Green Bin Enhancement Campaign:

Behaviour, Awareness and Impact

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Objectives and
Key Findings

This study builds on research conducted by the City in 2018 to measure city-wide waste diversion behaviours. The 2018 research was launched in response to Council approving the Source-Separated Organics Program (Green Bin) Update report at the end of March 2018. That report outlined green bin service enhancements that included allowing plastic bags as a bagging option and dog waste, which marked the first change to the City's waste diversion programs since bi-weekly garbage collection was introduced in 2012. The report also called for the development of an evidence-based public education campaign to raise awareness of program enhancements. The City introduced the enhancements on July 2, 2019, and launched the Green Bin Enhancement Campaign.

The 2018 research followed a phased methodology. Phase 1 was a telephone survey that measured waste diversion behaviours at the household level, and Phase 2 was an online survey focused on testing strategic messages to help shape the campaign.

2018 Phase 1:
Behaviours and Opinion Survey

Telephone survey (landline + mobile)
N=2,032,
Avg. length of interview = 17 minutes
Margin of error: 2.2%
Conducted December 5-21, 2018
Recruited participants for Phase II

2018 Phase 2:
Message Testing

Online
Total invited n= 1,137
Total started n=684
Total completed n=489
Conducted December 21 – January 16, 2019

The City is required to assess the Green Bin Enhancement Campaign's impact on public awareness and behaviour at a broad, city-wide level. These results will help to determine what, if any, adjustments to future campaigns are required. From a governance and transparency perspective, this study fulfills a commitment made to Council.

This research was also designed to respond to the City's desire to update its understanding of respondent behaviour related to the green bin.

As such, the objectives of this research were:
1. Measure attitudes towards the Green Bin program since the program changes and the Green Bin Enhancement Campaign.
2. Update measures on the usage, associated behaviours and barriers around using the green bin among curbside and multi-residential property respondents in Ottawa.
3. Measure the impacts that the changes to the Green Bin program have had, specifically as they relate to the use of plastic bags and the acceptance of dog waste in the green bin.
4. Measure impacts and perceptions related to the main creative assets used in the Green Bin Enhancement Campaign.

To achieve these research objectives, two separate but mutually reinforcing surveys were launched. One survey focused on collecting city-wide behaviours, replicating the 2018 telephone methodology, which allows for tracking of the findings over time. The other was an online survey measuring the campaign.

2020 Survey 1: Tracking behaviours	2020 Survey 2: Campaign Measurement
Telephone survey (landline + mobile)	Online survey
n=800	Sample n= 1,000
Avg. length of interview = 5 minutes	Avg. length of interview = 5 minutes
Margin of error: ± 3.4%	Margin of error: ± 3.2%
Conducted December 9-21, 2020	Conducted December 10-19, 2020

KEY FINDINGS ALIGNED WITH OBJECTIVES

1. Measure attitudes towards the Green Bin program since the program changes and the Green Bin Enhancement Campaign.

Nearly 8 in 10 Ottawa respondents agree with the four key messages, which were developed based on the 2018 market research findings and focused on the need to reduce both the environmental and financial impact of waste.

Furthermore, 8 in 10 say they are willing to do their part to keep food and organic waste out of the landfill to help reduce greenhouse gas emissions. The same proportion also feel that all multi-residential properties should have a Green Bin program.

The majority of Ottawa respondents (82%) feel satisfied with the Green Bin program overall. However, this varies greatly depending on whether they live in homes that put their waste out at the curb (87% satisfied) or if they live in multi-residential properties (65%), where only a third (34%) say they have access to a green bin at all.

KEY FINDINGS ALIGNED WITH OBJECTIVES

2. Update measures on the use, associated behaviours and barriers around using the green bin, among curbside and multi-residential property respondents in Ottawa.

Self-reported use of the Green Bin program among curbside respondents has increased since the 2018 study (+11% points from 77% to 88%). Among curbside respondents, the dominant barrier to increased use of the green bin from the 2018 study (too "smelly/messy/gross") was cited less often as a barrier (15% cited this as a barrier to using their green bin more in 2020, down 16% points from 2018, and 8% cited this as a barrier to starting to use the green bin in 2020, down 15% points from 2018).

This study reveals that access to the Green Bin program among multi-residential property respondents is largely stable from the baseline in 2018 (31% access in 2018 vs. 34% access today). "Inconvenience" remains the top barrier to increased use, though a new barrier among 1 in 5 was that they "run out of room in the bin". Among multi-residential property respondents without access to a green bin, interest in using the green bin if they had access increased by 10% points from 2018, up to 83%.

About 4 in 10 respondents who have worked from home at some point during the COVID-19 pandemic say their use of the green bin has increased during this time, primarily due to eating and cooking more at home.

KEY FINDINGS ALIGNED WITH OBJECTIVES

3. Measure the impacts that the changes to the Green Bin program have had, specifically as they relate to the use of plastic bags and the acceptance of dog waste in the green bin.

Close to three-quarters of respondents who use the green bin use some type of bag for the waste (73%), compared to 58% before the program enhancements. The most common type of bag used in the green bin is compostable or biodegradable (about 6 in 10 for household organics and dog waste). Curbside respondents bag their organic waste in larger numbers than those who live in multi-residential properties (76% vs. 46%).

Among those who use any type of bag for their household organic waste, 4 in 10 started doing so *after* the City made changes to the program, and among those who bag their dog waste, three-quarters started doing so only *after* the program changes.

Since the City changed the program to allow plastic bags as a bagging option and dog waste, almost a third (30%) indicate that they are using the green bin more. When asked explicitly, 7 in 10 of these users (69%) claimed that this increased use was due to the changes to the program. Among respondents bagging their dog waste and putting it in the green bin, more than half report increased use, and almost all (94%) say it was due to the program changes.
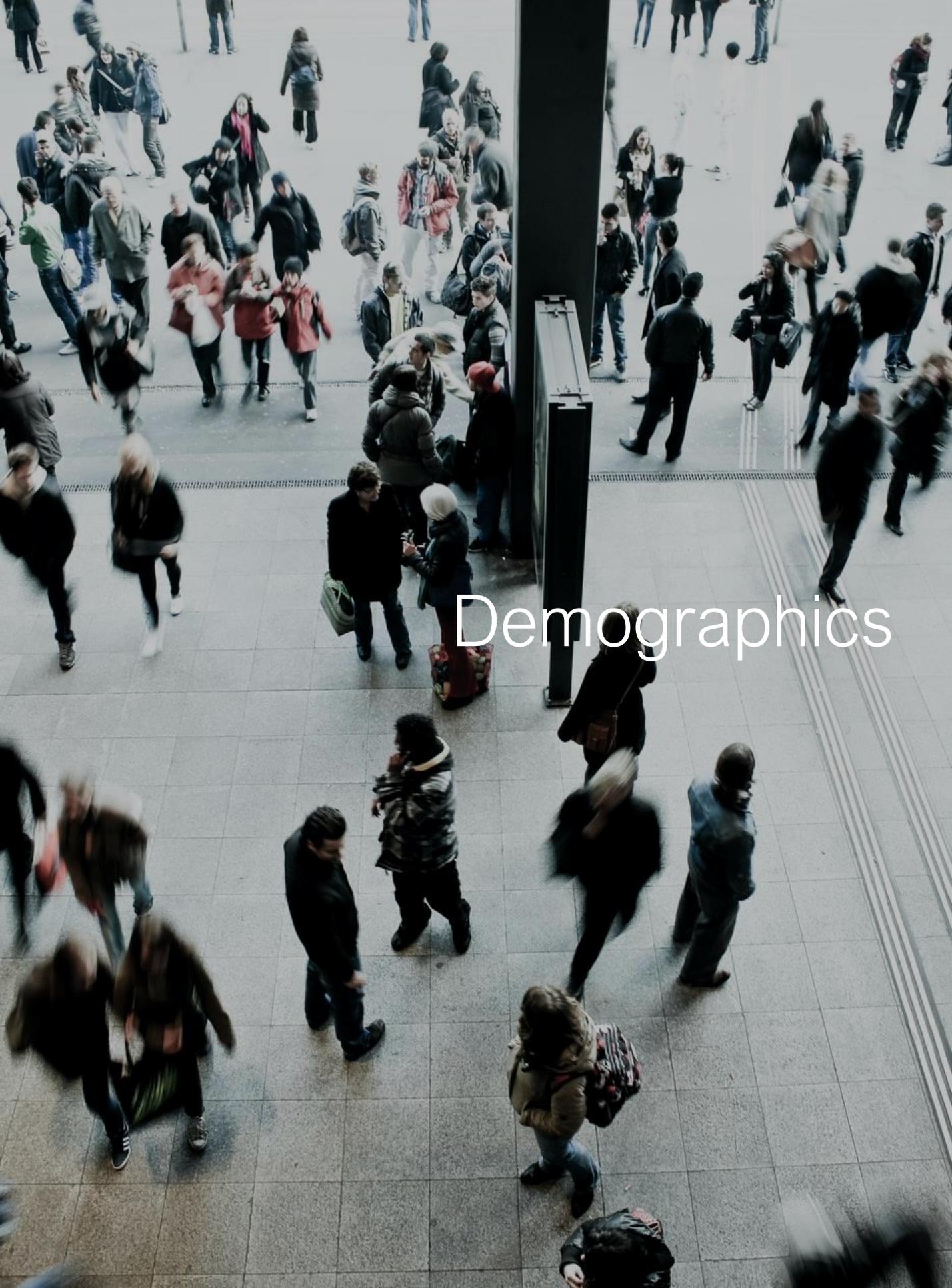
KEY FINDINGS ALIGNED WITH OBJECTIVES

4. Measure impacts and perceptions related to the main creative assets used in the Green Bin Enhancement Campaign.

Almost half of Ottawa respondents (45%) say they recall some type of advertising over the past year or so related to the green bin. Overall, total global recall was significantly higher for the "girl" ad (37%) than for the "boy" ad (22%). Most recalled seeing the ads on a bus or bus shelter.

The most common reaction to seeing the "girl/boy" ads was making respondents think of the future of our planet, waste diversion and the environment. 43% of respondents said they started using their green bin, using it more or started bagging their waste in plastic bags after seeing the ads. More than half of respondents rated the "girl/boy" ads as generating a positive emotion, being credible and being logical.

About 4 in 10 respondents recalled the mailout without any image assistance, and almost half (47%) recalled it after a visual prompt, suggesting a highly socialized education effort by the City.

The research reveals that when all creative assets were assessed together, the content that went out as a "door sticker" to some curbside respondents was judged to be by far the most motivating piece of content, according to 50% of respondents. The second most motivating creative asset was the "girl" ad (according to 20% of respondents, four times more than for the "boy" ad).

Demographics

Demographics

Survey 1: Telephone Survey

48% 52%

Age

18-24	25-34	35-44	45-54	55-64	65+
10%	17%	17%	19%	17%	20%

Education

High School (or less)	College	University +
19%	29%	52%

Income

<$20k	$20k-$39K	$40k-$69K	$70k-$99K	$100k-$119K	>$120K
2%	6%	12%	15%	11%	28%

The remaining 26% were *Prefer to not say.*

Employment

Full-time	Part -time	Other
48%	15%	37%

Language

English	French	Other
82%	8%	8%

The remaining 2% were *Prefer to not say.*

Waste

CURBSIDE	MULTI-RES
78%	22%

Home

RENT	OWN
26%	72%

The remaining 2% were *Prefer to not say.*

Region

Urban	Suburban	Rural
35%	56%	9%

Demographics

Survey 2: Online Survey

👩 48% 👨 52%

Age

18-24	25-34	35-44	45-54	55-64	65+
10%	17%	17%	19%	17%	20%

Education

High School (or less)	College	University +
12%	33%	55%

Income

<$20k	$20k-$39K	$40k-$69K	$70k-$99K	$100k-$119K	>$120K
7%	10%	18%	21%	12%	21%

The remaining 11% were *Prefer to not say.*

Born

Canada	Elsewhere
80%	20%

Language

English	French	Other
88%	10%	2%

Waste

CURBSIDE	MULTI-RES
72%	28%

Home

RENT	OWN
33%	62%

The remaining 5% were *Prefer to not say.*

Region*

Urban	Suburban	Rural
22%	67%	11%

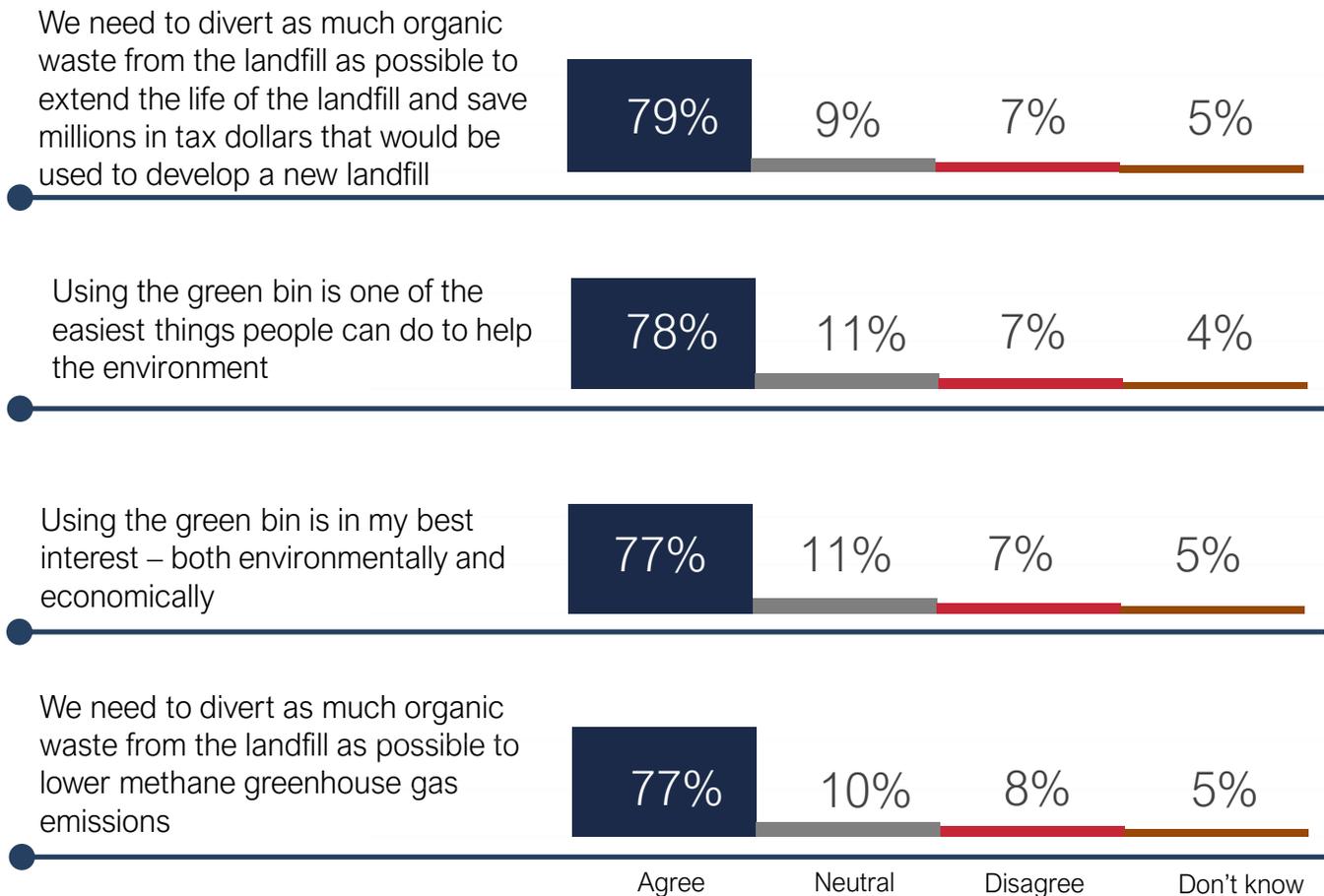Approximate when partial postal code was provided.

Attitudes Toward Waste

Attitudinal Landscape

Respondents were asked whether they agree or disagree with statements taken from the key messages of the green bin campaign. Nearly 8 in 10 indicated their agreement with all the key messages. Those aged 65 and over are more likely to agree with the key messages in comparison to younger age groups.
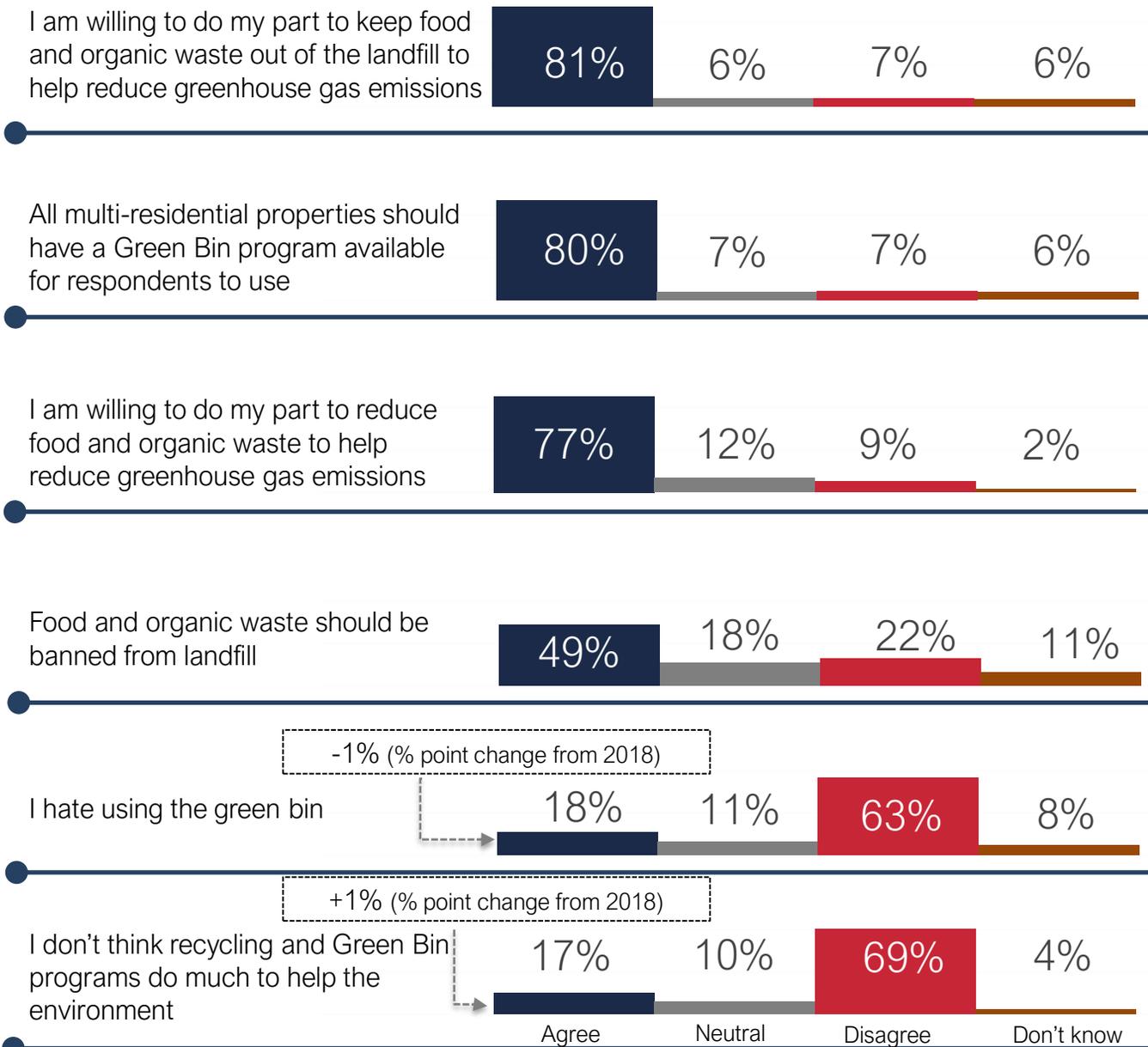
Agreement with the key messages

	Agree	Neutral	Disagree	Don't know
We need to divert as much organic waste from the landfill as possible to extend the life of the landfill and save millions in tax dollars that would be used to develop a new landfill	79%	9%	7%	5%
Using the green bin is one of the easiest things people can do to help the environment	78%	11%	7%	4%
Using the green bin is in my best interest – both environmentally and economically	77%	11%	7%	5%
We need to divert as much organic waste from the landfill as possible to lower methane greenhouse gas emissions	77%	10%	8%	5%

Q: Please indicate the extent to which you agree or disagree with the following statements:

Attitudinal Landscape

Building on the statements tested on the previous page, the study reveals that most respondents are willing to do their part to keep organics out of the landfill and reduce food waste. There is also broad support to make the Green Bin program available for all multi-residential properties in the city. Retesting of two attitudes related to hating the green bin shows little change in those attitudes over the last two years, despite greater self-reported uptake in program use seen later in this report. The same number of respondents hate using the green bin, but more respondents use it because the yuck factor was addressed. This is not surprising given that attitudinal change can take longer than behaviour change.

Statement	Agree	Neutral	Disagree	Don't know
I am willing to do my part to keep food and organic waste out of the landfill to help reduce greenhouse gas emissions	81%	6%	7%	6%
All multi-residential properties should have a Green Bin program available for respondents to use	80%	7%	7%	6%
I am willing to do my part to reduce food and organic waste to help reduce greenhouse gas emissions	77%	12%	9%	2%
Food and organic waste should be banned from landfill	49%	18%	22%	11%
I hate using the green bin	18%	11%	63%	8%
I don't think recycling and Green Bin programs do much to help the environment	17%	10%	69%	4%

-1% (% point change from 2018) [I hate using the green bin]

+1% (% point change from 2018) [I don't think recycling and Green Bin programs do much to help the environment]

Q: Please indicate the extent to which you agree or disagree with the following statements:

Survey 2 (Online), Base n=1,000; December 10-19, 2020

Satisfaction:
Green Bin
program

SATISFACTION

Respondents indicated high levels of satisfaction with the City's Green Bin program. Satisfaction rates differ by whether a person gets curbside waste collection, whether they're a homeowner and age.

Satisfaction Scale

Scale	Percentage
7	39%
6	27%
5	16%
4	
3	3%
2	2%
1	2%
Don't know	8%

82%

3%

7%
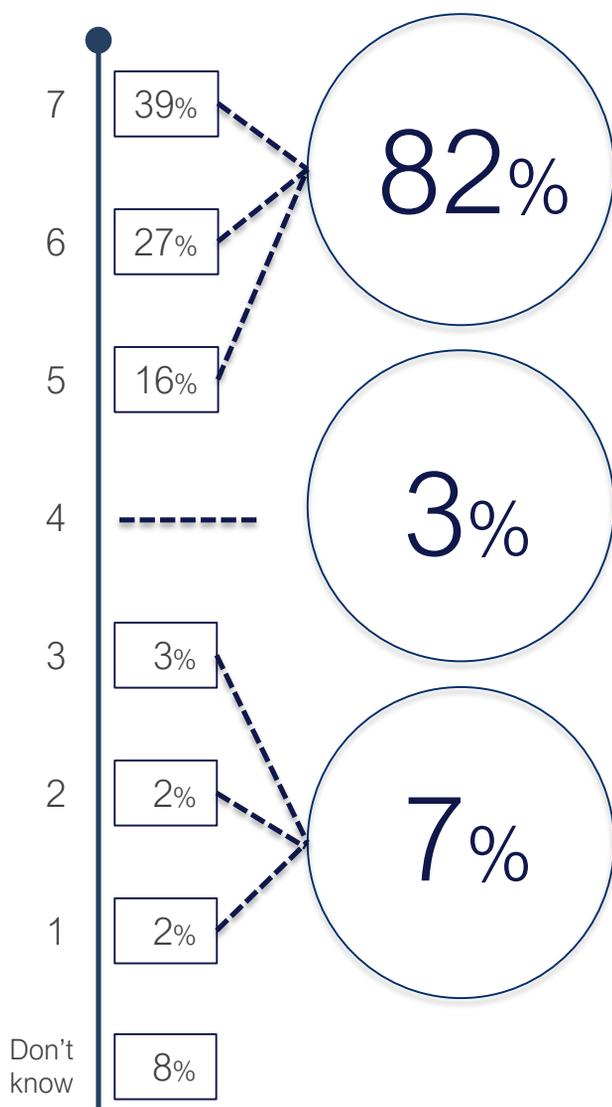
Respondents who set out their waste curbside are much more satisfied with the program than those who live in multi-residential properties (87% vs. 65%).

Homeowners (curbside and multi-residential combined) are also more satisfied with the program than those who rent (85% vs. 76%).

In general, satisfaction decreases with age (91% of 18 to 24 year olds indicated satisfaction with the program, compared to 73% of those 65 years and older).

Q: Overall, how satisfied are you the City of Ottawa´s green bin program?

Survey 1 (Phone), Base n=800; December 9-21, 2020

Behaviours:
Tracked over time

GREEN BIN BEHAVIOURS: RESPONDENTS WITH <u>CURBSIDE</u> WASTE COLLECTION

Self-identified participation in the Green Bin program was captured in the 2018 research. That data was collected prior to enhancements to the program that allowed plastic bags and dog waste. At that time, more than three-quarters of respondents with curbside was collection (77%) participated in the Green Bin program. This study reveals that self-identified use of the Green Bin program has increased since 2018 among curbside respondents (+11% points to 88%).

For curbside respondents, intensity of use, as in the level of organic waste diversion by a household, remains stable since 2018. However, the barriers to use have changed dramatically. A key finding in the 2018 study was that the primary barrier to starting to use or increasing use of the green bin among curbside respondents was that it is "smelly/messy/gross" (31% for increasing use and 23% for starting to use it). This barrier was labeled the "yuck factor" and addressing it became a main component in the communications strategy for the Green Bin Enhancement Campaign.
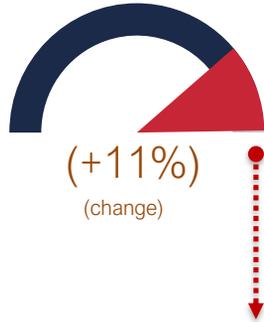
In the 2020 study, we learn that among curbside respondents, the "yuck factor" as a barrier to increased use is at 15% (down 16% points from 2018) and is cited as barrier to starting to use by only 8% (down 15% points from 2018).

TRACKING BEHAVIOURS:

GREEN BIN - RESPONDENTS WITH CURBSIDE WASTE COLLECTION

Use: **88%** ➜

(+11%)
(change)

Intensity of Use

65% Everything I can (change) (-3%)

20% Most the time (+2%) | 14% Half-time or less (+1%)

Reasons for <u>not using green bin at all</u>

(change)

25%	(+4%)	Don't have a green bin
19%	(+3%)	Not convenient/too much trouble
15%	(-2%)	Do my own composting
12%	(-4%)	Attracts bug/vermin/other animals
8%	(-15%)	Too smelly/messy/gross
5%	(+1%)	Not sure about all that can go into green bin
5%	(+3%)	Don't know/No answer
5%	(+5%)	Other

Percentage net does not equal 100%. Respondents could choose up to 3 options. Showing top 6 and DK / Other.

Barriers to <u>increased</u> Use

(change)

24%	(+4%)	Forget/put things in garbage by mistake
16%	(-15%)	Gets smelly/messy/gross
15%	(+6%)	Some in household don't use it much or at all
14%	(+8%)	Not sure about all that can go into green bin
13%	(0%)	Too inconvenient
12%	(-4%)	Attracts bugs/vermin/other animals
7%	(0%)	Don't have enough waste
7%	(+2%)	Laziness

Percentage net does not equal 100%. Respondents could choose up to 3 options. Showing top 6 and DK / Other.

Anyone who responded with "smelly/messy/gross" or "attracts bugs/vermin/other animals" as barriers was asked how best that barrier could be addressed:

Solutions to address the "yuck factor"

47%	Household remedies for dealing with vermin/smells/etc.
45%	Tips on keeping my kitchen container and green bin cleaner
42%	Stronger latching/locking mechanisms
28%	Storage tips to prevent pests and vermin when storing my green bin outside or in the garage
14%	Pick it up more often
12%	Provide liners with the bin/provide affordable liners

Percentage net does not equal 100% because respondents could choose multiple options.

Survey 1 (Phone), Base n=800; December 9-21, 2020

GREEN BIN BEHAVIOURS: RESPONDENTS WHO LIVE IN <u>MULTI-RESIDENTIAL</u> PROPERTIES

This study also tracked organic waste diversion rates among those who reside in multi-residential properties in Ottawa. This study reveals that access to the Green Bin program among respondents living in multi-residential properties is largely stable from the baseline in 2018 (31% access in 2018 vs. 34% access today). However, intensity of use has changed since the baseline report. In 2020, about 4 in 10 who use the green bin in multi-residential properties try to "put everything they can in" (38%), 6% points lower than in 2018 when it was first measured and dramatically lower than the comparable measure among curbside respondents (65%).

A core finding from the 2018 study was that among respondents who live in multi-residential properties, "inconvenience" was cited as being a primary barrier to using the green bin. In 2020, "inconvenience" remains the top barrier, with no change from 2018. Interestingly, the study reveals that a barrier to <u>increased use</u> that has emerged since 2018 is that 1 in 5 of these respondents "run out of room in the bin" (21%, +14% points). If they had a larger in-unit catcher or other strategies to manage their bin, participation would further increase.

GREEN BIN BEHAVIOURS: RESPONDENTS WHO LIVE IN <u>MULTI-RESIDENTIAL</u> PROPERTIES (continued)
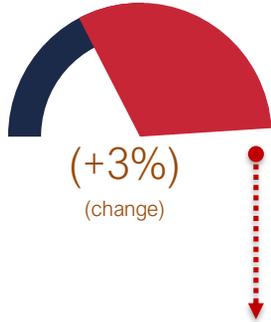
Residents who live in multi-residential properties and do not have access to the Green Bin program were asked if they would use it if they had access. This question was tracked from the baseline research in 2018. In 2018, about three-quarters said they would use the green bin if they had access to the program. That number has increased by 10% points to 83%.

In 2020, a new question was posed to respondents who said they would still be uninterested in using the green bin even if they had access. That is, what are the barriers that would keep them from adopting the program. The research reveals that "inconvenience" is the top barrier for these respondents as well.

TRACKING BEHAVIOURS:

GREEN BIN - RESPONDENTS WHO LIVE IN MULTI-RESIDENTIAL PROPERTIES

Access: 34%

(+3%)
(change)

Respondents who live in multi-residential properties without access to the Green Bin program were asked if they would use the program if it were available:

Potential Uptake: 2020

83%

(+10%)
(change)

Intensity of Use

38% Everything I can

(change)
(-6%)

28% Most the time (+12%)	28% Half-time or less (+8%)

Barriers to increased Use

(change)

24%	(0%)	Not convenient/too much trouble
22%	(+1%)	Forget/put things in garbage by mistake
21%	(+14%)	Run out of room in green bin
10%	(+5%)	Don't have enough waste
10%	(-7%)	Gets smelly/messy/gross
9%	(-5%)	Some in household don't use it much or at all
7%	(+1%)	Don't know / No answer
7%	(+3%)	Other

Percentage net does not equal 100%. Respondents could choose up to 3 options. Showing top 6 and DK / Other.

Reasons for not using even if they had access

39%	Would not be convenient
20%	Don't want to attract or deal with bugs/vermin/other animals
19%	Don't have green bin
18%	Too messy/smelly/gross
11%	There's no space in my unit
8%	Don't know how to recycle/what goes in bin
3%	Do my own composting
0%	Don't believe in recycling {organics}

Percentage net does not equal 100% because respondents could choose multiple options.

Impact of Changes to the Green Bin Program

IMPACT OF CHANGES TO THE GREEN BIN PROGRAM

Close to three-quarters of respondents who use the green bin use some type of bag for their organics (73%). Curbside respondents bag their organic waste in larger numbers than those who live in multi-residential properties (76% vs. 46%).

Among those that bag their waste, 69% bag household organic waste only (and don't have a dog), 7% bag only household organics (even though they have a dog), 18% bag both dog waste and household organics and 4% bag their dog waste only (not organics).

The most common type of bags used are compostable or biodegradable (about 6 in 10 for household organics and dog waste). This is followed by paper bags for household waste and plastic bags for dog waste. The third most common type of bag for household organics is plastic. Today, between a third and 4 in 10 respondents who use the green bin and bag their waste use plastic bags.

HOW RESPONDENTS BAG ORGANIC WASTE

73% Use some type of bag for waste in the green bin

Bag household organic waste only (and <u>don't have dog</u>)	Bag household organic waste only (and <u>have a dog</u>)	Bag both	Bag dog waste only
69%	7%	18%	4%

HOUSEHOLD ORGANIC   DOG WASTE

	HOUSEHOLD ORGANIC	DOG WASTE
Compostable or biodegradable bags	61%	62%
Plastic bags	35%	37%
Paper bags	45%	8%
Others	7%	9%

Percentage net does not equal 100% because respondents could choose multiple options.

Q: Do you use any type of bag for the waste you put in the green bin? **Q.** Do you bag household organic waste, dog waste or both?
Q. What kind of bags do you use for household organic waste (non-dog)? **Q.** What kind of bags do you use for dog waste?

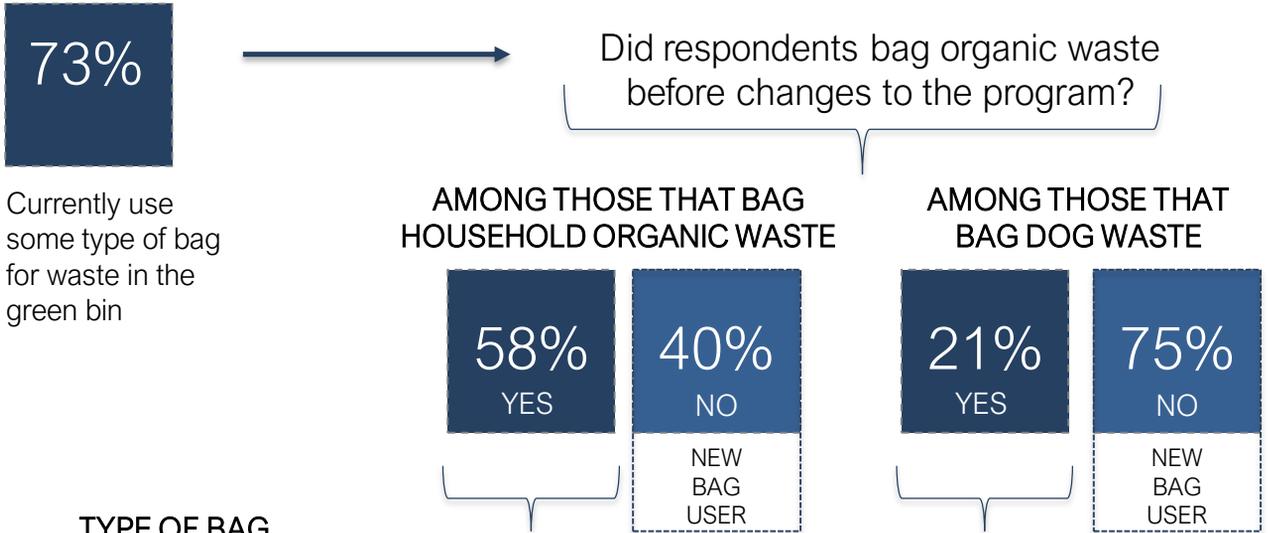# IMPACT OF CHANGES TO THE GREEN BIN PROGRAM (continued)

To better understand the impact changes to the Green Bin program have had on respondents, the research explored and quantified how many respondents have newly adopted bagging their waste. Among those who bag their household organic waste, 4 in 10 started doing so after the City made changes to the program, and among those who bag their dog waste, three-quarters started doing so after the program changes.

Among respondents who bagged their waste prior to the program changes, the most common type of bag was compostable or biodegradable (64% for household organics and 67% for dog waste), followed by paper bags for household organics (57%).

When the data is filtered to only those who started bagging their waste after the City made changes to the program, the proportion using plastic bags for household organics is higher than the overall average (+10% points). Their use of compostable or biodegradable bags is significantly lower than the overall average (-9% points), as is their use of paper bags (-9% points). This means that respondents who started bagging their waste after the program changes are more likely to use plastic bags than respondents who were bagging their waste before the changes.

EXISTING BAG USERS

Fifty-eight per cent of respondents currently bagging their household organic waste were doing so prior to the program changes. The most common type of bag used prior to the program changes was compostable or biodegradable, followed by paper bags for household organics.

73%

Currently use some type of bag for waste in the green bin

Did respondents bag organic waste before changes to the program?

AMONG THOSE THAT BAG HOUSEHOLD ORGANIC WASTE

58%	40%
YES	NO
	NEW BAG USER

AMONG THOSE THAT BAG DOG WASTE

21%	75%
YES	NO
	NEW BAG USER

TYPE OF BAG

Compostable or biodegradable bags	64%	67%
Paper bags	57%	16%
Others - Plastic bags - Newspaper bags - Cardboard box/bags - Wax papers/liners	11%	24%

Percentage net does not equal 100% because respondents could choose multiple options.

Q: Did you bag any of the household organic waste you put in the green bin before the City made changes to the program to allow plastic bags? **Q.** Did you bag any of the dog waste you put in the green bin before the City made changes to the program to allow plastic bags? **Q.** What kind of bags did you use for household organic waste before the City made changes to the program to allow plastic bags? **Q.** What kind of bags did you use for dog waste before the City made changes to the program to allow plastic bags?

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NEW BAG USERS

Forty per cent of respondents currently bagging their household organic waste started after the program changes. While compostable or biodegradable bags are the most common among all bag users, new bag users are more likely to use plastic bags for household organic waste, compared to existing bag users (45%, vs 35% among all users).

73%

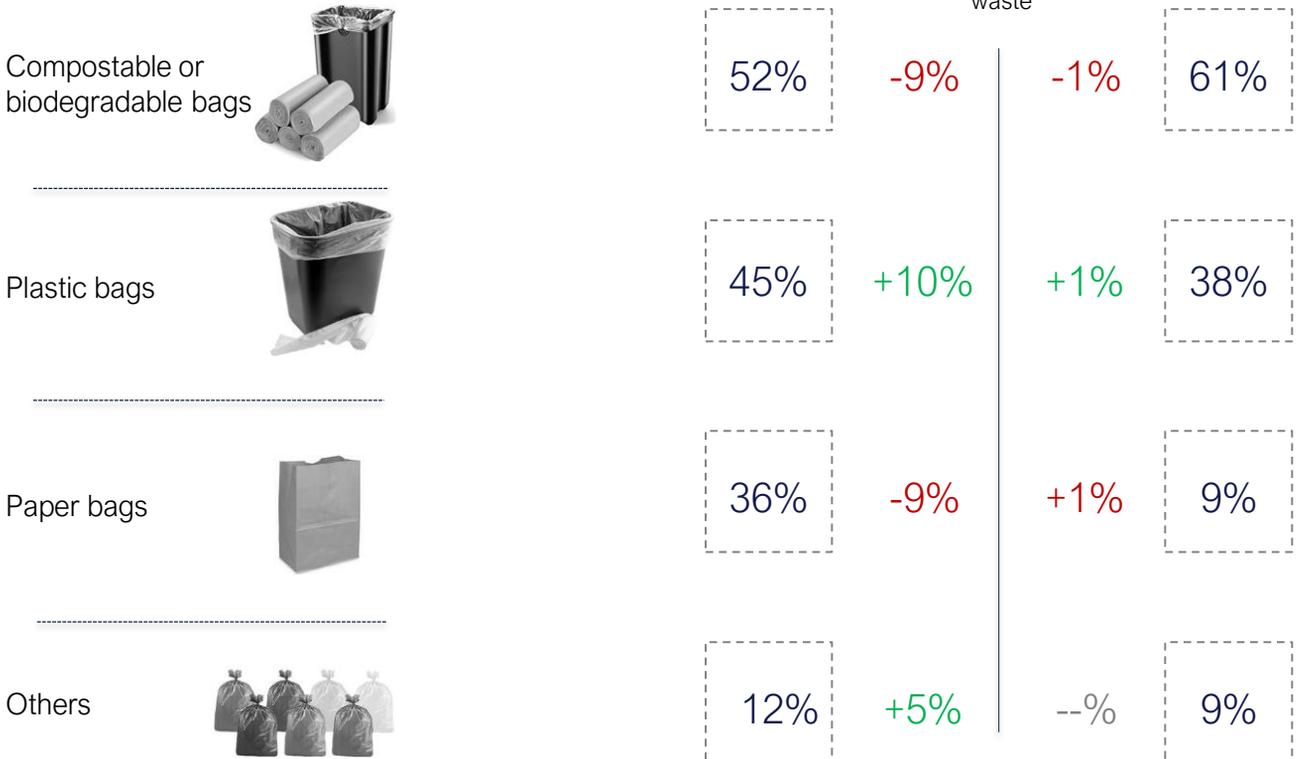Currently use some type of bag for waste in the green bin

Did respondents bag organic waste before changes to the program?

AMONG THOSE THAT BAG HOUSEHOLD ORGANIC WASTE		AMONG THOSE THAT BAG DOG WASTE	
58% YES	**40%** NO — NEW BAG USER	**21%** YES	**75%** NO — NEW BAG USER

% difference compared to all users bagging their waste

	Organic: New bag user	Organic: % diff	Dog: % diff	Dog: New bag user
Compostable or biodegradable bags	52%	-9%	-1%	61%
Plastic bags	45%	+10%	+1%	38%
Paper bags	36%	-9%	+1%	9%
Others	12%	+5%	--%	9%

Percentage net does not equal 100% because respondents could choose multiple options.

Q: Did you bag any of the household organic waste you put in the green bin before the City made changes to the program to allow plastic bags? **Q.** Did you bag any of the dog waste you put in the green bin before the City made changes to the program to allow plastic bags? **Q.** What kind of bags did you use for household organic waste before the City made changes to the program to allow plastic bags? **Q.** What kind of bags did you use for dog waste before the City made changes to the program to allow plastic bags?

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IMPACT OF CHANGES TO THE GREEN BIN PROGRAM (continued)

Since the City enhanced the program to allow plastic bag liners and dog waste, two-thirds of respondents report their volume of use of the green bin has remained the same when it comes to household organic waste. However, almost a third (30%) indicate that they are using the green bin more.

31% of curbside respondents said they're using the green bin more, compared to only 25% of those who live in multi-residential properties. Similarly, 30% of homeowners (of both curbside and multi-residential properties) said they're using the green bin more, compared to only 21% of renters.

When asked explicitly if their increased green bin use was related to the City's change to allow plastic bags and dog waste, almost 7 in 10 (69%) said it is to a large extent.
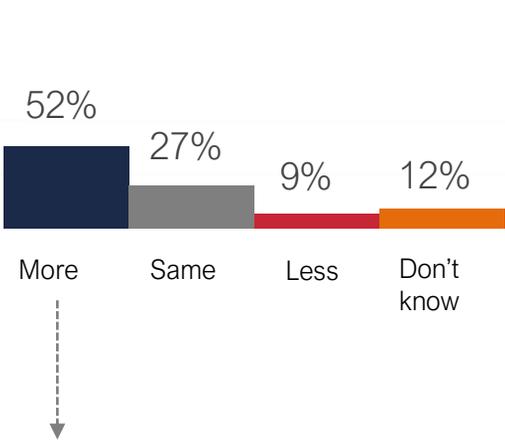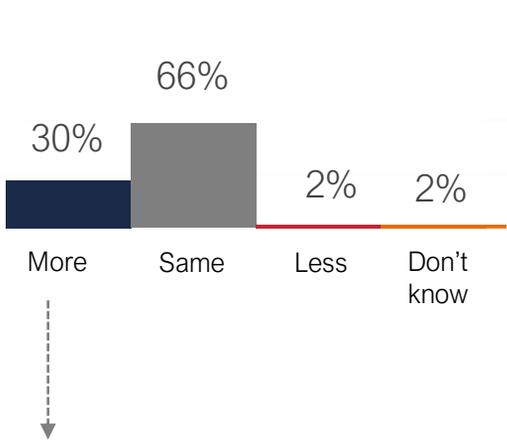
When dog owners who bag their dog waste and put it in the green bin were asked the same questions, more than half reported increased use of the green bin and almost all (94%) said their increased use was related specifically to the program changes.

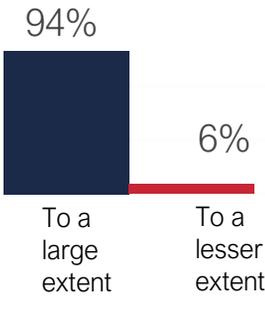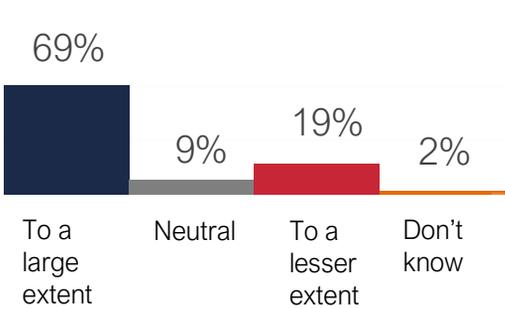## HOUSEHOLD ORGANIC WASTE   DOG WASTE

Volume of green bin use

Household Organic Waste

- More: 30%
- Same: 66%
- Less: 2%
- Don't know: 2%

Dog Waste

- More: 52%
- Same: 27%
- Less: 9%
- Don't know: 12%

Increased green bin use because of the changes to the program

Household Organic Waste

- To a large extent: 69%
- Neutral: 9%
- To a lesser extent: 19%
- Don't know: 2%

Dog Waste

- To a large extent: 94%
- To a lesser extent: 6%

Q: And, in terms of volume, would you say you put more, less or about the same amount of household organic waste in the green bin as before the City made changes to the program to allow plastic? Q. And, in terms of volume, would you say you put more, less or about the same amount of dog waste in the green bin as before The City made changes to the program to allow plastic?
Q. To what extent is your increased use of the green bin for household organic waste related to the changes The City made to the program to allow plastic? Q. To what extent is your increased use of the green bin for dog waste related to the changes The City made to the program to allow plastic??

31

COVID-19 and Green Bin Use
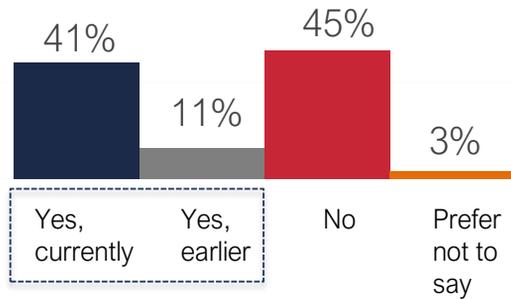
COVID-19 AND THE GREEN BIN

The City collected higher volumes of residential green bin material at the start of stay-at-home measures due to COVID-19. To explore behaviours related to the green bin during the pandemic, the research asked respondents if they worked from home during that time. About half of respondents (52%) are either currently working from home or did at some point since the pandemic started. Among those respondents, about 4 in 10 indicated that their use of the green bin had increased during this time. This finding comes from about 3 in 10 (31%) who said they're using the green bin more and almost 1 in 10 (6%) who said they started using the green bin during this period.

The survey also asked all respondents, regardless if they worked from home during the pandemic, whether they felt the volume of their green bin use had increased. Almost 4 in 10 (36%) said it has, a finding that aligns with the earlier analysis that explored changes in green bin behaviours since 2018, with few differences between curbside and multi-residential property respondents (37% vs 33%). The most common reason behind the increased use is that respondents report eating and cooking more at home, thus generating more food waste at home.

The research also explored whether curbside respondents felt their leaf and yard waste increased since the outbreak of the pandemic. Fewer than 3 in 10 (28%) indicated that it has. While about 4 in 10 of those curbside respondents said they had more leaves and branches this year, more than half (53%) attributed their increased leaf and yard waste to having more time to clean the yard as a result of spending more time at home.

WORKING FROM HOME AND THE GREEN BIN

Worked from home at some point during the pandemic

41% — Yes, currently
11% — Yes, earlier
45% — No
3% — Prefer not to say

52% Did or continue to work from home

Increased use of green bin while working from home
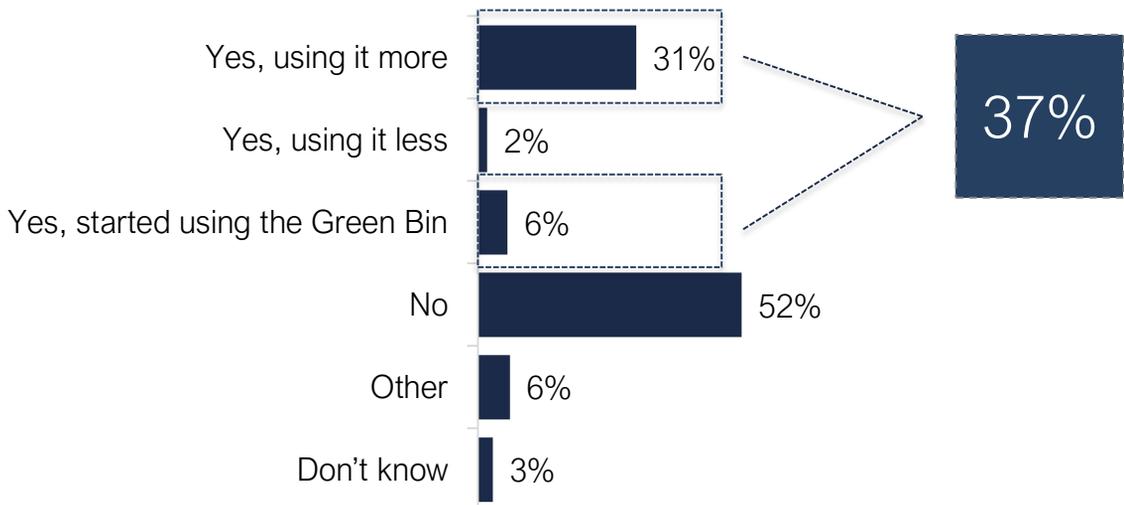
Response	%
Yes, using it more	31%
Yes, using it less	2%
Yes, started using the Green Bin	6%
No	52%
Other	6%
Don't know	3%

37%

COVID-19 AND THE GREEN BIN

Change in green bin use because of COVID-19 among all respondents

36% — Increased
43% — Same
7% — Decreased
15% — Don't know
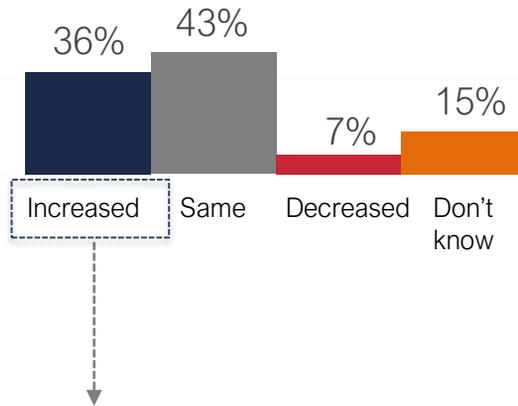
Reasons for increased use of green bin
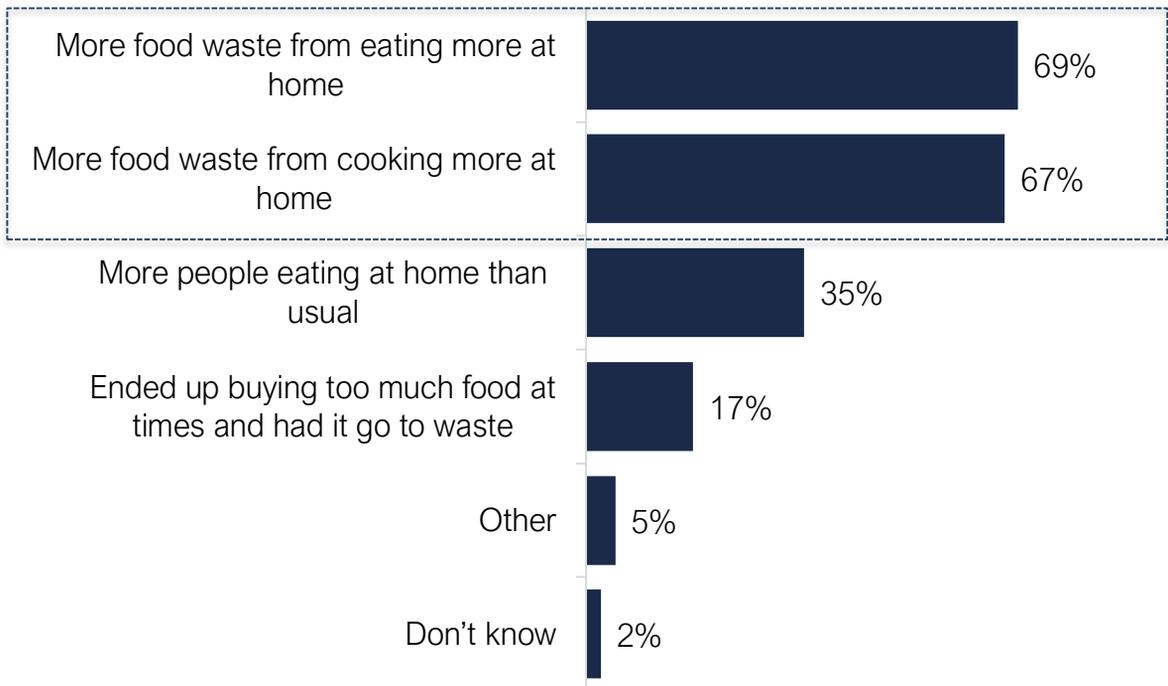
Reason	Percentage
More food waste from eating more at home	69%
More food waste from cooking more at home	67%
More people eating at home than usual	35%
Ended up buying too much food at times and had it go to waste	17%
Other	5%
Don't know	2%

Percentage net does not equal 100% because respondents could choose multiple options.

Q: The City noticed higher volumes of Green Bin material set out at the start of stay-at-home measures due to COVID-19 To what extent has your household organic waste changed as a result of COVID-19? **Q.** Why do you think it has increased

Survey 2 (Online), Base n=1,000; December 10-19, 2020

Amount of leaf and yard waste over the last year

More	Same	Less	Don't know
28%	53%	12%	7%
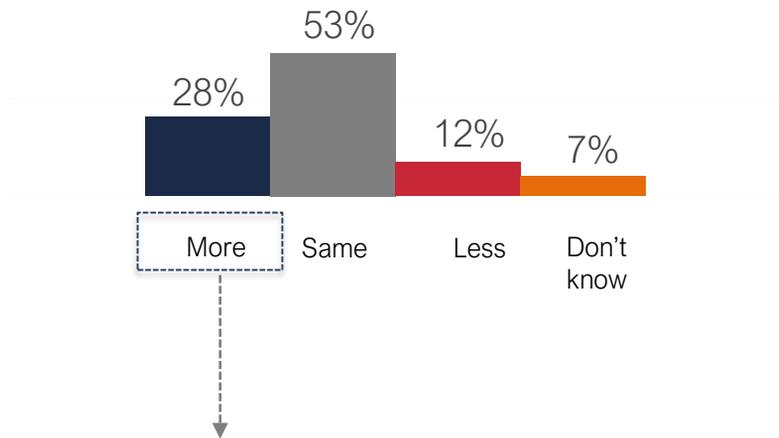
Reasons for setting out more leaf and yard waste

More time at home allowed for me to spend more time cleaning the yard	53%
More leaves and branches in my yard to clean up this year	41%
Undertook new lawn and garden projects	21%
Other	2%
Don't know	9%
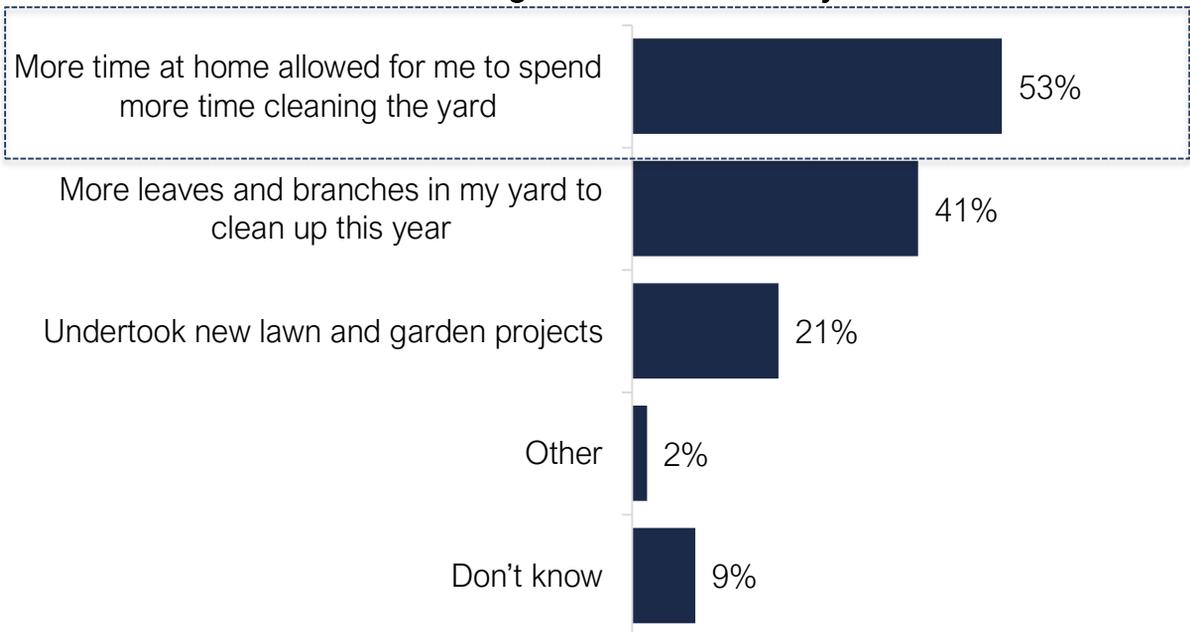
Percentage net does not equal 100% because respondents could choose multiple options.

Q: Over the last year have you set out more, less, or the same amount of leaf and yard waste for pick-up? **Q.** Why do you think you have set out more leaf and yard waste for pick up?

36

Green Bin Enhancement Campaign: Creative Assets Perceptions and Impact

In March 2018, Council approved the Source Separated Organics Program (Green Bin) Update report, which recommended enhancements to the program including the addition of plastic bag liners and dog waste to reduce the "yuck factor" identified in the 2018 research and to encourage residents to participate in the program.

To support the program enhancements, in August 2019, the City launched an extensive multi-month, multi-channel campaign to announce the program enhancements. The objectives of the campaign were to inform residents that plastic bags were a bagging option, inform dog owners that dog waste can go in the green bin and address barriers to participation to increase green bin use. The campaign was based on data from the 2018 baseline market research on waste diversion behaviours and attitudes.

Core to this campaign were two campaign assets, one featuring a girl and the other a boy, instructing the audience to "bag it and bin it." The majority of the campaign budget went into pushing those two creative assets across multiple channels. Other assets were deployed during the campaign, but were micro-targeted and displayed across a narrow channel mix.

This research focused on assessing campaign recall, reach, impact and effectiveness of the "girl/boy" assets. Some assessment of the other campaign assets is also outlined.

This study also looks at the recall of educational material about the program changes that was mailed to residents.

g it & bin it.
os sacs
à vos bacs.

The green bin now accepts
organic waste in plastic bags.

Les déchets organiques dans
les sacs en plastique sont
maintenant acceptés dans
le bac vert.

ottawa.ca/bacvert

Bag it &
À vos sa
et à vos

The green bi
organic wast

Les déchets
les sacs en p
maintenant a
le bac vert.

ottawa.ca/greenbin

ANALYSIS OF "GIRL/BOY" CAMPAIGN ASSETS

Almost half of respondents say they recall some type of advertising over the past year or so related to the green bin (45%). This question was asked to gain a sense of overall potential recall.

Respondents were then asked about advertising that specifically featured a "girl" or "boy" and the green bin, without including the images of the advertising. Almost 1 in 5 say they recall a "girl" ad (17%), while a little over 1 in 10 (14%) recall a "boy" ad.

Next, respondents were shown the "girl" and "boy" advertisements and asked if they recall seeing the specific creative. With this aided recall measure, more than a third of respondents recalled the "girl" ad (36%) and about 1 in 5 recalled the "boy" ad. Combining the partially aided and fully aided recall, global recall of the "girl" creative (37%) is significantly higher than for the "boy" creative (22%).

While recall of the two ads varies greatly, the mix of communications channels that respondents recall is comparable: most recall seeing them on a bus or bus shelter (a placement based on the 2018 research), followed by on a website and on the side of one of the City's waste disposal trucks.

A campaign with an unaided recall rate of close to 50% and an aided recall rate of close to 4 in 10 for select creative assets is considered remarkable, considering the overall investment in the campaign. This is likely in part because of the sustained out-of-home placement (bus shelters, City vehicles) over a long period of time.

ottawa.ca/bacvert   ottawa.ca/greenbin

AWARENESS – BOY + GIRL ADS

In the past year or so, do you recall <u>any advertising</u> from the City of Ottawa <u>related to the green bin</u>?

UNAIDED RECALL

45%	50%	5%
Yes	No	Don't know

In the past year or so, do you recall <u>any advertising</u> from the City of Ottawa that <u>featured a boy or a girl and the green bin</u>?

GIRL AD

PARTIALLY AIDED RECALL

17%	76%	7%
Yes	No	Don't know

BOY AD

14%	79%	7%
Yes	No	Don't know

AIDED RECALL

36%	60%	4%
Yes	No	Don't know

20%	75%	5%
Yes	No	Don't know
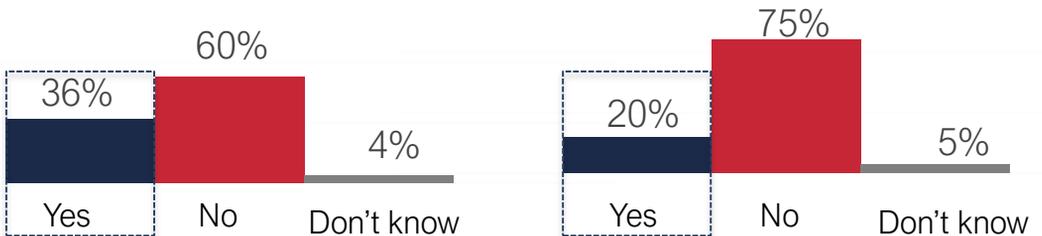
GLOBAL RECALL
(%Yes)
Partial + Aided

37%	22%

Q: In the past year or so, do you recall seeing the following advertising from The City? [Bag it and bin it – boy/girl] (Aided)

Survey 2 (Online), Base n=1,000; December 10-19, 2020

ANALYSIS OF "GIRL/BOY" CAMPAIGN ASSETS

Respondents who recalled seeing the ads were asked what effect they had on them. More than half indicated the ads made them think about the future of the planet, waste diversion and the environment (54%, 51%). An almost equal proportion said they became more curious about the green bin (48%) and 43% indicated they started using the green bin, started using it more or started bagging their organic waste in plastic bags (43% for each). About a third became actively engaged after seeing the ad: they told someone about it (34%), looked up more information (31%) or talked about it (30%).

The research also assessed the three pillars of persuasion: emotion, credibility and logic. Residents were shown the ads again and asked how the ads made them feel. They were presented with two semantic differential scales, one from angry to Pleased, the other from Afraid to Hopeful. The ads returned positive emotion ratings of 60% Pleased and 58% Hopeful.

Credibility was assessed based on the content of the ad, rather than assessing the City as a credible voice (given that the City is the only one in charge of waste diversion and has no competitors in the space). Credibility was also assessed on two semantic differential scales, one from Unbelievable to Believable, the other from Weak to Persuasive. The ads returned positive credibility ratings of 65% Believable and 55% Persuasive.

Lastly, logic was assessed. Again, two semantic differential scales were used to assess logic: one from Vague to Clear, the other from Irrational to Rational. The highest positive ratings of all three dimensions were the logic ratings: 68% Clear and 66% Rational.

GIRL AD

BOY AD

WHERE DID YOU SEE THE AD?

Location	Girl Ad	Boy Ad	Tier
On a bus	35%	36%	TIER 1
Bus shelter	24%	23%	
Displayed on a website	18%	24%	TIER 2
Sides of garbage trucks	16%	19%	
Facebook	9%	14%	
During programming on streaming platforms	6%	7%	
Twitter	6%	7%	
Instagram	6%	10%	
YouTube	6%	12%	
Posters in buildings or elevators	5%	8%	
Digital display screens at City facilities or other…	3%	7%	
Other	7%	3%	
Don't know	16%	11%	

Percentage net does not equal 100% because respondents could choose multiple options.

43

% of those who saw the ads

Statement	%
I thought more about future of our planet and waste diversion	54%
I thought more about the environment and waste diversion	51%

TIER 1

Statement	%
I became more curious about the green bin	48%
I started using the green bin	43%
I increased use of the green bin	43%
I started bagging my green bin waste in plastic bags	43%

TIER 2

Statement	%
I thought more about kids and waste diversion	35%
Told someone about it	34%
I looked up more information about the green bin	31%
I talked about it	30%

Showing sum of top 3 options on a 7-point impact scale
(*1 – no impact* to *7 – Absolutely*).

Bag it & bin it.
À vos sacs et à vos bacs.

The green bin now accepts organic waste in plastic bags.

Les déchets organiques dans les sacs en plastique sont maintenant acceptés dans le bac vert.

ottawa.ca/greenbin   ottawa.ca/bacvert

Other effects of these advertisements

- Viability of putting green bins in multi residential properties (high rises/condos)

- Possibility of using plastic bags in the green bin

- Ads inspired respondents to use green bin more often

Q: To what extent did the advertisements you saw from the City of Ottawa have the following effects on you:
Q: Did the advertisements you saw from the City of Ottawa have any other effects on you?

Survey 2 (Online), Base n=1,000; December 10-19, 2020

We tested the effectiveness of both these ads by showing them side-by-side to all the respondents.

WHAT DO YOU THINK OF IT?

Emotion (Pathos)

These advertisements make me feel….

"Pleased"	60%
"Hopeful"	58%

Credibility (Ethos)

These advertisements seems….

"Believable"	65%
"Persuasive"	55%

Logic (Logos)

These advertisements seems….

"Clear"	68%
"Rational"	66%

Showing sum of top 2 options on a 5-point scale
(*1 – lowest* to *5 – highest*).

Q: We would like you to assess:

Survey 2 (Online), Base n=1,000; December 10-19, 2020

A Mailout to Educate

That goes in here.

... now ... c waste in plastic bags.

NEW plastic bag option

We have now made using the green bin cleaner and more convenient to use.

You can use plastic bags as a bagging option for household organics in the green bin. Pet waste is also accepted—**including dog waste and kitty litter.**

No need to buy plastic or compostable bags. You can reuse common ones around your home:

- bread bags
- milk bags
- grocery and retail bags

If you are currently using paper products and it works for you, please continue.

Explore other Green Bin disposal options

- Paper bags
- Newspaper linings in the kitchen counter container
- The use of cereal boxes and milk cartons to contain food waste

The City encourages residents who are using these options to continue their current practices.

Leaf and yard waste

Leaf and yard waste cannot be put in any type of plastic bag. Place your leaf and yard waste in the regular leaf and yard paper bags or an acceptable container only. Put them next to your green bin for weekly pickup.

How are organics in the plastic bags processed?

The organic process facility has been retrofitted to shred the plastic bags and separate the organic waste for composting. The plastic bags are then sent to landfill.

Using the Green Bin

It's in your best interest— environmentally and economically

Using the green bins one of the easiest things people can do to help our environment. Diverting organic waste from landfill lowers the amount of methane—which contributes to greenhouse gases.

In addition, diverting organic waste extends the life of the landfill—which saves millions of City dollars in developing a new landfill in another location.

What goes into the green bin?

- Food scraps
- Paper towel and tissues
- Paper and cardboard take-out food containers
- Wax paper
- Greasy pizza boxes
- Coffee grinds
- Dog waste and kitty litter

That goes in here.

Your green bin now accepts organic waste in plastic bags.

Ottawa

NEW plastic bag option

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What goes into the green bin?

- Food scraps
- Paper towel and tissues
- Paper and cardboard take-out food containers
- Wax paper
- Greasy pizza boxes
- Coffee grinds
- Dog waste and kitty litter

At the start of the campaign, residents were sent a one-page mailout that described the Green Bin program changes. When asked in the study if respondents recalled the mailout, more than 4 in 10 did without any image assistance (43%) and a similar proportion said they did after prompting with the image (47%). These data point to a highly socialized education effort by the City.

UNAIDED RECALL
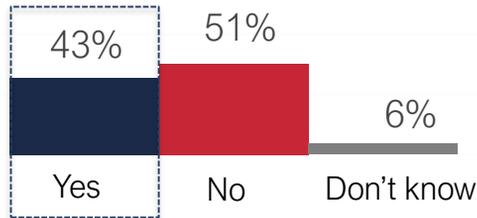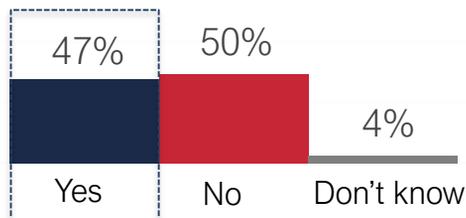
43%	51%	6%
Yes	No	Don't know

AIDED RECALL

47%	50%	4%
Yes	No	Don't know

Q: In the past year or so, do you recall receiving a one-page mailout from the City of Ottawa that introduced respondents to changes to the green bin program?

Q. Here is the one-page mailout The City sent introducing respondents to changes to the green bin program   Do you recall seeing it?

All the advertisements were shown to the respondents in English and in French.

Campaign Assets

Video Ad

Video Ad

Video Ad

Radio Ad

Boy Ad

Girl Ad

Door Sticker

As mentioned earlier in this report, there were several campaign assets that were deployed during the Green Bin Enhancement Campaign in addition to the "girl" and "boy" ads. The other assets were micro-targeted campaigns within the overall campaign. While this research could not measure recall of those ads using the broad sample of all respondents because of the micro-targeted, platform-targeted approach, respondents were asked to provide feedback on the creative assets and which ones would motivate them to use the green bin more or start to use it.

Respondents were shown the "door sticker" that was left at curbside households when residents were not home during door-to-door outreach by the City's Green Bin Brigade, the "girl" and "boy" ads, a video titled "trash or treasure," another video about "gross organics," a third video about "more than just food scraps go in the bin" and a radio ad.

It should be noted that the creative direction for most of these ads stems from the 2018 baseline research recommendations about content and campaign direction, target audiences and channels.
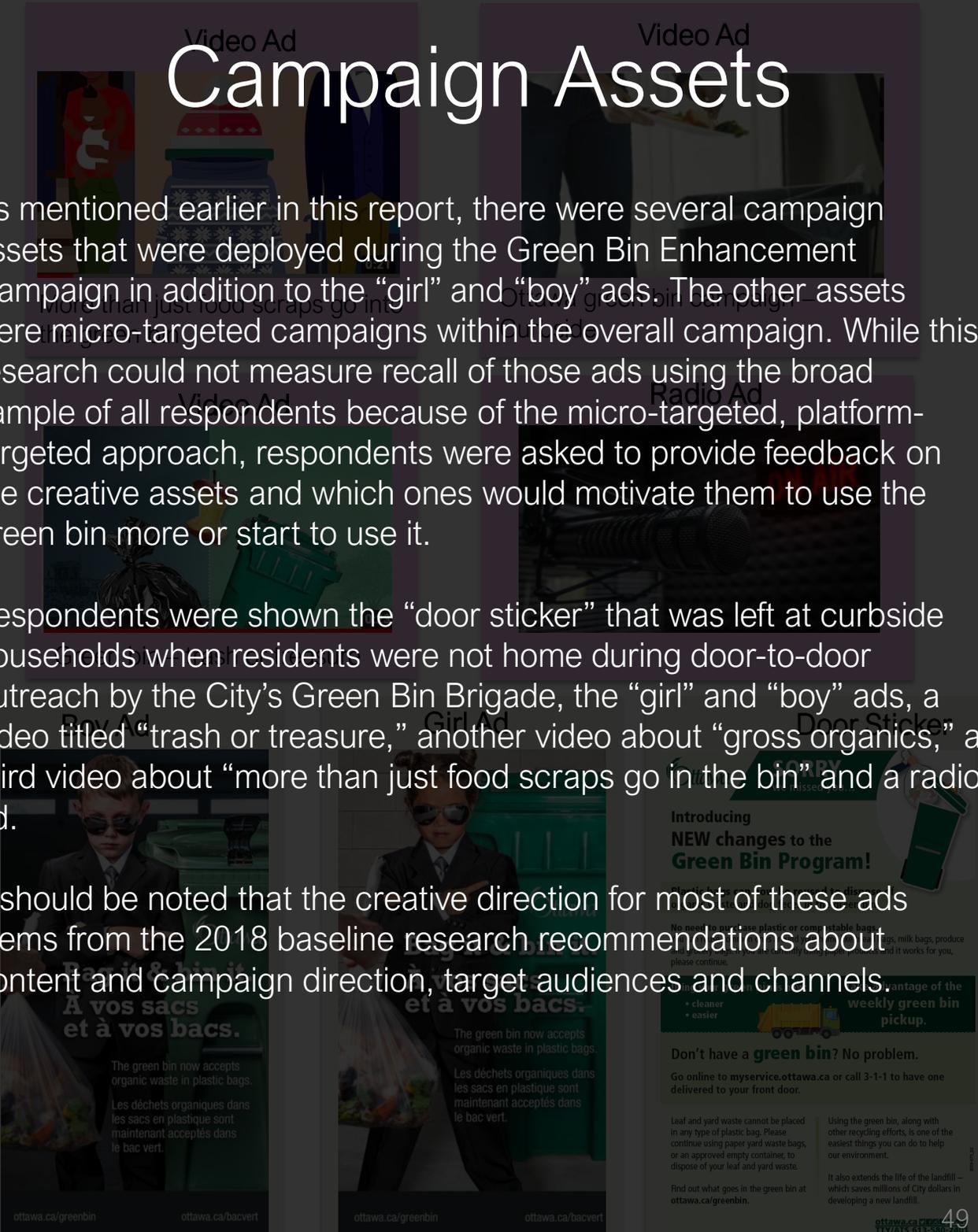
ASSESSING ALL CAMPAIGN ASSETS

All the advertisements were shown to the respondents in English and in French.

Video ad

0:21
More than just food scraps go in the green bin

Video ad

Gross organics - use the green bin

Video ad

0:23
Green bin – trash or treasure

Radio ad

Boy ad

Bag it & bin it.
À vos sacs et à vos bacs.
The green bin now accepts organic waste in plastic bags.
Les déchets organiques dans les sacs en plastique sont maintenant acceptés dans le bac vert.
ottawa.ca/greenbin   ottawa.ca/bacvert

Girl ad

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Les déchets organiques dans les sacs en plastique sont maintenant acceptés dans le bac vert.
ottawa.ca/greenbin   ottawa.ca/bacvert

Door sticker

Ottawa   SORRY we missed you...
Introducing NEW changes to the Green Bin Program!
Plastic bags can now be reused to dispose of organic waste and dog feces in the green bin.
No need to purchase plastic or compostable bags. You can reuse common ones around your home like bread bags, milk bags, produce and grocery bags. If you are currently using paper products and it works for you, please continue.
Using your green bin is now: • cleaner • easier   Take advantage of the weekly green bin pickup.
Don't have a green bin? No problem.
Go online to myservice.ottawa.ca or call 3-1-1 to have one delivered to your front door.
Leaf and yard waste cannot be placed in any type of plastic bag. Please continue using paper yard waste bags, or an approved empty container, to dispose of your leaf and yard waste.
Find out what goes in the green bin at ottawa.ca/greenbin.
Using the green bin, along with other recycling efforts, is one of the easiest things you can do to help our environment.
It also extends the life of the landfill – which saves millions of City dollars in developing a new landfill.
ottawa.ca
TTY/ATS 613-580-2401

All the advertisements were shown to the respondents in English and in French.

Video Ad

Video Ad

Campaign Assets

The "door sticker" was judged to be by far the most motivating piece of content. Half of respondents (50%) chose that piece as being the one that motivates them the most to use the green bin. When asked why, the themes that emerged revolve around the content being very informative, comprehensive, clear, concise and easy to read.

The second most selected creative asset was the "girl" ad. 1 in 5 respondents selected it (20%), four times more than those that selected the "boy" ad (5%). Respondents chose this ad because they found the girl to be inspiring and assertive, while the ad is friendly, funny, witty and "cute". As learned earlier with the persuasion scores, respondents also picked this ad because it is straightforward and sends a clear message.

Video Ad

Radio Ad

Boy Ad

Girl Ad

Door Sticker

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ottawa.ca/greenbin   ottawa.ca/bacvert

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Plastic bags can now be reused to dispose of organic waste and dog feces in the green bin.
No need to purchase plastic or compostable bags. You can reuse common ones around your home like bread bags, milk bags, produce and grocery bags. If you are currently using paper products and it works for you, please continue.
Using your green bin is now: Take advantage of the
• cleaner   weekly green bin
• easier   pickup.
Don't have a green bin? No problem.
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Leaf and yard waste cannot be placed in any type of plastic bag. Please continue using paper yard waste bags, or an approved empty container, to dispose of your leaf and yard waste.
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ottawa.ca
TTY/ATS 613-580-2401

51

MOTIVATES YOU MOST TO USE THE GREEN BIN

Ad	Percentage
Door sticker	50%
Bag it and bin it - girl	20%
Green bin - trash or treasure - video	11%
Gross organics, use the green bin - video	7%
Bag it and bin it - boy	5%
More than just food scraps go into the green bin - video	5%
Radio ad	2%

Respondents 65+ are most likely to be motivated by this ad (60%). On the flip-side, 18-24-year olds are least likely to be encouraged by it (26%).

Women (24%) and respondents 25 to 34 years old (34%) are more likely to be motivated by this ad.

Q: Which one do you think does the best job of motivating you to start using the green bin or use the green bin more?

Survey 2 (Online), Base n=1,000; December 10-19, 2020

Door sticker

- Very informative
- Very comprehensive
- Very clear and concise
- Straightforward
- Useful
- Easy to read

Girl ad

- Girl in this ad is inspiring, assertive, friendly, funny, cute
- Straightforward
- Clear message
- Witty

Green bin – trash or treasure

- Easy to understand
- Straightforward
- Simple yet good visuals
- Right amount of information
- Friendly

Gross organics - use the green bin

- Real people in it
- Realistic and relatable
- Clear and concise
- Informative

Boy ad

- Clear message
- Relatable
- To the point

More than just food scraps go in the green bin

- Good graphics
- Informative
- Fun

Radio ad

- Good music in it
- Uncomplicated

Q: What about this one do you like / why did you pick this one?

Survey 2 (Online), Base n=1,000; December 10-19, 2020

TOP 3 FAVOURITES ADS

Door sticker — **74%**

Bag it and bin it - girl — **49%**

Green bin - trash or treasure - video — **36%**

Bag it and bin it - boy — **35%**

Gross organics, use the green bin - video — **25%**

More than just food scraps go into the green bin - video — **24%**

Radio advertisement — **7%**

Age group 65+ are most likely to be choose it as a favourite (81%).

Women are more likely to choose it as a favourite (55%)

Percentage net does not equal 100%. Select top 3 type.

54

Q: Here is the full set of advertisements again, what are your overall top three favorites?

Appendices

Green Bin Enhancement Campaign:
Behaviour, Awareness and Impact

Prepared by Hill+Knowlton Strategies

March 2021

Appendices
under separate cover

study methodology -
response rates -
final questionnaires -
detailed tables -
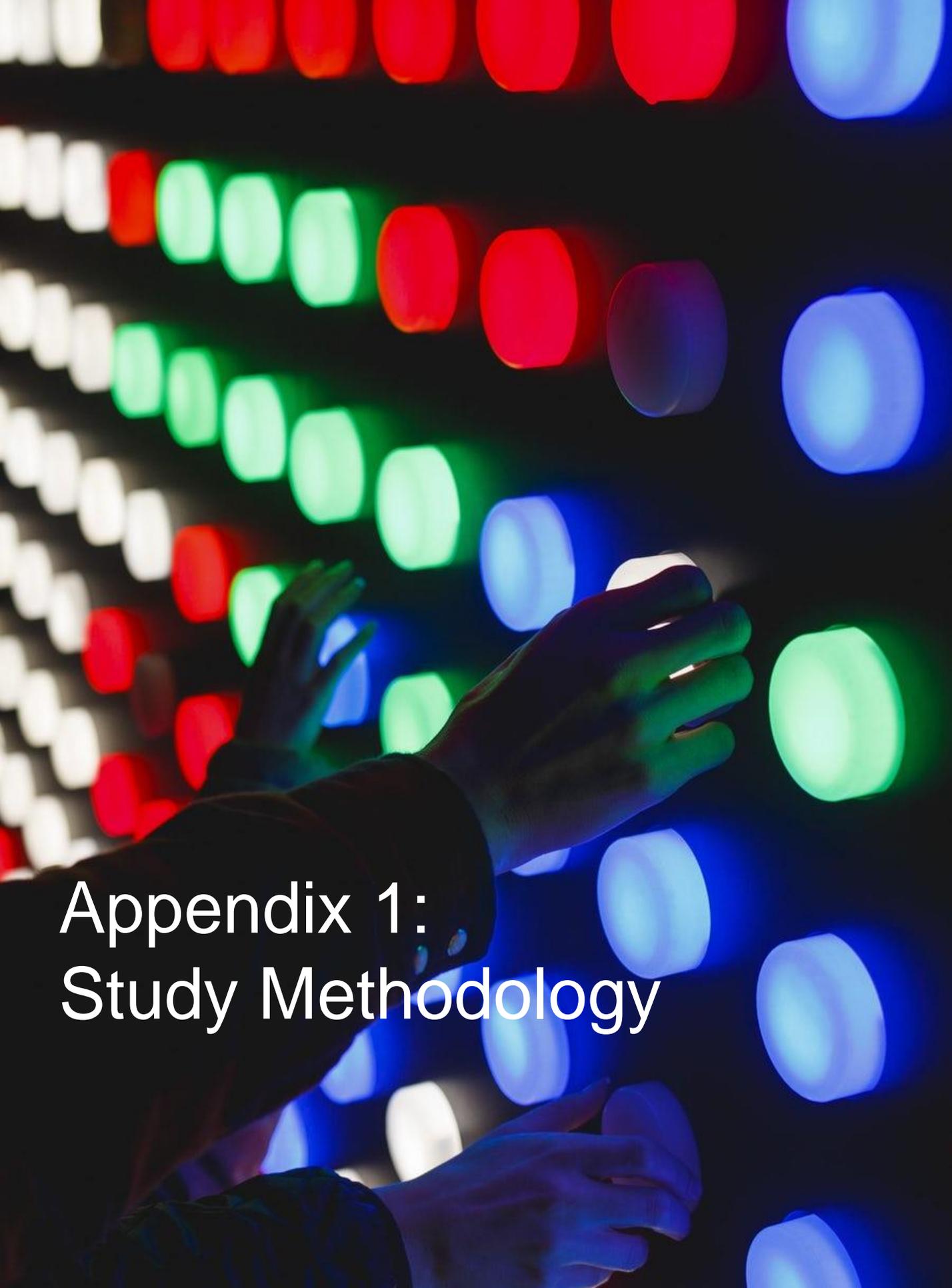
Appendix 1: Study Methodology

Study Methodology

Behaviours and Opinion Survey (Survey 1):

Design

The bilingual probability-based telephone survey took about 5 minutes to complete. The questions were designed in close consultation between the City and Hill+Knowlton Strategies, following a detailed review of the previous research undertaken on these issues by the City, an assessment of City waste diversion tools and programs and a review of current City communications channels and materials relative to waste and waste diversion.

The survey covered the following lines of inquiry:
- Waste profile (household behaviours) by dwelling type (curbside service vs. multi-residential)
- Attitudinal battery (values, environmental/sustainability attitudes)
- Demographics

Sample

Survey 1 collected a robust sample in the City of Ottawa, completing n=800 interviews during the period of December 9th to 21st, 2020.

The sample consisted of randomly selected residents of Ottawa using random digit dialing (RDD), with approximately 15% per cent coming from cell-phone-only respondents.

Soft quotas were used to ensure that respondents reasonably reflect Ottawa population data (according to the Census) for characteristics such as age, gender and geographic location within the City and reflective of the type of dwelling (curbside vs. multi-residential). Weighting was then applied to ensure the sample is representative by age, gender, and urban/suburban/rural areas.

Study Methodology

Behaviours and Opinion Survey (Survey 1):

Analysis

The first stage of analysis looked at overall attitudinal landscape and satisfaction with the city's green bin program.

Then we looked at the high-level findings for the substantive areas of the questionnaire (waste profile). These findings were used to form a flash-report to the City and form the basis of baseline measures. These findings are tracked with the previous study done in 2018.

The next stage was understanding the waste disposal behaviours. We asked about these behaviours both before and after the City made changes to the program.

The last stage of this process was to measure how green bin usage has been impacted during the COVID-19 pandemic.

Study Methodology

Green Bin Enhancement Campaign and Message Testing (Survey 2):

Design

The bilingual online survey was designed to test the creative assets from the Green Bin enhancement campaign. A key message testing exercise was also done to get a sense of behaviours and attitudes around green bin usage and waste disposal measures.

The following elements were tested with the creative assets:
• Aided and Unaided recall
• Reach
• Impact
• Effectiveness
• Motivation capability

The online mode was optimal for this type of exercise (as opposed to telephone) because it allowed the design to test images and use interactive allocation exercises.

Sample

H+K Strategies accessed Leger Opinion (LEO)'s online panel to survey 1,000 Ottawa residents over the period of December 10th to 19th, 2020. The sample was randomly selected based on quotas to reflect Census data for age and gender in the City of Ottawa. The data was weighted to ensure representativeness by age, gender and urban/suburban/rural areas in Ottawa. An associated margin of error for a probability-based sample of n=1,000 is ± 3.2%, 19 times out of 20.

Analysis

The data from the online survey (survey 2) was analyzed in an integrated way with the results from the phone survey (survey 1).

Study Methodology

Integrated Analysis and Reporting:

The data from the two phases of this study were analysed together and are presented in this integrated report. This report contains an introduction of the objectives of the research, and outlines the key findings of the study aligned to the objectives.

This report then outlines a detailed analysis of the demographics of the responding sample, Satisfaction with City's green bin Program, baseline attitudes about waste diversion, waste diversion awareness, and behaviours around green bin usage before and after the city made changes to the program, changes in the green bin usage because of COVID-19, awareness and recall of the creative assets, reach, impact, effectiveness and motivational capacity of various creatives, attitudes towards waste disposal and green bin usage, and key messages testing.

Appendix 2: Response Rates

Survey 1 – Response Rate

Data Collection

In order to achieve research objectives, a telephone survey was conducted between the dates of December 9-21, 2020 among 800 Ottawa residents aged 18 or older.

Target Respondents

Respondents in the survey were Ottawa residents, 18 years of age and older. Quotas were set for age and gender in order to minimize the need for data weighting. Respondents were screened at the beginning of the survey to ensure we were reaching the desired quotas.

Sampling methodology

Sample was drawn randomly using RDD (Random Digit Dialing) and included cell phone only sample to ensure appropriate demographic distribution of respondents. This yielded a final distribution of 85% landline and 15% cell phone only. Sample generation, RDD, and call administration were automated using ASDE and VOXCO software. ASDE Survey Sampler is a geographically stratified, general, phone population, random sampling by RDD methodology. Stratification is based on each geographical level where sample is requested. Within each geography, area codes and prefix combinations are assigned, based on their weight to one or more geography, therefore providing inclusion and avoiding any bias of exclusion that could result from using a plurality decision rule. Calls were made during different parts of the day, and callbacks that were scheduled were honoured. The response rate is calculated using the following formula:
(Completed interviews + Out of Sample) / (Total sample - Invalid sample)

Survey 1 – Response Rate

	Total
Total imported sample	124021
Total used sample	10 107
Invalid sample	1881
No service	33
Non-residential	33
Fax/modem	9
Language barrier	102
Unqualified	0
Quota attained	0
Refusal	1551
No answer	375
Answering machine	585
Incomplete	57
Appointment	330
Completed interviews	800

Survey 1 – Response Rate

Survey Pre-tests

There were 2 pre-tests conducted. The first pre-test consisted of 40 interviews, the second consisted of 45 interviews. All pre-test interviews were conducted in English. These were recorded to ensure the suitability of the introduction, length of the interview, and skip logic functioned correctly throughout the groups.

Quality Control

All interviewers were hired by Leger, the research partner who conducted data collection, and receive customized training with respect to interview techniques, and in-depth training on call centre CATI software. Interviewers also received additional training with respect to this specific study before proceeding to field. Interviewers always work under direct supervision. Senior project managers monitored interviews throughout the first two days of field to ensure flow, clarity, consistency, and comprehension of the survey. Phone interviews were monitored throughout the data collection period, with a minimum of 10% of each interviewer's interviews being monitored. Project managers monitored the progress of data collection, including call record dispositions such as completed interviews, response rates and refusal rates, as well as metrics such as average questionnaire length.

Analysis of Findings

Data analysis and cross-tabulations were conducted using R, SPSS and Q Research Software.

Statistical Reliability

This probability sample yielded a margin of error of +/-3.4%, 19 times out of 20.

Weighting

Weighting was applied proportionally based on age, gender, and urban/suburban/rural areas.

Survey 2

Online survey

Total completed n=1,000

H+K Strategies accessed Leger Opinion (LEO)'s online panel to survey 1,000 Ottawa residents over the period of December10th to 19th, 2020. The sample was randomly selected based on quotas to reflect Census data for age and gender in the City of Ottawa. The data was weighted to ensure representativeness by age, gender, and urban/suburban/rural areas in Ottawa. An associated margin of error for a probability-based sample of n=1,000 is ± 3.2%, 19 times out of 20.

Conducted December 10-19, 2020
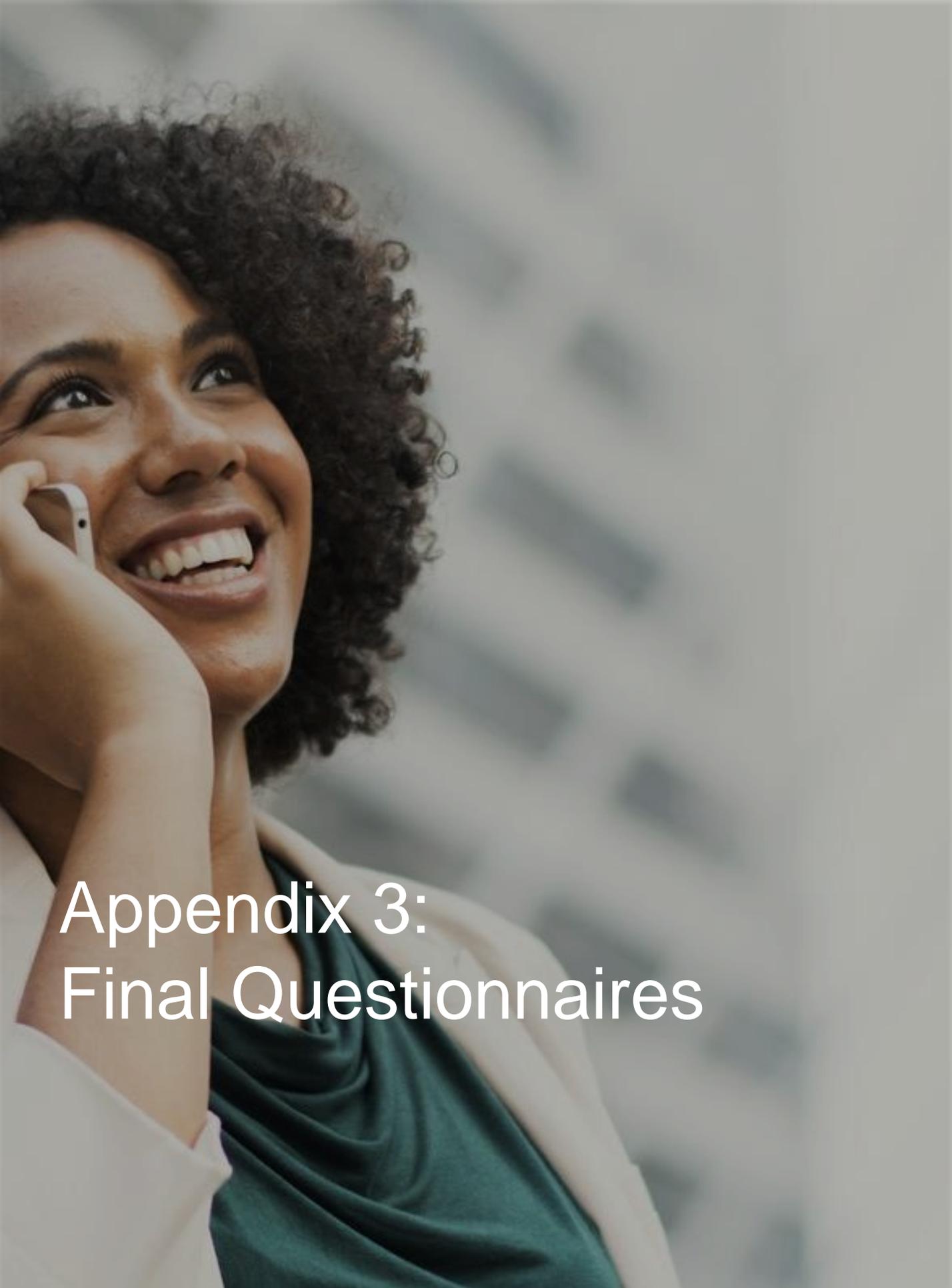
Appendix 3:
Final Questionnaires
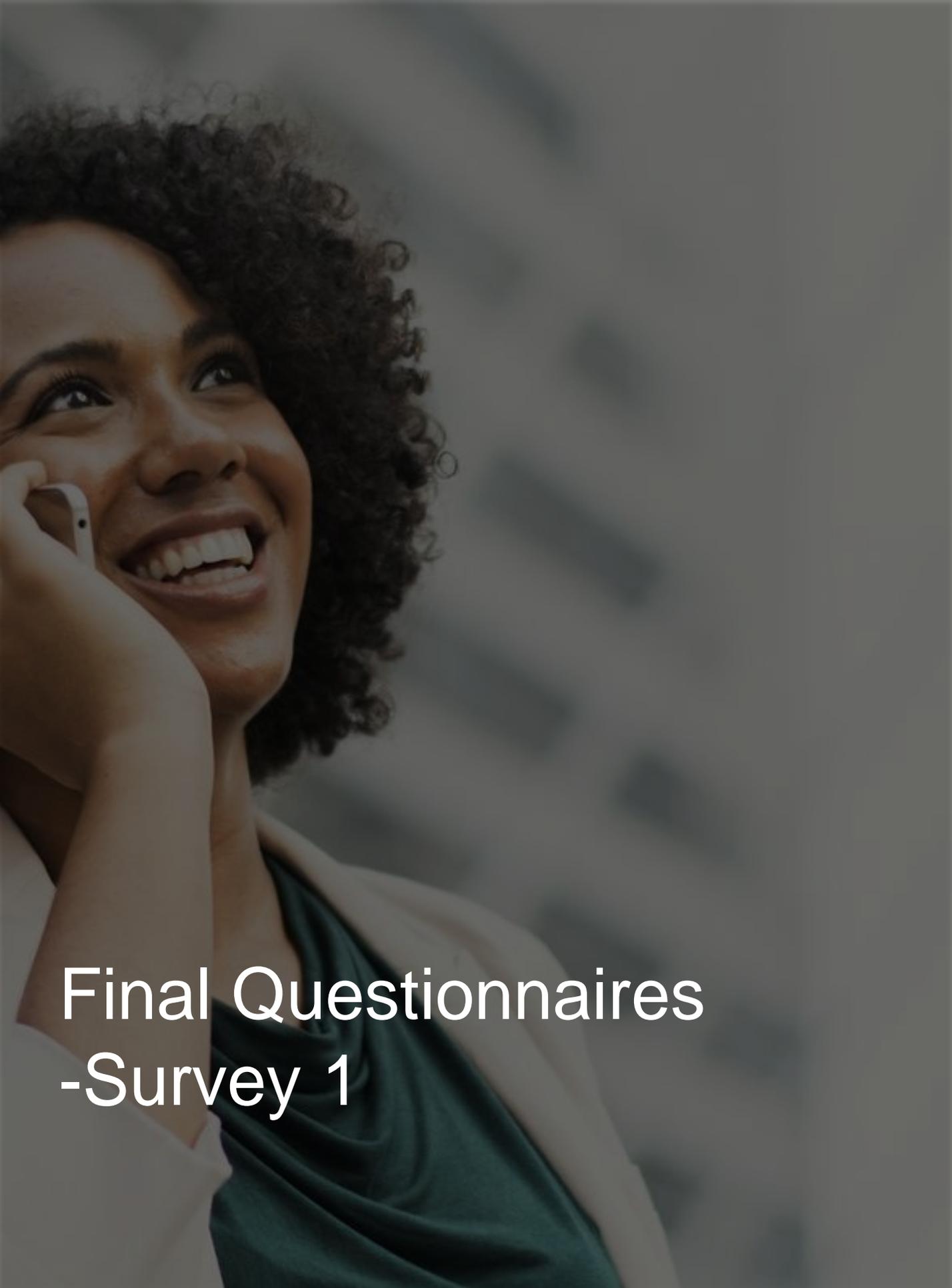
Final Questionnaires -Survey 1

Introduction

Good morning (afternoon, evening), my name is X and I'm calling from LEGER research on behalf of H+K Strategies for the City of Ottawa.

We're conducting a survey that focuses on aspects of citizen lifestyles in order to help the City in their decision-making and would appreciate your cooperation. Please be assured that your participation in this research is entirely confidential. The results from this survey will not contain any identifying information and will be used for research purposes only. You can call the City at 3-1-1 to verify that this is an official study.

The survey will take approximately 5 minutes to complete.

Is this a good time to talk to you?

Core Questionnaire

Thank you for agreeing to do this survey.

1. To begin, what is your postal code? (*will code to Ward in analysis*)

The survey is about the City of Ottawa's Green Bin Program.

[NOTE TO CITY: Colour code = CURBSIDE, MULTI-RES, BOTH (no colour)]

2. Do you set out your waste (garbage), recycling and/or green bin at the curb, or do you live in a multi-residential property or townhome complex and bring your garbage and/or recycling to a centralized location?

   a. Curbside
   b. Multi-res

[NOTE TO INTERVIEWER: if needed "multi-residential" means places like apartment buildings, condominiums, townhome complexes, etc.]

[NOTE: THIS QUESTION CODES "CURBSIDE" | "MULTI-RES"]

3. Overall, how satisfied are you the City of Ottawa's green bin program? Please use a 7-point scale where 1 means not at all satisfied and 7 means very satisfied.

4. Do you use your green bin for composting household organic waste and / or yard waste?

Yes, No, Don't know

[NOTE TO INTERVIEWER: household organic waste is things like kitchen waste, food scraps, plants, etc.]

5. Do you have green bin for composting household organic waste and / or yard waste at your property?

Yes, No, Don't know

6. [IF "NO" OR "DON'T KNOW"] Would you use green bin service if you had access to it now?

Yes, No, Don't know

7. [IF "NO" OR "DON'T KNOW"] Please tell me why you wouldn't or might not use the green bin if you had access to it in your building?

   a. Would not be convenient
   b. Don't believe in recycling
   c. Don't know how to recycle/what goes into the bin
   d. Too messy/smelly/gross
   e. Don't want to attract or deal with bugs/vermin/other animals
   f. There's no space in my unit
   g. Don't have time
   h. Do my own composting [FOR GREEN BIN ONLY]
   i. Other [ENTER RESPONSE]

8. [IF USE, or HAVE ACCESS] Which of the following best describes your household's level of green bin usage?
   a. At or about 100% of the time (READ IF NECESSARY: "You put everything you can")
   b. At or around 75% of the time (READ IF NECESSARY: "You use it most of the time")
   c. At or around 50% of the time (READ IF NECESSARY: "You use it about half of the time")
   d. Less than 50% of the time (READ IF NECESSARY: "You use it once in a while")
   e. You never use it
   f. Don't know

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9. [IF USE, BUT LESS THAN 100%] Why don't you use the green bin more?

OPEN-ENDED, WITH HARD CODES + PROMPT FOR UP TO 3 RESPONSES "ANY OTHER REASON?"

  a. Forget/put things in garbage by mistake
  b. Some in the household don't use it much or at all
  c. Not sure about all that can go into the green bin
  d. Run out of room in green bin
  e. Gets messy/smelly/gross
  f. Broken bin
  g. Attracts bugs/vermin/other animals
  h. Only use for leaf and yard waste
  i. Other (please specify)

10. [IF NEVER USE GREEN BIN] Why don't you use the green bin?
    OPEN-ENDED, WITH HARD CODES + PROMPT FOR UP TO 3 RESPONSES "ANY OTHER REASON?"

  j. Don't have a green bin
  k. Not sure about all that can go into green bin
  l. Do my own composting
  m. Don't believe in the green bin/composting
  n. Not convenient/too much trouble
  o. No room for bin
  p. Messy/smelly/gross
  q. Broken bin
  r. Attracts bug/vermin/other animals
  s. Use the bin for other purpose (e.g., storage container)
  t. Waste of taxpayers money
  u. I would like to, but my building doesn't participate in the green bin program
  v. Other [ENTER RESPONSE]

[CURBSIDE]
[IF "Messy/smelly/gross" and / or "Attracts bug/vermin/other animals" identified as barrier to use, or increased use]

11. You mentioned that some of the reasons why you don't use the green bin, or don't use it more fully, is because it's messy, smelly, gross, and /or attracts bugs, vermin or other animals. Which of the following would help you make it less "icky" for you? (please select all that apply)

  a. Storage tips to prevent pests and vermin when storing my Green Bin outside or in the garage
  b. Stronger latching / locking mechanisms
  c. Household remedies for dealing with vermin / smells / etc.
  d. Tips on keeping my kitchen container and green bin cleaner
  e. Other (please specify)

[IF "Not convenient/too much trouble" identified as barrier to use, or increased use]

12. You mentioned that one of the main reasons you don't use the green bin, or don't use it more fully, is because it's not convenient. Which of the following would help you make it more convenient? (please select all that apply)

    a. Tips on where / how to store organic waste in my unit
    b. Having the green bin stored in the same location as the garbage and recycling (so I don't have to go to more than one location to dispose of waste)
    c. Having a kitchen container to transport my waste easily
    d. Information about what I can put in my Green Bin
    e. Tips on making it easier to participate in the Green Bin program and keep my bin clean
    f. Other (please specify)

In March of 2018 the City of Ottawa announced that it would expand the list of items allowed in the green bin. The changes allow residents to put their household organics in any plastic bag, which are then placed in the green bin. Dog waste in plastic bags is also now accepted in the green bin.

[ALL WHO USE GREEN BIN]
13. Do you use any type of bag for the waste you put in the green bin?
    a. Yes, all of it
    b. Yes, some of it
    c. No
    d. Don't know

[IF YES "BAG-IT" at Q13]
14. Do you bag household organic waste, dog waste or both?
    a. Household organic waste only (and don't have dog)
    b. Household organic waste only (and have a dog)
    c. Dog waste only
    d. Both
    e. Don't know

[IF YES "BAG HOUSEHOLD WASTE"]
15. What kind of bags do you use for household organic waste (non-dog)? (select all that apply)
    a. Plastic bags
    b. Compostable or biodegradable bags
    c. Paper bags
    d. Other (please specify)
    e. Don't know

[IF YES "BAG DOG WASTE"]
16. What kind of bags do you use for dog waste? (select all that apply)
   a. Plastic bags
   b. Compostable or biodegradable bags
   c. Paper bags
   d. Other (please specify)
   e. Don't know

[IF YES "BAG HOUSEHOLD WASTE"]
17. Did you bag any of the household organic waste you put in the green bin before the City made changes to the program to allow plastic bags?
   a. Yes, all of it
   b. Yes, some of it
   c. No
   d. Don't know

[IF YES "BAG DOG WASTE"]
18. Did you bag any of the dog waste you put in the green bin before the City made changes to the program to allow plastic bags?
   a. Yes, all of it
   b. Yes, some of it
   c. No
   d. Don't know

[IF YES "BAGGED HOUSEHOLD WASTE BEFORE"]
19. What kind of bags did you use for household organic waste before the City made changes to the program to allow plastic bags? (select all that apply)
   a. Compostable bag
   b. Paper bags
   c. Other (please specify)
   d. Don't know

[IF YES "BAGGED DOG WASTE BEFORE"]
20. What kind of bags did you use for dog waste before the City made changes to the program to allow plastic bags? (select all that apply)
   a. Compostable bag
   b. Paper bags
   c. Other (please specify)
   d. Don't know

[IF YES "BAG HOUSEHOLD WASTE"]
21. And, in terms of volume, would you say you put more, less or about the same amount of household organic waste in the green <u>bin as before the City made changes to the program to allow plastic</u>?
   a. Much more
   b. A little more
   c. About the same
   d. A little less
   e. Much less
   f. Don't <u>know</u>

[IF YES "BAG DOG WASTE"]
22. And, in terms of volume, would you say you put more, less or about the same amount of dog waste in the green <u>bin as before The City made changes to the program to allow plastic</u>?
   a. Much more
   b. A little more
   c. About the same
   d. A little less
   e. Much less
   f. Don't <u>know</u>

[IF YES "BAG HOUSEHOLD WASTE" AND "INCREASED VOLUME SINCE CHANGES"]
23. To what extent is your increased use of the green bin for household organic waste <u>related to the changes The City made to the program to allow plastic</u>? Please use a 7-point scale where 1 not at all and 7 means completely.

[IF YES "BAG DOG WASTE" AND "INCREASED VOLUME SINCE CHANGES"]
24. To what extent is your increased use of the green bin for dog waste <u>related to the changes The City made to the program to allow plastic</u>? Please use a 7-point scale where 1 not at all and 7 means completely.

Sociodemographic Questions (same set as 2018 research)

- Gender
- Year born
- Employment status
- Rent / Own
- Income
- Education
- Mother tongue
- Parent
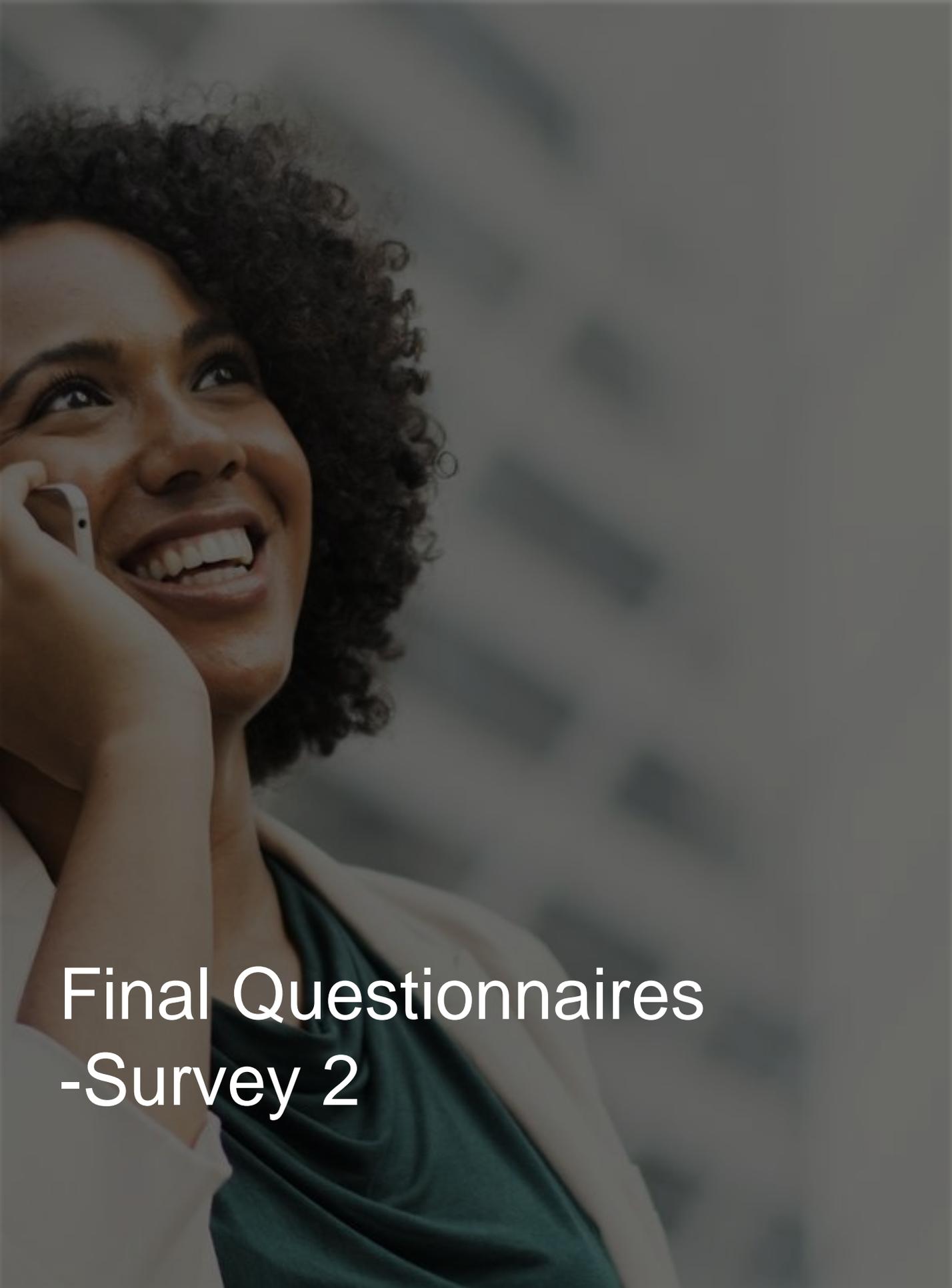
Final Questionnaires -Survey 2

Thank you for agreeing to participate in this survey. This research is being undertaken by Hill+Knowlton Strategies' research group Perspectives+ on behalf of the City of Ottawa (The City).

The survey will take about 8-10 minutes and your responses and will be anonymous. Your decision to participate is voluntary and will in no way affect any relationship you may have with The City. All data will be administered according to the requirements of the Privacy Act.

Next

Please provide the first half of your postal code (e.g. K1K).

Back   Next

Please provide your age:

Gender:

○ Male   ● Female   ○ Non-binary   ○ Prefer to not say

Back   Next

Do you set out your waste (garbage), recycling, and/or green bin at the **curb**, or do you live in a multi-residential property or townhome complex and bring your garbage and/or recycling to a centralized location?

○ Curbside

○ Multi-res

Back   Next

Please provide your age:

Gender:

○ Male   ● Female   ○ Non-binary   ○ Prefer to not say

Back   Next

Do you set out your waste (garbage), recycling, and/or green bin at the **curb**, or do you live in a multi-residential property or townhome complex and bring your garbage and/or recycling to a centralized location?

○ Curbside

○ Multi-res

Back   Next

24

In the past year or so, do you recall any advertising from the City of Ottawa related to the **green bin?**

○ Yes, definitely

○ Yes, vaguely

○ No

○ Don't know

Can you describe the advertising you recall?

○ Yes (please specify) [   ]

○ No

○ Don't know

Back   Next

In the past year or so, do you recall any advertising from the City of Ottawa that featured a girl and a **green bin?**

○ Yes, definitely

○ Yes, vaguely

○ No

○ Don't know

What do you recall the main message of the advertising being?

[   ]

Back   Next

25

10%

In the past year or so, do you recall any advertising from the City of Ottawa related to the **green bin?**

- ⦿ Yes, definitely
- ○ Yes, vaguely
- ○ No
- ○ Don't know

Can you describe the advertising you recall?

- ○ Yes (please specify) [   ]
- ○ No
- ○ Don't know

Back   Next

15%

In the past year or so, do you recall receiving a one-page mailout from the City of Ottawa that introduced residents to changes to the green bin program?

- ⦿ Yes, definitely
- ○ Yes, vaguely
- ○ No
- ○ Don't know

Back   Next

26

Here is the one-page mailout The City sent introducing residents to changes to the green bin program. Do you recall seeing it?

- ○ Yes, definitely
- ○ Yes, vaguely
- ○ No
- ○ Don't know

In the past year or so, do you recall seeing the following advertising from The City?

- ○ Yes, definitely
- ○ Yes, vaguely
- ○ No
- ○ Don't know

In the past year or so, do you recall seeing the following advertising from The City?

- ○ Yes, definitely
- ○ Yes, vaguely
- ○ No
- ○ Don't know

Where did you see the ad? (Please select all that apply) [Bag it and bin it - boy]

☐ Displayed on a website
☐ During programming on streaming platforms
☐ Facebook
☐ Twitter
☐ Instagram
☐ YouTube
☐ On a bus (outside or in)
☐ Bus Shelter
☐ Posters in buildings or elevators
☐ Digital display screens at City facilities or other buildings
☐ Sides of garbage trucks (waste collection vehicles)
☐ Other (please specify) [   ]
☐ Don't know

Back   Next

Where did you see the ad? (Please select all that apply) [Bag it and bin it - girl]

☐ Displayed on a website
☐ During programming on streaming platforms
☐ Facebook
☐ Twitter
☐ Instagram
☐ YouTube
☐ On a bus (outside or in)
☐ Bus Shelter
☐ Posters in buildings or elevators
☐ Digital display screens at City facilities or other buildings
☐ Sides of garbage trucks (waste collection vehicles)
☐ Other (please specify) [   ]
☐ Don't know

Back   Next

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We would like you to assess these two ads according to the following ratings. [Bag it and bin it - both ads]

These advertisements seem...

Unbelievable	○	○	○	○	○	Believable
Weak	○	○	○	○	○	Persuasive

These advertisements make me feel...

Angry	○	○	○	○	○	Pleased
Afraid	○	○	○	○	○	Hopeful

These advertisements seem...

Vague	○	○	○	○	○	Clear
Irrational	○	○	○	○	○	Rational

Back   Next
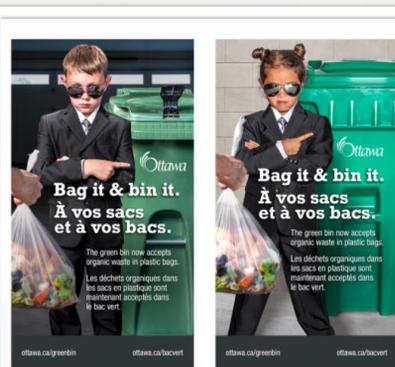
27%

To what extent did the advertisements you saw from the City of Ottawa have the following effects on you?

	1 - Not at all	2	3	4	5	6	7 - Absolutely	Don't know
I became more curious about the green bin	○	○	○	○	○	○	○	○
I thought more about kids and waste diversion	○	○	○	○	○	○	○	○
I thought more about future of our planet and waste diversion	○	○	○	○	○	○	○	○
Told someone about it	○	○	○	○	○	○	○	○
I looked up more information about the green bin	○	○	○	○	○	○	○	○
I started using the Green Bin	○	○	○	○	○	○	○	○
I started bagging my green bin waste in plastic bags	○	○	○	○	○	○	○	○
I increased use of the green bin	○	○	○	○	○	○	○	○

Back   Next

29

Here is the full set of advertisements The City put out as part of the green bin program over the past year or so. Please scroll all the way to the bottom to see all the advertisements. The objective of that program was to inform residents that they could put their organics in plastic bags before placing them in the green bin .

Which one do you think does the best job of motivating you to start using the green bin or use the green bin more?

○ Bag it and bin it - boy

○ More than just food scraps go into the green bin - Christmas video

○ Mail-out pamphlet

○ Radio ad EN

○ Bag it and bin it - girl

○ Gross organics, use the green bin - video

○ Green bin - trash or treasure - video

[Back] [Next]

30

What about this one do you like / why did you pick this one? [Bag it and bin it - girl]

Back   Next

Here is the full set of advertisements again, what are your overall top three favorites?

☐ Bag it and bin it - girl

☐ Gross organics, use the green bin - video

☐ Mail-out pamphlet

31

Leaf and yard waste cannot be placed in any type of plastic bag. Please continue using paper yard waste bags, or an approved empty container, to dispose of your leaf and yard waste.

Find out what goes in the green bin at ottawa.ca/greenbin.

Using the green bin, along with other recycling efforts, is one of the easiest things you can do to help our environment.

It also extends the life of the landfill – which saves millions of City dollars in developing a new landfill.

ottawa.ca 3-1-1
TTY/ATS 613-580-2401

☐ More than just food scraps go into the green bin - Christmas video

☐ Green bin - trash or treasure - video

☐ Bag it and bin it - boy

☐ Radio advertisement

[Back] [Next]

Green bin - trash or treasure?

More than just food scraps go into the green bin

Why are these your favorites?

32

And, lastly, if you were helping The City design another campaign aimed at encouraging people to start using the green bin or use the green bin more, what would you put in it?

Back   Next

Do you use any type of plastic bag (including biodegradable and compostable) for the waste you put in the green bin?

○ Yes, all of it
○ Yes, some of it
○ No
○ Don't know

Back   Next

33

In terms of volume, would you say you put more, less, or about the same amount in the green bin as before The City made changes to the program to allow plastic bag liners?

○ Much more
○ A little more
○ About the same
○ A little less
○ Much less
○ Don't know

Back   Next

To what extent is your increased use of the green bin related to the changes The City made to the program to allow plastic bag liners?

○ 1-Not at all
○ 2
○ 3
○ 4
○ 5
○ 6
○ 7-Completely
○ Don't know

Back   Next

46%

Please indicate the extent to which each of the following statements motivates you to start using the green bin or use the green bin more:

	1-Strongly disagree	2	3	4	5	6	7-Strongly agree	Don't know
We need to divert as much organic waste from the landfill as possible to lower methane greenhouse gas emissions	○	○	○	○	○	○	○	○
Using the green bin is one of the easiest things people can do to help the environment	○	○	○	○	○	○	○	○
We need to divert as much organic waste from the landfill as possible to extend the life of the landfill and save millions in tax dollars that would be used to develop a new landfill	○	○	○	○	○	○	○	○
Using the green bin is in my best interest – both environmentally and economically	○	○	○	○	○	○	○	○

Back   Next

48%

Please indicate the extent to which you agree or disagree with the following statements:

	1 - Strongly disagree	2	3	4	5	6	7 - Strongly agree	Don't know
I don't think recycling and green bin programs do much to help the environment	○	○	○	○	○	○	○	○
I hate using the green bin	○	○	○	○	○	○	○	○
All multi-residential properties should have a Green Bin program available for residents to use	○	○	○	○	○	○	○	○
Food and organic waste should be banned from landfill	○	○	○	○	○	○	○	○
I am willing to do my part to keep food and organic waste out of landfill to help reduce greenhouse gas emissions	○	○	○	○	○	○	○	○

Back   Next

The City noticed higher volumes of Green Bin material set out at the start of stay at home measures due to COVID-19. To what extent has your household organic waste changed as a result of COVID-19?

- ○ 1 - Decreased a great deal
- ○ 2
- ○ 3
- ○ 4
- ○ 5
- ○ 6
- ○ 7 - Increased a great deal
- ○ Don't know

Back   Next

Why do you think it has increased (Select all that apply)

- ☐ More food waste from eating more at home
- ☐ More food waste from cooking more at home
- ☐ More people eating at home that usual (family members and members of my bubble)
- ☐ Ended up buying too much food at times and had it go to waste
- ☐ Other (please specify) [   ]
- ☐ Don't know

Back   Next

36

During this pandemic have you worked from home?

○ Yes, currently

○ Yes, earlier in the pandemic but not now

○ No

○ Prefer to not say

Back   Next

Has working from home influenced how you use your Green Bin?

○ Yes, using it more

○ Yes, using it less

○ Yes, started using the Green Bin

○ No

○ Other (please specify) [   ]

○ Don't know

Back   Next

37

Over the last year have you set out more, less, or the same amount of leaf and yard waste for pick-up?

○ 1- A lot less

○ 2

○ 3

○ 4

○ 5

○ 6

○ 7 - A lot more

○ Don't know

Back   Next

Why do you think you have set out more leaf and yard waste for pick up? (Select all that apply)

☐ More leaves and branches in my yard to clean up this year

☐ More time at home allowed for me to spend more time cleaning the yard

☐ Undertook new lawn and garden projects

☐ Other (please specify) [   ]

☐ Don't know

Back   Next

How long do you spend on each, per day?

	Do not use	Less than 30 minutes	30 minutes to 2 hours	2 hours to 4 hours	More than 4 hours
Podcasts	○	○	○	○	○
Paper copy of newspapers	○	○	○	○	○
Online on mobile	○	○	○	○	○
Linear tv (traditional network television)	○	○	○	○	○
Game consoles	○	○	○	○	○
Social media	○	○	○	○	○
Online press	○	○	○	○	○
Streaming tv	○	○	○	○	○
Broadcast radio	○	○	○	○	○
Music streaming services	○	○	○	○	○
Online on pc/laptop	○	○	○	○	○

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Please indicate the frequency with which you use each of the following platforms:

	More than once a day	Daily	Weekly	Monthly	Less than once per month	Don't have an account
LinkedIn	○	○	○	○	○	○
Pinterest	○	○	○	○	○	○
Facebook	○	○	○	○	○	○
Twitch	○	○	○	○	○	○
Facebook Messenger	○	○	○	○	○	○
Twitter	○	○	○	○	○	○
Instagram	○	○	○	○	○	○
TikTok	○	○	○	○	○	○
YouTube	○	○	○	○	○	○

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We have just a few more questions that we will use to analyze the survey responses.

What is the highest level of education you have completed?

○ Less than high school
○ High school
○ Some college or university
○ College graduate or CEGEP
○ Bachelor's degree
○ Master's or professional degree
○ Doctorate
○ Prefer to not say

Which of the following best describes your current working situation?

○ Full-time employee working remotely
○ Full-time employee working on site
○ Part-time employee working remotely
○ Part-time employee working on site
○ Temporarily laid off – with pay
○ Temporarily laid off – without pay
○ Unemployed - actively looking for work
○ Unemployed – not actively looking for work
○ Self-employed – still working
○ Self-employed – not working
○ Student
○ Retired
○ Other: [_____]
○ Prefer not to say

Annual household income (from all sources before taxes):

○ Less than $20,000
○ $20,000 –$39,999
○ $40,000 –$69,999
○ $70,000 –$99,999
○ $100,000 –$119,999
○ $120,000 or more
○ Prefer to not say

Which of the following best describes your housing tenure?

○ Rent
○ Own without mortgage
○ Own with mortgage
○ Other (please specify) [_____]
○ Prefer to not say

What language do you speak most often at home?
○ English
○ French
○ Other (please specify) [_____]

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Were you born in Canada?

○ Yes
○ No
○ Prefer to not say

Do you consider yourself a member of a visible minority group?

○ Yes
○ No
○ Prefer to not say

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Are you the parent or guardian of any children under the age of 18 who are currently living at home?

⦿ Yes
○ No
○ Prefer to not say

How many children under the age of 18 do you currently have living at home?

[   ]

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Appendix 4:
Detailed Data Tables

Detailed Data Tables Survey 1

BANNER 1 (Phase 1 – Phone Survey)

		%	n
	Total	100%	800
Gender	Male	48%	334
	Female	52%	466
Age breaks	18-24	10%	22
	25-34	17%	50
	35-44	17%	88
	45-54	19%	125
	55-64	17%	206
	65+	20%	309
Garbage placement	Curbside	78%	597
	Multi-res	22%	203
Rent/Own	Rent	27%	179
	Own	73%	609

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 788 to 800; total n = 800; 12 missing; effective sample size = 523 (65%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q2. Do you set out your waste (garbage), recycling and/or green bin at the curb, or do you live in a multi-residential building and bring your garbage and/or recycling to a centralized location?   [NOTE TO INTERVIEWER: if needed ``multi-residential´´ means by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Curbside	78%	80%	77%	86%	74%	84%	88%	83%	61%	100%	0%	45%	90%
Multi-res	22%	20%	23%	14%	26%	16%	12%	17%	39%	0%	100%	55%	10%

Q4. Overall, how satisfied are you the City of Ottawa´s green bin program? Please use a 7-point scale where 1 means not at all satisfied and 7 means very satisfied.   DO NOT READ LIST by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1 - Not at all satisfied	2%	3%	2%	0%	4%	1%	2%	3%	2%	3%	2%	1%	2%
2	2%	3%	1%	0%	4%	2%	1%	2%	2%	2%	3%	2%	2%
3	3%	4%	2%	5%	0%	6%	0%	2%	4%	2%	4%	1%	3%
4	3%	3%	4%	0%	2%	1%	2%	6%	6%	3%	5%	4%	3%
5	16%	17%	16%	23%	12%	16%	18%	18%	13%	17%	14%	17%	16%
6	27%	26%	28%	45%	28%	23%	32%	21%	23%	28%	24%	29%	26%
7 - Very satisfied	39%	39%	40%	23%	40%	48%	40%	41%	37%	42%	27%	30%	43%
Don't know	8%	7%	8%	5%	10%	3%	5%	7%	13%	3%	22%	16%	4%
5 + 6 + 7 - Very satisfied	82%	81%	84%	91%	80%	86%	89%	79%	73%	87%	65%	76%	85%
1 - Not at all satisfied + 2 + 3	7%	9%	5%	5%	8%	9%	3%	7%	7%	6%	8%	4%	7%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 788 to 800; total n = 800; 12 missing; effective sample size = 529 (66%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q5. Do you use your green bin for composting household organic waste and / or yard waste? [NOTE TO INTERVIEWER: household organic waste is things like kitchen waste, food scraps, plants, etc.] by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes	88%	85%	90%	68%	87%	93%	92%	91%	87%	88%		74%	90%
No	11%	13%	10%	27%	13%	6%	8%	9%	13%	11%		23%	10%
Don't know	1%	2%	0%	5%	0%	1%	0%	0%	1%	1%		4%	0%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 587 to 597; total n = 800; 213 missing; effective sample size = 400 (67%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q6. Do you have a green bin for composting household organic waste and / or yard waste at your property? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes	34%	39%	30%	33%	24%	35%	32%	42%	36%		34%	26%	49%
No	62%	55%	67%	33%	76%	65%	68%	58%	58%		62%	68%	49%
Don't know	4%	6%	3%	33%	0%	0%	0%	0%	6%		4%	5%	2%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 201 to 203; total n = 800; 599 missing; effective sample size = 124 (61%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q7, Would you use green bin service if you had access to it now? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes	83%	83%	83%	100%	100%	77%	90%	67%	73%		83%	83%	85%
No	16%	16%	16%	0%	0%	23%	10%	33%	23%		16%	16%	14%
Don't know	1%	1%	1%	0%	0%	0%	0%	0%	4%		1%	1%	2%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 129 to 130; total n = 800; 671 missing; effective sample size = 79 (60%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q8. Please tell me why you wouldn´t or might not use the green bin if you had access to it in your building? - PROMPT FOR UP TO 3 RESPONSES ``ANY OTHER REASON?´´3 by BANNER 1

Column %		Gender		Age breaks							Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+		Curbside	Multi-res	Rent	Own
Would not be convenient	39%	58%	26%			50%	100%	15%	38%			39%	42%	34%
Don't want to attract or deal with bugs/vermin/other animals	20%	28%	14%			50%	0%	29%	9%			20%	22%	16%
Don't have green bin	19%	7%	28%			0%	0%	28%	24%			19%	18%	11%
Too messy/smelly/gross	18%	20%	17%			50%	0%	0%	19%			18%	18%	22%
There's no space in my unit	11%	14%	10%			0%	0%	14%	15%			11%	7%	25%
Don't know how to recycle/what goes into the bin	8%	0%	13%			0%	0%	0%	14%			8%	10%	0%
Don't have time	3%	0%	4%			0%	0%	0%	5%			3%	3%	0%
Do my own composting	3%	0%	4%			0%	0%	0%	5%			3%	0%	11%
Don't believe in recycling	0%	0%	0%			0%	0%	0%	0%			0%	0%	0%
Other (ENTER RESPONSE)	14%	7%	19%			0%	0%	28%	14%			14%	15%	14%

Q9. Which of the following best describes your household´s level of green bin usage? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
AT OR ABOUT 100% of the time (READ IF NECESSARY "You recycle everything you can")	62%	58%	66%	57%	42%	61%	64%	73%	70%	65%	38%	49%	66%
At or around 75% of the time (READ IF NECESSARY "You recycle most of the time")	20%	21%	20%	28%	20%	20%	26%	15%	17%	20%	28%	21%	19%
At or around 50% of the time (READ IF NECESSARY "You recycle about half the time")	8%	10%	7%	0%	17%	8%	7%	6%	6%	8%	14%	14%	7%
Less than 50% of the time (READ IF NECESSARY "You recycle once in a while")	7%	9%	5%	15%	12%	9%	3%	4%	5%	6%	15%	15%	6%
You never use it	2%	2%	2%	0%	9%	1%	0%	1%	1%	2%	5%	1%	2%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 595 to 605; total n = 800; 205 missing; effective sample size = 409 (68%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q10. Why don´t you use the green bin more? - PROMPT FOR UP TO 3 RESPONSES ``ANY OTHER REASON?´´. NOTE: DO NOT READ LIST by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Forget/put things in garbage by mistake	24%	25%	22%	40%	22%	19%	29%	22%	16%	24%		41%	22%
Laziness	7%	8%	6%	0%	0%	8%	18%	3%	10%	7%		2%	9%
Gets messy/smelly/gross	16%	12%	19%	0%	7%	26%	20%	21%	8%	16%		5%	16%
Some in household don't use it much or at all	15%	15%	15%	0%	21%	23%	12%	14%	10%	15%		8%	18%
Not sure about all that can go into green bin	14%	17%	10%	0%	22%	20%	8%	8%	15%	14%		21%	13%
Attracts bugs/vermin/other animals	12%	13%	12%	21%	0%	23%	17%	5%	7%	12%		10%	14%
Don't have enough waste	7%	9%	5%	0%	15%	0%	6%	11%	12%	7%		14%	7%
Run out of room in green bin	5%	4%	5%	21%	0%	7%	3%	3%	2%	5%		5%	3%
Perception that green bin is not collected often	4%	7%	1%	21%	0%	4%	3%	3%	0%	4%		6%	4%
Too inconvenient	13%	7%	19%	19%	7%	7%	14%	22%	18%	13%		2%	14%
Don't know / No answer	3%	2%	4%	0%	7%	0%	0%	0%	10%	3%		2%	3%
Do our own composting	3%	1%	4%	0%	0%	4%	3%	5%	5%	3%		0%	3%
Only use for leaf and yard waste	2%	1%	4%	0%	0%	4%	3%	3%	5%	2%		2%	3%
Broken bin	1%	0%	1%	0%	0%	0%	3%	0%	0%	1%		0%	1%
Green bin gets lost/stolen sometimes	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		0%	0%
Other (ENTER RESPONSE)	4%	4%	5%	0%	14%	0%	0%	5%	5%	4%		22%	1%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 152 to 156; total n = 800; 648 missing; effective sample size = 109 (70%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q10m. Why don´t you use the green bin more? - PROMPT FOR UP TO 3 RESPONSES ``ANY OTHER REASON?´´. NOTE: DO NOT READ LIST1 by BANNER 1

Column %		Gender		Age breaks							Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Too inconvenient	24%	16%	39%	0%	33%	0%	67%	14%	22%		24%	31%	11%
Forget/put things in garbage by mistake	22%	27%	13%	100%	0%	50%	0%	15%	16%		22%	28%	11%
Run out of room in green bin	21%	32%	0%	0%	67%	0%	0%	0%	12%		21%	29%	5%
Don't have enough waste	10%	10%	11%	0%	0%	50%	0%	27%	6%		10%	0%	32%
Don't know / No answer	7%	3%	14%	0%	0%	0%	0%	14%	17%		7%	5%	9%
Gets messy/smelly/gross	10%	14%	4%	0%	33%	0%	0%	0%	5%		10%	16%	0%
Some in household don't use it much or at all	9%	9%	9%	0%	0%	0%	0%	30%	17%		9%	0%	22%
Attracts bugs/vermin/other animals	4%	3%	4%	0%	0%	0%	0%	15%	5%		4%	0%	11%
Not sure about all that can go into green bin	0%	0%	0%	0%	0%	0%	0%	0%	0%		0%	0%	0%
Broken bin	0%	0%	0%	0%	0%	0%	0%	0%	0%		0%	0%	0%
Only use for leaf and yard waste	0%	0%	0%	0%	0%	0%	0%	0%	0%		0%	0%	0%
Other (ENTER RESPONSE)	7%	3%	15%	0%	0%	0%	33%	0%	11%		7%	8%	5%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 33 to 34; total n = 800; 767 missing; effective sample size = 20 (58%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q11. Why don´t you use the green bin? - PROMPT FOR UP TO 3 RESPONSES ``ANY OTHER REASON?´´. NOTE: DO NOT READ LIST by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Don't have a green bin	25%	26%	24%	66%	12%	20%	11%	6%	12%	25%		59%	12%
Do my own composting	15%	13%	19%	0%	0%	59%	23%	26%	23%	15%		0%	20%
Attracts bug/vermin/other animals	12%	16%	6%	17%	13%	0%	11%	14%	11%	12%		17%	11%
Not convenient/too much trouble	19%	7%	36%	0%	36%	0%	23%	19%	27%	19%		7%	24%
Messy/smelly/gross	8%	8%	8%	0%	13%	0%	11%	20%	7%	8%		0%	12%
Laziness	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		0%	0%
Not sure about all that can go into green bin	5%	6%	4%	0%	13%	0%	11%	0%	0%	5%		12%	2%
Broken bin	4%	7%	0%	17%	0%	0%	0%	0%	0%	4%		0%	6%
Don't have enough waste	4%	6%	1%	0%	0%	0%	0%	14%	16%	4%		4%	4%
Don't know / No answer	5%	6%	4%	0%	0%	20%	23%	0%	0%	5%		5%	5%
Don't believe in the green bin/composting	4%	5%	2%	0%	0%	0%	12%	13%	4%	4%		3%	4%
Use the bin for other purpose (e.g., storage container)	2%	0%	5%	0%	0%	0%	0%	6%	7%	2%		0%	3%
No room for bin	1%	0%	2%	0%	0%	0%	0%	6%	0%	1%		0%	1%
Waste of taxpayers money	1%	1%	0%	0%	0%	0%	0%	0%	4%	1%		0%	1%
Other (ENTER RESPONSE)	5%	6%	5%	0%	13%	0%	11%	0%	4%	5%		0%	8%

Q11m. Why don´t you use the green bin? - PROMPT FOR UP TO 3 RESPONSES ``ANY OTHER REASON?´´. NOTE: DO NOT READ LIST1 by BANNER 1

Column %		Gender		Age breaks							Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Not convenient/too much trouble	68%		68%			100%		100%	0%		68%	0%	81%
Don't have a green bin	16%		16%			0%		0%	50%		16%	100%	0%
Not sure about all that can go into green bin	0%		0%			0%		0%	0%		0%	0%	0%
Do my own composting	0%		0%			0%		0%	0%		0%	0%	0%
Don't believe in the green bin/composting	0%		0%			0%		0%	0%		0%	0%	0%
No room for bin	0%		0%			0%		0%	0%		0%	0%	0%
Messy/smelly/gross	0%		0%			0%		0%	0%		0%	0%	0%
Broken bin	0%		0%			0%		0%	0%		0%	0%	0%
Attracts bug/vermin/other animals	0%		0%			0%		0%	0%		0%	0%	0%
Use the bin for other purpose (e.g., storage container)	0%		0%			0%		0%	0%		0%	0%	0%
Waste of taxpayers money	0%		0%			0%		0%	0%		0%	0%	0%
I would like to, but my building doesn't participate in the green bin program	0%		0%			0%		0%	0%		0%	0%	0%
Other (ENTER RESPONSE)	16%		16%			0%		0%	50%		16%	0%	19%

Q12. You mentioned that some of the reasons why you don´t use the green bin, or don´t use it more fully, is because it´s messy, smelly, gross, and /or attracts bugs, vermin or other animals. Which of the following would help you make it less ``icky´´ for by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Household remedies for dealing with vermin / smells / etc.	47%	49%	44%	0%	67%	51%	54%	46%	41%	47%		18%	53%
Tips on keeping my kitchen container and green bin cleaner	45%	46%	45%	50%	33%	50%	47%	46%	41%	45%		94%	40%
Stronger latching / locking mechanisms	42%	22%	63%	0%	0%	40%	80%	37%	50%	42%		32%	45%
Storage tips to prevent pests and vermin when storing my Green Bin outside or in the garage	28%	24%	32%	0%	33%	20%	47%	30%	10%	28%		32%	29%
Pick it up more often	14%	20%	7%	50%	33%	10%	0%	7%	0%	14%		0%	11%
Provide liners with the bin/affordable liners	12%	12%	12%	0%	0%	31%	13%	8%	0%	12%		0%	15%
Other (please specify)	11%	10%	12%	0%	0%	10%	14%	16%	30%	11%		6%	12%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 51 to 53; total n = 800; 749 missing; effective sample size = 40 (76%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q13. You mentioned that one of the main reasons you don´t use the green bin, or don´t use it more fully, is because it´s not convenient. Which of the following would help you make it more convenient?   SELECT ALL THAT APPLY6 by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Tips on where / how to store organic waste in my unit	30%		30%			0%		100%			30%		30%
Having the green bin stored in the same location as the garbage and recycling (so I don't have to go to more than one	30%		30%			0%		100%			30%		30%
Having a kitchen container to transport my waste easily	30%		30%			0%		100%			30%		30%
Information about what I can put in my Green Bin	0%		0%			0%		0%			0%		0%
Tips on making it easier to participate in the Green Bin program and keep my bin clean	0%		0%			0%		0%			0%		0%
Other (please specify)	70%		70%			100%		0%			70%		70%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = 2; total n = 800; 798 missing
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q20. Do you use any type of bag for the waste you put in the green bin? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes, all of it	46%	44%	47%	36%	53%	40%	47%	48%	46%	47%	36%	43%	47%
Yes, some of it	28%	27%	28%	28%	28%	36%	28%	22%	24%	29%	10%	29%	28%
Yes, all of it + Yes, some of it	73%	72%	74%	64%	81%	75%	75%	70%	70%	76%	46%	71%	74%
No	27%	28%	26%	36%	19%	25%	25%	30%	29%	24%	54%	29%	26%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 587 to 597; total n = 800; 213 missing; effective sample size = 408 (68%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q21. Do you bag household organic waste, dog waste or both? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Household organic waste only (and don't have dog)	69%	70%	68%	44%	81%	75%	62%	64%	77%	69%	75%	65%	70%
Household organic waste only (and have a dog)	7%	7%	8%	22%	0%	9%	7%	10%	4%	8%	5%	2%	8%
Dog waste only	4%	4%	3%	0%	4%	2%	5%	6%	3%	4%	0%	8%	3%
Both	18%	16%	20%	34%	15%	13%	24%	20%	12%	19%	16%	25%	18%
Don't know	1%	2%	1%	0%	0%	2%	1%	1%	4%	1%	4%	1%	1%

Q22. What kind of bags do you use for household organic waste (non-dog)?   SELECT ALL THAT APPLY4 by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Plastic bags	35%	37%	34%	43%	28%	31%	38%	33%	44%	34%	61%	40%	34%
Compostable or biodegradable bags	61%	58%	64%	77%	64%	56%	61%	57%	62%	62%	53%	61%	61%
Paper bags	45%	39%	50%	21%	32%	53%	48%	50%	50%	47%	20%	32%	48%
Other (please specify)	7%	4%	10%	0%	12%	5%	8%	5%	10%	7%	12%	9%	7%
Don't know	1%	2%	0%	12%	0%	0%	0%	0%	1%	1%	0%	0%	1%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 398 to 404; total n = 800; 402 missing; effective sample size = 281 (70%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q23. What kind of bags do you use for dog waste?   SELECT ALL THAT APPLY4 by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Plastic bags	37%	36%	38%	0%	58%	50%	31%	33%	54%	38%	24%	32%	39%
Compostable or biodegradable bags	62%	60%	64%	100%	60%	50%	65%	68%	26%	62%	75%	70%	60%
Paper bags	8%	6%	9%	0%	0%	0%	17%	7%	10%	7%	13%	5%	8%
Other (please specify)	9%	5%	12%	0%	0%	13%	13%	12%	9%	9%	15%	7%	10%
Don't know	1%	1%	1%	0%	0%	0%	0%	0%	9%	1%	0%	0%	1%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 91 to 92; total n = 800; 709 missing; effective sample size = 71 (78%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q24. Did you bag any of the household organic waste you put in the green bin before the City made changes to the program to allow plastic bags? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes, all of it	43%	42%	43%	24%	48%	34%	39%	50%	52%	43%	45%	45%	42%
Yes, some of it	15%	15%	15%	25%	4%	22%	15%	14%	14%	16%	4%	17%	15%
Yes, all of it + Yes, some of it	58%	57%	58%	49%	52%	56%	54%	64%	65%	58%	49%	62%	57%
No	40%	40%	40%	51%	48%	36%	46%	34%	32%	40%	49%	35%	41%
Don't know	2%	3%	2%	0%	0%	8%	0%	2%	3%	2%	2%	3%	2%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 395 to 401; total n = 800; 405 missing; effective sample size = 282 (70%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q25. Did you bag any of the dog waste you put in the green bin before the City made changes to the program to allow plastic bags? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes, all of it	11%	15%	8%	34%	0%	13%	4%	10%	22%	11%	24%	9%	12%
Yes, some of it	10%	14%	6%	0%	40%	13%	0%	10%	0%	10%	0%	27%	4%
No	75%	62%	85%	31%	60%	74%	96%	80%	73%	75%	76%	63%	78%
Don't know	4%	9%	1%	34%	0%	0%	0%	0%	4%	4%	0%	0%	6%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 91 to 92; total n = 800; 709 missing; effective sample size = 63 (68%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q26. What kind of bags did you use for household organic waste before the City made changes to the program to allow plastic bags? SELECT ALL THAT APPLY3 by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Compostable or biodegradable bags	64%	68%	61%	76%	78%	70%	55%	60%	56%	64%	64%	70%	62%
Paper bags	57%	53%	60%	76%	39%	50%	59%	63%	64%	57%	54%	43%	59%
Other (please specify)	11%	9%	12%	24%	15%	0%	15%	10%	10%	11%	14%	27%	7%
Don't know	1%	1%	1%	0%	0%	0%	5%	0%	0%	1%	0%	0%	1%

Q27. What kind of bags did you use for dog waste before the City made changes to the program to allow plastic bags?   SELECT ALL THAT APPLY3 by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Compostable or biodegradable bags	67%	81%	45%	100%	52%	50%	100%	67%	61%	68%	50%	49%	80%
Paper bags	16%	11%	23%	0%	0%	0%	0%	67%	20%	14%	50%	0%	27%
Other (please specify)	24%	13%	41%	0%	48%	50%	0%	0%	20%	25%	0%	51%	4%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = 17; total n = 800; 783 missing; effective sample size = 10 (61%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q28. And, in terms of volume, would you say you put more, less or about the same amount of household organic waste in the green bin as before the City made changes to the program to allow plastic? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Much more + A little more	30%	28%	31%	25%	23%	32%	38%	29%	25%	30%	25%	21%	31%
About the same	66%	66%	67%	62%	73%	62%	61%	69%	71%	67%	54%	68%	67%
A little less	1%	2%	0%	0%	4%	0%	0%	1%	2%	0%	12%	5%	0%
Much less	1%	1%	0%	0%	0%	2%	0%	1%	0%	1%	0%	3%	0%
Don't know	2%	3%	2%	13%	0%	4%	1%	0%	2%	2%	9%	3%	2%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 395 to 401; total n = 800; 405 missing; effective sample size = 276 (69%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q29. And, in terms of volume, would you say you put more, less or about the same amount of dog waste in the green bin as before The City made changes to the program to allow plastic? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Much more	48%	46%	49%	0%	60%	49%	66%	48%	28%	47%	51%	30%	54%
A little more	5%	5%	4%	0%	0%	0%	4%	17%	0%	5%	0%	8%	4%
About the same	27%	25%	29%	34%	40%	12%	17%	29%	45%	26%	49%	41%	23%
A little less	3%	5%	1%	0%	0%	13%	0%	0%	9%	3%	0%	7%	1%
Much less	6%	4%	7%	31%	0%	13%	0%	0%	4%	6%	0%	14%	3%
Don't know	12%	15%	10%	34%	0%	13%	13%	7%	14%	13%	0%	0%	15%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 91 to 92; total n = 800; 709 missing; effective sample size = 63 (68%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q30. To what extent is your increased use of the green bin for household organic waste related to the changes The City made to the program to allow plastic? Please use a 7-point scale where 1 means not at all and 7 means completely. by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1 - Not at all	9%	7%	10%	0%	0%	11%	18%	3%	3%	9%	0%	0%	10%
2	2%	2%	2%	0%	0%	0%	3%	0%	9%	2%	8%	4%	2%
3	9%	7%	10%	0%	0%	12%	7%	19%	6%	9%	0%	0%	10%
4	9%	4%	14%	0%	33%	0%	7%	10%	9%	10%	0%	20%	8%
5	17%	17%	17%	0%	16%	12%	25%	3%	31%	16%	28%	12%	18%
6	18%	27%	11%	52%	0%	6%	29%	23%	12%	18%	17%	9%	20%
7 - Completely	34%	36%	33%	48%	51%	53%	11%	39%	27%	34%	38%	56%	29%
Don't know	2%	1%	3%	0%	0%	6%	0%	3%	3%	2%	10%	0%	3%
1 - Not at all + 2 + 3	19%	16%	22%	0%	0%	23%	28%	22%	18%	20%	8%	4%	22%
5 + 6 + 7 - Completely	69%	79%	61%	100%	67%	71%	65%	65%	69%	68%	82%	77%	67%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 115 to 117; total n = 800; 685 missing; effective sample size = 94 (81%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q31. To what extent is your increased use of the green bin for X? Please use a 7-point scale where 1 means not at all and 7 means completely by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1 - Not at all	5%	0%	8%		0%	0%	6%	10%	0%	4%	30%	0%	6%
2	0%	0%	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%
3	1%	0%	2%		0%	0%	0%	5%	0%	1%	0%	0%	2%
4	0%	0%	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%
5	11%	8%	13%		0%	51%	6%	5%	16%	11%	0%	0%	13%
6	8%	3%	11%		31%	0%	0%	10%	0%	8%	0%	31%	3%
7 - Completely	75%	89%	65%		69%	49%	88%	71%	84%	76%	70%	69%	77%
Don't know	0%	0%	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%
1 - Not at all + 2 + 3	6%	0%	11%		0%	0%	6%	14%	0%	5%	30%	0%	7%
5 + 6 + 7 - Completely	94%	100%	89%		100%	100%	94%	86%	100%	95%	70%	100%	93%

In which of the following age categories you belong? by BANNER 1

Column % n		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
18 to 24	15%	17%	13%	100%	0%	0%	0%	0%	0%	17%	0%	0%	10%
	4	2	2	4	0	0	0	0	0	4	0	0	2
25 to 34	9%	14%	5%	0%	100%	0%	0%	0%	0%	10%	0%	0%	8%
	3	2	1	0	3	0	0	0	0	3	0	0	2
35 to 44	16%	31%	3%	0%	0%	100%	0%	0%	0%	16%	15%	34%	16%
	9	8	1	0	0	9	0	0	0	8	1	2	7
45 to 54	19%	6%	29%	0%	0%	0%	100%	0%	0%	21%	0%	0%	25%
	14	2	12	0	0	0	14	0	0	14	0	0	14
55 to 64	15%	15%	15%	0%	0%	0%	0%	59%	0%	14%	24%	27%	16%
	21	9	12	0	0	0	0	21	0	17	4	4	17
65 to 74	12%	8%	15%	0%	0%	0%	0%	0%	75%	10%	29%	27%	12%
	21	6	15	0	0	0	0	0	21	15	6	5	16
75 or older	4%	4%	4%	0%	0%	0%	0%	0%	25%	2%	20%	5%	3%
	7	3	4	0	0	0	0	0	7	3	4	1	4
Prefer not to say	11%	5%	15%	0%	0%	0%	0%	41%	0%	10%	12%	7%	9%
	15	3	12	0	0	0	0	15	0	13	2	1	10

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 85 to 94; total n = 800; 715 missing; effective sample size = 61 (65%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Gender -Interviewer code by observation- by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Male	48%	100%	0%	70%	56%	56%	32%	46%	40%	49%	44%	49%	47%
Female	52%	0%	100%	30%	44%	44%	68%	54%	60%	51%	56%	51%	53%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 788 to 800; total n = 800; 12 missing; effective sample size = 523 (65%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Are you the parent or guardian of any children under the age of 18 who are currently living at home? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes	30%	31%	29%	5%	49%	63%	49%	7%	0%	37%	8%	20%	35%
No	69%	68%	70%	90%	51%	37%	51%	93%	100%	62%	92%	78%	65%
Prefer not to say	1%	1%	0%	5%	0%	0%	0%	1%	0%	1%	0%	2%	0%

Do you work FULL TIME or PART TIME, or are you LOOKING FOR WORK, a HOMEMAKER, a STUDENT or RETIRED? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Full time (30 hours or more per week)	48%	52%	42%	0%	68%	83%	81%	16%	8%	51%	0%	11%	54%
Part time (less than 30 hours per week)	15%	20%	8%	100%	0%	17%	0%	15%	0%	16%	0%	0%	18%
Looking for work (unemployment/ welfare)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Homemaker	9%	0%	23%	0%	32%	0%	19%	0%	0%	10%	0%	42%	3%
Student	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Retired	28%	28%	27%	0%	0%	0%	0%	69%	92%	23%	100%	47%	25%
Refusal	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = 40; total n = 800; 760 missing; effective sample size = 27 (67%)
Multiple comparison correction: False Discovery Rate (FDR) ($p = 0.05$)

What is the highest level of formal education that you have completed? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Some high school or less	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
High School diploma or equivalent	18%	19%	16%	100%	32%	0%	0%	8%	9%	19%	0%	62%	10%
Registered Apprenticeship or other trades certificate or diploma	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
College, CEGEP or other non-university certificate or diploma	29%	27%	32%	0%	0%	34%	60%	38%	33%	27%	62%	18%	31%
University certificate or diploma below bachelor's level	1%	2%	0%	0%	0%	0%	0%	0%	9%	1%	0%	0%	2%
Bachelor's degree	29%	37%	17%	0%	36%	51%	0%	31%	32%	30%	18%	0%	34%
Post graduate degree above bachelor's level	21%	12%	36%	0%	32%	15%	40%	15%	17%	21%	20%	20%	22%
Prefer not to say	2%	3%	0%	0%	0%	0%	0%	8%	0%	2%	0%	0%	2%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = 40; total n = 800; 760 missing; effective sample size = 27 (67%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

What language do you speak most often at home? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
English	82%	77%	87%	68%	79%	86%	87%	83%	84%	83%	82%	83%	82%
French	8%	11%	6%	9%	6%	7%	7%	11%	10%	8%	11%	10%	8%
Other (please specify)	8%	10%	6%	18%	14%	7%	6%	4%	5%	8%	7%	7%	9%
Prefer not to say	1%	2%	0%	5%	0%	0%	1%	1%	0%	1%	0%	0%	1%

Do you rent or own your home? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Rent	26%	26%	25%	46%	46%	23%	11%	12%	28%	15%	67%	100%	0%
Own	72%	71%	72%	46%	50%	77%	87%	86%	71%	82%	33%	0%	100%
Prefer not to say	2%	3%	2%	9%	4%	0%	2%	2%	1%	3%	1%	0%	0%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 788 to 800; total n = 800; 12 missing; effective sample size = 518 (65%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

What is your annual household income from all sources before taxes? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Less than $20,000	2%	2%	3%	0%	2%	2%	1%	2%	5%	1%	8%	8%	0%
$20,000 – $39,999	6%	6%	6%	5%	10%	5%	2%	5%	10%	4%	14%	17%	3%
$40,000 – $69,999	12%	10%	15%	5%	12%	7%	12%	13%	22%	11%	19%	18%	11%
$70,000 – $99,999	15%	15%	14%	14%	24%	12%	7%	16%	15%	15%	13%	14%	15%
$100,000 – $119,999	11%	11%	10%	14%	12%	10%	13%	8%	9%	10%	13%	10%	11%
$120,000 or more	28%	33%	24%	14%	18%	48%	44%	29%	12%	34%	7%	8%	36%
Prefer to not say	25%	23%	28%	50%	22%	17%	21%	27%	27%	25%	27%	26%	23%

Survey 1 (Phone); Filter: ; Weight: Weight - by Age, Gender; base n = from 788 to 800; total n = 800; 12 missing; effective sample size = 528 (66%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Detailed Data Tables Survey 2

BANNER 1 (Phase 2 – Online Survey)

		%
	Total	100%
Gender	Male	48%
	Female	52%
Age breaks	18-24	10%
	25-34	17%
	35-44	17%
	45-54	19%
	55-64	17%
	65+	20%
Garbage placement	Curbside	72%
	Multi-res	28%
Rent/Own	Rent	33%
	Own	62%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 802 (80%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Do you set out your waste (garbage), recycling, and/or green bin at the curb, or do you live in a multi-residential property or townhome complex and bring your garbage and/or recycling to a centralized location? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Curbside	72%	77%	68%	68%	64%	74%	76%	79%	70%	100%	0%	43%	87%
Multi-res	28%	23%	32%	32%	36%	26%	24%	21%	30%	0%	100%	57%	13%

Do you have a green bin the green bin recycles organics such as kitchen and yard waste (also known as compost) to recycle the organic waste? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes	34%	32%	35%	64%	30%	36%	29%	27%	28%		34%	29%	43%
No	63%	67%	61%	31%	60%	62%	71%	73%	72%		63%	66%	57%
Dont know	3%	2%	4%	4%	10%	2%	0%	0%	0%		3%	5%	0%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 299; total n = 996; 697 missing; effective sample size = 244 (82%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

In the past year or so, do you recall any advertising from the City of Ottawa related to the green bin? the green bin recycles organics such as kitchen and yard waste (also known as compost) by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes, definitely	14%	16%	12%	11%	20%	15%	12%	14%	11%	16%	10%	15%	14%
Yes, vaguely	31%	32%	30%	38%	24%	30%	29%	32%	36%	31%	31%	28%	33%
No	50%	47%	52%	49%	50%	48%	55%	47%	49%	48%	53%	51%	49%
Dont know	5%	5%	5%	2%	6%	7%	4%	7%	4%	5%	6%	6%	5%

Can you describe the advertising you recall? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes (please specify)	46%	47%	44%	32%	48%	44%	45%	43%	55%	48%	38%	45%	47%
No	43%	42%	43%	45%	42%	51%	40%	41%	39%	42%	45%	40%	45%
Dont know	12%	10%	13%	23%	10%	5%	15%	16%	7%	10%	17%	15%	9%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 460; total n = 996; 536 missing; effective sample size = 366 (80%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

In the past year or so, do you recall any advertising from the City of Ottawa that featured a boy and a green bin? the green bin recycles organics such as kitchen and yard waste (also known as compost) by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes, definitely	6%	6%	5%	10%	10%	5%	6%	5%	3%	7%	4%	7%	6%
Yes, vaguely	8%	9%	7%	14%	8%	8%	10%	6%	4%	8%	7%	12%	6%
No	79%	80%	79%	61%	76%	74%	81%	80%	90%	77%	87%	72%	83%
Dont know	7%	5%	9%	16%	7%	13%	2%	10%	2%	9%	2%	9%	6%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 473; total n = 996; 523 missing; effective sample size = 378 (80%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

In the past year or so, do you recall any advertising from the City of Ottawa that featured a girl and a green bin? the green bin recycles organics such as kitchen and yard waste (also known as compost) by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes, definitely	9%	13%	7%	8%	24%	11%	8%	2%	2%	10%	8%	13%	8%
Yes, vaguely	7%	6%	8%	9%	10%	11%	2%	5%	7%	8%	7%	8%	7%
No	76%	75%	77%	68%	57%	73%	83%	87%	87%	77%	76%	73%	80%
Dont know	7%	6%	8%	15%	9%	5%	7%	6%	4%	6%	10%	7%	6%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 523; total n = 996; 473 missing; effective sample size = 420 (80%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

In the past year or so, do you recall receiving a one-page mailout from the City of Ottawa that introduced residents to changes to the green bin program? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes, definitely	11%	13%	9%	17%	12%	8%	10%	13%	8%	11%	9%	12%	11%
Yes, vaguely	32%	33%	32%	20%	34%	35%	31%	29%	40%	33%	29%	28%	35%
No	51%	48%	53%	55%	49%	46%	57%	52%	46%	50%	58%	53%	48%
Dont know	6%	6%	6%	9%	5%	12%	2%	6%	6%	7%	5%	7%	5%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 796; total n = 996; 200 missing; effective sample size = 642 (81%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Here is the one-page mailout The City sent introducing residents to changes to the green bin program   Do you recall seeing it? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes, definitely	18%	18%	18%	31%	22%	17%	14%	18%	13%	18%	24%	28%	15%
Yes, vaguely	28%	29%	28%	27%	41%	27%	22%	28%	27%	30%	17%	29%	29%
No	50%	50%	49%	34%	33%	47%	63%	51%	59%	49%	57%	40%	53%
Dont know	4%	4%	4%	8%	4%	9%	0%	3%	1%	4%	2%	3%	3%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 796; total n = 996; 200 missing; effective sample size = 642 (81%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

In the past year or so, do you recall seeing the following advertising from The City? [Bag it and bin it - boy] by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes, definitely	8%	9%	6%	11%	12%	9%	6%	6%	5%	8%	8%	13%	5%
Yes, vaguely	12%	13%	11%	21%	13%	11%	13%	9%	10%	12%	12%	11%	12%
No	75%	73%	78%	58%	74%	72%	77%	81%	82%	75%	77%	72%	77%
Dont know	5%	5%	5%	11%	1%	8%	4%	4%	4%	5%	3%	4%	5%

In the past year or so, do you recall seeing the following advertising from The City? [Bag it and bin it - girl] by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes, definitely	16%	14%	18%	34%	25%	16%	14%	12%	6%	14%	20%	24%	11%
Yes, vaguely	20%	21%	19%	26%	28%	21%	18%	15%	16%	23%	12%	18%	21%
No	60%	60%	60%	34%	45%	56%	66%	69%	77%	59%	65%	56%	64%
Dont know	4%	5%	3%	7%	2%	6%	3%	4%	2%	4%	3%	2%	4%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 789 (79%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

X:Where did you see the ad? (Please select all that apply) [Bag it and bin it - boy] by BANNER 1

Column %	Gender			Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
On a bus (outside or in)	36%	30%	43%	37%	32%	33%	38%	51%	26%	35%	37%	35%	36%
Displayed on a website	24%	20%	29%	43%	26%	32%	11%	19%	13%	25%	21%	32%	20%
Bus Shelter	23%	20%	28%	24%	31%	17%	36%	12%	13%	20%	33%	35%	17%
Sides of garbage trucks (waste collection vehicles)	19%	19%	20%	8%	11%	14%	30%	25%	31%	22%	13%	17%	22%
Facebook	14%	18%	10%	14%	24%	19%	14%	3%	4%	17%	7%	16%	15%
YouTube	12%	15%	8%	18%	19%	8%	11%	9%	2%	15%	4%	7%	15%
Don't know	11%	9%	13%	0%	4%	7%	15%	11%	30%	12%	6%	3%	15%
Instagram	10%	12%	7%	22%	19%	4%	7%	0%	2%	11%	7%	9%	12%
Posters in buildings or elevators	8%	6%	11%	11%	8%	11%	12%	3%	4%	7%	13%	8%	6%
Twitter	7%	11%	2%	3%	11%	8%	13%	3%	0%	8%	5%	4%	11%
Digital display screens at City facilities or other buildings	7%	8%	6%	0%	12%	0%	19%	5%	2%	5%	12%	10%	3%
During programming on streaming platforms	7%	5%	8%	9%	3%	7%	13%	2%	6%	4%	15%	4%	6%
Other (please specify)	3%	4%	2%	0%	0%	0%	4%	6%	11%	3%	3%	2%	4%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 185; total n = 996; 811 missing; effective sample size = 152 (82%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

X:Where did you see the ad? (Please select all that apply) [Bag it and bin it - girl] by BANNER 1

Column %		Gender		Age breaks							Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+		Curbside	Multi-res	Rent	Own
On a bus (outside or in)	35%	32%	38%	37%	38%	41%	34%	34%	22%		32%	45%	44%	29%
Bus Shelter	24%	21%	28%	29%	33%	26%	22%	15%	12%		21%	35%	32%	21%
Displayed on a website	18%	16%	19%	25%	20%	12%	19%	17%	8%		17%	19%	20%	14%
Don't know	16%	17%	16%	9%	8%	15%	16%	26%	36%		20%	5%	7%	23%
Sides of garbage trucks (waste collection vehicles)	16%	16%	15%	15%	14%	11%	13%	19%	27%		17%	12%	12%	17%
Facebook	9%	9%	10%	7%	17%	14%	6%	3%	1%		8%	14%	11%	8%
Other (please specify)	7%	5%	8%	6%	3%	1%	10%	11%	14%		7%	6%	4%	10%
During programming on streaming platforms	6%	9%	4%	9%	6%	7%	7%	1%	7%		7%	6%	5%	8%
Twitter	6%	12%	1%	10%	7%	2%	10%	3%	0%		7%	4%	4%	8%
Instagram	6%	5%	6%	6%	10%	9%	4%	0%	1%		6%	6%	7%	5%
YouTube	6%	7%	5%	5%	10%	2%	9%	2%	1%		6%	6%	4%	6%
Posters in buildings or elevators	5%	5%	6%	4%	7%	5%	7%	5%	4%		5%	5%	8%	4%
Digital display screens at City facilities or other buildings	3%	3%	3%	2%	5%	0%	5%	1%	3%		2%	5%	4%	2%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 324; total n = 996; 672 missing; effective sample size = 277 (85%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Unbelievable|Believable:These advertisements seem… by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1	4%	5%	4%	3%	4%	7%	3%	3%	4%	5%	3%	5%	4%
2	9%	9%	8%	9%	6%	13%	7%	8%	10%	9%	8%	9%	8%
3	22%	22%	21%	12%	21%	23%	23%	23%	23%	20%	26%	23%	21%
4	37%	36%	38%	57%	41%	35%	34%	35%	30%	37%	36%	36%	37%
5	28%	28%	28%	20%	28%	22%	32%	32%	33%	29%	27%	26%	30%
1 + 2 unbelievable	13%	14%	12%	12%	10%	20%	10%	11%	15%	14%	11%	14%	12%
4 + 5 Believable	65%	64%	67%	77%	69%	57%	67%	66%	63%	66%	63%	62%	67%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 797 (80%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Weak|Persuasive:These advertisements seem… by BANNER 1

Colum n %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1	6%	6%	5%	3%	5%	10%	3%	6%	8%	6%	5%	7%	5%
2	11%	12%	11%	9%	11%	9%	12%	11%	14%	12%	10%	12%	12%
3	28%	29%	27%	30%	26%	28%	30%	29%	27%	26%	34%	29%	28%
4	36%	36%	36%	40%	45%	34%	36%	34%	31%	38%	32%	34%	38%
5	18%	16%	20%	18%	14%	19%	19%	20%	21%	18%	18%	18%	18%
1 + 2 Weak	17%	18%	16%	12%	16%	19%	15%	17%	22%	18%	15%	19%	16%
4 + 5 Persuasive	55%	53%	56%	58%	58%	53%	55%	54%	51%	56%	51%	53%	56%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 797 (80%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Angry|Pleased:These advertisements make me feel… by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1	3%	3%	3%	4%	3%	3%	3%	3%	3%	4%	2%	3%	3%
2	5%	5%	5%	7%	4%	4%	4%	5%	6%	5%	4%	4%	5%
3	32%	34%	30%	19%	27%	34%	38%	35%	33%	31%	34%	32%	33%
4	37%	36%	38%	45%	44%	41%	34%	32%	31%	37%	39%	40%	36%
5	23%	21%	24%	24%	22%	18%	21%	25%	27%	23%	21%	21%	24%
1 + 2 Angry	8%	9%	7%	11%	7%	7%	7%	8%	9%	9%	6%	7%	8%
4 + 5 Pleased	60%	57%	63%	69%	66%	58%	55%	57%	58%	60%	60%	61%	60%

Afraid|Hopeful:These advertisements make me feel… by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1	2%	2%	3%	3%	2%	3%	3%	3%	1%	2%	2%	2%	2%
2	4%	5%	4%	5%	3%	7%	4%	4%	4%	5%	3%	5%	4%
3	35%	38%	33%	28%	37%	33%	39%	38%	34%	34%	38%	36%	35%
4	36%	34%	38%	43%	35%	37%	37%	34%	33%	38%	32%	34%	37%
5	22%	21%	23%	22%	23%	20%	17%	22%	27%	21%	25%	23%	21%
1 + 2 Afraid	7%	7%	7%	8%	5%	10%	7%	6%	6%	7%	5%	7%	6%
4 + 5 Hopeful	58%	55%	60%	64%	58%	57%	55%	56%	60%	58%	56%	57%	59%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 796 (80%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Vague|Clear:These advertisements seem… by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1	4%	5%	3%	2%	1%	8%	1%	6%	6%	4%	4%	4%	4%
2	10%	11%	9%	9%	11%	11%	11%	11%	8%	10%	10%	12%	9%
3	18%	19%	17%	16%	15%	19%	19%	22%	17%	17%	20%	16%	18%
4	34%	34%	35%	36%	38%	38%	37%	27%	30%	36%	30%	33%	35%
5	34%	31%	37%	38%	35%	25%	33%	35%	39%	33%	36%	35%	33%
1 + 2 Vague	14%	16%	12%	11%	12%	18%	11%	16%	14%	14%	13%	16%	13%
4 + 5 Clear	68%	64%	71%	73%	73%	62%	70%	62%	69%	69%	66%	68%	68%

Irrational|Rational:These advertisements seem… by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1	3%	3%	2%	0%	0%	4%	1%	4%	6%	2%	4%	3%	3%
2	8%	9%	7%	10%	8%	9%	7%	7%	7%	9%	6%	10%	7%
3	24%	24%	24%	20%	17%	26%	26%	29%	22%	21%	30%	24%	24%
4	36%	36%	35%	41%	45%	37%	36%	27%	30%	38%	30%	31%	37%
5	30%	28%	32%	28%	29%	23%	30%	33%	35%	30%	31%	32%	29%
1 + 2 Irrational	11%	12%	9%	10%	8%	14%	9%	12%	12%	11%	9%	13%	10%
4 + 5 Rational	66%	64%	67%	69%	74%	61%	65%	60%	65%	67%	61%	64%	66%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 804 (81%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

I became more curious about the green bin:To what extent did the advertisements you saw from the City of Ottawa have the following effects on you? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1 - Not at all	16%	13%	19%	2%	15%	15%	17%	27%	24%	17%	14%	20%	14%
2	4%	7%	2%	2%	5%	0%	4%	8%	8%	5%	3%	4%	4%
3	9%	12%	7%	17%	11%	4%	7%	7%	9%	10%	7%	8%	10%
4	20%	21%	19%	16%	20%	24%	28%	11%	15%	21%	17%	16%	22%
5	18%	17%	19%	28%	19%	21%	6%	19%	14%	17%	21%	21%	16%
6	17%	13%	20%	22%	16%	18%	23%	14%	8%	15%	22%	17%	15%
7 - Absolutely	13%	14%	12%	6%	14%	16%	8%	11%	23%	14%	10%	11%	15%
Dont know	3%	4%	2%	7%	0%	2%	7%	2%	0%	2%	6%	3%	3%
5 + 6 + 7 - Absolutely	48%	45%	51%	56%	49%	54%	37%	45%	44%	46%	53%	49%	46%
1 - Not at all + 2 + 3	30%	31%	29%	21%	31%	20%	29%	42%	41%	32%	24%	32%	29%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 348; total n = 996; 648 missing; effective sample size = 294 (84%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

I thought more about kids and waste diversion:To what extent did the advertisements you saw from the City of Ottawa have the following effects on you? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1 - Not at all	21%	17%	25%	7%	22%	21%	16%	30%	36%	21%	21%	23%	21%
2	10%	12%	9%	9%	10%	11%	8%	13%	13%	11%	10%	9%	11%
3	12%	15%	10%	20%	12%	12%	13%	9%	8%	14%	9%	11%	14%
4	17%	19%	15%	23%	13%	18%	24%	10%	11%	18%	13%	16%	17%
5	13%	16%	11%	20%	9%	12%	14%	14%	12%	13%	13%	13%	13%
6	11%	10%	11%	6%	18%	14%	8%	5%	8%	11%	11%	12%	10%
7 - Absolutely	11%	7%	14%	9%	11%	11%	8%	18%	10%	10%	14%	12%	9%
Dont know	5%	4%	5%	7%	5%	2%	9%	1%	3%	3%	10%	5%	4%
5 + 6 + 7 - Absolutely	35%	33%	36%	35%	38%	37%	30%	37%	30%	34%	38%	37%	32%
1 - Not at all + 2 + 3	44%	44%	44%	35%	44%	44%	37%	52%	57%	46%	39%	43%	46%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 348; total n = 996; 648 missing; effective sample size = 293 (84%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

I thought more about the environment and waste diversion:To what extent did the advertisements you saw from the City of Ottawa have the following effects on you? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1 - Not at all	12%	9%	15%	0%	9%	20%	14%	19%	11%	12%	12%	16%	9%
2	11%	10%	11%	16%	17%	5%	11%	6%	6%	12%	6%	8%	12%
3	7%	3%	11%	12%	3%	4%	4%	12%	11%	7%	9%	8%	6%
4	18%	23%	13%	8%	22%	27%	25%	13%	5%	20%	11%	12%	23%
5	20%	23%	18%	27%	14%	29%	17%	16%	23%	20%	23%	26%	17%
6	16%	15%	18%	19%	21%	10%	18%	13%	15%	16%	19%	12%	20%
7 - Absolutely	14%	17%	12%	13%	13%	5%	11%	21%	26%	14%	14%	16%	13%
Dont know	1%	0%	2%	5%	0%	0%	0%	0%	3%	0%	4%	2%	1%
5 + 6 + 7 - Absolutely	51%	55%	48%	59%	49%	44%	47%	50%	64%	50%	57%	53%	50%
1 - Not at all + 2 + 3	30%	22%	37%	28%	29%	29%	28%	37%	28%	30%	28%	33%	27%

I thought more about future of our planet and waste diversion:To what extent did the advertisements you saw from the City of Ottawa have the following effects on you? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1 - Not at all	11%	12%	10%	3%	11%	10%	5%	15%	24%	12%	8%	11%	11%
2	7%	6%	7%	8%	7%	7%	9%	3%	4%	8%	4%	5%	9%
3	14%	15%	13%	26%	13%	14%	9%	3%	14%	12%	18%	22%	10%
4	12%	16%	8%	14%	10%	12%	8%	18%	11%	13%	8%	7%	17%
5	23%	25%	22%	25%	29%	18%	19%	25%	19%	22%	26%	22%	23%
6	11%	10%	12%	7%	8%	16%	13%	14%	11%	12%	9%	8%	14%
7 - Absolutely	20%	14%	25%	17%	19%	21%	27%	21%	17%	19%	24%	22%	14%
Dont know	3%	3%	3%	0%	3%	3%	9%	0%	0%	2%	4%	3%	2%
5 + 6 + 7 - Absolutely	54%	49%	59%	49%	56%	55%	59%	61%	47%	53%	58%	53%	52%
1 - Not at all + 2 + 3	31%	32%	30%	38%	31%	30%	24%	22%	42%	32%	30%	37%	29%

I talked about it:To what extent did the advertisements you saw from the City of Ottawa have the following effects on you? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1 - Not at all	36%	31%	40%	29%	39%	24%	37%	46%	39%	31%	50%	45%	31%
2	14%	11%	16%	5%	9%	24%	21%	9%	14%	14%	12%	10%	15%
3	8%	13%	4%	15%	5%	5%	5%	16%	8%	11%	2%	7%	11%
4	10%	9%	11%	8%	13%	0%	16%	6%	12%	10%	9%	10%	10%
5	17%	20%	14%	33%	13%	42%	0%	6%	10%	18%	13%	9%	19%
6	8%	7%	8%	5%	8%	5%	14%	5%	5%	8%	6%	8%	8%
7 - Absolutely	6%	9%	3%	0%	13%	0%	4%	9%	11%	8%	2%	7%	6%
Dont know	2%	0%	4%	5%	0%	0%	4%	3%	0%	1%	6%	4%	1%
5 + 6 + 7 - Absolutely	30%	36%	25%	38%	34%	47%	18%	20%	26%	33%	21%	24%	33%
1 - Not at all + 2 + 3	58%	56%	60%	49%	53%	53%	62%	71%	62%	56%	64%	62%	56%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 153; total n = 996; 843 missing; effective sample size = 131 (86%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Told someone about it:To what extent did the advertisements you saw from the City of Ottawa have the following effects on you? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1 - Not at all	32%	34%	30%	27%	25%	31%	21%	46%	53%	28%	40%	31%	32%
2	5%	3%	6%	4%	5%	9%	0%	6%	4%	5%	4%	5%	6%
3	9%	13%	7%	9%	6%	15%	15%	3%	9%	11%	5%	12%	8%
4	15%	18%	12%	14%	18%	10%	9%	27%	12%	15%	13%	10%	18%
5	12%	13%	11%	14%	13%	19%	14%	2%	0%	13%	7%	11%	12%
6	11%	4%	16%	8%	15%	6%	19%	6%	6%	8%	17%	10%	10%
7 - Absolutely	11%	9%	13%	19%	14%	6%	13%	5%	8%	13%	8%	17%	8%
Dont know	6%	7%	5%	5%	5%	3%	9%	3%	9%	5%	7%	4%	6%
5 + 6 + 7 - Absolutely	34%	26%	40%	41%	42%	32%	45%	14%	14%	34%	32%	38%	30%
1 - Not at all + 2 + 3	46%	50%	43%	40%	35%	55%	36%	56%	65%	45%	48%	48%	46%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 195; total n = 996; 801 missing; effective sample size = 165 (85%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

I looked up more information about the green bin:To what extent did the advertisements you saw from the City of Ottawa have the following effects on you? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1 - Not at all	31%	26%	34%	24%	28%	26%	33%	31%	47%	28%	39%	33%	29%
2	10%	11%	9%	9%	10%	13%	7%	13%	11%	11%	8%	11%	10%
3	8%	9%	8%	11%	7%	13%	6%	7%	8%	10%	3%	8%	9%
4	17%	20%	14%	24%	14%	14%	22%	18%	8%	19%	11%	12%	20%
5	11%	12%	9%	11%	15%	9%	8%	10%	9%	10%	13%	10%	12%
6	12%	14%	9%	11%	10%	16%	8%	17%	8%	12%	12%	12%	12%
7 - Absolutely	9%	6%	11%	8%	11%	8%	10%	3%	9%	9%	8%	11%	6%
Dont know	3%	1%	5%	2%	5%	2%	7%	1%	0%	2%	6%	4%	2%
5 + 6 + 7 - Absolutely	31%	33%	29%	30%	36%	33%	26%	30%	26%	30%	32%	32%	30%
1 - Not at all + 2 + 3	49%	47%	52%	44%	45%	51%	45%	51%	66%	49%	51%	52%	49%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 348; total n = 996; 648 missing; effective sample size = 292 (84%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

I started using the Green Bin:To what extent did the advertisements you saw from the City of Ottawa have the following effects on you? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1 - Not at all	21%	18%	24%	18%	17%	16%	25%	28%	29%	17%	33%	26%	19%
2	7%	6%	7%	6%	8%	10%	4%	4%	6%	6%	8%	8%	6%
3	10%	10%	9%	12%	16%	7%	5%	8%	5%	10%	8%	7%	11%
4	15%	17%	13%	15%	18%	10%	26%	9%	10%	17%	11%	18%	15%
5	13%	16%	11%	19%	18%	17%	5%	9%	5%	12%	16%	14%	13%
6	8%	7%	8%	6%	6%	7%	15%	6%	5%	8%	7%	8%	6%
7 - Absolutely	23%	23%	22%	17%	15%	28%	13%	35%	37%	27%	10%	14%	28%
Dont know	4%	3%	4%	7%	2%	4%	7%	0%	3%	3%	6%	5%	3%
5 + 6 + 7 - Absolutely	43%	45%	41%	42%	39%	52%	34%	50%	47%	47%	33%	37%	46%
1 - Not at all + 2 + 3	38%	34%	41%	36%	41%	34%	34%	41%	40%	34%	49%	41%	36%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 348; total n = 996; 648 missing; effective sample size = 294 (84%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

I started bagging my green bin waste in plastic bags:To what extent did the advertisements you saw from the City of Ottawa have the following effects on you? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1 - Not at all	26%	24%	28%	24%	21%	22%	26%	41%	32%	25%	30%	26%	27%
2	4%	5%	4%	8%	2%	0%	7%	5%	7%	5%	1%	1%	6%
3	9%	7%	11%	9%	10%	14%	8%	6%	3%	9%	8%	10%	9%
4	13%	17%	10%	15%	17%	7%	19%	11%	6%	14%	11%	17%	12%
5	13%	13%	12%	16%	15%	21%	6%	3%	11%	11%	17%	9%	15%
6	12%	13%	10%	7%	18%	8%	13%	10%	11%	13%	9%	14%	9%
7 - Absolutely	19%	18%	19%	12%	13%	26%	14%	24%	28%	20%	14%	15%	20%
Dont know	4%	2%	6%	9%	5%	1%	8%	0%	0%	2%	10%	8%	1%
5 + 6 + 7 - Absolutely	43%	45%	41%	35%	45%	56%	33%	37%	51%	44%	39%	38%	44%
1 - Not at all + 2 + 3	40%	36%	43%	41%	33%	35%	40%	52%	43%	40%	40%	37%	43%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 348; total n = 996; 648 missing; effective sample size = 292 (84%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

I increased use of the green bin:To what extent did the advertisements you saw from the City of Ottawa have the following effects on you? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1 - Not at all	23%	20%	26%	19%	18%	14%	26%	35%	32%	18%	36%	26%	20%
2	6%	7%	5%	5%	6%	6%	9%	4%	6%	8%	1%	3%	9%
3	8%	8%	8%	15%	12%	8%	4%	3%	3%	9%	6%	12%	5%
4	15%	18%	14%	15%	16%	13%	21%	14%	11%	16%	14%	12%	20%
5	12%	13%	11%	16%	13%	18%	5%	8%	9%	10%	16%	13%	11%
6	14%	15%	13%	11%	18%	17%	10%	11%	14%	17%	7%	11%	15%
7 - Absolutely	18%	17%	18%	8%	13%	22%	17%	24%	25%	20%	11%	15%	18%
Dont know	4%	3%	6%	11%	3%	3%	7%	0%	1%	2%	10%	9%	1%
5 + 6 + 7 - Absolutely	43%	44%	42%	35%	44%	56%	33%	44%	48%	47%	33%	38%	45%
1 - Not at all + 2 + 3	37%	36%	38%	39%	36%	28%	39%	43%	41%	35%	43%	41%	34%

Did the advertisements you saw from the City of Ottawa have any other effects on you?
by BANNER 1

Column % n		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes (please specify)	24%	26%	22%	23%	24%	26%	25%	21%	28%	27%	16%	22%	26%
	69	34	35	9	13	11	9	11	16	57	12	19	47
No	70%	69%	72%	72%	71%	72%	67%	68%	71%	68%	78%	72%	69%
	202	95	107	31	39	33	22	32	45	145	57	73	118
Dont know	5%	5%	6%	4%	5%	2%	8%	12%	1%	5%	6%	6%	5%
	16	8	8	2	3	1	3	6	1	12	4	6	9

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 287; total n = 996; 709 missing; effective sample size = 244 (85%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Did the advertisements you saw from the City of Ottawa have any effect on you? by BANNER 1

Column % n		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes	0%	0%	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%
	0	0	0	0	0	0	0	0	0	0	0	0	0
No	95%	93%	100%		100%	100%	100%	100%	89%	100%	90%	91%	100%
	16	9	7	0	1	1	3	2	9	9	7	6	9
Dont know	5%	7%	0%		0%	0%	0%	0%	11%	0%	10%	9%	0%
	1	1	0	0	0	0	0	0	1	0	1	1	0

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 17; total n = 996; 979 missing; effective sample size = 14 (82%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Which one do you think does the best job of motivating you to start using the green bin or use the green bin more? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Green bin - trash or treasure - video	11%	12%	11%	17%	7%	8%	12%	15%	11%	11%	11%	9%	12%
More than just food scraps go into the green bin - Christmas video	5%	5%	5%	11%	5%	6%	3%	3%	5%	5%	6%	6%	4%
Gross organics, use the green bin - video	7%	7%	8%	10%	9%	7%	7%	7%	6%	7%	9%	9%	7%
Radio ad EN	2%	2%	1%	3%	2%	3%	0%	1%	2%	2%	1%	1%	2%
Mail-out pamphlet	50%	51%	48%	26%	37%	52%	55%	55%	60%	49%	50%	46%	51%
Bag it and bin it - girl	20%	16%	24%	25%	34%	20%	18%	15%	12%	20%	19%	23%	19%
Bag it and bin it - boy	5%	7%	4%	8%	6%	4%	5%	4%	5%	5%	5%	6%	5%

X:Here is the full set of advertisements again, what are your overall top three favorites by BANNER 1

Column %		Gender		Age breaks							Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+		Curbside	Multi-res	Rent	Own
Green bin - trash or treasure - video	36%	33%	38%	34%	31%	25%	40%	38%	42%		34%	39%	36%	36%
More than just food scraps go into the green bin - Christmas video	24%	21%	27%	38%	24%	18%	24%	25%	22%		24%	26%	23%	24%
Gross organics, use the green bin - video	25%	24%	25%	26%	25%	20%	25%	24%	27%		23%	29%	28%	23%
Radio advertisement	7%	8%	6%	5%	6%	7%	8%	9%	5%		7%	7%	5%	8%
Mail-out pamphlet	74%	73%	74%	58%	63%	75%	76%	81%	81%		73%	75%	71%	75%
Bag it and bin it - girl	49%	43%	55%	61%	57%	52%	44%	46%	42%		48%	51%	52%	47%
Bag it and bin it - boy	35%	37%	33%	34%	35%	38%	33%	38%	32%		35%	36%	39%	33%

Do you use any type of plastic bag (including biodegradable and compostable) for the waste you put in the green bin? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes, all of it	27%	30%	24%	25%	27%	29%	30%	22%	26%	29%	21%	26%	28%
Yes, some of it	27%	25%	29%	39%	29%	28%	22%	25%	26%	30%	20%	27%	27%
No	40%	41%	38%	28%	31%	36%	43%	50%	45%	38%	45%	37%	42%
Don't know	6%	4%	8%	8%	13%	7%	5%	4%	3%	3%	14%	10%	3%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 797 (80%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

In terms of volume, would you say you put more, less, or about the same amount in the green bin as before The City made changes to the program to allow plastic bag liners?
by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Much more	17%	14%	20%	8%	18%	28%	14%	11%	21%	19%	8%	17%	18%
A little more	29%	31%	27%	29%	32%	32%	30%	27%	26%	31%	23%	26%	30%
About the same	48%	48%	47%	53%	44%	39%	48%	59%	46%	45%	56%	48%	47%
A little less	1%	2%	1%	5%	1%	0%	1%	0%	1%	1%	2%	1%	2%
Much less	2%	2%	1%	0%	2%	0%	4%	2%	1%	1%	2%	2%	1%
Don't know	3%	3%	3%	5%	4%	1%	3%	1%	5%	2%	8%	7%	1%
A little less + Much less	3%	3%	2%	5%	3%	0%	6%	2%	2%	2%	4%	3%	3%
Much more + A little more	46%	46%	47%	37%	49%	59%	43%	38%	47%	50%	32%	42%	48%

To what extent is your increased use of the green bin related to the changes The City made to the program to allow plastic bag liners? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1-Not at all	4%	4%	4%	0%	3%	10%	0%	2%	4%	4%	1%	3%	4%
2	4%	4%	5%	5%	4%	9%	0%	3%	4%	4%	3%	9%	2%
3	10%	9%	11%	22%	29%	2%	7%	3%	4%	9%	21%	24%	3%
4	8%	11%	4%	12%	3%	7%	10%	11%	7%	7%	9%	6%	7%
5	25%	24%	25%	21%	26%	17%	36%	34%	18%	25%	21%	16%	28%
6	20%	18%	21%	24%	9%	25%	19%	17%	24%	19%	21%	15%	22%
7-Completely	28%	28%	28%	16%	25%	27%	28%	25%	38%	30%	17%	23%	32%
Dont know	2%	2%	2%	0%	3%	2%	0%	6%	2%	1%	7%	3%	2%
1-Not at all + 2 + 3	18%	17%	20%	27%	35%	22%	7%	7%	11%	17%	25%	36%	10%
5 + 6 + 7-Completely	72%	70%	74%	62%	59%	70%	83%	76%	80%	74%	59%	54%	82%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 237; total n = 996; 759 missing; effective sample size = 194 (82%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Using the green bin is in my best interest – both environmentally and economically:Please indicate the extent to which each of the following statements motivates you to start using the green bin or use the green bin more: by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1-Strongly disagree	2%	2%	1%	0%	1%	2%	2%	3%	3%	2%	0%	2%	2%
2	2%	2%	2%	4%	2%	2%	0%	3%	2%	2%	1%	3%	2%
3	3%	4%	3%	12%	3%	3%	3%	1%	3%	4%	3%	4%	3%
4	11%	13%	9%	12%	15%	15%	9%	8%	7%	11%	10%	16%	8%
5	17%	19%	16%	16%	28%	23%	17%	12%	8%	17%	18%	18%	16%
6	15%	13%	17%	16%	14%	21%	11%	15%	15%	15%	15%	16%	15%
7-Strongly agree	44%	43%	46%	34%	32%	32%	50%	54%	57%	45%	43%	36%	49%
Dont know	5%	4%	6%	6%	5%	3%	8%	4%	4%	4%	8%	5%	4%
5 + 6 + 7-Strongly agree	77%	74%	79%	66%	75%	75%	78%	81%	80%	77%	77%	70%	80%
1-Strongly disagree + 2 + 3	7%	9%	6%	16%	5%	7%	5%	6%	8%	8%	5%	9%	7%

We need to divert as much organic waste from the landfill as possible to lower methane greenhouse gas emissions:Please indicate the extent to which each of the following statements motivates you to start using the green bin or use the green bin more: by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1-Strongly disagree	2%	2%	2%	0%	0%	2%	1%	2%	4%	2%	1%	1%	2%
2	2%	2%	1%	0%	2%	3%	0%	2%	2%	2%	1%	2%	1%
3	4%	5%	3%	9%	5%	6%	2%	1%	4%	4%	4%	5%	4%
4	10%	12%	8%	15%	15%	14%	8%	6%	6%	10%	10%	15%	7%
5	15%	18%	12%	16%	21%	20%	13%	13%	8%	14%	18%	18%	13%
6	17%	15%	18%	13%	19%	19%	15%	18%	15%	17%	17%	15%	17%
7-Strongly agree	46%	41%	50%	37%	32%	34%	53%	54%	58%	47%	43%	38%	50%
Dont know	5%	4%	7%	10%	6%	2%	8%	4%	3%	4%	8%	6%	4%
5 + 6 + 7-Strongly agree	77%	75%	79%	66%	73%	72%	80%	84%	81%	77%	77%	71%	81%
1-Strongly disagree + 2 + 3	8%	9%	6%	9%	7%	12%	4%	6%	10%	8%	6%	8%	8%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 797 (80%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Using the green bin is in my best interest – both environmentally and economically:Please indicate the extent to which each of the following statements motivates you to start using the green bin or use the green bin more: by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1-Strongly disagree	2%	2%	1%	0%	1%	2%	2%	3%	3%	2%	0%	2%	2%
2	2%	2%	2%	4%	2%	2%	0%	3%	2%	2%	1%	3%	2%
3	3%	4%	3%	12%	3%	3%	3%	1%	3%	4%	3%	4%	3%
4	11%	13%	9%	12%	15%	15%	9%	8%	7%	11%	10%	16%	8%
5	17%	19%	16%	16%	28%	23%	17%	12%	8%	17%	18%	18%	16%
6	15%	13%	17%	16%	14%	21%	11%	15%	15%	15%	15%	16%	15%
7-Strongly agree	44%	43%	46%	34%	32%	32%	50%	54%	57%	45%	43%	36%	49%
Dont know	5%	4%	6%	6%	5%	3%	8%	4%	4%	4%	8%	5%	4%
5 + 6 + 7-Strongly agree	77%	74%	79%	66%	75%	75%	78%	81%	80%	77%	77%	70%	80%
1-Strongly disagree + 2 + 3	7%	9%	6%	16%	5%	7%	5%	6%	8%	8%	5%	9%	7%

We need to divert as much organic waste from the landfill as possible to extend the life of the landfill and save millions in tax dollars that would be used to develop a new landfill:Please indicate the extent to which each of the following statements mot by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1-Strongly disagree	2%	2%	1%	0%	1%	2%	1%	2%	4%	2%	1%	2%	2%
2	2%	2%	1%	5%	3%	0%	1%	1%	2%	2%	1%	3%	1%
3	3%	4%	3%	6%	4%	6%	2%	2%	2%	4%	3%	5%	3%
4	9%	9%	9%	13%	17%	14%	6%	4%	4%	10%	8%	13%	8%
5	16%	19%	14%	23%	23%	25%	12%	13%	8%	15%	19%	18%	14%
6	16%	15%	17%	16%	18%	19%	15%	17%	12%	15%	18%	18%	16%
7-Strongly agree	47%	45%	48%	29%	27%	31%	59%	56%	67%	48%	42%	36%	53%
Dont know	5%	4%	6%	9%	7%	3%	5%	5%	2%	4%	8%	6%	3%
5 + 6 + 7-Strongly agree	79%	80%	79%	67%	68%	75%	86%	85%	87%	79%	79%	73%	83%
1-Strongly disagree + 2 + 3	7%	8%	6%	11%	8%	8%	3%	6%	7%	7%	5%	9%	6%

Using the green bin is one of the easiest things people can do to help the environment:Please indicate the extent to which each of the following statements motivates you to start using the green bin or use the green bin more: by BANNER 1

Column % n		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1-Strongly disagree	2%	3%	1%	0%	1%	2%	1%	4%	4%	2%	1%	2%	2%
2	1%	2%	1%	2%	0%	1%	0%	2%	3%	1%	1%	1%	2%
3	4%	4%	3%	3%	5%	6%	2%	1%	3%	4%	2%	5%	3%
4	11%	11%	11%	15%	17%	13%	7%	10%	6%	10%	12%	15%	9%
5	16%	18%	14%	25%	24%	20%	13%	11%	8%	16%	17%	17%	16%
6	17%	16%	18%	13%	17%	20%	20%	18%	14%	16%	20%	20%	16%
7-Strongly agree	45%	42%	47%	35%	32%	36%	50%	51%	57%	47%	39%	34%	50%
Dont know	4%	3%	5%	8%	4%	3%	6%	3%	3%	3%	8%	6%	3%
5 + 6 + 7-Strongly agree	78%	76%	79%	73%	72%	75%	83%	80%	80%	78%	76%	71%	81%
1-Strongly disagree + 2 + 3	7%	9%	5%	5%	6%	9%	4%	7%	11%	8%	4%	8%	7%

I don't think recycling and green bin programs do much to help the environment:Please indicate the extent to which you agree or disagree with the following statements: by BANNER 1

Column % n		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1 - Strongly disagree	45%	41%	47%	34%	36%	38%	47%	53%	50%	46%	41%	42%	47%
2	14%	16%	13%	13%	12%	15%	12%	18%	16%	14%	16%	12%	16%
3	10%	10%	10%	18%	12%	10%	9%	9%	7%	9%	13%	14%	8%
4	10%	10%	10%	7%	12%	17%	9%	6%	9%	11%	8%	11%	9%
5	6%	7%	6%	11%	7%	10%	4%	3%	5%	7%	5%	5%	7%
6	7%	8%	5%	7%	11%	8%	7%	3%	5%	6%	7%	6%	6%
7 - Strongly agree	4%	5%	4%	0%	3%	3%	6%	5%	7%	5%	4%	4%	4%
Dont know	4%	3%	5%	9%	6%	1%	6%	3%	2%	3%	7%	6%	2%
5 + 6 + 7 - Strongly agree	17%	19%	15%	19%	21%	21%	16%	11%	16%	17%	16%	15%	18%
1 - Strongly disagree + 2 + 3	69%	68%	70%	66%	61%	62%	69%	80%	73%	69%	69%	68%	71%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 942; total n = 996; 54 missing; effective sample size = 745 (79%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

I hate using the green bin:Please indicate the extent to which you agree or disagree with the following statements: by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1 - Strongly disagree	40%	39%	41%	38%	33%	32%	46%	43%	46%	42%	34%	37%	42%
2	13%	15%	12%	13%	15%	9%	14%	11%	16%	15%	9%	10%	15%
3	9%	8%	10%	10%	10%	15%	9%	8%	6%	9%	11%	13%	8%
4	11%	12%	11%	18%	13%	13%	9%	12%	7%	12%	10%	12%	11%
5	8%	7%	8%	12%	11%	13%	4%	8%	4%	8%	8%	6%	8%
6	3%	4%	3%	2%	5%	5%	1%	3%	4%	3%	5%	2%	4%
7 - Strongly agree	7%	8%	7%	2%	3%	9%	11%	5%	9%	8%	4%	5%	8%
Dont know	8%	7%	9%	6%	10%	6%	7%	10%	7%	4%	19%	14%	4%
5 + 6 + 7 - Strongly agree	18%	19%	17%	16%	19%	26%	15%	16%	17%	19%	17%	14%	19%
1 - Strongly disagree + 2 + 3	63%	62%	63%	60%	57%	55%	69%	62%	68%	66%	54%	60%	66%

All multi-residential properties should have a Green Bin program available for residents to use:Please indicate the extent to which you agree or disagree with the following statements: by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1 - Strongly disagree	3%	4%	2%	0%	1%	4%	3%	2%	6%	3%	2%	3%	3%
2	2%	3%	1%	2%	1%	1%	2%	3%	2%	2%	2%	1%	2%
3	2%	3%	2%	2%	4%	5%	1%	1%	1%	2%	2%	4%	2%
4	7%	8%	5%	7%	4%	12%	6%	6%	6%	7%	5%	8%	6%
5	11%	12%	10%	19%	17%	16%	7%	7%	7%	12%	8%	12%	10%
6	13%	13%	12%	10%	12%	13%	13%	13%	13%	14%	10%	9%	15%
7 - Strongly agree	57%	51%	62%	48%	54%	46%	62%	60%	62%	54%	63%	57%	56%
Dont know	6%	6%	6%	13%	6%	3%	7%	8%	4%	5%	8%	6%	6%
5 + 6 + 7 - Strongly agree	80%	76%	84%	77%	84%	76%	81%	80%	82%	80%	81%	78%	81%
1 - Strongly disagree + 2 + 3	7%	10%	5%	3%	7%	10%	6%	6%	8%	7%	6%	8%	7%

Food and organic waste should be banned from landfill:Please indicate the extent to which you agree or disagree with the following statements: by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1 - Strongly disagree	9%	10%	8%	1%	7%	7%	4%	16%	13%	10%	7%	8%	10%
2	5%	5%	6%	5%	3%	4%	8%	3%	7%	5%	6%	7%	5%
3	8%	8%	8%	11%	10%	11%	5%	9%	5%	8%	7%	9%	8%
4	18%	19%	17%	16%	21%	24%	17%	17%	14%	19%	17%	19%	18%
5	12%	13%	11%	15%	13%	15%	14%	10%	8%	12%	13%	12%	12%
6	13%	13%	13%	16%	18%	10%	12%	14%	12%	14%	12%	13%	14%
7 - Strongly agree	24%	23%	24%	21%	17%	19%	26%	23%	31%	24%	22%	20%	25%
Dont know	11%	8%	12%	15%	11%	9%	13%	8%	9%	9%	15%	13%	9%
5 + 6 + 7 - Strongly agree	49%	49%	49%	52%	48%	44%	52%	47%	51%	49%	48%	45%	50%
1 - Strongly disagree + 2 + 3	22%	23%	21%	17%	20%	22%	17%	28%	26%	23%	21%	24%	23%

I am willing to do my part to reduce food and organic waste to help reduce greenhouse gas emissions:Please indicate the extent to which you agree or disagree with the following statements: by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1 - Strongly disagree	3%	3%	3%	0%	0%	2%	2%	8%	4%	4%	1%	2%	3%
2	2%	3%	1%	0%	0%	3%	1%	2%	2%	2%	1%	2%	1%
3	4%	4%	5%	9%	9%	6%	0%	3%	2%	3%	8%	5%	3%
4	12%	12%	11%	9%	17%	20%	10%	6%	7%	13%	6%	15%	10%
5	15%	16%	13%	16%	22%	17%	14%	18%	6%	14%	18%	21%	12%
6	15%	19%	10%	9%	17%	23%	12%	10%	14%	14%	17%	13%	15%
7 - Strongly agree	48%	42%	55%	45%	32%	31%	57%	52%	63%	49%	45%	38%	53%
Dont know	2%	2%	3%	11%	3%	0%	3%	1%	2%	2%	5%	4%	1%
5 + 6 + 7 - Strongly agree	77%	77%	78%	71%	70%	70%	83%	80%	82%	77%	80%	71%	81%
1 - Strongly disagree + 2 + 3	9%	9%	8%	9%	9%	10%	4%	13%	8%	8%	9%	9%	8%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 446; total n = 996; 550 missing; effective sample size = 359 (80%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

I am willing to do my part to keep food and organic waste out of landfill to help reduce greenhouse gas emissions:Please indicate the extent to which you agree or disagree with the following statements: by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1 - Strongly disagree	2%	4%	1%	0%	0%	5%	0%	2%	6%	3%	1%	1%	4%
2	1%	2%	0%	0%	0%	0%	0%	2%	4%	1%	2%	1%	1%
3	3%	4%	3%	8%	1%	5%	5%	0%	2%	4%	2%	3%	3%
4	6%	7%	6%	3%	6%	11%	6%	4%	8%	6%	7%	7%	6%
5	12%	12%	11%	22%	12%	13%	8%	11%	9%	12%	12%	11%	11%
6	17%	17%	17%	13%	21%	13%	17%	20%	15%	16%	19%	19%	16%
7 - Strongly agree	52%	50%	53%	42%	50%	50%	57%	55%	54%	53%	50%	48%	55%
Dont know	6%	5%	8%	11%	9%	3%	8%	6%	3%	5%	9%	9%	4%
5 + 6 + 7 - Strongly agree	81%	79%	82%	78%	84%	75%	81%	86%	78%	81%	80%	78%	82%
1 - Strongly disagree + 2 + 3	7%	10%	4%	8%	1%	10%	5%	3%	12%	8%	4%	5%	8%

The City noticed higher volumes of Green Bin material set out at the start of stay at home measures due to COVID-19 To what extent has your household organic waste changed as a result of COVID-19? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1 - Decreased a great deal	2%	2%	1%	0%	2%	3%	1%	1%	2%	2%	2%	2%	2%
2	2%	2%	2%	5%	2%	2%	1%	1%	1%	2%	1%	3%	1%
3	3%	3%	3%	7%	3%	3%	3%	1%	3%	3%	4%	5%	2%
4	43%	49%	37%	36%	33%	44%	43%	48%	48%	48%	29%	34%	48%
5	23%	22%	24%	13%	25%	22%	24%	24%	23%	24%	20%	18%	25%
6	8%	7%	9%	9%	14%	6%	8%	7%	5%	8%	8%	8%	7%
7 - Increased a great deal	5%	4%	7%	6%	3%	8%	7%	4%	4%	5%	5%	6%	5%
Dont know	15%	12%	18%	23%	18%	12%	13%	13%	14%	9%	30%	24%	9%
5 + 6 + 7 - Increased a great deal	36%	32%	39%	29%	42%	36%	39%	35%	31%	37%	33%	33%	38%
1 - Decreased a great deal + 2 + 3	7%	7%	6%	12%	8%	8%	5%	4%	7%	6%	7%	9%	5%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 942; total n = 996; 54 missing; effective sample size = 746 (79%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

X:Why do you think it has increased (Select all that apply) by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
More food waste from eating more at home	69%	71%	68%	80%	67%	74%	75%	68%	60%	69%	71%	71%	71%
More food waste from cooking more at home	67%	68%	67%	89%	68%	66%	64%	69%	63%	66%	70%	66%	69%
More people eating at home that usual (family members and members of my bubble)	35%	34%	36%	55%	29%	49%	27%	29%	36%	37%	29%	32%	36%
Ended up buying too much food at times and had it go to waste	17%	15%	19%	37%	21%	19%	10%	17%	14%	16%	22%	31%	12%
Other (please specify)	5%	5%	4%	0%	3%	0%	10%	1%	10%	5%	4%	2%	5%
Don't know	2%	2%	3%	0%	3%	0%	0%	6%	4%	3%	1%	4%	1%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 324; total n = 996; 672 missing; effective sample size = 267 (82%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

During this pandemic have you worked from home? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes, currently	41%	42%	41%	36%	47%	58%	56%	33%	19%	43%	36%	38%	45%
Yes, earlier in the pandemic but not now	11%	9%	12%	16%	17%	17%	11%	7%	2%	10%	12%	14%	8%
No	45%	47%	44%	45%	36%	23%	29%	57%	76%	44%	48%	45%	45%
Prefer to not say	3%	2%	3%	3%	1%	3%	4%	3%	3%	2%	4%	3%	2%

Has working from home influenced how you use your Green Bin? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes, using it more	31%	34%	29%	40%	28%	38%	32%	24%	20%	35%	19%	25%	34%
Yes, using it less	2%	2%	2%	4%	7%	1%	0%	0%	0%	2%	2%	2%	1%
Yes, started using the Green Bin	6%	8%	4%	7%	9%	11%	2%	2%	0%	5%	9%	10%	4%
No	52%	51%	53%	39%	49%	43%	53%	69%	63%	52%	50%	49%	53%
Other (please specify)	6%	3%	9%	7%	2%	4%	10%	4%	14%	4%	14%	7%	6%
Don't know	3%	2%	4%	3%	6%	2%	3%	0%	3%	2%	6%	6%	1%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 428; total n = 996; 568 missing; effective sample size = 359 (84%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Over the last year have you set out more, less, or the same amount of leaf and yard waste for pick-up? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
1- A lot less	4%	4%	4%	7%	5%	6%	3%	1%	4%	4%		9%	3%
2	2%	1%	3%	5%	7%	0%	2%	2%	0%	2%		5%	2%
3	5%	5%	5%	16%	10%	6%	3%	2%	2%	5%		9%	4%
4	53%	60%	46%	32%	44%	47%	62%	55%	62%	53%		38%	58%
5	17%	15%	20%	10%	14%	25%	10%	22%	20%	17%		14%	19%
6	5%	5%	5%	2%	5%	3%	6%	6%	4%	5%		4%	5%
7 - A lot more	6%	6%	7%	5%	5%	7%	9%	7%	3%	6%		10%	6%
Dont know	7%	5%	9%	23%	10%	6%	5%	3%	5%	7%		11%	4%
5 + 6 + 7 - A lot more	28%	25%	31%	17%	24%	35%	24%	36%	26%	28%		28%	29%
1- A lot less + 2 + 3	12%	10%	13%	29%	22%	12%	8%	6%	7%	12%		23%	9%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 666; total n = 996; 330 missing; effective sample size = 525 (79%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

X:Why do you think you have set out more leaf and yard waste for pick up? (Select all that apply) by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
More time at home allowed for me to spend more time cleaning the yard	53%	49%	56%	85%	73%	60%	49%	46%	37%	53%		43%	55%
More leaves and branches in my yard to clean up this year	41%	49%	34%	28%	26%	35%	53%	42%	46%	41%		46%	39%
Undertook new lawn and garden projects	21%	22%	20%	28%	40%	9%	31%	19%	13%	21%		23%	20%
Other (please specify)	2%	3%	1%	0%	0%	0%	0%	3%	7%	2%		3%	2%
Don't know	9%	7%	11%	15%	0%	6%	16%	10%	9%	9%		5%	10%

Broadcast radio:How long do you spend on each, per day? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Do not use	35%	27%	43%	64%	51%	33%	25%	29%	25%	32%	45%	44%	30%
Less than 30 minutes	33%	35%	31%	19%	32%	33%	36%	37%	37%	35%	28%	28%	35%
30 minutes to 2 hours	21%	26%	17%	9%	14%	26%	27%	20%	23%	22%	17%	17%	24%
2 hours to 4 hours	6%	8%	5%	6%	3%	5%	7%	7%	10%	7%	5%	5%	8%
More than 4 hours	4%	4%	4%	2%	1%	2%	5%	7%	5%	4%	5%	5%	4%

Podcasts:How long do you spend on each, per day? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Do not use	66%	65%	66%	53%	44%	55%	71%	80%	82%	67%	62%	63%	68%
Less than 30 minutes	19%	18%	20%	21%	30%	22%	16%	14%	13%	18%	21%	18%	19%
30 minutes to 2 hours	12%	13%	10%	20%	18%	17%	11%	5%	4%	12%	12%	13%	11%
2 hours to 4 hours	2%	2%	3%	5%	4%	4%	1%	0%	0%	2%	3%	3%	2%
More than 4 hours	1%	2%	1%	0%	4%	2%	1%	0%	0%	1%	1%	2%	1%

Game consoles:How long do you spend on each, per day? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Do not use	74%	66%	81%	55%	58%	59%	79%	87%	93%	72%	78%	68%	76%
Less than 30 minutes	13%	17%	9%	22%	19%	21%	9%	7%	3%	14%	11%	12%	14%
30 minutes to 2 hours	10%	13%	7%	13%	18%	13%	9%	5%	2%	10%	7%	15%	7%
2 hours to 4 hours	3%	4%	3%	8%	5%	5%	2%	1%	1%	3%	3%	4%	3%
More than 4 hours	1%	1%	0%	1%	1%	1%	1%	0%	0%	0%	1%	1%	0%

Music streaming services:How long do you spend on each, per day? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Do not use	44%	47%	41%	10%	19%	29%	53%	61%	71%	44%	43%	34%	50%
Less than 30 minutes	26%	28%	24%	27%	26%	36%	26%	23%	18%	27%	21%	23%	28%
30 minutes to 2 hours	21%	18%	25%	33%	44%	22%	16%	14%	8%	21%	23%	30%	16%
2 hours to 4 hours	6%	5%	7%	22%	5%	9%	3%	2%	2%	5%	7%	8%	4%
More than 4 hours	3%	2%	4%	7%	6%	4%	2%	0%	1%	2%	6%	4%	2%

Social media:How long do you spend on each, per day? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Do not use	18%	25%	12%	4%	2%	11%	15%	30%	38%	18%	18%	12%	22%
Less than 30 minutes	32%	35%	29%	19%	22%	33%	44%	30%	35%	35%	23%	26%	35%
30 minutes to 2 hours	32%	28%	35%	34%	44%	37%	30%	26%	21%	32%	31%	35%	30%
2 hours to 4 hours	13%	10%	16%	26%	23%	13%	8%	10%	5%	10%	20%	18%	10%
More than 4 hours	6%	2%	9%	17%	9%	6%	2%	4%	2%	5%	7%	9%	3%

Online on mobile:How long do you spend on each, per day? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Do not use	25%	27%	23%	13%	5%	9%	20%	40%	52%	26%	21%	18%	29%
Less than 30 minutes	24%	31%	18%	12%	18%	28%	28%	25%	27%	25%	21%	19%	27%
30 minutes to 2 hours	29%	26%	32%	28%	41%	34%	34%	21%	18%	30%	27%	33%	26%
2 hours to 4 hours	13%	12%	14%	29%	17%	20%	12%	10%	3%	13%	16%	15%	13%
More than 4 hours	9%	4%	13%	18%	19%	10%	7%	4%	1%	7%	15%	16%	5%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 772 (78%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Online on pc/laptop:How long do you spend on each, per day? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Do not use	7%	5%	8%	8%	7%	5%	6%	6%	8%	6%	8%	8%	6%
Less than 30 minutes	16%	16%	16%	15%	14%	19%	16%	18%	15%	16%	15%	15%	17%
30 minutes to 2 hours	29%	34%	24%	24%	29%	27%	20%	35%	38%	30%	27%	28%	30%
2 hours to 4 hours	22%	23%	21%	21%	19%	18%	25%	18%	30%	22%	22%	20%	23%
More than 4 hours	26%	21%	30%	32%	31%	31%	33%	24%	9%	25%	28%	30%	25%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 801 (80%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Online press:How long do you spend on each, per day? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Do not use	34%	28%	40%	44%	27%	23%	38%	40%	37%	35%	32%	34%	34%
Less than 30 minutes	35%	33%	38%	37%	34%	43%	31%	34%	35%	34%	37%	35%	34%
30 minutes to 2 hours	26%	31%	21%	14%	32%	27%	27%	22%	26%	25%	28%	26%	26%
2 hours to 4 hours	4%	7%	2%	3%	6%	7%	4%	4%	2%	5%	2%	4%	5%
More than 4 hours	1%	1%	0%	1%	1%	1%	0%	0%	0%	0%	1%	1%	0%

Paper copy of newspapers:How long do you spend on each, per day? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Do not use	69%	58%	79%	81%	74%	78%	79%	65%	44%	66%	75%	76%	64%
Less than 30 minutes	16%	21%	12%	12%	11%	13%	12%	22%	25%	17%	15%	12%	19%
30 minutes to 2 hours	12%	16%	8%	4%	11%	6%	5%	12%	28%	14%	7%	8%	15%
2 hours to 4 hours	2%	4%	1%	3%	3%	2%	4%	0%	3%	3%	2%	3%	2%
More than 4 hours	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 803 (81%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Linear tv (traditional network television):How long do you spend on each, per day? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Do not use	35%	27%	43%	62%	58%	39%	34%	19%	15%	31%	48%	50%	27%
Less than 30 minutes	13%	13%	13%	18%	18%	21%	12%	7%	8%	14%	10%	9%	14%
30 minutes to 2 hours	26%	32%	21%	14%	17%	29%	31%	29%	30%	29%	19%	20%	30%
2 hours to 4 hours	17%	19%	15%	6%	6%	9%	13%	29%	32%	17%	16%	11%	20%
More than 4 hours	8%	9%	8%	0%	1%	3%	9%	16%	16%	9%	8%	9%	8%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 793 (80%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Streaming tv:How long do you spend on each, per day? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Do not use	35%	35%	34%	28%	10%	14%	42%	50%	57%	34%	35%	31%	36%
Less than 30 minutes	16%	18%	13%	17%	16%	23%	15%	13%	11%	15%	18%	16%	15%
30 minutes to 2 hours	33%	32%	34%	34%	51%	38%	30%	25%	23%	34%	30%	32%	34%
2 hours to 4 hours	12%	12%	12%	16%	18%	19%	9%	7%	8%	13%	11%	15%	11%
More than 4 hours	5%	3%	6%	5%	5%	5%	5%	5%	2%	4%	6%	7%	4%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 789 (79%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Facebook:Please indicate the frequency with which you use each of the following platforms: by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
More than once a day	27%	22%	32%	10%	35%	35%	27%	28%	19%	27%	26%	28%	26%
Daily	32%	27%	36%	34%	36%	33%	34%	21%	32%	32%	32%	34%	30%
Weekly	11%	12%	10%	17%	11%	8%	9%	14%	12%	13%	8%	11%	11%
Monthly	5%	6%	3%	14%	6%	5%	3%	2%	3%	5%	3%	4%	4%
Less than once per month	5%	7%	4%	8%	7%	2%	10%	4%	3%	5%	6%	5%	6%
Don't have an account	20%	26%	15%	17%	6%	16%	16%	32%	31%	18%	25%	17%	22%

Facebook Messenger:Please indicate the frequency with which you use each of the following platforms: by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
More than once a day	15%	10%	18%	14%	23%	22%	10%	11%	9%	13%	20%	18%	12%
Daily	22%	16%	27%	27%	24%	27%	23%	19%	15%	22%	22%	25%	20%
Weekly	20%	19%	21%	23%	25%	25%	18%	17%	16%	23%	14%	20%	20%
Monthly	7%	8%	7%	13%	9%	3%	9%	7%	6%	7%	7%	9%	7%
Less than once per month	9%	11%	7%	9%	9%	6%	10%	9%	12%	10%	8%	6%	12%
Don't have an account	27%	35%	19%	15%	10%	17%	31%	37%	43%	25%	30%	22%	30%

YouTube:Please indicate the frequency with which you use each of the following platforms: by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
More than once a day	15%	15%	15%	26%	25%	16%	14%	7%	7%	13%	19%	19%	11%
Daily	22%	23%	20%	27%	24%	23%	24%	18%	15%	22%	21%	24%	20%
Weekly	26%	26%	26%	26%	23%	30%	28%	23%	25%	26%	25%	23%	28%
Monthly	9%	8%	10%	8%	12%	12%	9%	11%	5%	10%	7%	11%	9%
Less than once per month	9%	9%	10%	9%	7%	8%	5%	15%	11%	10%	7%	8%	11%
Don't have an account	19%	19%	19%	4%	10%	11%	20%	25%	35%	18%	22%	16%	21%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 795 (80%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Twitter:Please indicate the frequency with which you use each of the following platforms: by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
More than once a day	9%	8%	9%	12%	13%	9%	8%	7%	4%	8%	10%	10%	8%
Daily	12%	14%	9%	10%	13%	20%	15%	6%	5%	13%	9%	9%	12%
Weekly	11%	12%	10%	14%	14%	19%	8%	6%	5%	11%	10%	10%	11%
Monthly	5%	6%	4%	15%	7%	3%	4%	3%	3%	5%	6%	7%	4%
Less than once per month	10%	8%	12%	8%	11%	15%	8%	11%	9%	11%	9%	10%	10%
Don't have an account	54%	52%	55%	40%	41%	33%	56%	66%	75%	53%	56%	54%	54%

Instagram:Please indicate the frequency with which you use each of the following platforms: by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
More than once a day	16%	9%	23%	28%	37%	23%	9%	4%	3%	14%	22%	19%	13%
Daily	17%	13%	20%	32%	30%	23%	10%	11%	5%	16%	19%	23%	13%
Weekly	11%	13%	9%	15%	14%	14%	9%	11%	6%	12%	7%	11%	11%
Monthly	5%	4%	6%	6%	7%	3%	8%	3%	3%	6%	2%	5%	6%
Less than once per month	7%	7%	7%	5%	4%	6%	8%	11%	6%	7%	6%	6%	7%
Don't have an account	44%	54%	36%	14%	8%	31%	56%	61%	77%	44%	44%	36%	50%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 770 (77%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

TikTok:Please indicate the frequency with which you use each of the following platforms: by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
More than once a day	5%	4%	5%	20%	6%	6%	2%	1%	2%	4%	6%	6%	3%
Daily	6%	6%	6%	16%	10%	12%	3%	0%	0%	7%	2%	7%	4%
Weekly	4%	4%	4%	12%	10%	2%	0%	2%	1%	3%	5%	3%	4%
Monthly	1%	2%	1%	2%	5%	1%	0%	2%	0%	1%	2%	2%	1%
Less than once per month	4%	5%	3%	7%	5%	4%	6%	3%	2%	4%	4%	5%	4%
Don't have an account	80%	79%	81%	44%	64%	75%	90%	93%	95%	80%	81%	77%	83%

Pinterest:Please indicate the frequency with which you use each of the following platforms: by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
More than once a day	4%	4%	4%	4%	5%	7%	2%	4%	2%	4%	3%	4%	4%
Daily	7%	7%	7%	7%	10%	12%	6%	4%	3%	8%	3%	6%	7%
Weekly	10%	5%	15%	20%	18%	12%	7%	5%	5%	10%	11%	11%	10%
Monthly	8%	6%	9%	13%	12%	7%	6%	8%	4%	8%	7%	6%	8%
Less than once per month	15%	11%	18%	18%	16%	21%	15%	11%	8%	14%	17%	14%	15%
Don't have an account	57%	67%	48%	38%	40%	41%	64%	67%	78%	56%	59%	60%	57%

Twitch:Please indicate the frequency with which you use each of the following platforms: by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
More than once a day	2%	3%	2%	4%	1%	6%	1%	1%	2%	2%	2%	2%	2%
Daily	3%	4%	1%	6%	7%	3%	1%	0%	0%	3%	1%	4%	2%
Weekly	4%	5%	3%	9%	9%	5%	1%	1%	1%	5%	2%	4%	3%
Monthly	2%	3%	2%	6%	6%	1%	1%	1%	0%	2%	2%	2%	2%
Less than once per month	5%	7%	3%	10%	9%	7%	3%	3%	1%	4%	7%	5%	5%
Don't have an account	84%	79%	90%	66%	68%	78%	93%	94%	96%	84%	86%	83%	85%

LinkedIn:Please indicate the frequency with which you use each of the following platforms: by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
More than once a day	3%	4%	1%	1%	2%	7%	2%	2%	2%	3%	3%	1%	3%
Daily	7%	8%	5%	11%	10%	11%	4%	3%	3%	6%	7%	9%	5%
Weekly	15%	18%	12%	13%	16%	17%	17%	16%	8%	16%	12%	15%	15%
Monthly	10%	10%	9%	13%	17%	9%	7%	7%	7%	11%	6%	9%	11%
Less than once per month	18%	17%	20%	26%	19%	21%	19%	16%	13%	19%	16%	16%	20%
Don't have an account	48%	44%	52%	36%	36%	34%	51%	56%	66%	45%	56%	50%	46%

Ottawa ward groups by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
suburban	33%	36%	30%	27%	31%	25%	37%	36%	38%	33%	33%	31%	33%
urban	18%	17%	19%	27%	29%	16%	16%	13%	14%	13%	32%	32%	12%
rural / suburban	21%	23%	19%	21%	15%	28%	22%	20%	21%	26%	8%	8%	28%
suburban / urban	16%	16%	17%	22%	16%	17%	11%	17%	17%	15%	19%	18%	16%
rural / suburban / urban	4%	4%	4%	3%	6%	2%	5%	6%	3%	4%	6%	6%	4%
rural	7%	4%	10%	0%	4%	12%	8%	9%	6%	9%	2%	6%	7%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 978; total n = 996; 18 missing; effective sample size = 788 (81%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Urban/Rural indicator by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Urban	95%	97%	93%	100%	96%	92%	93%	94%	95%	93%	99%	96%	94%
Rural	5%	3%	7%	0%	4%	8%	7%	6%	5%	7%	1%	4%	6%

Gender: by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Male	48%	100%	0%	29%	29%	44%	53%	56%	65%	51%	39%	36%	56%
Female	52%	0%	100%	71%	71%	56%	47%	44%	35%	49%	61%	64%	44%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 804 (81%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Age breaks by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
18-24	10%	6%	13%	100%	0%	0%	0%	0%	0%	9%	11%	15%	5%
25-34	17%	10%	24%	0%	100%	0%	0%	0%	0%	16%	22%	30%	11%
35-44	17%	16%	18%	0%	0%	100%	0%	0%	0%	17%	16%	16%	18%
45-54	19%	21%	17%	0%	0%	0%	100%	0%	0%	20%	16%	15%	22%
55-64	17%	20%	14%	0%	0%	0%	0%	100%	0%	18%	13%	12%	20%
65+	20%	27%	13%	0%	0%	0%	0%	0%	100%	19%	21%	12%	25%

Age generation by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Gen Z	7%	4%	10%	76%	0%	0%	0%	0%	0%	7%	9%	11%	4%
Millennials	26%	17%	35%	24%	100%	39%	0%	0%	0%	23%	34%	42%	17%
Gen X	31%	33%	29%	0%	0%	61%	100%	7%	0%	33%	24%	24%	35%
Boomers	29%	36%	23%	0%	0%	0%	0%	93%	68%	31%	25%	19%	36%
Silent	6%	9%	4%	0%	0%	0%	0%	0%	32%	6%	8%	5%	8%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 802 (80%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

What is the highest level of education you have completed? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Less than high school	1%	1%	1%	3%	1%	2%	1%	0%	0%	1%	0%	1%	1%
High school	10%	8%	12%	18%	5%	9%	7%	13%	12%	11%	9%	17%	6%
Some college or university	14%	14%	14%	30%	9%	7%	15%	13%	16%	13%	17%	18%	12%
College graduate or CEGEP	19%	17%	21%	15%	13%	22%	20%	28%	15%	19%	21%	19%	19%
Bachelor's degree	31%	31%	32%	25%	42%	33%	37%	23%	27%	34%	25%	24%	35%
Master's or professional degree	20%	24%	17%	7%	23%	22%	18%	20%	24%	18%	24%	19%	21%
Doctorate	3%	4%	2%	0%	3%	5%	1%	3%	5%	4%	2%	1%	5%
Prefer to not say	1%	1%	1%	1%	3%	0%	1%	0%	1%	1%	2%	1%	1%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 802 (80%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Education by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
HS or less	11%	9%	13%	21%	6%	11%	8%	13%	13%	12%	9%	18%	7%
College	33%	31%	35%	46%	22%	29%	36%	41%	31%	31%	38%	37%	31%
University+	55%	59%	51%	32%	68%	60%	55%	46%	56%	56%	51%	43%	61%
Prefer to not say	1%	1%	1%	1%	3%	0%	1%	0%	1%	1%	2%	1%	1%

Which of the following best describes your current working situation? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Full-time employee working remotely	32%	33%	31%	9%	48%	55%	50%	21%	3%	34%	27%	28%	37%
Full-time employee working on site	15%	15%	14%	14%	20%	20%	21%	11%	2%	14%	16%	17%	12%
Part-time employee working remotely	3%	2%	3%	8%	3%	3%	4%	2%	1%	3%	4%	3%	2%
Part-time employee working on site	4%	1%	7%	9%	3%	3%	5%	6%	1%	4%	4%	6%	3%
Temporarily laid off – with pay	0%	0%	1%	0%	0%	2%	0%	1%	0%	1%	0%	1%	0%
Temporarily laid off – without pay	1%	1%	1%	1%	2%	2%	1%	0%	0%	2%	0%	1%	1%
Unemployed - actively looking for work	3%	2%	3%	1%	5%	3%	1%	3%	1%	2%	4%	4%	2%
Unemployed – not actively looking for work	3%	2%	4%	3%	4%	4%	4%	2%	0%	2%	4%	6%	1%
Self-employed – still working	3%	3%	3%	0%	4%	4%	3%	4%	2%	3%	2%	2%	3%
Self-employed – not working	1%	2%	1%	3%	1%	0%	2%	2%	1%	1%	1%	2%	1%
Student	6%	3%	9%	50%	6%	1%	0%	0%	0%	5%	8%	11%	2%
Retired	26%	33%	20%	0%	0%	2%	4%	45%	88%	26%	26%	15%	33%
Other:	2%	2%	2%	0%	1%	1%	4%	3%	1%	1%	3%	3%	1%
Prefer not to say	1%	1%	1%	2%	2%	0%	2%	0%	0%	1%	1%	1%	0%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 763 (77%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Annual household income (from all sources before taxes): by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Less than $20,000	7%	5%	9%	26%	7%	4%	5%	5%	3%	5%	13%	15%	2%
$20,000 – $39,999	10%	8%	12%	17%	12%	11%	5%	10%	8%	8%	15%	21%	4%
$40,000 – $69,999	18%	15%	21%	20%	22%	10%	18%	18%	20%	15%	27%	26%	13%
$70,000 – $99,999	21%	26%	17%	10%	28%	24%	17%	23%	22%	22%	19%	18%	25%
$100,000 – $119,999	12%	14%	10%	4%	9%	13%	20%	8%	14%	15%	6%	4%	17%
$120,000 or more	21%	25%	17%	5%	16%	30%	26%	22%	21%	24%	13%	9%	29%
Prefer to not say	10%	7%	13%	18%	6%	7%	9%	13%	12%	12%	7%	6%	9%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 798 (80%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

HH Income by BANNER 1

Column %	Total	Gender		Age breaks						Garbage placement		Rent/Own	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
<$40k	17%	12%	21%	43%	19%	15%	9%	16%	11%	12%	28%	37%	6%
$40k-$69k	18%	15%	21%	20%	22%	10%	18%	18%	20%	15%	27%	26%	13%
$70k-$119k	34%	40%	28%	14%	37%	37%	37%	31%	36%	37%	25%	22%	42%
$120k+	21%	25%	17%	5%	16%	30%	26%	22%	21%	24%	13%	9%	29%
Prefer to not say	10%	7%	13%	18%	6%	7%	9%	13%	12%	12%	7%	6%	9%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 803 (81%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Which of the following best describes your housing tenure? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Rent	33%	25%	40%	51%	56%	31%	26%	24%	21%	20%	67%	100%	0%
Own without mortgage	32%	42%	23%	16%	7%	13%	29%	52%	64%	38%	16%	0%	52%
Own with mortgage	30%	31%	29%	14%	31%	51%	42%	23%	13%	37%	13%	0%	48%
Other (please specify)	1%	0%	2%	5%	1%	1%	0%	1%	1%	1%	1%	0%	0%
Prefer to not say	4%	2%	6%	14%	5%	4%	4%	1%	1%	4%	4%	0%	0%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 802 (80%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

What language do you speak most often at home? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
English	88%	87%	89%	89%	92%	94%	83%	88%	85%	88%	87%	91%	87%
French	10%	10%	10%	11%	7%	6%	12%	10%	13%	9%	11%	8%	11%
Other (please specify)	2%	3%	2%	0%	1%	1%	5%	1%	3%	2%	2%	1%	3%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 840 (84%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Were you born in Canada? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes	80%	81%	79%	82%	81%	76%	80%	87%	77%	81%	77%	79%	81%
No	19%	18%	19%	16%	18%	24%	16%	13%	23%	18%	20%	19%	19%
Prefer to not say	1%	1%	1%	2%	1%	0%	4%	0%	0%	1%	3%	2%	0%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 802 (80%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Do you consider yourself a member of a visible minority group? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes	16%	16%	16%	27%	24%	22%	14%	11%	5%	17%	15%	16%	15%
No	80%	81%	80%	67%	72%	75%	82%	85%	94%	81%	79%	79%	83%
Prefer to not say	4%	3%	4%	5%	4%	3%	5%	4%	1%	3%	6%	5%	2%

Are you the parent or guardian of any children under the age of 18 who are currently living at home? by BANNER 1

Column %		Gender		Age breaks						Garbage placement		Rent/Own	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Curbside	Multi-res	Rent	Own
Yes	19%	24%	16%	6%	22%	52%	28%	4%	1%	24%	7%	12%	25%
No	79%	74%	84%	93%	76%	47%	69%	96%	99%	74%	91%	87%	75%
Prefer to not say	2%	2%	1%	2%	2%	2%	3%	0%	1%	1%	2%	1%	0%

Survey 2 (Online); Total sample; Weight: Weight - by Region, Age, Gender; base n = 996; effective sample size = 703 (71%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)
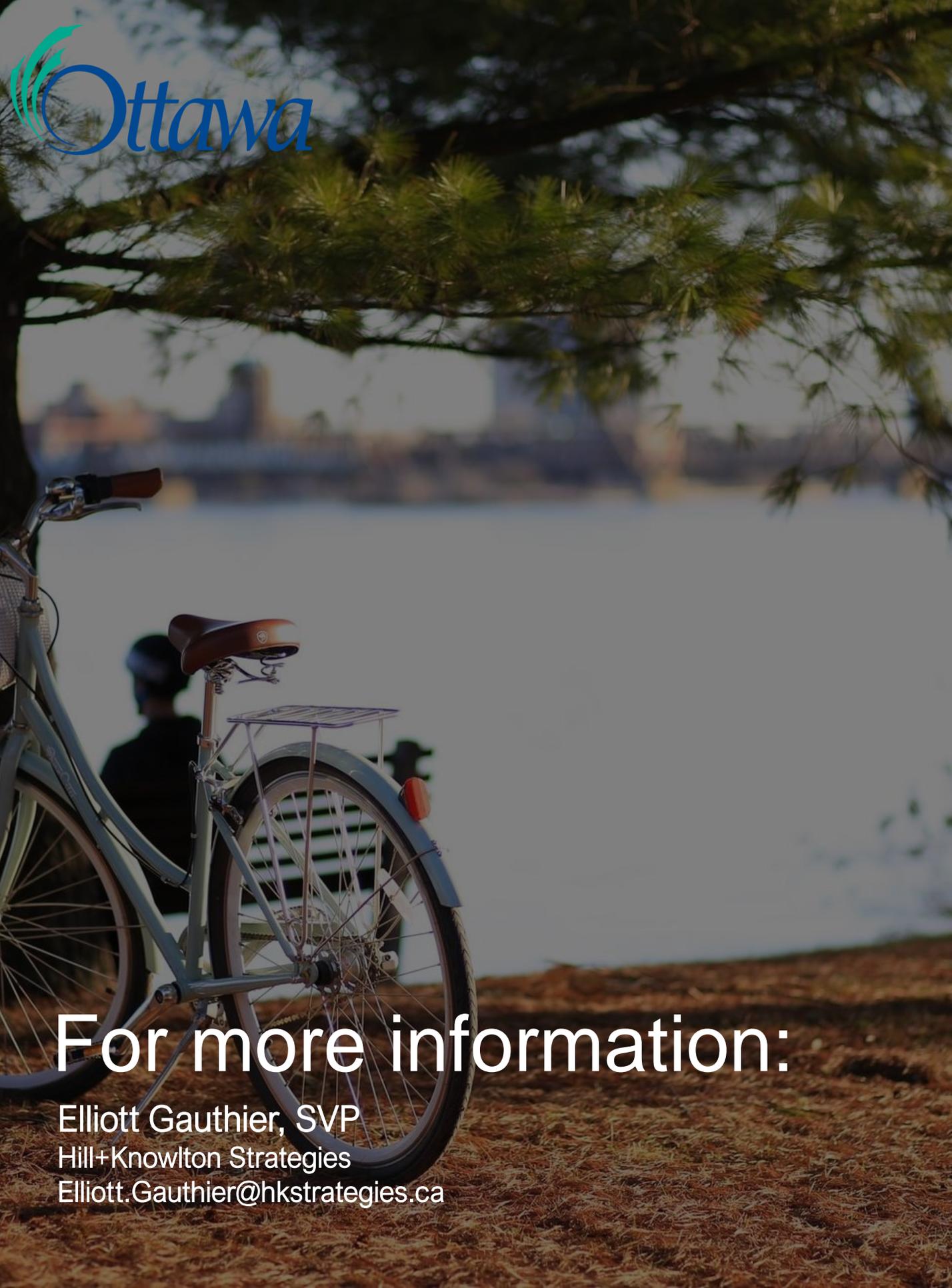
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