



Residential Food Scrap Program

Survey Results

Presented to

**Alameda County Waste Management Authority
Technical Advisory Committee**

Presented by

The Evans McDonough Co.

July 2004

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Methodology



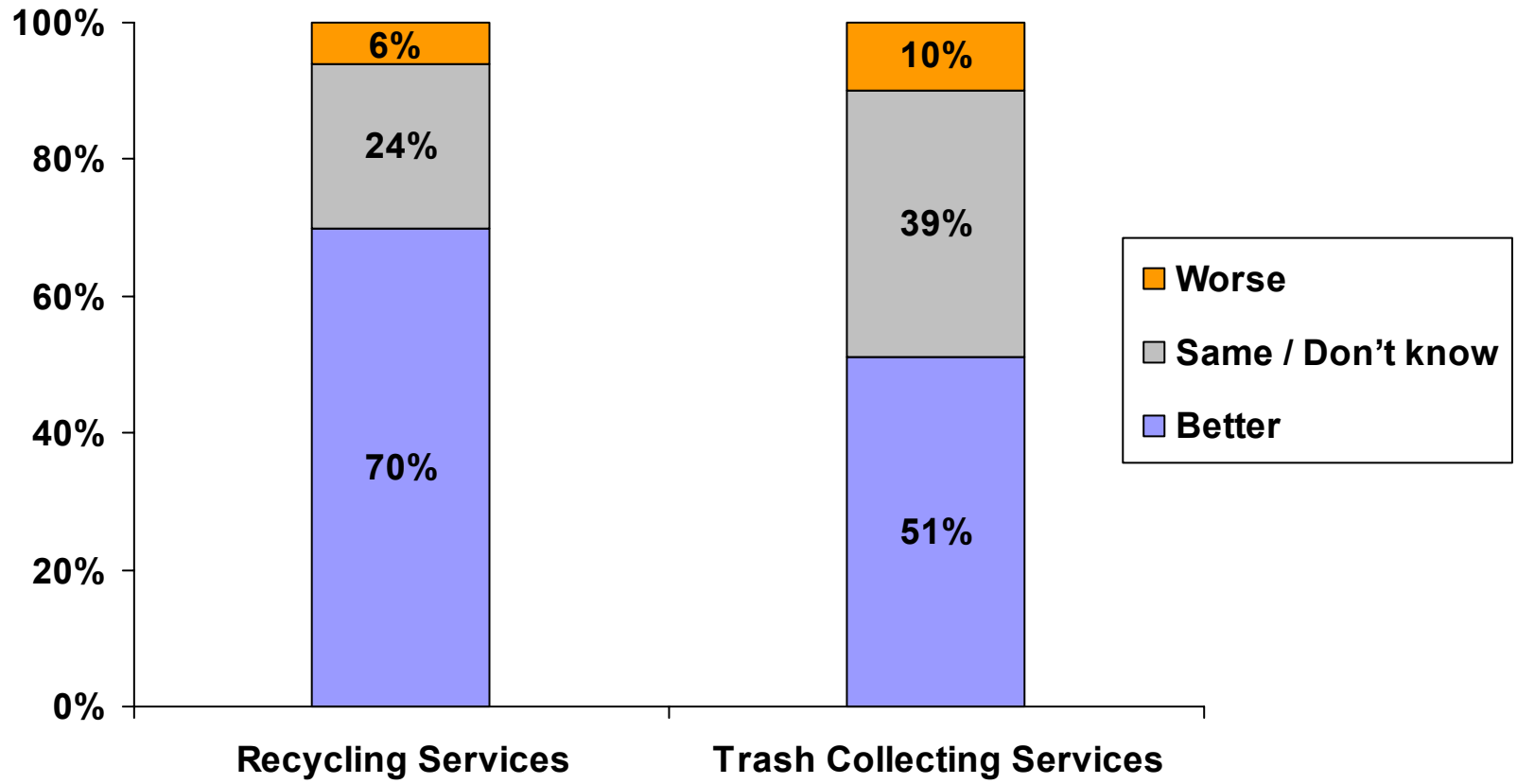
- Telephone survey
- Residents of Alameda County cities with established food scrap recycling programs.
- Randomly selected using Random Digit Dialing (RDD).
- Trained, professional interviewers
- April 29 – May 11, 2004
- Margin of error ± 3.4 percentage points

City	Number of interviews	Margin of Error	Weighted percentage
Alameda	212	± 6.7	20%
Castro Valley	200	± 6.9	15%
Fremont	203	± 6.9	53%
San Leandro (94577 only)	202	± 6.9	12%
Total	817	± 3.4	100%

As with any opinion research, the release of selected figures from this report without the analysis that explains their meaning would be damaging to EMC. Therefore, EMC reserves the right to correct any misleading release of this data in any medium through the release of correct data or analysis.

Recycling and Trash Collection Service

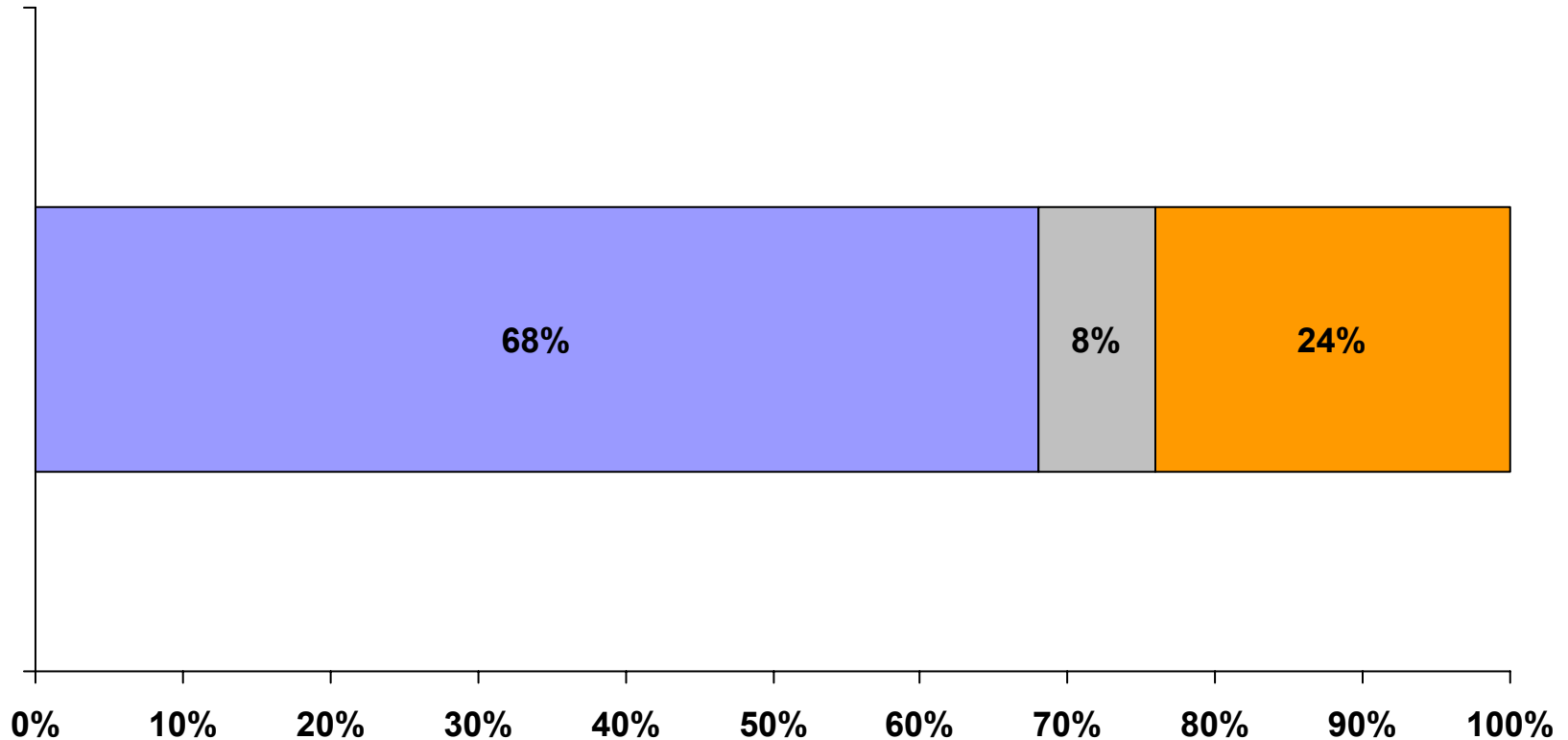
Compared to 3 or 4 years ago



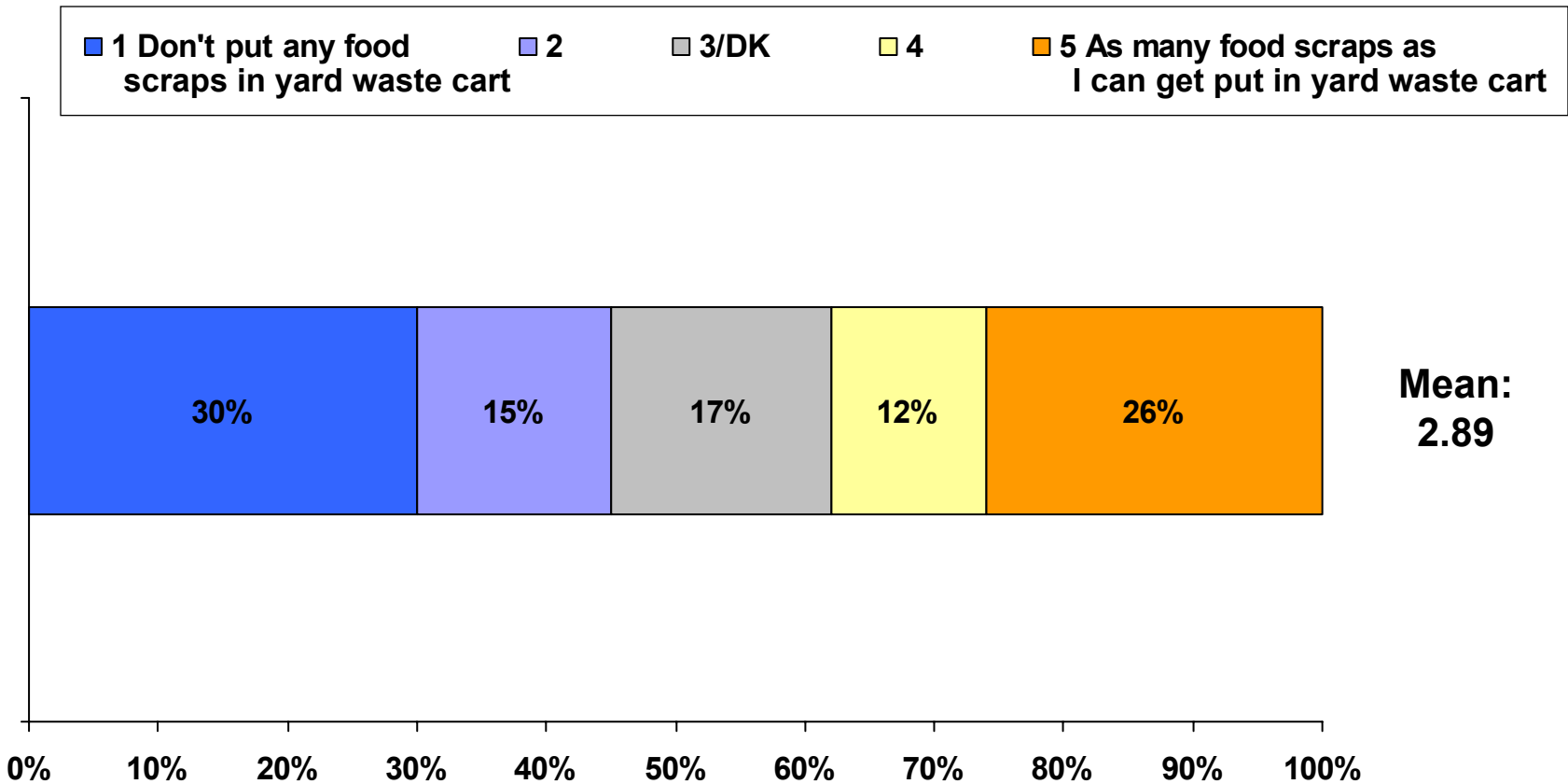
Awareness of Food Scrap Recycling Program



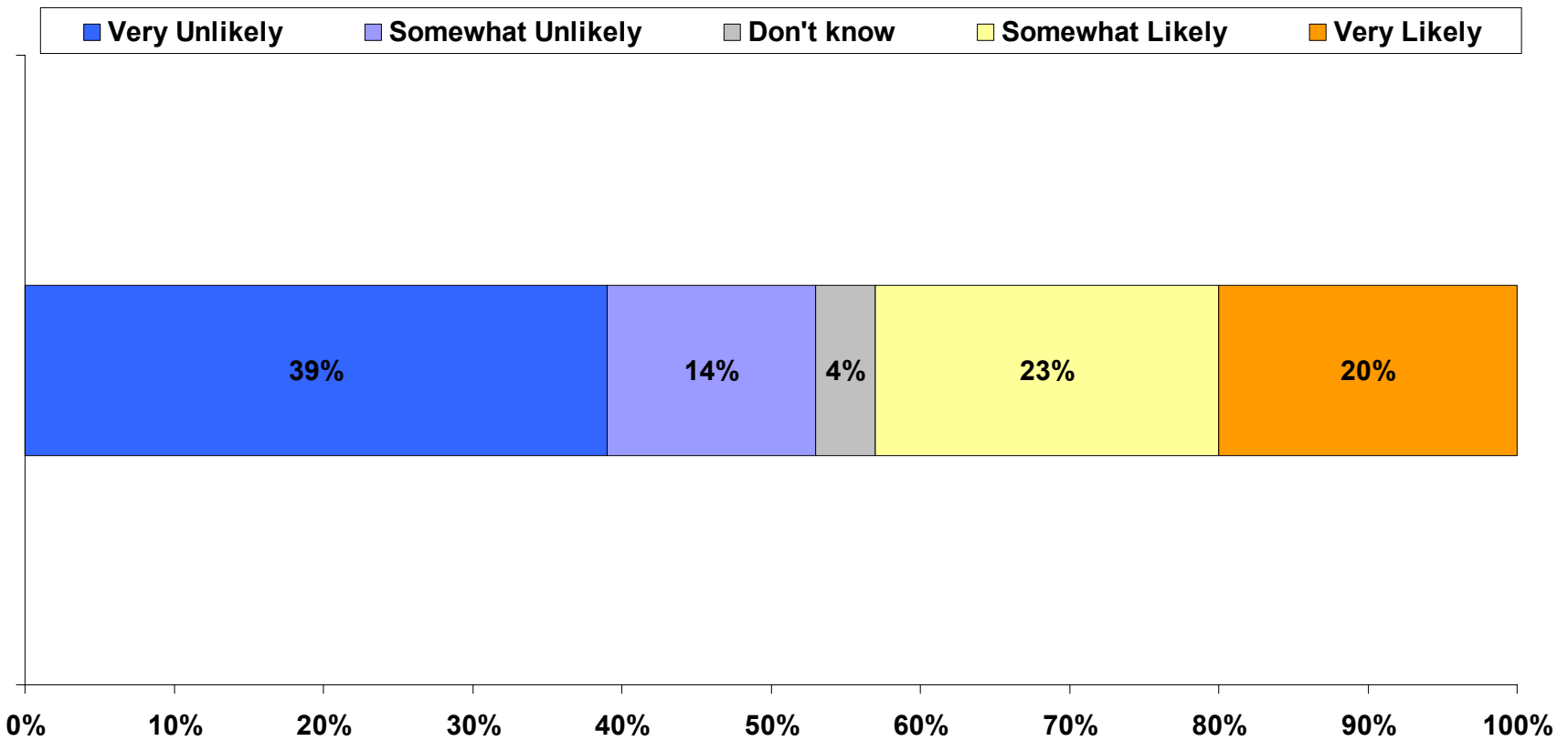
Does your community allow you to put food scraps in your yard waste cart, or not?



Participation Among Aware



Likelihood of Participation Among Unaware



Reasons for Non-Participation

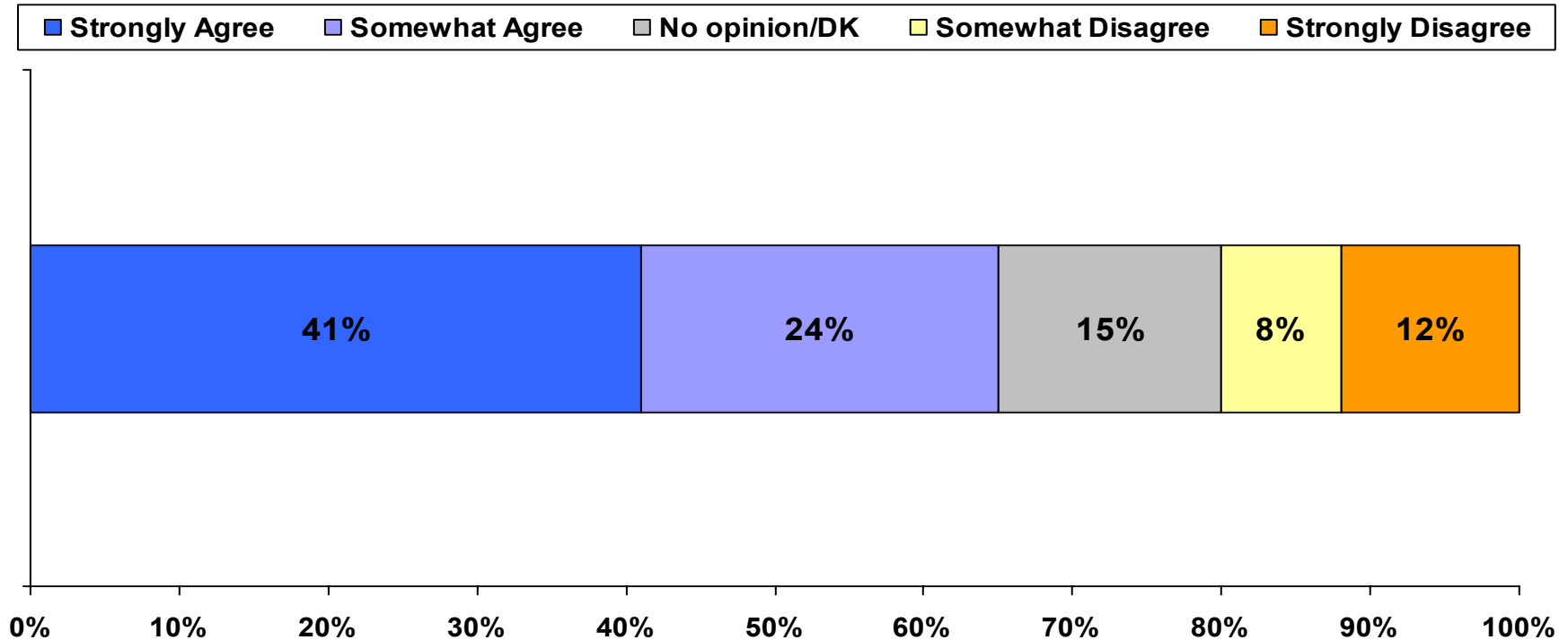


Inconvenient	30%
Odor/smell	23%
Rodents/flyes/bugs	16%
Composting it	11%
Not clean	11%
Not enough yard waste	10%
Giving food scraps to pets	6%
Put food scraps in garbage disposal	6%
Don't have enough information	4%
Waste cart is too small	2%
Other	2%
Don't know	10%

Satisfaction with Food Scraps Recycling Program

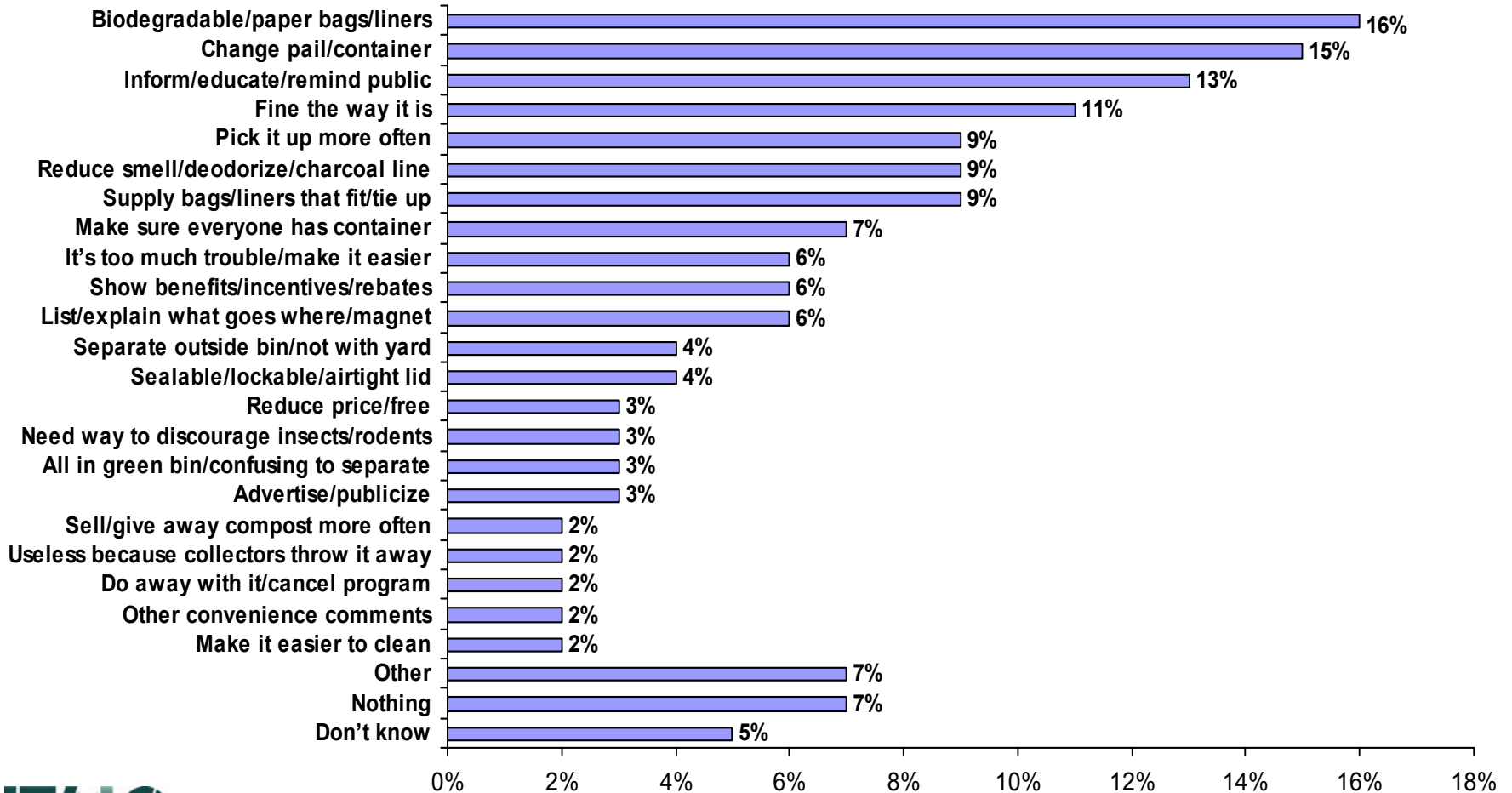


“I am satisfied with the food scraps recycling program in my community.”

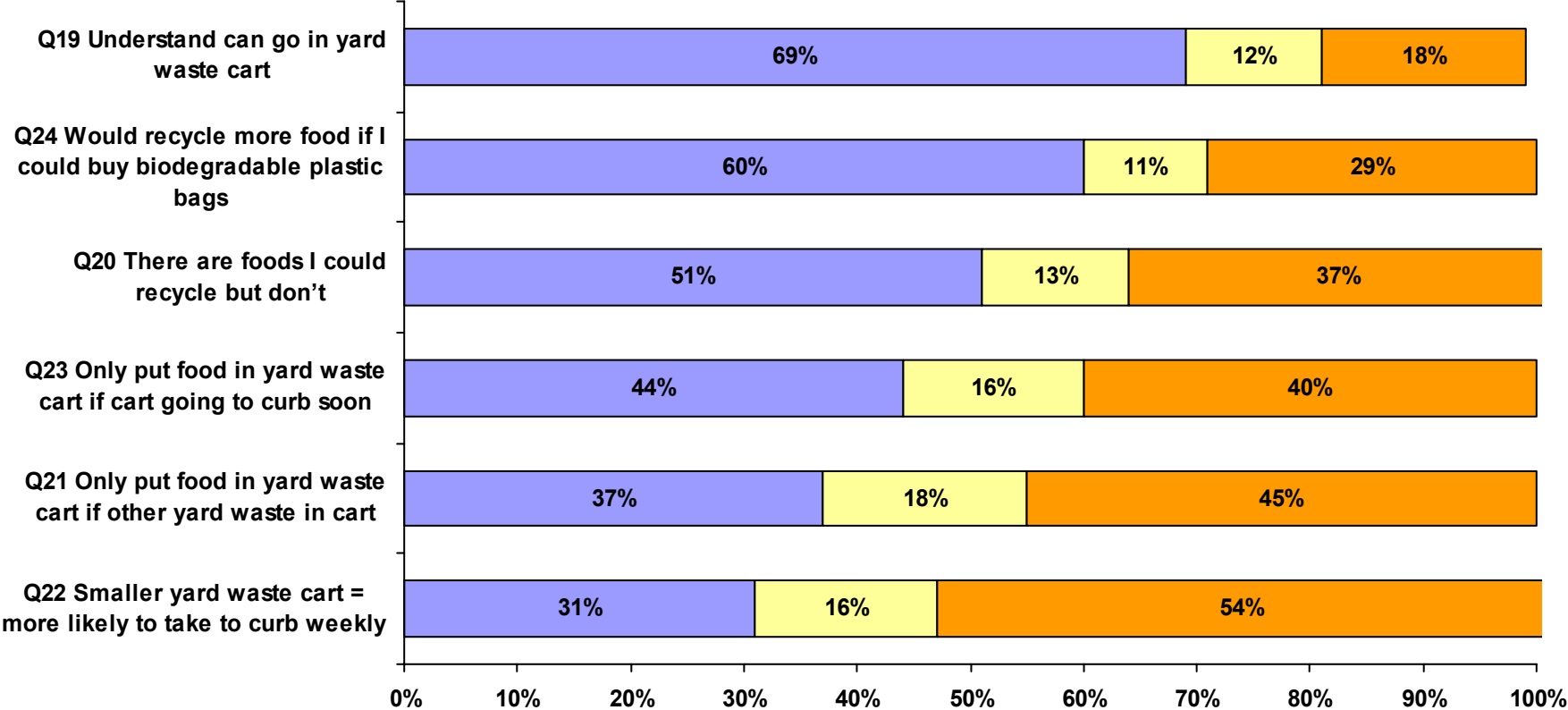


How to Improve Food Scrap Program

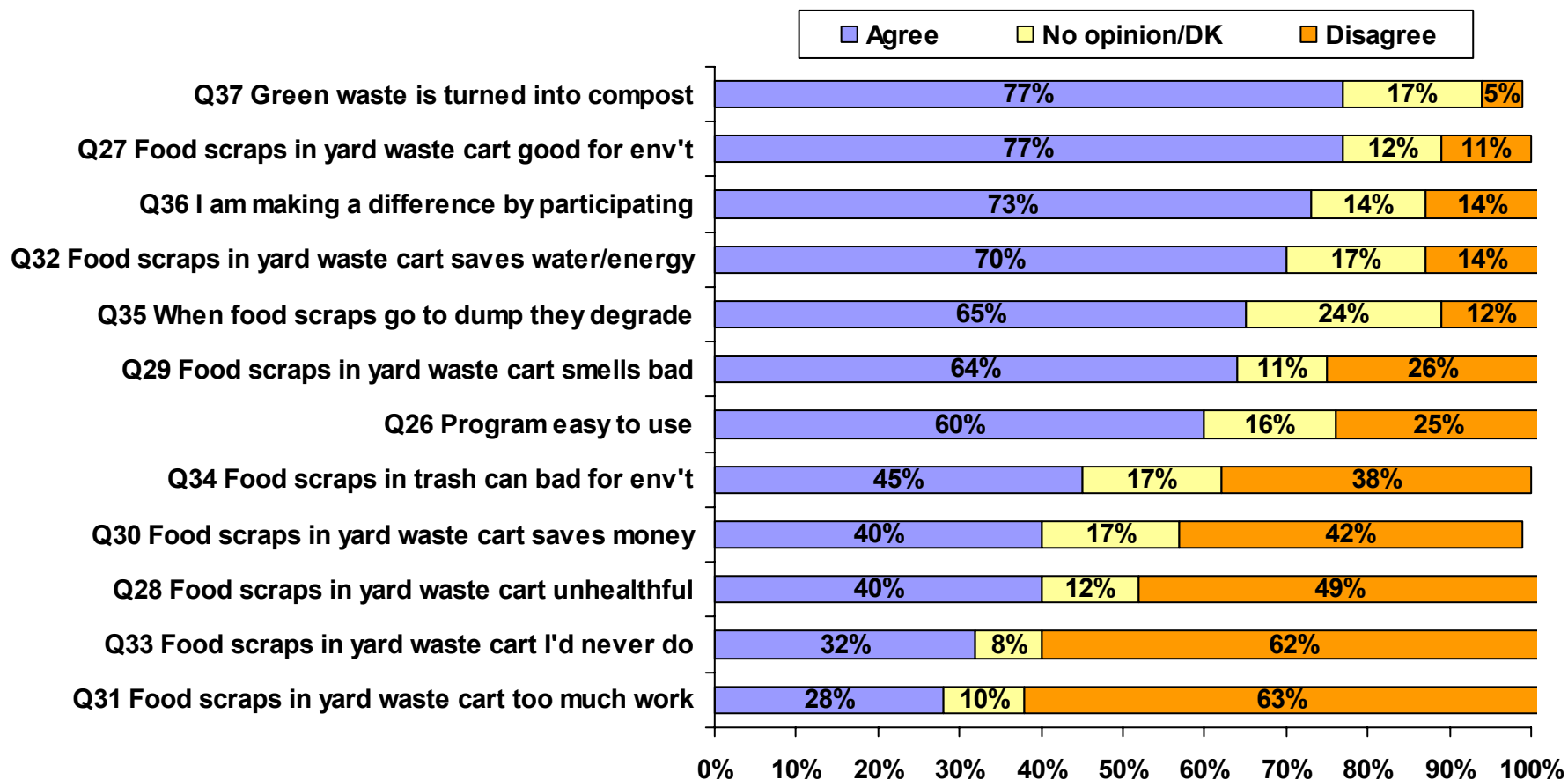
“What suggestions would you give your recycling company to make the food scraps recycling program better?”



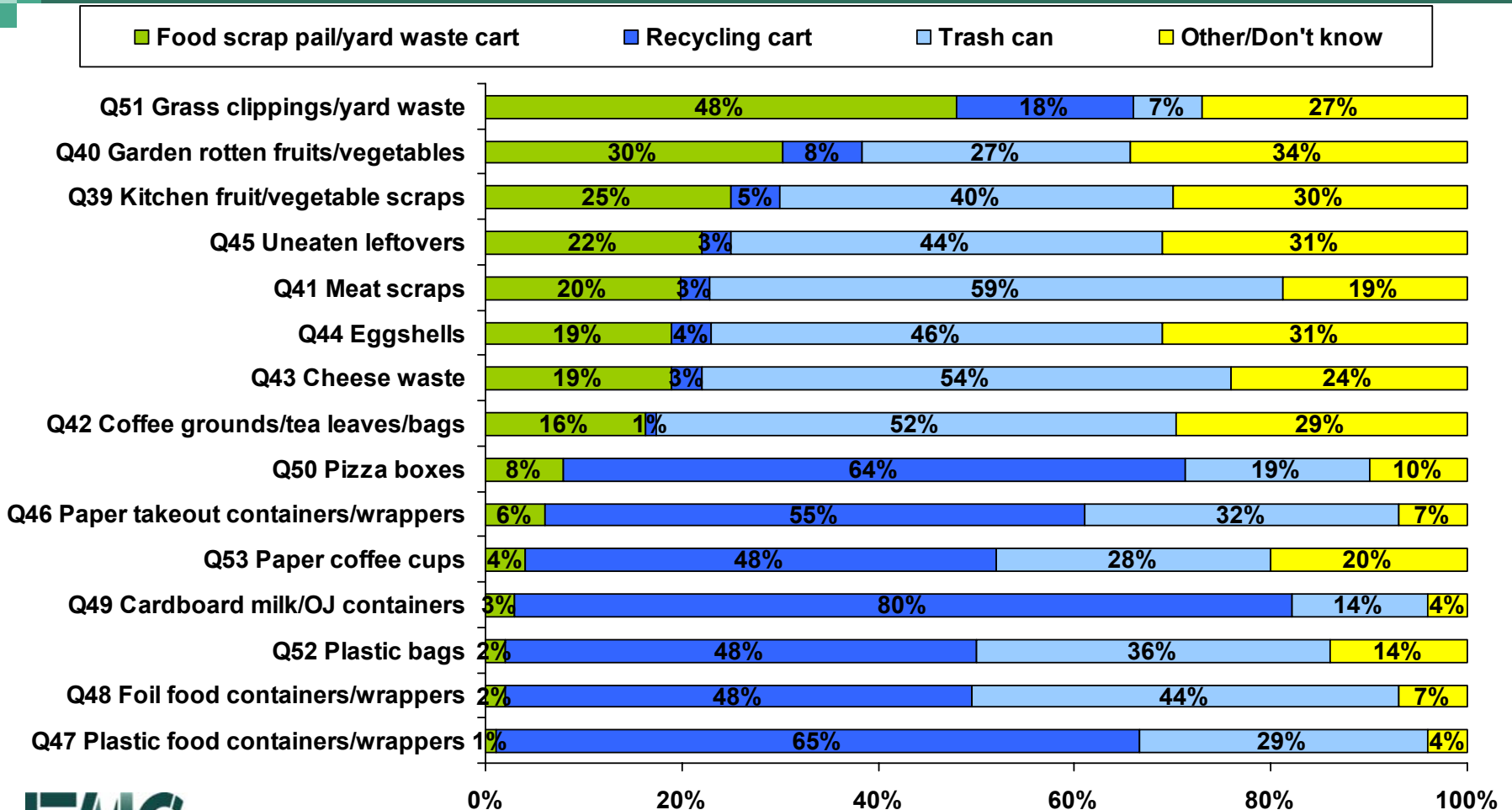
Behavioral Statements



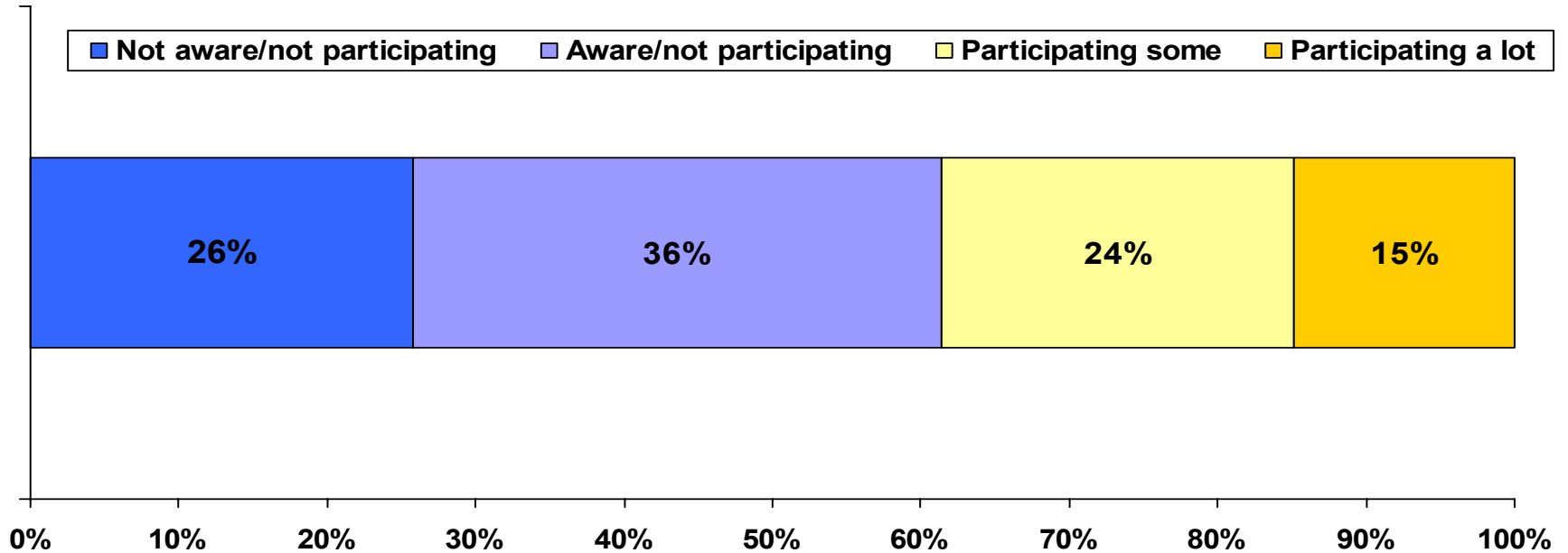
Attitudinal Statements



Product Disposal Methods



Awareness and Participation in Food Scrap Recycling Program



- **“Participating some”** indicates that the respondent recycles 1 to 4 of 10 described recyclable food waste materials (e.g. fruit and vegetable trimmings, eggshells, or pizza boxes).
- **“Participating a lot”** indicates that the respondent recycles 5 or more of 10 described food waste materials.

Participation Group Profiles



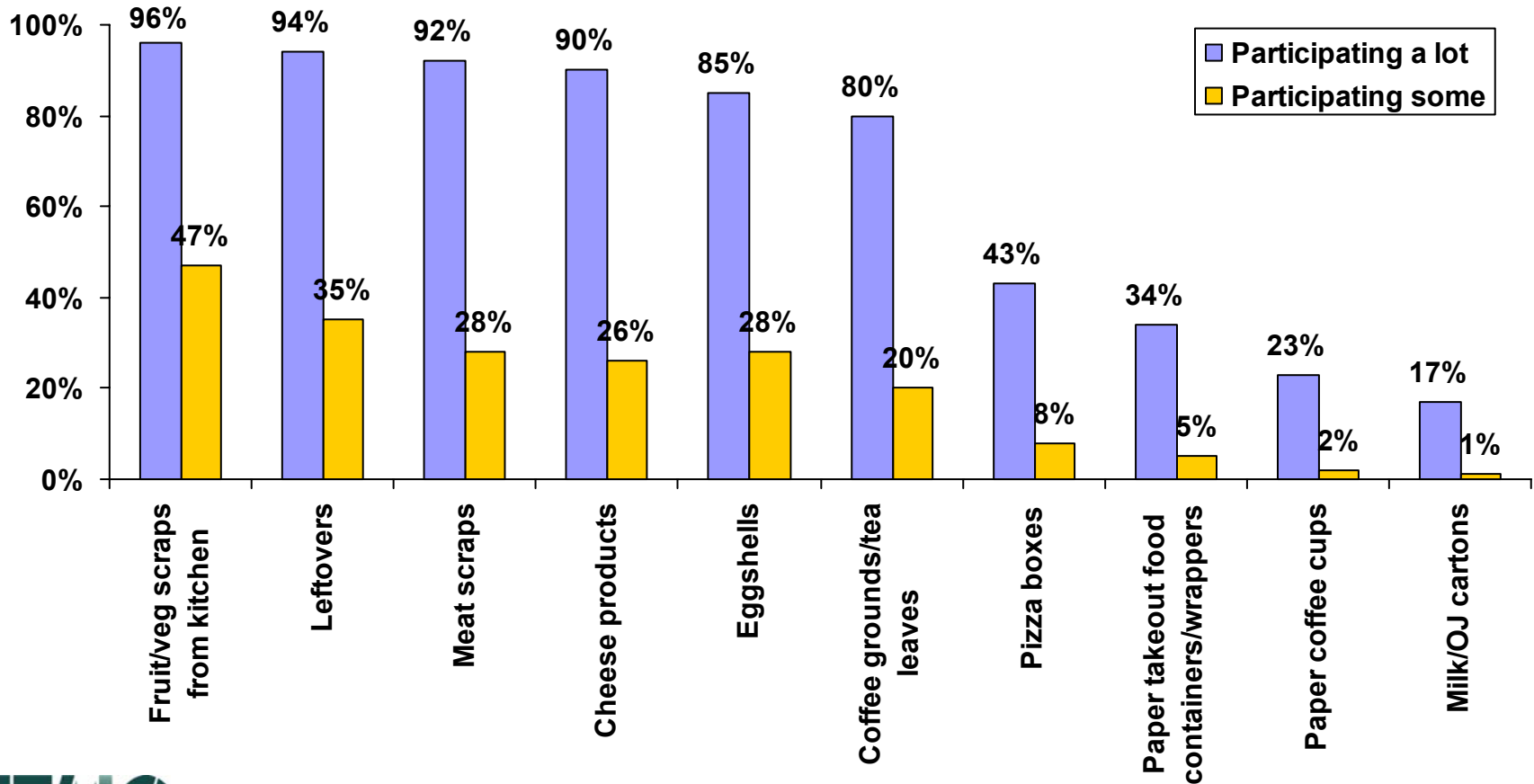
	Overall	Participating a Lot	Participating Some	Aware/Not Participating	Not Aware/Not Participating
Male	48%	42%	50%	45%	53%
Female	52%	58%	50%	55%	47%
Employed	56%	39%	55%	65%	54%
Retired	22%	35%	29%	19%	14%
Other job status	21%	26%	15%	16%	31%
Strong environmentalist	22%	33%	26%	17%	19%
Moderate environmentalist	50%	52%	49%	54%	46%
Sometimes/not environmentalist	28%	15%	26%	28%	35%
At current address 0-3 years	26%	22%	18%	22%	42%
At current address 4-10 years	31%	24%	35%	31%	31%
At current address 11-20 years	17%	19%	15%	21%	21%
At current address 20+ years	25%	35%	32%	26%	26%

Participation Group Profiles



	Overall	Participating a Lot	Participating Some	Aware/Not Participating	Not Aware/Not Participating
18-29	10%	8%	6%	9%	17%
30-39	19%	16%	13%	19%	25%
40-49	25%	21%	23%	26%	26%
50-59	20%	23%	22%	22%	13%
60+	26%	32%	35%	24%	18%
Under 50	54%	44%	43%	54%	68%
50 and over	46%	56%	57%	46%	32%
Male Under 50	25%	16%	22%	23%	33%
Female Under 50	29%	28%	21%	31%	35%
Male 50+	23%	26%	28%	22%	19%
Female 50+	23%	30%	29%	24%	12%
White	56%	68%	57%	61%	42%
Hispanic	11%	8%	16%	6%	16%
Asian	20%	19%	19%	17%	26%
Other race	12%	4%	7%	16%	16%

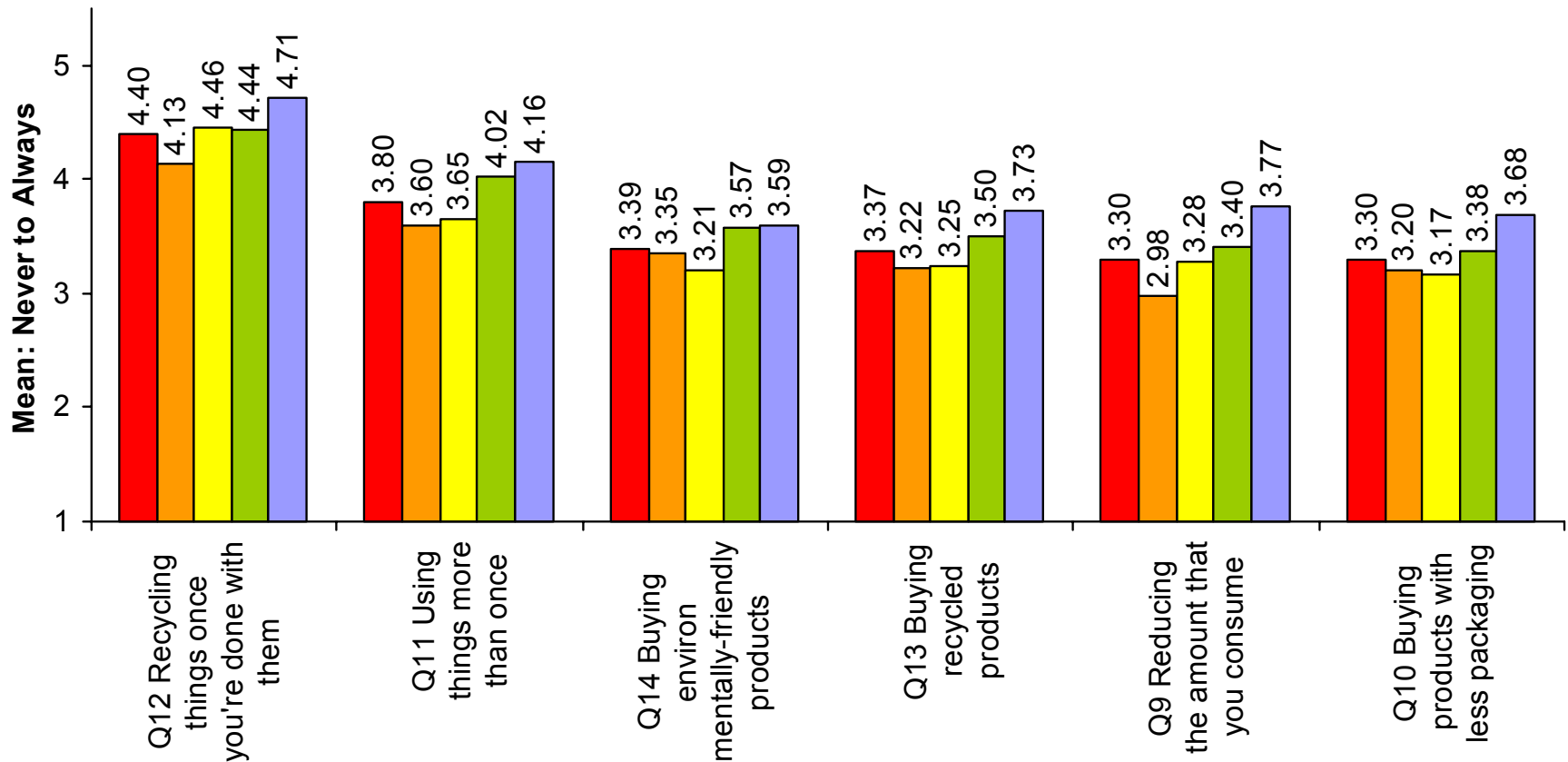
Program Participation by Product Disposal In Food Waste Pail or Yard Waste Cart



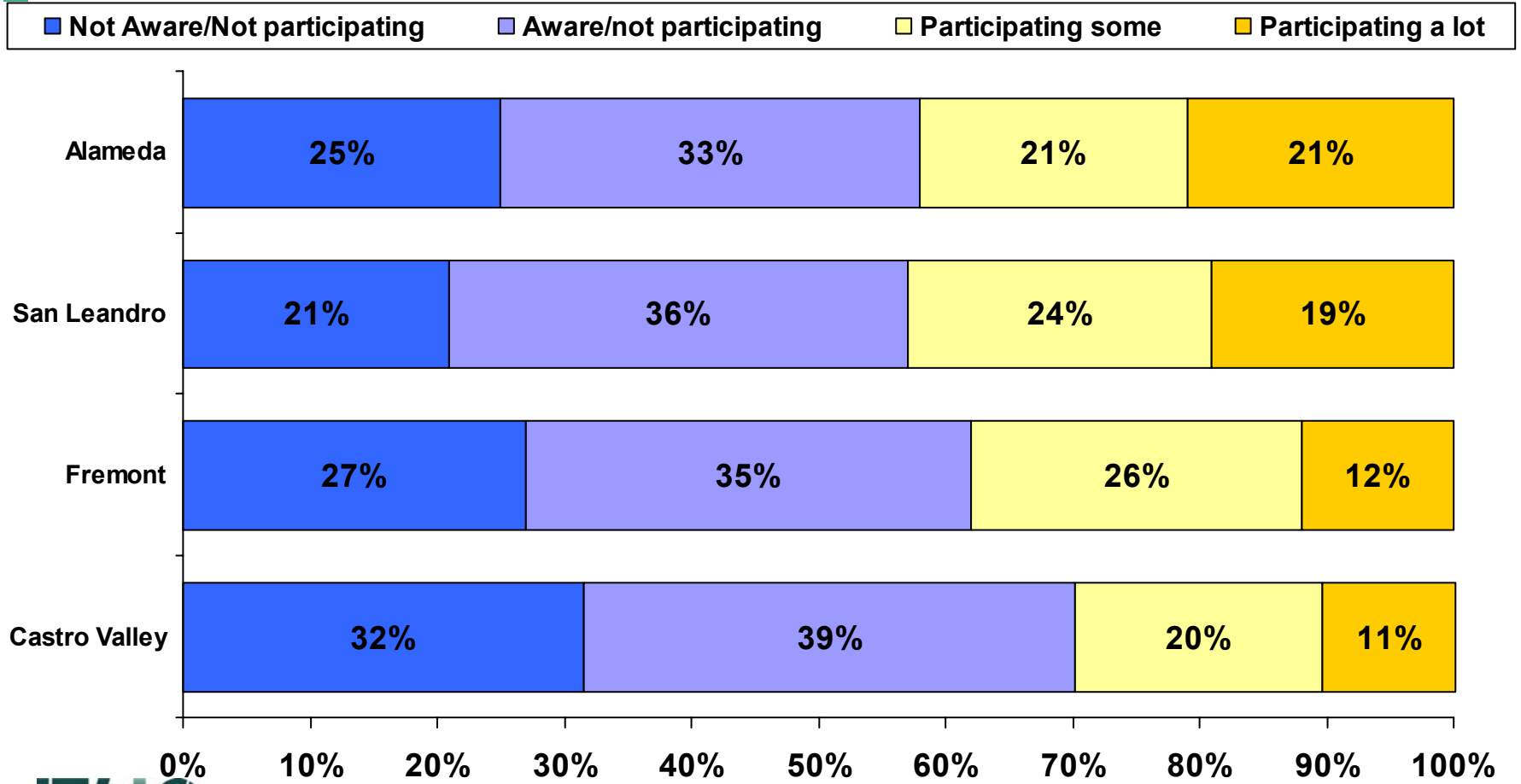
Reduce, Reuse, & Recycle Attitudes by Program Participation



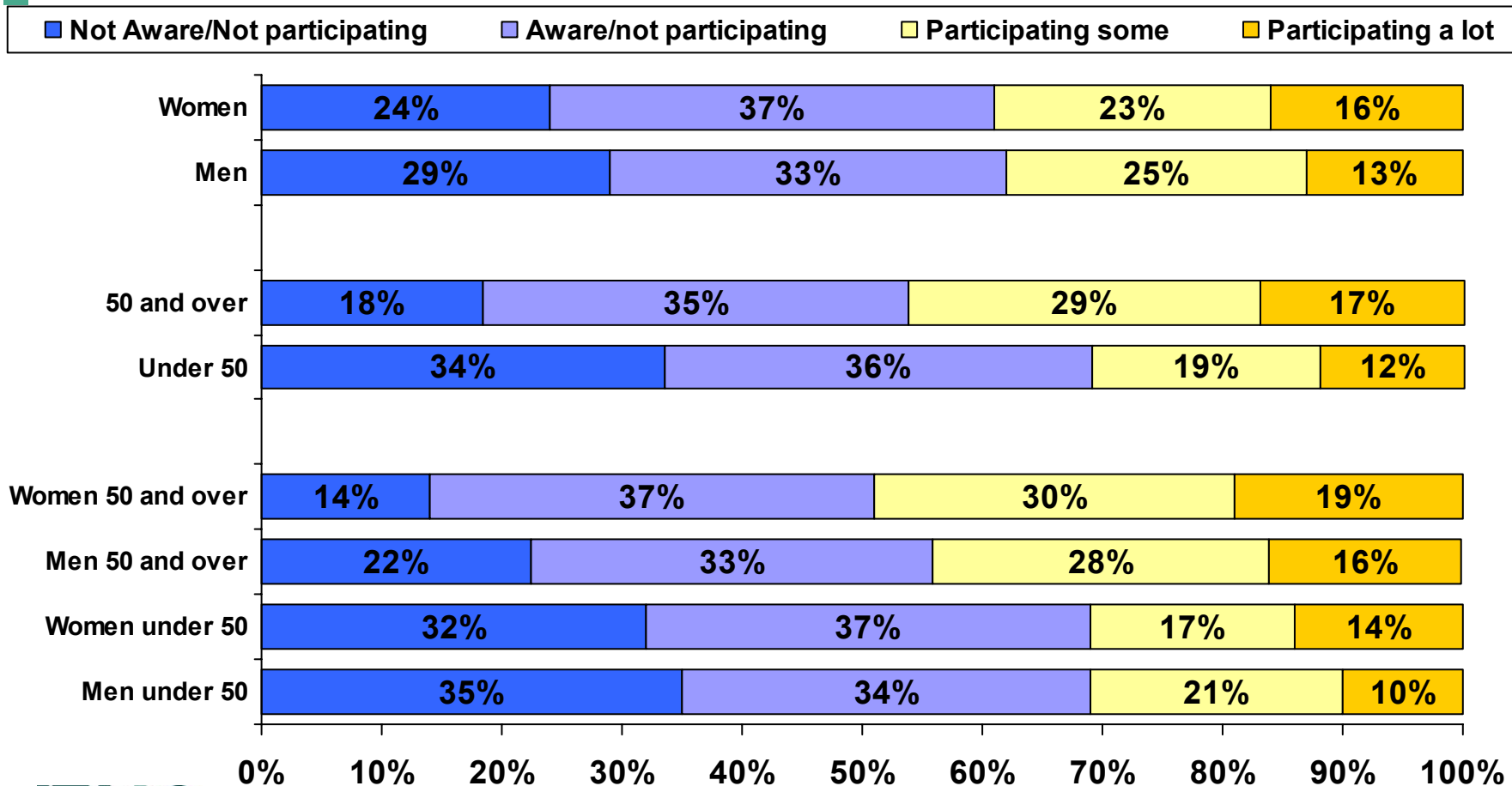
■ Overall
 ■ Not aware/not participating
 ■ Aware/not participating
 ■ Participating some
 ■ Participating a lot



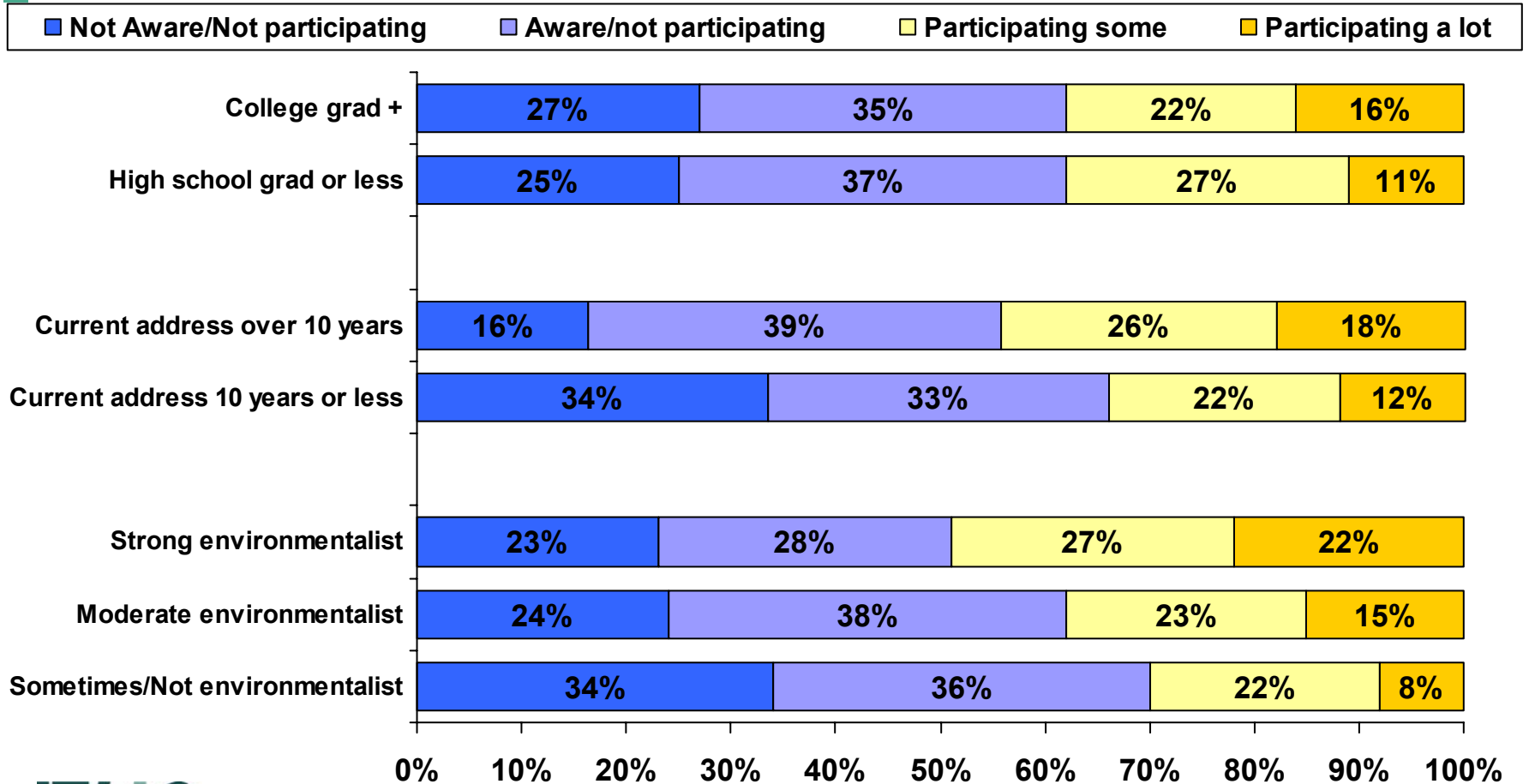
Program Participation by City



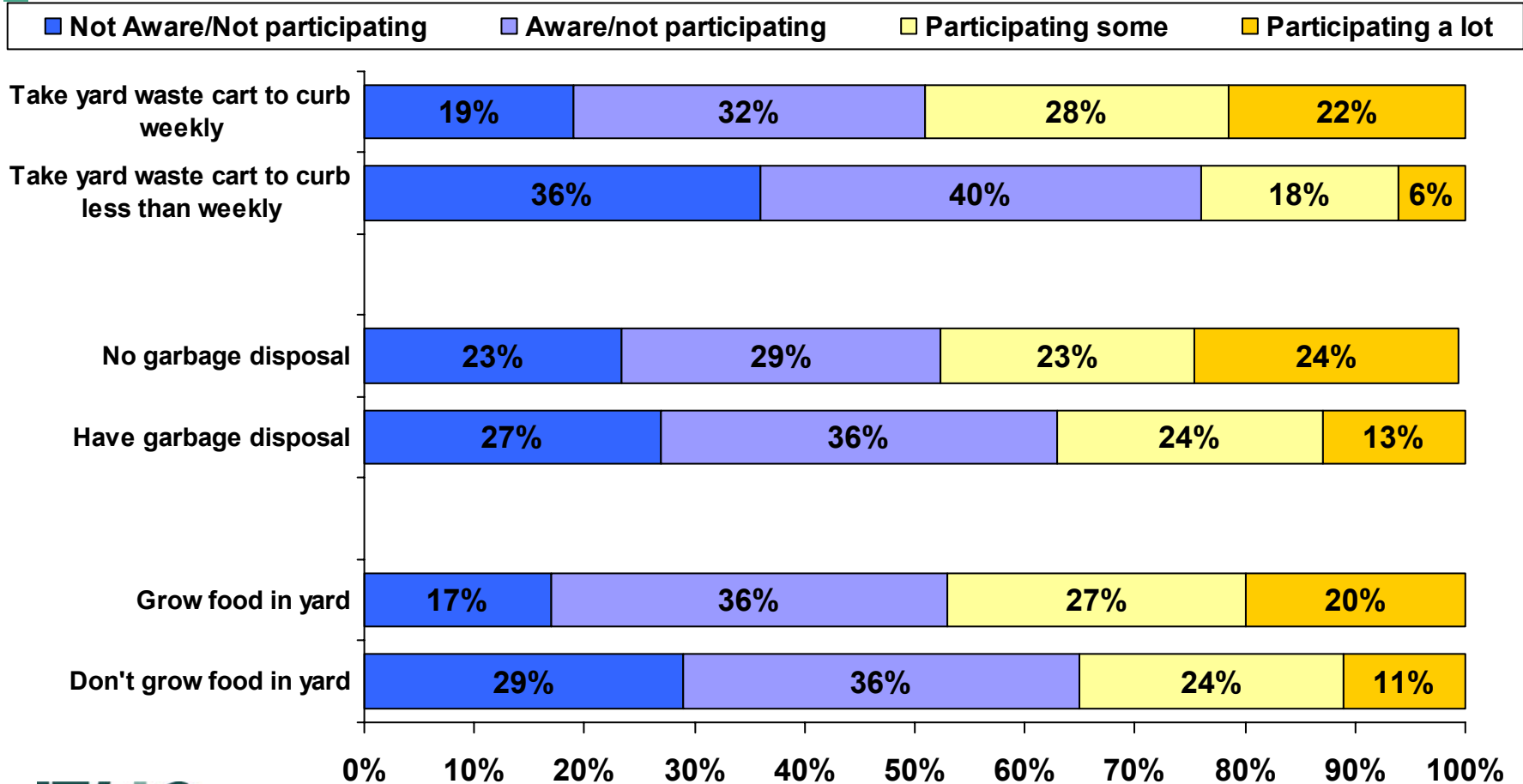
Program Participation by Gender & Age



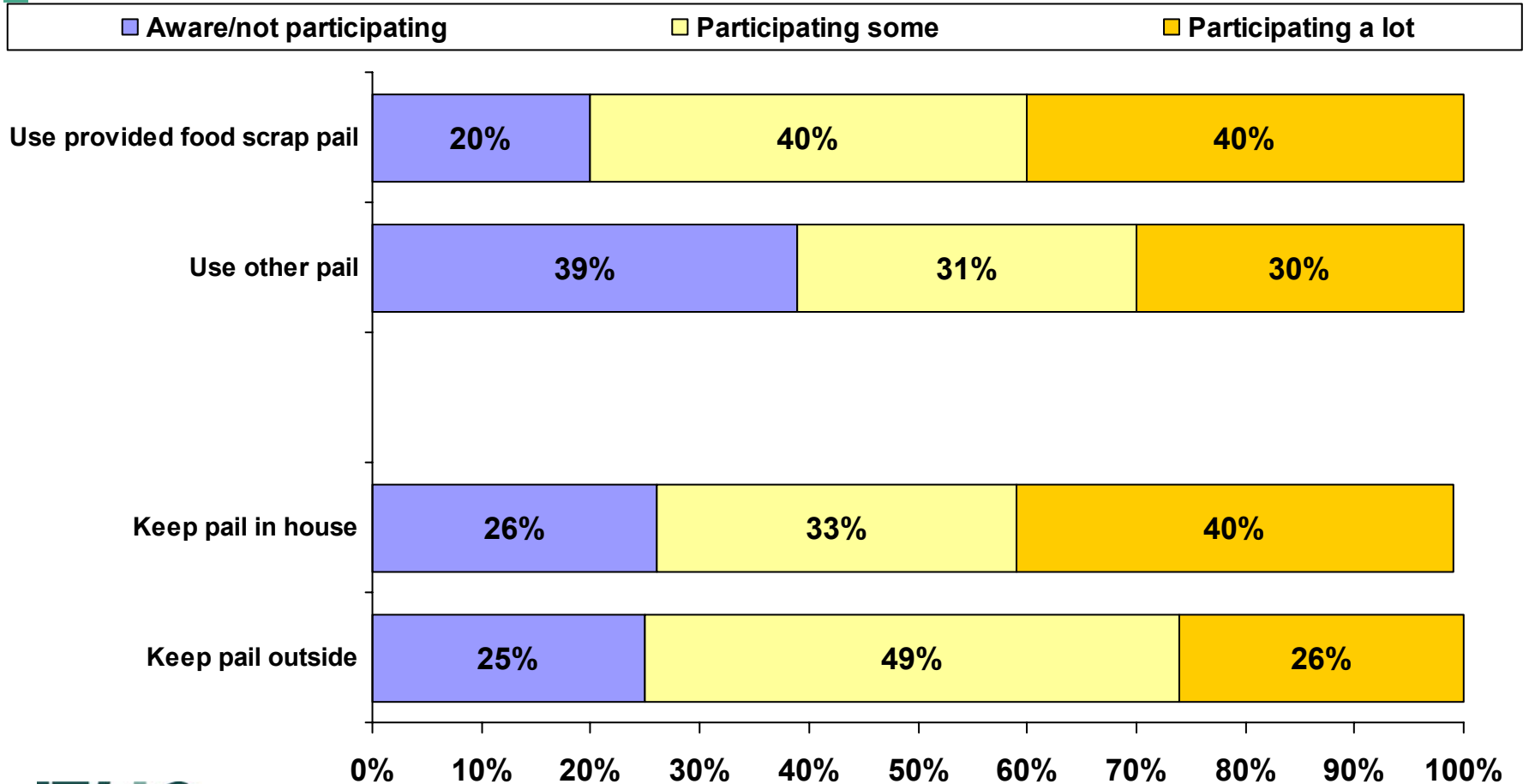
Program Participation by Education, Length of Residency, and Environmentalism



Program Participation by Home Environmental Variables



Program Participation by Food Scrap Pail Habits



Where do you Get Recycling & Waste Disposal Information?

