Survey on Citizen Satisfaction with the Frequencies of Different Collections in Pointe-Claire

Presented to the
City of Pointe-Claire

December 18, 2018

BIP RECHERCHE

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1. Objective and Methodology

- Objectives :
  - Measure citizens' satisfaction with the frequencies of different collections: recyclable materials, household waste, organic matter, bulky items, upholstered items, leaves and Ecocentre Days.
  - Measure their satisfaction with the City's waste management communications.

- Population surveyed: adult population residing in Pointe-Claire and living in a building with less than eight units.

- Data collection: by telephone from October 26 to November 8, 2018.

- 706 questionnaires were completed.

- Average duration of interviews: 11 minutes.

- Margin of error: 3.7%, 19 times out of 20.

- Results were weighted according to gender and age to correct for under-representation of younger age groups (due to absence of cellphone numbers in sample).

2.   Respondent Profile

Respondent profile according to the eight segmentation variables (n = 706)

Electoral district		
	Cedar / Le Village	10%
	Lakeside	9%
	Valois	12%
	Cedar Park Heights	13%
	Lakeside Heights	7%
	Seigniory	6%
	Northview	16%
	Oneida	14%
	Unidentified (postal code in more than one district)	13%

Gender		
	Female	53%
	Male	47%

Number of years residing in Pointe-Claire		
	Less than 1 year	0%
	1 to 5 years	9%
	6 to 10 years	11%
	Over 10 years	80%

Age		
	18 to 24 years old	11%
	25 to 34 years old	10%
	35 to 44 years old	13%
	45 to 54 years old	18%
	55 to 64 years old	18%
	65 to 74 years old	13%
	75 years old and over	16%

65+ years old: 29%

2. Respondent Profile

Respondent profile according to the eight segmentation variables (n = 706)

Main occupation	Employed full-time	39%	Active population	61%
	Employed part-time	9%		
	Self-employed	6%		
	Student	7%		
	At home	6%	Inactive population	38%
	Unemployed	1%		
	Retired	32%		
	DNA	1%		

Number of occupants in the residence	1	9%	
	2	33%	
	3	18%	
	4	29%	4 or +: 39%
	5 or more	10%	
	DNA	1%	

Age of children (not a segmentation variable) (n=207)	Under 3 years old only	9%
	Over 3 years old only	81%
	Both	8%
	DNA	2%

Presence of children 18 years old or less (if 2 occupants or more) (n=640)	Yes	32%
	No	67%
	DNA	1%

2. Respondent Profile

Respondent profile according to the eight segmentation variables (n = 706)

Number of pets in the residence	None	54%	
	1	24%	At least 1 pet: 46%
	2	15%	
	3 or more	7%	

Respondent profile according to other variables (n = 706)

Property	Owner	97%
	Tenant	3%

3.   Overall Satisfaction with the Frequency of Different Collections

- Very high or extremely high satisfaction wit the frequency of six of the seven types of collections.

- In first place: recyclable materials and organic matter collections (satisfaction of 99% and 97% respectively).

- Next: seasonal leaf collections and Ecocentre Days (satisfaction of 94% and 92% respectively) of which about 60% are very satisfied.

- Next: bulky items and upholstered items collections (satisfaction around 90%, of which around 50% are very satisfied).

- Relatively high satisfaction with the household waste collection frequency (56% of respondents).

3.   Overall Satisfaction with the Frequency of Different Collections

Recyclable materials - blue bin once a week (n=704)	1% / 11% / 88%
Household waste once every 2 weeks (n=700)	27% / 17% / 31% / 25%
Organic matter - green bin once a week (n=677)	1% 1% / 23% / 74%
Bulky items once per month, April to October (n=676)	3% 5% / 40% / 52%
Upholstered items 3 collections : May, July and September (n=662)	4% 6% / 41% / 49%
Seasonal leaf 6 in the Spring and 5 in the Fall (n=658)	2% 4% / 30% / 64%
The City's Ecocentre Days once per month, April to October (n=671)	2% 6% / 36% / 57%

Legend: ■ Not at all satisfied   ■ Not very satisfied   ■ Somewhat satisfied   ■ Very satisfied

4. Recyclable Materials Collection

Satisfaction with the collection frequency (n=706)

- Lakeside Heights 80% -
- Northview   95% +
- 1 occupant   77% +
- 4+ occupants   93% +

Recyclable materials - blue bin
once a week
(n=704)

| 1% | 11% | 88% |

■ Not at all satisfied ■ Not very satisfied ■ Somewhat satisfied ■ Very satisfied

Extremely high level of satisfaction (99%). Exceptionally high percentage of *very satisfied*.

Dissatisfied respondents (n=10)

The collection is: (n=10)	
Too frequent	35%
Not frequent enough	33%
DNK/DNA	32%

A collection twice a week would increase the level of satisfaction of 100% of respondents.

Ideal frequency: (n=3)	
Once every 2 weeks	80%
Once every 3 weeks	0%
Once per month	20%

Because the number of dissatisfied respondents is very small (10), the **data must be interpreted with caution**.

If you had two recycling bins, would you agree with recyclable waste collection every other week? (n=704)
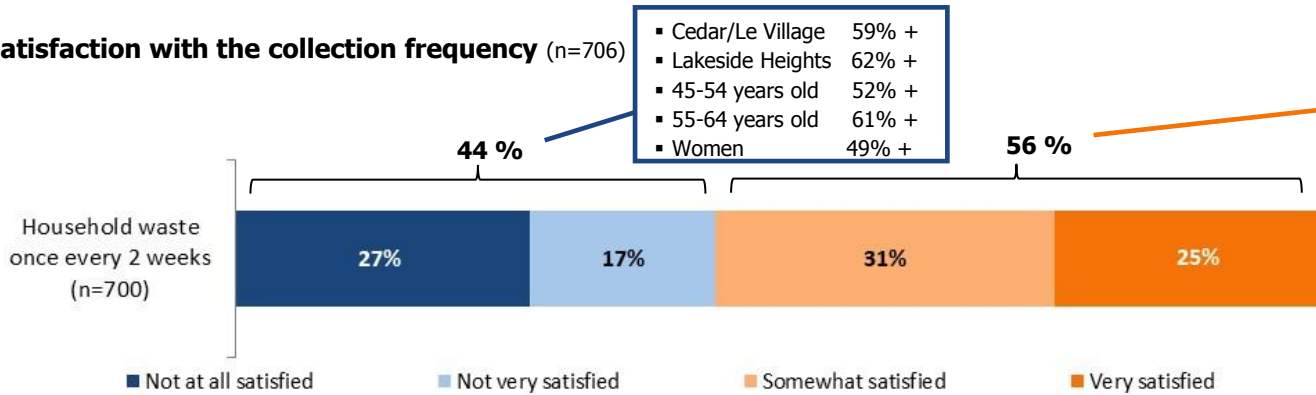
Yes	43%
No	55%
I already have two bins	1%
DNK/DNA	1%

- Cedar Park H. 55% +
- 18-44 years old   50% +
- 4+ occupants   48% +

- 55-64 years old   65% +

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5. Household Waste Collection

Satisfaction with the collection frequency (n=706)

	Cedar/Le Village	59% +
	Lakeside Heights	62% +
	45-54 years old	52% +
	55-64 years old	61% +
	Women	49% +

	Cedar Park H.	67% +
	Men	61% +
	18-44 years old	66% +
	1 occupant	66% +
	2+ pets	66% +

44 %　　　　　　　　　　　**56 %**

Household waste once every 2 weeks (n=700)

27%	17%	31%	25%

■ Not at all satisfied　■ Not very satisfied　■ Somewhat satisfied　■ Very satisfied

Mixed results. Moderate satisfaction level: 56%. There are more *not at all satisfied* than *not very dissatisfied*.
Note that homes with children are not significantly more dissatisfied than the average.

Dissatisfied respondents (n = 309)

The collection is: (n=309)	
Too frequent	0.3%
Not frequent enough	99%
DNK/DNA	1%

A collection once a week during the summer would increase the level of satisfaction of 92% of respondents.

Ideal frequency: (n=1)	
Once every 3 weeks	100%

Do you agree with weekly household waste collection during the summer, as was the case during the 2018 season? (n=700)

Yes	92%
No	8%

	Valois	16% +

No, because it would be: (n=55)	
Too frequent	70%
Not frequent enough	22%
DNK/DNA	9%

5.   Household Waste Collection

Should the City provide a roll-out bin for household waste, would you agree with collection every other week year round? (n=700)

The respondents are very divided on this subject: almost 50-50

48%

52%

- Yes
- No

Box (right):
- Northview   71% +
- 18-44 years old 60% +
- Active pop.   53% +
- 4+ occupants   55% +

Box (left):
- Cedar/Le village   64% +
- Cedar Park H.   64% +
- Lakeside Heights 67% +
- 55-64 years old   65% +
- Inactive pop.   58% +
- 2 occupants   58% +
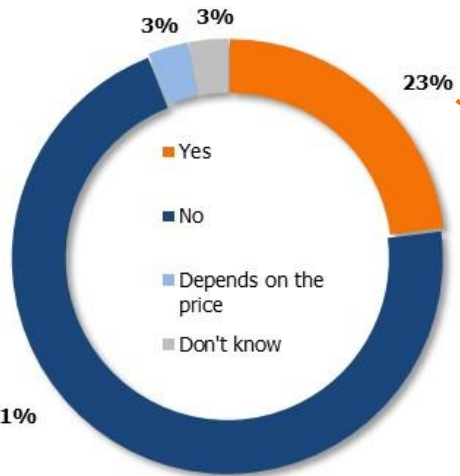- 1 pet   64% +

Would you agree with the implementation of a pickup pricing system for household waste? (n=700)

Less than a quarter of respondents agree with a pickup pricing system.

3% 3%

23%

71%

- Yes
- No
- Depends on the price
- Don't know

Box (left):
- Valois   67% +
- 55-64 years old   81% +
- Inactive pop.   79% +
- Women   75% +

Box (right):
- Northview   42% +
- Men   30% +
- 18-44 years old   33% +
- Active pop.   27% +
- 4+ occupants   29% +

6.   Organic Matter Collection

Satisfaction with the collection frequency (n=706)

• Cedar/Le Village 83% +	• Lakeside Heights 64% -
• 55-64 years old 80% +	• Northview 62% -
• 65+ years old 79% +	• 18-44 years old 68% -
• Inactive pop. 81% +	• Active pop. 71% -

Organic matter - green bin once a week (n=677)

1%	1%	23%	74%

Not at all satisfied — Not very satisfied — Somewhat satisfied — Very satisfied

Extremely high level of satisfaction (97%). Especially high percentage of *very satisfied*.

Dissatisfied respondents (n=19)

The collection is: (n=19)

Too frequent	38%
Not frequent enough	47%
DNK/DNA	15%

A collection once a week year round would increase the level of satisfaction of 76% of respondents.

Ideal frequency: (n=7)

Once every 2 weeks in winter	43%
Once every 3 weeks in winter	8%
Once per month in winter	49%

Because the number of dissatisfied respondents is very small, the **data must be interpreted with caution**.

If you had two organic waste bins, would you agree with collection every other week during the winter and weekly collection the rest of the year (spring, summer, fall)? (n=677)

Yes	63%
No	34%
I already have two bins	2%
DNK/DNA	1%

• Northview   75% +
• Women   67% +
• 18-44 years old   73% +
• Active pop.   68% +
• 4+ occupants   74% +

• 65+ years old   41% +
• Inactive pop.   39% +
• 2 occupants   42% +
• Men   39% +

7. Bulky Items Collection

Satisfaction with the collection frequency (n=706)

▪ Cedar Park H. 62% +	▪ Northview 39% -
▪ Residing 1-10 years 65% +	▪ Residing >10 years 49% -
▪ Inactive pop. 57% +	▪ Active pop. 49% -
▪ 2 occupants 58% +	
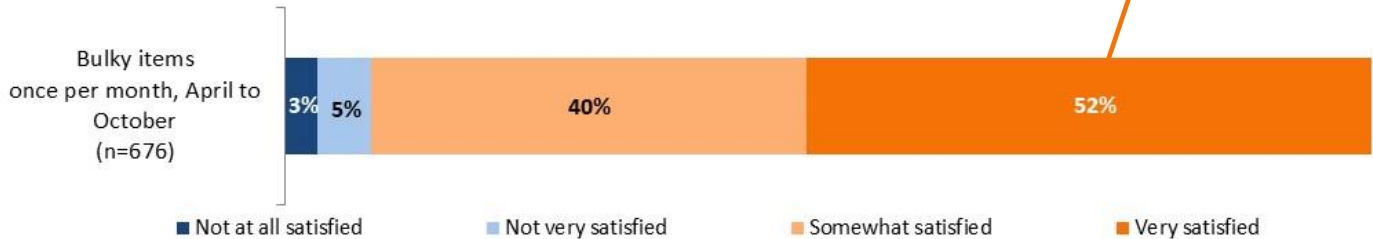
Bulky items once per month, April to October (n=676)

Not at all satisfied	Not very satisfied	Somewhat satisfied	Very satisfied
3%	5%	40%	52%

Very high level of satisfaction (92%). Higher percentage of *very satisfied* than *somewhat satisfied*

Dissatisfied respondents (n=51)

The collection is: (n=51)	
Too frequent	5%
Not frequent enough	93%
DNK/DNA	2%

Ideal frequency: (n=2)	
4 collections per year (twice per season)	31%
2 collections per year, for example in the spring and in the fall	69%

Ideal frequency: (n=48)	
12 collections a year (once a month)	64%
14 collections a year (twice a month from spring to fall)	36%

8. Upholstered Items Collection

Satisfaction with the collection frequency (n=706)

Upholstered items
3 collections : May, July
and September
(n=662)

Not at all satisfied	Not very satisfied	Somewhat satisfied	Very satisfied
4%	6%	41%	49%

Very high level of satisfaction (90 %). Higher percentage of *very satisfied* than *somewhat satisfied*
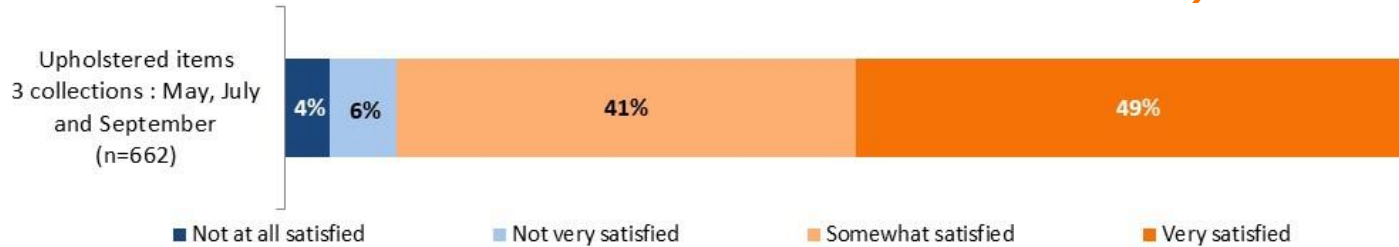
Dissatisfied respondents (n=64)

The collection is: (n=64)	
Too frequent	1%
Not frequent enough	94%
DNK/DNA	5%

Ideal frequency: (n=1)	
1 collection per year	100%

How many upholstered items per year do you expect to throw away? (n=703)

Less than 1 item per year	39%
1 item per year	31%
2 or 3 items per year	22%
4 items or more per year	5%
DNK/DNA	3%

▪ Inactive pop.   46% +

▪ Valois   41% +
▪ Cedar Park H.   48% +
▪ 18-44 years old 37% +
▪ Active pop.   36% +
▪ Men   37% +

▪ Seigniory   46% +

9. Seasonal Leaf Collection

Satisfaction with the collection frequency (n=706)
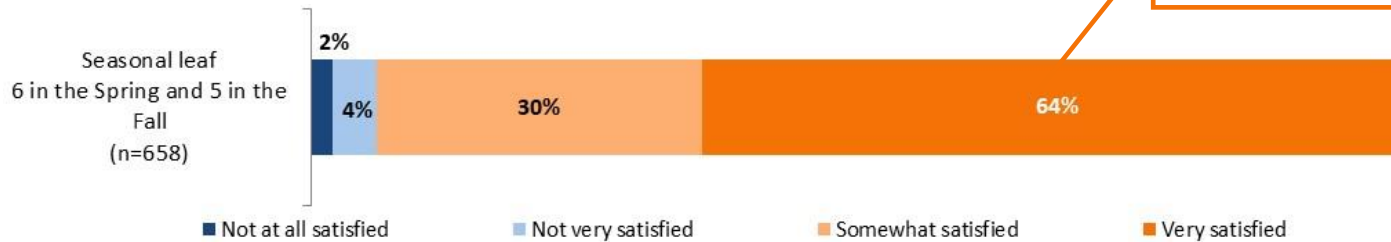
▪ Northview 79% +	▪ Lakeside 48% -
▪ Men 69% +	▪ Valois 41% -
▪ 18-44 yrs old 67% +	▪ Women 60% -
▪ 4+ occupants 70% +	▪ 55-64 yrs old 54% -
	▪ 2 occupants 58% -

Seasonal leaf
6 in the Spring and 5 in the
Fall
(n=658)

2%	4%	30%	64%

■ Not at all satisfied   ■ Not very satisfied   ■ Somewhat satisfied   ■ Very satisfied

Very high level of satisfaction (94 %). Significantly higher percentage of *very satisfied* than *somewhat satisfied.*
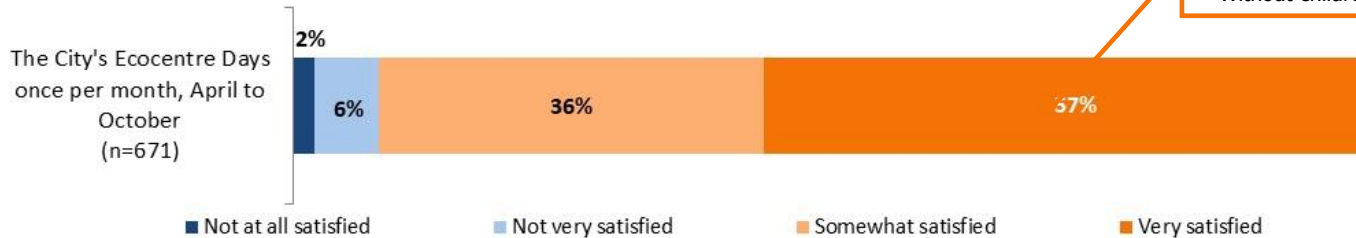
Dissatisfied respondents (n=39)

The collection is: (n=39)	
Too frequent	10%
Not frequent enough	77%
DNK/DNA	13%

Ideal frequency: (n=4)	
6 collections a year distributed in the spring and fall	0%
4 collections a year	20%
No dedicated collection, so you put them in the green bin if necessary or in your home composter	80%

Ideal frequency: (n=30)	
20 times, meaning every other week collections from spring to fall	47%
52 times, meaning weekly collections with organic matter, i.e. always allowing a container next to the green bin	53%

10. The City's Ecocentre Days

Satisfaction with the frequency of Ecocentre Days (n=706)

Stacked bar for "The City's Ecocentre Days once per month, April to October (n=671)":
- Not at all satisfied: 2%
- Not very satisfied: 6%
- Somewhat satisfied: 36%
- Very satisfied: 57%

Legend: ■ Not at all satisfied ■ Not very satisfied ■ Somewhat satisfied ■ Very satisfied

Callout box:
- Lakeside   40% -
- With children   50% -
- Without children 60% +

Very high level of satisfaction (92%). Higher percentage of *very satisfied* than *somewhat satisfied*.

Dissatisfied respondents (n = 51)

The collection is: (n=51)	
Too frequent	4%
Not frequent enough	95%
DNK/DNA	1%

Ideal frequency: (n=48)	
9 days a year	19%
12 days a year	81%

Ideal frequency: (n=2)	
6 days a year distributed in the spring and fall	34%
4 days a year	31%
2 days a year	34%

Did you know that you have free access to all Montréal Ecocentres? (n=706)

Yes	51%
No	49%

- Oneida   63% +
- Residing >10 years 52% +
- Active pop.   52% +
- 3 occupants   60% +

- Cedar Park H.   61% +
- Residing 1-10 years 61% +
- Inactive pop.   56% +
- 2 occupants   57% +

Are you using Montréal Ecocentres? (n=359)

Yes	51%
No	48%
DNK/DNA	1%

- Cedar Park H. 65% +
- Men   58% +
- Active pop.   62% +

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11. Communications from the City of Pointe-Claire

- Extremely high satisfaction level regarding paper communication tools (96%). There are three times more *very satisfied* than *somewhat satisfied*.

- Very high satisfaction for the other three tools: web, Waste Management Squad and briefing sessions (87% to 89%). For the web and briefing sessions, the proportion of *very satisfied* and *somewhat satisfied* is rather similar. For Squad, there are more *very satisfied* than *somewhat satisfied*.

11. Communications from the City of Pointe-Claire

Satisfaction with the following aspects: (n=706)

Significant differences - *very satisfied* response

Paper communication tools (collection guide, courtesy notices, collection schedule) (n=705)
- 1%
- 3%
- 24%
- 72%

- Northview — 86% +
- Residing >10 years — 75% +
- No children — 77% +

Web communication tools (website, search by topic module on the city's website) (n=554)
- 3%
- 10%
- 41%
- 45%

- 65+ years old — 57% +
- Inactive pop. — 55% +

Waste Management Squad – that goes door to door to help people manage waste (n=482)
- 5%
- 7%
- 32%
- 57%

- Northview — 69% +
- 18-44 years old — 68% +
- 4+ occupants — 64% +

Briefing sessions held annually to promote waste management (n=423)
- 5%
- 6%
- 44%
- 45%

- Northview — 64% +
- No children — 49% +

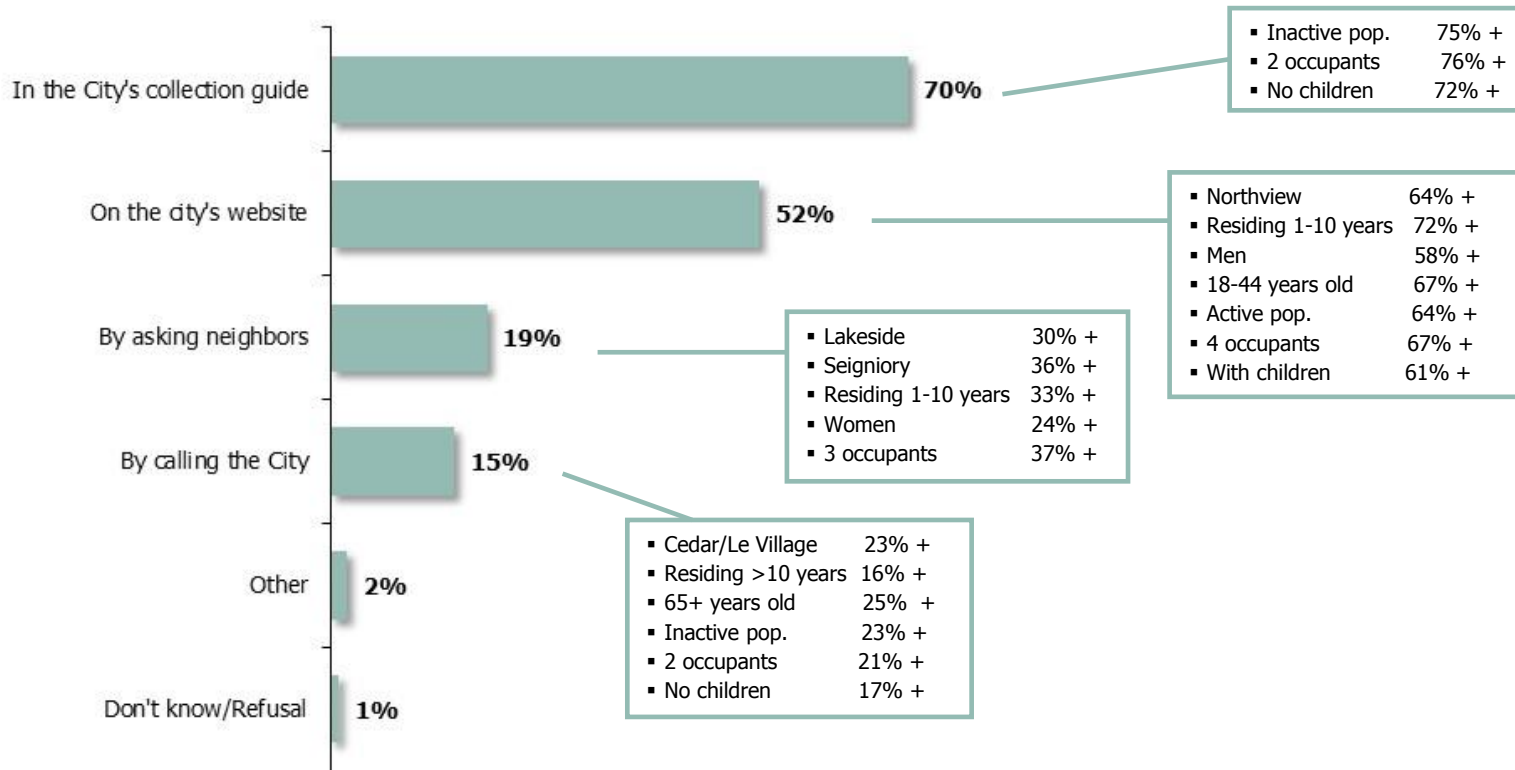Legend: ■ Not at all satisfied ■ Not very satisfied ■ Somewhat satisfied ■ Very satisfied

Excluding *Don't know* and *Refusal* responses

11. Communications from the City of Pointe-Claire

- Respondents search for information on waste management mainly in the City's Waste Collection Guide (70%) and on the City's website (52%).

- A considerable percentage seek answers by asking neighbours or calling the City.

Where are respondents looking for information on waste management? (n=706)

In the City's collection guide — 70%
- Inactive pop.   75% +
- 2 occupants   76% +
- No children   72% +

On the city's website — 52%
- Northview   64% +
- Residing 1-10 years   72% +
- Men   58% +
- 18-44 years old   67% +
- Active pop.   64% +
- 4 occupants   67% +
- With children   61% +

By asking neighbors — 19%
- Lakeside   30% +
- Seigniory   36% +
- Residing 1-10 years   33% +
- Women   24% +
- 3 occupants   37% +

By calling the City — 15%
- Cedar/Le Village   23% +
- Residing >10 years   16% +
- 65+ years old   25% +
- Inactive pop.   23% +
- 2 occupants   21% +
- No children   17% +

Other — 2%

Don't know/Refusal — 1%

12. Comments and Suggestions

Comments or suggestions regarding waste management in the City of Pointe-Claire (n=706)	
Weekly household waste collection year round	16%
Better communication (brochures, email, Internet, etc.) of the services (collection, use of bins, etc.)	8%
Weekly household waste collection during the summer	3%
Satisfied / good / good job	3%
More leaf collections in the fall	3%
Return bins in the right place (do not throw them, not in the driveway, etc.)	2%
More collection services (unspecified)	2%
Ecocentre: more accessible, more bins (recycling, household, gardens)	2%
Weekly recyclable material and household waste collection	2%
Pickup must be punctual (same date, day, time, season, etc.)	2%
Find a good container that is animal and odour proof	2%
Other comments	19%
No comment	48%

Only mentions that gathered 2% or more are presented.

- Oneida   24% +
- 45-54 years old   23% +
- Women   21% +

- Lakeside Heights 17% +
- Northview   16% +
- Men   11% +

- Seigniory   16% +

- Valois   6% +
- 45-54 years old   5% +

- Valois   11% +
- 1 occupant   8% +

- Cedar Park H.   60% +
- Oneida   59% +
- 65+ years old   57% +
- Residing 1-10 years 60% +
- Inactive pop.   54% +