2021/2022 Waste Reduction Survey Report

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Background & Methodology

Background & Objectives

Project Background

As part of The City's goal to divert 70% of its waste from landfills by 2025 (The City of Calgary, 2019), The City has implemented programs and services around waste disposal, recycling and composting, which have drastically reduced Calgary's waste over the past decade. However, there are few programs targeting the rethink/redesign, reduce and reuse layers of the Zero Waste Hierarchy, which The City has identified as an opportunity to further reduce waste and explore the concepts and applications of a circular economy.

More specifically, The City is interested in opportunities to reduce avoidable food waste, divert unavoidable food waste, reduce reliance on single-use items, increase the reuse (e.g., repurpose, repairs, etc.) of various items (e.g., textiles, donatable items, etc.), and gauge receptiveness to circular economy concepts.

The City wishes to conduct research with residents of Calgary to explore opportunities to continue moving Calgary towards zero waste, inform the development of future programs, and inform future education and communication campaigns.

Research Objectives

- Better understand Calgarians' knowledge, attitudes and practices regarding food waste, use of single-use items, and use/disposal of items such as clothing, electronics, appliances, etc.
- Identify motivations and barriers in reducing food waste, use of single-use items, and use/disposal of items such as clothing, electronics, appliances, etc.
- Gauge citizen awareness of and receptiveness to circular economy concepts
- Assess perceptions of The City's role in promoting a circular economy and reuse/repair programs
- Explore interest in potential programs to promote waste reduction across all items of interest

Methodology

Data Collection

- Online interviews were conducted with a sample of n=1031 Calgarians between November 23rd and December 15th, 2021, and between February 16th to March 10th, 2022.
- Average length of the interview was 27 minutes.

Target Audience

- Residents of Calgary, 18 years of age or older.
- Sample is comprised of n=1031 general population Calgarians, including:
    - n=638 residents of single-family dwellings (“Single-family”)
    - n=393 residents of multi-family dwellings (“Multi-family”)
    - A booster of n=393 residents of multi-family dwellings (note: Multi-family booster within the total sample of n=1031 is weighted to ensure the total sample is representative of Calgary’s general population).

Analysis

- Data were weighted by age, gender, quadrant, education, and children under 18 in household, based on the latest City census.
- No margin of error is reported for this study as it was conducted online using a non-probability sample. If a margin of error was reported for this study, it would be ±3.1% for the total sample, 19 times out of 20. The margin of error would increase for subgroups such as single-family residents, multi-family residents, age groups, etc.
- Results were analyzed by Single-family and Multi-family residents with significant differences noted with an arrow (“↑”) to show instances of one subgroup being significantly higher than the other.

Highlights at a Glance

PERSONAL PERFORMANCE

89% Doing a "good job" at **diverting** waste

86% Doing a "good job" at **reducing** waste

HEARD IN PAST 12 MONTHS ABOUT…

28% Reducing food waste

17% Waste prevention

KNOWLEDGE LEVELS

85% Knowledgeable about reducing **food waste**

79% Knowledgeable about reducing **single-use items**

76% Knowledgeable about **preventing waste**

38% Have heard of the term **"circular economy"**

MAKE A CONSCIOUS EFFORT TO…

93% Reduce the amount of food I waste

78% Reduce my use of single-use items

77% Reduce the amount of items I buy, use, or dispose of

BARRIERS

39% Don't feel comfortable eating food past best before date

35% Forget about food then it goes bad

81% Fast-food places/restaurants automatically include single-use items

79% Fast-food places/restaurants don't offer alternatives to single-use items

88% Sometimes it's cheaper to buy a new product than get it repaired

62% Prefer to buy new products over used/refurbished

Key Findings

Key Findings: Waste Diversion and Reduction

While the vast majority of Calgarians say they do a "good job" (includes somewhat/very good job) at waste diversion (89%) and waste reduction (86%), the majority feel they only do a "somewhat good job", suggesting there is an opportunity for Calgarians to improve their performance.

- Single-family are more likely to say they do a "good job" at waste diversion compared to multi-family (92% and 81%, respectively).
- Overall, most Calgarians make an effort to divert waste, with a majority of Calgarians participating in waste reduction measures "always" or "most of the time". Single-family are more likely to frequently participate in most waste diversion measures.
- Waste diversion measures that are most frequent among Calgarians are recycling cardboard, paper, plastic, tin/metal and glass (96% always/most of the time), making a conscious effort to divert waste (90%), and recycling old or used electronics at a drop-off location (84%).

When asked what they think the most important things Calgarians could do to reduce waste (other than recycling and composting), the top responses are reusing/repurposing items (25%), buying less/reducing consumption (25%), and purchasing items with less packaging or recyclable packaging (15%), although a quarter "don't know" what is most important to reduce waste.

- There is an opportunity to educate Calgarians about other ways to reduce waste beyond recycling and composting, with a quarter (26%) stating they "don't know" what Calgarians can do to reduce waste, especially among multi-family residences (31%).

Key Findings: Waste Diversion and Reduction (cont'd)

Cost emerges as a strong motivator for reducing food waste, reducing usage of single-use items, and waste prevention. Environmental impacts are important motivators for reducing single-use items and waste prevention (environmental impacts are slightly higher for single-use items).

- The top motivation for reducing food waste is to save money by buying less food (53%).
  - Those born in Canada are more likely to be motivated to reduce food waste because they save money by buying less food (56% vs. 43% born outside of Canada).
- The second strongest motivation to reducing usage of single-use items is to save money by using reusable items (46%). The top motivation is to reduce waste going to landfills (51%).
- The top motivation to waste prevention (reducing the usage and disposal of clothing, appliances, electronics, etc.) is to save money by buying refurbished, used, or durable goods (49%).

Key Findings: Food Waste

There is an opportunity to educate Calgarians about diverting and reducing food waste as not all are highly knowledgeable, and many expressed an interest in learning more.

- While most Calgarians feel “knowledgeable” (includes somewhat/very knowledgeable) about ways to reduce their household’s food waste (85%), most only feel “somewhat knowledgeable” (58%), suggesting there is an opportunity to educate Calgarians on the topic.
- Feelings of being knowledgeable increase with age, with ages 18-34 feeling the least knowledgeable (79%), followed by ages 35-54 (86%), and ages 55+ (90%).
- Overall, interest levels are relatively high for different types of food reduction information/resources/workshops/tools (ranging from 60%-75% interested). Younger Calgarians (ages 18-34) and those born outside of Canada express higher interest in most types of information.

While most Calgarians frequently take measures to reduce food waste, showing the cost savings of reducing food waste would likely encourage them to make additional efforts beyond what they are doing today.

- Virtually all Calgarians keep and eat leftovers (96% always/most of the time), are confident in their ability to determine if food is okay to eat (95%), and make a conscious effort to reduce the amount of food they waste (93%).
- The top motivations for reducing food waste are to save money (53%), because wasting food is wrong (41%), because they feel guilty wasting food (36%), and because they aren’t/don’t want to be a wasteful person (33%).
- While barriers to reducing food waste have a low to moderate impact (overall low agreement with all), younger Calgarians (18-34) are more likely to agree with all barriers to reducing food waste and agreement decreases with age. This may be an area to further explore to understand drivers (e.g., barriers a function of age, other reasons, etc.).

Key Findings: Single-Use Items

There is an opportunity to educate Calgarians about reducing their reliance on single-use items.

- Almost eight-in-ten (79%) feel “knowledgeable” (includes somewhat/very knowledgeable) about ways to reduce their reliance on single-use items, however, most feel “somewhat knowledgeable” (59%) compared to “very knowledgeable” (19%).
- Those born in Canada are more likely to feel knowledgeable about ways they can reduce their reliance on single-use items (82% vs. 69% born outside of Canada).

There are significant barriers Calgarians face to reducing usage of single-use items that are primarily the responsibility of businesses (e.g., restaurants, grocery stores, etc.), therefore, focusing initiatives or legislation towards businesses rather than consumers may be more impactful than initiatives for consumers.

- Among nine specific barriers assessed, the top barriers to reducing usage of single-use items are fast-food places/restaurants automatically including single-use items (81% agree) or not offering alternatives (79%), and some food items having a lot of packaging (72%).
- Calgarians believe that businesses have a responsibility, with 79% agreeing that businesses that produce products/packaging should have more of a responsibility than consumers or government to reduce the waste generated.
- The top motivations for Calgarians to reduce usage of single-use items are to reduce waste going to landfills (51%), to save money (46%), to prevent these items from entering/impacting the environment (43%), and to have a positive impact on the environment (43%).

Key Findings: Waste Prevention

There is an opportunity to improve Calgarians' knowledge about waste prevention.

- While three-quarters (76%) of Calgarians feel "knowledgeable" about ways they can reduce the amount clothing, appliances, electronics, sporting goods, toys and games, tools, furniture/home goods, and other items they buy, use or dispose of, only 17% feel "very knowledgeable", suggesting room for improvement.

Messaging around saving money, reducing waste going to landfills, and having a positive impact on the environment will likely be most effective on encouraging Calgarians to prevent waste.

- Top motivations to reduce the usage and disposal of clothing, appliances, electronics, etc. are to save money by buying used (49%), to reduce waste going to landfills (48%), and to have a positive impact on the environment (41%).
- Those aged 18-34 are more likely to be motivated to prevent waste so that others don't think they are being wasteful (11% vs. 2% ages 35-54 and 3% ages 55+).
- Those aged 55+ are more likely to be motivated to prevent waste because they are not a wasteful person (42% vs. 22% ages 18-34 and 29% ages 35-54).

Key Findings: Waste Prevention (cont'd)

Top barriers to preventing waste suggest Calgarians need to see the long-term value in buying higher quality or making repairs. Resources and information are needed to help incentivize repairing items.

- Among twelve specific barriers assessed, the top barrier to preventing waste is that sometimes it's cheaper to buy a new product than get it repaired (88%), which is relatively higher than the next highest barrier, preferring new products over used or refurbished (62%). The third and fourth barriers are that it costs too much to buy higher quality items that last longer (58%) and not knowing how to repair items (58%).
- Other barriers affecting many Calgarians are that they don't have the tools to repair items (51%) and that many donated items end up in the garbage anyways (47%).
- Multi-family have more challenges with repairing items, as they are more likely to agree they don't know how to repair items (64%), they don't have the tools to repair items (61%), and that they don't have the space in their home to repair items (60%).
- Females are more likely to agree that they don't know how to repair these items (63% vs. 54% males).

Only about half of Calgarians are likely to use share and repair programs (between 46%-50% likely). However, all share and repair options have higher interest among ages 18-54 and may be forward-thinking strategies that gain momentum and interest in the future.

- Those born outside of Canada are more likely to use all types of share and repair programs vs. those born in Canada.

Key Findings: Role of The City

A key role for The City is providing education and information, which is rated highest for food waste reduction and single-use item reduction and prevention.

- Overall, regulations, partnerships, and programs/services are also seen as roles The City should play.

Among five waste reduction initiatives assessed, Calgarians say the top priorities for The City should be reducing food waste and reducing the use of single-use items. Second priority is providing opportunities for repairing items.

- Initiatives of lesser importance are supporting opportunities to swap and share items and supporting opportunities to rent or borrow items.

The most trusted sources to learn about waste reduction are The Calgary Food Bank (75% trust), followed by the Calgary Public Library (68%) and The Recycling Council of Alberta (67%) (among those familiar with each source) .

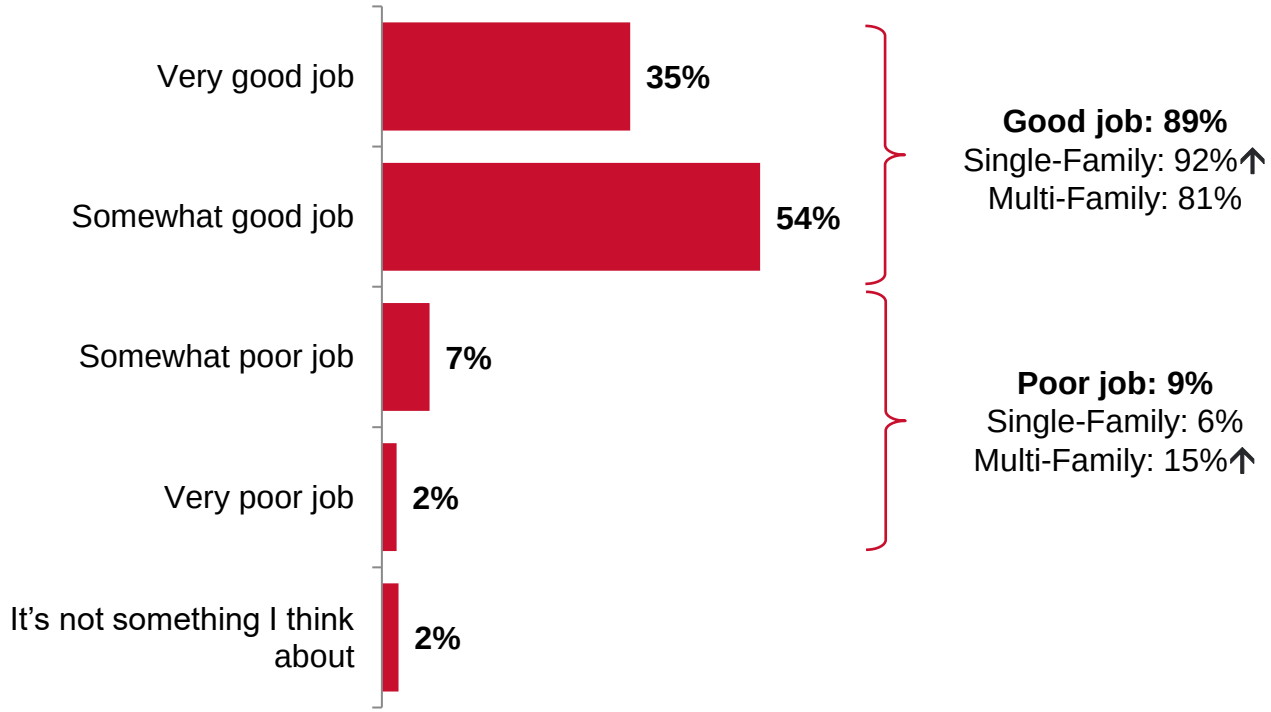
- Those aged 18-34 are more likely to trust university experts and Green Calgary.

Detailed Results

Waste Diversion

Waste Diversion Personal Performance

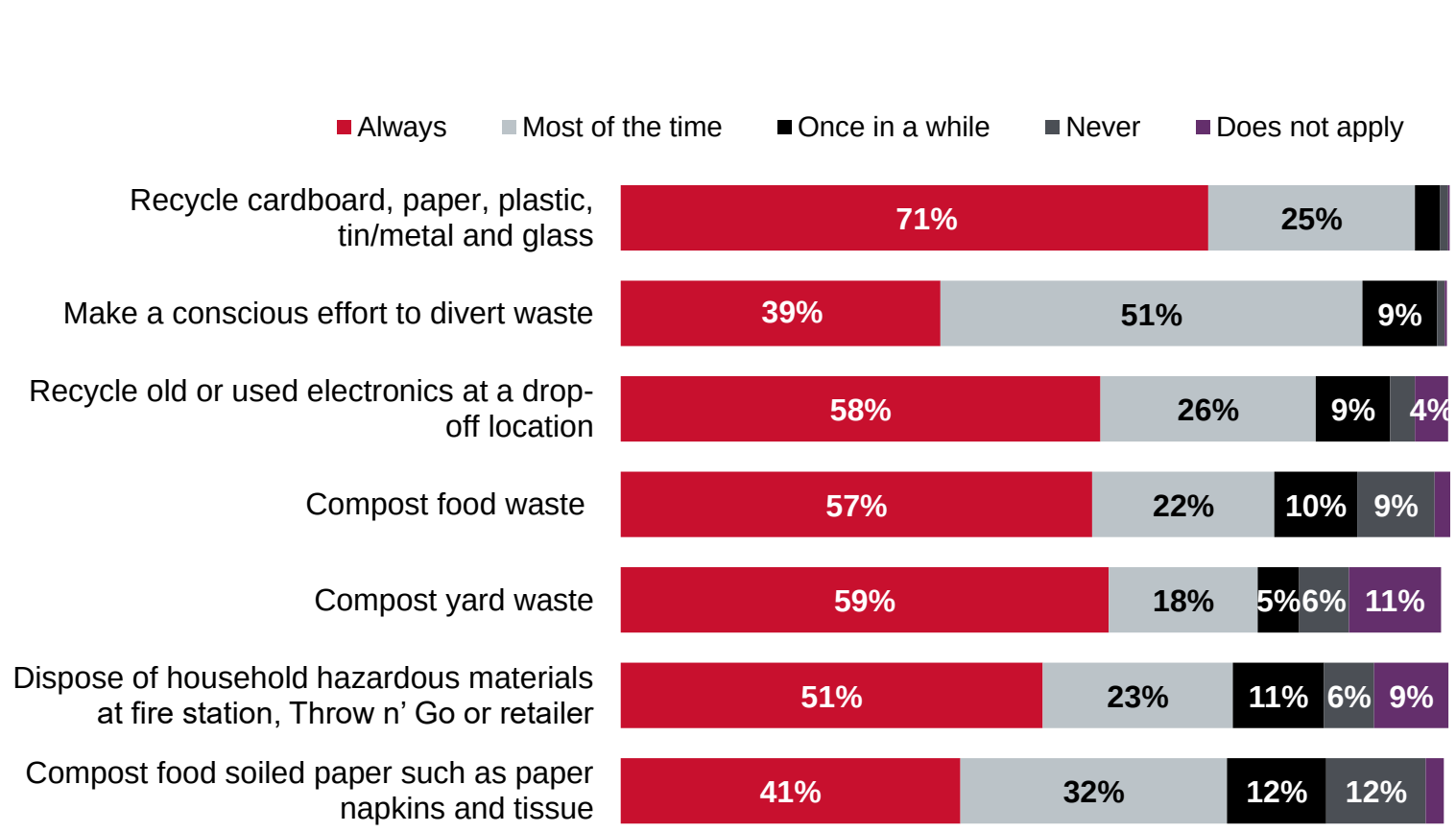
The vast majority of Calgarians say they do a “good job” when it comes to waste diversion (89%), with single-family being more likely to say they do a “good job” compared to multi-family (92% and 81%, respectively). Despite most thinking they do an overall “good job”, a larger proportion of Calgarians say they only do a “somewhat good job” (54%), suggesting many feel there is room to improve their performance.



Q1. When we say **waste diversion**, we mean keeping materials out of landfills by recycling or composting, as well as properly disposing of household hazardous items. Generally speaking, how would you rate your own personal performance when it comes to waste diversion?
Base: Calgarians (n=1031), Single-Family (n=638), Multi-Family (n=393)

Waste Diversion Behaviours

Overall, most Calgarians make an effort to divert waste, with the majority doing each of the following waste reduction measures “always” or “most of the time”. Single-family are more likely to frequently participate in most waste diversion measures. Waste diversion measures that are most frequent among Calgarians are recycling cardboard, paper, plastic, tin/metal and glass (96% always/most of the time), making a conscious effort to divert waste (90%), and recycling old or used electronics at a drop-off location (84%).



	Always/Most of the Time		
	Total	Single-Family	Multi-Family
	n=1031	*n=638*	*n=393*
Recycle cardboard, paper, plastic, tin/metal and glass	96%	98%↑	90%
Make a conscious effort to divert waste	90%	92%↑	83%
Recycle old or used electronics at a drop-off location	84%	84%	82%
Compost food waste	79%	86%↑	58%
Compost yard waste	77%	90%↑	41%
Dispose of household hazardous materials at fire station, Throw n’ Go or retailer	74%	77%↑	62%
Compost food soiled paper such as paper napkins and tissue	73%	79%↑	55%

Q2. How often do you do each of the following?
Base: Calgarians (n=1031)

Note: 3% and lower not labelled

Waste Diversion Behaviours

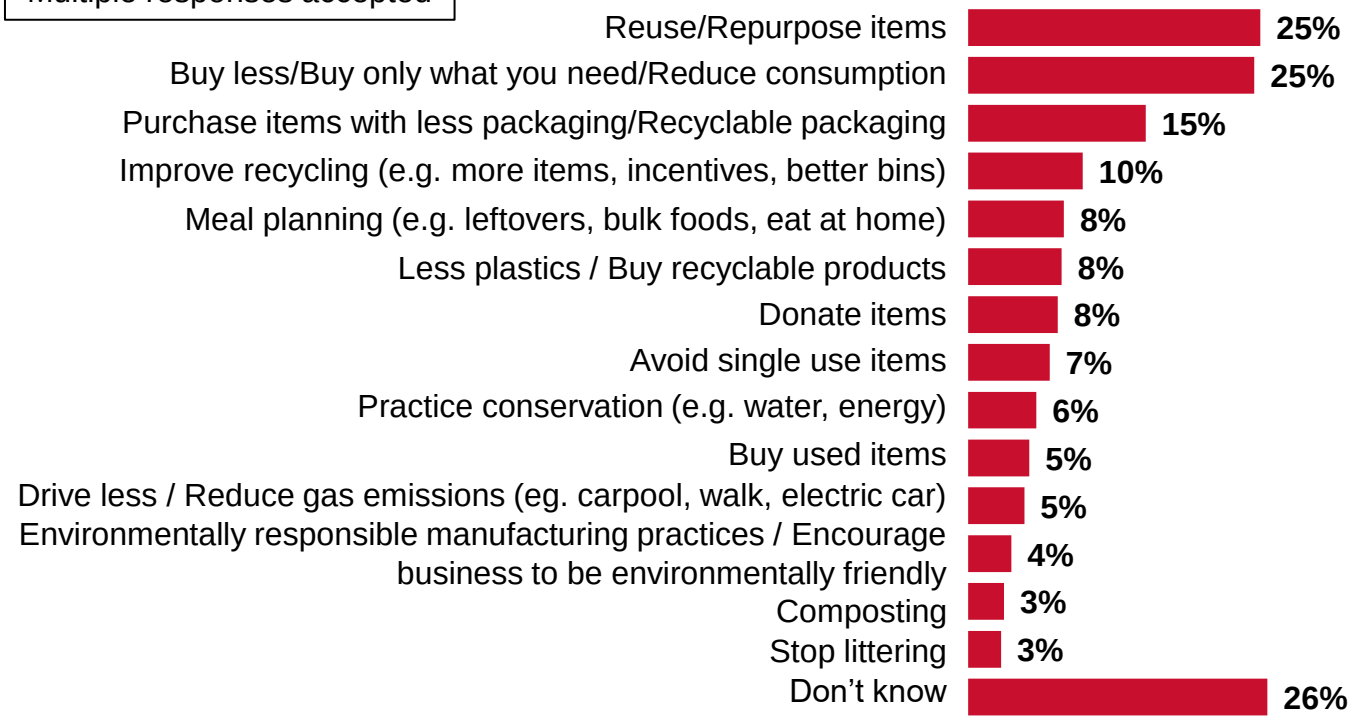
- Males are more likely to recycle old or used electronics such as televisions, computers or small appliances at a drop-off location (instead of putting them in their black or blue bin/container) (88% vs. 79% female).
- Males are more likely to compost yard waste such as leaves, branches, twigs, plants, flowers or grass clippings (81% vs. 75% female).
- Males are more likely to dispose of household hazardous materials at a fire station, Throw n' Go area of a landfill or participating retailer (instead of putting them in their black or blue bin/container) (78% vs. 70% female).
- Those aged 55+ are more likely than those under 55 years old to:
  - Make a conscious effort to divert waste (95%)
  - Recycle old or used electronics such as televisions, computers or small appliances at a drop-off location (instead of putting them in your black or blue bin/container) (92%)
  - Dispose of household hazardous materials at a fire station, Throw n' Go area of a landfill or participating retailer (instead of putting them in your black or blue bin/container) (84%)
- Those with an income of $90,000 and over are more likely to:
  - Compost food waste such as fruit and vegetable scraps, plate scrapings, egg shells and bones (83% vs. 76% under $90,000)
  - Make a conscious effort to divert waste (92% vs. 88% under $90,000)
  - Recycle old or used electronics such as televisions, computers or small appliances at a drop-off location (instead of putting them in your black or blue bin/container) (86% vs. 80% under $90,000)
  - Compost yard waste such as leaves, branches, twigs, plants, flowers or grass clippings (83% vs. 73% under $90,000)
  - Dispose of household hazardous materials at a fire station, Throw n' Go area of a landfill or participating retailer (instead of putting them in your black or blue bin/container) (78% vs. 68% under $90,000)

Q2. How often do you do each of the following?
Base: Calgarians (n=1031)

Most Important Things Calgarians Could do to Reduce the Amount of Waste they Generate

Top-of-mind, Calgarians say that the most important things they can do to reduce waste (other than recycling and composting), are reusing/repurposing items (25%), buying less/reducing consumption (25%), and purchasing items with less packaging or recyclable packaging (15%). One-quarter (26%) stated they "don't know" what Calgarians can do to reduce waste, suggesting there is an opportunity to educate Calgarians about other ways to reduce waste beyond recycling and composting.

Open-ended question
Multiple responses accepted



	Single-Family	Multi-Family
	n=638	*n=393*
Reuse/Repurpose items	26%	25%
Buy less/Buy only what you need/Reduce consumption	26%	21%
Purchase items with less packaging/Recyclable packaging	15%	16%
Improve recycling (e.g. more items, incentives, better bins)	10%	9%
Meal planning (e.g. leftovers, bulk foods, eat at home)	9%↑	5%
Less plastics / Buy recyclable products	9%	7%
Donate items	8%	6%
Avoid single use items	8%	5%
Practice conservation (e.g. water, energy)	6%	5%
Buy used items	5%	6%
Drive less / Reduce gas emissions (eg. carpool, walk, electric car)	5%	5%
Environmentally responsible manufacturing practices / Encourage business to be environmentally friendly	4%	4%
Composting	3%	3%
Stop littering	3%	3%
Don't know	25%	31%↑

Q3. Other than recycling and composting, what do you think are the three most important things Calgarians could do to reduce the amount of waste they generate? (Open-end)
Base: Calgarians (n=1031)

Note: 2% and lower not shown

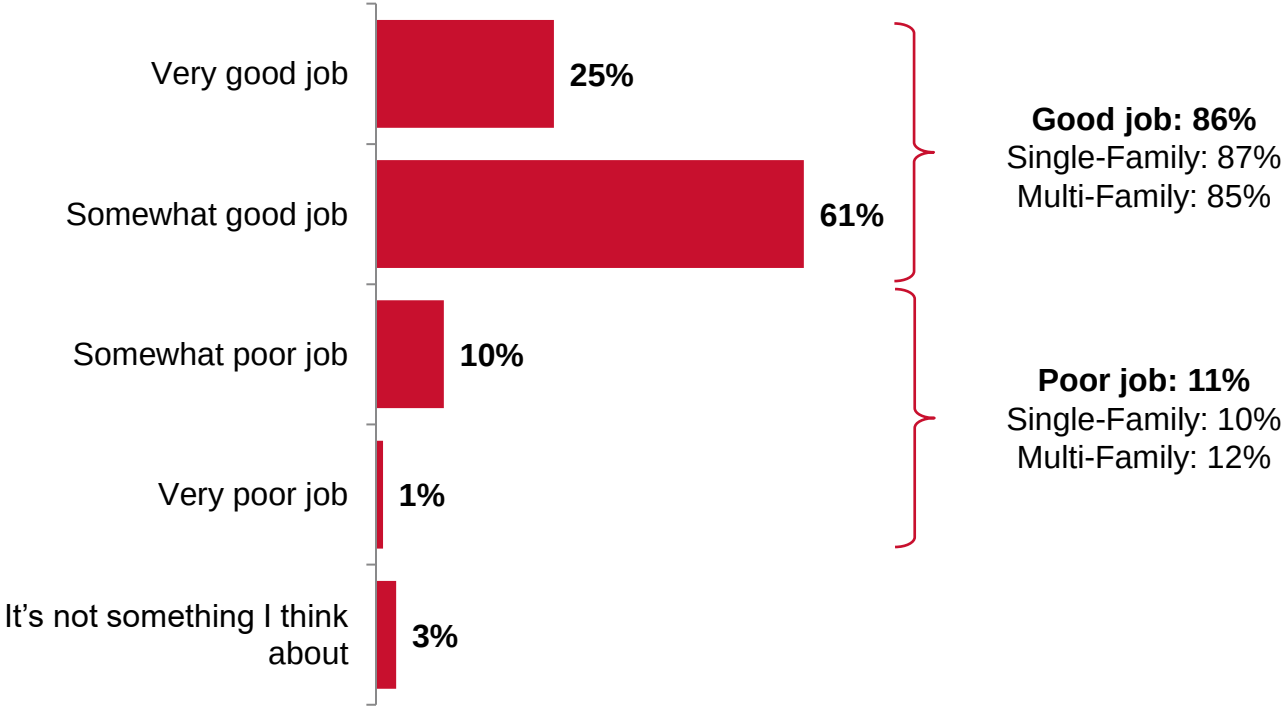
Most Important Things Calgarians Could do to Reduce the Amount of Waste they Generate

- Females are more likely to place importance on reusing/repurposing items (29% vs. 22% males), while males are more likely to place importance on improving recycling (12% vs. 8% females).
- Those with an income of $90,000 and over are more likely to place importance on purchasing items with less packaging/recyclable packaging (19% vs. 12% under $90,000).

Q3. Other than recycling and composting, what do you think are the three most important things Calgarians could do to reduce the amount of waste they generate? (Open-end)
Base: Calgarians (n=1031)

Waste Reduction Personal Performance

Most Calgarians say they do a “good job” when it comes to waste reduction (86%). However, most say they only do a “somewhat good job” (61%) compared to a “very good job” (25%), suggesting many feel there is room to improve their performance. Those who live in the Northeast are less likely to rate their performance as “good” (79%) compared to all other quadrants.



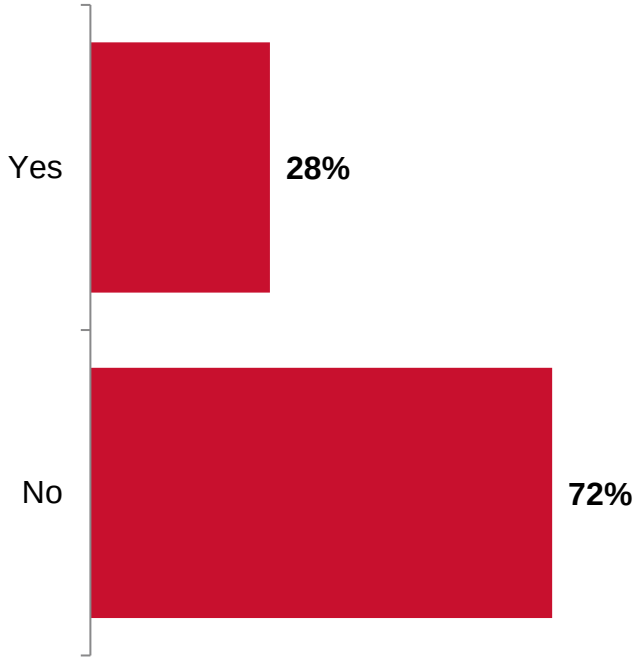
Q4. Generally speaking, how would you rate your own personal performance when it comes to reducing the amount of waste you generate?
Base: Calgarians (n=1031), Single-Family (n=638), Multi-Family (n=393)

Food Waste

Food Waste Reduction Awareness

Only about one-quarter (28%) of Calgarians have read, seen, or heard anything about ways to reduce food waste in the past 12 months.

Read, Seen, or Heard about Reducing Food Waste in Past 12 Months



	Single-Family *n=638*	Multi-Family *n=393*
Yes	29%	24%
No	71%	76%

Q10. In the past 12 months, have you read, seen, or heard anything about ways to reduce food waste?
Base: Calgarians (n=1031)

Food Waste Reduction Information Sources

Among those who have read, seen, or heard anything about ways to reduce food waste in the past 12 months, the top sources were the internet/website (20%), social media (20%), and TV (14%). Multi-family were more likely to hear about ways to reduce food waste on the internet/website (38%) and TV (23%).

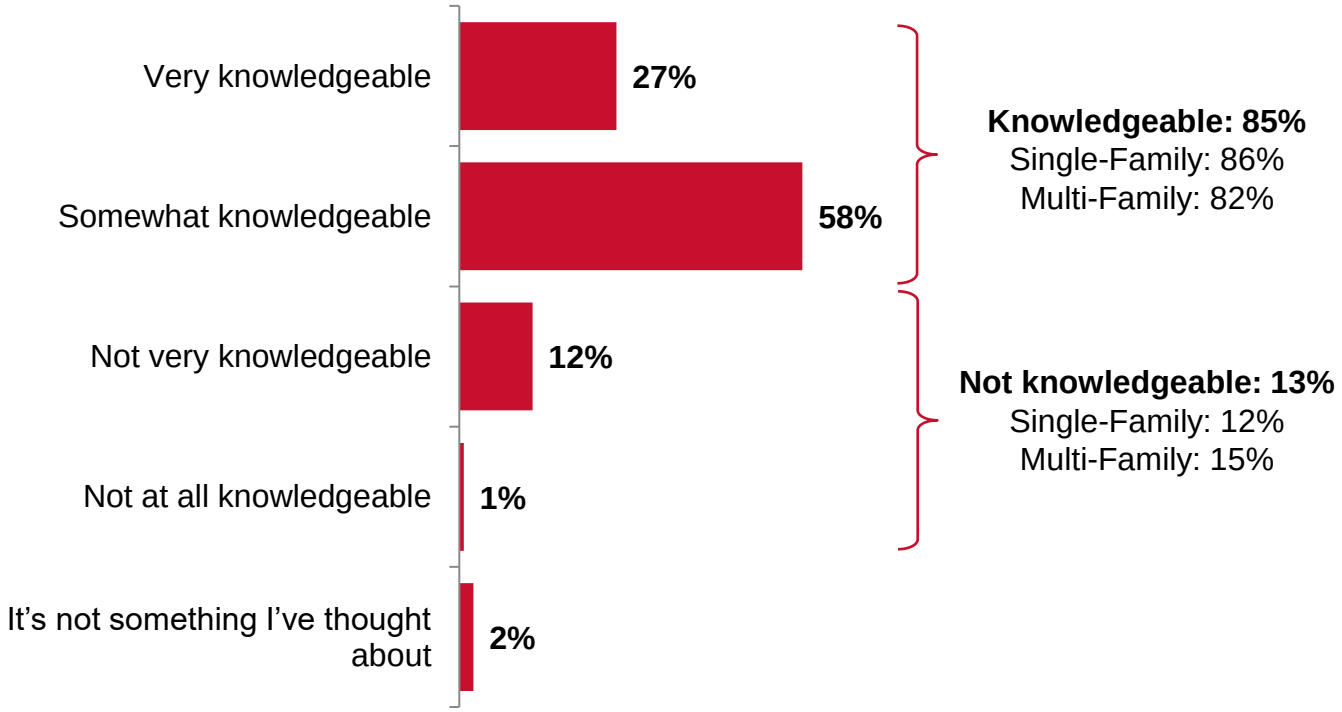
Open-ended question
Multiple responses accepted

	Single-Family	Multi-Family
	n=189	*n=94*
Internet/Website	16%	38%↑
Social media (eg. Facebook, YouTube)	20%	23%
TV	12%	23%↑
Printed material (eg. newspaper, magazine, flyer)	9%	16%
City of Calgary	11%	7%
News/Media (Non specified)	7%	6%
Recycling groups/organizations (e.g. recycling bins, charities, activists)	5%	6%
Word of mouth/Friends and family	6%	2%
Retailers (eg. Ikea, grocery stores)	5%	-
Radio	4%	2%
Other	13%	14%
None/Nothing	-	1%
Don't know/not sure	20%↑	5%
Prefer not to answer	<1%	-

Q11. Where or from whom have you heard about ways to reduce food waste – for example, what information sources, organizations or types of media? (Open-end)
Base: Have read, seen, or heard about reducing food waste in the past 12 months (n=283)

Food Waste Reduction Knowledge

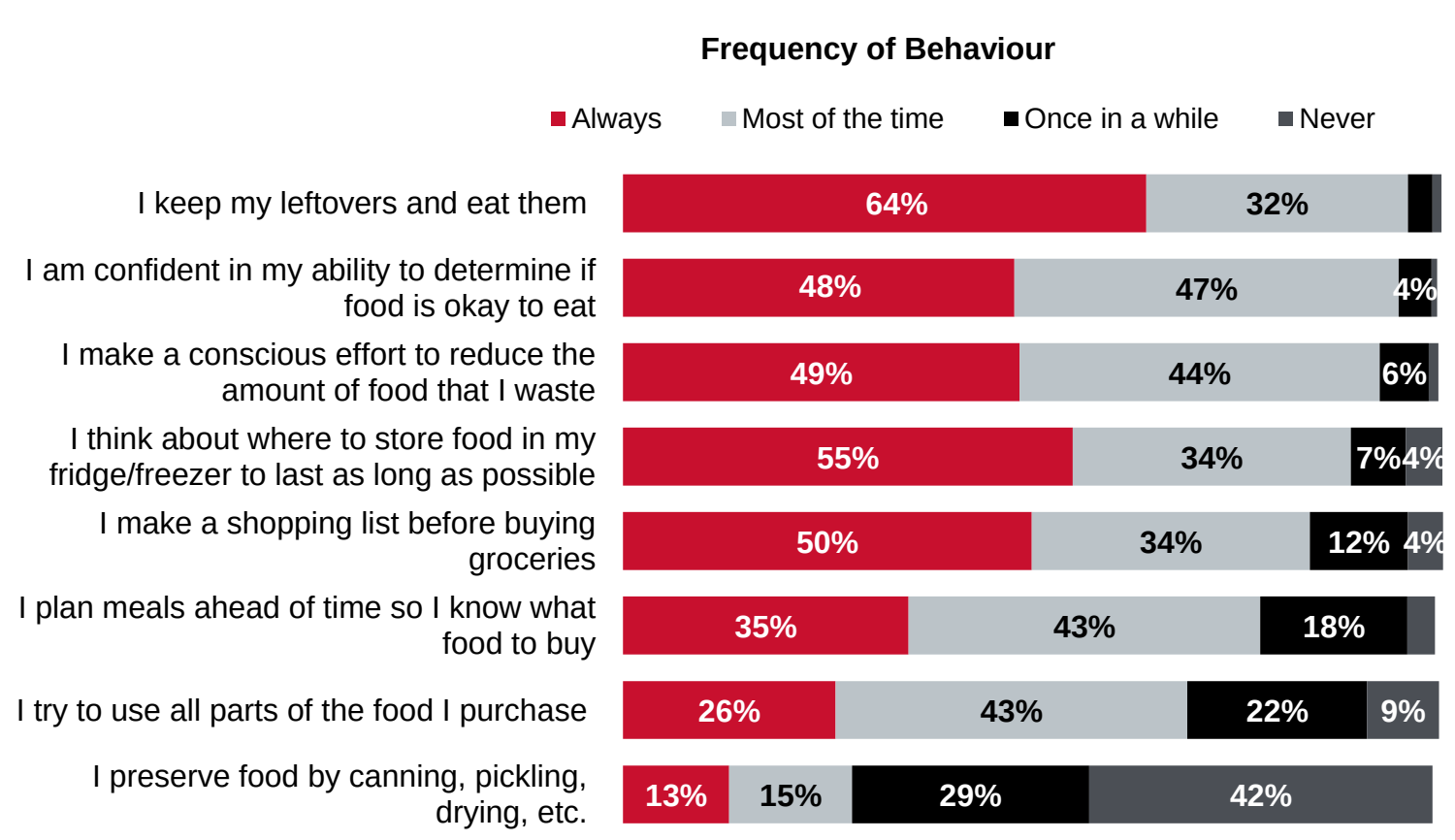
Most feel “knowledgeable” about ways to reduce their household’s food waste (85%). However, most feel “somewhat knowledgeable” (58%) compared to “very knowledgeable” (27%), which suggests that most Calgarians recognize they have more to learn on the topic. Feelings of being knowledgeable increase with age, with ages 18-34 feeling the least knowledgeable (79%), followed by ages 35-54 (86%), and ages 55+ (90%).



Q5. How knowledgeable are you about ways you can reduce your household’s food waste?
Base: Calgarians (n=1031), Single-Family (n=638), Multi-Family (n=393)

Food Waste Reduction Behaviours

Most Calgarians take part in food waste reduction behaviours “always” or “most of the time”, with virtually all Calgarians keeping and eating leftovers (96% always/most of the most), being confident in their ability to determine if food is okay to eat (95%), and making a conscious effort to reduce the amount of food they waste (93%). The only activity done infrequently is preserving food by canning, pickling, and drying (28%).



	Always/Most of the Time		
	Total *n=1031*	Single-Family *n=638*	Multi-Family *n=393*
I keep my leftovers and eat them	96%	96%	96%
I am confident in my ability to determine if food is okay to eat	95%	96%	94%
I make a conscious effort to reduce the amount of food that I waste	93%	94%	92%
I think about where to store food in my fridge/freezer to last as long as possible	89%	90%	86%
I make a shopping list before buying groceries	84%	85%	82%
I plan meals ahead of time so I know what food to buy	78%	80%↑	74%
I try to use all parts of the food I purchase	68%	69%	65%
I preserve food by canning, pickling, drying, etc.	28%	30%↑	23%

Q6. When it comes to purchasing, preparing, storing, consuming, and disposing of food, how often do you do each of the following?
Base: Calgarians (n=1031)

Note: 3% and lower not labelled

Food Waste Reduction Behaviours

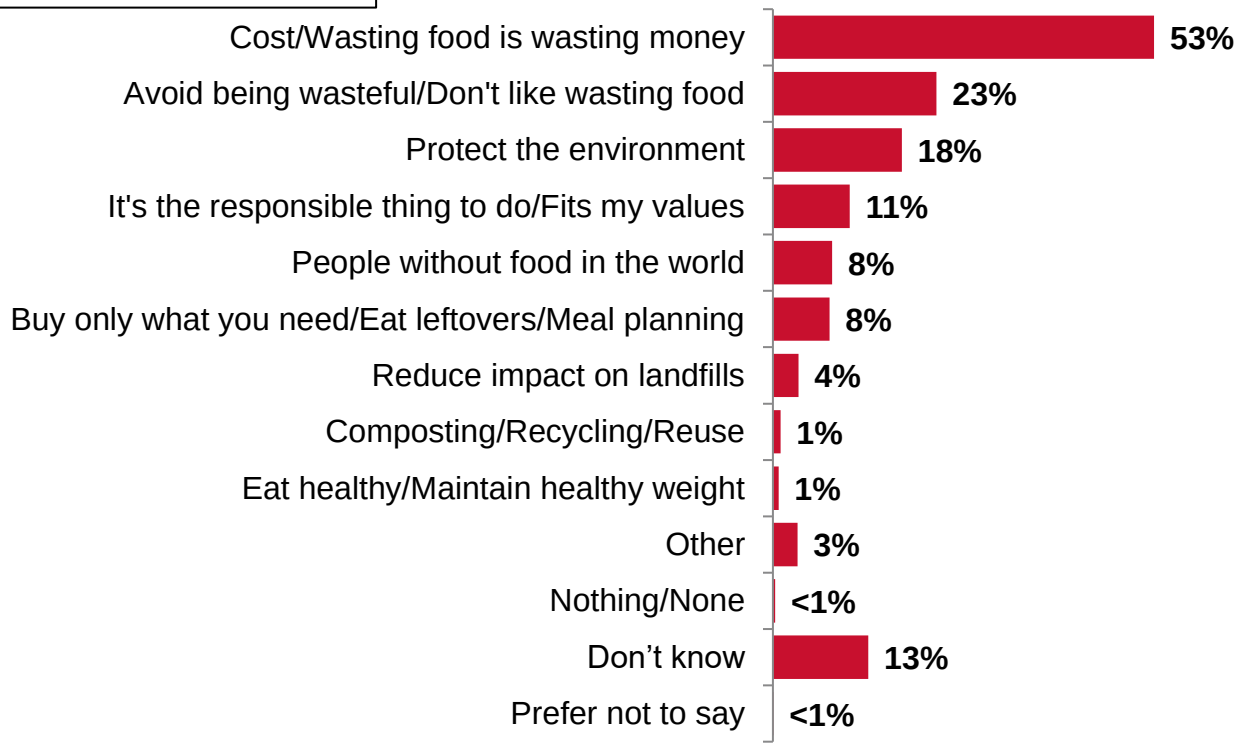
- Those aged 55+ are more likely to think about where to store food in their fridge and freezer so it will last as long as possible (93% vs. 86% ages 18-34 and 88% ages 35-54).
    - They're most likely to try to use all parts of the food they purchase (e.g. use scraps to make soup, baking with overripe fruit, keeping on the peels of vegetables and fruits if possible, etc.) (75% ages 55+ vs. 63% ages 18-34 and 68% ages 35-54).
- Those with an income of $90,000 and over are more likely to make a shopping list before buying groceries (88% vs. 82% under $90,000) whereas those with an income of less than $90,000 are more likely to keep leftovers and eat them (98% vs. 94% $90,000 and over).
- Those born outside of Canada are more likely to try to use all parts of the food they purchase (75% vs. 66% born in Canada) and preserve food by canning, pickling, drying, etc. (37% vs. 25% born in Canada).

Q6. When it comes to purchasing, preparing, storing, consuming, and disposing of food, how often do you do each of the following?
Base: Calgarians (n=1031)

Reasons for Reducing Food Waste

Among those who make a conscious effort to reduce food waste, the main reason is due to cost/wasting food is wasting money (53%). Secondary reasons are to avoid being wasteful (23%) and to protect the environment (18%). Single-family are more likely to state that avoiding being wasteful (24%) and because it's the responsible thing to do (12%) are reasons they reduce food waste.

Open-ended question
Multiple responses accepted



Single-Family	Multi-Family
n=630	*n=389*
54%	50%
24%↑	18%
18%	18%
12%↑	8%
9%	8%
7%	10%
3%	5%
1%	1%
1%	<1%
3%	4%
<1%	<1%
13%	14%
<1%	-

Q7. What are your main reasons for making a conscious effort to reduce the amount of food you waste? (Open-end)
Base: Those who make a conscious effort to reduce food waste (n=1019)

Reasons for Reducing Food Waste

- Ages 18-34 are more likely to make an effort to reduce food waste to protect the environment (30% vs. 13% ages 35-54 and 12% 55+).
- Making an effort to reduce food waste because of cost increases with age, with 44% of 18-34 year olds stating this as a reason, followed by 56% of 35-54 year olds and 61% of those ages 55+.
- Those born in Canada are more likely to make an effort to reduce food waste because of cost (58% vs. 42% born outside of Canada).

Q7. What are your main reasons for making a conscious effort to reduce the amount of food you waste? (Open-end)
Base: Those who make a conscious effort to reduce food waste (n=1019)

Top Motivations to Reduce Food Waste

The top motivations for reducing food waste are to save money (53%), because wasting food is wrong (41%), not being/wanting to be a wasteful person (36%), and feeling guilty for wasting food (33%).

	Single-Family	Multi-Family
	n=638	*n=393*
I save money by buying less food	53%	53%
Wasting food is just wrong	41%	40%
I feel guilty if I waste food	35%	40%
I am not/don't want to be a wasteful person	34%	30%
There are people who don't have enough food to eat	30%	32%
To have a positive impact on the environment	28%	27%
To reduce waste going to landfills	21%	24%
To conserve energy/resources used in the production, transportation and selling of food	18%	14%
To reduce greenhouse gas emissions (methane) from food waste breaking down in landfills	16%	12%
To lead by example/be a role model	11%	10%
I don't want others to think I'm being wasteful	4%	5%
None of these would motivate me to try to reduce food waste	2%	2%

Q8. What are or what would be the top motivations for you to try to reduce your food waste? (Rank top 5 motivations)
Base: Calgarians (n=1031)

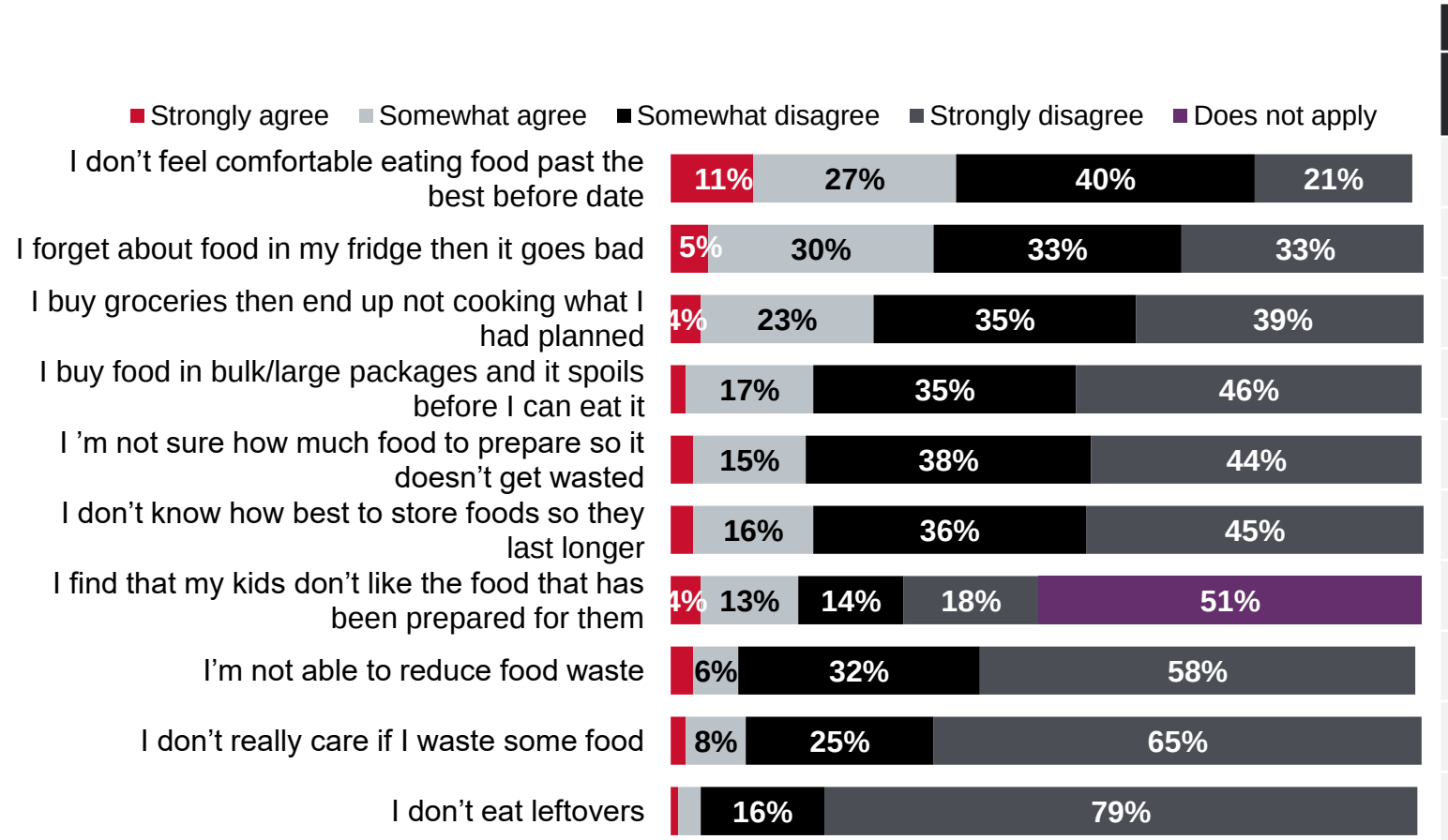
Top Motivations to Reduce Food Waste

- Ages 18-34 are more likely to state “to have a positive impact on the environment” (36% vs. 25% ages 35-54 and 21% 55+), and “to reduce greenhouse gas emissions (methane) from food waste breaking down in landfills” (22% vs. 12% ages 35-54 and 11% 55+) as motivations.
- Ages 55+ are more likely to be motivated to reduce food waste because “wasting food is just wrong” (53% vs. 28% ages 18-34 and 41% ages 35-54).
- Those born in Canada are more likely to be motivated to reduce food waste because they save money by buying less food (56% vs. 43% born outside of Canada), and because they “don’t’ want to be/are not a wasteful person” (35% vs. 27% born outside of Canada).

Q8. What are or what would be the top motivations for you to try to reduce your food waste? (Rank top 5 motivations)
Base: Calgarians (n=1031)

Barriers to Reducing Food Waste

Less than half of Calgarians agree each of the following are barriers to reducing waste, suggesting none of the following are significant barriers. Among those presented, the top barriers are not feeling comfortable eating food past the best before date (39% agree), forgetting about food in their fridge then it going bad (35%), and buying groceries then not ending cooking what they had planned (27%). Single-family are more likely to agree that buying food in bulk and having it spoil is a barrier to reducing food waste compared to multi-family (21% vs. 14%). While 17% of Calgarians overall agree their kids don't like food that has been prepared for them, resulting in food waste, among only those with kids, 34% agree.



	Agree (Net)		
	Total *n=1031*	Single-Family *n=638*	Multi-Family *n=393*
I don't feel comfortable eating food past the best before date	39%	39%	38%
I forget about food in my fridge then it goes bad	35%	35%	32%
I buy groceries then end up not cooking what I had planned	27%	26%	30%
I buy food in bulk/large packages and it spoils before I can eat it	19%	21%↑	14%
I 'm not sure how much food to prepare so it doesn't get wasted	19%	18%	21%
I don't know how best to store foods so they last longer	19%	18%	21%
I find that my kids don't like the food that has been prepared for them	17%	17%	16%
I'm not able to reduce food waste	9%	9%	9%
I don't really care if I waste some food	9%	10%	8%
I don't eat leftovers	5%	5%	3%

Q9. To what extent do you agree or disagree with the following?
Base: Calgarians (n=1031)

Note: 3% and lower not labelled

Barriers to Reducing Food Waste

- Younger Calgarians are more likely to agree with most barriers to reducing food waste – with agreement with each barrier being highest among ages 18-34, followed by ages 35-54, and lowest among ages 55+.
- Those who live in the Northeast are more likely than all other quadrants to agree that they find their kids don't like the food that has been prepared for them, which results in food being discarded without being eaten (25%).
- Those with an income of under $90,000 are more likely to agree that they don't feel comfortable eating food past the best before date (41% vs. 34% $90,000 or more).
- Those born in Canada are more likely to agree they forget about food in their fridge and it goes bad (38% vs. 25% born outside of Canada).

Q9. To what extent do you agree or disagree with the following?
Base: Calgarians (n=1031)

Food Waste Information Needs

Overall, interest levels are comparable for different types of food reduction information and relatively high (ranging from 60%-75% interested), suggesting most Calgarians are interested in learning more about food waste. The top information of interest is where to donate extra food items (75%), learning how to save money (74%), and how to pick produce to ensure it lasts (72%).

Information/resources/workshops/tools…

	Very interested	Somewhat interested	Not very interested	Not at all interested	Interested (Net) Total n=1031	Interested (Net) Single-Family n=638	Interested (Net) Multi-Family n=393
On where you could donate extra food items you can't use/don't need	27%	48%	16%	9%	75%	76%	74%
On how to save money by thinking about how you purchase, prepare and store your food	31%	43%	16%	10%	74%	73%	76%
On how to pick produce to make sure you don't get home and realize it has already gone bad or won't last long	30%	43%	17%	11%	72%	72%	74%
To help you reduce food waste	28%	43%	18%	11%	72%	71%	74%
To help you feel confident in your skills to prepare food to reduce waste (e.g. portion sizes, planning meals, using leftovers)	21%	45%	22%	12%	66%	66%	67%
To better understand the impacts of food waste (e.g., environmental, economic, social)	24%	41%	23%	13%	65%	64%	67%
On canning, preserving, and storage of food	21%	39%	24%	16%	60%	62%↑	53%

Q12. How interested would you be in the following?
Base: Calgarians (n=1031)

Food Waste Information Needs

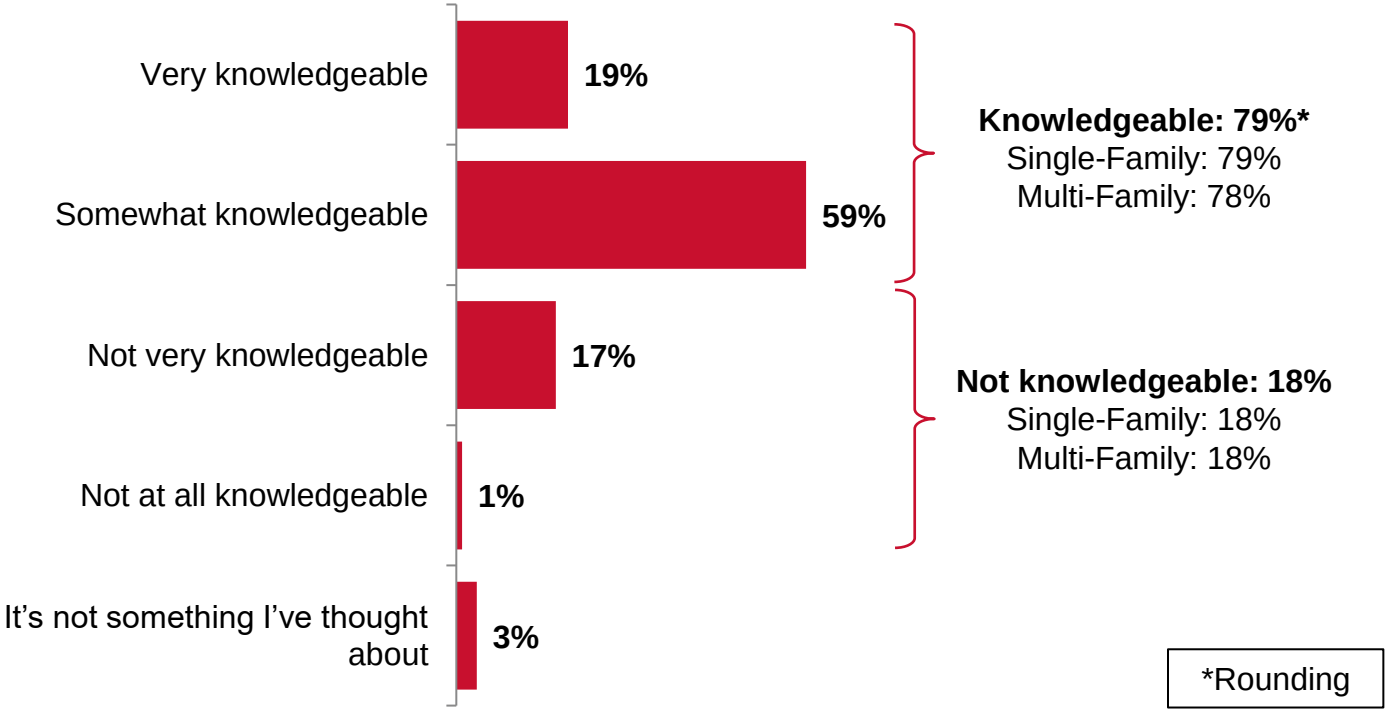
- Younger Calgarians are more interested in all types of information/resources/workshops/tools – with interest in all types of information being highest among ages 18-34, followed by ages 35-54, and lowest among ages 55+.
- Females are more interested on how to save money by thinking about how they purchase, prepare and store their food (77% vs. 71% males) and on where they could donate extra food items they can't use/don't need (80% vs. 71% males).
- Those with an income of under $90,000 are more likely to be interested in help to reduce food waste (76% vs. 68% $90,000 or more) and on where you could donate extra food items you can't use/don't need (80% vs. 73% $90,000 or more).
- Those born outside of Canada are more likely to be interested in information/resources/workshops/tools:
    - On how to save money by thinking about how you purchase, prepare and store your food (83% vs. 71% born in Canada)
    - On where you could donate extra food items you can't use/don't need (82% vs. 73% born in Canada)
    - To help you reduce food waste (82% vs. 69% born in Canada)
    - To help you feel confident in your skills to prepare food to reduce waste (e.g., portion sizes, planning meals, using leftovers) (78% vs. 62% born in Canada)
    - To better understand the impacts of food waste (e.g., environmental, economic, social) (76% vs. 61% born in Canada)
    - On canning, preserving, and storage of food (66% vs. 58% born in Canada)

Q12. How interested would you be in the following?
Base: Calgarians (n=1031)

Single-Use Items

Single-Use Items Reduction Knowledge

Almost eight-in-ten (79%) feel “knowledgeable” about ways to reduce their reliance on single-use items. However, most feel “somewhat knowledgeable” (59%) compared to “very knowledgeable” (19%). This suggests that most Calgarians recognize they have more to learn on the topic. Those born in Canada are more likely to feel knowledgeable about ways they can reduce their reliance on single-use items (82% vs. 69% born outside of Canada).



Q13. How knowledgeable are you about ways you can reduce your reliance on single-use items?
Base: Calgarians (n=1031), Single-Family (n=638), Multi-Family (n=393)

Single-Use Items Behaviours

When it comes to reducing single-use items among Calgarians, the measures most frequently taken are taking their own shopping bags to the grocery store (87% always/most of the time), making a conscious effort to reduce their use of single-use items (78%), and reusing or refilling existing containers in their house instead of buying new ones (75%). Measures that Calgarians take less often are making an effort to use reusable mugs (63%), purchase/use compostable plastic products instead (62%), and avoiding buying items with too much packaging (58%).

	Always/Most of the Time		
	Total *n=1031*	Single-Family *n=638*	Multi-Family *n=393*
Take your own shopping bags to the grocery store	87%	86%	88%
Make a conscious effort to reduce your use of single-use items	78%	79%	76%
Reuse or refill existing containers in your house instead of buying new ones	75%	75%	74%
Refuse single-use items such as straws, cutlery and napkins if I don't need them	67%	67%	67%
Use reusable mugs for hot beverages (e.g. tea, coffee) bought outside the home	63%	64%	61%
Make an effort to purchase/use compostable plastic products instead	62%	64%↑	56%
Avoid buying items with too much packaging	58%	57%	61%

Q14. When it comes to single-use items, how often do you do the following?
Base: Calgarians (n=1031)

Note: 3% and lower not labelled

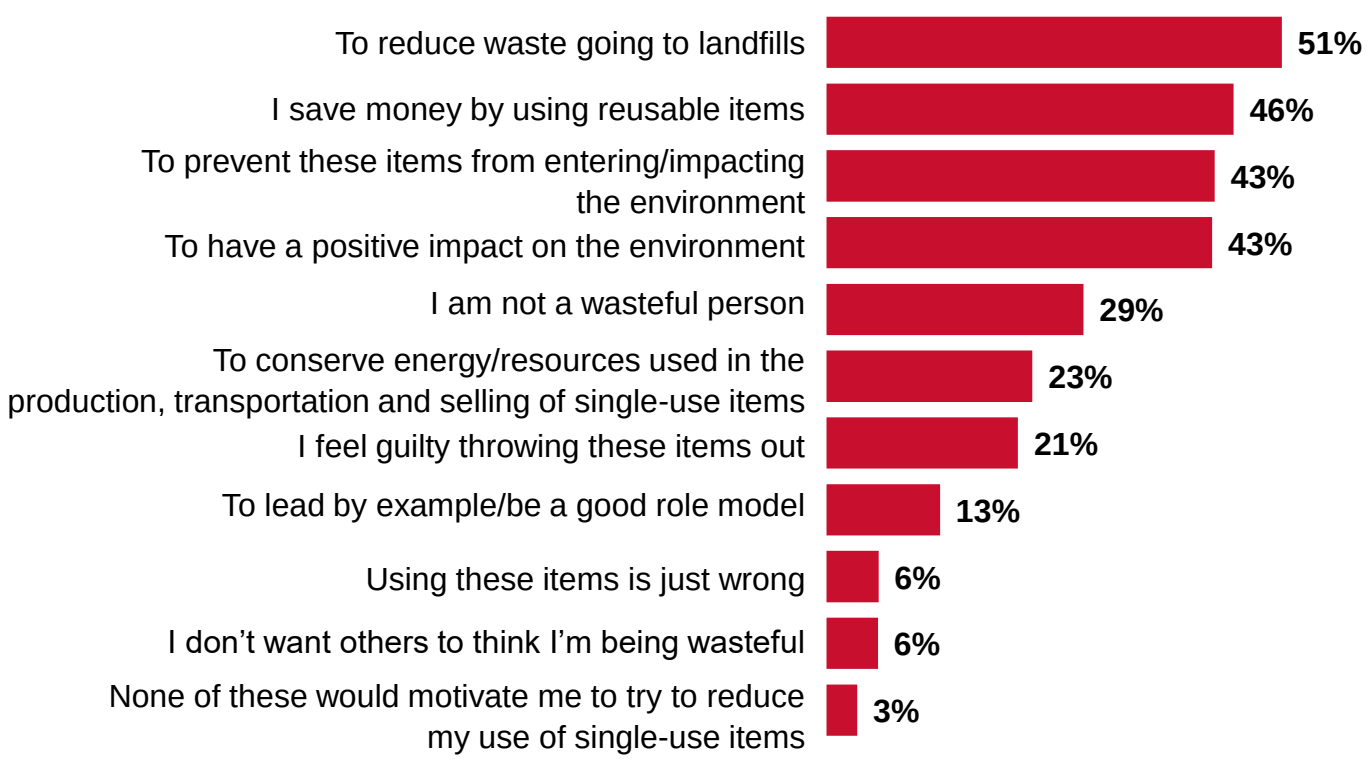
Single-Use Items Behaviours

- Those who live in the Northwest are more likely than all other quadrants to take their own shopping bags to the grocery store (92%). Ages 55+ are also more likely to do so (96% vs. 79% ages 18-34 and 86% ages 35-54).
- Those with an income less than $90,000 are more likely to use reusable mugs for hot beverages (68% vs. 60% $90,000 and greater).

Q14. When it comes to single-use items, how often do you do the following?
Base: Calgarians (n=1031)

Motivations to Reduce Single-Use Items

The top motivations to reduce usage of single-use items are to reduce waste going to landfills (51%), to save money by using reusable items (46%), to prevent these items from entering/impacting the environment (43%), and to have a positive impact on the environment (43%). Ages 55+ are more likely to state they are motivated because they are not a wasteful person (34%), while ages 18-34 are more likely to be motivated because they don't want others to think they are being wasteful (9%).

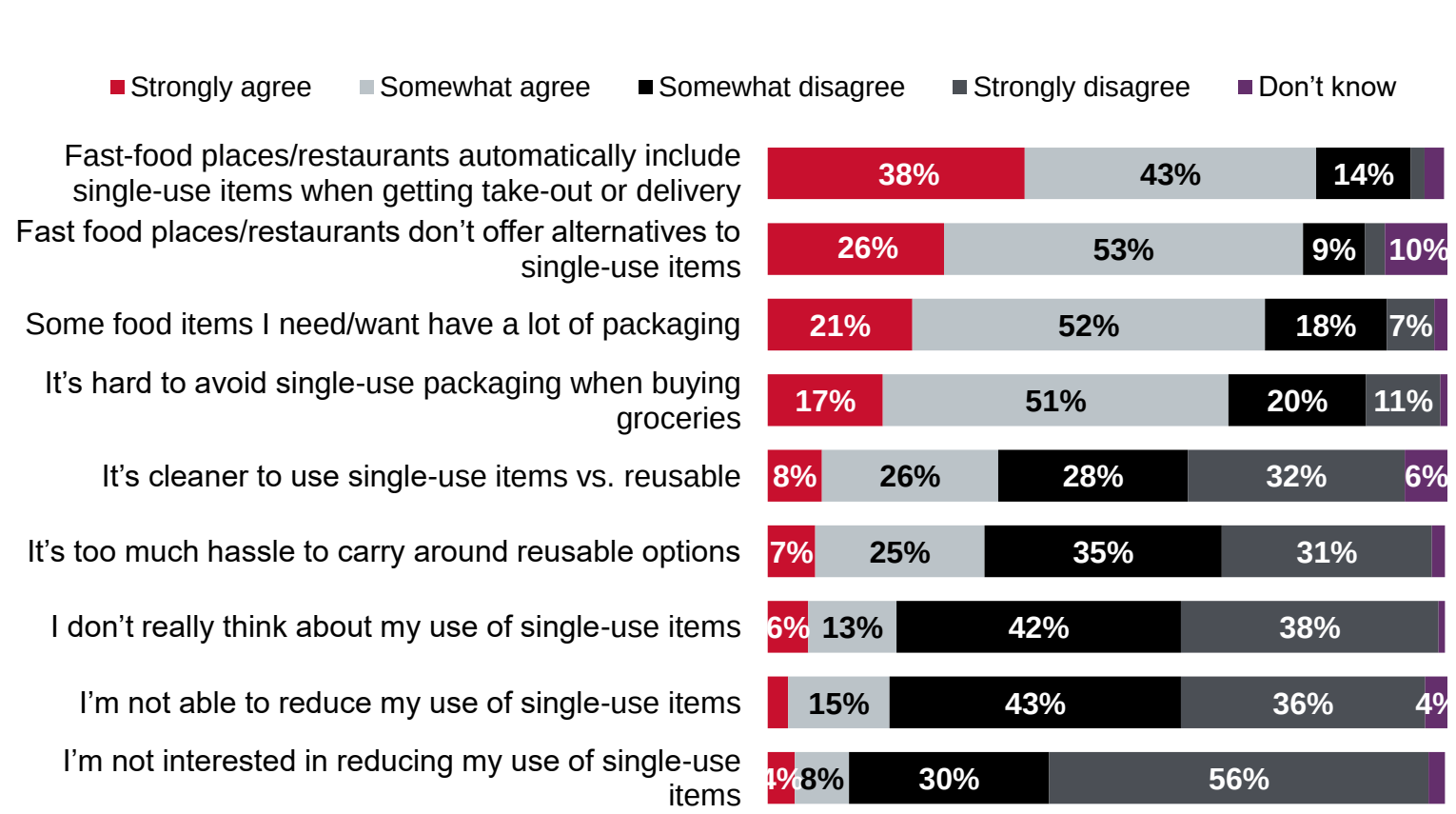


	Single-Family	Multi-Family
	n=638	*n=393*
To reduce waste going to landfills	51%	51%
I save money by using reusable items	45%	49%
To prevent these items from entering/impacting the environment	44%	41%
To have a positive impact on the environment	43%	43%
I am not a wasteful person	30%	26%
To conserve energy/resources used in the production, transportation and selling of single-use items	23%	24%
I feel guilty throwing these items out	20%	26%↑
To lead by example/be a good role model	13%	12%
Using these items is just wrong	6%	4%
I don't want others to think I'm being wasteful	6%	6%
None of these would motivate me to try to reduce my use of single-use items	4%	3%

Q16. What are or what would be the top motivations for you to try to reduce your use of single-use items? (Rank top 5 motivations)
Base: Calgarians (n=1031)

Barriers to Reducing Single-Use Items

There are significant barriers to reducing the usage of single-use items, with the top barriers being fast-food places/restaurants automatically include them (81% agree), fast-food places/restaurants don't offer alternatives (79%), and some food items have a lot of packaging (72%). This suggests that focusing initiatives or legislation towards businesses rather than consumers may reduce more barriers experienced by consumers.



	Agree (Net)		
	Total *n=1031*	Single-Family *n=638*	Multi-Family *n=393*
Fast-food places/restaurants automatically include single-use items when getting take-out or delivery	81%	81%	83%
Fast food places/restaurants don't offer alternatives to single-use items	79%	80%	72%
Some food items I need/want have a lot of packaging	72%	74%	69%
It's hard to avoid single-use packaging when buying groceries	68%	69%	65%
It's cleaner to use single-use items vs. reusable	34%	35%	32%
It's too much hassle to carry around reusable options	32%	31%	34%
I don't really think about my use of single-use items	19%	21%	6%
I'm not able to reduce my use of single-use items	17%	18%	16%
I'm not interested in reducing my use of single-use items	12%	12%	11%

Note: 3% and lower not labelled

Q17. To what extent do you agree or disagree with the following statements regarding single-use items?
Base: Calgarians (n=1031)

Barriers to Reducing Single-Use Items

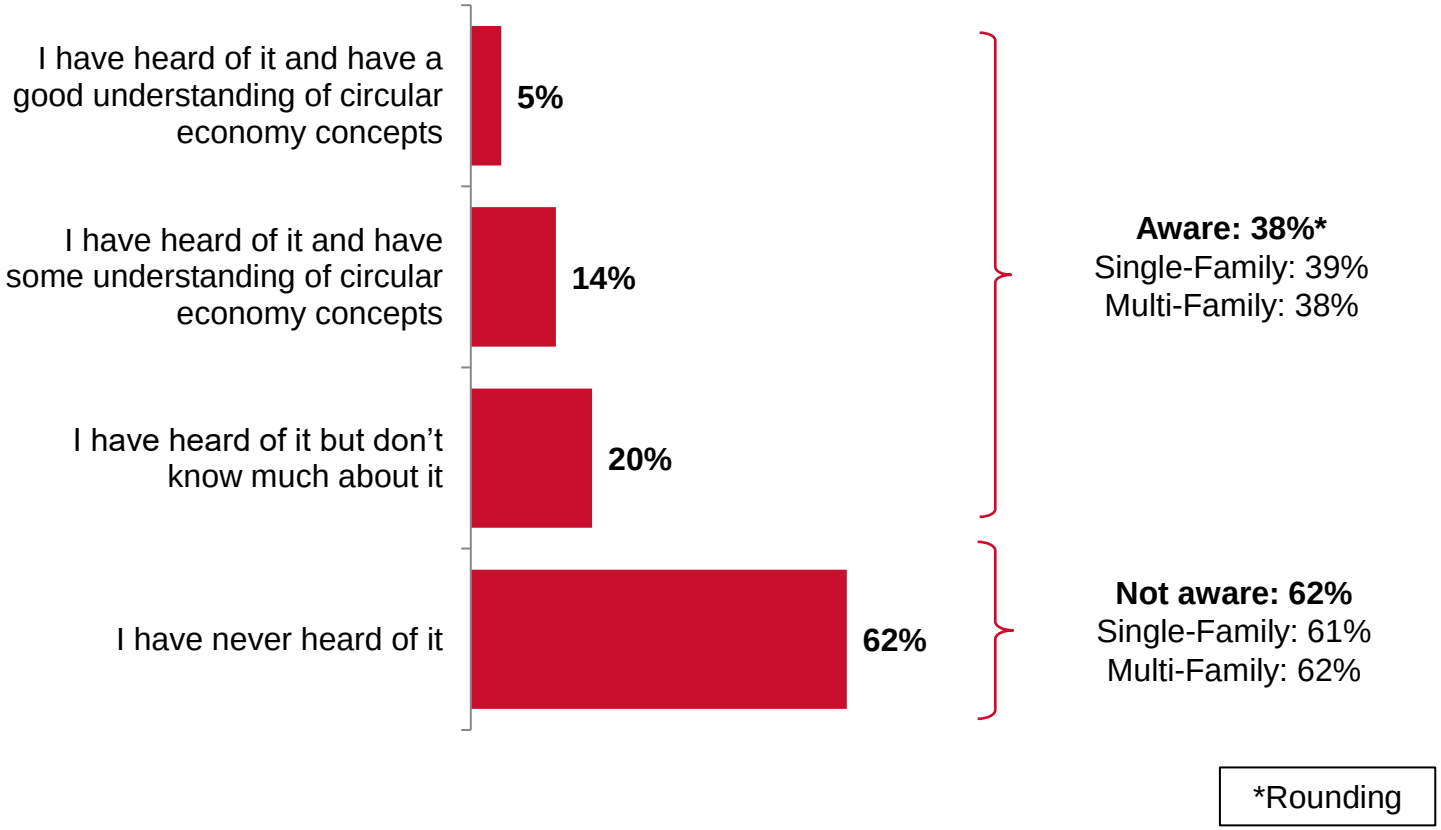
- Those who live in the Northwest are more likely than all other quadrants to agree that some food items they need/want have a lot of packaging (80%).
- Ages 35-54 are more likely to agree that it's cleaner to use single-use items vs. reusable (40% vs. 30% ages 18-34 and 30% ages 55+).
- Those born in Canada are more likely to agree that some food items they need/want have a lot of packaging (75% vs. 66% born outside of Canada).

Q17. To what extent do you agree or disagree with the following statements regarding single-use items?
Base: Calgarians (n=1031)

Circular Economy

Familiarity with the Term Circular Economy

Familiarity and awareness of the term “circular economy” is low among Calgarians. While two-in-five are aware of the term (38%), only 5% have a good understanding of the term and the concepts of a circular economy. Younger Calgarians (under 55 years old) are more likely to be aware of the term (43% ages 18-34 and 40% 35-54 vs. 30% ages 55+).

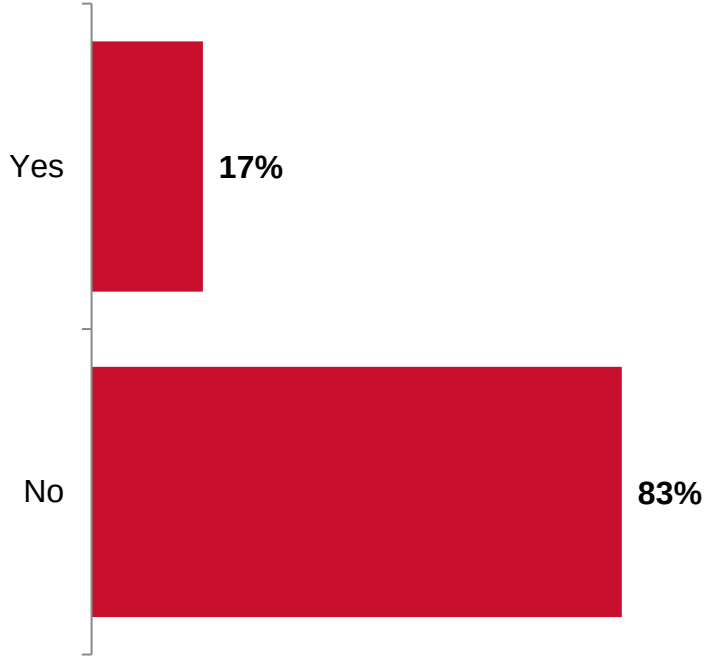


Q28. How familiar are you with the term ‘Circular Economy’?
Base: Calgarians (n=1031), Single-Family (n=-638), Multi-Family (n=393)

Waste Prevention Knowledge

A small proportion (17%) of Calgarians have read, seen, or heard anything about ways to reduce the amount of clothing, appliances, electronics, sporting good, toys and games, tools, furniture/home goods or other items they buy, use or dispose of in the past 12 months. There may be opportunities to bring this more top of mind to Calgarians given few have recently heard about it.

Read, Seen, or Heard about Waste Prevention in Past 12 Months

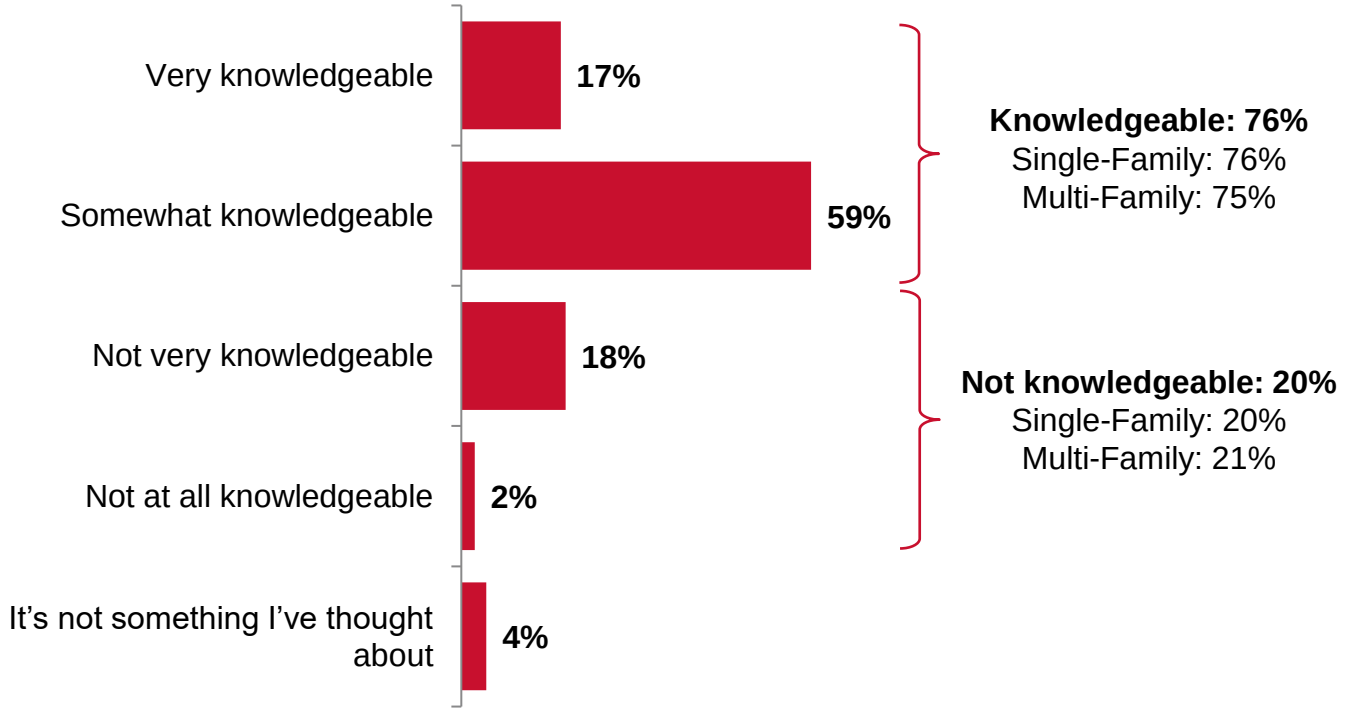


	Single-Family *n=638*	Multi-Family *n=393*
Yes	17%	18%
No	83%	82%

Q27. In the past 12 months, have you read, seen, or heard anything about ways to reduce the amount of clothing, appliances, electronics, sporting good, toys and games, tools, furniture/home goods or other items you buy, use or dispose of?
Base: Calgarians (n=1031)

Knowledge Regarding Waste Prevention

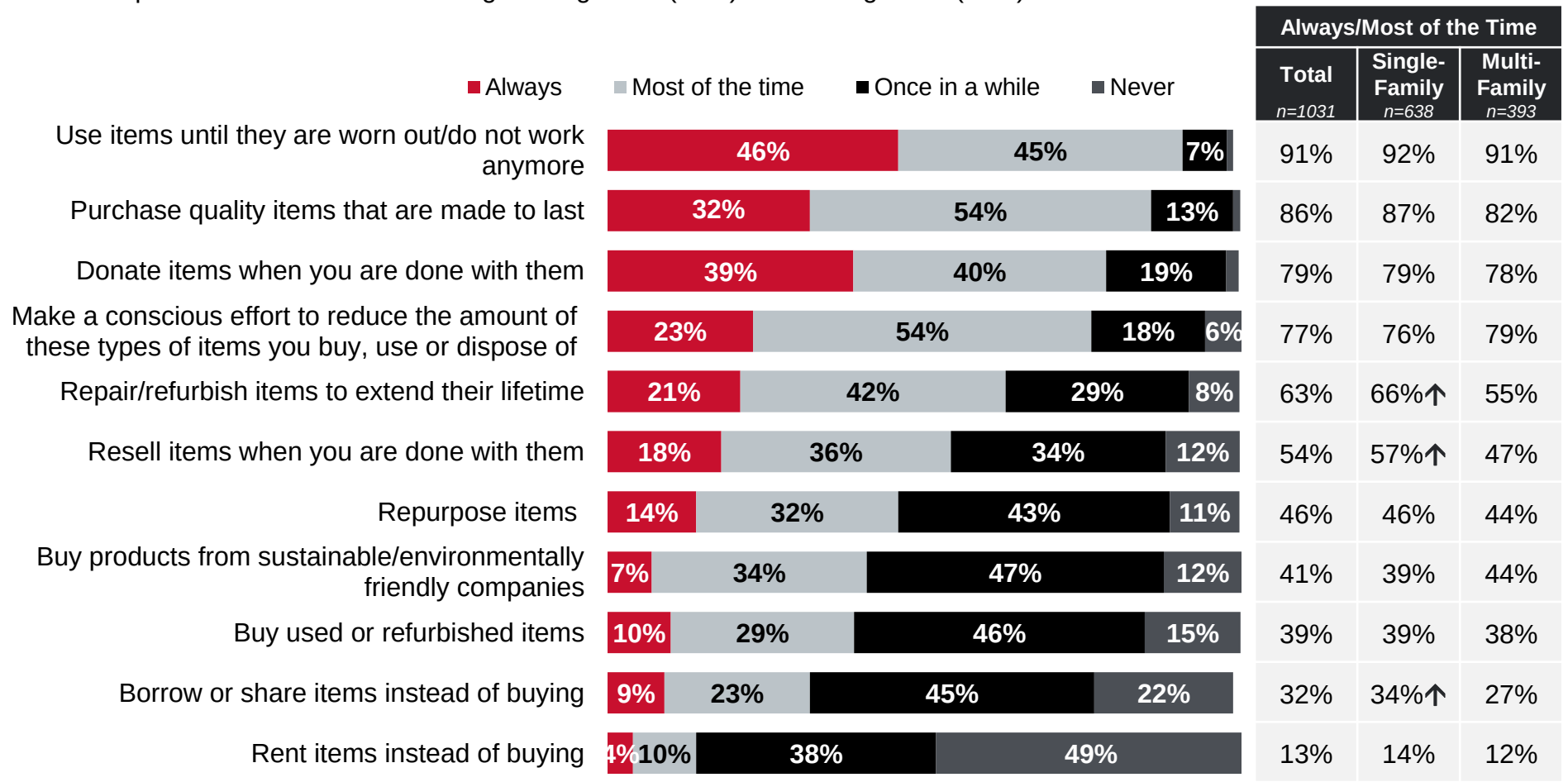
While three-quarters (76%) of Calgarians feel knowledgeable about ways they can reduce the amount of clothing, appliances, electronics, sporting goods, toys and games, tools, furniture/home goods, and other items they buy, use or dispose of, only 17% feel "very knowledgeable" suggesting an opportunity to educate Calgarians.



Q20. How knowledgeable are you about ways you can reduce the amount of clothing, appliances, electronics, sporting goods, toys and games, tools, furniture/home goods, and other items you buy, use or dispose of?
Base: Calgarians (n=1031), Single-Family (n=638), Multi-Family (n=393)

Waste Prevention Behaviours

Waste prevention behaviours that Calgarians most often take part in are using items until they are worn out/do not work (91%), purchasing quality items made to last (86%), and donating items when they are done with them (79%). Less frequent behaviours are borrowing/sharing items (32%) and renting items (13%).



	Always/Most of the Time		
	Total *n=1031*	Single-Family *n=638*	Multi-Family *n=393*
Use items until they are worn out/do not work anymore	91%	92%	91%
Purchase quality items that are made to last	86%	87%	82%
Donate items when you are done with them	79%	79%	78%
Make a conscious effort to reduce the amount of these types of items you buy, use or dispose of	77%	76%	79%
Repair/refurbish items to extend their lifetime	63%	66%↑	55%
Resell items when you are done with them	54%	57%↑	47%
Repurpose items	46%	46%	44%
Buy products from sustainable/environmentally friendly companies	41%	39%	44%
Buy used or refurbished items	39%	39%	38%
Borrow or share items instead of buying	32%	34%↑	27%
Rent items instead of buying	13%	14%	12%

Q21. When it comes to items such as clothing, appliances, electronics, sporting goods, toys and games, tools, or furniture/home goods, how often do you do each of the following?
Base: Calgarians (n=1031)

Note: 3% and lower not labelled

Waste Prevention Behaviours

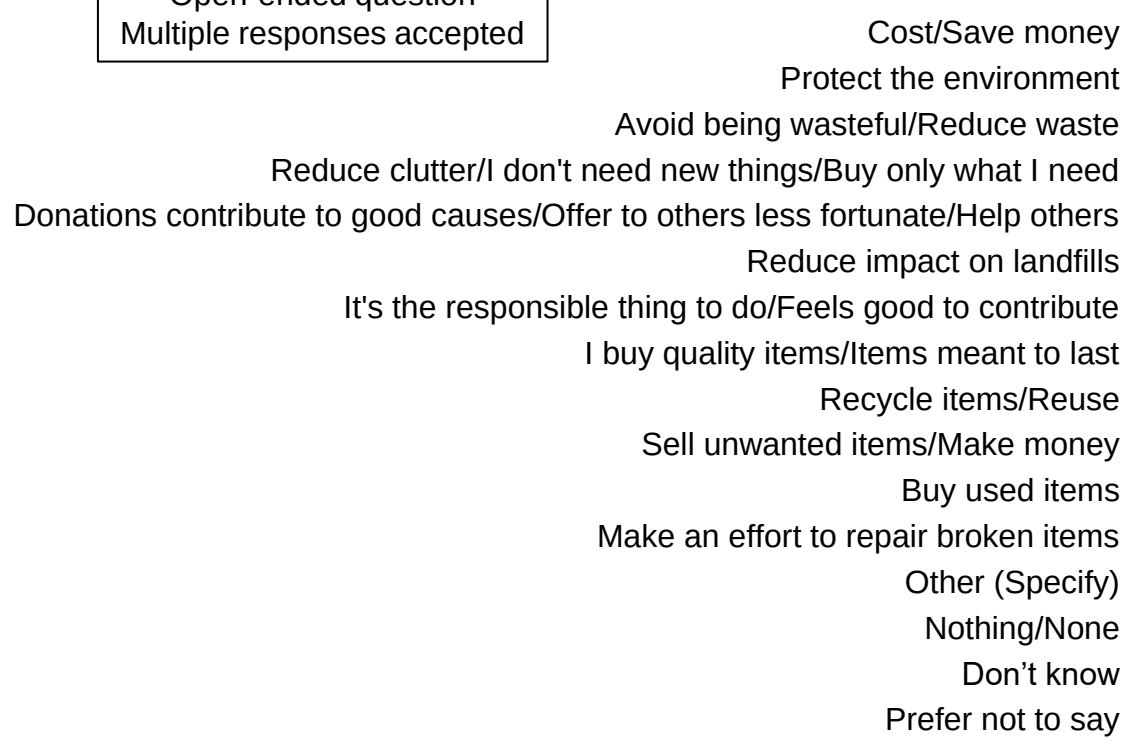
- Those aged 18-54 are more likely than those 55+ to:
  - Resell items when you are done with them (60% ages 18-34 and 59% ages 35-54 vs. 42% ages 55+)
  - Buy used or refurbished items (45% ages 18-34 and 41% ages 35-54 vs. 30% ages 55+)
  - Borrow or share items instead of buying (40% ages 18-34 and 33% ages 35-54 vs. 24% ages 55+)
  - Rent items instead of buying (15% ages 18-34 and 16% ages 35-54 vs. 9% ages 55+)
- Females are more likely to donate items when they are done with them (86% vs. 71% males).
- Males are more likely to buy products from sustainable/environmentally friendly companies (45% vs. 37% females).
- Those with an income of $90,000 and over are more likely to purchase quality items that are made to last (89% vs. 83% under $90,000).
- Those born in Canada are more likely to use items until they are worn out/do not work anymore (93% vs. 86% born outside of Canada), while those born outside of Canada are more likely to buy products from sustainable/ environmentally friendly companies (48% vs. 38% born in Canada).

Q21. When it comes to items such as clothing, appliances, electronics, sporting goods, toys and games, tools, or furniture/home goods, how often do you do each of the following?
Base: Calgarians (n=1031)

Reasons for Preventing Waste

Among those who make a conscious effort to reduce the among of clothing, appliances, electronics, etc. that they buy, use or dispose of, the top reasons are to save money (32%), to protect the environment (17%), and to avoid being wasteful (14%). Single-family are more likely to cite protecting the environment as a reason compared to multi-family (19% vs. 11%).

Open-ended question
Multiple responses accepted



	Single-Family	Multi-Family
	n=597	*n=377*
Cost/Save money	32%	31%
Protect the environment	19%↑	11%
Avoid being wasteful/Reduce waste	14%	15%
Reduce clutter/I don't need new things/Buy only what I need	14%	11%
Donations contribute to good causes/Offer to others less fortunate/Help others	13%	16%
Reduce impact on landfills	12%	10%
It's the responsible thing to do/Feels good to contribute	4%	5%
I buy quality items/Items meant to last	3%	5%
Recycle items/Reuse	3%	3%
Sell unwanted items/Make money	2%	3%
Buy used items	2%	2%
Make an effort to repair broken items	2%	1%
Other (Specify)	4%	3%
Nothing/None	<1%	<1%
Don't know	20%	22%
Prefer not to say	<1%	-

Q22. What are your main reasons for making a conscious effort to reduce the amount of clothing, appliances, electronics, sporting goods, toys and games, tools, furniture/home goods and other items you buy, use or dispose of? (Open-end)
Base: Those who make a conscious effort to reduce items (n=974)

Reasons for Preventing Waste

- Females are more likely than males to prevent waste to avoid being wasteful (16% vs. 11% males), and because donations contribute to good causes (17% vs. 9% males).
- Those aged 55+ are more likely to prevent waste because donations contribute to good causes (18% vs. 12% ages 18-34 and 12% 35-54).

Q22. What are your main reasons for making a conscious effort to reduce the amount of clothing, appliances, electronics, sporting goods, toys and games, tools, furniture/home goods and other items you buy, use or dispose of? (Open-end)
Base: Those who make a conscious effort to reduce items (n=974)

Motivations to Prevent Waste

Top motivations to reduce the usage and disposal of clothing, appliances, electronics, etc. are to save money by buying refurbished, used, or durable goods (49%), to reduce waste going to landfills (48%), and to have a positive impact on the environment (41%).

	Single-Family	Multi-Family
	n=638	*n=393*
I save money by buying refurbished, used or durable goods	47%	54%
To reduce waste going to landfills	48%	47%
To have a positive impact on the environment	41%	40%
It is the right thing to do	36%	37%
I am not a wasteful person	31%	30%
To conserve energy/resources used in the production, transportation and selling of goods	28%	26%
I feel guilty if I buy something new instead of getting something repaired or buying used	13%	13%
To be part of the community/people around me are doing so	11%	9%
To lead by example/be a role model	10%	11%
I don't want others to think I'm being wasteful	5%	5%
None of these would motivate me to reduce the amount of items I buy, use or dispose of	5%	4%

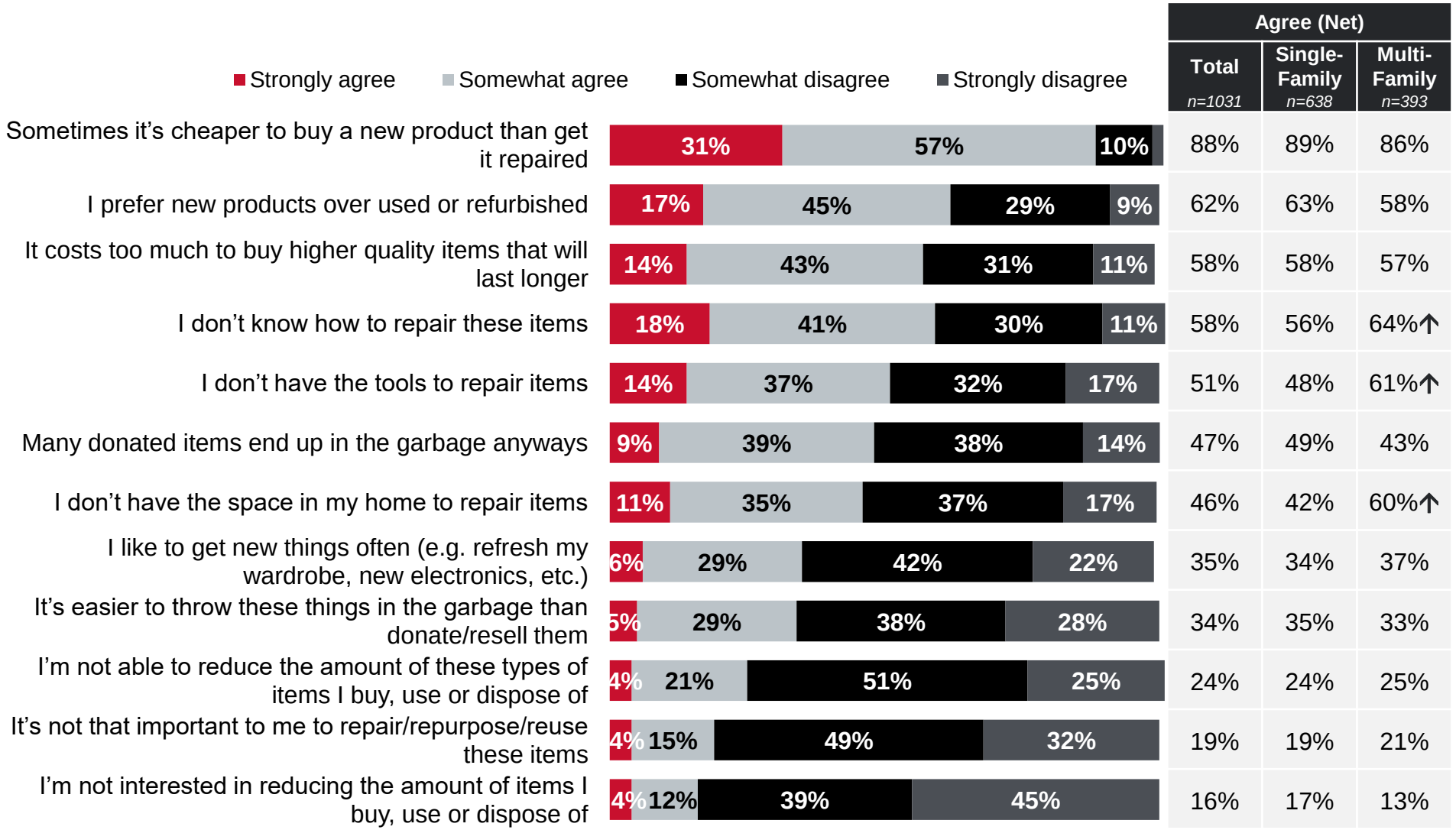
Q23. What are or what would be the top motivations for you to try to reduce the amount of clothing, appliances, electronics, sporting goods, toys and games, tools, furniture/home goods, and other items you buy, use or dispose of? (Rank top 5 motivations)
Base: Calgarians (n=1031)

Motivations to Prevent Waste

- Those who live in the Northeast are more likely than all other quadrants to be motivated to prevent waste because they don't want others to think they're being wasteful (10%).
- Those aged 18-34 are more likely to be motivated to prevent waste so that others don't think they are being wasteful (11% vs. 2% ages 35-54 and 3% ages 55+).
- Those aged 55+ are more likely to be motivated to prevent waste because they are not a wasteful person (42% vs. 22% ages 18-34 and 29% ages 35-54).
- Those born outside of Canada are more likely to be motivated to prevent waste to conserve the energy/resources used in the production, transportation, and selling of goods (36% vs. 25% born in Canada).

Q23. What are or what would be the top motivations for you to try to reduce the amount of clothing, appliances, electronics, sporting goods, toys and games, tools, furniture/home goods, and other items you buy, use or dispose of? (Rank top 5 motivations)
Base: Calgarians (n=1031)

Barriers to Waste Prevention



	Agree (Net)		
	Total *n=1031*	Single-Family *n=638*	Multi-Family *n=393*
Sometimes it's cheaper to buy a new product than get it repaired	88%	89%	86%
I prefer new products over used or refurbished	62%	63%	58%
It costs too much to buy higher quality items that will last longer	58%	58%	57%
I don't know how to repair these items	58%	56%	64%↑
I don't have the tools to repair items	51%	48%	61%↑
Many donated items end up in the garbage anyways	47%	49%	43%
I don't have the space in my home to repair items	46%	42%	60%↑
I like to get new things often (e.g. refresh my wardrobe, new electronics, etc.)	35%	34%	37%
It's easier to throw these things in the garbage than donate/resell them	34%	35%	33%
I'm not able to reduce the amount of these types of items I buy, use or dispose of	24%	24%	25%
It's not that important to me to repair/repurpose/reuse these items	19%	19%	21%
I'm not interested in reducing the amount of items I buy, use or dispose of	16%	17%	13%

Q24. To what extent do you agree or disagree with the following statements regarding items such as clothing, appliances, electronics, sporting goods, toys and games, tools, or furniture/home goods?
Base: Calgarians (n=1031)

Note: 3% and lower not labelled

Barriers to Waste Prevention

The top barrier to preventing waste is that sometimes it's cheaper to buy a new product than get it repaired (88%), which is drastically higher than the next highest barrier, preferring new products over used or refurbished (62%). The third barrier is that it costs too much to buy higher quality items that last longer (58%). These top barriers suggest that Calgarians may need to see the dollar value over time in buying higher quality or repairing items before they will be encouraged against buying new, cheaper items (e.g., replacing an expensive item every 10 years vs. a cheap item every 2 years).

- Multi-family have more challenges with repairing items, as they are more likely to agree they don't know how to repair items (64%), they don't have the tools to repair items (61%), and that they don't have the space in their home to repair items (60%).
- Males are more likely to prefer buying new products over used or refurbished (69% vs. 55% females), while females are more likely to feel it costs too much to buy higher quality items that last longer (64% vs. 51% males) and that they don't know how to repair these items (63% vs. 54% males).
- Those aged 18-34 are more likely than those 35+ to agree that they like to get new things often (e.g., refresh my wardrobe, new electronics, etc.) (45% vs. 33% ages 35-54 and 28% ages 55+).
- Those aged 18-54 are more likely to agree that:
    - It's easier to throw these things in the garbage than donate/resell them (37% ages 18-34 and 39% aged 35-54 vs. 23% ages 55+)
    - I don't know how to repair these items (60% ages 18-34 and 63% aged 35-54 vs. 50% ages 55+)
    - I don't have the tools to repair items (53% ages 18-34 and 55% aged 35-54 vs. 44% ages 55+)
    - I don't have the space in my home to repair items (53% ages 18-34 and 47% aged 35-54 vs. 38% ages 55+)

Q24. To what extent do you agree or disagree with the following statements regarding items such as clothing, appliances, electronics, sporting goods, toys and games, tools, or furniture/home goods?
Base: Calgarians (n=1031)

Barriers to Waste Prevention

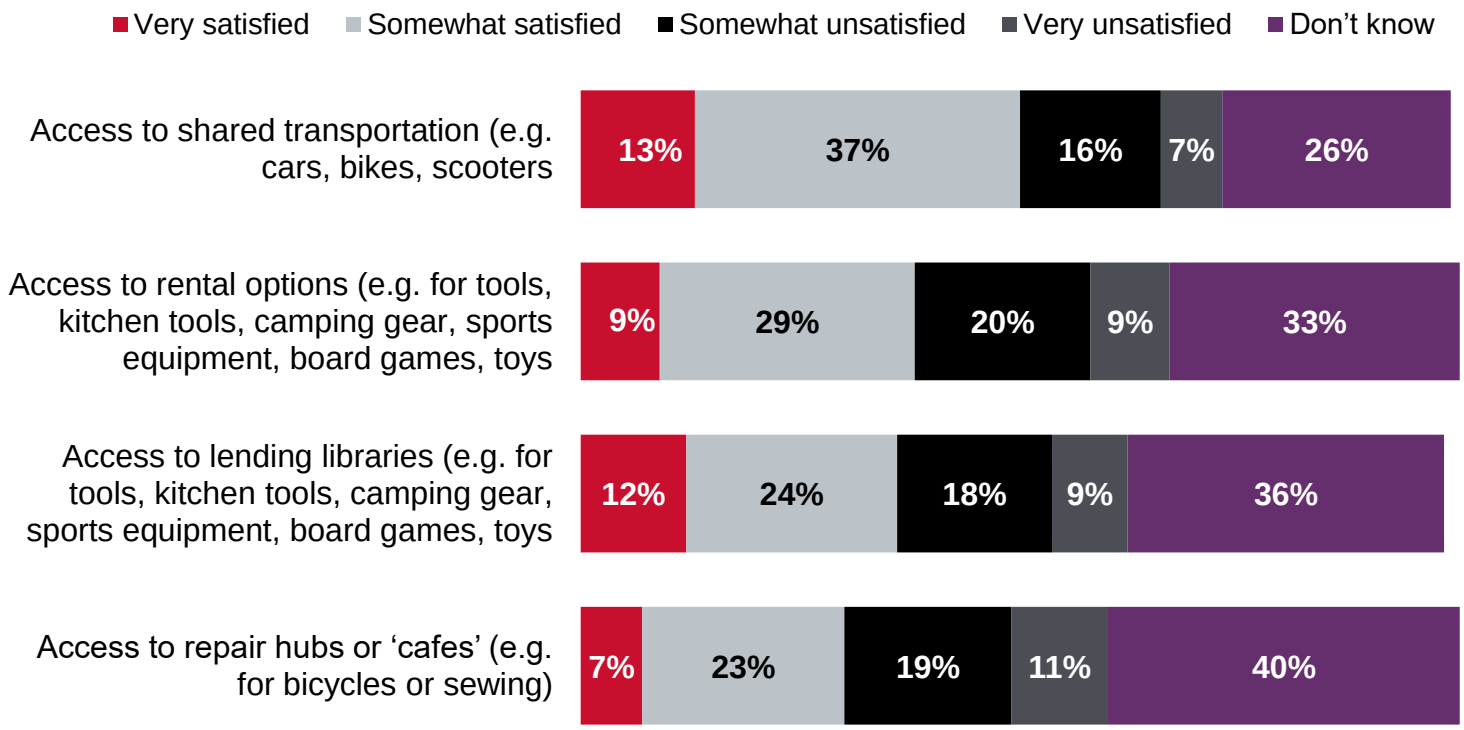
- Those with an income of $90,000 and over are more likely to agree they prefer new products over used or refurbished (68% vs. 53% under $90,000) and that they like to get new things often (37% vs. 30% under $90,000).
- Those with an income of under $90,000 are more likely to agree it costs too much to buy higher quality items that will last longer (62% vs. 49% $90,000 or more).

Q24. To what extent do you agree or disagree with the following statements regarding items such as clothing, appliances, electronics, sporting goods, toys and games, tools, or furniture/home goods?
Base: Calgarians (n=1031)

Note: 3% and lower not labelled

Satisfaction with Share and Repair Programs

While satisfaction levels are moderate for share and repair programs in Calgary, a significant proportion “don’t know” how satisfied they are, which may be an area to further explore (e.g., not aware of services, have not used them, etc.). Those aged 18-34 are more likely to be satisfied with lending libraries and repair hubs compared to those ages 35+. In addition, those born outside of Canada are more likely to be satisfied with access to lending libraries (47% vs. 32% born in Canada) and repair hubs (39% vs. 27% born in Canada).

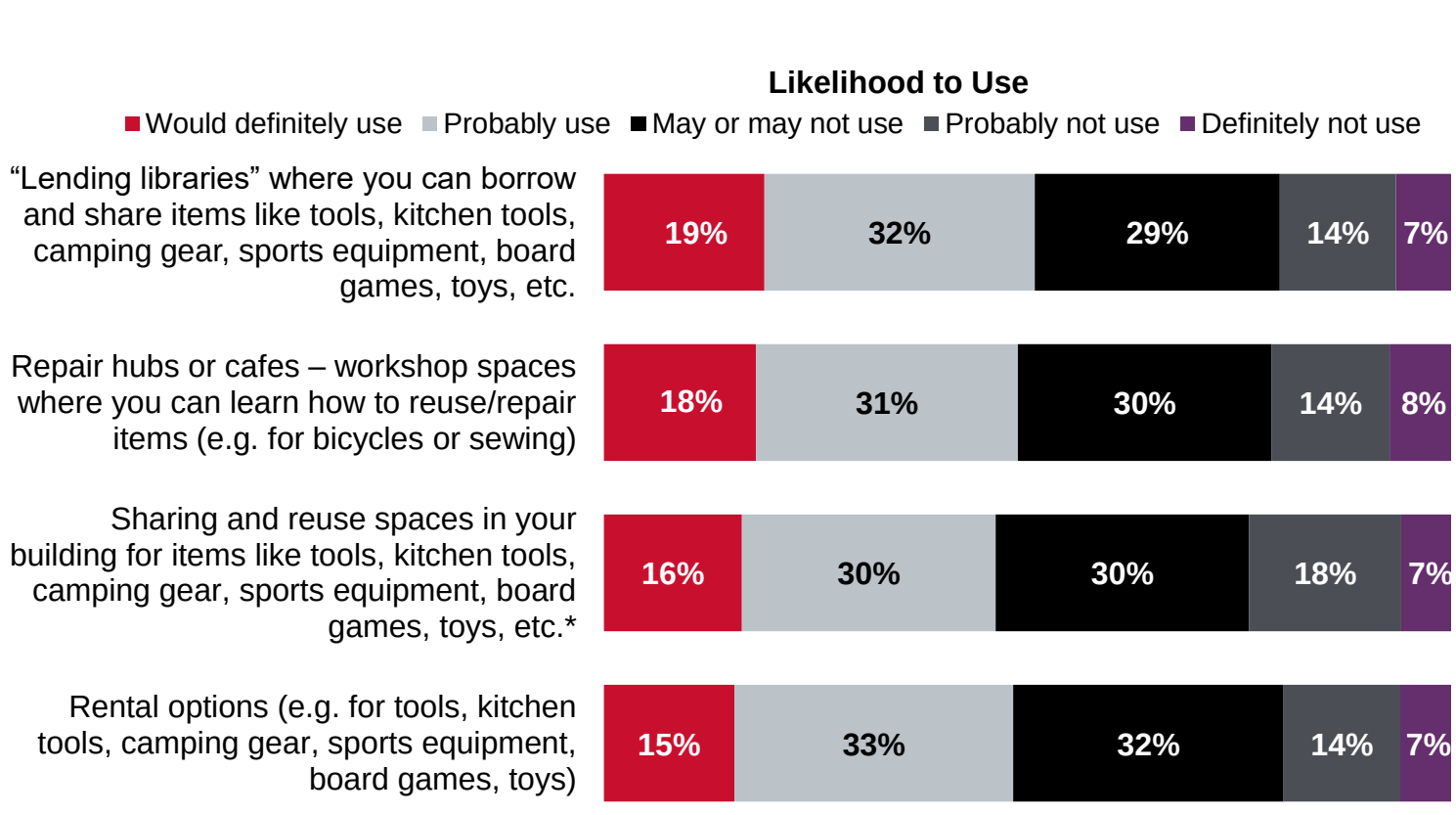


	Satisfied (Net)		
	Total *n=1031*	Single-Family *n=638*	Multi-Family *n=393*
Access to shared transportation (e.g. cars, bikes, scooters	50%	49%	54%
Access to rental options (e.g. for tools, kitchen tools, camping gear, sports equipment, board games, toys	38%	39%	35%
Access to lending libraries (e.g. for tools, kitchen tools, camping gear, sports equipment, board games, toys	36%	36%	36%
Access to repair hubs or ‘cafes’ (e.g. for bicycles or sewing)	30%	30%	29%

Q25. How satisfied are you with each of the following?
Base: Calgarians (n=1031)

Likelihood to Use Share and Repair Programs

About half of Calgarians are likely to use the various share and repair programs proposed, suggesting that additional programs or measures would be needed to encourage *all* Calgarians to reduce, reuse, and recycle beyond what they are currently doing. Those aged 18-54 are more likely than those aged 55+ to use all types of share and repair programs. Those born outside of Canada are more likely to use all types of share and repair programs vs. those born in Canada.



	Definitely/Probably Use		
	Total *n=1031*	Single-Family *n=638*	Multi-Family *n=393*
“Lending libraries” where you can borrow and share items like tools, kitchen tools, camping gear, sports equipment, board games, toys, etc.	50%	51%	47%
Repair hubs or cafes – workshop spaces where you can learn how to reuse/repair items (e.g. for bicycles or sewing)	48%	51%↑	41%
Sharing and reuse spaces in your building for items like tools, kitchen tools, camping gear, sports equipment, board games, toys, etc.*	46%	-	46%
Rental options (e.g. for tools, kitchen tools, camping gear, sports equipment, board games, toys)	48%	49%↑	42%

Q26. If these were available, how likely are you to use the following resources or services to help reduce the amount of clothing, appliances, electronics, sporting goods, toys and games, tools, furniture/home goods or other items you buy, use or dispose of?
*Asked among Multi-Family only
Base: Calgarians (n=1031)

Role of The City

Role of The City

A key role for The City is providing education and information, which is rated highest for food waste reduction and single-use item reduction. Overall, regulations, partnerships, and programs/services are also seen as roles The City should play.

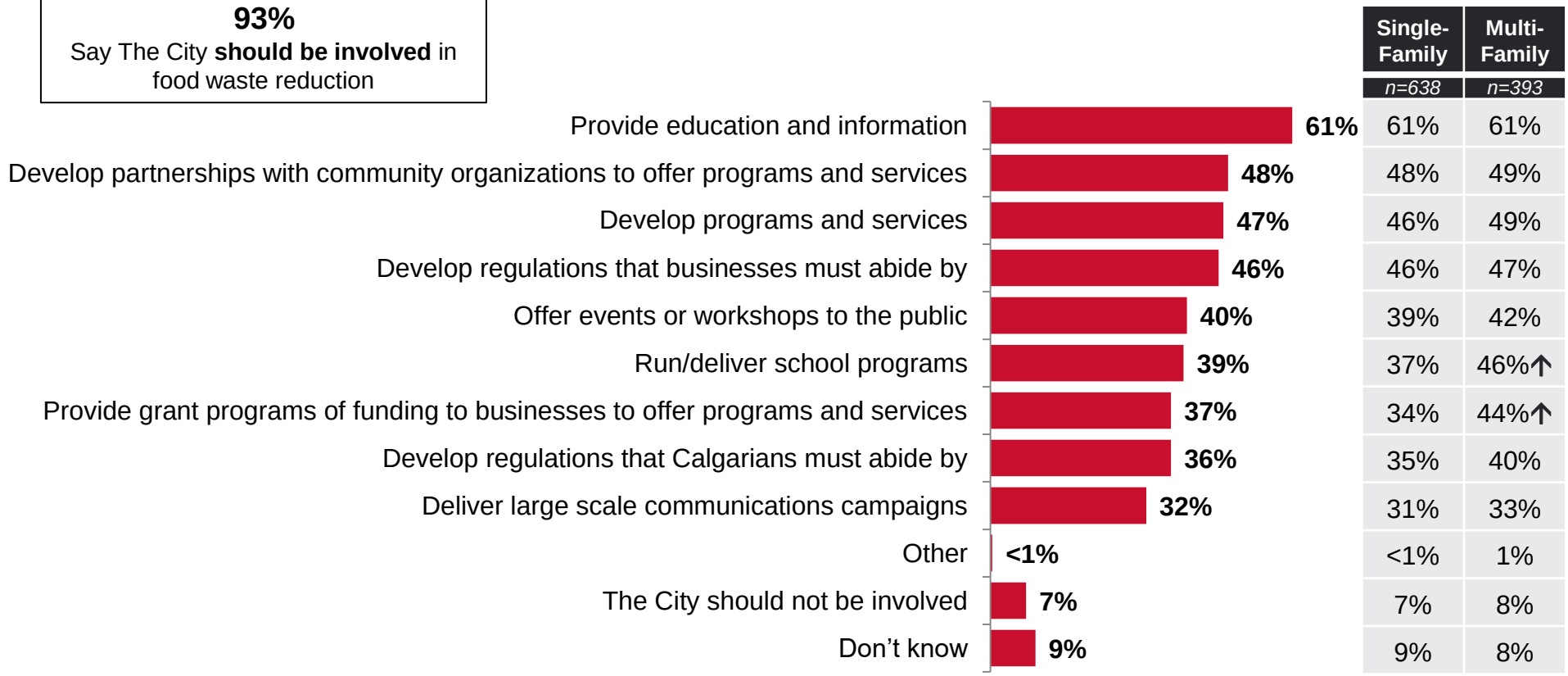
	Reducing food waste	Reducing use of single-use items	Waste Prevention *(e.g., clothing, furniture, appliances, electronics, etc.)*	Mean
Provide education and information	61%	54%	56%	57%
Develop regulations that businesses must abide by	46%	50%	39%	45%
Develop partnerships with community organizations to offer programs and services	48%	39%	44%	44%
Develop programs and services	47%	39%	44%	43%
Offer events or workshops to the public	40%	34%	40%	38%
Provide grant programs of funding to businesses to offer programs and services	37%	33%	34%	35%
Run/deliver school programs	39%	34%	31%	35%
Develop regulations that Calgarians must abide by	36%	36%	31%	34%
Deliver large scale communications campaigns	32%	32%	31%	32%
Other	<1%	<1%	<1%	<1%
The City should not be involved	7%	9%	8%	8%
Don't know	9%	11%	10%	10%

Q32. In your opinion, what role should The City of Calgary play in **[insert item]**?
Base: Calgarians (n=1031)

Role of The City in Food Waste Reduction

The roles that the largest proportion of Calgarians agree The City should play in reducing food waste are providing education and information (61%) and developing partnerships (48%). Multi-family are more likely to say The City should run/deliver school programs (46% vs. 37% single-family) and provide grant programs of funding to businesses to offer programs/services (44% vs. 34% single-family).

93%
Say The City **should be involved** in food waste reduction



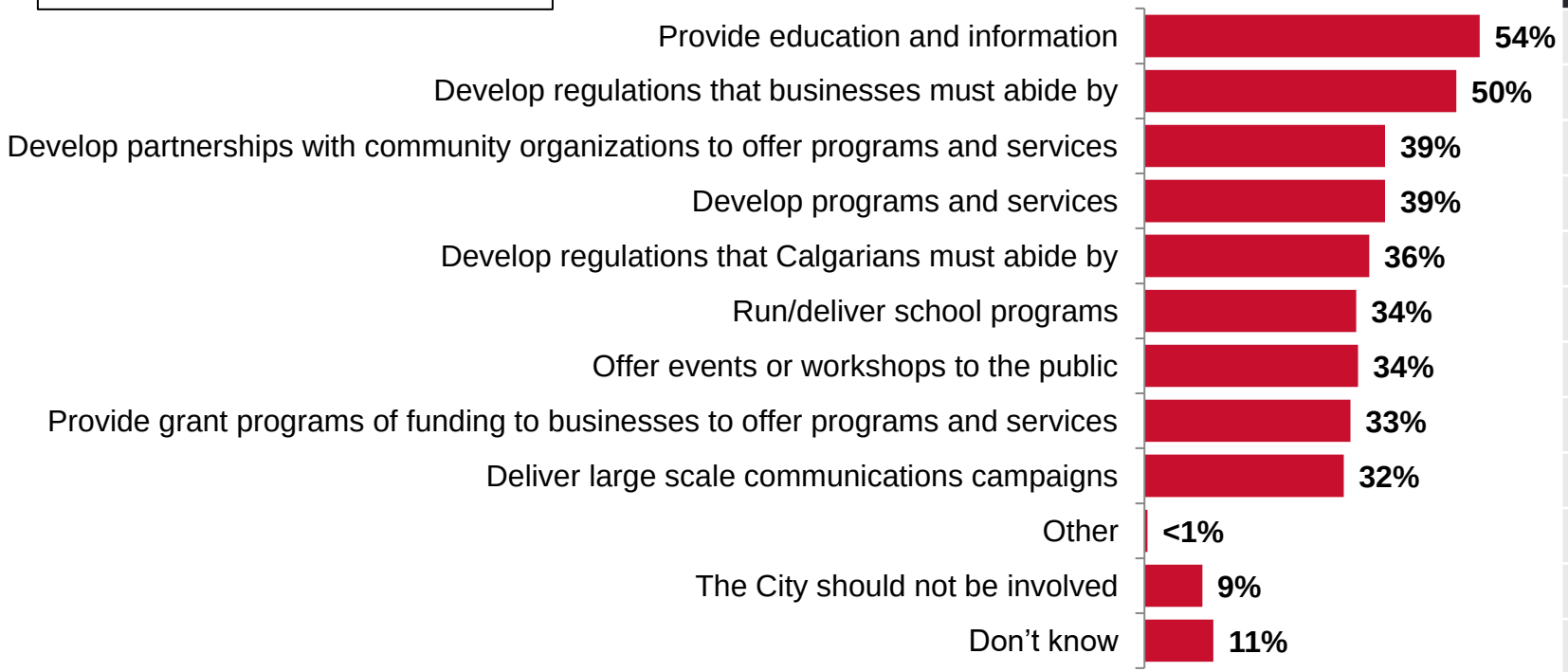
	Single-Family	Multi-Family
	n=638	*n=393*
Provide education and information	61%	61%
Develop partnerships with community organizations to offer programs and services	48%	49%
Develop programs and services	46%	49%
Develop regulations that businesses must abide by	46%	47%
Offer events or workshops to the public	39%	42%
Run/deliver school programs	37%	46%↑
Provide grant programs of funding to businesses to offer programs and services	34%	44%↑
Develop regulations that Calgarians must abide by	35%	40%
Deliver large scale communications campaigns	31%	33%
Other	<1%	1%
The City should not be involved	7%	8%
Don't know	9%	8%

Q32. In your opinion, what role should The City of Calgary play in **reducing food waste**?
Base: Calgarians (n=1031)

Role of The City in Single-Use Items Reduction

The roles that the largest proportion of Calgarians agree The City should play in reducing the use of single-use items are providing education and information (54%) and developing regulations that businesses must abide by (50%). Those born outside of Canada are more likely to say The City should offer events or workshops to the public (40% vs. 32% born in Canada).

91%
Say The City **should be involved** in single-item reduction



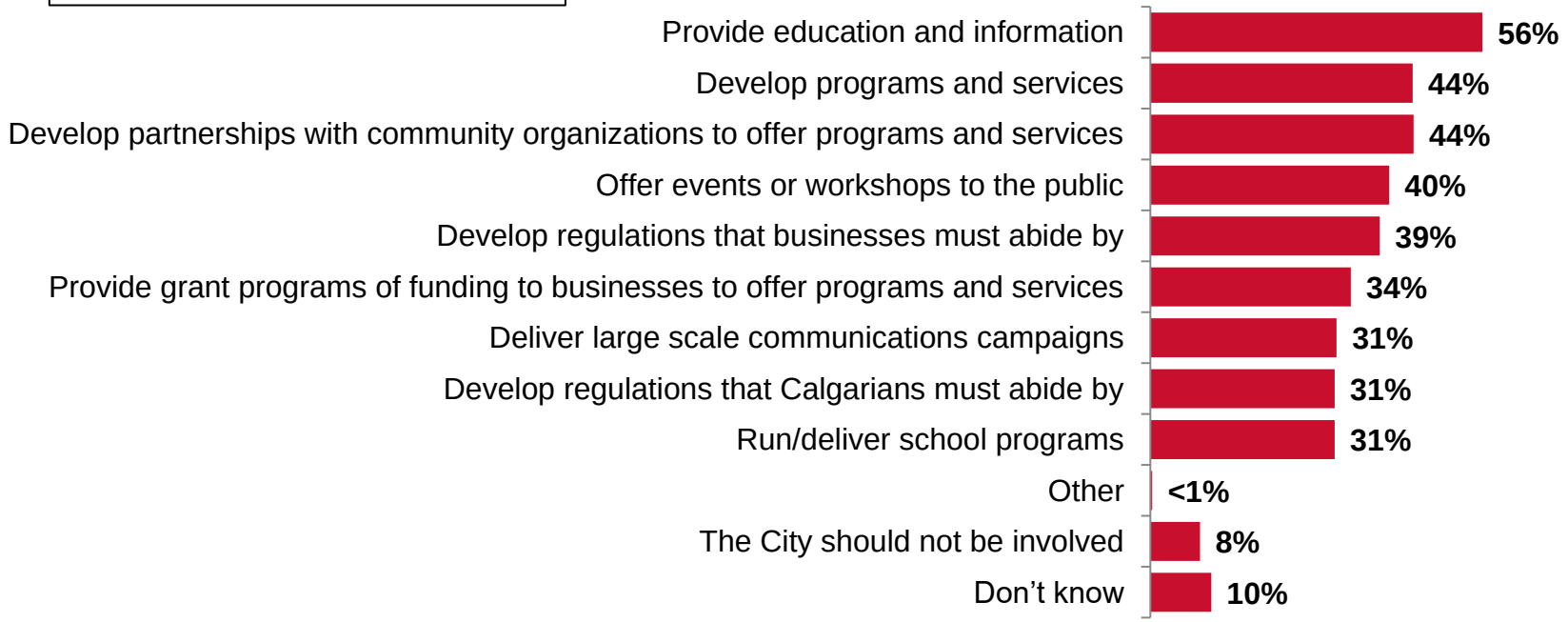
	Single-Family	Multi-Family
	n=638	*n=393*
Provide education and information	53%	55%
Develop regulations that businesses must abide by	49%	53%
Develop partnerships with community organizations to offer programs and services	39%	38%
Develop programs and services	37%	42%
Develop regulations that Calgarians must abide by	34%	41%
Run/deliver school programs	33%	35%
Offer events or workshops to the public	34%	34%
Provide grant programs of funding to businesses to offer programs and services	32%	37%
Deliver large scale communications campaigns	31%	35%
Other	1%	<1%
The City should not be involved	10%	8%
Don't know	11%	10%

Q32. In your opinion, what role should The City of Calgary play in **reducing use of single-use items**?
Base: Calgarians (n=1031)

Role of The City in Waste Prevention

The roles that the largest proportion of Calgarians agree The City should play in waste prevention are providing education and information (56%), developing programs and services (44%), and developing partnerships (44%). Those aged 18-54 are more likely to say The City should develop programs and services, provide grant programs, run/deliver school programs, and offer events/workshops to the public vs. those aged 55+.

92%
Say The City **should be involved** in waste reduction

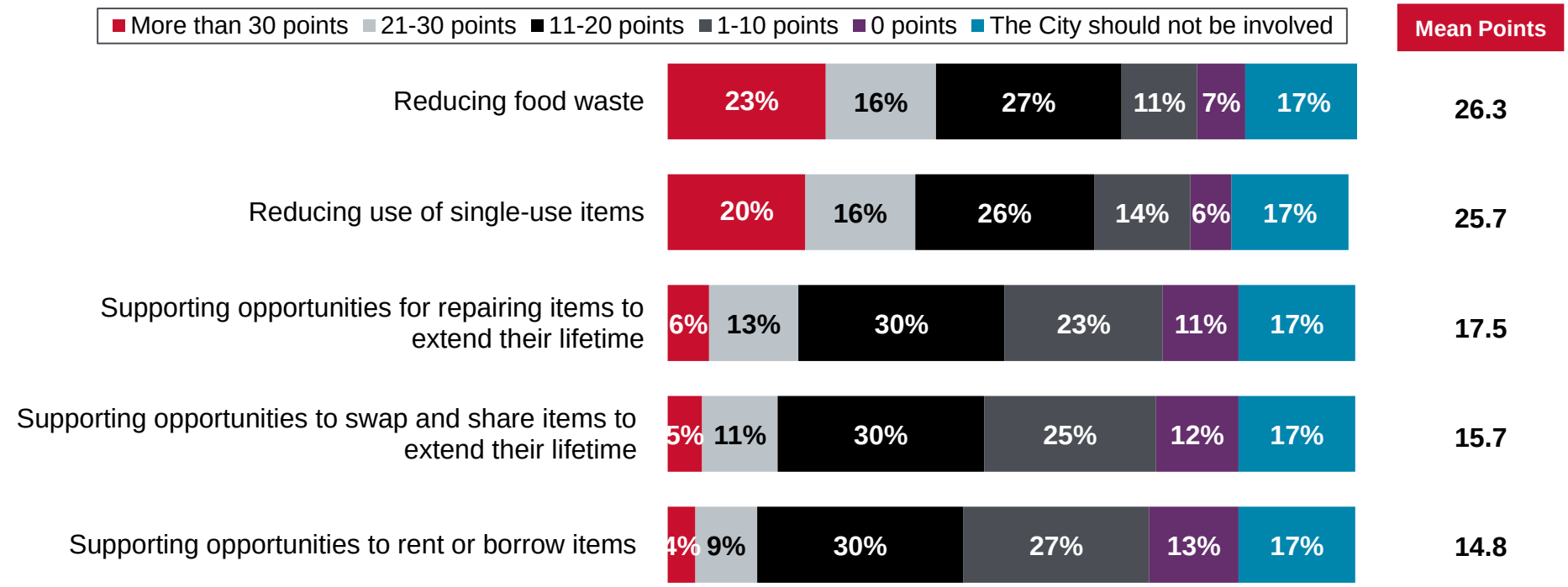


	Single-Family	Multi-Family
	n=638	*n=393*
Provide education and information	55%	58%
Develop programs and services	43%	47%
Develop partnerships with community organizations to offer programs and services	45%	44%
Offer events or workshops to the public	40%	42%
Develop regulations that businesses must abide by	38%	39%
Provide grant programs of funding to businesses to offer programs and services	33%	37%
Deliver large scale communications campaigns	31%	34%
Develop regulations that Calgarians must abide by	30%	34%
Run/deliver school programs	30%	33%
Other	<1%	<1%
The City should not be involved	8%	9%
Don't know	10%	9%

Q32. In your opinion, what role should The City of Calgary play in **reducing waste from items such as clothing, appliances, electronics, sporting goods, toys and games, tools, or furniture/home goods?**
Base: Calgarians (n=1031)

Priorities for City Initiatives

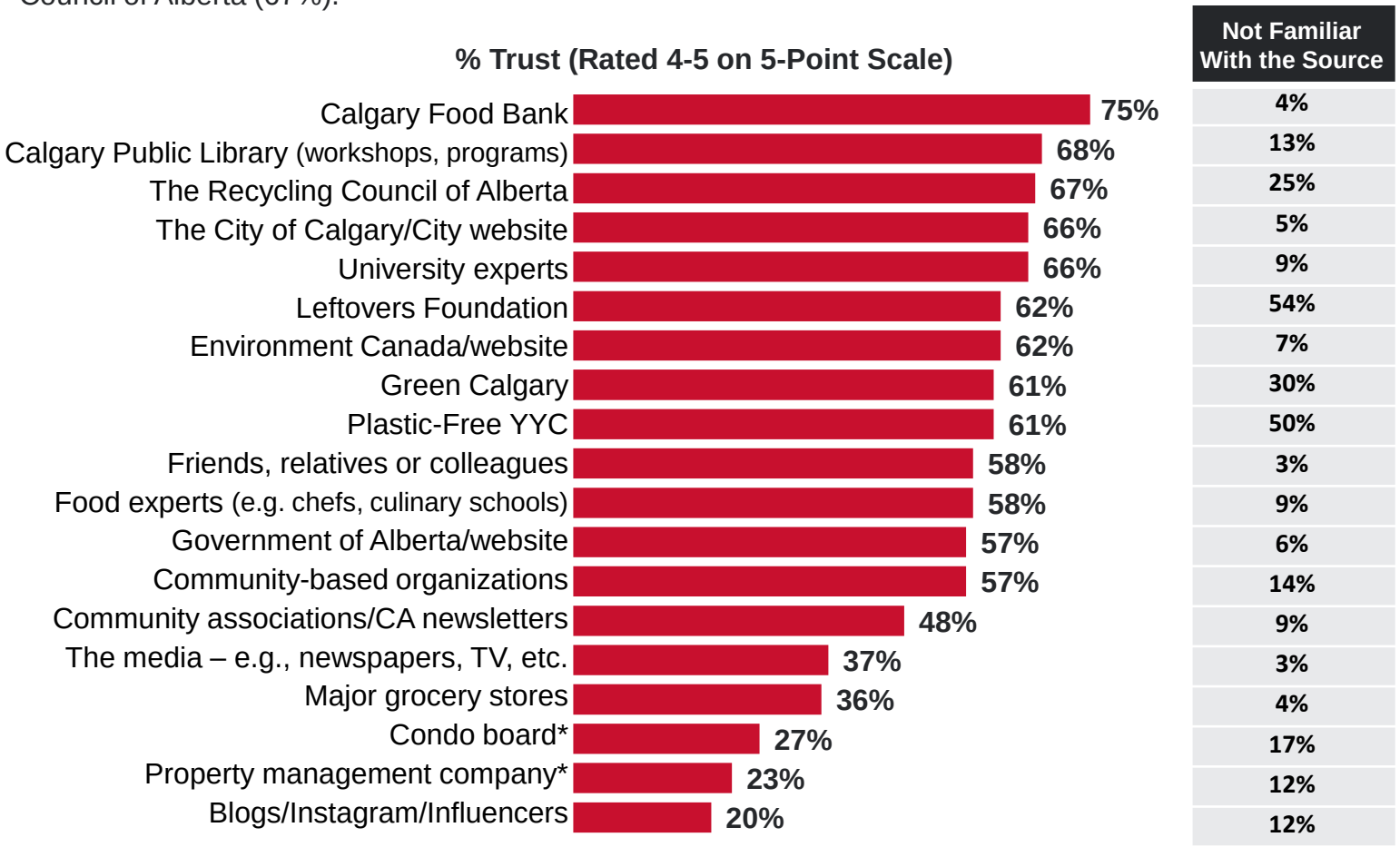
When asked to prioritize waste reduction initiatives that The City should focus on, Calgarians prioritized reducing food waste and reducing the use of single-use items, followed by supporting opportunities for repairing items. Initiatives of lesser importance to Calgarians are supporting opportunities to swap and share items and supporting opportunities to rent or borrow items. Those aged 55+ are more likely to say “The City should not be involved in any of these” (30% vs. 8% ages 18-34 and 15% 35-54) as well as those born in Canada (18% vs. 12% born outside of Canada).



Q33. We are interested in understanding how much of a priority you think each of the following waste reduction initiatives should be for The City of Calgary relative to each other. Please give each initiative between 0 to 100 points – the initiative you think should receive the highest priority should receive the most points
Base: Calgarians (n=1031)

Trust in Information Sources

When it comes to learning about waste reduction, the largest proportion of Calgarians (who are familiar with each information source) trust The Calgary Food Bank (75%), followed by the Calgary Public Library (68%) and The Recycling Council of Alberta (67%).



Q34. When it comes to learning about waste reduction, how much do you trust or distrust the following information sources? [5=Trust a great deal, 1=Do not trust at all]
Base: Calgarians familiar with each source (n=51-985) *Asked among Multi-family only
Not shown due to low base size: Building owner or manager

Trust in Information Sources

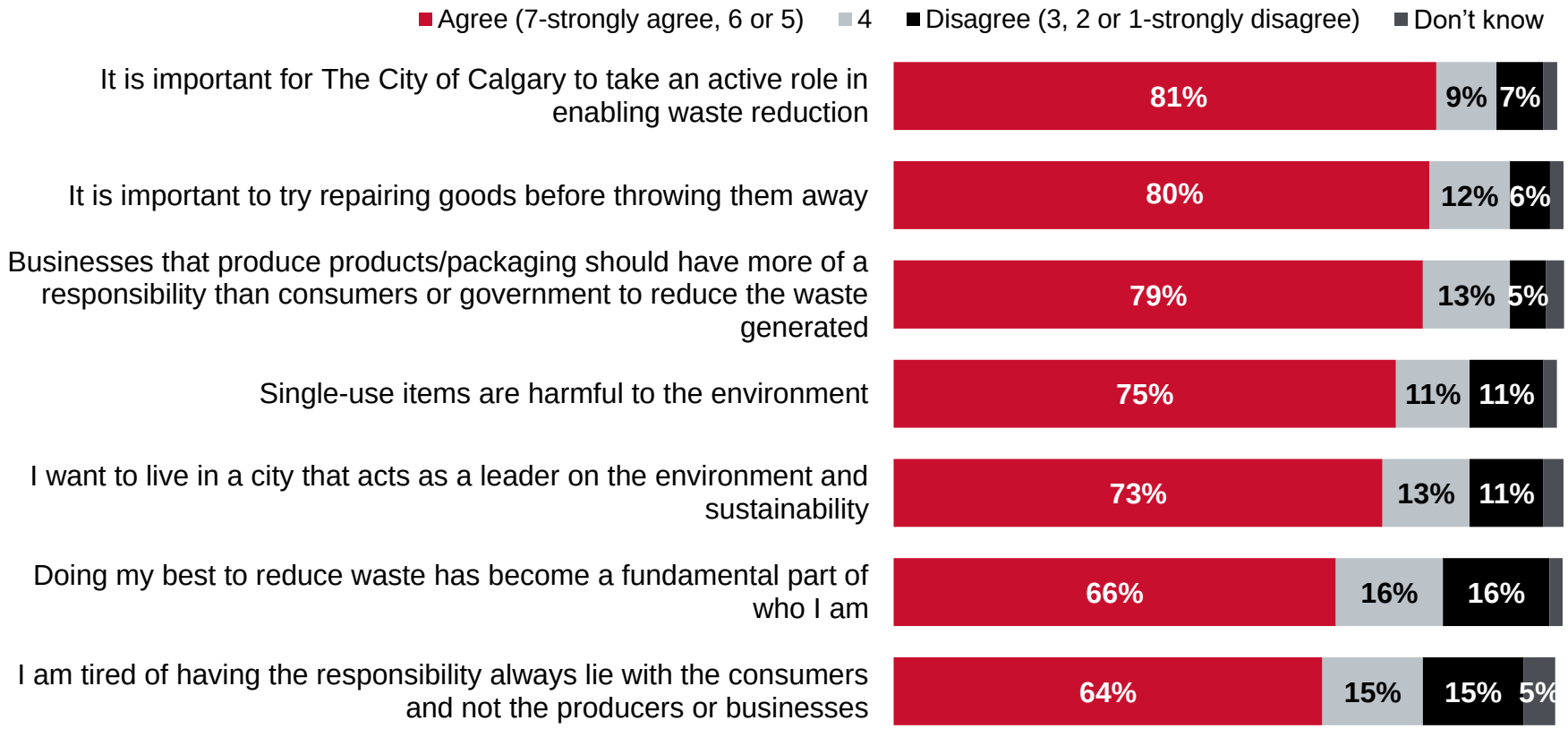
- Those aged 18-34 are more likely than those ages 35+ to trust:
  - University experts (71% vs. 59% ages 35-54 and 51% ages 55+)
  - Green Calgary (50% vs. 41% ages 35-54 and 37% ages 55+)

Q34. When it comes to learning about waste reduction, how much do you trust or distrust the following information sources?
*Asked among Multi-family only
Base: Calgarians (n=1031)

Attitudes and Motivations

Attitudes Towards Waste and the Environment

Calgarians' attitudes suggest that most care about waste reduction and the environment, with a majority agreeing that it is important for The City of Calgary to take an active role in enabling waste reduction (81%), and it is important to try to repair goods before throwing them away (80%). However, there is a sentiment that it should be businesses' responsibility as well, with 79% agreeing and that businesses that produce products/packaging should have more of a responsibility than consumers or government to reduce the waste generated.

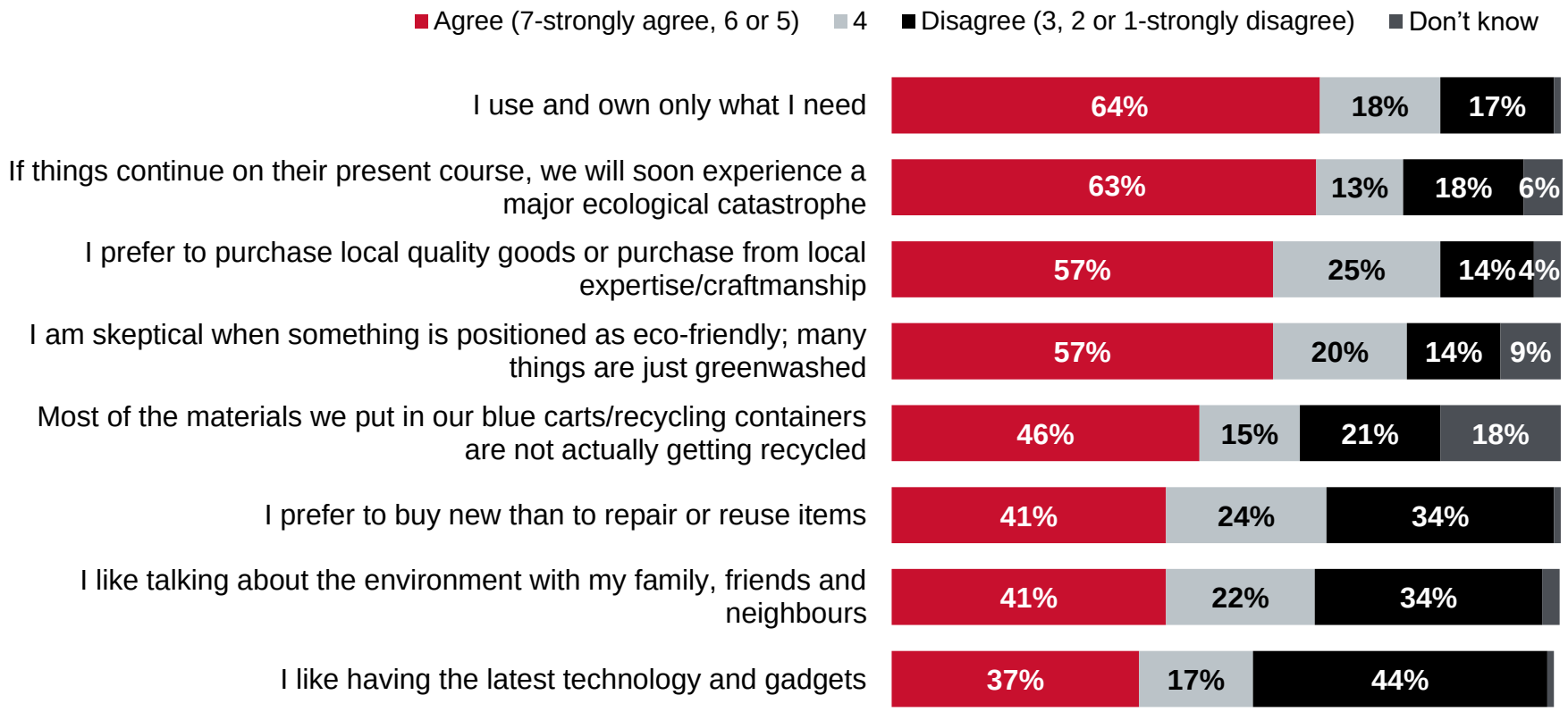


Note: 3% and lower not labelled

Q29a-b. Please indicate your agreement or disagreement with the following statements. (7-point scale)
Base: Calgarians (n=1031)

Attitudes Towards Waste and the Environment (cont'd)

While Calgarians show a level of concern about the environment, with about two-thirds (63%) agreeing if things continue on their present course we will soon experience a major ecological catastrophe, there is skepticism around items positioned as being eco-friendly (57%) and whether recycled materials are actually being recycled (46%). There may be a need for further education or direction from The City to help alleviate these concerns, or point Calgarians in a direction towards goods that are truly eco-friendly and can be recycled.

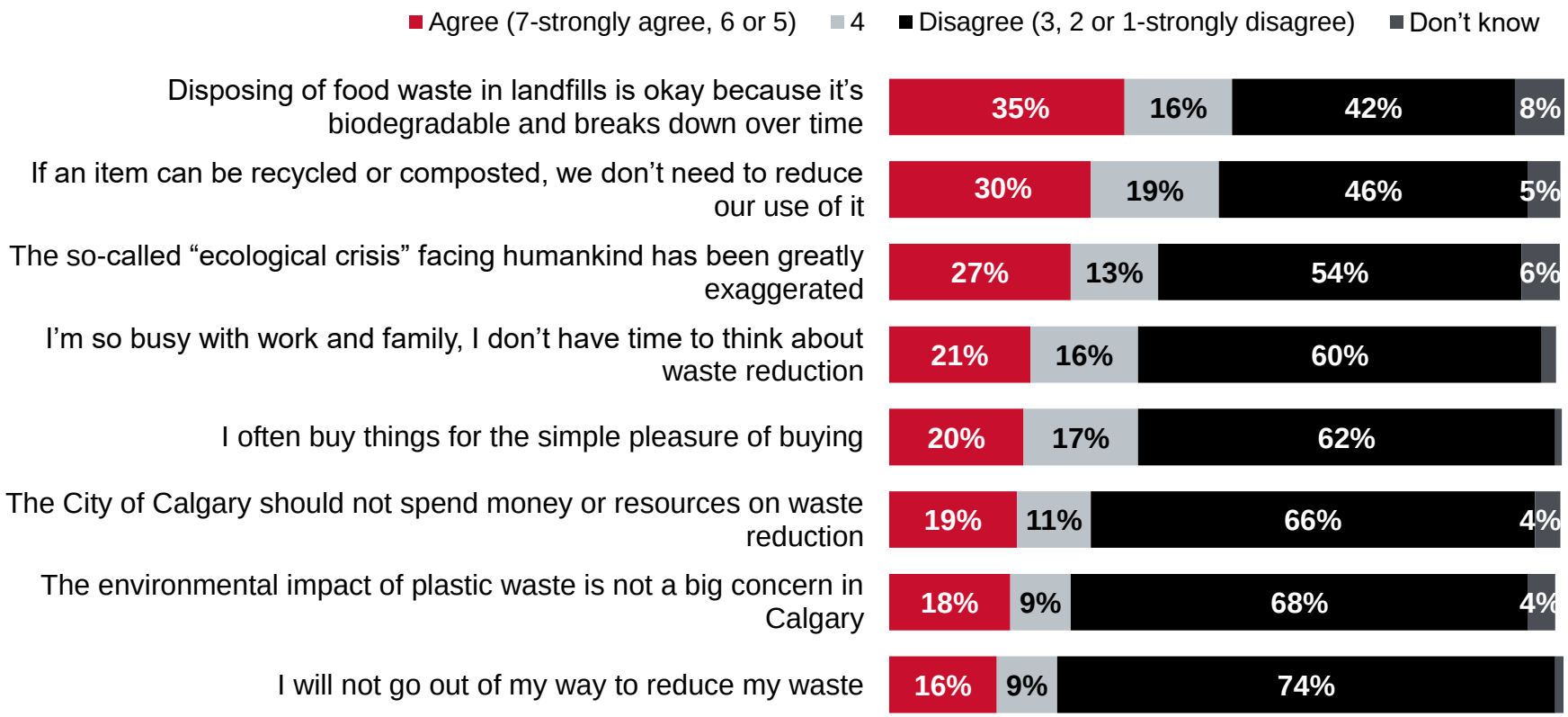


Note: 3% and lower not labelled

Q29a-b. Please indicate your agreement or disagreement with the following statements. (7-point scale)
Base: Calgarians (n=1031)

Attitudes Towards Waste and the Environment (cont'd)

There is about one-quarter to a third of Calgarians who are either skeptical about environmental concerns or the need to dedicate resources towards waste reduction, suggesting there will be a some Calgarians that may oppose waste diversion or reduction initiatives.



Note: 3% and lower not labelled

Q29a-b. Please indicate your agreement or disagreement with the following statements. (7-point scale)
Base: Calgarians (n=1031)

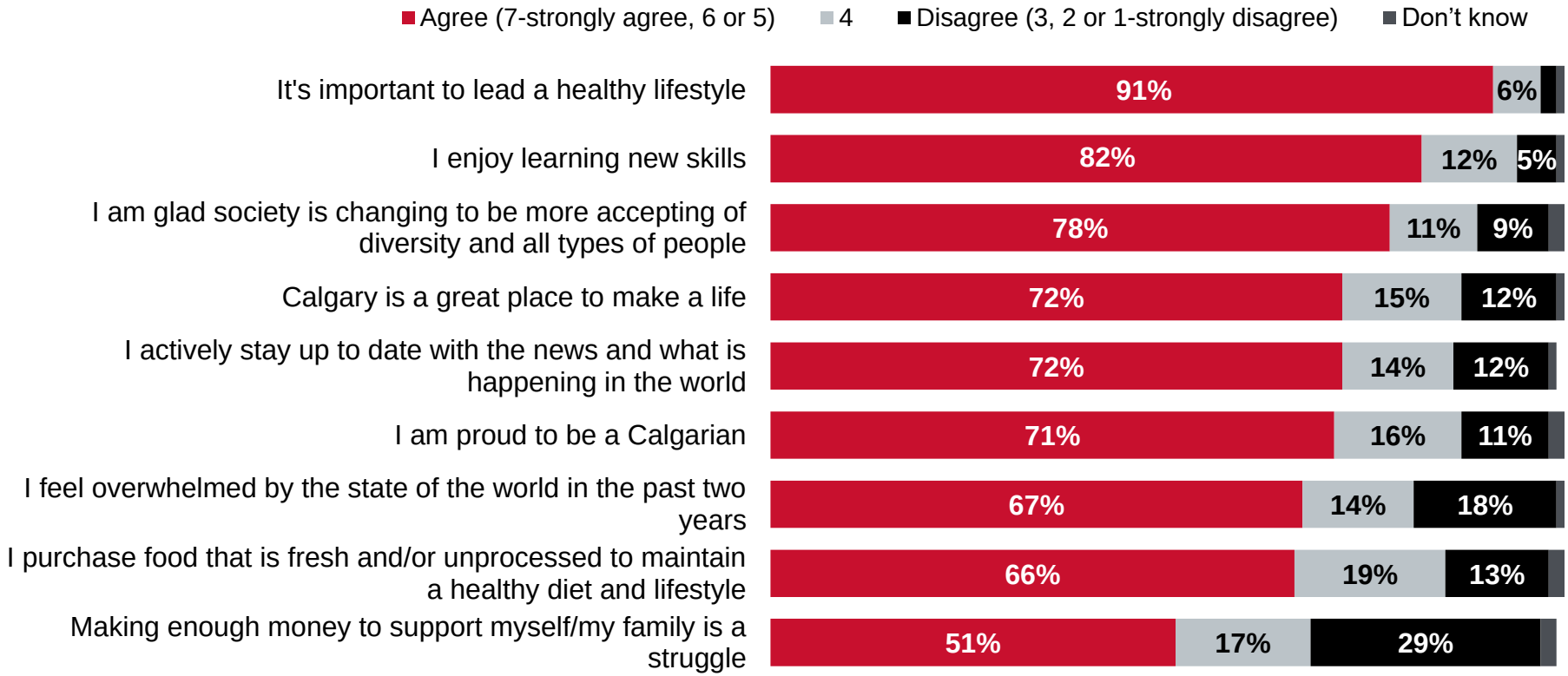
Attitudes Towards Waste and the Environment (cont'd)

- Those who live in the Northeast are more likely than all other quadrants to agree that if things continue on their present course, we will soon experience a major ecological catastrophe (75%).
- Ages 18-34 are more likely than ages 35+ to agree that:
  - I like having the latest technology and gadgets (49% vs. 38% ages 35-54 and 22% ages 55+)
  - I often buy things for the simple pleasure of buying (27% vs. 19% ages 35-54 and 13% ages 55+)
- Males are more likely than females to agree that they use and own only what they need (70% vs. 58% females), they like having the latest technology and gadgets (44% vs. 30% females), and disposing of food waste in landfills is okay because it's biodegradable and breaks down over time (42% vs. 28% females).
- Those with an income of $90,000 and more are more likely to agree that:
  - Single-use items are harmful to the environment (79% vs. 73% under $90,000)
  - I like having the latest technology and gadgets (42% vs. 33% under $90,000)
- Those born outside of Canada are more likely to agree that:
  - I use and own only what I need (73% vs. 61% born in Canada)
  - Doing my best to reduce waste has become a fundamental part of who I am (75% vs. 64% born in Canada)
  - I like talking about the environment with my family, friends and neighbours (56% vs. 36% born in Canada)
  - I prefer to buy new than to repair or reuse items (48% vs. 38% born in Canada)

Q29a-b. Please indicate your agreement or disagreement with the following statements. (7-point scale)
Base: Calgarians (n=1031)

General Outlooks on Life

When it comes to general outlooks on life, Calgarians are most likely to agree it's important to lead a healthy lifestyle (91%), that they enjoy learning new skills (82%), and that they are glad society is changing to be more accepting of diversity and all types of people (78%), which suggests an overall mindset of being healthy, open-minded, and proactive.

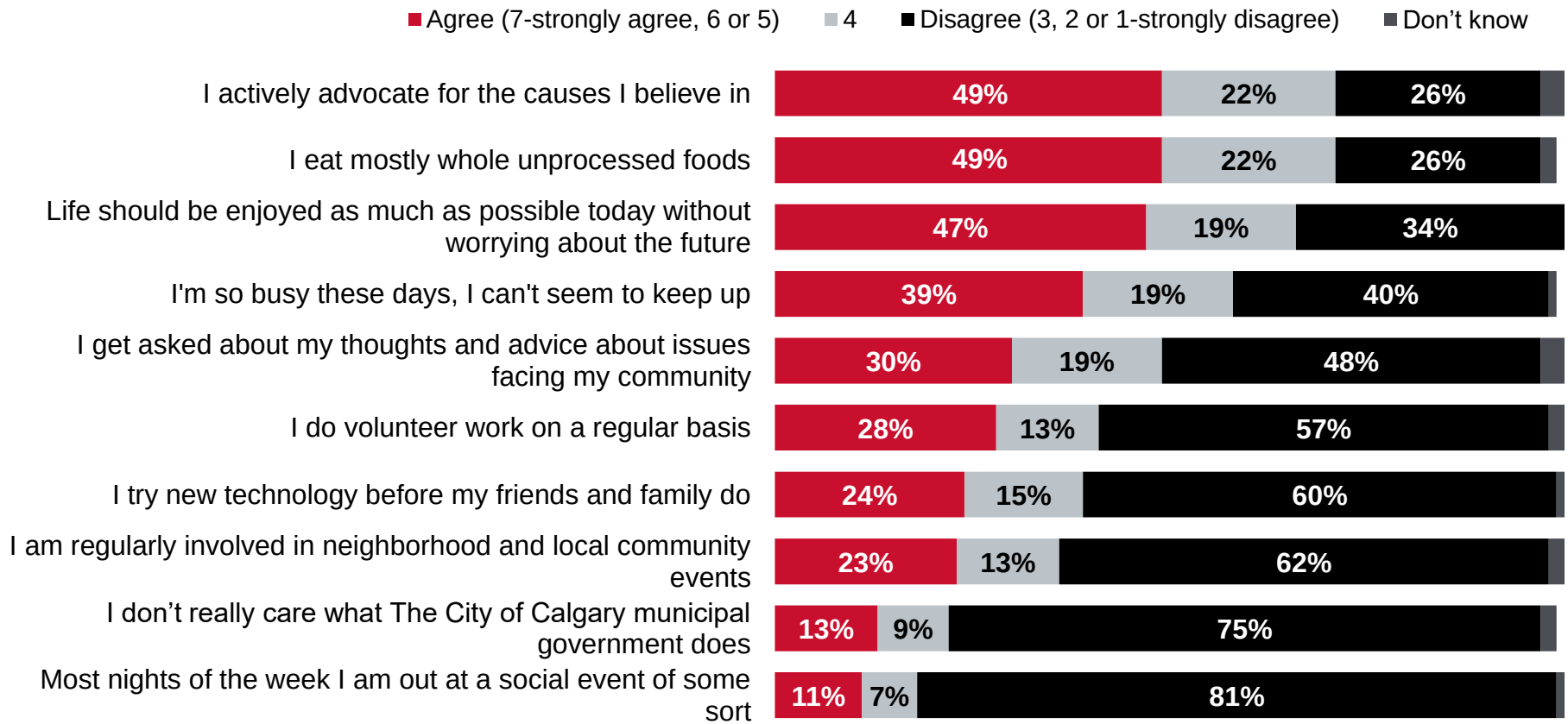


Note: 3% and lower not labelled

Q30-31. Next, we'd like to learn more about your general outlooks on life. How much do you agree or disagree each of the following describes you? (7-point scale)
Base: Calgarians (n=1031)

General Outlooks on Life (cont'd)

Outlooks on life with lower agreement suggest there is a lack of community engagement and involvement from Calgarians, with only 30% being asked their thoughts and advice about issues facing their community, 28% doing volunteer work on a regular basis, and 23% being regularly involved in neighborhood and local community events. This may be a potential area of further exploration to understand what might encourage Calgarians to become more engaged in their community.



Note: 3% and lower not labelled

Q30-31. How much do you agree or disagree each of the following describes you? (7-point scale)
Base: Calgarians (n=1031)

General Outlooks on Life

- Ages 18-34 are more likely than ages 35+ to agree that:
  - I'm so busy these days, I can't seem to keep up (52% vs. 42% ages 35-54 and 22% ages 55+)
- Ages 35+ are more likely than ages 18-34 to agree that:
  - I actively stay up to date with the news and what is happening in the world (79% ages 55+ and 73% ages 35-54 vs. 65% ages 18-34)
- Males are more likely than females to agree that:
  - I actively stay up to date with the news and what is happening in the world (80% vs. 64% females)
  - I try new technology before my friends and family do (34% vs. 15% females)
  - I get asked about my thoughts and advice about issues facing my community (37% vs. 24% females)
- Those with an income of under $90,000 are more likely to agree that:
  - I feel overwhelmed by the state of the world in the past two years (72% vs. 63% $90,000 and over)
  - Making enough money to support myself/my family is a struggle (62% vs. 39% $90,000 and over)
  - Life should be enjoyed as much as possible today without worrying about the future (51% vs. 43% $90,000 and over)
- Those born outside of Canada are more likely to agree that they actively advocate for the causes they believe in (57% vs. 46% born in Canada).

Q30-31. How much do you agree or disagree each of the following describes you? (7-point scale)
Base: Calgarians (n=1031)

Demographics

Demographics

Gender

	Total	Single-family	Multi-family
n=	*1031*	*638*	*393*
Male	49%	50%	46%
Female	51%	50%	51%
Other	1%	<1%	3%

Quadrant

	Total	Single-family	Multi-family
n=	*1031*	*638*	*393*
Southwest	29%	26%	40%
Southeast	22%	23%	18%
Northwest	30%	31%	25%
Northeast	19%	20%	17%

Education

	Total	Single-family	Multi-family
n=	*1031*	*638*	*393*
Completed high school or less	15%	14%	18%
Some post-secondary	19%	19%	20%
Completed diploma, certificate, apprenticeship	27%	27%	27%
University degree or post-grad degree	38%	39%	34%
Prefer not to say	<1%	<1%	1%

Home Ownership

	Total	Single-family	Multi-family
n=	*1031*	*638*	*393*
Own	70%	77%	47%
Rent	25%	17%	49%
Other	4%	4%	2%
Prefer not to say	2%	1%	2%

Demographics (cont'd)

Age

	Total	Single-family	Multi-family
n=	*1031*	*638*	*393*
18 to 19 years	4%	4%	3%
20 to 24 years	7%	8%	5%
25 to 34 years	22%	21%	24%
35 to 44 years	19%	19%	19%
45 to 54 years	19%	20%	17%
55 to 64 years	15%	15%	16%
65 to 74 years	9%	9%	9%
75 and older	5%	5%	7%

Dwelling Type

	Total	Single-family	Multi-family
n=	*1031*	*638*	*393*
NET Single-family	75%	100%	-
Single detached house	66%	89%	-
Duplex, Triplex, or Fourplex	9%	11%	-
NET Multi-family	25%	-	100%
Townhouse or Rowhouse	7%	-	28%
Apartment	8%	-	33%
Condominium	9%	-	37%
Another type of multi-unit complex	1%	-	2%

Children in Household

	Total	Single-family	Multi-family
n=	*1031*	*638*	*393*
Yes	35%	38%	24%
No	64%	61%	74%
Prefer not to say	1%	1%	1%

Seniors (65+) in Household

	Total	Single-family	Multi-family
n=	*1031*	*638*	*393*
Yes	23%	23%	23%
No	77%	77%	77%

Demographics (cont'd)

Number of People in Household

	Total	Single-family	Multi-family
n=	*1031*	*638*	*393*
1	17%	10%	36%
2	32%	32%	33%
3	21%	21%	19%
4	19%	23%	7%
5+	10%	13%	4%
Prefer not to say	1%	1%	1%

Tenure in Calgary

	Total	Single-family	Multi-family
n=	*1031*	*638*	*393*
Less than 5	7%	6%	11%
5-10	9%	9%	11%
11+	79%	81%	74%
Don't know	2%	2%	1%
Prefer not to say	3%	3%	4%

Born in Canada

	Total	Single-family	Multi-family
n=	*1031*	*638*	*393*
Yes	75%	74%	79%
No	24%	25%	20%
Prefer not to say	1%	1%	1%

Difficulty Understanding English

	Total	Single-family	Multi-family
n=	*1031*	*638*	*393*
Yes – myself	3%	3%	3%
Yes – someone else in my household	6%	7%	2%
No	91%	90%	94%
Prefer not to say	1%	1%	1%

Demographics (cont'd)

Ethnicity

	Total	Single-family	Multi-family
n=	*1031*	*638*	*393*
NET Canadian / French Canadian	58%	56%	63%
Canadian	56%	54%	61%
French Canadian	4%	4%	4%
NET East or Southeast Asian	17%	19%	10%
Chinese	11%	13%	6%
Filipino	4%	4%	3%
Other East or Southeast Asian	2%	2%	2%
NET European	17%	16%	20%
British	8%	7%	10%
Western European	6%	5%	9%
Southern or Eastern European	6%	7%	6%
NET South Asian	8%	9%	4%
East Indian	6%	7%	4%
Other South Asia	2%	2%	1%
Aboriginal/First Nations	2%	3%	2%
African	2%	2%	2%
West Asian or Middle Eastern	1%	1%	1%
American	1%	1%	2%
Caribbean	1%	1%	1%
South American	1%	<1%	1%
Prefer not to say	4%	3%	5%

Visible Minority

	Total	Single-family	Multi-family
n=	*1031*	*638*	*393*
Yes	30%	31%	26%
No	68%	66%	72%
Prefer not to say	3%	3%	2%

Income

	Total	Single-family	Multi-family
n=	*1031*	*638*	*393*
Under 60k	27%	22%	41%
60k-Under 105k	29%	28%	30%
105k-Under 150k	18%	21%	9%
150k+	12%	13%	8%
Don't know/Prefer not to say	14%	16%	11%

Demographics (cont'd)

Disability

	Total	Single-family	Multi-family
n=	*1031*	*638*	*393*
Yes – myself	12%	11%	14%
Yes – someone else in my household	7%	8%	5%
No	81%	82%	80%
Prefer not to say	2%	1%	2%

Questionnaire

Questionnaire

SCREENERS

[PRIVACY STATEMENT – SHOW ON OWN SCREEN] For the next questions, any personal information collected is under the authority of the Freedom of Information Protection and Privacy Act, Section 33(c), and is used solely for the review and improvement of City of Calgary programs and services. If you have questions about the collection or use of your information, please contact a City of Calgary Research Coordinator at 403-268-3617 and specifically mention the "2021 Waste Reduction Survey", send an email to Research@calgary.ca, or send a letter to The City of Calgary, Mail code 8305, P.O. Box 2100, Station M, Calgary, AB Canada T2P 2M5.

S1 Age

Which of the following age groups do you belong to?

- Under 18 TERMINATE
- 18 to 19
- 20 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 and older

[INSERT QUALITY CONTROL QUESTION]

S2 Province

In which province or territory do you currently live?

- British Columbia TERMINATE
- Alberta
- Saskatchewan TERMINATE
- Manitoba TERMINATE
- Ontario TERMINATE
- Quebec TERMINATE
- New Brunswick TERMINATE
- Nova Scotia TERMINATE
- Prince Edward Island TERMINATE
- Newfoundland/Labrador TERMINATE
- Territories/Nunavut TERMINATE

S3 Region

Where in Alberta do you live?

- Calgary
- Outside of Calgary TERMINATE
- Edmonton TERMINATE
- Outside of Edmonton TERMINATE
- Other regions of Alberta TERMINATE

S4 Quadrant

Which quadrant of Calgary do you live in?

- Southwest
- Southeast
- Northwest
- Northeast
- Don't know TERMINATE

Introduction

Thanks for your responses, you have qualified for our survey!

The survey is being conducted by Leger Research, an independent research company, on behalf of The City of Calgary. The City is exploring ways to improve waste and recycling programs and services to best meet your needs.

The survey will take approximately **20 minutes to complete**. Please be assured that your responses will remain confidential, and you will not be personally identified.

D1 Community

What community do you live in?

- INSERT COMMUNITY LIST PROVIDED IN EXCEL SHEET
- Other (Please specify)
- Don't know
- Prefer not to say

D2 Gender

What gender do you identify with?

- Male
- Female
- Other [SPECIFY]
- Prefer not to say

D3 Dwelling Type

[PROGRAMMER NOTES: **MONITOR SINGLE FAMILY / MULTI FAMILY PROPORTIONS**]
Which of the following best describes the type of home you live in?

- **[SINGLE FAMILY – HEADER – DO NOT READ]**
- Single detached house (includes bungalows, split levels, 2-story, suite in a house, basement suites, etc.)
- Duplex, Triplex, or Fourplex
- **[MULTIFAMILY - HEADER – DO NOT READ]**
- Townhouse or Rowhouse
- Apartment
- Condominium
- Another type of multi-unit complex (includes mobile home park, trailer park, seniors' home, etc.)

QD8

Including yourself, how many people live in your household?
[NUMERIC RESPONSE]
Prefer not to say

Questionnaire (cont'd)

QD9

[BASE=IF MORE THAN 1 PERSON IN HOUSEHOLD AT D8]
Do you have any children under the age of 18 living in your household?

- Yes
- No
- Prefer not to say

D4 Visible Minority

Do you consider yourself a visible minority?

- Yes
- No
- Prefer not to say

QD11

[MULTI-SELECT]
Are you of Chinese, East Indian or Filipino origin?

Yes – Chinese
Yes – East Indian
Yes – Filipino
No – none of the above
Prefer not to say

D5 Education

What is the highest level of schooling that you have obtained?

- Completed high school or less
- Some post-secondary including college, technical institute, or university
- Completed diploma, certificate, apprenticeship
- Completed university degree or post-graduate degree
- Prefer not to say

[INSERT QUALITY CONTROL QUESTION]

[INTRO]
To start, we have some questions about waste diversion.

A. WASTE DIVERSION

Q1 Waste Diversion Personal Performance BASELINE

When we say **waste diversion**, we mean keeping materials out of landfills by recycling or composting, as well as properly disposing of household hazardous items (e.g., propane tanks/cylinders, used oil/oil filters, paint/paint cans, household chemicals – cleaning, garden, automotive).

Generally speaking, how would you rate your own personal performance when it comes to waste diversion?

- Very good job
- Somewhat good job
- Somewhat poor job
- Very poor job
- It's not something I think about

Q2 Waste Diversion Behaviour

How often do you do each of the following?

Please try to respond accurately based on what you are currently doing, not what you think you should be doing.

RANDOMIZE	Always	Most of the time	Once in a while	Never	Does not apply
[ALWAYS FIRST] Make a conscious effort to divert waste	o	o	o	o	o
Compost food waste such as fruit and vegetable scraps, plate scrapings, egg shells and bones	o	o	o	o	o
Compost food soiled paper such as paper napkins and tissue (e.g. Kleenex)	o	o	o	o	o
Compost yard waste such as leaves, branches, twigs, plants, flowers or grass clippings	o	o	o	o	o
Recycle cardboard, paper, plastic, tin/metal and glass	o	o	o	o	o
Recycle old or used electronics such as televisions, computers, or small appliances at a drop-off location (instead of putting them in your black or blue bin/container)	o	o	o	o	o
Dispose of household hazardous materials at a fire station, Throw n' Go area of a landfill or participating retailer (instead of putting them in your black or blue bin/container)	o	o	o	o	o

Questionnaire (cont'd)

B. WASTE REDUCTION AWARENESS

Q3 Priorities for Waste Reduction

Other than recycling and composting, what do you think are the **three most important things** Calgarians could do to reduce the amount of waste they generate?

Please be detailed and specific in your response.

[OPEN END] [INSERT LARGE TEXT BOX]
Don't know

Q4 Waste Reduction Personal Performance BASELINE

Calgarians can reduce the amount of waste they generate in many ways including reducing the number of things you buy, reusing items/choosing reusable items (e.g. grocery bags, coffee cups), saying no to single-use items, reducing the amount of food you waste, repairing or sharing things, buying second hand, and avoiding excessive packaging.

Generally speaking, how would you rate your own personal performance when it comes to reducing the amount of waste you generate?

- Very good job
- Somewhat good job
- Somewhat poor job
- Very poor job
- It's not something I think about

C. FOOD WASTE

For the next few questions, when we say **food waste**, we mean **avoidable food waste** – that is, wasted food that could have been eaten at some point before it was thrown away.

Q5 Food Waste Knowledge BASELINE

How **knowledgeable** are you about ways you can reduce your household's food waste?

Very knowledgeable
Somewhat knowledgeable
Not very knowledgeable
Not at all knowledgeable
It's not something I've thought about

Q6 Food Waste Behaviour BASELINE (specific items TBD)

When it comes to **purchasing, preparing, storing, consuming, and disposing of food**, how often do you do each of the following?

Please try to respond accurately based on what you are currently doing, not what you think you should be doing.

RANDOMIZE	Always	Most of the time	Once in a while	Never
[ALWAYS FIRST] I make a conscious effort to reduce the amount of food that I waste	o	o	o	o
I keep my leftovers and eat them	o	o	o	o
I plan meals ahead of time so I know what food to buy	o	o	o	o
I make a shopping list before buying groceries	o	o	o	o
I am confident in my ability to determine if food is okay to eat	o	o	o	o
I preserve food by canning, pickling, drying, etc.	o	o	o	o
I think about where to store food in my fridge and freezer so it will last as long as possible	o	o	o	o
I try to use all parts of the food I purchase (e.g. use scraps to make soup, baking with overripe fruit, keeping on the peels of vegetables and fruits if possible, etc.)	o	o	o	o

Q7 Reasons for Reducing Waste - Open End

[IF ALWAYS, MOST OF THE TIME, OR ONCE IN A WHILE TO "I MAKE A CONSCIOUS EFFORT TO REDUCE THE AMOUNT OF FOOD I WASTE AT Q6] What are your main reasons for making a conscious effort to reduce the amount of food you waste?

Please be detailed and specific in your response.

[OPEN END]
Don't know

Questionnaire (cont'd)

Q8 Reasons/Motivations

What are or what would be the top motivations for you to try to reduce your food waste? Please select up to five items and rank them in order of importance, with 1 being the most important. [RANK ORDER QUESTION, RANK UP TO FIVE ITEMS]

[RANDOMIZE ORDER]

- I save money by buying less food
- I feel guilty if I waste food
- To reduce greenhouse gas emissions (methane) from food waste breaking down in landfills
- To have a positive impact on the environment
- To reduce waste going to landfills
- I don't want others to think I'm being wasteful
- I am not/don't want to be a wasteful person
- To conserve energy/resources used in the production, transportation and selling of food
- There are people who don't have enough food to eat
- Wasting food is just wrong
- To lead by example/be a role model
- None of these would motivate me to try to reduce food waste [EXCLUSIVE]

Q9 Barriers

To what extent do you agree or disagree with the following?

RANDOMIZE	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Does not apply
I don't eat leftovers	o	o	o	o	
I buy food in bulk/large packages and it spoils before I can eat it	o	o	o	o	
I buy groceries then end up not cooking what I had planned (e.g. get takeout, feel like cooking something else)	o	o	o	o	
I don't feel comfortable eating food past the best before date	o	o	o	o	
I forget about food in my fridge then it goes bad	o	o	o	o	
I don't know how best to store foods so they last longer	o	o	o	o	
I don't really care if I waste some food	o	o	o	o	
I find that my kids don't like the food that has been prepared for them, which results in food being discarded without being eaten	o	o	o	o	o
I'm not sure how much food to prepare so it doesn't get wasted	o	o	o	o	
I'm not able to reduce food waste	o	o	o	o	

Q10 Awareness BASELINE

In the past 12 months, have you read, seen, or heard anything about ways to reduce food waste?

Yes
No

[ASK IF YES AT Q10]

Q11 Food Waste Info Recall – Open End

Where or from whom have you heard about ways to reduce food waste – for example, what information sources, organizations or types of media?

Please be detailed and specific in your response.

[OPEN END]
Don't know

Q12 Information needs

How interested would you be in the following?

Information/resources/workshops/tools...

RANDOMIZE	Very interested	Somewhat interested	Not very interested	Not at all interested
To help you reduce food waste	o	o	o	o
On canning, preserving, and storage of food	o	o	o	o
On where you could donate extra food items you can't use/don't need	o	o	o	o
To help you feel confident in your skills to prepare food to reduce waste (e.g. portion sizes, planning meals, using leftovers)	o	o	o	o
On how to pick produce to make sure you don't get home and realize it has already gone bad or won't last long	o	o	o	o
On how to save money by thinking about how you purchase, prepare and store your food	o	o	o	o
To better understand the impacts of food waste (e.g., environmental, economic, social)	o	o	o	o

Questionnaire (cont'd)

D. SINGLE-USE ITEMS

[SHOW ON ITS OWN PAGE]
For the next few questions, when we say **single-use items**, we mean items that are **typically used once and thrown away**, such as disposable plastic bags, takeout containers, food packaging, plastic cutlery, straws, etc.

Q13 Single-Use Knowledge BASELINE
How **knowledgeable** are you about ways you can reduce your reliance on single-use items?

Very knowledgeable
Somewhat knowledgeable
Not very knowledgeable
Not at all knowledgeable
It's not something I've thought about

***Q14 Single Use Behaviour BASELINE** (specific items TBD)*
When it comes to **single-use items**, how often do you do the following?

Please try to respond accurately based on what you are currently doing, not what you think you should be doing.

RANDOMIZE	Always	Most of the time	Once in a while	Never
[ALWAYS FIRST] Make a conscious effort to reduce your use of single-use items	o	o	o	o
Make an effort to purchase/use compostable plastic products instead	o	o	o	o
Refuse single-use items such as straws, cutlery and napkins if I don't need them	o	o	o	o
Use reusable mugs for hot beverages (e.g. tea, coffee) bought outside the home	o	o	o	o
Take your own shopping bags to the grocery store	o	o	o	o
Avoid buying items with too much packaging	o	o	o	o
Reuse or refill existing containers in your house instead of buying new ones (e.g. dish or hand soap, laundry detergent, dry goods)	o	o	o	o

Q16 Reasons/Motivations
What are or what would be the top motivations for you to try to reduce your use of single-use items? Please select up to five items and rank them in order of importance, with 1 being the most important.
[RANK ORDER QUESTION, RANK UP TO FIVE ITEMS]
[RANDOMIZE ORDER]

- I save money by using reusable items
- I feel guilty throwing these items out
- To have a positive impact on the environment
- To prevent these items from entering/impacting the environment

- To reduce waste going to landfills
- I don't want others to think I'm being wasteful
- To conserve energy/resources used in the production, transportation and selling of single-use items
- I am not a wasteful person
- Using these items is just wrong
- To lead by example/be a good role model
- None of these would motivate me to try to reduce my use of single-use items [EXCLUSIVE]

Q17 Barriers
To what extent do you agree or disagree with the following statements regarding single-use items?

RANDOMIZE	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
It's too much hassle to carry around reusable options	o	o	o	o	o
Some food items I need/want have a lot of packaging	o	o	o	o	o
It's cleaner to use single-use items vs. reusable	o	o	o	o	o
It's hard to avoid single-use packaging when buying groceries	o	o	o	o	o
I'm not interested in reducing my use of single-use items	o	o	o	o	o
I'm not able to reduce my use of single-use items	o	o	o	o	o

Questionnaire (cont'd)

E. CIRCULAR ECONOMY

Q20 Circular Economy Knowledge BASELINE

How **knowledgeable** are you about ways you can reduce the amount clothing, appliances, electronics, sporting goods, toys and games, tools, furniture/home goods, and other items you buy, use or dispose of?

Very knowledgeable
Somewhat knowledgeable
Not very knowledgeable
Not at all knowledgeable
It's not something I've thought about

Q21 Circular Behaviours BASELINE (specific items TBD)

When it comes to **items such as clothing, appliances, electronics, sporting goods, toys and games, tools,** or **furniture/home goods,** how often do you do each of the following?

Please respond based on your actual behaviours, not what you 'wish' you did or think you should do.

RANDOMIZE	Always	Most of the time	Once in a while	Never
[ALWAYS FIRST] Make a conscious effort to reduce the amount of these types of items you buy, use or dispose of	o	o	o	o
Resell items when you are done with them	o	o	o	o
Donate items when you are done with them	o	o	o	o
Repurpose items (use them for a different purpose than their original use)	o	o	o	o
Rent items instead of buying	o	o	o	o
Borrow or share items instead of buying	o	o	o	o
Buy used or refurbished items	o	o	o	o
Repair/refurbish items to extend their lifetime	o	o	o	o
Use items until they are worn out/do not work anymore	o	o	o	o
Purchase quality items that are made to last	o	o	o	o
Buy products from sustainable/ environmentally friendly companies	o	o	o	o

Q22 Reasons for Circular Behaviours - Open End

[IF ALWAYS OR MOST OF THE TIME, OR ONCE IN A WHILE TO "I MAKE A CONSCIOUS EFFORT TO REDUCE MY WASTE FROM THESE TYPES OF ITEMS AT Q21] What are your main reasons for making a conscious effort to reduce the amount of clothing, appliances, electronics, sporting goods, toys and games, tools, furniture/home goods and other items you buy, use or dispose of?

Please be detailed and specific in your response

[OPEN END]
Don't know

Q23 Reasons/Motivations

What are or what would be the top motivations for you to try to reduce the amount of clothing, appliances, electronics, sporting goods, toys and games, tools, furniture/home goods, and other items you buy, use or dispose of? Please select up to five items and rank them in order of importance, with 1 being the most important. [RANK ORDER QUESTION, RANK UP TO FIVE ITEMS]

[RANDOMIZE ORDER]

- I save money by buying refurbished, used or durable goods
- I feel guilty if I buy something new instead of getting something repaired or buying used
- To have a positive impact on the environment
- To reduce waste going to landfills
- I don't want others to think I'm being wasteful
- To conserve energy/resources used in the production, transportation and selling of goods
- I am not a wasteful person
- It is the right thing to do
- To lead by example/be a role model
- To be part of the community/people around me are doing so
- None of these would motivate me to reduce the amount of items I buy, use or dispose of [EXCLUSIVE]

Q24 Barriers

To what extent do you agree or disagree with the following statements regarding items such as clothing, appliances, electronics, sporting goods, toys and games, tools, or furniture/home goods?

RANDOMIZE	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
I prefer new products over used or refurbished	o	o	o	o
I don't have the tools to repair items	o	o	o	o
It's easier to throw these things in the garbage than donate/resell them	o	o	o	o
I don't know how to repair these items	o	o	o	o
Sometimes it's cheaper to buy a new product than get it repaired	o	o	o	o
I like to get new things often (e.g. refresh my wardrobe, new electronics, etc.)	o	o	o	o
It's not that important to me to repair/repurpose/reuse these items	o	o	o	o
It costs too much to buy higher quality items that will last longer	o	o	o	o
I don't have the space in my home to repair items	o	o	o	o
Many donated items end up in the garbage anyways	o	o	o	o
I'm not interested in reducing the amount of items I buy, use or dispose of	o	o	o	o
I'm not able to reduce the amount of these types of items I buy, use or dispose of	o	o	o	o

Questionnaire (cont'd)

Q25 Satisfaction BASELINE

How **satisfied** are you with each of the following?

RANDOMIZE	Very satisfied	Somewhat satisfied	Somewhat unsatisfied	Very unsatisfied	Don't know
Access to repair hubs or 'cafes' (e.g. for bicycles or sewing)	o	o	o	o	o
Access to lending libraries (e.g. for tools, kitchen tools, camping gear, sports equipment, board games, toys)	o	o	o	o	o
Access to rental options (e.g. for tools, kitchen tools, camping gear, sports equipment, board games, toys)	o	o	o	o	o
Access to shared transportation (e.g. cars, bikes, scooters)	o	o	o	o	o

Q26 Reuse/Reduce/Repair Programs

If these were available, how likely are you to use the following resources or services to help reduce the amount of clothing, appliances, electronics, sporting goods, toys and games, tools, furniture/home goods or other items you buy, use or dispose of?

RANDOMIZE	Would definitely use	Probably use	May or may not use	Probably not use	Definitely not use
"Lending libraries" where you can borrow and share items like tools, kitchen tools, camping gear, sports equipment, board games, toys, etc.	o	o	o	o	o
Repair hubs or cafes – workshop spaces where you can learn how to reuse/repair items (e.g. for bicycles or sewing)	o	o	o	o	o
Rental options (e.g. for tools, kitchen tools, camping gear, sports equipment, board games, toys)	o	o	o	o	o
[SHOW TO MULTIFAMILY ONLY] Sharing and reuse spaces in your building for items like tools, kitchen tools, camping gear, sports equipment, board games, toys, etc.	o	o	o	o	o

Q27 Awareness BASELINE

In the past 12 months, have you read, seen, or heard anything about ways to reduce the amount of clothing, appliances, electronics, sporting good, toys and games, tools, furniture/home goods or other items you buy, use or dispose of?

Yes
No

Q28 CE Awareness BASELINE

How familiar are you with the term 'Circular Economy'?

I have heard of it and have a good understanding of circular economy concepts
I have heard of it and have some understanding of circular economy concepts
I have heard of it but don't know much about it
I have never heard of it

F. ATTITUDES & MOTIVATIONS

***Q28 Environmental/Waste 1 SEGMENTATION AND BASELINE** (specific items TBD)*

Please indicate your agreement or disagreement with the following statements.

COLUMNS – SCALE
1 – Strongly Disagree
2,3,4,5,6
7 – Strongly Agree
Don't know

ROWS – RANDOMIZE

- The so-called "ecological crisis" facing humankind has been greatly exaggerated
- If things continue on their present course, we will soon experience a major ecological catastrophe
- I like talking about the environment with my family, friends and neighbours
- The City of Calgary should not spend money or resources on waste reduction
- It is important for The City of Calgary to take an active role in enabling waste reduction
- Businesses and corporations that produce products and packaging should have more of a responsibility than consumers or government to reduce the amount of waste generated from them
- I am tired of having the responsibility always lie with the consumers and not the producers or businesses
- I want to live in a city that acts as a leader on the environment and sustainability
- I will not go out of my way to reduce my waste
- Doing my best to reduce waste has become a fundamental part of who I am
- I'm so busy with work and family, I don't have time to think about waste reduction
- If an item can be recycled or composted, we don't need to reduce our use of it

Questionnaire (cont'd)

***Q29 Environmental/Waste 2 SEGMENTATION AND BASELINE** (specific items TBD)*

Please indicate your agreement or disagreement with the following statements.

COLUMNS – SCALE
1 – Strongly Disagree
2,3,4,5,6
7 – Strongly Agree
Don't know

ROWS – RANDOMIZE

- Most of the materials we put in our blue carts/recycling containers are not actually getting recycled
- Disposing of food waste in landfills is okay because it's biodegradable and breaks down over time
- The environmental impact of plastic waste is not a big concern in Calgary
- Single-use items are harmful to the environment
- I am skeptical when something is positioned as eco-friendly; many things are just greenwashed
- I use and own only what I need
- I often buy things for the simple pleasure of buying
- I prefer to purchase local quality goods or purchase from local expertise/craftmanship
- It is important to try repairing goods before throwing them away
- I like having the latest technology and gadgets
- I prefer to buy new than to repair or reuse items

Q30 General 1 SEGMENTATION

Next, we'd like to learn more about your general outlooks on life. How much do you agree or disagree each of the following describes you?

COLUMNS – SCALE
1 – Strongly Disagree
2,3,4,5,6
7 – Strongly Agree
Don't know

ROWS – RANDOMIZE

- It's important to lead a healthy lifestyle
- I do volunteer work on a regular basis
- I actively advocate for the causes I believe in
- I don't really care what The City of Calgary municipal government does
- I'm so busy these days, I can't seem to keep up
- Most nights of the week I am out at a social event of some sort
- I get asked about my thoughts and advice about issues facing my community
- I try new technology before my friends and family do
- I actively stay up to date with the news and what is happening in the world
- Calgary is a great place to make a life

Q31 General 2 SEGMENTATION

How much do you agree or disagree each of the following describes you?

COLUMNS – SCALE
1 – Strongly Disagree
2,3,4,5,6
7 – Strongly Agree
Don't know

ROWS – RANDOMIZE

- Life should be enjoyed as much as possible today without worrying about the future
- I am proud to be a Calgarian
- I am regularly involved in neighborhood and local community events
- I am glad society is changing to be more accepting of diversity and all types of people
- I feel overwhelmed by the state of the world in the past two years
- Making enough money to support myself/my family is a struggle
- I enjoy learning new skills
- I eat mostly whole unprocessed foods
- I purchase food that is fresh and/or unprocessed to maintain a healthy diet and lifestyle

Questionnaire (cont'd)

G. ROLE OF CITY & NEW PROGRAMS

Q32 Role of City

In your opinion, what role should the City of Calgary play in each of the following areas? Select all that apply. [MULTI SELECT GRID]

[COLUMNS]
Reducing food waste
Reducing use of single-use items
Reducing waste from items such as clothing, appliances, electronics, sporting goods, toys and games, tools, or furniture/home goods

[ROWS - RANDOMIZE] [MULTI SELECT]

- Develop programs and services
- Provide education and information
- Deliver large scale communications campaigns
- Develop partnerships with community organizations to offer programs and services
- Develop regulations that Calgarians must abide by
- Develop regulations that businesses must abide by
- Provide grant programs of funding to businesses to offer programs and services
- Run/deliver school programs
- Offer events or workshops to the public
- Other [SPECIFY] [ANCHOR]
- The City should not be involved [EXLCUSIVE][ANCHOR]
- Don't know [EXCLUSIVE][ANCHOR]

Q33 City Priorities

We are interested in understanding how much of a priority you think each of the following waste reduction initiatives should be for The City of Calgary relative to each other.

You have a total of 100 points to allocate to the initiatives below – the number of points indicates how much priority you think should be given to the initiative. You could give 100 points to one initiative if it is the only one that you think should be prioritized and you could give 0 points to an initiative that should not be addressed at all. And, you could give two initiatives the same number of points if they are of equal priority.

Please give each initiative below 0 to 100 points – the initiative you think should receive the highest priority should receive the most points

[RANDOMIZE STATEMENTS][INSERT NUMERIC BOX 0-100 TO RIGHT OF EACH STATEMENT BELOW. SUM TOTAL AT THE BOTTOM SO RESPONDENT CAN SEE WHEN THEIR POINTS ADD TO 100] [RANDOMIZE]

- Reducing food waste
- Reducing use of single-use items
- Supporting opportunities to rent or borrow items (e.g., clothing, furniture, appliances, electronics, etc.)
- Supporting opportunities for repairing items to extend their lifetime (e.g., clothing, furniture, appliances, electronics, etc.)
- Supporting opportunities to swap and share items to extend their lifetime (e.g., clothing, furniture, appliances, electronics, etc.)
- The City should not be involved in any of these [EXCLUSIVE]

Q34 Information Sources

When it comes to learning about waste reduction, how much do you trust or distrust the following information sources? [REPEAT HEADERS EVERY 8 ROWS]

RANDOMIZE	1 – Do not trust at all	2	3	4	5 – Trust a great deal	Not familiar with the source
The City of Calgary/The City of Calgary website (Calgary.ca)	o	o	o	o	o	o
Green Calgary	o	o	o	o	o	o
The Calgary Food Bank	o	o	o	o	o	o
Major grocery stores	o	o	o	o	o	o
Community associations/community association newsletters	o	o	o	o	o	o
University experts	o	o	o	o	o	o
Food experts such as chefs or culinary schools	o	o	o	o	o	o
Workshops or programs from the Calgary Public Library	o	o	o	o	o	o
The Recycling Council of Alberta	o	o	o	o	o	o
[MULTIFAMILY ONLY] Condo board	o	o	o	o	o	o
[MULTIFAMILY ONLY] Property management company	o	o	o	o	o	o

Questionnaire (cont'd)

H. DEMOGRAPHICS

The following questions will 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.

QD6

Do you own or rent your current place of residence?

- Own
- Rent
- Other
- Prefer not to say

QD7

Which of the following categories best describes the total annual income, before taxes, of all the members of your household?

- 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
- $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
- Don't know
- Prefer not to say

QD10

[BASE=IF MORE THAN 1 PERSON IN HOUSEHOLD AT D8]
[IF UNDER 65] Is there anyone aged 65 years or older living in your household?
[IF 65+] Other than yourself, is there anyone aged 65 years or older living in your household?

- Yes
- No
- Prefer not to say

QD12

[IF CHINESE, EAST INDIAN, OR FILIPINO AT D11, SKIP D12 AND AUTOCODE THESE RESPONSES AS 'ASIAN'][MULTI SELECT]
As you know, Canadians come from many different ethnic backgrounds. What is your main ethnic background? You may select more than one ethnicity if needed.

Ethnic background refers to where your family is from and is usually determined based on common ancestry or cultural origin.

- Aboriginal/First Nations/Métis
- Canadian
- French Canadian
- American
- Mexican
- Central American (Please specify country)
- Caribbean (Please specify country)
- South American (Please specify country)
- African (Please specify country)
- Asian (Please specify country)
- European/UK (Please specify country)
- Australia/Oceania (Please specify country)
- Other (Specify)
- Don't know
- Prefer not to say

QD13

[SINGLE SELECT]
Which statement best describes you?

- I was born in Canada
- I was born in another country, and have been living in Canada less than five years
- I was born in another country, and have been living in Canada between five and 10 years
- I was born in another country, and have been living in Canada between 10 and 20 years
- I was born in another country, and have been living in Canada more than 20 years
- Prefer not to say

QD14

How many years have you lived in Calgary?
[NUMBERIC RESPONSE 0-100]
Don't know
Prefer not to say

QD15

Do you or anyone in your household have difficulty understanding written or spoken English? [MULTI SELECT]

- Yes – myself
- Yes – someone else in my household
- No
- Prefer not to say

Questionnaire (cont'd)

QD16

Do you or a member of your household have a disability? [MULTI SELECT]

- Yes – myself
- Yes – someone else in my household
- No
- Prefer not to say

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