



# 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



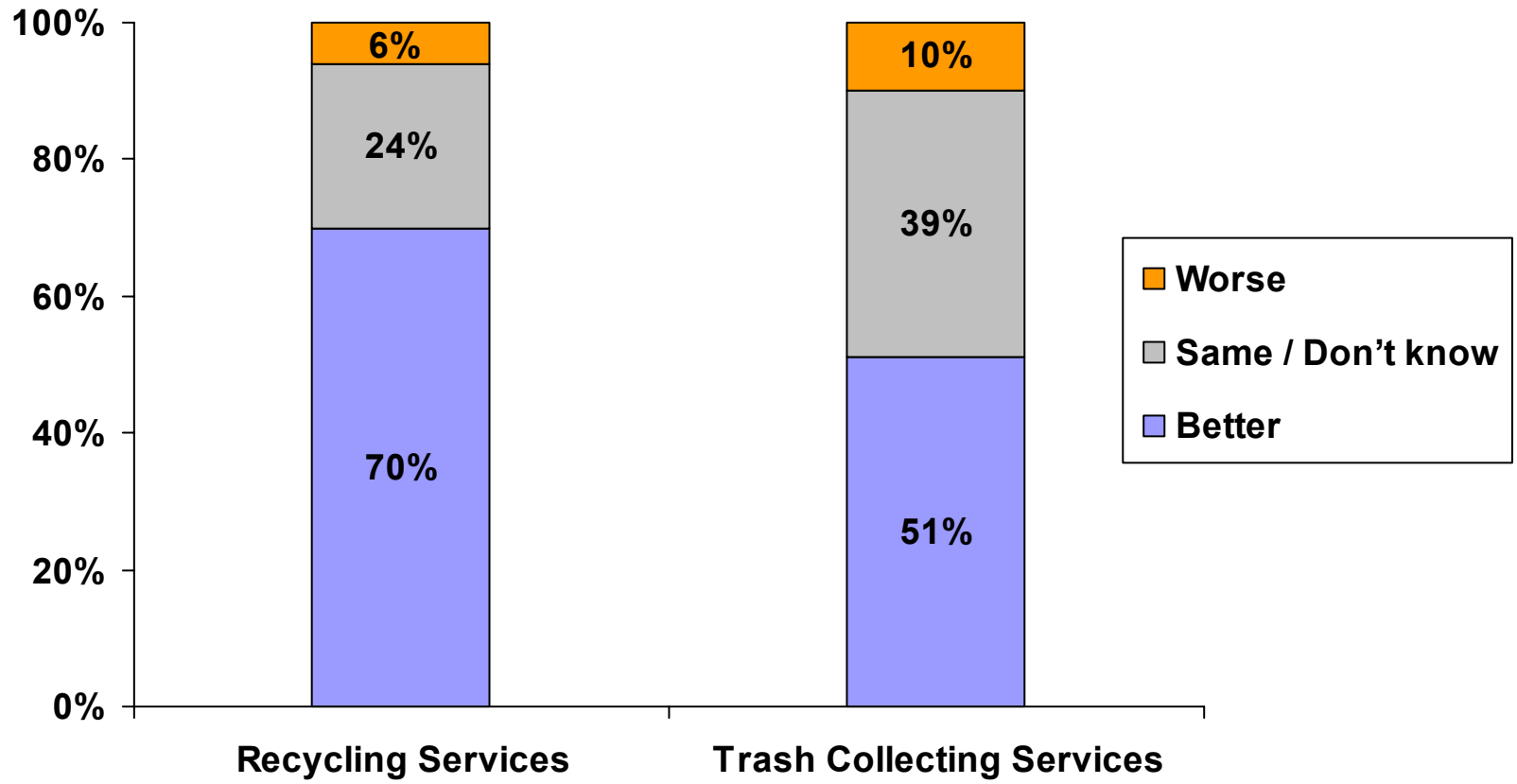
- Telephone survey
- Residents of Alameda County cities with established food scrap recycling programs.
- Randomly selected using Random Digit Dialing (RDD).
- Trained, professional interviewers
- April 29 – May 11, 2004
- Margin of error  $\pm 3.4$  percentage points

| City                     | Number of interviews | Margin of Error             | Weighted percentage |
|--------------------------|----------------------|-----------------------------|---------------------|
| Alameda                  | 212                  | $\pm 6.7$                   | 20%                 |
| Castro Valley            | 200                  | $\pm 6.9$                   | 15%                 |
| Fremont                  | 203                  | $\pm 6.9$                   | 53%                 |
| San Leandro (94577 only) | 202                  | $\pm 6.9$                   | 12%                 |
| <b>Total</b>             | <b>817</b>           | <b><math>\pm 3.4</math></b> | <b>100%</b>         |

*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

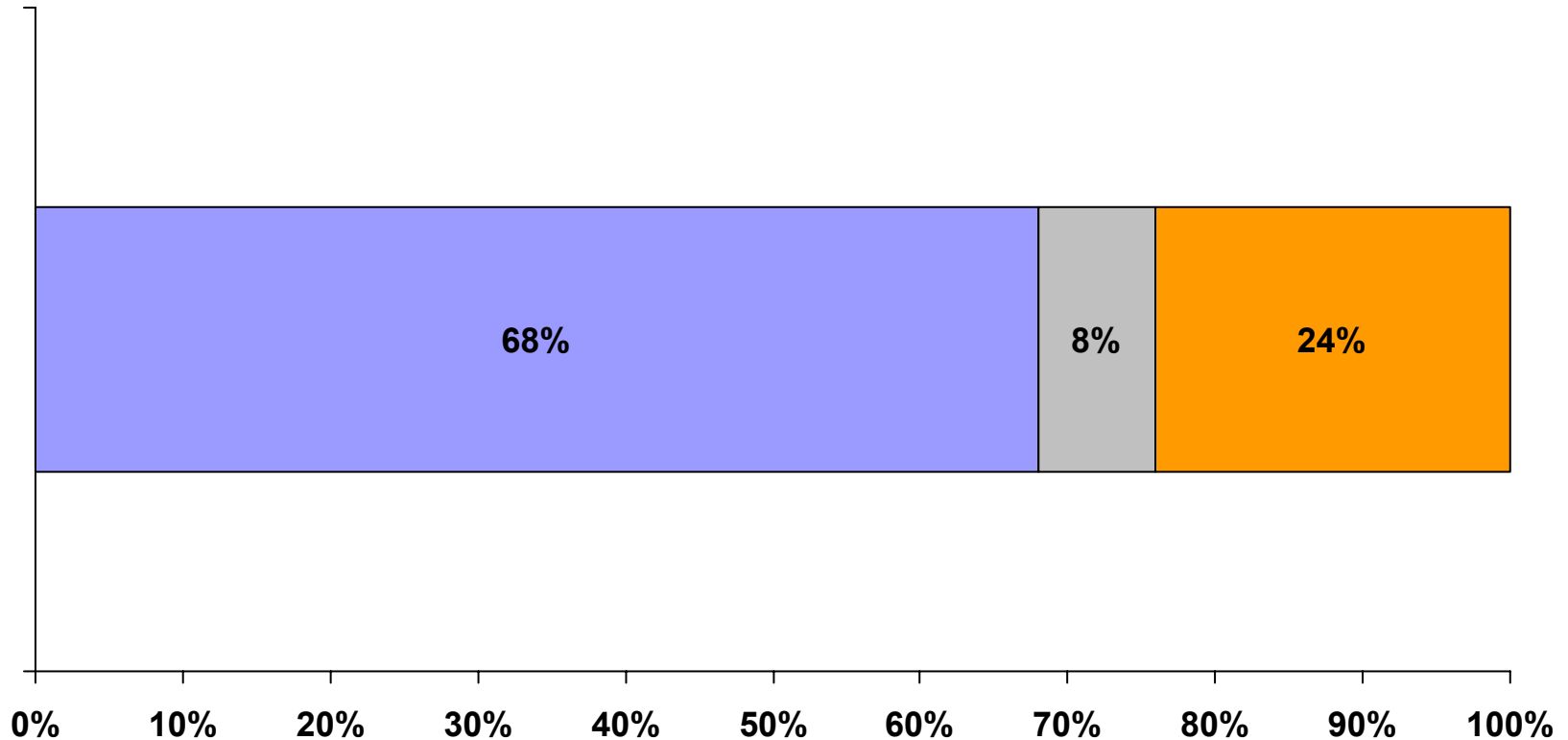
*Compared to 3 or 4 years ago*



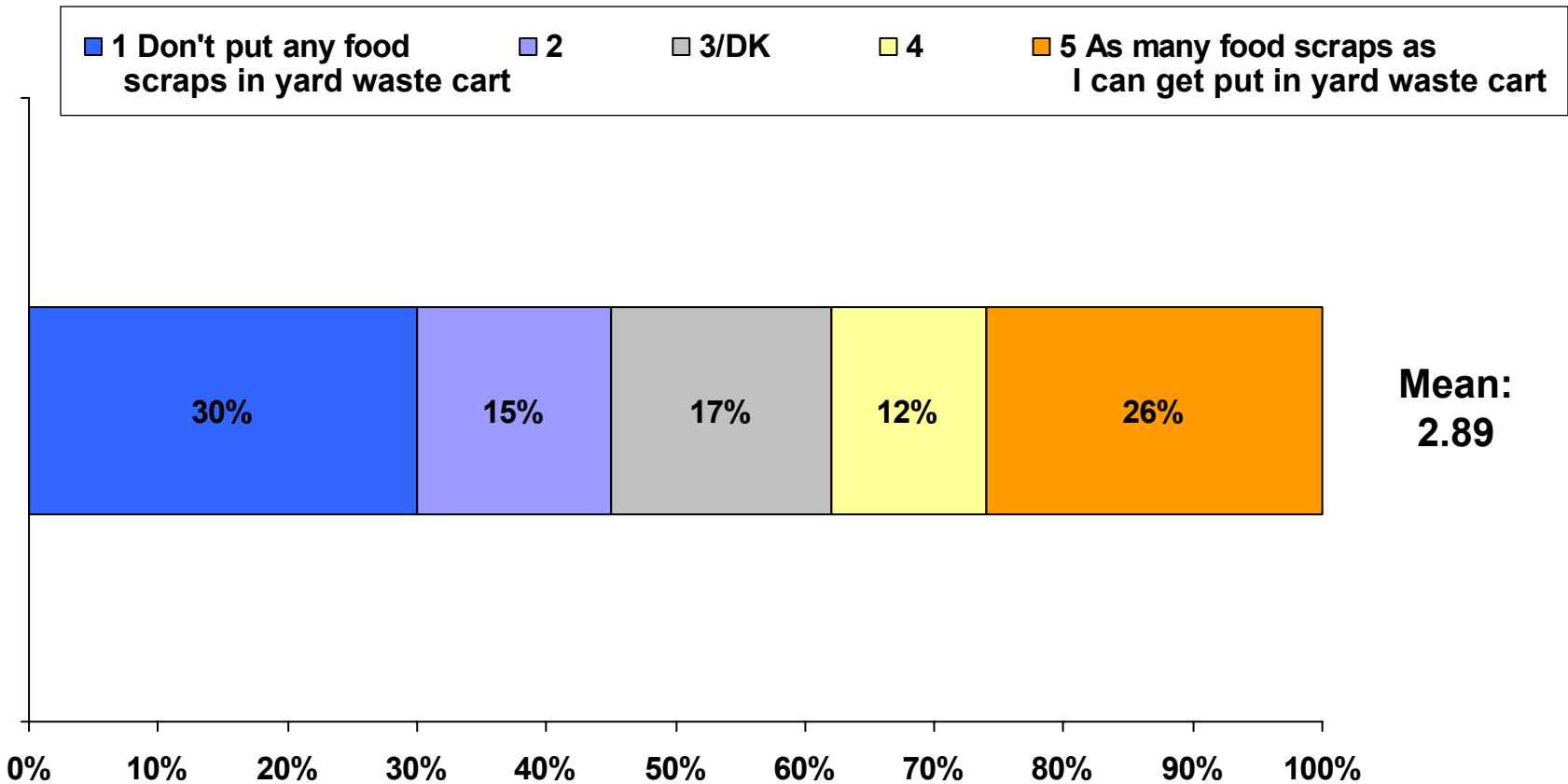
# Awareness of Food Scrap Recycling Program



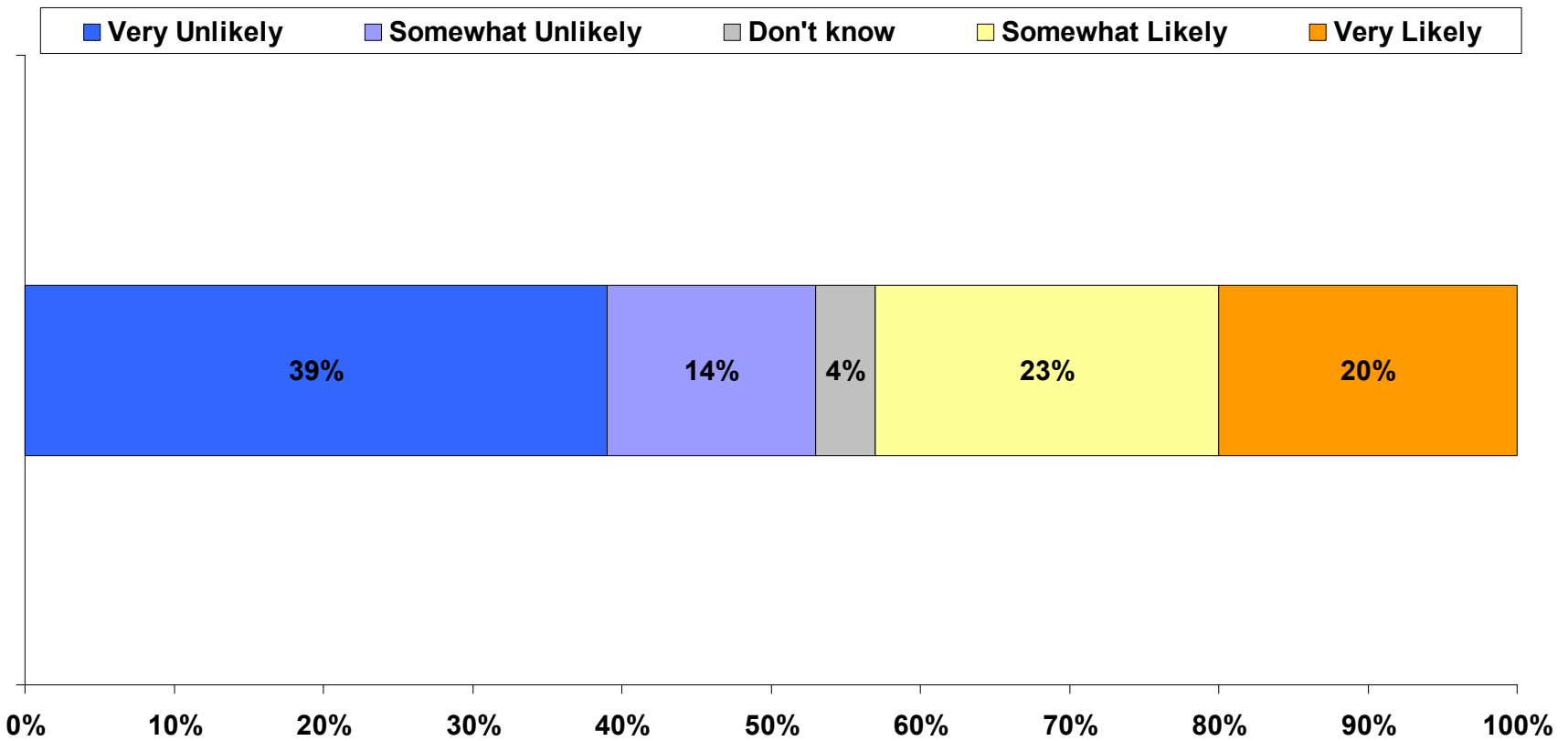
*Does your community allow you to put food scraps in your yard waste cart, or not?*



# Participation Among Aware



# Likelihood of Participation Among Unaware



# Reasons for Non-Participation

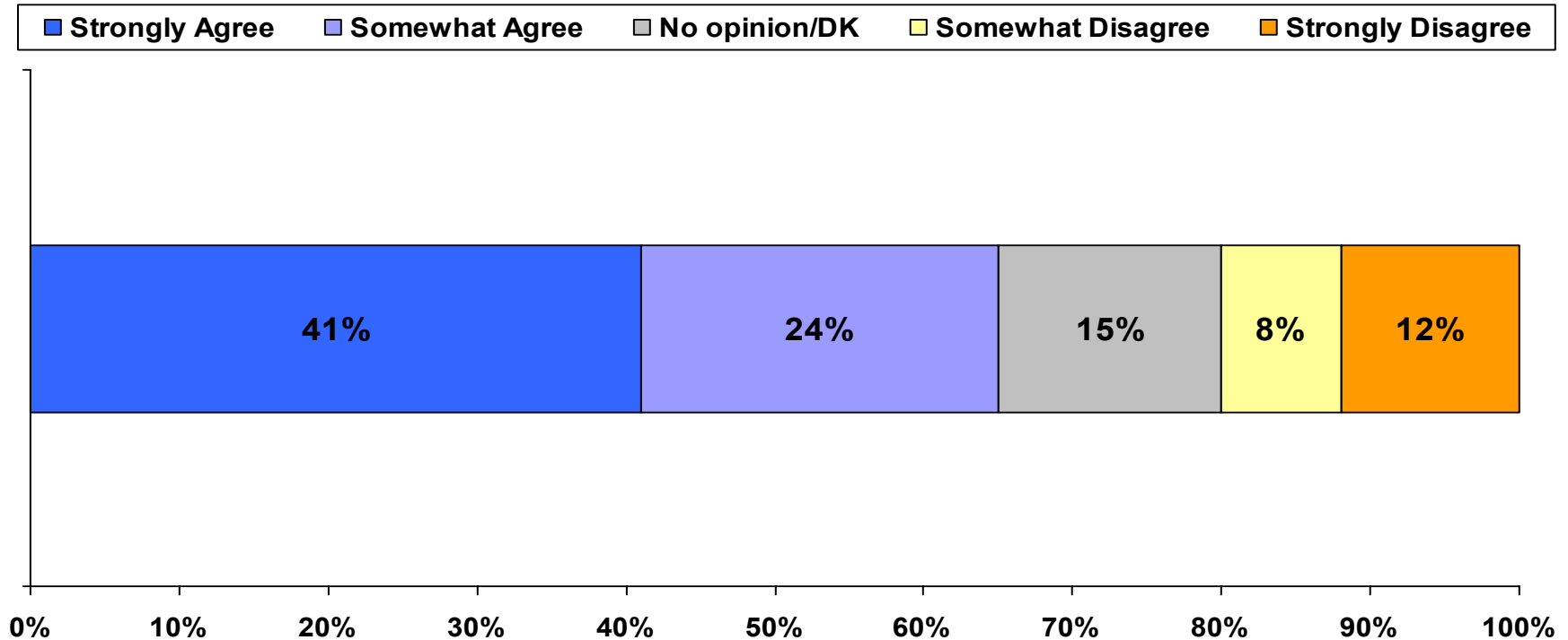


|                                     |     |
|-------------------------------------|-----|
| Inconvenient                        | 30% |
| Odor/smell                          | 23% |
| Rodents/flyes/bugs                  | 16% |
| Composting it                       | 11% |
| Not clean                           | 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



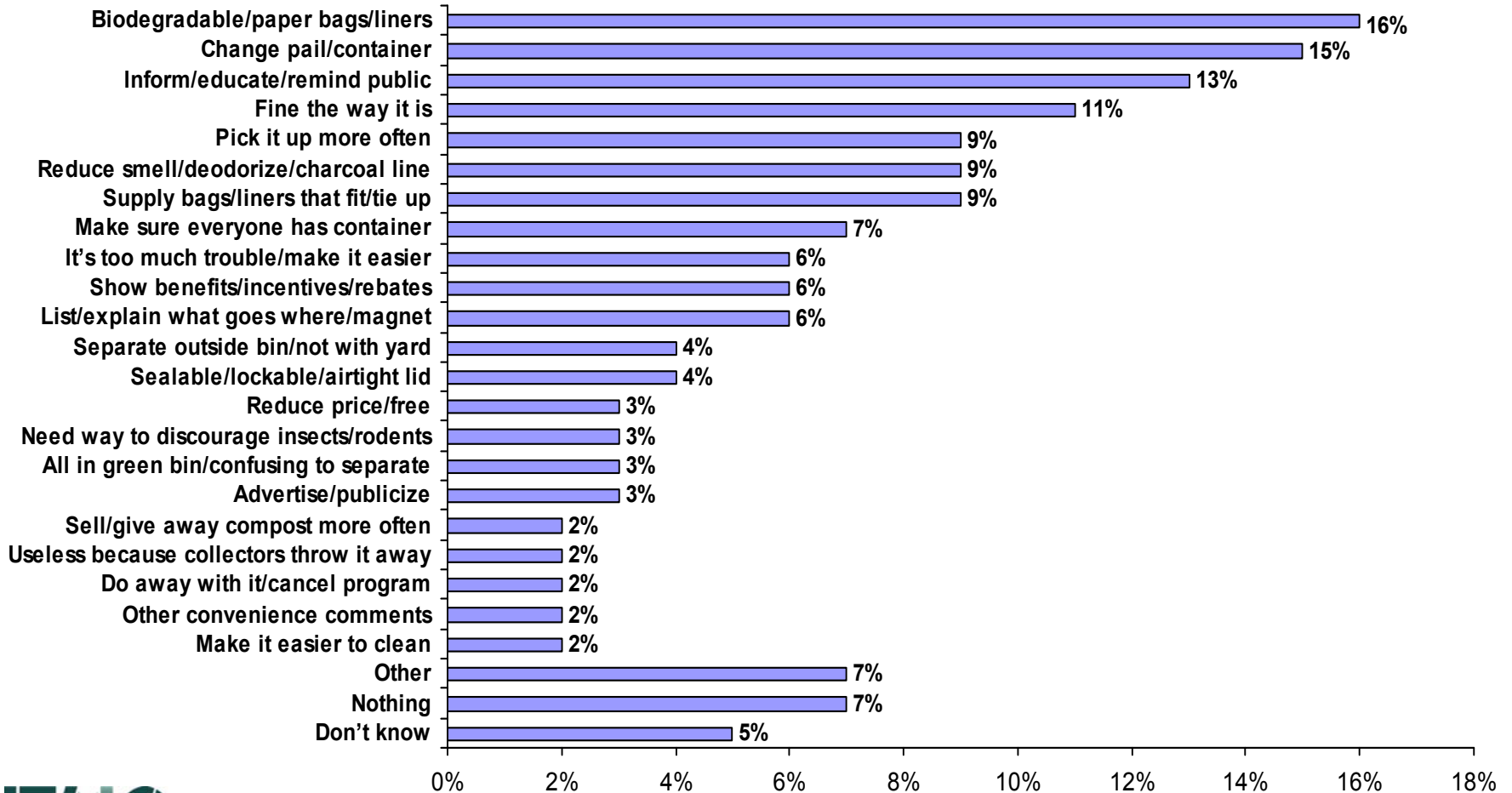
*“I am satisfied with the food scraps recycling program in my community.”*



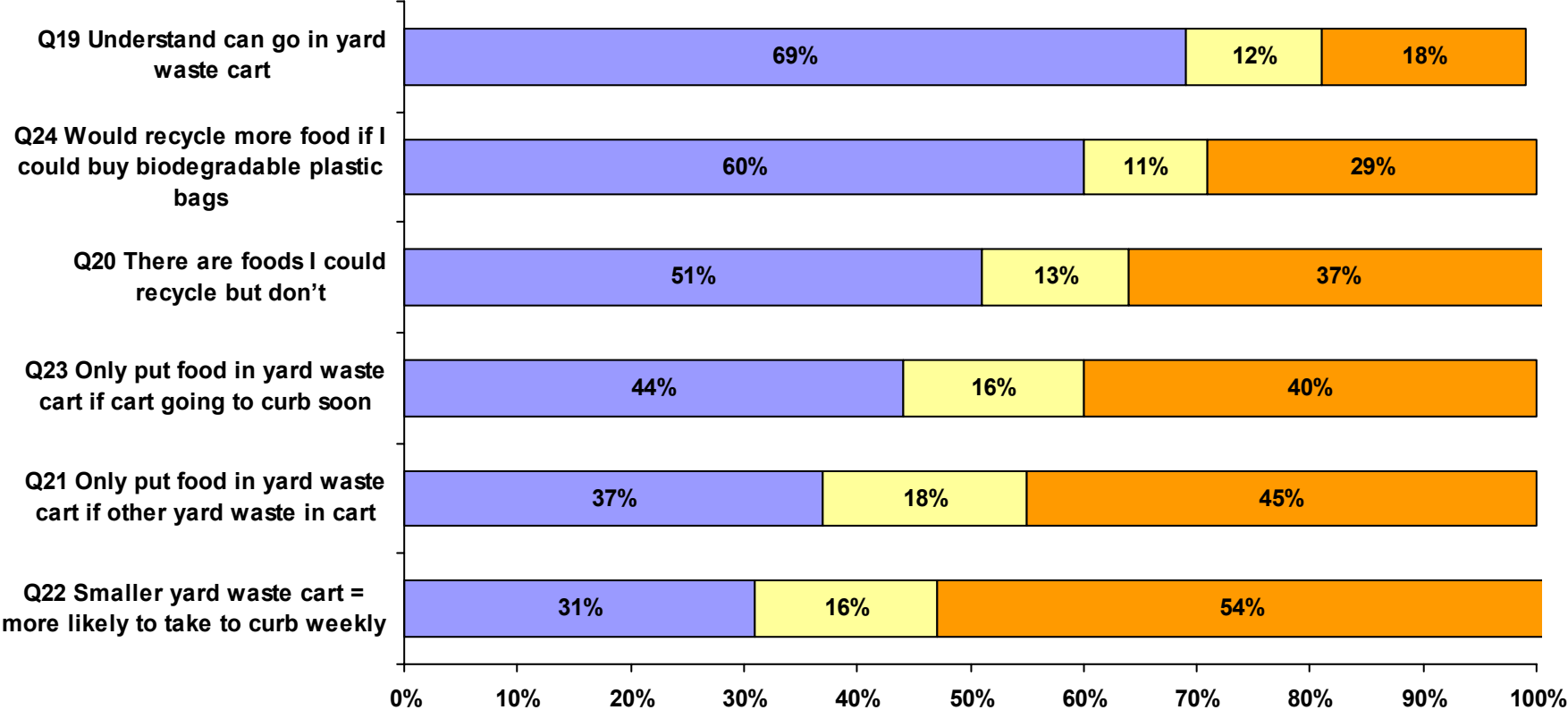


# How to Improve Food Scrap Program

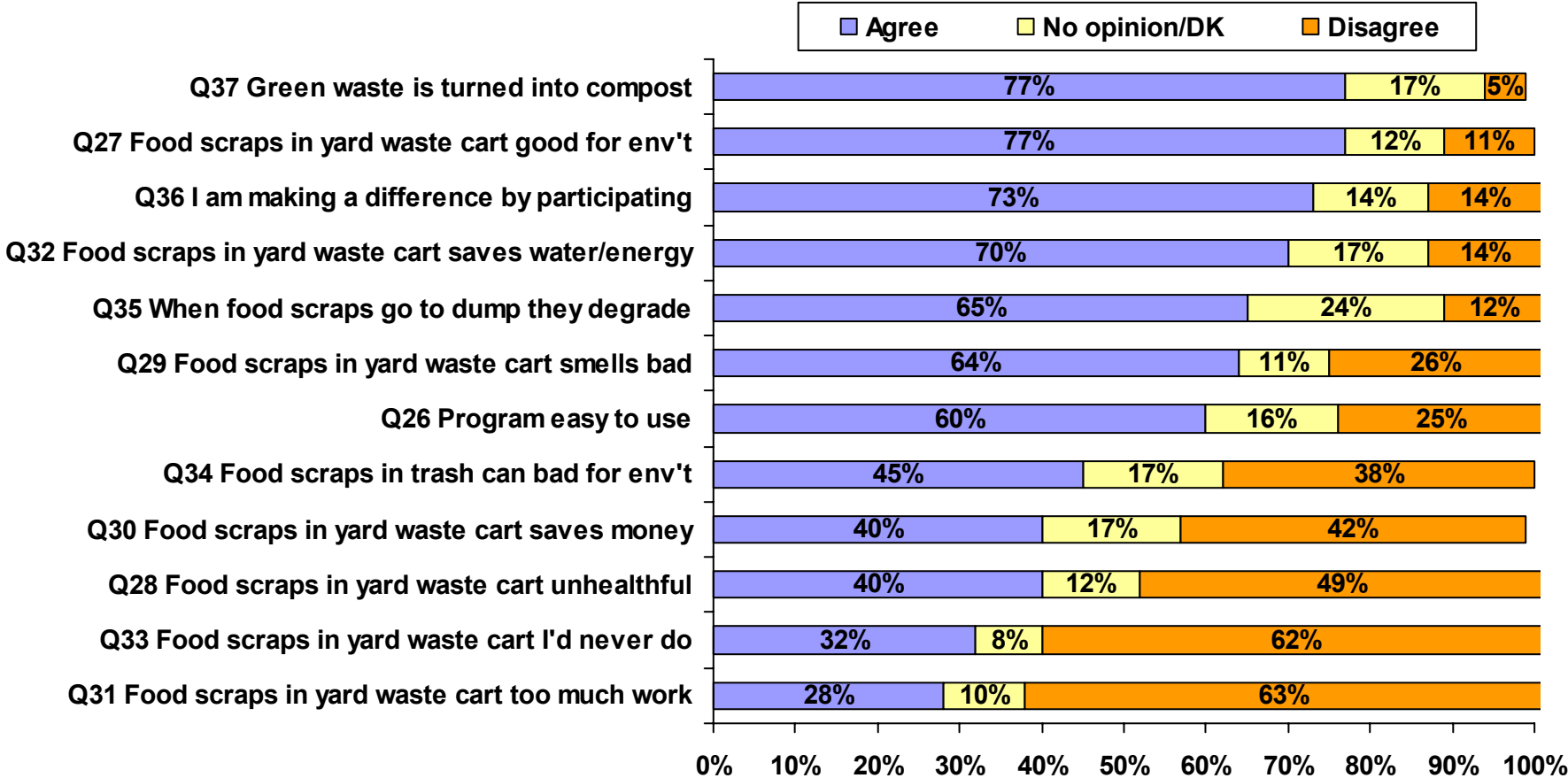
*“What suggestions would you give your recycling company to make the food scraps recycling program better?”*



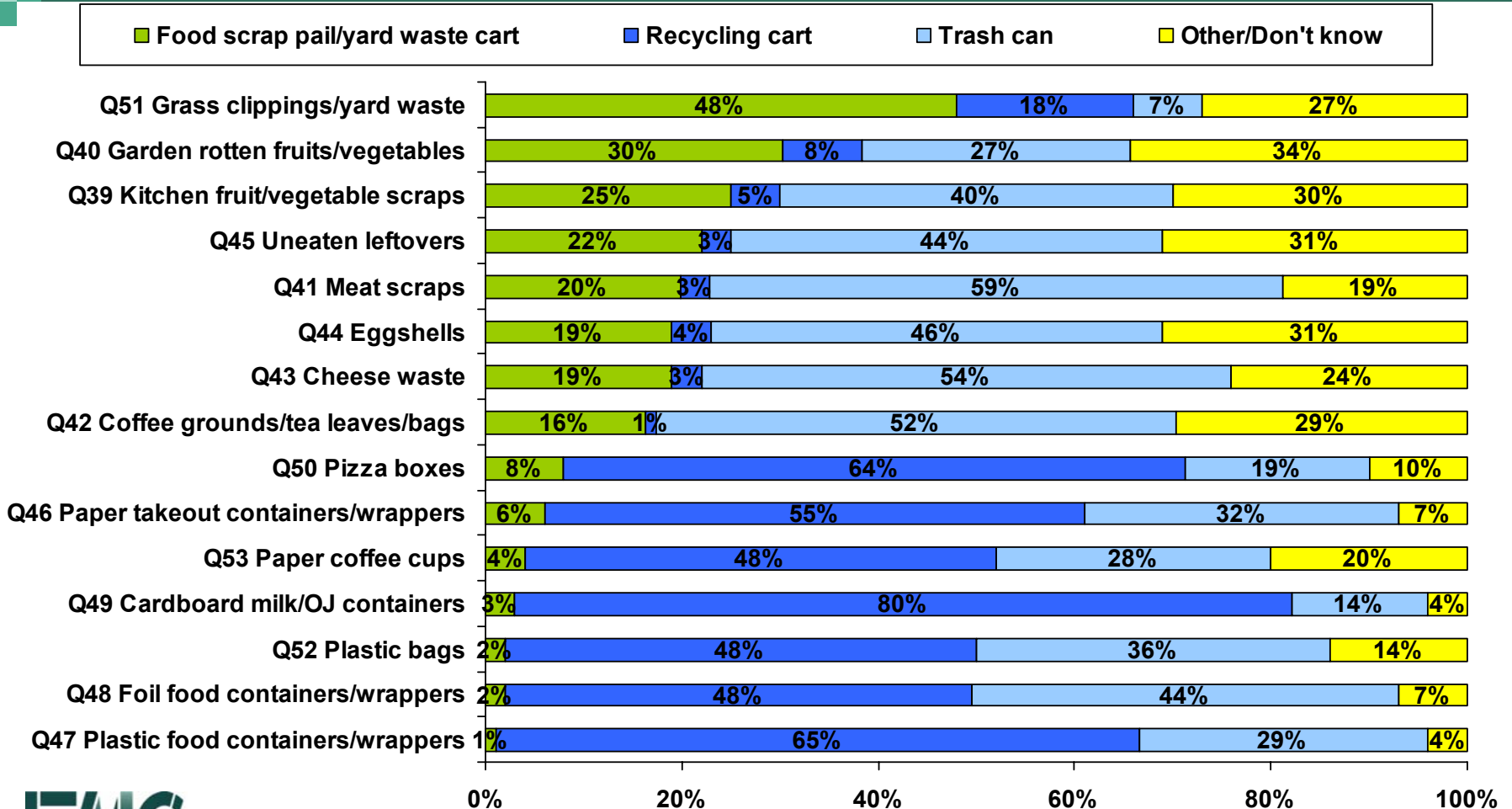
# Behavioral Statements



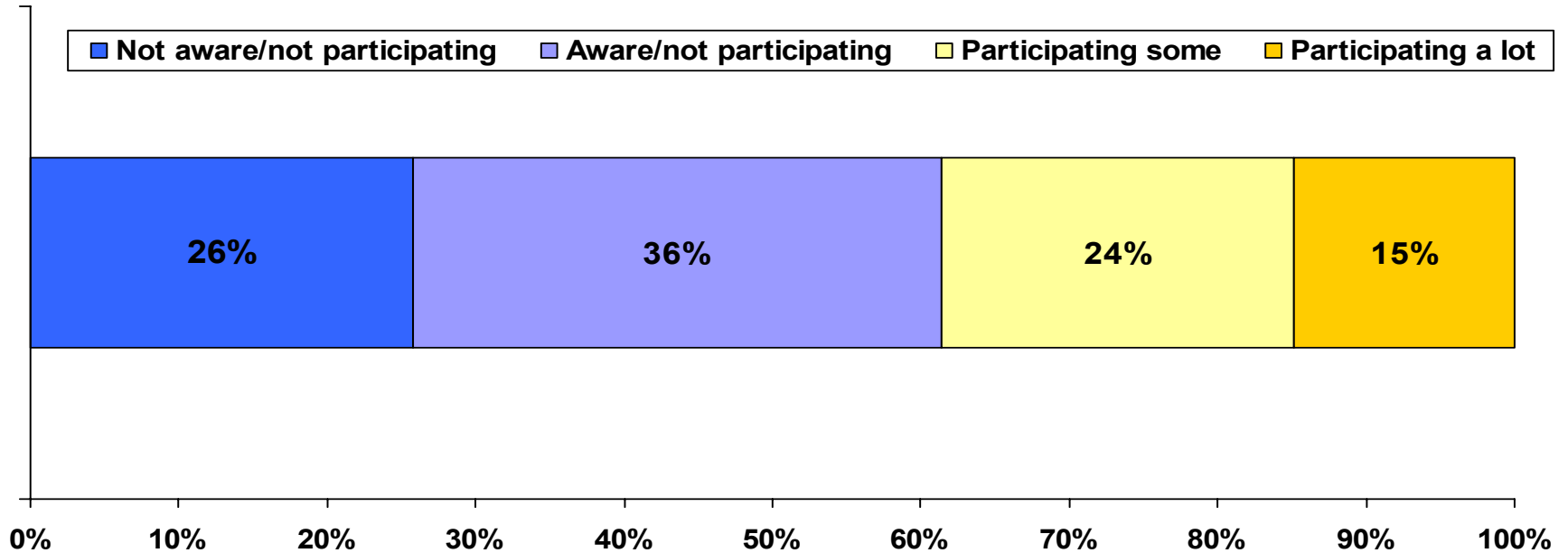
# Attitudinal Statements



# 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



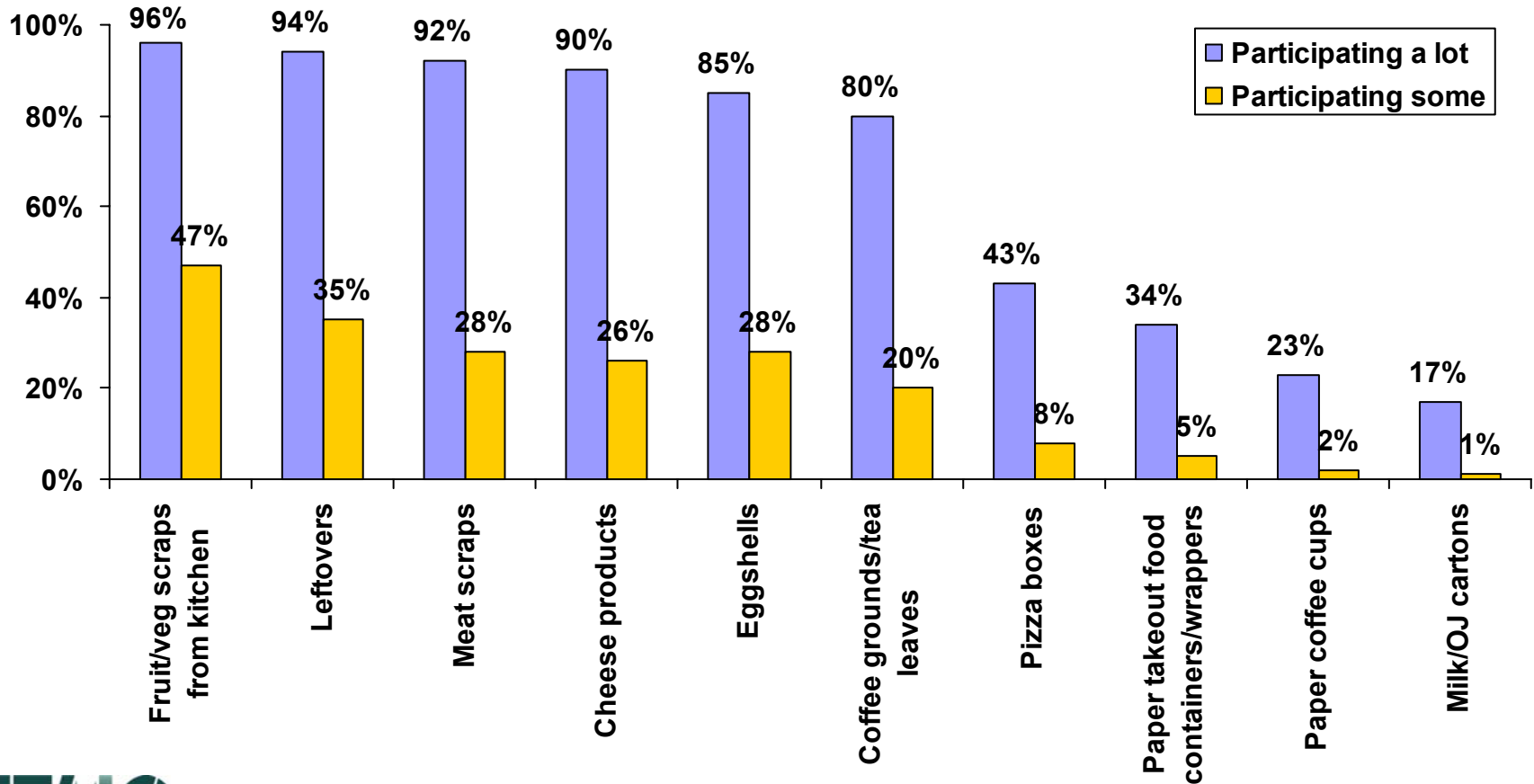
|                                | Overall | Participating a Lot | Participating Some | Aware/Not Participating | Not Aware/Not Participating |
|--------------------------------|---------|---------------------|--------------------|-------------------------|-----------------------------|
| Male      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

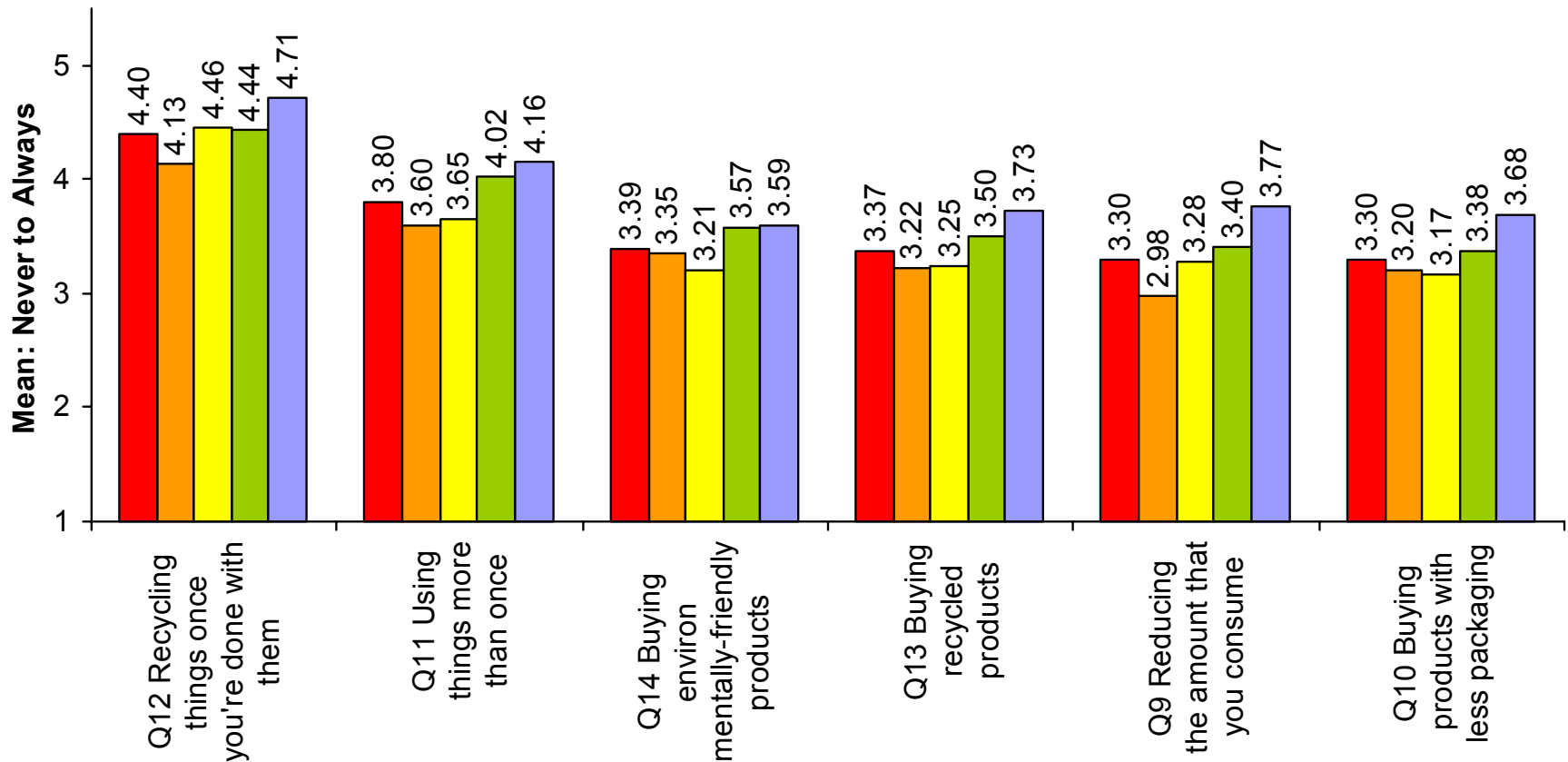




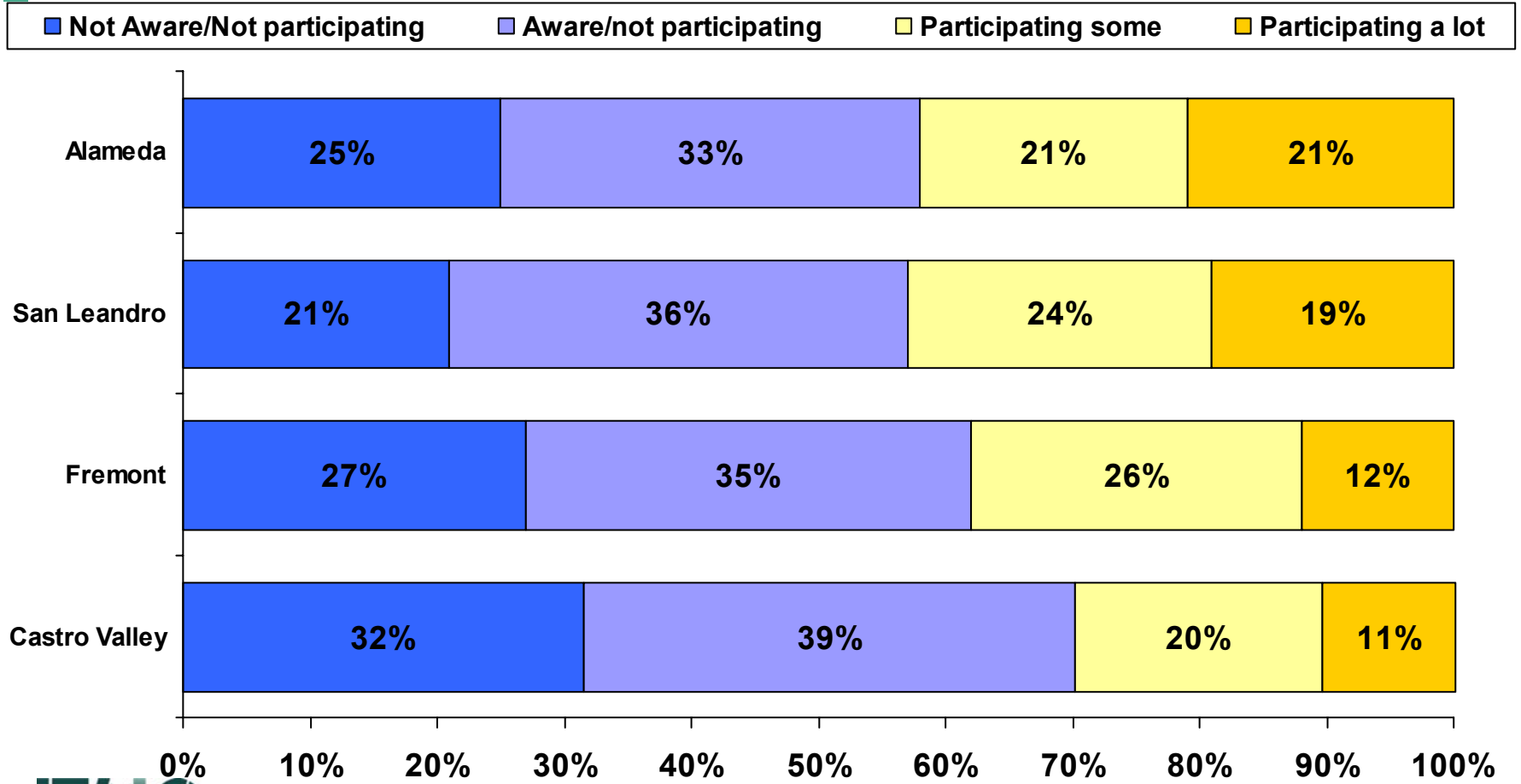
# Reduce, Reuse, & Recycle Attitudes by Program Participation



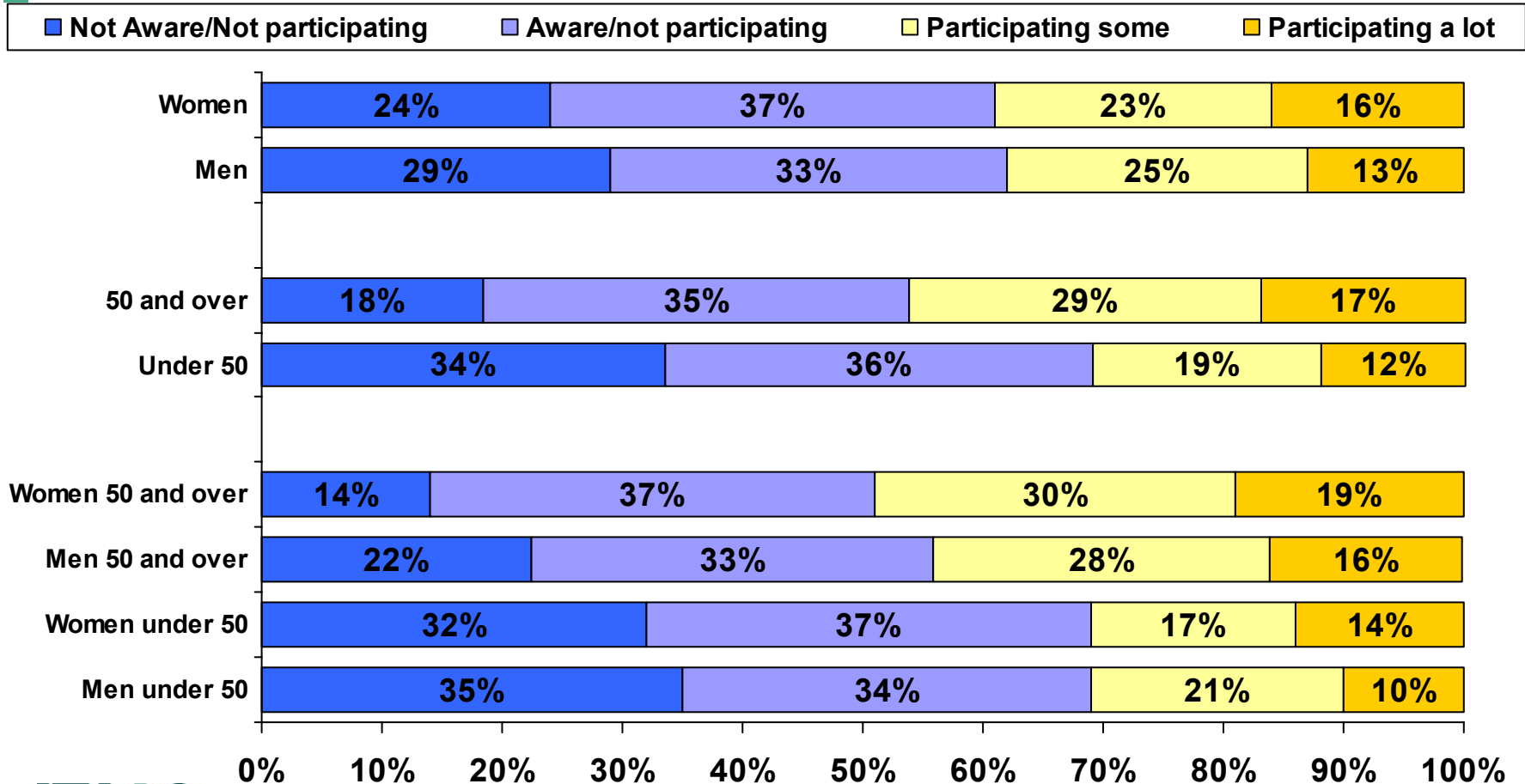
■ Overall
 ■ Not aware/not participating
 ■ Aware/not participating
 ■ Participating some
 ■ Participating a lot



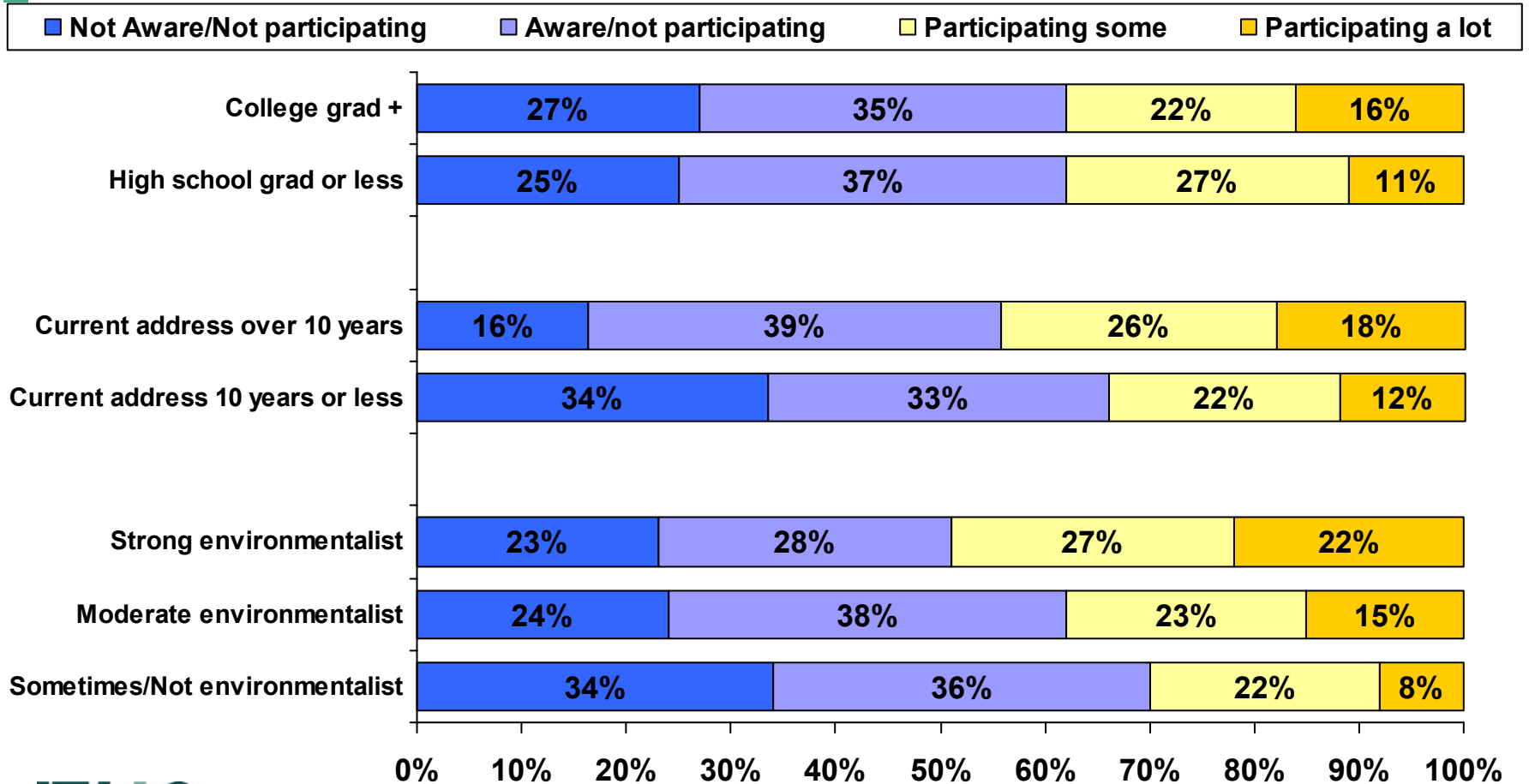
# Program Participation by City



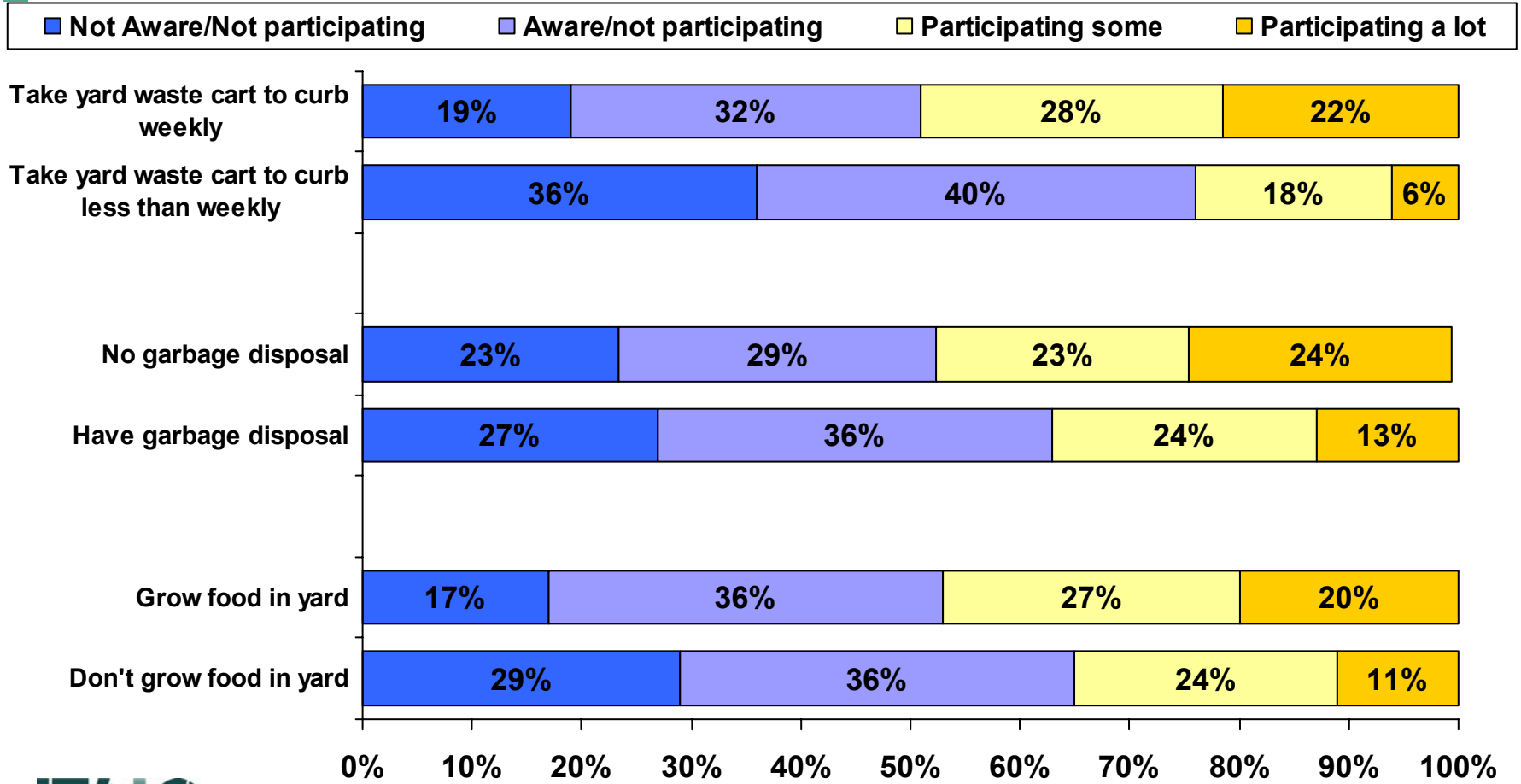
# Program Participation by Gender & Age



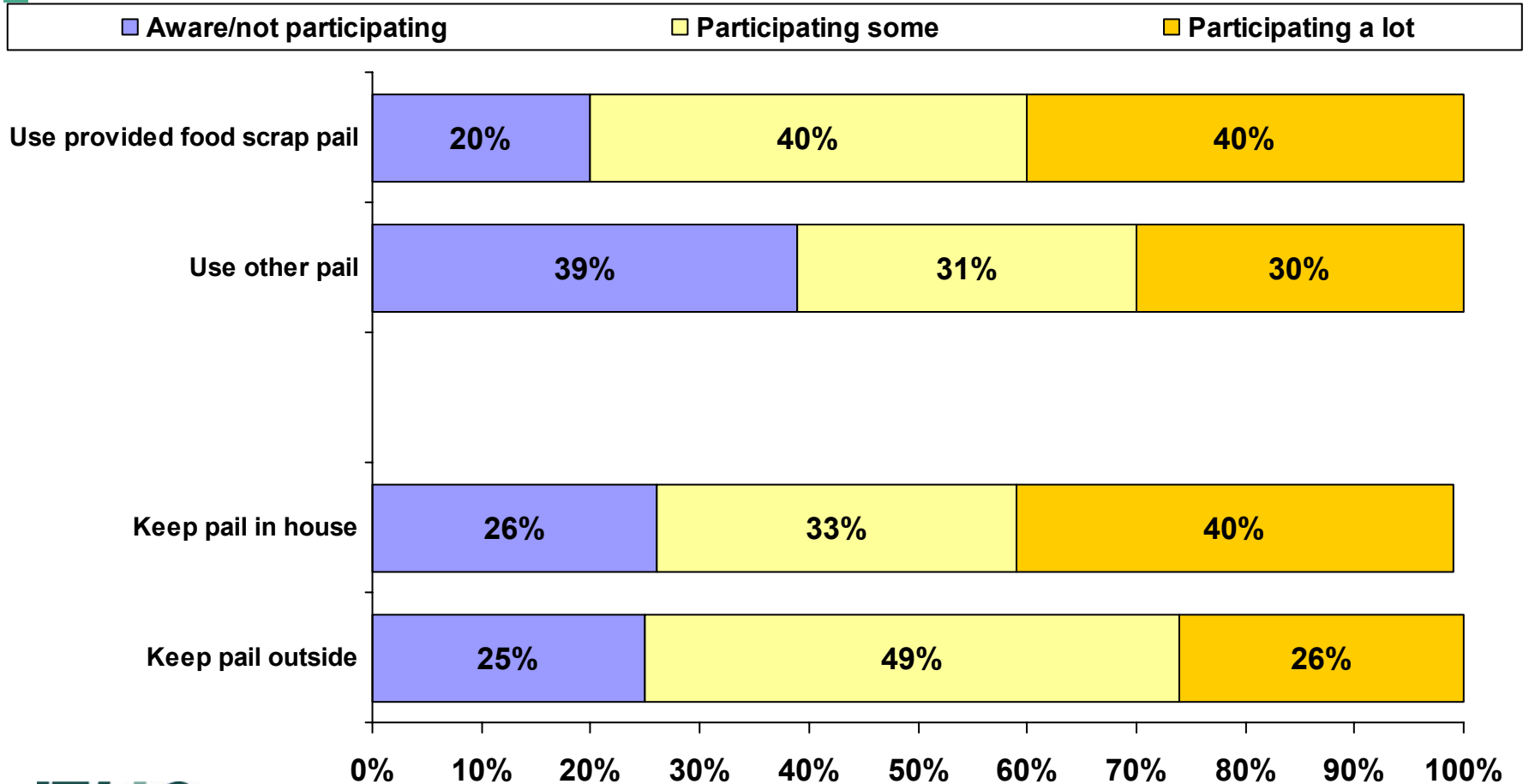
# Program Participation by Education, Length of Residency, and Environmentalism



# Program Participation by Home Environmental Variables



# Program Participation by Food Scrap Pail Habits



# Where do you Get Recycling & Waste Disposal Information?

