

2017 MARC Solid Waste Management District Recycling Survey

Overall Findings

by ETC Institute



December 6, 2017

Agenda

□ Purpose and Methodology

□ Major Findings

1. Importance of Recycling
2. Recycling Activities
3. Familiarity with Recycling Services
4. Satisfaction with the Availability of Recycling Services
5. Recycling Services Residents Would Like to See Offered or Expanded
6. Communication and Information Issues
7. Various Recycling Issues in the Community
8. Role of Government in Recycling

□ Summary of Major Findings

□ Questions

Purpose and Methodology

□ Purpose

- Evaluate current recycling activities and knowledge
- Determine what residents would like to see in the future
- Determine focus areas for expanded services and outreach priorities
- How activities/knowledge/perceptions have changed from previous surveys

□ Survey Description

- Six-page survey
- Took approximately 20 minutes to complete
- Topic such as: waste reduction, reuse, recycling, and composting

□ Method of Administration – mail/phone/online combination

- Mailed to a random sample of residents
- Survey could be returned via mail or online
- E-mail and phone follow-ups were made to ensure adequate participation in each county

Completed Surveys

- Goals

940

- Actual

1064

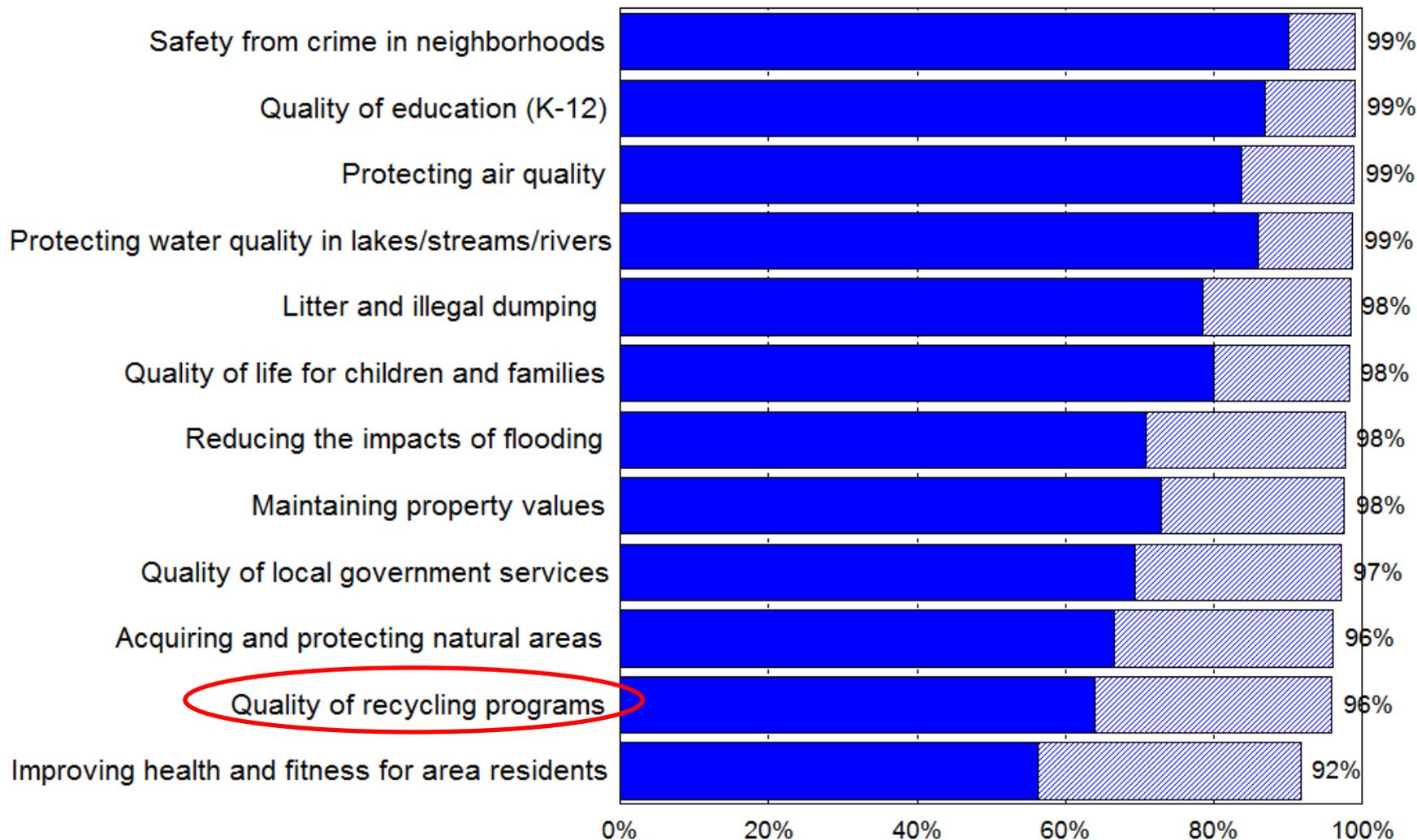
MAJOR FINDINGS

Area #1

Importance of Recycling

Importance of Various Issues in the Kansas City Metro Community

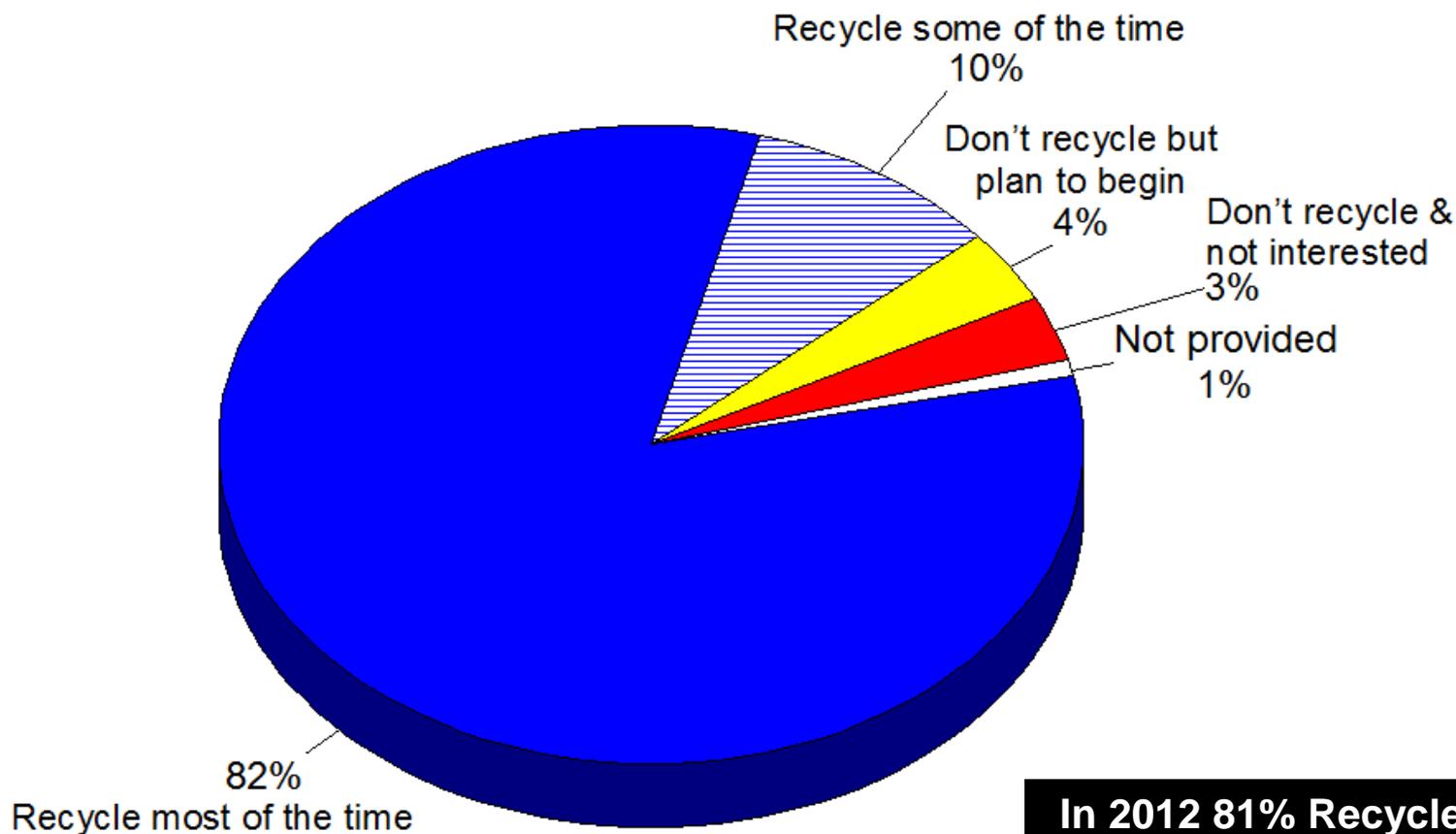
by percentage of respondents who felt the issues was "very important" or "somewhat important"



Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

How much emphasis does your household place on recycling?

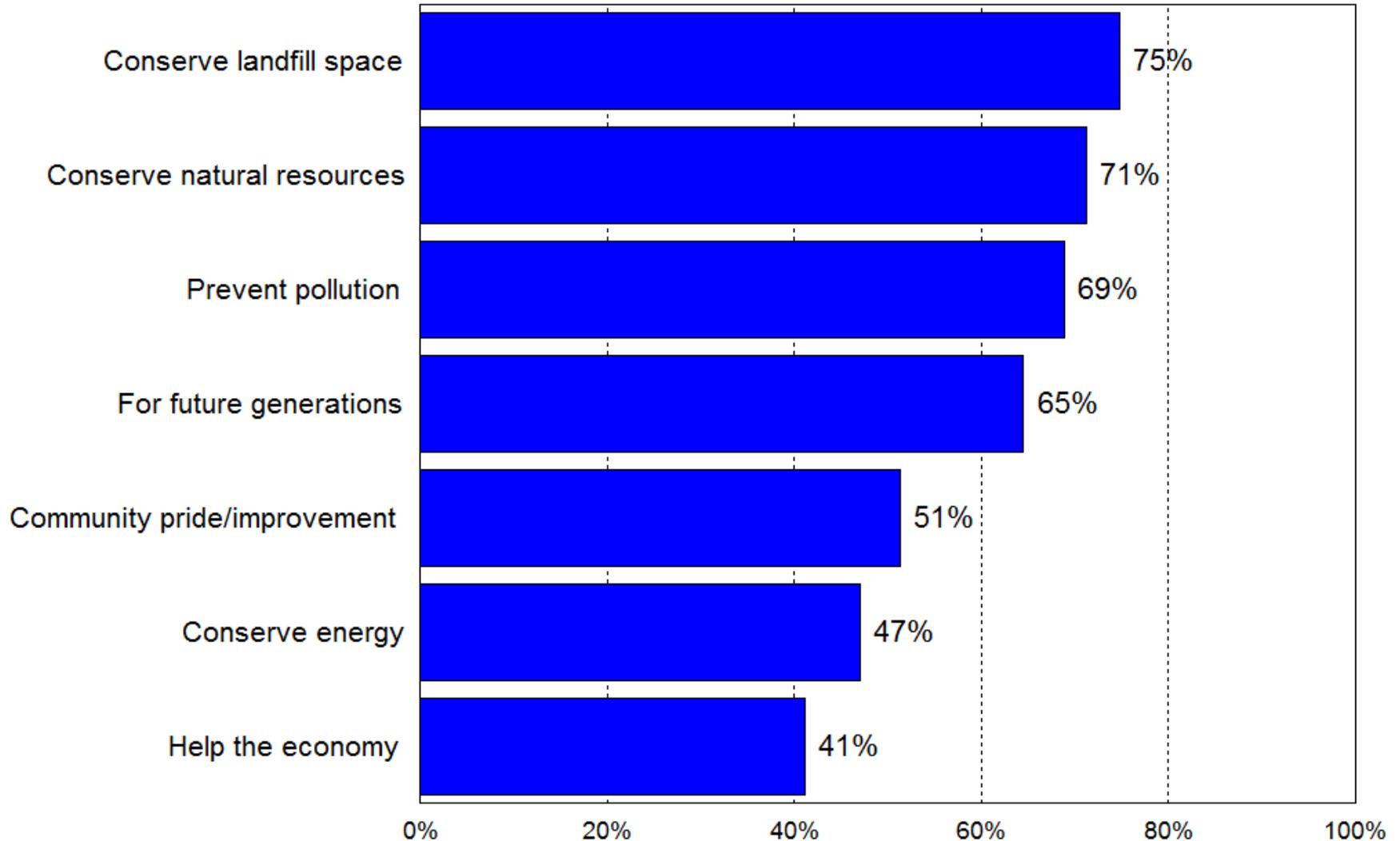
by percentage of respondents



In 2012 81% Recycled Most of the Time

If you recycle, why do you recycle?

by percentage of respondents (multiple choices could be made)



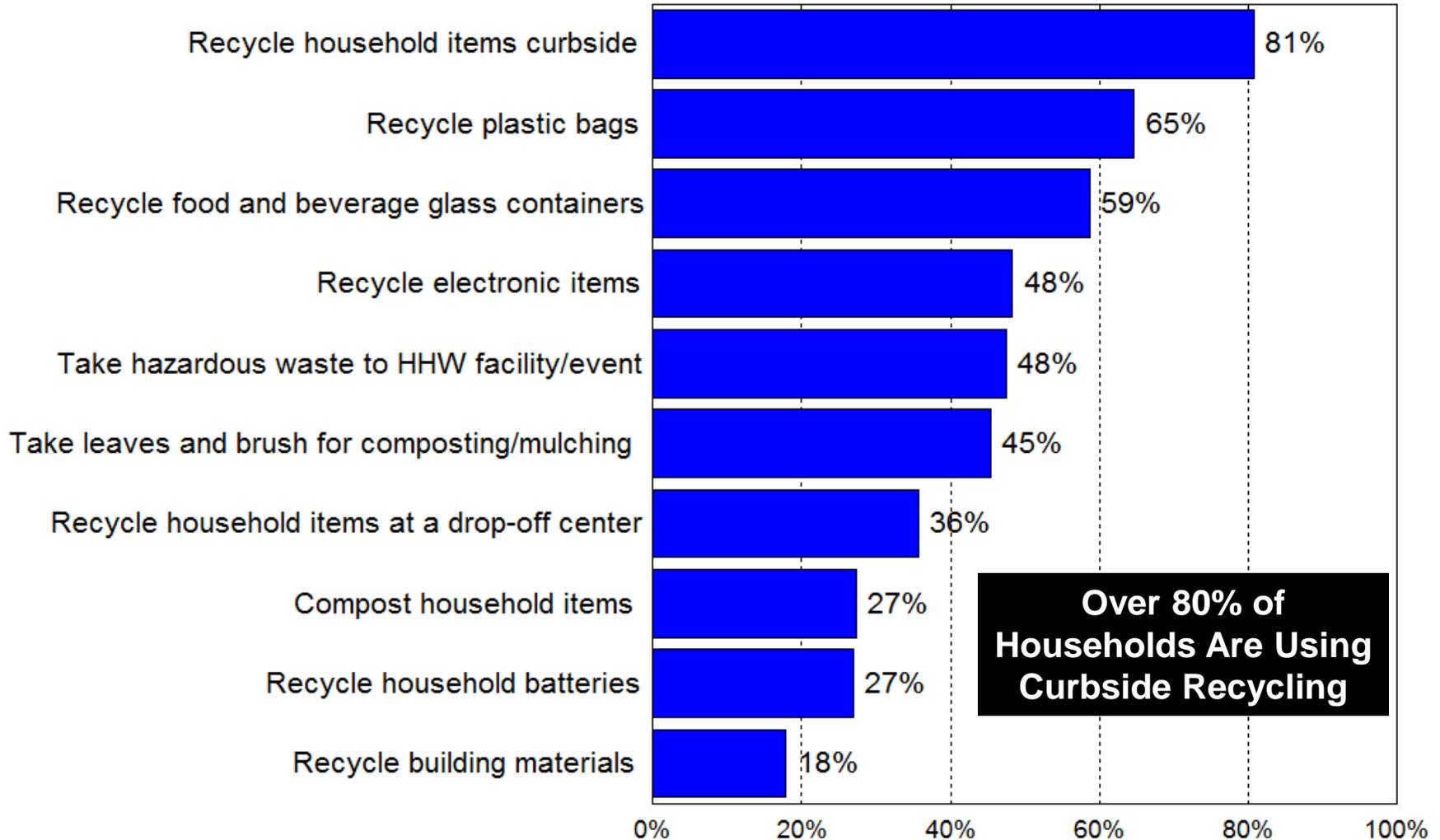
Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

MAJOR FINDINGS

Area #2 Recycling Activities

Do you or other members of your household currently do any of the following:

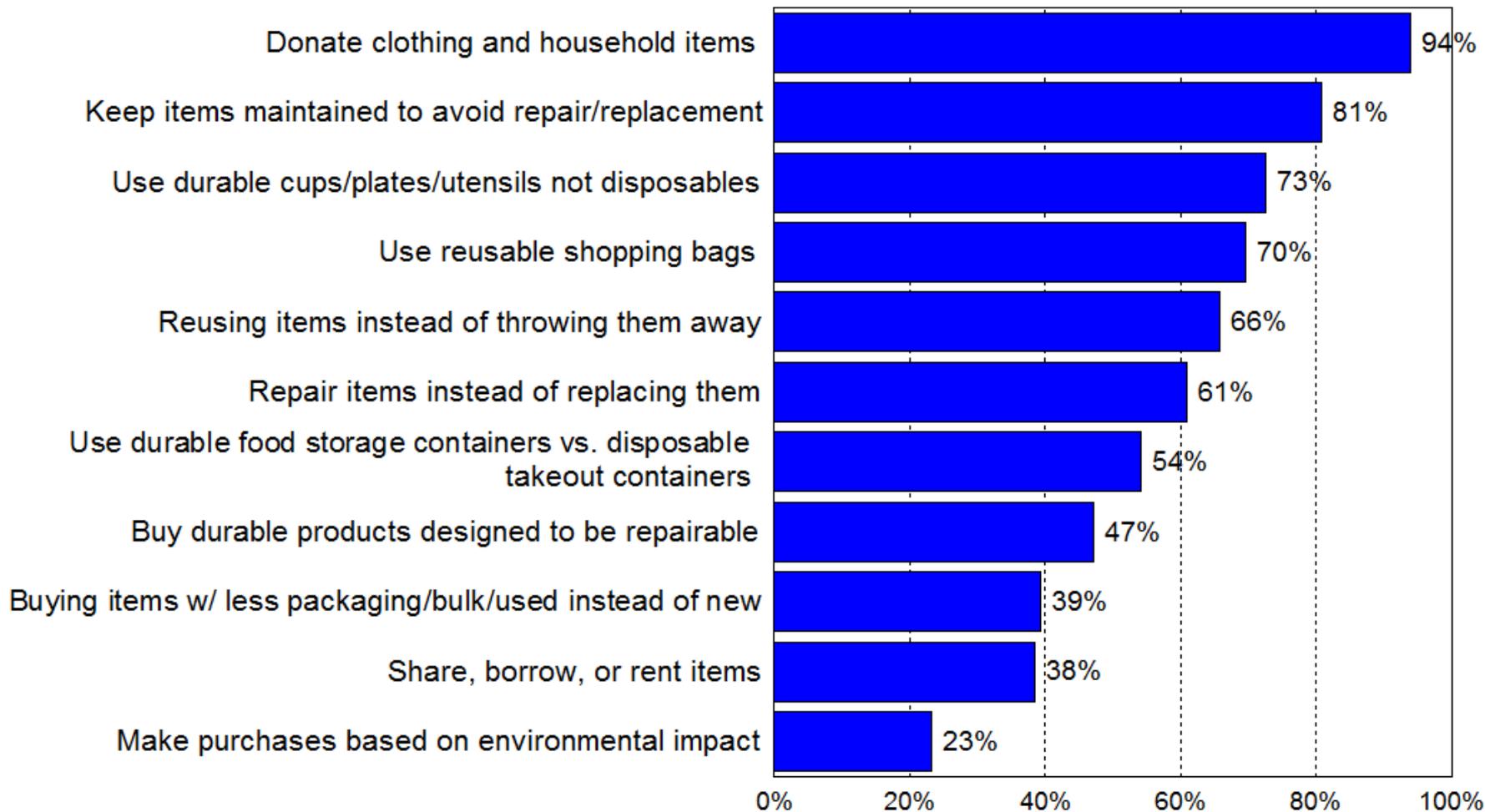
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

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

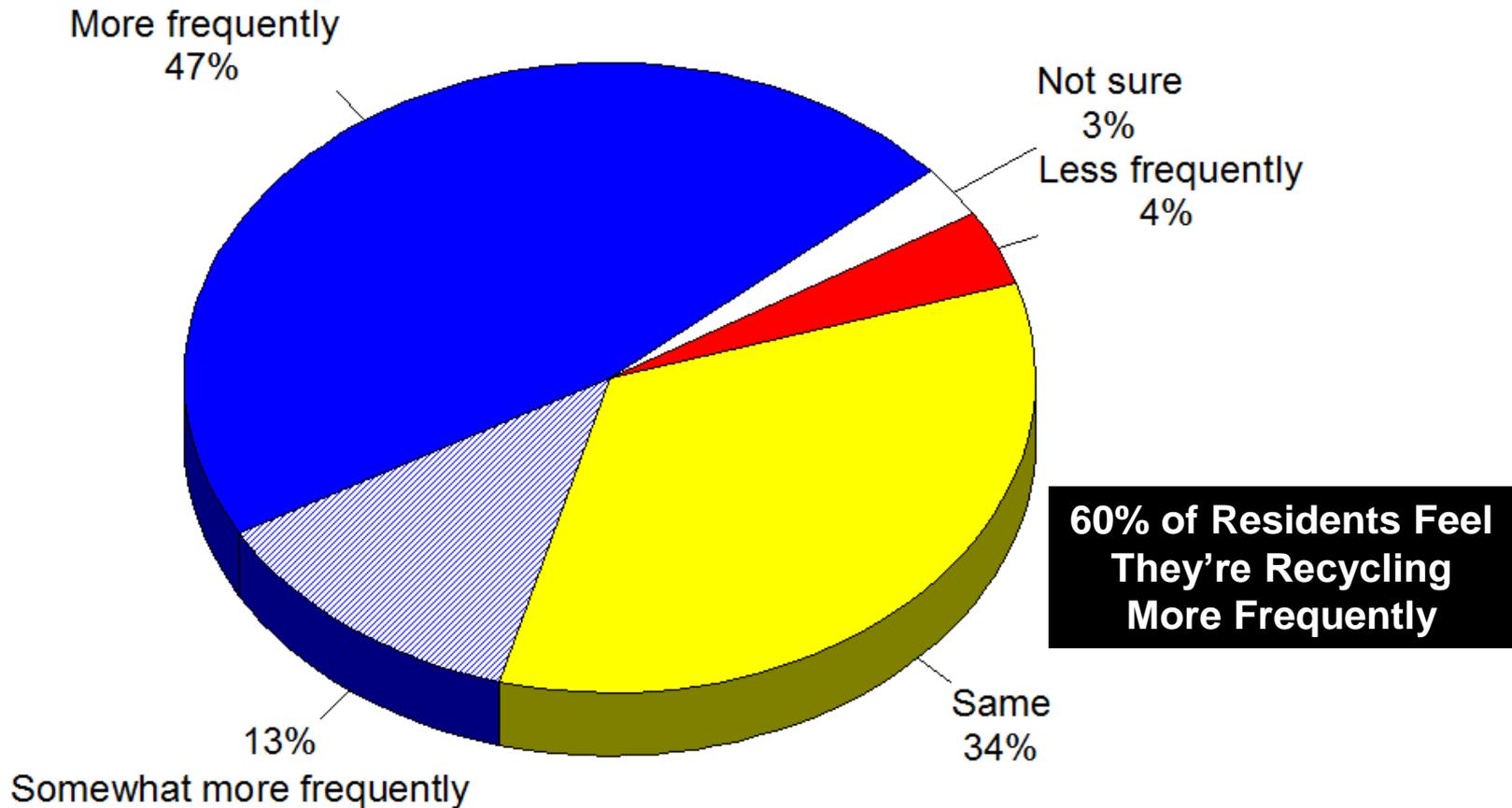
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

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

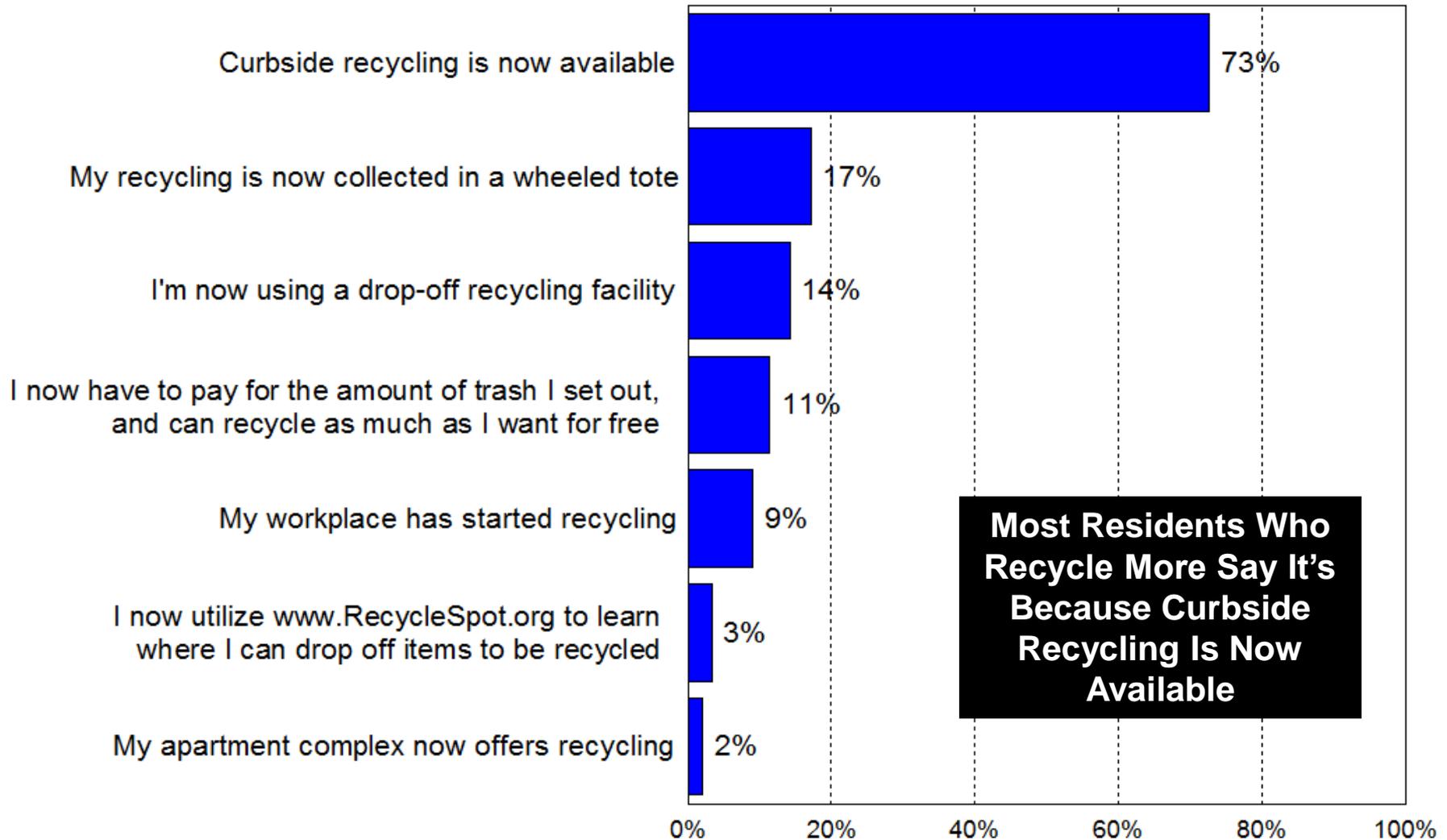
by percentage of respondents



Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

Why are you recycling more? Is it because...

by percentage of respondents who indicated they recycle "more frequently" or "somewhat more frequently" compared to five years ago (multiple choices could be made)

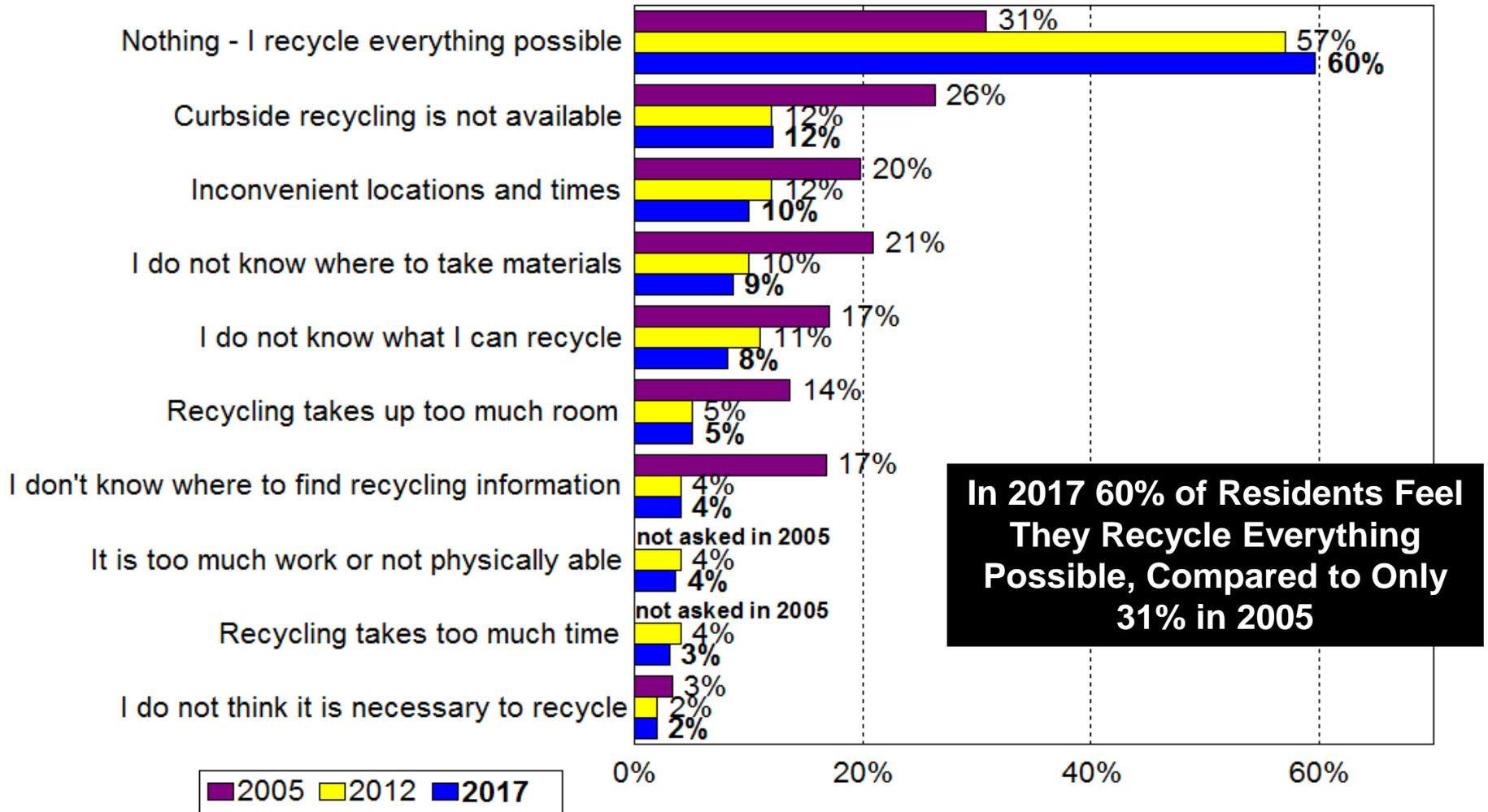


Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

What prevents you from recycling or recycling more than you currently do?

(Trends: 2005 vs 2012 vs 2017)

by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

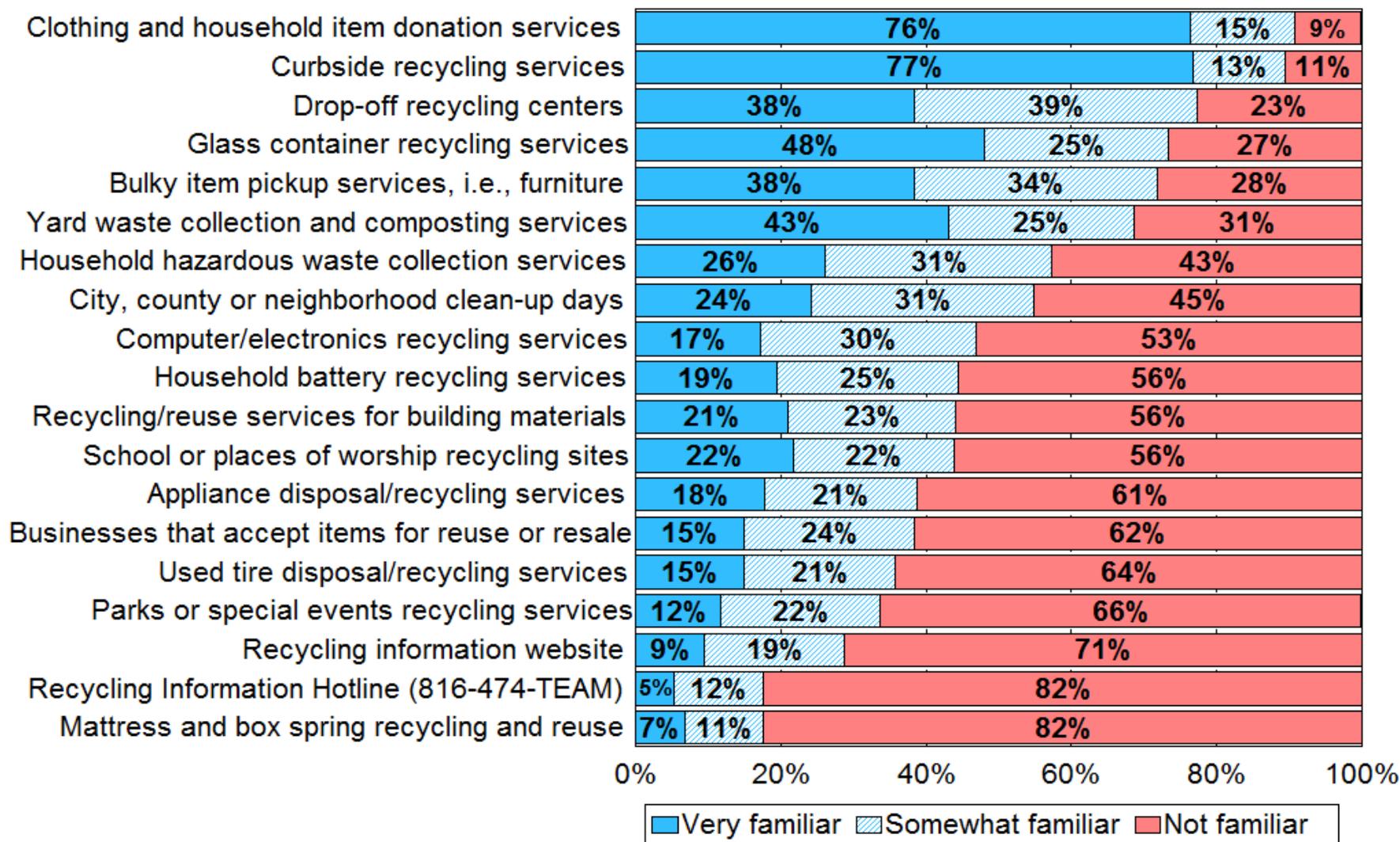
MAJOR FINDINGS

Area #3

Familiarity with Recycling Services

Familiarity with Various Services in the Community Where You Live

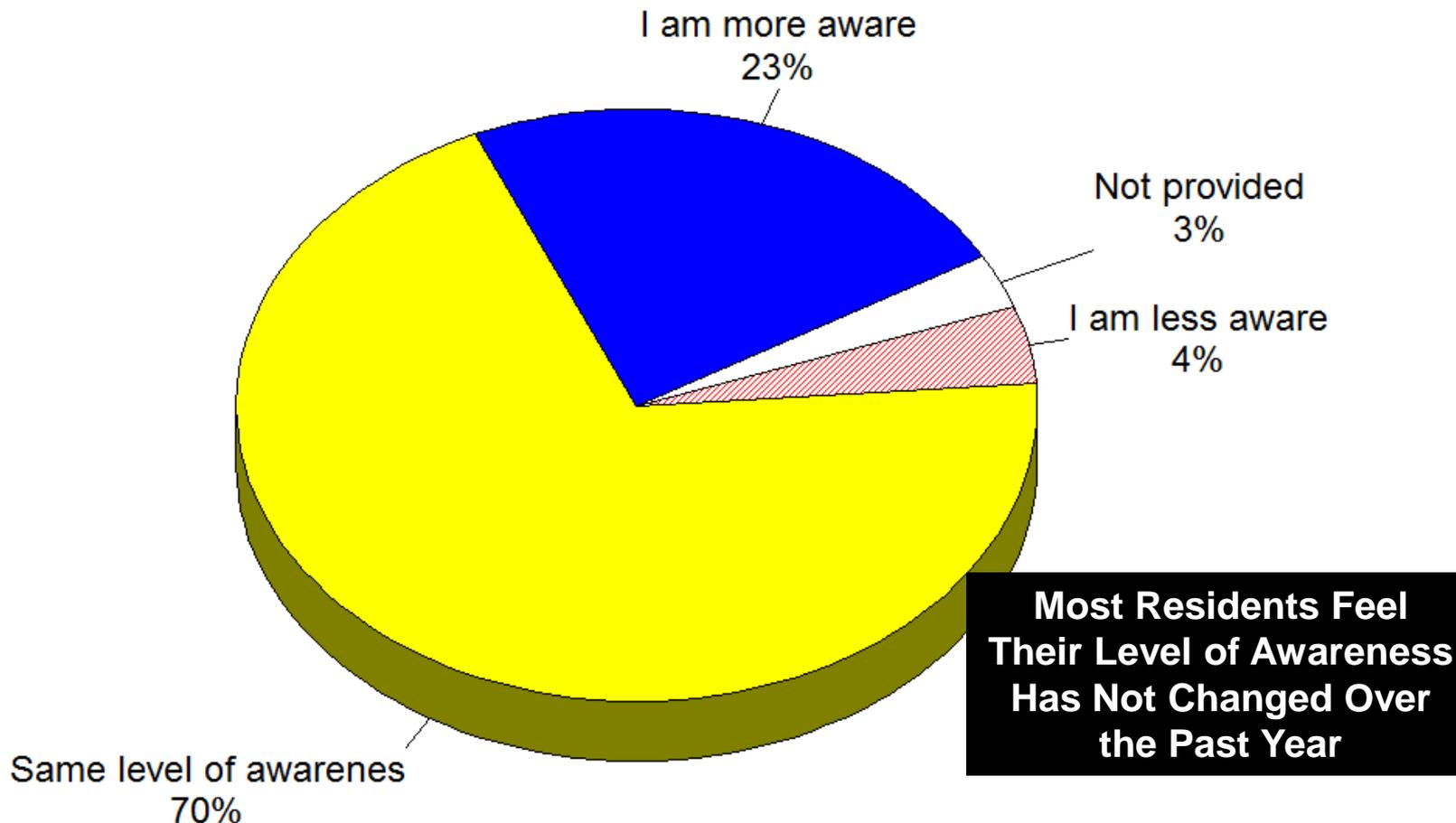
by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale (excluding not provided)



Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

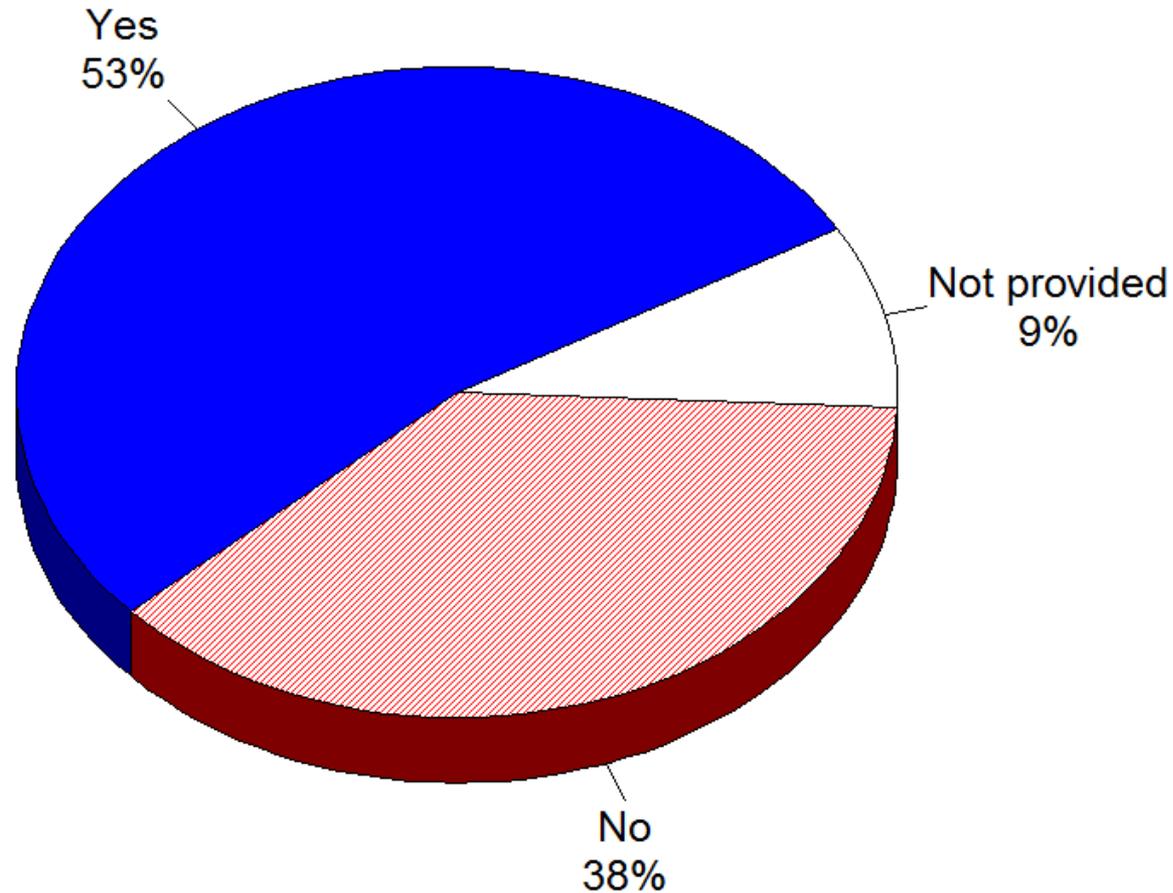
Compared to a year ago, how would you rate your level of awareness of trash and recycling issues in the Kansas City area?

by percentage of respondents (excluding respondents who did not live in the Kansas City area last year)



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

by percentage of respondents



Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

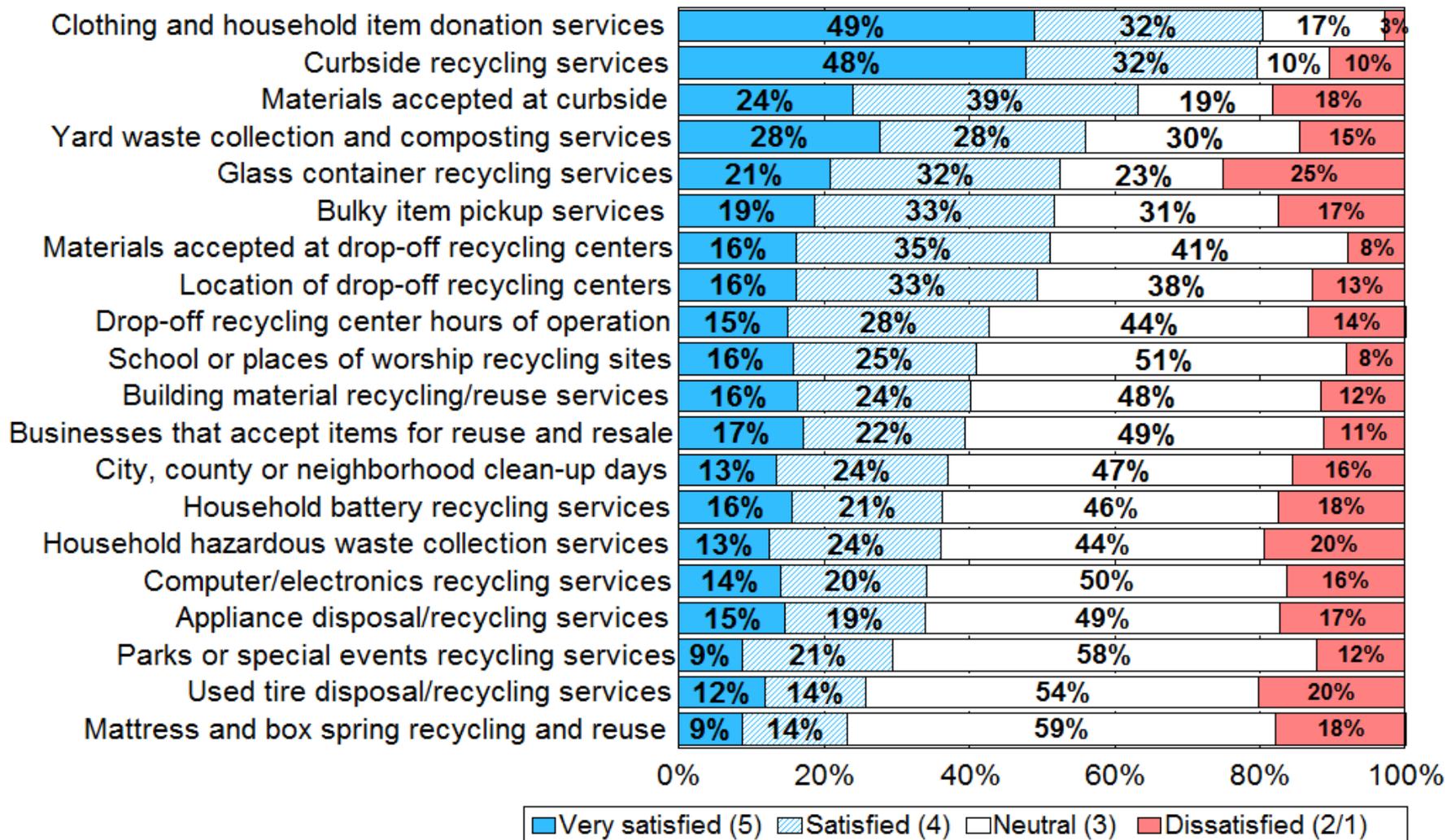
MAJOR FINDINGS

Area #4

Satisfaction with the Availability of Recycling Services

Satisfaction with Availability of Various Services in the Community Where You Live

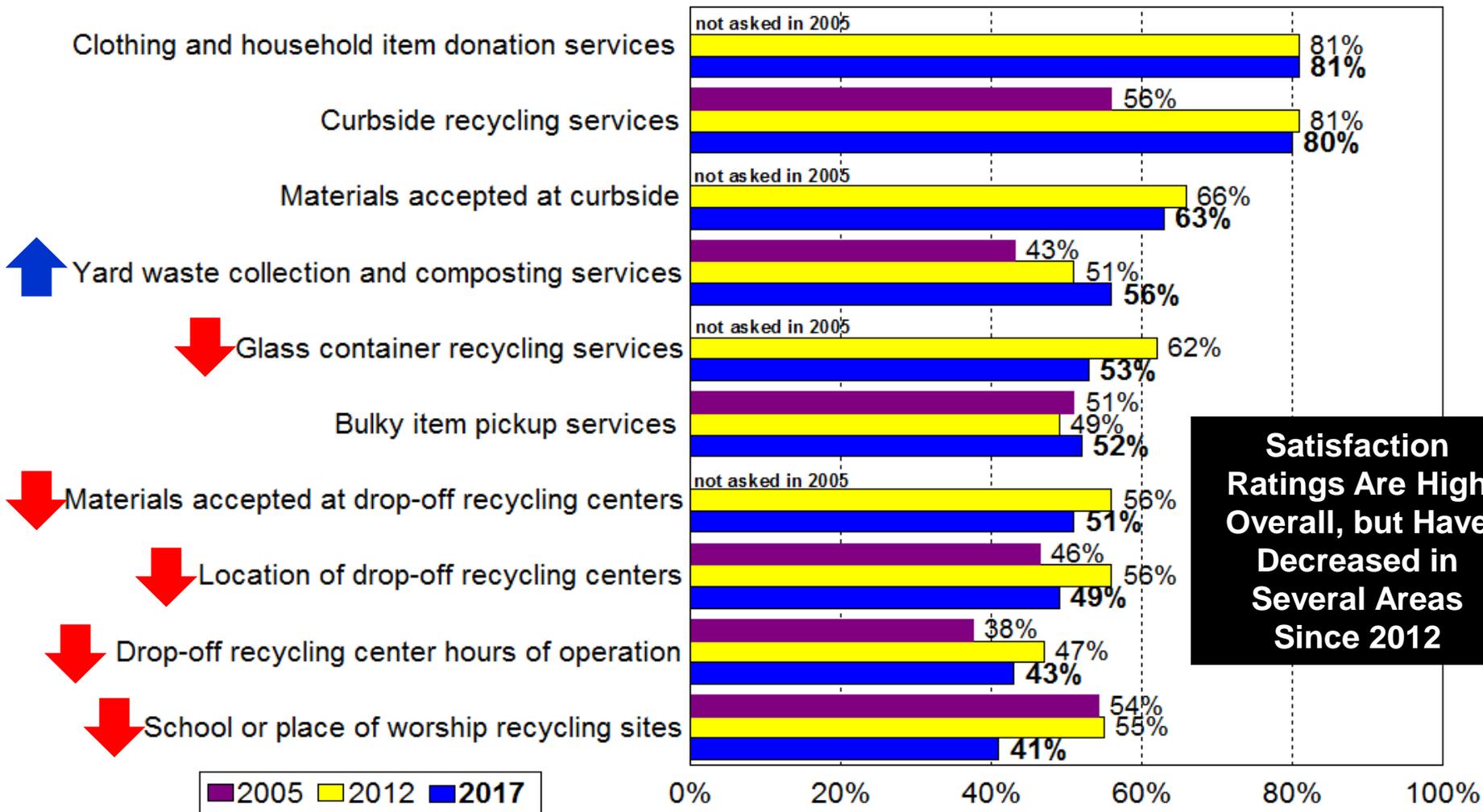
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale where a rating of 5 meant "very satisfied" and a rating of 1 meant "very dissatisfied" (excluding don't knows)



Satisfaction with Availability of Various Services in the Community Where You Live

(Trends: 2005 vs 2012 vs 2017)

by percentage of respondents who were "very satisfied" or "satisfied" (excluding don't knows)



Satisfaction Ratings Are High Overall, but Have Decreased in Several Areas Since 2012

Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

MAJOR FINDINGS

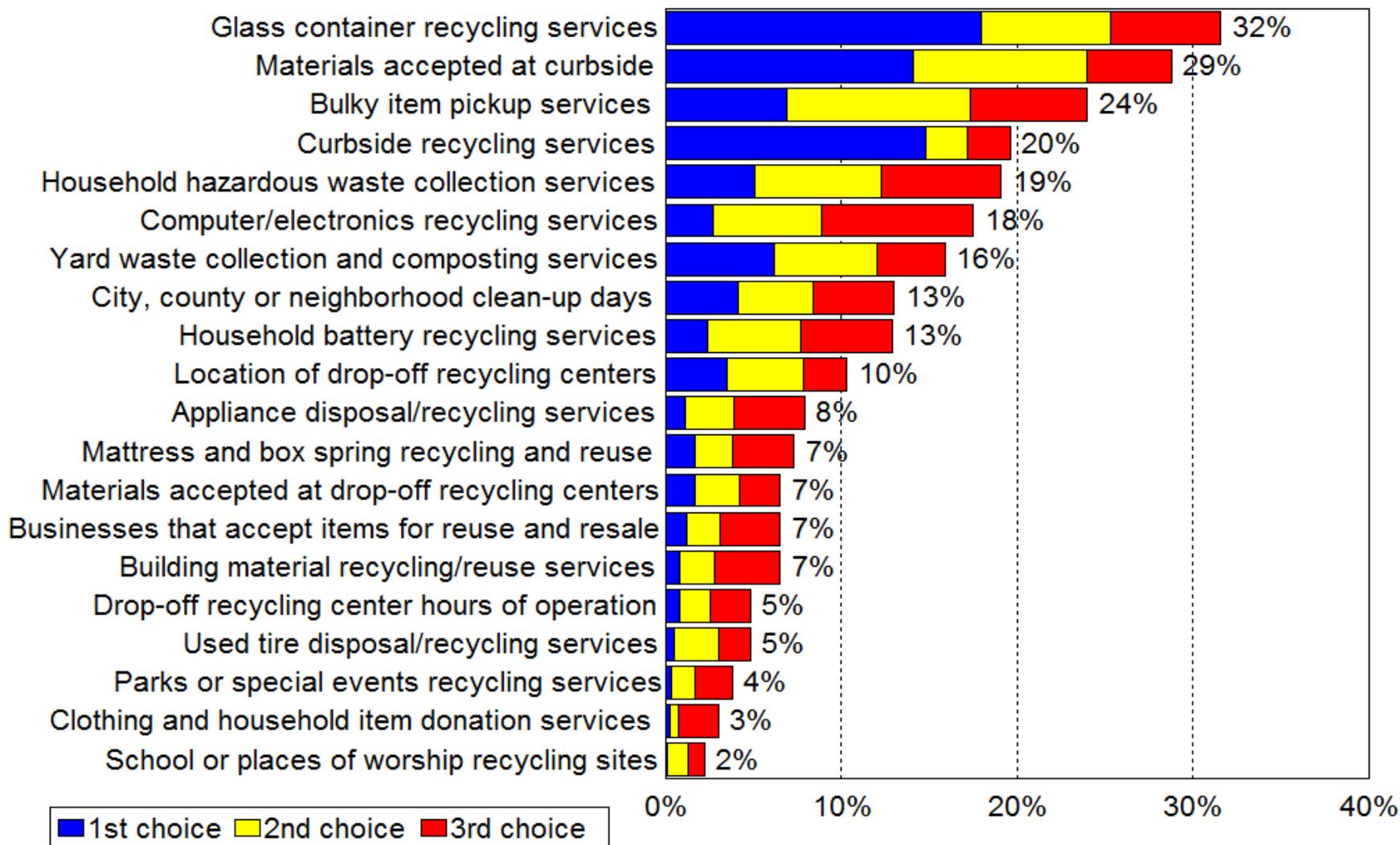
Area #5

Recycling Services Residents

Would Like to See Offered or Expanded

Services Residents Would Most Like to See Offered or Expanded in Their Community

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



Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

Recycling Service Priorities: Importance-Satisfaction Analysis

2017 MARC Solid Waste Management District Recycling Survey

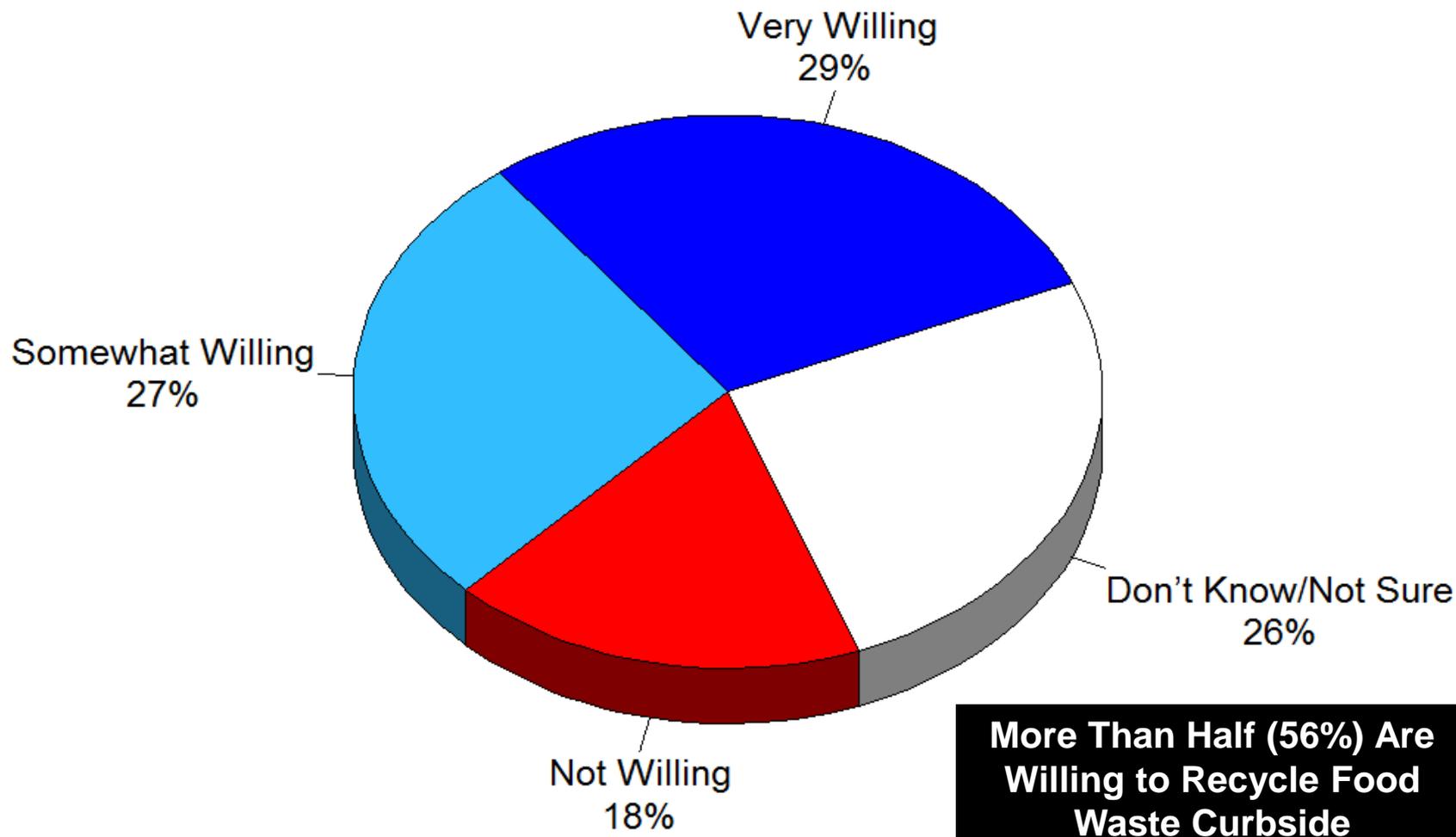
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Glass container recycling services	32%	1	53%	5	0.1504	1
Household hazardous waste collection services	19%	5	37%	15	0.1197	2
Computer/electronics recycling services	18%	6	34%	16	0.1188	3
Bulky item pickup services	24%	3	52%	6	0.1152	4
Materials accepted at curbside	29%	2	63%	3	0.1073	5
<i>Medium Priority (IS <.10)</i>						
Yard waste collection and composting services	16%	7	56%	4	0.0704	6
Mattress and box spring recycling and reuse	7%	12	23%	20	0.0539	7
Location of drop-off recycling centers	10%	10	49%	8	0.0510	8
Appliance disposal/recycling services	8%	11	34%	17	0.0528	9
City, county or neighborhood clean-up days	13%	8	37%	13	0.0396	10
Household battery recycling services	13%	9	37%	14	0.0396	11
Building material recycling/reuse services	7%	15	40%	11	0.0396	12
Businesses that accept items for reuse and resale	7%	14	39%	12	0.0396	13
School or places of worship recycling sites	2%	20	41%	10	0.0396	14
Curbside recycling services	20%	4	80%	2	0.0400	15
Used tire disposal/recycling services	5%	17	26%	19	0.0370	16
Materials accepted at drop-off recycling centers	7%	13	51%	7	0.0343	17
Drop-off recycling center hours of operation	5%	16	43%	9	0.0285	18
Parks or special events recycling services	4%	18	30%	18	0.0280	19
Clothing and household item donation services	3%	19	81%	1	0.0057	20



Top Priorities

How willing are you to recycle food waste curbside?

by percentage of respondents



Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

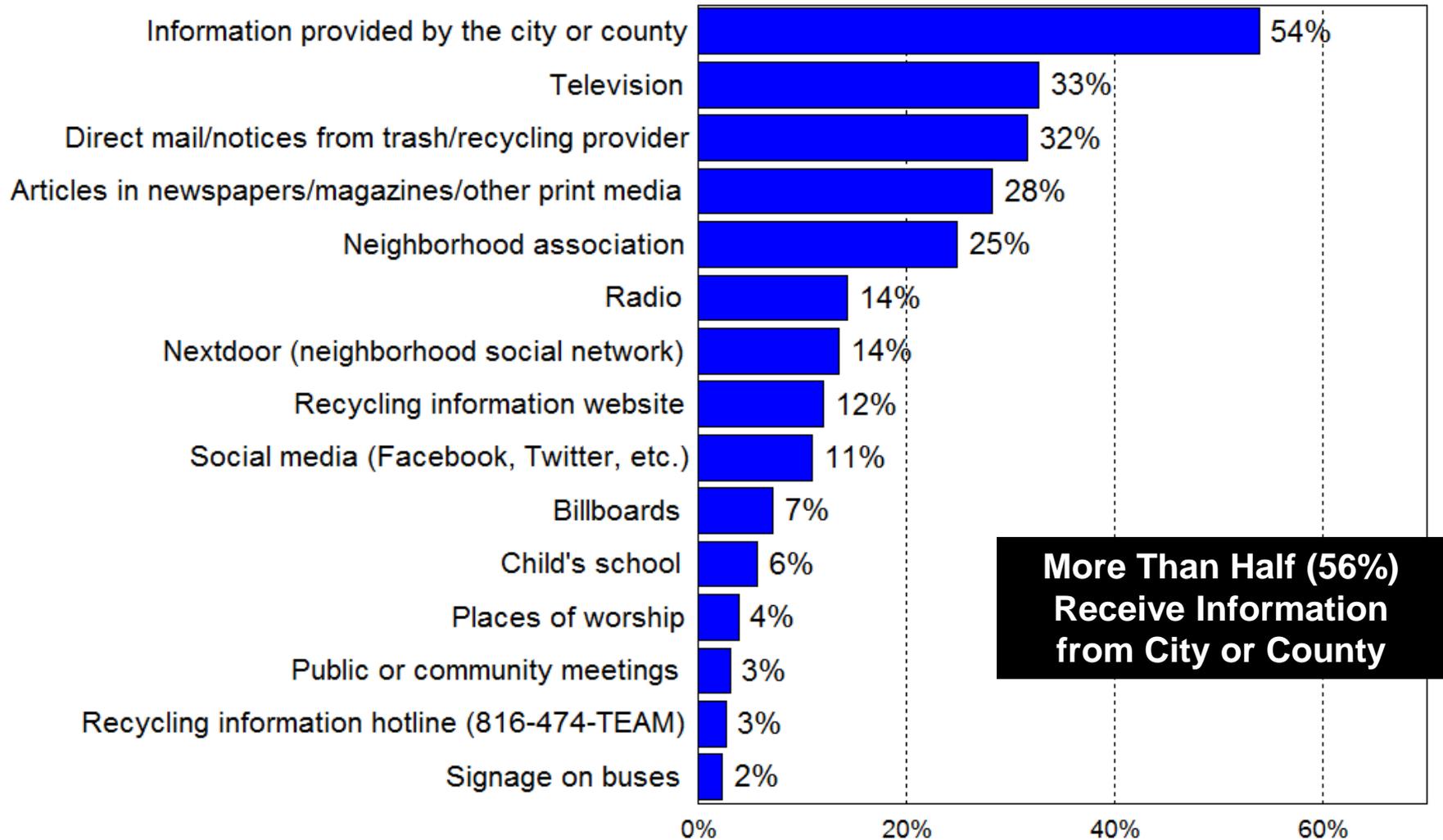
MAJOR FINDINGS

Area #6

Communication and Information

How have you received information about recycling and solid waste disposal?

by percentage of respondents who indicated they had seen or read information about trash and recycling in the area during the past year (multiple choices could be made)

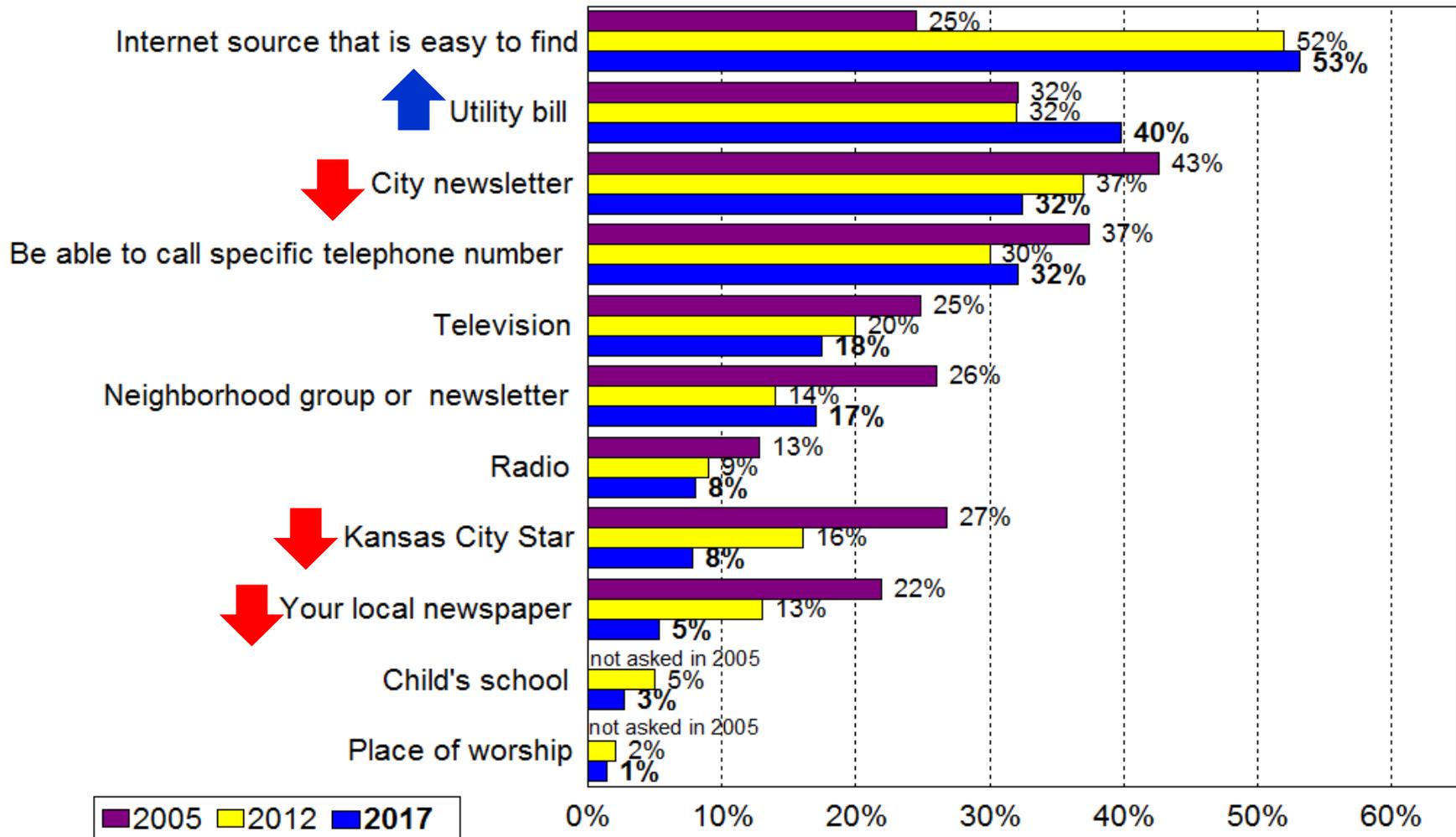


Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

How would you most prefer to receive information about solid waste services in your community?

(Trends: 2005 vs 2012 vs 2017)

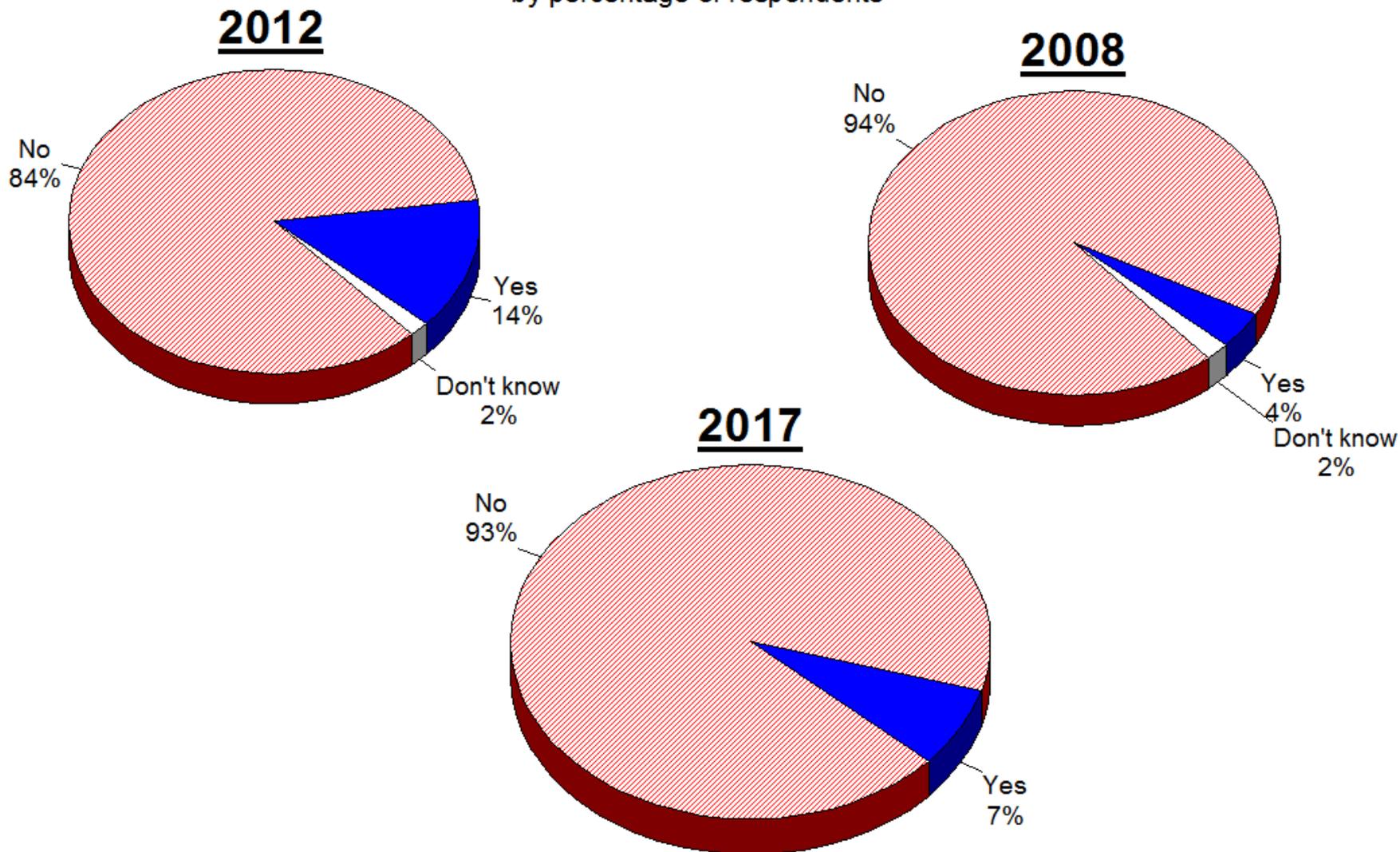
by percentage of respondents (multiple choices could be made)



Have you ever visited www.RecycleSpot.org?

(Trends: 2008 vs 2012 vs 2017)

by percentage of respondents

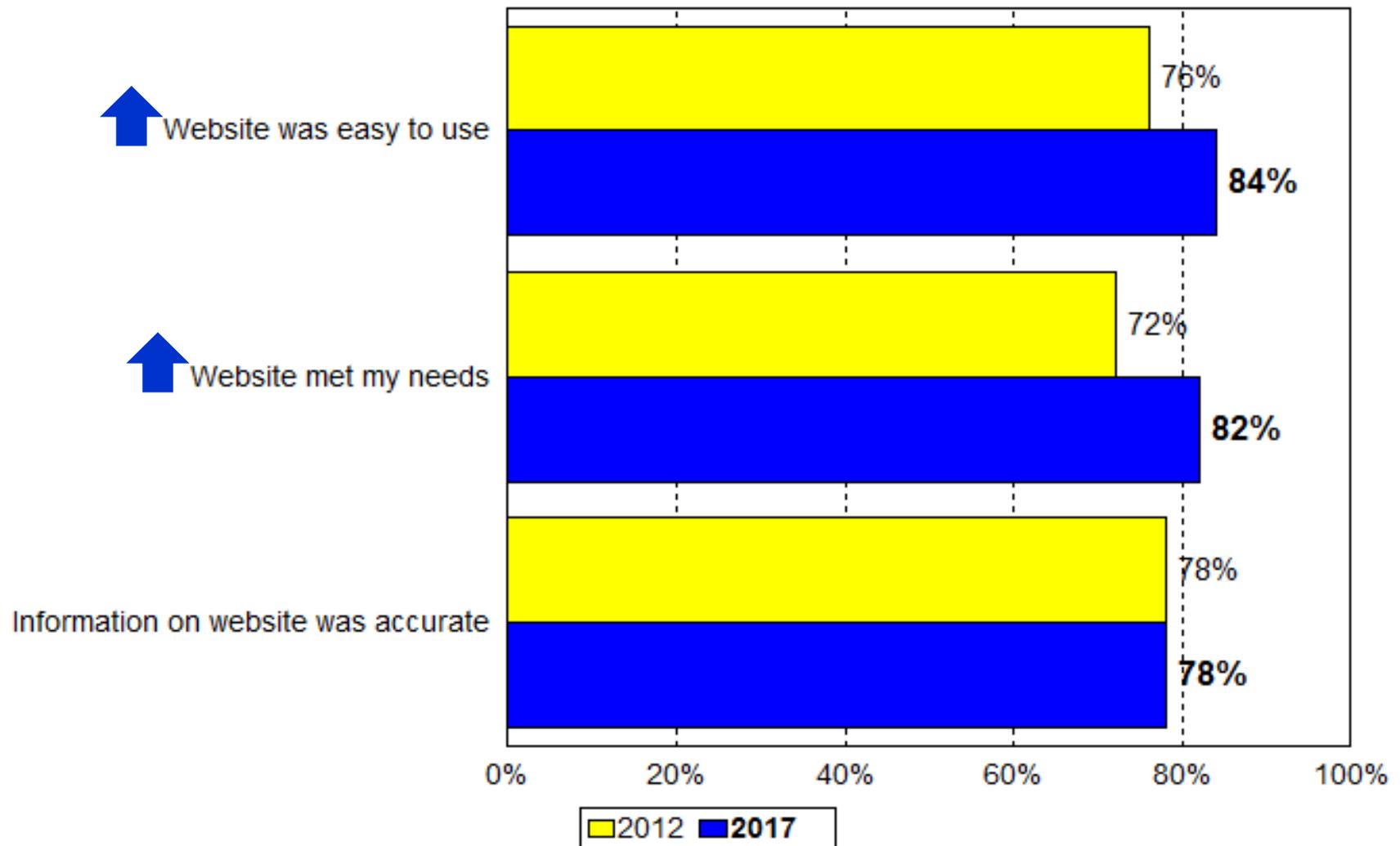


Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

Ratings of www.RecycleSpot.org

(Trends: 2012 vs 2017)

by percentage of respondents who had visited the website and rated the item as "very good" or "good"
(excluding don't knows)



Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

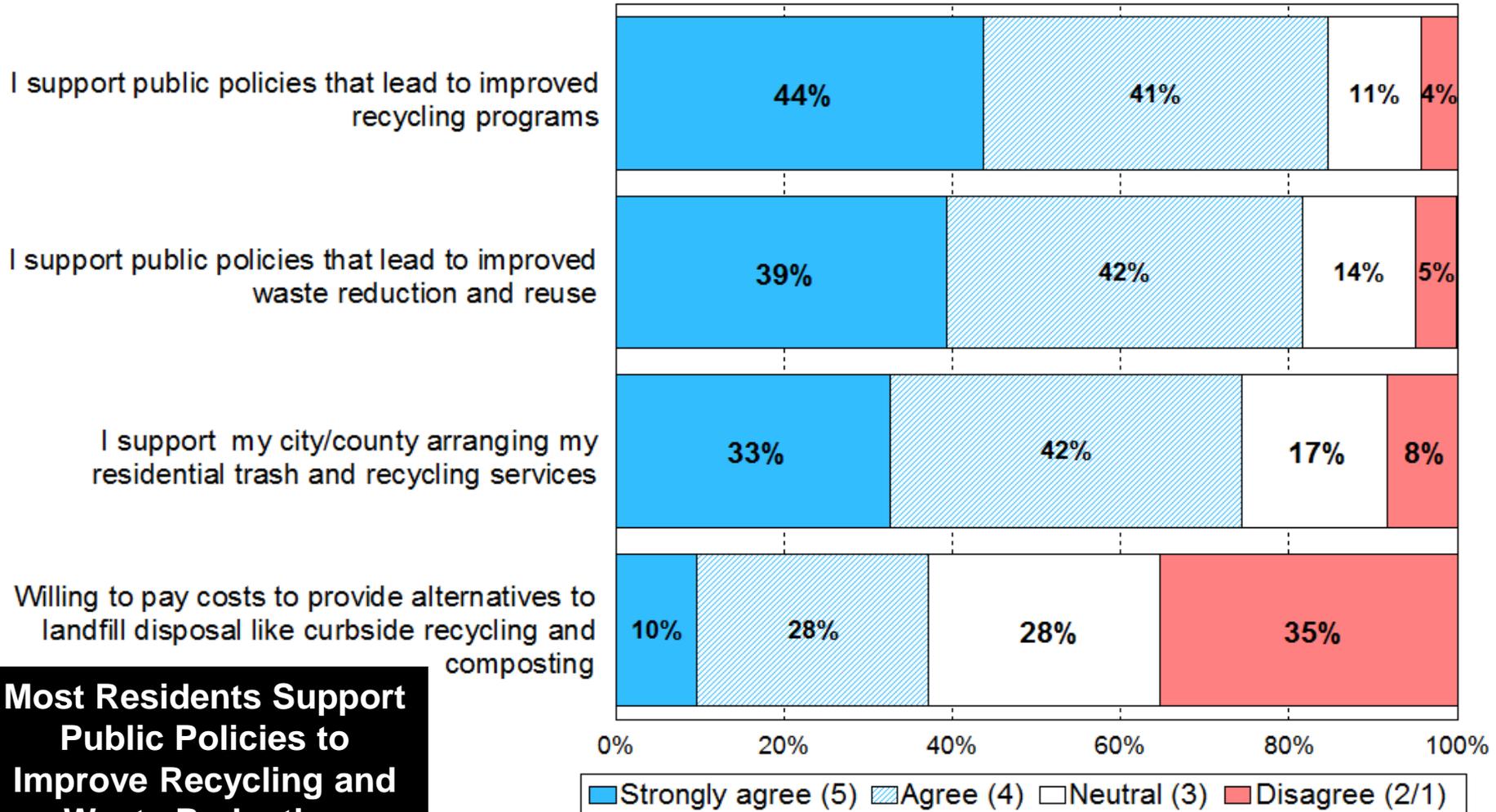
MAJOR FINDINGS

Area #7

Recycling Issues in the Community

Level of Agreement with Recycling Issues

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale, where a rating of 5 meant "strongly agree" and a rating of 1 meant "strongly disagree" (excluding don't knows)

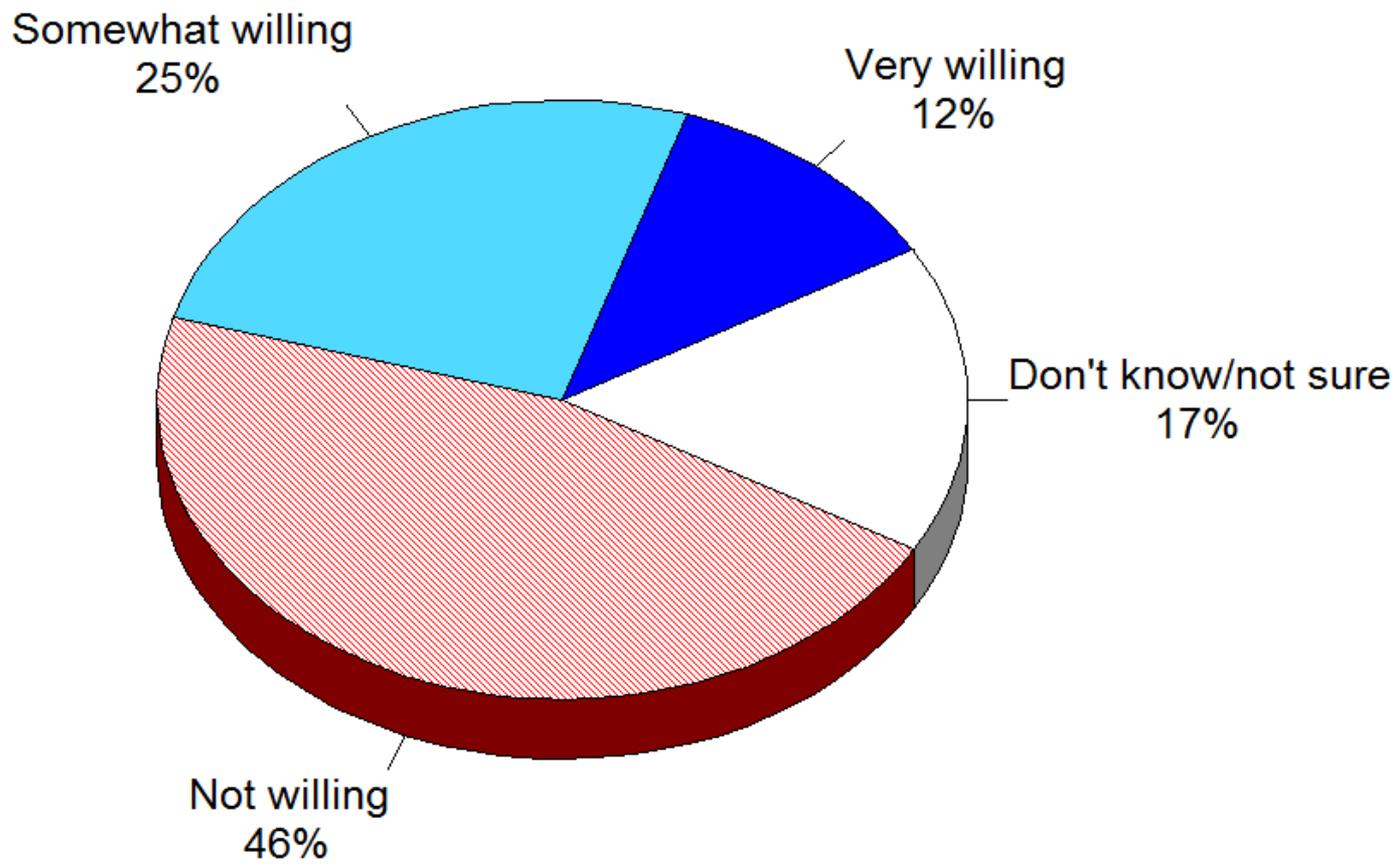


Most Residents Support Public Policies to Improve Recycling and Waste Reduction

Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

How willing are you to pay for trash services based on the amount of trash you set out for disposal, similar to other utilities like water and electricity?

by percentage of respondents (excluding not provided)

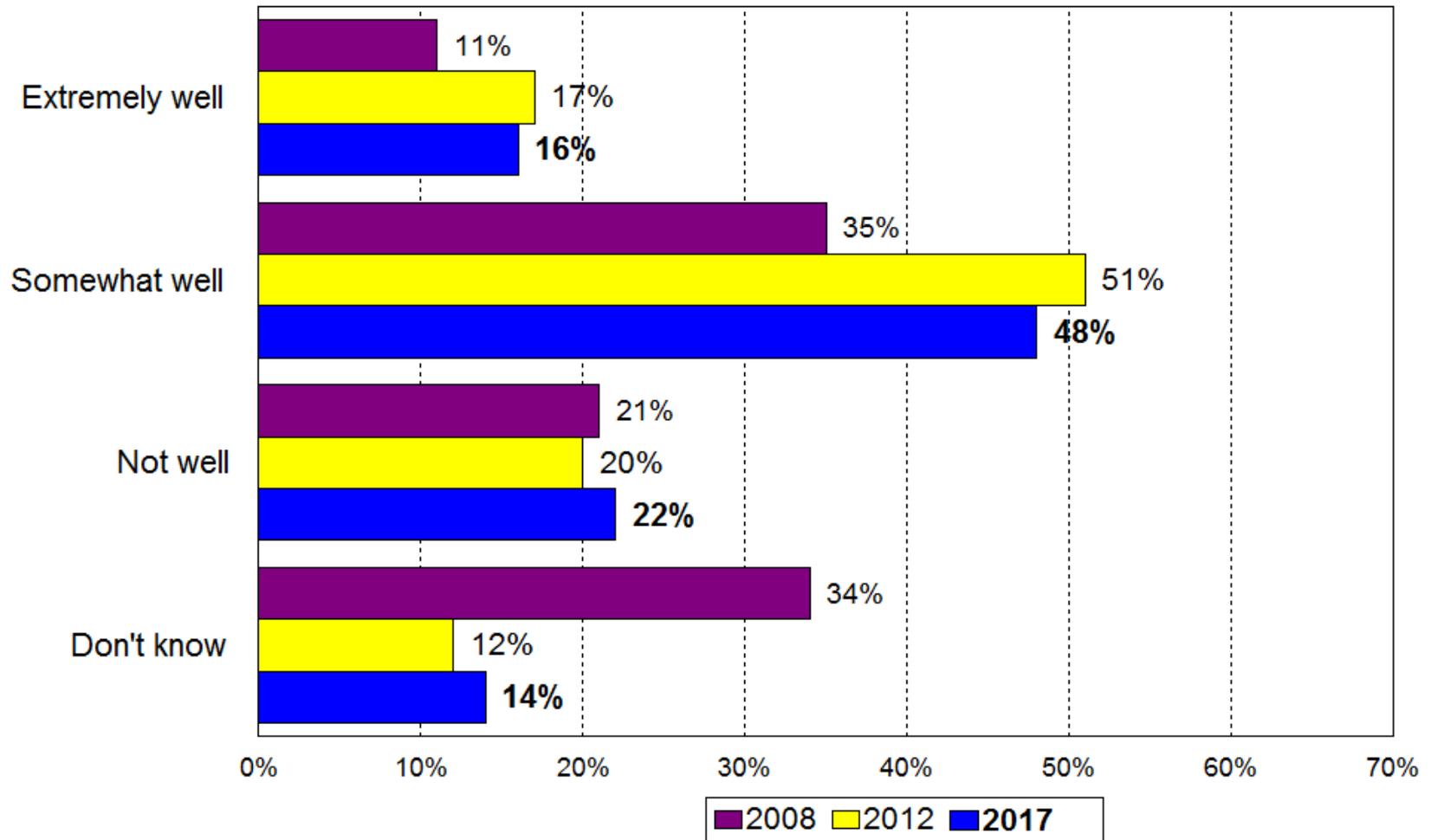


Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

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

(Trends: 2008 vs 2012 vs 2017)

by percentage of respondents



Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

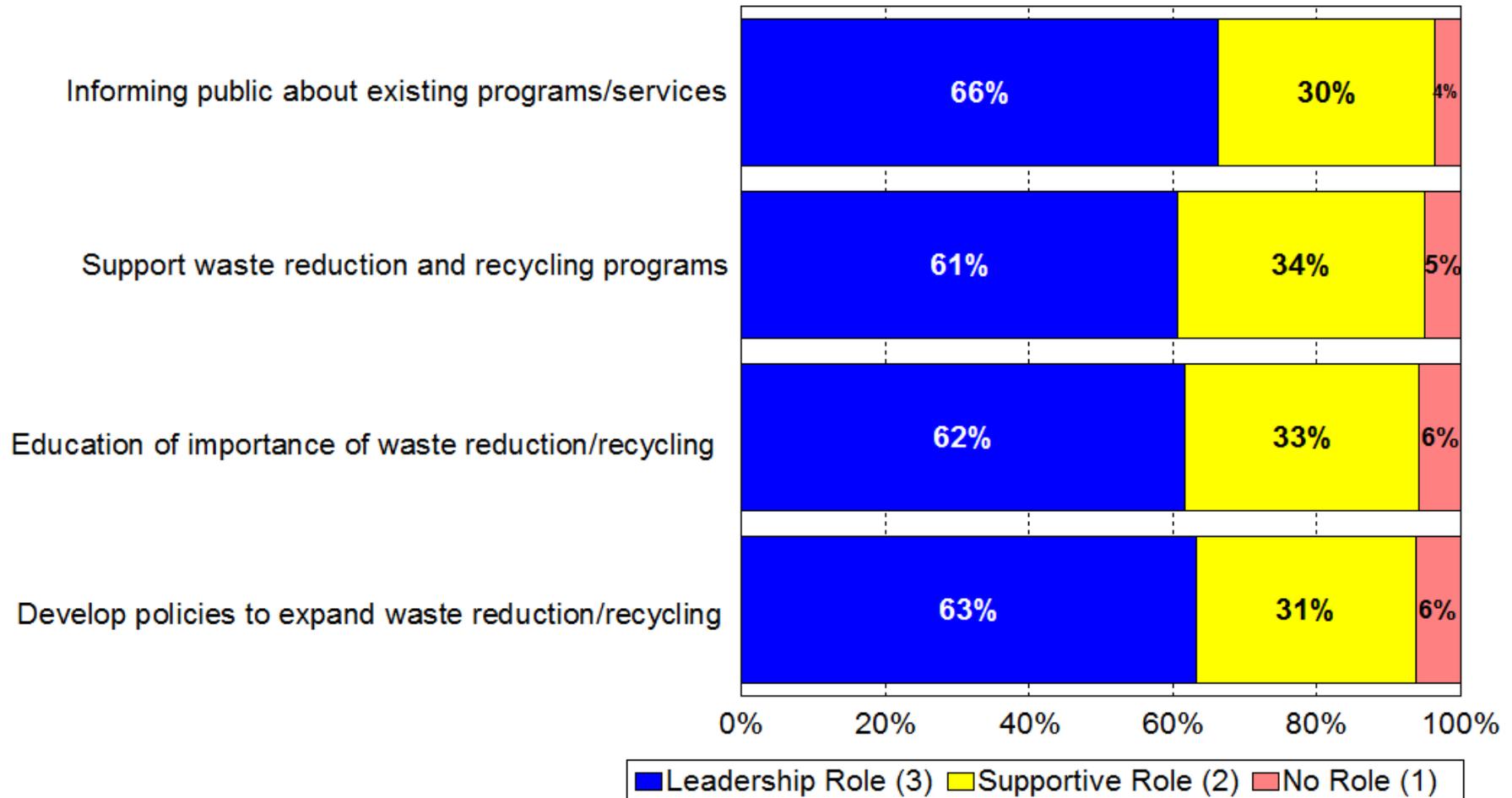
MAJOR FINDINGS

Area #8

Role of Government in Recycling

How Active of a Role Should Local Government Take to Address the Following:

by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale where a rating of 3 meant "leadership role" and a rating of 1 meant "no role" (excluding not provided)



Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

How Active of a Role Should Local Government Take to Address The Following:

(Trends: 2012 vs 2017)

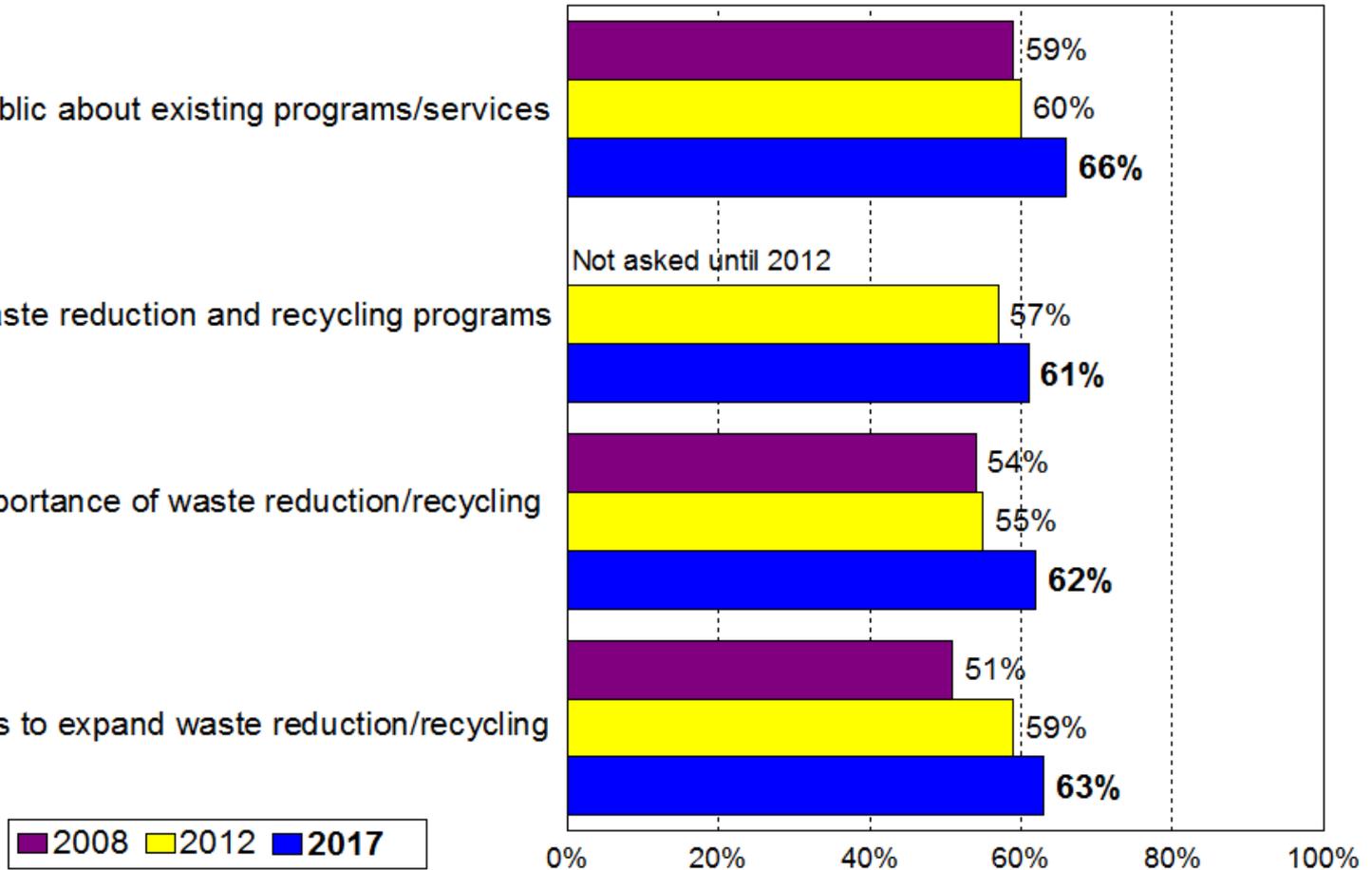
by percentage of respondents who felt the government should have a leadership role in addressing the issue

↑ Informing public about existing programs/services

↑ Support waste reduction and recycling programs

↑ Education of the importance of waste reduction/recycling

↑ Develop policies to expand waste reduction/recycling



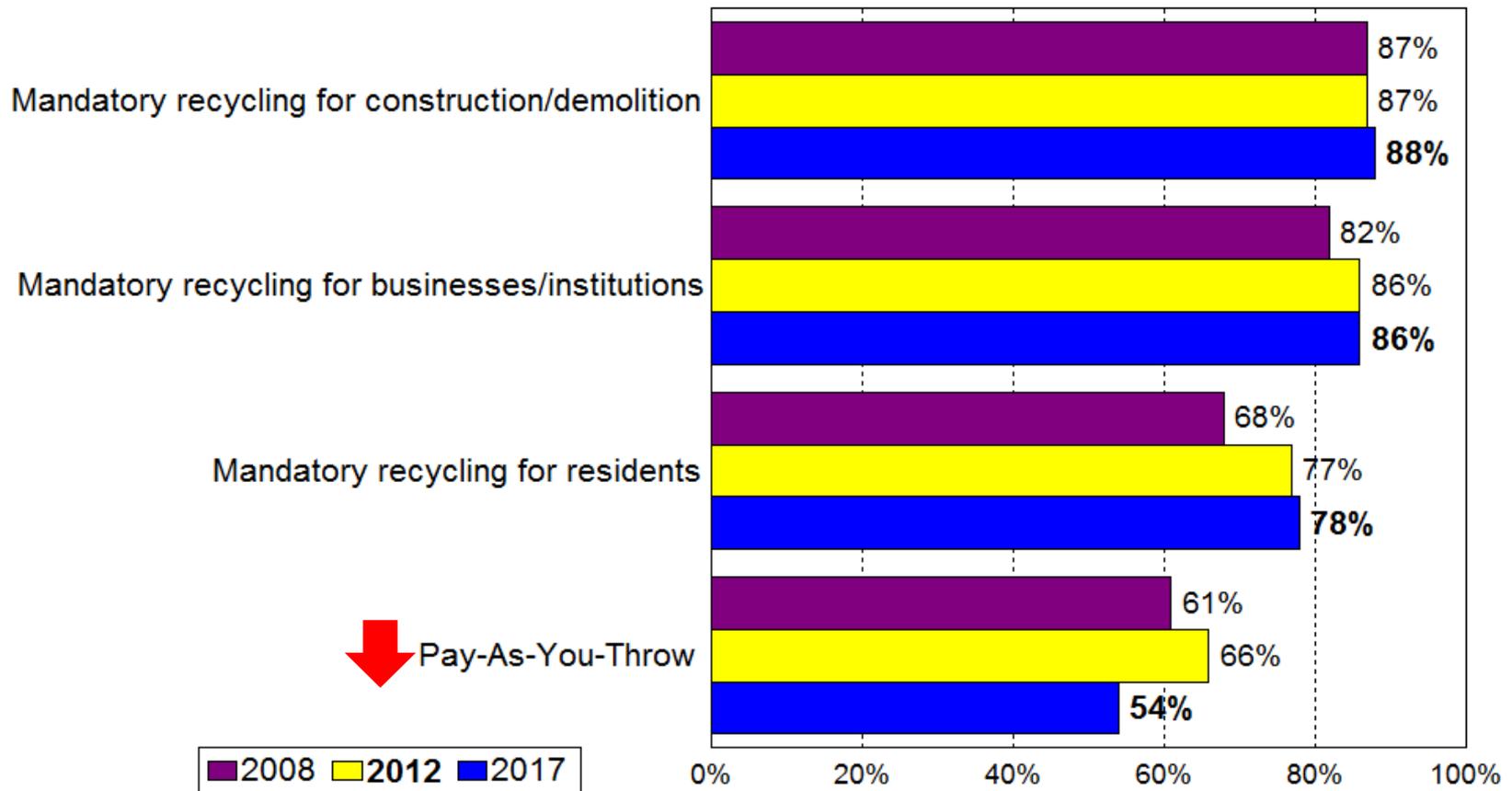
Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

Residents Want to See the Local Government Take a More Active Role

Level of Support for Cities or Counties Implementing Various Policies to Help Reduce Waste From Landfills

(Trends: 2008 vs 2012 vs 2017)

by percentage of respondents who "very supportive" or "somewhat supportive" (excluding don't knows)



Source: ETC Institute (2017 MARC Solid Waste Management District Recycling Survey: Overall Weighted Results)

Summary of Major Findings

- ❑ Residents Feel it's Important to Recycle
- ❑ The Majority of Households Recycle Regularly
 - ❑ 82% recycle “most of the time”, and 10% “all of the time”
- ❑ More than 80% of Residents Are Using Curbside Recycling
 - ❑ Curbside recycling use continues to increase (Up 36% From 2005)
 - ❑ This was the number one reported reason residents are recycling more
 - ❑ Residents were generally satisfied with the availability of curbside recycling services in the community
- ❑ More Than Half of Residents Feel They Are Recycling Everything Possible -Potential Education Opportunity
- ❑ Most Residents Rate Their Level of Awareness of Trash and Recycling Issues as About the Same as a Year Ago

Summary of Major Findings (Cont.)

- ❑ Recycling Services to Emphasize
 1. Glass container recycling services
 2. Household hazardous waste collection services
 3. Computer/electronics recycling services
 4. Bulky item pickup services
 5. Materials accepted at curbside

- ❑ Increased Preference for Receiving Information Via the Internet;
Decrease in Preference for Print Media

- ❑ Residents Are Generally Supportive of Public Policies to Improve
Recycling and Waste Reduction/Reuse

- ❑ Residents Feel the Government Should Have a Role in Addressing
Recycling and Waste Reduction Issues



Questions?

THANK YOU

www.marc.org/Environment/Solid-Waste/Reports-and-Publications/Residential-Solid-Waste-Survey