

2013 Stowell Data®

Textiles and Mattresses Consumer Recycling Behavior and Awareness Profile



COLEHOUR + COHEN
Public Relations & Social Marketing

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LEIGH STOWELL & COMPANY



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Survey Background

Objective

To understand current behavior among King County residents related to the recycling of various types of textiles, perceptions as to what items are considered acceptable for donation, and awareness of and attitudes toward various collection options. In addition, to understand mattress disposal behavior and motivation.

Strategy

- Online survey of adults aged 22 and over in King County.
- Measure most common disposal options utilized for clothing, shoes and linens, as well as what types of items are most commonly thrown in the trash, and what would motivate residents to donate more.
- Measure reasons behind mattress disposal, awareness of what happens to mattresses, and motivation to recycle.

Survey Methodology

- Total sample = 501 completed* surveys throughout King County
 - Proportion for completed surveys within the City of Seattle = 25.7%
 - 50/50 Gender split
- Data Collection Method = Self-administered web-survey
 - Respondents are recruited via partner websites and confirmed through email response
- Data Collection: October 30 – November 5, 2013
- Margin of Error = +/- 4.38% at 95% confidence level
- 5-minute interview average

**respondents must answer all questions to be included in sample.*

Mattresses - Summary of Survey Findings

Disposal Reasons and Methods

- Most respondents who have disposed of a mattress have done so while replacing an old mattress with a new one.
 - The majority (55%) had that mattress taken away by the retailer.
 - 20% sold the used mattress or gave it away for free.
 - 10% took it to a transfer station.
- Among those who had a mattress removed, 72% either paid no fee or do not remember paying a fee for the service.

Mattresses - Summary of Survey Findings

Recycling Awareness

- Among those who had a mattress removed, 41 percent said they don't know what happened to a mattress at "end of life".
- Most respondents are unaware of mattress recycling options in the area.
- Nearly 70 percent of respondents stated that they would be more likely to purchase a mattress from a retailer that recycles.
- More than half of respondents (52%) stated that they would be willing to pay to have their mattress recycled.

Mattresses

Questions – Mattresses

Disposal Methods

“Thinking about the last time you or anyone in your household got rid of a mattress, what was the reason?”

“What did you do with that mattress?”

“How much did you pay to get rid of that mattress?”

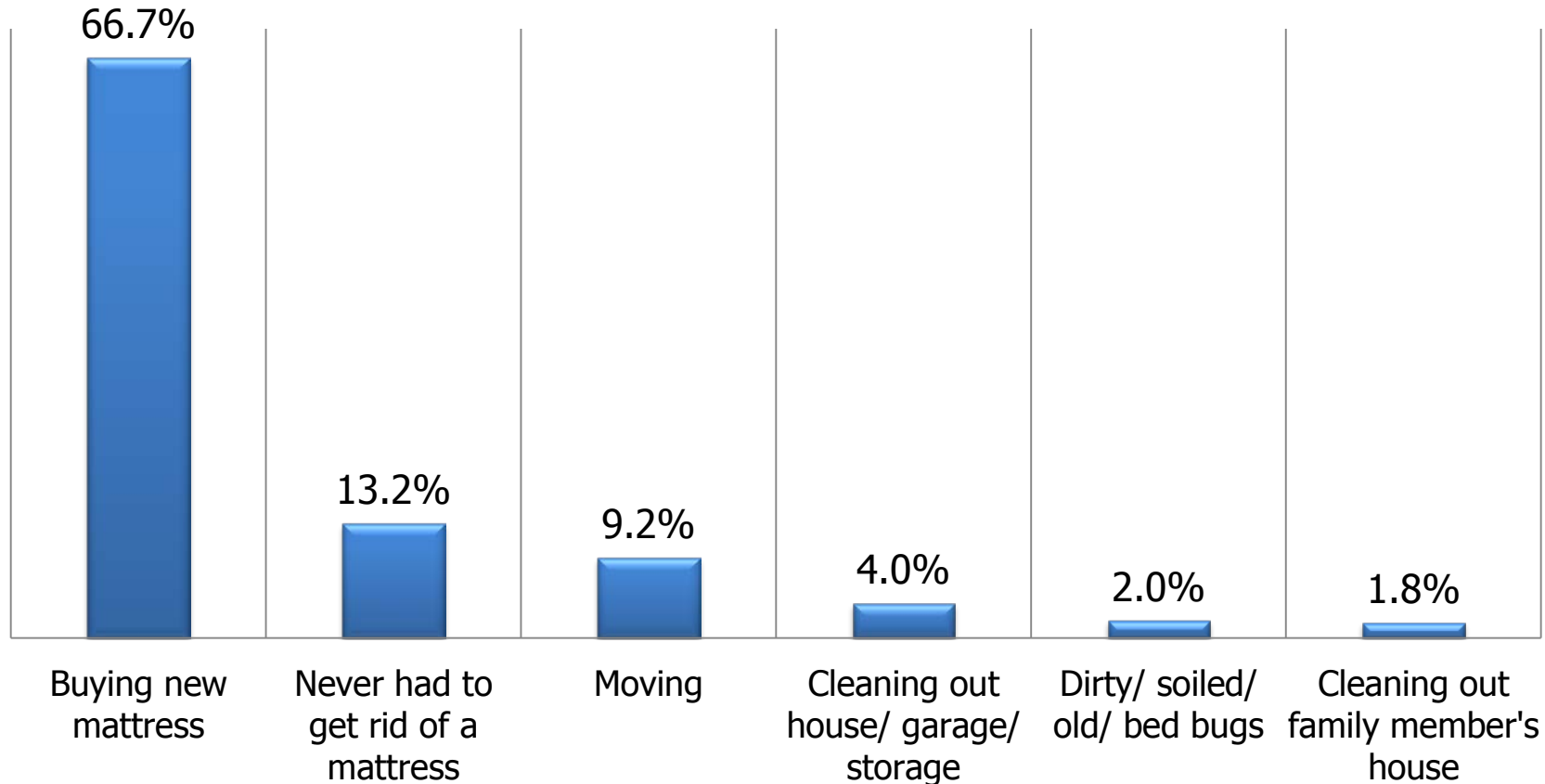
“If you needed to get rid of a mattress today, which of the following would you most likely do?”

- Have it removed by the retailer I bought my new mattress from
- Have it removed by a junk removal company
- Schedule a special pick-up with my garbage collector
- Sell it or give it away for free
- Take it to a transfer station or dump

Reason For Disposal

“Thinking about the last time you or anyone in your household got rid of a mattress, what was the reason?”

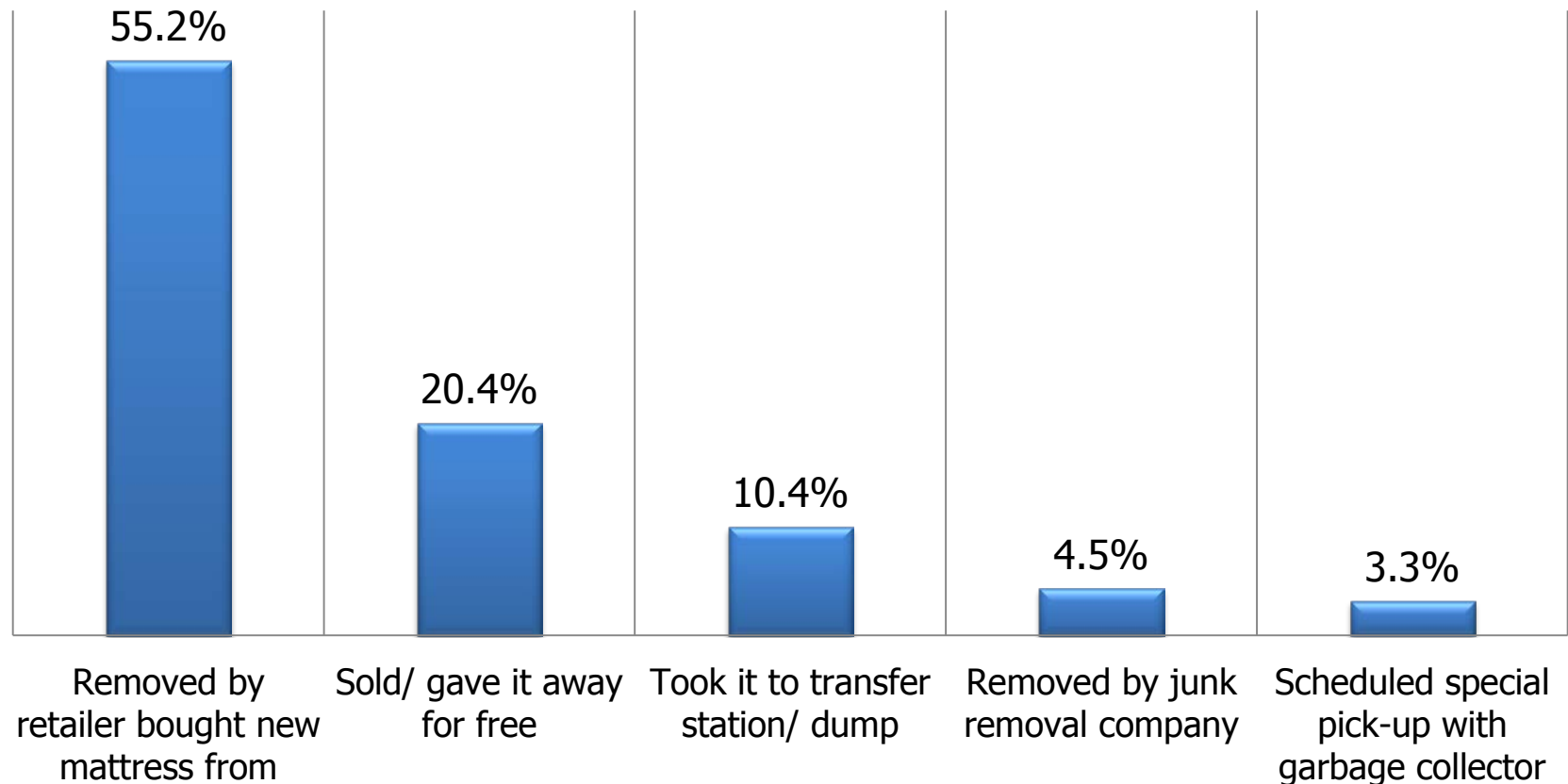
Among Adults 22+



Disposal Method

“What did you do with that mattress?”

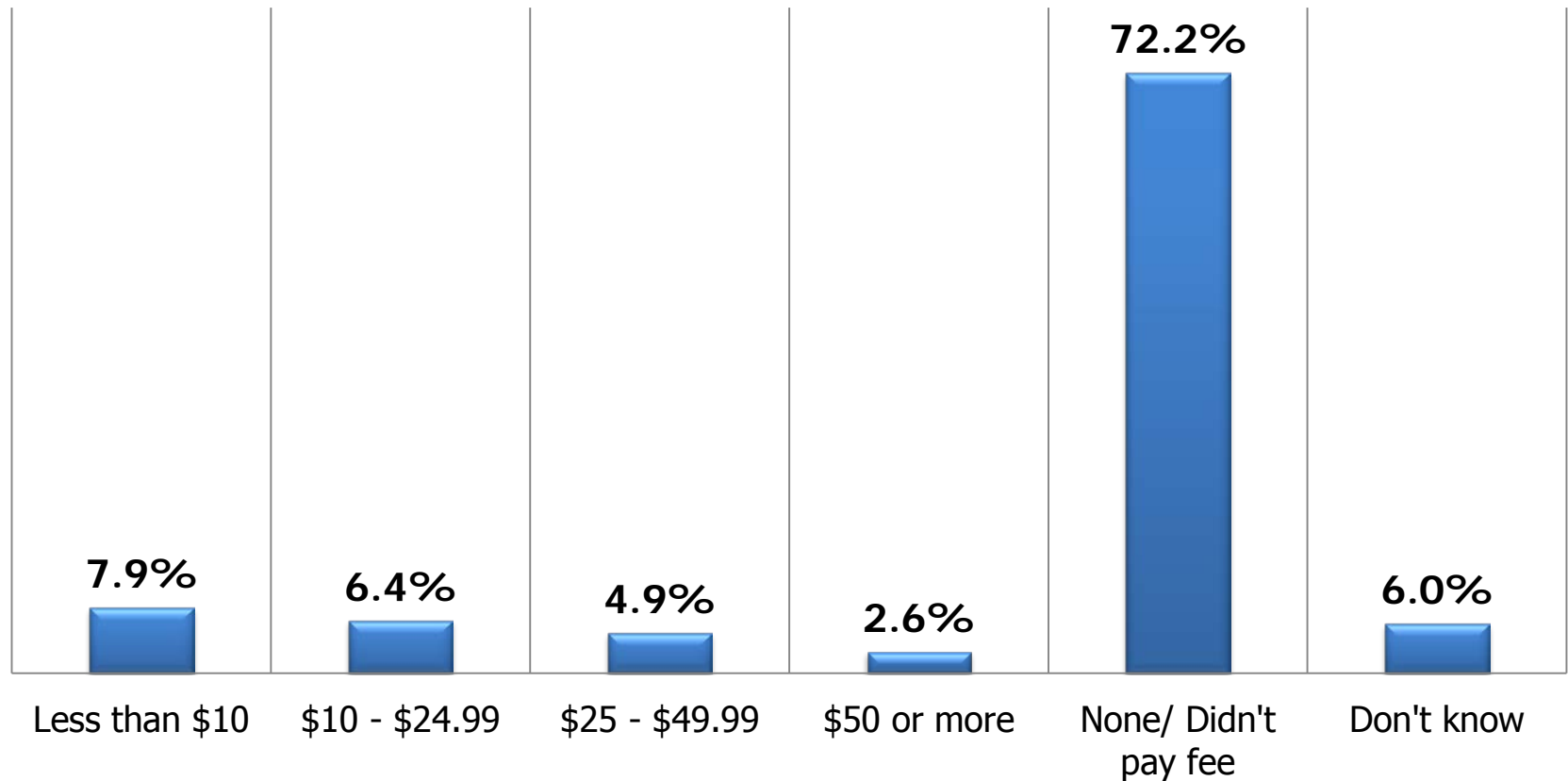
Among those who disposed of a mattress



Removal Fee Paid

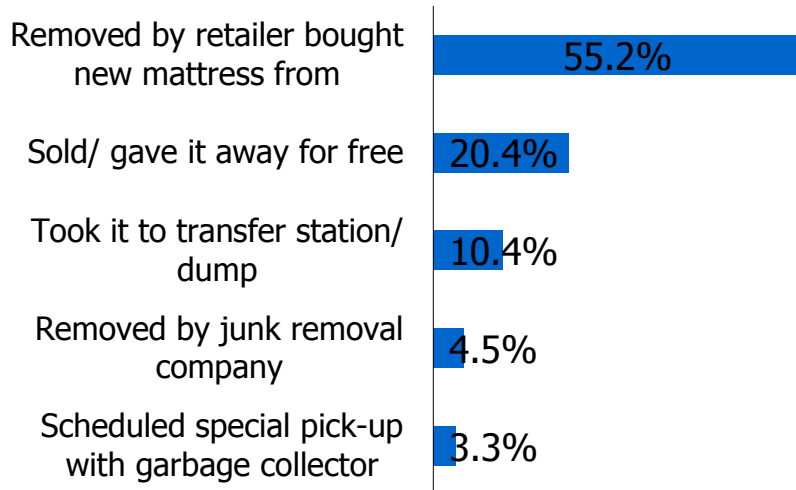
Mattress

Among those who had mattress removed

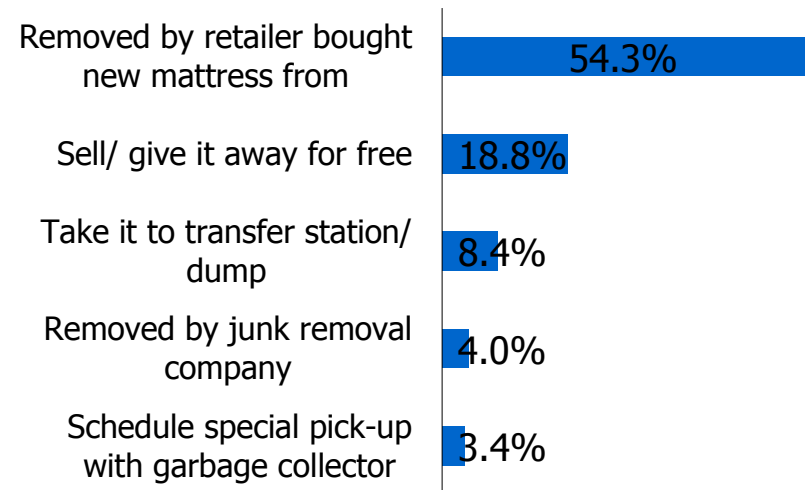


Disposal Method – Past vs. Future Mattress

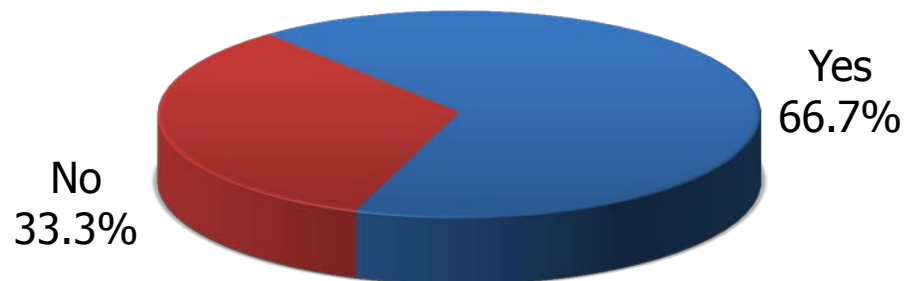
How disposed of **LAST** mattress



How plan to dispose of **NEXT** mattress



Would do the same thing as last time



Questions – Mattresses

Recycling Awareness and Motivation

“What do you think happened to that mattress after it was hauled away?”

- It was taken apart and recycled
- It was used again
- It was taken to a landfill

“Have you seen or heard anything about mattress recycling options in your area?”

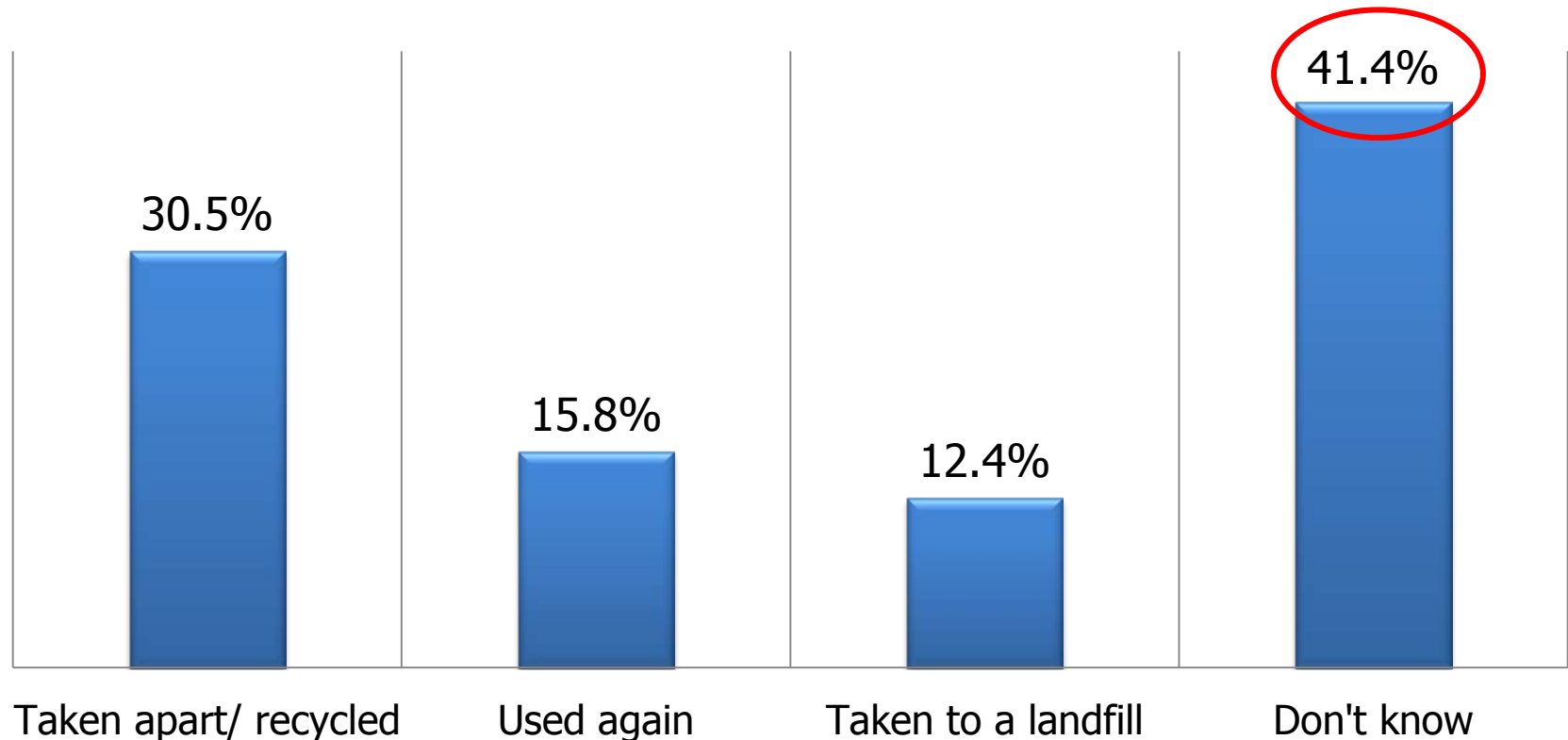
“Would you be more likely to purchase a mattress from a retailer that advertises that it recycles old mattresses?”

“Would you be willing to pay between \$10 and \$30 to have your mattress recycled, even if disposal costs less? ”

Disposal Perception

“What do you think happened to that mattress after it was hauled away?”

Among those who had a mattress removed by a retailer, junk removal company, or garbage collector

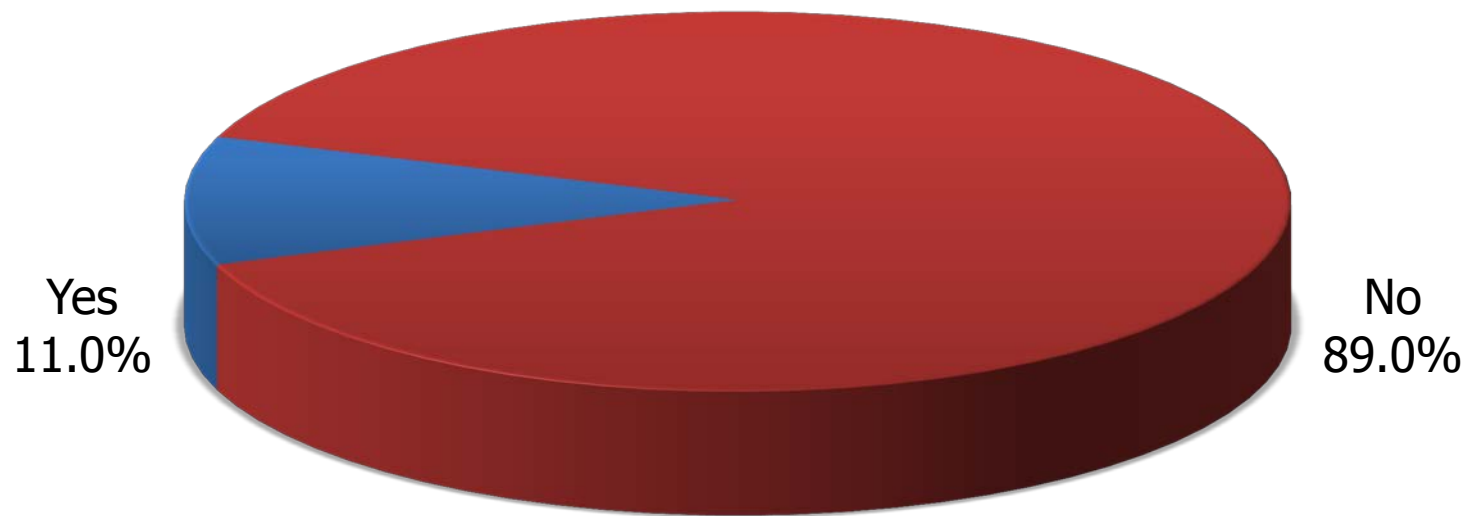


Over 40% of respondents have no idea what became of their mattress.

Aware Of Recycling Options

“Have you seen or heard anything about mattress recycling options in your area?”

Among Adults 22+

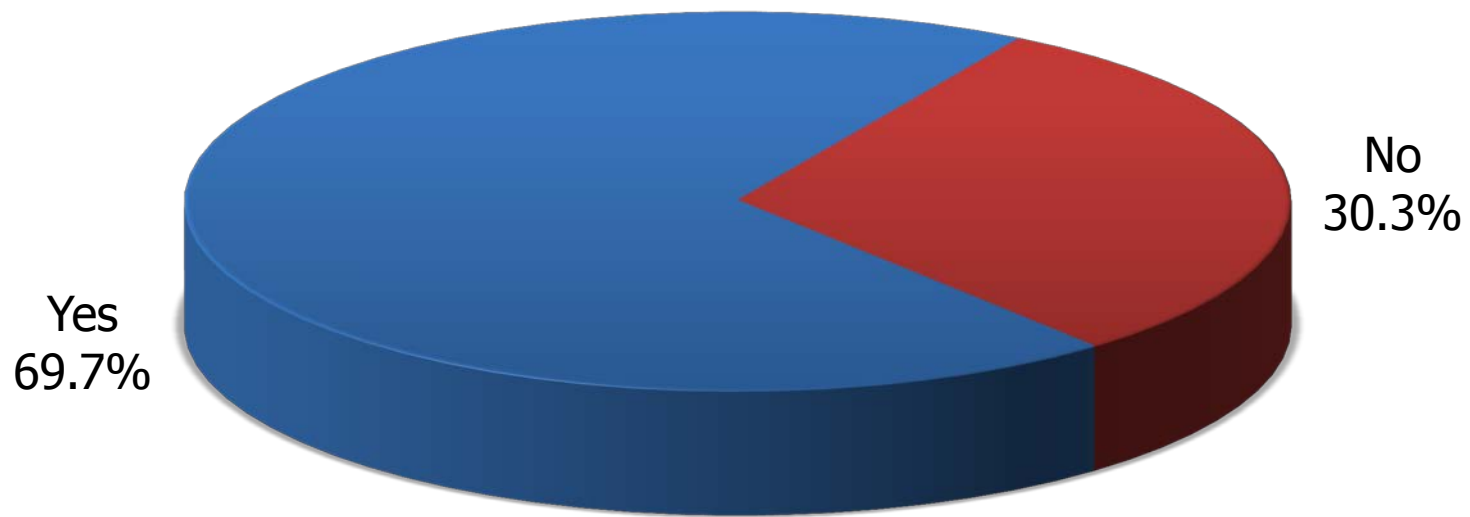


The vast majority of respondents are unaware of mattress recycling options in the area.

Recycling Motivation

“Would you be more likely to purchase a mattress from a retailer that advertises that it recycles old mattresses?”

Among Adults 22+

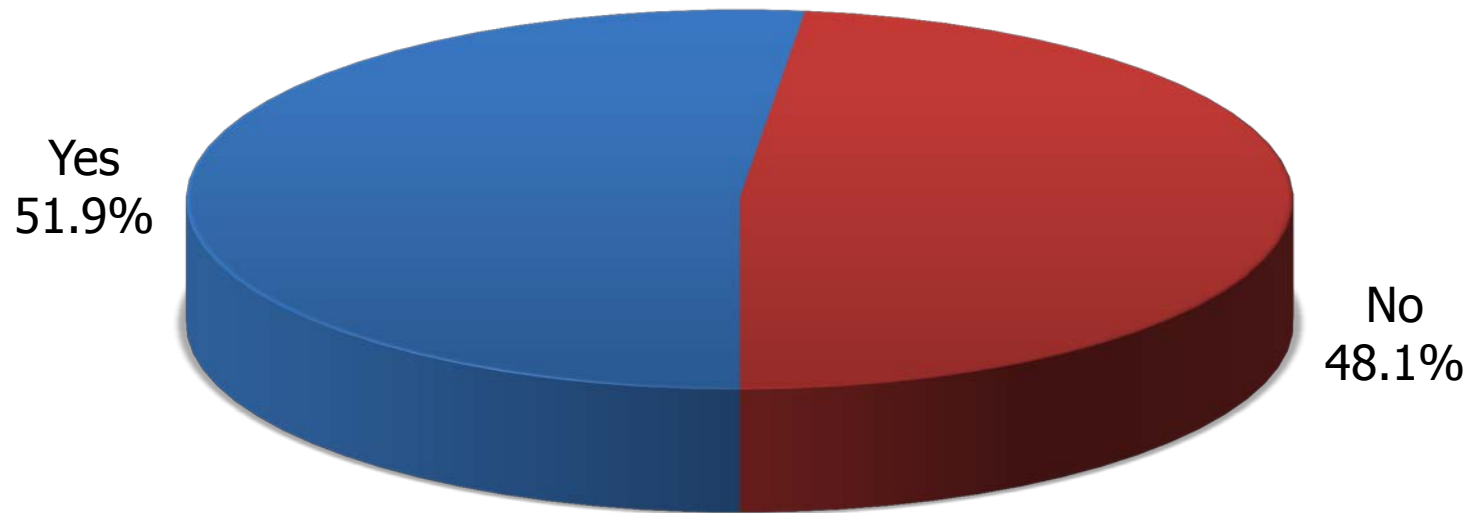


Nearly 70% of respondents would be more likely to purchase a mattress from a retailer that recycles.

Recycling Motivation

“Would you be willing to pay between \$10 and \$30 to have your mattress recycled, even if disposal costs less?”

Among Adults 22+



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