


# Canadians believe Canada should dispose of its own waste and recycling even if exporting it is cheaper

National survey released June, 2019  
Project 2019-1443A



**CTV**  
**NEWS**

**NANOS SURVEY**

The background of the left side of the slide is a grayscale image showing crumpled paper and a glass jar. A large, dark blue curly bracket is positioned to the left of the text, grouping the summary statement.

Over three in four  
Canadians say  
Canada should  
manage and  
dispose of its own  
waste and  
recycling

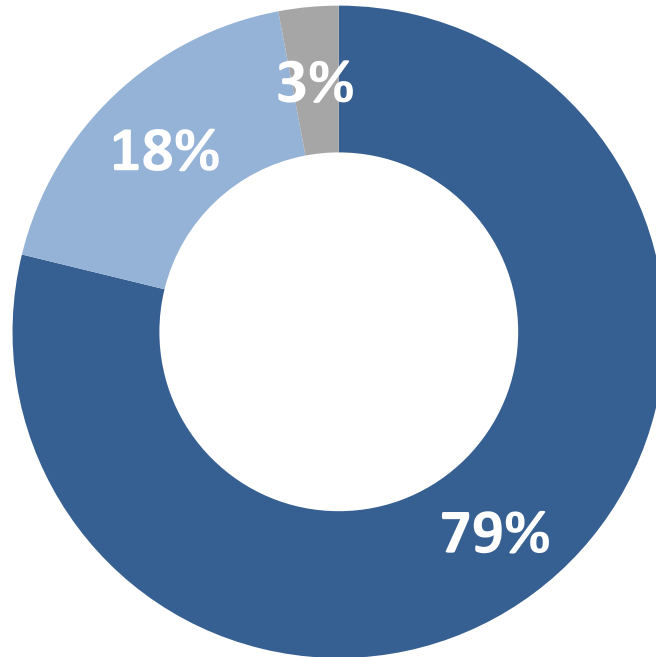
Canadians believe Canada should dispose of its own waste and recycling even if exporting it is cheaper. Quebec residents are more likely to say Canada should manage its own waste and recycling than export it overseas if cheaper, while residents of the Prairies were less likely.

- **Close to eight in ten Canadians say Canada should manage and dispose of its own waste and recycling** – Asked if Canada should manage or dispose of its own waste and recycling regardless of cost or if Canada should be able to export its garbage and recycling overseas if it is cheaper to process than in Canada, nearly eight in ten Canadians (79%) say Canada should manage and dispose of its own waste and recycling, while less than two in ten (18%) say Canada should be able to export waste and recycling overseas. Three per cent are unsure.
- **Quebec residents are more likely to say Canada should manage and dispose of its own waste and recycling than residents of the prairies** – Quebecers (85%) are more likely to say Canada should manage its own waste and recycling than residents of the Prairies (74%), while residents of the Prairies were more likely to say Canada should be able to export waste and recycling overseas if cheaper than Quebec residents (25% of prairies residents compared to 13% of Quebec residents).

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between May 31<sup>st</sup> and June 4<sup>th</sup>, 2019 as part of an omnibus survey.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

# Garbage management and recycling



- Should manage and dispose of our own waste and recycling
- Should be able to export waste and recycling overseas if cheaper
- Unsure

## Manage and dispose of our own waste

Atlantic (n=100)	77.5%
Quebec (n=250)	84.5%
Ontario (n=300)	76.3%
Prairies (n=200)	74.1%
British Columbia (n=150)	81.5%
Male (n=519)	73.4%
Female (n=481)	84.0%
18 to 34 (n=263)	72.3%
35 to 54 (n=385)	77.7%
55 plus (n=352)	84.3%

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

**QUESTION** – Thinking of the different ways Canada can manage garbage and recycling, do you think as a general rule Canada should [ROTATE] manage or dispose of its own waste and recycling regardless of cost OR do you think Canada should be able to export its garbage and recycling overseas if it is cheaper to process than in Canada?



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between May 31<sup>st</sup> and June 4<sup>th</sup>, 2019 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

This is report one of four, the other reports are about Canada-China relations, responding to leaked information and climate change.



# TECHNICAL NOTE

Element	Description
Organization who commissioned the research	CTV News
Final Sample Size	1,000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	May 31 <sup>st</sup> to June 4 <sup>th</sup> , 2018.
Language of Survey	The survey was conducted in both English and French.
Standards	This report exceeds the standards set forth by CRIC, ESOMAR and AAPOR.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	11 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire. This is report one of four, the other reports are about Canada-China relations, responding to leaked information and climate change.
Question Content	This was module one of an omnibus survey.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .

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# TABULATIONS

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**2019-1443 – CTV/Nanos Survey – Recycling - STAT SHEET**

			Region					Gender			Age		
			Canada 2019- 05	Atlantic	Quebec	Ontario	Prairies	British Columb ia	Male	Female	18 to 34	34 to 54	55
Question - Thinking of the different ways Canada can manage garbage and recycling, do you think as a general rule Canada should [ROTATE] manage or dispose of its own waste and recycling regardless of cost OR do you think Canada should be able to export its garbage and recycling overseas if it is cheaper to process than in Canada?	Total	Unwgt N	1000	100	250	300	200	150	519	481	263	385	352
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Should manage and dispose of our own waste and recycling	%	78.8	77.5	84.5	76.3	74.1	81.5	73.4	84.0	72.3	77.7	84.3
	Should be able to export waste and recycling overseas if cheaper	%	18.2	18.2	12.8	20.0	24.6	15.2	24.4	12.3	23.5	18.7	14.1
	Unsure	%	3.0	4.3	2.7	3.7	1.3	3.3	2.2	3.8	4.2	3.6	1.5