

2008 Recycling Survey

FINAL REPORT

Submitted to
The City of
Lawrence,
Kansas

by

ETC
Institute

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April 2008

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Executive Summary

Purpose and Methodology

The City of Lawrence conducted a survey of residents to gather input to help City leaders better understand the recycling needs of the community.

The survey was administered, in March of 2008, to a random sample of 711 residents. The overall results of the survey have a precision of at least +/-3.7% at the 95% level of confidence.

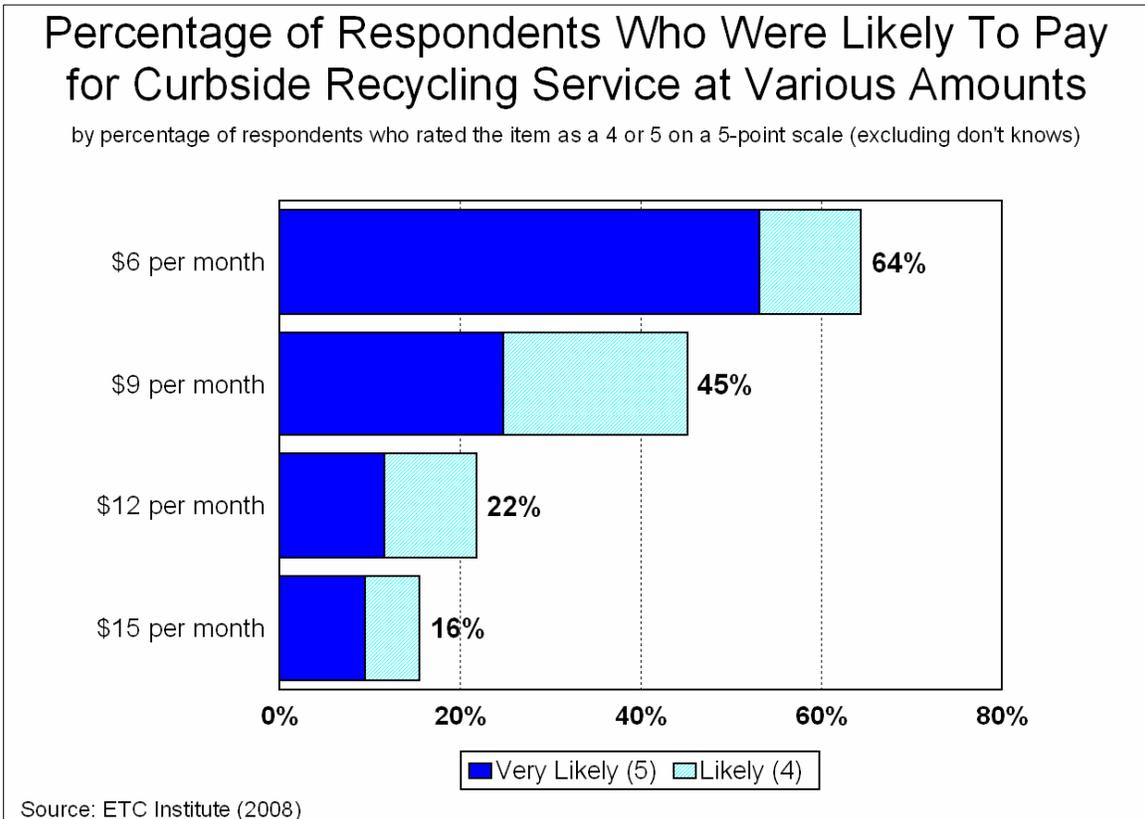
This report contains the following items:

- summary of the purpose and methodology
- charts and graphs that show the overall results of the survey
- tabular data
- copy of the survey instrument

Major Findings

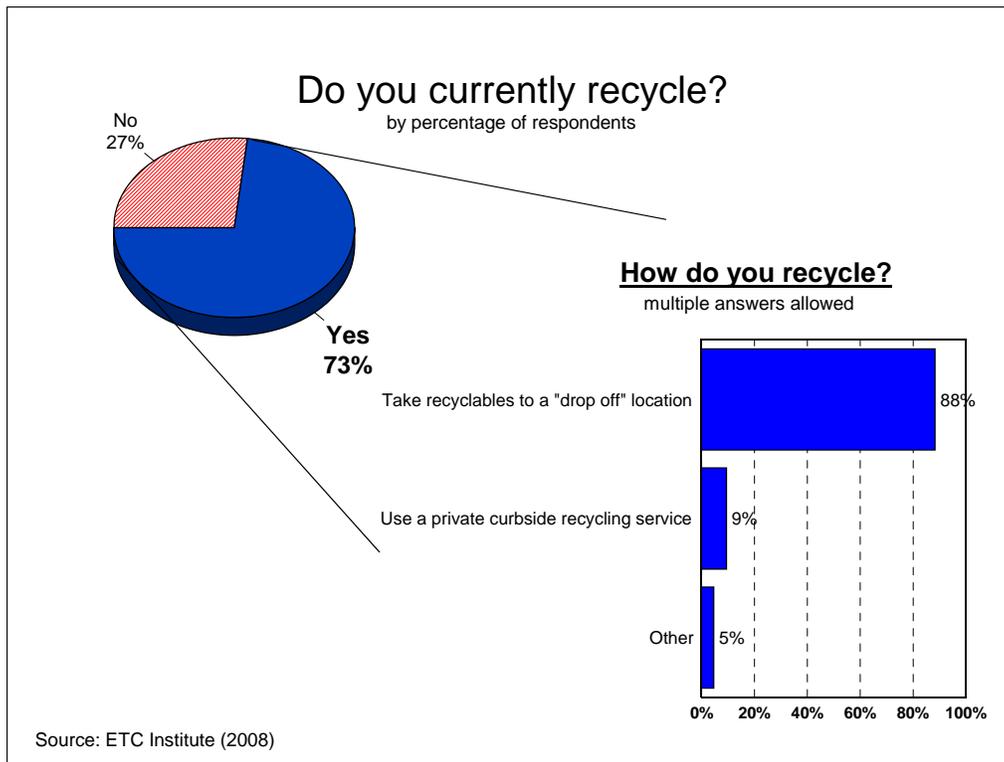
- Seventy-nine percent (79%) of those surveyed thought it was either “very important” or “somewhat important” to have citywide curbside recycling; 12% did not think it was important and 9% did not have an opinion.
- Seventy-three percent (73%) of those surveyed indicated that they currently recycle and 27% indicated that they do not recycle. Of those respondents that do not currently recycle, the three most frequently selected reasons for **NOT** recycling were:
 - a matter of convenience
 - a matter of space
 - a matter of time

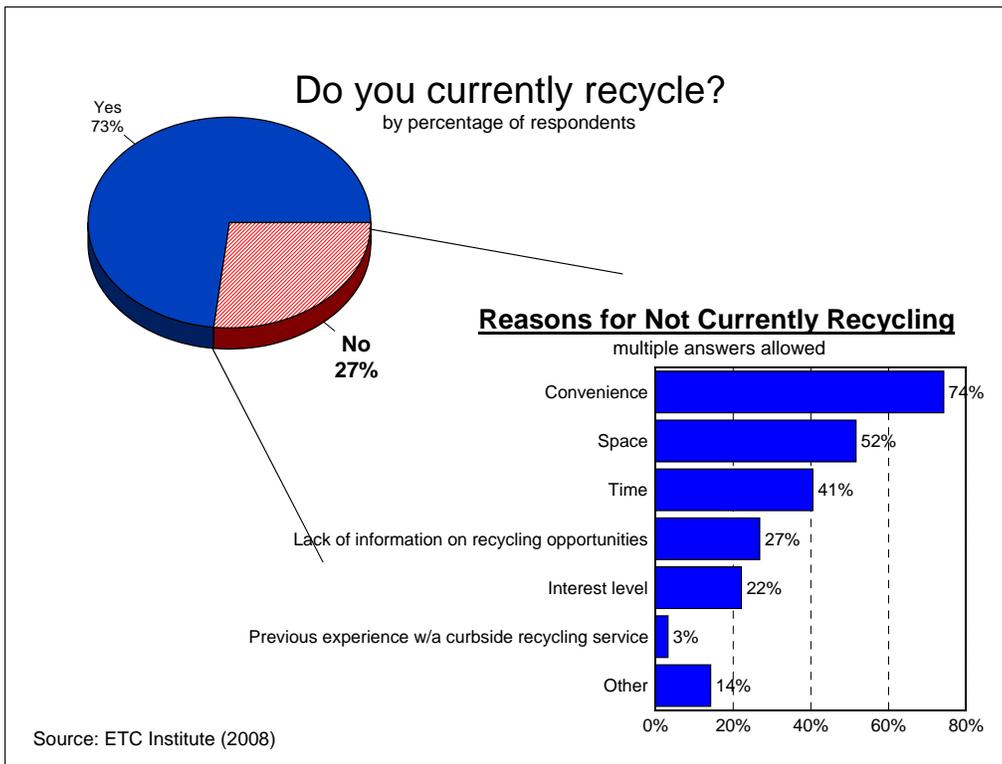
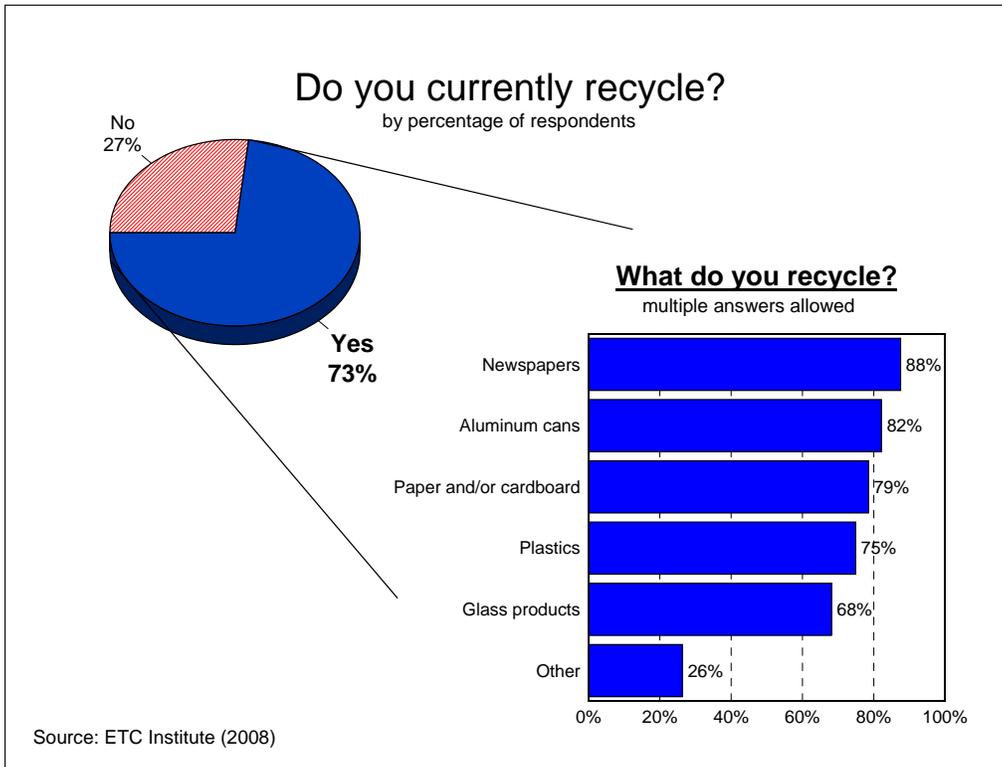
- Fifty-eight percent (58%) of those surveyed thought the City of Lawrence should begin to provide citywide curbside recycling service; 23% thought they City should continue to encourage residents to use private curbside recycling services and 19% did not have an opinion.
- Residents were asked how likely they would be to pay for curbside recycling service if it were offered by the City of Lawrence at various monthly prices. When the cost was \$6 per month, 64% of those surveyed, who had an opinion, indicated that would be “very likely” or “likely” to pay for curbside recycling service. When the cost was raised to \$9 per month the percentage of respondents that would be “very likely” or “likely” to pay for curbside recycling service dropped 45%. The results for each pricing level are shown in the chart below:



Section 1:
***Charts
and
Graphs***

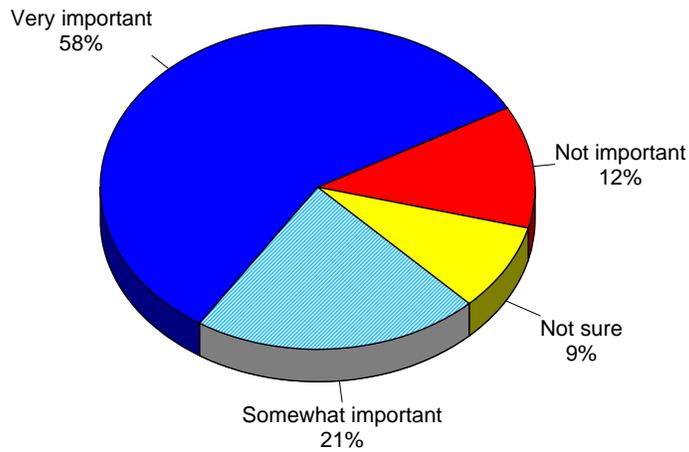
City of Lawrence 2008 Recycling Survey Results





How important do you think it is to have citywide curbside recycling service available in the City of Lawrence?

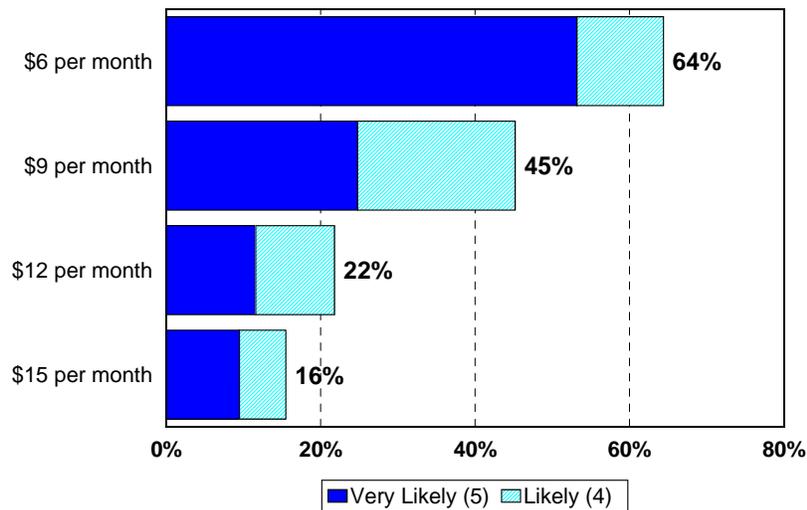
by percentage of respondents



Source: ETC Institute (2008)

Percentage of Respondents Who Were Likely To Pay for Curbside Recycling Service at Various Amounts

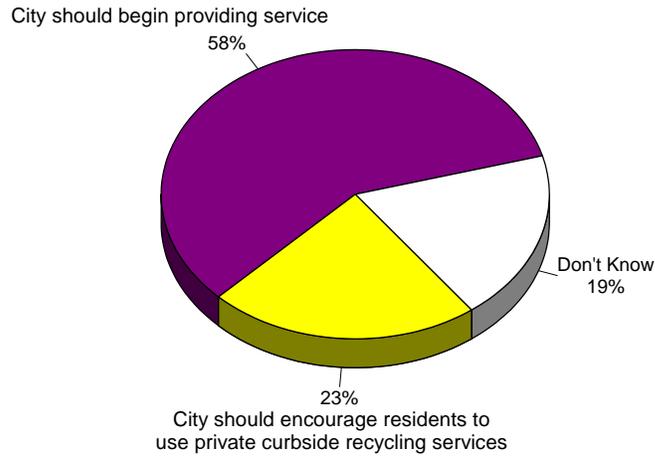
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2008)

Should the City of Lawrence Begin to Provide Citywide Curbside Recycling Service or Continue to Encourage Residents to use Private Curbside Recycling Services?

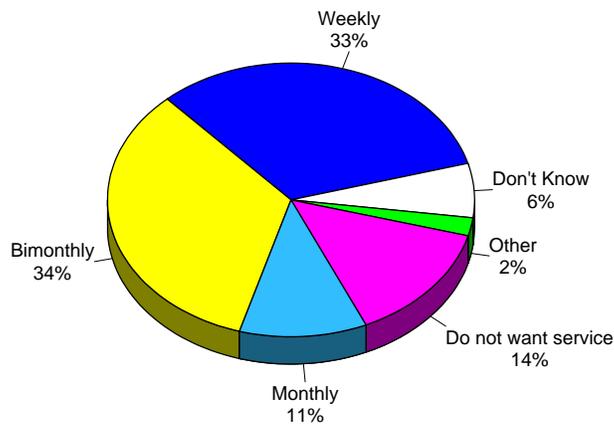
by percentage of respondents



Source: ETC Institute (2008)

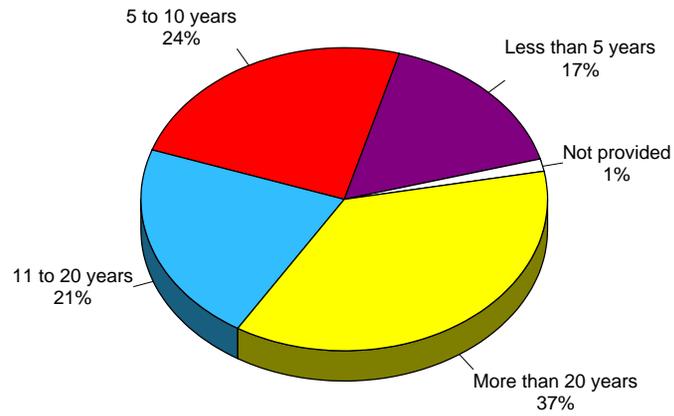
How often would you like curbside recycling service to be provided if it were offered by the City of Lawrence?

by percentage of respondents



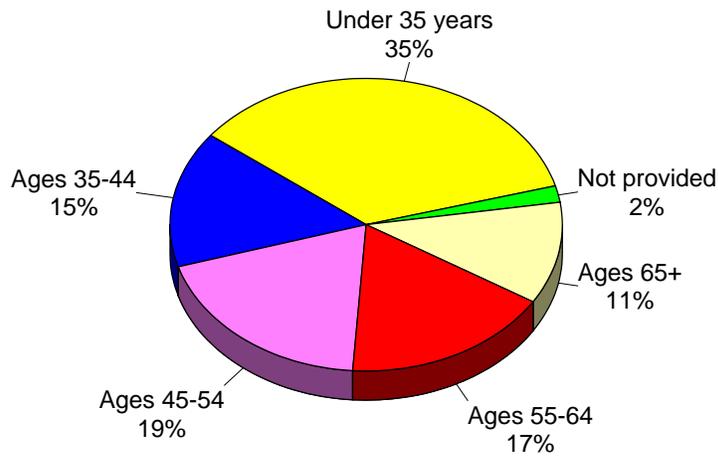
Source: ETC Institute (2008)

Demographics: Years Lived in City of Lawrence by percentage of respondents



Source: ETC Institute (2008)

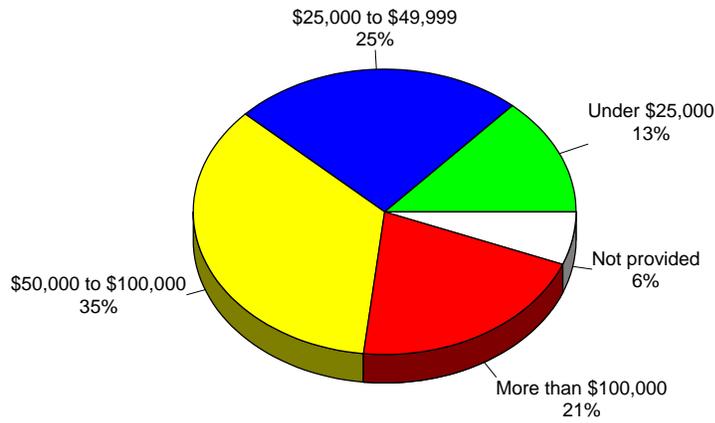
Demographics: Age of Respondents by percentage of respondents



Source: ETC Institute (2008)

Demographics: Total Annual Household Income

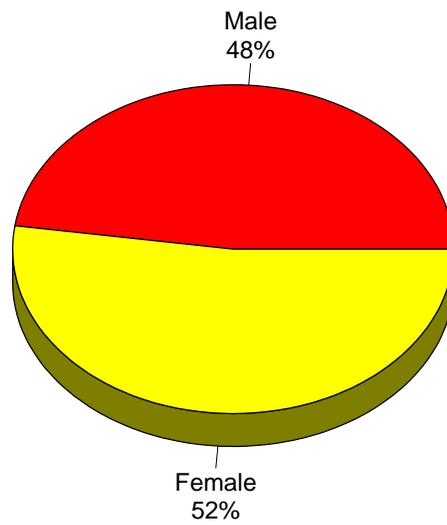
by percentage of respondents



Source: ETC Institute (2008)

Demographics: Gender

by percentage of respondents



Source: ETC Institute (2008)

Section 2:
Tabular
Data

Q1. Do you currently recycle? (check ONE)

<u>Q1 Do you currently recycle</u>	<u>Number</u>	<u>Percent</u>
1=YES	521	73.3 %
2=NO	190	26.7 %
Total	711	100.0 %

Q1a. [If YES to #1] How do you recycle?

<u>Q1a How do you recycle?</u>	<u>Number</u>	<u>Percent</u>
1 = Take to drop off	460	88.3 %
2 = Private curbside	49	9.4 %
3 = Other	24	4.6 %
Total	533	

q1a other

Q1a Other

-
- ALUMINUM RECYCLE CENTER
 - ALUMINUM SET ASIDE FOR HOMELESS
 - BUY BACK
 - BUY BACK
 - CANS TO REO DOG DAYS
 - COMPOSTING WET KITCHEN TRASH
 - GIVE TO BROTHER TO DO
 - HUMANE SOCIETY
 - MAKE COMPOST
 - NEWSPAPER DROPOFF AT STORES
 - NOT CONSISTANT DROP OFF
 - RE-USE GLASS/PAPER ETC
 - RECYCLE AT KU
 - SCRAP & DECORATIONS
 - SELL ALUMINUM
 - TAKE CANS TO LONNIES
 - TAKE TO WORK WHERE THEY HAVE COLLECTION
 - TAKE TO WORKPLACE COLLECTION
 - TURN OVER TO A FRIEND TO CASH
 - WE USE LONNIE'S RECYCLING

q1b. [If YES to #1] What do you recycle? (check all that apply)

<u>Q1b What do you recycle</u>	<u>Number</u>	<u>Percent</u>
1 = Aluminum Cans	428	82.1 %
2 = Plastics	390	74.9 %
3 = Newspapers	456	87.5 %
4 = Paper/Cardboard	409	78.5 %
5 = Glass products	355	68.1 %
6 = Other	137	26.3 %
Total	2175	

Q1b Other

<u>Q1b Other</u>	<u>Number</u>	<u>Percent</u>
ALL METALS=	1	0.7 %
ANYTHING POSSIBLE=	2	1.5 %
APPLIANCES=	1	0.7 %
BATTERIES=	4	2.9 %
BATTERIES, HAZ MAT=	1	0.7 %
BATTERIES, HAZ WASTE=	1	0.7 %
BATTERIES/CANS=	1	0.7 %
BATTERIES/STEEL CANS=	1	0.7 %
BATTERIES; BULBS=	1	0.7 %
BATTERIES; CHIPBOARD=	1	0.7 %
BATTERIES; COMPUTERS=	1	0.7 %
BATTERIES; HAZ MAT=	1	0.7 %
BATTERIES; PAINT=	1	0.7 %
BUILDING MATERIALS=	1	0.7 %
CANS=	2	1.5 %
CAR OIL, BATTERIES=	1	0.7 %
CARDBORD BOXES=	1	0.7 %
CATALOGS=	1	0.7 %
CATALOGS, BOOKS=	1	0.7 %
CHIPBOARD=	4	2.9 %
CHIPBOARD & MAGAZINE=	1	0.7 %
CHIPBOARD, MAGAZINES=	1	0.7 %
CLOTHING/SHOES=	1	0.7 %
CLOTHING; CELL PHONE=	1	0.7 %
COMPOST=	1	0.7 %
COMPOSTING=	1	0.7 %
ELECTRONICS=	2	1.5 %
EVERYTHING=	1	0.7 %
EVERYTHING ELSE=	1	0.7 %
EVERYTHING I CAN=	2	1.5 %
FABRIC, MAGAZINES=	1	0.7 %
INK CARTS, COMPUTERS=	1	0.7 %
JUNK MAIL=	1	0.7 %
LIGHT BULBS=	1	0.7 %
MAGAZINES=	13	9.6 %
MAGAZINES, CATALOGS=	1	0.7 %
MAGAZINES, STEELCANS=	1	0.7 %
MAGAZINES, TIN CANS=	1	0.7 %
MAGAZINES/CATALOGS=	1	0.7 %
MAGAZINES/CHIPBOARD=	1	0.7 %
MAGAZINES/TIN CANS=	1	0.7 %
MAGAZINES; TIN CANS=	1	0.7 %

Continued
Q1b Other

Q1b Other	Number	Percent
METAL=	1	0.7 %
METAL CANS=	2	1.5 %
METAL CANS; CHIPBRD=	1	0.7 %
METAL, BATTERIES=	1	0.7 %
METALS/ELECTRON GEAR=	1	0.7 %
MILK CARTONS=	1	0.7 %
OFFICE PAC=	1	0.7 %
OFFICE PAPER; MAGS=	1	0.7 %
OIL=	1	0.7 %
OIL, OIL FILTERS=	1	0.7 %
OTHER METALS=	1	0.7 %
PAINT/BATTERIES=	1	0.7 %
PAINT; STEEL CANS=	1	0.7 %
PLASTIC BAGS=	1	0.7 %
PLASTIC BAGS; CANS=	1	0.7 %
POP CANS=	1	0.7 %
POP TOP TABS=	1	0.7 %
PRINT CARTRIDGES=	1	0.7 %
RECHARGEABLE BATTERIES=	1	0.7 %
SCRAP METAL=	1	0.7 %
STEEL=	2	1.5 %
STEEL CANS=	27	19.9 %
STEEL CANS, CHIPBOAR=	1	0.7 %
STEEL CANS, MAGAZINE=	1	0.7 %
STEEL CANS/MAGAZINES=	1	0.7 %
STEEL CANS; MAGS=	1	0.7 %
STEEL PRODUCTS=	1	0.7 %
STEEL; BATTERIES=	1	0.7 %
STYROFOAM=	1	0.7 %
TECH WASTE=	1	0.7 %
TIN=	1	0.7 %
TIN CANS=	8	5.9 %
TIN CANS, CLOTHES=	1	0.7 %
TIN CANS; METAL=	1	0.7 %
TOXIC PRODUCTS=	1	0.7 %
YARD WASTE=	2	1.5 %
Total	136	100.0 %

Q1c. [If NO to #1] Are the reasons that you DO NOT currently recycle a matter of...

<u>Q1c Are the reasons that you DO NOT</u>	<u>Number</u>	<u>Percent</u>
1 = Convenience	141	74.2 %
2 = Space	98	51.6 %
3 = Time	77	40.5 %
4 = Interest Level	42	22.1 %
5 = Previous Experience	6	3.2 %
6 = Lack of Info	51	26.8 %
7 = Other	27	14.2 %
Total	442	

Q2. How important do you think it is to have citywide curbside recycling service available in the City of Lawrence?

<u>Q2 How important is citywide curbside</u>	<u>Number</u>	<u>Percent</u>
1=Very important	410	57.9 %
2=Somewhat important	151	21.3 %
3=Not sure	62	8.8 %
4=Not important	85	12.0 %
Total	708	100.0 %

Q3. Please circle the number that corresponds with how likely you would be to pay for curbside recycling service if it were offered by the City of Lawrence for each of the price levels listed below.

(N=711)

	Not At All 1	Not Likely 2	Somewhat Likely 3	Likely 4	Very Likely 5	Don't Know 9
Q3a \$6 per month	20.5%	4.4%	8.0%	10.4%	49.2%	7.5%
Q3b \$9 per month	27.8%	8.3%	12.2%	18.0%	21.9%	11.7%
Q3c \$12 per month	39.9%	14.5%	14.9%	9.0%	10.3%	11.4%
Q3d \$15 per month	50.5%	16.0%	8.3%	5.3%	8.4%	11.4%

Excluding Don't Knows

Q3. Please circle the number that corresponds with how likely you would be to pay for curbside recycling service if it were offered by the City of Lawrence for each of the price levels listed below. (without don't knows)

(N=711)

	Not At All 1	Not Likely 2	Somewhat Likely 3	Likely 4	Very Likely 5
Q3a \$6 per month	22.2%	4.7%	8.7%	11.2%	53.2%
Q3b \$9 per month	31.5%	9.4%	13.9%	20.4%	24.8%
Q3c \$12 per month	45.1%	16.3%	16.8%	10.2%	11.6%
Q3d \$15 per month	57.0%	18.1%	9.4%	6.0%	9.5%

Q4. Curbside recycling service by subscription is currently provided by private companies in the City of Lawrence. Knowing this, do you think the City of Lawrence should begin providing citywide curbside recycling service or do you think the City should continue to encourage residents to use the private curbside recycling services that are available?

<u>Q4 Curbside recycling service by sub</u>	<u>Number</u>	<u>Percent</u>
1=Should begin	415	58.4 %
2=Should encourage	161	22.6 %
9=Don't Know	135	19.0 %
Total	711	100.0 %

Q5. How often would you like curbside recycling service to be provided if it were offered by the City of Lawrence?

Q5 How often would you like curbside	Number	Percent
1=Weekly	232	32.6 %
2=Every 2 weeks	240	33.8 %
3=Monthly	78	11.0 %
4=Do not want	102	14.3 %
5=Other	15	2.1 %
9=Don't Know	44	6.2 %
Total	711	100.0 %

Q5. Other

Q5 Other

-
- AS NECESSARY
 - BE MORE COMPREHENSIVE
 - CAN NOT AFFORD
 - CITY TAX BREAK
 - DEPENDS ON THE COST
 - EVERY 2-3 MONTHS
 - EVERY 5 MONTHS
 - LESS OFTEN FOR LESS\$
 - LOWER TAXES
 - NEIGHBORHOOD DROP
 - NO RESPONSE
 - ONE PERSON-NOT MUCH
 - ONLY IF FREE SERVICE
 - PROVIDE BINS TOO!
 - USE IF OFFERED
 - WEEKLY@HIGHER RATE

Q6. Approximately how many years have you lived in Lawrence?

<u>Q6 Approximately how many years in Lawrence</u>	<u>Number</u>	<u>Percent</u>
1=Less than 5	118	16.6 %
2=5-10 yrs	171	24.1 %
3=11-20 yrs	153	21.5 %
4=More than 20	260	36.6 %
9=Not provided	9	1.3 %
Total	711	100.0 %

Q7. Which of the following ranges best describes your age?

<u>Q7 Which of the following - age</u>	<u>Number</u>	<u>Percent</u>
18-34 yrs	252	35.4 %
35-44 yrs	106	14.9 %
45-54 yrs	138	19.4 %
55-64 yrs	123	17.3 %
65+ yrs	79	11.1 %
Not provided	13	1.8 %
Total	711	100.0 %

Q8. Which of the following best describes your race/ethnicity? (check all that apply)

<u>Q8 Which of the following - race</u>	<u>Number</u>	<u>Percent</u>
1 = Asian/Pacific	37	5.2 %
2 = White	613	86.2 %
3 = American Indian/Eskimo	12	1.7 %
4 = Black/African American	29	4.1 %
5 = Hispanic/Mexican	27	3.8 %
6 = Other	2	0.3 %
9 = Not provided	32	4.5 %
Total	752	

Q8. Other

No Cases Selected

Q9. Which of the following BEST describes your home:

<u>Q9 Which of the following - home</u>	<u>Number</u>	<u>Percent</u>
1=Single/Duplex	624	87.8 %
2=Apartment	58	8.2 %
3=Mobile home	14	2.0 %
4=Dorm/group	1	0.1 %
5=Other	3	0.4 %
9=Not provided	11	1.5 %
Total	711	100.0 %

Q10. Which of the following best describes the general range of your annual household income:

<u>Q10 Which of the - household income</u>	<u>Number</u>	<u>Percent</u>
1=Under \$25K	95	13.4 %
2=\$25K-\$49,999	175	24.6 %
3=\$50K-\$100K	251	35.3 %
4=>\$100K	148	20.8 %
9=Not provided	42	5.9 %
Total	711	100.0 %

Q11. What is your gender?

<u>Q11 What is your gender?</u>	<u>Number</u>	<u>Percent</u>
1=Male	340	47.8 %
2=Female	371	52.2 %
Total	711	100.0 %

zipcode

<u>Zip</u>	<u>Number</u>	<u>Percent</u>
66044=	189	26.8 %
66046=	157	22.2 %
66047=	147	20.8 %
66049=	213	30.2 %
Total	706	100.0 %

Section 3:
Survey
Instrument



City of Lawrence

DAVID L. CORLISS
CITY MANAGER

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CITY COMMISSION

MAYOR
SUE HACK

COMMISSIONERS
MICHAEL H. DEVER
ROBERT CHESTNUT
DENNIS "BOOG" HIGHBERGER
MIKE AMYX

March 2008

Dear Resident:

Please take a few moments to complete this enclosed survey. Your input will be used by city leaders to assess recycling needs in our community.

Since only a limited number of households in the city were selected at random to receive the survey, your participation is needed to ensure residents in your area are well represented.

A postage-paid return envelope addressed to ETC Institute has been provided for your convenience. We have selected ETC Institute as our partner for this project. They will compile the results and present a report to the community in a few weeks.

If you have any questions, please call Tammy Bennett, Assistant Public Works Director, at (785) 832-3133.

Thank you for your support of this important effort.

Sincerely,

Sue Hack
Mayor





City of Lawrence

2008 Recycling Survey

Please take a few minutes to complete this survey. Your input will be used to help City leaders better understand the recycling needs of the community. If you have questions, please call Tammy Bennett, Assistant Public Works Director, (785) 832-3133, or e-mail at tbennett@ci.lawrence.ks.us

1. Do you currently recycle? (check ONE)

- (1) Yes – answer 1a & 1b
- (2) No - go to question 1c

1a. [If YES to #1] How do you recycle? (check all that apply)

- (1) I take recyclables to a “drop off” location
- (2) I use a private curbside recycling service
- (3) Other: explain _____

1b. [If YES to #1] What do you recycle? (check all that apply)

- (1) aluminum cans
- (2) plastics
- (3) newspapers
- (4) paper and/or cardboard
- (5) glass products
- (6) Other: explain _____

1c. [If NO to #1] Are the reasons that you DO NOT currently recycle a matter of...

- (check all that apply)
- (1) convenience
 - (2) space
 - (3) time
 - (4) interest level
 - (5) previous experience with a curbside recycling service
 - (6) lack of information on recycling opportunities
 - (7) other: explain _____

2. How important do you think it is to have citywide curbside recycling service available in the City of Lawrence?

- (1) Very important
- (2) Somewhat important
- (3) Not sure
- (4) Not important

3. Please circle the number that corresponds with how likely you would be to pay for curbside recycling service if it were offered by the City of Lawrence for each of the price levels listed below.

How likely would you be to pay for curbside recycling service if it were offered by the City of Lawrence for:		<i>Very Likely</i>	<i>Likely</i>	<i>Somewhat Likely</i>	<i>Not Likely</i>	<i>Not Likely At All</i>	<i>Don't Know</i>
A.	\$6 per month	5	4	3	2	1	9
B.	\$9 per month	5	4	3	2	1	9
C.	\$12 per month	5	4	3	2	1	9
D.	\$15 per month	5	4	3	2	1	9

4. **Curbside recycling service by subscription is currently provided by private companies in the City of Lawrence. Knowing this, do you think the City of Lawrence should begin providing citywide curbside recycling service or do you think the City should continue to encourage residents to use the private curbside recycling services that are available?**
 ___(1) City should begin providing service
 ___(2) City should encourage residents to use private curbside recycling services
 ___(9) Don't know
5. **How often would you like curbside recycling service to be provided if it were offered by the City of Lawrence?**
 ___(1) weekly
 ___(2) bimonthly (every two weeks)
 ___(3) monthly
 ___(4) do not want a recycling service
 ___(5) other: explain _____
 ___(9) don't know
6. **Approximately how many years have you lived in Lawrence?**
 ___(1) Less than 5 years
 ___(2) 5-10 years
 ___(3) 11-20 years
 ___(4) More than 20 years
7. **Which of the following ranges best describes your age?**
 ___(1) 18-24 years
 ___(2) 25-34 years
 ___(3) 35-44 years
 ___(4) 45-54 years
 ___(5) 55-64 years
 ___(6) 65-74 years
 ___(7) 75+ years
8. **Which of the following best describes your race/ethnicity? (check all that apply)**
 ___(1) Asian/Pacific Islander
 ___(2) White
 ___(3) American Indian/Eskimo
 ___(4) Black/African American
 ___(5) Hispanic/Mexican-American
 ___(6) Other: _____
9. **Which of the following BEST describes your home:**
 ___(1) Single family house/duplex/triplex
 ___(2) Apartment or condominium
 ___(3) Mobile home
 ___(4) Dorm or other group housing
 ___(5) Other: _____
10. **Which of the following best describes the general range of your annual household income:**
 ___(1) Under \$25,000
 ___(2) \$25,000 to \$49,999
 ___(3) \$50,000 to \$100,000
 ___(4) more than \$100,000
11. **What is your gender?**
 ___(1) Male
 ___(2) Female

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Individual responses to the survey will remain confidential. The information printed on the sticker to the right will ONLY be used by the City to understand differences based on geography. If your address is not correct, please provide the correct information.