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ASHEVILLE – PAY AS YOU THROW (PAYT) OPTIONS ANALYSIS

APPENDIX E: DETAILED HOUSEHOLD SURVEY RESULTS

November 11, 2015

*Prepared for:
City of Asheville*

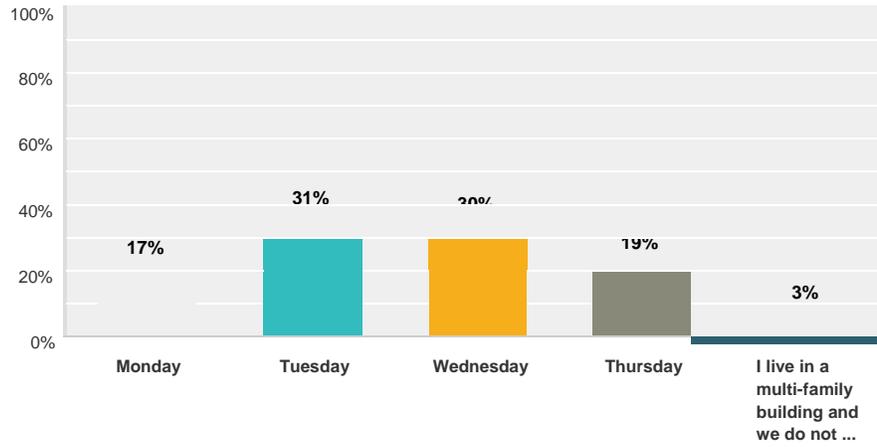
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This report, under separate cover from the main PAYT report, presents the detailed results of the Asheville Trash and Recycling Survey conducted by SERA for the City of Asheville. The survey was broadly advertised in City newsletters, and other outreach methods. Respondents were directed to a website to complete the survey online using Survey Monkey™. The survey generated 1,136 responses, and the bulk of the responses were received between August 10 and September 14, 2015.

Because it was a broadly distributed survey, rather than issued only to a randomly-selected sample of households (per the City's request, because of the increased cost of a random survey), the results are indicative. There is no confidence interval associated with the results, and the results must be stated as "X% of the respondents", not "X% of the households in the City of Asheville. The responses to individual questions follow.

Q1 Which day is your trash collected curbside?

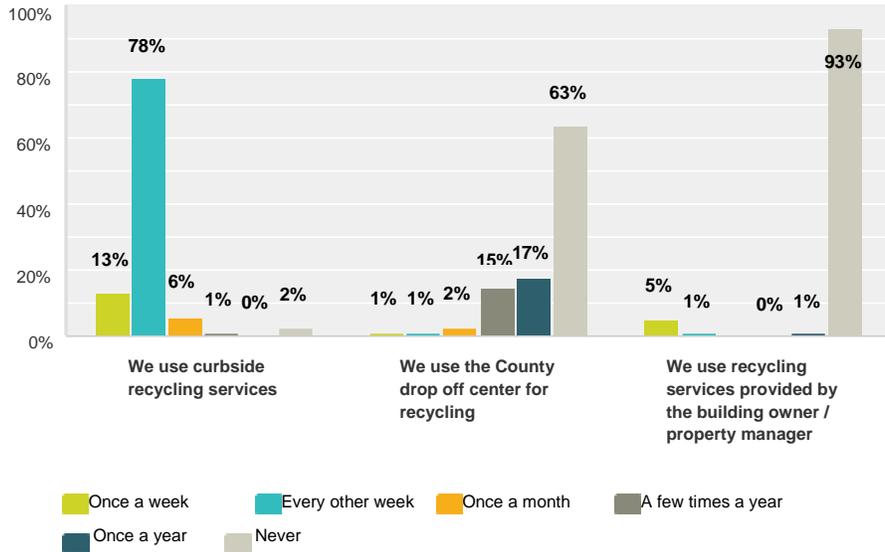
Answered: 1,118 Skipped: 18



Answer Choices	Responses
Monday	17% 191
Tuesday	31% 352
Wednesday	30% 330
Thursday	19% 212
I live in a multi-family building and we do not use the City's residential curbside trash collection service	3% 33
Total	1,118

Q2 Do you use any of these services for recycling?

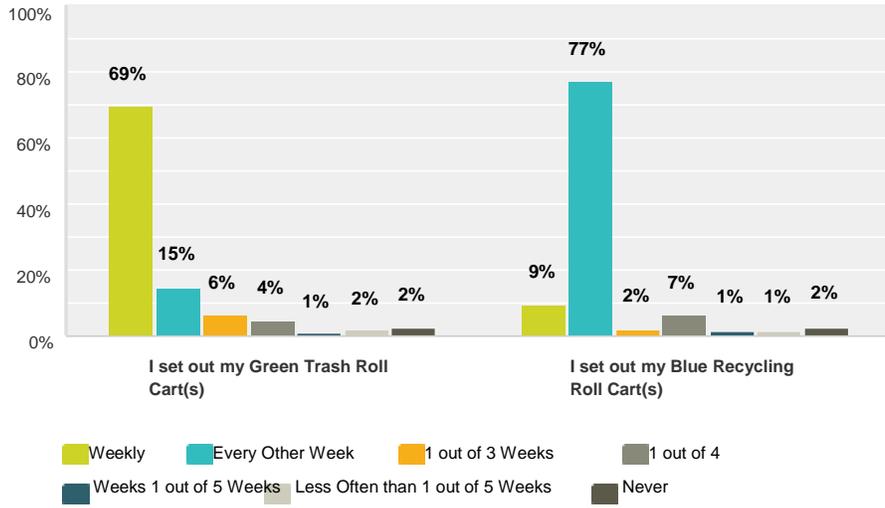
Answered: 1,005 Skipped: 131



	Once a week	Every other week	Once a month	A few times a year	Once a year	Never	Total
We use curbside recycling services	13% 128	78% 768	6% 55	1% 11	0% 2	2% 23	987
We use the County drop off center for recycling	1% 7	1% 6	2% 13	15% 84	17% 100	63% 365	575
We use recycling services provided by the building owner / property manager	5% 24	1% 5	0% 0	0% 1	1% 5	93% 451	486

Q3 On average, how often do you set out your trash and recycling roll carts?

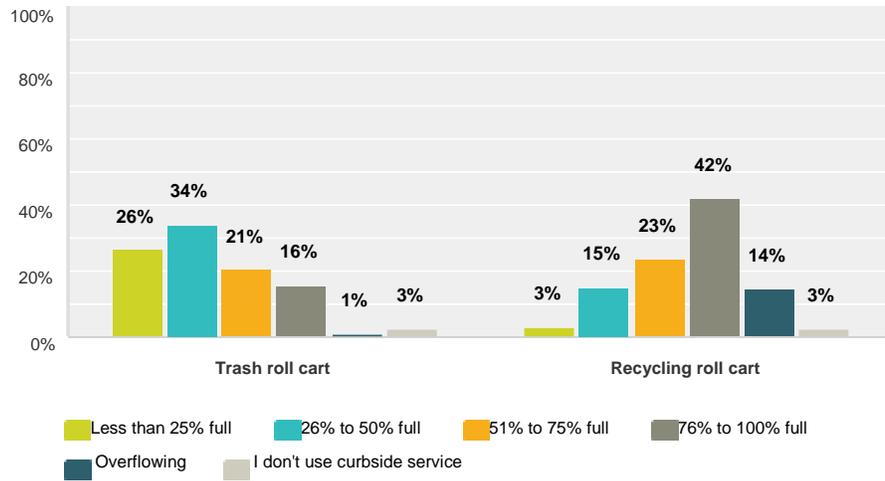
Answered: 990 Skipped: 146



	Weekly	Every Other Week	1 out of 3 Weeks	1 out of 4 Weeks	1 out of 5 Weeks	Less Often than 1 out of 5 Weeks	Never	Total
I set out my Green Trash Roll Cart(s)	69% 683	15% 145	6% 63	4% 42	1% 11	2% 18	2% 23	985
I set out my Blue Recycling Roll Cart(s)	9% 89	77% 736	2% 17	7% 64	1% 14	1% 13	2% 22	955

Q4 On average, about how full are your trash and recycling roll carts each time they are set out for collection?

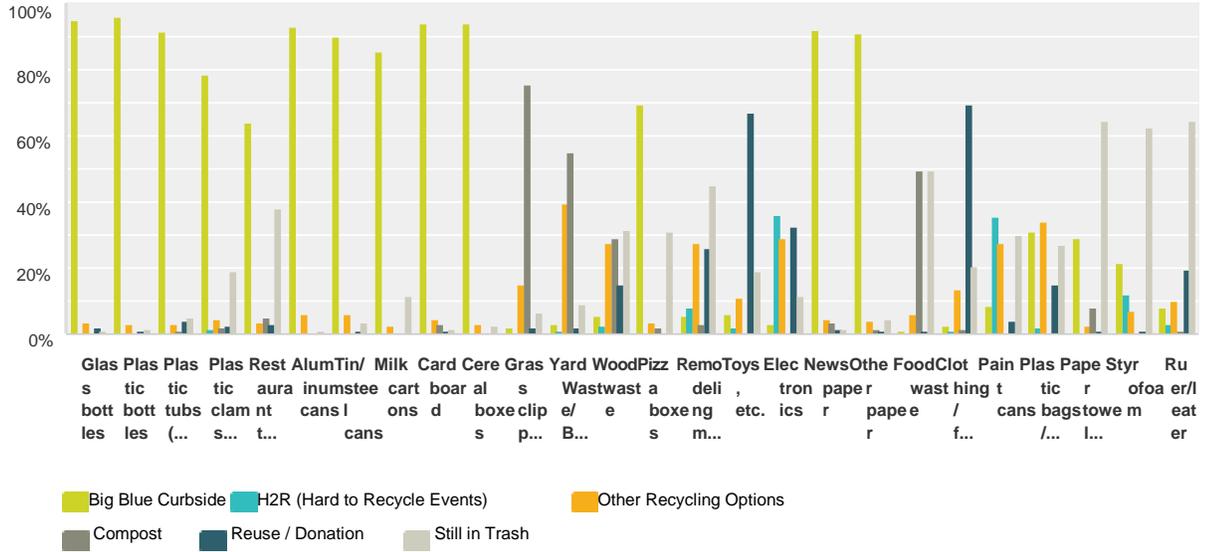
Answered: 1,002 Skipped: 134



	Less than 25% full	26% to 50% full	51% to 75% full	76% to 100% full	Overflowing	I don't use curbside service	Total
Trash roll cart	26% 263	34% 338	21% 206	16% 156	1% 8	3% 25	996
Recycling roll cart	3% 28	15% 144	23% 226	42% 408	14% 140	3% 25	971

Q5 How do you normally dispose of the following materials (check all that apply)?

Answered: 997 Skipped: 139

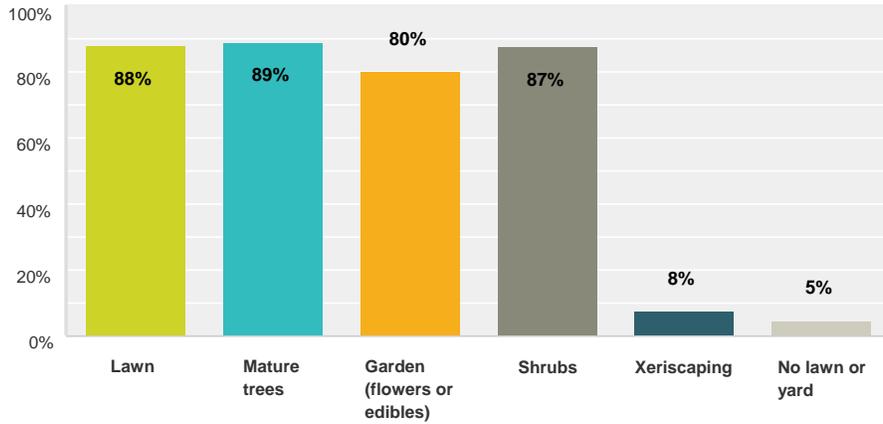


	Big Blue Curbside	H2R (Hard to Recycle Events)	Other Recycling Options	Compost	Reuse / Donation	Still in Trash	Total Respondents
Glass bottles	95% 931	0% 2	4% 36	1% 5	2% 19	1% 12	980
Plastic bottles	96% 937	0% 0	3% 29	0% 1	1% 8	2% 15	977
Plastic tubs (yogurt, margarine, sour cream)	92% 894	0% 4	3% 31	1% 8	4% 37	5% 51	976
Plastic clamshell containers (veggies, some take out food)	79% 739	1% 14	4% 41	2% 19	2% 23	19% 179	939
Restaurant to-go containers	64% 583	0% 4	4% 34	5% 46	3% 28	38% 344	909
Aluminum cans	93% 911	0% 0	6% 61	0% 3	0% 4	1% 12	978
Tin/steel cans	90% 847	1% 7	6% 58	0% 4	1% 8	4% 34	942
Milk cartons	86% 794	0% 2	3% 25	0% 2	1% 6	12% 108	928
Cardboard	94% 923	0% 3	5% 46	3% 28	1% 11	2% 16	980
Cereal boxes	94% 906	0% 2	3% 28	1% 7	1% 6	2% 22	962
Grass clippings	2% 17	0% 3	15% 121	76% 603	2% 17	7% 53	798
Yard Waste/ Brush	3% 25	1% 8	40% 322	55% 447	2% 15	9% 73	815
Wood waste	5% 41	2% 18	28% 212	29% 224	15% 115	31% 241	770
Pizza boxes	70% 655	0% 3	3% 32	2% 21	0% 4	31% 292	942

Remodeling materials	6% 39	8% 55	28% 196	3% 20	26% 186	45% 320	709
Toys, etc.	6% 48	2% 16	11% 90	1% 5	67% 542	19% 155	807
Electronics	3% 25	36% 315	29% 256	1% 5	33% 285	11% 99	876
Newspaper	92% 880	0% 1	4% 42	3% 33	1% 13	1% 13	955
Other paper	91% 862	0% 3	4% 38	2% 16	1% 10	5% 44	947
Food waste	1% 8	0% 1	6% 54	50% 458	1% 10	49% 456	922
Clothing / fabric	3% 23	1% 7	14% 124	2% 14	70% 634	21% 187	909
Paint cans	9% 69	36% 285	28% 222	0% 4	4% 32	30% 240	801
Plastic bags / other packaging	31% 293	2% 17	34% 323	0% 3	15% 144	27% 257	945
Paper towels/tissues	29% 271	0% 3	2% 23	8% 77	1% 8	65% 606	939
Styrofoam	22% 196	12% 108	7% 65	0% 3	1% 8	62% 567	910
Rubber/leather	8% 63	3% 23	10% 77	1% 6	20% 154	64% 503	780

Q6 Which of the following do you have at your house?

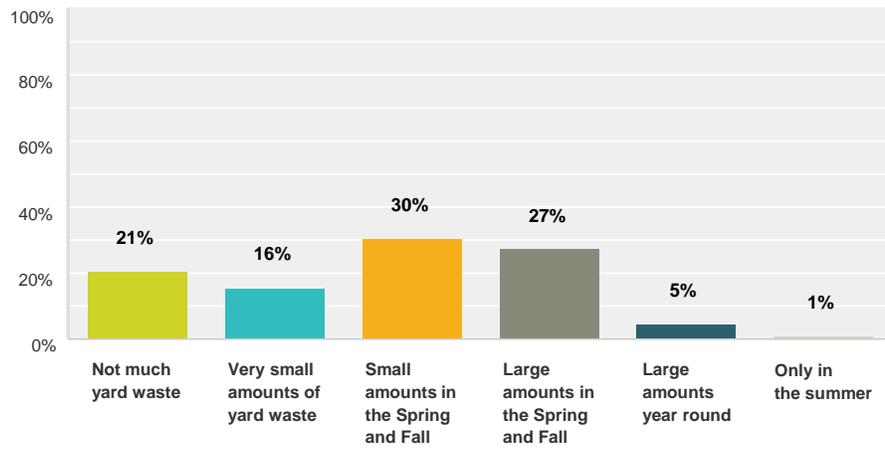
Answered: 982 Skipped: 154



Answer Choices	Responses	Count
Lawn	88%	862
Mature trees	89%	872
Garden (flowers or edibles)	80%	787
Shrubs	87%	858
Xeriscaping	8%	76
No lawn or yard	5%	46
Total Respondents: 982		

Q7 How would you describe the amount of yard waste you generate?

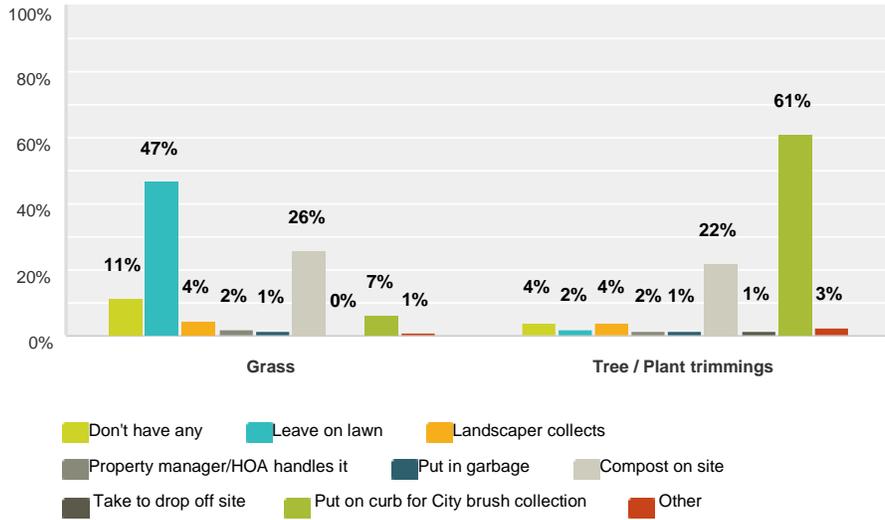
Answered: 935 Skipped: 201



Answer Choices	Responses
Not much yard waste	21% 193
Very small amounts of yard waste	16% 147
Small amounts in the Spring and Fall	30% 283
Large amounts in the Spring and Fall	27% 257
Large amounts year round	5% 44
Only in the summer	1% 11
Total	935

Q8 What do you do with your yard waste?

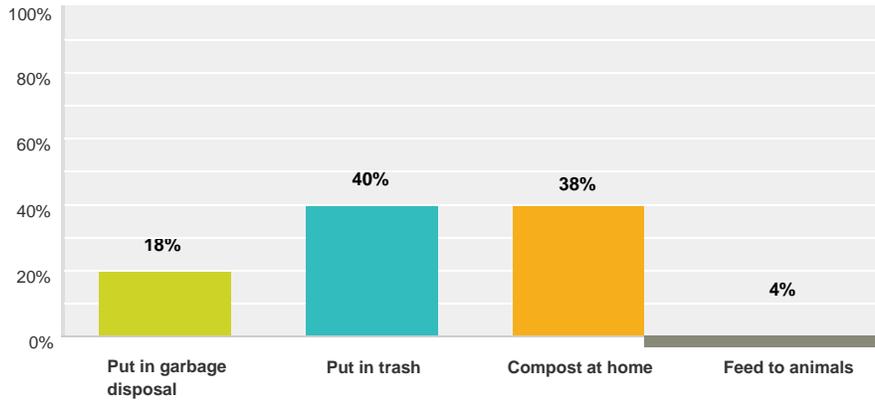
Answered: 964 Skipped: 172



	Don't have any	Leave on lawn	Landscaper collects	Property manager/HOA handles it	Put in garbage	Compost on site	Take to drop off site	Put on curb for City brush collection	Other	Total
Grass	11% 109	47% 446	4% 41	2% 18	1% 12	26% 249	0% 3	7% 62	1% 11	951
Tree / Plant trimmings	4% 38	2% 19	4% 37	2% 15	1% 14	22% 206	1% 12	61% 573	3% 25	939

Q9 What do you do with most of your food waste?

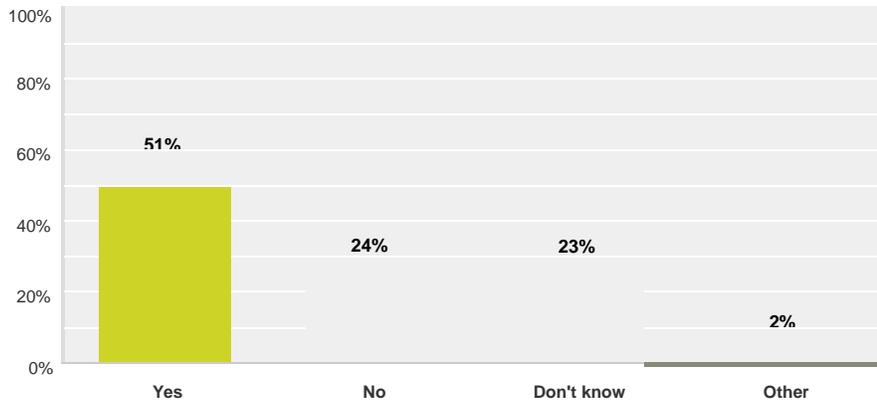
Answered: 967 Skipped: 169



Answer Choices	Responses	
Put in garbage disposal	18%	176
Put in trash	40%	386
Compost at home	38%	368
Feed to animals	4%	37
Total		967

Q10 If the City offered a curbside organics collection roll cart, would you use it for your food waste?

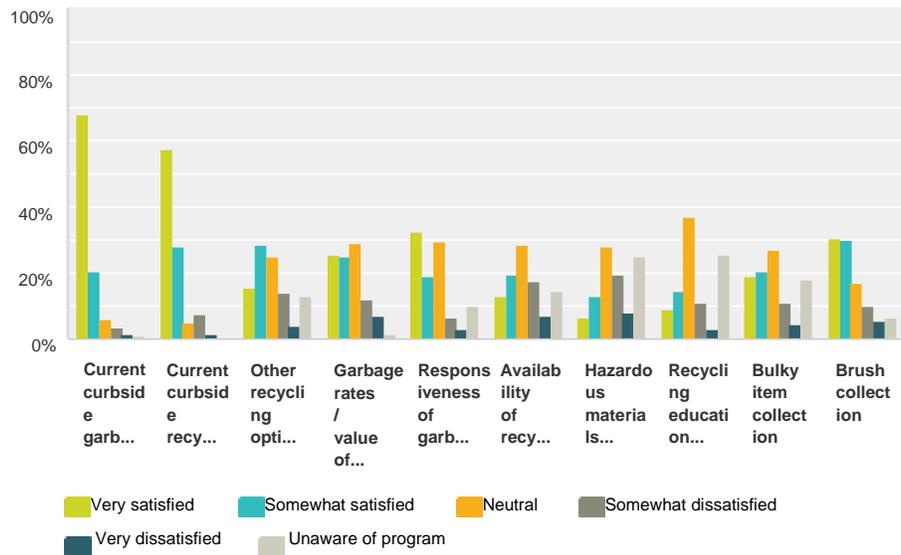
Answered: 972 Skipped: 164



Answer Choices	Responses	
Yes	51%	497
No	24%	232
Don't know	23%	224
Other	2%	19
Total		972

Q11 How satisfied are you with the following?

Answered: 955 Skipped: 181



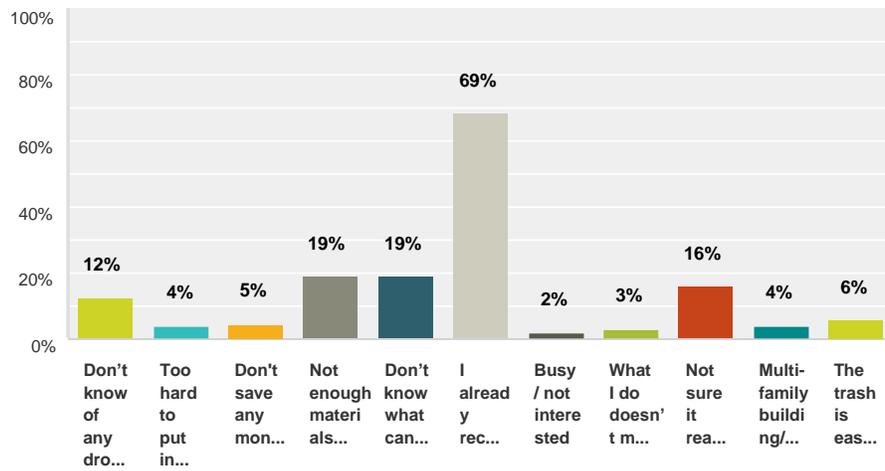
	Very satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied	Unaware of program	Total
Current curbside garbage service	68% 639	20% 192	6% 57	3% 31	2% 16	1% 8	943
Current curbside recycling service	58% 544	28% 262	5% 48	7% 70	1% 12	1% 7	943
Other recycling options in Asheville	16% 137	28% 251	25% 221	14% 122	4% 36	13% 116	883
Garbage rates / value of service	25% 232	25% 231	29% 268	12% 108	7% 64	2% 15	918
Responsiveness of garbage service to issues/problems	32% 284	19% 165	29% 258	6% 56	3% 26	10% 90	879
Availability of recycling drop-offs	13% 115	20% 176	29% 257	17% 157	7% 64	14% 130	899
Hazardous materials program / service	6% 57	13% 116	28% 251	20% 177	8% 73	25% 224	898
Recycling education programs	9% 77	14% 126	37% 327	11% 96	3% 27	26% 226	879
Bulky item collection	19% 169	21% 185	27% 243	11% 97	4% 38	18% 161	893
Brush collection	31% 281	30% 277	17% 158	10% 93	6% 51	6% 59	919

Q12 Are there any changes that could be made to improve your satisfaction with trash and recycling opportunities or services in The City of Asheville?

Answered: 555 Skipped: 581

Q13 What do you see as primary barriers to recycling more? (check all that apply) (Randomized)

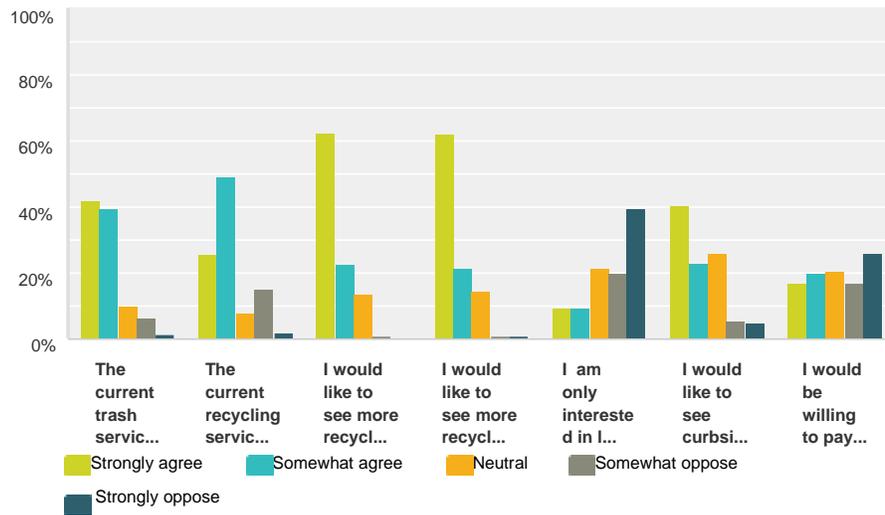
Answered: 917 Skipped: 219



Answer Choices	Responses	
Don't know of any drop-off sites	12%	113
Too hard to put in cart or take to drop-off	4%	36
Don't save any money by recycling	5%	43
Not enough materials accepted	19%	176
Don't know what can / can't be recycled	19%	173
I already recycle a lot – no barriers	69%	630
Busy / not interested	2%	18
What I do doesn't make a difference	3%	26
Not sure it really gets recycled anyway	16%	147
Multi-family building/property manager doesn't provide recycling options	4%	37
The trash is easier than the recycling drop off	6%	57
Total Respondents: 917		

Q14 How would you respond to the following statements?

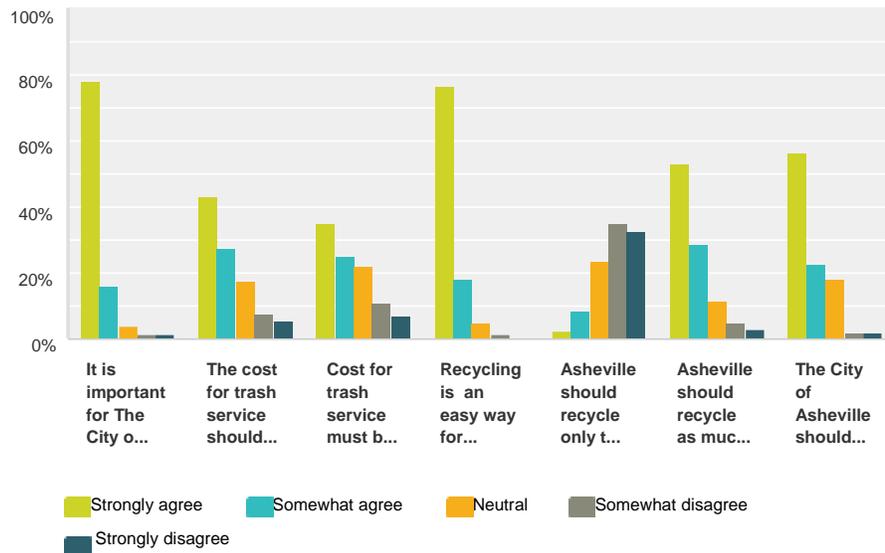
Answered: 954 Skipped: 182



	Strongly agree	Somewhat agree	Neutral	Somewhat oppose	Strongly oppose	Total
The current trash service in Asheville fits all my needs	42% 396	39% 371	10% 95	7% 63	2% 15	940
The current recycling service in Asheville fits all my needs	26% 241	49% 460	8% 77	15% 140	2% 20	938
I would like to see more recycling in public areas	63% 568	22% 202	13% 122	1% 10	1% 5	907
I would like to see more recycling in parks	62% 558	21% 192	15% 131	1% 8	1% 8	897
I am only interested in low cost, basic trash service	10% 83	9% 80	21% 183	20% 171	40% 340	857
I would like to see curbside organics (yard waste or food waste)	41% 369	23% 210	26% 236	5% 48	5% 46	909
I would be willing to pay more for organics service	17% 155	20% 181	21% 188	17% 153	26% 236	913

Q15 Do you agree or disagree with the following statements?

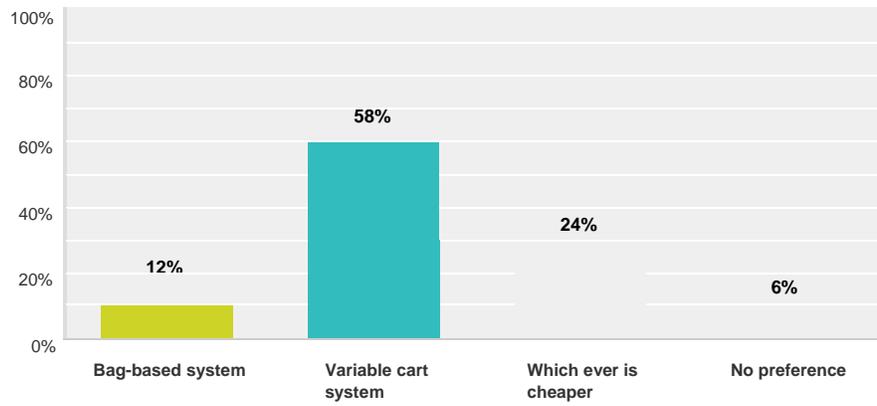
Answered: 955 Skipped: 181



	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree	Total Respondents
It is important for The City of Asheville to be "green"	78% 741	16% 153	4% 38	2% 15	1% 14	950
The cost for trash service should be priced to cover recycling too	43% 395	27% 252	17% 159	8% 69	6% 52	917
Cost for trash service must be as low as possible	35% 321	25% 231	22% 202	11% 102	7% 65	916
Recycling is an easy way for Asheville residents to "do good" for the environment	76% 718	18% 168	5% 45	1% 12	1% 6	939
Asheville should recycle only the materials with strong market demand and high commodity prices	3% 23	8% 77	23% 214	35% 320	33% 299	917
Asheville should recycle as much as we can regardless of market prices	53% 495	29% 269	12% 109	5% 45	3% 28	936
The City of Asheville should increase its recycling goal	57% 524	22% 207	18% 166	2% 19	2% 20	927

Q16 As a resident and user of the sanitation program, which type of system sounds more appealing to you?

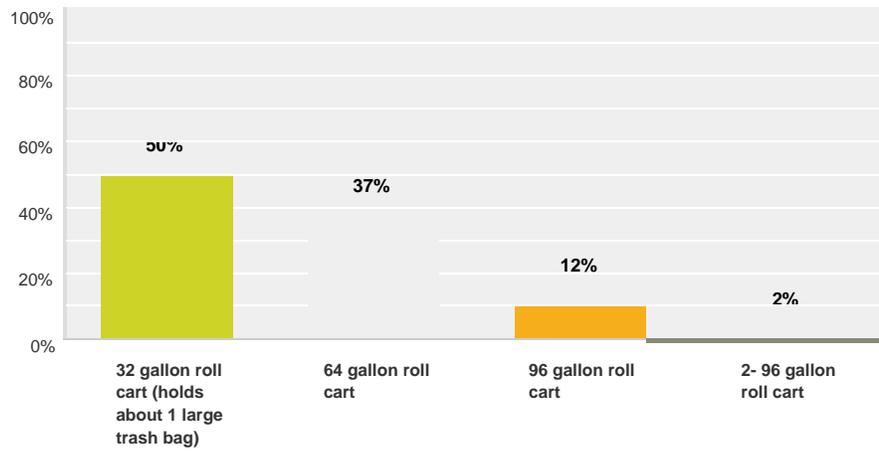
Answered: 874 Skipped: 262



Answer Choices	Responses	
Bag-based system	12%	102
Variable cart system	58%	507
Which ever is cheaper	24%	212
No preference	6%	53
Total		874

Q17 If a cart system was implemented, which SIZE roll CART of trash might you dispose of per week after recycling?

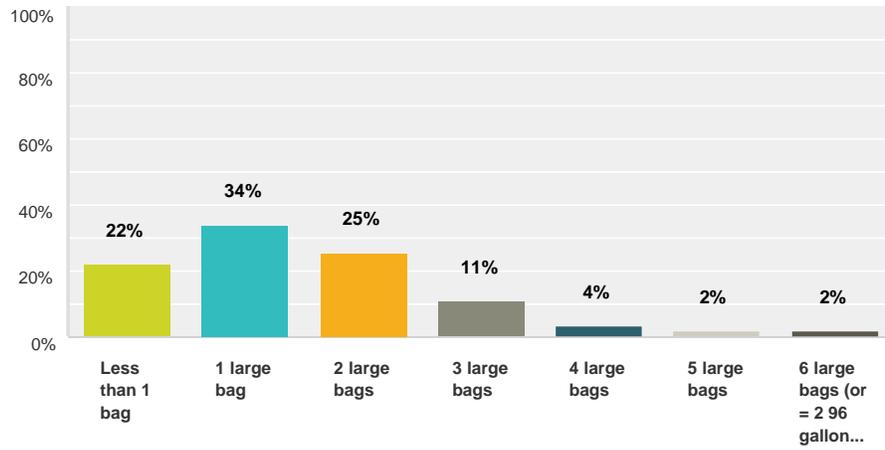
Answered: 872 Skipped: 264



Answer Choices	Responses	
32 gallon roll cart (holds about 1 large trash bag)	50%	432
64 gallon roll cart	37%	319
96 gallon roll cart	12%	103
2- 96 gallon roll cart	2%	18
Total		872

Q18 If a bag type program is implemented, how many BAGS of trash might you dispose of per week after recycling?

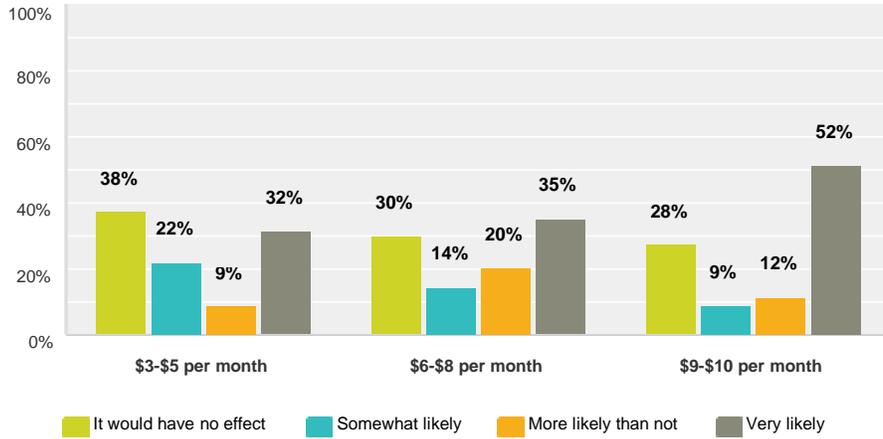
Answered: 845 Skipped: 291



Answer Choices	Responses	
Less than 1 bag	22%	188
1 large bag	34%	289
2 large bags	25%	214
3 large bags	11%	91
4 large bags	4%	30
5 large bags	2%	17
6 large bags (or = 2 96 gallon carts)	2%	16
Total		845

Q19 At what level of savings per month would you consider INCREASING RECYCLING and diverting other materials to DECREASE TRASH?

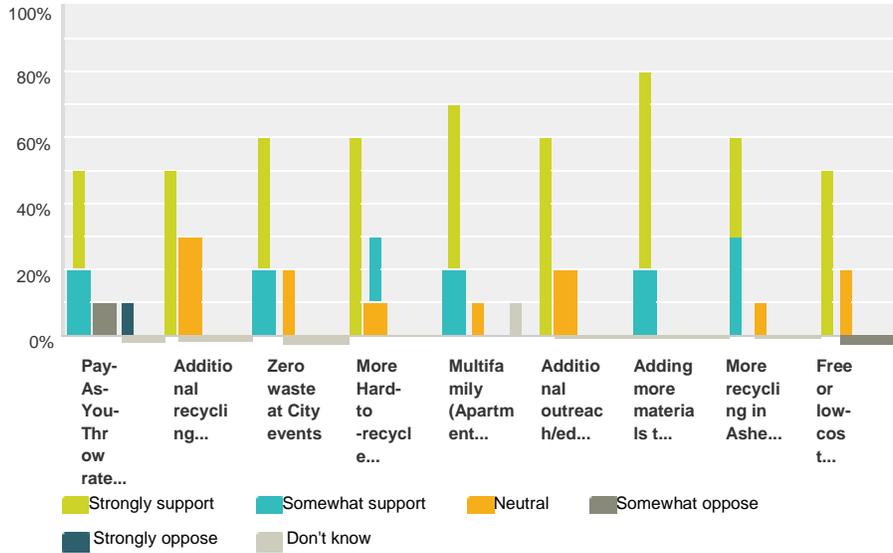
Answered: 777 Skipped: 359



	It would have no effect	Somewhat likely	More likely than not	Very likely	Total
\$3-\$5 per month	38% 275	22% 159	9% 65	32% 231	730
\$6-\$8 per month	30% 201	14% 97	20% 136	35% 236	670
\$9-\$10 per month	28% 186	9% 62	12% 78	52% 348	674

Q20 Which of the following program and operational changes for Asheville's waste management would you support? (RANDOMIZED)

Answered: 886 Skipped: 250



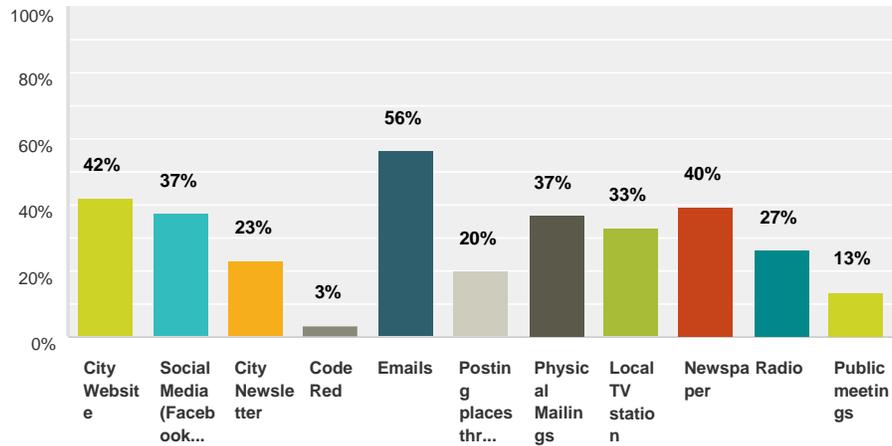
	Strongly support	Somewhat support	Neutral	Somewhat oppose	Strongly oppose	Don't know	Total
Pay-As-You-Throw rates for trash (the less you throw away, the less you pay)	52% 449	21% 180	11% 95	5% 41	8% 69	3% 26	860
Additional recycling drop-off areas	46% 397	25% 215	24% 201	2% 15	0% 4	3% 22	854
Zero waste at City events	59% 506	20% 173	15% 128	2% 14	1% 9	3% 29	859
More Hard-to-recycle events (electronics etc.)	61% 529	26% 222	11% 97	0% 4	0% 2	1% 10	864
Multifamily (Apartment building) recycling	65% 536	13% 107	14% 119	0% 2	0% 2	7% 58	824
Additional outreach/education about recycling	58% 502	24% 207	15% 125	1% 8	0% 3	2% 14	859
Adding more materials to curbside recycling program	76% 664	16% 141	5% 42	1% 5	0% 3	2% 15	870
More recycling in Asheville's public areas	62% 542	22% 195	13% 110	1% 8	0% 2	1% 11	868
Free or low-cost backyard composter program	54% 458	21% 180	17% 146	3% 28	2% 18	3% 26	856

Q21 If Asheville chose to implement some of the above programs but it cost a little more, how much would you be willing to pay, per month, for the expanded service(s)?

Answered: 661 Skipped: 475

Q22 What is the best way to keep you informed about the trash and recycling services in The City of Asheville? (Check all that apply)

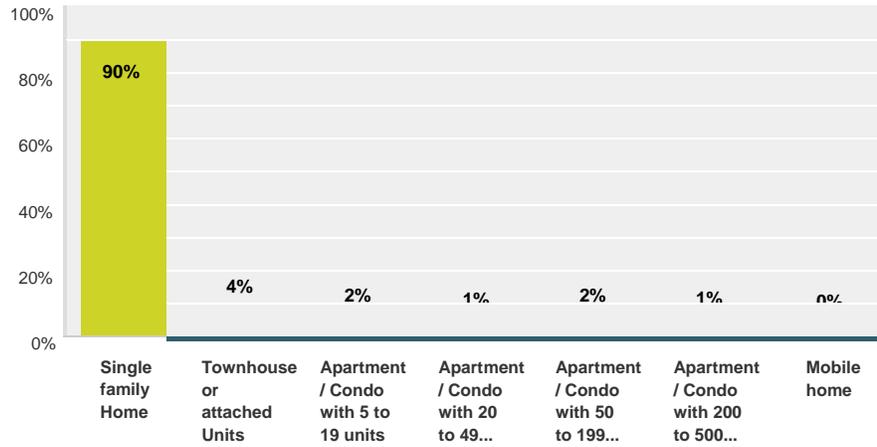
Answered: 887 Skipped: 249



Answer Choices	Responses
City Website	42% 373
Social Media (Facebook, Twitter, etc.)	37% 331
City Newsletter	23% 203
Code Red	3% 31
Emails	56% 500
Posting places throughout the City	20% 176
Physical Mailings	37% 326
Local TV station	33% 291
Newspaper	40% 352
Radio	27% 236
Public meetings	13% 118
Total Respondents: 887	

Q23 Which of the following types best describes your home?

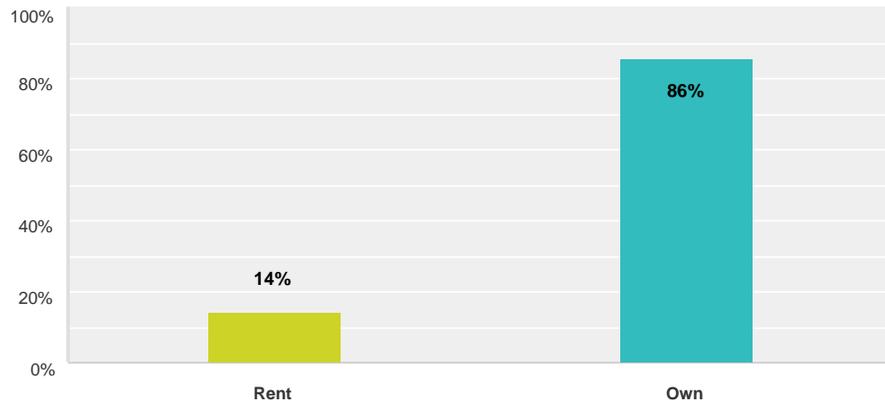
Answered: 880 Skipped: 256



Answer Choices	Responses
Single family Home	90% 792
Townhouse or attached Units	4% 38
Apartment / Condo with 5 to 19 units	2% 17
Apartment / Condo with 20 to 49 units	1% 6
Apartment / Condo with 50 to 199 units	2% 16
Apartment / Condo with 200 to 500 units	1% 9
Mobile home	0% 2
Total	880

Q24 Do you rent or own?

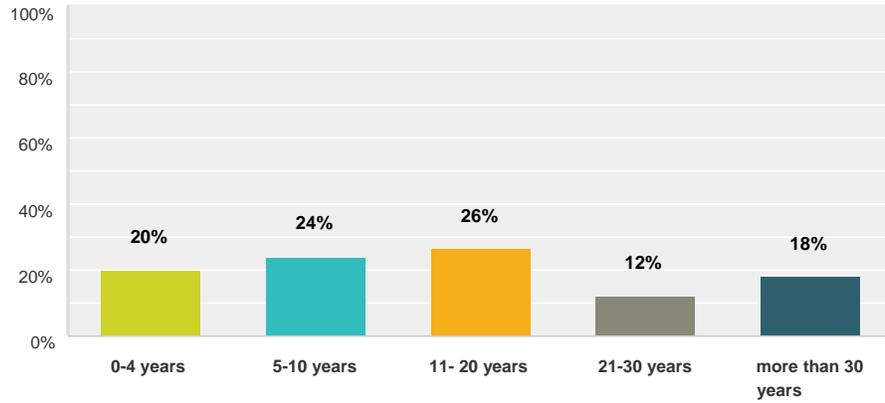
Answered: 890 Skipped: 246



Answer Choices	Responses	
Rent	14%	128
Own	86%	762
Total		890

Q25 How long have you/your family lived in The City of Asheville?

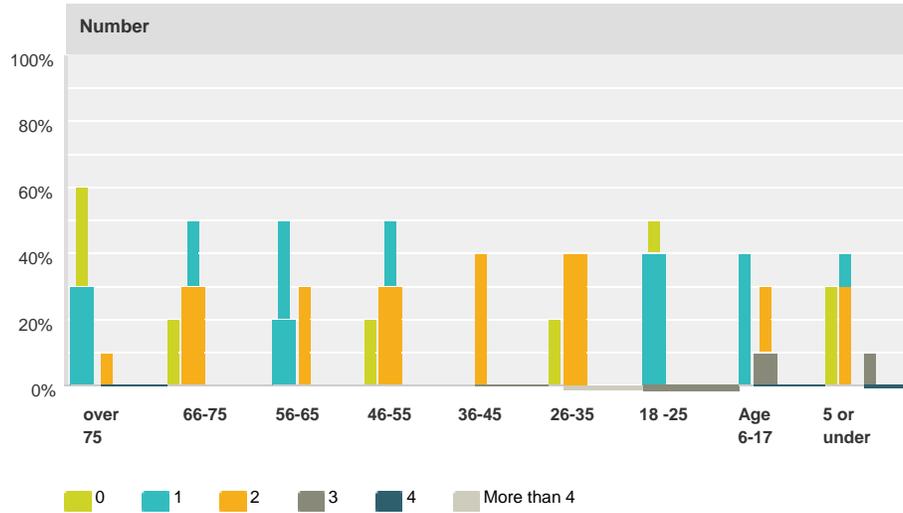
Answered: 887 Skipped: 249



Answer Choices	Responses	
0-4 years	20%	176
5-10 years	24%	213
11- 20 years	26%	233
21-30 years	12%	107
more than 30 years	18%	158
Total		887

Q26 Including yourself, how many people normally live in your household (exclude any children away at college or in military; include all members of your household whether they are related to you or not)

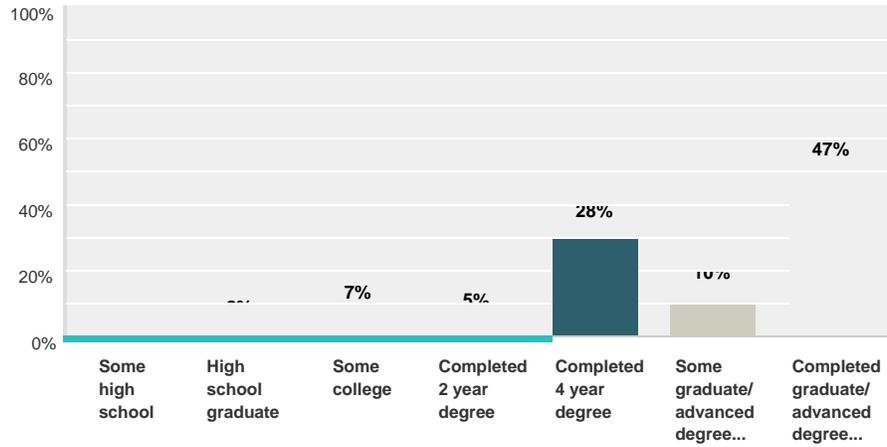
Answered: 873 Skipped: 263



Number							
	0	1	2	3	4	More than 4	Total
over 75	61% 77	27% 34	12% 15	0% 0	1% 1	0% 0	127
66-75	23% 62	50% 132	27% 71	0% 0	0% 0	0% 0	265
56-65	19% 57	48% 147	32% 99	1% 2	0% 0	0% 0	305
46-55	22% 61	46% 128	31% 86	1% 2	0% 0	0% 0	277
36-45	18% 47	43% 111	38% 98	1% 2	0% 1	0% 0	259
26-35	19% 40	38% 80	38% 80	1% 2	1% 3	2% 4	209
18-25	52% 64	33% 40	12% 15	2% 3	1% 1	0% 0	123
Age 6-17	28% 58	38% 79	26% 54	7% 15	1% 2	0% 0	208
5 or under	30% 60	39% 77	23% 46	5% 10	2% 3	1% 1	197

Q27 What is the highest level of education for your head of household?

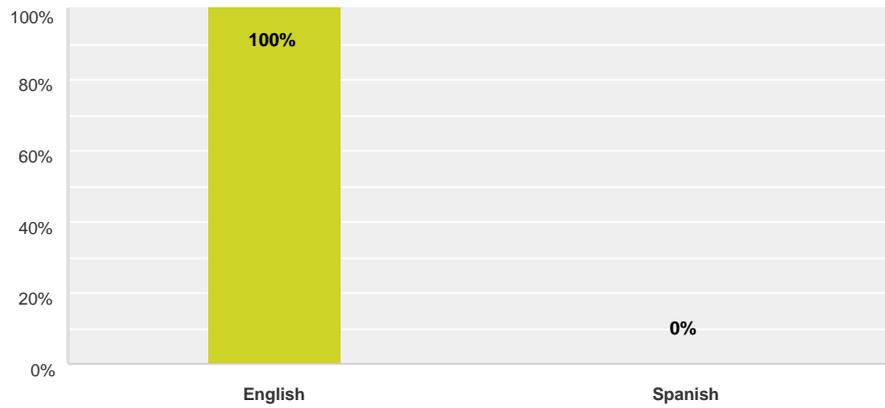
Answered: 869 Skipped: 267



Answer Choices	Responses
Some high school	0% 0
High school graduate	2% 21
Some college	7% 64
Completed 2 year degree	5% 40
Completed 4 year degree	28% 247
Some graduate/advanced degree work	10% 88
Completed graduate/advanced degree work	47% 409
Total	869

Q28 What is the primary language spoken in your home?

Answered: 885 Skipped: 251



Answer Choices	Responses	
English	100%	884
Spanish	0%	4
Total Respondents: 885		