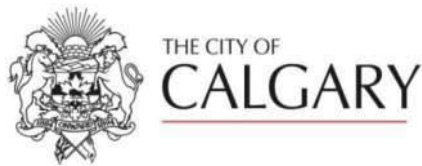




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Residential Perceptions of City of Calgary Landfills

Key Findings

Prepared for The City of Calgary

January 28, 2013

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Research Overview

Background

- Today, The City of Calgary operates three landfills that are available to the general public for waste and recyclables drop-off.
 - ❖ Operating year-round, Shepard Landfill, East Calgary Landfill, and Spyhill Landfill each house a Throw 'n' Go area near the entrance.
 - ❖ Starting in 2010 and ending in 2013, Waste & Recycling (W&RS) is upgrading access and facilities across the three landfill sites including additional scales and expanded disposal sites.
- As a front-facing service line for W&RS, it is important that there is strong customer satisfaction with the overall experience, available information, and services currently being provided.
- Moreover, as The City of Calgary and UEP as a whole continue to focus on delivering consistent, excellent customer service, it is important to establish a baseline and clear understanding of how City operated landfills are performing today.

Research Objectives

- To better understand general awareness of City landfills & Throw 'n' Go facilities, including location, hours of operation, accepted materials, and fees among Calgarians;
- To gauge broad use of City landfills including details about frequency of visits, materials that were disposed, and sites visited;
- To assess the overall customer experience at City landfills including key touch points such as the scale entrance, at the Throw 'n' Go, landfill exit and staff interactions;
- Assessing customer payment method preferences and ease of payment;
- To identify potential barriers for those not currently using City landfills;
- To identify opportunities for improvement at City landfills; and
- To assess communication and information access preferences for residents related to City landfills.

Methodology

- Telephone survey conducted with a randomly selected sample of 801 Calgarians aged 18 years and older between December 13th and 27th, 2012.
- The margin of error for the total sample of 801 is ± 3.5 percentage points, 19 times out of 20.
 - ❖ The number of interviews and margin of error by quadrant is as follows:
 - ❖ Northeast: $n=161$ (MOE ± 7.8)
 - ❖ Northwest: $n=224$ (MOE ± 6.6)
 - ❖ Southeast: $n=168$ (MOE ± 7.6)
 - ❖ Southwest: $n=248$ (MOE ± 6.3)
- Final data were weighted to ensure the overall sample's quadrant and age/gender composition reflects that of the actual Calgary population aged 18 or older according to the 2011 Federal Census data.

Key Takeaways

Key Takeaways

Awareness of City of Calgary Landfill Locations and Hours

- The majority of Calgarians are able to name or identify the general location of one of the three City-operated landfills, with Spyhill the most recognized (43%) – ahead of Shepard (32%) – and East Calgary the least recognized (15%)
- Days and hours of operation, however, are not widely known
 - ❖ Roughly one-in-three (34%) Calgarians correctly say City landfills operate Monday to Saturday, while just 4% are aware of the exact hours of operation

Awareness of Materials Accepted at City of Calgary Landfills

- The vast majority (87%) of Calgarians are aware that they can dispose of items at City Landfills
- It is notable, however, that just 23% have heard of a “Throw ‘n’ Go” facility
 - ❖ This suggests that residents may not be aware of the range of items accepted
- Indeed, top-of-mind, the most common item named that can be disposed of at City landfills is garbage (61%), with less than one-in-five mentioning appliances (18%), household chemicals (16%), used electronics (5%) or tires (5%)
- On an aided basis, half or fewer say they were aware that scrap metal (53% aware), household chemicals (52% aware), automotive tires (45% aware) or used electronics (42% aware) were accepted at City landfills or Throw ‘n’ Go facilities
- These findings point to an opportunity to educate residents about both the ease of disposal (i.e. increasing awareness of Throw ‘n’ Go facilities) and the variety of materials accepted

Use of City of Calgary Landfills

- Four-in-ten (43%) Calgarians say their household has disposed of items at a City landfill in the past 12 months, while 65% say they have done so in the past three years
 - ❖ The primary reason for not using a City landfill in the past three years is simply “no need”
 - ❖ While City landfills or Throw ‘n’ Go facilities are commonly used for disposal of garbage, yard waste and used appliances, they are less frequently used for disposal of used electronics, household chemicals and automotive tires.
- Roughly one-third (32%) of Calgarians say they have personally visited a City of Calgary landfill in the past 12 months
 - ❖ Among those, 29% report disposing of items in the landfill face, 21% in the Throw ‘n’ Go area and 44% in both areas
 - ❖ Considering their most recent visit, 43% say they visited Spyhill, 35% visited Shepard and 22% visited East Calgary Landfill; this parallels awareness of landfill locations

Satisfaction with City of Calgary Landfills

- Overall satisfaction with City landfills is very high
 - Thinking about their most recent experience, 94% of visitors say they were satisfied overall, with more than two-thirds (67%) saying they were very satisfied
- Satisfaction with most aspects of City landfills is also very high
 - ❖ In fact, satisfaction with seven of the ten specific aspects evaluated exceeds 90%

- ❖ As might be expected, the lowest satisfaction ratings are given for the ‘disposal fee’ though the majority (71%) are at least somewhat satisfied

Communications Regarding City of Calgary Landfills

- Eight-in-ten (79%) Calgarians indicate they are satisfied with the amount of information they receive about City landfills, though satisfaction is tempered with just 35% saying they are very satisfied
- Though satisfied with the amount of information received, just 9% say they have read, seen or heard anything about upgrades to City landfills or Throw ‘n’ Go facilities,
- Thus, upgrades – along with ease of disposal and the range of materials accepted – should be key messages for future City communications
- Preferred information channels are the Internet (City of Calgary website – 22% and Internet – 22%), mail from The City (27%) and traditional media (newspapers – 14%, TV news – 12%, radio – 7%)

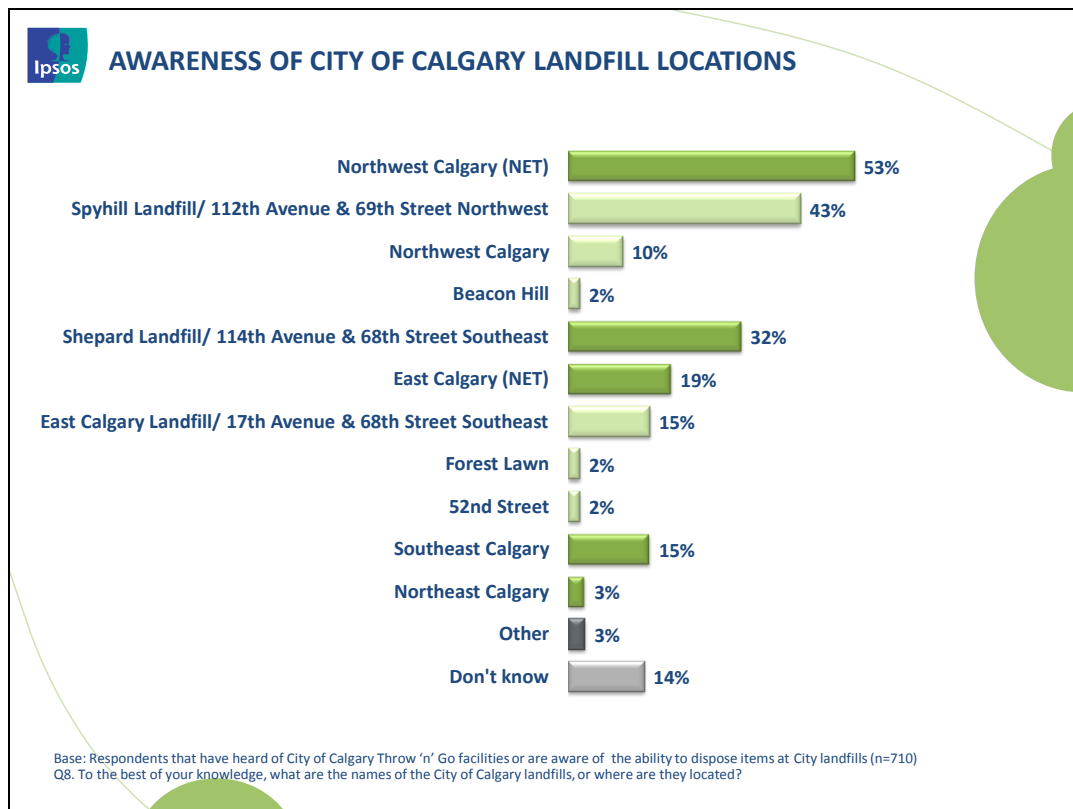
Detailed Research Findings

Awareness of City of Calgary Landfills

Awareness of City of Calgary Landfill Locations

There is general awareness about City of Calgary landfills and their locations.

Overall, half (53%) of Calgarians are aware of the Spyhill landfill in Northwest Calgary, while three-in-ten (32%) are aware of the Shepard Landfill and 15% are aware of the East Calgary landfill. It is important to note however, that general awareness of the landfill locations increases notably (as detailed in the significant differences below) based on where residents live – that is, awareness of the landfill located in closest proximity to their home.



The following demographics are more likely to name ***Spyhill landfill***:

- Those living in the **Northwest** (69%) versus those in the **Southwest** (35%), **Southeast** (28%) and **Northeast** (37%);
- Calgarians paying with **cash** versus those that pay with **debit** (62% versus 42%);
- **Males** (49% versus 37% **females**);
- Those between **ages 35-54 years** (52% versus 34% **for those ages 18-34 years** and 43% for those **55+ years**);

- Calgarians that have lived here for **more than 15 years** (49%) versus those that have been here **between 10-15 years** (30%).

The following demographics are more likely to name **Shepard landfill**:

- Those living in the **Southeast** (52%) versus those in the **Southwest** (36%), **Northwest** (15%) and **Northeast** (24%);
- Those **between ages 35-54 years** (38% versus 20% **for those between ages 18-34 years**).

The following demographics are more likely to name **East Calgary landfill**:

- Calgarians living in the **Northeast** compared to those in the **Southwest** (12%), **Southeast** (16%) and **Northwest** (7%);
- **Males** (20% versus 10% **females**).

Those in the **Southwest** (19%) are more likely to **not know or be not sure** about names of City of Calgary landfills compared to those in the **Northwest** (9%).

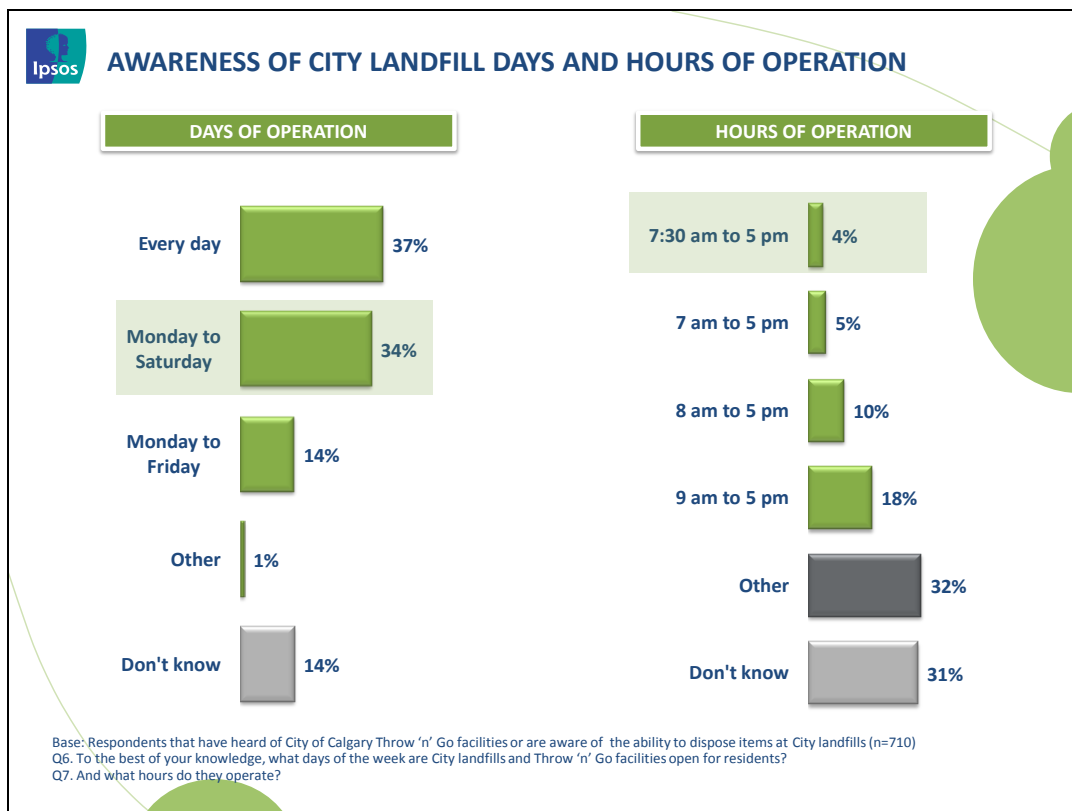
Calgarians that have disposed of items at City of Calgary landfills or Throw 'n' Go facilities in the **past 12 months** (54%) and **past three years** (46%) are more likely to name **Spyhill landfill** compared to those who **have not disposed of items** there (26%). They are also more likely to name **Shepard landfill** (37%, 35% and 18% respectively).

Calgarians **aware of landfill upgrades** are more likely to say **Northwest Calgary** compared to those that are **not aware** (23% versus 9%).

Awareness of City Landfill Days and Hours of Operation

Most Calgarians are generally aware of when city landfills are open to the public.

When asked when City of Calgary landfills & Throw 'n' Go facilities are open for residents, the majority of respondents provided a response that is indeed close to being correct, both in terms of the which days and the general span of hours that they are open. It is important to note that just over one-in-ten (14%) say that they 'don't know' what days they are open and three-in-ten (31%) 'don't know' the general hours of operation.



The following demographics are more likely to say the correct days of week that City of Calgary landfills are open (Monday to Saturday):

- Calgarians that are **aware of City of Calgary Throw 'n' Go facilities** (40%) are more likely to say **Monday to Saturday** versus those who **are not aware** (31%). They are also more likely to say **every day** (46% versus 34%);
- Those with incomes **higher than \$120K** (27%) are more likely to say **Monday to Saturday** versus those with incomes between **\$45K to just under \$75K** (27%).

Calgarians that have disposed of items at City of Calgary landfills or Throw ‘n’ Go facilities in the **past 12 months** (45%) and **past three years** (41%) are more likely to say that that City of Calgary facilities are open **every day** compared to those who **have not disposed of items** there (21%).

Calgarians with a **high school education or less** are more likely to say **Monday to Friday** versus those with **some post secondary education** (12%).

Calgarians that do not have **Blue or Black Cart collection** are more likely to **not know what days of the week City of Calgary facilities are open** for residents (26% versus 12% of those that **do have collection**).

There were no significant differences between demographics for listing the correct hours of operation (7:30 a.m. to 5 p.m.):

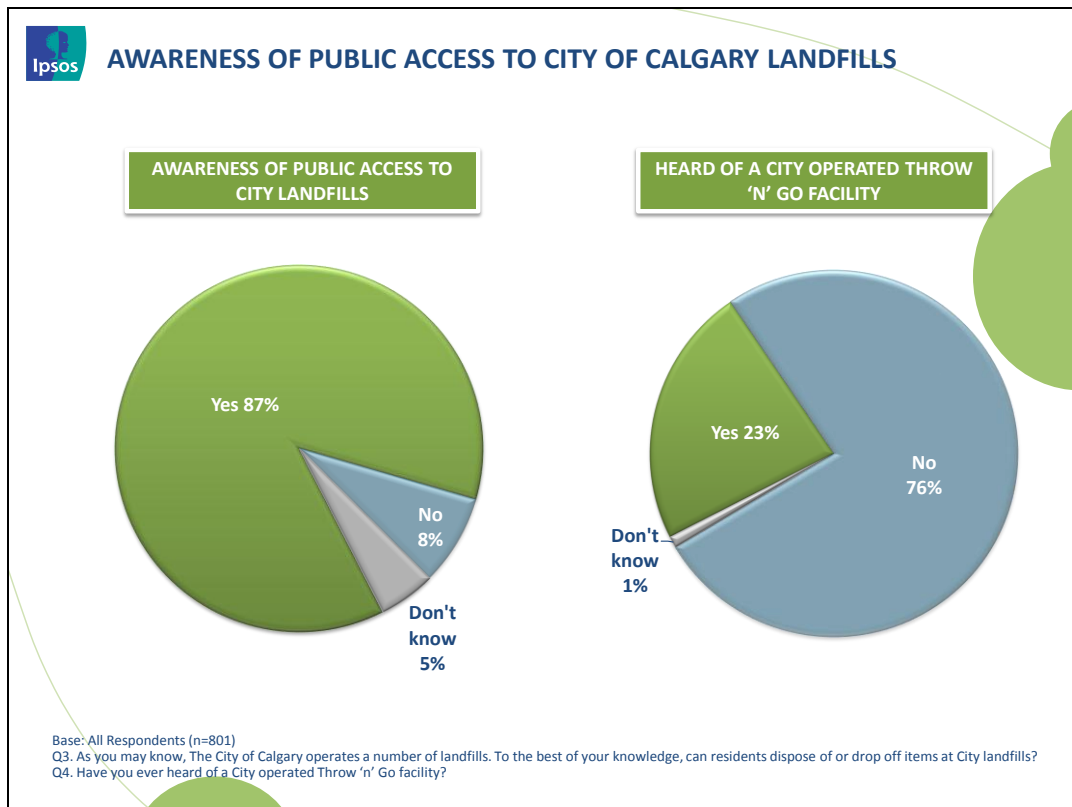
- Those between the ages **18-34 years** (28%) are more likely to say **9 a.m. to 5 p.m.** versus those ages **55+ years** (12%) and those between **ages 35-54 years** (23%);
- Those ages **55+ years** (13%) are more likely to say **8 a.m. to 5 p.m.** versus those between ages **18-34 years** (5%);
- Calgarians that have **completed university** (27%) and **some post secondary education** (26%) are more likely to say **9 a.m. to 6 p.m.** compared to those with a **high school education or less** (14%);
- Calgarians living here for **less than 10 years** (32%) or **between 10-15 years** (32%) are more likely to say **9 a.m. to 6 p.m.** versus those that have lived here **more than 15 years** (20%);
- Those that are **not aware of City of Calgary Throw ‘n’ Go facilities** are more likely to say **9 a.m. to 6 p.m.** versus those **who are aware** (26% versus 17%). Those who are aware are more likely to say **7 a.m. to 8 p.m.** (21% versus 12%);

Calgarians that are **dissatisfied** with **City of Calgary communications about landfills** are more likely to **not know the hours** that landfills operate (41% versus 27% of those who are **satisfied**).

Awareness of Public Access to City Of Calgary Landfills

While the majority of Calgarians are aware that the general public can access city landfills, few recognize the term 'Throw 'N' Go facility.

Close to nine-in-ten (87%) Calgarians recognize that the general public are able to access City landfills, though awareness of the branded 'Throw 'N' Go facilities is significantly lower (23%).



The following demographics are more likely to be aware that you **can dispose** of items at City of Calgary landfills:

- **Males** are more likely to know that you can dispose of items at City of Calgary landfills (93% versus 82% **females**);
- Those between the ages of **35-54 years** (92%) versus those ages **55+ years** (85%) and those between ages **18-34 years** (85%);
- Calgarians that have **completed university education** (90%) and those with some **post secondary education** (88%) versus **high school or less** (78%);
- Those with incomes **higher than \$120K** (91%), those with incomes **between \$90K to just under \$120K** (93%), those with incomes **between \$75K to just under \$90K** (90%), and those with incomes between **\$45K to just under \$75K** (89%) versus those with incomes **less than \$45K** (67%);

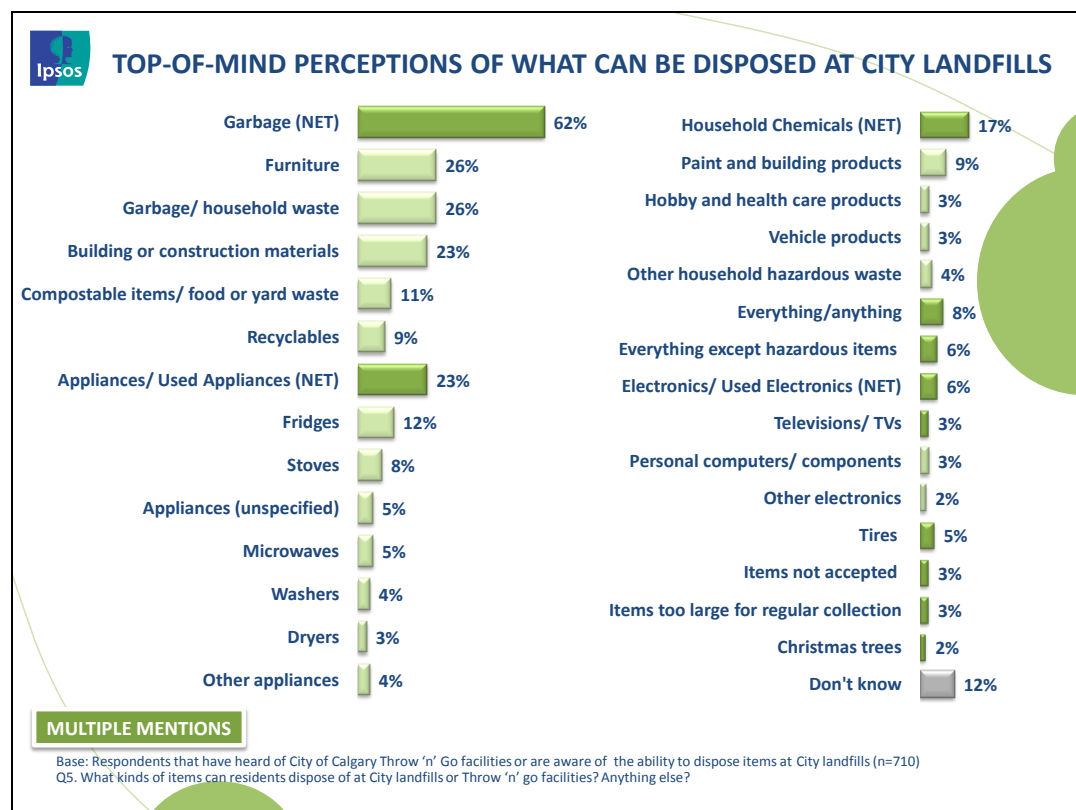
- Calgarians that are **aware of City of Calgary Throw ‘n’ Go facilities** (99% versus 84% of those **who are not aware**);
- Calgarians that are **satisfied with City of Calgary communications about landfills** (90% versus 80% of those who are **dissatisfied**);
- Calgarians that have disposed of items at City of Calgary landfills or Throw ‘n’ Go facilities in the **past 12 months** (97%) and **past three years** (94%) versus those who **have not disposed of items** there (70%);
- Calgarians that use **cash** at City of Calgary landfills or Throw ‘n’ Go facilities versus those that use **debit** (100% versus 93%).

The following demographics are more likely to have heard of **City of Calgary Throw ‘n’ Go facilities**:

- **Males** (33%) versus **females** (13%);
- Those between the ages of **35-54 years** (36%) versus those ages **55+ years** (23%) and those between ages **18-34 years** (10%);
- Calgarians that have lived here **more than 15 years** (27%) versus those that have lived here **less than 10 years** (13%);
- Calgarians that have **completed university education** (26%) and those with some **post secondary education** (24%) versus **high school or less** (14%);
- Those with incomes **higher than \$120K** (27%), those with incomes **between \$90K to just under \$120K** (37%), versus those with incomes **between \$75K to just under \$90K** (14%), and those with incomes between **\$45K to just under \$75K** (19%) versus those with incomes **less than \$45K** (12%);
- Calgarians that are **aware of City of Calgary Landfills** (26% versus 5% of those **who are not aware**);
- Calgarians that have disposed of items at City of Calgary landfills or Throw ‘n’ Go facilities in the **past 12 months** (38%) and **past three years** (22%) versus those who **have not disposed of items** there (6%).

Top-of-Mind Perceptions of What Can Be Disposed at City Landfills

The majority of residents are aware that a wide variety of materials can be disposed at City Landfills.



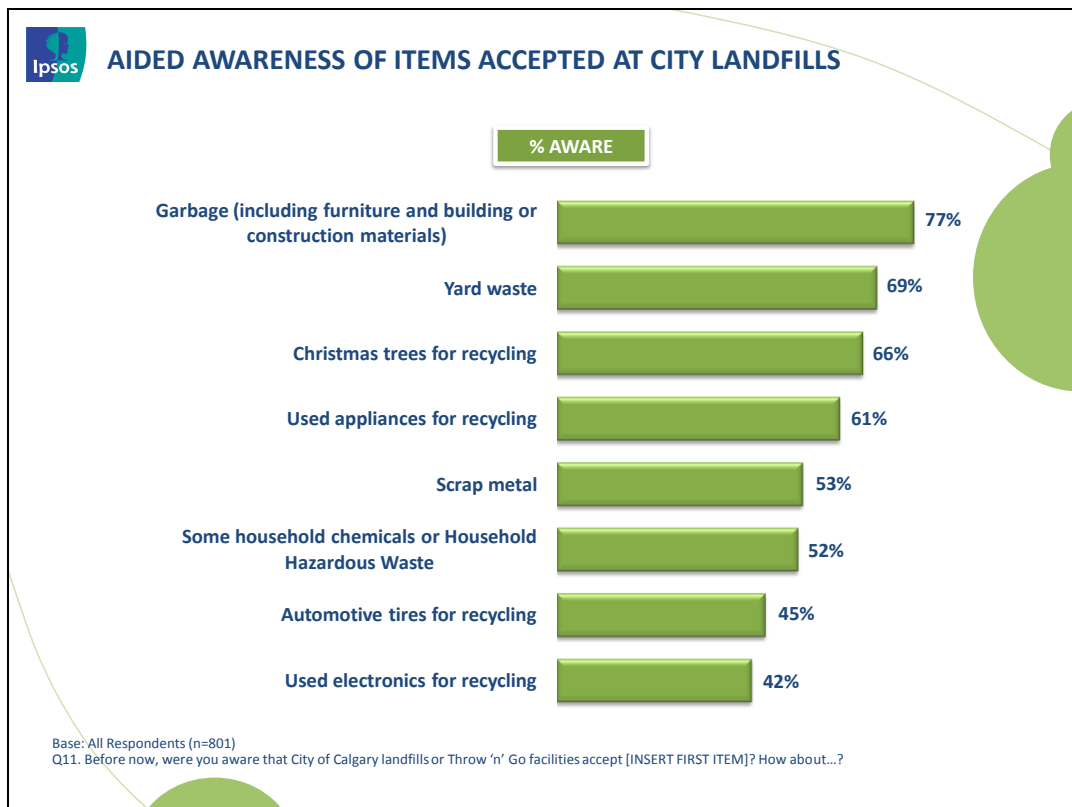
The following significant differences are notable:

- **Females** are more likely to say **furniture** (34% versus 19% **males**)
- Calgarians living in **multi-family complexes** are more likely to say **furniture** (40%) versus those in **single family homes** (25%).
- Calgarians that do not have **Blue and Black Cart collection** are more likely to say **furniture** (40%) versus those who **do have this collection** (25%).
- **Males** are more likely to say **garbage and household waste** (31% versus 20% **females**).
- Those between the ages of **35-54 years** (28%) and those between ages **18-34 years** (31%) are more likely to say **garbage and household waste** versus those ages **55+ years** (19%).
- Calgarians that are **aware of City of Calgary Throw 'n' Go facilities** (33%) are more likely to say **garbage** versus those who **are not aware** (24%). They are also more likely to say **appliances or used appliances** (30% versus 21% who **are not aware**) and **household chemicals** (28% versus 13% of those who **are not aware**).
- Calgarians that have disposed of items at City of Calgary landfills or Throw 'n' Go facilities in the **past 12 months** (24%) and **past three years** (32%) are more likely to say that you can dispose of

appliances or used appliances compared to those who **have not disposed of items** there (15%). They are also more likely to say **household chemicals** (20%, 26% and 6% respectively).

Aided Awareness of Items Accepted at City Landfills

While most are aware that general garbage, yard waste, Christmas trees and appliances can be disposed at City landfills. Though, general awareness that household chemicals, automotive tires, and used electronics for recycling.



It is significant that:

- Calgarians that are **satisfied** with **City of Calgary communications about landfills** are significantly more likely to be aware that you can dispose **all of these items at City of Calgary landfills** compared to those who are **dissatisfied**.
- Calgarians that have disposed of items in the **past 12 months** or the **past 3 years** are significantly more likely to be aware that you can dispose of **all of these items at City of Calgary landfills** compared to those that have **not disposed of items** there.

The following demographics are more likely to be aware of **Yard waste**:

- Males** (73% versus 65% **females**);

- Calgarians that are **aware of citizens' ability to use City of Calgary landfills and Throw 'n' Go facilities** (73% versus 26% of those who are not aware for City landfills AND 81% versus 65% of those who are not aware for Throw 'n' go facilities).

The following demographics are more likely to be aware of **Used electronics for recycling:**

- **Males** (69% versus 54% females);
- Those **ages 35-54 years** compared to those **ages 55+ years** (46% versus 32%);
- Calgarians living here for **10-15 years** compared to those living here for **15+ years** (53% versus 38%).

The following demographics are more likely to be aware of **Used appliances:**

- Those **ages 35-54 years** compared to those **ages 55+ years** (68% versus 53%);
- Calgarians living here for **10-15 years** compared to those living here for **15+ years** (73% versus 58%);
- Calgarians that have **some post secondary education** compared to those with a **high school education or less** (65% versus 53%);
- Calgarians living in **single family homes** (63% versus 46% of those in **multi-family homes**);
- Calgarians that are **aware of citizens' ability to use City of Calgary landfills and Throw 'n' Go facilities** (64% versus 43% of those who are not aware for City landfills AND 81% versus 55% of those who are not aware for Throw 'n' go facilities).

The following demographics are more likely to be aware of **Household chemicals:**

- **Males** (58% versus 47% females);
- Those **ages 35-54 years** compared to those **ages 55+ years** (61% versus 46%);
- Calgarians living here for **10-15 years** compared to those living here for **15+ years** (63% versus 48%);
- Calgarians that are **aware of citizens' ability to use City of Calgary landfills and Throw 'n' Go facilities** (55% versus 32% of those who are not aware for City landfills AND 76% versus 45% of those who are not aware for Throw 'n' go facilities).

The following demographics are more likely to be aware of **Scrap Metal:**

- **Males** (58% versus 48% females);
- Those **ages 35-54 years** compared to those **ages 55+ years** (59% versus 46%);
- Calgarians living in **single family homes** (54% versus 33% of those in **multi-family homes**);
- Calgarians that are **aware of citizens' ability to use City of Calgary landfills and Throw 'n' Go facilities** (56% versus 28% of those who are not aware for City landfills AND 68% versus 48% of those who are not aware for Throw 'n' go facilities).

The following demographics are more likely to be aware of **garbage:**

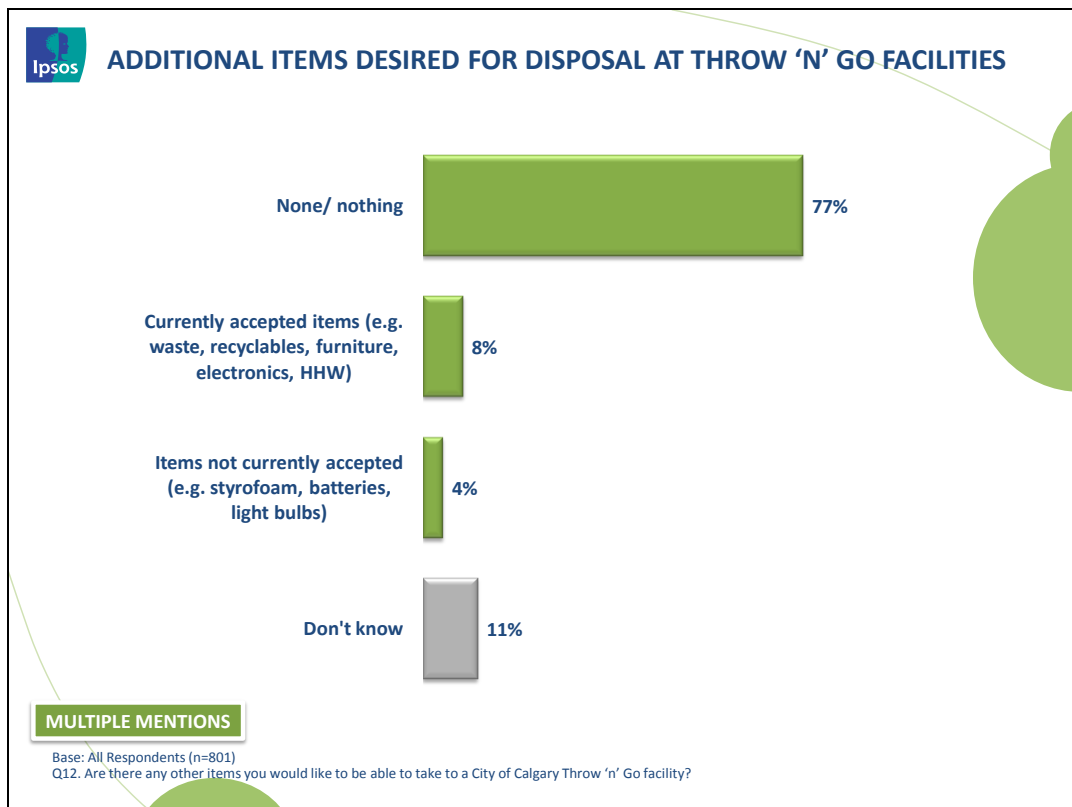
- Calgarians that have **completed university** compared to those with a **high school education or less** (81% versus 64%);
- Calgarians living in **single family homes** (78% versus 61% of those in **multi-family homes**);

- Calgarians that are **aware of citizens' ability to use City of Calgary landfills and Throw 'n' Go facilities** (81% versus 38% of those who are not aware for City landfills AND 88% versus 74% of those who are not aware for Throw 'n' go facilities).

Additional Items Desired for Disposal at Throw 'N' Go Facilities

TEXT

TEXT

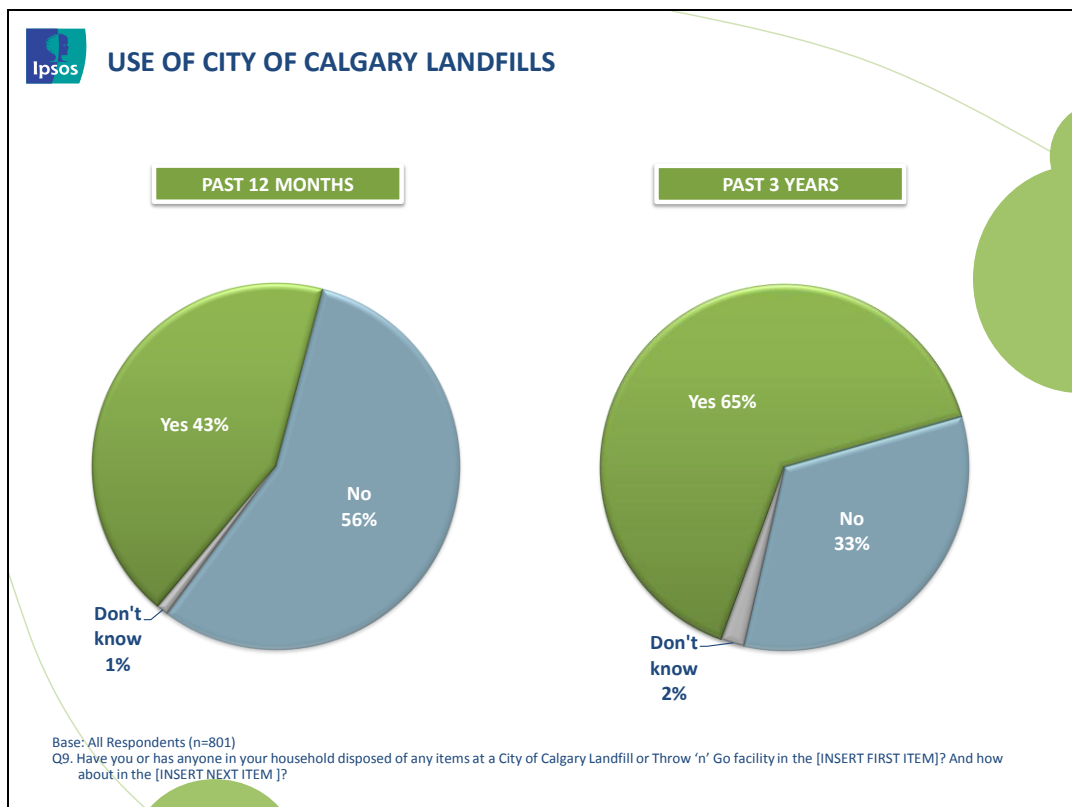


Calgarians that are **aware of landfill upgrades** suggest paint/paint cans versus those that are **not aware** of upgrades (6% versus 1%).

Use of City of Calgary Landfills

Use of City of Calgary Landfills

Nearly two-thirds of Calgarians say that they disposed of materials at a City landfill in the last 3 years, while 43% have done so in the last 12 months.



The following significant differences are notable for those households that have disposed of items at a City of Calgary landfill or Throw 'n' Go facility in the **past twelve months**:

- Calgarians living in the **Northwest** (54%) are more likely to have disposed of items at a City of Calgary Landfill or Throw 'n' Go Facility versus those living in the **Southwest** (36%), **Southeast** (39%), **Northeast** (41%);
- Those between **ages 35-54 years** (52%) versus those **ages 55+** (33%) and those **ages 18-34 years** (41%);
- Calgarians that have **completed university** (50%) versus those with **some post secondary education** (40%) or those with **high school education or less** (33%);
- Calgarians living in **single family homes** (46% versus 17% of those living in a **multi family complex**);
- Calgarians that have **Black or Blue Cart collection** (45%) versus those that **do not** (30%);

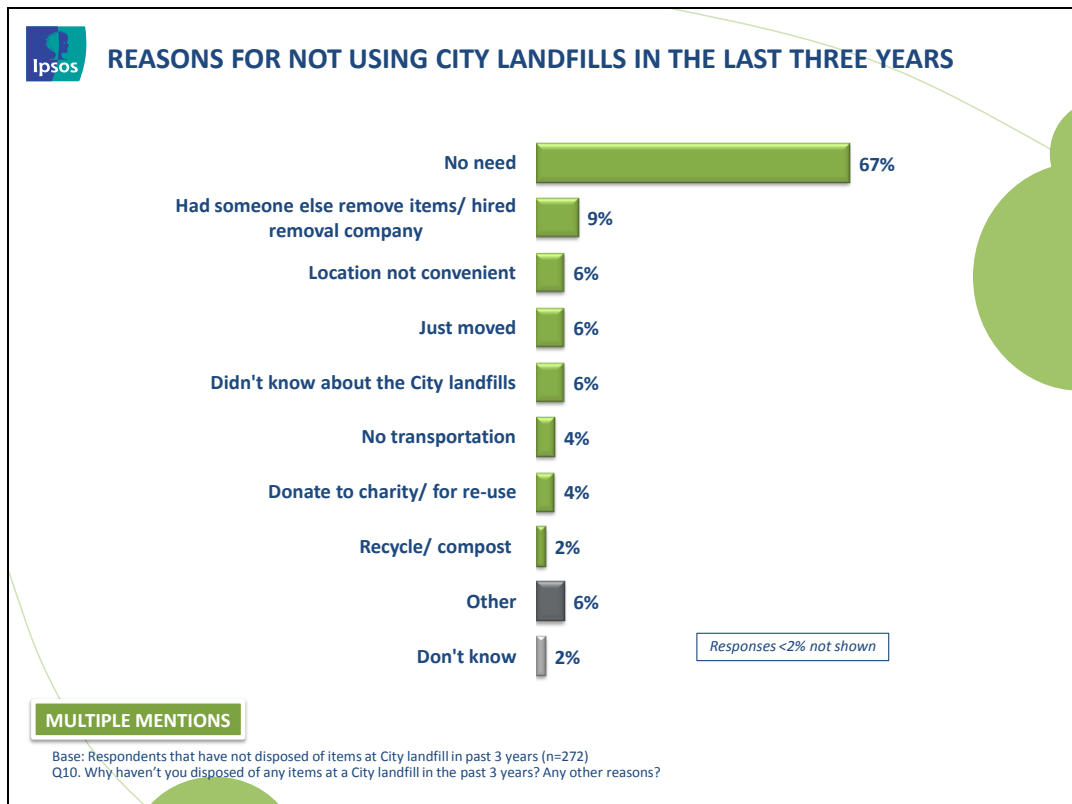
- Calgarians that are **aware of citizens' ability to use City of Calgary landfills and Throw 'n' Go facilities** (47% versus 5% of those who **are not for City landfills** AND 69% versus 35% of those who **are not for Throw 'n' go facilities**).

The following significant differences are notable for those households that have disposed of items at a City of Calgary landfill or Throw 'n' Go facility in the **past three years**:

- Calgarians that have **some post secondary education** (51%) are more likely to have disposed of items at a City of Calgary Landfill or Throw 'n' Go Facility in last 3 years versus those who have **completed university** (34%) or those with **high school education or less** (27%).
- Calgarians living in **single family homes** are more likely to have disposed of items at a City of Calgary Landfill or Throw 'n' Go Facility in the past three years (41% versus 24% of those living in a **multi family complex**).
- Calgarians that have **Black or Blue Cart collection** (41%) versus those that **do not** (27%).
- Calgarians that are **aware of citizens' ability to use City of Calgary landfills and Throw 'n' Go facilities** (46% versus 11% of those who **do not for City landfills** AND 69% versus 35% of those who **do not for Throw 'n' go facilities**).

Reasons for Not Using City Landfills in the Last Three Years

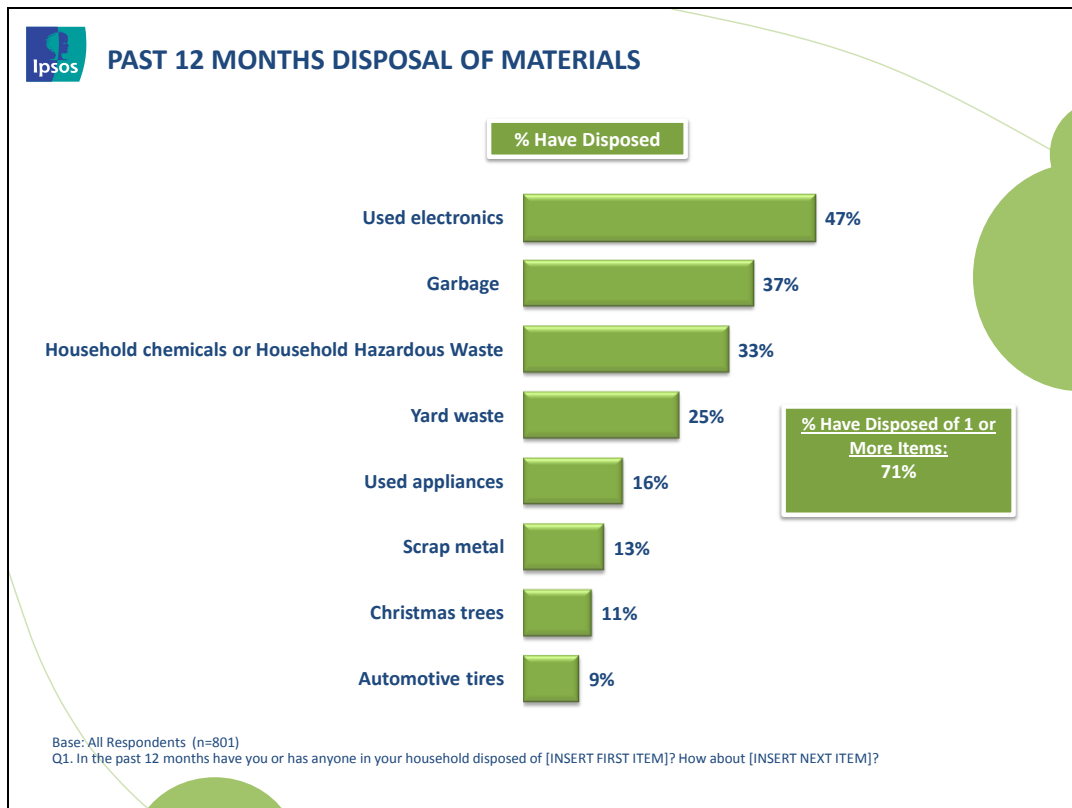
Having no need to dispose of materials is the top reason for not visiting a City landfill in the last three years.



Those living in **multi-family complexes** are more likely to say that they had **someone else remove the items or hired a removal company** (17% versus 7% of those who live in **single family homes**).

Past 12 Months Disposal of Materials

Used electronics is the most frequently disposed materials overall.



When data is analyzed further, it is noted that the following demographics **have disposed of one or more items in the past 12 months:**

- Calgarians living in the **Southwest** (76%) and **Northwest** (76%) versus those living in the **Southeast** (62%);
- Those between the ages of **35-54 years** (79%) versus those between ages **18-34 years** (65%) and those ages **55+** years (69%);
- Calgarians that have **completed university education** (80%) versus those with some **post secondary education** (67%) and **high school or less** (56%);
- Those with incomes **higher than \$120K** (81%) and those with incomes **between \$90K to just under \$120K** (78%), versus those with incomes **between \$75K to just under \$90K** (61%), **\$45K to just under \$75K** (66%) and **less than \$45K** (53%);
- Calgarians that are **aware of citizens' ability to use City of Calgary landfills and Throw 'n' Go facilities** (74% versus 44% of those who are not aware for City landfills AND 81% versus 67% of those who are not aware for Throw 'n' go facilities);

- Calgarians that **pay with cash** versus those that **pay with debit card** (95% versus 82%).

The following demographics have a significantly higher percentage of disposing **Used Electronics**:

- Calgarians living in the **Northwest** (53%) and the **Southwest** (53%), versus those living in the **Southeast** (38%);
- **Males** (52%) versus **Females** (42%);
- Those between the ages of **35-54 years** (56%) versus those between ages **18-34 years** (41%) and those ages **55+** years (43%);
- Calgarians that have lived here for **15+ years** (50%) versus those who have lived here **less than 10 years** (34%);
- Calgarians that have **completed university education** (56%) and those with some **post secondary education** (45%) versus **high school or less** (30%);
- Those with incomes **higher than \$120K** (56%) and those with incomes **between \$90K to just under \$120K** (56%), versus those with incomes **\$45K to just under \$75K** (35%).

The following demographics have a significantly higher percentage of disposing **Garbage** in the past 12 months:

- Calgarians living in the **Northwest** (43%) versus those living in the **Southeast** (30%).
- Those between the ages of **35-54 years** (48%) versus those between ages **18-34 years** (31%) and those ages **55+** years (32%);
- Calgarians that have **completed university education** (43%) versus those with some **post secondary education** (36%) and **high school or less** (23%);
- Those with incomes **higher than \$120K** (48%) versus those with incomes **between \$90K to just under \$120K** (44%), **\$75K to just under \$90K** (28%), and **\$45K to just under \$75K** (27%);
- Those living in **single family homes** (39%) versus those living in **multi-family complexes** (20%);
- Those with **Black or Blue Cart collection** (39%) versus those who **do not have these types of collection** (24%);
- Calgarians that are **aware of citizens' ability to use City of Calgary landfills and Throw 'n' Go facilities** (40% versus 16% of those who are not aware for City landfills AND 57% versus 31% of those who are not for Throw 'n' Go facilities);
- Calgarians that are **dissatisfied with City of Calgary communications about landfills** (51%) versus those that are **satisfied with communications** (35%).

The following demographics have a significantly higher percentage of disposing **Household Chemicals or Household hazardous waste**:

- Those between the ages of **35-54 years** (41%) and those ages **55+ years** (37%) versus those between ages **18-34 years** (22%);
- Calgarians that have **completed university education** (38%) and those with some **post secondary education** (34%) versus **high school or less** (18%);
- Those with incomes **higher than \$120K** (39%) and those with incomes **between \$90K to just under \$120K** (41%), versus those with incomes **less than \$45K** (22%) and those with incomes **between \$45K to just under \$75K** (22%);

- Calgarians that are **aware of citizens' ability to use City of Calgary landfills and Throw 'n' Go facilities** (36% versus 13% of those who **are not aware for City landfills** AND 55% versus 27% of those who **are not for Throw 'n' go facilities**).

The following demographics have a significantly higher percentage of disposing **Yard waste**:

- Those between the ages of **35-54 years** (32%) versus those between ages **18-34 years** (20%) and those ages **55+ years** (24%);
- Calgarians that have **completed university education** (28%) and those with some **post secondary education** (27%) versus **high school or less** (16%);
- Those with incomes **higher than \$120K** (32%) and those with incomes **between \$90K to just under \$120K** (33%), versus those with incomes **\$45K to just under \$75K** (17%);
- Those living in **single family homes** (28%) versus those living in **multi-family complexes** (6%);
- Those with **Black or Blue Cart collection** (28%) versus those who **do not have these types of collection** (6%);
- Calgarians that are **aware of citizens' ability to use Throw 'n' Go facilities** (34% versus 23% of those who **do not for Throw 'n' go facilities**);
- Calgarians that are **dissatisfied with City of Calgary communications about landfills** (51%) versus those that are **satisfied with communications** (35%).

The following demographics have a significantly higher percentage of disposing **Used Appliances**:

- Those between the ages of **35-54 years** (21%) versus those between ages **18-34 years** (10%) and those ages **55+ years** (17%);
- Calgarians that have **completed university education** (20%) versus those with some **post secondary education** (15%) and **high school or less** (11%);
- Those with incomes **higher than \$120K** (20%) and those with incomes **between \$90K to just under \$120K** (20%), versus those with incomes **\$45K to just under \$75K** (8%);
- Calgarians that are **aware of citizens' ability to use City of Calgary landfills and Throw 'n' Go facilities** (50% versus 26% of those who **are not aware for City landfills** AND 62% versus 42% of those who **are not for Throw 'n' go facilities**).

The following demographics have a significantly higher percentage of disposing **Scrap metal**:

- **Males** (19%) versus **females** (7%);
- Those between the ages of **35-54 years** (15%) versus those ages **55+ years** (10%) and those between ages **18-34 years** (14%);
- Those with **Black or Blue Cart collection** (14%) versus those who **do not have these types of collection** (3%);
- Calgarians that are **aware of citizens' ability to use City of Calgary landfills and Throw 'n' Go facilities** (15% versus 2% of those who **are not aware for City landfills** AND 21% versus 10% of those who **are not for Throw 'n' go facilities**).

The following demographics have a significantly higher percentage of disposing **Christmas Trees**:

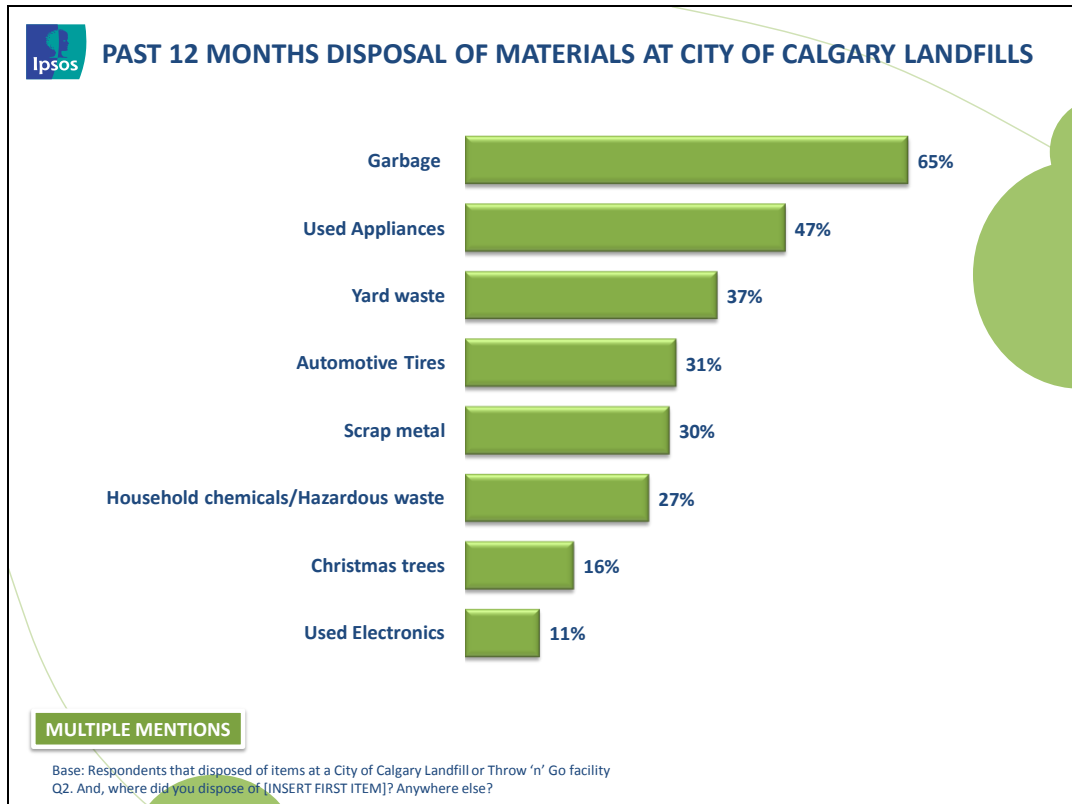
- Those between the ages of **35-54 years** (16%) versus those between ages **18-34 years** (7%) and those ages **55+** years (10%);
- Those with incomes **higher than \$120K** (14%) and those with incomes **between \$90K to just under \$120K** (17%), versus those with incomes **less than \$45K** (7%);

The following demographics have a significantly higher percentage of disposing **Automotive Tires:**

- Calgarians that have **completed university education** (12%) versus **high school or less** (4%);
- Those living in **single family homes** (12%) versus those living in **multi-family complexes** (1%);
- Calgarians that are **aware of citizens' ability to use City of Calgary landfills and Throw 'n' Go facilities** (12% versus 0% of those who are not aware for City landfills AND 17% versus 9% of those who are not for Throw 'n' go facilities).

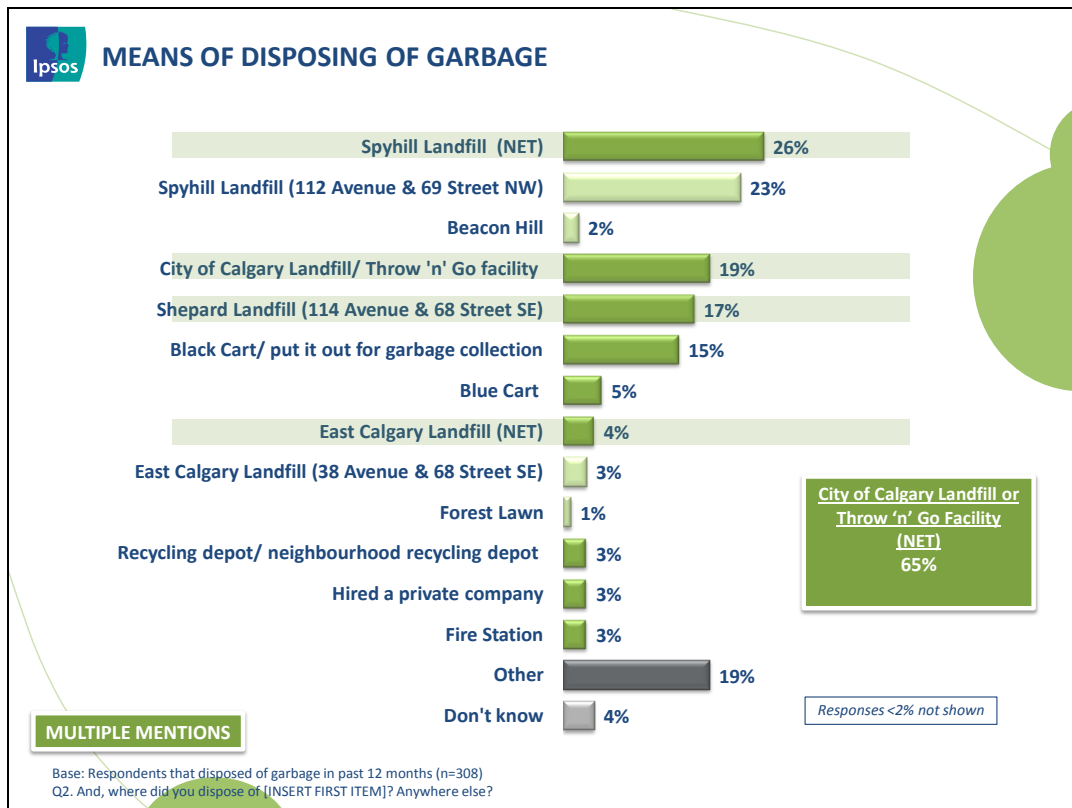
Past 12 Months Disposal of Materials at City of Calgary Landfills

General garbage, used appliances, and yard waste are the top materials disposed in City landfills among those who have recently visited a site.



Means of Disposing Of Garbage

City landfills are the most frequently used means for disposing of garbage (65%).



When data is analyzed further, the following significant differences are notable:

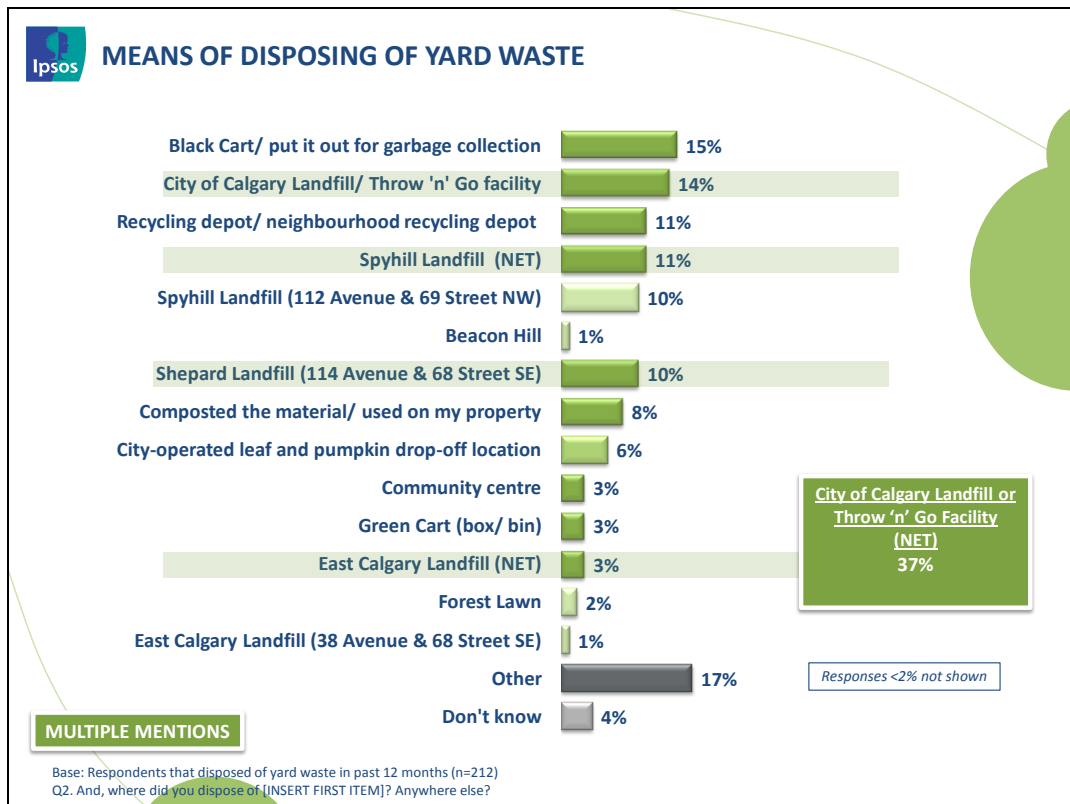
- Calgarians that are **dissatisfied** with **City of Calgary communications about landfills** (32%) are more likely to dispose **garbage** at a **City of Calgary landfill or Throw 'n' Go facility (unspecified)** versus those that are **satisfied** with communications (14%);
- Calgarians that are **aware of citizens' ability to use Throw 'n' Go facilities** are more likely to dispose **garbage** at a **City of Calgary landfill or Throw 'n' Go facility** (78% versus 59% of those who **are not aware for Throw 'n' go facilities**);
- Calgarians that have disposed of items at City of Calgary landfills or Throw 'n' Go facilities in the **past 12 months** are more likely to dispose of **garbage** at **Shepard Landfill** compared to those that **have not disposed of items** at City of Calgary landfills or Throw 'n' Go facilities (22% versus 4%);
- Calgarians that **have not disposed of items** at City of Calgary landfills or Throw 'n' Go facilities are more likely to have **hired a private company** to dispose of **garbage** compared to those that have disposed of items at City of Calgary landfills or Throw 'n' Go facilities in the **past 12 months** (17% versus 1%). They are also more likely to have used **Black Cart collection** to dispose of garbage (32% versus 12%).

The following demographics are significantly more likely to dispose of **garbage** at **Spyhill landfill**:

- Those between the ages of **35-54 years** (26%) versus those ages **55+ years** (56%).
- Calgarians that have **completed university education** (34%) versus those with some **post secondary education** (13%) and **high school or less** (13%);
- Calgarians that have disposed of items at City of Calgary landfills or Throw 'n' Go facilities in the **past 12 months** compared to those that **have not disposed of items** at City of Calgary landfills or Throw 'n' Go facilities (30% versus 5%);
- Calgarians living in the **Northwest** (50%) compared to those living in the **Southeast** (0%), **Southwest** (17%) or **Northeast** (10%). Those living in the **Southeast** (40%) and **Southwest** (27%) are more likely to dispose of **garbage** at **Shepard Landfill** compared to those in the **Northwest** (3%) and **Northeast** (7%).

Means of Disposing of Yard Waste

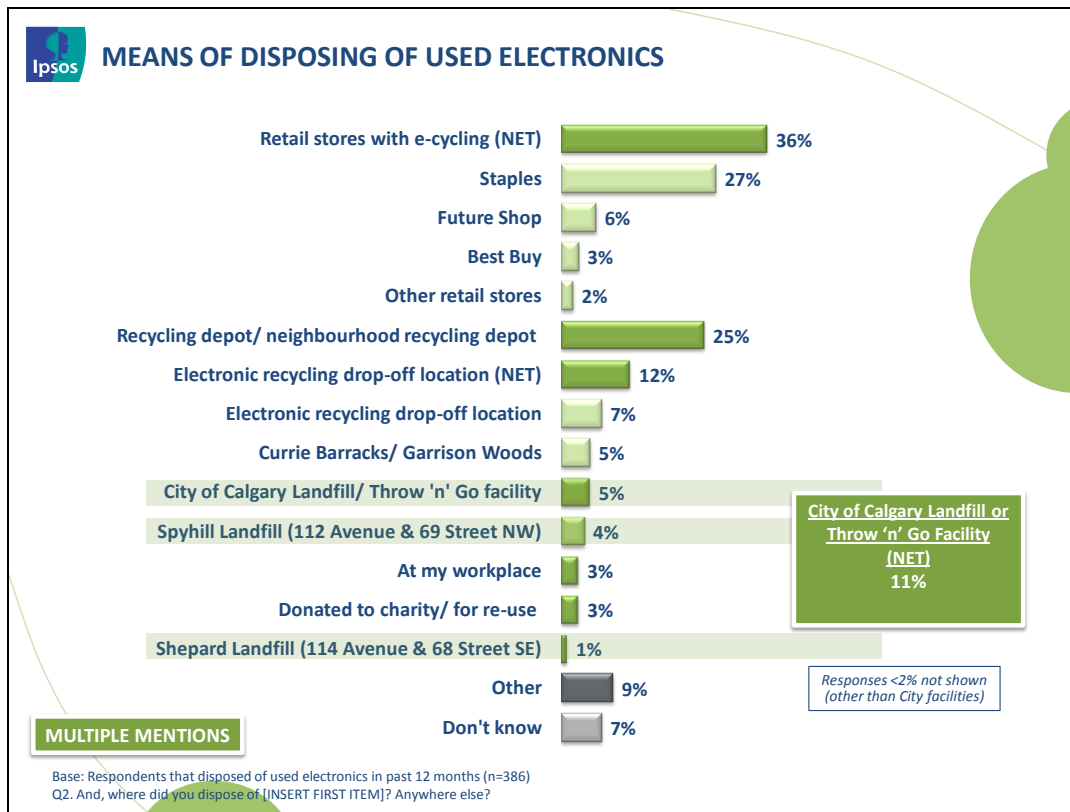
The Black Cart (15%) and City landfills (37%) are the most frequently used means for disposing of yard waste.



- **Females** are more likely to say that they **compost material on their property** (15%) versus **males** (3%).
- Calgarians living in the **Southwest** (9%) and **Southeast** (30%) are significantly more likely to dispose **yard waste** at **Shepard landfill** compared to those living in the **Northwest** (0%), and **Northeast** (6%). Those living in the **Northwest** (25%) are more likely to dispose of yard waste at **Spyhill landfill** compared to those in the **Southwest** (7%) and **Southeast** (2%).
- Those between the ages of **35-54 years** (26%) are significantly more likely to dispose of **yard waste** at **Spyhill landfill** (13%) versus those ages **55+ years** (4%).
- Calgarians that are **aware of citizens' ability to use Throw 'n' Go facilities** are more likely to dispose **yard waste** at a **City of Calgary landfill or Throw 'n' Go facility** (50% versus 32% of those who are **not for Throw 'n' go facilities**).
- Calgarians that are **aware of citizens' ability to use Throw 'n' Go facilities** are more likely to dispose **yard waste** at **Shepard Landfill** (3% versus 0% of those who are **not for Throw 'n' go facilities**).

Means of Disposing of Used Electronics

Retail stores with e-cycling and local recycling depots are the most frequently visited sites for disposing used electronics.



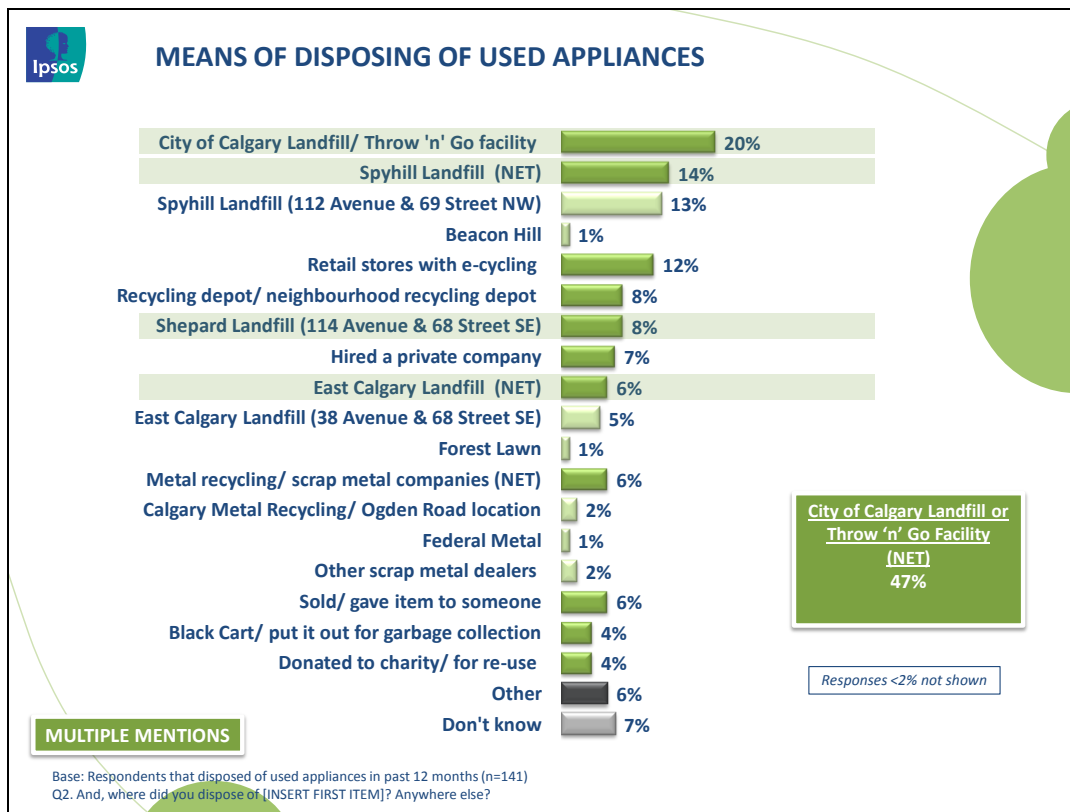
It is significant that:

- Calgarians living in the **Southeast** (5%) are more likely to dispose used electronics at **Shepard Landfill** compared to those living in the **Northwest** (0%).
- Those living in the **Southeast** (25%) are more likely to say that they dispose of used electronics at an **electronic recycling drop off location** (10%) versus those in the **Northwest** (2%). They are also more likely to say that they dispose of used electronics at **Currie Barracks or Garrison Woods** (12%) versus those in the **Northwest** (3%) or **Northeast** (1%).
- Those between ages **18-34 years** are more likely to say that they dispose of used electronics at a **City of Calgary Landfill or Throw 'n' Go facility** (13%) compared to those ages **35-54 years** (2%).
- Calgarians that have disposed of items at City of Calgary landfills or Throw 'n' Go facilities in the **past 12 months** are more likely to say that they dispose of used electronics at a **City of Calgary Landfill or Throw 'n' Go facility** compared to those that **have not disposed of items** at City of Calgary landfills or Throw 'n' Go facilities (19% versus 2%). In particular, they are more likely to have disposed of items at **Spyhill landfill** (7% versus 5%).

- Calgarians that are **aware of landfill upgrades** are more likely to say that they dispose of **used electronics** at **East Calgary Landfill** compared to those that are **not aware of landfill upgrades** (4% versus 0%).

Means of Disposing of Used Appliances

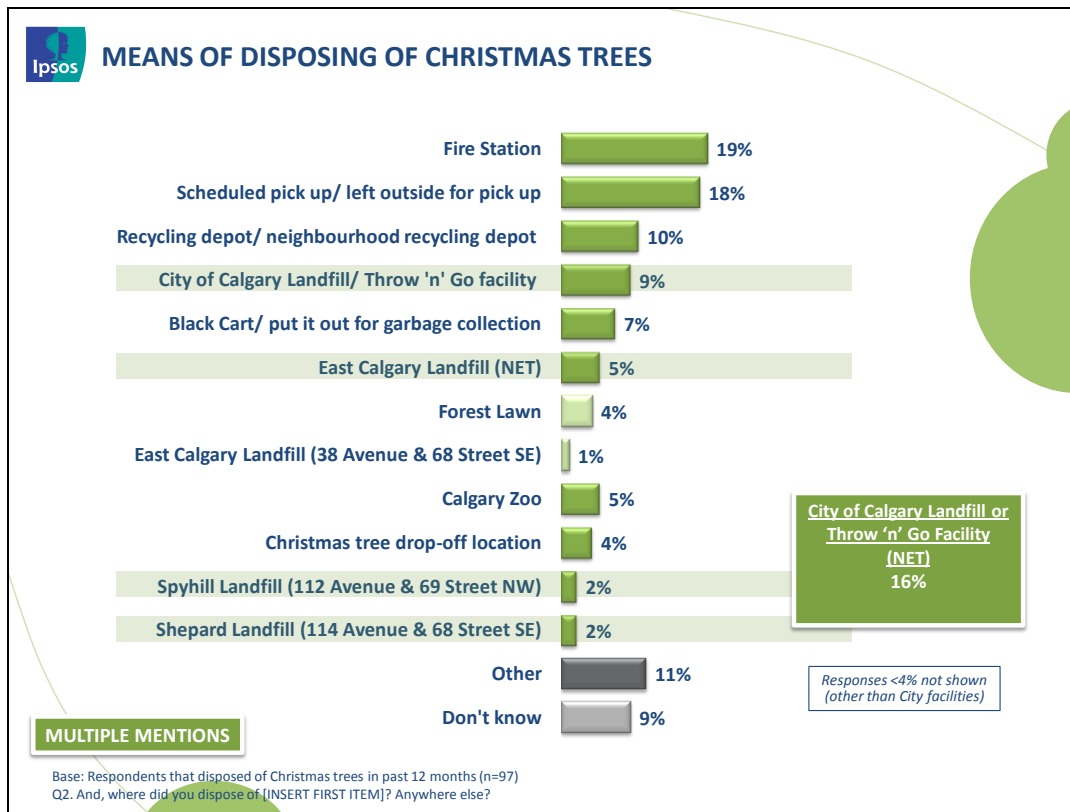
City landfills (47%) are the most frequently used means for disposing of used appliances.



Calgarians that are **aware of citizens' ability to use Throw 'n' Go facilities** are more likely to dispose **used appliances** at a **City of Calgary landfill or Throw 'n' Go facility** (61% versus 36% of those who are **not aware for Throw 'n' go facilities**). In particular, they are more likely to use **Spyhill landfill** in order to dispose used appliances (23% versus 6% of those who are **not aware**).

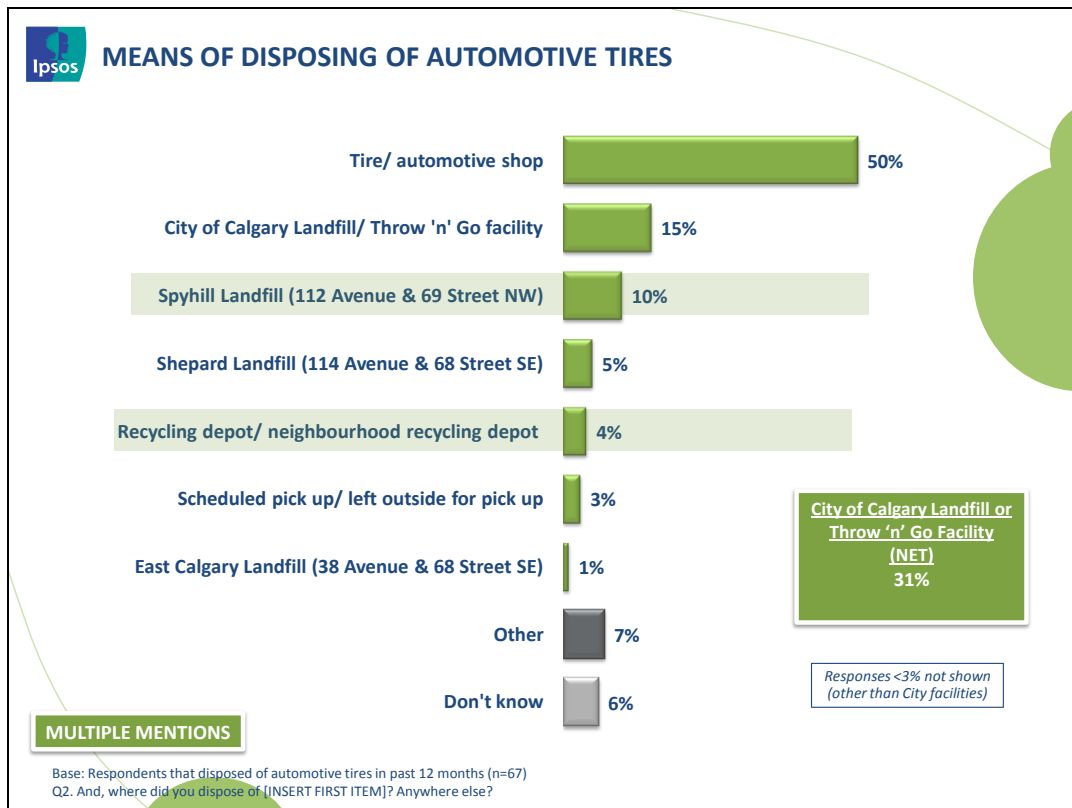
Means of Disposing of Christmas Trees

Local Fire Stations, City collection programs and local recycling depots are the most frequently used means for disposing of Christmas trees.



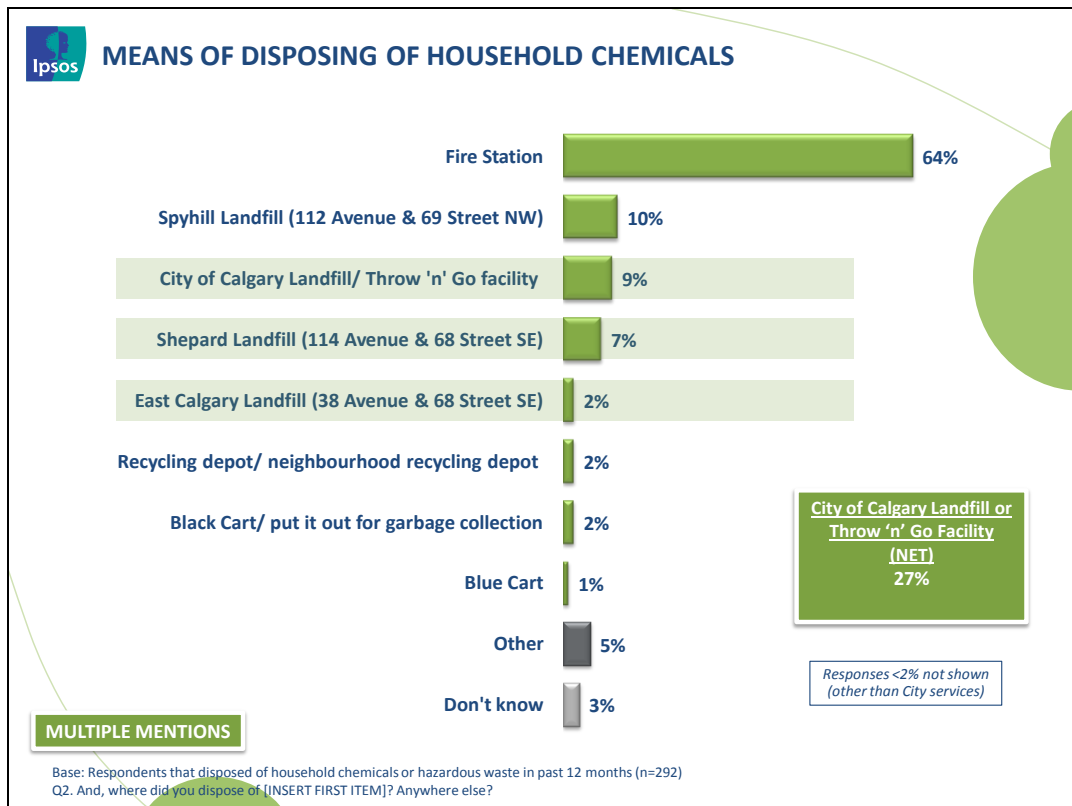
Means of Disposing of Automotive Tires

Tire/automotive shops and City landfills (31%) are the most frequently used means of disposing automotive tires.



Means of Disposing of Household Chemicals

Local Fire Stations and City landfills (27%) are the most frequently used means for disposing of Christmas trees.



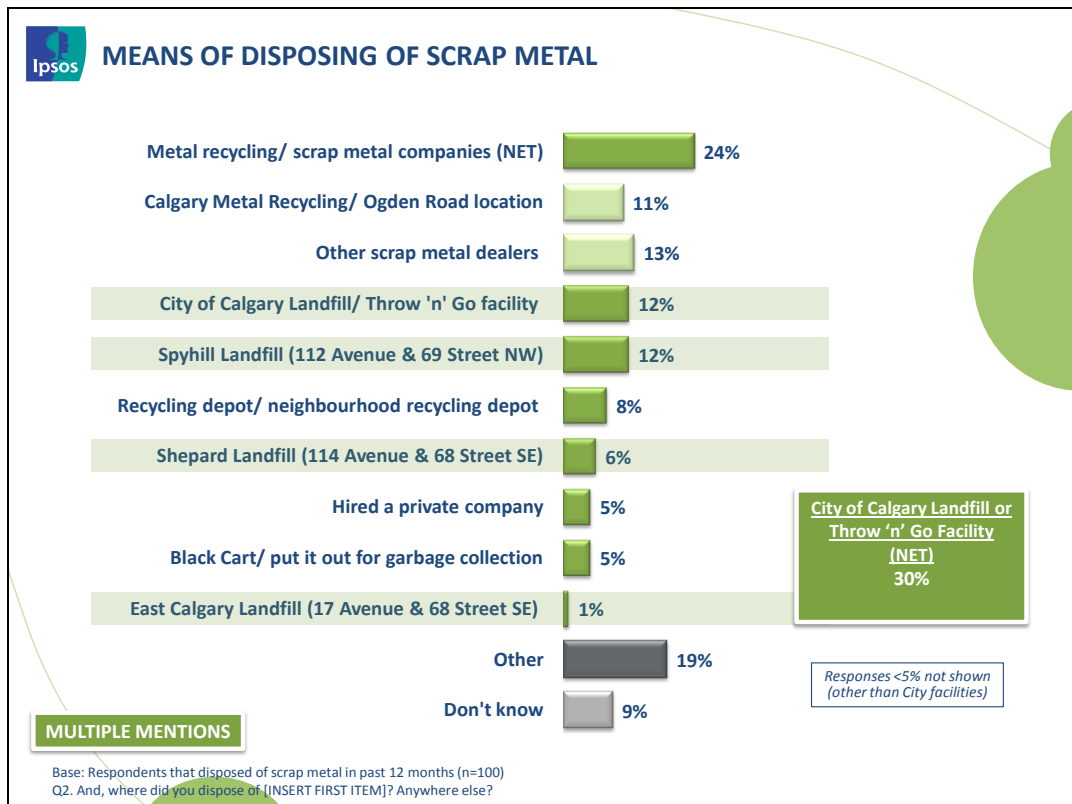
It is significant that:

- Those living in the **Southwest** (72%) are more likely to say that they dispose of **household chemicals** at a **Fire station** (10%) versus those in the **Southeast** (48%). **Females** are also more likely to say the same (72% versus 57% **males**);
- Calgarians living in the **Northwest** (22%) are significantly more likely to dispose **household chemicals** at **Spyhill landfill** compared to those living in the **Southeast** (0%), **Southwest** (7%) or **Northeast** (4%). Those living in the **Southeast** (27%) are more likely to dispose of household chemicals at **Shepard landfill** compared to those in the **Northwest** (0%) and **Southwest** (6%);
- Calgarians with household incomes of **more than \$120K** (28%) and **between \$90K to just under \$120K** (38%) are more likely to say that they dispose of **household chemicals** at a **City of Calgary landfill or Throw 'n' Go facility** compared to those with incomes **between \$45k to just under \$75K** (10%);
- Calgarians that are **aware of citizens' ability to use Throw 'n' Go facilities** are more likely to dispose **household chemicals** at a **City of Calgary landfill or Throw 'n' Go facility** (38% versus 20% of those who are **not for Throw 'n' go facilities**). In particular, they are more likely to use

- Spyhill landfill** in order to dispose the chemicals or hazardous waste (15% versus 7% of those who are **not aware**) and **Shepard landfill** (13% versus 3% of those who are **not aware**);
- Calgarians that have disposed of items at City of Calgary landfills or Throw ‘n’ Go facilities in the **past 12 months** are more likely to say that they dispose of **household chemicals** at a **City of Calgary Landfill or Throw ‘n’ Go facility** compared to those that **have not disposed of items** at City of Calgary landfills or Throw ‘n’ Go facilities (37% versus 8%). In particular, they are more likely to have disposed of items at **Spyhill landfill** (15% versus 0%).

Means of Disposing of Scrap Metal

Metal recycling/scrap metal companies and City landfills (30%) are the most frequently used means for disposing of Christmas trees.



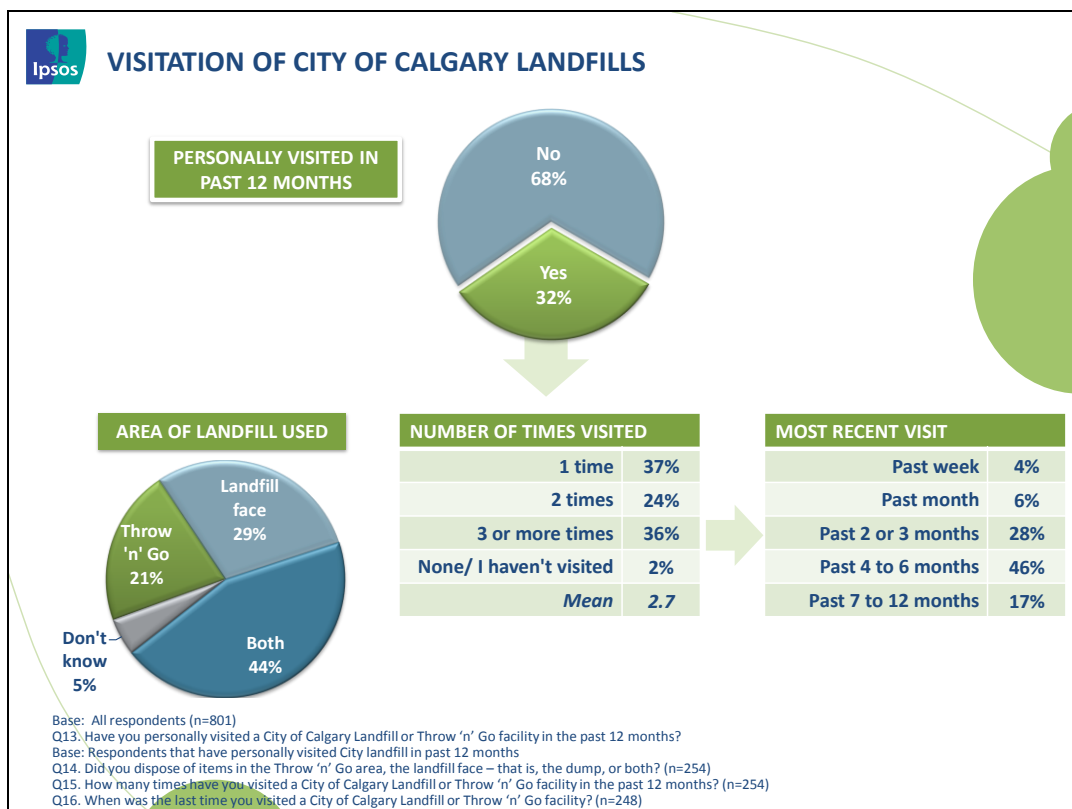
Calgarians that are **aware of citizens' ability to use Throw 'n' Go facilities** are more likely to dispose **scrap metal** at a **City of Calgary landfill or Throw 'n' Go facility** (47% versus 19% of those who are **not for Throw 'n' go facilities**). In particular, they are more likely to use **Shepard landfill** in order to dispose the scrap metal (12% versus 1% of those who are **not aware**).

Experience at City of Calgary Landfills

Visitation of City of Calgary Landfills

One-third of Calgarians have personally visited a City landfill in the last 12 months, with the average number of visits at 2.7 times.

Among the 32% of Calgarians who have visited a City landfill the last year, 29% say that they visited the landfill face, 21% the Thrown 'n' go area, and 44% say both.



Several significant differences are notable here:

- **Males** are more likely to have personally visited a City of Calgary landfill or Throw 'n' Go facility (93% versus 54% for **females**);
- Those with household incomes for **more than \$120K** are more likely to have personally visited a City of Calgary landfill or Throw 'n' Go facility (80% versus 58% for those with household incomes of **\$45k to just under \$75K**);
- Calgarians that are **aware of citizens' ability to use Throw 'n' Go facilities** are more likely to have personally visited a City of Calgary landfill or Throw 'n' Go facility (96% versus 62% of those who are **not aware for Throw 'n' go facilities**).

In terms of disposing items at the Throw 'n' Go, Landfill face or both areas:

- Calgarians that are **aware of citizens' ability to use Throw 'n' Go facilities** are more likely to have **disposed of items in both areas** (55% versus 35% of those who **are not aware for Throw 'n' go facilities**). Those that are **not aware** are more likely to dispose of items in the **landfill face** (40% versus 18% of those who are **aware**).

When asked about the number of times they visited The City of Calgary facilities, a few differences are significant:

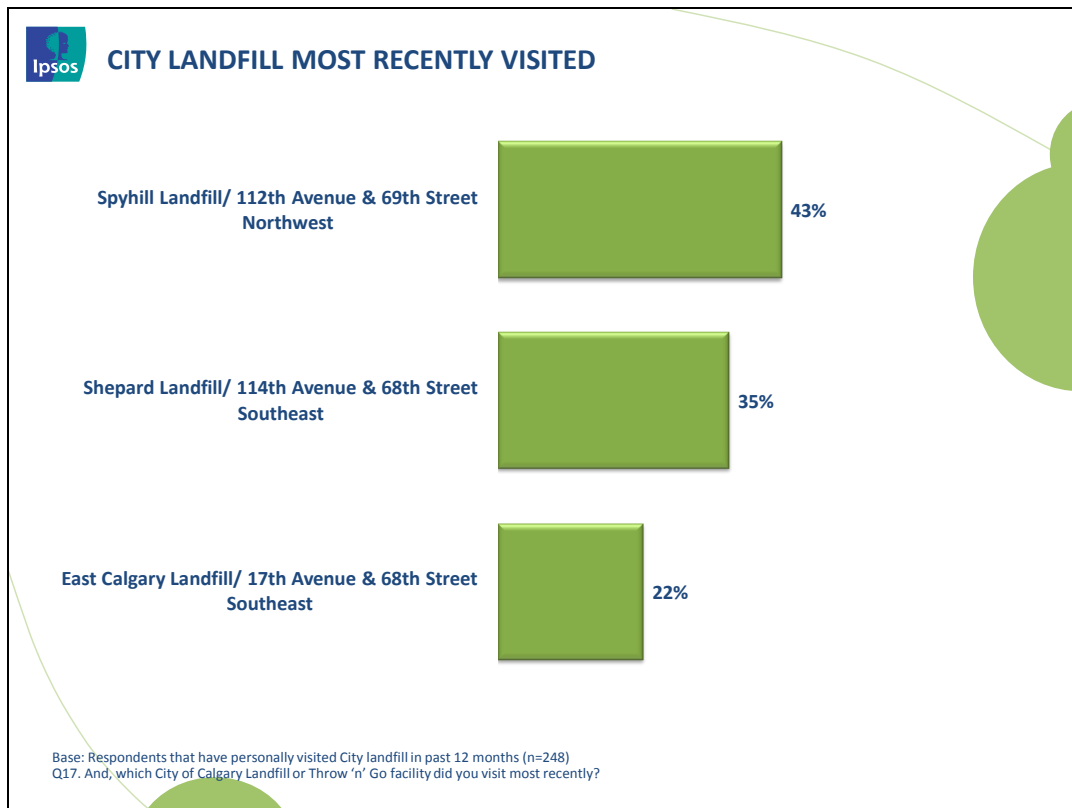
- Calgarians that are **aware of citizens' ability to use Throw 'n' Go facilities** are more likely to have **visited a City of Calgary facility 2 times** (31% versus 17% of those who **are not aware for Throw 'n' go facilities**);
- Calgarians that have visited the **East Calgary Landfill** are more likely to have visited it **once** in the past twelve months compared to those that have visited Spyhill (52% versus 30%). Those that have visited **Spyhill** are more likely to have visited it **over three times** in the **past 12 months** (45% versus 24%).

Furthermore,

- Those with **some post secondary education** are more likely to have visited a City of Calgary landfill in the **past week** (8% versus 1% for those who **completed university**).
- Calgarians that have visited **Shepard Landfill** are more likely to say that they visited it in the **past 2 or 3 months** compared to those that visited **East Calgary landfill** (35% versus 13%).

City Landfill Most Recently Visited

Spyhill landfill is the most frequently visited City-operated site.

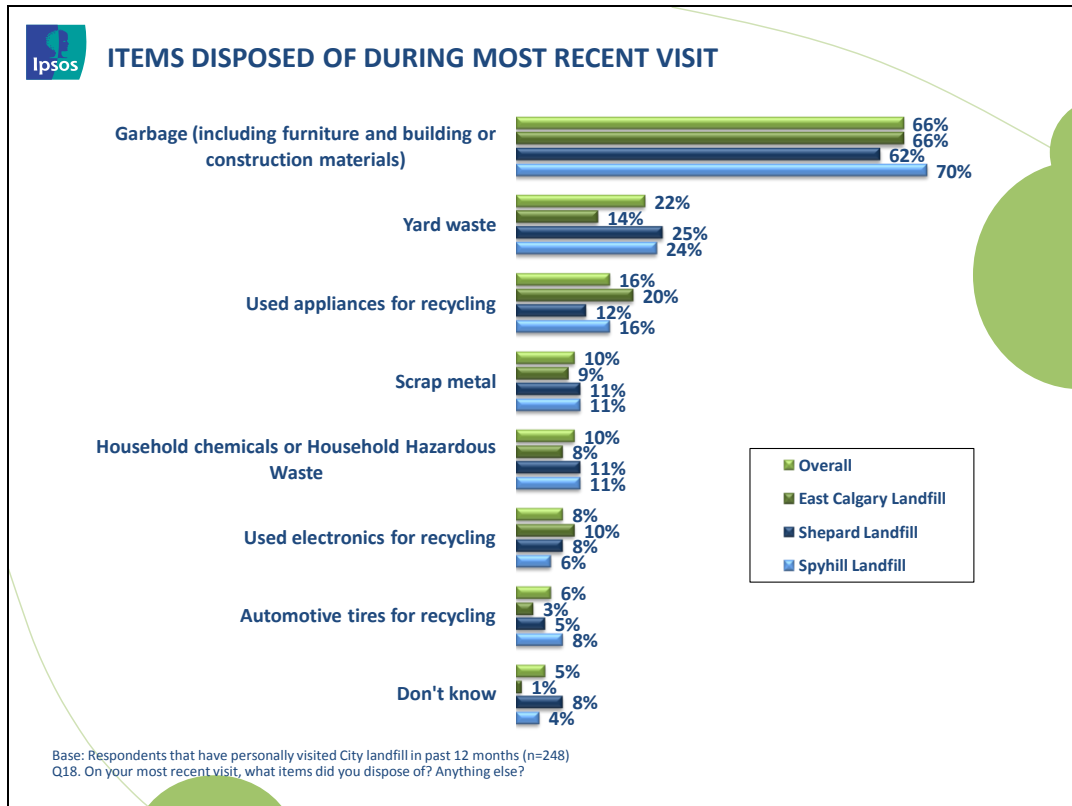


Calgarians living in the **Southeast** (89%) and those in the **Southwest** (61%) are more likely to have visited **Shepard Landfill** compared to those in the **Northwest** (3%) and those in the **Northeast** (3%). Those in the **Northwest** (88%) are more likely to have visited **Spyhill landfill** compared to those in the **Northeast** (16%), **Southwest** (28%) and **Southeast** (2%).

Calgarians with a household income of **more than \$120K** (59%) are more likely to visit **Spyhill landfill** versus those with an income **between \$90K to just under \$120K** (29%).

Items Disposed Of During Most Recent Visit

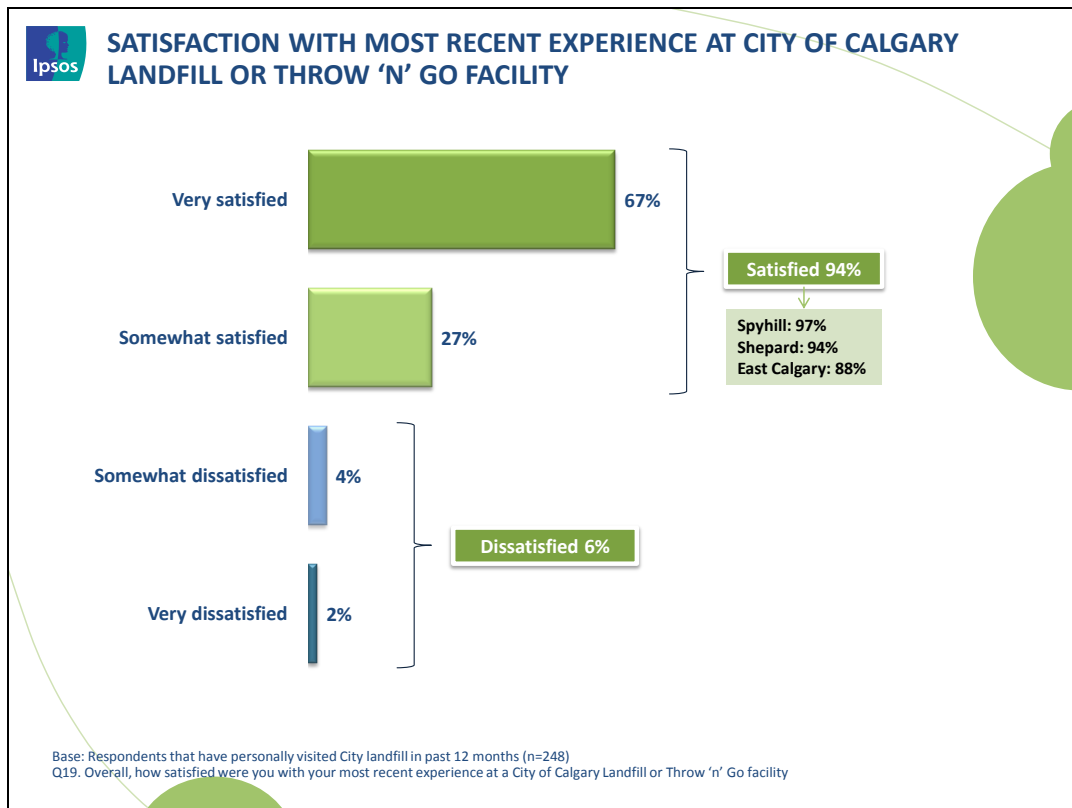
Garbage, yard waste, and used appliances are the most frequently items disposed at City-landfills.



Satisfaction with Most Recent Experience at City of Calgary Landfill or Throw 'N' Go Facility

TEXT

TEXT

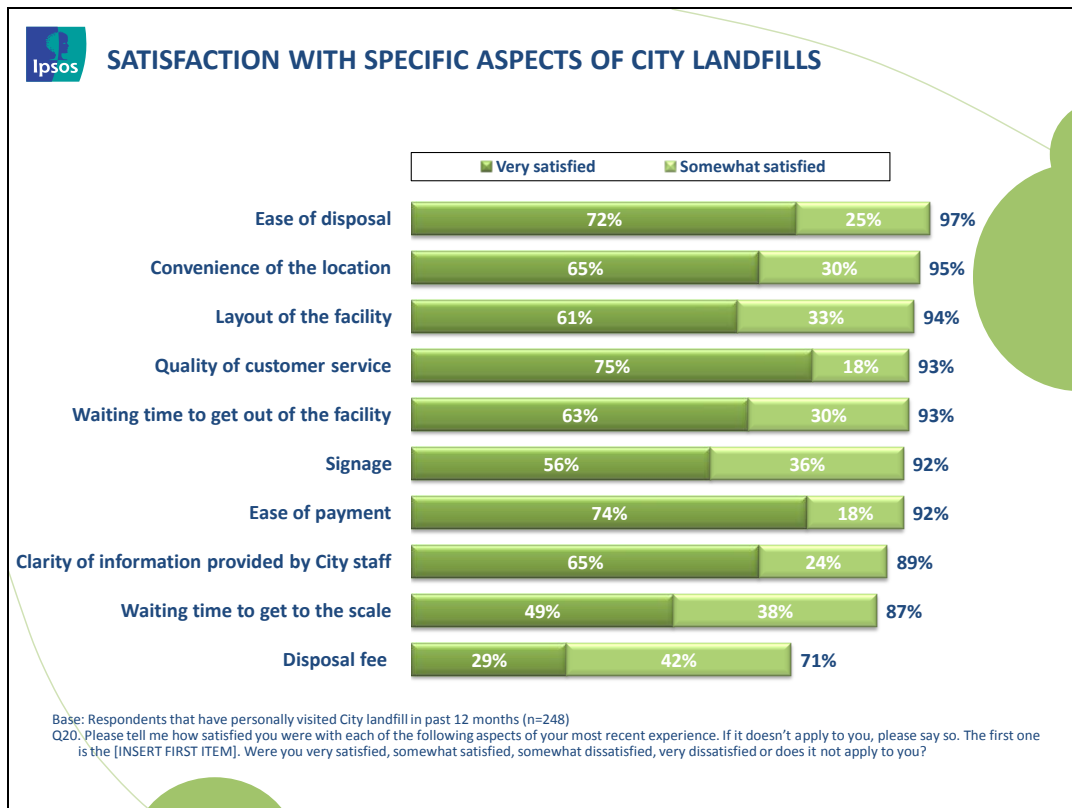


It is significant that:

- Calgarians living in the **Northwest** are more likely to be **satisfied** (top2box) with City landfills or Throw 'n' Go facilities compared to those in the **Northeast** (98% versus 84%).
- Females** are more likely to be satisfied (99% versus 91% **males**)
- Calgarians that are **aware of citizens' ability to use Throw 'n' Go facilities** are more likely to be **very satisfied** with most recent experience (75% versus 60% of those who **are not aware for Throw 'n' go facilities**).
- Calgarians that visited **East Calgary landfill** are more likely to be **somewhat dissatisfied** with their most recent experience (12% versus 1% of those that visited **Shepard landfill**).

Satisfaction with Specific Aspects of City Landfills

Seven of the ten customer experience elements receive satisfaction scores of ninety percent or higher.



It is notable that:

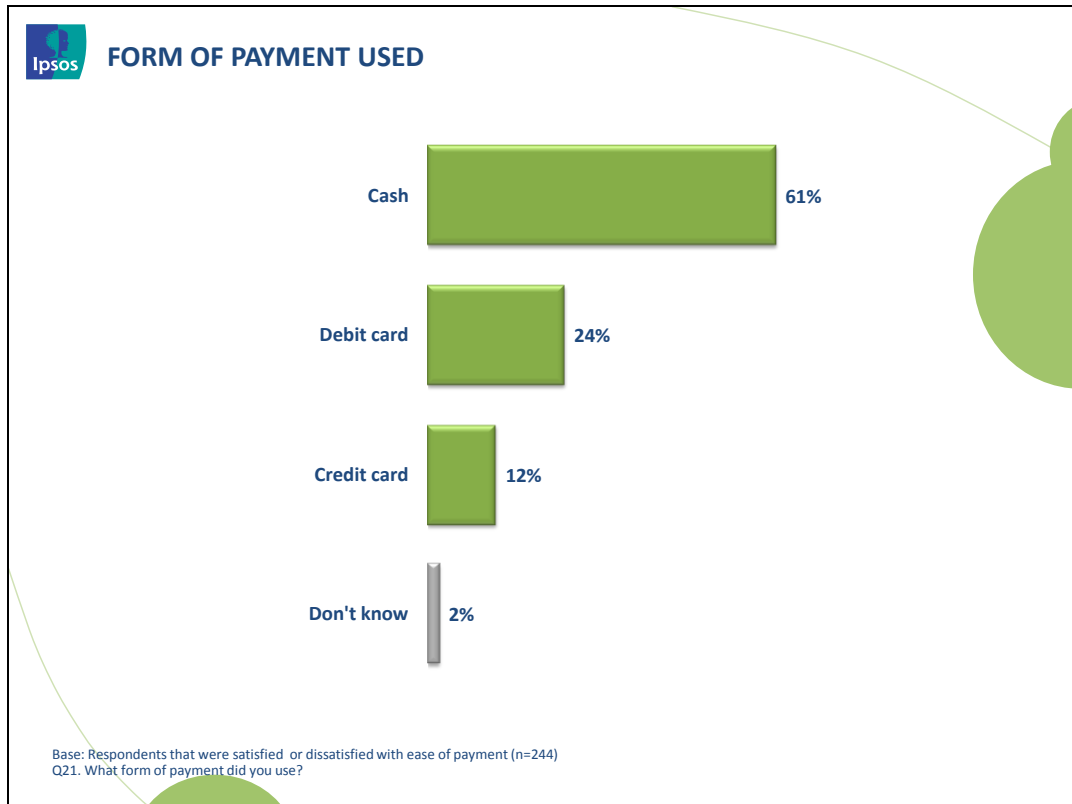
- Those living in the **Southeast** and **Northwest** quadrant (both 100%) are more likely to be (top2box) **satisfied** with **convenience of location** compared to those in the **Southwest** (85%).
- Those living in the **Northwest** (97%) are more likely to be **satisfied** with **ease of payment** compared to those in the **Northeast** (86%) as well as **clarity of information** (96% versus 75%).
- Those **55+ years** are more likely to be **satisfied** with **layout of the facility** (100% versus 94% of those **between ages 35-54**)
- Calgarians that are **aware of citizens' ability to use Throw 'n' Go facilities** are more likely to be **very satisfied** with the **clarity of information provided by City Staff** (75% versus 55% of those who **are not aware for Throw 'n' go facilities**). They are also more likely to be **very satisfied** with the **layout of the facility** (70% versus 53%), and ease of payment (85% versus 65%).
- Calgarians that paid with **cash** are more likely to be **satisfied** with the **disposal fee** than those that paid with **debit** (76% versus 55%).

When analyzing data from separate landfills, the following significant differences emerge:

- Calgarians that visited **East Calgary landfill** are more likely to be (low2box) **dissatisfied** with the clarity of information provided by City staff (13% versus 1% at **Shepard** and 2% at **Spyhill**). They are also more likely to be dissatisfied with the quality of customer service (6% versus 1% at **Shepard** and 0% at **Spyhill**).
- Calgarians that visited **Shepard landfill** are more likely to be very satisfied with the waiting time to get to the scale compared to those that visited **Spyhill landfill** (58% versus 38%).

Form of Payment Used

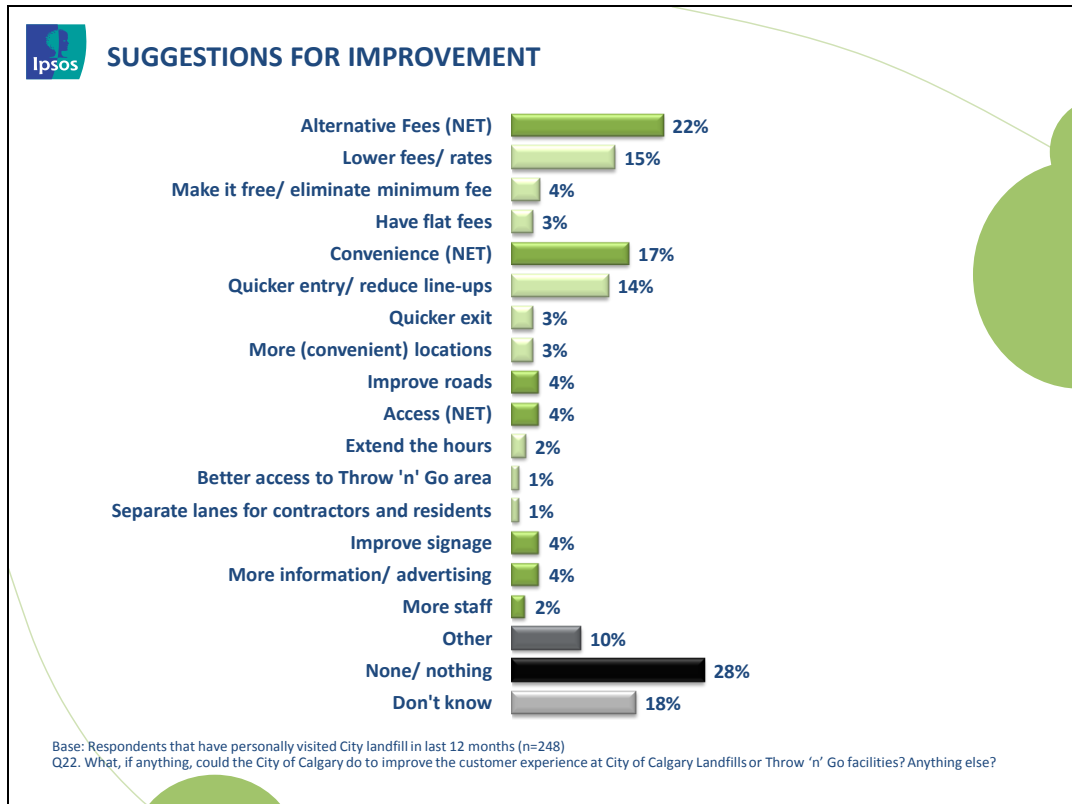
The majority of Calgarians are paying with cash at City-operated landfills; debit cards and credit cards account for about 36% of the transactions.



Those **ages 55+ years** are more likely to use **cash** (74% versus 56% of those between **ages 35-54 years**).
Those **ages 35-54 years** are more likely to use **debit card** (25% versus 8% for those ages **55+ years**).

Suggestions for Improvement

Lowering disposal rates and providing quicker entry/reduce lineups are the top suggests for improvement.



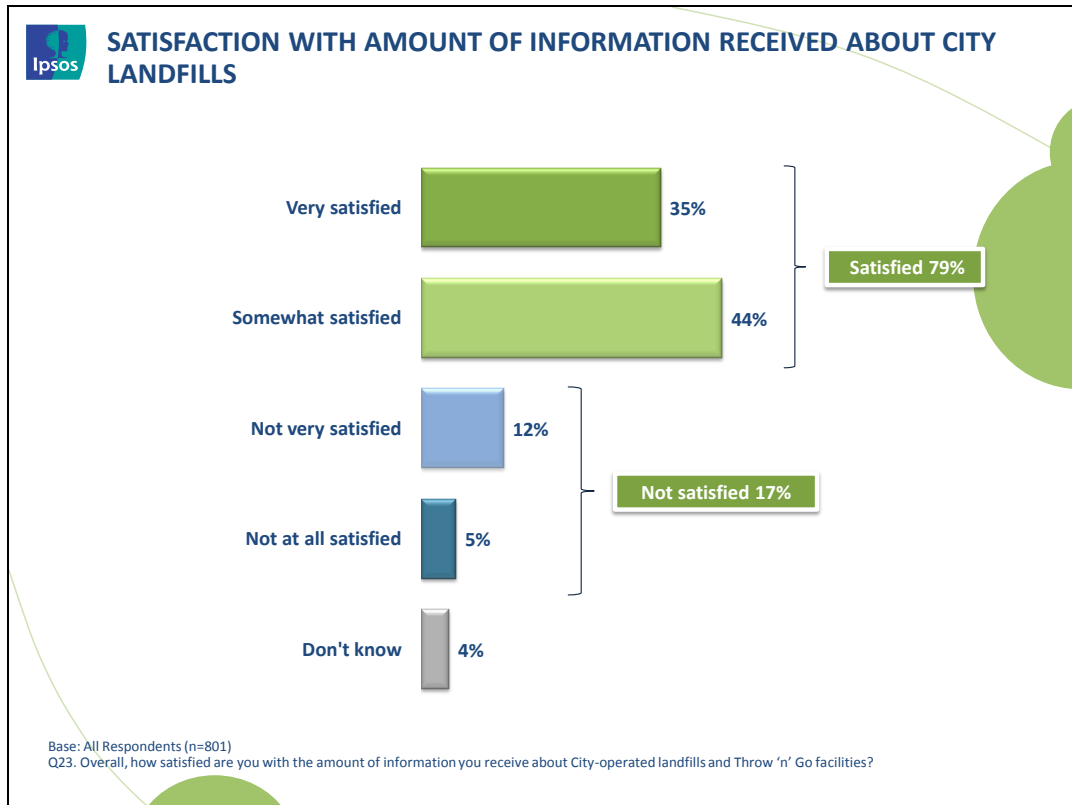
Those living in the **Southwest** are more likely to suggest quicker entry/reduce lineups (21% versus 2% in the **Southeast** and 3% in the **Northeast**) as are those **ages 35-54 years** (18% versus 5% for those ages **55+ years**).

Males are more likely to suggest lower fees/rates (19% cs. 8% females).

Communications Regarding City of Calgary Landfills

Satisfaction with Amount of Information Received About City Landfills

The majority of Calgarians are satisfied with the amount of information they receive about City landfills, with one-third who are 'very satisfied.'



It is significant that:

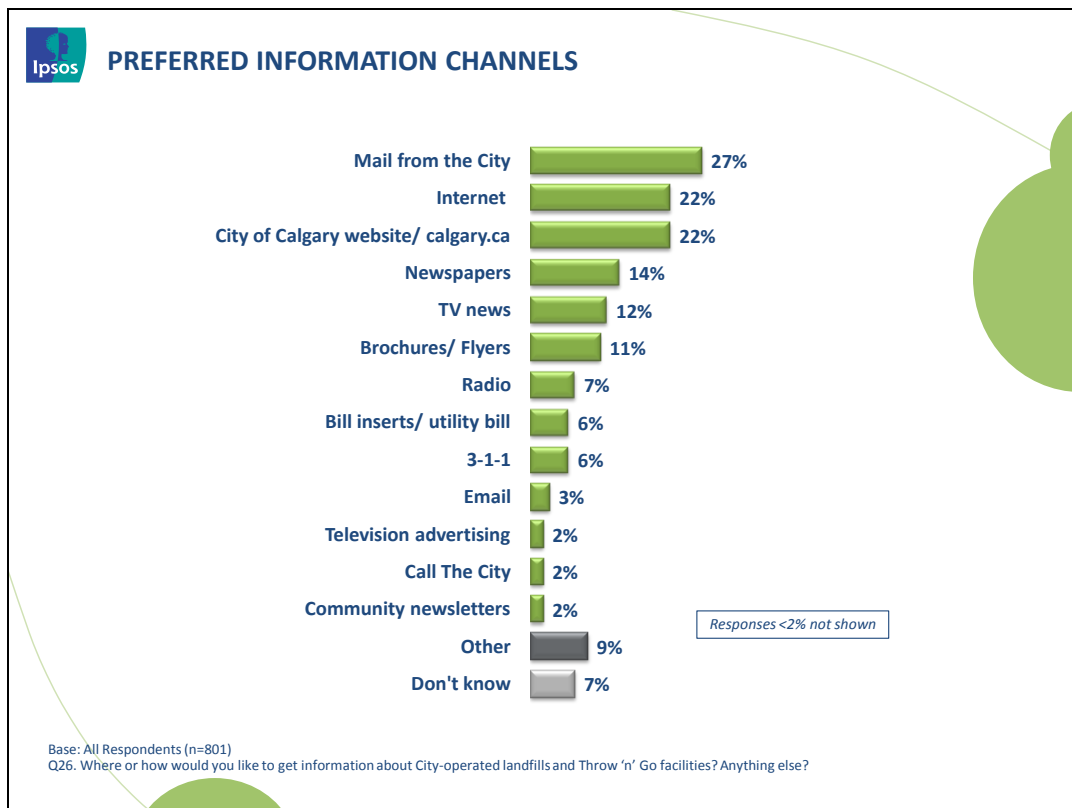
- Calgarians that are **aware of citizens' ability to use Throw 'n' Go facilities** are more likely to be **very satisfied** with the amount of information they receive about City-operated landfills and Throw 'n' Go facilities (44% versus 32% of those who **are not aware for Throw 'n' go facilities**).
- Calgarians that have disposed of items at City of Calgary landfills or Throw 'n' Go facilities in the **past 12 months** (39%) are more likely to be **very satisfied** with the amount of information they receive about City-operated landfills and Throw 'n' Go facilities compared to those who **have not disposed of items there** (28%).

Awareness of Upgrades to City Landfills

Just one-in-ten Calgarians are aware (unaided) about upgrades to City landfills.

Preferred Information Channels

Direct mail and the internet (generally and via Calgary.ca) are the preferred information channels for City-operated landfills.



Calgarians that are (low2box) **dissatisfied** with City of Calgary communications regarding landfills are more likely to get information through the following channels:

Mail from The City (39% versus 25% of those that are (top2box) **satisfied**)

Brochures/Flyers (18% versus 9% of those that are **satisfied**)

Radio (13% versus 6% of those that are **satisfied**)

Television advertising (7% versus 2% of those that are **satisfied**)

Community newsletters (5% versus 1% of those that are **satisfied**)

Facebook (4% versus 1% of those that are **satisfied**)

Those in the **Southwest** are more likely to get information about City operated landfills from newspapers (15% versus 6% of those in the **Northeast**).

Those **55+ years** are more likely to get information from newspapers (19% versus 13% of those between **ages 35-54**).

Those in the **Northwest** (16%) and **Southeast** (15%) are more likely to get information from TV news compared to those in the **Northeast** (6%).

Calgarians that have **completed university** (28%) and with some **post secondary education** (21%) are more likely to get information from City of Calgary website versus those with high school or less (11%) Those **ages 35-54 years** are more likely to get information from City of Calgary website (23% versus 14% of those **ages 55+ years**).

Those in the **Northeast** are more likely to get information from mail from The City (35% versus 23% those in the **Southwest**). They are also more likely to get information from internet (25% versus 16% of those **ages 55+ years**).

Single family homes are more likely to get information through mail from The City (29% versus 9% of those in **multi-family complexes**). The latter are more likely to get information through City of Calgary website (35% versus 20%).

Calgarians that are **aware of citizens' ability to use landfill facilities** are more likely to get information through the internet (25% versus 5% of those who **are not aware for landfill facilities**).

Demographics

Respondent Profile

Gender		
	Male	50%
	Female	50%

Age		
	18 - 34	34%
	35 - 54	37%
	55+	27%
	No response	3%

Education		
	High school or less	17%
	Some post secondary	37%
	University degree	43%
	No response	2%

Income		
	Less than \$60,000	21%
	\$60,000 to just under \$90,000	14%
	\$90,000 to just under \$120,000	14%
	\$120,000 to just under \$150,000	14%
	\$150,000 and over	17%
	No response	20%

Tenure in Calgary	
1 to 9 years	16%
10 to 15 years	19%
15+ years	65%

Type of home	
Single-family home	77%
Duplex, triplex or fourplex	9%
Townhouse/rowhouse	4%
Apartment building or other multi-family complex	9%
No response	2%

Have Black Cart and Blue Cart Collection	
Yes	88%
No	12%

Appendix: Survey Questionnaire

The City of Calgary
Residential Perceptions of City of Calgary Landfills
– General Public Telephone Survey –

FINAL Questionnaire: December 7, 2012

INTRODUCTION

Hello, my name is _____. I'm calling from Ipsos Reid the national public opinion research company. I am not selling anything. The City of Calgary has commissioned us to conduct a survey of Calgarians to understand your opinions regarding recycling and waste disposal services. Please be assured that all your responses are confidential, and you will not be personally identified.

The information from this survey is collected under the authority of the Freedom of Information and Protection of Privacy Act, Section 33(c) and is used to provide guidance to City Council and City administration when it comes to making decisions regarding civic services.

(INTERVIEWER NOTE: IF CREDIBILITY IS AN ISSUE OR IF RESPONDENT HAS A CONCERN SAY: If you wish to talk to a City official about this survey, we encourage you to contact The City at 3-1-1 and specifically mention the "Residential Recycling and Waste Disposal Survey." City Staff would be happy to address your concerns.)

SCREENERS

S1. Are you 18 years of age or older?

Yes **[CONTINUE]**

No, May I please speak with someone who is? **[REPEAT INTRODUCTION]**

No, not qualified / available **[THANK & TERMINATE]**

S2. What community do you live in? (OPEN END – DO NOT READ - RECORD VERBATIM)

Downtown

Other (SPECIFY)

S3. And what quadrant of the City do you live in? (WAIT FOR RESPONSE – READ LIST TO CLARIFY IF NEEDED)

Southwest

Southeast

Northwest

Northeast

[THANK & TERMINATE IF DK/REF TO S3] [TRACK QUADRANT QUOTAS BASED ON S3]

S4. Record Gender (DO NOT ASK)

Male

Female

[TRACK GENDER QUOTAS BASED ON S4]

DISPOSAL OF MATERIALS ACCEPTED AT CITY OF CALGARY LANDFILLS

In the **past 12 months** have you or has anyone in your household disposed of [INSERT FIRST ITEM]? How about [INSERT NEXT ITEM]? (REPEAT SCALE AS NECESSARY)

Items [DO NOT RANDOMIZE]

Garbage – including furniture and building or construction materials – anywhere outside your home; that is, excluding residential garbage collection

Yard waste – that is, somewhere other than your residential garbage collection

Used electronics

Used appliances

Christmas trees

Automotive tires

Household chemicals or Household Hazardous Waste

Scrap metal

Yes

No

[ASK Q2 FOR EACH ITEM YES AT Q1]

And, **where** did you dispose of [INSERT FIRST ITEM]? Anywhere else? (DO NOT READ LIST) [ACCEPT MULTIPLE RESPONSES] (PROBE ONCE THEN MOVE ON – DO NOT PROBE DK) (IF RESPONSE IS LANDFILL OR THROW N GO, PROBE TO SPECIFY: Which one / Do you know the name of it?/At which landfill was the Throw ‘n’ go at?)

Items [INSERT ITEMS ‘YES’ AT Q1. DO NOT RANDOMIZE]

Garbage
Yard waste
Used electronics
Used appliances
Christmas trees
Automotive tires
Household chemicals or hazardous waste
Scrap metal

Response List

CITY OF CALGARY LANDFILL – NET [DO NOT USE AS A CODE]

East Calgary Landfill (38 Avenue & 68 Street SE)

Shepard Landfill (114 Avenue & 68 Street SE)

Spyhill Landfill (112 Avenue & 69 Street NW)

City of Calgary Landfill/Throw ‘n’ Go facility (unspecified)

BFI Landfill

Black Cart (box/bin)/in the garbage/put it out for garbage collection

Blue Cart (box/bin)

Green Cart (box/bin)

Recycling depot/neighbourhood recycling depot (bin/container)

Fire Station

Donated to charity/for re-use (includes Goodwill, Salvation Army, Value Village, Habitat for Humanity, Calgary Drop-In Centre, etc.)

Other (Specify)

AWARENESS OF CITY OF CALGARY LANDFILLS

As you may know, The City of Calgary operates a number of landfills. To the best of your knowledge, can residents dispose of or drop off items at City landfills?

Yes

No

Have you ever heard of a City operated **Throw ‘n’ Go** facility?

Yes

No

[ASK Q5 IF YES AT Q3 OR Q4, ELSE SKIP TO Q9]

What kinds of items can residents dispose of at City landfills or Throw ‘n’ go facilities? (DO NOT READ LIST) [ACCEPT MULTIPLE RESPONSES] Anything else? (PROBE FULLY)

(PROVIDE LIST TO INTERVIEWERS ON A FLYSHEET AND ENSURE THEY ARE FAMILIAR WITH THE CATEGORIES AND ITEMS WITHIN EACH CATEGORY)

GARBAGE – NET [DO NOT USE AS A CODE]

Garbage/household waste

Organics /food waste/yard waste/compostable items

Recyclables (includes, all types of paper and cardboard; plastic jugs, bottles and food containers; metal food cans and foil; glass bottles and jars; and beverage containers)

Furniture

Building or construction materials

Other garbage (Specify)

ELECTRONICS/USED ELECTRONICS – NET [DO NOT USE AS A CODE]

Personal computers (includes, CPUs, laptops, servers, components)

Computer monitors

Printer combination units

Desktop printers/printers

Computer peripherals (includes keyboards, mice, cables, computer speakers)

Televisions/TVs

Smoke detectors

Other electronics (Specify)

APPLIANCES/USED APPLIANCES – NET [DO NOT USE AS A CODE]

Fridges

Freezers

Stoves

Microwaves

Dishwashers

Washers

Dryers

Air conditioners

Other appliances (Specify)

HOUSEHOLD CHEMICALS/HOUSEHOLD HAZARDOUS WASTE – NET [DO NOT USE AS A CODE]

Gardening products (includes ant and rodent killer, fertilizers and weed killer)

Cleaning products (includes, bleach and ammonia; cleaning solvents and spot removers; disinfectants; drain, toilet and window cleaners; hot tub and swimming pool chemicals; oven cleaners; and septic tank cleaners)

Hobby and health care products (includes, artist paint and inks; glue and cements; nail polish remover; photographic chemicals; waterproofers; fire extinguishers; propane tanks; helium tanks; and, mercury thermometers)

Paint and building products (includes, alkyd, latex and oil-based paints; lacquers, stains and varnishes; paint thinners, strippers and solvents; asphalt and roof tar; and, wood preservatives)

Vehicle products (includes, antifreeze; batteries for cars, motorcycles, RVs, lawnmowers, golf carts and wheel chairs; brake and transmission fluid; gasoline; used motor oil; rust inhibitors/removers; and, solvents)

Other household chemicals/hazardous waste (Specify)

Tires (this includes all vehicle tires including rims)

Christmas trees

ITEMS NOT ACCEPTED – NET [DO NOT USE AS A CODE]

Cars/vehicles

Batteries

Old drugs and medications

Fluorescent bulbs

Broken glass needles or other sharp items

Empty dry paint cans

Compressed gas cylinders other than Propane or Helium

Asbestos

Bio-medical waste

Explosives and ammunition

Radioactive waste

Other (specify)

To the best of your knowledge, what days of the week are City landfills and Throw 'n' Go facilities open for residents? (DO NOT READ LIST) [ACCEPT MULTIPLE RESPONSES] (DO NOT PROBE)

Every day

Monday to Saturday

Monday to Friday

Weekends

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

And what hours do they operate? (DO NOT READ LIST) [ACCEPT MULTIPLE RESPONSES] (DO NOT PROBE)

7:30am to 5pm

Other (Specify)

To the best of your knowledge, what are the names of the City of Calgary landfills, or where are they located? (DO NOT READ LIST) [ACCEPT MULTIPLE RESPONSES] (PROBE ONCE THEN MOVE ON – DO NOT PROBE DK)

East Calgary Landfill/ 17th Avenue & 68th Street Southeast

Shepard Landfill/ 114th Avenue & 68th Street Southeast

Spyhill Landfill/ 112th Avenue & 69th Street Northwest

Southeast Calgary

Northwest Calgary

Other (Specify)

USE OF CITY OF CALGARY LANDFILLS

As you may know, The City of Calgary Operates 3 landfills each with a Throw ‘n’ Go facility at the entrance to allow residents safe and convenient recycling or disposal of materials. The 3 landfills are: the East Calgary Landfill located at 17th Avenue & 68th Street Southeast, Shepard Landfill located at 114th Avenue & 68th Street Southeast, and Spyhill Landfill located at 112th Avenue & 69th Street Northwest. There are other landfills in Calgary, however, they are not operated by The City.

Have you or has anyone in your household disposed of any items at a City of Calgary Landfill or Throw ‘n’ Go facility in the [INSERT FIRST ITEM]? And how about in the [INSERT NEXT ITEM]?

Items [DO NOT RANDOMIZE]

Past 12 months

Past 3 years [INSERT ONLY IF NO/DK/REF TO PAST 12 MONTHS]

Yes

No

[ASK Q10 IF NO TO PAST 3 YEARS AT Q9]

Why haven’t you disposed of any items at a City landfill in the past 3 years? Any other reasons? (DO NOT READ LIST) [ACCEPT MULTIPLE RESPONSES] (PROBE ONCE THEN MOVE ON – DO NOT PROBE DK)

No need

Didn’t know about the City landfills/ Throw ‘n’ Go facilities

Didn’t know what you could dispose of/what they accept

Cost/fees/rates too high

Location not convenient

Donate to charity/for re-use

Never thought of it

Other (specify)

[ASK ALL]

Before now, were you aware that City of Calgary landfills or Throw ‘n’ Go facilities accept [INSERT FIRST ITEM]? How about [INSERT NEXT ITEM] (REPEAT QUESTION ONLY IF NECESSARY)

ITEMS [DO NOT RANDOMIZE]

Garbage – including furniture and building or construction materials – for disposal

Yard waste

Used electronics for recycling

Used appliances for recycling

Christmas trees for recycling

Automotive tires for recycling

Some household chemicals or Household Hazardous Waste

Scrap metal

Yes

No

Are there any other items you would like to be able to take to a City of Calgary Throw ‘n’ Go facility?
(PROBE ONCE THEN MOVE ON – DO NOT PROBE DK)

[RECORD VERBATIM]

EXPERIENCE AT CITY OF CALGARY LANDFILLS

[ASK Q13 IF YES IN THE PAST 12 MONTHS AT Q9, ELSE SKIP TO Q23]

Have you **personally** visited a City of Calgary Landfill or Throw ‘n’ Go facility in the **past 12 months**?

Yes

No

[IF YES AT Q13, CONTINUE WITH Q14, ELSE SKIP TO Q23]

Did you dispose of items in the Throw ‘n’ Go area, the landfill face – that is, the dump, or both?

Throw ‘n’ Go

Landfill face

Both

How many times have you visited a City of Calgary Landfill or Throw ‘n’ Go facility in the **past 12 months?** (DO NOT READ LIST)

[RECORD NUMBER. RANGE=1 TO365]

None/ I haven’t visited in the past 12 months

[ASK Q16 IF DK/REF OR [RECORD NUMBER] IN Q15 AND SKIP TO Q23 IF “NONE” IN Q15]

When was the last time you visited a City of Calgary Landfill or Throw ‘n’ Go facility? (READ LIST IF NECESSARY)

Past week

Past month

Past 2 or 3 months

Past 4 to 6 months

Past 7 to 12 months

And, which City of Calgary Landfill or Throw ‘n’ Go facility did you visit **most** recently? (READ LIST IF NECESSARY)

East Calgary Landfill/ 17th Avenue & 68th Street Southeast

Shepard Landfill/ 114th Avenue & 68th Street Southeast

Spyhill Landfill/ 112th Avenue & 69th Street Northwest

Other (Specify)

On your most recent visit, what items did you dispose of? Anything else? (DO NOT READ LIST) [ACCEPT MULTIPLE RESPONSES] (PROBE ONCE THEN MOVE ON – DO NOT PROBE DK)

Garbage – including furniture and building or construction materials – for disposal

Yard waste

Used electronics for recycling

Used appliances for recycling

Christmas trees for recycling

Automotive tires for recycling

Some household chemicals or Household Hazardous Waste

Scrap metal

Overall, how satisfied were you with your most recent experience at a City of Calgary Landfill or Throw 'n' Go facility? (READ SCALE)

Very satisfied

Somewhat satisfied

Somewhat dissatisfied

Very dissatisfied

Please tell me how satisfied you were with each of the following aspects of your most recent experience. If it doesn't apply to you, please say so. The first one is the [INSERT FIRST ITEM]. Were you very satisfied, somewhat satisfied, somewhat dissatisfied, very dissatisfied or does it not apply to you? How about the [INSERT NEXT ITEM]? (REPEAT SCALE AND/OR QUESTION ONLY IF NECESSARY)

Items [RANDOMIZE ORDER]

Convenience of the location

Signage

Waiting time to get to the scale

Waiting time to get out of the facility

Quality of customer service

Clarity of information provided by City staff

Layout of the facility

Ease of disposal

Ease of payment

Disposal fee (ALWAYS LAST)

Scale

Very satisfied

Somewhat satisfied

Somewhat dissatisfied

Very dissatisfied

Not applicable

[IF NOT APPLICABLE TO EASE OF PAYMENT IN Q20, SKIP TO Q22]

What form of payment did you use? (READ LIST ONLY IF NECESSARY)

Cash

Debit card

Credit card (includes VISA, MasterCard, American Express)

Other (Specify)

What, if anything, could the City of Calgary do to improve the customer experience at City of Calgary Landfills or Throw 'n' Go facilities? Anything else? (PROBE ONCE THEN MOVE ON – DO NOT PROBE DK)

[RECORD VERBATIM]

COMMUNICATIONS REGARDING CITY OF CALGARY LANDFILLS**[ASK ALL]**

Overall, how satisfied are you with the amount of information you receive about City-operated landfills and Throw 'n' Go facilities? (READ LIST)

Very satisfied

Somewhat satisfied

Not very satisfied

Not at all satisfied

In the past 12 months, have you read, seen or heard anything about **upgrades** to City-operated landfills or Throw 'n' Go facilities?

Yes

No

[ASK Q25 IF YES TO Q24, ELSE SKIP TO Q26]

What have you read, seen or heard about upgrades to City-operated landfills or Throw 'n' Go facilities? (PROBE ONCE THEN MOVE ON – DO NOT PROBE DK)

[RECORD VERBATIM]

Where or how would you like to get information about City-operated landfills and Throw 'n' Go facilities? Anything else? (DO NOT READ LIST) [ACCEPT MULTIPLE RESPONSES] (PROBE ONCE THEN MOVE ON – DO NOT PROBE DK)

City of Calgary website/calgary.ca

Search engine (e.g. Google)

Internet (unspecified)

Facebook

Twitter

3-1-1/call 3-1-1

Call The City (unspecified)

Brochures/Flyers

Bill inserts/utility bill

Mail from the City

Print advertising

Billboards

Transit/buses

Community newsletters

Newspapers

TV news

Report to Calgarians

Radio

Friends/family/neighbours

Other (Specify)

DEMOGRAPHICS

We are almost finished, I am now going to ask you some demographic questions that allow us to group responses and to sort the information we collect. All your responses will be held in strict confidence and will not be attributed to you.

What type of home do you live in today? (READ LIST)

Single-family home. (READ IF REQUIRED: This is a single detached dwelling and it has one unit per parcel of land.)

Duplex, triplex or fourplex (READ IF REQUIRED: These are buildings with four or fewer units on a single parcel of land.)

Townhouse or rowhouse (READ IF REQUIRED: These have four units or fewer on a single parcel of land and are not part of a multifamily complex.)

Apartment building or other multi-family complex (READ IF REQUIRED: This has more than four units per a single parcel of land.) (INTERVIEWER NOTE: This includes apartment-style condominiums).

Do you currently have Black Cart garbage collection and Blue Cart recycling collection from the City of Calgary?

Yes

No

For how many years have you lived in The City of Calgary? (IF LESS THAN 1 YEAR ENTER 0)

RECORD NUMBER (RANGE 0 TO 100)

In what year were you born?

RECORD YEAR (RANGE 1900 TO 1994)

What is the highest level of schooling that you have obtained? (READ LIST)

Completed high school or less

Some post secondary or completed a college diploma

Completed university degree or post-grad degree

Which of the following categories best describes the total annual income, before taxes, of all the members of your household? Please stop me when I get to your category. (READ LIST – ACCEPT RESPONSE BEFORE FINISHING LIST)

Less than \$90,000

\$90,000 or over

[DO NOT READ] Don't Know/Refused

[IF "LESS THAN \$90,000" ASK 32A. IF "\$90,000 OR OVER" ASK 32B. IF DK/REF, GO TO THANKS]

32A. Would that be (READ LIST – ACCEPT RESPONSES BEFORE FINISHING LIST)?

Less than \$30,000

\$30,000 to just under \$45,000

\$45,000 to just under \$60,000

\$60,000 to just under \$75,000

\$75,000 to just under \$90,000

32B. Would that be (READ LIST – ACCEPT RESPONSES BEFORE FINISHING LIST)?

\$90,000 to just under \$105,000

\$105,000 to just under \$120,000

\$120,000 to just under \$135,000

\$135,000 to just under \$150,000

\$150,000 and over

This completes the survey. Thank you very much for taking the time to provide feedback.