



Mid-Missouri Solid Waste Management District

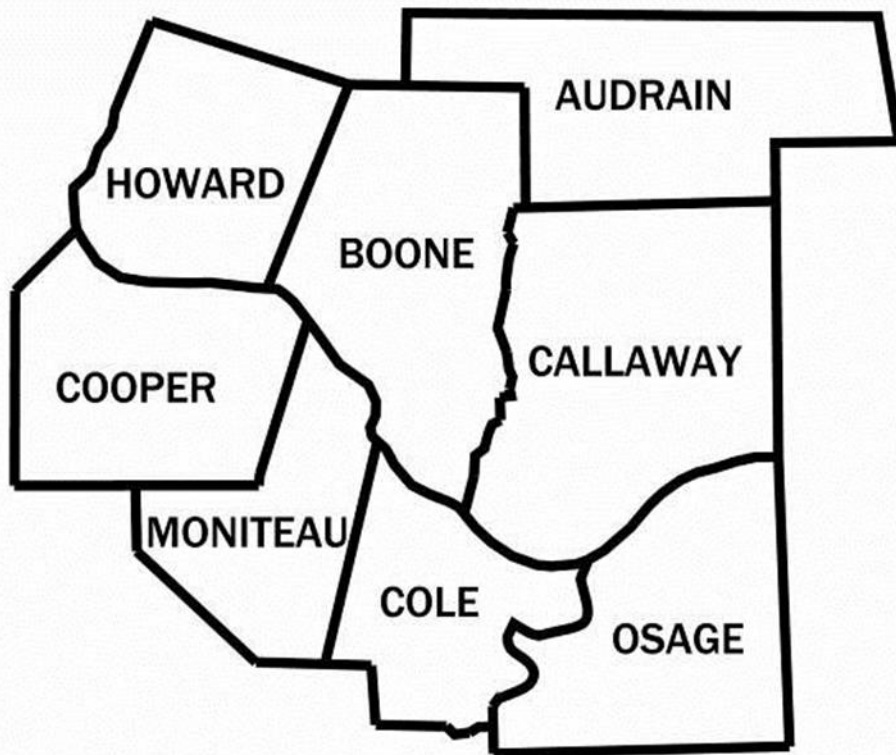
2018 RESIDENT RECYCLING SURVEY

LELANDE REHARD

WHY?

SET UP

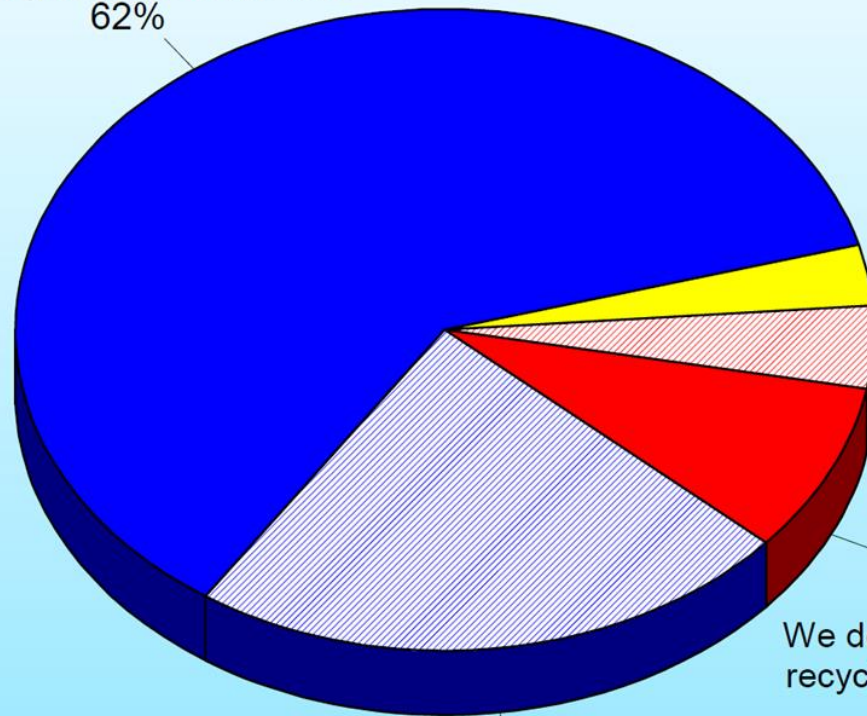
- Bid
- Questions
- Sample Size
- Cross Tabulations by County



RESULTS

- **1148 Reponses**
- **Valid sample for each County**
- **Over Reporting**
- **Single Data Point**
- **Clear Trends by County**

We recycle most of the time
62%



23%
We recycle some of the time

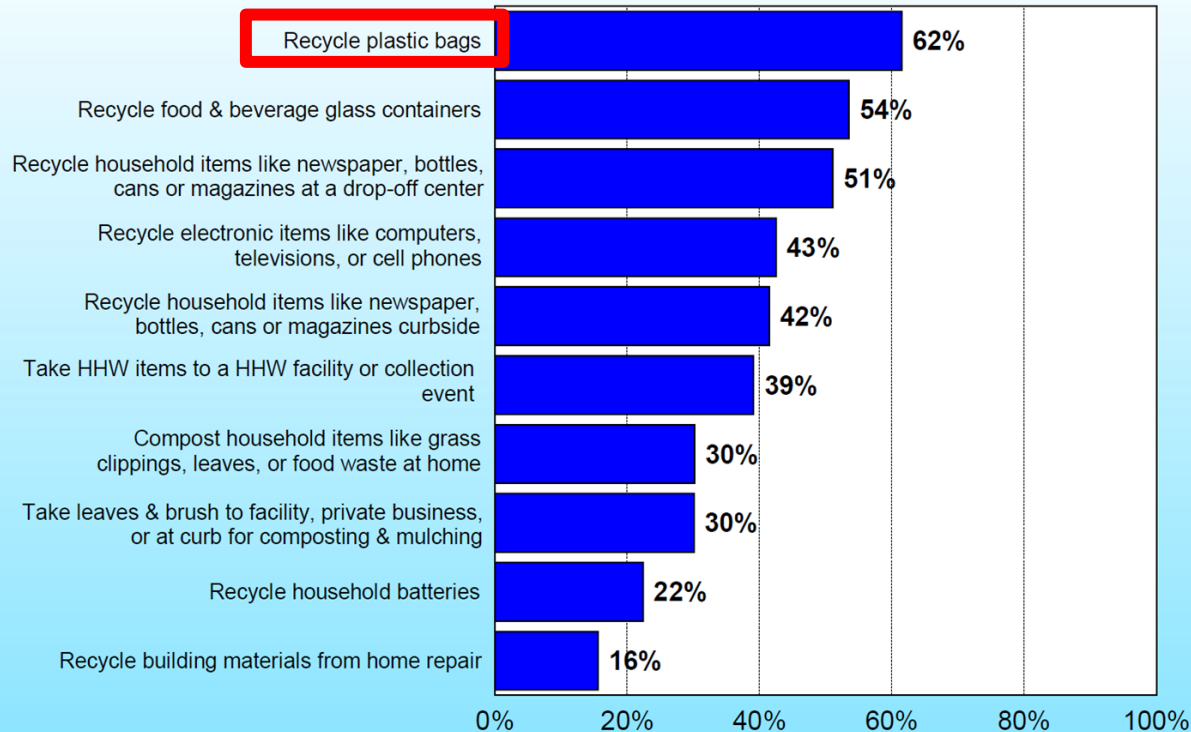
3%
We don't recycle, but
plan to begin

4%
We don't recycle, and
are not interested

9%
We don't think there are
recycling options where
we live

Q2. Do you or other members of your household currently do any of the following?

by percentage of respondents



Source: ETC Institute (2018)

Q3. Do you or other members of your household currently do any of the following to reduce the amount of trash you throw away?

by percentage of respondents



Source: ETC Institute (2018)

Q5. How do you

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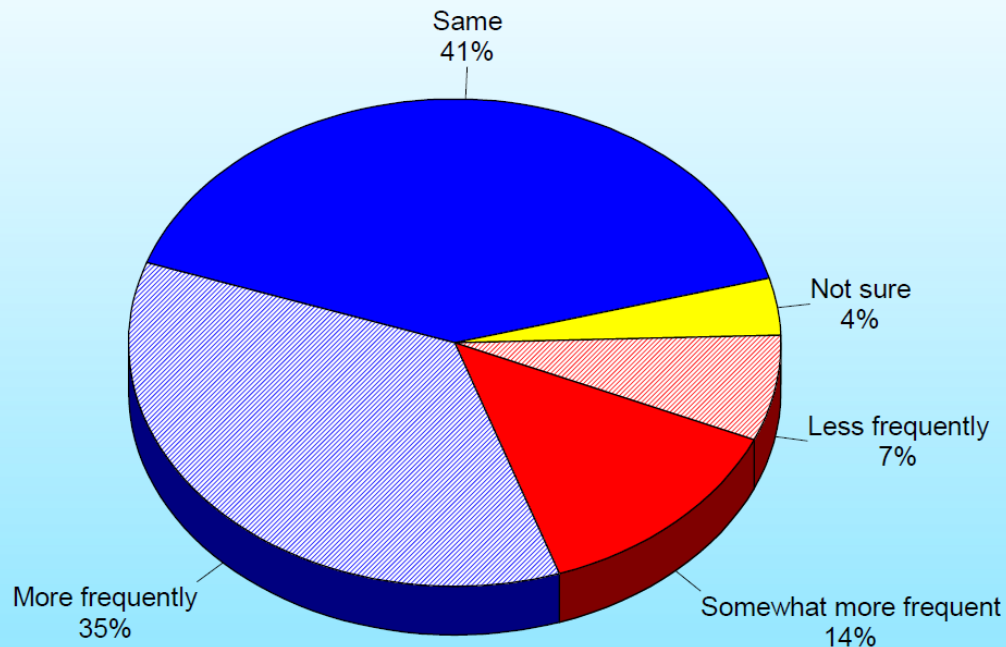


County
for Curbside
ling

Source: ETC Institute (2018)

Q6. Compared to five years ago, how would you describe the frequency of your recycling activities?

by percentage of respondents



Source: ETC Institute (2018)

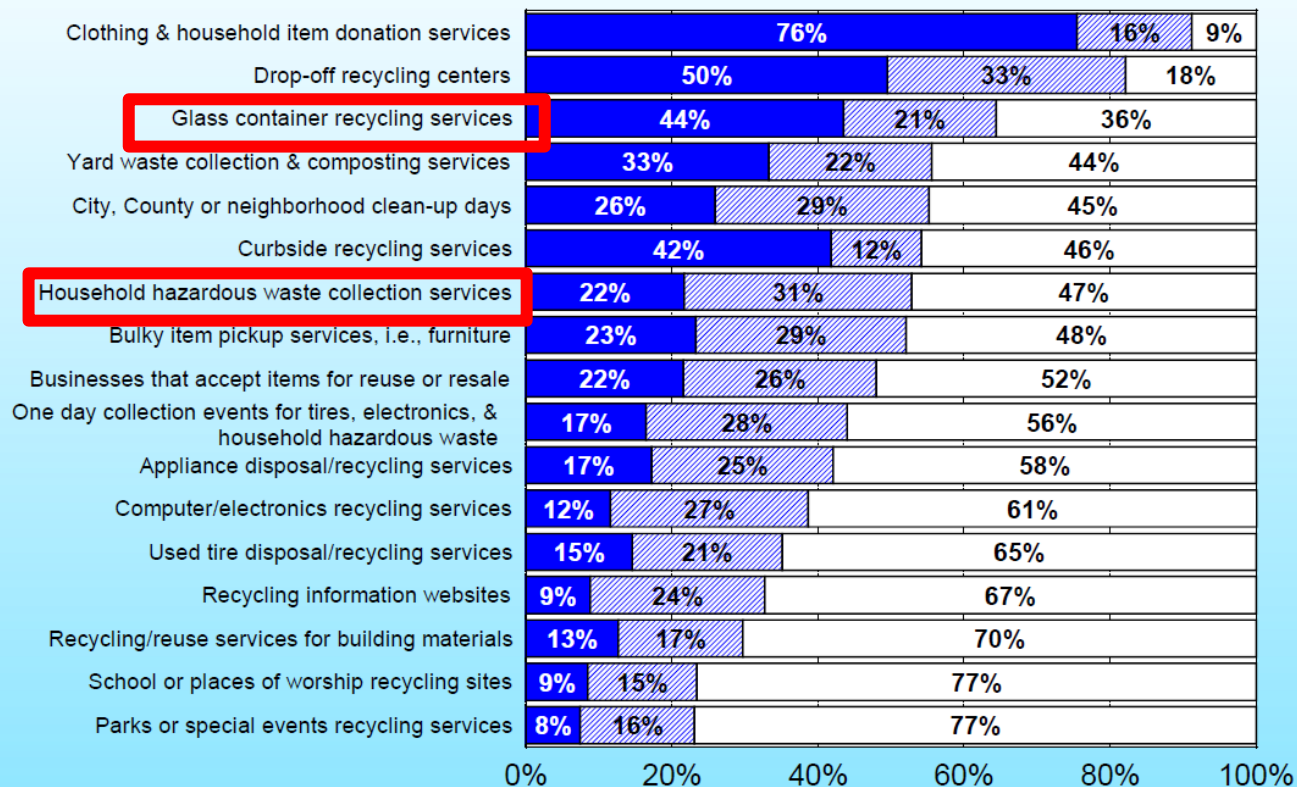
Cole County
45.4% recycling more frequently – Why? 65% reported b/c curbside now available.

Cooper County
32.6% recycling more frequently – Why? 64.4% are using a drop-off.

Callaway County
14.4 % recycling less – Why? 26.7% don't know where to take materials.

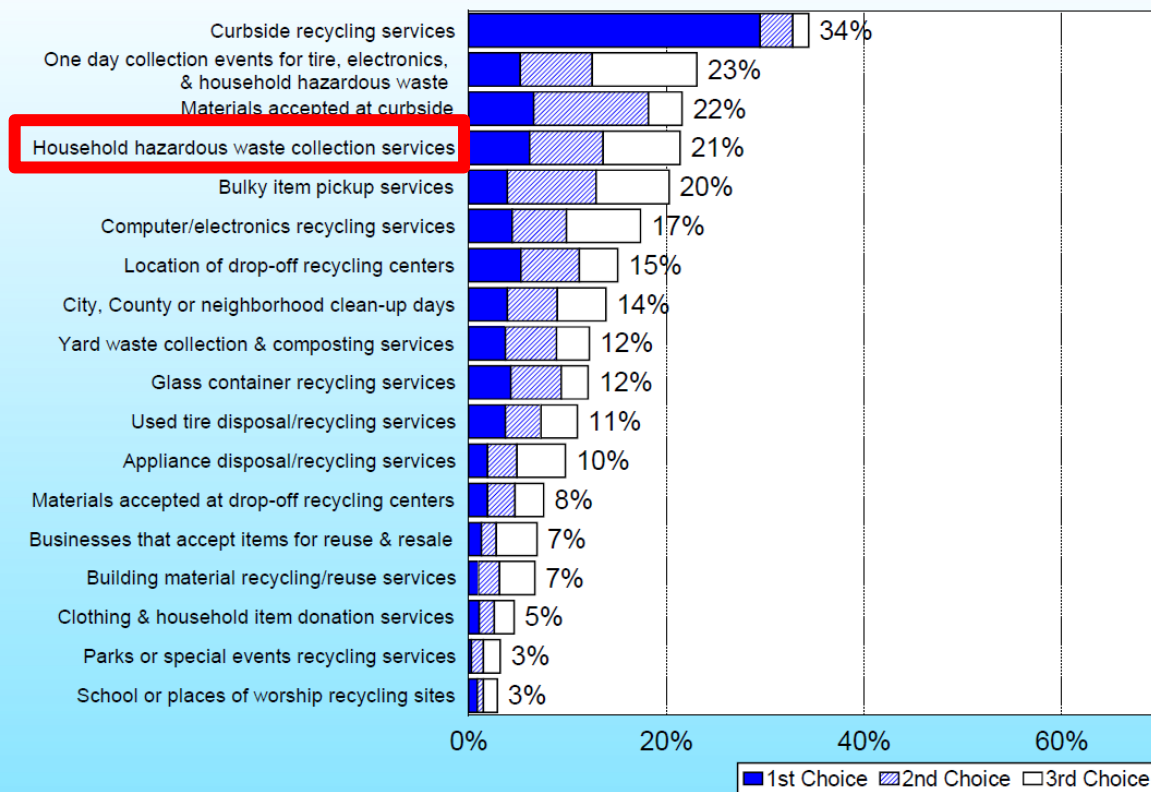
Q8. How Familiar Respondents are with the Services in Their Community

by percentage of respondents (without "not provided")



Q10. Which THREE Services Would you Most Like to See Offered

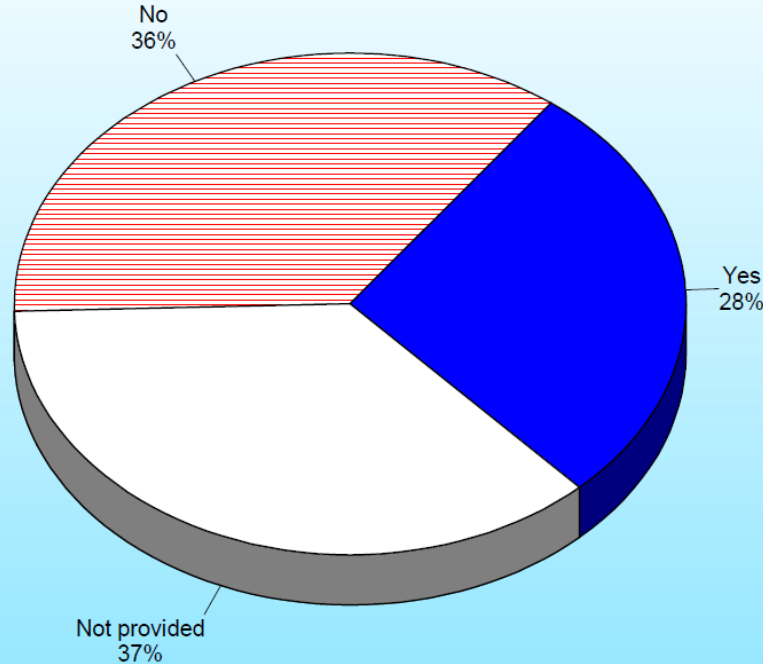
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2018)

Q11. If you recycle curbside, have you ever put something in the bin that you are not sure is accepted?

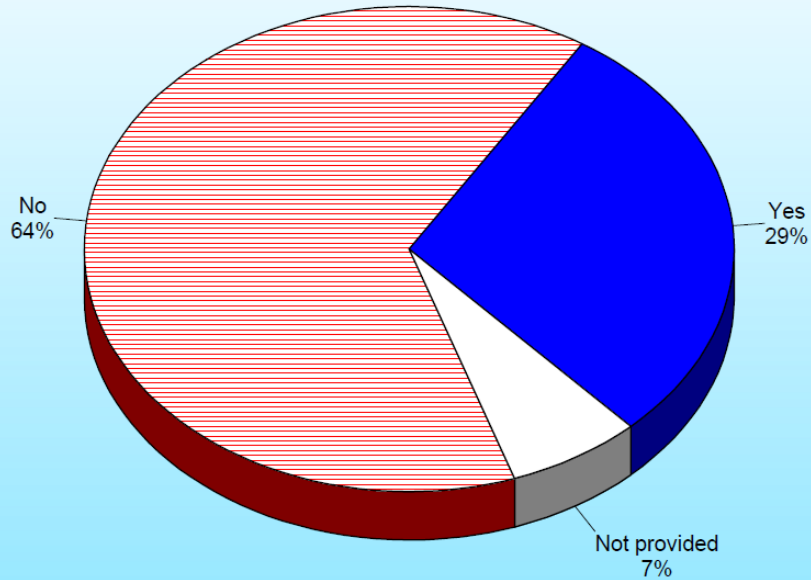
by percentage of respondents



Cole County
57.4%

Q13. Have you seen or read any information concerning the impact of food waste in the last year?

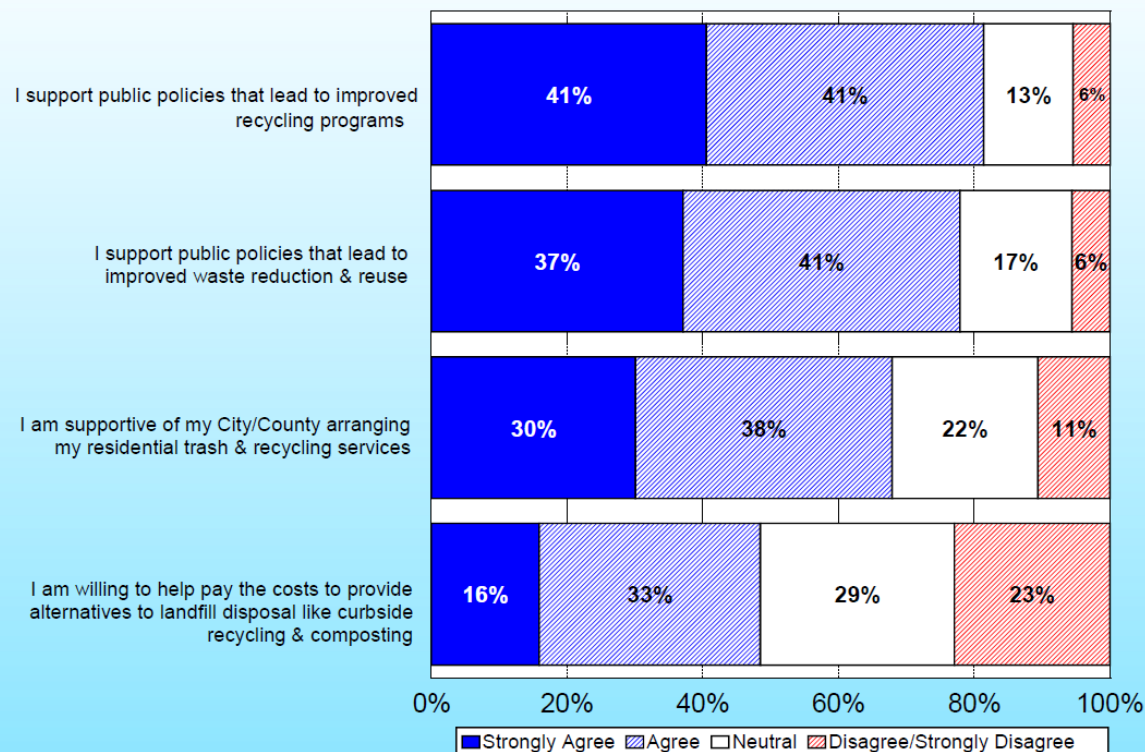
by percentage of respondents



Source: ETC Institute (2018)

Q18. Level of Agreement with the Following Statements

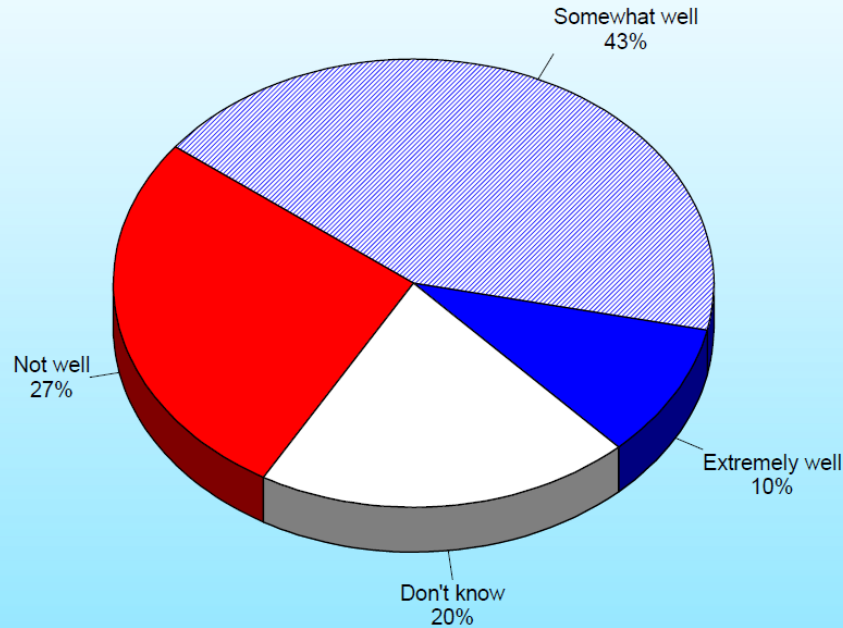
by percentage of households (Excluding "Don't Know")



Source: ETC Institute (2018)

Q19. How well do you think your community performs in terms of its commitment to recycling?

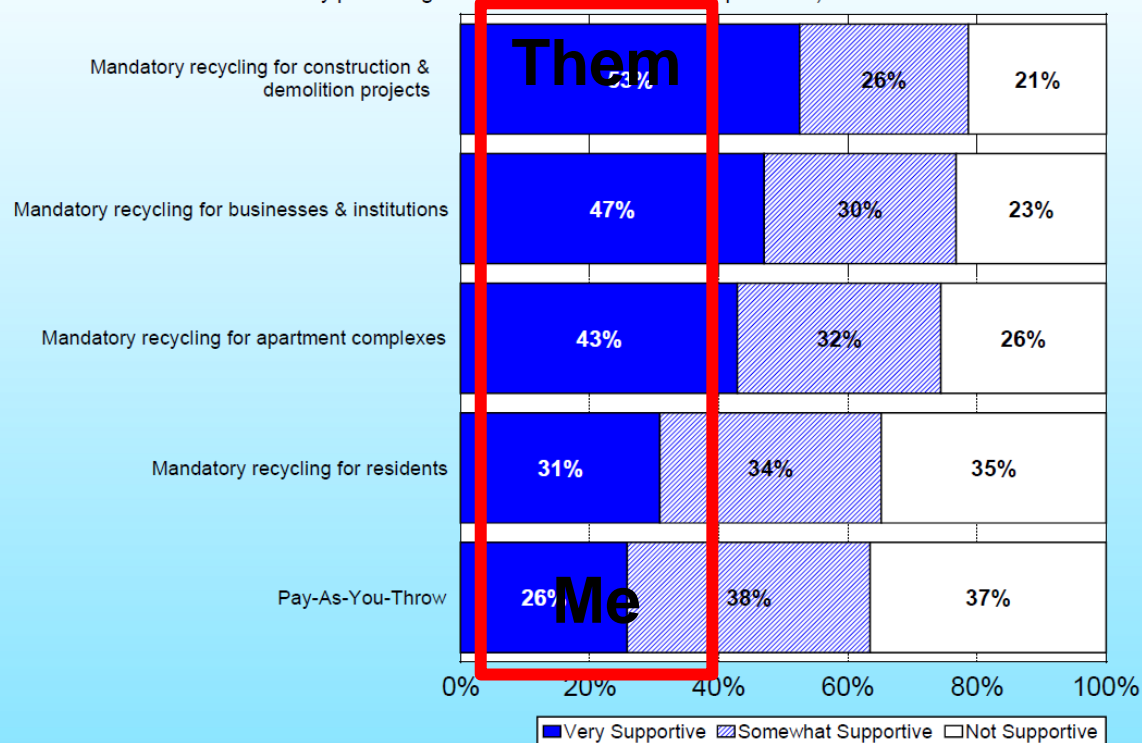
by percentage of respondents



Source: ETC Institute (2018)

Q23. Level of Support of Cities and Counties Implementing the Following Policies to Help Reduce Waste from Landfills

by percentage of respondents (without "not provided")



Source: ETC Institute (2018)

WHAT DO YOU DO WITH IT?

- **County by County Reports**
- **District Wide Priorities**
- **Creating a Communication Plan**
- **Being Flexible**

KC VS. MID-MO

Question	Mid-MO	KC
Recycle Most of the Time	62%	82%
Behavior	42% Curbside	81% Curbside
Donate Clothes	94%	94%
Managing Shopping Bags	55% - Pet Waste	52% - Pet Waste
Desired Service	34% Curbside	32% Glass Container
Unsure Accepted	28%	53%

KC VS. MID-MO

Question	Mid-MO	KC
Interest in PAYT	26% very supportive	17% very supportive