

**ETC Institute’s Metropolitan Resident Survey for
Mid-America Regional Council
Solid Waste Management District
Cass County Results**

During July, 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 results which follow are ONLY for Cass County.

How important is recycling and how satisfied are residents?

- ◆ 90 % think it is either “very important” (64%) or “somewhat important” (26%) to recycle.
- ◆ Most residents feel that they do at least one type of recycling activity with 96% 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 (84%), use durable cups, plates and utensils instead of disposables (69%) and recycle household items like newspaper, bottles, cans or magazines at a drop-off center (51%).
- ◆ Residents are most familiar with trash collection services, drop-off recycling centers, and city, county or neighborhood clean-up days. They are most satisfied with trash collection services and school or church recycling sites. Cass County residents expressed the most dissatisfaction with the Recycling Information Hotline (33%), household hazardous waste collection services (32%), and the times drop-off recycling centers are open (26%).

What are services to offer or expand?

- ◆ Curbside recycling was selected by 32% of the residents as one of their top two preferred services to expand. Household hazardous waste collection (19%) and city, county or neighborhood clean-up days (17%) were the other services most frequently selected by residents as one of their top two services.
- ◆ 82% are either “very willing” (54%) or “somewhat willing” (28%) to recycle using special bins at their curbsides; 77% are either “very willing” (37%) or “somewhat willing” (40%) to recycle using a drop-off facility.

What are barriers to recycling?

- ◆ Nearly one-fifth (19%) recycle everything possible and see no barriers. The major barriers are: curbside recycling is not available (37%), do not know where to take materials (27%), do not know where to find recycling information (24%), do not know what I can recycle (20%), and inconvenient times and locations (16%),

What types of materials are people willing to recycle?

- ◆ The top four items were paper, metal such as aluminum and scrap metal, plastic, and household hazardous waste. The item with the lowest percentage of “willing” to recycle was “food waste, such as kitchen scrap.”

What are Sources of Information about Recycling?

- ◆ 51% of the residents do not feel informed about where or how to purchase items made with recycled materials.
- ◆ 28% had seen or heard some type of advertisement, public service announcement, brochure, billboard, radio or other promotional media about recycling or the disposal of solid waste in the Kansas City Area during the last year. The two most frequent sources of information were: articles in newspapers or other print media, and television.
- ◆ Preferred sources of information include: utility bill (42%), City newsletters (32%), local newspaper (28%), able to call a specific telephone number for information (24%), Kansas City Star (21%), and the neighborhood newsletter (18%).

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

- ◆ 89% either “strongly agree” (56%) 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 (59%) or knew more about how recycling helps save natural resources (56%).
- ◆ Illegal dumping is a problem for about 23% of the residents with one out of four agreeing that the problem exists in their neighborhood.
- ◆ People are resistant to paying more for products of recycled materials. However, 22% did indicate that they either “strongly agree” (7%) or “agree” (15%) that they would do so.
- ◆ 37% would pay a little more if their solid waste provider could use alternatives to disposal in a landfill. Another 31% responded “no” and 32% “didn’t know.”
- ◆ Two-thirds (68%) either are “very supportive” (38%) or “somewhat supportive” (30%) for having their community charge for trash pick up based on the amount of trash set out for disposal.
- ◆ There is slightly more support for a city to arrange residential trash and recycling services with 53% being “very supportive” or “supportive” for their City to provide the service and 49% showing a similar level of support for their County.

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

**ETC Institute's Metropolitan Resident Survey for
Mid-America Regional Council
Solid Waste Management District
Clay County Results**

During July, 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 results which follow are ONLY for Clay County.

How important is recycling and how satisfied are residents?

- ◆ 97% think it is either “very important” (66%) or “somewhat important” (31%) to recycle.
- ◆ Most residents feel that they do at least one type of recycling activity with 98% 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 (84%), use durable cups, plates and utensils instead of disposables (69%) and recycle household items like newspaper, bottles, cans or magazines curbside (54%).
- ◆ Residents are most familiar with trash collection services, curbside recycling services, and drop-off recycling centers. They are most satisfied with trash collection services and curbside recycling services. Clay County residents expressed the most dissatisfaction with used tire disposal/recycling services (34%), times drop-off recycling centers are open (32%), and household hazardous waste collection services (30%).

What are services to offer or expand?

- ◆ Yard waste collection and composting services was selected by 28% of the residents as one of their top two preferred services to expand. Bulky item pickup services (27%) and curbside recycling services (24%) were the other services most frequently selected by residents as one of their top two services.
- ◆ 88% are either “very willing” (67%) or “somewhat willing” (21%) to recycle using special bins at their curbsides; 73% are either “very willing” (27%) or “somewhat willing” (46%) to recycle using a drop-off facility.

What are barriers to recycling?

- ◆ 41% recycle everything possible and see no barriers. The major barriers are: curbside recycling is not available (19%), inconvenient times and locations (19%), takes up too much room (17%), do not know what I can recycle (13%), and do not know where to take materials (13%).

What types of materials are people willing to recycle?

- ◆ The top four items were paper, plastic, household hazardous waste, and glass. The item with the lowest percentage of “willing” to recycle was “food waste, such as kitchen scrap.”

What are Sources of Information about Recycling?

- ◆ 49% of the residents do not feel informed about where or how to purchase items made with recycled materials.
- ◆ One-third (34%) had seen or heard some type of advertisement, public service announcement, brochure, billboard, radio or other promotional media about recycling or the disposal of solid waste in the Kansas City Area during the last year. The three most frequent sources of information were: articles in newspapers or other print media, city or county provided information, and direct mail.
- ◆ Preferred sources of information include: utility bill (38%), able to call a specific telephone number for information (37%), City newsletters (36%), neighborhood newsletter (33%), local newspaper (32%), and Internet source that’s easy to find (32%).

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

- ◆ 83% either “strongly agree” (45%) or “agree” (38%) 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 (52%) or knew more about how recycling helps save natural resources (54%).
- ◆ Illegal dumping is a problem for about 26% of the residents with one out of 4 agreeing that the problem exists in their neighborhood.
- ◆ People are resistant to paying more for products of recycled materials. However, 21% did indicate that they either “strongly agree” (2%) or “agree” (19%) that they would do so.
- ◆ 37% would pay a little more if their solid waste provider could use alternatives to disposal in a landfill. Another 35% responded “no” and 28% “didn’t know.”
- ◆ Slightly more than half (58%) either are “very supportive” (41%) or “somewhat supportive” (17%) for having their community charge for trash pick up based on the amount of trash set out for disposal.
- ◆ There is slightly more support for a city to arrange residential trash and recycling services with 63% being “very supportive” or “supportive” for their City to provide the service and 39% showing a similar level of support for their County.

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

**ETC Institute's Metropolitan Resident Survey for
Mid-America Regional Council
Solid Waste Management District
Jackson County Results**

During July, 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 results which follow are ONLY for Jackson County.

How important is recycling and how satisfied are residents?

- ◆ 92 % think it is either “very important” (69%) or “somewhat important” (23%) 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 (86%), use durable cups, plates and utensils instead of disposables (75%) and recycle household items like newspaper, bottles, cans or magazines curbside (53%).
- ◆ Residents are most familiar with trash collection services, curbside recycling services or bulky item pickup services. They are most satisfied with trash collection services and bulky item pickup services. Jackson County residents expressed the most dissatisfaction with household hazardous waste collection services (34%), used tire disposal/recycling services (29%), and the recycling information hotline availability (29%).

What are services to offer or expand?

- ◆ Curbside recycling was selected by 28% of the residents as one of their top two preferred services to expand. Yard waste collection composting services (23%) and bulky item pickup services (20%) were the other services most frequently selected by residents as one of their top two services.
- ◆ 85% are either “very willing” (64%) or “somewhat willing” (21%) to recycle using special bins at their curbsides; 62% are either “very willing” (27%) or “somewhat willing” (35%) to recycle using a drop-off facility.

What are barriers to recycling?

- ◆ One-third (34%) recycle everything possible and see no barriers. The major barriers are: curbside recycling is not available (24%), do not know where to take materials (22%), don't know where to find recycling information (19%), inconvenient times and locations (17%), and do not know what I can recycle (16%).

What types of materials are people willing to recycle?

- ◆ The top four items were paper, metal such as aluminum and scrap metal, plastic, and glass. The item with the lowest percentage of “willing” to recycle was “food waste, such as kitchen scrap.”

What are Sources of Information about Recycling?

- ◆ 51% of the residents do not feel informed about where or how to purchase items made with recycled materials.
- ◆ 41% had seen or heard some type of advertisement, public service announcement, brochure, billboard, radio or other promotional media about recycling or the disposal of solid waste in the Kansas City Area during the last year. The two most frequent sources of information were: articles in newspapers or other print media, and direct mail or notices from trash provider.
- ◆ Preferred sources of information include: City newsletters (45%), able to call a specific telephone number for information (44%), television (34%), utility bill (33%), Kansas City Star (33%), and an Internet source that’s easy to find (25%).

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

- ◆ 88% either “strongly agree” (54%) or “agree” (34%) 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 (65%) or knew more about how recycling helps save natural resources (68%).
- ◆ Illegal dumping is a problem for about 33% of the residents with one out of three agreeing that the problem exists in their neighborhood.
- ◆ People are resistant to paying more for products of recycled materials. However, 28% did indicate that they either “strongly agree” (6%) or “agree” (22%) that they would do so.
- ◆ 40% would pay a little more if their solid waste provider could use alternatives to disposal in a landfill. Another 31% responded “no” and 29% “didn’t know.”
- ◆ More than half (65%) either are “very supportive” (42%) or “somewhat supportive” (23%) for having their community charge for trash pick up based on the amount of trash set out for disposal.
- ◆ There is more support for a city to arrange residential trash and recycling services with 69% being “very supportive” or “supportive” for their City to provide the service and 50% showing support for their County.

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

**ETC Institute's Metropolitan Resident Survey for
Mid-America Regional Council
Solid Waste Management District
Johnson County Results**

During July, 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 results which follow are ONLY for Johnson County.

How important is recycling and how satisfied are residents?

- ◆ 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 96% 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 (82%), use durable cups, plates and utensils instead of disposables (71%) and recycle household items like newspaper, bottles, cans or magazines curbside (58%).
- ◆ Residents are most familiar with trash collection services, curbside recycling services, or bulky item pickup services. They are most satisfied with trash collection services and curbside recycling services. Johnson County residents expressed the most dissatisfaction with household hazardous waste collection services (24%), appliance disposal/recycling services (23%), and used tire disposal/recycling services (19%).

What are services to offer or expand?

- ◆ Household hazardous waste collection was selected by 27% of the residents as one of their top two preferred services to expand. Curbside recycling services (24%) and bulky item pickup services (20%) were the other services selected by at least 10% of the residents as one of their top two services.
- ◆ 82% are either “very willing” (65%) or “somewhat willing” (17%) to recycle using special bins at their curbsides; 68% are either “very willing” (27%) or “somewhat willing” (41%) to recycle using a drop-off facility.

What are barriers to recycling?

- ◆ One-third (34%) recycle everything possible and see no barriers. The major barriers are: do not know where to take materials (24%), do not know what I can recycle (17%), inconvenient times and locations (17%), don't know where to find recycling information (17%), and it takes up too much room (15%).

What types of materials are people willing to recycle?

- ◆ The top four items were paper, major appliances, household hazardous waste, and textiles/clothing. The item with the lowest percentage of “willing” to recycle was “food waste, such as kitchen scrap.”

What are Sources of Information about Recycling?

- ◆ 50% of the residents do not feel informed about where or how to purchase items made with recycled materials.
- ◆ One-fourth (27%) had seen or heard some type of advertisement, public service announcement, brochure, billboard, radio or other promotional media about recycling or the disposal of solid waste in the Kansas City Area during the last year. The two most frequent sources of information were: articles in newspapers or other print media, and information provided by the city or the county.
- ◆ Preferred sources of information include: City newsletters (49%), able to call a specific telephone number for information (36%), neighborhood newsletter (31%), internet source that is easy to find (29%), utility bill (28%) and the Kansas City Star (24%).

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

- ◆ 85% either “strongly agree” (53%) or “agree” (32%) 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 (65%).
- ◆ Illegal dumping is a problem for about 10% of the residents with one out of ten agreeing that the problem exists in their neighborhood.
- ◆ People are resistant to paying more for products of recycled materials. However, 28% did indicate that they either “strongly agree” (8%) or “agree” (20%) that they would do so.
- ◆ 43% would pay a little more if their solid waste provider could use alternatives to disposal in a landfill. Another 26% responded “no” and 31% “didn’t know.”
- ◆ Slightly more than half (58%) either are “very supportive” (32%) or “somewhat supportive” (26%) for having their community charge for trash pick up based on the amount of trash set out for disposal.
- ◆ There is slightly more support for a city to arrange residential trash and recycling services with 55% being “very supportive” or “supportive” for their City to provide the service and 43% showing a similar level of support for their County.

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

**ETC Institute's Metropolitan Resident Survey for
Mid-America Regional Council
Solid Waste Management District
Leavenworth County Results**

During July, 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 results which follow are ONLY for Leavenworth County.

How important is recycling and how satisfied are residents?

- ◆ 96% think it is either “very important” (61%) or “somewhat important” (35%) to recycle.
- ◆ Most residents feel that they do at least one type of recycling activity with 99% 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 (93%), use durable cups, plates and utensils instead of disposables (79%) and recycle household items like newspaper, bottles, cans or magazines at a drop-off center (69%).
- ◆ Residents are most familiar with trash collection services, drop-off recycling centers, or school or church recycling sites. They are most satisfied with trash collection services and school or church recycling sites. Leavenworth County residents expressed the most dissatisfaction with curbside recycling services (54%), recycling information hotline (41%), and yard waste collection and composting services (32%).

What are services to offer or expand?

- ◆ Curbside recycling was selected by 45% of the residents as one of their top two preferred services to expand. Yard waste collection and composting services (21%) and city, county or neighborhood clean-up days (19%) were the other services most frequently selected by residents as one of their top two services.
- ◆ 75% are either “very willing” (51%) or “somewhat willing” (24%) to recycle using special bins at their curbsides; 79% are either “very willing” (32%) or “somewhat willing” (47%) to recycle using a drop-off facility.

What are barriers to recycling?

- ◆ 16% recycle everything possible and see no barriers. The major barriers are: curbside recycling is not available (59%), inconvenient times and locations (25%), takes up too much room (24%), do not know where to take materials (17%), and do not know what I can recycle (16%).

What types of materials are people willing to recycle?

- ◆ The top four items were paper, metal such as aluminum and scrap metal, plastic, and hazardous household waste. The item with the lowest percentage of “willing” to recycle was “food waste, such as kitchen scrap.”

What are Sources of Information about Recycling?

- ◆ 38% of the residents do not feel informed about where or how to purchase items made with recycled materials.
- ◆ 19% had seen or heard some type of advertisement, public service announcement, brochure, billboard, radio or other promotional media about recycling or the disposal of solid waste in the Kansas City Area during the last year. The two most frequent sources of information were: articles in newspapers or other print media, and television.
- ◆ Preferred sources of information include: City newsletters (37%), local newspaper (36%), utility bill (33%), able to call a specific telephone number for information (25%), Kansas City Star (16%), neighborhood newsletter (16%), and Internet source (16%).

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

- ◆ 89% either “strongly agree” (52%) or “agree” (37%) 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 (56%) or knew more about how recycling helps save natural resources (62%).
- ◆ Illegal dumping is a problem for about 16% of the residents with one out of six agreeing that the problem exists in their neighborhood.
- ◆ 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.
- ◆ 40% would pay a little more if their solid waste provider could use alternatives to disposal in a landfill. Another 37% responded “no” and 23% “didn’t know.”
- ◆ Two-thirds (66%) either are “very supportive” (37%) or “somewhat supportive” (29%) for having their community charge for trash pick up based on the amount of trash set out for disposal.
- ◆ There is slightly more support for a city to arrange residential trash and recycling services with 51% being “very supportive” or “supportive” for their City to provide the service and 44% showing a similar level of support for their County.

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

**ETC Institute's Metropolitan Resident Survey for
Mid-America Regional Council
Solid Waste Management District
Platte County Results**

During July, 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 results which follow are ONLY for Platte County.

How important is recycling and how satisfied are residents?

- ◆ 95% think it is either “very important” (71%) or “somewhat important” (24%) to recycle.
- ◆ Most residents feel that they do at least one type of recycling activity with 93% 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 (75%), use durable cups, plates and utensils instead of disposables (65%) and recycle household items like newspaper, bottles, cans or magazines curbside (48%).
- ◆ Residents are most familiar with trash collection services, curbside recycling services, and drop-off recycling centers. They are most satisfied with trash collection services and curbside recycling services. Platte County residents expressed the most dissatisfaction with yard waste collection and composting services (41%), household hazardous waste collection services (33%), appliance disposal (32%), and times drop-off recycling centers are open (30%).

What are services to offer or expand?

- ◆ Curbside recycling was selected by 30% of the residents as one of their top two preferred services to expand. Yard waste collection and composting services (28%) and bulky item pickup services (17%) were the other services most frequently selected by residents as one of their top two services.
- ◆ 85% are either “very willing” (69%) or “somewhat willing” (16%) to recycle using special bins at their curbsides; 65% are either “very willing” (23%) or “somewhat willing” (42%) to recycle using a drop-off facility.

What are barriers to recycling?

- ◆ One-third (31%) recycle everything possible and see no barriers. The major barriers are: inconvenient times and locations (26%), curbside recycling is not available (25%), do not know where to take materials (18%), don't know where to find recycling information (16%), and takes up too much room (14%).

What types of materials are people willing to recycle?

- ◆ The top four items were paper, plastic, household hazardous waste, and bulky items. The item with the lowest percentage of “willing” to recycle was “food waste, such as kitchen scrap.”

What are Sources of Information about Recycling?

- ◆ 48% of the residents do not feel informed about where or how to purchase items made with recycled materials.
- ◆ One-third (37%) had seen or heard some type of advertisement, public service announcement, brochure, billboard, radio or other promotional media about recycling or the disposal of solid waste in the Kansas City Area during the last year. The three most frequent sources of information were: articles in newspapers or other print media, information provided by the city or county, and direct mail.
- ◆ Preferred sources of information include: utility bill (37%), City newsletters (35%), able to call a specific telephone number for information (34%), Kansas City Star (30%), neighborhood newsletter (28%), and television (27%).

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

- ◆ 87% either “strongly agree” (54%) 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 (51%) or knew more about how recycling helps save natural resources (52%).
- ◆ Illegal dumping is a problem for about 23% of the residents with one out of four agreeing that the problem exists in their neighborhood.
- ◆ People are resistant to paying more for products of recycled materials. However, 23% did indicate that they either “strongly agree” (7%) or “agree” (17%) that they would do so.
- ◆ 43% would pay a little more if their solid waste provider could use alternatives to disposal in a landfill. Another 28% responded “no” and 29% “didn’t know.”
- ◆ 68% either are “very supportive” (47%) or “somewhat supportive” (21%) for having their community charge for trash pick up based on the amount of trash set out for disposal.
- ◆ There is more support for a city to arrange residential trash and recycling services with 63% being “very supportive” or “supportive” for their City to provide the service and 46% showing a similar level of support for their County.

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

**ETC Institute's Metropolitan Resident Survey for
Mid-America Regional Council
Solid Waste Management District
Ray County Results**

During July, 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 results which follow are ONLY for Ray County.

How important is recycling and how satisfied are residents?

- ◆ 93% think it is either “very important” (64%) or “somewhat important” (29%) to recycle.
- ◆ Most residents feel that they do at least one type of recycling activity with 96% 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 (84%), use durable cups, plates and utensils instead of disposables (79%) and recycle household items like newspaper, bottles, cans or magazines at a drop-off center (51%).
- ◆ Residents are most familiar with trash collection services, city or county neighborhood clean-up days, or school or church recycling sites. They are most satisfied with trash collection services and school or church recycling sites. Ray County residents expressed the most dissatisfaction with curbside recycling services (75%), recycling information hotline availability (70%), and used tire disposal/ recycling services (65%).

What are services to offer or expand?

- ◆ Curbside recycling was selected by 42% of the residents as one of their top two preferred services to expand. Location of drop-off recycling centers (24%) and bulky item pickup services (20%) were the other services selected by at least 20% of the residents as one of their top two services.
- ◆ 86% are either “very willing” (58%) or “somewhat willing” (28%) to recycle using special bins at their curbsides; 79% are either “very willing” (42%) or “somewhat willing” (37%) to recycle using a drop-off facility.

What are barriers to recycling?

- ◆ 10% recycle everything possible and see no barriers. The major barriers are: curbside recycling is not available (68%), do not know where to take materials (33%), inconvenient times and locations (29%), do not know what I can recycle (16%), and don't know where to find recycling information (14%).

What types of materials are people willing to recycle?

- ◆ The top four items were paper, metal such as aluminum and scrap metal, household hazardous waste, and automotive items. The item with the lowest percentage of “willing” to recycle was “food waste, such as kitchen scrap.”

What are Sources of Information about Recycling?

- ◆ 51% of the residents do not feel informed about where or how to purchase items made with recycled materials.
- ◆ One-fourth (25%) had seen or heard some type of advertisement, public service announcement, brochure, billboard, radio or other promotional media about recycling or the disposal of solid waste in the Kansas City Area during the last year. The two most frequent sources of information were: articles in newspapers or other print media, and television.
- ◆ Preferred sources of information include: local newspaper (49%), City newsletters (32%), able to call a specific telephone number for information (26%), utility bill (20%), television (13%), and radio (12%).

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

- ◆ 84% either “strongly agree” (48%) or “agree” (36%) 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 (61%) or knew more about how recycling helps save natural resources (64%).
- ◆ Illegal dumping is a problem for about 37% of the residents with one out of three agreeing that the problem exists in their neighborhood.
- ◆ People are resistant to paying more for products of recycled materials. However, 39% did indicate that they either “strongly agree” (7%) or “agree” (32%) that they would do so.
- ◆ 51% would pay a little more if their solid waste provider could use alternatives to disposal in a landfill. Another 17% responded “no” and 32% “didn’t know.”
- ◆ 82% either are “very supportive” (41%) or “somewhat supportive” (41%) for having their community charge for trash pick up based on the amount of trash set out for disposal.
- ◆ There is more support for a city to arrange residential trash and recycling services with 71% being “very supportive” or “supportive” for their City to provide the service and 67% showing a similar level of support for their County.

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

**ETC Institute's Metropolitan Resident Survey for
Mid-America Regional Council
Solid Waste Management District
Wyandotte County Results**

During July, 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 results which follow are ONLY for Wyandotte County.

How important is recycling and how satisfied are residents?

- ◆ 90 % think it is either “very important” (60%) or “somewhat important” (30%) to recycle.
- ◆ Most residents feel that they do at least one type of recycling activity with 95% 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 (72%), use durable cups, plates and utensils instead of disposables (65%) and recycle household items like newspaper, bottles, cans or magazines at a drop-off center (60%).
- ◆ Residents are most familiar with trash collection services, drop-off recycling centers, or school or church recycling sites. They are most satisfied with trash collection services and school or church recycling sites. Wyandotte County residents expressed the most dissatisfaction with Curbside recycling services (57%), yard waste collection and composting services (37%), and city, county or neighborhood clean-up days (33%).

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What are services to offer or expand?

- ◆ Curbside recycling was selected by 45% of the residents as one of their top two preferred services to expand. Bulky item pickup services (18%) and city, county or neighborhood clean-up days (17%) were the other services selected by at least 10% of the residents as one of their top two services.
- ◆ 79% are either “very willing” (60%) or “somewhat willing” (19%) to recycle using special bins at their curbsides; 66% are either “very willing” (30%) or “somewhat willing” (36%) to recycle using a drop-off facility.

What are barriers to recycling?

- ◆ One-fifth (20%) recycle everything possible and see no barriers. The major barriers are: curbside recycling is not available (56%), inconvenient times and locations (26%), do not know what I can recycle (21%), do not know where to take materials (19%), and don't know where to find recycling information (19%).

What types of materials are people willing to recycle?

- ◆ The top four items were paper, metal such as aluminum and scrap metal, plastic, household hazardous waste, and glass. The item with the lowest percentage of “willing” to recycle was “food waste, such as kitchen scrap.” Yard waste was the other material that less than half were “very willing” to recycle.

What are Sources of Information about Recycling?

- ◆ 42% of the residents do not feel informed about where or how to purchase items made with recycled materials.
- ◆ One-third (31%) had seen or heard some type of advertisement, public service announcement, brochure, billboard, radio or other promotional media about recycling or the disposal of solid waste in the Kansas City Area during the last year. The two most frequent sources of information were: articles in newspapers or other print media, and television.
- ◆ Preferred sources of information include: utility bill (42%), able to call a specific telephone number for information (33%), Kansas City Star (33%), City newsletters (32%), television (22%), local newspaper (19%), neighborhood newsletter (19%) and radio (14%).

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

- ◆ 76% either “strongly agree” (38%) or “agree” (38%) 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 (53%) or knew more about how recycling helps save natural resources (55%).
- ◆ Illegal dumping is a problem for about 38% of the residents with one out of three agreeing that the problem exists in their neighborhood.
- ◆ People are resistant to paying more for products of recycled materials. However, 16% did indicate that they either “strongly agree” (6%) or “agree” (10%) that they would do so.
- ◆ 33% would pay a little more if their solid waste provider could use alternatives to disposal in a landfill. Another 39% responded “no” and 28% “didn’t know.”
- ◆ Slightly more than half (55%) either are “very supportive” (35%) or “somewhat supportive” (20%) for having their community charge for trash pick up based on the amount of trash set out for disposal.
- ◆ There is more support for a city to arrange residential trash and recycling services with 63% being “very supportive” or “supportive” for their City to provide the service and 58% showing a similar level of support for their County.

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