

2021

# Wisconsin Recycling Trends and Behaviors



## 2021 Household Recycling Survey

Wisconsin Department of  
Natural Resources

PUB-WA-2019 2022

## Key Takeaways

- **Commitment to recycling remains high**
- **Environmental responsibilities are seen as the most important reasons to recycle**
- **Perceived barriers to recycling have significantly increased since 2016**
- **Knowledge of recycling laws has declined since 2011**
- **Respondents continue to prefer recycling information via mail**
- **Over 75% of respondents are at least somewhat willing to separate food waste**
- **Most respondents do not know or are not confident how to dispose of most household materials**

## Survey background and demographics

Wisconsin's solid waste reduction, recovery, and recycling law (Ch. 287, Wisconsin Statutes) was enacted in 1990. Recycling aims to protect public health, preserve the natural environment, and conserve resources. Since 2006, the Department of Natural Resources' (DNR) Waste and Materials Management Program conducts a Household Recycling Survey approximately every five years to assess awareness of and participation in Wisconsin's recycling program. Monitoring program performance over time is a valuable and informative tool.

The 2021 survey was conducted by the UW-Madison Survey Center from April to July 2021. An eight-page questionnaire was mailed to 2,000 Wisconsin residential addresses and had a response rate of 48 percent once undeliverable or vacant addresses were removed from the sample. Non-respondents also received a reminder postcard and extra questionnaire. The sample was random and statistically valid for all surveys, allowing the DNR to project responses to the statewide population. However, the percentages of older residents and homeowners responding to the survey were larger than in comparison to the general Wisconsin population. The response rate was eight percent lower than the 2011 survey.

2021 survey questions asked about recycling behaviors, attitudes, and knowledge regarding materials banned from Wisconsin landfills, including cardboard, metal containers, glass containers, and plastic containers #1 and #2. Additionally, the survey asked about backyard burning, food waste, household items, and electronics. Analysis of responses related to electronics recycling (e-cycling) is covered in a separate report (*2021 Electronics Recycling Household Survey Report*). A copy of the 2021 survey can be found in Appendix A.

Respondents were asked to report demographic information including county of residence, household size, age, gender, whether they rent or own, and neighborhood description (rural, suburban, or urban).

## Recycling Accessibility, Behavior, and Motivations

Respondents reported a strong commitment to recycling and the reasons to do so. However, barriers still exist, largely stemming from unclear messaging on what and how to recycle.

### Recycling services

All municipalities and tribes are required to provide a recycling system for households of one to four units. Curbside collection is required in communities with populations over 5,000 or with greater than 70 persons per square mile. Given the population minimum, most rural areas choose not to provide curbside collection. Consistent with the 2016 Household Survey, about 80% of respondents had access to curbside recycling provided by their municipality. The remainder of respondents either contract privately for curbside pick-up or take their recyclables to a designated recyclables drop-off site designated by their municipality.

### Barriers to recycling

When asked about barriers to recycling, 65% percent of respondents said they always recycle, so none of the reasons listed in Figure 1 applied. This is a decrease from 2016, when 80% of respondents stated that they always recycle.

As shown in Figure 1., nearly all reasons for not recycling significantly increased from 2016. Notably, the previous top reason for not recycling, “don’t have a convenient place” dropped by almost half. Instead, respondents indicated difficulty in determining what is recyclable, doubted the environmental benefit, and found it easier to throw things in the trash.

“Heard it all ends up in a landfill anyway” and “Not provided where I live” were new options in 2021.

#### Mandatory Recyclables

- Newspaper
- Corrugated paper
- Magazines
- Aluminum containers
- Steel and bi-metal containers
- Plastic containers #1 and #2
- Glass containers

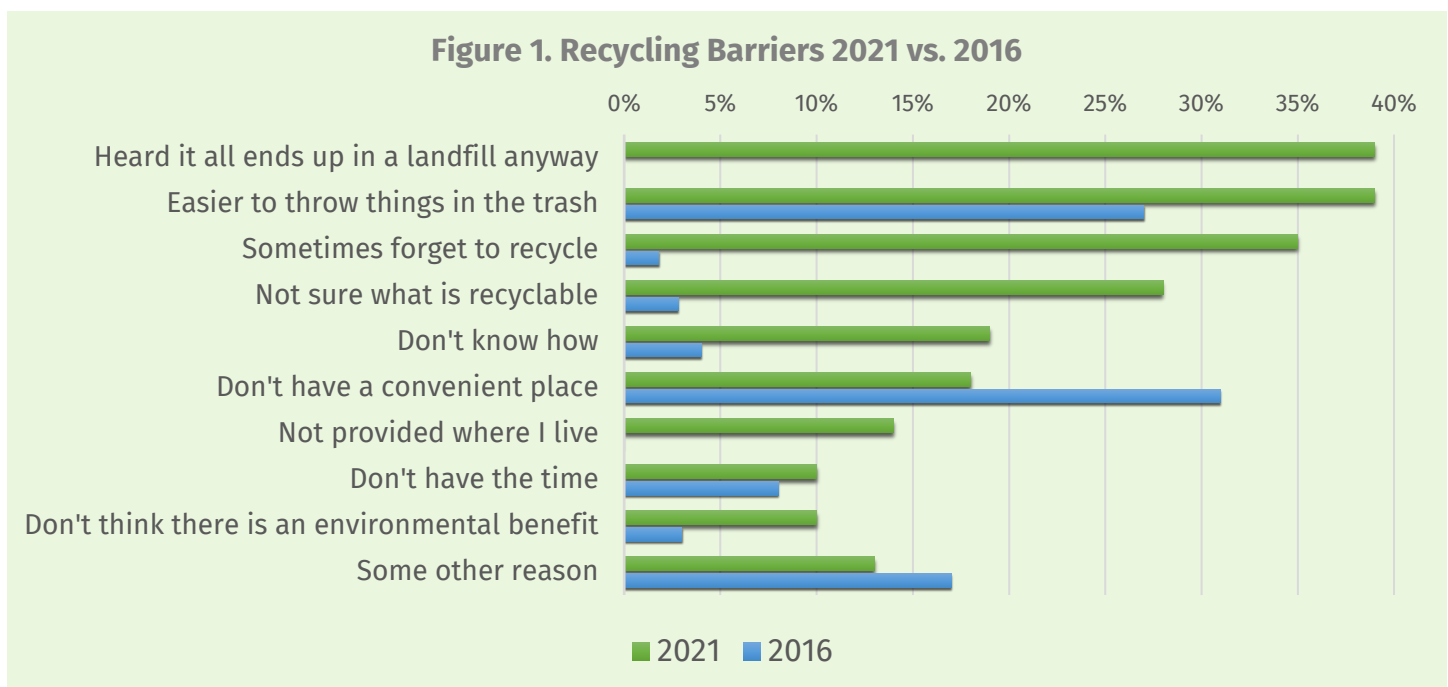


Figure 1. Barriers to recycling identified by respondents in 2021 and 2016.

## Level of commitment

97% of respondents self-reported as at least “somewhat committed” to recycling, with 75% “very” or “extremely committed.” This remains consistent with surveys since 2006. While theoretical commitment remains high, it is important to compare with actual behavior. Physical accessibility has become less of a barrier, yet nearly 40% of respondents identifying barriers reported it is simply “easier to throw things in the trash.”

## Reasons to recycle

Respondents were asked to rate the importance of various reasons to recycle. Their responses can help tailor outreach messages that resonate with the public. As on past surveys, “environmental” reasons were more important than creating jobs or following the law. “Recycling is the right thing to do” was a new option in 2021 and resonated well with respondents. In every category, respondents identifying as female rated reasons as slightly more important than respondents identifying as male did.

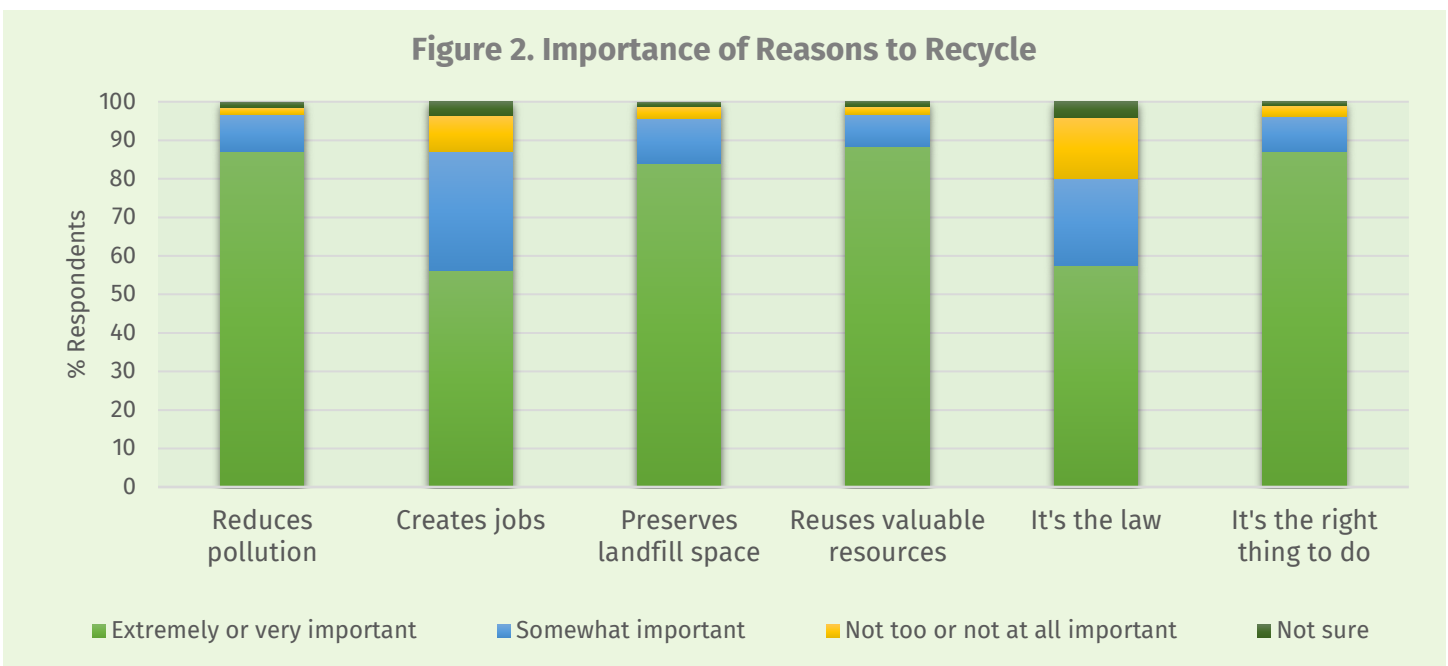


Figure 2. Importance of various reasons to recycle.

No reason was found to be “not too important” or “not at all important” by more than 9% of respondents, except for “recycling is the law” (15%).

## Trash vs. recycling

When respondents were unsure whether something is recyclable, 57% placed the item in the trash. While this is the first time this question has been asked, this is important information to determine the frequency of “wish-cycling” in Wisconsin. Wish-cycling is a term used to describe recycling items in hopes that they are recyclable when they are not, increasing the risk of contaminating recoverable material.

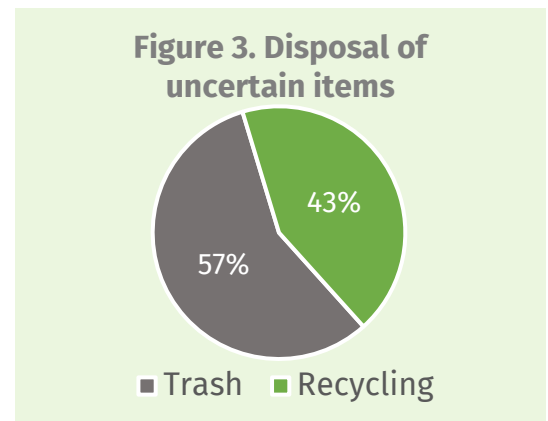


Figure 3. Where respondents put items when unsure where they belonged.

## Knowledge and Communications

Recycling guidelines often change with location, contracts, and industry innovation. Therefore, communication must keep pace while meeting people where they are at. Outreach is not only required as a key component for recycling programs by law, but it is also understood to be one of the best methods to increase program effectiveness.

### Knowledge of recycling law

Awareness of the landfill ban on recyclables and the requirement for municipal and tribal recycling programs has dropped nearly 30% over the last decade from roughly 80% to 51% and 53%, respectively. Future surveys may further address this data to gain a better understanding of the shift. 2021 was the first year respondents were also asked if they were aware that all multi-family (5+ unit) and non-residential properties must provide separate containers for trash and recycling. 55% reported that they were aware of the law.

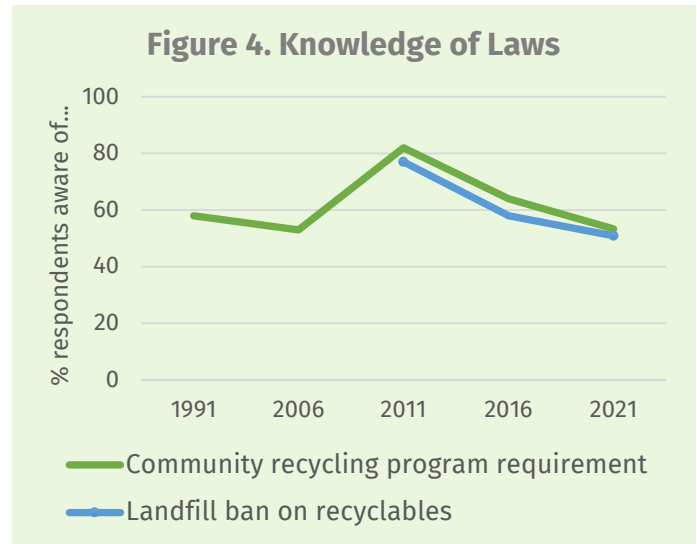


Figure 4. Respondent awareness of Wisconsin recycling laws

### Given sources of information

About 71% of respondents reported they received recycling information from at least one source in the last 12 months. This rate is slightly higher but is consistent with 2006 and 2011 survey results. Unlike those surveys, respondents were not asked to indicate the quality of information received. Neither question was asked in 2016.

Of the 71% that received information from at least one source, Figure 5 describes how frequently each source was selected. The top three sources of information about recycling were from local government, in a news story, and from a waste hauler.

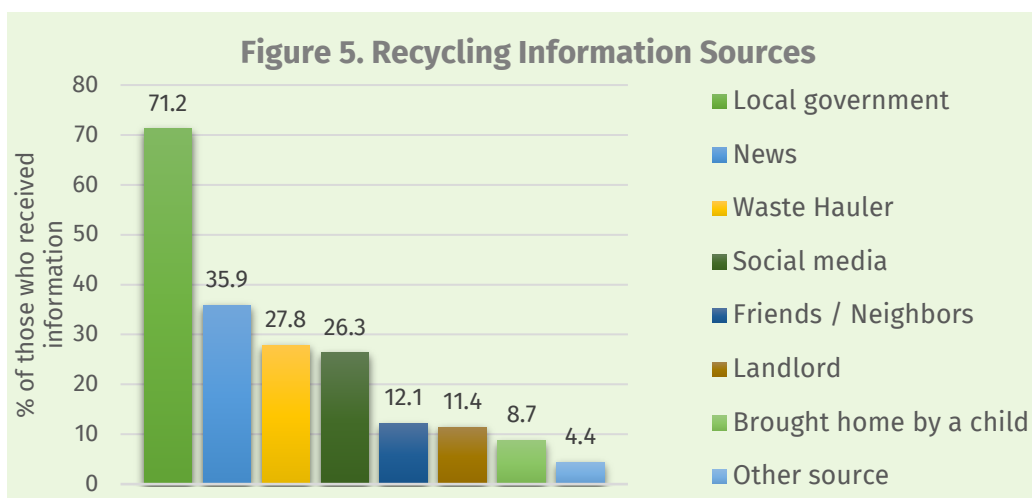


Figure 5. Sources from which 71% of respondents reported receiving recycling information in the past year.

Only 32% of respondents that indicated they rented a home reported receiving recycling information from their landlord in the past year. Recycling law requires owners of properties containing five or more residential units (multi-family) to provide recycling information

upon move-in and at least twice yearly to every tenant. These results align with the most common complaints received by the DNR, indicating a severe gap in multi-family property education efforts.

Respondents under 50 were less likely to cite receiving information from their community, waste hauler, or a news story. They were more likely to receive information from social media, a school-age child, or landlord compared to respondents over 50.

### Preferred sources of information

Respondents were asked to indicate their top two modes of receiving recycling information. Receiving information via mail has been the most popular method since at least 2011, with the preference of this option growing over 20% since that time. In alignment with a preference for mail, 46% of respondents specifically favored utility bill inserts. About a quarter of respondents preferred the internet. Social media, newspaper, television, community events, and the radio were each 15% or less of top choices.

Respondents under age 50 preferred the internet and social media as information sources much more than respondents over age 50. About 7% of respondents indicated they did not need any information at all and did not select preferences. In Figure 6 below, the average percentage for receiving information via “community events” is higher than broken down age groups. This is due to 38 respondents not providing their age with the survey.

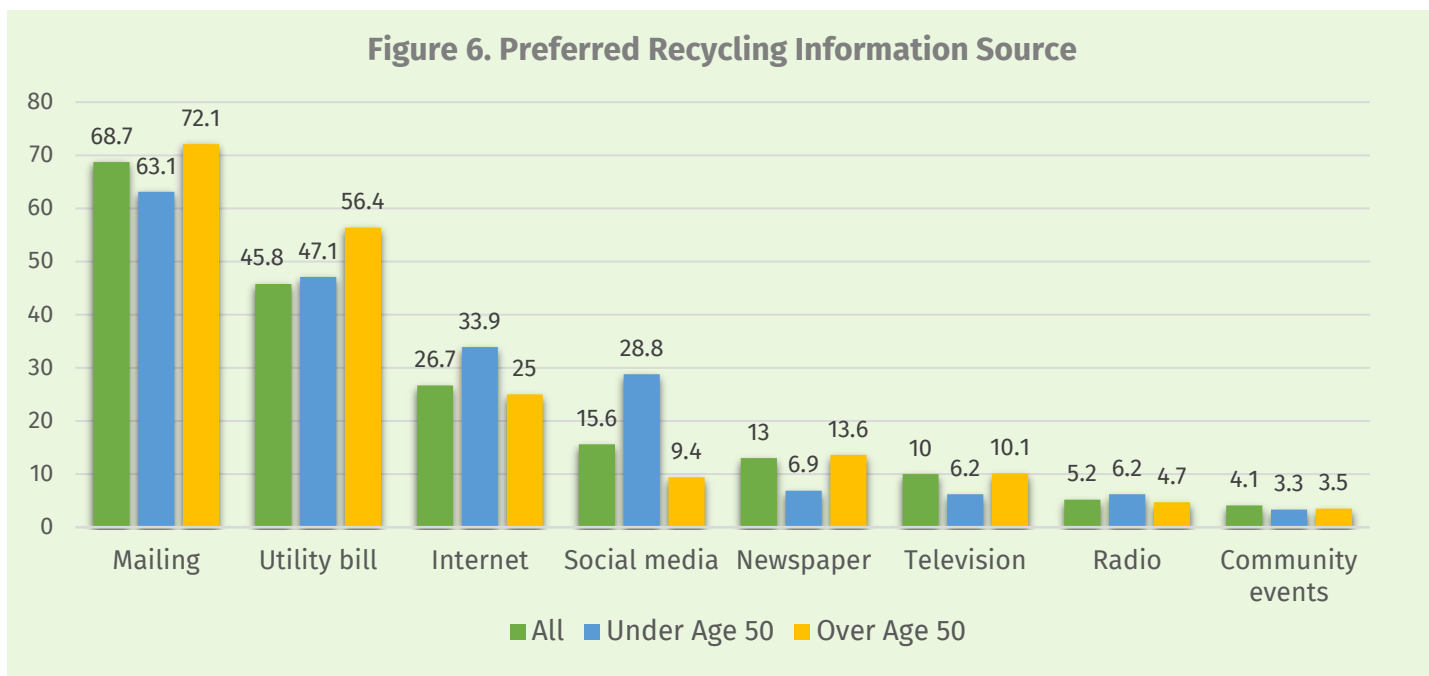
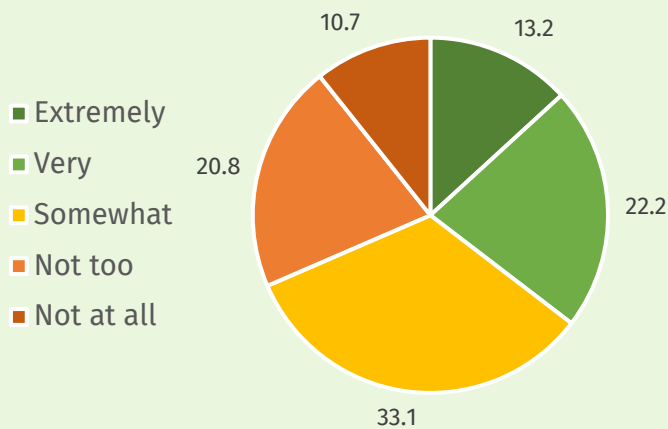


Figure 6. Respondents indicated their top two ways of receiving recycling information.

## Backyard Burning, Food Waste, and Household Item Disposal

**Figure 7. Concern Regarding Health Effects of Burning Trash**



*Figure 7. Respondents' level of concern was roughly split into thirds regarding how burning trash may affect their health.*

### Backyard burning

Many Wisconsin municipalities provide scheduled curbside pickup of yard waste or access to yard waste drop-off sites. There, the waste is either composted or burned. Some Wisconsinites independently compost material in their backyard. Others legally dispose of yard waste via burning with a permit, though local ordinances vary. Approximately one-third of respondents reported burning leaves, grass, and brush.

However, it is illegal to burn trash and recyclables in Wisconsin. These materials contain plastics, dyes, and chemicals that release harmful chemicals and carcinogens when burned. Yet, respondents are divided on how much of a concern burning trash is to their

health. 35% of respondents are “very/extremely concerned”, 33% are “somewhat concerned” and 32% are “not too/not at all concerned.” Compared to 2011, these attitudes remain relatively consistent with a slight shift from both ends towards the middle ground of “somewhat concerned.” 7.3% and 3.3% of respondents reported that they burned recyclables and trash in the last year, respectively.

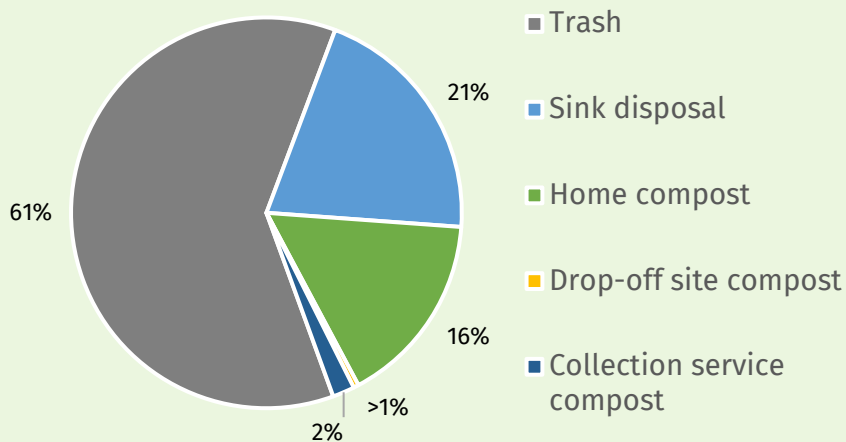
### Food waste disposal

Food waste is defined as edible food or scraps that are sent to a landfill. For the first time, respondents were asked how they handle most food waste. They were also asked how willing they would be to separate food waste if a program were available to keep this waste out of landfills.

Most households dispose of food waste in the trash, though a significant amount, nearly 40%, utilize in-sink disposal or some form of composting.

Approximately 30% of respondents in the northern part of the state or living in a rural area composted. This may be due to increased

**Figure 8. Method of Food Waste Disposal**



*Figure 8. Respondents' most frequently used method to dispose of food waste.*

yard space and uses for compost versus those in more populous areas. Possibly for similar reasons, renters were 15% more likely to dispose of food waste in the trash than homeowners.

It is interesting to note in 2011 and 2016, 29% and 22% of respondents reported composting food scraps, respectively. This is not necessarily the *most frequent* way the respondent disposed of food scraps, which is what was asked in 2021 and therefore does not provide a direct comparison.

### Willingness to separate food waste

Over 75% of respondents were at least somewhat willing to separate food waste from other trash given an alternative disposal method was provided, such as a compost pick-up service. Responses did not significantly vary by region or population density. However, across all responses, renters were about 5% more willing to separate food waste when compared to homeowners.

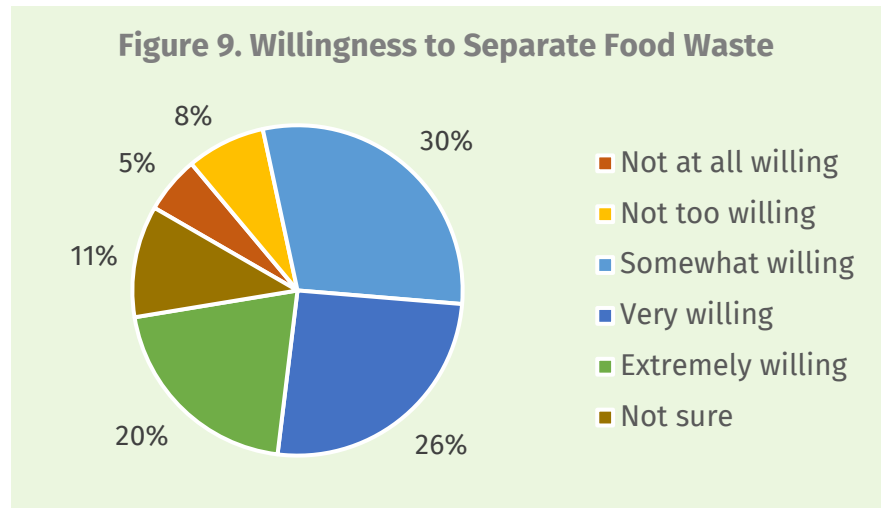


Figure 9. Most respondents were willing to separate food waste from the trash to at least some extent.

Age proved to be the most significant demographical comparison when reviewing this survey question. Over 92% of respondents aged 19-29 were at least somewhat willing to separate food waste compared to the overall average of 76%.

### Household item disposal behavior

Household hazardous waste is any product found in a home, yard or garage generated by routine home and yard maintenance that can cause harm to human health or the environment when stored or disposed of improperly. All items asked about in this portion of the survey have the potential to pose a human or environmental health hazard and may require special disposal.

Not all respondents needed to dispose of a material listed in Table 1 in the past 12 months. The most common item in need of disposal was household batteries. However, the survey did not formally define this term. Alkaline and zinc batteries may safely be disposed of in the trash. Lithium-ion batteries, found in cellphones, power tools, and other products, pose a fire hazard when damaged.

Material Type	% of respondents who disposed of material in the last 12 months
Household batteries	85%
Pharmaceuticals	60%
Fluorescent bulbs	57%
Household hazardous waste	47%
Latex paint	45%
Other paint	39%
Tires	34%
Medical sharps	25%
Mercury thermometers	13%



Figure 10 below summarizes the most frequent disposal methods in the past year. Respondents that did not have a need to dispose of an item were not included here (see Table 1 above). Pharmaceuticals, paints, and other fluid household hazardous waste listed “drain disposal” as an additional response option. 2021 data was remarkably consistent compared to 2016 data across all materials and disposal methods. The first and third most common materials to be disposed of were also the most likely to be thrown in the trash -- household batteries (62%) and fluorescent bulbs (49%). Compared to 2011, drop-off disposal of pharmaceuticals grew 20%.



Figure 10. How various household items were handled when respondents identified a need for disposal.

## Household item disposal knowledge

Regardless of actual disposal over the past year, respondents were asked if they knew how to properly dispose of these household materials. Over half of respondents were confident they knew how to manage pharmaceuticals and tires. Batteries were disposed of by 85% of respondents in the last year, yet only 32% of respondents knew how to properly dispose of them. The opposite relationship occurred with tires. Only 34% of respondents disposed a tire in the last year, but 56% of respondents knew how to properly dispose of them. While batteries are more frequently used and disposed of than tires, confusing battery types and less-established battery recycling may explain the difference in respondent confidence.

Younger respondents were less likely to indicate knowledge on how to manage household batteries versus older respondents, and respondents identifying as women were less likely than men. Respondents who heard about electronics recycling in the past year were more likely to know how to manage batteries.

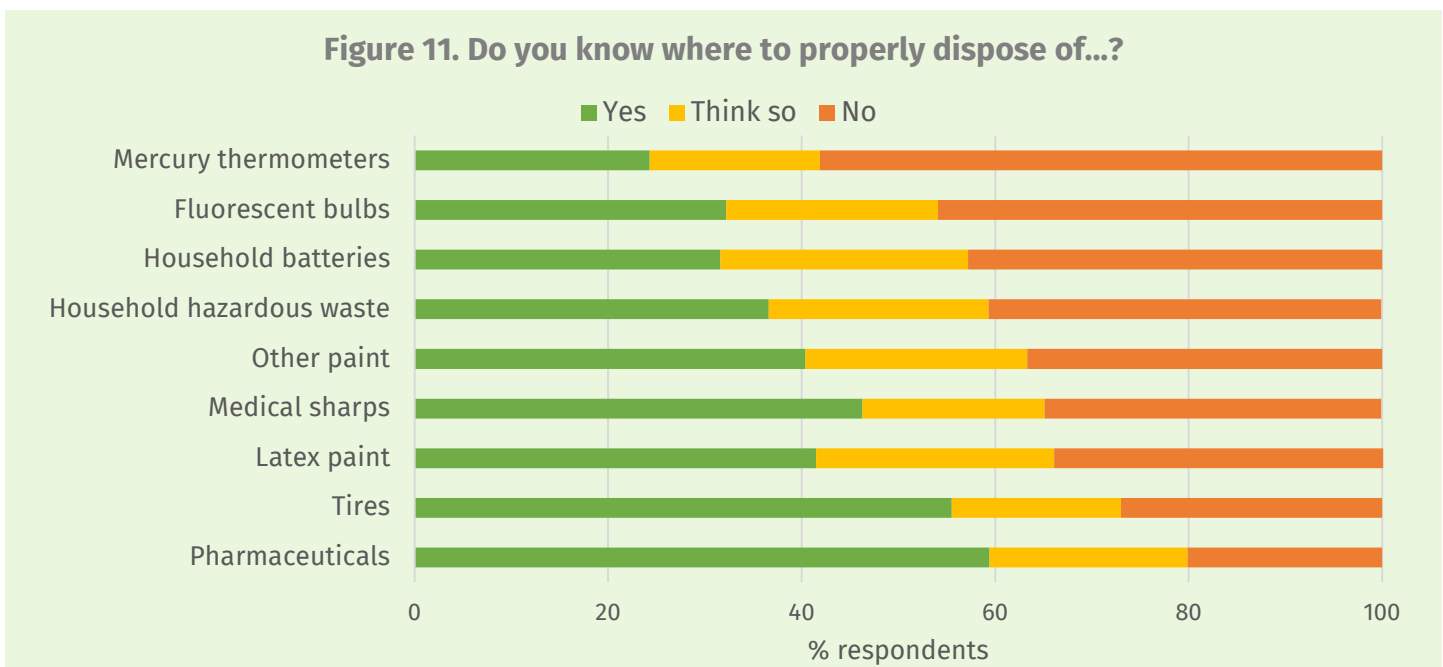


Figure 11. Respondents were asked if they knew where to dispose of certain materials.

## Conclusions and Proposed Actions

### Areas of concern

Nearly 40% of respondents have heard recyclables are not made into new materials and are instead sent to the landfill. A similar portion simply find it easier to throw recyclables in the trash. However, as confusion on recyclability is high, the tendency to throw an item in the trash instead of “wish-cycling” is preferred.

Additionally, awareness of the recycling law has been in decline since 2011. Future surveys may further address this data to gain a better understanding of the shift.

Finally, renters face significant recycling barriers. Only 32% of respondents that rented reported receiving recycling information from their landlord in the past year. Recycling law states that multi-family property owners must provide recycling information upon move-in and at least twice yearly to every tenant. Enforcing the provision of adequate recycling at these locations is also a consistent compliance challenge.

### Areas of progress

Despite the overall increase in barriers to recycling, the number of respondents identifying accessibility (“a convenient place”) as a barrier dropped from 31% to 18% in the past five years. Additionally, drop-off disposal of pharmaceuticals is up 20% over the past ten years.

Past surveys asked respondents about backyard composting knowledge and habits. In general, composting mostly served to manage yard waste rather than food waste. The 2021 survey marked the first time respondents indicated their willingness to separate food waste. Over 75% of respondents were at least “somewhat willing” to do so. As food waste management becomes increasingly relevant, this baseline is encouraging.

### Ideas for change

The 2021 Household Survey serves to guide future recycling initiatives at the state and local levels. The following actions may be considered to improve recycling access and frequency:

- Encourage local outreach via mail. Respondents have consistently and overwhelmingly indicated a preference for receiving recycling information via mailings and inserts.
- Increase transparency of the recycling process and end-markets. Nearly 40% of respondents reported hearing that recyclables “all end up in a landfill.” 10% do not think there is an environmental benefit to recycling. Currently, only 28% of respondents received information on recycling from their hauler. Encouraging direct communication by haulers and material recovery facilities may help increase confidence in the environmental and economic benefits of recycling.
- Create one-stop guidance for household item disposal. Wisconsin disposal requirements often differ between household and commercial businesses, creating confusion. Emphasis should be placed on batteries, pharmaceuticals, and lightbulbs.

- Encourage participation in Clean Sweep events. Materials may be improperly disposed of when there is not a convenient disposal location. Rural areas especially face this challenge. The Department of Agriculture, Trade and Consumer Protection’s (DATCP) operates the Clean Sweep program. It supports community collection and disposal of household hazardous waste, pesticides, and prescription drugs via grants. Other public and private drop-offs are also present throughout the state. While Clean Sweep remains a DATCP program, DNR can help increase awareness of these resources in their regular interactions with municipalities.
- Continue to monitor food waste management attitudes and behaviors. The majority of respondents were willing to separate food waste from other trash. Include the same or similar food waste questions in the next Household Recycling Survey. Monitor success of new DNR food waste outreach tools and studies. Adapt new efforts as necessary.
- Target audiences in outreach and further research. Survey results identified several areas where responses varied by demographic. For example, this survey suggests battery recycling outreach would benefit from targeting younger audiences via an online format. Future DNR studies may gain new insights by targeting audiences with disparities, such as between renters and homeowners.
- Seek public input and feedback. While data is a valuable tool, it may not tell the whole story. Utilize different communication styles and methods to gather feedback in areas of interest.
- Standardize Household Survey questions. The household survey questions have evolved over the past two decades. For core questions such as “What is your commitment to recycling?”, standardize phrasing and response options to increase the quality of cross-survey comparisons.

The DNR is committed to sharing its data with the public as a valuable and informative tool. For more information on recycling and DNR studies, visit <https://dnr.wi.gov/topic/recycling/studies.html>



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# Appendix A: 2021 Household Recycling Survey Questionnaire



## 2021 Household Recycling Survey

Please complete this survey to the best of your ability and return in the provided envelope at your earliest convenience. This survey will ask you questions about your typical recycling behavior at home. We understand that it may be challenging to define your one most typical behavior, so consider “the most typical” behavior to be the one that you do most of the time. Your responses will help us to better meet Wisconsin residents’ recycling needs. The survey is voluntary and all answers will kept confidential. Thank you for participating in this survey.

**1. In the last 12 months, did your local community offer...**

	Yes	No	Not Sure
a. ...curbside pickup of trash?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. ...curbside pickup of yard waste like grass clippings, brush and leaves?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. ...curbside pickup of recyclable materials like bottles, cans and paper?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**2. Do any of the following reasons prevent you from recycling items like cans, bottles, paper or cardboard?**

	Yes	No
a. I am not sure what is recyclable	<input type="radio"/>	<input type="radio"/>
b. I do not always know how to recycle	<input type="radio"/>	<input type="radio"/>
c. I do not have the time, it takes too long	<input type="radio"/>	<input type="radio"/>
d. I do not have a convenient place to recycle	<input type="radio"/>	<input type="radio"/>
e. Recycling is not provided where I rent or live	<input type="radio"/>	<input type="radio"/>
f. I sometimes forget to recycle	<input type="radio"/>	<input type="radio"/>
g. It is just easier to throw things in the trash	<input type="radio"/>	<input type="radio"/>
h. I do not think there is an environmental benefit	<input type="radio"/>	<input type="radio"/>
i. I have heard it all ends up in a landfill anyway	<input type="radio"/>	<input type="radio"/>
j. Some other reason prevents me from recycling those items	<input type="radio"/>	<input type="radio"/>
<u>If YES,</u> please tell us: <input type="text"/>		
k. None of the above apply, I always recycle	<input type="radio"/>	<input type="radio"/>

**3. Wisconsin’s state recycling law has been in place since 1990. The recycling law requires communities to have recycling programs, and bans recyclable items from landfills. Before reading the above statement, were you aware that Wisconsin law says...**

	Yes	No
a. ...communities must have recycling programs?	<input type="radio"/>	<input type="radio"/>
b. ...recyclable bottles, cans and paper cannot be landfilled as trash?	<input type="radio"/>	<input type="radio"/>
c. ...that all multi-family and non-residential facilities and properties must provide separate containers for trash and recycling?	<input type="radio"/>	<input type="radio"/>

4. In the last 12 months, have you received any information about recycling from the following sources?

- |   | Yes                   | No                    |
|---|-----------------------|-----------------------|
| a. Your local community or local government                       | <input type="radio"/> | <input type="radio"/> |
| b. Your waste hauler  | <input type="radio"/> | <input type="radio"/> |
| c. Landlord or apartment management company                       | <input type="radio"/> | <input type="radio"/> |
| d. Friends or neighbors   | <input type="radio"/> | <input type="radio"/> |
| e. Social media   | <input type="radio"/> | <input type="radio"/> |
| f. Any kind of news story   | <input type="radio"/> | <input type="radio"/> |
| g. Information a school-age child brought home from school        | <input type="radio"/> | <input type="radio"/> |
| h. Some other source. <u>If YES</u> , please tell us what source: | <input type="radio"/> | <input type="radio"/> |

5. In general, how concerned are you about the effects of burning trash on your health?

- Not at all concerned
- Not too concerned
- Somewhat concerned
- Very concerned
- Extremely concerned

6. In the last 12 months, did you burn any of the following?

- |  | Yes                   | No                    |
|--|-----------------------|-----------------------|
| a. Leaves, grass, or brush   | <input type="radio"/> | <input type="radio"/> |
| b. Recyclable materials such as plastic, glass bottles, paper products or cans | <input type="radio"/> | <input type="radio"/> |
| c. Garbage   | <input type="radio"/> | <input type="radio"/> |

7. Which one of the following best describes how your household typically disposed of most food waste in the last 12 months?

- My household put most food waste in the trash
- My household used a sink disposal system for most food waste
- My household composted most food waste ourselves at home
- My household composted most food waste through a drop-off site
- My household composted most food waste through a collection service

8. In general, how willing would you be to separate food waste from the rest of your household's trash, if you had access to a program that allowed you to keep this waste out of landfills through composting or another means?

- Not at all willing
- Not too willing
- Somewhat willing
- Very willing
- Extremely willing
- Not sure

9. In the last 12 months, which disposal method did you use most often for each of the following household items that you no longer wanted?

If you did not have an item, please check NA for not applicable

	NA	Put in the trash	Took to retailer or designated drop-off site	Stored
a. Household batteries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Fluorescent bulbs including CFLs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Mercury thermometers or thermostats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Medical sharps such as needles, syringes and lancets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Tires	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. If you did something else not listed above, please tell us:	<input type="text"/>			

10. In the last 12 months, which disposal method did you use most often for each of the following other household items that you no longer wanted?

If you did not have an item, please check NA for not applicable

	NA	Put in the trash	Took to retailer or designated drop-off site	Flushed / poured down the drain	Stored
a. Pharmaceuticals or medicines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Latex paint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Other paint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Household hazardous waste such as pesticides, solvents, and cleaners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. If you did something else not listed above, please tell us:	<input type="text"/>				

11. Do you know where to properly recycle or dispose of the following items?

	Yes, I am certain	I think so, but am not certain	No, I don't know
a. Household batteries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Fluorescent bulbs including CFLs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Mercury thermometers or thermostats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Medical sharps such as needles, syringes and lancets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Tires	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Pharmaceuticals or medicines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Latex paint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Other paint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Household hazardous waste such as pesticides, solvents, and cleaners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. In the last 12 months, did you purchase any consumer electronics, such as a TV, computer, tablet, cell phone or printer, for your home?

Yes  
 No → Go to question 13  
 Unsure → Go to question 13

12a. Do any of the following methods describe how you purchased the home consumer electronic in the last 12 months?

	Yes	No
a. Online for in-store pickup or curbside pickup	<input type="radio"/>	<input type="radio"/>
b. Online for delivery	<input type="radio"/>	<input type="radio"/>
c. In person at a store	<input type="radio"/>	<input type="radio"/>
d. From another person	<input type="radio"/>	<input type="radio"/>
e. Some other way	<input type="radio"/>	<input type="radio"/>

13. In 2009, Wisconsin passed a state electronics recycling law. The law bans many electronics from being put in the trash. The law also created a manufacturer-funded program called E-Cycle Wisconsin, to make it easier and more affordable to recycle certain electronics. Before reading the above statement, had you heard about...

	Yes	No
a. ...Wisconsin's landfill and incinerator ban on electronics?	<input type="radio"/>	<input type="radio"/>
b. ...E-Cycle Wisconsin, the statewide electronics recycling program?	<input type="radio"/>	<input type="radio"/>

14. Do you know where you can recycle electronics?

Yes, I am certain  
 I think so, but am not certain  
 No, I don't know

15. What is the farthest you would be willing to travel, one way, to recycle your electronics?

Number of miles



16. Please think about all the cell phones, computers, and TVs in your home that are working and not working, in use and not in use. This includes those in your basement, attic or garage. In the boxes below, please indicate the number of these electronics in your home. Enter the number that are currently in use in the first column and the number that are currently never used, including broken items, in the second column. If you do not have an item in your home, please enter 0. Do not include electronics owned by an employer.

	Number in use	Number <u>not</u> in use
a. Cell phones	<input type="text"/>	<input type="text"/>
b. Computers, including desktops, laptops, netbooks, and tablets	<input type="text"/>	<input type="text"/>
c. Older, tube model televisions such as CRT, DLP, rear projection, etc.	<input type="text"/>	<input type="text"/>
d. Newer, flat panel televisions such as LCD, LED, plasma, etc.	<input type="text"/>	<input type="text"/>

17. In the last 12 months, what did you do with each of the following electronic items that you no longer wanted? If you did not have or did not stop using a particular type of electronics, please check NA for not applicable.

	NA	Put in trash	Recycled	Sold	Gave away to family or friends	Donated to charity	Exchanged / returned to retailer	Stored
a. Cell phone(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Computer(s) including desktops, laptops, and tablets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Television(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If you did something not listed above, please tell us.	<input type="text"/>							

18. In the last 12 months, was there ever a time when you wanted to recycle electronics but were unable to do so?

- Yes  
 No → Go to question 19

18a. Which one of the following best describes why you were unable to recycle the electronics?

- It was too expensive to recycle the electronics  
 I didn't know where or how to recycle the electronics  
 I didn't have a convenient place to recycle the electronics  
 I was concerned about my data security  
 I didn't have the time, it takes too long  
 It was easier to throw things in the trash  
 I was unable to transport items to the recycling location  
 Other reason → Please tell us:

19. Some collection sites charge a fee to recycle electronics. What is the most you would be willing to pay to recycle electronic items such as old TVs, monitors, and computers?

- Nothing  
 Up to \$5 per item  
 \$6 to \$10 per item  
 \$11 to \$15 per item  
 \$16 to \$20 per item  
 \$21 to \$25 per item  
 More than \$25 per item

20. Would you be willing to pay more than you indicated in question 19 above to recycle electronics if...

- |  | Yes                   | No                    |
|--|-----------------------|-----------------------|
| a. ...you received a gift card or coupon equal to some or all of the recycling cost? | <input type="radio"/> | <input type="radio"/> |
| b. ...you had a guarantee of responsible recycling and safe data destruction?        | <input type="radio"/> | <input type="radio"/> |
| c. ...a recycler would pick up electronics from your home?                           | <input type="radio"/> | <input type="radio"/> |

**21. In the last 12 months, have you heard about where to recycle electronics from the following sources?**

	Yes	No
a. A news story	<input type="radio"/>	<input type="radio"/>
b. My community	<input type="radio"/>	<input type="radio"/>
c. An electronics retailer	<input type="radio"/>	<input type="radio"/>
d. My waste hauler	<input type="radio"/>	<input type="radio"/>
e. A radio advertisement or announcement	<input type="radio"/>	<input type="radio"/>
f. An online advertisement or announcement	<input type="radio"/>	<input type="radio"/>
g. The DNR website	<input type="radio"/>	<input type="radio"/>
h. Social media	<input type="radio"/>	<input type="radio"/>
i. By word of mouth	<input type="radio"/>	<input type="radio"/>
j. I heard about it, but I cannot recall where	<input type="radio"/>	<input type="radio"/>
k. Some other source. Please tell us:	<input type="text"/>	

**22. Information on how and what to recycle should be provided by your municipality and recycling hauler. From the list below, please check your top **TWO** preferences for the best way for your community or hauler to provide you with information about recycling.**

<input type="checkbox"/> I do not need any information about recycling	<input type="checkbox"/> Utility bill insert
<input type="checkbox"/> Social media	<input type="checkbox"/> Television
<input type="checkbox"/> Website / internet	<input type="checkbox"/> Radio
<input type="checkbox"/> At community events	<input type="checkbox"/> Newspaper
<input type="checkbox"/> Print newsletter or other mailing	<input type="checkbox"/> Some other way, please tell us:
<input type="text"/>	

**23. These last few questions will help us compare your answers with those of other respondents. All responses are confidential and will not be connected with your name.**

**How would you rate your commitment to recycling?**

Not at all committed

Not too committed

Somewhat committed

Very committed

Extremely committed

Not sure

**24. Most of the time, if you are unsure if something is recyclable, do you put it in the trash or the recycle bin?**

I put it in the trash

I put it in the recycle bin

**25. How important to you are each of the following reasons to recycle?**

	Not at all important	Not too important	Somewhat important	Very important	Extremely important	Not sure
a. Recycling reduces pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Recycling creates jobs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Recycling preserves landfill space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Recycling reuses valuable resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Recycling is the law	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Recycling is the right thing to do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Some other reason not listed above.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Please tell us:	<input type="text"/>					

**26. Do you own or rent the home you currently live in?**

Own, includes having a mortgage

Rent

Some other arrangement

**27. In which Wisconsin county is your primary residence located?**

County

**28. How would you describe the place where you live?**

Rural      Urban      Suburban

**29. In the last 12 months, how many people usually lived in your household, including yourself?**

Number of people in your household

**30. What is your current age?**

Years

**31. What is your gender?**

Gender

**Thank you for completing this questionnaire! Please return it in the postage paid self-addressed envelope provided to: UW Survey Center; 475 N Charter Street, Room B607; Madison, WI 53706-1507.**