
Appendix 4

Public Polling Results

M E M O R A N D U M



Ipsos Reid Public Affairs

To: Janine Ralph
Company: MacViro Consultants
Re: Region of Durham/ York Region Online Waste Survey October 2006

Date: October 12, 2006
From: Jacqueline Boukydis
Copy to: Chris Martyn

M e s s a g e :

OBJECTIVES:

The main objective of the study was to conduct a survey among residents of the Region of Durham/Region of York to determine their attitudes and opinions regarding the impact (environmental, social, economic, technical, legal) of developing waste management solutions within the regions. Emphasis was placed on understanding the importance of these elements in deciding where the waste management facility should be located and providing some explanation to residents on the decision process regarding waste management.

METHODOLOGY:

Ipsos Reid conducted a secure online self-complete Internet survey with 1005 members of the Ipsos Reid online panel residing in Durham and York – 412 in Durham and 593 in York. The questionnaire length was 3 minutes and the sample for the study was pulled representative to population in the regions. Responses were also weighted as per population in terms of region of residence, gender and age.

The margin of error for a total survey of 1005 respondents is $\pm 3.1\%$, nineteen times out of twenty. The margin of error for 593 respondents in the York Region is $\pm 4.0\%$, nineteen times out of twenty, while that of 412 respondents in the Region of Durham is $\pm 4.8\%$, nineteen times out of twenty. The margin of error is higher among smaller subsections of the population and these results should be considered directional only.

SURVEY SPECIFICATIONS:

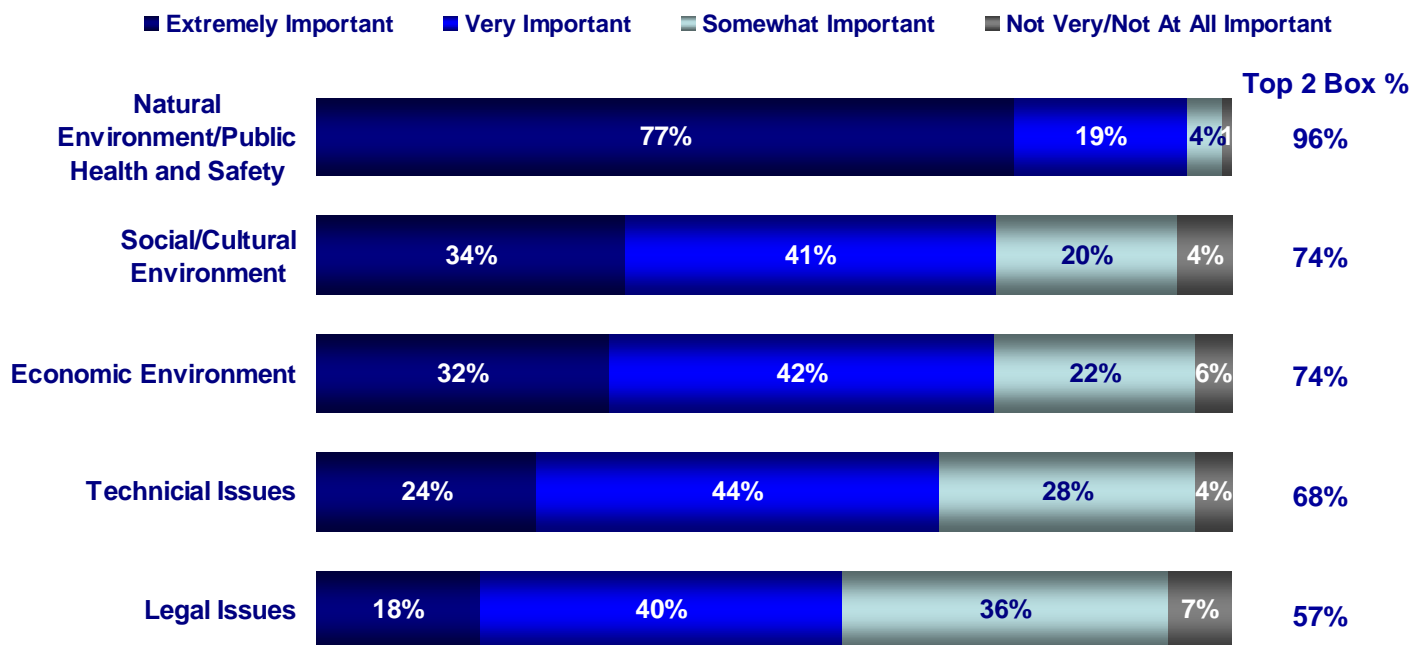
A brief outline on how the sample for the online study is dynamically balanced to represent the population of the regions is given below:

- Ø When panellists are chosen to participate in the Ipsos Online Panel, they are chosen representative to general demographics such as region, age, gender, etc.
- Ø We constantly monitor and update our panel to ensure that we continue to be representative to population. We weed out non-responsive participants and add others with similar demographic profiles, to ensure the panel remains balanced.



- Ø When we pulled a random sample of participants for this study, we ensured that the regional populations in Durham and York were dynamically balanced according to the usual demographics as well as household income.
- Ø Finally, we used statistical weighting procedures at the back end of the study to weight the responses according to demographics and get a sample that represents the population of both regions.

KEY FINDINGS:



Base: N=1005

- Ø Almost all (96%) respondents feel that the natural environment/public health and safety is either extremely or very important in making the decision on where the waste management facility should be located.
 - Ø Over three quarters (77%) think that the natural environment is extremely important, and 19% consider it very important
 - Ø Very few of the respondents (1%) think it is not important
 - Ø Women (98%) are more likely to feel the natural environment is important than men (94%)
 - Ø Results are similar in both regions and across remaining demographics
- Ø Three quarters (74%) of respondents think that the social/cultural environment is extremely/very important in making waste management facility location decisions.
 - Ø Of these, one-third (34%) think it is extremely important and 41% think it is very important
 - Ø Women (80%) are more likely to think that the social/cultural environment is extremely/very important than men (68%)



- Ø Those 18-24 (91%) are much more likely than any other age group to think the social/cultural environment is important
- Ø Respondents who have a high school diploma (80%) or a Post Secondary Degree (77%) are much more likely to think the social/cultural environment is important than those with College or Technical School (69%) or a Post Graduate degree (71%)

- Ø Three quarters (74%) of respondents think that the economic environment is extremely or very important in making decisions on locations for a waste management facility.
 - Ø One-third (32%) think the economic environment is extremely important, and four in ten (42%) find it very important
 - Ø Residents of the Region of Durham (37%) are more likely to feel the economic environment is extremely important than residents of York Region (29%).
 - Ø Women (77%) are more likely than men (71%) to feel that the economic environment is important.
 - Ø Results are similar across remaining demographics

- Ø Nearly seven-in-ten (68%) respondents believe that technical issues are extremely/very important in deciding waste management locations.
 - Ø One quarter (24%) consider them extremely important, while 44% consider them very important
 - Ø Propensity to think that technical issues are important increases with age. Those 65 and up (84%) are much more likely to think that technical issues are extremely/very important than almost any other age group
 - Ø Propensity to consider technical issues as extremely/very important decreases as education level increases.

- Ø Just under six in ten (57%) respondents consider legal issues extremely/very important in making decisions on waste management facility locations.
 - Ø Less than two-in-ten (18%) consider them extremely important, while 40% consider them very important
 - Ø Women (62%) are much more likely to think that legal issues are important than men (52%)
 - Ø Respondents from the Region of Durham (21%) are much more likely to feel that legal issues are extremely important than respondents from York Region (15%)
 - Ø Those aged 65 and up (72%) are much more likely than almost any other age group to consider legal issues to be extremely/very important
 - Ø Those with a post-graduate degree (50%) are much less likely to consider legal issues important as compared to others.