



# 2014 Recycling Services Research (Phone and Web)

January 19, 2015

*Banister*  
Research & Consulting Inc.



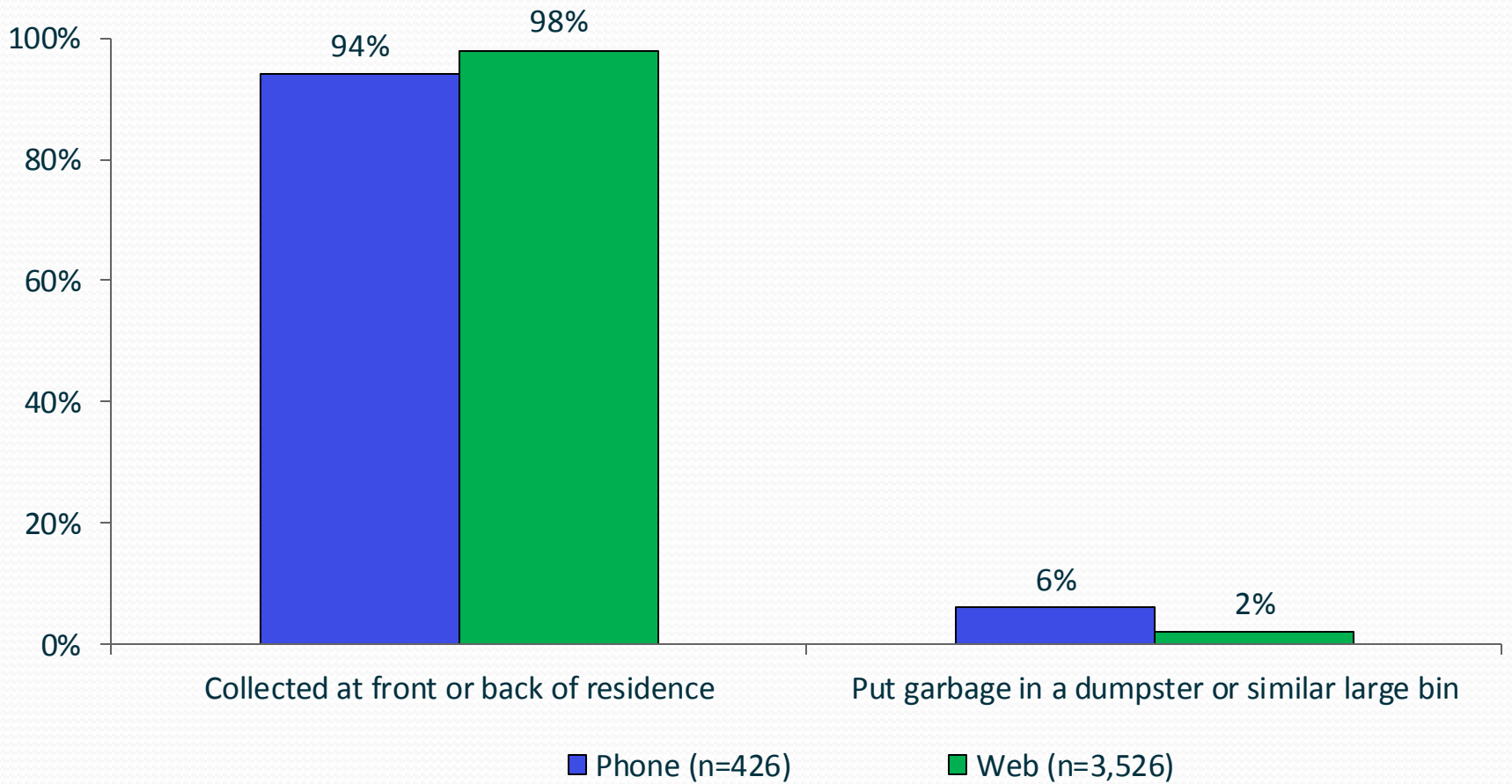
# Study Background & Methodology

- In September 2014, the City of Airdrie contracted Banister Research to conduct the Waste and Recycling Services Blue Cart Research.
- Surveys were conducted from November 7<sup>th</sup> to November 27<sup>th</sup>, 2014, via the following methods:
  - **General Population Telephone Survey (n=426)**
    - A General Population Telephone Survey was conducted with adult residents of the City of Airdrie. Survey results give a margin of error no greater than  $\pm 4.9\%$  at the 95% confidence level (or 19 times out of 20).
  - **Stakeholder Web-Based Survey (n=3,526)**
    - An online version of the survey was made available to stakeholders, the target included representation from business/commercial areas, residential/community interests and other interested citizens and groups.



# Garbage Collection Type

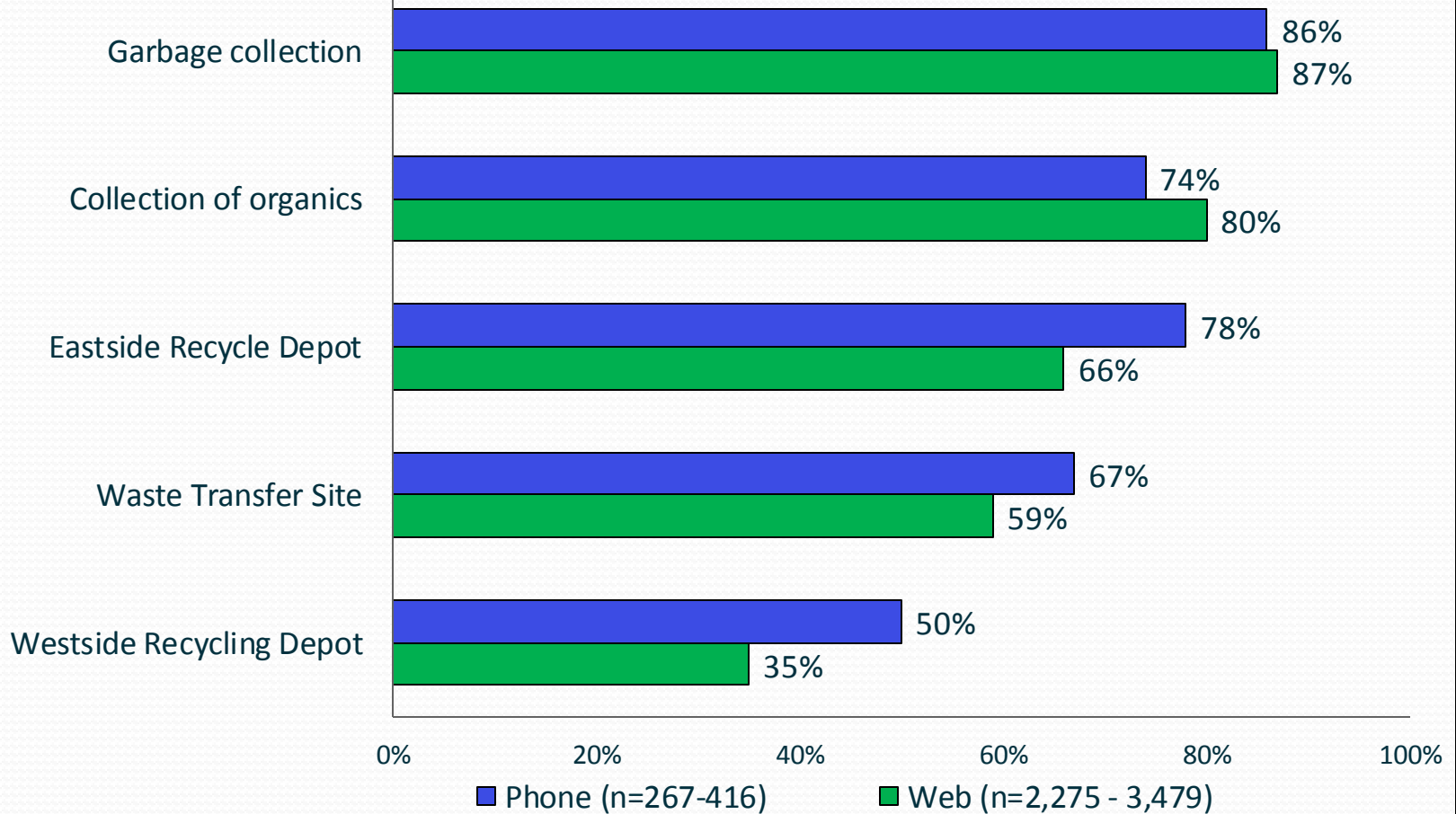
What type of garbage collection services does your household receive?





# Service Satisfaction

How satisfied are you with the services currently provided by the City of Airdrie?  
(ratings of 4 or 5 out of 5)\*



\*Excludes "Don't Know/Not Stated" responses



## Dissatisfaction with the Eastside Recycle Depot (Phone)

What specific aspects of the Eastside Recycle Depot dissatisfied you?\*

Dislikes having to sort through items/materials – 30%

Inconvenient hours of facility operation – 21%

Depot is too busy/crowded – 21%

n=44

\*Base: Respondents who were “dissatisfied” or “very dissatisfied” with the Eastside Recycle Depot (ratings of 1 or 2 out of 5)



# Dissatisfaction with the Eastside Recycle Depot (Web)

What specific aspects of the Eastside Recycle Depot dissatisfied you?\*

Dislikes having to sort through items/materials – 32%

Inconvenient hours of facility operation – 25%

Does not like having to bring recyclable materials to depot – 16%

Inconvenient depot location (ex. Depot is too far away) – 15%

Depot is too busy/crowded – 14%

n=548

\*Base: Respondents who were “dissatisfied” or “very dissatisfied” with the Eastside Recycle Depot (ratings of 1 or 2 out of 5)



## Dissatisfaction with the Westside Recycle Depot (Phone)

What specific aspects of the Westside Recycle Depot dissatisfied you?\*

Depot is dirty/messy/unclean, in general – 24%

Limitations on recyclable items/not all materials are accepted – 23%

Recycle bins are not emptied enough/are too full – 16%

Holes/slots on bins are too small – 19%

Dislikes having to sort through items/materials – 11%

n=74

\*Base: Respondents who were “dissatisfied” or “very dissatisfied” with the Eastside Recycle Depot (ratings of 1 or 2 out of 5)



## Dissatisfaction with the Westside Recycle Depot (Web)

What specific aspects of the Westside Recycle Depot dissatisfied you? \*

Recycle bins are not emptied enough/are too full/missing/not enough bins – 35%

Depot is dirty/messy/unclean, in general – 33%

Limitations on recyclable items/not all materials are accepted – 25%

Holes/slots on bins are too small/lids too heavy – 25%

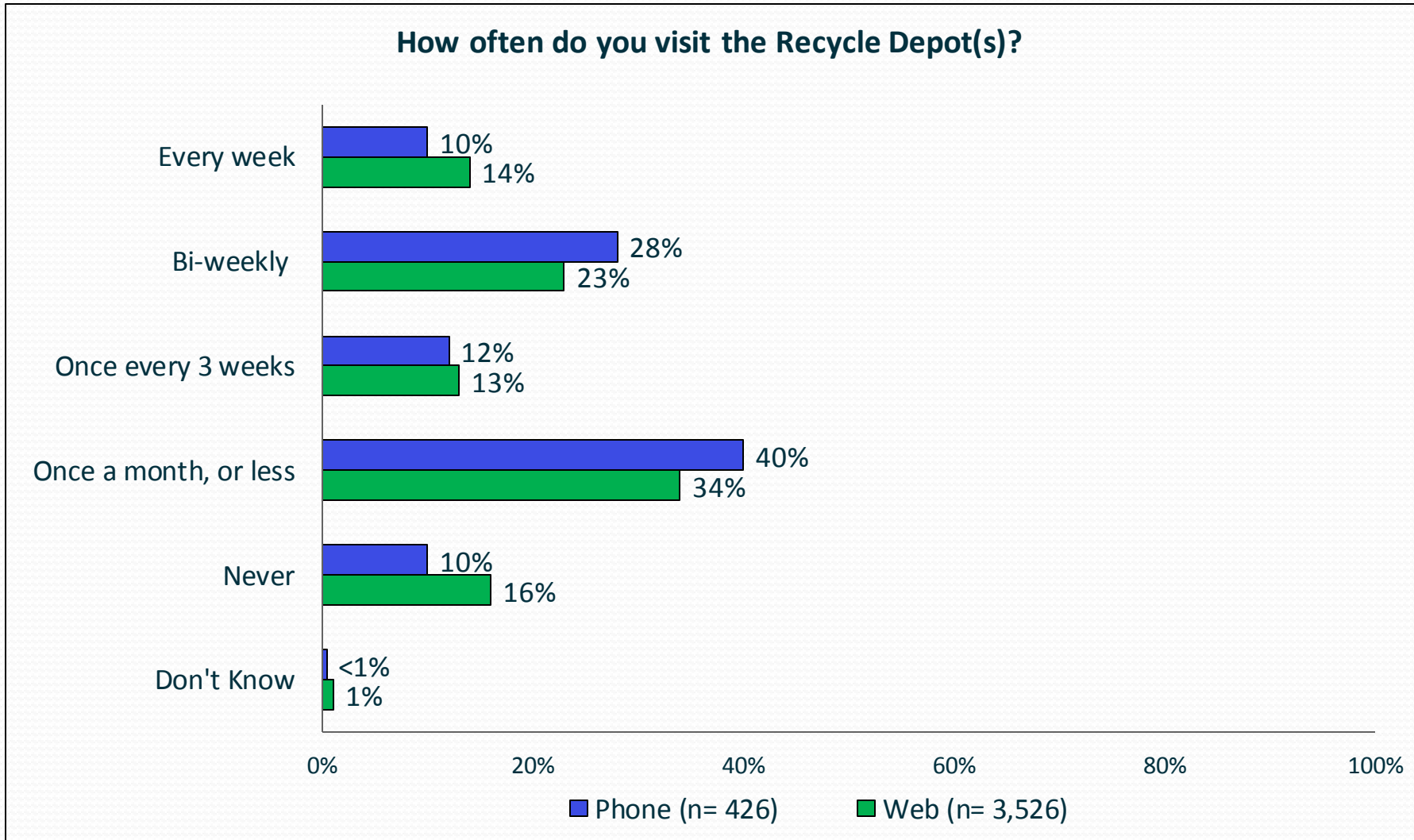
n=1,051

\*Base: Respondents who were “dissatisfied” or “very dissatisfied” with the Eastside Recycle Depot (ratings of 1 or 2 out of 5)





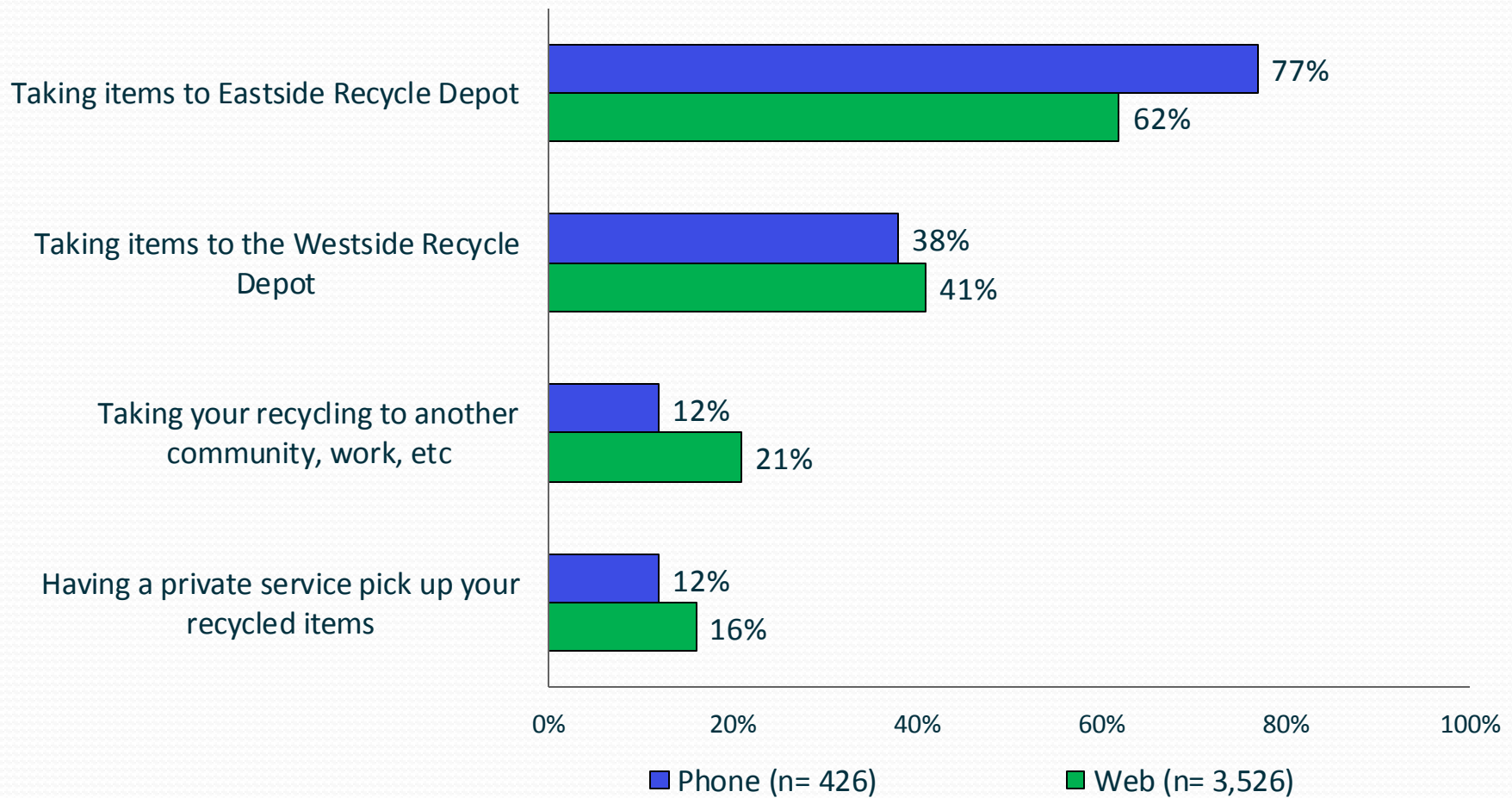
# Frequency of Visits to Facilities



# Style of Recycling



How do you currently recycle?\*



\*Multiple responses



# Other Ways to Recycle (Phone)

Are there any other ways that your household recycles metals, mixed paper, newspaper, plastics and cardboard items?

Takes items to scrap metal salvage yard – 2%

No other ways – 92%



# Other Ways to Recycle (Web)

Are there any other ways that your household recycles metals, mixed paper, newspaper, plastics and cardboard items?

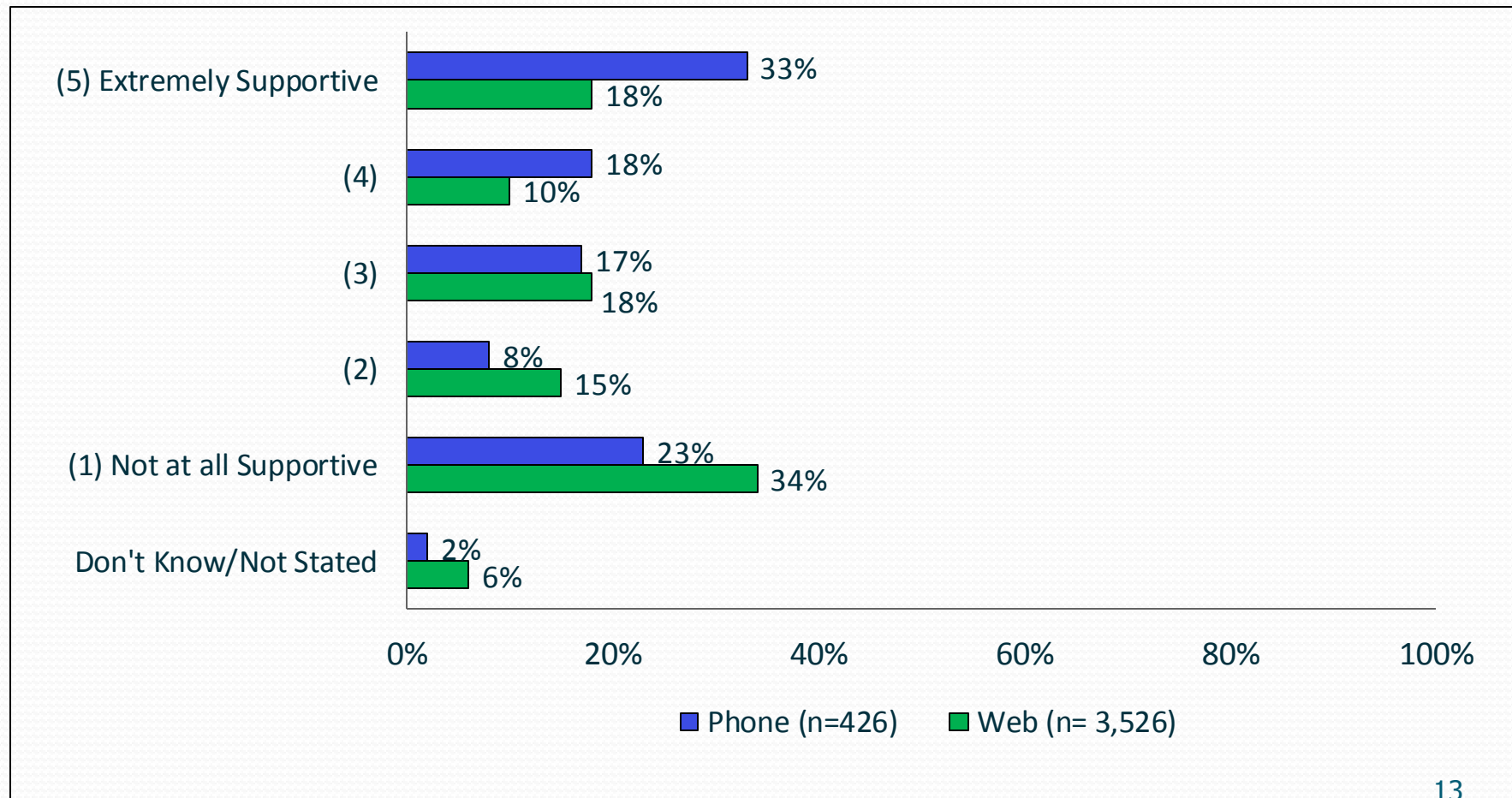
Take items to Calgary bins – 2%

No other ways – 89%



# Support for Enhancing Depot Recycling Services

Using a scale of 1 to 5, where 1 means not at all supportive and 5 means extremely supportive, please indicate your level of support for Enhancing Depot Recycling Service for Metals, Paper, Newspaper, Cardboard and Plastics:





# Support for Enhancing Depot Recycling Services (Phone)

Why do you support enhancing the depot recycling services?\*

Additional recycling depot is needed/necessary/will be beneficial – 34%

Existing recycling depots are too busy/crowded/full – 11%

Additional recycling depot is needed to accommodate City growth/expansion – 10%

n=215

Base: Respondents who support enhancing depot recycling service (ratings of 4 or 5 out of 5)



# Support for Enhancing Depot Recycling Services (Web)

Why do you support enhancing the depot recycling services?\*

Additional recycling depot is needed/necessary/will be beneficial – 17%

Recycling depot service enhancements are needed/necessary, in general – 11%

n=997

Base: Respondents who support enhancing depot recycling service (ratings of 4 or 5 out of 5)



## Opposition to Enhancing Depot Recycling Services (Phone)

Why do you oppose enhancing the depot recycling services?\*

Would prefer curbside pick-up service – 42%

Current recycling depot locations are adequate/no need to enhance services – 30%

n=131

Base: Respondents who oppose enhancing depot recycling service (ratings of 1 or 2 out of 5)





## Opposition to Enhancing Depot Recycling Services (Web)

Why do you oppose enhancing the depot recycling services?\*

Would prefer curbside pick-up service – 50%

Does not want to bring recyclable materials to depot – 17%

Current recycling depot locations are adequate/no need to enhance services – 12%

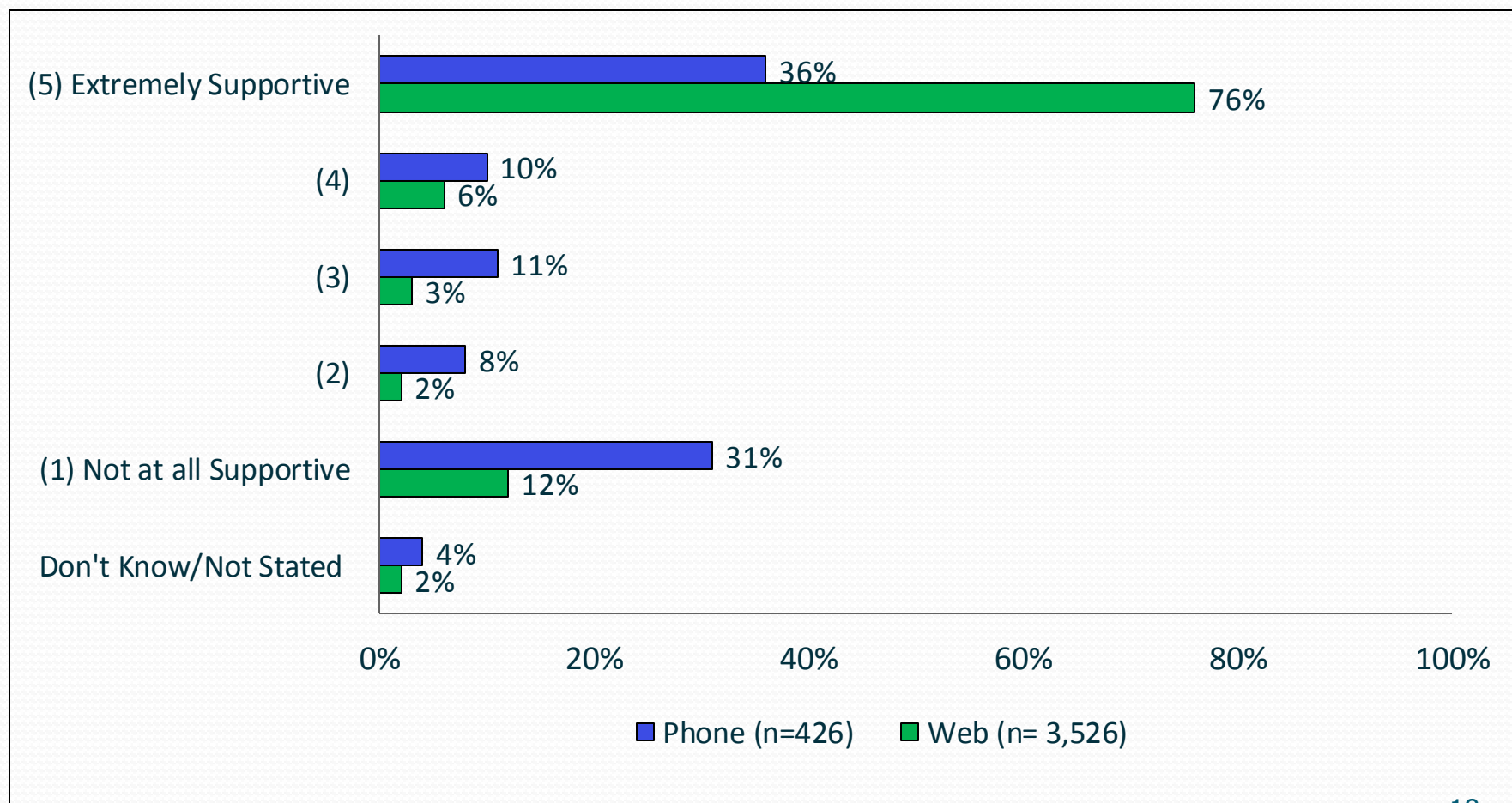
Dislikes having to sort through items/materials – 11%

n=1,704

Base: Respondents who oppose enhancing depot recycling service (ratings of 1 or 2 out of 5)

# Support for Providing a Curbside Recycling Service

Using a scale of 1 to 5, where 1 means not at all supportive and 5 means extremely supportive, please indicate your level of support for providing a community-wide curbside recycling service to residents:





## Support for Providing a Curbside Recycling Service (Phone)

Why do you support providing a curbside recycling service?\*

Curbside service is more convenient (ex. Don't have to travel to depot) – 45%

Curbside recycling service is necessary/needed/a good idea, in general – 25%

Residents will recycle more often, in general – 14%

n=197

Base: Respondents who support providing a curbside recycling service (ratings of 4 or 5 out of 5)



## Support for Providing a Curbside Recycling Service (Web)

Why do you support providing a curbside recycling service?\*

Curbside service is more convenient (ex. Don't have to travel to depot) – 35%

Residents will recycle more often, in general – 29%

Curbside recycling service is necessary/needed/a good idea, in general – 25%

n=2,879

Base: Respondents who support providing a curbside recycling service (ratings of 4 or 5 out of 5)



## Opposition to Providing a Curbside Recycling Service (Phone)

Why do you oppose providing a curbside recycling service?\*

Concerned about cost of curbside pick-up service/does not want a tax increase – 44%

Prefers to use recycling depot service/current system/do own recycling – 33%

n=165

Base: Respondents who oppose providing a curbside recycling service (ratings of 1 or 2 out of 5)



## Opposition to Providing a Curbside Recycling Service (Web)

Why do you oppose providing a curbside recycling service?\*

Concerned about cost of curbside pick-up service/does not want a tax increase – 49%

Prefers to use recycling depot service/current system/do own recycling – 26%

Private curbside pick-up services are already available in City – 17%

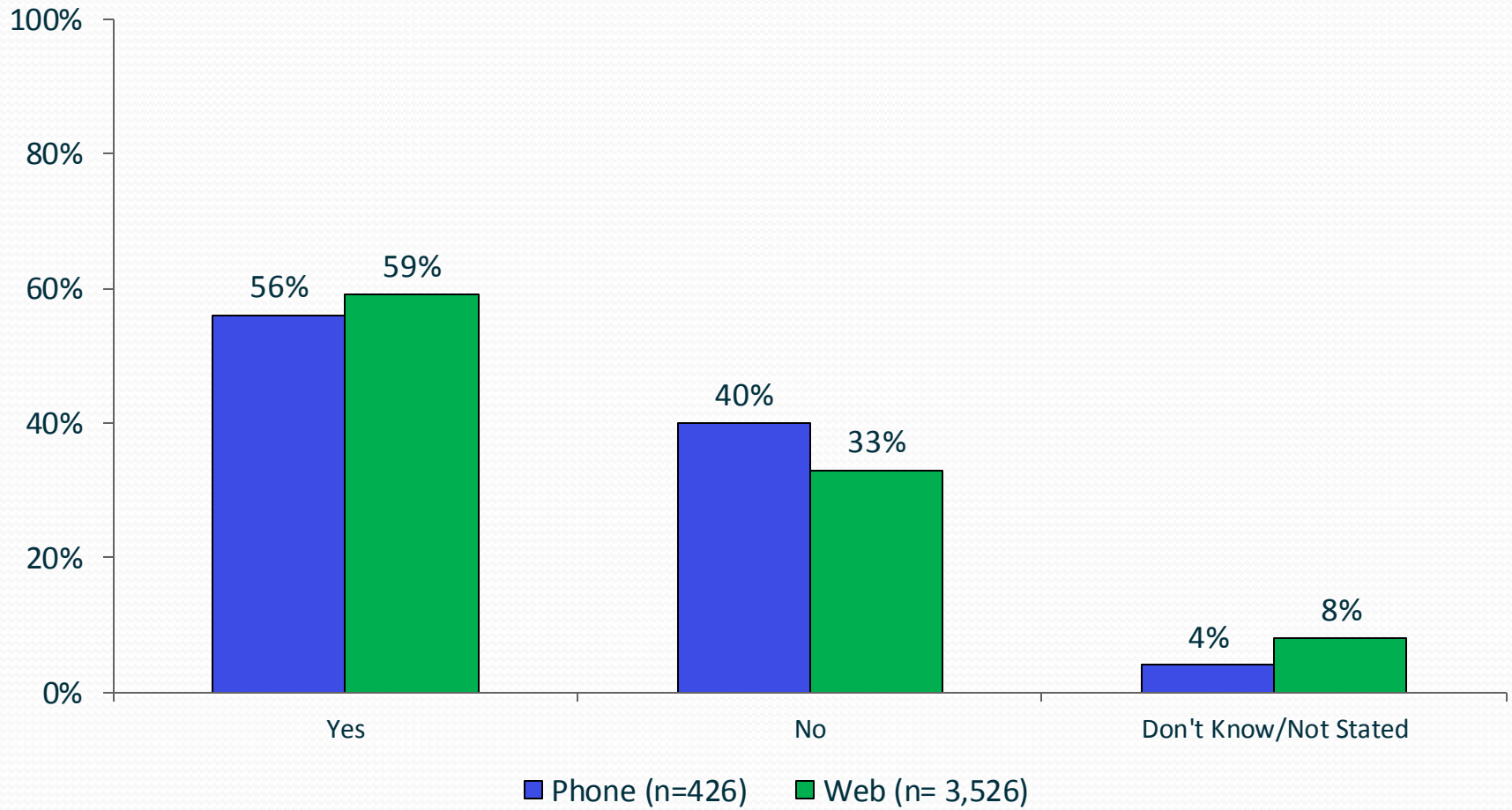
n=486

Base: Respondents who oppose providing a curbside recycling service (ratings of 1 or 2 out of 5)



# Bag Limits

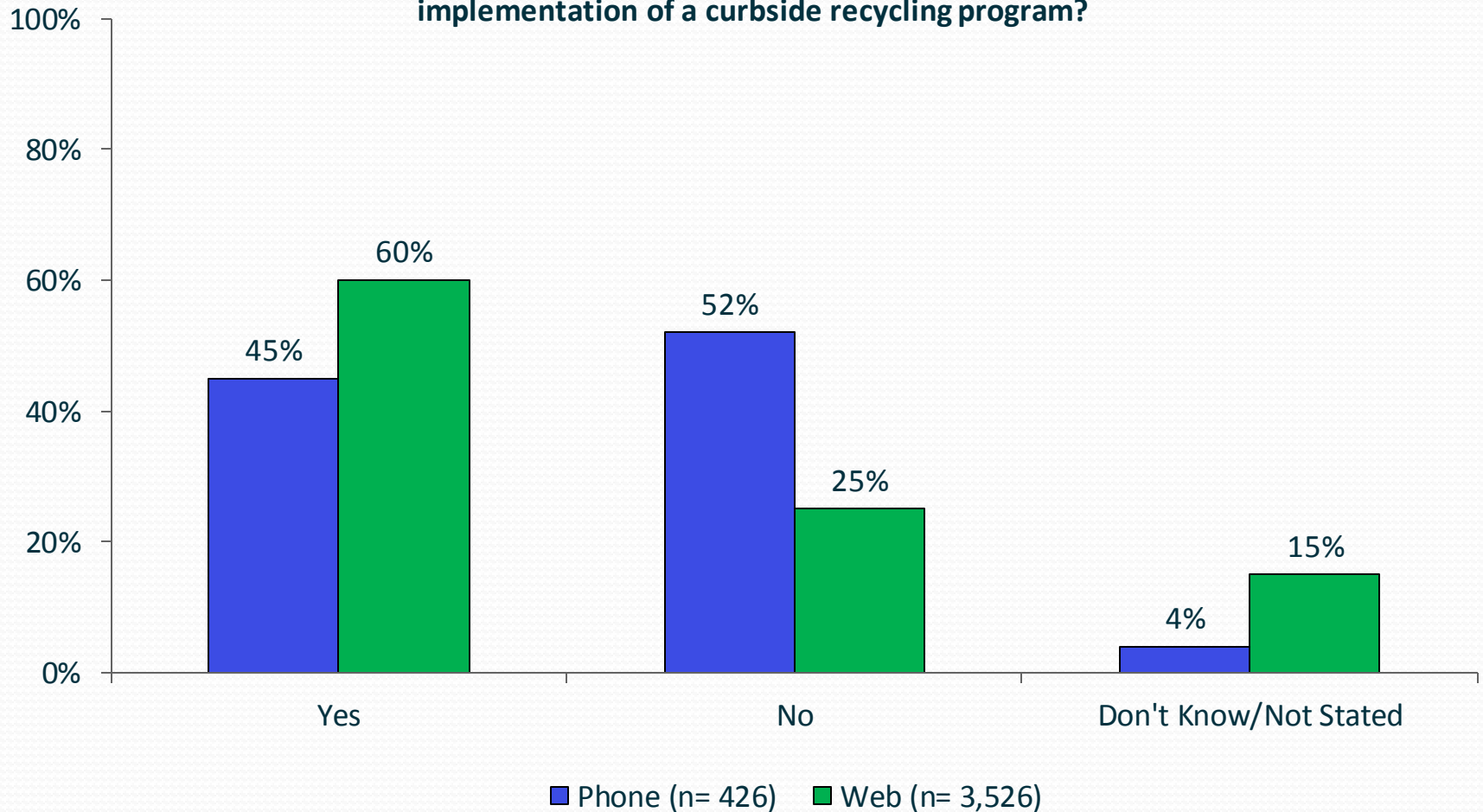
If a curbside recycling program were implemented, would you be supportive of a one garbage bag limit per residence per week?





# Willingness to Pay

Would you support a waste management fee increase in order to make changes to the current system, which may include the need for another recycling depot and/or the implementation of a curbside recycling program?







# Tax Increases

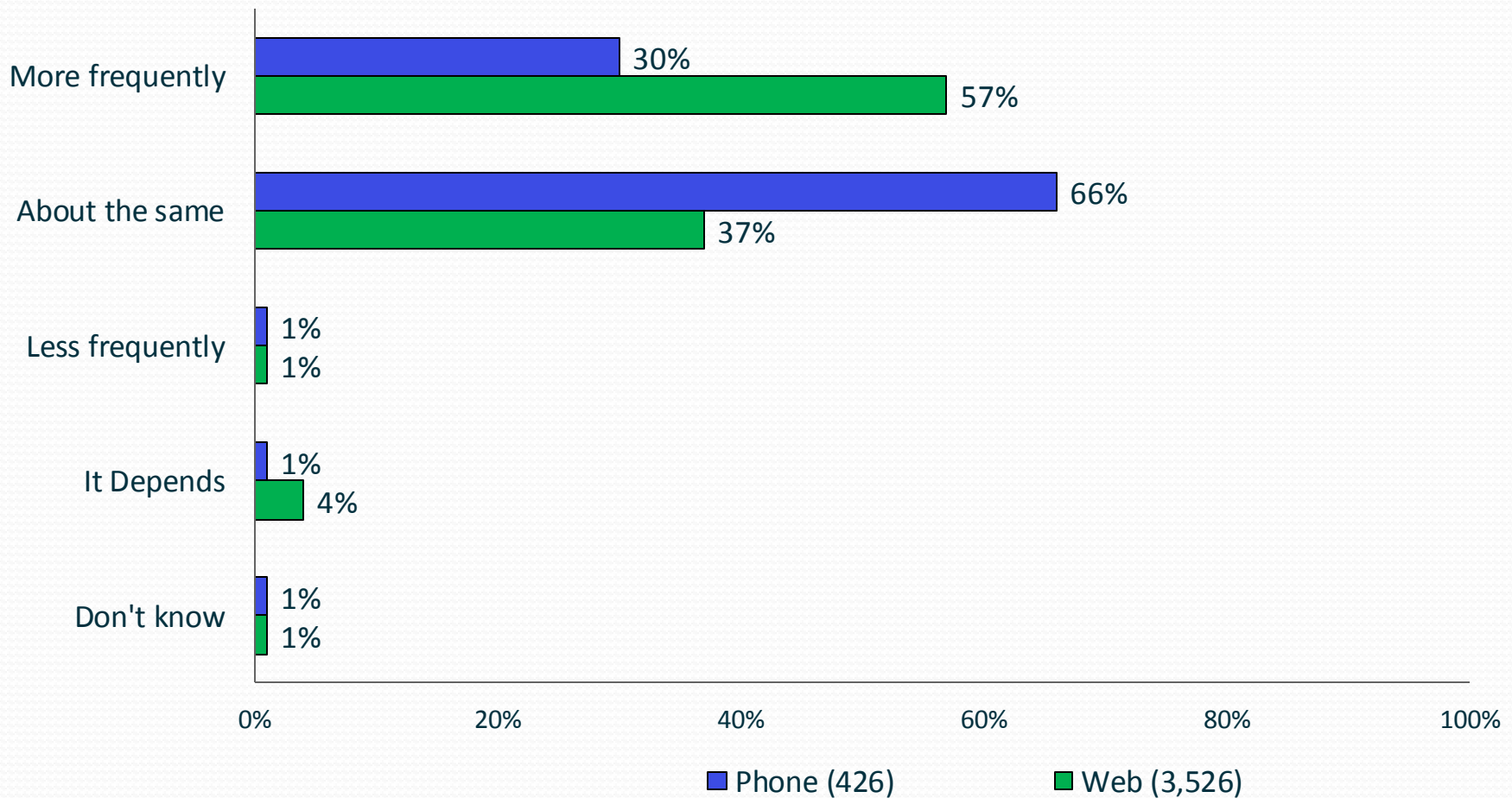
Indicate how much of a waste management fee increase you would support for each of the following services:

Base: Respondents who would support a waste management fee increase to make changes to the current system or respondents who are not sure	Percent of Respondents (web n= 2,631) (phone n= 196)				
	\$0 – do not support a tax increase	\$5 to \$10 per month	\$11 to \$15 per month	\$16 or more per month	Don't Know/ No Response
Enhancing the depot recycling Service (Phone)	28%	58%	7%	2%	5%
Enhancing the depot recycling Service (Web)	56%	17%	2%	<1%	25%
Providing a community-wide curbside recycling service to residents. (Phone)	11%	58%	23%	5%	3%
Providing a community-wide curbside recycling service to residents. (Web)	2%	49%	23%	3%	23%



# Frequency of Recycling

If a curbside recycling service was established, would you recycle more frequently, less frequently or about the same as you do now?





Questions?