



Effectiveness & Efficiency (E&E) Fund
Project #105, Enhancing Blue Box Recovery
Phase 2 – Implementation Promotion & Education (P&E) Campaign

LONDON TRACKING STUDY

PRE & POST CAMPAIGN RESULTS



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EXECUTIVE OVERVIEW

Introduction:

This Overview summarizes the results of field--testing the “Recycling Works” promotion and education campaign which consisted of two television messages and three complementary newspaper ads. The campaign was developed under (E&E) Effectiveness and Efficiency Fund Project # 105, Enhancing Blue Box recovery.

The following Overview is based on two phases of telephone interviews conducted in City of London at two different points. The PRE E&E “Recycling Works” campaign measurement took place in late October 2006 and the POST E&E “Recycling Works” campaign measurement campaign occurred in January 2007. This quantitative research established evaluation benchmarks, providing data on awareness, attitudes and reported behaviour in London both before and after exposure to the “Recycling Works” campaign. This report describes both the results of the “Recycling Works” campaign field test and the insights into London recycling, etc.

In both cases a random sample of 600 London residents were selected for interviews using a structured questionnaire.

The sample was designed to reflect the actual representation of multi-family (MF) buildings and single and semi-detached houses – 30% and 70% respectively, available in the housing market. However, the sample was skewed towards female heads of households (80% of the total), given that the primary target for the E&E “Recycling Works” campaign was female heads of household.

Key Learning Points

- The three major local issues of most concern were landfill/recycling (equal weight for each), healthcare funding and tax increases. Small shifts were noted from one period to the next. However, large shifts occurred for ‘environmental issues’ – 6% in Oct. 2006 leapt to 15% in Feb. 2007. Second tier issues included: road conditions, education funding, and crime/drugs.
- Overall, almost all London residents (95%) claim that they are recycling household waste, however at least one in ten MF residents is not engaged in this activity. This contrasts sharply with curbside recyclers - only 1% did not recycle.
- Most (nine in ten) curbside recyclers place an average of 1.8 bins out at the curbside for each collection. MF building recyclers have a more varied schedule with half of residents recycling daily or several times a week and the remainder recycling weekly or less often.

- In most households the actual task of recycling has become one of the chores that are handled by one or two people. Only 30% of respondents indicated that “everyone/all members of the household” recycle. Further, in households with two or more members only 49% of respondents indicated that their partner or spouse recycles. Hence, women are the main recyclers and in the majority of households handle the task alone.
- MF recycling was seen to be “very convenient” by six in ten respondents and another 29% found it was “somewhat convenient”. Men were twice as likely to find that recycling was “somewhat convenient” while almost two thirds of women found it “very convenient”. The single major barrier was “bins are too far from apartment” followed by “too messy/smelly”. However, at other points in the interview there are indications that many MF residents do not find recycling very easy at all. In fact “lack of convenience” was cited as a major recycling barrier at a later point in the interviews. Lack of easy access to recycling bins was also frequently mentioned in focus groups conducted among residents in six Ontario locations, including London. (Stewardship Ontario's E&E Fund Project #199)
- The core items that have been part of London's recycling program since its inception dominate the list of recycled materials, listed in order of mention: cans/tin cans, cardboard boxes, glass jars/bottles, and newspapers. The other materials that were mentioned in this array include plastic food containers and paper products (egg cartons, toilet paper rolls, etc.). Materials that received much lower mention included boxboard, mail/junk mail, magazines, aluminum foil and plastic cleaning and laundry containers. Curbside recyclers appear to have more familiarity with a wider array of items, although this does not apply to the core items.
- Four out of five London residents claimed that they collected recyclables from both the kitchen and other areas of their home. The incidence of this behaviour was higher for curbside recyclers than for those who lived in MF buildings.
- Recycling generates positive, ‘likes’ and negative ‘dislikes’ comments, with the former being much more prevalent. It is noteworthy that the specific comments vary depending on the type of recycling program available to respondents. To illustrate, curbside recyclers appreciate recycling both for its environmental benefits and its ability to reduce the amount of materials that are land filled. They also heap praise on its convenience and ease. Whereas, MF building residents focus their positive remarks on the recycling program itself because of its availability and its ability to get people recycling.

- Only half of London residents, regardless of the type of program available to them, have criticisms of recycling. Curbside recyclers were bothered mainly by the limited list of recyclables, and to a much lesser extent by the collection service, the blue box itself (i.e. lack of capacity) and the overall program negatives. Multi-families are most likely to be annoyed by the inconveniently located bins and to a lesser extent by bin contamination and capacity issues - “recycling bins always full of garbage”.
- Almost all London residents understand why recycling was introduced. In their estimation the program has a threefold purpose – divert materials from landfill, benefit the environment and reduce garbage volumes.
- London’s recycling program effectiveness rating for reducing the amount of waste that goes to landfill is 6.8 out of 10. Curbside and MF building recyclers ratings are remarkably consistent. However, the ratings increase when they are expanded to include specific program elements

AVERAGE RATING	Benchmark (Pre) Average	Tracking (Post) Average
Convenient to use	8.1	8.3
The ease of recycling using blue boxes/ apartment recycling bins	7.9	8.1
The collection of workers provide a consistently efficient service	7.8	8.0
Sufficient info about how to participate in a recycling program	7.1	7.2
Overall evaluation of your municipality's recycling program	7.0	7.2
The clarity of the messages that are used to encourage people to recycle	6.8	7.2
Feedback about the accomplishments of the recycling program	4.6	5.2

- The much admired recycling program could be improved by a variety of means. Curbside recyclers were particularly eager to increase the range of materials collected and smaller numbers urged providing more public education and adding the organic stream. MF building recyclers focused on the need for more bins and enhancements of their recycling area, increasing the availability of onsite education materials and making recycling mandatory.
- Most program participants believe that their recyclables are being recycled or more explicitly remanufactured into new products/packages. However, in Feb. 2007 MF building residents were more likely to opt for the latter fate rather than simply saying that they are being recycled. This means that the “Recycling Works” campaign is educating London residents that their materials are being reused.
- There was majority support from both curbside and MF building recyclers for five measures aimed at increasing recycling. They are, listed in order of support: more education, provide more program feedback, make recycling compulsory, charge MF buildings for operating inefficient recycling programs and introduce bag limits for curbside. However, two measures were strongly rejected: spot checks of garbage bags with fines for land filling recyclables and pay-per-bag.
- Recycling Barriers: At least half of London residents indicate that they are not recycling personal mail due to fears of identity theft and one in four recyclers indicate that they are sometimes confused because of frequent program changes. Time pressures get in the way of one in four MF building resident’s recycling efforts (14% for curbside recyclers) and one in ten say that their efforts to recycle are impeded by household members who are opposed to it.
- Curbside Recycling Barriers: At least one third of households admit to having insufficient recycling capacity and one in ten stop recycling when they run out of space. And, one in ten London residents claims that they have reduced recycling activity because they saw collectors throw sorted materials all together in the truck.
- MF Recyclers Barriers – Several factors inhibit recycling in ‘vertical communities’ led by lack of convenience (62%), in-unit storage limitations (37%), evidence that other building residents are not recycling (35%), “bins are always full” (35%), distance to the bins (19%) and negligent management (30%).

- Recycling Incentives: Feedback encouraged at least eight in ten to recycle more – this influence increased between 2006 and 2007. Guilt stimulates recycling action among two thirds of London residents; households with children and renters are particularly susceptible to it. The guilt quotient increased among MF building residents from 2006 to 2007. Also, at least half of residents draw a positive link between recycling and litter reduction – it increased substantially between 2006 and 2007.

Recycling Advertising Awareness & Impact

- Unaided Awareness – one in four (25%) London residents saw or heard some message(s) about recycling during both survey periods. The essential difference, however, were the ads that were noted during the PRE campaign survey pertained to recycling and items that could be recycled – these messages were found in a number of channels including newspaper, television, radio and recycling calendars. In 2007, the POST campaign recall revealed that television was the key medium with specific, detailed recall of the two pilot recycling messages. Also, the LCBO message launching the deposit-return program for liquor and wine bottles vied for the public's attention in equal measure with the recycling feedback messages.
- Aided Recall – Just over four in ten (41% on an unaided and aided basis) London residents claimed that they had indeed seen the pilot television messages “about new products made from things that are recycled.” Penetration was widespread and equally prevalent among both curbside and MF building residents. However, it was even higher among male viewers, residents in large households and those who had a recycling calendar on hand.
- Content of Aided Recall – The pilot message, ‘Porch’ featuring the active female recycler and her ‘inactive’ husband garnered much more recall than the one that focused on the lone female recycler outfitting her new apartment (‘How to Furnish your Apartment’) out of miraculously transformed recyclables.
- Newspaper Message Impact – Over one in ten (13%) claimed they saw at least one of the print messages that featured a fleecy top made out of pop/water bottles, a watering can made from a laundry agent jug or an egg carton made from recycled newspapers. The first example had the highest registration.

- Three in ten London residents who were aware of the pilot message(s) indicated that their recycling behaviour has been positively affected. In addition to “recycling more” the campaign had considerable, advantageous impact on focusing attention on recycling, per se (see report for a complete list). Many viewers were moved to take a variety of related steps to reduce waste.
- The incidence of having recently received a recycling calendar with a list of what can be recycled varied dramatically between curbside and MF building recyclers – 85% versus 30%. The same disparity was noted for retention of this vital piece of information – 97% of curbside recyclers still had it on hand contrasted to 62% of MF building recyclers. However, the retention rate for the MF building recyclers grew between the PRE and POST survey periods – 51% to 62%.
- The recycling calendar received high marks for its usefulness and accessible layout. Also, half of respondents who retained it noted that they were “surprised to see all the things that can be recycled”.
- Over two thirds of recyclers expressed interest in receiving more of the following educational content: a complete list of all the things that can be recycled (76%), what happens to recycled items (72%) and recycling tips (64%).
- A variety of communication channels appealed to London’s diverse population. They were, listed in order of appeal: direct mail/door hangers (73%), television (72%), newspapers/local community newspapers (63%), radio (63%) and email newsletter/London’s recycling website (53%). It is noteworthy that results were relatively similar for both curbside and MF building recyclers except for local community newspapers which had more appeal amongst the former segment.

CONCLUSIONS

London Recycling Programs & Populations Served

- London Waste operates two types of recycling programs that serve two different residential segments. Young adults, people under 30 years, students and retired people are more likely to be living in MF buildings and as residents of London age they tend to move into traditional, curbside/ single and semi detached housing. Childless couples and people living alone also are the norm in compact housing, while families gravitate to houses with larger square footage.
- House dwellers tend to be seen as more stable due to ownership and long term commitment to their community. MF building living suits people who are more transient or not willing or able to own their home. However, despite these differences the average length of time that they had lived in the community was not dramatically different – 12.5 years for MF residents and 15.3 years for house dwellers.
- Housing type and the population groups that are more likely to reside in two different kinds of homes (single family houses versus apartments or condominiums) signals different recycling dynamics and responses. Older, retired people, lone dwellers and students generally consume less than families and households with more occupants.
- House dwellers benefit from easy curbside recycling while MF building residents must contend with unwieldy and poorly promoted building recycling programs.
- Communication with the two types of recyclers is at a different stage. Home dwellers are better informed with current information, with the vast majority having a recycling calendar and list of recyclables on hand. In contrast only one in five (19%) MF building residents have this information.
- The London recycling population consists mainly of adults – only one third of households have children under 18 years. Within this however there is much diversity in terms of stage of life and household dynamics.
- Residents in ‘vertical’ communities (MF buildings) and ‘horizontal’ (curbside/single and semi-detached housing) communities differ in how they relate to their local community. Recycling, landfill/garbage disposal and tax increases are of much greater concern to those who live in

traditional, single housing. These three issues have more direct impact on property owners, while most MF building residents tend to be renters and hence are less connected to these basic realities. Other evidence that illustrates this point is MF residents support for introducing garbage collection charges for buildings with inefficient recycling programs.

- People's perceptions about recycling shifted between Oct 2006 and Feb 2007. After the campaign there was less focus on saving landfill capacity and more likelihood of linking recycling with its positive environmental impacts.
- It is clear that people who reside in MF buildings have a different view of recycling than those who live in dwellings with access to curbside recycling. The former segment is much less likely to link recycling with the environment. Possibly, this is due to lower direct interaction with the natural environment (no gardening or snow shoveling) and less experience with recycling.
- The "Recycling Works" promotion campaign helped expand awareness of the impact of recycling. People who saw the television and or newspaper recycling feedback messages were more likely to say that recyclables are "remanufactured into new products/packages" than those who cannot recall having seen the campaign. 'Closing the loop' benefits are the ultimate goal of recycling.
- Comparatively, curbside recyclers have more confidence that they are recycling for a purpose; most have the belief that they are contributing to a closed loop system. Whereas, a bigger minority, one in five MF residents either think that recyclables are being land filled or have no idea what is happening to these materials. They are not as connected to the program as are curbsiders. The latter group has an active link with collectors who play a role in monitoring blue box materials and teaching participants what can and cannot be recycled. Recyclers whose sole responsibility is to place items in the correct 95 gal. carts have no 'hands on' feedback or sense of accomplishment.
- MF residents focus their positive comments on the recycling program, further evidence that they are less connected to recycling issues. One third (36%) say what they like most about it is that it is "easy/convenient to recycle." While, the broad environmental impacts of recycling were mentioned by many more curbside recyclers. To illustrate, only one in ten mentioned that recycling is good for the environment (19% for curbside) and fewer (6%) note that it reduces garbage/saves landfill/diverts waste (27% for curbside).

- At several points in the interview respondents urged that City of London increase the list of recyclables, which is evidence of lack of awareness of the very wide range of materials that are already accepted in the recycling program. This was even more pronounced in 2007.
- One of the essential tools for recyclers is an up-to-date list of what can and cannot be recycled. At least eight in ten curbside recyclers have this tool contrasted with less than two in ten (18%) MF recyclers.

Recycling Campaign Impact

- One in four London residents claimed that they had recently seen or heard messages about recycling for both survey periods (October 2006 and February 2007). Curbside and MF residents were equally likely to be aware of these messages.
- The key difference that is noted between the two periods is the media source and the message. In the POST campaign (February), most residents claim that they saw television ads about recycling – prior to the television campaign recycling messages were cited in newspaper, followed by television.
- In 2007 unaided message recall was dominated by two different themes – the “Recycling Works” - commercial ‘Porch’ (and to a lesser extent, ‘How to furnish your apartment’) and the LCBO launch of the deposit return program. A total of 41% of London residents recalled the “Recycling Works” messages on an unaided and aided basis.
- Feedback – At least eight in ten (82%) of London residents in Feb 2007 say that they are encouraged to recycle by news that the materials are being re-used. This positive link with the outcome increased from Oct. 2006 when it was at the 76% level. People who strongly agreed with this statement are more likely than others to have seen the TV campaign.

Comparing ‘Horizontal’ and ‘Vertical’ Communities

The charts that follows examines ‘horizontal’ communities (single and semi detached homes with curbside recycling) and ‘vertical’ communities (apartment and condominium building cart recycling systems). It is based on an extensive in-depth 2006 study conducted in seven Ontario cities, including London - Multi-Residential Recycling System Improvements through Focus Groups and

Interviews – E&E Project Fund #199.

The charts are based on learning from this 23 focus group study and secondary source research.

- The first chart examines similarities and differences between these two types of communities in terms of interactions between sectors and property ownership issues.
- The second chart examines curbside and multi-family/communal in terms of recycling. It lays out the distinct differences between the two, illustrating the relationship the two types of recyclers have with their program and the degree of control and responsibility that each enjoys.

COMMUNITY FACTORS	HORIZONTAL	VERTICAL
Built-form	Horizontal homes with individually owned outdoor space, street address	Vertical homes – no/little outdoor space, unit address – no direct street access
Community – people flow	Public streets & sidewalks	Privately owned corridors – no public space
Community Design	Housing with green space, community centres, retailers, services	Building designed to maximize marketable (living, parking) space – no/low shared space (exercise facilities, common rooms, roof-top gardens – focus is inwards & separate from surrounding area
Ownership	Private, individual home owners	Rental & joint ownership (condominiums)
Property Maintenance	Home owner	Building manager – residents live maintenance-free
Healthy, safe community	“Eyes on the street”	Internal security cameras – type of gated community with no public access
Decision-making Control	Property owner	Building management & condominium board
Community Organizing	Community, ratepayer association, special interest grass-roots, informal groups	None in apartment buildings Condominium board – may or may not be proactive
Relationship with local govt.	Direct reliance for services – waste, water, energy Pay property taxes	Delivered to building/complex & managed by complex No property tax bill
Communication between City & householder	Bills, notices	None/few
Community communication	Door by door distribution, posters, local newspapers Informal – “over the garden fence”, word of mouth, community events	Notices posted in elevators & bulletin board Maybe periodic internal newsletter No “bldg. community” events
Identification with Surrounding Community	May be strong – people proudly live in “Cabbagetown”	New buildings – possible low connection with surrounding community – limited avenues for interacting with neighbours
Relationship with Neighbours	Minimally aware of who lives next door May cooperate on joint project – share pride of place	Likely do not know neighbours (who lives on your floor) No opportunity to do something to improve home/unit/building

WASTE MGT. PROGRAM	HORIZONTAL	VERTICAL
Waste program design control	City/municipality provides direction & bins	Building developer & owners – many not trained
Recycling & Diversion	Recycling, yard waste, bulky goods, HHW	Design-in garbage chutes & “add-on” recycling Recycling only
Waste Pick-up	At curbside, public for all to see	Hidden from public view – bulk carts & bins
Collection	House by house inspection – evidence of amount of waste & recyclables bag limits & charges – neighbours monitor street performance	Building by building – anonymous/bulk loads, no individual household identity/no responsibility - no volume limits
Role in Collection	Must place garbage & recyclables at curbside – retrieve empty bins & cans	None – 24/7 disposal
Collector Feedback & Education	Leave behind non-recyclables & may leave “education” notices	None direct to resident – bulk loads may hide contaminants
Recycling Tools	City provides blue boxes (mainly free) & annual recycling list, support promotion High penetration of bins & lists Learn from neighbours	Distribution controlled by building mgt./supers Low penetration of bins/bags & lists Expect City to provide bags/bins & education campaign
Household Storage Space	Large – big footprint Internal options (basement, laundry room, garage) & external space (porch, yard)	Compact – small footprint, Limited storage, few closets or built-in units
Kitchen Design & Space	Getting larger – open concept design popular	Galley kitchen – no excess cupboards or open floor space
Economic Consequences	Vary per location - fines for extra bags, pay per throw, purchase of kraft bags, property tax bill (may be itemized)	None for most - only available to condo owners – no/low awareness of cost - may not a Board priority
Degree of Involvement in Recycling	Medium to high requirement depending on bag limits, social pressure, etc.	Low involvement
Performance Feedback	See number of bags & bins – may have limits – neighbours monitor ‘eyes on the street’	None – take cues from bulk cart volume & content

Recommendations

1. City of London's Environmental Programs & Customer Relations Division is advised to incorporate the findings of this report into their strategic communications implementation strategy that uses a combination of "fundamental" elements (e.g., Waste Reduction & Conservation Calendar) and "opportunistic" elements (e.g., partnership programs such as the London Cares Curbside Food Drive) in the delivery of recycling awareness and behaviour change initiatives. Details learned in this current study will further assist with identifying key target audiences, message content, advantageous timing and effective media. Measuring behaviour changes should be considered as much as possible and whenever expenditures can be supported.
2. On-going, regular contact with recyclers is critical, using a variety of communication channels and different kinds of messages designed to drive efficient source separation (i.e. explicit examples of what can and cannot be recycled, recycling tips, etc.) and to motivate diversion (recycling gains, London's diversion goals, positive impacts on landfill reduction, etc.).
3. Behaviour modification involves learning and modification of old trash disposal habits. This process takes place gradually over time, hence the advice that in addition to major message content i.e. the list of recyclables, easy to absorb high focused messages i.e. 'don't forget to recycle aluminum foil', also are necessary.
4. The task of recycling requires continually learning as London expands the list of acceptable materials and new forms of composite material packaging are emerging. Hence, the necessity of providing recyclers with focused material-specific messages and repetition.
5. London's recycling program received relatively good ratings on a number of factors with one exception – feedback about the accomplishments of the recycling program. Messages should be developed to address this gap.
6. MF recycling lags behind for a variety of reasons. Concerted efforts are needed, in tandem with building superintendents and property managers, to ensure that educational materials reach apartment and condominium householders. In order to recycle efficiently and with awareness of the long list of acceptable recyclables, an up to date, compact, eye-catching list is essential.
7. MF building recycling facilities require special attention to ensure that there is adequate capacity and that the condition of the recycling area is clean, well lit and has current signage.
8. As recyclers expand the array of materials they recycle storage capacity becomes an issue. Solutions need to be developed to address this problem for the one third of curbside recyclers who regularly run out of space. In tandem, London should consider reducing the current four bag limit to two or three bags per collection. This could help focus recyclers on finding permanent solutions to their shortage of blue box space.

9. In order to reach London's diverse population a variety of different channels are recommended. While the majority indicated that television, door hangers/direct mail, newspapers and radio are all effective ways to reach them most of these mediums are particularly appealing to different segments. For instance, door hangers are more likely to be favoured by MF residents, women, and retired persons who, on the other hand, are less inclined to read newspapers and other options. And, well educated people, householders with children and men are particularly keen on email newsletters for recycling related updates. Television, on the other hand, is the most popular of all mediums and is best able to reach across all population groups.
10. City of London's website should be expanded to include a section for MF building residents, which can act as a back-up and complement future direct mail and local media recycling campaigns.
11. Fine paper recycling is being adversely affected by concerns about identity theft. Solutions need to be developed to address this leak, including coordinating paper shredding in MR buildings and promoting the purchase and use of shredders among curbside recyclers.
12. The "Recycling Works" television campaign achieved considerable penetration (41% aided and unaided) in a short period of time. The recycling feedback television messages deserve more exposure, supported by the newspaper companion ads.

Background & Aims

Stewardship Ontario's E&E Fund Project #105 supported the development of television and companion print messages and a website designed to provide Ontario recyclers with feedback about the positive impacts of their behaviour. The first step of this initiative was to field-test the campaign in City of London. Prior to the pilot campaign a benchmark telephone study was conducted to establish baseline data on recycling behaviour and perceptions and message awareness and impact. Then the campaign took place - 4 weeks October 15 to November 15, 2006 and three weeks during the last 3 weeks of January 2007. The second, the POST wave of interviewing took place in February 2007 following termination of the pilot campaign.

The two phases of telephone study were conducted among two random samples of London heads of household, skewed to female household heads given the major role they play in recycling. In addition, the samples were designed to accurately reflect the penetration of MR apartments/condominiums and single/semi detached houses.

The study goals were as follows:

1. To establish benchmark data prior to the launch of the TV/print campaign against which the campaign can be assessed.
2. To measure the effectiveness of the "Recycling Works" promotion campaign materials.

3. To expand and update the city's information concerning recycling knowledge and behaviour in both single and multi-family households.
4. To provide guidelines for improving diversion rates in London residential recycling programs – curbside and MF buildings.

Also, these results will inform the potential rollout of the "Recycling Works" campaign in other regions of Ontario, notably the Greater Toronto Area.

Study Method

Two phases of telephone interviews were conducted using two structured questionnaires. The Benchmark (PRE) campaign survey questionnaire formed the basis of the Tracking (POST) campaign survey with the addition of questions pertaining to the E&E "Recycling Works" campaign messages. See Appendices for questionnaire.

The interviewing was conducted online using computer assisted technology. Interviewers worked from a central location and were trained and supervised ensuring for quality, consistent interviewing throughout both study phases. The data from the completed interviews was then tabulated and processed. Many cross-tabulations were prepared in order to maximize study learning. The following report is based on thorough analysis of the PRE and POST campaign computer tables.

Sample Size & Profile

A total of 600 interviews were conducted in October 2006 (PRE wave) and 605 interviews were conducted for the POST wave in February 2007. The margin of error is +/- 4%, at the 95% confidence level (19 times out of 20).

The sample was designed to represent curbside and multi-family population groups proportionate to their representation in London. Also, the sample was designed to over represent women (80%) given that they were the primary target for the E&E campaign.

Sample highlights:

- Apartment/condominium dwellers tended to be overrepresented in the under 30 segment and seniors categories and underrepresented in the 40 to 50 year group.
- Curbside/house residents were more likely to have attended university than apt/condo dwellers.

- Retired people and students were more likely to live in apt/condos than in houses. In contrast, professionals were mainly residing in houses.
- The average number of household occupants was higher in houses than in apt/condos – 2.8 versus 1.9
- On average 1.8 adults lived in apt/condos compared to 2.1 for houses.
- Two thirds of London households do not have children under the age of 18 years.
- Families are much more likely to live in houses (40% incidence contrasted with only 20% in apt/condos).
- One third of London residents are renters. Ownership is concentrated in single or detached houses – 87% are owner occupied, whereas 80% of apt/condo residents are renting.
- London is home to long and shorter term residents – only 10% were born there. On average people have lived there 14.4 years. Home owners tend to have lived longer in the community than apt/condo residents.
- Over 90% of the sample indicates that English is the main language spoken at home.

Sample Profile – PRE and POST Surveys

Demographic Variable:	Pre Apartment %	Pre House %	Pre Total %	Post Apartment %	Post House %	Post Total %
Gender						
Female	87	78	81	88	75	79
Male	13	22	19	12	25	21
Age of respondent	Pre Apartment %	Pre House %	Pre Total %	Post Apartment %	Post House %	Post Total %
Under 21	3	4	4	1	2	7
21-30	19	11	13	21	10	13
31-40	12	15	14	10	16	14
41-50	12	22	19	18	23	21
51-60	17	18	18	19	23	22
61-70	13	15	15	13	19	17
Over 70	15	13	15	14	7	10
Refused	10	3	5	4	1	2
Average age	48.5	49.3	49.1	49	50	49
Highest level of education	Pre Apartment %	Pre House %	Pre Total %	Post Apartment %	Post House %	Post Total %
Public school	2	2	2	-	2	1
Some High School	7	7	6	8	5	6
Graduated high school	26	27	25	20	20	20
Community College	23	23	22	32	29	30
University	36	37	34	34	43	40
Refused	7	5	12	7	1	3
Occupation	Pre Apartment %	Pre House %	Pre Total %	Post Apartment %	Post House %	Post Total %
Professional	18	26	24	30	33	32
Manager/ Business Owner	6	8	8	5	10	8
Sales/ Clerical	11	8	9	8	9	8
Skilled Trades	5	6	6	5	10	9
Unskilled	1	1	1	2	1	1
Homemaker	4	8	7	6	7	7
Retired	30	31	31	27	21	23
Student	8	7	7	10	3	6
Unemployed	4	1	2	2	4	3
Refused	13	5	7	6	3	4

Number of people in Household	Pre Apartment %	Pre House %	Pre Total %	Post Apartment %	Post House %	Post Total %
1	36	9	17	36	13	20
2	38	35	36	35	40	38
3	8	18	15	16	16	16
4	7	22	17	6	22	17
5 or more	2	14	10	3	9	7
Refused	9	3	5	5	1	3
Average	1.9	3.0	2.7	2.0	2.8	2.6
Number of Adults In Household	Pre Apartment %	Pre House %	Pre Total %	Post Apartment %	Post House %	Post Total %
1	40	12	21	40	16	23
2	43	59	54	41	62	56
3	5	13	11	11	13	12
4 or more	3	13	10	3	7	6
Refused	9	3	5	5	2	3
Average	1.7	2.3	2.1	1.8	2.1	2.0
Number of children in Household	Pre Apartment %	Pre House %	Pre Total %	Post Apartment %	Post House %	Post Total %
None	76	60	66	76	62	67
1	12	14	12	11	15	13
2	5	17	14	5	16	13
3	2	4	1	2	3	3
4 or more	0	1	1	1	2	1
Refused	6	4	5	6	2	4
Average	0.2	0.7	0.6	0.3	0.6	0.5
Own or Rent	Pre Apartment %	Pre House %	Pre Total %	Post Apartment %	Post House %	Post Total %
Own	29	84	67	24	87	67
Rent	62	11	27	72	12	30
Refused	9	5	6	5	1	2

Length of time lived in community	Pre Apartment %	Pre House %	Pre Total %	Post Apartment %	Post House %	Post Total %
Less than 1 year	2	3	2	4	3	3
1-4 years	33	16	21	30	17	20
5-9 years	14	14	15	15	16	16
10 or more years	37	53	47	40	56	52
All of my life	6	11	11	6	8	7
Refused	8	3	4	6	1	2
Average Years	12.1	17.0	15.6	12.5	15.3	14.5
Main language spoken in household	Pre Apartment %	Pre House %	Pre Total %	Post Apartment %	Post House %	Post Total %
English	92	94	89	95	95	95
Other	4	4	3	3	4	4
Refused	5	3	8	2	1	1
Language preferred for info brochures	Pre Apartment %	Pre House %	Pre Total %	Post Apartment %	Post House %	Post Total %
English	95	97	92	96	99	98
Other	-	-	-	2	1	1
Refused	5	3	8	2	1	1

Notice to Reader

In some instances, results for the two interviewing periods were very similar or virtually identical. Differences between the PRE and POST phases of interviewing are noted when they are statistically significant.

Due to statistical rounding up or down, columns may total 99 or 101.

SUMMARY OF FINDINGS

IMPORTANT LOCAL ISSUES

- Landfill/garbage disposal (16%) and recycling (13%) was the leading issue in Oct. 2006 (NET 25%) followed by taxes/tax increases (19%).
- Slight shifts were noted Feb 2007 – now three issues were selected as most important - landfill/garbage disposal and recycling (20%), taxes/tax increases (19%) and healthcare/health funding (19%).
- Curbside recyclers are more concerned about garbage and recycling issues than residents of MF buildings.
- Environmental issues took a big leap from one survey period to another, from 6% in Oct. 2006 to 15% in Feb 2007.
- Toronto garbage/shipping to London landfill was mentioned by 6% Oct. 2006 and 4% Feb. 2007.
- Second tier issues: road conditions, education, crime/drugs, homelessness/housing shortage.
- At least one in five indicate that there are no important local issues.

Table 1 - Important local issues

ISSUE	Pre Total %	Post Total%
(NET) Landfill/ recycling	25	20
Taxes/ tax increases	19	19
Healthcare/ health funding	16	19
Other	23	19
Road conditions	12	15
Environmental issues	6	15
Education/ school funding	12	12
Don't know	15	12
Crime/ drugs	11	11
Landfill/ garbage disposal	16	11
Recycling/ waste disposal	13	11
None	8	8
Homelessness/ housing shortage	6	7
Poverty/ child poverty	3	5
Hospitals/bed shortage	2	4
Development/ over-development	6	4

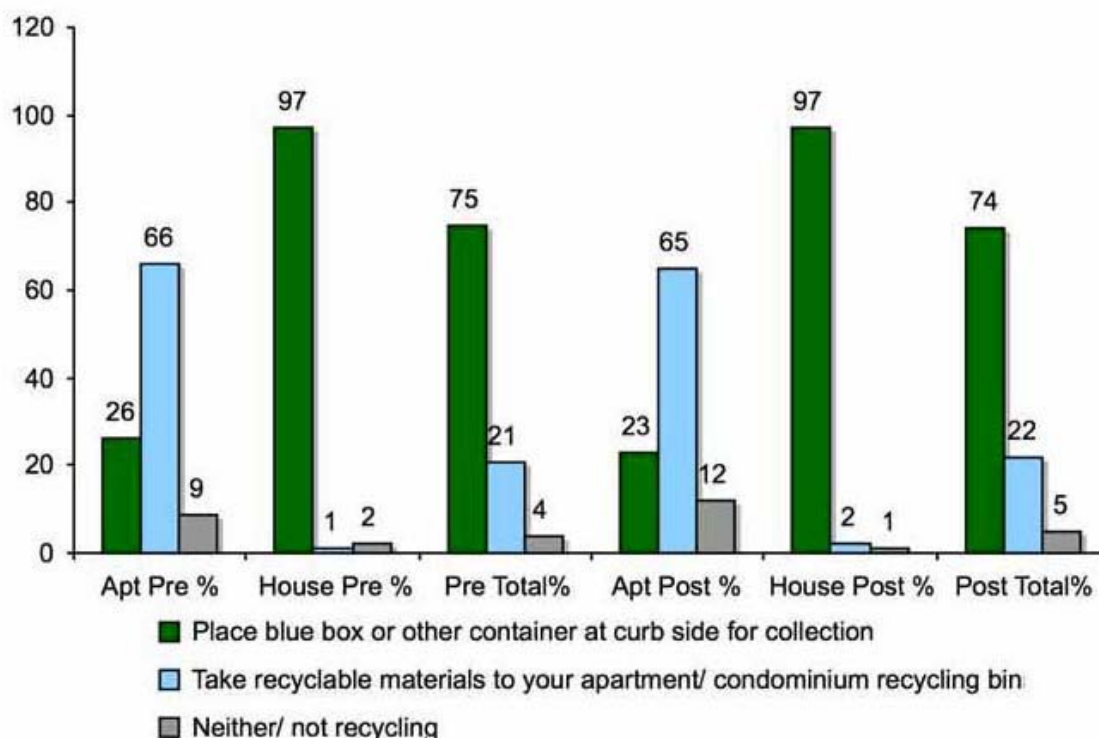
TYPE OF RECYCLING

Respondents were asked which recycling system applied to their household: placing blue boxes at the curb or using apartment building recycling bins. Prior to that respondents had described their residence – single/semi-detached house, townhouse/row house, apartment in house, apartment/condo in building 5 or more stories or apartment/condo in building less than 5 stories.

As the chart below indicates about one in four apartment residents claim that they are recycling using blue boxes, rather than placing their materials in building recycling carts. The remainder, two thirds of multi-family (MF) residents did indeed recycle using the standard, 95 gal. carts provided by their building.

Overall, about one in twenty (4% in Oct. 2006 and 5% in Feb. 2007) admitted that they did not recycle. Non-participation is much higher for MF residents (12% in 2007) contrasted against 1% for curbside collection.

Chart 2 - Type of Recycling Available



PARTICIPATE IN RECYCLING?

- 95% out of 100 London householders indicate that they take part in the recycling program.
- Curbside recyclers are more likely to recycle than those in multi-family contexts (97% versus 89%)
- Owners are more likely to recycle than renters (99% versus 86%).
- Results between Pre (Oct 2006) and Post (Feb 2007) are very similar – no statistically significant shifts in participation are evident.

Table 3 - Participation in Recycling

ISSUE	Apt Pre %	House Pre %	Pre Total %	Apt Post %	House Post %	Post Total %
Yes, Participate	89	98	95	87	99	95
Total do not recycle/ participate	11	3	5	13	1	5
No do not participate	2	1	1	1	-	-
Do not recycle	9	2	4	12	1	5

REASONS FOR NOT RECYCLING

- Overall, a small number, 5% of London residents, admit that they do not recycle.
- Most non-recyclers live in multi-family buildings – PRE interviews found 3% of curbsiders do not recycle versus 11% of those living in MF contexts.
- The main reason for not recycling is “no recycling bins close to home” – mainly claimed by people living in multi-residential buildings.
- A small number of other London residents admitted that they did not recycle because “It’s too much effort/trouble” – most live in multi-residential buildings.
- Four householders with access to the curbside program blamed a lack of blue boxes for not recycling.

Table 4 - Reasons for not Recycling

ISSUE	Pre Total %	Post Total%
No recycling bins close to home	48	52
Do not have a blue box	13	14
Don't know	-	10
Too much trouble/ too much effort	16	7
Illness/ too old to recycle	-	6
Don't understand how	-	3
No reason	-	3
Other	-	3

FREQUENCY OF PLACING RECYCLABLES AT CURB FOR COLLECTION – CURBSIDE RECYCLING

- Most curbside (92%) recycling households maximize their use of the service, putting materials out every collection. Larger families are particularly dependent on high frequency collection
- The remaining minority stockpile, usually putting out their blue boxes every other collection date. This makes sense to some extent given that these households tend to have only one or two occupants.
- There is a direct correlation between people who want more recycling tips and regular list updates and the likelihood of recycling every chance they can (every collection).

Table 5

Curb Side Recycling

Table 5 - Frequency of Placing Recyclables at Curb for Collection

	Pre Total %	Post Total %
Every week/ every collection	88	92
Every other collection	10	7
Once a month	1	1

NUMBER OF BLUE BOXES PLACED AT CURB

- On average London curbside recyclers place 1.8 boxes out for each collection.
- The majority (57%) own two or more blue boxes – 42% have only one box to store their materials.

Differences noted between households with one and two or more blue boxes:

- One blue box households tend to have no children/adult-only, retired/students, renters.
- Households with at least two boxes tend to have children, are better educated, belong to professional/managerial occupational categories and own their homes.
- Aside from demographic differences, people with plenty of recycling capacity (own two or more blue boxes) also are less likely than those with limited capacity to say that they are surprised by the wide range of items that can be recycled.
- Owners of only one blue box tend to be more likely to have seen the television recycling messages.
- Owners of two or more blue boxes are particularly interested in receiving electronic messages about recycling.

Table 6 - Number of Blue Boxes usually put out at curb

ISSUE	Apartment Pre %	House Pre %	Pre Total %	Apartment Post %	House Post %	Post Total %
One	66	45	47	63	40	42
Two	23	44	42	30	42	41
Three or more	9	12	12	2	17	15
Don't Know	2	-	-	5	1	2
Average	1.5	1.7	1.7	1.4	1.8	1.8

FREQUENCY OF RECYCLING USING RECYCLING BINS - MF RECYCLERS

Residents who recycle using their building's recycling facilities participate with varying frequencies. As the table below indicates:

- About half of residents recycle quite frequently, more than once a week, while the other half stockpile materials for less frequent trips to their recycling bins.
- Recycling frequency appears to be adversely affected by the season; lower frequency is noted during the winter months where half of MF residents recycle either weekly or less often (up from 39% in fall 2006)

Frequency of Recycling	Oct. 2006 %	Feb. 2007 %
At least once a day/daily	27	20
Several times a week	33	32
Once a week	35	39
Once in a while/not often	4	10

PARTICIPATION – CURBSIDE & MF BUILDING PROGRAMS (Q.5 & 8)

In most households the actual task of recycling has become one of the chores that is handled by one or two people. As indicated below only 30% of respondents indicated that “everyone/all members of the household” recycle. Further, where there are households with two or more members only 49% of respondents indicated that their partner or spouse recycles. It must be remembered that the sample was designed to focus on women (80% of the total). Another interesting point, is that the likelihood of sharing this task with a partner or spouse is much higher among curbside recyclers compared to people living in apartments or condominiums – 53% versus 33%.

In focus groups conducted in London and elsewhere in Ontario, mothers frequently note that their children are not necessarily engaged in recycling. The likelihood of them placing a pop can or other item in the recycling bin seems to decline as they move into adolescence. Again, this study confirms that there is a poor performance record for children.

Table 14 - Recycling Participation-Other Household Members

ISSUE	Apt Pre %	House Pre %	Pre Total %	Apt Post %	House Post %	Post Total %
Partner/ Spous	30	48	43	22	46	39
Everyone/ all members of Household	19	27	25	25	32	30
Child/ children under 18 years	1	16	12	4	9	7
Other member of household	2	4	4	7	1	3
Child/ children over 18 years	4	9	8	1	4	3
Don't Know	46	16	24	44	18	25

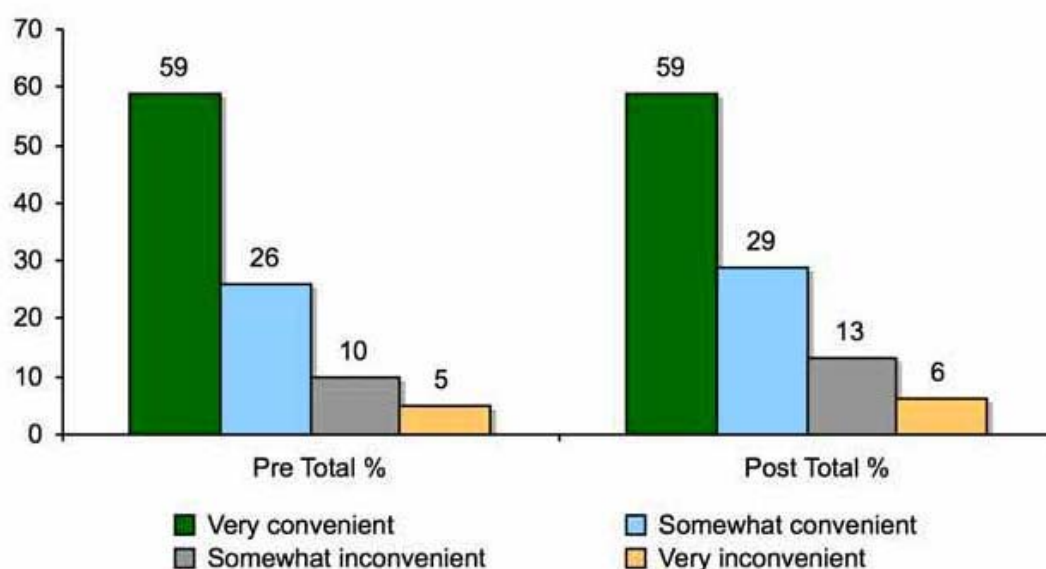
APARTMENT/CONDO RECYCLING CONVENIENCE

- Most (89%) multi-residential program recyclers indicate that their building's recycling bins are either very convenient (59%) or somewhat convenient (29%) to use.
- Only one in ten (11%) report that their recycling bins are somewhat (5%) or very inconvenient (5%) to use.
- Men are more critical of the convenience factor than are women – 63% of women say there are 'very convenient' contrasted with 25% of men. On the other hand, 58% of men say it is 'somewhat convenient' compared to 27% of women.
- Other segments that tend to be more likely to say that the recycling bins are 'somewhat

convenient’, as opposed to being ‘very convenient’ have a greater interest in receiving more recycling tips and feedback about the program outcomes.

- The single biggest fault of the recycling program according to the minority who do not find it convenient is – “bins too far from the apartment”.

Chart 8 - Convenience of recycling in apartment/condo



RECYCLING BARRIERS – APARTMENT/CONDOMINIUMS

What are the barriers to recycling in multi-unit buildings? A slight majority (55%) were stumped by this question (20% said there were no problems worth mentioning and another 36% did not know).

- The two most common hurdles were: distance between their unit and the building’s recycling bins and the state of the bins (“too messy/smelly”).
- Other minor problems were: lack of awareness of what can and cannot be recycled, laziness, storage limitations and insufficient blue cart capacity (“bins are full/not enough bins”).

Table 9 - Barriers for Not Recycling

ISSUE	Pre Total %	Post Total %
Bins too far from apartment	8	12
Not convenient/too messy/smelly	14	8
Don't know what to recycle/need more info	14	5
Lazy/could not be bothered	5	5
Not all items are recyclable	5	2
Bins are full/ not enough bins	4	-
No Problems	-	20
Other	10	-
Don't Know/no answer	43	37

ITEMS NOT RECYCLED

Multi-unit residents who indicated that they had encountered recycling barriers were asked to identify particular items that might not be set aside for recycling. A wide variety of recyclables were identified by the four following categories (in order of significance):

- juice/pop containers
- cans of all types
- paper products
- food leftovers.

Table 10 - Items not Recycled

ISSUE	Pre Total %	Post Total %
Juice/ pop containers	13	10
Cans in general	4	10
Paper products	10	8
Wet scraps/ food leftovers/compost type materials	18	8
Batteries	3	-
Fish in tins/ smelly	2	-
Not stated	2	10
Other	21	40
Don't know	28	15

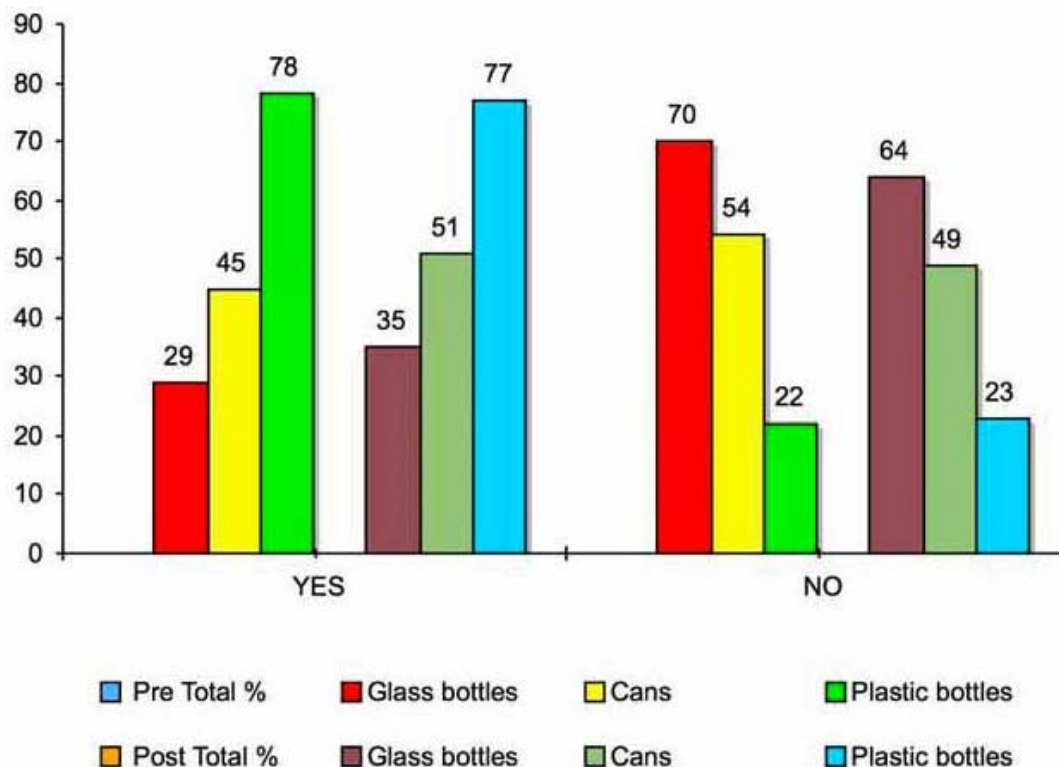
DRINK CONTAINER PURCHASING – MF BUILDING RESIDENTS

The regular purchase incidences of glass, can and plastic beverage containers was examined.

- Plastic bottles are the most popular form of drink packaging - at least three in four multi-unit residents pointed to plastic as the type they regularly buy.
- Cans are purchased by about half of the respondents. They were more prevalent in households with children and among men. Women are much less inclined to purchase beverages that come in cans.

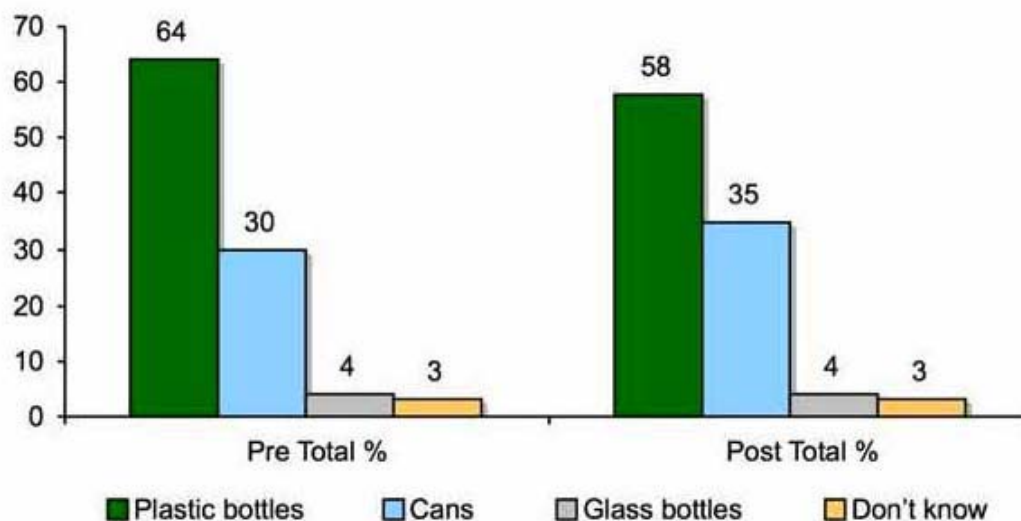
- Glass bottles ranked the lowest of the three (35%) and are most likely to be found in adult-only households.

Chart 11 - Drink Container Purchasing



Comparatively, plastic was selected as the “beverage container purchased most often” – almost six in ten noted this. Only 35% of the sample chose cans and 4% opted for glass. Different preferences were noted however, with professionals/managers more likely to opt for plastic bottles while retired persons preferred cans.

Chart 12 - Type of Drink Container Purchased Most Often



ITEMS RECYCLED

Recyclers listed the items that they and other household members put in their blue boxes or building recycling bins.

At least 50% recycle cans/tin cans, newspapers and corrugated cardboard - cans lead the way at 73%.

Plastic food and household cleaner/grooming containers continue to be recycled at a lower than desirable rate, even though there is an apparent increase in recycling the food containers in February 2007.

Fibre recycling appears to be low – recyclers are much less likely to recycle mail/junk mail and magazines than newspapers. Nonetheless performance in this category is disappointing.

Most London recyclers are not diverting these items: aerosol containers, laundry product containers (plastic), Tetrapaks and aluminum foil.

The table below shows the rates of recycling key categories and the changes from Oct. 2006 to Feb. 2007.

Item Recycled	Oct. 2006	Feb. 2007
Cans, tins, soup & pet food	73	73
Cardboard boxes	46	54 ↑
Glass jars	51	45
Newspapers	52	41 ↓
Plastic food containers/tubs	27	40 ↑
Paper products	29	37 ↑
Bottles, wine, pop	37	35
Plastic baking trays	13	24 ↑
Boxes, cereal, cracker	22	17 ↑
Mail, junk mail	20	16
Magazines	14	11
Aluminum/foil plates	10	7 ↓
Household plastic containers	16	5 ↓

- The overall frequency of recycling specific items fluctuates somewhat from period to period, as follows: recycling of cans, liquor bottles, junk mail and magazines appears to be stable. In February 2007, more people mentioned that they are recycling cardboard boxes, plastic food containers, paper products, plastic bakery trays and boxboard. On the negative side, newspapers, aluminum foil and household plastic containers were less likely to be recycled in the winter period.
- In Oct. 2007 curbside recyclers outperformed MF recyclers – they were more likely to be recycling cans, glass jars/bottles, corrugated boxes, household plastic containers, magazines and plastic bakery/fruit trays.
- MF performance changed favourably in Feb 2007 with some MF residents seeming to have expanded the range of items they are recycling. Gains are noted for cardboard boxes, paper products, plastic containers and plastic bakery trays. But also losses were noted – MF residents were less likely to say they recycled newspapers and household plastic containers.

Table 13 - Specific Items put into Blue Boxes for Recycling

ISSUE	Apt Pre %	House Pre %	Pre Total %	Apt Post %	House Post %	Post Total %
Cans, tins, i.e. soup cans, pet food	67	75	73	72	73	73
Cardboard boxes, corrugated boxes	40	48	46	50	55	54
Glass jars, bottles, i.e. pickles	46	53	51	44	46	45
Newspapers	46	53	51	40	41	41
Plastic containers & tubs: cottage cheese, yogurt, sour cream, margarine	30	26	27	45	37	39
Paper products: egg cartons, paper towels, toilet paper rolls, wrapping paper	28	29	29	39	36	37
Bottles- wine, liquor, pop & juice	35	38	37	33	36	35
Plastic baking trays and fruit trays	9	15	13	17	26	24
Boxes i.e. cereal, tissue, cracker, cookie and detergent boxes	22	22	22	15	18	17
Mail, junk mail, flyers, computer paper, letters, etc.	17	21	20	13	17	16

PROGRAM FEEDBACK

Like Most about Recycling

■ Curbside Recyclers

This open-ended question generated both abstract and program-specific accolades. Views are broadly held with little evidence of gender or socio-economic differences.

Most London residents have a positive opinion of recycling – only 7% did not have anything to say in favour of recycling. Recycling has become perceived as a program that directly benefits the community and one that should engage everyone.

Recycling is now synonymous with three things in equal measure:

1. Environmental Good – saving resources, reducing pollution (air, soil, water), counteracting consumption and disposal patterns. People residing in houses are twice as likely to link recycling with the environment than are MF residents – 21% versus 11%.
2. Waste reduction/decreasing need for landfill – reduces pressure and consequences of disposal. Preserves land for other uses.
3. Blue Box recycling – the ease, frequency of easy-to-access service and the inclusive nature of the program.

Table 16 - Like Most about It

ISSUE	Total Pre %	Post House %	Total Post %
Good for the environment	9	21	19
Saves landfill/ less garbage	23	19	18
Easy/ convenient to recycle	18	15	16
Diverts waste	10	9	9
Conserves recyclables	9	5	6
Gets everyone recycling	10	5	5
Like the curb side pick up	-	6	5
Like the weekly pick ups	3	4	4
Can recycle almost anything	2	3	3
Plastic/ blue bags	1	1	2
Improving/ expanding recycling program	2	1	1
None/ nothing	7	7	7
Don't know	7	5	5

■ MF Recyclers

MF residents focus their positive comments on the recycling program. One third (36%) say what they like most about it is that it is “easy/convenient to recycle.” The broad environmental impacts of recycling, which had considerable registration with curbside recyclers, had much lower impact with MF. To illustrate only one in ten mentioned that recycling is good for the environment (19% for curbside) and fewer (6%) note that it reduces garbage/saves landfill/diverts waste (27% for curbside).

A small number of MF residents also applauded the program because of its inclusiveness – “gets everyone recycling”.

One in five either have nothing positive to say or don’t know.

Table 19 - Like Most about It

ISSUE	Pre Total %	Post Total %
Easy/ convenient to recycle	45	36
Good for the environment	13	10
Gets everyone recycling	10	6
Saves landfill/ less garbage	5	6
Like the weekly pick up	2	3
Diverts waste	5	2
Conserves recyclables	2	1
Other	4	7
Nothing/ none	10	13
Don't know	6	6

Dislike Recycling because....

■ Curbside Recyclers

About half (48%) of London residents are unable to find fault with their recycling program – there is nothing they dislike about it. This content segment tends to be populated by those who give London's program high marks for effectiveness in reducing waste that goes to landfill, live in small (one or two members) adult-only households and are surprised at the comprehensiveness of the list of recyclables.

On the critical side – the single biggest complaint by far is that the list of recyclables should be expanded. One in four (25%) curbside recyclers expressed this criticism. This impression has impact by driving down their estimation of London’s recycling program – tending to assign a score of 6 or less (on a 10 point scale where 10 is the highest and 1 is the lowest).

The scattered complaints have coalesced around three issues:

1. Collection service – 10% complained about it – “they don’t’ put the boxes back properly/neatly”, “bad service/don’t come on time/too early/too late”, “leave a mess on the sidewalk/street”, and “they don’t pick everything up”.
2. Blue boxes – 8% had something to say – “not enough room in the boxes”, “not enough blue boxes”, “don’t like cleaning containers/dirty/smelly”, “blue boxes are too expensive” and “need bigger boxes”.
3. Recycling – 5% - “too much work/effort”, “recycling not really working” and “recycling program keeps changing” and “don’t know what to recycle”.

Curbside Recyclers Dislikes	Pre House %	Post House %
Should expand list of recyclables	25	26
Not enough room in boxes	3	3
Bad services/ don't come on time/ too late/ too early	3	3
They don't put the boxes back properly/ neatly	1	3
They don't pick up everything	2	2
Not enough blue boxes/ bins	1	2
Should have more frequent pickups	3	2
Too much work/ effort	5	2
Leaves mess on street/ sidewalk	3	2
Recycling not really working	1	2
Recycling program keeps changing	1	1
Need bigger boxes	1	1
Don't like cleaning containers/ dirty/ smelly	1	1
Don't know what to recycle/ need more info	1	1
Blue boxes are too expensive	-	1
Other	2	4
Don't Know	5	4
None	44	44

■ MF Recyclers

Half of MF residents had no criticisms of their recycling program.

The single biggest complaint was that the “recycling bins are not conveniently located”. Better educated residents were particularly annoyed by this factor. At some distance, the next issue dealt with contamination – “recycling bins always full of garbage”. Other minor complaints included:

- call for expanding the list of recyclables (4%)

- insufficient bin capacity, “need bigger boxes”
- lack of educational materials, including recycling lists and lack of bin signage

Table 20A - Dislike Most about It

ISSUE	Pre Total %	Post Total %
Recycling bins not conveniently located	13	13
Recycling bins full of garbage	4	8
Should expand list of recyclables	6	4
Need bigger boxes	1	4
No info about what to recycle	2	2
Don't know what to recycle/ need more info	1	2
Too much work/ effort	6	2
Should have more frequent pick ups	1	2
Not enough signs in recycling bins	1	1
Bad service/ not on time/too late/ too early	1	-
Recycling not really working	1	-
Don't like cleaning containers/ dirty & smelly	3	-
Leaves a mess on street/ sidewalk	1	-

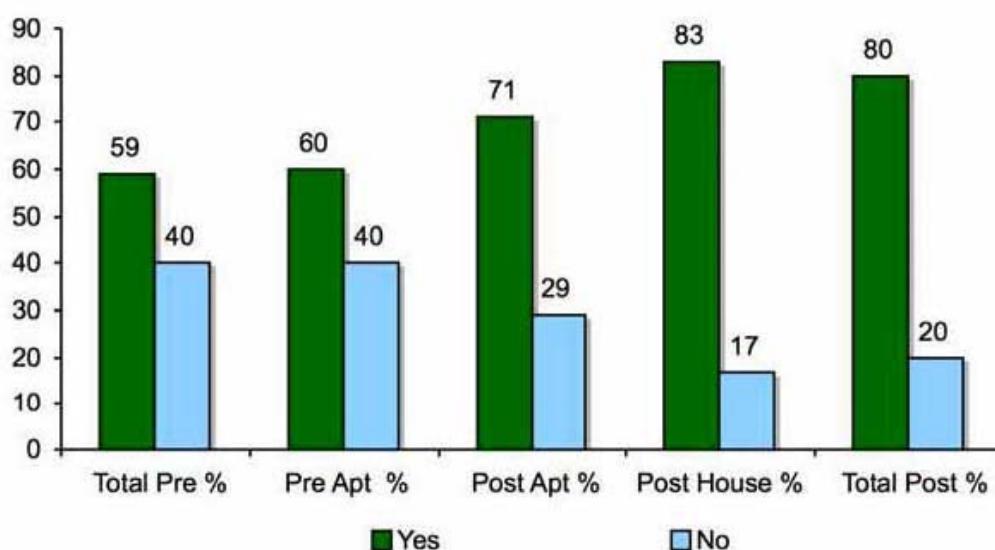
Incidence of Collecting Recyclables Beyond the Kitchen

Recyclers were asked if they collect recyclables from rooms in their home other than their kitchen. In this PRE "Recycling Works" campaign only MF recyclers were asked this question. As the chart below indicates six in ten claimed that their recycling efforts included other rooms beyond the

kitchen.

In the POST wave both MF and curbside recyclers were asked this question. In this more recent instance, stretching recycling efforts beyond the kitchen was normative for 80% of all London recyclers. However, curbside recyclers were more diligent in this regard than were MF recyclers – 83% versus 71%. Nonetheless, there is a notable increase for MF between the two interviewing periods meaning that more of them are trying to capture more of their recyclables.

Chart 17 - Incidence of collecting recyclables from rooms other than the kitchen



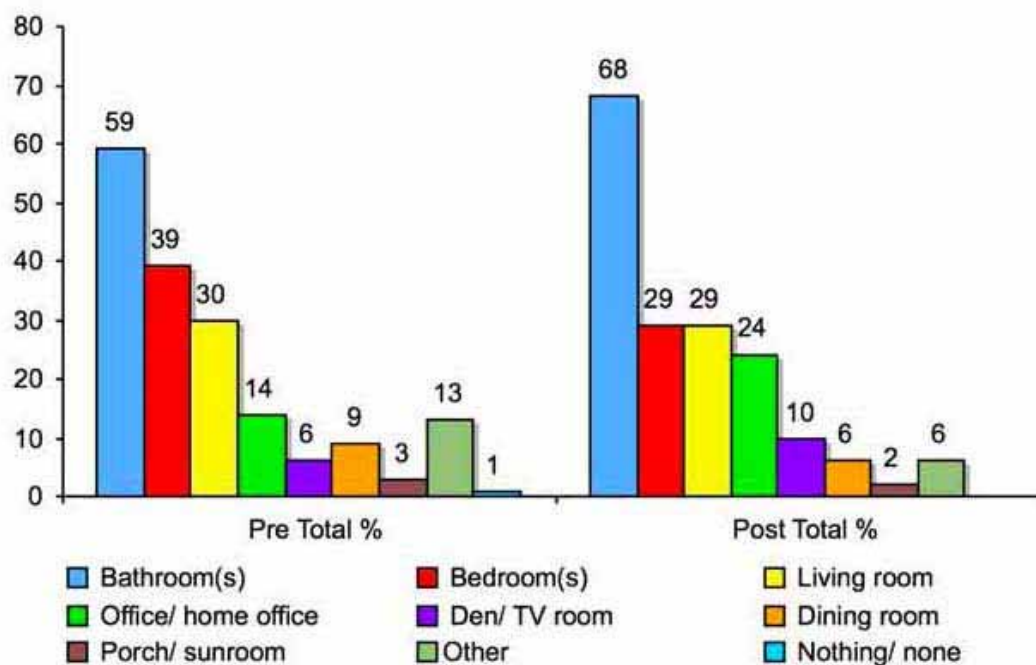
Room-by-room Recycling

Aside from the kitchen which is the heart of most households recycling centre, the bathroom/bathrooms are the second most important room for this activity. Overall in Feb 2007 two thirds (68%) reported taking recyclables out of the bathroom. MF recyclers increased their recycling items from this room between the PRE and POST waves (59% to 73%).

Recyclers, MF and curbside, are equally likely to be separating recyclables from the bedroom/bedrooms and from the living room, however only three in ten do it. Home offices/offices are more prevalent in houses but diversion from this area is low with only 24% making the effort.

Other low recycling areas include: laundry room (10%), den/tv room (10%), basement (8%), and dining room (6%).

Chart 18 - Incidence of recyclables being collected from other rooms



Purpose of Blue Box program – Curbside & MF Recyclers

London residents concur that recycling has three primary impacts:

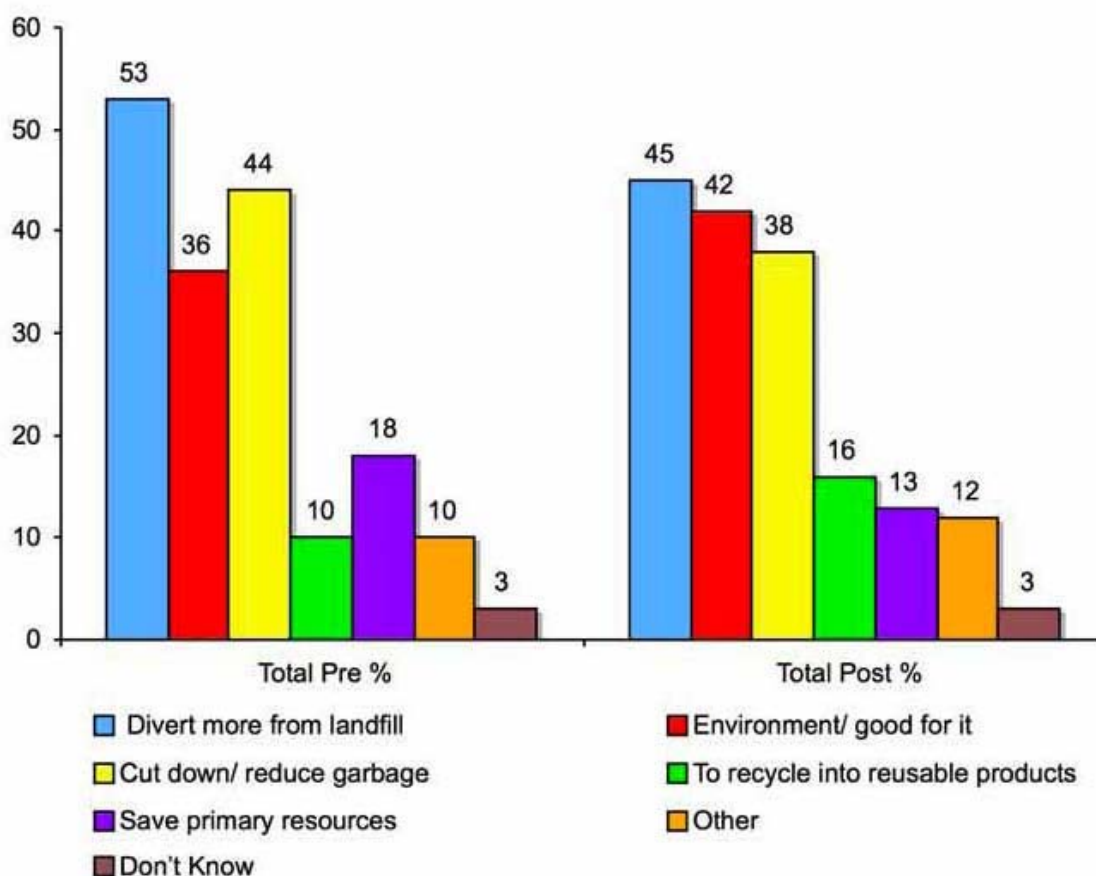
1. Diverts materials from landfill (29%). This attribute was more important to homeowners than MF residents. Men were also more likely to point out this factor than were women. It should be noted that reference to saving landfill capacity decreased from 38% in October 2006 indicating the shifting focus that has occurred between the Pre and Post studies.
2. Environment/good for it was mentioned by one in four (27%) in early 2007, a notable increase from the earlier study when only 17% made this connection.
3. Cut down/reduce garbage (26%)

A surprising 9% of curbside recyclers mentioned that recycling “makes money for the City”, a benefit which had very low registration with MF residents (3% mentioned it). It is noteworthy in regard to financial issues, that 86% of curbside recyclers own their homes while only 12% of MF residents are owners, and hence property tax payers.

Other benefits, such as “save primary resources” and “to recycle into reusable products” received minor mention.

It is noteworthy that the raison d’etre of recycling is very well known – only 3% of the London population was unable to answer this question.

Chart 21 - Purpose of Blue Box program



Rating London’s Recycling Program

■ Effectiveness

Respondents were asked to rate the effectiveness of London’s recycling program in reducing the amount of garbage that goes to landfill. A scale of 1 to 10 applied, 10 was the highest score and 1 was the lowest score.

- Despite the essential differences between curbside and MF recycling programs, there was a remarkable similarity in the scores these two different segments assigned to it – 6.7 and 6.8, respectively.
- Effectiveness ratings were relatively similar from one period (October 2006) to the next (February 2007) – 6.6 versus 6.8.
- People with university education were assigned lower ratings than those who had less education – 6.4 versus 6.9.
- In Feb 2007, more MF residents were likely to participate in the rating, whereas 22% in Oct. 2006 did not respond to this question. The ability to assign a score is a measure of familiarity with the program; hence it would suggest that awareness of recycling is increasing in this sector of the population.

Table 47 - Rating London's Blue Box Program

AVERAGE RATING (1-10)	Pre Total %	Post Total %
Convenient to use	8.1	8.3
The ease of recycling using blue boxes/ apartment recycling bins	7.9	8.1
The collection workers provide a consistently efficient service	7.8	8.0
Sufficient info about how to participate in a recycling program	7.1	7.2
Overall evaluation of your municipality's recycling program	7.0	7.2
The clarity of the message that are used to encourage people to recycle	6.8	7.2
Feedback about the accomplishments of the recycling program	4.6	5.2
Effectiveness in reducing the amount of garbage that goes to landfill	6.3	6.9

Rating Specific Program Elements

London's recycling program received higher ratings on individual program elements, with one exception – feedback. It scored very well on convenience and ease of use. Collectors also received positive ratings from the majority. They were also relatively pleased with the amount and clarity of 'how- to' information they received from the City.

Curbside recyclers were more positive than their MF counterparts in terms of: convenience, ease of use, and clarity of recycling messages.

Rating of specific aspects of municipality's recycling program

AVERAGE RATING (1-10)	Pre Apt %	Pre House %	Post Apt %	Post House%
The collection workers provide a consistently efficient service	7.8	7.8	7.8	8.0
Convenient to use	7.5	8.3	7.9	8.4
The ease of recycling using blue boxes/ apartment recycling bins	7.5	8.1	7.7	8.2
Sufficient info about how to participate in a recycling program	6.2	7.5	6.6	7.5
Overall evaluation of your municipality's recycling program	6.4	7.2	7.1	7.3
The clarity of the message that are used to encourage people to recycle	6.3	7.0	6.8	7.3
Feedback about the accomplishments of the recycling program	4.1	4.9	5.3	5.2
Effectiveness in reducing the amount of garbage that goes to landfill	6.6	6.6	6.8	6.7

Improving Curbside Recycling

Given the opportunity, two thirds of London curbside recyclers offered suggestions for improving their program which focused on the following factors:

- “Increase the number of materials accepted/expand the list of recyclables” – 28%. Men were particularly keen on this point as were those who had not seen any TV messages about recycling. The perceived need to expand the range of recyclables doubled from one interviewing period (7%) to the other (14%).
- “More information/education needed to increase recycling efforts/promote/advertise recycling” – 12%.
- “Add green box for organics/composting. Allow compostable materials.” – 11%. Curbside recyclers were much more likely to mention this program addition than were those living in MF buildings.
- Collection matters - “Better collection/more efficient collection” – 7%. “More frequent collections”- 4%.
- Blue boxes – “Give out more blue boxes” – 4%
- Reduce/eliminate ‘free’ bags – 2%

Table 23 - Improving curb side recycling

ISSUE	Pre Total %	Post Total %
Increase the number of materials selected/expand list of recyclables	26	28
More info/ education needed to increase recycling effort/promote/advertise recycling	13	12
Add green box for organics/ composting/allow compostable materials	11	11
Better collection/ more efficient collection	8	7
More frequent collections	6	4
Give out more Blue Boxes	5	4
Limit number of garbage bags allowed	2	2
Bigger recycling box	2	1
Pay-per-bag program	1	1
Other	4	5
Don't know	5	4

Improving MF Recycling

Given the opportunity, half of MF residents suggested ways that they would like to have their recycling program improved:

- Bin Issues – “more recycling bins” (15%), “have bins closer to building/inside the building” (5%), “cleaner, neater bins” (3%), “better lighting of bins” (1%)

- Education/Lists/Posters – “need lists of recyclables” (8%), “education/more information” (5%), “signs, better signs on bins” (3%), “posters on recycling in lobby” (2%)
- Mandatory Recycling – “force/make people recycle” (8%)
- Expand Program – “increase list of recyclables” (4%)

Table 26 - Suggestions to improve recycling program

ISSUE	Pre Total %	Post Total %
More recycling bins	14	15
Force/ make people recycle	4	8
Need list of recyclables	2	8
Have bins closer to building	14	5
Education/ More info	6	5
More info/ education needed to increase recycling effort	3	5
Add green box for organics/ composting	3	-
Expand list of recyclables	6	4
Signs/ better signs on recycling bin	6	3
Cleaner/ neater bins	2	3
Posters on recycling in lobby	1	3
Pick up recyclables from my floor	1	3
More frequent collections	1	2
Bigger recycling box	7	2
Allow compostable materials	6	-
Building manager support/ involvement	2	-
None	40	49
Other	1	4
Don't Know	11	1

What happens to Blue Box Items? Curbside Recyclers

Most (93%) curbside recyclers have an opinion about what is happening to blue box recyclables. On average each person provided 1.32 ideas about their fate.

Here is a summary of their responses.

- People were as likely to say they are “remanufactured into new products/packages” and simply that these materials are being “recycled” – 51% for each.
- Recyclables are “sorted”, given London’s separate stream program – 18% deduced this with another 5% indicating that they “sell/market” the materials. And, another small group (2%) thought that these materials are stored.
- Only one in twenty (5%) believed that recyclables are being landfilled. While this segment was very limited it seemed to be most prevalent among better educated residents, potentially opinion-shapers.

Table 24A - What happens to Blue Box Items?

ISSUE	Pre Curbside Total %	Post Curbside Total %
Recycle	54	51
Remanufactured into new products/ packages	50	51
Sort them	20	18
Sell/ marketed	7	5
Landfill	8	4
Store them	2	2
Don't Know	9	7
Nothing	2	1

What happens to recycling bin items?

MF residents are similar to curbside people in their opinion of what is happening to the recyclables. They too, are equally likely to suggest that items are “recycled” or they provide a more detailed description “remanufactured into new products/packages”. However an interesting shift has happened – since Oct 2006 MF residents are more likely to be specific by describing the loop, rather than just saying the items are being “recycled”.

About one in five think that the materials are being processed in some way – “sort them”, “store them”, “sell/marketed”.

Comparatively, curbside recyclers have more confidence that they are recycling for a purpose; most believe that they are going back into the system. Whereas, a bigger minority, one in five MF residents either think that recyclables are being landfilled or have no idea what is happening. They are disconnected from the program to a greater degree than curbsiders.

Table 24B - What happens to recycling bin items?

ISSUE	Pre MR Total %	Post MR Total %
Recycle	59	46
Remanufactured into new products/ Packages	35	44
Sort them	18	18
Landfill	8	8
Store them	1	2
Sell/ marketed	3	1
Nothing	2	2
Other	1	3
Don't know	16	9

What happens to recyclables put in garbage bags? All Recyclers

Most London residents realize that recyclables placed in the garbage do not get a second chance – the householder determines the fate of the material. Only one in five either thought recyclables are retrieved from the garbage stream or they simply did not have an opinion.

Table 27 - What happens to recyclables put in garbage bags?

ISSUE	Pre Apt %	Pre House %	Pre Total %	Post Apt %	Post House %	Post Total %
Goes to landfill	80	85	84	82	88	86
Get pulled out of garbage and recycled	4	6	6	8	4	6
Don't know	16	7	9	9	6	6
Nothing	1	2	2	1	2	2
Other	4	3	3	1	1	1

Strategies to Increase Diversion- All Recyclers

London recyclers strongly support recycling and believe that measures are needed to keep it flourishing. They strongly endorse recycling education initiatives – there is near universal support for allocating resources to this program element. The majority are also very supportive of bylaws and enforcement that ensures that all households recycle.

Economic penalties were viewed in two quite different ways – there was remarkable levels of support for charging inefficient MF buildings from both their residents (59%) and curbsiders (77%). However, user-pay was strongly rejected by both people living in MF buildings and house dwellers. Yet, at the same time bag limits are strongly endorsed, providing some 'free' bags are allowed.

Summary of reaction to diversion increasing suggestions:

- 90% + - education and feedback. Support increased in Feb. 2007.
- 70 – 80% - making it compulsory, change inefficient MF buildings (men are more supportive of this measure than women). Opposition to this measure decreased in 2007.
- 60 – 70% - limit bags
- 20 – 35% - user pay and spot checks. Well educated people and professionals/ managers are more supportive of user pay than others. Opposition to this measure grew among MF recyclers in 2007.

	Pre Support %	Pre Opposed %	Post Support %	Post Opposed %
Provide more education about what can and cannot be recycled.	91	6	94	5
Provide feedback about what is happening to our recyclables.	88	7	91	7
Make recycling compulsory	78	18	78	18
Charge apt or condo for garbage if not operating an efficient recycling program.	67	29	72	21
Limit number of garbage bags for curbside collection.	62	30	67	28
Do spot checks on peoples garbage and fine them if they put recyclables in the garbage.	33	61	32	63
Charge households for every bag they put out for collection	20	75	23	73

Attitudes & Perceptions about Recycling – All Recyclers

Recycling Barriers:

Theft – half (53%) of London residents are not recycling personal letters or bills for fear of identity theft. This cautionary behaviour is most prevalent among professionals/ managers.

Time pressures have an impact on a minority (17%); this factor is particularly prevalent among MF recyclers 23% say they don't recycle because they lack the time. Only 14% of curbside recyclers indicate that this is a problem.

Household Opposition to Recycling – only one in ten recyclers indicated that this gets in way of recycling, however this factor increased significantly for MF residents – from 7% in 2006 to 15% in 2007.

Confusion – Almost three in ten (29%) admit that they are confused by the seemingly ever-changing program. This barrier was most evident among MF residents (from 25% in 2006 to 37% in 2007).

	Pre Agree %	Pre Disagree %	Post Agree %	Post Disagree %
I don't recycle my bills or personal letters because I am concerned about identity theft.	56	38	54	44
Sometimes I don't recycle because I don't have the time.	14	84	17	82
I would like to recycle more but other members of our household do not want to recycle.	11	80	12	80
Sometimes I am confused by my city's recycling program because it seems to change often.	28	66	31	63

Incentives

Feedback – At least eight in ten (82%) of London residents in Feb 2007 say that they are encouraged to recycle by news that the materials are being re-used. This positive link with the outcome increased from Oct. 2006 when it was at the 76% level. People who strongly agreed with this statement are more likely than others to have seen the TV campaign.

Guilt – Over six in ten (65%) of residents admitted that they felt some level of guilt if/when they did not recycle. This sense of duty and moral responsibility appeared to be most rooted in households with children and also was surprisingly strong among renters (less for homeowners). The guilt quotient increased from one period to the next among apartment recyclers – 56% to 69%.

Litter Control – At least half (55%) of the adult population link recycling with reducing the problem of litter. People living in MF buildings are just as likely as house dwellers to have this perception, indeed positive connection with recycling increased considerably between Oct 2006 and Feb 2007 (54% to 67%).

	Pre Agree %	Pre Disagree %	Post Agree %	Post Disagree %
If I knew that recyclables were being made into new products & packages I would make more of an effort to recycle them.	77	17	82	13
When I don't recycle as much as possible, I feel guilty about it.	61	33	65	32
I notice that the more we recycle the less litter there is in my community.	56	33	59	33

CURBSIDE RECYCLERS

Barriers

Blue Box Capacity – at least one third (35%) of curbside recyclers claim that they lack sufficient storage space. This problem is particularly evident among larger households and renters. This same problem was examined another way – 10% admitted that they stopped recycling when their blue box was full. Renters were much more likely to say they did this than those who owned their homes.

Wrong Collection Signals – a small number of curbside residents, one in ten, admit that they have stopped recycling because they observe both streams, the recyclables and the garbage, going into the same collection vehicle. This misconception is most prevalent among professionals/managers and families with children.

	Pre Agree %	Pre Disagree %	Post Agree %	Post Disagree %
I would recycle more if I had another blue box.	36	61	34	62
I usually stop recycling as soon as our blue box is full.	12	85	9	90
I don't recycle more because the collection drew thrown everything together in the truck after I have sorted it.	12	78	9	78

MF RECYCLERS

Barriers

Lack of convenience – despite earlier indications that MF recycling programs were relatively convenient, over six in ten (62%) admitted that they would do more if it was easier.

Negative Role Models – one third of MF residents believe that most of the other building residents do not care about recycling.

Overflowing Bins – one third agree that their building's recycling area is messy due to lack of capacity. "The bins are always full."

In Unit Storage Limitations – one third of MF residents experience storage limitations which adversely affects their recycling. Clearly, the easier and faster option is to stuff items down the garbage chute.

Distance – one in five MF residents say they have to carry their recyclables a long distance from their unit.

Negligent Management – about three in ten MF residents have concluded that their building management is not supportive of recycling.

	Pre Agree %	Pre Disagree %	Post Agree %	Post Disagree %
I would recycle more things if it was easier.	57	35	62	36
The distance between my apartment/condo and the recycling bins is too far.	30	64	19	79
Our building superintendent is really supportive of the recycling programs.	62	13	71	10
I think that most of the people who live in our building don't seem to care about recycling.	28	48	35	52
The recycling area at my building is messy because the bins are always full.	29	62	35	63
I don't have enough room to store all the things that can be recycled.	33	60	37	60

ADVERTISING AWARENESS & RECALL

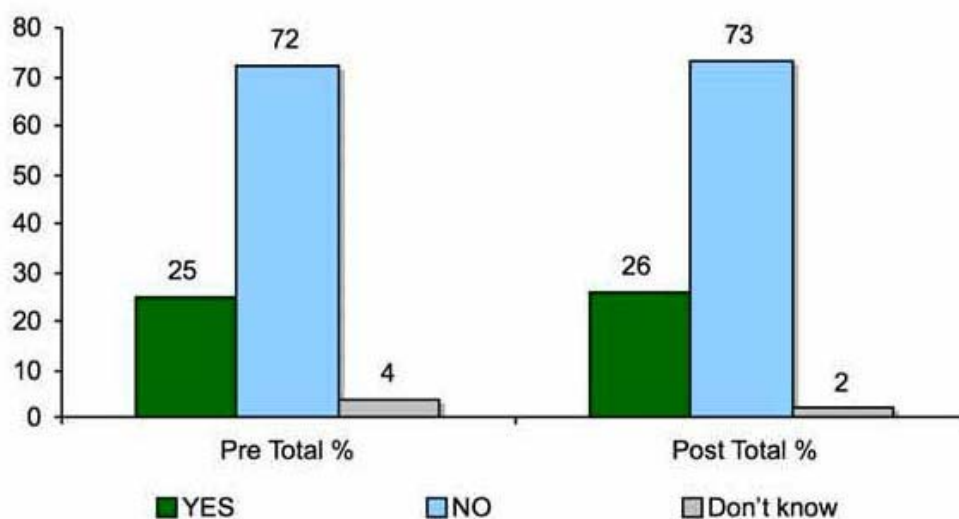
Introduction

Recall was measured two ways – firstly on an unaided basis, had respondents “seen or heard any promotional messages about recycling in London”? And, secondly, on an aided basis, had they “seen any television messages about new products made from the things that are recycled”?

Unaided Awareness of Recycling Messages

One in four (25%) of London residents remember recent messages about recycling – this figure is constant between the two survey periods. The PRE London E & E "Recycling Works" campaign was conducted in October 2006, the POST campaign occurred four months later in February 2007. The notable point is that both the source and message content recall shifted considerably between these dates.

Chart 29 - Unaided awareness of message for recycling in London/ GTA



The segments of London residents who were more likely than other groups to say that they remembered recently seeing messages about recycling were:

- Very positive about London's recycling program's ability to reduce waste that goes to landfill,

- Had a recent recycling list on hand,
- Had lived in their community for more than 4 years.

Recall levels were similar for curbside and MF recyclers; they were equally likely to have seen recycling messages in both survey periods.

Source of Recycling Messages (Unaided Recall)

PRE	POST
Newspapers – 56%	Television – 67% ↑
Television – 42%	Newspaper – 24% ↓
Radio ads – 17%	Radio ads – 14%
Recycling calendar – 17%	Recycling calendar – 6% ↓

Newspaper and television ads or references to recycling dominated recall in the PRE campaign phase, while television was the dominant medium in the POST campaign phase.

Other communication channels and methods were mentioned in both periods but they all performed at a lower level. They included: posters, word of mouth, community events, transit ads, and children's school. POST only references expanded to include: liquor store ads, London Hydro mailing and website/internet.

Curbside and MF recyclers were equally likely to mention these communication channels. However, there were differences in recall based on demographic segments, as follows:

- women were more likely to mention television than men,
- retired people and adult only householders were more prone to read newspapers than others

ISSUE	Pre Apt %	Pre House %	Pre Total %	Post Apt %	Post House %	Post Total %
Television coverage/ television ads	56	36	42	67	69	68
NET Newspapers	54	57	56	24	31	30
Newspaper ads	27	21	23	20	17	18
Newspaper articles	42	42	42	16	16	16
Radio ads/ programs	22	16	17	13	14	14
Recycling calendar/ schedule delivered to door	5	21	17	4	6	6
Bus ads/ ads on buses	5	2	3	7	3	4
Word of mouth	5	3	3	7	1	3
Posters	10	3	5	2	4	3
Community event	2	3	3	2	1	1
The children/ children's school	2	2	2	-	-	-
Other	5	8	7	7	1	3
Don't know	5	5	5	9	7	7

Recall of Recycling Messages (Unaided Recall)

The content of messages that London residents remembered were very different from one period to the other, as follows:

PRE Campaign Recall – dominated by generic messages promoting recycling and featuring the actual items that belonged in the recycling stream. Also, news of the forthcoming green bin collection attracted attention, as did Toronto's purchase of a landfill site near London.

POST Campaign Recall – two new messages emerged in the interviewing period – the E&E "Recycling Works" television ads and the LCBO deposit-return program launch. It is notable that recall of the television ad featuring a woman recycling while her husband napped was much higher than that for the apartment recycler.

PRE Campaign Recall	POST Campaign Recall
"about recycling lots of/more things" - 41%	"woman recycling on porch/new products popping out of the box/funny humorous ad about recycling/woman recycling and husband sleeping, woman recycling in apartment" – 21%
"Promoting recycling" - 29%	"paying deposit on wine/liquor bottles, taking away empty containers to The Beer Store/get a blue bag at LCBO" – 21%
"promoting green bins/organics collection" 16%	"promoting recycling" – 20%
"Toronto taking garbage to St. Thomas/London landfill" - 5%	"about recycling lots of things/more things" – 18%
Other – 13%	-
Don't know – 11%	Don't know – 17%

ISSUE	Pre Apt %	Pre House %	Pre Total %	Post Apt %	Post House %	Post Total %
Paying deposit on wine/liquor bottles/empties to Beer Store/get a blue bag at LCBO	-	-	-	24	20	21
Promoting recycling	29	28	32	16	21	20
About recycling lots of things	44	40	41	18	18	18
Woman recycling on porch/new products popping out of box	-	-	-	-	11	8
Funny/humorous ad about recycling	-	-	-	9	6	7
Promoting green bins/ organics collection	7	19	16	2	4	3
Woman recycling and husband sleeping/thinks of recycling him	-	-	-	2	4	3
Woman recycling in apartment/new products decorating apartment	-	-	-	-	3	2
Yodeling/Swiss music funny	-	-	-	2	-	1
Toronto taking it's garbage to London landfill	5	5	5	-	-	-
Other	10	14	13	-	-	-
Don't know	10	11	11	22	15	17

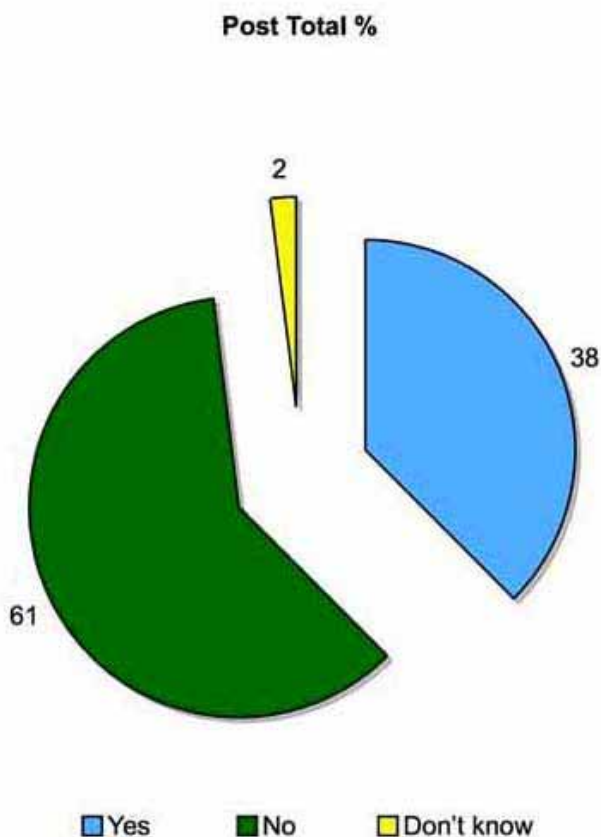
Aided Recall

The next stage of probing message recall was to provide a prompt – had respondents recently seen any television messages about new products made from things that are recycled”?

About four in ten (38%) of London residents indicated that they had indeed seen these television messages, once the theme was described. Both curbside and multi-family building residents were equally likely to have seen them. However, penetration was somewhat higher among:

- male viewers
- residents in larger size households (three or more) which was most likely families
- residents who had a recycler calendar on hand

Chart 33 - Recall any recent television messages about new products made from things that have been recycled



Content of Television Message Recall

Again, respondents were more likely to remember specific details about the television message showing a woman recycling and then getting her reward of new products, all the while her husband slept. This message garnered about three times the number of references as the ad that showed a young woman recycling – ‘how to furnish your apartment’ – recyclables were magically transformed into wall and floor coverings, furniture and a CD player with CDs.

A minority mentioned messages (or possibly program content) promoting green bin/organic collection and to a much lesser extent the LCBO deposit-return ad.

About one in five people claimed that they saw the recycling messages about new products being made from recycled content but were unable to provide any details other than it was familiar.

Table 32 - Recall of details in recent television messages about new products being made from recyclables

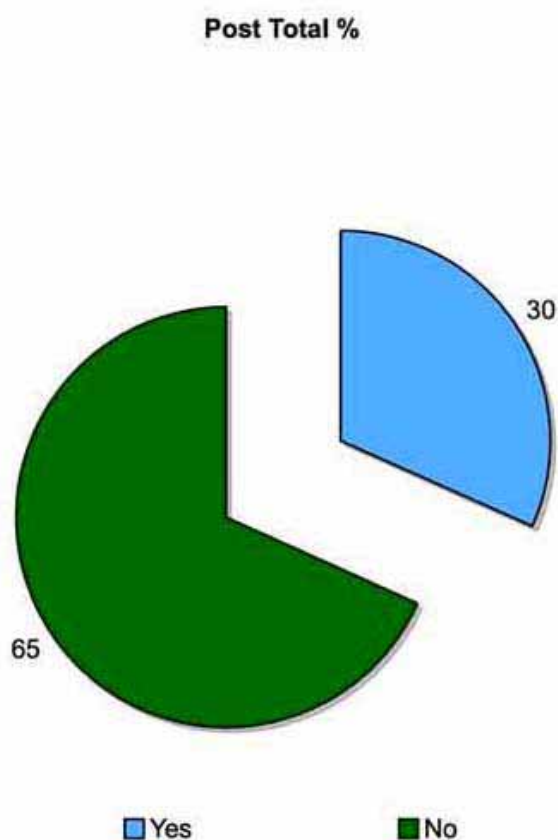
ISSUE	Post Apt %	Post House %	Post Total %
Women recycling on porch/ new products popping out of box	25	25	25
Woman recycling and husband sleeping/ thinks of recycling him	9	10	10
Woman recycling in new apt/ new products decorating apt	11	8	9
About recycling lots of things/ more things	4	9	7
Promoting recycling	9	7	7
Funny/ humorous ad about recycling	1	4	4
Paying deposit on wine/liquor bottles/ taking empty container to The Beer Store/ get a blue bag	6	3	4
How to furnish your apt	4	3	3
Yodeling/ Swiss music/ funny music/ weird music	-	1	1
Other	12	8	5
Don't know	20	18	18

Awareness of Website Reference

Both E&E television recycling messages featured a website. At the end of each ad the voice-over message was: “for what can and cannot be recycled click here” and featured the URL – www.blueboxmore.ca.

This quick reference to a website registered with 30% of those who recalled seeing the message or 11% of the London adult population. Recall levels were evenly spread among the different population segments. However, a small minority (6%) took action and visited this website.

Chart 34 - Participant noticed a website featured on the television messages



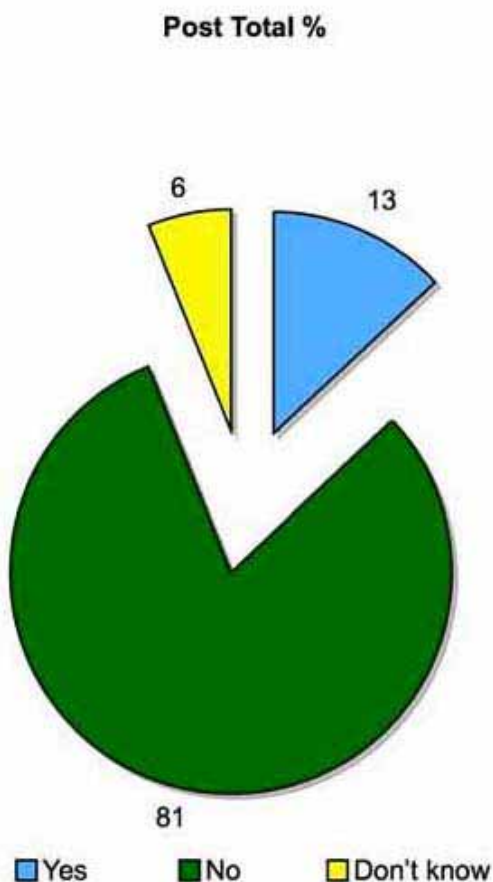
Aided Awareness of Newspaper Messages

Participants were asked if they had seen “newspaper messages about new products that are made from the things that are recycled”.

Over one in ten (13%) claim that they saw one or more of these print messages. They were also more likely than other residents to have seen the television messages.



Chart 35 - Aided awareness of newspaper messages about new products made from recyclables



Content of recall was both general in nature – “shows new products made out of recyclables” and specific:

- “pop/water bottles made into fleecy top/fleecy top made out of pop/water bottles”
- “laundry jug made into watering can/watering can made out of laundry jug”
- “newspaper made into egg cartons/egg cartons made out of newspapers”

Table 36 - Newspaper messages recall

ISSUE	Post Total %
Shows new products made out of recyclables	33
Promoting recycling	12
Pop/ water bottles made into fleecy top/ fleecy top made out of pop/ water bottles	8
Laundry jug made into watering can/ watering can made out of laundry jug	5
Newspapers made into egg cartons/ egg cartons out of newspapers	3
About recycling lots of things/ more things	1
Don't know	33
Other	7

The transformation of transparent plastic beverage containers into popular fleece clothing registered the highest recall – this is a surprising and magical feat.

Impact of Messages on Recycling

Did those residents who saw or heard any messages about recycling find that these messages had impact on the way they were dealing with waste in their home? Three in ten in both the PRE and the POST campaign studies indicated that the messages have affected behaviour.

Table 37 - Impact of messages on recycling

	Pre Apt %	Pre House %	Pre Total %	Post Apt %	Post House %	Post Total %
YES	29	28	28	34	26	28
NO	71	70	71	62	73	70
Don't know	1	2	-	4	1	2

In the PRE wave two thirds reported that they recycle more as a result of the messages and one in ten purchased an additional blue box. POST wave impacts go beyond simply “recycling more” and include a wide variety of detailed reactions to the information imparted in the ads. A complete list is provided below:

- Make sure we know what can be recycled.
- I am aware of it.
- Organizing waste products.
- I am more conscious of what should or can be recycled.
- More informed.
- Checking to make sure I am recycling all the plastic I can.
- If we have wine bottles we recycle more.
- Just with bottles.
- Less garbage.
- Made me feel better. Feel like done my part.

- Made me more aware.
- We recycle cardboard and glass. We don't litter.
- Made me think about the grass and the way temperature changes.
- Now I know what is allowed to go in the blue box. I throw the plastic packages.
- From cakes and I recycle them as well and laundry detergent
- More aware of what we should put in there, the boxes.
- Kids make more of an effort.
- Well the only message I have heard is about the LCBO, so now I return the bottles for a refund.
- I'm watching my packaging more.
- I'm just more aware of it. I'm what the waste can do to the environment.
- The more you hear about recycling the more you do it..
- Attempt to reuse and shred our paper and find a place to deposit them.
- Taking wine bottles back to the beer store
- What can be recycled
- We are very cautious of recycling
- The more I recycle, the more good will come out of it. I recycle as much as I can
- We no longer put the wine bottles in the recycling bin. Now we bring them in for a refund
- Making more conscious about recycling
- I didn't used to recycle
- Made her aware.
- It just made me aware of programs and the impact it might have.
- I would be more inclined to separate. and if the possibility were there I would be inclined to divide up the recyclables.
- Think about it more
- Because I see what they do with recycling, so why waste
- Storing wine bottles to take back for deposit rather than throwing it out.
- More knowledgeable about what can be recycled
- All my vegetable peelings or that's not 100% I use in my garden. Years ago I used to put it all in the garbage
- I can bring back my beer cans. I'm very diligent about taking them back.

- The kids future
- I Feel more secure now that I am not adding more pollution in the air you breathe at home
- Put things in the recycling box.
- It is encouraging to see that recyclable products are being recycled
- Would not have taken the bottles to the beer store.
- I would think twice about throwing things out in the garbage.
- It has drastically changed, I'm more self aware because I don't want to leave my kids to a dirty planet

Table 38 - Way in which method of dealing with waste has changed

	Pre Total %	Post Total %
Recycling more	69	43
Bought another blue box/ bin	7	2
Other	24	49

Curbside Recyclers

Recycling Calendar: Recall & Retention Recall

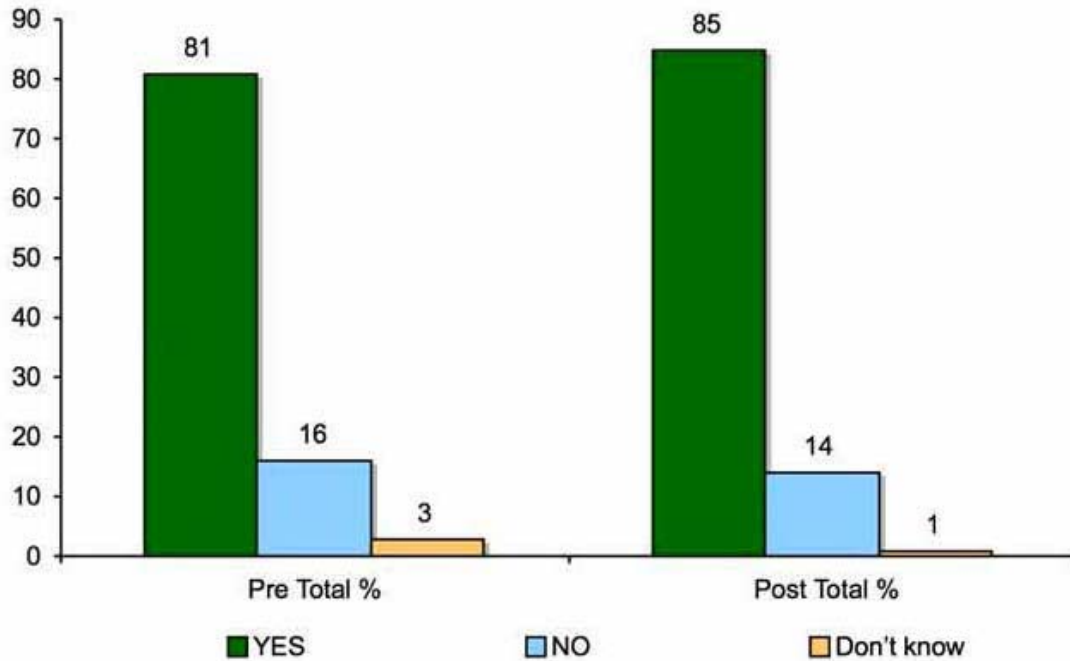
Over eight in ten (85%) curbside recyclers indicated that London's recycling calendar had been delivered to their home. This important item contained critical scheduling details and information about what can be recycled in the blue box program.

While awareness of the calendar held at a high level across all population segments, some sectors were more aware of receiving it then others. They are:

- adult only households as opposed to families with children (usually major waste generators)

- owners rather than renters
- people who have lived in their community for over four years

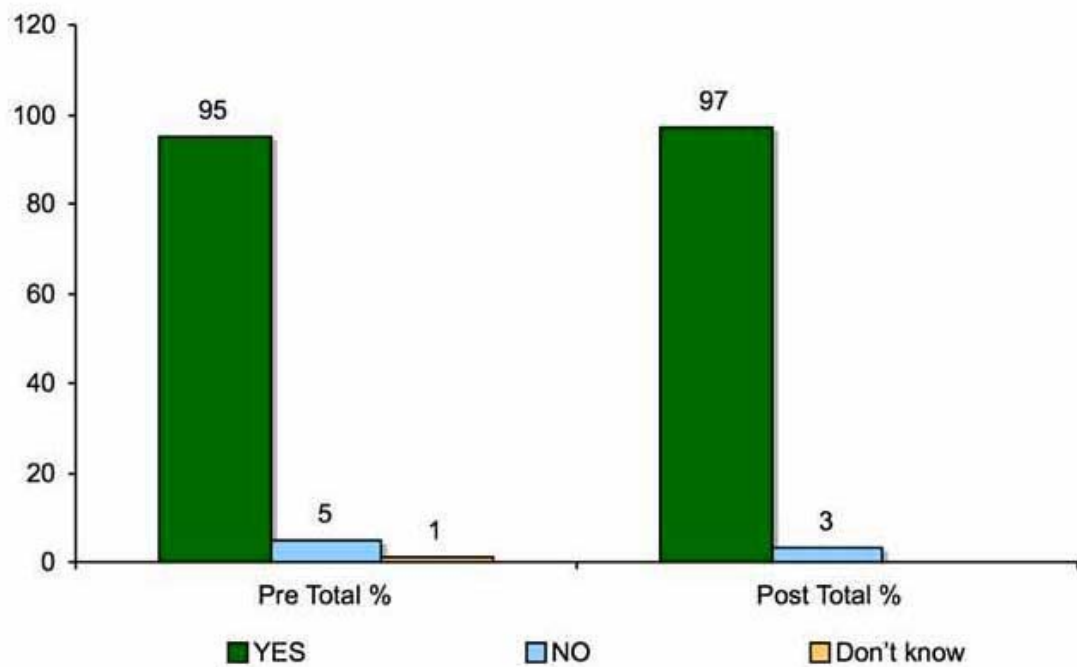
Chart 39 - Incidence of receiving recycling calendar



Retention

The calendar retention rate is very high (97%) – almost all householders that say they received a recycling calendar have kept it on hand for quick reference. This holds true for both PRE and POST studies.

Chart 40 - Whether participants still have calendar on hand



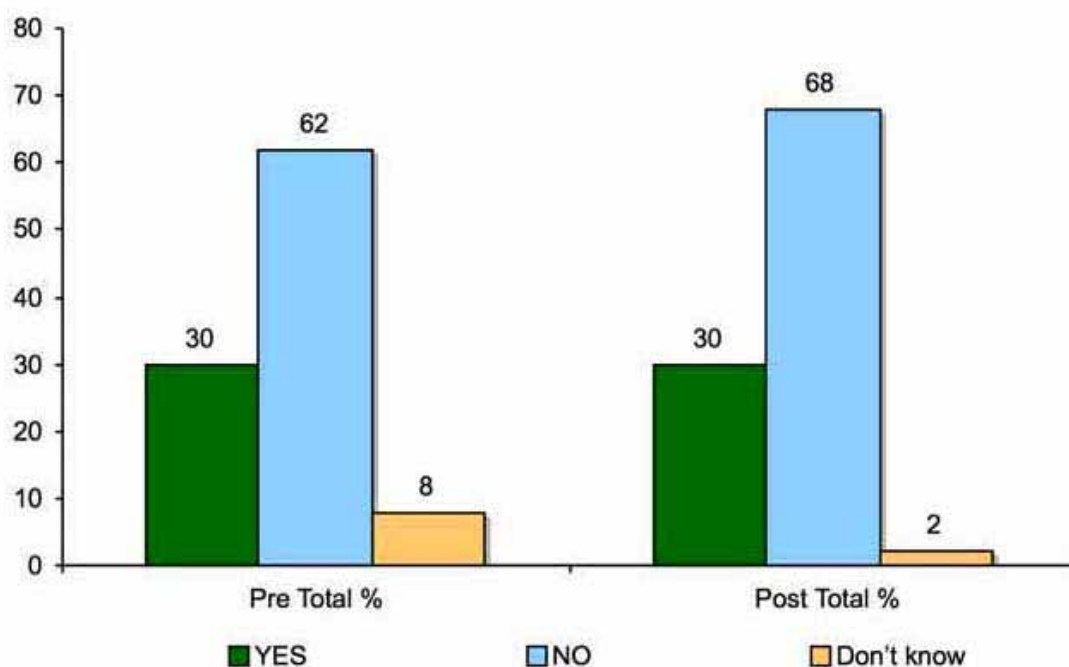
MF RECYCLERS

Recycling Calendar: Recall & Retention Recall

Only three in ten (30%) of householders who recycle in MF units recall receiving a calendar that provides information about what they can and cannot recycle.

This low figure applies to both the PRE and the POST studies. Interestingly, the only segment that is more likely to recall receiving this vital information is people who have resided in the community for more than four years.

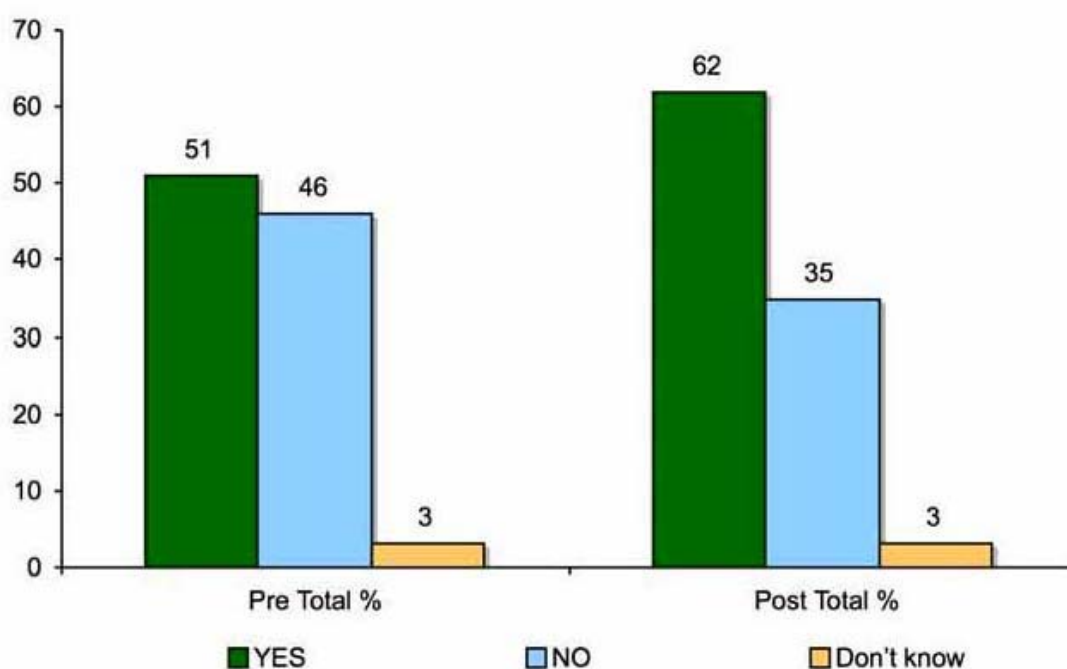
Chart 41 - incidence of receiving list of recyclables



Retention

The retention level of the recycling list is much lower than for curbside recyclers – only six in ten (62%) say that they still have this recycling list. This figure is lower in the PRE study – 51%. This means that currently only 18% of apt/condo recyclers currently have a list of recyclables on hand.

Chart 42 - Whether still have list on hand



Assessing the recycling calendar

London recyclers who have a calendar on hand were asked to evaluate it from different perspectives: usefulness, worth keeping, ease of layout and informative ness.

Almost all (high 80% or more) agreed that the recycling calendar and list was:

- “full of useful information”
- “the layout makes it easy to find all the facts about our recycling program”
- “I kept it on hand for reference”

Both curbside and multi-family building residents concurred on the above.

Was the recycling calendar full of surprising information? In both PRE and POST interviewing phases about half of residents overall said that they were indeed surprised at the range of items that could be diverted from waste. Apartment recyclers differed from curbside recyclers on this point – 60% of the former group were indeed amazed to see the list of recyclables (up from 44% in the PRE study). Comparatively, half of curbsiders admitted that they did learn something new by revisiting the list of recyclables.

Table 43 - Assessing the recycling calendar

ISSUE	Pre Agree %	Pre Disagree %	Pre Don't Know %	Post Agree %	Post Disagree %	Post Don't Know %
I was surprised to see all the things can be recycled	51	45	4	50	46	4
It is full of useful info	93	4	4	93	3	4
The layout makes it easy to find all the facts about our recycling program	88	9	4	88	8	4
I kept it on hand for reference	97	3	-	99	1	-

Improving the recycling calendar – Curbside Recyclers

The majority (six in ten) indicate that the recycling calendar does not need to be improved – the figure was constant for PRE and POST phases. The remainder offered several different comments about the calendar and the service:

- “should expand the list of recyclables” (4%)
- “more pick-up days” (3%)
- “make calendar bigger/easier to read” (3%)
- “messages too complicated” (3%)

Table 44 - Improving the recycling calendar

ISSUE	Pre Total %	Post Total %
Should expand list of recyclables	4	5
More pick up days	3	1
Make calendar bigger/ easier to read	3	5
Messages too complicated	3	2
Not enough info	2	4
Size of printing	2	5
Too much info	2	1
Make it like a fridge magnet/ can stick on fridge	1	1
Too many pictures	1	1
Send it more often/ people tend to lose them	1	
Not enough pictures	-	1
Other	7	10
Don't Know	15	16
Nothing	60	58

Suggestions for Improving the Recycling List – Apt/Condo Recyclers

Recyclers living in apt/condos who had a recycling list (only 18% had one) were somewhat less likely to have comments. About half thought that it was good as it was and one quarter was unsure what could be done to improve it.

Suggestions were scattered – the leading reaction was that there was “not enough information”. Isolated comments encouraged expanding the list and circulating the list more frequently “people tend to lose them”.

Interest in More Facts about Recycling – All Recyclers

The level of interest in three subject areas was examined – were recyclers interested in having more tips, a list of all the things that could be recycled or information about what happens to recyclables?

In both PRE and POST phases, half the sample or more expressed interest in receiving more information in all three categories. And, in the POST wave there was heightened interest in “tips for recycling” and “a complete list of all things that can be recycled”.

Curbsiders indicated more interest in getting information about what happens to recyclables. Other segments who were more predisposed to expanding the range of information available to recyclers were:

- people who have a high estimation of London’s recycling program
- university educated and professionals/managers
- people who want one type of information want other facts too about recycling
- women are more interested in recycling tips than men
- Households with three or more occupants, including families with children, large waste generators.

Table 45 - Interest in more info about recycling

Tips for recycling	Pre Apt %	Pre House %	Pre Total %	Post Apt %	Post House %	Post Total %
Yes	53	57	57	65	63	64
No	37	40	39	35	36	36
Don't know	8	3	5	1	1	1
A complete list of all things that can be recycled	Pre Apt %	Pre House %	Pre Total %	Post Apt %	Post House %	Post Total %
Yes	63	69	67	72	77	76
No	30	30	30	27	23	24
Don't know	8	2	4	1	1	1
What happens to recycled items	Pre Apt %	Pre House %	Pre Total %	Post Apt %	Post House %	Post Total %
Yes	62	71	68	66	73	71
No	31	27	28	33	26	28
Don't know	8	3	4	1	1	1

Interest in Specific Ways of Getting Info on Recycling

The receptivity to delivering recycling related messages was probed – options included door hanger/direct mail, email newsletter/London's website, newspaper, radio and television. PRE and POST phase were somewhat similar, with interesting differences.

- Direct mail/door hangers and television were popular (70%+), however MF residents tended to be more positively disposed to direct mail/door hangers than curbside recyclers. Women and seniors were more likely to endorse direct mail than were men.
- Newspapers/local newspapers and radio/local radio scored similarly (60%+). Men were particularly geared to newspaper messages, as were seniors and professionals/managers. Radio, on the other hand appeared to be equally popular among all demographic segments.
- Email newsletter/London's website appealed to half of the population. Electronic, paperless communication was particularly favoured by men, well educated residents, people in professional and managerial positions and families with children.

Other notable points:

- Apt./condo dwellers were more likely to opt for direct mail/door hangers while curbside recyclers had a stronger preference for local newspapers. Possibly, circulation of local newspapers is lower in multi-residential buildings due to controlled access.
- Women were more inclined to door hangers/direct mail while their male counterparts tilted towards email and newspapers. Both genders were equally predisposed towards radio and television.
- Email also had stronger appeal for professionals/managers, larger households and families.
- Retired people tilted towards print – direct mail/door hangers and newspapers.

Table 46 - Interest in specific ways of getting info on recycling

Door hangers /direct mail	Pre Apt %	Pre House %	Pre Total %	Post Apt %	Post House %	Post Total %
Yes	74	78	77	78	71	73
No	24	22	23	21	29	27
Don't know	2	-	-	1	-	1
Email newsletter/ London's recycling website	Pre Apt %	Pre House %	Pre Total %	Post Apt %	Post House %	Post Total %
Yes	47	46	46	54	52	52
No	52	54	53	45	48	47
Don't know	1	1	1	1	1	1
Newspaper/ local community newspaper	Pre Apt %	Pre House %	Pre Total %	Post Apt %	Post House %	Post Total %
Yes	60	75	71	52	67	63
No	39	25	29	45	32	36
Don't know	2	-	-	3	1	2
Radio/ local radio station	Pre Apt %	Pre House %	Pre Total %	Post Apt %	Post House %	Post Total %
Yes	54	55	55	64	63	63
No	46	44	45	34	36	35
Don't know	1	1	1	1	1	1
Television	Pre Apt %	Pre House %	Pre Total %	Post Apt %	Post House %	Post Total %
Yes	69	68	68	77	70	72
No	29	32	31	21	29	27
Don't know	2	-	-	2	1	1

APPENDIX

APPENDIX 1 : CORPORATE PROFILES



Informa Market Research CO.

The right decision is an informed decision!

With the increasing complexity and importance of environmental issues, organizations have sought to become more strategic in their marketing activities. Informa has been a leader in fulfilling this need as well as educating new client groups about marketing and communication techniques. As a consequence, more and more of Informa's business is in the expanding field of social marketing for government and non-profit organizations on emerging social, economic, health and environmental issues. These public education initiatives are designed to inform and shape public opinion and to alter behaviour through the sophisticated use of mass media and other tools originally developed by the private sector.

Informa's environmental work has assisted private and public sector organizations reach a variety of population segments with messages that inform, motivate behaviour modification and reinforce resource conservation.

Informa's president, H  l  ne St. Jacques has over 25 years of experience designing and conducting market and communication research studies for informed decision-making purposes in Canada, United States and Australia.

Social marketing and environmental expertise covers over a decade of work in solid waste management issues (residential, commercial and IC&I), new "green" products, organic food, water conservation and creating sustainable communities.

Informa is a full service market and communication research company, providing qualitative (focus groups and individual indepth interviews) and quantitative (telephone, face-to-face indepth interviews, mall intercepts, etc.) primary information gathering methods. Skills also include meeting facilitation and strategic planning assistance.

Informa provides a complete service, from initial problem definition and prioritization of information needs, through to designing and executing primary research studies and delivering actionable results.

The President of Informa, Hélène St.Jacques, has been engaged in the field of marketing and communication research since 1968. Prior to starting Informa in 1979, Ms. St.Jacques was research director at three major advertising agencies in Canada and Australia. Ms. St.Jacques also is engaged in volunteer activities with particular focus on social issues and community economic development. Ms. St.Jacques has a B.A. (University of Waterloo) and a M. Ed. (University of Toronto).

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McConnell Weaver

Communication Management

McConnell Weaver Communication Management

McConnell Weaver Communication Management is a Canadian company that specializes in strategic communication counsel, planning and program development on social issues, particularly focusing on corporate environmental stewardship and municipal waste diversion.

Since 1986, the company has served public and private sector organizations across the country helping them to communicate with audiences more effectively, using a mix of mass media and social marketing tools. Among the tools that McConnell Weaver has recently developed for clients is a series of television commercials and print ads that promote improved recycling behaviour.

McConnell Weaver's inaugural assignment in the field of environmental communication occurred in 1986 when the company developed and implemented a promotion and education program to roll-out Ontario's original blue box recycling program. By creating a "launch" model that could be adapted to suit municipalities ranging in population size from a few thousand to millions, it likely developed one of the first waste management social marketing campaigns in Canada. In just over five years, McConnell Weaver worked in tandem with more than 400 individual Ontario municipalities that were launching blue box and depot recycling programs for better than 90% of the province's population.

This significant positioning in environmental, specifically waste management social marketing communications and education led McConnell Weaver to successive assignments over nearly two decades with dozens of large and small municipalities throughout Ontario, including:

- understanding the barriers and opportunities to improved recycling behaviour
- waste reduction and reuse measures
- household hazardous and special waste
- backyard composting
- organics and yard waste curbside collection
- grasscycling
- altering set-out and collection systems such as moving from wet/dry to adding a third bag for residue waste; using a combination of blue, green and garbage bags to source separate and set out household waste; and using a two-cart system (one for organics and a split cart for garbage and recycling) to set out household waste

- introducing recycling measures and improving performance in multi-residential buildings and pilot testing organics collection programs in apartment and condominium buildings
- garbage bag limits
- pay-per-bag
- public consultation on a wide range of issues, and
- siting landfill facilities

In many of these assignments, McConnell Weaver delivered communications in languages other than English and in some cases, “key audiences” included commercial and business sectors. A number of these projects involved substantial funding and required McConnell Weaver to develop budgets as well as manage significant communications and education expenditures. Some of these projects were pilots developed for study purposes or to ‘test-drive’ emerging ideas before community wide roll out occurred; others addressed entire municipalities numbering households in the tens of thousands.

In addition to municipalities, McConnell Weaver counts among its clients a number of industry organizations for which we provide on-going strategic communications planning and program implementation, including CSR (a national industry organization that manages members’ stewardship responsibilities) and Stewardship Ontario (an industry funding organization that collects fees and distributes them to municipalities to share the cost of Ontario’s blue box recycling program).

As well, McConnell Weaver is retained by the Alberta Dairy Council Milk Container Recycling Program to provide strategic counsel, communications planning and program development/implementation to increase milk container recycling in the province. McConnell Weaver recently completed the strategic plan for year four of a substantial, multi-year, province-wide education campaign. The campaign employs mass media and social marketing tools and has already received a Recycling Council of Alberta award of excellence.

Barbara McConnell is the president of McConnell Weaver Communication Management. With more than 20 years of experience in the full range of communications services, she brings to client service a well-honed ability to analyze opportunities and barriers to effective communications and to recommend strategic approaches that target the right audiences with tactics that are proven to work.

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APPENDIX 2: PRE CAMPAIGN QUESTIONNAIRE

LONDON TRACKING SURVEY – CAMPAIGN QUESTIONNAIRE

LONDON TRACKING SURVEY – CAMPAIGN QUESTIONNAIRE

February 1, 2007

Readers: Please note that interviewer instructions are in capitals.

Interviewer's Introduction

Hello, my name is _____ and I am calling from _____. Today we are speaking with residents of London about things that are important to you and your family. This survey is not being conducted to try and sell you anything or for marketing, sales or political purposes.

IF ASKED, RESPOND: This survey should take approximately 10 – 12 minutes. Could I speak with the male or female head of the household?

**IF NEITHER, ASK TO SPEAK TO THE PERSON WHO IS THE PRINCIPAL SHOPPER
–WATCH QUOTA – 80% FEMALE/20% MALE**

1. How would you describe your residence? Is it READ BELOW

A single-detached house	1
A semi-detached house	2
A town house/row house	3
An apartment in a house	4
Apartment/condo in building 5 or more stories	5
Apartment/condo in building less than 5 stories	6

2. Do you or any members of your household work for any of the following:

DISCONTINUE IF “YES” FOR ANY OF THE FOLLOWING

A municipal, regional, county, provincial or government	1
A market research or advertising company	2
The media	3
Waste management industry	4
Local recycling authority	5
Beverage industry/manufacturer	6
BEER/LCBO	7

3. Now, thinking about the issues that most affect your municipal government right now, which do you think should receive the greatest attention from your municipal leaders?

DO NOT READ/ RECORD FIRST MENTION IN COLUMN A

And what others are important right now? **RECORD ALL OTHERS IN COLUMN B**

	A	B
Crime/drugs	1	1
Development/over-development	2	2
Education/school funding	3	3
Healthcare/health funding	4	4
Hospitals/bed shortages	5	5
Homelessness/housing shortage	6	6
Landfill/garbage disposal	7	7
Poverty/child poverty	8	8
Recycling	9	9
Waste disposal		
Road conditions	10	10
Taxes/tax increases	11	11
Traffic congestion	12	12
Youth crime/vandalism	13	13
Air quality	14	14
Toronto garbage/shipping Toronto garbage/Toronto garbage in London landfill/Green Lane landfill	15	15
Other: (PLEASE SPECIFY)		
None		
Don't know		

4a. London householders can take part in their city's recycling program by placing blue boxes at the curb or using apartment building recycling bins. Would you please tell me which of the following applies to your household? Do you.... [ASK 4B AND 4C]

Place a blue box or other container at the curbside for collection

1 ASK Q. 4b

Take recyclable materials to your apartment/condominium recycling bins.

2 ASK Q.4b

Neither/Not recycling

3 SKIP TO Q.4c

4b. And does your household participate in blue box recycling by placing recyclable materials at the curb for pick up or put recyclables in your apartment building's blue bins?

Yes 1 SKIP TO Q.5a

No 2 ASK Q 4c ...THEN SKIP TO Q.23a b

4b1 IF CODE 3 (LIVE IN ROW HOUSE/TOWN HOUSE) ASK:

ASK ALL NON RECYCLERS

4c. Would you please tell me why you do not recycle? DO NOT READ LIST

Don't believe in it	01
Trouble/too much effort	02
Only recycle if I get money	03
Dirty/messy	04
Don't understand how	05
Don't know what to recycle	06
Illness/too old to recycle	07
Don't have a car/no vehicle	08
Storage/not enough room	09
Recycling costs too much	10
No recycling bins close to home	11
DON'T KNOW	99
REFUSED	96
OTHER (PLEASE SPECIFY) _____	98

BLUE BOX RECYCLING

5. Are you personally putting things in blue boxes or blue bags for curbside collection?

Yes 1 CONTINUE

No 2 ASK TO SPEAK TO THE PERSON IN THE HOUSE WHO IS OR

DISCONTINUE IF PERSON IS NOT THERE

6. How often does your household place recyclables at the curb for collection? READ

Every week/every collection	1
Every other collection	2
Once a month	3
Once in a while/not often	4
Never	5
DON'T KNOW	6

7. And, on average, how many boxes or bags of recyclables do you usually put out on these occasions for curbside collection? DO NOT READ

One	1
Two	2
Three	3
Four or more	4
DON'T KNOW	

APARTMENT BIN RECYCLING

8. Are you personally putting things in your apartment/condominium recycling bins?

Yes	1	CONTINUE
No	2	ASK TO SPEAK TO THE PERSON IN THE HOUSE WHO IS OR DISCONTINUE IF PERSON IS NOT THERE

9. Approximately, how often does your household place recyclables in your apartment/condominium recycling bins? DO NOT READ

At least once a day/daily	1
Several times a week	2
Once a week	3
Once in a while/not often	4
Never	5
DON'T KNOW	6

10a. And thinking about where your apartment/condominium building recycling bins are located and the convenience of recycling using these bins, would you say it is: READ AND RECORD ANSWER

Very convenient	1
Somewhat convenient	2
Somewhat inconvenient	3
Very inconvenient	4
DON'T KNOW	5

CONTINUE - APARTMENT BIN RECYCLING ONLY

10b. Please explain (ASK FOR Q. 10a CODES 3, 4 & 5 ONLY) PROBE

10c. In your view, what is the biggest problem in your home that makes you decide not to bother recycling certain things? PROBE

10d. And, what are the things that you never recycle because of that? PROBE

10d. Do you regularly buy beverages such as soft drinks, juice and water in: READ BELOW

	Yes	No	DON'T KNOW
Cans			
Glass bottles			
Plastic bottles			

10e. Which type of container would you say you buy most often? ASK FOR CANS AND/OR BOTTLES 10D

ASK ALL RECYCLERS

11a. What items do you and your family put into your blue box(es)/recycling bins to recycle?

DO NOT READ RECORD BELOW. PROBE...ANY THING ELSE?

Aerosol containers i.e. spray paint, spray starch	01
Aluminum/foil plates	02
Bottles- wine, liquor, pop & juice	03
Boxes i.e. cereal, tissue, cracker, cookie & detergent boxes	04
Cans, tin cans, i.e. soup cans, pet food	05
Cardboard boxes/corrugated boxes	06
Glass jars/bottles, i.e. pickles,	07
Household plastic containers, i.e. cleaners, shampoo, detergent, household cleaners, Windex, CLR, Fantastik	08
Laundry products i.e. – bleach, detergent and fabric softener bottles	09
Magazines	10
Mail, junk mail, flyers, computer paper, letters, etc.	11
Newspapers	12
Paint cans – empty & lids	13
Paper products: egg cartons, paper towels, toilet paper rolls, wrapping paper,	14
Plastic bakery trays and fruit trays	15
Plastic containers & tubs: cottage cheese, yogurt, sour cream, margarine	16
Telephone books,	18
Tetra paks/drink boxes/aseptic packaging LONDON DOESN'T ACCEPT BUT LEAVE IN-BM	19
OTHER: (PLEASE SPECIFY)_____	
NOTHING	
DK	

12a. Does anyone else in your household put recyclables in the blue box/apartment recycling bins for collection? READ BELOW

Partner/spouse	1
Child/children under 18 years	2
Child/children over 18 years	3
Other member of household	4
Everyone/all in household	5
DON'T KNOW	6

12b. .FOR EACH CODE IN 12A ASK:
And, would you say they recycle:

All or most of the time	1
Some of the time	2
Not very often	3
Never	4
DON'T KNOW	6

ASK CURBSIDE RECYCLERS ONLY

13a. Now what, if anything, do you like most about your blue box recycling program? DO NOT READ

Diverts waste	1
Conserves recyclables	2
Easy/convenient to recycle	3
Gets everyone recycling	4
Saves landfill/less garbage	5
Improving/expanding recycling program	6
Plastic/blue bags	7
OTHER (PLEASE SPECIFY)	
DON'T KNOW	NONE

13b. And, what, if anything, do you dislike most about blue box recycling? DO NOT READ

Blue Boxes are too expensive	1
Blue Boxes are too heavy	2
Not enough room in boxes	3
Recycling not really working	4
Recycling program keeps changing	5
Too much work/effort	6
OTHER (PLEASE SPECIFY)	
DON'T KNOW	NONE

ASK ALL RECYCLERS

14a. Do you collect recyclables from rooms in your home other than the kitchen?

Yes 1 ASK Q. 14b

No 2 SKIP TO Q.15 DK

14b. What other rooms do you collect recyclables from other than your kitchen? DO NOT READ

Bathroom(s)	1
Bedroom(s)	2
Living room	3
Dining room	4
Den/TV room	5
Office/home office	6
Porch/sunroom	7
OTHER (PLEASE SPECIFY) _____	
DON'T KNOW	NOTHING/NONE

ASK APARTMENT RECYCLERS ONLY**APARTMENT BIN RECYCLERS**

15a. Now what, if anything, do you like most about your apartment/condominium building recycling program? DO NOT READ

Diverts waste	1
Conserves recyclables	2
Easy/convenient to recycle	3
Gets everyone recycling	4
Saves landfill/less garbage	5
Improving/expanding recycling program	6
No storage room	
OTHER (PLEASE SPECIFY) DON'T KNOW	NONE

15b. And, what, if anything, do you dislike most about your apartment/condominium building recycling program? DO NOT READ

Not enough people use them/recycle	1
Recycling bins not conveniently located	2
Recycling bins full of garbage	3
Recycling not really working	4
Recycling program keeps changing	5
Too much work/effort	6
No information about what to recycle	7
Not enough signs on recycling bins	8
OTHER (PLEASE SPECIFY)	
DON'T KNOW	NONE

ASK ALL RECYCLERS

16a. Now thinking about your blue box/blue bin recycling program, could you please tell me the main purpose of this program? DO NOT READ LIST/PROBE Are there any other reasons? Anything else?

	1st Mention	All others
Children/for the next generation	01	01
Cut down/reduce garbage	02	02
Divert more from landfill	03	03
Environment/good for it	04	04
Feel good/makes people feel like they can help	05	05
Good thing to do/right to do	06	06
Lower taxes/reduce costs	07	07
Pressure from family members/forced to	08	08
Children's pressure/kids force us to recycle	09	09
Save primary resources	10	10
Other: PLEASE SPECIFY		
Don't know		

16b. Now, I am going to ask you to rate the effectiveness of London's recycling program in terms of reducing the amount of waste that goes to landfill. Please rate it on a scale of 1 to 10, where 10 is the highest score and 1 is the lowest score. IF HESITATION, PLEASE REPEAT THE QUESTION

CAN'T COMMENT/NOT APPLICABLE 1
DON'T KNOW 2

Curbside Recyclers Only

17a. Do you have any suggestions that would improve your curbside recycling program?
DO NOT READ

Give out more blue boxes 1
Better collection/more efficient collection 2
Increase the number of materials accepted 3
Promote/advertise recycling 4

Limit number of garbage bags allowed	5
Nothing would help	6
Refuse to allow recyclables in landfill	7
Pay-per-bag program	8
OTHER (PLEASE SPECIFY)	9
DON'T KNOW	0

17b. What do you think happens to the items that you put in your recycling bins? DO NOT READ

Remanufactured into new products/packages	01
Sort them	02
Store them	03
Sell/marketed	04
Recycle	05
Go to landfill	06
DON'T KNOW	99
Other: PLEASE SPECIFY	98
NOTHING	97

Apartment/Condominium Recyclers Only

18a. Do you have any suggestions that would improve your apartment/condominium building's recycling program?

Education/more information	1
Need list of recyclables	2
More recycling bins	3
Signs/better signs on recycling bins	4
Posters on recycling in lobby	5
Cleaner, neater bins	6
Building manager support/involvement	7
Better lighting of bins	8
Pick up recyclables from my floor	9
Force/make people recycle	0
DON'T KNOW	99
Other: PLEASE SPECIFY	98
NOTHING	97

18b. What do you think happens to the items that you put in your apartment/condominium building's recycling bins? DO NOT READ

Remanufactured into new products/packages	01
Sort them	02
Store them	03
Sell/marketed	04
Recycle	05
Go to landfill	06
DON'T KNOW	99
Other: PLEASE SPECIFY	98
NOTHING	97

FOR ALL RECYCLERS

19a. What do you think happens to the recyclable items that you put into your garbage bags? DO NOT READ

Goes to landfill	1
Get pulled out of garbage and recycled	2
Other: PLEASE SPECIFY _____	98
DON'T KNOW	99

Q21. There are a number of ways of increasing the amount that people recycle. I am going to read a list and for each item would you please tell me if you SUPPORT it or are OPPOSED to it. READ AND RECORD/ ROTATE

	Support	Opposed	DK
Make recycling compulsory/mandatory.			
Limit the number of garbage bags that people can put at the curb for collection.			
Charge householders for every bag of garbage they put out at the curb for collection.			
Charge apartment/condo buildings for their garbage if they don't operate a good recycling program.			
Do spot checks on people's garbage and fine them if they put recyclables in the garbage.			
Provide feedback about what is happening to our recyclables.			
Provide more education about what can and cannot be recycled.			

22. Here is a list of statements about recycling. Would you please tell me if you Agree Strongly, Agree Somewhat, Disagree Somewhat, Disagree Strongly. READ EACH AND REPEAT: Strongly Agree, Etc.

	Strongly Agree	Agree Somewhat	Disagree Somewhat	Strongly Disagree	DK
Sometimes I don't recycle because I don't have time.	1	2	3	4	5
If I knew that recyclables were being made into new products & packages I would make more of an effort to recycle them.	1	2	3	4	5
Sometimes I am confused by my city's recycling program because it seems to change often.	1	2	3	4	5
I would like to recycle more but other members of our household do not want to recycle.	1	2	3	4	5
I notice that the more we recycle the less litter there is in my community.					
When I don't recycle as much as possible, I feel guilty about it.	1	2	3	4	5
I don't recycle my bills or personal letters because I am concerned about identity theft.					
ASK CURBSIDE RECYCLERS ONLY					

I would recycle more things if we had another blue box.	1	2	3	4	5
I usually stop recycling as soon as our blue box is full.	1	2	3	4	5
I don't recycle more because the collection crew throws everything together in the truck after I have sorted it.	1	2	3	4	5
ASK APARTMENT/CONDO RECYCLERS ONLY					
I would recycle more things if it was easier.					
The distance between my apartment/condo and the recycling bins is too far.					
Our building superintendent is really supportive of the recycling program.					
I think that most of the people who live in our building don't seem to care about recycling.					
The recycling area at my building is messy because the bins are always full.					
I don't have enough room to store all the things that can be recycled.					

ADVERTISING AWARENESS & RECALL

23a. Have you recently seen or heard any **promotional** messages about recycling in London?

Yes	1	ASK Q 23b
No	2	GO TO Q. 23D
DON'T KNOW	3	GO TO Q. 23D

23b. Do you recall where you saw or heard messages about recycling in London?
DO NOT READ LIST Are there any others?

	1st Mention	2nd Mention
Newspaper ads	1	1
Newspaper articles	2	2
Radio ads/program	3	3
Television coverage/Television ads	4	4
Recycling calendar/schedule delivered to the door	5	5
Word of mouth	6	6
Community event	7	7
The children/my children's school	8	8
Website/Internet – www.blueboxmore.ca	9	9
Bus ads/ads on buses		
Posters		
OTHER (PLEASE SPECIFY) _____		
DON'T KNOW		

23C. Would you please tell me what you saw or heard? PROBE Is there anything else?
 DO NOT READ

About recycling lots of things/more things	1
Promoting recycling	2
Promoting green bins/organics collection	3
Woman recycling on porch/new products popping out of box	4
Woman recycling and husband sleeping/thinks of recycling him	5
Women recycling in apartment/ new products decorating apartment	

Paying deposit on wine/liquor bottles/taking empty containers to The Beer Store/ Get a Blue Bag at LCBO

How to furnish your apartment 7

Funny/humorous ad about recycling 8

Yodeling/Swiss music/funny music/weird music 9

DON'T KNOW X

OTHER (PLEASE SPECIFY)_____

ASK ALL

23d. And, have you recently seen any television messages about new products are made from the things that are recycled?

Yes 1 ASK Q 23e

No 2 GO TO Q. 24A

DON'T KNOW 3 GO TO Q. 24A

23e. Would you please tell me what you saw or heard? PROBE Is there anything else?
DO NOT READ

About recycling lots of things/more things 1

Promoting recycling 2

Shows new products made out of recyclables 3

Woman recycling on porch/new products popping out of box

Woman recycling and husband sleeping/thinks of recycling him 5

Women recycling in apartment/ new products decorating apartment

Paying deposit on wine/liquor bottles/taking empty containers to The Beer Store/ Get a Blue Bag at LCBO

How to furnish your apartment 7

Funny/humorous ad about recycling 8

Yodeling/Swiss music/funny music/weird music 9

DON'T KNOW X

OTHER (PLEASE SPECIFY)_____

23F – Did you notice that the message featured a website WWW.blueboxmore.ca?

Yes 1 CONTINUE ASK 23 g

No 2 GO TO Q. 24A

DON'T KNOW 3 GO TO Q. 24A

23g. IF YES: Did you visit this website WWW.blueboxmore.ca?

Yes 1 ASK Q 23H

No 2 GO TO Q. 24A

DON'T KNOW 3 GO TO Q.24A

23h. IF YES: Would you please rate the website WWW.blueboxmore.ca in terms of how helpful it was. The highest score is 10 and the lowest score is 1. What rating would you give

WWW.blueboxmore.ca out of 10? _____

23i. IF YES: Please tell me why you gave it this rating? PROBE. IS THERE ANYTHING ELSE?

23j. Can you suggest any thing that can be done to make the website more useful for you? PROBE/DO NOT READ

ADD CODE LIST

23k. And, did you see some newspaper messages about new products that are made from the things that are recycled?

Yes	1	ASK Q 23L
No	2	GO TO Q. 24A
DON'T KNOW	3	GO TO Q.24A

23L Would you please tell me what you saw or heard? PROBE Is there anything else? DO NOT READ

About recycling lots of things/more things	1
Promoting recycling	2
Shows new products made out of recyclables	3
Newspapers made into egg cartons/egg cartons out of newspapers	4
Pop/water bottles made into fleecy top/fleecy top made out of pop/water bottles	5
Laundry jug made into watering can/watering can made out of laundry jug	6
DON'T KNOW	X
OTHER (PLEASE SPECIFY)_____	

IF CODE 1 IN 23A OR 23D ASK OTHERWISE GO TO 26A

24a.And, has the way you deal with waste in your home changed as result of the messages that you have seen or heard? (REFER TO Q. 23a, ASK IF CODE 1

Yes	1	ASK 24B
No	2	SKIP TO 26A
DK	3	

24b. Would you please tell me how? DO NOT READ/PROBE

Recycle more	1
Building added new bins for recyclables	2
Bought another blue box/bin	3

I think of recycling in each room of the house more 4
 Buying more recycled things/things made from recyclables 5
 DON'T KNOW 6
 OTHER (PLEASE SPECIFY)

FOR CURBSIDE RECYCLERS ONLY

26a. Do you recall receiving a recycling calendar delivered to your home that included the recycling schedule and what you can recycle in your blue box?

Yes 1 ASK Q. 226B
 A---No 2 SKIP TO Q.29A
 DON'T KNOW 3 SKIP TO Q. 26

26b. And, do you still have this calendar on hand?

Yes 1
 No 2
 DON'T KNOW 3

27a1. Thinking about this recycling calendar.- would you please tell me if you Agree or Disagree with each of the following:

	Agree	Disagree	DK
I kept it on hand for reference(DO NOT ASK IF CODE 2,3 IN Q26a)	(1)	(2)	(3)
It is full of useful information	(1)	(2)	(3)
The layout makes it easy to find all the facts about our recycling program	(1)	(2)	(3)
I was surprised to see all the things can be recycled	(1)	(2)	(3)

27b. What, if anything, could be improved? DO NOT READ LIST

Size of printing 1
 Too many pictures 2
 Not enough pictures 3
 Messages too complicated 4
 Too much information 5
 Not enough information 6
 DON'T KNOW
 OTHER (Please specify)

FOR APARTMENT/CONDOMINIUM RECYCLERS ONLY

28a. Do you recall receiving a list of recyclables delivered to your home that included what you can and cannot recycle in your apartment/condominium recycling bins?

Yes 1 ASK Q. 28b
 No 2 SKIP TO Q. 29A
 DON'T KNOW 3 SKIP TO Q. 29A

287. And, do you still have this list on hand?

Yes 1
 No 2
 DON'T KNOW 3

28a. Thinking about this recycling list - would you please tell me if you Agree or Disagree with each of the following:

	Agree	Disagree	DK
I kept it on hand for reference(DO NOT ASK IF CODE 2,3 IN 28b)	(1)	(2)	(3)
It is full of useful information	(1)	(2)	(3)
The layout makes it easy to find all the facts about our recycling program	(1)	(2)	(3)
I was surprised to see all the things can be recycled	(1)	(2)	(3)

28b. What, if anything, could be improved? DO NOT READ LIST

Size of printing 1
 Too many pictures 2
 Not enough pictures 3
 Messages too complicated 4
 Too much information 5
 Not enough information 6
 OTHER (Please specify) _____
 DK
 NOTHING

ASK ALL RECYCLERS

29a. Would you be interested in getting more information about: PAUSE READ LIST
AND ASK FOR EACH

	Yes	No	DK
Tips for recycling.	(1)	(2)	(3)
A complete list of all the things that can be recycled	(1)	(2)	(3)
What happens to recycled items	(1)	(2)	(3)

29b. ASK IF ANY CODE 1 IN Q29A

There are a number of different ways this information could be provided. Here is a list – for each item please tell me if it would be an effective way of reaching you. ROTATE

	Yes	No	DK
Door-hangers/direct mail	(1)	(2)	(3)
Email newsletter/London's recycling website	(1)	(2)	(3)
Newspaper/local community newspaper	(1)	(2)	(3)
Radio/local radio station	(1)	(2)	(3)
Television	(1)	(2)	(3)

30. The people who operate your municipality's recycling program would like your feedback. Please rate your municipality's recycling program – using a scale from 1 to 10 where 10 is the highest score and 1 is the lowest score please rate the following:

	Score	DK
The collection workers provide a consistently efficient service.	1	9
Convenient to use.	2	9
Sufficient information about how to participate in the recycling program.	3	9
Feedback about the accomplishments of the recycling program.	4	9
The ease of recycling using blue boxes/apartment recycling bins.	5	9
The clarity of the messages that are used to encourage people to recycle.	6	9
Overall evaluation of your municipality's recycling program.	7	9

31a. Starting in February LCBO will be charging a deposit on all wine and liquor bottles purchased at their stores. In order to get back this deposit, LCBO customers will be required to take their empty wine and liquor bottles to The Beer Store. Were you aware of this?

Yes	1	CONTINUE
No	2	CONTINUE
DON'T KNOW	3	CONTINUE

31b. Do you think introducing a deposit on all wine and liquor bottles is a good idea or a bad idea? REPEAT STATEMENT in Q 31a IF HESITATION

Good idea`	1	ASK Q, 31C
Bad idea	2	ASK Q, 31C
NEITHER GOOD NOR BAD	3	SKIP TO BASIC DATA
DON'T KNOW	4	SKIP TO BASIC DATA

31c. And why is that? Please explain. PROBE

BASIC DATA

Now before closing I must ask you a few questions to help classify our information.

A. GENDER - DO NOT ASK:

Female	1
Male	2

B. Would you please tell me in which age group you belong? READ LIST

Under 21	1
21 - 30	2
31 - 40	3
41 - 50	4
51 - 60	5
61 - 70	6
71 and over	7
REFUSED	8

C. What is the highest level of education that you have completed? READ LIST

Public school	1
Some high school	2
Graduated high school	3
Community college	4
University	5

D. How would you classify your occupation? READ LIST

Professional	1
Manager/business owner	2
Sales/clerical	3
Skilled/trades	4
Unskilled	5
Farmer	6
Homemaker	7
Retired	8
Student	9
Unemployed	10

E. How many people live in your household? _____

F. How many adults over the age of 18 would that be? _____
(IF QF=QE SKIP TO QH)

G. How many children under 18 years would that be? _____

H. Do you own or rent your residence?

Own 1
Rent 2

I. How long have you lived in your community? DO NOT READ

Less than 1 year	1
1 to 4 years	2
5 to 9 years	3
10 or more years	4
All my life	5
DON'T KNOW	6

J. And in closing, what is the main language that is spoken in your household?

English Other (Please specify) _____

K. And what language do you prefer for information brochures?

English Other (Please specify) _____

Thank you very much for participating in the survey today! You have been a great help.

From time to time, we conduct focus groups on recycling in the London area. You would be paid for your participation. Would you be interested in being contacted? IF YES GET FULL NAME AND TEL #

NAME: _____

TELEPHONE: _____

INTERVIEWER: _____

DATE: _____

Contact person in the event of further questions about recycling:
Anne Boyd, 519-661-2500X6464

APPENDIX 3: POST CAMPAIGN QUESTIONNAIRE

LONDON TRACKING SURVEY – POST CAMPAIGN QUESTIONNAIRE

LONDON TRACKING SURVEY – Post CAMPAIGN QUESTIONNAIRE

October 3, 2006

Readers: Please note that interviewer instructions are in capitals.

Interviewer's Introduction

Hello, my name is _____ and I am calling from _____. Today we are speaking with residents of London about things that are important to you and your family. This survey is not being conducted to try and sell you anything or for marketing, sales or political purposes.

IF ASKED, RESPOND: This survey should take approximately 10 – 12 minutes. Could I speak with the male or female head of the household?

**IF NEITHER, ASK TO SPEAK TO THE PERSON WHO IS THE PRINCIPAL SHOPPER
–WATCH QUOTA – 80% FEMALE/20% MALE**

1. How would you describe your residence? Is it READ BELOW

A single-detached house	1
A semi-detached house	2
A town house/row house	3
An apartment in a house	4
Apartment/condo in building 5 or more stories	5
Apartment/condo in building less than 5 stories	6

2. Do you or any members of your household work for any of the following:

DISCONTINUE IF “YES” FOR ANY OF THE FOLLOWING

A municipal, regional, county, provincial or government	1
A market research or advertising company	2
The media	3
Waste management industry	4
Local recycling authority	5
Beverage industry/manufacturer	6
BEER/LCBO	7

3. Now, thinking about the issues that most affect your municipal government right now, which do you think should receive the greatest attention from your municipal leaders?

DO NOT READ/ RECORD FIRST MENTION IN COLUMN A

And what others are important right now? RECORD ALL OTHERS IN COLUMN B

	A	B
Crime/drugs	1	1
Development/over-development	2	2
Education/school funding	3	3
Healthcare/health funding	4	4
Hospitals/bed shortages	5	5
Homelessness/housing shortage	6	6
Landfill/garbage disposal	7	7
Poverty/child poverty	8	8
Recycling/waste disposal	9	9
Road conditions	10	10
Taxes/tax increases	11	11
Traffic congestion	12	12
Youth crime/vandalism	13	13
Air quality	14	14
Toronto garbage/shipping Toronto garbage/Toronto garbage in London landfill	15	15
Other: (PLEASE SPECIFY)		
None		
Don't know		

4a. London householders can take part in their city's recycling program by placing blue boxes at the curb or using apartment building recycling bins. Would you please tell me which of the following applies to your household? Do you.... [ASK 4B AND 4C]

Place a blue box or other container at the curbside for collection

1 ASK Q. 4b

Take recyclable materials to your apartment/condominium recycling bins.

2 ASK Q.4b

Neither/Not recycling
3 SKIP TO Q.4c

4b. And does your household participate in blue box recycling by placing recyclable materials at the curb for pick up or put recyclables in your apartment building's blue bins?

Yes 1 SKIP TO Q.5a
No 2 ASK Q 4c ...THEN SKIP TO Q.23a b

4b1 IF CODE 3 (LIVE IN ROW HOUSE/TOWN HOUSE) ASK:

ASK ALL NON RECYCLERS

4c. Would you please tell me why you do not recycle? DO NOT READ LIST

Don't believe in it	01
Trouble/too much effort	02
Only recycle if I get money	03
Dirty/messy	04
Don't understand how	05
Don't know what to recycle	06
Illness/too old to recycle	07
Don't have a car/no vehicle	08
Storage/not enough room	09
Recycling costs too much	10
No recycling bins close to home	11
DON'T KNOW	99
REFUSED	96
OTHER (PLEASE SPECIFY) _____	98

BLUE BOX RECYCLING

5. Are you personally putting things in blue boxes or blue bags for curbside collection?

Yes 1 CONTINUE
No 2 ASK TO SPEAK TO THE PERSON IN THE HOUSE WHO IS OR
DISCONTINUE IF PERSON IS NOT THERE

6. How often does your household place recyclables at the curb for collection? READ

Every week/every collection	1
Every other collection	2
Once a month	3
Once in a while/not often	4
Never	5
DON'T KNOW	6

7. And, on average, how many boxes or bags of recyclables do you usually put out on these occasions for curbside collection? DO NOT READ

One	1
Two	2
Three	3
Four or more	4
DON'T KNOW	6

APARTMENT BIN RECYCLING

8. Are you personally putting things in your apartment/condominium recycling bins?

Yes	1	CONTINUE
No	2	ASK TO SPEAK TO THE PERSON IN THE HOUSE WHO IS OR DISCONTINUE IF PERSON IS NOT THERE

9. Approximately, how often does your household place recyclables in your apartment/condominium recycling bins? DO NOT READ

At least once a day/daily	1
Several times a week	2
Once a week	3
Once in a while/not often	4
Never	5
DON'T KNOW	6

10a. And thinking about where your apartment/condominium building recycling bins are located and the convenience of recycling using these bins, would you say it is: READ AND RECORD ANSWER

Very convenient	1
Somewhat convenient	2
Somewhat inconvenient	3
Very inconvenient	4
DON'T KNOW	5

10b. Please explain (ASK FOR Q. 10a CODES 3, 4 & 5 ONLY) PROBE

10c. In your view, what is the biggest problem in your home that makes you decide not to bother recycling certain things? PROBE

10d. And, what are the things that you never recycle because of that? PROBE

10e. Do you regularly buy beverages such as soft drinks, juice and water in: READ BELOW

	Yes	No	DON'T KNOW
Cans			
Glass bottles			
Plastic bottles			

10f. Which type of container would you say you buy most often? ASK FOR CANS AND/OR BOTTLES 10D

ASK ALL RECYCLERS

11a. What items do you and your family put into your blue box(es)/recycling bins to recycle?

DO NOT READ RECORD BELOW. PROBE...ANY THING ELSE?

Aerosol containers i.e. spray paint, spray starch	01
Aluminum/foil plates	02
Bottles- wine, liquor, pop & juice	03
Boxes i.e. cereal, tissue, cracker, cookie & detergent boxes	04
Cans, tin cans, i.e. soup cans, pet food	05
Cardboard boxes/corrugated boxes	06
Glass jars/bottles, i.e. pickles,	07
Household plastic containers, i.e. cleaners, shampoo, detergent, household cleaners, Windex, CLR, Fantastik	08
Laundry products i.e. – bleach, detergent and fabric softener bottles	09
Magazines	10
Mail, junk mail, flyers, computer paper, letters, etc.	11
Newspapers	12
Paint cans – empty & lids	13
Paper products: egg cartons, paper towels, toilet paper rolls, wrapping paper,	14
Plastic bakery trays and fruit trays	15
Plastic containers & tubs: cottage cheese, yogurt, sour cream, margarine	16
Telephone books,	18
Tetra paks/drink boxes/aseptic packaging LONDON DOESN'T ACCEPT BUT LEAVE IN-BM	19
OTHER: (PLEASE SPECIFY) _____	
NOTHING	
DK	

12a. Does anyone else in your household put recyclables in the blue box/apartment recycling bins for collection? READ BELOW

Partner/spouse	1
Child/children under 18 years	2
Child/children over 18 years	3
Other member of household	4
Everyone/all in household	5
DON'T KNOW	6

12b. .FOR EACH CODE IN 12A ASK:
And, would you say they recycle:

All or most of the time	1
Some of the time	2
Not very often	3
Never	4
DON'T KNOW	5

ASK CURBSIDE RECYCLERS ONLY

13a. Now what, if anything, do you like most about your blue box recycling program? DO NOT READ

Diverts waste	1
Conserves recyclables	2
Easy/convenient to recycle	3
Gets everyone recycling	4
Saves landfill/less garbage	5
Improving/expanding recycling program	6
Plastic/blue bags	7
OTHER (PLEASE SPECIFY) DON'T KNOW	NONE

13b. And, what, if anything, do you dislike most about blue box recycling? DO NOT READ

Blue Boxes are too expensive	1
Blue Boxes are too heavy	2
Not enough room in boxes	3
Recycling not really working	4
Recycling program keeps changing	5
Too much work/effort	6
OTHER (PLEASE SPECIFY) DON'T KNOW	NONE

ASK APARTMENT RECYCLERS ONLY

APARTMENT BIN RECYCLERS

14a. Do you collect recyclables from rooms in your home other than the kitchen?

Yes	1	ASK Q. 14b
No	2	SKIP TO Q.15 DK

14b. What other rooms do you collect recyclables from other than your kitchen? DO NOT READ

Bathroom(s)	1
Bedroom(s)	2
Living room	3
Dining room	4
Den/TV room	5
Office/home office	6
Porch/sunroom	7
OTHER (PLEASE SPECIFY) _____	
DON'T KNOW	NOTHING/NONE

15a. Now what, if anything, do you like most about your apartment/condominium building recycling program? DO NOT READ

Diverts waste	1
Conserves recyclables	2
Easy/convenient to recycle	3
Gets everyone recycling	4
Saves landfill/less garbage	5
Improving/expanding recycling program	6
No storage room	
OTHER (PLEASE SPECIFY)	
DON'T KNOW	NONE

15b. And, what, if anything, do you dislike most about your apartment/condominium building recycling program? DO NOT READ

Not enough people use them/recycle	1
Recycling bins not conveniently located	2
Recycling bins full of garbage	3
Recycling not really working	4
Recycling program keeps changing	5
Too much work/effort	6
No information about what to recycle	7
Not enough signs on recycling bins	8
OTHER (PLEASE SPECIFY)	
DON'T KNOW	NONE

ASK ALL RECYCLERS

16a. Now thinking about your blue box/blue bin recycling program, could you please tell me the main purpose of this program? DO NOT READ LIST/PROBE Are there any other reasons? Anything else?

	1st Mention	All others
Children/for the next generation	01	01
Cut down/reduce garbage	02	02
Divert more from landfill	03	03
Environment/good for it	04	04
Feel good/makes people feel like they can help	05	05
Good thing to do/right to do	06	06
Lower taxes/reduce costs	07	07
Pressure from family members/forced to	08	08
Children's pressure/kids force us to recycle	09	09
Save primary resources	10	10
Other: PLEASE SPECIFY		
Don't know		

16b. Now, I am going to ask you to rate the effectiveness of London's recycling program in terms of reducing the amount of waste that goes to landfill. Please rate it on a scale of 1 to 10, where 10 is the highest score and 1 is the lowest score. IF HESITATION, PLEASE REPEAT THE QUESTION

CAN'T COMMENT/NOT APPLICABLE 1
DON'T KNOW 2

Curbside Recyclers Only

17a. Do you have any suggestions that would improve your curbside recycling program? DO NOT READ

Give out more blue boxes 1
Better collection/more efficient collection 2
Increase the number of materials accepted 3
Promote/advertise recycling 4
Limit number of garbage bags allowed 5
Nothing would help 6
Refuse to allow recyclables in landfill 7
Pay-per-bag program 8
OTHER (PLEASE SPECIFY) 9
DON'T KNOW 0

17b. What do you think happens to the items that you put in your recycling bins? DO NOT READ

Remanufactured into new products/packages	01
Sort them	02
Store them	03
Sell/marketed	04
Recycle	05
Go to landfill	06
DON'T KNOW	99
Other: PLEASE SPECIFY	98
NOTHING	97

Apartment/Condominium Recyclers Only

18a. Do you have any suggestions that would improve your apartment/condominium building's recycling program?

Education/more information	1
Need list of recyclables	2
More recycling bins	3
Signs/better signs on recycling bins	4
Posters on recycling in lobby	5
Cleaner, neater bins	6
Building manager support/involvement	7
Better lighting of bins	8
Pick up recyclables from my floor	9
Force/make people recycle	0
DON'T KNOW	99
Other: PLEASE SPECIFY	98
NOTHING	97

18b. What do you think happens to the items that you put in your apartment/condominium building's recycling bins? DO NOT READ

Remanufactured into new products/packages	01
Sort them	02
Store them	03
Sell/marketed	04
Recycle	05
Go to landfill	06
DON'T KNOW	99
Other: PLEASE SPECIFY	98
NOTHING	97

FOR ALL RECYCLERS

19a. What do you think happens to the recyclable items that you put into your garbage bags? DO NOT READ

Goes to landfill	1
Get pulled out of garbage and recycled	2
Other: PLEASE SPECIFY _____	98
DON'T KNOW	99

20. There are a number of ways of increasing the amount that people recycle. I am going to read a list and for each item would you please tell me if you SUPPORT it or are OPPOSED to it. READ AND RECORD/ ROTATE

	Support	Opposed	DK
Make recycling compulsory/mandatory.			
Limit the number of garbage bags that people can put at the curb for collection.			
Charge householders for every bag of garbage they put out at the curb for collection.			
Charge apartment/condo buildings for their garbage if they don't operate a good recycling program.			
Do spot checks on people's garbage and fine them if they put recyclables in the garbage.			
Provide feedback about what is happening to our recyclables.			
Provide more education about what can and cannot be recycled.			

21. Here is a list of statements about recycling. Would you please tell me if you Agree Strongly, Agree Somewhat, Disagree Somewhat, Disagree Strongly. READ EACH AND REPEAT: Strongly Agree, Etc.

	Strongly Agree	Agree Somewhat	Disagree Somewhat	Strongly Disagree	DK
Sometimes I don't recycle because I don't have time.	1	2	3	4	5
If I knew that recyclables were being made into new products & packages I would make more of an effort to recycle them.	1	2	3	4	5
Sometimes I am confused by my city's recycling program because it seems to change often.	1	2	3	4	5
I would like to recycle more but other members of our household do not want to recycle.	1	2	3	4	5
I notice that the more we recycle the less litter there is in my community.					
When I don't recycle as much as possible, I feel guilty about it.	1	2	3	4	5
I don't recycle my bills or personal letters because I am concerned about identity theft.					
ASK CURBSIDE RECYCLERS ONLY					

I would recycle more things if we had another blue box.	1	2	3	4	5
I usually stop recycling as soon as our blue box is full.	1	2	3	4	5
I don't recycle more because the collection crew throws everything together in the truck after I have sorted it.	1	2	3	4	5
ASK APARTMENT/CONDO RECYCLERS ONLY					
I would recycle more things if it was easier.					
The distance between my apartment/condo and the recycling bins is too far.					
Our building superintendent is really supportive of the recycling program.					
I think that most of the people who live in our building don't seem to care about recycling.					
The recycling area at my building is messy because the bins are always full.					
I don't have enough room to store all the things that can be recycled.					

ADVERTISING AWARENESS & RECALL

2a. Have you recently seen or heard any messages about recycling in London?

Yes 1 ASK Q 23b
 No 2 GO TO Q. 25
 DON'T KNOW 3 GO TO Q.25

22b. Do you recall where you saw or heard messages about recycling in London?
DO NOT READ LIST Are there any others?

	1st Mention	2nd Mention
Newspaper ads	1	1
Newspaper articles	2	2
Radio ads/program	3	3
Television coverage/Television ads	4	4
Recycling calendar/schedule delivered to the door	5	5
Word of mouth	6	6
Community event	7	7
The children/my children's school	8	8
Website/Internet	9	9
Bus ads/ads on buses		
Posters		
OTHER (PLEASE SPECIFY) _____		
DON'T KNOW		

23. Would you please tell me what you saw or heard? PROBE Is there anything else?
 DO NOT READ

About recycling lots of things/more things 1
 Promoting recycling 2

Promoting green bins/organics collection 3
 DON'T KNOW X
 OTHER (PLEASE SPECIFY)_____

24a. And, has the way you deal with waste in your home changed as result of the messages that you have seen or heard? (REFER TO Q. 23a, ASK IF CODE 1

Yes 1 ASK 16d
 No 2 SKIP TO 17a
 DK 3

24b. Would you please tell me how? DO NOT READ/PROBE

Recycle more 1
 Building added new bins for recyclables 2
 Bought another blue box/bin 3
 I think of recycling in each room of the house more 4
 DON'T KNOW 5
 OTHER (PLEASE SPECIFY)

FOR CURBSIDE RECYCLERS ONLY

25a. Do you recall receiving a recycling calendar delivered to your home that included the recycling schedule and what you can recycle in your blue box?

Yes 1 ASK Q. 25b
 No 2 SKIP TO Q. 26
 DON'T KNOW 3 SKIP TO Q. 26

25b. And, do you still have this calendar on hand?

Yes 1
 No 2
 DON'T KNOW 3

26a. Thinking about this recycling calendar.- would you please tell me if you Agree or Disagree with each of the following:

	Agree	Disagree	DK
I kept it on hand for reference(DO NOT ASK IF CODE 2,3 IN Q26a)	(1)	(2)	(3)
It is full of useful information	(1)	(2)	(3)
The layout makes it easy to find all the facts about our recycling program	(1)	(2)	(3)
I was surprised to see all the things can be recycled	(1)	(2)	(3)

26b. What, if anything, could be improved? DO NOT READ LIST

Size of printing 1
 Too many pictures 2
 Not enough pictures 3
 Messages too complicated 4
 Too much information 5
 Not enough information 6
 DON'T KNOW
 OTHER (Please specify)

FOR APARTMENT/CONDOMINIUM RECYCLERS ONLY

27a. Do you recall receiving a list of recyclables delivered to your home that included what you can and cannot recycle in your apartment/condominium recycling bins?

Yes 1 ASK Q. 28b
 No 2 SKIP TO Q. 29
 DON'T KNOW 3 SKIP TO Q. 29

28b. And, do you still have this list on hand?

Yes 1
 No 2
 DON'T KNOW 3

28a. Thinking about this recycling list - would you please tell me if you Agree or Disagree with each of the following:

	Agree	Disagree	DK
I kept it on hand for reference(DO NOT ASK IF CODE 2,3 IN 28b)	(1)	(2)	(3)
It is full of useful information	(1)	(2)	(3)
The layout makes it easy to find all the facts about our recycling program	(1)	(2)	(3)
I was surprised to see all the things can be recycled	(1)	(2)	(3)

28b. What, if anything, could be improved? DO NOT READ LIST

Size of printing 1
 Too many pictures 2
 Not enough pictures 3
 Messages too complicated 4
 Too much information 5
 Not enough information 6
 OTHER (Please specify) _____
 DK
 NOTHING

ASK ALL RECYCLERS

29a. Would you be interested in getting more information about: PAUSE READ LIST
AND ASK FOR EACH

	Yes	No	DK
Tips for recycling.	(1)	(2)	(3)
A complete list of all the things that can be recycled	(1)	(2)	(3)
What happens to recycled items	(1)	(2)	(3)

29b. ASK ALL WHO WANT MORE INFORMATION (CODE 1, Q30a)

There are a number of different ways this information could be provided. Here is a list – for each item please tell me if it would be an effective way of reaching you. ROTATE

	Yes	No	DK
Door-hangers/direct mail	(1)	(2)	(3)
Email newsletter/London's recycling website	(1)	(2)	(3)
Newspaper/local community newspaper	(1)	(2)	(3)
Radio/local radio station	(1)	(2)	(3)
Television	(1)	(2)	(3)

30. The people who operate your municipality's recycling program would like your feedback. Please rate your municipality's recycling program – using a scale from 1 to 10 where 10 is the highest score and 1 is the lowest score please rate the following:

	Score	DK
The collection workers provide a consistently efficient service.	1	9
Convenient to use.	2	9
Sufficient information about how to participate in the recycling program.	3	9
Feedback about the accomplishments of the recycling program.	4	9
The ease of recycling using blue boxes/apartment recycling bins.	5	9
The clarity of the messages that are used to encourage people to recycle.	6	9
Overall evaluation of your municipality's recycling program.	7	9

BASIC DATA

Now before closing I must ask you a few questions to help classify our information.

A. GENDER - DO NOT ASK:

Female 1
Male 2

B. Would you please tell me in which age group you belong? READ LIST

Under 21	1
21 - 30	2
31 - 40	3
41 - 50	4
51 - 60	5
61 - 70	6
71 and over	7
REFUSED	8

C. What is the highest level of education that you have completed? READ LIST

Public school	1
Some high school	2
Graduated high school	3
Community college	4
University	5

D. How would you classify your occupation? READ LIST

Professional	1
Manager/business owner	2
Sales/clerical	3
Skilled/trades	4
Unskilled	5
Farmer	6
Homemaker	7
Retired	8
Student	9
Unemployed	10

E. How many people live in your household? _____

F. How many adults over the age of 18 would that be? _____(IF QF=QE SKIP TO QH)

G. How many children under 18 years would that be? _____

H. Do you own or rent your residence?

Own	1
Rent	2

I. How long have you lived in your community? DO NOT READ

Less than 1 year	1
1 to 4 years	2
5 to 9 years	3
10 or more years	4
All my life	5
DON'T KNOW	6

J. And in closing, what is the main language that is spoken in your household?

English Other (Please specify) _____

K. And what language do you prefer for information brochures?

English Other (Please specify) _____

Thank you very much for participating in the survey today! You have been a great help.

From time to time, we conduct focus groups on recycling in the London area. You would be paid for your participation. Would you be interested in being contacted? IF YES GET FULL NAME AND TEL #

NAME: _____

TELEPHONE: _____

INTERVIEWER: _____

DATE: _____

Contact person in the event of further questions about recycling:
Anne Boyd, 519-661-2500X6464