



Green Cart Implementation Research: Wave 1

Final Report

June 2, 2016

Prepared for The City of Calgary by:

Contact:

Sheela Das
Director
Ipsos
587.952.4874
sheela.das@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8

Jamie Duncan
Vice President
Ipsos
587.952.4863
jamie.duncan@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8





Background and Methodology	3
Key Findings	6
The City and the Environment	10
Food and Yard Waste: Attitudes and Behaviours	17
Awareness of the Green Cart Program and City Communications	26
Knowledge Regarding the Green Cart Program	30
Perceptions of the Green Cart Program	35
Importance of Program Elements for Support	50
Demographics	53



Background and Objectives

- ◆ In mid-2017, the Green Cart program will be rolled out to single family homes across the city. It is expected to take approximately four to five months to implement the program in all communities.
- ◆ Thus, The City of Calgary's Waste & Recycling Services (WRS) business unit wishes to conduct telephone survey research with single family residents in Calgary in a series of three waves:
 - ❖ Wave 1 (Q2 2016) – Prior to program implementation and before extensive communications efforts begin.
 - ❖ Wave 2 (Q1 or Q3 2017) – Shortly before or shortly after implementation begins.
 - ❖ Wave 3 (Q1 or Q2 2018) – After the program has been implemented.
- ◆ Key objectives for the Wave 1 research included assessing:
 - ❖ Current behaviour related to food and yard waste;
 - ❖ Awareness and understanding of the Green Cart program;
 - ❖ Barriers to participating in the Green Cart program;
 - ❖ Attitudes and opinions about the program (including perceived value);
 - ❖ Perceptions of changes to the collection frequency and schedule;
 - ❖ Satisfaction with current cart size; and,
 - ❖ Satisfaction with communications.

- ◆ Ipsos conducted a telephone survey with 660 single family residents in Calgary aged 18 years or older between April 21st and 28th, 2016.
 - ❖ Residents living in the four Green Cart Pilot communities (Abbeydale, Brentwood, Cougar Ridge and Southwood) were excluded from the survey.
 - ❖ Both landline (71%) and cell phone (29%) sample were used.
 - ❖ The average interview length was 17 minutes.
- ◆ Single family residents are defined as those who live in a single-family home; duplex, triplex or fourplex; or, live in a townhouse or rowhouse and currently have Blue Cart recycling.
- ◆ The final data were weighted to ensure the overall sample's quadrant and age/gender composition reflects that of the actual Calgary population of single family residents aged 18 or older according to 2011 Federal Census data.
- ◆ With a sample of 660, results are considered accurate to within ± 3.9 percentage points, 19 times out of 20.
 - ❖ The margin of error is larger by quadrant and other sub-groupings of the survey population.





Key Takeaways

Support for the implementation of the Green Cart program is extremely high as is anticipated use of the Green Cart.practices

The perceived value of a Green Cart fee in the \$8/per month range is solid.

The segment of Calgarians who have a backyard composter and are unlikely to use their Green Cart is limited to 4.5% of residents.

Awareness of the Green Cart program and knowledge regarding specific program details is expectedly low.

Key information to convey includes:

- ❖ The range of materials that can be put in Green Carts.
- ❖ Materials that cannot be composted in a backyard composter are accepted in Green Carts.
- ❖ The collected food and yard waste will be turned in to compost and used by The City.
- ❖ Green Carts and Blue Carts will be collected weekly while Black Cart collection will change to every other week.

Experience and acceptance of the revised collection frequency and schedule, issues arising from having three carts, and satisfaction with Black cart size should be closely monitored once the pilot begins.

The City should continue with messaging regarding the environmental harm arising from disposal of food and yard waste in landfills.

Key Metrics

36%

Single family residents **aware** of the **Green Cart** program (unaided)

39%

Single family residents **Satisfied** with **City Communications** about the Green Cart program

59%

Single family home owners who think a **Green Cart fee** a similar amount as the Blue Cart fee would provide **Good Value**

89%

Support for the **Green Cart** program among single family residents

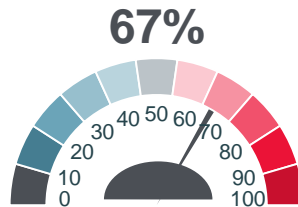
89%

Single family residents **Likely to Use** their **Green Cart**

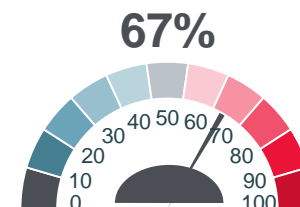
Key Metrics

Knowledge Regarding Food and Yard Waste in Landfills

Disposing of food and yard waste in landfills is **okay** because it's **biodegradable** and **breaks down** over time (% Agree)

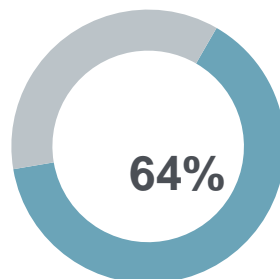


When food and yard waste breaks down in landfills, it results in the **release of greenhouse gases** which are harmful to the environment (% Agree)

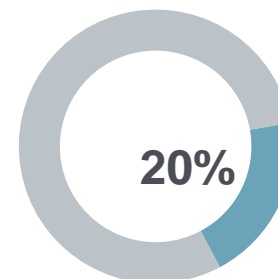


Disposal of Vegetable and Fruit Scraps

Throw them in the **Garbage** (% always or most of the time)



Compost them in a backyard composter (% always or most of the time)





Satisfaction with The City's environmental performance is very high

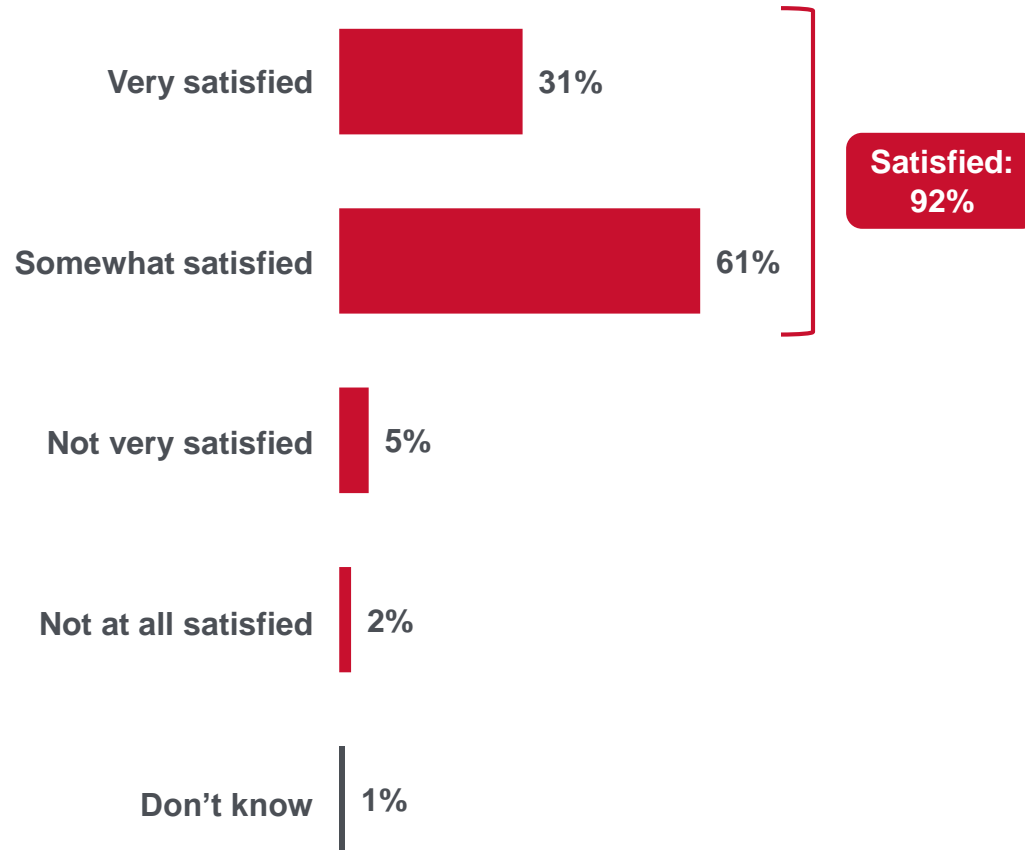
- ◆ Overall, 92% of single family residents are satisfied with the job The City is currently doing to protect the environment, with 31% saying they are 'very satisfied.'
- ◆ Further, nine-in-ten (89%) are satisfied (28% 'very satisfied') with The City's programs and services aimed at helping Calgarians reduce their environmental impact.
 - ❖ Among the ten percent who are not satisfied, the most frequent reasons given for dissatisfaction are "*program/service is inefficient*" (26%), "*provide more/improved (composting/recycling) services*" (19%), there is a need for "*more advertising/awareness of programs and services*" (18%), and "*no/poor program availability*" (17%).

Perceived value of municipal property tax dollars as well as waste and recycling taxes and fees are solid.

- ◆ Six-in-ten (61%) single family home owners give The City a 'good value' rating for the value of their property tax dollars.
- ◆ This goes up to 67% with regard to taxes and fees paid for The City's waste and recycling services.
 - ❖ 'Good value' ratings decline significantly with **tenure in Calgary** – 85% among those who have lived in Calgary for five years or less versus 78% among those with 6 to 10 years tenure versus 64% among those who have lived in the city for more than 10 years.
 - ❖ It is also noteworthy that 'good value' ratings are significantly higher among home owners who **support the Green Cart program** (71%) compared to those who oppose the program (41%).



Satisfaction with The City's Environmental Performance



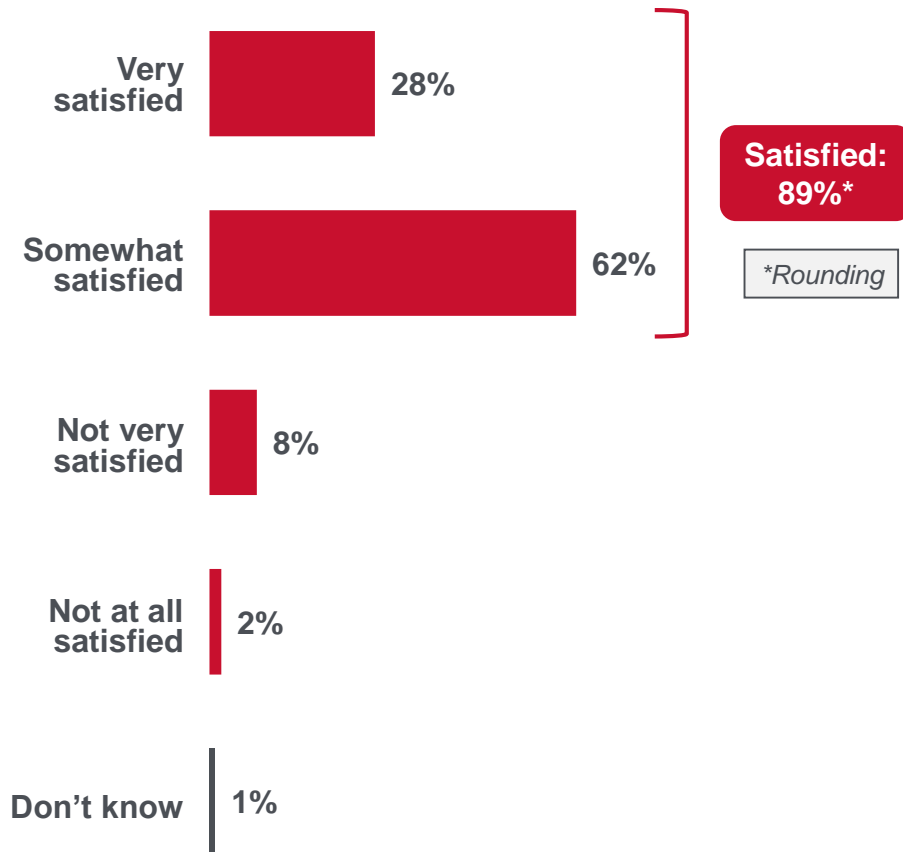
Base: All respondents (n=660)

Q1. How satisfied are you with the job The City of Calgary is currently doing to protect the environment?



Satisfaction with City Programs and Services to Help Calgarians Reduce their Environmental Impact

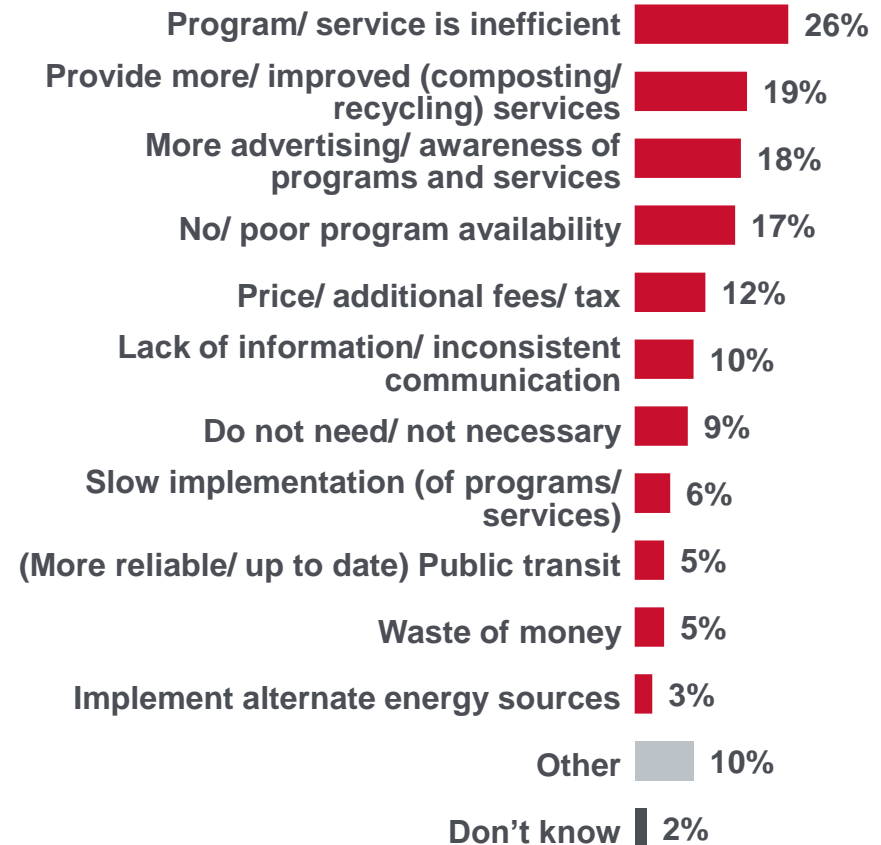
Satisfaction



Base: All respondents (n=660)

Q2. How satisfied are you with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact?

Reasons for Dissatisfaction



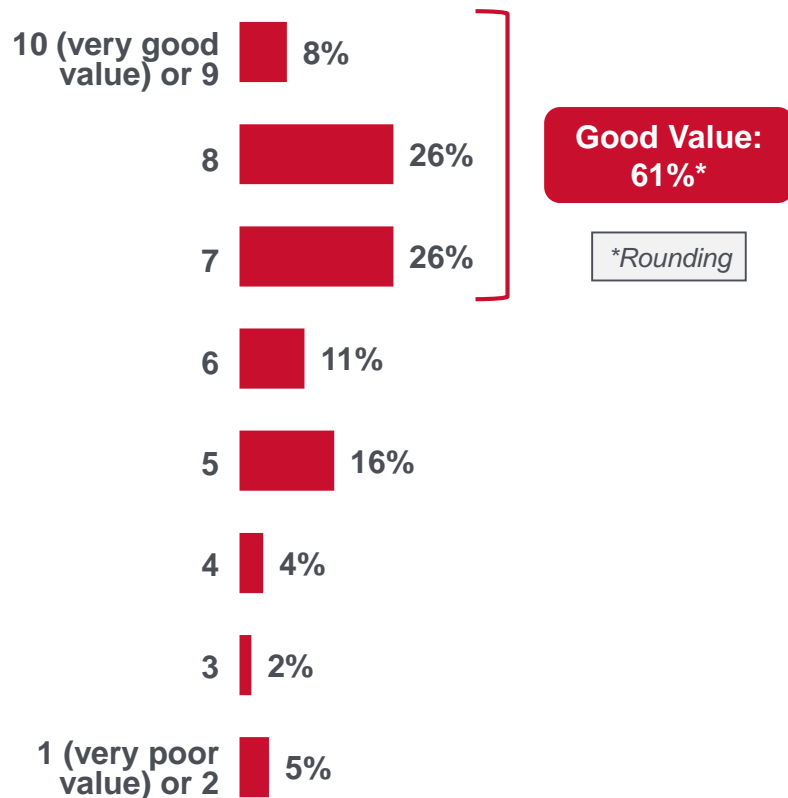
Base: Not satisfied (n=67)

Q3. Why are you dissatisfied with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact?



Perceived Value of Taxes

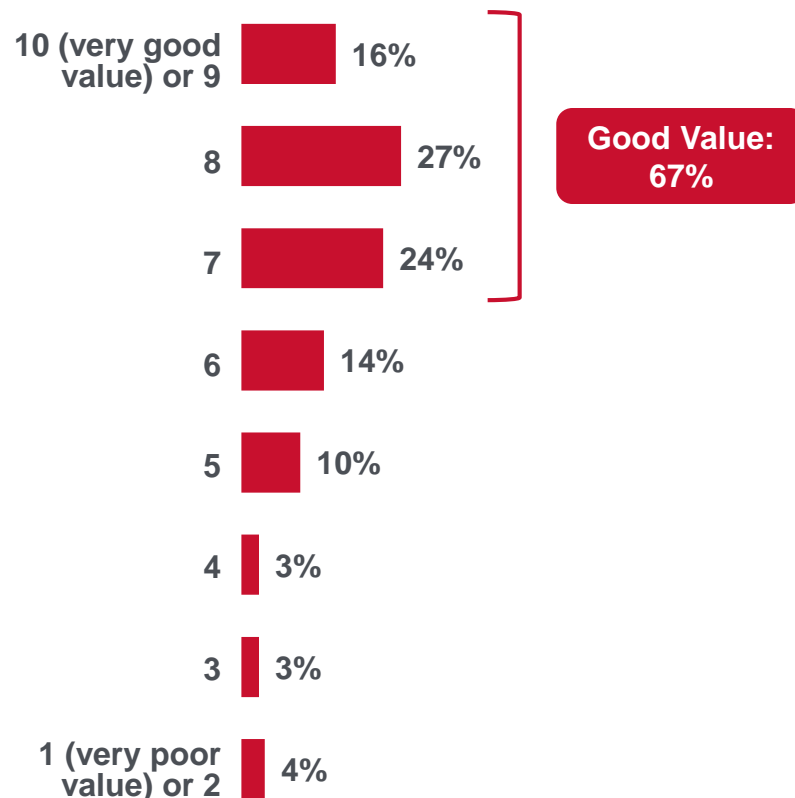
Property Taxes



Base: Home owners (n=556)

Q4. Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars.

Taxes and Fees for Waste and Recycling Services



Base: Home owners (n=556)

Q5. Thinking specifically about The City's waste and recycling services only, please rate the value you feel you receive for what you pay - including taxes and fees.

Perceived value of the existing Blue Cart fee is strong.

- ◆ Seven-in-ten (68%) single family home owners say they receive 'good value' for the \$8.10 per month Blue Cart recycling fee – in fact, close to one-in-five (18%) give a rating of 10 ('very good value') on a 10-point scale.

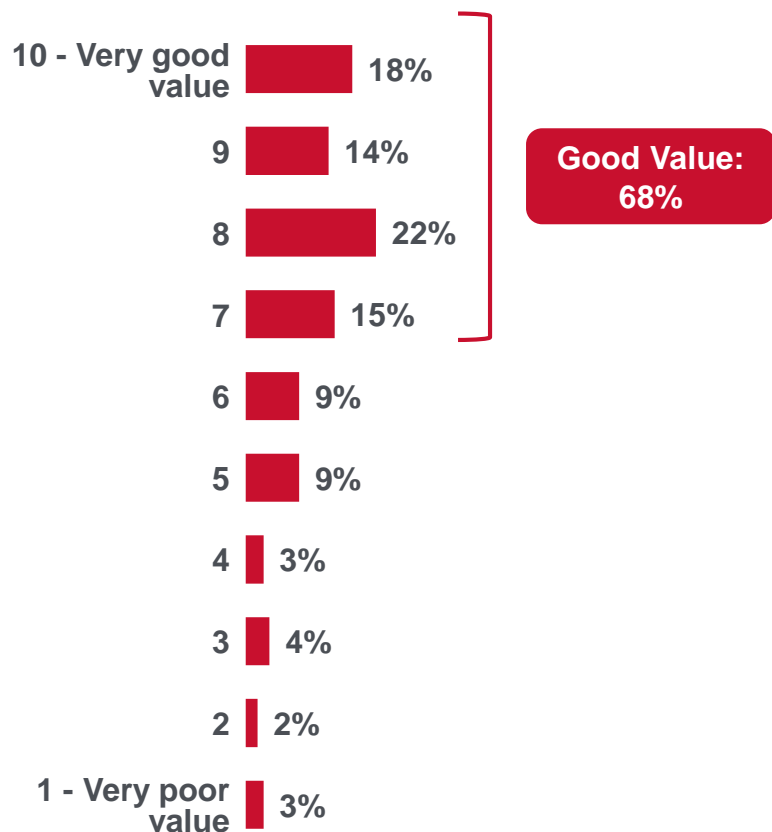
Perceived value of the anticipated Green Cart fee is not far behind.

- ◆ Assuming households were charged a similar amount as the Blue Cart fee for the Green Cart program, 59% of Calgarians eligible for the program say they would receive 'good value' with 19% offering a rating of 10 on a 10-point scale.
 - ❖ It is notable that this 59% rating is exactly the same as the perceived value of the Blue Cart fee prior to Blue Cart roll out.
- ◆ 'Good value' ratings are significantly higher among:
 - ❖ Residents in the **Southeast** and **Northwest** quadrants (both 65%) versus 47% in the Northeast;
 - ❖ Those aged **18 to 34** (69%) and **35 to 54** (62%) versus those aged 55 or older (49%);
 - ❖ **Females** (68% vs. 51% males);
 - ❖ **Higher income** residents – 67% among those with a household income of \$80K or more, compared to 44% among those with a household income of less than \$60K and 50% among those in the \$60K to less than \$80K income bracket;
 - ❖ **Pet owners** (66% vs. 53% no pets); and,
 - ❖ Those who **support the Green Cart program** (67%) versus those who oppose the program (5%).



Perceived Value of Waste and Recycling Fees

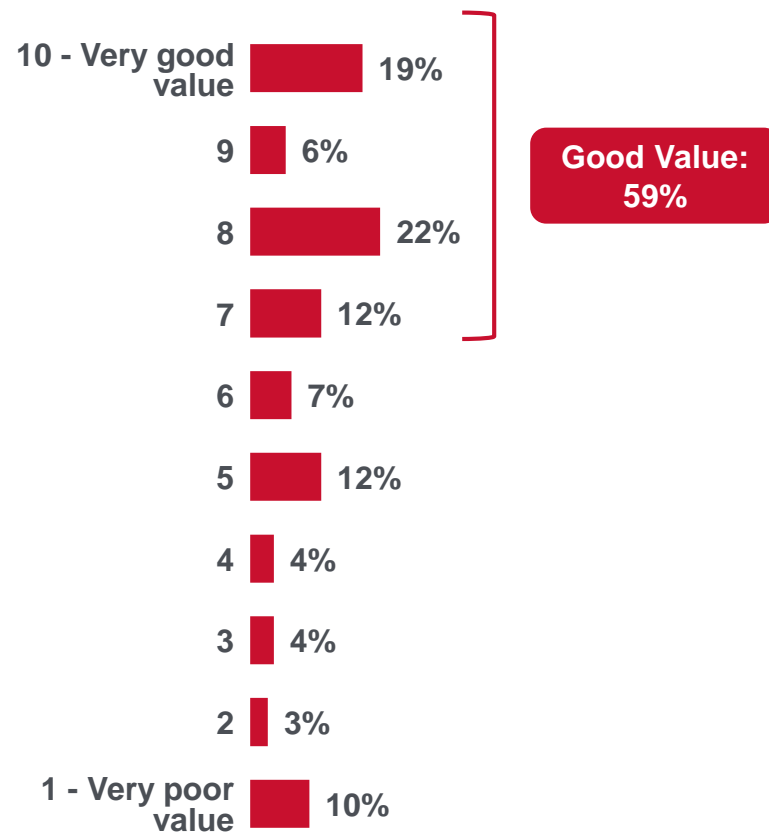
Existing Blue Cart Fee



Base: Home owners (n=556)

Q6. As you June know, households receiving Blue Cart recycling service are charged a fee of \$8.10 per month. In your opinion, how much value do households receive for this \$8.10 per month per household Blue Cart recycling fee?

Anticipated Green Cart Fee



Base: Home owners (n=556)

Q28. For the Green Cart program, if households were charged a similar amount as the Blue Cart, how much value do you think households would receive for the program fee?

Food and Yard Waste: Attitudes and Behaviours



While single family residents are in strong agreement that the amount of waste going to landfills should be reduced, they lack clarity as to why waste diversion is important.

- ◆ Though there is a definite consensus (95% agree, 78% *strongly* agree) that ‘it is important to reduce the amount of household waste going to landfills’, two-thirds agree with each of the following statements:
 - ❖ ‘Disposing of food and yard waste in landfills is okay because it’s biodegradable and breaks down over time’ (67% agree).
 - Agreement is significantly higher among: residents in the **Northeast** quadrant (76% vs. 61% Southwest and 64% Northwest); **males** (74% vs. 59% females); those aged **18 to 34** and **55 or older** (both 70%) versus those aged 35 to 54 (61%); those with **high school or less** (77%) or some **post-secondary** education (70%) compared to those with a university degree (58%); and, those with a household income of **less than \$60K** (76% vs. 57% to 68% in higher income brackets).
 - ❖ ‘When food and yard waste breaks down in landfills, it results in the release of greenhouse gases which are harmful to the environment’ (67% agree).
 - Agreement is significantly higher among those aged **35 to 54** (70% vs. 61% 55 or older); and, those who **support the Green Cart program** (69% vs. 46% oppose the program).
- ◆ There is a clear need to continue educating residents about the environmental harm arising from disposal of food and yard waste in landfills.



Attitudes Regarding Waste Reduction and Landfills

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

% Agree

It is important to reduce the amount of household waste going to landfills



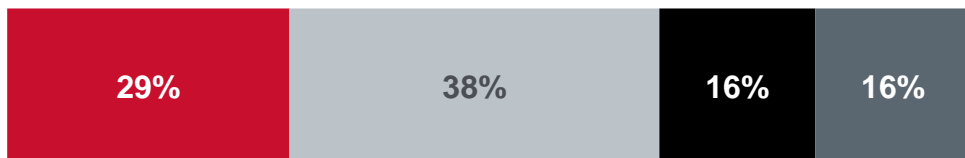
95%

The City of Calgary should do more to reduce the amount of household waste going to landfills



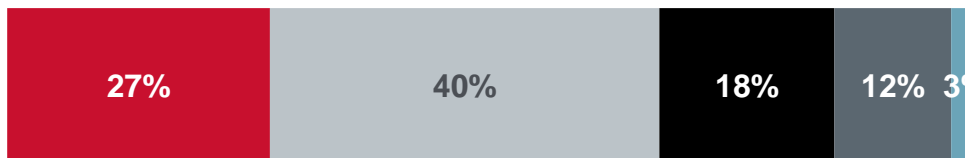
87%

Disposing of food and yard waste in landfills is okay because it's biodegradable and breaks down over time



67%

When food and yard waste breaks down in landfills, it results in the release of greenhouse gases which are harmful to the environment



67%

Base: All respondents (n=660)

Q8. Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

The garbage is the key means for disposal of vegetable and fruit scraps among single family residents.

- ◆ Overall, 64% of single family residents throw vegetable and fruit scraps in the garbage 'always or most of the time', while 21% usually use a garbage disposal and just 20% usually compost them in a backyard composter.
- ◆ Among the 28% of households that have a backyard composter, however, 70% compost them 'always or most of the time' while only 28% usually throw them in the garbage.
 - ❖ Among those who have a backyard composter and use it, eight-in-ten (82%) say they successfully generate compost; and among those who compost vegetable and fruit scraps, just over half (53%) say they do so year round.
- ◆ Among single family residents who do not compost vegetable and fruit scraps, the most frequent reasons given for not composting are “*don't have a composter*” (20%), “*no place to put a composter/no room*” (15%) and “*too much work/too much time*” (15%).

More environmental means are used for the disposal of grass clippings though the garbage is used by the majority for the disposal of other yard waste.

- ◆ When it comes to disposal of grass clippings, close to half (47%) of single family residents with a lawn they are responsible for maintaining leave them on the lawn or use a mulching mower 'always or most of the time', 39% usually throw them in the garbage, while 20% usually compost them at home and 14% usually compost at another location.
 - ❖ The majority (55%) dispose of other yard waste in the garbage, while 19% use The City's leaf and yard waste programs, 12% compost them at home and 10% compost at another location.



Waste Disposal Options at Home

Waste Disposal Options

% Yes

Garbage disposal unit
or garburator

40%

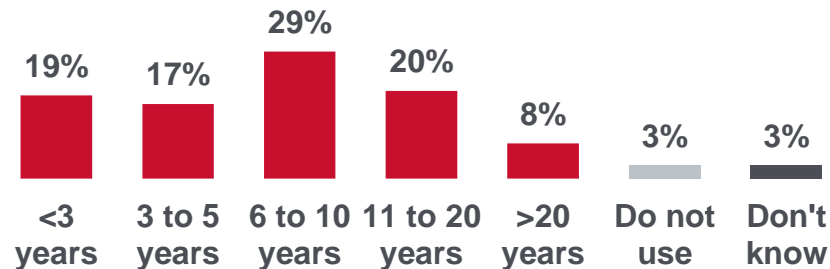
Backyard composter

28%

58% have a
garbage disposal
or a backyard
composter

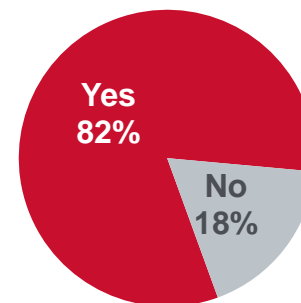
Base: All respondents (n=660)
Q9. Does your home have a...?

Length of Time Using Backyard Composter



Base: Have a backyard composter: n=201
Q10. For how long have you used your backyard composter?

Successfully Generate Compost

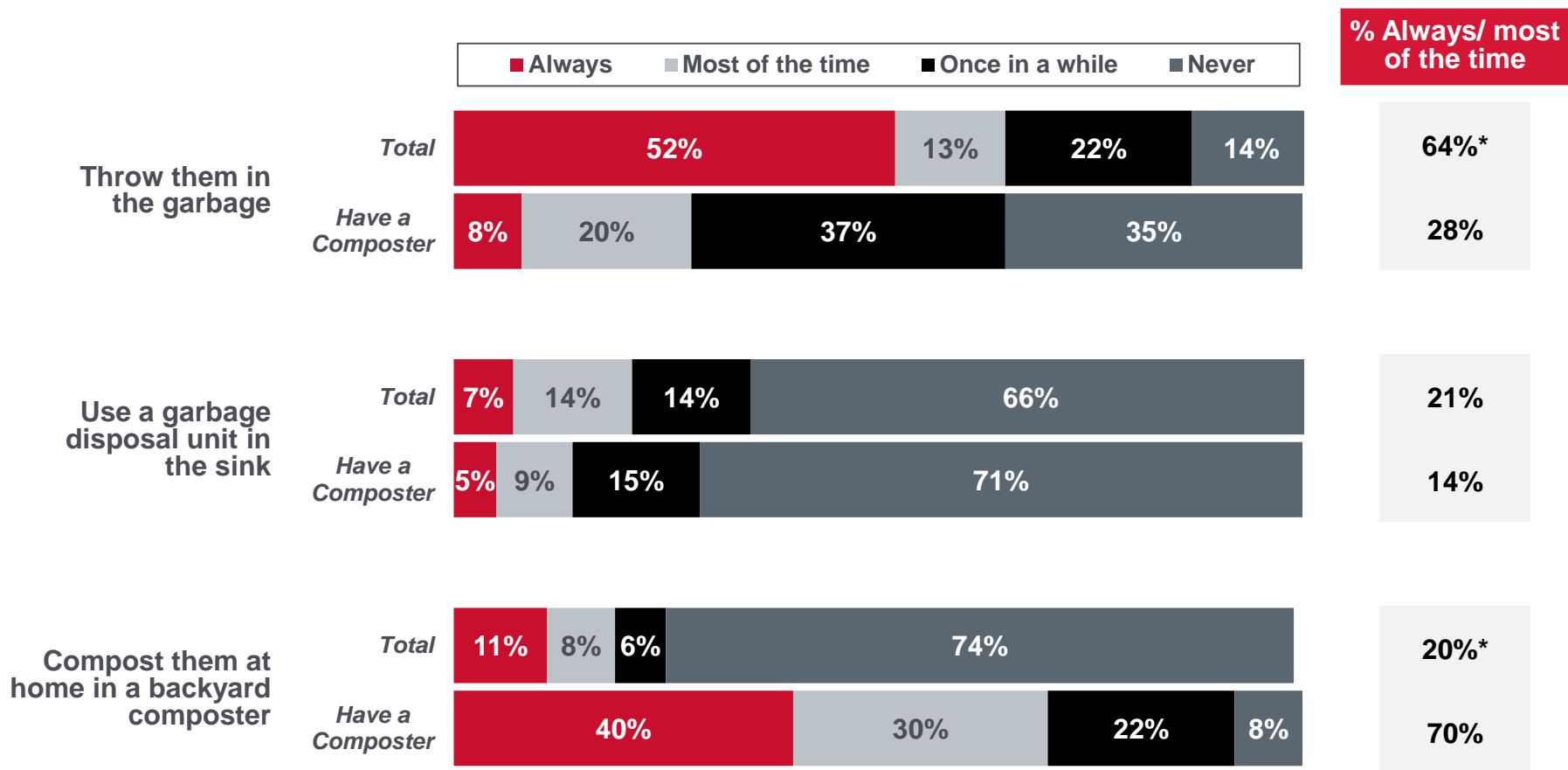


Base: Have a backyard composter and use it (n=197)
Q10b. Do you successfully generate compost?



Disposal of Vegetable and Fruit Scraps

42% do not have a garbage disposal or a backyard composter, therefore, we assume they always throw vegetable and fruit scraps in the garbage / 60% do not have a garbage disposal, therefore, we assume they never use one / 72% do not have a backyard composter, therefore, we assume they never use one



*Rounding

Base: All respondents (n=660) [Have a backyard composter: n=201]

Q11. Thinking about vegetable and fruit scraps, how often does your household dispose of them in each of the following ways?



Reasons for Not Composting Vegetable and Fruit Scraps and Seasonality of Composting

Reasons for Not Composting

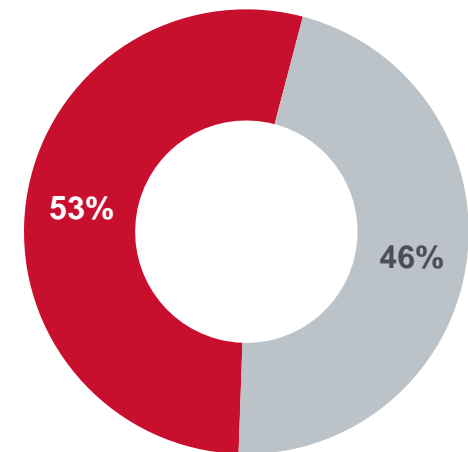
Multiple Responses



Base: Do Not Have a Backyard Composter or Never Compost Vegetable and Fruit Scraps (n=476) Q12. What are the main reasons you do not compost vegetable and fruit scraps at home?

Seasonality of Composting

■ Year round ■ Warmer months only



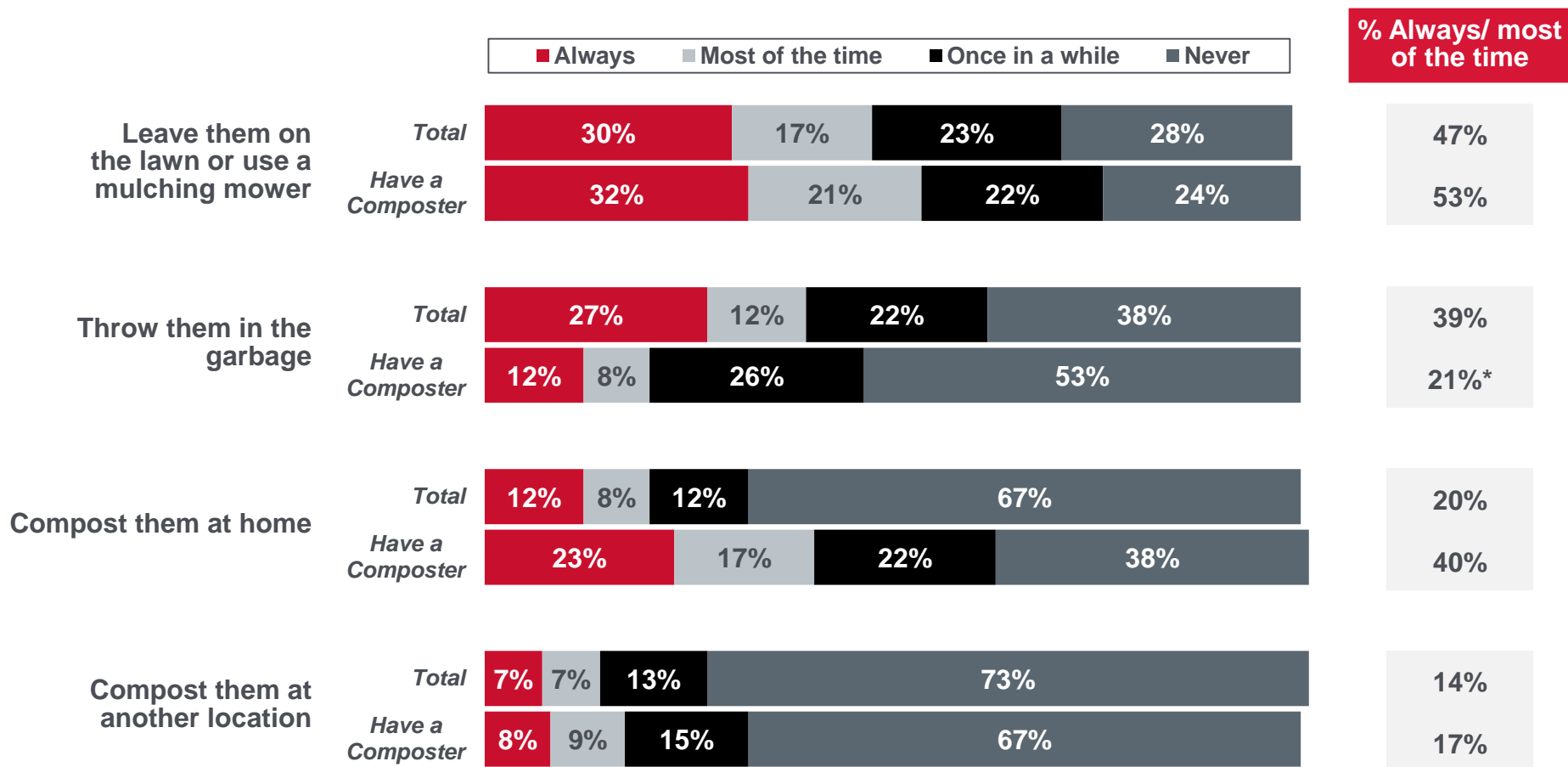
Base: Compost Vegetable and Fruit Scraps Always, Most of the Time or Once in a While (n=184) Q12. What are the main reasons you do not compost vegetable and fruit scraps at home?



Disposal of Grass Clippings

Have a lawn that household is responsible for maintaining

87%

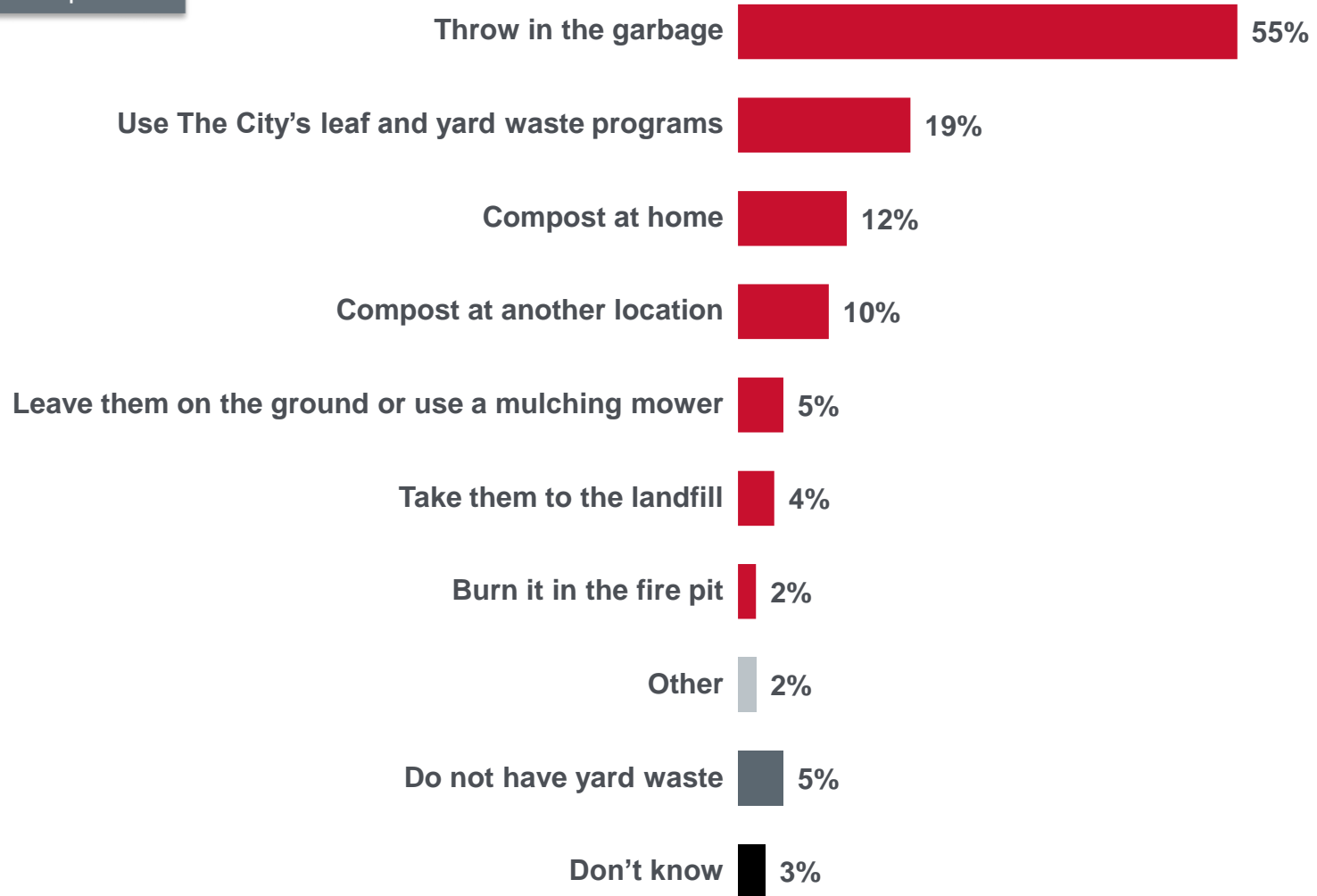


*Rounding

Base: Have a lawn that household is responsible for maintaining (n=582) [Have a backyard composter: n=183]
Q14. How often does your household dispose of grass clippings in each of the following ways?

Disposal of Other Yard Waste

Multiple Responses



Base: Have a lawn that household is responsible for maintaining (n=574)

Q15. How does your household dispose of yard waste other than grass, such as leaves, plants or other yard waste?

Awareness of the Green Cart Program and City Communications



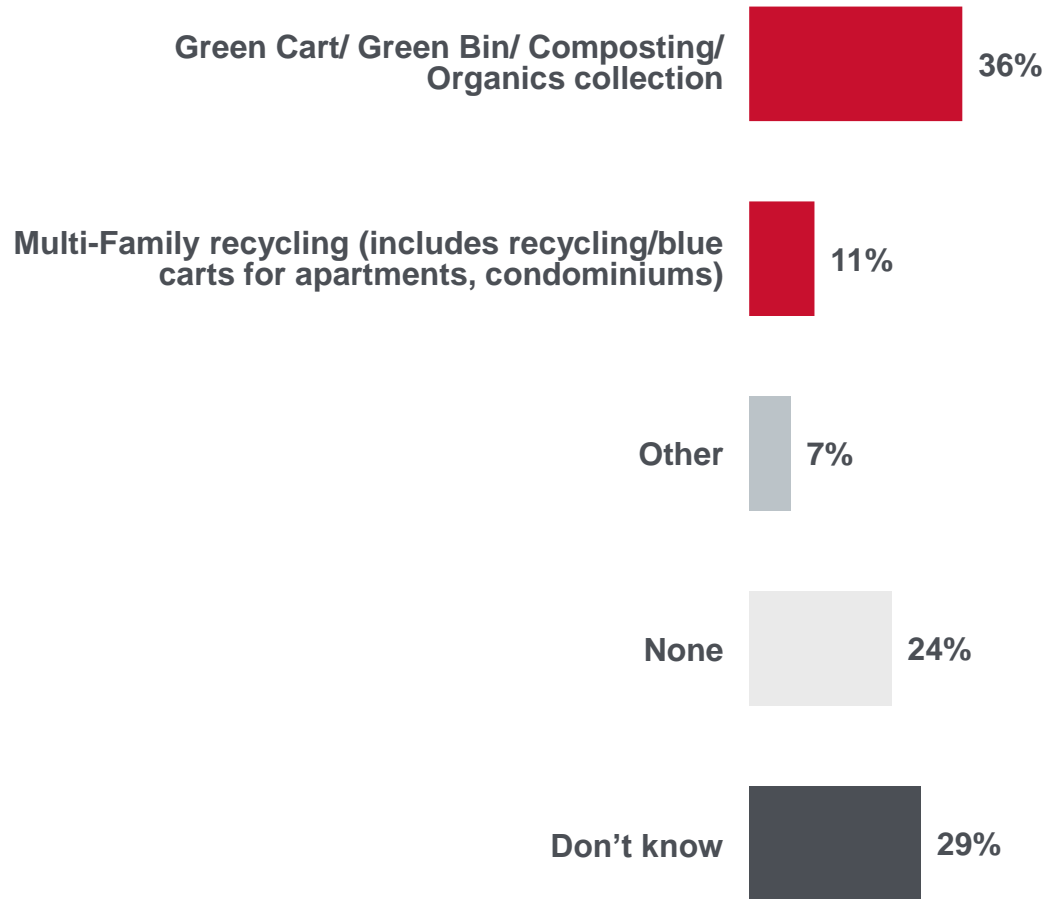
Current awareness of the Green Cart program is low.

- ◆ On an unaided basis, 36% of single family residents cite the Green Cart program when asked what new waste or recycling programs are being introduced by The City.
- ◆ Awareness is significantly higher among those:
 - ❖ Aged **55 or older** (47%) and **35 to 54** (42%) versus those aged 18 to 34 (21%);
 - ❖ With a **university** degree (45% vs. 33% post-secondary and 27% high school or less);
 - ❖ In the **higher income brackets** (44% \$120K or more and 42% \$80K to less than \$120K vs. 26% \$60K to less than \$80K and 24% less than \$60K); and,
 - ❖ Residing in the **Southwest** (43%), **Southeast** (38%) and **Northwest** (38%) quadrants compared to the Northeast (25%).
- ◆ Past six months recall about the Green Cart program is also low at 36%, and again, significantly higher among:
 - ❖ **Older** residents – 49% 55 or older vs. 39% 35 to 54 vs. 21% 18 to 34; and,
 - ❖ Those in the **higher income brackets** (37% \$120K or more and 42% \$80K to less than \$120K vs. 23% \$60K to less than \$80K and 27% less than \$60K); and,

As might be expected at this early stage, satisfaction with City communications about the Green Cart program is low.

- ◆ Four-in-ten (39%) Calgarians say they are satisfied with City communications, with only 7% saying they are 'very satisfied.'
 - ❖ Satisfaction increases to 58% among those who say they have read, seen or heard anything about the Green Cart program in the past six months (vs. 28% no past six months recall).

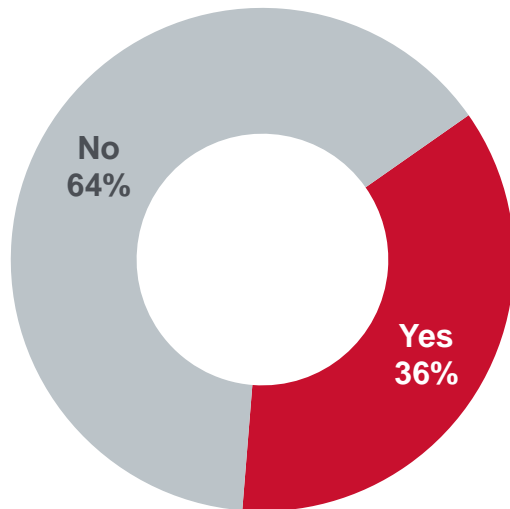
Awareness of New Waste or Recycling Programs



Base: All respondents (n=660)

Q7. To the best of your knowledge, what if any new waste or recycling programs are being introduced by The City for Calgarians?

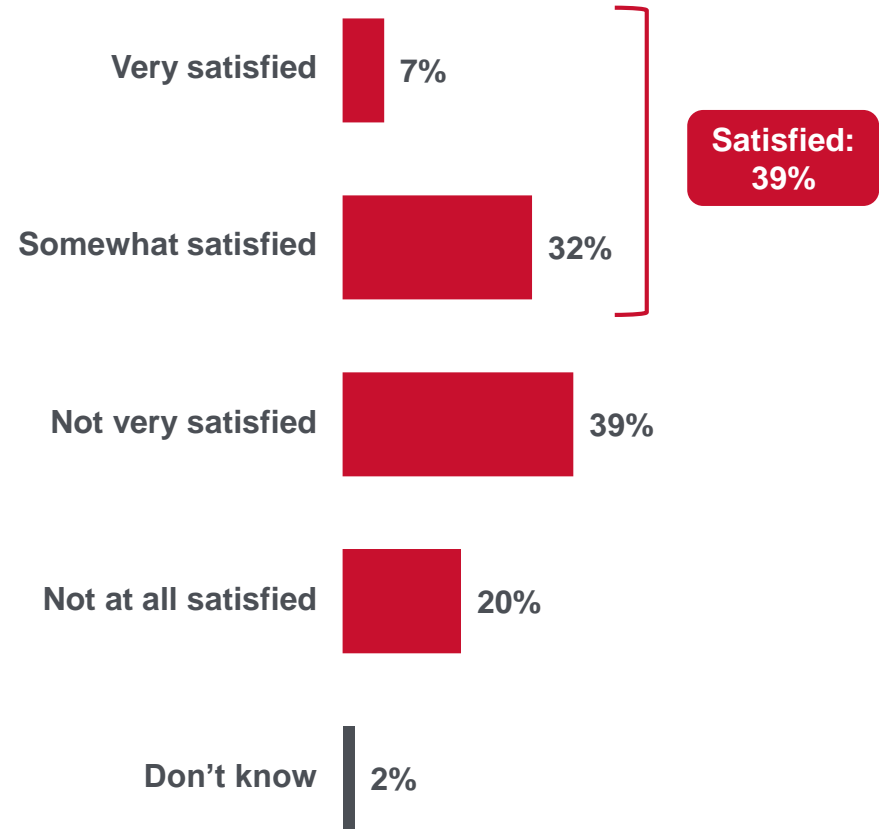
Past Six Months Recall of the Green Cart Program



Base: All respondents (n=660)

Q16. In the past six months, have you read, seen or heard anything about the upcoming Green Cart program?

Satisfaction with City Communications



Base: All respondents (n=660)

Q17. Overall, how satisfied are you with City communications about the Green Cart program?

Knowledge Regarding the Green Cart Program



Knowledge Regarding the Green Cart Program

Knowledge of materials accepted in Green Carts is moderate.

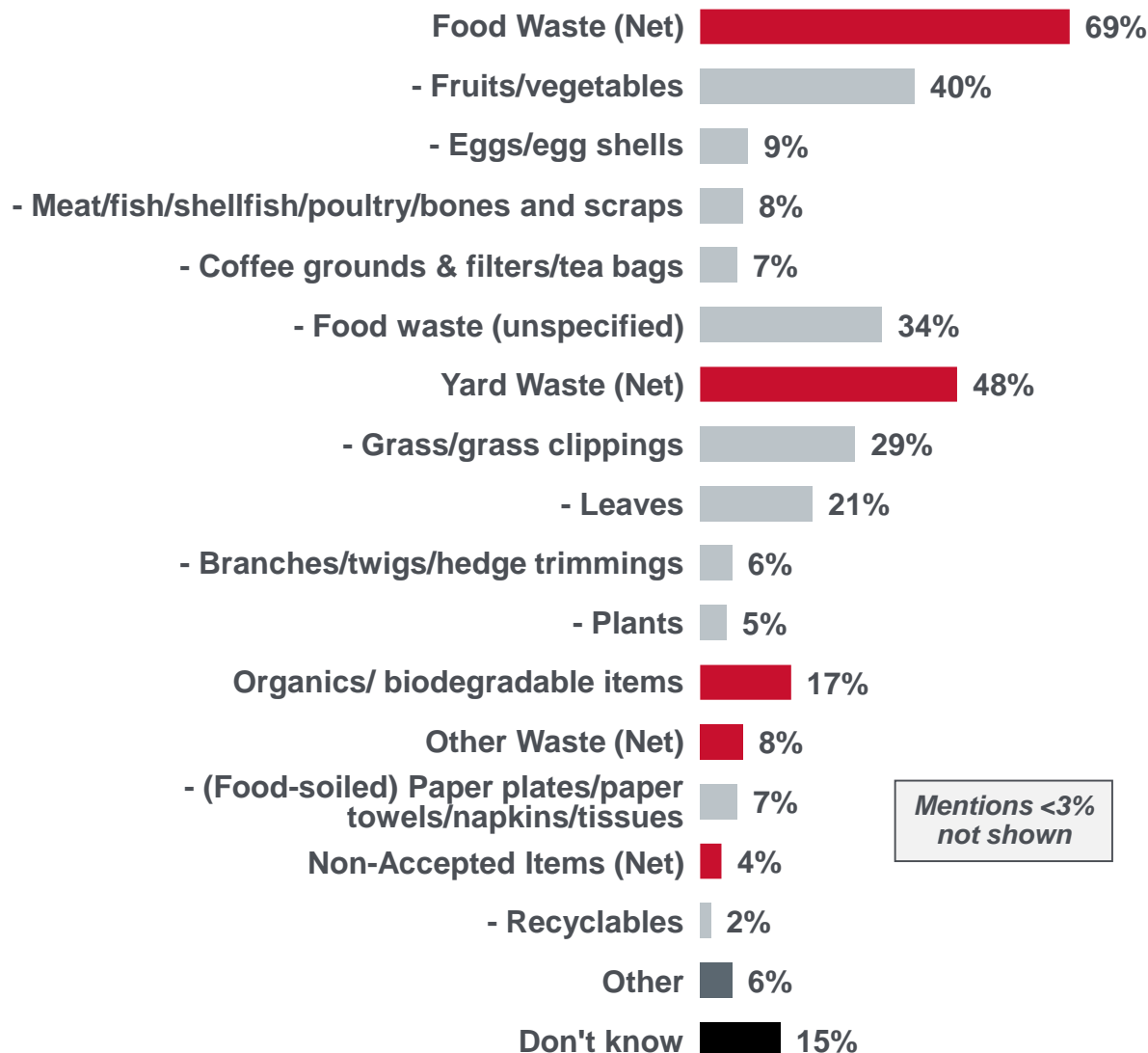
- ◆ When asked what types of materials can be put in the Green Carts, seven-in-ten (69%) single family residents cite various types of food waste, while just under half (48%) cite yard waste and very few (8%) cite other types of waste
 - ❖ It is positive that very few (4%) cite non-accepted items such as recyclables.
- ◆ Knowledge of the range of food, yard and other types of waste accepted in the program is limited.

Awareness of the Green Cart program start date and new frequency of cart collection are both extremely low.

- ◆ The majority (58%) of single family residents 'don't know' the program start, while 12% say 2017 and another 2% specifically 'summer' 2017.
- ◆ The vast majority (89%) of single family residents think Black Carts will continue to be collected weekly once the Green Cart program starts.
 - ❖ With regard to Green Cart collection frequency, half (48%) think it will be collected weekly, 27% once every two weeks, 7% once a month and 16% don't know.



Knowledge of Materials Accepted in Green Carts

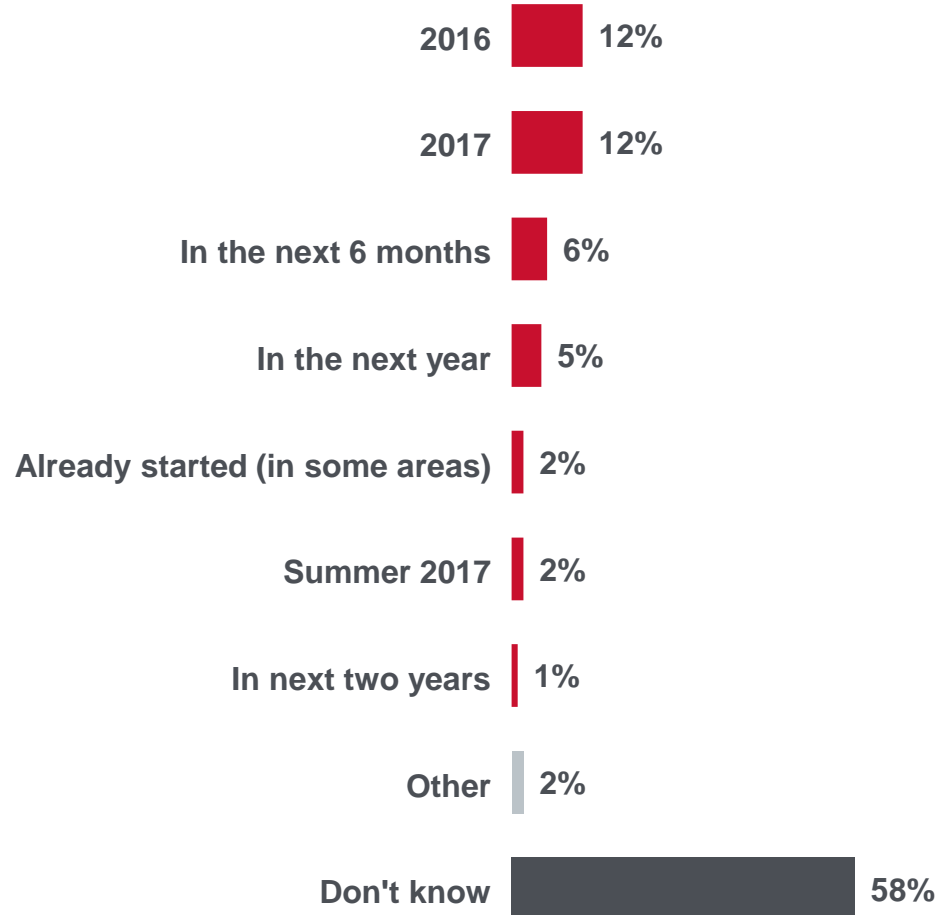


Base: All respondents (n=660)

Q19. Thinking about food waste, yard waste and other types of waste, to the best of your knowledge, what materials can be put in the Green Carts?



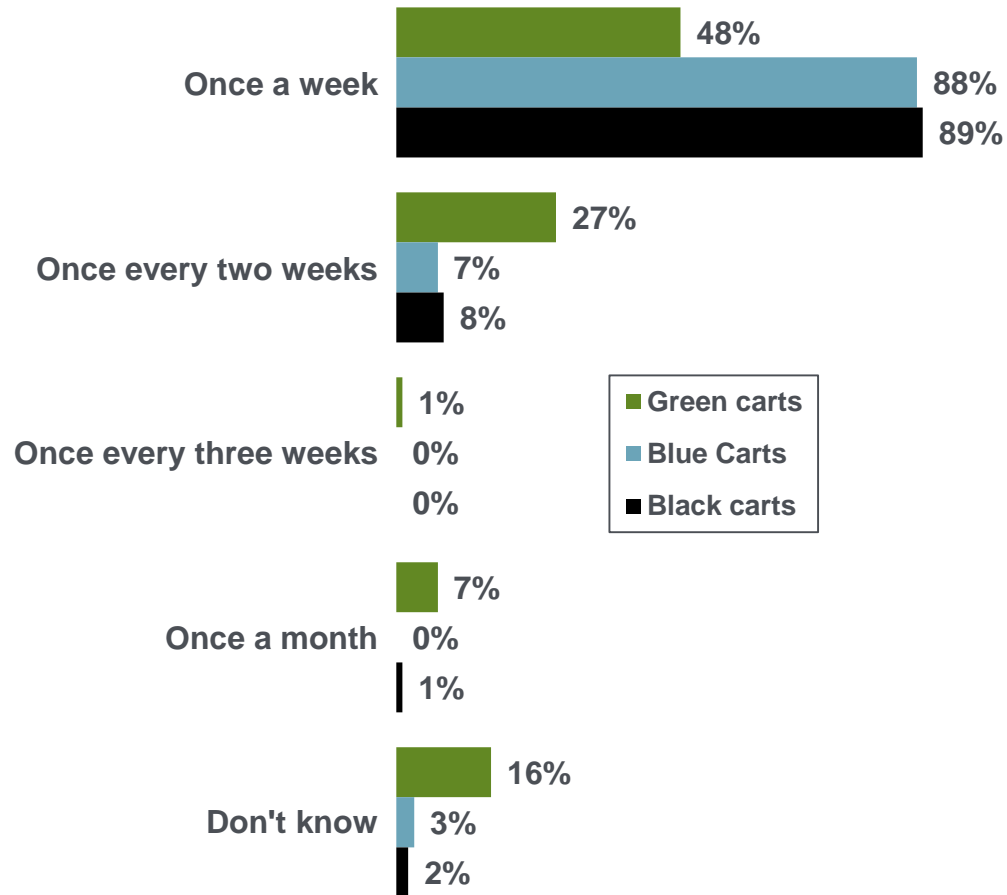
Green Cart Program Start Date



Base: All respondents (n=660)

Q18. To the best of your knowledge, when will the Green Cart program start?

Awareness of New Frequency of Cart Collection



Base: All respondents (n=660)

Q20. To the best of your knowledge, once the Green Cart program starts, how often will Green/Blue/Black Carts be collected by The City?

Perceptions of the Green Cart Program



The Green Cart Program

As you June know, the Green Cart program will provide weekly collection of food and yard waste. All food waste will be collected through the program. This includes materials that can be composted in a backyard composter such as fruits and vegetables, egg shells, tea bags and coffee grinds, as well as additional items such as meat, fish, bones, dairy products, pasta, breads and table scraps. Yard waste collected through the program will include grass clippings, leaves, plants, weeds and branches. Other items that can go in the Green Cart include paper towels and tissues, dog waste, kitty litter and animal bedding. The materials collected will be sent to a processing plant and converted into nutrient rich compost.

Support for the Green Cart Program

Support for the Green Cart program is extremely high.

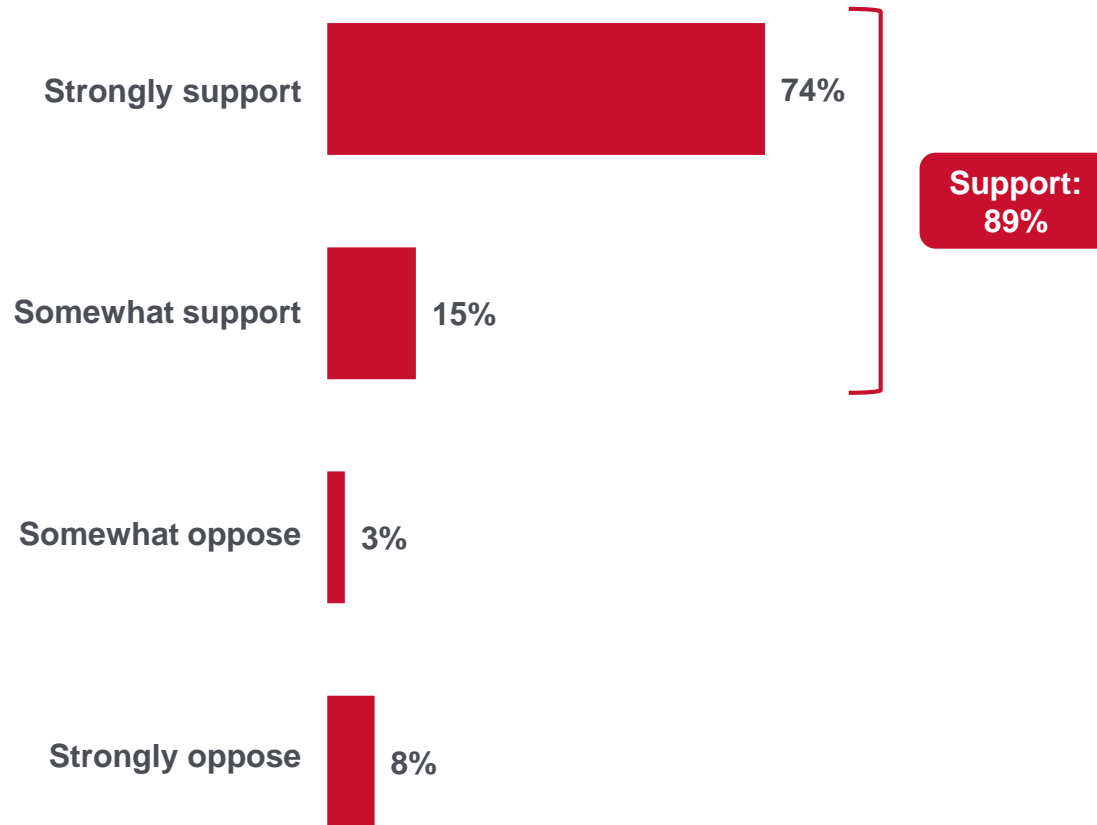
- ◆ Fully nine-in-ten (89%) single family residents support the implementation of the Green Cart program, with three-quarters (74%) '*strongly*' supporting the program.
 - ❖ It is notable that prior to Blue Cart rollout, support was 77% city-wide (51% '*strongly*').
- ◆ Support remains very high among Calgarians who **have a backyard composter** (84%), though it is significantly lower than those who do not have a composter (91%).
- ◆ While support is strong across all demographic groups, it is significantly higher among those **under the age of 55** (95% 18 to 34 and 91% 35 to 54 vs. 78% 55 or older).

Cost is the biggest concern about the Green Cart program.

- ◆ Among the eleven percent who oppose the program, the most frequent reason for opposition is "*additional cost/will increase taxes*" (42%), followed by "*unnecessary/no value*" (27%), "*already compost*" (23%) and "*don't want another cart/don't have space*" (23%).
- ◆ When supporters are asked if they have any concerns about the program, seven-in-ten (70%) say "*no concerns/none*" while 11% say "*additional cost/will increase taxes.*"



Support for the Green Cart Program



Base: All respondents (n=660)

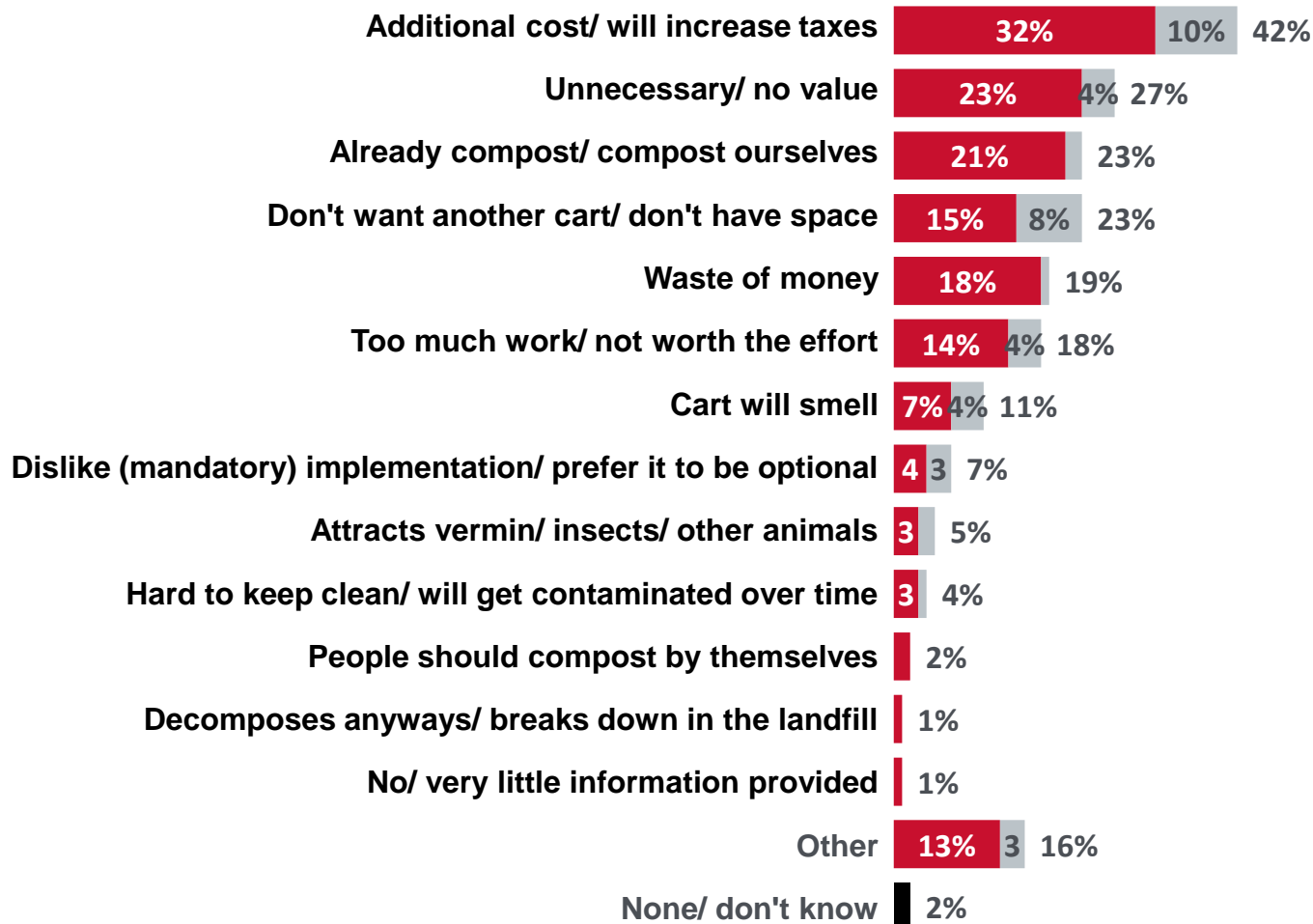
Q23. Do you personally support or oppose the implementation of the Green Cart program by The City of Calgary?



Reasons for Opposing the Green Cart Program

Multiple Responses

■ Reasons for opposing ■ Other concerns



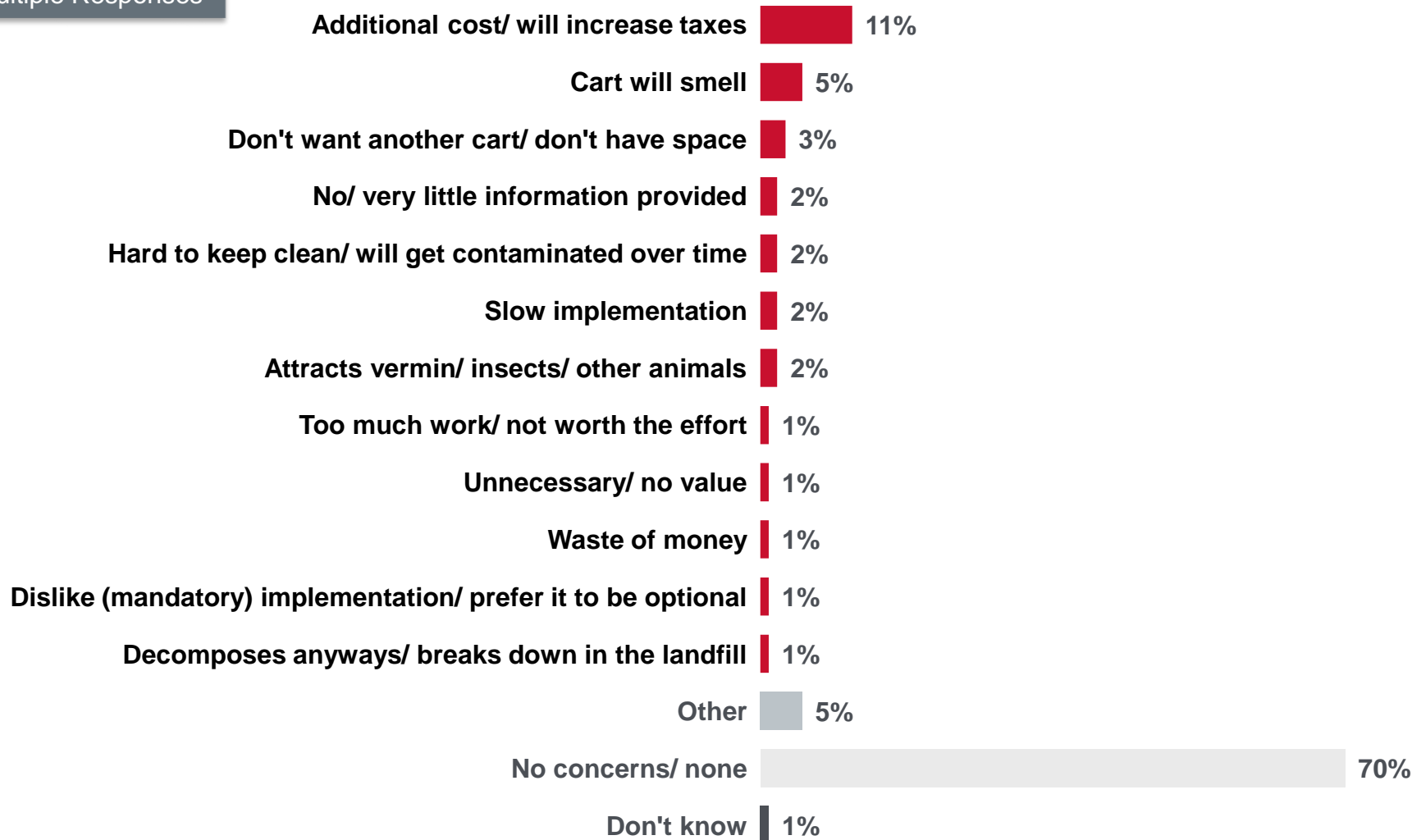
Base: Oppose the Green Cart program (n=89)

Q24A. Why do you oppose the Green Cart program? /Q24B. Do you have any other concerns about the Green Cart program?



Concerns about the Green Cart Program among Supporters

Multiple Responses



Base: Support the Green Cart program (n=571)

Q25. Do you have any concerns about the Green Cart program?

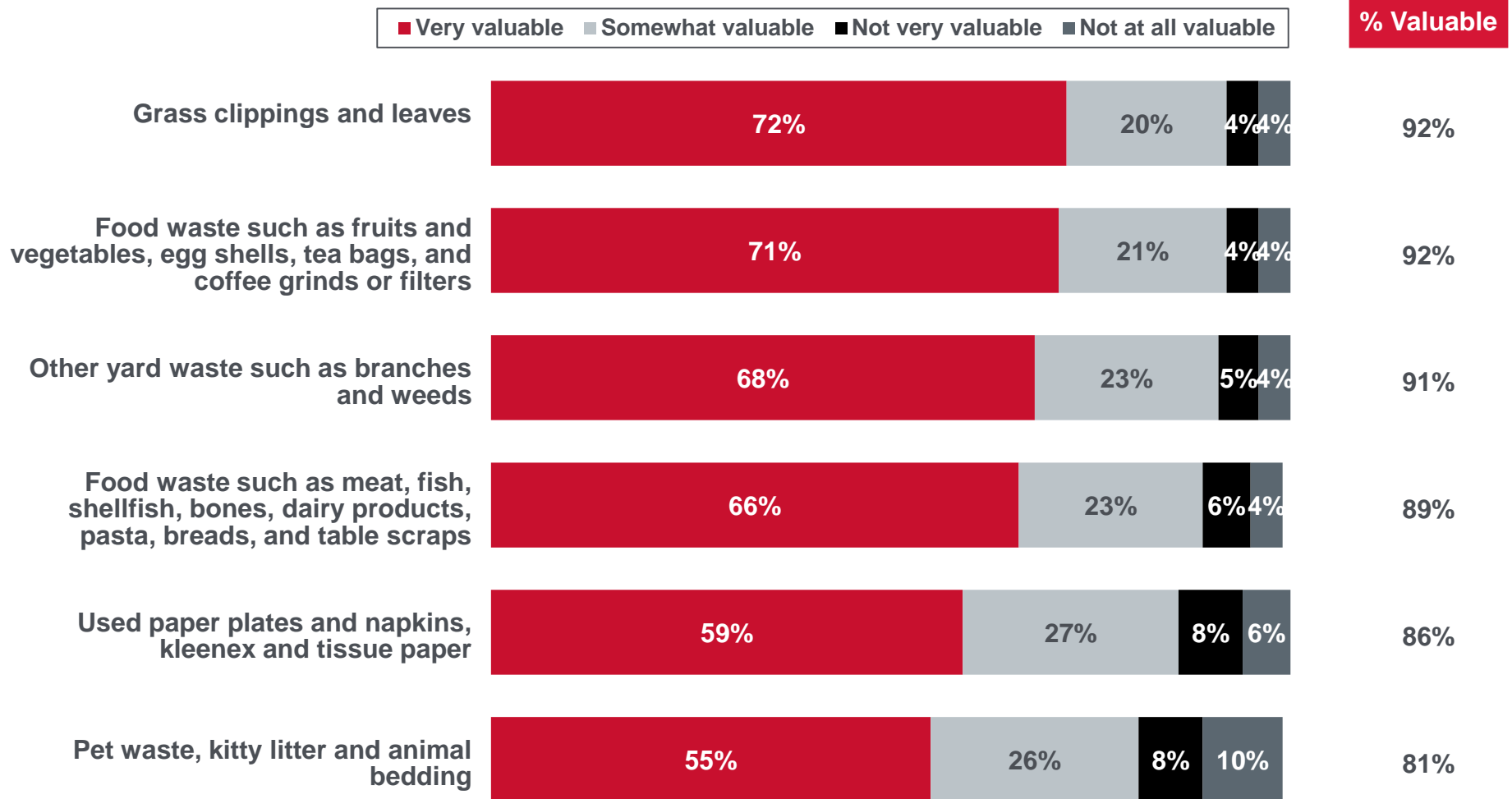
Value of Specific Items Accepted in the Green Cart Program

Single family residents do not appreciate that a key value of the Green Cart program is the acceptance items that cannot be composted in a backyard composter.

- ◆ When asked to rate the value of different types of items accepted in the Green Cart program, more than eight-in-ten single family residents say all of the items are valuable.
- ◆ Looking at 'very' valuable ratings, the highest rated items are those that can be composted in a backyard composter – 'grass clippings and leaves' (72% 'very' valuable) and 'food waste such as fruits and vegetables, egg shells, tea bags and coffee grinds or filters' (71% 'very' valuable).
- ◆ They are closely followed by 'other yard waste such as branches and weeds' (68% 'very' valuable) and then 'food waste such as meat, fish, shellfish, bones, dairy products, pasta, breads and table scraps' (66% 'very' valuable).
- ◆ Comparatively lower are ratings for 'used paper plates and napkins, kleenex and tissue paper' (59% 'very' valuable) and 'pet waste, kitty litter and animal bedding' (55% 'very' valuable).
- ◆ It is notable that 'very' valuable ratings are significantly higher for 'other yard waste' among **gardeners** (71% vs. 58% non-gardeners), and for 'pet waste' among **pet owners** (69% vs. 41% non-pet owners).



Value of Specific Items Accepted in the Green Cart Program



Base: All respondents (n=660)

Q26. Would you say that it is very valuable, somewhat valuable, not very valuable or not at all valuable that the Green Cart program accepts the following items for composting?

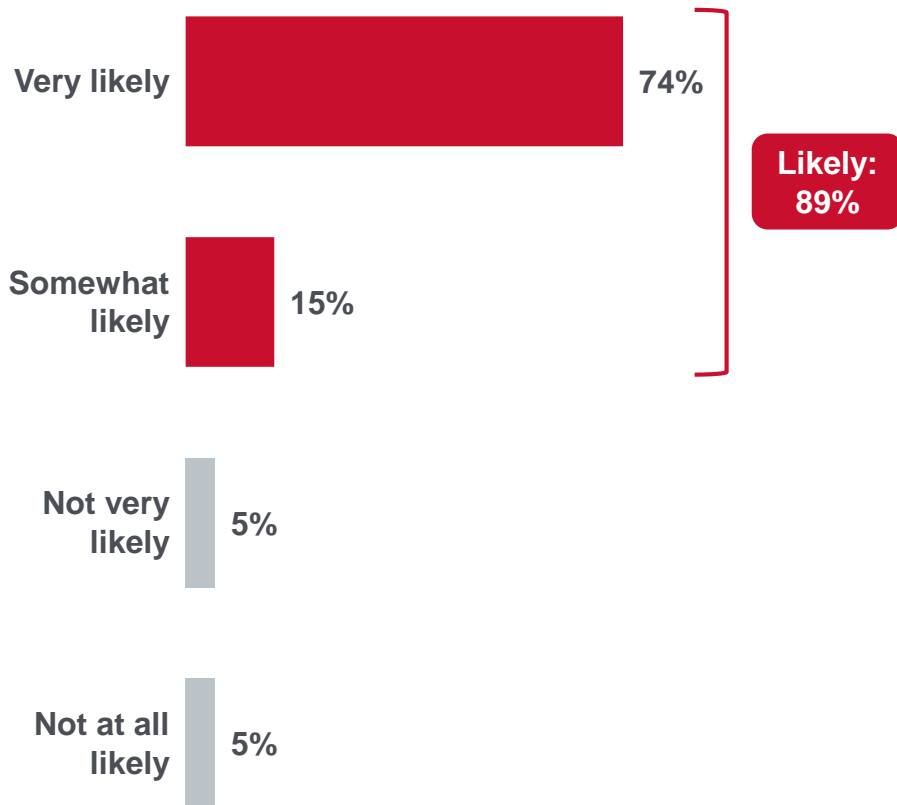
Anticipated Use of the Green Cart

As with program support, anticipated use of the Green Cart is also extremely high.

- ◆ Nine-in-ten (89%) single family residents say they are likely to use the program with three-quarters (74%) saying they are ‘very’ likely.
- ◆ Likelihood of using the program remains very high among Calgarians who **have a backyard composter** (82%), though it is significantly lower than those who do not have a composter (92%).
 - ❖ The segment of Calgarians who have a backyard composter, and are unlikely to use the Green Cart is limited to 4.5% of single family residents.
- ◆ While likelihood of use is strong across all demographic groups, it is significantly higher among those **under the age of 55** (95% 18 to 34 and 91% 35 to 54 vs. 79% 55 or older).
- ◆ Among the ten percent unlikely to use the Green Cart, the most frequent reasons given are “*already do it/already compost ourselves*” (40%) and “*we don’t need it/we don’t have much to compost*” (34%).
 - ❖ Demographically, they skew male (66%) and older (50% 55 or older).

Anticipated Use of the Green Cart

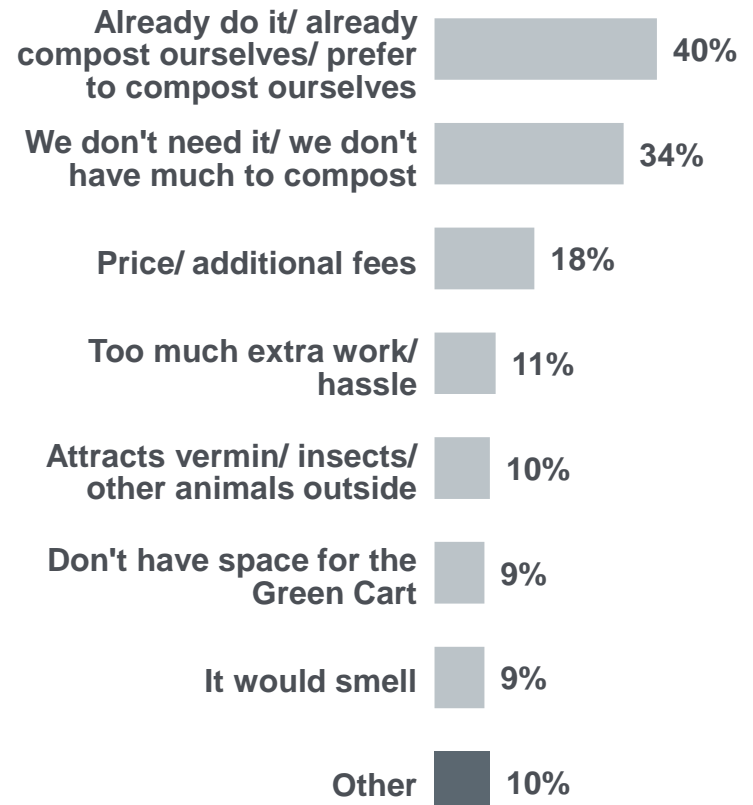
Likelihood of Using the Green Cart



Base: All respondents (n=660)

Q27. How likely are you to use your Green Cart once the program begins
- very likely, somewhat likely, not very likely or not at all likely?

Reasons Unlikely to Use Green Cart



Base: Unlikely to use the Green Cart (n=84)

Q27a. Why do you think you are unlikely to use your Green Cart?

Anticipated Satisfaction with Program Logistics

A sizeable minority have concerns about having three carts with lack of space the driving factor.

- ◆ One-quarter (25%) of single family residents say they have concerns about having three carts.
 - ❖ Concern increases significantly with **age** – from 12% among those aged 18 to 34 to 26% among those aged 35 to 54 to 39% among those aged 55 or older; and, is also significantly higher among residents whose garbage is picked up at the **front** of their property (31% vs. 21% rear).
- ◆ Among those with concerns, by far the most frequent reason is “*don’t have space to store another cart/no room*” (76%) – this increases to 90% among those with front garbage pick-up.

The majority feel they will be satisfied with the new Black Cart collection frequency.

- ◆ Eight-in-ten (78%) single family residents say they will be satisfied with weekly Green and Blue cart collection and bi-weekly Black cart collection.
- ◆ Among the notable minority (22%) who think they will be dissatisfied, key reasons are “*household has too much garbage/will not be able to dispose of all our garbage*” (31%), “*Black cart is usually full/have excess garbage*” (21%), “*garbage should be picked up weekly*” (19%) and “*bad odour/garbage will smell if left out for too long*” (16%).

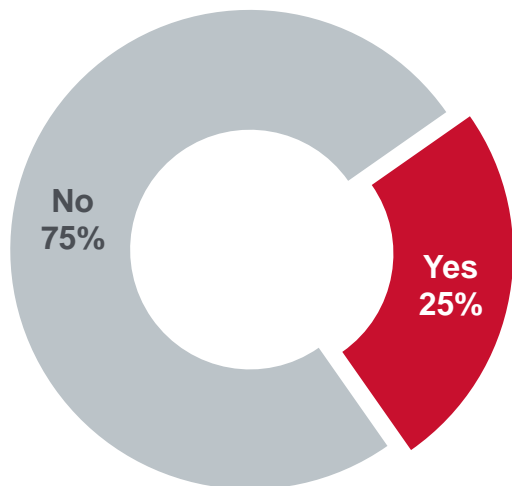
Anticipated satisfaction with two collection days is lower.

- ◆ Just half (52%) think they will be satisfied with having two collection days.
 - ❖ Anticipated satisfaction is significantly lower among those aged **35 or older** (47% vs. 61% 18 to 34) and whose garbage is picked up at the **front** of their property (44% vs. 57% rear).



Concerns About Having Three Carts

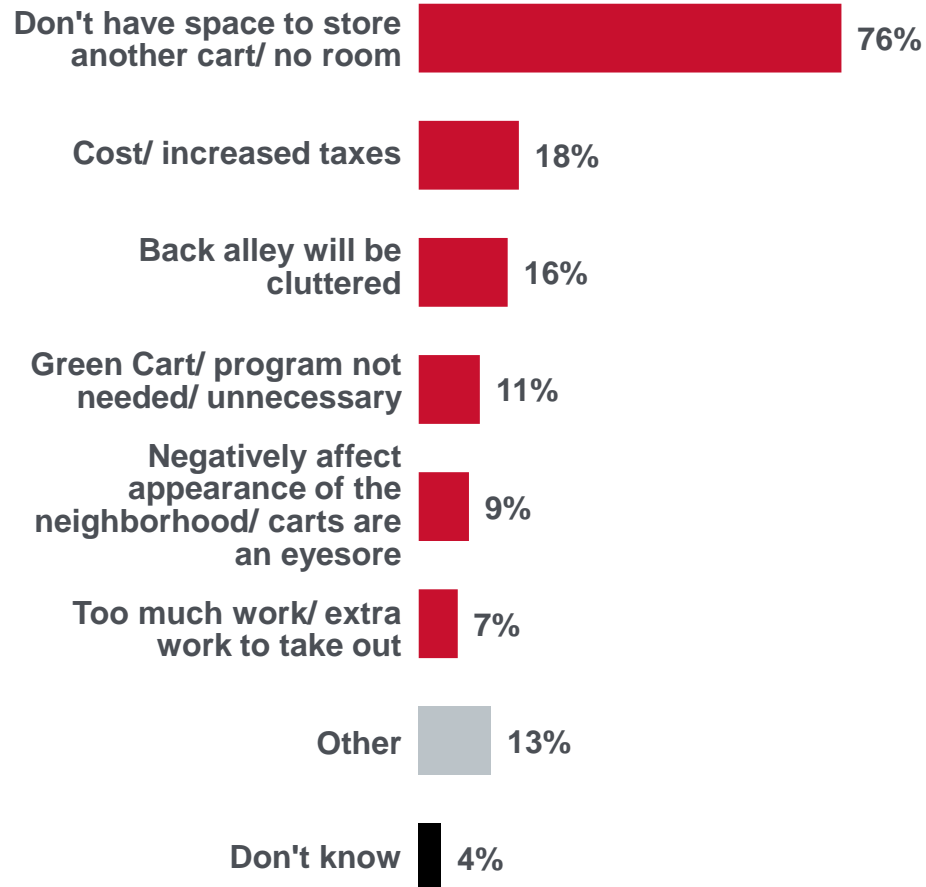
Concerns About Three Carts



Base: All respondents (n=660)

Q21. Does your household have any concerns about having three carts?

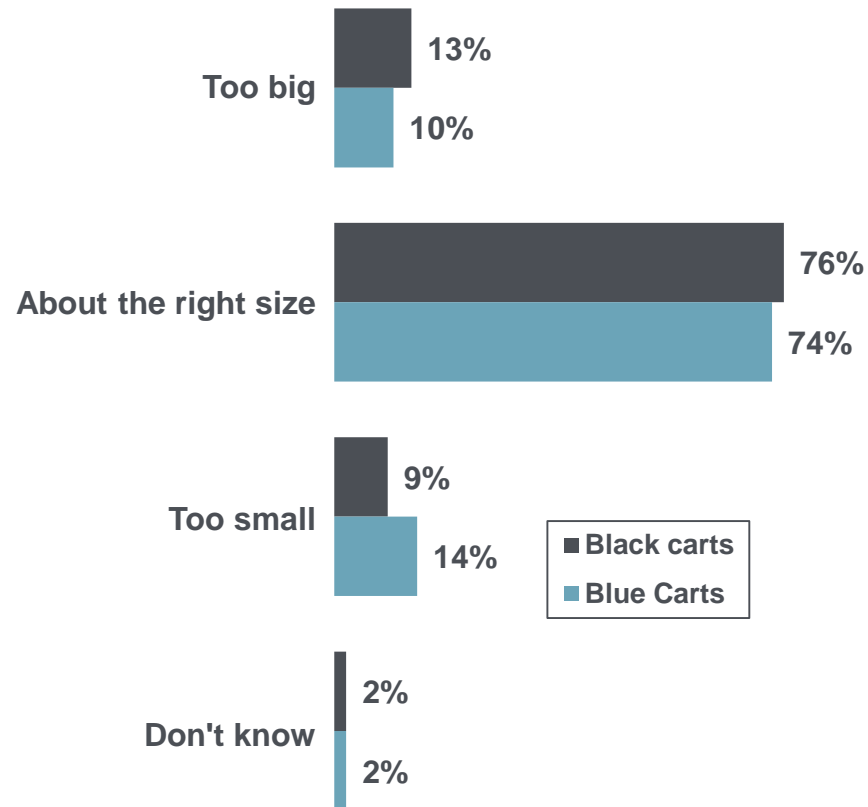
Reasons for Concern



Base: Single family who have concerns (n=194)

Q21a. What concerns do you have about having three carts?

Perceptions of Current Cart Size



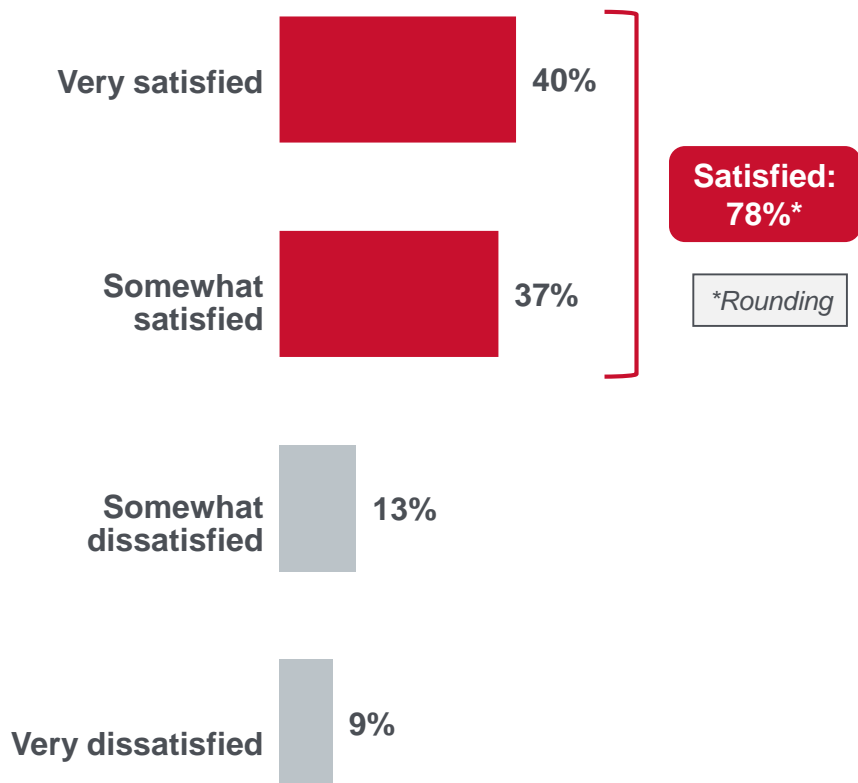
Base: All respondents (n=660)

Q29. Would you say your Black Cart for garbage is too big, about the right size or too small? How about your Blue Cart for recycling?



Anticipated Satisfaction with New Collection Frequency

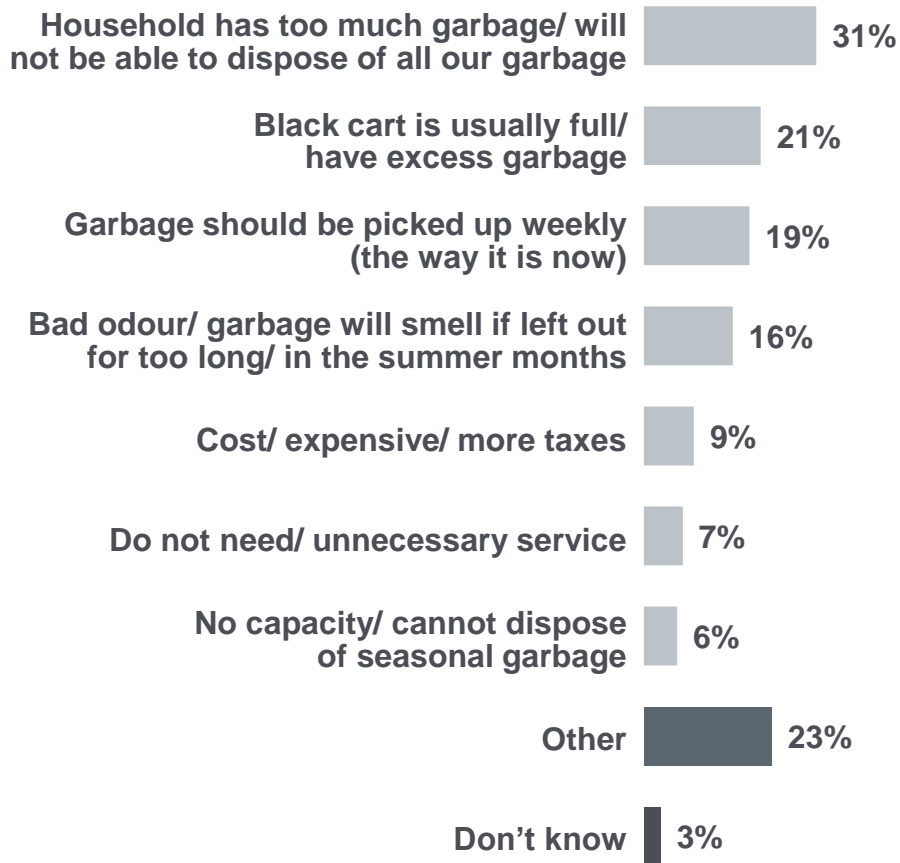
Anticipated Satisfaction with New Collection Frequency



Base: All respondents (n=660)

Q30. As you June know, when the Green Cart program begins, both Blue Carts and Green Carts will be collected every week, while Black Carts will be collected every second week since the majority of household waste can be recycled or composted. How satisfied do you think you will be with this new collection frequency?

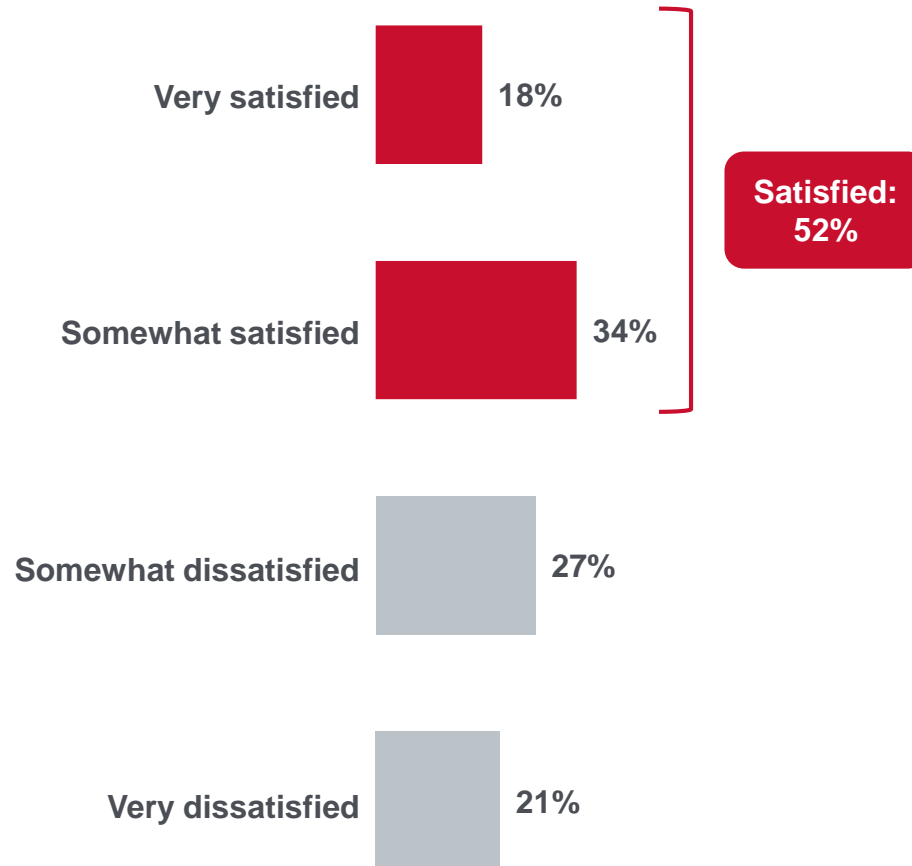
Reasons for Anticipated Dissatisfaction



Base: Think they will be dissatisfied with new frequency (n=153)

Q30A. Why do you think you will be dissatisfied with this new collection frequency?

Anticipated Satisfaction with Two Collection Days



Base: All respondents (n=660)

Q31. As you June know, when the Green Cart program begins, Blue Carts and Green Carts will be collected on the same day of the week, while Black Carts will be collected on a different day. How satisfied do you think you will be having two collection days?



Importance of Program Elements

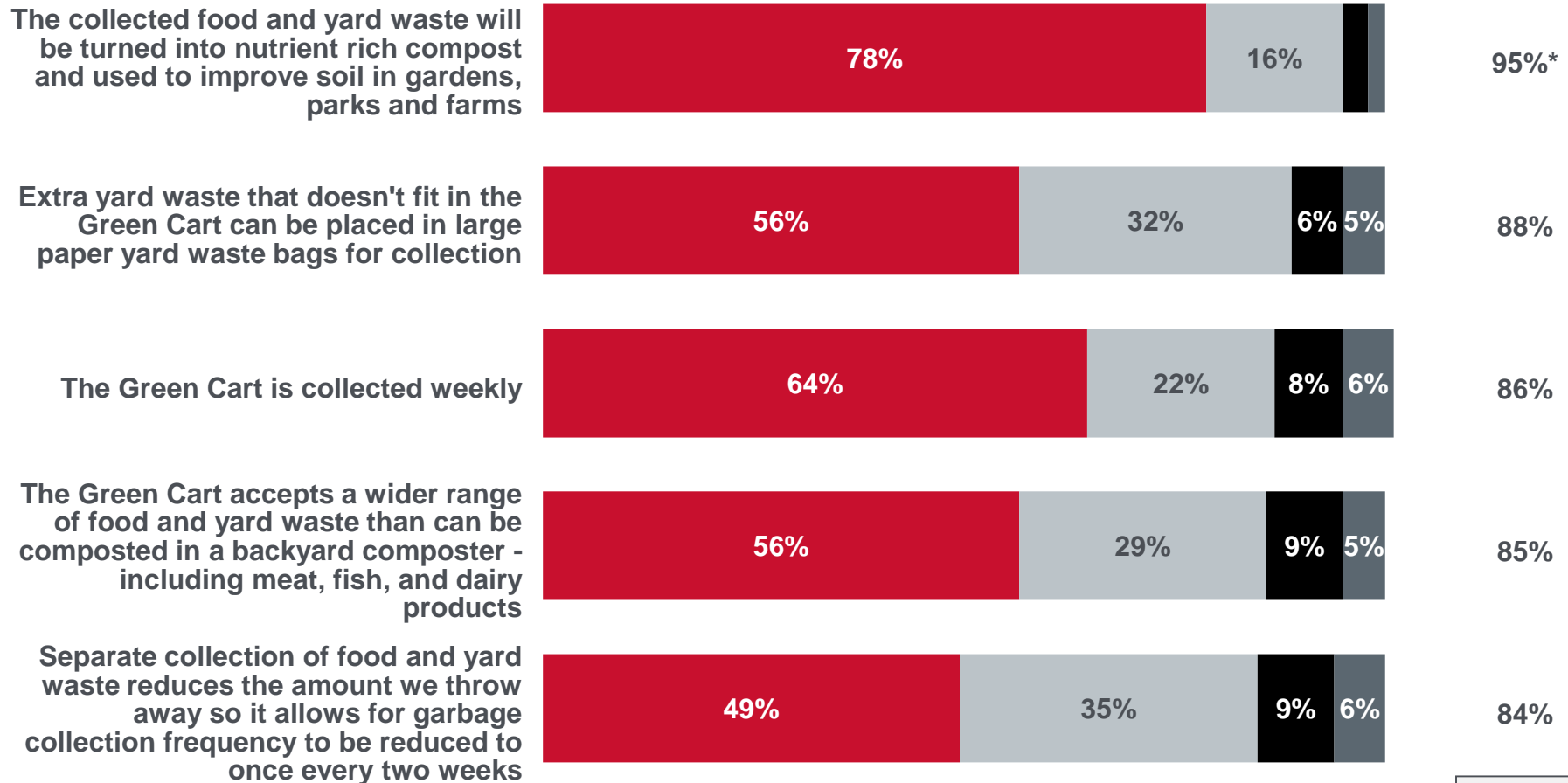
- ◆ All five program elements evaluated are deemed important for support of the Green Cart program by more than eight-in-ten Calgarians.
- ◆ Considering 'very' important ratings, one message emerges on top: 'the collected food and yard waste will be turned into nutrient rich compost and used to improve soil in gardens, parks and farms' (78% 'very' important).
 - ❖ This is followed by 'the Green Cart is collected weekly' (64% 'very' important); and, 'extra yard waste can be placed in large paper yard waste bags for collection' and 'the Green Cart accepts a wider range of food and yard waste than can be composted in a backyard composter' (both 56% 'very' important).
 - ❖ Comparatively lower is 'separate collection of food and yard waste reduces the amount we throw away so it allows for garbage collection frequency to be reduced to once every two weeks' (49% 'very' important).



Importance of Program Elements in Supporting the Green Cart Program

■ Very valuable ■ Somewhat valuable ■ Not very valuable ■ Not at all valuable

% Important



*Rounding

Base: All respondents (n=660)

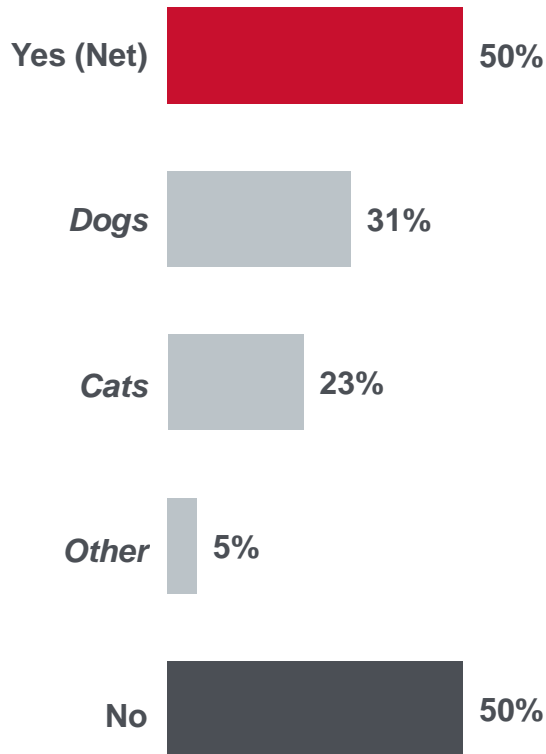
Q32. Please indicate if each of the following is very important, somewhat important, not very important or not at all important to your support of the Green Cart program.





Pet Ownership and Gardening

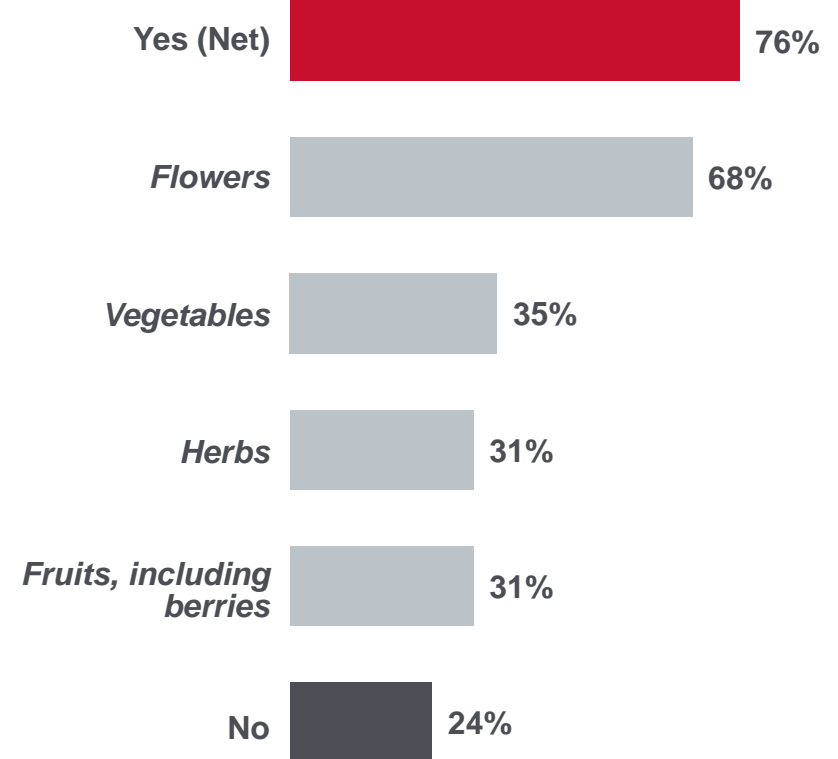
Pet Ownership



Base: All respondents (n=660)

[Q33. Does your household have any dogs, cats or other pets?

Gardening



Base: All respondents (n=660)

Q34. Does your household grow any of the following in your garden?



Quadrant

Southwest	27%
Southeast	23%
Northwest	28%
Northeast	21%

Type of Home

Single-family home	86%
Apartment building or other multi-family complex	-
Duplex, triplex or fourplex	11%
Townhouse or rowhouse	3%

Location of Garbage Pick-Up

Front	43%
Rear	56%

Own or Rent

Own	79%
Rent	18%
Other	3%

Responsible for Property Taxes or Rent

Yes	81%
No	19%
No response	1%

Household Size

1	8%
2	30%
3	20%
4	24%
5 or more	18%
Mean	3.2

Children in Household

Yes	44%
No	56%

Base: Base: All respondents (n=660)



Gender

Male	51%
Female	49%

Age

18 to 34	31%
35 to 54	41%
55 or older	26%
Mean	44 years

Education

Completed high school or less	21%
Some post secondary or completed a college diploma	36%
Completed university degree or post-grad degree	42%

Income

<\$40,000	9%
\$40,000 to <\$60,000	10%
\$60,000 to <\$80,000	12%
\$80,000 to <\$100,000	13%
\$100,000 to <\$120,000	15%
\$120,000 to <\$140,000	8%
\$140,000 or more	23%
No response	10%

Tenure in Calgary

5 or less	13%
6 to 10	12%
11 to 20	25%
21 to 30	18%
31 to 40	15%
More than 40	17%
Mean	24

Challenges with English

Yes	4%
No	96%

Base: Base: All respondents (n=660)



Contact

Sheela Das

Director

Ipsos Public Affairs

587.952.4874

email: sheela.das@ipsos.com

Jamie Duncan

Vice President

Ipsos Public Affairs

587.952.4863

email: jamie.duncan@ipsos.com

