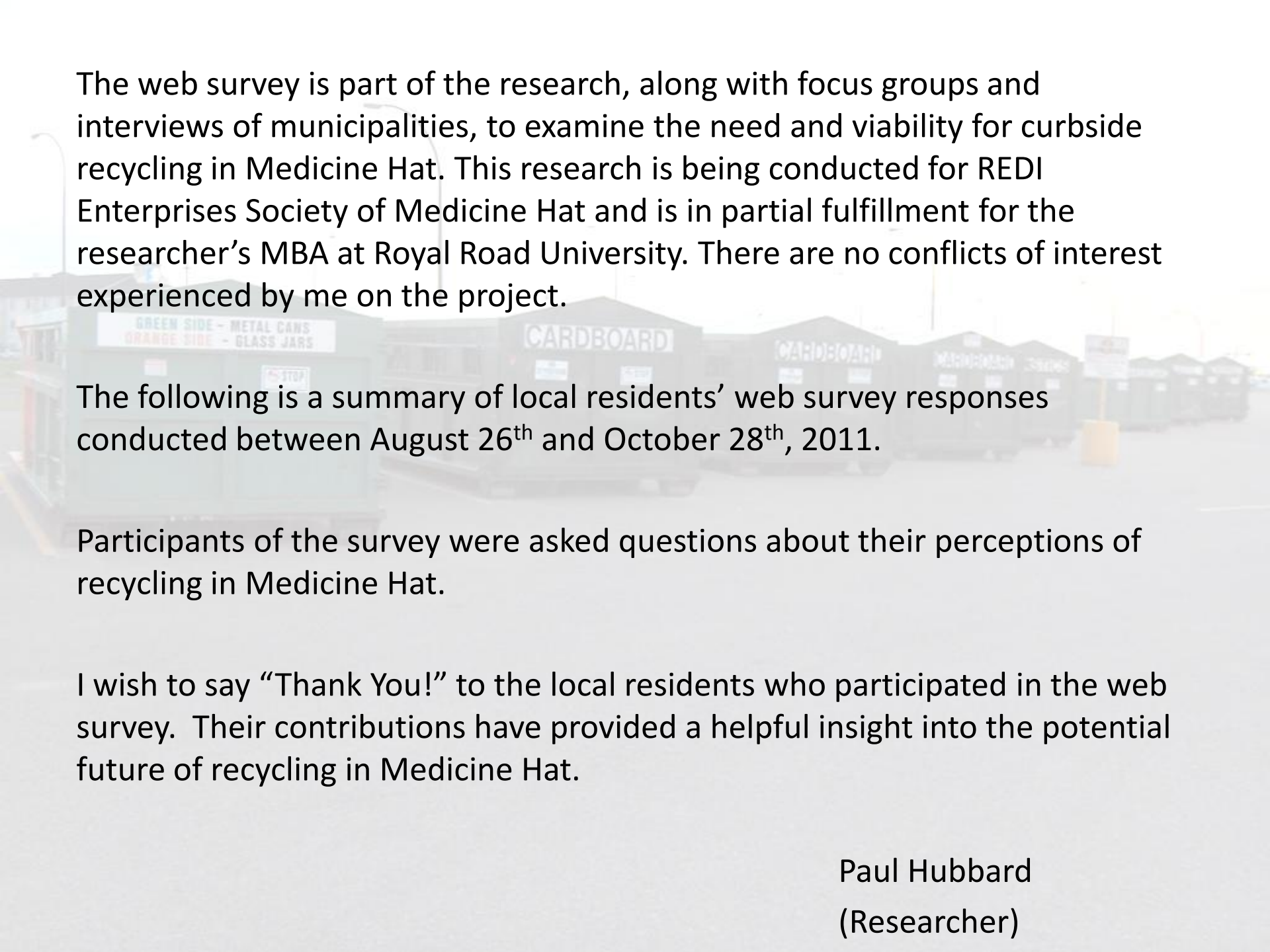


# Web Research Summary Report Curbside Recycling in Medicine Hat

**October 28, 2011**

**603 Respondents to  
Web Survey**





The web survey is part of the research, along with focus groups and interviews of municipalities, to examine the need and viability for curbside recycling in Medicine Hat. This research is being conducted for REDI Enterprises Society of Medicine Hat and is in partial fulfillment for the researcher's MBA at Royal Road University. There are no conflicts of interest experienced by me on the project.

The following is a summary of local residents' web survey responses conducted between August 26<sup>th</sup> and October 28<sup>th</sup>, 2011.

Participants of the survey were asked questions about their perceptions of recycling in Medicine Hat.

I wish to say "Thank You!" to the local residents who participated in the web survey. Their contributions have provided a helpful insight into the potential future of recycling in Medicine Hat.







Paul Hubbard  
(Researcher)

# What's being recycled on a regular basis:

Response	Chart	Percentage
Paper / Boxboard (i.e. cereal box)		88%
Cardboard		87%
Plastics		83%
Beverage Containers		96%
Metals/White Goods (Appliances)		36%
Aluminum/Tin Cans		78%
Glass		68%
Paint		24%
Tires		22%
Wood Waste		14%
Other, please specify:		9%
Newspaper		72%

**96 % of respondents are aware of the recycling activities in their community.**






# Reasons for not regularly recycling...

Response	Chart	Percentage
Convenience		19%
Space		15%
Time		16%
Interest Level		4%
More information		3%
Other, please specify:		3%

## Other reasons offered by respondents for not regularly recycling:





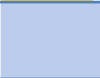

- No recycling bins in our area – Redcliff, NE Crescent Heights, Southridge, Co-op NE
- There is no curbside pick-up
- We do not have enough material to recycle
- We are not able to get to the City depots; we do not have a car
- Our apartment has no room for recycling
- Recycling is not worth my time

# Is More Information Required to Recycle More?

Response	Chart	Percentage
Strongly Agree		32%
Agree		27%
Neutral		27%
Disagree		9%
Strongly Disagree		5%

59% of respondents either agree or strongly agree that more information is required for them to recycle more

# At which depot do you recycle?

Response	Chart	Percentage
Medicine Hat Mall Depot		20%
Shamrock Bottle Depot		26%
Kipling Street Depot		19%
South Railway Depot		16%
Other, please specify:		17%
I/we do not recycle		2%

- 26% of respondents recycle at the Shamrock Bottle Depot
- Other responses included using multiple depots and the municipal solid waste facility
- In a separate question 82% of respondents were very satisfied or satisfied with the recycle depot service

# How to Improve Depot Service

- **Survey respondents would improve the recycle depot service through:**
  - More frequent pick-ups; bins are always full
  - More depots to drop off recycling
  - Better depot cleanliness, fencing around sites and parking
  - Add Styrofoam as an accepted recycled material
  - Expand to take electronic waste, batteries and paint
  - The recycle depot bins need bigger holes and the rubber flaps in the holes are too heavy
  - We need more signs on the depot bins with pictures of accepted material





# Need for Styrofoam drop off

Response	Chart	Percentage
Yes		92%
No; Why?		8%

**Survey respondents who do not want Styrofoam drop off said:**




- We try to avoid Styrofoam
- We do not have enough Styrofoam to warrant the need
- Styrofoam drop off would increase the recycle fee

# Time spent recycling

Response	Chart	Percentage
Once a day		21%
Once a week		63%
Two times a week or more		12%
I/We do not recycle		4%

- 63% of survey respondents recycle once a week

# Would you recycle more if...

Response	Chart	Percentage
Recycle depot closer to my home		10%
There were curbside pickup		64%
Other, please specify:		26%

## Other comments from survey respondents included:






- We are satisfied with current recycling depot service
- We need more space at home for recycling
- We would like more materials accepted – i.e. Styrofoam
- There should be more electronics recycle days/events
- The City should pay us to recycle
- We need to be convinced that curbside can be a cost effective service

# The need for curbside recycling...

Importance	Chart	Percentage
Very Important		46%
Important		20%
Somewhat important		9%
Not sure		6%
Not at all Important		18%

- 66% of survey respondents thought curbside recycling was very important or important for Medicine Hat
- 18% of survey respondents wanted to retain the recycling depot service and/or did not want to have curbside recycling




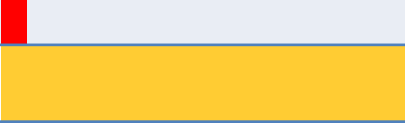

# How much of a recycling fee Survey Respondents would pay?

Response	Chart	Percentage
Up to \$5 per month		28%
Up to \$7 per month		15%
Up to \$10 per month		15%
Keep the charge the same		32%
I am willing to pay, please specify:		10%

## Survey Respondents were willing to pay:

- Nothing; do not want curbside service
- Equal to what we pay a private business now
- No more than \$25 for both solid waste and recycling services






# What is your awareness/attitudes towards recycling?

Response	Chart	Percentage
It's just the right thing to do		9%
It's good for the environment		9%
It helps the municipality in their waste diversion strategy		4%
All of the above		76%
None of the above, please explain:		2%

## Survey Respondents also commented:

- Recycling reduces the need for the production of raw materials for new resources

# Where do residents get information about recycling?

Response	Chart	Percentage
Radio		11%
Cable Television		2%
Newspaper		38%
Family or Friends		19%
Other, please specify:		30%

## Other places where Survey Respondents get their information include:

- The City's recycle phone hotline, brochures and website
- Get it from work
- From Twitter or Facebook

# What do you think?

Contact Paul Hubbard at:

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