



Assessing Public Opinion on Residential Organics Management in Ann Arbor: Existing Services and Potential Improvement

Performed on behalf of: City of Ann Arbor, Michigan

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Methodology

- Lake Research Partners designed and administered this survey, which was conducted by phone using professional interviewers. The survey secured responses from a total of 601 adults in Ann Arbor, Michigan who are involved with household bills and/or in charge of dealing with recycling/ garbage disposal in their household.
- The survey was conducted November 28th through December 5th, 2016. Data were weighted by gender, age, region, education level, and race.
- The cooperation rate for this survey (i.e. completed interviews as a percentage of total potential respondents reached) is 10.5%. Out of a total of 26,805 calls made, 5,740 potential respondents were reached. Of those reached, 2,044 declined to participate, 130 had a language barrier preventing them from participating, 274 were unable (i.e. unavailable) to participate during the period in which the survey fielded, and 2,691 had their interviews terminated based on the selection criteria for the survey (as outlined in the first bullet on this slide).
- The margin of error for the full sample is +/-4.0%. In interpreting survey results, all sample surveys are subject to possible sampling error; that is, the results of a survey may differ from those that would be obtained if the entire population were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a particular question. For example, if 50% of respondents in the total sample answered “yes” to a particular question, we can be 95% confident that the true percentage will fall within +/- 4 percentage points of this percentage or between 46% and 54%.



GENDER/AGE



Men under 50	—	21% (37%)
Men 50+	—	29% (34%)
Women under 50	—	19% (13%)
Women 50+	—	31% (16%)

Demographics of the Sample

By definition, the population of respondents that fit this screening criteria skews slightly older than the overall adult population of Ann Arbor and more towards homeowners than renters due to a sizeable transient student population affiliated with the University of Michigan. Figures in parentheses represent the proportions of each demographic group of the total population of adults over the age of 18, as indicated by Census counts.

HOMEOWNERS/RENTERS



Homeowners	82% (46%)
Renters	16% (54%)
Other	2%

RACE

White	77% (76%)
Non-white	23% (24%)

CITY COMPOST CART OWNERSHIP



Own cart	62%
No cart	37%

PARENTAL STATUS



Households with children under 18	29% (15%)
Non-children under 18	70% (95%)



Ward 1	12% (21%)
Ward 2	17% (19%)
Ward 3	24% (20%)
Ward 4	20% (21%)
Ward 5	27% (19%)

Key Findings: Attitudes on Ann Arbor's Current Waste Collection Services

- With virtual unanimity (94%), Ann Arbor residents who are involved with their household's waste collection decisions are satisfied with recycling, garbage disposal, and compost collection services. This includes more than two-thirds of residents (69%) who are *very* satisfied.
 - These high levels of satisfaction span across multiple regional and demographic lines, with seniors (74% very satisfied), and residents of Wards 4 (73% very satisfied) and 3 (71% very satisfied) among the most satisfied. Moreover, they suggest a level of trust in the City—at least on these matters—that is uncommon in the current environment of heightened skepticism towards government.
- There is only a slight drop-off in satisfaction levels when residents are asked just about the city's compost collection services. Eight-in-ten (80%) residents are satisfied with this particular service, including a solid majority (57%) who is “very satisfied”.
 - Those who are most satisfied with the city's compost collection services tend to be residents in Wards 3 (61% very satisfied) and 4 (63% very satisfied), older men (63% very satisfied), and parents of school-aged children (61% very satisfied).
- Over six-in-ten (62%) residents say they have a brown city of Ann Arbor compost cart, including majorities of every major subgroup in the data. A majority of residents, regardless of whether or not they have a cart, also says they are aware that the city allows for food waste to be placed in the cart.
 - Among residents who do own a cart, a majority (61%) says the primary reason they purchased the cart was to manage their household's level of yard waste and cut back on the amount of yard waste bags they need.
 - Only one-in-ten residents (10%) with a cart say they purchased the cart in order to compost food waste.
 - Residents between the ages of 40-49 (21%) residents of Wards 5 (15%), women under 50 (16%), men under the age of 50 (15%), renters (15%), and parents of school-aged children (14%) are all more likely than residents overall to have purchased a cart to compost food waste.

Key Findings: Reported Behaviors Regarding Yard and Food Waste

- Residents handle the yard waste their households produce in a variety of different ways. Most (41%) place their yard waste in paper waste bags or their brown compost carts and set them out for the city to collect. Roughly one-in-five (19%) use some combination of the city collection services and leaving their yard waste on their lawn/composting it at home. Residents who use this combination tend to be older homeowners, particularly older women.
- When it comes to food waste, a majority of respondents throw their food waste in the trash, place it in the garbage disposal, or some combination of the two. Nearly two-in-five (38%) compost waste at home or put it in the brown compost cart for the city to collect (19% compost at home, 19% place in cart for city to collect).
 - Among residents who use the brown compost cart for food waste, most (46%) say they do so for environmental reasons, though another one-in-five (20%) do so as a matter of convenience considering they are already using the cart for yard waste.
 - Residents who do not use the brown compost cart for food offer a mix of reasons as to why, including that they compost at home (15%), were not aware that placing food waste in the cart was permitted (12%), or that they are afraid doing so would be messy and attract pests (9%).
- Regardless of how they dispose of their food waste, the vast majority (83%) of residents say they feel informed with regard to the impact of wasted food at the social and environmental level, though more feel “*somewhat*” (47%) informed than “*very*” (36%) informed, suggesting the opportunity for further education on this front.
 - Men under the age of 50 (88%), older women (83%), white residents (86%), and residents living in Ward 5 (92%) are among the residents who feel the most informed. Non-white residents (28%) and residents of Ward 2 (21%) are among the residents who feel the least informed.

Key Findings: Opportunities and Barriers to Service Improvements

- Despite residents' positive levels of satisfaction with regard to the city's compost collection services, many still offer ideas for improvement, the most common of which include city-provided kitchen containers and compostable bags (21%) and year round collection (20%).
 - Residents between the ages of 30-39 (27%), parents of children under 18 (27%), younger (i.e. under 50), college educated women (24%), residents of Ward 5 (24%), and residents who have some form of affiliation with the University of Michigan (24%) are the most likely to offer the suggestion of year-round collection.
- After asking specifically about the prospect of extended yard waste collection during the winter months—a service not currently offered—nearly half (48%) of all residents say they find themselves in need of such services, including one-in-five (20%) who say they experience this need on a weekly or monthly basis.
 - Younger women (i.e. under 50) and residents living in Wards 2 and 3 are among the most likely to say they are in need of such a service.
- Many residents balk, however, when asked about their willingness to pay a supplemental monthly or annual fee for access to this service. Approximately three-in-ten (29%) say they would be likely to pay for year round collection. Fully 69% of residents say they are either “not very” (24%) or “not at all” (45%) likely to pay a fee.
 - Younger residents (i.e. under 50), particularly women (45%), parents of school-aged children (38%), renters (35%), and residents of Ward 3 (36%) are the most likely groups to say they would pay an unspecified fee for year round compost collection.
 - Willingness to accept increased fees increases slightly when those fees are specified as either \$5 to \$7 a month (35% likely, 63% not likely), or \$60 to \$80 a year (33% likely, 66% not likely).

Key Findings: Opportunities and Barriers to Service Improvements (continued)

- More than three-quarters (78%) of residents express interest in reducing the amount of wasted food their household produces, including a near majority (47%) who say they are very interested.
 - Residents who are most interested in reducing the amount of food waste their households produce include residents under the age of 50, parents of school-aged children, and residents living in Ward 5.
- Many of these groups, especially younger residents, parents, and residents of Ward 5 are the most likely to say they would use a set of educational tools to track their food waste and disposal habits, and/or attend a food waste education workshop, reinforcing their status as prime educational targets. However, overall interest in using a checklist or set of educational tools, or attending a food waste education workshop to learn tools and techniques to reduce food waste, is somewhat limited.
 - Just 43% of residents say they are “very” (15%) or “somewhat” (28%) likely to use a checklist or set of tools; just 29% of residents say they are “very” (8%) or “somewhat” (21%) likely to participate in a food waste education workshop.
- Interest in reducing levels of food waste extends to residents who do not currently possess a brown compost cart. A majority (73%) of these residents say they would be willing to put their food waste in a cart *if they were provided one at no cost*.
 - This is especially true among younger residents (90%), parents of school-aged children (84%), renters (83%), and residents living in Wards 2 (82%), 3 (80%), and 4 (80%).

Key Findings: Assessing the Impact of Education on Attitudes and Cost Sensitivity

- Large majorities of residents find statements about the benefits of year-round compost collection including yard and food waste convincing, including significant pluralities who find the statements *very* convincing. The most compelling statements are those that frame increased production of compost as beneficial to residents and local businesses (41% very convincing), as well as those that focus on reducing the amount of waste going into landfills (39% very convincing) **and** the levels of methane gas generated in landfills (40% very convincing).
 - Younger residents (especially younger women), parents of school-aged children, white residents, renters, and residents of Wards 3, 4, and 5, are the groups of residents likely to find these statements most persuasive. This is particularly true with the arguments that highlight how increased compost production benefits residents and small businesses.
 - Younger residents (i.e. under 50) are also drawn to the argument about reducing methane emissions from landfills which fits the environmental frame that is particularly resonant with this group.
- After hearing these statements, residents' levels of interest and likelihood to pay a supplemental fee for this service increases slightly from where it starts out earlier in the survey.
 - When it comes to the likelihood to pay a monthly supplemental fee, the most noticeable shifts occur with younger men (i.e. under 50), parents of school-aged children, residents who do not possess a brown city compost cart, and residents living in Ward 4.
 - When it comes to the likelihood to pay an annual supplemental fee, the most noticeable shifts occur with older women (i.e. over 50), non-white residents, renters, and residents living in Ward 2 and Ward 4.

Targeting Considerations

- **Most likely to compost:** Younger residents, especially younger, college educated women, and parents of school-aged children are among the most likely composters. These groups are the most likely to already own a brown compost cart, be aware that they can use the cart for food waste in addition to yard waste, and, indeed, the most likely to already be composting food to some degree (typically in their homes).
 - Among those without a compost cart, parents, younger residents (especially college educated and white), renters, and residents in Wards 2, 3, and 4 are among the most likely to use a compost cart for food waste *if they are provided a cart at no cost*.
- **Education program targets:** Residents who express the greatest willingness to participate in educational programs with the aim of managing and reducing food waste include younger residents (particularly women), parents of school-aged children, and residents living in Ward 5.
- **Residents with greatest collection needs:** Women in Wards 2 and 3 are among the most likely to say they need yard waste collected on a weekly basis during December through March. Each of these groups, as well as parents and residents of Ward 5, are the most likely to suggest year round collection as a way to improve the city's compost collection services.
- **Most open to fees:** The groups most willing to pay a fee for year-round collection services tend to be residents under 50, college-educated women, and parents of school-age children. Still, there remains considerable resistance even among these groups to paying increased fees. One way to engage these groups further may be to put even greater emphasis on the environmental benefits of these service enhancements given their positive reactions toward such arguments; indeed, after those statements we see an increased willingness to pay slightly more among parents and Ward 4 residents.
- **Cost-sensitive targets:** Although older residents express high levels of satisfaction with regard to the city's current garbage, recycling, and compost collection services, they are also among the most resistant of groups when it comes to willingness to pay any fees for additional services.
 - Still, older residents, particularly older women, express strong levels of interest in reducing the amount of wasted food their households produce, and do become more open to fees after hearing the positive statements about year-round collection. This suggests the potential utility of a communications strategy geared towards older residents, especially older women, that emphasizes how increased composting would help residents and local businesses, improve the local environment, and reduce the need for commercial fertilizers.

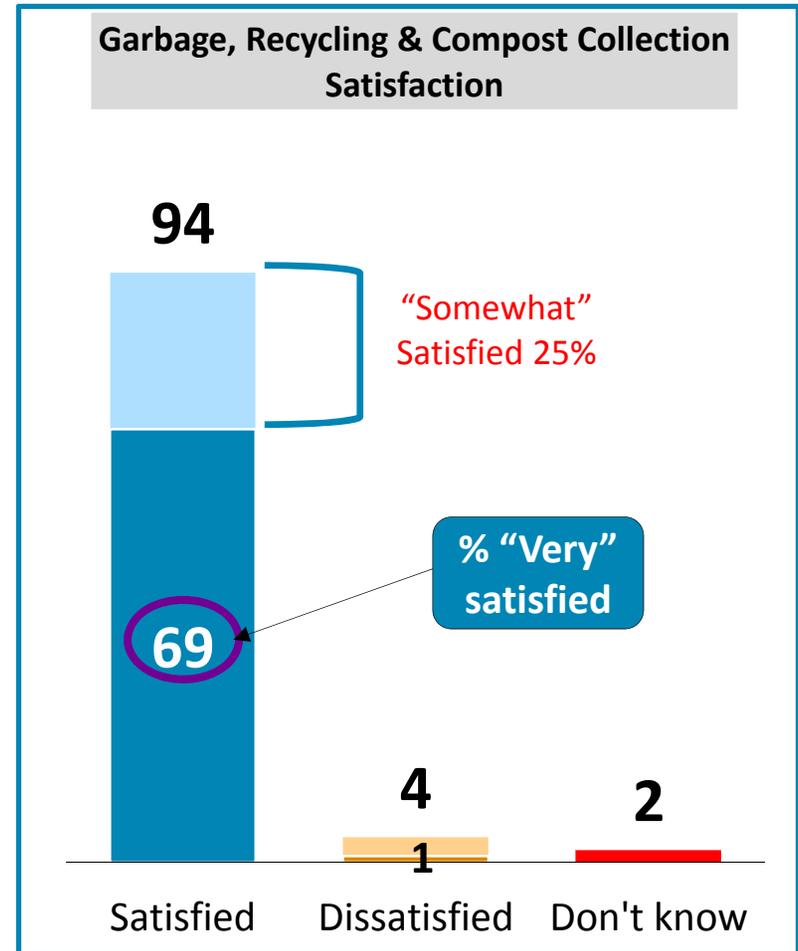
Satisfaction with and Reported Use of Current Waste Collection and Recycling Services

Solid majorities of Ann Arbor residents are highly satisfied with their household's current garbage, recycling, and compost collection services, affording the City a level of trust on these matters that is rare in the current environment. While a majority report having purchased a City-issued compost cart, there appears to be ample opportunity to expand ownership and usage—for yard as well as food waste.

With near unanimity, Ann Arbor residents who are involved with household bills and/or in charge of dealing with recycling and garbage disposal in their household are satisfied with their household's current garbage, recycling, and compost collection service, including more than two-thirds who are *very* satisfied. Seniors, residents of Ward 4, and older, blue-collar residents are the most satisfied.

Those who are disproportionately 'Very Satisfied' with collection services
Total (69%)
Non-college men (83%)
65+ (74%)
Non-college 50+ (74%)
Ward 1 (74%)
Ward 4 (73%)

Those who are disproportionately 'Somewhat Satisfied' with collection services
Total (25%)
Women < 50 (31%)
Non-college women (33%)
Affiliated with University (33%)
Ward 2 (33%)
Non-white (31%)
Ward 5 men (30%)
Ward 2 50+ (30%)
Households with children under 18 (30%)
College men (29%)

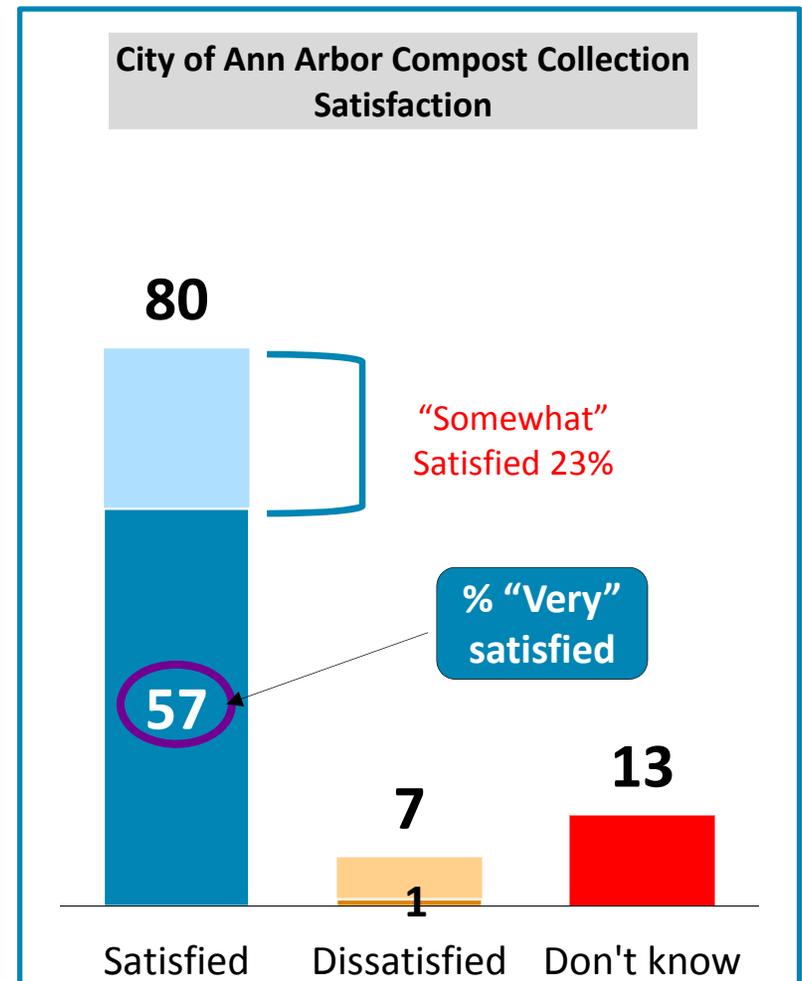


Q7: How satisfied are you with your household's current garbage, recycling, and compost collection service overall? Are you VERY satisfied, SOMEWHAT satisfied, SOMEWHAT dissatisfied, or VERY dissatisfied?

There is only modest drop-off in satisfaction when it comes to residents' assessments of the city's compost collection services, with 8 in 10 expressing satisfaction, including a solid majority who are very satisfied. Looking at just those who have a City-issued compost cart, levels of satisfaction jump by double digits (93% satisfied among residents who own a cart, including 67% "very" satisfied). Those who are most satisfied tend to be residents in Wards 3 and 4, men over 50, and parents of school-age children.

Those who are disproportionately 'Very Satisfied' with collection services	
Total	57%
Ward 4 50+	68%
40-49	64%
Men 50+	63%
Ward 4	63%
Non-college grad	62%
Ward 3	61%
Households with children under 18	61%

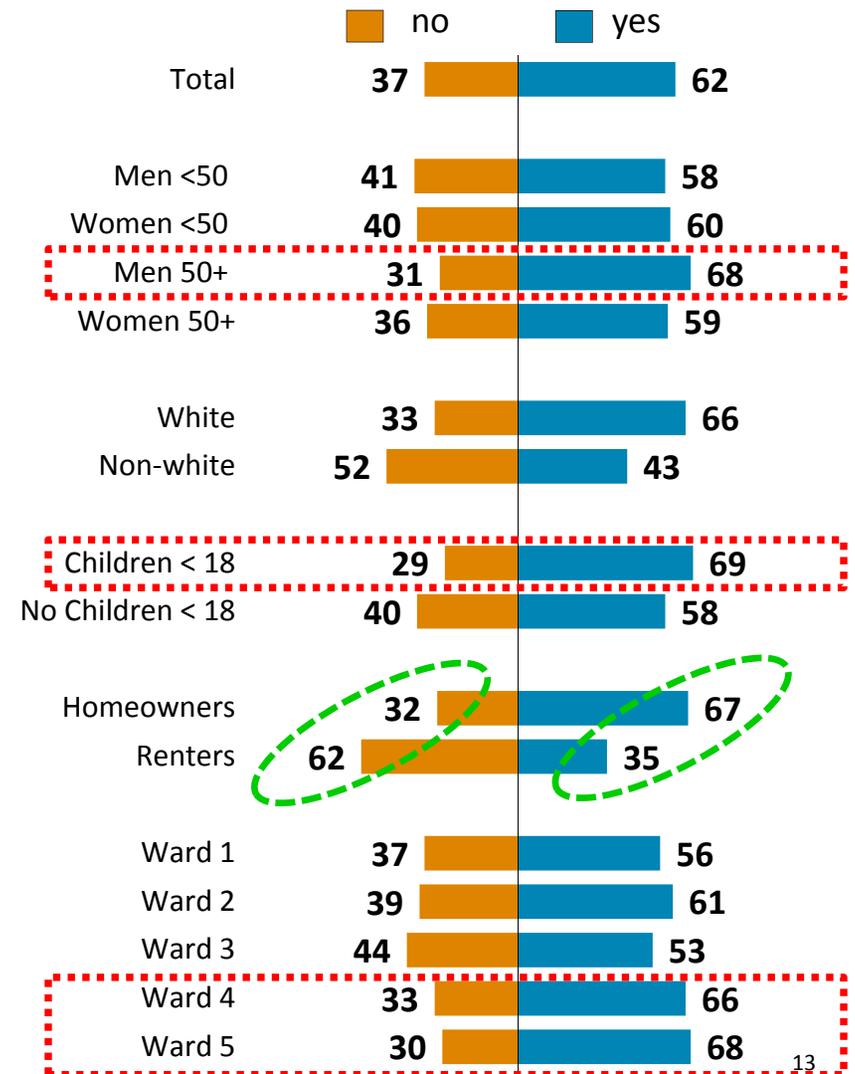
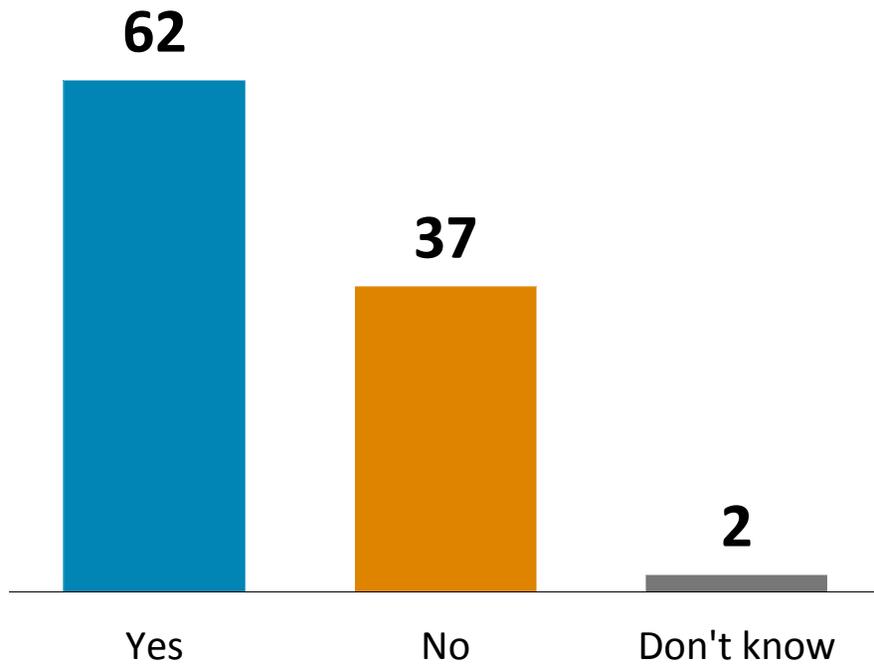
Those who are disproportionately 'Somewhat Satisfied' with collection services	
Total	23%
Ward 2 women	39%
Ward 2	35%
Ward 2 50+	31%
30-39	27%
Women < 50	27%
College grad	27%



Q8: Specifically considering the City's compost collection services, how satisfied are you with your current service? Are you VERY satisfied, SOMEWHAT satisfied, SOMEWHAT dissatisfied, or VERY dissatisfied?

Over six-in-ten residents say they have a brown city of Ann Arbor compost cart, including majorities of every major subgroup in the data. Among the most likely groups to possess a cart are men over age 50, residents of Wards 4 and 5, and households with children under the age of 18. In addition, homeowners are far more likely to own a compost cart than renters.

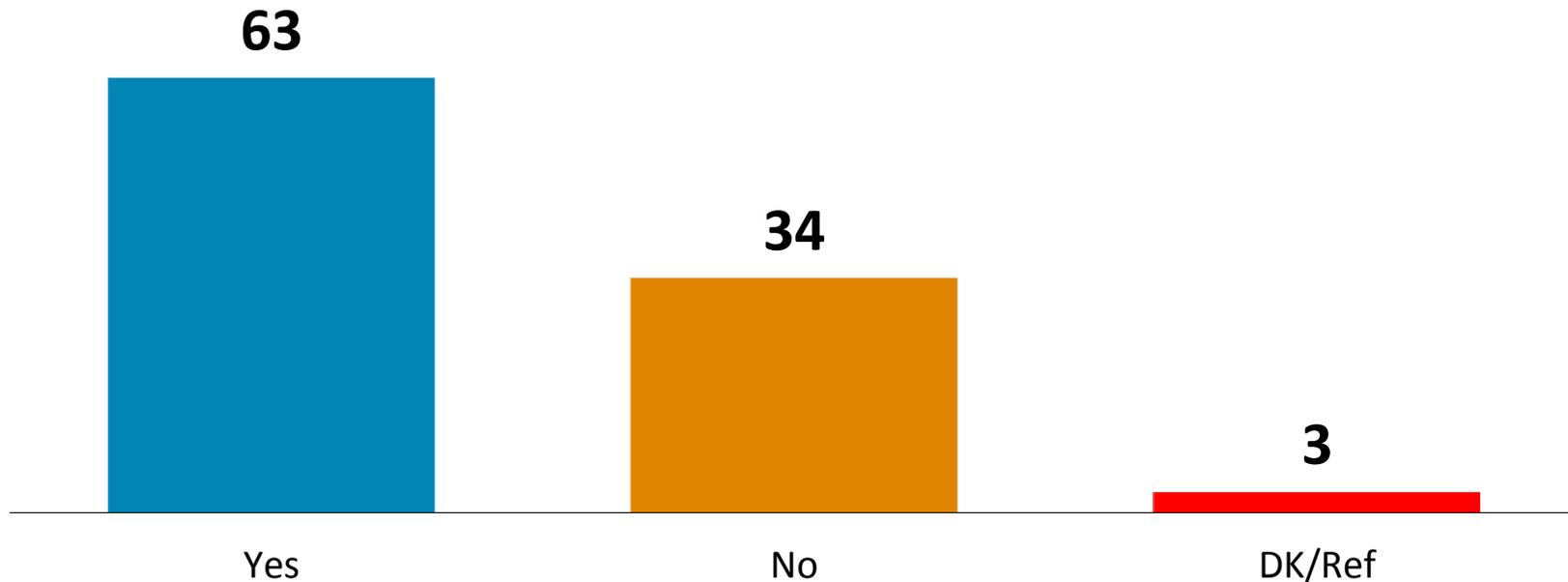
Do you currently have a brown City of Ann Arbor compost cart?



Q9: Do you currently have a brown City of Ann Arbor compost cart?

Nearly two-thirds of residents say they are aware the City allows residents to add food waste, such as vegetable peelings and plate scrapings, with yard waste in the brown compost cart. However, that leaves over one-third who are currently unaware, including 32% of those who are interested in reducing the amount of food waste in their households and 21% of those who currently have a cart.

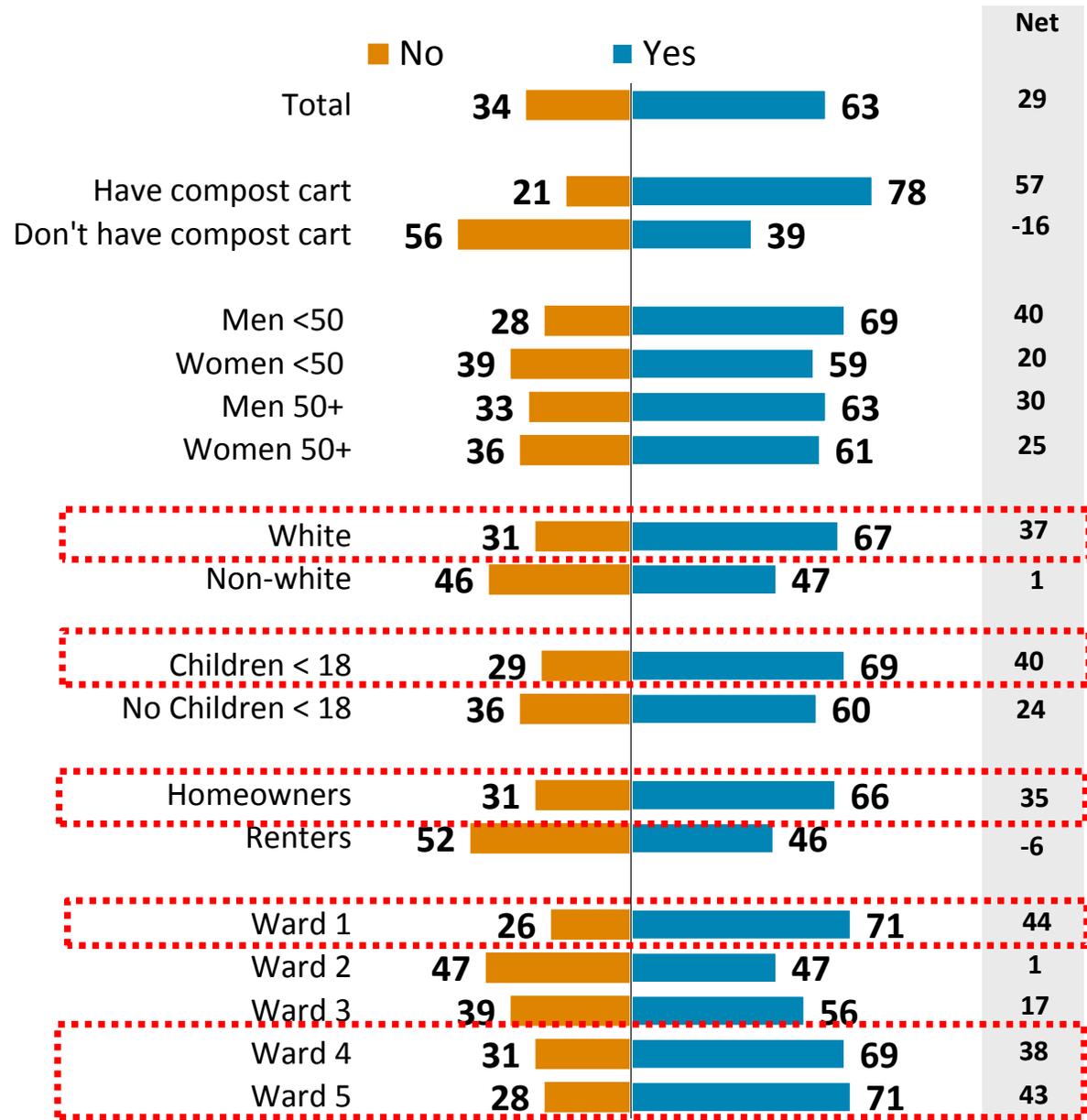
Are you aware that the City of Ann Arbor allows residents to add food wastes such as vegetable peelings and plate scrapings with yard waste in the brown compost cart?



Q14: Are you aware that the City of Ann Arbor allows residents to add food wastes such as vegetable peelings and plate scrapings with yard waste in the brown compost cart?

Men are more likely to say they are aware that the city allows residents to throw food waste in the brown compost cart than women. Other groups that are disproportionately aware of this particular function of the cart include white residents, parents of children under the age of 18, homeowners, and residents in Wards 1, 4, and 5.

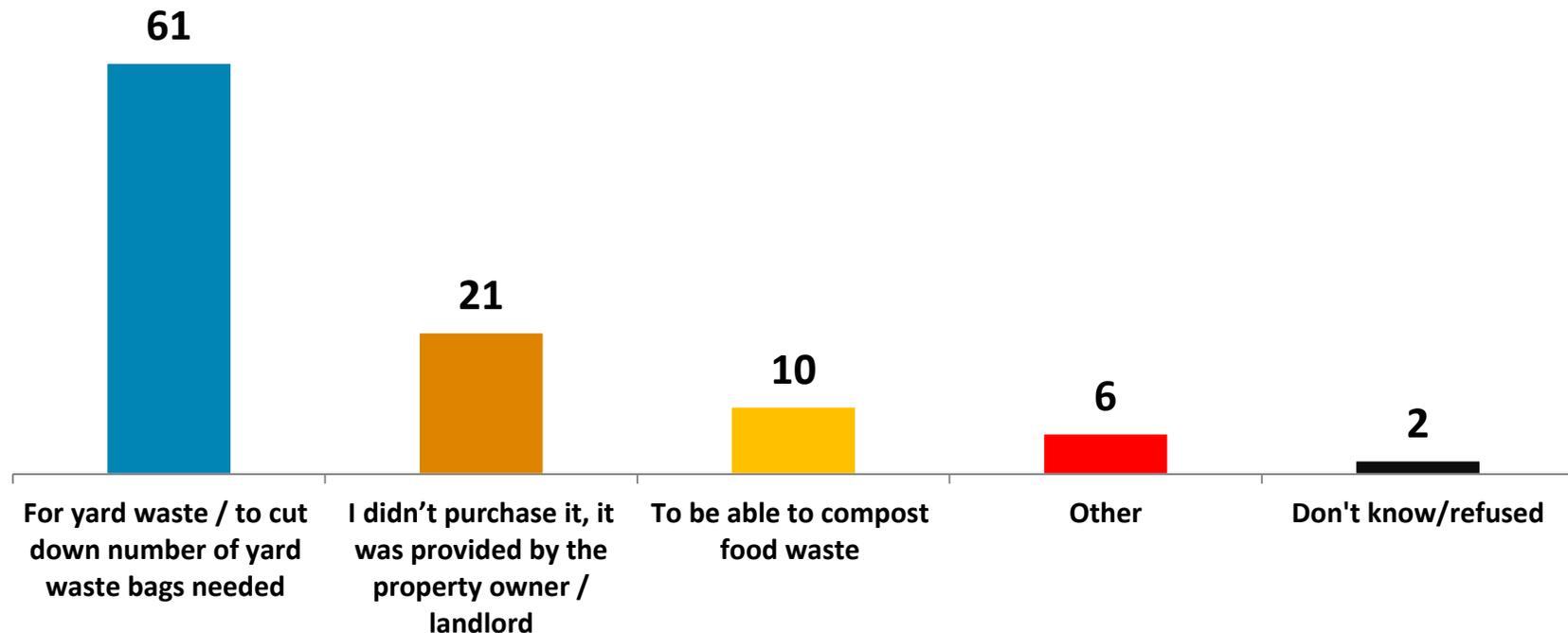
Groups that are *less* likely to be aware include renters, residents of color, and residents living in Ward 2.



Q14: Are you aware that the City of Ann Arbor allows residents to add food wastes such as vegetable peelings and plate scrapings with yard waste in the brown compost cart?

Among residents who have a brown compost cart, most say the primary reason for the purchase was to manage yard waste and cut down on the number of yard waste bags they need. Only one-in-ten say they purchased the cart in order to be able to compost food waste.

What is the primary reason you purchased a brown compost cart?



Q10: If you have a brown compost cart, what was the primary reason you purchased it?

Asked only of respondents who answered yes to question #9: "Do you currently own a brown city of Ann Arbor Compost Cart" (N=370 Respondents)

While a significant majority of residents (particularly older, white men, and residents of Wards 1 and 3) say they purchased their compost carts chiefly to cut down on yard waste bags, certain groups are more likely to have purchased the cart to compost food, including residents between the ages of 40-49, households with children under the age of 18 (particularly mothers), residents of Wards 5 and 2, women under 50, and renters.



Disproportionately - to cut down on Yard Waste bags

Total (61%)
Ward 1 (75%)
Ward 3 (72%)
Men 50+ (69%)
White 50+ (67%)
Non-college (67%)
Post-graduate (65%)



Disproportionately – didn't purchase/provided by landlord

Total (21%)
Renters (62%)
Women <50 (32%)
University affiliation (29%)
Non-college women (27%)
Ward 4 (27%)
College women (25%)



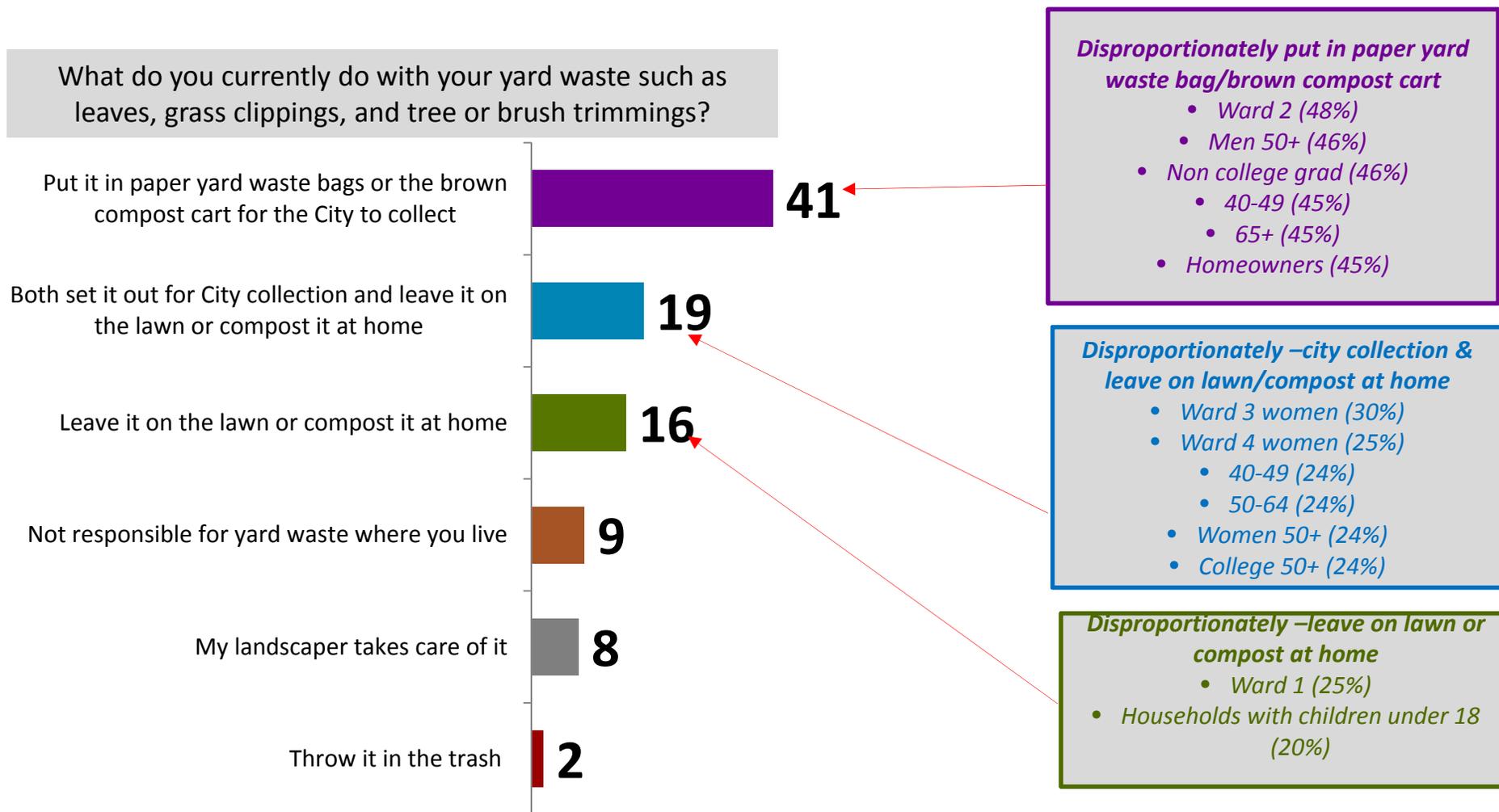
Disproportionately – to compost food waste

Total (10%)
40-49 (21%)
Women <50 (16%)
Men <50 (15%)
Ward 5 (15%)
Ward 2 women (15%)
Renters (15%)
University affiliation (15%)
30-39 (14%)
Households with children under 18 (14%)

Q10: If you have a brown compost cart, what was the primary reason you purchased it?

Asked only of respondents who answered yes to question #9: "Do you currently own a brown city of Ann Arbor Compost Cart" (N=370 Respondents)

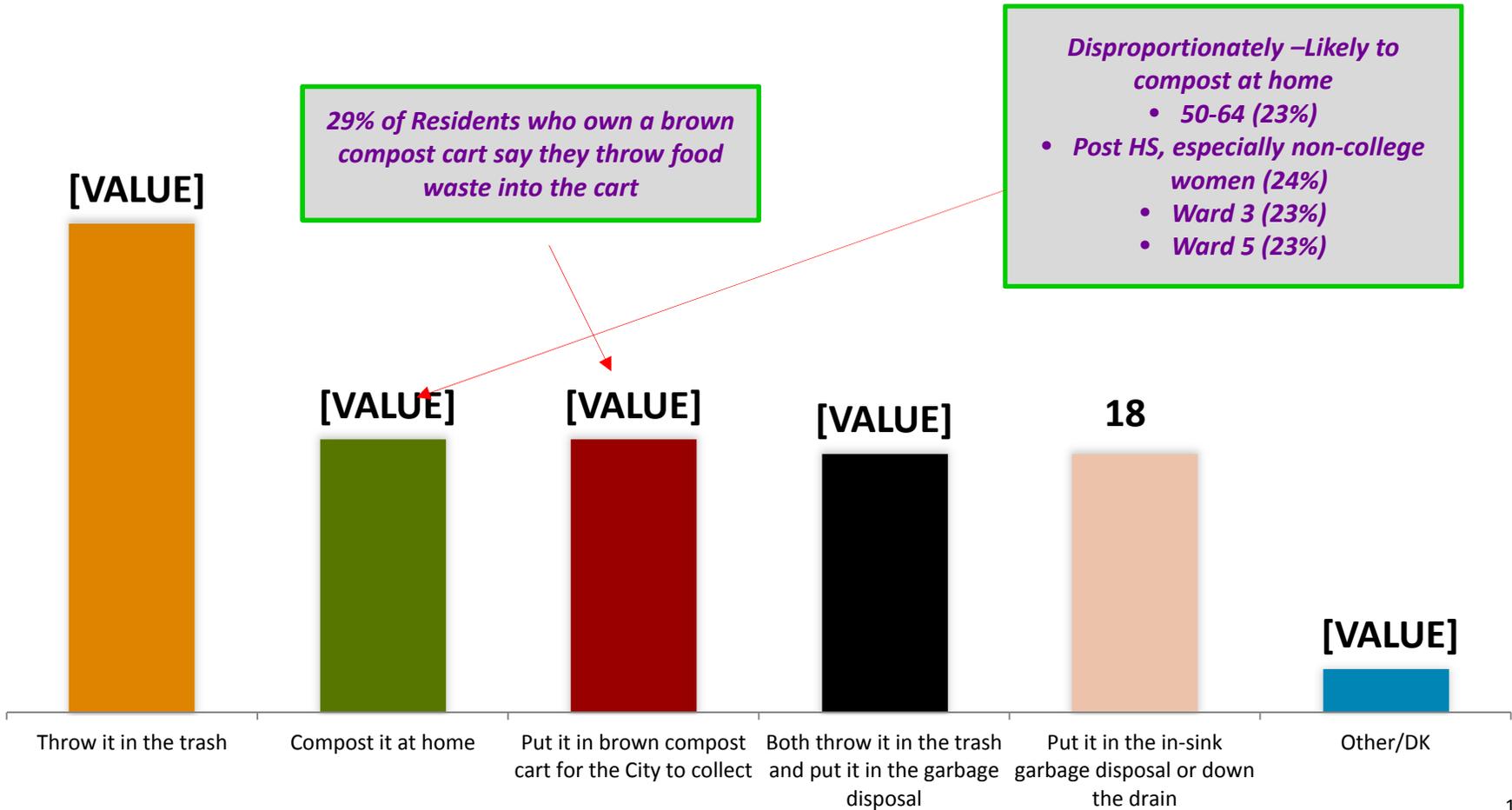
A plurality of residents say they put yard waste in paper yard waste bags or the brown compost cart for the City to collect while another nearly one-in-five use some combination of the city and leave it on their lawn or compost it at home. These residents tend primarily to be older homeowners.



Q11: What do you currently do with your yard waste such as leaves, grass clippings, and tree or brush trimmings?

*When it comes to food waste, a majority of respondents throw it in the trash, put it in the garbage disposal, or some combination of the two. Nearly two-in-five compost waste at home or put it in the brown compost cart for the City to collect. Composters tend to be pre-retirement, non-college educated white residents, and residents in Wards 3 and 5.

What do you currently do with food waste such as vegetable peelings, leftover food, or plate scrapings in your household?

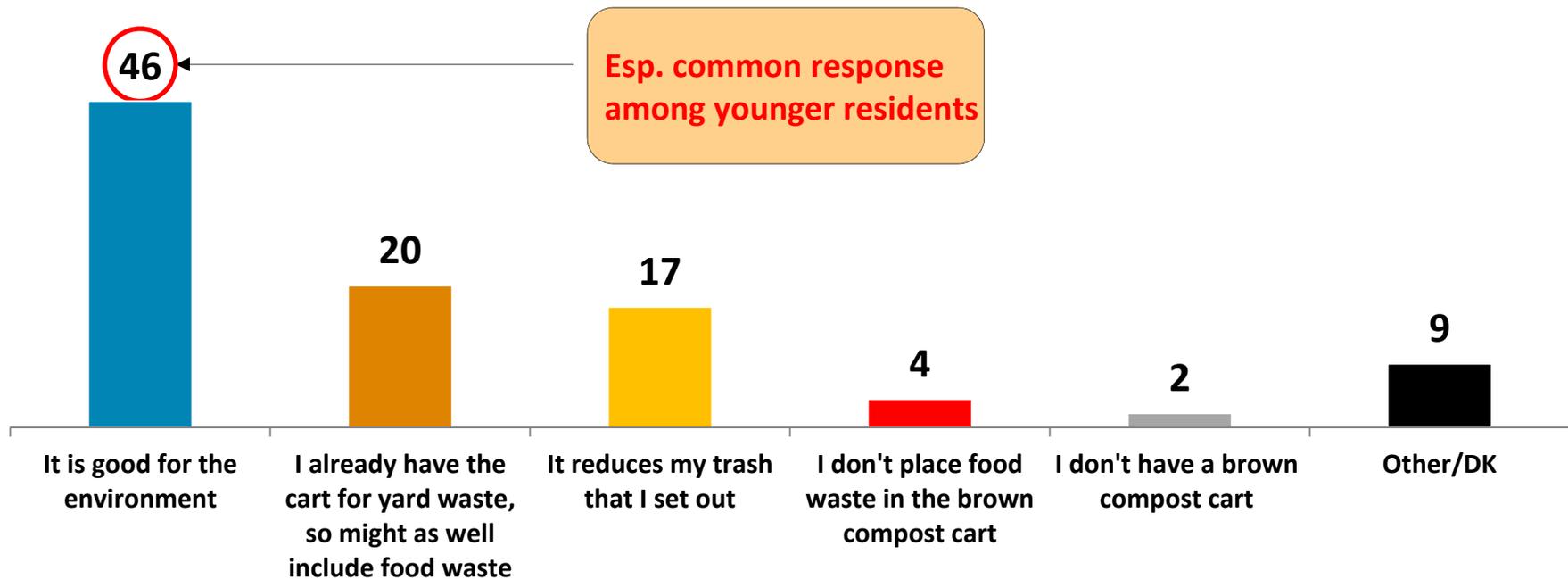


Q13: What do you currently do with food waste such as vegetable peelings, leftover food, or plate scrapings in your household?

*Note that percentages exceed 100% because respondents were allowed to offer multiple responses.

Residents who use the compost cart for food waste tend to do so primarily for environmental reasons. Another one-in-five do so as a matter of convenience since they are already using the cart for yard waste.

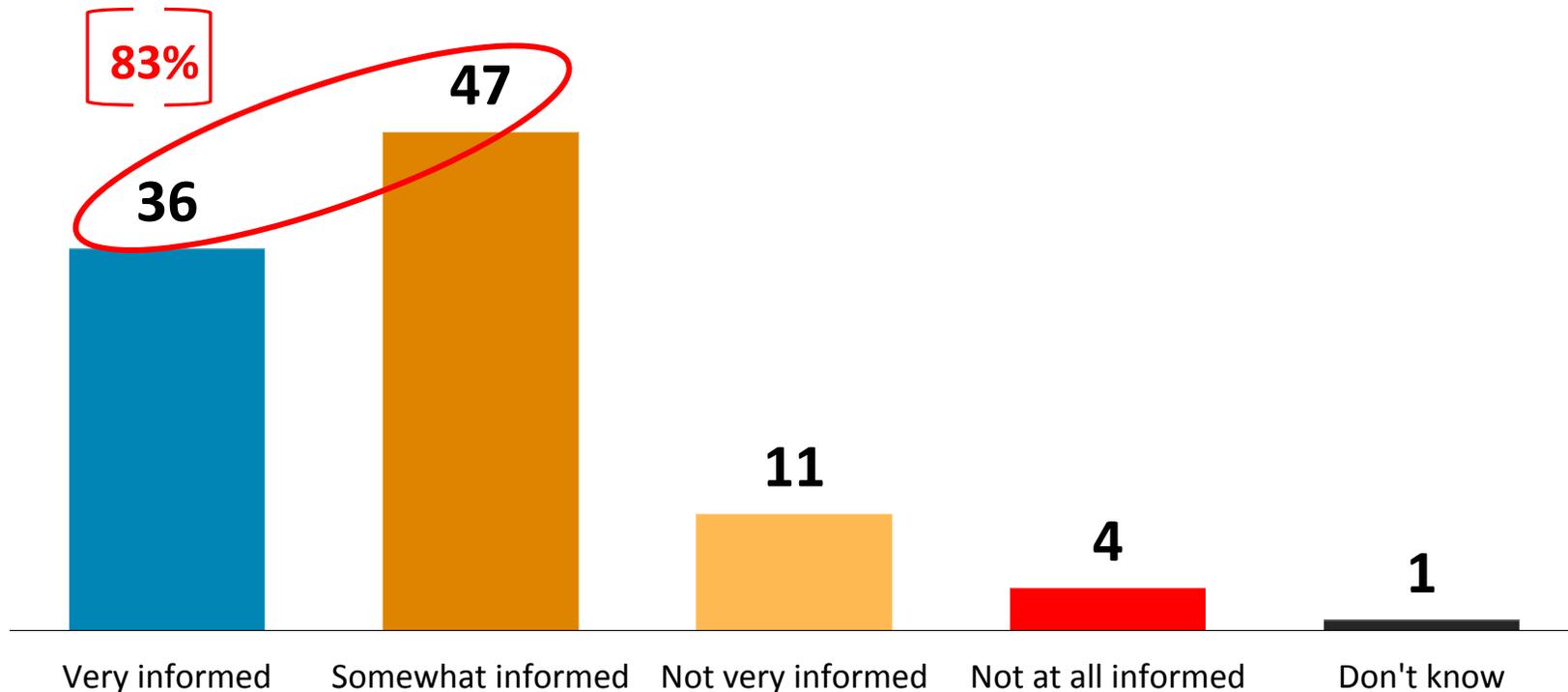
If you currently place food waste in a brown compost cart, what is the primary reason you include your food waste in your compost cart?



Q15: If you currently place food waste in a brown compost cart, what is the primary reason you include your food waste in your compost cart?

The vast majority of residents say they feel informed with regard to the impact of wasted food at the social and environmental level, though more feel “somewhat” informed than “very” informed.

How informed do you feel you are about the impact of wasted food on a social and environmental level?



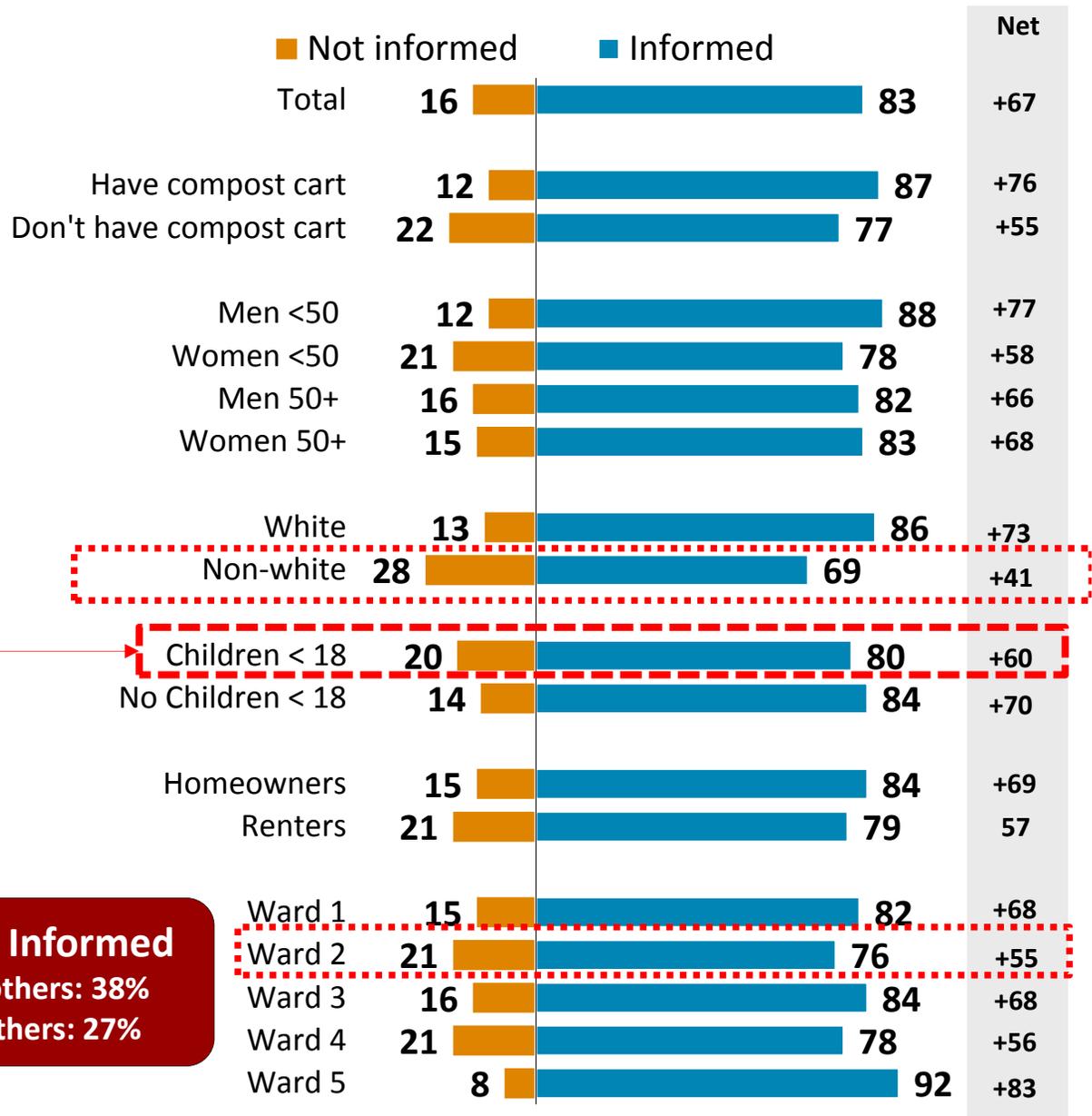
Q17. How informed do you feel you are about the impact of wasted food on a social and environmental level? Very informed, somewhat informed, Not very informed, or Not at all informed.

Men under the age of 50, older women, white residents, and residents living in Ward 5 are among the residents who feel most informed when it comes to the impact of food waste on a social and environmental level.

Among the residents who feel least informed are non-white residents, and residents of Ward 2. Additionally, mothers are more aware than fathers, making the latter group a potential education target.

% Very Informed

- Mothers: 38%
- Fathers: 27%



Q17. How informed do you feel you are about the impact of wasted food on a social and environmental level? Very informed, somewhat informed, not very informed, or not at all informed?

Those who do not use the compost cart for food waste offer a mix of reasons, with no single reason representing a majority.

If you currently don't place food waste in a brown compost cart, what is the primary reason?



Already compost at home
15%



Not aware of the program before now
12%



I do place food waste in a brown compost cart
10%



Think it will be messy, cause odors, and attract bugs or rats
9%



Need more information about how to participate
9%



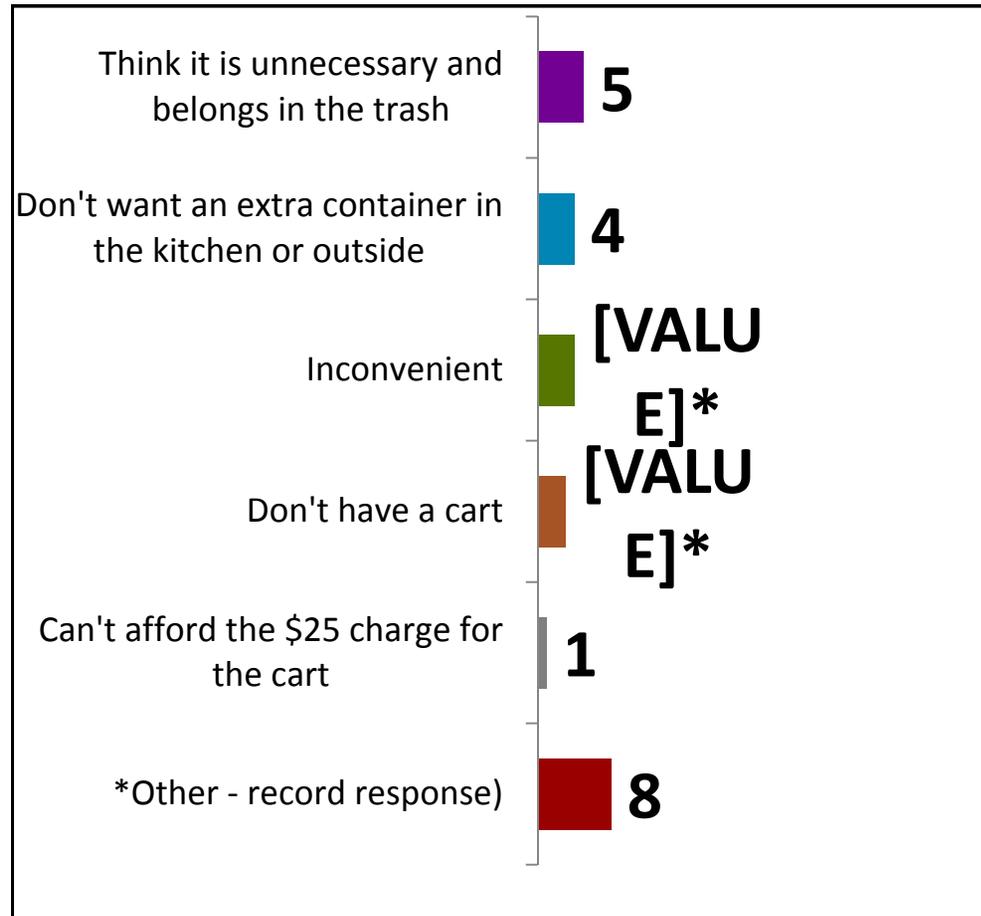
Already put it in an in-sink garbage disposal
9%



Landlord/property manager chooses the trash/recycling services and does not include a compost cart
8%

Q16: If you currently don't place food waste in a brown compost cart, what is the primary reason?
Asked only if respondents did not answer question #13 with response code 2: "compost at home" (N=488)

Less cited reasons include resident's lack of general knowledge about the program, not wanting to have extra containers, general perceptions composting being inconvenient, and not possessing a cart.



Q16: If you currently don't place food waste in a brown compost cart, what is the primary reason?
 Asked only if respondents did not answer question #13 with response code 2: "compost at home" (N=488)

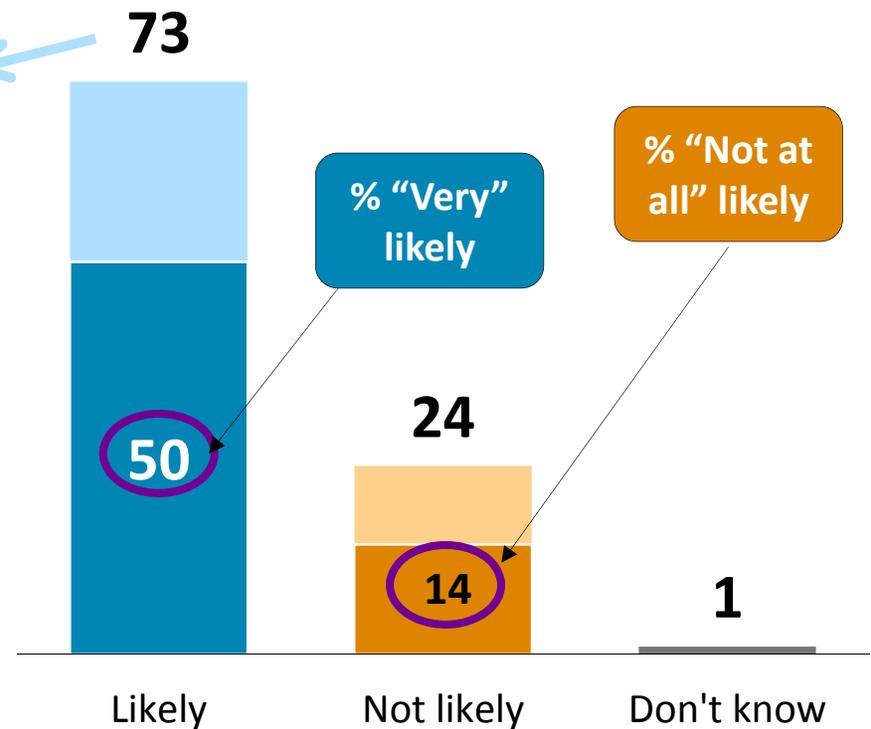
* Initially, 16% (78 cases) of the 488 respondents who were asked Q16 gave "other" as a response. Of those 78 cases, we further coded another 4% of responses under the category of "Inconvenient" and 3% under "Don't have cart". This leaves 8% of cases that are too diffuse to group into additional categories.

The overwhelming majority of residents who do not have a brown compost cart say they would be willing to put their food waste in the cart were a cart provided to them **at no cost**. Parents, younger residents (especially college educated and white), renters, and residents in Wards 2, 3, and 4 are among the most likely to use a compost cart for food waste under such conditions.

Likelihood to use brown compost cart if provided at no cost

Those who are disproportionately likely to use cart

Under 50 (90%) – mostly 40-49, women
College under 50 (88%)
White under 50 (85%)
Households with children under 18 (84%)
Renters (83%)
*Ward 2 (82%)
Ward 3 (80%) – especially women
*Ward 4 (80%)
University affiliation (80%)



Q23: If a brown compost cart was provided at no cost to your household to collect yard and food waste year-round, how likely would you be to put your food waste in the cart? Very likely, somewhat likely, Not very likely, not at all likely

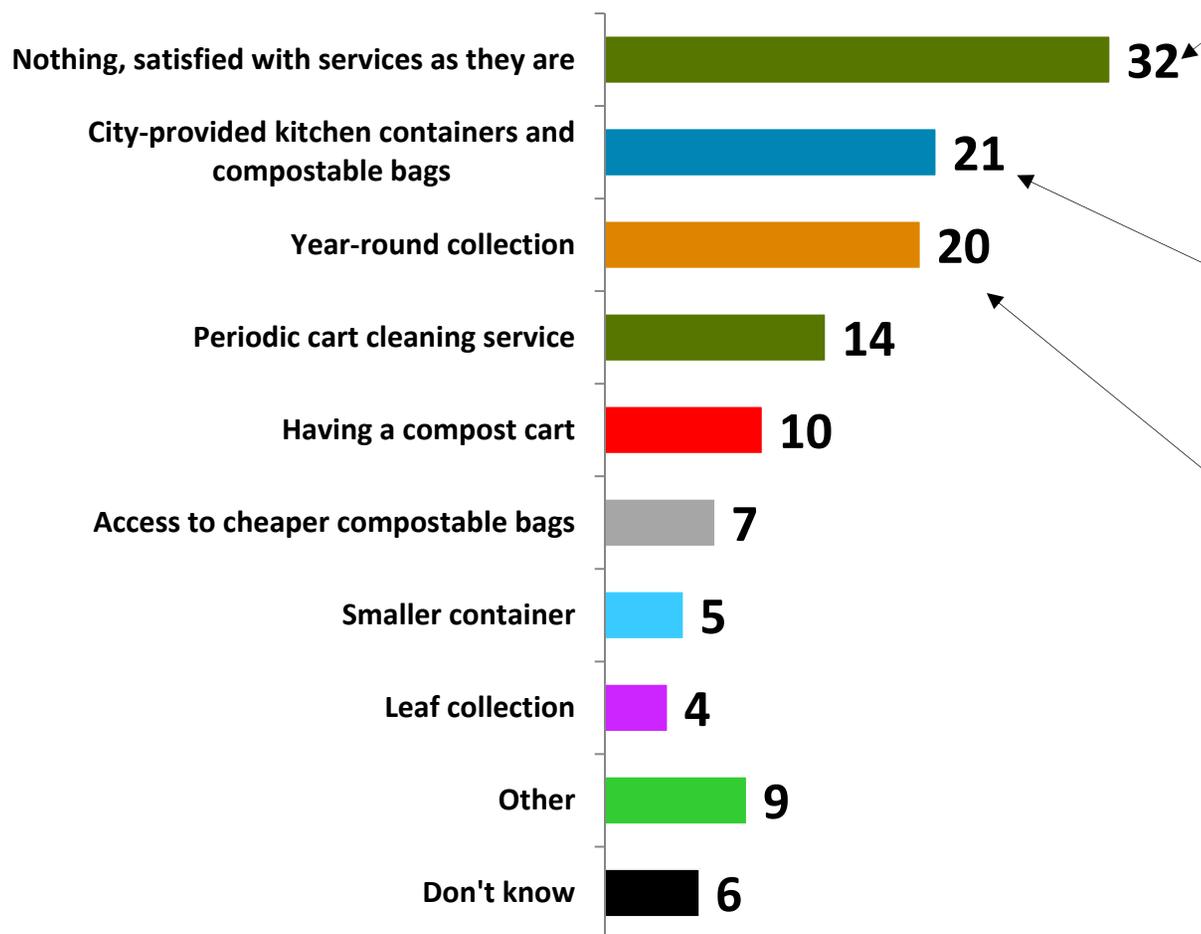
* Small n size (Ward 2: n = 40) (Ward 4: n = 41)

Interest in Service Improvements and Willingness to Support Cost Increases

Nearly half of residents offer ideas for increasing their (already elevated levels of) satisfaction with the City's compost collection services, including significant numbers who have need of yard waste collection during the winter months; would like to see city-provided kitchen containers and compostable bags; and would like periodic cart cleaning. That said, willingness to pay for such enhancements is fairly limited. Similarly, most residents are interested in reducing their households' food waste, but limited numbers say they would be likely to use a checklist or set of educational tools in their household to track their food wasting and disposal habits, or to participate in food waste education workshops.

A majority of residents offer ideas for increasing satisfaction with the city's compost collection services. The most common suggestions include city-provided kitchen containers and compostable bags and year round collection.

What would increase satisfaction with Compost Collection Services:



- Disproportionately Satisfied As Is**
- 65+ (45%)
 - Men 50+ (39%)
 - Non college (38%) – particularly older men in Wards 2 & 4
 - Women 50+ (36%)

- Disproportionately – City provided containers/compostable bags**
- 30-39 (39%)
 - Women under 50 (34%)
 - Ward 2 women (34%)
 - Ward 4 men (28%)
 - University affiliation (28%)
 - Post graduate (27%)
 - Households with children under 18 (26%)
 - Men under 50 (25%)
 - Ward 3 men (25%)

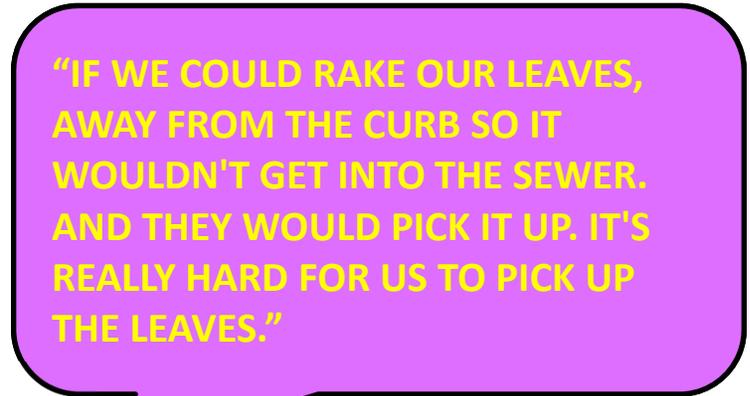
- Disproportionately – Year-round collection**
- 30-39 (27%)
 - Households with children under 18 (27%)
 - Women under 50 (26%)
 - 40-49 (25%)
 - Have cart (25%)
 - Post graduate (24%)
 - College women (24%)
 - Ward 5 (24%)
 - University affiliation (24%)

Q21. What would increase your satisfaction with the City of Ann Arbor's compost collection services [Multiple Responses Allowed]

Residents who offered other suggestions tend to volunteer ideas about curbside leaf collection, accounting for approximately 4% of all responses.



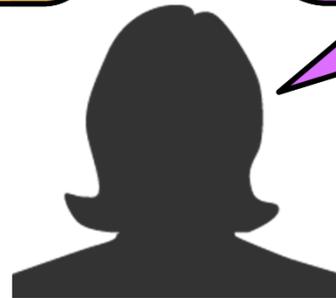
"I WOULD LOVE TO BE ABLE TO LEAVE THEM ON THE STREET IN ORDER FOR THE CITY TO COME AND PICK THEM UP"



"IF WE COULD RAKE OUR LEAVES, AWAY FROM THE CURB SO IT WOULDN'T GET INTO THE SEWER. AND THEY WOULD PICK IT UP. IT'S REALLY HARD FOR US TO PICK UP THE LEAVES."



"I REALLY WOULD LIKE FOR THE CITY TO DO A BETTER JOB AT COMING AROUND AND TAKING THE LEAVES OUT OF THE GUTTERS. I FEEL LIKE THEY USED TO DO THIS BUT DON'T ANYMORE"



"IT WAS A LOT EASIER WHEN WE COULD RAKE IT INTO THE STREET...AND NOW THEY DON'T PICK IT UP AT ALL IN THE STREET. AND WE LIVE ON A STREET WITH A LOT OF OLD TREES."

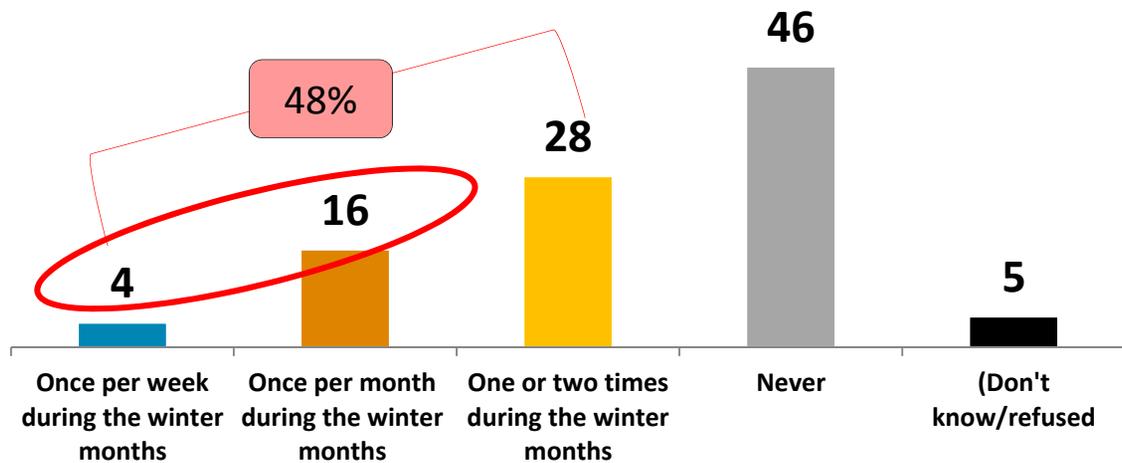


Q21. What would increase your satisfaction with the City of Ann Arbor's compost collection services [Multiple Responses Allowed]

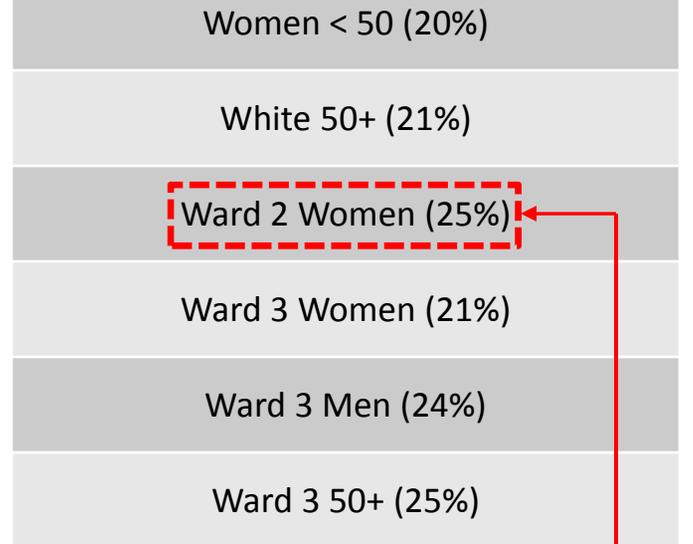
*75 respondents offered an "other" response, including 25 who volunteered a response concerning leaf collection.

When asked specifically about the prospect of extended yard waste collection during the winter months—a service not currently offered—nearly half of residents say they find themselves in need of such services, including one-in-five who say they experience this need on a weekly or monthly basis. Women in Wards 2 and 3 are among the most likely to say they need yard waste collected on a weekly basis during the December through March period.

During the winter months of December through March, how often do you find that you have yard waste that you would like to have collected?



Disproportionately - have yard waste they would like collected once per month

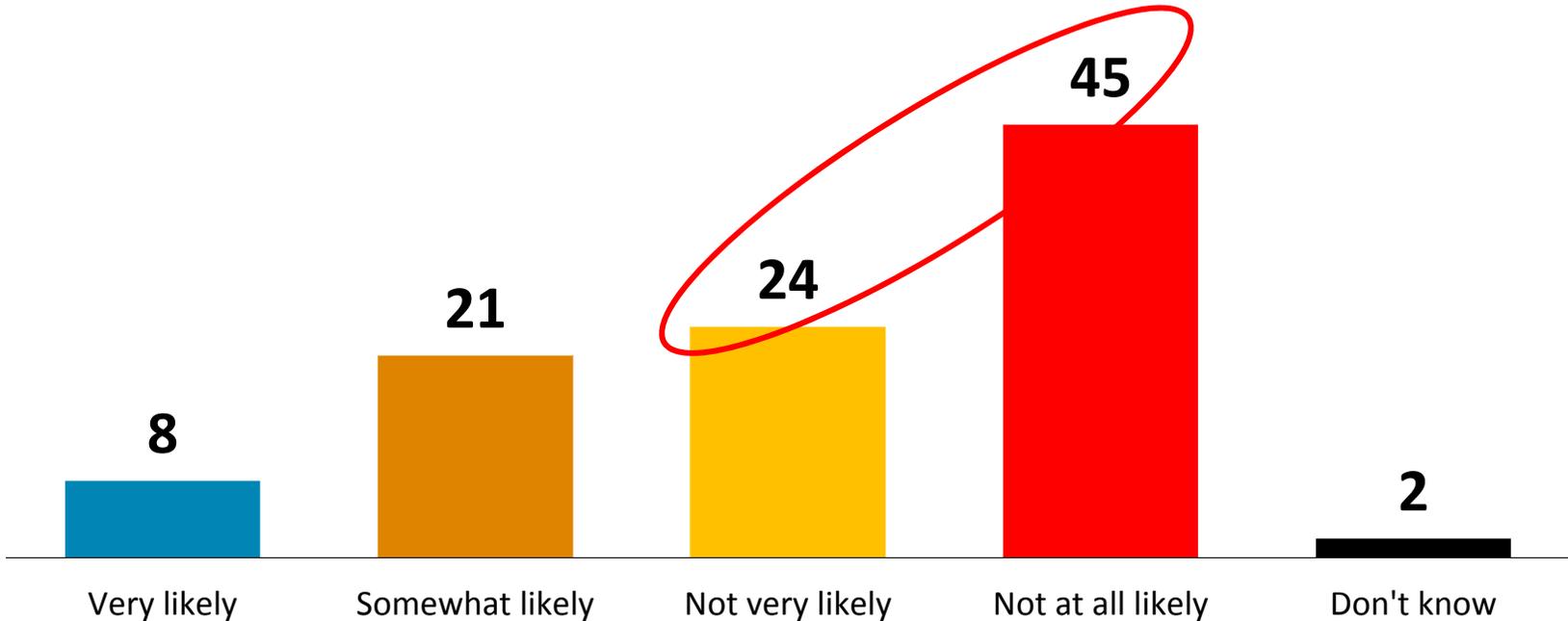


Most likely to have waste in need of collecting weekly

Q12: During the winter months of December through March when yard waste is not collected by the city, how often do you find that you have yard waste that you would like to have collected?

However, only 28%* of residents say they would be likely to pay a supplemental monthly or annual fee for access to year-round compost collection. Roughly one-quarter of residents say they are “not very” likely to pay any sort of fee for such access, while nearly half say they are “not at all” likely.

How likely are you to pay a supplemental monthly or annual fee for access to year-round compost collection?

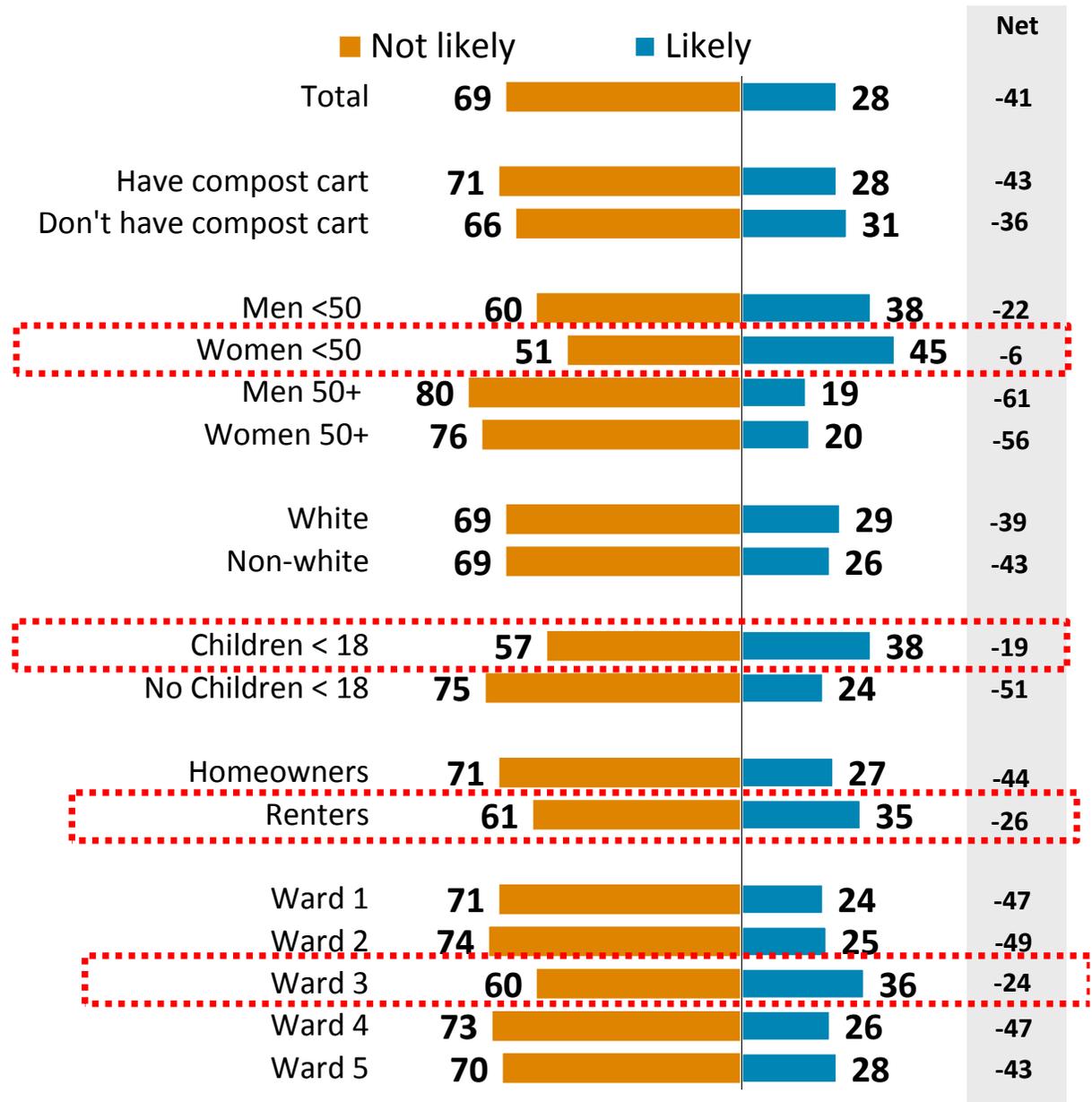


Q24: Considering that the City currently does not provide collection of yard and food waste from December through March, how likely are you to pay a supplemental monthly or annual fee for access to year-round compost collection? Very likely, somewhat likely, Not very likely, not at all likely?

*Difference is due to rounding when segregating the “very likely” and “somewhat likely” responses.

Currently, no groups have a majority of respondents who say they would be likely to pay a supplemental fee for year round access to compost collection. Younger residents, particularly women, parents of children under the age of 18, renters, and residents of Ward 3 are the most likely groups to say they would pay a fee.

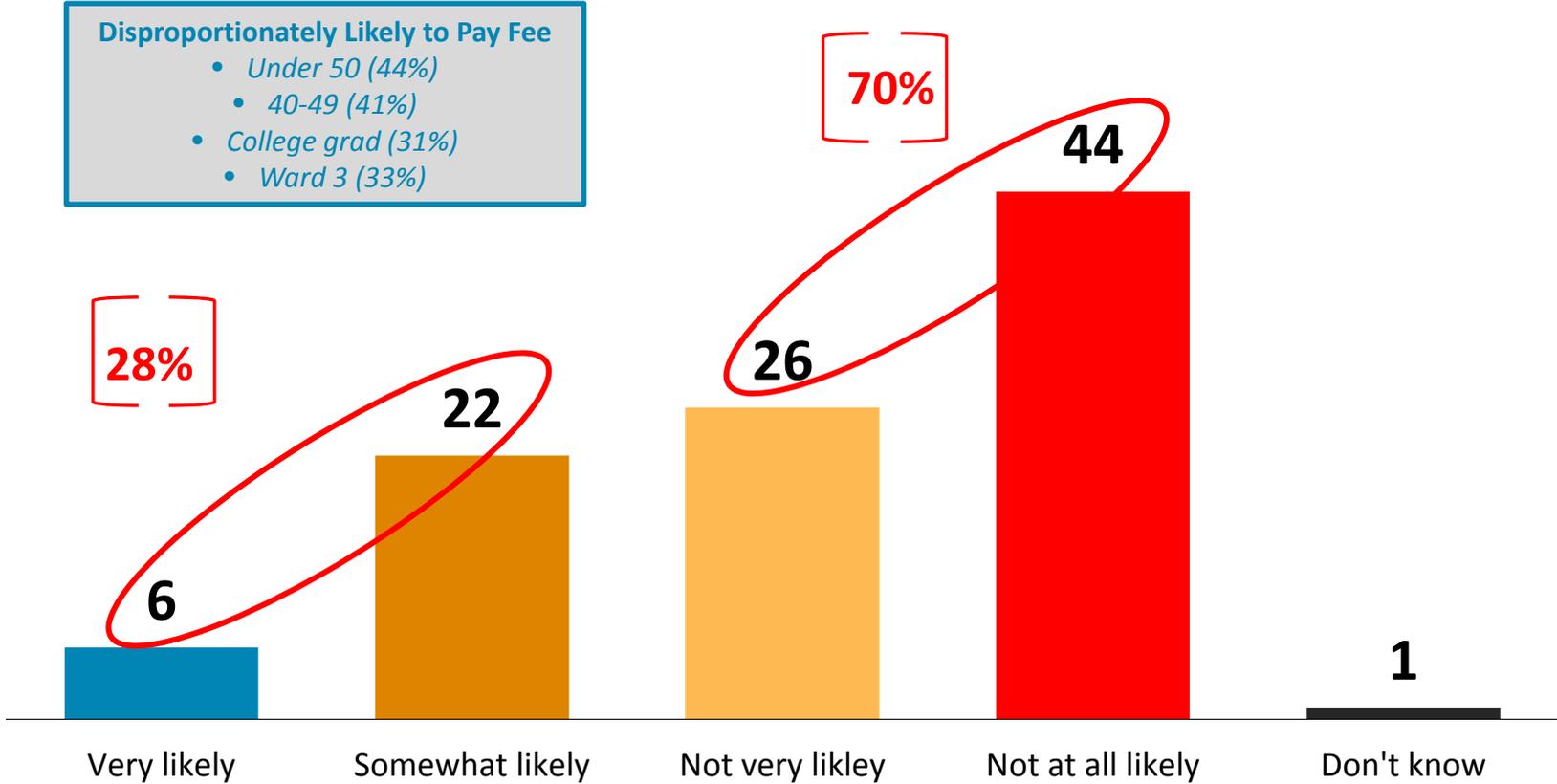
Older residents, particularly older men, are the most resistant.



Q24: Considering that the City currently does not provide collection of yard and food waste from December through March, how likely are you to pay a supplemental monthly or annual fee for access to year-round compost collection? Very likely, somewhat likely, Not very likely, not at all likely?

Considering only residents who own a city compost cart, there is similar lack of willingness to pay a supplemental fee for year round access to compost collection, with a strong majority (70%) “not very” or “not at all” likely to pay. Just over one-fourth of these residents say they would be willing to pay a fee.

***Likelihood to pay a supplemental fee among residents who own a brown compost cart?**

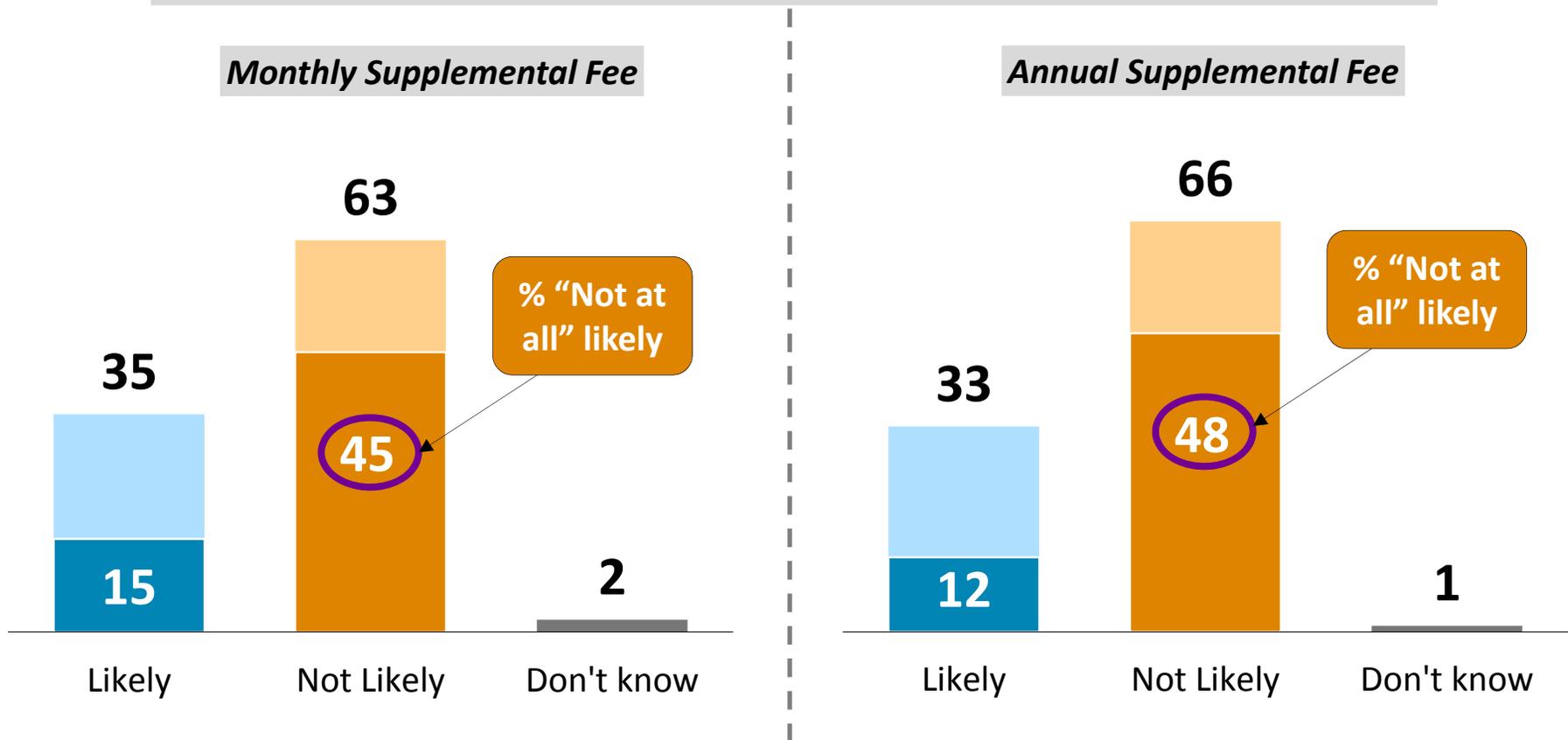


Q24: Considering that the City currently does not provide collection of yard and food waste from December through March, how likely are you to pay a supplemental monthly or annual fee for access to year-round compost collection? Very likely, somewhat likely, Not very likely, not at all likely?

*respondents who answered yes to question #9: “Do you currently own a brown city of Ann Arbor Compost Cart” (N=370 Respondents)

When a supplemental fee increase for compost collection from December through March *is specified*, the percentage of respondents willing to pay ticks up slightly to around one-third, whether it is characterized as about \$5 to \$7 every month over a 12-month period, or \$60 to \$80 per year. Another 1-in-6 residents say they would not be very likely to pay such a fee (monthly or annually), but do not foreclose on the notion entirely. In both cases, however, nearly half say they would not be at all likely to pay a supplemental fee.

Likelihood to Pay for Winter Month Yard Waste Collection Service

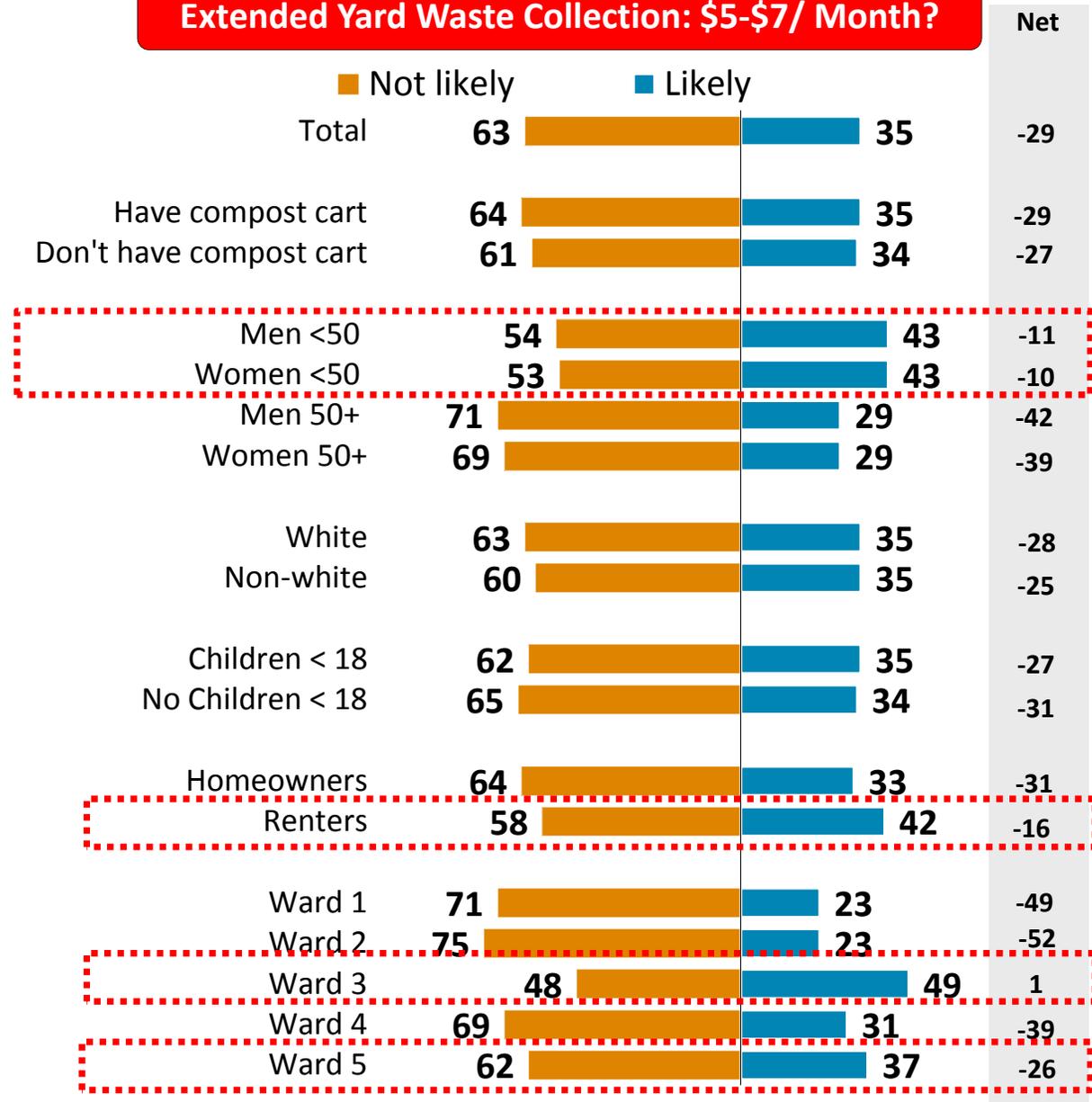


*Darker colors indicate intensity

Q28: Considering your other household expenses, how likely are you to pay a supplemental fee of about \$5 to \$7 every month over a 12-month period, if it enabled the City to provide compost collection from December through March, given that this is not a current service offered by the City?
 Q29: Considering your other household expenses, how likely are you to pay a supplemental fee of \$60 to \$80 per year, if it enabled the City to provide compost collection from December through March, given that this is not a current service offered by the City?

Extended Yard Waste Collection: \$5-\$7/ Month?

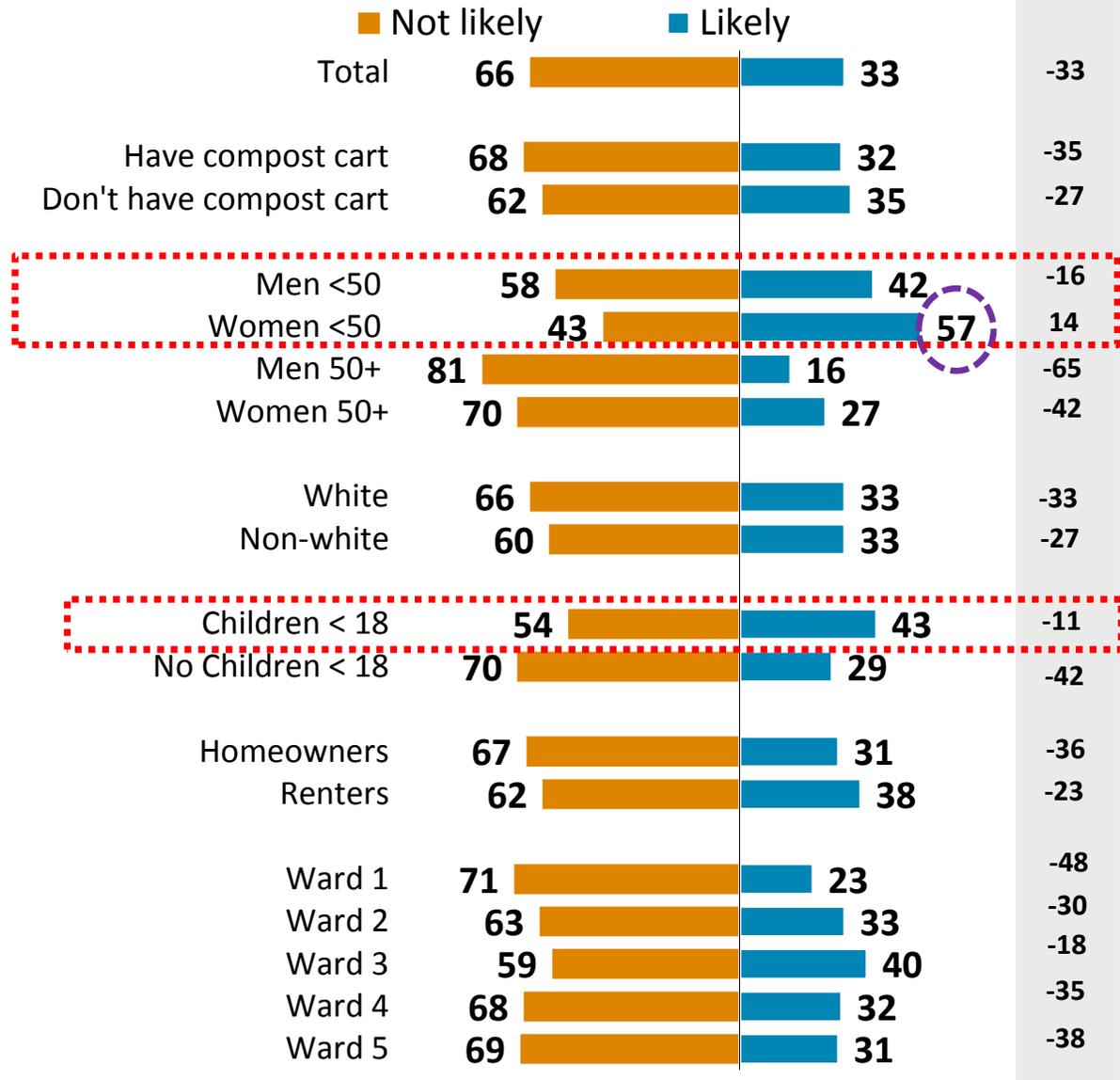
Of the groups who are most likely to say they would pay a supplemental fee, younger residents, residents of Ward 3 and renters are more likely to prefer a monthly fee to an annual fee. Residents of Ward 5 are also more amenable to this option.



Q28: Considering your other household expenses, how likely are you to pay a supplemental fee of about \$5 to \$7 every month over a 12-month period, if it enabled the City to provide compost collection from December through March, given that this is not a current service offered by the City?

Extended Yard Waste Collection: \$60-\$80/ Year?

An annual supplemental fee is the preferred option among parents of children under 18, residents of Ward 2, and younger residents, particularly younger women – the only group with a majority saying they would be likely to pay the annual fee.

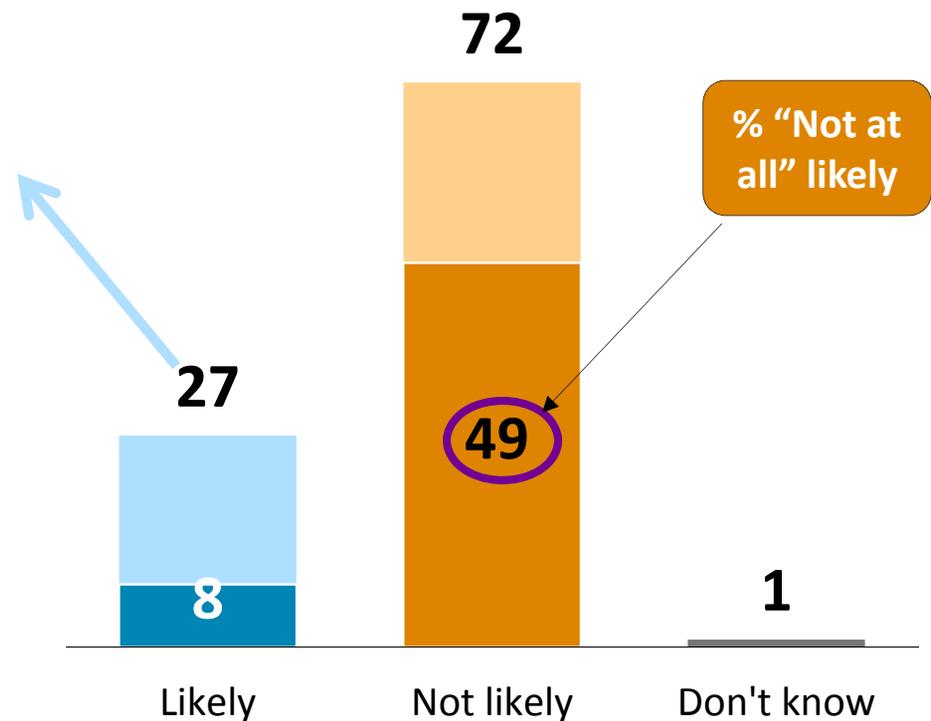


Q29: Considering your other household expenses, how likely are you to pay a supplemental fee of \$60 to \$80 per year, if it enabled the City to provide compost collection from December through March, given that this is not a current service offered by the City?

Just over one-in-four residents who have a brown compost cart say they would be likely to schedule and pay for periodic cleaning of the cart by the City if such a service were an option. Younger residents (both men and women under 50) with college degrees, residents with an affiliation with the University of Michigan, and renters are the most likely to pay for this service.

Likelihood to pay for periodic cleaning

Those who are disproportionately likely to pay	
College under 50	(43%)
White <50	(39%)
Under 50	(38%) – mostly 30-39
University affiliation	(37%)
*Renters	(36%)
Post graduate	(34%)
Ward 4	(31%)

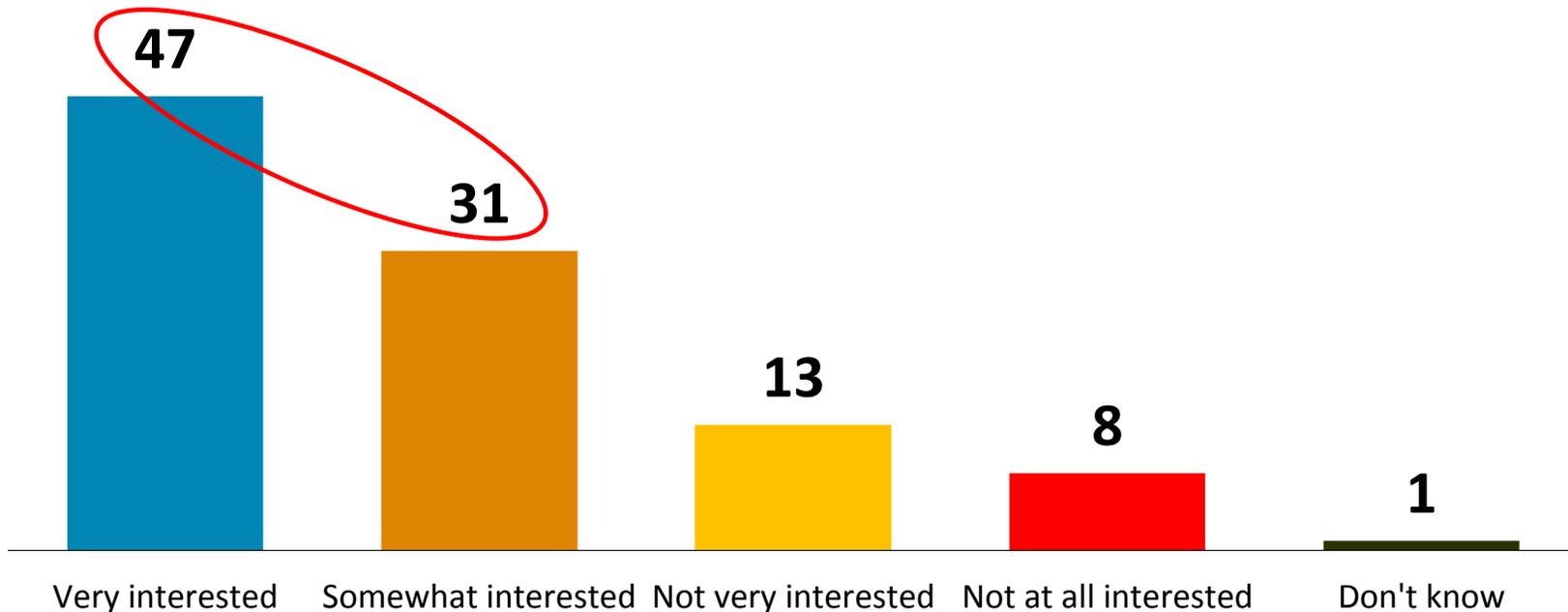


Q22: If you currently have a brown compost cart, how likely would you be to schedule and pay for periodic cleaning of the cart by the City if the service was an option? Very likely, somewhat likely, Not very likely, not at all likely

*Small n size (n=33)

More than three-quarters of residents say they are *interested* in reducing the amount of wasted food – including uneaten and spoiled food – that their household produces, including a near majority of residents who say they are “very” interested.

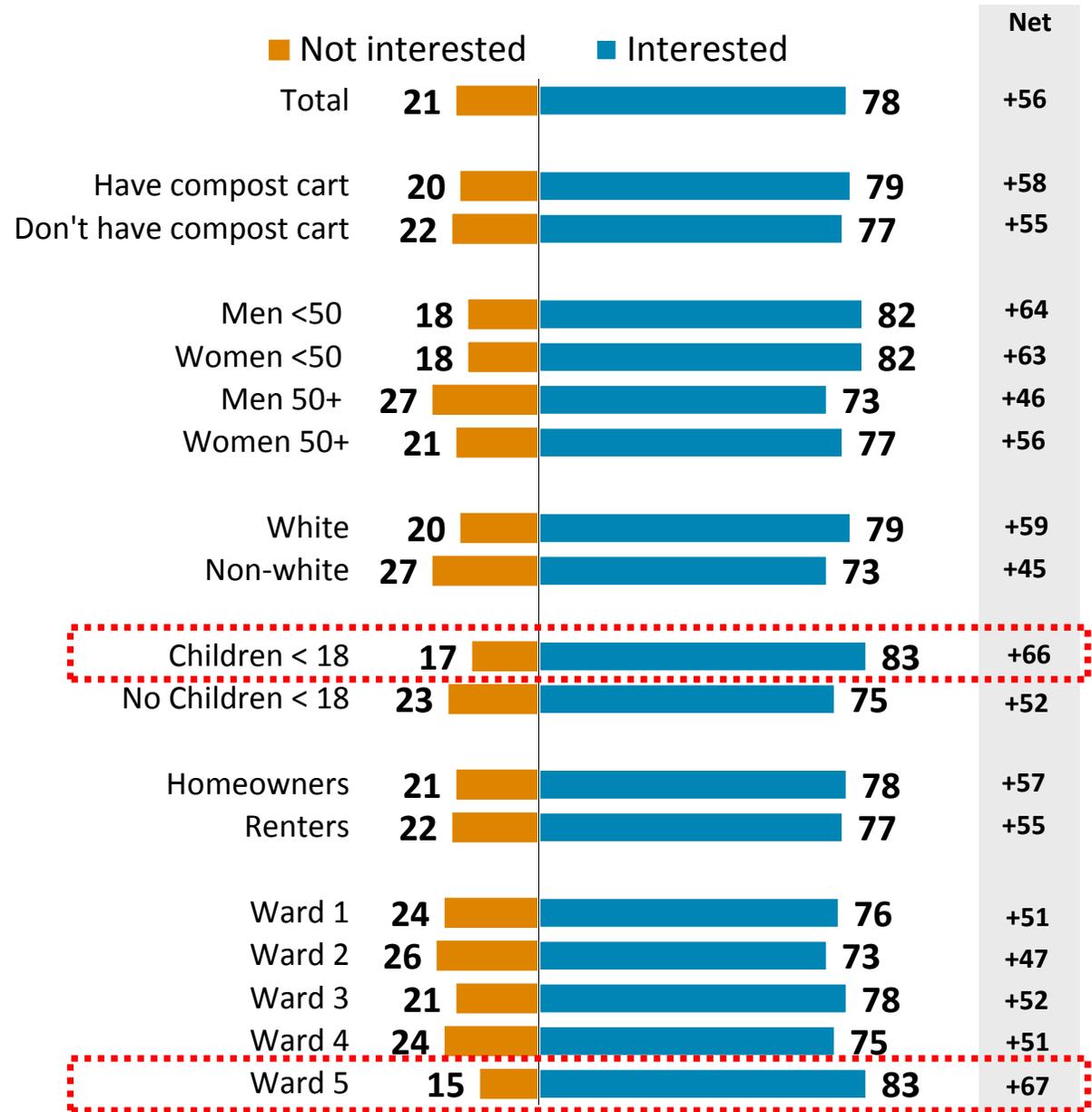
How interested are you in reducing the amount of wasted food – including uneaten and spoiled food – that your household produces?



Q18: How interested are you in reducing the amount of wasted food – including uneaten and spoiled food – that your household produces? Very interested, somewhat interested, not very interested, or not at all interested?

Residents who are most interested in reducing the amount of food waste their households produce – representing solid educational targets moving forward – include residents under the age of 50, parents of children under the age of 18, and residents living in Ward 5.

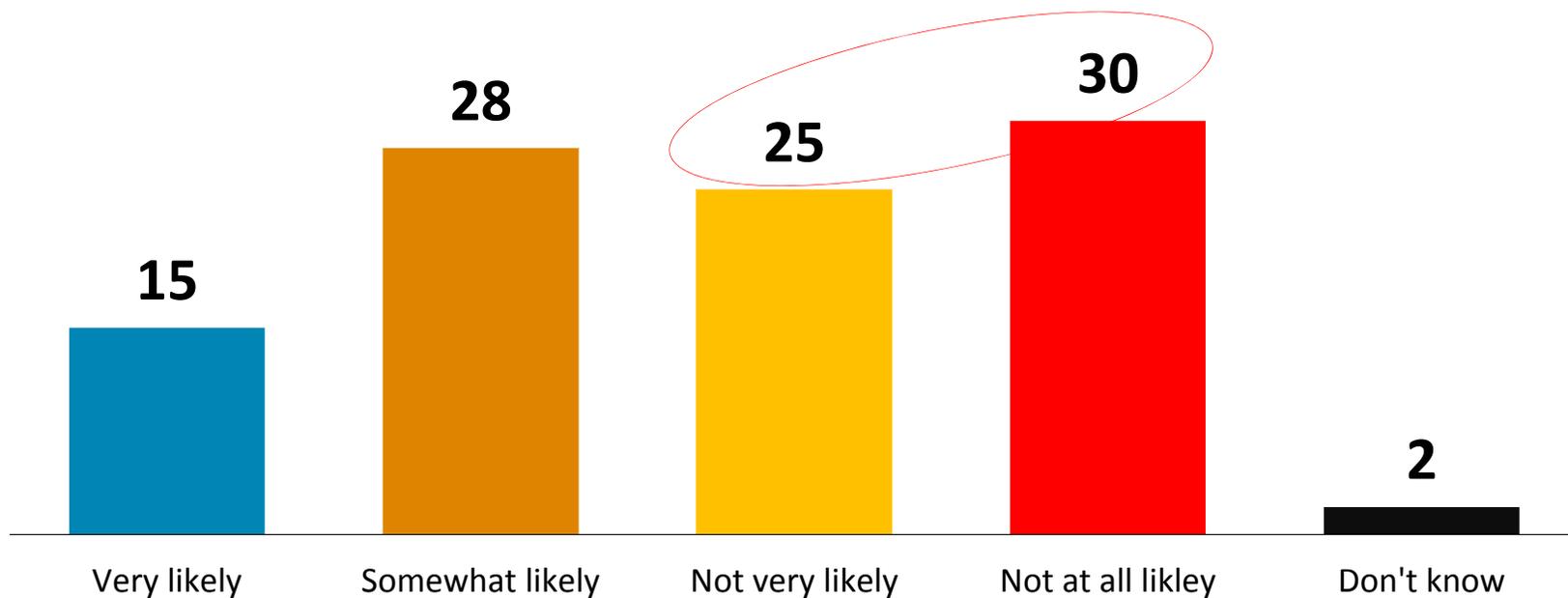
Only about one-in-five residents in total say they are “not very” or “not at all” interested. The most likely groups to say this are non-white residents and older men, though significant majorities of each still express overall interest.



Q18: How interested are you in reducing the amount of wasted food – including uneaten and spoiled food – that your household produces? Very interested, somewhat interested, not very interested, or not at all interested?

Despite strong levels of interest in reducing food waste, fewer residents say they are likely to use a checklist or set of educational tools in their household to track their food wasting and disposal habits, with the goal of reducing the amount of food they send for disposal or composting. In fact, a majority of residents say they are “not very” or “not at all” likely to use such a list.

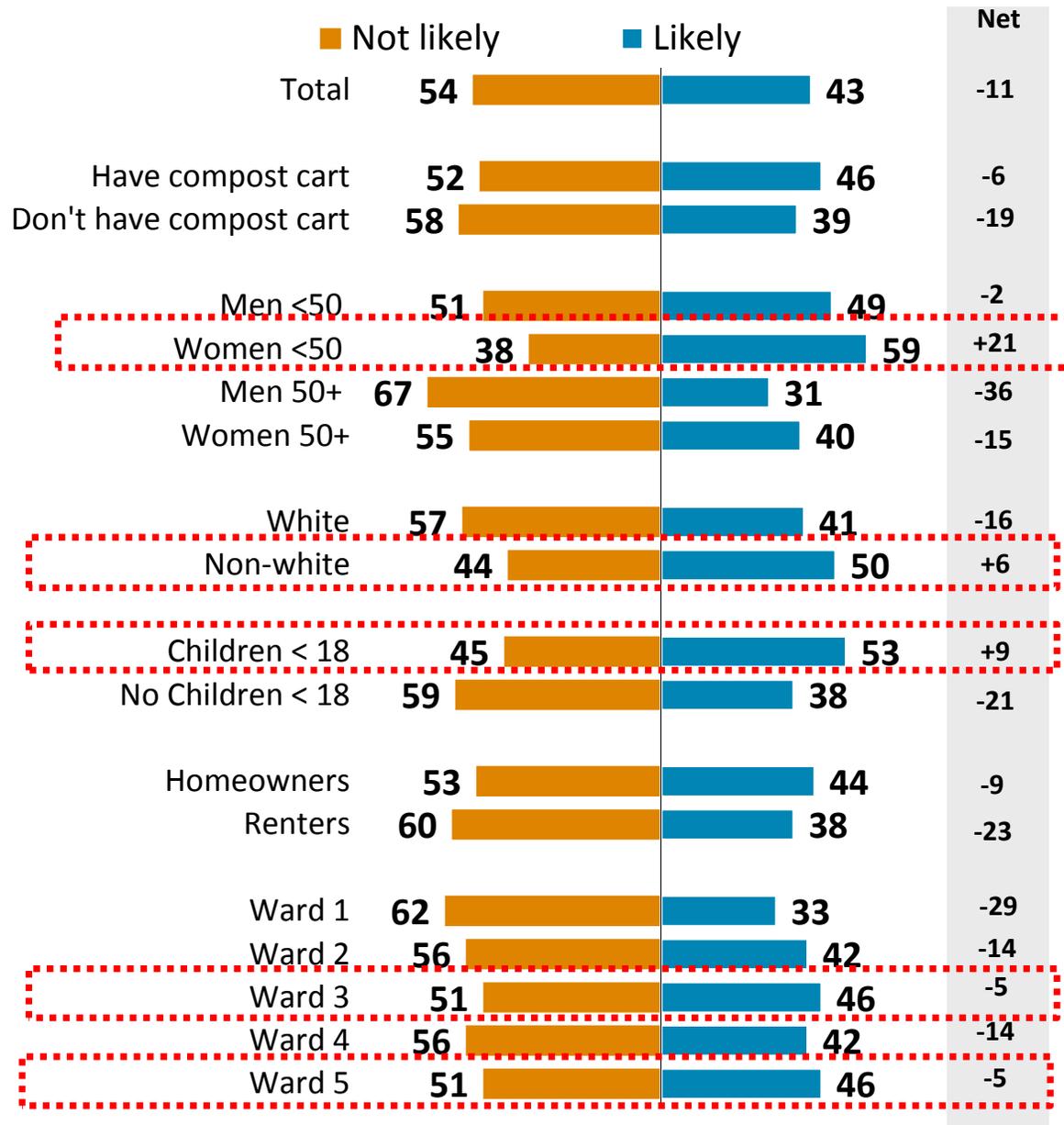
How likely are you to use a checklist or set of educational tools in your household to track your food wasting and disposal habits?



Q19: How likely are you to use a checklist or set of educational tools in your household to track your food wasting and disposal habits, with the goal of reducing the amount of food you send for disposal or composting? Very likely, somewhat likely, not very likely, or not at all likely?

Residents who say they are most likely to use a checklist to track and reduce the amount of food waste their households produces include parents of children under the age of 18, younger women, non-white residents, and residents living in Wards 3 and 5.

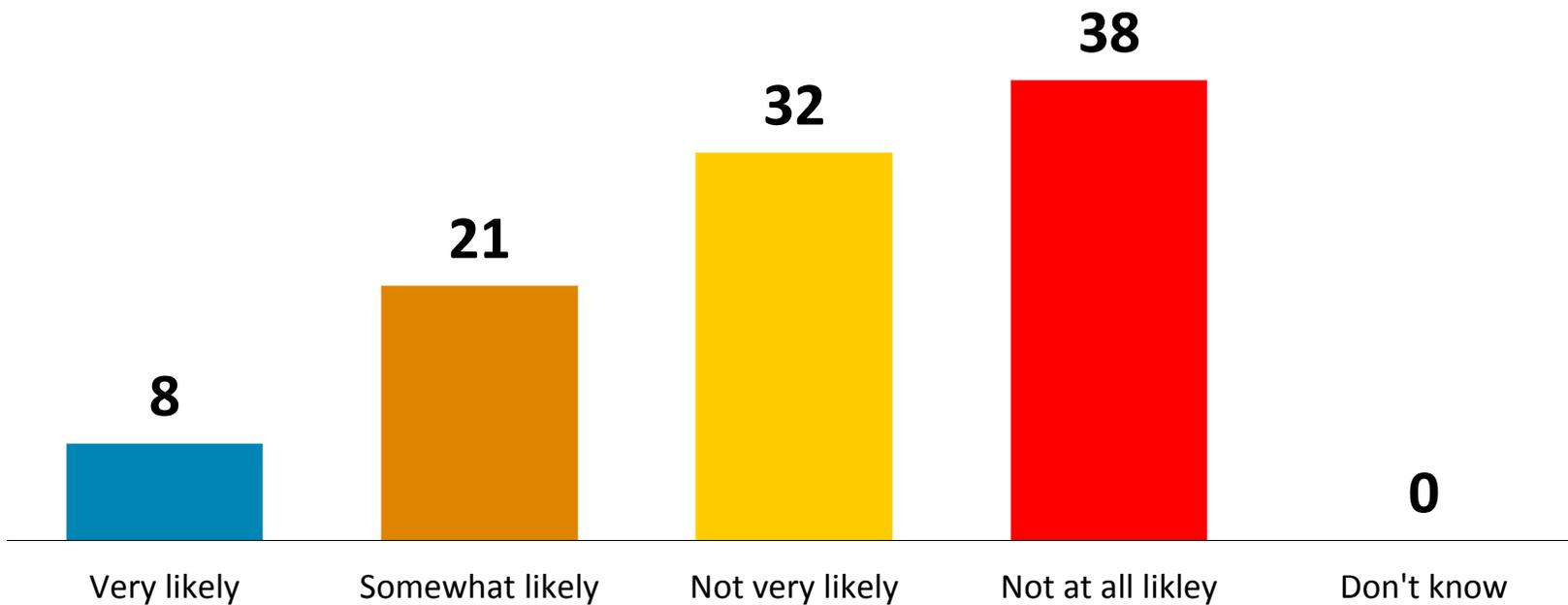
Continuing a trend evident throughout the data, older men are among the least likely to say they would avail themselves of these additional services. Residents of Ward 1 are also more resistant to the idea than residents of other wards.



Q19: How likely are you to use a checklist or set of educational tools in your household to track your food wasting and disposal habits, with the goal of reducing the amount of food you send for disposal or composting? Very likely, somewhat likely, Not very likely, or not at all likely?

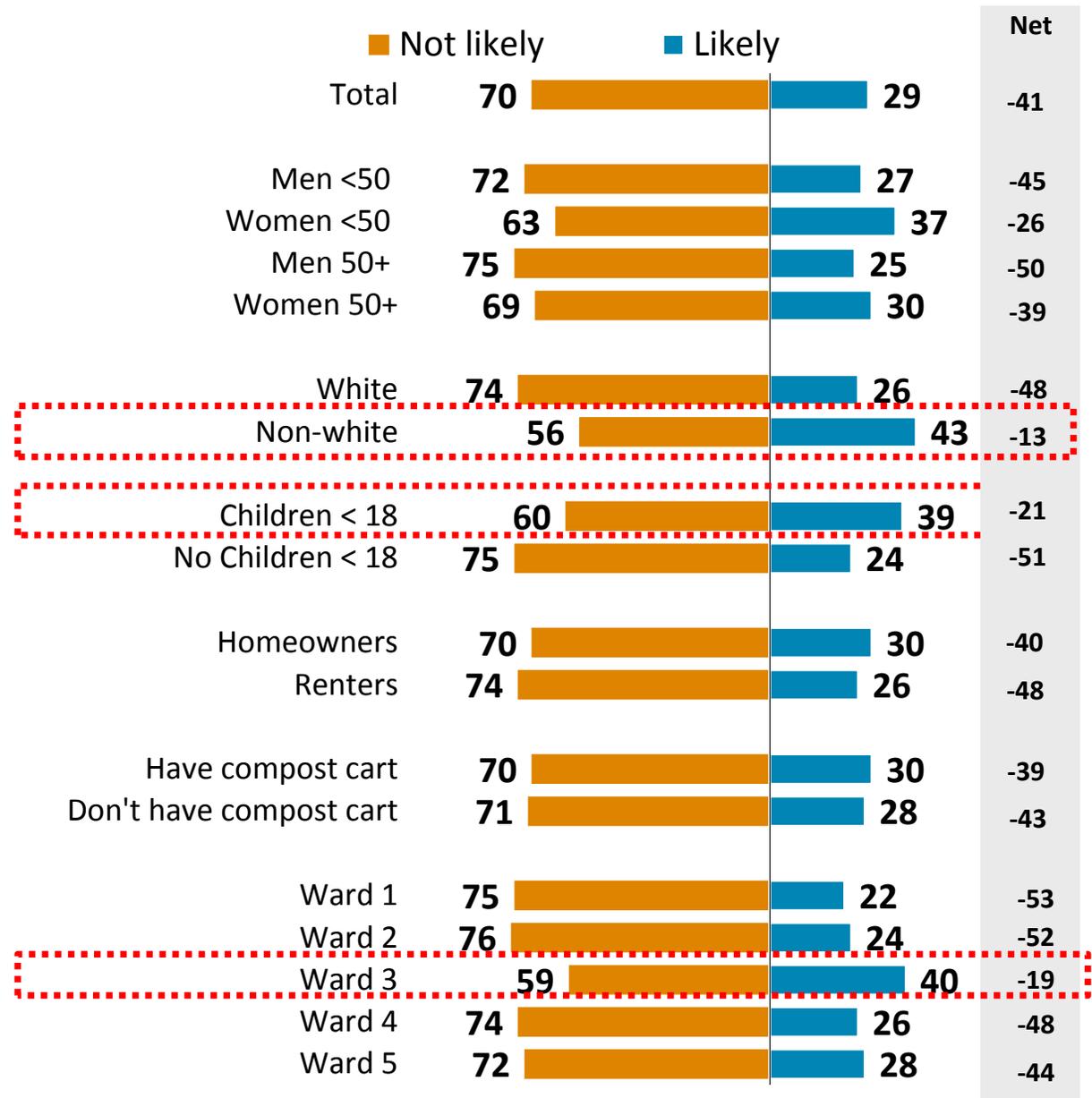
About three-in-ten residents say they would be likely to participate in a food waste education workshop to learn tools and techniques to reduce wasted food and manage food discards.

How likely would you be to participate in a food waste education workshop to learn tools and techniques to reduce wasted food and manage food discards



Q20. How likely would you be to participate in a food waste education workshop to learn tools and techniques to reduce wasted food and manage food discards? Very likely, somewhat likely, Not very likely, or not at all likely?

The groups of residents most likely to express a willingness to participate in a food waste education workshop to learn the tools and techniques to reduce and manage food waste include parents of children under the age of 18, non-white residents, and residents living in Ward 3.



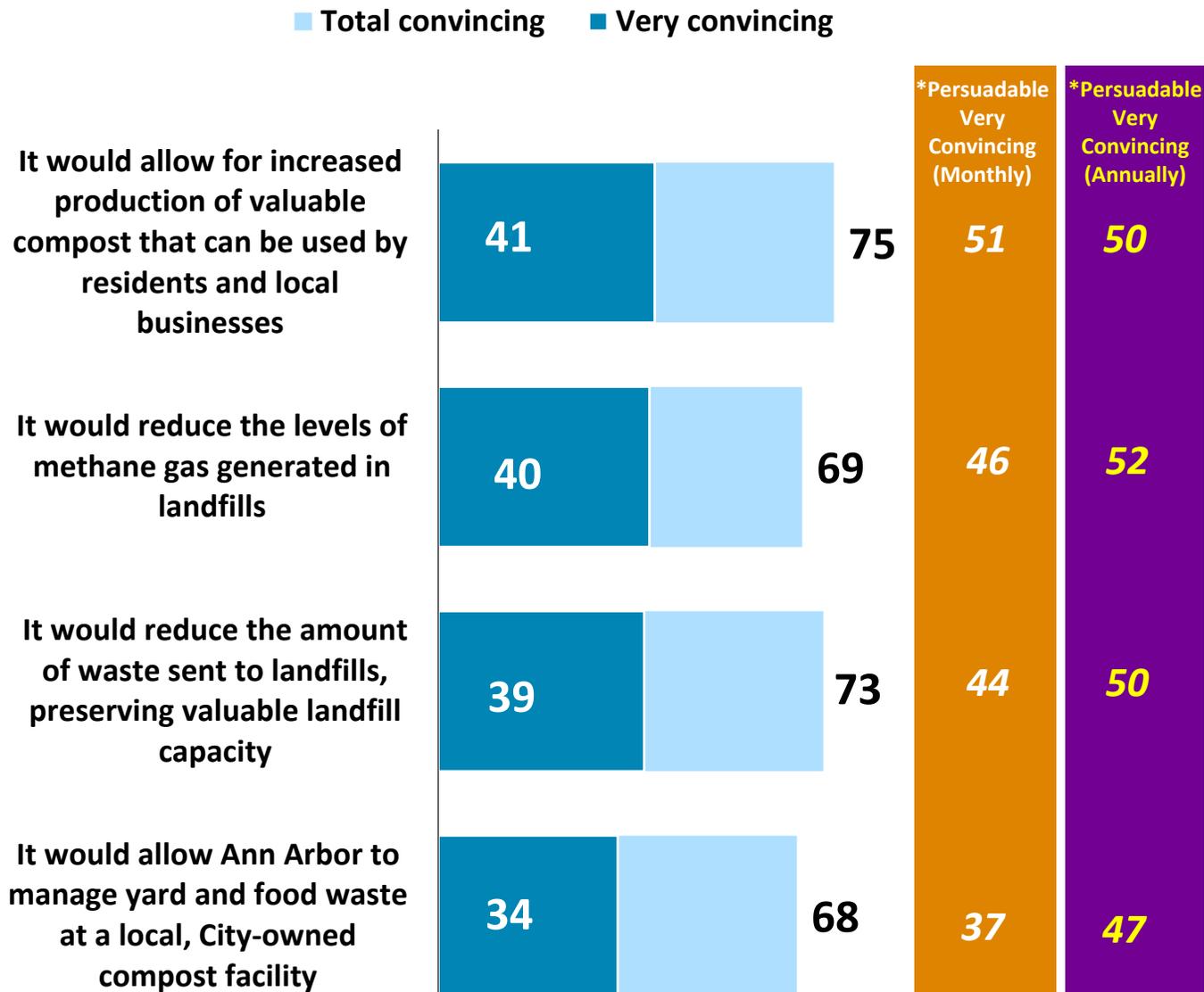
Q20. How likely would you be to participate in a food waste education workshop to learn tools and techniques to reduce wasted food and manage food discards? Very likely, somewhat likely, Not very likely, or not at all likely?

Assessing the Impact of Messaging on Residents' Attitudes and Cost Sensitivity

Overwhelming majorities of residents find statements about the benefits of year-round compost collection including yard and food waste convincing. The most convincing messages in particular are those that frame increased production of compost as helping residents and local businesses, as well as those that focus on reducing the amount of waste going to landfills *and* the levels of methane gas generated in landfills. After hearing these statements, residents' levels of interest and likelihood to pay a supplemental fee for this service increases modestly from where it starts out earlier in the survey.

Pro-Year Round Collection Statements

Residents respond very positively to a series of statements in support of the city providing year-round compost collection, especially those that emphasize helping residents and local businesses and residents through increased compost production; reducing the amount of waste going to landfills; *and* reducing the levels of methane gas generated in landfills. Residents are slightly less persuaded by a message that focuses on how this program would allow Ann Arbor to manage yard and food waste at a local, City-owned compost facility rather than sending waste to a more distant, privately-owned landfill, though this remains a very convincing message overall.



Q30. Now, I'm going to read you a couple brief statements people have made about the benefits of year-round compost collection including yard and food waste. Please tell me whether each statement is a VERY convincing, SOMEWHAT convincing, NOT TOO convincing, or NOT AT ALL convincing reason to support the city providing year-round compost collection.

*Persuadable columns represent respondents who say they are not likely to pay a fee or don't know on questions 28 or 29, but then say they are likely to pay a fee after hearing the statements when re-asked on questions 32 or 33. (Monthly Cost: 59 respondents) (Annual Cost: 54 respondents)

Younger residents, especially younger women, parents of children under the age of 18, and white residents are among the most likely to find the pro- year-round compost collection statements persuasive. They especially respond to arguments that highlight how increased compost production can help residents and local businesses and the goal of reducing methane emissions from local landfills. The latter in particular fits the environmental frame that other data points show to be particularly resonant among younger residents.

% Very Convincing	Total	Men < 50	Women < 50	Men 50+	Women 50+	White	Non-white	Children < 18	No children
It would allow for increased production of valuable compost that can be used by residents and local businesses	41	48	52	33	37	42	39	44	40
It would reduce the levels of methane gas generated in landfills	40	46	59	28	36	40	39	43	38
It would reduce the amount of waste sent to landfills, preserving valuable landfill capacity	39	47	50	33	33	41	34	40	39
It would allow Ann Arbor to manage yard and food waste at a local, City-owned compost facility	34	33	39	30	35	34	34	33	35

Q30. Now, I'm going to read you a couple brief statements people have made about the benefits of year-round compost collection including yard and food waste. Please tell me whether each statement is a VERY convincing, SOMEWHAT convincing, NOT TOO convincing, or NOT AT ALL convincing reason to support the city providing year-round compost collection. If you are not sure how you feel about a particular item, please say so.

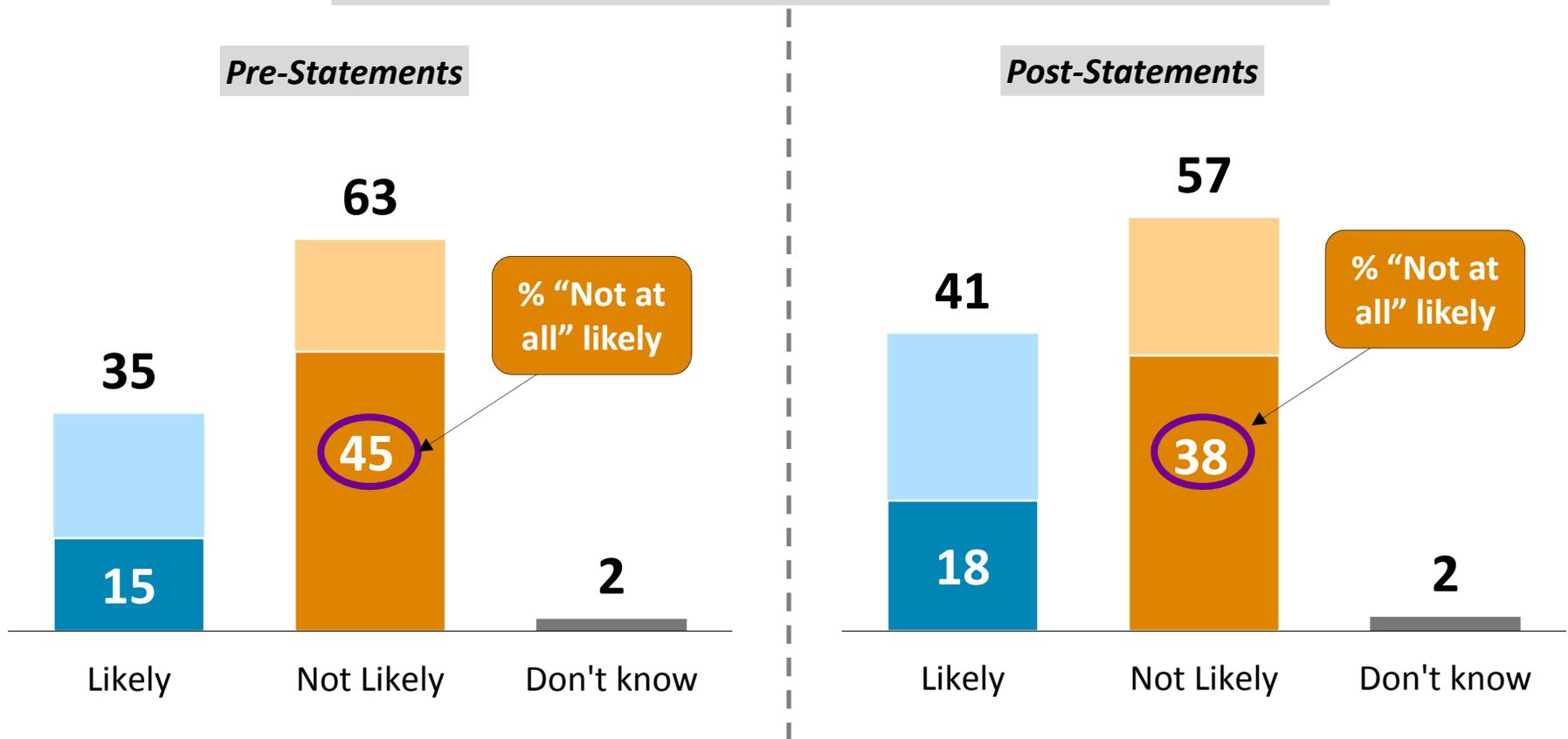
Renters and residents of Wards 3, 4, and 5 are additional groups that respond extremely positively to the statements in support of year-round compost collection. Meanwhile, residents of Ward 2 are more muted in their reaction to each statement.

% Very Convincing	Total	Owners	Renters	Have Cart	No Cart	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
It would allow for increased production of valuable compost that can be used by residents and local businesses	41	36	62	39	45	40	25	47	43	45
It would reduce the levels of methane gas generated in landfills	40	37	53	39	43	35	33	45	40	40
It would reduce the amount of waste sent to landfills, preserving valuable landfill capacity	39	37	50	38	42	29	25	48	45	40
It would allow Ann Arbor to manage yard and food waste at a local, City-owned compost facility	34	33	40	34	35	25	20	42	35	39

Q30. Now, I'm going to read you a couple brief statements people have made about the benefits of year-round compost collection including yard and food waste. Please tell me whether each statement is a VERY convincing, SOMEWHAT convincing, NOT TOO convincing, or NOT AT ALL convincing reason to support the city providing year-round compost collection. If you are not sure how you feel about a particular item, please say so.

After hearing these statements, residents' interest and likelihood to pay a monthly supplemental fee for this service increases slightly from where it starts out earlier in the survey.

Likelihood to Pay for Monthly Supplemental Fee



*Darker colors indicate intensity

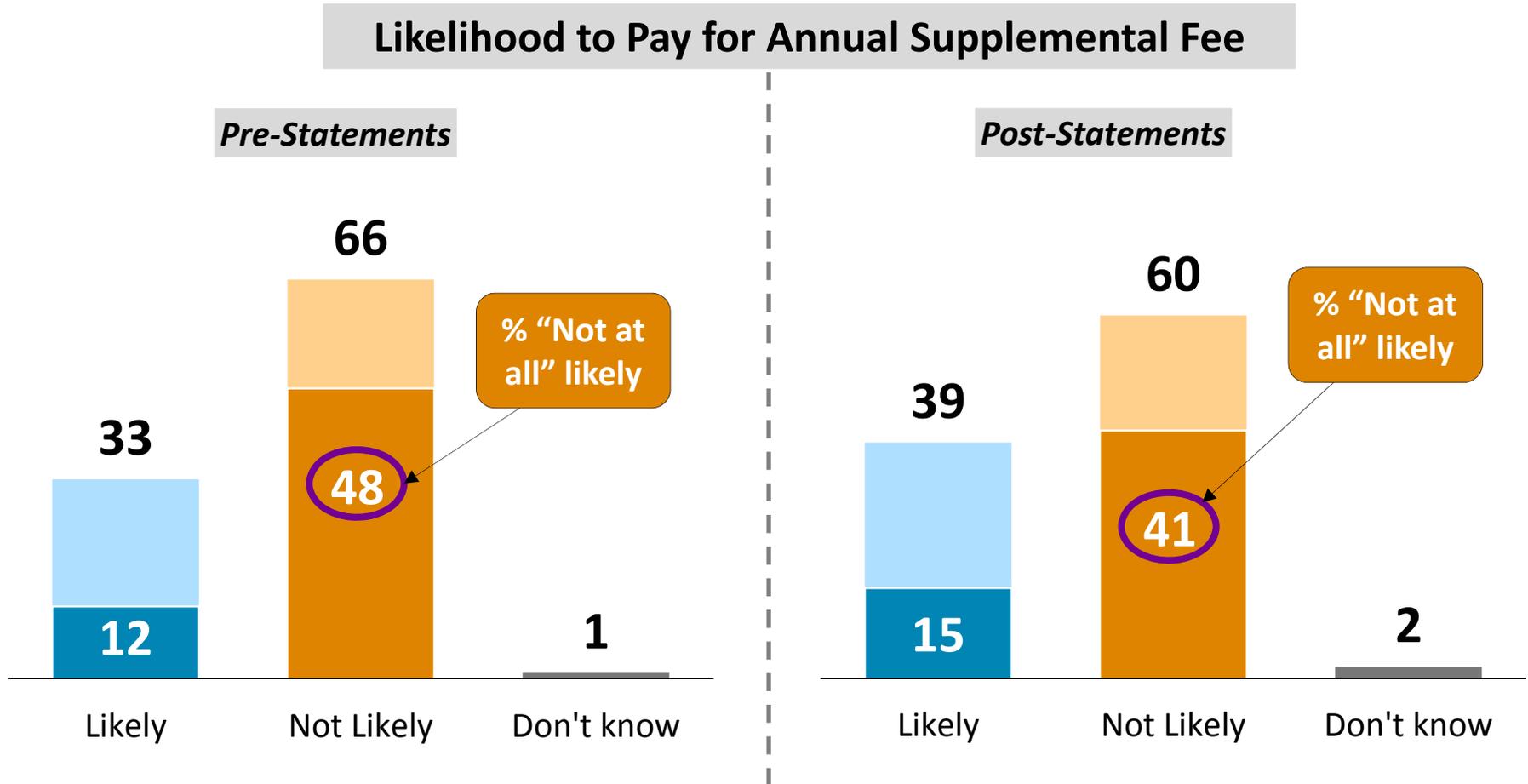
Q 28 (Pre-statement) & Q32 (Post-statement): Considering your other household expenses, how likely are you to pay a supplemental fee of about \$5 to \$7 every month over a 12-month period, if it enabled the City to provide compost collection from December through March, given that this is not a current service offered by the City?

The most noticeable shifts in willingness to pay a monthly supplemental fee occur with younger men, parents of children under the age of 18, and residents living in Wards 2 and 4.

% Likelihood to Pay Monthly Supplemental Fee			
Demographic	Pre Message	Post Message	Shift
Total	35	41	+6
Have cart	35	41	+6
No cart	34	43	+9
Men < 50	43	55	+12
Women < 50	43	52	+9
Men 50+	29	33	+4
Women 50+	29	33	+4
White	35	41	+6
Non-white	35	42	+7
Children < 18	35	47	+13
No Children	34	38	+4
Homeowners	33	39	+6
Renters	42	49	+7
Ward 1	23	27	+4
Ward 2	23	33	+10
Ward 3	49	52	+3
Ward 4	31	42	+11
Ward 5	37	42	+5

Q 28 (Pre-statement) & Q32 (Post-statement): Considering your other household expenses, how likely are you to pay a supplemental fee of about \$5 to \$7 every month over a 12-month period, if it enabled the City to provide compost collection from December through March, given that this is not a current service offered by the City?

There is a similar slight increase in resident’s willingness to pay an *annual* supplemental fee following the supportive statements of year-round compost collection.



*Darker colors indicate intensity

Q 29 (Pre-statement) & Q33 (Post-statement): Considering your other household expenses, how likely are you to pay a supplemental fee of \$60 to \$80 per year, if it enabled the City to provide compost collection from December through March, given that this is not a current service offered by the City? Very likely, somewhat likely, Not very likely, or not at all likely?

The most noticeable shifts in willingness to pay an annual supplemental fee occur with older women, non-white residents, renters, and residents living in Ward 2.

% Likelihood to Pay Annual Supplemental Fee			
Demographic	Pre Message	Post Message	Shift
Total	33	39	+6
Have cart	32	39	+7
No cart	35	40	+5
Men < 50	42	43	+1
Women < 50	57	62	+5
Men 50+	16	24	+8
Women 50+	27	37	+10
White	33	39	+6
Non-white	33	42	+9
Children < 18	43	50	+7
No Children	29	35	+6
Homeowners	31	37	+6
Renters	38	49	+11
Ward 1	23	29	+6
Ward 2	33	43	+10
Ward 3	40	45	+5
Ward 4	32	39	+7
Ward 5	31	37	+6

Q 29 (Pre-statement) & Q33 (Post-statement): Considering your other household expenses, how likely are you to pay a supplemental fee of \$60 to \$80 per year, if it enabled the City to provide compost collection from December through March, given that this is not a current service offered by the City? Very likely, somewhat likely, Not very likely, or not at all likely?

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