

This section presents special analyses, which examine the results of subgroups of residents. In each case, the group is first defined. Then the results for specific questions are presented.

Percentages are all "column percentages." For ONE response, the columns will add to approximately 100%--may not always due to computer rounding. For MULTIPLE responses, the columns will typically add to more than 100% because of multiple responses.

**Compared to three years ago, frequency of waste reduction activities are "more frequent" or "somewhat more frequently"**

**Q1. Do you or other members of your household currently do any of the following?**

<u>Q1 Currently do the following</u>	<u>Number</u>	<u>Percent</u>
A = Recycle household items curbside	297	51.6 %
B = Recycle household items at drop-off center	322	55.9 %
C = Compost household items	176	30.6 %
D = Take HHW to HHW facility	305	53.0 %
E = Make purchases based on benefits	261	45.3 %
F = Recycle electronic items	266	46.2 %
G = Reduce amount of waste	295	51.2 %
H = Take leaves & brush to city facility	219	38.0 %
I = Use compost or mulch for landscaping	248	43.1 %
J = Reuse items	502	87.2 %
K = Use reusable cloth shopping bags	323	56.1 %
L = Use durable instead of disposable	448	77.8 %
Z = None chosen	3	0.5 %
Total	3665	

Number of Cases = 576

Number of Responses = 3665

Average Number Of Responses Per Case = 6.4

Compared to three years ago, frequency of waste reduction activities are "more frequent" or "somewhat more frequently"

**Q2. Referring to that list, which three activities do you do most frequently? (all three selections). Only top 5 are shown.**

Q2 Do most frequently	Number	Percent
A = Recycle household items curbside	275	47.7 %
J = Reuse items	274	47.6 %
L = Use durable instead of disposable	248	43.1 %
K = Use reusable cloth shopping bags	181	31.4 %
B = Recycle household items at drop-off center	218	37.8 %

Compared to three years ago, frequency of waste reduction activities are "more frequent" or "somewhat more frequently"

**Q13. Have you seen or heard any advertisements, public service announcements, brochures, billboards, radio or other promotional media about recycling or the disposal of solid waste in the Kansas City area during the past year?**

Q13 Seen promotional media	Number	Percent
1=Yes	264	45.9 %
2=No	302	52.5 %
9=Don't know	9	1.6 %
Total	575	100.0 %

Compared to three years ago, frequency of waste reduction activities are "same"

**Q12. What prevents you from recycling or recycling more than you currently do? (multiple responses permitted. Only top 5 are shown)**

Q12 Prevents from recycling	Number	Percent
4 = Curbside recycling is not available	95	29.4 %
8 = Inconvenient locations & times	70	21.7 %
5 = Don't know where to take materials	65	20.1 %
2 = Takes too much time	59	18.3 %
3= Don't know what I can recycle	48	14.9 %

Compared to three years ago, frequency of waste reduction activities are "less frequent"

**Q12. What prevents you from recycling or recycling more than you currently do? ? (multiple responses permitted. Only top 5 are shown**

Q12 Prevents from recycling	Number	Percent
4 = Curbside recycling is not available	22	28.2 %
5 = Don't know where to take materials	19	24.4 %
2 = Takes too much time	16	20.5 %
8 = Inconvenient locations & times	15	19.2 %
7 = Don't know where to find recycling information	11	14.1 %

Compared to three years ago, how would you describe the frequency of your waste reduction activities? (COLUMNS ADD TO 100%)

**Q24. On average, each person generates about 6 pounds of solid waste each day at home, at work and through other activities. What percentage of waste reduction could you support to establish as a regional goal to minimize and divert waste from landfills?**

N=981

	Q3 Frequency of waste reduction activity			
	Somewhat		Same 3	Less frequent 4
	More frequent 1	more frequent 2		
<u>Q24 Waste reduction could support</u>				
1=0%	3.4%	4.5%	13.9%	11.5%
2=20%	30.1%	32.6%	27.9%	25.6%
3=40%	30.4%	29.9%	26.0%	15.4%
4=60%	15.2%	10.9%	9.3%	19.2%
5=80%	6.8%	3.6%	5.3%	3.8%
6=100%	5.6%	2.7%	4.0%	10.3%
9=Don't know	8.5%	15.8%	13.6%	14.1%

**Q8. When thinking about your motivation(s) for recycling, please select the four from the following list which are most important to you. (all four choices).**

**The top 4 are shown in bold italic and underlined.**

N=981

Q4 Importance of recycling		
Very important	Somewhat important	Not important or don't know
1	2	3

Q8 Top motivations

A=Conservation of natural resources	<b><u>81.7%</u></b>	<b><u>68.6%</u></b>	25.0%
B=Concern for future generations	<b><u>83.8%</u></b>	<b><u>66.3%</u></b>	<b><u>35.0%</u></b>
C=Personal responsibility	<b><u>69.3%</u></b>	56.8%	10.0%
D=Convenience & accessibility	43.3%	<b><u>59.8%</u></b>	<b><u>30.0%</u></b>
E=Cost	29.8%	<b><u>59.8%</u></b>	<b><u>45.0%</u></b>
F=Concerns about landfill space	<b><u>58.1%</u></b>	37.9%	15.0%
H=Nothing motivates me to recycle	1.9%	4.7%	<b><u>45.0%</u></b>

**Q12. What prevents you from recycling or recycling more than you currently do?**

**The top 3 are shown in bold italic and underlined.**

N=981

Q4 Importance of recycling		
Very important	Somewhat important	Not important or don't know
1	2	3

**Q12 Prevents from recycling**

0=Nothing-I recycle everything possible	<b><u>43.8%</u></b>	17.8%	0.0%
1=Don't think it is necessary	1.9%	4.1%	<b><u>55.0%</u></b>
2=Takes too much time	10.3%	<b><u>25.4%</u></b>	<b><u>30.0%</u></b>
3=Don't know what I can recycle	15.3%	18.9%	10.0%
4=Curbside recycling is not available	<b><u>26.4%</u></b>	<b><u>34.9%</u></b>	15.0%
5=Don't know where to take materials	<b><u>22.7%</u></b>	22.5%	10.0%
6=Takes up too much room	8.4%	23.7%	20.0%
8=Inconvenient locations & times	19.5%	<b><u>26.6%</u></b>	30.0%

**Q6. Please rate your satisfaction with the availability of the following types of services in the community where you live. (excluding don't know)**

N=981

Q19 How currently pay for trash service

	Fee paid to city or county	Fee paid to homes or neighborhood assoc	Fee paid to trash hauler	Fee included as rent	Fee included as part of utility or tax bill	Do not have residential trash service	Don't know
	1	2	3	4	5	6	9
<u>Q6a Trash collection services</u>							
5=Very satisfied	45.1%	47.1%	41.5%	37.8%	41.1%	17.9%	39.8%
4=Satisfied	39.7%	37.9%	41.5%	40.0%	38.8%	25.0%	33.7%
3=Neutral	8.4%	8.0%	11.6%	22.2%	12.9%	28.6%	21.7%
2=Dissatisfied	5.1%	3.4%	4.1%	0.0%	3.6%	14.3%	2.4%
1=Very dissatisfied	1.7%	3.4%	1.2%	0.0%	3.6%	14.3%	2.4%

**Q6. Please rate your satisfaction with the availability of the following types of services in the community where you live. (excluding don't know)**

N=981

Q19 How currently pay for trash service

	Fee paid to city or county	Fee paid to homes or neighborhood assoc	Fee paid to trash hauler	Fee included as rent	Fee included as part of utility or tax bill	Do not have residential trash service	Don't know
	1	2	3	4	5	6	9
<u>Q6b Curbside recycling services</u>							
5=Very satisfied	29.7%	20.5%	13.1%	16.7%	32.1%	0.0%	29.6%
4=Satisfied	37.4%	35.6%	11.1%	12.5%	34.8%	12.5%	33.8%
3=Neutral	16.9%	16.4%	22.2%	29.2%	15.2%	25.0%	25.4%
2=Dissatisfied	8.7%	8.2%	15.7%	20.8%	7.1%	18.8%	7.0%
1=Very dissatisfied	7.2%	19.2%	37.9%	20.8%	10.9%	43.8%	4.2%

**Q6. Please rate your satisfaction with the availability of the following types of services in the community where you live. (excluding don't know)**

N=981

Q19 How currently pay for trash service

	Fee paid to city or county	Fee paid to homes or neighborhood assoc	Fee paid to trash hauler	Fee included as rent	Fee included as part of utility or tax bill	Do not have residential trash service	Don't know
	1	2	3	4	5	6	9
<b><u>Q6e Yard waste collection &amp; composting services</u></b>							
5=Very satisfied	16.1%	12.8%	7.4%	16.7%	17.5%	10.5%	18.5%
4=Satisfied	34.2%	23.4%	17.6%	11.1%	20.8%	26.3%	24.1%
3=Neutral	32.9%	44.7%	48.5%	55.6%	35.7%	26.3%	33.3%
2=Dissatisfied	7.5%	8.5%	12.5%	0.0%	16.2%	15.8%	13.0%
1=Very dissatisfied	9.3%	10.6%	14.0%	16.7%	9.7%	21.1%	11.1%

**Q6. Please rate your satisfaction with the availability of the following types of services in the community where you live. (excluding don't know)**

N=981

Q19 How currently pay for trash service

	Fee paid to city or county 1	Fee paid to homes or neighborhood assoc 2	Fee paid to trash hauler 3	Fee included as rent 4	Fee included as part of utility or tax bill 5	Do not have residential trash service 6	Don't know 9
<u>Q6f City, county or neighborhood clean-up days</u>							
5=Very satisfied	15.9%	14.0%	8.7%	17.4%	17.1%	15.8%	19.6%
4=Satisfied	30.3%	38.6%	24.8%	26.1%	27.1%	26.3%	21.6%
3=Neutral	40.7%	35.1%	40.4%	34.8%	32.9%	31.6%	37.3%
2=Dissatisfied	6.2%	10.5%	16.1%	4.3%	7.9%	10.5%	15.7%
1=Very dissatisfied	6.9%	1.8%	9.9%	17.4%	15.0%	15.8%	5.9%

**Q6. Please rate your satisfaction with the availability of the following types of services in the community where you live. (excluding don't know)**

N=981

Q19 How currently pay for trash service

	Fee paid to city or county	Fee paid to homes or neighborhood assoc	Fee paid to trash hauler	Fee included as rent	Fee included as part of utility or tax bill	Do not have residential trash service	Don't know
	1	2	3	4	5	6	9
<b><u>Q6g Household hazardous waste collection services</u></b>							
5=Very satisfied	13.3%	15.5%	5.4%	22.7%	14.2%	12.0%	16.7%
4=Satisfied	28.5%	34.5%	20.5%	27.3%	24.8%	28.0%	22.2%
3=Neutral	38.6%	34.5%	38.6%	27.3%	36.2%	28.0%	37.0%
2=Dissatisfied	13.3%	8.6%	20.5%	4.5%	15.6%	20.0%	13.0%
1=Very dissatisfied	6.3%	6.9%	15.1%	18.2%	9.2%	12.0%	11.1%

**Q6. Please rate your satisfaction with the availability of the following types of services in the community where you live. (excluding don't know)**

N=981

Q19 How currently pay for trash service

	Fee paid to city or county	Fee paid to homes or neighborhood assoc	Fee paid to trash hauler	Fee included as rent	Fee included as part of utility or tax bill	Do not have residential trash service	Don't know
	1	2	3	4	5	6	9

Q6h Bulky item pickup services

5=Very satisfied	22.2%	21.7%	9.0%	13.0%	17.5%	5.9%	22.6%
4=Satisfied	25.7%	35.0%	15.3%	30.4%	31.6%	23.5%	27.4%
3=Neutral	36.3%	21.7%	36.1%	21.7%	26.9%	29.4%	29.0%
2=Dissatisfied	9.4%	15.0%	23.6%	13.0%	15.2%	23.5%	11.3%
1=Very dissatisfied	6.4%	6.7%	16.0%	21.7%	8.8%	17.6%	9.7%

**Q6. Please rate your satisfaction with the availability of the following types of services in the community where you live. (excluding don't know)**

N=981

Q19 How currently pay for trash service

	Fee paid to city or county	Fee paid to homes or neighborhood assoc	Fee paid to trash hauler	Fee included as rent	Fee included as part of utility or tax bill	Do not have residential trash service	Don't know
	1	2	3	4	5	6	9

**Q6j Appliance disposal/recycling services**

5=Very satisfied	12.8%	11.4%	8.0%	17.6%	15.5%	0.0%	19.5%
4=Satisfied	19.2%	31.8%	14.4%	23.5%	18.2%	31.6%	12.2%
3=Neutral	44.0%	40.9%	41.6%	35.3%	50.9%	42.1%	39.0%
2=Dissatisfied	13.6%	9.1%	20.0%	5.9%	7.3%	21.1%	14.6%
1=Very dissatisfied	10.4%	6.8%	16.0%	17.6%	8.2%	5.3%	14.6%

**Q8. When thinking about your motivation(s) for recycling, please select the four from the following list which are most important to you. (all four choices)**

N=981

	Q20 Pay extra for curbside recycling		
	Yes 1	No 2	Don't know 3
<u>Q8 Top motivations</u>			
A=Conservation of natural resources	77.5%	80.4%	71.2%
B=Concern for future generations	82.9%	78.0%	79.4%
C=Personal responsibility	69.5%	66.8%	57.6%
D=Convenience & accessibility	41.7%	46.6%	46.5%
E=Cost	38.5%	37.0%	30.9%
F=Concerns about landfill space	52.9%	54.6%	52.3%
G=Other	2.7%	3.1%	2.9%
H=Nothing motivates me to recycle	2.1%	3.4%	5.3%
Z=None chosen	2.1%	1.5%	4.9%

**Q8. When thinking about your motivation(s) for recycling, please select the four from the following list which are most important to you. (all four choices)**

N=981

Q18 Willing to pay user fee				
Very willing 1	Somewhat willing 2	Not sure 3	Not willing 4	Don't know 5

Q8 Top motivations

A=Conservation of natural resources	85.9%	79.2%	76.6%	71.0%	71.4%
B=Concern for future generations	84.5%	82.7%	77.7%	76.5%	68.1%
C=Personal responsibility	71.4%	68.1%	66.0%	58.8%	54.9%
D=Convenience & accessibility	39.5%	47.7%	57.4%	39.8%	45.1%
E=Cost	29.1%	34.6%	31.4%	47.1%	37.4%
F=Concerns about landfill space	59.5%	55.4%	51.1%	52.5%	44.0%
G=Other	3.2%	3.1%	3.7%	1.4%	4.4%
H=Nothing motivates me to recycle	1.4%	1.2%	4.3%	6.8%	7.7%
Z=None chosen	2.3%	1.5%	1.6%	1.4%	8.8%

**Q8. When thinking about your motivation(s) for recycling, please select the four from the following list which are most important to you. (all four choices)**

N=981

	Q24 Waste reduction could support						
	0% 1	20% 2	40% 3	60% 4	80% 5	100% 6	Don't know 9
<u>Q8 Top motivations</u>							
A=Conservation of natural resources	52.6%	79.7%	82.3%	81.3%	84.6%	83.0%	68.6%
B=Concern for future generations	50.0%	79.0%	83.4%	85.4%	88.5%	76.6%	80.2%
C=Personal responsibility	35.5%	66.2%	72.3%	67.5%	67.3%	70.2%	59.5%
D=Convenience & accessibility	39.5%	51.0%	42.4%	43.9%	38.5%	40.4%	50.4%
E=Cost	50.0%	42.1%	31.7%	30.1%	25.0%	31.9%	33.1%
F=Concerns about landfill space	30.3%	51.0%	60.5%	61.8%	65.4%	51.1%	47.9%
G=Other	6.6%	2.8%	2.6%	4.1%	3.8%	2.1%	0.8%
H=Nothing motivates me to recycle	25.0%	2.4%	0.7%	0.8%	0.0%	6.4%	3.3%
Z=None chosen	7.9%	1.0%	1.8%	2.4%	1.9%	0.0%	5.0%

**Q9. How willing are you to recycle at your curbside?**

N=981	<u>Q20 Pay extra for curbside recycling</u>		
	Yes	No	Don't know
	1	2	3
<u>Q9 Willing to recycle at your curbside</u>			
1=Very willing	80.1%	70.1%	62.6%
2=Somewhat	15.1%	17.5%	16.0%
3=Not willing	4.3%	5.6%	7.0%
4=Don't know	0.5%	6.7%	14.4%

**Q10. How willing are you to recycle using a drop-off facility?**

N=981	<u>Q20 Pay extra for curbside recycling</u>		
	Yes	No	Don't know
	1	2	3
<u>Q10 Willing to recycle at drop-off facility</u>			
1=Very willing	37.1%	38.5%	36.2%
2=Somewhat	44.6%	42.0%	40.3%
3=Not willing	11.8%	13.8%	14.4%
4=Don't know	6.5%	5.6%	9.1%

**Q13. Have you seen or heard any advertisements, public service announcements, brochures, billboards, radio or other promotional media about recycling or the disposal of solid waste in the Kansas City area during the past year? (without don't knows)**

N=981

Q15 Visited wwwRecycleSpotorg	
Yes	No
1	2

Q13 Seen promotional media

1=Yes	67.5%	41.8%
2=No	32.5%	58.2%

**Q16. Please rate your agreement with the following statement.**

N=981

Q20 Pay extra for curbside recycling		
Yes	No	Don't know
1	2	3

Q16d Support public policies that lead to improved waste reduction, reuse and recycling programs

5=Strongly agree	40.6%	38.5%	25.9%
4=Agree	37.4%	36.4%	39.1%
3=Neutral	13.4%	13.6%	15.2%
2=Disagree	2.1%	3.6%	4.9%
1=Strongly disagree	2.7%	2.0%	1.6%
9=Don't know	3.7%	5.8%	13.2%

**Q17b. Please indicate your reasons for supporting your city or county's involvement in arranging solid waste services. Choose only those that apply to you from the following list.**

N=770

Q17b Reasons for answer	Q18 Willing to pay user fee				
	Very willing	Somewhat willing	Not sure	Not willing	Don't know
	1	2	3	4	5
01=Fewer trash trucks on my street	23.2%	20.5%	29.1%	20.8%	35.7%
02=Cleaner and/or quieter neighborhood	38.9%	44.2%	36.2%	34.6%	44.6%
03=Less wear & tear on roads	19.5%	24.1%	21.3%	16.4%	32.1%
04=Additional services	54.2%	52.2%	48.2%	50.3%	39.3%
05=Lower cost	36.3%	45.5%	30.5%	39.0%	39.3%
06=Freedom of choice	20.5%	24.1%	21.3%	18.9%	21.4%
07=Better service	28.9%	33.5%	22.7%	25.8%	30.4%
08=Loyalty to hauler	11.6%	13.4%	9.2%	8.8%	10.7%
09=Illegal dumping	23.2%	25.0%	22.7%	19.5%	16.1%
10=Other	7.9%	5.4%	5.7%	3.8%	7.1%
99=Don't know	3.7%	5.4%	9.9%	7.5%	10.7%

**Q17b. Please indicate your reasons for supporting your city or county's involvement in arranging solid waste services. Choose only those that apply to you from the following list. Only the top 3 are shown.**

N=770	<u>Q20 Pay extra for curbside recycling</u>		
	Yes 1	No 2	Don't know 3
<u>Q17b Reasons for answer</u>			
02=Cleaner and/or quieter neighborhood	50.3%	38.3%	32.4%
04=Additional services	45.3%	55.0%	44.5%
05=Lower cost	47.8%	38.1%	31.8%

**Q18. To encourage more recycling and reduce the need for more landfills, some communities charge residents for trash services based on the amount of trash set out for disposal - similar to other utilities like water and electricity. How willing are you to pay a user fee based on the amount of trash you set out for disposal if recycling and yard waste services are included at no additional charge?**

N=981

Q19 How currently pay for trash service

	Fee paid to city or county	Fee paid to homes or neighborhood assoc	Fee paid to trash hauler	Fee included as rent	Fee included as part of utility or tax bill	Do not have residential trash service	Don't know
	1	2	3	4	5	6	9
<u>Q18 Willing to pay user fee</u>							
1=Very willing	21.5%	26.4%	27.0%	12.5%	19.8%	24.4%	19.5%
2=Somewhat willing	31.0%	24.1%	28.7%	31.3%	25.6%	20.0%	13.8%
3=Not sure	17.4%	23.0%	22.5%	22.9%	16.3%	8.9%	21.8%
4=Not willing	25.2%	13.8%	16.0%	18.8%	32.6%	22.2%	18.4%
5=Don't know	5.0%	12.6%	5.7%	14.6%	5.7%	24.4%	26.4%

**Q19. How do you currently pay for your residential trash service?**

N=981

Q23 Pay-As-You-Throw			
Very supportive	Somewhat	Not supportive	Don't know
1	2	3	9

Q19 How currently pay for trash service

1=Fee paid to city or county	24.1%	23.4%	26.6%	22.2%
2=Fee paid to homes or neighborhood assoc	9.1%	9.6%	8.8%	4.8%
3=Fee paid to trash hauler	30.2%	27.9%	18.7%	23.8%
4=Fee included as rent	2.6%	6.6%	4.2%	7.9%
5=Fee included as part of utility or tax bill	24.1%	21.9%	25.8%	11.1%
6=Do not have residential trash service	6.5%	3.3%	3.7%	9.5%
9=Don't know	3.4%	7.2%	12.2%	20.6%