

# Bi-weekly Residential Curbside Waste and Recycling Services

## Lethbridge Public Opinion Study – Winter 2019

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## Methodology

### *Population*

The city of Lethbridge has a total population of 99,769 residents (2018 census) approximately 80% of which are 18 years of age or older (79,800). A total of 48,883 Lethbridge residents are male (49.0%), 50,697 are female (50.8%) and 18 (0.2%) prefer not to identify. South Lethbridge is home to 32,109 residents (32.2%) while the rapidly expanding west side is now home to 39,960 residents (40.1%). There are 27,700 north Lethbridge residents (27.8%).

### *Sample*

*Data* Collected by Lethbridge College students in the winter of 2019. Students interviewed 882 randomly selected adult Lethbridge residents by telephone from February 9 to 13, 2019 under the supervision of CSRL Research Chair, Dr. Faron Ellis. We sincerely appreciate and thank all those who took time to respond to our survey. Full methodological notes and results from previous CSRL Opinion Studies can be accessed by visiting CSRL web pages at: <https://lethbridgecollege.ca/departments/citizen-society-research-lab>.

### *Representativeness*

Analysis of the demographic data indicates that, within acceptable limits, the sample accurately represents the demographic distribution of the adult population within the city of Lethbridge. The sample has been statistically weighted to even better reflect that of the population (sex, age, and area of the city of Lethbridge).

### *Confidence*

The sample yields a margin of error of  $\pm 3.3$  percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.

### *IB Commons Call Centre*

The CSRL operates as a division of the Centre for Applied Arts and Sciences. Students conducted interviews using the facilities of the Lethbridge College IB Commons Call Centre with support from the Lethbridge College Facility Management, Instructional Technology, and Audio Visual teams.

### *Sponsorship*

These data are part of a larger study of the opinions and attitudes of Lethbridge residents conducted by the Citizen Society Research Lab at Lethbridge College. This particular set of questions was derived from student, faculty and community interest in the topic.

## Curbside Recycling in Lethbridge

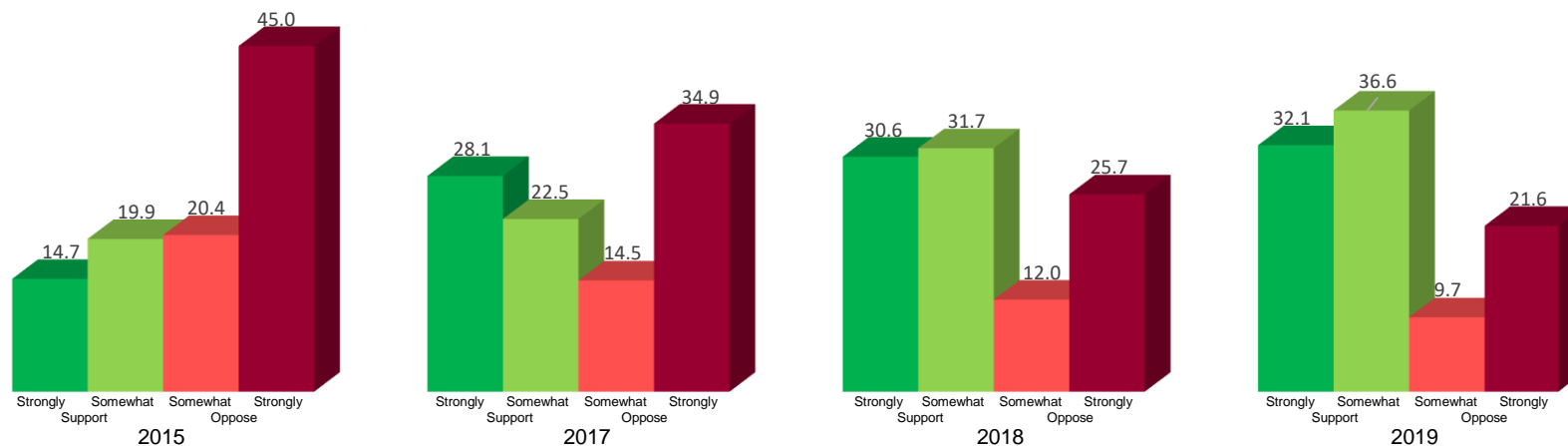
After successfully piloting a new residential curbside waste and recycling program, the City of Lethbridge is in the process of implementing a city-wide program that will end weekly residential curbside waste collection and replace it with bi-weekly waste and alternate-bi-weekly blue-bin curbside recycling services.

When asked to express their opinions about the City of Lethbridge's new program for bi-weekly curbside waste and recycling collection two-thirds of Lethbridge residents are now supportive of the new residential waste and recycling plan.

- Nearly seven of every ten residents (68.7%) are supportive of the new plan, a considerable change from only slightly more than one-third (34.6%) who were supportive in 2015 when the current plan was only one of four options proposed.
  - Approximately half of supporters (32.1%) are strongly supportive with the other half (36.6%) somewhat supportive.
- Less than one-third of Lethbridge residents are opposed (31.3%).
  - Opposition is less balanced than is support with twice as many opponents strongly opposed (21.6%) as somewhat opposed (9.7%).
  - Strong opposition (21.6%) is less than half what it was in 2015 (45.0%).

Bi-weekly Curbside Waste and Recycling Services (%)

	<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>		<u>2015</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Strongly support	14.7	28.1	30.6	32.1	Support	34.6	50.6	62.3	68.7
Somewhat support	19.9	22.5	31.7	36.6	Oppose	65.4	49.4	37.7	31.3
Somewhat oppose	20.4	14.5	12.0	9.7					
Strongly oppose	45.0	34.9	25.7	21.6					



## Curbside Recycling in Lethbridge by Selected Demographic Groups

- Three-quarters of Lethbridge women (74.9%) support the new waste and recycling plan. Although a majority of men are also supportive (62.6%), male support is significantly lower than female support.
- Clear majorities in all areas of the city of Lethbridge are supportive with south Lethbridge residents (73.0%) leading the way, followed by north (67.0%) and west Lethbridge (65.5%) residents.
- Majorities of all income groups are supportive with lower-income residents (80.0%) most supportive.
- Education does not have a significant impact on opinion with substantial majorities in all education groups supporting the new waste and recycling plans.
- Age is the most significant predictor of opinion with majorities of all age groups now supportive of the new waste and recycling plans. However, younger Lethbridge residents are much more supportive (80.8% for those aged 18 to 29 and 83.7% for those aged 30 to 44) than are middle aged residents (65.4%) and seniors (53.2%).
- Federal and provincial partisanship are not important predictors of opinion on this issue and for the most part only demonstrate varying degrees of support.
  - Majorities of all provincial party partisans are supportive of the new waste and recycling plans, led by Liberal (82.4%) and NDP voters (79.4%) who are most supportive, while UCP (57.2%) and Alberta Party voters (50.0%) are least supportive.
  - Clear majorities of all federal party partisans are also supportive. Again, NDP (81.3%) and Liberal (80.2%) voters are most supportive. A less substantial majority federal Conservative voters are also in favor of the new plans (58.9%).

# Bi-weekly waste and recycling collection (2019) (%)

Gender*	Male	Female	Lethbridge
Support	62.6	74.9	68.7
Oppose	37.4	25.1	31.3

Area*	South Lethbridge	North Lethbridge	West Lethbridge
Support	73.0	67.0	65.5
Oppose	27.0	33.0	34.5

Household Income*	Under \$40,000	\$40,001 to \$100,000	Over \$100,000
Support	80.0	64.1	68.1
Oppose	20.0	35.9	31.9

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Support	68.8	72.2	68.4	66.2
Oppose	31.3	27.8	31.6	33.8

Age*	18-29	30-44	45-64	65 and older
Support	80.8	83.7	65.4	53.2
Oppose	19.2	16.3	34.6	46.8

Provincial Vote	NDP	UCP	Liberal	AB Party	FCP	Undecided
Support	79.4	57.2	82.4	50.0	73.5	68.4
Oppose	20.6	42.8	17.6	50.0	26.5	31.6

Federal Vote	Liberal	Conservative	NDP	Green	PPC	Undecided
Support	80.2	58.9	81.3	60.0	70.0	79.9
Oppose	19.8	41.1	18.8	40.0	30.0	20.1

Notes: Due to rounding, proportions may not total exactly 100%; \* sig < 0.05

## Bi-weekly waste and recycling collection (%)

Gender*	Male	Female	Lethbridge
Strongly support	29.3	35.3	32.1
Somewhat support	33.5	39.6	36.6
Somewhat oppose	9.8	9.2	9.7
Strongly oppose	27.4	15.9	21.6

Area	South Lethbridge	North Lethbridge	West Lethbridge
Strongly support	33.8	26.6	34.0
Somewhat support	38.9	40.3	31.3
Somewhat oppose	9.8	8.2	11.3
Strongly oppose	17.5	24.9	23.3

Household Income	Under \$40,000	\$40,001 to \$100,000	Over \$100,000
Strongly support	35.6	27.6	41.2
Somewhat support	44.8	36.5	26.9
Somewhat oppose	5.2	11.2	9.9
Strongly oppose	14.4	24.7	22.0

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Strongly support	30.0	31.4	29.4	36.8
Somewhat support	38.8	40.8	38.9	29.5
Somewhat oppose	9.4	8.3	10.3	10.3
Strongly oppose	21.9	19.5	21.4	23.4

Age*	18-29	30-44	45-64	65 and older
Strongly support	40.2	48.5	27.8	20.6
Somewhat support	40.2	35.1	37.6	32.3
Somewhat oppose	10.8	3.0	10.2	12.6
Strongly oppose	8.8	13.4	24.4	34.5

Notes: Due to rounding, proportions may not total exactly 100; \* sig < 0.05

## Demographics

Area of City (%)		Gender (%)		Income (%)		Education (%)		Age (%)	
South	32.9	Male	49.6	Under \$40,000	27.4	H-School/less	19.2	18-29	23.5
North	28.2	Female	49.8	\$40-100,000	47.7	Some P-Sec.	20.1	30-44	15.7
West	38.9	Other	0.6	Over \$100,000	25.0	Col-Tech-Grad	30.6	45-64	34.1
						University Grad	30.1	65 or older	26.6

Church Attendance (%)	
2-3/month/more	36.3
Several per year	19.8
Rarely or never	44.0

Note: Due to rounding, proportions may not total exactly 100%

## Question

- Thinking for a moment about local issues, Lethbridge City Council recently decided to implement a new residential curbside recycling program that will also make changes to the frequency of residential garbage pick-up. The new plan will include blue-bin recycling pick-up once every two weeks and change black-bin garbage pick-up to once every two weeks from the existing weekly pick up. The new curbside program is projected to add \$7 to residents' monthly utility bills. Please tell me how much you support or oppose the city's new residential curbside recycling and garbage pick-up program.

*Supplemental Information about capital costs if requested:*

Capital costs include \$15 to \$17 million to build a Materials Recovery Facility to sort and process recyclable materials.