



King County

Department of
Natural Resources and Parks

Solid Waste Division

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Seattle, WA 98104-3855

Residential Waste Reduction and Recycling Survey 2003

Annual Survey of King County Households
Final Report

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Chapter 1. Overview

To explore behaviors and attitudes about household waste disposal, recycling, and waste reduction among its residents, King County commissioned a telephone study of households located in incorporated and unincorporated areas of the county, excluding the City of Seattle. The study was conducted on behalf of the King County Solid Waste Division in January 2003. The survey followed the same basic methodology as the previous King County Residential Waste Reduction and Recycling Surveys, which have been conducted annually since 1994. Those surveyed claimed primary or shared responsibility for handling the garbage and recyclables in their household.

A key goal of the study is to track changes over time in attitudes and behaviors. Accordingly, this study compares the 2003 findings with the results of the previous surveys. When examining trends among the studies, it is important to note that the 1994 study was conducted in unincorporated King County only. In addition, starting in 1999, the satisfaction rating scales were changed; therefore, 1999 serves as a baseline for the satisfaction questions.

The 2003 study focused on nine major areas of investigation, listed below, and covered in more detail in Chapter 4.

- 4.1 Curbside Garbage Service** – This section examines the use of and satisfaction with curbside garbage service.
- 4.2 Transfer Stations** – This section analyzes the use of and satisfaction with garbage and recycling at transfer stations.
- 4.3 Curbside and Multi-family Building Recycling Services** – This section examines participation in recycling as well as satisfaction levels of those who participate.
- 4.4 King County Services** – This section assesses the number of residents who have had contact with King County Solid Waste Division staff and their satisfaction with the customer service received.
- 4.5 Yard Maintenance and Waste Handling** – This section analyzes management of grass clippings and yard waste, compost bin use, and food waste composting.
- 4.6 Computer and Television Recycling** – This section covers methods that residents would use to dispose of unwanted computers and televisions.
- 4.7 Internet Use** – This section examines use of the King County website, particularly to obtain information about garbage and recycling.
- 4.8 Demographic Comparisons** – This section summarizes differences in findings among four broad geographic areas in which King County residents are grouped: Eastside, North King County, South King County, and Rural East King County.
- 4.9 Comments from Participants** – This section summarizes comments that respondents provided at the conclusion of the survey.

To obtain information on each of these major areas, the King County Solid Waste Division staff, Cascadia Consulting Group, and PRR developed a survey questionnaire, and Market Trends conducted a telephone survey in January 2003. The phone survey included a total of 601 interviews. Of the respondents, 432 (72%) resided in a city or town in King County and 169 (28%) lived in unincorporated King County.

This document presents the results of the 2003 study and is organized into four main sections. Chapter 1 provides an overview of the study, while Chapter 2 summarizes the methodology used. Chapter 3 summarizes key findings, and Chapter 4 describes the survey results in more detail. Appendices follow the main body of this report and include a graphical summary, the detailed study methodology, and a topline report from the current study.

Chapter 2. Summary of Methodology

This chapter briefly summarizes key elements of the survey methodology. Appendix B describes the methodology in more detail.

Sample Size & Survey Population

A total of 601 Computer Assisted Telephone Interviews (CATI) were completed among residents of King County, outside of the City of Seattle. The survey respondents were adults 18 years of age or older. The respondents included 432 residents of a city or town in King County and 169 residents of unincorporated King County.

Survey Sampling, Inc. (SSI) provided a random-digit sample of telephone numbers. Phone numbers were drawn randomly throughout King County, proportionate to population, excluding those who reside in the City of Seattle.

Survey Design

The 2003 survey questionnaire was adapted from previous Waste Reduction and Recycling surveys conducted by GMA Research in conjunction with the King County Solid Waste Division, PRR, and Cascadia Consulting Group. Changes from the 2002 questionnaire were made in concert with King County Solid Waste Division staff and are discussed in Appendix B.

Satisfaction scales measure residents' overall satisfaction with their garbage service, curbside recycling service, building recycling services, and level of customer service received from King County Solid Waste Division staff. The satisfaction scale used in the survey follows:

- “very satisfied” (a rating of 7);
- “satisfied” (6);
- “somewhat satisfied” (5);
- “neither satisfied nor dissatisfied” (4);
- “somewhat dissatisfied” (3);
- “dissatisfied” (2); and
- “very dissatisfied” (1).

Fielding Dates

Market Trends conducted the telephone study from January 9 to January 27, 2003

Chapter 3. Summary of Key Findings

This chapter presents a brief summary of the King County Solid Waste Division's 2003 Residential Waste Reduction and Recycling Survey.¹ Chapter 4 describes these findings in more detail.

Curbside Garbage Service

- Consistent with last year (89%), the majority (91%) of residents reported that a garbage service collects their garbage at their home or building.
- Nearly all of those residents living in both single-family homes (91%) and multi-family buildings (91%) used garbage service.
- A majority of residents in all geographic areas reported using garbage service: Eastside, 96%; North King County, 97%; South King County, 86%; and Rural East King County, 85%.
- Significantly more residents living in incorporated King County (93%) used garbage service than those living in unincorporated King County (85%).
- A majority of the areas studied (Eastside, North King County, Rural East King County) reported higher percentages (5-11 percentage points) of garbage service use than in 2002.
- Overall, residents across all geographic areas and dwelling types reported being satisfied with their garbage service (averages range from 6.0 to 6.3 on a seven-point scale). Among those with garbage service, 86% reported they were either "very satisfied" (7) or "satisfied" (6) with their service.

Transfer Stations

- The proportion of residents self-hauling their garbage to a transfer station at least once annually has increased slightly this year (47%) compared to 2002 (44%).
- Residents living in single-family homes were more likely to self-haul garbage (52%) to a transfer station in the past year than those residents of multi-family buildings (13%).
- Residents stated that having large quantities of items for disposal (41%) was the primary reason for self-hauling garbage to a transfer station or landfill. Mentioned next was disposing of items that the garbage service refused to take because they were too big (26%).
- Most residents (73%) reported that no one from their household took materials to the recycling areas at the transfer station in the past year. This figure is consistent with the 2002 study, in which 71% did not use the recycling areas at the transfer station.
- The percentage of residents in unincorporated King County (33%) who used the recycling services at the transfer station at least once in the past year decreased from 2002 (40%).
- Incorporated King County residents who used the recycling services at the transfer station in the past year increased slightly (24%) from the 2002 study (22%).

¹ References to statistical significance made in the body of the report are based on the use of *two-tailed t-tests* and a 95 percent confidence level.

Curbside and Multi-family Recycling Services

- Showing a slight decrease from last year (88%), more than eight in ten (84%) residents who live in single-family homes or buildings with four units or less participate in recycling programs where recyclable materials are picked up at their residence.
- In terms of location, little difference exists between the percentages of single-family residents of incorporated (85%) and unincorporated (81%) King County who participate in curbside recycling.
- Residents in single-family dwellings who do not participate in curbside recycling (16%) reported two primary reasons for such a decision: one, the preference to deliver their own recyclables to a collection center (23%), and two, the cost of the service (22%). Last year, residents cited service not being available in their area (26%) as the primary reason for not participating, while this year it was the third most common reason (16%). The percentage of residents living in single-family dwellings who did not participate in curbside recycling this year (16%) increased slightly from last year (12%).
- Those living in single-family dwellings who do not participate in curbside recycling are more likely to be living in unincorporated (19%) than incorporated (14%) King County.
- Single-family residents across all geographic areas and dwelling types reported being satisfied (6.1 to 6.4 on a seven-point scale) with their curbside recycling services. Total satisfaction levels with curbside recycling services were between “satisfied” (35% with a rating of 6) and “very satisfied” (51% with a rating of 7). About half the residents of both incorporated (52%) and unincorporated (49%) areas were “very satisfied” with their curbside recycling service.
- With a small increase from last year (72%), a majority (76%) of those residing in multi-family buildings report having recycling services at their building. Among those who report receiving such service, 93% say they actually use it. This figure represents a drop from 2002 when all respondents surveyed reported using this service.
- Junk mail (91%) was the most common item recognized as being recyclable in the residential recycling program. Last year, cardboard (95%) was noted most as being accepted. Consistent with the 2002 survey (76%), participants mentioned paper plates and napkins most (65%) as being unacceptable in curbside recycling programs.

King County Services

- More than one quarter (28%) of survey respondents reported having had contact with King County Solid Waste Division staff, down slightly from 2002 (31%).
- Residents from Rural East King County (35%) were most likely to have had contact with King County staff, followed by Eastside residents (29%).
- Overall satisfaction levels with King County Solid Waste Division customer service were high. Primarily, residents reported being “very satisfied” (49% with a rating of 7 on a seven-point scale) or “satisfied” (33% with a rating of 6 on a seven-point scale) with the service they received. Residents of Rural East King County (85%) reported the highest ratings for the service they received.
- Residents of unincorporated King County (85%) reported higher satisfaction levels (rating of “satisfied” or “very satisfied”) than residents living in incorporated King County (80%).

Yard Maintenance and Waste Handling

- Curbside yard waste recycling is the disposal method used most for grass clippings (34%) and yard waste consisting of brush trimmings, leaves, and other yard waste besides grass (46%). These levels remain consistent with last year (34% and 45%, respectively).
- In North King County, 45% of residents reported curbside yard waste recycling as their method for handling grass clippings, while only 21% of residents of Rural East King County reported using this method.
- Using a compost bin or pile is the second most common method for managing grass clippings (26%) and other yard waste (26%), similar to last year's findings (27% and 30%, respectively).
- Down from last year (59%), about half (52%) of the respondents said they would be willing to separate their food waste from other garbage, if it could be collected for recycling at no additional cost. Reported willingness was similar for residents living in incorporated (52%) and unincorporated (55%) King County.

Computer and Television Recycling

- Most respondents reported that they did not have a home computer (75%) or television (84%) they no longer used and were currently storing. Those living in single-family homes were more likely to store non-working computers (26%) or televisions (17%) than those residents living in multi-family buildings (computers, 11%; televisions, 5%).
- The option most preferred for disposing of unwanted computers in the past year was donation (29%), similar to last year (33%). The second most preferred option was giving the computer away to friends or family (14%), as was the case in 2002 (14%).
- When asked their preference of recycling options for broken computers, 42% reported that taking it to a local transfer station would be most convenient, and 41% preferred taking it to a local computer or electronics store.
- Similar to computer recycling, donation was the preferred option for television recycling (28%), similar to last year (33%). The second choice was taking the television to a transfer station (25%).
- When asked who should pay for the proper disposal of computers, televisions, or other harmful electronic items, the consumer was cited most often (47%), followed by the manufacturer (28%) and the government (10%). In 2002, the figures were 48%, 18%, and 15%, respectively.
- Most respondents stated that they preferred to pay a recycling fee when they were ready to recycle the equipment (77%) rather than when they purchased the equipment (19%).

Internet Use

- Less than one-third of residents (31%) have visited the King County website, down from 2002 (38%) but equal to year 2000 results.
- The King County website has received a similar amount of traffic among the four geographic areas defined for this study (between 29% and 33%). However, significantly more residents from unincorporated King County (39%) reported visiting the website than those in incorporated King County (28%).
- About one third (33%) of those respondents visiting the King County website sought information about garbage service and recycling. Only a slight difference existed between

incorporated (32%) and unincorporated (35%) King County residents visiting the website for this information.

- When comparing the four geographic areas, considerably more residents of North King County (45%) reported visiting the King County website for information regarding garbage and recycling than residents of the other three areas (between 30% and 33%).

Demographic Comparisons

- Characteristics of the typical respondent varied considerably, and no single characteristic clearly correlated with waste disposal preferences.
- Most residents reported current annual household income being between \$50,000 and \$74,999 (25% of those providing this information) and residing at their current address for less than three years (28%).
- The Eastside had the largest percentage of residents (31%) who resided in their current home for less than three years, followed by Rural East King County residents (28%).

Additional Comments

- Nearly one-third of those surveyed, or 174 of 601 residents (29%), provided additional comments. The two comments mentioned most often (4%) were positive: one, encouraging King County to “keep up the good work”, and two, thanking the County and commending them on doing a good job. However, comments regarding cost and price concerns (4%) also surfaced, such as the rates being too high and the lack of free recycling services.

Chapter 4. Key Findings

The following are the key findings of the study by the nine major areas of investigation mentioned previously.

4.1 CURBSIDE GARBAGE SERVICE

Use of Household Garbage Service

Overall, in the past two years, the majority of residents have used curbside garbage services. Approximately nine in ten residents both years (2003: 91%; 2002: 89%) had their garbage picked up at their home or building by a garbage service.

As illustrated in Table 4-1, significantly more residents living within incorporated King County reported taking advantage of curbside garbage service (93%) versus unincorporated King County residents (85%).

Table 4-1. Reported Use of Household Garbage Service Use in Incorporated versus Unincorporated Areas*

	2003 (n=601)	2002 (n=608)
Total Curbside Garbage Service	91%	89%
Incorporated King County	93%	93%
Unincorporated King County	85%	80%

Based on Q10: Do you have garbage picked up at your home or building by a garbage service?

**Note: Sample sizes vary by area and year.*

As shown in Table 4-2, curbside garbage service use appeared to increase among geographic areas since 2002, with the exception of South King County. Considerable change took place in Rural East King County (85%) where use of this service increased by 11 percentage points. However, among geographic areas, Rural East King County showed the lowest percentage of residents using curbside garbage service. In addition, South King County (86%) residents were significantly less likely to use curbside garbage service than North King County (97%) and the Eastside (96%).

**Table 4-2. Reported Household Garbage Service Use
by Geographic Area within King County**

	2003 (n=601)	2002 (n=608)
Eastside	96%	91%
North King County	97%	88%
South King County	86%	90%
Rural East King County	85%	74%

Based on Q10: Do you have garbage picked up at your home or building by a garbage service?

Also important to note is that all residents who use yard waste services (100%) and almost all who use curbside recycling services (98%) opted for curbside garbage service.

Of residents in both single-family homes (91%) and in multi-family buildings with more than four units (91%), nine in ten choose to have their garbage picked up by a garbage service. Even though dwelling type did not appear to influence curbside garbage service use, differences appear among salary and length of residency categories. Those who reported annual household incomes of \$50,000 or more (\$50K to \$100K: 91%; \$100K or more: 96%) were significantly more likely to use curbside garbage service versus those making between \$30,000 and \$50,000 (82%).

Those residing in one location between six and twenty years (92%) were significantly more likely to use curbside garbage service than those living in a certain location for twenty years or more (82%).

Satisfaction Level with Garbage Service

Overall satisfaction levels with curbside garbage service remained the same as last year, with 86% of residents agreeing the service provided was satisfactory (rating of seven or six on a seven-point scale) (please view Table 4-3).

Table 4-3. Satisfaction with Curbside Garbage Service

	2003 (n=545)	2002 (n=541)
7 - Very satisfied	47%	48%
6 - Satisfied	39%	38%
5 - Somewhat satisfied	7%	6%
4 - Neither satisfied nor dissatisfied	3%	3%
3 - Somewhat dissatisfied	2%	3%
2 - Dissatisfied	1%	1%
1 - Very dissatisfied	<1%	1%

Based on Q11: How satisfied are you with your garbage service? Would you say you are... Based on a scale of 1 to 7 where 1 means "Very dissatisfied" and 7 means "Very satisfied."

High satisfaction (rating of six or seven on a seven-point scale) was also expressed across all four geographic areas: South King County (89%), Rural East King County (88%), Eastside (86%), and North King County (75%). In terms of those who were satisfied (rating of six) with their curbside garbage service, significantly more Rural East King County residents (55%) were satisfied than residents of the other three geographic areas: Eastside (35%), North King County (33%), South King County (41%). It is important to note that sample sizes for Rural East King County (n=66) and North King County (n=33) are very small.

Residents in incorporated and unincorporated King County had similar levels of satisfaction: over eight in ten (86% for both) residents were consistently satisfied (rating of seven or six on a seven-point scale) with their curbside garbage service this year and last year.

Satisfaction levels with curbside garbage service were high among all housing types and geographic areas with over eight in ten residents expressing satisfaction (rating of seven or six on a seven-point scale) as well as among residents whether they also preferred curbside recycling (87%) or curbside yard waste (88%) services or using the transfer station for such items: garbage (83%), recycling (87%), and composting (88%).

Respondents holding residency in one home for more than six years were significantly more likely to report satisfaction (rating of seven or six on a seven-point scale) with their curbside garbage service (90%) than those living in one home for five years or less (82%).

Higher satisfaction not only appeared with respondents who held longer residences, but also those who were 65 years of age or older. These older residents were more likely to be satisfied (97% rated seven or six on a seven-point scale) with their curbside garbage service than those respondents between 18 and 64 years of age (81%).

4.2 TRANSFER STATIONS

Garbage Disposal at Transfer Stations

FREQUENCY OF VISITS TO TRANSFER STATION

Overall, half of King County residents (53%) reported never taking their garbage to a transfer station in the past year (please see Table 4-4). As in 2002, residents living in unincorporated King County (56%) continue to be more likely to have taken garbage to the transfer station within the past year than those residing in incorporated King County (43%). These figures show a decrease in the gap between the two areas from 2002: 59% for unincorporated and 38% for incorporated. Use of transfer stations (46%) has increased slightly from last year (44%).

Table 4-4. Reported Frequency of Visits to a Transfer Station in the Past Year

	Total 2003	2003 Incorporated King County	2003 Unincorporated King County	Total 2002
By total	(n=601)	(n=432)	(n=169)	(n=608)
Never	53%	57%	44%	56%
Once	14%	14%	16%	13%
Twice	12%	9%	18%	13%
Three times	6%	6%	5%	4%
Four times	3%	3%	3%	4%
More than four times	11%	10%	14%	10%
Don't know/Refused	<1%	<1%	--	0%
Average	1.4	1.3	1.6	1.4

Based on Q12: How many times in the past year did you or someone from your household take your garbage to a transfer station?

About half the residents from each geographic area reported never disposing of garbage at transfer stations in the past year (Eastside at 56%, North King County at 53%, South King County at 52%, and Rural East King County at 49%). In terms of those who did use transfer station services, it is important to note that South King County (48%) and Rural East King County residents (51%) were more likely to deliver garbage to transfer stations than those from the Eastside (44%) and North King County (47%). Compared to last year, more Eastside (37% in 2002) and South King County (47% in 2002) residents reported using a transfer station. However, the percentage of North King County (58% in 2002) and Rural East King County (57% in 2002) residents who visited their transfer station declined since the previous year. North King County's usage rate dropped considerably, by 11 percentage points.

This past year, the majority of residents living in multi-family buildings (87%) reported never using a transfer station for garbage disposal. Residents of single-family homes (48%), on the other hand, were significantly less likely to have never taken garbage to a transfer station in 2003. In fact, residents of single-family homes (52%) outnumbered multi-family building residents (13%) by nearly 40% for taking garbage to a transfer station at least once in the past year.

In addition residents 65 and older were significantly more likely to never use transfer station facilities (73%) than those between 18 and 64 years of age (50%). Similarly, renters (79%) were significantly less likely to visit transfer stations for garbage disposal than homeowners (48%).

REASONS FOR DISPOSAL OF GARBAGE AT A TRANSFER STATION OR LANDFILL*

The primary reason residents reported using transfer stations was to dispose of large volumes of garbage (41%), or garbage that was not accepted by garbage services because it was too large(26%) (please view Table 4-5). Therefore, transfer station use appears to be substantial due to garbage limitations and not for reasons such as price or convenience. Price (6%) and convenience (5%) were mentioned as reasons by a relatively small number of respondents for visiting transfer stations for garbage disposal.

Table 4-5. Primary Reason to Take Household Garbage to a Transfer Station or Landfill (n=280; Top five coded responses)

Large volume/quantity	41%
Items garbage service will not take/too big	26%
Junk/remodeling debris	8%
Cheaper/save money	6%
More convenient	5%

Based on Q13: What is the main reason you take household garbage yourselves to a transfer station or landfill?

**Note: This question was added in 2003.*

Recycling at Transfer Stations

As with garbage, the majority of residents (73%) in the past year chose not to haul recyclables to transfer stations, as seen in Table 4-6. This figure is consistent with 2002 responses (71%). Less than 10% of those surveyed reported recycling at the transfer station more than four times over the past year.

Table 4-6. Reported Frequency of Recycling Area Use at Transfer Stations

	2003	2002
By total	(n=601)	(n=608)
Never	73%	71%
Once	7%	9%
Twice	6%	6%
Three times	2%	3%
Four times	2%	2%
More than four times	9%	8%
Don't know/Refused	<1%	1%

Based on Q15: How many times in the past year did you or someone from your household take materials to the recycling areas at the transfer station?

Significantly more residents in incorporated King County (75%) than in unincorporated King County (67%) reported not visiting a transfer station for recycling in the past year. Compared to last year, about the same percentage of residents in incorporated King County reported never using transfer stations for recycling (76% in 2002 and 75% in 2003). Though transfer station usage for recycling for unincorporated King County was greater this year (67%) than last (58%).

Residents living on the Eastside (22%) and in North King County (18%) were significantly less likely to use a transfer station for recycling than residents living in South King County (32%) and Rural East King County (35%). (Data from 2002 regarding the four geographic areas and recycling at transfer stations is not available.)

Residents living in multi-family buildings were significantly more likely to avoid transfer stations for recycling (85%) than residents of single-family homes (71%).

The two aspects that may have influenced decisions regarding the disposal of recyclables were gender and ownership. Significantly more females (77%) than males (68%) and significantly more renters (81%) than homeowners (71%) decided not to take recyclables to a transfer station.

The majority of residents who used curbside garbage (77%), recycling (78%), and yard waste (76%) services did not take their recyclables to a transfer station in the past year. Interestingly, over half the residents who take their garbage (56%) to a transfer station and participate in composting (65%) did not dispose of their recyclables at a transfer station.

4.3 CURBSIDE AND MULTI-FAMILY RECYCLING SERVICES

Single-family Recycling Services

Among residents living in single-family homes or buildings with four units or less, over three-quarters (84%) participated in curbside recycling services. This amount shows a slight

decrease from last year (88%). As shown in Table 4-7, of the 16% who did not participate in curbside recycling, their reasons primarily consisted of wanting to haul their own recyclables (23%), perceiving the service as too expensive (22%), and reporting the service as unavailable in their area (16%). Seven percent more residents mentioned cost -- a larger concern than in any of the preceding years -- this year (22%) than last year (15%).

Table 4-7. Reasons for Non-participation in Curbside Recycling Programs

	2003 (n=82)	2002 (n=61)	2000 (n=134)	1999 (n=100)
Haul own recyclables	23%	13%	18%	14%
Costs too much	22%	15%	9%	14%
Services not available in my area	16%	26%	32%	32%
No time/too much effort	10%	8%	8%	7%
Don't have enough recyclables	10%	7%	10%	5%
No interest in participating	6%	3%	7%	10%

Based on Q22: Why do you choose not to participate in curbside recycling services?

The overall decision to haul their own recyclables this year was mentioned by 53% of Rural East King County residents as compared to only 20% of Eastside and 15% of South King County residents. However, the decision to participate in curbside recycling at all was made by significantly more Eastside (92%) and North King County (93%) residents than South King County (76%) and Rural East King County (77%) residents. Rural East King County on the other hand, was the only location where more residents this year (77%) than last (75%) decided to participate in curbside recycling. Residents in the other three geographic areas reported less participation, particularly those in South King County, where participation decreased from 86% in 2002 to 76% in 2003 (please see Table 4-8). However, due to small sample sizes, statistically significant conclusions cannot be drawn regarding geographic regions.

Table 4-8. Geographic Comparison of Reported Participation in Curbside Recycling Service

Geographic Area	2003 (n=526)	2002 (n=507)
Eastside	92%	93%
North King County	93%	95%
South King County	76%	86%
Rural East King County	77%	75%

Based on Q.21: Do you participate in recycling service at your home?

As expected, residents who did participate in curbside recycling (84%) also participated in curbside garbage (92%) and yard waste (95%) services. However, a high percentage of those who participated in curbside recycling also participated in transfer station garbage (80%) services as well as recycling services (68%). Only 32% of respondents not participating in curbside recycling reported using the recycling services at a transfer station in the past year. Composting was also conducted by a large majority (81%) of curbside recycling residents.

SATISFACTION LEVEL WITH CURBSIDE RECYCLING SERVICES

Respondents living in single-family homes or buildings with four units or less and who participated in curbside recycling were asked to rate their overall satisfaction with their curbside recycling service on a scale of 1 to 7, where 1 represented “very dissatisfied” and 7 represented “very satisfied.”

As shown in Table 4-9, curbside recycling was rated as satisfactory (a rating of seven or six) by over eight in ten respondents (86%), which represents a large increase from last year (78%).

Table 4-9. Satisfaction with Curbside Recycling Services: 2003 and 2002

	2003 (n=441)	2002 (n=446)
7 - Very satisfied	51%	41%
6 - Satisfied	35%	37%
5 - Somewhat satisfied	6%	9%
4 - Neither satisfied nor dissatisfied	3%	3%
3 - Somewhat dissatisfied	2%	1%
2 - Dissatisfied	1%	1%
1 - Very dissatisfied	1%	1%
Don't know/Refused	1%	8%

Based on Q23: How satisfied are you with your curbside recycling service? Would you say you are... Based on a scale of 1 to 7 where 1 means “Very dissatisfied” and 7 means “Very satisfied.”

In accordance with overall ratings, incorporated and unincorporated King County residents' satisfaction levels also increased. Incorporated King County Residents were more satisfied this year (86%) than last (80%), as were those in unincorporated King County (87% in 2003 and 74% in 2002) (please see Table 4-10).

**Table 4-10. Satisfaction with Curbside Recycling Services:
Incorporated and Unincorporated King County**

	Incorporated King County		Unincorporated King County	
	2003 (n=305)	2002 (n=300)	2003 (n=136)	2002 (n=146)
7 - Very satisfied	52%	46%	49%	32%
6 - Satisfied	34%	34%	38%	42%
5 - Somewhat satisfied	6%	10%	7%	8%
4 - Neither satisfied nor dissatisfied	3%	3%	3%	3%
3 - Somewhat dissatisfied	2%	0%	1%	1%
2 - Dissatisfied	2%	0%	--	1%
1 - Very dissatisfied	1%	2%	1%	--
Don't know/Refused	1%	5%	--	12%

Based on Q23: How satisfied are you with your curbside recycling service? Would you say you are... Based on a scale of 1 to 7 where 1 means "Very dissatisfied" and 7 means "Very satisfied."

Among the four geographic areas, Rural East King County (93%) residents appeared to be the most satisfied (rating of seven or six) with their curbside recycling service, though the three other areas, Eastside (86%), North King County (85%), South King County (85%), also reported high satisfaction (please see Table 4-11).

Table 4-11. Geographic Comparison of Satisfaction with Curbside Recycling Services

	2003 (n=441)	2002 (n=446)	2000 (n=468)	1999 (n=413)
Eastside (2003, n=202)				
7 - Very satisfied	51%	47%	52%	49%
6 - Satisfied	35%	39%	30%	33%
5 - Somewhat satisfied	6%	8%	9%	12%
North King County (2003, n=27)*				
7 - Very satisfied	44%	33%	45%	49%
6 - Satisfied	41%	57%	42%	34%
5 - Somewhat satisfied	7%	5%	6%	14%
South King County (2003, n=156)				
7 - Very satisfied	55%	40%	49%	37%
6 - Satisfied	30%	34%	31%	46%
5 - Somewhat satisfied	7%	9%	12%	8%
Rural East King County (2003, n=56)				
7 - Very satisfied	43%	26%	28%	40%
6 - Satisfied	50%	33%	56%	30%
5 - Somewhat satisfied	4%	15%	10%	7%

Based on Q.23: How satisfied are you with your curbside recycling service? Would you say you are... Based on a scale of 1 to 7 where 1 means "Very dissatisfied" and 7 means "Very satisfied".

A larger percentage of very satisfied (rating of seven) ratings were given by females and those who were 65 years old or older. Females were significantly more likely to say they are very satisfied with their curbside recycling service (58%) than males (44%), while residents 65 years old or older were significantly more impressed with their curbside recycling service (64%) than those between ages 25 and 44 (45%).

Multi-family Recycling Services

Approximately three-quarters (76%) of those living in buildings with more than four units are being provided with recycling service at their building, a slight increase from last year (72%). Among those who receive this service, 93% participate. As seen in Table 4-12, reported participation has decreased from 100% in two geographic areas compared to last year: Eastside at 90% and South King County at 95%. All respondents living in North King County (100%) and Rural East King County (100%) reported that they participate in their building recycling service if it is offered.

Table 4-12. Geographic Comparison of Reported Participation in Curbside Recycling Service

	2003 (n=57)	2002 (n=73)
Eastside	90%	100%
North King County	100%	100%
South King County	95%	100%
Rural East King County	100%	100%

Based on Q.25: Do you use the recycling service at your building?

Respondents living in buildings with four or more units and who participated in their building's recycling program were asked to rate their overall satisfaction with their building's recycling service on a scale of 1 to 7, where 1 represented "very dissatisfied" and 7 represented "very satisfied." These results are shown in Table 4-13. Of those 93%, over seven in ten (77%) were satisfied (rating between seven and six) with their building's recycling service.

Table 4-13. Satisfaction Level with the Building Recycling Services (n=53)

7 - Very satisfied	43%
6 - Satisfied	34%
5 - Somewhat satisfied	15%
4 - Neither satisfied nor dissatisfied	2%
3 - Somewhat dissatisfied	4%
2 - Dissatisfied	0%
1 - Very dissatisfied	2%

Based on Q27: How satisfied are you with your building's recycling services?

Recycling and Disposal Knowledge

Among those who participated in curbside recycling, 91% reported junk mail as the number one item being accepted by their recycling program (please view Table 4-14). Following far behind were pizza boxes (43%), plastic bags (30%), plastic trays from frozen foods (28%), used paper plates and napkins (27%) and window glass (17%).

Junk mail, the most commonly recognized recyclable item this year at 91%, was slightly greater than last year (89%). Similar to previous years, window glass and used paper plates and napkins were both mentioned least as recyclable by residents this year (27% and 17%, respectively).

Table 4-14. Aided Awareness of Recyclable Items (“Yes” responses)

	2003 (n=494)	2002 (n=566)	2000 (n=504)
Junk mail	91%	89%	0%
Pizza boxes	43%	39%	32%
Plastic bags	30%	42%	31%
Plastic trays from frozen foods	28%	33%	22%
Used paper plates and napkins	27%	18%	17%
Window glass	17%	28%	17%

Based on Q30: Can the following items be recycled in the recycling program provided at your residence?

4.4 KING COUNTY SERVICES

Contact with King County's Solid Waste Division Staff

Contact with King County Solid Waste Division staff in the past year (28%) has decreased slightly from last year (31%) (please see Table 4-15). Among those residents who have had contact with King County staff, residents in unincorporated King County had the most contact (32%) compared with residents of incorporated King County (27%). Of the four geographic areas, Rural East King County residents (35%) reported more contact with the County staff. South King County residents reported considerably less contact (26%).

Table 4-15. Have Had Contact with Staff From King County's Solid Waste Division

	Total	Incorporated King County	Unincorporated King County
By total	(n=601)	(n=432)	(n=169)
Yes	28%	27%	31%
No	71%	72%	67%
Don't know/Refused	1%	1%	1%

Based on Q32: Have you ever had contact with staff from King County's Solid Waste Division, such as on the phone, at a special event, or at a transfer station?

Those who reported having contact with Solid Waste Division staff were more likely to have used the transfer station than curbside service for garbage (39%) and recycling (46%).

In terms of demographics, males (33%) were significantly more likely than females (24%) to have had contact with King County Solid Waste Division staff in the past year. In addition, residents living in one home for eleven years or more (36%) were significantly more likely to have had communication with County staff than those holding a residency for up to five years (22%).

Satisfaction Level with Customer Service from Solid Waste Division

All respondents who have had contact with the King County Solid Waste Division staff were asked to rate their overall satisfaction with the level of customer service received from the staff on a scale of 1 to 7, where 1 represented "very dissatisfied" and 7 represented "very satisfied."

A total of 82% of respondents reported being “very satisfied” or “satisfied” with the customer service received from the King County Solid Waste Division staff (rating of seven or six). The percentage of respondents reporting satisfaction ratings of a seven or six (82%) decreased slightly from last year (84%). These results are displayed in Table 4-16.

Table 4-16. Satisfaction with King County Solid Waste Division Staff

	2003 (n=170)	2002 (n=188)	2000 (n=136)
7 - Very satisfied	49%	41%	17%
6 - Satisfied	33%	43%	43%
5 - Somewhat satisfied	8%	5%	18%
4 - Neither satisfied nor dissatisfied	6%	3%	9%
3 - Somewhat dissatisfied	1%	1%	4%
2 - Dissatisfied	2%	1%	2%
1 - Very dissatisfied	1%	4%	2%
Don't know/Refused	1%	2%	5%

Based on Q32.2: How satisfied were you with the level of customer service you received? Would you say you were... Based on a scale of 1 to 7 where 1 means “Very dissatisfied” and 7 means “Very satisfied.”

Unincorporated King County respondents (85%) expressed satisfaction (rating of seven or six) with the customer service provided more frequently than the incorporated King County respondents (81%). Rural East King County (85%) and South King County (84%) areas showed more satisfied residents than North King County (75%) and the Eastside (79%) areas. Interestingly, over half of the residents who were very satisfied (rating of seven) with the customer service they received from the King County Solid Waste Division staff, reported not receiving curbside garbage service (68%). Additionally, those who held residency for 20 years or more (69%) were significantly more likely to give a very satisfied rating (rating of seven) than those living in one location for either three to five years (39%) or 11 to 20 years (37%).

Awareness of ‘Waste-Free Holidays’ Program

A new question added for the 2003 study was used to measure residents’ awareness of King County’s ‘Waste-Free Holiday’ program. Overall, a total of 16% of respondents indicated they have heard of this program (please see Table 4-17).

Table 4-17. Aware of ‘Waste-Free Holidays’* (n=601)

Yes	16%
No	83%
Don't know/Refused	2%

Based on Q72: Have you ever heard of the ‘Waste-Free Holidays’ program?

**Note: Question added in 2003.*

4.5 YARD MAINTENANCE AND WASTE HANDLING

Management of Grass and Yard Waste

Respondents living in single-family homes were asked what methods they use to dispose of grass clippings, brush trimmings, leaves and other yard waste

The two primary methods residents used to discard grass clippings and other yard waste this year and in 2002 were curbside yard waste recycling and use of a compost bin or pile. Grass clippings were also likely to be left on the lawn, although slightly less likely this year (21%) than in 2002 (26%) (please see Table 4-18).

Table 4-18. Methods of Disposal Used for Grass Clippings and Other Yard Waste*

	Grass Clippings		Other Yard Waste	
	2003 (n=526)	2002 (n=469)	2003 (n=526)	2002 (n=492)
Curbside yard waste recycling	34%	34%	46%	45%
Compost bin or pile	26%	27%	26%	30%
Leave clippings on lawn	21%	26%	--	--
Landscape service	7%	7%	7%	6%
Other	4%	5%	14%	17%
Don't have a lawn/non-grass yard waste	8%	n/a	6%	n/a
Don't know/Refused	1%	1%	2%	3%

Based on Q36: What does your household most often do with grass clippings from your lawn? Q36.1: What does your household most often do with brush trimmings, leaves, and other yard waste besides grass?

Incorporated King County residents were significantly more likely to choose curbside yard waste recycling for both grass clippings (37%) and other yard waste (51%) than unincorporated King County residents (27% for grass clippings -; 35% for other yard waste). However when considering the use of compost bins or piles for both materials, more unincorporated King County residents selected that method (29% for grass clippings; 37% for other yard waste) than residents living in incorporated King County (25% for grass clippings; 21% for other yard waste).

Compared to last year (23%), compost bin or pile usage for grass clippings by incorporated King County residents changed minimally (25%), but for unincorporated residents there was a decrease from 35% to 29%. Conversely, using a compost bin or pile for other yard waste by incorporated King County residents (21% in 2003; 27% in 2002) decreased yet increased for unincorporated residents (2003: 37%, 2002: 35%).

While curbside yard waste recycling was the method preferred for grass clippings by significantly more North King County residents (45%) than Eastside residents (41%) for disposal of grass clippings, this same method was selected by significantly more Eastside

residents (55%) than South King County (40%) and Rural East King County residents when it came to other yard wastes (30%).

Even though the method of using a compost bin or pile for discarding grass clippings was not mentioned by a significant percentage of residents in the four geographic areas, it was mentioned for disposal of brush trimmings, leaves and other yard waste by significantly more Rural East King County residents (36%) than Eastside residents (21%).

Length of residency may have had an influence on residents' decisions to use a compost bin or pile for grass clippings. Residents who had lived in the same location for 20 years or more were significantly more likely to indicate using this method (42%) as compared to those living at the same location between three and ten years (21%). Compost bin or pile use for other yard waste was also chosen by significantly more residents living in one home between three to five years (28%) and 11 to 20 years (34%) than those residing in their home for less than three years (17%).

Composting Yard and Food Waste at Home

Respondents living in single-family homes or buildings with four units or less who did not mention using a compost bin or pile for grass clippings or yard waste were asked whether they compost their yard and food waste at home, and if they would be willing to separate their food waste from other garbage for composting. Table 4-19 displays the results of this question.

Although composting of yard waste (20%) decreased since last year (36%), composting of food waste (20%) increased slightly (19%). Resident willingness to separate food waste from other garbage decreased considerably from 59% in 2002 to 50% in 2003.

Table 4-19. Composting Yard/Food Waste* ("Yes" responses)

	2003	2002
Compost yard waste at home (2003, n=334; 2002, n=293)	20%	36%
Compost food waste at home (2003, n= 601; 2002, n=608)	20%	19%
Willing to separate food waste from garbage (2003, n= 601; 2002, n=608)	50%	59%

Based on Q36.2: Do you compost your yard waste at home? Q36.3: Do you compost food waste, such as vegetable scraps, at home? Q40: Would you be willing to separate your food waste from your other garbage, if it could be collected for recycling at no additional cost?

Composting of both food and yard waste was done by significantly more Rural East King County residents (29% and 43%, respectively) than South King County (16% and 18%, respectively) and Eastside (16% and 17%, respectively) residents. With regards to composting yard waste, Rural East King County residents significantly outnumbered North King County residents (16%).

Significantly more respondents holding residency for more than three years (24%) were more likely to compost yard waste at home than those owning or renting for less than three years (10%). Food waste was composted by significantly more residents who had been living in their

current home for 20 years or more (36%) than those holding occupancy for less than 20 years (15%).

4.6 COMPUTER AND TELEVISION RECYCLING

Over three-quarters of residents reported not having a home computer (75%) or television (84%) that was being currently unused and stored. The remaining residents who did own at least one of those items (25% for computers; 16% for televisions) were more likely to be living in single-family homes (27% for computers; 17% for televisions) than in multi-family buildings (11% for computers; 5% for televisions).

Among those who did store a computer(s) or television(s) that were no longer in use, donation appeared to be the primary choice both this year (computer, 29%; television, 28%) and in 2002 (33% for both) for disposal of such products (see Table 4-20). However, this year, slightly fewer residents selected this method. Also, both this year and last year almost one-quarter of residents surveyed did not know what to do with their unwanted computer(s) or television(s) (23% and 15%, respectively, in 2003 -; 17% and 16%, respectively, in 2002).

Table 4-20. Reported Methods of Disposal Used for Unwanted Televisions and Computers

	Computer		Television	
	2003 (n=601)	2002 (n=503)	2003 (n=601)	2002 (n=595)
By total				
Donate it	29%	33%	28%	33%
Give it to friends/family	14%	14%	10%	12%
Recycle it/take to event	3%	14%	3%	8%
Take it to a store/collection center	12%	8%	6%	8%
Sell it	6%	6%	6%	5%
Throw it away	4%	5%	9%	6%
Take it to the dump	8%	3%	25%	12%
Other	6%	7%	3%	6%
Don't know/Refused	23%	17%	15%	16%

Based on Q43: If you needed to get rid of an unwanted computer, what would you do with it? Q46: If you planned to get rid of an unwanted TV, what would you do with it?

It appears the preferred methods for computer recycling is split between transporting computers to the transfer station (42%) or a local computer/electronics store (41%), since a very small segment of residents chose other methods (send back to manufacturer - 3%, Donate - 2%, etc.) (please see Table 4-21).

Table 4-21. Preference among Recycling Methods for Broken Computers (n=601)

Take to local transfer station	42%
Take to local computer/electronics store	41%
Send back to the manufacturer	3%
Donate it	2%
Have someone pick it up from me	2%
Other	1%
Take it to a recycling event/collection event (they have in community)	1%
Throw it away in garbage can/dumpster	1%
Fix broken part/give it to friend/relative who rebuilds computers	1%
Don't know/refused	7%

Based on Q.43.5: Assume that your computer is broken and can't be fixed, but that recycling services are available, which would be the most convenient way for you to recycle your computer?

Assuming a fee was charged to the consumer for proper recycling or disposal of televisions and computers, an overwhelming number of residents preferred to pay the fee when the equipment is recycled (77%) rather than when it was purchased (19%).

As illustrated in Table 4-22, each year, about half of all respondents thought the consumer should pay the fee needed to ensure products are safely recycled or disposed. The next most common responses were manufacturer (28%) and the government (10%). Those 25 years old or older were significantly more likely (49%) than those 18 to 24 years old (26%) to say it is the consumer who should pay the fee to ensure safe recycling or disposal.

Table 4-22. Parties Responsible for Ensuring through Payment that TVs, Computers and Electronics are Safely Recycled or Disposed

	2003	2002	2000
By total	(n=601)	(n=608)	(n=605)
Consumer	47%	48%	51%
Manufacturer	28%	18%	17%
Government	10%	15%	15%
Retail store	2%	4%	3%
Other	5%	4%	5%
Don't know/Refused	8%	12%	9%

Based on Q47: TVs, computers, and some electronics have parts that can harm the environment if they are improperly disposed. Who do you think should pay for making sure these products are safely recycled or disposed?

4.7 INTERNET USE

As seen in Table 4-23, nearly one-third of residents have visited the King County website this year (31%) and a third of these respondents visited the website for information on garbage service and recycling (33%). The rate of general visits to the website decreased from last year (38%), to a level consistent with 2000 (31%).

Table 4-23. Visited King County Website (“Yes” responses)

By total	2003	2002	2000
Visited King County Website (2003, n=601; 2002, n=489; 2000, n=503)	31%	38%	31%
Obtained information about garbage service and/or recycling from website (2003, n=193; 2002, n=489; 2000, n=503)	33%	71%*	65%*

Based on Q49: Have you ever visited the King County Website? Q49.5: Have you visited King County's Website to obtain information about garbage service and recycling?

Last year (71%) and in 2000 (65%), the majority of residents stated they had visited the King County website to obtain information about garbage service and recycling.

Residents of unincorporated King County were significantly more likely (39%) than incorporated King County residents (28%) to visit the King County website for general information. For garbage and recycling service information, 35% of residents in unincorporated King County visited the website compared to 31% in incorporated King County.

Those living in single-family homes (34%) were significantly more likely than residents of multi-family buildings (16%) to visit the King County website for information on garbage and recycling services. Because multi-family sample sizes were small, conclusions are not statistically significant.

4.8 DEMOGRAPHIC COMPARISONS

All demographic information listed below is based on information provided by 601 respondents.

Gender

Male	50%
Female	50%

Age

18 to 24 years old	5%
25 to 44 years old	42%
45 to 64 years old	35%
65 years old or older	11%

Average 45 years old

Residence Type

Single-household dwelling	83%
Building with 2 to 4 units	4%
Building with more than 4 units	12%

Own or Rent Residence

Own	81%
Rent	18%

Area of Residence

Eastside	42%
South King County	40%
Rural East King County	13%
North King County	6%

Length of Residency at Current Home

Less than 3 years	28%
3 to 5 years	22%
6 to 10 years	19%
11 to 20 years	16%
More than 20 years	15%

Average 9.6 years

Annual Household Income

Less than \$30,000	10%
\$30,000 to \$50,000	17%
\$50,000 to \$100,000	34%
\$100,000 or more	18%
Don't know/Refused	21%

Average \$77,000

Children in Household Ages 10 and Under*

None	69%
One	15%
Two	10%
Three or more	4%
Refused	1%

Children in Household Ages 11 to 18*

None	74%
One	16%
Two	8%
Three or more	1%
Refused	1%

Ethnic Group

White/Caucasian	81%
Hispanic/Latino	2%
Native American/American Indian	1%
Chinese-American	1%
Black/African-American	1%
Japanese-American	<1%
Other Asian/Pacific Islander	5%
Other mixed racial heritage	2%
Don't know/Refused	6%

Based on Q1: What is your age? Q2: Record gender. Q5: In what city or town do you reside? Q7: Do you own or rent your residence? Q8: Is your home a ...? Q9.1: How many children live in your household between age 10 and under? or from age 11 and 18? Q102: How many years have you lived at your present residence? Q105: Which of the following best describes your combined annual household income? Q106: What ethnic group best describes your background?

4.9 COMMENTS FROM PARTICIPANTS

Overall, only 174 of 601 residents made final comments. Each final comment made was only cited by less than five percent of residents (please see Table 4-24). Residents mainly thanked the staff members and encouraged them to keep up the good work (4%). However, residents also voiced cost and price concerns, such as rates being too high and that recycling should be offered for free (4%).

Table 4-24 Final Comments from Participants

(n=601; Top five coded responses, Multiple mentions allowed)

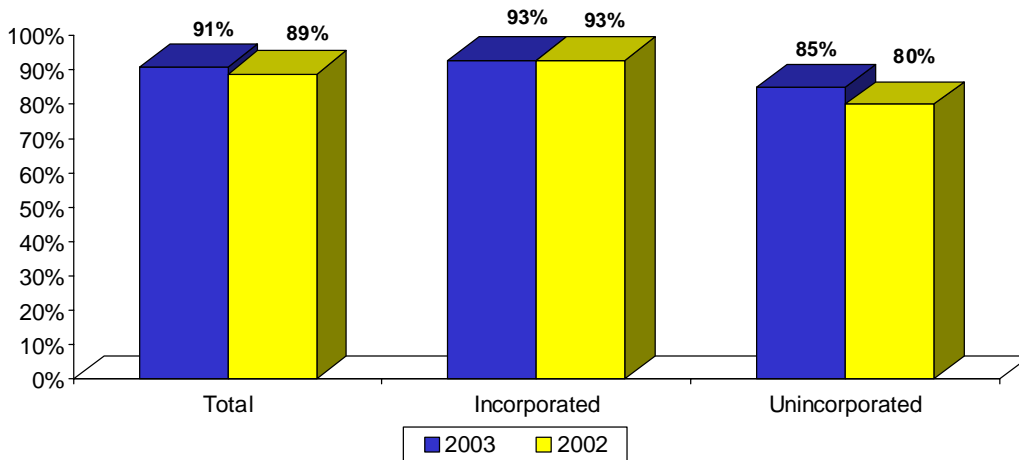
Keep up the good work/thanks for doing a good job	4%
Rates too high	4%
Take more plastics for recycling	3%
Provide more/better information about recycling	2%
No other comments	71%

Based on Q107: Do you have any final comments you would like to pass along to the King County Solid Waste Division?

APPENDIX A GRAPHICAL SUMMARY

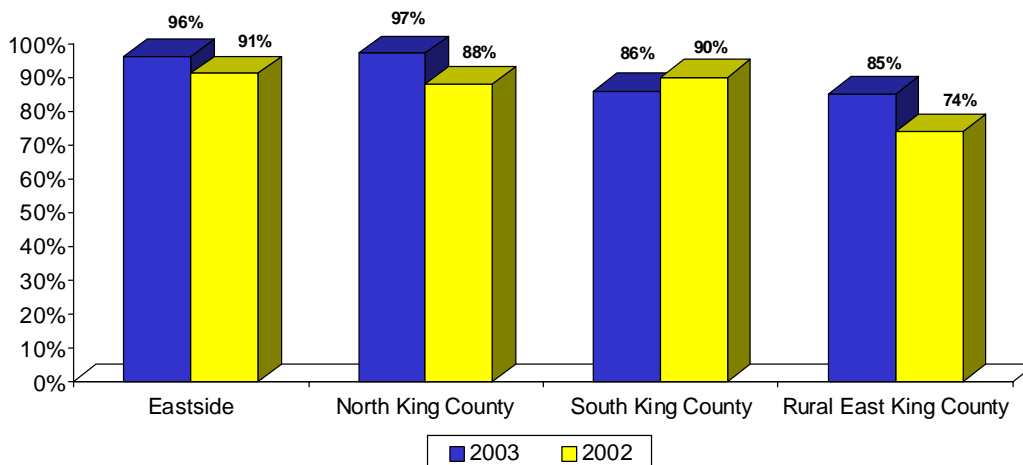
Curbside Garbage Service

**Q10. Do you have garbage picked up at your home or building by a garbage service?
(Incorporated versus Unincorporated areas)**



Curbside Garbage Service

**Q10. Do you have garbage picked up at your home or building by a garbage service?
(Geographic areas within King County)**

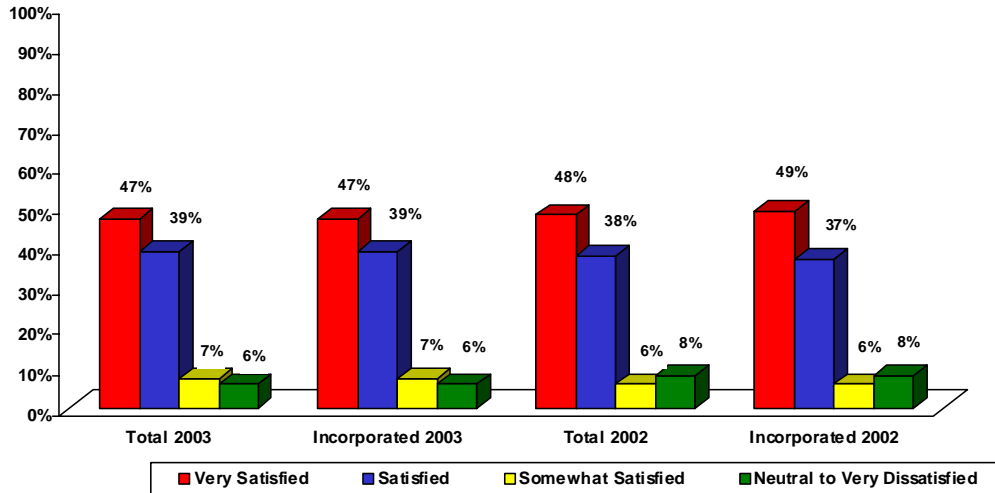


Curbside Garbage Service

Q11. How satisfied are you with your garbage service?

Would you say you are . . .

(Incorporated areas)

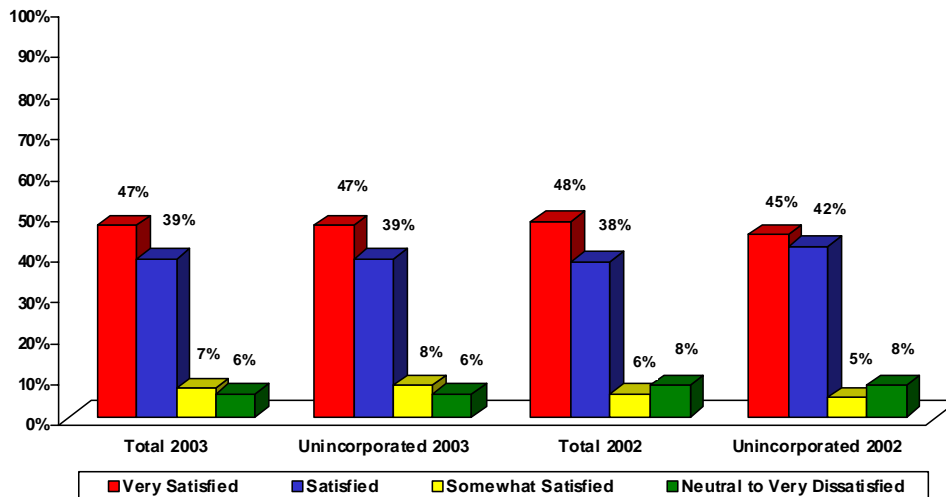


Curbside Garbage Service

Q11. How satisfied are you with your garbage service?

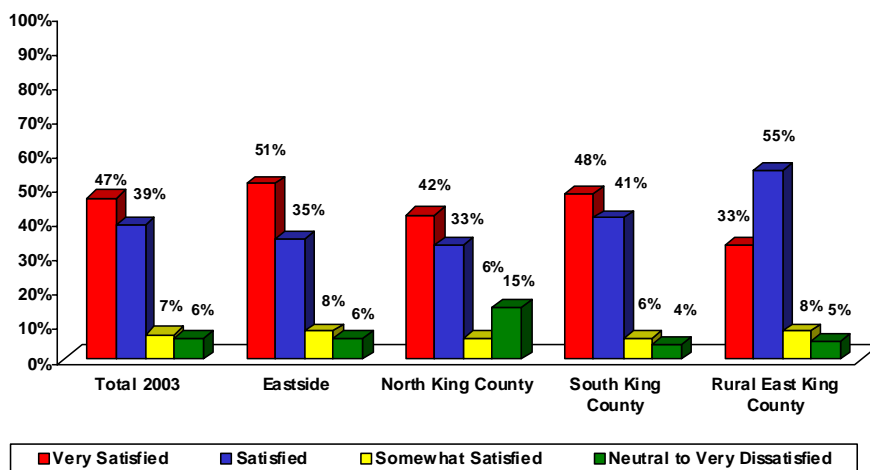
Would you say you are . . .

(Unincorporated areas)



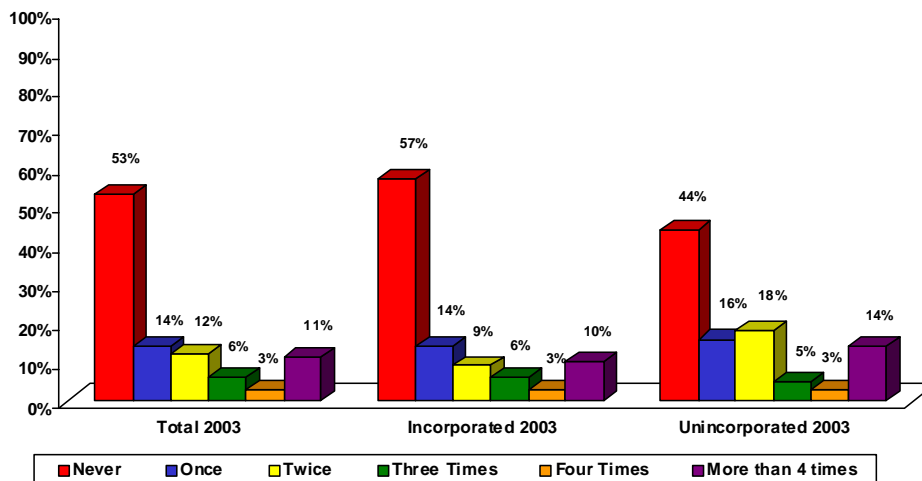
Curbside Garbage Service

**Q11. How satisfied are you with your garbage service?
Would you say you are . . .
(Geographic areas within King County)**



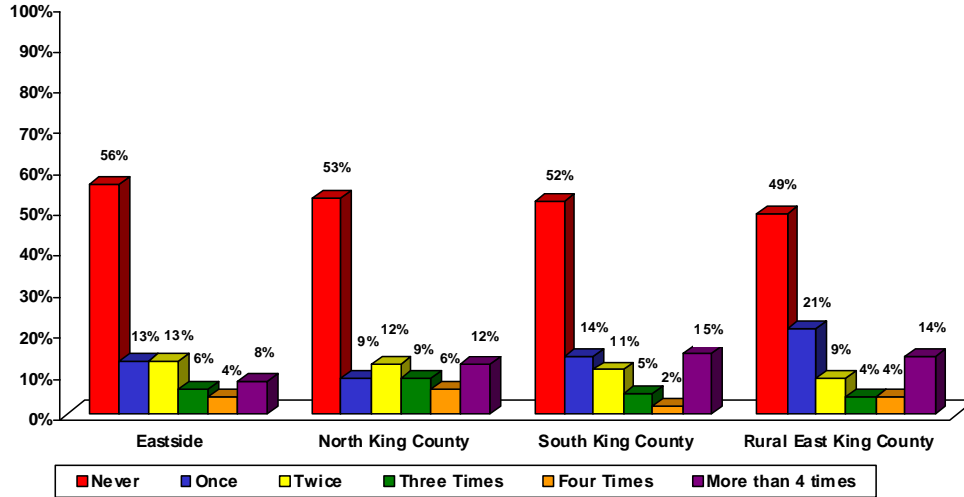
Transfer Stations

**Q12. How many times in the past year did you or someone from your household take your garbage to a transfer station?
(Incorporated versus Unincorporated areas)**



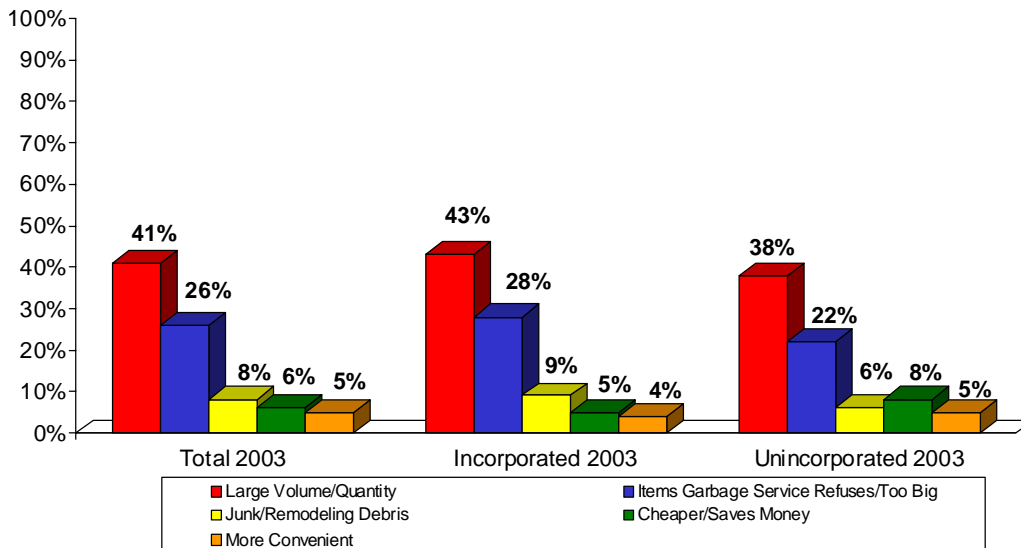
Transfer Stations

**Q12. How many times in the past year did you or someone from your household take your garbage to a transfer station?
(Geographic areas within King County)**



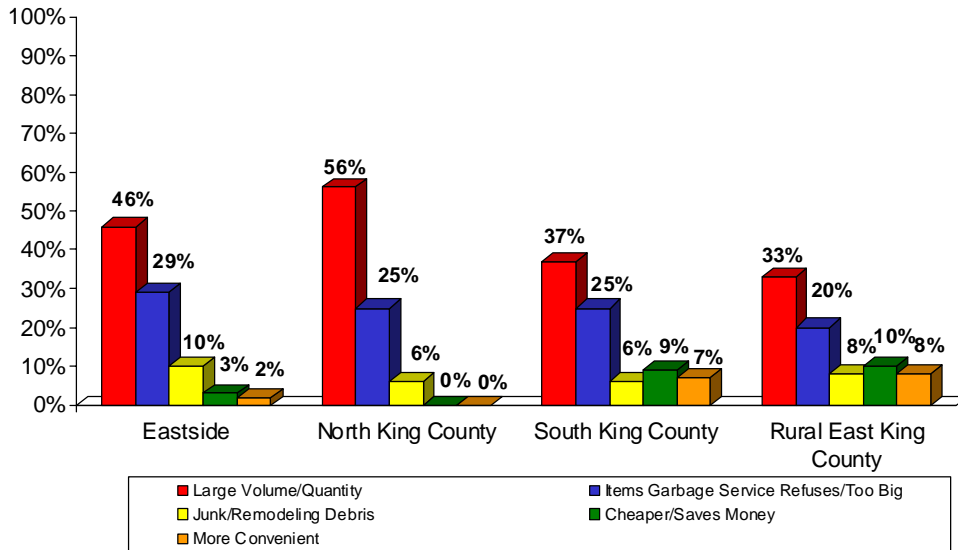
Transfer Stations

**Q13. What is the main reason you take household garbage yourselves to a transfer station or landfill?
(Incorporated versus Unincorporated areas)**



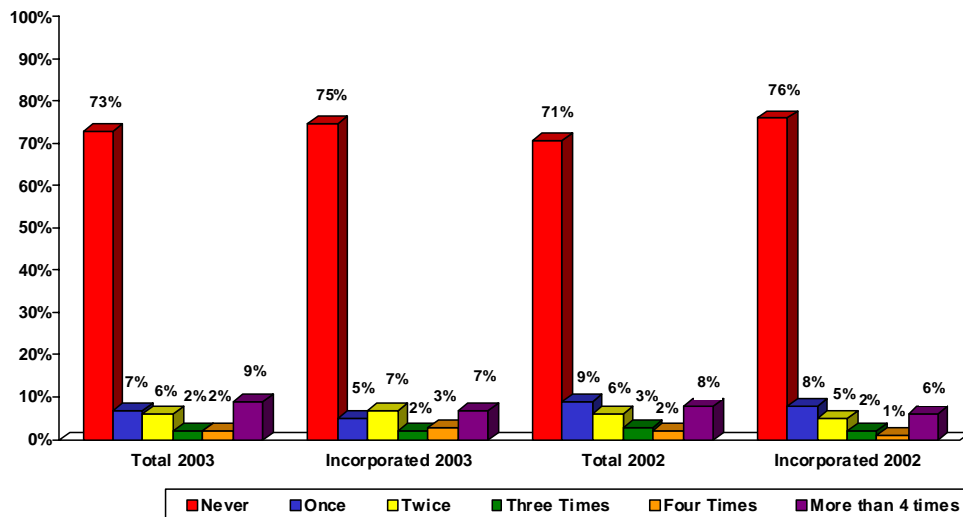
Transfer Stations

**Q13. What is the main reason you take household garbage yourselves to a transfer station or landfill?
(Geographic areas within King County)**



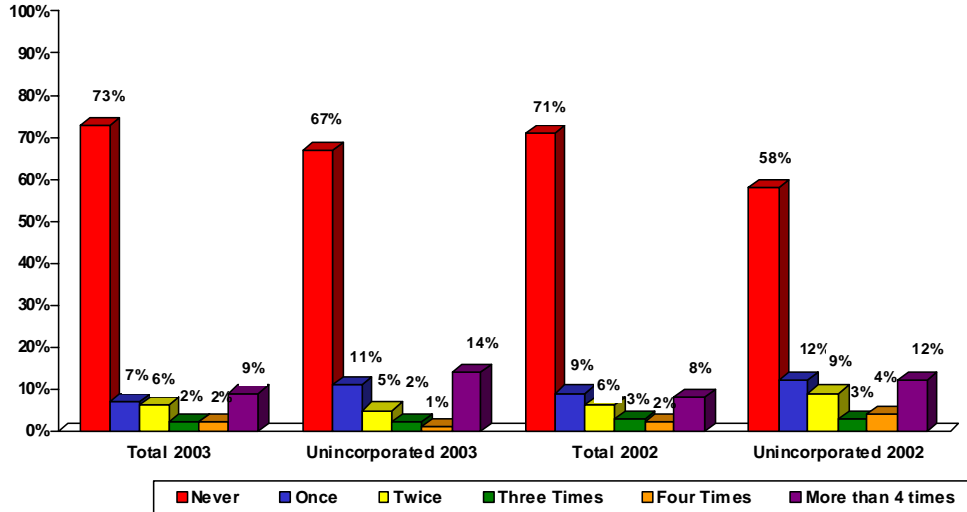
Transfer Stations

**Q15. How many times in the past year did you or someone from your household take materials to the recycling areas at the transfer station?
(Incorporated areas)**



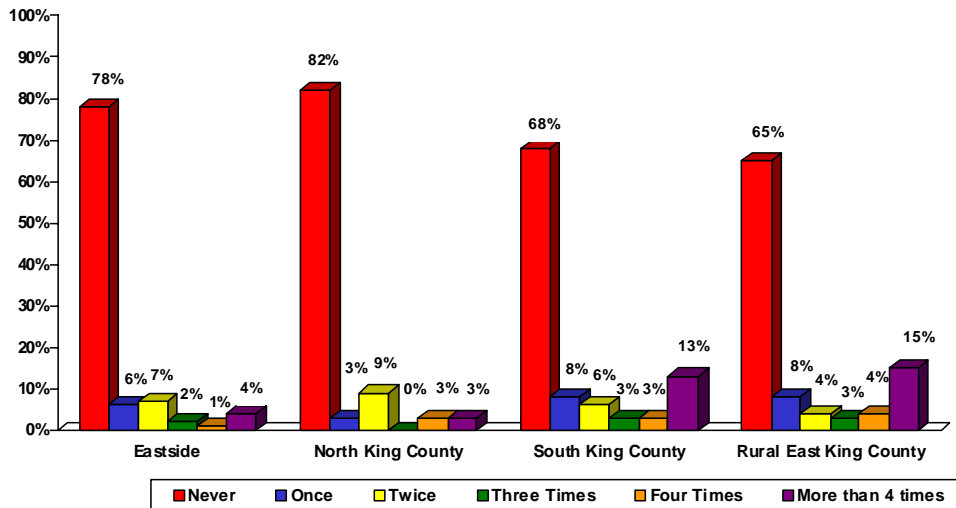
Transfer Stations

**Q15. How many times in the past year did you or someone from your household take materials to the recycling areas at the transfer station?
(Unincorporated areas)**



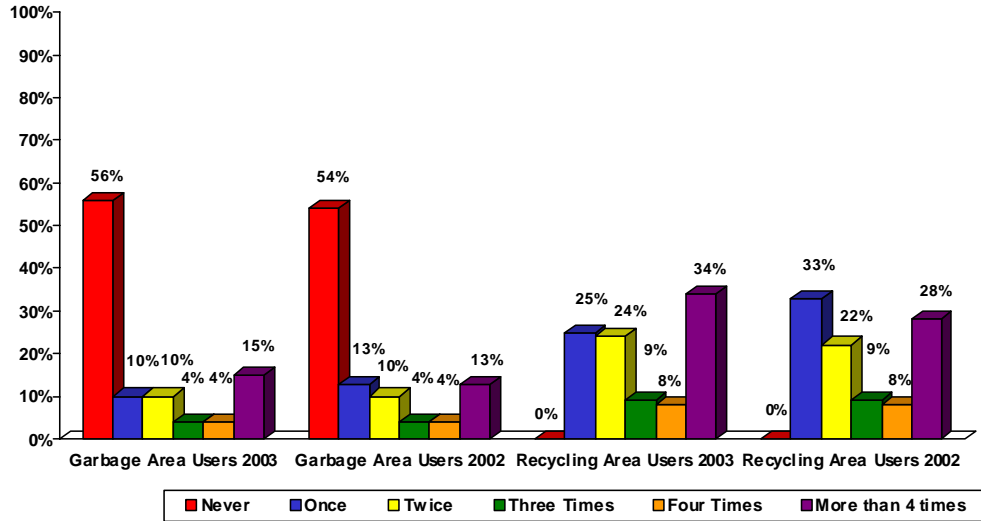
Transfer Stations

**Q15. How many times in the past year did you or someone from your household take materials to the recycling areas at the transfer station?
(Geographic areas within King County)**



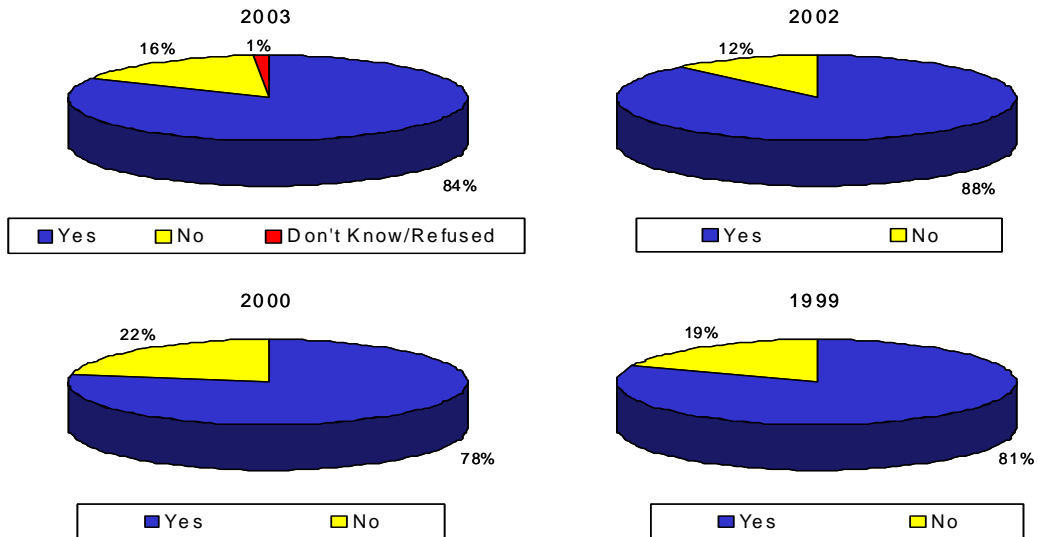
Transfer Stations

**Q15. How many times in the past year did you or someone from your household take materials to the recycling areas at the transfer station?
(User type)**



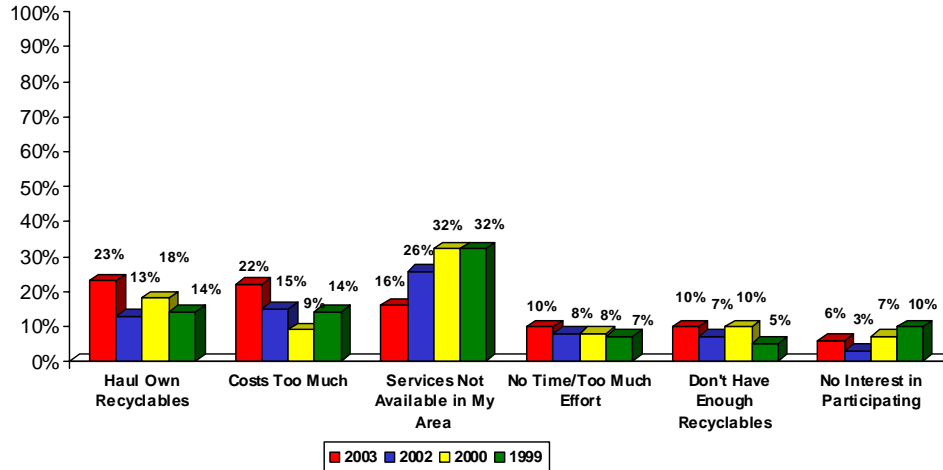
Curbside Recycling Service

Q21. Do you participate in recycling service at your home?



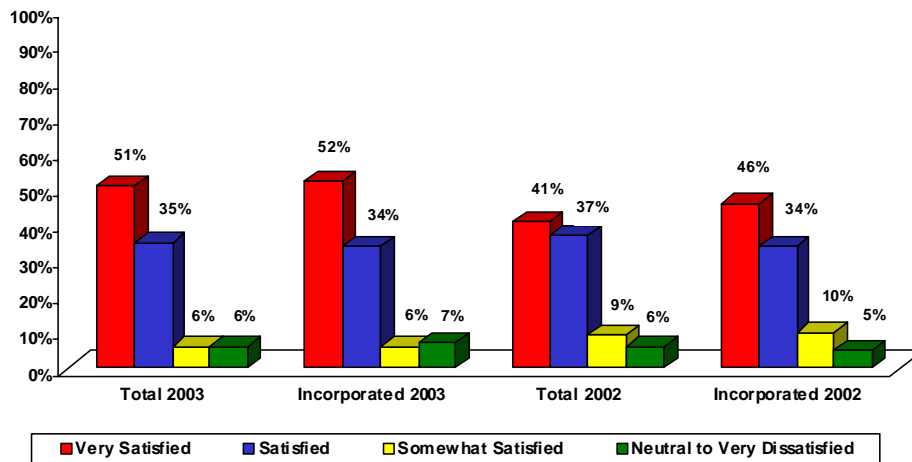
Curbside Recycling Service

Q22. Why do you choose not to participate (in curbside recycling service)?



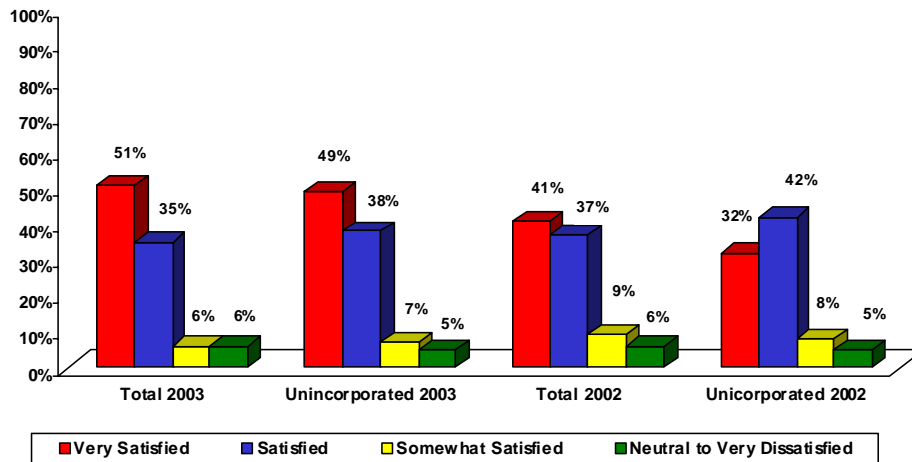
Curbside Recycling Service

Q23. How satisfied are you with your curbside recycling service? (Incorporated areas)



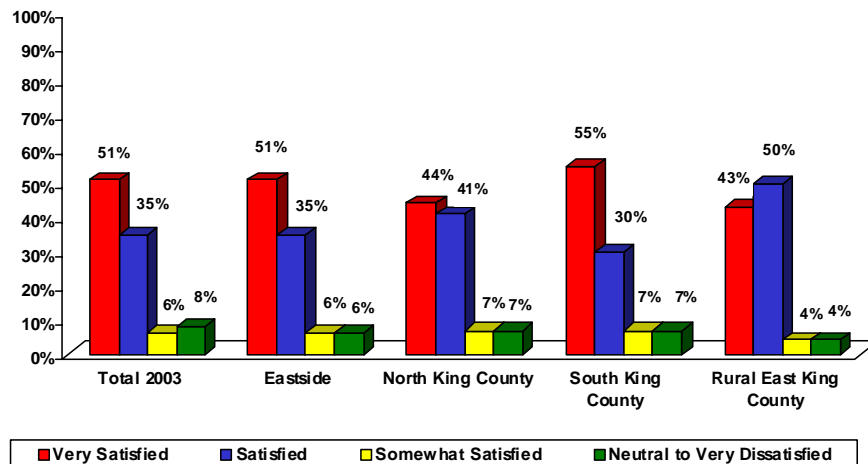
Curbside Recycling Service

**Q23. How satisfied are you with your curbside recycling service?
(Unincorporated areas)**



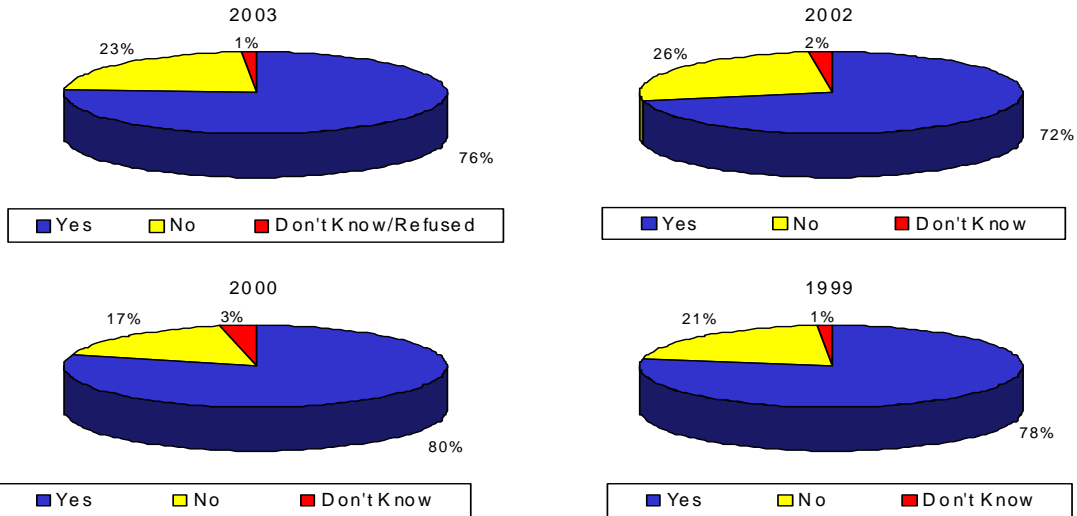
Curbside Recycling Service

**Q23. How satisfied are you with your curbside recycling service?
(Geographic areas within King County)**



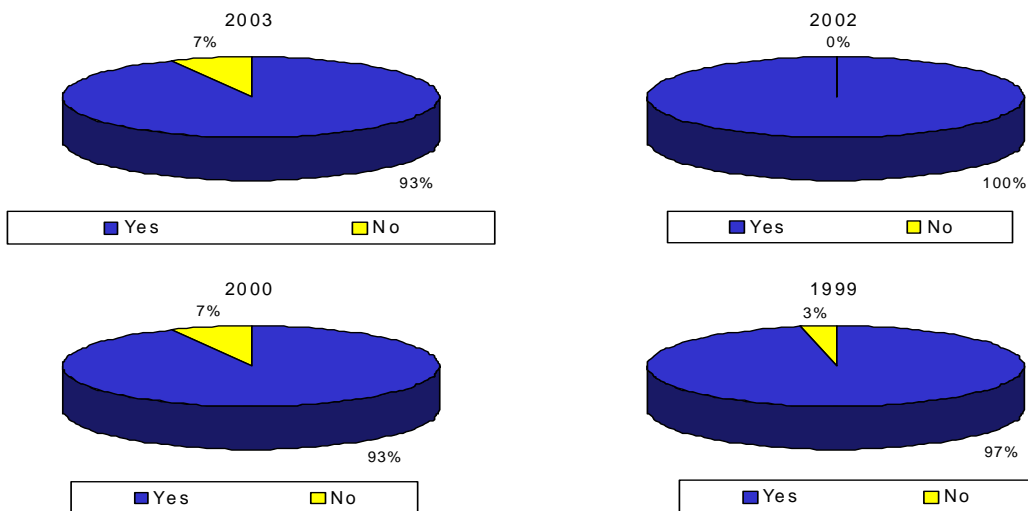
Multi-Unit Building Recycling Service

Q24. Does your building currently have recycling service available?



Multi-Unit Building Recycling Service

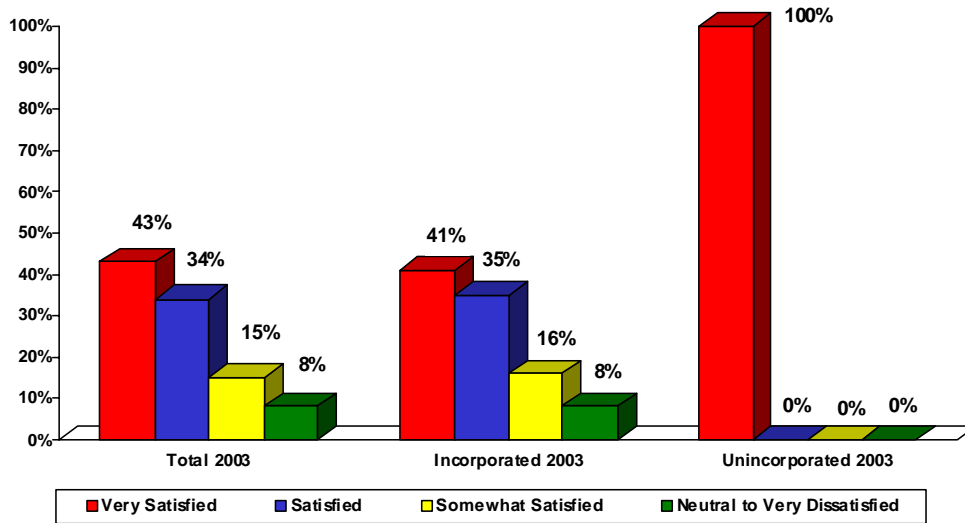
Q25. Do you use the recycling service at your building?



Multi-Unit Building Recycling Services

Q27. How satisfied are you with your building's recycling services?

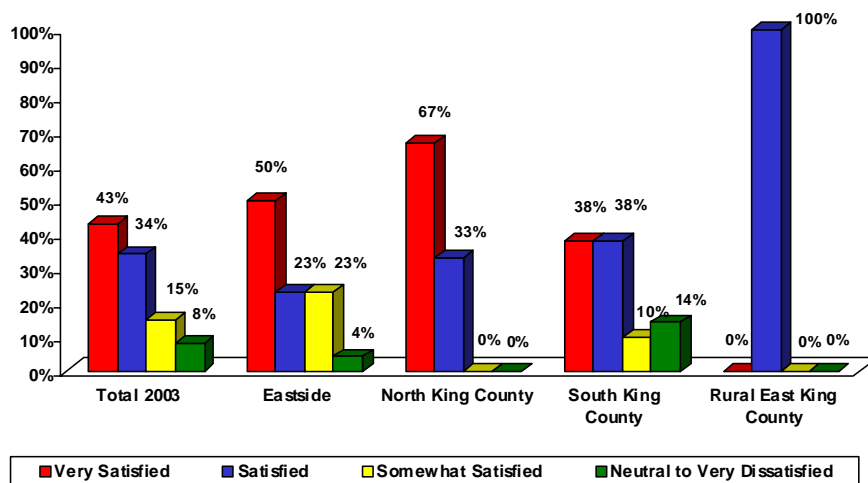
(Incorporated versus Unincorporated areas)



Multi-Unit Building Recycling Services

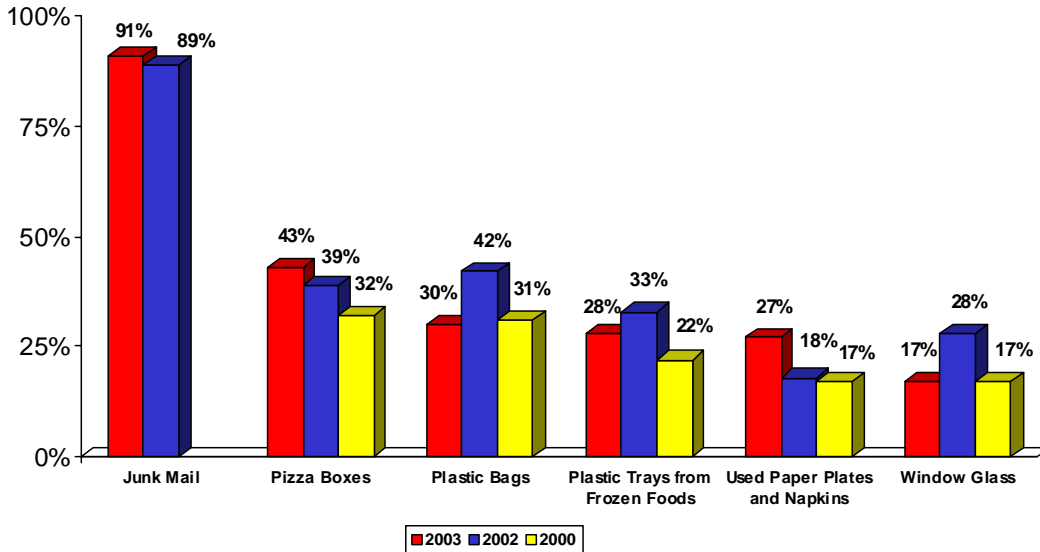
Q27. How satisfied are you with your building's recycling services?

(Geographic areas within King County)



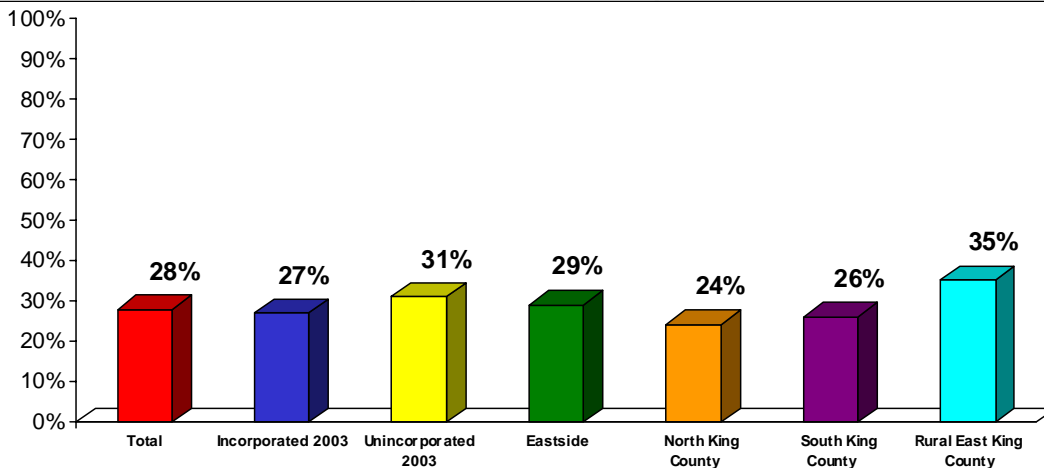
Curbside and Multi-Unit Building Recycling Services

**Q30. Can the following items be recycled in the recycling program provided at your residence?
(Yes responses)**



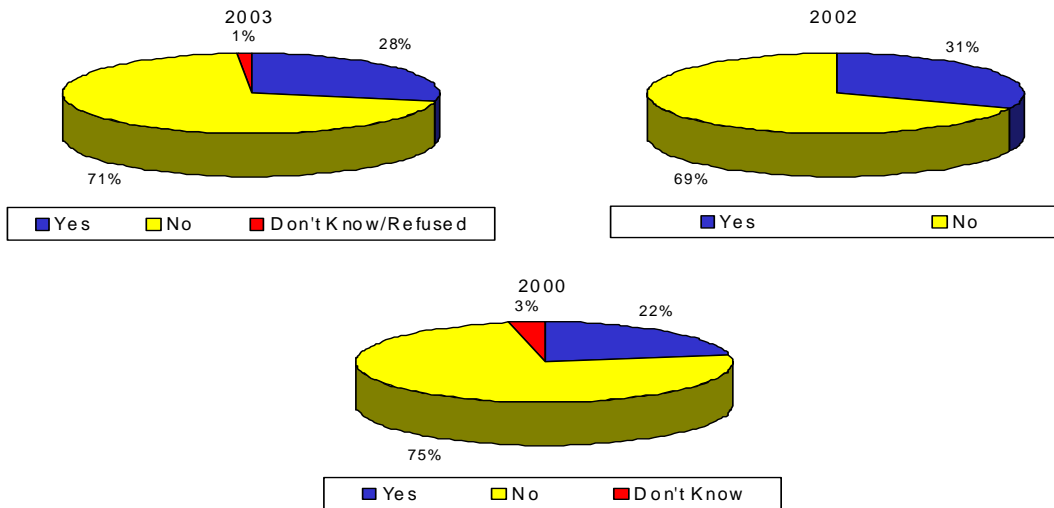
King County Services

**Q32. Have you ever had contact with staff from King County's Solid Waste Division, such as on the phone, at a special event, or at a transfer station?
(Yes responses)**



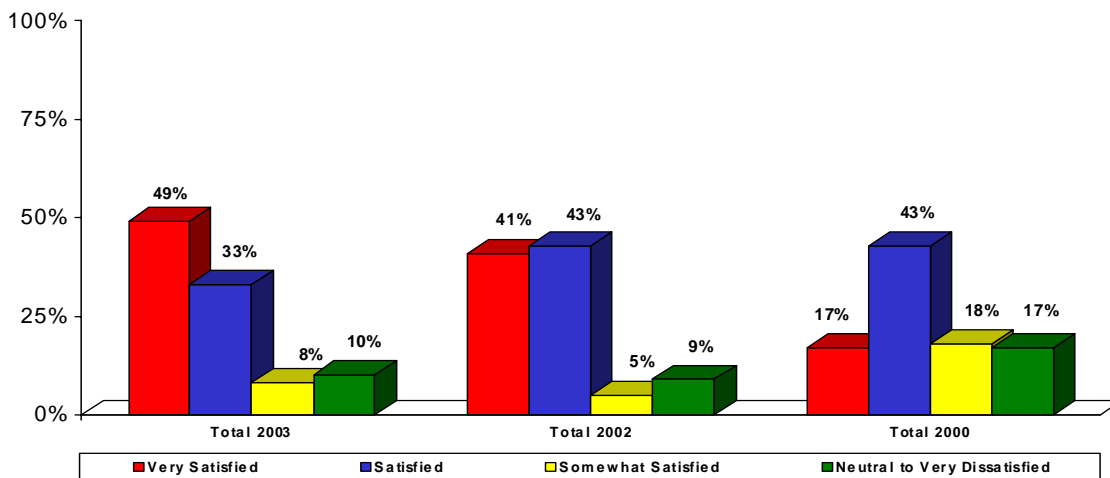
King County Services

Q32. Have you ever had contact with staff from King County's Solid Waste Division, such as on the phone, at a special event, or at a transfer station?



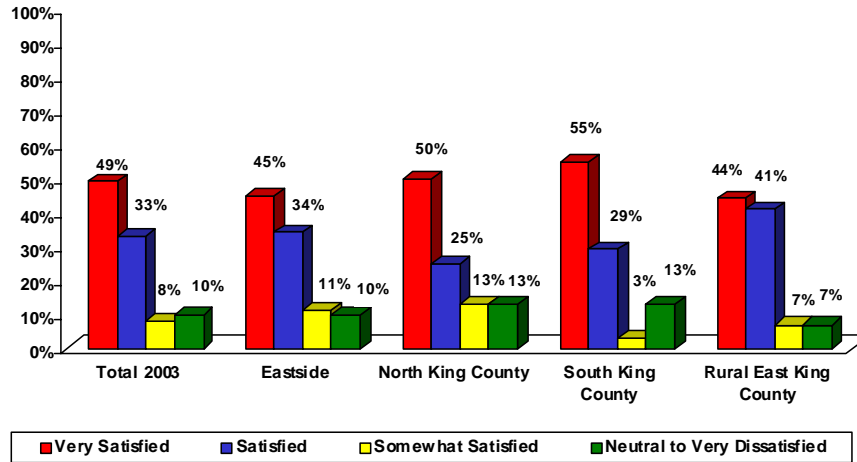
King County Services

Q32.2. How satisfied were you with the level of customer service you received? Would you say you were...



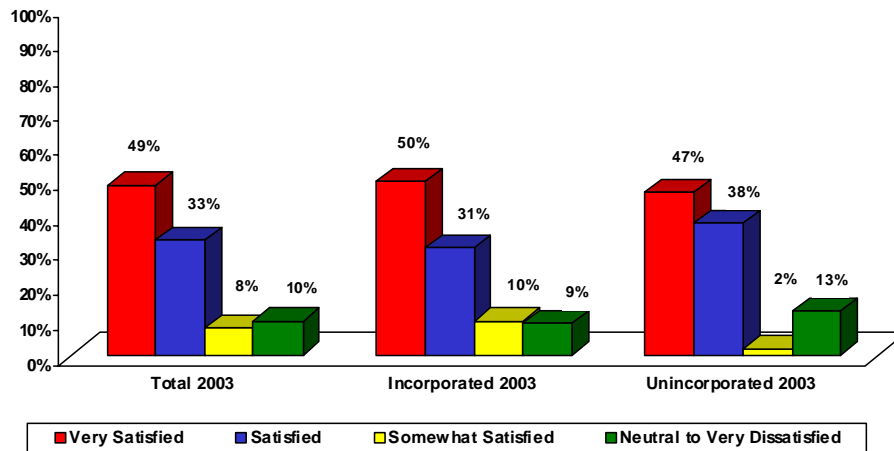
King County Services

**Q32.2. How satisfied were you with the level of customer service you received? Would you say you were...
(Geographic areas within King County)**



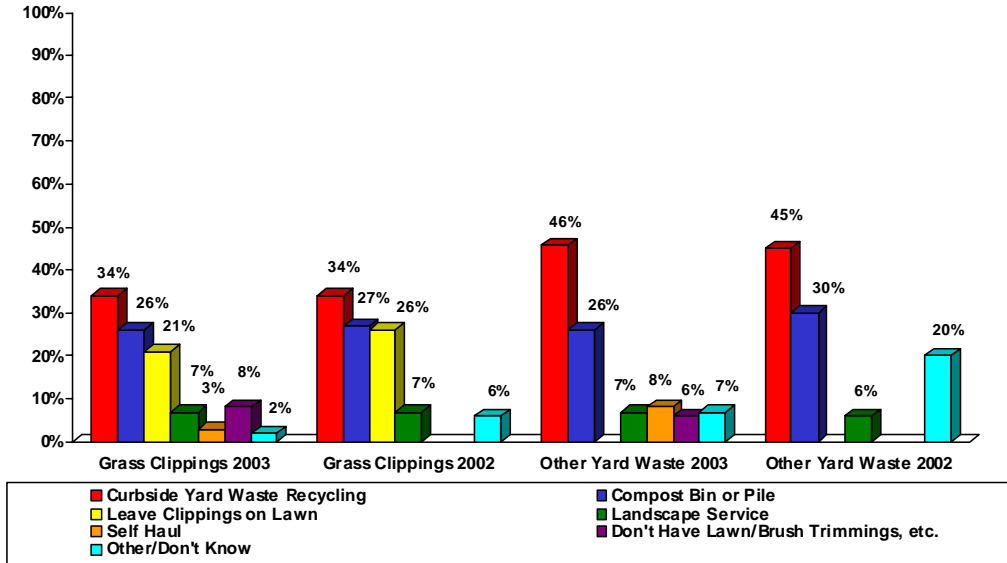
King County Services

**Q32.2. How satisfied were you with the level of customer service you received? Would you say you were...
(Incorporated versus Unincorporated Areas)**



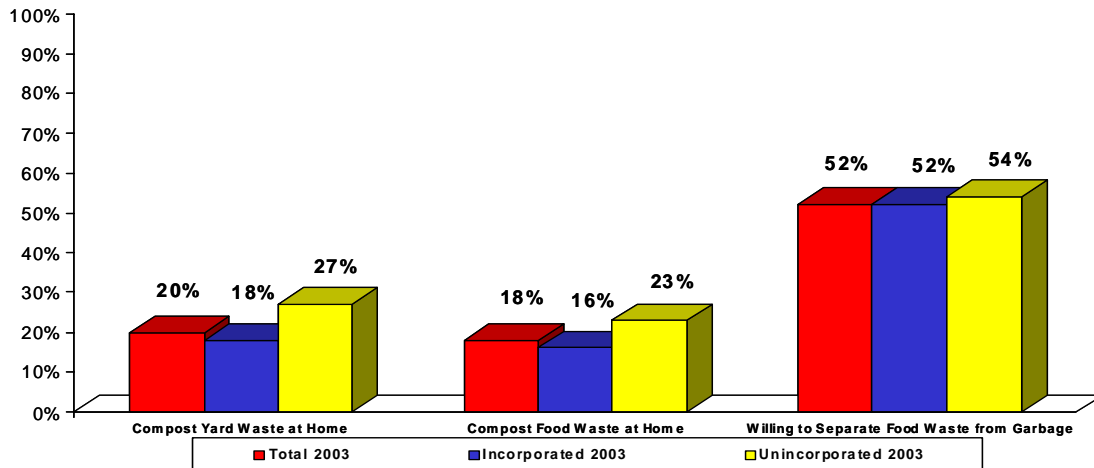
Yard Maintenance and Waste Handling

Q36, Q36.1. What does your household most often do with grass clippings/ brush trimmings, leaves and other yard waste besides grass?



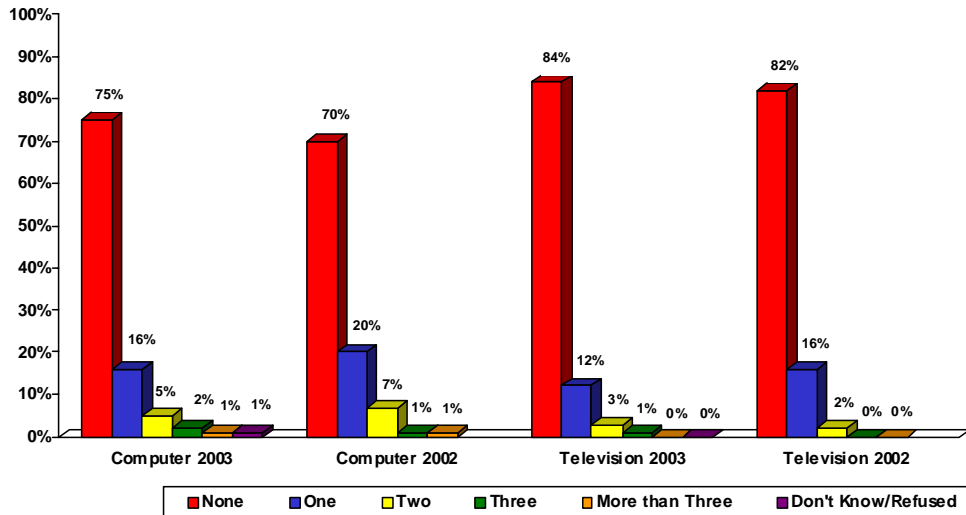
Yard Maintenance and Waste Handling

Q36.2, Q36.3, Q40. Do you compost your yard waste/ food waste (such as vegetable scraps) at home? Would you be willing to separate your food waste from your other garbage, if it could be collected for recycling at no additional cost? (Yes responses)



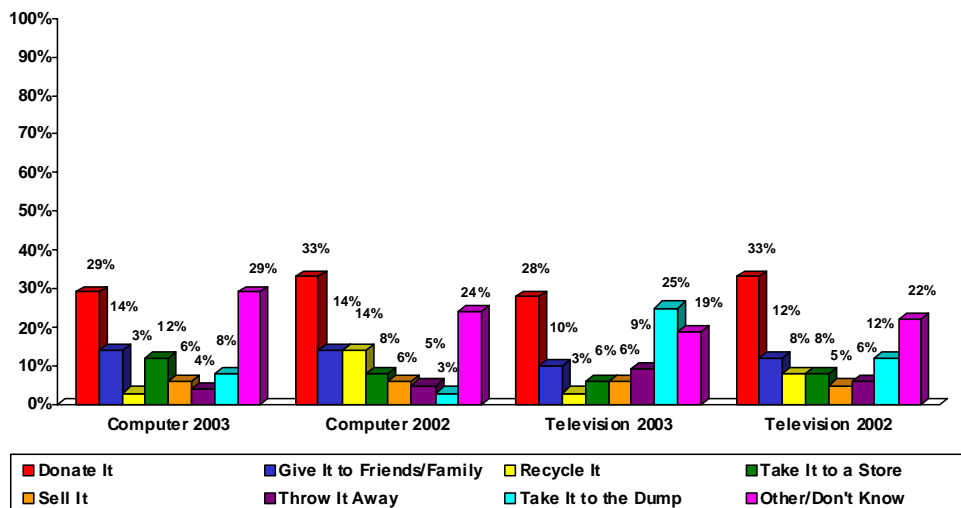
Computer and Television Recycling

Q42, Q45. Do you have any computers or televisions at home that you no longer use and are currently storing? If so, how many?



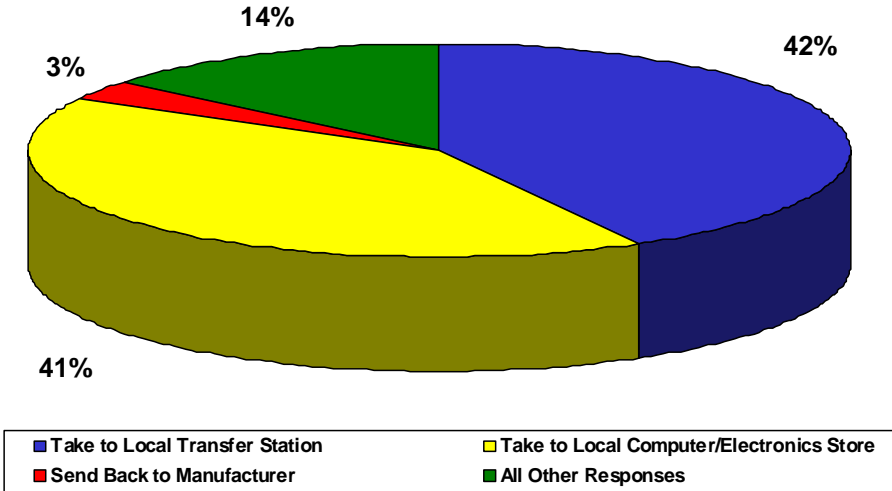
Computer and Television Recycling

Q43, Q46. If you needed/planned to get rid of an unwanted computer/television, what would you do with it?



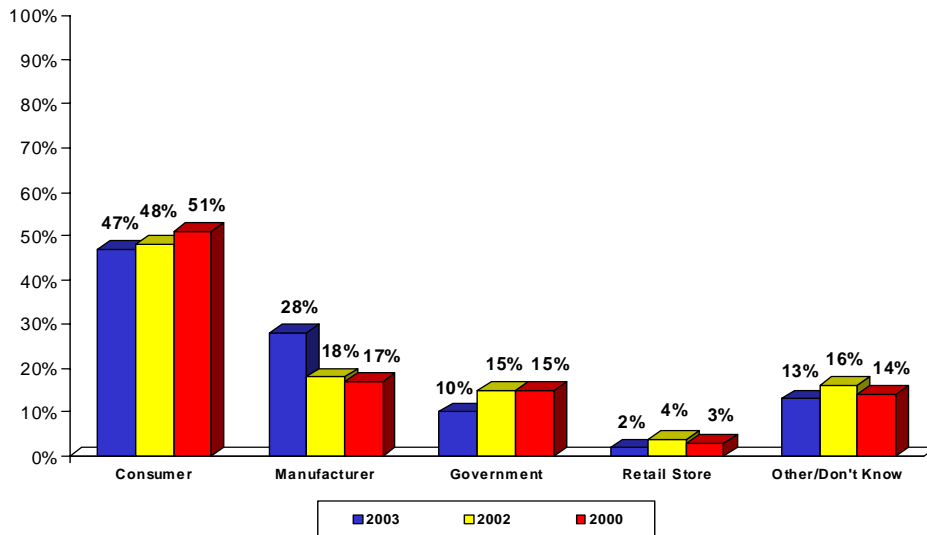
Computer and Television Recycling

Q43.5. Assume that your computer is broken and can't be fixed, but that recycling services are available. Which would be the most convenient way for you to recycle your computer?



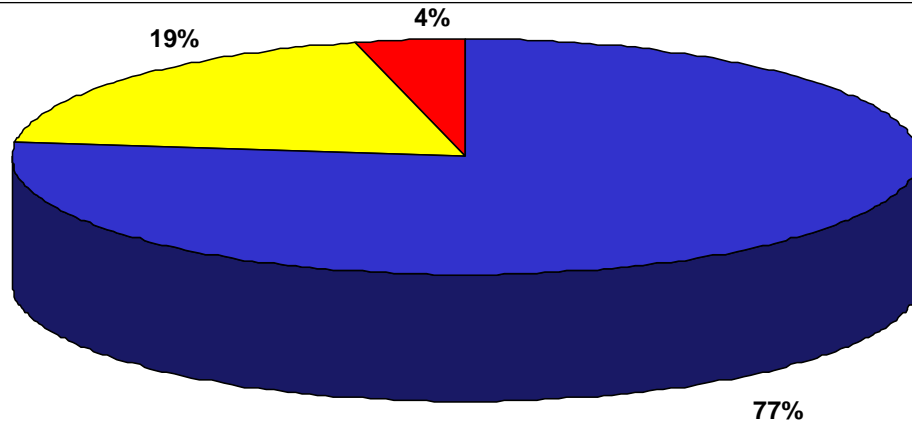
Computer and Television Recycling

Q47. Who do you think should pay for making sure these products are safely recycled or disposed?



Computer and Television Recycling

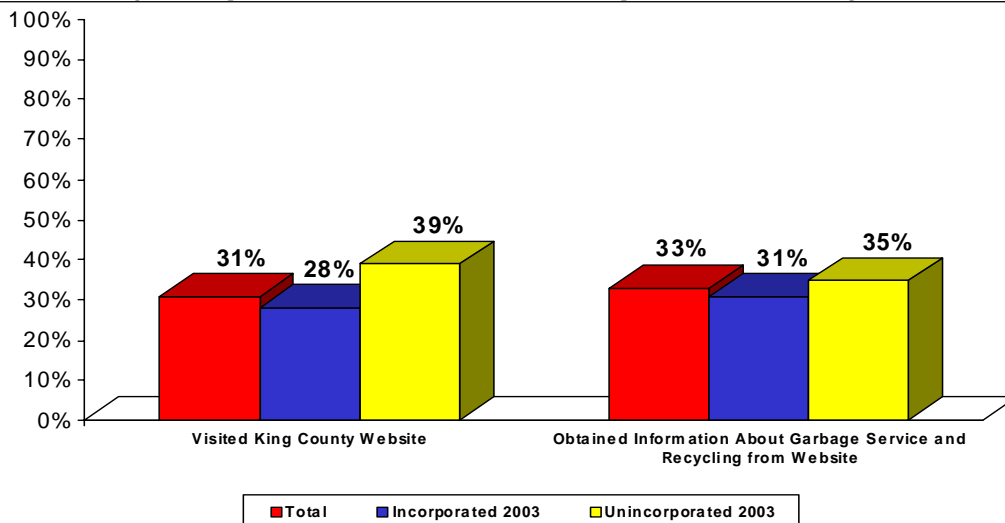
Q47.5. If a small fee was charged for recycling your broken or outdated electronic equipment, would you prefer to pay the fee . . .



■ When You Are Ready to Recycle the Equipment
 ■ When You Purchase the Equipment
 ■ All Other Responses

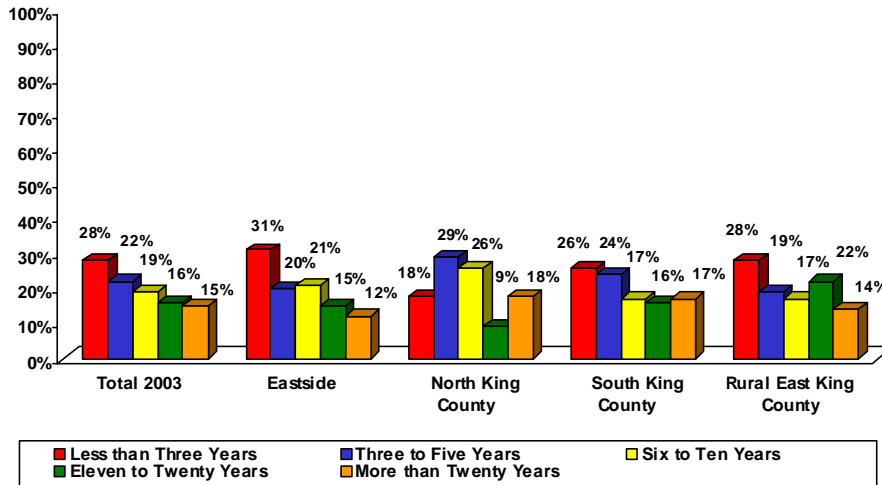
Internet Use

Q49, Q49.5. Have you ever visited the King County Website? Have you visited King County's Website to obtain information about garbage service and recycling? (Incorporated versus Unincorporated areas)



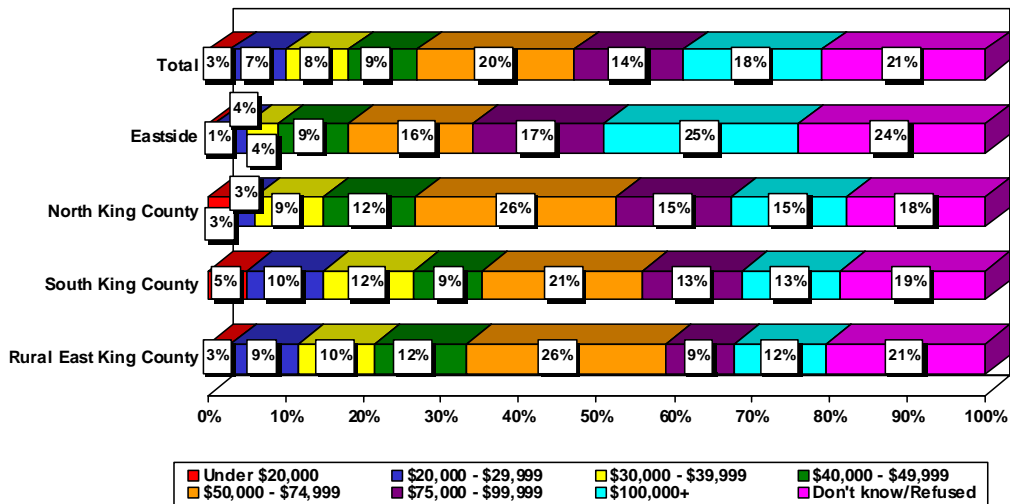
Respondent Profiles

**Q102. How many years have you lived at your present residence?
(Geographic areas within King County)**



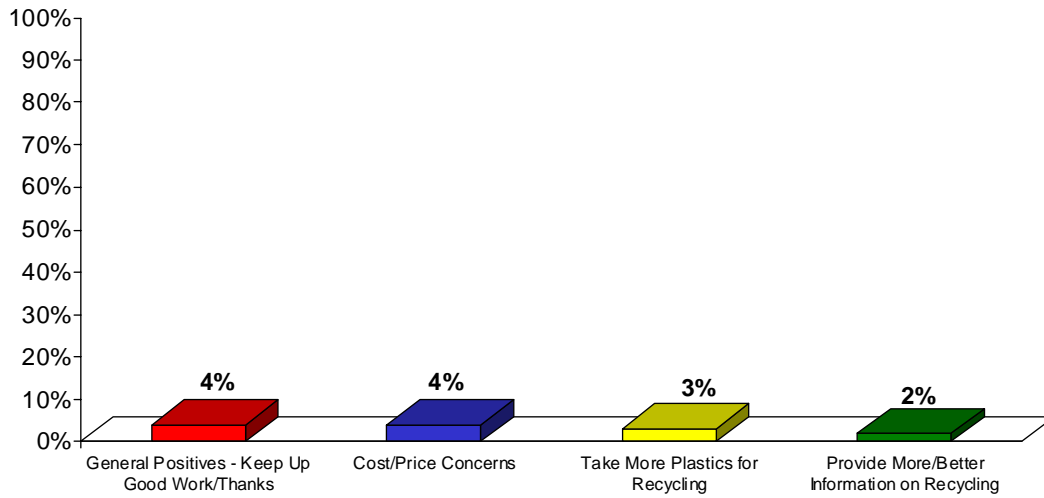
Respondent Profiles

**Q105. Which of the following best describes your
combined annual household income?
(Geographic areas within King County)**



Respondent Profiles

Q107. Did you have any final comments you would like to pass along to the King County Solid Waste Division?



APPENDIX B METHODOLOGY

The overall purpose of this research is to:

Explore behaviors and attitudes about household waste disposal, recycling and waste reduction among residents of King County for the King County Solid Waste Division.

In order to explore behaviors and attitudes about household waste disposal, recycling and waste reduction among residents of King County for the King County Solid Waste Division, Market Trends, Inc. of Seattle, Washington, conducted a telephone study of 601 adult residents of King County. Respondents resided in both incorporated and unincorporated areas of the county, but excluded those who live in the City of Seattle. The study was conducted from January 9 to January 27, 2003.

The 2003 study focused on nine major areas of investigation. These are listed below.

- 4.1 - Curbside Garbage Service** - This section examines the use of and satisfaction with curbside garbage service.
- 4.2 - Transfer Stations** - This section analyzes the usage of and satisfaction with garbage and recycling at transfer stations.
- 4.3 - Curbside and Multi-Family Building Recycling Services** - This section examines the decision to participate or not participate in curbside recycling, and the satisfaction levels of those who do participate.
- 4.4 - King County Services** - This section assesses the number of residents who have had contact with King County's Solid Waste Division staff and their satisfaction with the customer service received.
- 4.5 - Yard Maintenance and Waste Handling** - This section analyzes compost use in lawn and gardens, management of grass clipping and yard waste, compost bin use, and food waste composting.
- 4.6 - Computer and Television Recycling** - This section assesses methods residents would use to dispose of unwanted computers and televisions.
- 4.7 - Internet Use** - This section examines usage of the King County website, particularly to obtain information about garbage and recycling.
- 4.8 - Demographic Comparisons** - This section summarizes differences in findings among the four broad geographic areas in which King County residents are grouped: south, eastside, north, and rural east.
- 4.9 - Additional Comments** - This section covers final comments that were commonly provided by survey respondents.

From January 9 to January 27, 2003, Market Trends, Inc. conducted a telephone study consisting of the following.

1. A total of 601 Computer Assisted Telephone Interviews (CATI) were conducted among 432 residents of a city or town in King County and 169 residents of unincorporated King County.
2. Adults 18 years of age or older who reside in unincorporated King County or in incorporated areas of King County with the exception of City of Seattle residents.
3. Survey Sampling, Inc. (SSI) provided a random-digit sample of telephone numbers. Phone numbers were drawn randomly over all of King County, proportionate to population, excluding those who reside in the City of Seattle.
4. Questionnaire design is adapted from previous Waste Reduction and Recycling questionnaires by GMA Research in conjunction with staff from the King County Solid Waste Division, PRR, and Cascadia Consulting Group.
5. Definition of scale used: Satisfaction scales measure residents' overall satisfaction with their garbage service, curbside recycling service, building recycling services, and level of customer service received from King County's Solid Waste Division staff. 7=Very satisfied, 6=Satisfied, 5=Somewhat satisfied, 4=Neither satisfied nor dissatisfied, 3=Somewhat dissatisfied, 2=Dissatisfied, 1=Very dissatisfied.
6. A total of 7,976 contacts were made to collect 601 completed interviews among 432 residents of a city or town in King County and 169 residents of unincorporated King County. A summary of calls made and their outcome is outlined in the following table.

Outcome of Call	Number of calls
Interviews completed	601
Call back/Respondent not available	23
No Answer/Answering machine/Voicemail	1,476
Busy signal	57
Disconnect/Fax/Blocked number	3,239
Business number	507
Initial refusal	1,675
Communication barrier	107
Midway terminate	74
Do not qualify – Not a King County resident	37
Do not qualify – Has City of Seattle service	63
Do not qualify – Not responsible for waste disposal	31
Quota full – Building size	27
Quota full – Age	7
Quota full – Gender	34
Quota full – Geographic area	18

The overall sample size of 601 yields a confidence interval of +/- 4.0 percent, which means that the results have a 95 percent chance of coming within +/- 4.0 percentage points of the results that would have been obtained if a census of all qualified individuals had been taken.

- Changes made to the 2002 questionnaire are outlined in the following table. The table is organized so changes can be tracked since the 1997 study to 2003 and is based on questions as reported in the final report documents for each study. The first column lists the question number. To the right is the question. Each of the following columns shows which questions, those marked with an "x," were included in each year's survey. If that question was asked in a different order or if there was a wording change, that is noted in these columns.

Figure B-1. Changes to Survey Questions: 1997 to Present

Question No.	Question (verbatim)	1997	1998	1999	2000/ 2001	2002	2003
S1	For this study, I need to speak to someone age 18 or older who handles garbage and recycling in your household. Would that be you?	x	x	x	x		x
Q1	What is your age?	Q100	Q100	Q .60	Q .6	x	x
Q2	Record gender (not a question)	S1	S2	Q .9	Q .9	x	x
Q3	Does your household pay its garbage bill to the City of Seattle?	Q1	Q1	Q1	Q1	x	x
Q4	Do you live in a city or town, or an unincorporated area of King County?	Q2	Q2	Q2	Q2	x	x
Q5	In what city or town do you reside? (SPECIFY)	Q3	Q3	Q3	Q3	x	x
Q6	Just to verify, what is the ZIP code where you live?	Q5	Q5	Q5	Q5	x	x
Q7	Do you own or rent your residence?	x	x	x	x	x	x
Q8	Is your home a... (READ LIST)	x	x		x	x	x
Q9	Including yourself, how many adults age 18 or older live in your household?			x		x	
Q10	Do you have garbage picked up at your home or building by a garbage service?	x	x	x	x	x	x
Q11	How satisfied are you with your garbage service? Would you say you are... (READ LIST)	x	x	x	x	x	x
Q12	How many times in the past year did you or someone from your household take your garbage to a transfer station?	x	x	x	x	x	x
Q13	What is the main reason you take garbage yourselves to a transfer station or landfill?	x	x	x	x		x
Q14	Have you ever contacted your garbage collection company to see if they would pick up those items instead of hauling them to a transfer station or landfill yourself?	x					
Q15	How satisfied are you with the garbage service at the transfer station? Would you say you are...	x	x	x	x	x	
Q15.5	How many times in the past year did you use the recycling service at the transfer station?		x	x	x	x	Q15
Q.15.7	Which materials did you take to the transfer station for recycling?					x	
Q16	How satisfied are you with the recycling service at the transfer station? Would you say you are... (READ LIST)	x	x	x	x		
Q17	What improvements would you like to see to the recycling services offered by your transfer station?	x	x	x	x		
Q17a	What hours of operation would you like to see available at your transfer station?		x	x	Q17.5		
Q17b	If the recycling services at your transfer station were expanded to accept a wider variety of items and types of materials, how willing would you be to pay \$5 per visit, in addition to the current transfer station fee, to use the recycling services?		x				

Figure B-1. Changes to Survey Questions: 1997 to Present (cont.)

Question No.	Question (verbatim)	1997	1998	1999	2000/ 2001	2002	2003
Q18	About how often does someone from your household take garbage, recyclables or both to the transfer station or landfill? Would you say... (READ LIST)	x	x	x	x		
Q19	When someone from your household goes to a transfer station for disposal, typically, what kind of materials do they take?	x	x	x	x		
Q20	How willing would you be to pay an additional \$2 per month for garbage collection service if the fee included a once a year pick up of bulky items?	x					
Q20	How often would someone from your household use a container at the transfer stations to collect household items for reuse?			x			
Q21	Do you participate in recycling service at your home?	x	x	x	x	x	x
Q22	Why do you choose not to participate?	x	x	x	x	x	x
Q23	How satisfied are you with your curbside recycling service? (READ LIST)	x	Q23a	x	x	x	x
Q23b	What improvements, if any, would you make to the services provided by your curbside recycling service?		x	Q23.9			
Q23.2	Over time, have you seen your household recycle less?			x			
Q23.4	Why is that?			x			
Q24	Does your building currently have recycling available?	x	x	x	x	x	x
Q25	Do you use the recycling services available at your building?	x	x	x	x	x	x
Q26	Why do you choose not to recycle using the services provided by your building?	x	x	x	x	x	x
Q27	How satisfied are you with your building's services? (READ LIST)	x	x	x	x		x
Q28	What improvements, if any, would you make to the recycling services offered at your building?		x	x	x		
Q28	Why do you recycle?	Q34	Q34	Q34	Q34	x	
Q29.1	What plastic items can be recycled in your curbside recycling program?				x		
Q29.4	What paper items can be recycled in your curbside recycling program?				x		
Q30	From what you understand, which of the following items can be recycled in your curbside recycling program? (READ LIST)	x	x	x	x	x	x
Q30.5	From what you understand, can the following items be properly disposed of by flushing them down the toilet? (READ LIST)					x	
Q30.9	When you think of government entities that are working to improve the environment in the local area, which agencies or organizations come to mind?				x		
Q31	Now I'm going to read some statements about preparing items for recycling. After I read each one, please tell me to the best of your knowledge if the statement is true or false. (READ LIST)	x	x	x			

Figure B-1. Changes to Survey Questions: 1997 to Present (cont.)

Question No.	Question (verbatim)	1997	1998	1999	2000/ 2001	2002	2003
Q31	For each of the following activities, please tell me yes or no whether you think King County provides that service... (READ LIST)				x	Q31.1	
Q31.2	Do you think recycling service, garbage disposal, sewage treatment, stormwater management and the like help to protect our environment?					x	
Q31.3	How satisfied are you with King County's work in providing environmental service, including recycling, garbage disposal, sewage treatment, and stormwater management?					x	
Q31.6	Have you heard of the Wastemobile?				Q31.69	x	
Q31.6	Have you heard of the computer recovery program?				x		
Q31.63	Have you heard of the Grasscycling events?				x		
Q31.66	Would you be interested in having other products -- such as compost, organic fertilizer, native plants, and compost bins -- offered at these events?				x		
Q31.7	Have you heard of King County's Special Recycling events, which accept tires, appliances, furniture, wood, and other items for recycling?				Q31.72	x	
Q31.8	Have you taken part in Special Recycling Events in the past 12 months?				x		
Q31.85	Why have you not taken part in a special recycling event in the past 12 months?				x		
Q31.9	Where would you rather take your hazardous household products for disposal: a mobile facility that travels to your area for a few days of the year, or to a transfer station with regularly scheduled hours each week?				x	x	
Q32	Have you ever had contact with staff from King County's Solid Waste Division, such as on the phone, at a special event, or at a transfer station?				Q23.5	x	x
Q32.1	How often does your household engage in the following activities? (READ LIST)	Q32	Q32	Q32	x		
Q32.2	How satisfied were you with the level of customer service you received? Would you say you were... (READ LIST)				Q23.6	x	x
Q33	What have you done, if anything, to reduce the amount of junk mail you	x	x	x			
Q33	Does your home have its own yard?					x	
Q34	Does your yard include a grass lawn?					x	
Q34.1	Has someone in your household or a landscaper that you've hired ever applied compost to the surface of your lawn to improve the soil?					x	
Q34.2	How often?					x	
Q35	Is your household signed up for yard waste pick up at your residence?	x	x	x			
Q35	Does your home have a vegetable or flower garden or other planting beds?					x	
Q35.1	Has someone in your household or landscaper that you've hired ever mixed compost into your garden beds to improve the soil?					x	
Q35.2	How often?					x	
Q36	What else does your household do with its yard waste?	x	Q36a	x	x		

Figure B-1. Changes to Survey Questions: 1997 to Present (cont.)

Question No.	Question (verbatim)	1997	1998	1999	2000/ 2001	2002	2003
Q36	What does your household do most often with grass clippings from your lawn? (READ LIST)					x	x
Q36.1	How often do you use curbside yardwaste pickup service?				x		x
Q36.1	What does your household do most often with brush trimmings, leaves, and other yard waste besides grass? (READ LIST)						
Q36.15	How often do you mulch?				x		
Q36.20	How often do you compost?				x		
Q36.25	How often do you use a mulching mower?				x		
Q36.3	Do you compost food waste, such as vegetable scraps, at home?					x	x
Q36.30	How often do you use a lawn service/have others haul it away?				x		
Q36.35	How often do you dump on your own property?				x		
Q36.40	How often do you haul to a transfer station to be recycled?				x		
Q36.45	How often do you haul to a transfer station to be thrown away?				x		
Q36.5	Why does your household choose not to compost its yard waste at home?					x	
Q36.5	Do you compost any of your yard waste at home?		Q36b	x		Q36.2	Q36.2
Q36.50	How often do you burn it?				x		
Q36.55	How often do you dispose with regular garbage?				x		
Q36.60	How often do you recycle?				x		
Q36.8	How much would you be willing to pay each month to recycle your food waste?				x		
Q37	Approximately what percentage of your grass clippings are left on your lawn?				x		
Q37	Approximately what percentage of your yard waste do you compost?	x	x	x			
Q37	Do you compost at home using a compost bin?		Q38a	Q38	Q38	x	
Q37.4	How long have you had your current compost bin?					x	
Q37.6	About how often do you use your compost bin to handle your yard waste?					x	
Q38	Have you ever purchased a compost bin from a government agency (city, county, etc.)?	x	Q38b	Q38.2	Q38.2	Q37.2	
Q39	Why doesn't your household compost any of its yard waste?	x	x	x	x		
Q40	Would you be willing to separate your food waste from your other garbage for curbside collection?				Q36.7	x (...at no additional	x
Q40a	How likely would you be to compost your yard waste if the local government provided a compost bin and instructions for \$10?	Q40	x				
Q40b	How likely would you be to buy a compost bin, to either supplement or replace what you use now, if the local government provided a compost bin for just \$10?		x				

Figure B-1. Changes to Survey Questions: 1997 to Present (cont.)

Question No.	Question (verbatim)	1997	1998	1999	2000/ 2001	2002	2003
Q40c	Do you own farm animals, such as horses, cows, sheep, or goats?		x				
Q40d	What do you currently do with your animal manure?		x				
Q40e	Are you aware that in 1999 the King County Livestock Management Ordinance will require you to manage that manure?		x				
Q40f	Given that you will be required to manage the manure, how likely would you be to sign up for service similar to garbage collection where you would pay to have the manure hauled away?		x				
Q40g	Will you be composting manure on-site?		x				
Q41	What other programs, besides your regular curbside recycling service, have you heard of that help you recycle or reduce waste?		x	x			
Q41	Do you have a computer at home?					x	
Q42	(FOR EACH MENTIONED IN Q41...) Please describe...		x	42.2-42.7			
Q42	Do you have any computers that you no longer use and are currently storing?			Q66	Q65	x	x
Q42	Have you heard of "Waste Free Holidays"?	Q51	x	Q43			Q72
Q43	Have you heard of "Greenworks"?	Q52	x				
Q43	If you needed to get rid of an unwanted computer, what would you do with it?					x	x
Q43.5	Assume that your computer is broken and can't be fixed, but that recycling services are available. Which would be the most convenient way for you to recycle your computer? (READ LIST)						x
Q43.6	Have you ever heard of King County special recycling events?	Q53		x			
Q.44	How many television sets do you have at home?				Q65.1	x	
Q.44a	Have you ever heard of the Wastemobile?		x	Q43.4			
Q.44b	Have you ever heard of the Materials Exchange at the Wastemobile?		x				
Q.44c	Have you ever heard of King County special recycling events?		x	Q43.6			
Q45	Which of the following programs have you participated in? (READ LIST)		x	Q45.1			
Q45	Do you have any TVs at home that you no longer use and are currently storing? If so, how many?					x	x
Q45.1	Which of the following programs have you ever used or participated in? (READ LIST)			x			
Q45.15	Have you taken part in special recycling events in the past 12 months? Special recycling events			x			
Q45.16	Why have you not taken part in special recycling events in the past 12 months?			x			
Q45.2	Have you participated in Waste Free Fridays			x			
Q45.25	Have you taken part in Waste Free Fridays in the past 12 months?			x			

Figure B-1. Changes to Survey Questions: 1997 to Present (cont.)

Question No.	Question (verbatim)	1997	1998	1999	2000/ 2001	2002	2003
Q45.26	Why have you not taken part in Waste Free Fridays in the past 12 months?			x			
Q45.4	Have you used or taken part in the Wastemobile?			x			
Q45.45	Have you taken part in the Wastemobile in the past 12 months?			x			
Q45.46	How often do you use the Wastemobile?			x			
Q45.47	Why have you not used the Wastemobile in the past 12 months?			x			
Q.45a	(FOR EACH "NO" RESPONSE IN Q45, ASK:) Why not?		x	Q46.1-46.4			
Q.46	How did you hear about...		x	47.1-47.4			
Q46	If you planned to get rid of an unwanted TV , what would you do with it?					x	x
Q47	Who should pay for making sure these products (TVs, computers, and some electronics) are safely recycled or disposed? (READ LIST)			Q68	Q66	x	x
Q47.5	If a small fee was charged for recycling your broken or outdated electronic equipment, would you prefer to pay the fee when you purchase the equipment or when you are ready to recycle the equipment? (READ LIST)						x
Q48	Are you connected to the Internet at home, work or school?			x	x	x	
Q48.1	How often do you use the Internet?			x			
Q48.2	How many hours a week do you, yourself, use the internet?				x		
Q48.5	Do other members of your family use the Internet?			x	x		
Q48.6	How often do they use the Internet?			x	x (About how many hours a week...)		
Q48.6	Are other members of your household connected to the Internet at home, work or school?				x	x	
Q49	Would you like to receive information about waste reduction, recycling, and other conservation related topics through the Internet?			x			
Q49	Have you ever visited the King County website?			Q49.5	x	x	x
Q49.5	Would you visit king County's website to obtain information about garbage service and recycling?					x	x (Have you...)
Q50	How do you get new information about waste reduction, recycling, and other conservation related topics?			x			
Q50	What type of garbage service and recycling information would interest you in visiting King County's website?				x		
Q51	Would you be interested in signing up to receive periodic e-mails from King County regarding conservation-related issues?				x		
Q51.5	How would you like to sign up to receive these messages?				x		
Q52	How satisfied are you with the quality of information you receive about waste management, waste reduction and recycling?				x	x	

Figure B-1. Changes to Survey Questions: 1997 to Present (cont.)

Question No.	Question (verbatim)	1997	1998	1999	2000/ 2001	2002	2003
Q53	What do you think King County government should do to encourage waste reduction and recycling?				x	x	
Q54	Would you say the amount of information on recycling and waste reduction you receive now is...(quantity?)		x	x			
Q54	What other community programs or events that promote waste reduction can you think of?	x	Q41				
Q55	Which of these programs have you participated in? (READ LIST)	x					
Q56	Why have you never brought recyclables to the King County sponsored collection events?	x					
Q56	How do you get new information about waste reduction, recycling, and other conservation related topics?		x	Q50			
Q57	Do you or your spouse/partner change your own motor oil at home or have it changed by a gas station, quick-lube place, or auto parts store?	x					
Q58	How have you, or do you plan, to dispose of the used motor oil?	x					
Q59	In the past year, did you or anyone in your household buy any paint, stains, or paint remover?	x					
Q60	What type of paint, stains, or paint remover did you buy?	x					
Q61	How did you, or do you plan to dispose of any leftover paint, stain, or paint remover?	x					
Q62	Would you say the amount of information on recycling and waste reduction you receive now is... (READ LIST)	x	Q54				
Q63	What recycling topics, if any, would you like to learn more about?	x	Q55 (...environmental topics...)	Q55 (...environmental topics...)			
Q64	What ways would you prefer to get new information about waste reduction and recycling on topics ranging from collection events to education materials?	x					
Q65	How important do you believe it is for King County governments to play an active role, allocating time and resources, to encourage recycling efforts throughout the County?	x	x	x			
Q66	Who do you believe should own and bear the cost of operating local recycling and composting facilities?	x					
Q67	Please tell me how strongly you agree with the following statement: "All citizens and businesses should bear the cost of recycling efforts in our area whether they recycle or not."	x					

Figure B-1. Changes to Survey Questions: 1997 to Present (cont.)

Question No.	Question (verbatim)	1997	1998	1999	2000/ 2001	2002	2003
Q67	How much would you be willing to pay to recycle your computers that you no longer use and are currently storing?			x			
Q69	Please tell me if you think litter and illegal garbage dumping is a problem in your community.			x	x	x (only illegal dumping)	
Q70	Please tell me if you would prefer local governments to use resources to clean up litter and illegal dumpsites or to provide preventative educational programs.			x			
Q70	Do you know who to call to report illegal dumping?				x		
Q.71	Who would you call?				x		
Q100	What is your age?	x	x				
Q102	How many years have you lived at your present residence?	x	x	x	x	x	x
Q103	Including yourself, how many adults 18 years of age or older live in your household?	x	x	x	x		
Q104	How many children under the age of 18 live in your household?	x	x	x	x	Q9.1	Q9.1
Q105	Which of the following best describes your combined annual household income? (READ LIST)		x	x	x	x	x
Q106	What ethnic group best describes your background?	Q105	x	x	x	x	x
Q.107	Do you have any final comments you would like to pass along to the King County Solid Waste Division?			x	x	x	x
Q.109	And finally, just to verify, did I reach you by dialing...?			x	x	x	x

Added Questions - 2003

- * Q13. What is the main reason you take household garbage yourselves to a transfer station or landfill?
- * Q27. How satisfied are you with your building's recycling services?
- * Q43.5. Assume that your computer is broken and can't be fixed, but that recycling services are available. Which would be the most convenient way for you to recycle your computer?
- * Q47.5. If a small fee was charged for recycling your broken or outdated electronic equipment, would you prefer to pay the fee when you purchase the equipment or when you are ready to recycle the equipment?
- * Q72. Have you ever heard of the "Waste-Free Holidays" program?

Deleted Questions - 2003

- * Q9. Including yourself, how many adults age 18 or older live in your household?
- * Q15. How satisfied are you with the garbage service at the transfer station? Would you say you are...
- * Q15.7. Which materials did you take to the transfer station for recycling?
- * Q30.5. From what you understand, can the following items be properly disposed of by flushing them down the toilet?
- * Q31.1. For each of the following activities, please tell me yes or no whether you think King County provides that service...
- * Q31.2. Do you think recycling service, garbage disposal, sewage treatment, stormwater management and the like help to protect our environment?
- * Q31.3. How satisfied are you with King County's work in providing environmental service, including recycling, garbage disposal, sewage treatment, and stormwater management?
- * Q31.9. Where would you rather take your hazardous household products for disposal: a mobile facility that travels to your area for a few days of the year, or to a transfer station with regularly scheduled hours each week?
- * Q33. Does your home have its own yard?
- * Q34. Does your yard include a grass lawn?
- * Q34.1. Has someone in your household or a landscaper that you've hired ever applied compost to the surface of your lawn to improve the soil?
- * Q34.2. How often?
- * Q35. Does your home have a vegetable or flower garden or other planting beds?
- * Q35.1. Has someone in your household or landscaper that you've hired ever mixed compost into your garden beds to improve the soil?
- * Q35.2. How often?

- * Q36.5. Why does your household choose not to compost its yard waste at home?
- * Q37. Do you compost at home using a compost bin?
- * Q37.2. Did you purchase your bin from a public agency, such as a city or county, or at a government-sponsored bin sale?
- * Q37.4. How long have you had your current compost bin?
- * Q37.6. About how often do you use your compost bin to handle your yard waste?
- * Q41. Do you have a computer at home?
- * Q44. How many television sets do you have at home?
- * Q48. Are you connected to the Internet at home, work or school?
- * Q48.6. Are other members of your household connected to the Internet at home, work or school?
- * Q52. How satisfied are you with the quality of information you receive about waste management, waste reduction, and recycling?
- * Q69. Please tell me if you think illegal garbage dumping is a problem in your community. Use a scale of 1 to 5, where 1 is “not a problem” and 5 is “a major problem.”

Biennial Questions Not Asked 2003

- * Q28. Why do you recycle?
- * Q31.6. Have you heard of the Wastemobile - a mobile facility where you can dispose of hazardous household items like, pesticides, paint and toxic cleaning products?
- * Q31.7. Have you heard of King County’s Special Recycling events, which accept tires, appliances, furniture, wood, and other items for recycling?
- * Q53. What do you think King County government should do to encourage waste reduction and recycling?

Reworded Questions – 2003

- * Q9.1. How many children under age 18 live in your household? Changed to: How many children live in your household? Ages 10 and under? Ages 11 and 18?
- * Q30. From what you understand, can the following items be recycled in your recycling program at home? Please try to provide an answer even if you personally do not have these materials at home. Changed to – Q30. Can the following items be recycled in the recycling program provided at your residence? Options for this question were also changed. In 2003 survey:

plastic bags, plastic trays from frozen foods, pizza boxes, window glass, junk mail, used paper plates and napkins.

- * Q49.5. Would you visit King County's Website to obtain information about garbage service and recycling? Changed to - Q49.5. Have you visited King County's Website to obtain information about garbage service and recycling?

Logic Changes - 2003

- * Q36. Asked of all respondents living in less than four units and a response was added for no lawn since they were not screened out on earlier questions.
- * Q36.2. Clarification on compost was added this year.
- * Q42. Asked of all, did not first screen for computer in household.
- * Q45. Asked of all, did not first screen for television in household.
- * Q49. Asked of all, did not first screen for Internet access at home, work or school.

APPENDIX C TOPLINE REPORT

Hello. My name is _____ from Market Trends, Inc. We are conducting a survey for King County and would like to include your household's opinions.

S1 For this study, I need to speak to someone age 18 or older who handles garbage and recycling in your household. Would that be you?

- 1- Yes (**CONTINUE**)
- 2- No (**ASK: "Is that person available?"**) (**IF NOT, SET A TIME TO CALL BACK:**)
- 3- Refused (**THANK AND TERMINATE**)

Q1 What is your age?

_____ **ENTER EXACT NUMBER**

RESPONSES GROUPED ACCORDING TO THE FOLLOWING RANGES:

1-	Under 25	5%
2-	25 to 34	18%
3-	35 to 44	24%
4-	45 to 54	22%
5-	55 to 64 SET QUOTA MAXIMUM OF 80 (13-14%)	13%
6-	65 and over SET QUOTA MAXIMUM OF 70 (12%)	11%
7-	(DON'T READ) Don't know/refused	7%

Q2 Record gender (not a question)

1-	Male	50%
2-	Female	50%

Q3 Does your household pay its garbage bill to the City of Seattle?

1-	Yes (THANK AND TERMINATE)	
2-	No	93%
3-	Do not pay my garbage bill [apartment, condo, etc.]	7%
4-	(DON'T READ) Don't know/refused (THANK AND TERMINATE)	

Q4 Do you live in a city or town, or an unincorporated area of King County?

1-	Live in a city or town	71%
2-	Live in an unincorporated area of King County	28%
3-	(DON'T READ) Don't know/refused	1%

Q5 **(IF CITY OR TOWN IN Q4)** In what city or town do you reside? **(SPECIFY)**

(IF "SEATTLE," THANK AND TERMINATE)

Q6 Just to verify, what is the ZIP code where you live?

98- ____ ____ ____

Q7 Do you own or rent your residence?

1-	Own	81%
2-	Rent	18%
3-	Other	0%
4-	(DON'T READ) Don't know/Refused	1%

Q8 Is your home a... **(READ LIST)**

1-	Single-household dwelling	83%
2-	Building with 2, 3, or 4 units	4%
3-	Building with more than 4 units	12%
4-	(DON'T READ) Don't know/refused	---

Q9.1 How many children live in your household?

age 10 and under _____ **ENTER EXACT NUMBER**

from age 11 and 18 _____ **ENTER EXACT NUMBER**

RESPONSES GROUPED ACCORDING TO THE FOLLOWING RANGES:

		<u>10 & under</u>	<u>11 to 18</u>
1-	None	69%	74%
2-	One	15%	16%
3-	Two	10%	8%
4-	Three or more	4%	1%
5-	(DON'T READ) Don't know/refused	1%	1%

Now I would like to ask you some questions about what your household does with its garbage.

Q10 Do you have garbage picked up at your home or building by a garbage service?

1-	Yes	91%
2-	No	9%
3-	(DON'T READ) Don't know/refused	0%

Q11 **(IF "YES" IN Q10)** How satisfied are you with your garbage service? Would you say you are... **(READ LIST)**

1-	Very satisfied	47%
2-	Satisfied	39%
3-	Somewhat satisfied	7%
4-	Neither satisfied nor dissatisfied	3%
5-	Somewhat dissatisfied	2%
6-	Dissatisfied	1%
7-	Very dissatisfied	0%
8-	(DON'T READ) Don't know/refused	1%

Q12 How many times in the past year did you or someone from your household take your garbage to a transfer station?

1-	Never	53%
2-	Once	14%
3-	Twice	12%
4-	3 times	6%
5-	4 times	3%
6-	More than 4 times	11%
7-	(DON'T READ) Don't know/refused	0%

Q13 **(IF NOT “NEVER” OR “DON’T KNOW/REFUSED” IN Q12)** What is the main reason you take household garbage yourselves to a transfer station or landfill? **(DO NOT READ LIST. RECORD ONE MENTION)**

1-	Large volume/quantity	41%
2-	Items garbage service will not take/too big	26%
3-	Cheaper/saves money	6%
4-	Yard waste/debris	4%
5-	Junk/remodeling debris	8%
6-	More convenient	5%
7-	No garbage service in area	4%
8-	Not enough garbage for regular pickup	3%
9-	Dispose of hazardous waste	2%
10-	Other (SPECIFY)	2%
11-	(DON’T READ) Don’t know/refused	---

Q15.5 How many times in the past year did you or someone from your household take materials to the recycling areas at the transfer station?

1-	Never	73%
2-	Once	7%
3-	Twice	6%
4-	3 times	2%
5-	4 times	2%
6-	More than 4 times	9%
7-	(DON’T READ) Don’t know/refused	0%

Q21 **(IF NOT “BUILDING WITH MORE THAN 4 UNITS” IN Q8)** Do you participate in recycling service at your home?

1-	Yes	84%
2-	No	16%
3-	(DON’T READ) Don’t know/refused	1%

Q22 **(IF “NO” IN Q21)** Why do you choose not to participate? **(DO NOT READ LIST; RECORD MULTIPLE RESPONSES)**

1-	Service not available in my area	16%
2-	Haul own recyclables	23%
3-	Not interested in participating	6%
4-	Costs too much	22%
5-	No time/too much effort	10%
6-	Don't have enough recyclables	10%
7-	Reuse at home	1%
8-	Need more information	4%
9-	Donate to organizations	---
10-	Other (SPECIFY)	4%
11-	(DON'T READ) Don't know/refused	7%

Q23 **(IF "YES" IN Q21)** How satisfied are you with your curbside recycling service?
(READ LIST)

1-	Very satisfied	51%
2-	Satisfied	35%
3-	Somewhat satisfied	6%
4-	Neither satisfied nor dissatisfied	3%
5-	Somewhat dissatisfied	2%
6-	Dissatisfied	1%
7-	Very dissatisfied	1%
8-	(DON'T READ) Don't know/refused	1%

Q24 **(IF "BUILDING WITH MORE THAN 4 UNITS" IN Q8)** Does your building currently have recycling service available?

1-	Yes	76%
2-	No	23%
3-	(DON'T READ) Don't know/refused	1%

Q25 (IF "YES" IN Q24) Do you use the recycling service at your building?

1-	Yes	93%
2-	No	7%
3-	(DON'T READ) Don't know/refused	---

Q26 (IF "NO" IN Q25) Why do you choose not to recycle using the service at your building?
(DO NOT READ LIST; RECORD MULTIPLE RESPONSES)

1-	No time/too much effort	25%
2-	No room to store recyclables in unit	25%
3-	Recycling location not convenient	25%
4-	Building recycling bins are full/too small	---
5-	Unsure <u>where</u> to recycle	---
6-	Unsure <u>what</u> materials to recycle	---
7-	Other (SPECIFY)	---
8-	No particular reason	---
9-	(DON'T READ) Don't know/refused	25%

Q27 (IF "YES" IN Q25) How satisfied are you with your building's recycling services?
(READ LIST)

1-	Very satisfied	43%
2-	Satisfied	34%
3-	Somewhat satisfied	15%
4-	Neither satisfied nor dissatisfied	2%
5-	Somewhat dissatisfied	4%
6-	Dissatisfied	0%
7-	Very dissatisfied	2%
8-	(DON'T READ) Don't know/refused	---

Q30 **(IF “YES” IN Q21 OR Q25)** Can the following items be recycled in the recycling program provided at your residence? **(READ AND ROTATE A-F)**

	<u>Yes</u>	<u>No</u>	<u>DK/NA</u>
A. Plastic bags	30%	57%	12%
B. Plastic trays from frozen foods	28%	53%	20%
C. Pizza boxes	43%	50%	7%
D. Window glass	17%	52%	31%
E. Junk mail	91%	5%	3%
F. Used paper plates and napkins	27%	65%	8%

Q32 Have you ever had contact with staff from King County’s Solid Waste Division, such as on the phone, at a special event, or at a transfer station?

1- Yes	28%
2- No	71%
3- (DON’T READ) Don’t know/refused	1%

Q32.2 **(IF “YES” TO Q32)** How satisfied were you with the level of customer service you received? Would you say you were.... **(READ LIST)**

1- Very satisfied	49%
2- Satisfied	33%
3- Somewhat satisfied	8%
4- Neither satisfied nor dissatisfied	6%
5- Somewhat dissatisfied	1%
6- Dissatisfied	2%
7- Very dissatisfied	1%
8- (DON’T READ) Don’t know/refused	1%

Q36 **(DON'T ASK IF "BUILDING WITH MORE THAN 4 UNITS" IN Q8)** What does your household most often do with grass clippings from your lawn? **(READ LIST; DO NOT ALLOW MULTIPLE RESPONSES)**

1-	Leave clippings on lawn [same as mulching mower]	21%
2-	Curbside yard waste recycling	34%
3-	Compost bin or pile	26%
4-	Self haul for recycling	1%
5-	Self haul for disposal	2%
6-	Landscape service [same as lawn service]	7%
7-	Don't have lawn	8%
8-	Other (SPECIFY)	0%
9-	(DON'T READ) Don't know/refused	1%
10-	Dump elsewhere (on property, empty lot, ravine, etc.)	1%

Q36.1 **(DON'T ASK IF "BUILDING WITH MORE THAN 4 UNITS" IN Q8)** What does your household most often do with brush trimmings, leaves, and other yard waste besides grass? **(READ LIST; DO NOT ALLOW MULTIPLE RESPONSES)**

1-	Curbside yard waste recycling	46%
2-	Compost bin or pile	26%
3-	Landscape service [same as lawn service]	7%
4-	Self haul for recycling	4%
5-	Self haul for disposal	4%
6-	Don't have brush trimmings, leaves, or other non-grass yard waste	6%
7-	Other (SPECIFY)	1%
8-	(DON'T READ) Don't know/refused	2%
9-	Burn them	3%
10-	Dump elsewhere (on property, empty lot, ravine, etc.)	1%
11-	Grind/chip them	1%

Q36.2 **(DON'T ASK IF "BUILDING WITH MORE THAN 4 UNITS" IN Q8 AND IF NOT "COMPOST IN A PILE OR BIN" IN Q36 OR Q36.1)** Do you compost your yard waste at home? *[To clarify, compost means material produced from the breakdown of organic materials such as yard or food wastes. Also, this includes digging a hole and burying these materials.]*

1-	Yes	20%
2-	No	79%
3-	(DON'T READ) Don't know/refused	1%

Q36.3 Do you compost food waste, such as vegetable scraps, at home?

1-	Yes	18%
2-	No	82%
3-	(DON'T READ) Don't know/refused	---

Q40 Would you be willing to separate your food waste from your other garbage, if it could be collected for recycling at no additional cost?

1-	Yes	52%
2-	No	40%
3-	(DON'T READ) Don't know/refused	8%

Q42 Do you have any computers at home that you no longer use and are currently storing? If so, how many?

1-	No/None	75%
2-	One	16%
3-	Two	5%
4-	Three	2%
5-	More than three	1%
6-	(DON'T READ) Don't know/refused	1%

Q43 If you needed to get rid of an unwanted computer, what would you do with it? **(DO NOT READ LIST; RECORD MULTIPLE MENTIONS)**

1-	Throw it away in the garbage	4%
2-	Take it to the dump/transfer station	8%
3-	Take it to a store or collection center	12%
4-	Sell it	6%
5-	Donate it	29%
6-	Give it away to friends or family	14%
7-	Recycle it (SPECIFY – PROBE TO DETERMINE HOW)	
	– general/pay someone to recycle it	1%
8-	Other (SPECIFY)	1%
9-	(DON'T READ) Don't know/refused	23%
10-	Take it to a recycling event/collection event (they have in community)	2%
11-	Research (how to recycle it/where to take it) – call “___”/check website/yellow pages/ask “___”	5%

Q43.5 Assume that your computer is broken and can't be fixed, but that recycling services are available. Which would be the most convenient way for you to recycle your computer? **(READ LIST)**

1-	Take to local computer/electronics store	41%
2-	Take to local transfer station	42%
3-	Send back to the manufacturer	3%
4-	Other (SPECIFY)	1%
5-	(DON'T READ) Don't know/refused	7%
6-	Donate it	2%
7-	Take it to a recycling event/collection event (they have in community)	1%
8-	Throw it away in garbage can/dumpster	1%
9-	Have someone pick it up from me	2%
10-	Fix broken part/give it to friend/relative who rebuilds computers	1%

Q45 Do you have any TVs at home that you no longer use and are currently storing? If so, how many?

1-	No/None	84%
2-	One	12%
3-	Two	3%
4-	Three	1%
5-	More than three	0%
6-	(DON'T READ) Don't know/refused	---

Q46 If you planned to get rid of an unwanted TV, what would you do with it? **(DO NOT READ LIST; RECORD MULTIPLE MENTIONS)**

1-	Throw it away in the garbage	9%
2-	Take it to the dump/transfer station	25%
3-	Take it to a store or collection center	6%
4-	Sell it	6%
5-	Donate it	28%
6-	Give it away to friends or family	10%
7-	Recycle it (SPECIFY – PROBE TO DETERMINE HOW)	
	- general/pay recycling service	1%
8-	Other (SPECIFY)	0%
9-	(DON'T READ) Don't know/refused	15%
10-	Research (how to recycle it/where to take it) – call “___”/check website/yellow pages/ask “___”	3%
11-	Take it to a recycling event/collection event (they have in community)	2%

Q47 TVs, computers, and some electronics have parts that can harm the environment if they are improperly disposed. Who do you think should pay for making sure these products are safely recycled or disposed? **(ROTATE ORDER OF RESPONSES; READ LIST BEFORE ACCEPTING A RESPONSE; RECORD ONE RESPONSE)**

1-	Consumer	47%
2-	Government	10%
3-	Manufacturer	28%
4-	Retail store	2%
5-	(DON'T READ) Other (SPECIFY)	1%
6-	(DON'T READ) Don't know/refused	8%
7-	Any combination of 2 or more of listed choices	4%

Q47.5 If a small fee was charged for recycling your broken or outdated electronic equipment, would you prefer to pay the fee... **(READ LIST BEFORE ACCEPTING A RESPONSE; RECORD ONE RESPONSE)**

1-	When you purchase the equipment	19%
2-	When you are ready to recycle the equipment	77%
3-	(DON'T READ) There shouldn't be a fee	1%
4-	(DON'T READ) Don't know/refused	3%

Q49 Have you ever visited the King County website? (The address is www.metrokc.gov.)

1-	Yes	31%
2-	No	68%
3-	(DON'T READ) Don't know/refused	1%

Q49.5 **(IF "YES" TO Q49)** Have you visited King County's website to obtain information about garbage service and recycling?

1-	Yes	33%
2-	No	67%
3-	(DON'T READ) Don't know/refused	---

Q72 Have you ever heard of the "Waste-Free Holidays" program?

1-	Yes	16%
2-	No	83%
3-	(DON'T READ) Don't know/refused	2%

CLASSIFICATION QUESTIONS:

Q102 How many years have you lived at your present residence?

_____ **ENTER EXACT NUMBER**

RESPONSES GROUPED ACCORDING TO THE FOLLOWING RANGES:

1-	Less than 3 years	28%
2-	3 to 5 years	22%
3-	6 to 10 years	19%
4-	11 to 20 years	16%
5-	More than 20 years	15%
6-	(DON'T READ) Don't know/refused	---

Q105 Which of the following best describes your combined annual household income?
(READ LIST)

1-	Under \$20,000	3%
2-	\$20,000-\$29,999	7%
3-	\$30,000-\$39,999	8%
4-	\$40,000-\$49,999	9%
5-	\$50,000-\$74,999	20%
6-	\$75,000-\$99,999	14%
7-	\$100,000 or more	18%
8-	(DON'T READ) Don't know/refused	21%

Q106 What ethnic group best describes your background? **(PROMPT ONLY IF NEEDED)**

1-	White/Caucasian	81%
2-	Hispanic/Latino	2%
3-	Black/African-American	1%
4-	Native American/American Indian	1%
5-	Chinese-American	1%
6-	Japanese-American	0%
7-	Other Asian/Pacific Islander	5%
8-	Other mixed racial heritage	2%
9-	(DON'T READ) Don't know/refused	6%

Q107 Do you have any final comments you would like to pass along to the King County Solid Waste Division? **(RECORD VERBATIM RESPONSE)**

Q109 And finally, just to verify, did I reach you by dialing...?

Thank you very much for your time and assistance.