



2018 Recycling Survey Report

September 24, 2018

604 West 6960 South
Midvale, UT 84047

p. (385) 468-6325
f. (385) 468-6330

info@wasatchfrontwaste.org
www.wasatchfrontwaste.org

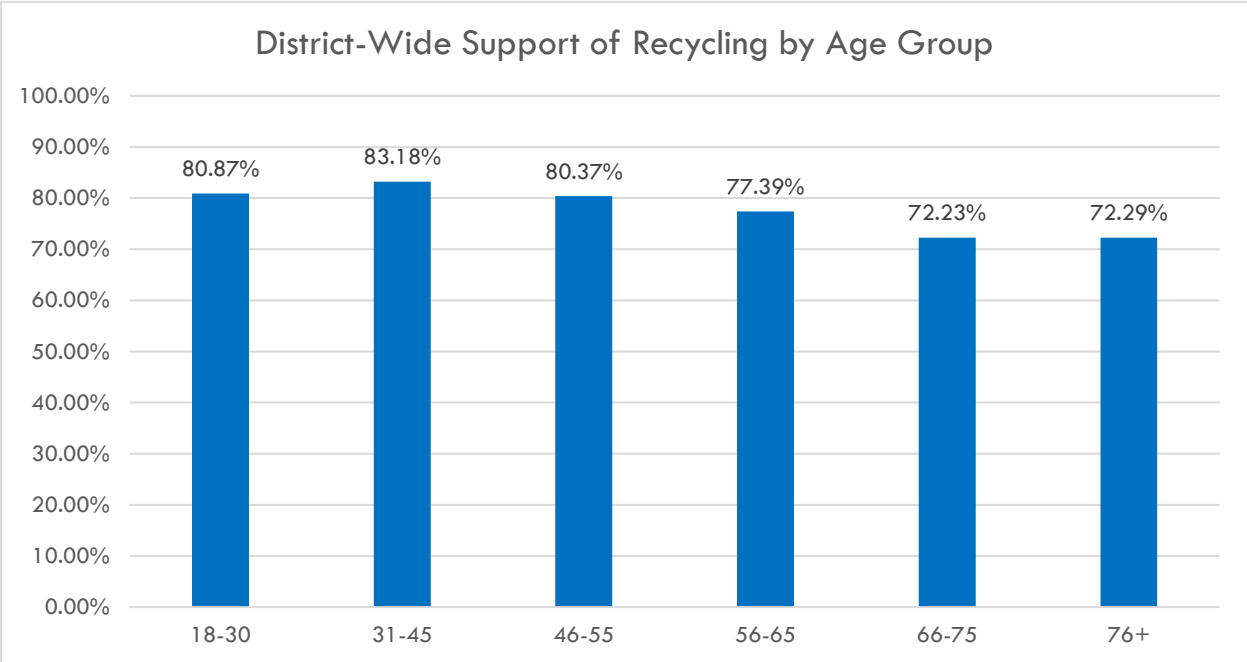
Executive Summary

Wasatch Front Waste and Recycling District (WFWRD) currently provides services to 84,382 homes in the cities of Cottonwood Heights, Herriman, Holladay, Millcreek, Taylorsville, and portions of Murray and Sandy; the Metro Townships of Copperton, Emigration, Kearns, Magna, and White City; and the unincorporated areas of Salt Lake County.

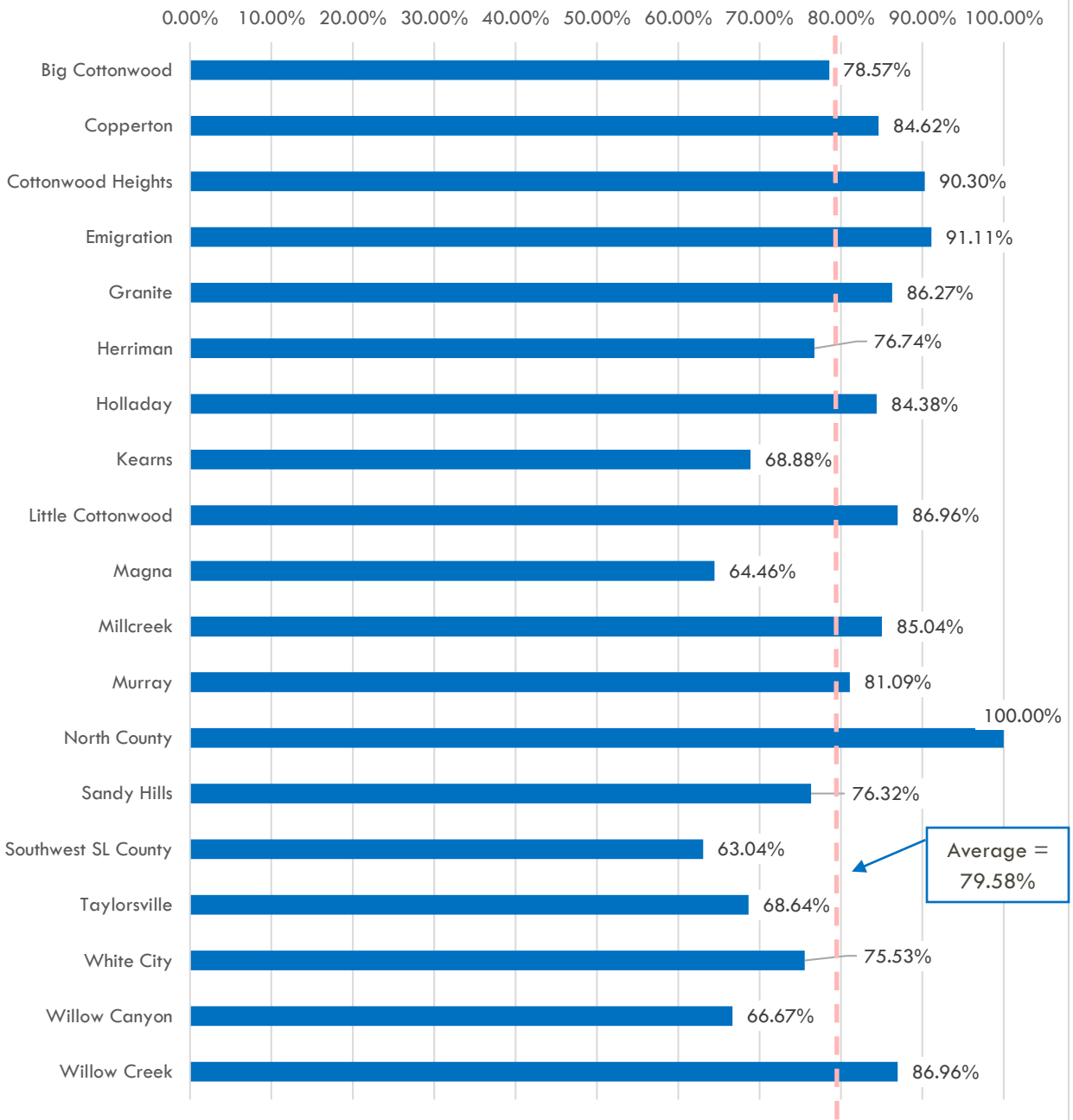
During the first half of September 2018, WFWRD conducted a Recycling Survey to obtain opinions from WFWRD customers regarding increased costs for recycling services. There were 6,355 responses received.

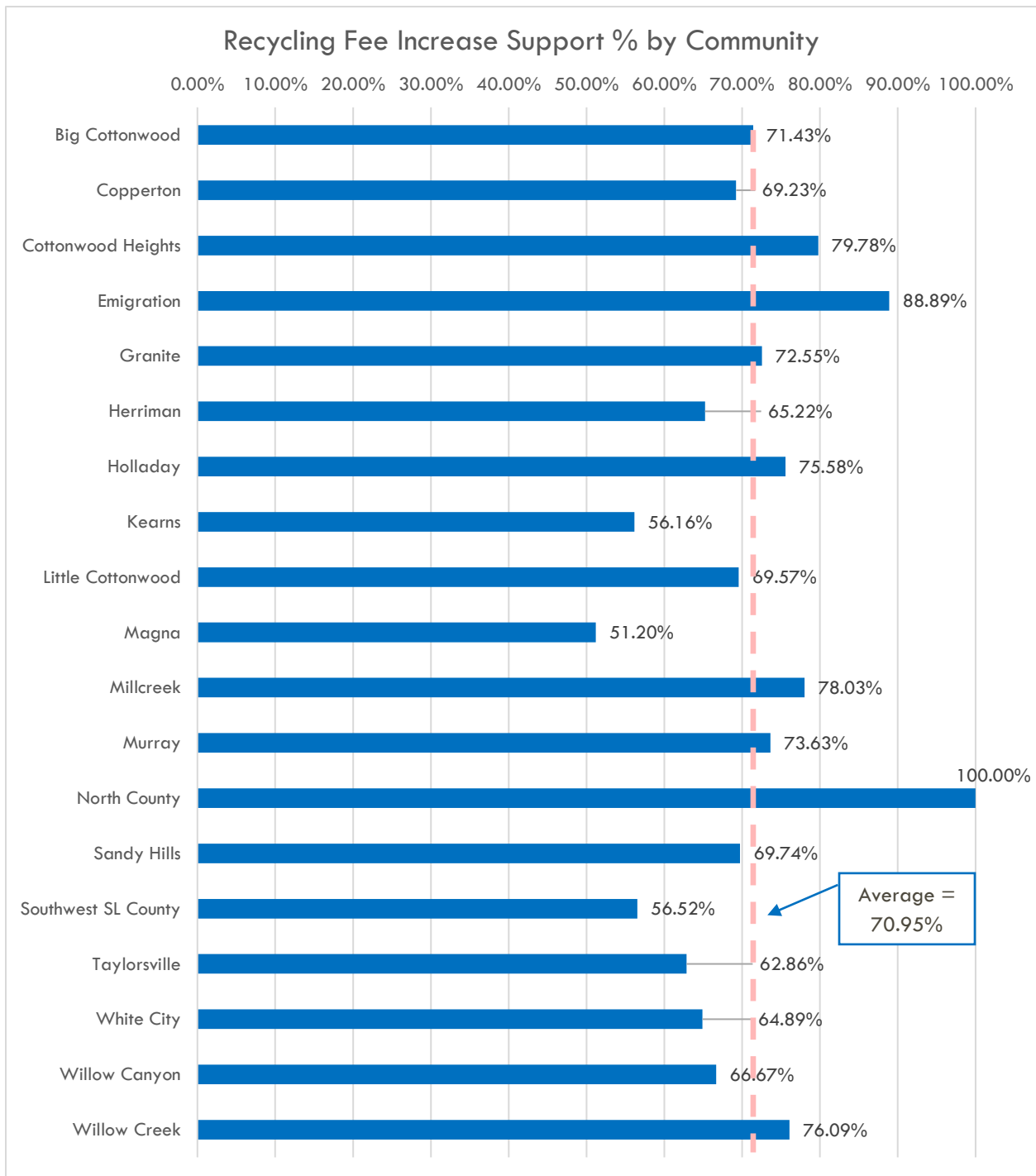
The results are as follows:

- **79.91% support continued recycling services.**
 - 1.54% do not recycle.
- **70.5% would support a fee increase to maintain recycling services.**



Recycling Support % by Community





2,533 comments were written, and each one will be reviewed by WFWRD’s Sustainability Coordinator.

The following is a detailed report and analysis of the 2018 Recycling Survey.

Survey Administration

Hyperlinks to the online survey were provided on the District website, Facebook page and Twitter feed. 22,325 emails were sent to customers, which included a direct hyperlink and invitation to complete the survey. Additionally, 9,995 postcards, directing residents to the online survey, were sent to random customers within the District. These addresses were randomly selected based on area and in proportion to the number of residences in that area. Residents were asked to complete the survey by September 15, 2018. The following chart represents the number of responses from each area:

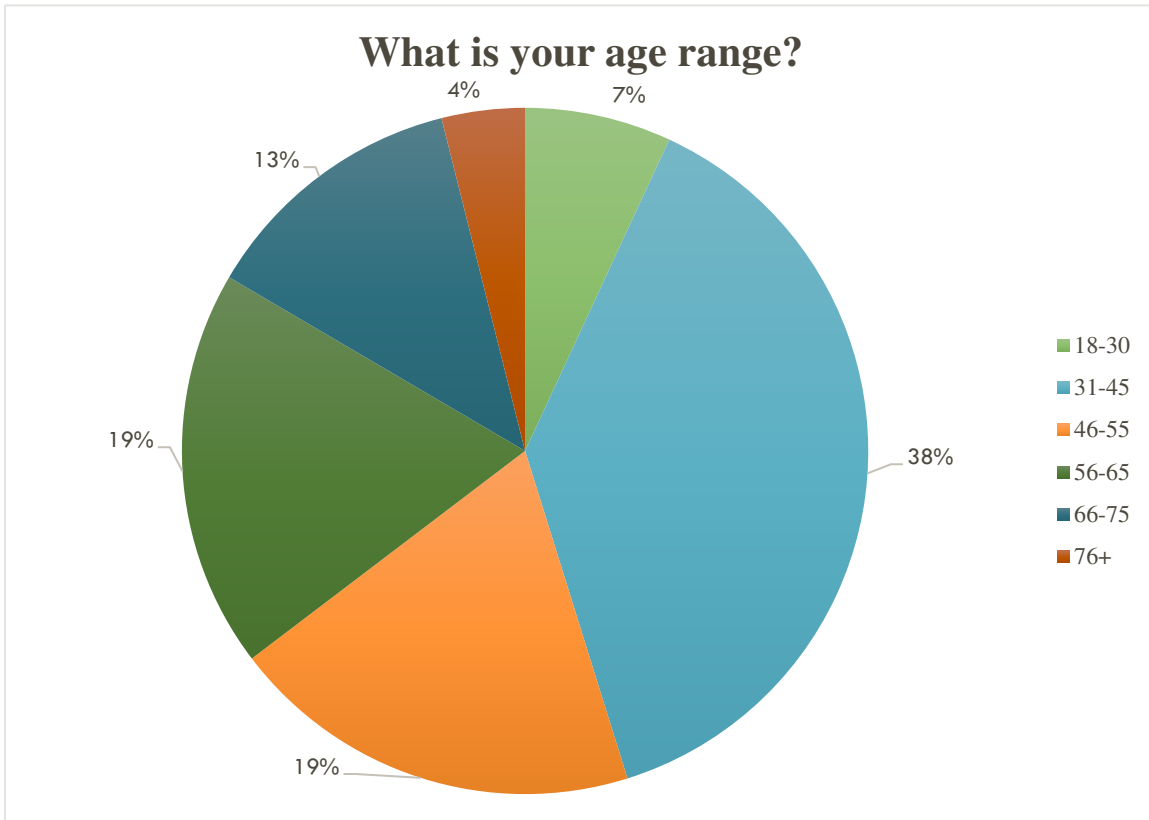
Question 1: In what area are you located?

| Area | # Postcards Sent | # Survey Responses | Percentage of Total Responses |
|--------------------|------------------|--------------------|-------------------------------|
| Big Cottonwood | 74 | 14 | 0.22% |
| Copperton | 34 | 13 | 0.20% |
| Cottonwood Heights | 1,209 | 732 | 11.52% |
| Emigration | 71 | 45 | 0.71% |
| Granite | 100 | 51 | 0.80% |
| Herriman | 864 | 877 | 13.80% |
| Holladay | 925 | 909 | 14.30% |
| Kearns | 1,248 | 511 | 8.04% |
| Little Cottonwood | 6 | 23 | 0.36% |
| Magna | 888 | 332 | 5.22% |
| Millcreek | 2,038 | 1,611 | 25.35% |
| Murray | 342 | 201 | 3.16% |
| North County | 5 | 3 | 0.05% |
| Sandy Hills | 118 | 76 | 1.20% |
| Southwest | 25 | 46 | 0.72% |
| Taylorsville | 1,679 | 762 | 11.99% |
| White City | 233 | 94 | 1.48% |
| Willow Canyon | 31 | 9 | 0.14% |
| Willow Creek | 105 | 46 | 0.72% |
| TOTAL: | 9,995 | 6,355 | |

The number of responses include all methods of invitation: mail, email, and social media. As a result, the number of responses will not directly correspond to the number of postcards which were distributed. 4,644 residents completed the survey directly from the email invitation. 1,711 completed the survey either through the social media announcement/invitation or through the postcard notification.

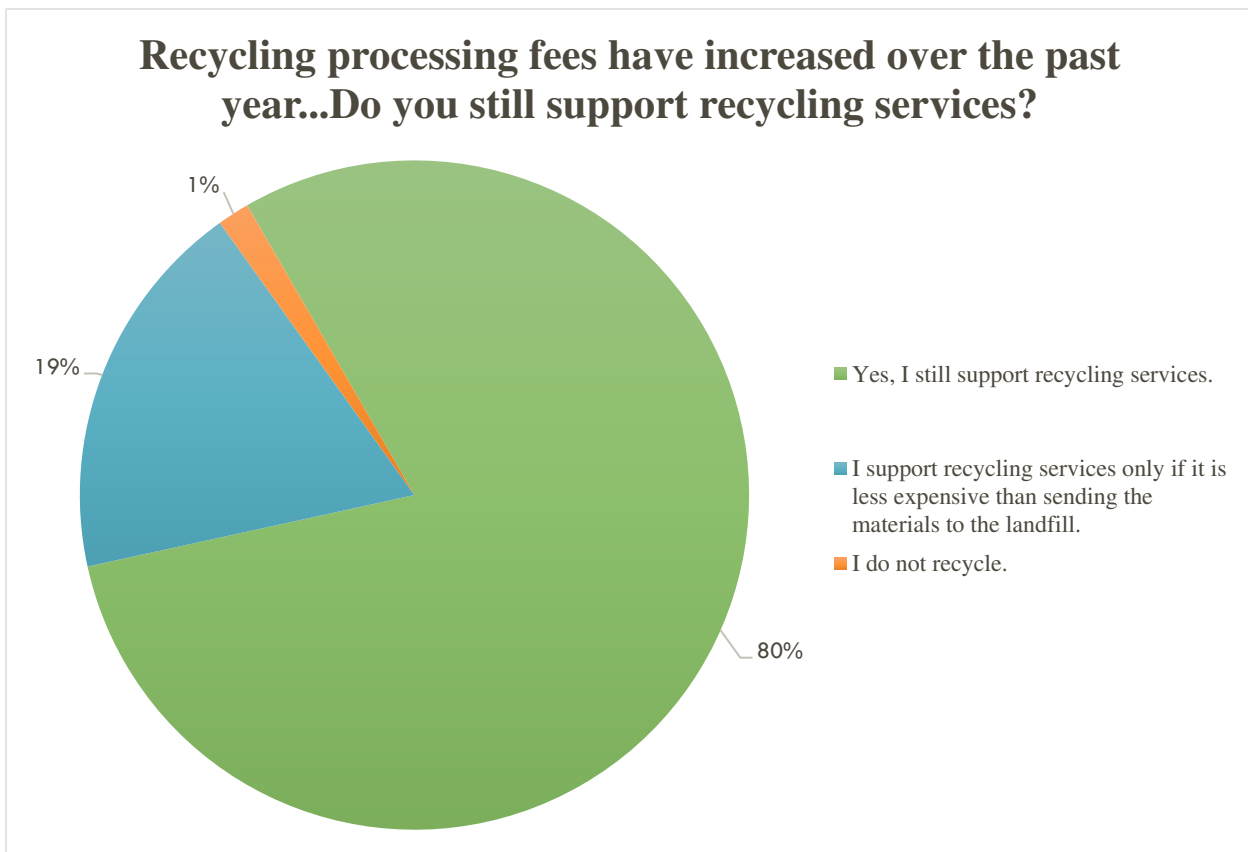
Question 2: What is your age range?

| Answer Choices | Responses | |
|----------------|--------------|--------|
| 18-30 | 439 | 6.91% |
| 31-45 | 2,432 | 38.27% |
| 46-55 | 1,238 | 19.48% |
| 56-65 | 1,194 | 18.79% |
| 66-75 | 803 | 12.64% |
| 76+ | 249 | 3.92% |
| Total | 6,355 | |



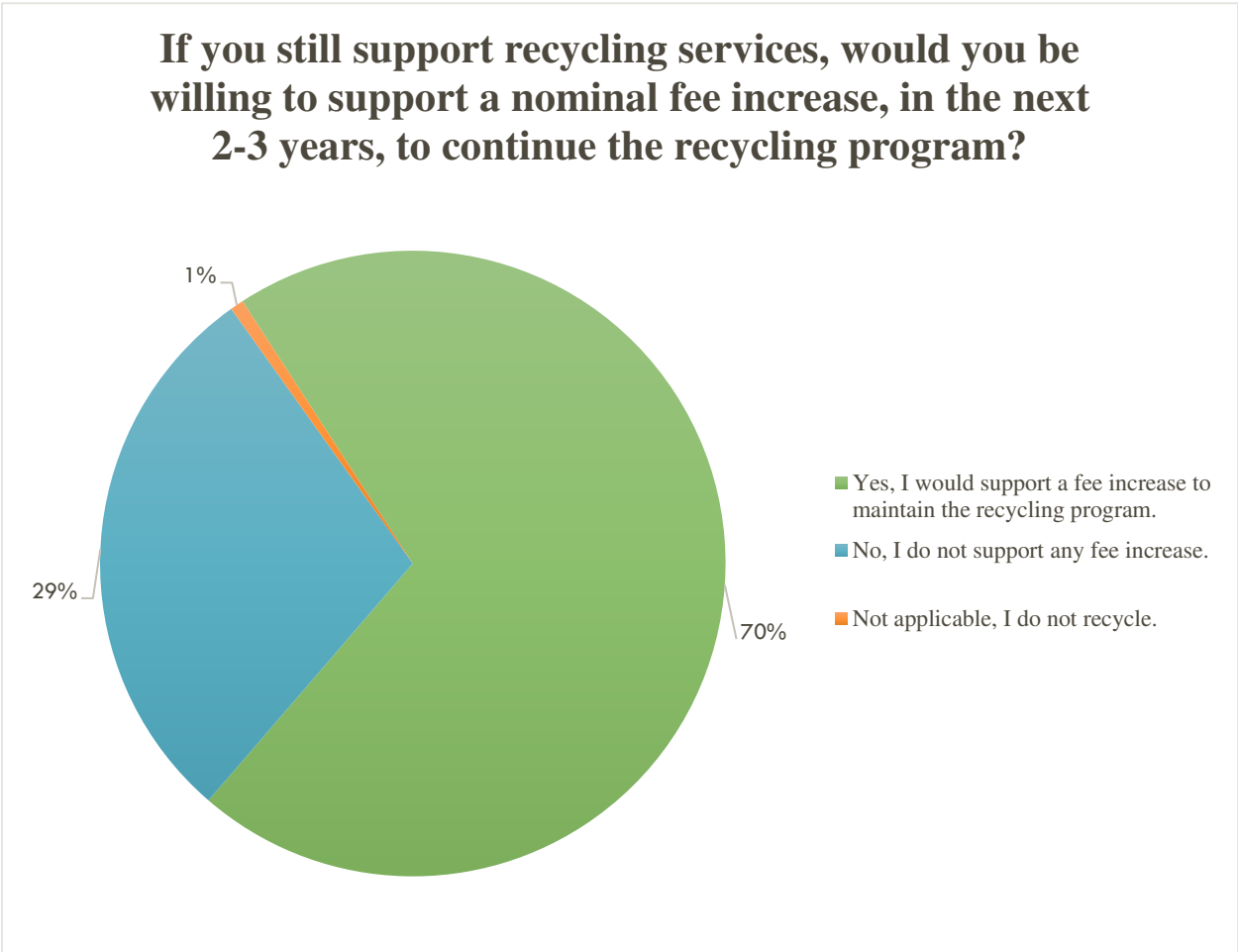
Question 3: Recycling processing fees have increased over the past year. There are times when it is more expensive to recycle than to send the materials to the landfill. (Projected cost increases per home/per month = \$1.00 to recycle or \$0.75 to dispose at the landfill.) Do you still support recycling services?

| Answer Choices | Responses | |
|---|--------------|--------|
| Yes, I still support recycling services. | 5,078 | 79.91% |
| I support recycling services only if it is less expensive than sending the materials to the landfill. | 1,179 | 18.55% |
| I do not recycle. | 98 | 1.54% |
| Total | 6,355 | |



Question 4: If you still support recycling services, would you be willing to support a nominal fee increase, in the next 2-3 years, to continue the recycling program?

| Answer Choices | Responses | |
|--|--------------|--------|
| Yes, I would support a fee increase to maintain the recycling program. | 4,480 | 70.50% |
| No, I do not support any fee increase. | 1,831 | 28.81% |
| Not applicable, I do not recycle. | 44 | 0.69% |
| Total | 6,355 | |



Question 5: We sent a recycling educational flyer in the July 2018 billing statement. Did you receive it? (This flyer is also available on our website.)

| Answer Choices | Responses | |
|--|--------------|--------|
| I received it, via mail or email, and I found it useful. | 3,022 | 47.55% |
| I received it, via mail or email, but I did not find it useful. | 465 | 7.32% |
| I did not receive the flyer with my statement. | 1,044 | 16.43% |
| I receive billing notices via Xpress Bill Pay email, and do not receive a statement. | 1,569 | 24.69% |
| I pay my bill annually and do not receive quarterly statements. | 255 | 4.01% |
| Total | 6,355 | |

