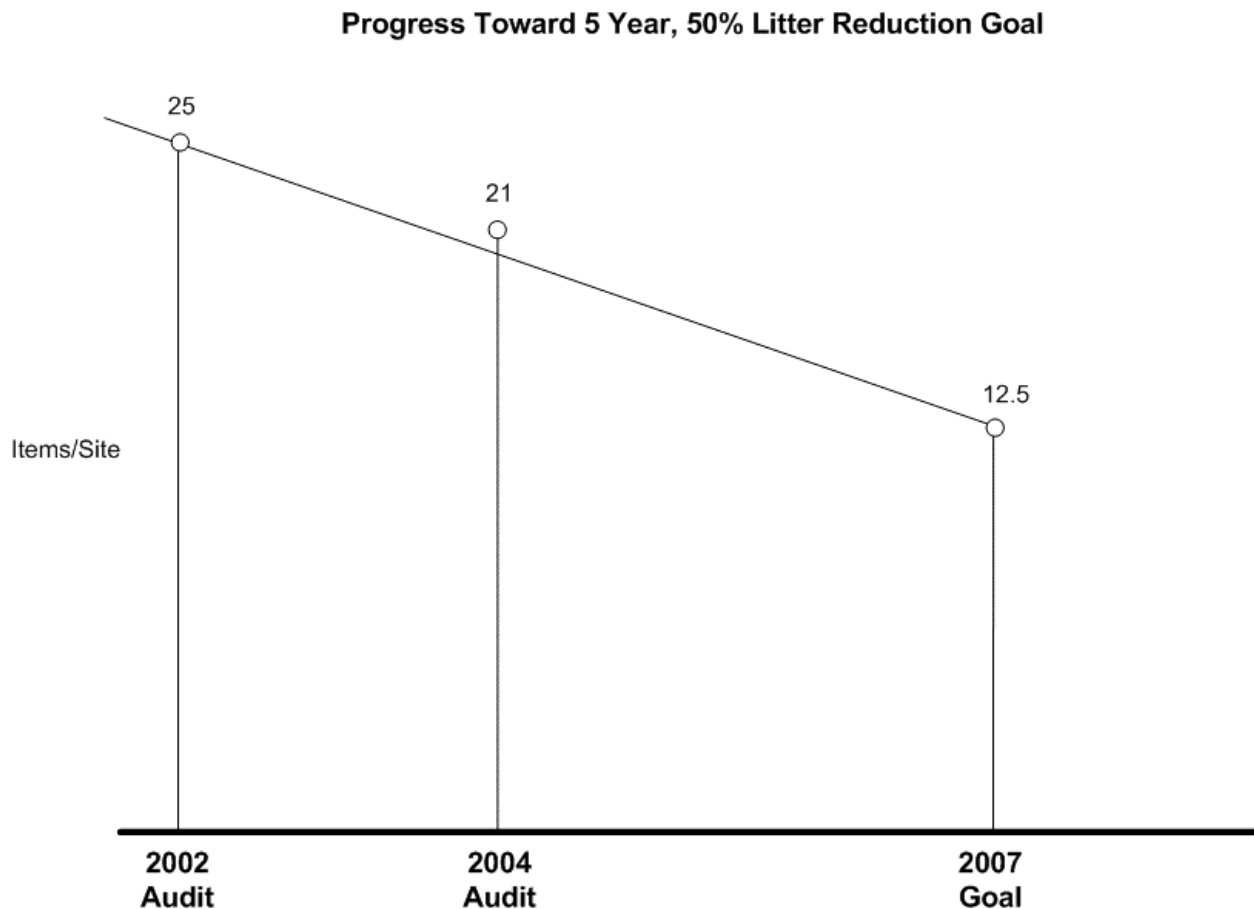


September 30, 2004

## City of Toronto 2004 Litter Audit Results

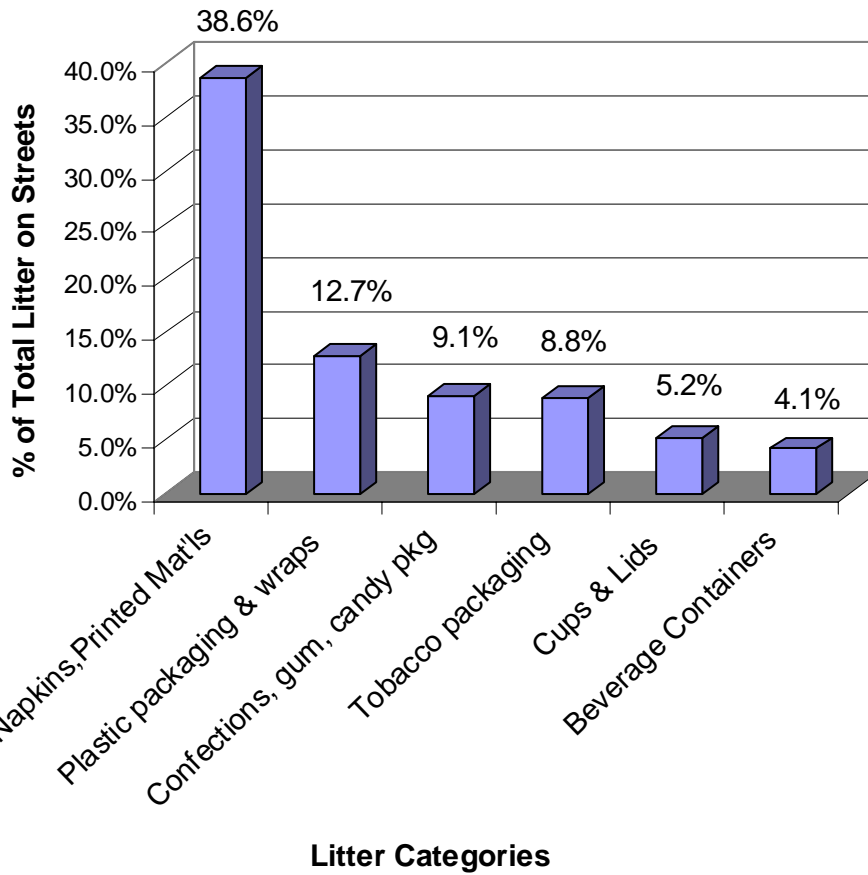
### Audit Results:

- 16 percent reduction in litter in 2004 compared to 2002 audit results
- In 2004 there were, on average, 21 pieces of litter per site vs. 25 pieces per site in 2002
- Reducing litter by 16 percent over two years represents significant progress towards achieving City's 50 percent reduction goal over five years
- 63 percent of 247 sites recorded a below average number of litter items (<21 pieces per site)



(more)

## Six Categories Account for 79% of all Litter



(more)

## Break Down of Six Categories

| <u>Large Litter</u>       | Total Items | % of Total |
|---------------------------|-------------|------------|
| Misc. Paper               | 776         | 14.8%      |
| No Brand Napkins          | 528         | 10.1%      |
| Tobacco other             | 464         | 8.8%       |
| Printed mat'l.            | 404         | 7.7%       |
| Receipts / forms          | 315         | 6.0%       |
| Misc. Plastic             | 260         | 5.0%       |
| Cup lids/pieces           | 166         | 3.2%       |
| Candy wraps               | 151         | 2.9%       |
| Gum wrappers              | 137         | 2.6%       |
| Plastic pkg other         | 127         | 2.4%       |
| Soft Drink (cans)         | 121         | 2.3%       |
| Candy pouches             | 115         | 2.2%       |
| Plastic wrap              | 114         | 2.2%       |
| Paper Cups (Hot)          | 107         | 2.0%       |
| Plastic bags - not retail | 94          | 1.8%       |
| Condiment package         | 72          | 1.4%       |
| Sweet packaging           | 72          | 1.4%       |
| Water (plastic)           | 67          | 1.3%       |
| Juice Boxes               | 27          | 0.5%       |
|                           |             | 78.5%      |

### Paper, Napkins, Printed Mat'ls

|                  |       |       |
|------------------|-------|-------|
| Misc. Paper      | 14.8% |       |
| No Brand Napkins | 10.1% |       |
| Printed mat'l.   | 7.7%  |       |
| Receipts / forms | 6.0%  | 38.6% |

### Plastic packaging & wraps

|                           |      |       |
|---------------------------|------|-------|
| Misc. Plastic             | 5.0% |       |
| Plastic pkg other         | 2.4% |       |
| Plastic wrap              | 2.2% |       |
| Plastic bags - not retail | 1.8% |       |
| Condiment package         | 1.4% | 12.7% |

### Confections, gum, candy pkg

|                 |      |      |
|-----------------|------|------|
| Candy wraps     | 2.9% |      |
| Gum wrappers    | 2.6% |      |
| Candy pouches   | 2.2% |      |
| Sweet packaging | 1.4% | 9.1% |

### Tobacco packaging

|         |      |      |
|---------|------|------|
| Tobacco | 8.8% | 8.8% |
|---------|------|------|

### Cups and Lids

|                  |      |      |
|------------------|------|------|
| Cup lids/pieces  | 3.2% |      |
| Paper Cups (Hot) | 2.0% | 5.2% |

### Beverage Containers

|                   |      |      |
|-------------------|------|------|
| Water (plastic)   | 1.3% |      |
| Soft Drink (cans) | 2.3% |      |
| Juice Boxes       | 0.5% | 4.1% |

78.5%

The items comprising the remaining 21.5% of the litter observed include:

- Home articles
- Lottery tickets
- Tire & rubber debris
- Pieces of clothing
- Plastic retail bags
- Foil materials
- Construction debris
- Vehicle debris

(more)

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**Top five least littered sites sampled (below average # of 21 litter items per site):**

- 1) Kilchurn Castle Dr. (Kennedy & Sheppard area, on Kilchurn between Huntingwood Dr. & Inverary Cres.)
- 2) Suraty Ave. (Lawrence & McCowan area, on Suraty 100' west of Kentcliff)
- 3) Portsmouth Dr. (Meadowvale & Lawrence area, at corner just as Portsmouth turns east)
- 4) Wynnview Ct. (Birchmount & Kingston area, south on Wynnview at end of street)
- 5) Mt. Pleasant Rd. (Yonge & Bloor area, on Mt. Pleasant between Rosedale Valley & Elm)

**Top five most littered sites sampled:**

- 1) Augusta Ave. (Bathurst/Queen area, on Augusta just off Woseley)
- 2) Caledonia Rd. (Caledonia/St. Clair Ave. W., 50' north on Caledonia)
- 3) Wellington St. W. (Spadina/Wellington area, on Wellington 100' east of Portland)
- 4) Eglinton Ave. E. (Eglinton/Kennedy, 400' east of Kennedy on south side)
- 5) Jane St. Ward 8 (Jane/Steele area – south on Jane past Hallmar)

**Methodology:**

- June 2004 litter audit followed up on the 2002 baseline litter audit and used the same methodology
- Audited the same 247 randomly selected sites, which included at least two sites in each Ward
- Same professional firm, MGM Management conducted both litter audits
- Litter classified into two primary groups: **large litter** is an item over four square inches (>4 sq.”) and **small litter** is anything below that size
- Auditor marked out a 350 square metre (350m<sup>2</sup>) site, measured the number of pieces and type of litter, photographed each site, tape-recorded and transcribed observations, noting pertinent information, such as the nearby presence of a convenience store, transit stop, EUCAN silverbox
- In 2002 and 2004, large litter was counted and identified in a comparable manner
- In 2004 small litter methodology was enhanced to conduct a statistically valid small litter sample at 47 “Super Sites” (these “Super Sites” were selected from the most littered sites). This small litter count will now form the baseline for comparison in future audits.

**Summary of small litter items audit:**

- 47 “Super Sites” audited
- Over 50% of small litter was chewing gum and cigarette butts
- Several individual sites had more than 2,000 gum deposits and over 400 cigarette butts

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