



City of Toronto Shared Survey

Solid Waste Management Draft Report

JULY 2016

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BACKGROUND AND OBJECTIVES

- This research was commissioned by the City of Toronto to collect feedback from Toronto residents on a number of division-specific issues.
- While each division perused their individual research objectives, overall, the 2016 Spring Shared Survey objectives include (but are not limited to):
 - Allowing individual divisions the opportunity to field important survey questions as they relate to their specific research goals and objectives
 - Access considerable cost-savings through sharing total survey costs across all participating divisions
- Specifically, the objectives of this research for Solid Waste Management were to:
 - Measure satisfaction with the number and location of black litter and blue recycle bins in City parks among park visitors
 - Explore attitudes of litter and recycle bins on a number of attributes including the appearance, capacity, and maintenance of the bins
 - Understand frequency of usage of the bins

METHODOLOGY

- Interviewing was conducted online via Ipsos Reid's iSay online panel.
- In total, n=1,001 interviews were conducted with Toronto residents over the age of 18.
- Interviews were conducted between May 9th to 17th, 2016.
- Interviewing quotas were administered and weighting was applied to the data to ensure that the results of the survey are representative of the City of Toronto population according to the 2011 Canadian Census.
- The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points.

EXECUTIVE SUMMARY



Solid Waste Management Executive Summary

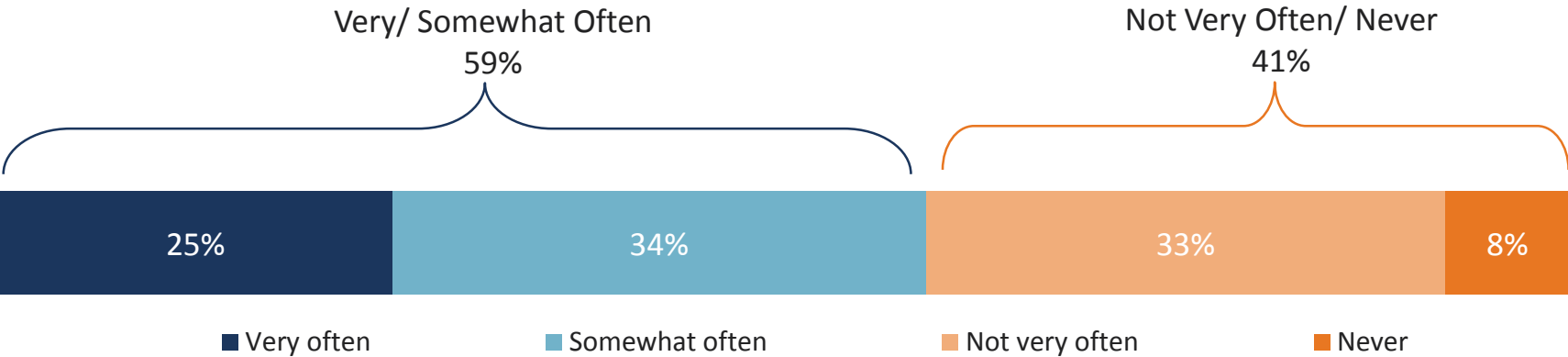
- Nearly all Toronto residents (92%) have visited a City park within the past 12 months; six in ten (59%) have visited 'very' or 'somewhat' often. Visitation rates are lowest among North York residents and those aged 65 and older.
- Most park visitors (62%) feel there are 'more than enough' (5%) or 'enough' (57%) black litter and blue recycle bins in Toronto parks.
- Torontonians use litter and recycle bins equally and provide equivalent ratings in terms of their individual ease of location.
- Nearly all (95%) use either receptacle at least 'sometimes' while about three quarters of residents who use the bins find litter and recycle bins to be easy to locate (74% and 73% rated 'very/somewhat easy' respectively).
- Park visitors are quite happy with the waste and recycle bins in Toronto parks. Respondents are most satisfied with the visual appeal of the bins (79% 'very/somewhat satisfied'), their maintenance/condition (76% satisfied) as well as collection by City staff (75%). Seven in ten are happy with the capacity of the bins (72%).
- Those who use park recycle and litter bins most often dispose of bottles (39%), food or beverage containers/packaging (27%), cans (20%) and paper/cardboard (19%).

DETAILED FINDINGS



CITY OF TORONTO PARK VISITATION

Six in ten Torontonians have visited a city park at least ‘somewhat often’ in the past 12 months. Respondents 65 years of age or older as well as those in North York have the lowest rates of park visitation.



	Total	Gender		Age						Region			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Etobicoke & York	North York	Toronto & East York	Scarborough
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base: All Respondents	(n=1001)	(n=473)	(n=528)	(n=116)	(n=195)	(n=182)	(n=189)	(n=142)	(n=177)	(n=190)	(n=241)	(n=341)	(n=229)
Very/ Somewhat Often	59%	57%	60%	66% _H	69% _{FGH}	68% _{FGH}	57% _H	54% _H	38%	64% _J	51%	62% _J	58%
Not Very Often/ Never	41%	43%	40%	34%	31%	32%	43% _{DE}	46% _{DE}	62% _{CDEFG}	36%	49% _{IK}	38%	42%

QE1. In the past 12 months, how often have you visited a City of Toronto park?
Base: All Respondents n=1001

NUMBER OF LITTER AND RECYCLING BINS IN TORONTO PARKS

Just under six in ten park visitors think there are ‘enough’ black litter and blue recycling bins in city parks; only 5% say there are ‘more than enough’. 18-44 year olds are more likely than 45-54 year olds to feel Toronto parks have more than enough waste and recycle bins. Those in Etobicoke and York are similarly happy with bin availability compared to all other Toronto residents while Scarborough residents are more likely to feel city parks do not have enough bins.

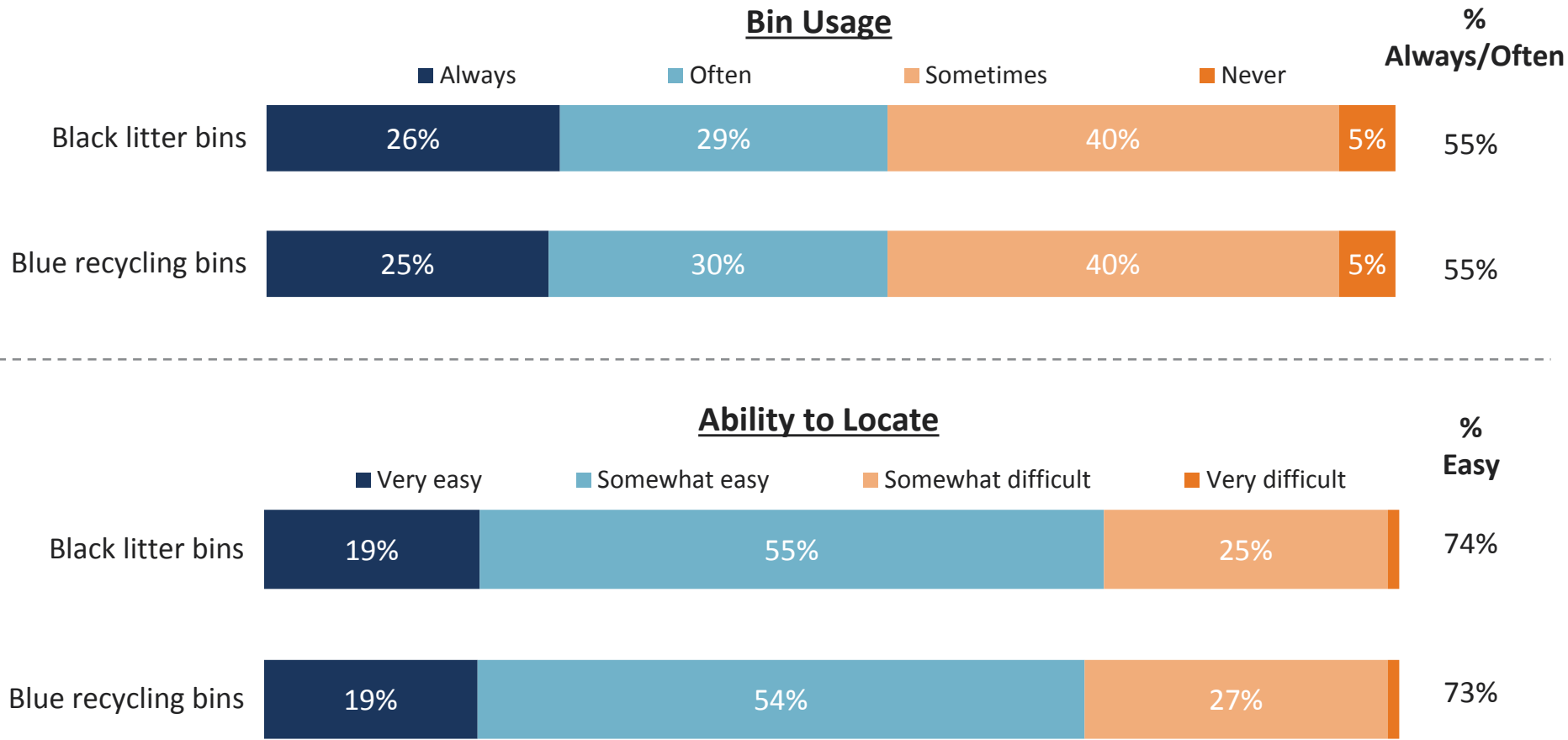


	Total	Gender		Age						Region			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Etobicoke & York	North York	Toronto & East York	Scarborough
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base: Visited Park in P12M	(n=920)	(n=434)	(n=486)	(n=106)	(n=187)	(n=173)	(n=170)	(n=135)	(n=149)	(n=177)	(n=210)	(n=327)	(n=206)
More than enough	5%	6%	5%	8% _F	7% _F	7% _F	2%	6%	3%	11% _{JKL}	4%	4%	4%
Enough	57%	63% _B	53%	58%	59%	54%	61%	53%	60%	56%	60%	60%	52%
Not enough	37%	31%	42% _A	34%	33%	39%	38%	41%	38%	33%	36%	36%	44% _I

QE2. Would you say that there are more than enough, enough, or not enough black litter bins and blue recycling bins in Toronto parks?
Base: Visited Park in P12M n=920

CITY PARK BLACK LITTER AND BLUE RECYCLING BIN USAGE AND EASE OF USE

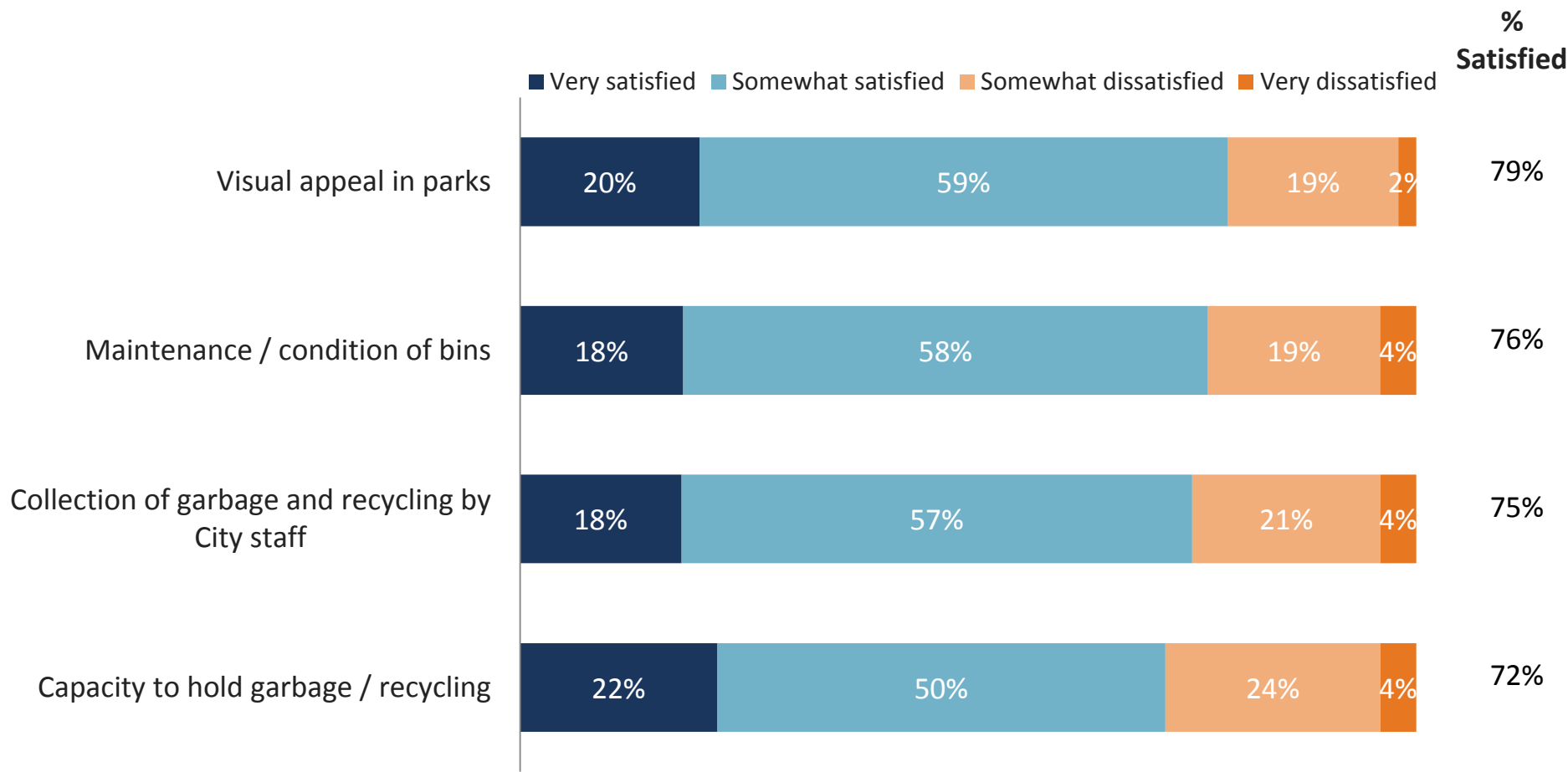
Half of Torontonians use either the blue recycle bins or black litter bins ‘always’ or ‘often’ when visiting Toronto parks, only 5% say they never use these bins. Three quarters of those who use litter and recycling bins in City parks feel that they are at least somewhat easy to find when needed. About a quarter feel it is somewhat difficult to find the appropriate bins.



QE3. When visiting Toronto parks, how often do you use...? Base: Visited Park In P12M n=920
QE4. When at a Toronto park, how easy or difficult is it for you to find the appropriate bin when you need one? Base: Used Black Litter Bins At Parks n=874; Used Blue Recycle Bins At Parks n=876
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GARBAGE AND RECYCLING BINS ATTRIBUTES

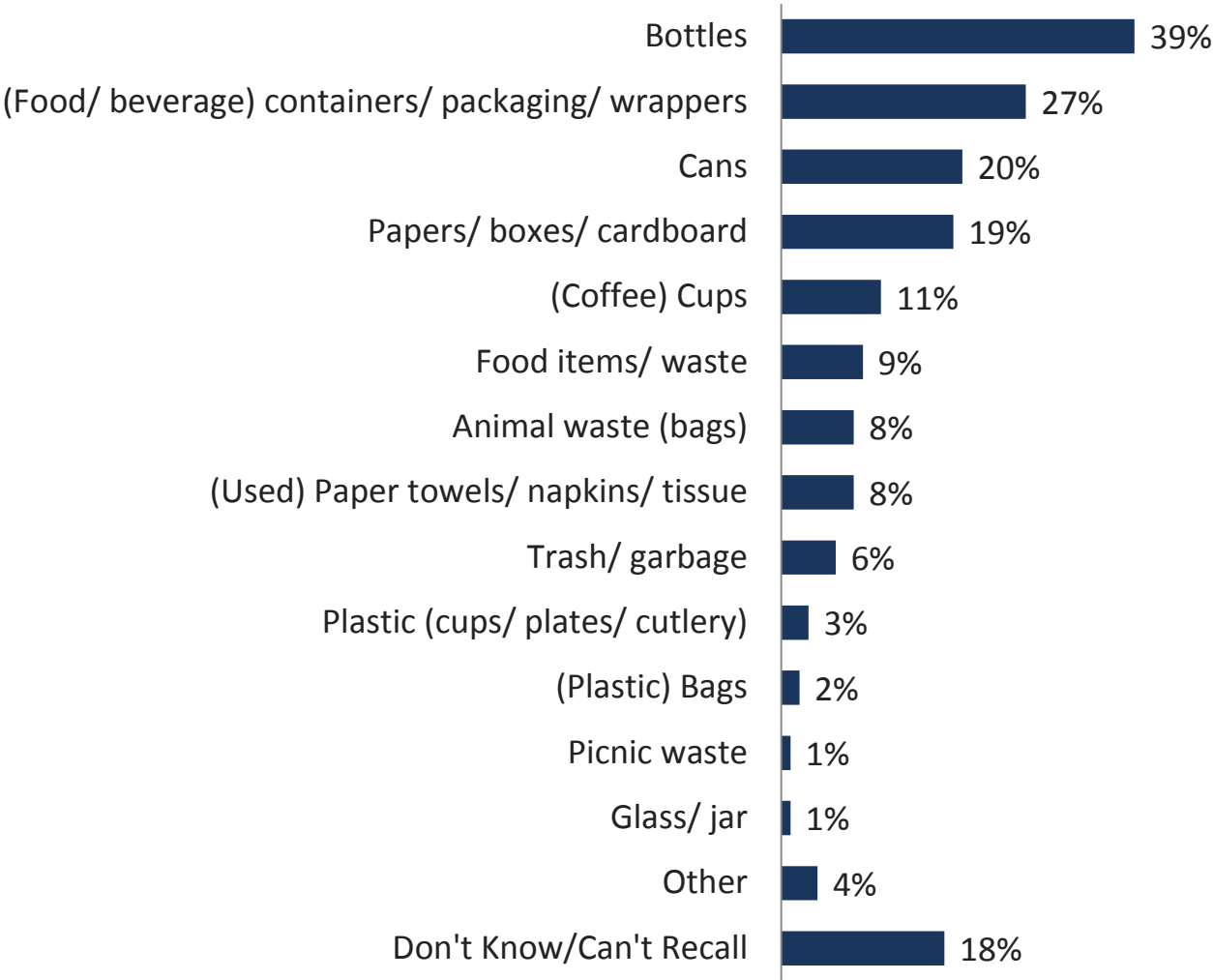
Overall, Torontonians who have visited a park in the past 12 months are satisfied with the waste and recycle bins in parks. Eight in ten are at least somewhat satisfied with the visual appeal of the bins and three-quarters of park visitors are happy with the maintenance/condition of the bins as well as collection of garbage/recycling by City staff.



E5. How satisfied or dissatisfied are you with the following aspects of black garbage bins and blue recycling bins that are located in Toronto parks?
Base: Visited Park In P12M n=920

ITEMS DISPOSED OF OR RECYCLED IN TORONTO PARKS

Bottles, food or beverage containers/packaging, cans, and paper/cardboard are the most common items Torontonians dispose of or recycle while visiting a city park.



QE6. What are the types of items that you typically dispose of or recycle in these bins that are located in Toronto parks?
Base: Use Black Litter Bins Or Blue Recycle Bins At Parks n=899

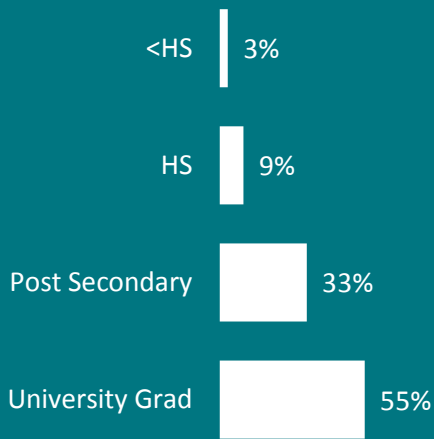
DEMOGRAPHICS



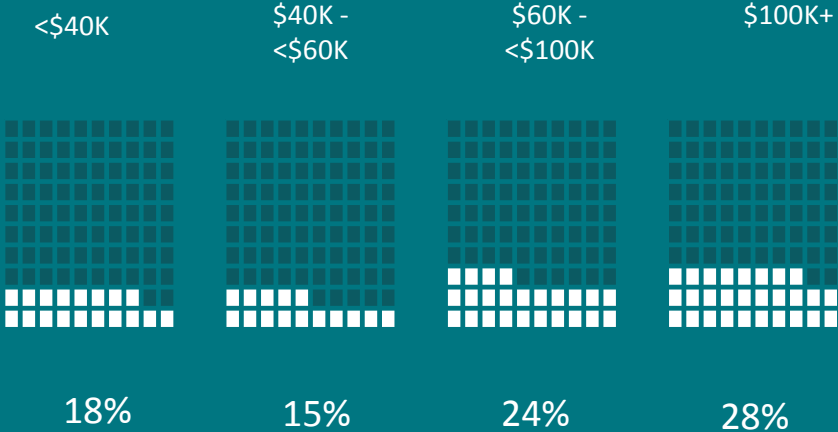
LITTER ONLY

DEMOGRAPHICS

Education

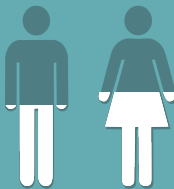


Income

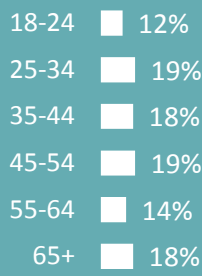


Gender

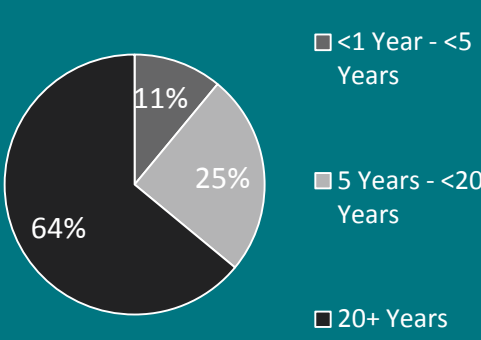
47% 53%



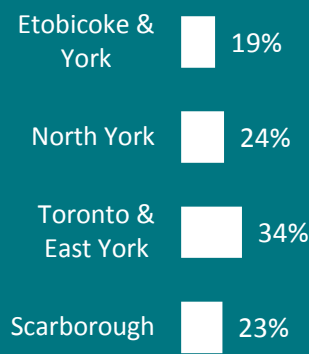
Age



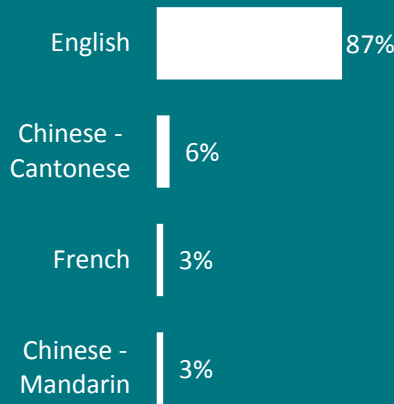
Tenure in Toronto



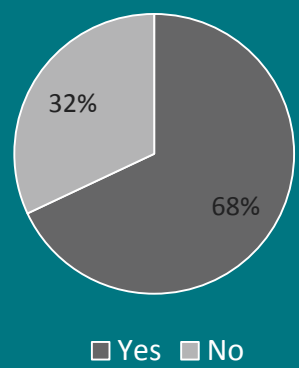
Region



Ethnicity

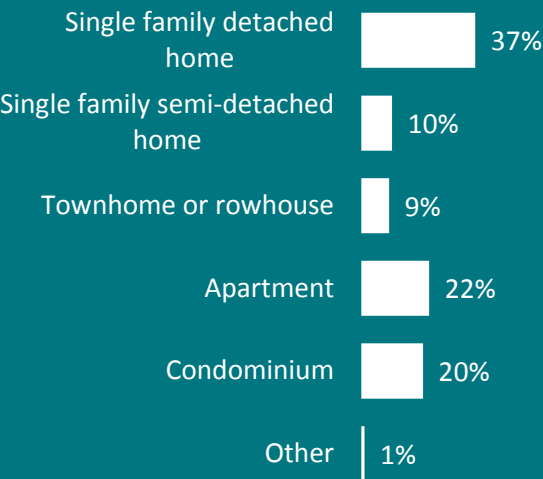


Born in Canada

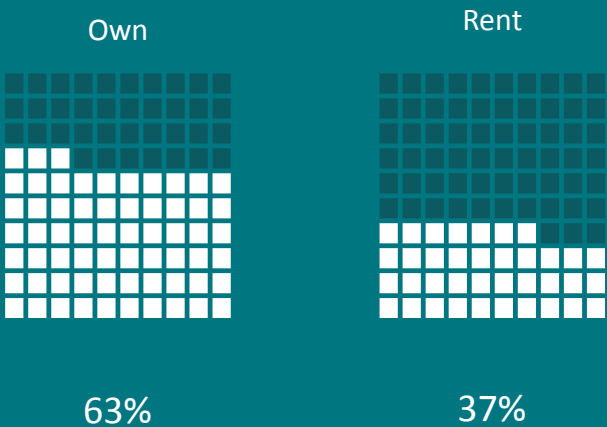


DEMOGRAPHICS

Type of Home



Home Ownership



Household Number

1	26%
2 - 3	53%
4 - 5	18%
6+	3%

Number of Children

0	78%
1	13%
2	6%
3	2%