



Survey 17 Results Holiday Waste & Recycling

February 2024



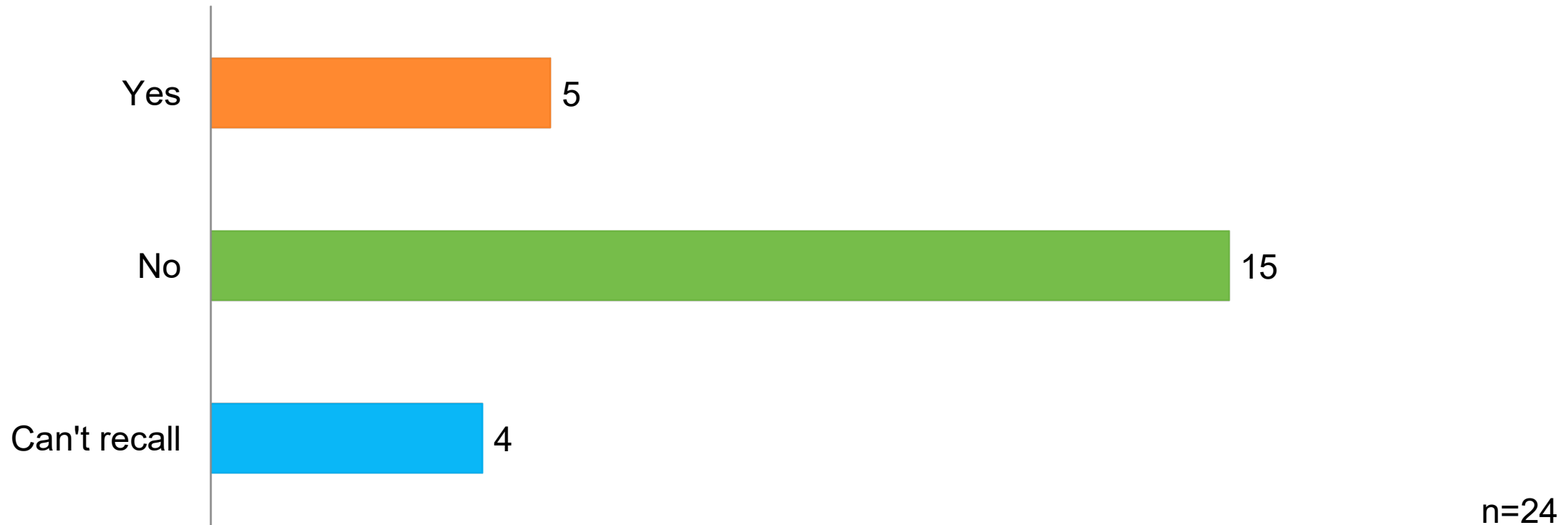
Holiday Waste & Recycling

The amount of waste generated during the holidays increases by approximately 25% compared to other times of the year.

A previous City Influencer survey asked about thoughts and behaviours related to holiday waste. Based on the feedback from that survey, the waste diversion team increased waste diversion messaging shared with thousands of residents each week. We want to determine how awareness and behaviours related to holiday waste are changing.

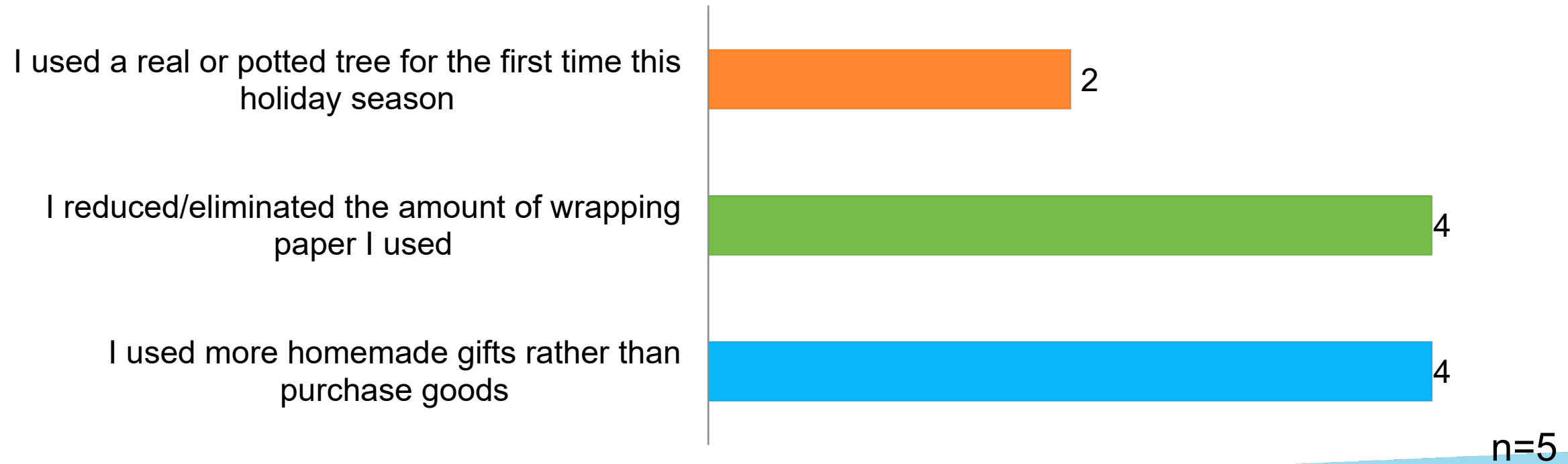
Results

Did you complete our survey about holiday waste last year?



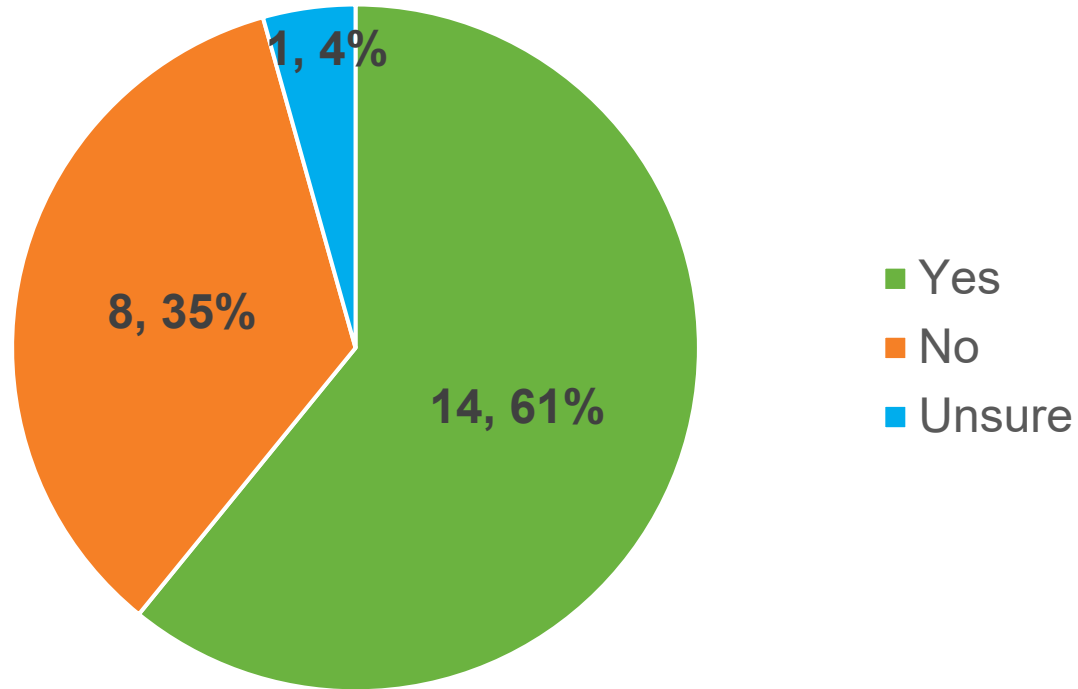
Results

For those who completed the survey, have any of your behaviours around reducing waste changed over the past year? Participants could select all that applied.



Results

Does your household subscribe to the weekly notifications from the City about your curbside waste recycling?

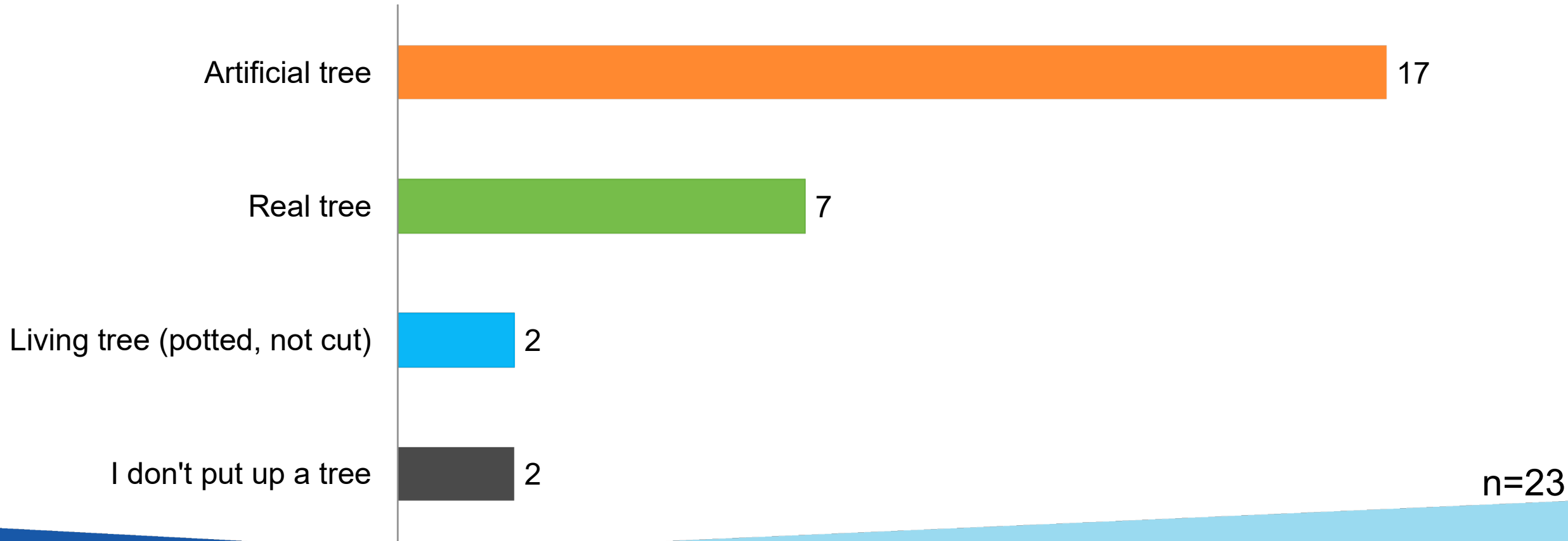


n=23



Results

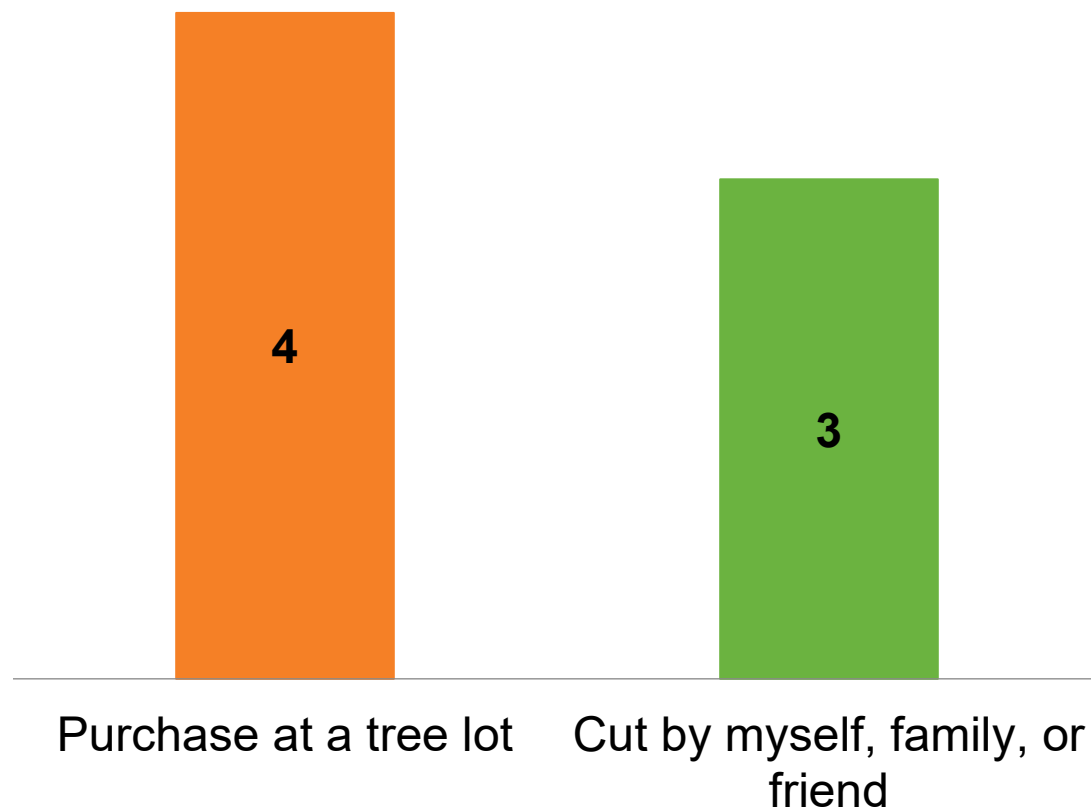
If you/your household put up a Christmas tree(s), what type of tree do you use? Participants could select all that apply.



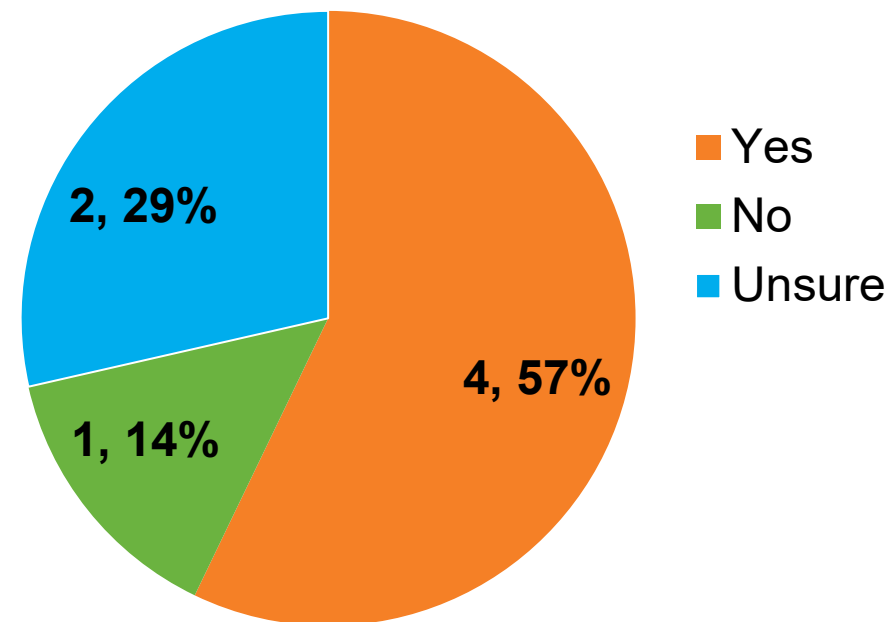
Results

For those that use a real tree:

What type of real tree do you use?



Are you aware that the City provides a free tree drop-off area after the holidays?

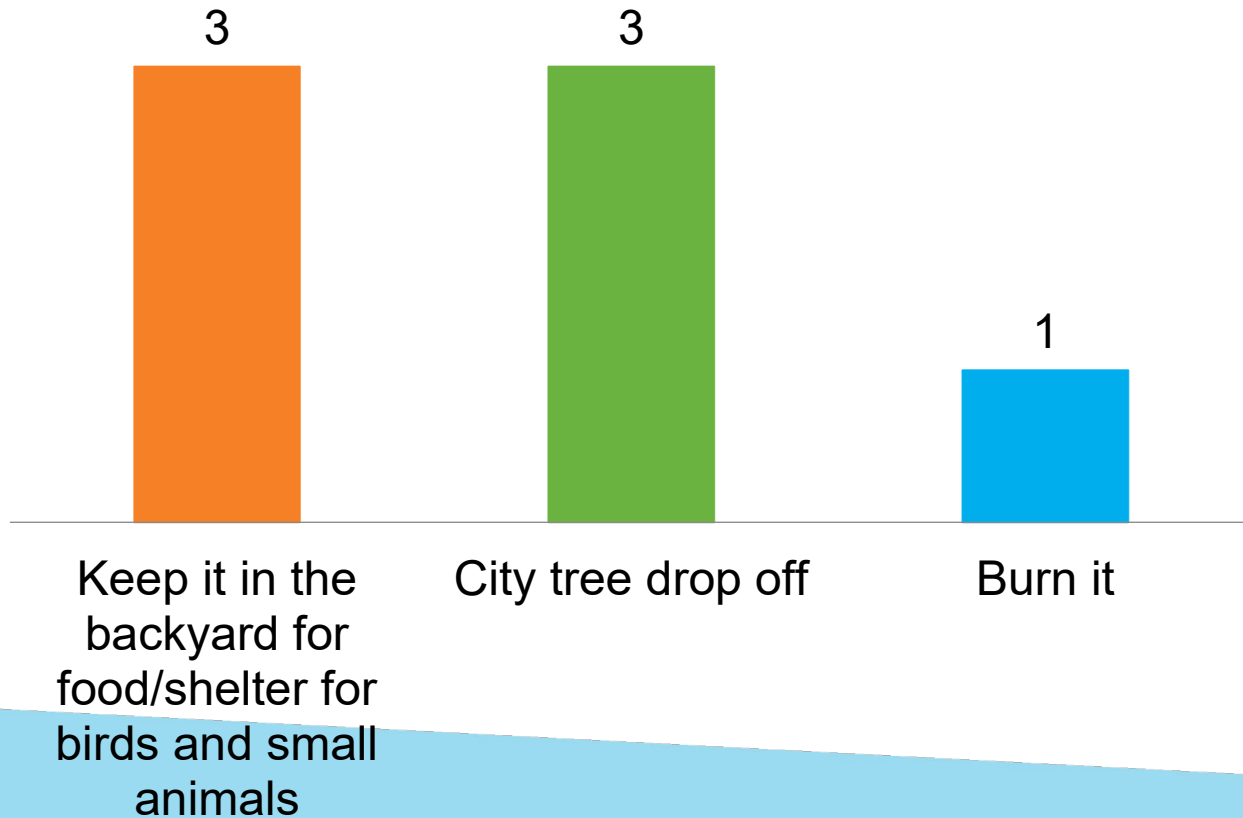


n=7

Results

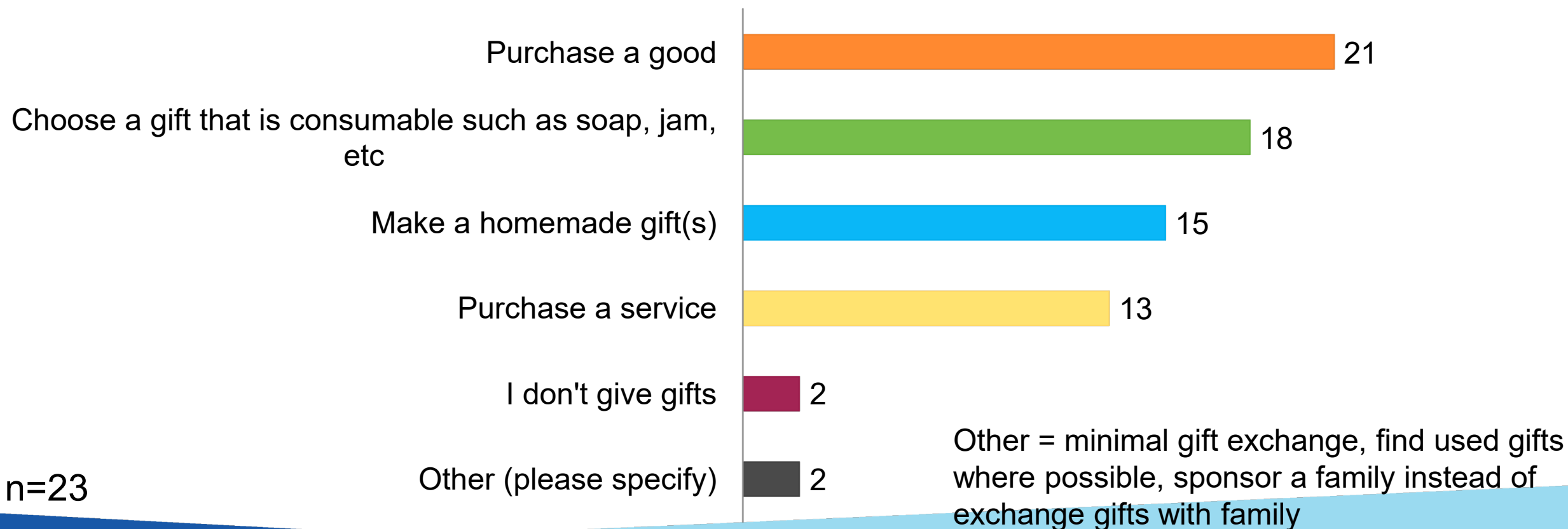
For those that use a real tree:

When you take down your real tree, how do you dispose of it?



Results

When choosing gifts for family and friends, which of the following do you do?
Participants could select all that apply.



Results

When wrapping gifts, which of the following do you choose? Participants could select all that apply.

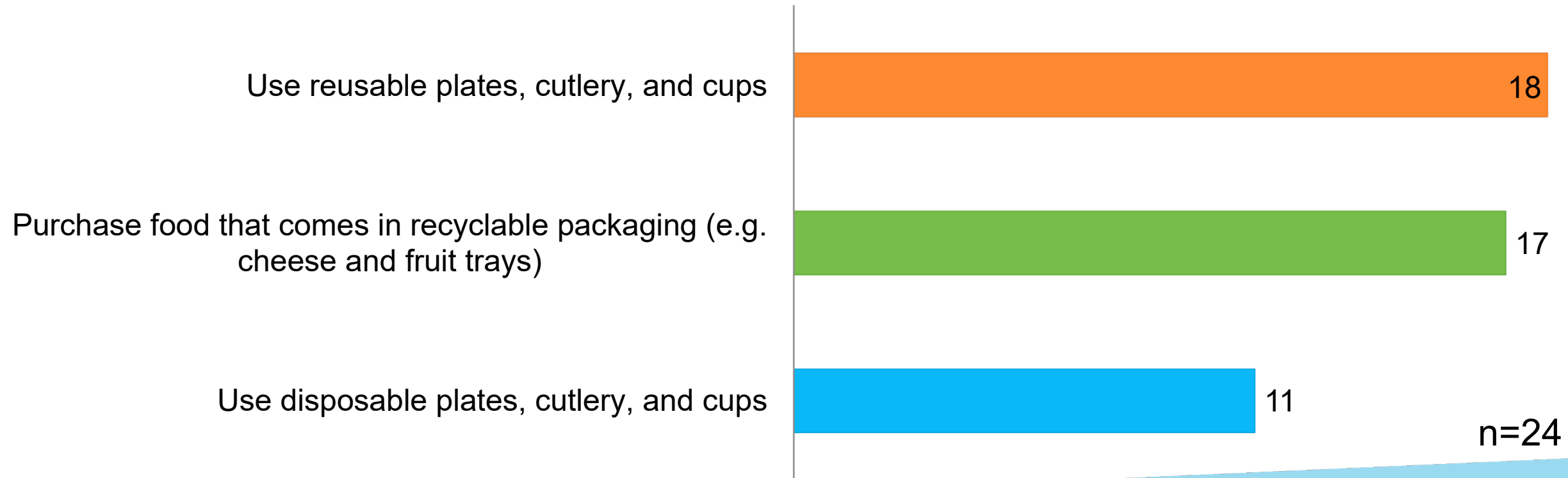


n=24

Other = same bag given at purchase, reused wrapping paper, e-gift cards

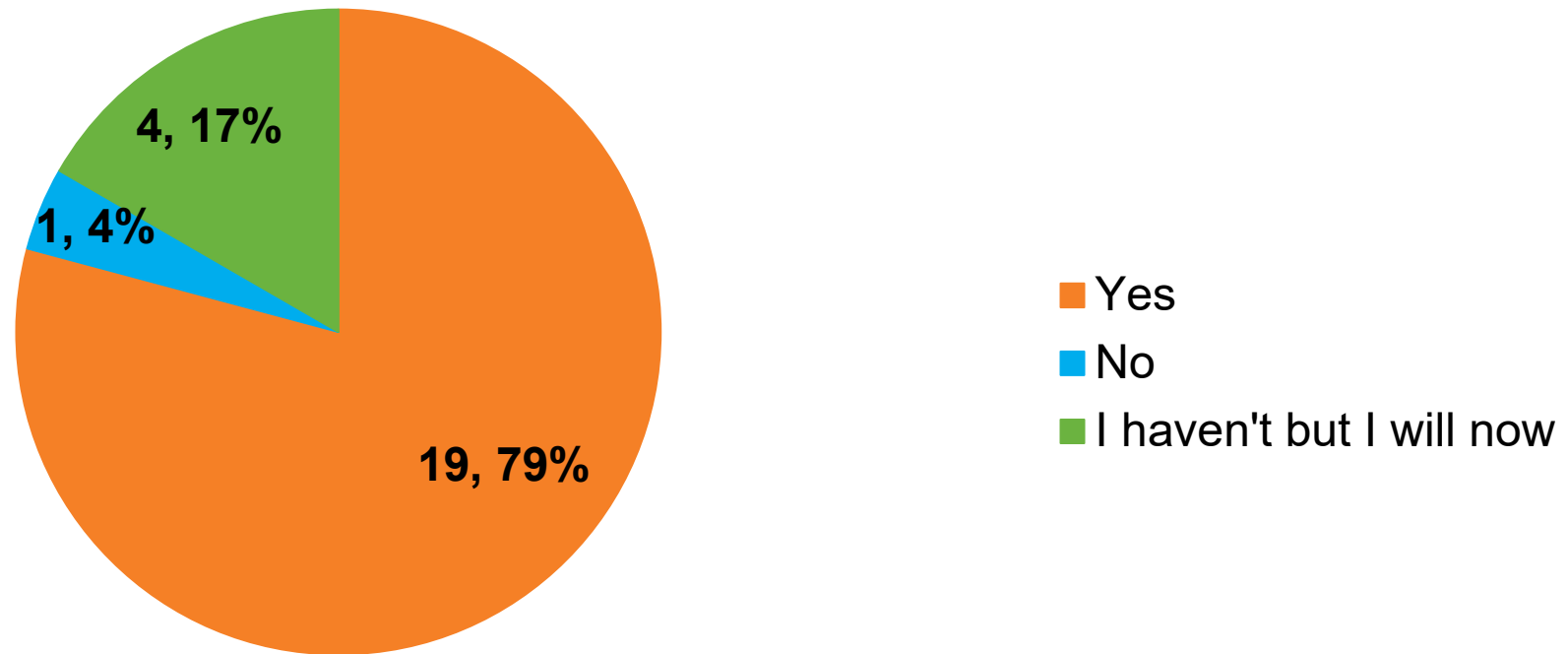
Results

When preparing to host a gathering or party, which of the following do you do?
Participants could select all that apply



Results

When purchasing items for gifts or gatherings, do you think about how it will be disposed of at its end of life?



n=24

Results

Do you have any other feedback about holiday waste and recycling that you would like to share? (1/2)

- During the week after Christmas, the city should allow residents to put bags that won't fit in bin on the curb. This will prevent illegal dumping. During Christmas a lot of people have more garbage.
- I want curb-side composting to be an option/free compost bins for any household that wants one!
- Waste disposal procedures help keep the environment clean, but it also makes the community's overall health standards better. With waste being properly disposed of, our environment is cleaner, meaning there are fewer health risks and hazards.
- Cardboard boxes are easily recyclable, so long as you break them down and remove any excess tape. Or, you can use them as donation boxes and use this program to ship goods you no longer need at no cost to you.

Results

Do you have any other feedback about holiday waste and recycling that you would like to share? (2/2)

- Using recovered material generates less solid waste. Recycling helps to reduce the pollution caused by the extraction and processing of virgin materials.
- I believe my father takes the tree to wherever trees go, probably the city collection place. I didn't know it existed until today though. Very cool.
- Recycling saves a lot of energy because many things that we recycle can easily be converted into virgin materials. In addition, it saves a lot of resources too.
- Let's have a green winter

Observations

- In 2023, 61% of respondents 18-30 years of age subscribed to the City's weekly notifications about waste collection, an increase from 38% in 2022.
- In 2023, 39% of respondents used a real tree, compared to 24% in 2022.
- In 2023, 74% of respondents used an artificial tree compared to 56% in 2022.
- Percentage of individuals who purchased gifts during the holidays remained relatively unchanged, with 91% in 2023 and 88% in 2023.
- Number of individuals purchasing a service as a gift increased to 56% in 2023, compared to 44% in 2022.
- While use of reusable plates and cutlery remained the same, 71% of respondents indicated they purchase food in recyclable containers in 2023, compared to 38% in 2022.