

Project Title: **WASTE DIVERSION CONCEPT TEST**

SCREENER

Hello, my name is _____ from Northstar Research Partners, a marketing research and consulting firm. We are conducting a short survey today with Toronto residents about garbage and recycling collection. We are not selling anything and the information is strictly for survey analysis purposes. We need to speak to the head of this household.

1. Is that person available to speak with me now?

Yes **CONTINUE AT Q.2a RE-INTRODUCE YOURSELF IF NECESSARY.**

No **ARRANGE CALL BACK. MAXIMUM 2 CALL-BACKS.**

2a. We are talking today with Toronto residents who live in different types of homes. Please stop me when I describe your home. Do you live in ... (READ LIST. RECORD ONE MENTION ONLY.)

A single-family detached house or semi-detached house

A duplex, triplex or fourplex

A townhouse complex

A rental apartment building

A condominium apartment building

Another type of dwelling

QUALIFIES SINGLE-FAMILY DWELLING QUOTA

QUALIFIES MULTI-RESIDENTIAL QUOTA

THANK & TERMINATE

2b. Does your household take garbage and recyclables to the curb for collection?

Yes **RE-CODE AS SINGLE-FAMILY DWELLING QUOTA**

No

3. Please stop me when I read your age. **(READ LIST)**

Under 18

THANK AND TERMINATE

18 to 24

25 to 29

30 to 34

35 to 39

40 to 44

45 to 49

50 to 64

65+

4. **(IF MULTI-RESIDENTIAL AT Q. 2a AND B, ASK. ALL OTHERS MOVE TO SCR. Q.5)** Is the unit you live in owned or rented by you or another member of your household?

Owned

Rented

5. Which community within the new City of Toronto do you live in? Is it... **(READ LIST. RECORD ONE MENTION ONLY.)**

East York

Etobicoke

North York

Scarborough

Toronto

York

4. How much more of an effort do you believe that your individual household could play in reducing its amount of garbage by recycling more? Again, using a 1 to 10 scale where 1 means No effort and 10 means a maximum effort.

<u>No effort</u>										<u>Maximum effort</u>
1	2	3	4	5	6	7	8	9	10	

5. Which of the following does your household currently participate in? **(READ EACH.)**

ROTATE	<u>Yes</u>	<u>No</u>
Blue box recycling for containers	<input type="checkbox"/>	<input type="checkbox"/>
(ASK ALL BUT NORTH YORK RESIDENTS AT SCREENER Q.5) Grey box recycling for paper	<input type="checkbox"/>	<input type="checkbox"/>
(ASK NORTH YORK RESIDENTS ONLY AT SCREENER Q.5) Green/grey box recycling for paper	<input type="checkbox"/>	<input type="checkbox"/>
(ASK SINGLE-FAMILY DWELLING ONLY AT SCREENER Q.2 A AND B) Leaf and yard waste collection	<input type="checkbox"/>	<input type="checkbox"/>
(ASK SINGLE-FAMILY DWELLING ONLY AT SCREENER Q.2 AND B) Backyard composting	<input type="checkbox"/>	<input type="checkbox"/>

6. **(ASK SINGLE-FAMILY DWELLERS ONLY AS PER SCREENER, Q. 2a AND B)** Approximately how many regular sized garbage bags and/or containers of garbage does your household set out for collection in a typical week? This does not include recycling containers.

(RECORD NUMBER OF BAGS/CONTAINERS)

7. **(ASK MULTI-RESIDENTIAL ONLY AS PER SCREENER, Q. 2a AND B)** Are there any recycling containers at your building?

Yes

No

MOVE TO S1,Q.9

8. **(IF "YES" AT S1,Q.7, ASK)** Where are the recycling containers currently located in your building? Is it... **(READ LIST. RECORD ONE MENTION ONLY.)**

On every floor or almost every floor in your building

In the building basement

In the building parking garage

Outside on the building property

Other (specify): _____

9. **(IF PARTICIPATES IN ANY OF BLUE/GREY/GREEN BOX RECYCLING ("YES" AT S.1, Q.5, ASK)** Would you say that.... **(READ EACH. RECORD ONE MENTION ONLY.)**

Participation in recycling is a shared responsibility in your household

Participation in recycling is left to one person only

SECTION TWO

PRE-AMBLE: READ TO ALL

We would now like to move on to another topic.

As you may be aware, the City of Toronto would like to achieve a waste diversion target of 60% of all garbage from landfill by the year 2006 compared to the current 25%. This means that households would put out less garbage for disposal and find other ways to re-use, recycle or reduce the garbage they produce.

As a result of these citywide goals, the City of Toronto is looking for input from residents on how best to meet these targets. We are going to begin by reading to you three ideas and we would like to know your reaction to each.

PROGRAMMING NOTE

AFTER THE FIRST CONCEPT IS READ, ASK QUESTIONS 1 & 2 FROM SECTION TWO. APPROXIMATELY ONE-THIRD OF THE SAMPLE IS TO BE READ ONE OF THE CONCEPTS IN FIRST POSITION. DO NOT PROCEED TO THE NEXT CONCEPT UNTIL THESE QUESTIONS HAVE BEEN ASKED.

PROCEED TO THE NEXT CONCEPT. ASK QUESTIONS 1 & 2 FOR THIS CONCEPT. ROTATE THE ORDER OF THE CONCEPTS AT THIS STAGE.

AFTER TWO CONCEPTS HAVE BEEN READ, ASK FOR PREFERENCE. THIS IS QUESTION 3 & 4 IN SECTION TWO.

PROCEED TO FINAL CONCEPT AND ASK QUESTIONS 1 & 2 IN SECTION TWO.

PROCEED TO SECTION THREE ONCE ALL CONCEPTS READ AND RATED.

CONCEPTS ARE DIFFERENT BY SINGLE-FAMILY & MULTI-RESIDENTIAL QUOTA GROUPS.

INTERVIEWER NOTE:

PLEASE READ ALL CONCEPTS SLOWLY TO RESPONDENTS. IF A RESPONDENT DOES NOT UNDERSTAND THE CONCEPT, RE-READ THE CONCEPT AGAIN. WHEREVER POSSIBLE, TRY AND REFER TO EACH CONCEPT BY ITS TITLE (AS OUTLINED ON THE PAGE FOLLOWING.)

CONCEPTS FOR SINGLE-FAMILY DWELLINGS AS PER SCREENER, Q. 2a AND B:

ROTATE CONCEPTS

a. MIXED WASTE PROCESSING

In this situation, Toronto residents continue to set out their garbage and any recyclable materials separately at the curbside. This situation is different from the current system in that the garbage will be taken to a processing plant to be sorted. Organic material such as food scraps and paper waste will be pulled out and turned into low quality compost used for parklands. Recyclable material will continue to be separately collected and processed. In the survey, we refer to this new idea as "Mixed Waste Processing"..

b. WET AND DRY

In this situation, Toronto residents separate all household waste into dry and wet material. There will no longer be recycling or garbage collection as it currently exists. Dry material includes such items as recyclable material (pop cans, newspapers, bottles, glass) and other material such as light bulbs, clothing, etc. Wet material includes such items as food waste , diapers, paper towels, kitty litter etc. Residents are required to separate their garbage into wet and dry and place them at the curb in two different containers or bags for collection. The dry materials would be sent to a processing plant where the recyclable materials will be recovered and sold. The wet stream will go to a facility where the organic material such as food scraps and paper waste are converted into a medium quality compost. This compost can be used as a soil for farmlands or parklands. In the survey, we refer to this new idea as "Wet and Dry".

THREE STREAM

c. In this situation, Toronto residents continue to set out their recyclable materials separately at the curbside. In addition, residents will separate their organic material such as food scraps and paper waste into a separate container. This organic material will be put at the curbside for pickup. Those items not placed either in the recycling container or in the organic container will be set out as garbage. The organic material will be turned into a high quality compost, which can be used for farmlands or parklands. Throughout the survey, we refer to this new idea as "Three Stream".

CONCEPTS FOR MULTI-RESIDENTIAL DWELLERS AS PER SCR. Q. 2a AND B:

ROTATE CONCEPTS

MIXED WASTE PROCESSING

In this situation, Toronto residents continue to set out their garbage and recyclables as they currently do in the building. If your building does not have recycling containers, space will be allocated in your building for them. This situation is different from the current system in that garbage will be taken to a processing plant to be sorted. Organic material such as food scraps and paper waste will be pulled out and turned into low quality compost. This type of compost can be used for parklands. Recyclable material will continue to be separately collected and processed. Throughout the survey, we refer to this new idea as “Mixed Waste Processing”.

WET AND DRY

In this situation, Toronto residents separate all household waste into dry and wet material. There will no longer be any recycling or garbage collection as it currently exists. Dry material includes such items as recyclable material (pop cans, newspapers, bottles, glass) and other material such as light bulbs, clothing, etc. Wet material includes such items as food waste , diapers, paper towels, kitty litter etc. Residents are required to separate their garbage into wet and dry and place them in a designated location in building for collection. The dry materials are sent to a processing plant where the recyclable materials will be recovered and sold. The wet stream will be sent to a facility where the organic material such as food scraps and paper waste is converted into a medium quality compost. This compost can be used as soil for farmlands and parklands. In the survey, we refer to this new idea as “Wet and Dry”.

THREE STREAM

In this situation, Toronto residents continue to set out their garbage as they currently do in the building. If your building does not have recycling containers, space will be allocated in your building for them. In addition, residents will also separate their organic material such as food scraps and paper waste into a separate container. Those items that cannot be placed either in the recycling container or in the organic container will be set out as garbage. The organic material will be turned into a high quality compost to be used as soil for farmlands or parklands. In the survey, we’ll refer to this new idea as “Three Stream”.

1. Based on what you know about this new idea, how appealing is it to help solve Toronto's garbage problem? Use a 1 to 10 scale where 10 means "Very Appealing" and 1 means "Not At All Appealing".

Not At All
Appealing

Very
Appealing

1 2 3 4 5 6 7 8 9 10

2. We would now like to read a series of statements that people have made about this new idea. For each statement I read out, please tell me how strongly you agree or disagree with each by using a 10 point scale where "10" means you Strongly Agree with the statement and "1" means you Strongly Disagree with the statement. Let's begin with... **(READ EACH.)**

	<u>Strongly Disagree</u>									<u>Strongly Agree</u>
ROTATE										
<i>FOR ALL CONCEPTS, SINGLE-FAMILY & MULTI-RESIDENTIAL</i>										
Is user-friendly	1	2	3	4	5	6	7	8	9	10
Is convenient	1	2	3	4	5	6	7	8	9	10
Will definitely reduce the amount of garbage sent to landfill.	1	2	3	4	5	6	7	8	9	10
<i>FOR ALL CONCEPTS EXCEPT MIXED WASTE PROCESSING FOR SINGLE-FAMILY</i>										
Minor changes are required to store the different types of waste in my home.	1	2	3	4	5	6	7	8	9	10
Is easy for members of my household to follow.	1	2	3	4	5	6	7	8	9	10
Sorting out the household's garbage into the different types is not complicated.	1	2	3	4	5	6	7	8	9	10
Items will be easy to bring to the curbside for collection.	1	2	3	4	5	6	7	8	9	10
Members of my household would be willing to participate.	1	2	3	4	5	6	7	8	9	10
Adopting this system is just as easy as when recycling first came out a few years back.	1	2	3	4	5	6	7	8	9	10
<i>FOR ALL CONCEPTS, MULTI-RESIDENTIAL ONLY</i>										
Minor changes are required to store the different types of waste in my home.	1	2	3	4	5	6	7	8	9	10
Is easy for members of my household to follow.	1	2	3	4	5	6	7	8	9	10
Sorting out the household's garbage into the different types is not complicated.	1	2	3	4	5	6	7	8	9	10

ROTATE

Strongly
Disagree

Strongly
Agree

Members of my household would be willing to participate.

1 2 3 4 5 6 7 8 9 10

BEFORE SECOND CONCEPT SAY:

Now I am going to read to you another idea.

READ NEXT CONCEPT. ASK QUESTIONS 1 & 2. ONCE BOTH CONCEPTS READ, ASK QUESTION 3.

- 3. Based on what you know about the two new ideas, **[REPEAT BOTH CONCEPT TITLES TO RESPONDENT]**, which idea do you prefer? Is it... **(READ ONLY THE FIRST TWO CONCEPTS READ TO RESPONDENT. RECORD ONE MENTION ONLY.)** RESPONDENTS MUST CHOOSE AN OPTION FROM BELOW. PROBE IF INITIALLY UNWILLING TO CHOOSE.

MIXED WASTE PROCESSING

WET AND DRY

THREE STREAM

Don't know (DO NOT READ)

<input type="checkbox"/>	SKIP TO READING THE THIRD CONCEPT
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- 4. Why do you prefer the **[INSERT PREFERENCE AS PER Q. 3]** concept versus the **[INSERT OTHER CONCEPT]** concept? Please be as specific as you can.

AFTER FIRST TWO CONCEPTS READ & PREFERENCE OBTAINED, SAY:

I am going to read to you the third new idea.

AFTER THIRD CONCEPT READ, ASK QUESTIONS 1 & 2. THEN MOVE TO SECTION THREE FOR PREFERENCE.

SECTION THREE

1. We have now read to you another concept. Based on what you know about this concept **[INSERT LAST CONCEPT READ]** and based on the concept you said you preferred earlier **[INSERT PREFERENCE AS PER SECTION 2, Q. 3]** which of these three concepts do you prefer? Is it... **(READ ONLY THE FIRST PREFERENCE AND FINAL CONCEPT READ TO RESPONDENT. RECORD ONE MENTION ONLY.)** RESPONDENTS MUST CHOOSE AN OPTION BELOW. PROBE IF INITIALLY UNWILLING TO CHOOSE.

MIXED WASTE PROCESSING

WET AND DRY

THREE STREAM

Don't know (DO NOT READ)

SKIPTO BASIC DATA

2. Why do you prefer the **[INSERT PREFERENCE AS PER Q. 1]** concept versus the **[INSERT PREFERENCE AS PER S.2, Q. 3]** concept? Please be as specific as you can.

SECTION FOUR

ASK SECTION FOUR ONLY AMONG SINGLE FAMILY DWELLERS (SCR. Q.2a AND B) AND WHOSE PREFERENCE AT S.3, Q.1 IS WET OR DRY CONCEPT.

1. Assume for a moment that the City of Toronto adopts the wet and dry system. When placing your wet and dry materials out for pick-up, would you prefer to place the dry materials such as recyclables in... **(READ EACH. RECORD ONE MENTION ONLY.)**

ROTATE

A plastic bag

A plastic or metal container

A plastic cart with wheels

(ALWAYS READ LAST)

Something else? SPECIFY: _____

(DO NOT READ) Don't know

2. And would you prefer to place your wet materials in... **(READ EACH. RECORD ONE MENTION ONLY.)**

ROTATE

A plastic bag

A plastic or metal container

A plastic cart with wheels

(ALWAYS READ LAST)

Something else? SPECIFY: _____

(DO NOT READ) Don't know

SECTION FIVE

ASK SECTION FIVE ONLY AMONG SINGLE FAMILY DWELLERS (SCR. Q.2a AND B) AND WHOSE PREFERENCE AT S.3, Q.1 IS THE THREE STREAM CONCEPT.

1. In the three stream system, when taking your organic materials out for pick-up, would you prefer to place the organic materials in... **(READ EACH. RECORD ONE MENTION ONLY.)**

ROTATE

A plastic bag

A plastic or metal can

A plastic cart with wheels

(ALWAYS READ LAST)

Something else? (Specify) _____

(DO NOT READ) Don't know

SECTION SIX

ASK SECTION SIX ONLY AMONG MULTI-RESIDENTIAL DWELLERS (SCR. Q.2a AND B) AND WHOSE PREFERENCE AT S.3, Q.1 IS THE THREE STREAM OR WET/DRY SYSTEMS.

1. Thinking about the **(INSERT PREFERENCE AT S.3, Q.1)**, how do you think that you would store your food or wet waste in your home? Will you store it in....**(READ LIST. RECORD ONE MENTION ONLY).**

ROTATE

A plastic or metal container

A plastic bag

(ALWAYS READ LAST)

Something else? SPECIFY: _____

(DO NOT READ) Don't know

2. How frequently would you need organic or wet collection. Would you say... **(READ LIST - ACCEPT ONLY ONE MENTION)**

Once a week

Every second week

Other (specify): _____

Don't know (do not read)

BASIC DATA

Just a few more questions to help us classify our data for statistical purposes.

1. **RECORD: GENDER**

Male

Female

2. What is your marital status? Are you... **[READ LIST]**.

Married/living together

Divorced/separated

Widowed

Single, never married

REFUSED

3. Including yourself, how many people in total live in your household?

Refused (do not read)

4. Please tell me how many members of your household, including yourself, fall into each of the following age groups: **(READ LIST)**

Children under 6 _____

Children 6 – 12 _____

Teenagers 13 –17 _____

Adults 18 and over _____

Refused (do not read)

===== **TOTAL**

MUST EQUAL NUMBER IN Q. 3

5. What was the total income of your household before taxes in 2000? Was it...
(**READ LIST. RECORD ONE MENTION ONLY.**)

Under \$25,000

\$25,000 to \$34,999

\$35,000 to \$49,999

\$50,000 to \$74,999

\$75,000 to \$99,999

\$100,000 or over

REFUSED

6. What is the highest level of formal education you have completed? (**READ LIST. RECORD ONE MENTION ONLY**)

Some high school or less

High school graduate

Some technical school

Technical school graduate

Some college/university

College graduate

University graduate

Post graduate

Refused (do not read)

Thank you very much for your help. Those are all the questions I have for you today.