



WASATCH FRONT

Waste & Recycling District

2023 Recycling Survey

604 West 6960 South
Midvale, UT 84047

p. (385)468-6325
f. (385)468-6330

info@wasatchfrontwaste.org
www.wasatchfrontwaste.org

Details

Wasatch Front Waste and Recycling District (WFWRD) provides services to approximately 85,719 households in the cities of Cottonwood Heights, Herriman, Holladay, Millcreek, Taylorsville; portions of Murray and Sandy; the Town of Brighton; as well as the Metro Townships of Copperton, Emigration Canyon, Kearns, Magna, and White City. The unincorporated areas of Salt Lake County are also included in the service area.

During September 2023, WFWRD conducted a Customer Recycling Survey. There were 4,983 responses received via SurveyMonkey resulting in a **93% recycling services satisfaction rate** (combination of *Satisfied and Extremely Satisfied*).

Survey Administration

From September 17th to September 29th, 2023, WFWRD administered the 2023 Customer Recycling Survey. Residents that had an email address on file received a request to complete the survey. In addition to direct communication, notifications were posted on the District website and social media platforms, such as Facebook and Twitter, inviting customers to partake in the survey. Those that have opted in to our Recollect application also received a notice. The breakdown of areas and their responses are as follows:

The results report the following:

- **93% of respondents are satisfied with the recycling services we provide.**
- **95% of respondents support weekly recycling services.**
- 93% of respondents stated that recycling is important to them.
- 83% of respondents are confident in knowing what items are accepted in their curbside recycling can.
- Avenues that would help them learn what can and cannot go into the recycling can were the following:
 - 49% Educational fliers, postcards, etc
 - 9% Social media
 - 2% Online courses
 - 34% All of the above
 - 6% Other - that included stickers on the can and direct information included in billing statements
- 41% of our respondents have not visited our website while 41% visited at least twice a year.
- 94% of respondents do not follow us on Facebook, and those that do, 77% do not find this avenue as a resource for our information.

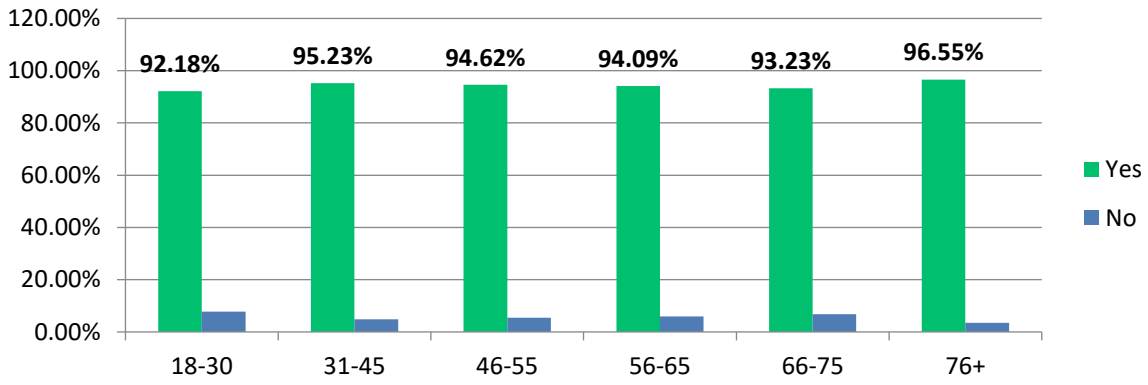
2023 Comparison to 2018 and 2019 Recycling Survey

This comparison reviews the response to one question, in which respondents are asked whether they are in support of WFWRD's recycling services¹

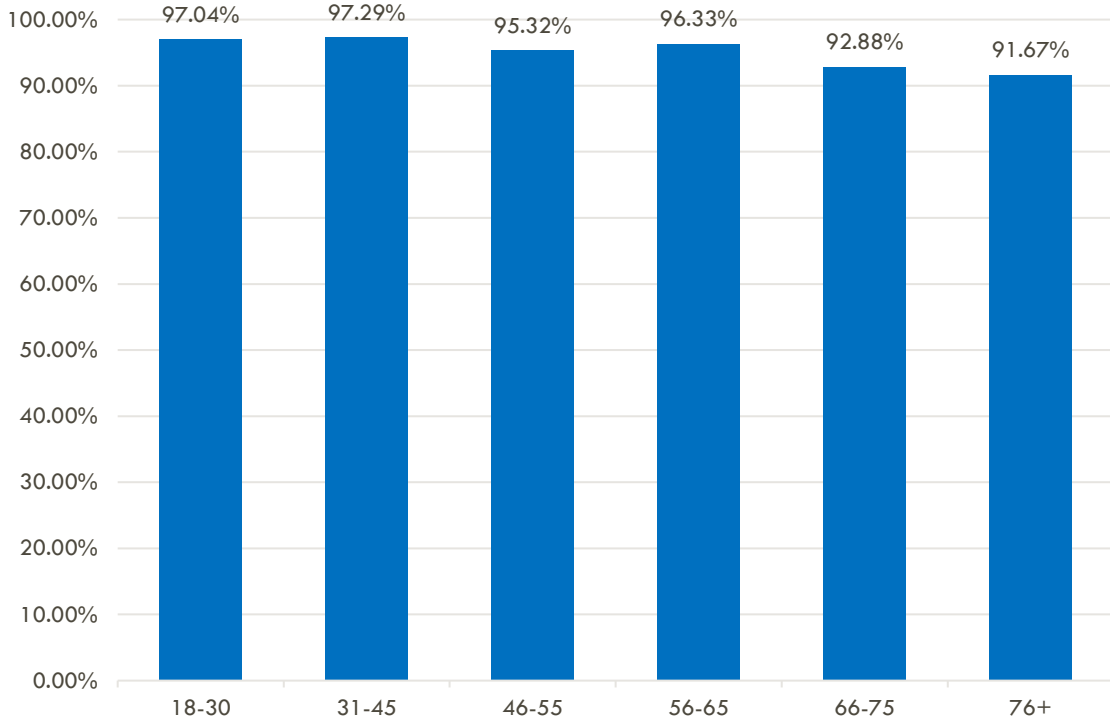
- 2023 Results – 95%
- 2019 Results – 79%
- 2018 Results – 80%

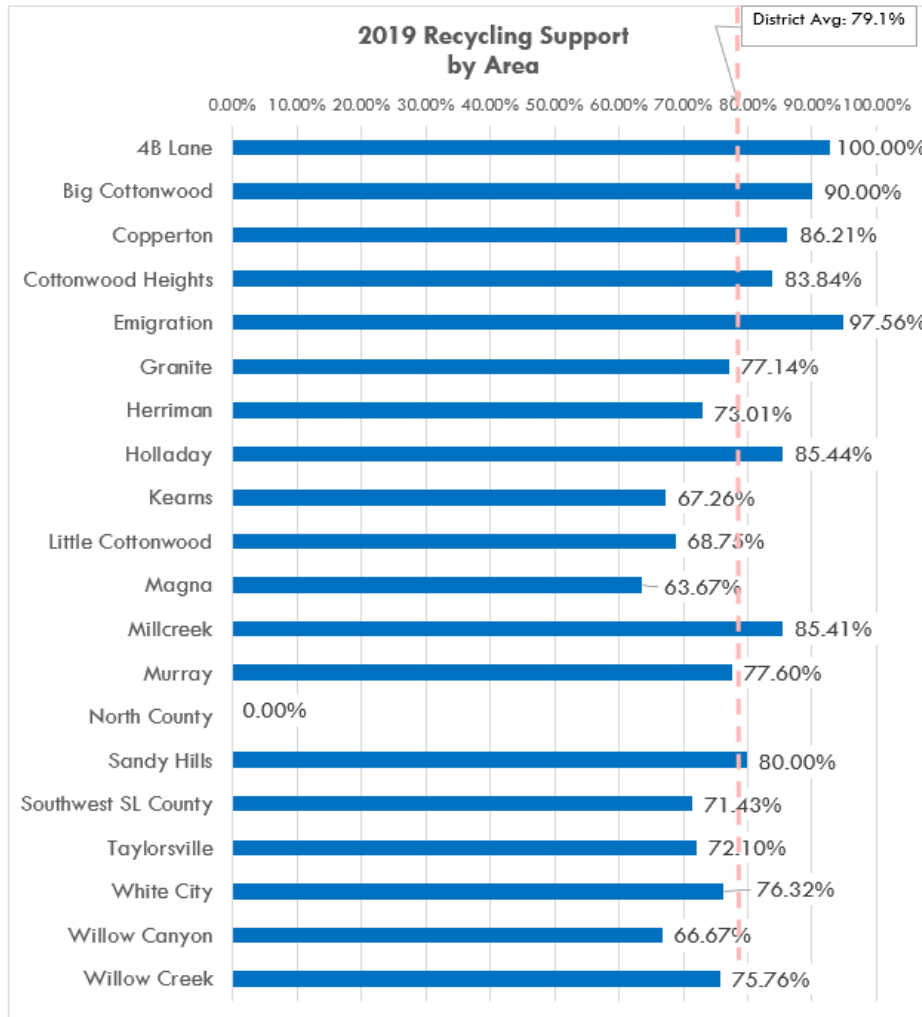
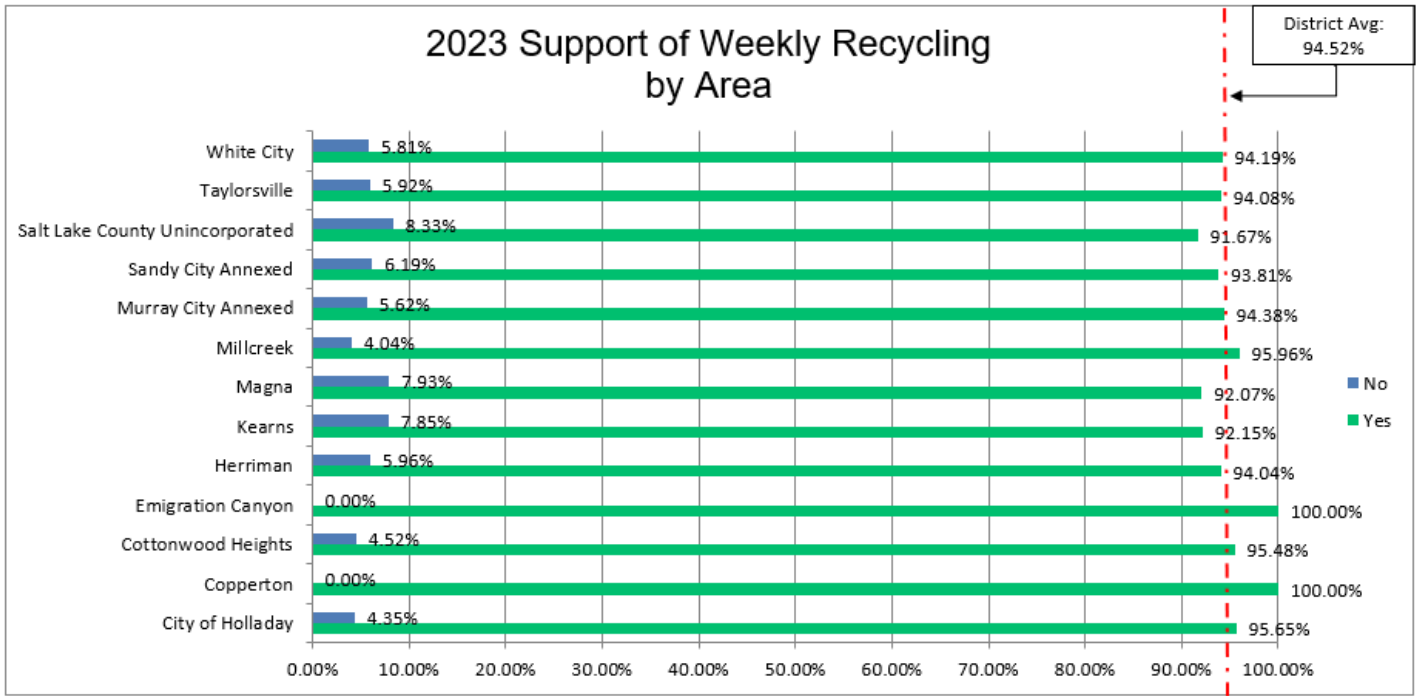
¹ 2019 and 2018 recycling services support question also included a fee increase caveat. 2023 did not.

2023 - Support of Weekly Recycling by Age Group



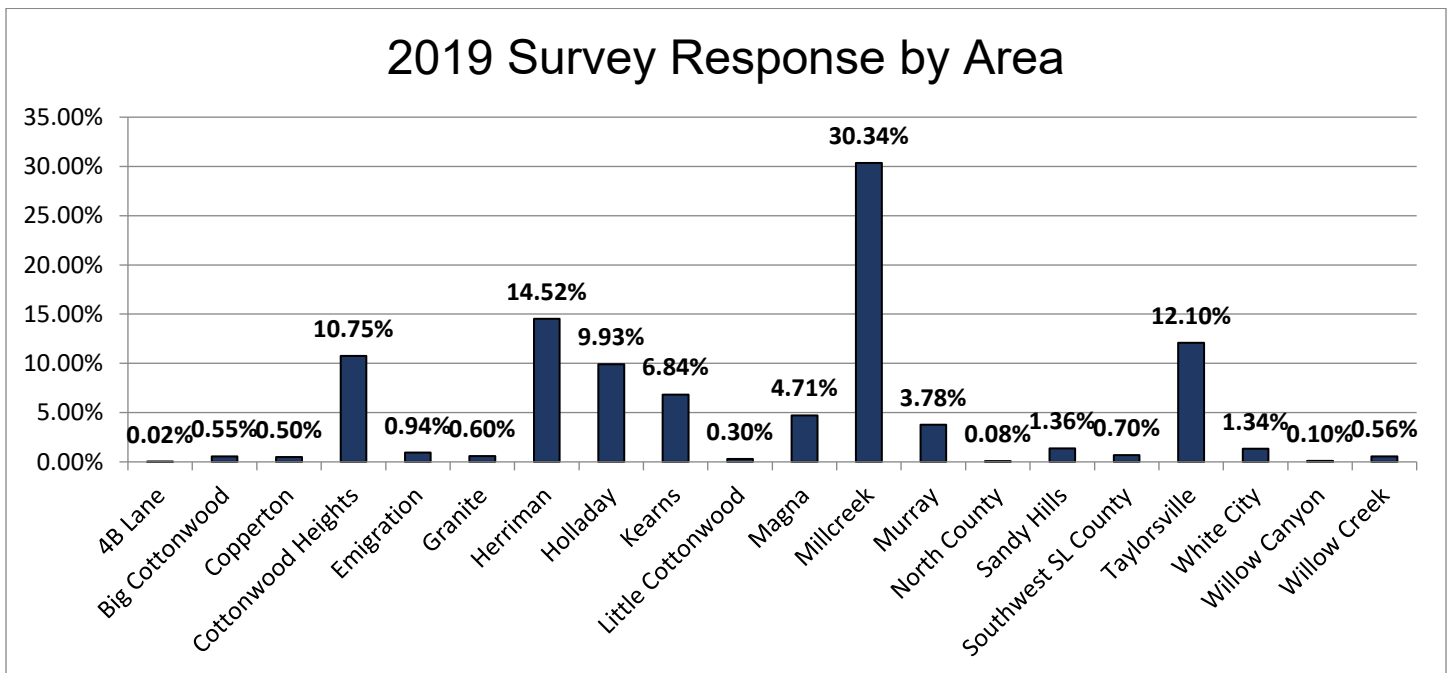
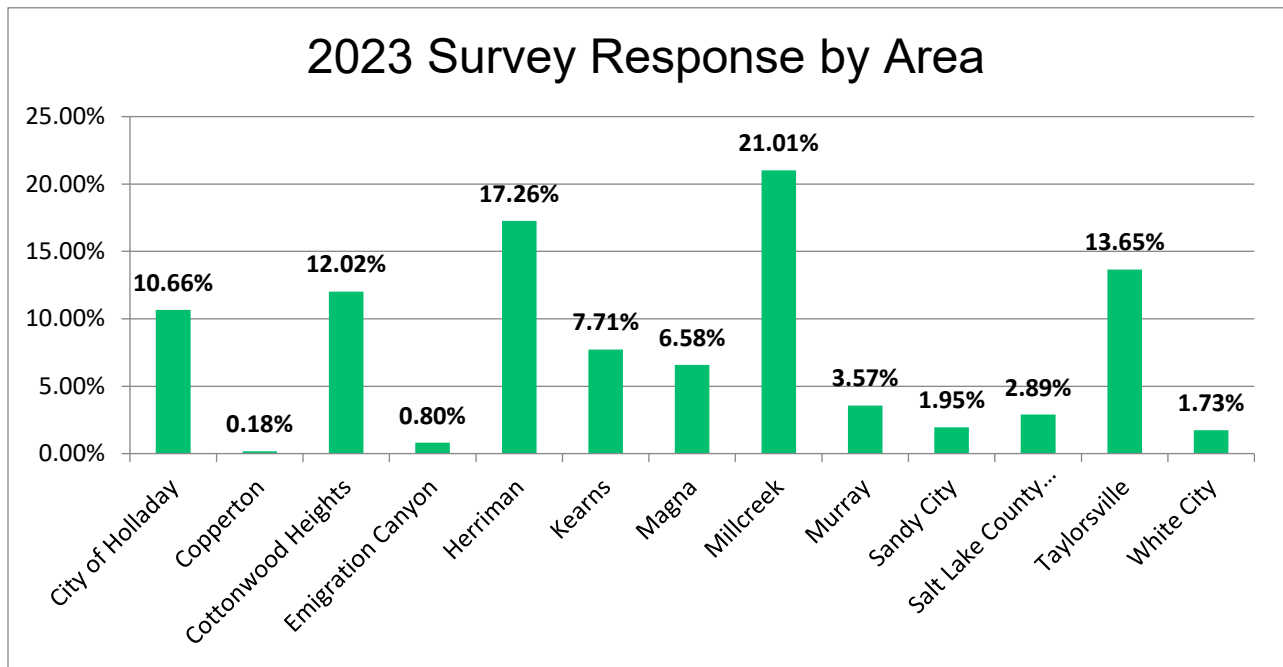
2019 Support of Recycling by Age Group



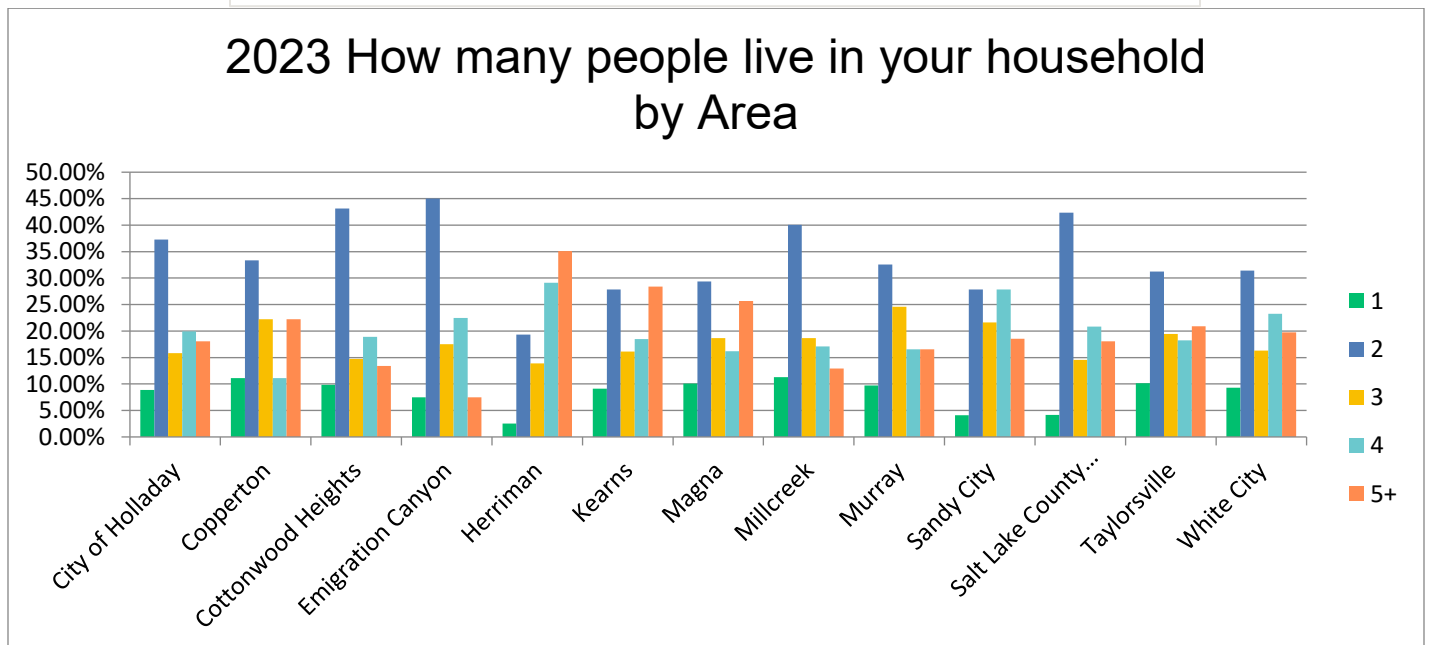
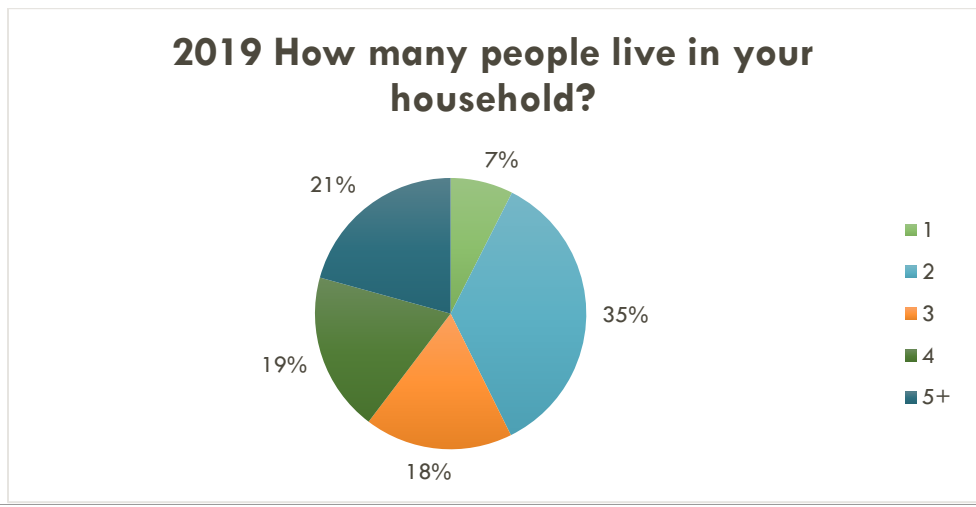
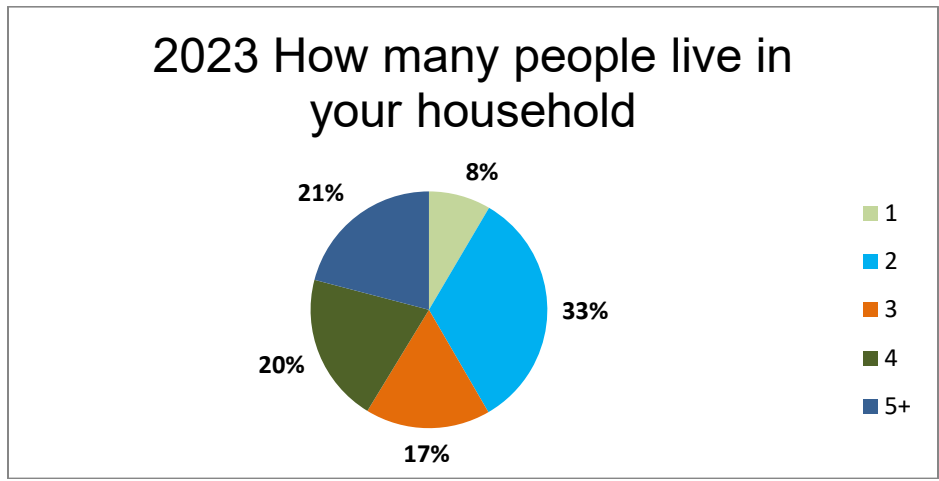


Specific details for each question on the 2023 Survey are on the following pages. There are some categories with 2023 & 2019 comparisons.

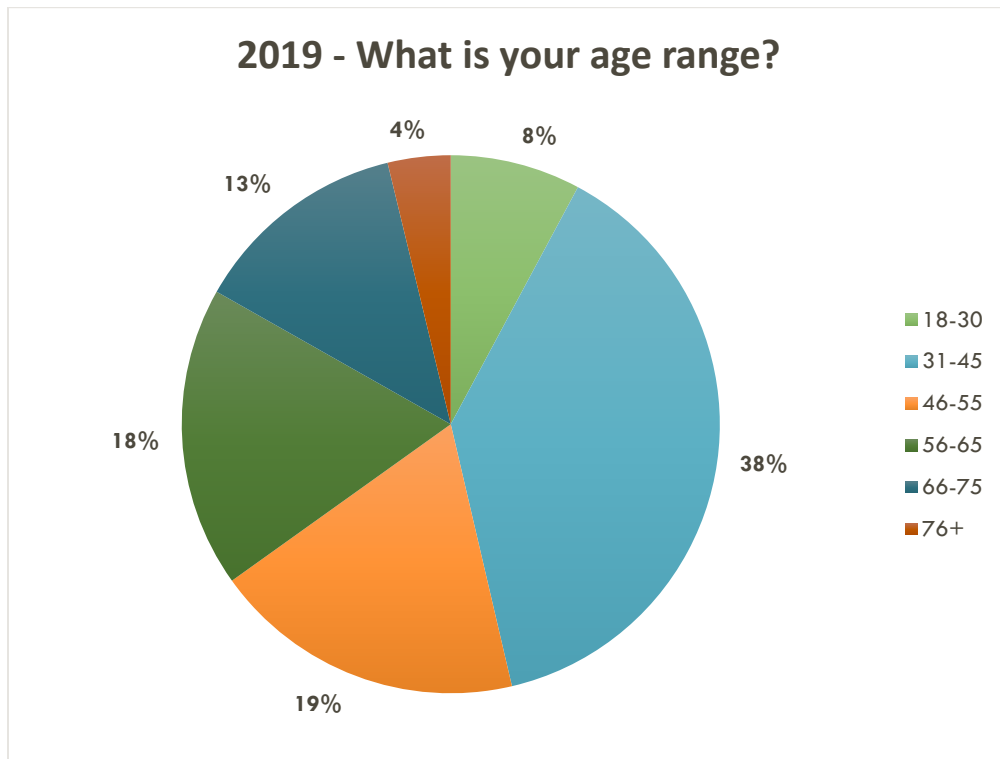
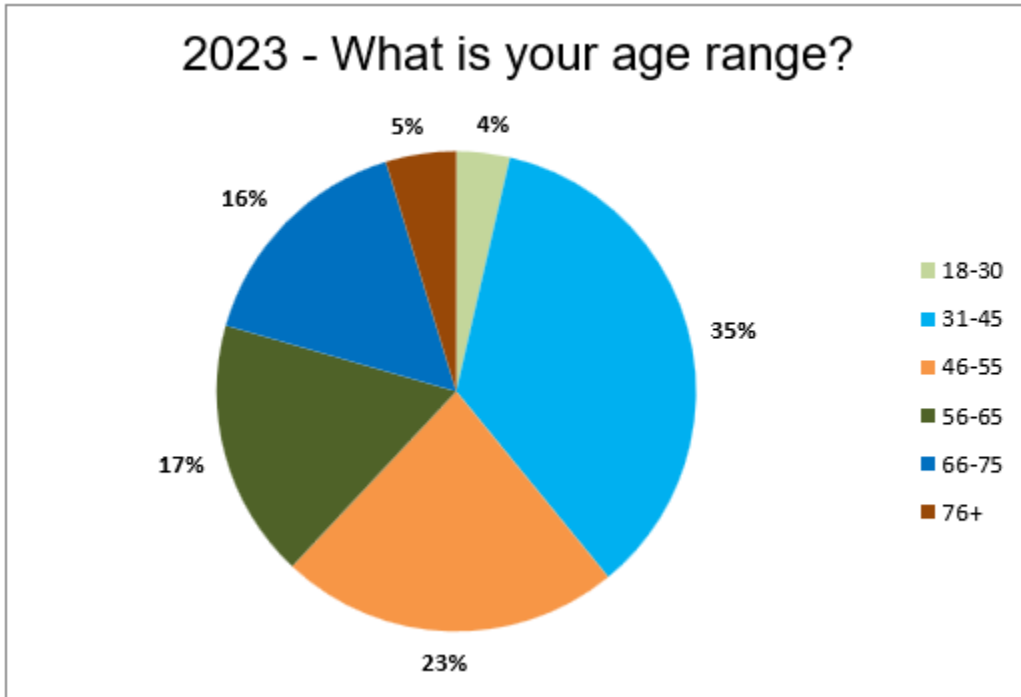
Q1: In which area do you live?



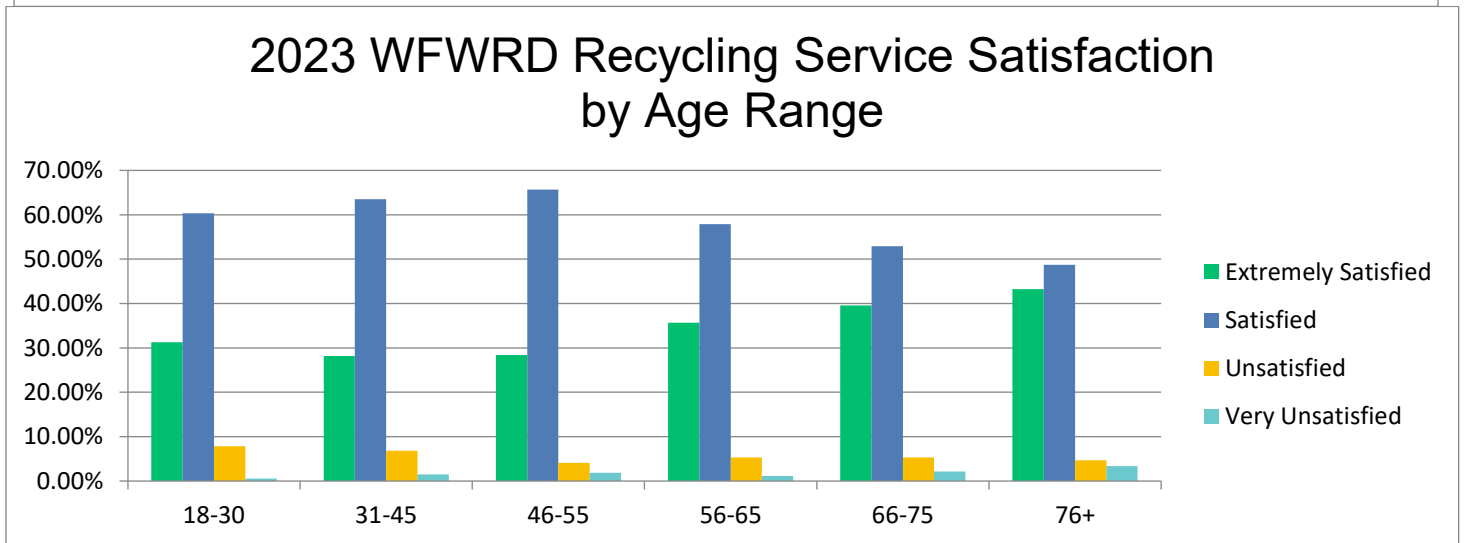
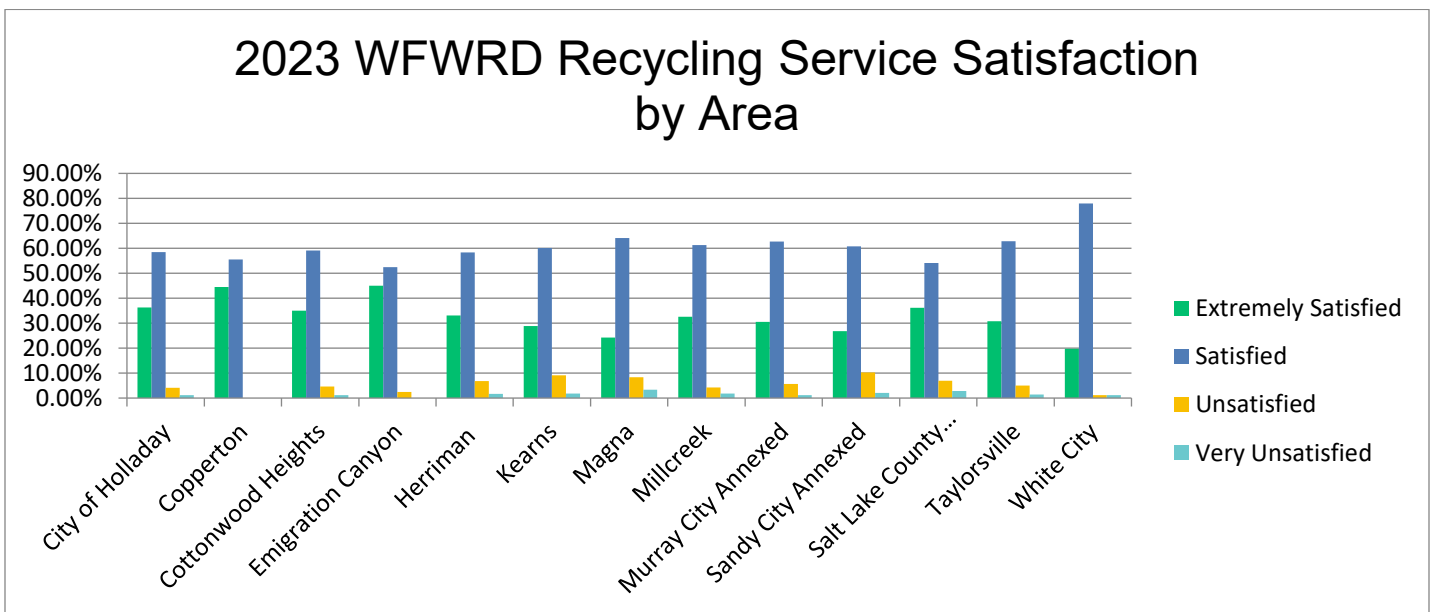
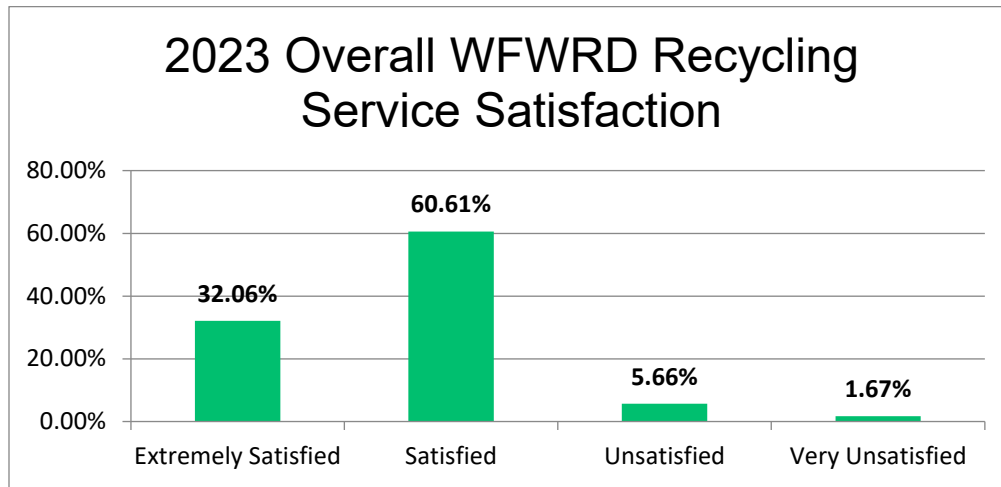
Q2: How many people live in your household?



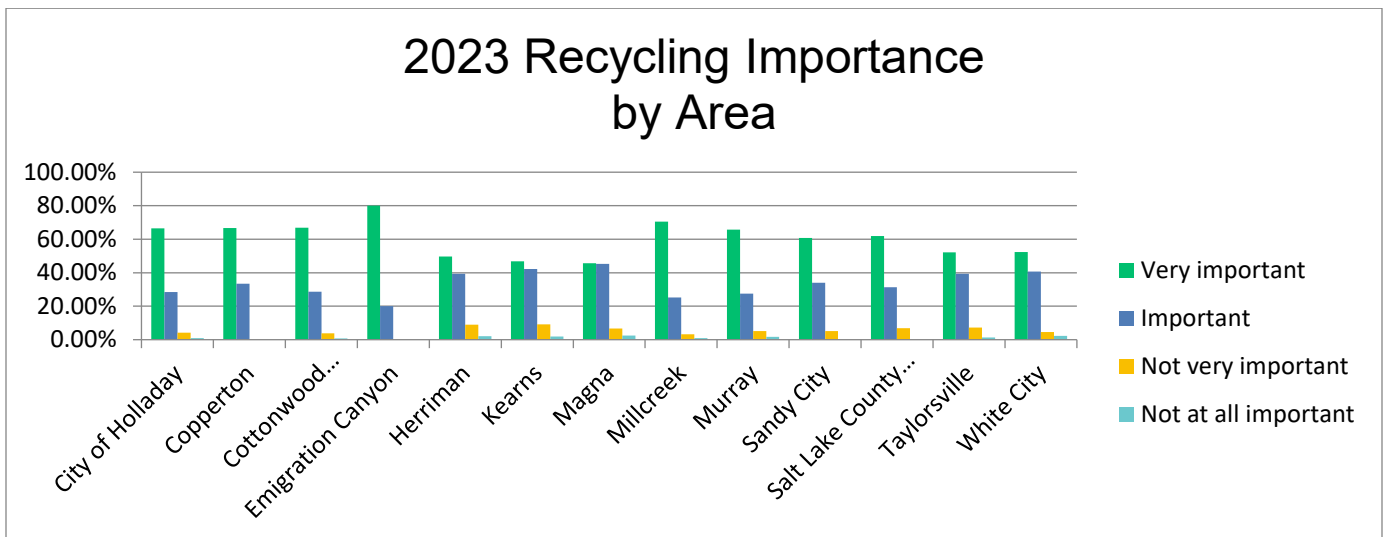
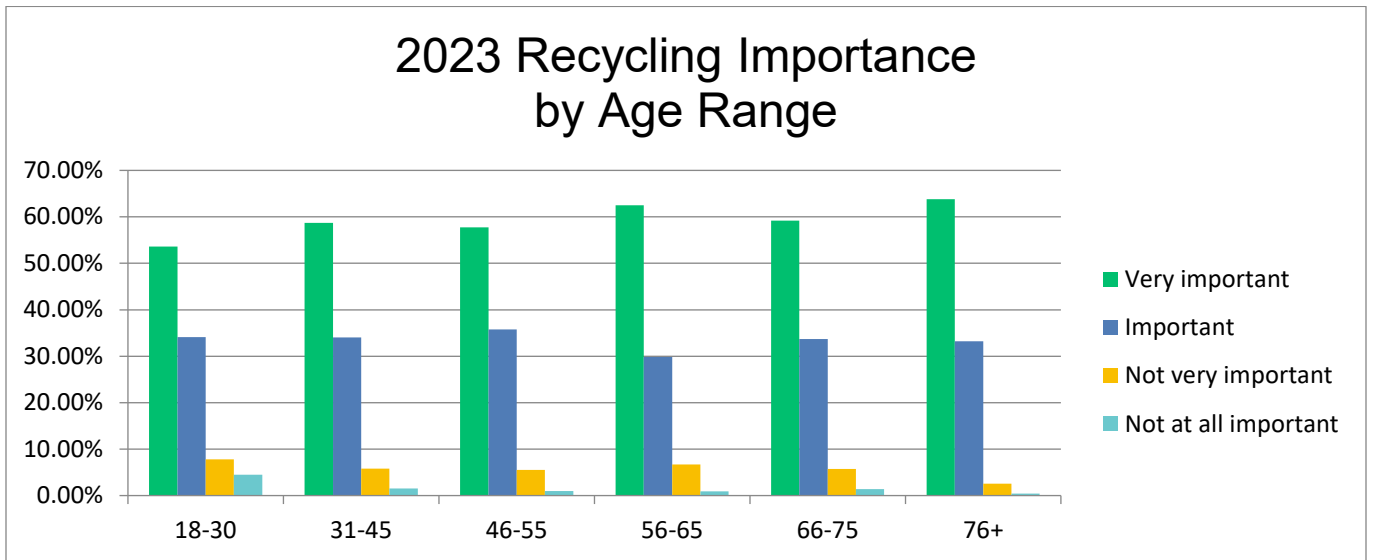
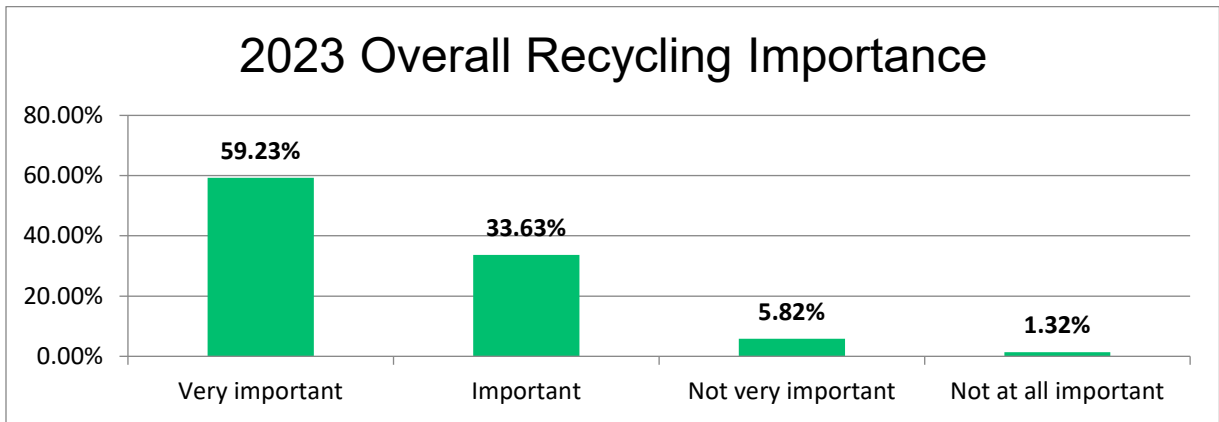
Q3: What is your age range?



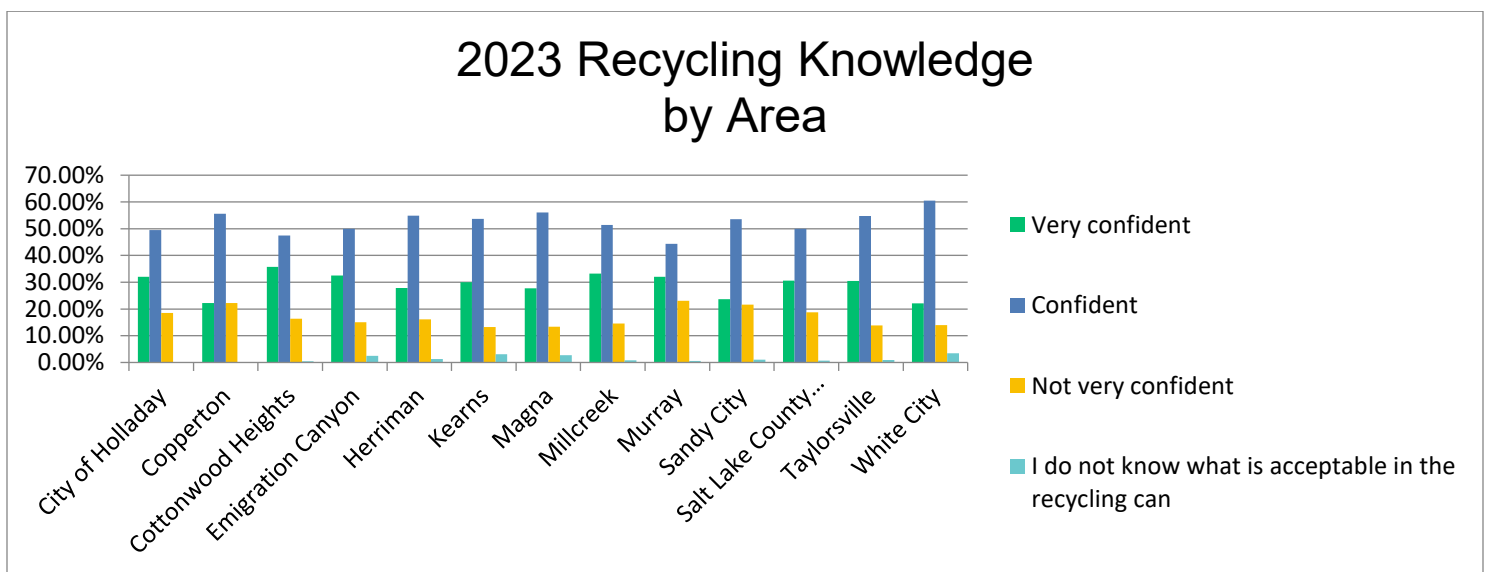
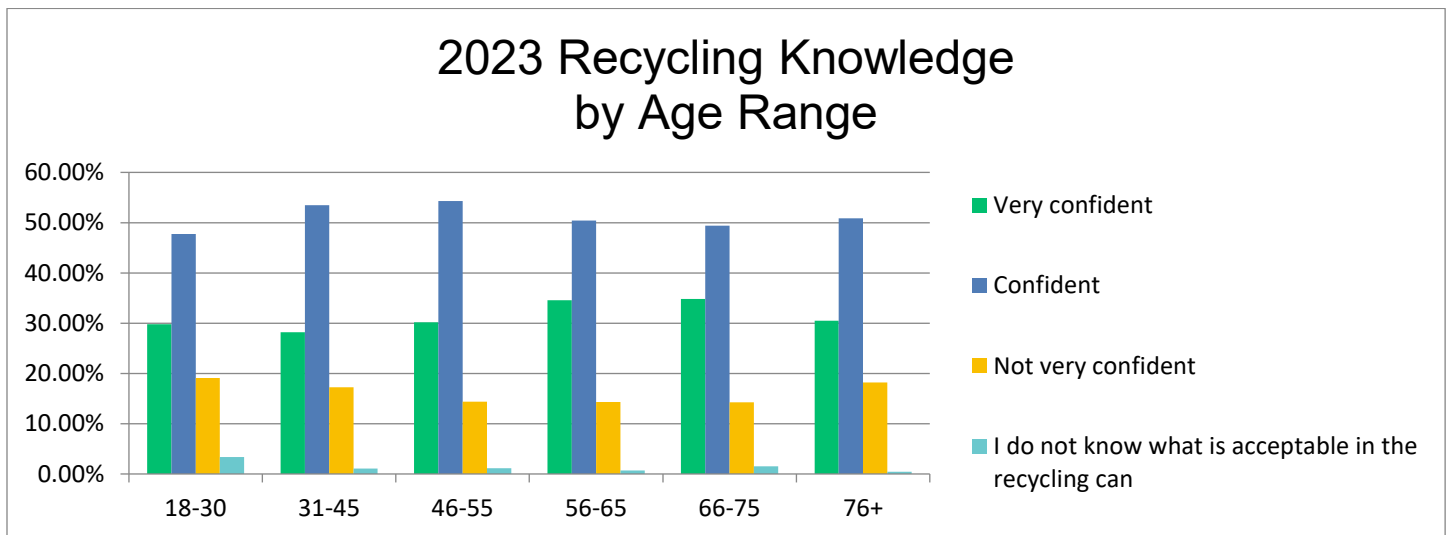
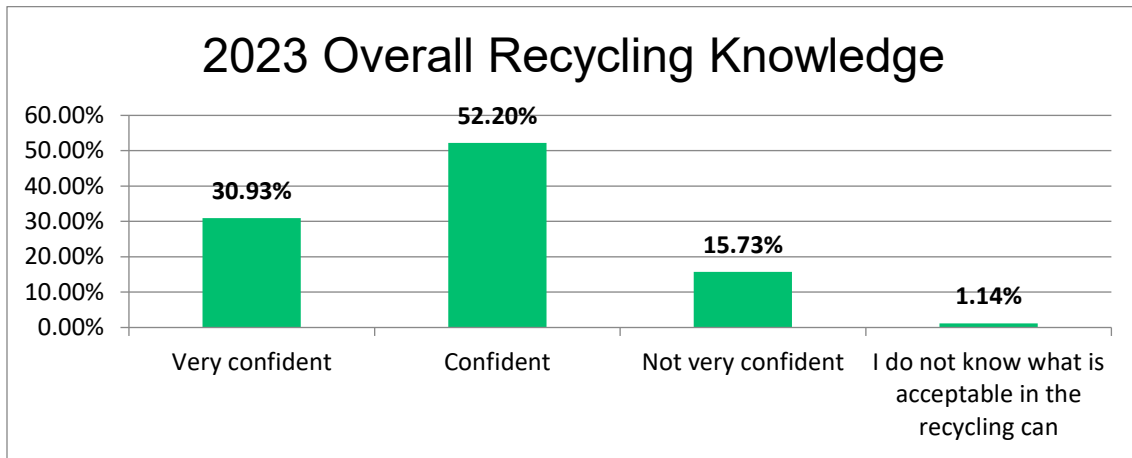
Q4: Overall, how satisfied are you with WFWRD recycling services?



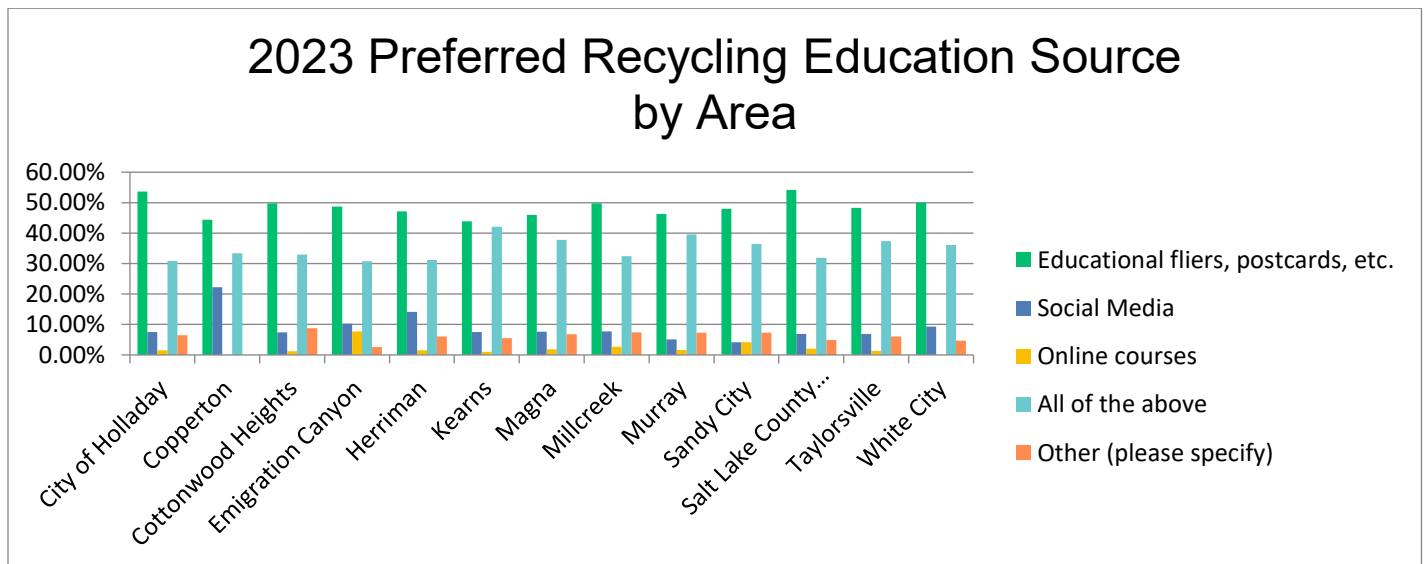
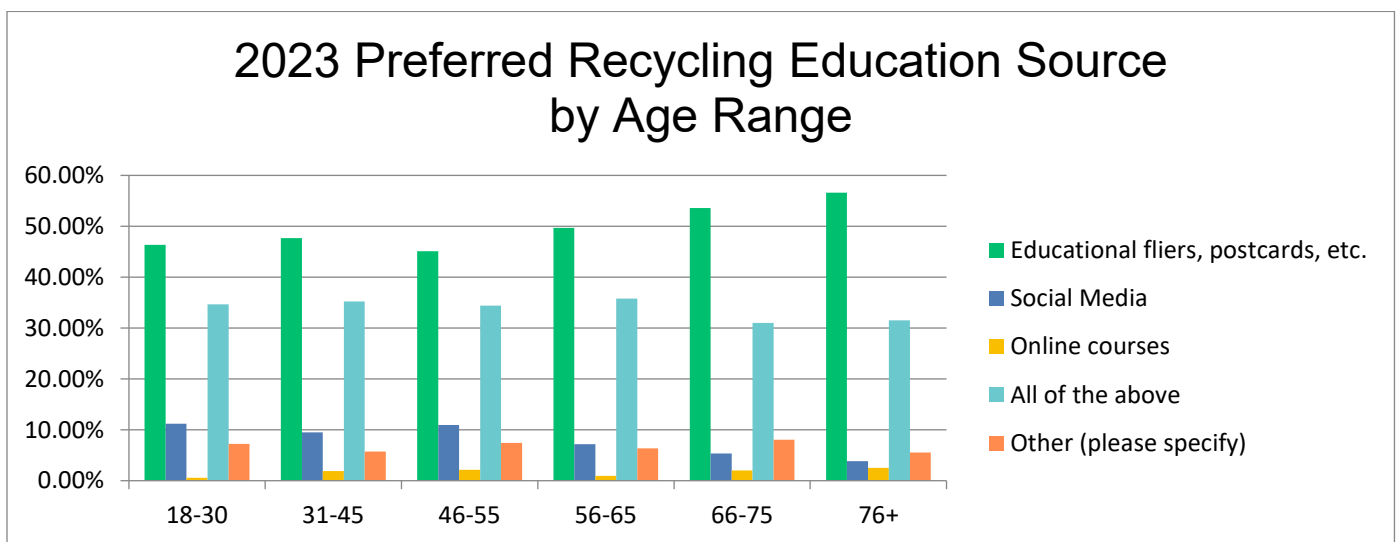
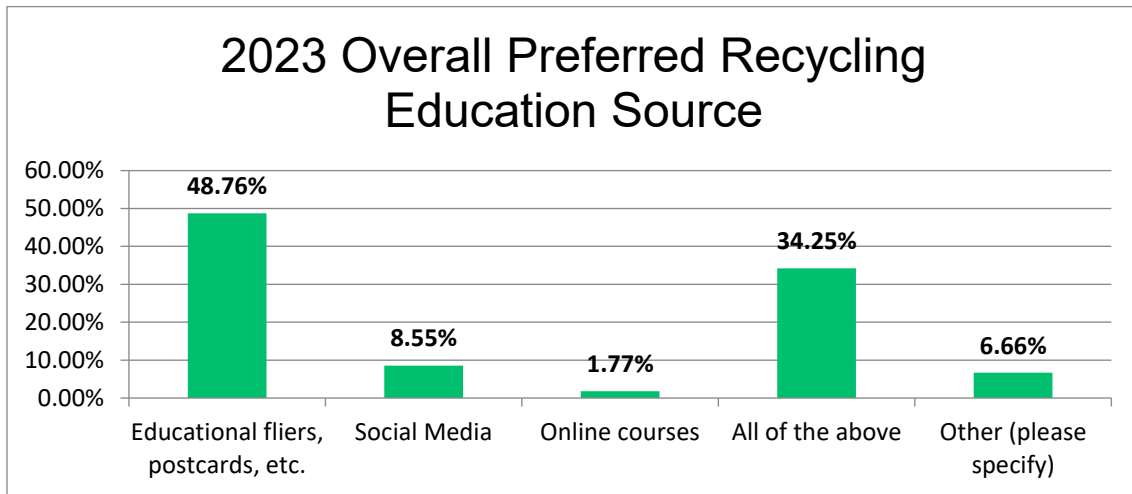
Q5: How important is recycling to you?



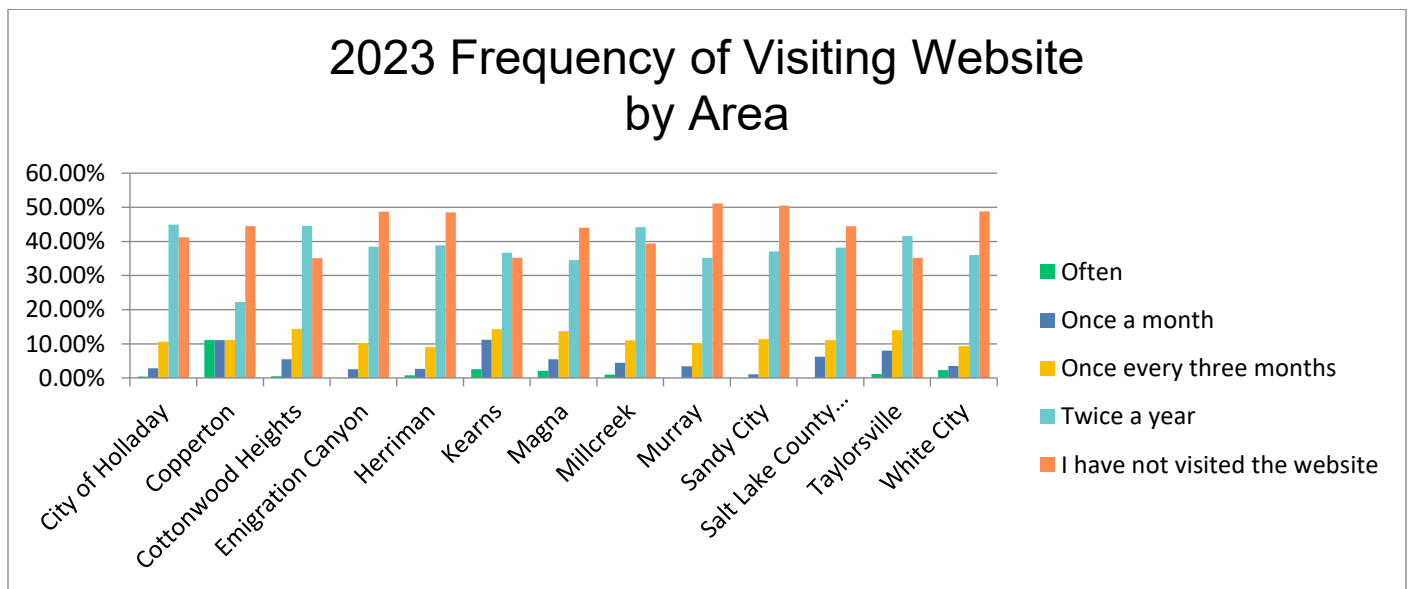
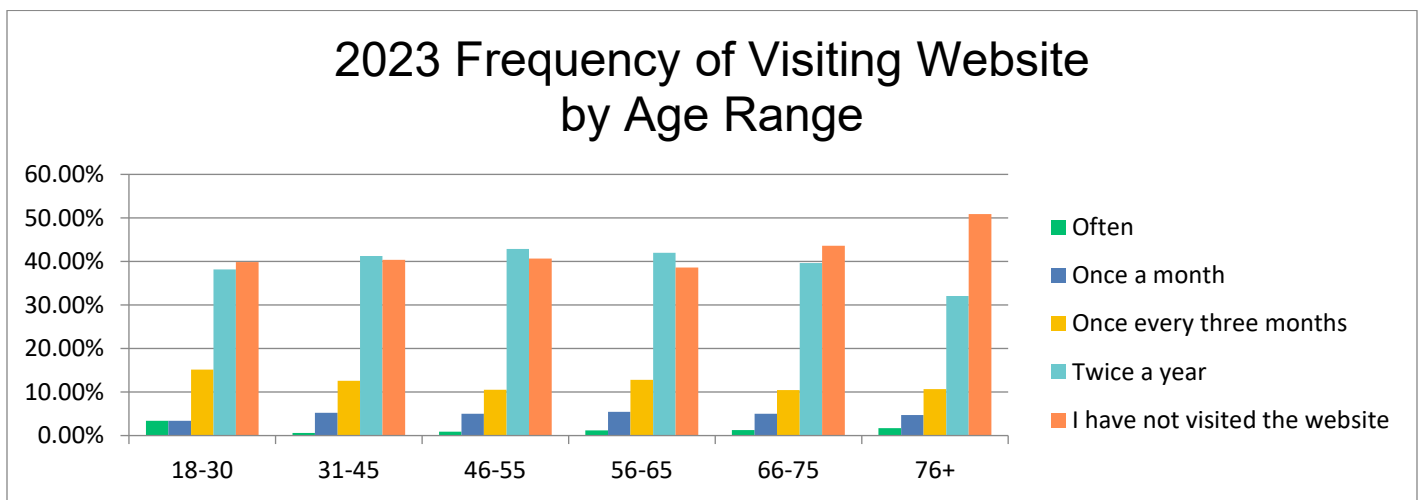
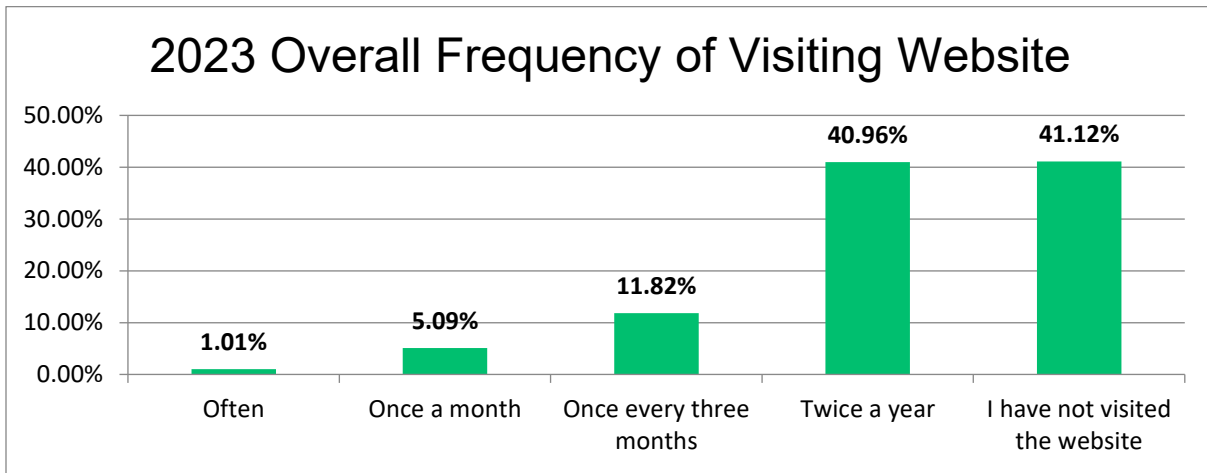
Q6: How confident are you in knowing what items are accepted in your curbside recycling can?



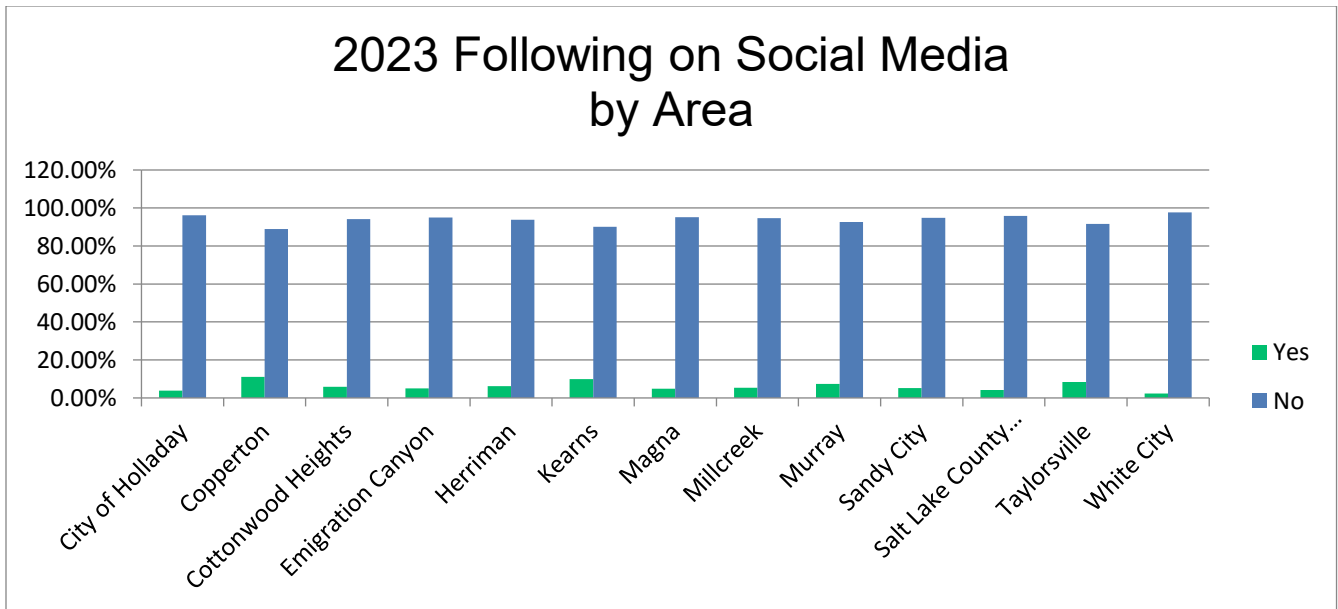
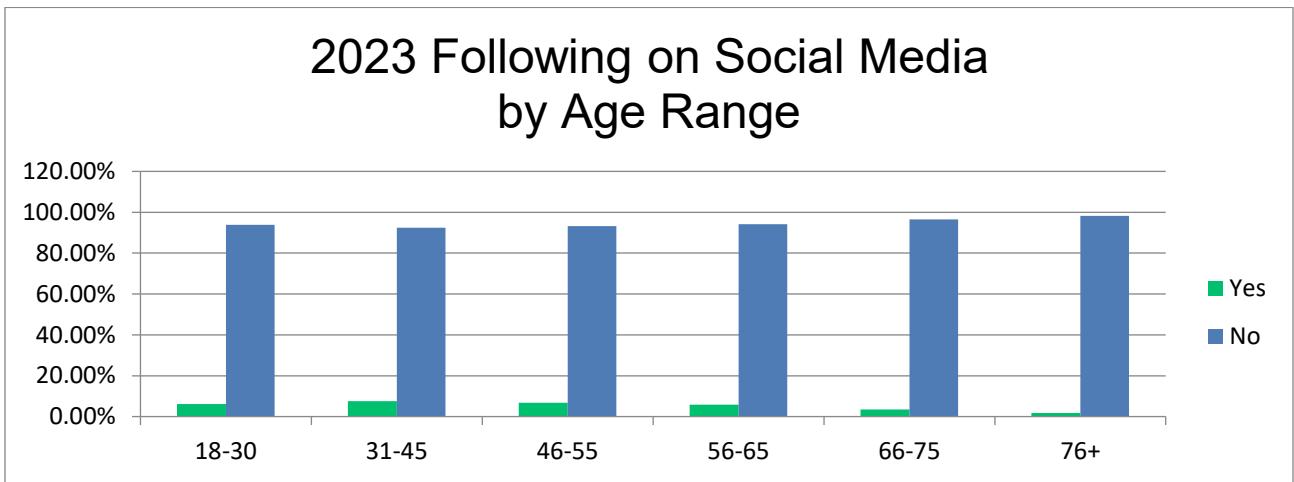
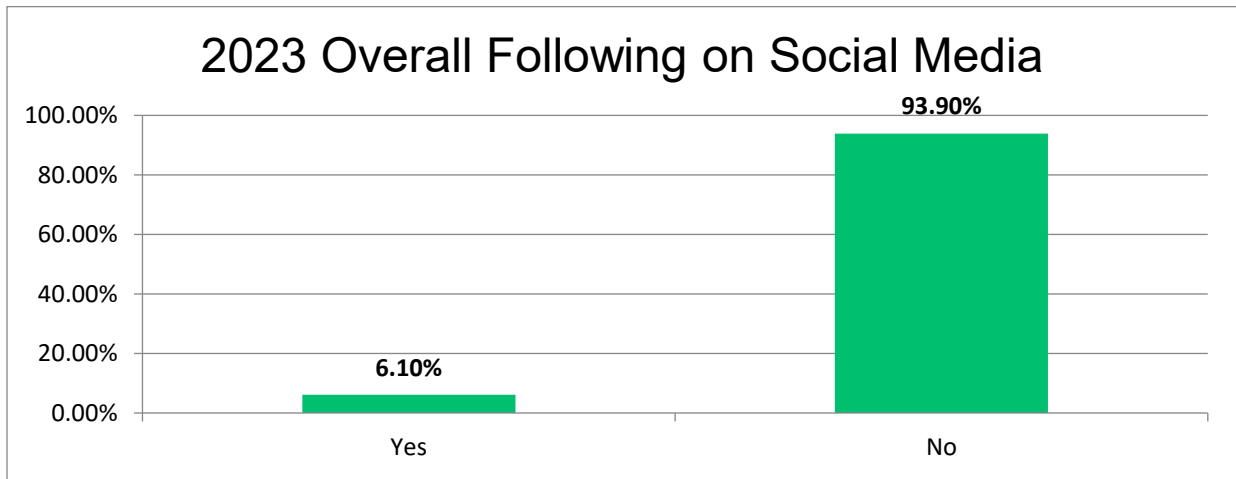
Q7: What avenues would help you and other residents learn what can and cannot go into the recycling can?



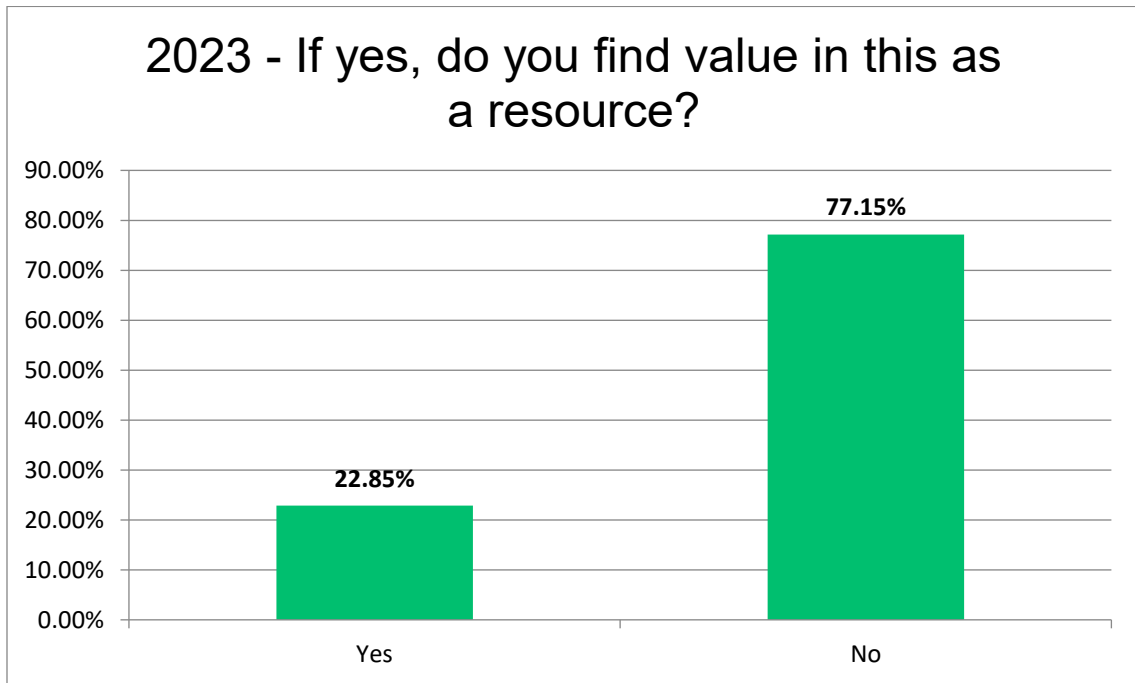
Q8: How often do you visit our website?



Q9: Are you following us on Facebook, Instagram or Twitter?



Q10: If yes, do you find value in this as a resource?



Commentary

2020 comments were left as the final question of the survey allowed them to submit a comment. 40.5% of respondents chose to leave a comment.

- The most common comment regarding recycling services included wanting to know more about the recycling process, and feel more confident that recycling services really do happen.
- There were also a lot of comments about how confused respondents are about plastics, what can and cannot be included.
- There were many comments about other services we provide, especially SCRP, wanting that service more throughout the year, or wanting to go back to the way that the program was previously run.