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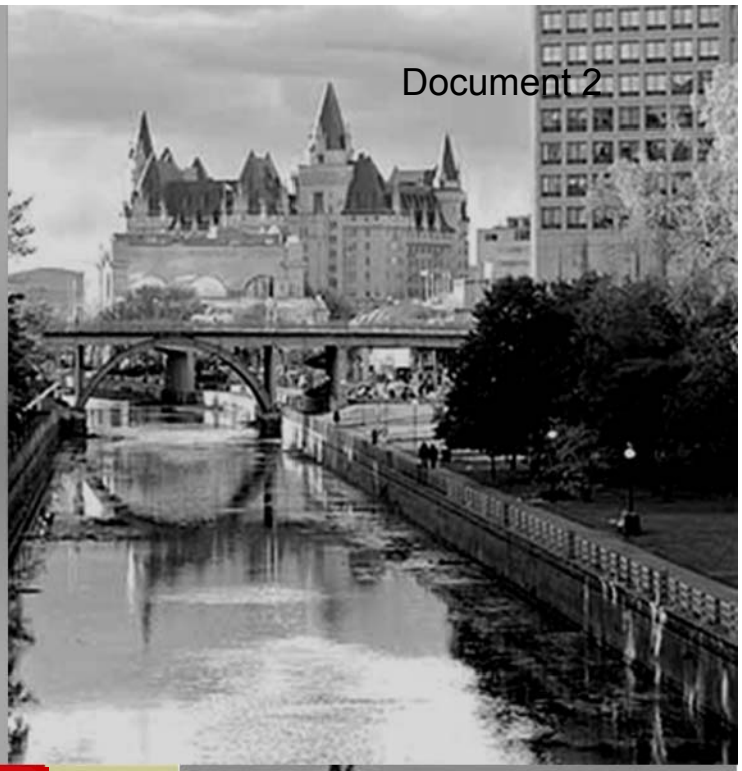

Waste Diversion Quantitative Study

CITY OF OTTAWA

Key Findings • January 2011

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1.0 Executive Summary

The research suggests that there was an improvement in Ottawa residents' satisfaction with the overall City services since 2008. The Green Bin program was most favoured by the urban curbside respondents as was the concept of a weekly pick-up of the green bin. Multi-residential respondents felt encouraged to recycle and were supportive of initiatives to further engage building superintendants and to share information on the impact of recycling activities of their buildings.

Residents were satisfied with garbage and recycling services and the satisfaction has improved over the past two years.

1.1 Strategic Implications

1. **Overall satisfaction with City services improved** – Residents rated their satisfaction with the City of Ottawa services a 5 on a seven-point scale, indicating an increase from the 2008 wave of research, where the score was 4.5 on a seven point scale. Women and residents from multi-residential homes had comparatively more intense positive opinions of the City's services.

2. **Garbage and recycling has above-average satisfaction** – Garbage and recycling services showed higher satisfaction scores among residents compared to overall services provided by the City. Garbage scored highest in terms of satisfaction (5.81 on a seven point scale), followed by recycling services (5.65 on a seven point scale), indicating that these services are key contributors to positive attitudes toward City services.

3. **Recyclers still the majority** – The majority (67 percent) felt that cessation of recycling services would have an impact on their neighbourhood. Of note, residents who had an income of $30,000 to $45,000 were comparatively more likely to believe that if the City stopped the service, it would not have an effect on the people in their neighbourhood (3.0 on a seven point scale, compared to 2.2 for all residents). Although the distribution of opinion was similar between both waves of research, there was a drop in the percentage of residents who were unsure (10 percent in 2008 to only two percent in the current wave).

4. **Sorting knowledge could improve** – Nearly half of the residents were completely certain of the items to place in their blue box and green bin (48 percent and 49 percent, respectively), while certainty scores were highest for the black box (cardboard/paper) stream – six in ten residents (60 percent) were completely

certain. Of note, respondents who lived in a multi-residential setting and those with rural curbside services had lower certainty scores. This could be attributed to the fact that multi-residential customers have less access to the Green Bin program and that curbside-rural residents tend to compost their own waste and bypass the green bin.

5. **Weekly year round pick-up for green bin supported** – The majority of curbside urban residents said that they used the green bin (77 percent) and were generally satisfied the City's recycling service approach (score of 4.8 on a seven point scale). They were also comparatively more likely to find the weekly green bin pick-up appealing (4.2 on a seven point scale) compared to other proposals and were comparatively more likely to prefer the current system of biweekly pick-up of blue and black boxes (70 percent) than weekly collection (29 percent).

6. **Rural appetite to participate in green bin** – Rural respondents were interested in participating in the Green Bin program, although four in ten indicated that they were not at all interested (41 percent). They were also comparatively more likely to prefer the current bi-weekly blue and black box collection systems (66 percent), and weekly garbage pick-up (76 percent) compared to other alternatives. The proposals related to consequences of exceeding garbage limits were scored comparatively lower by rural residents.

7. **Information and engagement key to multi-residential residents** – Respondents living in multi-residential settings felt that their facilities encouraged recycling (66 percent), and the getting the superintendent to take an active role in promoting recycling was seen as the most important initiative to encourage recycling (5.0 on a seven point scale), followed by receiving information about recycling in one's building (4.9 on a seven point scale).

8. **Preliminary views on incineration and drop-off depots** – The majority of respondents favoured the concept of incineration (56 percent found it very appealing) and these findings were consistent among demographic sub-groups. Readers should note that the respondents were introduced the concept of incineration only in terms of it resulting in diverting more waste from the landfills and producing electricity. Similarly, a majority of residents considered having drop-off depots across the city for additional items appealing (52 percent thought it was very appealing). Intensity of appeal was higher among curbside urban residents compared to those living in multi-residential settings.

9. **Take It Back & Household Hazardous Waste** – Awareness of both Take It Back And Household Hazardous Waste Depots programs was high (42 and 53 percent, respectively), although these percentages were negatively impacted by the multi-residential dwellers being comparatively less likely to be aware of both programs. The majority of residents who had heard of both programs have also used it (60 percent have used the Take It Back program, 65 percent have used Household Hazardous Waste Depots program).

2.0 Background

As part of a broader strategic planning initiative, the City of Ottawa Solid Waste Services branch retained Nanos Research to conduct research on the Residential Solid Waste Programs. This quantitative study, the third phase of a four-phase engagement, was a critical piece in the overall strategic plan for residential waste diversion in Ottawa. The goal of this project was to help chart a long-term path forward which supports the City's objectives, but which also engages residents on the issue of residential diversion.

Three target groups of residents were identified and interviewed as part of the engagement: multi-residential urban (City of Ottawa residents who do not have curbside collection service), curbside urban (City of Ottawa residents who have curbside collection service) and curbside rural residents (City of Ottawa rural residents who have curbside collection service).

2.1 Methodology

The overall project methodological strategy included a series of information gathering and screening steps, which were used as a means of collecting input from residents, testing options, validating options under consideration and measuring their likely adoption and identifying key educational and marketing elements required to realize the proposed solutions for optimal adoption by Ottawa residents.

Market Study Methodology

The key objective of the market research was to measure the likelihood of adoption of options under consideration and to capture options within the diversity of collection zones that make up the City of Ottawa. The random telephone survey of 2,003 Ottawa residents was conducted between December 18th and December 22nd, 2010. The margin of accuracy for a sample of 2,003 Ottawa residents is 2.2 percentage points, plus or minus, 19 times out of 20.

Among the sub-samples, a random telephone sample of 500 multi-residential urban residents is accurate 4.4 percentage points, plus or minus, 19 times out 20; a random telephone sample of 1,403 curbside urban residents is accurate 2.6 percentage points, plus or minus, 19 times out of 20; and a random telephone sample of 100 curbside rural residents is accurate 10 percentage points, plus or minus, 19 times out of 20.

The sizes of the sub-samples were based on the breakdown of residents and the services they receive as provided by the City. The final Nanos sub-samples reflect the actual

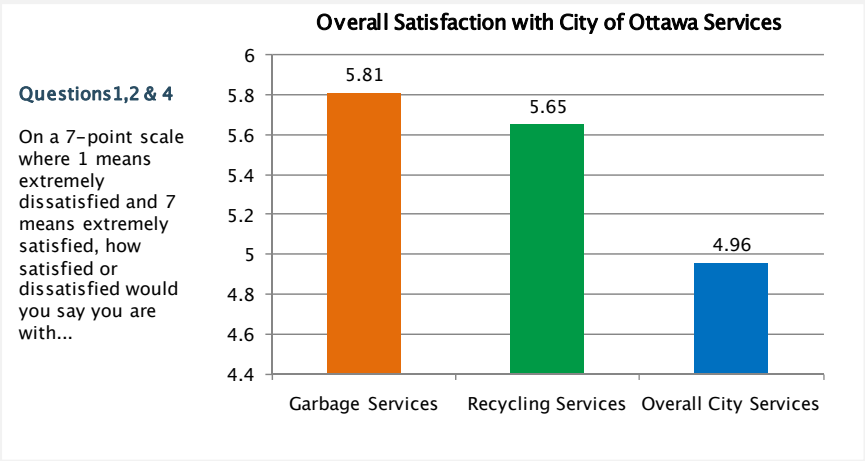
incidence of service types. Readers should note that multi-residential rural customer type included only 123 households and was not a sufficient size to generate a valid sample or to conduct interviews.

Sampling Strategy	Actual	Actual	Actual Sample	Survey Sample	Survey	Survey
Customer Type	N	P	n=2000	n=2000	p	Margin +/-
Curbside Rural	7,376	2.1%	42	100	5.0%	10
Curbside Urban	256,396	72.4%	1447	1400	70.0%	2.6
Multi-Residential Rural	123	0.0%	1	0	0.0%	NA
Multi-Residential Urban	90,480	25.5%	511	500	25.0%	4.4
Total	354,375	100.0%	2000	2000	100.0%	2.2
Note: Weight was applied						

For the Solid Waste study conducted by Nanos in 2008, Nanos established household/phone counts for each of the City's collection zones using the zone maps provided by the City and the Census Tract divisions. Nanos created five collection zones that were proportional to household counts (Zone 1 – West, Zone 2 – South/West, Zone 3 – Central, Zone 4 – East/South, and Zone 5 – East).

3.0 Satisfaction with the City

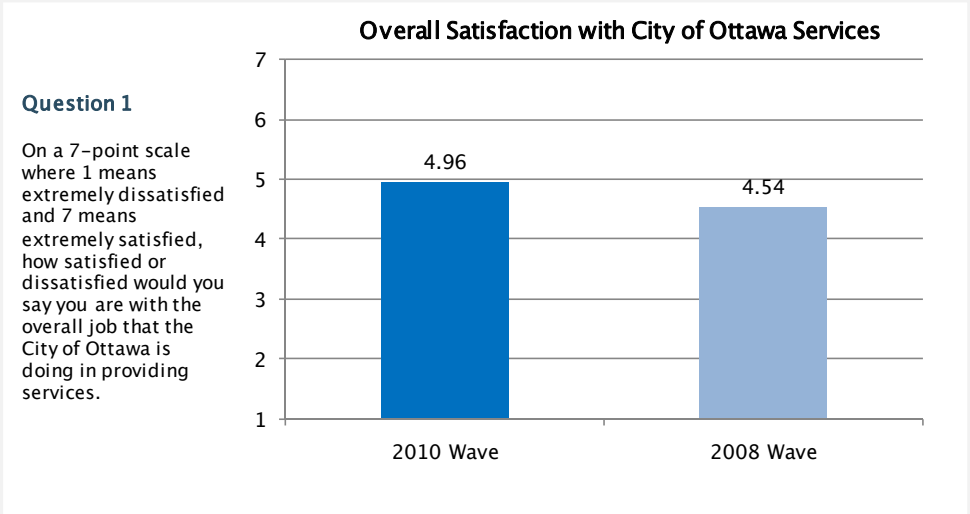
A review of the research suggests that the overall satisfaction of residents with the services provided by the City has improved since 2008 and that both garbage and recycling services are positive drivers in terms of resident satisfaction at the time of the study.



Satisfaction with garbage services received comparatively higher scores than both recycling and overall City of Ottawa services, but all three improved.

3.1 Overall Satisfaction

Asked about their overall level of satisfaction with the City of Ottawa in terms of the services provided, residents gave the City a score of 5.0 on a seven point scale. This represents an increase in satisfaction compared to a previous wave of research conducted by Nanos Research for the City in 2008 where residents scored the City a 4.5 on a seven point scale.



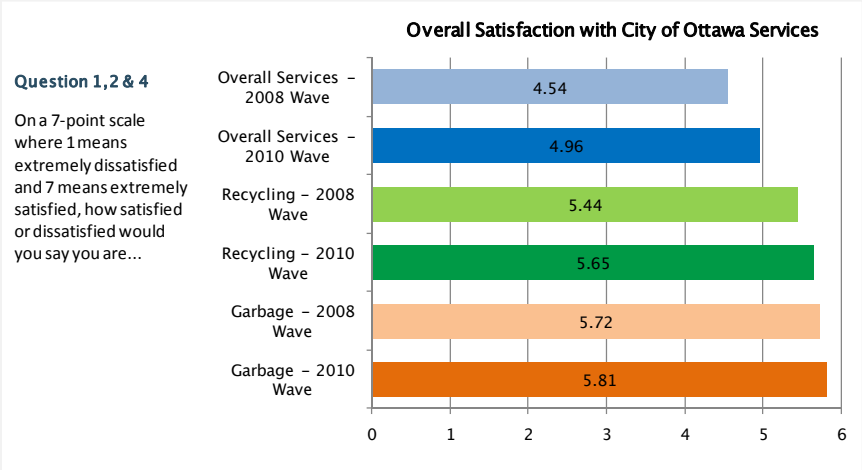
Women were noticeably more likely to provide the City with a more intense overall positive satisfaction score compared to men, as did residents who lived in a multi-residential homes. On the other end of the scale, although still positive overall, the intensity of positive satisfaction was comparatively lowest among curbside rural residents compared to those residents who lived in other types of dwellings. In terms of the types of recyclers profiled in the survey, all realized an increase in overall satisfaction with the City with a noticeable increase among those identified as recyclers (4.6 mean satisfaction score to 5.1).

Question 1: On a 7-point scale, where 1 is means extremely dissatisfied and 7 means extremely satisfied, how satisfied or dissatisfied would you say you are with the overall job that the City of Ottawa is doing in providing services?

Profile	Overall Satisfaction Mean Score (Seven Point Scale)
All residents (n=2,003)	4.96
Multi-residential Urban (n=500)	5.10
Curbside Urban (n=1403)	4.93
Curbside Rural (n=100)	4.61
Recyclers (n=1341)	5.06
Fairweather (n=285)	4.86
Non-recyclers (n=345)	4.73

3.2 Satisfaction with Garbage and Waste Diversion

Comparing the different elements tested in terms of satisfaction, both garbage services and recycling services scored higher than the overall score for City of Ottawa services. With garbage services receiving the highest comparative satisfaction score followed by recycling services and then the City's overall services. This suggests that those services related to garbage and recycling were, at the time of the study of a random sample of all City residents, key positive drivers for residents in terms of positive attitudes toward the City. An examination of the distribution of sentiment reveals that the dispersion of positive attitudes is much tighter in terms of garbage and recycling compared to overall satisfaction with City services. The satisfaction scores for all three have improved since the previous wave of research conducted by Nanos in 2008.



Respondents who indicated they were satisfied with the garbage service were driven by the fact that they were happy with the service provided (50 percent said they were satisfied when asked why they had that opinion). Among respondents who were not satisfied with the garbage services one in four (25 percent) attributed this to garbage men throwing garbage around. In terms of opinion drivers related to satisfaction with recycling services, the comparatively largest driver was that the service was poor or that they did not like the green bin service (21 percent of dissatisfied respondents). Conversely, the most common driver among those who were satisfied with the recycling service was that the services were efficient (63 percent).

3.3 Opinion Drivers for Increase in Recycling

When asked what could be done to encourage them to recycle more, more than one in four respondents (26 percent) indicated that they already recycle and could not recycle any more. Other key drivers were that nothing could be done (13 percent) and that there should be more education or information provided (12 percent).

Asked what the number one reason was that they do not recycle or do not recycle more, nearly three in ten respondents (29 percent) expressed that they do already recycle or do what they can.

On a scale of 1 to 7, where 1 is completely disagree and 7 is completely agree, do you agree or disagree with the following statement?: "If the City stopped recycling it wouldn't affect the people in my neighbourhood".

Question 9: [Answered 1-4 in Q8 only] What do you could be done to encourage you to recycle more? [Open-ended]

Response	Percent (n=1,311)
I already recycle/I cannot recycle more	26.1
Nothing	12.9
Education/More information	12.1
Publicity awareness/Media	8.1
Accept more materials	6.3
Show/Communicate benefits	5.1
More bins/Bigger bins	4.5
Charge/limit for garbage bags	3.4
Make it easier to recycle	3.1
Accessibility to apartment buildings/Better drop-off access	3.0
Unsure	7.1
Other (less than 3% of responses)	8.4
Total	**100.0**

*Numbers may not add up to 100 due to rounding.

On a scale of 1 to 7, where 1 is completely disagree and 7 is completely agree, do you agree or disagree with the following statement?: "If the City stopped recycling it wouldn't affect the people in my neighbourhood".

Question 10: [Answered 2-7 in Q8 only] What is the number one reason that you don't recycle or don't recycle more? [Open-ended]

Response	Percent (n=516)
I already recycle/I do what I can	28.5
I recycle all the time/Recycle everything	14.7
It's inconvenient/Hassle/No access	13.2
It's confusing/Need better information	6.0
Nothing/No opinion	5.4
I forget to recycle/Laziness	4.8
Need more recycling options/More materials should be accepted	3.3
I don't like the green bin/I don't compost/It's messy	2.9
I don't have time	2.5
I don't have a lot of waste/recyclables	2.5
I don't believe in recycling/I don't want to	2.3
I use my own compost (eg. in backyard)	1.6
It's costly	1.4
Other (less than 1% of responses)	3.1
Unsure	7.8
Total	**100.0**

*Numbers may not add up to 100 due to rounding.

3.4 Changes and Recommendations in Garbage and Recycling Services

All respondents were prompted on what would be the one thing they would change about either the garbage or recycling services that the City offers. One in four (26 percent) said that there was nothing they would change and that the services were fine the as is. When asked to make one recommendation on how to better educate the public about how garbage and recycling works in the City, the most common response was that they had no recommendations (17 percent), followed by having more advertisements (15 percent).

Question 6: If you wanted to change one thing about either the garbage or recycling services that the city offers, what would it be? [Open-ended]

Response	Percent (n=1,637)
Nothing/Perfect as is/Works fine	25.6
Green bin program should be eliminated	9.2
More frequent pick-ups (eg. weekly)	8.7
Better handling of bins at pick-up/Better customer service	8.4
More bins/Increased volume/Larger bins	7.6
Fewer recycling restrictions	6.3
Waste should be incinerated/The disposal system should be improved/more efficient	4.6
More "Take It Back!" programs/More drop-off locations/Hazardous waste should be picked up	4.1
Plastics (clam-shell containers, bags, etc.) should be recycled	4.0
Combine all recycling to 1 bin/Create flexibility/Choice	3.1
Unsure	7.5
Other (less than 3% of responses)	10.9
Total	**100.0**

*Numbers may not add up to 100 due to rounding.

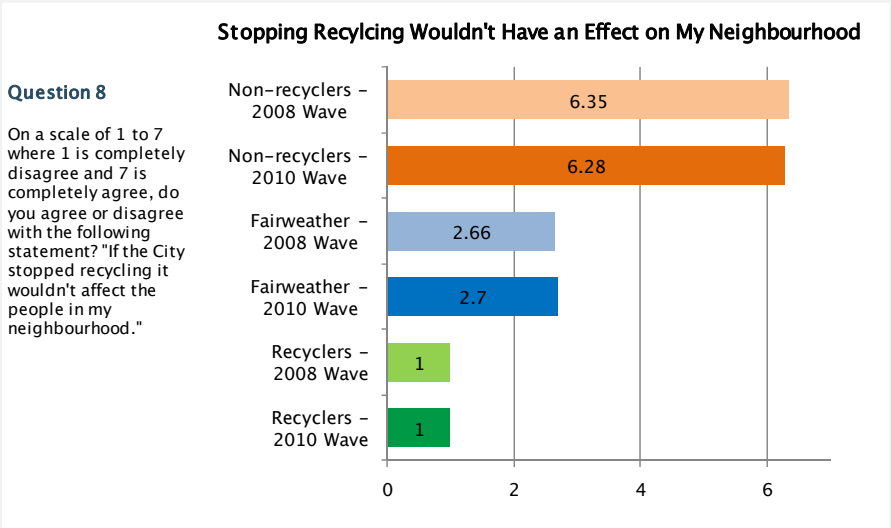
Question 7: If you could make one recommendation on how to better educate the public about how garbage and recycling works in Ottawa, what would it be? [Open-ended]

Response	Percent (n=1,520)
Nothing/No recommendation/Good job	16.7
Advertisements/More advertisements	14.8
More information/Demonstrate process and impact/Facility tours	12.4
Through media: TV, radio, Internet	11.4
Education (schools and the public)	10.5
Flyers/Mail/Newsletters	8.6
Improve waste services/Make recycling mandatory	5.7
Other (less than 1% of responses)	3.4
Unsure	16.5
Total	**100.0**

*Numbers may not add up to 100 due to rounding.

3.5 Profiling the Recycling Attitudes of Residents

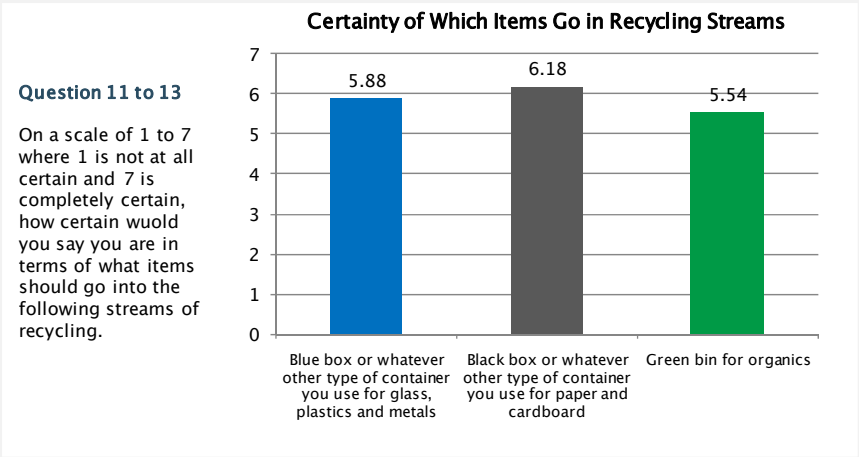
In order to profile the overall attitude toward recycling, residents were prompted with the statement "if the City stopped recycling, it wouldn't affect the people in my neighbourhood". Residents were asked to disagree or agree with the statement in both the 2008 and 2010 waves of research. The distribution of attitudes was generally similar between both waves of research. Currently, 67 percent of residents completely disagreed with the statement (scoring it a one out of seven), while 17 percent agreed with the statement (scoring the statement a five, six or seven out of seven). There occurred a significant drop in those residents who were unsure on this measure (from 10 percent in 2008 to two percent in 2010). A comparison of the two waves suggests that about one half of those residents who were unsure in the 2008 wave moved into the non-recycling



category (up to 17 percent in 2010 from 13 percent in 2008) while the rest moved into the recycling and fair-weather recycling categories in about equal measure. Also of note, residents who lived in households with income of $30,000 to $45,000 annually were comparatively more likely to agree with the statement (3.0 compared to 2.2 for all residents) that if the City stopped recycling it would not affect people in their neighbourhood.

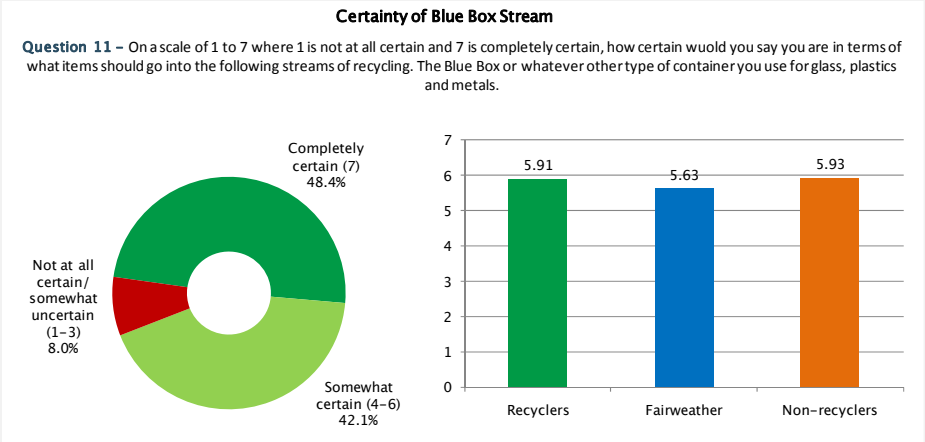
4.0 Recycling Stream Certainty

At least one half of all residents were completely certain as to which items went into the appropriate diversion stream. The highest level of certainty related to paper and cardboard while the blue box and green bin had comparative certainty scores. Middle income residents were comparatively less certain on blue box decisions, while rural and multi-residential residents were comparatively less certain on green bin decisions. Also of note, women were more likely to be completely certain about decisions related to organics compared to men.



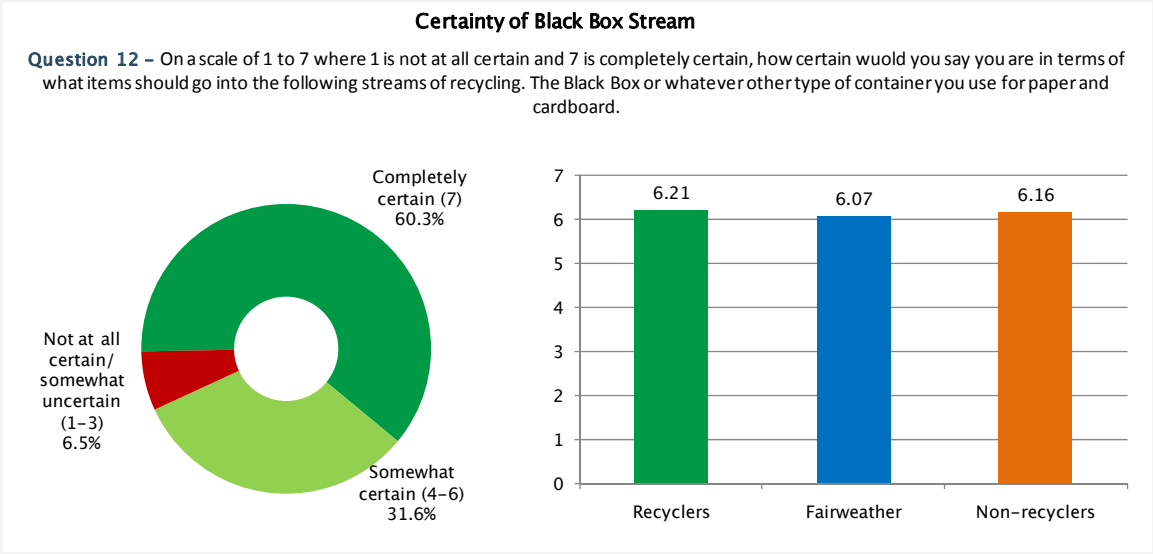
4.1 Certainty of Blue Box/Glass, Plastics and Metals Stream

About one half of residents (48 percent) said they were completely certain in terms of what they put in their blue box containers (or glass/plastics and metals stream). Certainty was highest among curbside urban residents. Of note, only about eight percent of residents considered themselves uncertain (they scored a 1, 2 or 3 on the seven point scale, where 1 was not at all certain). Of note, middle income residents (those with household incomes between $30,000 and $60,000 annually) had a positive but less intense level of certainty compared to other income groups ($30,000 to $45,000 scored a certainty of 5.7 out of seven while $45,000 to $60,000 scored a certainty of 5.8 compared to an overall City certainty score of 5.9 out of 7).



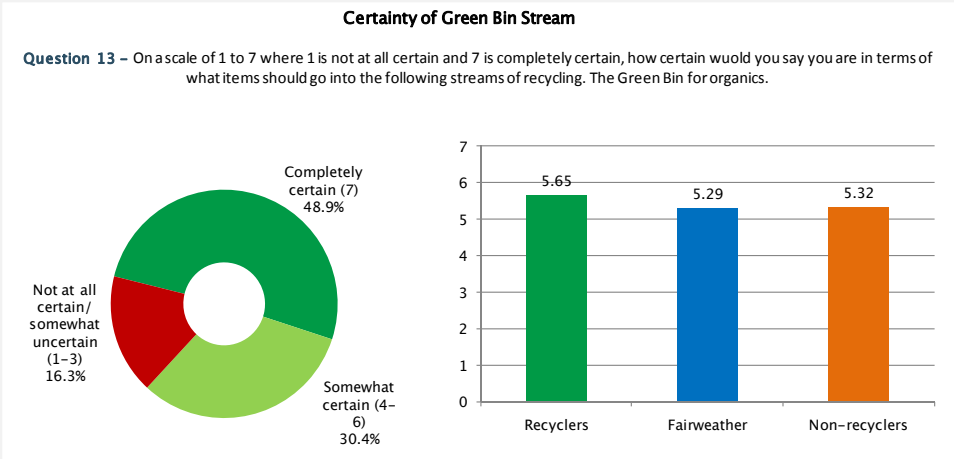
4.2 Certainty of Black Box/Paper and Cardboard Stream

Certainty scores for the black box/paper and cardboard stream were higher than the other streams. Six in ten residents (60 percent) said they were completely certain when it came to where paper and cardboard items should go, while about seven percent were generally uncertain. Curbside urban residents were more likely to have a higher certainty mean score compared to residents who received other services.



4.3 Certainty of Green Bin for Organics

The certainty related to what items should go into the green bin was generally comparable to that of the blue box with 49 percent of residents saying that they were completely certain as to what items should go into the green bin. Of note, those residents who lived in a multi-residential setting and also those that had rural curbside services had strong but lower certainty scores.



Based on the findings of the research, multi-residential customers have less direct experience with the Green Bin program, while many rural resident compost their waste without using the green bin. This likely explains the variance between these two groups

and the overall City average. Residents who lived in households with income with $75,000 or more annually were more likely to have a higher certainty score (5.7 out of seven compared to the City average of 5.5 out of seven). Women were more likely to be completely certain of decisions related to organics compared to men (52 percent completely certain for women, 46 percent complete certain for men).

5.0 Views of Curbside Urban Residents

A review of the overall findings of the research suggests curbside urban residents were satisfied with the current recycling approach and generally attached to how it is currently structured. A majority used the green bin (77 percent) while about one in four said they never use it (23 percent). In terms of proposals, curbside urban residents were comparatively more likely to find pick-up of the green bin weekly throughout the year appealing, although a full one in four considered the proposal unappealing. Reducing the bag limit or charging flat fees for bags was not appealing to respondents. The most unappealing proposal was to have a flat user fee for each and every bag of garbage.

Question CR9-CR15; CR17: Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following:

Proposal (Curbside Urban Residents)	Appeal Mean Score (7-Point Scale) (n=1,403)	Very Unappealing (1, 2)	3, 4, 5	Very Appealing (6, 7)	Unsure
Having your Green Bing picked up weekly throughout the whole year?	4.18	30.9%	27.6%	35.1%	6.5%
Having the City provide a large wheeled cart to collect blue and black box materials together?	3.58	42.0%	26.2%	27.5%	4.4%
Placing all your blue and black box materials into one container instead of two containers?	3.56	43.1%	26.1%	27.1%	3.6%
Reducing the current three garbage bag limit to two garbage bags per week?	3.19	49.0%	25.3%	22.0%	3.7%
Paying a fee for each bag of garbage that exceeds the current limit of three bags per week?	3.17	52.2%	19.9%	24.7%	3.2%
Having the City pick up your garbage once every two weeks if your Green Bin was picked up every week?	3.14	51.1%	23.4%	21.8%	3.6%
Not collecting garbage bags from households that exceed the current limit of three bags per week?	2.71	60.0%	21.4%	15.8%	2.7%
A user fee for garbage where you pay a flat fee for each bag of garbage set out at the curb for pickup?	1.97	76.0%	12.8%	7.9%	3.3%

Readers should note that the questions in this module were asked to the curbside urban residents within the sample of city residents. The analysis is based on a very robust random sub-sample of 1,403 respondents and is accurate 2.6 percentage points, plus or minus, 19 times out of 20.

5.1 Green Bin Usage

Three in four curbside residential respondents said that they used the green bin either regularly (56 percent) or occasionally (21 percent). The key driver behind regular green bin usage was that it was seen as a good idea/it is good for the environment (53 percent of curbside urban respondents), while the key driver for occasional or no use was that it was seldom used and there was not enough waste for it (19 and 30 percent, respectively). One in four of those who said they never used the green bin also cited its unpleasantness (presence of pests and odour) as the reason (24 percent).

CR1 – Do you use your Green Bin regularly, occasionally or never?

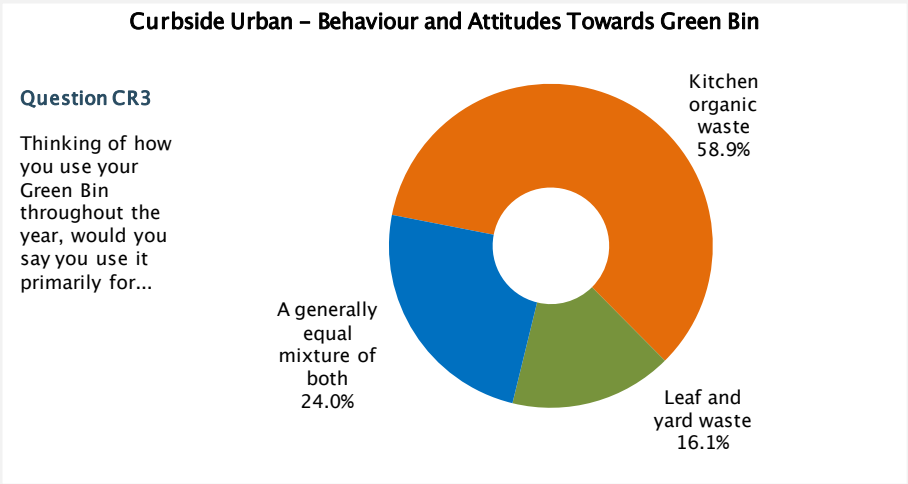
Question CR2: Why do you use your Green Bin with that frequency? [Open-ended]

Response (Curbside Urban Residents)	Regularly (n=663)	Occasionally (n=264)	Never (n=273)
Don't use it/Seldom use it/Don't have much to put in	–	19.3%	30.4%
Only use seasonally/Only winter/summer	–	18.6%	2.2%
Because it's unpleasant (maggots, bugs, vermin, odour)	–	12.9%	24.2%
It's a good idea/Good for the environment	52.8%	3.8%	1.5%
I do my own composting	3.5%	11.7%	17.9%
To divert waste from the landfill	7.2%	0.8%	–
I/we have a lot of food/yard waste	13.4%	6.4%	–
I forget/I am lazy/It's inconvenient	–	13.6%	16.1%
Because it's available/I'm encouraged to/Convenient	19.9%	4.2%	–
Other (less than 1%)	2.3%	8.0%	7.0%
Unsure	0.9%	0.8%	0.7%
Total	**100.0%**	**100.0%**	**100.0%**

*Numbers may not add up to 100 due to rounding.

5.2 Behaviour and Attitudes Towards Green Bin

More than one half of Ottawa's curbside residents (56 percent) said they regularly used their green bin while 23 percent said they never used it and 21 percent said they occasionally used it (the rest were unsure). Not surprisingly, recyclers were more likely to use the green bin (60 percent) compared to fair-weather and non-recycling households (48 percent and 46 percent respectively). Curbside urban residents were more likely to say that they used the green bin primarily for kitchen organic waste (59 percent) compared to leaf and yard waste (16 percent) or an equal mixture of both (24 percent). Higher income curbside urban residents (those earning $75,000 in household income or more annually) were more likely to use the green bin for kitchen organic waste (68 percent) compared to households with lower incomes.



One of four curbside urban residents (25 percent) was extremely satisfied (scored a seven out of seven) with the Green Bin program, while 14 percent said they were extremely dissatisfied with the program. Although still a minority opinion, men were more likely than women to have intensely negative views on the Green Bin program in terms of satisfaction (men extremely dissatisfied, 18 percent, women extremely dissatisfied, 11 percent). Among those non-recycling households, extreme dissatisfaction (scored a one out of a seven point scale) rose to 25 percent.

Question CR5: On a scale of 1 to 7, where 1 is extremely dissatisfied and 7 is extremely satisfied, how would you rate the Green Bin program?

Profile	Green Bin Satisfaction Mean Score (Seven Point Scale)
Curbside Urban (n=1403)	4.83
Male (n=690)	4.55
Female (n=713)	5.10
Recyclers (n=982)	5.11
Fairweather (n=176)	4.24
Non-recyclers (n=220)	4.12

5.3. Satisfaction With the Green Bin

Three in ten of the minority of curbside urban respondents who were dissatisfied with the Green Bin program cited their dislike and lack of support of the program (29 percent), while the majority of those who were satisfied said that it was a good idea and that it was good for the environment (73 percent).

CR5 – On a scale of 1 to 7 where 1 is extremely dissatisfied and 7 is extremely satisfied, how would you rate the Green Bin program?

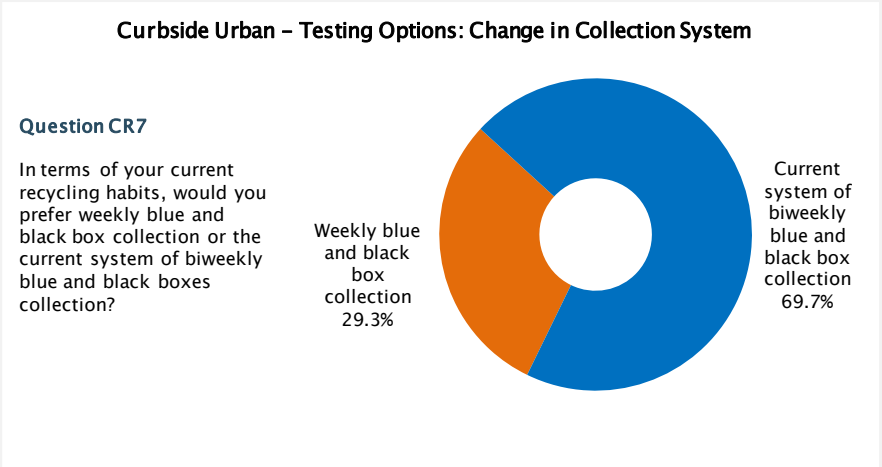
Question CR6: Why do you have that opinion [Open-ended]

Response	Dissatisfied (n=208)	Neutral (n=374)	Satisfied (n=557)
Don't use it/Haven't done it yet	21.2%	11.0%	–
It's a good idea/Good for environment	–	15.2%	73.4%
I don't like the program/I don't support it	29.3%	9.4%	–
Messy/Dirty	17.3%	15.0%	3.9%
It's a waste of money/time	11.5%	2.1%	–
Satisfied with the service	–	2.1%	10.1%
Room for improvement	3.8%	11.8%	3.2%
Other (less than 10% of responses)	14.8%	31.2%	8.4%
Total	**100.0%**	**100.0%**	**100.0%**

*Numbers may not add up to 100 due to rounding.

5.4 Testing Options

Asked about options related to the frequency of their blue and black box collection a strong majority of curbside urban customers (70 percent) preferred the current system over a shift to weekly blue and black box collection (29 percent). A look at the concept of placing blue and black box materials into one container instead of two indicated that



34 percent of curbside urban residents considered this very unappealing while 21 percent considered the idea very appealing. Recycling households were more likely to find the proposal very unappealing (35 percent) compared to households that were fair-weather (26 percent) and non-recycling (31 percent).

The key opinion drivers behind weekly blue and black box collection preference among curbside urban residents related to the view that residents generate a lot of recycling (63 percent), while those that preferred the current bi-weekly system said that it works for their family (60 percent).

CR7 – In terms of your current recycling habits, would you prefer weekly blue and black box collection or the current system of bi-weekly blue and black boxes collection?

Question CR8: Why do you have that opinion [Open-ended]

Response (Curbside Urban Residents)	Weekly blue and black (n=364)	Current bi-weekly system (n=827)	Unsure (n=9)
Because it works for our family/It's fine	8.0%	60.0%	22.2%
We generate a lot of recycling/Bin gets filled too quickly	63.2%	4.7%	11.1%
Other (less than 20% of responses)	28.2%	35.2%	22.2%
Unsure	0.5%	0.1%	44.4%
Total	**100.0%**	**100.0%**	**100.0%**

*Numbers may not add up to 100 due to rounding.

Question CR9 – Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: Placing all of your blue and black box materials into one container instead of two containers?

Profile	Appeal Mean Score (Seven Point Scale)
Curbside Urban (n=1403)	3.56
Recyclers (n=982)	3.49
Fairweather (n=176)	3.90
Non-recyclers (n=220)	3.73

Asked about the proposal to have the green bin picked up weekly throughout the year, respondents were divided. Twenty nine percent of curbside urban residents found it very appealing (a seven out of seven) while 24 percent found it very unappealing. On the appeal scale, the overall score was a 4.2 out of seven with women and middle income

($45,000 to $60,000) households having a noticeably more intense positive appeal compared to men and other income groups.

Question CR11 – Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: Having your Green Bin picked up weekly throughout the whole year?

Profile	Appeal Mean Score (Seven Point Scale)
Curbside Urban (n=1403)	4.18
Male (n=690)	3.85
Female (n=713)	4.50
$0 to $15,000 (n=8)	4.13
$15,000 to $30,000 (n=30)	3.89
$30,000 to $45,000 (n=59)	3.96
$45,000 to $60,000 (n=101)	4.25
$60,000 to $75,000 (n=123)	4.06
$75,000 or more (n=510)	4.25

Reducing the current three garbage bag limit to two bags a week met with noticeable resistance. Forty two percent of curbside urban respondents found it very unappealing while 14 percent considered it very appealing. Men were considerably more resistant to this proposal compared to women. When prompted with the concept of not collecting garbage bags from households that exceed the current limit, more than one in two respondents (51 percent) found it very unappealing (one out of seven on a seven point scale) while only 11 percent found it very appealing. Likewise, respondents generally found it very unappealing to pay a fee for each bag that exceeded the current three bag limit (47 percent very unappealing and 17 percent very appealing). Men found this particular idea more unappealing (51 percent) compared to women (44 percent).

Question CR12 – Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: Reducing the current three garbage bag limit to two garbage bags per week?

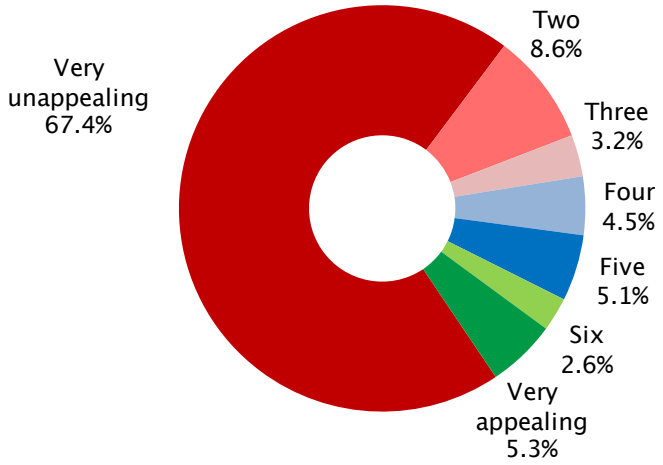
Profile	Appeal Mean Score (Seven Point Scale)
Curbside Urban (n=1403)	3.19
Male (n=690)	2.95
Female (n=713)	3.43

Among the most unappealing proposal was a flat per bag user fee for garbage pickup. This was considered very unappealing by two in three (67 percent) of curbside residential customers compared to the one in 20 (5 percent) that considered it very appealing. Even two of three recyclers in the sample (68 percent) considered this very unappealing.

Curbside Urban – Testing Options: Flat User Fee

Question CR15

Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: A user fee for garbage where you pay a flat fee for each bag of garbage set out at the curb for pickup?



When asked how much they would be willing to pay for each bag of garbage to be picked up, the average score was $0.64. Readers should note, that eight in ten respondents (81 percent) indicated they would not be willing to pay anything at all for each bag of garbage, while the highest dollar figure cited (by one respondent) was $200.00.

Question CR16: How much of a fee would you be willing to pay for each bag of your garbage to be picked up? [Open-ended]

Profile	Mean Score (n=1,310)
Mean	$0.6466

Finally, a proposed concept to pick up garbage once every two weeks if the green bin was picked up every week also meet with general opposition (43 percent of curbside residents scored it very unappealing, one out of seven on a seven point scale). Fourteen percent of curbside respondents said this option was very appealing (seven on a seven point scale) and another 8 percent rated it a six on a seven point scale. Men and those in households with middle incomes in the $45,000 to $60,000 range were the most likely to oppose such a proposal.

Of the curbside urban residents who considered this proposition unappealing, the majority attributed their opinion to the fact that it was a bad idea and that garbage would pile up (65 percent), while three in four of those who found it appealing were driven by the notion that it was a good idea and that they didn't have a lot of garbage (75 percent).

CR17 – Having the City pick up your garbage once every two weeks if your green bin was picked up every week?

Question CR18: Why do you have that opinion [Open-ended]

Response (Curbside Urban Residents)	Unappealing (n=595)	Neutral (n=268)	Appealing (n=244)
Not a good idea/Garbage should be picked up weekly/Will pile up	65.0%	30.6%	–
I don't use the green bin/Barely use it	17.8%	3.4%	2.5%
It's a good idea/We don't have a lot of garbage	–	33.6%	75.0%
Other (less than 18% of responses)	17.1%	32.4%	22.5%
Total	**100.0%**	**100.0%**	**100.0%**

*Numbers may not add up to 100 due to rounding.

6.0 Views of Curbside Rural Residents

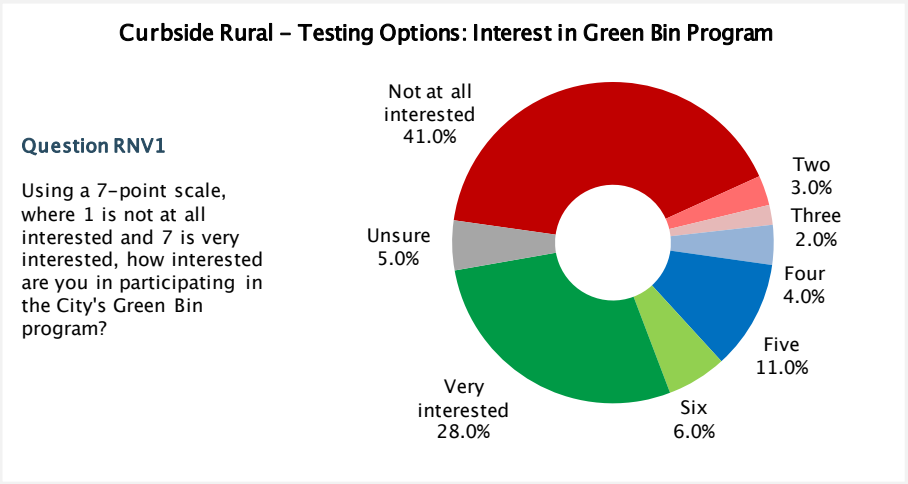
Rural residents were more likely than not to be interested in participating in a possible expansion of the green bin to their homes. Similar to curbside urban residents, curbside rural residents seemed to have less of an appetite for change and a significant opposition to charges related to garbage pick-up.

Question RNV7 to RNV12: Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following:

Proposal	Appeal Mean Score (7-Point Scale) (n=100)	Very Unappealing (1, 2)	3, 4, 5	Very Appealing (6, 7)	Unsure
Placing all your blue and black box materials into one container instead of two containers?	3.65	40.0%	24.0%	28.0%	8.0%
Having the City provide a large wheeled cart to collect blue and black box materials together?	3.47	44.0%	28.0%	22.0%	6.0%
Reducing the current three garbage bag limit to two garbage bags per week?	3.38	44.0%	18.0%	27.0%	11.0%
Paying a fee for each bag of garbage that exceeds the current limit of three bags per week?	3.17	52.0%	17.0%	24.0%	7.0%
Not collecting garbage bags from households that exceed the current limit of three bags per week?	2.67	58.0%	22.0%	14.0%	6.0%
A user fee for garbage where you pay a flat fee for each bag of garbage set out at the curb for pickup?	2.14	68.0%	18.0%	7.0%	7.0%

Readers should note that the questions in this module were asked of the curbside rural residents within the sample of city residents. The analysis is based on a random sub-sample of 100 respondents and is accurate 10.0 percentage points, plus or minus, 19 times out of 20.

6.1 Testing Options



Asked about their level of interest in participating in the Green Bin program, 41 percent of curbside rural residents surveyed said they were not at all interested (a one on a seven point scale), while about three in ten (28 percent) said they were very interested (a seven on a seven point scale). Men in the rural subsample were more intense in their feelings of it being unappealing compared to women.

Rural residents' lack of interest in participation was driven by the fact that they did their own composting (11 responses), that they did not have a green bin or that it was stolen (9 responses), that the bins were messy and inconvenient (8 responses) or that they are against the program or feel it is a waste of money (8 responses). Those that were somewhat interested in the program felt that it was messy or inconvenient (7 responses), while those who were interested identified the fact that it was better for the environment and a useful program (24 responses). Caution should be exercised because of the small sub-sample of opinion with which the observations are based.

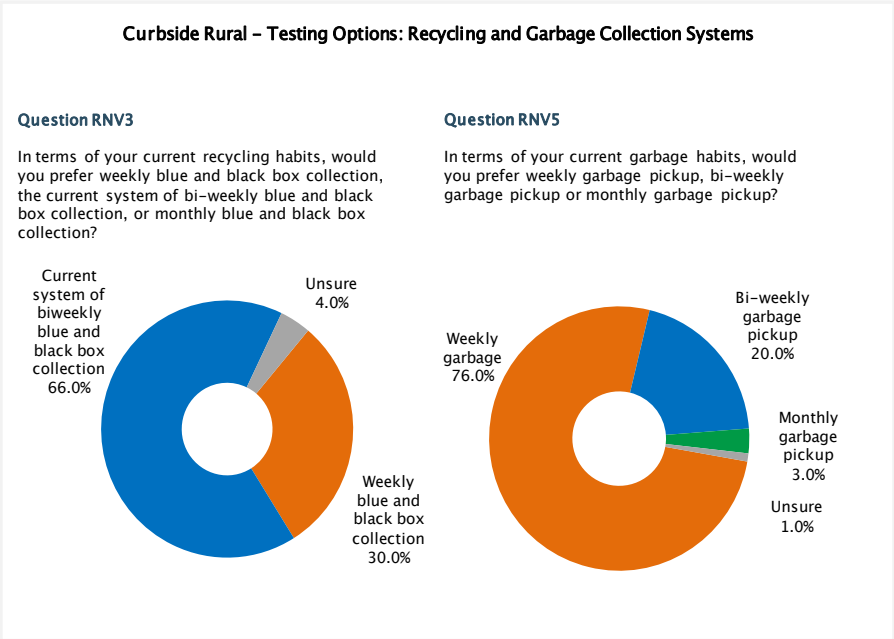
Question RNV1 – Using a 7-point scale, where 1 is not at all interested and 7 is very interested, how interested are you in participating in the City's Green Bin program?

Question RNV1: Why do you have that opinion [Open-ended]

Response (Curbside Rural Residents)	Not interested (n=40)	Somewhat Interested (n=13)	Interested (n=33)
It is messy/Inconvenient/Don't have time	8	7	–
I don't have a green bin/It was stolen/Don't use it	9	–	3
It's better for the environment/It's a good idea	–	4	24
I do my own composting	11	0	1
I'm against it/It's a waste of money	8	1	0
Other (less than 8 respondents)	4	1	5
Total	**40**	**13**	**33**

*Numbers may not add up to 100 due to rounding.

Asked about the idea of weekly blue and black box collection compared to the current system of bi-weekly blue and black box collection, two thirds of respondents preferred the current system over the new proposal. Likewise, three of four (76 percent) rural respondents preferred weekly garbage over bi-weekly (20 percent) or monthly garbage pick-up (three percent).



Question RNV3 – In terms of your current recycling habits, would you prefer weekly blue and black box collection or the current system of bi-weekly blue and black box collection or monthly blue and black box collection?

Question RNV4: Why do you have that opinion? [Open-ended]

Response (Curbside Rural)	Weekly (n=25)	Current system (bi-weekly) (n=57)	Unsure (n=2)
I don't have much recycling/Small household	1	8	1
I accumulate a lot of recycling/Large household	11	2	–
Because it works for us/Just my opinion	–	13	–
Bi-weekly works/Should stay as is	–	18	–
Because it's convenient/easier/more effective	13	13	–
Other (less than 11 respondents)	–	3	1
Total	**25**	**57**	**2**

*Numbers may not add up to 100 due to rounding.

Of those who preferred the weekly blue and black box pick-up option, 13 respondents explained it was convenient and easier and another 11 said that they accumulated a lot of recycling. Those that preferred the current bi-weekly system were driven by the idea that it worked fine and should stay as is (18 responses). Of the 64 rural residents who preferred weekly garbage pick-up, 32 felt that way because they accumulated a lot of garbage or had a large family. Similarly, rural residents were generally divided in terms of their views on placing blue and black box materials into one container (3.7 out of seven), having the City provide a large wheeled cart to collect blue and black box materials together (3.5 out of seven) or having the City reduce the current three garbage bag limit to two garbage bags a week (3.4 out of seven).

Similar to the finding among curbside urban residents, proposals related to not collecting garbage bags from households that exceeded the current three bag limit, paying a fee for each garbage bag that exceeded the current limit or charging a flat user fee per bag met with the most resistance The average amount rural residents were willing to pay per bag of garbage was $0.43. Readers should note that 76 percent of respondent said they would not be willing to pay anything per bag, while the highest fee value given (by two respondents) was $5.00.

Question RNV13: How much of a fee would you be willing to pay for each bag of your garbage to be picked up? [Open-ended]

Profile	Mean Score (n=96)
Mean	$0.43

Question RNV10 to RNV12: Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following:

Option	Very unappealing	2	3	4	5	6	Very appealing	Unsure
Placing all your blue and black box materials into one container instead of two containers?	35.0%	5.0%	5.0%	9.0%	10.0%	6.0%	22.0%	8.0%
Paying a fee for each bag of garbage that exceeds the current limit of three bags per week?	46.0%	6.0%	2.0%	9.0%	6.0%	3.0%	21.0%	7.0%
Having the City provide a large wheeled cart to collect blue and black box materials together?	33.0%	11.0%	6.0%	8.0%	14.0%	3.0%	19.0%	6.0%
Reducing the current three garbage bag limit to two garbage bags per week?	42.0%	2.0%	4.0%	6.0%	8.0%	10.0%	17.0%	11.0%
Not collecting garbage bags from households that exceed the current limit of three bags per week?	52.0%	6.0%	5.0%	5.0%	12.0%	6.0%	8.0%	6.0%
A user fee for garbage where you pay a flat fee for each bag of garbage set out at the curb for pickup?	60.0%	8.0%	3.0%	9.0%	6.0%	1.0%	6.0%	7.0%

7.0 Views of Multi-Residential Urban Residents

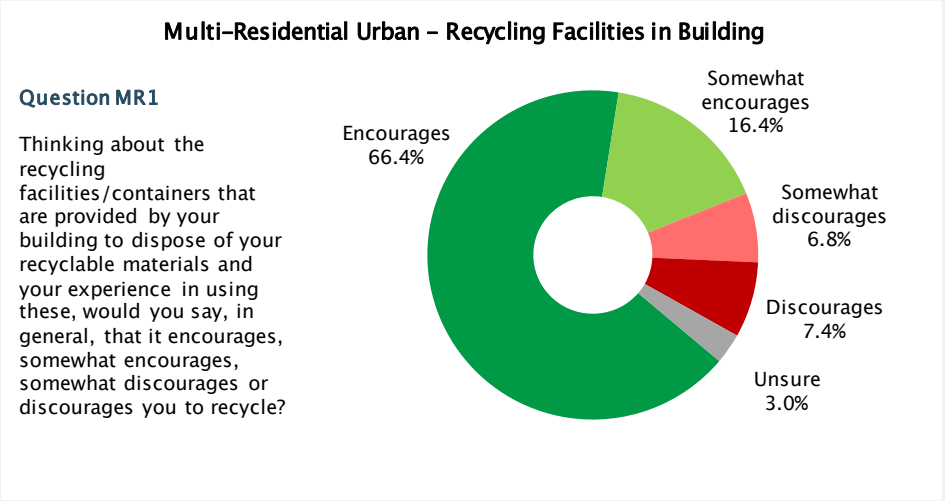
Residents who lived in a multi-residential urban setting were likely to think that the facilities generally encouraged recycling but were supportive of initiatives to further engage building superintendants and also to share information on the impact of the recycling activities of the building. These two proposed ideas were thought to have the greatest positive impact. Also of note, only 31 percent of respondents in this subsample said they had received the City's Multi-Unit Recycling and Disposal Guide. Of those that had received the guide, they thought it was useful. Initiatives related to the City providing recycling bags or boxes to residents or having an information session were positively met but did not register as strongly as the other two proposed ideas.

Overall, the information gathered in this module suggests that initiatives that help foster greater "ownership" of recycling in terms of impact and at the building level in terms of engagement would have a positive impact.

Readers should note that the questions in this module were asked to individuals who lived in a multi-residential setting within the sample of city residents. The analysis is based on a random sub-sample of 500 respondents and is accurate 4.4 percentage points, plus or minus, 19 times out of 20.

7.1 Recycling Facilities in Building

Overall, a strong majority of individuals living in a multi-residential setting said that the recycling facilities/containers provided by the building encouraged (66 percent) or somewhat encouraged (16 percent) them to recycle. Women were comparatively more likely to think that it was encouraging compared to men. Overall, perceptions of encouragement cut across most demographic sub groups as well as recycling profiles.



The majority of multi-residential dwellers (56 percent) who felt encouraged by their recycling facilities said that it was simple and convenient, while four in ten (40 percent) said it was due to inconvenience and 30 percent attributed it to the lack of bins or program in their building.

Question MR1 – Thinking about the recycling facilities/containers that are provided by your building to dispose of your recyclable materials and your experience in using these, would you say, in general, that it encourages, somewhat encourages, somewhat discourages or discourages you to recycle?

Question MR2: Why do you have that opinion [Open-ended]

Response (Multi-Residential Residents)	Encourages (n=414)	Discourages (n=71)	Unsure (n=7)
The facility is too far/Inconvenient/Hassle	3.9%	42.3%	–
It is simple/Convenient/Easily accessible	55.8%	–	–
I don't have bins/There is no program	3.9%	29.6%	42.9%
Other (less than 15% of responses)	36.4%	28.0%	57.2%
Total	**100.0%**	**100.0%**	**100.0%**

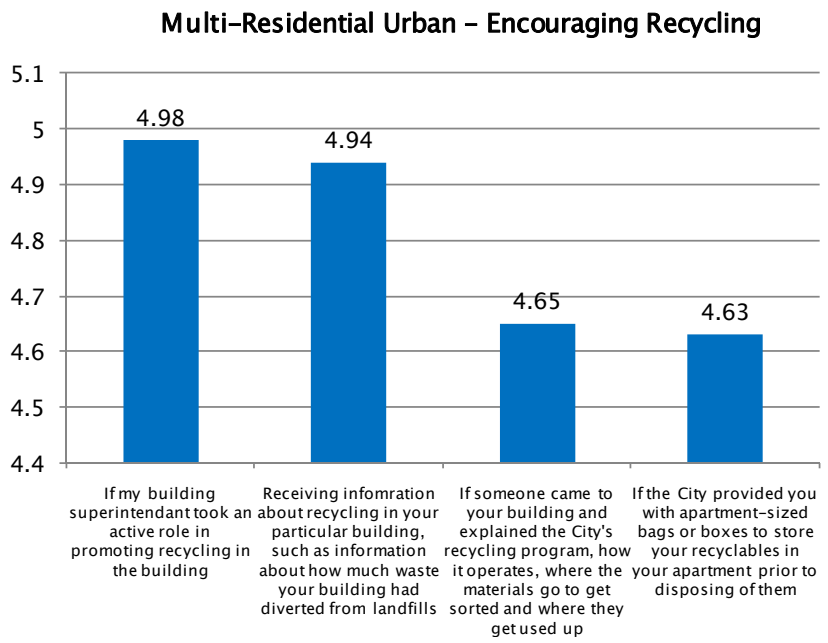
*Numbers may not add up to 100 due to rounding.

7.2 Getting Multi-Residential Individuals to Recycle More

A series of ideas were introduced to see their impact in terms of encouraging residents who lived in a multi-residential setting to recycle more. Information and engagement were seen as the initiatives which would have the greatest positive impact. Getting the building superintendant to take an active role in promoting recycling was seen as the initiative with the most impact scoring a 5.0 on a seven point scale, where one was no impact and seven a positive impact. The perceptions on this initiative were generally consistent across all sub-groups. Also, receiving information about recycling in one's building (such as information on how much waste the building has diverted from landfills) received the second highest impact score at 4.9 out of seven. Proposals related to having someone come into the building to explain the City's recycling program and the city providing residents with apartment-sized bags or boxes for recyclables (4.7 and 4.6 respectively) also did well but not as strong as information and stronger building engagement. In terms of overall priorities or possible sequencing showing the impact of recycling participation and engaging the building superintendant were seen as having the greatest immediate positive impact.

Question MR3-MR6

For each of the following I would like you to tell me what impact they would have on your recycling where 1 is no impact and 7 would be a positive impact to recycle more.



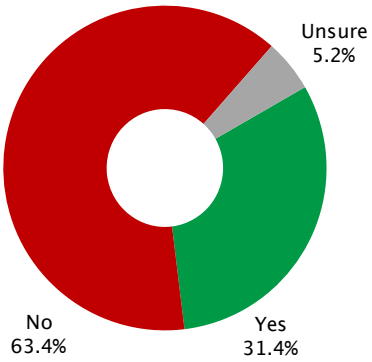
7.3 City Multi-Unit Recycling and Disposal Guide

Of the 500 respondents that were part of this sub-set of city residents, only 31 percent said that they had a copy of the guide while 63 percent said they did not (five percent were unsure). Of those that have received the guide, a significant majority considered it useful (75 percent) or somewhat useful (17 percent).

Multi-Residential Urban – Multi-Unit Recycling and Disposal Guide

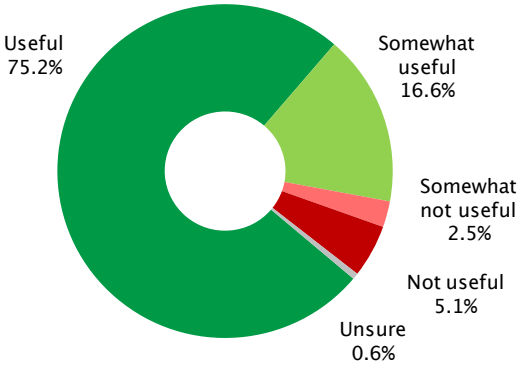
Question MR7

Since moving into your apartment, have you ever received a copy of the City of Ottawa's Multi-Unit Recycling and Disposal Guide (a 1-page double sided brochure detailing what items can and can't be recycled and where you dispose of items such as batteries and appliances?



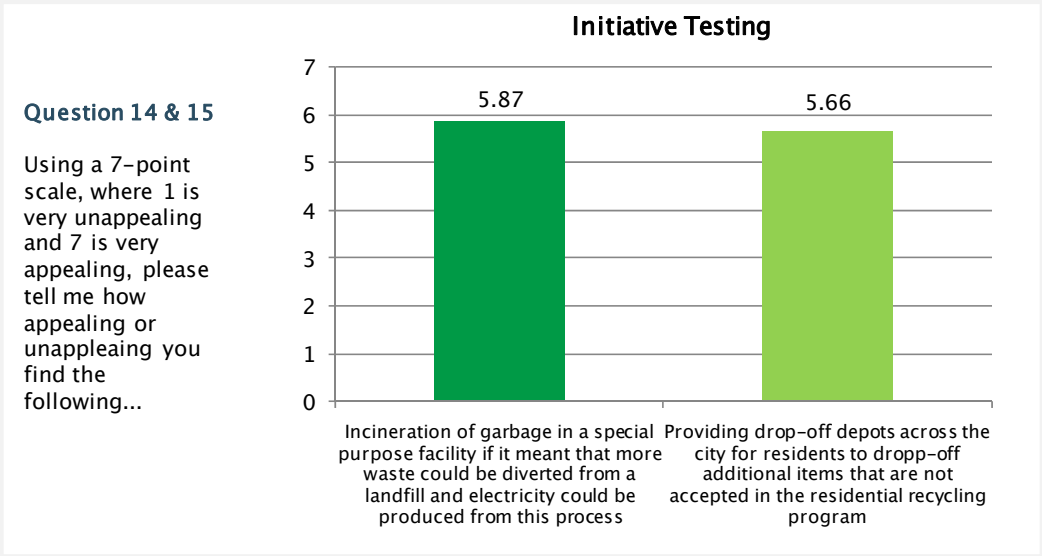
Question MR8

[Yes to MR7 Only] – Did you find this guide useful, somewhat useful, somewhat not useful or not useful for helping you sort and dispose of items? (157 respondents)



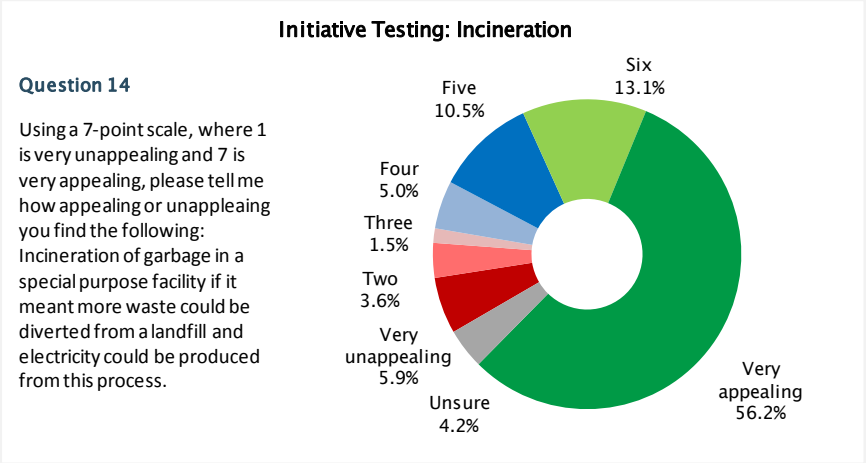
8.0 Initiative Testing

Two possible initiatives were tested in a preliminary sense: incineration; and, adding drop-off depots for recyclable items not accepted in the recycling program. Both of these proposals were well received by residents and they generally resonated across most sub-groups within the survey. Readers should note that the initiatives were tested in a very preliminary sense and that respondents provided opinion in the absence of the costs and implementation issues related to both ideas. Regardless, the research suggests that default appeal does exist for both ideas.



8.1 Incineration

As part of the broader research initiative, residents in Ottawa were also asked about their impressions of the concept of incinerating garbage to divert waste from landfills and create electricity. A majority of respondents found the concept very appealing (56 percent) and the concept registered a 5.9 on a seven point scale (where one was very unappealing and seven was very appealing). Positive impressions generally cut across all demographic groups. Readers should note, Nanos tested the broad concept. In our experience on similar issues in the past, a key stumbling block is usually the location of the facility.



Likewise, the concept was tested in the absence of any organized opposition to the move since, in many instances, a sympathy effect takes place.

However, one can conclude that the concept of incineration does have traction among residents as long it is meets the condition of diverting waste from landfill and generating electricity. Further research would be required to explore this particular initiative properly.

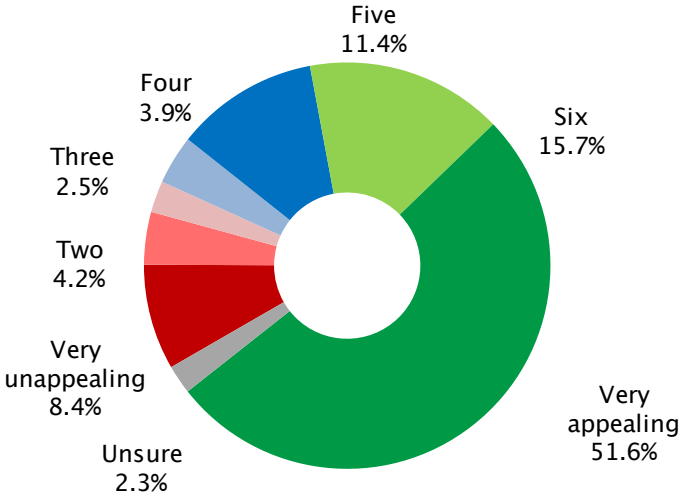
8.2 Drop-off Depots for Items not part of Recycling Program

A majority of Ottawa residents considered the concept of having drop-off depots across the city for residents to drop-off additional items that were not accepted in the residential recycling program appealing. Fifty-two percent thought the proposal was very appealing. With a higher intensity of appeal among curbside urban respondents compared to those that lived in a multi-residential urban setting. This also had greater appeal among middle income respondents. Of note, the appeal of this concept was similar between both recyclers and non-recyclers (both scoring a 5.7 out of seven where seven was very appealing).

Initiative Testing: Drop-off Depots

Question 15

Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappleaing you find the following: Providing drop-off depots across the city for residents to drop-off addtional items that are not accepted in the residential recycling program.



Question 15: Using a 7-point scale, where 1 is unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: Providing drop-off depots across the city for residents to drop-off additional items that are not accepted in the residential recycling program.

Profile	Appeal Mean Score
Ottawa – Aggregate (n=1780)	5.66
$0 to $15,000 (n=21)	4.85
$15,000 to $30,000 (n=55)	5.53
$30,000 to $45,000 (n=105)	5.54
$45,000 to $60,000 (n=145)	5.94
$60,000 to $75,000 (n=173)	5.99
$75,000 or more (n=571)	5.78
Recyclers (n=1182)	5.72
Fairweather (n=254)	5.26
Non-recyclers (n=312)	5.72

8.3 Garbage and Recycling Priorities

All of the respondents were asked to assign a proportion or a percentage to the following priorities: cost, environment and convenience, in terms of how much they believed each variable should factor into the decision-making process. The results show that the cost and environmental impact were deemed the most important factors to residents (mean scores of 34.6 and 36.0, respectively), while convenience to residents was seen as comparatively less of a priority (mean score 28.7). The means scores indicated generally similar patterns across all groups.

Question 16, 17, 18, 19: Please assign a proportion or percentage to the following priorities – cost, environment and convenience – based on how much you believe each variable should factor into the decision-making process. You can add "Other" if you feel another criterion should be considered [Must add up to 100%]

	Question 16 – Cost of program (n=1,960)	Question 17 – Environmental impact of program (n=1,960)	Question 18 – Convenience to residents (n=1,960)	Question 19 – Other (n=1,963)
Multi-residential urban mean	32.9	36.0	30.5	0.4
Curbside urban mean	35.3	35.9	28.1	0.6
Curbside rural mean	34.0	37.9	28.0	0.0
Valid Responses	1,960	1,960	1,960	1,963
No answer	43	43	43	40
Total Mean	34.6	36.0	28.7	0.54

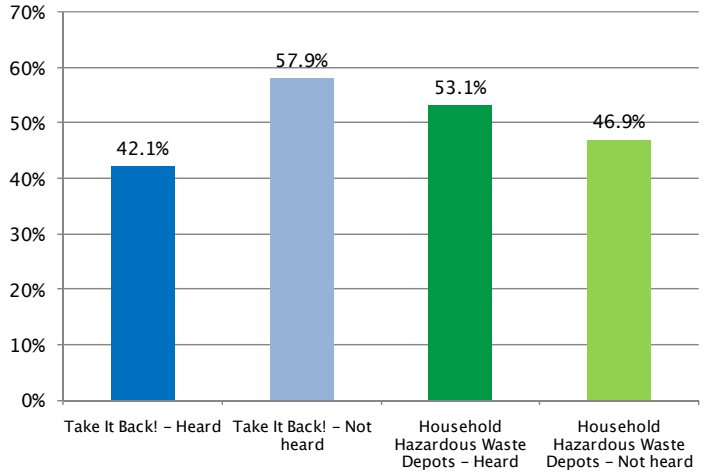
9.0 Awareness of Take It Back and Household Hazardous Waste Depots

Awareness of both programs was high but was influenced negatively because fewer multi-residential residents were aware of both programs compared to residents that lived in other types of dwellings. In both cases, more than six in ten residents aware of the programs had used them at one point or another. Satisfaction was generally positive for both programs among those that were aware and who used the programs.

Awareness of Take It Back! and Hazardous Waste Depots Programs

Question 20 – Prior to today, had you heard or not heard of the Take It Back! program?

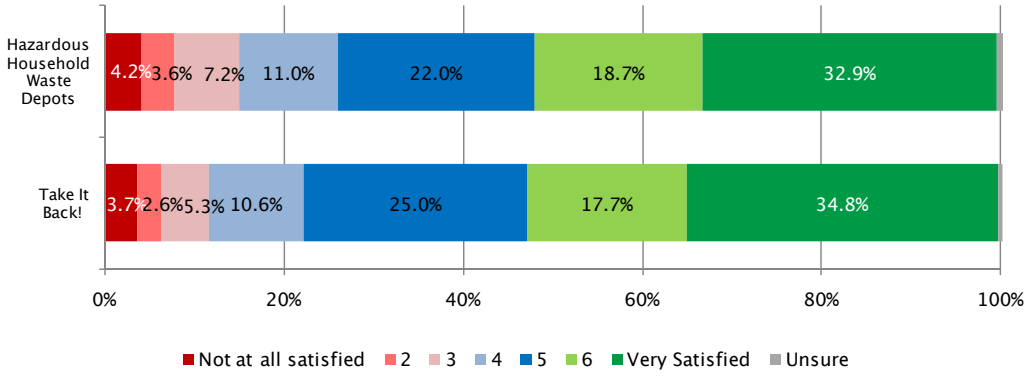
Question 23 – Household Hazardous Waste depots are hosted across the city in the spring, summer and fall each year. These mobile depots offer residents an opportunity to dispose of household hazardous waste. Prior to today, had you heard or not heard of the Houshold Hazardous Waste mobile depot program?



(If heard of and participated only) Using a 7-point scale, where 1 is not at all satisfied and 7 is very satisfied how satisfied or dissatisfied were you with:

Question 22 – the Take It Back! program (509 respondents)

Question 26 – the Household Hazardous Waste program (694 respondents)



9.1 Take It Back!

Forty-two percent of the residents surveyed had heard of the Take It Back! Program prior to the survey while, 58 percent of residents had not heard of the program. Awareness

among those residents who lived in a multi-residential urban setting dropped to 28 percent. Of those residents who had heard of the program (the 42 percent), six in ten (60 percent) said that they had used the program. Participation was higher among curbside urban residents and lower among residents who lived in a multi-residential setting. Among the residents who had used the program (sample of 509 individuals) satisfaction was 5.4 out of seven (where one was not at all satisfied and seven very satisfied). Women who used the program were more likely to register an intense positive satisfaction score compared to men (40 percent very satisfied compared to 29 percent very satisfied.

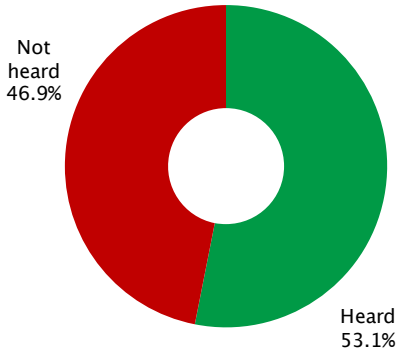
9.2 Household Hazardous Waste Depots

More than one of every two residents surveyed (53 percent) had said that they had heard of the Household Hazardous Waste Depots hosted across the city in the spring, summer and fall each year. Awareness among residents living in a multi-residential setting was only 36 percent compared to curbside urban residents where it was 60 percent. Sixty-five percent of residents that was aware of the program said that they had, at one time or another, participated in the program. Satisfaction with the program among those aware and who had used it was a 5.3 out of seven (where one was not at all satisfied and seven was very satisfied).

Household Hazardous Waste Program – Awareness and Usage

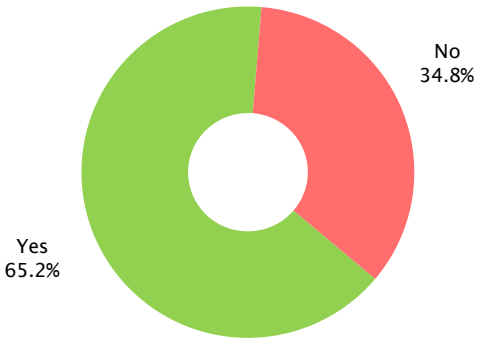
Question 23

Household Hazardous Waste depots are hosted across the city in the spring, summer and fall each year. These mobile depots offer residents an opportunity to dispose of household hazardou waste. Prior to today, had you heard or not heard of the Household Hazardous Waste mobile depot program?



Question 24

[If Heard of Household Hazardous Waste Program Only] – Have you ever participated in the Household Hazardous Waste depot program? (1064 respondents)



Of the 327 residents who had not participated in the Household Hazardous Waste mobile depot program, the most common drivers was that did not have much to dispose of (39 percent of respondents who had not participated). Other key drivers include the idea that it was too inconvenient (18 percent) and that they did not know much about the program or needed more information (12 percent).

Question 24 (if hear of Household Hazardous Waste program only) – Have you ever participated in the Household Hazardous Waste mobile depot program?

Question 25 (if have not participated in the Household Hazardous Waste mobile depot program only): Why? [Open-ended]

Response	Valid Percent (n=327)
I don't have much to dispose of/Haven't had the need	39.1
Inconvenient/Don't have a car/Too far	17.7
Don't know much about it/Need more information (ads)	11.6
Timing doesn't work out/Don't have time	9.8
Threw it out/Take it to a depot/Someone else takes care of it	8.6
Only heard of it recently/Haven't had the chance to participate	4.9
No reason/Personal	1.5
Other (less than 1% of responses)	3.1
Unsure	3.7
Total	**100.0**

*Numbers may not add up to 100 due to rounding.

10.0 Advice for the City of Ottawa

Eight in ten of all residents interviewed had a piece of advice to offer to the City with regards to how it managed garbage and recycling. Sixteen percent of those who had advice said that the City should provide better garbage service or have more frequent pick-ups (for example, waste collectors handling bins with more care at pick-up, more frequent pick-ups of green bin and recycling, having both paper and plastic picked up on the same day, providing more hazardous waste depots and accepting more plastic materials for recycling), while another 13 percent suggested the City engage in better communication with the residents in order to educate the public.

The Other (less than 1% of responses) category included responses related to paying workers a fair wage, going back to the way things were before, ending the recycling program, eliminating incineration and penalizing people for not recycling.

Question 34: If you had one piece of advice to give to the City of Ottawa to improve how it manages garbage and recycling, what would it be? [Open-ended]

Response	Valid Percent (n=1,608)
Provide better garbage service/More frequent pick-ups/More hazardous waste drop-offs	16.4
Better communication/Educate the public	13.3
Nothing/Can't say	13.5
Doing a great job/Don't change anything/No complaints	9.4
Encourage more recycling/Provide more bins to everyone/Make it easier	8.9
Be more efficient/Make business model changes/Do as other cities	5.5
Consider garbage incineration	5.3
Reduce costs/Don't waste money	3.9
Get rid of Green Bin program	3.9
Don't charge extra for bags/No user fees/No more taxes	3.3
Accept more items in recycling/green bin	3.1
Make the environment a priority	2.9
Other (less than 1% of responses)	3.5
Unsure	7.1
Total	**100.0**

*Numbers may not add up to 100 due to rounding.

APPENDIX A

Statistical Tables

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Using a 7-point scale where 1 means extremely dissatisfied and 7 means extremely satisfied, how satisfied or dissatisfied would you say you are...

Question 1 – With the overall job that the City of Ottawa is doing in providing services

		Total		Extremely dissatisfied	2	3	4	5	6	Extremely satisfied	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	2003	4.96	4.0	3.3	7.9	15.2	31.8	19.5	16.7	1.4
	Multi-residential urban	500	5.10	3.0	3.6	5.4	15.4	31.0	20.6	19.2	1.8
	Curbside urban	1403	4.93	4.4	3.1	8.6	15.0	31.9	19.2	16.5	1.4
	Curbside rural	100	4.61	4.0	6.0	11.0	17.0	35.0	18.0	8.0	1.0
Gender	Male	984	4.79	5.3	3.8	9.5	16.5	31.1	18.7	14.1	1.1
	Female	1019	5.12	2.8	2.9	6.4	14.0	32.5	20.3	19.2	1.8
Income	$0 to $15,000	26	5.81	.0	.0	.0	11.5	19.2	46.2	23.1	.0
	$15,000 to 30,000	66	4.88	6.1	7.6	3.0	15.2	25.8	22.7	16.7	3.0
	$30,000 to $45,000	119	5.11	3.4	5.9	4.2	16.0	26.9	21.0	22.7	.0
	$45,000 to $60,000	160	5.04	3.8	2.5	6.9	15.6	30.6	20.6	17.5	2.5
	$60,000 to $75,000	183	4.87	3.3	3.3	9.3	18.0	32.8	17.5	14.8	1.1
	$75,000 or more	633	4.95	2.8	2.5	9.6	14.7	34.4	20.7	13.6	1.6
	Refuse	816	4.92	5.3	3.6	7.6	15.0	31.4	17.5	18.4	1.3
Recycling attitude	Recyclers	1341	5.06	3.4	2.8	6.7	15.3	32.0	20.4	17.9	1.5
	Fairweather	285	4.86	4.2	2.1	8.4	16.8	36.8	18.9	11.9	.7
	Non-recyclers	345	4.73	6.4	6.4	10.1	13.9	27.5	17.7	17.1	.9
	Unsure	32	4.04	6.3	3.1	28.1	12.5	25.0	6.3	6.3	12.5

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Using a 7-point scale where 1 means extremely dissatisfied and 7 means extremely satisfied, how satisfied or dissatisfied would you say you are...

Question 2- With garbage services

		Total		Extremely dissatisfied	2	3	4	5	6	Extremely satisfied	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	2003	5.81	2.1	1.2	2.6	5.6	20.4	30.6	36.1	1.5
	Multi-residential urban	500	5.75	1.6	1.6	3.8	5.6	21.6	26.6	34.4	4.8
	Curbside urban	1403	5.86	2.3	.8	1.9	5.5	19.7	32.2	37.2	.4
	Curbside rural	100	5.43	2.0	5.0	6.0	7.0	23.0	27.0	29.0	1.0
Gender	Male	984	5.73	2.2	1.2	3.0	6.2	20.9	32.0	32.5	1.8
	Female	1019	5.89	2.0	1.2	2.2	5.0	19.8	29.1	39.5	1.2
Income	$0 to $15,000	26	6.00	.0	.0	.0	3.8	26.9	34.6	34.6	.0
	$15,000 to 30,000	66	5.40	6.1	3.0	7.6	6.1	15.2	22.7	34.8	4.5
	$30,000 to $45,000	119	5.93	.8	.8	1.7	5.9	22.7	26.9	40.3	.8
	$45,000 to $60,000	160	5.85	1.9	1.9	2.5	5.6	18.8	27.5	40.0	1.9
	$60,000 to $75,000	183	5.91	1.6	.0	2.2	3.8	24.0	30.1	37.7	.5
	$75,000 or more	633	5.85	1.7	.9	2.4	6.3	17.7	34.4	35.1	1.4
	Refuse	816	5.76	2.5	1.5	2.7	5.4	21.8	29.3	35.3	1.6
Recycling attitude	Recyclers	1341	5.93	1.4	.8	1.8	5.3	20.3	29.7	39.4	1.3
	Fairweather	285	5.56	2.5	1.4	3.2	8.1	23.5	36.1	23.9	1.4
	Non-recyclers	345	5.62	3.8	2.6	4.9	4.9	18.0	29.6	34.5	1.7
	Unsure	32	5.27	9.4	.0	6.3	3.1	21.9	28.1	25.0	6.3

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Question 3 – Why? [Open-ended]

			Using a 7-point scale where 1 means extremely dissatisfied and 7 means extremely satisfied, how satisfied or dissatisfied would you say you are... Question 2- With garbage services			Total
			Dissatisfied	Neutral	Satisfied	
Question 3 – Why?	Satisfied with the service	Count	0	118	522	640
		Column %	.0%	27.9%	50.3%	42.2%
	Bins go missing	Count	2	1	1	4
		Column %	3.6%	.2%	.1%	.3%
	Garbage men throw garbage all over	Count	14	18	9	41
		Column %	25.0%	4.3%	.9%	2.7%
	Garbage services pick up everything very well regularly	Count	0	6	80	86
		Column %	.0%	1.4%	7.7%	5.7%
	Garbage services are always on time/come regularly	Count	0	21	228	249
		Column %	.0%	5.0%	22.0%	16.4%
	Garbage services are consistent and reliable	Count	0	3	30	33
		Column %	.0%	.7%	2.9%	2.2%
	Garbage services don't take certain things	Count	0	15	1	16
		Column %	.0%	3.5%	.1%	1.1%
	Garbage services damage garbage cans/ throw cans around	Count	2	13	3	18
		Column %	3.6%	3.1%	.3%	1.2%
	Garbage services are sometimes late	Count	1	18	5	24
		Column %	1.8%	4.3%	.5%	1.6%
	The service is not consistent/unreliable	Count	1	16	3	20
		Column %	1.8%	3.8%	.3%	1.3%
	Garbage services leave things behind	Count	2	16	5	23
		Column %	3.6%	3.8%	.5%	1.5%
	Garbage services are organized	Count	0	0	1	1
		Column %	.0%	.0%	.1%	.1%
	Garbage services don't come often enough	Count	4	8	2	14
		Column %	7.1%	1.9%	.2%	.9%
	Garbage services are not the best and can be improved	Count	0	27	20	47
		Column %	.0%	6.4%	1.9%	3.1%
	Garbage services are bad and disorganized	Count	5	7	1	13
		Column %	8.9%	1.7%	.1%	.9%
	Sometimes garbage services don't come	Count	4	12	2	18
		Column %	7.1%	2.8%	.2%	1.2%
	Too much work and sorting/too complicated	Count	0	11	2	13
		Column %	.0%	2.6%	.2%	.9%
	Green bins are sometimes not picked up/ should be picked up weekly	Count	0	8	2	10
		Column %	.0%	1.9%	.2%	.7%
	The personnel is nice and reliable	Count	0	0	7	7
		Column %	.0%	.0%	.7%	.5%
	The timing is bad	Count	1	9	5	15
		Column %	1.8%	2.1%	.5%	1.0%
	I don't like the green bin/Waste of money	Count	7	25	17	49
		Column %	12.5%	5.9%	1.6%	3.2%
	The weekly pickup is good	Count	0	1	7	8
		Column %	.0%	.2%	.7%	.5%

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

	The bins are too small/Get too full	Count	1	7	0	**8**
		Column %	1.8%	1.7%	.0%	**.5%**
	I live near dump	Count	1	3	1	**5**
		Column %	1.8%	.7%	.1%	**.3%**
	Garbage services accept too much garbage	Count	0	2	1	**3**
		Column %	.0%	.5%	.1%	**.2%**
	It is too expensive	Count	1	5	3	**9**
		Column %	1.8%	1.2%	.3%	**.6%**
	Not a lot of bins are being used	Count	0	1	1	**2**
		Column %	.0%	.2%	.1%	**.1%**
	I live in a building/Someone else looks after it	Count	2	14	22	**38**
		Column %	3.6%	3.3%	2.1%	**2.5%**
	I did not receive the green bin	Count	1	2	3	**6**
		Column %	1.8%	.5%	.3%	**.4%**
	Too many bins taking up too much space	Count	0	2	0	**2**
		Column %	.0%	.5%	.0%	**.1%**
	Because that's my opinion	Count	0	0	2	**2**
		Column %	.0%	.0%	.2%	**.1%**
	Because it's safe	Count	0	0	2	**2**
		Column %	.0%	.0%	.2%	**.1%**
	Garbage services come too often	Count	0	2	2	**4**
		Column %	.0%	.5%	.2%	**.3%**
	It's easy	Count	0	1	2	**3**
		Column %	.0%	.2%	.2%	**.2%**
	I don't agree with what they're doing	Count	3	3	0	**6**
		Column %	5.4%	.7%	.0%	**.4%**
	Too many trucks are being used	Count	1	3	2	**6**
		Column %	1.8%	.7%	.2%	**.4%**
	It's clean	Count	0	1	7	**8**
		Column %	.0%	.2%	.7%	**.5%**
	I like the Green Bin program	Count	0	1	14	**15**
		Column %	.0%	.2%	1.3%	**1.0%**
	Not happy with the garbage limit	Count	0	1	1	**2**
		Column %	.0%	.2%	.1%	**.1%**
	The recycling program is good	Count	0	1	3	**4**
		Column %	.0%	.2%	.3%	**.3%**
	The city should recycle more items	Count	1	5	3	**9**
		Column %	1.8%	1.2%	.3%	**.6%**
	It is difficult for me to drop off the garbage	Count	1	2	1	**4**
		Column %	1.8%	.5%	.1%	**.3%**
	Unsure	Count	1	14	15	**30**
		Column %	1.8%	3.3%	1.4%	**2.0%**
Total		Count	**56**	**423**	**1038**	**1517**
		Column%	**100.0%**	**100.0%**	**100.0%**	**100.0%**

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Using a 7-point scale where 1 means extremely dissatisfied and 7 means extremely satisfied, how satisfied or dissatisfied would you say you are...

Question 4 – With recycling services (includes blue and black box, green bin, hazardous household waste depots and the Take It Back! programs)

		Total		Extremely dissatisfied	2	3	4	5	6	Extremely satisfied	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	2003	5.65	2.7	1.9	3.4	8.0	20.8	27.1	34.1	1.9
	Multi-residential urban	500	5.57	2.4	1.8	4.4	9.2	21.6	23.6	32.0	5.0
	Curbside urban	1403	5.70	2.9	1.9	3.1	7.3	20.1	28.6	35.6	.6
	Curbside rural	100	5.30	3.0	4.0	4.0	11.0	26.0	24.0	24.0	4.0
Gender	Male	984	5.54	3.5	2.0	3.3	9.8	20.8	28.7	30.0	2.0
	Female	1019	5.76	2.1	1.9	3.6	6.3	20.7	25.6	38.1	1.8
Income	$0 to $15,000	26	6.12	.0	.0	.0	7.7	19.2	23.1	46.2	3.8
	$15,000 to 30,000	66	4.95	7.6	3.0	6.1	19.7	18.2	9.1	28.8	7.6
	$30,000 to $45,000	119	5.71	1.7	2.5	1.7	9.2	21.8	25.2	35.3	2.5
	$45,000 to $60,000	160	5.80	3.1	.6	1.9	8.8	16.9	28.1	38.8	1.9
	$60,000 to $75,000	183	5.77	2.2	.0	1.6	7.1	25.7	27.9	33.3	2.2
	$75,000 or more	633	5.66	3.0	2.2	3.0	7.3	19.6	29.5	33.5	1.9
Recycling attitude	Refuse	816	5.61	2.5	2.3	4.7	7.5	21.4	26.7	33.7	1.2
	Recyclers	1341	5.81	2.0	1.4	2.4	7.5	19.0	27.4	38.6	1.7
	Fairweather	285	5.27	3.2	2.5	4.6	12.6	27.0	28.8	20.0	1.4
	Non-recyclers	345	5.34	4.9	3.8	6.4	6.7	21.2	25.5	29.0	2.6
	Unsure	32	5.33	6.3	.0	6.3	3.1	34.4	15.6	28.1	6.3

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Question 5 – Why? [Open-ended]

			Using a 7-point scale where 1 means extremely dissatisfied and 7 means extremely satisfied, how satisfied or dissatisfied would you say you are... Question 4 – With recycling services (includes blue and black box, green bin, hazardous household waste depots and the Take It Back! programs)			Total
			Dissatisfied	Neutral	Satisfied	
Question 5 – Why?	I never had a problem with that	Count	1	19	100	**120**
		Column %	1.3%	4.1%	10.7%	**8.1%**
	We don't have the green bin/Green Bin program/No opinion	Count	6	20	17	**43**
		Column %	7.8%	4.3%	1.8%	**2.9%**
	Recycling services are efficient, good, fine	Count	0	122	586	**708**
		Column %	.0%	26.1%	62.6%	**47.8%**
	Recycling services are always on time	Count	0	11	93	**104**
		Column %	.0%	2.4%	9.9%	**7.0%**
	They need to recycle more stuffs, more variety	Count	7	43	11	**61**
		Column %	9.1%	9.2%	1.2%	**4.1%**
	Too much sorting/Everything should be in one bin	Count	3	7	0	**10**
		Column %	3.9%	1.5%	.0%	**.7%**
	Recycling services should be coming more often	Count	4	27	12	**43**
		Column %	5.2%	5.8%	1.3%	**2.9%**
	Recycling services break boxes/Boxes break easy	Count	1	1	1	**3**
		Column %	1.3%	.2%	.1%	**.2%**
	Recycling services should do compost	Count	0	1	0	**1**
		Column %	.0%	.2%	.0%	**.1%**
	I don't care about recycling	Count	4	0	2	**6**
		Column %	5.2%	.0%	.2%	**.4%**
	The bins are too small and there is not enough room for everything	Count	1	4	1	**6**
		Column %	1.3%	.9%	.1%	**.4%**
	Recycling services have missed few times	Count	1	8	2	**11**
		Column %	1.3%	1.7%	.2%	**.7%**
	Recycling services are sometimes late	Count	0	9	6	**15**
		Column %	.0%	1.9%	.6%	**1.0%**
	Recycling services is alright but could improve	Count	2	45	13	**60**
		Column %	2.6%	9.6%	1.4%	**4.1%**
	Rules are confusing and always changing	Count	3	9	5	**17**
		Column %	3.9%	1.9%	.5%	**1.1%**
	Recycling services leave a mess behind	Count	1	6	3	**10**
		Column %	1.3%	1.3%	.3%	**.7%**
	The pick-up service is not consistent	Count	0	3	1	**4**
		Column %	.0%	.6%	.1%	**.3%**
	Recycling services leave stuff behind	Count	0	14	5	**19**
		Column %	.0%	3.0%	.5%	**1.3%**
	Recycling is a good thing/We should recycle more	Count	1	7	24	**32**
		Column %	1.3%	1.5%	2.6%	**2.2%**
	Service is poor/Don't like green bin service	Count	16	22	1	**39**
		Column %	20.8%	4.7%	.1%	**2.6%**
	Recycling services are very inefficient and inconsistent	Count	2	9	4	**15**
		Column %	2.6%	1.9%	.4%	**1.0%**

Recycling services are careless	Count	1	6	5	12
	Column %	1.3%	1.3%	.5%	.8%
Recycling services put the bins far from our house/Difficult to access	Count	0	2	1	3
	Column %	.0%	.4%	.1%	.2%
Food trash attracts animals and insects	Count	0	3	0	3
	Column %	.0%	.6%	.0%	.2%
Recycling paper creates more pollution	Count	1	0	0	1
	Column %	1.3%	.0%	.0%	.1%
Earlier leaf collection	Count	0	0	1	1
	Column %	.0%	.0%	.1%	.1%
Scheduling issues	Count	0	2	2	4
	Column %	.0%	.4%	.2%	.3%
It smells in the summer and is messy	Count	2	3	1	6
	Column %	2.6%	.6%	.1%	.4%
Recycling is to expensive	Count	6	10	2	18
	Column %	7.8%	2.1%	.2%	1.2%
Recycling services explain clearly what can be recycled	Count	0	0	2	2
	Column %	.0%	.0%	.2%	.1%
Recycling services have all the recycling bins out	Count	0	1	0	1
	Column %	.0%	.2%	.0%	.1%
Recycling is excessive and make too much disturbance	Count	0	4	0	4
	Column %	.0%	.9%	.0%	.3%
Recycling services don't explain clearly what can be recycled	Count	2	11	3	16
	Column %	2.6%	2.4%	.3%	1.1%
Someone else empties our bins	Count	0	4	11	15
	Column %	.0%	.9%	1.2%	1.0%
Depots are too far and hard to access	Count	3	8	1	12
	Column %	3.9%	1.7%	.1%	.8%
Not enough access for apartment buildings	Count	3	3	1	7
	Column %	3.9%	.6%	.1%	.5%
Should pick up hazardous materials	Count	3	11	4	18
	Column %	3.9%	2.4%	.4%	1.2%
Technology	Count	1	0	0	1
	Column %	1.3%	.0%	.0%	.1%
Unsure	Count	2	13	15	30
	Column %	2.6%	2.8%	1.6%	2.0%
Total	Count	77	468	936	1481
	Column %	100.0%	100.0%	100.0%	100.0%

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Question 6 – If you wanted to change one thing about either the garbage or recycling services that the City offers, what would it be? [Open-ended]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better handling of bins at pick-up/Better customer service	138	6.9	8.4	8.4
	Green bin has too many restrictions/Should be available to a	43	2.1	2.6	11.1
	Nothing/Perfect as is/Works fine	419	20.9	25.6	36.7
	More 'Take-it-back' programs/More drop-off locations/Hazardous waste should be picked up	67	3.3	4.1	40.7
	More frequent pick-ups (e.g. weekly)	143	7.1	8.7	49.5
	Green bin program should be eliminated	151	7.5	9.2	58.7
	Styrofoam should be recycled	19	.9	1.2	59.9
	Fewer recycling restrictions	103	5.1	6.3	66.2
	Weekly pick-up of both blue and black bins/Same truck for both	47	2.3	2.9	69.0
	More bins/Increased volume/Larger bins	125	6.2	7.6	76.7
	Plastics (clam-shell containers, bags, etc.) should be recycled	65	3.2	4.0	80.6
	Combine all recycling to 1 bin/Create flexibility/Choice	50	2.5	3.1	85.7
	Waste should be incinerated/The disposal system should be improved/more efficient	76	3.8	4.6	90.3
	Inform and educate the public about services	36	1.8	2.2	92.5
	Other (less than 1%)	33	1.6	2.0	82.7
	Unsure	122	6.1	7.5	100.0
	Total	**1637**	**81.7**	**100.0**	
	No answer	366	18.3		
Total		**2003**	**100.0**		

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Question 7 – If you could make one recommendation on how to better educate the public about how garbage and recycling works in Ottawa, what would that be? [Open-ended]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Through media: TV, radio, Internet	173	8.6	11.4	11.4
	Advertisements/More advertisements	225	11.2	14.8	26.2
	Education (schools and the public)	160	8.0	10.5	36.7
	Nothing/No recommendation/Good job	254	12.7	16.7	53.4
	Flyers/Mail/Newsletters	130	6.5	8.6	62.0
	More information/Demonstrate process and impact/Facility tours	189	9.4	12.4	74.4
	Improve waste services/Make recycling mandatory	86	4.3	5.7	83.5
	Other (less than 1%)	52	2.6	3.4	77.8
	Unsure	251	12.5	16.5	100.0
	Total	**1520**	**75.9**	**100.0**	
Missing	No answer	483	24.1		
Total		**2003**	**100.0**		

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Question 8 – On a scale of 1 to 7 where 1 is completely disagree and 7 is completely agree, do you agree or disagree with the following statement?: "If the City stopped recycling it wouldn't affect the people in my neighbourhood."

		Total		Completely disagree	2	3	4	5	6	Completely agree	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	2003	2.17	66.9	7.3	3.8	3.0	4.6	3.1	9.4	1.6
	Multi-residential urban	500	2.45	58.6	9.6	5.8	3.8	6.0	4.4	10.8	1.0
	Curbside urban	1403	2.06	70.0	6.5	3.3	2.7	4.1	2.7	8.8	1.8
	Curbside rural	100	2.26	66.0	8.0	1.0	4.0	5.0	3.0	11.0	2.0
Gender	Male	984	2.35	61.6	8.2	4.8	4.3	5.9	3.5	10.3	1.5
	Female	1019	1.99	72.1	6.5	2.9	1.9	3.4	2.8	8.6	1.7
Income	$0 to $15,000	26	2.62	61.5	7.7	7.7	.0	.0	.0	23.1	.0
	$15,000 to 30,000	66	1.67	78.8	4.5	1.5	3.0	3.0	.0	6.1	3.0
	$30,000 to $45,000	119	3.01	52.1	9.2	2.5	5.0	3.4	8.4	19.3	.0
	$45,000 to $60,000	160	1.95	68.1	10.0	3.8	5.0	3.8	2.5	5.6	1.3
	$60,000 to $75,000	183	1.91	72.1	7.1	3.3	2.2	3.3	3.3	6.6	2.2
	$75,000 or more	633	2.06	69.5	7.0	4.7	1.4	4.1	2.5	9.2	1.6
Recycling attitude	Refuse	816	2.25	65.0	7.1	3.6	3.9	6.0	3.3	9.4	1.7
	Recyclers	1341	1.00	100.0	.0	.0	.0	.0	.0	.0	.0
	Fairweather	285	2.70	.0	51.6	27.0	21.4	.0	.0	.0	.0
	Non-recyclers	345	6.28	.0	.0	.0	.0	27.0	18.3	54.8	.0
	Unsure	32	.	.0	.0	.0	.0	.0	.0	.0	100.0

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Question 9 (answered 1-4 in Q8 only) – What do you could be done to encourage you to recycle more?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Show/Communicate benefits	67	3.3	5.1	5.1
	More Bins/Bigger Bins	59	2.9	4.5	9.6
	Nothing	169	8.4	12.9	22.5
	Education/More information	159	7.9	12.1	34.6
	I already recycle/I cannot recycle more	342	17.1	26.1	60.7
	Publicity awareness /Media	106	5.3	8.1	68.8
	Accept more materials	82	4.1	6.3	75.1
	Reduce taxes	13	.6	1.0	76.0
	Weekly pick up/Pick up more frequently	35	1.7	2.7	78.7
	Pick up all materials at once/Combine materials	12	.6	.9	79.6
	Reduce costs of materials for the program	17	.8	1.3	80.9
	Charge/limit for garbage bags	44	2.2	3.4	86.8
	Accessibility to apartment buildings/Better drop off access	39	1.9	3.0	89.8
	Make it easier to recycle	41	2.0	3.1	92.9
	Other (less than 1%)	33	1.6	2.5	83.4
	Unsure	93	4.6	7.1	100.0
	Total	**1311**	**65.5**	**100.0**	
	No answer	692	34.5		
Total		**2003**	**100.0**		

Question 10 – (answered 2-7 in Q8 only) – What is the number one reason that you don't recycle or don't recycle more? [Open-ended]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	It's inconvenient/Hassle/No access	68	3.4	13.2	13.2
	I already recycle/I do what I can	147	7.3	28.5	41.7
	I don't believe in recycling/I don't want to	12	.6	2.3	44.0
	It's confusing/Need better information	31	1.5	6.0	50.0
	I don't like the green bin/I don't compost/It's messy	15	.7	2.9	52.9
	I forget to recycle/Laziness	25	1.2	4.8	57.8
	I use my own compost (e.g. in back yard)	8	.4	1.6	59.3
	It's costly	7	.3	1.4	60.7
	I don't have time	13	.6	2.5	63.2
	I recycle all the time/Recycle everything	76	3.8	14.7	77.9
	Need more recycling options/More materials should be accepted	17	.8	3.3	84.3
	Nothing/No opinion	28	1.4	5.4	89.7
	I don't have a lot of waste/recyclables	13	.6	2.5	92.2
	Other (less than 1%)	16	.8	3.1	81.0
	Unsure	40	2.0	7.8	100.0
	Total	**516**	**25.8**	**100.0**	
	No answer	1487	74.2		
Total		**2003**	**100.0**		

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On a scale of 1 to 7 where 1 is not at all certain and 7 is completely certain, how certain would you say you are in terms of what items should go into the following streams of recycling.

Question 11 – The Blue Box or whatever other type of container you use for glass, plastics and metals

		Total		Not at all certain	2	3	4	5	6	Completely certain	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	2003	5.88	4.2	1.2	2.6	5.8	14.7	21.6	48.4	1.3
	Multi-residential urban	500	5.68	6.8	1.8	2.0	7.2	15.0	18.2	45.4	3.6
	Curbside urban	1403	5.96	3.1	1.1	2.6	5.1	15.1	23.0	49.6	.4
	Curbside rural	100	5.65	7.0	.0	6.0	10.0	8.0	20.0	47.0	2.0
Gender	Male	984	5.90	3.4	.9	2.9	5.8	16.5	21.7	47.5	1.3
	Female	1019	5.86	5.1	1.6	2.3	5.9	13.1	21.5	49.4	1.3
Income	$0 to $15,000	26	6.26	7.7	.0	.0	.0	7.7	3.8	69.2	11.5
	$15,000 to 30,000	66	5.95	7.6	1.5	1.5	1.5	12.1	16.7	59.1	.0
	$30,000 to $45,000	119	5.72	7.6	1.7	3.4	5.9	10.1	20.2	48.7	2.5
	$45,000 to $60,000	160	5.79	5.0	.6	3.1	6.9	12.5	25.0	43.1	3.8
	$60,000 to $75,000	183	5.95	2.7	1.6	1.6	6.6	14.2	25.7	47.0	.5
	$75,000 or more	633	5.92	3.2	.8	2.8	6.6	15.5	22.1	48.3	.6
	Refuse	816	5.85	4.4	1.6	2.6	5.4	15.8	20.8	48.3	1.1
Recycling attitude	Recyclers	1341	5.91	4.8	1.0	2.2	5.1	14.5	21.2	50.2	1.1
	Fairweather	285	5.63	3.5	1.4	4.2	9.1	17.9	27.0	35.8	1.1
	Non-recyclers	345	5.93	3.2	2.3	3.2	6.1	13.0	17.7	52.8	1.7
	Unsure	32	6.20	.0	.0	.0	3.1	15.6	34.4	40.6	6.3

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On a scale of 1 to 7 where 1 is not at all certain and 7 is completely certain, how certain would you say you are in terms of what items should go into the following streams of recycling.

Question 12 – The Black Box or whatever other type of container you use for paper and cardboard

		Total		Not at all certain	2	3	4	5	6	Completely certain	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	2003	6.18	3.9	1.4	1.2	2.4	8.6	20.6	60.3	1.5
	Multi-residential urban	500	5.85	7.0	1.2	2.6	4.4	10.8	17.0	53.2	3.8
	Curbside urban	1403	6.30	2.9	1.5	.8	1.7	7.2	22.4	63.0	.6
	Curbside rural	100	6.08	4.0	1.0	1.0	3.0	17.0	13.0	58.0	3.0
Gender	Male	984	6.20	3.0	1.2	.8	2.6	10.2	22.3	57.8	2.0
	Female	1019	6.16	4.8	1.6	1.7	2.3	7.1	18.9	62.7	1.0
Income	$0 to $15,000	26	6.00	3.8	.0	.0	11.5	15.4	3.8	57.7	7.7
	$15,000 to 30,000	66	5.73	13.6	1.5	1.5	1.5	4.5	13.6	60.6	3.0
	$30,000 to $45,000	119	6.07	5.9	.8	1.7	5.0	9.2	10.9	63.9	2.5
	$45,000 to $60,000	160	6.07	5.6	.6	.6	1.3	10.0	26.3	51.9	3.8
	$60,000 to $75,000	183	6.24	2.7	.5	2.7	3.3	6.6	22.4	60.7	1.1
	$75,000 or more	633	6.30	2.7	.5	1.4	2.4	8.2	21.8	62.2	.8
	Refuse	816	6.15	3.8	2.6	.9	2.0	9.1	20.6	59.9	1.2
Recycling attitude	Recyclers	1341	6.21	4.4	1.2	1.2	2.2	7.5	19.1	62.9	1.5
	Fairweather	285	6.07	3.2	1.8	.7	2.5	14.0	25.6	50.9	1.4
	Non-recyclers	345	6.16	2.9	2.0	2.0	3.5	8.1	20.9	59.1	1.4
	Unsure	32	6.26	3.1	.0	.0	.0	9.4	34.4	50.0	3.1

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On a scale of 1 to 7 where 1 is not at all certain and 7 is completely certain, how certain would you say you are in terms of what items should go into the following streams of recycling.

Question 13 – The Green Bin for organics

		Total		Not at all certain	2	3	4	5	6	Completely certain	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	2003	5.54	10.6	2.5	3.2	5.2	9.2	16.0	48.9	4.2
	Multi-residential urban	500	5.00	16.6	2.2	4.4	8.6	8.8	10.0	40.4	9.0
	Curbside urban	1403	5.75	8.1	2.6	2.8	4.1	9.5	18.9	52.5	1.6
	Curbside rural	100	5.01	15.0	4.0	4.0	5.0	8.0	6.0	40.0	18.0
Gender	Male	984	5.50	10.0	3.2	3.0	6.1	10.3	16.9	46.1	4.5
	Female	1019	5.59	11.2	2.0	3.4	4.4	8.2	15.2	51.5	4.0
Income	$0 to $15,000	26	5.61	11.5	.0	3.8	7.7	7.7	.0	57.7	11.5
	$15,000 to 30,000	66	5.46	12.1	4.5	4.5	4.5	6.1	7.6	56.1	4.5
	$30,000 to $45,000	119	5.16	19.3	1.7	2.5	5.9	5.9	15.1	47.1	2.5
	$45,000 to $60,000	160	5.19	14.4	3.1	2.5	5.0	11.9	14.4	40.0	8.8
	$60,000 to $75,000	183	5.58	10.9	2.2	3.8	3.8	6.0	20.2	48.6	4.4
	$75,000 or more	633	5.70	7.9	2.5	3.2	5.5	9.2	18.6	49.9	3.2
	Refuse	816	5.54	10.4	2.6	3.3	5.3	10.3	14.7	49.3	4.2
Recycling attitude	Recyclers	1341	5.65	9.9	2.3	2.7	4.6	9.3	15.1	52.1	4.0
	Fairweather	285	5.29	10.2	2.5	4.9	8.8	11.6	20.0	37.2	4.9
	Non-recyclers	345	5.32	13.9	3.5	4.1	5.2	7.0	15.7	47.2	3.5
	Unsure	32	5.70	6.3	3.1	3.1	.0	9.4	25.0	37.5	15.6

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		CR1 – Do you use your Green Bin regularly, occasionally or never?				
		Total	Regularly	Occasionally	Never	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	1403	56.1	21.3	22.5	.1
	Curbside urban	1403	56.1	21.3	22.5	.1
Gender	Male	690	52.8	20.6	26.4	.3
	Female	713	59.3	22.0	18.7	.0
Income	$0 to $15,000	8	50.0	25.0	25.0	.0
	$15,000 to 30,000	30	60.0	16.7	23.3	.0
	$30,000 to $45,000	59	55.9	25.4	18.6	.0
	$45,000 to $60,000	101	53.5	20.8	25.7	.0
	$60,000 to $75,000	123	53.7	22.0	24.4	.0
	$75,000 or more	510	57.5	21.8	20.6	.2
	Refuse	572	55.8	20.6	23.4	.2
Recycling attitude	Recyclers	982	59.9	20.5	19.6	.1
	Fairweather	176	48.3	24.4	27.3	.0
	Non-recyclers	220	45.9	23.2	30.5	.5
	Unsure	25	52.0	16.0	32.0	.0

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CR2 – Why do you use your Green Bin with that frequency? [Open-ended]

			CR1 – Do you use your Green Bin regularly, occasionally or never?			Total
			Regularly	Occasionally	Never	
CR2 – Why do you use your Green Bin with that frequency?	Don't use it/Seldom use it/Don't have much to put in	Count	0	51	83	**134**
		Column %	.0%	19.3%	30.4%	**11.2%**
	Only use seasonally/Only winter/summer	Count	0	49	6	**55**
		Column %	.0%	18.6%	2.2%	**4.6%**
	Because it's unpleasant (maggots, bugs, vermin, odour)	Count	0	34	66	**100**
		Column %	.0%	12.9%	24.2%	**8.3%**
	It's a good idea/Good for the environment	Count	350	10	4	**364**
		Column %	52.8%	3.8%	1.5%	**30.3%**
	I do my own composting	Count	23	31	49	**103**
		Column %	3.5%	11.7%	17.9%	**8.6%**
	To divert waste from the landfill	Count	48	2	0	**50**
		Column %	7.2%	.8%	.0%	**4.2%**
	I/we have a lot of food/yard waste	Count	89	17	0	**106**
		Column %	13.4%	6.4%	.0%	**8.8%**
	I forget/I am lazy/It's inconvenient	Count	0	36	44	**80**
		Column %	.0%	13.6%	16.1%	**6.7%**
	Because it's available/I'm encouraged to/Convenient	Count	132	11	0	**143**
		Column %	19.9%	4.2%	.0%	**11.9%**
	Other (less than 1%)	Count	15	21	19	**55**
		Column %	2.3%	8.0%	7.0%	**4.6%**
	Unsure	Count	6	2	2	**10**
		Column %	.9%	.8%	.7%	**.8%**
Total		Count	**663**	**264**	**273**	**1200**
		Column %	**100.0%**	**100.0%**	**100.0%**	**100.0%**

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

		CR3 (regularly or occasionally in CR1 only) – Thinking of how you use your Green Bin throughout the year, would you say you use it primarily for [Rotate] kitchen organic waste, leaf and yard waste, or a generally an equal mixture of both kitchen organic waste and leaf and yard waste?				
		Total	Kitchen organic waste	Leaf and yard waste	A generally equal mixture of both	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	1086	58.9	16.1	24.0	.9
	Curbside urban	1086	58.9	16.1	24.0	.9
Gender	Male	506	63.4	14.8	20.8	1.0
	Female	580	55.0	17.2	26.9	.9
Income	$0 to $15,000	6	83.3	.0	16.7	.0
	$15,000 to 30,000	23	56.5	21.7	21.7	.0
	$30,000 to $45,000	48	56.3	22.9	20.8	.0
	$45,000 to $60,000	75	48.0	24.0	24.0	4.0
	$60,000 to $75,000	93	48.4	24.7	25.8	1.1
	$75,000 or more	404	67.6	10.6	21.0	.7
	Refuse	437	55.1	17.2	27.0	.7
Recycling attitude	Recyclers	789	59.4	15.0	24.3	1.3
	Fairweather	128	57.8	20.3	21.9	.0
	Non-recyclers	152	57.9	19.1	23.0	.0
	Unsure	17	52.9	11.8	35.3	.0

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

CR4 – Why? * CR3 (regularly or occasionally in CR1 only) [Open-ended]

			CR3 (regularly or occasionally in CR1 only) – Thinking of how you use your Green Bin throughout the year, would you say you use it primarily for [Rotate] kitchen organic waste, leaf and yard waste, or a generally an equal mixture of both kitchen organic waste and leaf and yard waste?				Total
			Kitchen organic waste	Leaf and yard waste	A generally equal mixture of both	Unsure	
CR4 – Why?	Yard Waste goes into other bags/bins	Count	185	7	10	1	**203**
		Column %	34.7%	5.5%	5.5%	14.3%	**23.9%**
	Easier and Faster/Convenient	Count	33	18	43	0	**94**
		Column %	6.2%	14.2%	23.6%	.0%	**11.1%**
	Both Kitchen and yard waste	Count	35	35	49	0	**119**
		Column %	6.6%	27.6%	26.9%	.0%	**14.0%**
	Used for Kitchen organics	Count	132	9	5	3	**149**
		Column %	24.8%	7.1%	2.7%	42.9%	**17.6%**
	I have two compost bins/I do my own compost	Count	45	8	9	0	**62**
		Column %	8.4%	6.3%	4.9%	.0%	**7.3%**
	Reduce Garbage/Less in landfill	Count	19	2	20	0	**41**
		Column %	3.6%	1.6%	11.0%	.0%	**4.8%**
	I use it for yard waste	Count	0	23	4	0	**27**
		Column %	.0%	18.1%	2.2%	.0%	**3.2%**
	I recycle/I do the best I can	Count	9	1	11	0	**21**
		Column %	1.7%	.8%	6.0%	.0%	**2.5%**
	I use a yard waste disposal service	Count	9	2	0	0	**11**
		Column %	1.7%	1.6%	.0%	.0%	**1.3%**
	Because that's what it's there for/I just do	Count	29	10	18	0	**57**
		Column %	5.4%	7.9%	9.9%	.0%	**6.7%**
	Depends on the season	Count	3	3	3	0	**9**
		Column %	.6%	2.4%	1.6%	.0%	**1.1%**
	Other (Less than 1% of responses)	Count	23	7	6	3	**39**
		Column %	4.3%	5.5%	3.3%	42.9%	**4.6%**
	Unsure	Count	11	2	4	0	**17**
		Column %	2.1%	1.6%	2.2%	.0%	**2.0%**
Total		Count	**533**	**127**	**182**	**7**	**849**
		Column %	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

		CR5 – On a scale of 1 to 7 where 1 is extremely dissatisfied and 7 is extremely satisfied, how would you rate the Green Bin program?									
		Total		Extremely dissatisfied	2	3	4	5	6	Extremely satisfied	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	1403	4.83	14.4	3.2	6.0	9.3	16.7	21.7	25.0	3.6
	Curbside urban	1403	4.83	14.4	3.2	6.0	9.3	16.7	21.7	25.0	3.6
Gender	Male	690	4.55	18.4	3.3	5.8	10.1	18.1	20.1	20.9	3.2
	Female	713	5.10	10.5	3.1	6.2	8.4	15.4	23.3	29.0	4.1
Income	$0 to $15,000	8	6.00	.0	.0	.0	12.5	12.5	12.5	37.5	25.0
	$15,000 to 30,000	30	4.90	16.7	3.3	10.0	3.3	6.7	23.3	33.3	3.3
	$30,000 to $45,000	59	5.17	13.6	3.4	3.4	8.5	8.5	25.4	35.6	1.7
	$45,000 to $60,000	101	5.16	7.9	5.9	5.0	8.9	12.9	25.7	28.7	5.0
	$60,000 to $75,000	123	4.80	17.1	.8	4.1	11.4	18.7	20.3	25.2	2.4
	$75,000 or more	510	4.77	14.3	3.5	6.7	9.4	16.9	24.3	22.2	2.7
	Refuse	572	4.77	15.2	3.0	6.1	9.1	18.4	18.7	25.2	4.4
Recycling attitude	Recyclers	982	5.11	10.6	2.2	6.0	8.5	17.1	23.1	28.6	3.9
	Fairweather	176	4.24	20.5	7.4	3.4	11.4	22.7	20.5	13.1	1.1
	Non-recyclers	220	4.12	25.0	4.5	8.2	10.0	11.8	17.3	19.1	4.1
	Unsure	25	4.09	28.0	.0	4.0	20.0	4.0	16.0	20.0	8.0

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

CR6 – Why do you have that opinion? [Open-ended]

			CR5 – On a scale of 1 to 7 where 1 is extremely dissatisfied and 7 is extremely satisfied, how would you rate the Green Bin program?			Total
			Dissatisfied	Neutral	Satisfied	
CR6 – Why do you have that opinion?	Don't use it/Haven't done it yet	Count	44	41	0	**85**
		Column %	21.2%	11.0%	.0%	**7.5%**
	It's a good idea/Good for the environment	Count	0	57	409	**466**
		Column %	.0%	15.2%	73.4%	**40.9%**
	It's expensive/Liners are expensive	Count	15	17	5	**37**
		Column %	7.2%	4.5%	.9%	**3.2%**
	I don't like the program/I don't support it	Count	61	35	0	**96**
		Column %	29.3%	9.4%	.0%	**8.4%**
	Messy/Dirty	Count	36	56	22	**114**
		Column %	17.3%	15.0%	3.9%	**10.0%**
	It's a waste of money/time	Count	24	8	0	**32**
		Column %	11.5%	2.1%	.0%	**2.8%**
	Green Bin should be picked up weekly/more often	Count	3	27	15	**45**
		Column %	1.4%	7.2%	2.7%	**4.0%**
	Satisfied with the service	Count	0	8	56	**64**
		Column %	.0%	2.1%	10.1%	**5.6%**
	Room for improvement	Count	8	44	18	**70**
		Column %	3.8%	11.8%	3.2%	**6.1%**
	Too complicated/ too much work	Count	8	15	9	**32**
		Column %	3.8%	4.0%	1.6%	**2.8%**
	Need more education on this service	Count	2	30	9	**41**
		Column %	1.0%	8.0%	1.6%	**3.6%**
	Not enough people participate in the program	Count	0	13	4	**17**
		Column %	.0%	3.5%	.7%	**1.5%**
	Other (less than 1% of responses)	Count	3	15	5	**23**
		Column %	1.4%	4.0%	.9%	**2.0%**
	Unsure	Count	4	8	5	**17**
		Column %	1.9%	2.1%	.9%	**1.5%**
Total		Count	**208**	**374**	**557**	**1139**
		Column %	**100.0%**	**100.0%**	**100.0%**	**100.0%**

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

		CR7 – In terms of your current recycling habits, would you prefer weekly blue and black box collection or the current system of biweekly blue and black boxes collection?			
		Total	Weekly blue and black box collection	Current system of biweekly blue and black boxes collection	Unsure
		Responses	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	1403	29.3	69.7	1.0
	Curbside urban	1403	29.3	69.7	1.0
Gender	Male	690	26.8	71.9	1.3
	Female	713	31.7	67.6	.7
Income	$0 to $15,000	8	12.5	87.5	.0
	$15,000 to 30,000	30	30.0	66.7	3.3
	$30,000 to $45,000	59	27.1	71.2	1.7
	$45,000 to $60,000	101	32.7	65.3	2.0
	$60,000 to $75,000	123	28.5	70.7	.8
	$75,000 or more	510	31.4	67.6	1.0
	Refuse	572	27.4	71.9	.7
Recycling attitude	Recyclers	982	29.8	69.1	1.0
	Fairweather	176	31.3	67.6	1.1
	Non-recyclers	220	25.5	73.6	.9
	Unsure	25	28.0	72.0	.0

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

CR8 – Why do you have that opinion? [Open-ended]

			CR7 – In terms of your current recycling habits, would you prefer weekly blue and black box collection or the current system of biweekly blue and black boxes collection?			**Total**
			Weekly blue and black box collection	Current system of biweekly blue and black boxes collection	Unsure	
CR8 – Why do you have that opinion?	Because it works for our family/It's fine	Count	29	496	2	**527**
		Column %	8.0%	60.0%	22.2%	**43.9%**
	We generate a lot of recycling/Bin gets filled too quickly	Count	230	39	1	**270**
		Column %	63.2%	4.7%	11.1%	**22.5%**
	We don't generate a lot of recycling/Bin doesn't fill up	Count	10	163	0	**173**
		Column %	2.7%	19.7%	.0%	**14.4%**
	Saves money/Don't want to waste money	Count	8	66	1	**75**
		Column %	2.2%	8.0%	11.1%	**6.3%**
	Easier/Better/Faster	Count	69	44	0	**113**
		Column %	19.0%	5.3%	.0%	**9.4%**
	Doesn't make a difference	Count	2	1	1	**4**
		Column %	.5%	.1%	11.1%	**.3%**
	Other (less than 1%)	Count	14	17	0	**31**
		Column %	3.8%	2.1%	.0%	**2.6%**
	Unsure	Count	2	1	4	**7**
		Column %	.5%	.1%	44.4%	**.6%**
Total		Count	**364**	**827**	**9**	**1200**
		Column %	**100.0%**	**100.0%**	**100.0%**	**100.0%**

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: [Rotate CR9 to CR14]

CR9 – Placing all your blue and black box materials into one container instead of two containers?

		Total		Very unappealing	2	3	4	5	6	Very appealing	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	1403	3.56	33.8	9.3	6.9	9.7	9.5	6.4	20.7	3.6
	Curbside urban	1403	3.56	33.8	9.3	6.9	9.7	9.5	6.4	20.7	3.6
Gender	Male	690	3.54	31.3	11.0	8.3	10.0	9.4	6.8	19.0	4.2
	Female	713	3.58	36.2	7.7	5.6	9.4	9.5	6.0	22.4	3.1
Income	$0 to $15,000	8	3.88	25.0	.0	25.0	12.5	12.5	.0	25.0	.0
	$15,000 to 30,000	30	2.68	50.0	6.7	6.7	10.0	6.7	.0	13.3	6.7
	$30,000 to $45,000	59	3.31	40.7	11.9	5.1	8.5	6.8	6.8	20.3	.0
	$45,000 to $60,000	101	3.55	31.7	7.9	11.9	6.9	8.9	11.9	15.8	5.0
	$60,000 to $75,000	123	3.78	27.6	9.8	5.7	10.6	13.0	3.3	22.8	7.3
	$75,000 or more	510	3.73	32.5	8.0	6.5	9.2	7.8	6.5	24.7	4.7
	Refuse	572	3.43	35.1	10.7	6.6	10.5	10.7	6.5	18.0	1.9
Recycling attitude	Recyclers	982	3.49	35.4	9.5	6.6	10.3	8.5	5.5	21.0	3.3
	Fairweather	176	3.90	25.6	9.1	8.0	11.9	9.7	10.2	21.0	4.5
	Non-recyclers	220	3.73	30.9	10.0	6.4	6.4	14.1	8.2	20.9	3.2
	Unsure	25	2.33	52.0	.0	16.0	.0	8.0	.0	8.0	16.0

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: [Rotate CR9 to CR14]

CR10 – Having the City provide a large wheeled cart to collect blue and black box materials together?

		Total		Very unappealing	2	3	4	5	6	Very appealing	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	1403	3.58	33.8	8.2	7.6	8.7	9.9	7.1	20.4	4.4
	Curbside urban	1403	3.58	33.8	8.2	7.6	8.7	9.9	7.1	20.4	4.4
Gender	Male	690	3.36	37.0	8.8	7.0	9.7	9.7	7.0	16.8	4.1
	Female	713	3.80	30.7	7.6	8.1	7.7	10.1	7.2	23.8	4.8
Income	$0 to $15,000	8	3.38	37.5	.0	12.5	12.5	25.0	.0	12.5	.0
	$15,000 to 30,000	30	3.00	43.3	6.7	3.3	10.0	16.7	3.3	10.0	6.7
	$30,000 to $45,000	59	3.02	54.2	3.4	5.1	1.7	6.8	10.2	16.9	1.7
	$45,000 to $60,000	101	3.69	29.7	6.9	10.9	8.9	9.9	7.9	19.8	5.9
	$60,000 to $75,000	123	3.65	30.1	11.4	4.1	9.8	8.1	8.1	20.3	8.1
	$75,000 or more	510	3.79	32.2	6.3	7.3	9.4	8.6	7.3	24.3	4.7
	Refuse	572	3.45	34.1	10.1	8.4	8.4	11.2	6.5	18.0	3.3
Recycling attitude	Recyclers	982	3.59	33.2	8.9	7.6	8.4	10.2	7.0	20.5	4.3
	Fairweather	176	3.72	27.8	9.7	8.0	11.4	9.7	9.1	18.8	5.7
	Non-recyclers	220	3.49	39.5	5.0	7.3	8.2	9.1	5.9	21.8	3.2
	Unsure	25	3.05	48.0	.0	4.0	8.0	8.0	4.0	16.0	12.0

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: [Rotate CR9 to CR14]

CR11 – Having your Green Bin picked up weekly throughout the whole year?

		Total		Very unappealing	2	3	4	5	6	Very appealing	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	1403	4.18	24.3	6.6	6.7	9.9	11.0	6.3	28.8	6.5
	Curbside urban	1403	4.18	24.3	6.6	6.7	9.9	11.0	6.3	28.8	6.5
Gender	Male	690	3.85	27.7	6.4	8.4	11.0	11.7	5.8	22.3	6.7
	Female	713	4.50	21.0	6.7	5.0	8.8	10.2	6.7	35.1	6.3
Income	$0 to $15,000	8	4.13	25.0	.0	12.5	12.5	25.0	.0	25.0	.0
	$15,000 to 30,000	30	3.89	33.3	3.3	10.0	6.7	3.3	6.7	30.0	6.7
	$30,000 to $45,000	59	3.96	30.5	8.5	5.1	5.1	11.9	8.5	27.1	3.4
	$45,000 to $60,000	101	4.25	23.8	6.9	9.9	9.9	5.0	5.0	34.7	5.0
	$60,000 to $75,000	123	4.06	21.1	9.8	8.1	6.5	13.8	7.3	22.8	10.6
	$75,000 or more	510	4.25	24.7	6.1	5.3	10.6	9.8	6.9	30.6	6.1
	Refuse	572	4.17	23.6	6.3	7.0	10.7	12.6	5.6	27.6	6.6
Recycling attitude	Recyclers	982	4.23	24.6	6.6	6.0	9.8	10.3	6.3	30.5	5.8
	Fairweather	176	4.12	20.5	5.7	11.4	13.6	11.9	7.4	22.7	6.8
	Non-recyclers	220	4.07	25.5	7.3	6.4	7.7	13.6	5.5	26.4	7.7
	Unsure	25	3.90	28.0	4.0	4.0	8.0	8.0	4.0	24.0	20.0

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: [Rotate CR9 to CR14]

CR12 – Reducing the current three garbage bag limit to two garbage bags per week?

		Total		Very unappealing	2	3	4	5	6	Very appealing	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	1403	3.19	41.9	7.1	6.1	9.2	10.0	7.7	14.3	3.7
	Curbside urban	1403	3.19	41.9	7.1	6.1	9.2	10.0	7.7	14.3	3.7
Gender	Male	690	2.95	46.5	8.1	5.4	8.7	8.0	6.7	12.9	3.8
	Female	713	3.43	37.4	6.0	6.9	9.7	11.9	8.7	15.7	3.6
Income	$0 to $15,000	8	4.00	25.0	.0	12.5	25.0	12.5	.0	25.0	.0
	$15,000 to 30,000	30	3.10	43.3	10.0	6.7	10.0	.0	10.0	16.7	3.3
	$30,000 to $45,000	59	3.47	40.7	5.1	5.1	5.1	16.9	8.5	16.9	1.7
	$45,000 to $60,000	101	3.40	36.6	6.9	6.9	10.9	9.9	14.9	10.9	3.0
	$60,000 to $75,000	123	3.07	40.7	7.3	7.3	6.5	8.9	7.3	12.2	9.8
	$75,000 or more	510	3.26	41.2	6.9	7.5	7.8	7.6	7.3	17.3	4.5
	Refuse	572	3.09	44.1	7.3	4.5	10.8	12.1	6.8	12.2	2.1
Recycling attitude	Recyclers	982	3.28	40.8	6.5	6.1	9.6	9.8	8.4	15.3	3.6
	Fairweather	176	2.95	43.8	9.1	9.1	8.5	9.1	8.0	10.2	2.3
	Non-recyclers	220	3.09	43.6	8.2	4.5	8.2	11.4	5.5	14.1	4.5
	Unsure	25	2.41	56.0	4.0	.0	8.0	12.0	.0	8.0	12.0

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: [Rotate CR9 to CR14]

CR13 – Not collecting garbage bags from households that exceed the current limit of three bags per week?

		Total		Very unappealing	2	3	4	5	6	Very appealing	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	1403	2.71	51.0	9.0	5.2	7.7	8.5	5.3	10.5	2.7
	Curbside urban	1403	2.71	51.0	9.0	5.2	7.7	8.5	5.3	10.5	2.7
Gender	Male	690	2.60	53.2	9.4	5.2	6.8	8.0	5.4	9.4	2.6
	Female	713	2.82	48.9	8.6	5.2	8.6	9.0	5.3	11.6	2.8
Income	$0 to $15,000	8	2.50	50.0	.0	25.0	.0	25.0	.0	.0	.0
	$15,000 to 30,000	30	1.93	66.7	13.3	.0	3.3	3.3	6.7	3.3	3.3
	$30,000 to $45,000	59	2.59	50.8	11.9	5.1	6.8	13.6	1.7	8.5	1.7
	$45,000 to $60,000	101	2.93	47.5	6.9	5.9	9.9	9.9	9.9	8.9	1.0
	$60,000 to $75,000	123	3.01	43.9	6.5	5.7	8.9	13.0	4.9	11.4	5.7
	$75,000 or more	510	2.84	49.8	8.4	5.5	8.0	5.7	6.5	13.3	2.7
	Refuse	572	2.55	53.5	10.0	4.7	7.2	9.3	4.0	8.9	2.4
Recycling attitude	Recyclers	982	2.78	50.1	8.4	4.7	8.5	8.7	5.9	10.9	3.0
	Fairweather	176	2.56	51.1	11.9	6.8	8.0	7.4	4.0	9.1	1.7
	Non-recyclers	220	2.62	53.2	9.5	6.8	4.1	8.6	4.1	11.4	2.3
	Unsure	25	1.88	68.0	8.0	.0	8.0	8.0	4.0	.0	4.0

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: [Rotate CR9 to CR14]

CR14 – Paying a fee for each bag of garbage that exceeds the current limit of three bags per week?

		Total		Very unappealing	2	3	4	5	6	Very appealing	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	1403	3.17	47.4	4.8	4.8	5.9	9.2	7.5	17.2	3.2
	Curbside urban	1403	3.17	47.4	4.8	4.8	5.9	9.2	7.5	17.2	3.2
Gender	Male	690	2.94	51.4	5.5	3.9	5.8	8.8	7.1	14.3	3.0
	Female	713	3.39	43.5	4.1	5.6	6.0	9.5	7.9	20.1	3.4
Income	$0 to $15,000	8	3.63	37.5	.0	12.5	12.5	12.5	.0	25.0	.0
	$15,000 to 30,000	30	2.45	66.7	.0	3.3	6.7	3.3	.0	16.7	3.3
	$30,000 to $45,000	59	3.14	49.2	1.7	6.8	6.8	3.4	8.5	18.6	5.1
	$45,000 to $60,000	101	3.57	32.7	5.9	9.9	6.9	15.8	11.9	12.9	4.0
	$60,000 to $75,000	123	3.08	46.3	7.3	4.1	.8	14.6	7.3	13.8	5.7
	$75,000 or more	510	3.33	46.7	3.3	3.7	5.7	7.6	7.8	21.0	4.1
	Refuse	572	3.01	49.8	5.9	4.7	6.8	9.1	6.8	15.2	1.6
Recycling attitude	Recyclers	982	3.23	46.9	4.3	4.7	6.0	9.2	7.2	18.6	3.1
	Fairweather	176	3.20	42.0	9.7	6.3	5.1	9.7	9.1	15.3	2.8
	Non-recyclers	220	2.91	52.7	3.6	4.5	6.8	8.6	7.3	13.6	2.7
	Unsure	25	2.62	56.0	.0	.0	.0	12.0	8.0	8.0	16.0

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: [Rotate CR9 to CR14]

CR15 – A user fee for garbage where you pay a flat fee for each bag of garbage set out at the curb for pickup?

		Total		Very unappealing	2	3	4	5	6	Very appealing	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	1403	1.97	67.4	8.6	3.2	4.5	5.1	2.6	5.3	3.3
	Curbside urban	1403	1.97	67.4	8.6	3.2	4.5	5.1	2.6	5.3	3.3
Gender	Male	690	1.92	68.3	9.9	2.8	4.2	4.1	3.5	4.6	2.8
	Female	713	2.01	66.6	7.4	3.6	4.8	6.0	1.8	5.9	3.8
Income	$0 to $15,000	8	2.13	62.5	.0	12.5	12.5	12.5	.0	.0	.0
	$15,000 to 30,000	30	2.14	70.0	6.7	.0	3.3	3.3	.0	13.3	3.3
	$30,000 to $45,000	59	1.93	66.1	10.2	5.1	.0	3.4	6.8	3.4	5.1
	$45,000 to $60,000	101	2.04	63.4	9.9	5.0	7.9	5.0	3.0	4.0	2.0
	$60,000 to $75,000	123	2.10	63.4	7.3	4.1	4.1	6.5	3.3	5.7	5.7
	$75,000 or more	510	1.97	68.2	7.5	2.5	3.3	3.1	2.9	7.1	5.3
	Refuse	572	1.92	68.4	9.8	3.1	5.4	6.6	1.9	3.7	1.0
Recycling attitude	Recyclers	982	1.96	68.2	8.0	3.0	4.5	5.1	2.6	5.3	3.3
	Fairweather	176	1.85	64.2	14.8	4.0	4.0	2.3	3.4	3.4	4.0
	Non-recyclers	220	2.14	65.5	6.8	4.1	5.0	6.4	2.3	7.3	2.7
	Unsure	25	1.67	76.0	4.0	.0	4.0	12.0	.0	.0	4.0

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

CR16 – How much of a fee would you be willing to pay for each bag of your garbage to be picked up? [Open-ended]

N	Valid	1310
	N/A	693
Mean		.6466

CR16 – How much of a fee would you be willing to pay for each bag of your garbage to be picked up? [Open-ended]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	1058	52.8	80.8	80.8
	.01	2	.1	.2	80.9
	.05	2	.1	.2	81.1
	.10	3	.1	.2	81.3
	.25	9	.4	.7	82.0
	.50	27	1.3	2.1	84.0
	.60	1	.0	.1	84.1
	.75	1	.0	.1	84.2
	1.00	112	5.6	8.5	92.7
	1.50	3	.1	.2	93.0
	2.00	43	2.1	3.3	96.3
	2.50	4	.2	.3	96.6
	3.00	9	.4	.7	97.3
	4.00	1	.0	.1	97.3
	5.00	18	.9	1.4	98.7
	6.00	1	.0	.1	98.8
	10.00	9	.4	.7	99.5
	20.00	1	.0	.1	99.5
	25.00	2	.1	.2	99.7
	30.00	1	.0	.1	99.8
	50.00	2	.1	.2	99.9
	200.00	1	.0	.1	100.0
	Total	**1310**	**65.4**	**100.0**	
	Unsure	91	4.5		
	No answer	602	30.1		
	Total	**693**	**34.6**		
Total		**2003**	**100.0**		

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

		Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: CR17 – Having the City pick up your garbage once every two weeks if your Green Bin was picked up every week?									
		Total		Very unappealing	2	3	4	5	6	Very appealing	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	1403	3.14	42.8	8.3	6.1	7.0	10.3	7.7	14.1	3.6
	Curbside urban	1403	3.14	42.8	8.3	6.1	7.0	10.3	7.7	14.1	3.6
Gender	Male	690	2.94	45.4	9.1	6.4	7.0	9.9	7.1	11.6	3.6
	Female	713	3.32	40.4	7.6	5.9	7.0	10.8	8.3	16.5	3.5
Income	$0 to $15,000	8	3.50	37.5	.0	12.5	12.5	12.5	12.5	12.5	.0
	$15,000 to 30,000	30	3.33	43.3	10.0	3.3	6.7	10.0	3.3	23.3	.0
	$30,000 to $45,000	59	3.78	37.3	5.1	1.7	3.4	16.9	16.9	16.9	1.7
	$45,000 to $60,000	101	2.94	46.5	5.9	8.9	6.9	8.9	3.0	14.9	5.0
	$60,000 to $75,000	123	3.24	41.5	5.7	6.5	9.8	10.6	9.8	13.0	3.3
	$75,000 or more	510	3.05	44.5	8.6	6.1	5.7	9.0	7.3	14.3	4.5
	Refuse	572	3.14	41.6	9.4	6.1	7.9	11.0	7.7	13.3	3.0
Recycling attitude	Recyclers	982	3.16	43.2	7.4	6.7	6.4	10.5	7.1	15.1	3.6
	Fairweather	176	3.03	38.6	14.8	5.7	9.7	9.7	10.8	8.5	2.3
	Non-recyclers	220	3.12	44.5	8.2	4.1	7.7	10.0	7.7	14.5	3.2
	Unsure	25	3.14	44.0	.0	4.0	4.0	12.0	8.0	12.0	16.0

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

CR18 – Why do you have that opinion? [Open-ended]

			Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: CR17 – Having the City pick up your garbage once every two weeks if your Green Bin was picked up every week?			Total
			Unappealing	Neutral	Appealing	
CR18 – Why do you have that opinion?	Not a good idea/Garbage should be picked up weekly/Will pile up	Count	387	82	0	**469**
		Column %	65.0%	30.6%	.0%	**42.4%**
	I don't use the Green Bin/Barely use it	Count	106	9	6	**121**
		Column %	17.8%	3.4%	2.5%	**10.9%**
	It's a good idea/We don't have a lot of garbage	Count	0	90	183	**273**
		Column %	.0%	33.6%	75.0%	**24.7%**
	Would not work in the summertime (heat, smell, animals)	Count	32	21	0	**53**
		Column %	5.4%	7.8%	.0%	**4.8%**
	I prefer the weekly option	Count	15	6	0	**21**
		Column %	2.5%	2.2%	.0%	**1.9%**
	It's better/Safer/Easier	Count	0	2	23	**25**
		Column %	.0%	.7%	9.4%	**2.3%**
	I don't care/Doesn't affect me/No reason	Count	5	9	6	**20**
		Column %	.8%	3.4%	2.5%	**1.8%**
	Other (less than 1%)	Count	21	24	22	**67**
		Column %	3.5%	9.0%	9.0%	**6.1%**
	Unsure	Count	29	25	4	**58**
		Column %	4.9%	9.3%	1.6%	**5.2%**
Total		Count	**595**	**268**	**244**	**1107**
		Column %	**100.0%**	**100.0%**	**100.0%**	**100.0%**

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

		RNV1 – Using a 7-point scale, where 1 is not at all interested and 7 is very interested, how interested are you in participating in the City's green bin program?									
		Total		Not at all interested	2	3	4	5	6	Very interested	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	100	3.75	41.0	3.0	2.0	4.0	11.0	6.0	28.0	5.0
	Curbside rural	100	3.75	41.0	3.0	2.0	4.0	11.0	6.0	28.0	5.0
Gender	Male	52	3.44	48.1	3.8	.0	3.8	9.6	3.8	26.9	3.8
	Female	48	4.09	33.3	2.1	4.2	4.2	12.5	8.3	29.2	6.3
Income	$0 to $15,000	1	7.00	.0	.0	.0	.0	.0	.0	100.0	.0
	$15,000 to 30,000	6	4.83	16.7	.0	16.7	16.7	.0	.0	50.0	.0
	$30,000 to $45,000	3	1.00	100.0	.0	.0	.0	.0	.0	.0	.0
	$45,000 to $60,000	5	2.00	60.0	.0	.0	.0	20.0	.0	.0	20.0
	$60,000 to $75,000	14	3.58	42.9	.0	.0	7.1	.0	14.3	21.4	14.3
	$75,000 or more	30	4.29	30.0	3.3	.0	6.7	16.7	3.3	33.3	6.7
	Refuse	41	3.56	46.3	4.9	2.4	.0	12.2	7.3	26.8	.0
Recycling attitude	Recyclers	66	4.35	30.3	1.5	3.0	6.1	12.1	4.5	36.4	6.1
	Fairweather	13	3.77	30.8	15.4	.0	.0	23.1	15.4	15.4	.0
	Non-recyclers	19	1.89	84.2	.0	.0	.0	.0	5.3	10.5	.0
	Unsure	2	1.00	50.0	.0	.0	.0	.0	.0	.0	50.0

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

RNV2 – Why do you have that opinion? [Open-ended]

			RNV1 – Using a 7-point scale, where 1 is not at all interested and 7 is very interested, how interested are you in participating in the City's green bin program?			Total
			Not interested	Somewhat interested	Interested	
RNV2 – Why do you have that opinion?	I use it already/Use it a lot	Count	1	0	3	**4**
		Column %	2.5%	.0%	9.1%	**4.7%**
	It is messy/Inconvenient/Don't have time	Count	8	7	0	**15**
		Column %	20.0%	53.8%	.0%	**17.4%**
	I don't have a green bin/It was stolen/Don't use it	Count	9	0	3	**12**
		Column %	22.5%	.0%	9.1%	**14.0%**
	It's better for the environment/It's a good, useful program	Count	0	4	24	**28**
		Column %	.0%	30.8%	72.7%	**32.6%**
	I do my own composting	Count	11	0	1	**12**
		Column %	27.5%	.0%	3.0%	**14.0%**
	I'm against it/It's a waste of money	Count	8	1	0	**9**
		Column %	20.0%	7.7%	.0%	**10.5%**
	Don't know how it works/Need information	Count	0	0	1	**1**
		Column %	.0%	.0%	3.0%	**1.2%**
	I don't care	Count	3	0	0	**3**
		Column %	7.5%	.0%	.0%	**3.5%**
	Other (less than 1% of responses)	Count	0	1	0	**1**
		Column %	.0%	7.7%	.0%	**1.2%**
	Unsure	Count	0	0	1	**1**
		Column %	.0%	.0%	3.0%	**1.2%**
Total		Count	**40**	**13**	**33**	**86**
		Column %	**100.0%**	**100.0%**	**100.0%**	**100.0%**

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

		RNV3 – In terms of your current recycling habits, would you prefer **weekly** blue and black box collection, the current system of **bi-weekly** blue and black box collection, or **monthly** blue and black box collection?			
		Total	Weekly blue and black box collection	Current system of biweekly blue and black boxes collection	Unsure
		Responses	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	100	30.0	66.0	4.0
	Curbside rural	100	30.0	66.0	4.0
Gender	Male	52	21.2	75.0	3.8
	Female	48	39.6	56.3	4.2
Income	$0 to $15,000	1	.0	100.0	.0
	$15,000 to 30,000	6	66.7	16.7	16.7
	$30,000 to $45,000	3	66.7	33.3	.0
	$45,000 to $60,000	5	.0	100.0	.0
	$60,000 to $75,000	14	28.6	64.3	7.1
	$75,000 or more	30	26.7	70.0	3.3
	Refuse	41	29.3	68.3	2.4
Recycling attitude	Recyclers	66	31.8	63.6	4.5
	Fairweather	13	15.4	84.6	.0
	Non-recyclers	19	36.8	63.2	.0
	Unsure	2	.0	50.0	50.0

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

RNV4 – Why do you have that opinion? [Open-ended]

			RNV3 – In terms of your current recycling habits, would you prefer weekly blue and black box collection or the current system of bi-weekly blue and black box collection or monthly blue and black box collection			Total
			Weekly blue and black box collection	Current system of biweekly blue and black boxes collection	Unsure	
RNV4 – Why do you have that opinion?	We don't use recycling/Don't care	Count	0	1	0	**1**
		Column %	.0%	1.8%	.0%	**1.2%**
	I don't have much recycling/Small household	Count	1	8	1	**10**
		Column %	4.0%	14.0%	50.0%	**11.9%**
	I accumulate a lot of recycling/Large household	Count	11	2	0	**13**
		Column %	44.0%	3.5%	.0%	**15.5%**
	Because it works for us/Just my opinion	Count	0	13	0	**13**
		Column %	.0%	22.8%	.0%	**15.5%**
	Bi-weekly works/Should stay as is	Count	0	18	0	**18**
		Column %	.0%	31.6%	.0%	**21.4%**
	Because it's convenient/easier/more effective	Count	13	13	0	**26**
		Column %	52.0%	22.8%	.0%	**31.0%**
	Other (less than 1%)	Count	0	1	1	**2**
		Column %	.0%	1.8%	50.0%	**2.4%**
	Unsure	Count	0	1	0	**1**
		Column %	.0%	1.8%	.0%	**1.2%**
Total		Count	**25**	**57**	**2**	**84**
		Column %	**100.0%**	**100.0%**	**100.0%**	**100.0%**

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

		RNV5 – In terms of your current garbage habits, would you prefer **weekly** garbage pickup, **bi-weekly** garbage pickup or **monthly** garbage pickup?				
		Total	Weekly garbage	Bi-weekly garbage pickup	Monthly garbage pickup	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	100	76.0	20.0	3.0	1.0
	Curbside rural	100	76.0	20.0	3.0	1.0
Gender	Male	52	76.9	19.2	1.9	1.9
	Female	48	75.0	20.8	4.2	.0
Income	$0 to $15,000	1	.0	100.0	.0	.0
	$15,000 to 30,000	6	83.3	16.7	.0	.0
	$30,000 to $45,000	3	100.0	.0	.0	.0
	$45,000 to $60,000	5	60.0	20.0	20.0	.0
	$60,000 to $75,000	14	85.7	14.3	.0	.0
	$75,000 or more	30	76.7	16.7	6.7	.0
	Refuse	41	73.2	24.4	.0	2.4
Recycling attitude	Recyclers	66	78.8	16.7	3.0	1.5
	Fairweather	13	69.2	23.1	7.7	.0
	Non-recyclers	19	73.7	26.3	.0	.0
	Unsure	2	50.0	50.0	.0	.0

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

RNV6 – Why do you have that opinion? [Open-ended]

			RNV5 – In terms of your current garbage habits, would you prefer weekly garbage pickup, bi-weekly garbage pickup or monthly garbage pickup?			Total
			Weekly garbage	Bi-weekly garbage pickup	Monthly garbage pickup	
RNV6 – Why do you have that opinion?	We accumulate a lot of garbage/Large family/Prefer weekly	Count	32	0	0	**32**
		Column %	50.0%	.0%	.0%	**37.6%**
	Because it would smell/Attract pests	Count	15	0	0	**15**
		Column %	23.4%	.0%	.0%	**17.6%**
	Should be more frequent in summer	Count	8	1	0	**9**
		Column %	12.5%	5.6%	.0%	**10.6%**
	Because it is convenient/clean/easier	Count	5	13	1	**19**
		Column %	7.8%	72.2%	33.3%	**22.4%**
	I don't care/Makes no difference	Count	0	1	0	**1**
		Column %	.0%	5.6%	.0%	**1.2%**
	I recycle a lot	Count	0	0	1	**1**
		Column %	.0%	.0%	33.3%	**1.2%**
	Don't generate enough garbage	Count	3	3	1	**7**
		Column %	4.7%	16.7%	33.3%	**8.2%**
	Unsure	Count	1	0	0	**1**
		Column %	1.6%	.0%	.0%	**1.2%**
Total		Count	**64**	**18**	**3**	**85**
		Column%	**100.0%**	**100.0%**	**100.0%**	**100.0%**

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: [Rotate RNV7 to RNV11]

RNV7 – Placing all your blue and black box materials into one container instead of two containers?

		Total		Very unappealing	2	3	4	5	6	Very appealing	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	100	3.65	35.0	5.0	5.0	9.0	10.0	6.0	22.0	8.0
	Curbside rural	100	3.65	35.0	5.0	5.0	9.0	10.0	6.0	22.0	8.0
Gender	Male	52	3.44	38.5	3.8	5.8	9.6	11.5	3.8	19.2	7.7
	Female	48	3.89	31.3	6.3	4.2	8.3	8.3	8.3	25.0	8.3
Income	$0 to $15,000	1	5.00	.0	.0	.0	.0	100.0	.0	.0	.0
	$15,000 to 30,000	6	3.83	16.7	.0	.0	66.7	.0	16.7	.0	.0
	$30,000 to $45,000	3	3.00	66.7	.0	.0	.0	.0	.0	33.3	.0
	$45,000 to $60,000	5	3.80	20.0	20.0	.0	20.0	.0	40.0	.0	.0
	$60,000 to $75,000	14	3.20	35.7	.0	14.3	.0	.0	.0	21.4	28.6
	$75,000 or more	30	3.48	33.3	6.7	10.0	6.7	10.0	3.3	20.0	10.0
Recycling attitude	Refuse	41	3.85	39.0	4.9	.0	4.9	14.6	4.9	29.3	2.4
	Recyclers	66	3.82	30.3	4.5	6.1	10.6	10.6	7.6	21.2	9.1
	Fairweather	13	4.31	23.1	7.7	7.7	7.7	15.4	7.7	30.8	.0
	Non-recyclers	19	2.78	57.9	5.3	.0	5.3	5.3	.0	21.1	5.3
	Unsure	2	1.00	50.0	.0	.0	.0	.0	.0	.0	50.0

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CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: [Rotate RNV7 to RNV11]

RNV8 – Having the City provide a large wheeled cart to collect blue and black box materials together?

		Total		Very unappealing	2	3	4	5	6	Very appealing	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	100	3.47	33.0	11.0	6.0	8.0	14.0	3.0	19.0	6.0
	Curbside rural	100	3.47	33.0	11.0	6.0	8.0	14.0	3.0	19.0	6.0
Gender	Male	52	3.38	32.7	11.5	7.7	5.8	11.5	1.9	19.2	9.6
	Female	48	3.55	33.3	10.4	4.2	10.4	16.7	4.2	18.8	2.1
Income	$0 to $15,000	1	2.00	.0	100.0	.0	.0	.0	.0	.0	.0
	$15,000 to 30,000	6	3.00	33.3	16.7	.0	33.3	.0	16.7	.0	.0
	$30,000 to $45,000	3	5.67	.0	.0	33.3	.0	.0	.0	66.7	.0
	$45,000 to $60,000	5	2.80	40.0	20.0	.0	20.0	.0	20.0	.0	.0
	$60,000 to $75,000	14	3.31	35.7	14.3	14.3	.0	.0	.0	28.6	7.1
	$75,000 or more	30	3.41	36.7	3.3	10.0	6.7	13.3	.0	20.0	10.0
	Refuse	41	3.59	31.7	12.2	.0	7.3	24.4	2.4	17.1	4.9
Recycling attitude	Recyclers	66	3.58	27.3	13.6	6.1	9.1	16.7	4.5	16.7	6.1
	Fairweather	13	2.92	38.5	15.4	7.7	7.7	7.7	.0	15.4	7.7
	Non-recyclers	19	3.58	47.4	.0	5.3	5.3	10.5	.0	31.6	.0
	Unsure	2	1.00	50.0	.0	.0	.0	.0	.0	.0	50.0

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CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: [Rotate RNV7 to RNV11]

RNV9 – Reducing the current three garbage bag limit to two garbage bags per week?

		Total		Very unappealing	2	3	4	5	6	Very appealing	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	100	3.38	42.0	2.0	4.0	6.0	8.0	10.0	17.0	11.0
	Curbside rural	100	3.38	42.0	2.0	4.0	6.0	8.0	10.0	17.0	11.0
Gender	Male	52	3.19	44.2	3.8	3.8	5.8	7.7	11.5	13.5	9.6
	Female	48	3.60	39.6	.0	4.2	6.3	8.3	8.3	20.8	12.5
Income	$0 to $15,000	1	7.00	.0	.0	.0	.0	.0	.0	100.0	.0
	$15,000 to 30,000	6	3.33	50.0	.0	.0	.0	33.3	.0	16.7	.0
	$30,000 to $45,000	3	1.00	100.0	.0	.0	.0	.0	.0	.0	.0
	$45,000 to $60,000	5	4.25	20.0	.0	20.0	.0	.0	20.0	20.0	20.0
	$60,000 to $75,000	14	2.44	42.9	.0	.0	.0	14.3	7.1	.0	35.7
	$75,000 or more	30	3.59	43.3	.0	.0	10.0	3.3	10.0	23.3	10.0
	Refuse	41	3.46	39.0	4.9	7.3	7.3	7.3	12.2	17.1	4.9
Recycling attitude	Recyclers	66	3.44	39.4	1.5	4.5	7.6	9.1	4.5	19.7	13.6
	Fairweather	13	4.15	30.8	7.7	7.7	.0	7.7	15.4	30.8	.0
	Non-recyclers	19	2.78	57.9	.0	.0	5.3	5.3	26.3	.0	5.3
	Unsure	2	1.00	50.0	.0	.0	.0	.0	.0	.0	50.0

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CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: [Rotate RNV7 to RNV11]

RNV10 – Not collecting garbage bags from households that exceed the current limit of three bags per week?

		Total		Very unappealing	2	3	4	5	6	Very appealing	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	100	2.67	52.0	6.0	5.0	5.0	12.0	6.0	8.0	6.0
	Curbside rural	100	2.67	52.0	6.0	5.0	5.0	12.0	6.0	8.0	6.0
Gender	Male	52	2.65	50.0	7.7	5.8	1.9	13.5	7.7	5.8	7.7
	Female	48	2.70	54.2	4.2	4.2	8.3	10.4	4.2	10.4	4.2
Income	$0 to $15,000	1	1.00	100.0	.0	.0	.0	.0	.0	.0	.0
	$15,000 to 30,000	6	2.33	50.0	33.3	.0	.0	.0	.0	16.7	.0
	$30,000 to $45,000	3	1.00	100.0	.0	.0	.0	.0	.0	.0	.0
	$45,000 to $60,000	5	2.60	40.0	.0	20.0	40.0	.0	.0	.0	.0
	$60,000 to $75,000	14	2.92	50.0	.0	.0	7.1	14.3	.0	14.3	14.3
	$75,000 or more	30	3.15	40.0	6.7	10.0	3.3	10.0	3.3	16.7	10.0
	Refuse	41	2.50	58.5	4.9	2.4	2.4	17.1	12.2	.0	2.4
Recycling attitude	Recyclers	66	2.77	48.5	7.6	6.1	6.1	10.6	4.5	10.6	6.1
	Fairweather	13	1.83	61.5	7.7	7.7	7.7	7.7	.0	.0	7.7
	Non-recyclers	19	2.95	57.9	.0	.0	.0	21.1	15.8	5.3	.0
	Unsure	2	1.00	50.0	.0	.0	.0	.0	.0	.0	50.0

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CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: [Rotate RNV7 to RNV11]

RNV11 – Paying a fee for each bag of garbage that exceeds the current limit of three bags per week?

		Total		Very unappealing	2	3	4	5	6	Very appealing	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	100	3.17	46.0	6.0	2.0	9.0	6.0	3.0	21.0	7.0
	Curbside rural	100	3.17	46.0	6.0	2.0	9.0	6.0	3.0	21.0	7.0
Gender	Male	52	3.48	40.4	5.8	1.9	9.6	5.8	5.8	23.1	7.7
	Female	48	2.84	52.1	6.3	2.1	8.3	6.3	.0	18.8	6.3
Income	$0 to $15,000	1	.	.0	.0	.0	.0	.0	.0	.0	100.0
	$15,000 to 30,000	6	2.17	66.7	16.7	.0	.0	.0	.0	16.7	.0
	$30,000 to $45,000	3	2.00	66.7	.0	.0	33.3	.0	.0	.0	.0
	$45,000 to $60,000	5	3.00	40.0	.0	.0	40.0	20.0	.0	.0	.0
	$60,000 to $75,000	14	3.00	35.7	7.1	.0	14.3	7.1	7.1	7.1	21.4
	$75,000 or more	30	3.81	43.3	.0	.0	3.3	6.7	3.3	33.3	10.0
	Refuse	41	3.05	48.8	9.8	4.9	7.3	4.9	2.4	22.0	.0
Recycling attitude	Recyclers	66	3.59	37.9	6.1	1.5	10.6	9.1	1.5	25.8	7.6
	Fairweather	13	2.62	61.5	7.7	.0	7.7	.0	7.7	15.4	.0
	Non-recyclers	19	2.28	63.2	5.3	5.3	5.3	.0	5.3	10.5	5.3
	Unsure	2	1.00	50.0	.0	.0	.0	.0	.0	.0	50.0

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CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: [Rotate RNV7 to RNV11]

RNV12 – A user fee for garbage where you pay a flat fee for each bag of garbage set out at the curb for pickup?

		Total		Very unappealing	2	3	4	5	6	Very appealing	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	100	2.14	60.0	8.0	3.0	9.0	6.0	1.0	6.0	7.0
	Curbside rural	100	2.14	60.0	8.0	3.0	9.0	6.0	1.0	6.0	7.0
Gender	Male	52	2.53	48.1	11.5	3.8	5.8	11.5	1.9	7.7	9.6
	Female	48	1.74	72.9	4.2	2.1	12.5	.0	.0	4.2	4.2
Income	$0 to $15,000	1	1.00	100.0	.0	.0	.0	.0	.0	.0	.0
	$15,000 to 30,000	6	2.17	66.7	16.7	.0	.0	.0	.0	16.7	.0
	$30,000 to $45,000	3	1.00	100.0	.0	.0	.0	.0	.0	.0	.0
	$45,000 to $60,000	5	1.75	60.0	.0	.0	20.0	.0	.0	.0	20.0
	$60,000 to $75,000	14	1.75	71.4	.0	.0	7.1	.0	.0	7.1	14.3
	$75,000 or more	30	2.46	53.3	.0	6.7	10.0	6.7	3.3	6.7	13.3
	Refuse	41	2.20	56.1	17.1	2.4	9.8	9.8	.0	4.9	.0
Recycling attitude	Recyclers	66	2.21	59.1	7.6	3.0	10.6	3.0	.0	9.1	7.6
	Fairweather	13	2.23	53.8	15.4	7.7	7.7	7.7	7.7	.0	.0
	Non-recyclers	19	1.89	68.4	5.3	.0	5.3	15.8	.0	.0	5.3
	Unsure	2	1.00	50.0	.0	.0	.0	.0	.0	.0	50.0

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CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

RNV13 – How much of a fee would you be willing to pay for each bag of your garbage to be picked up? [Open-ended]

N	Valid	96
	N/A	1907
Mean		.4323

RNV13 – How much of a fee would you be willing to pay for each bag of your garbage to be picked up? [Open-ended]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	73	3.6	76.0	76.0
	.50	4	.2	4.2	80.2
	1.00	8	.4	8.3	88.5
	2.00	6	.3	6.3	94.8
	2.50	1	.0	1.0	95.8
	3.00	1	.0	1.0	96.9
	4.00	1	.0	1.0	97.9
	5.00	2	.1	2.1	100.0
	Total	**96**	**4.8**	**100.0**	
	Unsure	4	.2		
	No answer	1903	95.0		
	Total	**1907**	**95.2**		
Total		**2003**	**100.0**		

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CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

		MR1 – Thinking about the recycling facilities/containers that are provided by your building to dispose of your recyclable materials and your experience in using these, would you say, in general, that it encourages, somewhat encourages, somewhat discourages or discourages you to recycle?					
		Total	Encourages	Somewhat encourages	Somewhat discourages	Discourages	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	500	66.4	16.4	6.8	7.4	3.0
	Multi-residential urban	500	66.4	16.4	6.8	7.4	3.0
Gender	Male	242	62.0	18.6	6.6	9.1	3.7
	Female	258	70.5	14.3	7.0	5.8	2.3
Income	$0 to $15,000	17	76.5	11.8	5.9	5.9	.0
	$15,000 to 30,000	30	70.0	16.7	6.7	6.7	.0
	$30,000 to $45,000	57	68.4	17.5	7.0	5.3	1.8
	$45,000 to $60,000	54	64.8	18.5	9.3	3.7	3.7
	$60,000 to $75,000	46	69.6	17.4	2.2	6.5	4.3
	$75,000 or more	93	66.7	12.9	6.5	11.8	2.2
Recycling attitude	Refuse	203	64.0	17.2	7.4	7.4	3.9
	Recyclers	293	67.2	15.7	6.8	7.5	2.7
	Fairweather	96	62.5	22.9	6.3	6.3	2.1
	Non-recyclers	106	67.9	12.3	7.5	8.5	3.8
	Unsure	5	60.0	20.0	.0	.0	20.0

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CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

MR2 – Why do you have that opinion? [Open-ended]

			MR1 – Thinking about the recycling facilities/containers that are provided by your building to dispose of your recyclable materials and your experience in using these, would you say, in general, that it encourages, somewhat encourages, somewhat discourages or discourages you to recycle?			Total
			Encourages	Discourages	Unsure	
MR2 – Why do you have that opinion?	The facility is too far/Inconvenient/Hassle	Count	16	30	0	46
		Column %	3.9%	42.3%	.0%	9.3%
	It is simple/Convenient/Easily accessible	Count	231	0	0	231
		Column %	55.8%	.0%	.0%	47.0%
	I forget to/Can't get into it	Count	4	1	1	6
		Column %	1.0%	1.4%	14.3%	1.2%
	It's a good system/Good for the environment	Count	61	0	1	62
		Column %	14.7%	.0%	14.3%	12.6%
	I don't have bins/There is no program in our building	Count	16	21	3	40
		Column %	3.9%	29.6%	42.9%	8.1%
	Bins get too full/Difficult to place items in	Count	8	5	0	13
		Column %	1.9%	7.0%	.0%	2.6%
	Could be improved	Count	14	1	0	15
		Column %	3.4%	1.4%	.0%	3.0%
	It is confusing	Count	10	3	0	13
		Column %	2.4%	4.2%	.0%	2.6%
	No reason/My opinion	Count	3	2	0	5
		Column %	.7%	2.8%	.0%	1.0%
	Because others recycle/People seem to cooperate	Count	13	0	0	13
		Column %	3.1%	.0%	.0%	2.6%
	Some/others don't do it/Don't know how to	Count	7	5	0	12
		Column %	1.7%	7.0%	.0%	2.4%
	No impact/No effect	Count	2	1	0	3
		Column %	.5%	1.4%	.0%	.6%
	Other (less than 1% of responses)	Count	17	2	1	20
		Column %	4.1%	2.8%	14.3%	4.1%
	Unsure	Count	12	0	1	13
		Column %	2.9%	.0%	14.3%	2.6%
Total		Count	414	71	7	492

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CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

For each of the following I would like you to tell me what impact they would have on your recycling where 1 is no impact and 7 would be a positive impact to recycle more. [Rotate MR3 to MR6]

MR3 – If the City provided you with apartment-sized bags or boxes to store you recyclables in your apartment prior to disposing of them.

		Total		No impact	2	3	4	5	6	Positive impact	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	500	4.63	23.6	4.0	5.6	3.2	12.0	14.8	35.0	1.8
	Multi-residential urban	500	4.63	23.6	4.0	5.6	3.2	12.0	14.8	35.0	1.8
Gender	Male	242	4.50	24.4	5.4	4.5	3.3	14.0	14.9	31.0	2.5
	Female	258	4.76	22.9	2.7	6.6	3.1	10.1	14.7	38.8	1.2
Income	$0 to $15,000	17	4.35	23.5	5.9	5.9	11.8	11.8	11.8	29.4	.0
	$15,000 to 30,000	30	5.48	6.7	6.7	10.0	.0	6.7	20.0	46.7	3.3
	$30,000 to $45,000	57	4.60	26.3	1.8	7.0	3.5	8.8	17.5	35.1	.0
	$45,000 to $60,000	54	4.94	18.5	3.7	5.6	3.7	13.0	9.3	42.6	3.7
	$60,000 to $75,000	46	4.02	30.4	2.2	10.9	4.3	17.4	13.0	21.7	.0
	$75,000 or more	93	4.60	26.9	4.3	4.3	2.2	7.5	16.1	37.6	1.1
Recycling attitude	Refuse	203	4.62	23.6	4.4	3.9	3.0	14.3	14.8	33.5	2.5
	Recyclers	293	4.75	23.9	4.1	3.4	2.4	11.3	11.9	40.3	2.7
	Fairweather	96	4.45	20.8	5.2	10.4	6.3	10.4	19.8	26.0	1.0
	Non-recyclers	106	4.50	25.5	2.8	7.5	1.9	15.1	17.0	30.2	.0
	Unsure	5	4.40	20.0	.0	.0	20.0	20.0	40.0	.0	.0

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

For each of the following I would like you to tell me what impact they would have on your recycling where 1 is no impact and 7 would be a positive impact to recycle more. [Rotate MR3 to MR6]

MR4 – If someone came to your building and explained the City's recycling program, how it operates, where the materials go to get sorted and where they get used up.

		Total		No impact	2	3	4	5	6	Positive impact	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	500	4.65	19.8	6.0	4.0	10.2	11.8	13.2	33.8	1.2
	Multi-residential urban	500	4.65	19.8	6.0	4.0	10.2	11.8	13.2	33.8	1.2
Gender	Male	242	4.65	18.6	6.2	5.4	9.5	11.6	14.0	32.6	2.1
	Female	258	4.65	20.9	5.8	2.7	10.9	12.0	12.4	34.9	.4
Income	$0 to $15,000	17	3.65	35.3	5.9	.0	17.6	11.8	17.6	11.8	.0
	$15,000 to 30,000	30	5.27	13.3	.0	3.3	10.0	20.0	10.0	43.3	.0
	$30,000 to $45,000	57	4.86	14.0	12.3	1.8	7.0	14.0	12.3	38.6	.0
	$45,000 to $60,000	54	4.72	18.5	3.7	3.7	9.3	22.2	11.1	31.5	.0
	$60,000 to $75,000	46	4.68	15.2	2.2	13.0	8.7	10.9	19.6	26.1	4.3
	$75,000 or more	93	4.53	22.6	7.5	3.2	10.8	8.6	6.5	38.7	2.2
Recycling attitude	Refuse	203	4.61	21.2	5.9	3.4	10.8	8.9	15.8	33.0	1.0
	Recyclers	293	4.67	19.5	5.8	4.1	9.2	14.0	10.2	35.2	2.0
	Fairweather	96	4.54	18.8	7.3	5.2	15.6	5.2	18.8	29.2	.0
	Non-recyclers	106	4.70	21.7	5.7	2.8	7.5	10.4	17.0	34.9	.0
	Unsure	5	4.40	20.0	.0	.0	20.0	40.0	.0	20.0	.0

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

For each of the following I would like you to tell me what impact they would have on your recycling where 1 is no impact and 7 would be a positive impact to recycle more. [Rotate MR3 to MR6]

MR5 – If my building superintendant took an active role in promoting recycling in the building.

		Total		No impact	2	3	4	5	6	Positive impact	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	500	4.98	16.8	2.8	4.6	6.8	13.2	13.8	37.8	4.2
	Multi-residential urban	500	4.98	16.8	2.8	4.6	6.8	13.2	13.8	37.8	4.2
Gender	Male	242	4.98	15.3	2.1	6.2	6.2	15.3	15.3	34.3	5.4
	Female	258	4.98	18.2	3.5	3.1	7.4	11.2	12.4	41.1	3.1
Income	$0 to $15,000	17	5.12	17.6	5.9	.0	11.8	.0	17.6	47.1	.0
	$15,000 to 30,000	30	5.00	16.7	3.3	.0	6.7	23.3	10.0	36.7	3.3
	$30,000 to $45,000	57	5.51	10.5	.0	7.0	8.8	8.8	8.8	52.6	3.5
	$45,000 to $60,000	54	4.88	18.5	3.7	5.6	3.7	11.1	18.5	35.2	3.7
	$60,000 to $75,000	46	4.47	21.7	4.3	6.5	8.7	10.9	10.9	30.4	6.5
	$75,000 or more	93	4.85	20.4	1.1	4.3	5.4	12.9	18.3	33.3	4.3
	Refuse	203	5.01	15.3	3.4	4.4	6.9	15.3	12.8	37.4	4.4
Recycling attitude	Recyclers	293	4.99	17.1	4.1	3.1	6.1	13.7	13.7	38.9	3.4
	Fairweather	96	5.11	12.5	1.0	6.3	9.4	16.7	14.6	35.4	4.2
	Non-recyclers	106	4.88	18.9	.9	7.5	6.6	8.5	13.2	37.7	6.6
	Unsure	5	4.00	40.0	.0	.0	.0	20.0	20.0	20.0	.0

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

For each of the following I would like you to tell me what impact they would have on your recycling where 1 is no impact and 7 would be a positive impact to recycle more. [Rotate MR3 to MR6]

MR6 – Receiving information about recycling in your particular building, such as information about how much waste your building had diverted from landfills.

		Total		No impact	2	3	4	5	6	Positive impact	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	500	4.94	16.2	4.0	4.2	6.6	15.0	13.4	36.2	4.4
	Multi-residential urban	500	4.94	16.2	4.0	4.2	6.6	15.0	13.4	36.2	4.4
Gender	Male	242	4.88	15.7	4.5	4.1	6.6	16.1	13.2	33.5	6.2
	Female	258	4.99	16.7	3.5	4.3	6.6	14.0	13.6	38.8	2.7
Income	$0 to $15,000	17	5.65	11.8	.0	5.9	.0	17.6	5.9	58.8	.0
	$15,000 to 30,000	30	5.55	6.7	3.3	6.7	.0	23.3	10.0	46.7	3.3
	$30,000 to $45,000	57	4.85	14.0	3.5	.0	14.0	24.6	14.0	26.3	3.5
	$45,000 to $60,000	54	5.70	5.6	3.7	5.6	3.7	13.0	16.7	50.0	1.9
	$60,000 to $75,000	46	4.88	15.2	.0	8.7	13.0	4.3	19.6	30.4	8.7
	$75,000 or more	93	4.64	21.5	6.5	4.3	6.5	8.6	10.8	37.6	4.3
Recycling attitude	Refuse	203	4.75	19.2	4.4	3.4	5.4	16.7	13.3	32.5	4.9
	Recyclers	293	5.03	15.7	2.7	5.5	4.8	16.0	11.9	38.6	4.8
	Fairweather	96	5.07	11.5	6.3	2.1	9.4	15.6	15.6	34.4	5.2
	Non-recyclers	106	4.57	21.7	5.7	2.8	8.5	12.3	16.0	30.2	2.8
	Unsure	5	5.20	20.0	.0	.0	20.0	.0	.0	60.0	.0

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

		MR7 – Since moving into your apartment, have you ever received a copy of the City of Ottawa's Multi-Unit Recycling and Disposal Guide (a 1 page double sided brochure detailing what items can and can't be recycled and where you dispose of items such as batteries and appliances)?			
		Total	Yes	No	Unsure
		Responses	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	500	31.4	63.4	5.2
	Multi-residential urban	500	31.4	63.4	5.2
Gender	Male	242	32.2	63.2	4.5
	Female	258	30.6	63.6	5.8
Income	$0 to $15,000	17	29.4	58.8	11.8
	$15,000 to 30,000	30	26.7	70.0	3.3
	$30,000 to $45,000	57	35.1	59.6	5.3
	$45,000 to $60,000	54	38.9	50.0	11.1
	$60,000 to $75,000	46	23.9	67.4	8.7
	$75,000 or more	93	31.2	64.5	4.3
	Refuse	203	31.0	66.0	3.0
Recycling attitude	Recyclers	293	27.3	68.6	4.1
	Fairweather	96	33.3	57.3	9.4
	Non-recyclers	106	40.6	54.7	4.7
	Unsure	5	40.0	60.0	.0

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

		MR8 (yes in MR7 only) – Did you find this guide useful, somewhat useful, somewhat not useful or not useful for helping you sort and dispose of items?					
		Total	Useful	Somewhat useful	Somewhat not useful	Not useful	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	157	75.2	16.6	2.5	5.1	.6
	Multi-residential urban	157	75.2	16.6	2.5	5.1	.6
Gender	Male	78	75.6	17.9	2.6	3.8	.0
	Female	79	74.7	15.2	2.5	6.3	1.3
Income	$0 to $15,000	5	100.0	.0	.0	.0	.0
	$15,000 to 30,000	8	50.0	25.0	12.5	12.5	.0
	$30,000 to $45,000	20	55.0	30.0	.0	15.0	.0
	$45,000 to $60,000	21	81.0	14.3	4.8	.0	.0
	$60,000 to $75,000	11	63.6	27.3	.0	9.1	.0
	$75,000 or more	29	82.8	10.3	.0	6.9	.0
	Refuse	63	79.4	14.3	3.2	1.6	1.6
Recycling attitude	Recyclers	80	75.0	17.5	1.3	6.3	.0
	Fairweather	32	68.8	21.9	3.1	3.1	3.1
	Non-recyclers	43	81.4	11.6	2.3	4.7	.0
	Unsure	2	50.0	.0	50.0	.0	.0

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: [Rotate Q14 and Q15]

Question 14 – Incineration of garbage in a special purpose facility if it meant that more waste could be diverted from a landfill and electricity could be produced from this process.

		Total		Very unappealing	2	3	4	5	6	Very appealing	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	1772	5.87	5.9	3.6	1.5	5.0	10.5	13.1	56.2	4.2
	Multi-residential urban	445	5.79	6.7	4.0	1.8	4.7	10.1	13.0	54.6	4.9
	Curbside urban	1227	5.91	5.2	3.5	1.4	5.5	10.4	13.4	56.8	3.9
	Curbside rural	100	5.75	10.0	2.0	2.0	1.0	14.0	10.0	56.0	5.0
Gender	Male	875	5.88	6.4	3.0	1.4	4.5	11.4	12.3	57.3	3.8
	Female	897	5.85	5.4	4.1	1.7	5.6	9.6	13.8	55.2	4.7
Income	$0 to $15,000	19	6.24	.0	.0	.0	.0	31.6	5.3	52.6	10.5
	$15,000 to 30,000	59	5.74	6.8	1.7	3.4	8.5	11.9	11.9	54.2	1.7
	$30,000 to $45,000	101	5.92	5.9	5.0	1.0	5.0	8.9	6.9	63.4	4.0
	$45,000 to $60,000	146	6.14	2.7	3.4	1.4	4.8	6.8	15.1	61.0	4.8
	$60,000 to $75,000	172	5.85	7.6	1.7	1.7	4.1	8.7	16.3	52.9	7.0
	$75,000 or more	545	6.16	3.7	1.1	1.1	4.8	10.6	12.7	61.1	5.0
	Refuse	730	5.61	7.8	5.9	1.8	5.3	11.1	13.4	51.6	3.0
Recycling attitude	Recyclers	1192	5.89	5.7	3.9	1.4	5.0	9.7	12.2	57.6	4.4
	Fairweather	242	5.72	5.4	3.3	1.2	8.3	11.6	20.2	45.5	4.5
	Non-recyclers	306	5.93	6.5	2.3	2.3	2.6	12.4	11.4	59.5	2.9
	Unsure	32	5.77	9.4	3.1	.0	3.1	12.5	9.4	56.3	6.3

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Using a 7-point scale, where 1 is very unappealing and 7 is very appealing, please tell me how appealing or unappealing you find the following: [Rotate Q14 and Q15]

Question 15 – Providing drop-off depots across the city for residents to drop-off additional items that are not accepted in the residential recycling program.

		Total		Very unappealing	2	3	4	5	6	Very appealing	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	1780	5.66	8.4	4.2	2.5	3.9	11.4	15.7	51.6	2.3
	Multi-residential urban	447	5.57	7.8	6.0	2.5	3.8	11.0	17.0	47.7	4.3
	Curbside urban	1233	5.71	8.2	3.3	2.6	4.1	11.4	15.7	53.0	1.8
	Curbside rural	100	5.39	13.0	6.0	2.0	2.0	14.0	11.0	52.0	.0
Gender	Male	892	5.64	8.4	4.0	1.8	4.4	13.0	16.3	50.0	2.1
	Female	888	5.67	8.3	4.3	3.3	3.4	9.8	15.2	53.3	2.5
Income	$0 to $15,000	21	4.85	14.3	4.8	4.8	4.8	28.6	4.8	33.3	4.8
	$15,000 to 30,000	55	5.53	7.3	5.5	3.6	5.5	12.7	14.5	47.3	3.6
	$30,000 to $45,000	105	5.54	13.3	2.9	1.9	2.9	7.6	17.1	52.4	1.9
	$45,000 to $60,000	145	5.94	6.2	2.8	.7	2.8	12.4	17.2	56.6	1.4
	$60,000 to $75,000	173	5.99	5.2	.6	1.7	4.6	12.1	13.9	54.3	7.5
	$75,000 or more	571	5.78	7.5	1.9	2.5	4.7	12.3	16.8	52.4	1.9
	Refuse	710	5.47	9.4	7.2	3.1	3.2	10.3	15.2	50.1	1.4
Recycling attitude	Recyclers	1182	5.72	7.4	4.7	2.3	4.1	10.8	13.8	54.7	2.2
	Fairweather	254	5.26	11.8	3.9	3.1	3.9	14.6	26.0	34.3	2.4
	Non-recyclers	312	5.72	9.0	2.9	2.9	3.2	11.2	14.4	54.8	1.6
	Unsure	32	5.79	9.4	.0	3.1	.0	9.4	18.8	46.9	12.5

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Please assign a proportion or percentage to the following priorities – cost, environment and convenience – based on how much you believe each variable should factor into the decision-making process. You can add "Other" if you feel another criterion should be considered [Must add up to 100%]

Profile		Question 16 – Cost of program	Question 17 – Environmental impact of program	Question 18 – Convenience to residents	Question 19 – Other
Multi-residential urban	Mean	32.9551	36.0694	30.5163	.4592
	N	490	490	490	490
Curbside urban	Mean	35.3149	35.9315	28.1443	.6084
	N	1372	1372	1372	1374
Curbside rural	Mean	34.0204	37.9388	28.0408	.0000
	N	98	98	98	99
Total	Mean	34.6602	36.0663	28.7321	.5405
	N	1960	1960	1960	1963

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Please assign a proportion or percentage to the following priorities – cost, environment and convenience – based on how much you believe each variable should factor into the decision-making process. You can add "Other" if you feel another criterion should be considered [Must add up to 100%]

Question 16 – Cost of program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	59	2.9	3.0	3.0
	4.00	1	.0	.1	3.1
	5.00	16	.8	.8	3.9
	10.00	94	4.7	4.8	8.7
	12.00	4	.2	.2	8.9
	13.00	1	.0	.1	8.9
	15.00	24	1.2	1.2	10.2
	20.00	230	11.5	11.7	21.9
	23.00	1	.0	.1	21.9
	24.00	1	.0	.1	22.0
	25.00	267	13.3	13.6	35.6
	27.00	1	.0	.1	35.7
	30.00	263	13.1	13.4	49.1
	33.00	245	12.2	12.5	61.6
	34.00	23	1.1	1.2	62.8
	35.00	35	1.7	1.8	64.5
	39.00	1	.0	.1	64.6
	40.00	192	9.6	9.8	74.4
	45.00	16	.8	.8	75.2
	47.00	1	.0	.1	75.3
	50.00	292	14.6	14.9	90.2
	52.00	3	.1	.2	90.3
	55.00	3	.1	.2	90.5
	60.00	77	3.8	3.9	94.4
	65.00	6	.3	.3	94.7
	70.00	24	1.2	1.2	95.9
	75.00	13	.6	.7	96.6
	80.00	19	.9	1.0	97.6
	85.00	1	.0	.1	97.6
	90.00	11	.5	.6	98.2
	93.00	1	.0	.1	98.2
	95.00	20	1.0	1.0	99.2
	99.00	2	.1	.1	99.3
	100.00	13	.6	.7	100.0
	Total	**1960**	**97.9**	**100.0**	
	N/A	43	2.1		
Total		**2003**	**100.0**		

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Please assign a proportion or percentage to the following priorities – cost, environment and convenience – based on how much you believe each variable should factor into the decision-making process. You can add "Other" if you feel another criterion should be considered [Must add up to 100%]

Question 17 – Environmental impact of program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	46	2.3	2.3	2.3
	1.00	1	.0	.1	2.4
	2.00	4	.2	.2	2.6
	3.00	16	.8	.8	3.4
	4.00	2	.1	.1	3.5
	5.00	19	.9	1.0	4.5
	7.00	1	.0	.1	4.5
	10.00	68	3.4	3.5	8.0
	15.00	20	1.0	1.0	9.0
	20.00	160	8.0	8.2	17.2
	23.00	4	.2	.2	17.4
	25.00	224	11.2	11.4	28.8
	26.00	2	.1	.1	28.9
	30.00	262	13.1	13.4	42.3
	32.00	1	.0	.1	42.3
	33.00	176	8.8	9.0	51.3
	34.00	92	4.6	4.7	56.0
	35.00	49	2.4	2.5	58.5
	40.00	251	12.5	12.8	71.3
	45.00	22	1.1	1.1	72.4
	50.00	318	15.9	16.2	88.7
	51.00	1	.0	.1	88.7
	55.00	7	.3	.4	89.1
	60.00	102	5.1	5.2	94.3
	65.00	2	.1	.1	94.4
	66.00	2	.1	.1	94.5
	70.00	51	2.5	2.6	97.1
	75.00	18	.9	.9	98.0
	78.00	1	.0	.1	98.1
	80.00	21	1.0	1.1	99.1
	90.00	7	.3	.4	99.5
	100.00	10	.5	.5	100.0
	Total	**1960**	**97.9**	**100.0**	
	N/A	43	2.1		
Total		**2003**	**100.0**		

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Please assign a proportion or percentage to the following priorities – cost, environment and convenience – based on how much you believe each variable should factor into the decision-making process. You can add "Other" if you feel another criterion should be considered [Must add up to 100%]

Question 18 – Convenience to residents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	81	4.0	4.1	4.1
	1.00	4	.2	.2	4.3
	2.00	18	.9	.9	5.3
	3.00	6	.3	.3	5.6
	5.00	37	1.8	1.9	7.4
	7.00	1	.0	.1	7.5
	8.00	1	.0	.1	7.6
	10.00	179	8.9	9.1	16.7
	12.00	1	.0	.1	16.7
	13.00	2	.1	.1	16.8
	15.00	39	1.9	2.0	18.8
	18.00	1	.0	.1	18.9
	20.00	318	15.9	16.2	35.1
	22.00	1	.0	.1	35.2
	24.00	1	.0	.1	35.2
	25.00	257	12.8	13.1	48.3
	30.00	256	12.8	13.1	61.4
	32.00	2	.1	.1	61.5
	33.00	114	5.7	5.8	67.3
	34.00	152	7.6	7.8	75.1
	35.00	23	1.1	1.2	76.2
	40.00	172	8.6	8.8	85.0
	45.00	6	.3	.3	85.3
	50.00	191	9.5	9.7	95.1
	51.00	1	.0	.1	95.1
	55.00	8	.4	.4	95.5
	60.00	48	2.4	2.4	98.0
	65.00	3	.1	.2	98.1
	70.00	13	.6	.7	98.8
	75.00	2	.1	.1	98.9
	80.00	9	.4	.5	99.3
	90.00	3	.1	.2	99.5
	100.00	10	.5	.5	100.0
	Total	**1960**	**97.9**	**100.0**	
	N/A	43	2.1		
Total		**2003**	**100.0**		

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Please assign a proportion or percentage to the following priorities – cost, environment and convenience – based on how much you believe each variable should factor into the decision-making process. You can add "Other" if you feel another criterion should be considered [Must add up to 100%]

Question 19 – Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	1926	96.2	98.1	98.1
	1.00	1	.0	.1	98.2
	5.00	1	.0	.1	98.2
	10.00	10	.5	.5	98.7
	15.00	3	.1	.2	98.9
	20.00	3	.1	.2	99.0
	25.00	9	.4	.5	99.5
	30.00	2	.1	.1	99.6
	35.00	1	.0	.1	99.6
	40.00	1	.0	.1	99.7
	50.00	2	.1	.1	99.8
	90.00	1	.0	.1	99.8
	100.00	3	.1	.2	100.0
	Total	**1963**	**98.0**	**100.0**	
	N/A	40	2.0		
Total		**2003**	**100.0**		

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

		Question 20 – Prior to today, had you heard or not heard for the Take It Back! program?		
		Total	Heard	Not heard
		Responses	Percentage	Percentage
Profile	Ottawa 2010-12	2003	42.1	57.9
	Multi-residential urban	500	27.8	72.2
	Curbside urban	1403	47.6	52.4
	Curbside rural	100	37.0	63.0
Gender	Male	984	39.4	60.6
	Female	1019	44.7	55.3
Income	$0 to $15,000	26	23.1	76.9
	$15,000 to 30,000	66	22.7	77.3
	$30,000 to $45,000	119	41.2	58.8
	$45,000 to $60,000	160	41.9	58.1
	$60,000 to $75,000	183	42.1	57.9
	$75,000 or more	633	48.3	51.7
	Refuse	816	39.7	60.3
Recycling attitude	Recyclers	1341	43.1	56.9
	Fairweather	285	42.5	57.5
	Non-recyclers	345	38.0	62.0
	Unsure	32	43.8	56.3

NANOS

CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

		Question 21 (if heard of Take It Back! program only) – Have you ever participated in the Take it Back! Program by returning items to a participating retailer or organization?		
		Total	Yes	No
		Responses	Percentage	Percentage
Profile	Ottawa 2010-12	844	60.3	39.7
	Multi-residential urban	139	43.9	56.1
	Curbside urban	668	64.1	35.9
	Curbside rural	37	54.1	45.9
Gender	Male	388	57.5	42.5
	Female	456	62.7	37.3
Income	$0 to $15,000	6	33.3	66.7
	$15,000 to 30,000	15	40.0	60.0
	$30,000 to $45,000	49	69.4	30.6
	$45,000 to $60,000	67	47.8	52.2
	$60,000 to $75,000	77	63.6	36.4
	$75,000 or more	306	61.8	38.2
	Refuse	324	60.8	39.2
Recycling attitude	Recyclers	578	62.6	37.4
	Fairweather	121	56.2	43.8
	Non-recyclers	131	56.5	43.5
	Unsure	14	35.7	64.3

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CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Question 22 (if heard of and participated in Take It Back! program only) – Using a 7-point scale where 1 is not at all satisfied and 7 is very satisfied, how satisfied or dissatisfied were you with the Take it Back! program?

		Total		Not at all satisfied	2	3	4	5	6	Very satisfied	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	509	5.44	3.7	2.6	5.3	10.6	25.0	17.7	34.8	.4
	Multi-residential urban	61	5.43	4.9	1.6	6.6	8.2	23.0	23.0	32.8	.0
	Curbside urban	428	5.43	3.3	2.8	5.4	11.2	25.2	17.3	34.3	.5
	Curbside rural	20	5.65	10.0	.0	.0	5.0	25.0	10.0	50.0	.0
Gender	Male	223	5.17	4.9	4.5	6.3	11.2	27.8	16.1	28.7	.4
	Female	286	5.65	2.8	1.0	4.5	10.1	22.7	18.9	39.5	.3
Income	$0 to $15,000	2	3.00	.0	50.0	.0	50.0	.0	.0	.0	.0
	$15,000 to 30,000	6	5.67	.0	.0	.0	16.7	33.3	16.7	33.3	.0
	$30,000 to $45,000	34	5.74	5.9	.0	2.9	5.9	20.6	20.6	44.1	.0
	$45,000 to $60,000	32	5.16	3.1	.0	6.3	18.8	28.1	28.1	15.6	.0
	$60,000 to $75,000	49	5.53	4.1	.0	4.1	12.2	26.5	16.3	36.7	.0
	$75,000 or more	189	5.47	3.2	3.2	4.2	10.6	25.9	16.4	35.4	1.1
	Refuse	197	5.40	4.1	3.0	7.1	9.1	23.9	17.3	35.5	.0
Recycling attitude	Recyclers	362	5.51	3.0	2.5	5.5	9.4	25.1	18.2	36.2	.0
	Fairweather	68	5.15	2.9	.0	4.4	22.1	30.9	19.1	19.1	1.5
	Non-recyclers	74	5.31	8.1	5.4	5.4	6.8	18.9	13.5	41.9	.0
	Unsure	5	6.25	.0	.0	.0	.0	20.0	20.0	40.0	20.0

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CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

		Question 23 – Household Hazardous Waste depots are hosted across the city in the spring, summer, and fall each year. These mobile depots offer residents an opportunity to dispose of household hazardous waste. Prior to today, had you heard or not heard of the Household Hazardous Waste mobile depot program?		
		Total	Heard	Not heard
		Responses	Percentage	Percentage
Profile	Ottawa 2010-12	2003	53.1	46.9
	Multi-residential urban	500	36.2	63.8
	Curbside urban	1403	59.9	40.1
	Curbside rural	100	43.0	57.0
Gender	Male	984	50.4	49.6
	Female	1019	55.7	44.3
Income	$0 to $15,000	26	34.6	65.4
	$15,000 to 30,000	66	47.0	53.0
	$30,000 to $45,000	119	52.1	47.9
	$45,000 to $60,000	160	44.4	55.6
	$60,000 to $75,000	183	53.0	47.0
	$75,000 or more	633	54.3	45.7
	Refuse	816	55.1	44.9
Recycling attitude	Recyclers	1341	55.4	44.6
	Fairweather	285	53.0	47.0
	Non-recyclers	345	44.6	55.4
	Unsure	32	50.0	50.0

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CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

		Question 24 (if heard of Household Hazardous Waste program only) – Have you ever participated in the Household Hazardous Waste mobile depot program?		
		Total	Yes	No
		Responses	Percentage	Percentage
Profile	Ottawa 2010-12	1064	65.2	34.8
	Multi-residential urban	181	45.9	54.1
	Curbside urban	840	69.9	30.1
	Curbside rural	43	55.8	44.2
Gender	Male	496	63.5	36.5
	Female	568	66.7	33.3
Income	$0 to $15,000	9	11.1	88.9
	$15,000 to 30,000	31	51.6	48.4
	$30,000 to $45,000	62	69.4	30.6
	$45,000 to $60,000	71	69.0	31.0
	$60,000 to $75,000	97	72.2	27.8
	$75,000 or more	344	64.0	36.0
	Refuse	450	65.6	34.4
Recycling attitude	Recyclers	743	67.2	32.8
	Fairweather	151	63.6	36.4
	Non-recyclers	154	57.8	42.2
	Unsure	16	62.5	37.5

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CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Question 24 (if heard of Household Hazardous Waste program only) – Have you ever participated in the Household Hazardous Waste mobile depot program?

Question 25 (if have not participated in the Household Hazardous Waste mobile depot program only) – Why? [Open-ended]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Inconvenient/Don't have a car/Too far	58	2.9	17.7	17.7
	I don't have much to dispose of/Haven't had the need	128	6.4	39.1	56.9
	Timing doesn't work out/Don't have time	32	1.6	9.8	66.7
	Don't know much about it/Need more information (ads)	38	1.9	11.6	78.3
	Threw it out/Take it to a depot/Someone else takes care of it	28	1.4	8.6	86.9
	Only heard of it recently/Haven't had the chance to participate	16	.8	4.9	91.7
	No reason/Personal	5	.2	1.5	93.3
	Other (less than 1% of responses)	10	.5	3.1	96.3
	Unsure	12	.6	3.7	100.0
	Total	**327**	**16.3**	**100.0**	
	No answer	1676	83.7		
Total		**2003**	**100.0**		

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CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

		Question 26 (if participated in the Household Hazardous Waste program only) – Using a 7-point scale where 1 is not at all satisfied and 7 is very satisfied, how satisfied or dissatisfied were you with the Household Hazardous Waste program?									
		Total		Not at all satisfied	2	3	4	5	6	Very satisfied	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Ottawa 2010-12	694	5.32	4.2	3.6	7.2	11.0	22.0	18.7	32.9	.4
	Multi-residential urban	83	5.37	6.0	2.4	8.4	7.2	18.1	21.7	34.9	1.2
	Curbside urban	587	5.28	4.1	3.9	7.3	11.4	22.7	18.2	32.0	.3
	Curbside rural	24	6.00	.0	.0	.0	12.5	20.8	20.8	45.8	.0
Gender	Male	315	5.22	5.7	4.1	7.3	10.2	21.6	19.7	31.1	.3
	Female	379	5.40	2.9	3.2	7.1	11.6	22.4	17.9	34.3	.5
Income	$0 to $15,000	1	6.00	.0	.0	.0	.0	.0	100.0	.0	.0
	$15,000 to 30,000	16	5.60	.0	.0	6.3	6.3	37.5	12.5	31.3	6.3
	$30,000 to $45,000	43	5.47	7.0	2.3	9.3	4.7	16.3	16.3	44.2	.0
	$45,000 to $60,000	49	4.98	10.2	8.2	6.1	8.2	16.3	18.4	32.7	.0
	$60,000 to $75,000	70	5.33	2.9	1.4	7.1	11.4	30.0	20.0	27.1	.0
	$75,000 or more	220	5.31	4.1	4.1	7.3	9.1	24.5	18.2	32.3	.5
Recycling attitude	Refuse	295	5.34	3.4	3.4	7.1	13.9	19.3	19.3	33.2	.3
	Recyclers	499	5.41	2.8	4.4	5.4	10.2	24.8	18.2	33.9	.2
	Fairweather	96	4.90	9.4	2.1	10.4	15.6	15.6	18.8	26.0	2.1
	Non-recyclers	89	5.45	5.6	1.1	9.0	9.0	14.6	23.6	37.1	.0
	Unsure	10	3.60	10.0	.0	50.0	20.0	10.0	.0	10.0	.0

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CITY OF OTTAWA – RESIDENTIAL WASTE DIVERSION – QUANTITATIVE – TABULATIONS

Question 34 – If you had one piece of advice to give the City of Ottawa to improve how it manages garbage and recycling, what would it be? [Open-ended]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better communication/Educate the public	214	10.7	13.3	13.3
	Get rid of Green Bin program	63	3.1	3.9	17.2
	Nothing/Can't say	217	10.8	13.5	30.7
	Consider garbage incineration	86	4.3	5.3	36.1
	Doing a great job/Don't change anything/No complaints	151	7.5	9.4	45.5
	Encourage more recycling/Provide more bins to everyone/Make it easier	143	7.1	8.9	54.4
	Reduce costs/Don't waste money	63	3.1	3.9	58.3
	Provide better garbage service/More frequent pick-ups/More hazardous waste drop-offs	264	13.2	16.4	74.7
	Accept a more items in recycling/green bin	50	2.5	3.1	77.8
	Don't charge extra for bags/No user fees/No more taxes	53	2.6	3.3	84.6
	Make the environment a priority	46	2.3	2.9	87.4
	Be more efficient/Make business model changes/Do as other cities	88	4.4	5.5	92.9
	Other (less than 1% of responses)	56	2.8	3.5	81.3
	Unsure	114	5.6	7.1	100.0
	Total	**1608**	**80.3**	**100.0**	
	No answer	395	19.7		
Total		**2003**	**100.0**		