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# City of Saskatoon Garbage Collection Survey Caswell Hill and Mayfair Survey Results

July 2009



# Garbage Collection Survey

## Summary of Garbage Collection Survey in Caswell Hill and Mayfair

### Fast Consulting

Fast Consulting has two decades of experience conducting quantitative and qualitative public opinion research and community engagement projects based on community input and perspective. We are a member of the Marketing Research and Intelligence Association (MRIA) and the Institute of Certified Management Consultants.

### Background and Objectives

Between June 25<sup>th</sup> and July 16<sup>th</sup>, 2009, Fast Consulting conducted an opinion survey with residents of Caswell Hill and Mayfair that were receiving front street garbage collection (as opposed to back lane pick up) at that time. Residents that were receiving back lane waste collection were not surveyed since front lane collection is not an option. The objective of the survey is to determine if residents, who have experience with both methods, prefer front street garbage collection or rear lane collection.

Because the majority of households in Caswell Hill had not been converted to front street pickup due to operational issues related to collecting garbage in the front, we contacted and interviewed residents of households primarily in the northwest quadrant of Caswell Hill who were receiving front street pickup.

A database of telephone numbers was constructed by ASDE and Fast Consulting for this project with the goal of conducting surveys with as many front street collection residents as possible<sup>1</sup>. This database correlated available telephone listings with street blocks in the area that were receiving front street pickup at the time of the survey. The database included land-line telephone numbers only; no cellular telephones. Also note, there is no definitive way of establishing whether households on qualified blocks have telephone service or not.

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<sup>1</sup> Fast Consulting worked with ASDE Survey Sampler to construct the neighbourhood data base of telephone numbers. ASDE Survey Sampler provides consumer and business telephone samples exclusively to professional survey research businesses and academic organisations in Canada. Fast Consulting has subscribed to ASDE for more than a decade.

In Caswell Hill 355 telephone numbers were found by ASDE that correlated with the blocks that were receiving front street collection and 151 surveys were completed by Fast Consulting with those households.

In Mayfair 1066 telephone numbers were found by ASDE that correlated with the blocks that were receiving front street collection and 543 surveys were completed by our company with those households.

Each telephone number in our data base was attempted a minimum of 5 times – on different days and at different times - to maximize our ability to complete an interview at that number.

The survey questionnaire consisted of a:

- Brief introduction from our firm, an explanation of the survey, and assurance of confidentiality
- Qualifying question to confirm that the respondent was receiving front street garbage collection
- Question regarding whether the household preferred to remain with front street garbage collection or preferred rear lane individual roll out cart garbage collection

We recommended that the question regarding collection preference be prefaced by an explanation of what rear lane pickup would entail, as it will involve changing to the same individual roll out carts used for front street pickup and moving away from the large bin method previously used by the households (see actual questionnaire attached to this report).

Even though we attempted to speak with as many households that received front street collection as possible, we were not able to establish contact with them all, so there is a margin of error associated with the survey. Overall it is +/- 3.7% at the 95% confidence level; by individual neighbourhood it is +/- 7.9% for Caswell Hill and +/- 4.2% for Mayfair.

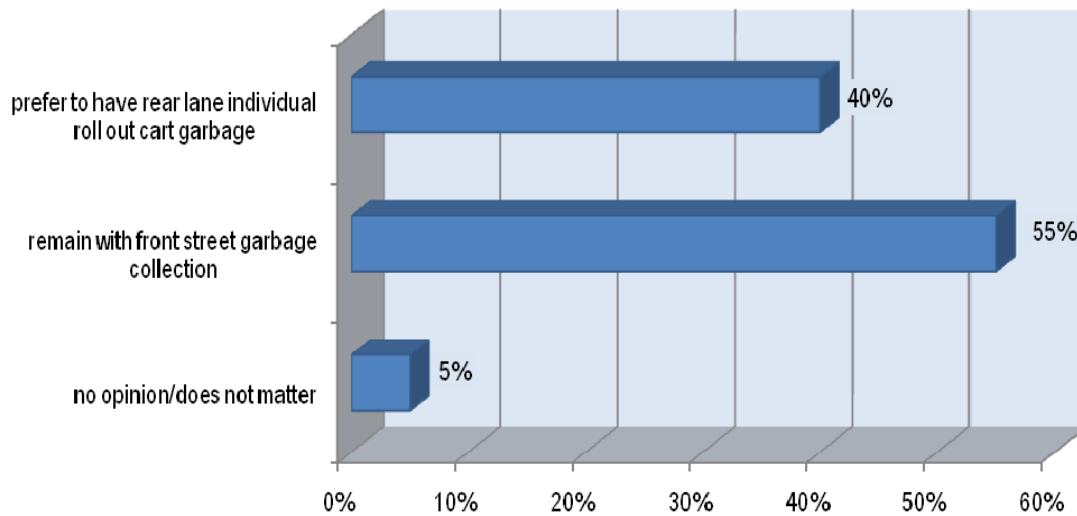
Interviews were conducted from our call centre at times that were appropriate and convenient for respondents – between the hours of 8:00 a.m. and 9:00 p.m. on weekdays and between the hours of 10:00 a.m. and 4:00 p.m. on weekends. Each telephone number in our data base was attempted a minimum of 5 times – on different days and at different times - to maximize our ability to complete an interview at that number.

## Call Outcome

	Caswell Hill	Mayfair	Overall %	Overall Total
Interviews completed	151 (43%)	543 (51%)	49%	694
Respondent refused	34 (10%)	137 (13%)	12%	171
No response / Voice Mail	65 (18%)	219 (21%)	20%	284
Number not in Service / Business	27 (8%)	115 (10%)	10%	142
Respondent at number not qualified to participate (not receiving front street pickup)	78 (21%)	52 (5%)	9%	130
<b>Total</b>	<b>355</b>	<b>1066</b>	<b>100%</b>	<b>1421</b>

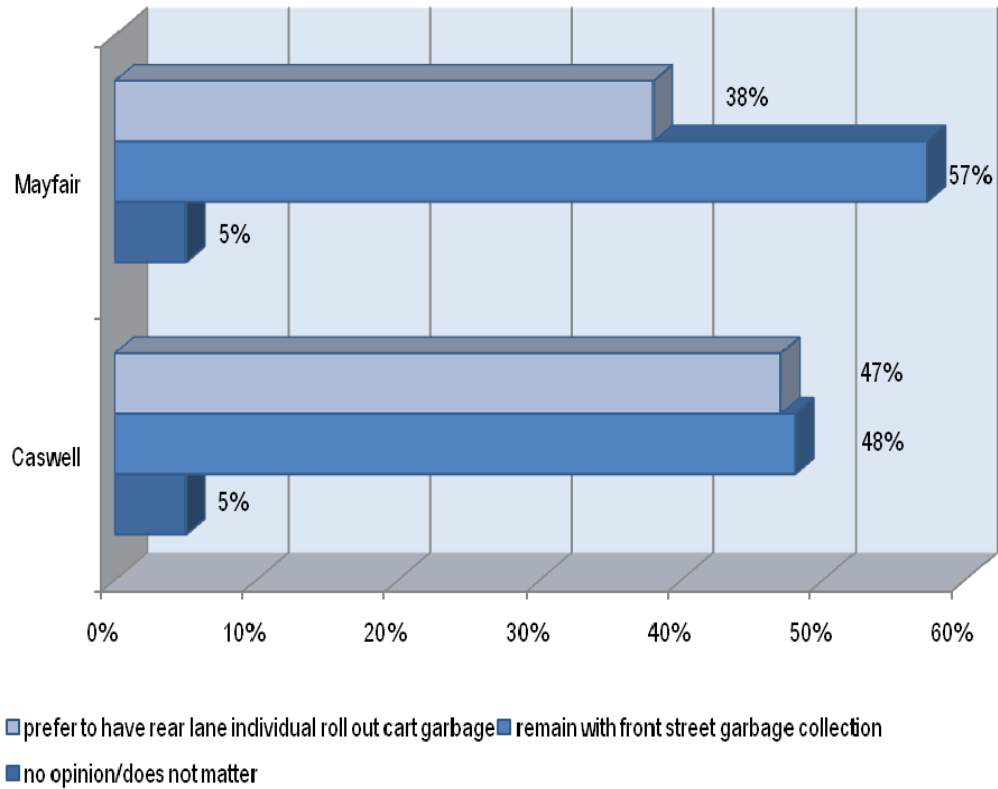
# Results

**Question** Does your household prefer to remain with front street garbage collection or do you prefer to have rear lane individual roll out cart garbage collection?



Taken together, the majority (60%) of households in Caswell Hill and Mayfair that currently receive front street garbage collection, either prefer to remain with front street garbage collection (55%) or have no preference (5%).

### Preference for Collection Method by Neighbourhood



Looked at individually by neighbourhood, the majority (62%) of households in Mayfair that currently receive front street garbage collection, either prefer to remain with front street garbage collection or have no preference, while residents of Caswell Hill show relatively equal preference for front street and rear lane pickup.

# SURVEY INSTRUMENT

Hello, my name is \_\_\_\_\_ and I'm calling from Fast Consulting, a professional public opinion research firm based in Saskatoon. We are calling on behalf of the City of Saskatoon to conduct a one question poll with people in your neighbourhood related to garbage collection. The information we collect is kept strictly confidential and none of the answers you provide will be attributed to you personally. May I conduct it with you now?

*(If respondent declines, ask if there is a more convenient time to call back, or if there is someone else in their home that could participate in the survey.)*

Are you 18 years of age or older?

Yes - (Continue)

No - May I speak with someone who is? (Repeat Introduction)

Do you currently receive garbage collection from the front street?

Yes - (Continue)

No - Thank you today we are speaking with residents who receive front street garbage collection. (End call)

1. Your household was recently converted to an individual roll out waste cart. This phone survey is to determine if you prefer front street or rear lane collection for your household.

Rear lane collection, like front street collection, means your individual cart must be removed from its designated pick up location within 24 hours of collection and placed back on your property. It also means that you must place your cart on only one side of the alley, to be determined by the best operational choice, usually on the side with the telephone poles.

Rear lane collection also means you might have to modify your gate at your expense for the cart to fit through, the cart is 2 feet wide and 3 feet tall.

Does your household prefer to remain with front street garbage collection or do you prefer to have rear lane individual roll out cart garbage collection?

- 1) We prefer to remain with front street garbage collection
- 2) We prefer to have rear lane individual roll out cart garbage collection
- 3) Do not have rear lane access - DO NOT READ
- 4) No opinion/Does not matter - DO NOT READ

2. Thank you, do you currently rent or own your home?

- 1) Rent
- 2) Own
- 3) Other

*This is the end of our survey interview. Thank you very much for your time and your opinion. They are important and appreciated.*