



Report of Research Results

Telephone Survey of SWACO Service Area Residents

February 2018

Survey Methodology

- ▶ Telephone survey of Solid Waste Authority of Central Ohio service area residents 18+
- ▶ Survey conducted November 9 – 16, 2017
- ▶ Live interviews were conducted by trained, professional interviewers; respondents were reached on both landlines and mobile phones
- ▶ 600 total interviews; margin of error ± 4.0 percentage points

Please note that due to rounding, some percentages may not add up to exactly 100%.

Profile of Survey Respondents



73% Single-Family Home
27% Multi-Family Home/Other



58% are 18-49
24% are 50-64
18% are 65+

64% Live in Columbus
36% Live outside of Columbus



37% HH income < \$50,000
30% HH income \$50,000 - \$99,999
20% HH income ≥ \$100,000
12% Refused



70% White
19 % African-American
4% Hispanic
4% Asian/Pacific Islander
4% Something else/Refused



62% Non-College Grad
38% College Grad

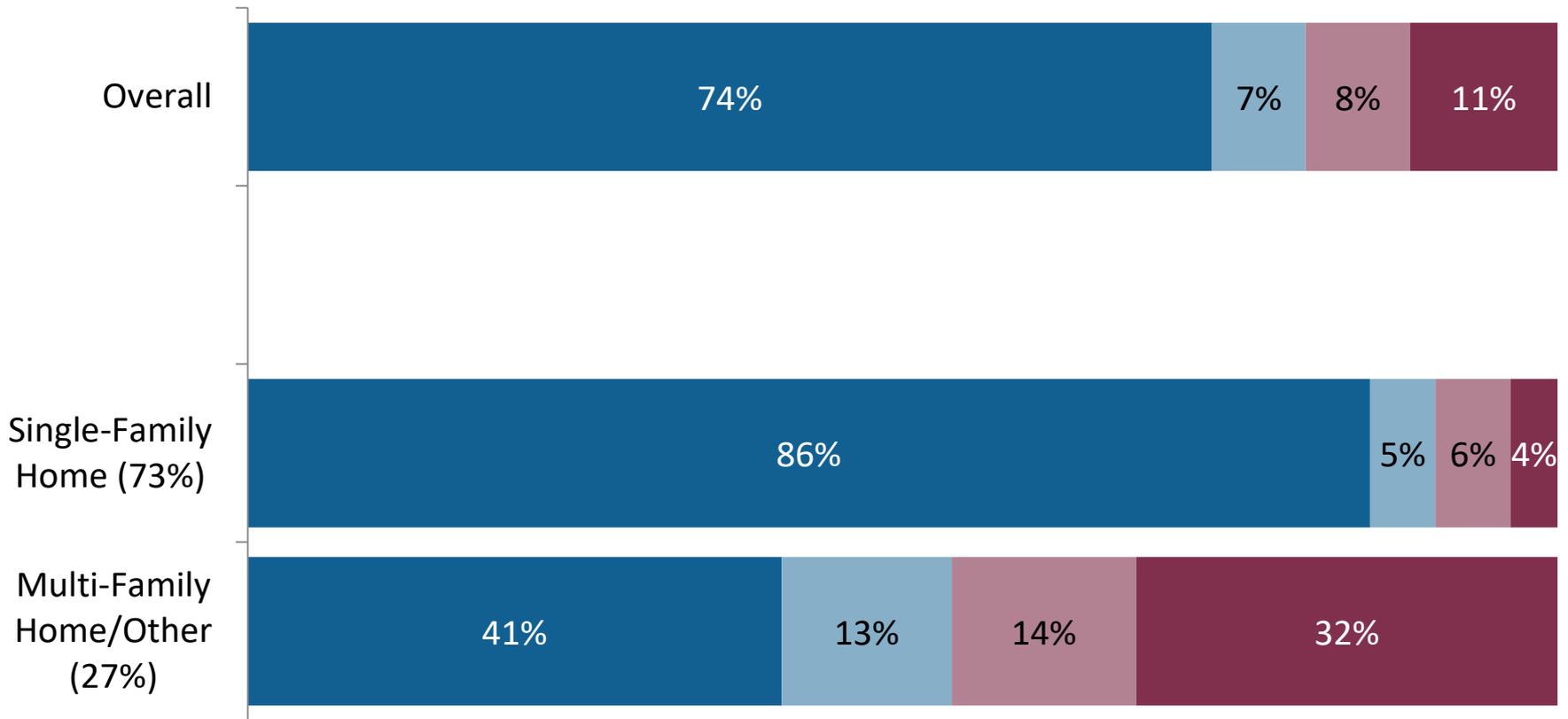
Key Findings

- ▶ Nearly three-quarters of District residents are recycling regularly, but access is a problem for residents of multi-family homes.
- ▶ Residents generally have a favorable view towards recycling.
- ▶ Residents believe in recycling's beneficial environmental impacts, as well as broad economic impacts, but personal economic impacts are less believable.
- ▶ There is confusion about what is recyclable within the District.

Recycling Access by Home Type

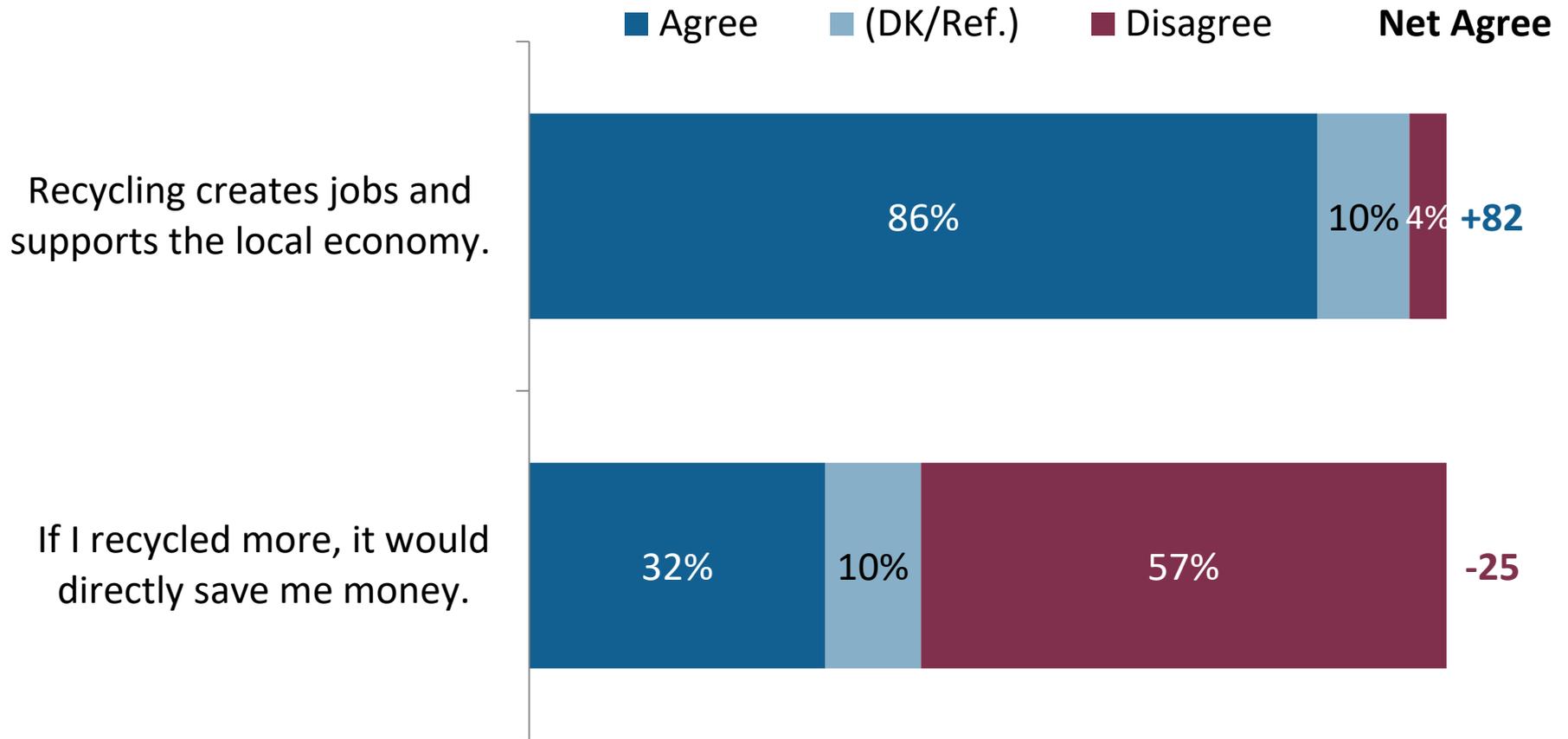
Nearly three-quarters of residents have curbside pick-up, but near half of residents (46%) in multi-family units do not have recycling service at their home.

■ Curbside ■ Shared ■ No Access at Home, but Use Dropoff ■ Do Not Use



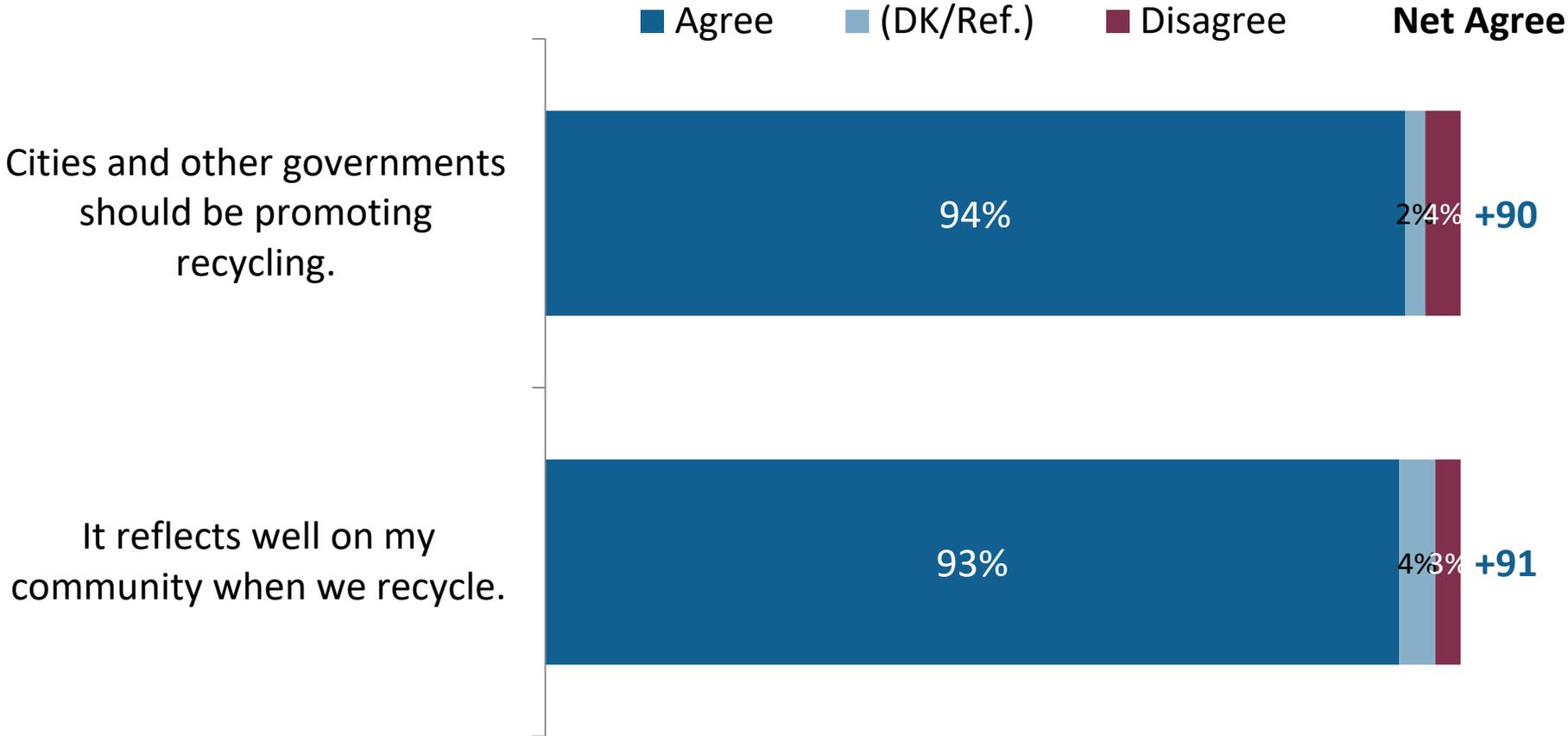
Economic Attitudes and Recycling

Residents recognize the value of recycling as a local economic force, but do not see it impacting their pocketbook.



Community Recycling Attitudes

Attitudes towards community promotion of recycling are very positive.



Top Recycling Messages Tested

Five pro-recycling messages were tested. A message emphasizing environmental protection performed best, followed by one about resource waste.

Recycling and reducing waste helps protect clean air and clean water, reduces our energy usage, and preserves open space and farmland by eliminating the need for more landfills. Recycling is just one more step we can take to conserve the environment for future generations.

Every year, Central Ohio residents and businesses throw 41 million dollars' worth of reusable and recyclable materials away into the landfill. We should be putting these resources to work in the economy instead of wasting them. It's common sense.

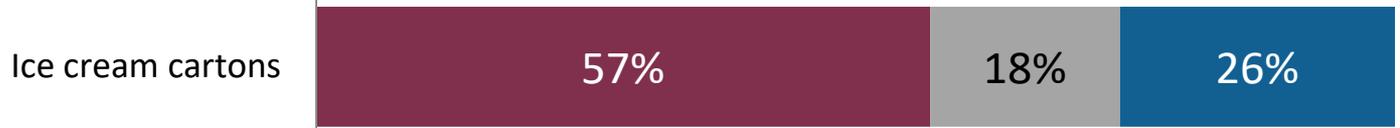
Is It Recyclable?

Residents exhibit confusion about what items are recyclable, creating a significant barrier for effective recycling in central Ohio.

■ Recyclable ■ Not sure/ Don't know ■ Not recyclable



■ Recyclable ■ Not sure/ Don't know ■ Not recyclable



Recycling Behavior Profiles

Central Ohio residents can be divided into five behavioral profiles when it comes to recycling. The largest group is the “half-hearted” middle, who support recycling but could improve their practices. Only 14% fall in the Unwilling category.

Consistent
20%

Aspiring
21%

Half-Hearted
33%

Unwilling
14%

No Access
11%



Profile Definitions and Attitudes

		Consistent	Aspiring	Half-hearted	Unwilling	No Access
Group Definitions	Access	✓	✓	✓	✓	
	Self reported recycling behavior	Very high	High	Moderate	Low/None	
	Knowledge of correct recycling	✓				
	Other reuse behaviors	✓				
Shared Attitudes	Belief in environmental impact	✓✓	✓	✓	✓	✓
	Belief in economic impact	✓	✓			
	Convenience	✓	✓	✓	✓	
	Doubt pocketbook impact	✓	✓	✓	✓	✓
	Confusion			✓	✓	
	Skepticism				✓	✓
	Wishful recycling	✓	✓			

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