

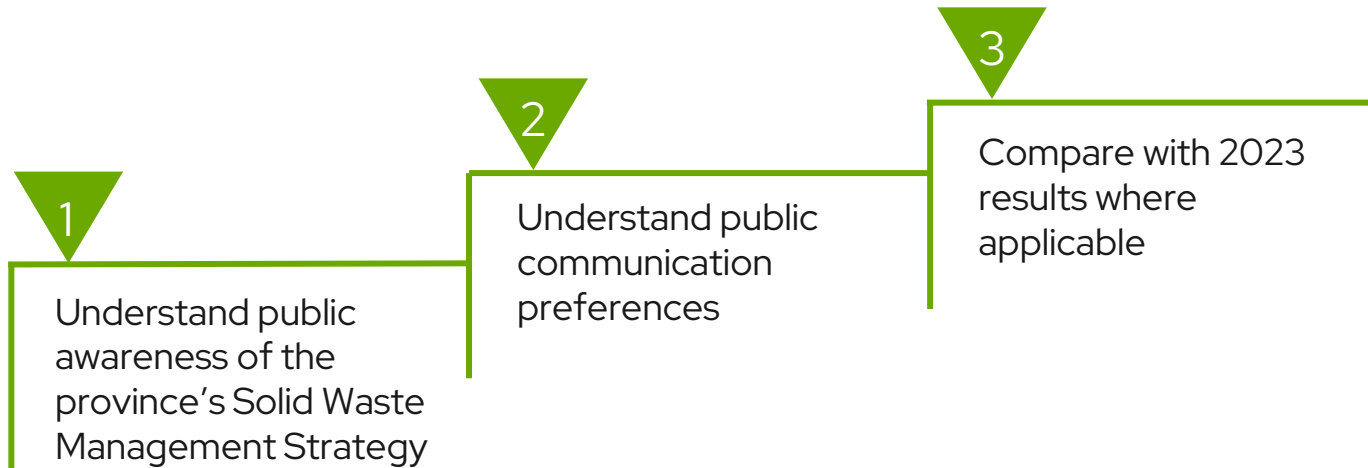
August 2025

Ministry of
Environment
**Solid Waste
Management
Public Awareness**

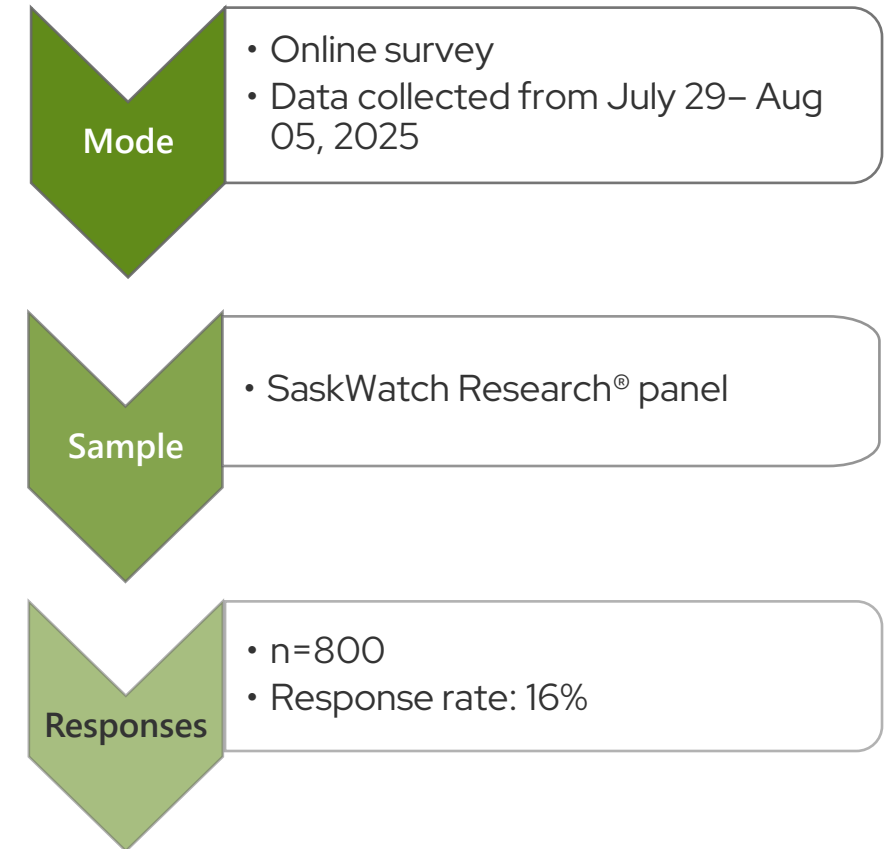
Background & Methodology

- The Ministry of Environment hired Insightrix to conduct a public awareness survey focused on gathering input regarding solid waste management practices.
- To enable trend analysis, the 2025 questionnaire was kept largely consistent with previous iterations (2021 and 2023) wherever applicable.

Objectives



Methodology



Reporting Notes

- Data have been rounded to zero decimal places, so percentages may not add up precisely to totals shown on some graphs, or 100% in cases where all answer options are shown on a graph. For example, 4.6% + 4.6% = 9.2%, but the report shows results rounded to zero decimal places, in this case 5% + 5% = 9%.
- Questions with multiple response options will result in percentages that add up to more than 100%.
- Significant differences between sample subsets have been highlighted in this report with a ▲ or ▼. In trended graphs, symbol ▲ or ▼ is used to indicate a significant increase or decrease compared to previous year. A standard alpha value of less than 0.05 is considered statistically significant. This means there is less than a 5% chance the results would have occurred by chance.
- Open-ended questions have been themed and coded into categories. The percentages from individual codes could total more than 100%, as comments from each respondent could be relevant to more than one code.
- Where applicable, open-ended comments are included throughout the report.

Respondent Profile

	Male		Female		Total	
	%	n=	%	n=	%	n=
18 to 34	25%	92	29%	121	28%	220
35 to 54	34%	129	31%	129	32%	259
55+	41%	153	40%	167	40%	321
Total	100%	374	100%	417	100%	800

(Gender: Other, Age: 18-34, n=7)

Region	%	n=
North	21%	168
Regina	20%	162
Saskatoon	24%	190
South	35%	280
Total	100%	800

Key Takeaways

Awareness & Attitudes

1

- **Public familiarity** with solid waste management remains **moderate**, consistent with previous years.
- Solid waste management is most often associated with **garbage disposal**, underscoring the need to **broaden public understanding** to include recycling and composting.
- **Few remain aware** of the provincial **Waste Management Strategy** yet perceived **effectiveness** of provincial waste management has **improved**.
- Risks of improper waste management, particularly **environmental degradation and health hazards** are well recognized, presenting an opportunity to use **risk-focused messaging** to drive waste management practices.



Behaviours

2

- **Most residents actively recycle a large portion of their recyclable waste**, yet there remains opportunities to improve awareness and usage of specific recycling programs. Those in rural areas continue to ask for better access to recycling programs.
- **Composting participation**, especially **through curbside programs** is on the rise but remains an area for further growth. At present, a **notable proportion of food waste** (62%) and a moderate amount of **yard waste** (26%) continues to be directed to **landfills**.
- Beyond SARCAN, few visit **provincial waste-related websites**.



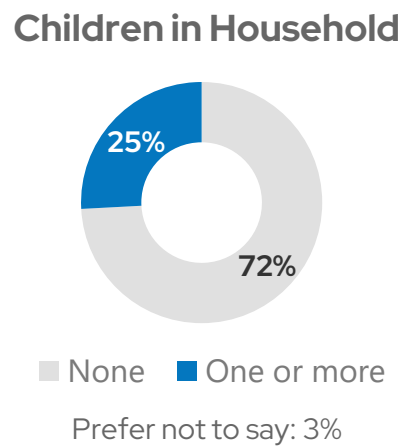
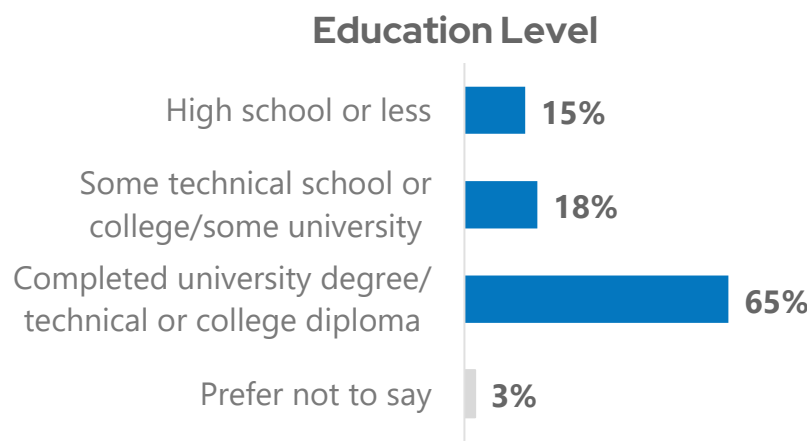
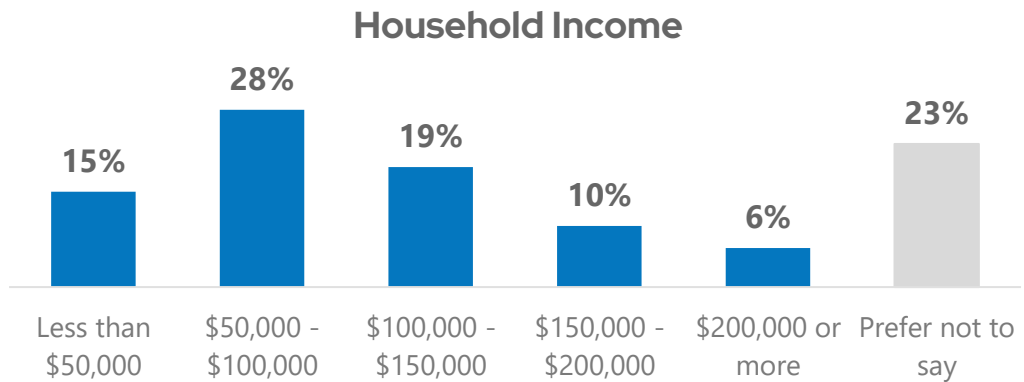
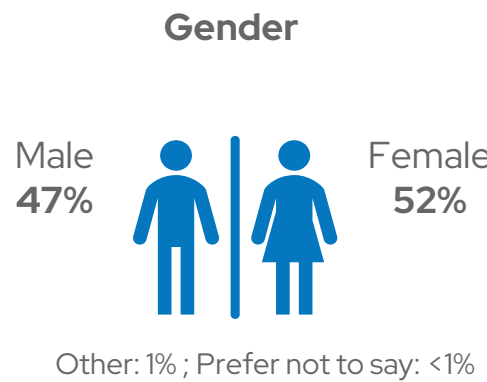
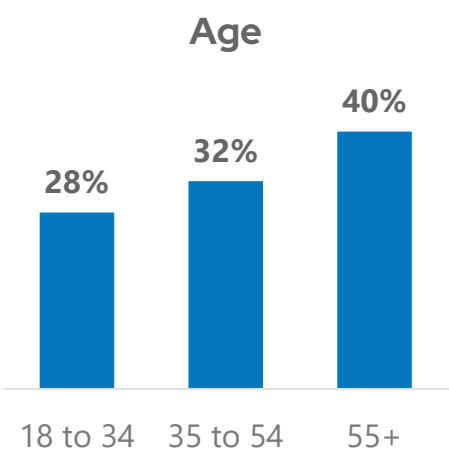
Communication Preferences

3

- **Social media** is the top preferred communication channel, specifically for younger audiences.
- **Provincial and municipal governments** remain as the most trusted source of information about recycling.
- Residents call for proactive, visible outreach through **advertising, printed materials and local education** as effective ways to reach them regarding solid waste management strategies.



Respondent Profile



1. Into which of the following age ranges do you fall? 2. Which gender do you identify with most? 29. What is your annual household income before taxes and deductions? 28. What is the highest level of education you have achieved? 26. How many children under the age of 18 live in your household? Base: All respondents, n (2025).

1

Waste Management



Familiarity with the term “solid waste management” is moderate, with higher recognition among males and residents aged 55 and older. Findings remain steady over time.

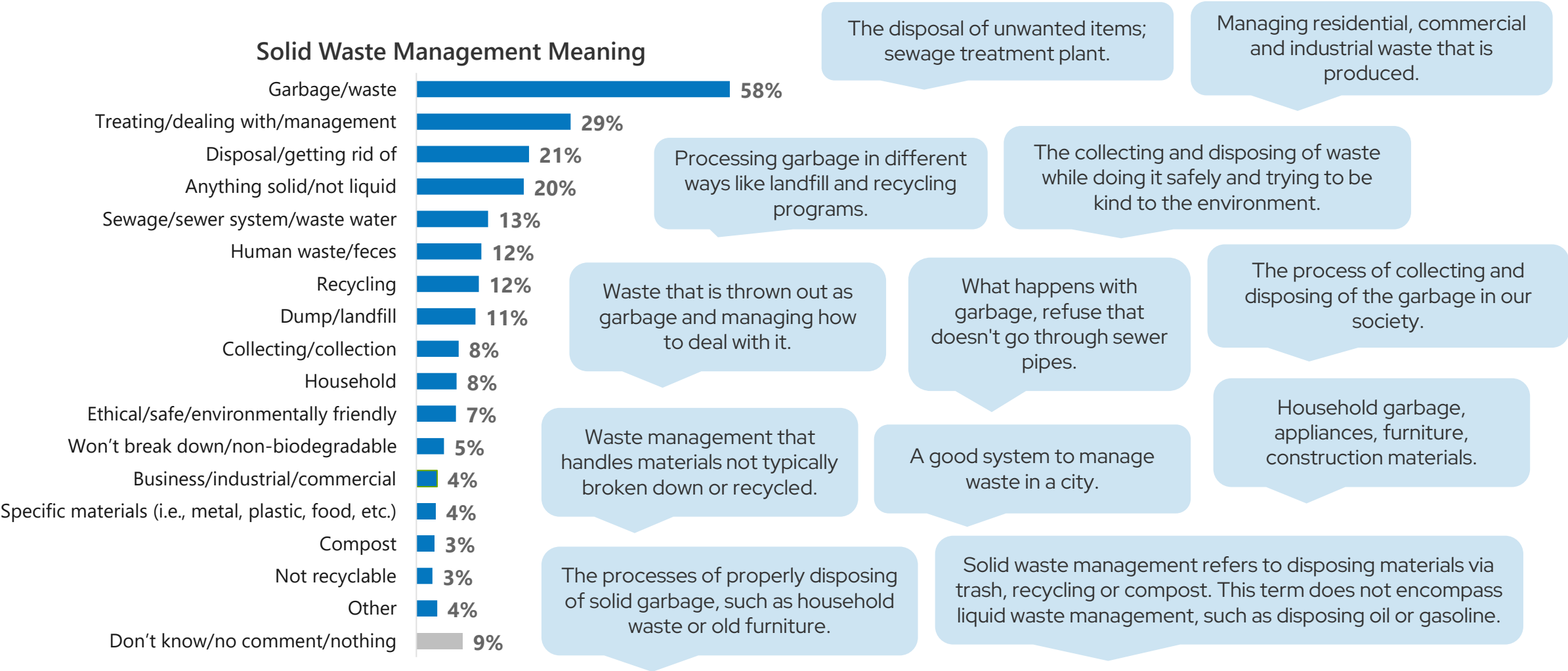


Age	% Familiar NET		
	2021	2023	2025
18 to 34	51%▼	47%▼	50%▼
35 to 54	56%	57%▼	57%
55+	65%▲	69%▲	64%▲

Gender	% Familiar NET		
	2021	2023	2025
Male	65%▲	66%▲	64%▲
Female	50%▼	53%▼	53%▼

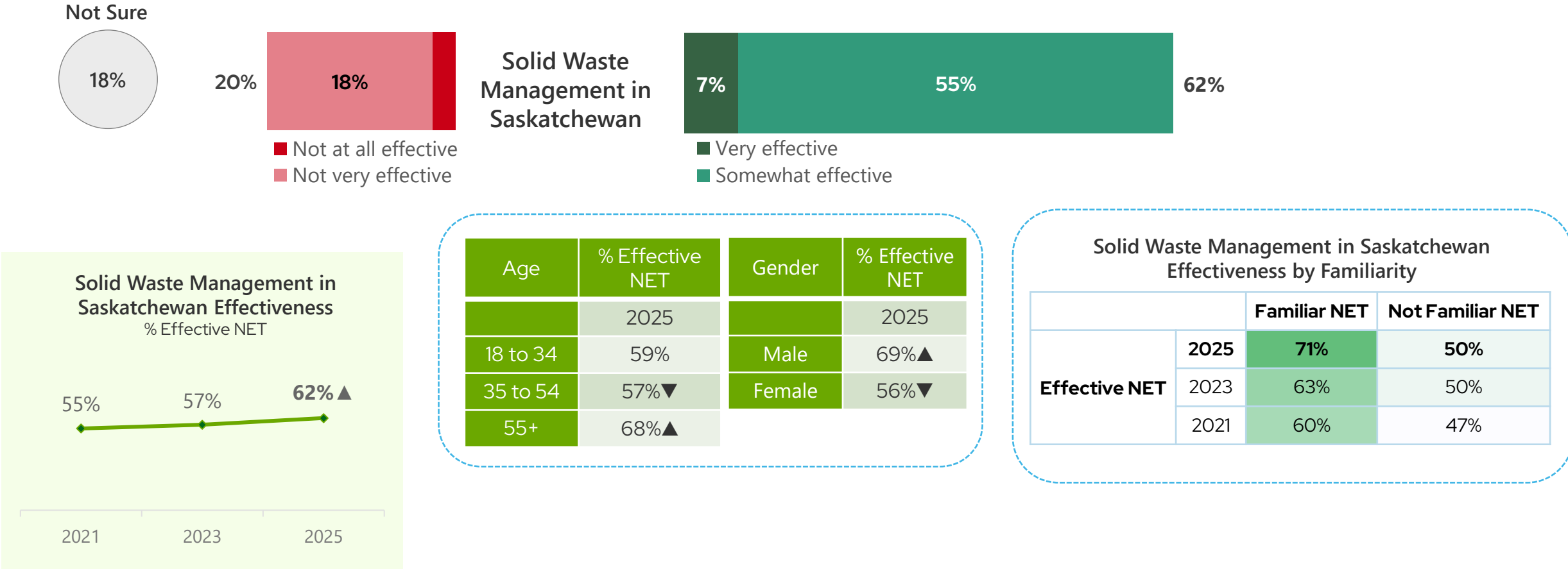
4. How familiar are you with the term “solid waste management”? Base: All respondents, n (2025) =800.

Solid waste management is most commonly associated with garbage/waste disposal. There is limited public recognition of recycling and composting.



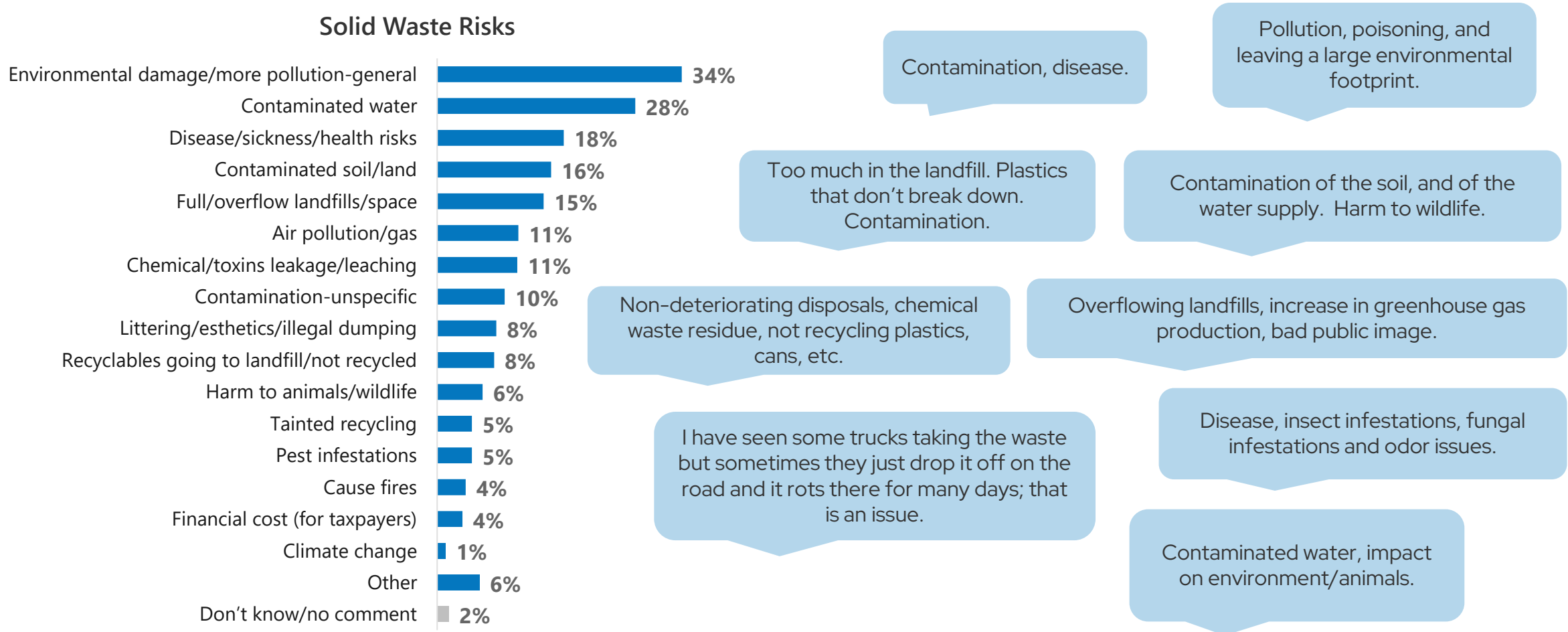
5. What does "solid waste management" mean to you? Base: All respondents, n (2025)=800.

Just over six in ten perceive Saskatchewan’s solid waste management as effective, an improvement from previous waves. Perceived effectiveness is notably higher among males and older residents. Familiarity with waste management practices also strongly correlates with higher perceived effectiveness.



6. Overall, how effective do you believe Saskatchewan is in the management of solid waste? Base: All respondents, n (2025) =800.

Residents identify environmental degradation, water contamination, and public health concerns as key risks associated with improper solid waste management. While less frequently cited, concerns about harm to wildlife and the potential for increased pest infestations are also noted.

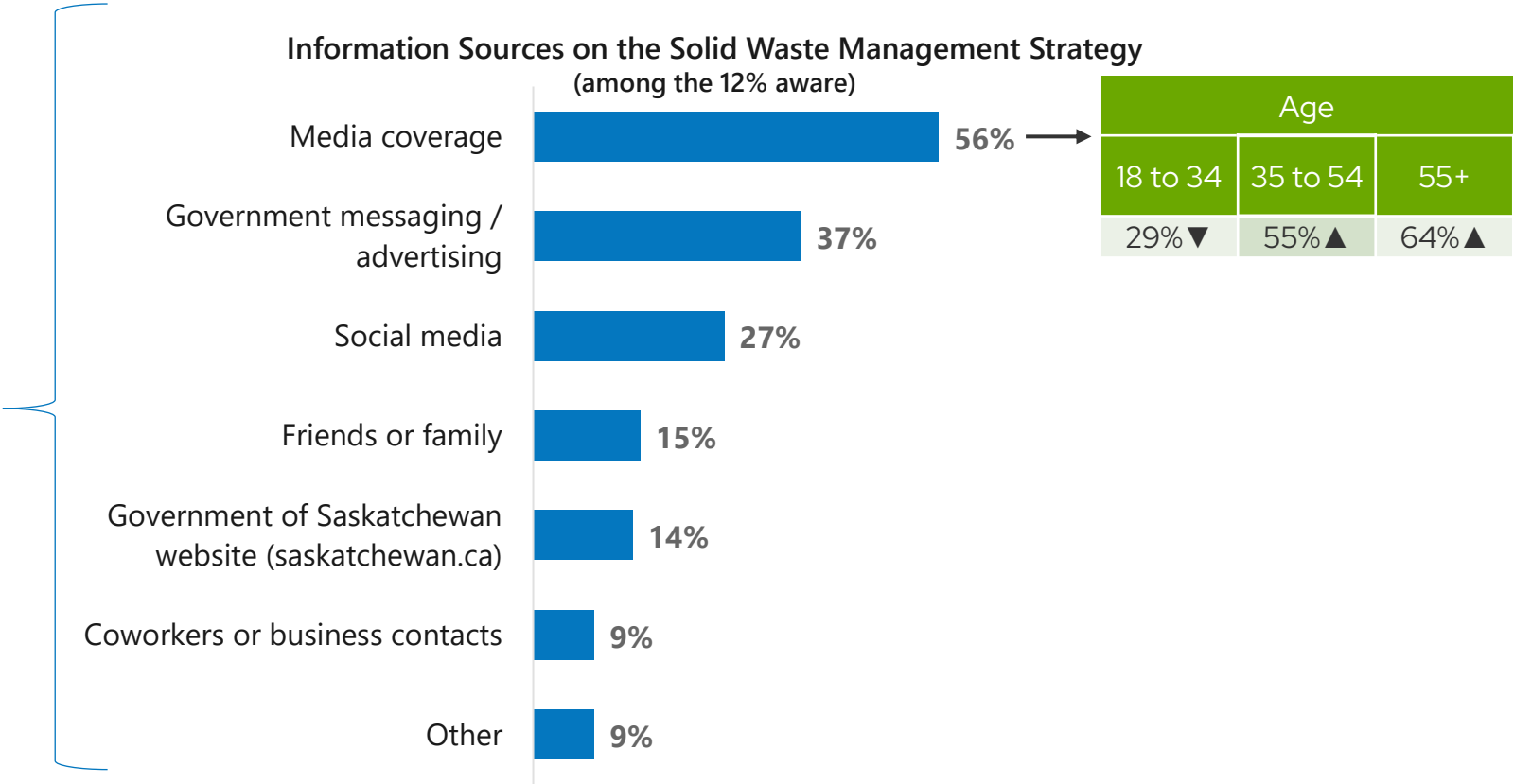


7. To the best of your knowledge, what are some of the risks of improper solid waste management? Base: All respondents excluding those who are not aware of any risks, n (2025)=673.

Awareness of Saskatchewan’s Solid Waste Management Strategy remains limited with higher awareness among those aged 55+. For those familiar, media coverage serves as the primary source.



Age	% Yes
	2025
18 to 34	11%
35 to 54	8%▼
55+	15%▲



8. Before now, had you heard of the province’s Solid Waste Management Strategy? Base: All respondents, n (2025)=800.

9. How did you hear about Saskatchewan’s Solid Waste Management Strategy? Please select all that apply. Base: All respondents who have heard of the province’s Solid Waste Management Strategy, n (2025)=94.

Landfill, Composting & Recycling



Household waste management behaviours remain largely consistent with previous waves. The majority of households continue to report recycling as a primary method of waste management, followed by efforts to minimise waste generation. Older residents are comparatively more inclined to minimize the amount of waste they create.

2021	2023	Household Waste Management – 2025 (% yes)		2025 Age		
				18 to 34	35 to 54	55+
86%	84%	My household recycles our waste where possible	86%	90%	85%	83%
60%	60%	My household makes a conscious effort to reduce the amount of waste we create	58%	52%▼	51%▼	67%▲
33%	36%	My household composts our waste where possible	39%	36%	42%	39%
35%	31%	Most of my household's waste is sent to a landfill	33%	35%	36%	29%
11%	9%	My household burns some of our waste	9%	7%	7%	11%
1%	1%	None of the above	1%	1%	1%	1%

10. Which of the follow statements describe your household? Please select all that apply. Base: All respondents, n (2025)=800.

Consistent to previous waves, few residents report having access to a home composting incentive program. Among those with access, about half already participate in the program. Notably, among residents without access, four in ten indicate they would use the program if made available.

Composting at Home Incentive Program



Access to a municipal composting curbside collection program has increased significantly, with nearly half of residents now reporting availability, up from previous waves. Among those with access, participation rates remain consistent with 2023. Among those without a program, interest in participation if a program were created softens.

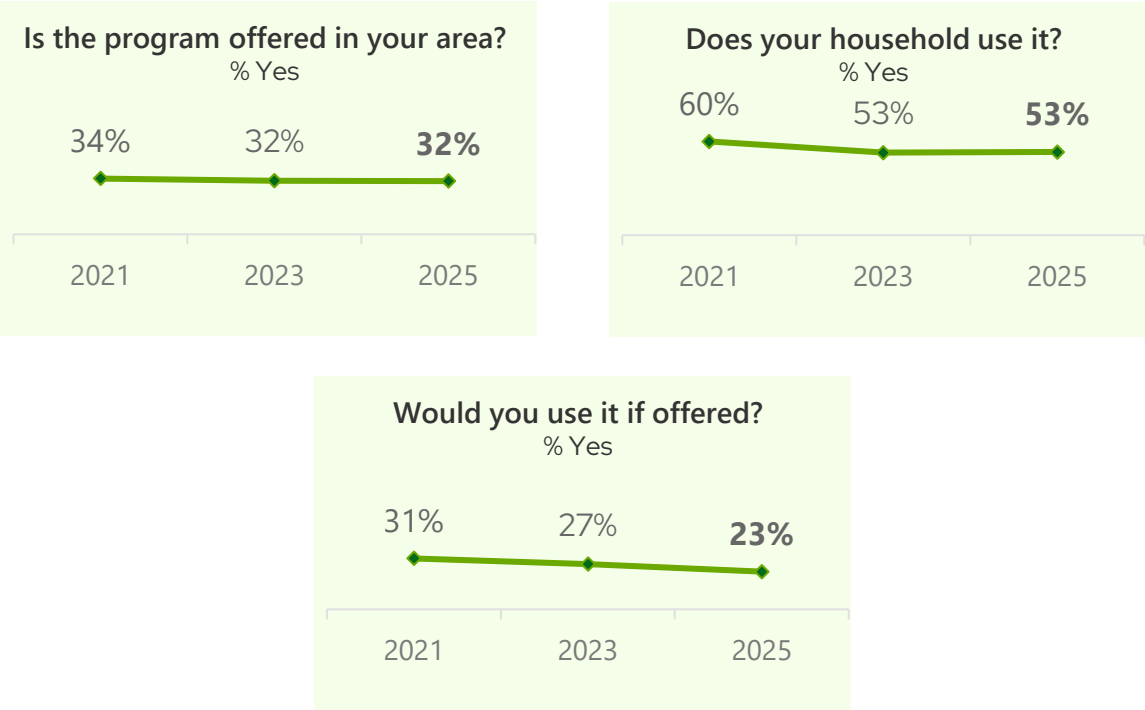
Municipal Composting Curbside Collection Program



13. Which of the following composting programs are currently offered in your area? Base: All respondents, n (2025). 14. Does your household currently use each of the following composting programs? Base: All respondents who have a composting program offered in their area, n (2025)=70-361. 15. Would your household use each of the following composting programs if they were offered in your area? Base: All respondents who do not have a composting program offered in their area or are not sure if the program is offered in their area, n (2025)=439-730.

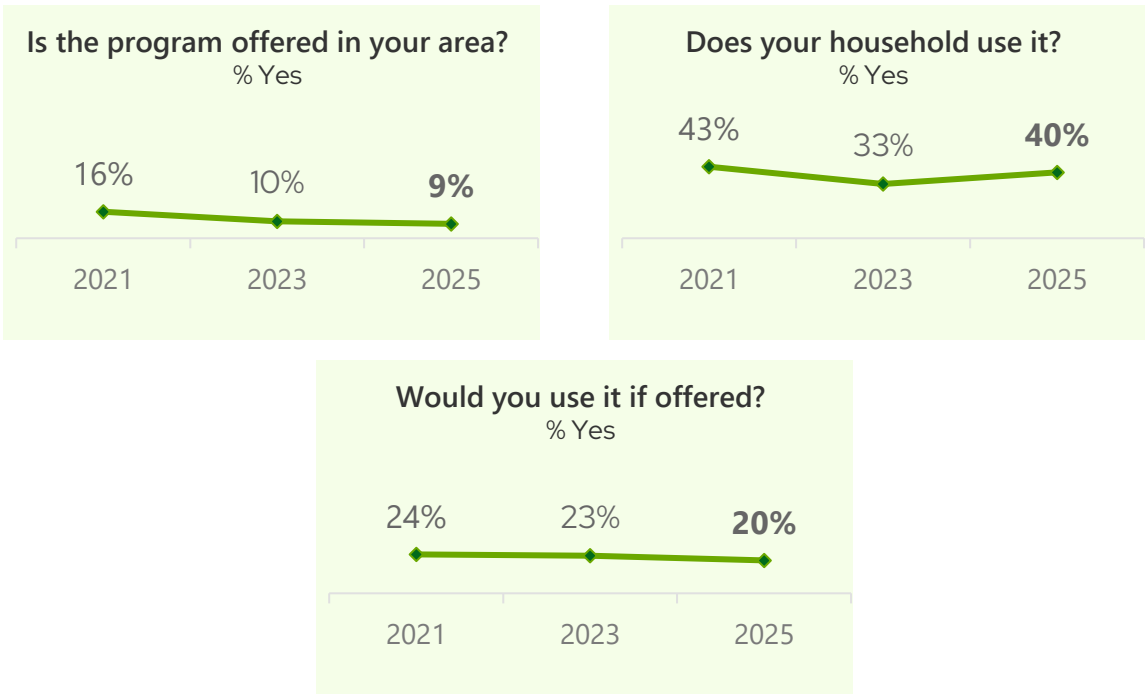
Consistent to previous waves, one-third of residents have access to a Municipal Composting Drop-off Depot program. Among those with access, usage levels remain unchanged from 2023. Interest in participation among those without a program continues to soften.

Municipal Composting Drop-off Depot Program



Access to the voluntary subscription curbside composting collection program remains low. While usage among those with access sees a slight uptick, interest in participating if a program were offered, continues to trend downwards.

Voluntary Subscription Service Curbside Composting Collection Program



13. Which of the following composting programs are currently offered in your area? Base: All respondents, n (2025)=800. 14. Does your household currently use each of the following composting programs? Base: All respondents who have a composting program offered in their area, n (2025)= 70-361. 15. Would your household use each of the following composting programs if they were offered in your area? Base: All respondents who do not have a composting program offered in their area or are not sure if the program is offered in their area, n (2025)=439-730.

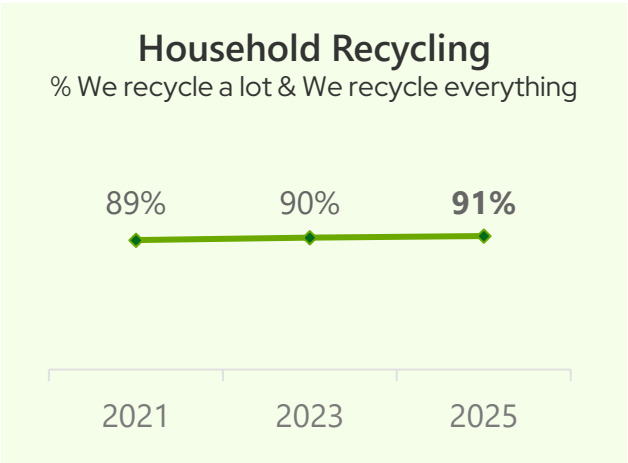
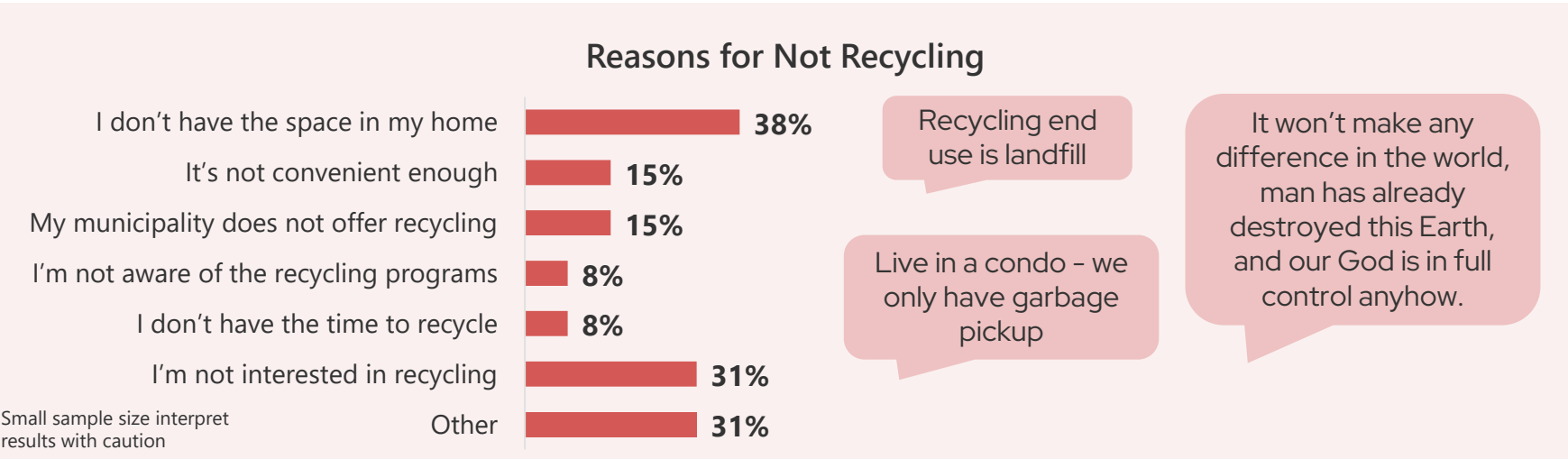
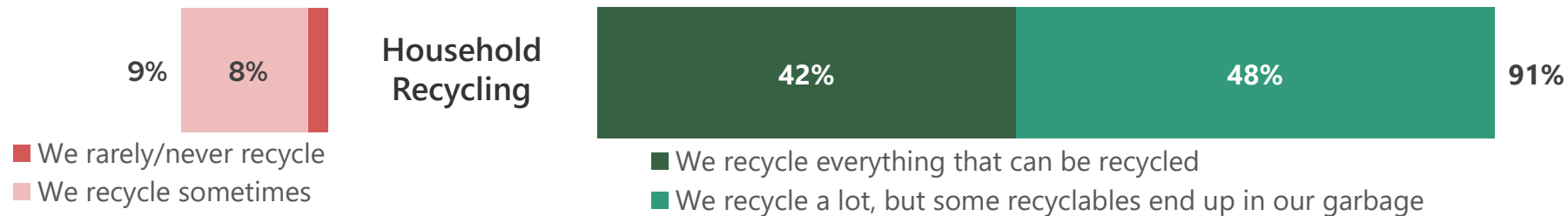
Participation in curbside composting programs has increased significantly for both yard and food waste disposal, tied to the roll out of more municipal programs since 2023. While using a garbage bin destined for landfill remains the most commonly used method for disposing of food waste, this has steadily declined since 2021.

Waste Disposal Methods						
2021	2023	Yard Waste – 2025		Food Waste - 2025		2023 2021
36%	31%	26%		Garbage bin going to the landfill	62%	65% 73%
29%	29%	27%		Composting at home	25%	27% 29%
22%	28%	37%▲		Municipal curbside collection composting program	24%▲	18%▲ 9%
18%	18%	15%		Municipal drop off depot	Sink garburator 6%	8% 7%
14%	14%	16%		Do not have yard waste	Feed to livestock 6%	4% 6%
3%	3%	3%		Feed to livestock	Municipal drop off depot 3%	1% 2%
7%	5%	6%		Other	Other 2%	3% 3%
				Do not have food waste	2%	1% 1%

11. How does your household typically dispose of your yard waste? Please select all that apply. Base: All respondents, n (2025)=800.
 12. How does your household typically dispose of your food waste? Please select all that apply. Base: All respondents, n (2025)=800.

A majority of Saskatchewan residents recycle a majority of their recyclable waste, consistent with previous waves. Among those who do not recycle, the most commonly cited barriers are lack of space at home followed by low interest in recycling.

Recycling Behaviours



16. Which of the following statements best describes your household? Base: All respondents, n (2025)=800.
17. Why does your household [rarely/never in q16] recycle? Please select all that apply. Base: All respondents who rarely/never recycle, n (2025)=13.

Awareness of the SARCAN beverage container program remains near universal. Awareness of other recycling programs ranges from strong to weak, particularly for hazardous waste materials.

2021	2023	Recycling Program Awareness - 2025	
96%	95%	Beverage containers (SARCAN)	 95%
84%	83%	Electronics	 83%
75%	76%	Batteries	 80%
80%	76%	Paint	 78%
69%	67%	Packaging and printed paper	 65%
-	-	Flexible plastic, foam packaging, non-deposit glass bottles and jars*	 59%
60%	63%	Tires	 58%
60%	62%	Used oil, filters and containers	 57%
58%	57%	Household Hazardous Waste	 54%
33%	35%	Antifreeze and containers	 33%
17%	16%	Grain bags	 15%
1%	1%	Other	 1%
1%	2%	None of the above	 2%

18. Which of the following recycling programs in Saskatchewan are you aware of? (Select all that apply). Base: All respondents, n (2025)=800.

*new option added in 2025.

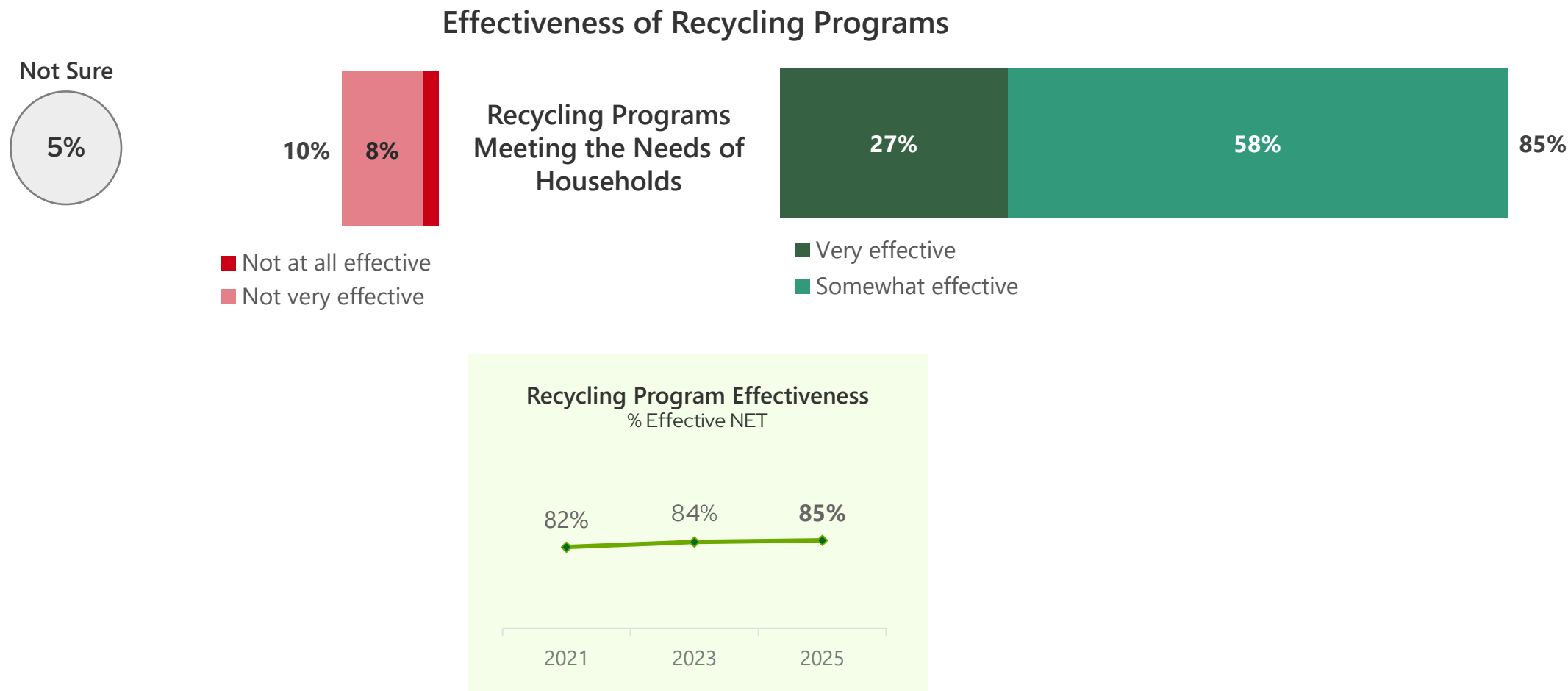
Participation in the SARCAN recycling program remains universal, consistent with previous waves. Participation is high in several other programs, but lower for more specialized / infrequent waste program types.

2021	2023	Recycling Program Participation - 2025	
98%	98%	Beverage containers (SARCAN)	 98%
83%	87%	Packaging and printed paper	 84%
-	-	Flexible plastic, foam packaging, non-deposit glass bottles and jars*	 79%
79%	83%	Electronics	 78%
71%	74%	Batteries	 74%
66%	68%	Paint	 62%
59%	57%	Used oil, filters and containers	 53%
59%	62%	Tires	 53%
53%	58%	Household Hazardous Waste	 51%
44%	44%	Antifreeze and containers	 41%
10%	17%	Grain bags	 12%
2%	3%	None of the above	 3%

19. Which programs have you participated in? Select all that apply. Base: All respondents, n (2025)=800.

*new option added in 2025.

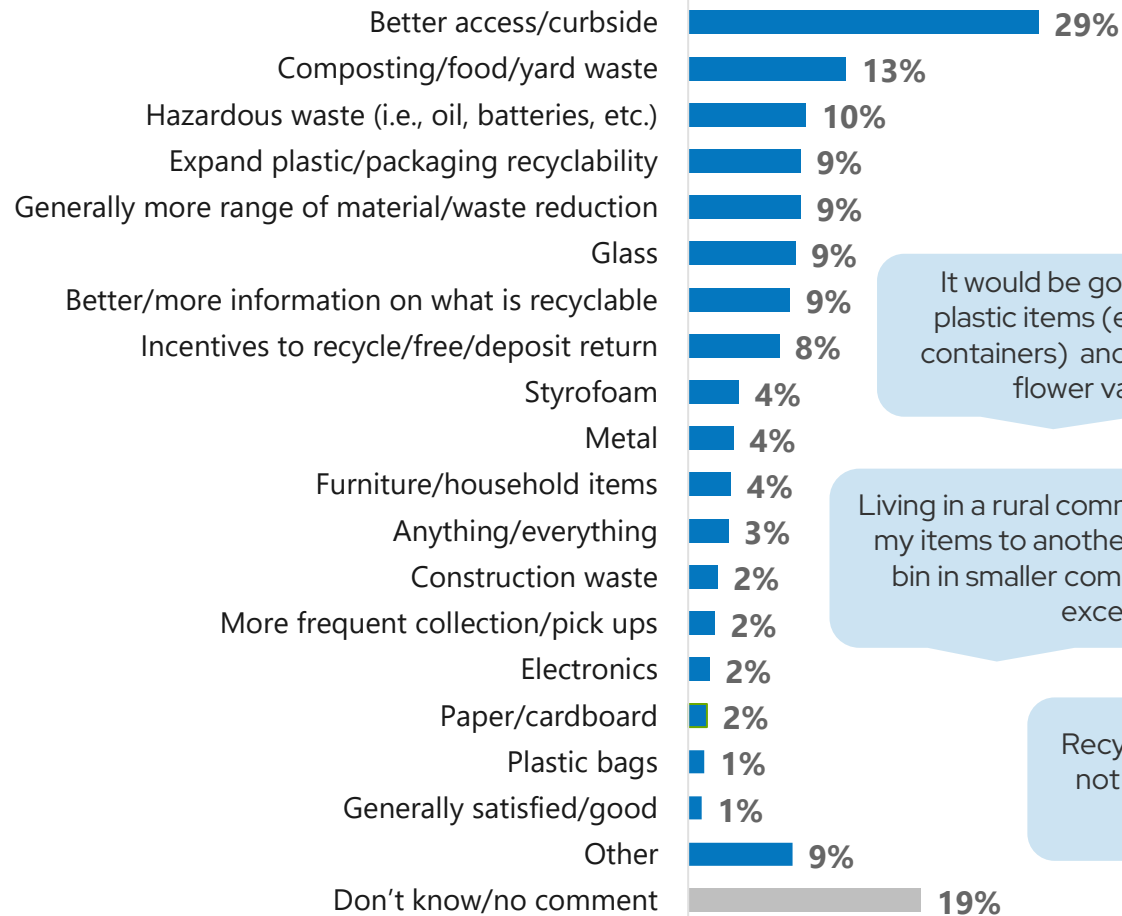
The majority of Saskatchewan residents perceive existing recycling programs as effective in meeting their household needs, consistent with past waves.



20. How effective are Saskatchewan’s recycling programs at meeting the needs of your household? Base: All respondents, n (2025)=800.

Expanding curbside pickup services, increasing the number of recycling centres, particularly in rural communities and offering more options for composting and plastic recycling are the common suggestions for enhancing waste management in the province.

Additional Recycling Programs Suggestions



More inclusive battery recycling at SARCAN (Lithium Ion and automotive in particular).

It would be good if we could add more plastic items (e.g., dishes, food storage containers) and more glass items such as flower vase, candle jar, etc.

Living in a rural community, I have to take my items to another center. A drop off bin in smaller communities would be excellent.

Recycling of other materials that right now are not on their list. Styrofoam, rigid plastic, and metals would be high on my list.

Our small community lost its recycling bin at the local dump, now it has to be taken to a larger center. More centers.

Current recycling programs are good as of now; it would be nice to have the flexible plastics program as a curbside service instead of hauling to SARCAN. Japan has a very intense recycling program that would be ideal to have but I don't think people here would be disciplined enough to follow it.

Provincial programs across the province several times a year to accept waste not normally accepted at landfills/recycling centers.

21. What additional recycling programs would you like to see implemented in Saskatchewan? Base: All respondents who would like additional recycling programs, n (2025)=447.

Communication Preferences



Half of Saskatchewan residents prefer receiving solid waste management information via social media, especially younger individuals. Older residents tend to favour printed materials and TV ads, while younger groups show greater interest outdoor and in YouTube ads. Government websites remain a commonly preferred source across age groups.

				2025		
				Age		
2021	2023	Preferred Information Sources - 2025		18 to 34	35 to 54	55+
46%	49%	Social media	 45%	53%▲	46%	38%▼
36%	37%	Printed materials that are mailed out to you	 37%	28%▼	37%▲	43%▲
42%	41%	Government of Saskatchewan websites	 36%	39%	36%	35%
42%	39%	Media coverage	 34%	31%	30%	40%
28%	31%	Outdoor ads such as billboards	 29%	35%▲	30%	24%▼
34%	30%	TV ads	 28%	18%▼	21%▼	41%▲
29%	30%	Online ads	 28%	35%	27%	24%▼
37%	35%	Radio ads	 28%	29%	27%	28%
18%	21%	Information booths	 20%	25%	20%	17%
13%	14%	YouTube ads	 14%	24%▲	15%▲	6%▼
3%	3%	Other	 3%	3%	2%	5%
9%	9%	I am not interested	 10%	13%	10%	7%

22. As the Government of Saskatchewan is committed to providing education and awareness of solid waste management issues and solutions for effective solid waste management, how would you like to receive information on programs and actions related to waste management? Please select all that apply. Base: All respondents, n (2025)=800.

SARCAN is the most frequently visited website related to solid waste management within the past year. While local and provincial government websites are also mentioned as preferred sources of information, their usage is far less frequent.

2021	2023	Websites Visited Within the Past 12 Months	
53%	51%	SARCAN	 49%
11%	13%	Recycle My Electronics	 9%
8%	7%	Recycle Saskatchewan	 6%
-	-	Recycle Your Batteries, Canada!*	 6%
-	-	SK Recycles*	 6%
5%	5%	Government of Saskatchewan – Saskatchewan Waste Management	 5%
3%	3%	Saskatchewan Waste Reduction Council	 3%
1%	5%	Tire Stewardship of Saskatchewan	 2%
1%	2%	Call2Recycle	 2%
1%	1%	Cleanfarms	 1%
0%	1%	Multi Material Stewardship Western	 1%
0%	1%	ProductCare	 1%
43%	43%	None of the above	 46%

23. Have you visited any of the following websites within the past 12 months? Please select all that apply. Base: All respondents, n (2025)=800. *new option added in 2025.

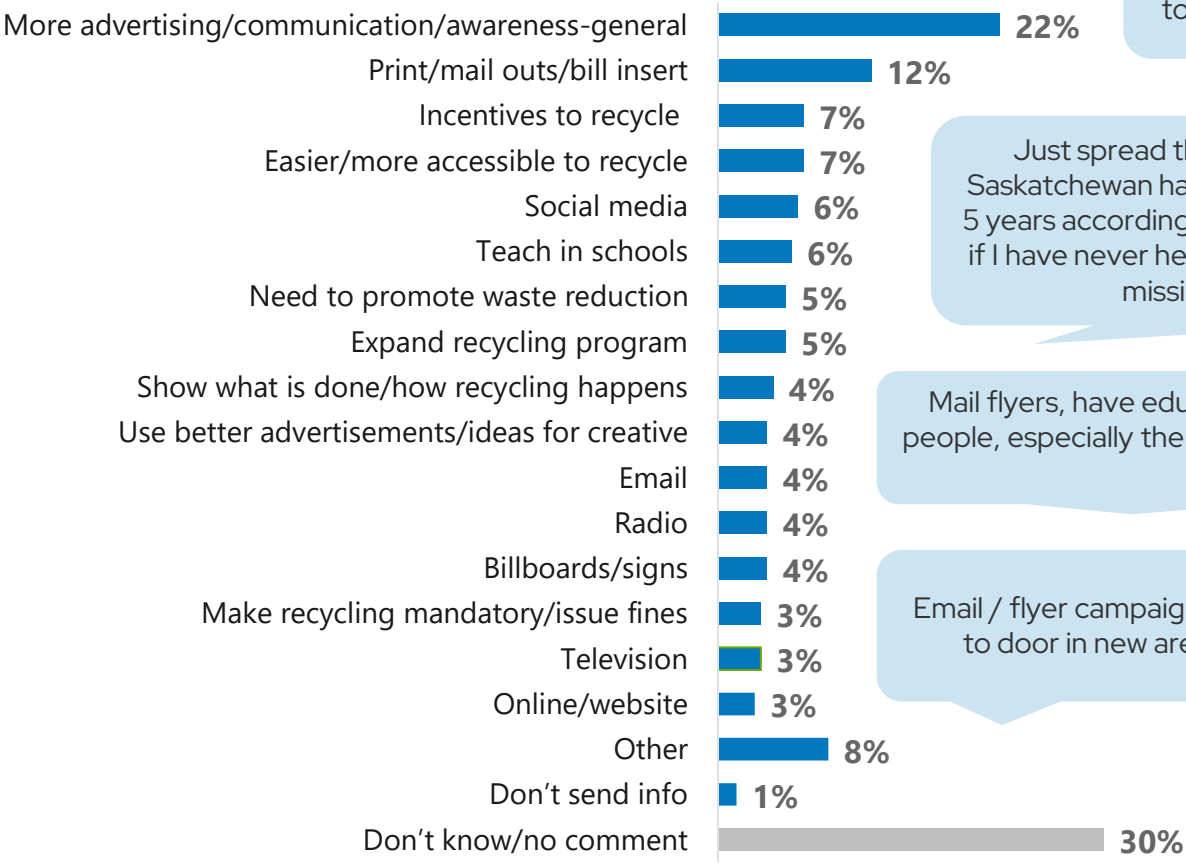
Local and provincial governments continue to be the most trusted sources for information on solid waste management, along with industry organizations. Trust in the federal government has improved this year.

2021	2023	Trusted Organizations - 2025	
57%	45% ▼	Government of Saskatchewan	 49%
53%	46% ▼	My local or municipal government	 47%
41%	42%	Recycling industry organizations	 43%
26%	22%	Government of Canada	 29% ▲
29%	26%	Local businesses and organizations	 27%
22%	23%	Other non-profit organizations	 23%
9%	12%	None of the above	 10%

24. What organizations do you trust most for information about recycling and solid waste management? Please select all that apply. Base: All respondents, n (2025)=800.

Increased communication efforts, particularly through advertising, general awareness campaigns, and printed materials such as flyers and mail outs, are regarded as the most effective ways for conveying information about the Saskatchewan Solid Waste Management Strategy.

Best Ways to Communicate Solid Waste Management Strategy



Never heard of it, so definitely some more public advertising. Maybe need to go through the city/town councils.

It would be nice if recycling bins had reference chart stickers on the bin indicating what can and cannot be recycled.

Just spread the word about it more because I have no idea that Saskatchewan had the solid waste management program and it's been 5 years according to the survey here. I'm quite savvy on social media so if I have never heard of this, I'm wondering how many other people are missing on it because it's just not talked about.

In-school awareness programs with a focus on execution and recycling incentives - start with educating younger people.

Mail flyers, have educational sessions locally, need to educate people, especially the North where everybody is used to throwing out everything.

Mail out only. Every resident has a mailbox. Many do not use the internet still.

Email / flyer campaign. Door to door in new areas.

Advertisements at points of purchase so people know where they can recycle products when they purchase them. Keeps recycling more front of mind than if a person has to look it up online or research where to recycle what.

25. Do you have any other comments about the best ways to communicate and make residents more aware of the Saskatchewan Solid Waste Management Strategy? Base: All respondents who have comments about the topic, n (2025)=212.