



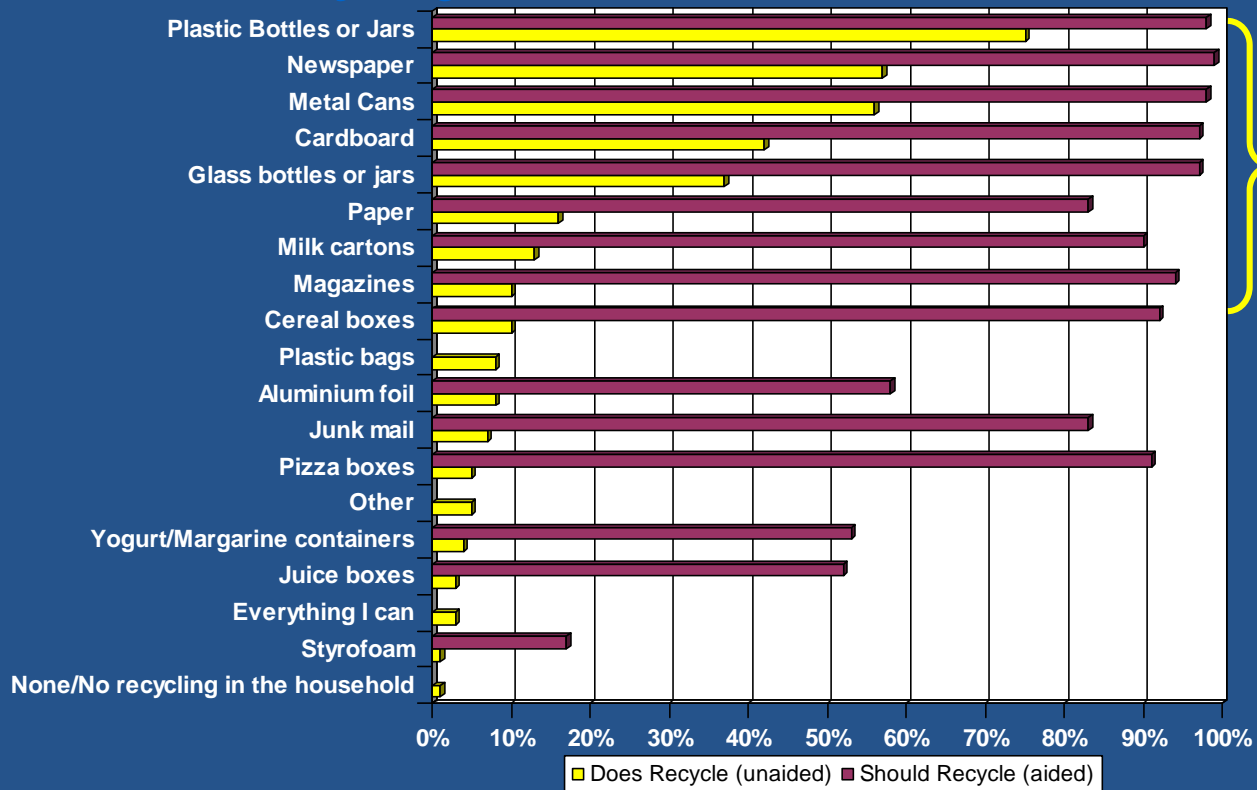
Telephone Survey of Onondaga County Recycling Awareness

*Conducted for
Onondaga County Resource Recovery Agency
June 30 – July 10, 2008*

*Research conducted by:
OpinionWorks
Annapolis, Maryland
www.OpinionWorks.com*



Household Recycling Activities

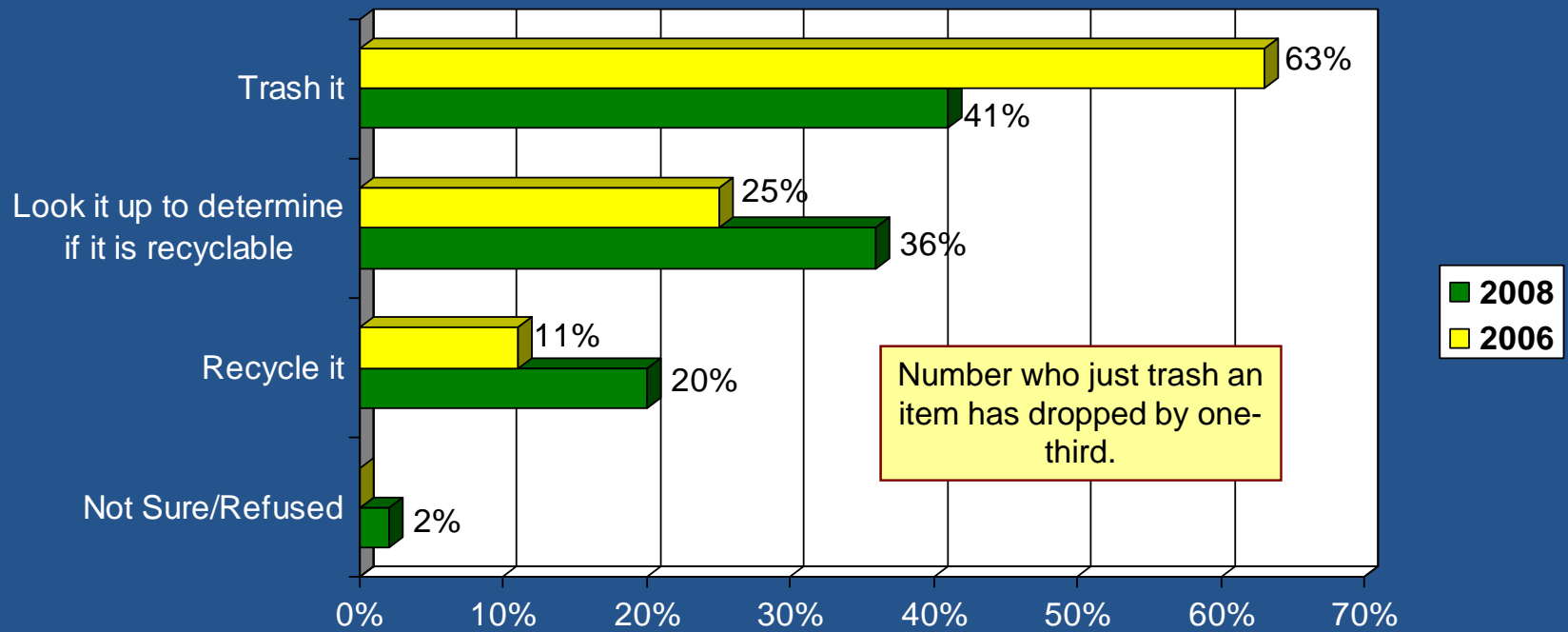


Almost universal awareness that basic commodities should be recycled.

“What items, if any, does your household regularly recycle?”
 “What items are supposed to be recycled?”



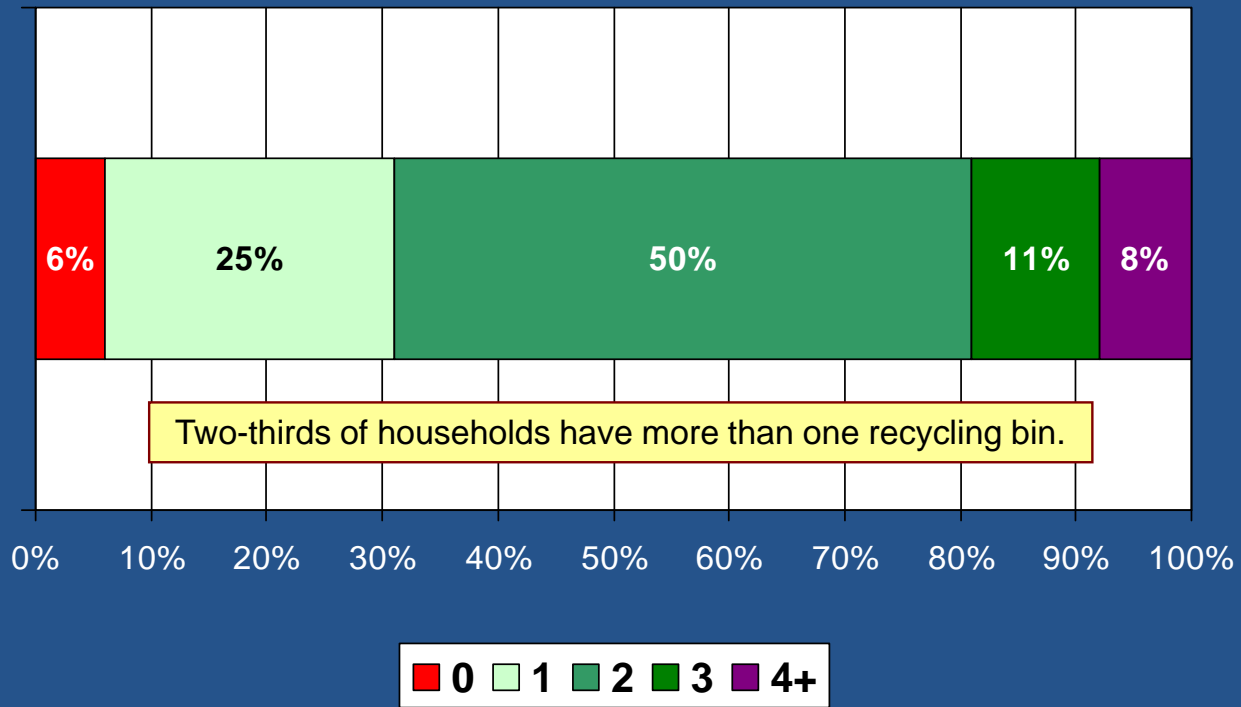
What People Do When in Doubt about an Item



“When in doubt about whether an item is recyclable, what do you do with it?”



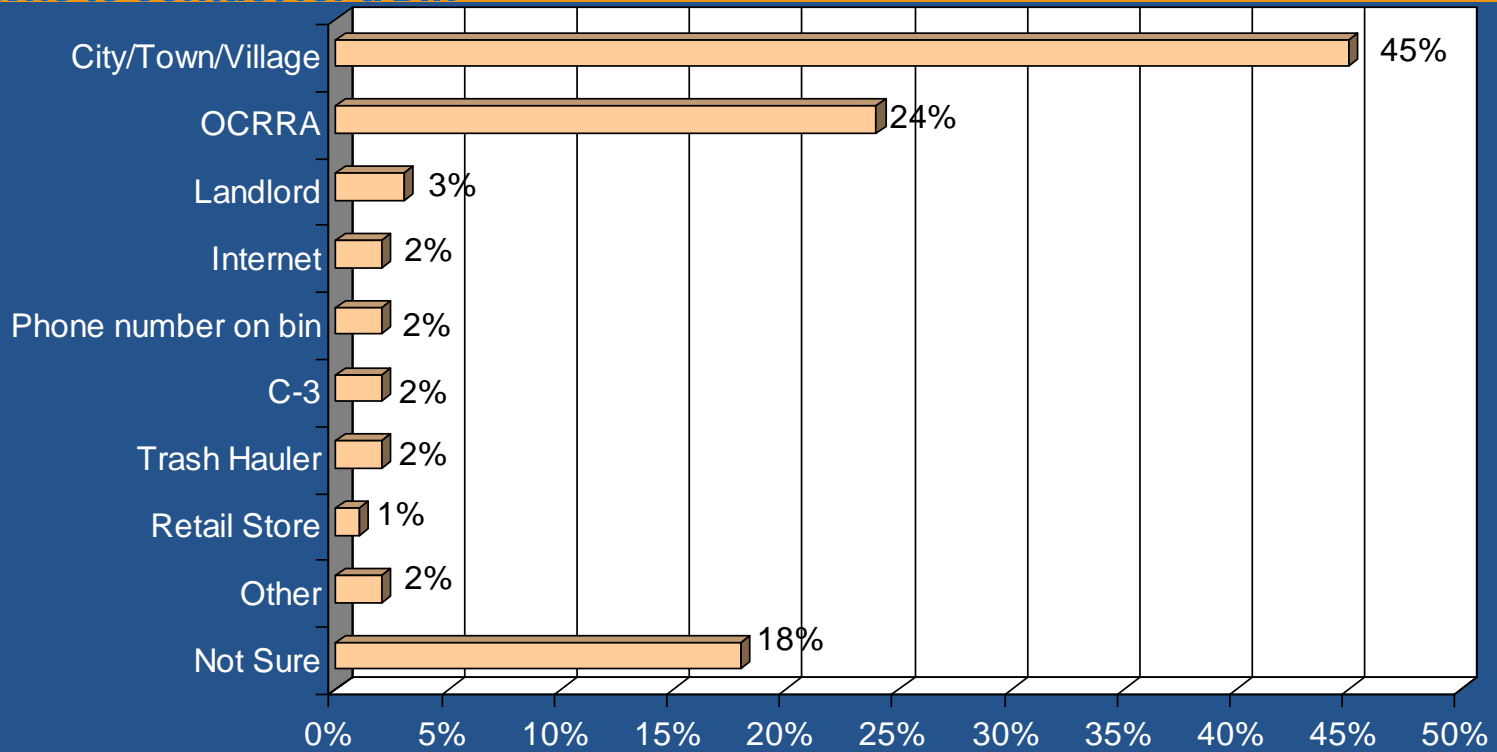
Number of Bins in a Household



“How many (recycling bins) do you have?”



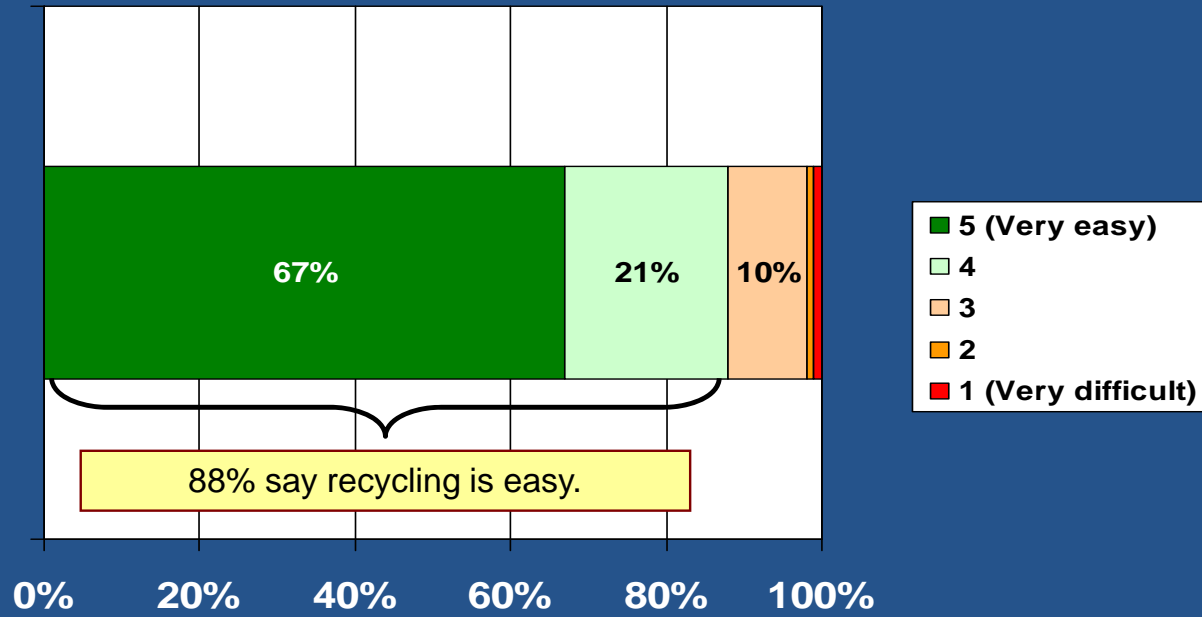
Who to Contact for a Bin



“Where would you go, or who would you contact to get a new or additional recycling or “Blue Bin”?”



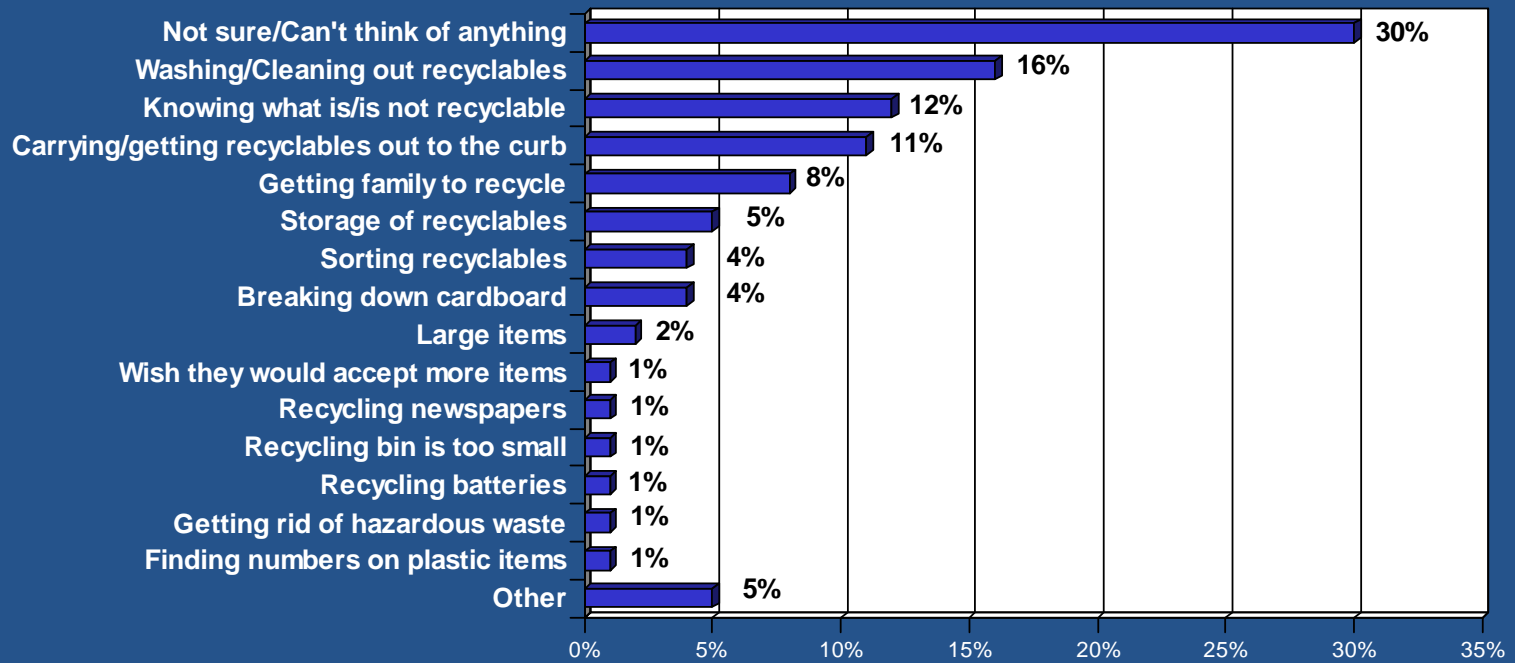
How Easy it is to Recycle



"On a scale of 1 to 5, how easy is it for you to recycle?"



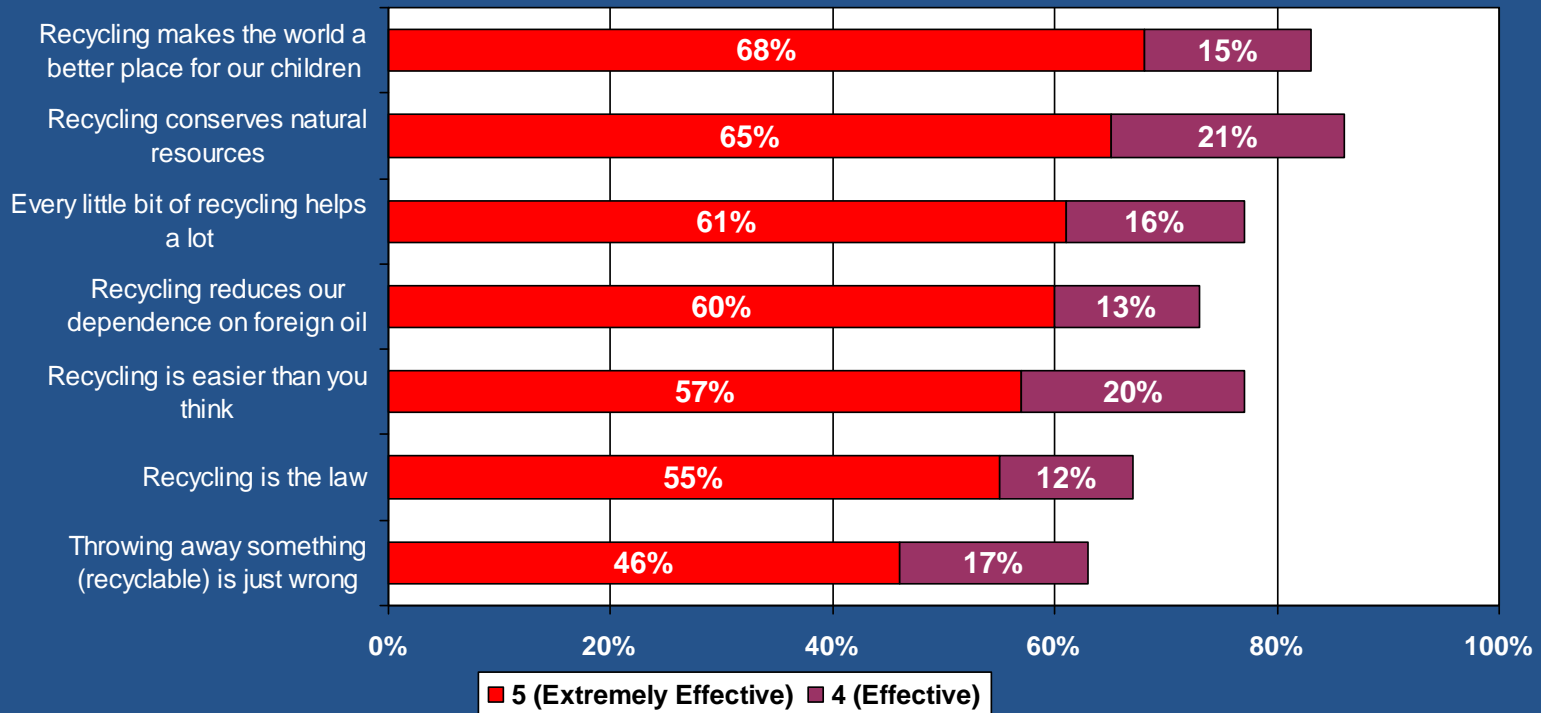
Recycling Difficulties



“What is the most difficult part of recycling for your household?”



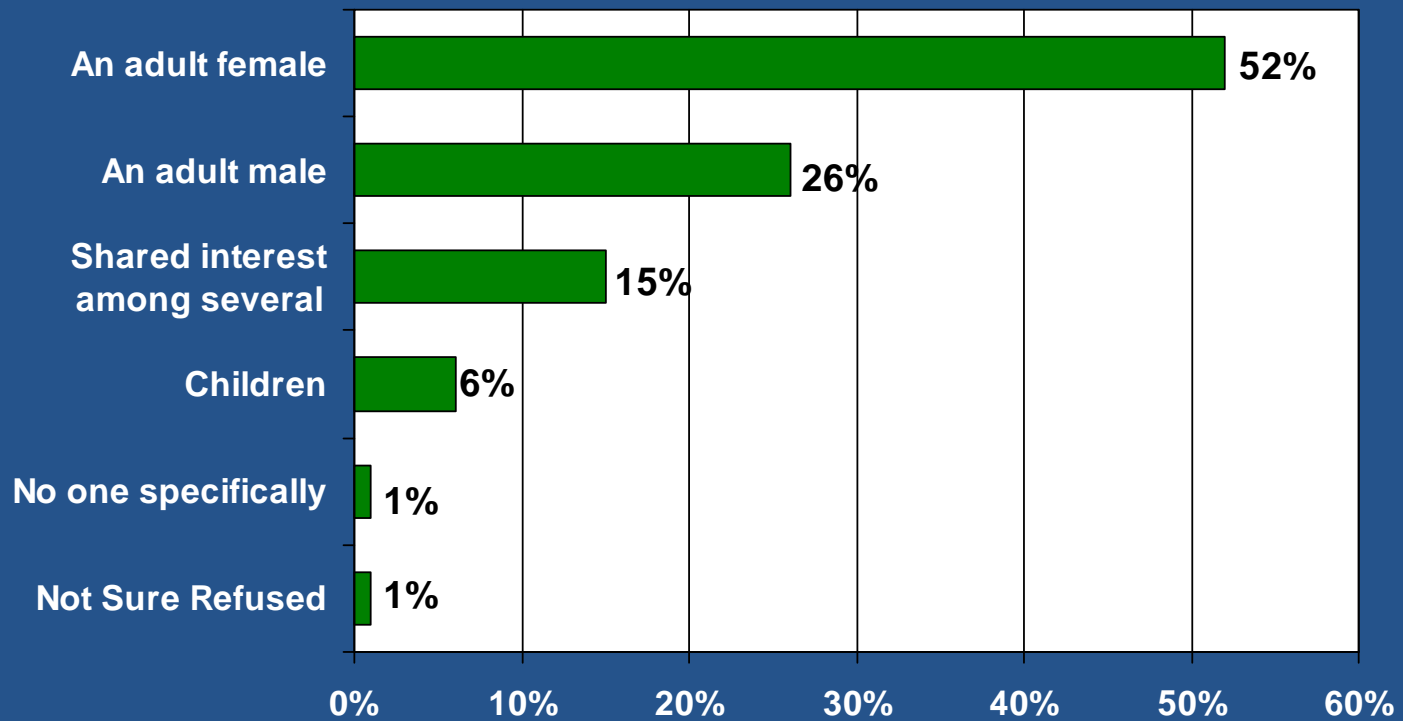
Messages that Would Motivate



“...please tell me how effective (each message) would be in encouraging you to recycle more.”
 (percentage rating message “5” or “4” on a 5-point scale)



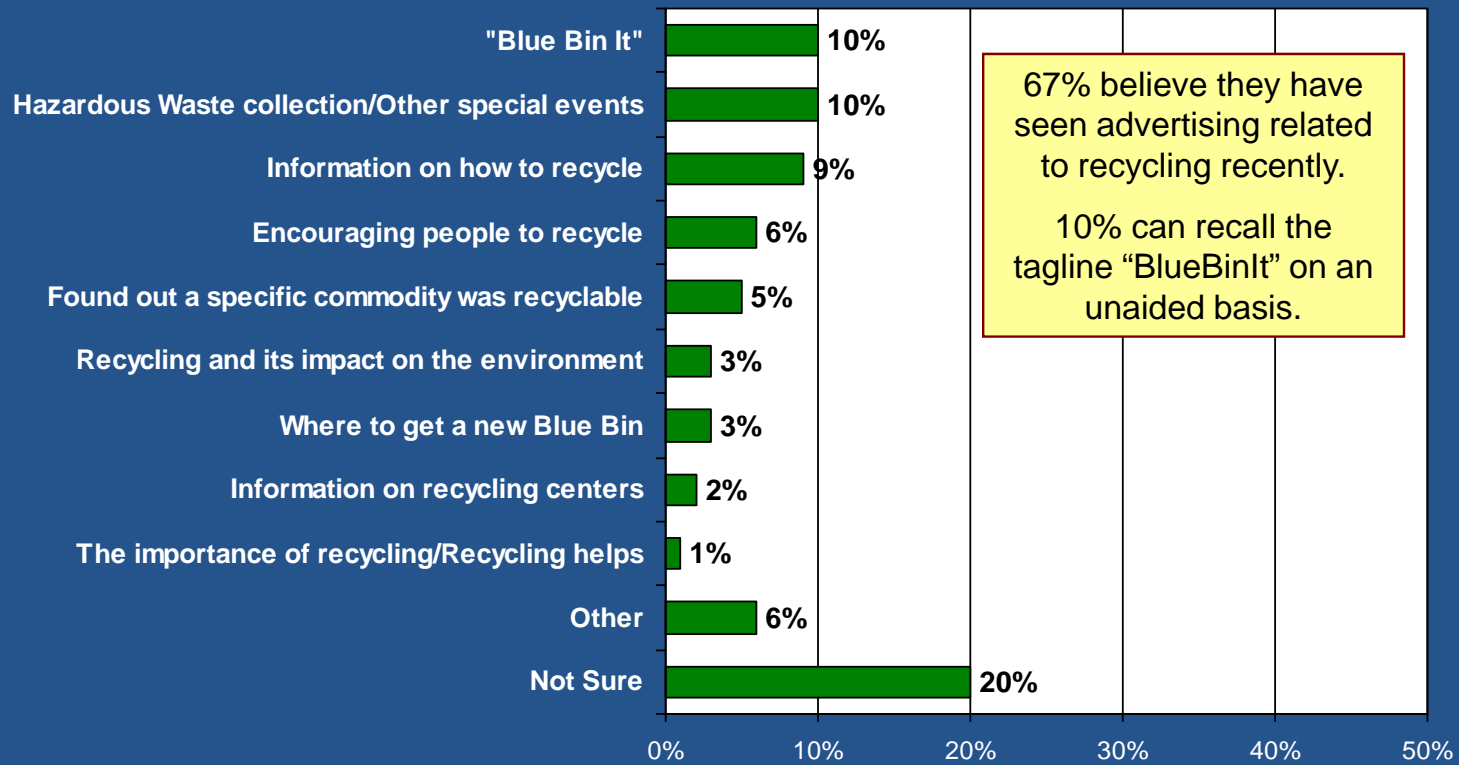
Who is Paying Attention



"Who in your household pays the most attention to issues and messages about recycling?"



BlueBinIt Campaign Recall

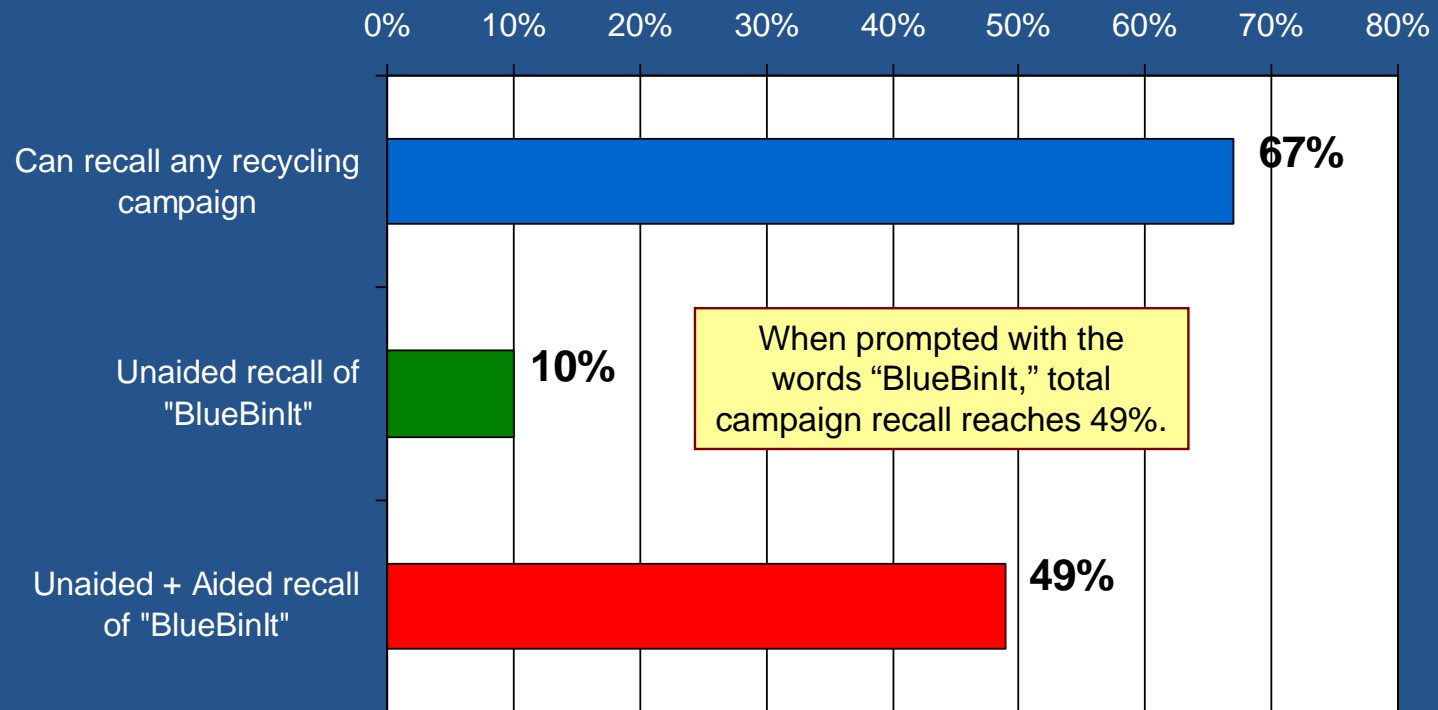


67% believe they have seen advertising related to recycling recently.
 10% can recall the tagline "BlueBinIt" on an unaided basis.

"Can you describe what (the advertising) was saying?"



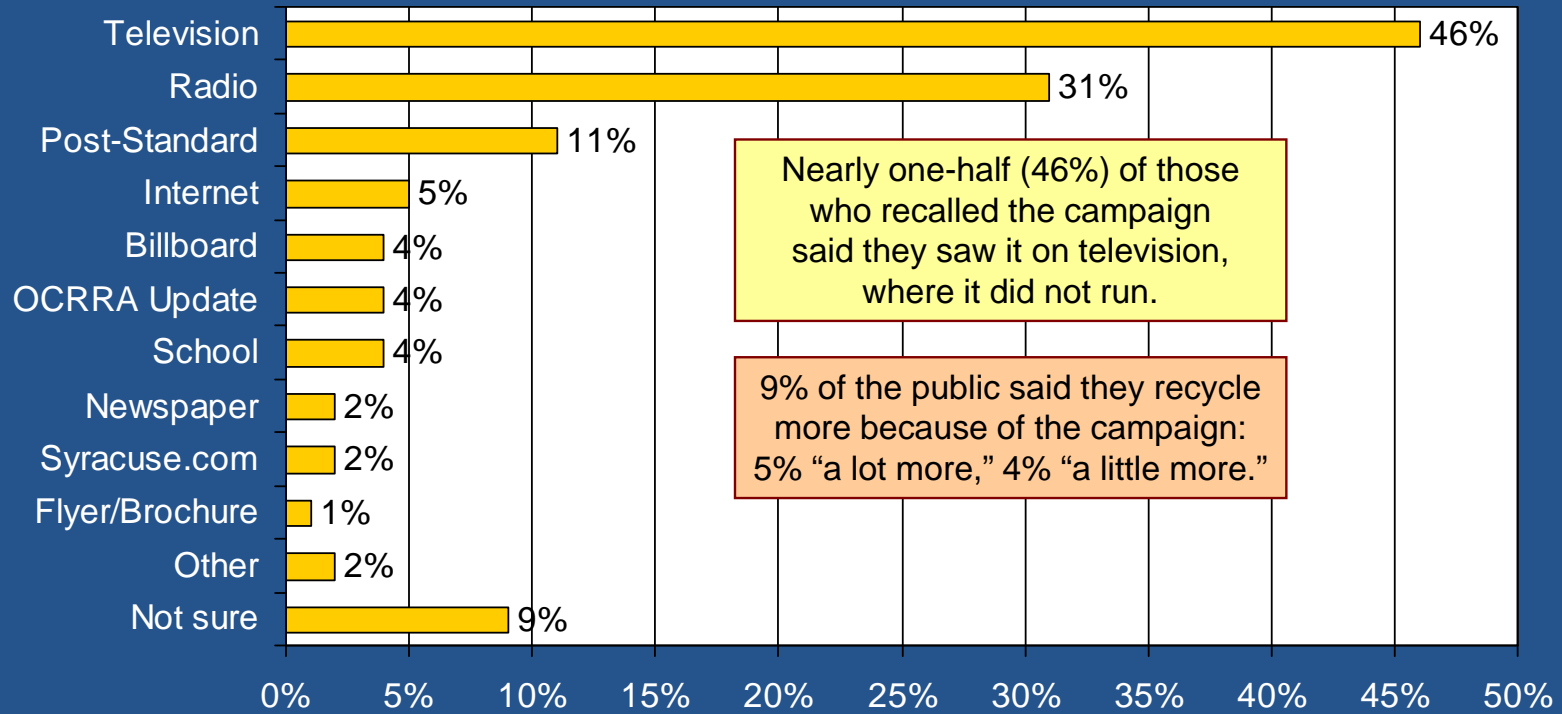
BlueBinIt Campaign Recall



“Have you seen, read or heard any advertising in the last year about recycling in Onondaga county?”
 (if yes): “Can you describe what it was saying?” (Open-ended)
 (All except those who mentioned “BlueBinIt specifically):
 “Do you recall any advertising with the tagline ‘Blue Bin It?’”



Where They Saw /Heard the Campaign



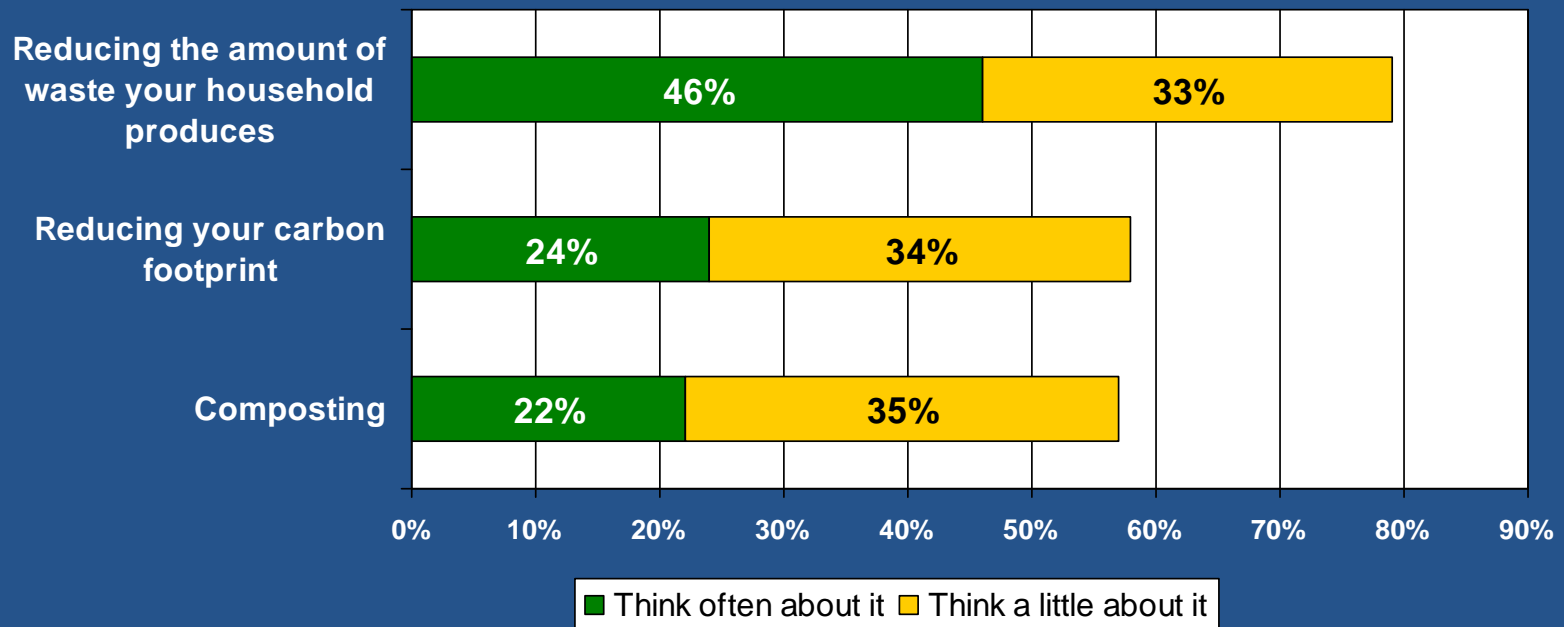
Nearly one-half (46%) of those who recalled the campaign said they saw it on television, where it did not run.

9% of the public said they recycle more because of the campaign: 5% "a lot more," 4% "a little more."

"Where did you see or hear it?"



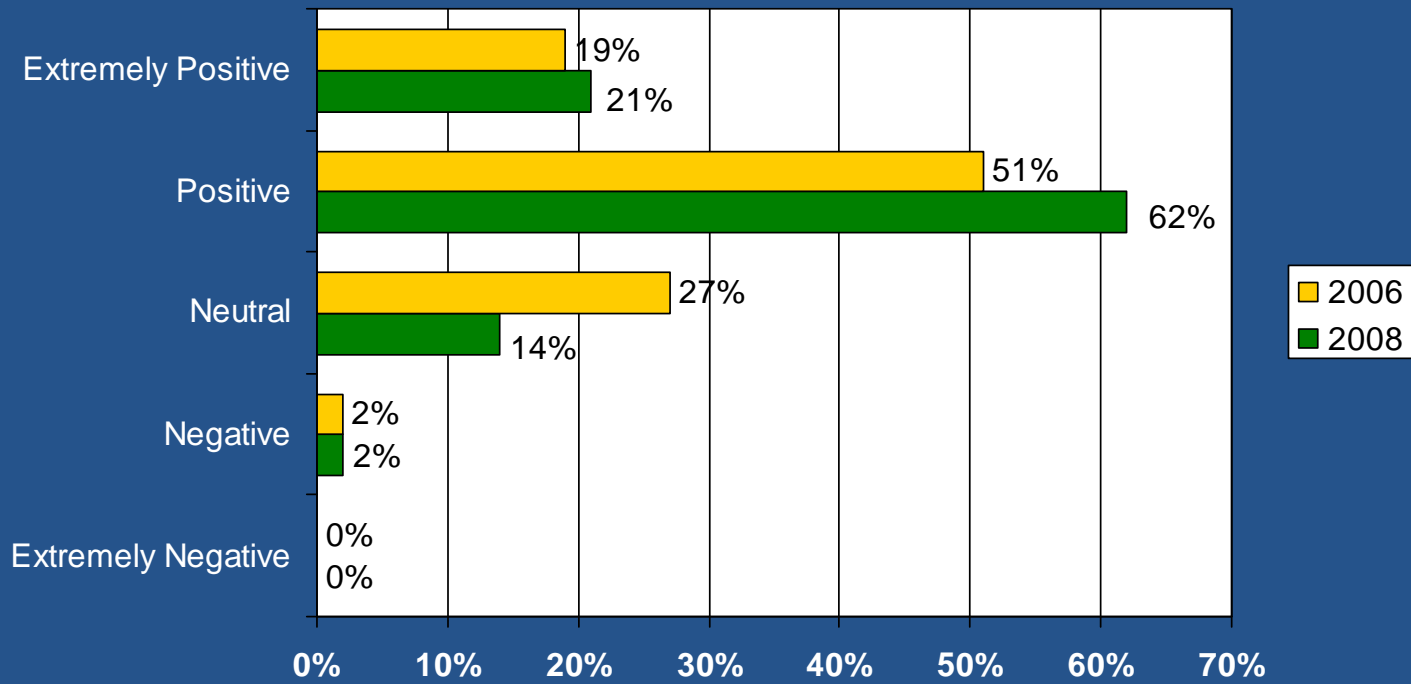
Related Environmental Priorities



"I would like to mention three other ideas...How often do you think about them?"



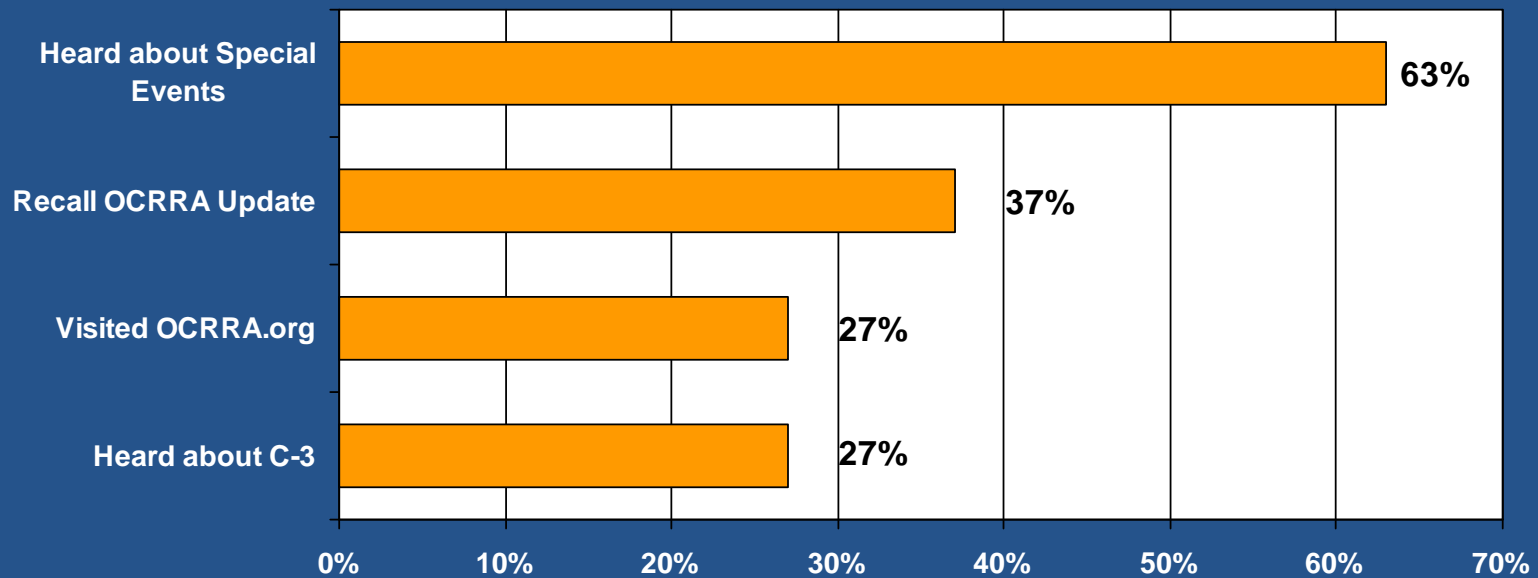
OCRRA's Reputation



“What is your perception of OCRRA's overall reputation in Onondaga County?”



Awareness of OCRRA Initiatives and Communications



“Have you ever heard about OCRRA special events like Household Hazardous Days or Shred-O-Rama?”

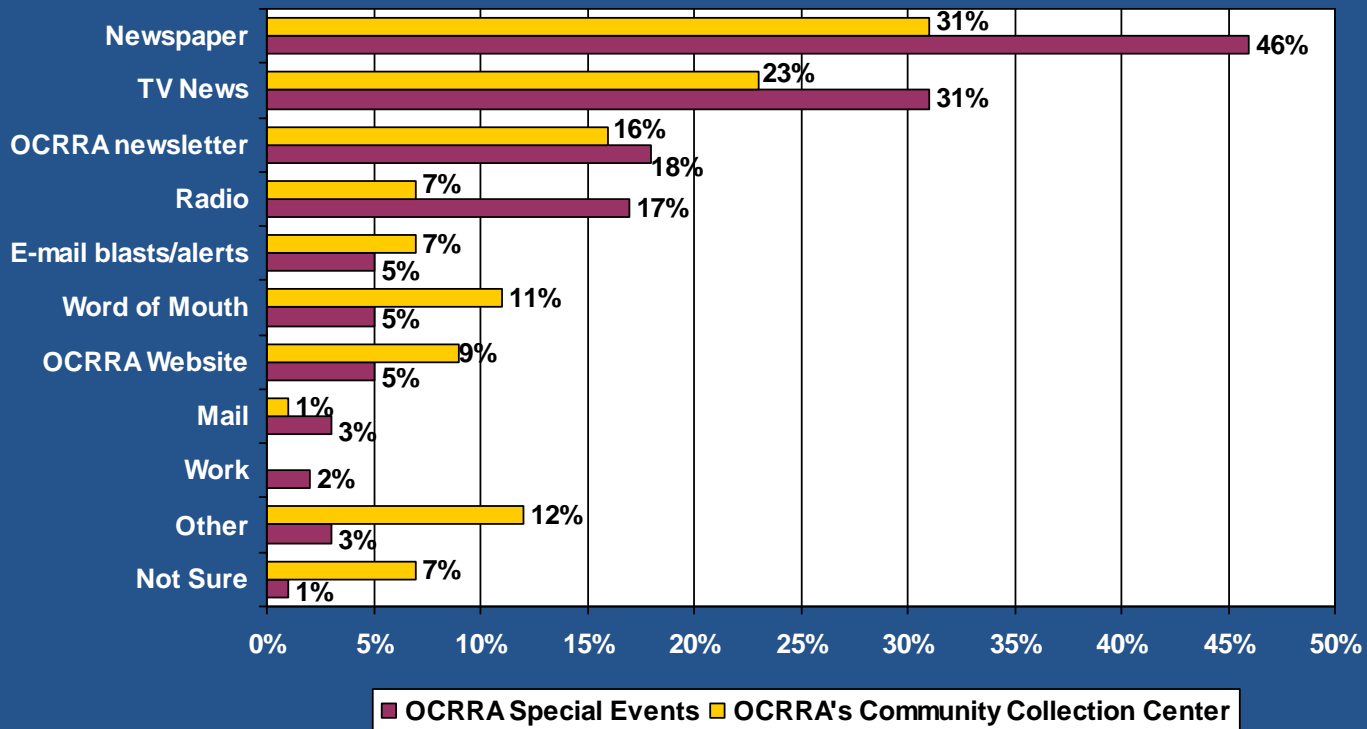
“Have you ever heard about OCRRA’s Community Collection Center, sometimes called ‘C-3’?”

“Have you ever visited the OCRRA website, OCRRA.org?”

“In the past year, have you ever seen OCRRA’s printed newsletter, which is called ‘Update’?”



Awareness of OCRRA Initiatives and Communications



“How did you hear about these events?”
 “How did you hear about it (OCRRA’s C-3)?”