winnipeg. How much do you support implementing automated cart collection for garbage? Base (n=346)

## Bulky Waste Pickup

Over half of Winnipeg residents are aware of the existence of the bulky waste pickup service (60%).

- Those who are most aware of the service according to the web survey are likely to be men (66%), use Blue Boxes (62%), compost (68%), own their homes (63%), are living in a single detached dwelling (62%), are aged 55-74 (75%), and have lived in Winnipeg for 10 years or more (63%).

### Bulky Waste Aware

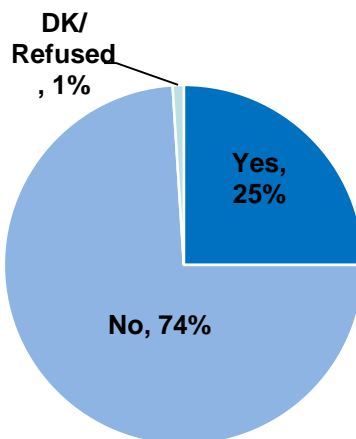


Q15. Currently the City has a program that picks up bulky waste weekly on a call-in basis. Bulky waste is garbage that is larger or heavier than regular garbage you throw out, and includes such items as household furniture or mattresses. Are you aware that the City offers bulky waste? Base: (n=346)

Only one quarter of the people surveyed online have actually used the bulky waste pickup service (25%). For those aware residents, this jumps to 42 per cent (86 bulky waste users out of 206 aware of bulky waste pickup services).

- Bulky waste pickup users are likely to be living in a single detached dwelling (26%), own their homes (26%), have curbside collection (29%), and say that they have lived in Winnipeg for 10 years or more (28%).

### Bulky Waste Usage

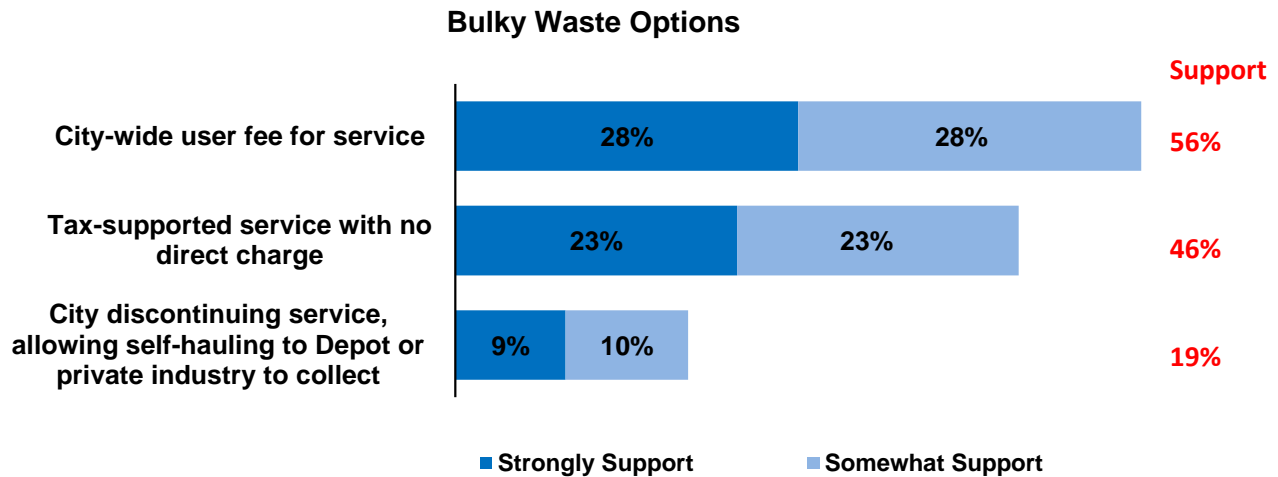


Q16. Have you ever used the City's bulky waste pickup service? Base: (n=346)

### Options for Collecting Bulky Waste

About half of Winnipeg residents support the idea of a city-wide user fee to pick up bulky waste materials (56%). Just under half of residents support implementation of a program for a tax supported service that carries no direct charge (46%). One fifth would support having the City as discontinuing the service for self-hauling or private industry (19%).

- Paying city-wide user fee is most strongly supported by those having curbside garbage collection (62%), and put out one or less garbage bags weekly (63%).
- The idea of tax-supported services is well supported by those in the Core (62%) or NW region (54%).
- Those who support discontinuing bulky waste service are men (25%), live in a single detached dwelling (21%), and have curbside collection (24%).



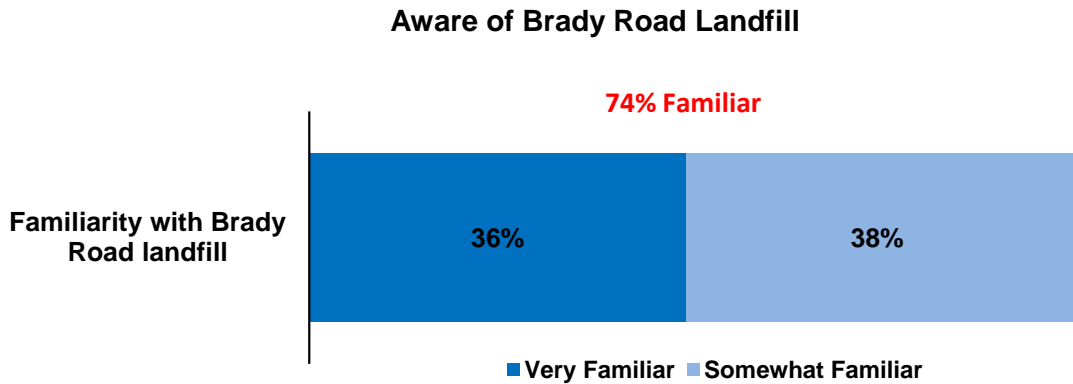
Q17. The City is considering three options for collecting bulky waste. How much do you support...? Base (n=346)

## Landfill Maintenance

### Aware of Brady Road Landfill

Almost three quarters of Winnipeg residents have some familiarity with the Brady Road landfill site (74%).

- Even with a lower sample size of those surveyed online, those most familiar with Brady Road landfill are men (83%), have curbside collection (81%), recycle with Blue Boxes (78%), own their homes (77%), and have a single detached dwelling (78%).

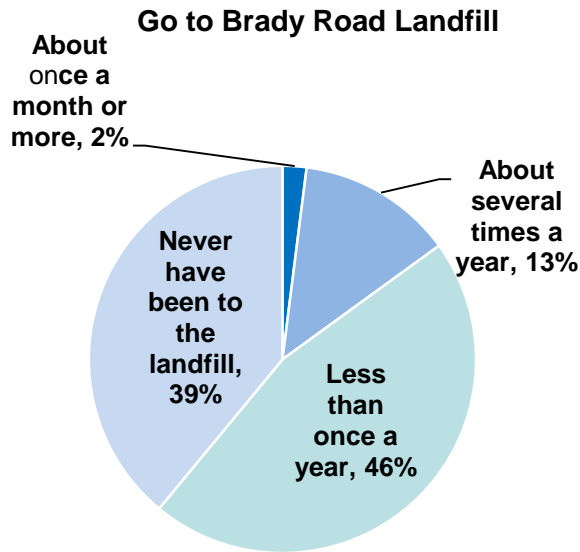


Q18. The City currently maintains a landfill site at Brady Road, which is located at the south end of the city. How familiar are you with Brady Road landfill? Are you...[? Base: (n=346)

## Brady Road Usage

About one in 10 Winnipeg residents will go to the Brady Road landfill several times annually (13%), with nearly half going less than once per year (46%). Two fifths have never been there at all (39%).

- Among those surveyed online, it was found that those going several times a year to Brady Road landfill were more likely to be men (20%), with curbside collection (16%).
- Those who never go there according to the web survey are more likely to be renters (64%), live in apartments (64%), and have no children aged 15 or less at home (43%).



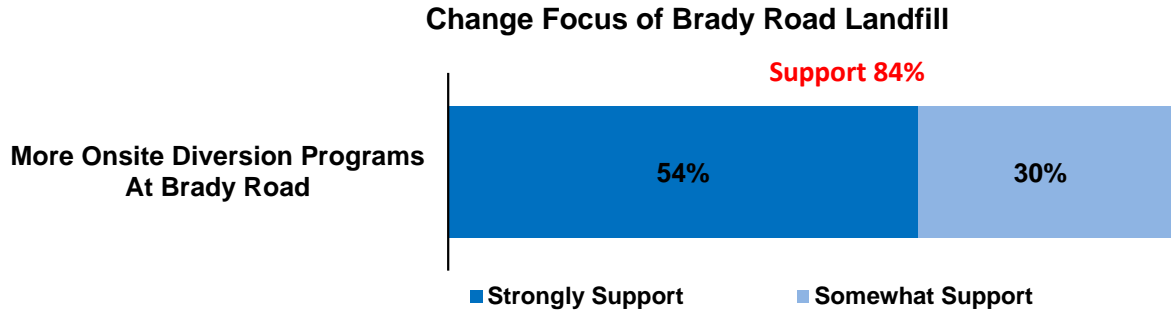
Q19. How often, if ever, do you go to Brady Road landfill? Do you go...[? Base: (n=346)



### Brady Landfill Opportunities

Most Winnipeg residents would readily support the idea changing the focus of Brady Landfill for more onsite diversion programs, including hazardous waste, electronic waste, construction materials etc. (84%).

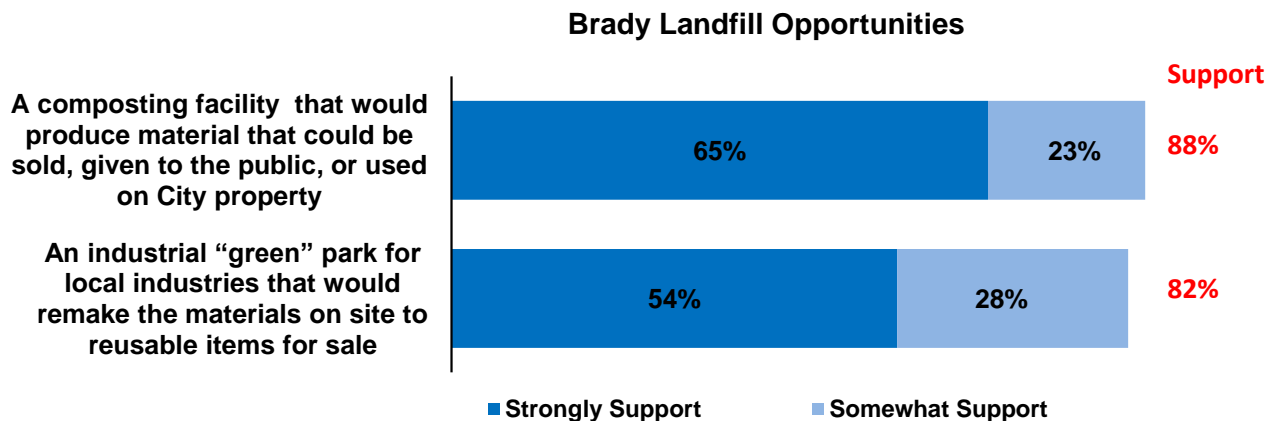
- Many who compost support changing the focus of the landfill (88%) vs. non-composters (75%).



Q20. The City is considering changing the focus of Brady Landfill to allow for more onsite diversion programs, which could include a depot for hazardous waste, electronic waste, construction materials, reusing materials and the like. How supportive are you of such changes? Base (n=346)

Nearly all Winnipeg residents responding to the web survey support the two opportunities to be built at Brady Landfill. These are to build a composting facility for material to sell/give to the public/or use on city property (88%); or an industrial ‘green’ park for local industry to remake materials on site to sell (82%).

- Those putting out three or more bags of garbage weekly are less supportive of either opportunity (only 71% support composting facility and 70% support ‘green’ park).
- Those not recycling at all are least supportive of the ‘green’ park (only 53% support).

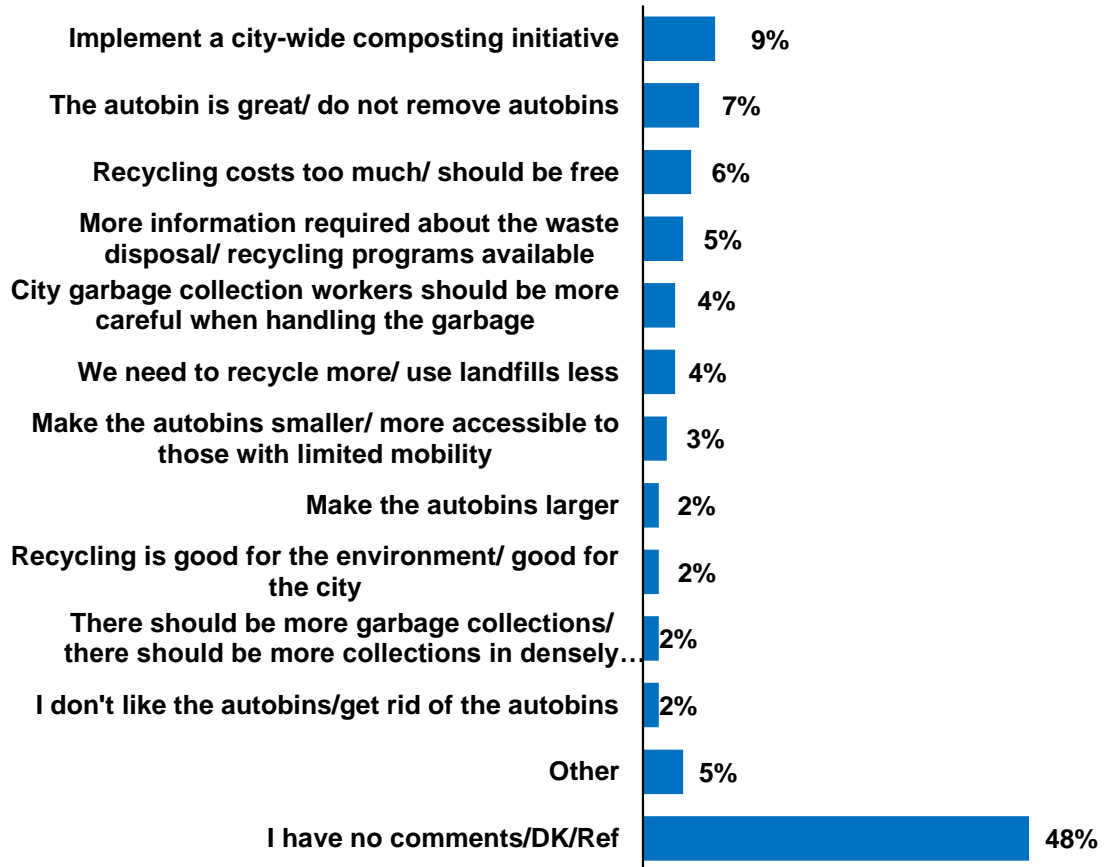


Q21. How much do you support the following opportunities to be built at Brady Landfill? Base (n=346)

## Final Comments

The final question asked to residents allowed them the opportunity to comment on the overall programs in Winnipeg for garbage, recycling and organics. About half had no comment or response to provide at all (48%).

### Comments on Garbage Programs



Q22. Do you have any other comments regarding Winnipeg's garbage, recycling or organics programs?

Base (n=346)

Totals will exceed 100% due to multiple mentions.

Some other comments were:

- The City of Winnipeg is still in the dark ages with the garbage pickup system.
- Having stiffer penalties for illegal dumpers.
- I am opposed to the Blue Bins we have today because we have to pay for them and then they get stolen.

**Appendix A: Survey**

**Comprehensive Waste Management Plan – Phase 2  
Survey Questions (Field version)**

For more information about the options visit:

<http://garbage.speakupwinnipeg.com/opportunities-to-participate/phase-2-options/>

The City of Winnipeg is consulting with residents to develop a garbage and recycling master plan to present to City Council in the fall of 2011.

Your opinions are very important to the City of Winnipeg and our questions should take no more than a few minutes of your time.

The survey will collect your feedback and be analyzed by Leger Marketing, an independent Canadian-owned research firm.

We thank you for your interest in this survey.

To begin please click the arrow below.

I agree to answer the following survey questions truthfully and thoughtfully.

Yes 1  
No 2

**SCREENER**

A. Please indicate your 6-digit postal code. This information is used in order to ensure the survey represents people living in all areas of Winnipeg.

[FIRST THREE DIGITS MUST FALL INTO LIST]

R2C	R3J
R2G	R3K
R2H	R3L
R2J	R3M
R2K	R3N
R2L	R3P
R2M	R3R
R2N	R3S
R2P	R3T
R2R	R3V
R2V	R3W
R2W	R3X
R2X	R3Y
R2Y	Other (Specify)
R3A	<b>THANK AND</b>
R3B	<b>TERMINATE</b>
R3C	(DK/NS)
R3E	<b>THANK AND</b>
R3G	<b>TERMINATE</b>
R3H	

- B. Gender
  - Male
  - Female

- C. What type of dwelling you currently live in:
  - Single detached house
  - Apartment
  - Duplex or Multiplex
  - Condominium
  - Other (Specify)
  - (DK/NS) **THANK AND TERMINATE**

**OVERALL**

- G1. How is your garbage collected?
  - Individual curbside manual .....01 ->G1a
  - Back lane shared AutoBin .....02 ->G1b
  - Automated carts .....03 ->G1c
  - Wheelbarrow carts in AutoBin areas .....04 ->G1d
  - Apartment/Condo/Shared .....05 ->cross with C.Dwelling
  - (DK/NS).....99 **THANK AND TERMINATE**

- G1a. By Individual curbside manual collection, do you mean that you put out your own garbage bags or cans at the curb or back lane, and collection crews manually throw it into the truck?
  - Yes.....01 CONTINUE
  - No.....02 Route to G1

- G1b. By AutoBin, do you mean the large beige metal containers that are shared by several residents, located in various locations down the back lane?
  - Yes.....01 CONTINUE
  - No.....02 Route to G1

- G1c. By Automated Carts, do you mean the black plastic upright wheeled containers with a lid that are placed at the curb or back lane on garbage day and picked up by a truck with automated arms?
  - Yes.....01 CONTINUE
  - No.....02 Route to G1

- G1d. By Roll-out carts in AutoBin areas, do you mean the wheelbarrow style container with two flap lids that you received instead of using a shared AutoBin?
  - Yes.....01 CONTINUE
  - No.....02 Route to G1

G2. I'm going to name some topics and I'd like you to tell me how important each is to you. Let's use a 10-point scale where 1 means this is "not important at all" to you and 10 means it is "very important". How important is...(RANDOMIZE)

		Not important at all					Very important					DK/NS
G2a.	Garbage collection	1	2	3	4	5	6	7	8	9	10	99
G2b.	Recycling collection	1	2	3	4	5	6	7	8	9	10	99
G2c.	Organics/composting program	1	2	3	4	5	6	7	8	9	10	99
G2d.	Landfill maintenance	1	2	3	4	5	6	7	8	9	10	99

G3. Now I'd like to read those same topics again and I'd like you to tell me how satisfied you are with each of them. Again, we'll use a 10-point scale where 1 means that you are "not at all satisfied" and 10 means that you are "very satisfied". How satisfied are you with...(RANDOMIZE)

		Not at all satisfied					Very satisfied					DK/NS
G3a.	Garbage collection	1	2	3	4	5	6	7	8	9	10	99
G3b.	Recycling collection	1	2	3	4	5	6	7	8	9	10	99
G3c.	Organics/composting program	1	2	3	4	5	6	7	8	9	10	99
G3d.	Landfill maintenance	1	2	3	4	5	6	7	8	9	10	99

G4. How important is it that a community demonstrates care and protection of our environment in attracting and keeping young citizens to Winnipeg?

- Very important .....01
- Somewhat important .....02
- Neither important nor unimportant.....03
- Somewhat unimportant.....04
- Not at all important .....05
- (DK/NS).....99

G5. The City is currently creating a Garbage and Recycling Master Plan to provide options to increase the amount of material kept out of the landfill and provide equitable services. Do you support the City’s efforts to increase diversion of waste from the current 17% to 50% if it was to cost residents more today, but save money in the future?

- Strongly support.....01
- Somewhat support .....02
- Somewhat oppose .....03
- Strongly oppose .....04
- (DK/NS).....99

Several options are being considered as part of the process of creating a Garbage and Recycling Master Plan. Throughout the next portion of the survey we will be asking you your opinions on the options the City is considering.

**RECYCLING AND RECOVERY**

1. First, how does your household recycle?

- Blue box .....01
- Recycling depot.....02 **(SKIP to Q.3)**
- Apartment carts.....03 **(SKIP to Q.3)**
- Do not recycle.....04 **(SKIP to Q.3)**
- Other (specify) .....98 **(SKIP to Q.3)**
- (DK/NS).....99 **(SKIP to Q.3)**

2. How many blue boxes does your household have?

- One.....01
- Two.....02
- More than two.....03
- (DK/NS).....99

3. The City is considering two options to increase recycling. How much do you support...  
**(RANDOMIZE)**

		Strongly Support	Somewhat Support	Neutral	Somewhat Oppose	Strongly Oppose	DK/NS
3a.	Blue Automated Carts, which would be the same as the garbage carts implemented in some areas of the city	1	2	3	4	5	99
3b.	Continue with blue box service, receiving another blue box	1	2	3	4	5	99

4. To help recover and reuse valuable items from the waste stream, the City is considering establishing community drop-off depots. These would collect items such as electronic waste, household hazardous waste, wood, and construction materials. How much do you support establishing such community depots?

Strongly support.....	01
Somewhat support .....	02
Neutral .....	03
Somewhat oppose .....	04
Strongly oppose .....	05
(DK/NS).....	99

5. How likely would you be to separate your items at the landfill or community drop-off depot if it meant you would pay less?

Very likely .....	01
Somewhat likely .....	02
Not very likely .....	03
Not likely .....	04
(DK/NS).....	99

### ORGANIC WASTE/COMPOSTING

6. What do you normally do with organic waste materials? By organic waste I'm referring to things like vegetable peels, coffee grinds, grass and leaves and the like. **(SELECT UP TO THREE MENTIONS)**

Place in regular garbage.....	01
Take to city depots/"leaf it with us".....	02
Compost in yard .....	03
Dig into garden .....	04
Feed animals with it.....	05
Put it in my garburator.....	06
Grasscycle / leave on lawn / mulch .....	07
Curb-side composting program .....	08
Lawn service takes it away .....	09
Community composting program .....	10
Other (specify) .....	98
(DK/NS).....	99

7. Does your household have and use a composter?

Yes.....	01
No.....	02
(DK/NS).....	99

8. The City is considering two options to collect yard waste, which would include items like leaves and grass clippings. How much do you support... **(RANDOMIZE)**

		Strongly Support	Somewhat Support	Neutral	Somewhat Oppose	Strongly Oppose	DK/NS
8a.	Biweekly collection, from April to November	1	2	3	4	5	99
8b.	Four collections, twice in spring and twice in fall	1	2	3	4	5	99

9. After a yard waste program has been established, the City is considering implementing a curb side kitchen waste organics program. How supportive are you of such a program?

- Strongly support.....01
- Somewhat support .....02
- Neutral .....03
- Somewhat oppose .....04
- Strongly oppose .....05
- (DK/NS).....99

10. In order to support a curb side organics program an annual fee of \$30-40 per year may have to be charged. How supportive are you of such a fee, if it means it would help implement a curb side organics program?

- Strongly support.....01
- Somewhat support .....02
- Neutral .....03
- Somewhat oppose .....04
- Strongly oppose .....05
- (DK/NS).....99

**GARBAGE**

11. In an average week, how many bags of garbage do you put out – where a bag would be about the size of a green “Glad” bag?

- One or less .....01
- Two.....02
- Three .....03
- Four .....04
- More than four .....05
- (DK/NS).....99

12. Some residents in northwest Winnipeg currently use community shared AutoBins, also known as dumpsters, for their garbage. Are you aware that the City uses AutoBins?

- Yes.....01
- No.....02
- (DK/NS).....99



13. The cost for collecting garbage from AutoBins is twice as expensive as collecting garbage from the rest of Winnipeg. The City is considering phasing out the use of AutoBins. How supportive are you of the initiative?

- Strongly support.....01
- Somewhat support .....02
- Neutral .....03
- Somewhat oppose .....04
- Strongly oppose .....05
- (DK/NS).....99

14. With the cost of manual unlimited garbage collection becoming more expensive than individual Automated Cart collection, the City is considering switching to Automated Carts throughout the city. Currently this Cart is used in parts of Northwest Winnipeg. How much do you support implementing automated cart collection for garbage?

- Strongly support.....01
- Somewhat support .....02
- Neutral .....03
- Somewhat oppose .....03
- Strongly oppose .....04
- (DK/NS).....99

15. Currently the City has a program that picks up bulky waste weekly on a call-in basis. Bulky waste is garbage that is larger or heavier than regular garbage you throw out, and includes such items as household furniture or mattresses. Are you aware that the City offers bulky waste pickup?

- Yes.....01
- No.....02
- (DK/NS).....99

16. Have you ever used the City’s bulky waste pickup service?

- Yes.....01
- No.....02
- (DK/NS).....99

17. The City is considering three options for collecting bulky waste. How much do you support... **(RANDOMIZE)**

		Strongly Support	Somewhat Support	Neutral	Somewhat Oppose	Strongly Oppose	DK/NS
17a.	City-wide User fee for service	1	2	3	4	5	99
17b.	Tax supported service with no direct charge	1	2	3	4	5	99
17c.	City discontinuing service, allowing self-hauling to Depot or private industry to collect	1	2	3	4	5	99

**LANDFILL MAINTENANCE**

18. The City currently maintains a landfill site at Brady Road, which is located at the south end of the city. How familiar are you with Brady Road landfill? Are you...[READ]

- Very familiar .....01
- Somewhat familiar .....02
- Not very familiar.....03
- Have never heard of .....04 **(SKIP to Q.20)**
- (DK/NS).....99 **(SKIP to Q.20)**

19. How often, if ever, do you go to Brady Road landfill? Do you go...[READ]

- About once a month or more.....01
- About several times a year .....02
- Less than once a year .....03
- Never have been to the landfill .....04
- (DK/NS).....99

20. The City is considering changing the focus of Brady Landfill to allow for more onsite diversion programs, which could include a depot for hazardous waste, electronic waste, construction materials, reusing materials and the like. How supportive are you of such changes?

- Strongly support.....01
- Somewhat support .....02
- Neutral .....03
- Somewhat oppose .....04
- Strongly oppose .....05
- (DK/NS).....99

21. How much do you support the following opportunities to be built at Brady Landfill?

**(RANDOMIZE)**

		Strongly Support	Somewhat Support	Neutral	Somewhat Oppose	Strongly Oppose	DK/NS
21a.	A composting facility that would produce material that could be sold, given to the public, or used on City property	1	2	3	4	5	99
21b.	An industrial “green” park for local industries that would remake the materials on site to reusable items for sale	1	2	3	4	5	99

**FINAL THOUGHTS**

22. Do you have any other comments regarding Winnipeg’s garbage, recycling or organics programs?

<OPEN RESPONSE>

## DEMOGRAPHICS

These final questions are used for statistical purposes only.

23. Do you rent or own your current place of residence?
- |               |    |
|---------------|----|
| Rent .....    | 01 |
| Own.....      | 02 |
| (DK/NS) ..... | 99 |
24. Do you have any children aged 15 years or younger in your home?
- |               |    |
|---------------|----|
| Yes .....     | 01 |
| No .....      | 02 |
| (DK/NS) ..... | 99 |
25. How long have you lived in Winnipeg?
- |                            |    |
|----------------------------|----|
| Less than 2 years .....    | 01 |
| 2-5 years .....            | 02 |
| 6-10 years .....           | 03 |
| More than 10 years .....   | 04 |
| Prefer not to answer ..... | 99 |
26. Which is your age group?
- |                            |    |
|----------------------------|----|
| 18-24 years .....          | 01 |
| 25-34 years .....          | 02 |
| 35-44 years .....          | 03 |
| 45-54 years .....          | 04 |
| 55-64 years .....          | 05 |
| 65+ years .....            | 06 |
| Prefer not to answer ..... | 99 |
27. What is the highest level of schooling you have obtained?
- |                                       |    |
|---------------------------------------|----|
| Grade school / Some high school ..... | 01 |
| Complete high school.....             | 02 |
| Some post-secondary .....             | 03 |
| Completed college or university ..... | 04 |
| Prefer not to answer .....            | 99 |
28. Which of the following categories best describes your family income? That is, the total income before taxes of all persons in your household?
- |                            |    |
|----------------------------|----|
| Under \$10,000 .....       | 01 |
| \$10,000 to \$29,999 ..... | 02 |
| \$30,000 to \$59,999 ..... | 03 |
| \$60,000 to \$79,999 ..... | 04 |
| \$80,000 or over .....     | 05 |
| Prefer not to answer ..... | 06 |

Thank you very much for your time and cooperation