
PRESS RELEASE
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**MAJORITY OF CALGARIANS
RECYCLE AT LEAST ONCE
A WEEK OR MORE OFTEN.**

**MAJORITY OF CALGARIANS
APPROVE OF THE \$8 MONTHLY FEE
FOR COLLECTING RECYCLABLES.**

Calgarians' Recycling Behavior

2009 Results – Overall

- Nearly six-in-ten (59%) of Calgarians recycle materials including cans, bottles, newspapers, or glass at least once a week. This includes residents that recycle once a week (27%) and those that recycle on a daily basis (32%).
- Over one-half (56%) of Calgarians approve of the \$8 monthly fee being charged by The City of Calgary to collect recyclables such as newspapers, food cans, glass and plastics directly from their home. This figure includes 33% who "strongly approve" and 23% who "somewhat approve." Interestingly, 3 out of 10 Calgarians "strongly disapprove" of the monthly fee.

2009 Results – By Demographic

- People 45 years of age and older are the most likely to disapprove of paying the \$8 monthly fee for The City of Calgary to pick up recycling from their homes (49%) compared to people 44 years of age or younger (30%).
- Females were more likely to approve of paying the \$8 monthly fee compared to males (63% vs. 49%, respectively).

Comparison to 2008 Results

- Compared to 2008, there has been a significant increase in the number of Calgarians who recycle on a daily basis (from 24% in 2008 to 32% in 2009).
- In viewing this year's data compared to 2008, the proportion of Calgarians who approve and disapprove of the \$8 monthly fee remains similar. However, when looking at the residents who "disapprove" of the fee, a significant increase can be seen in the proportion of those who "strongly disapprove" compared to last year (from 23% in 2008 to 30% in 2009).

How often do you recycle materials including cans, bottles, newspapers, or glass? Do you recycle once a year, once every three months, once a month, once a week, daily, or do you never recycle?		
	April 2008 (n=500)	March 2009 (n=300)
Daily	24%	32%
Once a week	27%	27%
Once a month	30%	23%
Once every three months	14%	10%
Once a year	2%	4%
Don't know / Never	5%	4%

may not total 100% due to rounding

Do you approve or disapprove of paying a fee of \$8 a month to have The City of Calgary collect recyclables such as newspapers, food cans, glass and plastics from your home?		
	April 2008* (n=500)	March 2009 (n=300)
Approve	57%	56%
Strongly approve	34%	33%
Somewhat approve	23%	23%
Disapprove	37%	38%
Somewhat disapprove	14%	8%
Strongly disapprove	23%	30%
DK/REF	6%	6%

May not total 100% due to rounding

**note that in 2008, the question wording was slightly different, "How much would you approve or disapprove of paying a fee of up to \$8 a month to have The City of Calgary collect recyclables such as newspapers, food cans, glass and plastics from your home?" with the response options of 'Strongly Approve,' 'Moderately Approve,' 'Moderately Disapprove,' and 'Strongly Disapprove.'*

Methodology:

This Leger Marketing opinion poll was conducted by telephone among a random selection of 300 Calgarians, March 18th to 31st, 2009. The maximum margin of error for a sample of this size is **± 5.7%**, 19 times out of 20.

For more information, please contact:

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