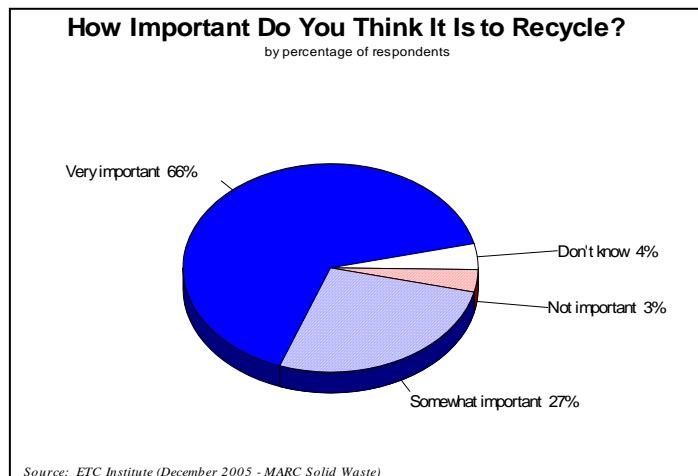


# Executive Summary of ETC Institute's Metropolitan Resident Survey for Mid-America Regional Council Solid Waste Management District

During July 2005, the Solid Waste Management District, in partnership with Johnson, Leavenworth and Wyandotte Counties, conducted a survey of residents in the eight-county area (Cass, Clay, Jackson, Platte, Ray, Johnson, Leavenworth, Wyandotte). The purpose for the study was to obtain input from residents to help establish priorities to foster a cleaner, healthier community and environment and to understand the needs of residents in the eight-county area. The key findings shown below are based on 906 participating households.

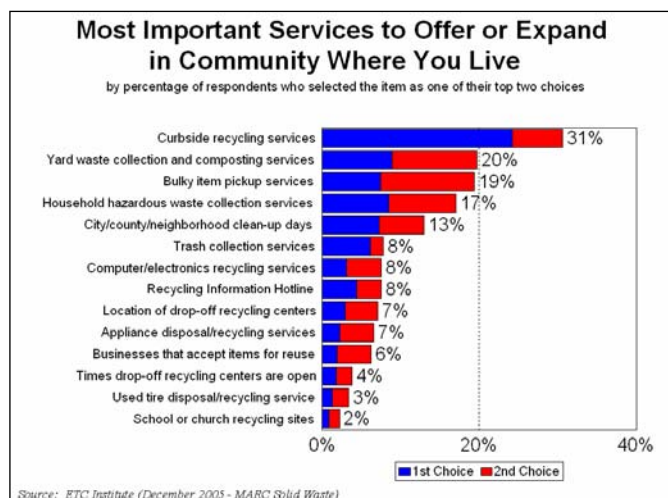


93% think it is either “very important” (66%) or “somewhat important” (27%) to recycle. Most residents feel that they do at least one type of recycling activity with 97% selecting at least one of the 11 activities listed on the survey. The most frequent activities are to reuse items like grocery sacks or plastic cups instead of throwing them away (83%) and to use durable cups, plates and utensils instead of disposables (71%).

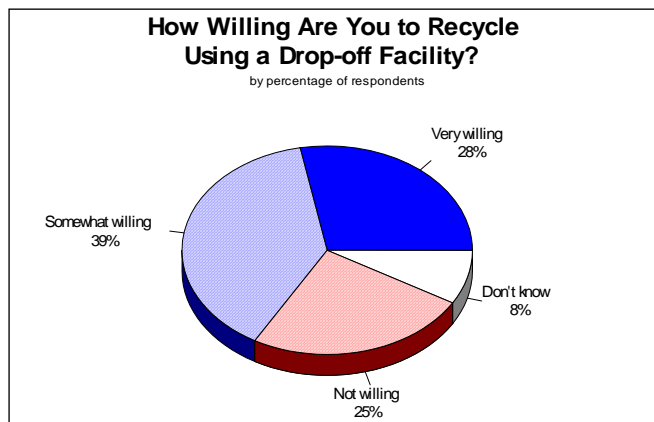
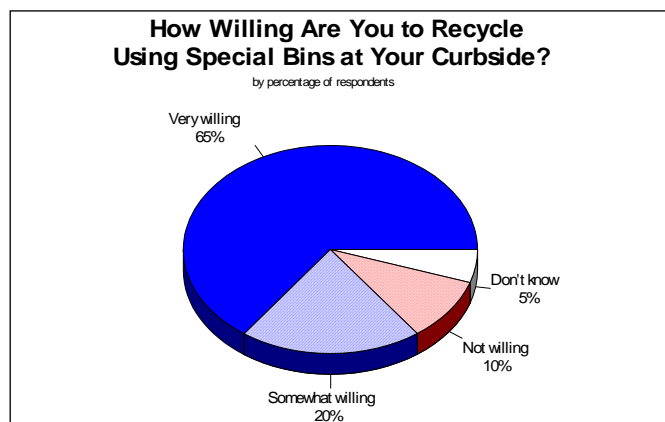
Residents are most satisfied with trash collection services, curbside recycling services, and school or church recycling sites. All services have some level of dissatisfaction with some major differences by county.

### What are services to offer or expand?

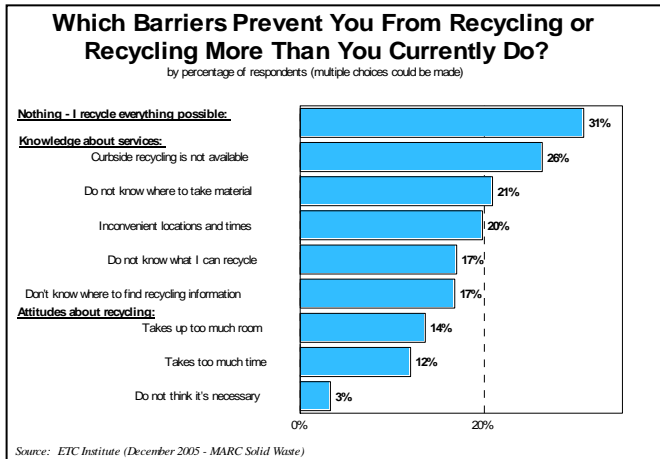
Curbside recycling was selected by 31% of the residents as one of their top two preferred services to expand. Yard waste collection and composting services as well as bulky item pickup services were selected by one out of five residents as one of their top two services.



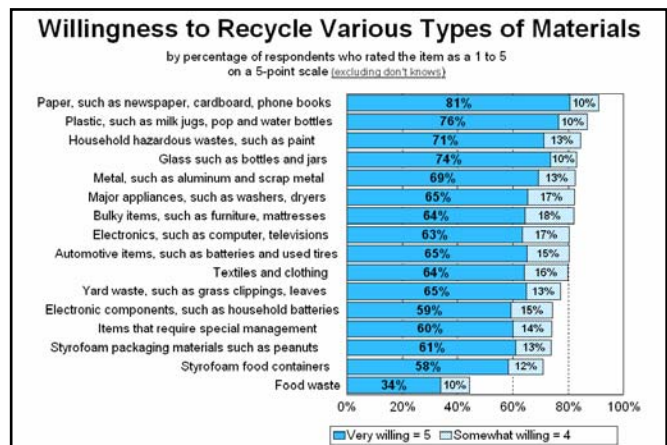
Illegal dumping is a problem for about 25% of the residents with one out of four agreeing that the problem exists in their neighborhood.



There is more support for a city to arrange residential trash and recycling services with 62% being “very supportive” or “supportive” for their City to provide the service and 48% showing a similar level of support for their County.



One-third (31%) recycle everything possible and see no barriers. The major barriers are: curbside recycling is not available (26%), do not know where to take materials (21%), inconvenient times and locations (20%), do not know what I can recycle (17%) and don't know where to find recycling information (17%).



They are most willing to recycle paper, plastic, household hazardous waste, and glass. The one item with a low percentage of “willing” to recycle was “food waste, such as kitchen scrap.”

50% of the residents do not feel informed about where or how to purchase items made with recycled materials. People are resistant to paying more for products of recycled materials. However, 25% did indicate that they either “strongly agree” (6%) or “agree” (19%) that they would do so.

Preferred sources of information include:

- City newsletters (43%),
- Able to call a specific telephone number for information (37%),
- Utility bill (32%),
- Kansas City Star (27%),
- Neighborhood newsletter (26%),
- Television (25%),
- Internet source that is easy to find (25%),
- Local newspaper (22%), and
- Radio (13%).

### What are Levels of Agreement with Recycle Issues and Paying for Recycling?

- Eighty-five percent (85%) either “strongly agree” (52%) or “agree” (33%) that they would support environmental education in the public schools. More than half either “strongly agree” or “agree” that they would be more willing to recycle if they knew more about the positive impact that recycling has on the economy (60%) or knew more about how recycling helps save natural resources (63%)
- More than half (61%) either are “very supportive” (38%) or “somewhat supportive” (23%) for having their community charge for trash pick up based on the amount of trash set out for disposal.

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The survey was conducted and prepared by ETC Institute, Olathe, Kansas.