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Santa Clara County

Waste Reduction and Recycling Baseline Survey

March 2008

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Overview and Research Objectives

- Identify the relative importance of environmental issues to Santa Clara County residents
- Learn resident attitudes and behavior vis-a-vis different waste reduction and recycling practices
- Gauge resident recall and effectiveness of public information campaigns
- Determine residents' preferred sources and languages for getting information on waste reduction and recycling
- Identify differences in attitudes and behavior due to demographic and geographic differences

Methodology Overview I

➤ Data Collection	Telephone Interviewing
➤ Universe	1,299,546 Adult residents in Santa Clara County
➤ Fielding Dates	February 6 to 16, 2008
➤ Interview Length	16 minutes
➤ Sample Size	600
➤ Margin of Error	$\pm 4.0\%$

Methodology Overview II

Sample Quotas

In order to assess potential geographic differences in resident opinions, the sample of respondents was classified into five groups based on their area of residence. The quota assigned to each of the geographic areas is representative of the actual population of adult residents in that area.

- **North County (n = 120):** Los Altos, Los Altos Hills, Mountain View, Sunnyvale, Palo Alto, and Stanford
- **West County (n = 100):** Campbell, Cupertino, Los Gatos, Monte Sereno, Santa Clara, and Saratoga
- **East San Jose and Milpitas (n = 150):** Milpitas, Mount Hamilton, and zip codes 95116, 95121, 95122, 95127, 95131, 95132, 95133, 95195, 95138, and 95148 in San Jose
- **West San Jose (n = 190):** Zip codes 95110, 95111, 95112, 95113, 95117, 95118, 95119, 95120, 95123, 95124, 95125, 95126, 95128, 95129, 95130, 95134, 95136, and 95139 in San Jose
- **South County (n = 40):** Gilroy, Morgan Hill, and San Martin

Methodology Overview III

The following table illustrates the number of interviews completed in each city of Santa Clara County.

City	Number of Interviews Completed
San Jose	324
Sunnyvale	53
Santa Clara	36
Mountain View	30
Palo Alto	24
Los Altos/Los Altos Hills	22
Los Gatos	19
Cupertino	18
Saratoga	17
Gilroy	16
Milpitas	14
Campbell	11
Morgan Hill	9
San Martin	1
Other	5
Total	600



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Executive Summary and Recommendations

Executive Summary: Green Perceptions

- “Going green” meant “recycling” to 33 percent of Santa Clara County residents surveyed
 - Especially among the women
- County residents care about the environment, with 8 out of 11 environmental issues considered important to at least 75 percent, especially the following:
 - Recycling (88%)
 - Reducing water pollution (88%)
 - Reducing air pollution and greenhouse gas emissions (88%)
 - Reducing waste going into our landfill was a second-tier environmental issue, considered important by 81 percent, with four other issues (75 to 85% important)

Executive Summary: Self-Efficacy

- Some 43 percent considered themselves very knowledgeable about waste reduction and recycling, and 51 percent somewhat knowledgeable
 - Higher self-efficacy among those 45 and older, Caucasians, homeowners and county residents for 15 years or more
- Among those somewhat or not knowledgeable (n =344), 32 to 39 percent would benefit from information about what, how, and where to recycle
 - Especially among the women, 18-to-29-year-olds, Hispanics, and East San Jose and Milpitas residents
- Some 52 percent reported knowing where to take hazardous household waste for safe disposal
 - Lack of awareness higher among those 44 and younger, Hispanics, renters, East San Jose and Milpitas residents, and county residents for 25 years or shorter

Executive Summary: Waste Reduction Behavior •

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- On waste reduction practices, 3 out of 7 were adopted by the average county resident at least some of the time, if not most of the time:
 - Buying products with recycled content (54%)
 - Buying products in bulk or larger sizes (49%)
 - Removing address from junk mail lists (49%)
 - Practiced most frequently by the county residents for 16 to 25 years
- The average county resident practiced the following waste reduction practices some of the time:
 - Home composting
 - Bringing own shopping bags
 - Green building practices
 - Giving gift cards, certificates or recreational tickets

Executive Summary: Recycling Behavior

➤ For 12 out of 18 household items, the average county resident recycle them at least most of the time, if not almost always, especially:

- Aluminum cans (89%)
- Cardboard and boxes (87%)
- Glass bottles and containers (86%)
- Plastic containers (84%)
- Newspapers (83%)
- Practiced most frequently by county residents 45 or older, Caucasians or Asians, homeowners, county residents for more than 15 years

➤ The least frequently recycled items are:

- Fluorescent light bulbs
- Household chemicals
- Household batteries
- Styrofoam
- Electronic items
- Used automotive products

Executive Summary: Behavioral Change

- Compared to two years ago, 51 percent reported recycling more, while 45 percent remained the same
 - Recycling increased especially among the women and South County residents
 - Recycling stayed the same especially among the men and county residents for 26 years or longer
- Top reasons reported for increased recycling are:
 - More aware of what, how, and where to recycle (32%)
 - Recycling has become more important (20%)
 - Availability of more recycling options (16%)
- Top motivators reported for increasing recycling in the future are:
 - Availability of curbside pick-up service (16%)
 - Especially for residents in East San Jose and Milpitas
 - Availability of more recycling options (14%)
 - Information about how to recycle (12%)

Executive Summary: Campaign Effectiveness

- Out of 8 tested public information campaigns, 5 have recall rates of 23 to 43 percent; the following had the highest recall rates:
 - Bringing your own shopping bags (65%)
 - Reusing or recycling electronic items (58%)
 - Recycling household batteries and fluorescent light bulbs (49%)
- Majority (70% to 83%) of those who recalled the campaigns thought the information reinforced what they already knew, while 16 to 28 percent thought the information was new, especially:
 - Giving gift cards, certificates or tickets, instead of wrapped presents (28%)
 - Recycling household batteries and light bulbs (25%)
- Campaign recall is associated with more frequent practice
 - Whether new information or reinforced knowledge, those who recalled the campaigns adopted the corresponding waste reduction and recycling practices more frequently than those who did not recall the campaigns
 - Lower recall and less frequent practice among the 18 to 44, Hispanics, renters and with annual household income of less than \$40,000

Executive Summary: Information Media

- The top mentioned media associated with the campaign recalls are:
 - Television (28%)
 - Especially among the Hispanics and renters
 - Newspapers (17%)
 - Especially among the 60 or older, homeowners, and county residents for over 25 years
 - Brochures, mailers or fliers (17%)
- The most preferred information sources are:
 - Brochures, mailers or fliers (17%)
 - Television (15%)
 - Newspapers (12%)
 - Especially among those 45 or older, and county residents for over 25 years
- The vast majority (91%) have never used www.reducewaste.org
 - 86 percent of the visitors found the information on the website useful
- Half of the respondents reported a non-English primary or secondary household language, of which 53 percent would more likely use waste reduction and recycling information if in that non-English language
 - Spanish (57%), followed by Chinese (11%), Vietnamese (10%), and Indian languages (10%)

Recommendations

- Emphasize preserving and protecting the environment as the overarching reason to recycle and reduce waste.
- Increase recycling convenience, options and information to encourage more practice.
- County residents could benefit from more information on handling hazardous household waste and home composting.
- Target future public information efforts to those wanting or needing more education: women, 18 to 44, Hispanics, renters, and households with less than \$40,000 in annual income.
- Top media channels are brochures/mailers/fliers, television and newspapers.
- Have information available in Spanish, Chinese (Mandarin and Cantonese for TV; traditional characters for mailers and newspapers) and Vietnamese.



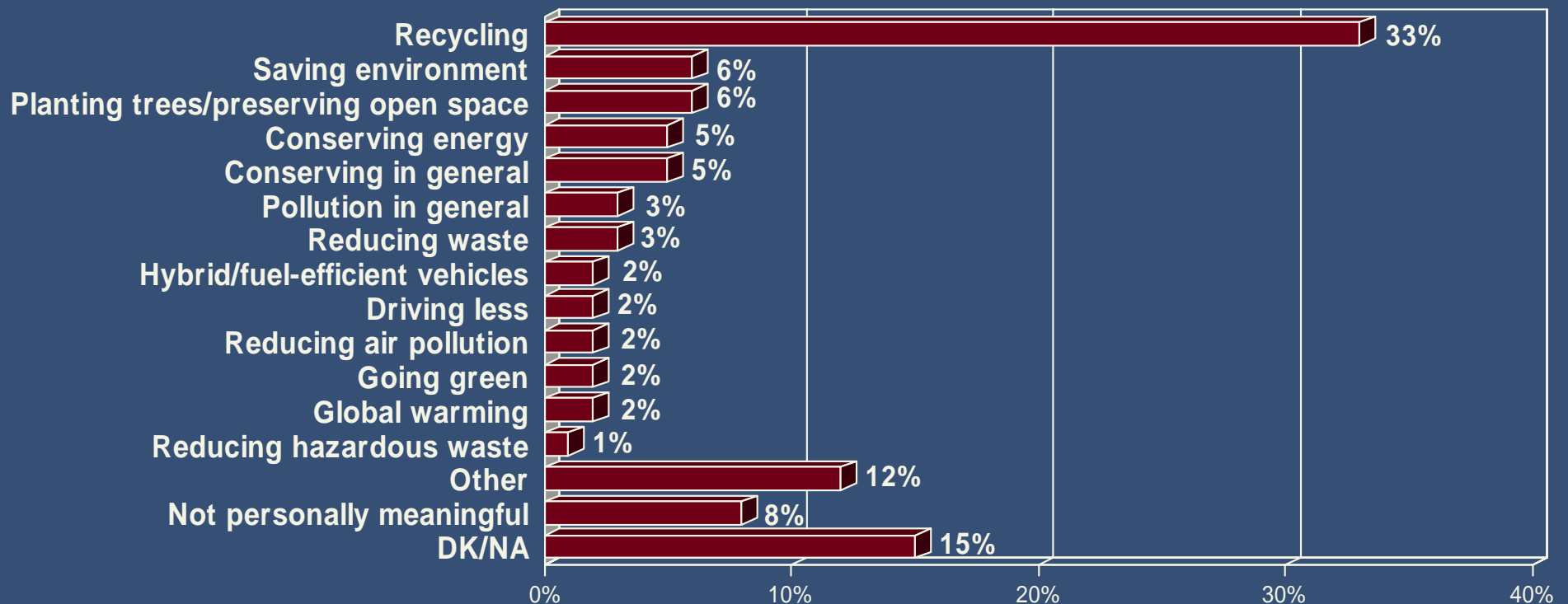
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Key Findings

Meaning of “Going Green”

The first substantive question in the survey focused on learning what “going green” meant to Santa Clara County residents. By a wide margin, “Recycling” was the highest response, with one in three respondents citing that as what came to their minds. The rest of the responses were mentioned by 6 percent or fewer of the respondents, speaking to such themes as saving the environment (6%), and conservation in general (5%). “Reducing waste” and “reducing hazardous waste” were cited by 3 and 1 percent of the respondents, respectively. About 8 percent did not find “going green” personally meaningful to them.



Meaning of “Going Green”

Difference in Subgroups I

In terms of demographic differences, a higher percentage of the women mentioned “recycling” as the first thing that came to mind when thinking about “going green,” whereas a higher percentage of the men stated that the phrase was not personally meaningful to them. “Planting more trees or preserving open space” was cited by a higher percentage of those between 18 and 29 than their older counterparts. Furthermore, a higher percentage of the 45-to-59 than the 30-to-44-year-old respondents cited “Conserving energy” as the first thing that came to mind when thinking about “going green.”

	Gender		Age			
	Male	Female	18 to 29	30 to 44	45 to 59	60 or older
Total	308	292	108	200	164	109
Recycling	<u>26.1%</u>	<u>39.5%</u>	32.6%	32.6%	33.2%	33.2%
Saving the environment or planet	5.9%	6.5%	10.4%	4.6%	6.1%	6.4%
Planting more trees/preserving open space	4.6%	7.8%	<u>17.6%</u>	<u>4.0%</u>	<u>3.0%</u>	<u>4.0%</u>
Conserving energy	4.6%	4.9%	2.0%	<u>2.1%</u>	<u>10.0%</u>	3.3%
Conserving in general	4.6%	4.7%	2.4%	3.2%	7.2%	5.7%
Not personally meaningful	<u>10.1%</u>	<u>4.9%</u>	5.9%	6.8%	8.1%	9.3%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Meaning of “Going Green”

Difference in Subgroups II

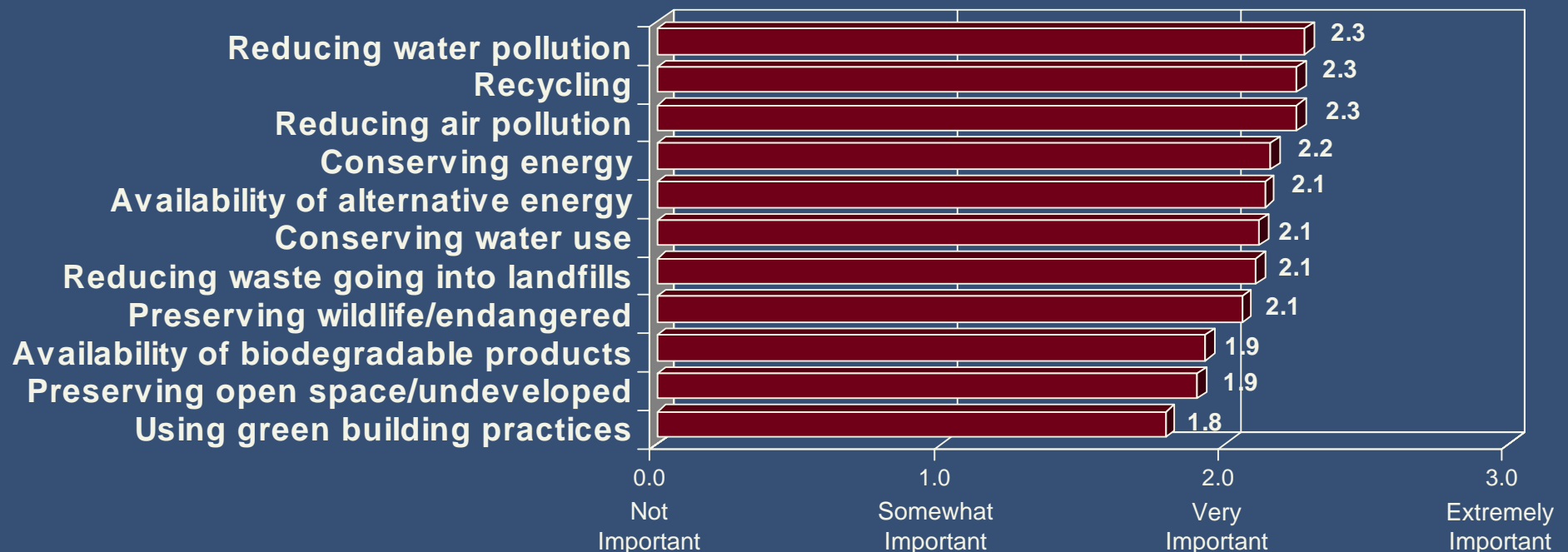
Proportionally more of the Hispanic than the Caucasian and the Asian respondents associated “Planting more trees or preserving open space” with “going green.” On the other hand, a higher percentage of the Caucasian than the Hispanic respondents cited “Conserving in general” when thinking of “going green.” Additionally, a higher percentage of the renters than the homeowners reported that “going green” was not personally meaningful to them.

	Ethnicity				Homeownership Status	
	Caucasian	Hispanic	Asian	Other	Own	Rent
Total	245	128	175	29	398	181
Recycling	37.0%	27.3%	27.7%	48.8%	33.1%	32.5%
Saving the environment or planet	5.1%	12.6%	3.3%	2.9%	5.5%	8.1%
Planting more trees/preserving open space	<u>1.4%</u>	<u>17.7%</u>	<u>5.0%</u>	2.3%	4.2%	11.1%
Conserving energy	6.2%	3.5%	4.1%	2.5%	5.2%	4.3%
Conserving in general	<u>8.0%</u>	<u>1.1%</u>	3.0%	2.1%	6.1%	1.6%
Not personally meaningful	7.0%	6.9%	9.5%	9.7%	<u>5.7%</u>	<u>10.6%</u>

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Relative Importance of Environmental Issues

Of the eleven environmental issues tested, recycling ranked the highest in importance along with reducing water and air pollution. The average county resident thought that these issues were between “very” and “extremely important” (mean score of 2.3). Expressed differently, more than 85 percent of the respondents stated that these three top-tier issues were extremely or very important to them. Conserving energy and water use, availability of alternative energy, reducing waste going into landfills, and preserving wildlife and endangered species rounded out the second-tier of important environmental issues, with 75 to 85 percent of the respondents rating them as at least “very important” (mean scores of 2.1 to 2.2).



Note: The above rating questions have been abbreviated for charting purposes. For the exact wording, please see Appendix D. The responses were recoded to calculate mean scores: “Extremely Important” = +3, “Very Important” = +2, “Somewhat Important” = +1, and “Not Important” = 0.

Relative Importance of Environmental Issues

Difference in Subgroups I

Each of the top eight environmental issues other than increasing the availability of alternative energy was significantly more important to the women than the men. The Hispanic residents were more concerned about conserving water use and preserving wildlife and endangered species, when compared to the Caucasian residents. Apart from these, the homeowners attributed higher importance to the availability of alternative energy, while conserving water use was more important to the renters.

	Gender		Ethnicity				Homeownership Status	
	Male	Female	Caucasian	Hispanic	Asian	Other	Own	Rent
2B. Reducing water pollution	<u>2.1</u>	<u>2.4</u>	2.3	2.4	2.2	2.2	2.3	2.3
2G. Recycling	<u>2.1</u>	<u>2.4</u>	2.2	2.3	2.2	2.3	2.3	2.3
2A. Reducing air pollution and greenhouse gas emissions	<u>2.1</u>	<u>2.4</u>	2.2	2.4	2.3	2.3	2.2	2.3
2D. Conserving energy	<u>2.1</u>	<u>2.3</u>	2.1	2.3	2.1	2.1	2.2	2.2
2F. Increasing the availability of alternative energy	2.1	2.2	2.1	2.1	2.1	2.3	<u>2.2</u>	<u>2.0</u>
2E. Conserving water use	<u>1.9</u>	<u>2.3</u>	<u>2.1</u>	<u>2.3</u>	2.1	2.1	<u>2.1</u>	<u>2.2</u>
2H. Reducing waste going into our landfill	<u>1.9</u>	<u>2.3</u>	2.2	2.1	2.0	2.1	2.1	2.1
2C. Preserving wildlife and endangered species	<u>1.9</u>	<u>2.2</u>	<u>2.0</u>	<u>2.3</u>	2.1	2.1	2.0	2.2

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Relative Importance of Environmental Issues

Difference in Subgroups II

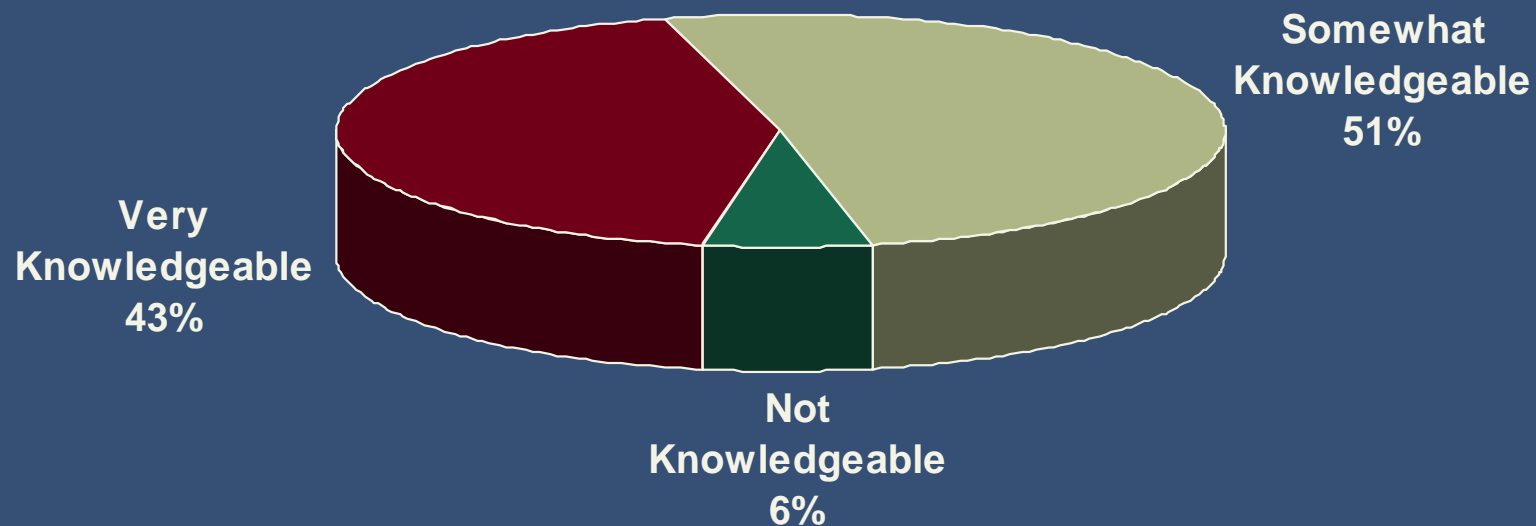
The residents who have lived in Santa Clara County for 6 to 25 years attributed more importance to preserving wildlife and endangered species than those who have lived in the county for a longer period. Similarly, this issue was more important to the North County residents than to those living in West County.

	Length of Residence				Area of Residence				
	5 yrs or less	6 to 15 yrs	16 to 25 yrs	26 yrs or more	North County	West County	East San Jose and Milpitas	West San Jose	South County
2B. Reducing water pollution	2.2	2.3	2.4	2.3	2.3	2.1	2.3	2.4	2.1
2G. Recycling	2.2	2.3	2.2	2.3	2.3	2.3	2.3	2.2	2.1
2A. Reducing air pollution & greenhouse gas emissions	2.2	2.3	2.3	2.2	2.3	2.1	2.3	2.3	2.1
2D. Conserving energy	2.1	2.2	2.3	2.1	2.2	2.1	2.2	2.1	2.2
2F. Increasing the availability of alternative energy	2.1	2.1	2.2	2.2	2.3	2.0	2.2	2.1	2.1
2E. Conserving water use	2.1	2.1	2.1	2.1	2.1	2.1	2.2	2.1	2.1
2H. Reducing waste going into our landfill	2.0	2.1	2.2	2.2	2.2	1.9	2.2	2.1	2.0
2C. Preserving wildlife and endangered species	2.0	<u>2.2</u>	<u>2.2</u>	<u>1.9</u>	<u>2.2</u>	<u>1.9</u>	2.1	2.1	2.1

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Waste Reduction and Recycling Knowledge

The next section in the survey focused on learning resident attitudes and behavior vis-à-vis waste reduction and recycling practices. The first question in this series asked the respondents to rate their overall knowledge about waste reduction and recycling. As shown in the following chart, 43 percent of the respondents considered themselves to be very knowledgeable. On the other hand, half of the respondents (51%) considered themselves to be somewhat knowledgeable, and another 6 percent thought that they were not knowledgeable about these practices.



Waste Reduction and Recycling Knowledge

Difference in Subgroups I

Overall, self-rated knowledge about waste reduction and recycling increased with age. In particular, a higher percentage of the 45-years-and-older respondents were in the “very knowledgeable” group, whereas a higher percentage of the 18-to-44 than the 60-years-or-older respondents considered themselves “somewhat knowledgeable.” Otherwise, a higher percentage of the Caucasian residents rated themselves as “very knowledgeable,” whereas proportionally more of the Hispanic and the Asian residents reported being “somewhat knowledgeable” about waste reduction and recycling practices.

	Age				Ethnicity			
	18 to 29	30 to 44	45 to 59	60 or older	Caucasian	Hispanic	Asian	Other
Total	108	200	164	109	245	128	175	29
Very Knowledgeable	<u>28.1%</u>	<u>36.5%</u>	<u>50.9%</u>	<u>56.4%</u>	<u>54.0%</u>	<u>30.5%</u>	<u>32.1%</u>	55.5%
Somewhat Knowledgeable	<u>59.9%</u>	<u>59.3%</u>	45.8%	<u>36.0%</u>	<u>40.7%</u>	<u>61.9%</u>	<u>60.8%</u>	39.5%
Not Knowledgeable	<u>11.9%</u>	4.3%	<u>3.4%</u>	6.3%	5.4%	7.6%	6.3%	5.0%
DK/NA	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.9%	0.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Waste Reduction and Recycling Knowledge

Difference in Subgroups II

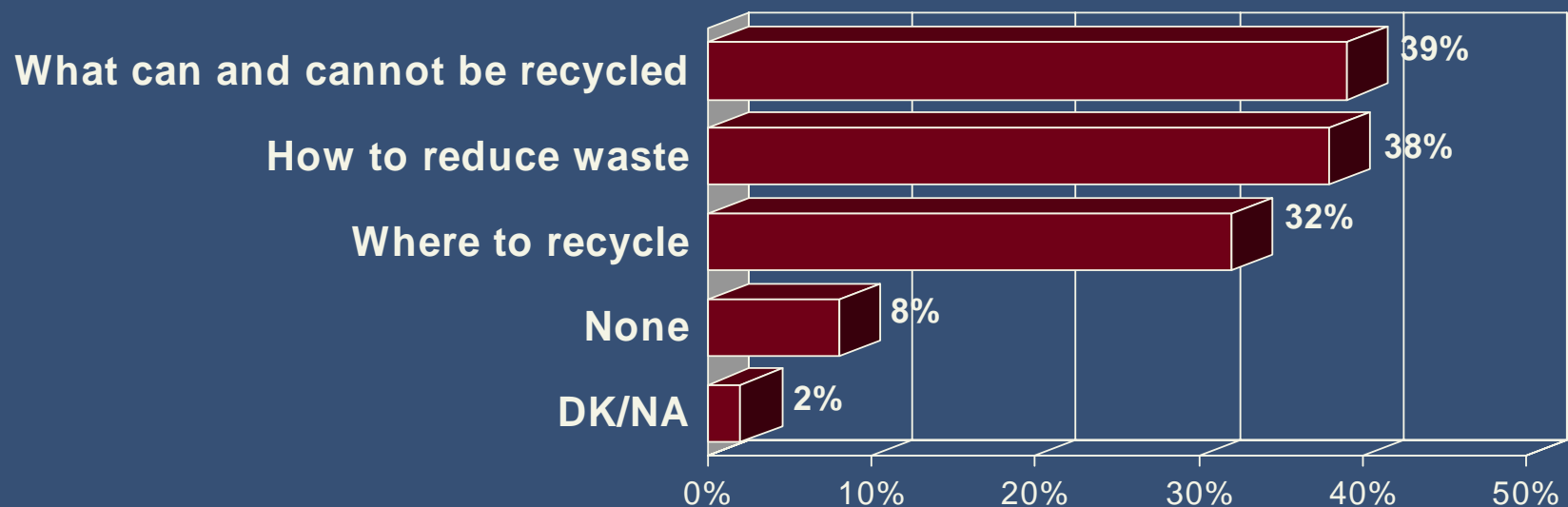
The homeowners reported being more knowledgeable about waste reduction and recycling than those who reported renting their place of residence. Likewise, the residents who have lived in Santa Clara County for more than 15 years were more knowledgeable than the newer residents.

	Homeownership Status		Length of Residence			
	Own	Rent	5 years or less	6 to 15 years	16 to 25 years	26 years or more
Total	398	181	148	134	118	197
Very Knowledgeable	<u>50.6%</u>	<u>25.8%</u>	<u>27.8%</u>	<u>31.1%</u>	<u>49.1%</u>	<u>57.1%</u>
Somewhat Knowledgeable	<u>44.4%</u>	<u>66.1%</u>	<u>57.6%</u>	<u>67.5%</u>	<u>46.0%</u>	<u>39.0%</u>
Not Knowledgeable	4.6%	8.0%	<u>13.6%</u>	<u>1.4%</u>	4.8%	<u>3.9%</u>
DK/NA	0.4%	0.0%	1.0%	0.0%	0.0%	0.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Waste Reduction and Recycling Information

The 344 respondents who rated themselves as somewhat or not knowledgeable were asked a follow-up question to identify the areas in which they would benefit from having more information. In response to this, 39 percent stated that information about what can and cannot be recycled would be helpful to them, 38 percent were interested in knowing about how to reduce waste, and another 32 percent wanted information on where to recycle. Some 8 percent of the respondents were not interested in obtaining any information about this.



Waste Reduction and Recycling Information

Difference in Subgroups I

Proportionally more of the women and of those younger than 30 were interested in information about what can and cannot be recycled. Conversely, a higher percentage of the 60-years-or-older respondents were not interested in learning more about waste reduction and recycling, when compared to those in the youngest age group. Furthermore, more of the homeowners would find information about how to reduce waste helpful, while the renters expressed more interest in information about where to recycle.

	Gender		Age				Homeownership Status	
	Male	Female	18 to 29	30 to 44	45 to 59	60 or older	Own	Rent
Total	178	166	77	127	80	48	197	135
What can and cannot be recycled	<u>32.8%</u>	<u>45.8%</u>	<u>52.2%</u>	38.3%	31.8%	<u>26.9%</u>	34.7%	45.1%
How to reduce waste	35.6%	39.8%	43.5%	29.6%	42.6%	42.6%	<u>43.7%</u>	<u>29.7%</u>
Where to recycle	32.2%	31.1%	28.8%	39.5%	25.9%	24.4%	<u>27.1%</u>	<u>40.7%</u>
None	9.3%	7.0%	<u>2.3%</u>	6.4%	11.8%	<u>15.6%</u>	8.3%	6.5%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Waste Reduction and Recycling Information

Difference in Subgroups II

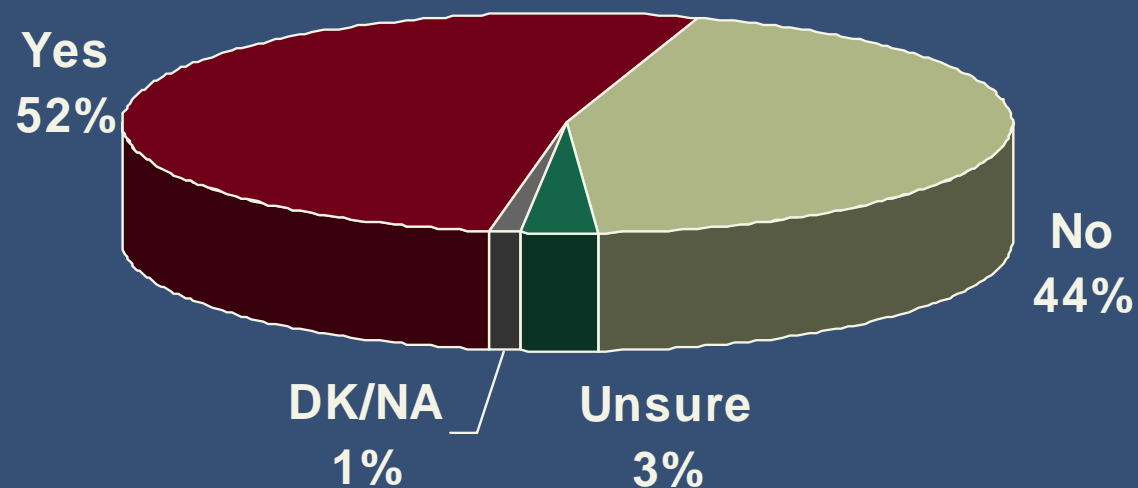
A higher percentage of the Hispanic than the Caucasian and Asian residents were interested in information about what can and cannot be recycled, while more of the Caucasian than the Hispanic respondents were not interested in obtaining any information about waste reduction and recycling. Additionally, the residents in East San Jose and Milpitas would find information about how to reduce waste more useful than those living in West County.

	Ethnicity				Area of Residence				
	Caucasian	Hispanic	Asian	Other	North County	West County	East San Jose and Milpitas	West San Jose	South County
Total	113	89	119	13	66	55	94	106	24
What can and cannot be recycled	<u>34.0%</u>	<u>53.4%</u>	<u>31.6%</u>	35.5%	45.1%	40.0%	29.1%	43.2%	41.0%
How to reduce waste	39.2%	38.7%	33.7%	53.7%	33.7%	<u>23.7%</u>	<u>49.8%</u>	36.9%	35.7%
Where to recycle	29.2%	33.5%	32.4%	38.7%	31.2%	31.3%	29.2%	33.8%	33.8%
None	<u>13.3%</u>	<u>2.0%</u>	9.5%	0.0%	3.6%	12.8%	12.1%	6.4%	2.8%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Knowledge of Hazardous Waste Disposal

About half of the residents surveyed (52%) said that they knew where to take hazardous waste for safe disposal, whereas 44 percent of the respondents did not know. Another four percent of the respondents were unsure or did not provide an answer.



Knowledge of Hazardous Waste Disposal

Difference in Subgroups I

Knowledge of hazardous waste disposal was higher among those 45 and older, and among the homeowners. On the contrary, a higher percentage of the Hispanics than those of all other ethnic backgrounds did not know where to take hazardous waste for safe disposal.

	Age				Ethnicity				Homeownership Status	
	18 to 29	30 to 44	45 to 59	60 or older	Caucasian	Hispanic	Asian	Other	Own	Rent
Total	108	200	164	109	245	128	175	29	398	181
Yes	<u>26.7%</u>	<u>43.8%</u>	<u>66.6%</u>	<u>69.9%</u>	<u>64.6%</u>	<u>29.8%</u>	<u>49.1%</u>	<u>57.8%</u>	<u>62.8%</u>	<u>31.0%</u>
No	<u>67.9%</u>	<u>53.1%</u>	<u>29.5%</u>	<u>26.1%</u>	<u>32.4%</u>	<u>66.2%</u>	<u>45.4%</u>	<u>39.2%</u>	<u>33.7%</u>	<u>65.7%</u>
Unsure	2.9%	2.2%	2.2%	4.0%	2.2%	2.8%	3.2%	3.0%	2.7%	1.0%
DK/NA	2.5%	0.9%	1.7%	0.0%	0.7%	1.3%	2.3%	0.0%	0.8%	2.3%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Knowledge of Hazardous Waste Disposal

Difference in Subgroups II

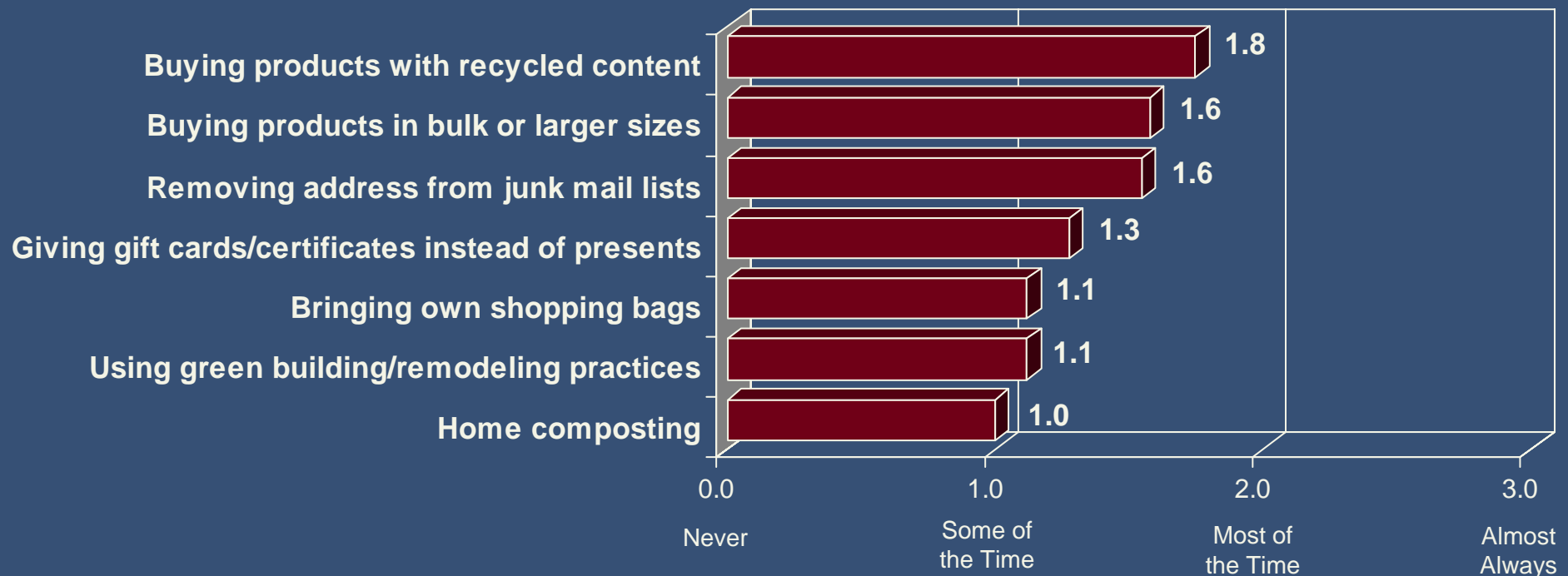
A higher percentage of those who have lived in the county for 25 years or shorter did not know of places for safe disposal of hazardous waste, when compared to the residents for over 25 years. Additionally, a higher percentage of the East San Jose and Milpitas residents expressed a lack of knowledge, when compared to those who live in North County.

	Length of Residence				Area of Residence				
	5 yrs or less	6 to 15 yrs	16 to 25 yrs	26 yrs or more	North County	West County	East San Jose and Milpitas	West San Jose	South County
Total	148	134	118	197	120	100	150	190	40
Yes	39.4%	38.2%	52.9%	72.0%	<u>64.7%</u>	50.2%	<u>45.4%</u>	51.7%	50.0%
No	<u>58.4%</u>	<u>55.7%</u>	<u>43.9%</u>	<u>25.3%</u>	<u>33.2%</u>	43.4%	<u>52.3%</u>	43.6%	45.9%
Unsure	2.2%	3.0%	2.3%	2.7%	0.6%	3.2%	2.3%	4.3%	0.0%
DK/NA	0.0%	3.1%	0.9%	0.0%	1.5%	3.2%	0.0%	0.4%	4.1%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Adoption of Waste Reduction Practices

Next, the respondents were presented with a list of 7 waste reduction practices and were asked to indicate how often they adopted each one of them. Overall, buying products with recycled content emerged as the top waste reduction practice that over half of the survey respondents (54%) adopted almost always or most of the time. Close to half of the respondents (49%) reported that they frequently buy products in bulk or larger sizes and remove their addresses from junk mail lists. On the flip-side, giving gift cards instead of wrapped presents, bringing their own shopping bags, using green building or remodeling practices, and home composting were the lowest-rated practices, with the average resident engaging in these practices some of the time.



Note: The above rating questions have been abbreviated for charting purposes. For the exact wording, please see Appendix D. The responses were recoded to calculate mean scores: "Almost Always" = +3, "Most of the Time" = +2, "Some of the Time" = +1, and "Never" = 0.

Adoption of Waste Reduction Practices

Difference in Subgroups I

The female respondents gave gift cards, gift certificates or tickets for recreation, instead of wrapped presents, more frequently than the male respondents. Additionally, the average respondent who has lived in the County for 16 to 25 years bought products in bulk or larger sizes, bought products with recycled content, and removed their addresses from junk mail lists more frequently.

	Gender		Length of Residence			
	Male	Female	5 yrs or less	6 to 15 yrs	16 to 25 yrs	26 yrs or more
5C. Buying products with recycled content	1.7	1.8	<u>1.6</u>	1.8	<u>1.9</u>	1.7
5D. Buying products in bulk or larger sizes	1.6	1.5	<u>1.4</u>	<u>1.6</u>	<u>2.0</u>	<u>1.5</u>
5B. Removing your address from junk mail lists	1.6	1.5	<u>1.4</u>	<u>1.5</u>	<u>1.9</u>	1.5
5G. Giving gift cards, gift certificates or tickets for recreation, instead of wrapped presents	<u>1.1</u>	<u>1.5</u>	1.2	1.4	1.4	1.2
5E. Bringing your own shopping bags	1.0	1.2	1.2	1.1	1.1	1.1
5F. When applicable, using green building and remodeling practices	1.1	1.1	1.1	1.0	1.2	1.2
5A. Home composting	1.1	0.9	1.0	1.0	1.1	0.9

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Adoption of Waste Reduction Practices

Difference in Subgroups II

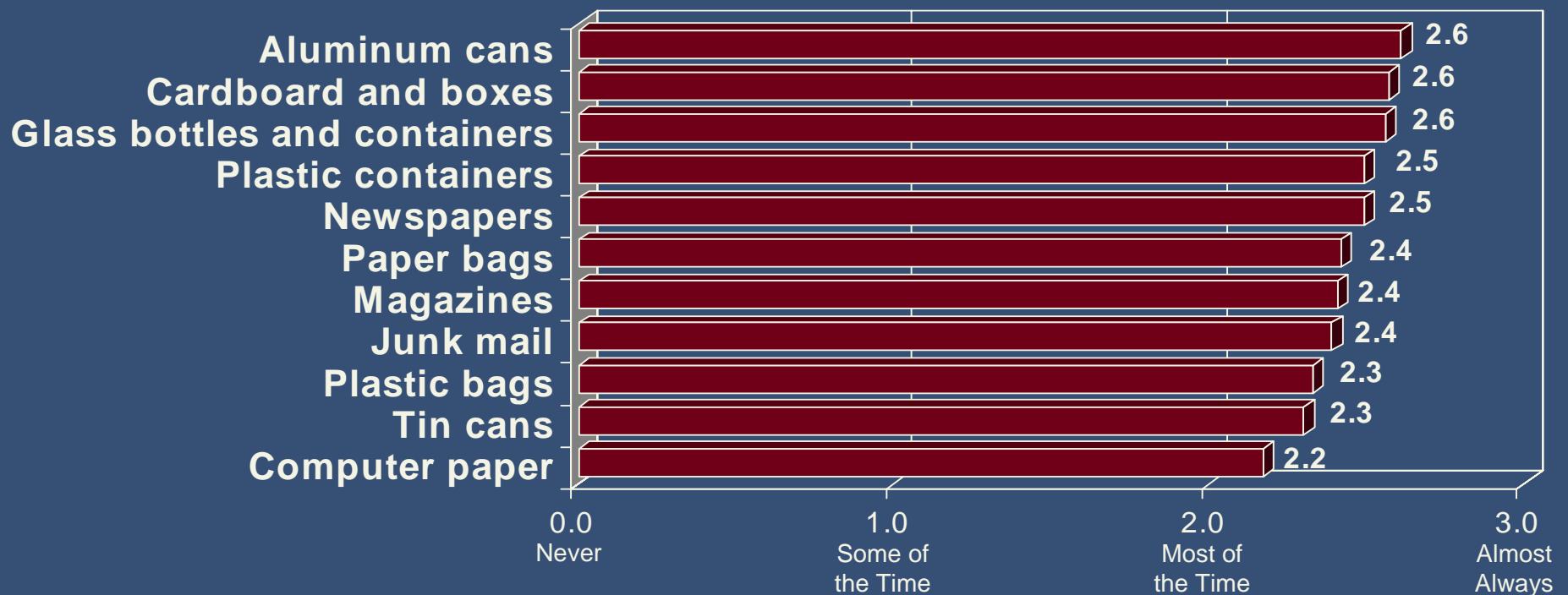
Home composting was a more common practice among the Hispanic than among the Caucasian and the Asian residents. Buying products with recycled content was a more common practice among the residents of San Jose and Milpitas than among those living in West County. Moreover, the residents in North County reported bringing their own shopping bags more frequently than those who lived in East San Jose and Milpitas.

	Ethnicity				Area of Residence				
	Caucasian	Hispanic	Asian	Other	North County	West County	East San Jose & Milpitas	West San Jose	South County
5C. Buying products with recycled content	1.7	1.9	1.7	1.9	1.8	<u>1.5</u>	<u>1.9</u>	<u>1.8</u>	1.5
5D. Buying products in bulk/larger sizes	1.6	1.5	1.7	1.5	1.4	1.6	1.6	1.5	1.9
5B. Removing your address from junk mail lists	1.6	1.3	1.5	1.8	1.6	1.5	1.5	1.6	1.5
5G. Giving gift cards, instead of wrapped presents	1.3	1.3	1.3	1.4	1.4	1.2	1.4	1.2	1.2
5E. Bringing own shopping bags	1.1	1.0	1.1	1.3	<u>1.4</u>	1.1	<u>0.9</u>	1.2	1.1
5F. When applicable, using green building and remodeling practices	1.2	1.1	1.0	1.2	1.1	1.0	1.2	1.1	1.2
5A. Home composting	<u>0.9</u>	<u>1.4</u>	<u>0.9</u>	1.2	1.0	0.8	1.0	1.0	1.3

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Recycling Household Items

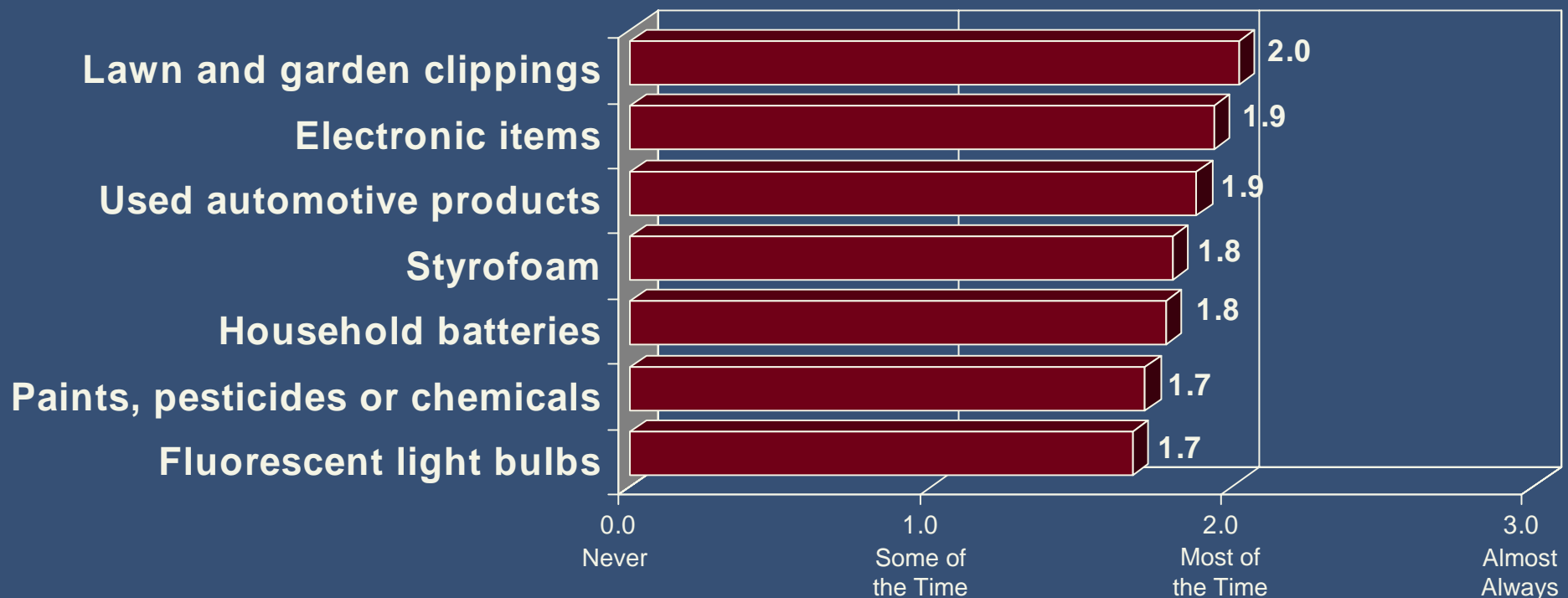
The next question tested the frequency with which Santa Clara residents recycled 18 common household items. As shown below (continuing onto the next page), the survey found that aluminum cans, cardboard and boxes, glass bottles and containers, plastic containers, and newspapers were the most frequently recycled household items. About 85 percent of the respondents reported recycling these items at least most of the time (mean scores 2.5 or higher). In the second tier were magazines, tin cans, junk mail, and paper and plastic bags, and computer paper, which 75 to 82 percent of the respondents recycled most of the time or almost always (mean scores 2.2 to 2.4).



Note: The above rating questions have been abbreviated for charting purposes. For the exact wording, please see Appendix D. The responses were recoded to calculate mean scores: "Almost Always" = +3, "Most of the Time" = +2, "Some of the Time" = +1, and "Never" = 0.

Recycling Household Items (Cont.)

With the remaining seven tested household items, including lawn and garden clippings, electronic items, used automotive products, styrofoam, household batteries, fluorescent light bulbs, and paints, pesticides and household chemicals, 34 to 44 percent of the respondents reported recycling these items only some of the time or never (mean score of 2.0 or lower).



Note: The above rating questions have been abbreviated for charting purposes. For the exact wording, please see Appendix D. The responses were recoded to calculate mean scores: "Almost Always" = +3, "Most of the Time" = +2, "Some of the Time" = +1, and "Never" = 0.

Recycling Household Items

Difference in Subgroups I

Overall, the residents who most commonly recycled the top nine household items are 45 and older, Caucasian or Asian, and own their place of residence. In particular, the 45-years-and-older respondents recycled majority of the items more frequently than those between the ages of 18 and 29. The Caucasian and the Asian respondents recycled most of the top 9 household items more frequently than their Hispanic counterparts. Similarly, recycling was a more common practice among the homeowners than the renters.

	Age				Ethnicity				Homeowner-ship Status	
	18 to 29	30 to 44	45 to 59	60 or older	Caucasian	Hispanic	Asian	Other	Own	Rent
6D. Aluminum cans	2.5	2.5	2.7	2.8	<u>2.8</u>	<u>2.4</u>	2.6	2.7	<u>2.7</u>	<u>2.5</u>
6J. Cardboard & boxes	<u>2.4</u>	2.5	<u>2.7</u>	2.6	<u>2.7</u>	<u>2.3</u>	<u>2.5</u>	2.6	<u>2.7</u>	<u>2.3</u>
6F. Glass bottles & containers	<u>2.3</u>	2.5	<u>2.7</u>	<u>2.7</u>	<u>2.7</u>	<u>2.2</u>	<u>2.5</u>	<u>2.7</u>	<u>2.7</u>	<u>2.3</u>
6G. Plastic containers	<u>2.3</u>	2.4	<u>2.7</u>	2.5	<u>2.7</u>	<u>2.3</u>	<u>2.3</u>	2.4	<u>2.6</u>	<u>2.3</u>
6A. Newspapers	<u>2.1</u>	<u>2.4</u>	<u>2.7</u>	<u>2.7</u>	<u>2.7</u>	<u>2.0</u>	<u>2.4</u>	<u>2.6</u>	<u>2.6</u>	<u>2.3</u>
6O. Paper bags	<u>2.1</u>	2.4	<u>2.6</u>	<u>2.5</u>	<u>2.6</u>	<u>2.0</u>	<u>2.4</u>	2.4	<u>2.6</u>	<u>2.2</u>
6B. Magazines	<u>1.9</u>	<u>2.4</u>	<u>2.7</u>	<u>2.5</u>	<u>2.7</u>	<u>2.0</u>	<u>2.3</u>	2.3	<u>2.6</u>	<u>2.1</u>
6L. Junk mail	<u>2.0</u>	<u>2.4</u>	<u>2.6</u>	<u>2.5</u>	<u>2.6</u>	<u>1.9</u>	<u>2.4</u>	2.5	<u>2.5</u>	<u>2.1</u>
6K. Computer paper	2.0	2.2	2.3	2.0	<u>2.3</u>	<u>1.7</u>	<u>2.3</u>	2.1	<u>2.3</u>	<u>1.9</u>

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Recycling Household Items

Difference in Subgroups II

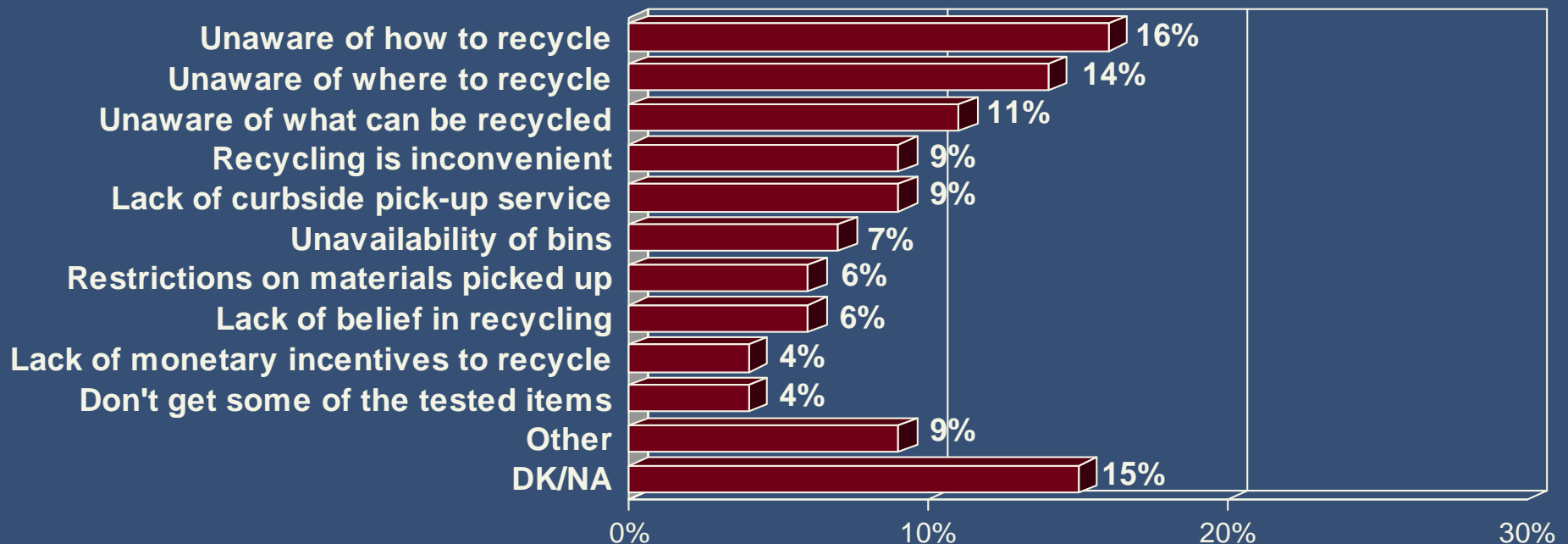
In general, reported recycling behavior was uniform throughout the county, except those living in San Jose, Milpitas, and North County recycled junk mail more frequently than those living in South County. Additionally, the respondents who have lived in Santa Clara County for more than 15 years reported recycling most of the top 9 household items more frequently than those who have lived there for 5 years or less.

	Length of Residence				Area of Residence				
	5 yrs or less	6 to 15 yrs	16 to 25 yrs	26 yrs or more	North County	West County	East San Jose & Milpitas	West San Jose	South County
6D. Aluminum cans	<u>2.3</u>	<u>2.5</u>	<u>2.7</u>	<u>2.8</u>	2.7	2.5	2.6	2.6	2.6
6J. Cardboard and boxes	<u>2.3</u>	2.6	<u>2.6</u>	<u>2.7</u>	2.5	2.6	2.6	2.6	2.3
6F. Glass bottles & containers	<u>2.3</u>	<u>2.5</u>	2.6	<u>2.8</u>	2.7	2.4	2.6	2.5	2.5
6G. Plastic containers	<u>2.3</u>	2.4	<u>2.6</u>	<u>2.6</u>	2.5	2.4	2.6	2.5	2.5
6A. Newspapers	<u>2.1</u>	<u>2.5</u>	<u>2.6</u>	<u>2.7</u>	2.7	2.3	2.4	2.5	2.3
6O. Paper bags	2.2	2.5	2.5	2.5	2.5	2.4	2.5	2.4	2.1
6B. Magazines	<u>2.1</u>	2.4	<u>2.5</u>	<u>2.6</u>	2.4	2.3	2.4	2.5	2.3
6L. Junk mail	<u>2.1</u>	2.4	<u>2.6</u>	<u>2.5</u>	<u>2.4</u>	2.2	<u>2.5</u>	<u>2.5</u>	<u>1.9</u>
6K. Computer paper	<u>1.9</u>	2.3	<u>2.4</u>	<u>2.3</u>	2.2	2.1	2.3	2.2	1.9

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Top Reasons for Non-Adoption Waste Reduction or Recycling Practices

The next question was asked to identify the reasons why 545 respondents in the survey did not implement some of the tested waste reduction and recycling practices. As shown in the following chart, the top three reasons spoke to unawareness of how, where and what to recycle. This represents a public education opportunity for Santa Clara County. Following the top three reasons, the next four reasons, which collectively accounted for 31 percent of the responses, spoke to the inconvenience of recycling, including the lack of curbside pick-up service and bins, as well as restrictions on what will be picked up. These results suggest that increasing the ease and convenience of recycling might encourage recycling behavior.



Top Reasons for Non-Adoption

Difference in Subgroups

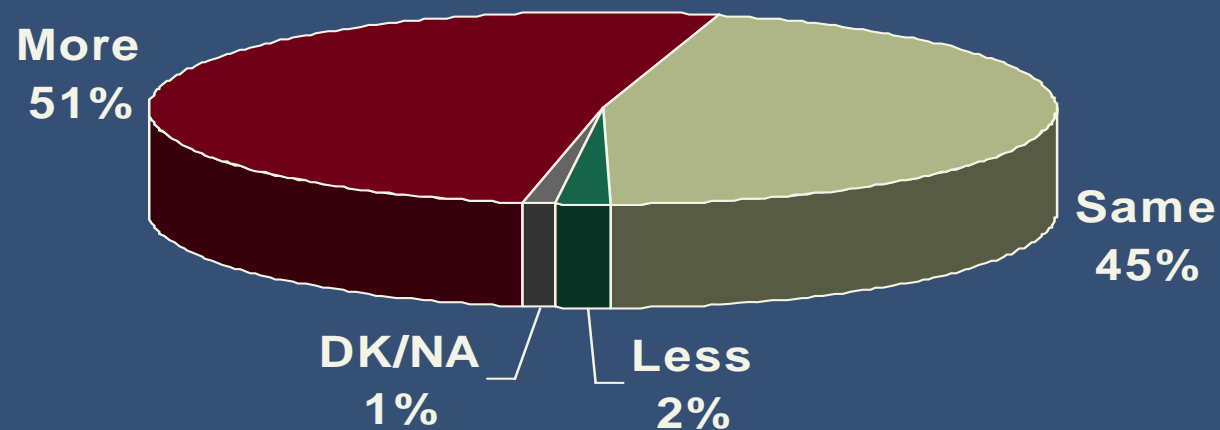
Looking at subgroup differences, more men cited the lack of curbside pick-up service as the top reason for not adopting some of the waste reduction and recycling practices, while more of the women mentioned the restrictions on what can be picked up. Meanwhile, unawareness of where to recycle and what can be recycled was the main reason why the residents between the ages of 18 and 29 did not adopt some of the waste reduction and recycling practices.

	Gender		Age			
	Male	Female	18 to 29	30 to 44	45 to 59	60 or older
Total	273	273	106	177	145	100
Unaware/unsure of how to recycle	17.2%	15.3%	18.9%	18.4%	16.6%	12.1%
Unaware/unsure of where to recycle	16.0%	10.9%	<u>23.5%</u>	<u>11.4%</u>	<u>9.1%</u>	11.0%
Unaware/unsure of what can be recycled	9.7%	11.8%	<u>18.7%</u>	10.7%	<u>6.0%</u>	10.4%
Recycling is inconvenient	11.4%	7.4%	6.6%	12.7%	7.6%	8.7%
Lack of curbside pick-up service	<u>11.4%</u>	<u>6.4%</u>	8.0%	8.7%	8.4%	9.4%
Unavailability of bins	5.8%	9.1%	8.0%	6.4%	9.4%	5.0%
Too many restrictions on materials that can be picked up	<u>3.7%</u>	<u>8.4%</u>	3.6%	5.3%	9.0%	6.0%
Lack of belief in recycling	6.7%	5.2%	7.3%	7.7%	3.9%	5.6%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Recycling Behavior in Last Two Years

About half of the respondents stated that they recycle more today than two years ago. Another 45 percent mentioned that they recycle about the same, while only 2 percent of the respondents reportedly recycle less than two years ago.



Recycling Behavior in the Last Two Years

Difference in Subgroups

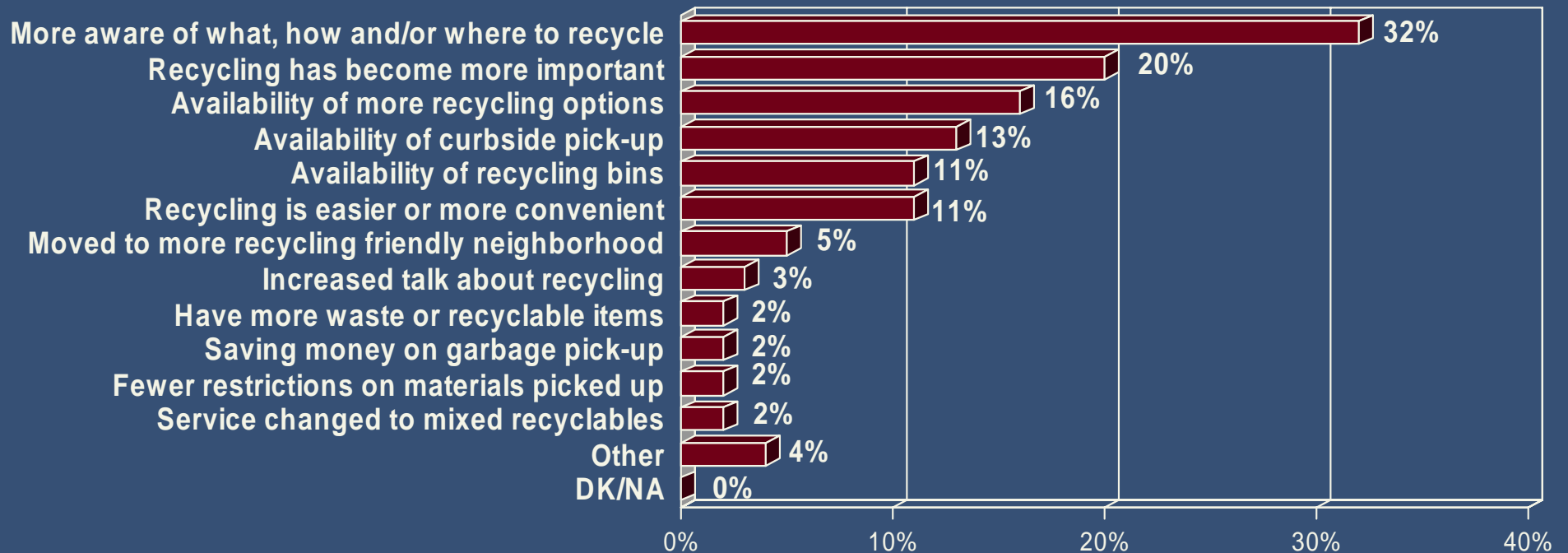
The women reported recycling more in the last two years, while the men said they recycle about the same as they did two years ago. Otherwise, a higher percentage of those who have lived in the county for more than 25 years reportedly recycle about the same as two years ago, when compared to those who have lived there for 6 to 25 years. In addition, there was an increase in recycling in the last two years among the South County residents, compared to those living in North County and West San Jose.

	Gender		Length of Residence				Area of Residence				
	Male	Female	5 yrs or less	6 to 15 yrs	16 to 25 yrs	26 yrs or more	North County	West County	East San Jose & Milpitas	West San Jose	South County
Total	308	292	148	134	118	197	120	100	150	190	40
More	<u>46.5%</u>	<u>56.5%</u>	52.4%	58.4%	55.3%	44.2%	<u>45.5%</u>	49.6%	56.3%	<u>47.6%</u>	<u>73.0%</u>
Same	<u>49.2%</u>	<u>40.5%</u>	41.1%	<u>40.0%</u>	<u>37.6%</u>	<u>54.9%</u>	50.6%	47.6%	39.1%	48.6%	25.3%
Less	2.6%	2.2%	3.0%	1.6%	5.1%	1.0%	1.8%	2.8%	3.6%	1.8%	1.7%
DK/NA	1.7%	0.8%	3.5%	0.0%	2.1%	0.0%	2.0%	0.0%	1.0%	1.9%	0.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Top Reasons for Increased Recycling

Overall awareness of what, how and where to recycle emerged as the top reason, by a wide margin (32%), why 308 respondents reportedly recycle more today than two years ago. This was followed by every one in five respondents thinking that recycling has become more important. Otherwise, the next four most mentioned reasons for increased recycling in two years were about more options and convenience. In particular, a collective 51 percent of the mentioned reasons spoke to recycling becoming easier or more convenient (11%), as well as the availability of more recycling options (16%), curbside pick-up (13%) and recycling bins (11%).



Top Reasons for Increased Recycling

Difference in Subgroups

Availability of curbside pick-up service was cited as a reason for increased recycling by a higher percentage of the men than the women. To the residents who have lived in the county for 6 to 15 years, increased importance of recycling was less of a reason for recycling more today than two years ago. In addition, the availability of curbside pick-up service and the overall ease and convenience of recycling were the reasons why more of the homeowners than the renters recycle more today.

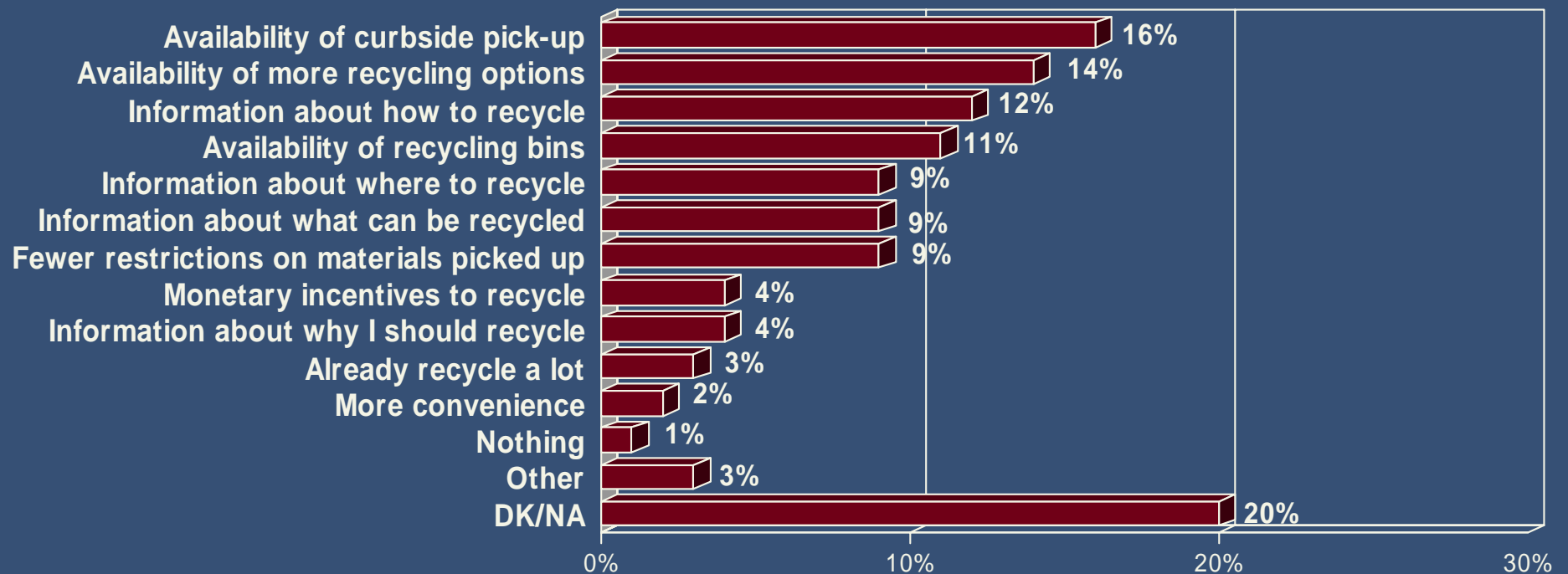
	Gender		Homeownership Status		Length of Residence			
	Male	Female	Own	Rent	5 yrs or less	6 to 15 yrs	16 to 25 yrs	26 yrs or more
Total	143	165	200	100	78	78	65	87
More aware of what, how and/or where to recycle	28.7%	34.0%	30.9%	34.0%	29.4%	40.4%	34.7%	23.1%
Recycling has become more important	20.8%	19.2%	19.6%	21.2%	<u>25.0%</u>	<u>5.1%</u>	<u>28.9%</u>	<u>22.2%</u>
Availability of more recycling options	16.2%	15.2%	16.8%	14.2%	12.0%	14.1%	23.8%	14.3%
Availability of curbside pick-up	<u>18.3%</u>	<u>9.1%</u>	<u>17.4%</u>	<u>3.4%</u>	5.7%	8.6%	19.3%	20.0%
Availability of recycling bins	14.7%	8.5%	13.1%	8.4%	12.0%	12.9%	6.3%	13.3%
Recycling is easier or more convenient	13.0%	9.5%	<u>14.7%</u>	<u>4.5%</u>	10.7%	9.8%	11.5%	12.6%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Top Motivators to Increase Future Recycling

GODBE RESEARCH
Gain Insight

The 292 respondents who mentioned that they do not recycle more today than two years ago were asked what would encourage them to recycle more in the future. Echoing the top reasons for increased recycling in the last two years just discussed, increasing convenience, options and information about recycling emerged as the top motivators. Specifically, the availability of curbside pick-up (16%), more recycling options (14%), and recycling bins (11%), as well as fewer restrictions on materials that can be picked up (9%) would each encourage more recycling in the future. Otherwise, more public information about how (12%), where (9%), and what to recycle (9%) would encourage about one in ten residents in this group to recycle more in the future.



Top Motivators to Increase Future Recycling

Difference in Subgroups I

A higher percentage of the women mentioned that they would recycle more if they had information about what can be recycled. Otherwise, significantly more of the 18-to-29-year-old residents than those between 30 and 44 would recycle more if provided with information about where to recycle.

	Gender		Age			
	Male	Female	18 to 29	30 to 44	45 to 59	60 or older
Total	164	127	43	99	79	62
Availability of curbside pick-up	15.7%	16.2%	17.2%	19.6%	16.9%	8.9%
Availability of more recycling options	14.4%	12.7%	10.4%	17.5%	15.8%	7.4%
Information about how to recycle	9.8%	15.1%	9.9%	11.8%	9.3%	17.7%
Availability of recycling bins	10.1%	13.1%	11.0%	17.1%	10.6%	5.2%
Information about where to recycle	11.6%	6.4%	<u>20.8%</u>	<u>2.7%</u>	10.2%	11.3%
Information about what can be recycled	<u>5.2%</u>	<u>13.8%</u>	12.6%	8.0%	7.8%	9.1%
Fewer restrictions on materials that can be picked up	9.1%	8.5%	9.9%	8.1%	11.7%	7.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Top Motivators to Increase Future Recycling

Difference in Subgroups II

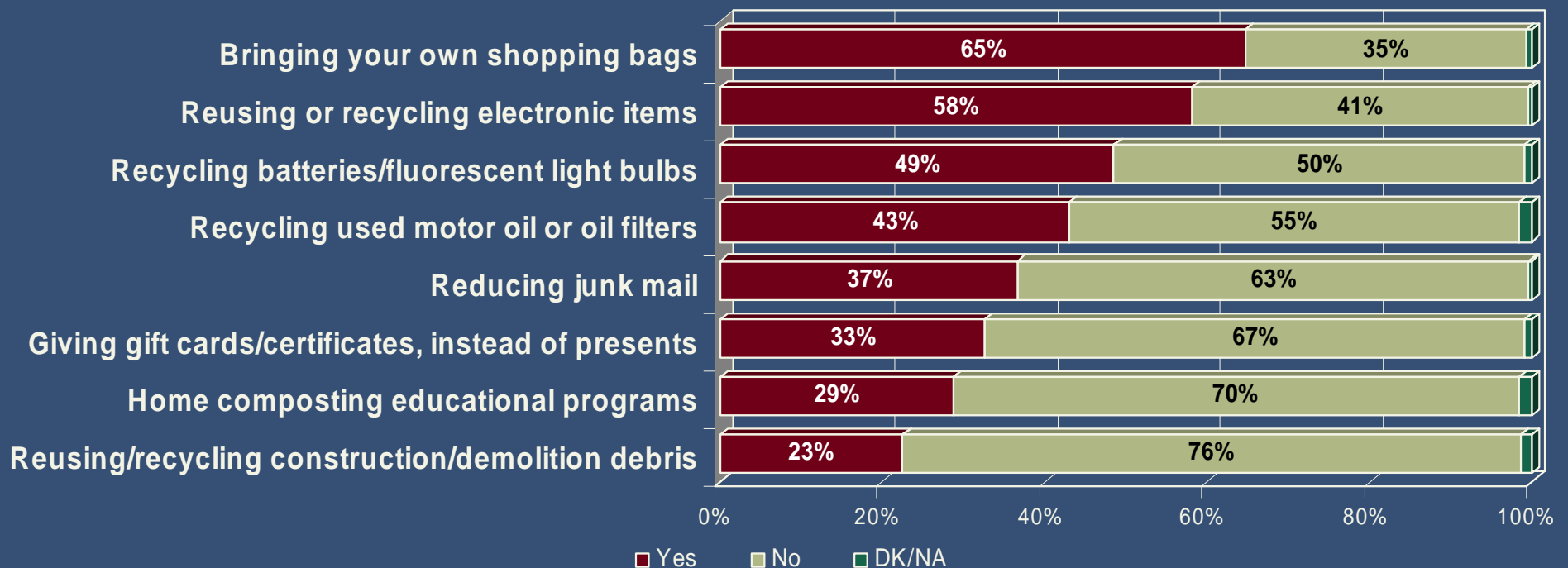
Availability of recycling bins would encourage a higher percentage of the renters to recycle more in the future. Similarly, when compared to those living in West County, proportionally more of the East San Jose and Milpitas residents stated that the availability of curbside pick-up service would encourage them to recycle more in the future.

	Homeownership Status		Area of Residence				
	Own	Rent	North County	West County	East San Jose and Milpitas	West San Jose	South County
Total	199	82	65	50	65	100	11
Availability of curbside pick-up	17.1%	13.0%	17.4%	<u>7.4%</u>	<u>30.1%</u>	<u>11.5%</u>	0.0%
Availability of more recycling options	13.7%	15.2%	20.7%	12.8%	10.0%	11.9%	12.2%
Information about how to recycle	10.6%	13.9%	14.2%	10.9%	17.0%	8.7%	6.3%
Availability of recycling bins	<u>8.6%</u>	<u>17.5%</u>	13.2%	15.0%	7.6%	9.0%	29.7%
Information about where to recycle	6.9%	13.2%	8.7%	10.7%	7.4%	11.4%	0.0%
Information about what can be recycled	8.1%	7.4%	8.6%	4.7%	9.3%	12.0%	0.0%
Fewer restrictions on materials that can be picked up	10.6%	5.1%	14.4%	10.0%	5.5%	5.3%	23.8%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Campaign Recall

The next section in the survey gauged the overall awareness and effectiveness of the County's public information campaigns. First, the respondents were asked if they recalled seeing or hearing information about different waste reduction and recycling practices. As shown in the following chart, the recall of information about bringing own shopping bags and reusing or recycling electronic items was the highest, followed by the information about recycling household batteries or fluorescent light bulbs and used motor oil or oil filters. Conversely, over 60 percent of the respondents did not recall seeing or hearing information about reusing or recycling construction and demolition debris, home composting educational programs, giving gift cards instead of wrapped presents, and reducing junk mail.



Campaign Recall

Difference in Subgroups I

Overall, the recall of at least half of the public information campaigns was higher among the women, the homeowners, and among those 45 and older. More specifically, proportionally more of the women, the older residents, and the homeowners recalled such educational campaigns as junk mail reduction, home composting, bringing own shopping bags, giving gift cards, and recycling electronic items and construction or demolition debris.

	Gender		Age				Homeownership Status	
	Male	Female	18 to 29	30 to 44	45 to 59	60 or older	Own	Rent
Total	308	292	108	200	164	109	398	181
12A. Reusing or recycling electronic items	57.1%	59.3%	<u>49.7%</u>	56.6%	<u>66.1%</u>	59.5%	<u>65.1%</u>	<u>45.2%</u>
12B. Reusing or recycling construction or demolition debris	23.8%	21.2%	18.8%	19.3%	22.7%	30.0%	<u>25.4%</u>	<u>17.1%</u>
12C. Recycling used motor oil or oil filters	44.1%	41.7%	40.6%	<u>34.5%</u>	<u>50.7%</u>	49.4%	44.9%	40.9%
12D. Reducing junk mail	<u>31.6%</u>	<u>41.9%</u>	<u>30.0%</u>	<u>32.9%</u>	37.3%	<u>50.8%</u>	<u>42.1%</u>	<u>26.4%</u>
12E. Home composting educational progs.	<u>23.9%</u>	<u>33.9%</u>	<u>23.8%</u>	<u>21.1%</u>	31.2%	<u>42.0%</u>	<u>31.7%</u>	<u>22.7%</u>
12F. Recycling batteries and light bulbs	49.2%	47.8%	45.9%	44.7%	51.2%	55.5%	51.3%	45.7%
12G. Bringing your own shopping bags	<u>59.3%</u>	<u>70.4%</u>	<u>52.7%</u>	64.0%	<u>69.2%</u>	<u>71.9%</u>	<u>69.1%</u>	<u>57.3%</u>
12H. Giving Holiday gift cards, instead of wrapped presents	<u>26.7%</u>	<u>38.7%</u>	28.7%	33.7%	32.5%	36.8%	34.7%	29.7%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Campaign Recall

Difference in Subgroups II

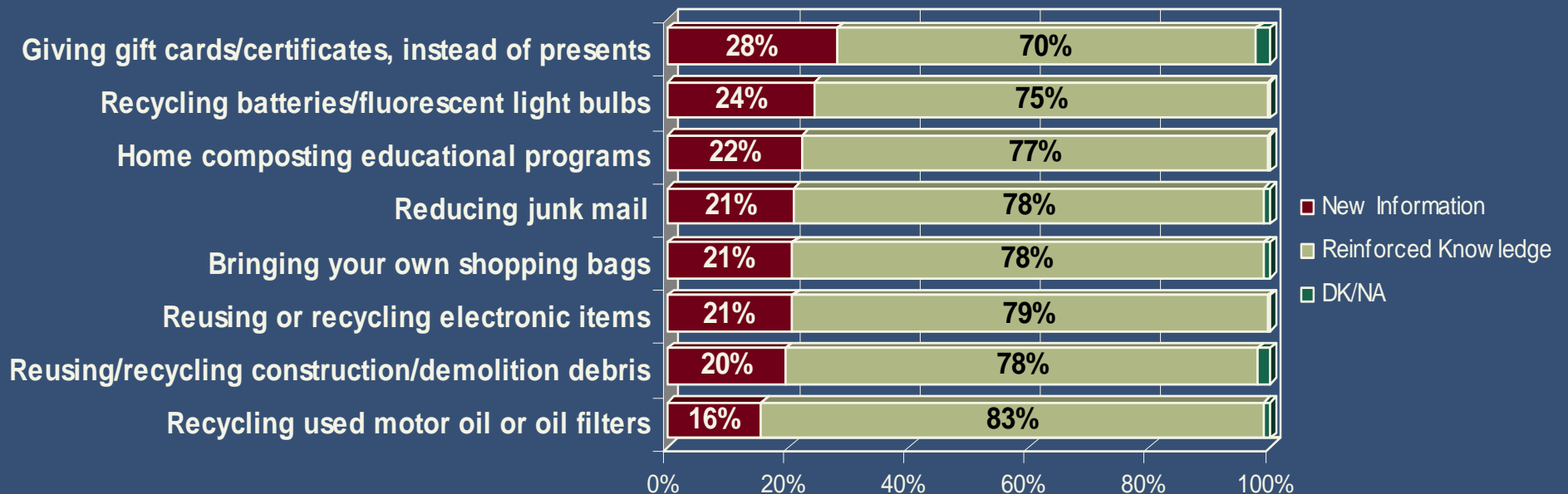
In terms of differences in ethnic groups, a higher percentage of the Caucasian than the Hispanic respondents recalled information about recycling electronic items and household batteries or fluorescent light bulbs, junk mail reduction, and bringing own shopping bags. Proportionally more of the Asians recalled information about recycling electronic items than the Hispanics. Likewise, a higher percentage of the residents who have lived in the county for over 15 years recalled information about recycling electronic items and household batteries or fluorescent light bulbs, when compared to the residents for 5 years or less.

	Ethnicity				Length of Residence			
	Caucasian	Hispanic	Asian	Other	5 yrs or less	6 to 15 yrs	16 to 25 yrs	26 yrs or more
Total	245	128	175	29	148	134	118	197
12A. Reusing or recycling electronic items	<u>64.6%</u>	<u>39.1%</u>	<u>65.4%</u>	48.0%	<u>46.9%</u>	61.3%	<u>64.4%</u>	<u>61.5%</u>
12B. Reusing or recycling construction or demolition debris	26.6%	18.4%	21.1%	24.1%	17.4%	17.7%	29.3%	26.0%
12C. Recycling used motor oil or oil filters	43.1%	46.2%	40.3%	45.7%	34.8%	41.1%	48.6%	46.5%
12D. Reducing junk mail	<u>45.8%</u>	<u>26.9%</u>	33.1%	30.8%	33.6%	34.5%	32.1%	43.6%
12E. Home composting educational prog.	34.4%	25.4%	24.2%	30.3%	28.7%	26.3%	23.1%	34.2%
12F. Recycling batteries and light bulbs	<u>53.9%</u>	<u>37.8%</u>	48.7%	49.8%	<u>40.2%</u>	42.7%	<u>57.5%</u>	54.1%
12G. Bringing your own shopping bags	<u>70.1%</u>	<u>56.0%</u>	63.6%	66.4%	57.4%	71.2%	55.0%	72.1%
12H. Giving Holiday gift cards, instead of wrapped presents	34.5%	40.7%	26.9%	23.8%	26.3%	31.5%	34.4%	37.3%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Newness of Campaign Information

The residents who recalled each tested waste reduction or recycling campaign were immediately asked whether the information was new to them or reinforced what they already knew. As illustrated in the following chart, at least 70 percent of the respondents reported that the various campaigns reinforced their knowledge about those practices. About three in ten respondents who recalled the “Giving the Experience” campaign thought that the information was new to them, and another 24 percent thought that the information about recycling household batteries and fluorescent light bulbs was new to them.



Newness of Campaign Information

Difference in Subgroups I

To more of the women and the renters, the information about recycling household batteries and fluorescent light bulbs and bringing own shopping bags was new. Additionally, significantly more of the renters also thought that the information about recycling electronic items was new. Otherwise, to the respondents between the ages of 30 and 44, the information about recycling used motor oil or oil filters was new, while the 18-to-29-year-old respondents learned something new about recycling household batteries and fluorescent light bulbs.

	Gender		Age				Homeowner-ship Status	
	Male	Female	18 to 29	30 to 44	45 to 59	60 or older	Own	Rent
13A. Reusing or recycling electronic items	17.6%	24.1%	27.5%	26.1%	18.0%	13.3%	<u>17.4%</u>	<u>33.4%</u>
13B. Reusing or recycling construction or demolition debris	18.1%	21.2%	18.1%	17.2%	20.5%	24.0%	21.7%	14.5%
13C. Recycling used motor oil or oil filters	16.6%	14.6%	16.8%	<u>26.2%</u>	<u>9.3%</u>	10.5%	13.4%	22.1%
13D. Reducing junk mail	19.6%	21.9%	24.1%	25.2%	23.5%	11.3%	19.4%	26.0%
13E. Home composting educational prog.	23.9%	21.2%	26.1%	32.1%	21.4%	9.8%	21.2%	25.5%
13F. Recycling batteries and light bulbs	<u>19.5%</u>	<u>29.9%</u>	<u>43.0%</u>	22.9%	22.9%	<u>17.1%</u>	<u>19.0%</u>	<u>39.2%</u>
13G. Bringing your own shopping bags	<u>15.7%</u>	<u>25.4%</u>	28.3%	25.0%	18.3%	11.4%	<u>18.1%</u>	<u>28.6%</u>
13H. Giving Holiday gift cards, instead of wrapped presents	24.3%	30.8%	37.8%	26.5%	23.8%	29.7%	27.3%	29.3%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Newness of Campaign Information

Difference in Subgroups II

Relative to the respondents from Caucasian, Asian and other ethnic backgrounds, proportionally more of the Hispanic residents found the information about recycling electronics and used motor oil, junk mail reduction, and bringing own shopping bags to be new. Meanwhile, recycling electronics was new information to a higher percentage of the Caucasians, while the Asians found the information about recycling used motor oil to be new. Similarly, the residents who have lived in the County for a shorter timeframe found the information about recycling used motor oil, home composting, and bringing own shopping bags to be new.

	Ethnicity				Length of Residence			
	Caucasian	Hispanic	Asian	Other	5 yrs or less	6 to 15 yrs	16 to 25 yrs	26 yrs or more
13A. Reusing or recycling electronic items	<u>20.5%</u>	<u>48.7%</u>	<u>8.0%</u>	38.9%	24.3%	19.2%	16.6%	22.4%
13B. Reusing or recycling construction or demolition debris	25.4%	27.4%	9.3%	0.0%	15.7%	8.6%	26.4%	22.0%
13C. Recycling used motor oil or oil filters	<u>6.8%</u>	<u>26.6%</u>	<u>23.2%</u>	7.2%	<u>35.2%</u>	<u>19.1%</u>	<u>13.4%</u>	<u>4.2%</u>
13D. Reducing junk mail	19.1%	<u>38.5%</u>	<u>13.9%</u>	14.6%	26.7%	19.1%	26.7%	16.0%
13E. Home composting educational prog.	18.6%	35.5%	18.4%	29.7%	<u>32.9%</u>	19.7%	<u>36.8%</u>	<u>11.3%</u>
13F. Recycling batteries and light bulbs	21.9%	41.4%	20.1%	28.5%	29.5%	24.5%	27.6%	19.7%
13G. Bringing your own shopping bags	<u>15.2%</u>	<u>39.0%</u>	21.0%	11.8%	<u>34.6%</u>	<u>24.1%</u>	19.6%	<u>11.0%</u>
13H. Giving Holiday gift cards, instead of wrapped presents	27.1%	41.3%	20.3%	12.2%	27.3%	35.3%	24.9%	26.1%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Campaign Effectiveness

Illustrated below are the frequencies with which different waste reduction and recycling practices were reportedly used, broken out by campaign recall. Overall, those who recalled the campaigns about recycling electronics, construction or demolition debris and household batteries, and giving gift cards instead of wrapped presents, adopted these practices more frequently, whether or not the campaigns presented new information. Otherwise, the residents who found reinforced knowledge from the campaigns on recycling motor oil, junk mail reduction, as well as bringing your own shopping bags, reported more frequent practice than those who did not recall seeing or hearing these campaigns. On home composting, campaign recall did not make a difference.

	Campaign Recall		
	Recall - New Information	Recall - Reinforced Knowledge	No Recall
Reusing or recycling electronic items	<u>2.1</u>	<u>2.2</u>	<u>1.6</u>
Reusing or recycling construction or demolition debris	<u>1.8</u>	<u>1.4</u>	<u>1.0</u>
Recycling used motor oil or oil filters	1.8	<u>2.2</u>	<u>1.7</u>
Reducing junk mail	1.8	<u>1.7</u>	<u>1.4</u>
Home composting educational programs	1.2	1.1	0.9
Recycling household batteries	<u>1.9</u>	<u>2.2</u>	<u>1.4</u>
Recycling fluorescent light bulbs	1.7	<u>2.0</u>	<u>1.4</u>
Bringing your own shopping bags	<u>0.9</u>	<u>1.3</u>	<u>0.9</u>
Giving Holiday gift cards instead of wrapped presents	<u>1.6</u>	<u>1.5</u>	<u>1.2</u>

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Characteristics of No-Recall Group

Public education opportunities exist among the group of residents who did not recall the County's information campaigns, and adopted the corresponding waste reduction and recycling practices only some of the time or never. The next two pages highlight the demographic characteristics of this group of residents.

➤ Reusing or recycling electronic items:

- Mainly 18 to 44, Hispanic, renters, county residents for 5 years or less, and have an annual household income of less than \$40,000.

➤ Reusing or recycling construction or demolition debris:

- Mainly between 18 to 44, renters, county residents for 5 years or less.

➤ Recycling used motor oil or oil filters:

- Especially women, 18 to 29, renters, and county residents for shorter than 15 years.

➤ Reducing junk mail:

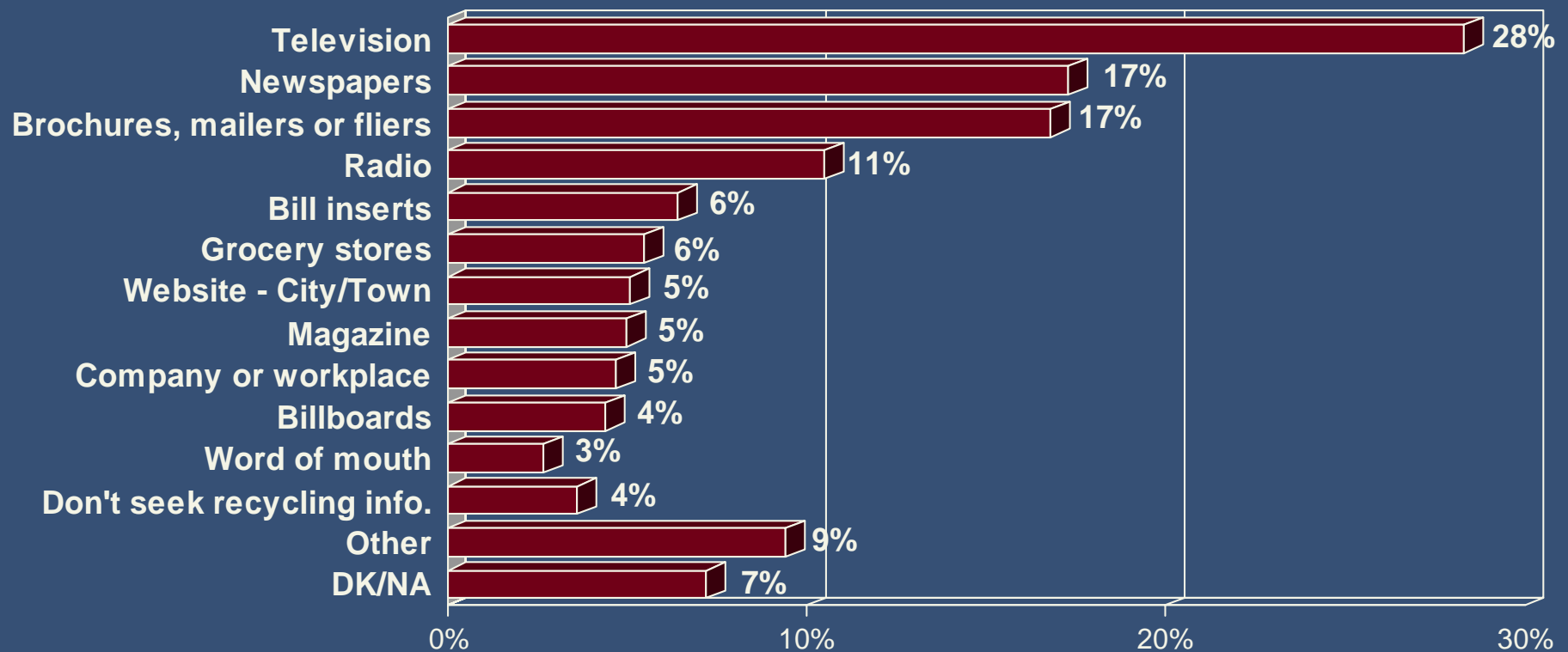
- Mainly 18 to 29, Hispanic, and renters.

Characteristics of No-Recall Group (Cont.)

- Home composting:
 - Mainly renters.
- Recycling household batteries:
 - Mainly 18 to 44, Hispanic, county residents for 5 years or less, from West County, South County and West San Jose, renters, and have an annual household income of less than \$40,000.
- Recycling fluorescent light bulbs:
 - Mainly 18 to 44, Hispanics, renters, and have an annual household income of less than \$40,000.
- Bringing your own shopping bags:
 - Especially men, 18 to 29, renters, and have an annual household income of less than \$40,000.
- Giving gift cards instead of wrapped presents:
 - Especially men.

Media Recall

The 548 respondents who recalled seeing or hearing at least one of the County's educational campaigns were asked where they saw or heard the information. Almost three in ten respondents recalled seeing the information on television. Newspapers, as well as the collective category of brochures, mailers or fliers, were each reported by 17 percent of the respondents, while 11 percent recalled hearing the information on the radio. Fewer than 10 percent of the respondents had seen or heard the information from other media sources.



Media Recall

by Top Public Information Campaigns

The following table identifies the top media sources from which the residents reported seeing or hearing the various campaigns. Overall, television was the top response given by about 25 to 35 percent of the respondents who recalled the various campaigns. Otherwise, at least 13 percent recalled the information from newspapers, and another 15 to 20 percent recalled seeing it in brochures, mailers or fliers, and fewer than 15 percent recalled hearing the information on the radio.

	Recycling electronics	Recycling construction demolition debris	Recycling used motor oil or oil filters	Reducing junk mail
Total	349	135	257	220
Television	28.6%	25.1%	32.7%	27.4%
Newspaper	18.5%	18.2%	15.5%	21.3%
Brochures/mailers/fliers	18.7%	14.9%	20.8%	19.3%
Radio	12.1%	9.6%	9.7%	13.0%

	Home composting	Recycling batteries or fluorescent light bulbs	Bringing own shopping bags	Giving gift cards instead of wrapped presents
Total	172	291	388	195
Television	31.3%	27.2%	29.4%	34.5%
Newspaper	19.7%	18.6%	19.6%	12.6%
Brochures/mailers/fliers	19.3%	19.9%	18.4%	17.7%
Radio	10.9%	11.4%	11.9%	13.6%

Media Recall

Difference in Subgroups I

A higher percentage of the women recalled seeing the information in bill inserts, while more of the 60-years-and-older respondents had seen the information in newspapers. Proportionally more of the renters reported seeing the information on television, while a higher percentage of the homeowners reported seeing the information in newspapers and in brochures, mailers or fliers.

	Gender		Age				Homeownership Status	
	Male	Female	18 to 29	30 to 44	45 to 59	60 or older	Own	Rent
Total	274	274	94	180	156	104	371	165
Television	28.6%	27.9%	36.7%	29.0%	24.9%	26.8%	<u>23.9%</u>	<u>38.0%</u>
Newspaper	15.3%	19.2%	<u>9.2%</u>	<u>12.3%</u>	21.8%	<u>26.0%</u>	<u>19.3%</u>	<u>10.0%</u>
Brochures, mailers or fliers	16.6%	17.0%	12.6%	17.5%	15.4%	20.0%	<u>19.8%</u>	<u>10.8%</u>
Radio	12.7%	8.3%	7.5%	9.9%	11.6%	11.0%	11.2%	8.9%
Bill inserts	<u>4.1%</u>	<u>8.7%</u>	2.5%	7.0%	5.7%	10.7%	7.2%	5.0%
Grocery stores	4.1%	6.8%	5.4%	5.6%	6.0%	5.1%	5.2%	6.4%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Media Recall

Difference in Subgroups II

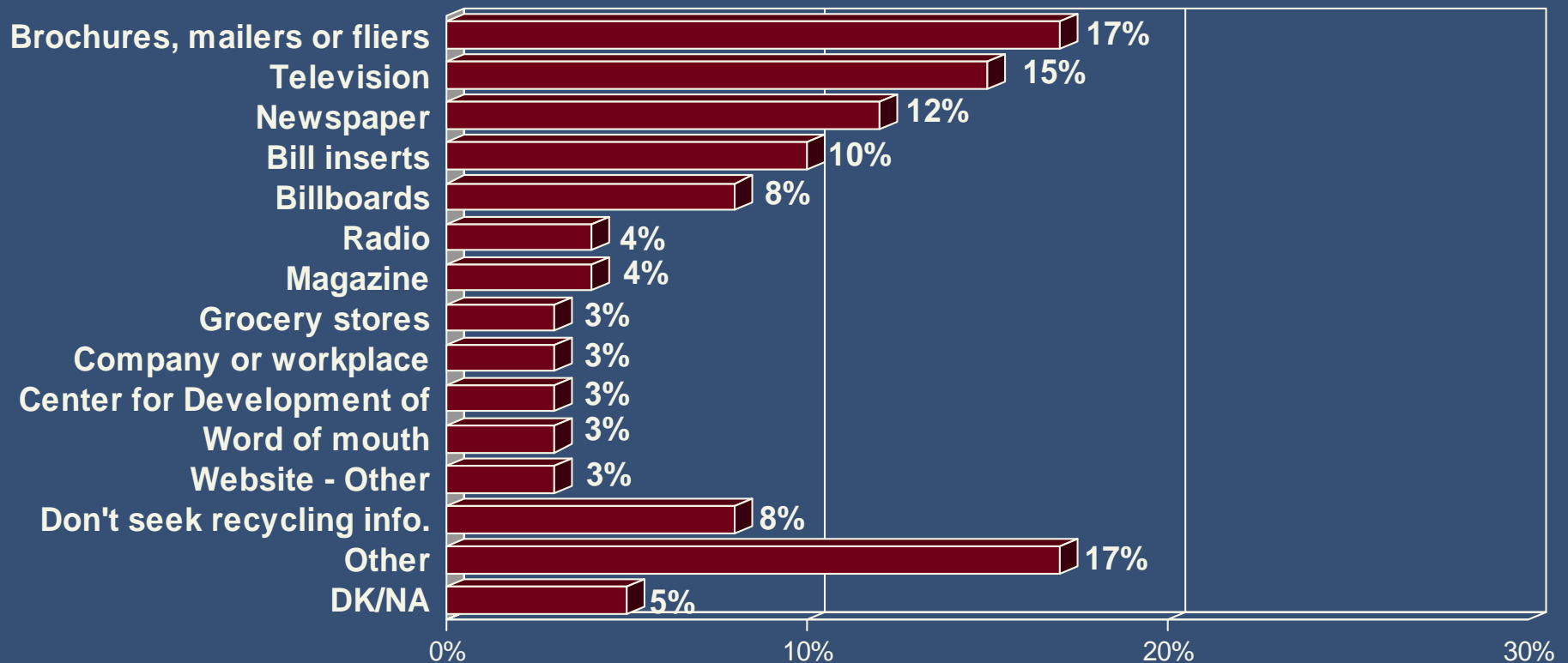
Substantially more of the Hispanic than the Caucasian and Asian residents recalled seeing the information on television. Newspapers was reported as the media source by a higher percentage of those who have lived in the County for more than 25 years, when compared to those who have lived there for 16 to 25 years.

	Ethnicity				Length of Residence			
	Caucasian	Hispanic	Asian	Other	5 yrs or less	6 to 15 yrs	16 to 25 yrs	26 yrs or more
Total	227	111	165	26	121	128	111	185
Television	<u>25.0%</u>	<u>40.5%</u>	<u>24.0%</u>	42.2%	33.1%	28.6%	25.4%	27.0%
Newspaper	20.2%	9.0%	16.8%	22.8%	12.1%	19.3%	<u>10.3%</u>	<u>23.7%</u>
Brochures, mailers or fliers	17.9%	13.5%	17.6%	16.5%	13.5%	17.6%	12.2%	21.4%
Radio	12.6%	10.5%	6.3%	18.3%	8.5%	8.9%	14.7%	10.4%
Bill inserts	5.2%	8.5%	6.5%	4.9%	3.5%	4.6%	8.4%	8.5%
Grocery stores	8.0%	2.3%	4.7%	5.5%	9.6%	4.8%	2.0%	5.3%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Preferred Information Source

When asked about their preferred sources for getting information about waste reduction and recycling, brochures, mailers or fliers emerged as the top response, cited by 17 percent of the respondents, followed closely by television (15%) and newspapers (12%). The other preferred sources include bill inserts (10%) and billboards (8%). Another 8 percent of the respondents stated that they typically do not seek information on waste reduction and recycling.



Preferred Information Source

Difference in Subgroups I

The following table illustrates the subgroup differences for the top five information sources preferred by the surveyed Santa Clara County residents. A significantly higher percentage of the women would look in bill inserts for information on waste reduction and recycling. In addition, substantially more of the residents 45 or older would look for this information in newspapers, when compared to their younger counterparts.

	Gender		Age			
	Male	Female	18 to 29	30 to 44	45 to 59	60 or older
Total	308	292	108	200	164	109
Brochures, mailers or fliers	15.6%	19.0%	18.4%	16.8%	16.4%	19.2%
Television	12.7%	17.1%	11.1%	16.1%	12.4%	19.0%
Newspaper	12.1%	12.7%	<u>8.8%</u>	<u>7.0%</u>	<u>16.0%</u>	<u>22.5%</u>
Bill inserts	<u>7.2%</u>	<u>11.9%</u>	6.4%	10.9%	8.7%	9.2%
Billboards	9.4%	6.6%	5.1%	11.4%	7.8%	5.8%
None - don't seek information on waste reduction or recycling	8.2%	7.9%	10.5%	9.3%	7.4%	4.9%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Preferred Information Source

Difference in Subgroups II

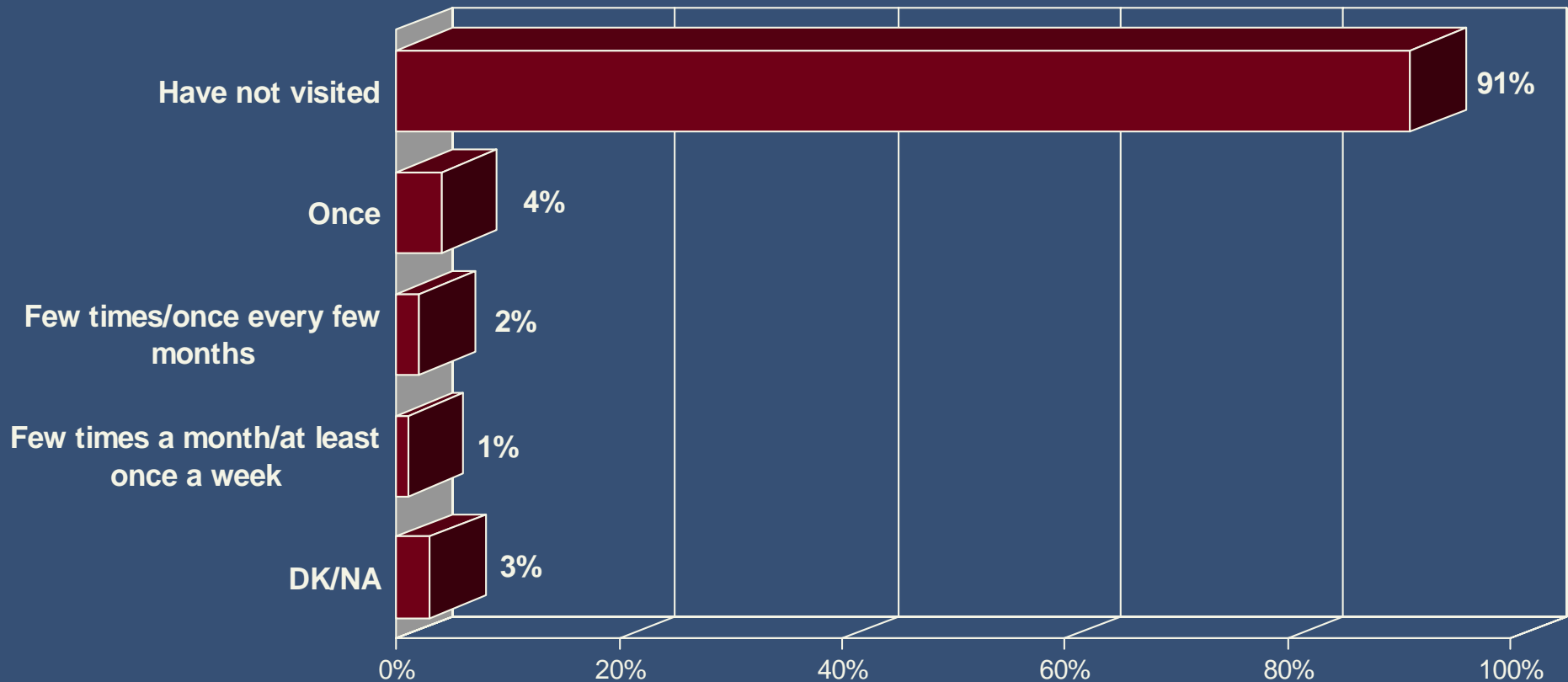
Significantly more renters said that they do not seek information on waste reduction or recycling. Otherwise, substantially more of the residents who have lived in the county for over 25 years would use newspapers as an information source, when compared to the residents for 5 years or less.

	Homeownership Status		Length of Residence			
	Own	Rent	5 yrs or less	6 to 15 yrs	16 to 25 yrs	26 yrs or more
Total	398	181	148	134	118	197
Brochures, mailers or fliers	18.8%	15.0%	18.0%	18.2%	14.4%	18.1%
Television	13.9%	18.2%	18.9%	9.4%	13.7%	16.4%
Newspaper	13.6%	8.7%	<u>5.4%</u>	14.1%	13.8%	<u>15.9%</u>
Bill inserts	11.1%	6.9%	9.4%	10.7%	8.3%	9.5%
Billboards	8.4%	8.2%	11.5%	7.8%	7.0%	6.3%
None - don't seek information on waste reduction or recycling	<u>6.1%</u>	<u>10.9%</u>	7.0%	8.6%	10.9%	7.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a blue mean score or percentage figure is statistically higher than a red number between comparative groups, e.g., male vs. female, owners vs. renters etc.

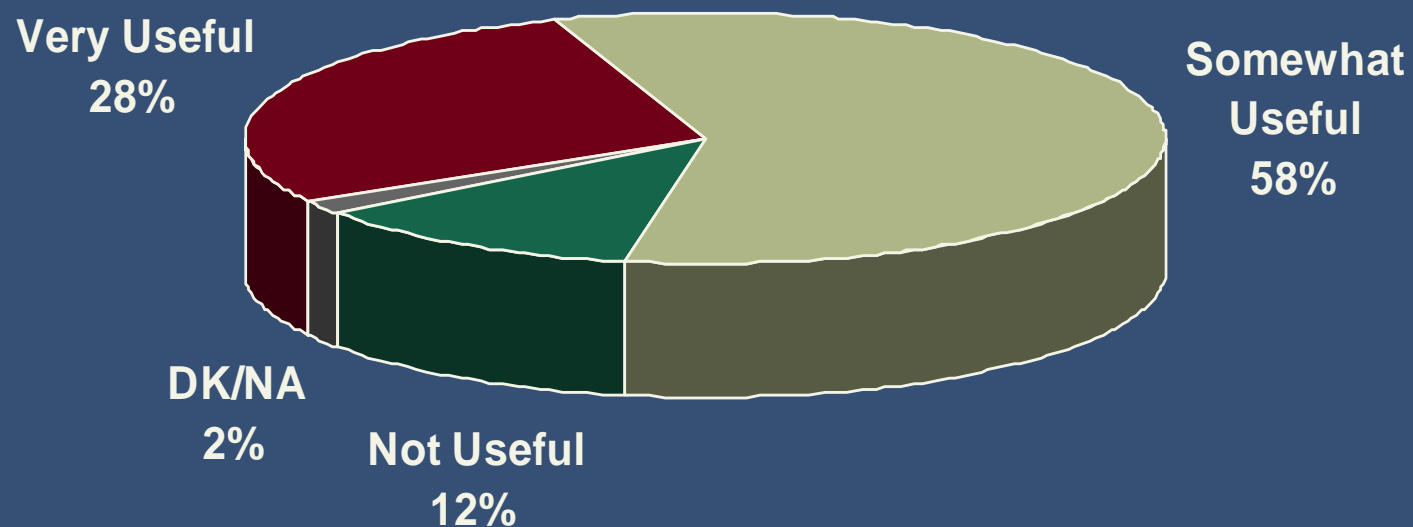
Usage of County Website

An overwhelming majority of the residents surveyed (91%) have not visited the County's official website for recycling and waste reduction in the last 12 month. Only 7 percent of the respondents reported visiting the website at some frequency in the last 12 months.



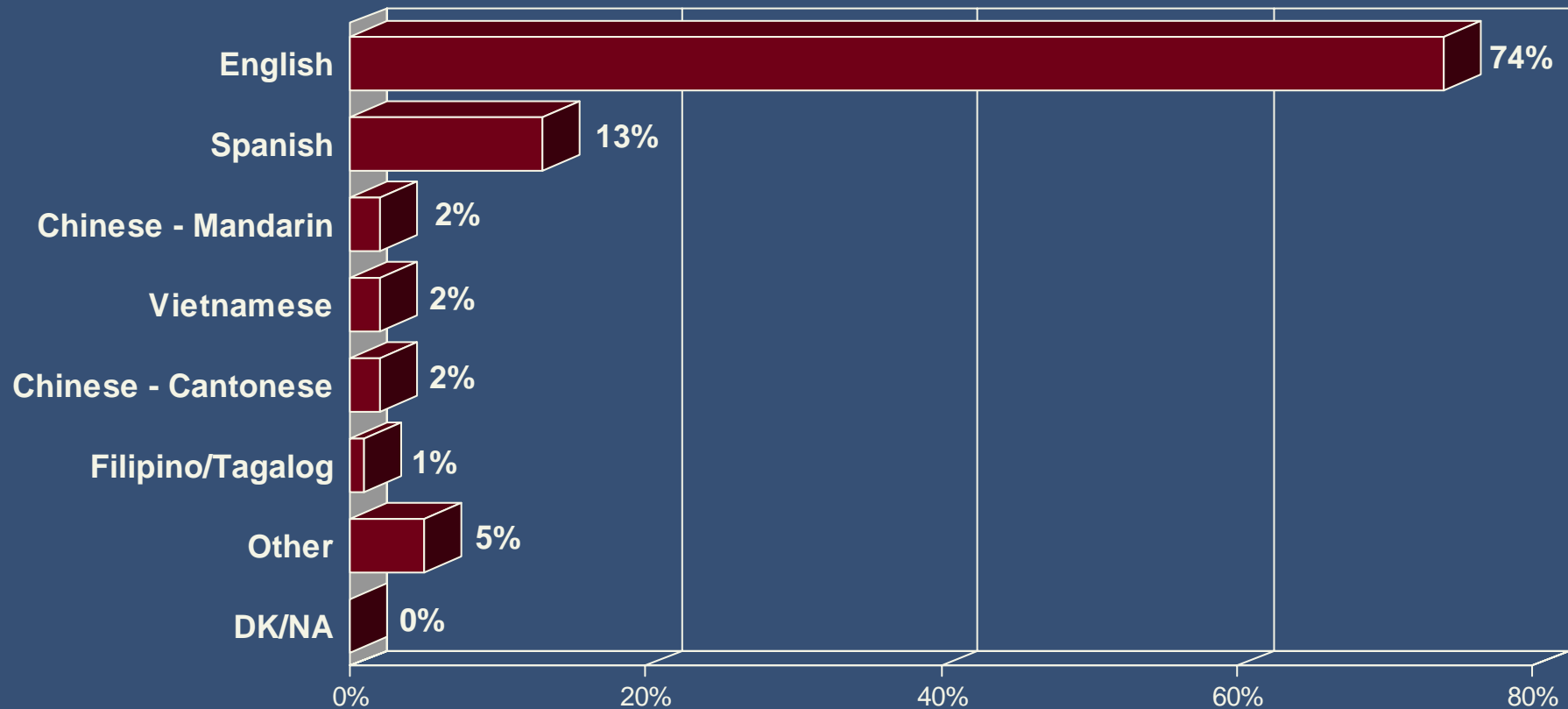
Usefulness of Website Information

Out of the 41 respondents who have visited www.reducewaste.org in the last 12 months, 86 percent found the information on it to be very or somewhat useful, whereas 12 percent thought that the information was not useful.



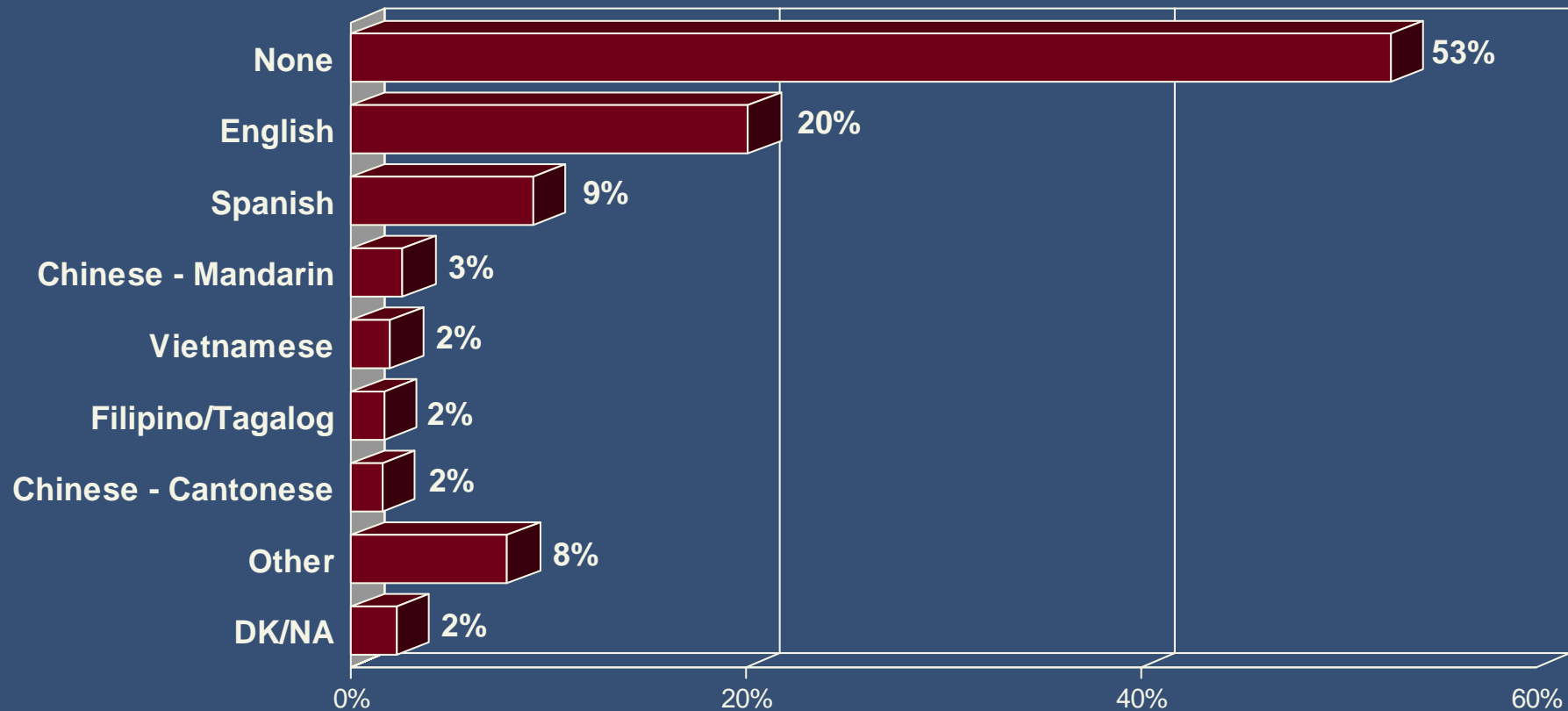
Primary Household Language

In the next question, the respondents were asked to indicate the primary language used in their household. About 74 percent of the residents surveyed primarily used English at home, while the rest of the respondents reported some other primary household language. Spanish was the top non-English primary household language, followed by several Asian languages.



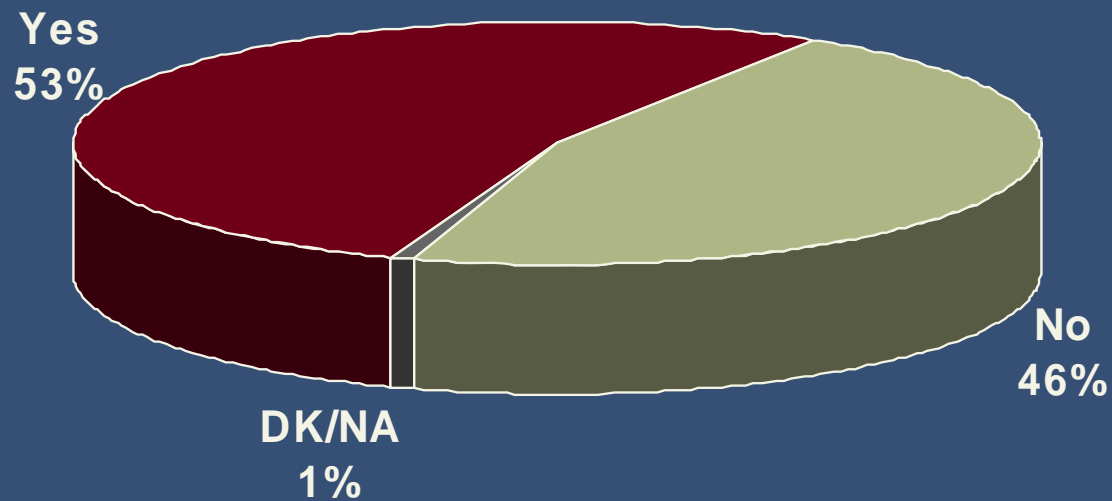
Secondary Household Language

When asked about other languages used, if any, about half the respondents stated that their household did not use any language other than the primary language reported in the previous question. Otherwise, one in five respondents mentioned English as a secondary household language. Otherwise, Spanish was the most commonly used non-English secondary household language in the county.



Preference for Non-English Information

The 299 residents who reported using some non-English language as either a primary or secondary language in the household were asked if they would be more likely to use the information on waste reduction and recycling if it was provided to them in that particular language instead of English. As shown in the following chart, about 53 percent of the respondents would use the information if it were available to them in their primary or secondary language.



Preferred Languages

Of the 159 respondents who said they would use information on waste reduction and recycling in languages other than English, 57 percent used Spanish as either their primary or secondary language in the household. Vietnamese and Indian languages, like Hindi or Urdu, were each used by 10 percent of this subset of the respondents. Out of the 11 percent who reported using either Mandarin or Cantonese in their household, about three-quarters preferred to read traditional Chinese characters.

