



Quantitative Assessment of Waste Disposal and Reduction Concepts

Prepared for:

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EXECUTIVE SUMMARY

Introduction

Gilmore Research Group surveyed by telephone 400 residential customers and 50 commercial customers of the Seattle Public Utilities Waste Services to obtain feedback on a proposed new curbside pick-up service. In addition to these surveys, Gilmore Research conducted intercept surveys with 423 users of the North and South Seattle Public Utilities Waste Transfer Stations to obtain their opinions about the same curbside service. Residential customers were additionally asked a series of questions to determine their likelihood of using recycling containers for an expanded food scrap/yard waste program.

The curbside service surveys explored:

- How frequently respondents use the transfer stations
- Typical content of loads taken to transfer stations
- Likelihood of using curbside disposal service for items that go to the transfer stations
- How much residents and commercial customers would be willing to pay for the new service
- What residents and commercial customers would do with their waste if they could no longer access the transfer station
- Likelihood of using recycling containers for an expanded food scrap/yard waste program

In a fourth survey, Gilmore Research interviewers contacted 401 residential customers of Seattle Public Utilities to gather opinions about a variety of choices that are involved in consumer product stewardship. The purpose of this second study was to determine what customers think about possible ways to reduce waste, and to understand the approaches and programs that they might support to affect positive environmental change.

Key Findings

Food Waste Recycling

- A majority of residents of single family homes would be likely to put food waste and compost-able paper into yard waste bins.

- Among those who currently put food waste into their yard waste bins, 77% would be likely (with 63% “very likely”)
 - Among those who do not put food waste into their yard waste bins, 62% would be likely (39% “very likely”)
 - Among those who are not currently signed up for yard waste service, 55% would be likely to sign up and dispose of food waste (31% “very likely”)
- A majority of respondents in multi-family housing would be likely to put food waste and compost-able paper into yard waste bins. 75% would be likely, with 54% “very likely.”
 - Respondents who said they are likely to dispose of food waste in a yard waste bin or food bin most often said they support recycling (17%), they wish to reduce landfill (14%) and they think it’s basically a good thing to do (12%).
 - Those who said they are unlikely to recycle their food waste most often said they have concerns about odor or rot (18%), they have concerns about pests or rodents (17%) and they have too little food waste to recycle it in a yard waste bin or food bin (11%).
 - Respondents who live in multi-family housing were significantly more likely than residents of single family homes to say required food recycling is a good idea (60% compared to 48%). Women were more likely than men to say this is a good idea and those under 35 were more likely than those 45 years old and older to say it is a good idea.
 - Those who said required food recycling is a good idea gave these reasons more often than others: reduce landfill (14%), cut down on waste (13%), food should be composted (11%) and support for recycling (11%). Those who said required food recycling is not a good idea most often mentioned the expense (26%) and trouble involved in recycling (20%).

Transfer Stations and Curbside Recycling

Frequency of Use

- Nearly half of the commercial users surveyed (48%) use the transfer station at least once a week and an additional 30% use it at least once a month.
- Among intercept customers, most (56%) said they use the transfer station at least once a month including 14% who use it weekly.
- Residential customers who use the South Transfer Station use it more often than those who use the North Transfer Station: 65% of South Transfer Station users go

there at least once every 6 months or more often, compared to 59% of those who use the North Station this often. Over half the telephone survey respondents who said they use transfer stations (56%), use the station north of downtown; 35% use the transfer station south of downtown.

Typical Load Content

- Three-quarters of commercial customers typically carry construction and demolition debris (78%) and 30% said they typically haul garbage.
- Nearly six in ten individuals intercepted at the transfer station were hauling garbage on the day they were surveyed (57%) followed by a nearly even distribution of recyclables (24%), construction and demolition debris (24%) and yard waste (19%). Among these respondents, 83% were bringing waste materials from a home inside the city limits and 11% from businesses in the city limits.

Likelihood of Using Curbside Disposal Service

- Nearly half the commercial customers (48%) said they would never use the service and 20% probably would not use it.
 - Barriers to using the service included already having containers and/or a system in place and no place on the street to put things out for pick-up.
 - Those who would consider using the new service (18% would definitely use and 16% said they may use it) cited convenience as the biggest benefit followed by saving time and money.
- Half of the intercept survey respondents said they would “definitely” use the service and an additional 21% said “maybe” they would use it.
 - These respondents cited time savings, saving on gas and vehicle wear & tear and a dislike of the transfer station as the primary motivators for using the service.
 - Those who would not use the service and those who said they probably wouldn’t use it (32% of the total) said cost would be a factor in their decision. They also mentioned barriers to using the service such as it would be “messy/ugly” to have the load sitting on the curb, it was inconvenient (18%) and there was no place to put the load near the street (14%).
- Interest in using curbside disposal service for transfer materials was strong among residential customers: about two thirds (64%) said they would probably use the service, including 37% who would “definitely” use it.
 - Reasons that were most often given for using the service were to save trips to the transfer station (26%) and convenience (25%).

- Reasons for not using the service included no need for the service (30%), easy to load and self-haul (30%) and cost (26%).

Cost for the Curbside Disposal Service

- In evaluating cost scenarios, 48% of commercial users said they would haul the waste themselves, 32% would pay the City to haul it if it costs half of their current costs, and 18% would pay the City the same amount as their current costs to haul their waste. Just 2% would pay the City twice their current cost and another 2% would pay the City four times the current cost to haul their waste away.
- A majority of intercept customers (92%) said they would prefer to have the City haul their waste – 64% at the same cost they are paying now, 24% would pay twice their current costs and 4% would pay up to four times the current cost.
- Among residential customers who use the transfer stations, 59% said they would pay the City to haul their materials if it costs the same as the transfer station, 19% would pay the City to haul it at twice their current cost and 4% would pay the City four times the current cost to haul their waste away.

Opinion of Curbside Disposal Program if Transfer Station Use is Prohibited

- Commercial users who indicated some willingness to consider using the program (n=27) gave their opinions of the program under different price scenarios assuming access to the transfer station was no longer available. Most (52%) said they would have an unfavorable opinion of the program at any price, 15% were okay with the program at half price and 22% were okay with it if the price was the same as what they pay now.
- Among intercept customers who indicated a willingness to consider using the program (n=348), most (87%) said they would have a favorable impression of the prices if they could no longer use the transfer stations. This includes 6% who would have a favorable impression at four times their current cost, 29% who would feel okay if the program cost them twice as much as they are currently paying and 52% who would be okay with the program if prices stayed the same as their current costs.
- Among residential customers who use the transfer stations, 58% said they would have a favorable opinion of the program at the same price, 16% would have a favorable opinion at twice the cost and 6% would have a favorable opinion at four times the cost. Although 10% said their opinion would be unfavorable at any price, 15% said it would be favorable if the price were half what they pay now.

Likely Methods of Waste Disposal if Transfer Station Use is Prohibited

- For each method presented in the survey, respondents were asked: “How likely they would be to ...” (options described below), so the following points compare the percentage of likely responses for each option in each survey.
- Commercial users indicated they were most likely to haul waste to a private transfer station (77% very/somewhat likely), 71% said they would likely haul it to a King County transfer station, 70% were likely to pay for curbside pick-up and 52% were likely to pay a private service to haul it.
- Intercept customers indicated they were most likely to pay the City for curbside pick-up (83% very/somewhat likely) followed by hauling waste to King County transfer stations (68%) and hauling to a private transfer station a distant third (57%).
- Most residential customers said they would pay the City to haul their waste (75% “likely” and 15% “very likely”). There was less interest in hauling waste themselves, either to a private transfer station (25% “likely” and 38% “very likely”), or to King County transfer stations (29% “likely” and 23% “very likely”). Less than half said they would be likely to pay a private service to haul their waste.

Likelihood of Illegal Dumping

- Most commercial credit account users (88%) thought there would likely be more illegal dumping if residents and businesses were no longer allowed to bring their items to Seattle transfer stations, 4% said increased illegal dumping was unlikely and 8% said they did not know.
- Most of the transfer station users surveyed (89%) thought it was likely that illegal dumping would increase if residents and businesses were no longer allowed to bring their items to Seattle transfer stations.
- A majority of residential customers (88%) thought there would likely be more illegal dumping if residents and businesses were no longer allowed to bring their items to Seattle transfer stations, 6% said increased illegal dumping was unlikely and 6% said they did not know.

Product Stewardship

- A majority of respondents said they would be likely to take each of the six actions designed to help encourage responsible product disposal. Over three quarters said they would be likely (very/somewhat likely) to:
 - Take unwanted products back to transfer stations (if there is no charge) – 71% “very likely”
 - Take unwanted products to designated take-back locations – 65% “very likely”

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- Return products to their point of purchase – 56% “very likely”
 - Use an electronics pick-up service (for a \$10-\$15 fee) – 52% “very likely”
 - Buy products certified for recycling at a higher cost, if necessary – 50% “very likely”
 - Take products to transfer stations (for a \$10-\$15 fee) – 25% “very likely”
- A majority of respondents said they would be likely to take each of the five actions they were asked about to help reduce waste and encourage recycling. Over three quarters said they would be likely (very/somewhat likely) to:
 - Support products labeled Certified Seattle Recyclable – 67% “very likely”
 - Support a requirement that certain construction and building materials be recycled – 58% “very likely”
 - Support a program that provides grants or loans for recycling programs – 56% “very likely”
 - Use a deposit and refund system for bottles and cans – 52% “very likely”
 - Support a fee for excess product packaging – 47% “very likely”

DETAILED FINDINGS

Background

Norton Arnold contracted with the Gilmore Research Group to conduct four surveys of Seattle area residents to determine their opinions about new recycling and waste reduction actions. The surveys involved both residential customers and commercial customers of Seattle Public Utilities Waste Services. A primary factor driving the study was to assess public use of transfer stations.

Methodology

Gilmore Research conducted the following four surveys:

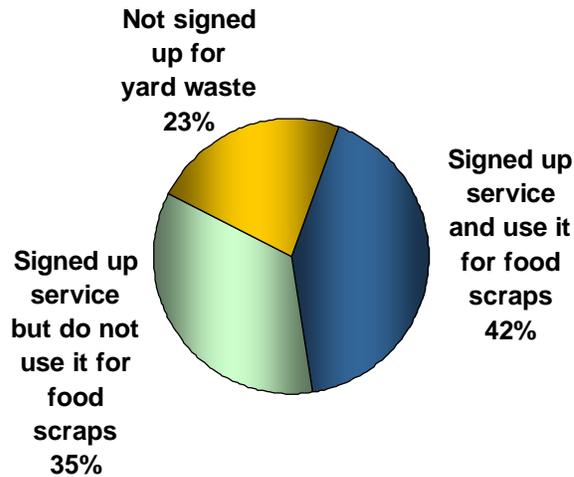
- A random telephone survey of 400 residential customers of SPU Waste Services between March 22 and April 2, 2007, with an average length of 9-10 minutes.
- A random telephone survey of 50 commercial credit account users of SPU Transfer Stations between March 27 and April 2, 2007, with an average length of almost 6 minutes.
- Intercept surveys among 423 users of the North and South Seattle Public Utilities Waste Transfer Stations (in conjunction with Norton-Arnold staff) between March 17 and March 28, 2007. (Length was not recorded.)
- A random telephone survey of 401 residential customers of SPU Waste Services between March 29 and April 11, 2007, with an average interview length of 7 minutes.

The primary objective driving the first three sets of surveys was to obtain feedback on a proposed new curbside pick-up service. A secondary objective of the random telephone survey of 400 residential customers was to determine their likelihood of using recycling containers for an expanded food scrap / yard waste program. The fourth survey had the specific objective of evaluating eleven methods of approaching product stewardship.

Findings from both random telephone surveys of residential customers (n=400 and n=401) are projectable to all Seattle Public Utilities Waste Services customers. The maximum margin of error for both samples is $\pm 4.9\%$ at the 95% level of confidence. This means that we can be 95% confident that when using the entire sample, any reported percentage does not differ from the value reported by more than +4.9 percentage points.

FOOD WASTE RECYCLING

Figure 1
Current Use of Yard Waste Service for Food Scraps



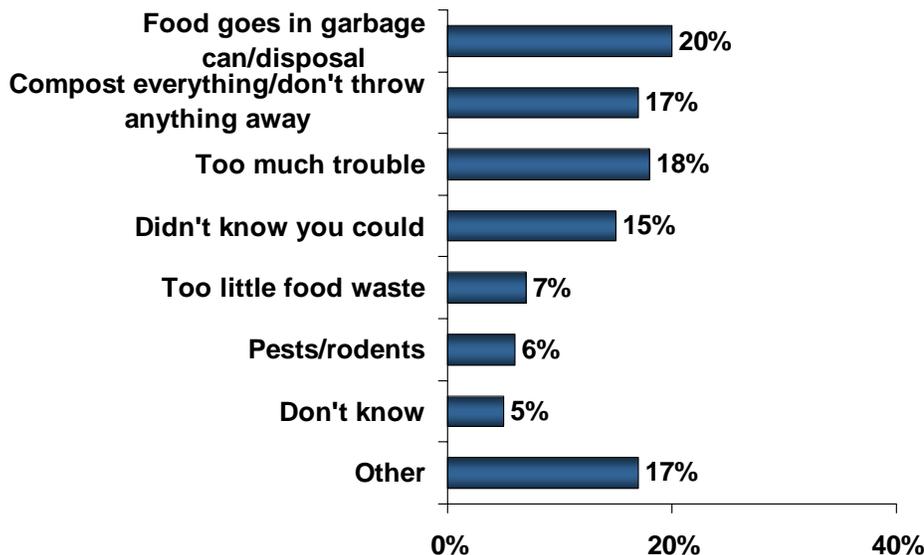
Q2 and Q3. Are you signed up for yard waste service? Do you put your fruit and vegetable scraps in with your yard waste now?

Base: Residents of single family homes (n=313)

About three quarters (77%) of residents of single-family homes who are customers of SPU Waste Services are presently signed up for yard waste service.

Of those who use the service, more said they use it for food scraps and food-soiled paper products (42%), than said they do not (35%). Respondents who live in one- person households were more likely than others to use it for food scraps. (Figure 1)

Figure 2
Reasons for Not Including Food Scraps & Food-Soiled Paper in Yard Waste

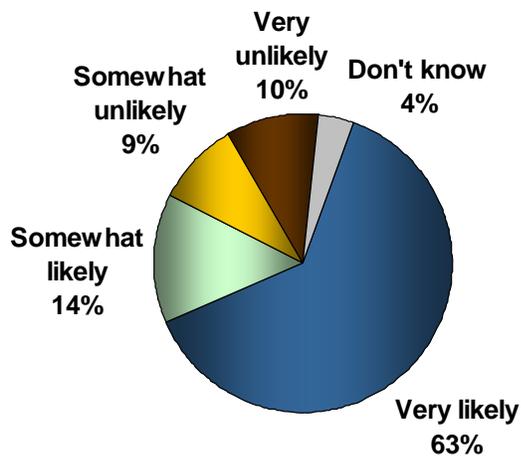


Asked to give reasons for not disposing of food scraps in yard waste one fifth of respondents said they didn't think yard waste was good place to put garbage, 18% said it was too much trouble and 15% said they didn't know that food scraps could be disposed of in yard waste. (Figure 2)

Q5. Why do you not put your fruit and vegetable scraps in with your yard waste?

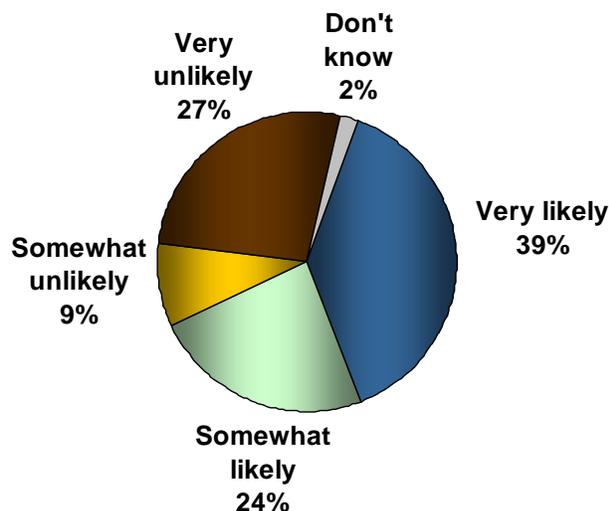
Base: Residents of single-family homes now signed up for yard service (n=109). Multiple responses accepted.

Figure 3
Likelihood of Using Yard Waste for Additional Food Waste



Q4. How likely would you be to put these new items in your yard waste cart for weekly pick up instead of your garbage can? **Base:** Residents of single-family homes now signed up for yard waste service and who use it for food waste (n=130)

Figure 4



Q6. How likely would you be to put your foods and compost-able paper in the yard waste bin instead of your garbage can? **Base:** Residents of single family homes now signed up for yard waste service who do not use it for food waste (n=109)

Residents of Single Family Homes

Those who currently use the yard waste service to dispose of fruit and vegetable scraps were asked how likely they would be to use an expanded food disposal program.

They were asked how likely they would be to include meat and dairy products in with other food scraps into yard waste for weekly pick-up. Garbage pick up would be every other week.

A large majority said they would be likely to use the expanded program (63% said “very likely”). Respondents younger than 35 years old were more likely than those older to say they would be likely to use the expanded program. (Figure 3)

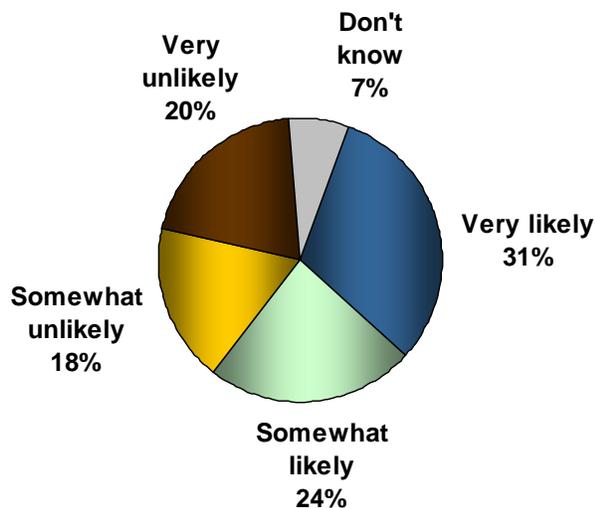
Residents of Single Family Homes

Customers who are signed up for yard waste service but do not currently use it to dispose of fruit and vegetable scraps were also asked how likely they would be to use an expanded food scrap program.

They were told that all food scraps including meat and dairy and compost-able paper could be put into the yard waste bin for weekly pick up. Garbage pick up would be every other week.

A majority would be likely to use the expanded program, with about 2 out of 5 very likely (39%). (Figure 4)

Figure 5
Likelihood of Signing Up for the Yard Waste Service and Expanded Food Disposal Program



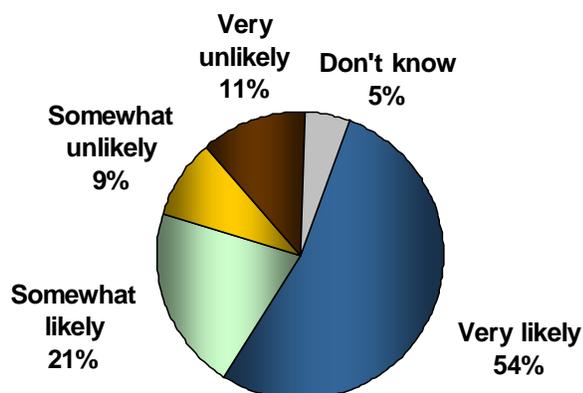
Q6. How likely would you be to sign up and put your foods and compost-able paper in a yard waste bin instead of the garbage can? **Base:** Residents of single family homes not currently signed up for yard waste service (n=74)

Residents of Single Family Homes

Respondents who are not currently signed up to use the yard waste service were asked how likely they would be to sign up and put foods and compost-able paper into a yard waste bin instead of the garbage can.

A majority (55%) said they would be likely to sign up for the program and dispose of their food and compost-able paper with yard waste. Those younger than 35 years old more often said they would likely sign up for the program, as compared to those age 65 years old and older who would be unlikely. Women were more likely than men to say they would probably sign up for the program. (Figure 5)

Figure 6
Likelihood of Putting Foods/Compost-able Paper in an Outside Food Bin Instead of Garbage Bin



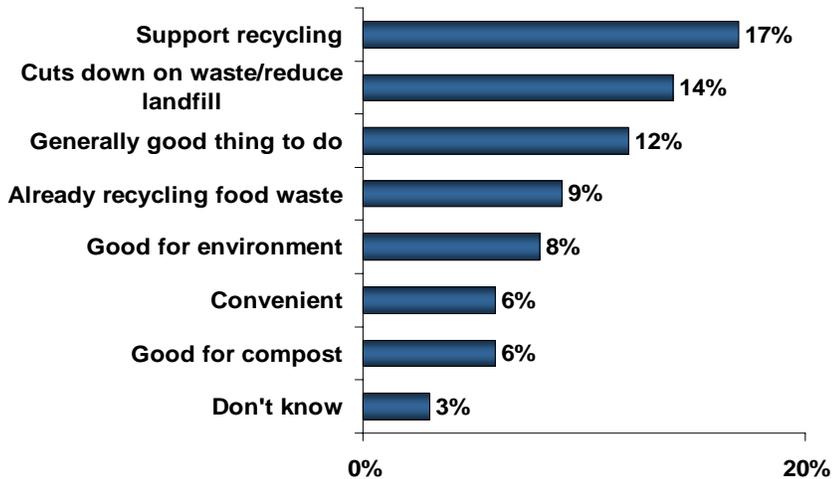
Q8. How likely would you be to put your foods and compost-able paper in the outside food bin instead of the garbage can? **Base:** Respondents who live in multi-family housing (n=87)

Residents of Multi-Family Housing

Respondents were asked how likely they would be to put their foods and compost-able paper in an outside food bin instead of the garbage bin.

Three out of four (75%) said they would be likely to use an outside food bin instead of the garbage bin. Over half (54%) said they would be “very likely.” Respondents who live in large-sized households (5+) were more likely than others to say they would be likely to dispose of their garbage in an outside food bin. (Figure 6)

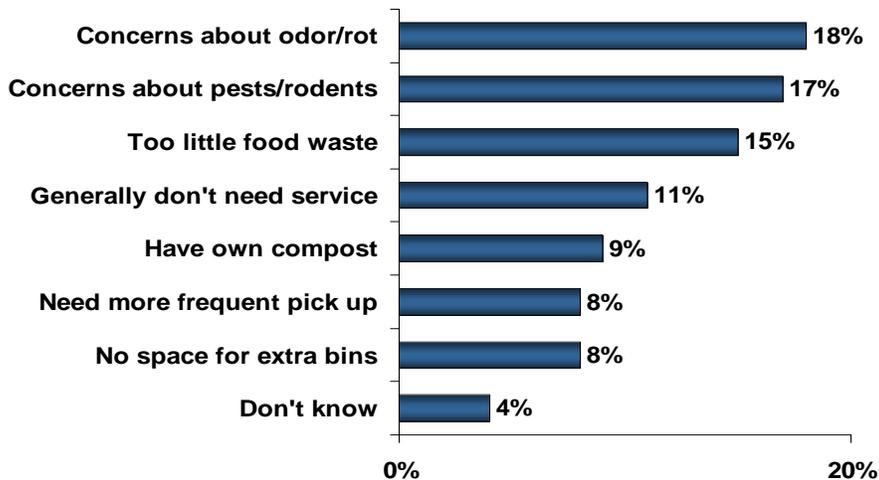
Figure 7
Reasons For Being Very / Somewhat Likely to Use Yard Waste or Outside Food Bin for Food Waste Disposal



Nearly one third of respondents said they would be likely to use alternative food waste disposal programs because they either support recycling (17%) or want to reduce the size of the landfill (14%). (Figure 7)

Base: Residents of single family houses and multi-family housing who are likely to use curbside food recycling services (n=274). Multiple responses accepted. “Other” responses not shown.

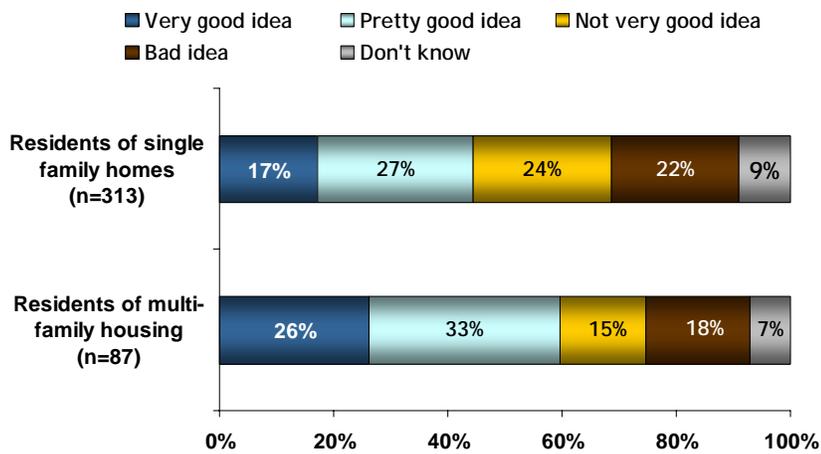
Figure 8
Reasons For Being Very / Somewhat Unlikely to Use Yard Waste or Outside Food Bin for Food Waste Disposal



Respondents who said they are unlikely to use yard waste or outdoor food bins are primarily concerned with odors and rot, and also pests and rodents. (Figures 8)

Base: Residents of single family houses and multi-family housing who are not likely to use curbside food recycling services (n=124). Multiple responses accepted. “Other” responses not shown.

Figure 9
Opinion of Required Food Waste Recycling



Q11. We have talked about a city program that would allow you to put food waste in a separate recycling container that would be picked up every week for a cost of \$5 a month. The City is thinking about making this a requirement. Do you think that plan is a ...

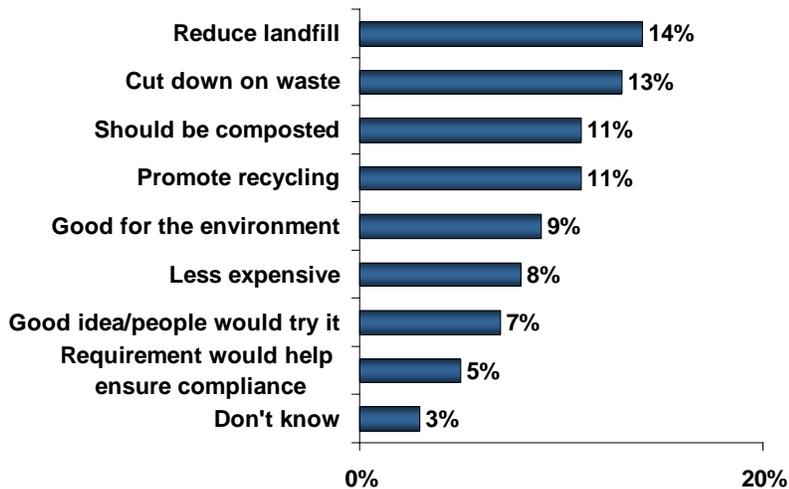
Base: All respondents (n=400)

Among all respondents, 48% said they thought required food waste recycling was a good idea and 44% said they thought it was not a good idea. The remaining 8% were undecided.

Residents of multi-family housing were more likely than residents of single family homes to think the idea is a good one (59% compared to 44%).

Respondents who are younger than 35 years old, and females were more likely to say it is a good idea. (Figure 9)

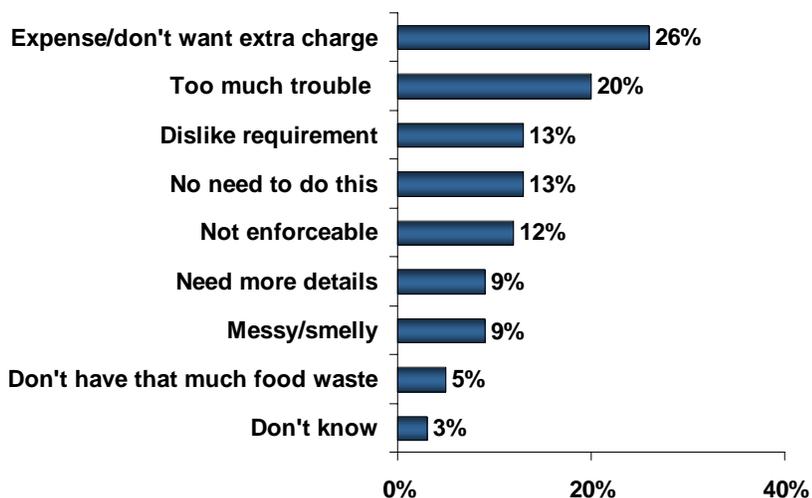
Figure 10
Reasons for Saying Required Food Recycling A Good Idea



Nearly two out of five respondents mentioned waste reduction or recycling as reasons for their support for required food recycling (reduce landfill – 14%; cut down on waste – 13%; promote recycling – 11%). (Figure 10)

Base: Respondents who said they think it is a very good/pretty good idea for the City to require food waste recycled in a separate container at a cost of \$5 per month (n=190). Multiple responses accepted. “Other” responses not shown.

Figure 11
Reasons for Saying Required Food Recycling Not A Good Idea

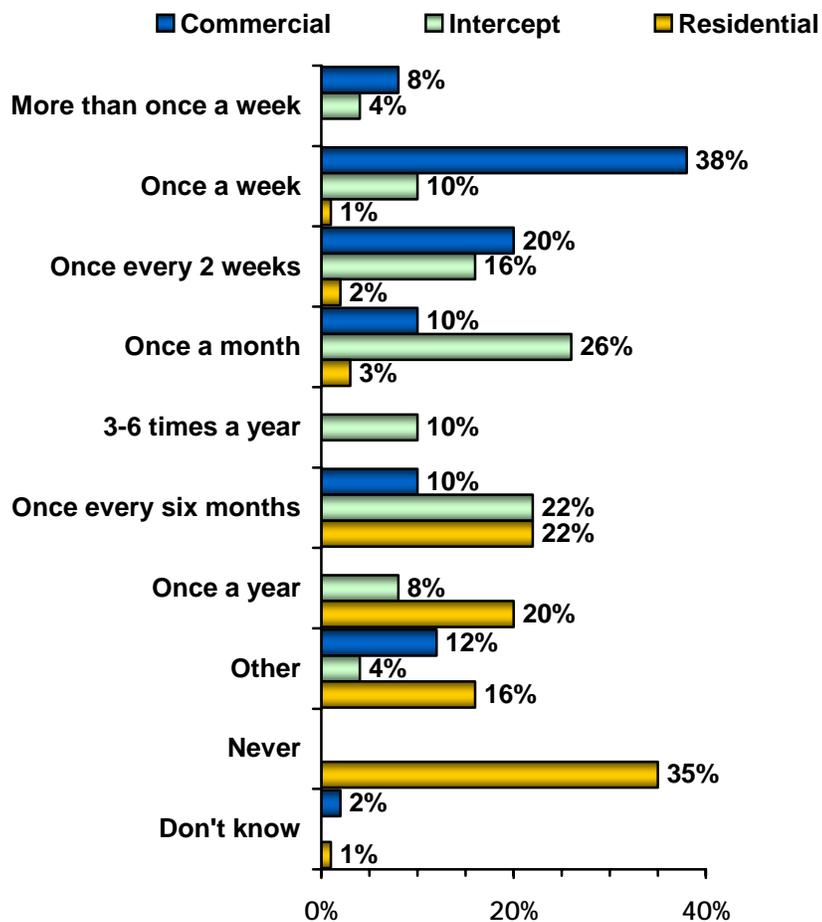


Over one quarter of respondents said they were opposed to required food recycling because they don't want to pay the extra charge for the program. (Figure 11)

Base: Respondents who said they think it is not a very good / bad idea for the City to require food waste recycled in a separate container at a cost of \$5 per month (n=208). Multiple responses accepted. “Other” responses not shown.

TRANSFER STATION/CURBSIDE RECYCLING

Figure 12
Frequency of Using Transfer Stations

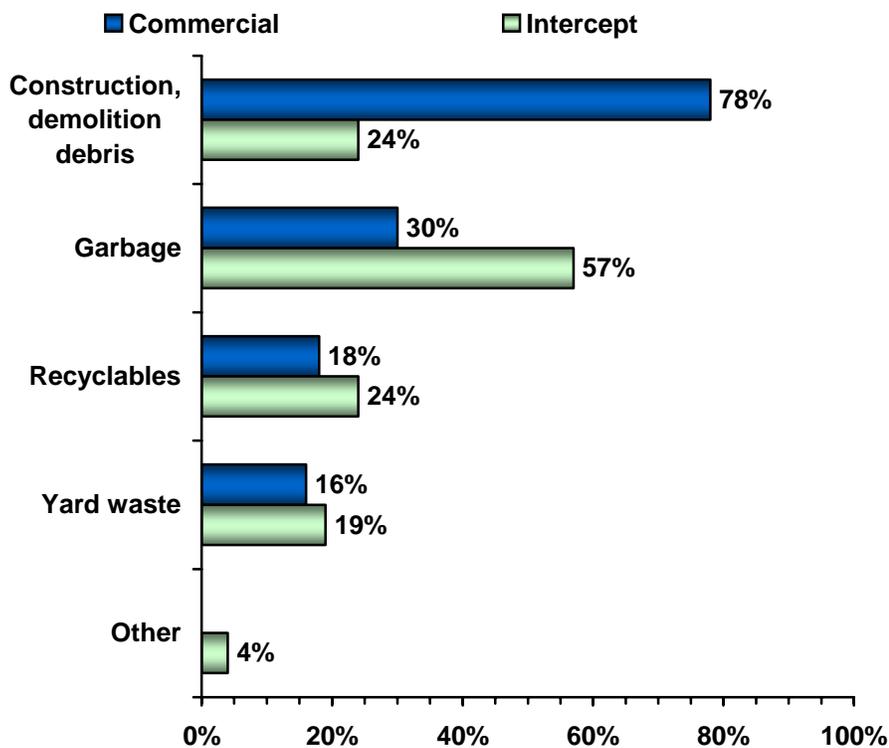


Commercial customers were more likely than other customers to make frequent use of transfer stations: 8% said they use transfer stations more than once a week, 38% said they use them once a week and 20% said they use them once every 2 weeks. Among respondents surveyed during intercepts, over half (56%) said they use transfer stations once a month or more often.

Residential customers do not often use transfer stations: one third said they never use them. Among those who said they do use them, more use the transfer station north of downtown (56%) than south of downtown (35%). (Figure 12)

Q1 & 14. How often do you use transfer stations?
(Base: Commercial customers-50; Intercepts-421)

Figure 13
Typical Load Content



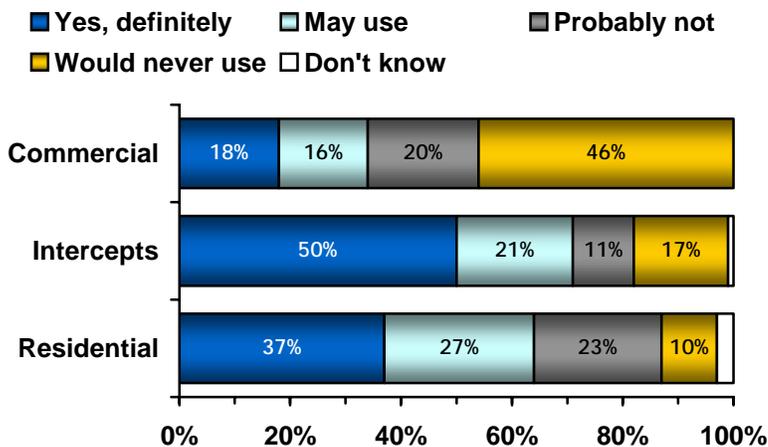
Commercial customers and respondents to the intercept survey were asked about the contents of their typical loads brought to transfer stations. Commercial users were more likely to describe their loads as construction and demolition debris. Customers intercepted at the transfer stations most often said they were hauling garbage (57%).

Asked about the source of their waste, intercept customers most often said they were bringing their loads from a home inside the city limits (83%).

(Figure 13)

Q1 & 14. How often do you use transfer stations?
(Bases: Commercial customers-50; Intercepts-422)

Figure 14
Likelihood of Using New Curbside Disposal Program



Q4A & 16A. Do you think you would use this new service? (**Base:** Commercial customers-50; Intercepts-422; Residential-260)

Program Description

The program was described this way:

The City is thinking about a new program where things like your typical load could be picked up from in front of your business/home. You'd most likely have to separate your items into different piles of garbage, yard waste, and recycling and put them on your property next to the street. You'd call a few days in advance for your load to be picked up on Saturday or a designated day and you'd put your piles out the day before. We're not sure how much it would cost yet. The amount they would charge you would affect and/or increase garbage rates citywide.

Respondents were then asked whether they thought they would use the new service. As Figure 14 indicates, respondents who were interviewed at the transfer station were much more likely than either of the other two groups to use the service. Half said they would “definitely” use it. Commercial customers were not interested at all: nearly half of those respondents (47%) said they would “never” use it.

Residential customers who have advanced levels of education (post grad) were more likely than customers having less education to say they would “definitely” use the service.

Reasons to Use New Program

Of the nine commercial customers who said they were interested in using the service six gave “convenience.”

Besides citing convenience as a reason, respondents to the two other surveys were most likely to say they were interested in the service to save time and to save wear and tear on their vehicles.

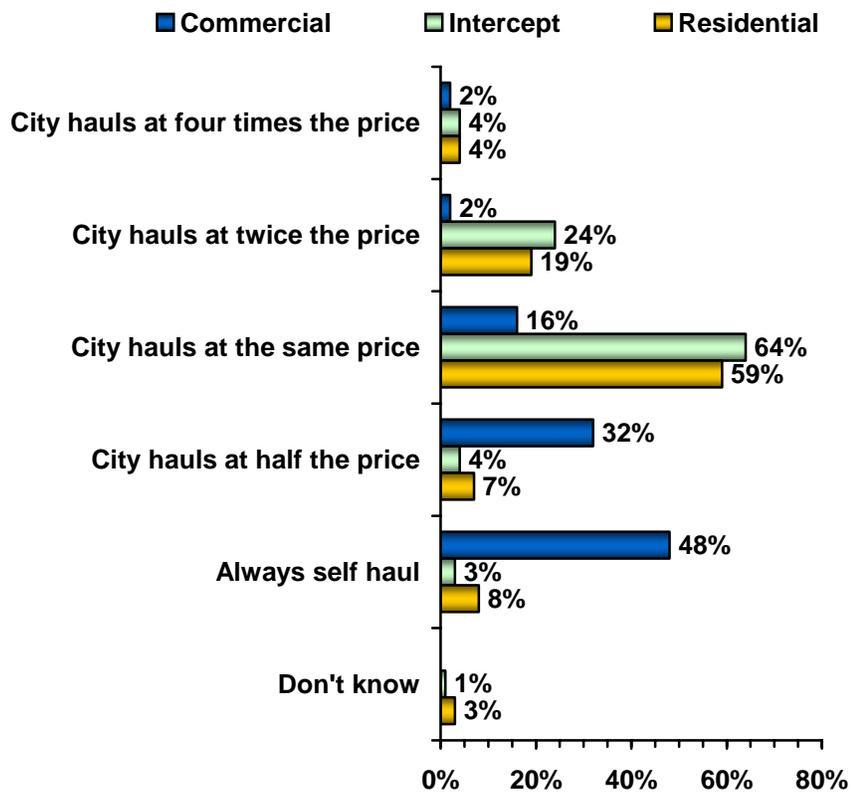
Reasons to Not Use New Program

As a reason for not using the new curbside service, 41 commercial customers most often told interviewers that they already have “containers and a system in place for hauling” refuse (37%). They also said they had “no place to put the load near the street” (17%).

Among respondents to the intercept survey who were less than “definitely” interested in the service (189 people), many said their participation would “depend on the cost” (40%). One quarter (25%) said they thought curbside pick-up would be “messy” or “ugly.” Eighteen percent (18%) said it would be “inconvenient” and 14% said they had “no place to put the load near the street.”

Residential customers who would probably or definitely not use curbside pickup service (n=86) frequently said they “don’t need it” (37%) and find it “easier to load and haul myself” (24%).

Figure 15
Relationship of Cost to Hauling Choice



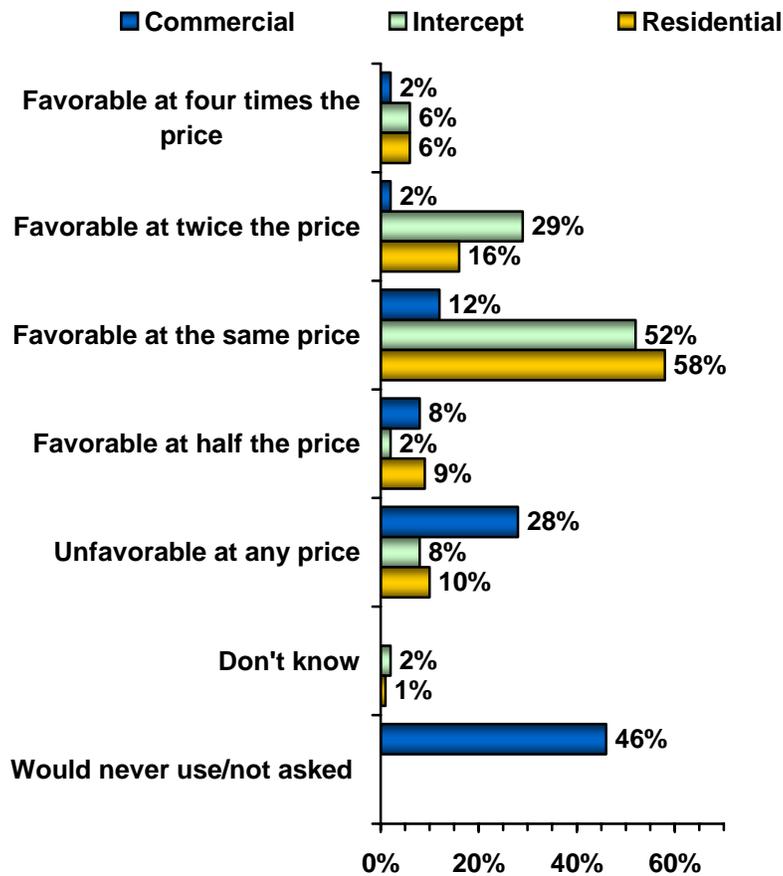
Q5A, 6A, 17A. The next questions are about cost and what you would do if you could choose to use the new program or keep going to the transfer station as you do now. What would you do if the new curbside program cost ...? (Base: Commercial customers-50; Intercepts-347; Residential-260)

Figure 15 shows a clear preference for having the new curbside program priced the same as the charge for the transfer station among respondents to the intercept survey and among respondents to the residential phone survey (64% and 59%, respectively).

Commercial customers prefer to self haul (48%) or have the City haul at half the current transfer station charge (32%).

Residential customers who have advanced levels of education (post grad) were more likely than customers having less education to say they would pay four times the charge to have the City pick it up.

Figure 16
Price Preferences if Access is Removed



Q6A, 7A, 18A. Now we want your opinion on the new street-side program if you were not allowed to come to the transfer station any more. What's your opinion, if it cost you ...? (**Base:** Commercial customers-50; Intercepts-346; Residential-260)

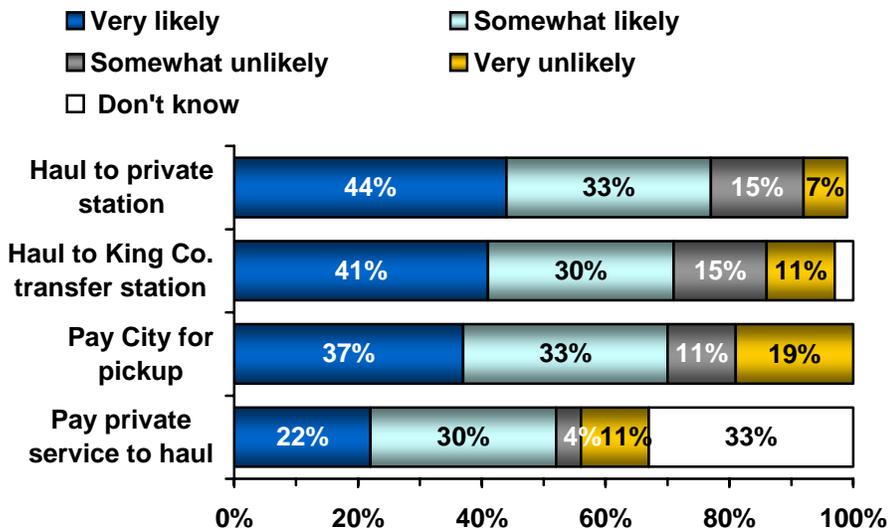
Respondents were asked to give their opinions of the program if they were no longer allowed to go to the transfer station. They were asked for their opinion at each price point presented in the previous question.

Figure 16 shows that a majority of respondents to both the intercept survey and the residential phone survey would have a favorable opinion of the program if the cost were the same as the charge for the transfer station.

More than a quarter (28%) of all commercial customers said their opinion would be unfavorable at any price. When results for commercial customers are evaluated for those who said they might use the service (27 customers) the proportion of those who said "unfavorable at any prices" increases to 52%.

Among respondents to the residential telephone survey, females, and respondents age 35 to 44 years old were more likely to say their opinion would be favorable if the cost remained the same as the current charge for the transfer station.

Figure 17A Commercial Customers
Haul Location if Access to the Transfer Stations is Prohibited



Q7A. Now we want to know what you would do or where you would take your load if you were not allowed to go to the transfer station any more. How likely would you be to...

*Small sample size; interpret results with caution.

(Base=27)*

All respondents were asked what they would do with their refuse if they were not allowed to go to the transfer station anymore.

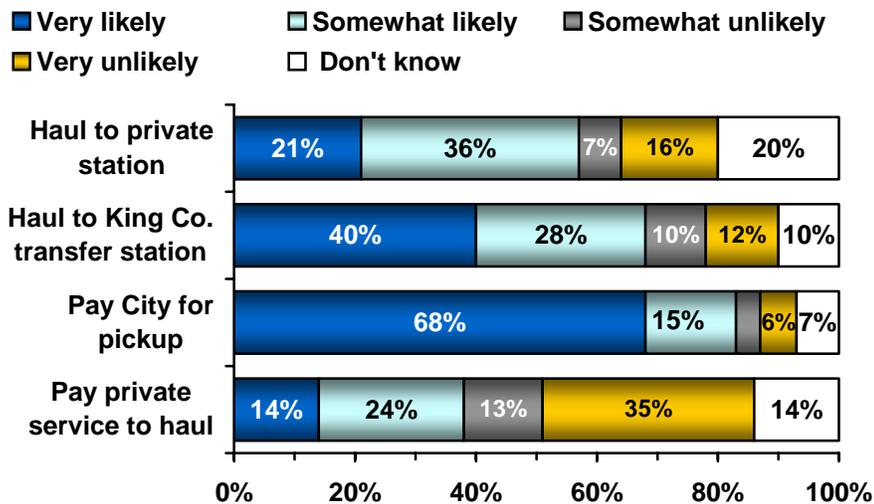
Respondents were told of four options and asked how likely they would be to take advantage of each one.

Commercial Customers

Commercial users indicated they were most likely to haul waste to a private transfer station (77% very/somewhat likely); 71% said they would likely haul it to a King County transfer station, 70% were likely to pay for curbside pick-up and 52% were likely to pay a private service to haul it.

Only customers who said they would be interested in using the service were asked this question. In interpreting results, it is important to consider the small number of respondents and to consider that if all were asked, the gap between using a private transfer station or one in King County and paying the City for curbside pick-up would be much wider. (Figure 17A)

**Figure 17B Intercept Transfer Station Users
Haul Location if Access to the Transfer Stations is Prohibited**



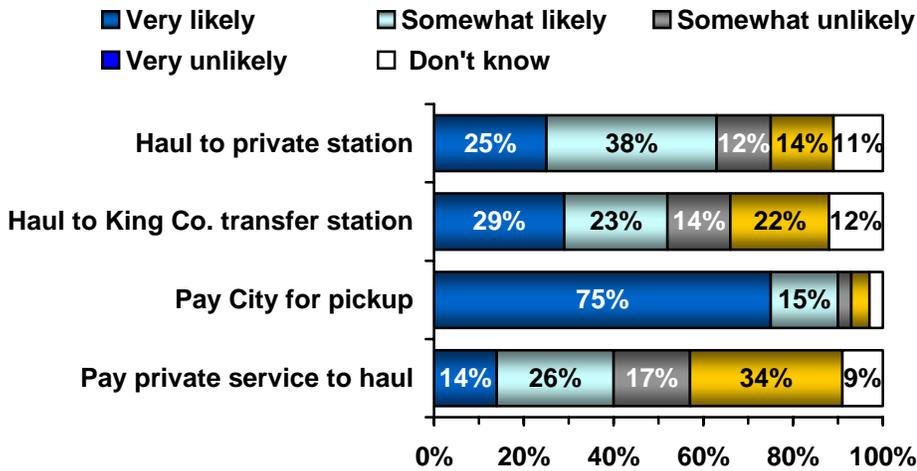
Q7A. Now we want to know what you would do or where you would take your load if you were not allowed to go to the transfer station any more. How likely would you be to... **(Base=346)**

Intercept Survey
Respondents

More than two-thirds of the respondents intercepted at the transfer stations (68%) said they would be “very likely” to pay the City to pick up their refuse if they were no longer able to haul it themselves. An additional 15% said they would be “somewhat likely” to have the City take care of it.

Interest in paying a private service to haul was quite low, with 35% indicating they would be “very unlikely” to take advantage of this option. Uncertainty about what they would do, or where they would go if transfer stations were restricted was fairly high among this group of respondents, ranging from 7% (pay the City for pick up) to 20% (haul to a private station). (Figure 17B)

**Figure 17C Residential (Telephone Survey) Customers
Haul Location if Access to the Transfer Stations is Prohibited**



Residential Customers

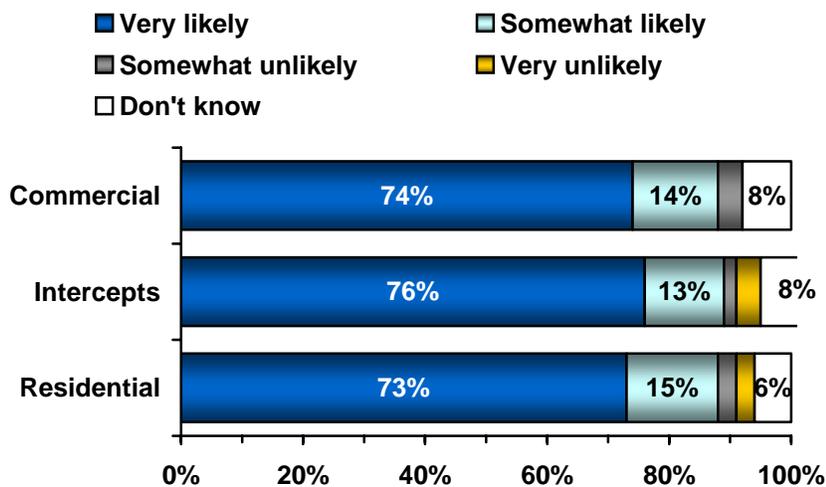
A large majority of respondents to the residential telephone survey said they would be “very likely” to pay the City to pick up the trash they could no longer take to transfer stations (75%). Interest in other options was much lower, especially paying a private service to haul (40% very likely/somewhat likely).

Q19A. Now we want to know what you would do or where you would take your load if you were not allowed to go to the transfer station any more. How likely would you be to... **(Base=260)**

Differences between subgroups that indicated they would be somewhat or very likely to act on each of the options include:

- **Pay the City for pick up service:** respondents under 35 years old and females were more likely than others to be interested
- **Haul waste to King County transfer stations:** respondents under 35 years old and middle-income earners (\$50,000 to \$100,000) were more likely to be interested
- **Pay a private service to the haul the waste:** higher income earners (those who earn \$100,000 or more) were more likely to be interested (Figure 17C)

Figure 18
Likelihood of Increased Illegal Dumping If Access to Transfer Station Is Removed



In about equal proportions, a majority of respondents said they thought instances of illegal dumping would “very likely” increase if access to transfer stations was restricted.

Respondents to the residential telephone survey who use the transfer station south of downtown were more likely than those who use the station north of downtown to say illegal dumping would likely increase. (Figure 18)

Q8 & Q20. If residents and businesses were no longer allowed to bring their items to Seattle transfer stations themselves, how likely do you think it is that you’d see more illegally dumped materials?

(**Base:** Commercial customers-50; Intercepts-422; Residential-260)

PRODUCT STEWARDSHIP:

**Programs to Encourage Responsible Product Disposal,
Reduce Waste, and Encourage Recycling**

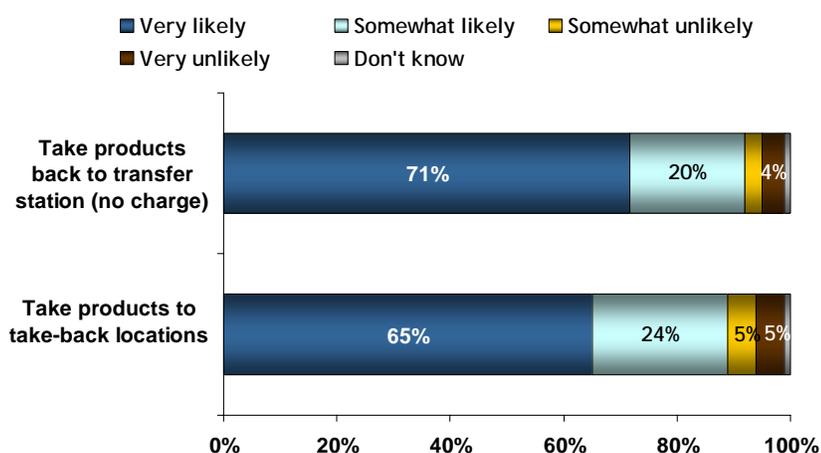
Programs to Encourage Responsible Product Disposal

All respondents were presented with six options for disposing of products that are no longer wanted or needed. They were asked how likely they would be to use those options to dispose of unwanted products.

This section of the report discusses the level of likely support for the options and programs.

Results found at least half of all respondents “very likely” to take 5 out of 6 of the actions that they were asked about. Greatest support was for taking no-longer-useful products to a transfer station if there was no charge for the service: 71% said they would be “very likely” to do this. Respondents were least interested in the option of taking unwanted products to a transfer station at a charge of \$10-\$15 for using the service. Just 25% said they were “very likely” and 34% said they were unlikely, including 16% that said “very unlikely.”

Figure 19
Returning Products to Transfer Stations and Take-Back Locations



There was strong interest in taking products no longer needed to transfer stations and to take back locations. These actions could be taken without charge to users. (Figure 19)

Q2, Q3. How likely would you be to take these no-longer-useful products ... to take-back locations for specific products, if there were several locations in Seattle, with at least one in the North end and one in the South end? To a transfer station for no charge (free)?

Base: All respondents (n=401)

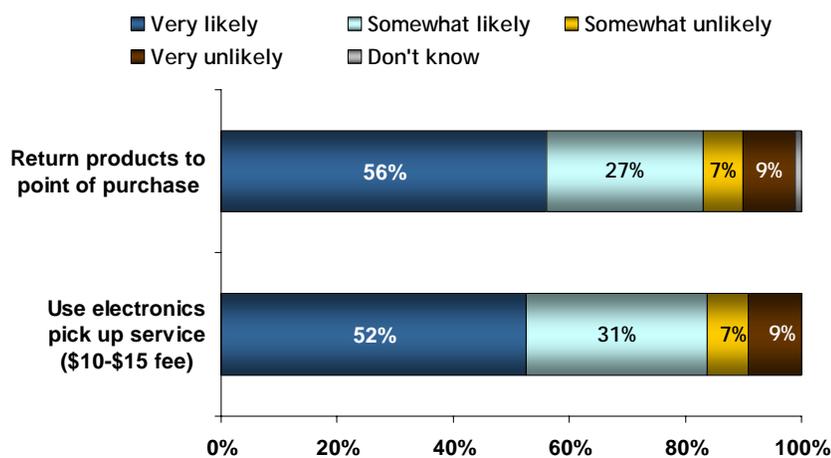
Those who said they were unlikely to take products to a transfer station at no charge (n=36) explained why:

- No transportation (19%)
- Time restrictions (17%)
- Too much effort (14%)

Respondents who said they were unlikely to take products to take-back locations (n=45) gave these reasons:

- Too much effort (45%)
- Time restrictions (11%)
- No transportation (11%)
- Can't recall where I bought the items(s) (11%)

Figure 20
Returning Products to Points of Purchase and Use of Electronics Pick-Up Services



A majority of respondents indicated they would be “very likely” to take both of the actions to dispose of unwanted products that are shown in Figure 20.

College graduates were more likely than others to say they would be likely to return products to the point of purchase.

The following respondents were more likely than others to say they would be likely to use an electronics pick up service:

- Respondents who live in single family homes
- Those who are between 35 and 44 years old
- Those who have educational experience extending beyond a high school diploma

Q1, Q5. How likely would you be to return these products to where you bought them? ... To use an electronics pick-up service that would pick up things like old TVs and computer monitors from your home? You'd have to call a few days before, and it would cost about \$10 to \$15. **Base:** All respondents (n=401)

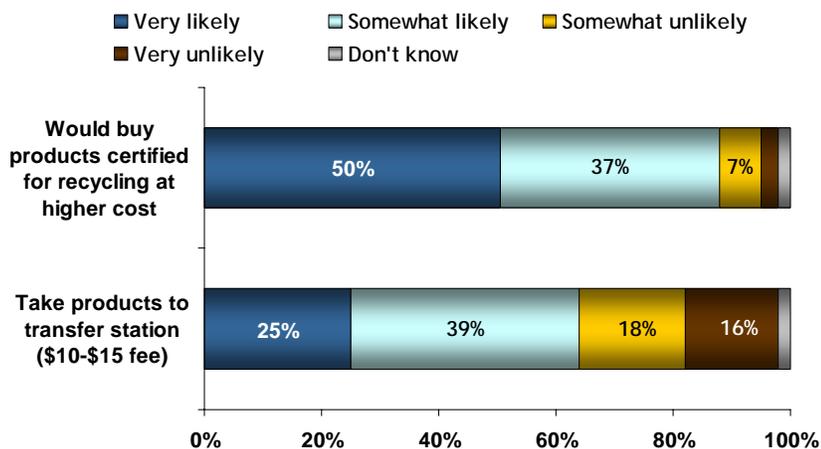
Those who said they were unlikely to take products back to where they bought them (n=66) explained why:

- Too much effort to go back to the store (18%)
- Time restrictions (11%)
- No transportation (11%)
- Don't recall where the item(s) came from (11%)

Respondents who said they were unlikely to use an electronics pick up service (n=66) gave these reasons:

- Cost / Don't want to pay the fee (39%)
- Could take it myself for less money (17%)

Figure 21
Interest in Buying Certified Recyclable Products and Interest in Use of Transfer Stations for a Fee



Q4, Q6. How likely would you be ... to take these no-longer-useful products to one of the city's transfer stations if the fee is \$10 to \$15? ... To buy products that are certified for having more reusable materials that could be returned to their manufacturer for recycling, even if these products cost slightly more money? **Base:** All respondents (n=401).

Options shown in Figure 21 gathered less interest from respondents. However, the proportion that said they were "very likely" to buy products certified for recycling was twice as large as the proportion that was "very likely" to take products to a transfer station that requires a fee for the service.

Respondents who are younger than 65 and who are college graduates were more likely to say they would buy products certified for recycling.

Respondents who have educational experience extending beyond a high school diploma were more likely to say they would be likely to take products to a City transfer station for a \$10 to \$15 fee.

Respondents who said they were unlikely to buy products that are certified for having more reusable materials (n=50) gave these reasons:

- Cost / Not economical (34%)
- Don't recycle (10%)
- Have a low income / Can't afford it (10%)

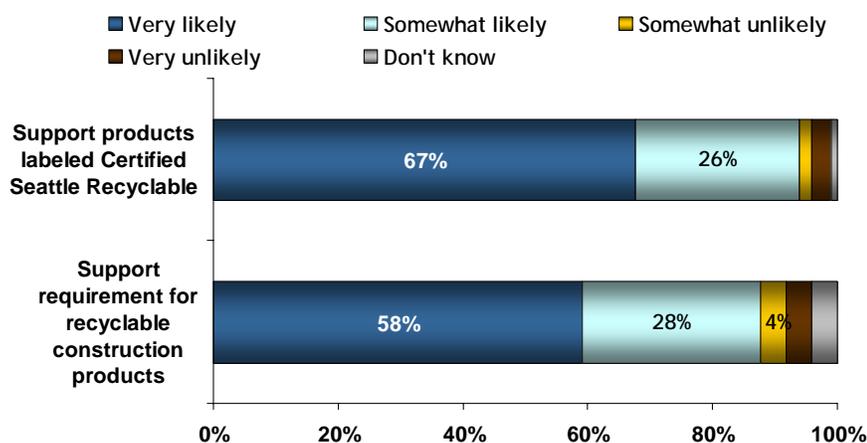
Many respondents said they were unlikely to take products to one of the City's transfer stations for a fee of \$10-\$15. They most often gave **cost** as a reason (73% of 128 comments).

Participation in Programs to Reduce Waste and Encourage Recycling

All respondents were presented with five options to reduce waste and encourage recycling. This last section of the report discusses the level of likely support for the options and programs.

Results found at least half of all respondents “very likely” to support four of the five programs that they were asked about. Greatest support was for using products labeled Certified Seattle Recyclable: A majority (67%) said they would be “very likely” to do this. Although respondents were least interested in having a fee imposed on excess product packaging (47% “very likely” and 37% “somewhat likely”) just 12% indicated they would be unlikely to support the fee.

Figure 22
Support for Labeled Products and Support for Recyclable Construction Products



Over two-thirds of respondents said they would be “very likely” to support products labeled, *Certified Seattle Recyclable*.

Respondents who are 35 to 44 years old and those who are college graduates were more likely to support labeled products. (Figure 22)

Q7B, Q7D. if certain products were labeled Certified Seattle Recyclable and the manufacturers of those products paid a fee to cover the cost of recycling them, how likely would you be to support using products with that label? If a program required that certain construction and building demolition debris such as roofing or wood be recycled ... how likely would you be to support that program? **Base:** All respondents (n=401)

Twenty-four respondents said they would not be likely to support using products with Certified Seattle Recyclable labeling. They most often gave these reasons:

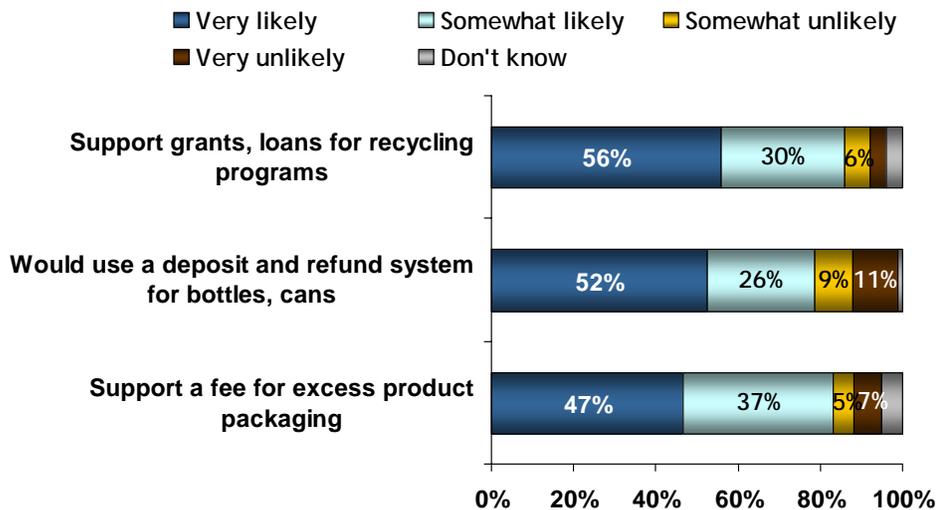
- It's the manufacturer's responsibility to use less packaging (n=3)
- Don't want any more added charges (n=3)
- Bad idea – won't solve the problem (n=3)

Respondents who said they were unlikely to support a requirement that certain construction and building materials be recycled (n=48) gave these reasons:

- Can't address business needs/commercial concerns (17%)
- Don't want added costs to business (15%)
- It's okay to toss these things in the garbage (13%)
- Need more information (13%)

Figure 23

Support for Recycling Programs, Deposit and Refund System and Support for Fees on Excess Product Packaging



More than half of all respondents said they would “very likely” support grants and loans for recycling programs, and a majority would also “very likely” use a deposit and refund systems for bottles and cans.

Respondents who are 35 to 44 years old were more likely than others to say they would be likely to support grants and loans for recycling programs, and support a fee charged to manufacturers for excess product packaging. (Figure 23)

Q7A, Q7E, Q7C. How likely would you be to use a deposit and refund system for beverage bottles and cans? ... To support a program that provided grants or loans to support recycling programs by businesses .. To support a Seattle Public Utilities’ program that would place a small fee on excess product packaging and used the fee to additional waste reduction programs? **Base:** All respondents (n=401).

Respondents who said they were unlikely to support a program that gives grants or loans to help recycling programs (n=55) gave these reasons:

- It's the manufacturer's responsibility (25%)
- Would mean increased taxes (15%)
- Can't address business needs/commercial concerns (11%)

Respondents who said they would not be likely to use a deposit and refund system for cans and bottles (n=86) most often gave these reasons why:

- Prefer to recycle myself (41%)
- Too much effort (23%)
- Not enough of a return / refund (15%)

Respondents who said they were unlikely to support a fee imposed on excess product packaging (n=62) gave these reasons:

- Do not want anymore fees / charges (42%)
- Need more information (13%)
- Would mean increased taxes (11%)

Demographic Tables

This section of the report provides profiles of respondents to the intercept survey and to the two telephone surveys. Demographic information was not collected for commercial customers beyond gender of respondent.

Table A	
Profile of Intercept Respondents	
	Total (423)
Transfer station	
North	53%
South	47
Age	
Under 24	5%
25 to 34	20
35 to 44	27
45 to 54	27
55 to 64	14
65 and older	8
Ethnicity	
White/Caucasian	84%
Asian/Pacific Islander	6
African American	5
Hispanic	4
Respondent type	
Homeowner	68%
Renter	14
Contractor/Service Provider	11
Employee	7
Gender	
Male	85%
Female	15

	Single- Family Housing (313)	Multi- Family Housing (87)
Age		
Under 35	12%	29%
35 to 44	24	16
45 to 54	27	15
55 to 64	18	20
65 and older	19	16
Mean household size	2.66	1.82
Education		
High school or less	14%	13%
Some college	16	22
College graduate	43	45
Post graduate degree/studies	27	17
Income		
Up to \$25,000	6%	15%
\$25,000 up to \$55,000	22	40
\$55,000 up to \$75,000	16	9
\$75,000 up to \$100,000	14	7
\$100,000 and more	23	10
Ethnicity		
White/Caucasian	79%	68%
Asian/Pacific Islander	8	7
African American	5	6
Hispanic	4	7
Multi-racial	2	2
American Indian	1	3
Gender		
Male	35%	35
Female	65	65

	Single- Family Housing (311)	Multi- Family Housing (90)
Age		
Under 35	8%	32%
35 to 44	22	13
45 to 54	28	14
55 to 64	24	18
65 and older	18	20
Household size		
One person	19%	49%
2 people	38	33
3 people	17	4
4 people	15	7
5 or more	10	6
Education		
High school or less	14%	20%
Some college	19	24
College graduate	39	24
Post graduate degree/studies	28	30
Income		
Up to \$25,000	6%	17%
\$25,000 up to \$55,000	22	33
\$55,000 up to \$75,000	18	14
\$75,000 up to \$100,000	14	8
\$100,000 and more	21	9
Ethnicity		
White/Caucasian	83%	72%
Asian/Pacific Islander	7	9
African American	4	6
Hispanic	2	3
American Indian	1	0
Gender		
Male	40%	31%
Female	60	69

APPENDIX

Residential Telephone Survey

INTRO:

Hello, my name is _____. I'm conducting a short survey on recycling and waste reduction in Seattle on behalf of the City of Seattle's Public Utilities. Would you be willing to answer a few questions? Seattle is a leader in recycling and reducing waste. Now the city is considering ways to cut what we throw away even more. We'd like to move toward taking 60% or more of our waste out of disposal in landfills. Reducing waste has many financial and environmental benefits, but Seattle needs the support of the people to reduce waste and get the recycling programs to work. We want to know what you think about possible ways to reduce waste and what approaches and programs you would support.

QA:

What is your zip code?

- 98101
- 98102
- 98103
- 98104
- 98105
- 98106
- 98107
- 98108
- 98109
- 98111
- 98112
- 98113
- 98114
- 98115
- 98116
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- 98119
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.....	98168
.....	98170
.....	98171
.....	98174
.....	98175
.....	98177
.....	98178
.....	98181
.....	98184
.....	98185
.....	98190
.....	98191
.....	98194
.....	98195
.....	98198
.....	98199
Don't know	99998
Refused.....	99997

INT03:

THANK AND TERMINATE REASON: <qa>

=> +1 if QA=98101-98199

65 - out of range zip code	65	=> /ATMPT
66 - DK/Refused zip code.....	66	=> /ATMPT

Q1:

First, is your home...

Single-family, where you have your own garbage cans	1
Or multi-family, where you share a central garbage bin.....	2
None of the above - DO NOT READ.....	3
Don't know - DO NOT READ.....	4
Refused - DO NOT READ	5

INT02:

THANK AND TERMINATE

=> +1 if Q1=1,2

None of the above/DK/Refused Type of residence	61	=> /ATMPT
--	----	-----------

Q2:

Are you signed up for yard waste service?

=> Q8 if Q1=2

Yes.....	1
No	2
Don't know	3
Refused.....	4

Q3:

This first part of the survey has to do with food. Food is a large part of Seattle's waste. The City now allows some food scraps and food-soiled paper to be put with yard waste. Do you put your fruit and vegetable scraps in with your yard waste now?

=> Q7 if NOT Q2=1

- Yes..... 1
- No 2
- Don't know 3
- Refused 4

Q4:

The City is thinking about expanding the food waste program to allow you to put meat and dairy products in with the rest of your food scraps into your yard waste bin for weekly pick-up. Garbage pick-up would be every other week. How likely would you be to put these new items in your yard waste cart for weekly pick-up instead of your garbage can?

=> Q5 if NOT Q3=1

- Very likely 1
- Somewhat likely 2
- Somewhat unlikely 3
- Or very unlikely..... 4
- Don't know - DO NOT READ..... 5
- Refused - DO NOT READ 6

Q5:

Why not?

=> WORDA if Q4>0

- Too messy..... 01
- Too smelly 02
- Too many flies 03
- Too little food waste 04
- Too much trouble/inconvenient 05
- Concerns about attracting vermin/rodents 06
- Too lazy 09
- Compost everything/don't throw anything away at all 10
- Food goes in the garbage can/garbage disposal 11
- Didn't know you could..... 15
- Other(SPECIFY:) 97
- Don't know/Not sure..... 07
- Refused 08

Q6:

The City is thinking about expanding its food scrap program to allow you to put all food scraps, including meat and dairy, as well as compost-able paper into your yard waste bin for weekly pick-up. Garbage pick-up would be every other week. How likely would you be to put your foods and compost-able paper in the yard waste bin instead of the garbage can?

- Very likely 1
- Somewhat likely 2
- Somewhat unlikely 3
- Or very unlikely..... 4
- Don't know - DO NOT READ..... 5
- Refused - DO NOT READ 6

Q7:

This first part of the survey has to do with food. Food is a large part of Seattle's waste. The City is thinking about expanding its program to allow you to put all food scraps, including meat and dairy, as well as compost-able paper into your yard waste bin for weekly pick-up. Garbage pick-up would be every other week. The yard waste bin would cost \$5/month, but you might also be able to reduce the size of your garbage can and therefore your monthly bill. How likely would you be to sign up and put your foods and compost-able paper in a yard waste bin instead of the garbage can?

=> WORDA if Q6>0

- Very likely 1
- Somewhat likely 2
- Somewhat unlikely 3
- Or very unlikely..... 4
- Don't know - DO NOT READ..... 5
- Refused - DO NOT READ 6

Q8:

This first part of the survey has to do with food. Food is a large part of Seattle's waste. The City is thinking about a program that would allow you to put all food scraps as well as compost-able paper into a separate outside bin for weekly pick-up. The food waste bin might cost your building \$5/month per unit, but the garbage bill could be reduced. How likely would you be to put your foods and compost-able paper in the outside food bin instead of the garbage bin?

=> +1 if Q7>0

- Very likely 1
- Somewhat likely 2
- Somewhat unlikely 3
- Or very unlikely..... 4
- Don't know - DO NOT READ..... 5
- Refused - DO NOT READ 6

WORDA:

Wording for next series

=> * if Q4+Q6+Q7+Q8

- are very likely 1
- are somewhat likely 2
- say somewhat unlikely..... 3
- are very unlikely 4
- don't know 5
- Refused..... 6

Q9:

Why do you say you <worda>?

=> +1 if NOT WORDA=1,2

- Other(SPECIFY:) 97
- Convenient/easy to do 01
- It would depend on where they draw the line/need more details 02
- I would cut down on waste/reduce landfill 03
- We would use it a lot/already doing it 04
- Good for the environment/ecology 05
- Because we have very little waste 06

It would help/it's a good thing to do(general).....	07
It would be good for compost.....	08
We support recycling.....	09
Concerns about odors/rot.....	10
If they pick up frequently.....	11
Like the idea of no separating/depends on the amount of separation ...	12
Concern about attracting vermin/rodents.....	13
No space for bins/need smaller bins.....	14
Depends on cost.....	15
Don't know.....	98
Refused.....	99

Q10:

Why do you say you <worda>?

=> +1 if NOT WORDA=3-5

Other(SPECIFY:).....	97
Inconvenience.....	01
Don't need the service(general).....	02
We don't generate that much food waste/don't have dairy products to throw away.....	03
We use the garbage disposal for food waste.....	04
Need to pick up more often/every week.....	05
Concerns about attracting vermin/rodents/dogs.....	06
I have my own compost.....	07
Concerns about odor/rot.....	08
Dislike going outside to dispose of food.....	09
No space for the extra bins.....	10
Depends on cost.....	11
Don't know.....	98
Refused.....	99

Q11:

We have talked about a City program that would allow you to put food waste in a separate recycling container that would be picked up every week for a cost of \$5.00/mo. The City is thinking about making this a requirement: that is, you would no longer be allowed to put food scraps in with the garbage. Do you think that plan is a...

Very good idea.....	1
Pretty good idea.....	2
Not very good idea.....	3
Or bad idea.....	4
Don't know - DO NOT READ.....	5
Refused - DO NOT READ.....	6

WORDB:

=> * if IF ((Q11>0),Q11,Q11)

that is a very good idea.....	1
that is a pretty good idea.....	2
that is not very good idea.....	3
that is a bad idea.....	4
that you don't know.....	5
Refused - DO NOT READ.....	6

Q12:

Why do you say <wordb>

=> +1 if NOT Q11=1,2

- Other(SPECIFY:) 97
- Seems inconvenient 01
- Would cut down on waste..... 02
- Would keep those things out of the landfill/reduce landfill..... 03
- Good for the environment/ecology 04
- Concerns about what the city will do with all of that food 05
- Concerns about another bin (space for bin/size of bin) 06
- Requirement would ensure that people would do it..... 07
- Food waste should not go into garbage when it can be composted 08
- I don't like being forced by "Big Brother" 09
- Odor concerns..... 10
- Not enforceable 11
- Expense 13
- Rodent/vermin concerns 14
- Like the different separate bins for different articles 15
- Good Idea/people would try it 16
- Promote recycling..... 17
- Don't know 98
- Refused..... 99

Q13:

Why do you say <wordb>

=> +1 if NOT Q11=3-5

- Other(SPECIFY:) 97
- Inconvenient 01
- Too much extra trouble to separate/keep two separate bins/too many bins already 02
- No need/people already careful with food scraps 04
- We don't have that much food waste 05
- They used to have us exclude meat and food because it's caused animal invasion at the dump 06
- Messy/smelly/not airtight 07
- Too much mandating from the city..... 08
- Need more details 09
- Attracts rodents/vermin 10
- Don't want to be fined/punished for putting in a wrong bin 11
- Not enforceable 12
- Expense/Don't want to pay extra charge..... 13
- Don't know 98
- Refused..... 99

Q14:

The next questions deal with waste materials that you would not put out for garbage pick-up. Examples of these are debris from home repairs, remodeling or construction, larger yard trimmings, broken appliances and furniture, electronic equipment including TVs, computers and stereos, scrap metal, used motor oil and mattresses. We are interested in how you would dispose of them. First, how often do you use transfer stations?

- Once a week 01
- Once every 2 weeks..... 02
- Once a month..... 03

Once every 6 months	04
Once per year	05
Never	06
Three per year	07
Four per year	08
Five per year	09
Six per year	10
Once in 2 years	11
Other (SPECIFY:)	97
Don't know	98
Refused	99

SKIPB:

Skip out never

=> Q21 if not => +1 if Q14=06

Q15:

Which transfer station do you use?

=> +1 if Q14=98,99

North of downtown.....	1
South of downtown.....	2
Or both.....	3
Don't know - DO NOT READ.....	4
Refused - DO NOT READ	5

Q16X:

The City is thinking about a new program where things that you can't fit in your garbage or yard waste could be picked up from in front of your home. Things like big tree limbs or large amounts of other debris. You'd most likely have to separate your items into different piles of garbage, yard waste, and recycling. And put them out on your property next to the street. You'd call a few days in advance for your load to be picked up on Saturday or your garbage day. And you'd put your piles out the day before.

Continue	1
----------------	---

Q16A:

We're not sure how much it would cost yet. The amount the city would charge you would affect and/or increase garbage rates city-wide. Some of the next questions will ask what you think about cost. To start with, do you think you would use this service?

Yes, definitely.....	1
Maybe	2
Probably not.....	3
Never	4
Don't know	5
Refused	6

Q16B:

Why would you use this new service?

=> +1 if NOT Q16A=1

- Would save me time 01
- Would save gas, using my car/Truck..... 02
- Don't like the transfer station..... 03
- Convenient..... 04
- Good idea (general) 05
- Save trips to transfer station 06
- Good way to dispose of large items..... 07
- No car/truck available..... 08
- Save money/not paying someone else to haul trash..... 09
- Other(SPECIFY:) 97
- Don't know 98
- Refused..... 99

WORDC:

=> * if IF ((Q16A=3-4),1,IF((Q16A=2,5),2,3))

- Why wouldn't you use this service?..... 1
- Why aren't you sure you would use this service 2
- Not applicable..... 3

Q16C:

<wordc>

=> +1 if Q16A=1,6

- Don't have any place to put my load by the street 01
- Depends on how much it costs 02
- Too inconvenient 03
- Too messy, ugly..... 04
- I live in an apartment 05
- Don't need it/wouldn't need it very often..... 06
- Easier to load it up and haul it myself 07
- Other(SPECIFY:) 97
- Don't know 98
- Refused..... 99

Q17A:

The next questions are about cost and what you would do if you could choose to use the new program or keep going to the transfer station as you do now. What would you do if the new curb-side service...

Cost you the same for the City to pick it up as for you to take it to the transfer station? Would you say you would...READ 1-4

- Definitely have the City pick it up..... 1
- Possibly have the City pick it up 2
- Maybe continue to haul the stuff to the transfer station yourself..... 3
- Or definitely continue to haul it to the transfer station yourself 4
- Don't know - DO NOT READ..... 5
- Refused - DO NOT READ 6

Q17B:

Cost you twice as much for the City to pick it up as for you to take it to the transfer station?

Q17C:

Cost you 4 times as much for the City to pick it up as for you to bring it here?

Q17D:

Cost you half as much for the City to pick it up as for you to bring it here?

Q18A:

Now we want your opinion on the new street-side program prices if you were not allowed to go to the transfer station anymore. What's your opinion if it...

Cost you the same as hauling it yourself? Would you say...READ 1-4

- Very favorable 1
- Somewhat favorable 2
- Somewhat unfavorable 3
- Or very unfavorable..... 4
- Don't know/No opinion - DO NOT READ 5
- Refused - DO NOT READ 6

Q18B:

Cost you twice as much as hauling it yourself?

Q18C:

Cost you 4 times as much as hauling it yourself?

Q18D:

Cost you half as much as hauling it yourself?

Q19A:

We're done asking you about cost. Now we want to know what you would do or where you would take your waste if you were not allowed to go to the transfer station anymore. How likely would you be to...

Pay for the City to pick up waste at your curb if it cost you the same as you're charged now at the transfer station? Would you say...READ 1-4

- Very likely 1
- Somewhat likely 2
- Somewhat unlikely 3
- Or very unlikely..... 4
- Don't know - DO NOT READ..... 5
- Refused - DO NOT READ 6

Q19B:

Haul waste to King County transfer stations?

Q19C:

Haul waste to a private transfer station within Seattle, if they were available?

Q19D:

Pay a private service to haul the waste?

Q19E:

DID THE RESPONDENT MAKE ANY COMMENTS DURING THIS SERIES?

Other(SPECIFY:)	97
Convenience (general)	01
Good idea/would use it myself	02
Expense/depends on the cost	03
Need more frequent pick ups	04
No need/Do it ourselves	05
Messy/smelly	06
Need more details	07
Too much mandating from the city.....	08
No, no comments	00

Q20:

If residents and businesses were no longer allowed to take their items to Seattle transfer stations themselves, how likely do you think you'd see more illegally dumped materials. That is, outside of a proper waste and recycling facility? Would you say...READ 1-4

Very likely	1
Somewhat likely	2
Somewhat unlikely	3
Or very unlikely.....	4
Don't know - DO NOT READ.....	5
Refused - DO NOT READ	6

Q21:

My final questions are for classification purposes only. what is your age?

Under 21	1
21 to 24.....	2
25 to 34.....	3
35 to 44.....	4
45 to 54.....	5
55 to 64.....	6
65 to 74.....	7
Or 75 or older	8
Refused - DO NOT READ	9

Q22:

How many people are there living in your household including yourself?

1	1
2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7.....	7
8 or more.....	8
Refused.....	9

Q23:

What is the highest level of school you have completed?

Less than high school	1
High School Grad./GED.....	2
Some College, community college or trade school.....	3
College graduate.....	4
Beyond college	5
Refused.....	6

Q24:

Is your total annual household income above or below \$35,000 per year?

Less than \$7,500.....	01
\$7,500 up to \$15,000.....	02
\$15,000 up to \$25,000.....	03
\$25,000 up to \$35,000.....	04
\$35,000 up to \$55,000.....	05
\$55,000 up to \$75,000.....	06
\$75,000 up to \$100,000.....	07
\$100,000 up to \$140,000.....	08
\$140,000 and up.....	09
TOTAL DON'T KNOW.....	10
TOTAL Refused.....	11
Don't know under \$35,000.....	12
Refused under \$35,000.....	13
Don't know Over \$35,000.....	14
Refused over \$35,000.....	15

Q25:

Do you consider yourself ...

White (Caucasian)	01
Hispanic (Mexican, Mexican American, Chicano, or Latino).....	02
African - American.....	03
Asian - American (Pacific-Islander).....	04
American Indian (Alaska Native).....	05
Mixed/multi racial	06
Or another race? (SPECIFY:).....	97
Refused.....	07

GENDR:

RECORD GENDER

Male.....	1
Female	2

Commercial Transfer Station Phone Survey

INTRO:

COMPANY NAME: <comp> <comp2> Hello, I'm _____ with Gilmore Research calling on behalf of Seattle Public Utilities. May I speak with the person who is the most familiar with your waste reduction, recycling and transfer station use. WHEN ON LINE, REINTRODUCE IF NECESSARY: We're doing a short survey among commercial customers about waste reduction, recycling and transfer station use. It will take about 5 minutes. May I ask you a few questions?

Q1:

How often do you use the transfer station?

Once a week.....	01
Once every 2 weeks	02
Once a month.....	03
Once every 6 months	04
Once per year.....	05
Varies/depends on the job.....	06
More than once a week	07
Never.....	00
Other (SPECIFY:):.....	97
Don't know.....	98
Refused	99

INT02:

THANK AND TERMINATE

=> +1 if NOT Q1=00

61 - DOES NOT USE TRANSFER STATION..... 61 => /ATMPT

Q2:

What's in your typical load, is it...

Garbage.....	01
Yard waste	02
Recyclables	03
Construction and Demolition debris	04
Or something else (SPECIFY:):.....	97
Don't know - DO NOT READ.....	98
Refused - DO NOT READ	99

Q4:

The City is thinking about a new program where things like your typical load could be picked up from in front of your business. You'd most likely have to separate your items into different piles of garbage, yard waste, and recycling. And put them out on your property next to the street. You'd call a few days in advance for your load to be picked up on Saturday or a designated day and you'd put your piles out the day before. We're not sure how much it would cost yet. The amount they would charge you would affect and/or increase garbage rates city-wide. Some of the next questions will ask what you think about cost.

Continue..... 1

Q4A:

To start with, do you think you would use this service?

Yes, definitely.....	1
Never.....	2
Maybe	3
Probably not.....	4
Don't know.....	5

Refused 6

Q4B:

Why would you use the new service?

=> +1 if NOT Q4A=1

Would save me time 01
 Would save gas, using my car/truck 02
 Don't like transfer station 03
 Convenient 04
 Cheaper 05
 RECORD COMMENTS 97
 Don't know 98
 Refused 99

WORDA:

=> * if IF ((Q4A>0),Q4A,Q4A)

Yes, definitely 1
 Why wouldn't you use the new service? 2
 Why aren't you sure you would use the new service? 3
 Why wouldn't you use the new service? 4
 Why aren't you sure you would use the new service? 5
 Refused 6

Q4C:

<worda>

=> +1 if Q4A=1,6

Don't have any place to put my load by the street..... 01
 Depends on how much it cost/it will cost too much 02
 Too inconvenient 03
 Too messy, ugly 04
 We already have containers/We have our own truck/system..... 05
 RECORD COMMENTS 97
 Don't know 98
 Refused 99

Q5A:

The next questions are about cost and what you would do if you could choose to use the new program or keep going to the transfer station as you do now. What would you do if the new curb-side service...

Cost you the same for the City to pick it up as for you to bring it here? Would you...READ 1-4

=> Q8 if Q4A=2

Definitely have the City pick it up 1
 Possibly have the City pick it up 2
 Maybe continue to haul the stuff to the transfer station yourself 3
 Or definitely continue to haul it to the transfer station yourself 4
 Don't know - DO NOT READ 5
 Refused - DO NOT READ 6

Q5B:

Cost you twice as much for the City to pick it up as for you to take it to the transfer station?

Q5C:

Cost you 4 times as much for the City to pick it up as for you to take it to the transfer station?

Q5D:

Cost you half as much for the City to pick it up as for you to take it to the transfer station?

Q6A:

Now we want your opinion on the new street-side program prices if you were not allowed to come to the transfer station anymore. What's your opinion if it...

Cost you the same as hauling it yourself? Would you say...READ 1-4

- Very favorable 1
- Somewhat favorable..... 2
- Somewhat unfavorable..... 3
- Or very unfavorable..... 4
- Don't know/No opinion - DO NOT READ..... 5
- Refused - DO NOT READ 6

Q6B:

Cost you twice as much as hauling it yourself?

Q6C:

Cost you 4 times as much as hauling it yourself?

Q6D:

Cost you half as much as hauling it yourself?

Q7A:

We're done asking you about cost. Now we want to know what you would do or where you would take your load if you were not allowed to go to the transfer station anymore. How likely would you be to...

Pay for the City to pick up waste at your curb if it cost you the same as you're paying today? Would you say...READ 1-4

- Very likely 1
- Somewhat likely 2
- Somewhat unlikely 3
- Or very unlikely 4
- Don't know - DO NOT READ..... 5
- Refused - DO NOT READ 6

Q7B:

Haul waste to King County transfer stations?

Q7C:

Haul waste to a private transfer station within Seattle, if they were available?

Q7D:

Pay a private service to haul the waste?

Q7E:

DID THE RESPONDENT MAKE ANY COMMENT IN THIS SERIES OF QUESTIONS?

- Mentioned cost..... 01
- Can't put it on curbside 02
- Yes, RECORD COMMENTS 97
- No comments made 00

Q8:

If residents and businesses were no longer allowed to bring their items to Seattle transfer stations themselves, how likely do you think it is that you'd see more illegally dumped materials? Would you say...

- Very likely 1
- Somewhat likely 2
- Somewhat unlikely 4
- Very unlikely 5
- Don't know 3

GENDR:

RECORD GENDER

- Male 1
- Female 2

Intercept Transfer Station Survey

WHERE:

WHICH TRANSFER STATION:

North.....	1
South.....	2

QBB:

RESPONDENT'S AGE

QB:

RESPONDENT AGE GROUP

Under 21	1
21-24.....	2
25-34.....	3
35-44.....	4
45-54.....	5
55-64.....	6
65-74.....	7
More than 75.....	8

QC:

RESPONDENT'S GENDER

Male.....	1
Female.....	2

QD:

Do you consider yourself...

White.....	01
Hispanic	02
African-American	03
Asian/Pacific Islander	04
American Indian/Alaska Native.....	05
Other (SPECIFY:).....	97
Don't know.....	98
Refused	99

Q1:

How often do you use the transfer station?

Once a week.....	01
Once every 2 weeks	02
Once a month.....	03
Once every 6 months	04
Once per year.....	05
Three per year	07
Four per year.....	08
Five per year	09
Six per year	10
Once in 2 years	11
First time.....	12
Never.....	13
More than once a week	14
Other (SPECIFY:).....	06

Q2:

What is in your load today?

Garbage.....	1
Yard waste	2
Recyclables	3
Construction and Demolition debris	4
Other	5

Q2A:

Explain

=> +1
if NOT Q2=5

Appliances	01
Household hazardous waste.....	02
Other(SPECIFY:).....	97

Q3A:

Where is the stuff you're bringing in today from:

A home inside the city limit.....	01
A business inside the city limits.....	02
Other (SPECIFY:).....	03
Burien	06
White Center	07
Unincorporated King Co.....	08
A home outside the city limit.....	04
A business outside the city limit	05

Q3A1:

Is it a...

=> +1
if NOT Q3A=01,04

Single-family	1
Multi-family.....	2

Q3B:

Are you...

Renter.....	1
Owner	2
Employee	3
Contractor or service provider	4

Q3C:

What kind of service are you providing?

=> +1
if NOT Q3B=4

Haul for hire.....	1
Other service.....	2

Q4A:

To start with, do you think you would use this service?

Yes, definitely	1
Never.....	2
Maybe	3
Probably not.....	4
Don't know.....	5

Q4B:

Why would you use the new service?

=> +1

if NOT Q4A=1

Would save me time	1
Would save gas, using my car/truck	2
Don't like transfer station.....	3
Other	4

Q4B1:

Why?

=> +1

if NOT Q4B=3

Convenience (Gen.)	01
Wait time/takes too much time	02
Age/older	03
Other(SPECIFY:).....	97

Q4B2:

Explain

=> +1

if NOT Q4B=4

Convenience (Gen.)	01
No car/truck	02
Hassle/saves labor	03
Cost/saves money	04
Environment benefits.....	05
No space.....	06
Other(SPECIFY:).....	97

Q4C:

Why wouldn't you/why aren't you sure?

=> +1

if Q4A=1

Don't have any place to put my load by the street.....	1
Depends on how much it cost	2
Too inconvenient	3
Too messy, ugly	4
Other	5

Q4C1:

Explain

=> +1
if NOT Q4C=5

- Only when it's convenient..... 01
- Not enough waste generated/no need of service 02
- Eyesore/trash piled up..... 03
- Would rather take it to the dump myself..... 04
- Want it gone right away/don't come often enough..... 05
- Works now/set in own ways/have a truck..... 06
- Location impractical/access difficult 07
- Cost wise/free now/no taxes 08
- Other(SPECIFY:):..... 97

Q5A:

What would you do if the new curb-side service:

Cost you the same for the City to pick it up as for you to bring it here?

=> Q8
if Q4A=2

- Definitely have the City pick it up 1
- Possibly have the City pick it up..... 2
- Don't know 3
- Maybe continue to haul the stuff to the transfer station myself 4
- Definitely continue to haul it to the transfer station myself 5

Q5B:

What would you do if the new curb-side service:

Cost you twice as much for the City to pick it up as for you to bring it here?

=> +1
if NOT Q5A=1,2

- Definitely have the City pick it up 1
- Possibly have the City pick it up..... 2
- Don't know 3
- Maybe continue to haul the stuff to the transfer station myself 4
- Definitely continue to haul it to the transfer station myself 5

Q5C:

What would you do if the new curb-side service:

Cost you 4 times as much for the City to pick it up as for you to bring it here?

=> +1
if NOT Q5B=1,2

- Definitely have the City pick it up 1
- Possibly have the City pick it up..... 2
- Don't know 3
- Maybe continue to haul the stuff to the transfer station myself 4
- Definitely continue to haul it to the transfer station myself 5

Q5D:

What would you do if the new curb-side service:

Cost you half as much for the City to pick it up as for you to bring it here?

=> +1
if NOT Q5A=3-5

- Definitely have the City pick it up 1
- Possibly have the City pick it up..... 2
- Don't know 3
- Maybe continue to haul the stuff to the transfer station myself 4
- Definitely continue to haul it to the transfer station myself 5

Q6A:

Now we want your opinion on the new street-side program prices if you were not allowed to come to the transfer station anymore. What's your opinion if it:

Cost you the same as hauling it yourself?

- Very favorable 1
- Somewhat favorable..... 2
- No opinion 3
- Somewhat unfavorable..... 4
- Very unfavorable 5

Q6B:

Now we want your opinion on the new street-side program prices if you were not allowed to come to the transfer station anymore. What's your opinion if it:

Cost you twice as much as than hauling it yourself?

=> +1
if NOT Q6A=1,2

- Very favorable 1
- Somewhat favorable..... 2
- No opinion 3
- Somewhat unfavorable..... 4
- Very unfavorable 5

Q6C:

Now we want your opinion on the new street-side program prices if you were not allowed to come to the transfer station anymore. What's your opinion if it:

Cost you 4 times as much as hauling it yourself?

=> +1
if NOT Q6B=1,2

- Very favorable 1
- Somewhat favorable..... 2
- No opinion 3
- Somewhat unfavorable..... 4
- Very unfavorable 5

Q6D:

Now we want your opinion on the new street-side program prices if you were not allowed to come to the transfer station anymore. What's your opinion if it:

Cost you half as much as hauling it yourself?

=> +1
if NOT Q6A=3-5

- Very favorable 1
- Somewhat favorable..... 2
- No opinion 3
- Somewhat unfavorable..... 4
- Very unfavorable 5

Q7A:

How likely would you be to:

Pay for the City to pick up waste at your curb if it cost you the same as you're paying today?

- Very likely 1
- Somewhat likely 2
- Don't know 3
- Somewhat unlikely 4
- Very unlikely 5

Q7B:

How likely would you be to:

Haul waste to King County transfer stations?

- Very likely 1
- Somewhat likely 2
- Don't know 3
- Somewhat unlikely 4
- Very unlikely 5

Q7C:

How likely would you be to:

Haul waste to a private transfer station within Seattle, if they were available?

- Very likely 1
- Somewhat likely 2
- Don't know 3
- Somewhat unlikely 4
- Very unlikely 5

Q7D:

How likely would you be to:

Pay a private service to haul the waste?

- Very likely 1
- Somewhat likely 2
- Don't know 3
- Somewhat unlikely 4
- Very unlikely 5

Q7E:

Explain:

Recycle more/sort trash..... 01
Burn it 02
Produce less garbage..... 03
Specific mention of area only (where they haul to) 04
RECORD COMMENTS..... 97

Q8:

If residents and businesses were no longer allowed to bring their items to Seattle transfer stations themselves, how likely do you think you'd see more illegally dumped materials?

Very unlikely 1
Somewhat unlikely 2
Don't know 3
Somewhat likely 4
Very likely 5

BYE:

Residential Product Stewardship Survey

INTRO:

Hello, my name is _____. I'm conducting a short survey on recycling and waste reduction in Seattle on behalf of the City of Seattle's Public Utilities. Would you be willing to answer a few questions? Seattle is a leader in recycling and reducing waste. Now the city is considering ways to cut what we throw away even more. We'd like to move toward taking 60% or more of our waste out of disposal in landfills. Reducing waste has many financial and environmental benefits, but Seattle needs the support of the people to reduce waste and get the recycling programs to work. We want to know what you think about possible ways to reduce waste and what approaches and programs you would support.

QA:

What is your zip code?

- 98101
- 98102
- 98103
- 98104
- 98105
- 98106
- 98107
- 98108
- 98109
- 98111
- 98112
- 98113
- 98114
- 98115
- 98116
- 98117
- 98118
- 98119
- 98121
- 98122
- 98124
- 98125
- 98126
- 98127
- 98129
- 98131
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- 98136
- 98188
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- 98164

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.....	98171
.....	98174
.....	98175
.....	98177
.....	98178
.....	98181
.....	98184
.....	98185
.....	98190
.....	98191
.....	98194
.....	98195
.....	98198
.....	98199
Don't know.....	99998
Refused.....	99997

INT03:

THANK AND TERMINATE REASON: <qa>

=> +1 if QA=98101-98199

65 - out of range zip code	65	=> /ATMPT
66 - DK/Refused zip code.....	66	=> /ATMPT

QS:

First, is your home...

Single-family, where you have your own garbage cans.....	1
Or multi-family, where you share a central garbage bin.....	2
None of the above - DO NOT READ	3
Don't know - DO NOT READ.....	4
Refused - DO NOT READ	5

INT02:

THANK AND TERMINATE

=> +1 if QS=1,2

None of the above/DK/Refused Type of residence.....	61	=> /ATMPT
---	----	-----------

Q1X:

These questions deal with what is called producer responsibility. The idea is to put the responsibility for recycling and disposal on manufacturers, thus giving them a financial reason to extend the life of their products by using materials that can be reused or recycled. Consumers would help keep products that are no longer useful out of landfills by taking them to collection places for recycling or reuse. For example: TV's, small appliances, computer equipment, packaging, and left-over prescriptions

Continue.....	1
---------------	---

Q1:

If it were possible, how likely would you be to return these products to where you bought them? Would you say...

Very likely	1
Somewhat likely	2
Somewhat unlikely	3
Or very unlikely	4

Don't know - DO NOT READ	5
Refused - DO NOT READ	6

WORDA:

=> * if IF ((Q1=3,4),1,IF((Q1=5),2,3))
--

Why not?.....	1
Why are you not sure?	2
Not applicable	3

Q1A:

<worda>

=> +1 if NOT Q1=3-5

Other(SPECIFY:)	97
Inconvenient (gen.)	01
Don't recycle/or return things.....	02
Hassle/effort to go back to the store.....	03
Time restrictions/too busy/long lines	04
Gas too expensive	05
Age/too old/incapacitated	06
Don't have a car/no transportation	07
Too far away to travel/too much traffic	08
Can't remember what store I bought them at	09
Purchase on line	10
Can't return them.....	11
Don't know where to take things.....	12
Low income/can't afford to pay	13
Would have to ride bus/too many transfers.....	14
Not manufacturer's responsibility	15
Depends on convenience of location of Transfer Station.....	16
No more space for bins	17
Depends on price/if I have to pay	18
Size/large items only.....	19
Cost/not economical/don't want any fees.....	20
Could take it myself for less money.....	21
Would be easier to take back to the store.....	22
Have to be home for items to be picked up.....	23
Don't know	98
Refused	99

Q2:*READ AS NEEDED: Would you say...1-4*

How likely would you be to take these no-longer-useful products to take-back locations for specific products, if there were several locations in Seattle, with at least one in the North end and one in the South end?

Very likely	1
Somewhat likely	2
Somewhat unlikely	3
Or very unlikely	4
Don't know - DO NOT READ.....	5
Refused - DO NOT READ	6

WORDB:

=> * if IF ((Q2=3,4),1,IF((Q2=5),2,3))
--

Why not?.....	1
Why are you not sure?	2
Not applicable	3

Q2A:

<wordb>

=> +1 if NOT Q2=3-5

Other(SPECIFY:)	97
Inconvenient (gen.)	01
Don't recycle/or return things	02
Hassle/effort to go back to the store	03
Time restrictions/too busy/long lines	04
Gas too expensive	05
Age/too old/incapacitated	06
Don't have a car/no transportation	07
Too far away to travel/too much traffic	08
Can't remember what store I bought them at	09
Purchase on line	10
Can't return them	11
Don't know where to take things	12
Low income/can't afford to pay	13
Would have to ride bus/too many transfers	14
Not manufacturer's responsibility	15
Depends on convenience of location of Transfer Station	16
No more space for bins	17
Depends on price/if I have to pay	18
Size/large items only	19
Cost/not economical/don't want any fees	20
Could take it myself for less money	21
Would be easier to take back to the store	22
Have to be home for items to be picked up	23
Don't know	98
Refused	99

Q3:

How likely would you be to take these no-longer-useful products to a transfer station for no charge (free)?

Very likely	1
Somewhat likely	2
Somewhat unlikely	3
Or very unlikely	4
Don't know - DO NOT READ	5
Refused - DO NOT READ	6

WORDC:

=> * if IF ((Q3=3,4),1,IF((Q3=5),2,3))

Why not?	1
Why are you not sure?	2
Not applicable	3

Q3A:

<wordc>

=> +1 if NOT Q3=3-5

Other(SPECIFY):..... 97
 Inconvenient (gen.) 01
 Don't recycle/or return things..... 02
 Hassle/effort to go back to the store..... 03
 Time restrictions/too busy/long lines 04
 Gas too expensive 05
 Age/too old/incapacitated 06
 Don't have a car/no transportation 07
 Too far away to travel/too much traffic 08
 Can't remember what store I bought them at 09
 Purchase on line 10
 Can't return them..... 11
 Don't know where to take things..... 12
 Low income/can't afford to pay 13
 Would have to ride bus/too many transfers..... 14
 Not manufacturer's responsibility 15
 Depends on convenience of location of Transfer Station..... 16
 No more space for bins 17
 Depends on price/if I have to pay 18
 Size/large items only..... 19
 Cost/not economical/don't want any fees..... 20
 Could take it myself for less money..... 21
 Would be easier to take back to the store..... 22
 Have to be home for items to be picked up..... 23
 Don't know..... 98
 Refused 99

Q4:

How likely would you be to take these no-longer-useful products to one of the city's transfer stations if the fee is \$10 to \$15?

=> Q5 if Q3A>0

Very likely 1
 Somewhat likely 2
 Somewhat unlikely 3
 Or very unlikely 4
 Don't know - DO NOT READ..... 5
 Refused - DO NOT READ 6

WORDD:

=> * if IF ((Q4=3,4),1,IF((Q4=5),2,3))

Why not?..... 1
 Why are you not sure? 2
 Not applicable 3

Q4A:

<wordd>

=> +1 if NOT Q4=3-5

Other(SPECIFY:)	97
Inconvenient (gen.)	01
Don't recycle/or return things	02
Hassle/effort to go back to the store	03
Time restrictions/too busy	04
Gas too expensive	05
Age/too old	06
Don't have a car/no transportation	07
Too far away to travel/too much traffic	08
Can't remember what store I bought them at	09
Purchase on line	10
Can't return them	11
Don't know where to take things	12
Low income/can't afford to pay	13
Would have to ride bus/too many transfers	14
Not manufacturer's responsibility	15
Depends on convenience of location of Transfer Station	16
No more space for bins	17
Depends on price/if I have to pay	18
Size/large items only	19
Cost/not economical/don't want any fees	20
Could take it myself for less money	21
Would be easier to take back to the store	22
Have to be home for items to be picked up	23
Don't know	98
Refused	99

Q5:

How likely would you be to use an electronics pick-up service that would pick up things like old TVs and computer monitors from your home? You'd have to call a few days before, and it would cost about \$10 to \$15.

Very likely	1
Somewhat likely	2
Somewhat unlikely	3
Or very unlikely	4
Don't know - DO NOT READ	5
Refused - DO NOT READ	6

WORDE:

=> * if IF ((Q5=3,4),1,IF((Q5=5),2,3))
--

Why not?	1
Why are you not sure?	2
Not applicable	3

Q5A:

<worde>

=> +1 if NOT Q5=3-5

Other(SPECIFY:)	97
-----------------	----

Inconvenient (gen.)	01
Don't recycle/or return things.....	02
Hassle/effort to go back to the store.....	03
Time restrictions/too busy.....	04
Gas too expensive	05
Age/too old	06
Don't have a car/no transportation	07
Too far away to travel/too much traffic	08
Can't remember what store I bought them at	09
Purchase on line	10
Can't return them.....	11
Don't know where to take things.....	12
Low income/can't afford to pay	13
Would have to ride bus/too many transfers	14
Not manufacturer's responsibility	15
Depends on convenience of location of Transfer Station.....	16
No more space for bins	17
Depends on price/if I have to pay	18
Size/large items only.....	19
Cost/not economical/don't want any fees.....	20
Could take it myself for less money.....	21
Would be easier to take back to the store.....	22
Have to be home for items to be picked up.....	23
Don't know	98
Refused	99

Q6:

How likely would you be to buy products that are certified for having more reusable materials that could be returned to their manufacturer for recycling, even if these products cost slightly more money?

Very likely	1
Somewhat likely	2
Somewhat unlikely	3
Or very unlikely	4
Don't know - DO NOT READ.....	5
Refused - DO NOT READ	6

WORDF:

=> * if IF ((Q6=3,4),1,IF((Q6=5),2,3))
--

Why not?.....	1
Why are you not sure?	2
Not applicable	3

Q6A:

<wordf>

=> +1 if NOT Q6=3-5

Other(SPECIFY:):..... 97
 Inconvenient (gen.) 01
 Don't recycle/or return things..... 02
 Hassle/effort to go back to the store..... 03
 Time restrictions/too busy..... 04
 Gas too expensive 05
 Age/too old 06
 Don't have a car/no transportation 07
 Too far away to travel/too much traffic 08
 Can't remember what store I bought them at 09
 Purchase on line 10
 Can't return them..... 11
 Don't know where to take things..... 12
 Low income/can't afford to pay 13
 Would have to ride bus/too many transfers..... 14
 Not manufacturer's responsibility 15
 Depends on convenience of location of Transfer Station..... 16
 No more space for bins 17
 Depends on price/if I have to pay 18
 Size/large items only..... 19
 Cost/not economical/don't want any fees..... 20
 Could take it myself for less money..... 21
 Would be easier to take back to the store..... 22
 Have to be home for items to be picked up..... 23
 It would depend on the product..... 24
 Don't know 98
 Refused 99

Q7A:

In order to reduce our waste by 60% or more, Seattle Public Utilities is considering several other programs to reduce waste and encourage recycling. We'd like to know how likely you would be to participate in or support these programs. For each one, please tell me how likely you would be to use that option: How likely would you be to use a deposit and refund system for beverage bottles and cans?

Very likely 1
 Somewhat likely 2
 Somewhat unlikely 3
 Or very unlikely 4
 Don't know - DO NOT READ..... 5
 Refused - DO NOT READ 6

WORDG:

=> * if IF ((Q7A=3,4),1,IF((Q7A=5),2,3))

Why not?..... 1
 Why are you not sure? 2
 Not applicable..... 3

Q7A1:

<wordg>

=> +1 if NOT Q7A=3-5

Other(SPECIFY:):..... 97
 Bad idea/won't solve the problem 01
 Prefer to recycle on my own/have my own bins 02
 Don't drink beverages/no bottles/cans..... 03
 Would toss it in the garbage..... 04
 Burden on small business/business might move out of the area 05
 Might hurt small business/can't afford to pay extra charges 06
 Manufacturer's responsibility/use less packaging 07
 Distrust city government/less politics/means more taxes..... 08
 Do not want anymore fees/added charges..... 09
 What will happen to all the extra trash/will they dump it on public land10
 Grants/loan (mentions)..... 11
 Should be voluntary/no Big Brother forcing us 12
 Not a business/don't deal with commercial debris/no need for program13
 Need more information 14
 Hassle/too much effort 15
 Not enough return/refund..... 16
 Inconvenient (Gen.) 20
 Inconvenient for bus riders 21
 Don't know 98
 Refused 99

Q7B:

If certain products were labeled Certified Seattle Recyclable and the manufacturers of those products paid a fee to cover the cost of recycling them, how likely would you be to support using products with that label?

Very likely 1
 Somewhat likely 2
 Somewhat unlikely 3
 Or very unlikely 4
 Don't know - DO NOT READ 5
 Refused - DO NOT READ 6

WORDH:

=> * if IF ((Q7B=3,4),1,IF((Q7B=5),2,3))

Why not?..... 1
 Why are you not sure? 2
 Not applicable 3

Q7B1:

<wordh>

=> +1 if NOT Q7B=3-5

Other(SPECIFY:):..... 97
 Bad idea/won't solve the problem 01
 Prefer to recycle on my own/have my own bins 02
 Don't drink beverages/no bottles/cans..... 03
 Would toss it in the garbage..... 04
 Burden on small business/business might move out of the area 05
 MIGHT hurt small business/can't afford to pay extra charges 06
 Manufacturer's responsibility/use less packaging 07
 Distrust city government/less politics/means more taxes..... 08
 Do not want anymore fees/added charges..... 09
 What will happen to all the extra trash/will they dump it on public land10
 Grants/loan (mentions)..... 11
 Should be voluntary/no Big Brother forcing us 12
 Not a business/don't deal with commercial debris/no need for program13
 Need more information 14
 Hassle/too much effort 15
 Not enough return/refund..... 16
 Inconvenient (Gen.) 20
 Don't know 98
 Refused 99

Q7C:

If a Seattle Public Utilities program placed a small fee on excess product packaging and used the fee for additional waste reduction programs, how likely would you be to support that program?

Very likely 1
 Somewhat likely 2
 Somewhat unlikely 3
 Or very unlikely 4
 Don't know - DO NOT READ..... 5
 Refused - DO NOT READ 6

WORDI:

=> * if IF ((Q7C=3,4),1,IF((Q7C=5),2,3))

Why not?..... 1
 Why are you not sure? 2
 Not applicable 3

Q7C1:

<wordi>

=> +1 if NOT Q7C=3-5

Other(SPECIFY:):..... 97
 Bad idea/won't solve the problem 01
 Prefer to recycle on my own/have my own bins 02
 Don't drink beverages/no bottles/cans..... 03
 Would toss it in the garbage..... 04
 Burden on small business/business might move out of the area 05
 Might hurt small business/can't afford to pay extra charges 06
 Manufacturer's responsibility/use less packaging 07
 Distrust city government/less politics/means more taxes..... 08
 Do not want anymore fees/added charges..... 09
 What will happen to all the extra trash/will they dump it on public land10
 Grants/loan (mentions)..... 11

Should be voluntary/no Big Brother forcing us 12
 Not a business/don't deal with commercial debris/no need for program13
 Need more information 14
 Hassle/too much effort 15
 Not enough return/refund..... 16
 Inconvenient (Gen.) 20
 Don't know 98
 Refused 99

Q7D:

If a program required that certain construction and building demolition debris such as roofing or wood be recycled; that is, if those things couldn't go in the garbage any more, how likely would you be to support that program?

Very likely 1
 Somewhat likely 2
 Somewhat unlikely 3
 Or very unlikely 4
 Don't know - DO NOT READ 5
 Refused - DO NOT READ 6

WORDJ:

=> * if IF ((Q7D=3,4),1,IF((Q7D=5),2,3))

Why not?..... 1
 Why are you not sure? 2
 Not applicable 3

Q7D1:

<wordj>

=> +1 if NOT Q7D=3-5

Other(SPECIFY:)..... 97
 Bad idea/won't solve the problem 01
 Prefer to recycle on my own/have my own bins 02
 Don't drink beverages/no bottles/cans..... 03
 Would toss it in the garbage..... 04
 Burden on small business/business might move out of the area 05
 Might hurt small business/can't afford to pay extra charges 06
 Manufacturer's responsibility/use less packaging 07
 Distrust city government/less politics/means more taxes..... 08
 Do not want anymore fees/added charges..... 09
 What will happen to all the extra trash/will they dump it on public land10
 Grants/loans (mentions) 11
 Should be voluntary/no Big Brother forcing us 12
 Not a business/don't deal with commercial debris/no need for program13
 Need more information 14
 Hassle/too much effort 15
 Not enough return/refund..... 16
 Inconvenient (Gen.) 20
 Don't know 98
 Refused 99

Q7E:

If a program provided grants or loans to support recycling programs by businesses, how likely would you be to support that program?

Very likely	1
Somewhat likely	2
Somewhat unlikely	3
Or very unlikely	4
Don't know - DO NOT READ.....	5
Refused - DO NOT READ	6

WORDK:

=> * if IF ((Q7E=3,4),1,IF((Q7E=5),2,3))
--

Why not?.....	1
Why are you not sure?	2
Not applicable	3

Q7E1:

<wordk>

=> +1 if NOT Q7E=3-5

.....	
Other(SPECIFY:):.....	97
Bad idea /won't solve the problem	01
Prefer to recycle on my own/have my own bins	02
Don't drink beverages/no bottles/cans.....	03
Would toss it in the garbage.....	04
Burden on small business/business might move out of the area	05
Might hurt small business/can't afford to pay extra charges	06
Manufacturer's responsibility/use less packaging	07
Distrust city government/less politics/means more taxes.....	08
Do not want anymore fees/added charges.....	09
What will happen to all the extra trash/will they dump it on public land	10
Grants/loans (mentions)	11
Should be voluntary/no Big Brother forcing us	12
Not a business/don't deal with commercial debris/no need for program	13
Need more information	14
Hassle/too much effort	15
Not enough return/refund.....	16
Inconvenient (Gen.)	20
Should be financial penalties for not recycling	21
Don't know	98
Refused	99

Q8:

My final questions are for classification purposes only. what is your age?

Refused 99

Combined age groups

=> * if IF ((Q8A>0),Q8A,RNG(Q8,18,21,25,35,45,55,65,75))

Under 21 1
 21 to 24 2
 25 to 34 3
 35 to 44 4
 45 to 54 5
 55 to 64 6
 65 to 74 7
 Or 75 or older..... 8
 Refused - DO NOT READ 9

Q9:

How many people are there living in your household including yourself?

1 1
 2 2
 3 3
 4 4
 5 5
 6 6
 7 7
 8 or more..... 8
 Refused 9

Q10:

What is the highest level of school you have completed?

Less than high school..... 1
 High School Grad./GED 2
 Some College, community college or trade school..... 3
 College graduate 4
 Beyond college 5
 Refused 6

Q11:

Is your total annual household income above or below \$35,000 per year?

Less than \$7,500 01
 \$7,500 up to \$15,000 02
 \$15,000 up to \$25,000 03
 \$25,000 up to \$35,000 04
 \$35,000 up to \$55,000 05
 \$55,000 up to \$75,000 06
 \$75,000 up to \$100,000 07
 \$100,000 up to \$140,000 08
 \$140,000 and up..... 09
 TOTAL DON'T KNOW 10
 TOTAL Refused 11
 Don't know under \$35,000..... 12
 Refused under \$35,000 13
 Don't know Over \$35,000..... 14
 Refused over \$35,000 15

Q12:

Do you consider yourself ...

White (Caucasian).....	01
Hispanic (Mexican, Mexican American, Chicano, or Latino)	02
African - American	03
Asian - American (Pacific-Islander)	04
American Indian (Alaska Native)	05
Or another race? (SPECIFY:)	97
Refused	07

GENDR:

RECORD GENDER

Male	1
Female.....	2