Residential Food Scrap Program

Survey Results

Presented to
Alameda County Waste Management Authority
Technical Advisory Committee

Presented by
The Evans McDonough Co.
July 2004

436 14th Street
Suite 820
Oakland, CA 94612
(510) 844-0680
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

<table>
<thead>
<tr>
<th>City</th>
<th>Number of interviews</th>
<th>Margin of Error</th>
<th>Weighted percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alameda</td>
<td>212</td>
<td>± 6.7</td>
<td>20%</td>
</tr>
<tr>
<td>Castro Valley</td>
<td>200</td>
<td>± 6.9</td>
<td>15%</td>
</tr>
<tr>
<td>Fremont</td>
<td>203</td>
<td>± 6.9</td>
<td>53%</td>
</tr>
<tr>
<td>San Leandro (94577 only)</td>
<td>202</td>
<td>± 6.9</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>817</strong></td>
<td><strong>± 3.4</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

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

- Recycling Services:
  - Better: 70%
  - Same / Don’t know: 24%
  - Worse: 6%

- Trash Collecting Services:
  - Better: 51%
  - Same / Don’t know: 39%
  - Worse: 10%
Awareness of Food Scrap Recycling Program

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

- 68% allow
- 8% do not allow
- 24% are unsure
Participation Among Aware

1. Don't put any food scraps in yard waste cart
2. As many food scraps as I can get put in yard waste cart

30% 15% 17% 12% 26%

Mean: 2.89
Likelihood of Participation Among Unaware
# Reasons for Non-Participation

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inconvenient</td>
<td>30%</td>
</tr>
<tr>
<td>Odor/smell</td>
<td>23%</td>
</tr>
<tr>
<td>Rodents/flies/bugs</td>
<td>16%</td>
</tr>
<tr>
<td>Composting it</td>
<td>11%</td>
</tr>
<tr>
<td>Not clean</td>
<td>11%</td>
</tr>
<tr>
<td>Not enough yard waste</td>
<td>10%</td>
</tr>
<tr>
<td>Giving food scraps to pets</td>
<td>6%</td>
</tr>
<tr>
<td>Put food scraps in garbage disposal</td>
<td>6%</td>
</tr>
<tr>
<td>Don’t have enough information</td>
<td>4%</td>
</tr>
<tr>
<td>Waste cart is too small</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>10%</td>
</tr>
</tbody>
</table>
Satisfaction with Food Scraps Recycling Program

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

- **Strongly Agree**: 41%
- **Somewhat Agree**: 24%
- **No opinion/DK**: 15%
- **Somewhat Disagree**: 8%
- **Strongly Disagree**: 12%
How to Improve Food Scrap Program

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

- Biodegradable/paper bags/liners: 16%
- Change pail/container: 15%
- Inform/educate/remind public: 13%
- Fine the way it is: 11%
- Pick it up more often: 9%
- Reduce smell/deodorize/charcoal line: 9%
- Supply bags/liners that fit/tie up: 9%
- Make sure everyone has container: 7%
- It’s too much trouble/make it easier: 6%
- Show benefits/incentives/rebates: 6%
- List/explain what goes where/magnet: 6%
- Separate outside bin/not with yard: 4%
- Sealable/lockable/airtight lid: 4%
- Reduce price/free: 3%
- Need way to discourage insects/rodents: 3%
- All in green bin/confusing to separate: 3%
- Advertise/publicize: 3%
- Sell/give away compost more often: 2%
- Useless because collectors throw it away: 2%
- Do away with it/cancel program: 2%
- Other convenience comments: 2%
- Make it easier to clean: 7%
- Other: 7%
- Nothing: 5%
- Don't know: 7%
Behavioral Statements

<table>
<thead>
<tr>
<th>Question</th>
<th>Agree</th>
<th>No opinion/DK</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q19 Understand can go in yard waste cart</td>
<td>69%</td>
<td>12%</td>
<td>18%</td>
</tr>
<tr>
<td>Q24 Would recycle more food if I could buy biodegradable plastic bags</td>
<td>60%</td>
<td>11%</td>
<td>29%</td>
</tr>
<tr>
<td>Q20 There are foods I could recycle but don't</td>
<td>51%</td>
<td>13%</td>
<td>37%</td>
</tr>
<tr>
<td>Q23 Only put food in yard waste cart if cart going to curb soon</td>
<td>44%</td>
<td>16%</td>
<td>40%</td>
</tr>
<tr>
<td>Q21 Only put food in yard waste cart if other yard waste in cart</td>
<td>37%</td>
<td>18%</td>
<td>45%</td>
</tr>
<tr>
<td>Q22 Smaller yard waste cart = more likely to take to curb weekly</td>
<td>31%</td>
<td>16%</td>
<td>54%</td>
</tr>
</tbody>
</table>
## Attitudinal Statements

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree (%)</th>
<th>No opinion/DK (%)</th>
<th>Disagree (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q37 Green waste is turned into compost</td>
<td>77%</td>
<td>17%</td>
<td>5%</td>
</tr>
<tr>
<td>Q27 Food scraps in yard waste cart good for env’t</td>
<td>77%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Q36 I am making a difference by participating</td>
<td>73%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Q32 Food scraps in yard waste cart saves water/energy</td>
<td>70%</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>Q35 When food scraps go to dump they degrade</td>
<td>65%</td>
<td>24%</td>
<td>12%</td>
</tr>
<tr>
<td>Q29 Food scraps in yard waste cart smells bad</td>
<td>64%</td>
<td>11%</td>
<td>26%</td>
</tr>
<tr>
<td>Q26 Program easy to use</td>
<td>60%</td>
<td>16%</td>
<td>25%</td>
</tr>
<tr>
<td>Q34 Food scraps in trash can bad for env’t</td>
<td>45%</td>
<td>17%</td>
<td>38%</td>
</tr>
<tr>
<td>Q30 Food scraps in yard waste cart saves money</td>
<td>40%</td>
<td>17%</td>
<td>42%</td>
</tr>
<tr>
<td>Q28 Food scraps in yard waste cart unhealthful</td>
<td>40%</td>
<td>12%</td>
<td>49%</td>
</tr>
<tr>
<td>Q33 Food scraps in yard waste cart I’d never do</td>
<td>32%</td>
<td>8%</td>
<td>62%</td>
</tr>
<tr>
<td>Q31 Food scraps in yard waste cart too much work</td>
<td>28%</td>
<td>10%</td>
<td>63%</td>
</tr>
</tbody>
</table>
## Product Disposal Methods

<table>
<thead>
<tr>
<th>Item</th>
<th>Food scrap pail/yard waste</th>
<th>Recycling cart</th>
<th>Trash can</th>
<th>Other/Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q51 Grass clippings/yard waste</td>
<td>48%</td>
<td>18%</td>
<td>7%</td>
<td>27%</td>
</tr>
<tr>
<td>Q40 Garden rotten fruits/vegetables</td>
<td>30%</td>
<td>8%</td>
<td>27%</td>
<td>34%</td>
</tr>
<tr>
<td>Q39 Kitchen fruit/vegetable scraps</td>
<td>25%</td>
<td>5%</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Q45 Uneaten leftovers</td>
<td>22%</td>
<td>3%</td>
<td>44%</td>
<td>31%</td>
</tr>
<tr>
<td>Q41 Meat scraps</td>
<td>20%</td>
<td>3%</td>
<td>59%</td>
<td>19%</td>
</tr>
<tr>
<td>Q44 Eggshells</td>
<td>19%</td>
<td>4%</td>
<td>46%</td>
<td>31%</td>
</tr>
<tr>
<td>Q43 Cheese waste</td>
<td>19%</td>
<td>3%</td>
<td>54%</td>
<td>24%</td>
</tr>
<tr>
<td>Q42 Coffee grounds/tea leaves/bags</td>
<td>16%</td>
<td>1%</td>
<td>52%</td>
<td>29%</td>
</tr>
<tr>
<td>Q50 Pizza boxes</td>
<td>8%</td>
<td>64%</td>
<td>19%</td>
<td>10%</td>
</tr>
<tr>
<td>Q46 Paper takeout containers/wrappers</td>
<td>6%</td>
<td>55%</td>
<td>32%</td>
<td>7%</td>
</tr>
<tr>
<td>Q53 Paper coffee cups</td>
<td>4%</td>
<td>48%</td>
<td>28%</td>
<td>20%</td>
</tr>
<tr>
<td>Q49 Cardboard milk/OJ containers</td>
<td>3%</td>
<td>80%</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>Q52 Plastic bags</td>
<td>2%</td>
<td>48%</td>
<td>36%</td>
<td>14%</td>
</tr>
<tr>
<td>Q48 Foil food containers/wrappers</td>
<td>2%</td>
<td>48%</td>
<td>44%</td>
<td>7%</td>
</tr>
<tr>
<td>Q47 Plastic food containers/wrappers</td>
<td>1%</td>
<td>65%</td>
<td>29%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Residential Food Scrap Program
Evans/McDonough Company, Inc.
Awareness and Participation in Food Scrap Recycling Program

- **Not aware/not participating**: 26%
- **Aware/not participating**: 36%
- **Participating some**: 24%
- **Participating a lot**: 15%

*“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

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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Overall</th>
<th>Participating a Lot</th>
<th>Participating Some</th>
<th>Aware/Not Participating</th>
<th>Not Aware/Not Participating</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-29</td>
<td>10%</td>
<td>8%</td>
<td>6%</td>
<td>9%</td>
<td>17%</td>
</tr>
<tr>
<td>30-39</td>
<td>19%</td>
<td>16%</td>
<td>13%</td>
<td>19%</td>
<td>25%</td>
</tr>
<tr>
<td>40-49</td>
<td>25%</td>
<td>21%</td>
<td>23%</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>50-59</td>
<td>20%</td>
<td>23%</td>
<td>22%</td>
<td>22%</td>
<td>13%</td>
</tr>
<tr>
<td>60+</td>
<td>26%</td>
<td>32%</td>
<td>35%</td>
<td>24%</td>
<td>18%</td>
</tr>
<tr>
<td>Under 50</td>
<td>54%</td>
<td>44%</td>
<td>43%</td>
<td>54%</td>
<td>68%</td>
</tr>
<tr>
<td>50 and over</td>
<td>46%</td>
<td>56%</td>
<td>57%</td>
<td>46%</td>
<td>32%</td>
</tr>
<tr>
<td>Male Under 50</td>
<td>25%</td>
<td>16%</td>
<td>22%</td>
<td>23%</td>
<td>33%</td>
</tr>
<tr>
<td>Female Under 50</td>
<td>29%</td>
<td>28%</td>
<td>21%</td>
<td>31%</td>
<td>35%</td>
</tr>
<tr>
<td>Male 50+</td>
<td>23%</td>
<td>26%</td>
<td>28%</td>
<td>22%</td>
<td>19%</td>
</tr>
<tr>
<td>Female 50+</td>
<td>23%</td>
<td>30%</td>
<td>29%</td>
<td>24%</td>
<td>12%</td>
</tr>
<tr>
<td>White</td>
<td>56%</td>
<td>68%</td>
<td>57%</td>
<td>61%</td>
<td>42%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>11%</td>
<td>8%</td>
<td>16%</td>
<td>6%</td>
<td>16%</td>
</tr>
<tr>
<td>Asian</td>
<td>20%</td>
<td>19%</td>
<td>19%</td>
<td>17%</td>
<td>26%</td>
</tr>
<tr>
<td>Other race</td>
<td>12%</td>
<td>4%</td>
<td>7%</td>
<td>16%</td>
<td>16%</td>
</tr>
</tbody>
</table>
Program Participation by Product Disposal In Food Waste Pail or Yard Waste Cart

- Fruit/veg scraps from kitchen: 47%
- Leftovers: 35%
- Meat scraps: 28%
- Cheese products: 26%
- Eggshells: 28%
- Coffee grounds/tea leaves: 20%
- Pizza boxes: 43%
- Paper takeout food containers/wrappers: 34%
- Paper coffee cups: 23%
- Milk/OJ cartons: 17%

Legend:
- Participating a lot
- Participating some
Reduce, Reuse, & Recycle Attitudes by Program Participation

- Q12 Recycling things once you’re done with them
- Q11 Using things more than once
- Q14 Buying environmentally-friendly products
- Q13 Buying recycled products
- Q9 Reducing the amount that you consume
- Q10 Buying products with less packaging

Mean: Never to Always

Overall | Not aware/not participating | Aware/not participating | Participating some | Participating a lot
---|---|---|---|---
Q12 | 4.40 | 4.13 | 4.46 | 4.71
Q11 | 3.80 | 3.60 | 3.65 | 4.02 | 4.16
Q14 | 3.39 | 3.39 | 3.35 | 3.57 | 3.59
Q13 | 3.37 | 3.22 | 3.25 | 3.50 | 3.73
Q9  | 3.30 | 2.98 | 3.28 | 3.40 | 3.77
Q10 | 3.30 | 3.20 | 3.17 | 3.38 | 3.68

Residential Food Scrap Program
Evans/McDonough Company, Inc.
Program Participation by City

<table>
<thead>
<tr>
<th>City</th>
<th>Not Aware/Not participating</th>
<th>Aware/not participating</th>
<th>Participating some</th>
<th>Participating a lot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alameda</td>
<td>25%</td>
<td>33%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>San Leandro</td>
<td>21%</td>
<td>36%</td>
<td>24%</td>
<td>19%</td>
</tr>
<tr>
<td>Fremont</td>
<td>27%</td>
<td>35%</td>
<td>26%</td>
<td>12%</td>
</tr>
<tr>
<td>Castro Valley</td>
<td>32%</td>
<td>39%</td>
<td>20%</td>
<td>11%</td>
</tr>
</tbody>
</table>
Program Participation by Gender & Age

- **Women**
  - Not Aware/Not participating: 24%
  - Aware/not participating: 37%
  - Participating some: 23%
  - Participating a lot: 16%

- **Men**
  - Not Aware/Not participating: 29%
  - Aware/not participating: 33%
  - Participating some: 25%
  - Participating a lot: 13%

- **50 and over**
  - Not Aware/Not participating: 18%
  - Aware/not participating: 35%
  - Participating some: 29%
  - Participating a lot: 17%

- **Under 50**
  - Not Aware/Not participating: 34%
  - Aware/not participating: 36%
  - Participating some: 19%
  - Participating a lot: 12%

- **Women 50 and over**
  - Not Aware/Not participating: 14%
  - Aware/not participating: 37%
  - Participating some: 30%
  - Participating a lot: 19%

- **Men 50 and over**
  - Not Aware/Not participating: 22%
  - Aware/not participating: 33%
  - Participating some: 28%
  - Participating a lot: 16%

- **Women under 50**
  - Not Aware/Not participating: 32%
  - Aware/not participating: 37%
  - Participating some: 17%
  - Participating a lot: 14%

- **Men under 50**
  - Not Aware/Not participating: 35%
  - Aware/not participating: 34%
  - Participating some: 21%
  - Participating a lot: 10%
Program Participation by Education, Length of Residency, and Environmentalism

- **College grad +**:
  - Not Aware/Not participating: 27%
  - Aware/not participating: 35%
  - Participating some: 22%
  - Participating a lot: 16%

- **High school grad or less**:
  - Not Aware/Not participating: 25%
  - Aware/not participating: 37%
  - Participating some: 27%
  - Participating a lot: 11%

- **Current address over 10 years**:
  - Not Aware/Not participating: 16%
  - Aware/not participating: 39%
  - Participating some: 26%
  - Participating a lot: 18%

- **Current address 10 years or less**:
  - Not Aware/Not participating: 34%
  - Aware/not participating: 33%
  - Participating some: 22%
  - Participating a lot: 12%

- **Strong environmentalist**:
  - Not Aware/Not participating: 23%
  - Aware/not participating: 28%
  - Participating some: 27%
  - Participating a lot: 22%

- **Moderate environmentalist**:
  - Not Aware/Not participating: 24%
  - Aware/not participating: 38%
  - Participating some: 23%
  - Participating a lot: 15%

- **Sometimes/Not environmentalist**:
  - Not Aware/Not participating: 34%
  - Aware/not participating: 36%
  - Participating some: 22%
  - Participating a lot: 8%
Program Participation by Home Environmental Variables

- **Take yard waste cart to curb**
  - Weekly: 19% Not Aware/Not participating, 32% Aware/not participating, 28% Participating some, 22% Participating a lot
  - Less than weekly: 36% Not Aware/Not participating, 40% Aware/not participating, 18% Participating some, 6% Participating a lot

- **No garbage disposal**
  - 23% Not Aware/Not participating, 29% Aware/not participating, 23% Participating some, 24% Participating a lot

- **Have garbage disposal**
  - 27% Not Aware/Not participating, 36% Aware/not participating, 24% Participating some, 13% Participating a lot

- **Grow food in yard**
  - 17% Not Aware/Not participating, 36% Aware/not participating, 27% Participating some, 20% Participating a lot

- **Don't grow food in yard**
  - 29% Not Aware/Not participating, 36% Aware/not participating, 24% Participating some, 11% Participating a lot
Program Participation by Food Scrap Pail Habits

- Use provided food scrap pail:
  - Aware/not participating: 20%
  - Participating some: 40%
  - Participating a lot: 40%

- Use other pail:
  - Aware/not participating: 39%
  - Participating some: 31%
  - Participating a lot: 30%

- Keep pail in house:
  - Aware/not participating: 26%
  - Participating some: 33%
  - Participating a lot: 40%

- Keep pail outside:
  - Aware/not participating: 25%
  - Participating some: 49%
  - Participating a lot: 26%
Where do you Get Recycling & Waste Disposal Information?

- Garbage Company: 21%
- Mail: 14%
- Recycling company: 13%
- Newspaper: 13%
- Waste Management: 10%
- City/County: 9%
- Pamphlet/newsletter: 8%
- Bill: 8%
- Internet/online: 6%
- Common sense/already know: 5%
- Word of Mouth: 4%
- Magazines/Books: 4%
- TV/radio: 2%
- Everywhere/nowhere specific: 1%
- Other: 4%
- Nowhere/none/DK/NA/refused: 7%