

# Central Ohio Recycling Attitudes Survey

December 2017



81% of residents report having access to recycling at their home.



93% of residents view recycling as a point of pride in their community.

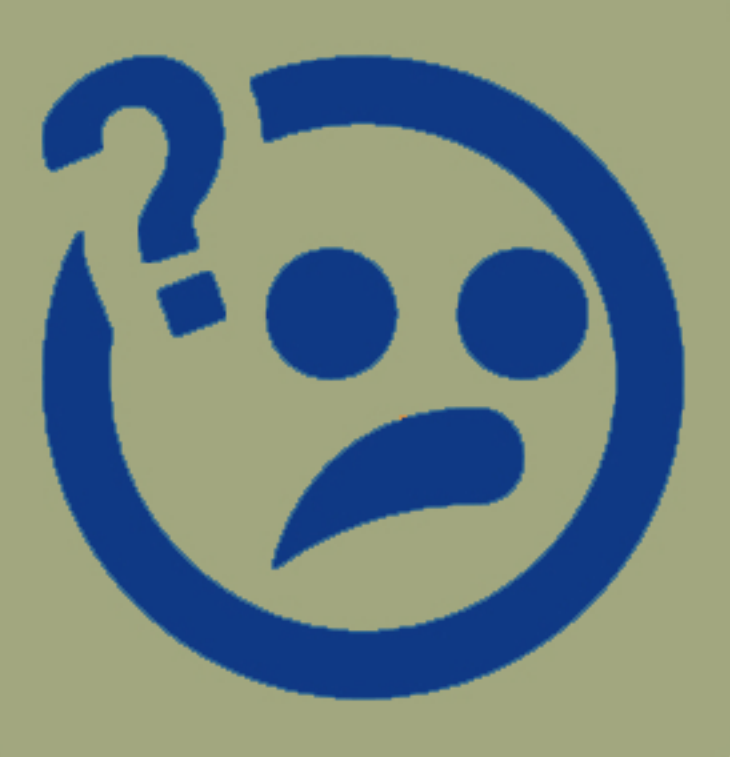


94% of residents believe local government should help to lead the way for recycling and waste reduction.



## BARRIERS TO RECYCLING

Most residents think that recycling at home is convenient (81%), but nearly half (49%) report confusion about what items can be recycled.



## CONFUSION

Two-thirds of residents think plastic tubs, like those used for yogurt or butter are recyclable (66%) at the curb. A majority (57%) think ice cream cartons are recyclable, and over a third (39%) think plastic bags are.



## JOBS IMPACT

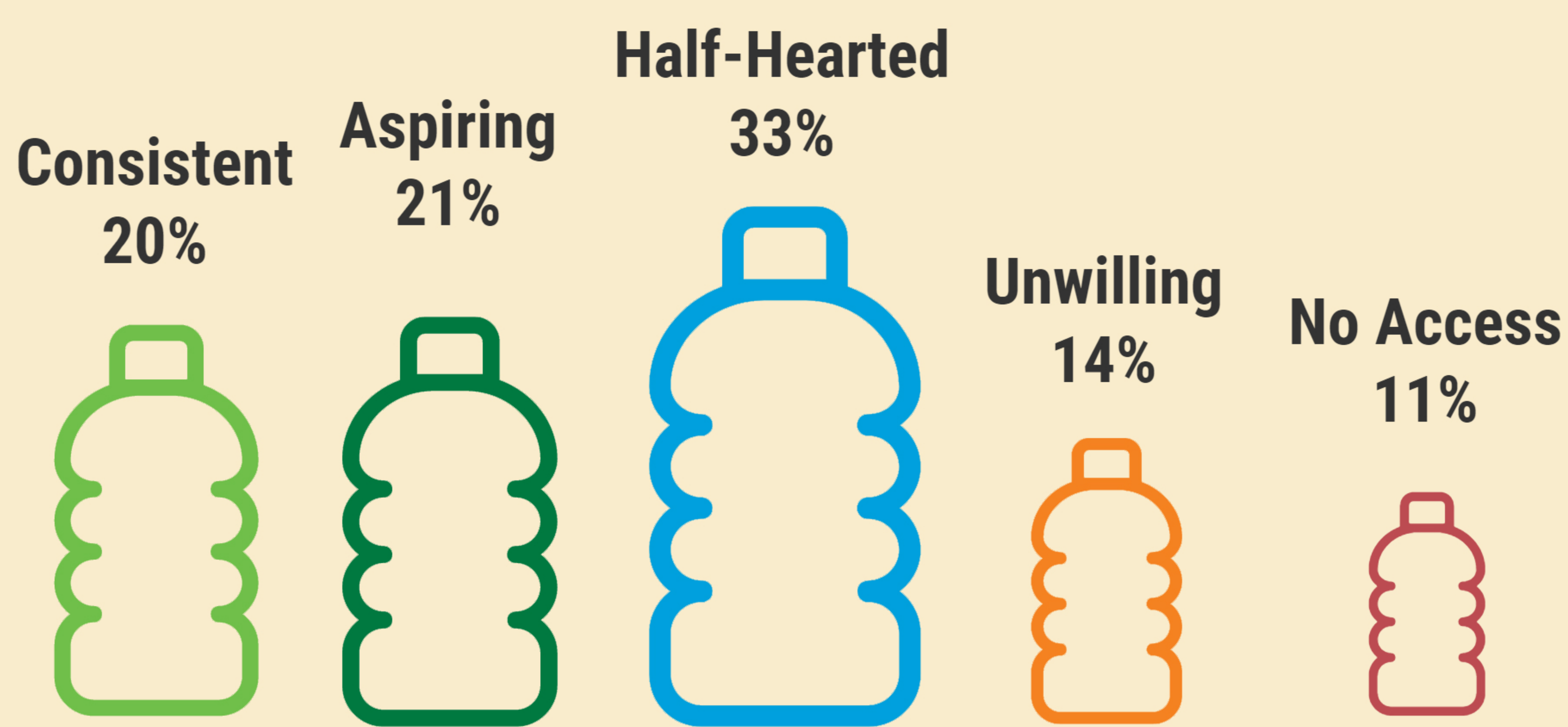
A large majority of residents in Franklin County (86%) agree that recycling creates jobs and supports the local economy. Over half (52%) strongly agree.



## RECYCLING BEHAVIOR PROFILES

Residents were sorted into five recycling profiles, using their responses to questions about their likelihood to recycle and their reported knowledge of recycling.

PROFILE GROUPS



	Consistent	Aspiring	Half-Hearted	Unwilling	No Access
Access	✓	✓	✓	✓	✗
Self-reported recycling behavior (0-100 scale)	100	90-99	50-89	0-49	
Knowledge of correct recycling	✓	✗	✗	✗	✗
Other reuse behaviors	✓	✗	✗	✗	✗