Appendix A – City-wide survey results



FOOD WASTE COLLECTION: CITY-WIDE SURVEY

JUNE 2020

CITY OF WINNIPEG

PROBE RESEARCH INC.

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KEY FINDINGS

- There is reasonably strong baseline awareness of the food waste collection program. Two-thirds of Winnipeggers report having at least heard something about it.
- There is even stronger support for such a program, and this support is held with some intensity. Overall, 85 per cent of Winnipeggers support the idea of a food waste collection program, and more than one-half *strongly* support the program. Indeed, eight-in-10 Winnipeggers feel such a program is long overdue.
- By several measures, women, younger adults and core area residents are generally more likely to be on side with a food waste collection program. For example, women are more likely than men to feel waste reduction is a civic duty and to feel they would actually use a city-wide food waste collection program. Similarly, younger adults (those 18-34) are more likely than older adults to feel a food waste program is long overdue. Core area residents are also aligned more strongly with key elements of the proposed collection program, while residents of northeast Winnipeg are somewhat less predisposed to food waste collection.
- Cost – whether this is fees, tax increases or some other financial burden on homeowners – is a key worry for Winnipeggers. It is the top reason cited by those who oppose the program, and the top concern for a near-majority of Winnipeggers. However, Winnipeggers have additional priorities beyond the easily anticipated concern about cost. These include fears of animals, insects and odours that may accompany a food waste collection program, as well as a strong desire for an easy-to-use service with simple rules that are communicated to residents through a robust public education campaign. Ideally, this campaign would include information packages delivered with the carts and a how-to sheet that could be posted on the fridge – the two top ways Winnipeggers prefer to learn about the program.

FOR MORE INFORMATION:

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Principal

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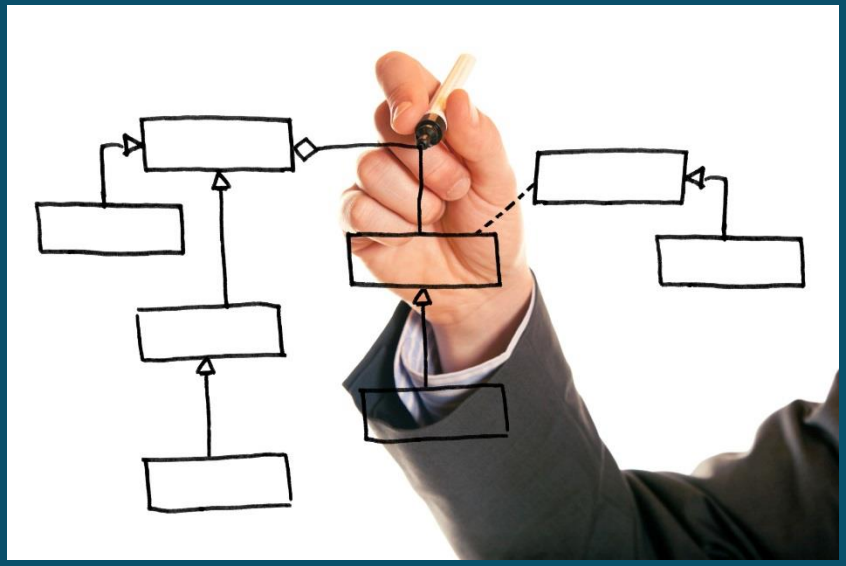
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KEY FINDINGS

- There are some key attitudes Winnipeggers hold that may aid in messaging. Winnipeggers feel strongly waste reduction is the “right thing to do” and overdue for Winnipeg. As well, few are skeptical about composting’s positive impact on the environment. Here again, though, cost is a limiting factor. When asked specifically about the cost-benefit trade-off, there was only somewhat tepid support for the idea that the environmental benefits of a curbside food waste program merit the cost.
- When it comes to waste reduction habits, Winnipeggers typically consider themselves quite green. Self-reported recycling rates are quite high at 77 per cent, and even more report participating in yard waste collection, while one-in-five are avid year-round composters. Similarly, eight-in-10 Winnipeggers predict they will actually put their food waste out for curbside pick-up should a city-wide program begin – a promising potential participation rate.
- Typically, Winnipeggers throw out about 12 per cent of their food, though this figure dropped during the height of the pandemic. Similarly, Winnipeggers typically use takeout or delivery for 16 per cent of the meals they consume at home. Contrary to popular impressions, Winnipeggers report ordering fewer takeout and delivery meals during the pandemic.

METHODOLOGY



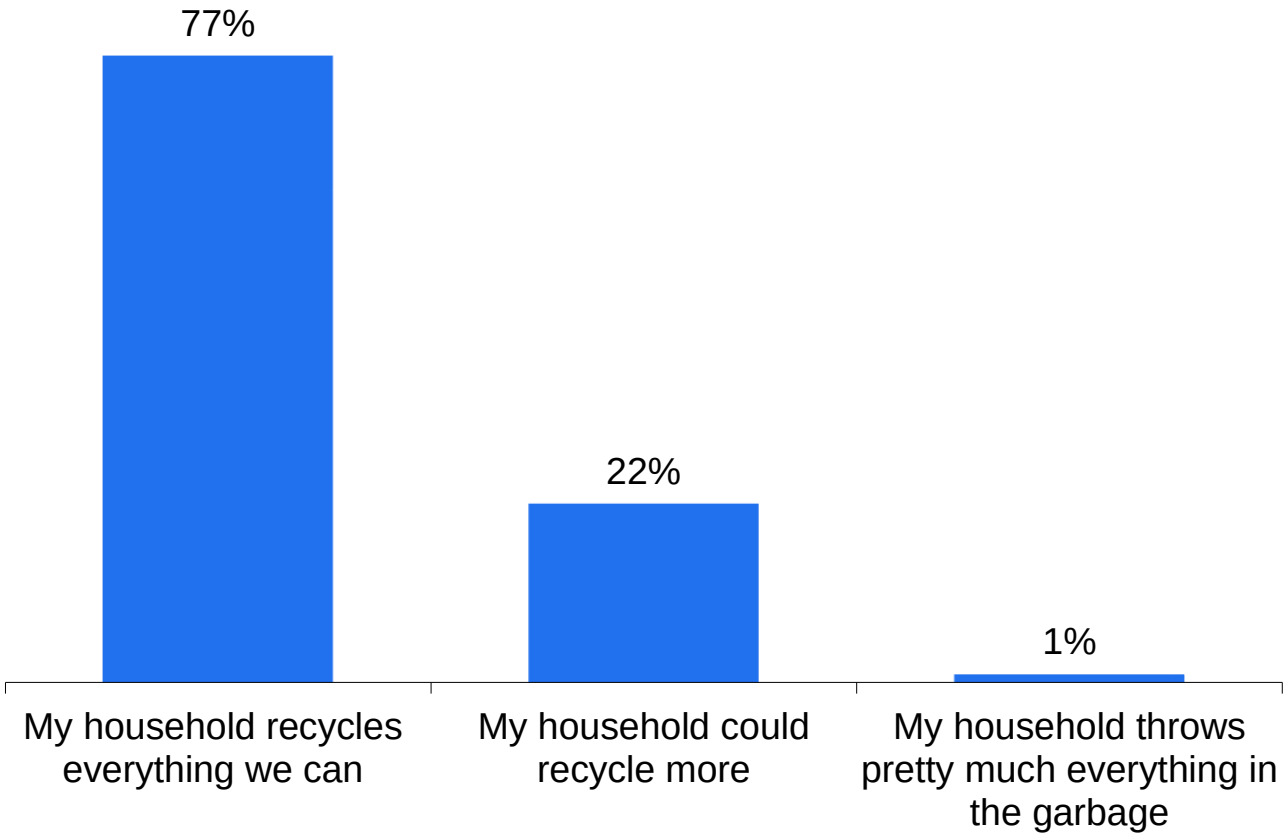
- As part of a team of consultants that includes Landmark Planning & Design Inc. and Dillon Consulting Limited, Probe Research Inc. was retained by the City of Winnipeg to survey Winnipeggers about their initial views and expectations for a potential city-wide food waste collection program.
- Probe Research surveyed 600 Winnipeg adults between June 16th and 23rd 2020. The survey was conducted online using an 8-minute (average) questionnaire. It was available in both official languages. Six respondents completed the survey en français.
- The sample for this survey was sourced from Probe Research's proprietary panel, supplemented by a reputable international sample provider.
- Two email reminders were sent to encourage responses. In addition, those who completed the survey were eligible to win one of three $150 VISA gift cards.
- The survey questionnaire was designed by Probe Research Inc. in collaboration with Dillon, Landmark and the City of Winnipeg.
- A city-wide probability sample of 600 would mean a margin of error of +/- 4.0, 19 times out of 20.
- Minor statistical weighting was applied to ensure the survey sample is broadly representative of the actual Winnipeg population for age and gender.

CURRENT GARBAGE AND RECYCLING HABITS



A VAST MAJORITY OF WINNIPEG HOUSEHOLDS ARE AVID RECYCLERS

A1. *"Which one of the following statements best describes your household garbage and recycling habits?"*



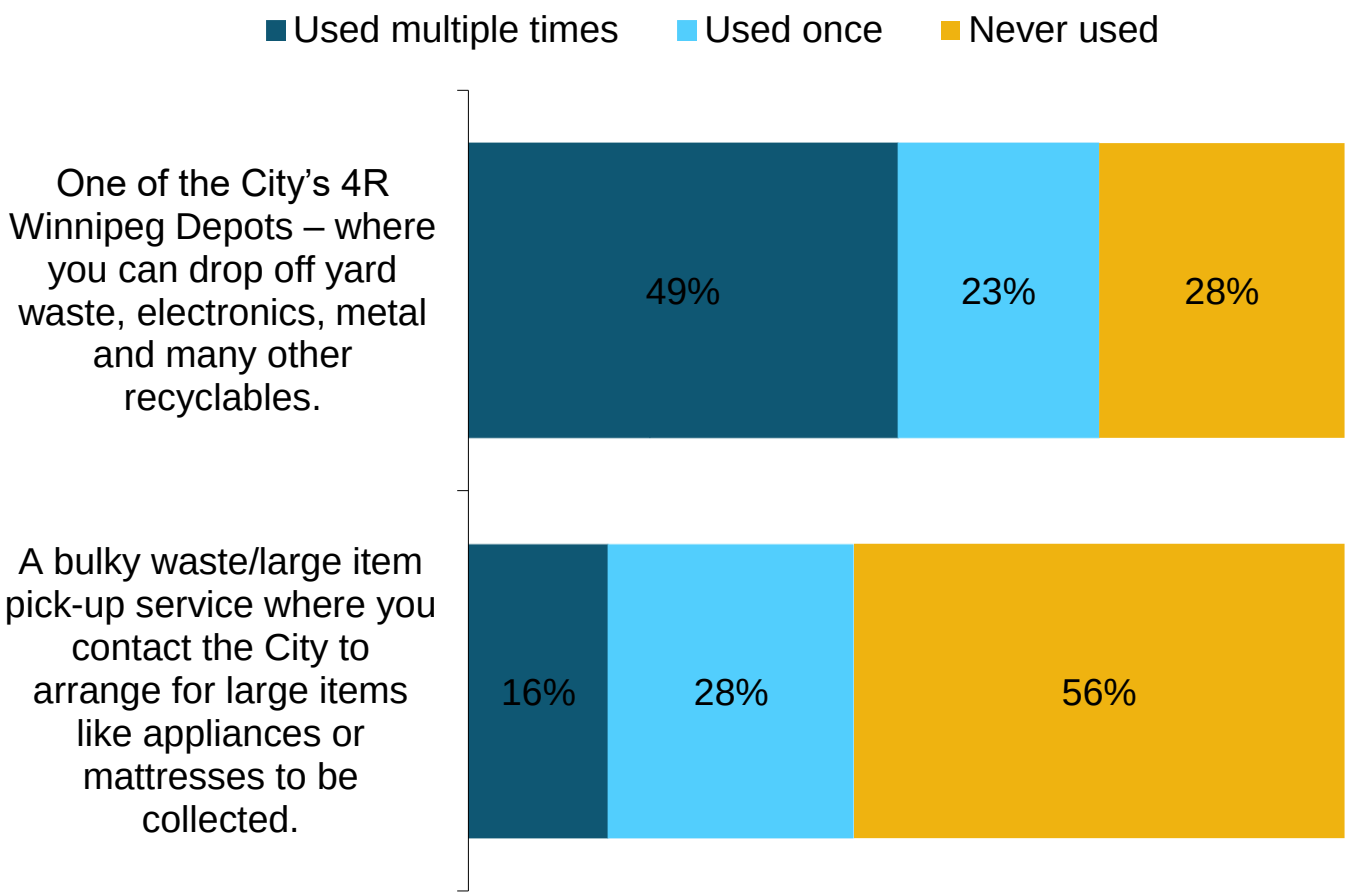
Base: All respondents (N=600)

Those most likely to **recycle everything** include:

- Those aged 55+ (84% vs. 68% among those 18-34 years).

NEARLY THREE-QUARTERS HAVE USED A 4R WINNIPEG DEPOT AT LEAST ONCE

A2. *"Please indicate how often – if at all – you've used each of these garbage and recycling programs and services:"*



Those most likely to have used a **4R depot multiple times** include:

- Those from larger households (56% among those in households with 3+ people vs. 31% among those living alone).
- Those from high income households (58% among those earning $100K+ vs. 29% among those earning <$50K).

Those most likely to have used **the bulky waste service multiple times** include:

- Younger Winnipeggers (22% among those 18-34 vs. 9% among those aged 55+).
- Indigenous people (34% vs. 14% among non-Indigenous people).

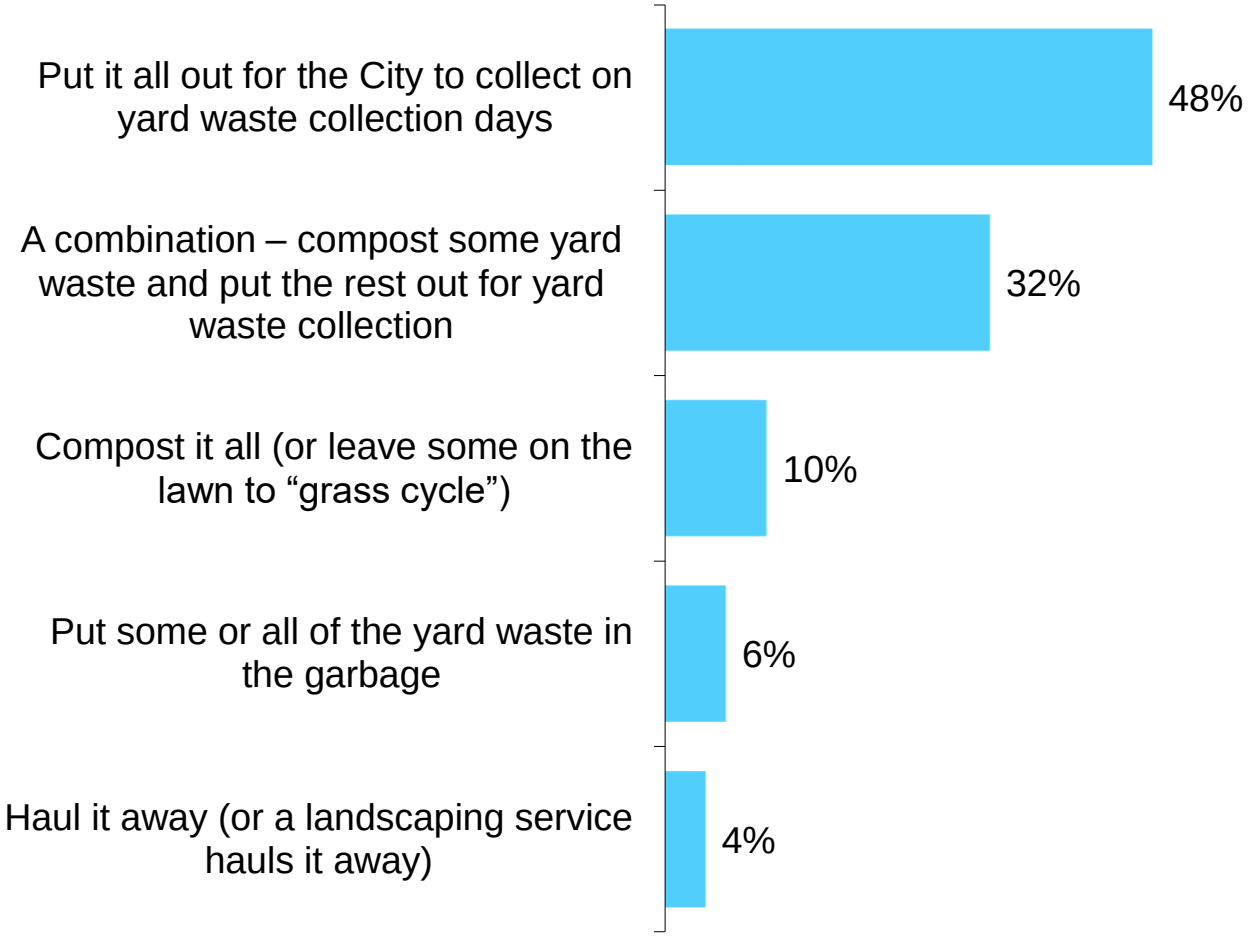
Base: All respondents (N=600)

CURRENT YARD AND FOOD WASTE HABITS



EIGHT-IN-TEN USE THE CITY'S YARD WASTE COLLECTION SERVICE

B1. *"What do you typically do with your yard waste? Please select one option from the list below…"*



Those most likely to **put their yard waste out for the City to collect** include:

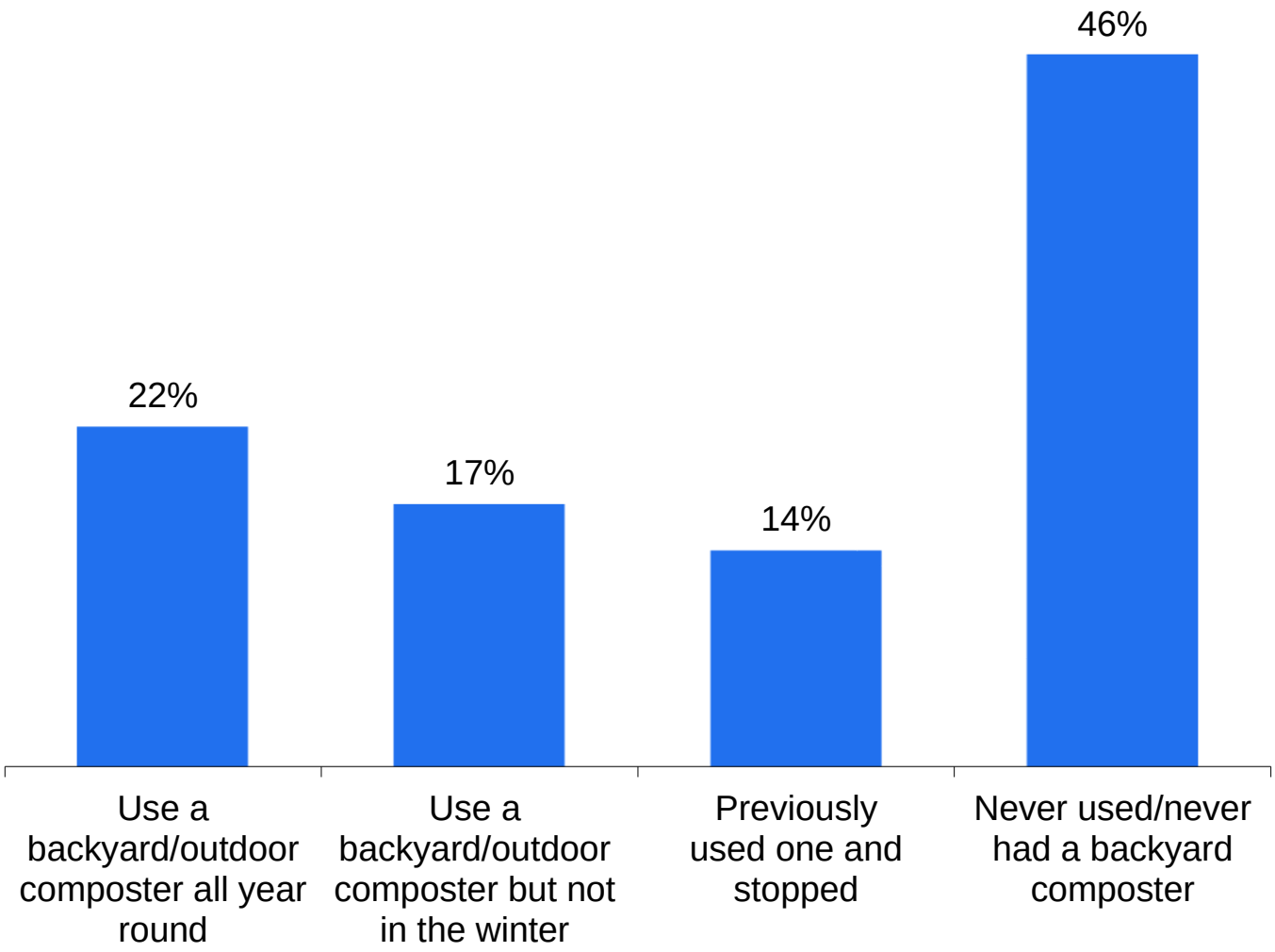
- Younger Winnipeggers (56% among those 18-34 vs. 41% among those 55+).

Older Winnipeggers and those who live in the Core are more likely to use a combination of composting and collection.

Base: All respondents with a yard (n=458)

ONE-IN-FIVE ARE AVID BACKYARD COMPOSTERS

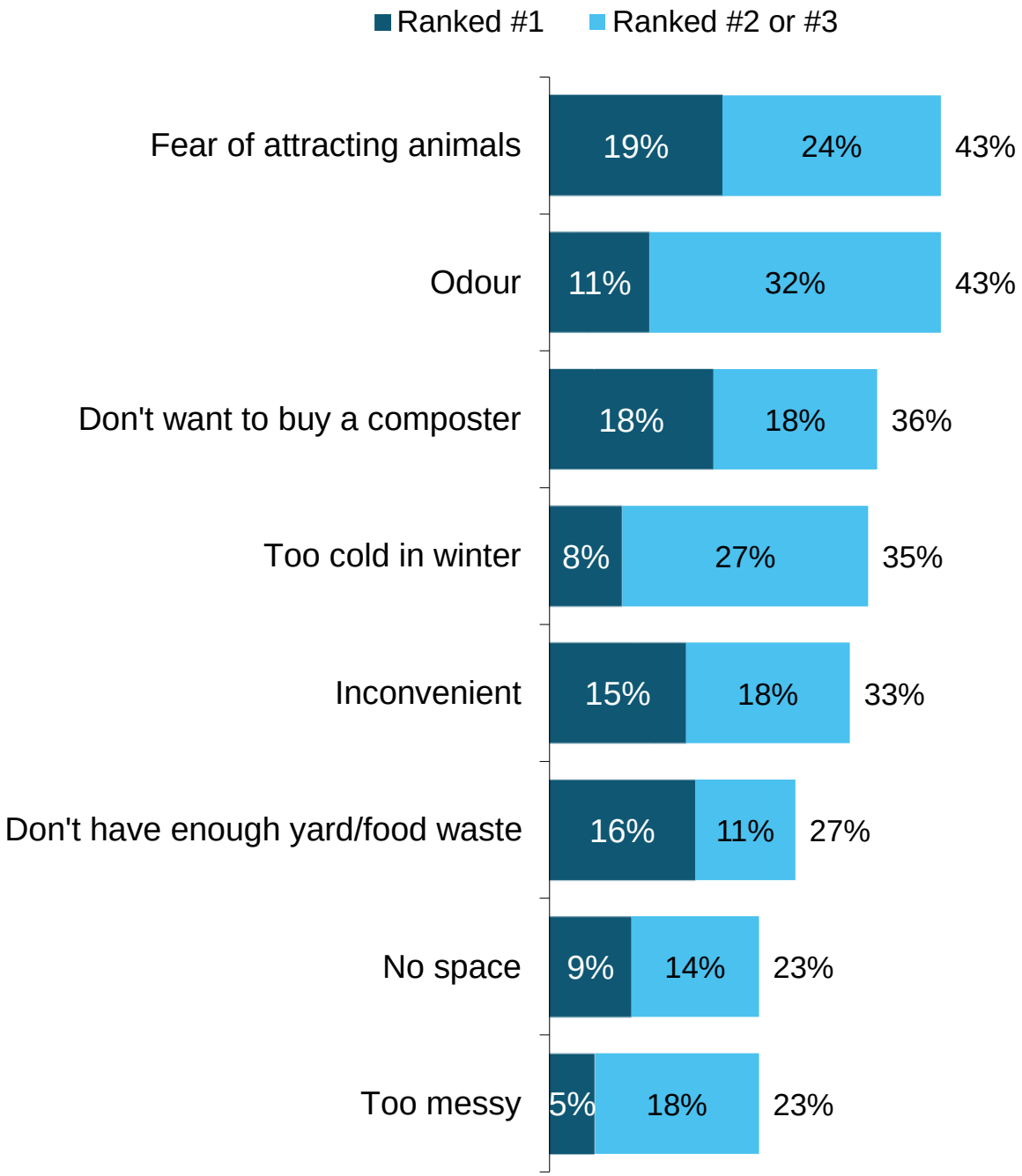
B2. *"Which one of the following statements best describes your household garbage and recycling habits?"*



Base: All respondents with a yard (n=458)

PESTS, ODOURS ARE KEY REASONS WINNIPEGGERS DO NOT USE A COMPOSTER

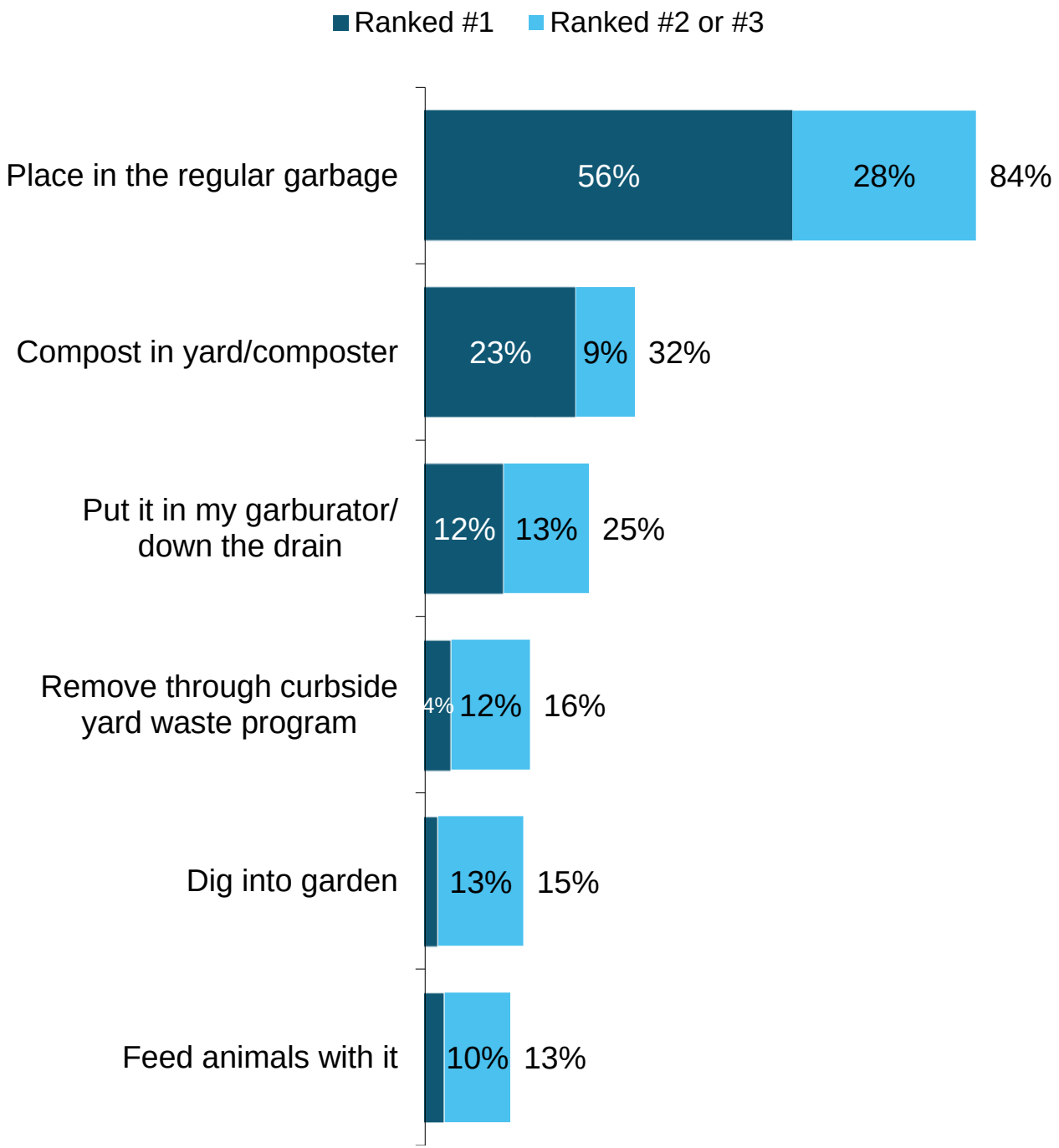
B2a. *"What prevents or stopped you from composting in your backyard? Please pick up to three reasons, in order of importance."*



Base: All respondents with a yard who do not use a composter (n=275)

VAST MAJORITY CURRENTLY PUT FOOD WASTE IN THE GARBAGE

B3. *"What do you normally do with your food waste? Please choose up to three answers, in order of frequency."*

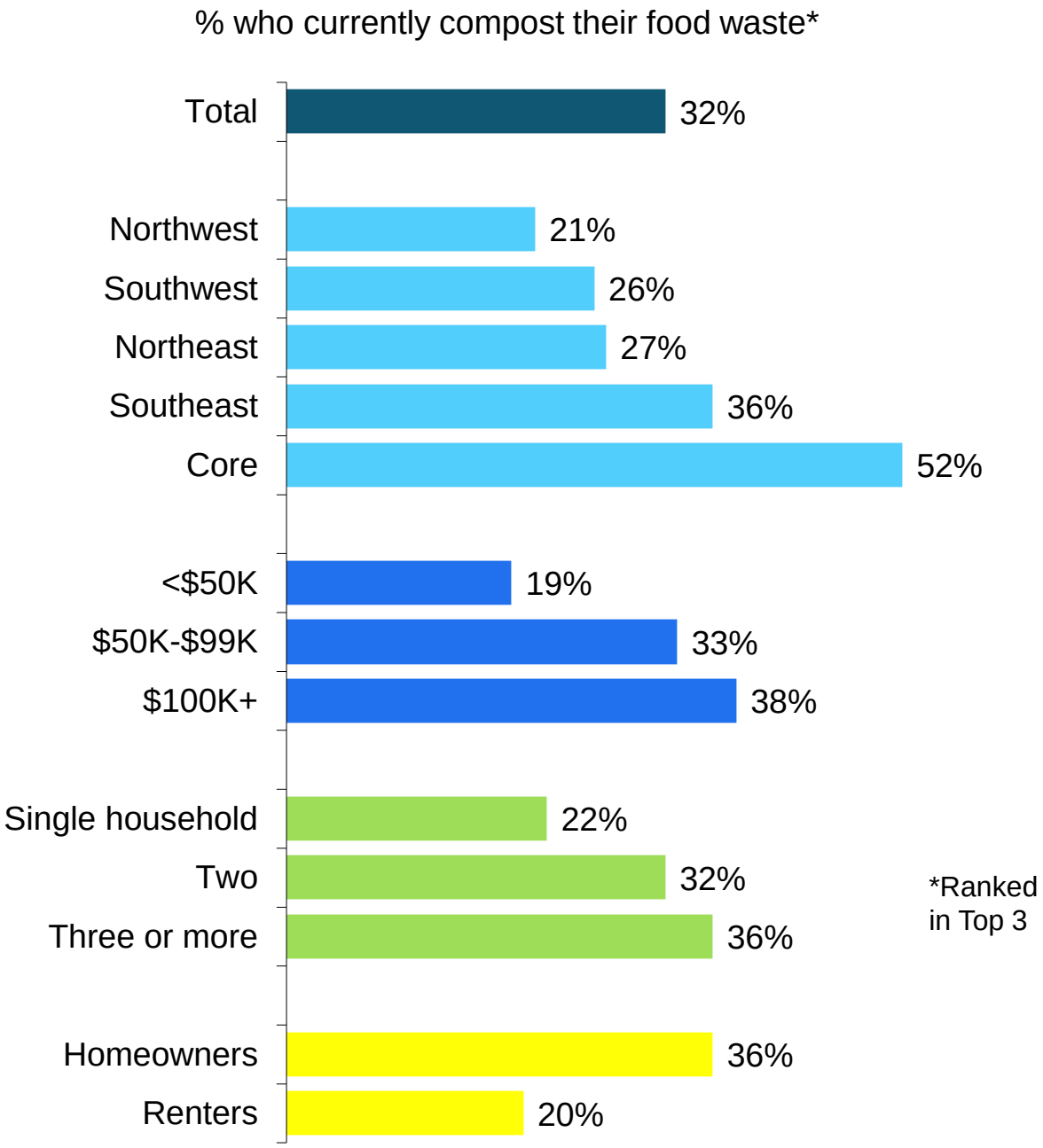


Base: All respondents (N=600)

WEALTHIER AND CORE-AREA RESIDENTS MOST LIKELY TO COMPOST THEIR FOOD WASTE

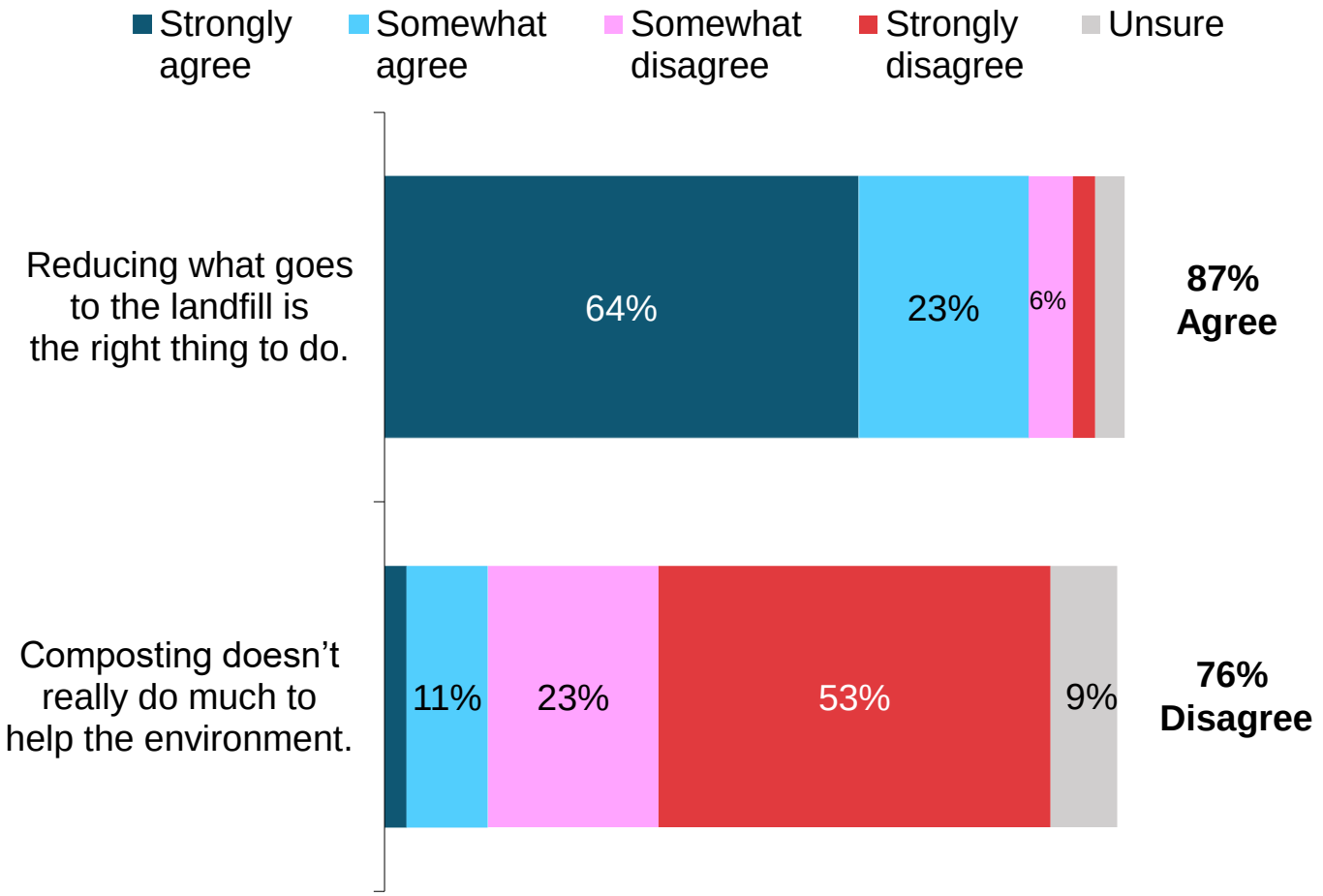
B3. *"What do you normally do with your food waste? Please choose up to three answers, in order of frequency."*

Base: All respondents (N=600)



STRONG AGREEMENT WASTE REDUCTION IS A CIVIC DUTY AND AIDS THE ENVIRONMENT

D5. *"Please read the following statements and indicate if you agree or disagree."*



Base: All respondents (N=600)

Those most likely to **strongly agree waste reduction is the right thing to do** include:

- Core area residents (76% vs. 58% among Southwest residents, where this sentiment is lowest).
- Women (72% vs. 56% among men).

Those most likely to **strongly disagree composting doesn't help the environment** include:

- Women (61% vs. 44% among men). In other words, women are more likely than men to see the benefits of composting to the environment.

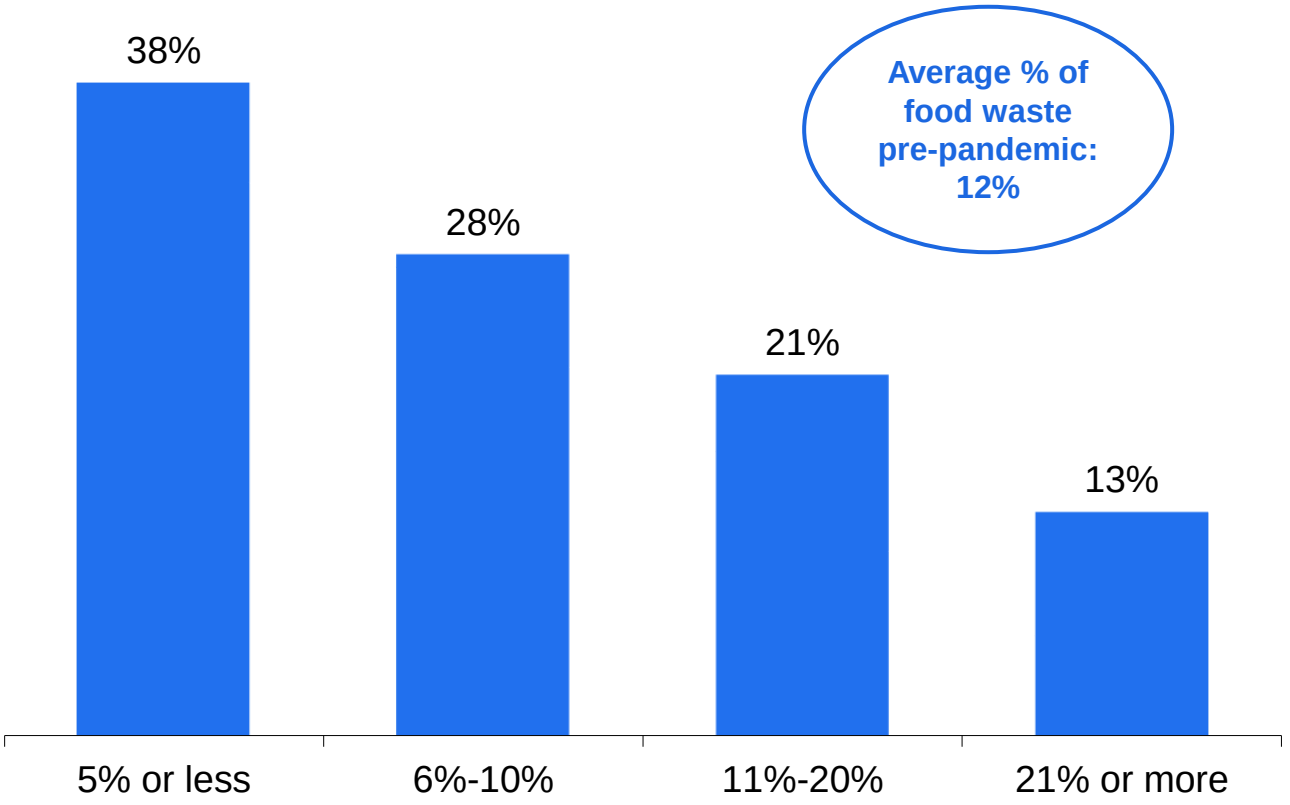
IMPACT OF PANDEMIC ON EATING HABITS



WINNIPEGGERS THROW AWAY 12% OF THEIR FOOD

B4. *"Thinking of all the food you and your household buys, about what percent would you say you end up throwing away because it's past its expiry date, gone bad or just not fit to eat anymore?*

Here, we want to know what's typical, so think about your habits before the pandemic. (An estimate is just fine.)"



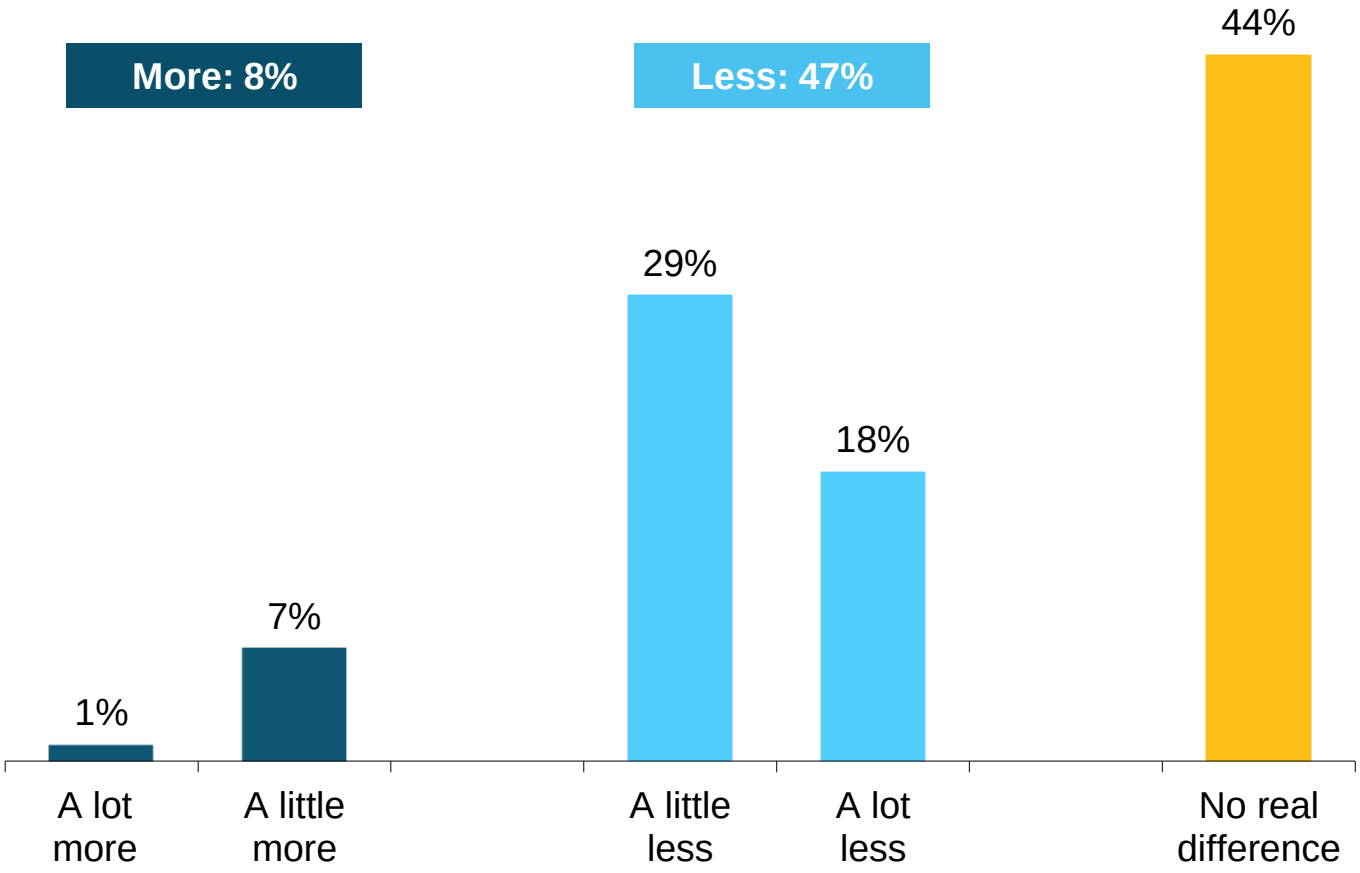
Those most likely to throw away **a higher than average amount of food** include:

- Those aged 18-34 years (14% average vs. 10% among those 55+).
- Southeast Winnipeg residents (14% average vs. 11% among Northeast residents).
- Indigenous people (15% vs. 12% among non-Indigenous people).

Base: All respondents (N=600)

A PLURALITY THREW OUT LESS FOOD WASTE DURING THE PANDEMIC

B5. *"Your eating and shopping habits might have changed during the pandemic, in March and April while many were spending more time at home. During these months, would you say you threw away more food or less food than you generally did before the pandemic?"*



Those most likely to have **thrown out less food** during the pandemic include:

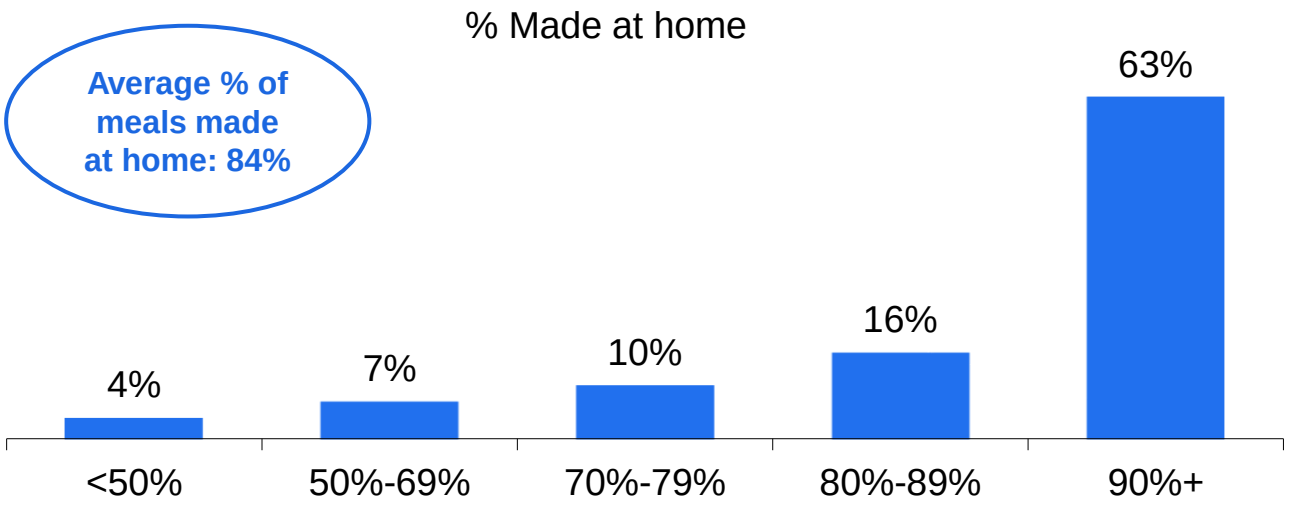
- Those aged 35-54 (55% vs. 38% among those aged 55+).
- Those from higher income households (56% among those earning $100K+ vs. 38% among those earning <$50K).
- Those in larger households (53% among those in households with 3+ people vs. 40% among those who live alone).

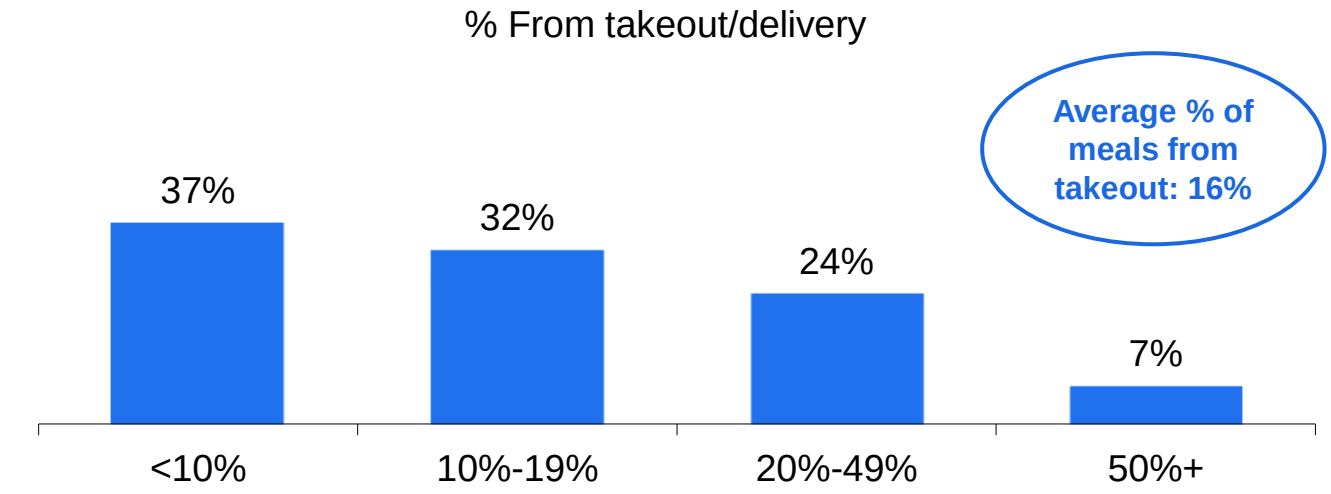
Base: All respondents (N=600)

ONE-IN-SIX MEALS AT HOME ARE TAKEOUT OR DELIVERY

B6. *"And, thinking of all the meals you eat in your home, about what per cent do you make at home and what per cent are delivery or take-out from a restaurant? Again, an estimate is just fine and please think about your normal habits before the pandemic."*

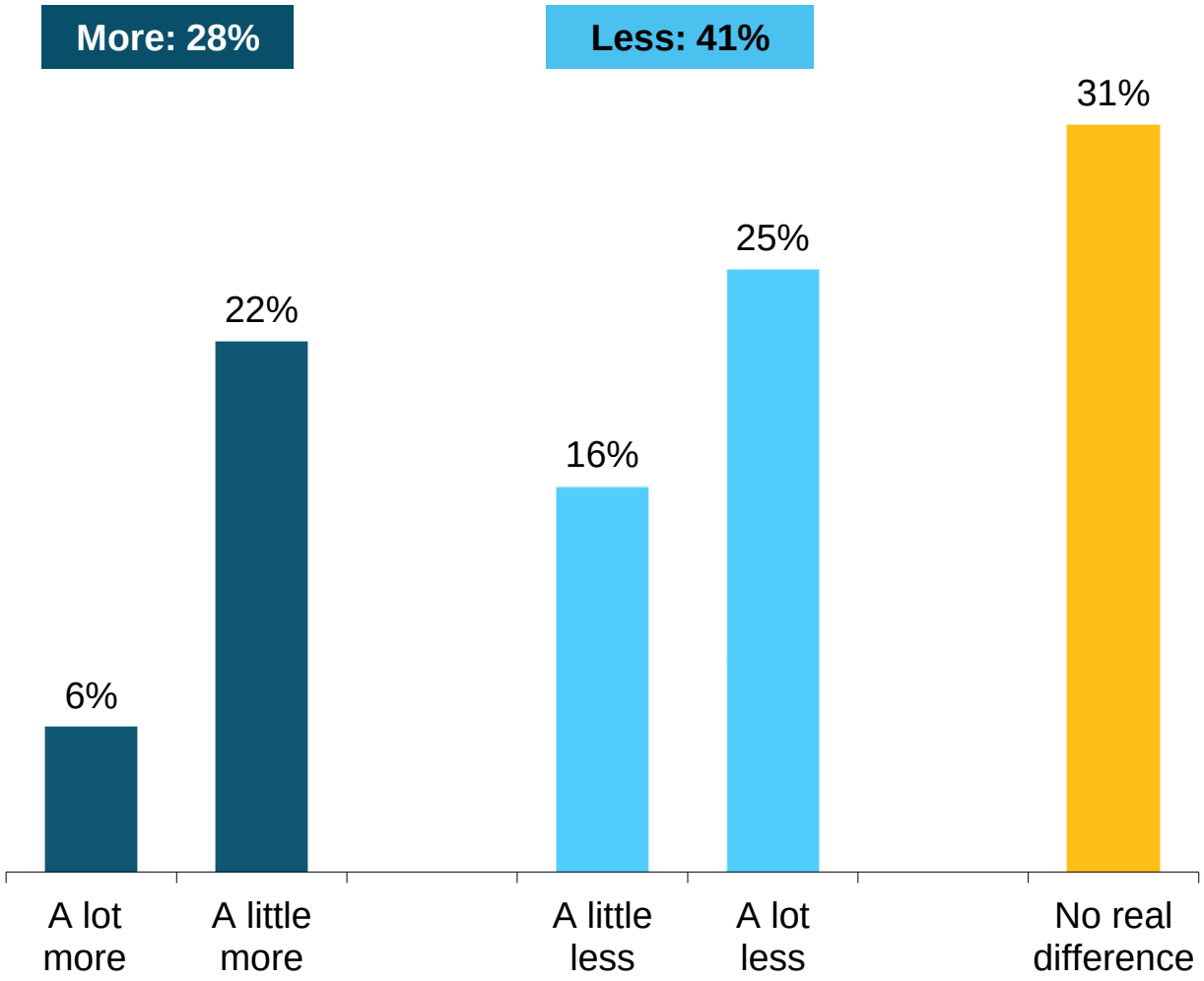
Base: All respondents (N=600)





WINNIPEGGER ORDERED LESS TAKEOUT AND DELIVERY DURING THE PANDEMIC

B7. "*During the pandemic, would you say you ordered more take-out and delivery meals or fewer meals than you did before the pandemic?*"



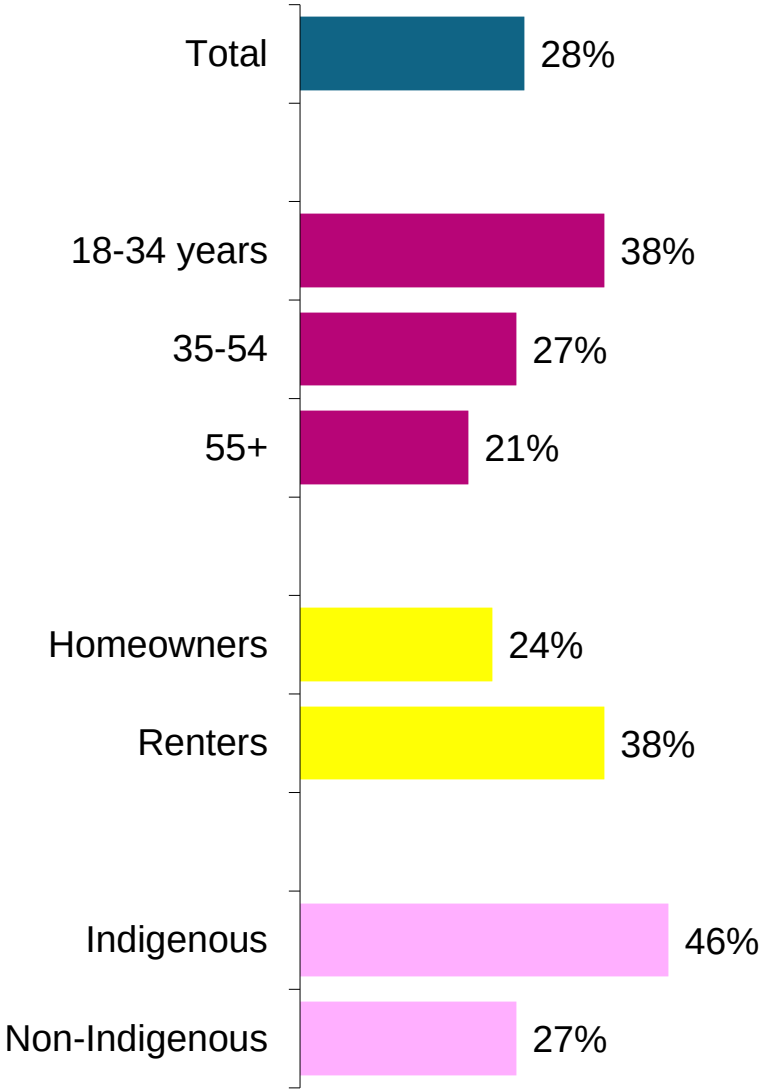
Base: All respondents (N=600)

YOUNGER AND INDIGENOUS ADULTS ORDERED TAKEOUT AND DELIVERY MORE OFTEN DURING THE PANDEMIC

B7. "*During the pandemic, would you say you ordered more take-out and delivery meals or fewer meals than you did before the pandemic?*"

Base: All respondents (N=600)

% who ordered a little more or a lot more takeout during the pandemic

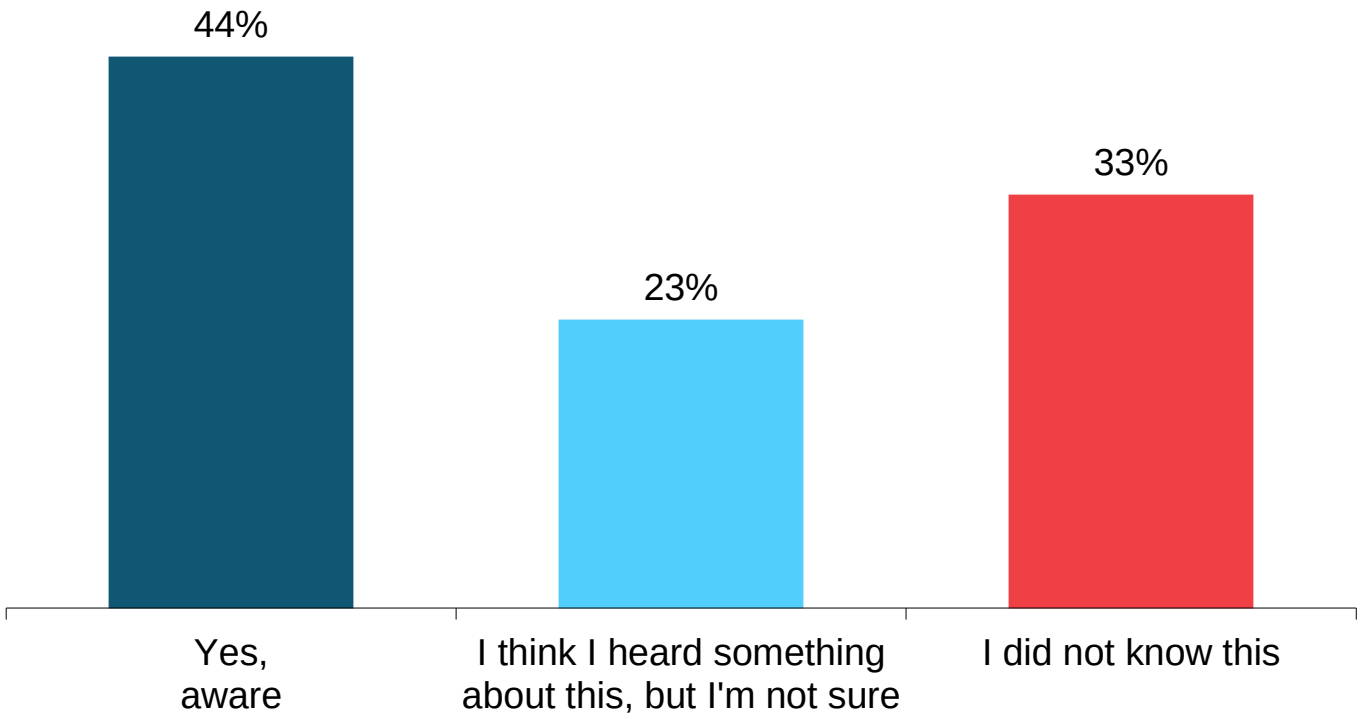


ATTITUDES TOWARDS HOUSEHOLD FOOD WASTE COLLECTION PROGRAM



MODEST AWARENESS OF A POTENTIAL FOOD WASTE PROGRAM

C1. *"Before today, were you aware that the City is considering a food waste collection program in the next few years?"*



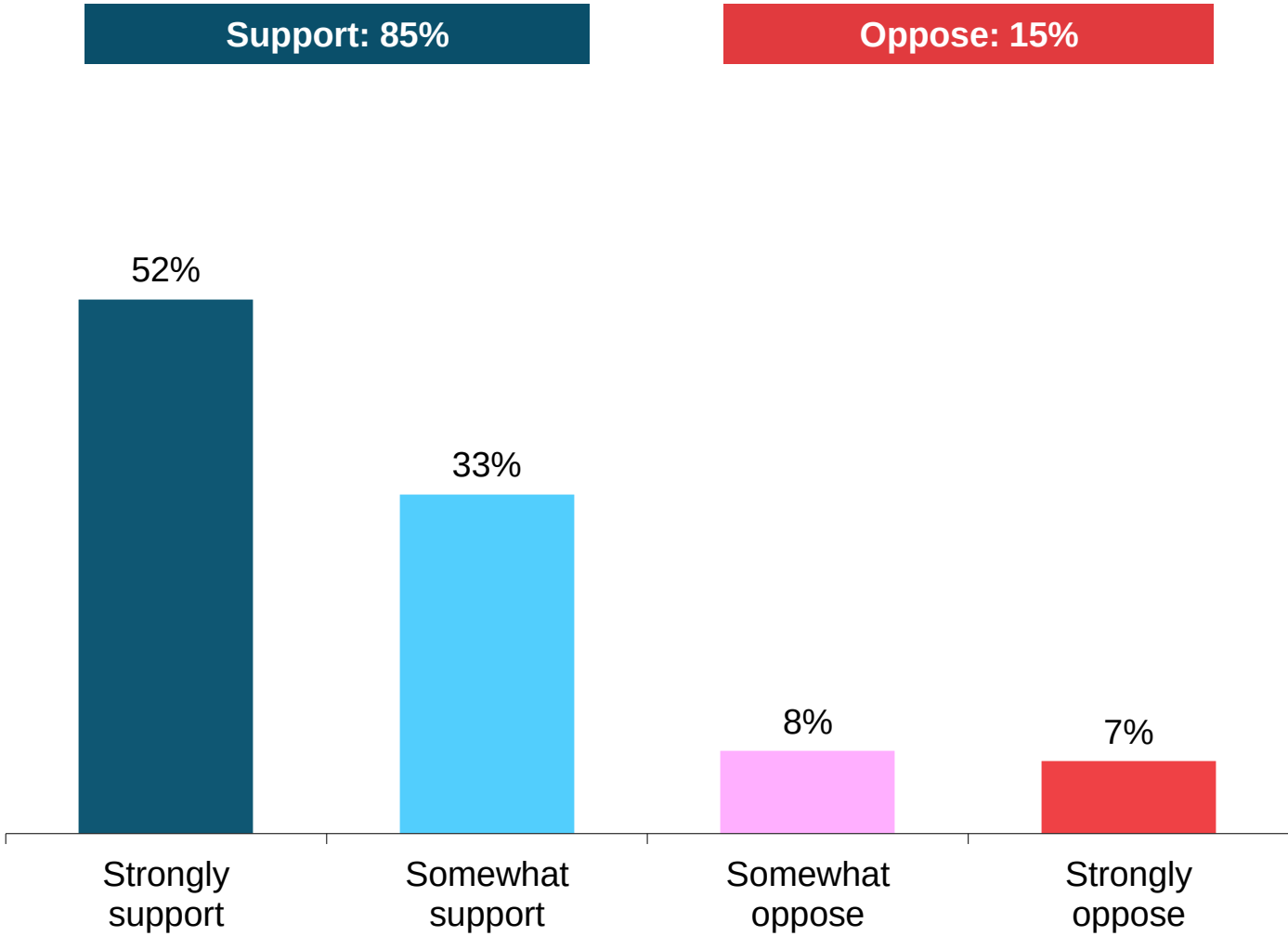
Base: All respondents (N=600)

Those most likely to be **aware** include:

- Those aged 55+ (54% vs. 32% among those aged 18-34).
- Homeowners (47% vs. 33% among renters).

STRONG AND BROAD SUPPORT FOR A FOOD WASTE COLLECTION PROGRAM

C2. "Overall, do you support or oppose having a food waste collection program in Winnipeg?"

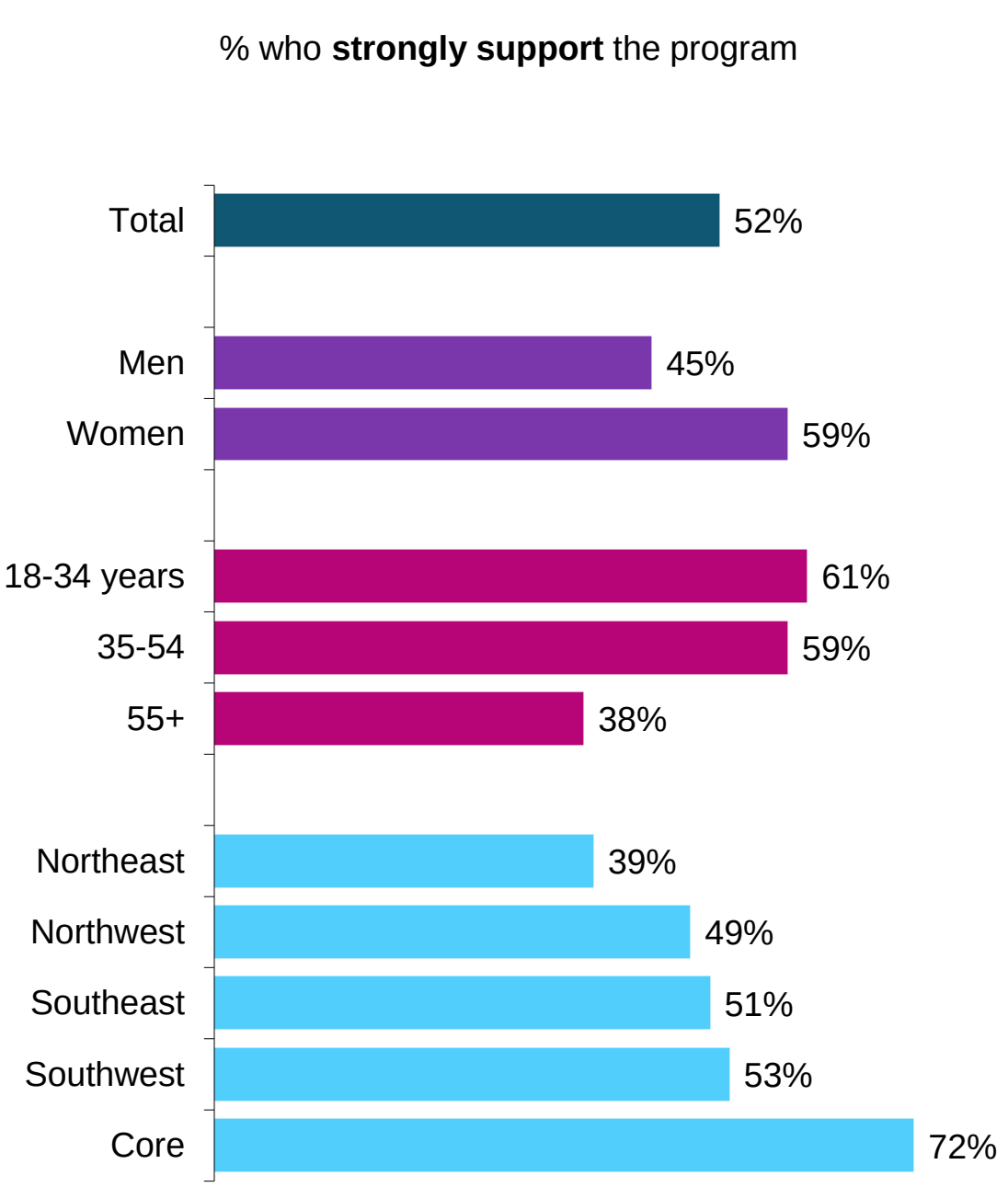


Base: All respondents (N=600)

SUPPORT FOR A FOOD WASTE PROGRAM STRONGEST AMONG WOMEN, YOUNGER ADULTS

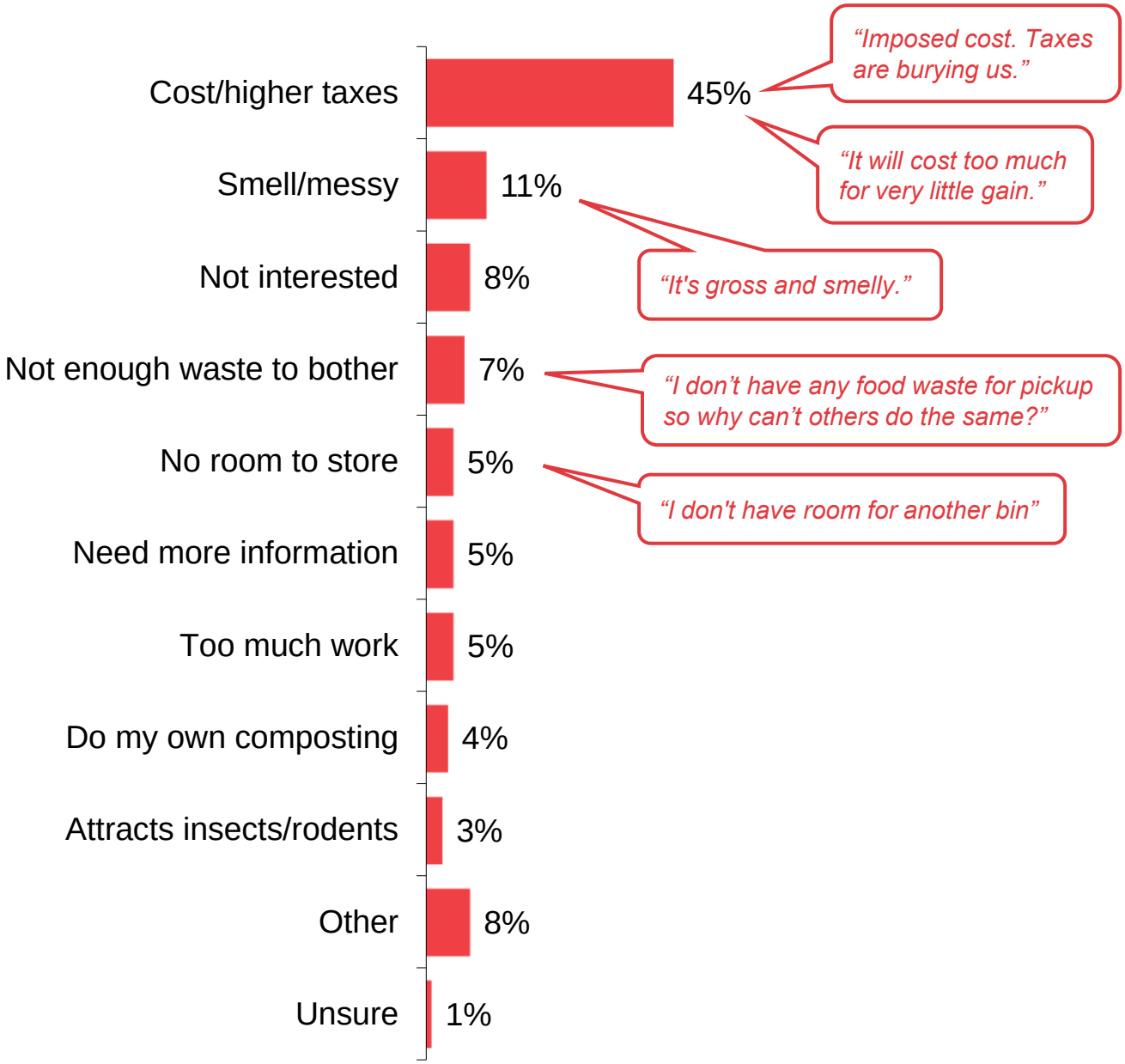
C2. "Overall, do you support or oppose having a food waste collection program in Winnipeg?"

Base: All respondents (N=600)



COST IS TOP REASON FOR OPPOSITION TO THE PROGRAM

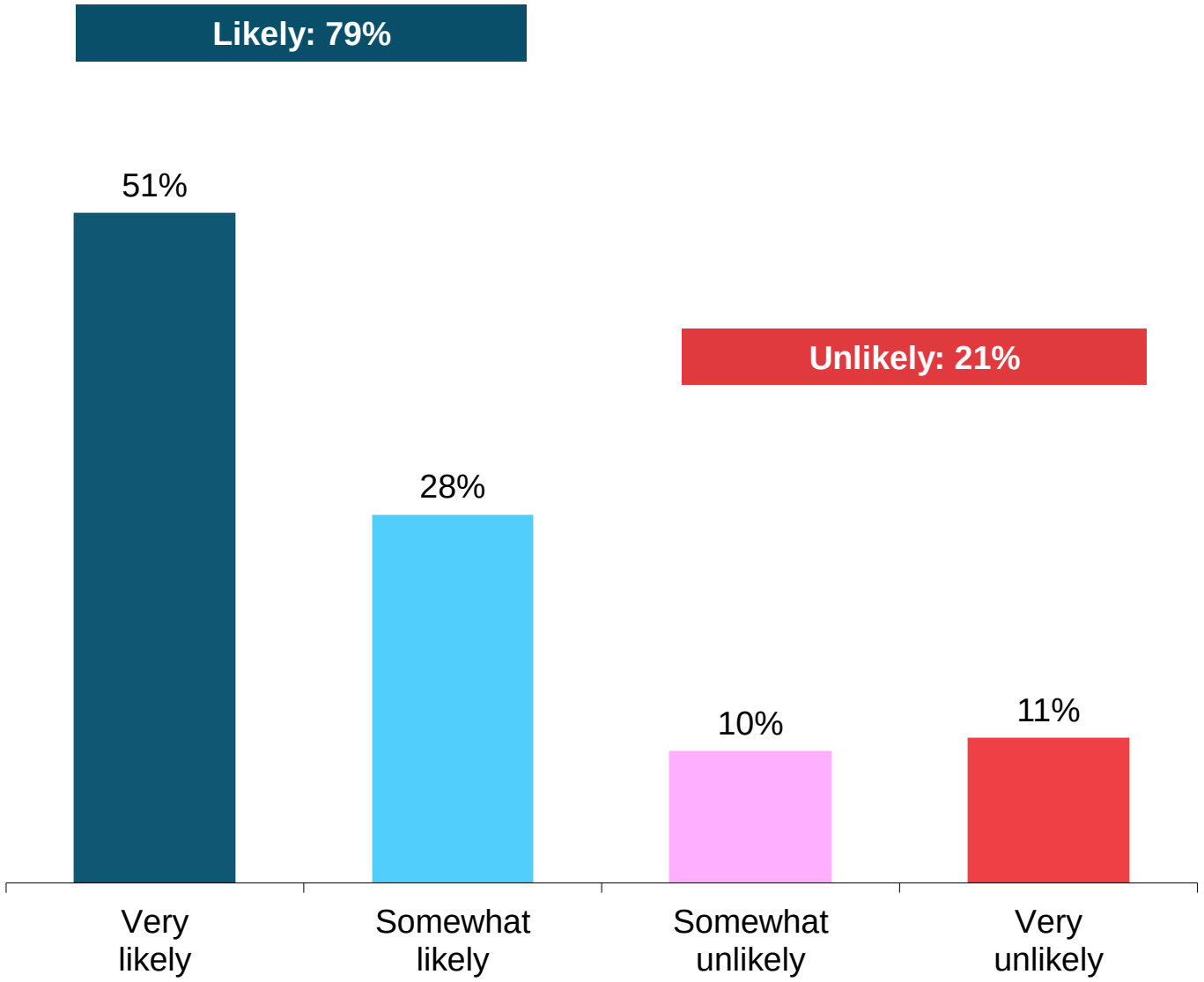
C2a. *"Why are you generally opposed to curbside food waste collection?"*



Base: All respondents opposed to the program (n=89*)
*Caution: Small base

STRONG LIKELIHOOD CITIZENS WOULD USE A FOOD WASTE PROGRAM

C3. *"Now, let's say a curbside food waste collection program was in place. How likely or unlikely are you to actually use it?"*

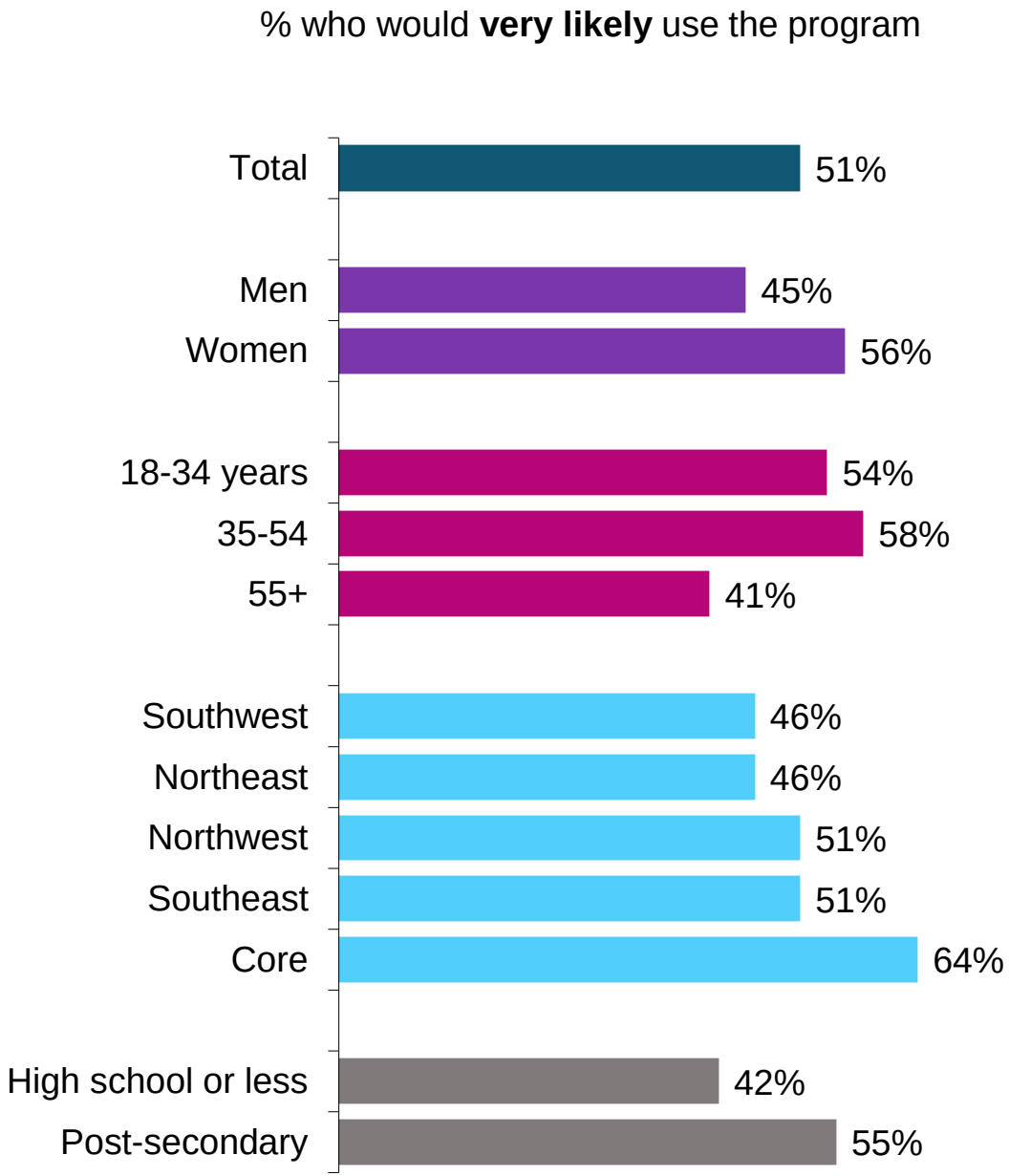


Base: All respondents (N=600)

PROGRAM USE POTENTIALLY HIGHEST AMONG WOMEN, CORE AREA RESIDENTS

C3. *"Now, let's say a curbside food waste collection program was in place. How likely or unlikely are you to actually use it?"*

Base: All respondents (N=600)



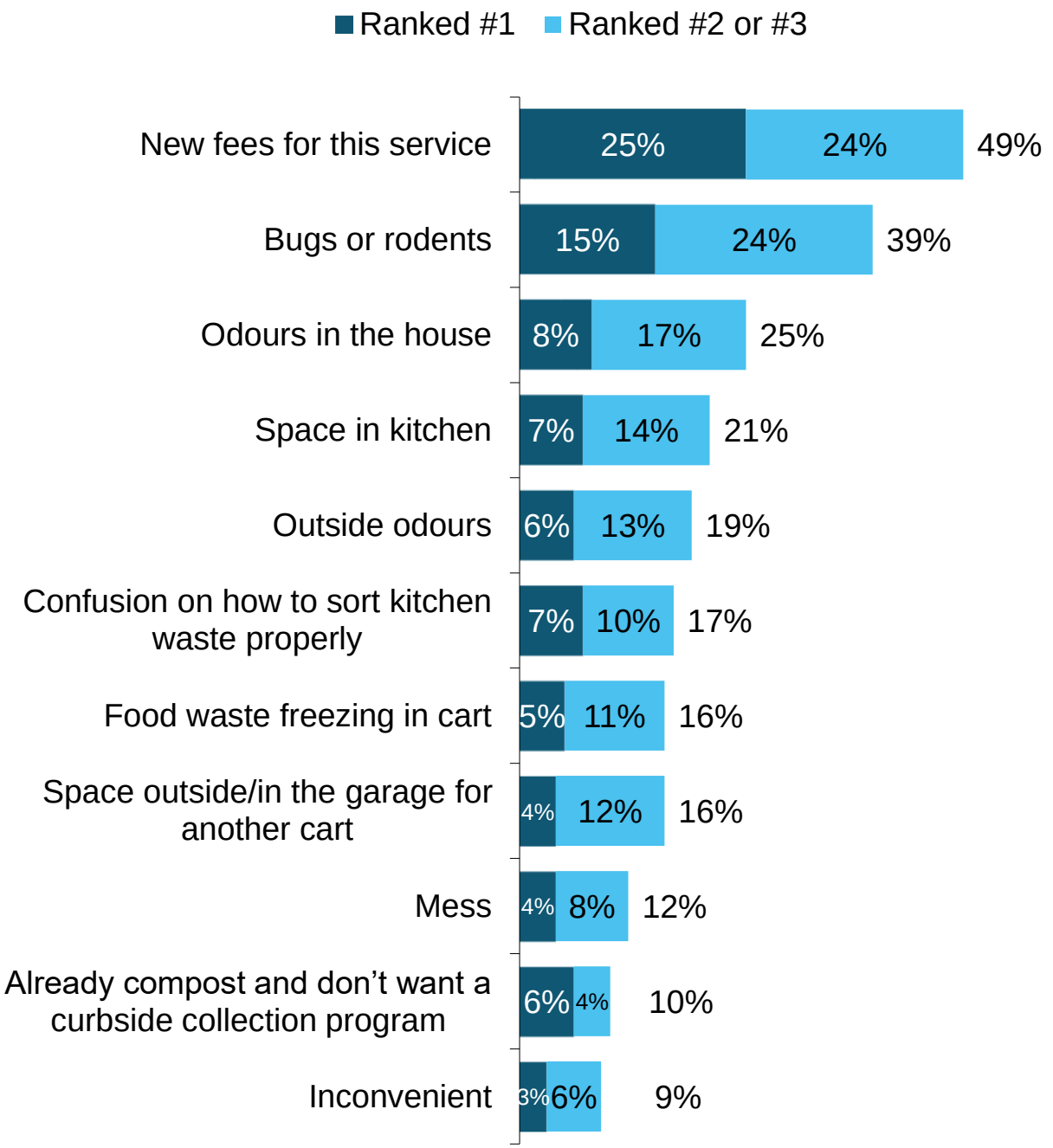
PROGRAM CONSIDERATIONS



COST, PESTS ARE TOP CONCERNS ABOUT FOOD WASTE COLLECTION PROGRAM

D1. *"Do you have any concerns about a food waste collection program? Please read the list below and rank your top three concerns, if you have any, in order of importance."*

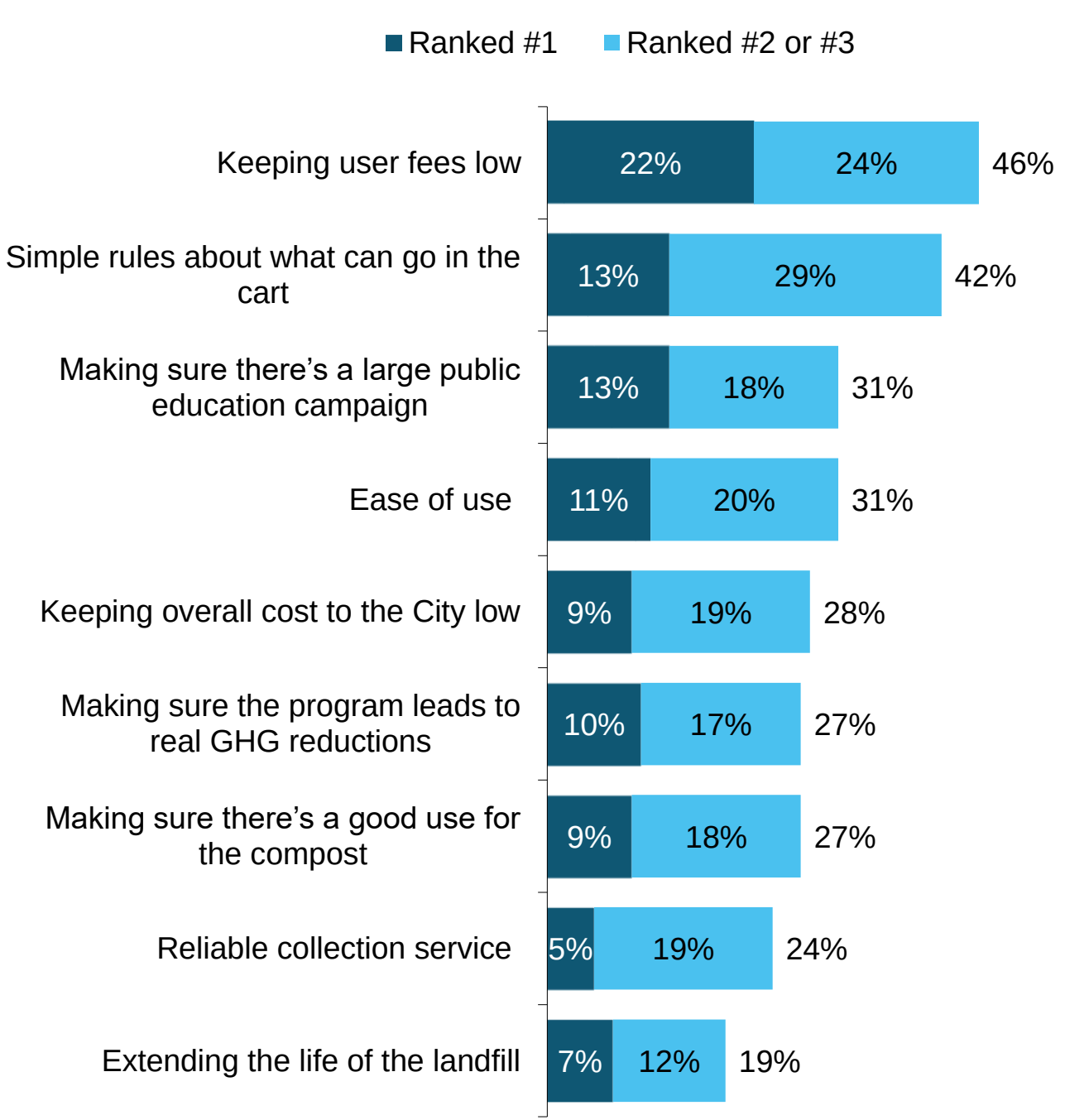
Base: All respondents (N=600)



COST, SIMPLICITY ARE TOP CONSIDERATIONS WHEN DESIGNING A FOOD WASTE COLLECTION PROGRAM

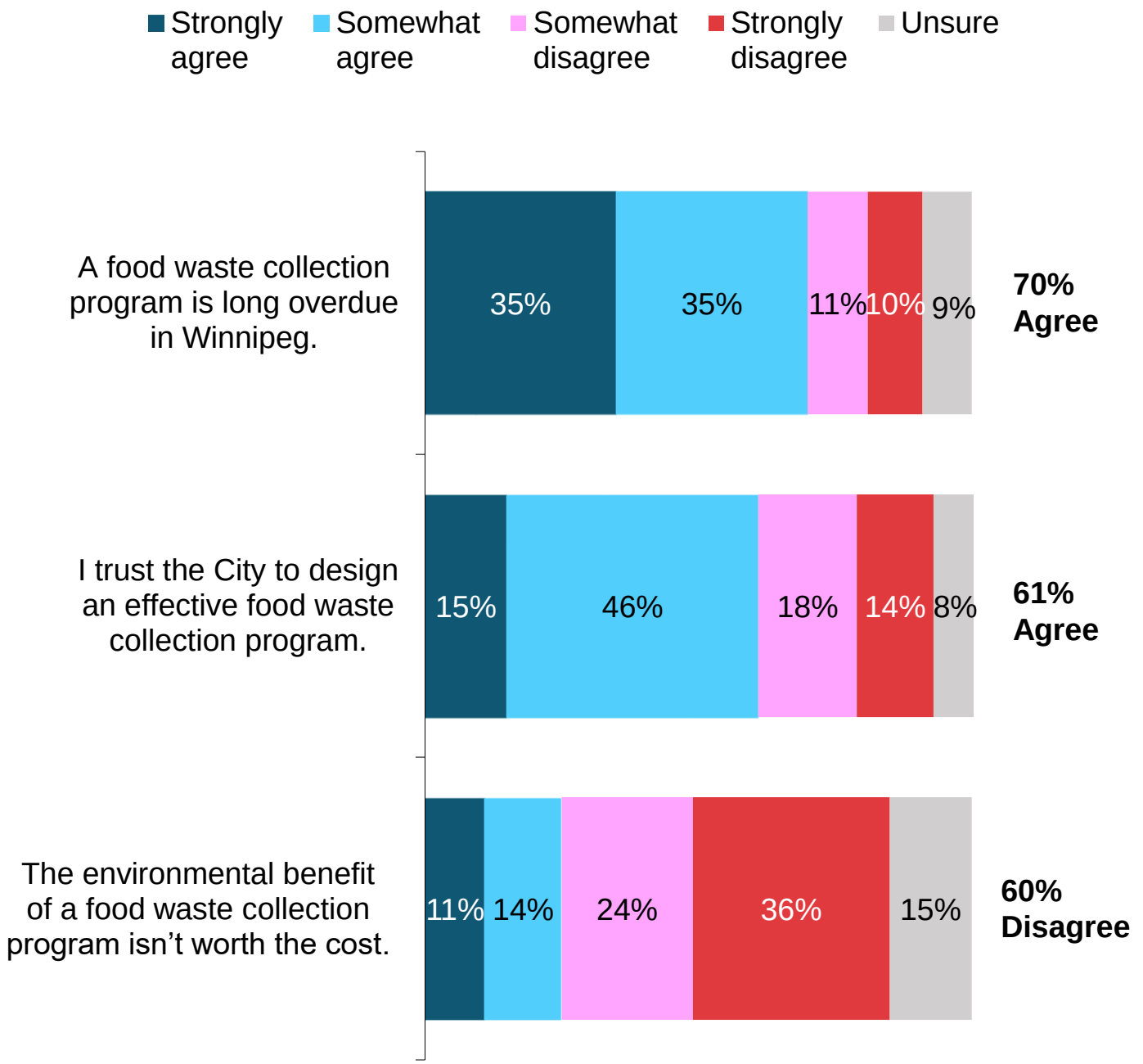
D2. *"There are many things the City needs to consider when designing a curbside food waste collection program. Please read the list below and rank your top three priorities in order of importance."*

Base: All respondents (N=600)



WINNIPEGGERS HAVE FAVOURABLE OPINIONS OF A FOOD WASTE COLLECTION PROGRAM

D5. *"Please read the following statements and indicate if you agree or disagree."*



Base: All respondents (N=600)

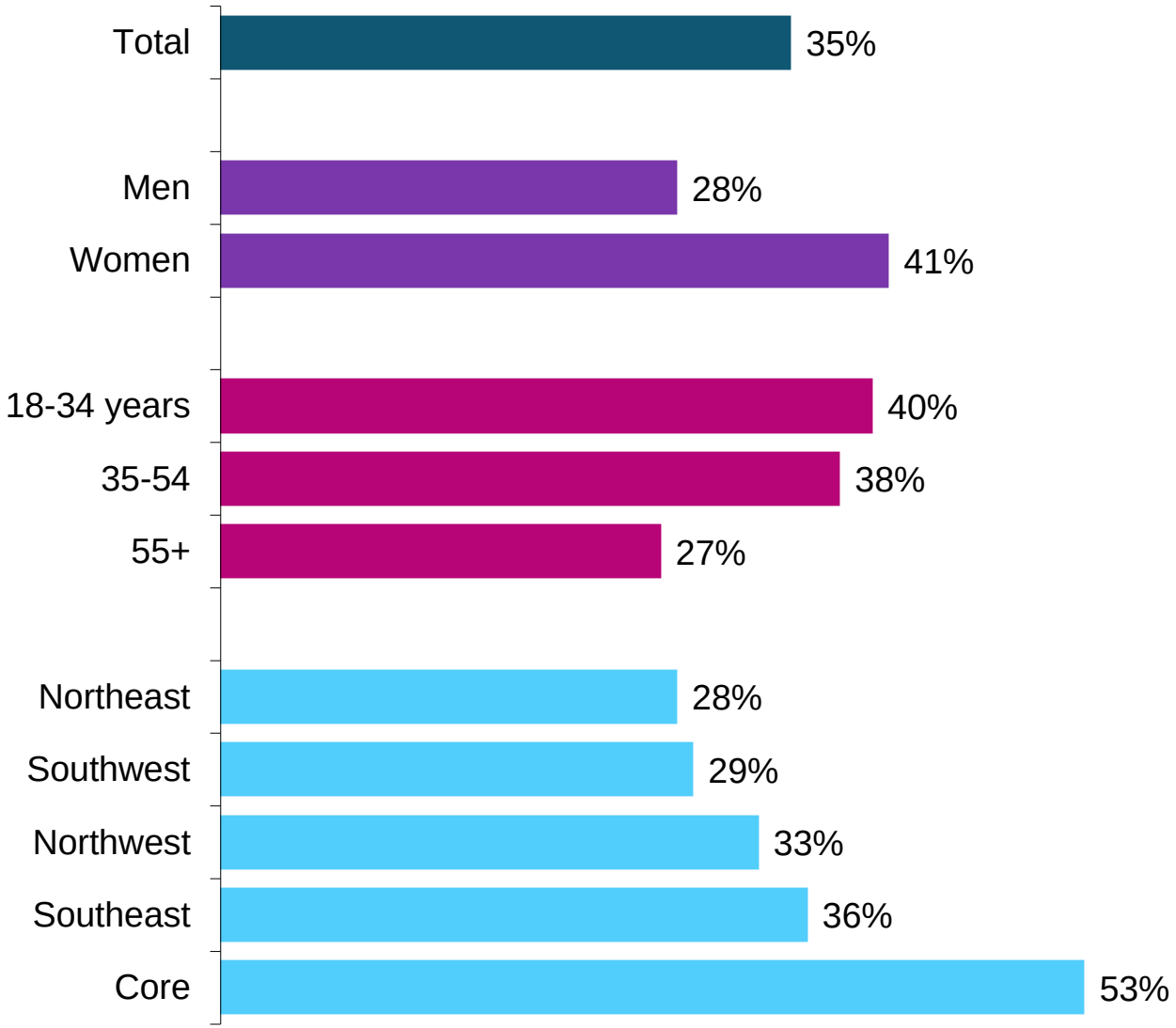
YOUNGER ADULTS, WOMEN MOST LIKELY TO STRONGLY AGREE A FOOD WASTE PROGRAM IS LONG OVERDUE

D5. *"Please read the following statements and indicate if you agree or disagree…*

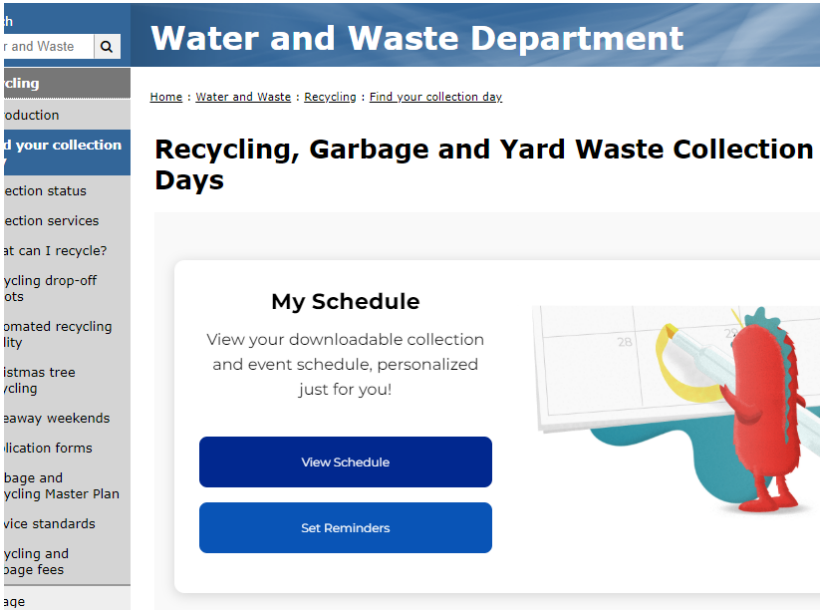
A food waste collection program is long overdue in Winnipeg."

Base: All respondents (N=600)

% who **strongly agree** a food waste program is long overdue



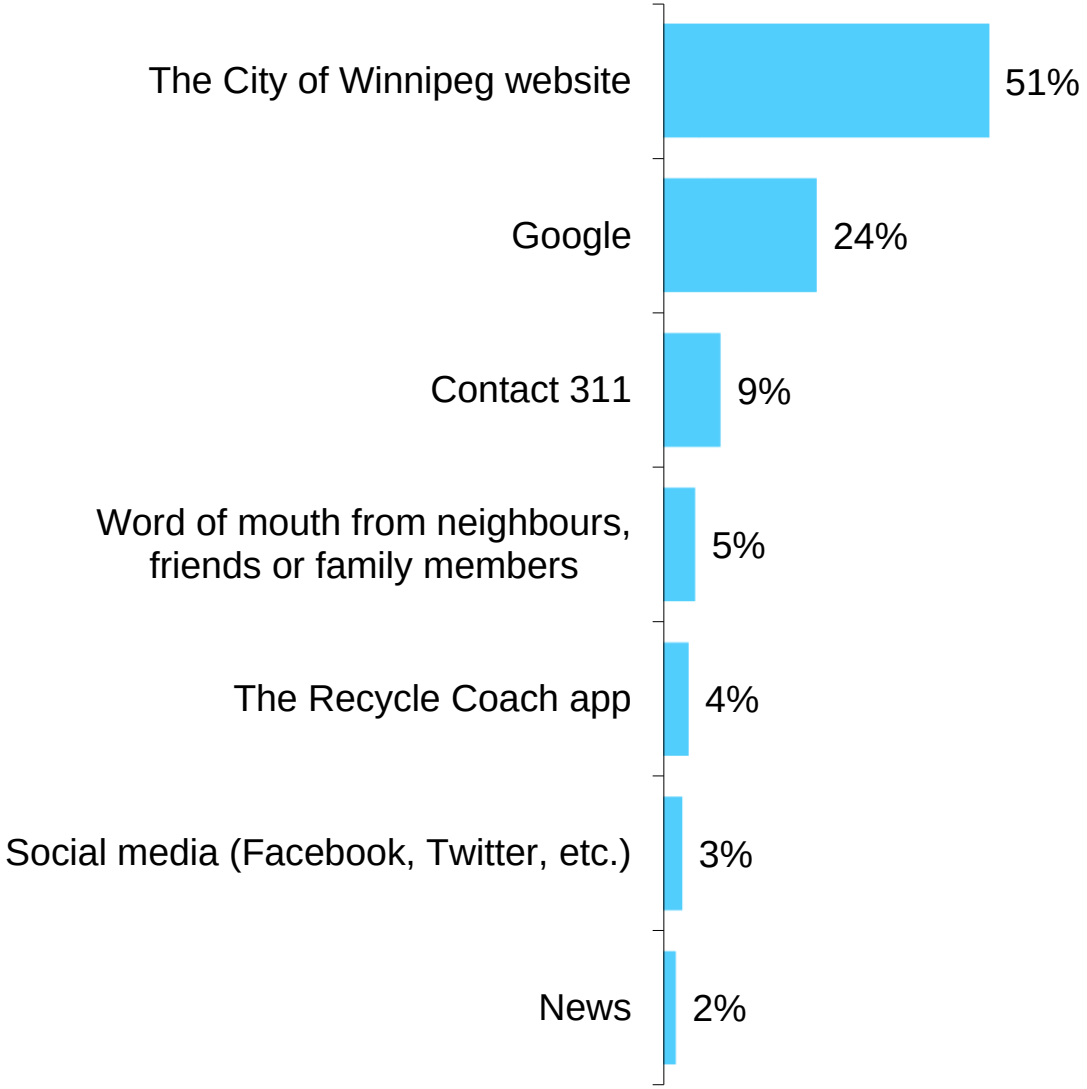
COMMUNICATION



PROBE RESEARCH INC.

CITY WEBSITE THE TOP SOURCE FOR INFORMATION ON SOLID WASTE SERVICES

E1. *"When you need to get information about the City of Winnipeg's solid waste services (garbage, recycling, the 4R Winnipeg Depots, etc.), where do you typically get this information? Please select your top method."*



Base: All respondents (N=600)

Those most likely to **use Google** include:

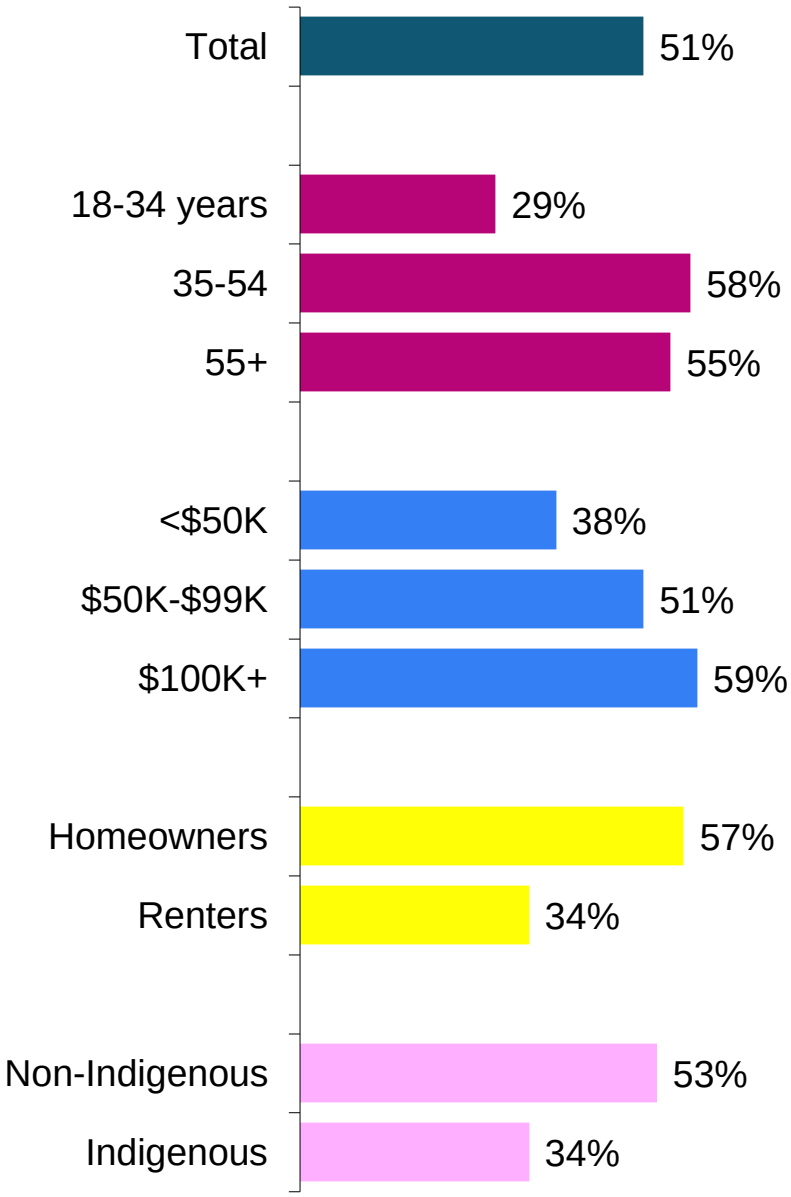
- Younger adults (42% among those 18-34).
- Indigenous people (42%).

OLDER PEOPLE, HOMEOWNERS MOST LIKELY TO GET INFORMATION FROM THE CITY'S WEBSITE

E1. *"When you need to get information about the City of Winnipeg's solid waste services (garbage, recycling, the 4R Winnipeg Depots, etc.), where do you typically get this information? Please select your top method."*

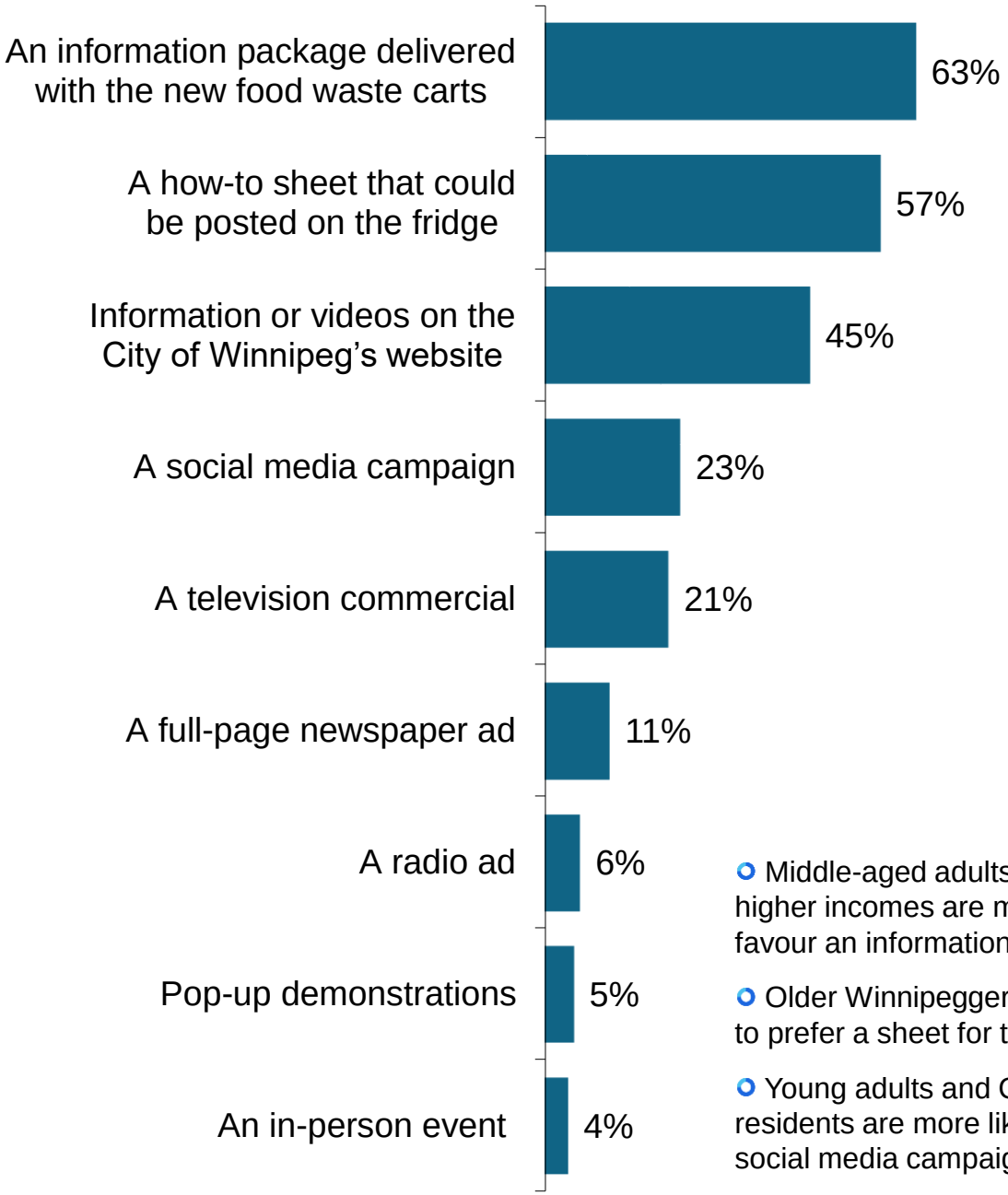
Base: All respondents (N=600)

% whose top method of information gathering is the City's website



INFO PACKAGES, HOW-TO SHEETS ARE PREFERRED SOURCE FOR LEARNING ABOUT THE PROGRAM

E2. *"If a new food waste collection program is created, how would you want to learn about how it works? Please select up to three methods."*



- Middle-aged adults and those with higher incomes are more likely to favour an information package.
- Older Winnipeggers are more likely to prefer a sheet for the fridge.
- Young adults and Core area residents are more likely to prefer a social media campaign.

Base: All respondents (N=600)

PROFILE OF RESPONDENTS



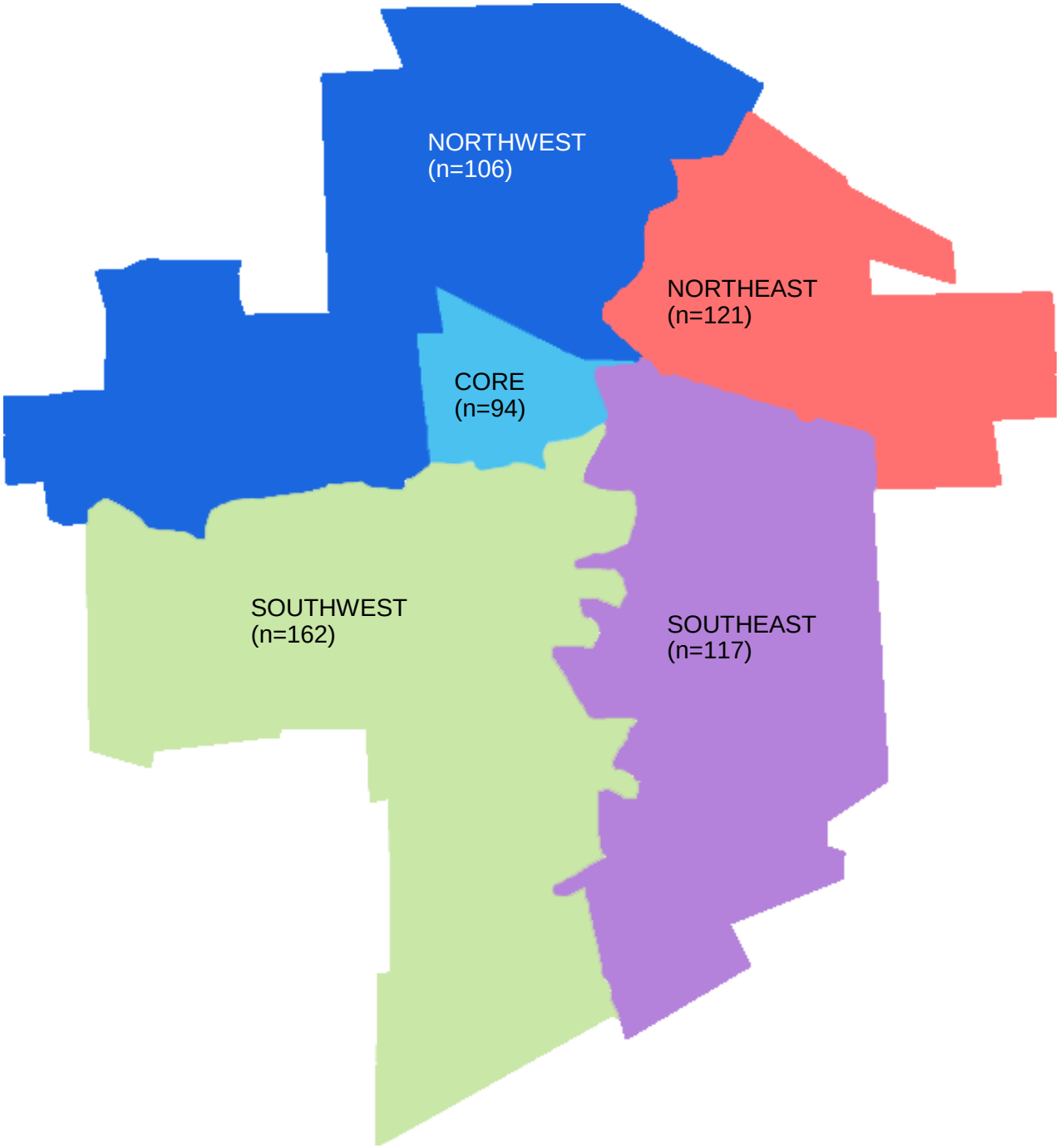
PROFILE OF RESPONDENTS

	Total (N=600) (%)
GENDER	
Men	48
Women	52
AGE	
18-24	8
25-34	22
35-54	34
55-60	7
60+	29
INCOME	
<$50K	24
$50K-$99K	37
$100K+	40
HOME OWNERSHIP	
Own	75
Rent	24
Other	1
HOUSEHOLD SIZE	
One	20
Two	38
More than two	43
CHILDREN UNDER 17 AT HOME	
Yes	25
INDIGENOUS IDENTITY	
Yes	9

For the full weighted and unweighted profile of respondents, please see the full data tables

PROFILE OF RESPONDENTS

CITY QUADRANT



For the full weighted and unweighted profile of respondents, please see the full data tables

Appendix B – Pilot participant survey results



FOOD WASTE COLLECTION: PILOT PROJECT INITIAL SURVEY

SEPTEMBER 2020

CITY OF WINNIPEG

Winnipeg

PROBE RESEARCH INC.

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07 Current Waste Habits

18 Impact of Pandemic on Eating Habits

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30 Program Considerations

37 Communications

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A Appendix A: Questionnaire

Appendix B: Data Tables

FOR MORE INFORMATION:

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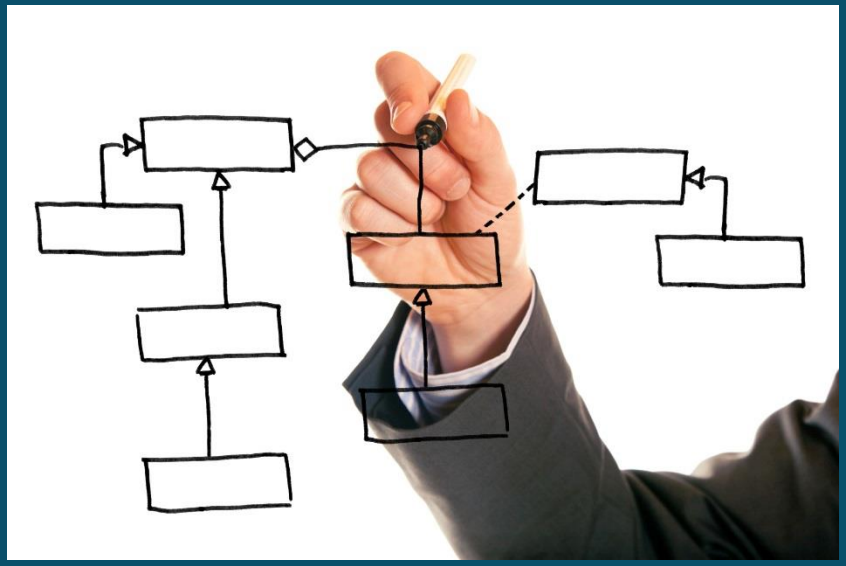
KEY FINDINGS

- Pilot participants are enthusiastic about being selected to test a food waste collection program, strongly supportive of a potential city-wide system and very likely to use such a system should City Council choose to create one. This enthusiasm is generally broader and stronger among pilot participants than among Winnipeggers as a whole. A significant majority of pilot participants used words such as “excited” and “thrilled” to describe their feelings about the pilot project. Enthusiasm is highest in St. George and Daniel McIntyre and lowest in Mission Gardens. Only one-in-ten pilot participants do not want to be part of the project.
- However, there is an undercurrent of unease about the logistics of the program. Though cost and fees are still the top worry, pilot participants tend to be more concerned than Winnipeggers as a whole about bugs, bad odours and space in the kitchen and outside for pails and carts.
- When it comes to current waste habits, pilot participants tend to be slightly more rigorous recyclers than average but are slightly less likely to compost their yard and food waste.
- In many other ways, however, pilot participants mirror the views and habits of Winnipeggers as a whole. Their take-out and delivery habits are very similar, and they tend to throw away only slightly more food than the average Winnipegger. As well, their overall priorities for the food waster collection program match those of Winnipeggers – low user fees and clear, easy-to-follow rules.

KEY FINDINGS

- Pilot participants are more likely to feel the food waste program will have an impact on the amount of waste their household contributes to the landfill but less likely to feel the program will help reduce their household greenhouse gas emissions. Similarly, pilot participants are more likely to feel the program will have an impact on landfill diversion but be less helpful in meeting the city's climate change goals. In other words, pilot participants are less likely to connect food waste diversion with fighting climate change.
- Pilot participants most prefer to keep up to date about the project via email.

METHODOLOGY



- As part of a team of consultants that includes Landmark Planning & Design Inc. and Dillon Consulting Limited, Probe Research Inc. was retained by the City of Winnipeg to survey households in five neighbourhoods chosen to participate in a curbside food waste collection pilot project. These neighbourhoods are: Linden Woods, St. George, Inkster Gardens, Mission Gardens and Daniel McIntyre.

- The purpose of the survey was to benchmark attitudes and behaviours among pilot participants prior to collection beginning in order to aid in developing a potential city-wide curbside food waste collection program.

- Approximately 4,200 households in these five neighbourhoods were asked in an announcement package to access an online survey to provide their initial views. Reminder cards were also hand-delivered in the Daniel McIntyre neighbourhood where response rates were initially low. As well, pilot participants could request a paper copy of the survey, which included a stamped envelope for easy return.

- 679 households responded to the survey between Aug. 18th and Sept. 18th, 2020.

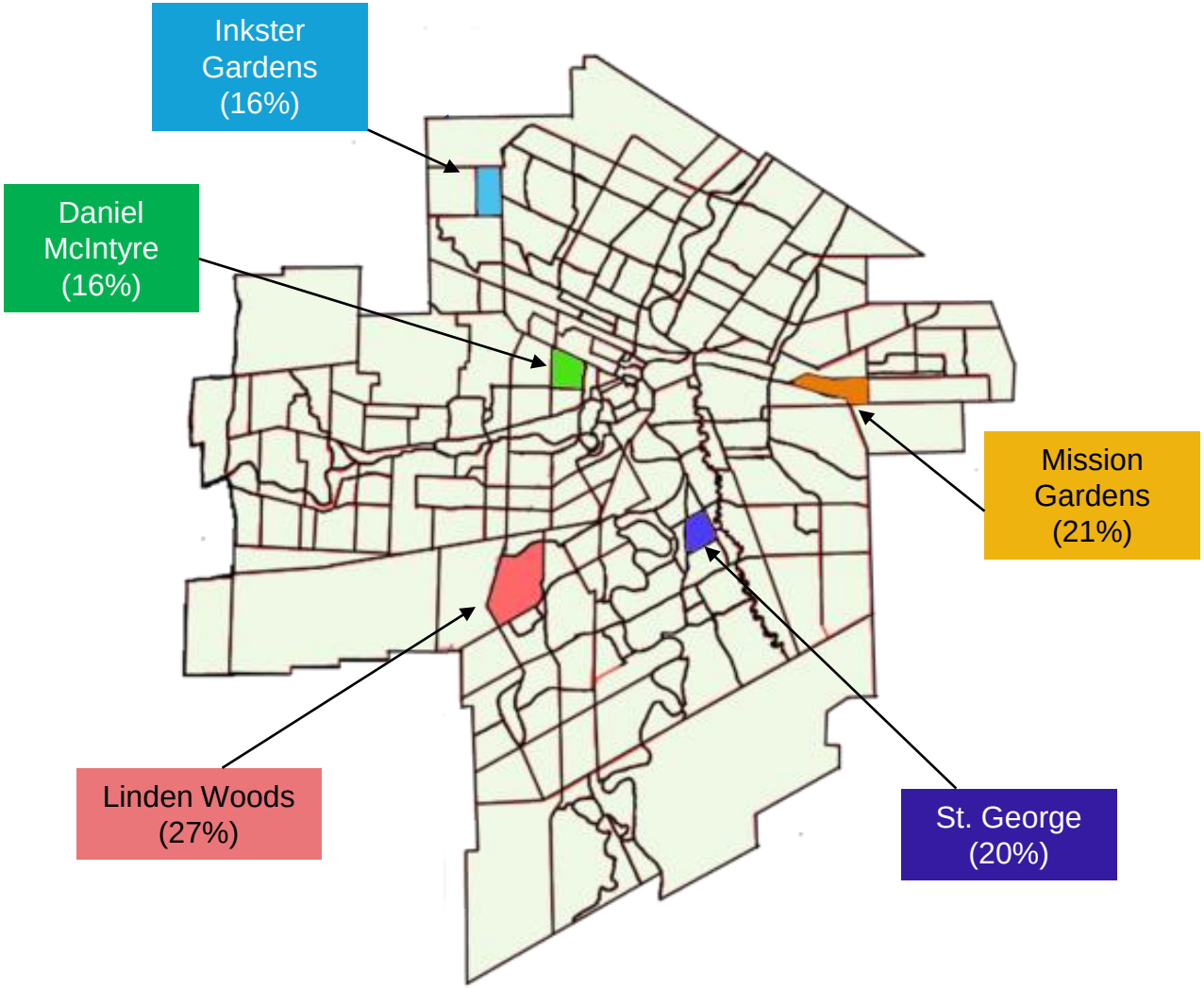
- The survey was approximately 16 minutes on average in duration and was available in both official languages. Those who completed the survey were eligible to win one of three $200 VISA gift cards.

- The questionnaire was designed by Probe Research Inc. in collaboration with Dillon, Landmark and the City of Winnipeg.

RESPONSE RATES

The following map indicates the response rates from the five Winnipeg neighbourhoods:

OVERALL RESPONSE RATE: 16%
(679/4,244 households)

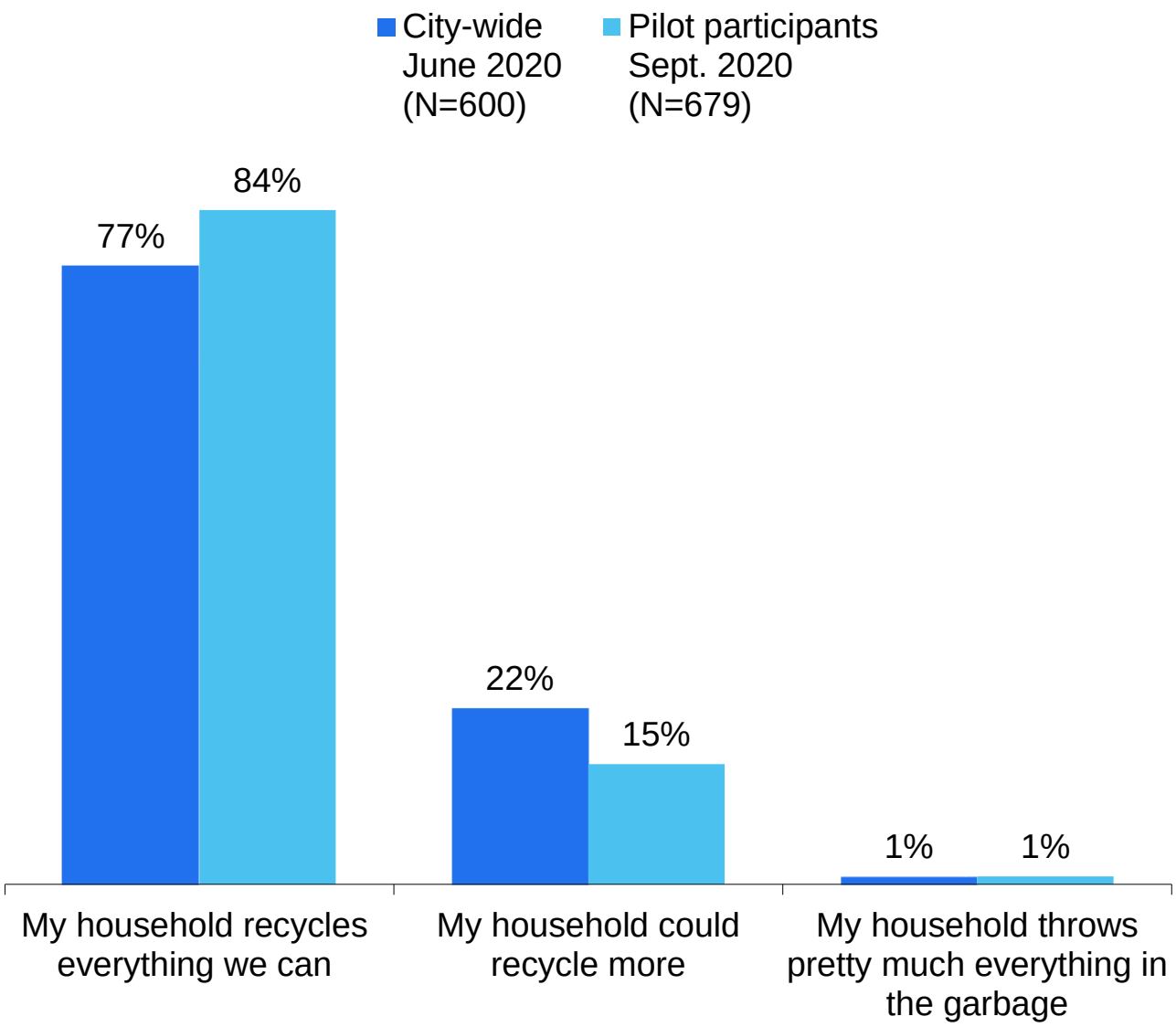


CURRENT WASTE HABITS



PILOT PARTICIPANTS SLIGHTLY MORE LIKELY TO BE AVID RECYCLERS

A1. *"Which one of the following statements best describes your household garbage and recycling habits?"*



Base: All respondents

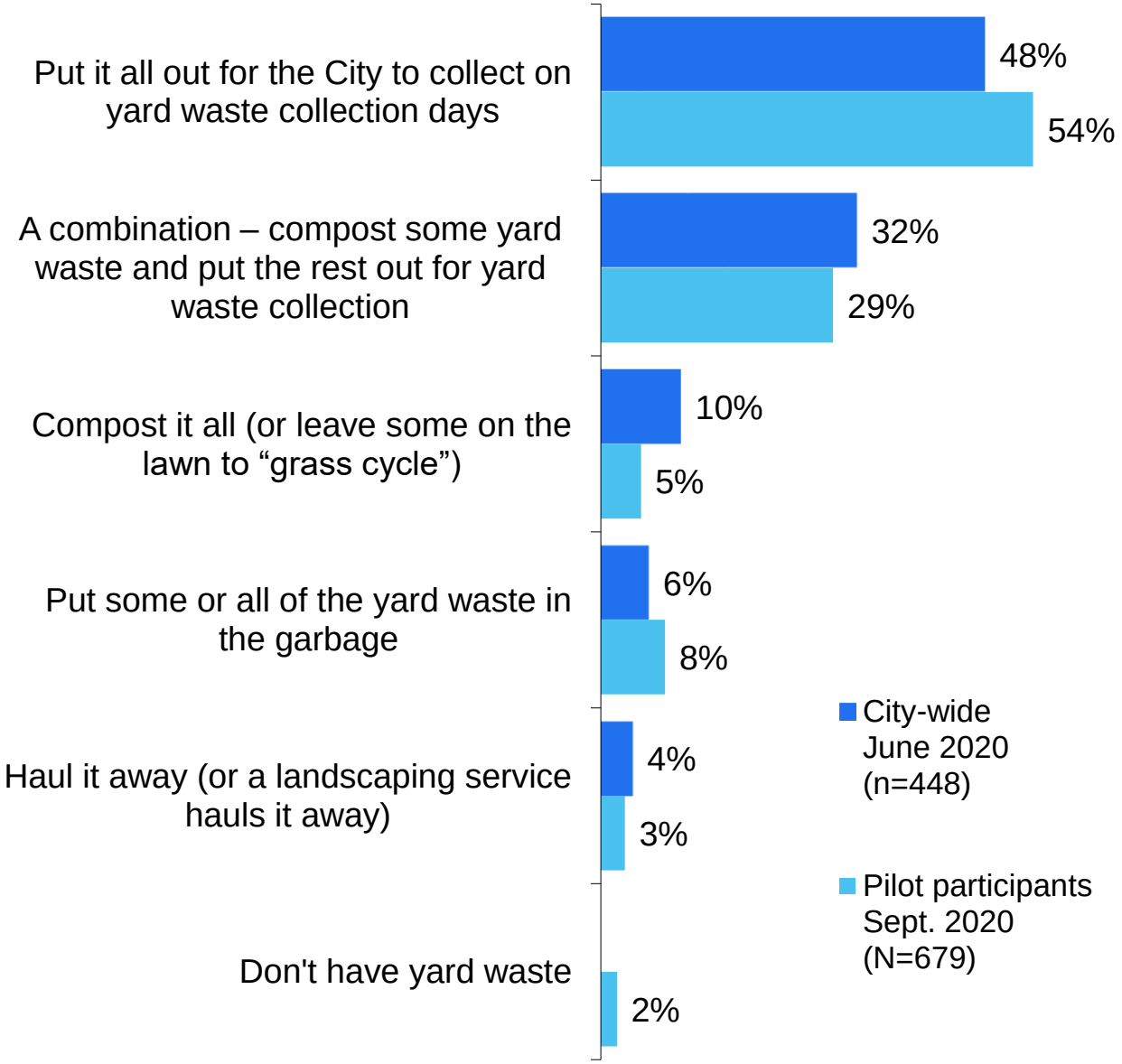
Those most likely to feel they **could recycle more** include:

- St. George residents (22% vs. 9% among those living in Inkster Gardens)

EIGHT-IN-TEN PILOT PARTICIPANTS USE THE CITY'S COLLECTION SERVICE FOR AT LEAST SOME OF THEIR YARD WASTE

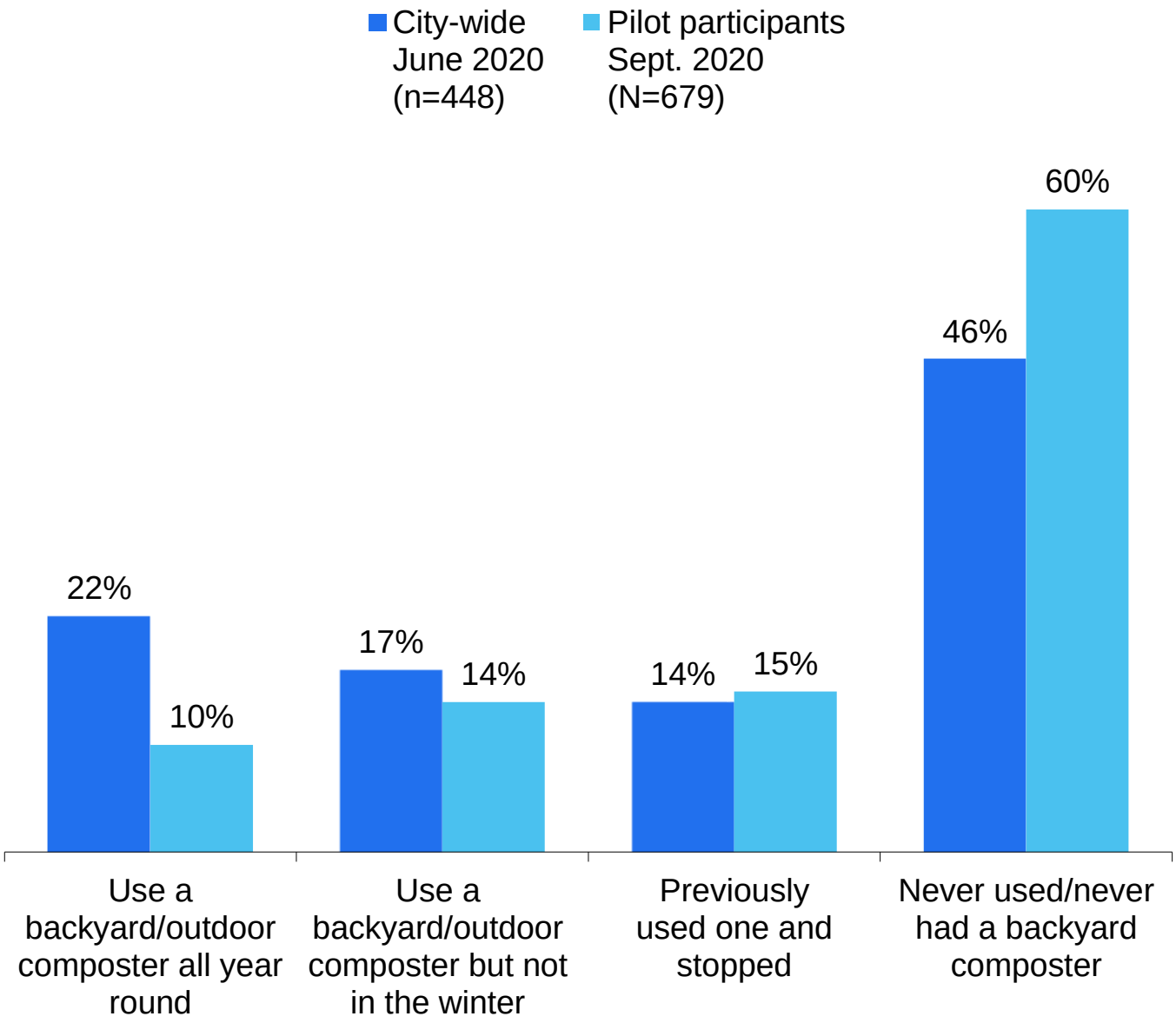
B1/A2. *"What do you typically do with your yard waste? Please select one option from the list below…"*

Base: All respondents with a yard



PILOT PARTICIPANTS LESS LIKELY THAN CITY-WIDE AVERAGE TO BE BACKYARD COMPOSTERS

B2/A3. *"Does your household have or use a backyard or outdoor composter?"*



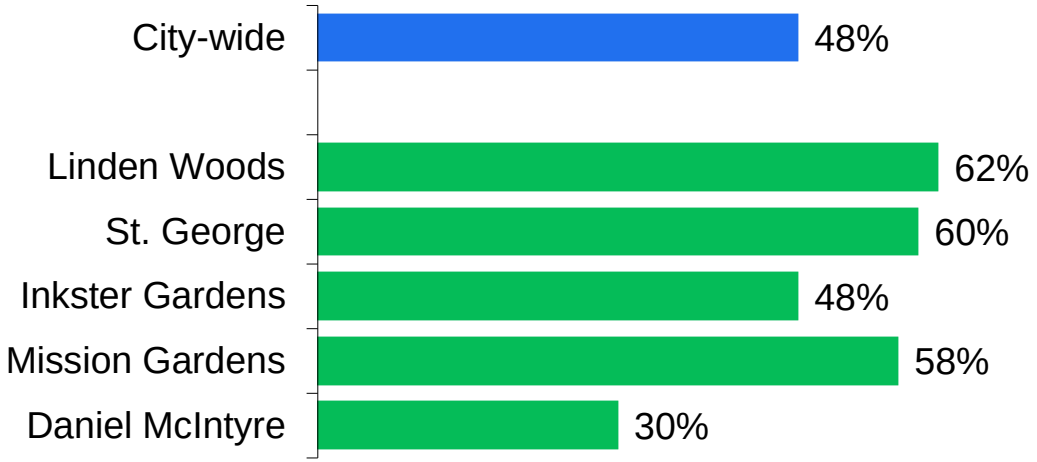
Base: All respondents with a yard

LINDEN WOODS MOST LIKELY TO USE YARD WASTE COLLECTION, DANIEL MAC MORE LIKELY TO COMPOST

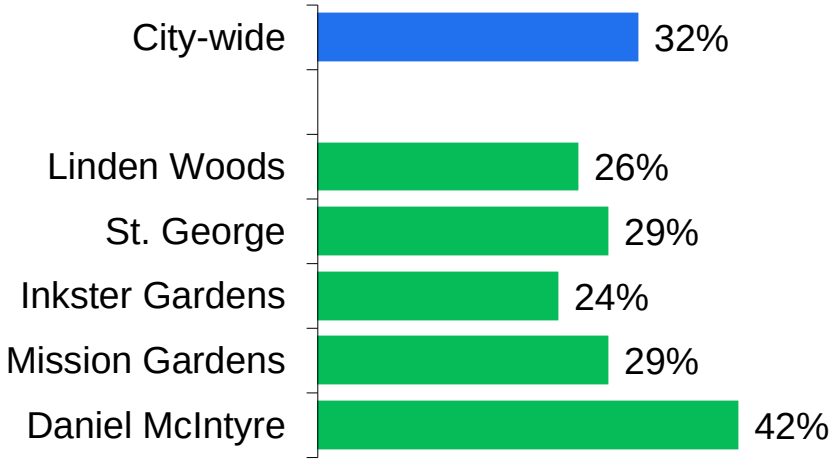
B1/A2. *"What do you typically do with your yard waste? Please select one option from the list below…"*

Base: All pilot project respondents (N=679)

% who put <u>all</u> yard waste out on yard waste collection days



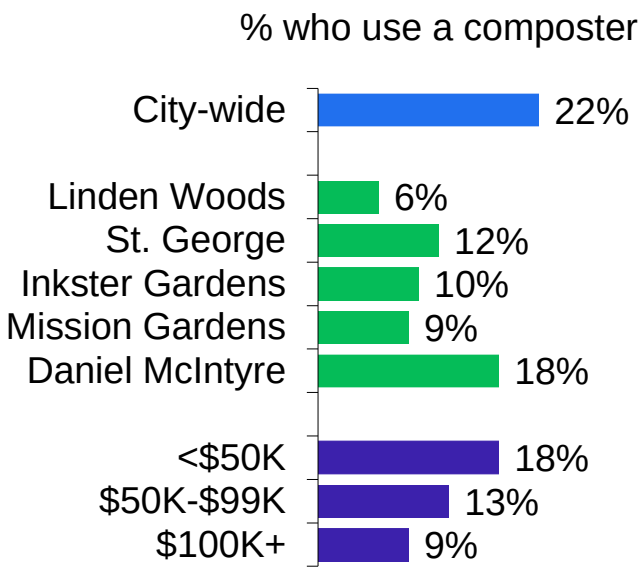
% who do a combination - compost and City yard waste collection

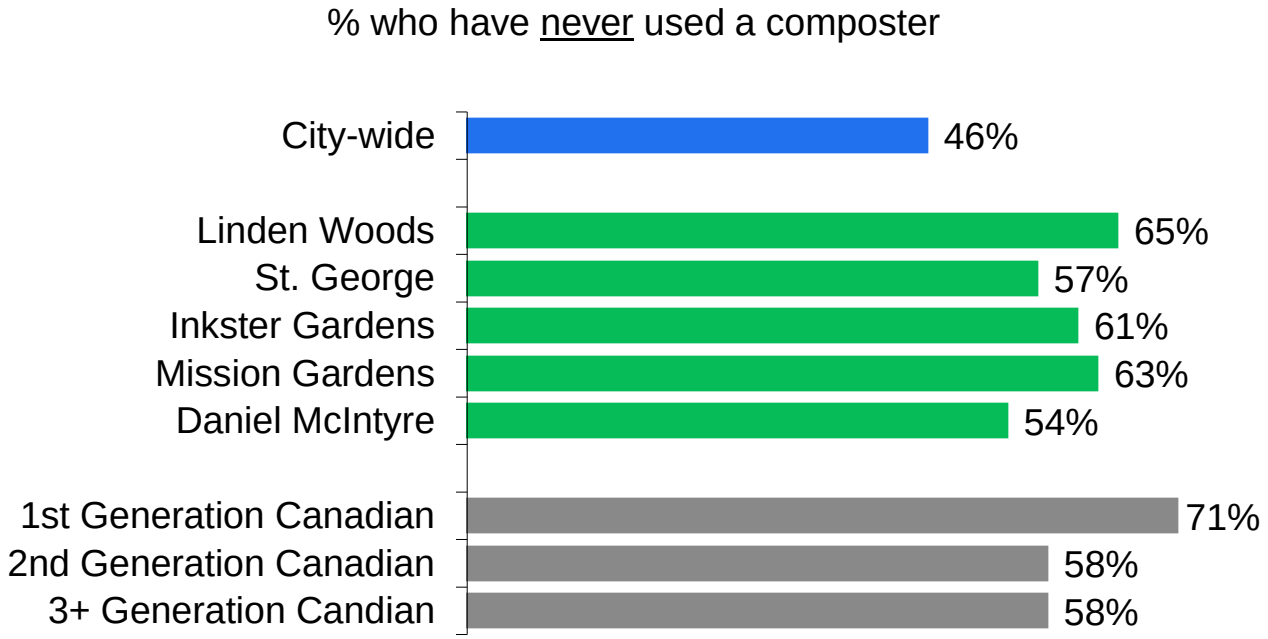


LINDEN WOODS RESIDENTS, NEWER CANADIANS LESS LIKELY TO COMPOST

B2/A3. *"Does your household have or use a backyard or outdoor composter?"*

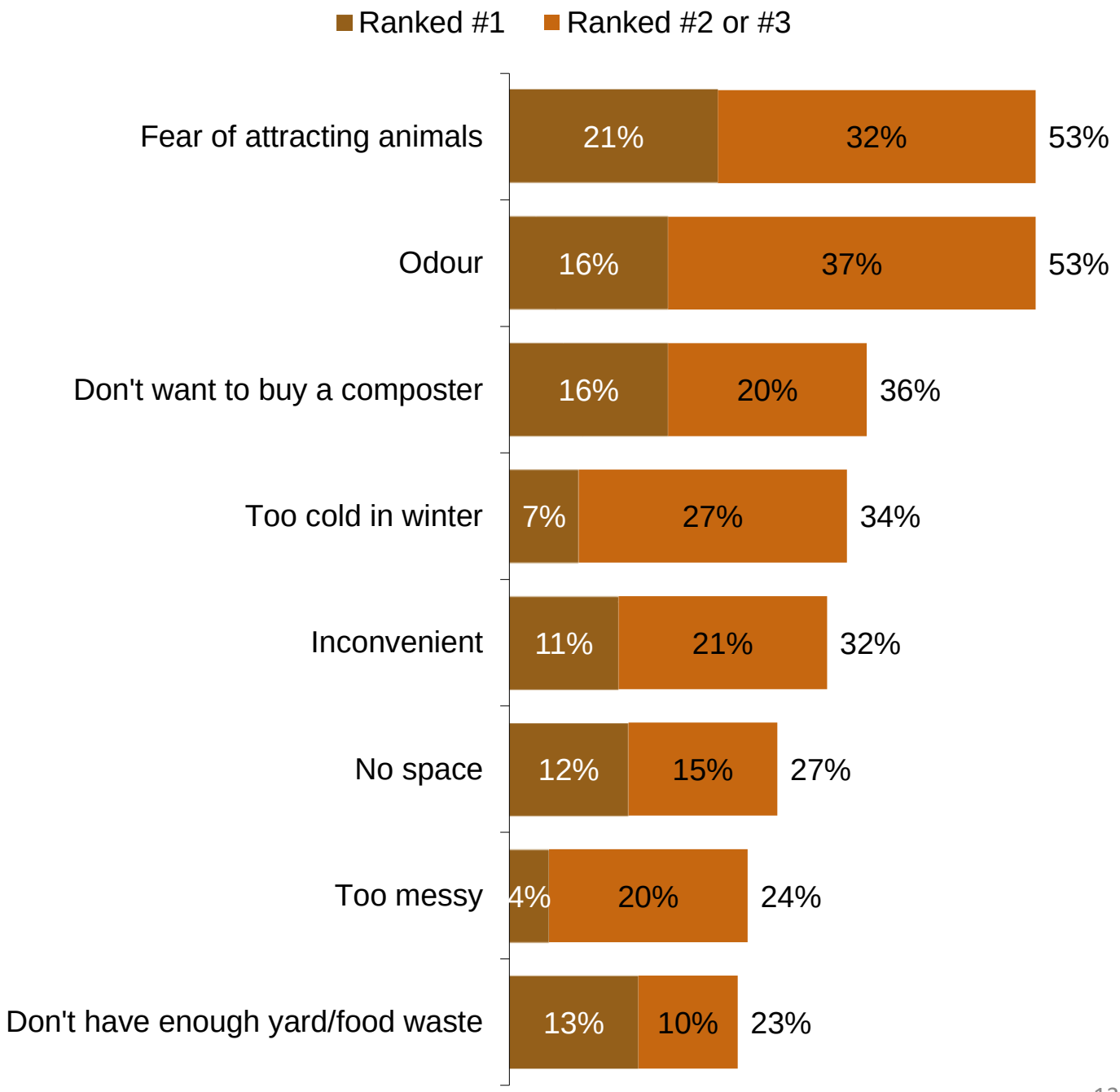
Base: All pilot project respondents (N=679)





ODOUR, ANIMALS KEY REASONS PILOT PARTICIPANTS DO NOT USE A COMPOSTER

A3a. *"What prevents or stopped you from composting in your backyard? Please pick up to three reasons, in order of importance."*

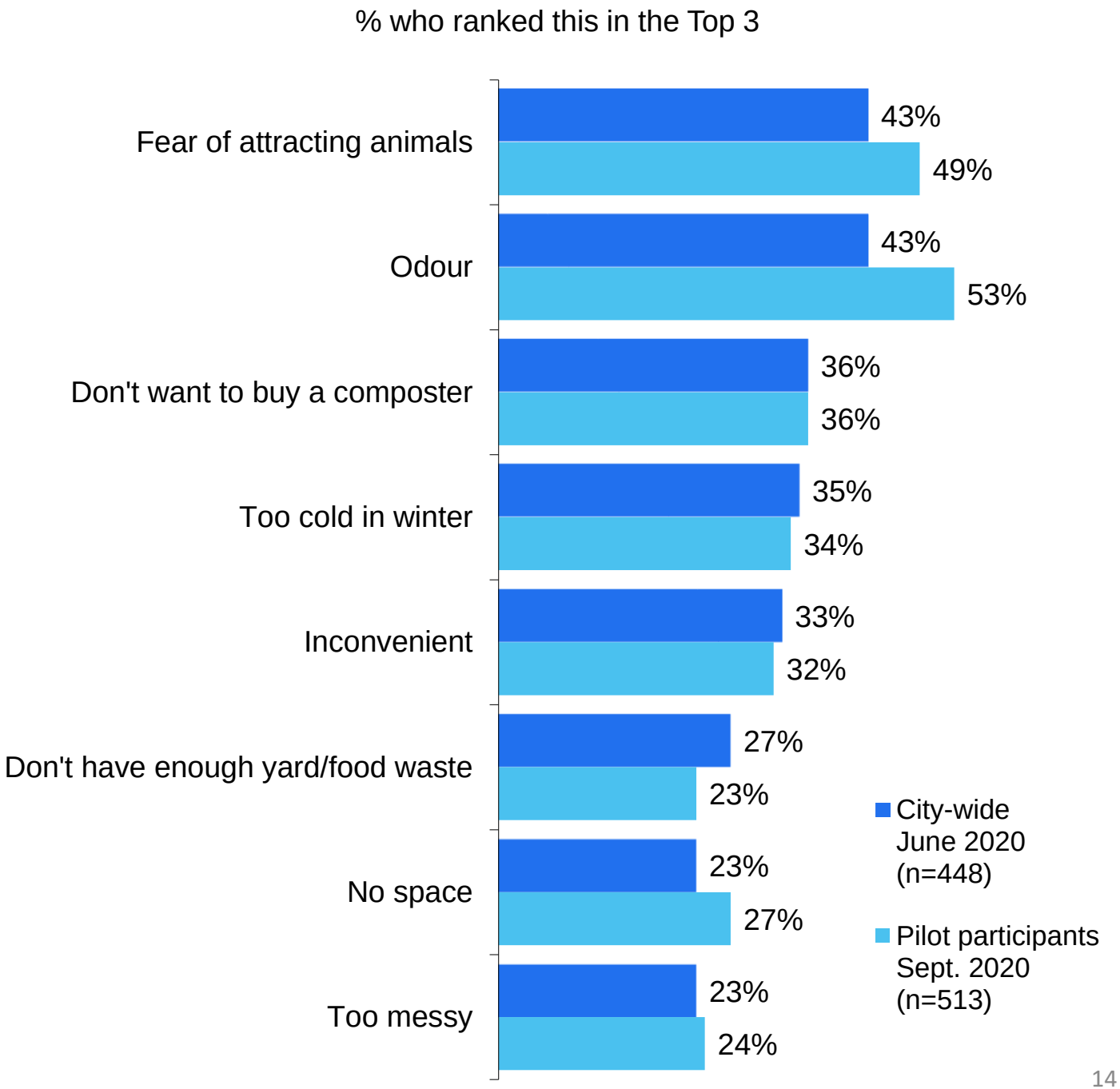


Base: All pilot project respondents who do not currently use a composter (n=513)

PILOT PARTICIPANTS MORE WORRIED ABOUT COMPOSTING ODOURS THAN AVERAGE

A3a/B2a. *"What prevents or stopped you from composting in your backyard? Please pick up to three reasons, in order of importance."*

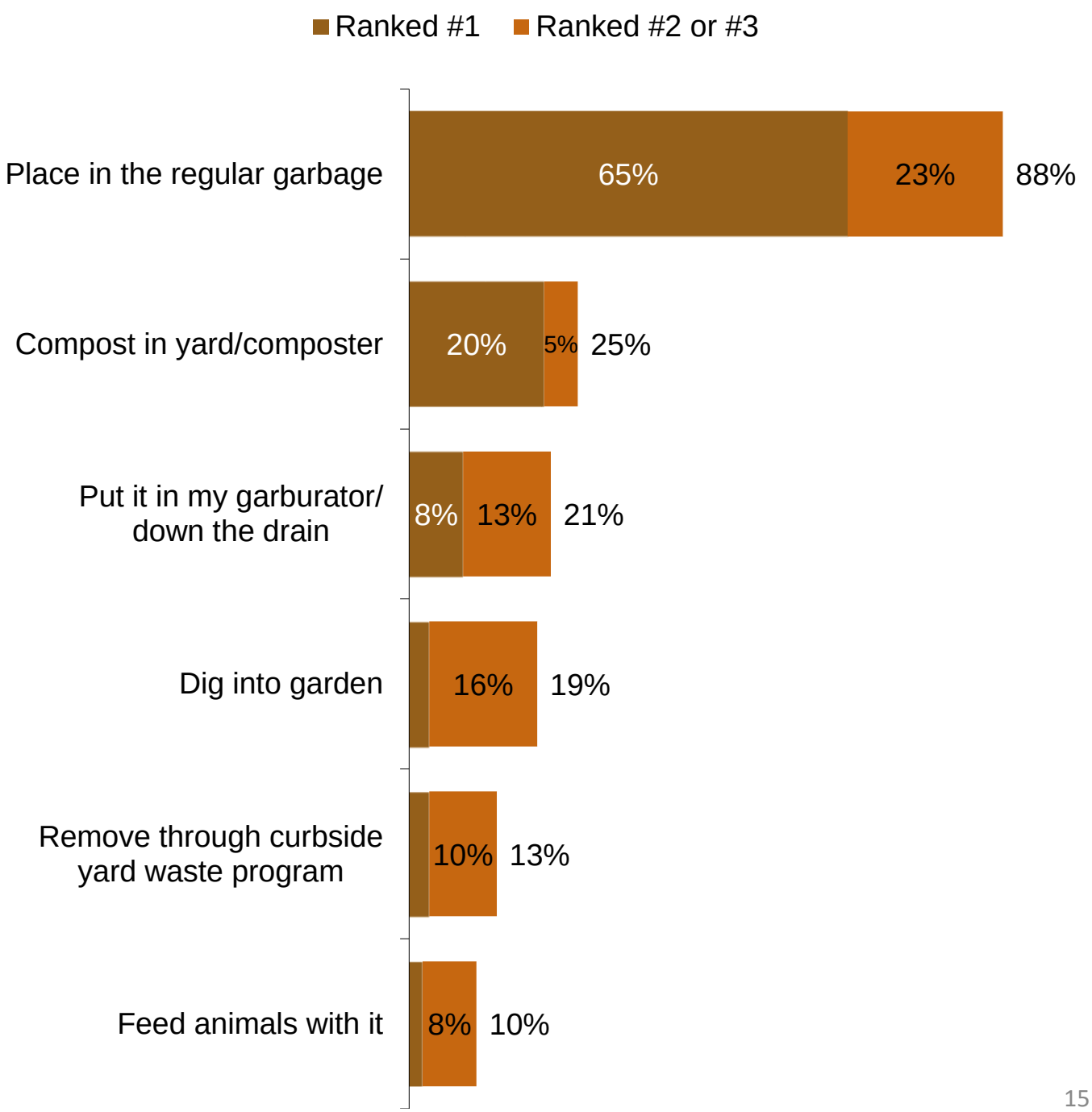
Base: All respondents with a yard who do not use a composter



VAST MAJORITY OF PILOT PARTICIPANTS CURRENTLY PUT FOOD WASTE IN THE GARBAGE

A4. *"What do you normally do with your food waste? Please choose up to three answers, in order of frequency."*

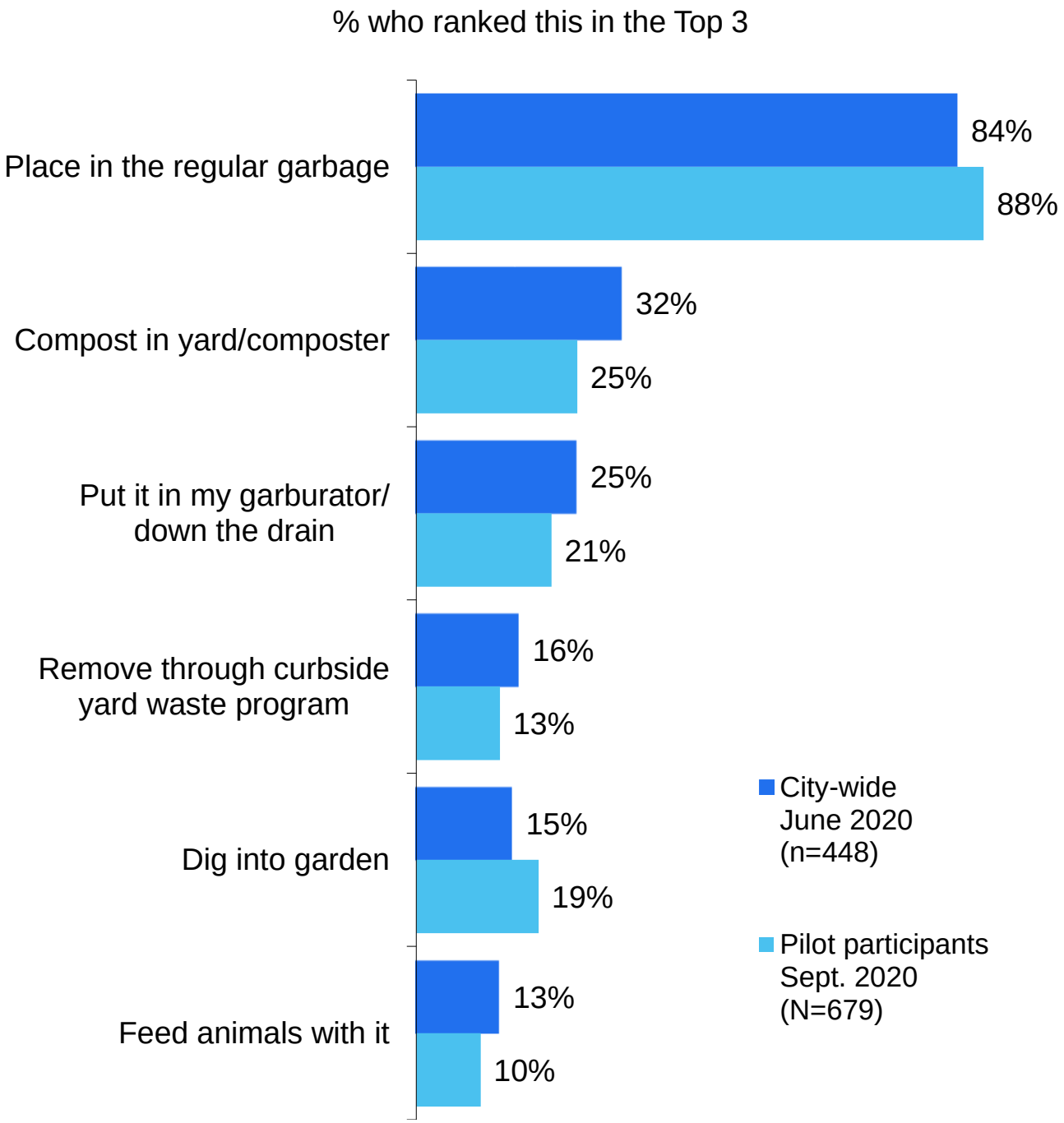
Base: All pilot project respondents (N=679)



PILOT PARTICIPANTS SLIGHTLY LESS LIKELY TO COMPOST THEIR FOOD WASTE

A4/B3. *"What do you normally do with your food waste? Please choose up to three answers, in order of frequency."*

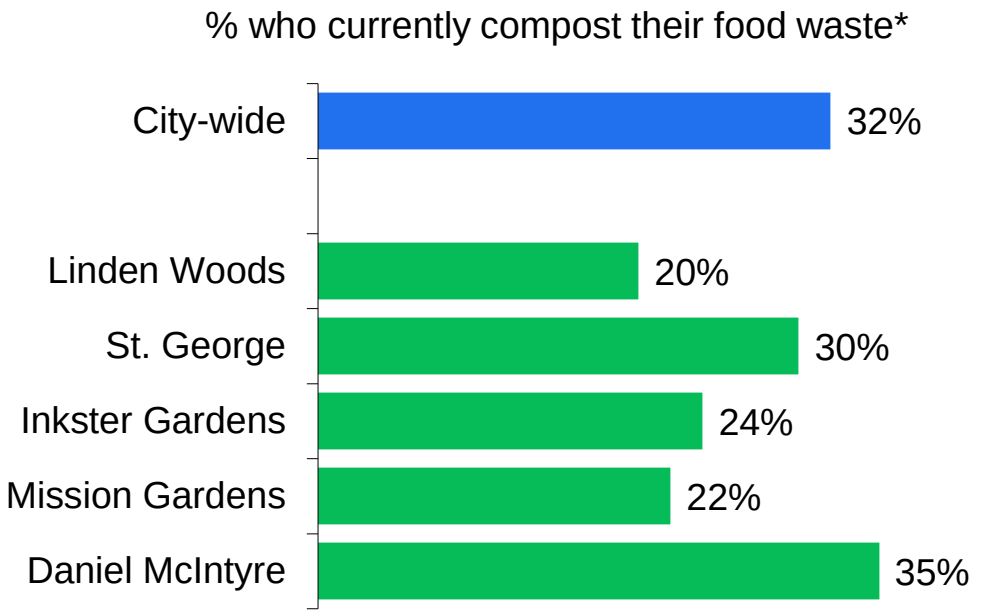
Base: All respondents with a yard

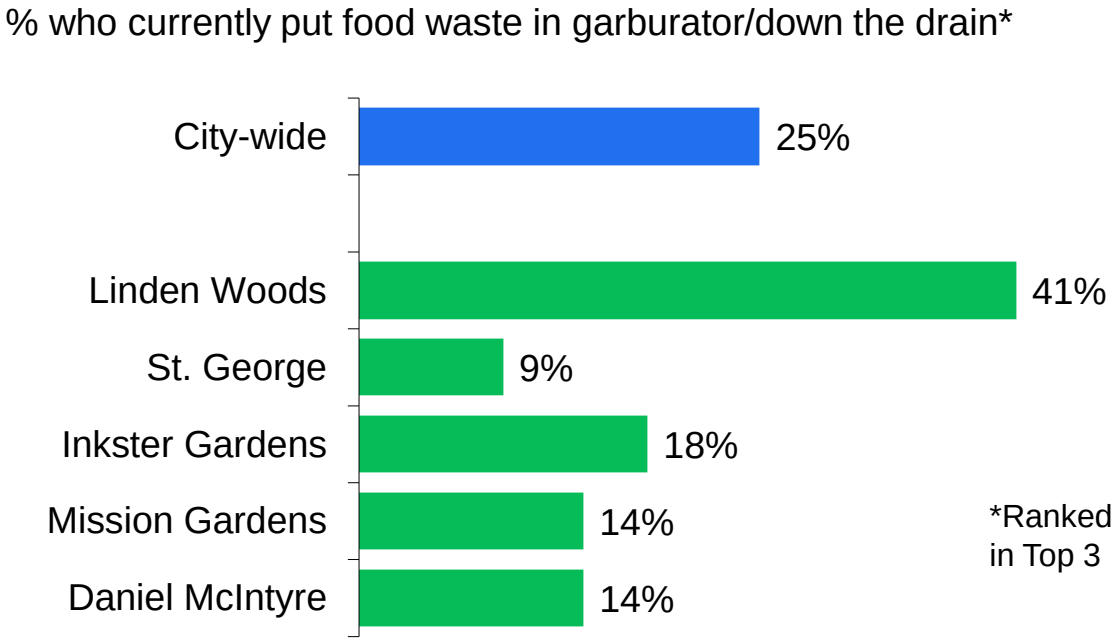


LINDEN WOODS MOST LIKELY TO PUT FOOD WASTE DOWN THE DRAIN, GARBURATOR

A4. *"What do you normally do with your food waste? Please choose up to three answers, in order of frequency."*

Base: All pilot project respondents (N=679)





IMPACT OF THE PANDEMIC ON EATING HABITS

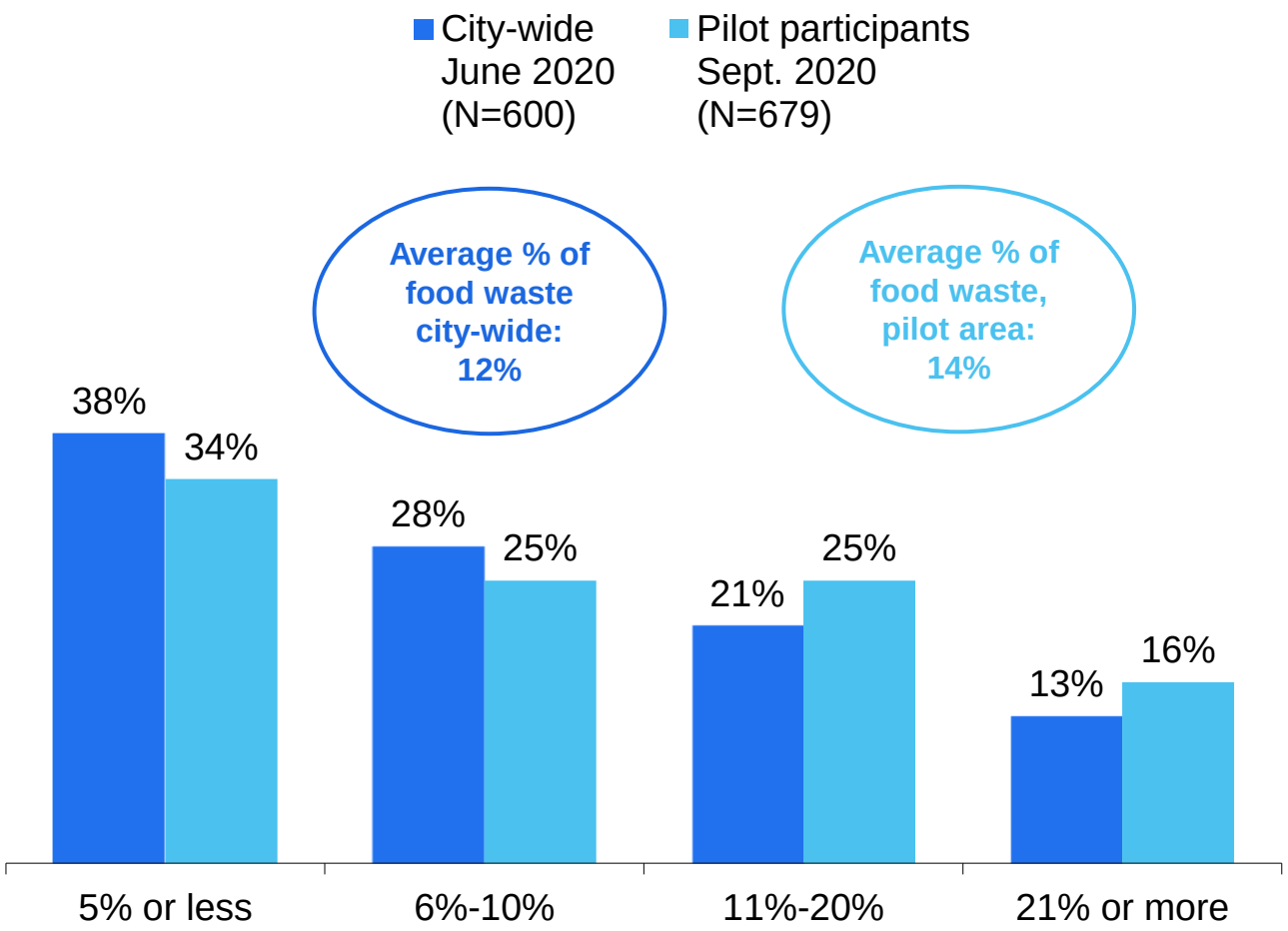


PILOT PARTICIPANTS THROW AWAY A SLIGHTLY HIGHER-THAN-AVERAGE AMOUNT OF FOOD

B4/A5. *"Thinking of all the food you and your household buys, about what percent would you say you end up throwing away because it's past its expiry date, gone bad or just not fit to eat anymore?*

Here, we want to know what's typical, so think about your habits before the pandemic. (An estimate is just fine.)"

Base: All respondents



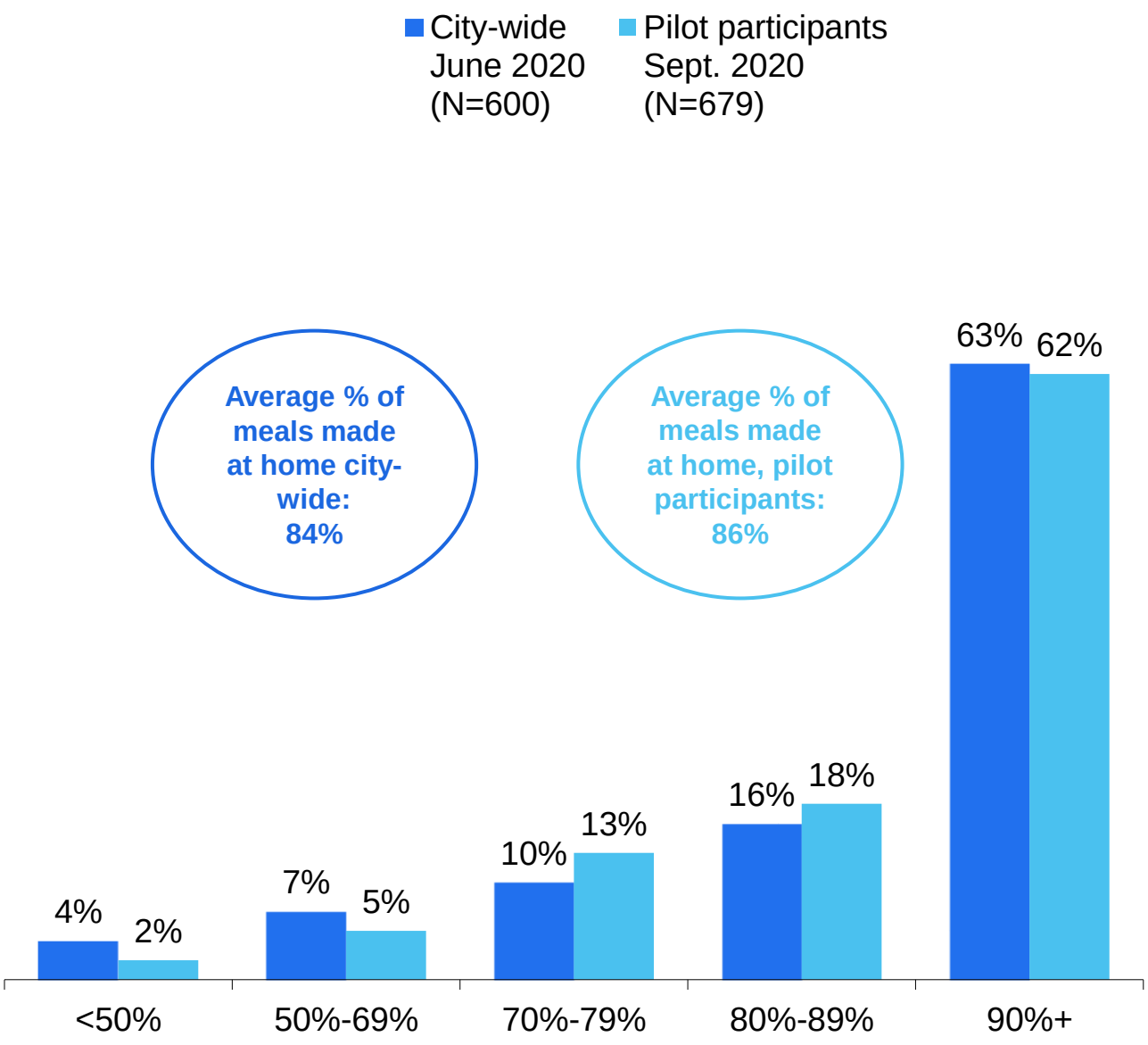
Pilot participants most likely to throw away **a higher than average amount of food** include:

- Those living in Inkster Gardens and Daniel McIntyre (16% average each vs. 13% in other neighbourhoods)
- Participants aged 18-39 years (16% vs. 12% among those 60+).
- Women (15% vs. 12% among men)
- Participants with some post-secondary education or less (16% vs. 13% among post-secondary grads)

PILOT PARTICIPANTS ENJOY AVERAGE NUMBER OF HOME-MADE MEALS

A6. *"And, thinking of all the meals you eat in your home, about what per cent do you make at home and what per cent are delivery or take-out from a restaurant? Again, an estimate is just fine and please think about your normal habits before the pandemic."*

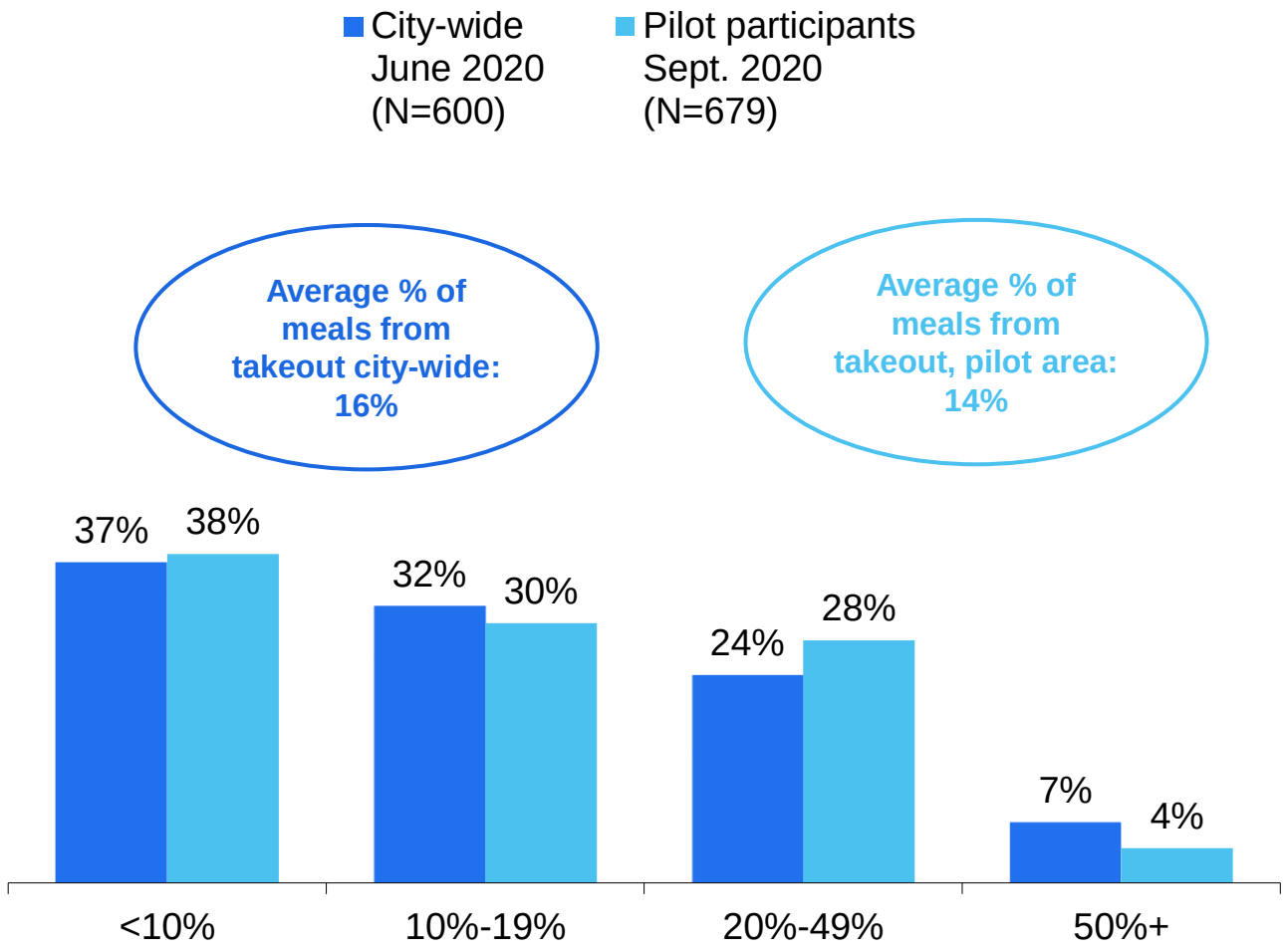
Base: All respondents



PILOT PARTICIPANTS GET TAKEOUT OR DELIVERY SLIGHTLY LESS THAN AVERAGE

B6. *"And, thinking of all the meals you eat in your home, about what per cent do you make at home and what per cent are delivery or take-out from a restaurant? Again, an estimate is just fine and please think about your normal habits before the pandemic."*

Base: All respondents



Pilot participants most likely to have eaten takeout or delivery food pre-pandemic includes:

- Those living in Inkster Gardens (16% average)
- Those aged 18-39 years (16% vs. 11% among those 60+).
- Those from larger households (15% among 3+ households vs. 11% in single households)

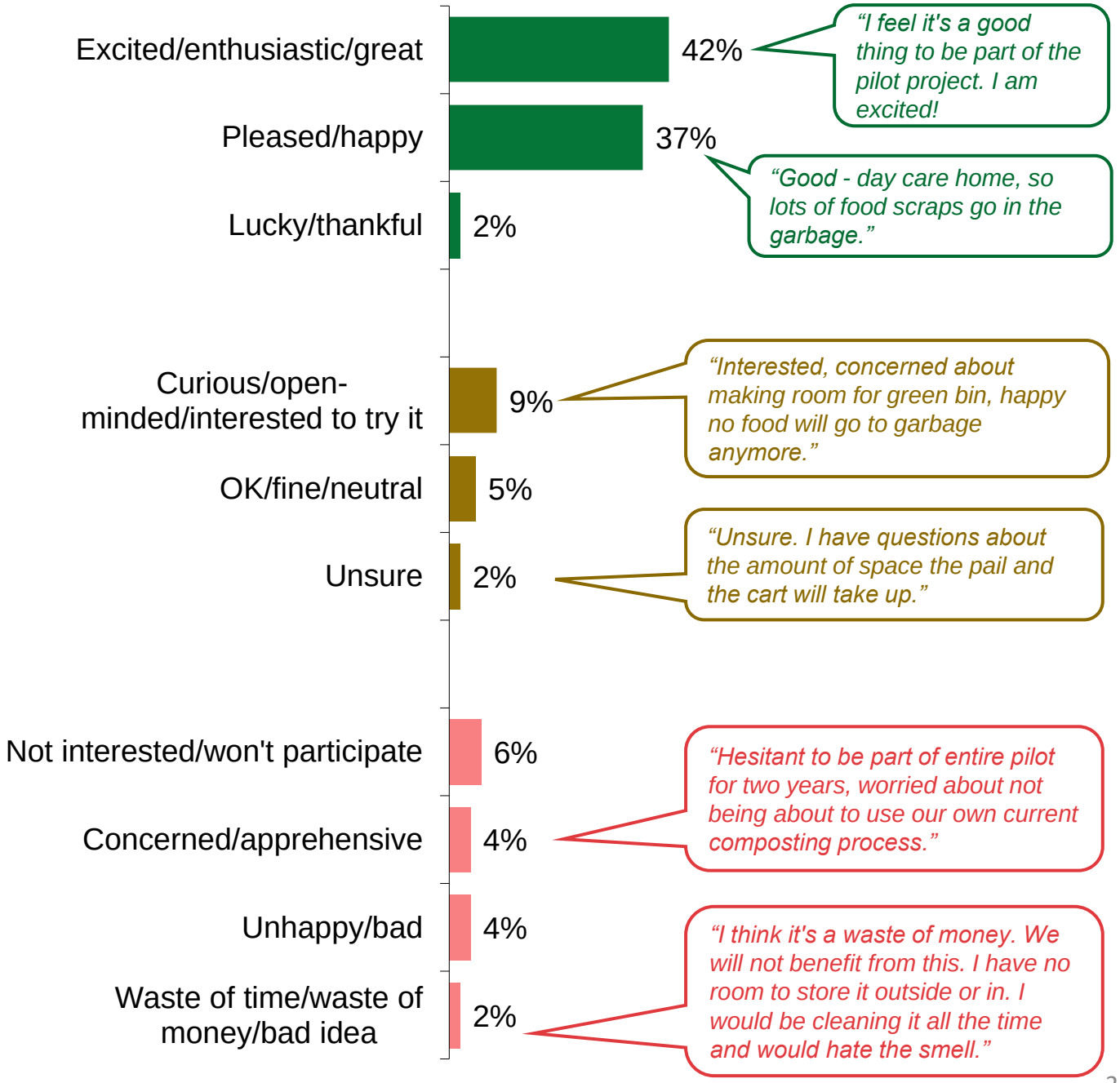
VIEWS ON THE FOOD WASTE COLLECTION PILOT PROJECT



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MOST ARE VERY POSITIVE ABOUT PARTICIPATING IN PILOT PROJECT

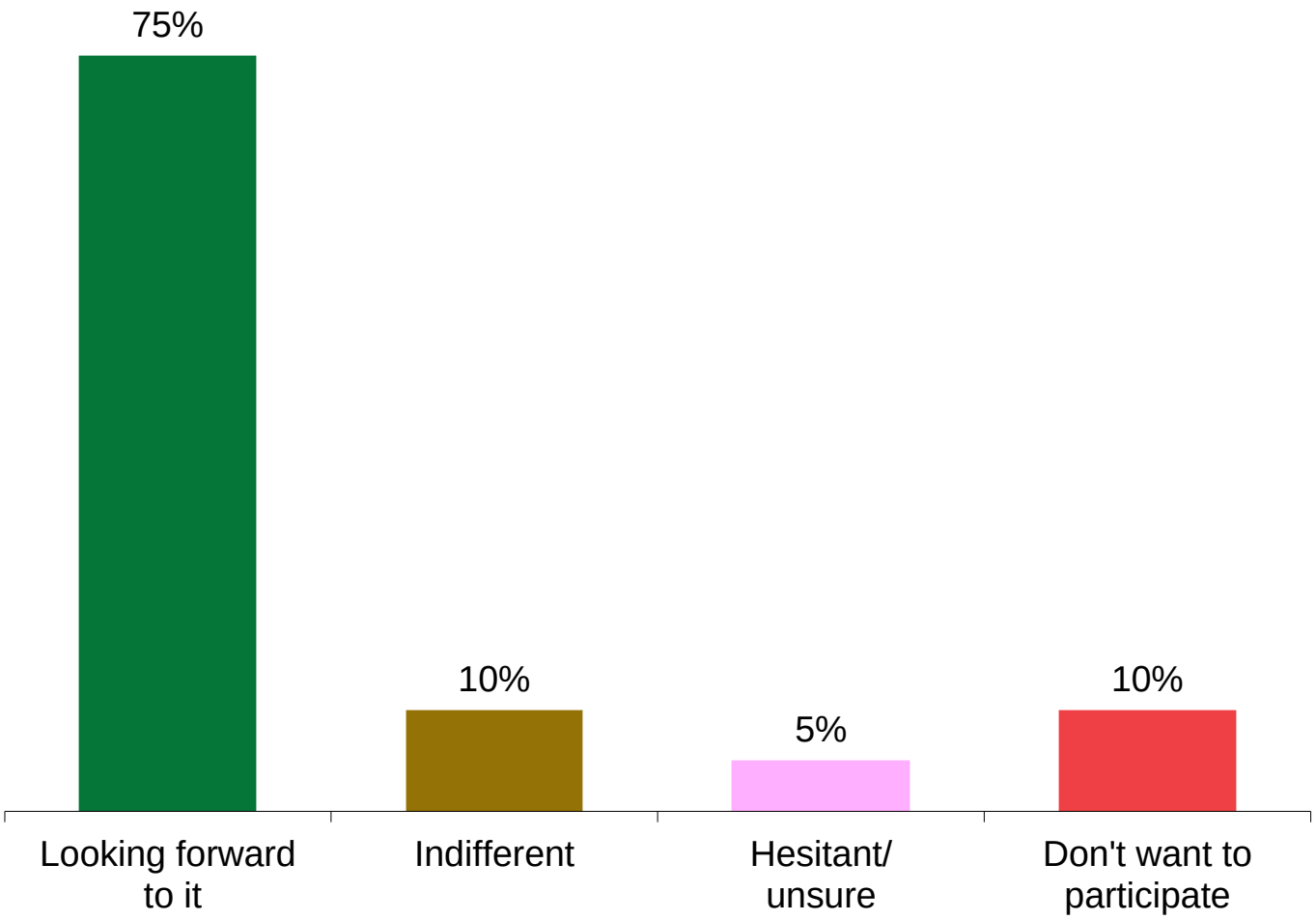
B1. *"How would you describe your feelings – good or bad - about being part of the pilot project to test out a potential food waste collection program? We're just looking for a few adjectives here."*



Base: All pilot project respondents (N=679)
Multiple answers accepted. Total will sum to more than 100%.

THREE-QUARTERS OF PILOT AREA RESIDENTS ARE EAGER TO PARTICIPATE

B2. *"And which one statement best describes your feelings about participating in the pilot project?"*

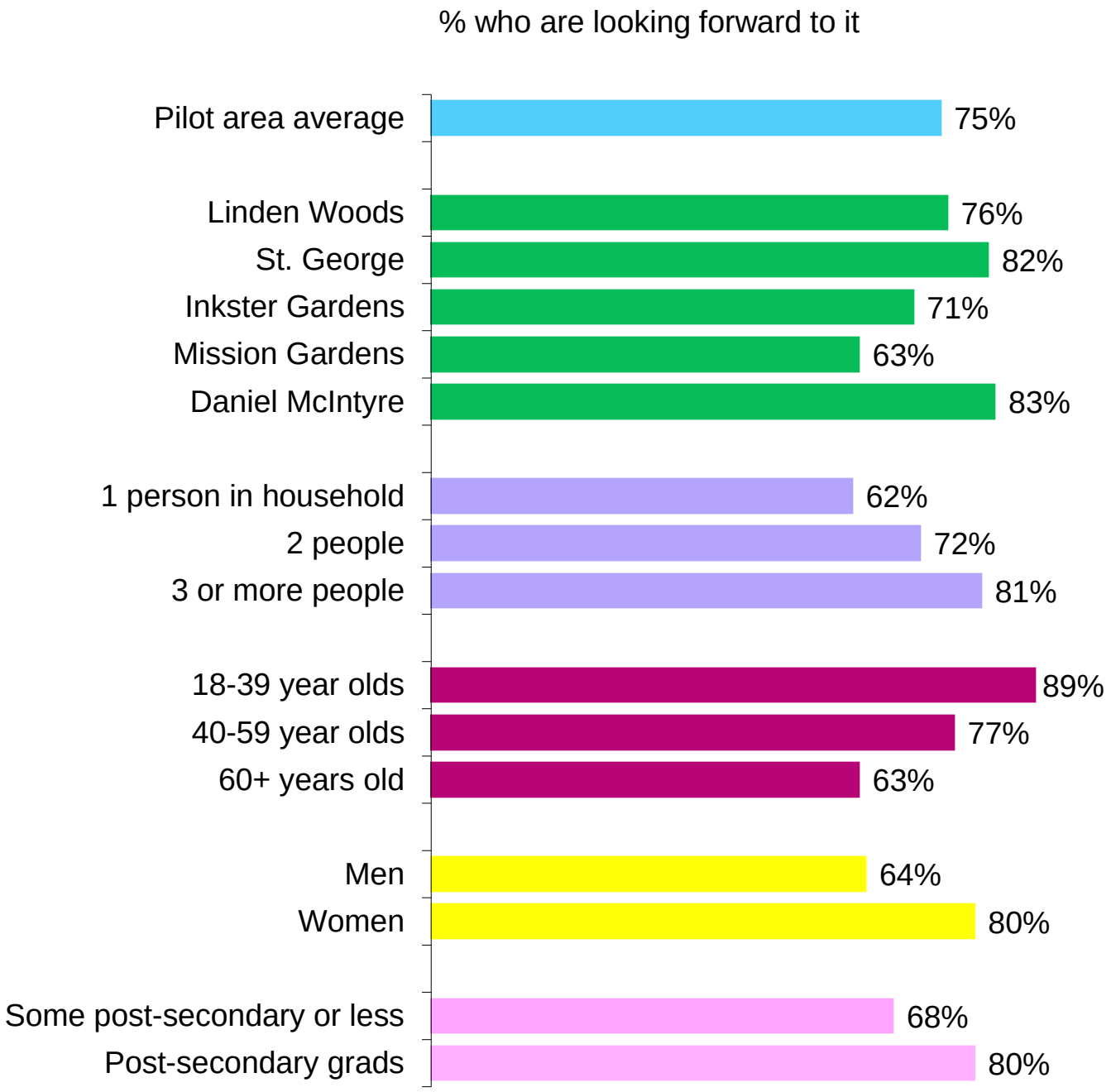


Base: All pilot project respondents (N=679)

MOST ENTHUSIASTIC PILOT PROJECT RESPONDENTS

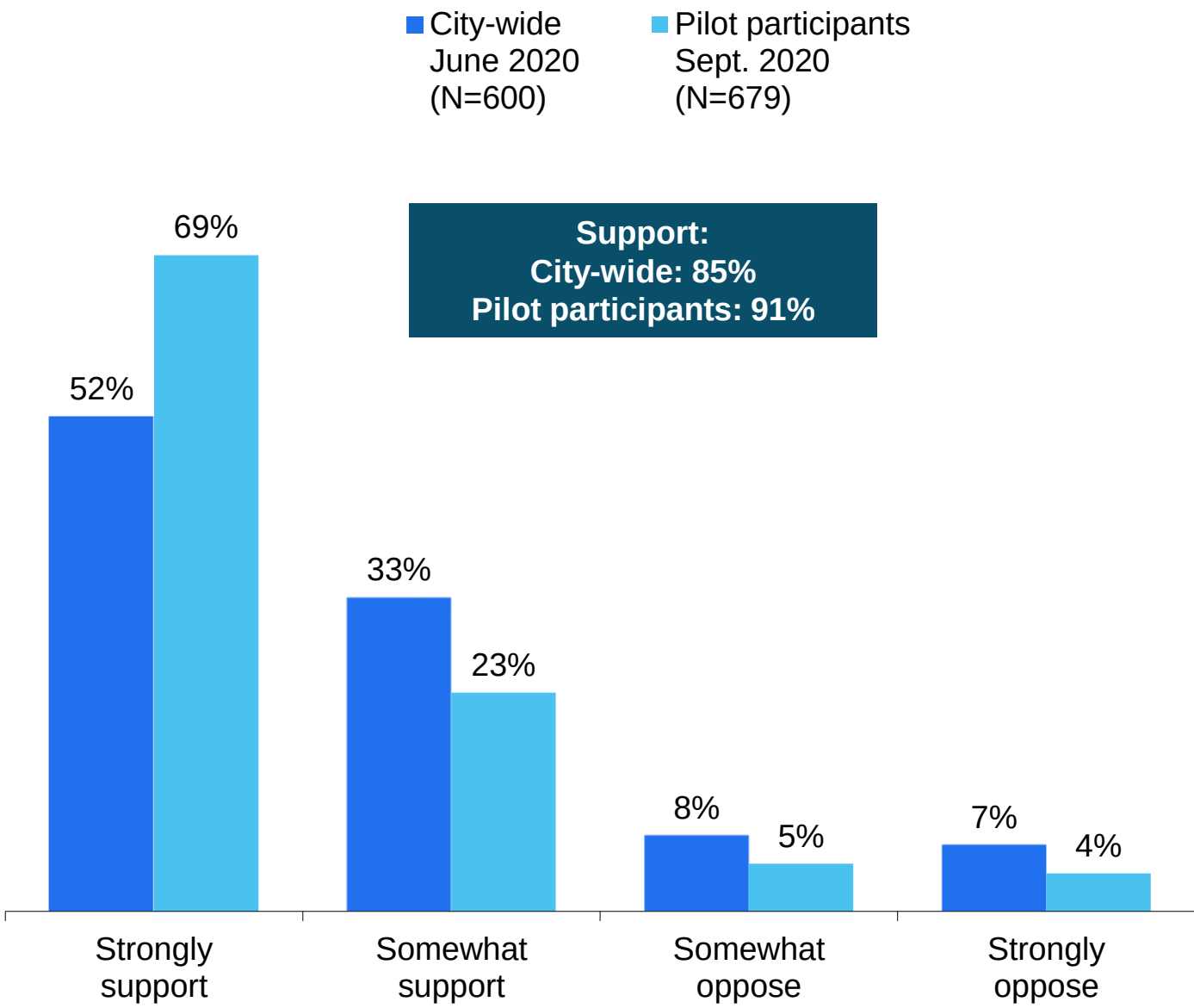
B1. *"How would you describe your feelings – good or bad - about being part of the pilot project to test out a potential food waste collection program? We're just looking for a few adjectives here."*

Base: All pilot project respondents (n=679)



PILOT PARTICIPANTS MORE LIKELY TO STRONGLY SUPPORT A CITY-WIDE PROGRAM

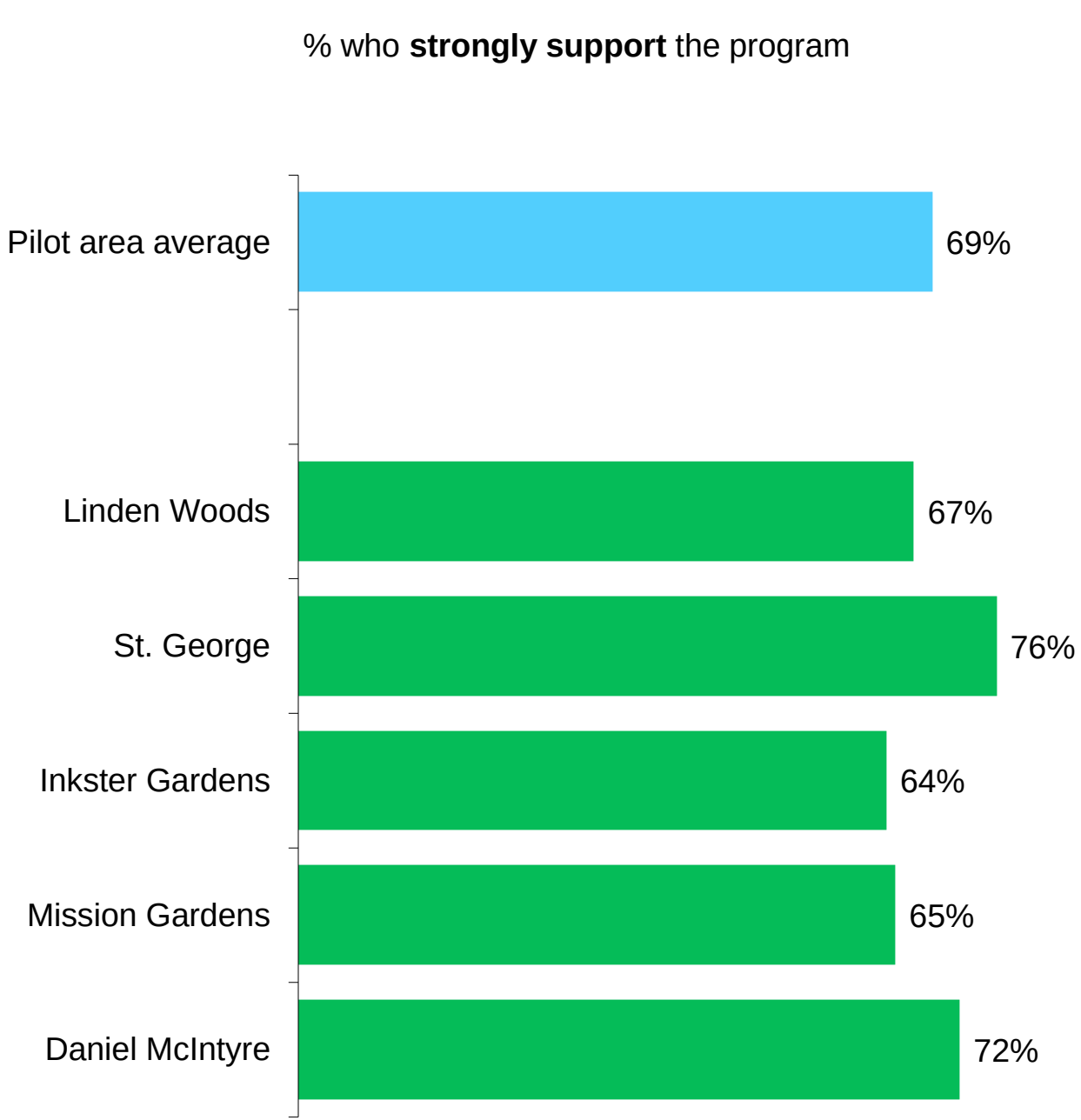
C2/B3. *"Overall, do you support or oppose having a food waste collection program in Winnipeg?"*



Base: All respondents

SUPPORT FOR A FOOD WASTE PROGRAM STRONGEST AMONG ST. GEORGE, DANIEL MAC RESIDENTS

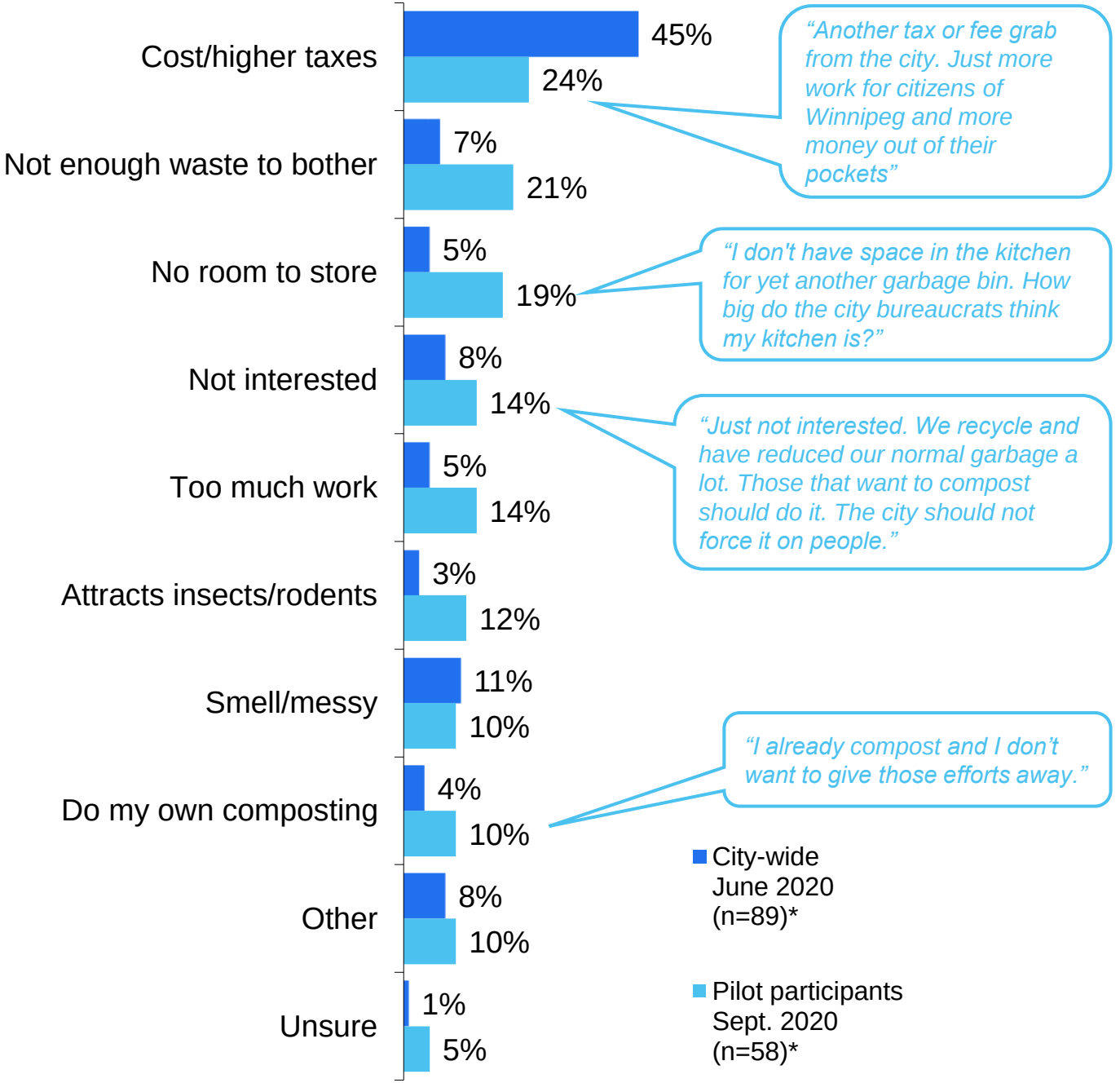
C2. "Overall, do you support or oppose having a food waste collection program in Winnipeg?"



Base: All pilot project respondents (N=679)

COST IS LESS OF A DRIVER OF OPPOSITION AMONG PILOT PARTICIPANTS

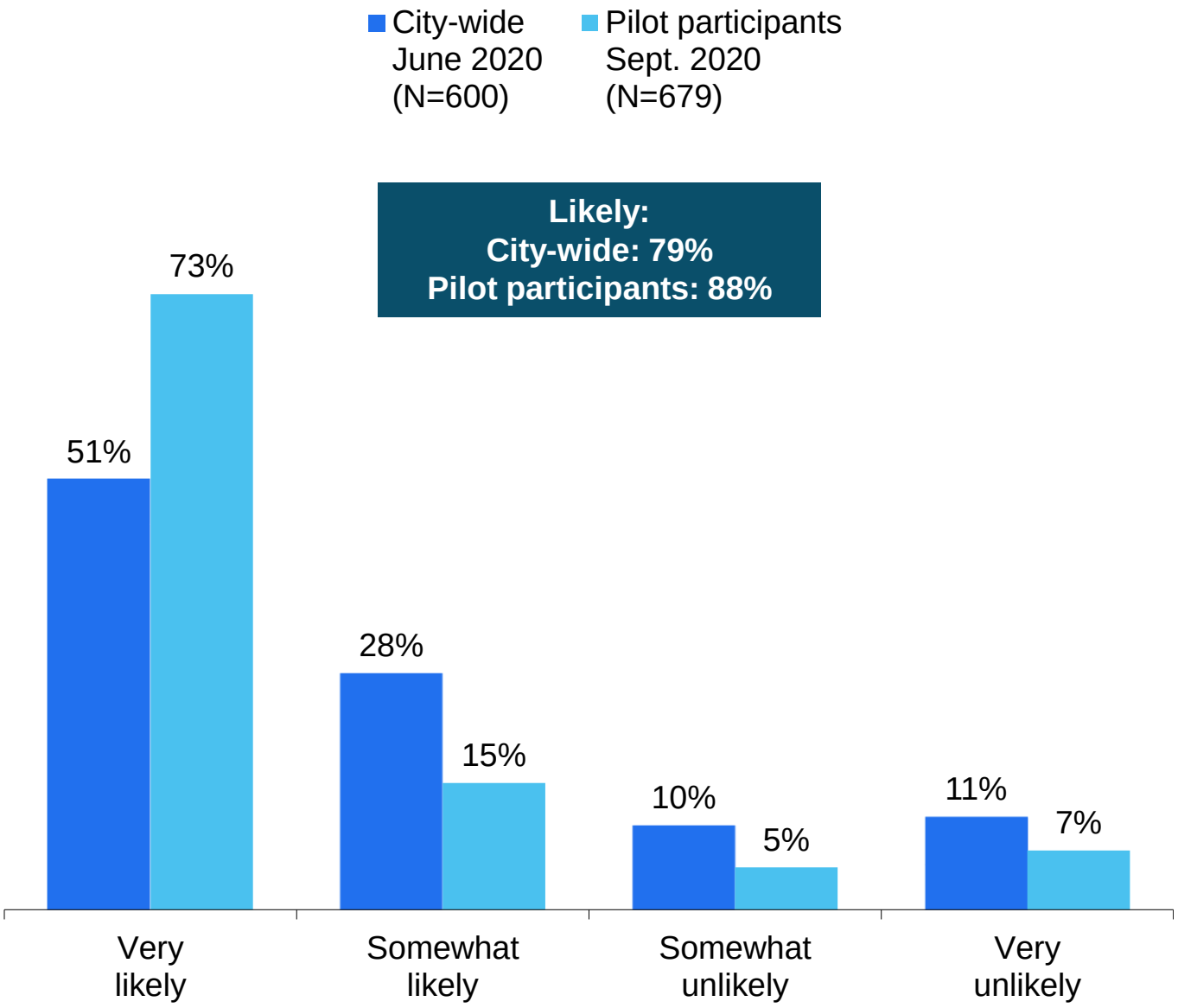
C2a/B3a. *"Why are you generally opposed to curbside food waste collection?"*



Base: All respondents opposed to the program
*Caution: Small base

VERY STRONG LIKELIHOOD PILOT PARTICIPANTS WOULD USE A FOOD WASTE PROGRAM

C3. *"Now, let's say a curbside food waste collection program was in place. How likely or unlikely are you to actually use it?"*



Base: All respondents

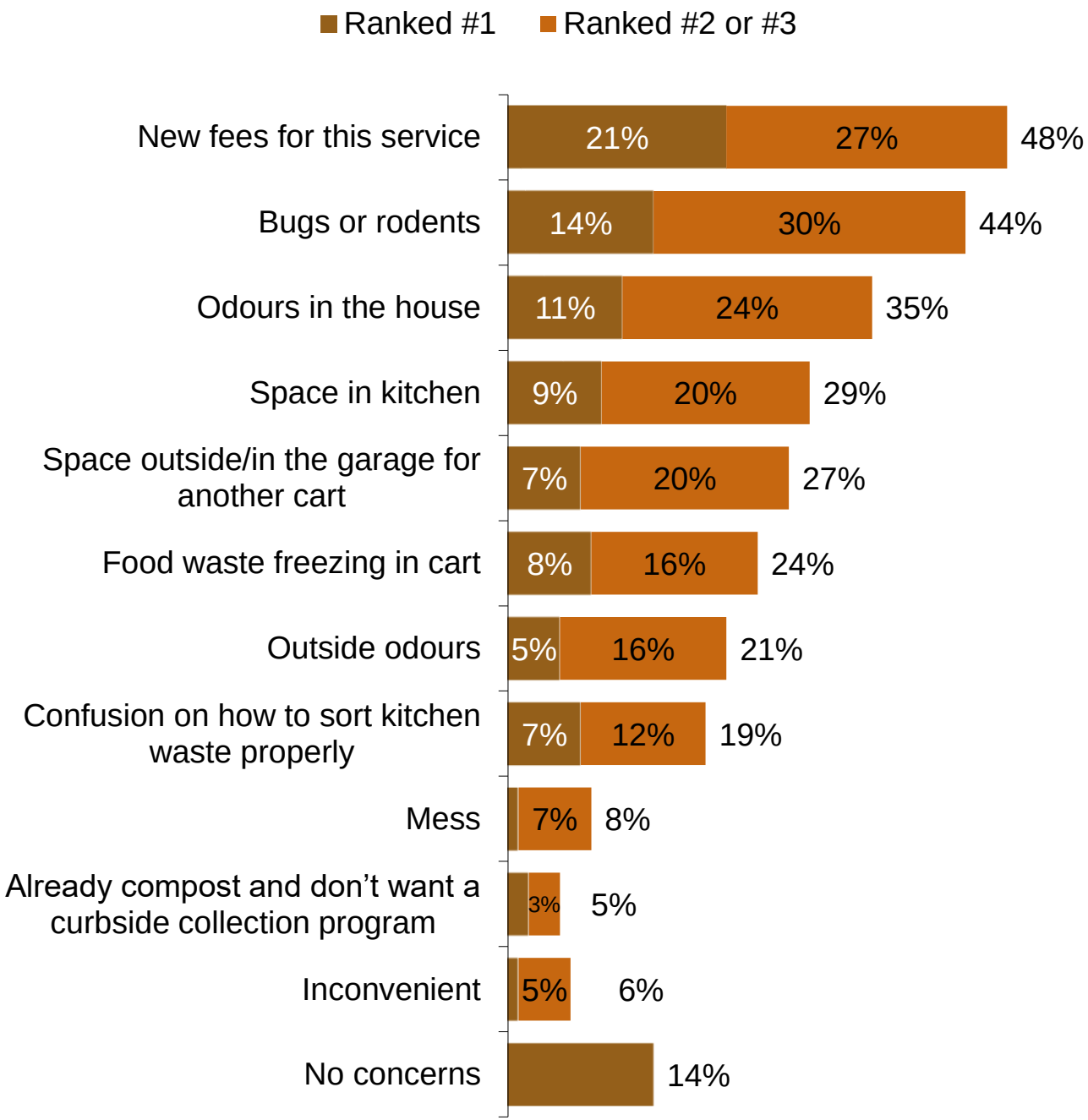
PROGRAM CONSIDERATIONS



COST, PESTS ARE TOP CONCERNS AMONG PILOT PARTICIPANTS ABOUT FOOD WASTE COLLECTION PROGRAM

C1b. *"Do you have any concerns about a food waste collection program? Please read the list below and rank your top three concerns, if you have any, in order of importance."*

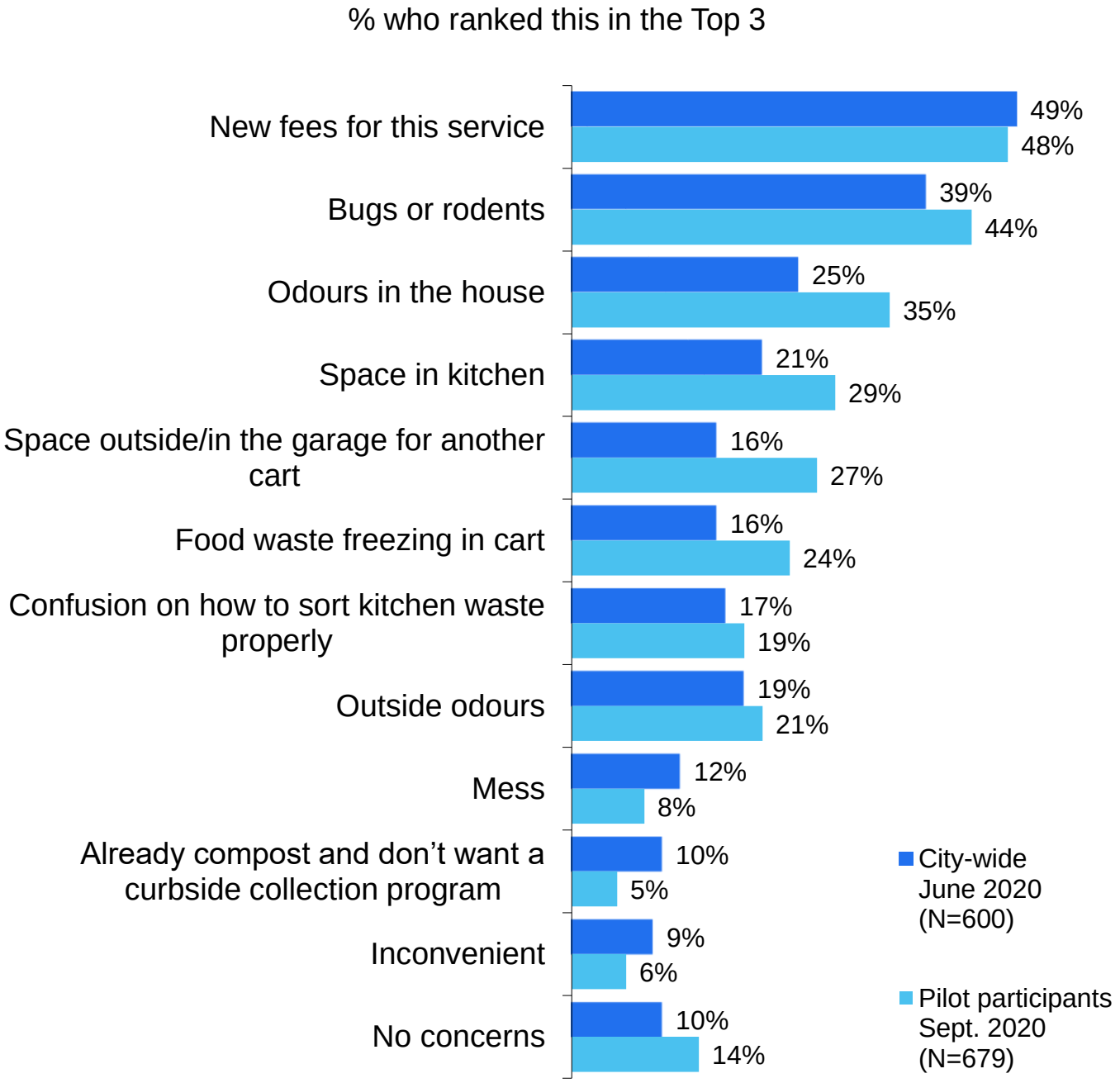
Base: All pilot project respondents (N=679)



PILOT PARTICIPANTS SLIGHTLY MORE LIKELY THAN AVERAGE TO WORRY ABOUT ODOURS, SPACE

D1/C1b. *"Do you have any concerns about a food waste collection program? Please read the list below and rank your top three concerns, if you have any, in order of importance."*

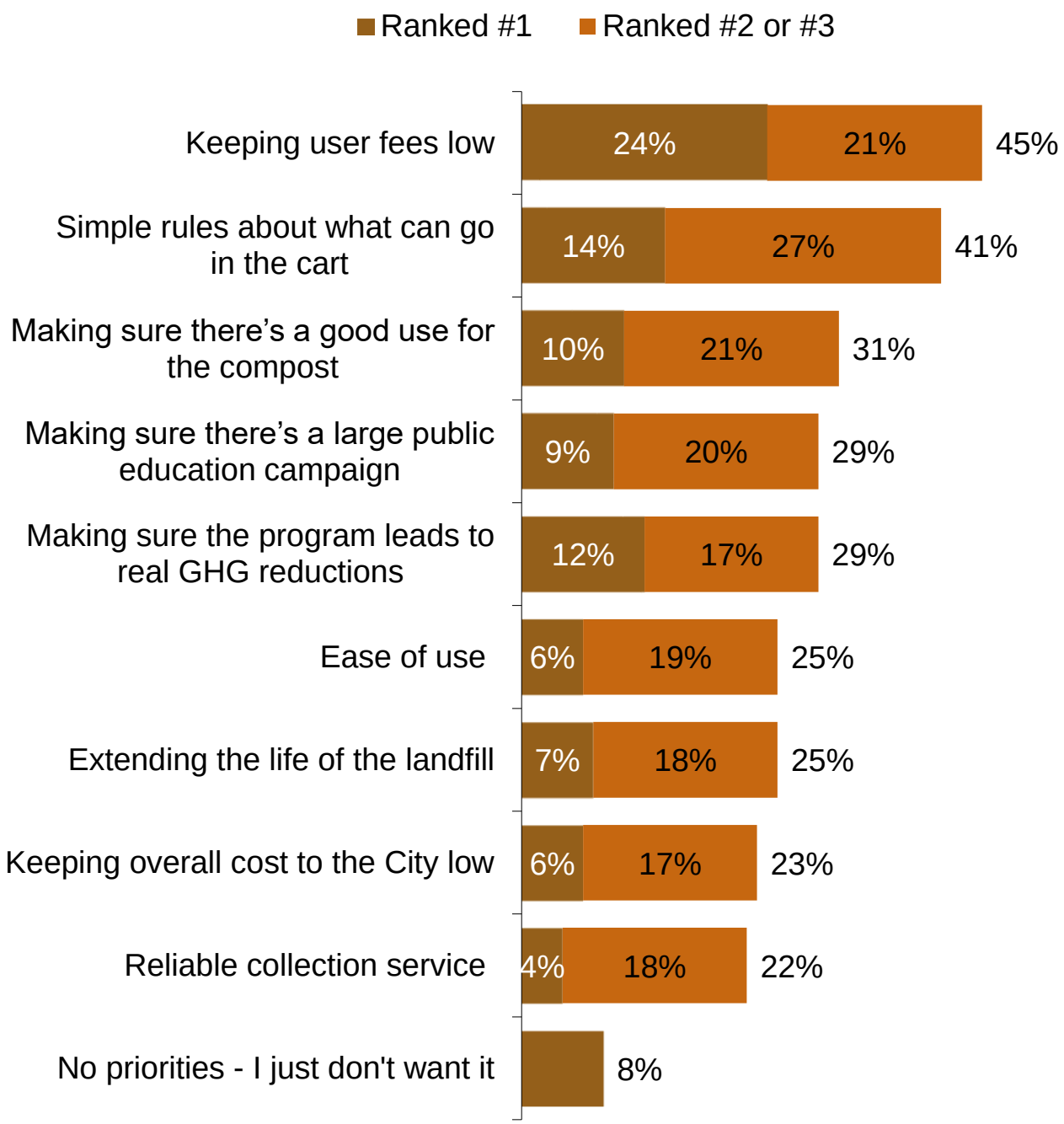
Base: All respondents



COST, SIMPLICITY ARE TOP PRIORITIES FOR PILOT PARTICIPANTS

C2. *"There are many things the City needs to consider when designing a curbside food waste collection program. Please read the list below and rank your top three priorities in order of importance."*

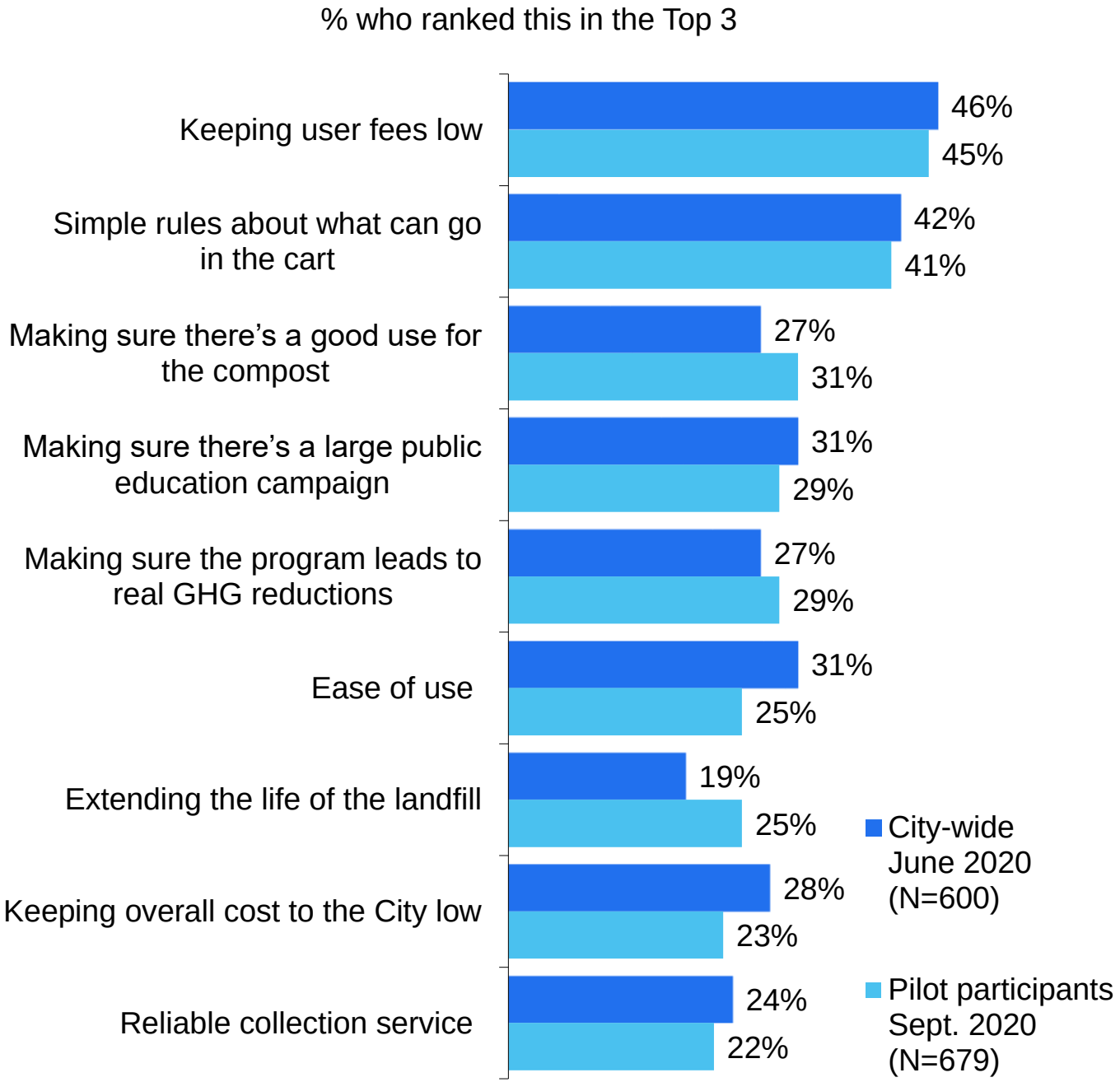
Base: All pilot project respondents (N=679)



PILOT PARTICIPANTS' PRIORITIES MIRROR THOSE OF ALL WINNIPEGGERS

D2/C2. *"There are many things the City needs to consider when designing a curbside food waste collection program. Please read the list below and rank your top three priorities in order of importance."*

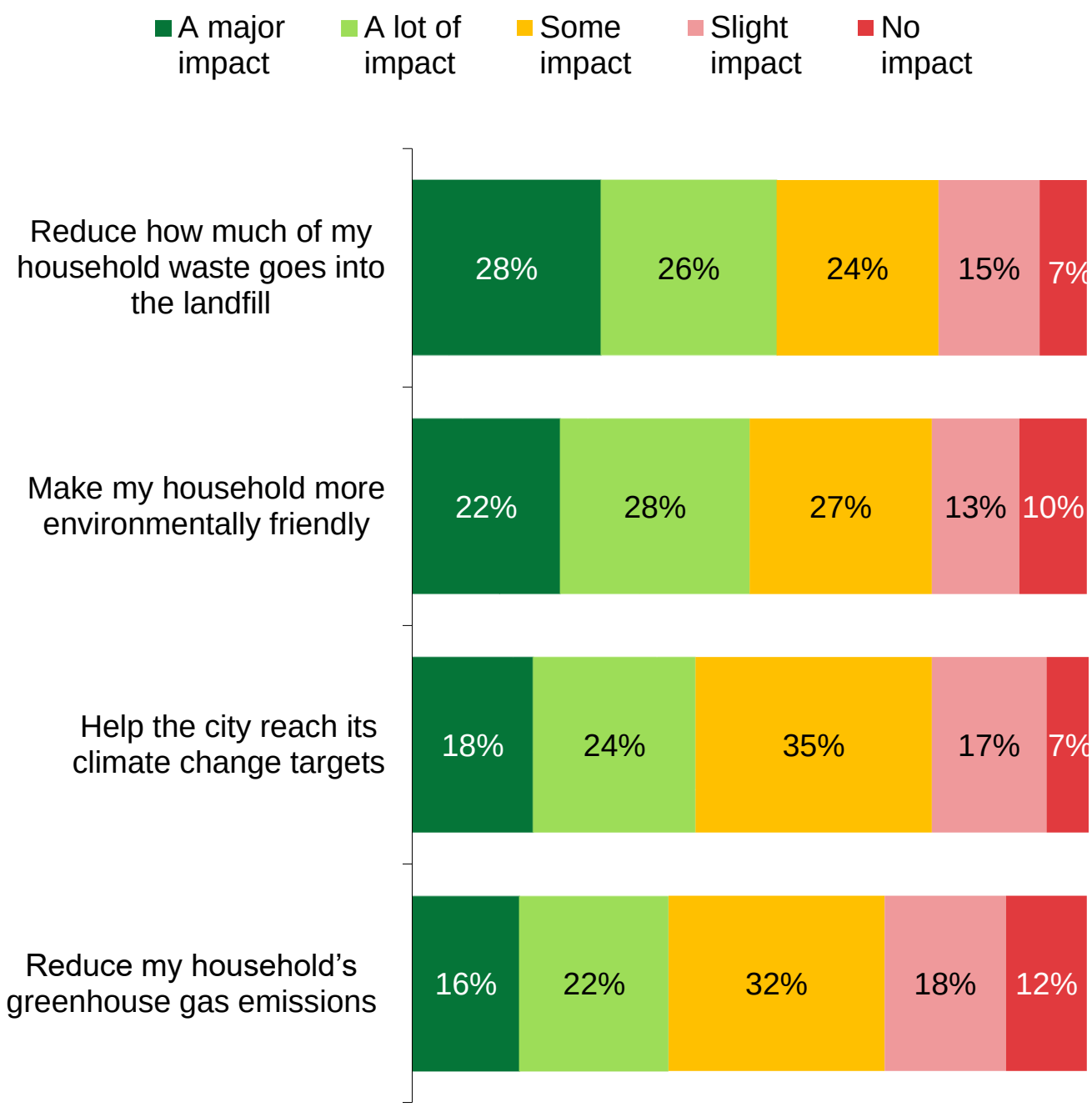
Base: All respondents



REDUCING LANDFILL WASTE AND MAKING HOUSEHOLD MORE GREEN MOST RECOGNIZED IMPACTS OF PROGRAM

C3. *"A household composting program could do many things. In your opinion, what impact would the household composting program have on each of the following?"*

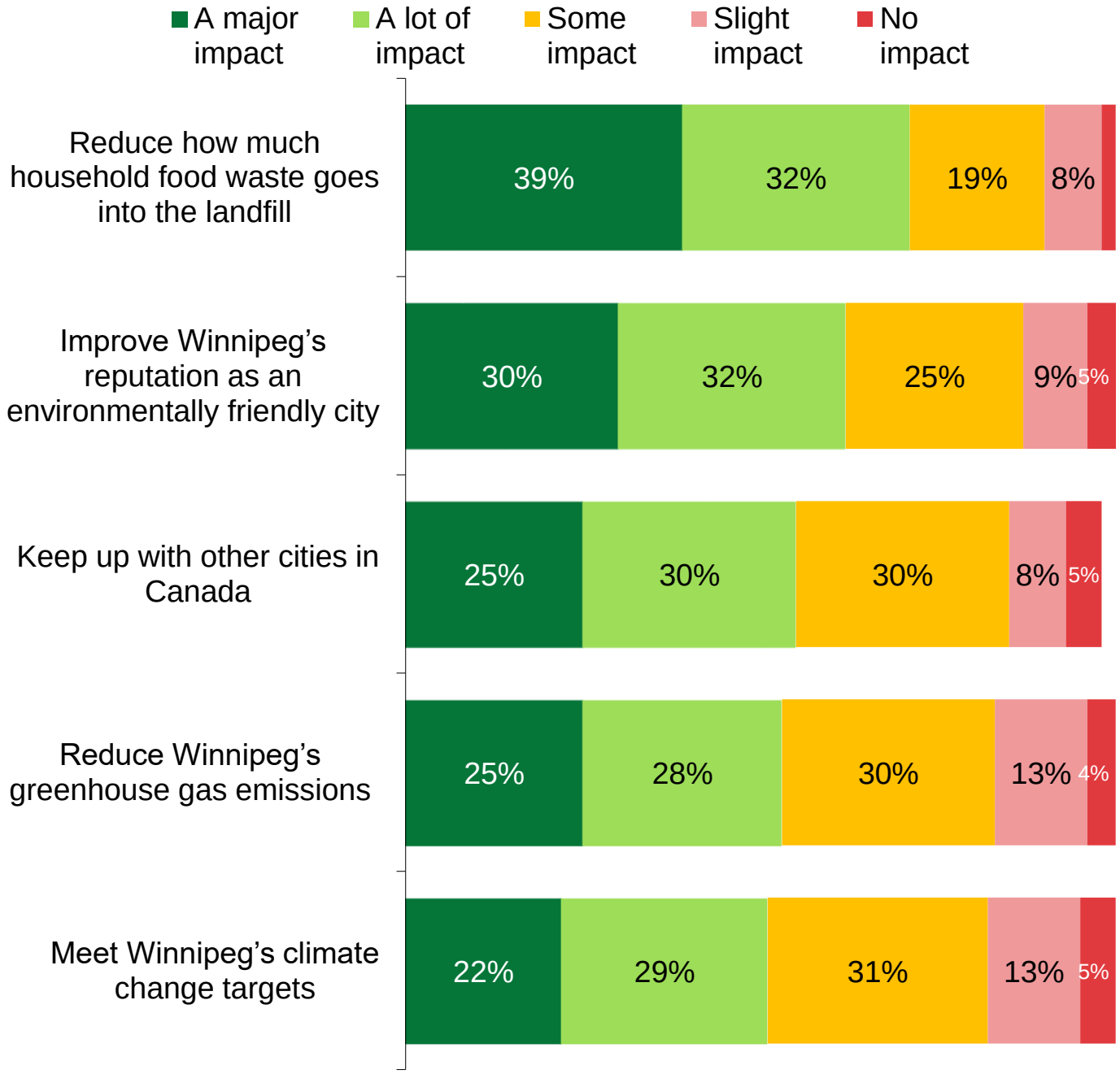
Base: All pilot project respondents (N=679)



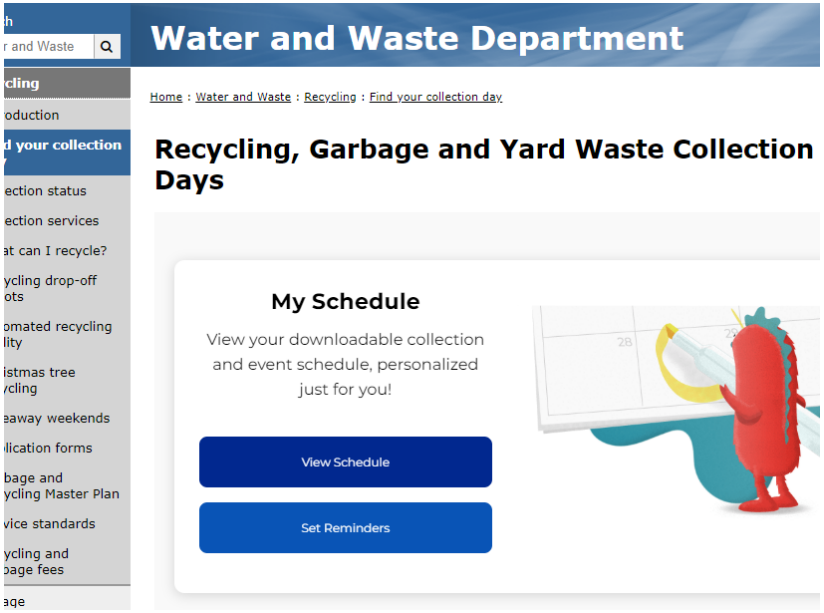
REDUCING LANDFILL WASTE AND IMPROVING WINNIPEG'S REPUTATION KEY IMPACTS OF THE PROGRAM

C4. *"Now let's think about the effect of a household composting program at the city level. If all Winnipeg households were part of a household composting program, what impact would that have on the following?"*

Base: All pilot project respondents (N=679)



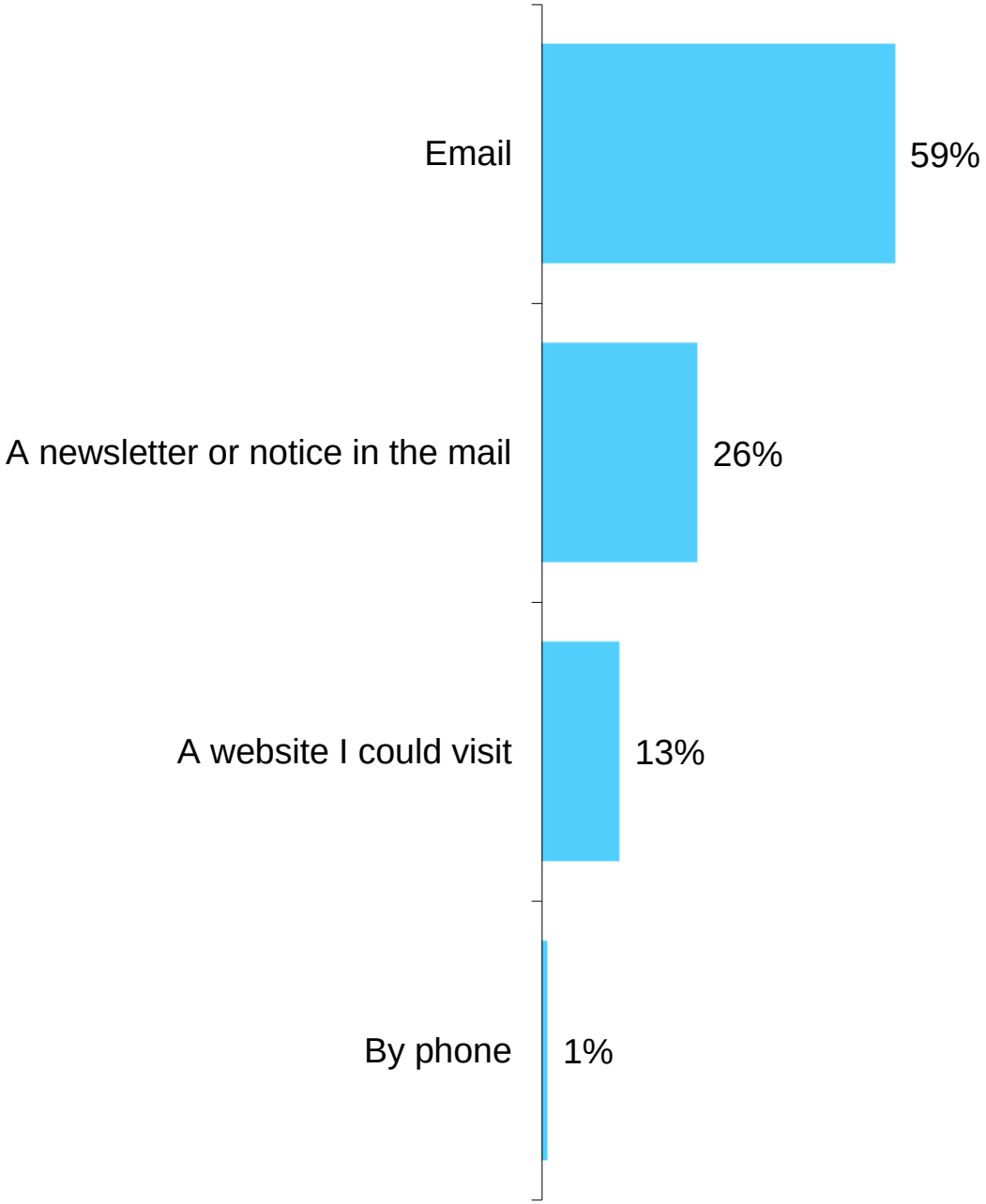
COMMUNICATION



PROBE RESEARCH INC.

PILOT PROJECT RESPONDENTS PREFER TO BE CONTACTED VIA EMAIL

D1. *"The pilot project is expected to last about two years. Over this period, how would you prefer to be kept up to date on the project? Please choose your top method."*

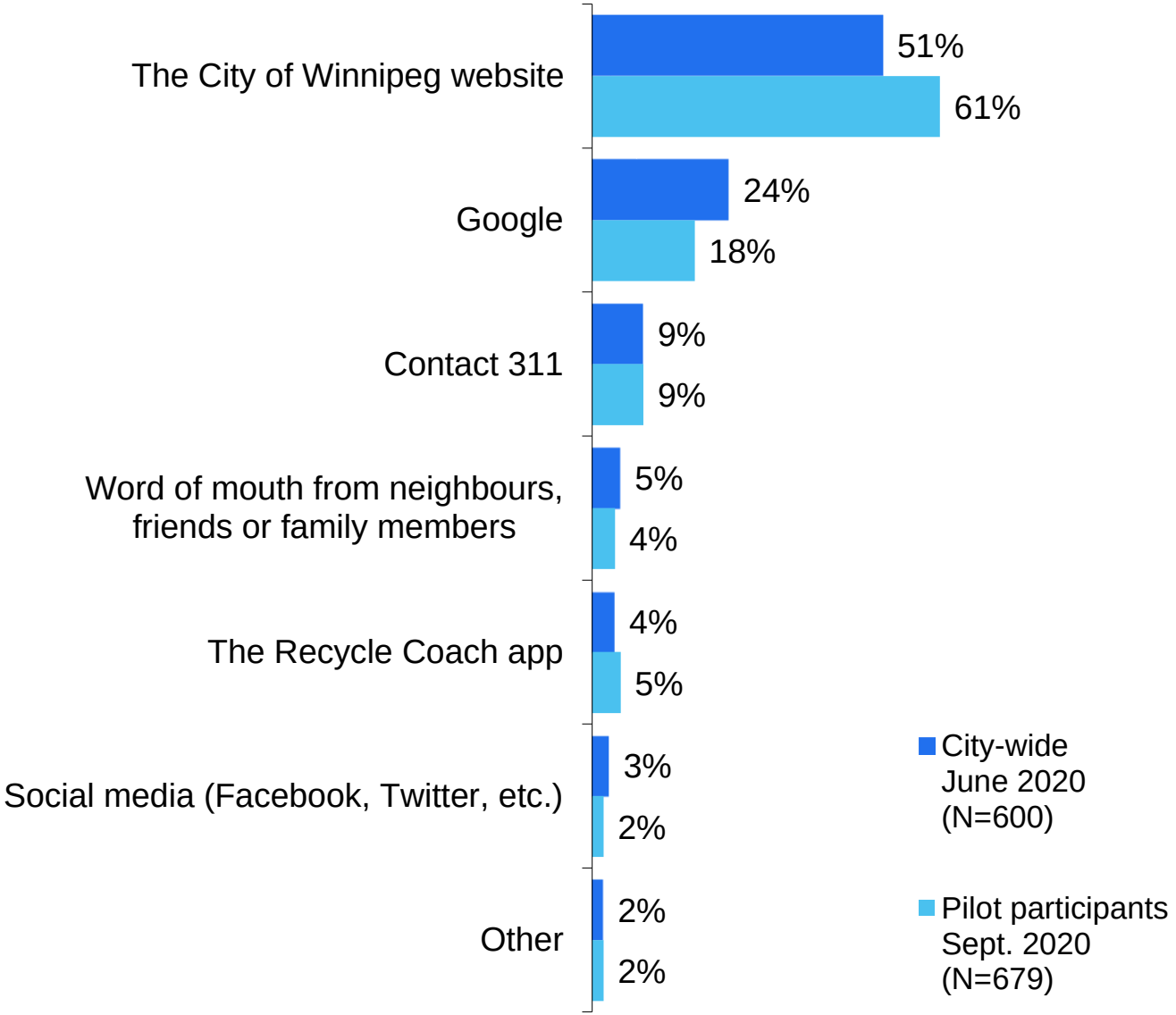


Base: All pilot project respondents (N=679)

CITY WEBSITE THE TOP SOURCE FOR INFORMATION ON SOLID WASTE SERVICES

E1/D2. *"When you need to get information about the City of Winnipeg's solid waste services (garbage, recycling, the 4R Winnipeg Depots, etc.), where do you typically get this information? Please select your top method."*

Base: All respondents



Pilot participants most likely to **use the city's website** include:

- Those aged 40-59 years (67% vs. 55% among those 60+)

PROFILE OF RESPONDENTS



PROFILE OF RESPONDENTS

	Total	Linden Woods	St. George	Inkster Gardens	Mission Gardens	Daniel McIntyre
Bases	(679) (%)	(186) (%)	(139) (%)	(108) (%)	(140) (%)	(106) (%)
GENDER						
Men	31	35	23	34	26	36
Women	68	63	76	66	71	61
Other	1	1	1	-	2	3
AGE						
18-39	26	11	38	17	29	42
40-59	39	60	34	28	30	32
60+	35	29	28	56	41	26
HOUSEHOLD SIZE						
1 person	10	7	16	7	10	13
2	41	30	47	45	50	34
3+	49	63	37	48	40	53

Columns may not equal 100% due to rounding.

PROFILE OF RESPONDENTS

	Total	Linden Woods	St. George	Inkster Gardens	Mission Gardens	Daniel McIntyre
Bases	**(679) (%)**	**(186) (%)**	**(139) (%)**	**(108) (%)**	**(140) (%)**	**(106) (%)**
EDUCATION						
Some post-secondary or less	32	18	35	32	45	36
Post-secondary graduate	68	82	65	68	55	64
HOUSEHOLD INCOME						
<$50K	19	2	18	25	17	42
$50K-$99K	39	17	46	46	51	46
$100K+	41	81	37	29	32	12
INDIGENOUS IDENTITY						
Yes	5	1	8	3	7	8
No	95	99	92	97	93	92