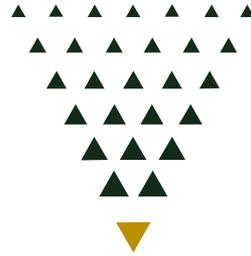


ATTACHMENT 2:
Individual Survey Results



V E R N O N
R E S E A R C H G R O U P

Cedar Rapids/Linn County Solid Waste Agency

Final Report
Individuals

February 2014

Presentation Outline

- ▼ Purpose and Methodology
- ▼ Demographics
- ▼ Values
- ▼ Behaviors
- ▼ Knowledge
- ▼ Statistically Significant Differences Between Owners and Renters
- ▼ Statistically Significant Differences by Age
- ▼ Conclusions

Purpose and Methodology

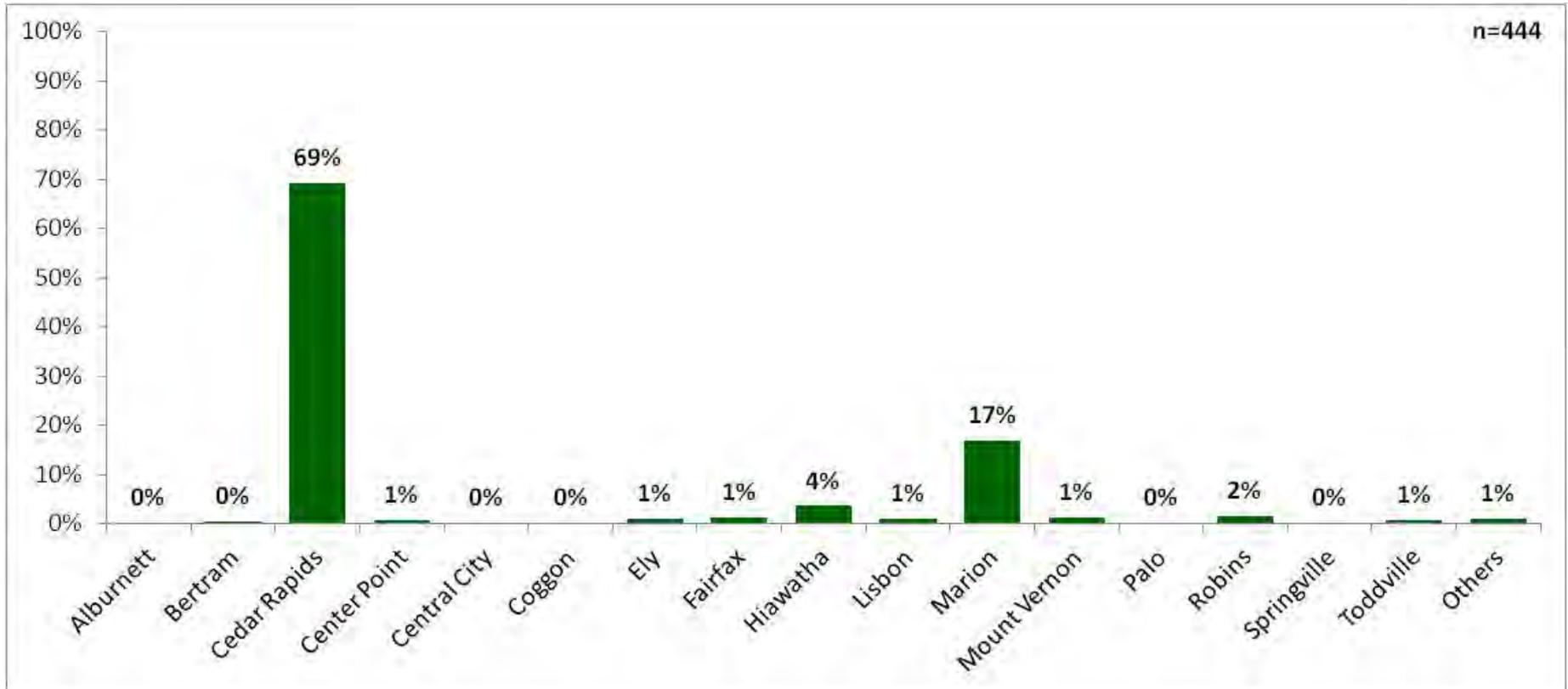
- ▼ An online survey study was completed in order to understand current recycling and composting behaviors and knowledge of the Cedar Rapids/Linn County Solid Waste Agency, especially its program offerings
- ▼ The surveys were completed between September 24 and November 12, 2013
- ▼ Residents of Linn County aged 18 and older who were knowledgeable regarding their households' waste and recycling habits were asked to complete the survey
- ▼ There were a total of 444 quality completes

Demographics

- ▼ Location
- ▼ Type of Area
- ▼ Type of Residence
- ▼ Ownership
- ▼ Length of Residency
- ▼ Household Income
- ▼ Household Size
- ▼ Age
- ▼ Gender
- ▼ Relationship Status
- ▼ Employment
- ▼ Education

Location

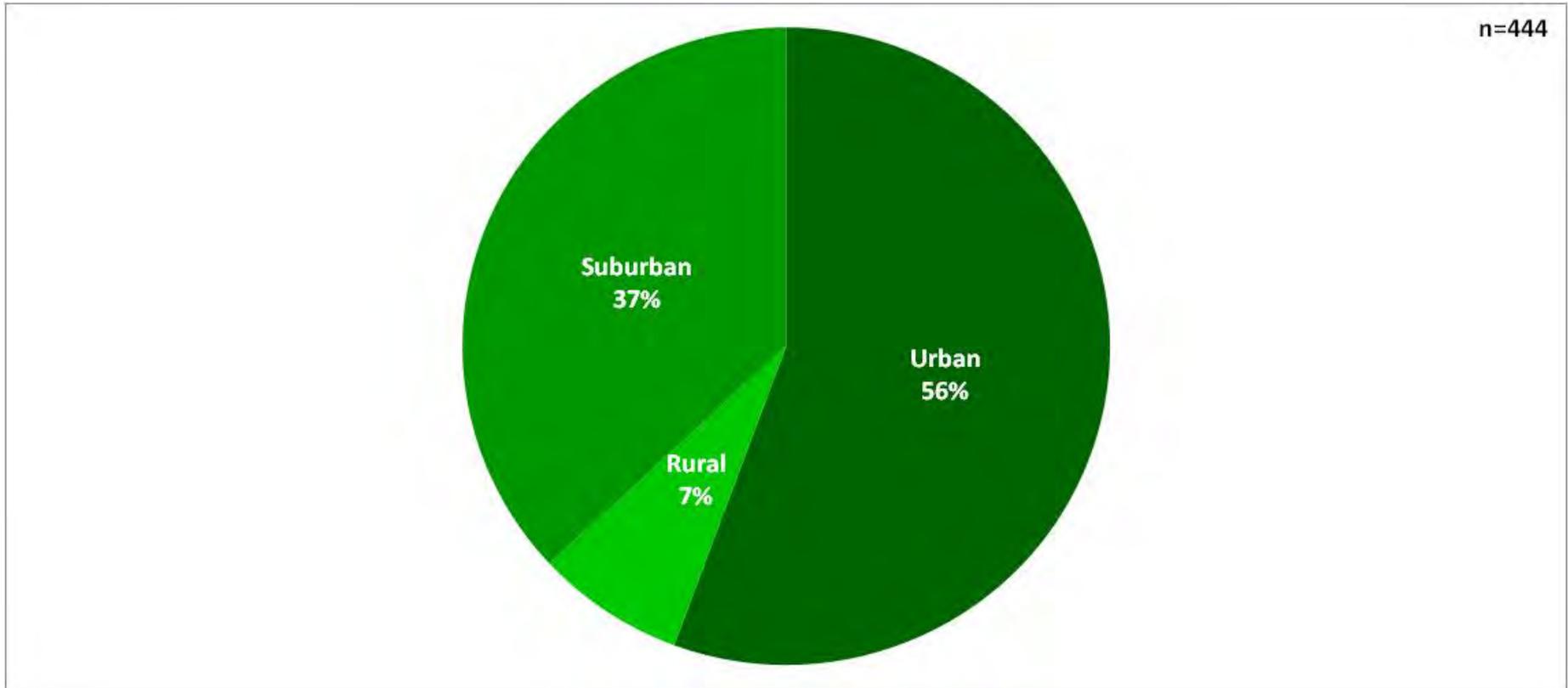
The majority of the sample was from Cedar Rapids, but there was representation from a number of other locations within Linn County.



S1. Which Linn County city do you live in?

Type of Area

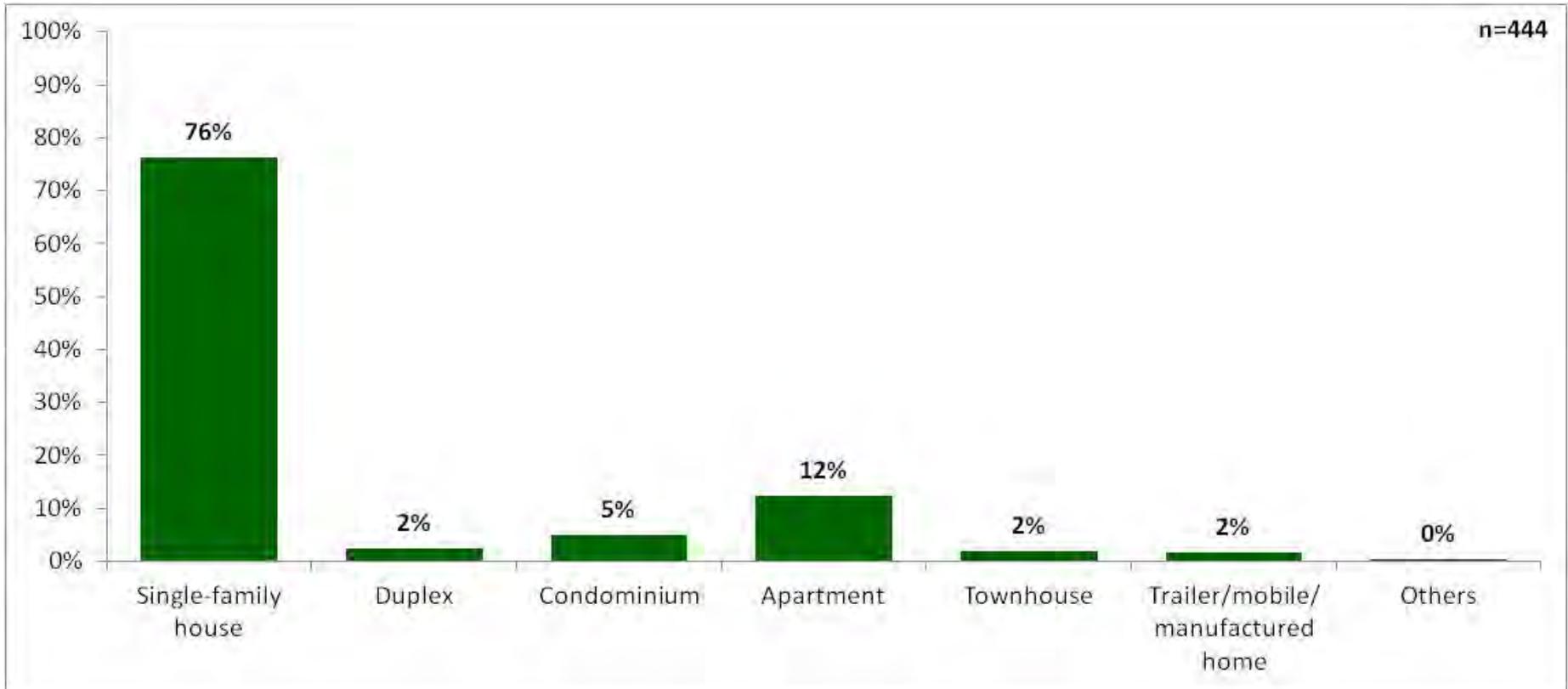
Just over half of the sample consisted of urbanites, and a good portion of the sample consisted of suburbanites. There was representation from rural dwellers, as well.



Q1. What type of area do you live in?

Type of Residence

The majority of respondents lived in single-family houses, but there was also good representation of apartment dwellers.

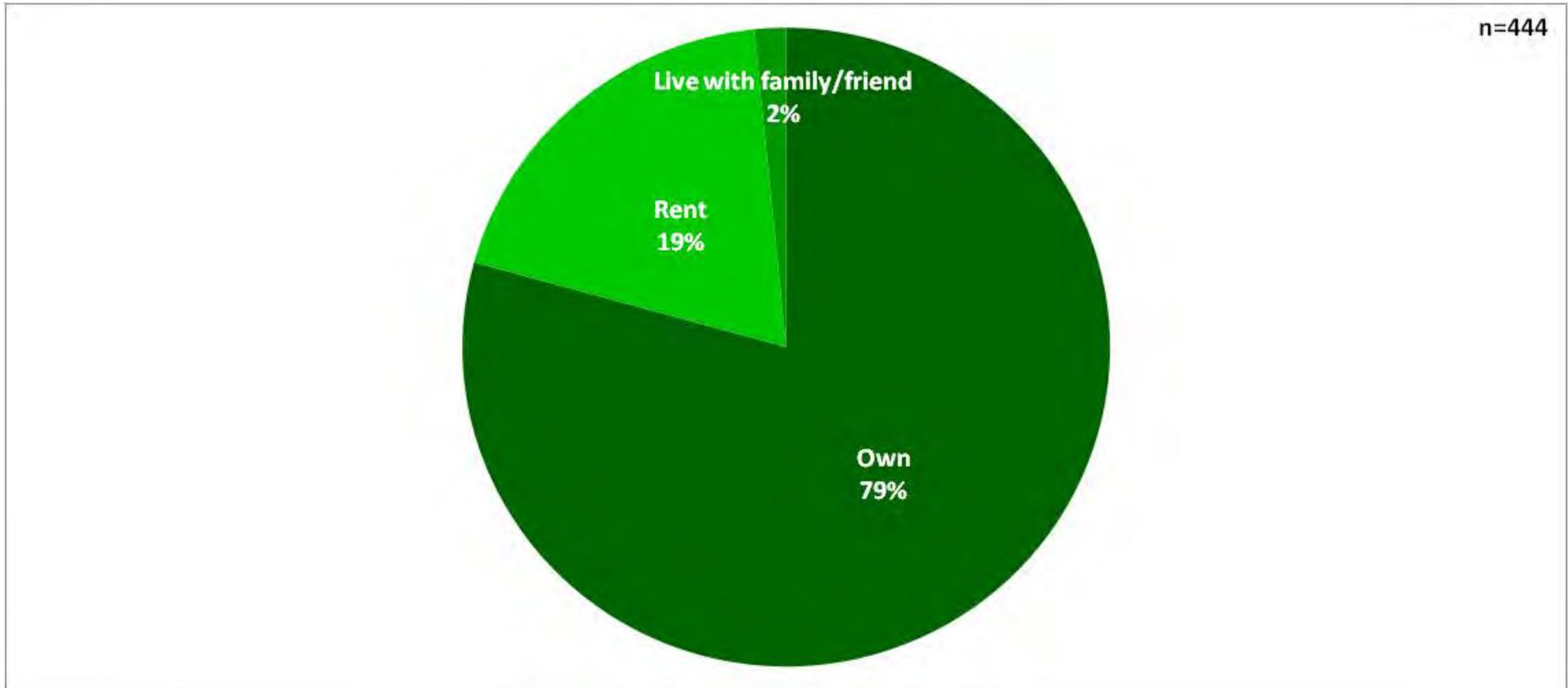


Home ownership rate in Linn County is 73%, U.S. Census.

Q2. What type of residence do you live in?

Ownership

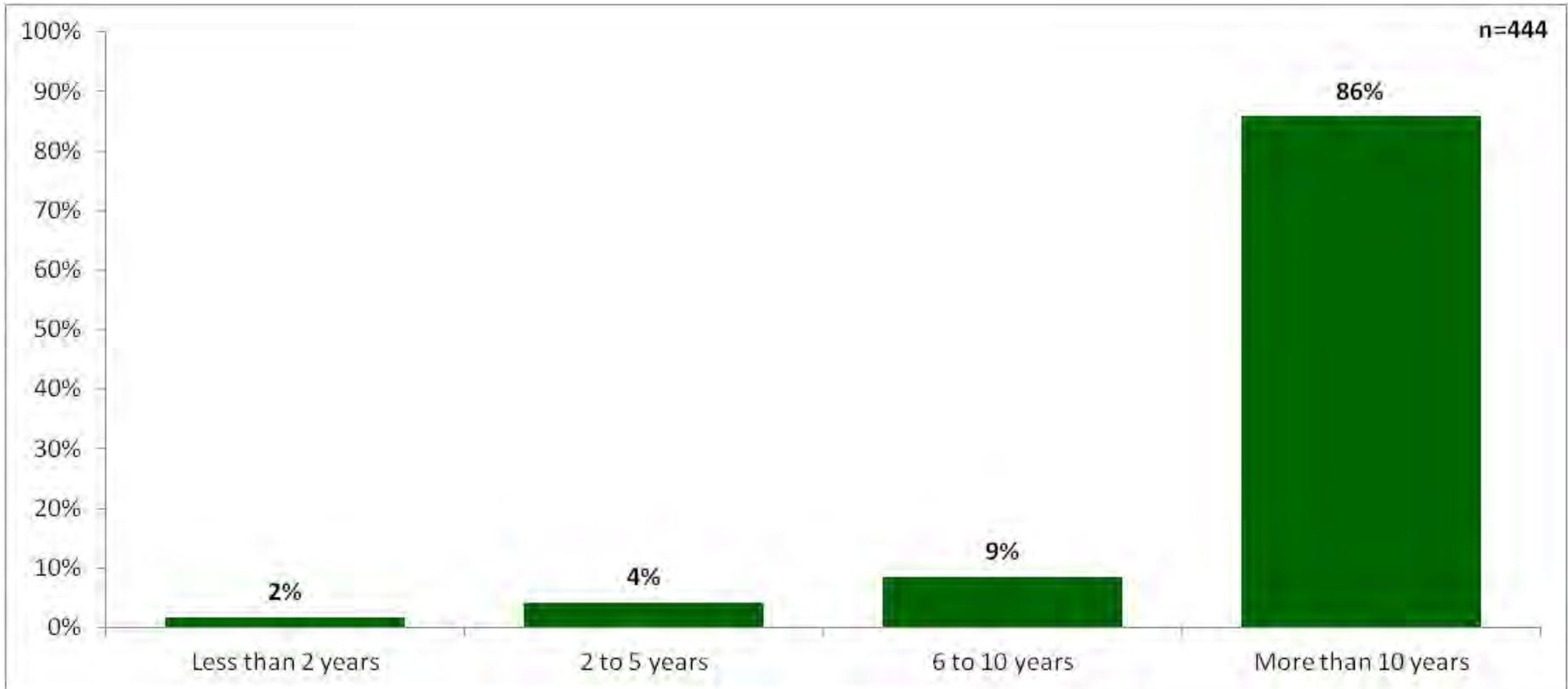
The majority of respondents owned their residences, but renters were a good portion of the sample.



Q3. Do you own your residence?

Length of Residency

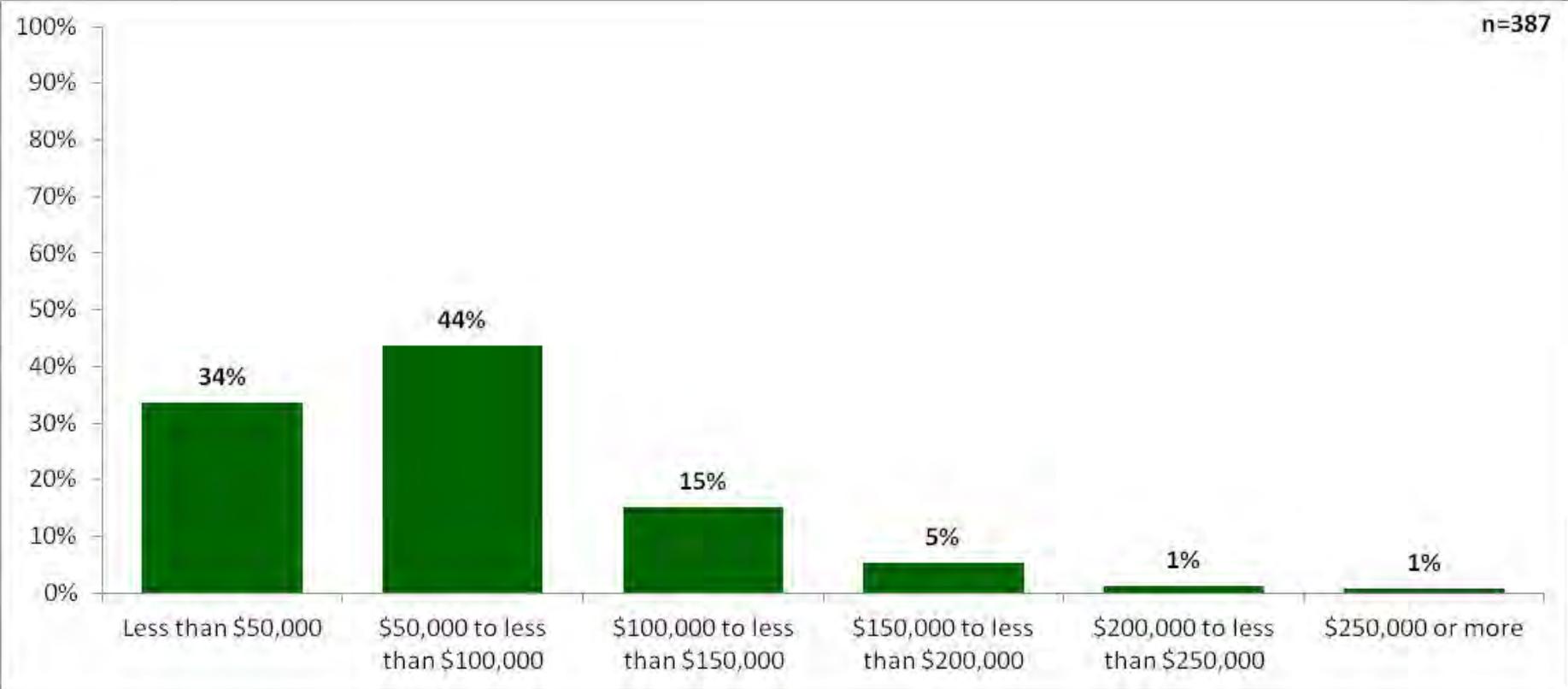
The majority of respondents had lived in Linn County over ten years.



Q38. How long have you lived in Linn County?

Household Income

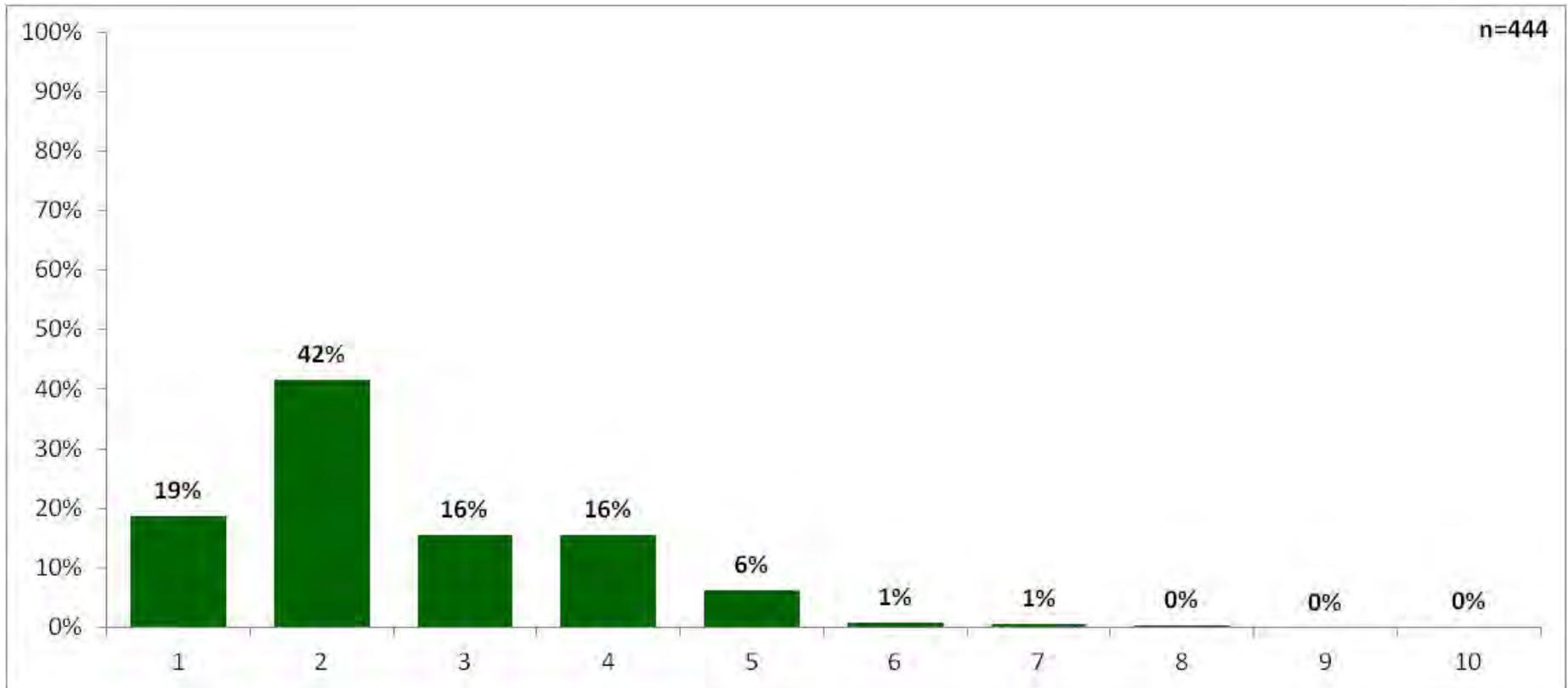
Most respondents had household incomes less than \$100K per year. Compared to the census data, the sample had a smaller percentage of households earning less than \$50K and a larger percentage earning \$50K-\$100K.



Q37. Which of the following categories best describes your annual household income before taxes?

Household Size

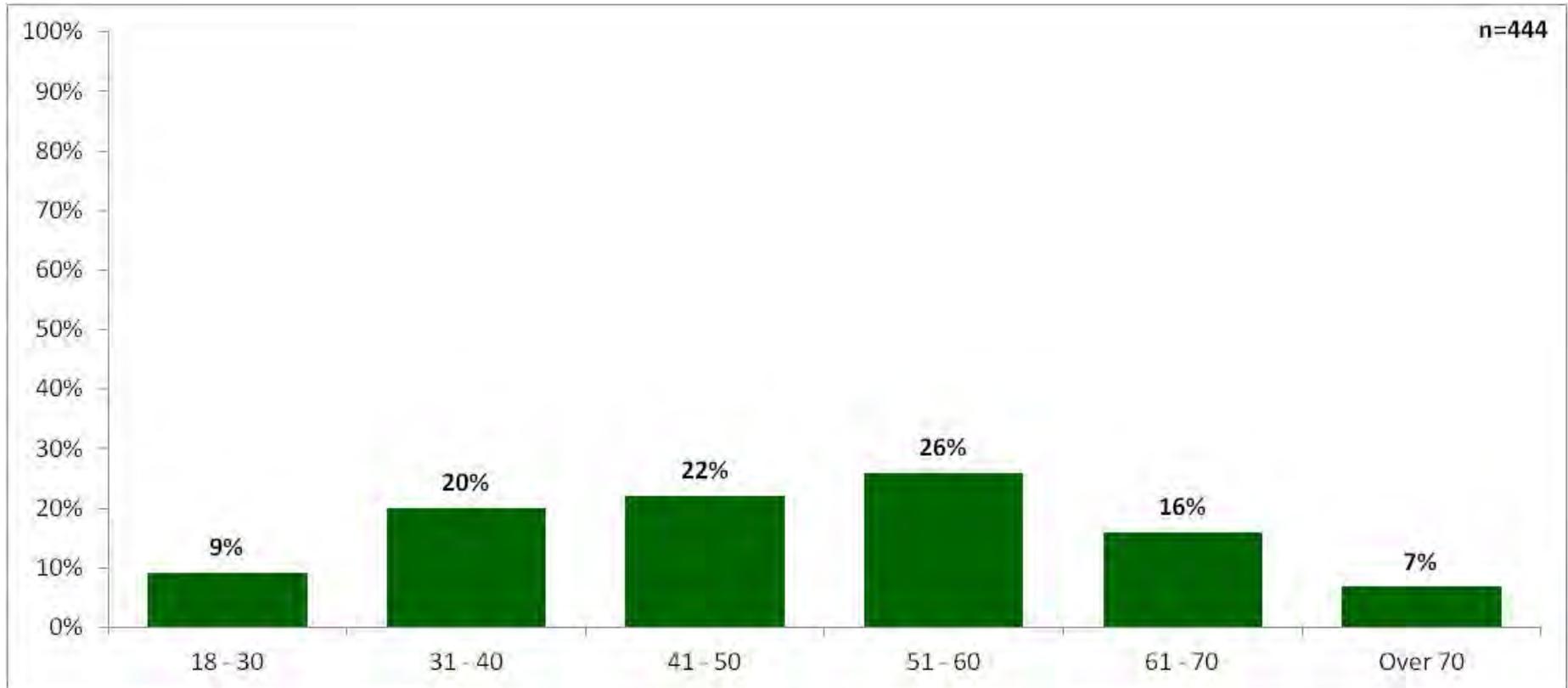
The median number of people living in a household was two, which is in line with census data.



Q36. How many people are living in your household (including you)?

Age

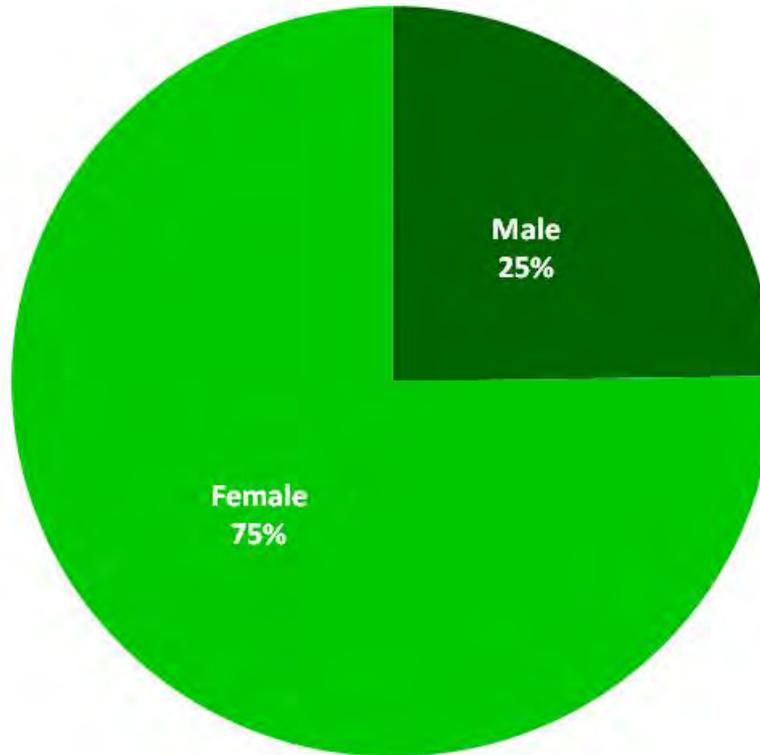
There was a good range of ages in the sample.



S5. Which age range do you fall into?

Gender

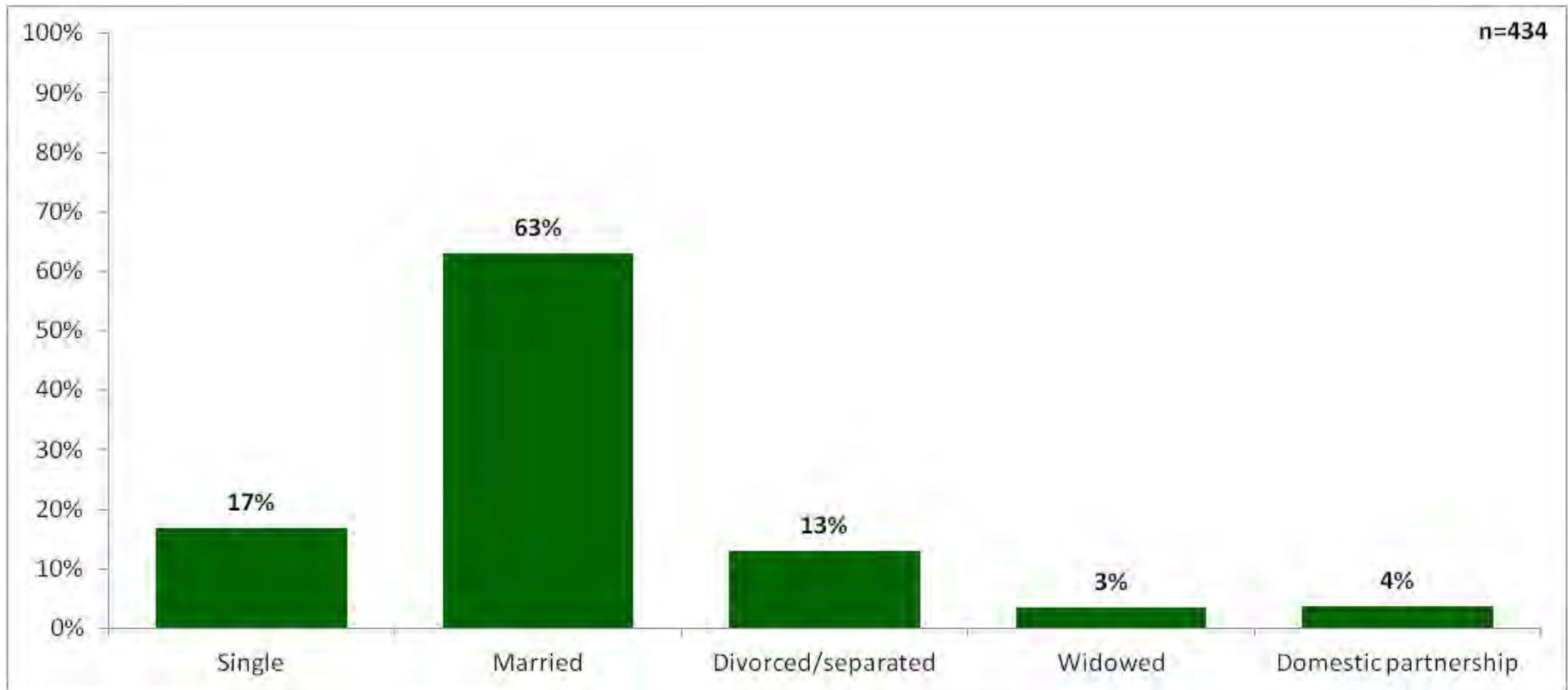
Most respondents were females, but a good portion were males.



Q34. What is your gender?

Relationship Status

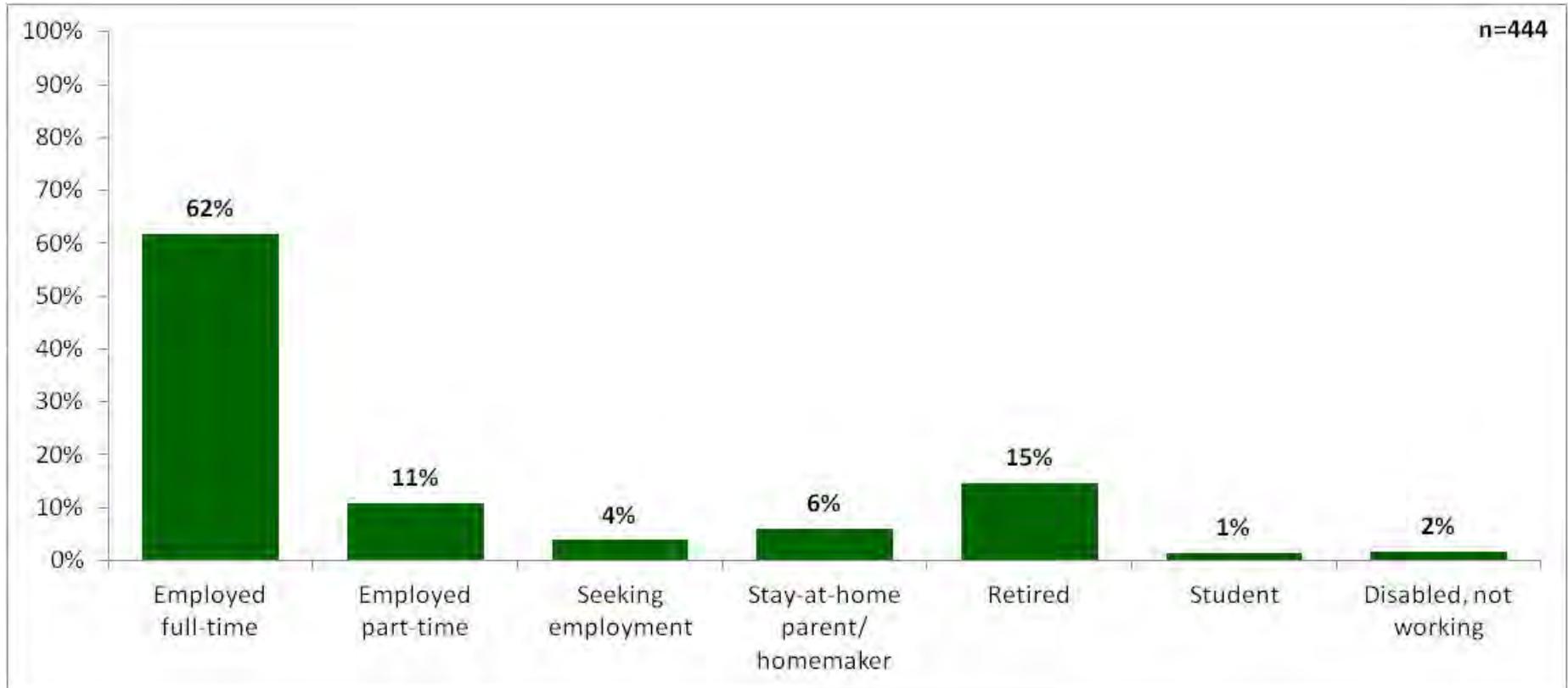
Most respondents were married, but there was good representation of single and divorced/separated people, as well.



Q35. How would you define your relationship status?

Employment

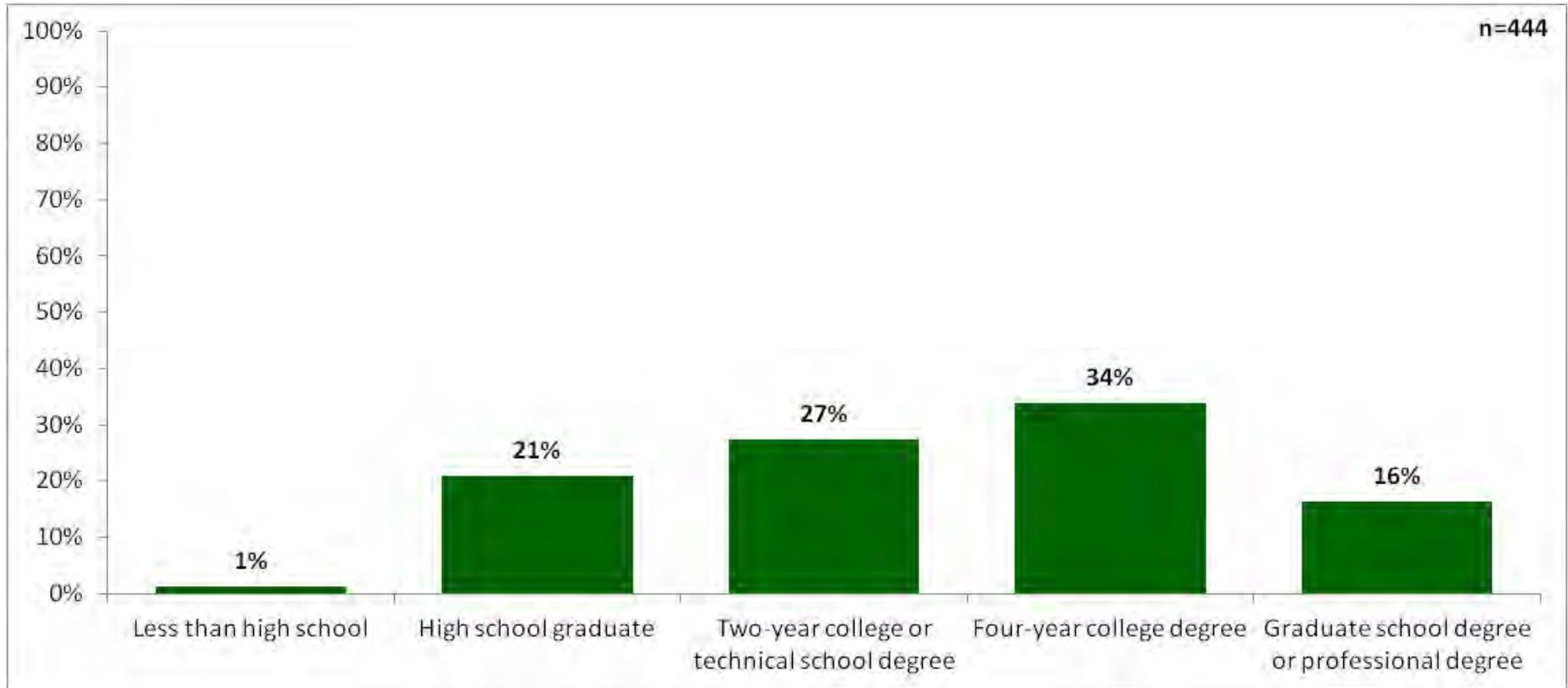
Most respondents were employed full-time, but there was good representation of part-time employees and retirees.



Q4. Which of the following **best** describes your current employment situation?

Education

There was good representation from four of the groups. The sample had a greater percentage of people with higher education compared to the overall population.



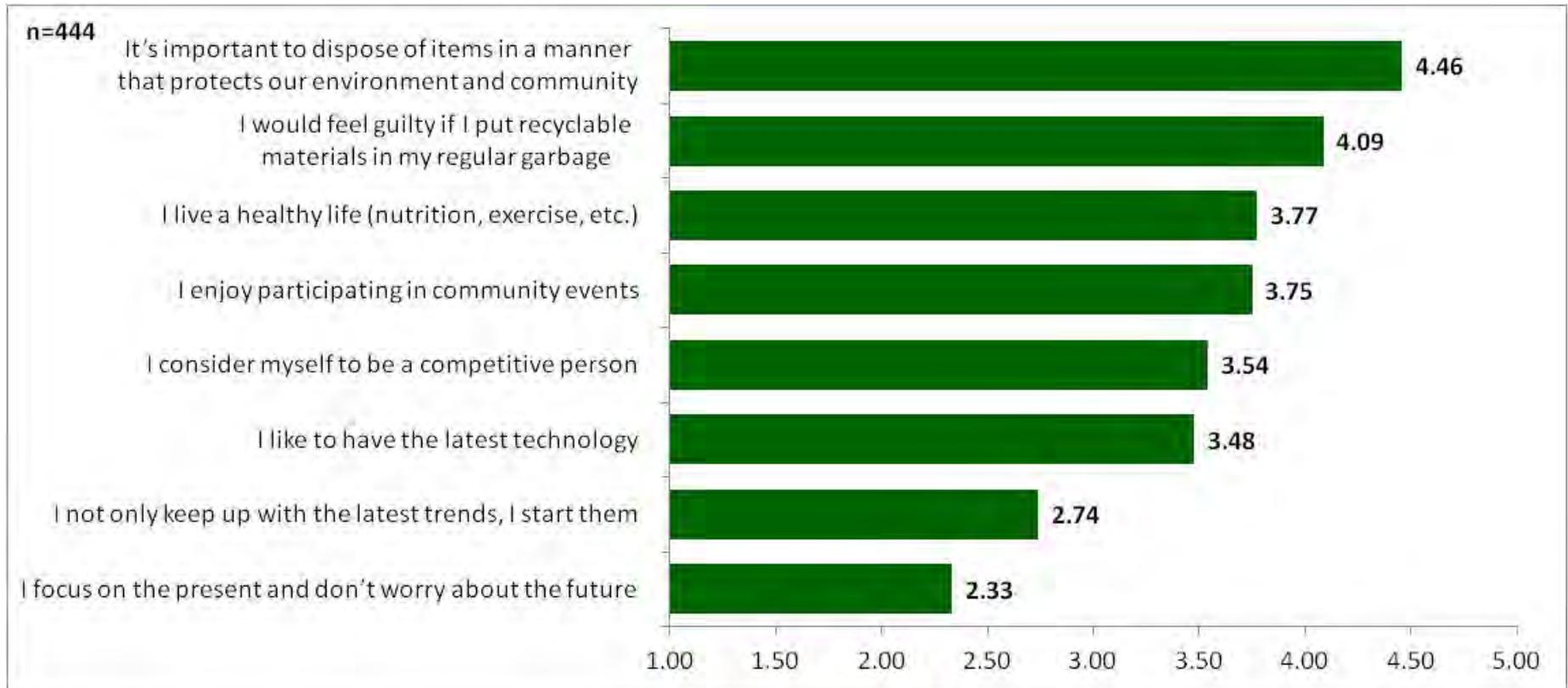
Q39. What was the last level of education that you completed?

Values

- ▼ Value Statements
- ▼ Recycling Importance
- ▼ Recycling Motivators
- ▼ Composting Importance

Value Statements

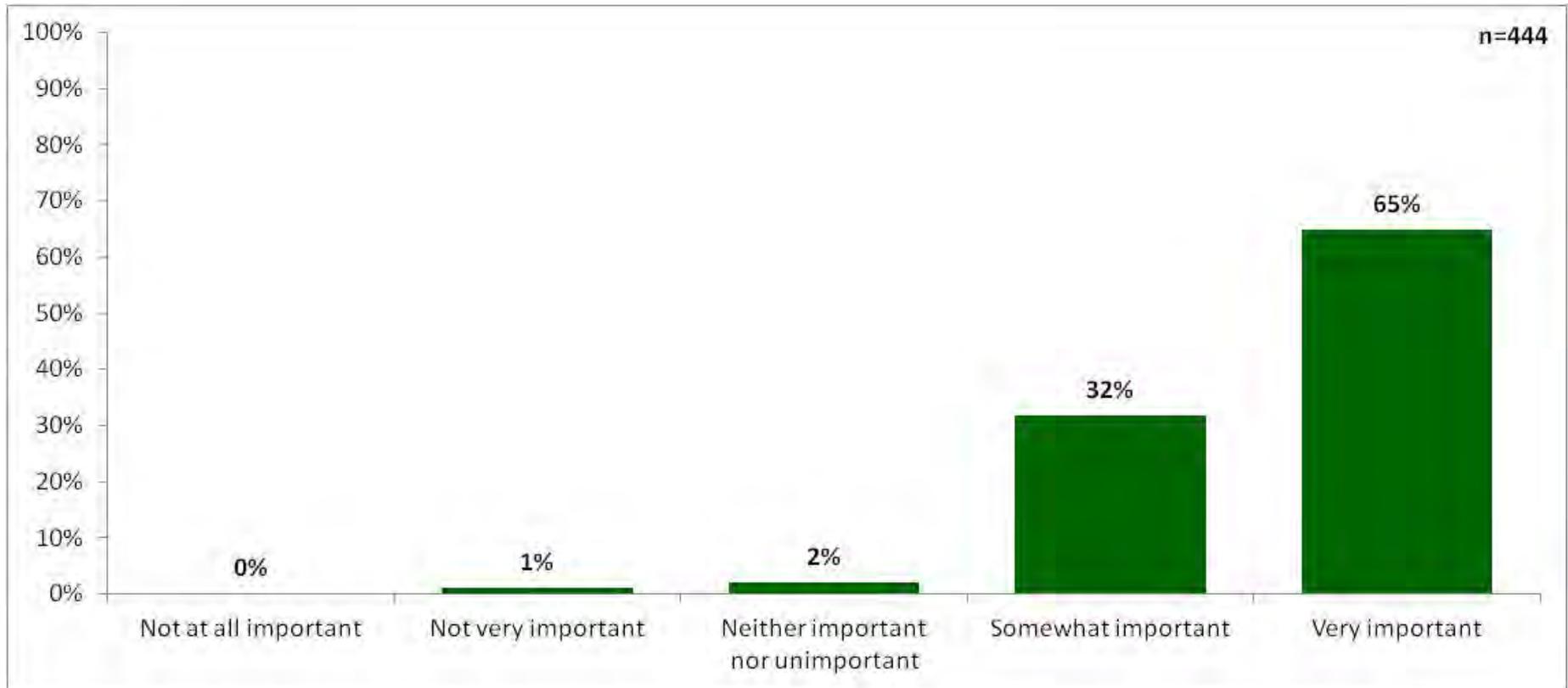
People believed it's important to dispose of items in a responsible manner and would feel guilty if they put recyclable materials in with regular garbage.



Q5. Rate your level of **agreement** with the following statements.
There is no right or wrong answer, so please answer honestly.

Recycling Importance

Recycling was important to most people.



Q6. How important is recycling to you?

Recycling Motivators

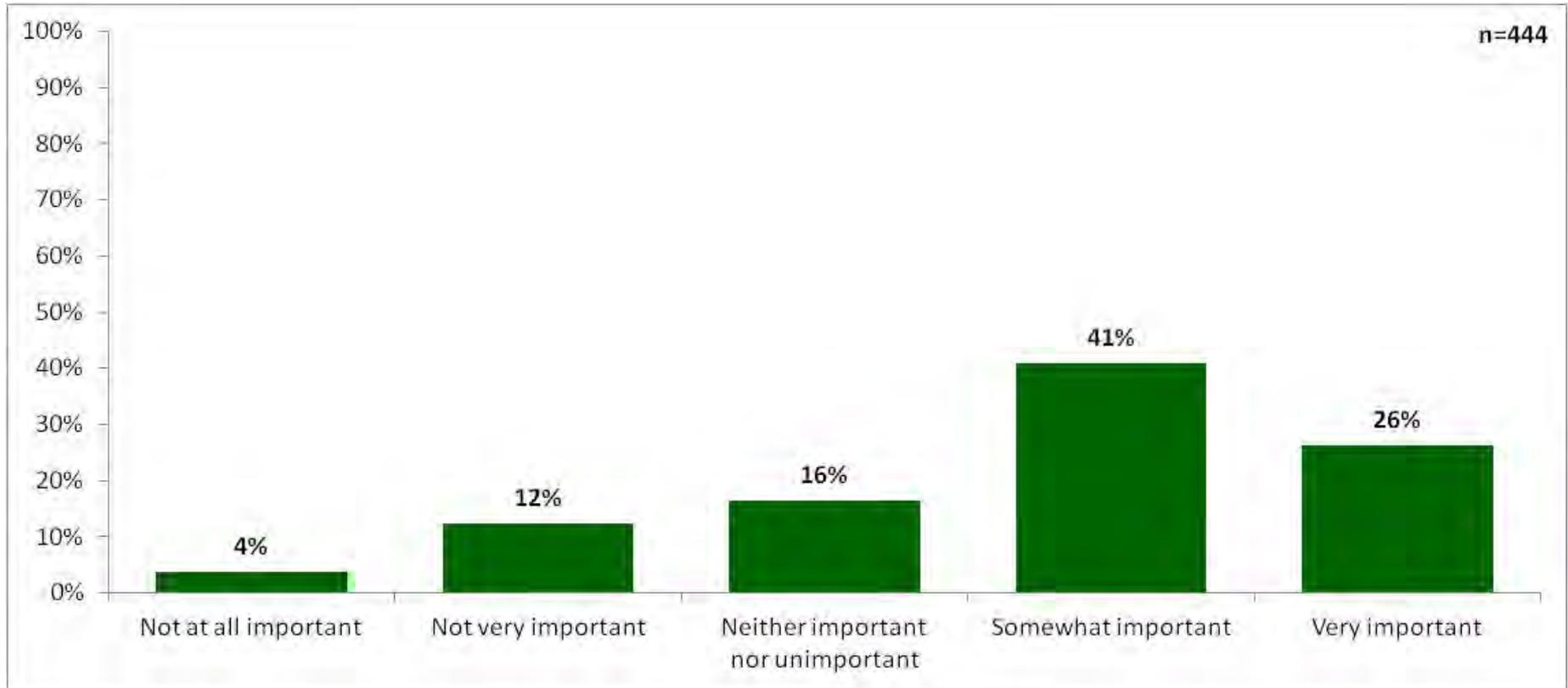
Many respondents are already recycling as much as they can, but others had suggestions such as having additional or nearer recycling bins and being able to recycle additional materials easily.

Categories	Frequency
Nothing/doing it already	92
Convenience	79
Better glass handling	68
More capacity	52
Accept more materials	43
Education	37
Food/composting	28
Other	26
Incentives/savings	22
Don't know	18
Cleaner way	17
Ease	12
More pick-up days	10

Q20. What would motivate you or make it easier to recycle more than you currently do?

Composting Importance

Keeping food waste out of the trash was not as important, on average, as recycling, but it was still important to most people.



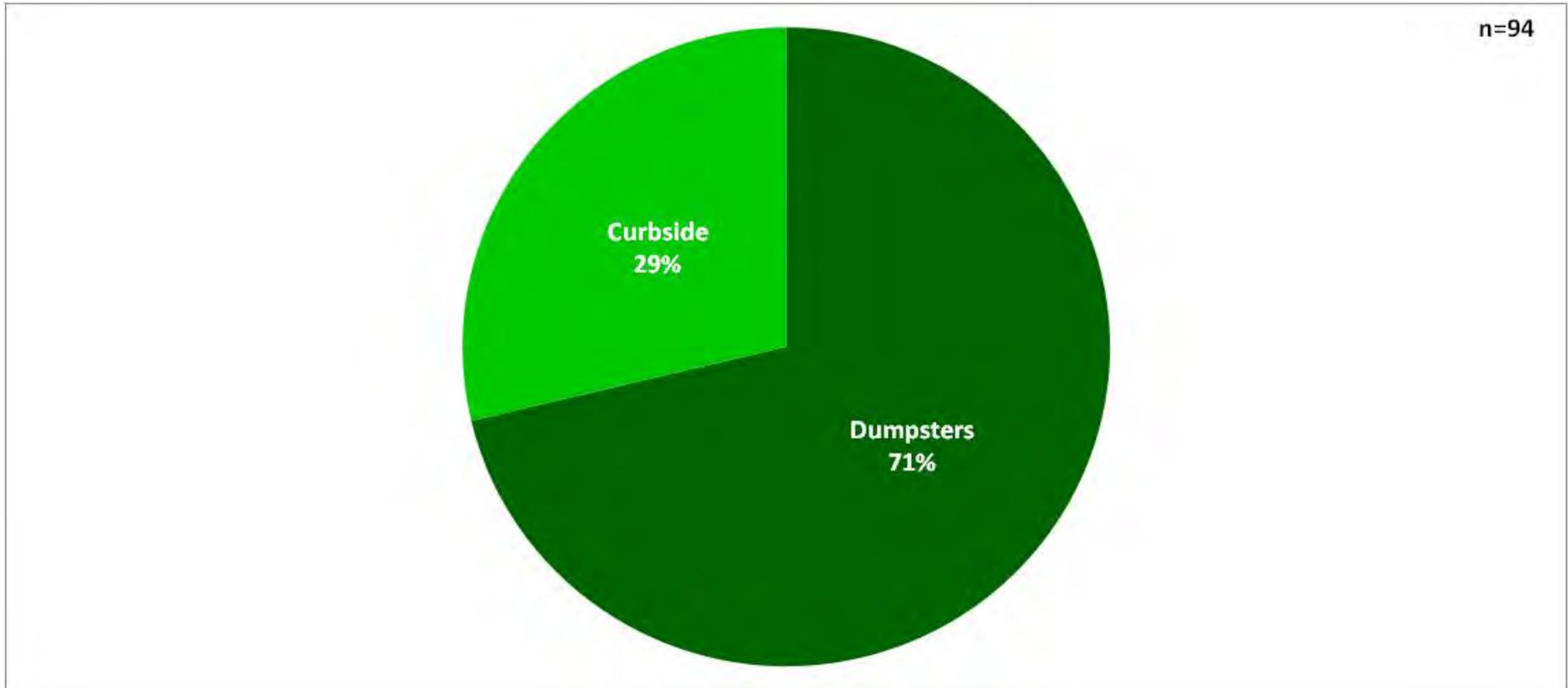
Q7. How important is keeping food waste out of your trash?

Behaviors

- ▼ Garbage Receptacles
- ▼ Garbage, Recycling and Yard Waste Companies
- ▼ Recycling Availability
- ▼ Recycling at Home
- ▼ Recycling at Work
- ▼ Bringing Home Recycling from Work
- ▼ Recycling at School
- ▼ Public Drop-off Site Usage
- ▼ Drop-off Locations' Usage
- ▼ Frequency of Drop-off Usage
- ▼ Yard Waste Behaviors
- ▼ Food Waste Behaviors
- ▼ Recycling and Composting Challenges

Garbage Receptacles

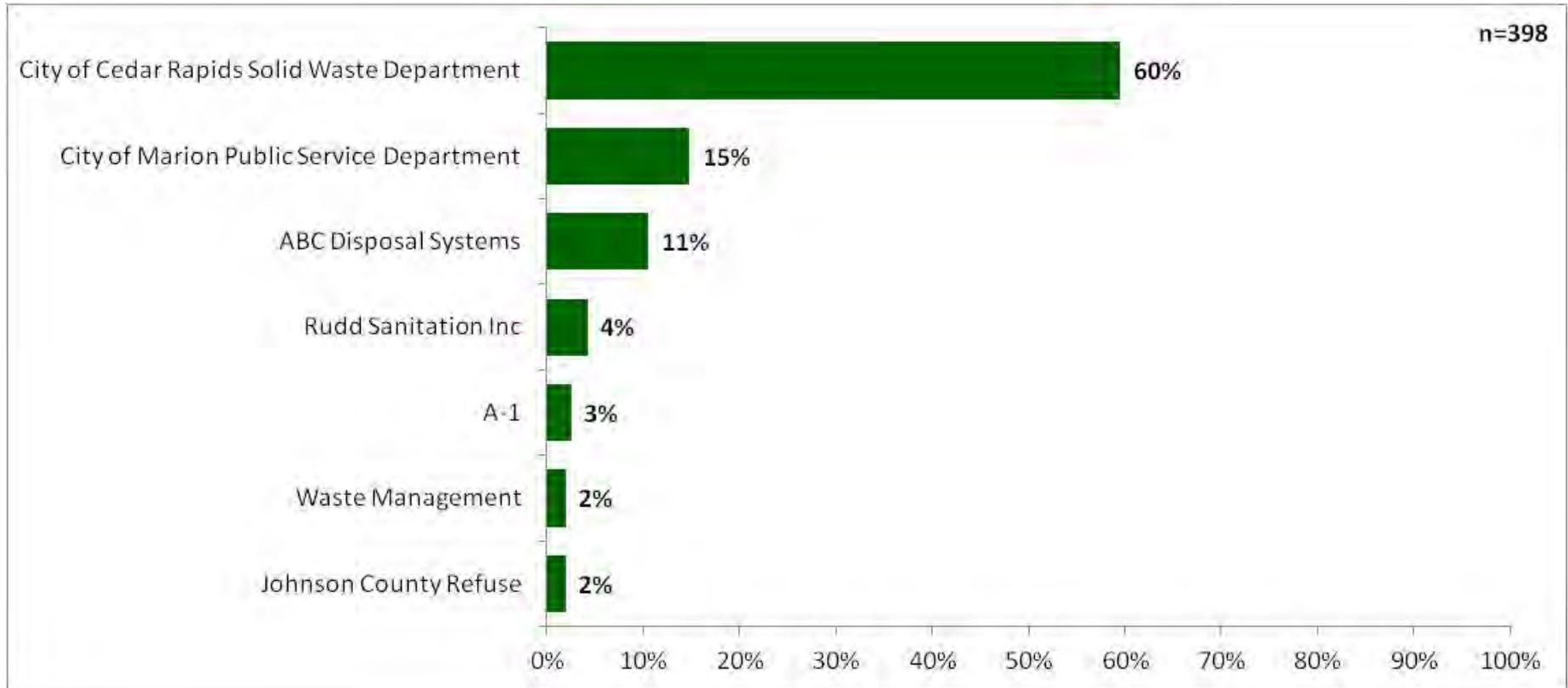
Most people who lived in condos, apartments, townhouses or mobile homes had access to dumpsters for disposal of their garbage, but many had curbside service.



Q8. Do you have garbage dumpsters where you live, or is your garbage picked up curbside at your condo/apartment/townhouse/mobile home?

Garbage Companies

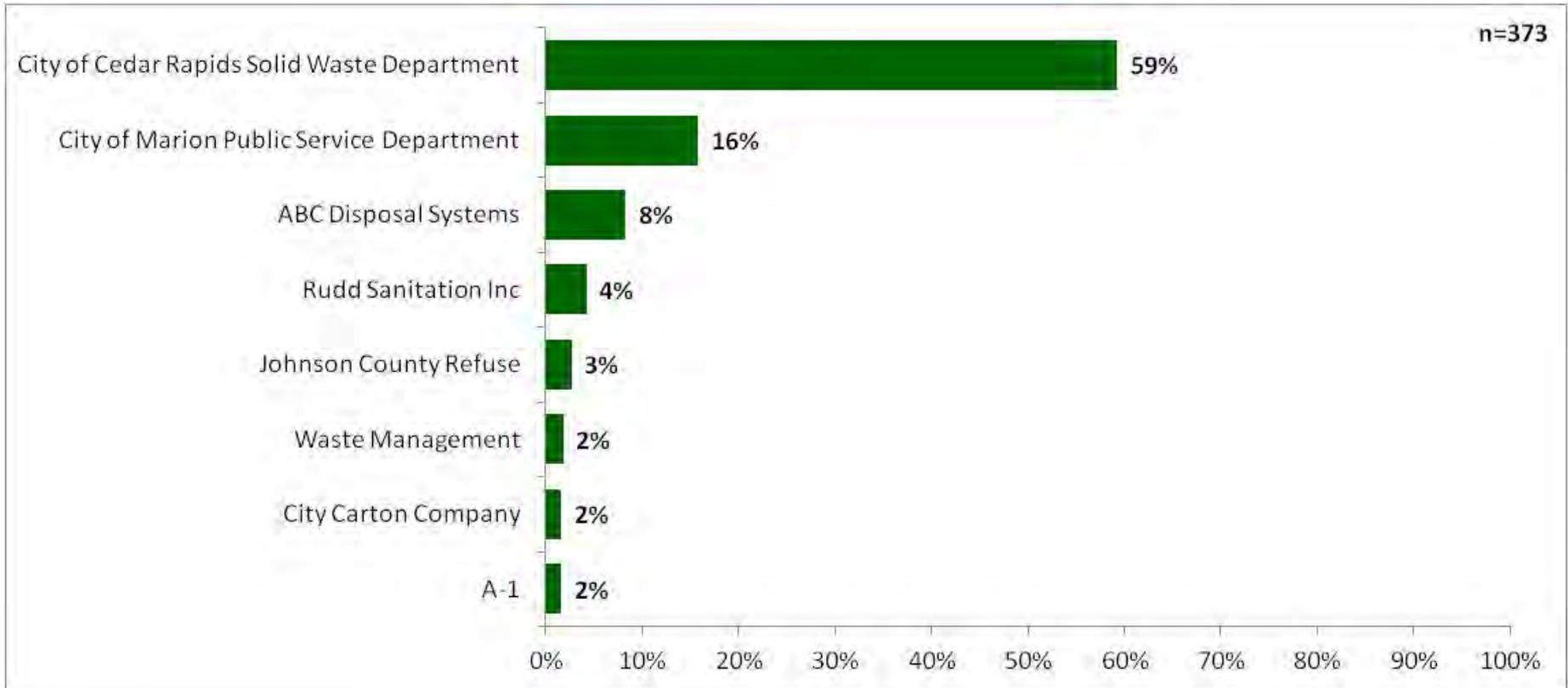
The companies which were selected by 2% or more of respondents are listed below. The City of Cedar Rapids was selected by the majority of respondents.



Q9. Who picks up the garbage, recycling and yard waste at your residence? Please provide a separate answer for each of the three types of material. If you don't have pick-up service for one of them, select "That type of material is not picked up."

Recycling Companies

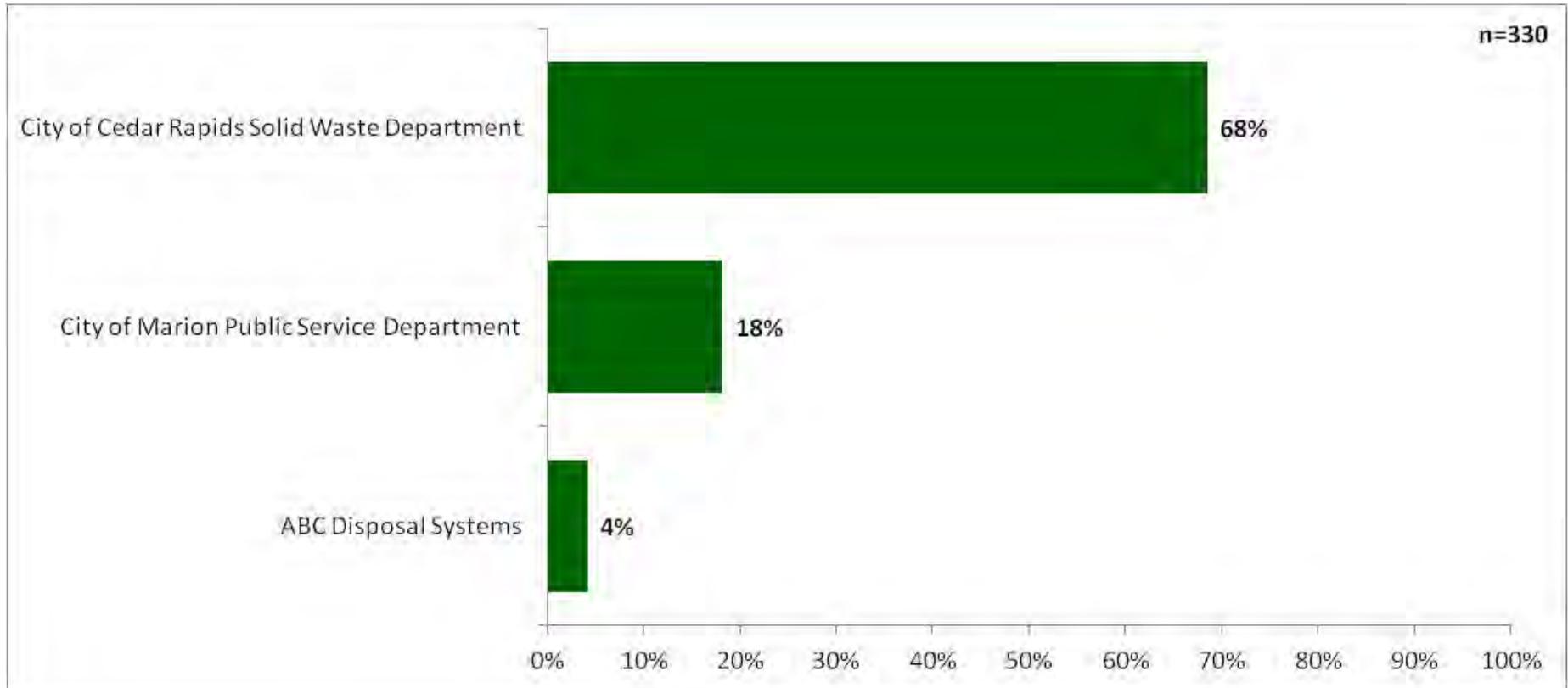
The companies which were selected by 2% or more of respondents are listed below. The City of Cedar Rapids was selected by the majority of respondents.



Q9. Who picks up the garbage, recycling and yard waste at your residence? Please provide a separate answer for each of the three types of material. If you don't have pick-up service for one of them, select "That type of material is not picked up."

Yard Waste Companies

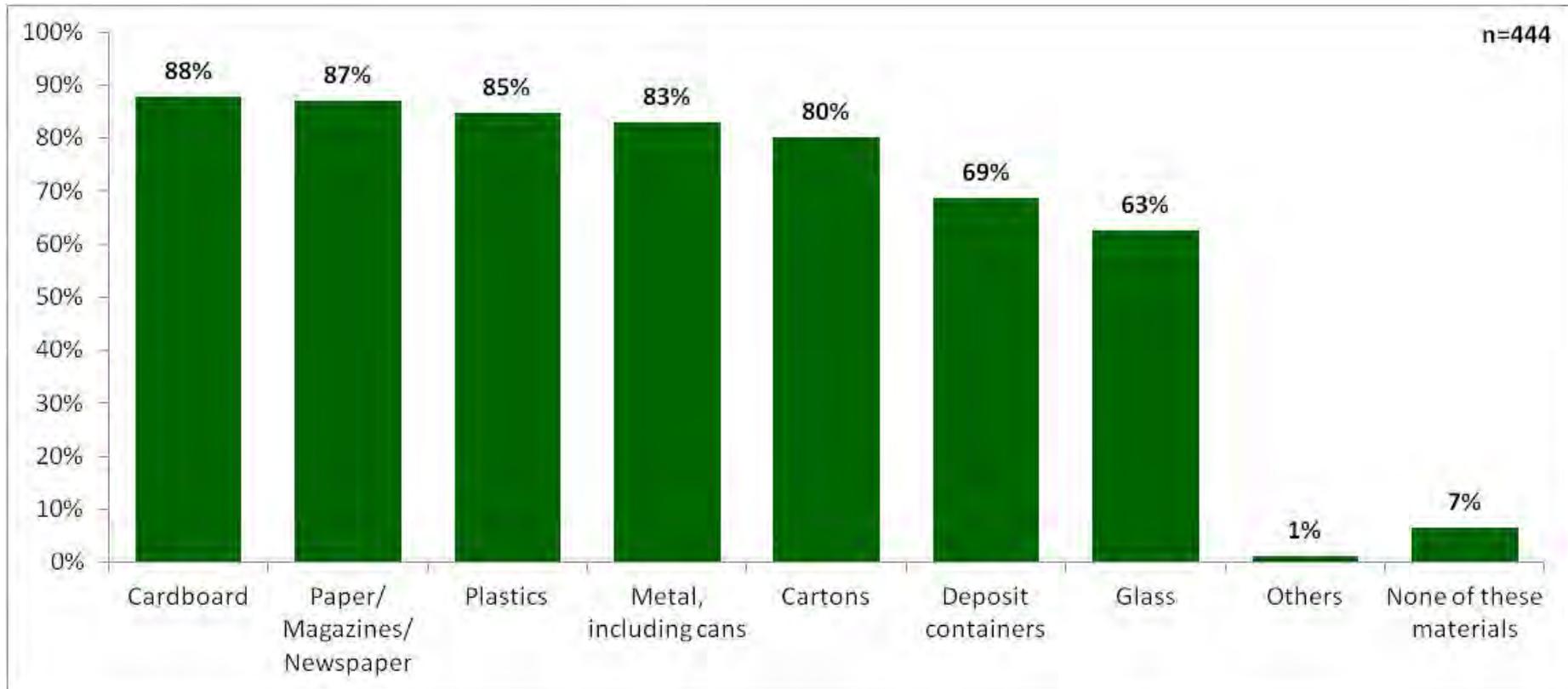
The companies which were selected by 2% or more of respondents are listed below.
The City of Cedar Rapids was selected by the majority of respondents.



Q9. Who picks up the garbage, recycling and yard waste at your residence? Please provide a separate answer for each of the three types of material. If you don't have pick-up service for one of them, select "That type of material is not picked up."

Recycling Availability – Home

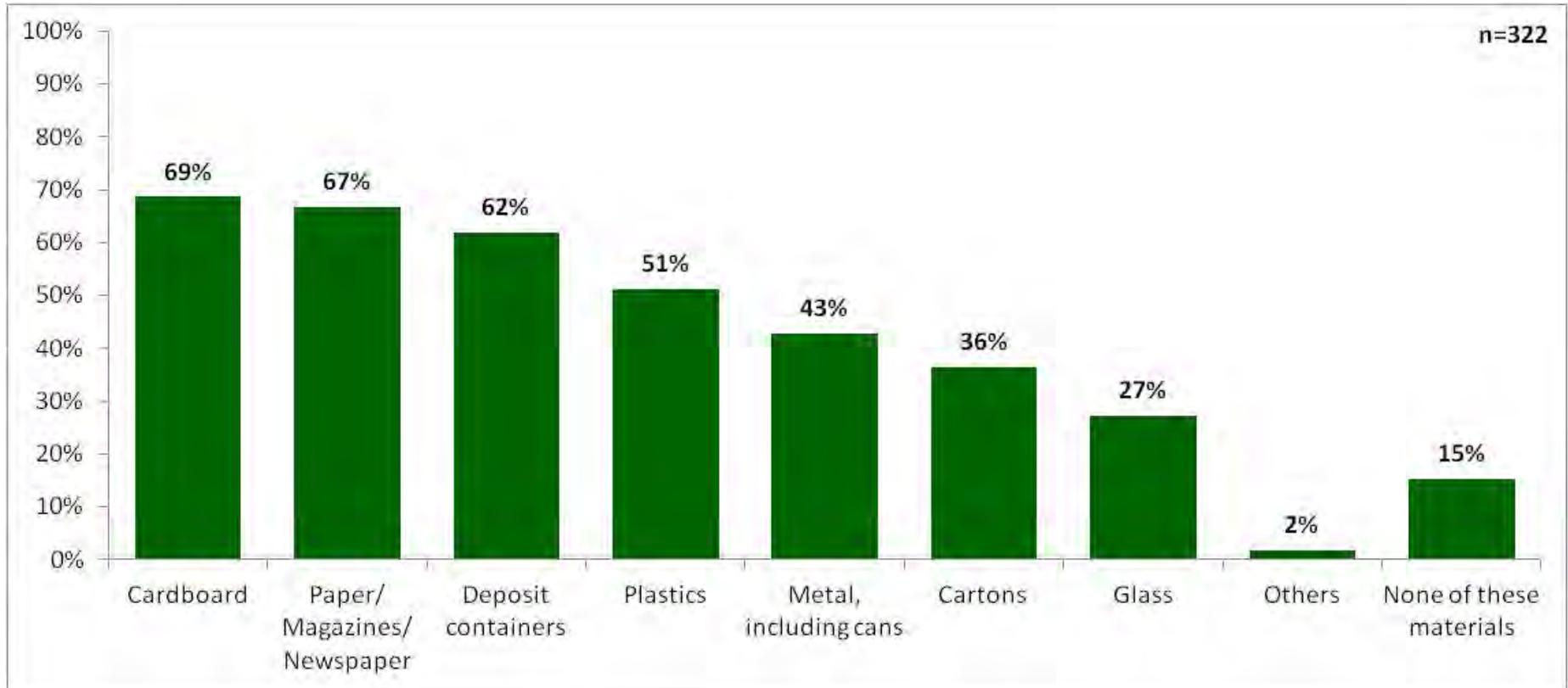
Most people had access to recycling at their homes for all of the materials.



Q10. First, tell us which materials you are **able** to recycle (items are picked up curbside or there is a special dumpster onsite). Select all that you have the opportunity to recycle (doesn't necessarily mean that you do recycle them).

Recycling Availability – Work

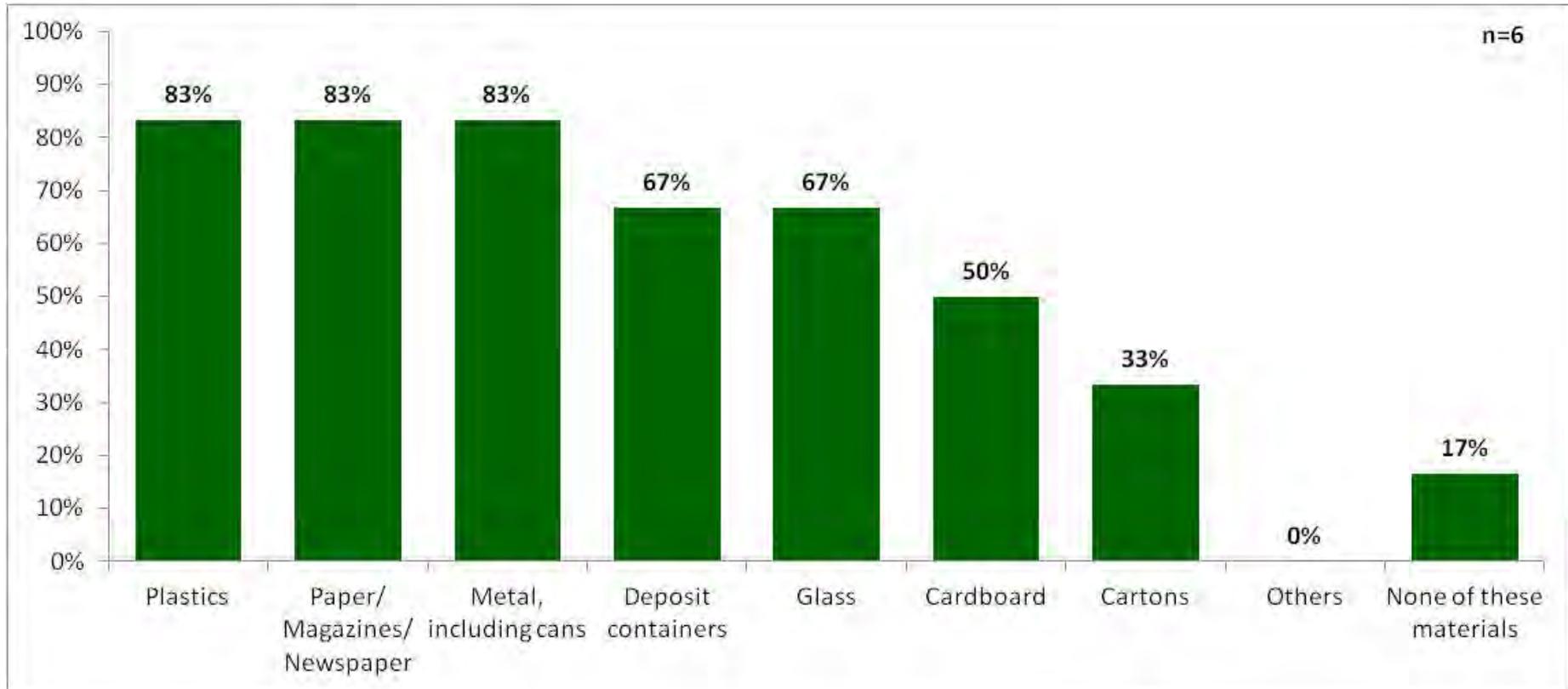
Most people had access to recycling at their places of employment for cardboard, paper/magazines/newspaper and deposit containers.



Q10. First, tell us which materials you are **able** to recycle (items are picked up curbside or there is a special dumpster onsite). Select all that you have the opportunity to recycle (doesn't necessarily mean that you do recycle them).

Recycling Availability – School

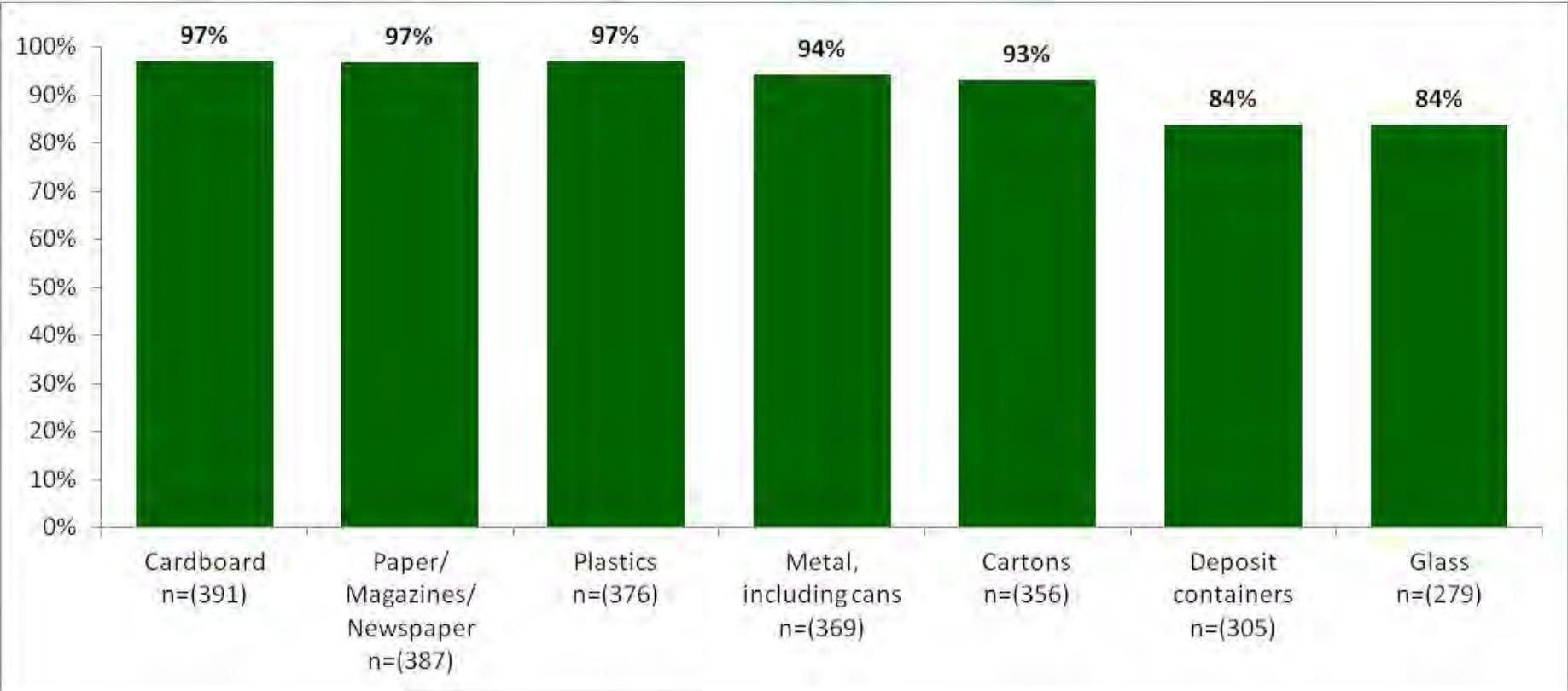
Of the few people who were students, only cardboard and cartons had less recycling availability.



Q10. First, tell us which materials you are **able** to recycle (items are picked up curbside or there is a special dumpster onsite). Select all that you have the opportunity to recycle (doesn't necessarily mean that you do recycle them).

Recycling at Home

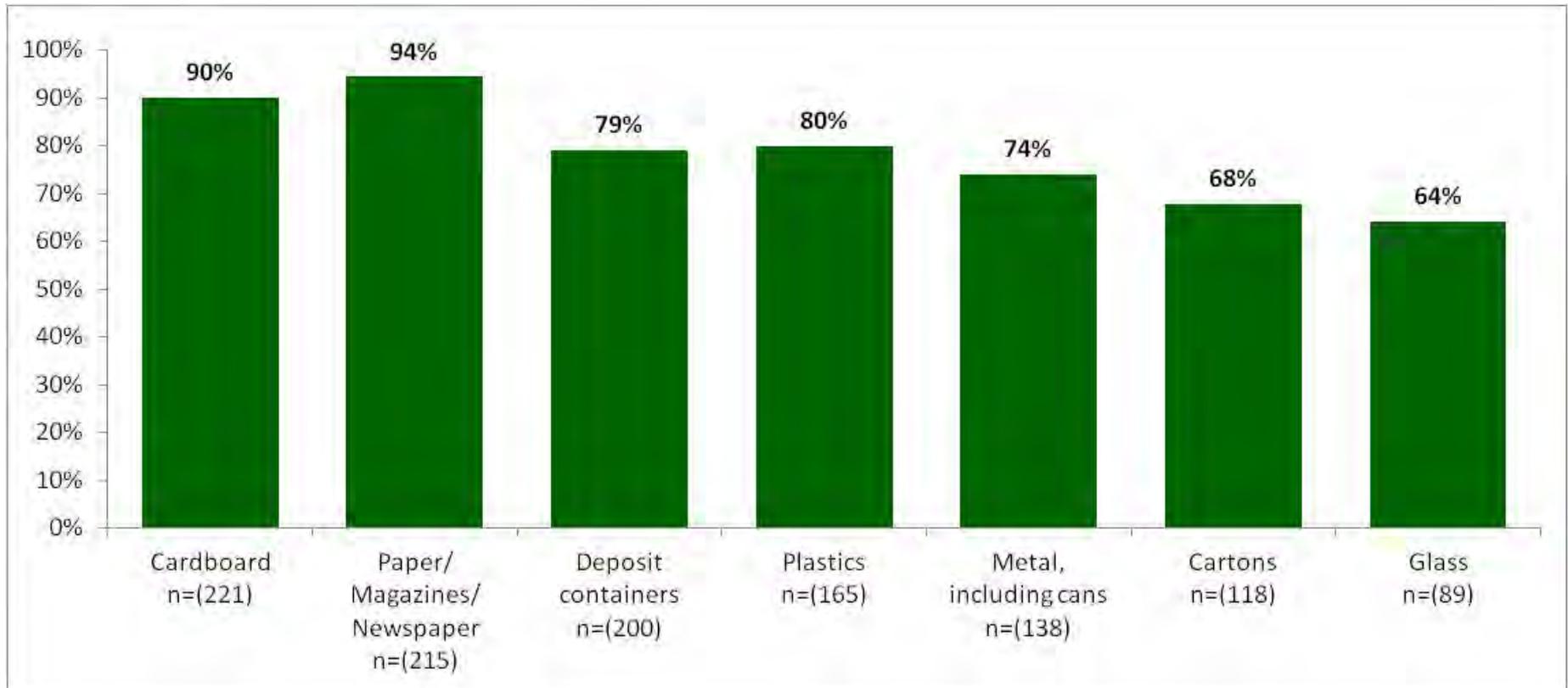
Nearly all people used what recycling options they have available at home.



Q11. Now, we're interested in finding out your actual recycling activity. Which materials do you or someone else in your household usually recycle at home? Select all that apply.

Recycling at Work

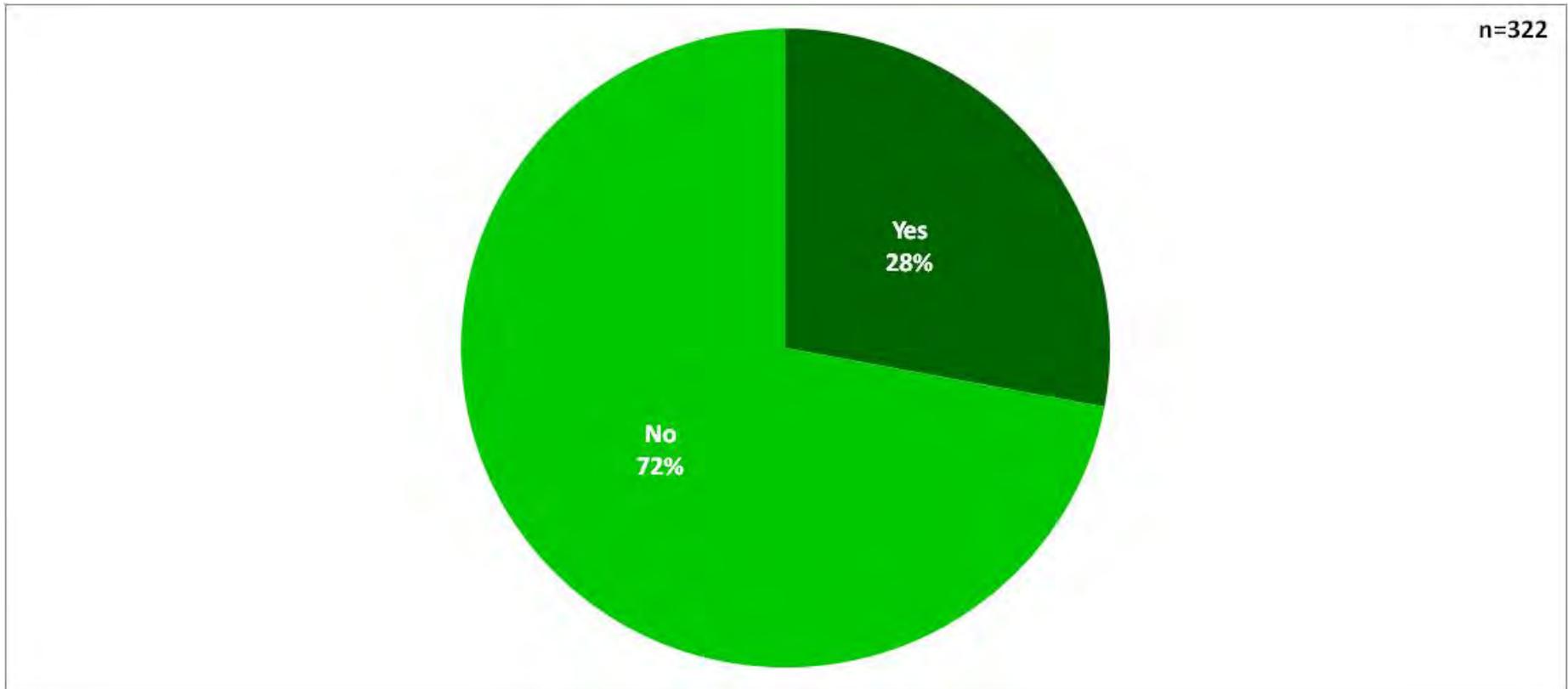
Most people used the recycling available to them at their worksites.



Q12. Which materials do you usually recycle at work? Select all that apply.

Bringing Home Recycling from Work

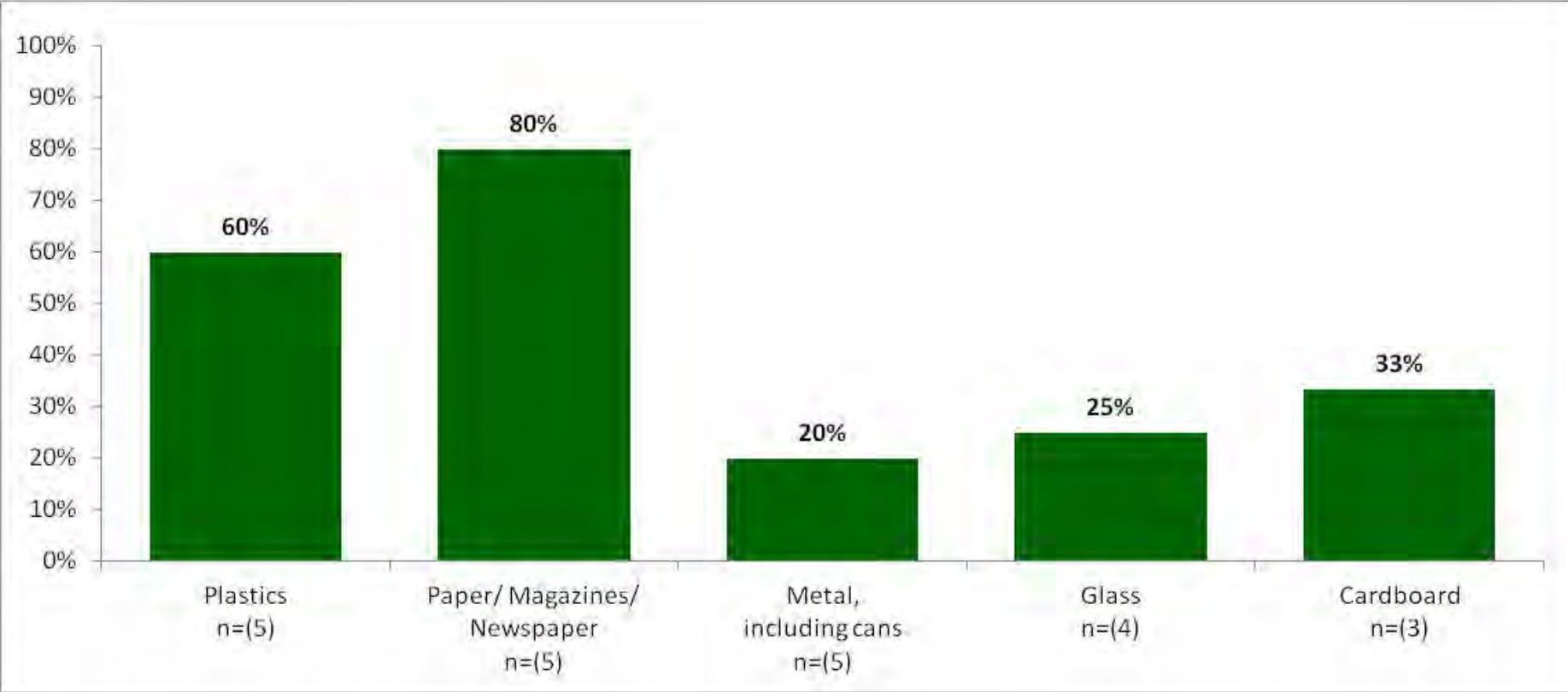
Many people brought recyclables from work to home in order to recycle them, but most did not.



Q13. Do you bring recyclables from work to recycle at home?

Recycling at School

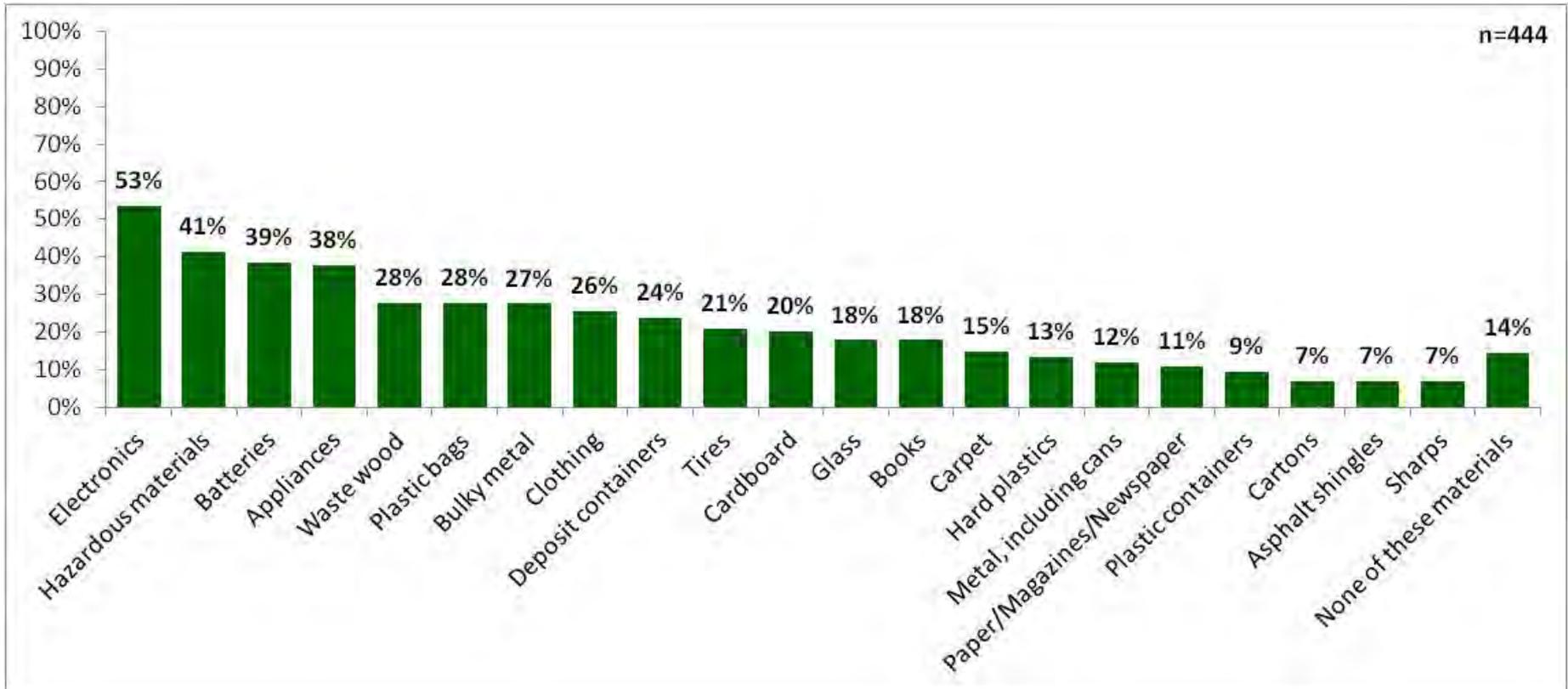
Although they were available at some schools, metal, glass and cardboard were not usually recycled at school.



Q14. Which materials do you usually recycle at school? Select all that apply.

Public Drop-off Site Usage

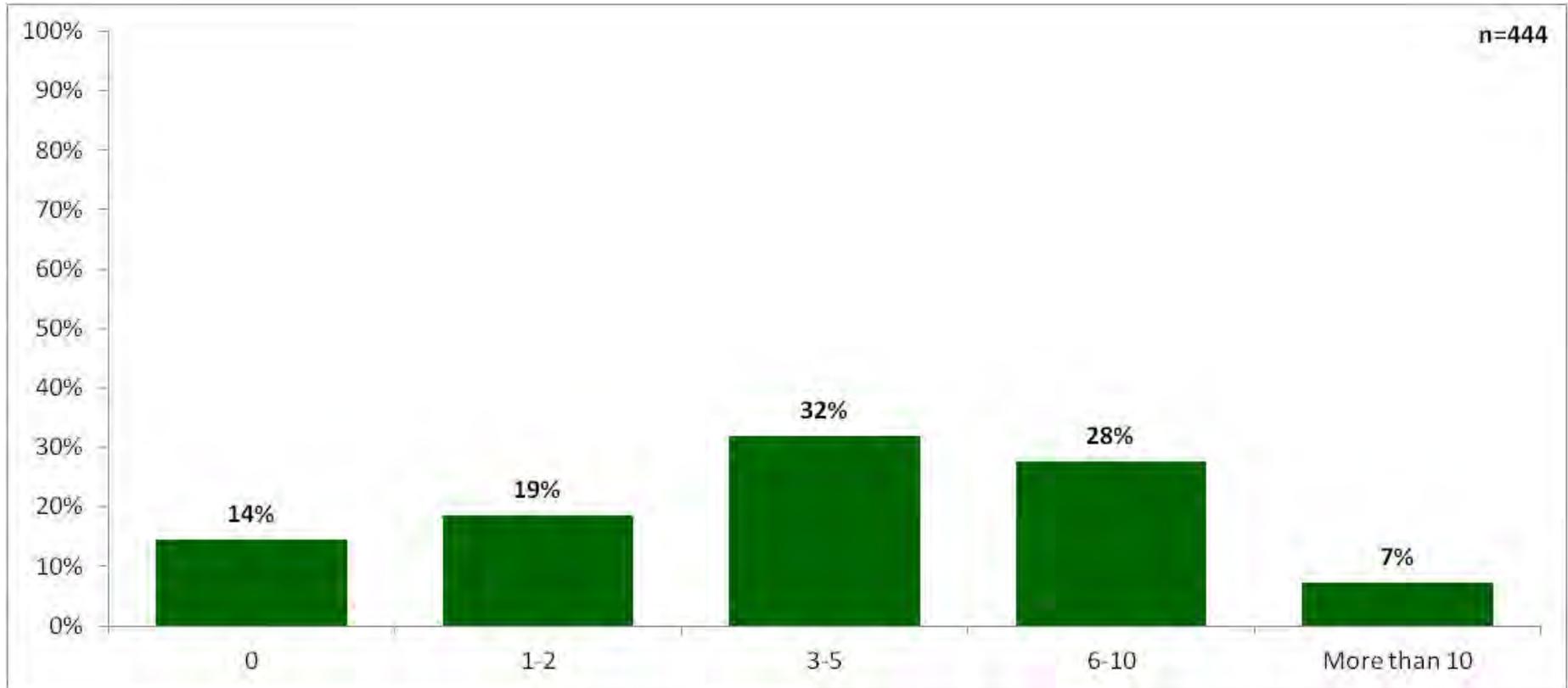
There was a low rate of experience with using drop-off locations for most materials. About half the people had dropped off electronics, the most popular material to take to a drop-off site.



Q15. Which materials have you or someone in your household taken to a public drop-off site in Linn County for recycling? Select all that apply.

Public Drop-off Site Usage – Total Materials

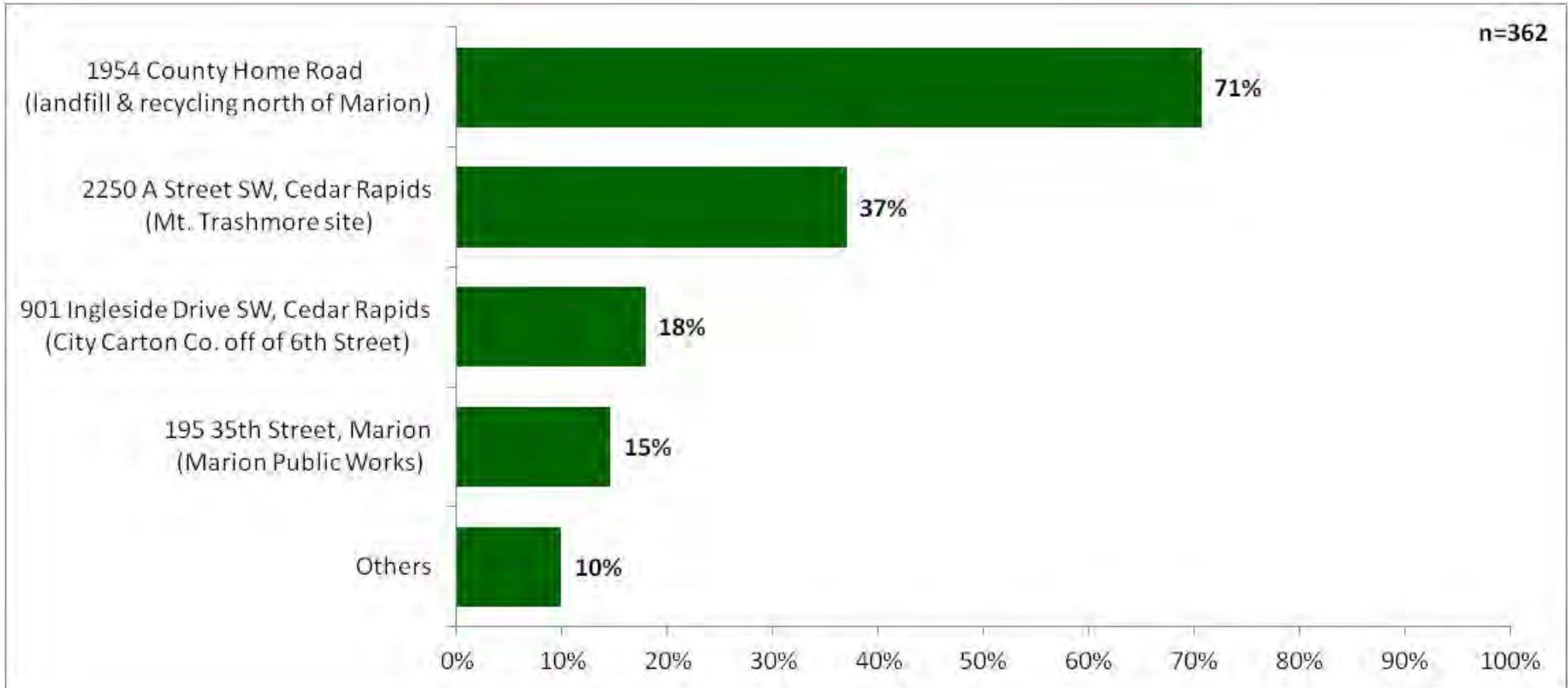
Over one-third of the sample consisted of people who had used drop-off sites for a number of different materials.



Q15. Which materials have you or someone in your household taken to a public drop-off site in Linn County for recycling? Select all that apply.

Drop-off Locations' Usage

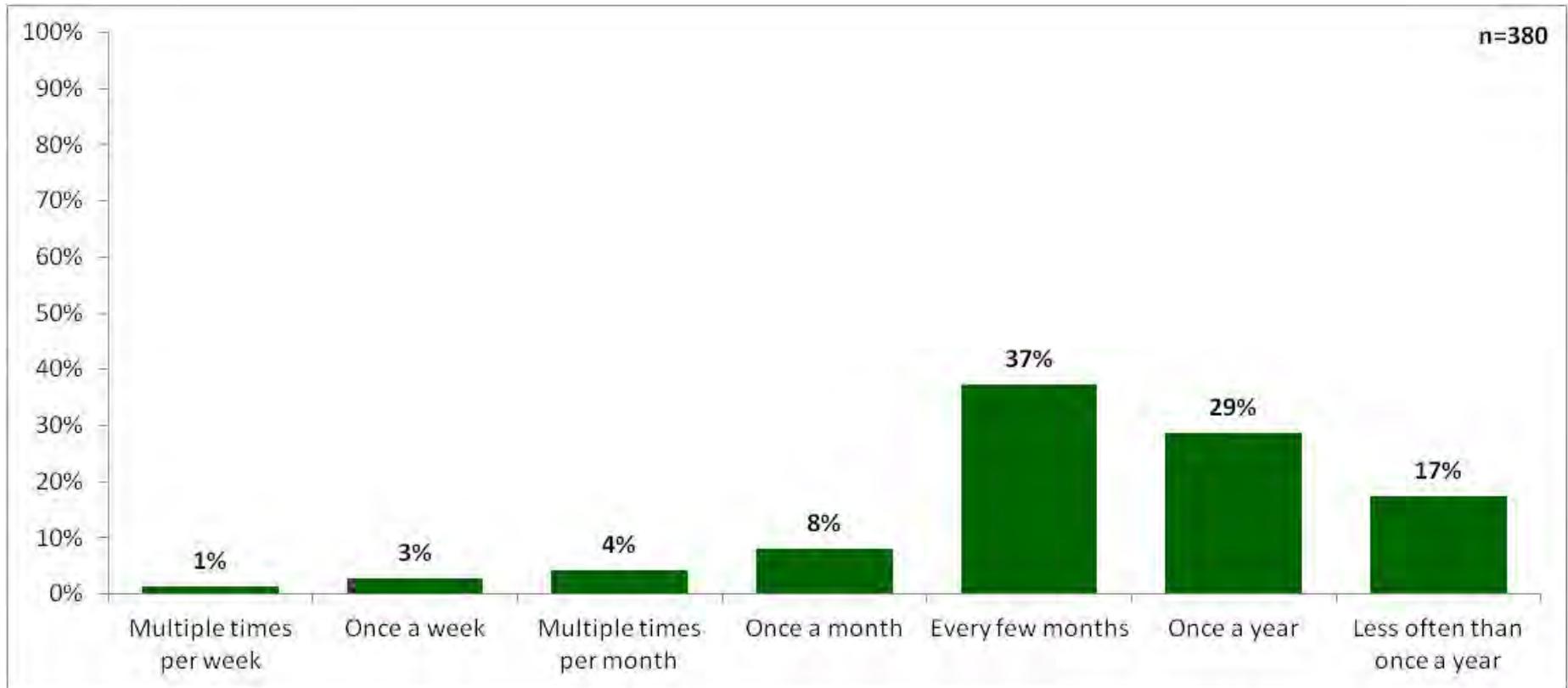
The drop-off location on County Home Road is the most popular of the four sites.



Q16. Which drop-off site(s) have you or someone in your household used? Select all that apply.

Frequency of Drop-off Usage

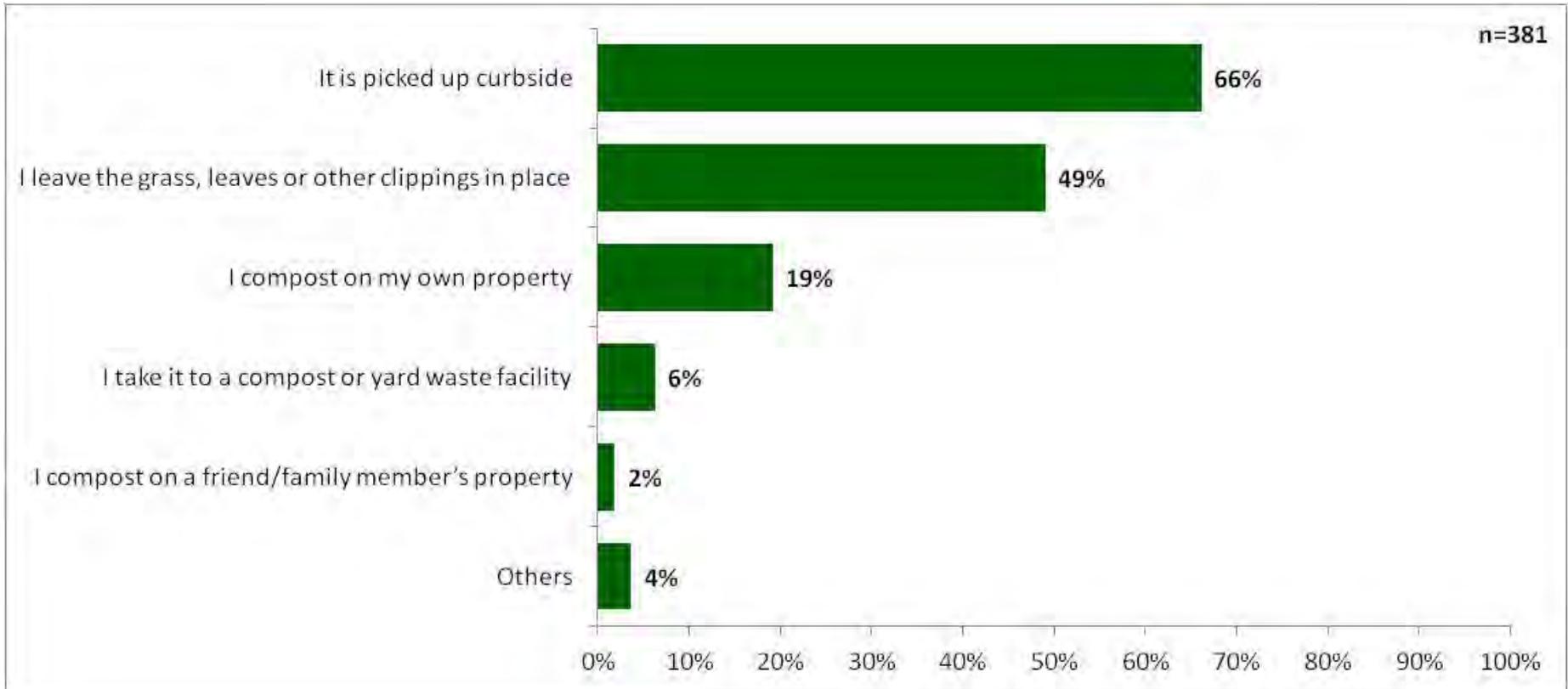
Most people used drop-off sites every few months or less often.



Q17. How often do you or someone in your household use a recycling drop-off?

Yard Waste Behaviors

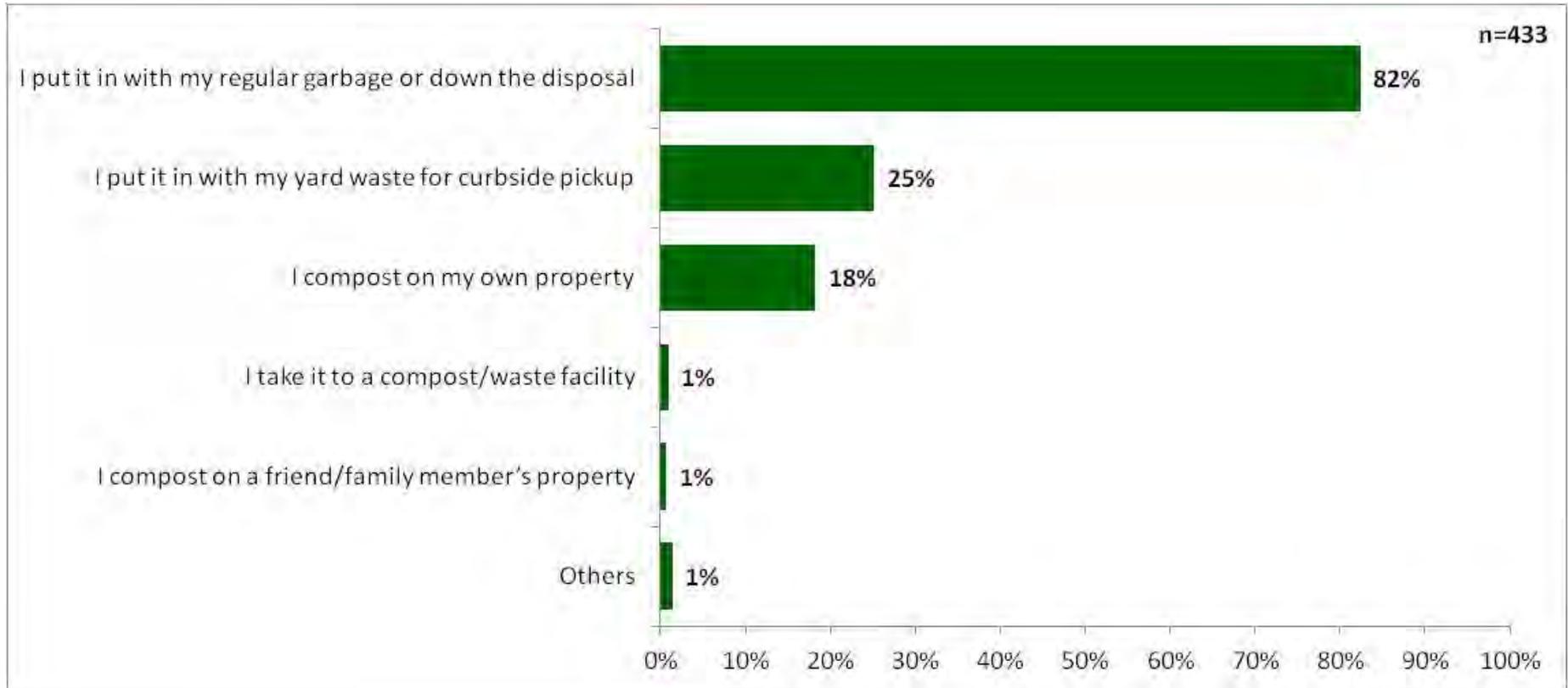
Most people have their yard waste picked up curbside, but many leave everything in place or compost on their own properties.



Q18. What do you typically do with your grass clippings/leaves/other yard waste? Select **up to two** responses.

Food Waste Behaviors

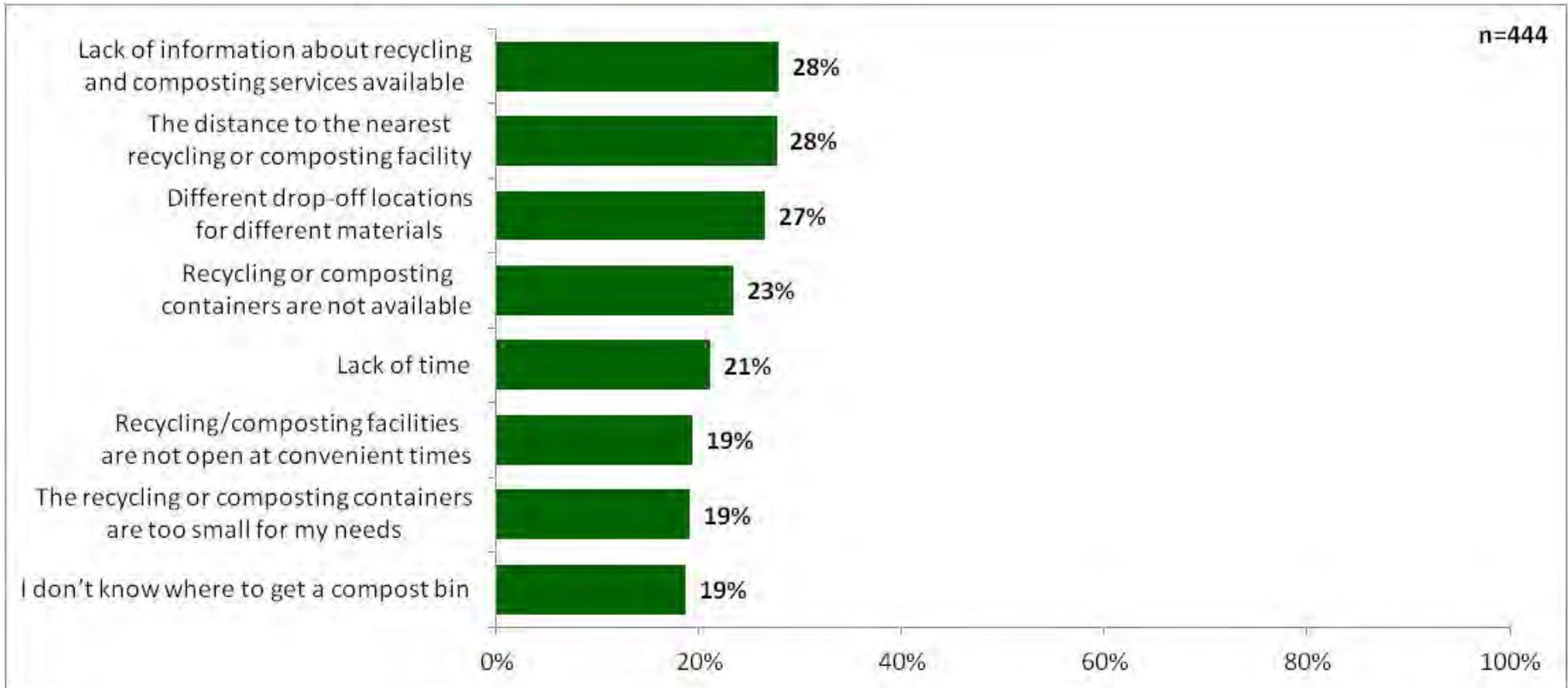
The majority of people put their food waste in with regular garbage or down the disposal, but many put it in with their yard waste or compost on their own properties.



Q19. What do you typically do with your food waste? Select **up to two** responses.

Recycling and Composting Challenges

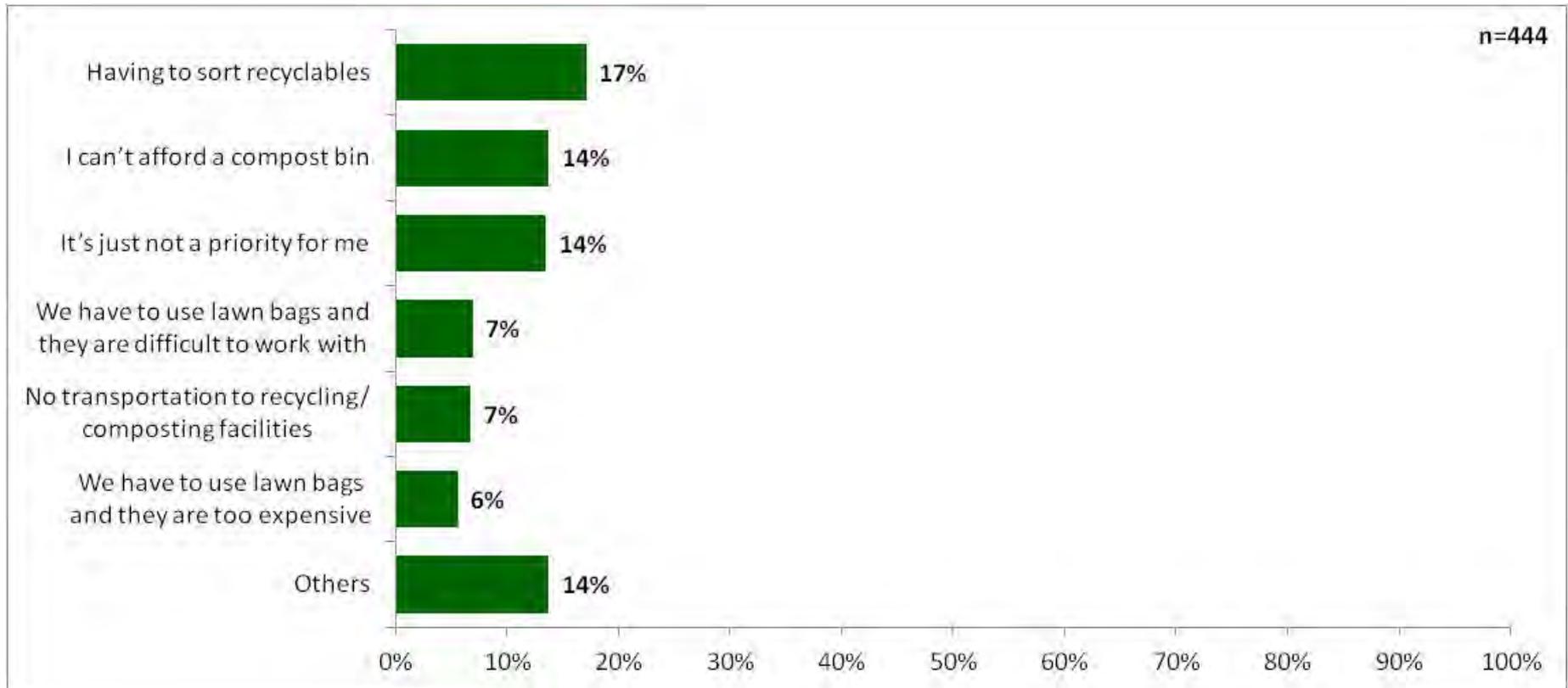
The top challenges centered around information and locations.



Q21. Which of the following create a challenge for your household when it comes to recycling or composting more? Select all that apply.

Recycling and Composting Challenges (cont.)

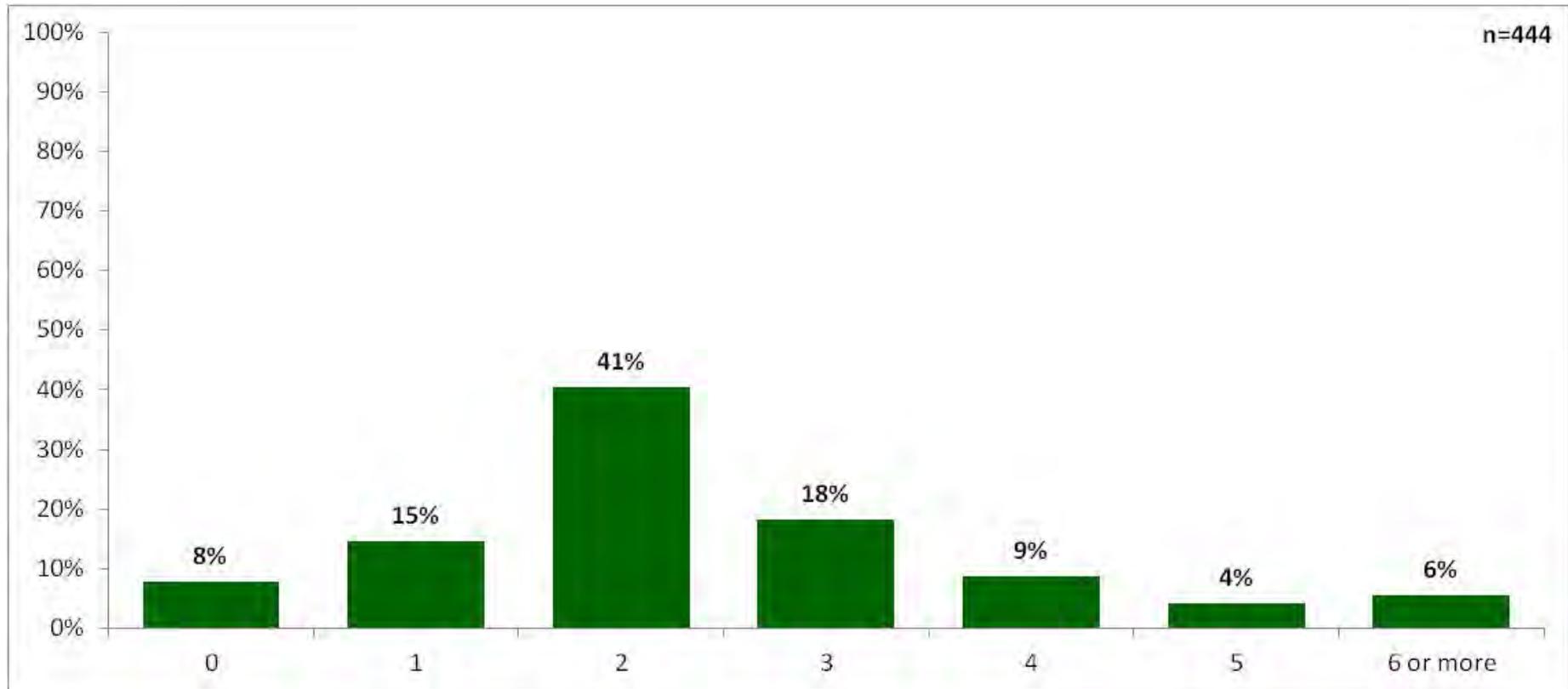
The following were not challenges to as many people as those on the previous screen.



Q21. Which of the following create a challenge for your household when it comes to recycling or composting more? Select all that apply.

Recycling and Composting Challenges – Total Selected

Most people had between one and three challenges to recycling or composting more.



Q21. Which of the following create a challenge for your household when it comes to recycling or composting more? Select all that apply.

Knowledge

- ▼ Resource Recovery
- ▼ Banned Trash
- ▼ Recyclable Materials
- ▼ Compostable Materials
- ▼ Information Searching
- ▼ Method of Information Searching
- ▼ Knowledge of Solid Waste Agency
- ▼ Knowledge of Solid Waste Agency Activities (unaided)
- ▼ Knowledge of Solid Waste Agency Activities (aided)
- ▼ Usage of Solid Waste Agency Offerings
- ▼ Interaction with Solid Waste Agency
- ▼ Opinion of Solid Waste Agency

Resource Recovery

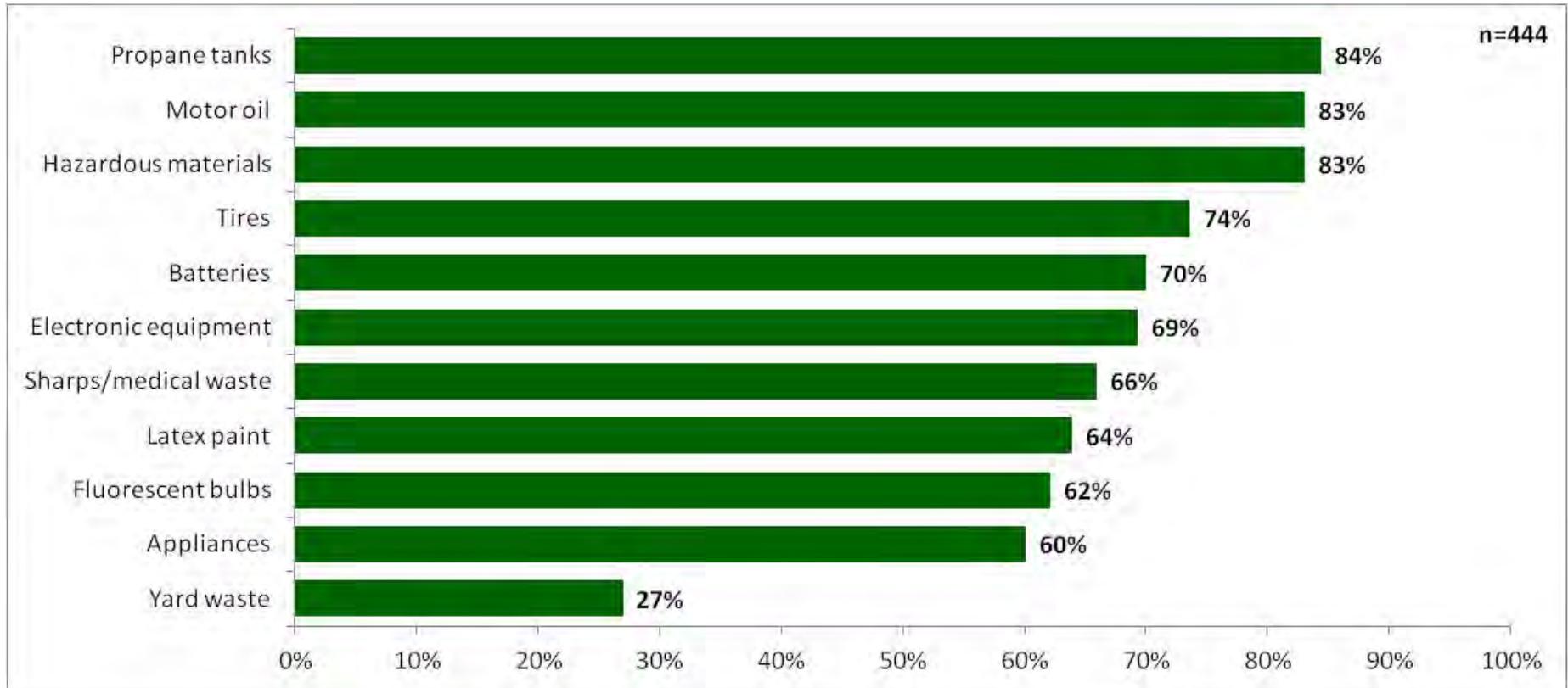
Most thought of resource recovery as reusing and recycling items.

Categories	Frequency
Reuse items	200
Recycling	108
Don't know	104
Other	34
Turn waste into resource	24
Conservation	13

Q30. What does the phrase "resource recovery" mean to you?

Banned Trash

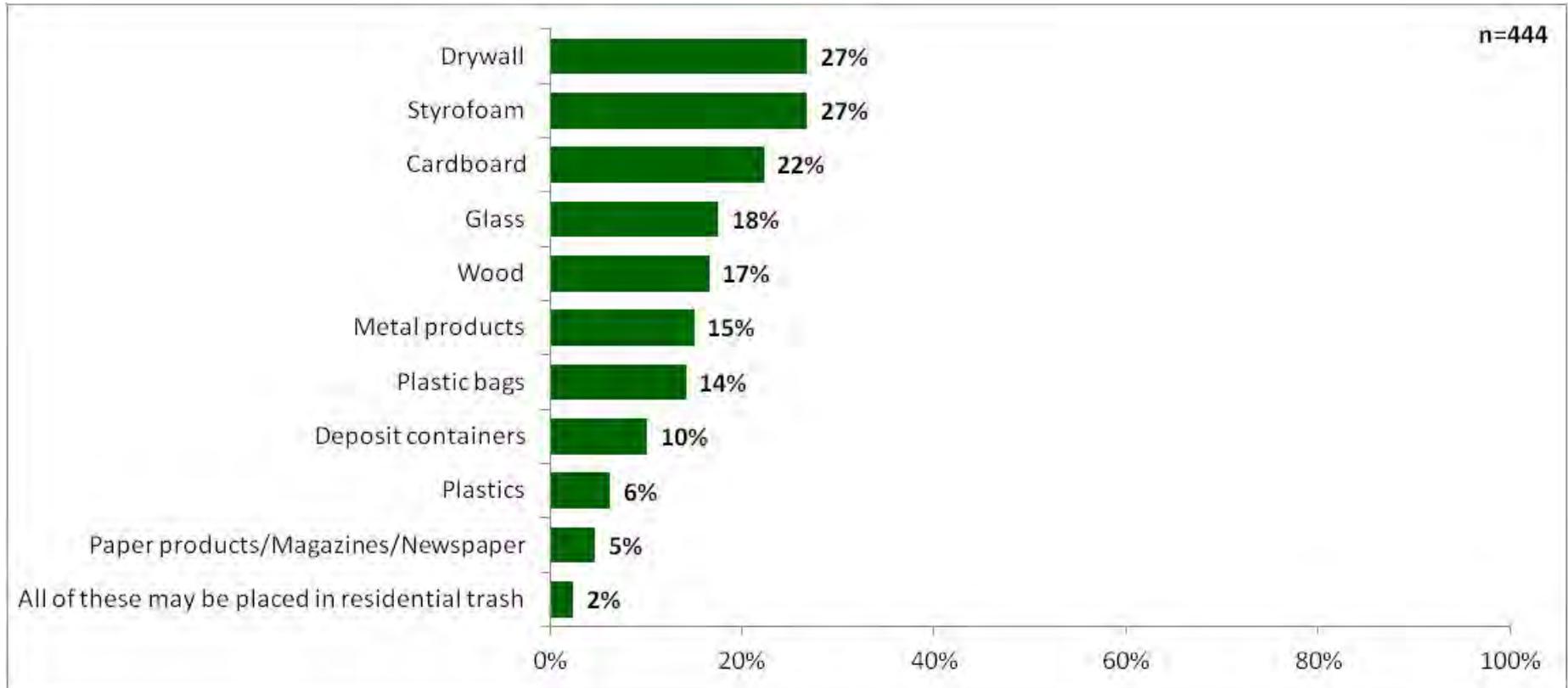
Except for yard waste, most respondents believed that these materials were not allowed to be disposed of with their regular trash.



Q23. In Linn County, which items from the list below are banned from disposal in the landfill and cannot be placed in residential trash containers? Select all that apply.

Banned Trash (cont.)

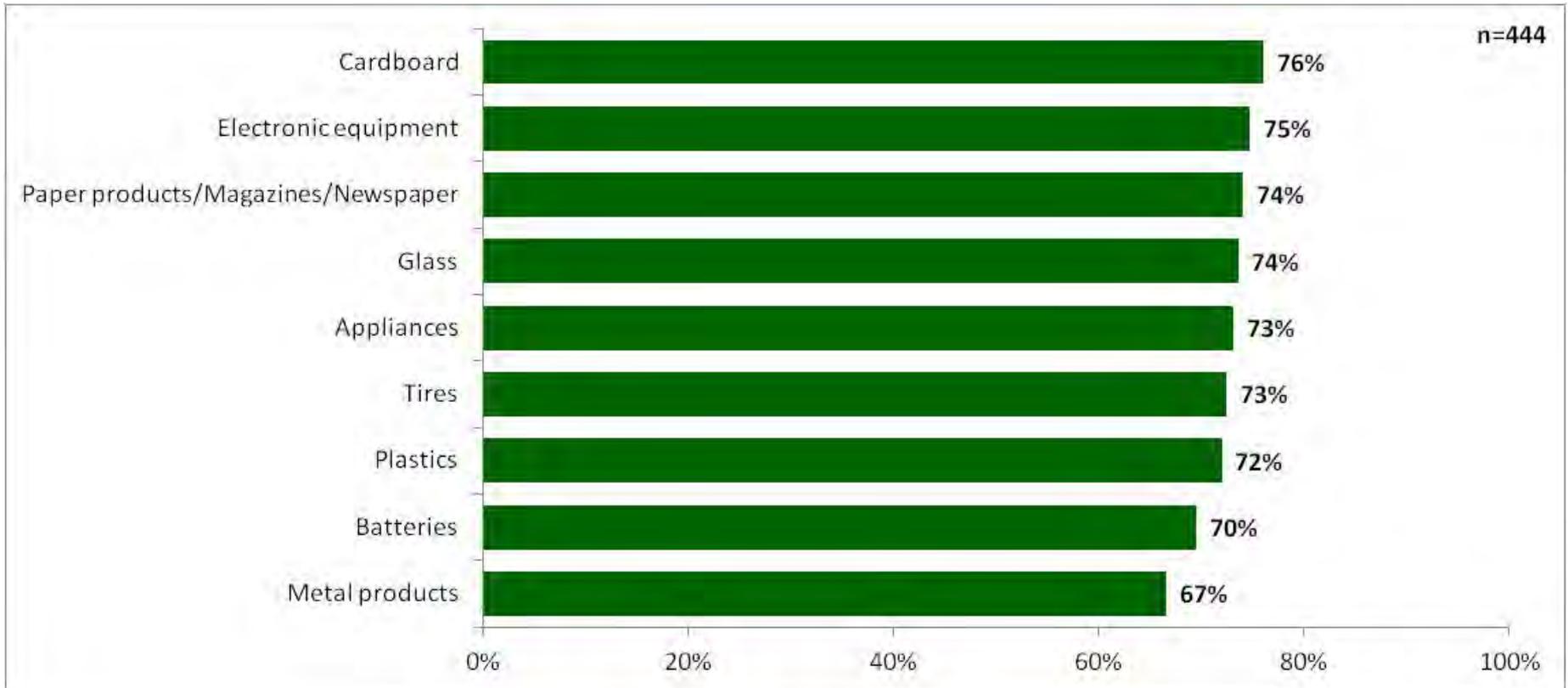
Most respondents believed that these materials are allowed to be disposed of with their regular trash.



Q23. In Linn County, which items from the list below are banned from disposal in the landfill and cannot be placed in residential trash containers? Select all that apply.

Recyclable Materials

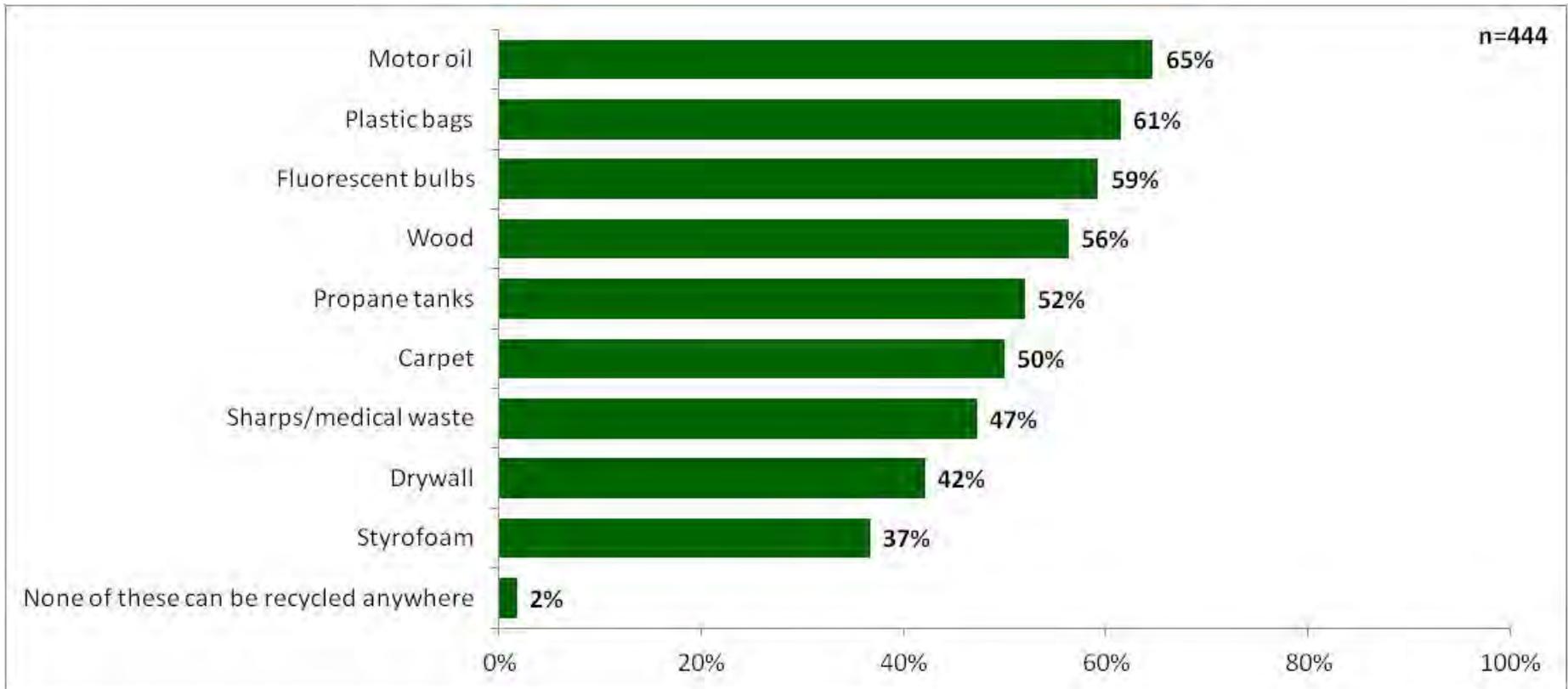
Most respondents believed these materials could be recycled at public drop-off sites.



Q24. In Linn County, which items from the list below can be **recycled** at public drop-off sites? Select all that apply.

Recyclable Materials (cont.)

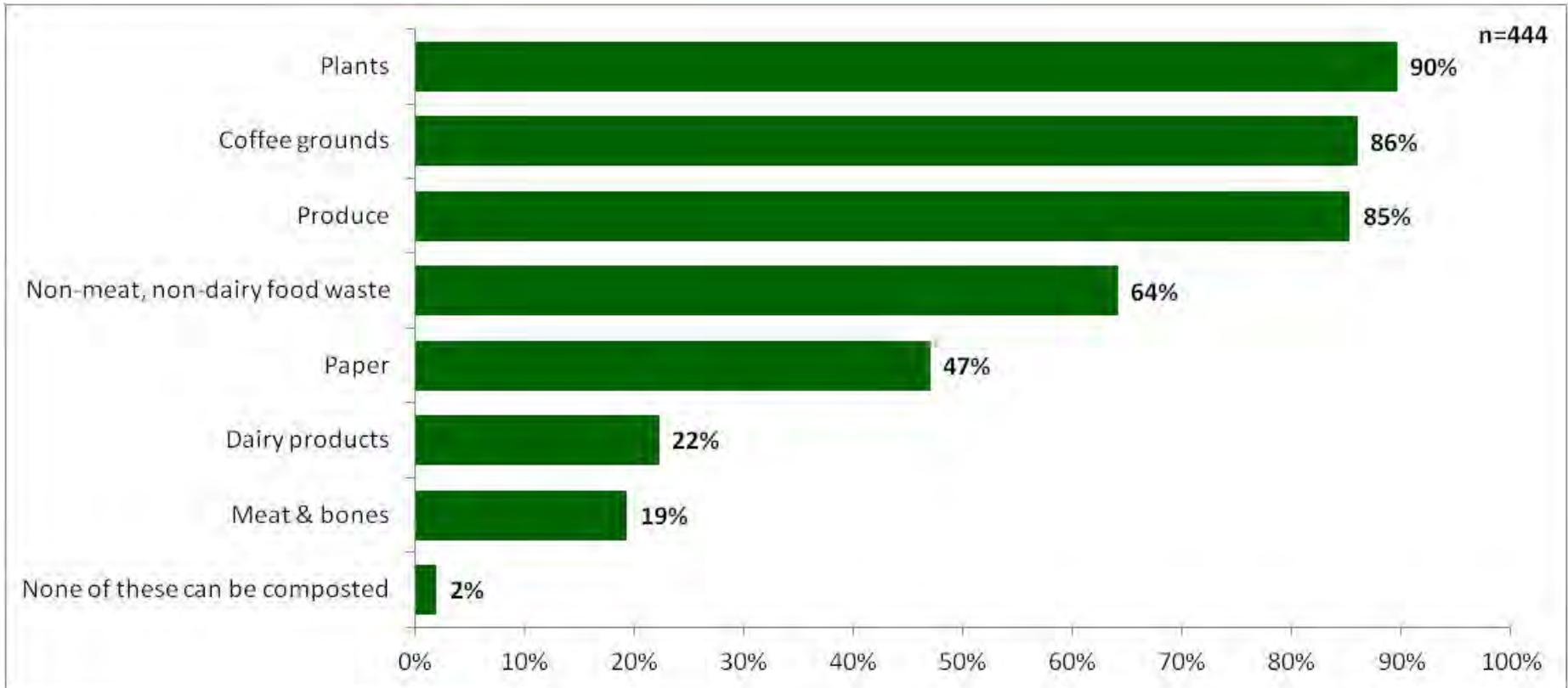
Most respondents did not believe there was a place to recycle Styrofoam or drywall.



Q24. In Linn County, which items from the list below can be **recycled** at public drop-off sites? Select all that apply.

Compostable Materials

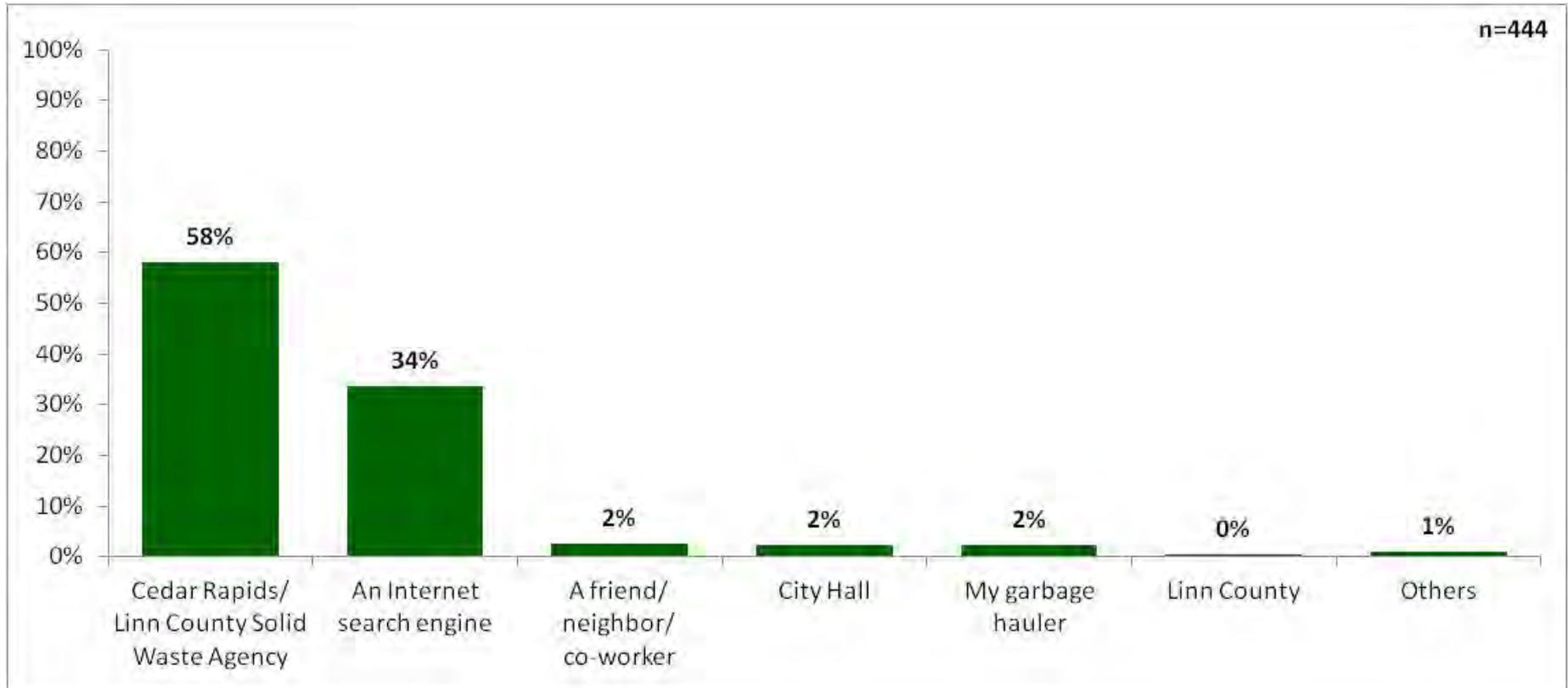
The majority of respondents knew that plants, coffee grounds and produce could be composted.



Q25. Which items from the list below can be easily composted in backyard bins or placed with yard waste? Select all that apply.

Information Searching

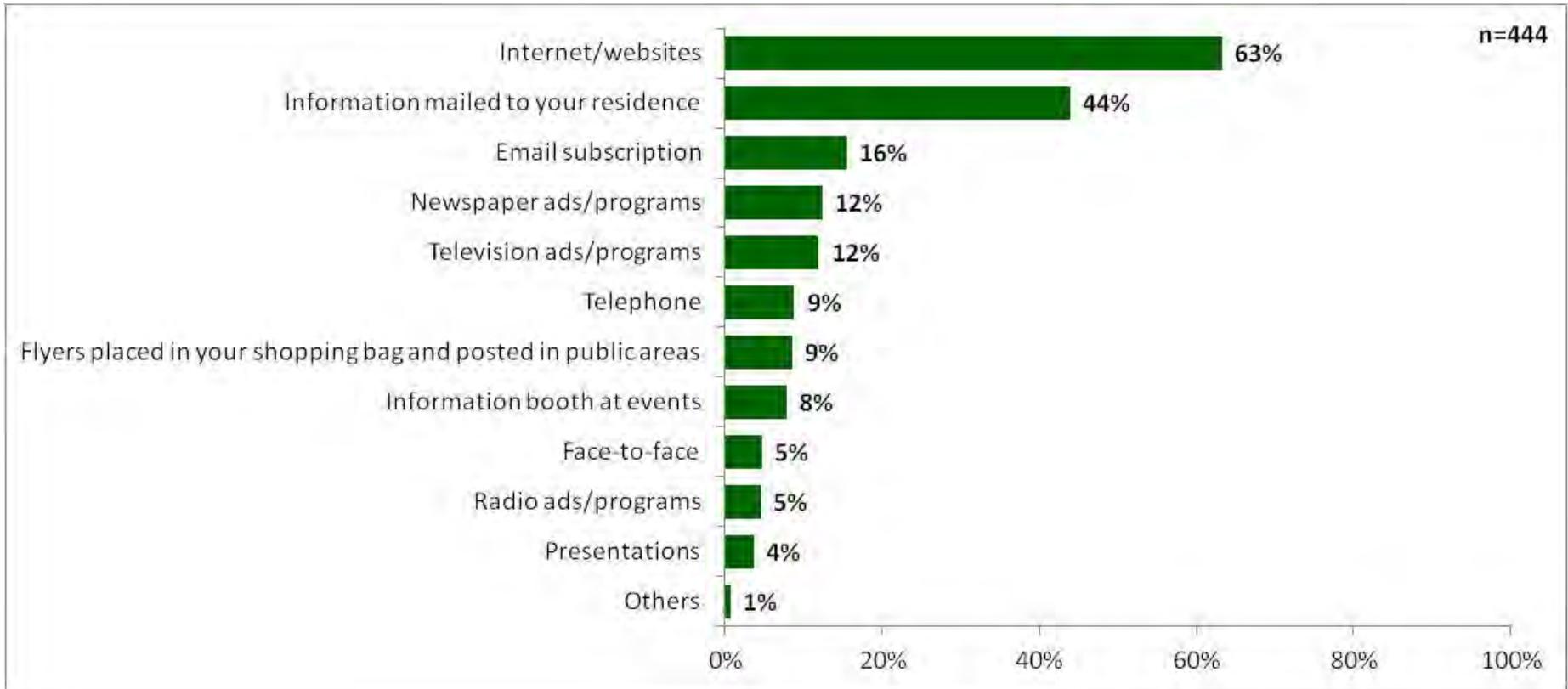
The Solid Waste Agency was the top choice for seeking information about recycling, followed by doing a general Internet search.



Q26. If you wanted to learn more about recycling programs in your area, where would you go **first** for information?

Method of Information Searching

The Internet was the most popular resource for learning more about recycling or other waste reduction methods.



Q27. To learn about recycling and waste reduction in Linn County, which method(s) are you most likely to use? Choose **up to two** of your most-preferred methods.

Knowledge of Solid Waste Agency

Most people would not even attempt a guess at who is responsible for recycling and other programs in Linn county. Of those who did, under half came anywhere near the correct name.

Categories	Frequency
Don't know	193
City	61
Solid Waste	59
Linn County Solid Waste	39
Other	33
Blue Stem	28
Cedar Rapids Solid Waste	19
County	14
County supervisor	10
Cedar Rapids/Linn County Solid Waste Agency	7

Q22. In Linn County, which organization is responsible for providing leadership in recycling and other landfill diversion programs?

Knowledge of Solid Waste Agency Activities (unaided)

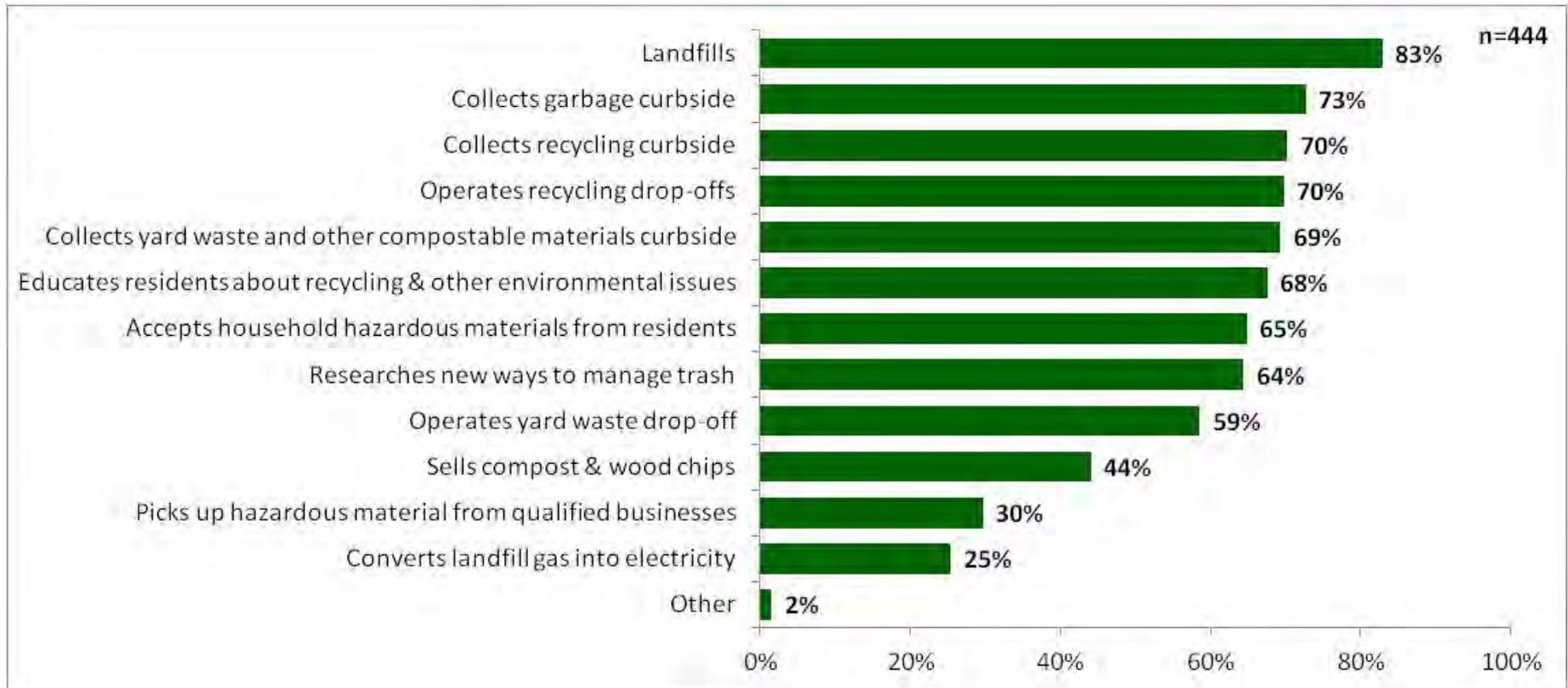
Most respondents believed the Agency picks up trash and recycling, but many had knowledge of their management position and programs they offer.

Categories	Frequency
Manage waste	299
Manage/collect/sort recyclables	214
Manage disposal facilities	66
Educate	61
Don't know	38
Other	36
Yard waste	35
Composting	29
Protect environment	16
Hazardous waste	10

Q28. To the best of your knowledge, what does the Cedar Rapids/Linn County Solid Waste Agency do?

Knowledge of Solid Waste Agency Activities (aided)

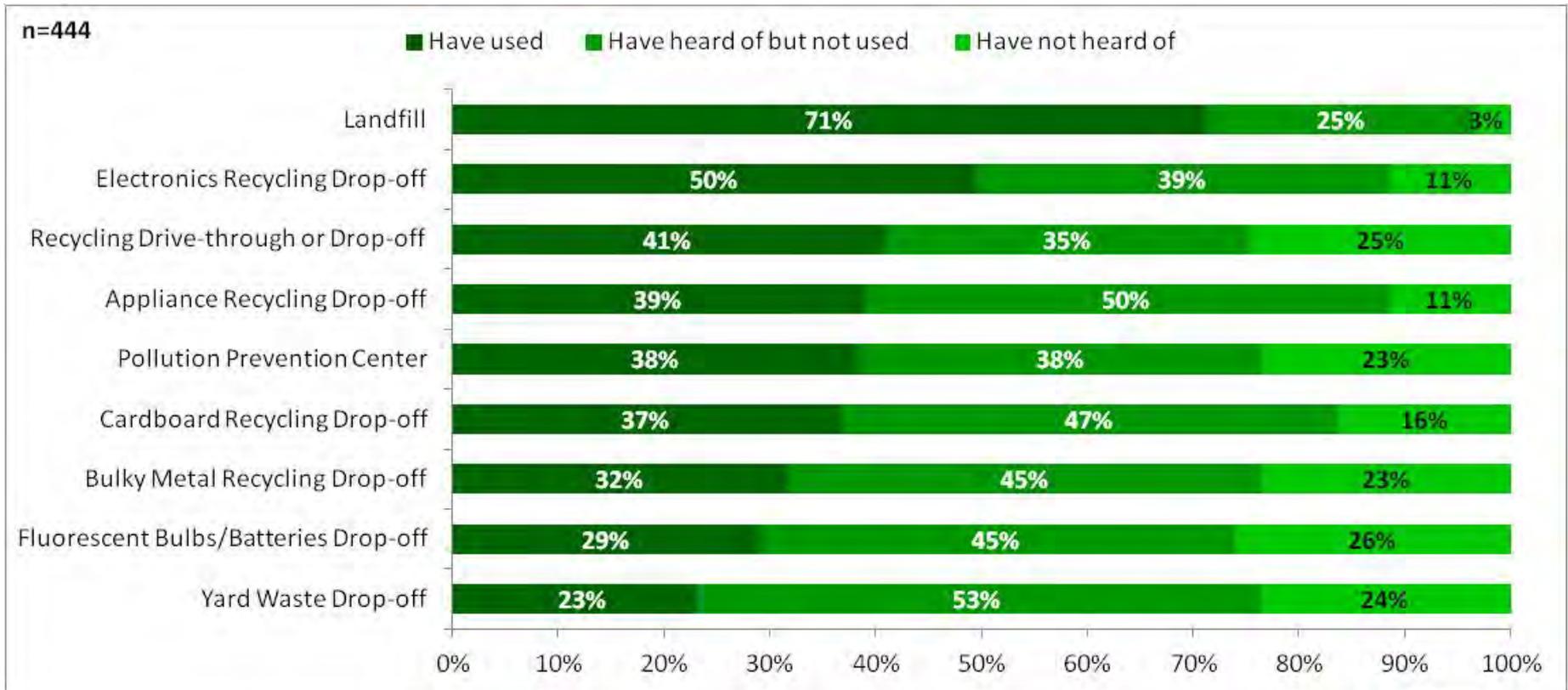
There was a mixture of knowledge and misinformation among respondents.



Q29. To the best of your knowledge, which of the following does the Cedar Rapids/Linn County Solid Waste Agency do? Select all that apply.

Usage of Solid Waste Agency Offerings

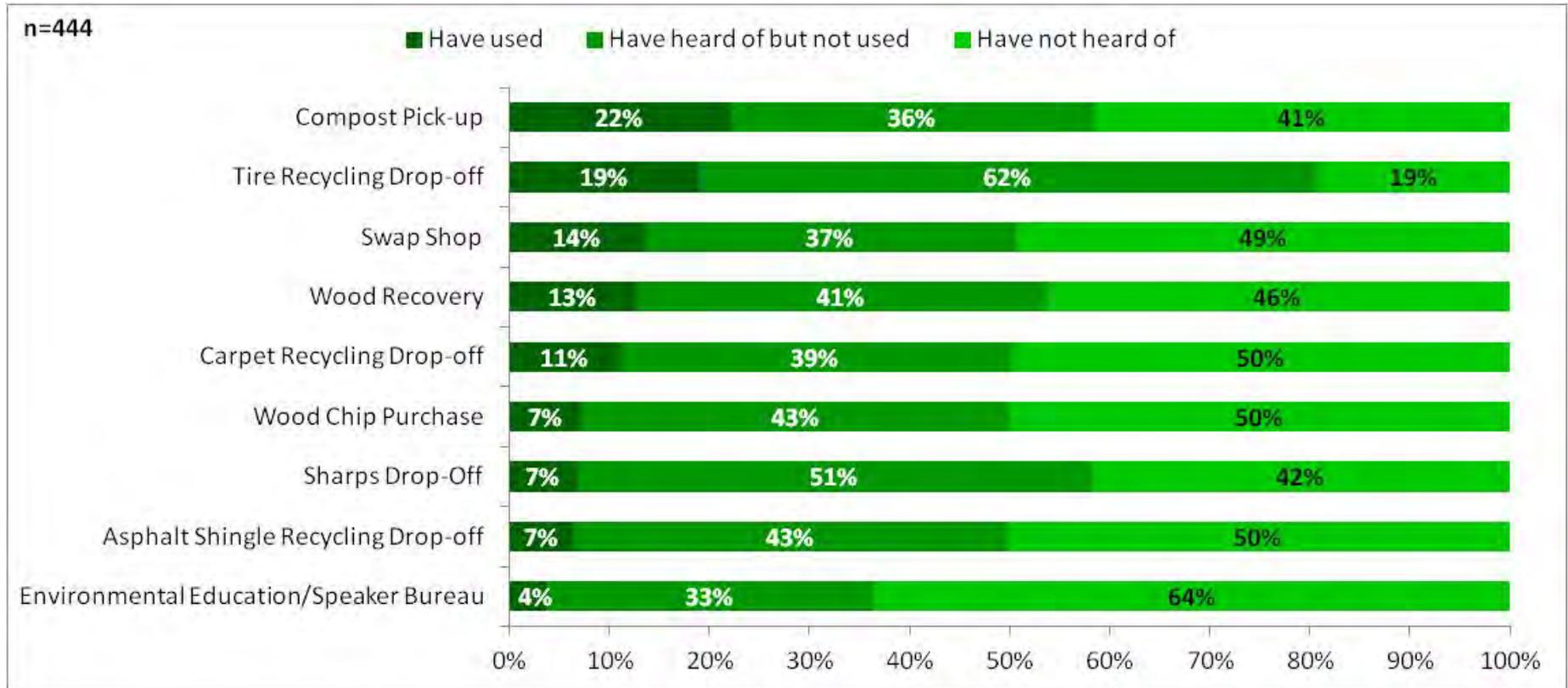
Most respondents had dropped off materials at the landfill at some point. Although most had not used other programs, they at least knew about them.



Q31. Which of the following Cedar Rapids/Linn County Solid Waste Agency programs have you heard of or used?

Usage of Solid Waste Agency Offerings (cont.)

These were the least-used programs. Except for tire recycling, there were large portions of people who had not heard of these.



Q31. Which of the following Cedar Rapids/Linn County Solid Waste Agency programs have you heard of or used?

Interaction with Solid Waste Agency

Nearly a third of people had not interacted with the Solid Waste Agency at all. Of those who had, the website, mailers and making phone calls to the Agency were the most common interactions.



Q32. Which of the following have you done with regard to the Cedar Rapids/Linn County Solid Waste Agency? Select all that apply.

Opinion of Solid Waste Agency

About half of the respondents had positive impressions of the Agency.

Categories	Frequency
Positive	239
Don't know/no opinion	86
Communication lacking	53
Needs improvement	30
Neutral	24
Other	24
Keeps us informed	19
Expensive	15
Negative	10

Q33. What is your opinion of the Cedar Rapids/Linn County Solid Waste Agency and its programs?

Statistically Significant Differences Between Owners and Renters

- ▼ Demographics
- ▼ Value Statements
- ▼ Recycling Importance
- ▼ Composting Importance
- ▼ Garbage Receptacles
- ▼ Recycling Availability – Home
- ▼ Recycling Availability – Work
- ▼ Recycling at Home
- ▼ Drop-off Locations' Usage
- ▼ Frequency of Drop-off Usage
- ▼ Yard Waste Behaviors
- ▼ Food Waste Behaviors
- ▼ Recycling and Composting Challenges
- ▼ Banned Trash
- ▼ Recyclable Materials
- ▼ Compostable Materials
- ▼ Method of Information Searching
- ▼ Knowledge of Solid Waste Agency Activities
- ▼ Usage of Solid Waste Agency Offerings
- ▼ Interaction with Solid Waste Agency

Demographics

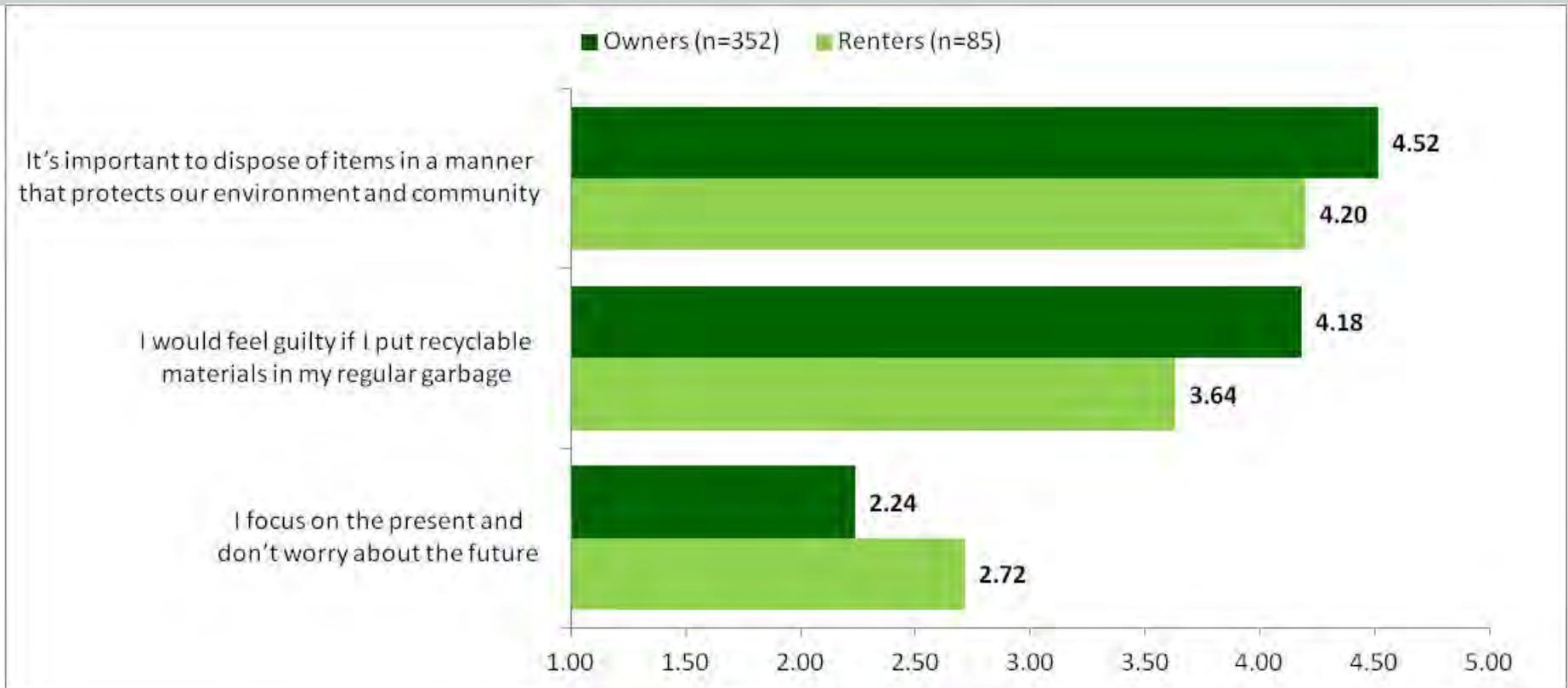
Owners vs Renters

Keep in mind while interpreting other differences that those who own their residences differ from those who rent on several demographics.

- ▼ People who rent tend to be younger than people who own
- ▼ People who own are more likely to live in the suburbs and are less likely to live in urban areas, compared to renters
- ▼ People who own are more likely to live in single-family homes or condos than renters, while renters are more likely than owners to live in duplexes, apartments or townhouses
- ▼ Renters are more likely to be seeking employment or be students, while owners are more likely to be retired
- ▼ Renters are more likely to be single, divorced or separated, while owners are more likely to be married
- ▼ People who own have more people living in their household
- ▼ Owners tend to have higher incomes than renters
- ▼ Owners have lived in Linn County longer than renters
- ▼ Owners have higher levels of education than renters, on average

Value Statements Owners vs Renters

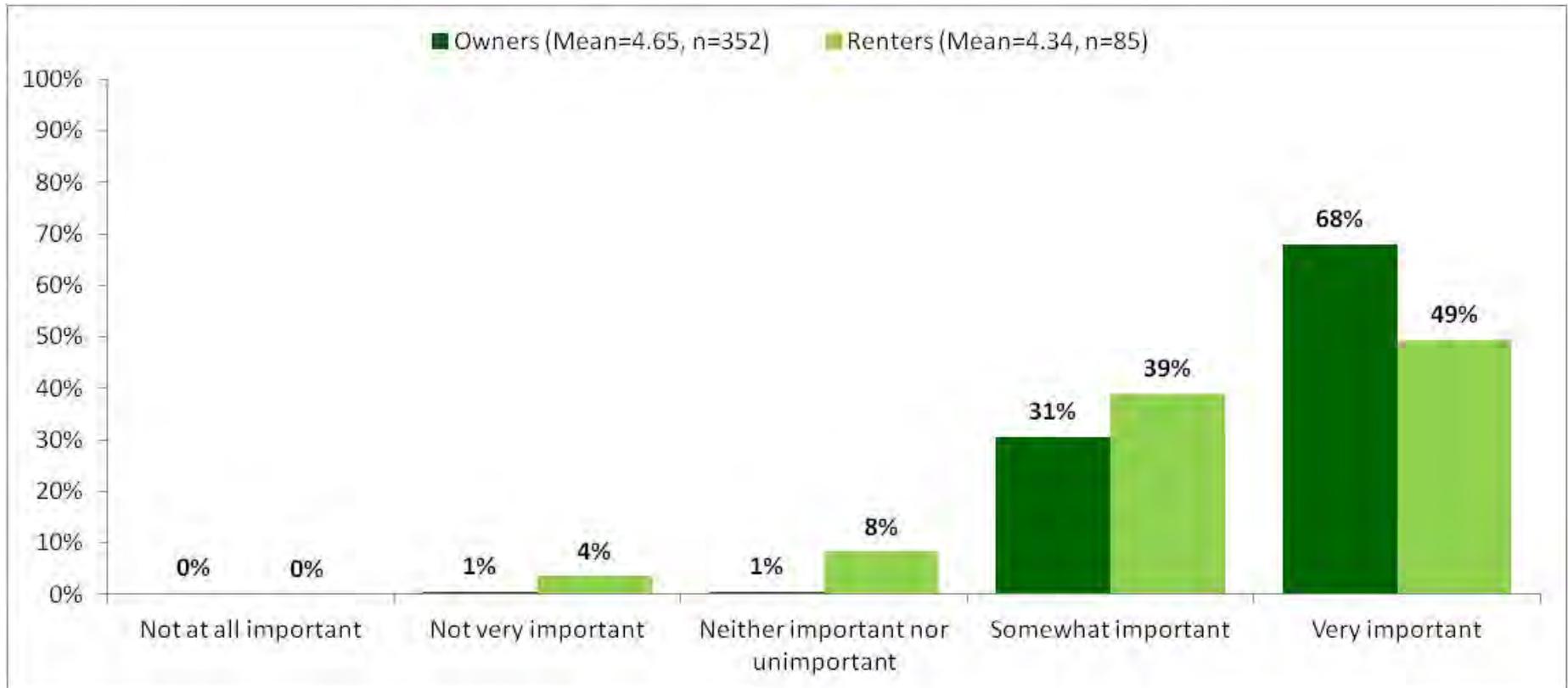
Those who owned their own residences were more likely than renters to feel disposing of materials responsibly is important and that they would feel guilty if they put recyclables in the trash. Renters were more likely to focus on the present, not worrying about the future.



Q5. Rate your level of **agreement** with the following statements.
There is no right or wrong answer, so please answer honestly.

Recycling Importance Owners vs Renters

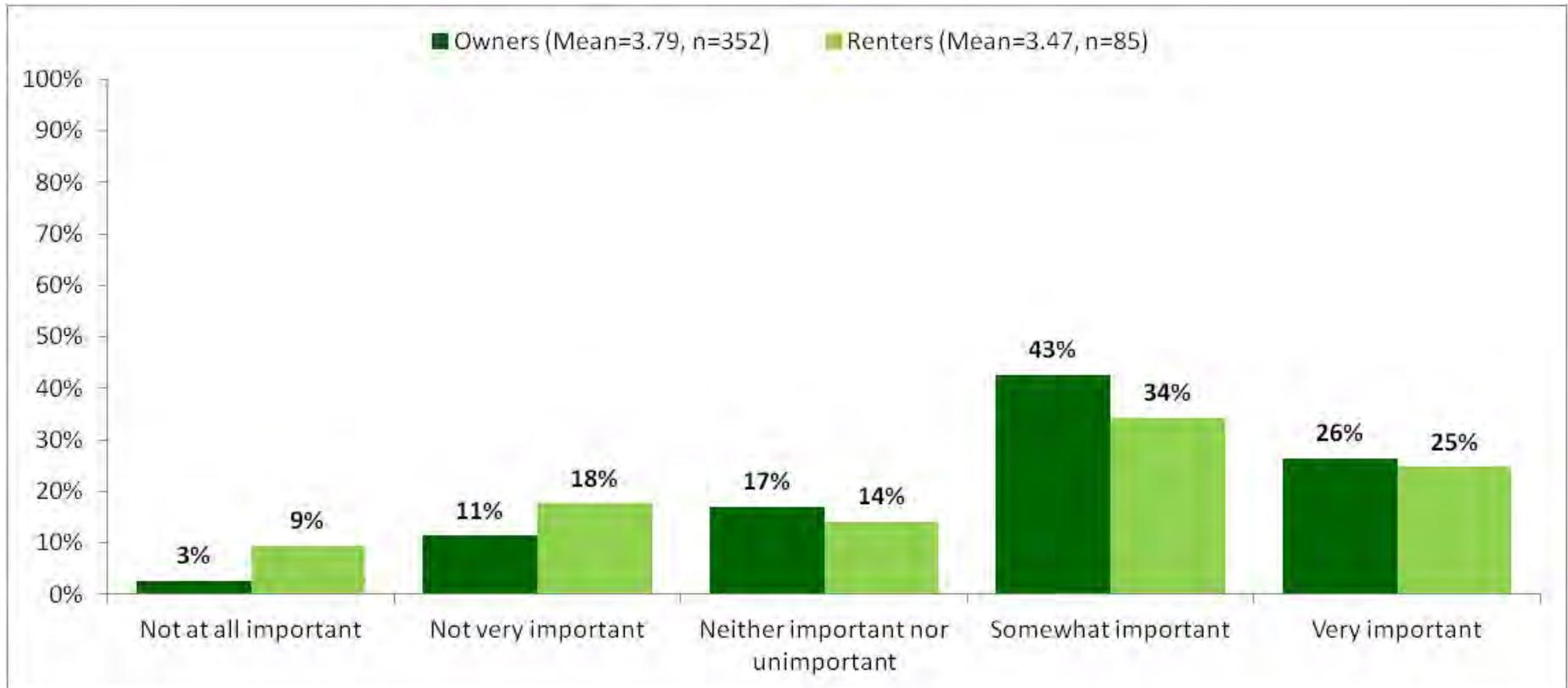
Recycling was more important to people who owned their own residences than to renters.



Q6. How important is recycling to you?

Composting Importance Owners vs Renters

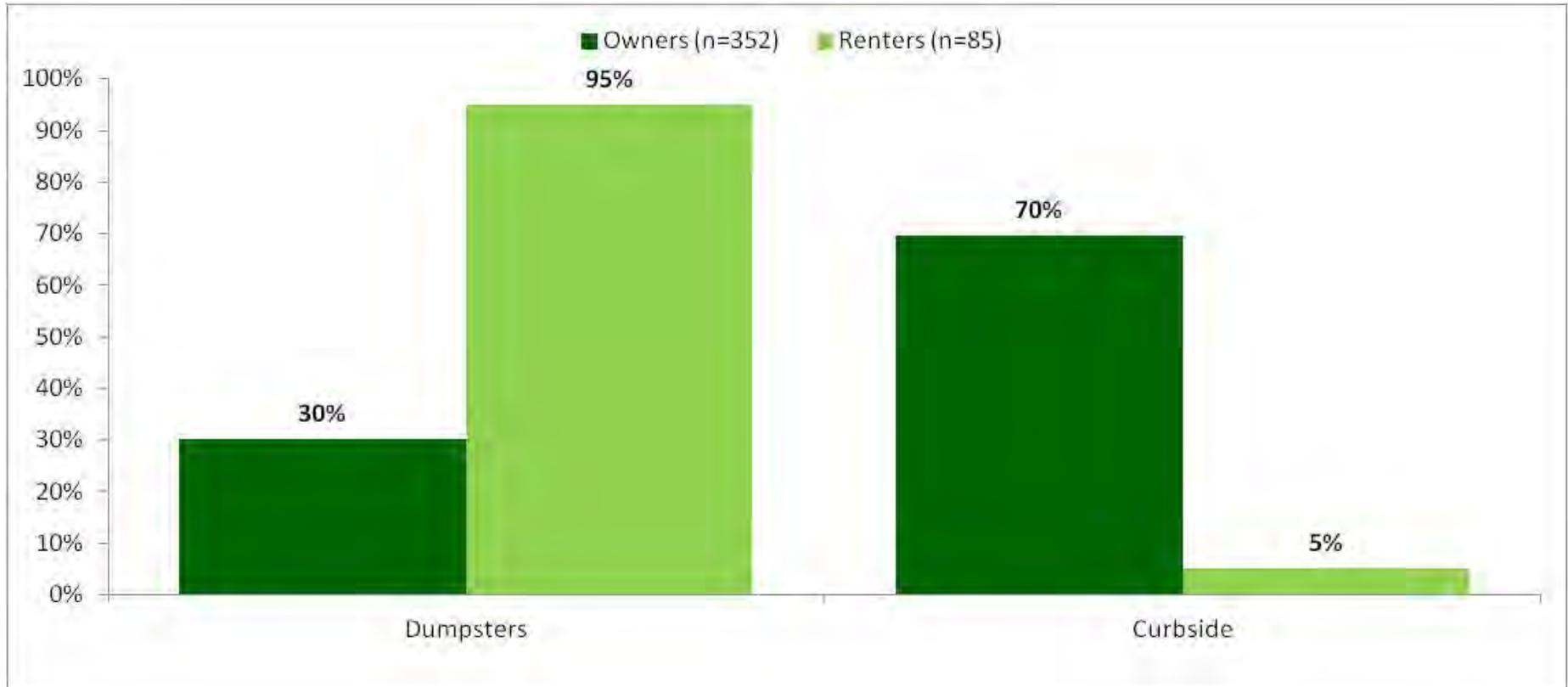
Composting was more important to people who owned their own residences than to renters.



Q7. How important is keeping food waste out of your trash?

Garbage Receptacles Owners vs Renters

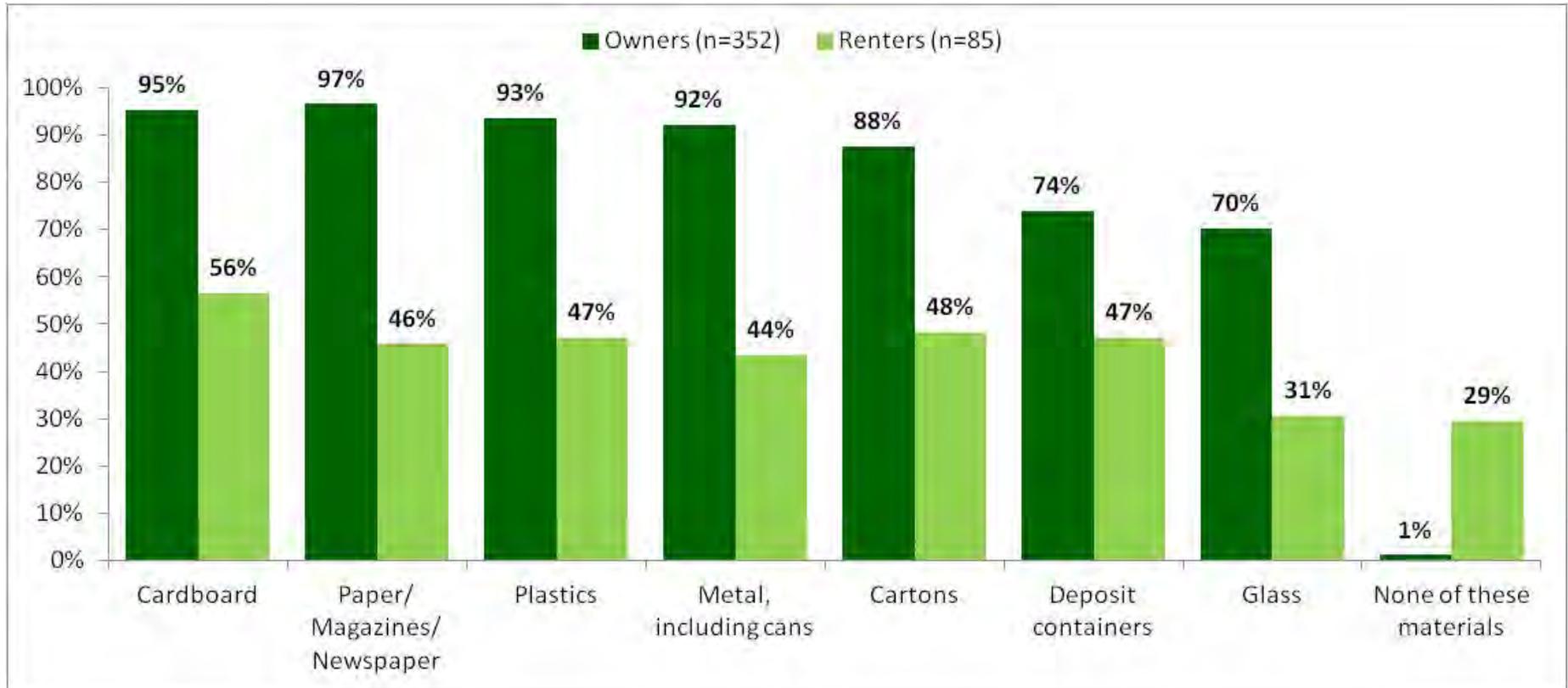
Those who owned their residences were more likely to have curbside pick-up and renters were more likely to have dumpsters.



Q8. Do you have garbage dumpsters where you live, or is your garbage picked up curbside at your condo/apartment/townhouse/mobile home?

Recycling Availability – Home Owners vs Renters

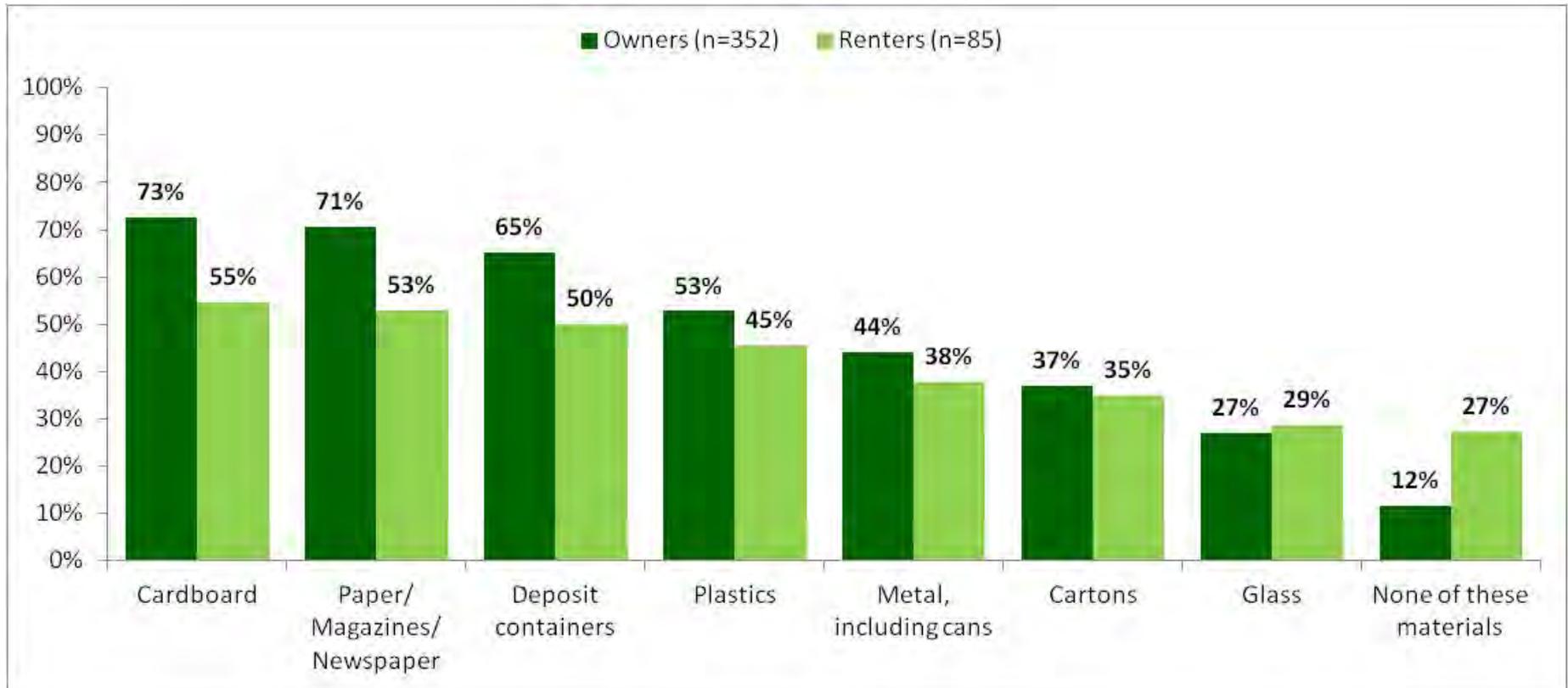
People who owned their residences were more likely than people who were renters to have opportunities to recycle materials at home.



Q10. First, tell us which materials you are **able** to recycle (items are picked up curbside or there is a special dumpster onsite). Select all that you have the opportunity to recycle (doesn't necessarily mean that you do recycle them).

Recycling Availability – Work Owners vs Renters

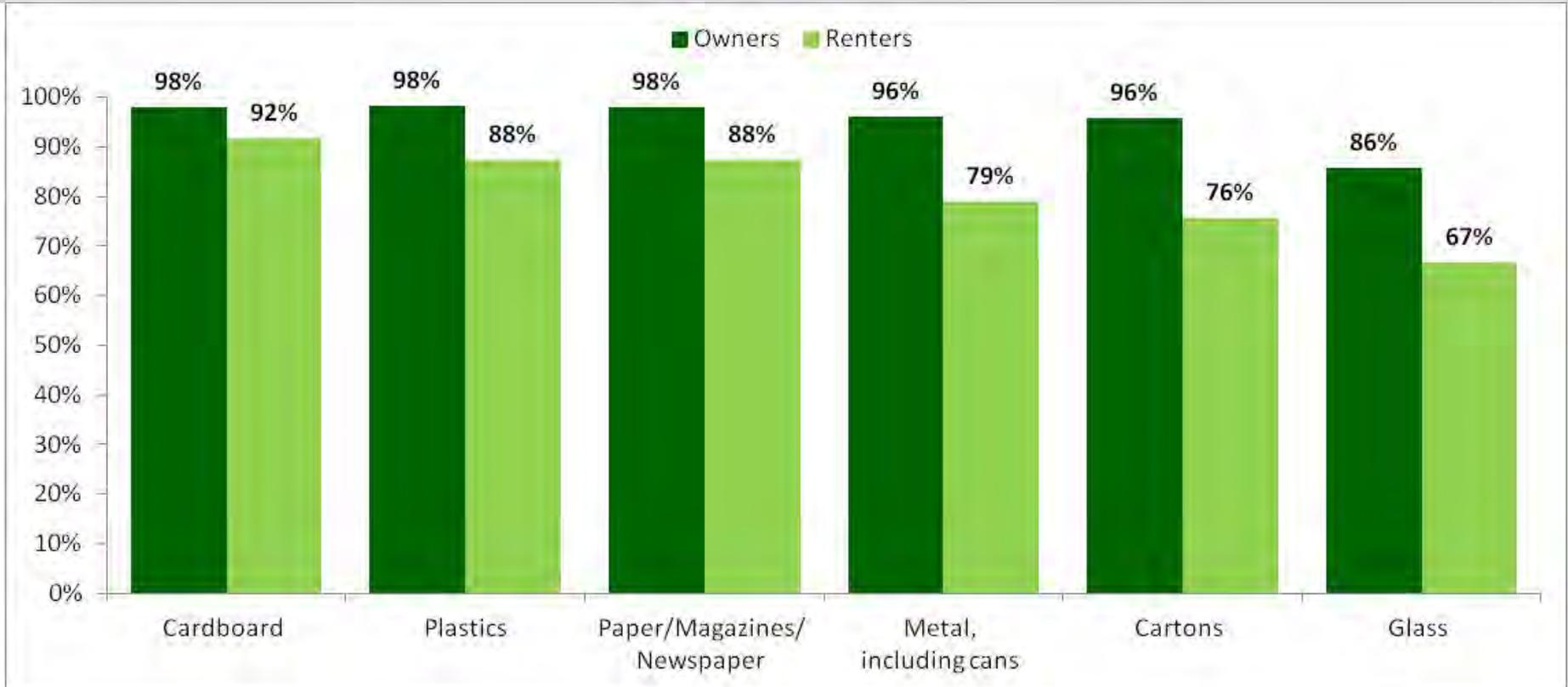
People who owned their residences were more likely than people who were renters to have opportunities to recycle cardboard, paper/magazines/newspaper and deposit containers at work.



Q10. First, tell us which materials you are **able** to recycle (items are picked up curbside or there is a special dumpster onsite). Select all that you have the opportunity to recycle (doesn't necessarily mean that you do recycle them).

Recycling at Home Owners vs Renters

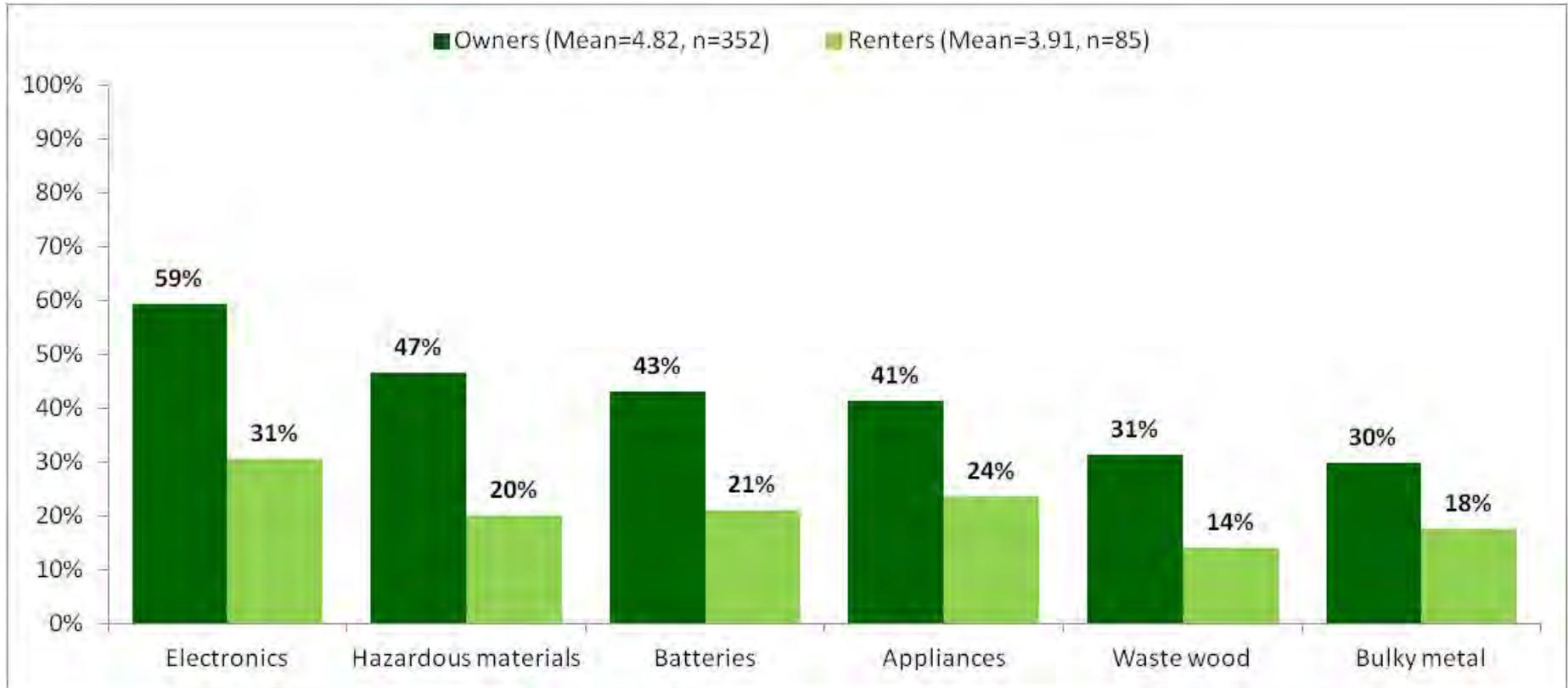
Of those who had recycling facilities available at home, people who owned their own residences were more likely than people who rented to actually recycle. Sample sizes are not shown because they are different for each bar, only include those who had recycling available for each material.



Q11. Now, we're interested in finding out your actual recycling activity. Which materials do you or someone else in your household usually recycle at home? Select all that apply.

Public Drop-off Site Usage Owners vs Renters

People who owned their own residences were more likely than renters to take recycled materials to a public drop-off site.

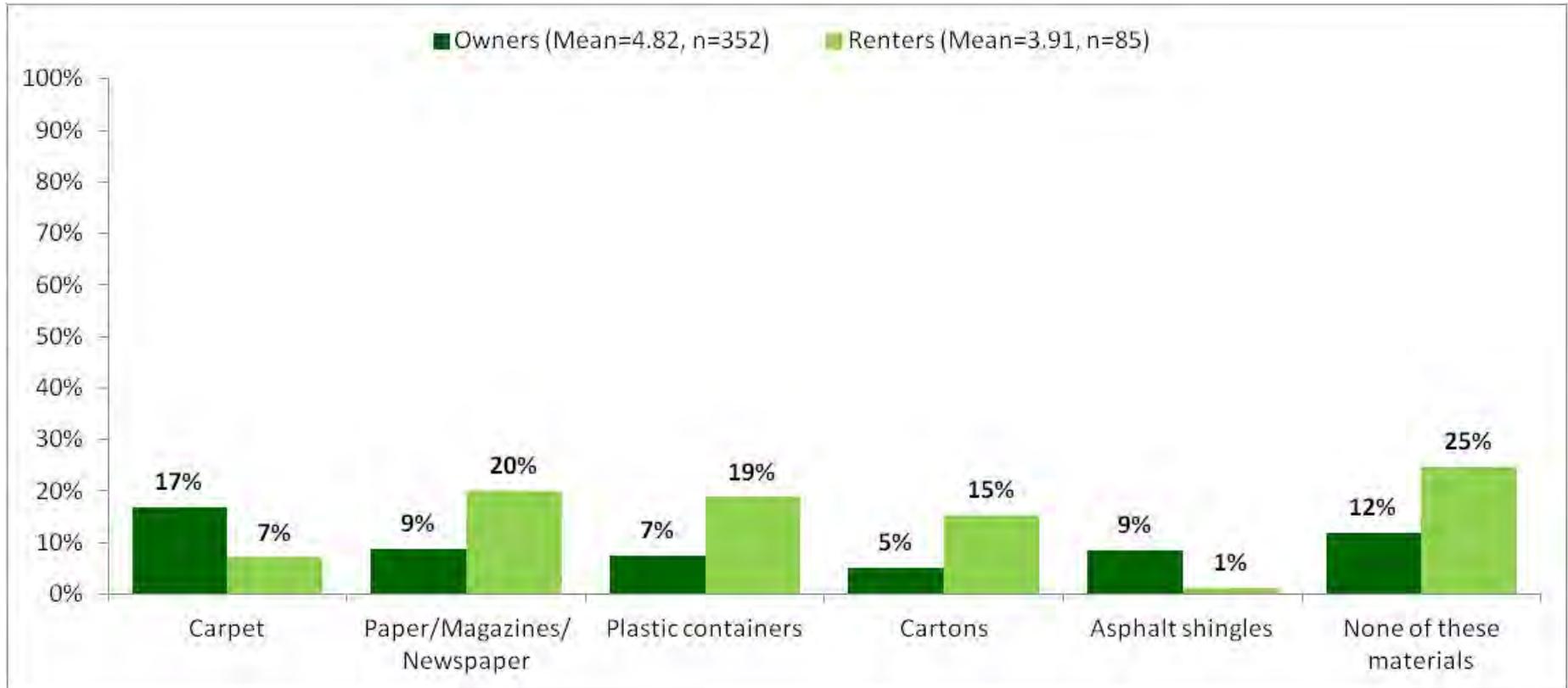


Q15. Which materials have you or someone in your household taken to a public drop-off site in Linn County for recycling? Select all that apply.

Public Drop-off Site Usage (cont.)

Owners vs Renters

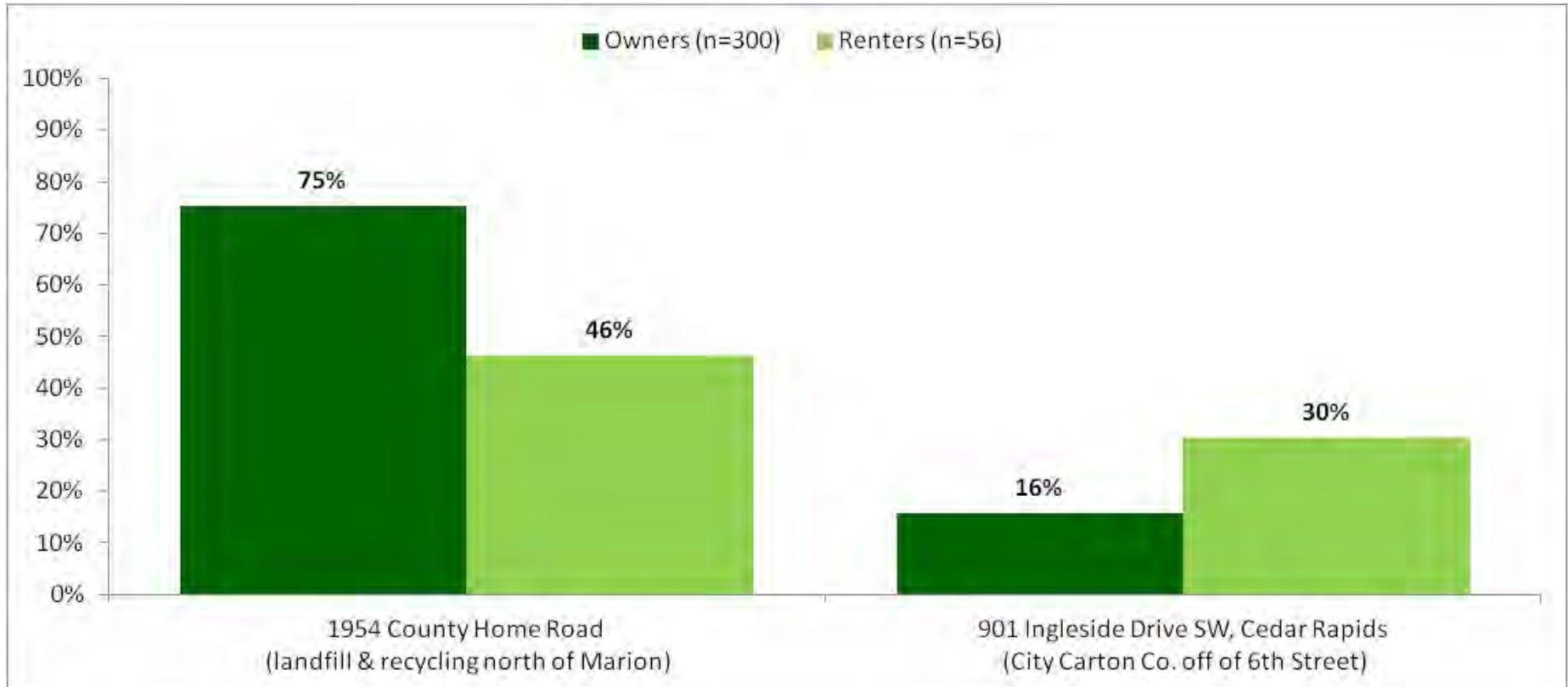
Paper/magazines/newspapers, plastic containers and cartons were the only materials that renters have recycled at public drop-off sites more than owners.



Q15. Which materials have you or someone in your household taken to a public drop-off site in Linn County for recycling? Select all that apply.

Drop-off Locations' Usage Owners vs Renters

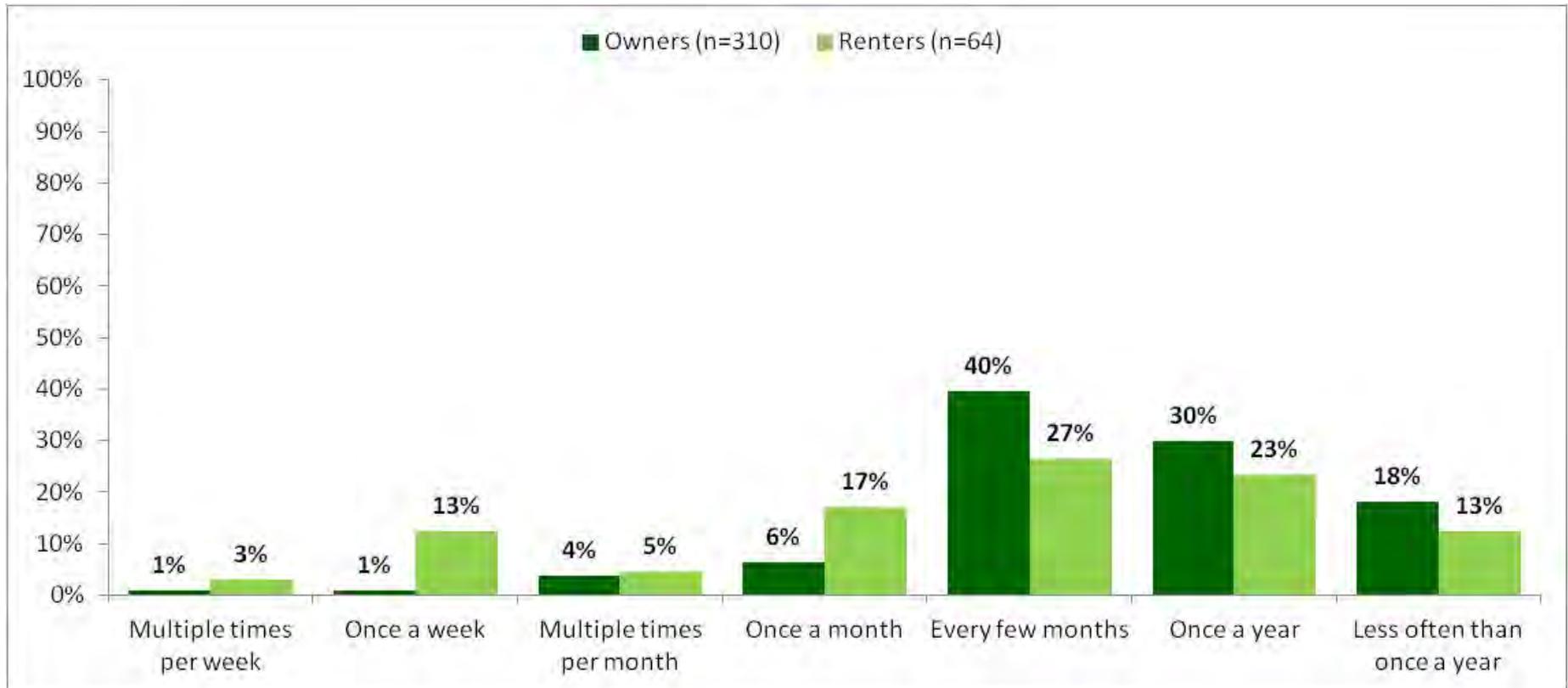
People who own their residences were more likely to have used the County Home Road drop-off site and renters were more likely to have used the Ingleside Drive location.



Q16. Which drop-off site(s) have you or someone in your household used? Select all that apply.

Frequency of Drop-off Usage Owners vs Renters

Renters went to drop-off sites more frequently than owners.

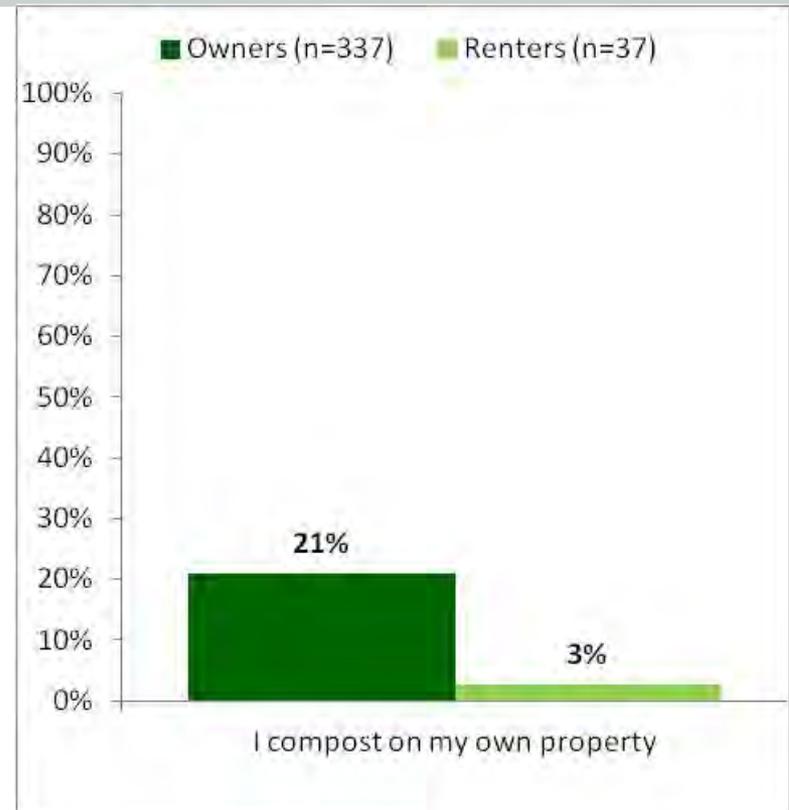
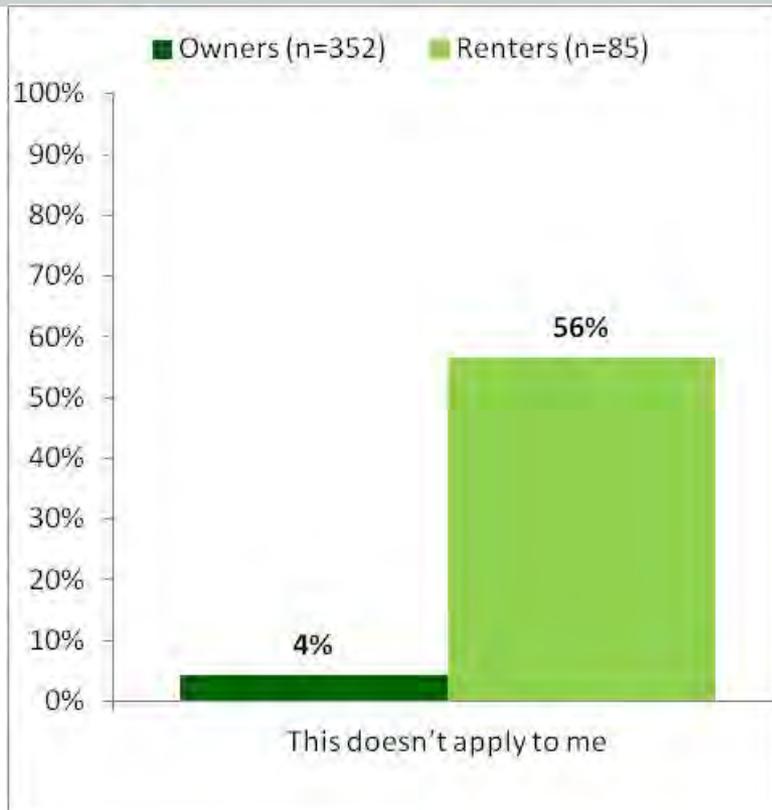


Q17. How often do you or someone in your household use a recycling drop-off?

Yard Waste Behaviors

Owners vs Renters

When the entire sample was used, renters were more likely than owners to say this question did not apply to them. Once people who said the question did not apply to them were removed, owners were more likely than renters to compost on their own property.

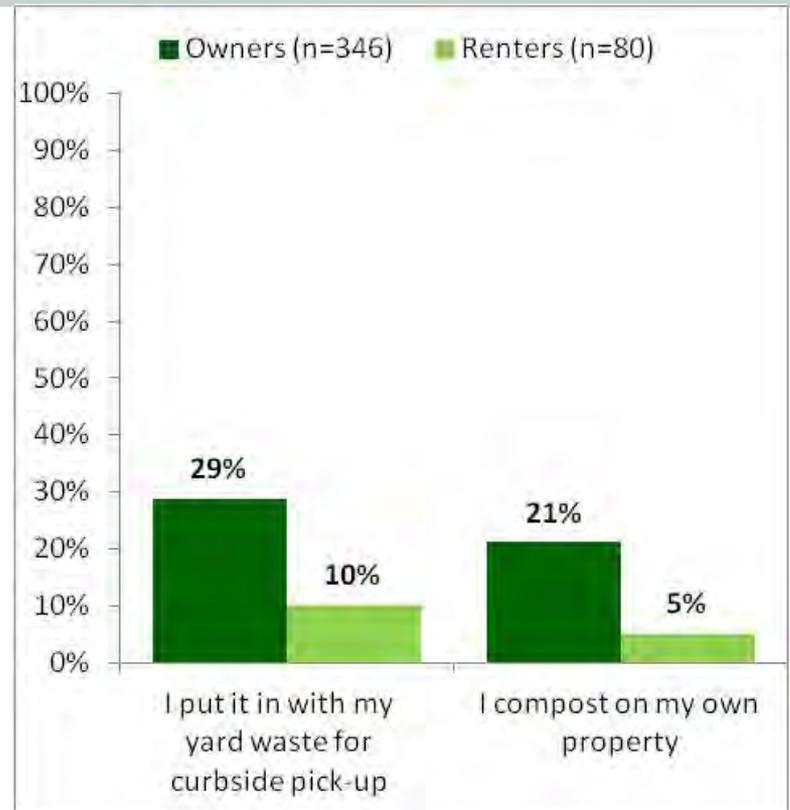
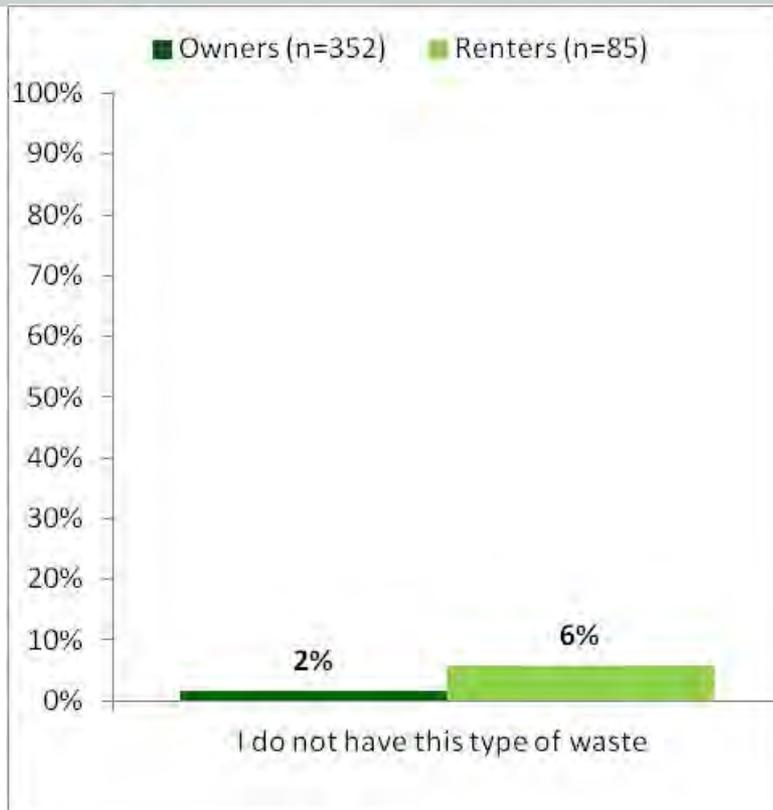


Q18. What do you typically do with your grass clippings/leaves/other yard waste? Select **up to two** responses.

Food Waste Behaviors

Owners vs Renters

When the entire sample was used, renters were more likely than owners to say they don't have food waste. Once people who said they don't have food waste were removed, owners were more likely than renters to add it to yard waste for pick-up or compost on their own property.

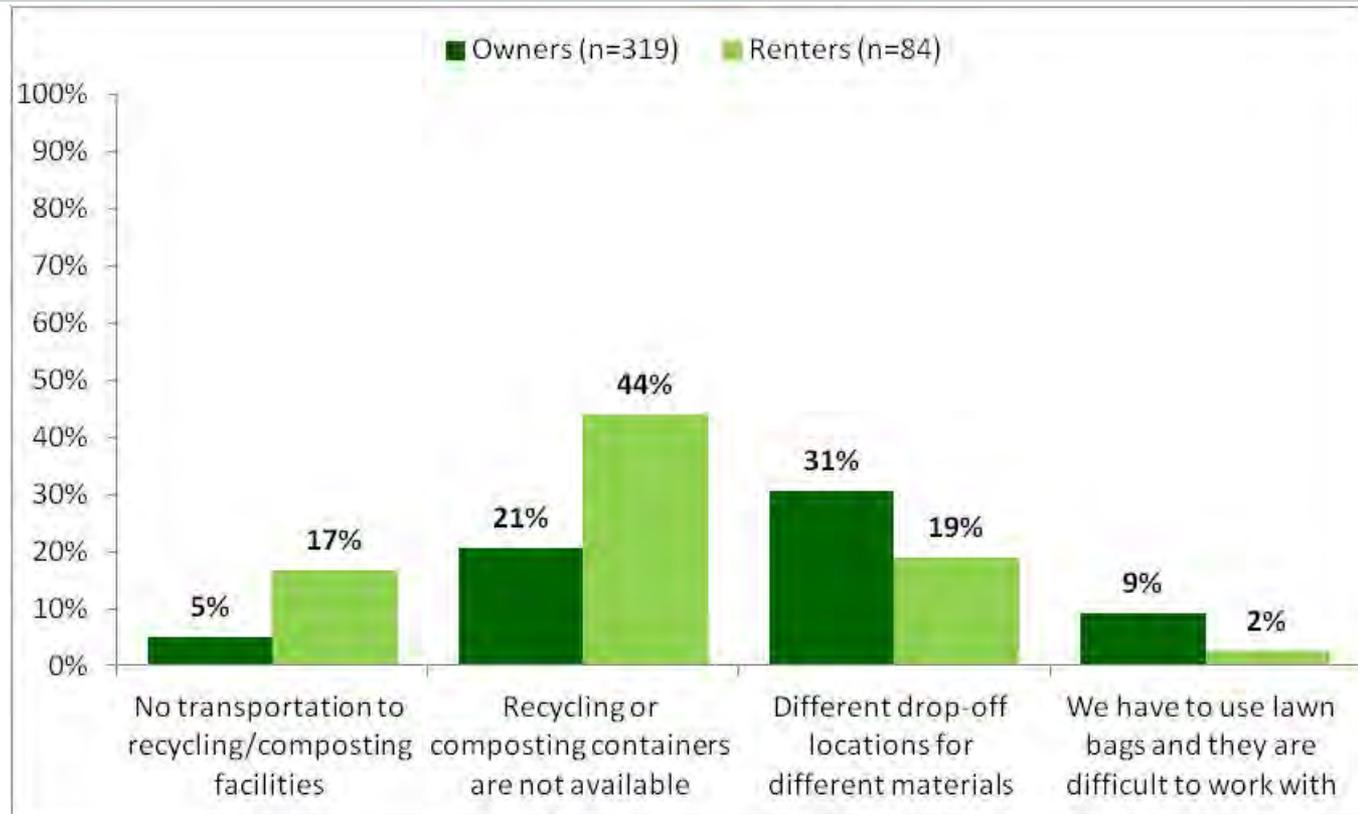
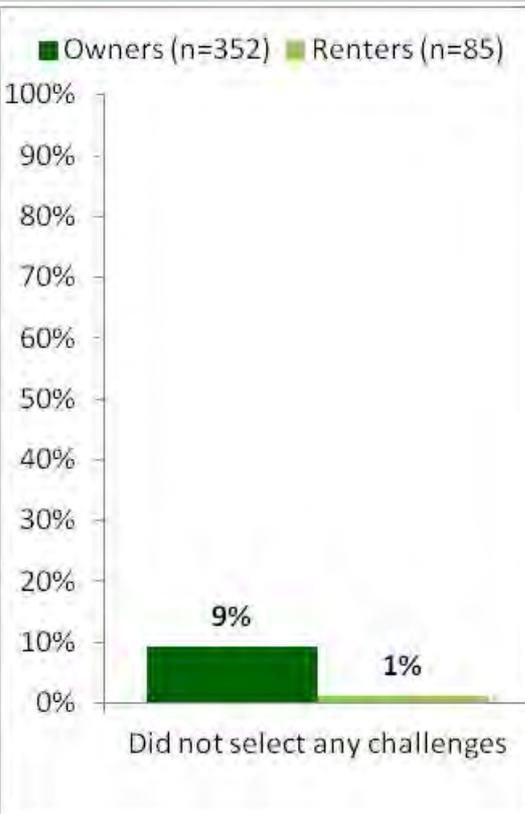


Q19. What do you typically do with your food waste? Select **up to two** responses.

Recycling and Composting Challenges

Owners vs Renters

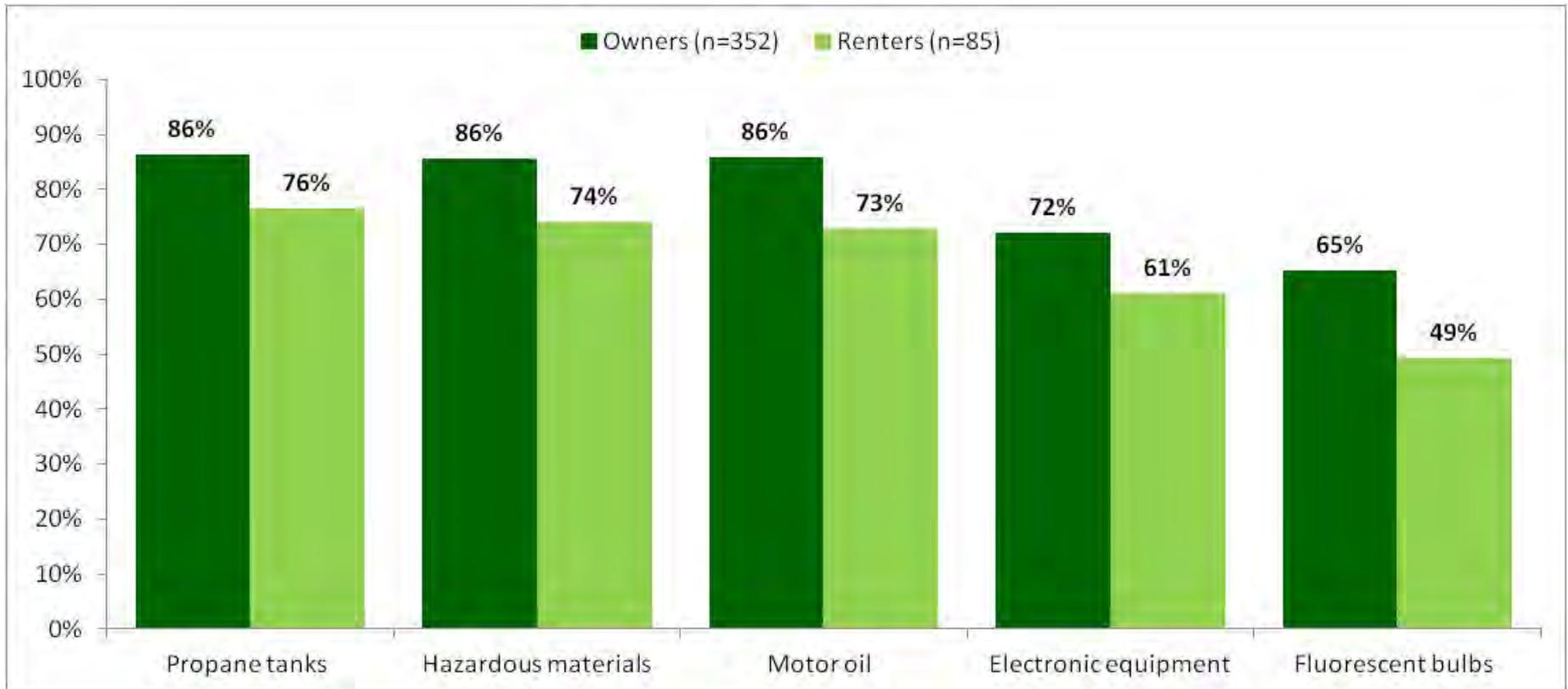
Renters were more likely than owners to have challenges. Once those without challenges were removed, renters were more likely to have problems with transportation and availability of containers, while owners were more likely to have issues with going to different locations and using lawn bags.



Q21. Which of the following create a challenge for your household when it comes to recycling or composting more? Select all that apply.

Banned Trash Owners vs Renters

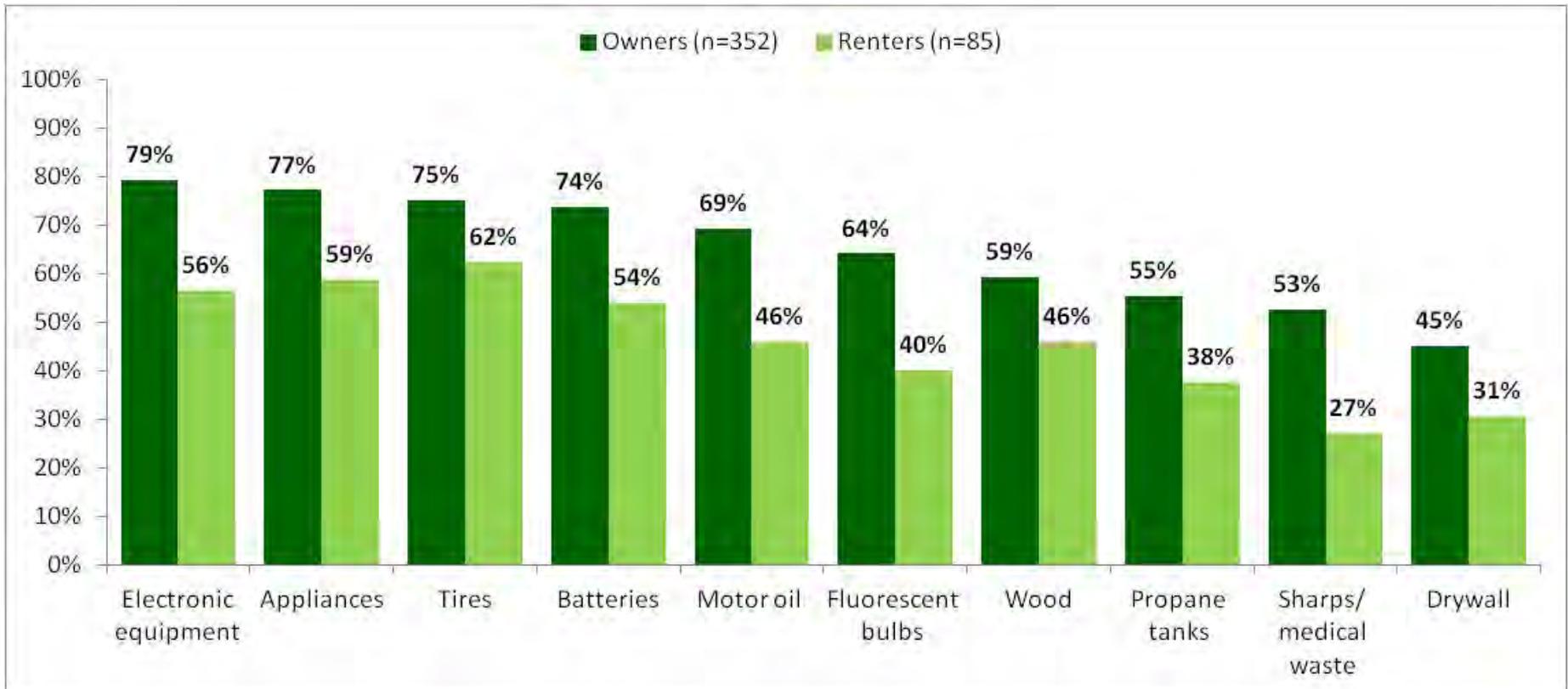
Owners had more knowledge than renters about banned materials.



Q23. In Linn County, which items from the list below are banned from disposal in the landfill and cannot be placed in residential trash containers? Select all that apply.

Recyclable Materials Owners vs Renters

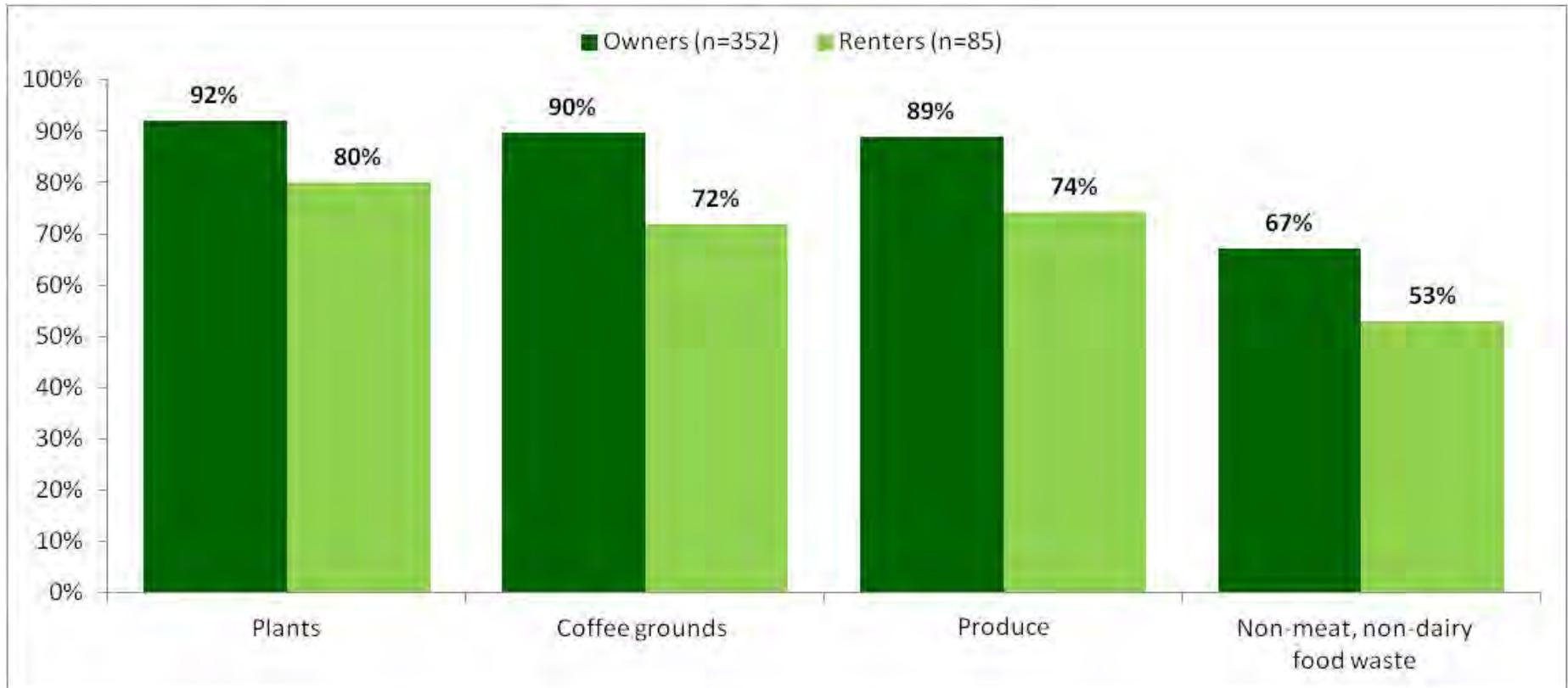
Owners had more knowledge than renters about what could be recycled at public drop-off sites.



Q24. In Linn County, which items from the list below can be **recycled** at public drop-off sites? Select all that apply.

Compostable Materials Owners vs Renters

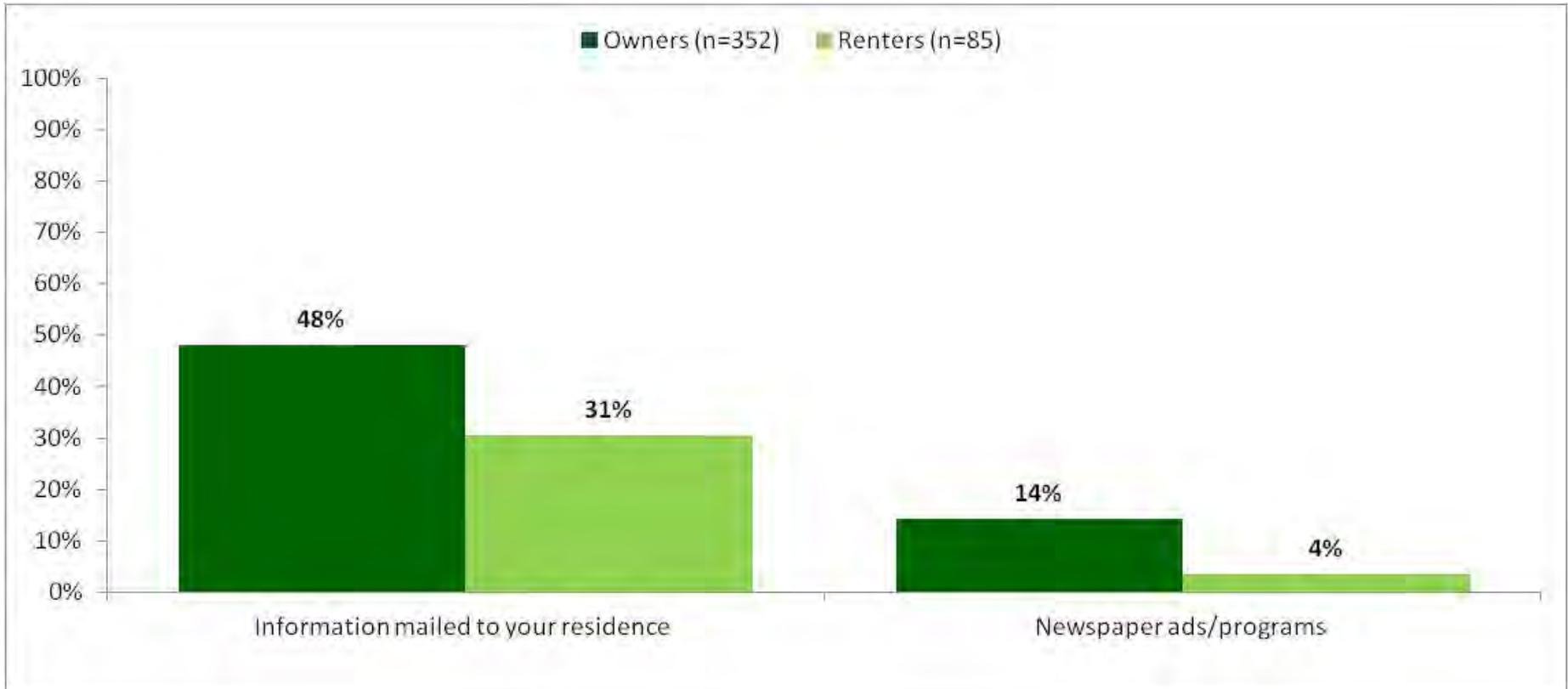
Owners had more knowledge than renters about what can be composted.



Q25. Which items from the list below can be easily composted in backyard bins or placed with yard waste? Select all that apply.

Method of Information Searching Owners vs Renters

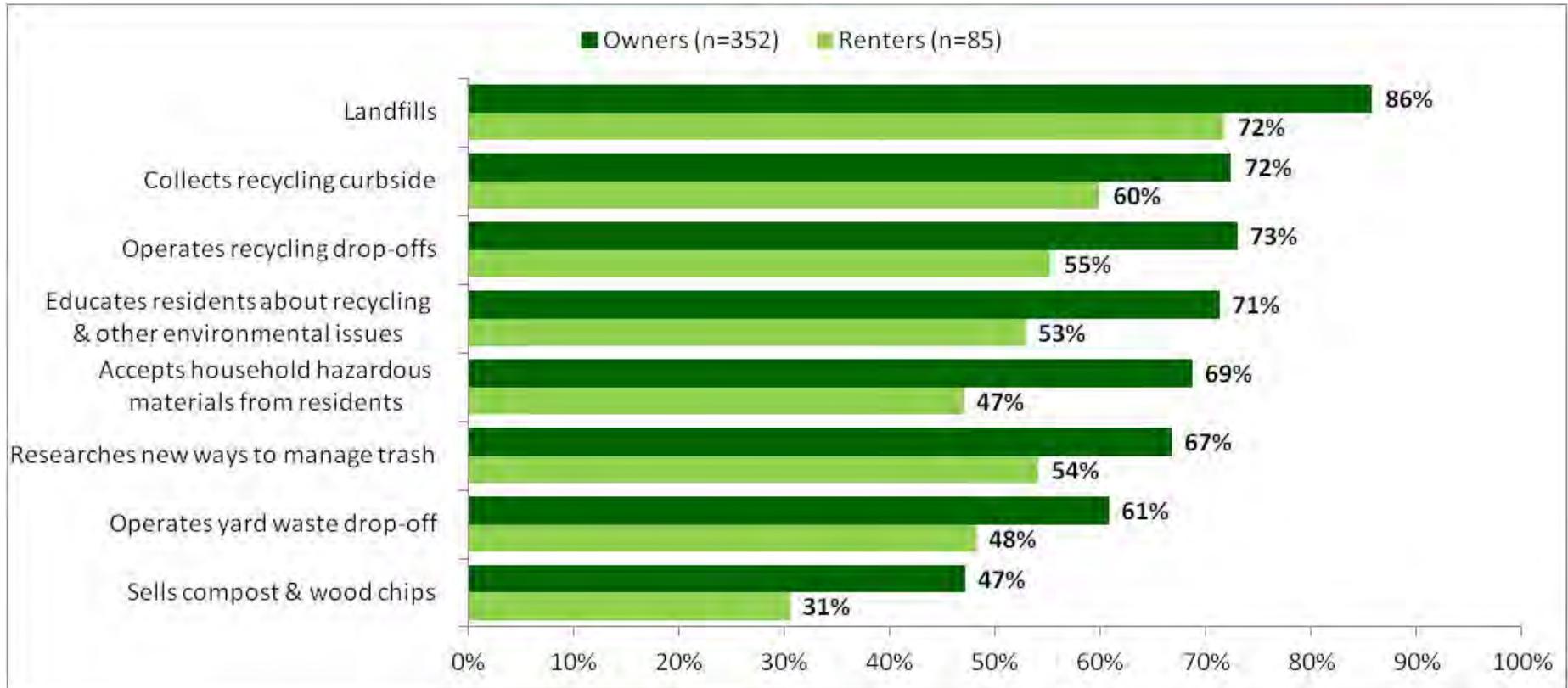
Owners were more interested than renters in learning about recycling and waste reduction from mailers or newspaper ads/programs.



Q27. To learn about recycling and waste reduction in Linn County, which method(s) are you most likely to use? Choose **up to two** of your most-preferred methods.

Knowledge of Solid Waste Agency Activities Owners vs Renters

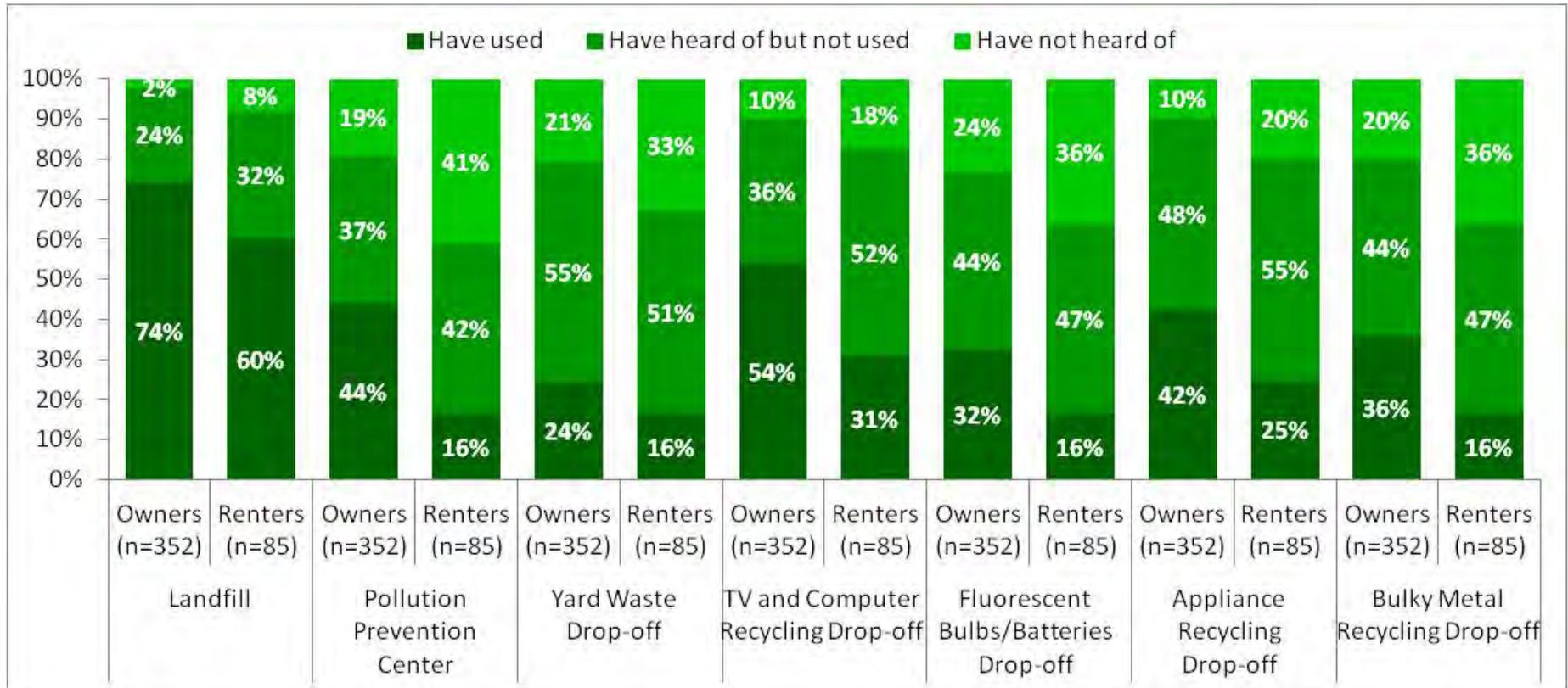
People who owned their residences were more likely than renters to believe the Solid Waste Agency does these eight activities.



Q29. To the best of your knowledge, which of the following does the Cedar Rapids/Linn County Solid Waste Agency do? Select all that apply.

Usage of Solid Waste Agency Offerings Owners vs Renters

Owners were more likely than renters to have used various programs, while renters were more likely to not have heard of programs.

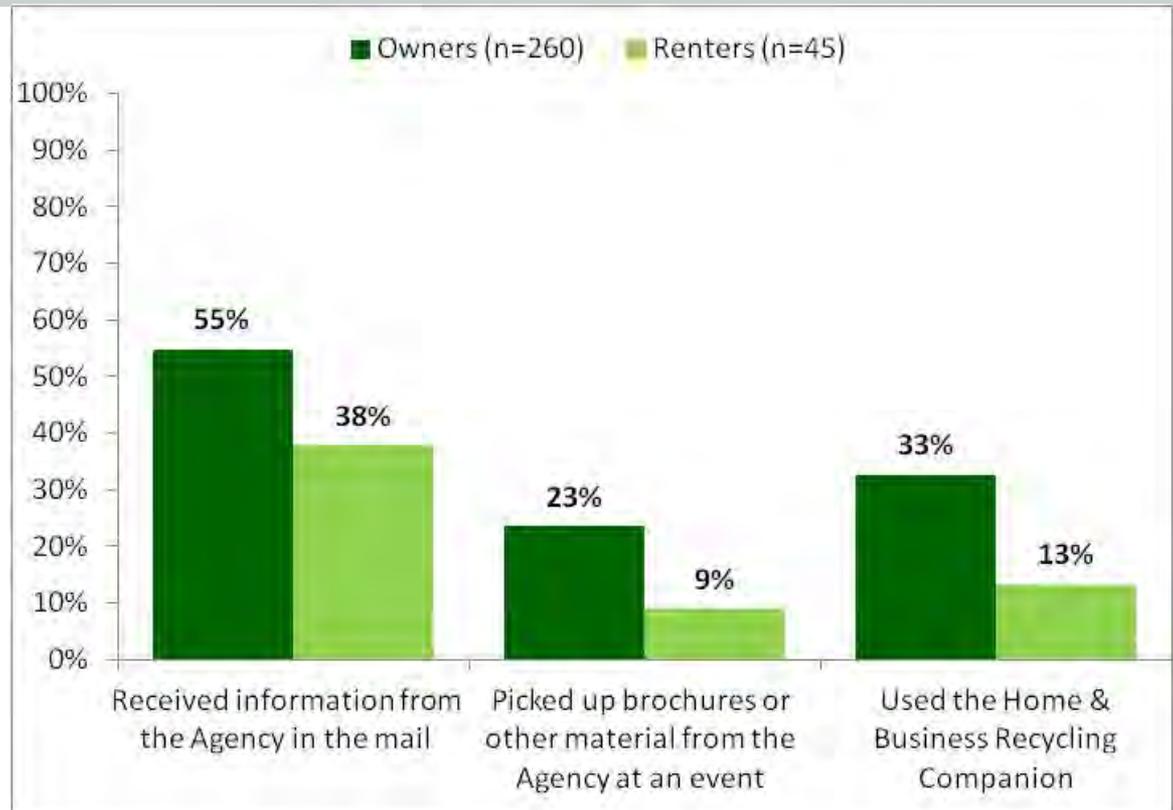
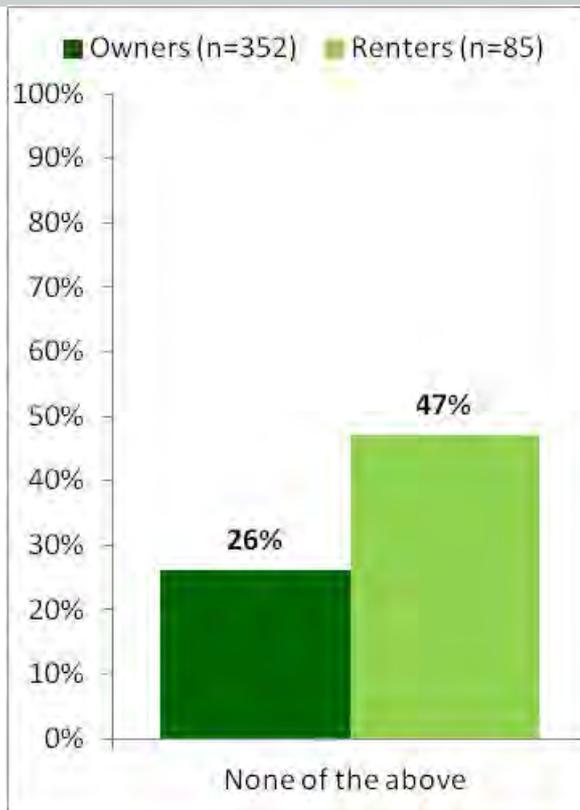


Q31. Which of the following Cedar Rapids/Linn County Solid Waste Agency programs have you heard of or used?

Interaction with Solid Waste Agency

Owners vs Renters

Owners were more likely to have interacted with the Solid Waste Agency overall. Of those who had interacted with the Agency, owners were more likely than renters to have received mailers, picked up materials at an event and to have used the *Home & Business Recycling Companion*.



Q32. Which of the following have you done with regard to the Cedar Rapids/Linn County Solid Waste Agency? Select all that apply.

Statistically Significant Differences by Age

- ▼ Demographics
- ▼ Value Statements
- ▼ Recycling Importance
- ▼ Composting Importance
- ▼ Garbage Receptacles
- ▼ Recycling Availability – Home
- ▼ Recycling Availability – Work
- ▼ Recycling at Home
- ▼ Drop-off Locations' Usage
- ▼ Frequency of Drop-off Usage
- ▼ Yard Waste Behaviors
- ▼ Food Waste Behaviors
- ▼ Recycling and Composting Challenges
- ▼ Banned Trash
- ▼ Recyclable Materials
- ▼ Compostable Materials
- ▼ Method of Information Searching
- ▼ Knowledge of Solid Waste Agency Activities
- ▼ Usage of Solid Waste Agency Offerings
- ▼ Interaction with Solid Waste Agency

Demographics by Age

Many demographics differ by age that should be kept in mind while interpreting other differences.

- ▼ People aged 18-30 are much less likely to live in single-family houses, instead living in duplexes or apartments
- ▼ People aged over 70 are more likely to live in condos
- ▼ As people age, likelihood of living in an apartment decreases, especially over the 18-40 age span
- ▼ As people age, likelihood of being an owner instead of a renter increases
- ▼ Likelihood of being a full-time employee increases from the 18-30 age group to the 31-40 age group, but then there is a decrease as age increases in the percentage of people with full-time employment
- ▼ There is a trend for being a stay-at-home parent to decrease as age increases

Demographics (cont.) by Age

Many demographics differ by age that should be kept in mind while interpreting other differences.

- ▼ No one under age 51 was retired and the percentage of retired people increased as age increased from that point on
- ▼ Those aged 18-30 were more likely than any other age group to be seeking employment or be students
- ▼ Likelihood of being single decreases as age increases
- ▼ Those aged 18-30 are least likely to be married, while those aged 61-70 are most likely to be married
- ▼ Likelihood of being divorced/separated increases until ages 51-60, then decreases as age increases
- ▼ Those over age 70 are much more likely to be widowed than other age groups

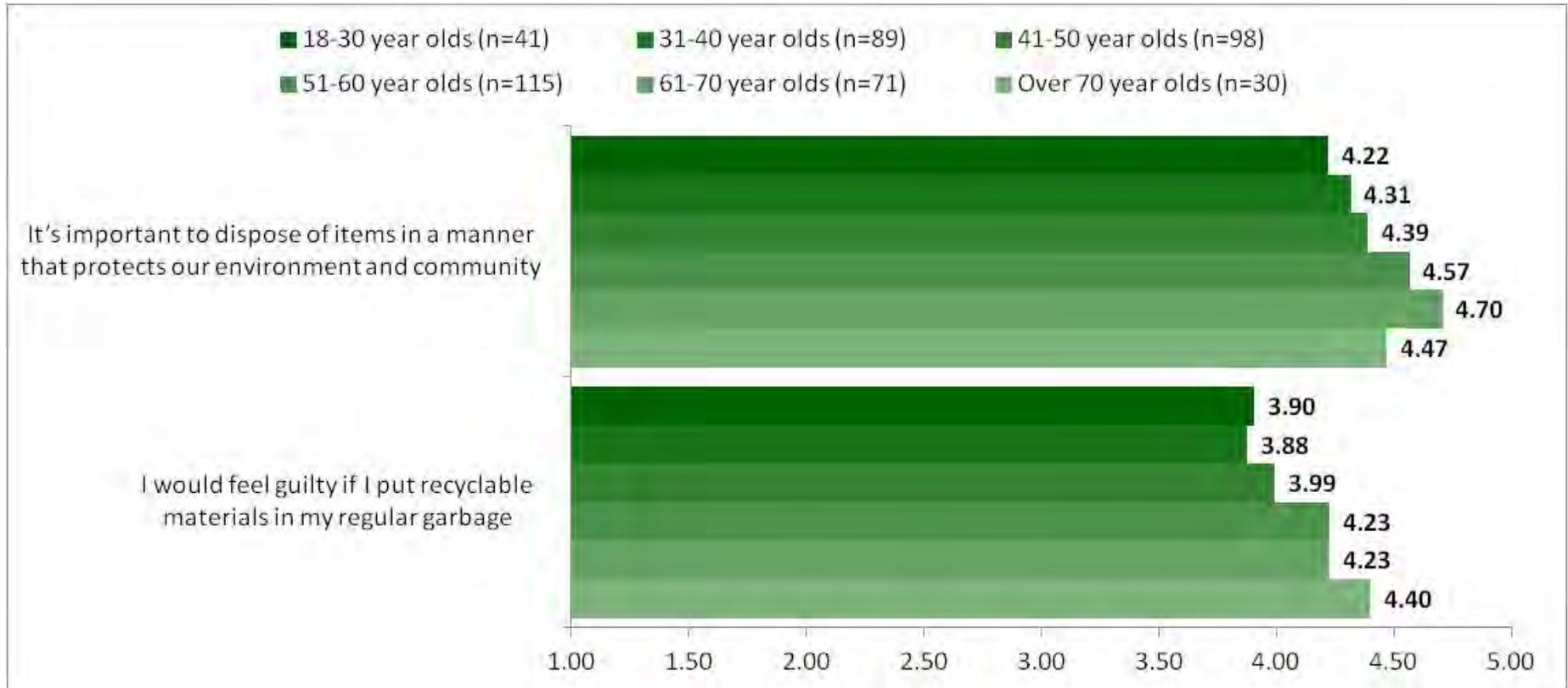
Demographics (cont.) by Age

Many demographics differ by age that should be kept in mind while interpreting other differences.

- ▼ As age increases, there is a decrease in the likelihood of being in a domestic partnership
- ▼ Except for an increase from the 18-30 age group to the 31-40 age group, there is a trend for number of people in the household to decrease as age increases
- ▼ Except for a decrease after age 70, there is a trend for household income to increase as age increases
- ▼ There is an increase in length of Linn County residency as age increases, especially from the 18-30 age group to the 31-40 age group
- ▼ Those aged 18-30 have lower levels of education, on average, than those aged 31-70

Value Statements by Age

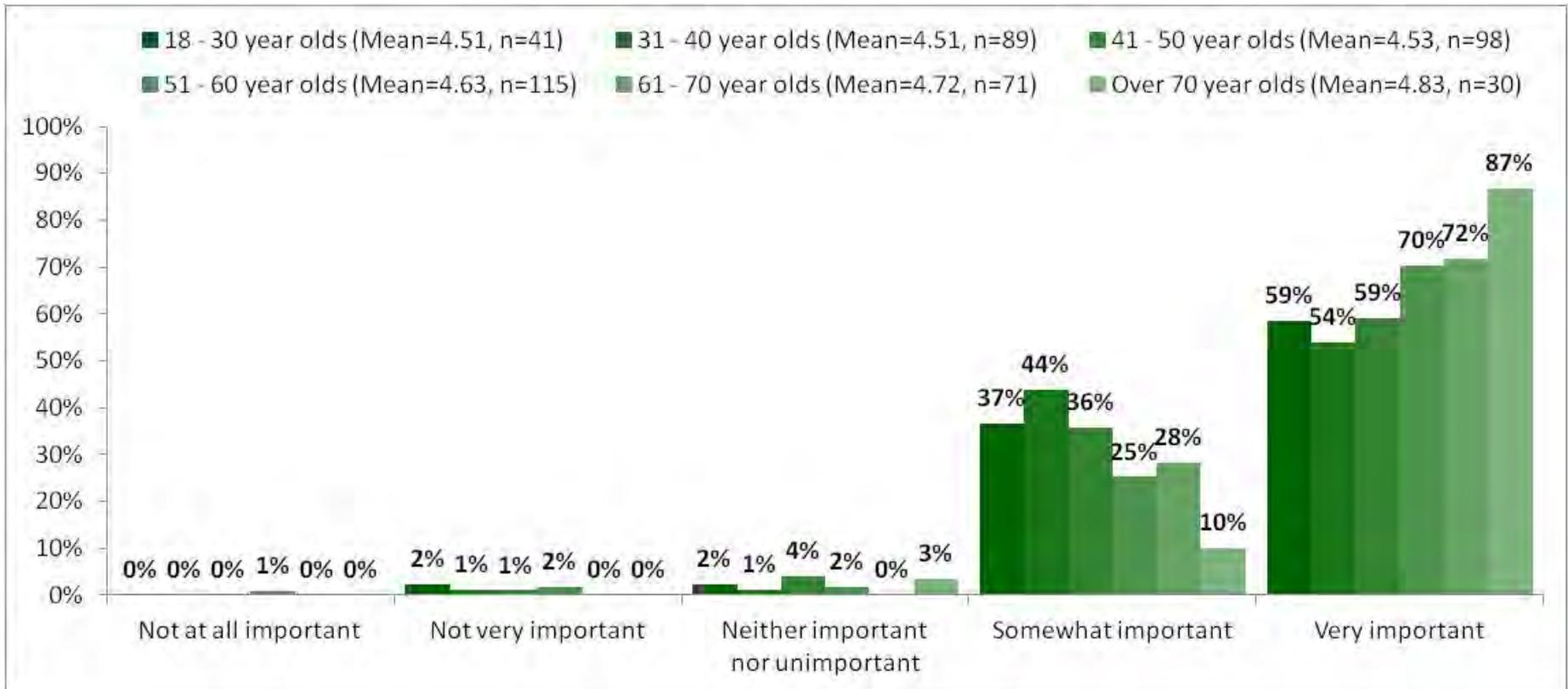
As age increased, people placed more importance on disposing of items responsibly and were more likely to feel guilty if they put recyclable materials in the garbage.



Q5. Rate your level of **agreement** with the following statements.
There is no right or wrong answer, so please answer honestly.

Recycling Importance by Age

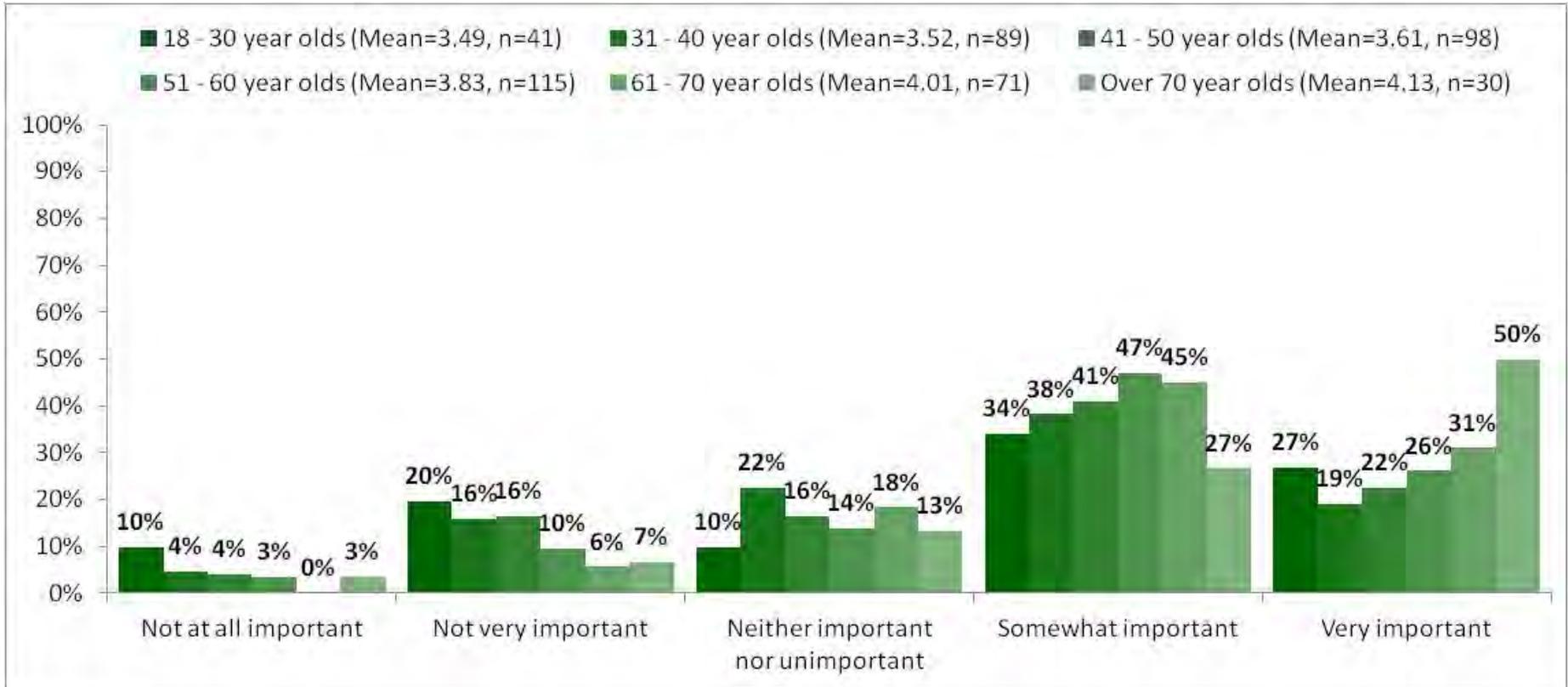
Recycling was important to most people, but it was even more important as age increased.



Q6. How important is recycling to you?

Composting Importance by Age

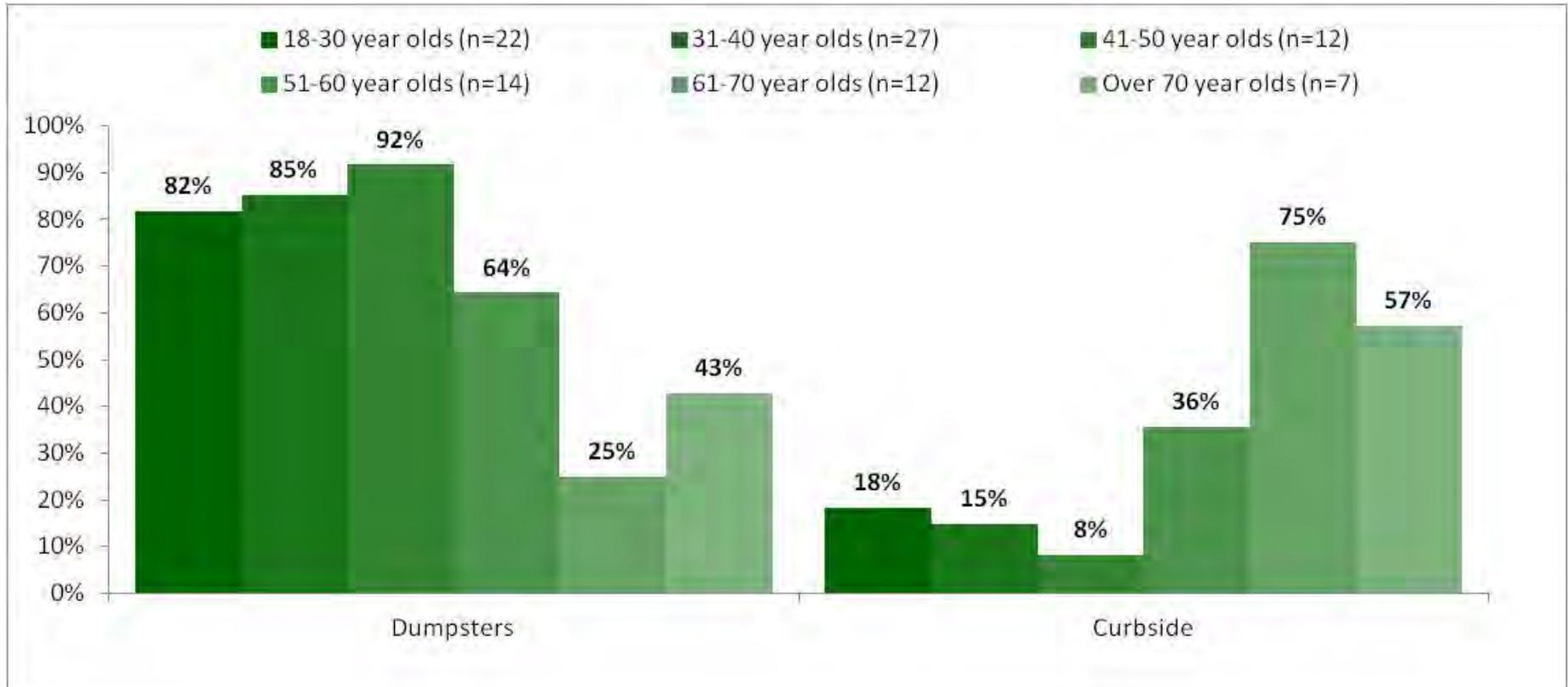
Composting was increased in importance as age increased.



Q7. How important is keeping food waste out of your trash?

Garbage Receptacles by Age

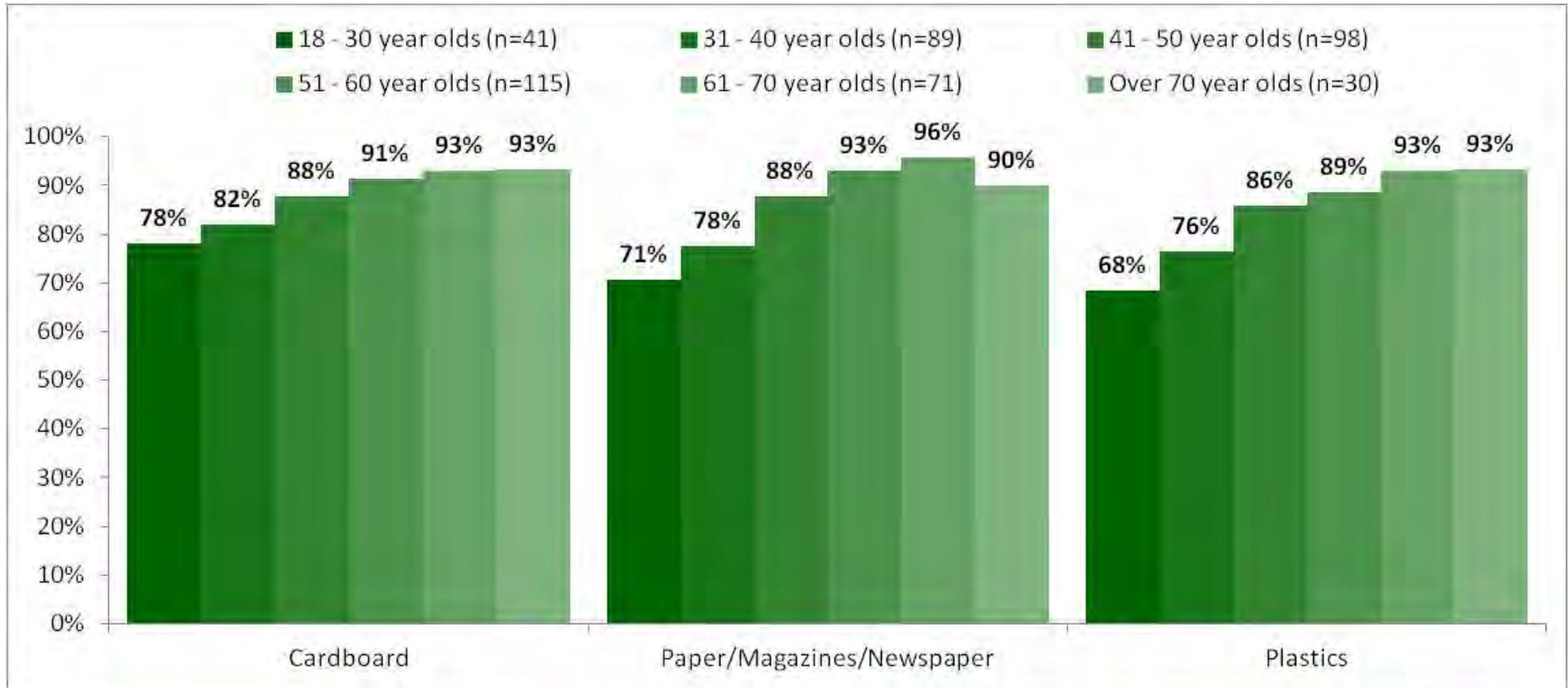
There was a move from dumpsters to curbside in people in the age span of 51 to 70, but a small portion turned back to using dumpsters in their 70s and beyond.



Q8. Do you have garbage dumpsters where you live, or is your garbage picked up curbside at your condo/apartment/townhouse/mobile home?

Recycling Availability – Home by Age

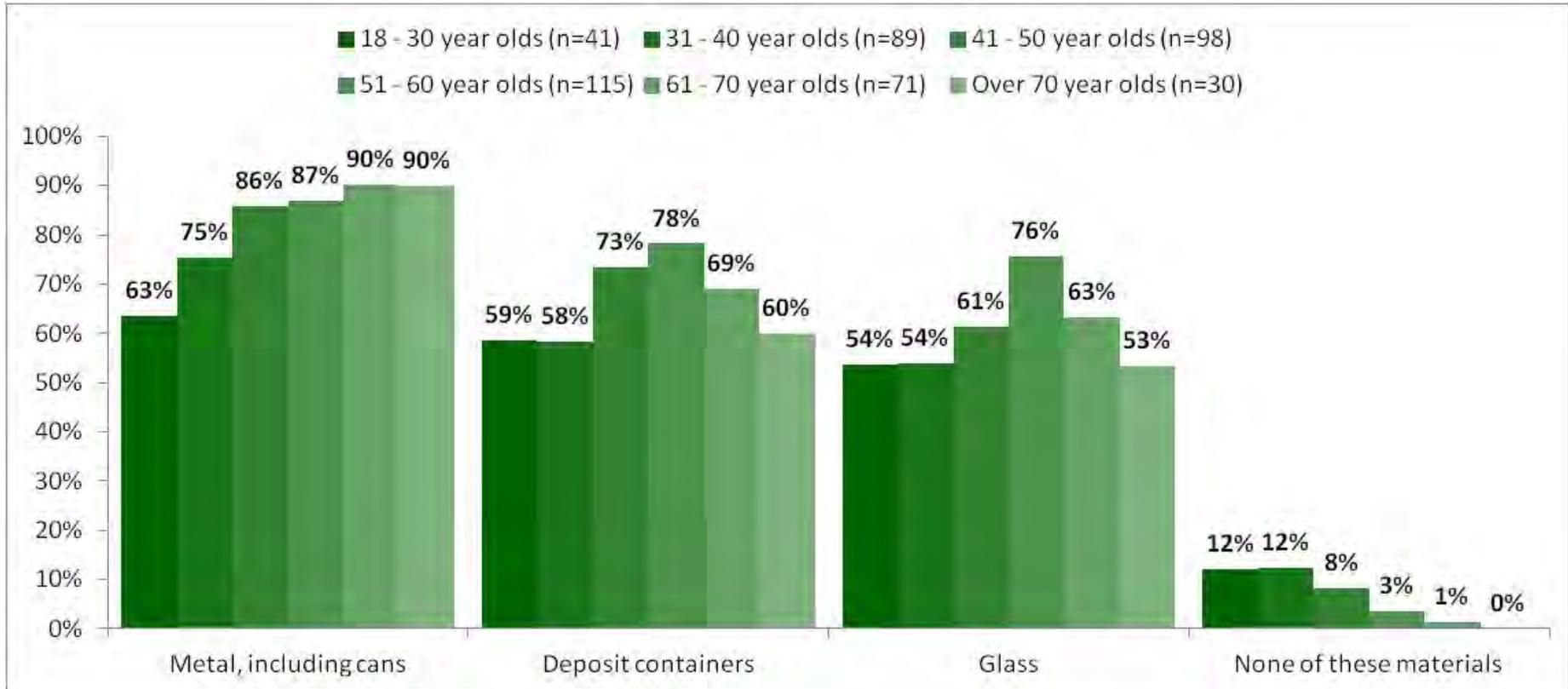
As age increased, people were more likely to have access at home to recycling containers for several materials.



Q10. First, tell us which materials you are **able** to recycle (items are picked up curbside or there is a special dumpster onsite). Select all that you have the opportunity to recycle (doesn't necessarily mean that you do recycle them).

Recycling Availability – Home (cont.) by Age

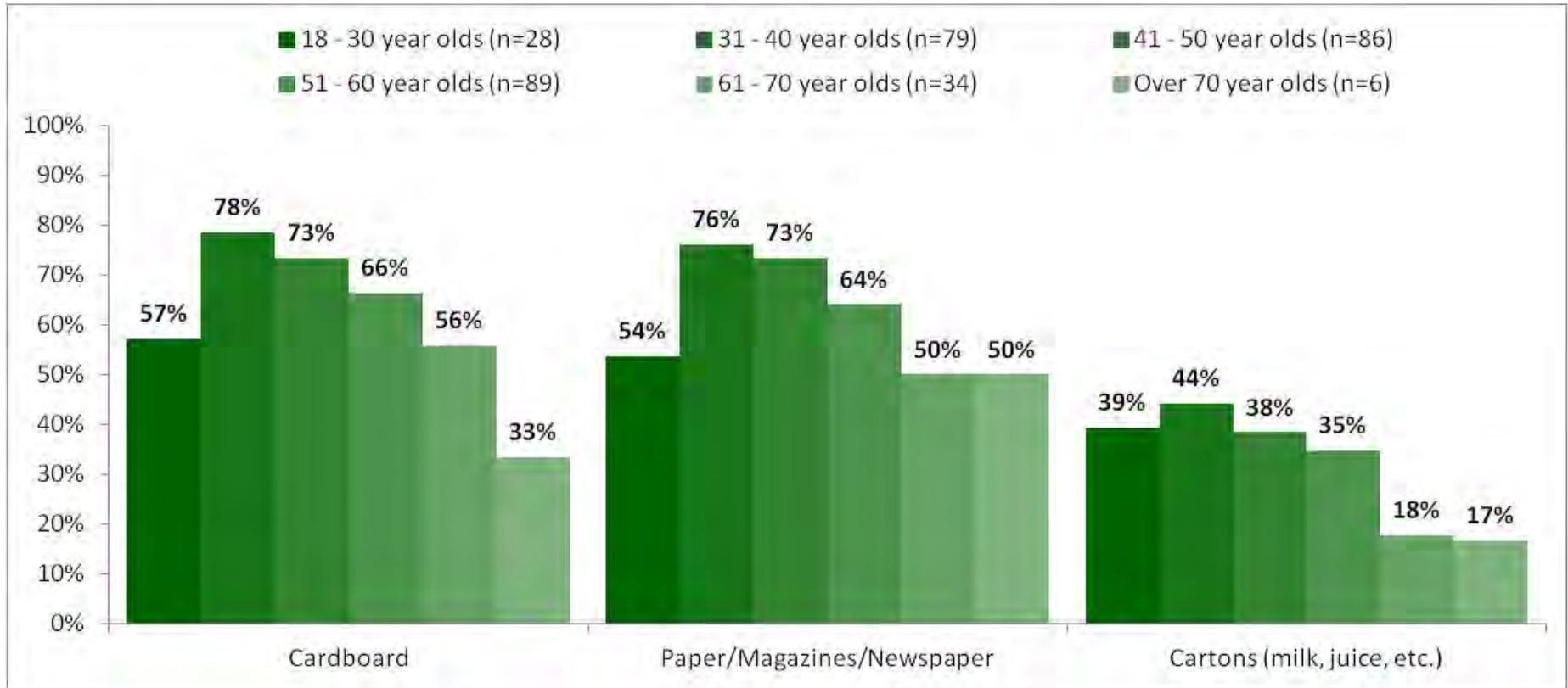
The ability to recycle deposit containers and glass at home peaked around 41-69 years of age.



Q10. First, tell us which materials you are **able** to recycle (items are picked up curbside or there is a special dumpster onsite). Select all that you have the opportunity to recycle (doesn't necessarily mean that you do recycle them).

Recycling Availability – Work by Age

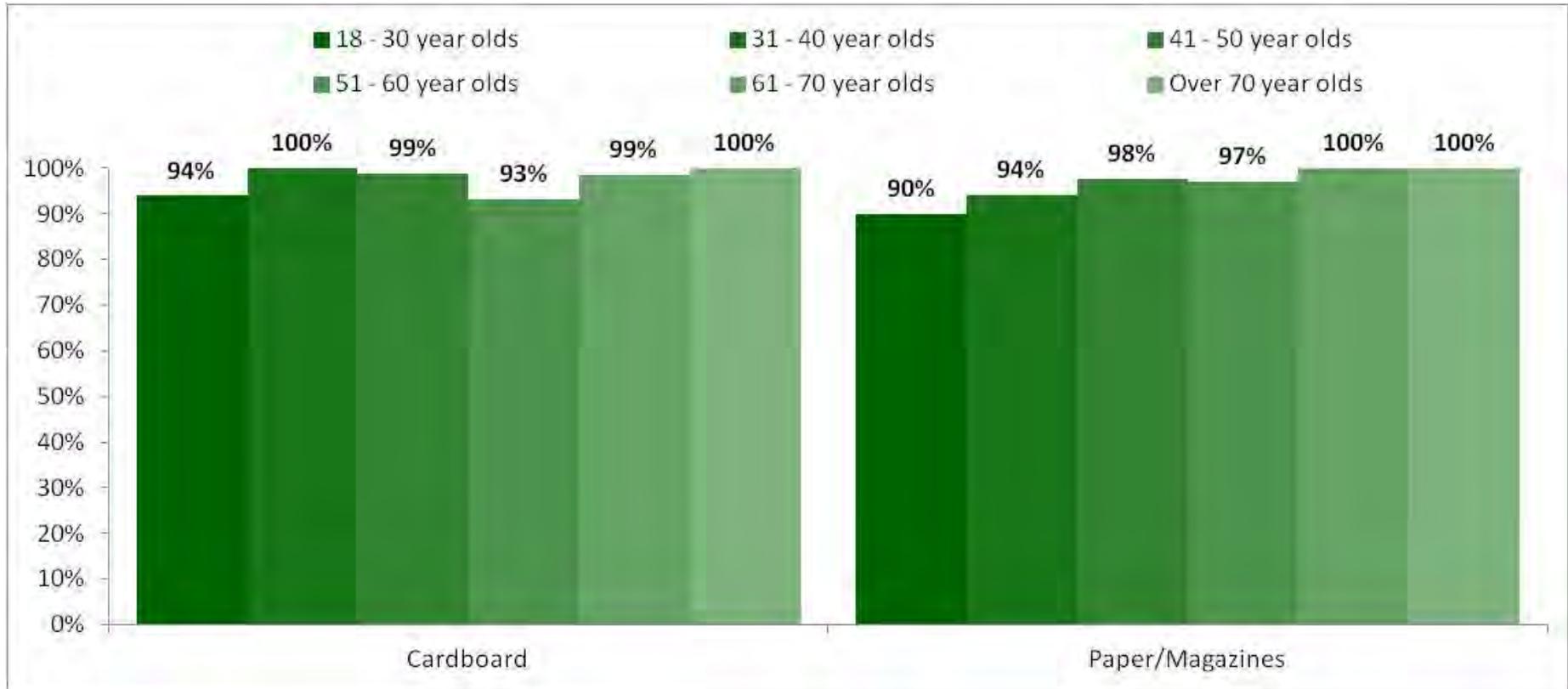
As age increased, except for the youngest group, people were less likely to be able to recycle cardboard, paper, magazines, newspapers and cartons at work.



Q10. First, tell us which materials you are **able** to recycle (items are picked up curbside or there is a special dumpster onsite). Select all that you have the opportunity to recycle (doesn't necessarily mean that you do recycle them).

Recycling at Home by Age

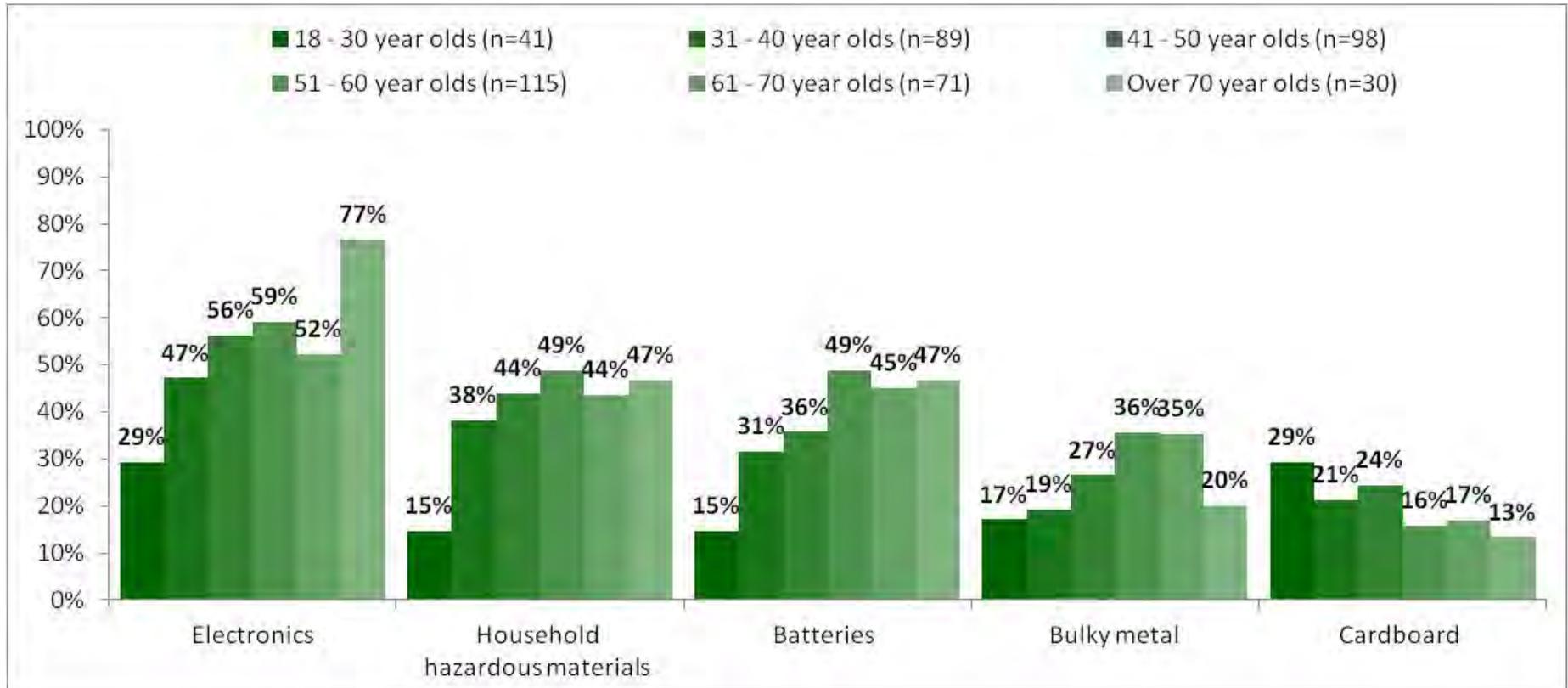
Most said they recycle cardboard, paper and magazines at home, but there were small dips for the 18-30 and 51-60 age groups. There was an increasing trend for paper and magazines.



Q11. Now, we're interested in finding out your actual recycling activity. Which materials do you or someone else in your household usually recycle at home? Select all that apply.

Public Drop-off Site Usage by Age

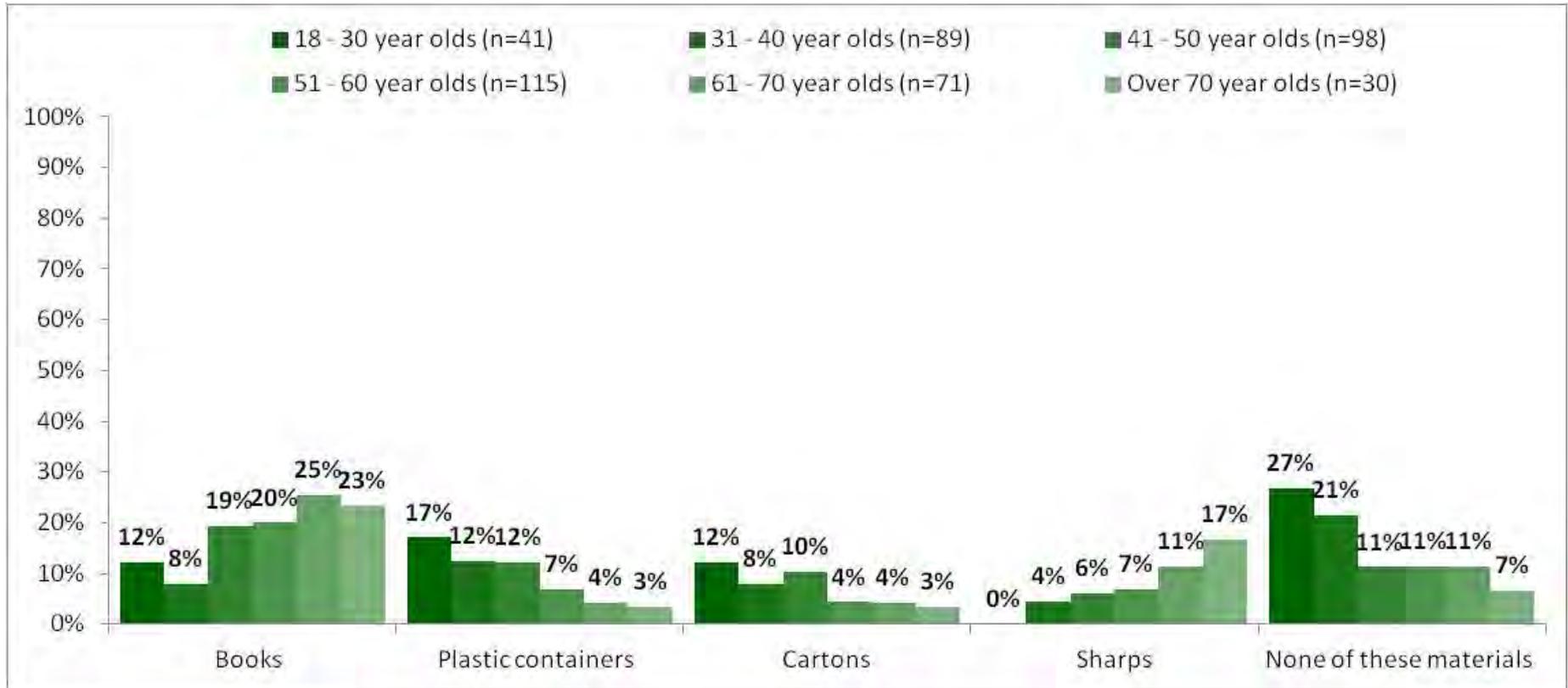
As age increased, likelihood of having used one of the public drop-off sites for recycling increased for several materials. There was a decreasing trend for cardboard, though.



Q15. Which materials have you or someone in your household taken to a public drop-off site in Linn County for recycling? Select all that apply.

Public Drop-off Site Usage (cont.) by Age

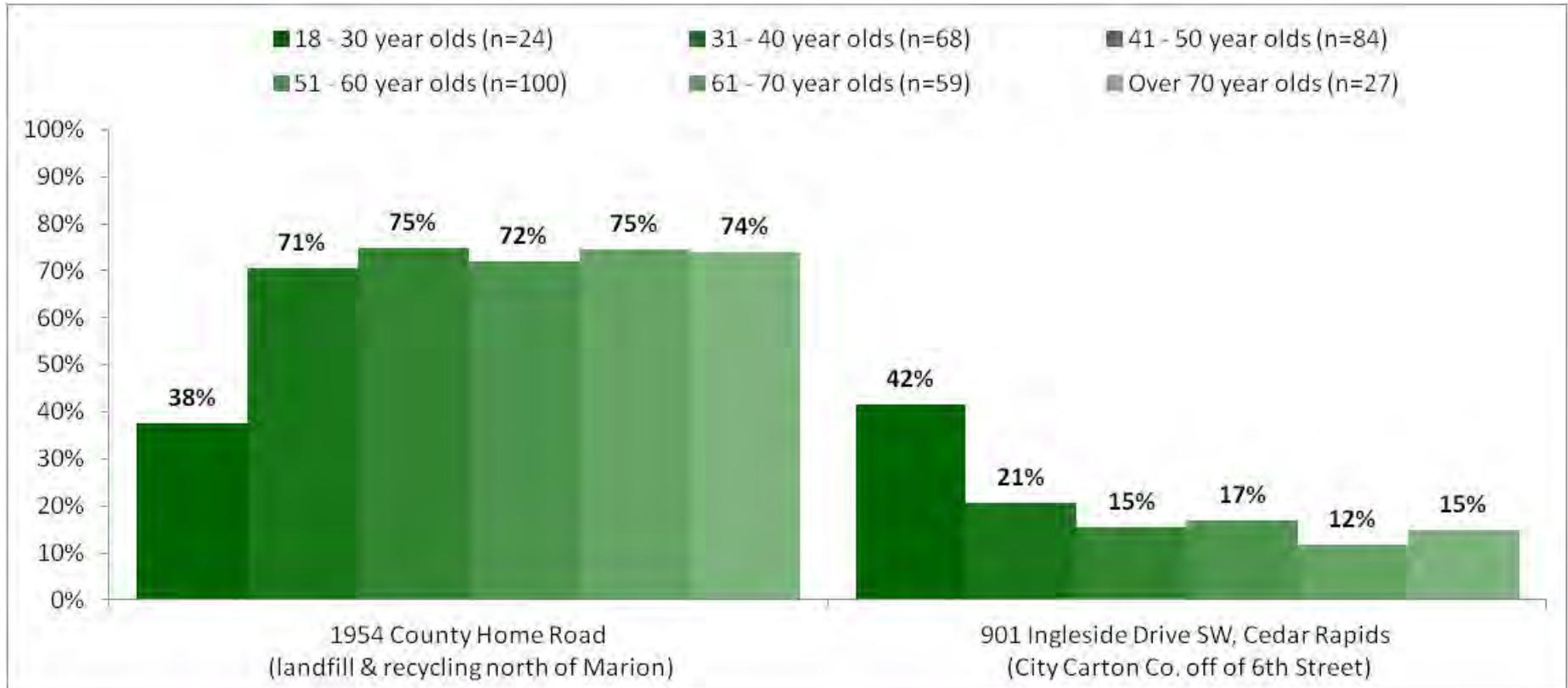
Recycling books and sharps at public drop-off sites increased as age increased, but taking plastic containers or cartons decreased as age increased.



Q15. Which materials have you or someone in your household taken to a public drop-off site in Linn County for recycling? Select all that apply.

Drop-off Locations' Usage by Age

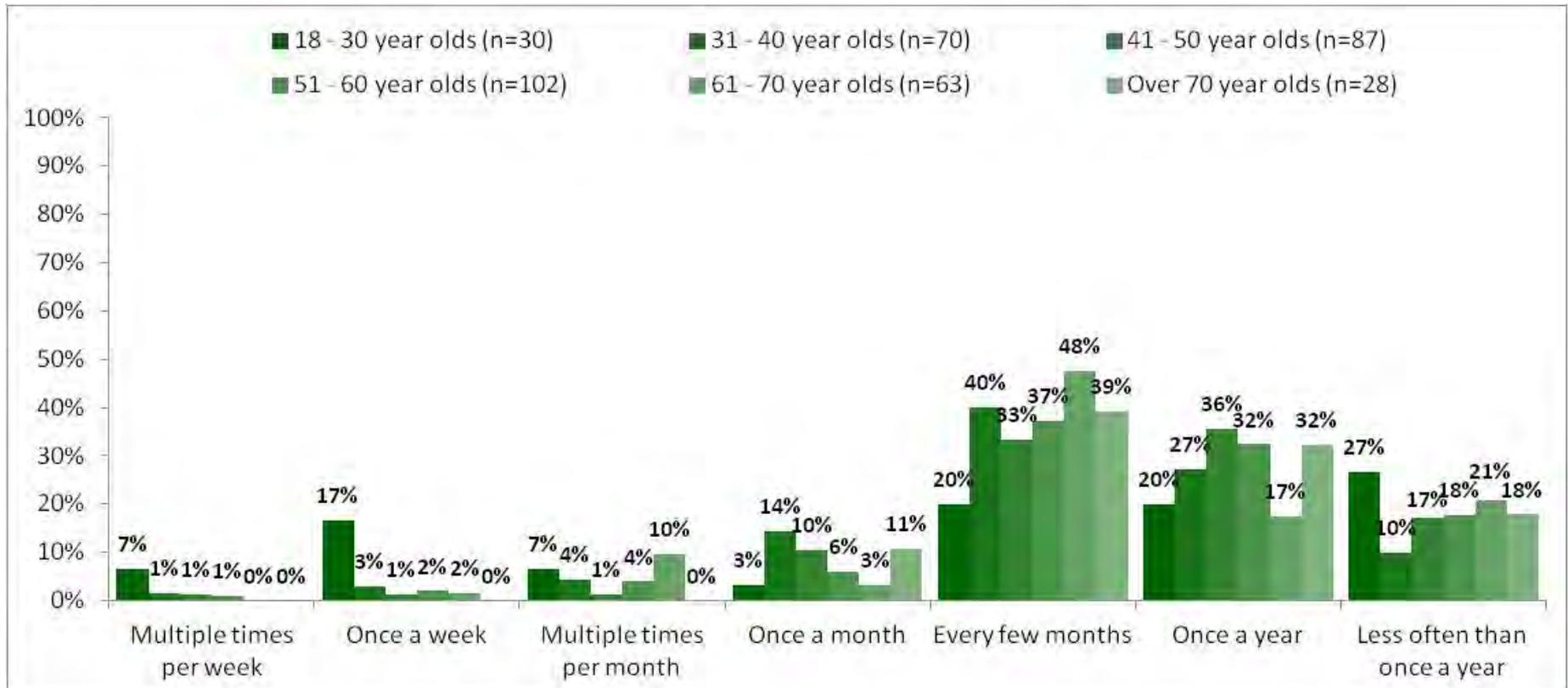
Those in the youngest group were more likely to use the Ingleside location than the County Home Road location.



Q16. Which drop off site(s) have you or someone in your household used? Select all that apply.

Frequency of Drop-off Usage by Age

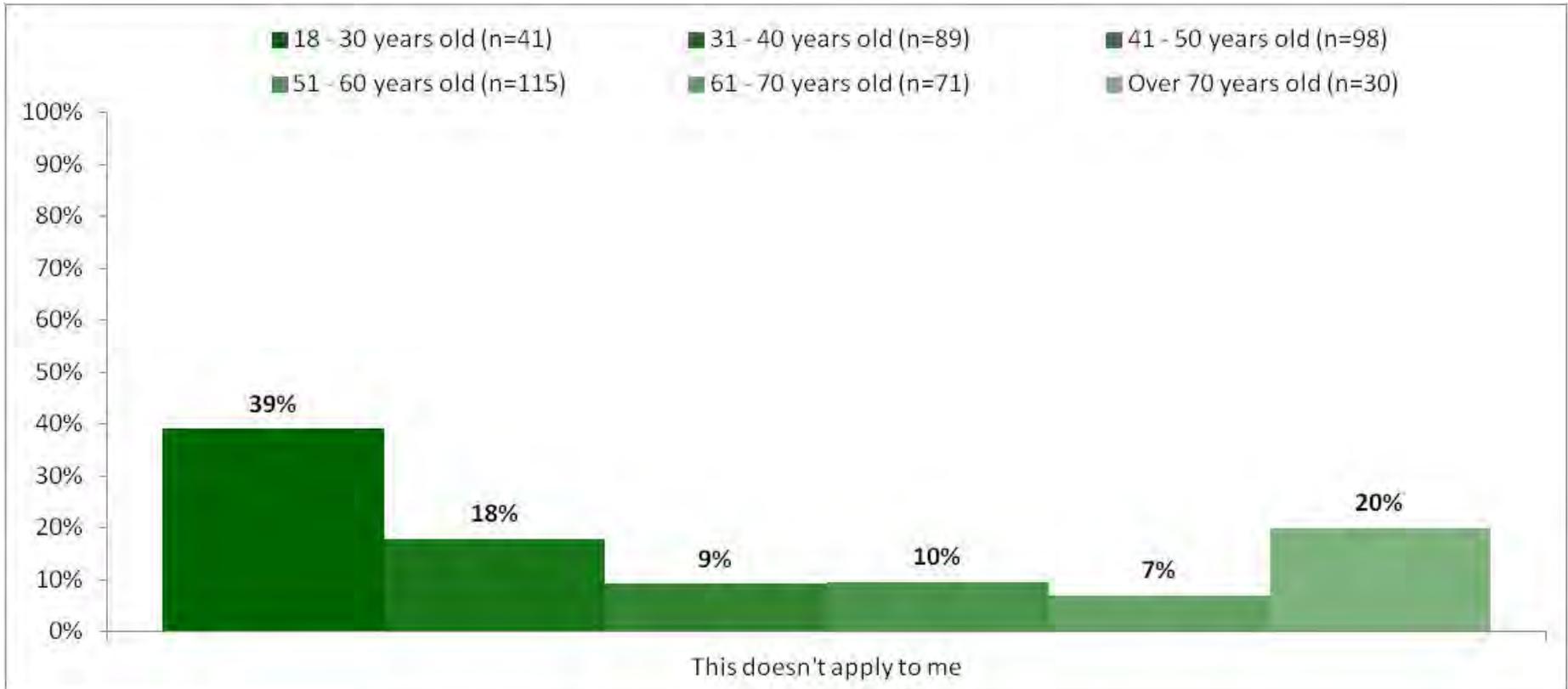
Frequency of using recycling drop-off sites tended to decrease as age increased.



Q17. How often do you or someone in your household use a recycling drop-off?

Yard Waste Behaviors by Age

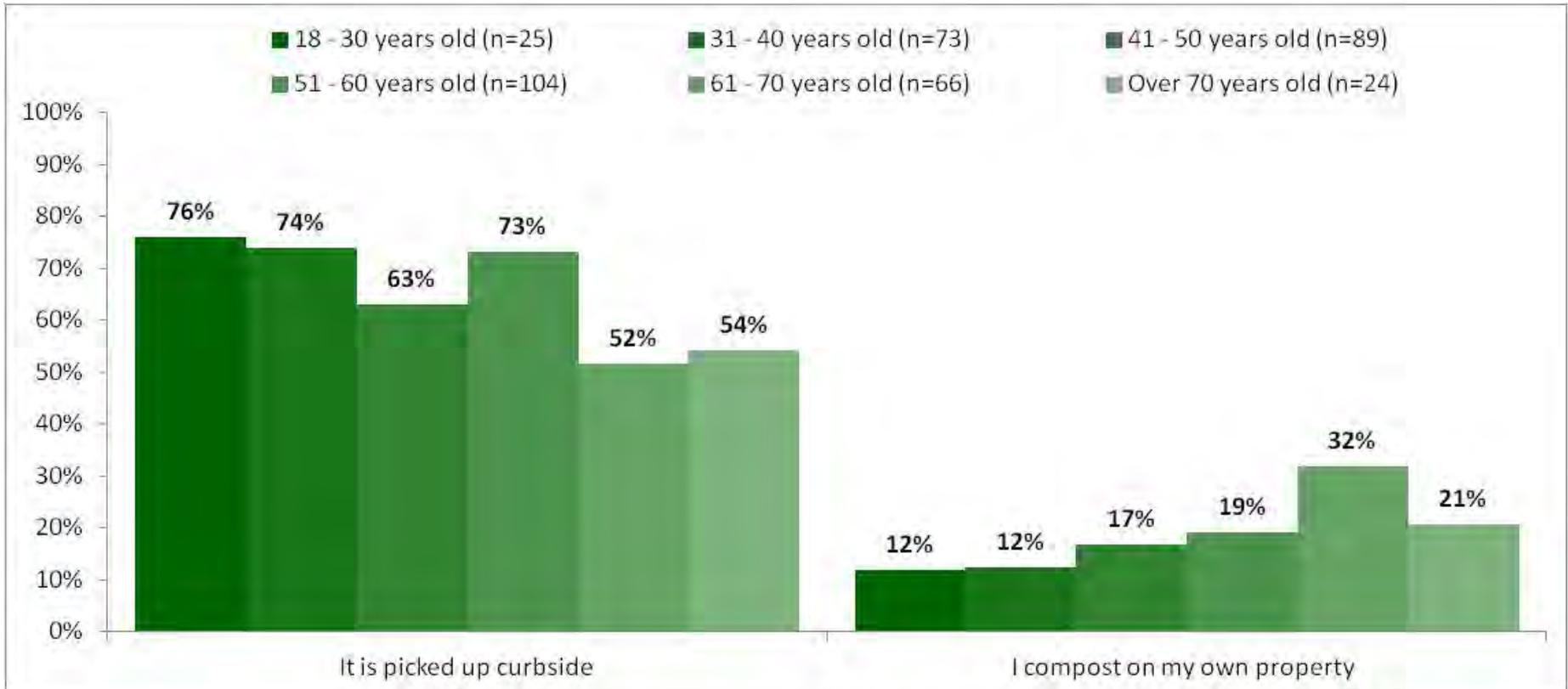
As age increased, except for a rebound for the oldest group, there was an increase in having yard waste to handle.



Q18. What do you typically do with your grass clippings/leaves/other yard waste? Select **up to two** responses.

Yard Waste Behaviors (cont.) by Age

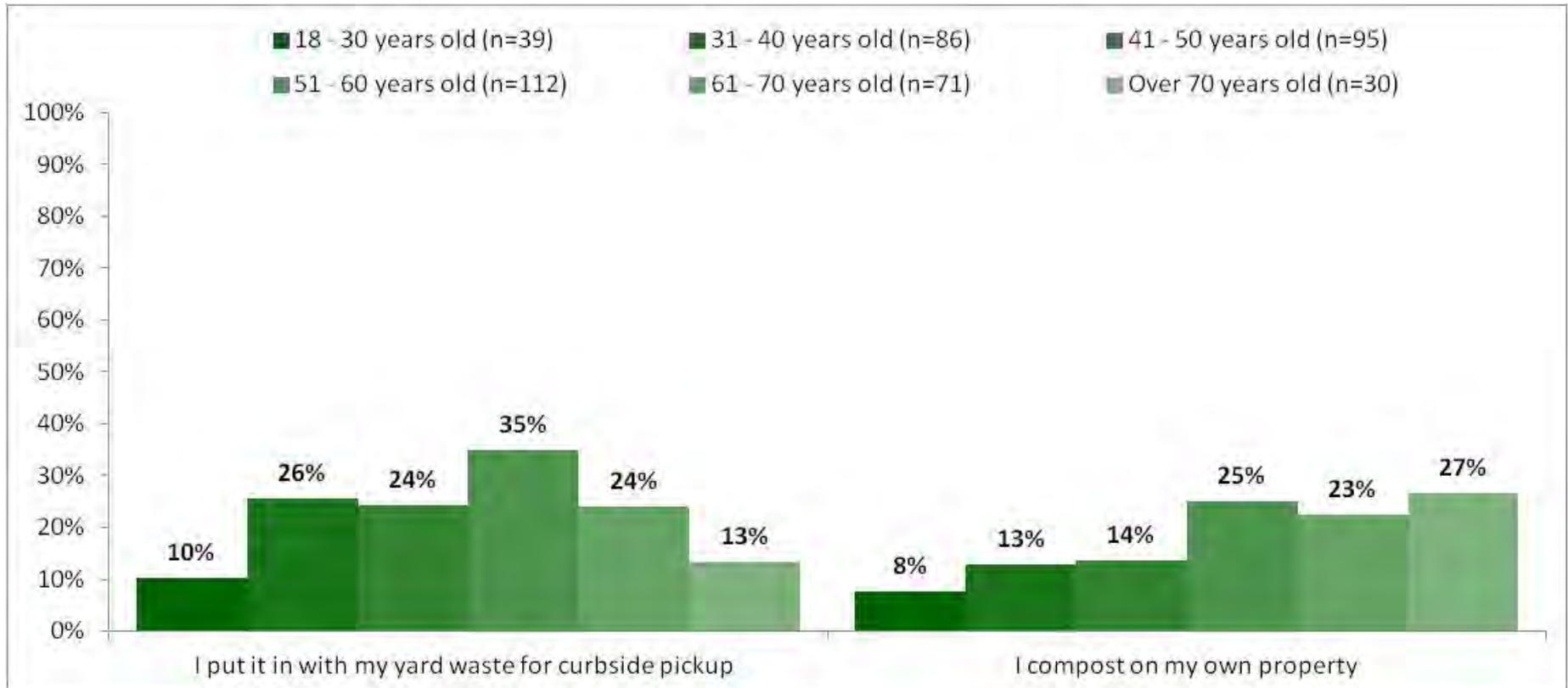
Once people who said the question did not apply to them were removed, there was a decrease in having yard waste picked up curbside and an increase in composting onsite as age increased.



Q18. What do you typically do with your grass clippings/leaves/other yard waste? Select **up to two** responses.

Food Waste Behaviors by Age

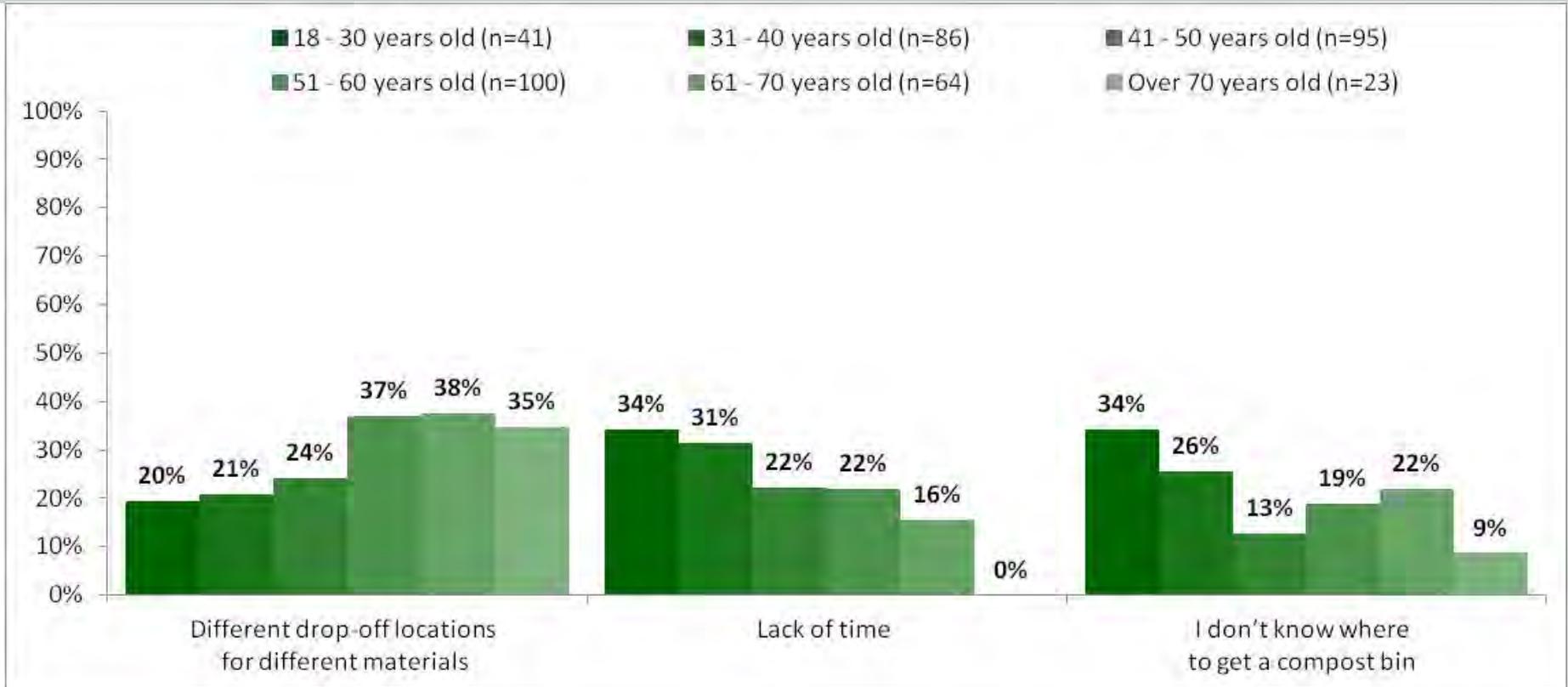
There were no significant differences based on age in whether people had food waste to handle or not. Once people who said they don't have food waste were removed, as age increased, composting onsite increased. There was an increase, then a decrease, for curbside pickup.



Q19. What do you typically do with your food waste? Select **up to two** responses.

Recycling and Composting Challenges by Age

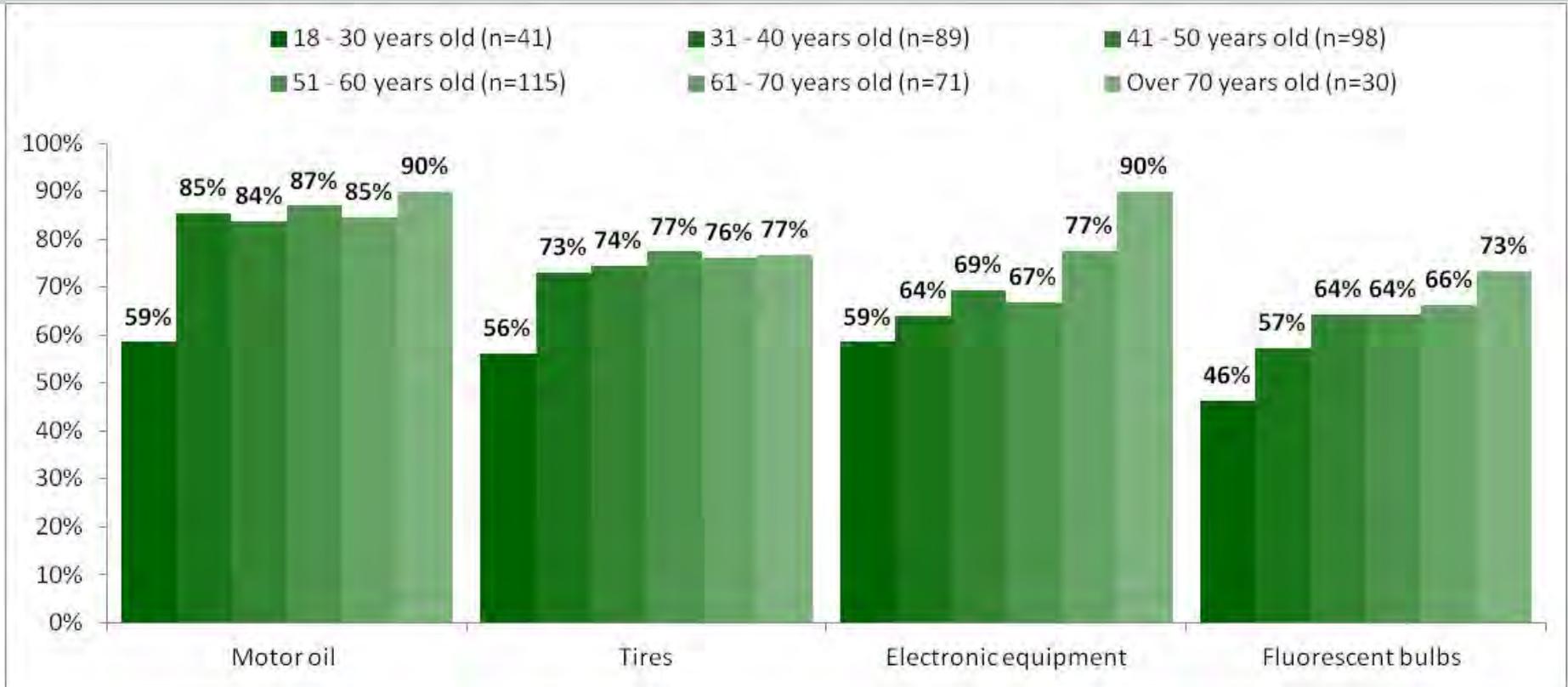
Those aged 18-50 were less likely to have a challenge than those aged 51 and older with dropping different materials off at different locations. As age increased, lack of time and knowledge about where to get a compost bin were not as likely to be challenges for recycling or composting more.



Q21. Which of the following create a challenge for your household when it comes to recycling or composting more? Select all that apply.

Banned Trash by Age

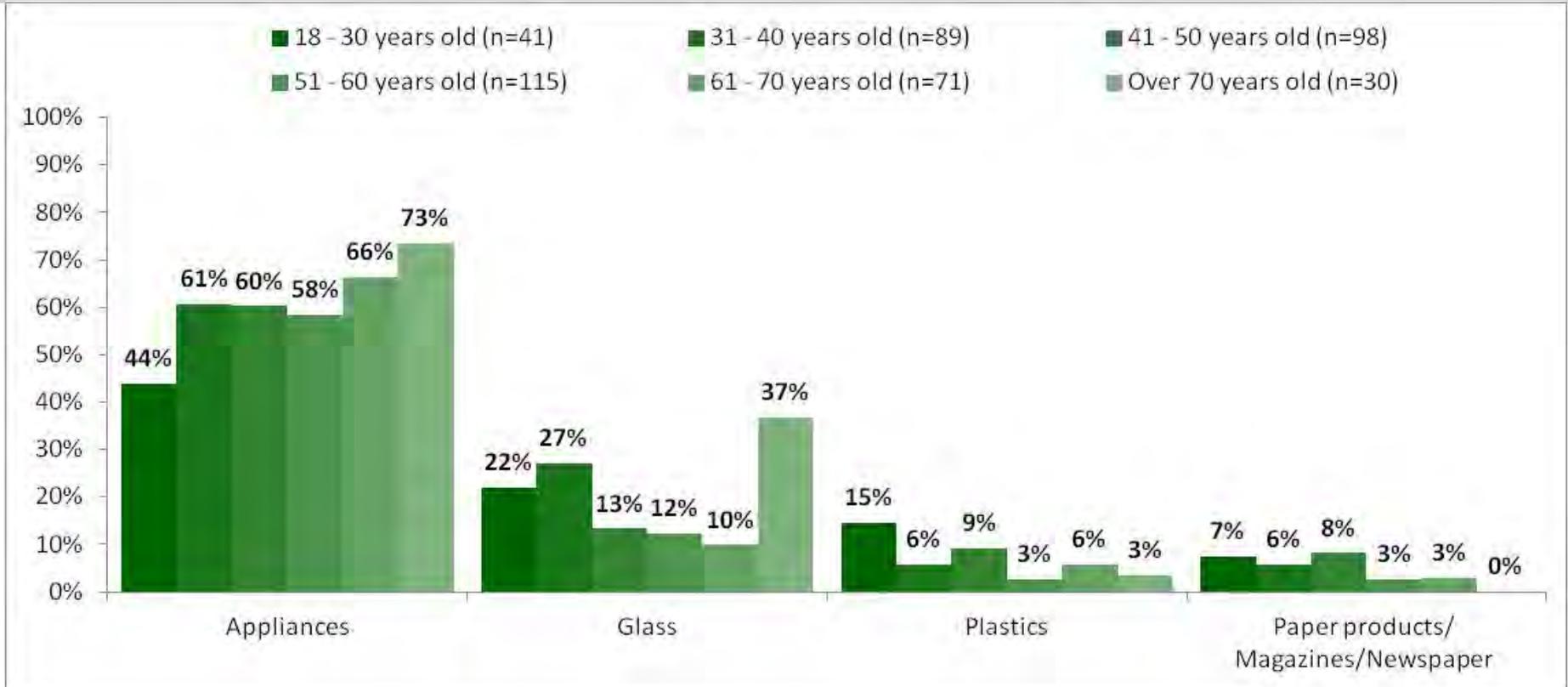
Those in the youngest age group were less likely to know that motor oil and tires could not be treated like regular trash. As age increased, knowledge that electronic equipment and fluorescent bulbs could not be treated like regular trash increased.



Q23. In Linn County, which items from the list below are banned from disposal in the landfill and cannot be placed in residential trash containers? Select all that apply.

Banned Trash (cont.) by Age

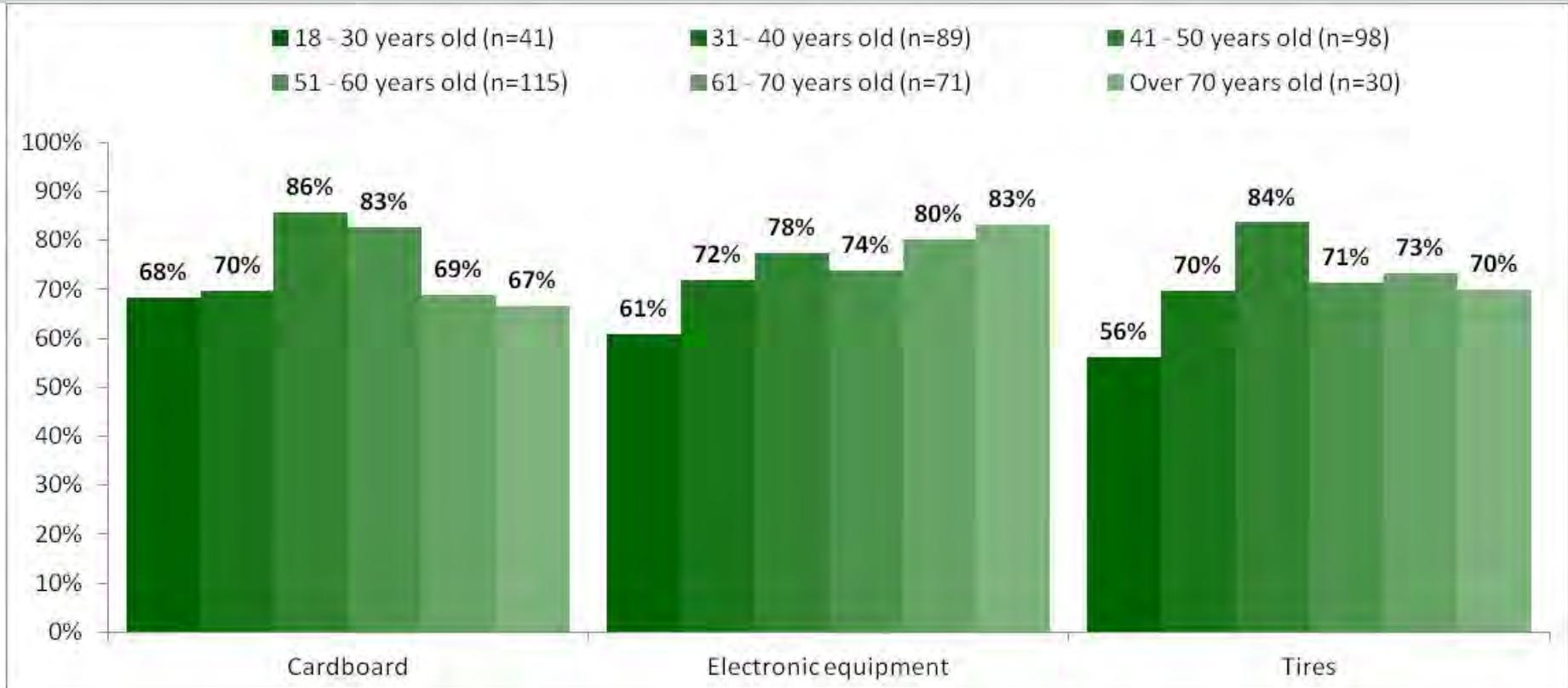
As age increased, knowledge that appliances could not be placed with regular trash increased. The misconceptions that glass, plastics, paper products, magazines and newspapers could not be placed in the trash decreased as age increased, except for the oldest group in the case of glass.



Q23. In Linn County, which items from the list below are banned from disposal in the landfill and cannot be placed in residential trash containers? Select all that apply.

Recyclable Materials by Age

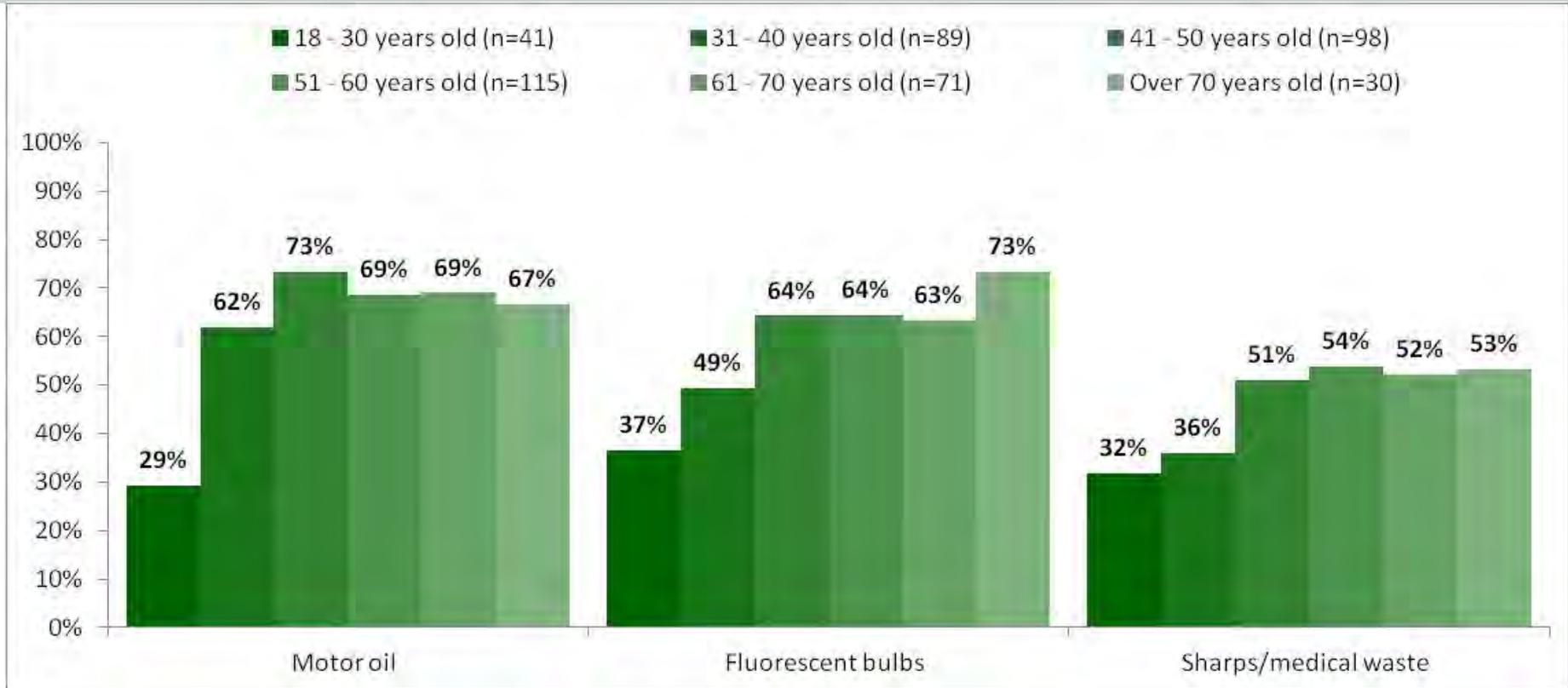
Knowledge about cardboard recycling was higher among ages 41-60. As age increased, knowledge about recycling electronic equipment increased. Knowledge about tire recycling was low for the youngest group and high for the 41-50 age group compared to the other age groups.



Q24. In Linn County, which items from the list below can be **recycled** at public drop-off sites? Select all that apply.

Recyclable Materials (cont.) by Age

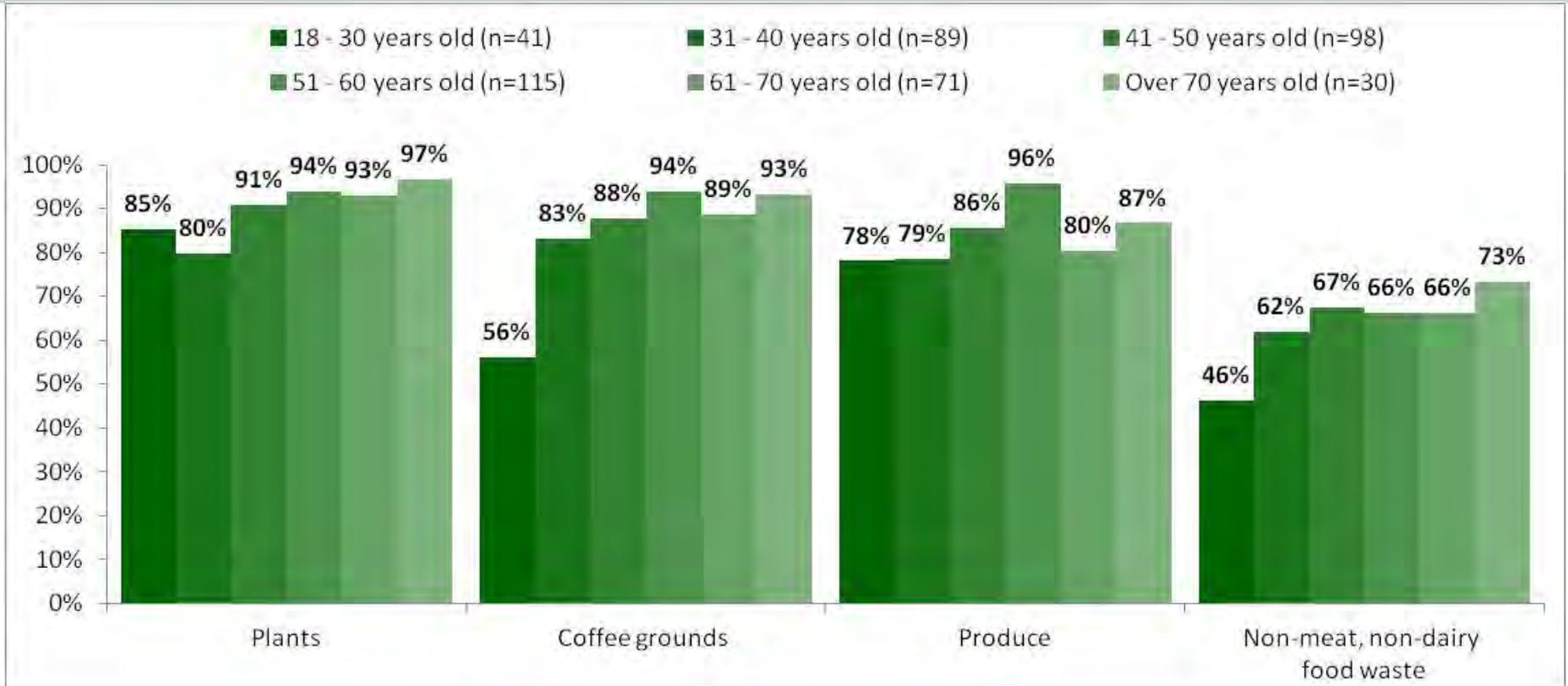
Those in the youngest age group were less likely to know about recycling motor oil. Those aged 18-40 were less likely to know about sharps/medical waste drop-off sites. As age increased, knowledge about fluorescent bulb drop-off sites increased.



Q24. In Linn County, which items from the list below can be **recycled** at public drop-off sites? Select all that apply.

Compostable Materials by Age

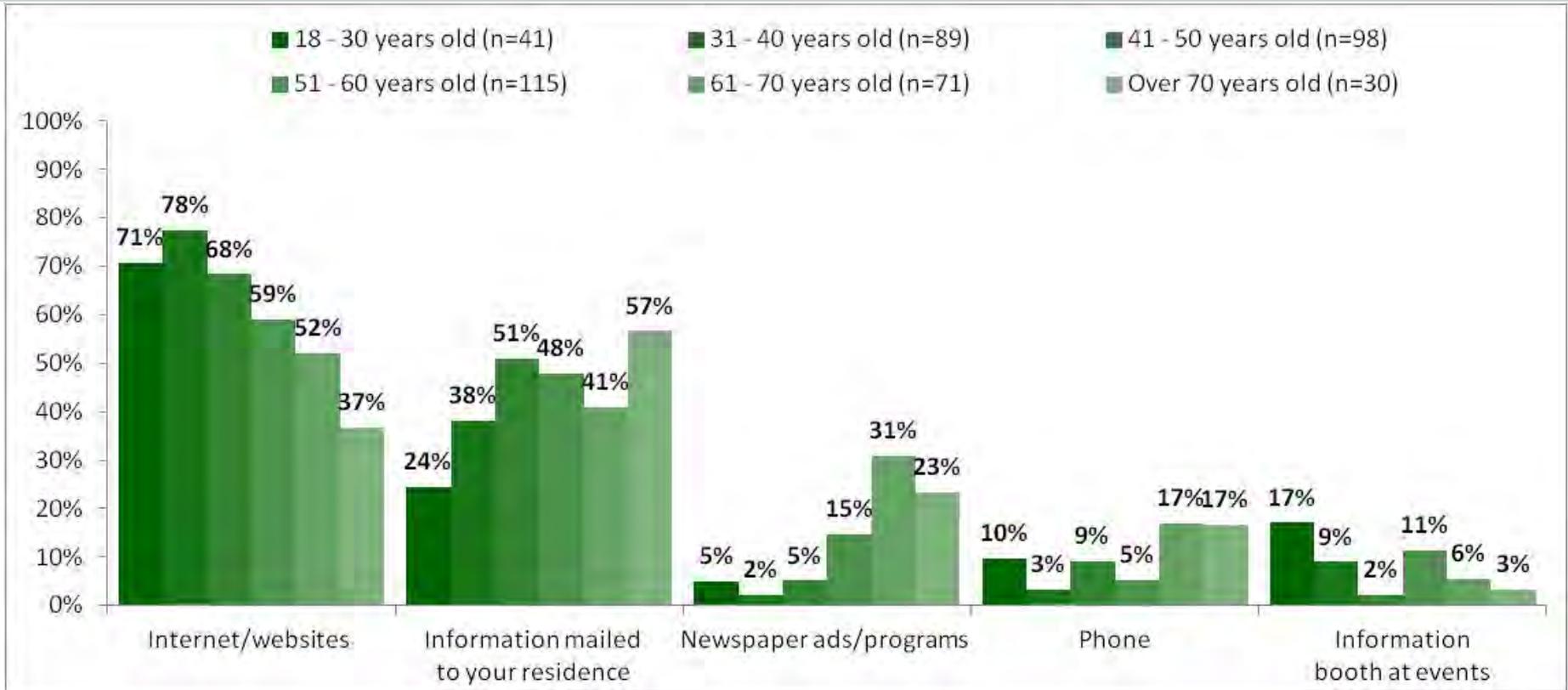
Except for produce, there was a trend for increased knowledge about what is compostable as age increased. For coffee grounds and non-meat, non-dairy waste, the youngest group was noticeably less informed. Those aged 51-60 were more informed about produce being compostable.



Q25. Which items from the list below can be easily composted in backyard bins or placed with yard waste? Select all that apply.

Method of Information Searching by Age

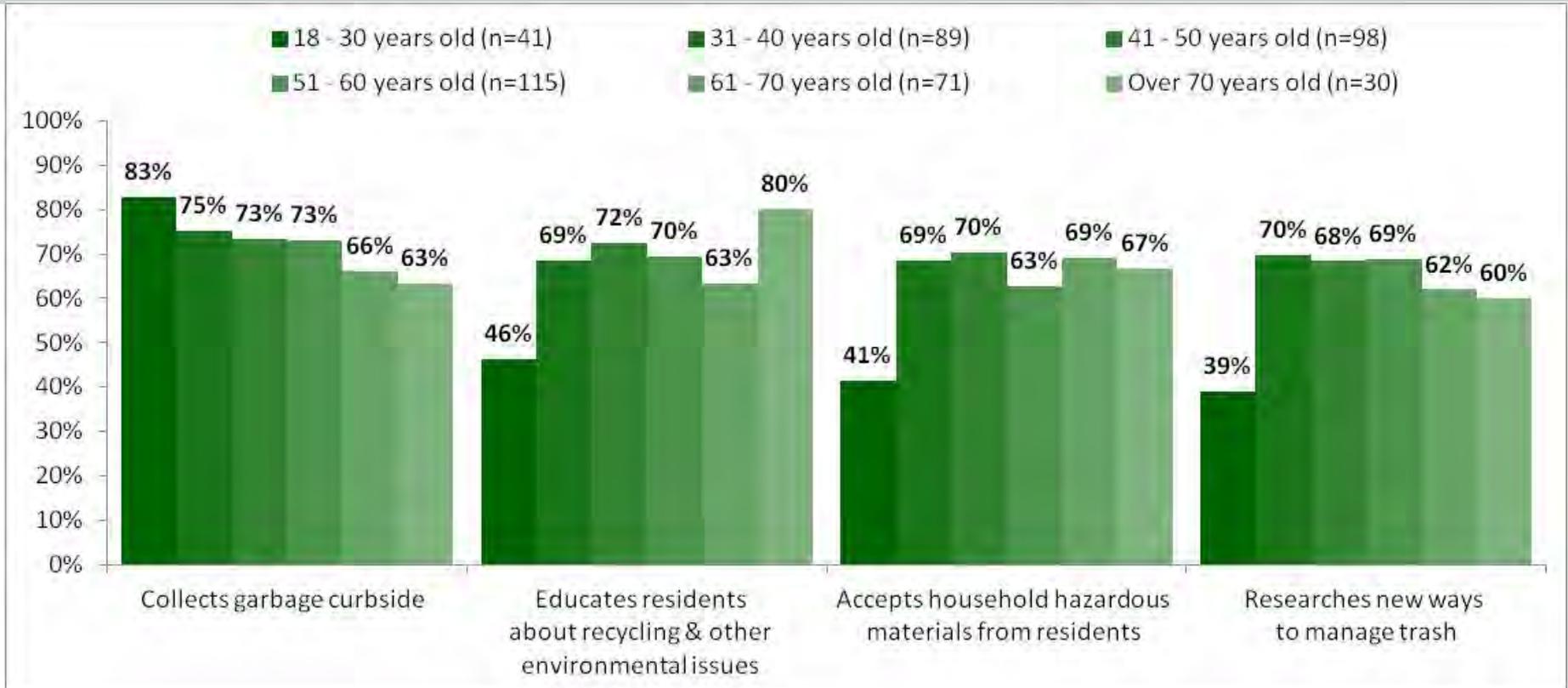
As age increased, there was more preference for getting information by phone, newspaper ads/programs and mailers, and less interest in using the Internet. There were significant differences regarding getting information at events, but no clear pattern.



Q27. To learn about recycling and waste reduction in Linn County, which method(s) are you most likely to use? Choose **up to two** of your most-preferred methods.

Knowledge of Solid Waste Agency Activities by Age

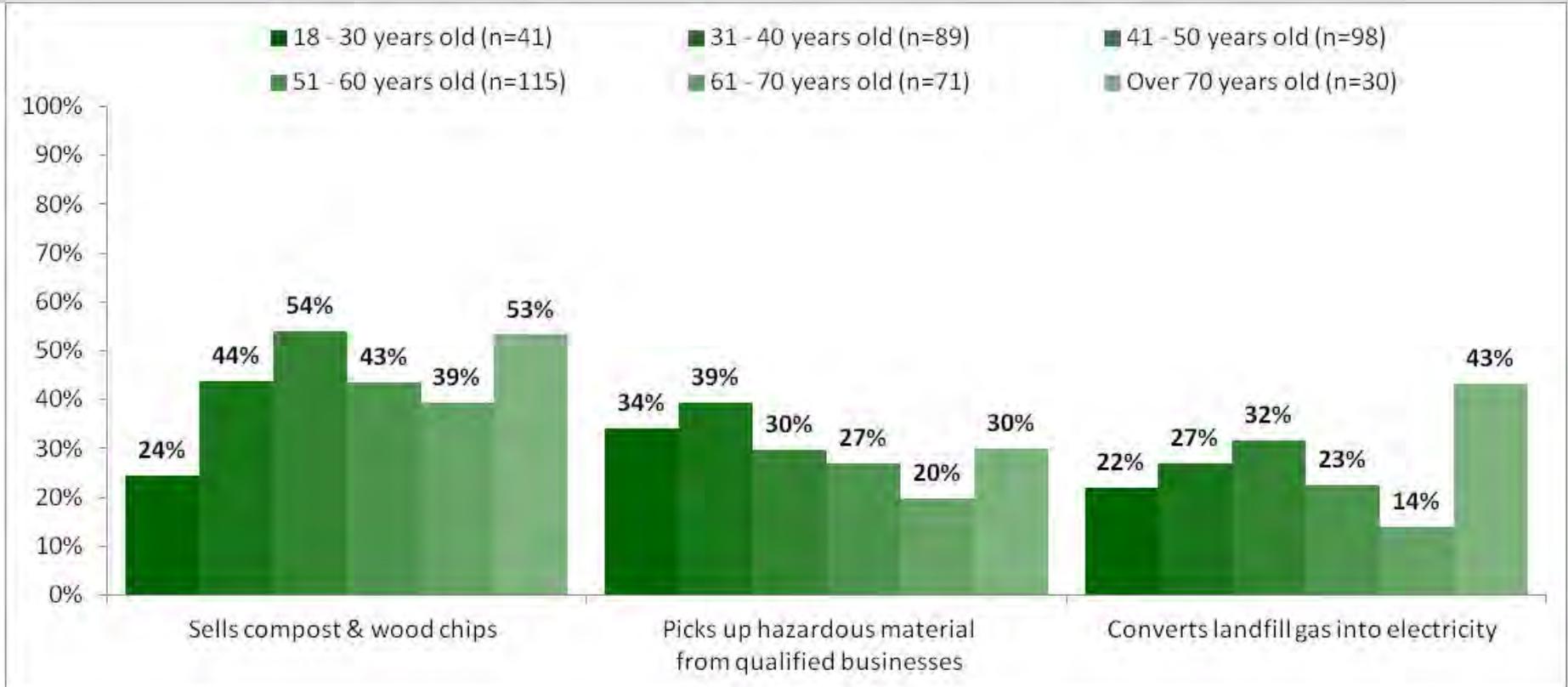
As age increased, there was a decrease in the misconception that the Agency collects garbage curbside, but even in the oldest group, most people believed this. The youngest group was less likely to know about education, hazardous materials and trash management research.



Q29. To the best of your knowledge, which of the following does the Cedar Rapids/Linn County Solid Waste Agency do? Select all that apply.

Knowledge of Solid Waste Agency Activities (cont.) by Age

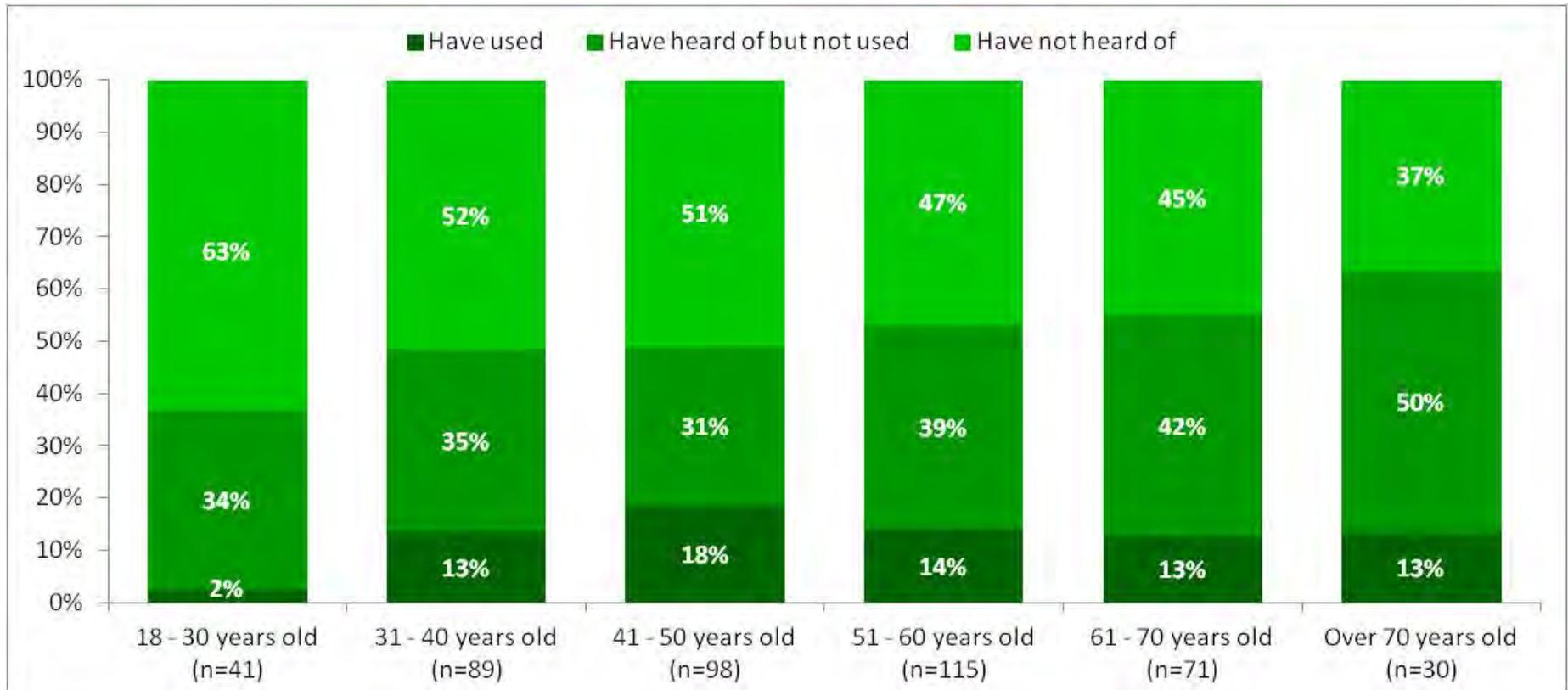
There was a general trend for people to know that the Agency picks up hazardous material from qualified businesses as age increased. The youngest group was less likely to know about compost and wood chips, while the oldest group was more likely to know about landfill gas conversion.



Q29. To the best of your knowledge, which of the following does the Cedar Rapids/Linn County Solid Waste Agency do? Select all that apply.

Usage of Solid Waste Agency Offerings by Age – Swap Shop

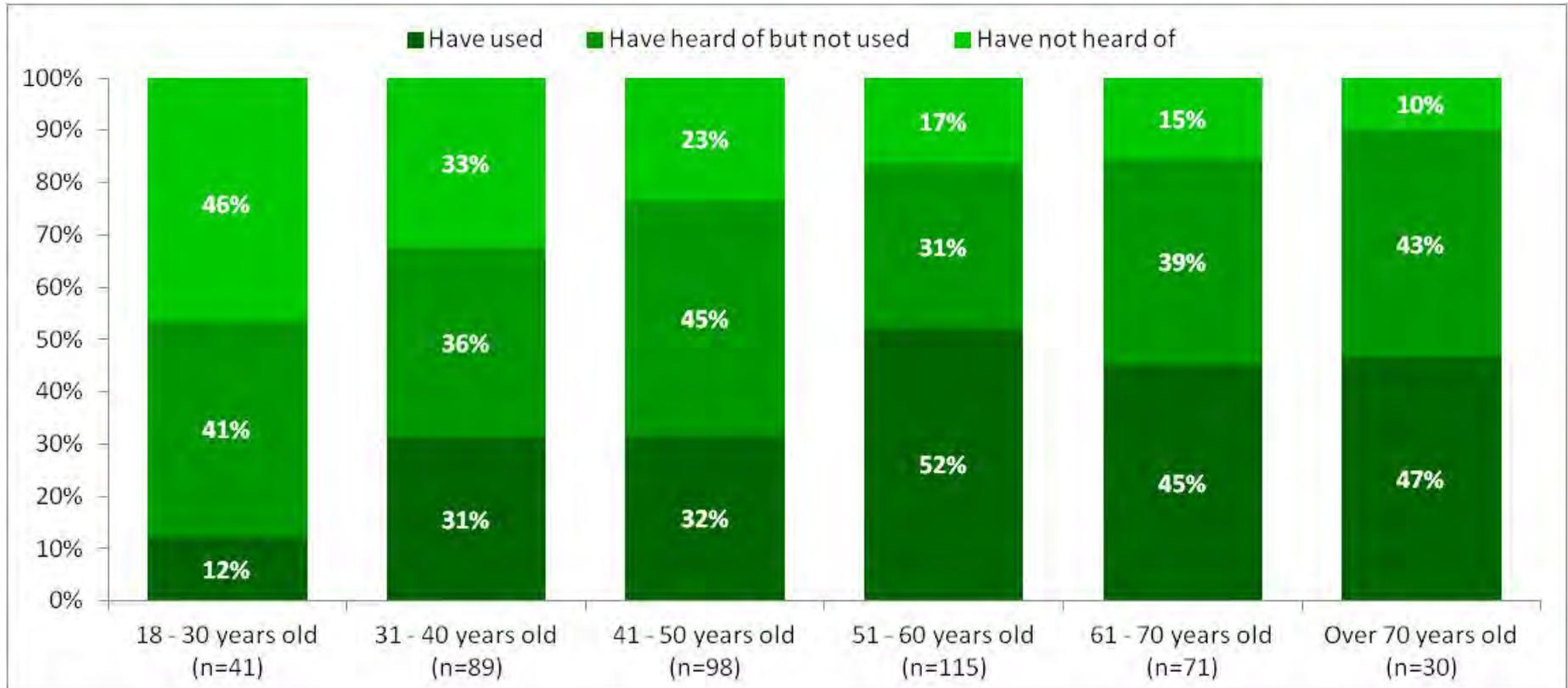
As age increased, there was a higher likelihood that people had used or heard of the Swap Shop.



Q31. Which of the following Cedar Rapids/Linn County Solid Waste Agency programs have you heard of or used?

Usage of Solid Waste Agency Offerings by Age – Pollution Prevention Center

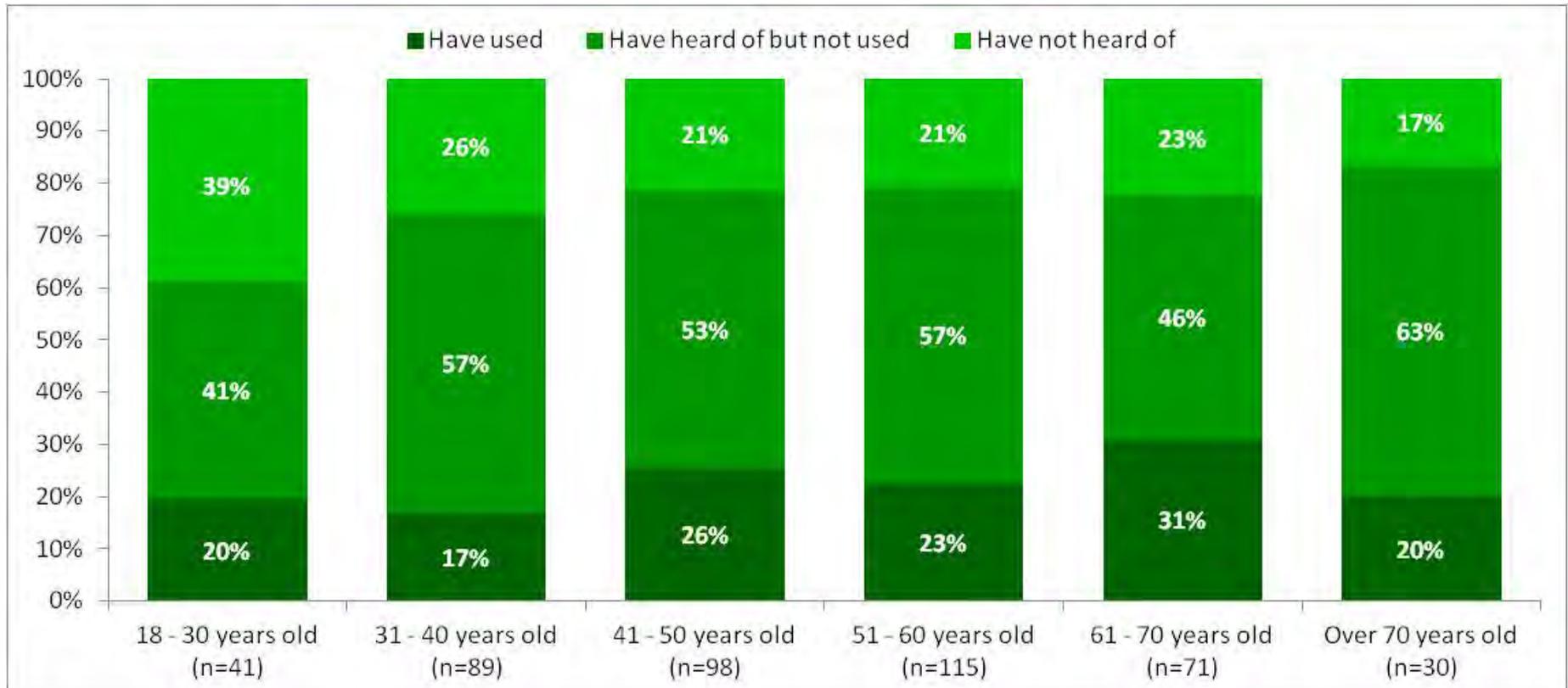
As age increased, there was a higher likelihood that people had used or heard of the Pollution Prevention Center



Q31. Which of the following Cedar Rapids/Linn County Solid Waste Agency programs have you heard of or used?

Usage of Solid Waste Agency Offerings by Age – Yard Waste Drop-off

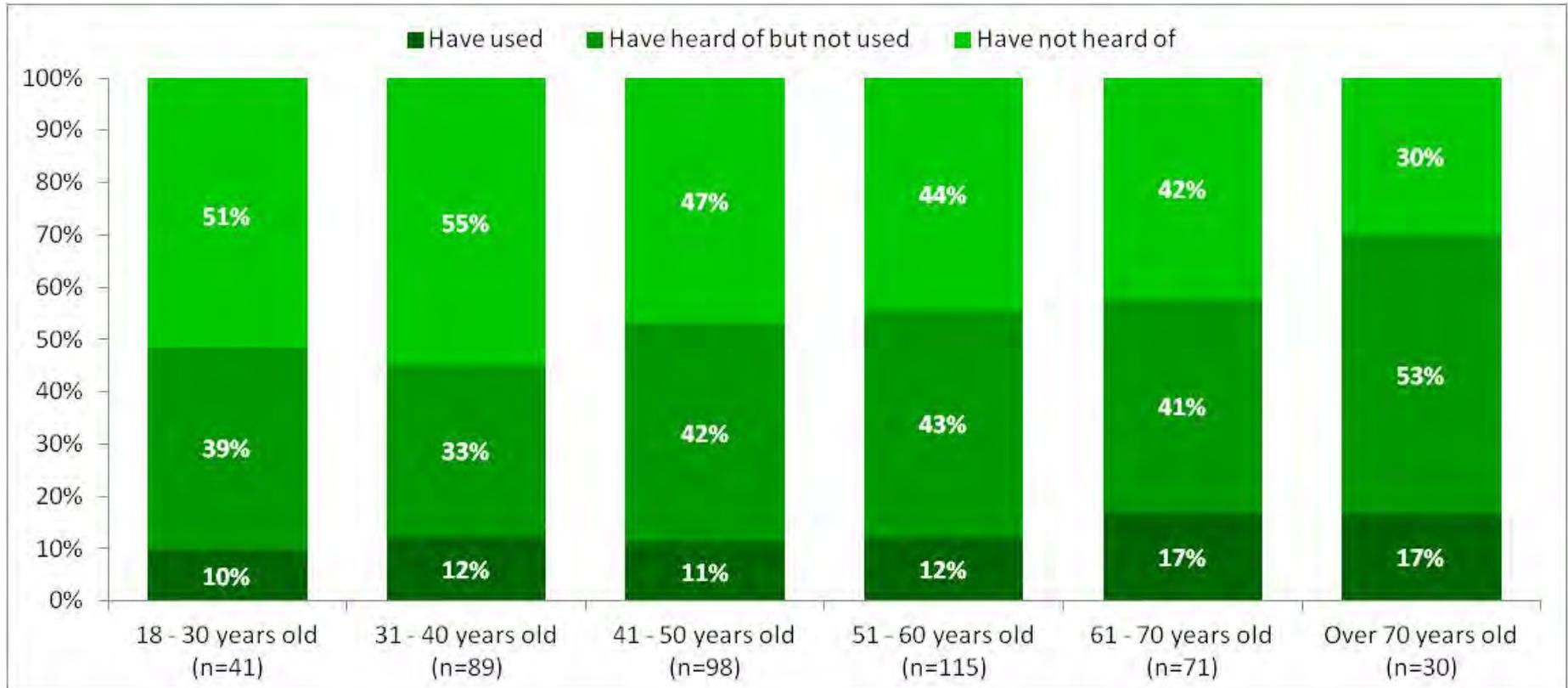
As age increased, there was a higher likelihood that people had used or heard of the yard waste drop-off.



Q31. Which of the following Cedar Rapids/Linn County Solid Waste Agency programs have you heard of or used?

Usage of Solid Waste Agency Offerings by Age – Wood Recovery

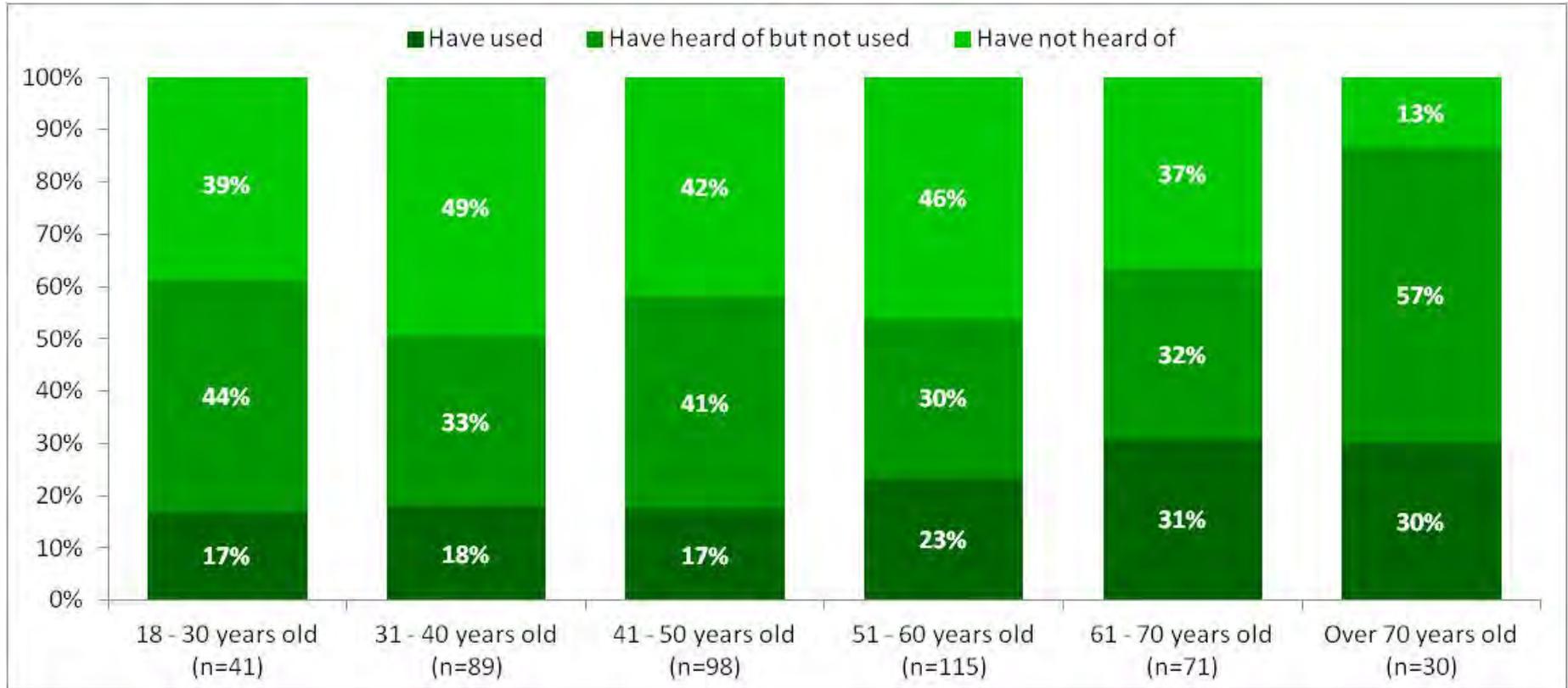
As age increased, there was a higher likelihood that people had used or heard of the wood recovery program.



Q31. Which of the following Cedar Rapids/Linn County Solid Waste Agency programs have you heard of or used?

Usage of Solid Waste Agency Offerings by Age – Compost Pick-up

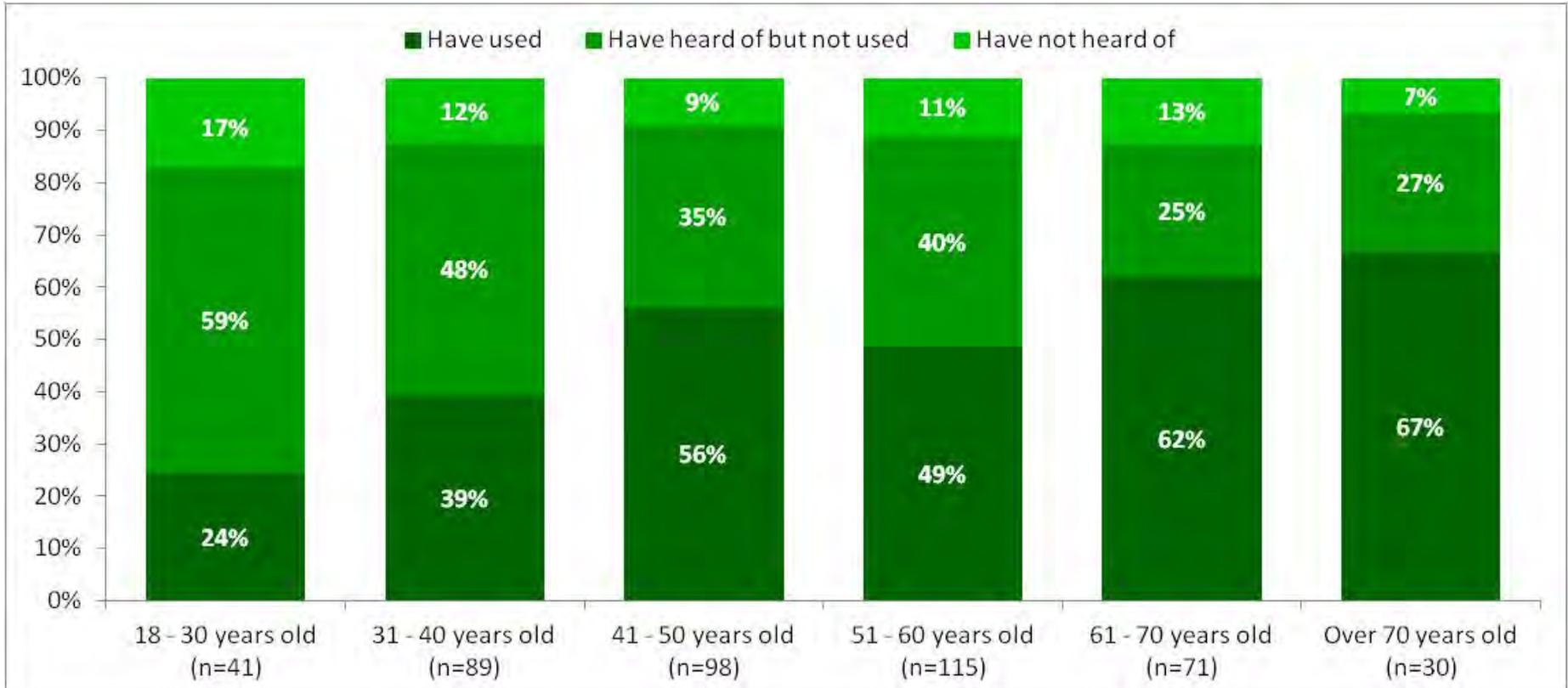
As age increased, there was a higher likelihood that people had their compost picked up.



Q31. Which of the following Cedar Rapids/Linn County Solid Waste Agency programs have you heard of or used?

Usage of Solid Waste Agency Offerings by Age – TV and Computer Recycling Drop-off

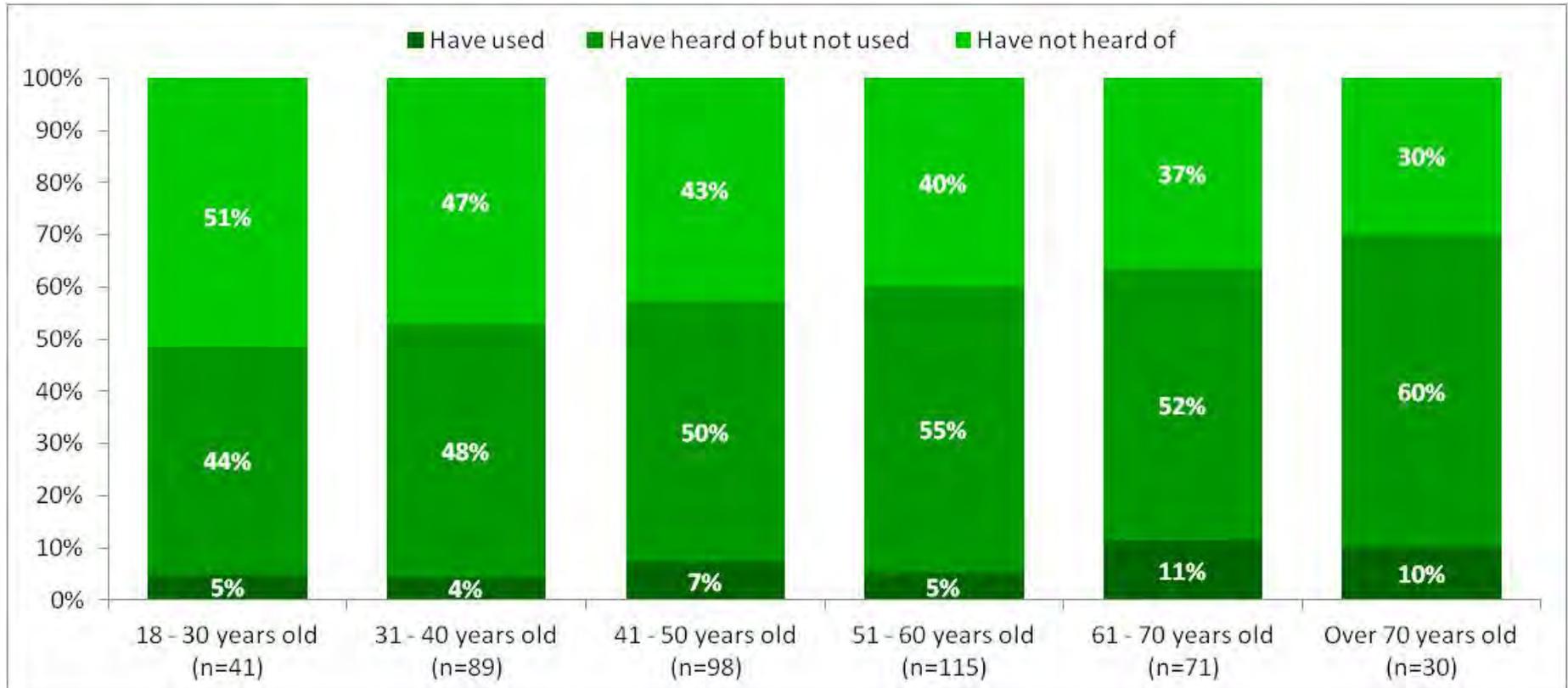
As age increased, there was a higher likelihood that people had used the TV and computer recycling drop-off.



Q31. Which of the following Cedar Rapids/Linn County Solid Waste Agency programs have you heard of or used?

Usage of Solid Waste Agency Offerings by Age – Sharps Drop-off

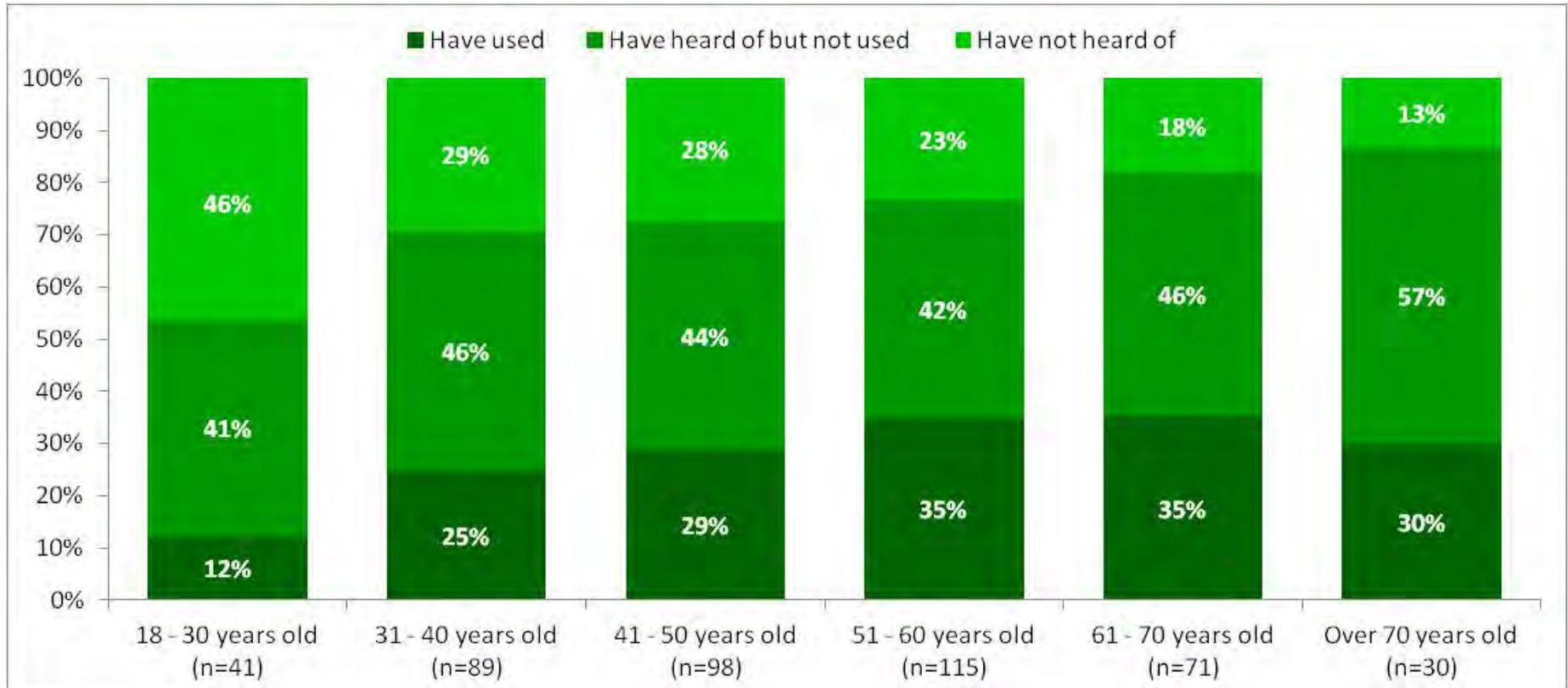
As age increased, there was a higher likelihood that people had used or heard of the sharps drop-off.



Q31. Which of the following Cedar Rapids/Linn County Solid Waste Agency programs have you heard of or used?

Usage of Solid Waste Agency Offerings by Age – Fluorescent Bulbs/Batteries Drop-off

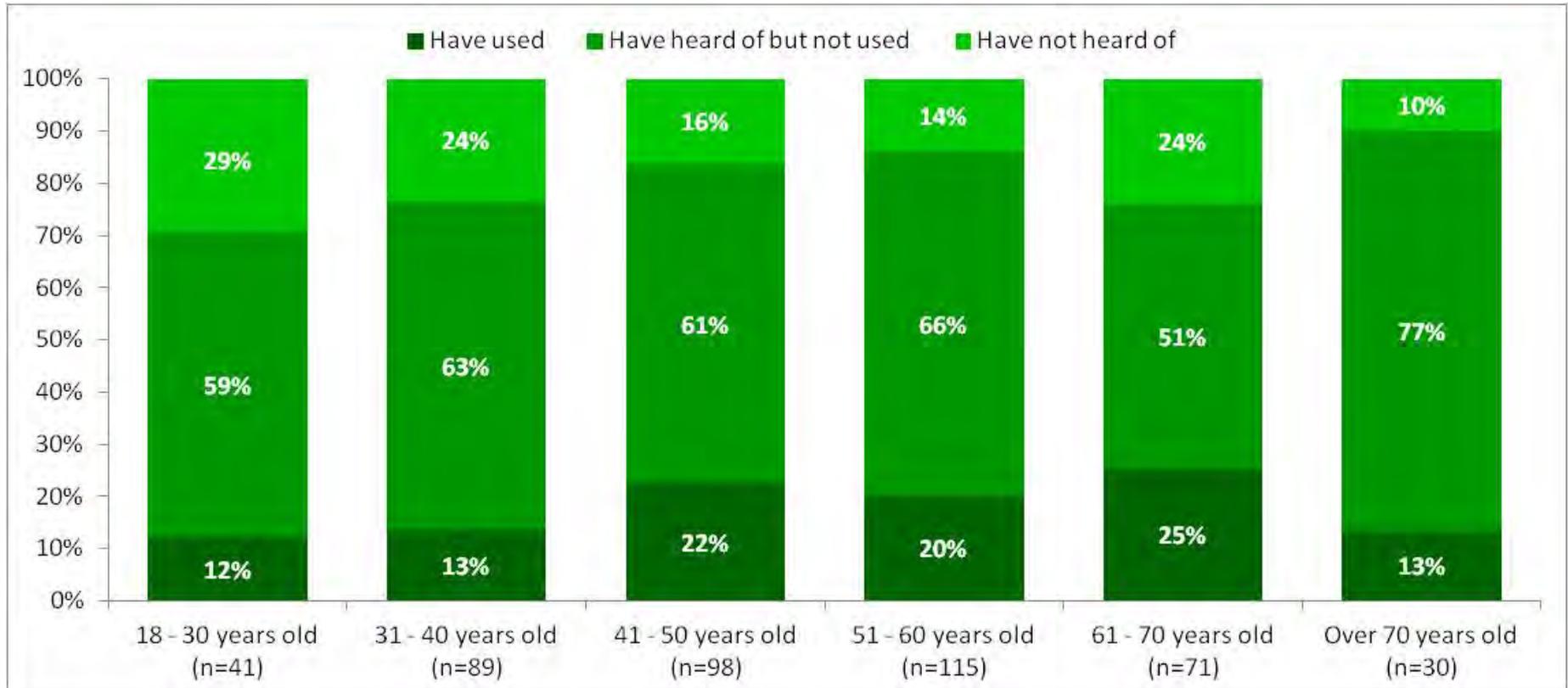
As age increased, there was a higher likelihood that people had used or heard of the fluorescent bulbs and batteries drop-off.



Q31. Which of the following Cedar Rapids/Linn County Solid Waste Agency programs have you heard of or used?

Usage of Solid Waste Agency Offerings by Age – Tire Recycling Drop-off

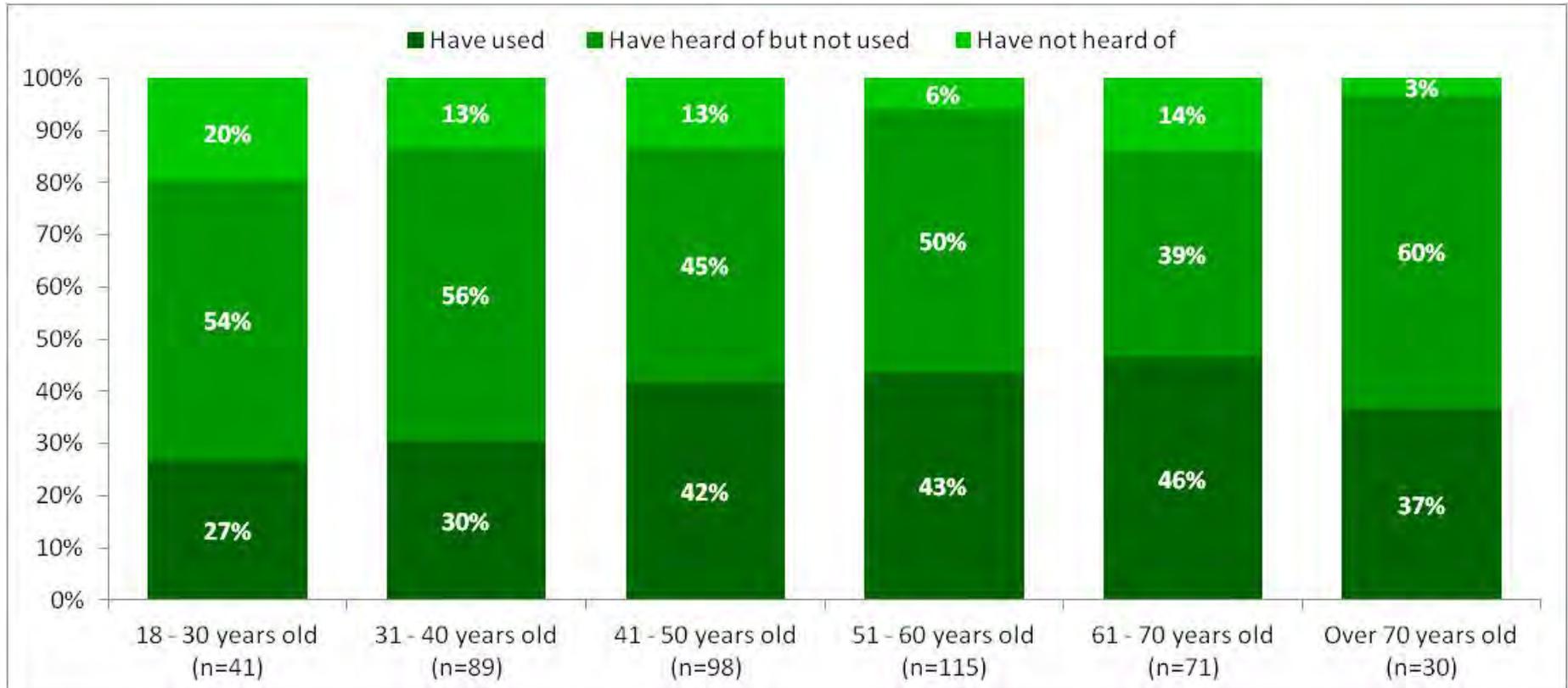
As age increased, there was a higher likelihood that people had used or heard of the tire recycling drop-off.



Q31. Which of the following Cedar Rapids/Linn County Solid Waste Agency programs have you heard of or used?

Usage of Solid Waste Agency Offerings by Age – Appliance Recycling Drop-off

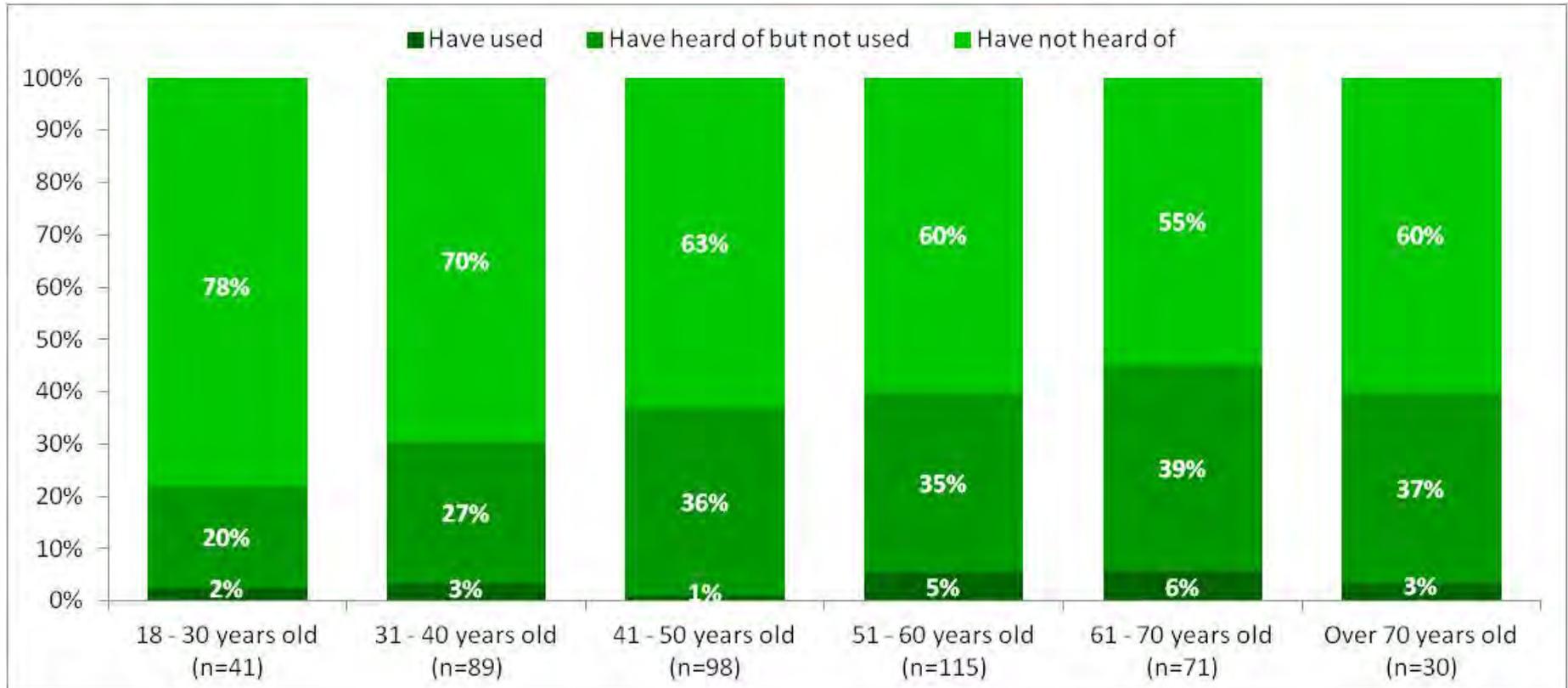
As age increased, there was a higher likelihood that people had used the appliance recycling drop-off.



Q31. Which of the following Cedar Rapids/Linn County Solid Waste Agency programs have you heard of or used?

Usage of Solid Waste Agency Offerings by Age – Environmental Education/Speaker Bureau

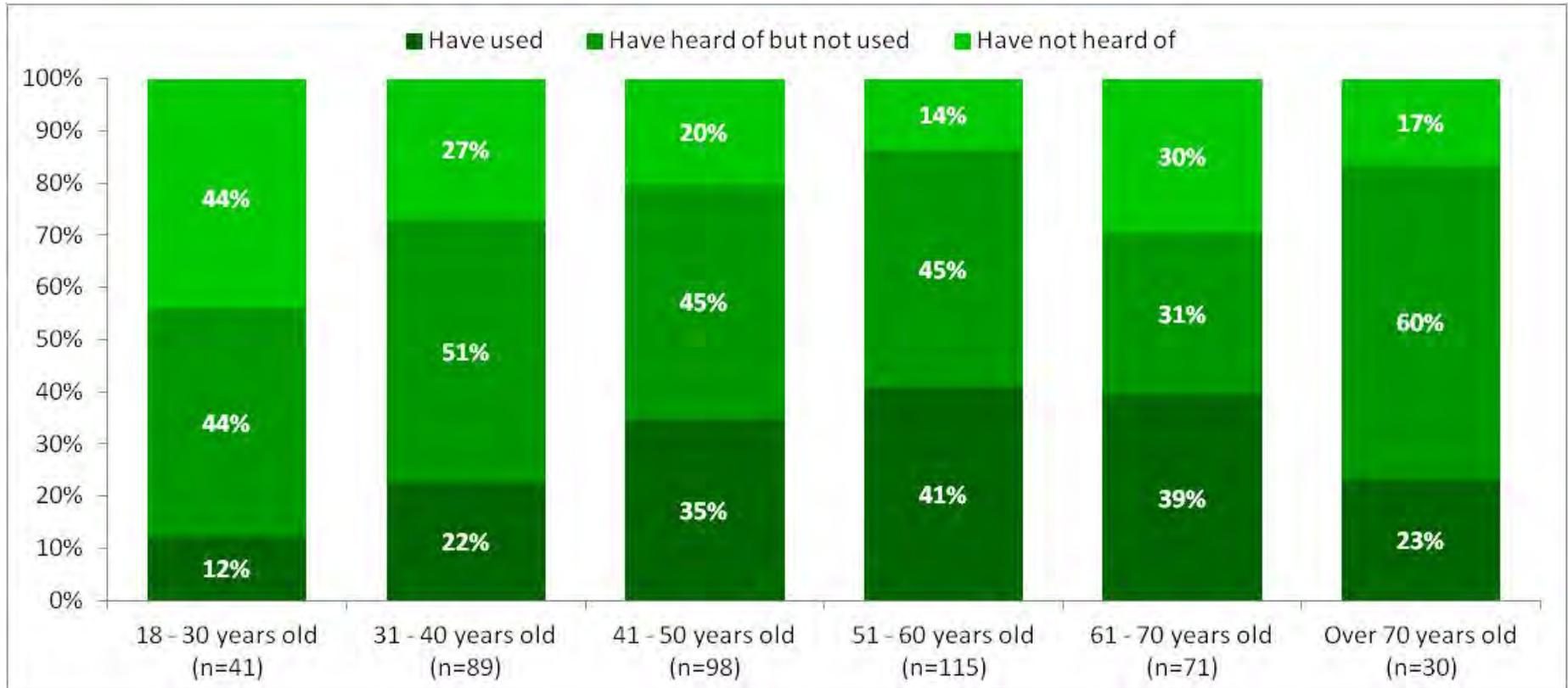
As age increased, there was a higher likelihood that people had used or heard of the Environmental Education/Speaker Bureau.



Q31. Which of the following Cedar Rapids/Linn County Solid Waste Agency programs have you heard of or used?

Usage of Solid Waste Agency Offerings by Age – Bulky Metal Recycling Drop-off

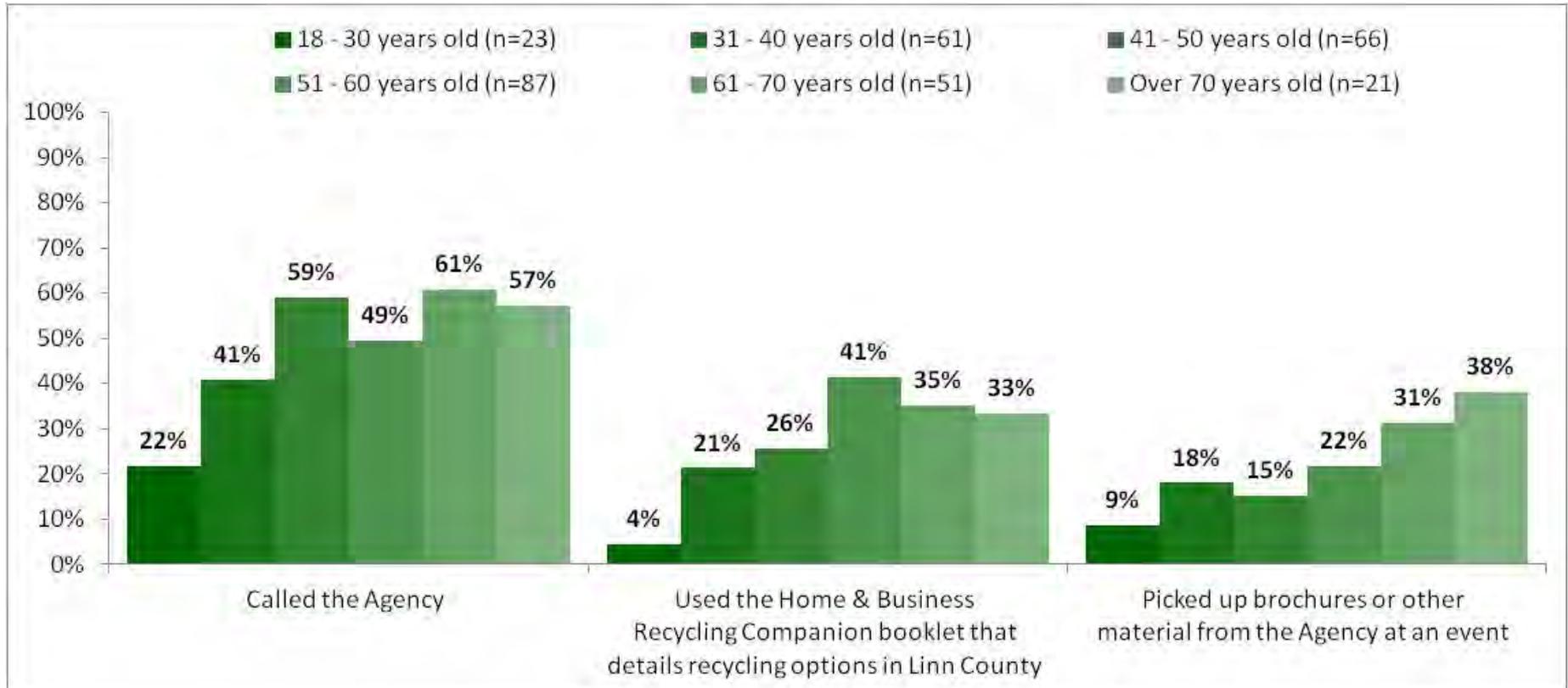
As age increased, except for a drop after age 60, there was a higher likelihood that people had used or heard of the bulky metal recycling drop-off.



Q31. Which of the following Cedar Rapids/Linn County Solid Waste Agency programs have you heard of or used?

Interaction with Solid Waste Agency by Age

Of those who had interacted with the Agency, likelihood of calling the agency, using the *Home & Business Recycling Companion* or picking up materials at an event increased as age increased.



Q32. Which of the following have you done with regard to the Cedar Rapids/Linn County Solid Waste Agency? Select all that apply.

Statistically Significant Differences

Private vs City Haulers

- ▼ Demographics
- ▼ Value Statements
- ▼ Recycling Importance
- ▼ Composting Importance
- ▼ Garbage Receptacles
- ▼ Recycling Availability – Home
- ▼ Recycling Availability – Work
- ▼ Recycling at Home
- ▼ Drop-off Locations' Usage
- ▼ Frequency of Drop-off Usage
- ▼ Yard Waste Behaviors
- ▼ Food Waste Behaviors
- ▼ Recycling and Composting Challenges
- ▼ Banned Trash
- ▼ Recyclable Materials
- ▼ Compostable Materials
- ▼ Method of Information Searching
- ▼ Knowledge of Solid Waste Agency Activities
- ▼ Usage of Solid Waste Agency Offerings
- ▼ Interaction with Solid Waste Agency

Demographics

Private vs City Haulers (Cedar Rapids and Marion only)

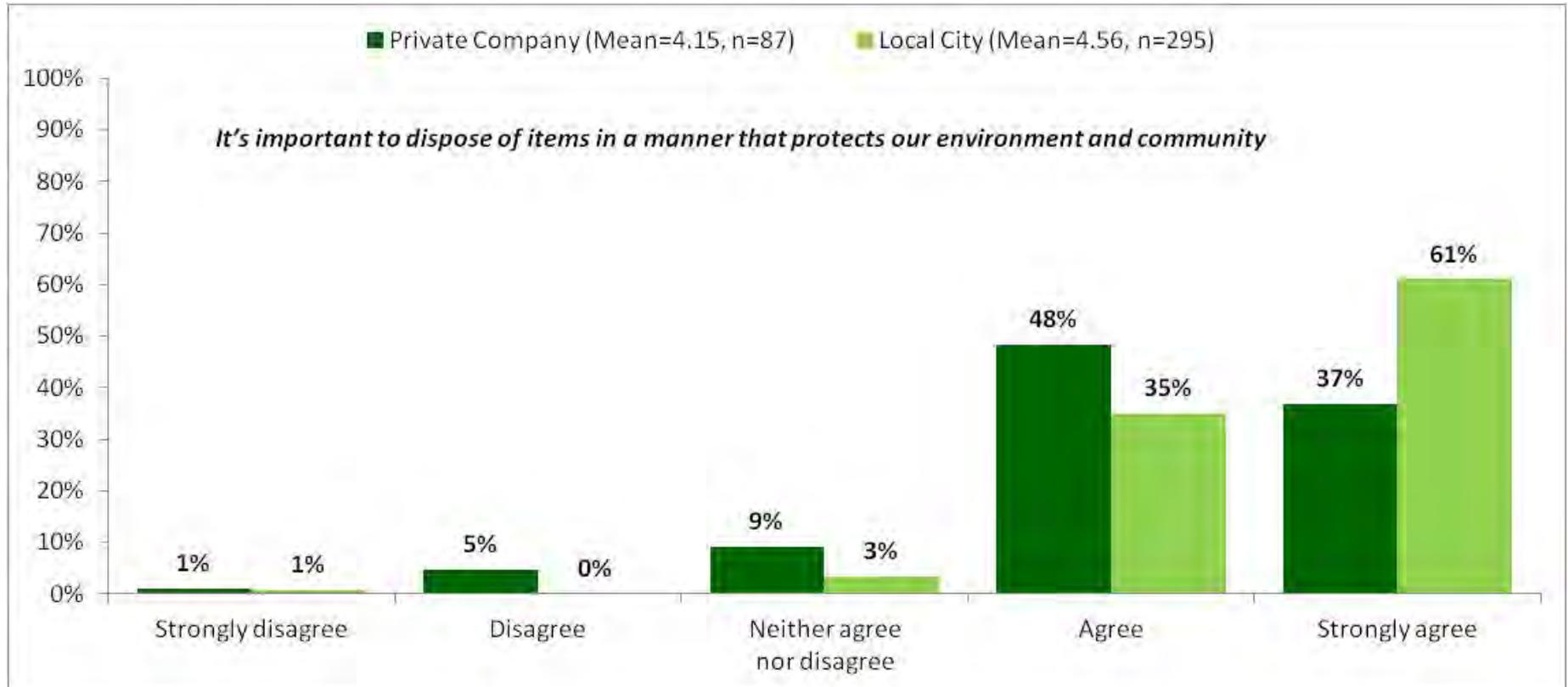
People who vary on which type of garbage service they have also differ by several demographics that should be kept in mind while interpreting other differences.

- ▼ People who get garbage service from their local city are older, on average, than those who get service from a private hauler
- ▼ Those serviced by the cities are more educated, on average
- ▼ Those serviced by the cities have lived in Linn County longer
- ▼ Those serviced by the cities have higher household incomes
- ▼ Those serviced by the cities have more people living in their households
- ▼ Those serviced by the cities are more likely to be married, while those being serviced by private haulers are more likely to be single
- ▼ Those serviced by the cities are more likely to live in the suburbs, while those being serviced by private haulers are more likely to live in rural areas
- ▼ Those serviced by the cities are more likely to live in single-family houses, while those being serviced by private haulers are more likely to live in apartments
- ▼ Those being serviced by the cities are more likely to be owners, while those being serviced by private haulers are more likely to be renters

Value Statements

Private vs City Haulers

Those who receive garbage pick-up service from their local cities agreed more strongly that it's important to dispose of items responsibly.

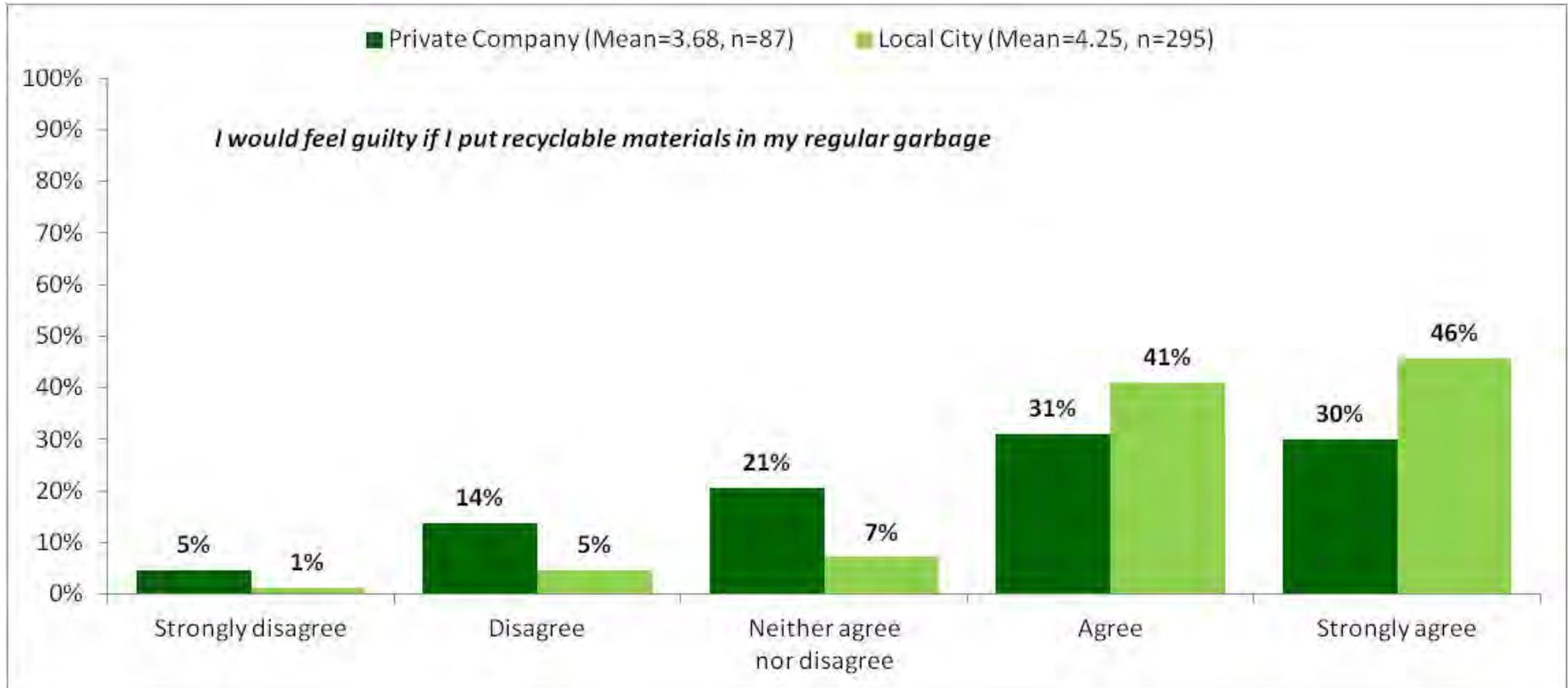


Q5. Rate your level of **agreement** with the following statements.
There is no right or wrong answer, so please answer honestly.

Value Statements (cont.)

Private vs City Haulers

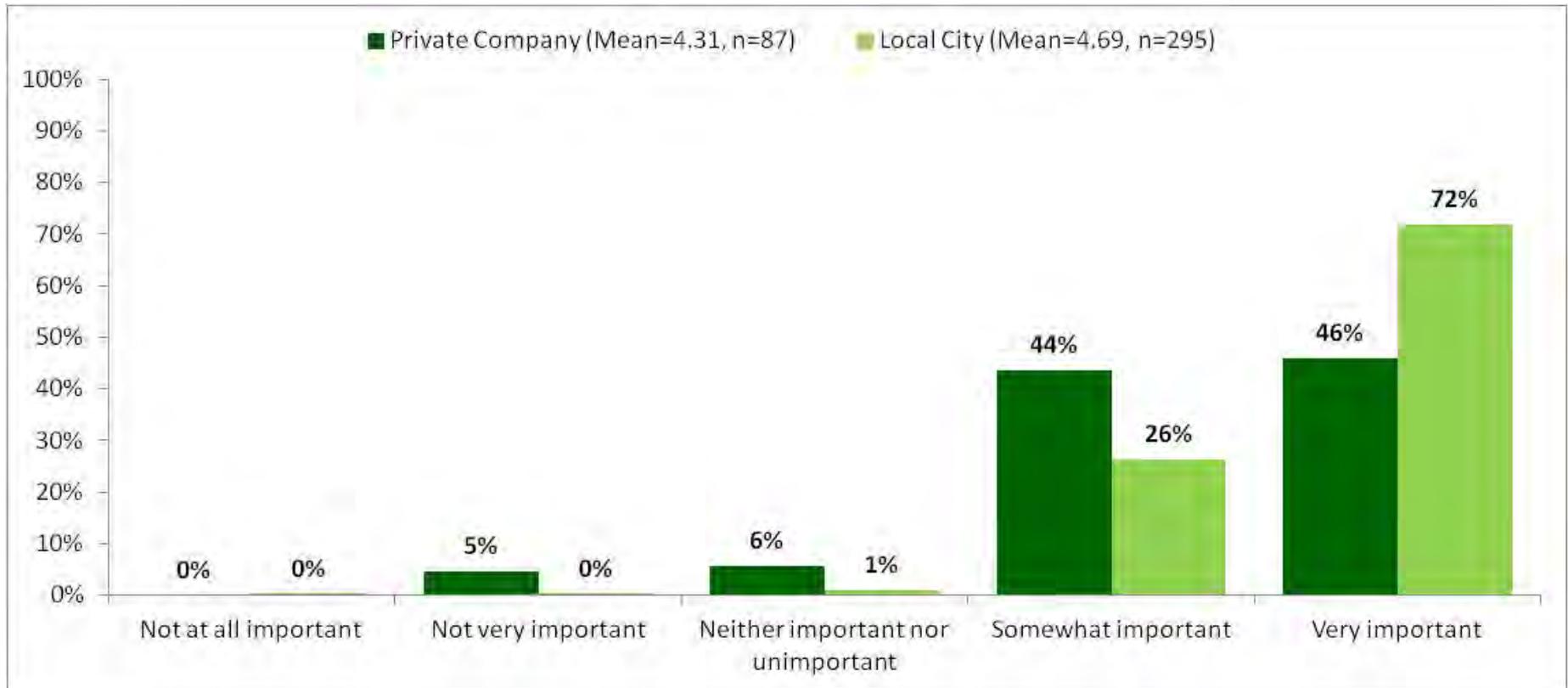
Those who receive garbage pick-up service from their local cities agreed more strongly that they would feel guilty if they put recyclable materials in with regular trash.



Q5. Rate your level of **agreement** with the following statements.
There is no right or wrong answer, so please answer honestly.

Recycling Importance Private vs City Haulers

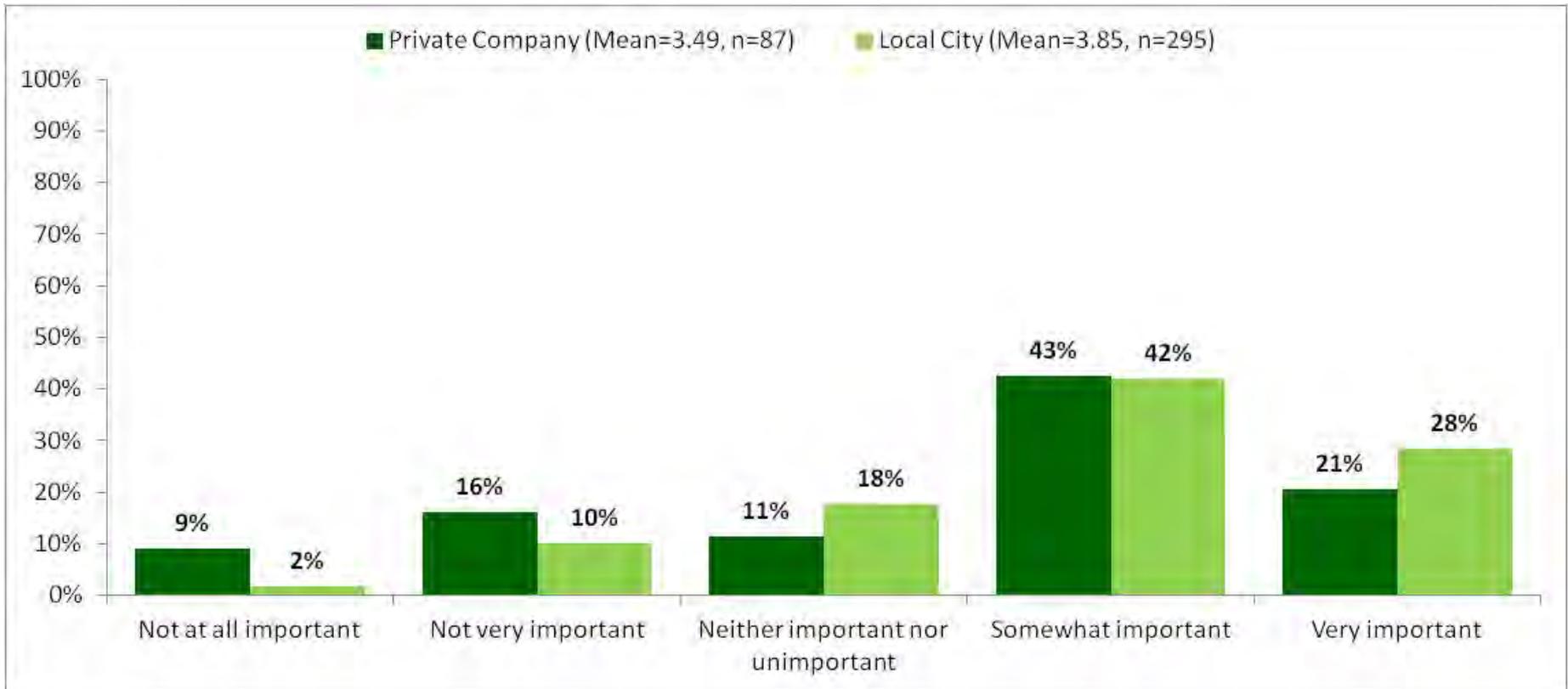
Recycling was more important to those who have city service.



Q6. How important is recycling to you?

Composting Importance Private vs City Haulers

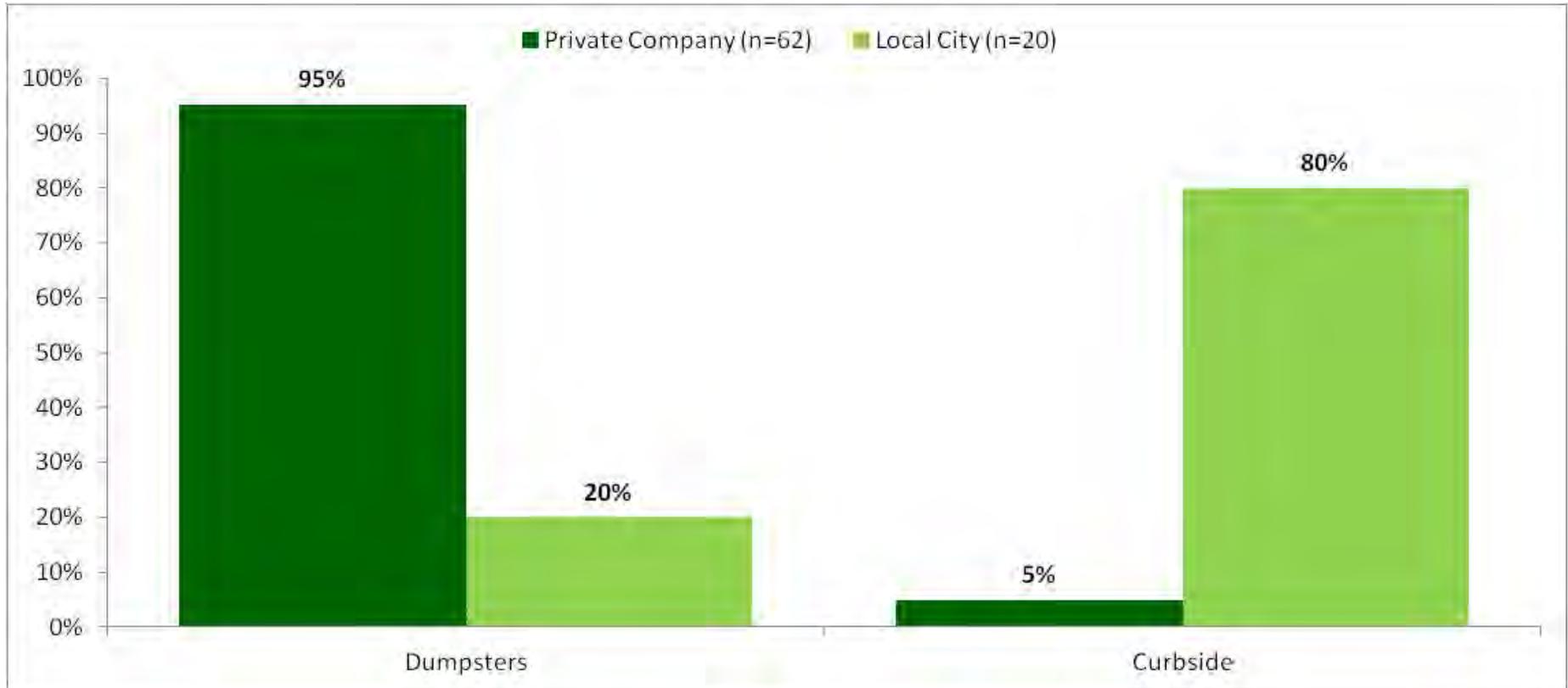
Composting was more important to those who receive city garbage service.



Q7. How important is keeping food waste out of your trash?

Garbage Receptacles Private vs City Haulers

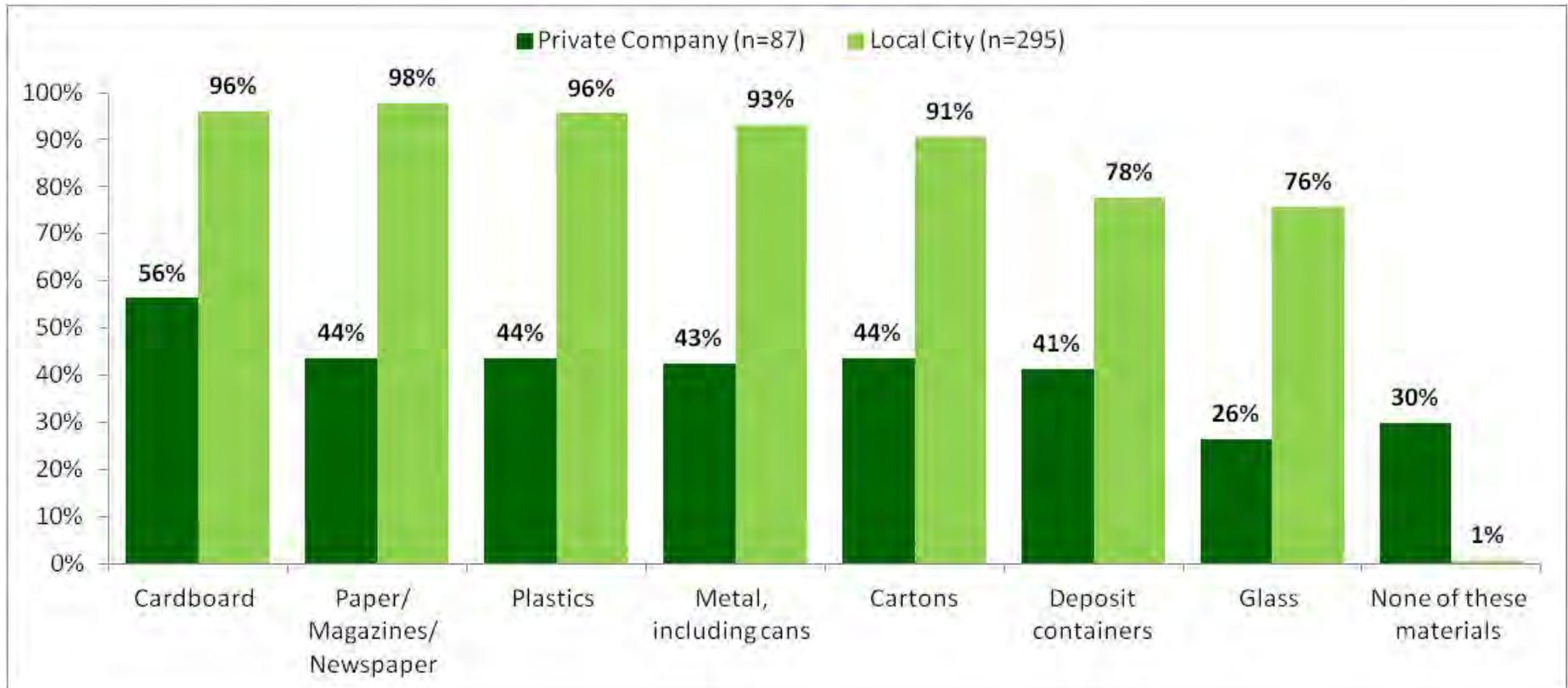
Who a person's hauler is also aligns closely with whether they receive curbside service or use a dumpster.



Q8. Do you have garbage dumpsters where you live, or is your garbage picked up curbside at your condo/apartment/townhouse/mobile home?

Recycling Availability – Home Private vs City Haulers

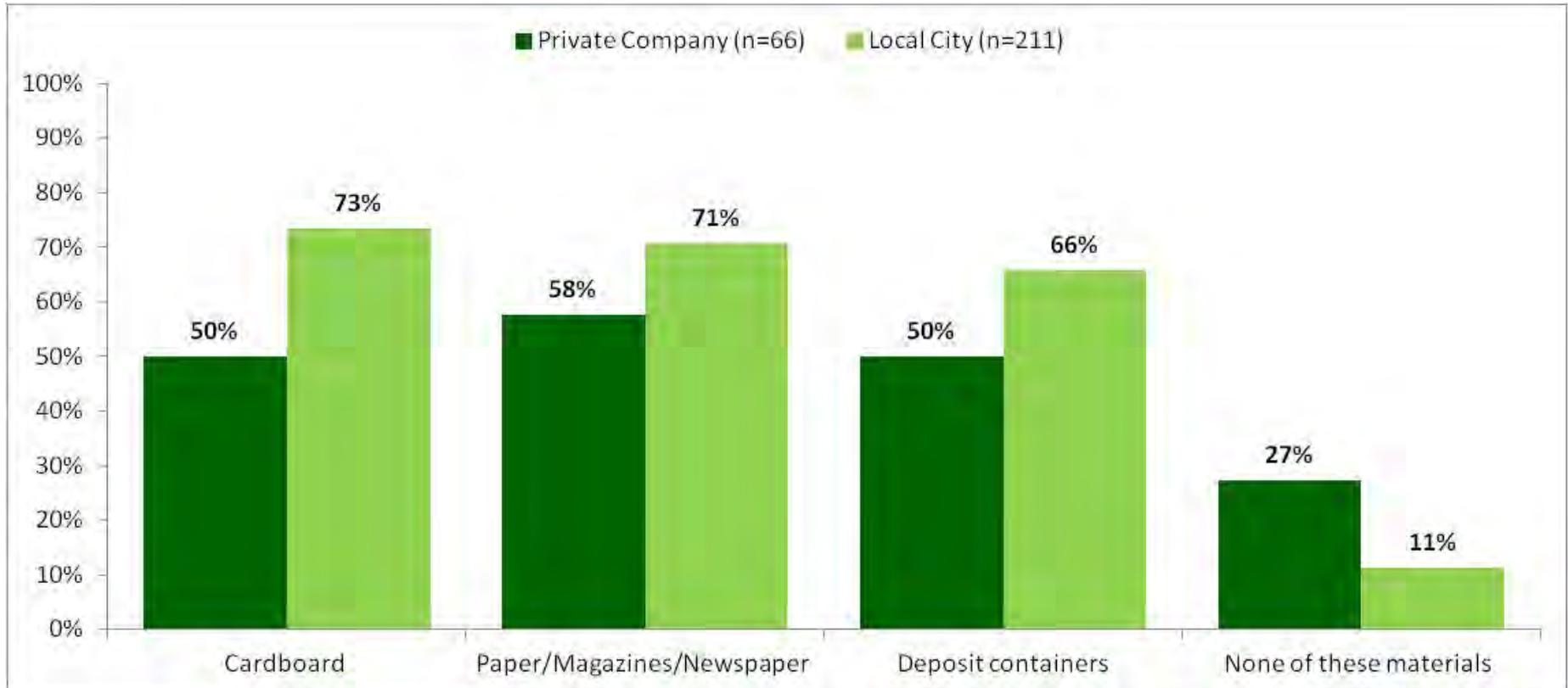
People with city service were much more likely to be able to recycle materials at home.



Q10. First, tell us which materials you are **able** to recycle (items are picked up curbside or there is a special dumpster onsite). Select all that you have the opportunity to recycle (doesn't necessarily mean that you do recycle them).

Recycling Availability – Work Private vs City Haulers

People who have city service are more likely to work for organizations that have cardboard, paper, magazine, newspaper and deposit container recycling available.

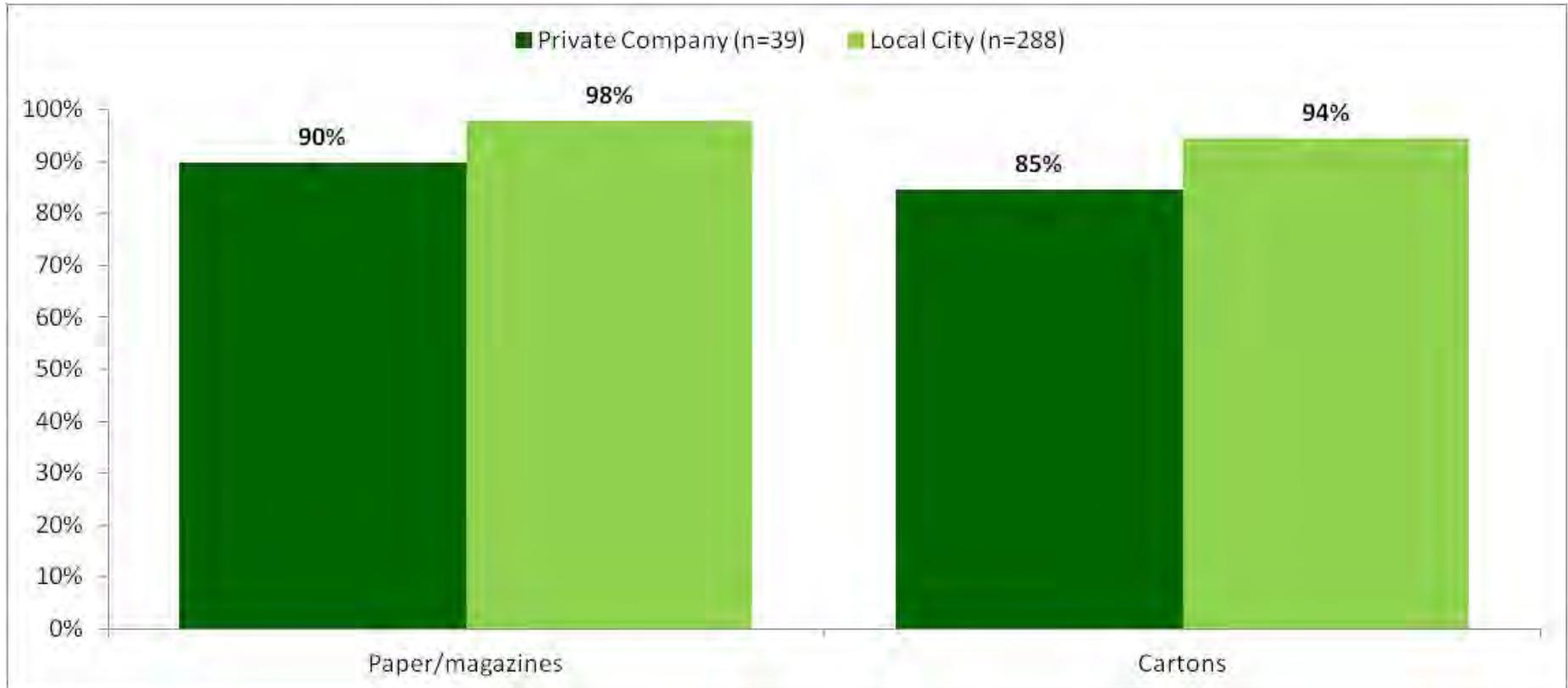


Q10. First, tell us which materials you are **able** to recycle (items are picked up curbside or there is a special dumpster onsite). Select all that you have the opportunity to recycle (doesn't necessarily mean that you do recycle them).

Recycling at Home

Private vs City Haulers

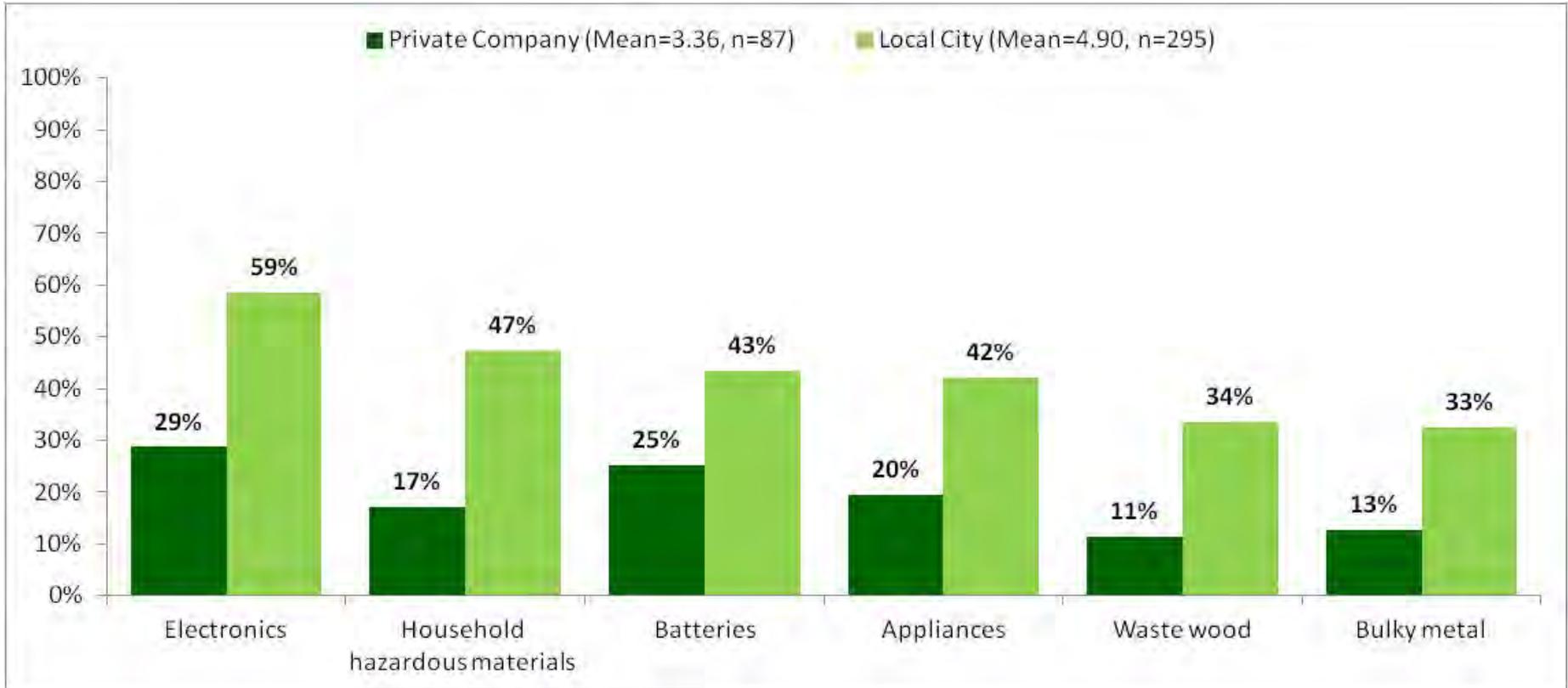
Of those who have recycling available, people who receive city service were more likely than those who have service from a private company to use the paper, magazine and carton recycling.



Q11. Now, we're interested in finding out your actual recycling activity. Which materials do you or someone else in your household usually recycle at home? Select all that apply.

Public Drop-off Site Usage Private vs City Haulers

Those with city services were more likely to have used public drop-off sites for a number of different materials.

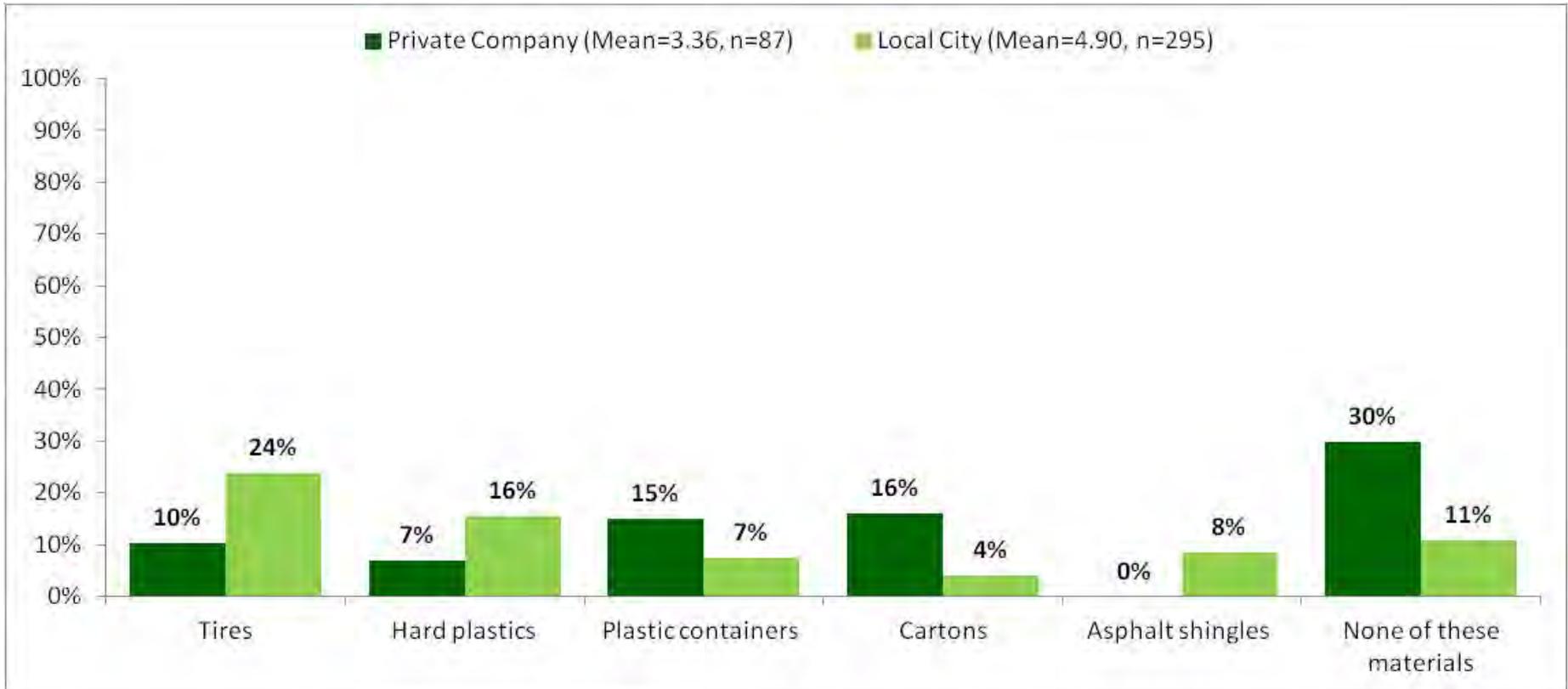


Q15. Which materials have you or someone in your household taken to a public drop-off site in Linn County for recycling? Select all that apply.

Public Drop-off Site Usage (cont.)

Private vs City Haulers

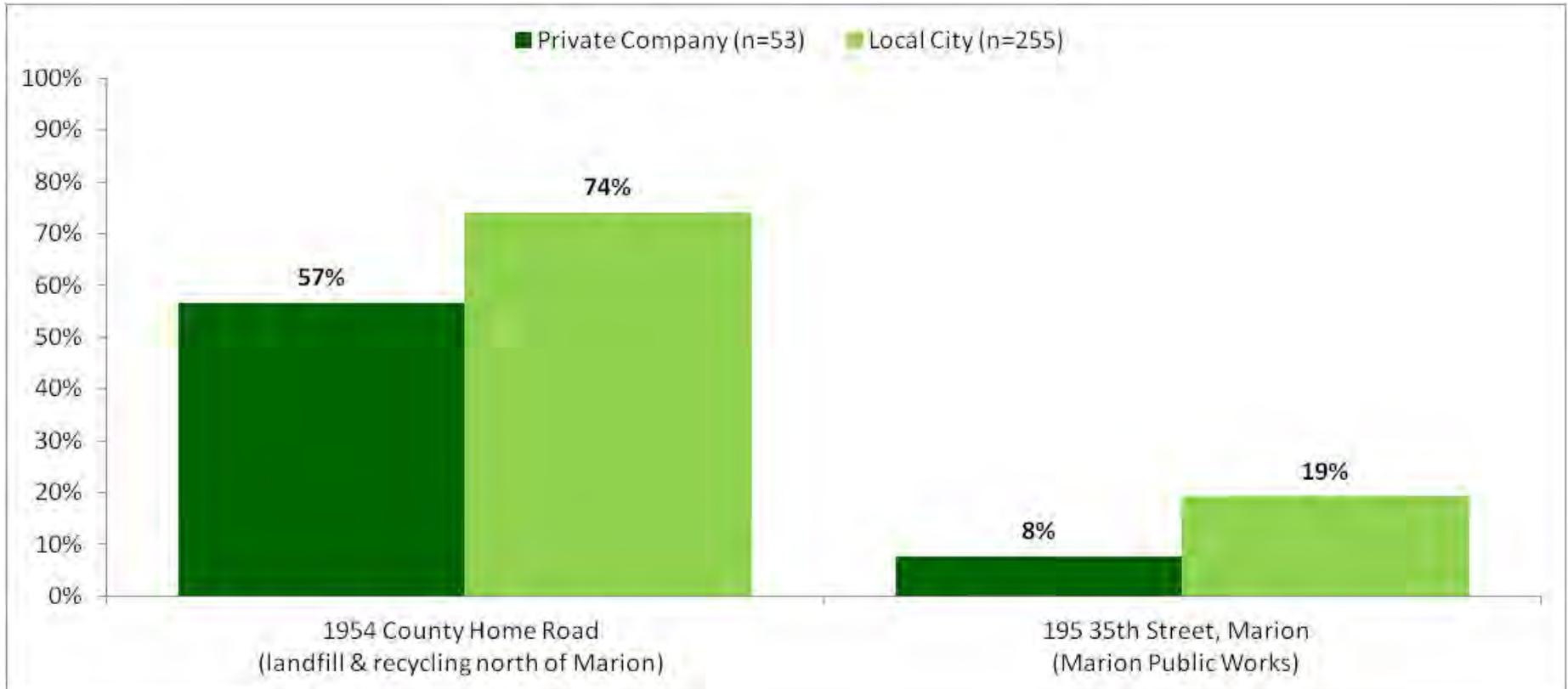
Those with service from private companies were more likely to have taken plastic containers and cartons to a public drop-off site.



Q15. Which materials have you or someone in your household taken to a public drop-off site in Linn County for recycling? Select all that apply.

Drop-off Locations' Usage Private vs City Haulers

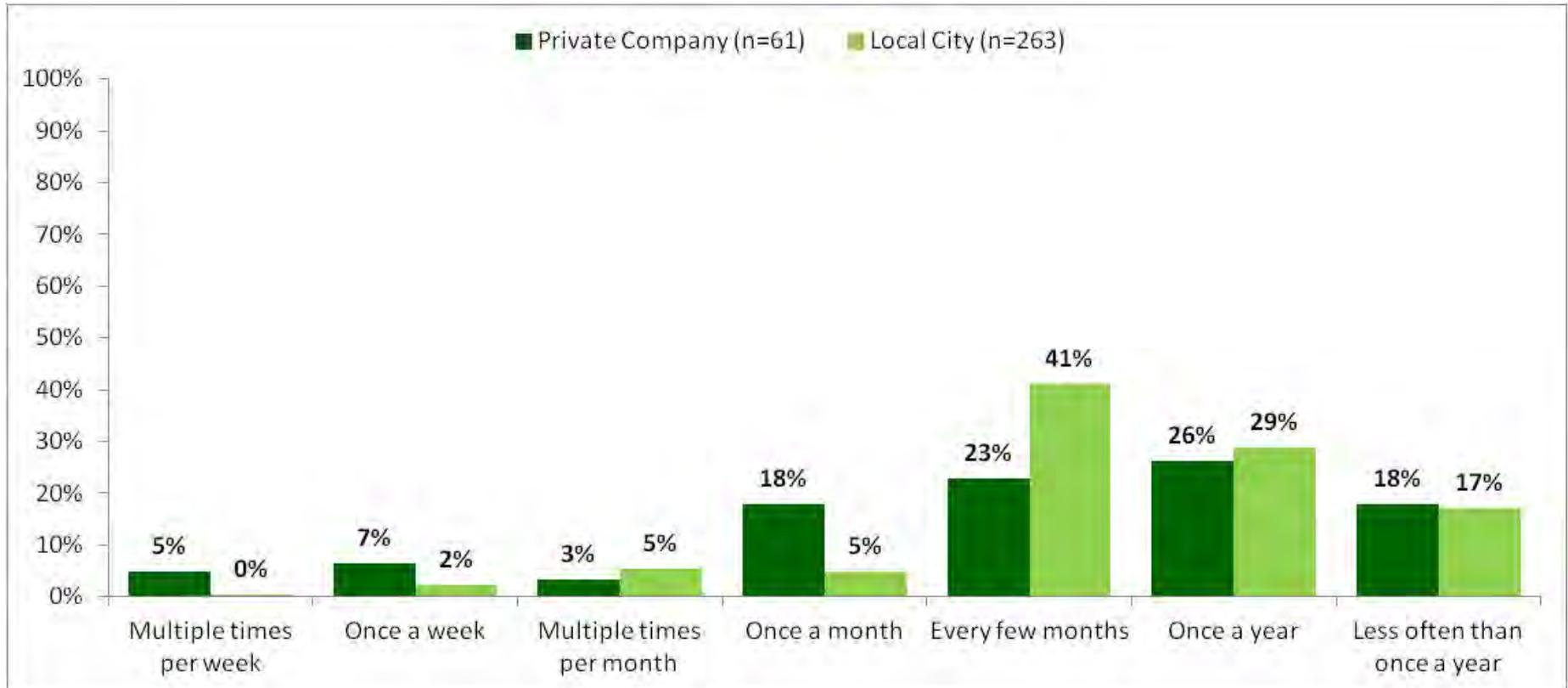
Of all who had used a drop-off site, those who receive city service were more likely to have used the County Home Road and 35th Street locations.



Q16. Which drop off site(s) have you or someone in your household used? Select all that apply.

Frequency of Drop-off Usage Private vs City Haulers

Those with city service used drop-off locations less often than those with private company service.

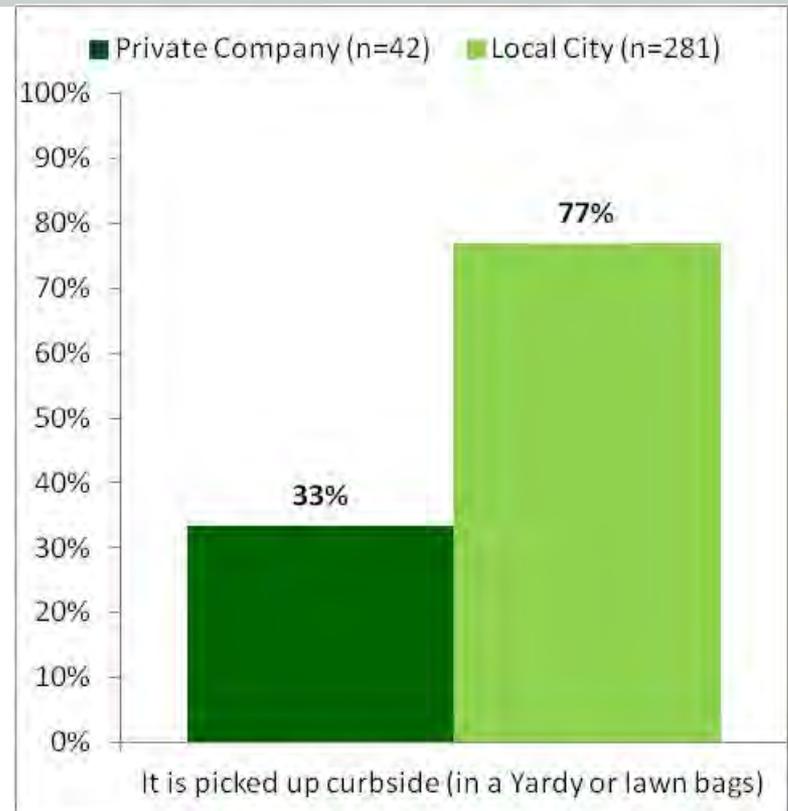
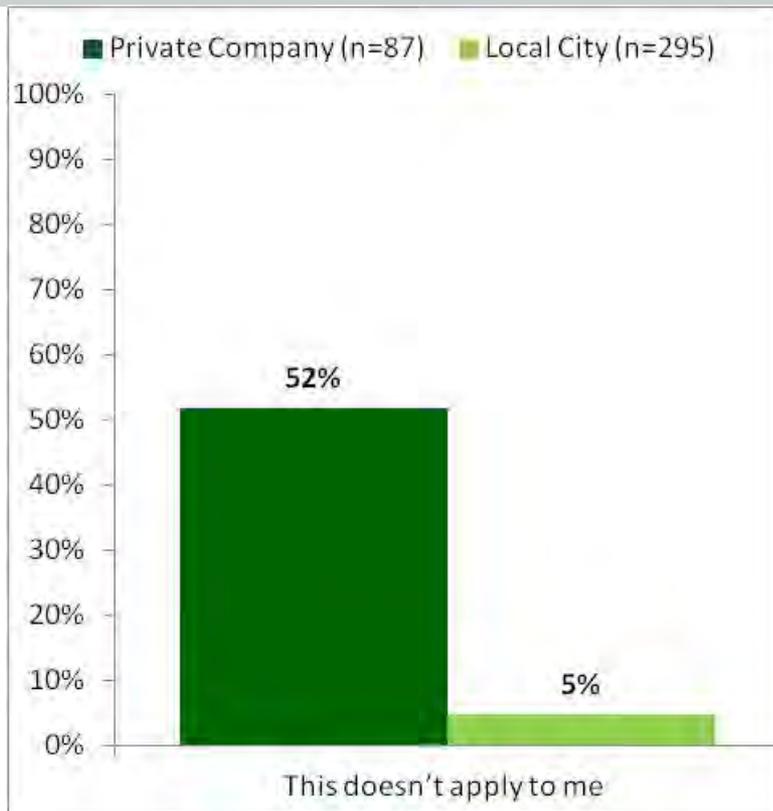


Q17. How often do you or someone in your household use a recycling drop-off?

Yard Waste Behaviors

Private vs City Haulers

Overall, those who are serviced by private companies are less likely to have yard waste. After people who don't have yard waste were removed, those who have city service were more likely to have their yard waste picked up curbside.

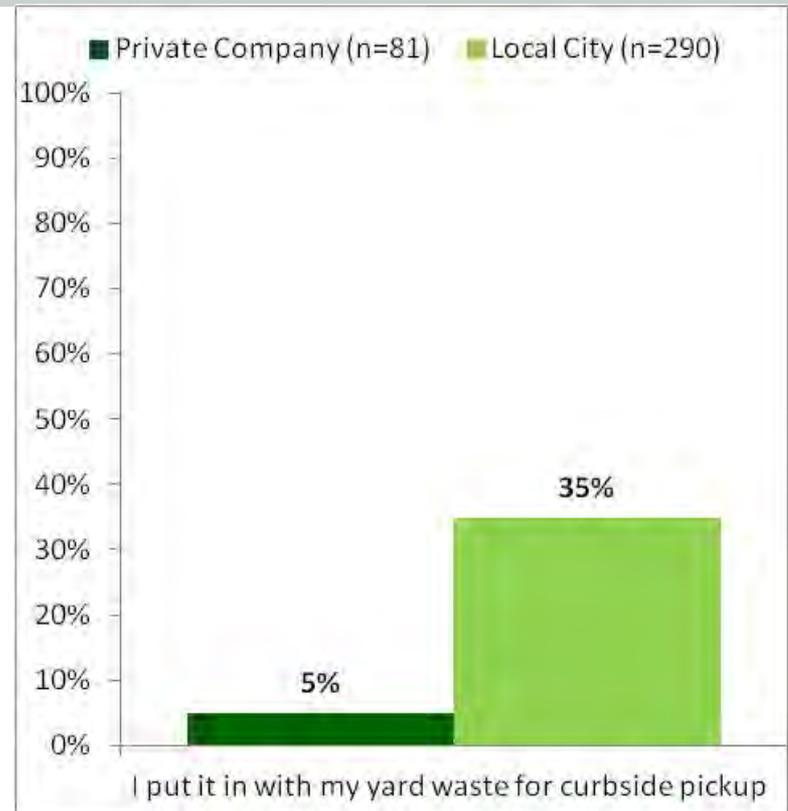
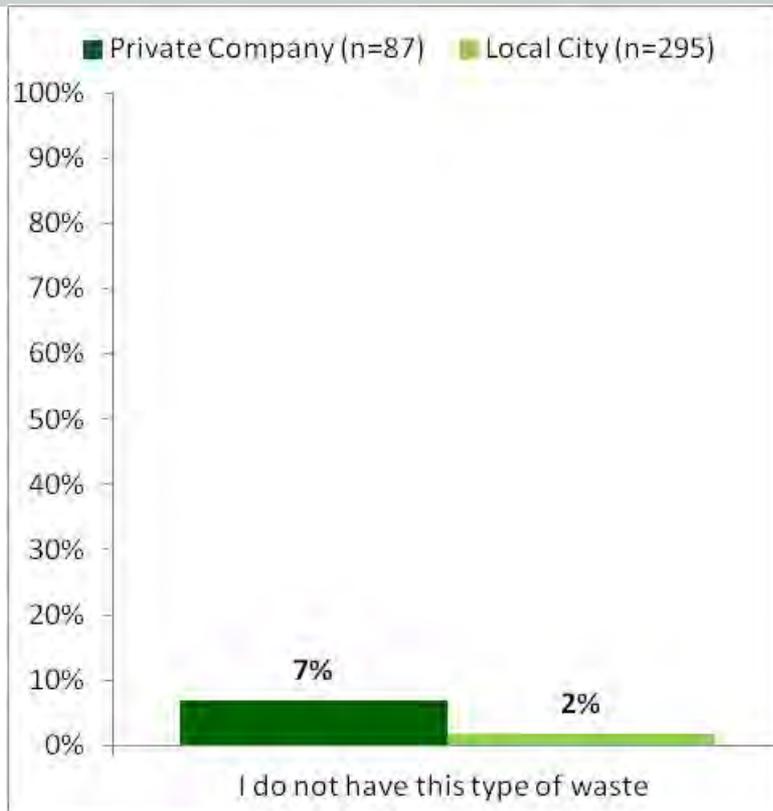


Q18. What do you typically do with your grass clippings/leaves/other yard waste? Select **up to two** responses.

Food Waste Behaviors

Private vs City Haulers

Overall, those who are serviced by private companies are less likely to have food waste. After people who don't have food waste were removed, those who have city service were more likely to put their food waste with their yard waste and have it picked up curbside.

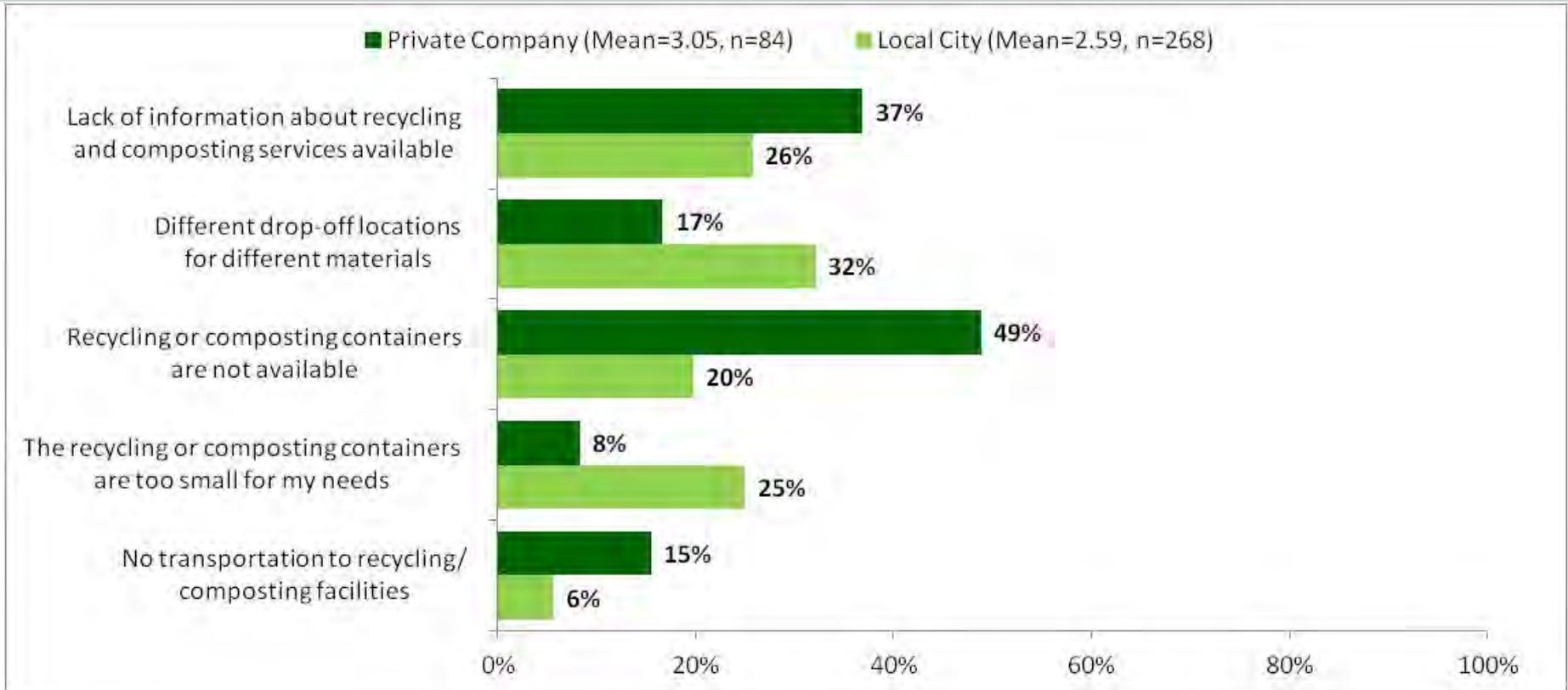


Q19. What do you typically do with your food waste? Select **up to two** responses.

Recycling and Composting Challenges

Private vs City Haulers

Those with city services were more likely to find the different drop-off locations to be a challenge and the containers to be too small, while those serviced by private companies were more likely to say lack of information, having no containers and not having transportation were challenges.

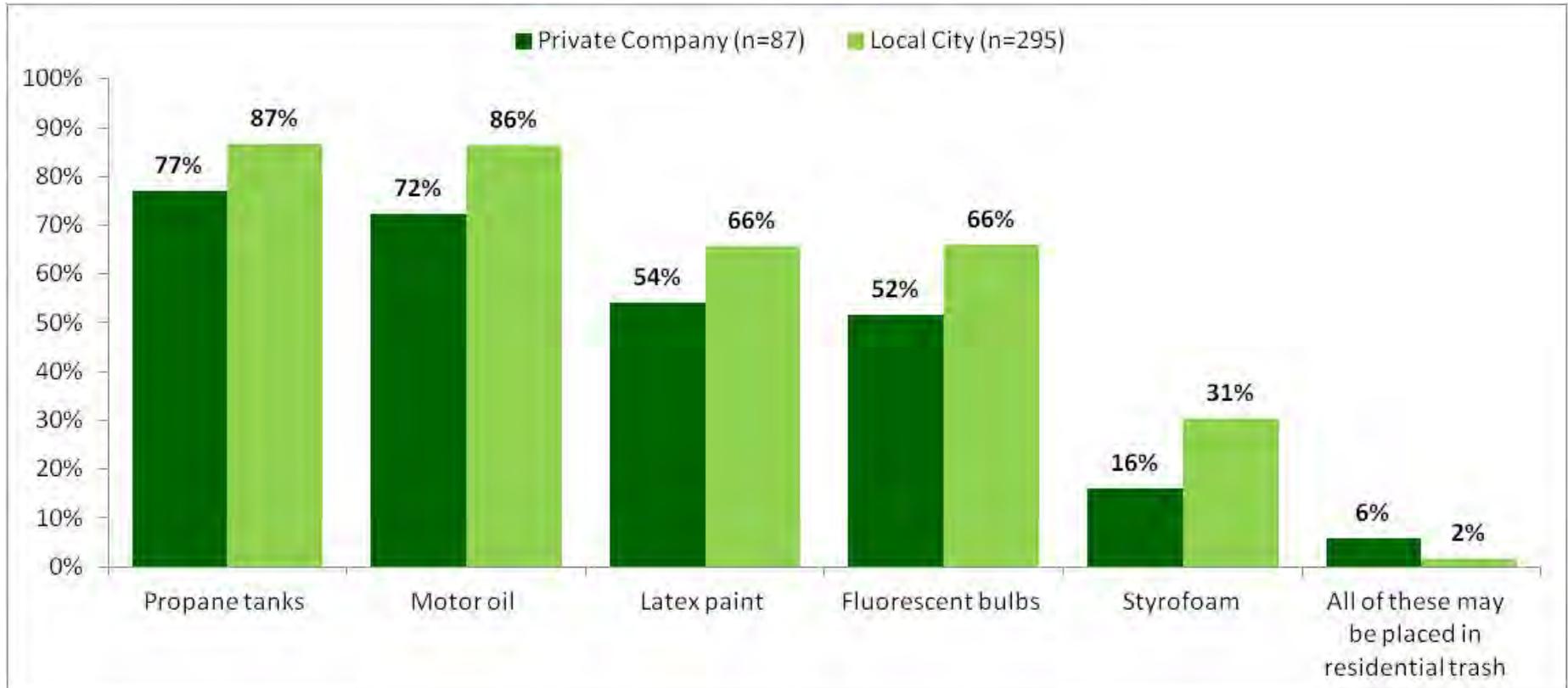


Q21. Which of the following create a challenge for your household when it comes to recycling or composting more? Select all that apply.

Banned Trash

Private vs City Haulers

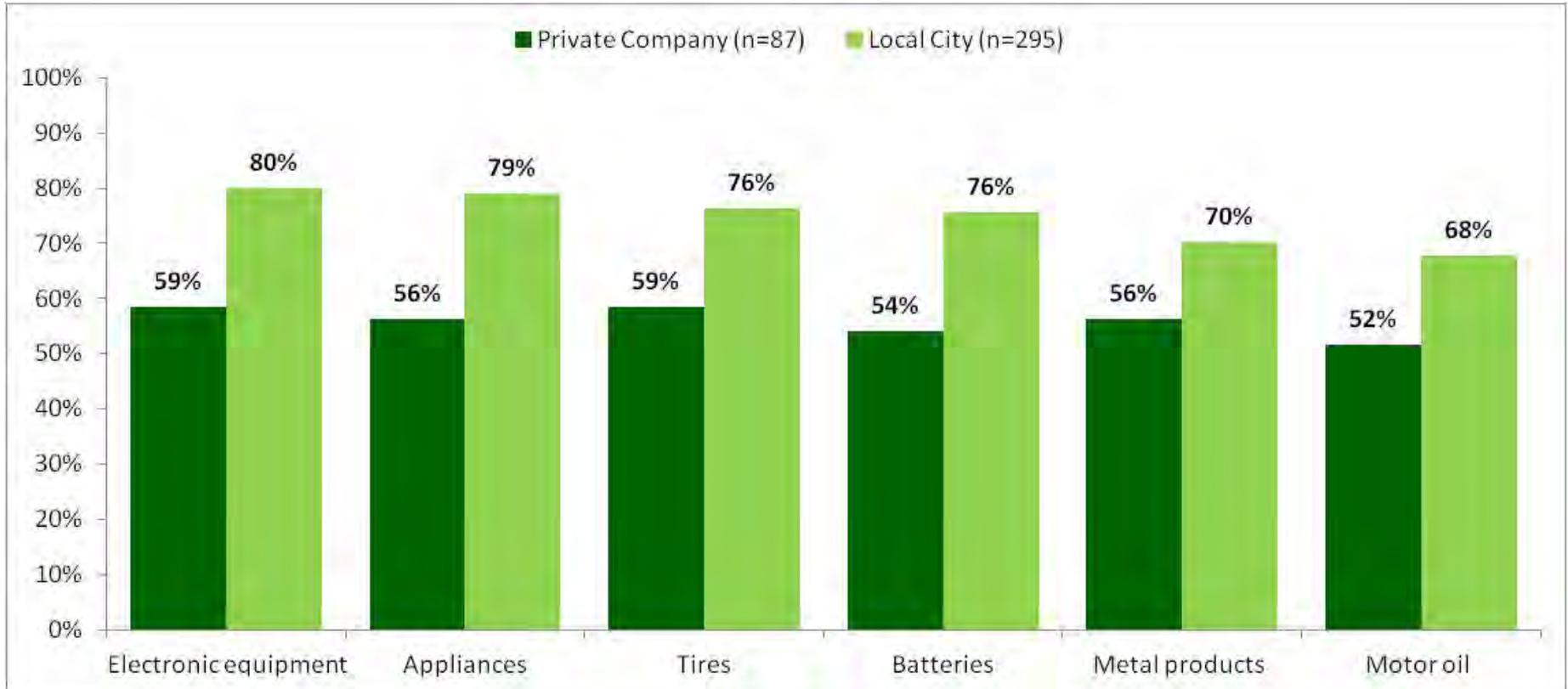
Those with city service were more likely to know that some things are banned, but they were also more likely to mistakenly think that some other materials are banned.



Q23. In Linn County, which items from the list below are banned from disposal in the landfill and cannot be placed in residential trash containers? Select all that apply.

Recyclable Materials Private vs City Haulers

Those with city service were more likely to know that materials could be recycled at drop-off sites.

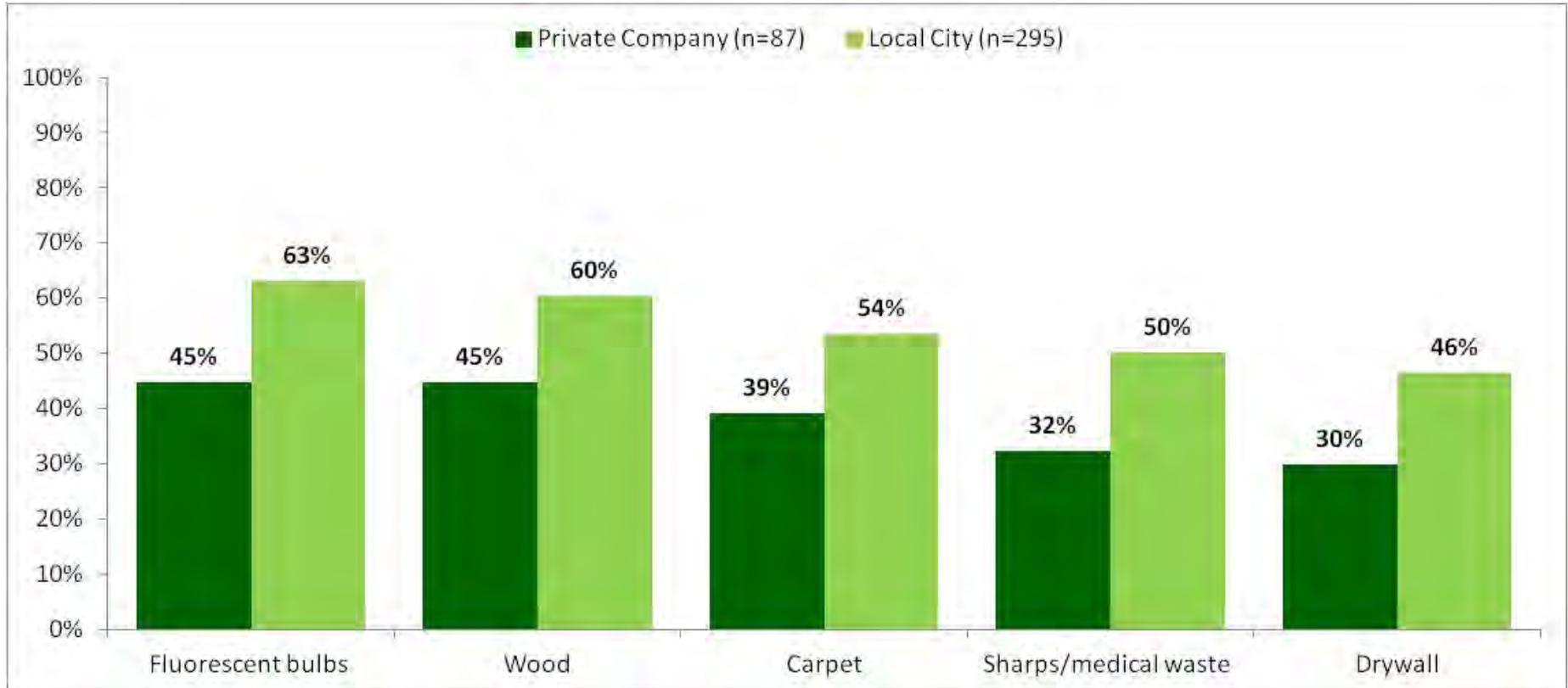


Q24. In Linn County, which items from the list below can be **recycled** at public drop-off sites? Select all that apply.

Recyclable Materials (cont.)

Private vs City Haulers

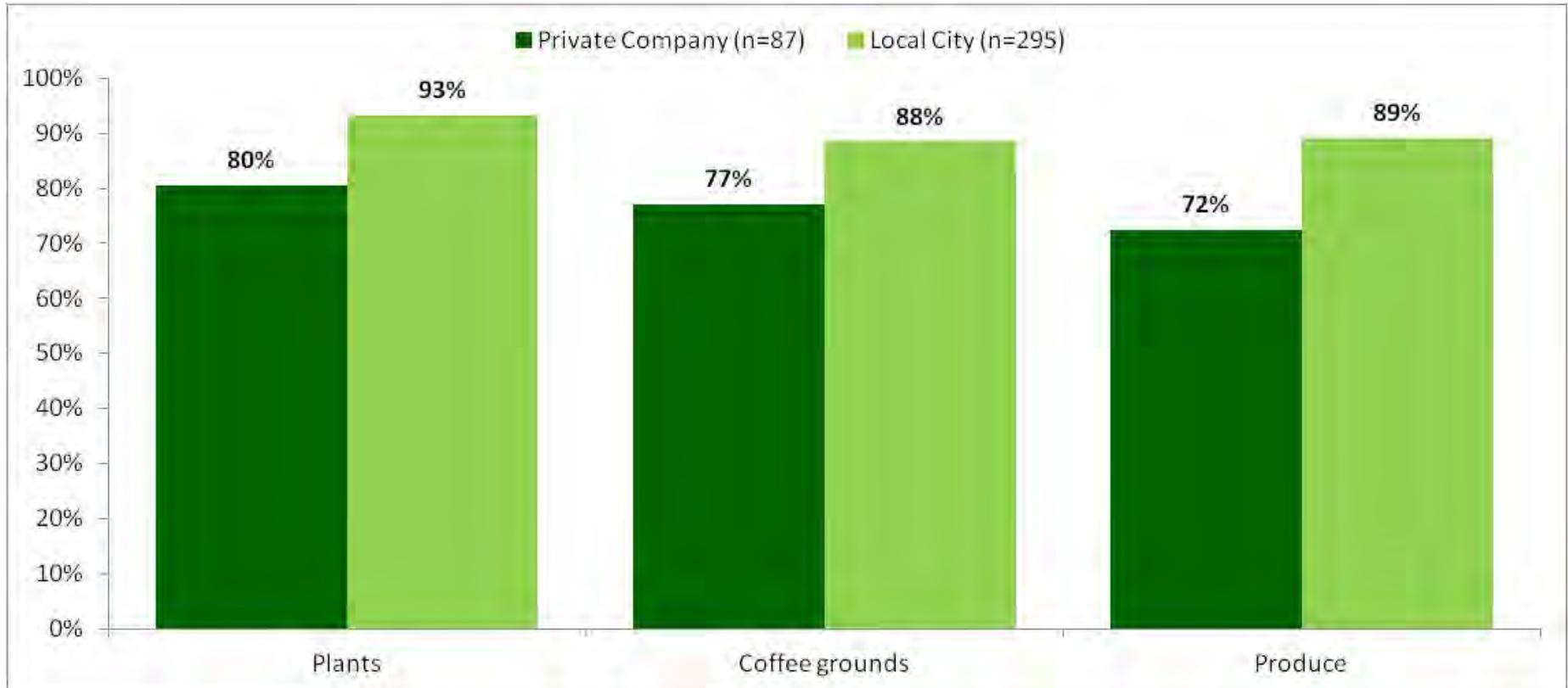
Those with city service were more likely to know that materials could be recycled at drop-off sites.



Q24. In Linn County, which items from the list below can be **recycled** at public drop-off sites? Select all that apply.

Compostable Materials Private vs City Haulers

Those with city service were more likely to know that plants, coffee grounds and produce can be composted.

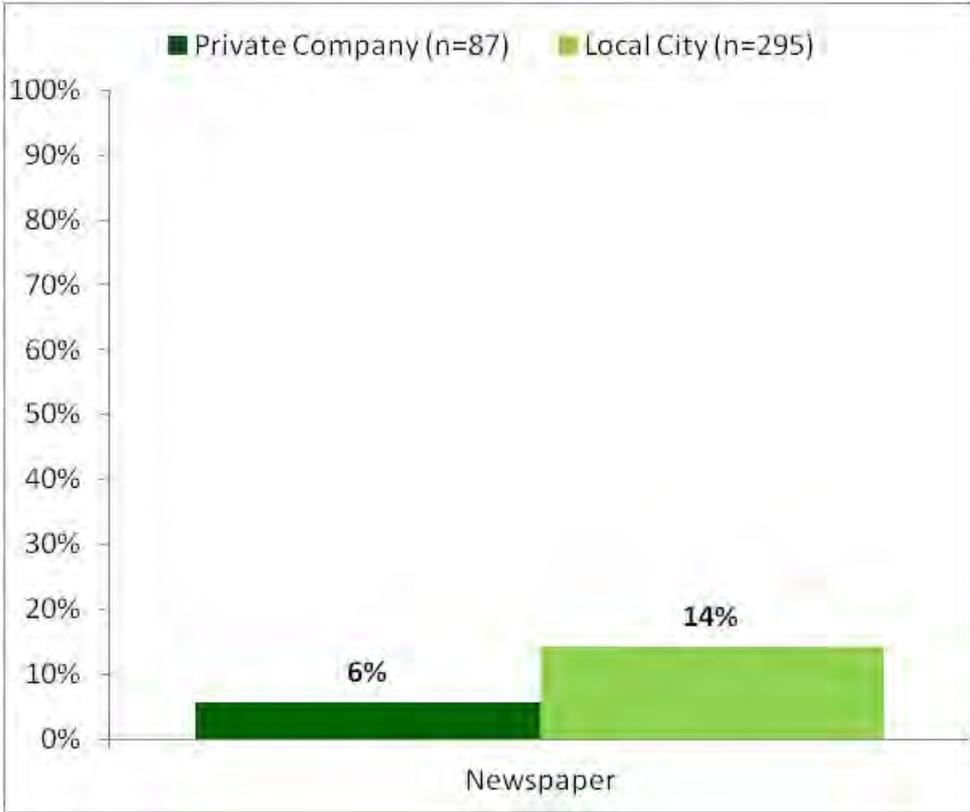


Q25. Which items from the list below can be easily composted in backyard bins or placed with yard waste? Select all that apply.

Method of Information Searching

Private vs City Haulers

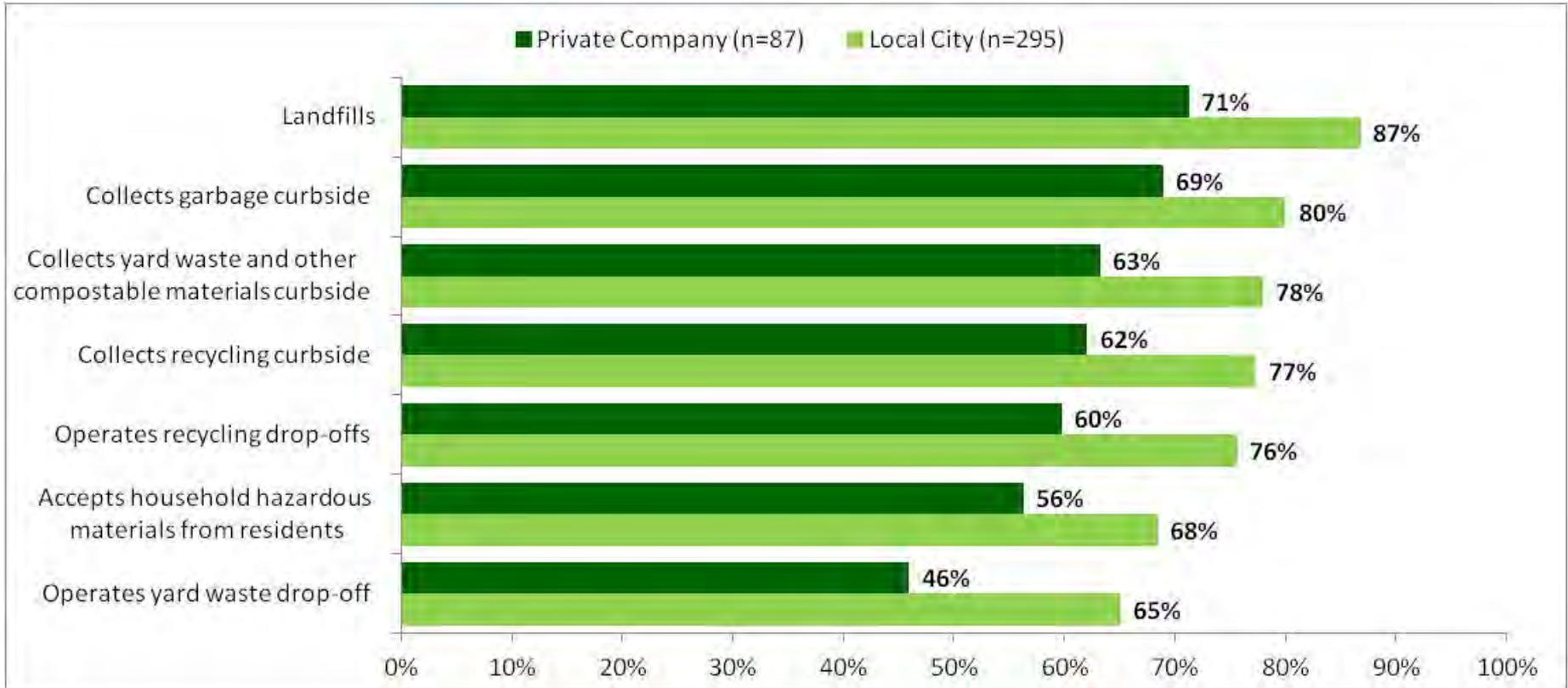
Those with city service were more likely to prefer learning about recycling and waste reduction from newspaper ads/programs.



Q27. To learn about recycling and waste reduction in Linn County, which method(s) are you most likely to use? Choose **up to two** of your most-preferred methods.

Knowledge of Solid Waste Agency Activities Private vs City Haulers

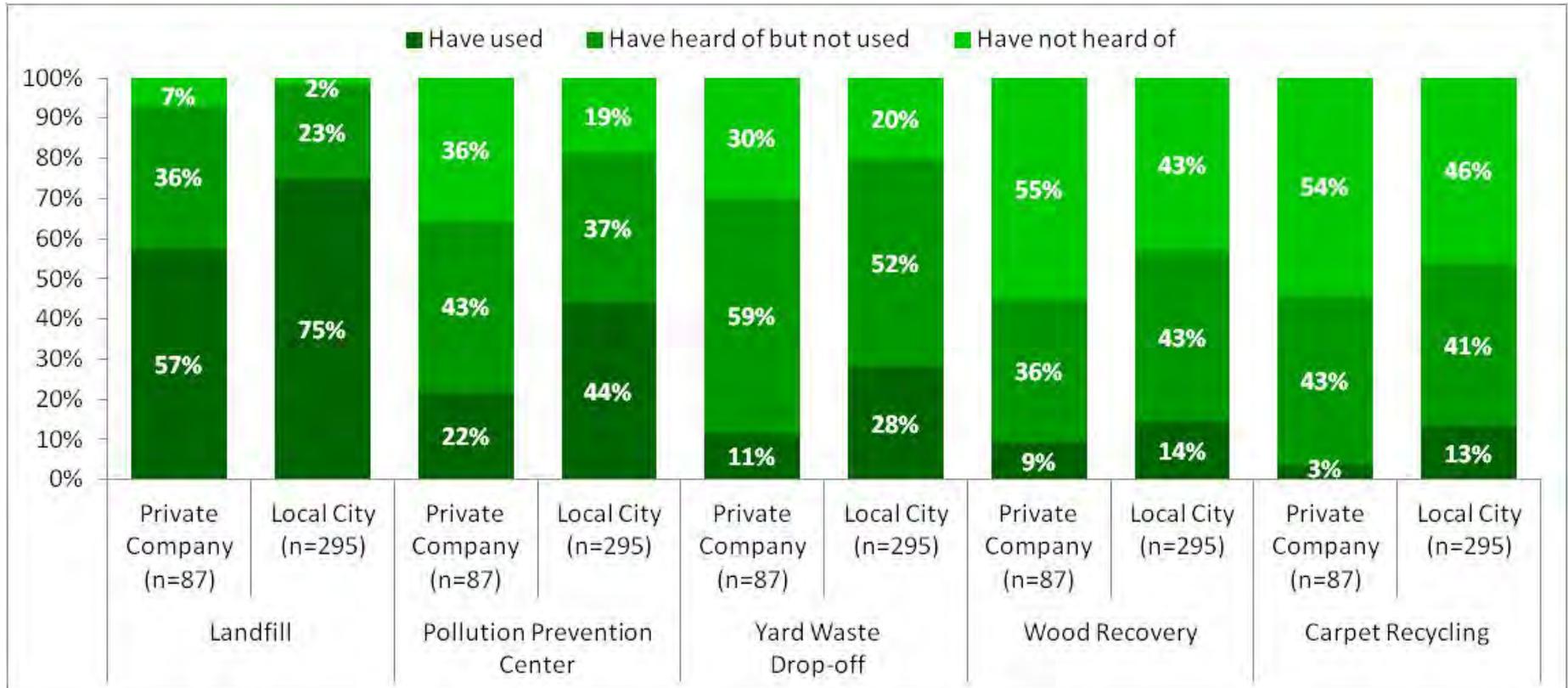
Those with city service were more likely to correctly identify roles of the Solid Waste Agency, but they were also more likely to incorrectly name the Agency as being responsible for other roles.



Q29. To the best of your knowledge, which of the following does the Cedar Rapids/Linn County Solid Waste Agency do? Select all that apply.

Usage of Solid Waste Agency Offerings Private vs City Haulers

Those with city services were more likely to have used Agency programs, while those with private company service were more likely to never have heard of the programs.

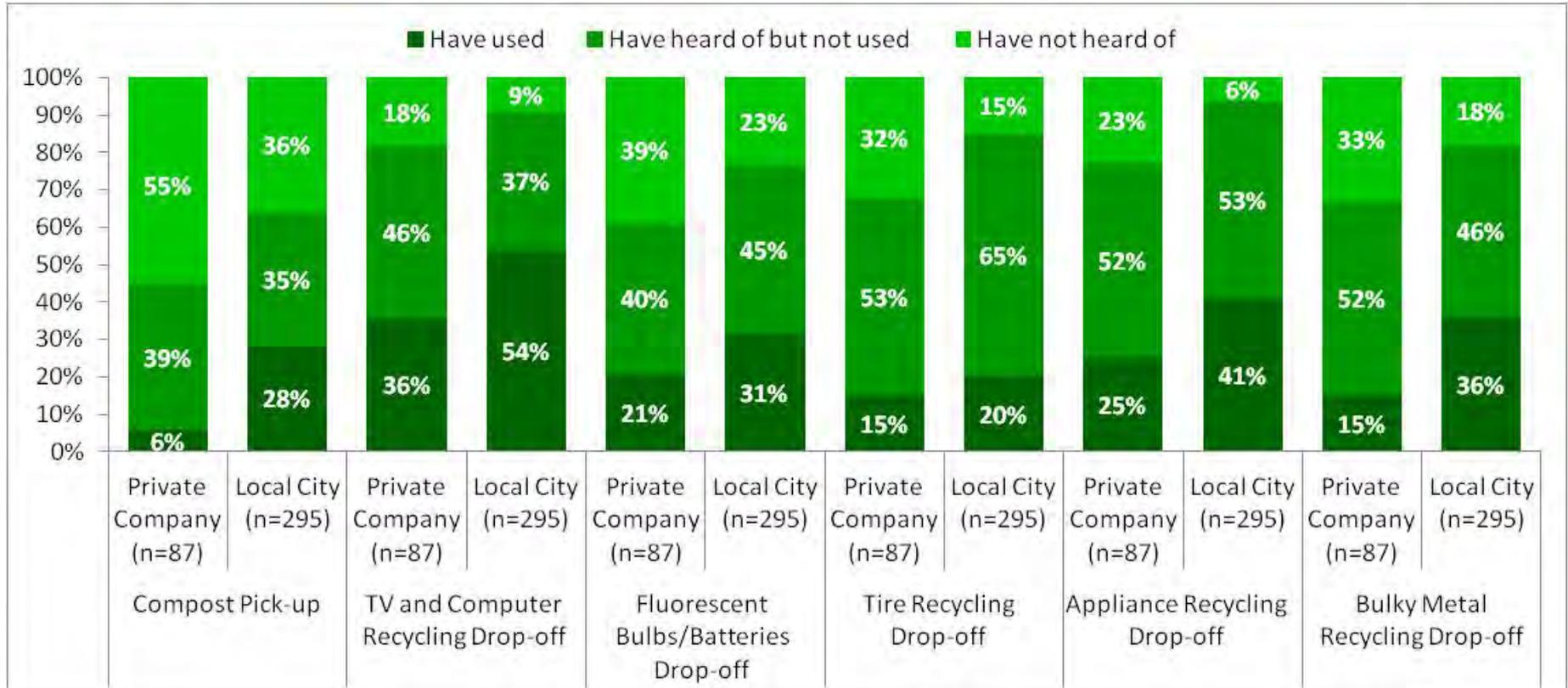


Q31. Which of the following Cedar Rapids/Linn County Solid Waste Agency programs have you heard of or used?

Usage of Solid Waste Agency Offerings (cont.)

Private vs City Haulers

Those with city services were more likely to have used Agency programs, while those with private company service were more likely to never have heard of the programs.

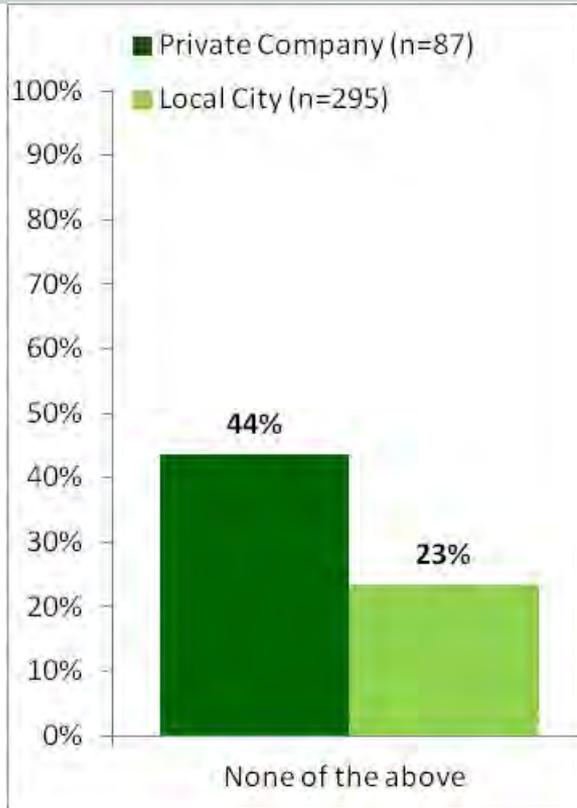


Q31. Which of the following Cedar Rapids/Linn County Solid Waste Agency programs have you heard of or used?

Interaction with Solid Waste Agency

Private vs City Haulers

Those with private company service were less likely to have ever interacted with the Agency. When looking only at people who have, those with city service were more likely to have received information by mail or used the *Companion*, but were less likely to have attended a presentation.



Q32. Which of the following have you done with regard to the Cedar Rapids/Linn County Solid Waste Agency? Select all that apply.

Conclusions

- ▼ Recycling was important to most people.
- ▼ Keeping food waste out of the trash was not as important, on average, as recycling, but it was still important to most people.
- ▼ People, especially people who own their residences, believed it's important to dispose of items in a responsible manner and would feel guilty if they put recyclable materials in with regular garbage.
- ▼ Most people who lived in condos, apartments, townhouses or mobile homes had access to dumpsters for disposal of their garbage, but many had curbside service.

Conclusions

- ▼ The City of Cedar Rapids was selected by the majority of respondents as the entity which picks up garbage, recycling and yard waste at residences.
- ▼ Most people had access to recycling at their homes for all of the materials, but people who owned their residences were more likely than renters to have opportunities to recycle materials at home.
- ▼ Nearly all people used what recycling options they have available at home, but people who owned their own residences were more likely than people who rented to actually recycle.

Conclusions

- ▼ Most people had access to recycling at their places of employment for cardboard, paper/magazines/newspaper and deposit containers.
- ▼ Most people used the recycling available to them at their worksites.
- ▼ Many people brought recyclables from work to their homes to recycle, but most did not.
- ▼ Over one-third of the sample consisted of people who had used drop-off sites for a number of different materials.

Conclusions

- ▼ There was a low rate of experience with using drop-off locations for most materials.
- ▼ People who owned their own residences were more likely than renters to take recycled materials to a public drop-off site.
- ▼ About half the people had dropped off electronics, the most popular material to take to a drop-off site.
- ▼ Paper/magazines/newspapers, plastic containers and cartons were the only materials that renters have recycled at public drop-off sites more than owners.

Conclusions

- ▼ The drop-off location on County Home Road is the most popular of the four sites overall.
- ▼ People who own their residences were more likely to have used the County Home Road drop-off site and renters were more likely to have used the Ingleside Drive location.
- ▼ Most people used drop-off sites every few months or less often, but renters went to drop-off sites more frequently than owners.
- ▼ Most people have their yard waste picked up curbside, but many leave everything in place or compost on their own properties.

Conclusions

- ▼ Of the people who did have yard waste, owners were more likely than renters to compost on their own property.
- ▼ The majority of people put their food waste in with regular garbage or down the disposal, but many put it in with their yard waste or compost on their own properties.
- ▼ Renters were more likely than owners to not have food waste.

Conclusions

- ▼ Of those who did have food waste, owners were more likely than renters to add it to yard waste for pickup or compost on their own property.
- ▼ Most people had between one and three challenges to recycling or composting more.
- ▼ The top challenges centered around information and locations.
- ▼ Renters were more likely than owners to have challenges to recycling or composting more.

Conclusions

- ▼ Of those who did have challenges, renters were more likely to have problems with transportation and availability of containers, while owners were more likely to have issues with going to different locations and using lawn bags.
- ▼ Most respondents knew which materials were not allowed to be disposed of with their regular trash, but owners had more knowledge than renters.
- ▼ Most respondents knew which materials were recyclable at public drop-off sites, but owners had more knowledge than renters.

Conclusions

- ▼ The majority of respondents knew that plants, coffee grounds and produce could be composted, but owners had more knowledge than renters.
- ▼ The Solid Waste Agency was the top choice for seeking information about recycling, followed by doing a general Internet search.
- ▼ The Internet was the most popular resource for learning more about recycling or other waste reduction methods.
- ▼ Owners were more interested than renters in learning about recycling and waste reduction from mailers or newspaper ads/programs.

Conclusions

- ▼ There was a mixture of knowledge and misinformation among respondents about what the Solid Waste Agency does.
- ▼ Most respondents had dropped off materials at the landfill at some point.
- ▼ Although most had not used other Solid Waste Agency services, they at least knew about several.
- ▼ Owners were more likely than renters to have used various programs, while renters were more likely to not have heard of programs.

Conclusions

- ▼ Nearly a third of people had not interacted with the Solid Waste Agency at all.
- ▼ Of those who had, the website, mailers and making phone calls to the Agency were the most common interactions.
- ▼ Owners were more likely to have interacted with the Solid Waste Agency overall.
- ▼ Of those who had interacted with the Agency, owners were more likely than renters to have received mailers, picked up materials at an event and to have used the *Home & Business Recycling Companion*.

Recommendations

- ▼ Linn County residents want to do the right thing – messaging should leverage this motivation
- ▼ More education overall would help increase awareness of how different materials should be discarded and what services CR/LC SWA offers at its various drop-off sites –
 - ▼ Consider a refrigerator magnet that highlights this information

Recommendations

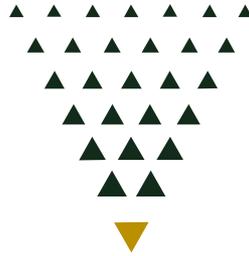
- ▼ Develop a “renter” CR/LC SWA initiative as recycling rates and knowledge levels are lower for this group - focus on communications and ways to reduce barriers (lack of receptacles, service, or lack of transportation to drop-off sites)
- ▼ Work with private haulers and property managers to provide renters with recycling information and encourage haulers to provide receptacles and frequent pick-up (investigate any opportunities for incentive)
- ▼ Investigate ways to provide neighborhood collection sites, especially in high-density, multi-family housing areas, for paper, cardboard, plastics and glass

Recommendations

- ▼ Target younger people (under 40) for information on recycling different materials and drop-off site programs (especially electronics)
 - ▼ Consider outreach on-site Saturday events
- ▼ Homeowners do use the CR/LC SWA materials mailed to the home - as budget allows, continue to send (but offer an opt-in email to request electronic communications only)
- ▼ Maximize online content, especially graphic-oriented material and video
- ▼ Invest in search engine optimization

Recommendations

- ▼ Linn County Solid Waste Agency is considered the expert in the area for recycling and waste management – continue to build on that reputation
- ▼ If you want to reposition your brand as resource recovery, you should be able to accomplish that gradually by conducting more education on your programs and services and introducing the term resource recovery as you do this work



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