



WASATCH FRONT WASTE & RECYCLING DISTRICT SURVEY:

UNDERSTANDING CUSTOMER BEHAVIOR AND PERSPECTIVES

December 2025



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Executive Summary

The Wasatch Front Waste & Recycling District (WFWRD) provides waste and recycling services to over 86,000 customers across 14 municipalities and unincorporated areas in Salt Lake County. The Wasatch Front Waste & Recycling District's mission is to provide reliable, cost-effective, and environmentally responsible services while promoting public education and sustainability.

Wasatch Front Waste & Recycling District partnered with a graduate student research team from the University of Utah to design and implement a survey to better understand customer attitudes, behaviors, and knowledge of recycling. The survey design measured awareness of and adherence to proper recycling practices, public trust in WFWRD programs/recycling services, and regional and demographic variations in beliefs and practices across the service area. The survey also examined where residents look for information when unsure about an item's recyclability, which educational tools would help them recycle correctly, and the barriers to proper recycling practices.

Key findings from the survey include:

- **Residents value recycling and are motivated to participate.**

Over 90% of respondents said recycling is important to them, and most report following recommended preparation practices.

- **Confidence is high overall, but key misunderstandings persist.**

Residents generally know common recyclables (cardboard, plastics, aluminum), but confusion remains around tin/steel cans, glass, scrap metal, and plastic bags.

- **Limited trust in the system reduces recycling effort.**

Only 37% feel confident their recyclables are actually recycled. Among those uncertain, 77% would put in more effort if they had clearer confidence about the recycling process.

- **Most barriers stem from unclear or hard-to-access information.**

Over half of respondents cited rule uncertainty as their primary barrier. Many rely on quick judgments rather than formal guidance when unsure.

- **Customers want simple, accessible educational tools, especially bin labels and printed materials.**

Printed guides and decals placed directly on the blue bins were the most requested tools, followed by interest in mobile scanning apps.

The web-based, self-administered survey was distributed to approximately 51,000 WFWRD customers and included 16 questions. A total of 4,641 surveys were initiated during the project period, and 4,523 were fully completed by respondents. Respondents were not required to answer each survey question, resulting in varying answer counts by question. The 4,523 completed surveys yielded a response rate of 9% and an overall completion rate of 97%. Survey findings will potentially inform WFWRD outreach strategies, policy development, and service planning.

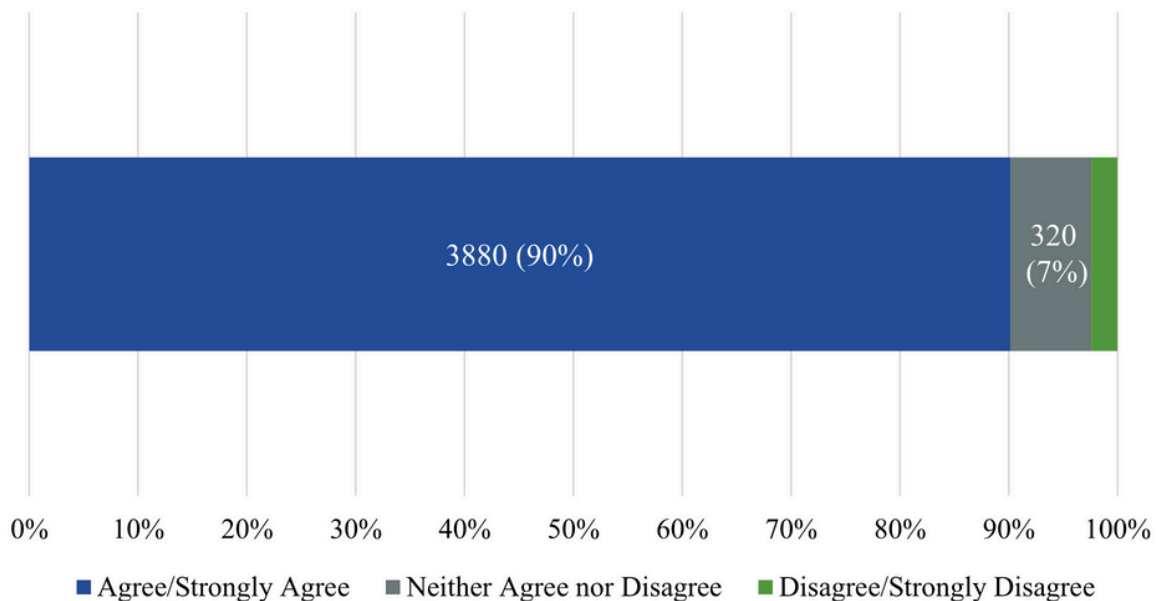
SURVEY RESULTS

The Wasatch Front Waste & Recycling District (WFWRD) partnered with a graduate student research team from the University of Utah to design and implement a survey assessing resident attitudes, behaviors, and knowledge related to recycling. The web-based, self-administered survey examined recycling importance and trust in the system by measuring customer confidence in WFWRD’s recycling processes and the belief that collected materials are actually recycled. It also evaluated recycling knowledge and customer behaviors, including how confident residents feel in identifying which items belong in curbside recycling bins and how that confidence shapes their day-to-day recycling practices. Finally, the survey explored information sources, educational tools, and barriers by asking where residents look for guidance when unsure about an item’s recyclability and which tools would help them recycle correctly. In addition to these interest areas, the survey collected basic demographic data from respondents to identify potential geographic and demographic differences in survey responses.

Recycling Importance and Trust in the Recycling System

Residents overwhelmingly value recycling. When asked to indicate their level of agreement with the statement “Recycling is important to me,” over 90% agreed or strongly agreed, while only 2.5% disagreed (see Figure 7). While some degree of social desirability bias may influence responses, this level of agreement suggests that WFWRD is working with a population already predisposed to view recycling positively. The challenges identified elsewhere in the survey, such as confusion about rules or skepticism about downstream processing, arise not from a lack of environmental commitment but from gaps in information and trust.

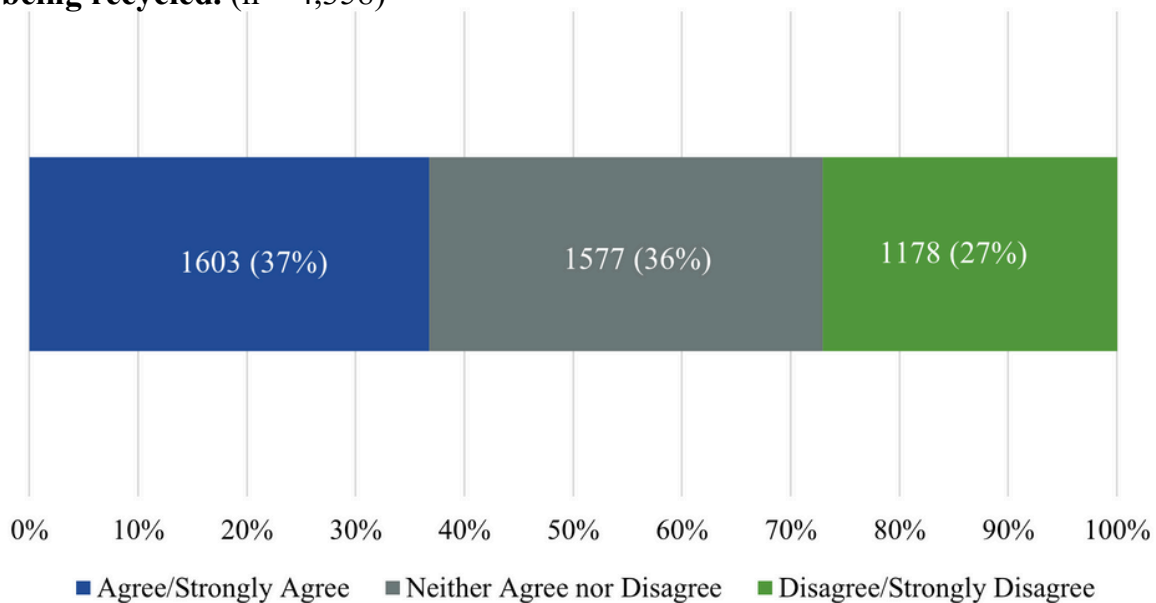
Figure 1: Recycling is important to me. (n = 4,305)



A different pattern emerges when examining residents' trust in the recycling system. Only about 37% expressed confidence that the items they place in their bin are actually recycled. A similarly sized group selected a neutral response, indicating ambivalence rather than clear trust or distrust, while approximately 27% disagreed that the items placed in their blue bin were actually recycled. This reflects substantial client distrust about whether the system works as intended (see Figure 2).

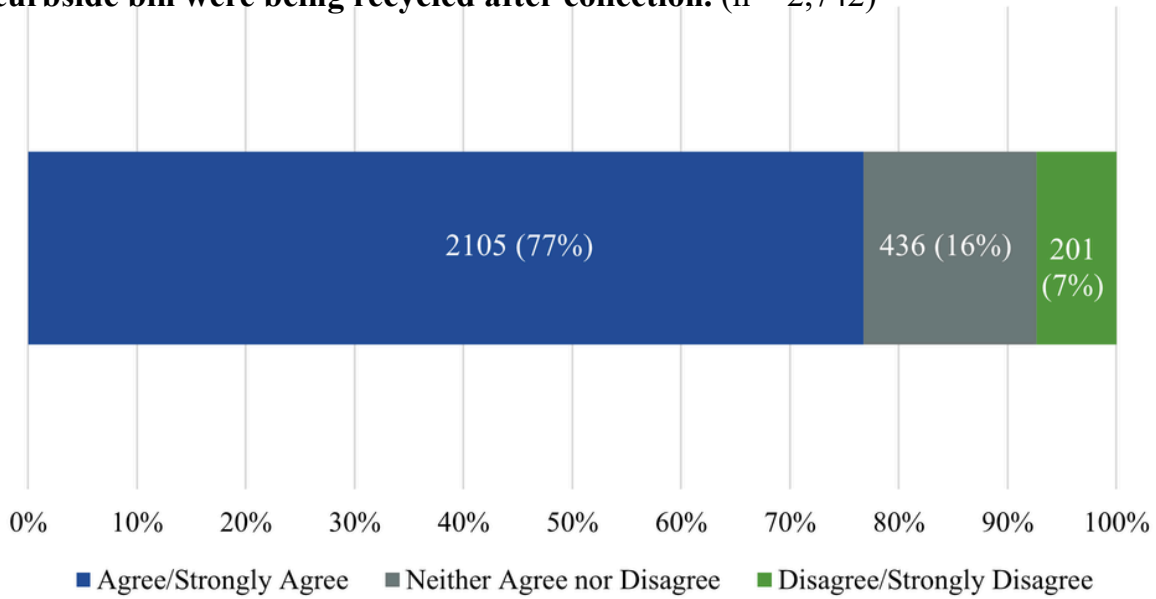
“All the news about the items actually not being recycled and instead being dumped in the landfill even though I put them in the recycling bin. It's demotivating.”

Figure 2: I'm confident the items I'm putting in my home's recycling bin(s) are being recycled. (n = 4,358)



To understand how this uncertainty affects behavior, Question 4 (see Figure 3) was asked only of respondents who disagreed or were unsure that the items they placed in their bin were actually recycled (see Figure 2). Among this group, approximately 77% agreed that they would put more effort into recycling if they knew for certain that the materials they placed in their curbside bin were being recycled. Only about 7% disagreed, and around 16% were neutral (see Figure 3). This is a strong behavioral indicator: WFWRD's transparency and information sharing directly shape motivation. The data point suggests that residents are willing, capable, and interested, but their willingness is compromised when they feel unsure whether their efforts have a real impact.

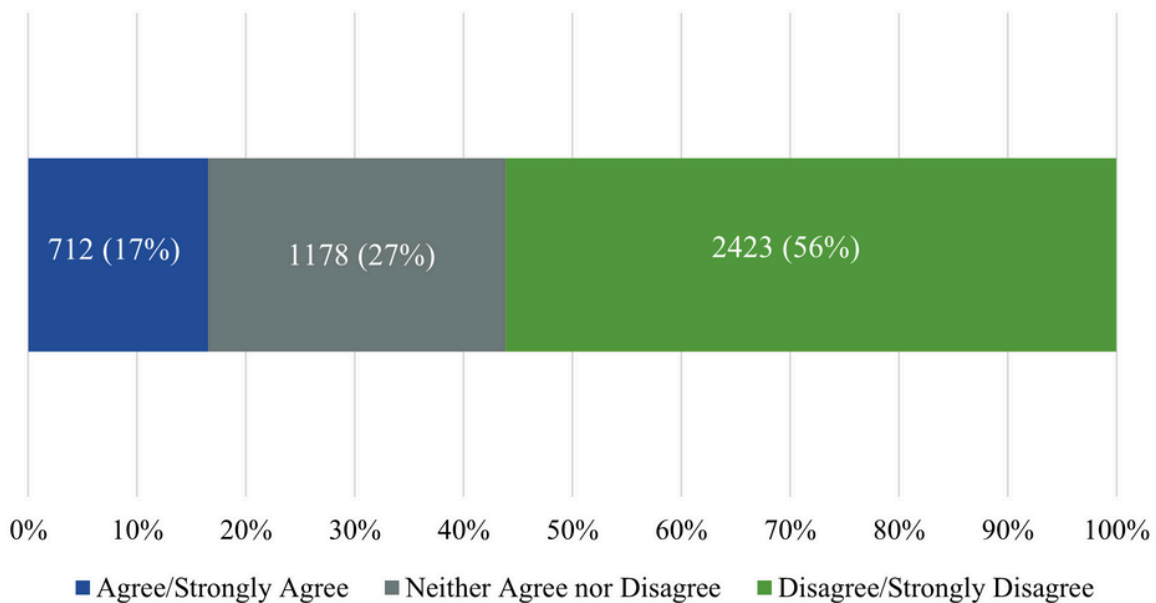
Figure 3: I would put more effort into recycling if I knew for certain that the items I put in my curbside bin were being recycled after collection. (n = 2,742)



“What is the actual path of recycling? I don’t trust that it gets recycled, even if I take all of the right steps”

Similarly, client knowledge of the downstream process is also limited. Only 17% of residents reported having a good understanding of what happens to recyclables after collection, while 56% disagreed and 27% were neutral (see figure 4). This finding suggests that a substantial share of residents lack clarity about what happens at the post-collection stage of the recycling system.

Figure 4: I have a good understanding of what happens to recyclable materials after they are collected by Wasatch Front Waste & Recycling District. (n = 4,313)

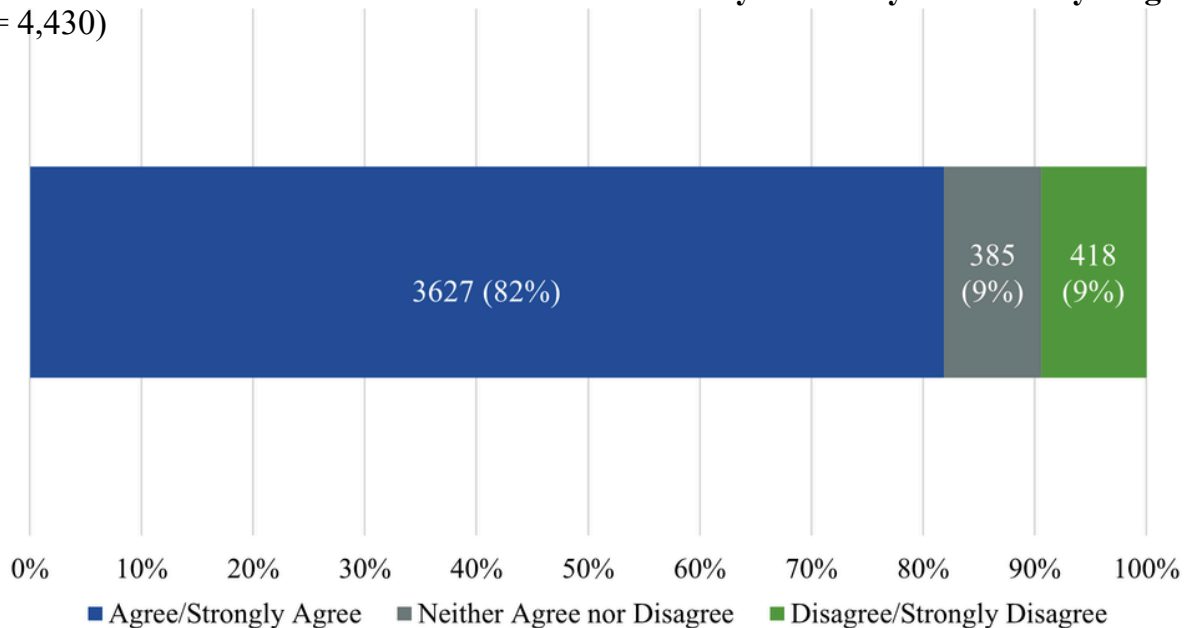


Together, these findings show that trust is one of the most significant barriers identified in the survey. Residents value recycling, feel confident in their ability to do it, and in many cases have a good understanding of the actual rules. Yet, they often do not know what happens after their bin is emptied. Without downstream visibility, many residents cannot verify whether their recycling efforts lead to meaningful outcomes. This uncertainty carries behavioral consequences. Residents are not resistant to recycling itself, but are navigating incomplete information and limited visibility into what happens after collection. As a result, some put in less effort or pay less attention to detail when recycling.

Recycling Knowledge and Customer Behaviors

Residents expressed high confidence in their ability to identify what belongs in their home recycling bin, with roughly 82% agreeing that they felt knowledgeable, while approximately 9% disagreed, and another 9% of the respondents selected the neutral response option. (see Figure 5).

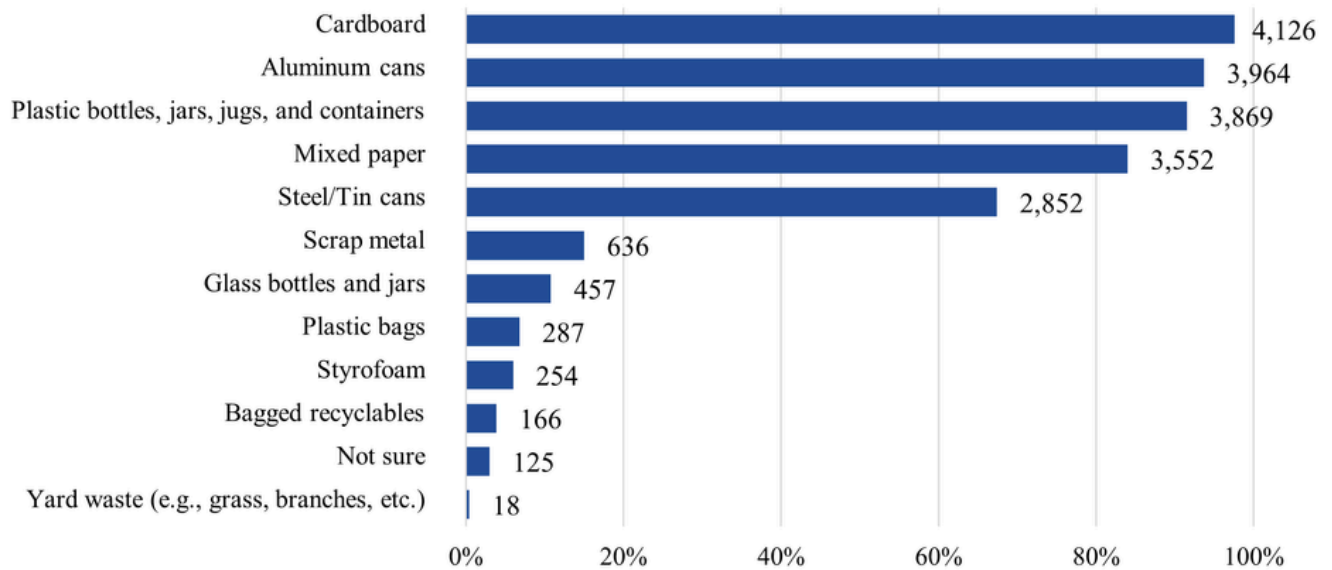
Figure 5: I'm confident I know what items can be recycled in my home's recycling bin(s).
(n = 4,430)



When asked to identify specific acceptable recyclable items, nearly all respondents correctly selected cardboard (98%), aluminum cans (94%), and plastic bottles, jars, jugs, and containers (92%). Additionally, 84% selected mixed paper (see Figure 6). These high percentages indicate widespread familiarity with core materials.

Accuracy declined for other recyclables. Only 67% correctly identified steel or tin cans as recyclable items. Incorrect selections were also notable. Scrap metal was selected by 15% of respondents, followed by glass bottles and jars (11%), plastic bags (7%), Styrofoam (6%), and bagged recyclables (4%). In addition, 3% indicated that they were unsure.

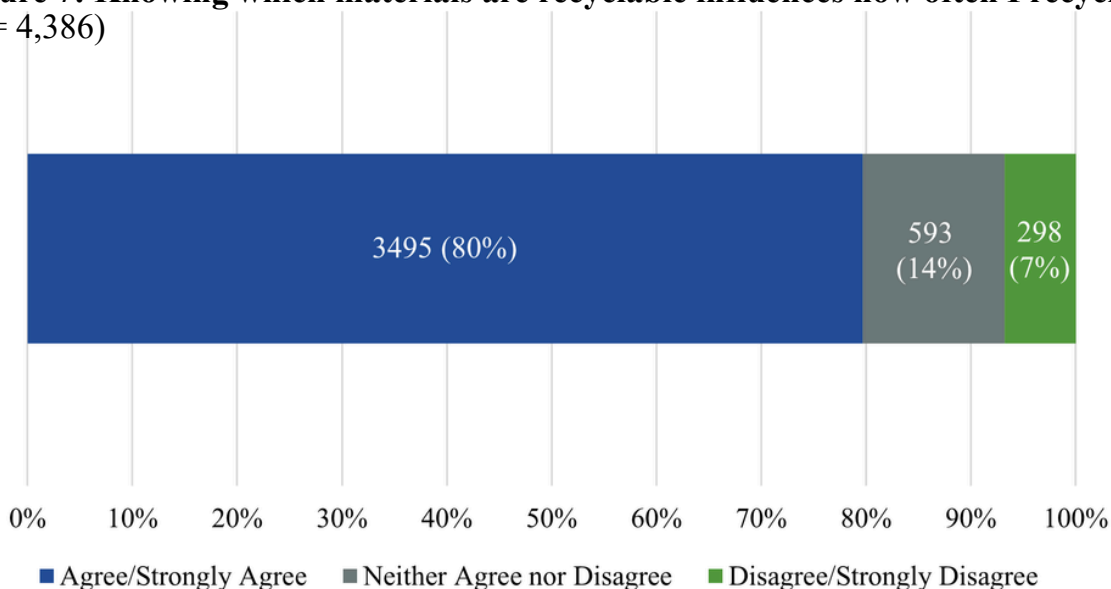
Figure 6: Which of the following items belong in the blue recycling bin?
 (Select all that apply) (n = 4,229)



Taken together, respondents do not indicate a broad mismatch between confidence and competence. Residents feel confident and perform well on the most common items, yet notable uncertainties remain in specific categories. Most notably, these include overlooking tin and steel cans as recyclable and incorrectly assuming that items such as scrap metal and glass jars are recyclable in their home’s recycling bin. This may also reflect which items households are more likely to recycle, as steel and tin cans often require additional cleaning, and glass must be recycled elsewhere.

Knowledge also plays a role in motivating recycling behavior. Four out of five respondents agreed that knowing what materials are recyclable influences how often they recycle, while only a small percentage disagreed. This indicates that for many residents, behavioral follow-through depends on feeling confident in their understanding of the rules. Clear, consistent information is therefore likely to support increased recycling efforts (see Figure 7).

Figure 7: Knowing which materials are recyclable influences how often I recycle.
 (n = 4,386)



These findings highlight the link between what residents believe they know and how they recycle in practice. To further understand this relationship, it's useful to look at how respondents prepare their items before placing them in the bin.

When asked whether they ensure their recyclables are empty, clean, and dry before placing them into the bin, 77% agreed or strongly agreed, 14% reported neutrality, and 9% disagreed (see Figure 8). These results indicate that most respondents report following recommended preparation practices, though nearly 20% may contribute to contamination by placing soiled or wet items in the bin. Additionally, this may reflect the lesser likelihood of believing that steel and tin cans are recyclable, as they require additional cleaning.

Avoiding the use of bags is one of WFWRD's most emphasized rules. Approximately 88% of respondents agreed or strongly agreed that they do not bag recyclables, 6% were neutral, and fewer than 6% disagreed. This demonstrates strong overall adherence, yet even small pockets of inconsistent behavior have consequences at scale (see Figure 9).

Figure 8: I make sure my recyclable items are empty, clean, and/or dry before placing them in the recycling bin. (n = 4,287)

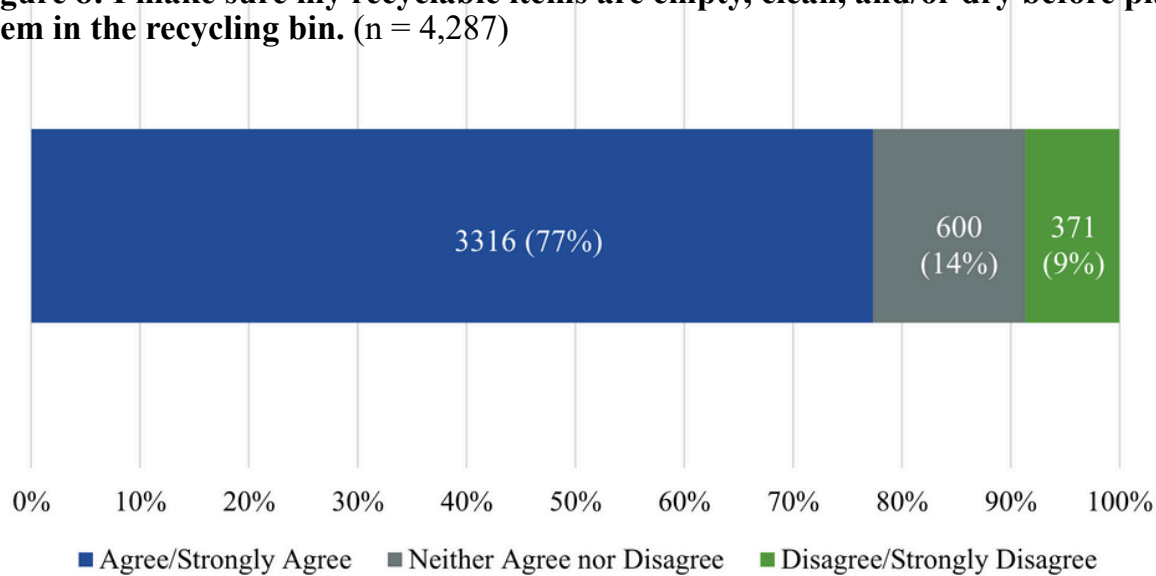
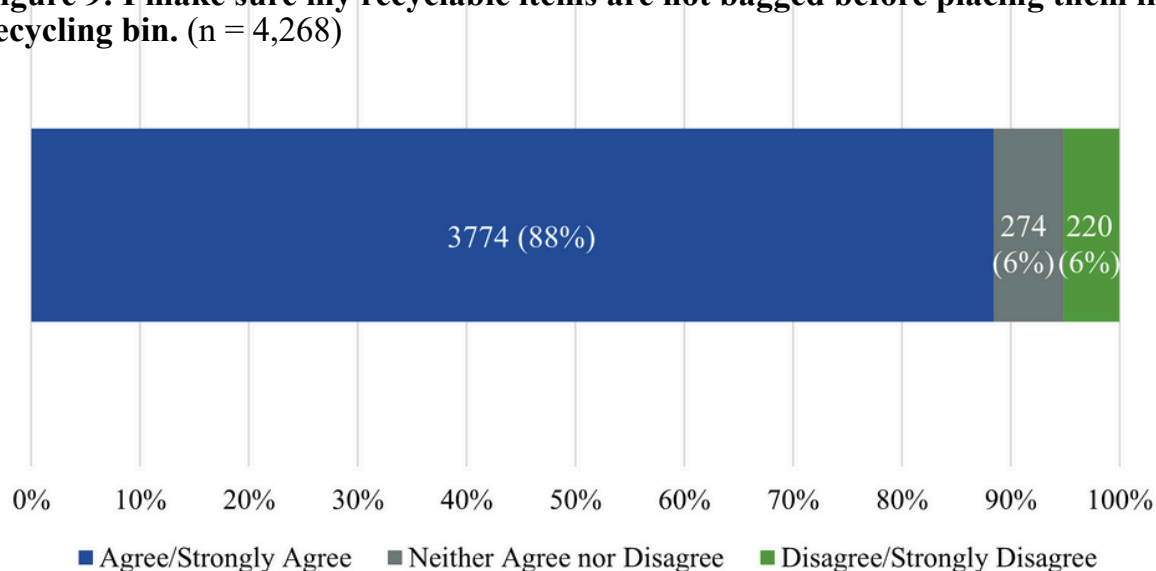


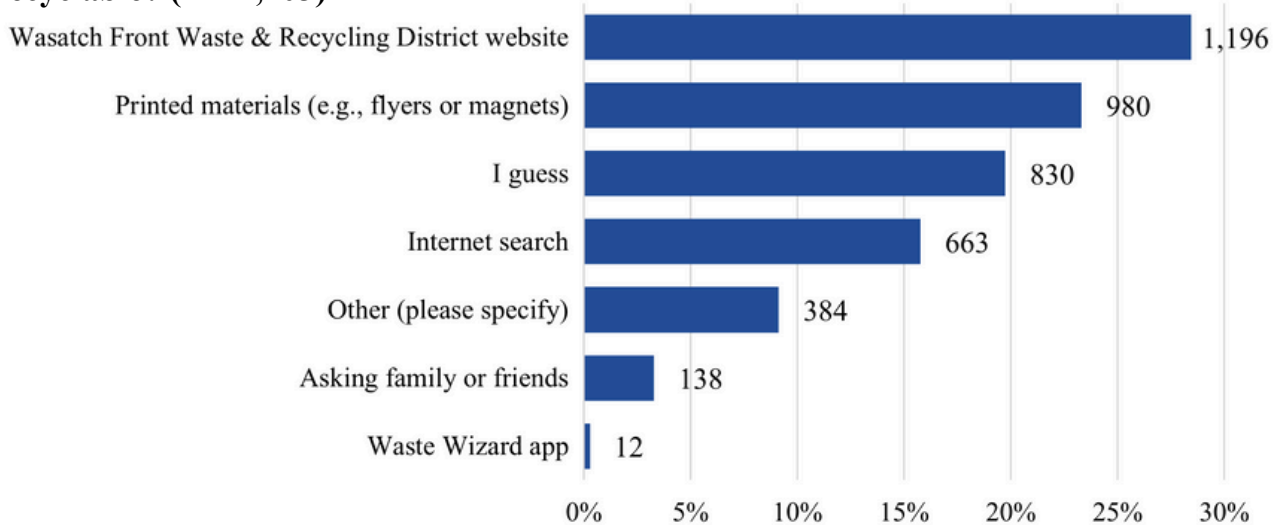
Figure 9: I make sure my recyclable items are not bagged before placing them in the recycling bin. (n = 4,268)



Information Sources, Educational Tools, and Barriers

Survey respondents most commonly selected the WFWRD website when responding to the question “Where do you most often look for information when you are unsure if an item is recyclable?”, with just under 30% of respondents selecting the website (see Figure 10). Printed materials (e.g., flyers or magnets) were the second-most-frequently used resource at 24%. About one-fifth of respondents said they simply guess when making recycling decisions, suggesting that uncertainty often leads to quick, informal judgments rather than consultation of formal information sources. Despite expressed interest in a mobile app (see Figure 11), fewer than 1% of respondents reported using the existing WFWRD Waste App.

Figure 10: Where do you most often look for information when you are unsure if an item is recyclable? (n = 4,203)



Free-response entries from the “other” category accounted for 384 or roughly 9% of total answers to the question “Where do you most often look for information when you are unsure if an item is recyclable?” (see Table 1). Free response items were coded by theme. Comments that aligned with more than one theme were coded across multiple categories, while responses that were not relevant to the question were excluded from coding. Open-ended text comments help illustrate how customers navigate uncertainty, even though each subtheme represents only a small fraction of the overall sample. A portion of respondents reported relying on the stickers attached to their recycling bins as their primary guide, indicating that easily accessible, location-based cues are especially influential. Others described checking the packaging itself for recycling symbols or numbers, but noted confusion about which numbers are accepted locally. Some respondents explained that when they are unsure,

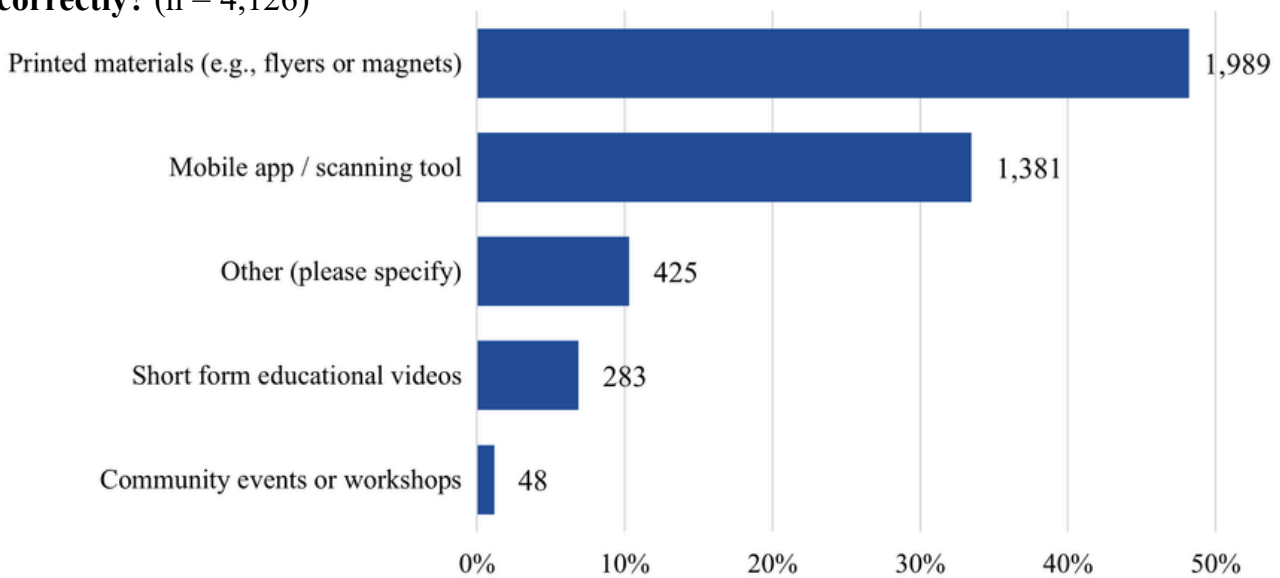
Table 1: Where do you most often look for information when you are unsure if an item is recyclable? Other (please specify)

	n = 384
On recycling can	115
Don't look, throw in trash	117
Item packaging	81
Flyer/fridge magnet	18
Website/internet search	10
Refer to someone else	38
Misc.	38

they throw the item away rather than risk contaminating the recycling bin. These patterns suggest that many customers default to the information that is most readily available (e.g., printed materials, bin labels, packaging, or personal judgment), especially when they find local guidance difficult to understand.

A small number of free responses (four in total) expressed mistrust in the recycling system, referencing past changes in what is accepted or rumors about recyclables being sent to the landfill. Although these views represent a very limited share of respondents, they help illustrate the kinds of frustrations and uncertainties that can discourage the use of official information sources. One respondent noted that items previously accepted were no longer recyclable, which they found “*very frustrating.*” Another said they do not spend much time verifying recyclability because they have “*low confidence the items are actually being recycled,*” and instead make their “*best guess.*” These comments demonstrate how even isolated perceptions of inconsistency or lack of transparency can shape individual information-seeking behaviors. The results from Figure 10 and Table 1 indicate that while formal informational tools exist and are used by a notable portion of residents, many customers rely on easily accessible cues or informal strategies when faced with uncertainty. The free-response data indicate that confusion about changing rules, uncertainty about packaging labels, and, in rare cases, skepticism about the recycling process all influence how customers decide where to seek guidance.

Figure 11: What kind of educational tool would be the most useful for helping you recycle correctly? (n = 4,126)



Survey respondents strongly indicated that printed materials, such as flyers or magnets, and a mobile app or scanning tool would be the most helpful tools in helping them recycle correctly (see Figure 11). Almost 50% of respondents selected printed materials, while nearly 35% chose a mobile app or a scanning tool. As previously noted, a small number of survey respondents reported using the WFWRD scanning app (see Figure 10), despite many respondents indicating a preference for a mobile app or scanning tool as an educational tool to improve recycling behavior.

Table 2: What kind of education tool would be the most useful for helping you recycle correctly? Other (please specify)

	n = 307
Add a label on the blue bins	145
Internet/website	44
Send an email	32
Magnet for fridge or bin	26
Short videos	17
Flyers	16
I don't recycle	16
TV ads or public service campaign	11

Free-response entries accounted for 425 or 7% of total answers to the question “What kind of educational tool would be the most useful for helping you recycle correctly?” (see Table 2). The overwhelming majority of free-response entries were variations on the idea of having correct recycling information directly on the blue bins themselves. One respondent suggested: *“Put a sturdy decal right on the lid of the recycle bin or, if not feasible, offer for low price or free indoor collection recycle bins that have information on what is and is not recycled by Wasatch Waste.”*

Commonly, respondents wanted something permanent that was attached to the bin itself, while others requested a sticker or magnet that could be placed on the bin. Several respondents suggested including a QR code in addition to the images, as well as outlining what can and cannot be included. One respondent suggested, *“printed*

directly on [the] bin, maybe with a QR code for more detailed info”. Suggestions included using images rather than words so that the decal could be versatile for both Spanish and English users.

One respondent asked, *“Could the cans themselves have a visual aid for knowing what can and can't go inside? (One that non-English speaking people would also understand)”*. Another respondent suggested: *“Every item that can be recycled printed on the recycle bin permanently. Don't tell me what NOT to recycle because that leaves questions about certain items. Just list what CAN go in the bin.”*

Respondents selected using the internet or the WFWRD website as an education tool at the second-highest level. Some respondents expressed frustration that information was not immediately evident on the WFWRD website and instead required them to click on several links. Respondents suggested placing a prominent link or infographic at the front and center of the webpage that would take them directly to the full instructions. *“EASY TO ACCESS info on your website. Currently I have found it is TOO HARD to find info on your website. You need an item RIGHT ON YOUR NAV BAR (forget the How To Recycle item - no one wants to click two or three pages deep). It needs to say RECYCLE and take the user RIGHT TO A PICTURE SCREEN. Think of how many users are doing this on their phone!?? Research has shown that ppl are only 1-2 clicks to get to the info they want. YOUR WEBSITE DESIGNER HAS BURIED THIS INFO ON YOUR WEBPAGE. Get it RIGHT TO THE TOP with one click.”*

Another respondent suggested, *“On the home page of the Wasatch waste page, a large, predominant, above the fold variable simple graphic [that] show[s] what is or is not recyclable”*. Respondents mentioned specific questions and content to include in the website *“A website that gets more specific on what kinds of plastic containers, if scotch tape is ok on cardboard boxes, how clean an empty lotion or shampoo bottle has to be, if paper labels on empty food cans are ok, if empty aerosol cans are ok, etc. It might be helpful to know how paper is recycled, is shredded paper ok?”* Other items that were in question included milk cartons (not just milk jugs), aluminum foil, mailings that are mostly made of plastic, and Styrofoam used for packaging.

Short videos were mentioned by 17 respondents. One respondent explained, *“I also think an educational video would be important. I am big on recycling, but I don't recycle as much now that I'm not sure what things can actually go in there.”* YouTube videos or the WFWRD website were frequently identified as preferred platforms for video uploads. Meanwhile, flyers were mentioned by 16 separate individuals. Many suggested that the information be included on their monthly bill. *“Simple, easy printed materials with my monthly bill. Something that show[s] at a glance what is recyclable. Changing every month.”* One respondent generally remarked the need for *“materials that state what happens to items put in our recycling bins so that we have some confidence that our efforts make a difference”*.

A small number of responses mentioned that, rather than more educational tools for themselves, they would like to see changes in the system. Several respondents mentioned wanting to see an increase in sorting capacity at the WFWRD facility so that they wouldn't have to worry about keeping up with which plastics are allowed. Some respondents mentioned wanting to see laws around plastic manufacturing change, with one respondent writing, *“Laws that ban the manufacture and distribution of plastics that can't be recycled”*.

Respondents also seemed to use the free-response option to express general confusion and frustration about which items to recycle. One individual responded: *“The whole system is very confusing. I've heard that a lot of items with [the] recycle symbol, including one and two, which are supposedly ALL recyclable, are not recyclable in Salt Lake County. What is the deal??”* Respondents expressed skepticism about whether recycling is actually helpful and inquired about its effectiveness, for example, the monetary amount saved for each recycled item. One respondent said, *“I would like to know how much is actually recycled.”* Another wrote: *“I think if people saw what you did with the items, that would be helpful in promoting it. I once heard that recycling one aluminum can would run a TV for 40 hours. people need a reason to recycle.”* One respondent said, *“Knowing which items provide the most value or benefit to our society if they are recycled.”* Respondents also questioned whether using water to wash out items negated the benefit of recycling due to the water used, whether recycling offered any benefits when the recycling collection trucks use potentially significant amounts of diesel to collect recyclable items.

The results from Figure 11 and Table 2 indicate that respondents have strong preferences for easily accessible and highly informative educational tools, like printed materials and mobile apps. Notably, respondents showed interest in education tools that offer more than just information on what items are recyclable, but rather education tools that would inform WFWRD customers about the recycling system, the benefits of recycling, and why recycling processes are implemented in a particular way. The free-response data re-emphasizes the desire for easily obtainable information that builds trust in the broader recycling process.

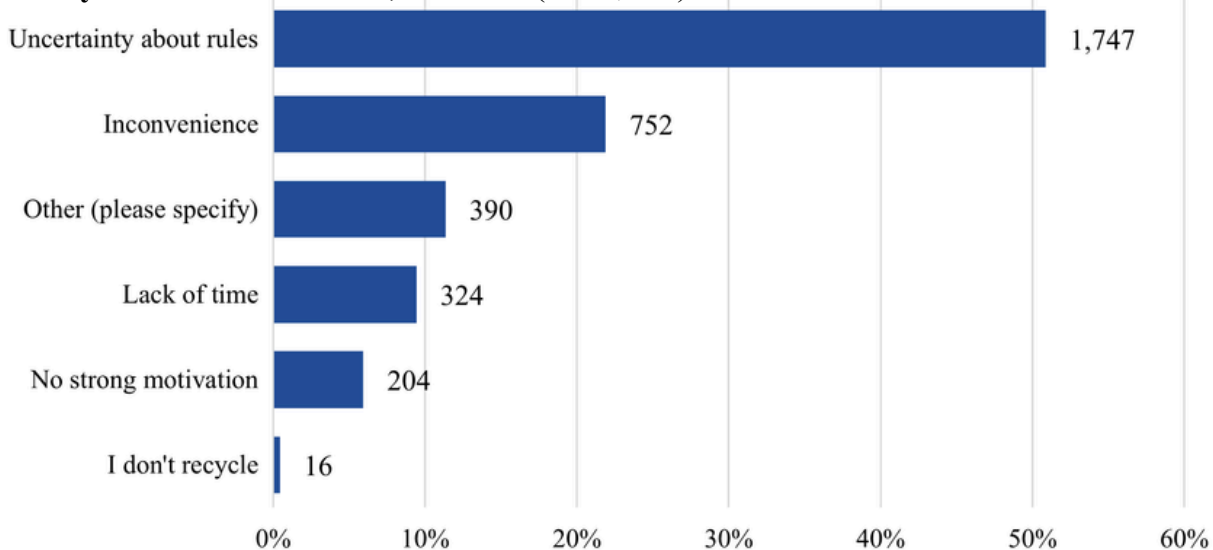
Survey respondents indicated that uncertainty about rules and inconvenience were the most significant barriers to properly recycling (see Figure 12). Over 50% of survey respondents reported uncertainty about the rules driving poor recycling behavior, while almost 22% of respondents selected inconvenience as the primary reason behind lapses in proper recycling.

Free-response entries accounted for 390 or 11% of total answers to the question “Sometimes things get in the way of properly recycling. When this happens, it is usually because of barriers, such as:” (see Table 3).

Table 3: Sometimes things get in the way of properly recycling. When this happens, it is usually because of barriers, such as: Other (please specify)

	n = 459
Trust issues	87
Influence of others	66
Cleaning and waste preparation	60
Program limitations	51
Space limitations	50
Rule uncertainty	45
Inconvenience and time constraints	41
Costs and fees	21
Lack of access to services (e.g., glass	12
No reported barriers to recycling	26

Figure 12: Sometimes things get in the way of properly recycling. When this happens, it is usually because of barriers, such as: (n = 3,433)



Respondents identified trust issues as the largest barrier to proper recycling. Comments identifying trust issues as a barrier included questions about whether recycling efforts are meaningful or whether collected materials are actually recycled. One respondent explained that, *“All the news about the items actually not being recycled and ending up in landfills even though I put them in the recycling bin. It's demotivating.”* Other respondents wrote, *“Are these items really getting recycled in the first place? What if there's a label on the item. Does it just get discarded anyway? Questions like this give me pause.”* And *“Disbelief that what gets sent to recycle actually gets recycled. It was long stated by local politicians that it was all going to the dump. I just assume that has not changed.”*

Many survey respondents additionally identified the influence of others, such as family members, guests, or neighbors, who may contaminate recyclables, not participate, or disrupt recycling practices in shared spaces, as a major reason why they were not properly recycling. One respondent described this happening by *“Other neighbors putting their garbage in our bins when theirs are full.”* And another wrote, *“Other household members adding to the recycling bin, especially smaller children.”*

Respondents identified cleaning and waste preparation as a significant barrier, which included difficulties related to cleaning recyclable items or dealing with food residue. Survey respondents commented, *“When something is so dirty that it would waste a ton of water to get it clean enough to recycle,”* *“I would use too much water trying to clean the item”*, *“Conflicting priorities. Example: Living in the desert with limited resources, do I really want to spend the gallons of water necessary to fully clean a plastic laundry detergent bottle so that it can be recycled? It's going into the bin in a “RCRA empty” state.”*

Free-response comments also highlighted perceived limitations in local recycling systems, such as limited accepted materials, unclear guidelines, or other shortcomings, which reduce the convenience of recycling services for respondents. One respondent wrote, *“No recycling opportunities for electronic waste, phones, laptops, batteries, cork, light bulbs etc”*. Several respondents expressed a desire to recycle glass but reported having no available place or program in their area that accepts glass. Additionally, many respondents expressed uncertainty about recycling rules. This uncertainty included which materials are recyclable and questions about how items should be sorted correctly. Some respondents felt confused about the recycling labels on plastic products not correlating with recycling guidelines. One respondent stated, *“We just moved here from California and the rules are very confusing. We are placing plastic bags and unmarked (with recycling number) plastic containers in the black containers. It just feels so wrong but that is what we are currently doing. We are also driving to a glass recycling center on a weekly basis to recycle wine and beer bottles.”*

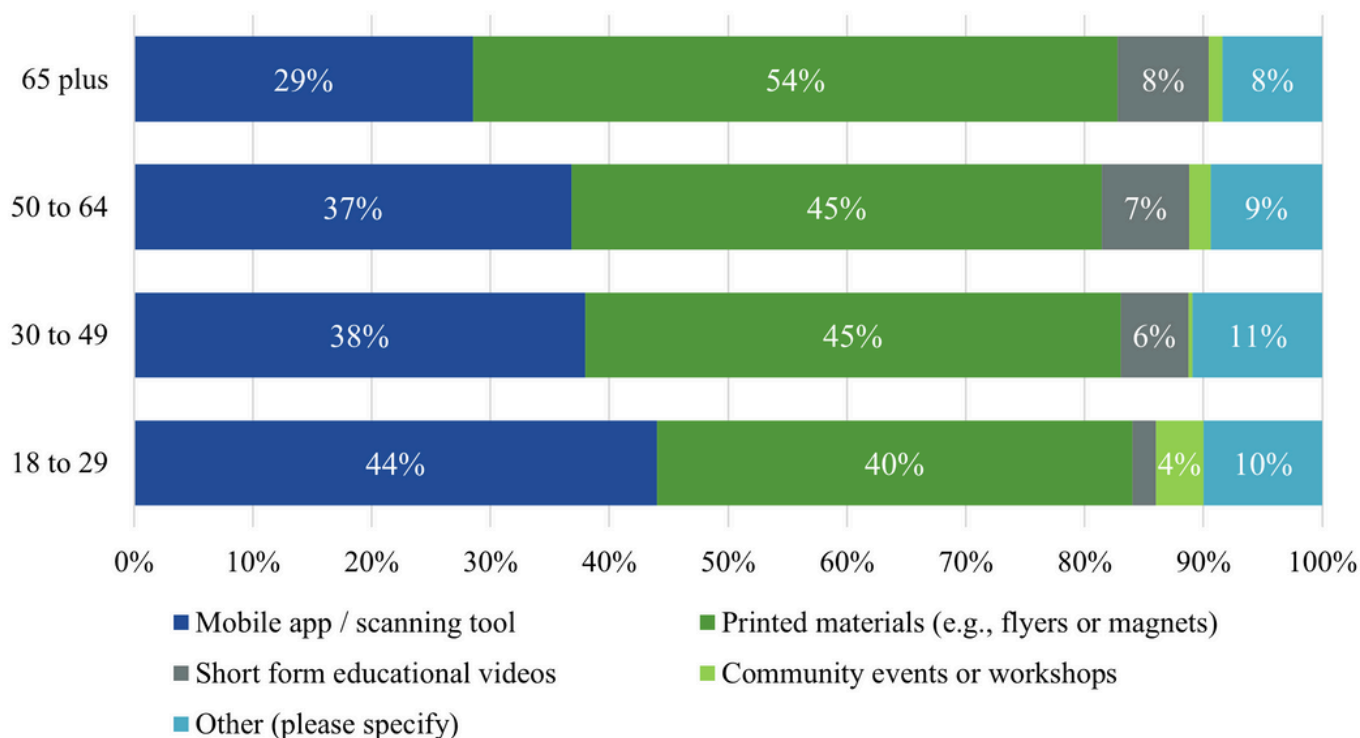
Respondent Differences by Demographics: Sub Group Analyses

Subgroup analyses were conducted to determine whether attitudes toward recycling, behaviors, information preferences, or reported barriers varied across demographic or geographic groups.

Comparisons were made by ZIP code, age group, household size, and income level. Across all analyses, no meaningful or impactful differences emerged. Many subgroup analyses revealed statistically significant relationships. However, further statistical analysis indicated that these significant relationships had trivial or non-existent effect sizes, suggesting that there was no practical significance despite the statistical significance. Respondents tended to report similar levels of confidence in their recycling knowledge, similar sorting behaviors, and comparable challenges regardless of their reported ZIP code or demographic characteristics. These findings suggest that recycling experiences and uncertainties are broadly shared across WFWRD’s service area rather than concentrated within particular communities or demographic groups.

One topic area showed a slightly increased effect size at a subgroup level. Examining survey responses to the question “What kind of educational tool would be the most useful for helping you recycle correctly?” by age group (see Figure 13) revealed that younger respondents showed somewhat stronger interest in mobile apps or scanning tools. Older respondents also expressed interest in a mobile app, but showed a clear preference for printed materials over the other possible answers. These differences were modest but consistent, indicating that while printed materials remain broadly useful, supplemental educational formats may resonate differently across age groups.

Figure 13: What kind of educational tool would be the most useful for helping you recycle correctly by age group (n = 4,091)



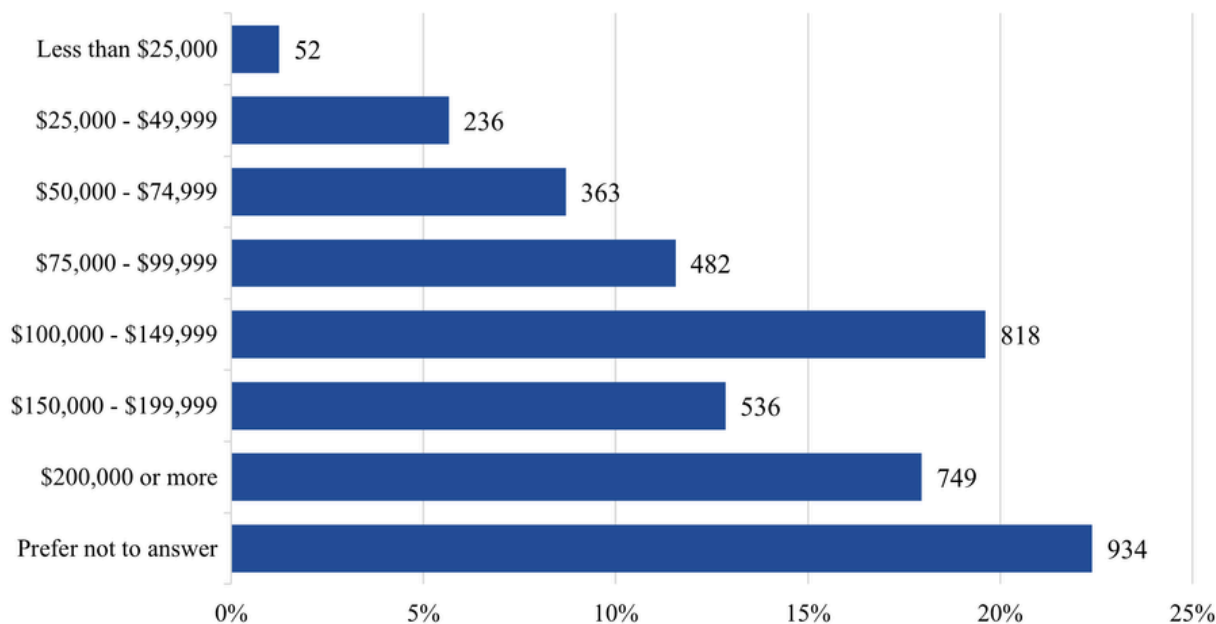
Because subgroup differences were limited, the most informative variation in perspectives came from the open-ended responses in questions 10, 11, and 12 (see sub-section Information Sources, Educational Tools, and Barriers). Comments requesting clearer bin labels, more accessible website navigation, explanations of confusing packaging labels, and greater transparency about how recycling works appeared across demographic lines. These themes reinforce the broader finding that most residents experience similar informational gaps and barriers regardless of age, ZIP code, or household characteristics.

Overall, the subgroup analysis suggests that WFWRD’s outreach strategies may not require heavy demographic targeting. Instead, improvements that enhance clarity, consistency, and accessibility of recycling information are likely to benefit residents across the district.

Survey Respondent Characteristics

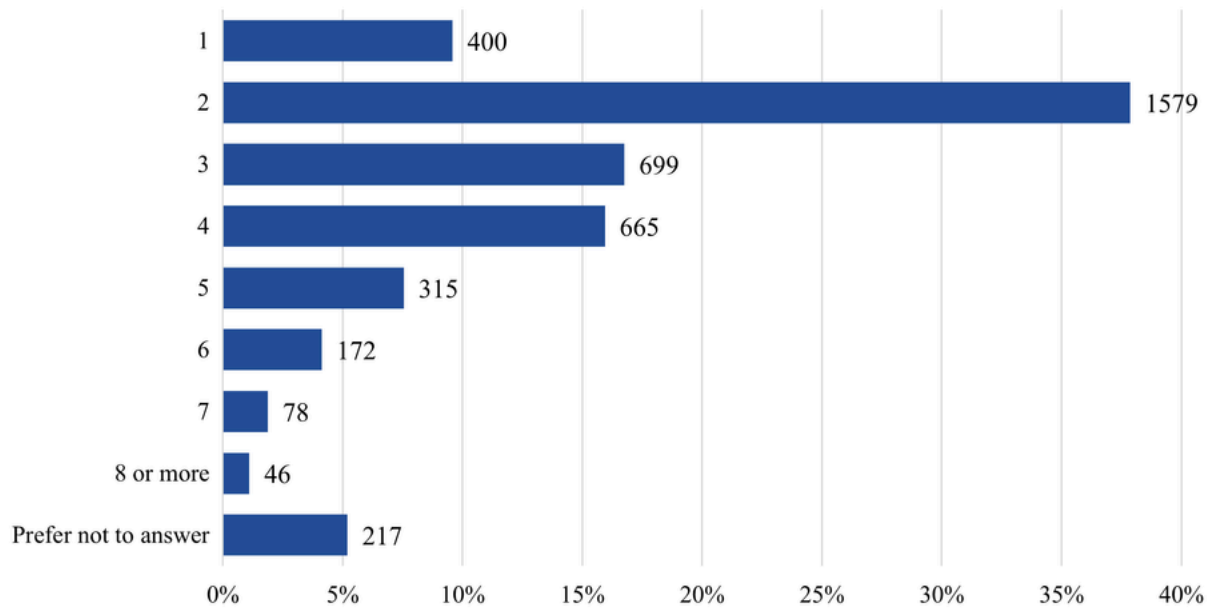
The survey sample represents a broad range of household types, with a particularly strong representation among mid- to high-income residents. As shown in Figure 14, the largest category of respondents (934 respondents) indicated that they preferred not to report their household income. Among those who provided information, incomes skewed toward the upper end of the scale. Households earning \$200,000 or more (749 respondents) and those earning between \$100,000 and \$149,999 (818 respondents) make up the two largest income-reporting groups. Far fewer respondents fall into lower-income brackets; for example, only 52 respondents reported annual household income below \$25,000. This pattern suggests either a genuinely higher-income population within WFWRD’s service area or a response bias in which higher-income residents were more likely to participate in the survey.

Figure 14: What is your total annual household income before taxes? (n = 4,170)



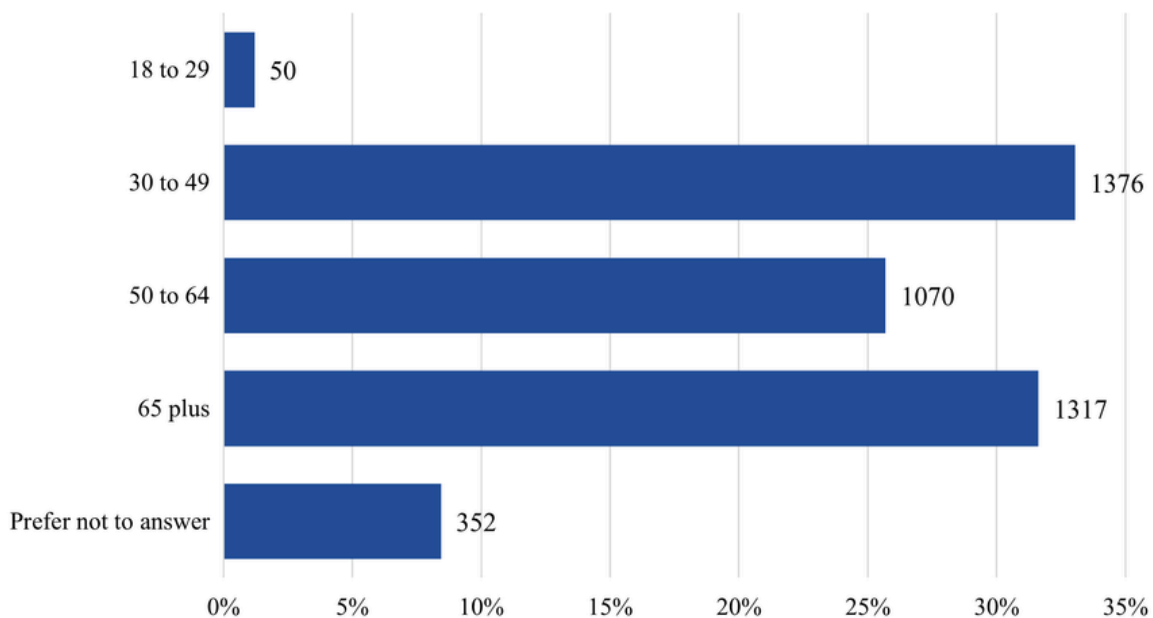
Household size patterns offer additional context for interpreting recycling behaviors and information needs. Two-person households represent the largest segment of respondents (1,579 respondents), indicating that many survey participants live in relatively small domestic units. Three- and four-person households follow, with 699 and 665 responses, respectively. Larger households become progressively less common, declining sharply among homes with six or more people.

Figure 15: How many people live in your household (including yourself)? (n = 4,171)



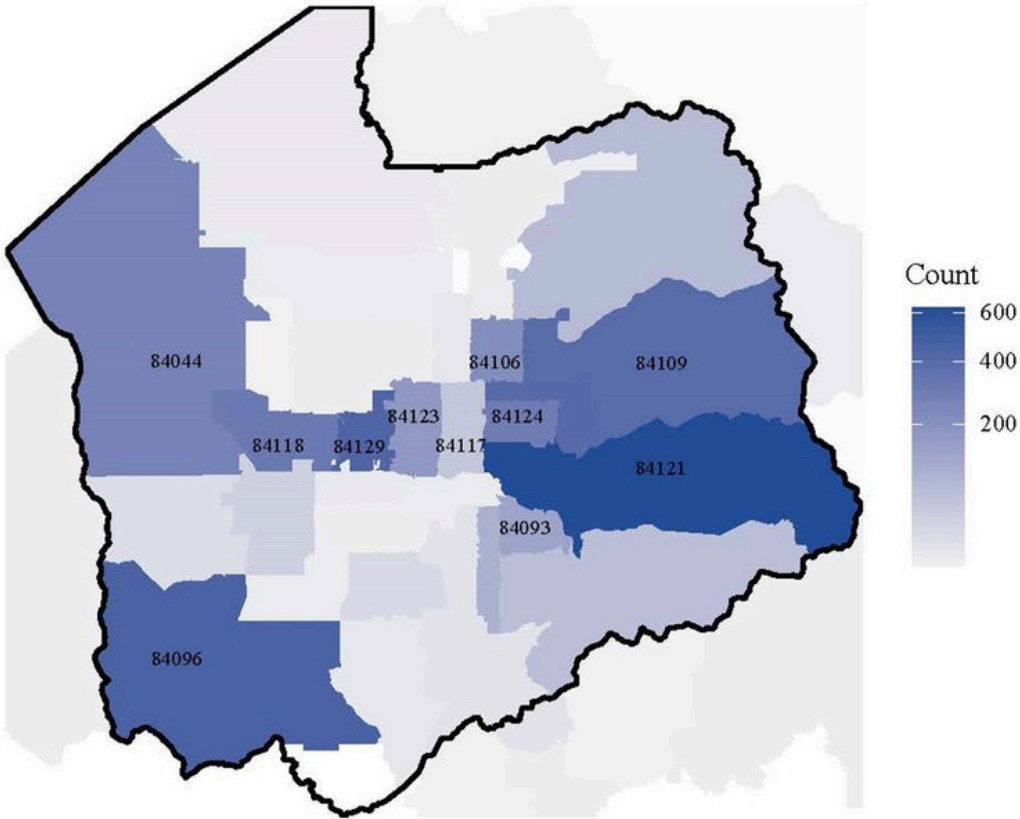
Survey respondents reported a fairly even distribution across age groups. Ages 30 to 49, 50 to 64, and 65 plus all included over 1,000 responses each (see Figure 16). The 30- to 49-year-old age group had the highest response rate, with 1,376 responses.

Figure 16: What is your age group? (n = 4,165)



ZIP Code data show broad geographic coverage across WFWRD’s 14 municipalities and unincorporated service regions in Salt Lake County. The choropleth ZIP Code map (see Figure 17) confirms that responses were generally dispersed throughout the district rather than clustering in one or two specific communities. ZIP Code areas that received over 100 responses are labeled in Figure 16.

Figure 17: What is the five-digit ZIP Code of your primary residence? (n = 4,162)



Survey Recommendations

Survey results show that respondents share similar recycling challenges across demographic and geographic groups. Confusion about the recyclability of specific items, difficulty accessing clear instructions, and limited trust and understanding of what happens after collection were common themes. Recommendations related to survey findings offer potentially impactful opportunities for improving recycling accuracy and reducing contamination across WFWRD's service area.

Educate customers to improve confidence and trust in the WFWRD recycling program.

Respondents identified trust as a significant barrier to proper recycling behavior. Many reported not knowing what happens to recyclable items after pickup, how much gets recycled, and what difference it makes. A large proportion stated that they would recycle more carefully if they better understood the recycling process and felt confident that materials were truly being recycled.

Strategies may include:

- Public media campaign to increase trust in recycling (newsletter, radio, social media, news).
- Indicate how much is actually recycled through clear, accessible public reporting.
- Explain the impact of recycling, including whether benefits outweigh the cost of rinsing items, fuel use, and processing.
- Put videos on the website showing tours of recycling facilities to increase transparency and demonstrate what happens after collection.

Improve customer access to recycling guidelines.

Respondents generally agreed that uncertainty about rules frequently impacted proper recycling practices. Many described difficulty locating clear guidance online or finding printed materials when needed. Respondents expressed a desire for improved WFWRD website functionality (with fewer clicks to reach guidelines), easy-to-access printed resources, and more consistent messaging across formats.

Strategies may include:

- Provide labels or stickers that residents can attach directly to their recycling bins.
- Offer targeted education on commonly confused items, namely tin/steel cans, glass, scrap metal, and plastic bags.
- Simplify website navigation and add clear visual guides to reduce confusion.
- Expand mobile app usage and increase advertising of the existing app.
- Offer short instructional videos explaining which items are recyclable and how to prepare them properly.

Appendix 1: Survey Questions and Results

1. Please indicate your level of agreement with the following statement: I'm confident I know what items can be recycled in my home's recycling bin(s).

	n = 4,430	%
Strongly agree	1,256	28.40%
Agree	,371	53.50%
Neither agree nor disagree	385	8.70%
Disagree	350	7.90%
Strongly disagree	68	1.50%

2. Please indicate your level of agreement with the following statement: Knowing which materials are recyclable influences how often I recycle.

	n = 4,386	%
Strongly agree	1,673	38.10%
Agree	1,822	41.50%
Neither agree nor disagree	593	13.50%
Disagree	201	4.60%
Strongly disagree	97	2.20%

3. Please indicate your level of agreement with the following statement: I'm confident the items I'm putting in my home's recycling bin(s) are being recycled.

	n = 4,358	%
Strongly agree	343	7.90%
Agree	1,260	28.90%
Neither agree nor disagree	1,577	36.20%
Disagree	889	20.40%
Strongly disagree	289	6.60%

Display question 4: If answer to Q3 = Neither agree nor disagree, Disagree, or Strongly disagree

4. Please indicate your level of agreement with the following statement: I would put more effort into recycling if I knew for certain that the items I put in my curbside bin were being recycled after collection.

	n = 2,742	%
Strongly agree	1,282	46.80%
Agree	823	30.00%
Neither agree nor disagree	436	15.90%
Disagree	147	5.40%
Strongly disagree	54	2.00%

5. Please indicate your level of agreement with the following statement: I have a good understanding of what happens to recyclable materials after they are collected by Wasatch Front Waste & Recycling District.

	n = 4,313	%
Strongly agree	139	3.20%
Agree	573	13.30%
Neither agree nor disagree	1,178	27.30%
Disagree	1,736	40.30%
Strongly disagree	687	15.90%

6. Please indicate your level of agreement with the following statement: Recycling is important to me.

	n = 4,305	%
Strongly agree	2,661	61.80%
Agree	1,219	28.30%
Neither agree nor disagree	320	7.40%
Disagree	64	1.50%
Strongly disagree	41	1.00%

7. Please indicate your level of agreement with the following statement: I make sure my recyclable items are empty, clean, and/or dry before placing them in the recycling bin.

	n = 4,305	%
Strongly agree	2,661	61.80%
Agree	1,219	28.30%
Neither agree nor disagree	320	7.40%
Disagree	64	1.50%
Strongly disagree	41	1.00%

8. Please indicate your level of agreement with the following statement: I make sure my recyclable items are not bagged before placing them in the recycling bin.

	n = 4,268	%
Strongly agree	2,669	62.50%
Agree	1,105	25.90%
Neither agree nor disagree	274	6.40%
Disagree	153	3.60%
Strongly disagree	67	1.60%

9. Which of the following items belong in the blue recycling bin? (Select all that apply)

	n = 4,229	%
Cardboard	4,126	97.60%
Aluminum cans	3,964	93.70%
Plastic bottles, jars, jugs, and containers	3,869	91.50%
Mixed paper	3,552	84.00%
Steel/Tin cans	2,852	67.40%
Scrap metal	636	15.00%
Glass bottles and jars	457	10.80%
Plastic bags	287	6.80%
Styrofoam	254	6.00%
Bagged recyclables	166	3.90%
Not sure	125	3.00%
Yard waste (e.g., grass, branches, etc.)	18	0.40%

10: Where do you most often look for information when you are unsure if an item is recyclable?

	n = 4,203	%
Wasatch Front Waste & Recycling District website	1,196	28.50%
Waste Wizard app	12	0.30%
Printed materials (e.g., flyers or magnets)	980	23.30%
Asking family or friends	138	3.30%
Internet search	663	15.80%
I guess	830	19.70%
Other (please specify)	384	9.10%

11. What kind of educational tool would be the most useful for helping you recycle correctly?

	n = 4,126	%
Mobile app / scanning tool	1,381	33.50%
Printed materials (e.g., flyers or magnets)	1,989	48.20%
Short form educational videos	283	6.90%
Community events or workshops	48	1.20%
Other (please specify)	425	10.30%

12. Sometimes things get in the way of properly recycling. When this happens, it is usually because of barriers, such as:

	n = 3,433	%
Lack of time	324	9.40%
Uncertainty about rules	1,747	50.90%
Inconvenience	752	21.90%
No strong motivation	204	5.90%
I don't recycle	16	0.50%
Other (please specify)	390	0.1136

13: What is the five-digit ZIP Code of your primary residence?

	n = 4,162	%			%
84121	628	15.09%	84102	2	0.05%
84096	460	11.05%	84103	2	0.05%
84129	432	10.38%	84119	2	0.05%
84124	402	9.66%	84120	2	0.05%
84109	396	9.51%	84125	2	0.05%
84118	316	7.59%	84127	2	0.05%
84117	301	7.23%	84414	2	0.05%
84044	268	6.44%	85121	2	0.05%
84106	217	5.21%	83106	1	0.02%
84123	177	4.25%	84004	1	0.02%
84093	132	3.17%	84005	1	0.02%
84094	92	2.21%	84010	1	0.02%
84108	67	1.61%	84022	1	0.02%
84092	60	1.44%	84043	1	0.02%
84107	44	1.06%	84048	1	0.02%
84081	28	0.67%	84054	1	0.02%
84095	17	0.41%	84083	1	0.02%
84006	13	0.31%	84087	1	0.02%
84020	8	0.19%	84114	1	0.02%
84070	8	0.19%	84128	1	0.02%
84065	5	0.12%	84131	1	0.02%
84115	5	0.12%	84139	1	0.02%
84084	4	0.10%	84212	1	0.02%
84116	4	0.10%	84217	1	0.02%
84009	3	0.07%	84223	1	0.02%
84047	3	0.07%	84229	1	0.02%
84098	3	0.07%	84332	1	0.02%
84101	3	0.07%	84404	1	0.02%
84104	3	0.07%	84780	1	0.02%
84105	3	0.07%	84790	1	0.02%
84122	3	0.07%	84944	1	0.02%
84003	2	0.05%	85094	1	0.02%
84041	2	0.05%	85109	1	0.02%
84045	2	0.05%	85117	1	0.02%
84049	2	0.05%	85124	1	0.02%
84074	2	0.05%	89034	1	0.02%
84088	2	0.05%	89143	1	0.02%

14. What is your total annual household income before taxes?

	n = 4,170	%
Less than \$25,000	52	1.20%
\$25,000 - \$49,999	236	5.70%
\$50,000 - \$74,999	363	8.70%
\$75,000 - \$99,999	482	11.60%
\$100,000 - \$149,999	818	19.60%
\$150,000 - \$199,999	536	12.90%
\$200,000 or more	749	18.00%
Prefer not to answer	934	22.40%

15. How many people live in your household (including yourself)?

	n = 4,171	%
1	400	9.60%
2	1,579	37.90%
3	699	16.80%
4	665	15.90%
5	315	7.60%
6	172	4.10%
7	78	1.90%
8 or more	46	1.10%
Prefer not to answer	217	5.20%

16. What is your age group?

	n = 4,165	%
18 to 29	50	1.20%
30 to 49	1,376	33.00%
50 to 64	1,070	25.70%
65 plus	1,317	31.60%
Prefer not to answer	352	8.50%

Appendix 2: Open-Ended Question Responses

Q10: Where do you most often look for information when you are unsure if an item is recyclable? Other (please specify)

Response categories:

- (1) On the recycling can (115)
- (2) Don't look, throw in the trash (117)
- (3) Item Packaging (81)
- (4) Flyer/fridge (18)

- (5) Website/ internet search (10)
- (6) Refer to someone else (5)
- (7) Miscellaneous (38)

(1) On the recycling can (115)

- Recycle can
- The sticker on top of my can
- The lid of the blue recycling bin
- Read the lid of the blue bin
- It's printed on the blue cans themselves
 - Can
- On the lid of the can
- sticker on the can
- Sticker on the blue can
 - Trash can
- On the recycling can
 - the lid of the bin
- Top of trash can
 - What is printed on the container
 - The label on the can
- I look on my recycling can
- Top of the recycle dumpster
 - on lid of recycle container.
- Instructions printed on collection containers.
 - The lid on the container
- The top of recycle bin lists items
- Top of recycle bin
- Top of the recycle can
- Printed on top of the lid
- I have a sticker on top of my recycle can that I look at
- On the recycling can itself
- On my recycle can
- Label on my can
- It says on the container

- Instructions on the recycling container
 - On the blue garbage can
 - On the container itself
 - On front of the recycling can
 - It's written on the lid
 - sticker on the bin
 - The sticker on top of my recycling bin.
- Also our family took a tour of Transjordan landfill years ago and we learned then to not bag our recycling and not putting in Styrofoam etc
- On containers
 - read the lid
 - Looking on indications on the bin
 - the Recycling blue can
 - instruction on the trash can lid.
 - Top of can itself
 - Plastic tag on top of trash can
 - Read garbage can
 - That which is listed on top of the waste container
 - label on waste containers
 - Pretty sure it says it on the recycling can
 - the info printed on the can
 - Instructions on the bin
 - the can
 - Should be printed on the can to be sure, there is some information so I try to use it.
 - Trash can or bottle of product
 - The can itself says what's ok
 - text on blue can

- Label on recycling bin
- The information printed on the lid of the recycling bin
- I look on my garbage can
- Lid of recycle cans
 - On the lid of the can
 - read what is printed on the container
 - I'd prefer a magnet on the fridge or a sticker on the bin to remind all of us. It's inconvenient to have to google it.
- On top of the blue dumpster - and the WFW&RD website.
- I look on the container
- Garbage can lid.
 - Look on my blue recycle bin
 - on top of recycle can
- I look on the lid of my blue bin
 - On the garbage can. It has information on what is accepted
- Sticker on Garbage Lid
 - on can lid
 - The garbage can itself
 - top of the blue bin says what can be placed in the bin • Top of bin
- I look on the top of the bin
 - Garbage lid • Sticker on my bin
- Top of the can
- The sticker on top of the recycle bin
 - On the recycling bin lid
- I look at the can lid
- Picture on my recycle bin
 - On the can • The sticker that's on the can

(2) Don't look, throw in the trash (117)

- If I have any question I just throw it in the trash instead.
- If I have any doubt I throw it away in the garbage bin
- Toss it in the garage bin
- Throw it away
- If unsure I throw away instead.

- Printed on the lid of the container.
- on the recycling bin
- Look on invoice or lid of bin
- On my recycle trash bin
- Top of lid on can
- I look at the can
- The label on the container
- printed sticker on the blue bin lid
- Top of waste container
- The waste bin
- On the can
- The label on the can
- what is listed on the can
- i think it was on the can but few months ago had can replaced, so not sure if its still on the can.
- i look at the top of my can, it has pictures of things that are recycle
- symbols on the items
- The label on the bin
- If I don't know for sure, I don't recycle it. (I can look on the blue can lip for a list too.)
- Information on containers
- The picture on my blue can.
- I look on the recycling container.
- R Eads on dumpster
- Top of my blue can
- The sticker on the blue recycle can
- Top of can
- I go by what's on the lid of can .
- Printed on the bin lid
- Picture in top of the can
- look on the container
- ON TOP OF THE BLUE CAN

- I do not recycle, everything goes into the trash can
- if unsure I don't recycle it
- I do not
- If I question, I usually throw it away.
- when in doubt, throw it out (garbage can)
- I don't, it goes in the trash can.

- I throw it away if I'm not sure
- If I'm unsure I just put it into the trash.
- I won't recycle if I don't know
- if unsure, I dont recycle item
- I don't.
- If I am unsure of a specific item, I usually throw it away :(
- if not sure it goes in the other can.
- Do not look
- I put in the non-recyclable bin
- I don't
- If I'm unsure I put it in the regular bin.
- I don't look at all
- If I'm not sure then I don't recycle it
- I just put it in the trash if I'm not sure
- I just throw it away if in doubt
- If in doubt I don't recycle.
- I just don't put it in the recycle bin
- When in doubt I just throw it in with regular waste
- IF UNSURE I PUT IT IN THE GARBAGE RATHER THAN THE RECYCLE BIN.
- I don't put it in the bin
- don't recycle it
- I put in garbage.
- Put in the garbage not recycle
- Just throw away
- When in doubt, throw it away.
- If I'm not entirely certain, I put the item in the regular trashcan for nonrecyclables.
- I don't recycle the item
- I throw it away in the garbage if I am unsure.
- Trash it
- If unsure I throw them in the garbage
- I rarely use the blue can
- If I am not sure I put it in the trash
- If unsure, I put in regular bin. (non-recycle)
- just throw away
- When in doubt we don't
- I don't look, I put them in the garbage if I'm not sure.
- i dont look for the info
- I don't.
- I don't look
- Place in trash
- I throw it in the trash
- If I am not sure I put items in garbage bin
- I dont
- I have never looked.
- I don't throw it in the recycle container
- If I'm unsure, I usually just throw it in the trash.
- I don't. Just put it in trash.
- when in doubt, throw it out
- I dont
- I just discard in garbage bin if unclear
- I recycle based on guides received from Wasatch waste. I don't recycle what I am uncertain on.
- I just don't recycle if I question it
- Don't put it in, but in the beginning I was told items were recyclable now aren't, which is very frustrating.
- If I don't know, I put it in black can.
- I don't I just throw it in the garbage
- When in doubt, throw it out
- just throw it away instead if unsure
- If I'm not sure, I put it in the trash.
- if in doubt throw it out
- Just throw it in garbage if unsure
- Black can.
- not recycle item
- I just throw it away if unsure
- I don't recycle it.
- I don't recycle it
- When in doubt, throw it out (don't recycle)
- don't recycle
- I just throw it in the garbage if I'm not sure
- If I am unsure I dispose of it in my garbage.
- if unsure it goes in the trash
- I don't look for information
- Don't look. I only put paper card iard or milk containers that are plastic
- I throw it away if I'm unsure

- I don't look if I don't know
- If in doubt, it goes in the trash
- i dont know where to search
- I don't look for information. If I don't know, I put it in the trash.
- lol I'm not looking up [redacted].
- Regular garbage can
- Throw away when not sure
- When in question we throw away in the garbage.
- If im not sure then it goes in the garbage
- If I'm unsure, I put it in the garbage
- If I'm unsure I don't put it in the recycle bin.
- When in doubt, I throw it out.
- Just throw away
- I put in trash
- Dont guess just throw in trash if I don't know

- I throw it away if it's too hard to clean or I don't know if it's recyclable
- I don't
- I just throw it in the garbage
- I dont
- If I don't think it can be recycled, I don't put it in the can.
- If I don't know it goes in the trash
- If I don't know I don't put it in the recycling bin
- If not sure, it's garbage
- I don't
- Throw it in the trash
- I do not bother, I just throw it away. It is not worth my time.
- I would just throw it away if I'm not sure
- I don't look or know where to look. Not sure I'd make an effort.

(3) Item Packaging (81)

- Markings on packaging
- product packaging
- On the products themselves
- packaging on the product
- recycling logo on packaging
- Item label
- On item being recycled
- Recycling information on products
- I look at the symbol on the item. But then I'm not sure what it stands for
- info on item packaging
- on the conatiner
- look for acceptable recycling number on product
- It's a mixture of looking at the recycle logo and intrenet search if uncertain
- On the item's package
- I look at the product
 - Look on the product
 - I look on the packaging
- I usually look on the item for a recycle symbol
- I look for the recycle symbol on the item.

- Look at the item for a recyclable symbol
- Labeling on the material
- On the bottom of the container
- As far as plastics the symbol on the package
- Look for recycable symbol
- I look on the item that I'm questioning. If I don't see a recycle sign, I throw the item away.
- If it has the triagle sign on the packaging
- I look for the symbol on the item to be recycled. It usually claims it is if it is.
- I like on the Item for the recycle emblem
- Recycling Triangle emblem
- The little stamp that indicates whether it's recyclable or not
- Look for the recycle emblem
- I look at the symbols on the item itself
- I look for the triangle symbol on the product
- On the item. A lot of them have numbers or say they are recyclable.
- On the product and/or packaging.

- Look on the item itself, or on the recycling bin
- I look for the recycle emblem on the item or check the paper Wasatch put out.
- I look at the product packaging
- On the item to be disposed
- I look for the recycle triangle.
- I look for the triangle on the plastic container. I was told we should put in 1, 2, and 5.
- packaging of the item.
- the symbol and number on the item
- Check the item for a recycle symbol.
- on the item
- Read the items packaging
- I look for the recycle stamp on the object
- Check the container for its recycling logo
- Manufacture labels
- I look at the stamp on the item in question.
- I look to see if there are any recycling logos on the item
- I look on the container for the triangle symbol that the container is safe to recycle. I also have the flyer that shows what can be recycled.
- I look on the product/container
- look for recyclable symbol on item
- I look on the packaging itself
- packaging

(4) Flyer/fridge magnet (18)

- flyer received by Wasatch Front Waste & Recycling indicating what is recyclable.
- I have it posted next to my recycle bin
- I post a flyer I received about what is recyclable and what isn't recyclable
- I put the flyers up where my family can see them, if they look updated
- the flyer you sent
- I keep the mailer taped to the door where my household recycling bin is.
- List provided by wasatch

- I look for the "recyclable" symbol on the item, but I don't know which ones you don't want
- On the back or bottom of items
- I look if there's a recycle symbol on the plastic
- The recycling symbol on the container
- I look on the item its self to see if it has the recycle symbol or sign
- On the item. I look for a recycle symbol
- on the actual product
- I look for the recycle symbol on the item
- The item packaging
- On the product itself
- Looking at the bottom of each item
- Look on the bottom of the bottle or for any "numbers" imprinted whether they're recyclable or not
- on the item itself
- On the item I want to put in the bin
- I look for the recycle symbol on the product.
- On the package or I look online
- Look for a triangle sign on item
- Look for symbols on the item
- packaging or in the container itself
- bottom of container
- I check the printed information on the same product • the item itself
- Check the container

- Magnate on refrigerator from slco years ago
- I have your hand out on the back of the door by the recycling
- Printed Materials and Indicator for the type of Plastic.
- the flyer that was sent out a couple years ago. it's incomplete
- my recycling magnet
- I would love a fridge magnet

- I've read the materials distributed by Wasatch Front, so if I have a question, I don't recycle the item.

(5) Website/ internet search (10)

- Local city website
- WFWRD app
- Your website, but when in doubt I throw it out
- Millcreek published guidelines
- Google
- On top of the blue dumpster - and the WFW&RD website.

(6) Refer to someone else (5)

- Look in neighbor's bin.
- Wife worked in recycling when residing in California
- I talk with my neighbor

(7) Miscellaneous (38)

- Momentum recycling
- Rumor on the street Utah takes it's recycling to the landfill after Covid
- Nowhere
- You took my recycle bin over a year ago so I don't recycle. I just want a discount not the bin back.
 - I call wasatch waste and recycling!
 - Wasatch front waste app
- as a youth I was in the scrap metal and recycling business
- Just cardboard and Milk jugs
- The app on my phone
- You people are very, very, very poor at communication. We recyclers mostly believe the recycled waste in mostly (way above 60%) moved to the landfill. You mainly get the recycled material that is of some value and throw most recycling in the landfill. You are paid a fortune by the State of Utah to do a recycling job, however you are only in it for your owners. Corporate greed and its worst.

- flyers from Wasatch Front Waste & Recycling District

- Google
- Online
- I look for answers on your website but end up having to guess because my question isn't answered
- WFWRD app

- follow advice from a recycling business owner
- My wife

- Wasatch Front Recycling social media posts.
- KSL.COM runs an occasional article. I recycle most of my metals myself at Western Metals and one other place nearby. I have a large lot so I have a place to stack and store aluminum, steel and aluminum cans. Last time that I recycled cans, I had over 1600 pounds. I have a truckload of scrap aluminum that I can take any time now. I think that I am a pretty good recycler.
- call WFWM
- I assume it is better to recycle than not
- I don't recycle anything due to your regulation
- I'm rarely unsure
- Utah Recycling Alliance
- I don't. I don't think honestly much of it gets recycled and there are things that are recyclable that we aren't allowed to put in
- Can waste and recycling do the least amount of effort and get the most profit.

- I wish there was a place that recycled styrofoam. It's confusing because it has the recycle symbol on the package.
- I used to work for Waste Management at the recycling center so I know what goes in.
- I only recycle cardboard
- Wasatch waste representative on SL City podcast. I learned a ton!
- recycling is not an option in my neighborhood
- Because I have low confidence the items are actually being recycled, I don't spend too much time trying to figure it out, and make my best guess.
- I recycle only items I'm sure are acceptable.
- I think I know. I have tried to pay attention. I'm a rule follower!

- I just won't put it in the blue bin if I am not sure
- I pretty much just always put cardboard in there
- You should take anything I put in the can. It doesn't matter to me what you do with them. If you don't like this truth, just cancel the recycling program.
- I have mostly kept Clean Things in the can, I do not put food or drink cans in Because of having to Wash things out with Water, My Public Utility Bill is the Highest Monthly Bill I have
- Not Sure ? what else!! They took 7 years ago my recycling bin 7 years ago and never returned.
- I call Wasatch Front Waste & Recycling

Q11: What kind of educational tool would be the most useful for helping you recycle correctly? Other (please specify)

Response categories:

- | | |
|--|--|
| (1) Add a label on the blue bins (145) | (6) Flyers (16) |
| (2) Internet/ website (44) | (7) I don't recycle (16) |
| (3) Send an email (32) | (8) TV ads or public service campaign (11) |
| (4) Magnet for fridge or bin (26) | |
| (5) Short videos (17) | |

(1) Add a label on the blue bins

(145)

- Put it CLEARLY on the bin, go do audits and scold people, publically is best I find
- As they are, stamped on top if the bin
- Printing on the bin
- short TV of online ad explaining it - and a flyer stuck to my can or in the mail
- Sticker for the recycling bin
- Can clearly labeled with plastic #s and other similar items.
- Put a label on the bin of what's good/bad
- Having it printed on the recycle bin would help immensely
- Instructions on the bin itself
- Printed on the can, on the inside of the lid
- Qr code sticker on recycling bin
- Marking on recycling bin
- A list printed on the can
- the information on the blue can is sufficient
- note on blue bin
- fridge magnet

- molded labels on the bins
- Printed on the trashcan
- Make sure there are labels on the can
- Besides flyers, if containers themselves were marked recyclable. Otherwise I can't tell which are or are not and certainly I don't have time to research each item before recycling. Unfortunately I know you have no control over product packaging. So I let you figure out which plastics qualify for recycling.
- Current guidelines updated on containers.
- I love that you leave the flyers stapled to the garbage cans of people who are not following the rules. I think a little checklist of what was in there that is wrong would be helpful. I'm so frustrated when I am driving by and I see that recycling bins have been picked up even though they had bagged items in there.
- Magnet for fridge or sticker on cans for reminders when throwing out trash/recyclables
- Any sort of quick reference sticker, magnet or flyer that I can place on the bin or near the location of my bins for easy reference. I do not always carry my phone when taking out the trash and recycling.
- visual sticker on the recycling bin
- have it printed on the blue can
- Information on bin
- Stickers that you can put on your recycling can
- Printed info on the can
- Put pics on front of cans
- Printed on the blue can
- Messaging on the can
- Label on can lid is super helpful.
- Weather proof stickers, or vinyl lettering directly on the curb side bins with what is allowed and not.
- Yearly flyer on can that is more specific, such as heavy duty plastic that says its

recyclable is different from thin plastic bags, what about milk cartons not jugs?

- A large updated sticker for the lid of the bin would be good. Maybe a sticker for the black bin reminding people what should be recycled would be great too.
- weatherproof flyer that attaches to the blue bin
- Printed on can
- clearly printed on the can with icons or itemization
- Pictures/ words about what can be put in
- pictures on outside of bin
- put specific information on the bin, or delivered to mail box at least 2x a year...it seems things change each year. And must be specific. I haven't heard about washing out items before putting them into the bins. Also, where does the stuff go, and does it actually get recycled? I have heard most are just dumped into the garbage dump. So, I am not using my bin anymore, except for cardboard boxes, and paper.
- have ALL you can recycle listed on lid 1 or 2 times a year info sent to each house
- Print on blue can
- Put the info on the side of the can as a reminder
- give us something to attach to the bin
- Information directly on the can outside and a magnet on the garbage can inside
- Sticker on the bin, now my kidds look and try to match it, its exciting!! and fun
- Printed on the recycle bins
- Put examples on garbage lids
- There should be a label and picture on top of the blue bins
- Printed on recycling bin
- Put what is allowed on all recycling bins in English and Spanish
- Put a sticker on top of the bin
- Clear pictures and text on the can itself.
- Label on can
- label on garbage can

- Print on the can
- Imaging on the cans
- Container LID
- Top of the can
- Every item that can be recycled printed on the recycle bin permanently. Don't tell me what NOT to recycle because that leaves questions about certain items. Just list what CAN go in the bin.
- List out on top of garbage can
- Continue to list the items that should go in the waist container on top of the waist container
- Short videos are great, but also could go in herrimanology youtube, also herriman connection pamphlet, also flyers attached to the actual recycle bin •
- Its printed on the can. It needs to be Bolder to bring attention. There is way to much contamination in the recycle bins.
- checklist on the top of the can seems rather obvious.
- Printed on Trash Can
- info on bin, which I think there is
- list on the can
- Put it on the can
- Print it directly onto the recycle container. Be specific, i.e., can all mailings be recycled, even those that seem to be sealed in plastic?
- A weatherproof list I can attach to my recycle bin.
- Write on garbage can what goes in it
- Stick it on the cans themselves
- I think you should send out flyers, magnets, and stickers to put on the cans
- Pics on can itself
- Print on lid top of can
- Printed material on lid of container that holds recyclables —blue bin
- Printed material attached to the recycle bin
- Clearly marked on the inside lid of every blue recycling container.

- Those little notes on the top of the bins work well
- Just having it on the lid of the recycle bin
- Place instructions on bin
- Giant labels on every bin
- Printed on the lids (as it is). Need to add pictures of items that aren't allowed (with crossed out circle).
- stickers to put on home bins would be helpful, community video to all wasatch front users
- I like the sticker on the can
- Notice on can
- listed on the recycle can
- Printed on recycling bins, notifications with every bill
- Clear labeling on the can
- Signage listing all recyclable materials on the outside of the bin
- I like the idea of magnets but I know my neighbors use their recycling bin as a second garbage can. Could the cans themselves have a visual aid for knowing what can and can't go inside? (One that non-English speaking people would also understand.)
- I have a printed guideline posted above the blue bin
- Designed Icons and Text on the Garbage Can itself.
- printed directly on bin, maybe with a QR code for more detailed info
- Information should be on the recycle collection bin
- Keeping it in the garbage can
- I like the top of blue recycle bin
- Print it on the actual cans.
- Sticker on the bin
- On the trash can-more visible with picture icons
- Sticker for the recycling bin
- Fridge magnets
- Printed sign placed directly on recycle can
- Put a sturdy decal right on the lid of the recycle bin or, if not feasible, offer for low

price or free indoor collection recycle bins that have information on what is and is not recycled by Wasatch Waste

- Added to the side of the recycling can
- Printed on recycling cans lid
- Clear informatics on bin, or a flyer taped to the bin so I see it when I bring in the bin.
- on the can
- Lable on my recycle trash bin
- Have it printed on the underside of the bin lid.
- Printed on garbage can
- Just print the items on the bin lids
- I would say printed materials, but even more would be to replace the lids of the cans so other people know. It seems most everyone is putting plastic bags and other non recycles in the can.
- Label on the can lid.
- Printed on recycling can
- I tape your flyer to my inside recycling bin.
- attach/glue instructions on lid of the bin.
- Something to put on recycling can to indicate the # on the item that can be recycled.
- Qr code or other info in the recycling bin
- Better bin markings
- The labels on the lid of the can
- The sticker on my recycling bin is very helpful

(2) Internet/ website (44)

- Faster more accurate internet searches
- Online lists are fine.
- Sounds like another price increase. I'll just use Google.
- Website --- Main page or navigation link. That's clearly describing it.
- Social media
- Website
- Up to date content that is easily accessible on the website

- Personally I would use the scanning tool. I rent my basement so a printed material on the can would be helpful for them
- Print a more detailed list of items on the can. Maybe inside / under the lid?
- I also look on the recycle garbage can. It shows what can be placed in there
- Labels printed on the can
- place the picture on the cans
- Put the list on the can lid.
- something on the blue bin itself with a list of what can go inside (on the lid, under the lid, or on the front of the can)
- Printed on the recycling can.
- Updated stickers on the recycle cans
- Print it permanently on the blue cans themselves. PLEASE DO NOT MAKE AN APP!
- Having them the info on the bins
- A sticker to put on the can lid or magnet for fridge door
- Just place instructions on the bin so I can refer to them when putting waste in the bin
- Written on recycling garbage can
- A weather proof sticker that goes on the bin
- Reminder placed directly on bin
- Scan on the can itself.
- I like it when there's a sticker on the bin, which says what things can be recycled.
- A sticker on the waste can
- Label/pictures on the bin

- Link to informational website in my email
- Make it easy to find on the website
- Website
- List on website
- Info on website
- On the website
- Maybe googling?
- A link to an online list that is clear. The flyer I once had was more confusing than helpful

- website
 - Detailed information on the website, including photos, recycling resin identification codes, examples, etc.
 - Magnet or info on front page of your website
 - Magnet/url for web site. I don't need another app on my phone
 - App AND printed materials
 - Wasatch Front web page
 - A website for questions and answers
 - Social media posts
 - Simple, easy printed materials with my monthly bill. Something that showed at a glance what is recyclable. Changing every month. And, on the home page of the Wasatch waste page, a large, predominant, above the fold variable simple graphic the showed what is or is not recyclable • I could only select one from here but multiple forms would be great, I would have also selected the short video- those could be shared in many ways: commercials, social media, email, website.
 - Online is best for updates/changes. I hate video, so prefer written. I'm confused by which numbers/shapes of plastics are good.
 - Better information on WDWRD website
 - EASY TO ACCESS info on your website.
- Currently I have found it is TOO HARD to find info on your website. You need an item RIGHT ON YOUR NAV BAR (forget the How To Recycle item - no one wants to click two or three pages deep). It needs to say RECYCLE and take the user RIGHT TO A PICTURE SCREEN. Think of how many users are doing this on their phone!??

(3) Send an email (32)

- Email
- Email reminders
- an email
- Email reminders

Research has shown that ppl are only 1-2 clicks to get to the info they want. YOUR WEBSITE DESIGNER HAS BURIED THIS INFO ON YOUR WEBPAGE. Get it RIGHT TO THE TOP with one click.

- website
- All of the above would help. An easy source online especially.
- looking on the internet
- Database or the mobile app/scanning tool - using it on the internet without having to download is optimal
- website
- Social media
- This website is the most helpful
- Information on website
- Online reference guide
- A website that gets more specific on what kinds of plastic containers, if scotch tape is ok on cardboard boxes, how clean an empty lotion or shampoo bottle has to be, if paper labels on empty food cans are ok, if empty aerosol cans are ok, etc. It might be helpful to know how paper is recycled, is shredded paper ok?
- the website
- I like the idea of an app/scanning but know many older folks would not need that and prefer print which everyone can benefit from but both would be great
- Website lookup for upkeep, updated item database
- Online
- Internet links to waste management site
- Website is enough of an educational tool for me

- An email with photos of what is and isn't recyclable
- Email list
- Email notifications
- Emails

- Email reminding what can/can't be recycled
- Email sent periodically
- Email with examples
 - Periodic email reminders
- Email updates
- Email reminder
- Send email
- Email guidance
- Email me a reminder
- Emailed guidelines
- Email newsletter
- Email information

- Email with clear instructions
- A monthly email
- periodic emails
- Emails with photos
- an email list
- Educational email
- Email reminders monthly
- Email that shows recyclable items
- Emails that clarify what goes where
- Email showing proper sorting
- An email reminder on recycling rules
- Email with visuals

(4) Magnet for fridge or bin (26)

- Magnet
 - Up to date content that is easily accessible on the website
- Refrigerator magnet
- Fridge magnet with items to recycle
 - Magnet!
- Magnet for fridge or sticker on cans for reminders when throwing out trash/recyclables
- Any sort of quick reference sticker, magnet or flyer that I can look at and immediately tell which bin an item belongs in. I don't always carry my phone when taking out the trash and recycling.
- Magnet or info on front page of your website
- Magnet/url for web site. I don't need another app on my phone
- Refrigerator Magnet
- Refrigerator magnet with pictures/words - something I can post on my fridge and reference easily at home.

- A magnet that can go on your fridge, that gives visual representation so that I can easily tell if something is recyclable or garbage.
- magnet for the fridge listing what items are recyclable
- Magnet for the fridge.
- Magnet for the fridge or bin
- Magnet with recycle cheat sheet
- Magnets for fridge
- Magnet for fridge.
- Magnet with pictures of recyclable items
- A refrigerator magnet with pictures that show what goes in each bin
- A magnet or sticker I can put on/in a cupboard or on my fridge
- Magnet for fridge that lists common recyclable items
- Magnets for fridge or near garbage
- Magnet for the refrigerator showing recyclable items
- Magnet chart for fridge
- Magnet with list of recyclables

(5) Short videos (17)

- A well-vetted wiki.
- Short form educational videos that show how nonrecyclable items placed in the bin jam up the process and interfere with effective recycling

- Instagram reels (like UDOT)
- Cheap YouTube ads
- Short videos are great, but also could go in herrimanology your city newsletter;

information pamphlet, also flyers attached to the actual recycle bin

- I also think an educational video would be important. I am big on teaching my children how to do things correctly. I look at this question as what is most important to least important.
- Stickers to put on home bins would be helpful, community video to all Wasatch Front users
- A video sent to homes with an explanation of recycling dos and don'ts. • YouTube videos following the recycling train from house through processing, including an idea of some recipients of recycled materials.

(6) Flyers (16)

- Detailed flyers
- I like posters. They are easy to display and take little effort to use.
- Besides flyers, if containers themselves were marked recyclable or not, that would help. I struggle especially with plastics. So I let you figure out which plastics qualify for recycling.
- Any sort of quick reference sticker, magnet or flyer that I can look at and immediately tell which bin an item belongs in. I don't always carry my phone when taking out the trash and recycling.
- App AND printed materials
 - Printed materials, short videos
 - Simple, easy printed materials with my monthly bill. Something that could be put on the fridge. A simple graphic that shows what is or is not recyclable
 - A mobile app may also help in addition to a flyer.

(7) I don't recycle (16)

- None, I put all items in trash can.
- Not interested in recycling
- Get rid of recycling

- A video showing the sorting and recycling process. It should show what items are rejected and why they are rejected.
- Explanation of what plastics can be recycled. I seem to be throwing away more plastic than I recycle.
- YouTube video
- YouTube video for Wasatch Waste
- Instagram reels like the UTA account
- A combo of an app & short-form videos
- Short videos, also for kids, to understand what can be recycled and the importance of it
- Printed mat, videos on TV like a commercial

- Printed material is helpful and visual. I think if people saw how much energy is saved by recycling, they might recycle more. For example, one aluminum can could run a TV for 40 hours. People need a reason to recycle.
- Printed material that is much more specific about what can and cannot be recycled so that we have some confidence that our efforts make a difference
- I use the flyer as mentioned previously
- Printed brochures
- Flyer needs to be very clear...
- Printed material AND community events and workshops
- Annual or maybe quarterly flyer on can
- Probably just a flyer, that says just paper and cardboard, etc. More buildings, apartments, turn this in to a New York City system

- Some people just don't care enough to pay attention.
- I will never pay to recycle

- People don't care. They won't do it. Stop recycling and cut our bill down.
- I rarely recycle
 - I don't care – recycling is bull [redacted]
- Dump the whole thing save me money
- End the recycle stuff, quit charging me for the “service” and hauling off cardboard only. Also the recycling can is too light and blows over in a strong wind creating a mess.

(8) TV ads or public service campaign (11)

- short TV or online ad explaining it — and a flyer stuck to my can or in the mail
- Television
- Public service ads
- You need to advertise (like you mean it) on billboards, TV, Instagram, and social media. You will not increase recycling without more influence on public awareness. Act like you mean it, walk your talk.
- Ads on TV

- I don't. I just throw it in the garbage
- I'm against adding anything to the cost. I would not recycle because it costs me money if I had a choice!
- I don't give a [redacted]
- Nothing, it is not that important to me
- This is not necessary.
- Stop recycling

- I could only select one, but multiple forms would be effective. Information should be shared in many ways: commercials, social media, email, website.
- Signs on trucks
- Radio or TV advertising
- An honest PR campaign that shows what, and how much, is being recycled.
- TV news spots
- Printed mat, videos on TV like a commercial

Q12: Sometimes things get in the way of properly recycling. When this happens, it is usually because of barriers, such as: (open-ended)

Response categories:

- | | |
|---|---|
| (1) Trust issues (87) | (6) Rule uncertainty (45) |
| (2) Influence of others (66) | (7) Inconvenience and time constraints (41) |
| (3) Cleaning and waste preparation (60) | (8) Cost and fees (21) |
| (4) Program limitations (51) | (9) Lack of access to services (11) |
| (5) Space limitations (50) | |

(1) Trust Issues (87)

- It doesn't get recycled, the oil industry does not support recycling and does everything they can to circumvent it.
- Knowing that it doesn't get truly recycled.
- Worry that items recycled don't actually get recycled. We have...nd should be in the buy/use less stage of sustainable living.
- Doubt that what I'd like to recycle will actually get recycled
- I don't believe that they actually are recycled.
- I dont believe they are truly being recycled
- All the news about the items actually not being recycled and e...ven though I put them in the recycling bin. It's demotivating.

- Lack of confidence that it is actually being recycled.
- Wondering if the recycled stuff goes into the trash, anyway?
- Concern that items aren't being processed for recycling
- The fact that very little recycling actually gets made into new products.
- Recycling ends up at land fill anyway, so why use a truck that...cks and not worth it if the materials are cheaper to buy new.
- I know most of the us recycling trash is shipped to China and ...y could be better spent somewhere else than pushing recycling
- companies that lie about actually recycling products or just sh...sposing in the landfill, also charging way to much to recycle
- Uncertain that it is recycled after I put it in the can
- Actual path of recycling. I don't trust that it gets recycled
- I resent the high cost while not being sure it is actually bei...o put into rinsing and prepping, and the cost being so high.
- I have low confidence the items are being recycled
- At times the recycle bins are NOT large enough. More and more...ecycle large pieces of cardboard or an abundance of cardboard.

(2) Influence of others (66)

- When contractors work at my house I have to hide my recycling bin in the garage bc they treat it like a regular trash can. Our recycling bin is green, which differs from surrounding cities so that can be a reason why they throw trash in the recycling bin
- My kids or spouse will put in something that cannot be recycled and I am unaware that it has happened
- Other people
- Impossible with a large family party. All trash goes unrecycled.

- i dont understand fully what goes and what does not.
- Uncertainty that items really get recycled ultimately
- unsure if plastics are truly recycled or just shipped off to landfills, etc.
- Feeling that it won't be recycled anyway, even if I take all of the right steps
- Dumped at the landfill.
- Rumors that the recycled materials actually goes to the landfill rather than being recycled.
- Recycling is mostly not an environmentally good thing to do. I...time is valuable, why would I waste it on something like this?
- Suspicions that recycling is often not happening
- obscure recycling outcomes
- Not sure it is being utilized in this state!!!
- unclear about what plastic is and is not recyclable through this service
- Not real excited about washing out containers, using water, an... just get discarded anyway? Questions like this give me pause.
- We try to recycle everything we can. Take grocery bags to the...tories with the possibility of recycling not being so great.

- Other household members adding to the recycling bin, especially smaller children.
- People in your Home not clear.
- My caretaker daughter puts inappropriate things in the recycling bin. I am too old and disabled to get them out. I am sorry. We appreciate the ability to recycle. Thank you. PS: my other daughter is completing this survey on my behalf, due to my dementia.
- Family members who are not familiar with what is recycled add items that are not recyclable or toss such items in the regular trash.

- You make it to [redacted] complicated! For gods sake I don't have endless time to study codes and symbols. I just throw it away. Keep it simple!
- Other people in the household put things in. Not sure ok
- Other people adding items
- Other household members putting things in that I miss.
- it seems like I don't do it correctly no matter what.
- Not all members in my family are equally committed. I am often frustrated by the careless way they recycle - or don't recycle. I am upset with all the waste with the Amazon stuff.
- Teenagers don't always follow instruction
- Other people in my household are lazy and don't follow rules and recycle properly
- I am a recycling pro. You guys/gals are not.
- Doing the recycling action distracted
- other household members not recycling or putting other stuff in the blue bin
- Visitors and others in my home that don't take time to recycle or recycle properly
- I do recycle, however most people aren't set up in the home to properly recycle and that's where it starts.(more ideas upon request)
- Husband is not always sure when he puts item in blue bin
- My husband puts things in I know aren't supposed to be in there.
- Have unmotivated friends. I do recycle
- Partner puts wrong materials in bin.
- kids will sometimes put the wrong things in the container or not cleaned out. I catch it when I can
- Guests use my recycling bin incorrectly without me knowing
 - Kids not following rule
 - Other people in my house that don't understand what recycling is

- I have no idea why anyone would not take the effort I would say Lazyness and inconvenient
- other people put things in our cans
- My handy husband gets stoves, washers, etc. to recycle at Western Steel when he takes them apart. I'm not sure what he puts in the blue bin is right or clean enough. Some are too heavy for me to lift & check. He takes tin cans there too & I take bottles to 2700 West in W. Valley.
- Make mistakes and dump my home recycle bin in with out checking to verify
- Guests at my house who don't know
- Asking my children to take out the recycling.
- Kids living at my house
- Children are still learning
- Family doesn't listen to what I tell them or guests don't know, i.e., take lids off bottles before putting in recycle.
- Grandkids put things in the wrong bin
- I recycle others in the house don't always
- Blue can overloaded or family put in wrong bin
- I do my best to recycle but my husband could care less. I did some out but honestly, I'm tired of doing that. He will NOT take time to educate himself
- People walking by toss garbage in my can
- Sometimes the children forget and recycle incorrectly
- There are kids in the house that may or may not put the correct items in recycling.
- Kids
- I have kids
- Senior with beginning of dementia, He doesn't remember to rinse items
- Other neighbors putting their garbage in our bins when their's are full.
- Convincing young people in my home that recycling is important and not time consuming
- Neighbors put in garbage

- I'm not the only one in my household •
Guests don't recycle- I sometimes go through the garbage but...

- Having other people in the house that don't know the rules
- Other people (guests, family members)

(3) Cleaning and waste preparation (60)

- More effort to clean the material (e.g., lots of water) than it's worth
- Inconvenience, paying for a service that I did not ask for, unsure if the results are worth the effort
- It's not worth it if we have to pay for more services
- When something is so dirty that it would waste a ton of water to get it clean enough to recycle.
- I would use too much water trying to clean the item
- It would take too much water to clean item •
Wastes too much water to properly clean item (eg peanut butter jar)
 - The fact that very little recycling actually gets made into new products.
 - Recycling ends up at land fill anyway, so why use a truck that "appears" to recycle? I don't recycle, it causes more trips for trucks and not worth it if the materials are cheaper to buy new.
- Because recycling isn't that important. There are other environmental issues that are much more important.
- If something needs to be deeply cleaned before recycling
- Cleaning the plastic bottles
- While I know most of what can be recycled it can be very inconvenient to keep multiple trash cans everywhere in my house and/or sort them as I dump. But as I don't know for sure that things are being recycled there is a lack of motivation to recycle all. Further, if there was still can recycling where citizens could get money back for cans there would probably be more recycled. There *may* be a program to do that but if there is I have heard nothing.

- Too much work on our end such as no bagging a cleaning everything out.
- need to clean out containers (plastic) because of water waste. also, which type of cardboard food containers apply
- Cleaning is cumbersome
- Sometimes cans takes too much time and water to get clean
- almost silly and labor-intensive procedures for ensuring cleanliness of "recyclable" garbage that may or may not actually be recycled at taxpayer expense and no ROI
- I struggle to decide if wasting water to clean certain items is worth recycling the item.
- I do not have time to wash and dry milk jugs, soda 2 liters etc
- It's hard to decide between which resource is better, as in is the water I use to rinse out some recyclable materials better to conserve as opposed to the single item (like something with food really stuck on)
- I have to wash out bottles which sometimes is hard • Sometimes it doesn't seem worth the water to rinse out containers completely.
- Pre-cleaning
- I don't like to waste water-- our most valuable resource, to get something clean that is really bad. Weighing the options, water comes first
- I don't want to clean out an item, so I just throw it in the trash.
- Sometimes unsure... sometimes not worth the time and water to clean out containers
- Cleaning difficult to clean containers, like peanut butter jars

- im not always sure how clean they need to be and somethings are to hard to clean properly
- Not taking time to clean out the tin cans or plastic jugs
- having to clean it out. wasting water to recycle???
- Should I use lots of water and time to clean a a greasy plastic container or just toss in trash
- Too much work, like cleaning it out. Another is having a full recycle bin
- rinsing out soap from containers
- My handy husband gets stoves, washers, etc. to recycle at Western Steel when he takes them apart. I'm not sure what he puts in the blue bin is right otr clean enough. Some are too heavy for me to lift & check. He takes tin cans there too & I take bottles to 2700 West in W. Valley.
- I don't like washing recyclable containers anf throe them away.
- I don't want to spend the time, water & soap to clean out a greasy mayo jar, for example, so sometimes it gets trashed
- When I can't bag the items, they often get scattered as they are dumped in the truck. I don't like having to clean up after it.
- The waste of water to clean items
- Whether I should use water (scarce resource) to clean a recyclable
- How much water needed to clean before recycling
- don't want to empty/clean container (very seldom)
- difficult to clean items e.g. peanut butter jar etc
- If it's too dirty or I'm in a rush I just throw it away, instead
- I don't always know how clean things need to be
- I am very adamant about proper recycling. If I'm lazy and don't want to peel and clean plastic, I throw it away instead.

- I don't want to spend forever washing out a sticky, peanut butter container so it can be recycled.
- things are dirty, mixed materials, or not accepted
- I can't get all of the goo from inside the plastic container (e.g. peanutbutter, dressing, etc)
- It's difficult to get some items "clean". For example, I feel like it's hard to clean/remove laundry soap from the plastic dispenser, so I often throw it away because of the amount of water needed to remove the soap.
- wasting water to "clean" a recycleable item.
- Making sure items are clean and dry takes extra time for some types of containers. But we do it because this is important to us.
- I'm not gonna lay all of my bottles upside down for several days in/around my home waiting for things to dry after rinsing them. Im trying to get rid of the garbage, not leave it laying around or on my counters. Clutter. Garbage. Easier to throw it away at that point.
- It is not worth a .25 cent Product to Washout, When it cost 4 cents to wash it out..
- washing and drying garbage
- Didn't have time to rinse or clean out it
- I have enough dirty dishes a thing to clean, I am not washing my trash
- Waste of resources to have to wash it before recycling it
- If prepping an item to recycle takes too much of another resource (i.e. water)
- Not real excited about washing out containers, using water, and energy and supplies to do so. Are these items really getting recycled in the first place? What if there's a label on the item. Does it just get discarded anyway? Questions like this give me pause.

(4) Program limitations (51)

- It doesn't get recycled, the oil industry does not support recycling and does everything they can to circumvent it.
- When contractors work at my house I have to hide my recycling bin in the garage bc they treat it like a regular trash can. Our recycling bin is green, which differs from surrounding cities so that can be a reason why they throw trash in the recycling bin
- I don't think you take glass and that's the main missing item I still try to recycle.
- I need to know more
- Believe it is stupid that it is not single stream. Frustrated manufactures are allowed to put recyclable on products that generally are not.
- the business of recycling is not flexible or responsive
- Need bigger bin
- Recycling standards that differ from most other states in the US... ex: glass is recycled in most of the US
- Recycling ends up at land fill anyway, so why use a truck that "appears" to recycle? I don't recycle, it causes more trips for trucks and not worth it if the materials are cheaper to buy new.
- Run out of space
- Most items are too big to fit in the can. Loved when we had the once a year dumpster dropped in the street not by reservation to be put in your driveway!
- We just moved here from California and the rules are very confusing. We are placing plastic bags and unmarked (with recycling number) plastic containers in the black containers. It just feels so wrong but that is what we are currently doing. We are also driving to a glass recycling center on a weekly basis to recycle wine and beer bottles.
- the recycle program is weak as far as items that can be recycled. Up to 85% of house hold trash can be recycled. We are limited to the machines that are available. Example, more flexible plastics can be recycled but Wasatch waste doesn't want to deal with it. Why not get a machine that handles it vs throwing it away?%
- WFWM not taking items that are marked recyclable (e.g., milk boxes, medicine bottles)
- Unsure what WF is actually recycling. Prices are high, the onus to recycle is on the consumer, but it's discouraging to see companies and other citizens disregarding. Impacts motivation sometimes.
You recycle only cans, paper and plastic bottles. So little else is acceptable.
- No handy place to recycle gladd
- You make it to [redacted] complicated! For gods sake I don't have endless time to study codes and symbols. I just throw it away. Keep it simple!
- Glass is not included in our recycling program but I have a lot of glass.
- you disallow plastic bags that I would like to recycle. We pay are obligated to pay for this service you should do more.
- I wish glass was recyclable in the blue can!
- The city being too picky and not resourceful
- I would like more seasonal bins . We weren't able to secure one this year.
- You don't accept glass and that is the largest thing I toss. I don't toss plastic jugs anymore because I know it is hardly recyclable. I also don't do as much cardboard because it is coated with plastic most times.
- Every other week is not enough service. So one week goes into the trash and the other week goes to recycling.

- I don't know which plastic type is recycled. The pictures WFRD shows on their web page is useless
- You don't pick up glass
- My recycling can is way too full and they only pick up every other week. Would be able to recycle more if my can was emptied more frequently.
- Working around the items that you can't get people to put in the correct containers.
- Items not included in the recycling program - styrofoam and plastic bags.
- No curbside pick up offered for glass and other easily recyclable material
- limited capacity of storage container
- I don't believe in the recycling program put forth by y'all.
- I don't have door to door pickup from you, I have dumpsters and recycle dumpsters up here in BCC. quite often the dumpster is overflowing which is why a lot of recyclables don't get put into the proper bin
- lack of places to bring bulk recycling (lots of cardboard, etc)
- Conflicting priorities. Example: Living in the desert with limited resources, do I really want to spend the gallons of water necessary to fully clean a plastic laundry detergent bottle so that it can be recycled? It's going into the bin in a "RCRA empty" state.
- Glass recycling is a joke in Utah. You either pay a fee for a can, which you then make money off of the glass, or you have to

(5) Space limitations (50)

- Ran out of space
 - Need bigger bin
 - Run out of space
 - Space in the can
 - Not enough space or time consuming to collapse boxes
 - Most items are too big to fit in the can.
- Loved when we had the once a year

- take it to the recycling containers and put in 1 at a time bc you made the hole too small. All my glass now just goes in the trash bc your barriers are too high.
- Utah makes it hard to recycle, glass, pizza boxes, styrofoam
 - Conflicting information...goes beyond uncertainty of the rules
 - We should recycle glass
 - We live in Brighton - It is inconvenient to drive down canyon to recycle so we find ourselves not doing it. We do recycle glass because there is a bin at the compactor
 - I've seen the recycle be picked up by the garbage truck at the same time. I don't trust the program.
 - things are dirty, mixed materials, or not accepted
 - I don't recycle plastic as I don't think most of it is actually recycled. I'd rather be able to recycle glass which is infinitely more recyclable.'
 - Not somewhere that has clearly marked recycling bins
 - Would love to have curbside soft bags and glass as part of the weekly service
 - We try to recycle everything we can. Take grocery bags to the store. Glass to the library recycle bin. I just wonder what happens when it goes away. I've heard numerous stories with the possibility of recycling not being so great.

- dumpster dropped in the street not by reservation to be put in your driveway!
- Not enough space for 2 week pick up
 - Can isn't big enough. In the age of Amazon deliveries coming multiple times a week, the recycling bin fills up quickly.
 - I run out of space in my recycle bin and have to throw it in the trash.

- I fill my recycle can usually faster than my waste. I get a TON of Amazon boxes.
- Space to store the recycling items and bin
- My bin gets full before collection
- Lack of a personal system. I have a 3-bin kitchen set to separate recyclables, garbage, and plastic bags.
- Full recycle bin
- Space for multiple large containers (green waste, glass, metal scrap, electronics) some of which must be taken to the landfill
- My recycling can is way too full, and they only pick up every other week. Would be able to recycle more if my can was emptied more frequently.
- Ran out of room in bin
- Not enough room
- I run out of space in the recycle can
- Run out of room in the bin
- Bin is full
- Recycle can is full
- running out of room in the blue recycling bin
- Available bin space
- Blue can overloaded or family put in wrong bin

(6) Rule uncertainty (45)

- Recycling standards that differ from most other states in the US... ex: glass is recycled in most of the US
- While I know most of what can be recycled it can be very inconvenient to keep multiple trash cans everywhere in my house and/or sort them as I dump. But as I don't know for sure that things are being recycled there is a lack of motivation to recycle all. Further, if there was still can recycling where citizens could get money back for cans there would probably be more recycled. There **may** be a program to do that but if there is I have heard nothing.

- My recycle bin is full so I put the extra in the trash bin. This only happens about twice a year.
- not enough room in the bin!
- Recycling cans not picked up often enough and cans get full.
- Recycling bin is too full only coming every other week
- I run out of room in my bin
- My other can ran out of space.
- Bin not big enough
- Bin is Full
- At times the recycle bins are NOT large enough. More and more often it is with great difficulty to be able to recycle large pieces of cardboard or an abundance of cardboard.
- i dont understand fully what goes and what does not.
- Not somewhere that has clearly marked recycling bins
- can is full
- Recycling bin is full
- The bin sometimes is small, I would like to have a cardboard or bigger bins in the neighborhood when the residential one is too small
- can gets too full week to week

- We just moved here from California and the rules are very confusing. We are placing plastic bags and unmarked (with recycling number) plastic containers in the black containers. It just feels so wrong but that is what we are currently doing. We are also driving to a glass recycling center on a weekly basis to recycle wine and beer bottles.
- Time, inconvenience and knowledge all play a role.
- People in your Home not clear
- Styrofoam is still a question for me

- Disbelief that what gets sent to recycle actually gets recycled. It was long stated by local politicians in [redacted] that it was all going to the dump. I just assume that has not changed. Also uncertainty about rules.
- Family members who are not familiar with what is recycled add items that are not recyclable or toss such items in the regular trash.
- whether it is suppose to be recycled
- Uncertainty about rules and items.
- Not knowing that recycling protects the environment
- I don't know which plastic type is recycled. The pictures WFWRD shows on their web page is useless
- the biggest issue for me is poor labeling on products and figuring out if they recycle or not.
- If I question, I throw it into trash
- Lack of understanding
- uncertainty about rules, inconvenient, no motivation, don't care cuz I've been told it just ends up in the landfill anyway
- if in doubt it goes into the black can.
- I am not sure things really get recycled.
- When I don 't know I don't recycle the item.
- People stay that do not know the rules
- Uncertainty that it makes a difference
- My handy husband gets stoves, washers, etc. to recycle at Western Steel when he takes them apart. I'm not sure what he puts in the blue bin is right otr clean enough. Some are too heavy for me to lift & check. He takes tin cans there too & I take bottles to 2700 West in W. Valley.
- Not sure of what I recycle just ended up in the land fill. What happens to it?
- Lack of confidence that plastics get recycled.
- Family doesn't listed to what I tell them or guests don't know, i.e., take lids off bottles before putting in recycle.
- I'm not sure about labels, tape, cardboard with plastic spouts
- Not always sure if I have to take paper off cans, ie soup cans
- Not knowing what can be recycled and also knowing that some things can't be recycled. I would like a way that we can recycle everything without the need to go to special recycling stores.
- Conflicting information...goes beyond uncertainty of the rules
- Sometimes I think an article should be recyclable and I put it in. A detailed video might clarify borderline items for me.
- If I am not sure, it goes in the trash
- not knowing if the items is recyclable
- Time, Uncertainty, Inconvenience, Uncertainty Wasatch Front's actual recycling.
- Not sure If it's recyclable or not
- Uncertainty that items really get recycled ultimately
- unsure if plastics are truly recycled or just shipped off to landfills, etc.
- lack of specific info
- Both uncertainty and inconvenience.
- Having other people in the house that dont know the rules
- Not sure it is being utilized in this state!!!
- Which plastics are recyclable such as pet 1.I called to get answers and never received a response.
- unclear about what plastic is and is not recyclable through this service
- Uncertainty of rules and inconvenience

(7) Inconvenience and Time Restraints (41)

- Inconvenience, paying for a service that I did not ask for, unsure if the results are worth the effort
- Time to breakdown
- I have been taught pens need to be washed out before recycling but sometimes I just don't have time to clean everything properly so I throw it in anyway because it should be recycled
- Not enough space or time consuming to collapse boxes
- Too much work on our end such as no bagging a cleaning everything out.
- Difficulty recycling small items when they end up fallout out of can during or before pickup
- Time, inconvenience and knowledge all play a role.
- Sometimes cans takes to much time and water to get clean
- Difficulty level of preparing items to be recycled.
- I make a concerted effort to recycle only items approved on the printed list and that they are clean.
- I do not have time to wash and dry milk jugs, soda 2 liters etc
- Sometimes unsure... somtimes not worth the time and water to clean out containers
- Not taking time to clean out the tin cans or plastic jugs
- uncertainty about rules, inconvenient, no motivation, don't care cuz I've been told it just ends up in the landfill anyway
- Is it worth my time if they are not getting recycled
- Too much work, like cleaning it out. Another is having a full recycle bin
- Takes too much time
- limited capacity of storage container
- I have no idea why anyone would not take the effort I would say Lazyness and inconvenient
- I don't want to spend the time, water & soap to clean out a greasy mayo jar, for example, so sometimes it gets trashed
- Always take the time
- Afraid I might hurt myself prying the top off an aerosol lid. Also it is sometimes too hard to remove all the tape off a cardboard box
- If it's too dirty or I'm in a rush I just throw it away, instead
- Too tired sometimes
- Sometimes the children forget and recycle incorrectly
- I am very adamant about proper recycling. If I'm lazy and don't want to peel and clean plastic, I throw it away instead.
- We live in Brighton - It is inconvenient to drive down canyon to recycle so we find ourselves not doing it. We do recycle glass because there is a bin at the compactor
- I've seen the recycle be picked up by the garbage truck at the same time. I don't trust the program.
- I don't want to spend forever washing out a sticky, peanut butter container so it can be recycled.
- I don't know if any of it is being recycled and therefore I am not inclined to put much effort into it.
- We do not have the option to recycle since. We have dumpsters now through spring time.
- Time, Uncertainty, Inconvenience, Uncertainty Wasatch Front's actual recycling.
- I can't get all of the goo from inside the plastic container (e.g. peanutbutter, dressing, etc)
- I resent the high cost while not being sure it is actually being recycled. Also, the amount of time expected to put into rinsing and prepping, and the cost being so high.

- The process needs to be convenient for the homeowner. Too many restrictions irritate. Also, waste removal is becoming expensive.
- Making sure items are clean and dry takes extra time for some types of containers. But we do it because this is important to us.

(8) Cost and fees (21)

- Inconvenience, paying for a service that I did not ask for, unsure if the results are worth the effort
- Its not worth it if we have to pay for more services
- When something is so dirty that it would waste a ton of water to get it clean enough to recycle.
 - I would use too much water trying to clean the item
 - Wastes too much water to properly clean item (eg peanut butter jar)
- Time to breakdown
- Costs money
 - Cost. Your services are outrageously priced.
 - almost silly and labor-intensive procedures for ensuring cleanliness of "recyclable" garbage that may or may not actually be recycled at taxpayer expense and no ROI
- Effort needed after a large event
- Cost. I had one renter leave a large quantity of ballasts. I am reluctant to pay 6 or 7 dollars a pound to recycle what someone else dumped and left for me. 2 years later and I am still sitting on them, trying to figure out what to do with them.

(9) Lack of access to services (11)

- No where to recycle
- I don't live in the home with recycling services
- No near location for textile recycling besides the fashion place mall or dump
- I dont have door to door pickup from you, I have dumpsters and recycle dumpsters up

- Both uncertainty and inconvenience.
- Didn't have time to rinse or clean out it
- Uncertainty of rules and inconvenience

know that it is not good to throw them in the the garbage, but ...

- It takes more of the earth's resources to recycle most products than to put into landfill
- You are obviously losing money on recycling just dump the whole thing be done with it
- It's difficult to get some items "clean". For example, I feel like it's hard to clean/remove laundry soap from the plastic dispenser, so I often throw it away because of the amount of water needed to remove the soap.
- I resent the high cost while not being sure it is actually being recycled. Also, the amount of time expected to put into rinsing and prepping, and the cost being so high.
- The process needs to be convenient for the home owner. Too many restrictions irritate. Also, waste removal is becoming expensive.
- The additional cost for glad recycling
- It is not worth a .25 cent Product to Washout, When it cost 4 cents to wash it out..
- If prepping an item to recycle takes too much of another resource (i.e. water)

here in BCC. quite often the dumpster is overflowing which is why a lot of recyclables don't get put into the proper bin

- Recycling bin is not available (at workplace, public places)

- No recycling opportunities for electronic waste, phones, laptops, batteries, cork, light bulbs etc
- Traveling to locations that do not have an option to recycle. In these cases, I vary the items with me until I come to a place that has recycling.
- We do not have the option to recycle since. We have dumpsters now through spring time.
- dont have a location available

- Not somewhere that has clearly marked recycling bins
- recycling not available at certain locations in city
- Recycling is no available. Example: My brother in-law claims that recycling is not available in Saratoga Springs UT where he lives. So I cannot recycle when I am at his house. Other example is at a restaurant sometimes the signage can be concussing.

Appendix 3: Survey Research Design

Methodology

University of Utah graduate students, in partnership with the Wasatch Front Waste & Recycling District, employed a mixed-methods research design to evaluate recycling customers' experiences and perspectives on curbside recycling services. The research aims focused on assessing: (1) recycling importance and trust in the recycling system, (2) recycling knowledge and customer behaviors, and (3) information sources, educational tools, and barriers. The survey also gathered basic demographic information to identify how recycling behaviors and perspectives may vary across the Waste & Recycling District's service areas.

Survey Design

The research design included administering a web-based survey to gather both quantitative and qualitative data, aligning with the research aims. University of Utah graduate students collaborated with Wasatch Front Waste & Recycling District to draft and beta-test the survey. A majority of questions used a Likert scale to measure respondents' level of agreement with a written statement. One question (question four) utilized skip-logic and was only administered to survey respondents who selected "Neither agree nor disagree", "Disagree", or "Strongly disagree" while answering question three (See Appendix 1 for full list of questions, skip logic details, and question responses) University of Utah graduate students programmed the finalized survey questionnaire into Qualtrics, where it would be distributed via a self-administered online format. The survey sampling frame consisted of an email contact list provided by Wasatch Front Waste & Recycling District. It relied on a non-probability sample drawn from the responses from valid email addresses. University of Utah graduate students cleaned the email contact list before distributing the survey, removing duplicate emails and invalid addresses. After cleaning the contact list, University of Utah graduate students distributed survey invitations to 51,359 unique email addresses, of which 2,989 messages bounced and were not delivered to the intended recipients. The survey was open from October 30 to November 14, 2025. A reminder email was sent to all survey non-respondents on November 5, 2025.

In total, 4,641 respondents began the survey and 4,523 completed it, resulting in a response rate of 9% and an overall completion rate of 97%. However, respondents were not required to answer each survey question, resulting in answer counts that may vary by question. Respondents on average took three minutes and 53 seconds to complete the survey.

Survey Limitations

A significant limitation of the survey research design is its reliance on a non-probability sample, produced by the web-based and self-administered format of the questionnaire and the district's email-based distribution strategy. Because the survey depended on residents who chose to participate, the resulting data may not fully represent the broader WFWRD customer population. Individuals who respond to voluntary surveys often differ in meaningful ways from those who do not. For example, residents who are more environmentally engaged,

more concerned about recycling practices, or more motivated to express frustration may have been more likely to complete the survey. As a result, the findings may more strongly reflect the perspectives of particular groups within the district.

Coverage error may also be present because survey invitations were only delivered to customers with valid email addresses. Residents with greater access to email, higher digital literacy, or closer engagement with WFWRD communications likely had more opportunity to participate, while those who interact less frequently with district messaging may be underrepresented. This includes residents who are less familiar with recycling rules, those with limited internet access, renters who move frequently, and households for whom English is not a first language—groups whose recycling behaviors or levels of knowledge may differ from those captured in the current sample. Nonresponse bias, which arises when respondents differ substantially from non-respondents, may further limit the generalizability of the results.

Taken together, these limitations do not diminish the value of the findings but additional outreach may be needed to capture the full range of experiences across all WFWRD residents. The conclusions can still guide program improvements and communication strategies for improving customer trust in the recycling system, recycling knowledge and behaviors, and improving access to information sources and educational tools.

Appendix 4: Literature Review

Household recycling plays a crucial role in modern waste management systems. Local recycling programs that facilitate household recycling face practical challenges, including high contamination rates, low participation levels, and rising operational costs (Seacat & Boileau, 2018). Many of these outcomes are directly shaped by household recycling behavior. Enhancing program performance and minimizing environmental impact requires a crucial focus on understanding how and why people participate in recycling. Scholars in environmental psychology, public policy, waste management, and urban studies have conducted extensive research on household recycling behavior. (Phulwani et al., 2020). Current research literature can enhance the Wasatch Front Waste & Recycling District's understanding of how residents engage with recycling programs and inform strategies to improve system performance.

The following research literature review focuses on three major areas:

- Individual-level factors affecting recycling behavior.
- Technical and organizational factors impacting recycling performance.
- Community and geographical disparities in recycling.

Individual-Level Factors Affecting Recycling Behavior

Comprehensive reviews of household recycling behavior identify a wide range of individual-level factors that influence whether residents participate in and correctly perform recycling tasks. Individual-level factors can be categorized into three aspects: socio-demographic characteristics, socio-economic conditions, and psychographic factors (Macklin et al., 2023).

Socio-demographic characteristics include age, gender, ethnicity, and income. Although widely studied, many characteristics show mixed and often inconsistent associations with recycling behavior, indicating non-uniform effects across studies (Knickmeyer, 2020). However, several studies have found significant associations between recycling behavior and age and income (Miafodzyeva & Brandt, 2013). Education level is the most studied socio-economic factor. However, many studies indicate that there is no clear or consistent relationship between recycling behavior and an individual's education level (Meneses & Palacio, 2005; Knickmeyer, 2020). Psychographic factors include environmental values, concerns, and awareness, as well as specific beliefs related to recycling. Studies generally find that psychographic and task-specific factors, such as confidence in correctly sorting items, perceptions of convenience, and recycling-related beliefs, are stronger predictors of recycling behavior than broad pro-environmental values (Geiger et al., 2019; Xiao & Buhrmann, 2019). However, the strength of these relationships depends heavily on contextual and systemic conditions, including local recycling infrastructure, the clarity of recycling rules, and the overall quality of service (Macklin et al., 2023).

Technical and Organizational Factors Impacting Recycling Performance

Technical and organizational factors shape household recycling outcomes. These factors relate to how collection systems are designed, managed, and delivered, and influence residents' ability and willingness to recycle correctly. Consistent research findings indicate that system design can significantly influence recycling behavior, with even highly motivated residents struggling to recycle correctly when collection systems are difficult to use (Knickmeyer, 2020; Phulwani et al., 2020). Research on organizational elements, such as the frequency of collection, suggests that more frequent collection of recyclables reduces household storage burden and encourages regular sorting. Conversely, infrequent or irregular pickups can lead to discarded recyclables, contamination, and reduced participation (Miafodzyeva & Brandt, 2013). Systems that maintain predictable, reliable schedules tend to achieve higher recycling performance.

Additionally, prior research indicates that factors such as the proximity of recycling infrastructure, neighborhood layout, and the ease of access to collection routes significantly influence recycling outcomes (Miafodzyeva & Brandt, 2013; Geiger et al., 2019). When the effort required for recycling is reduced, participation becomes more likely (Macklin et al., 2023).

Community and Geographical Disparities in Recycling

Existing research indicates that recycling behaviors vary by geography, with participation and performance differing across communities, neighborhoods, and regions. Geographic differences reveal how local governance capacity, infrastructure, and neighborhood characteristics influence residents' ability to participate in recycling programs. Additionally, local conditions help explain why recycling policies achieve strong results in certain areas but not others, underscoring the need to consider place-specific contexts when evaluating or improving recycling systems.

One study conducted in China found substantial geographic variation in household waste separation behavior across different neighborhoods (Wang et al., 2022). Communities with strong grassroots governance, effective information outreach, and high levels of social cohesion demonstrated significantly higher participation in waste separation than those with lower governance, outreach, and social cohesion. Geographic indicators, such as housing prices and housing age, also contributed to uneven participation across the study area. Similar geographic differences have been documented in the United States. An analysis of municipalities in Massachusetts showed recycling performance varied widely across communities, even after accounting for individual demographic characteristics (Seacat & Boileau, 2018). Community-level factors, including local recycling policies, municipal resource capacity, and the availability of information and institutional support, significantly influence recycling rates. Municipalities with more substantial policy incentives and better administrative capacity consistently achieved higher participation rates, whereas those with limited resources or weaker program design consistently experienced lower recycling outcomes. These findings suggest that geographic differences in recycling behavior are closely tied to variations in community institutions, social structures, and local policy environments.

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