

2013 Curbsider Readership Survey

Conducted for:



Bureau of Planning and Sustainability

Innovation. Collaboration. Practical Solutions.

City of Portland, Oregon

Charlie Hales, Mayor • Susan Anderson, Director



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METHODS

- **Goal:** Provide information on current reach of *Curbsider* & means to improve reach. Objectives:
 - ✓ Determine reader demographics
 - ✓ Identify readership of most recent issue
 - ✓ Assess comprehension of key messages
 - ✓ Determine how readers & non-readers receive information about garbage & recycling
 - ✓ Ensure representation of homeowners & renters

➤ **Methodology:** Telephone interviews with residents of Portland

- ✓ Sample size of 400. Worst-case reliability of $\pm 4.9\%$
- ✓ Voter registration list used to ensure both landlines & cell phone. Quota of 100 cell phones
- ✓ Targeted sample of renters to ensure 96 renters included to match 24% renters in Portland

➤ **Respondent criteria:**

- ✓ Live in city of Portland
- ✓ Live in single family, duplex, triplex or 4-plex
- ✓ Most responsible or share responsibility for household's garbage & recycling

➤ **Questionnaire design:** Designed by CDRI based on input from City. Average length is 10 minutes

➤ **Interviewing:** Conducted June 28–July 11

- ✓ Began approximately 1 week after *Curbsider* delivered

RESEARCH RESULTS

RESPONDENT DEMOGRAPHICS

- In reviewing demographics, remember that respondents are a sample of Portland adults living in a single family home or a duplex, tri-plex, or 4-plex, not a sample of all Portland residents over the age of 18
- Also note that direct comparison with U.S. Census data not always possible due to categories used & question wording

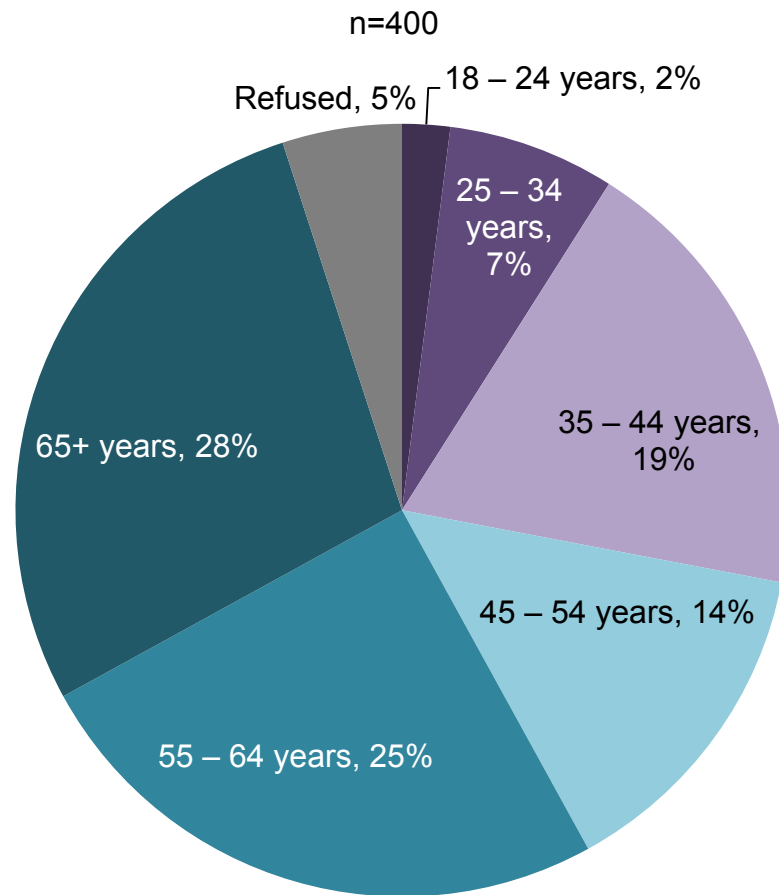
Respondents live in four areas of Portland in similar portion as 2010 census data

Q: *What is your ZIP Code?*

Area of Portland	2013 Curbsider Survey n=400	2010 Census
Westside	16%	21%
North	10%	9%
Inner eastside	48%	45%
Outer eastside	24%	25%

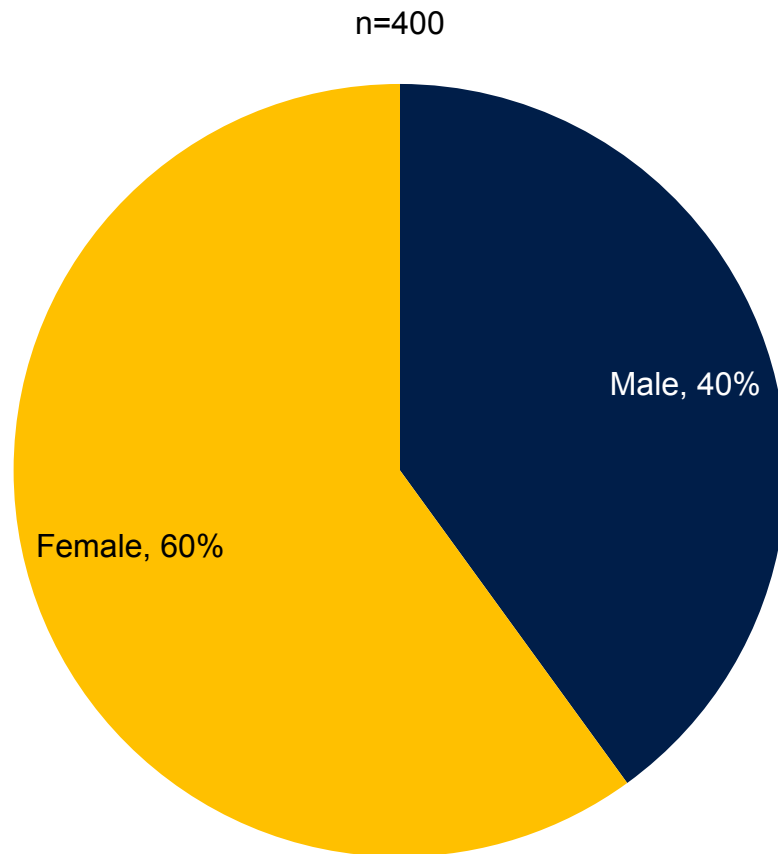
Average age of respondent is 55

Q: *What is your age, please?*



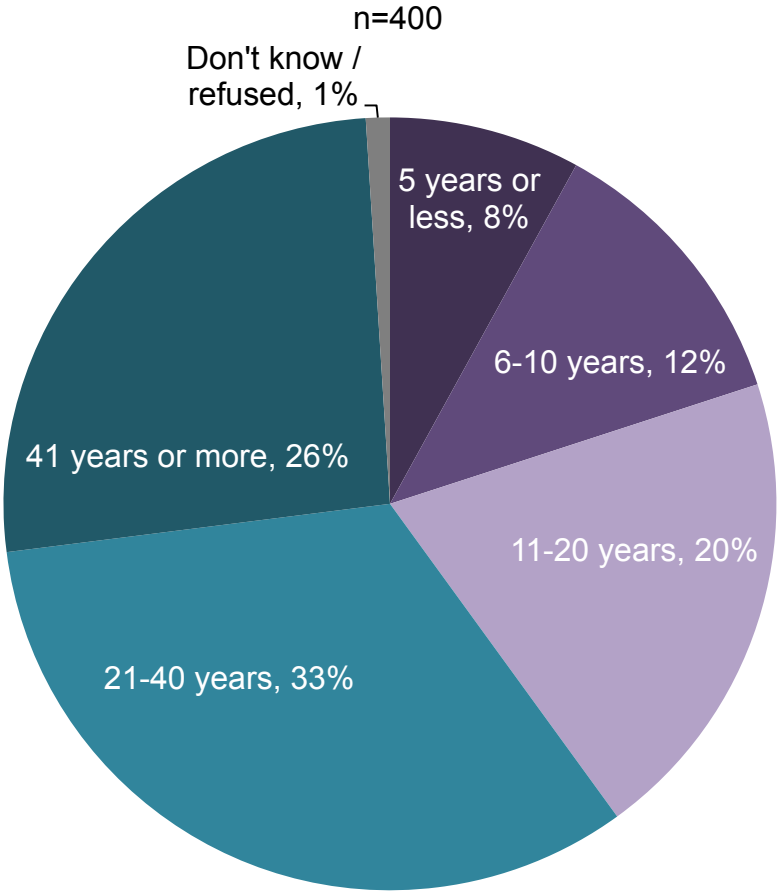
- Respondents skew substantially older than Portland population. For example, while according to the U.S. Census, 36% of Portland's population is 18 to 34, only 9% of the sample falls in this age range. Skew likely due to:
 - ✓ Younger residents living in multifamily housing which is not included in sample
 - ✓ Lower cooperation rates among younger residents

Respondents are more likely to be female than male



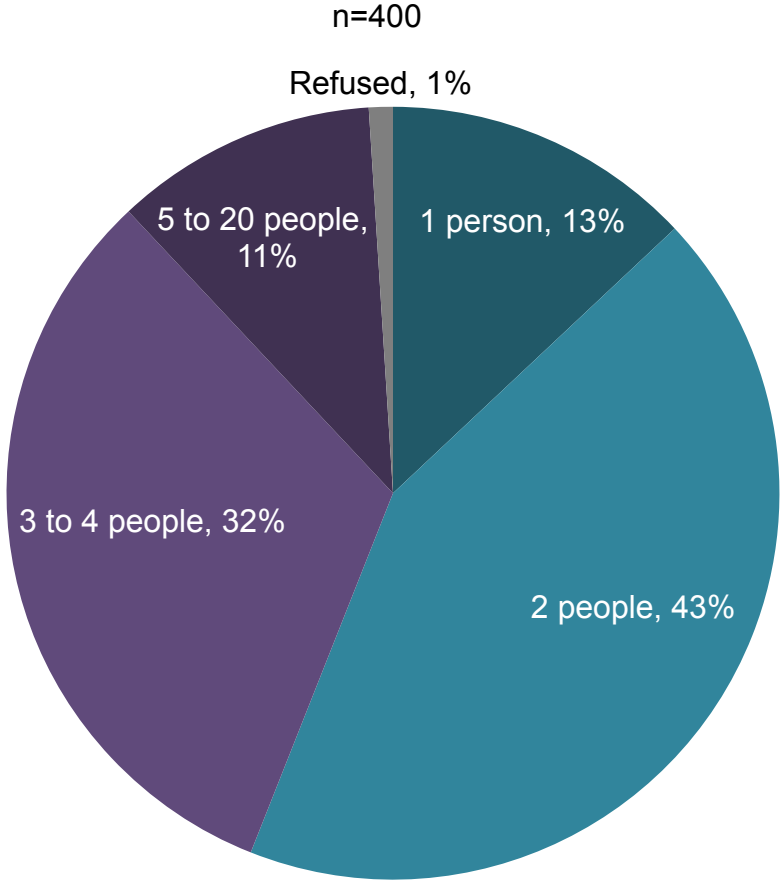
Average length of time living in Portland is 30 years

Q: *How long have you lived in the City of Portland?*



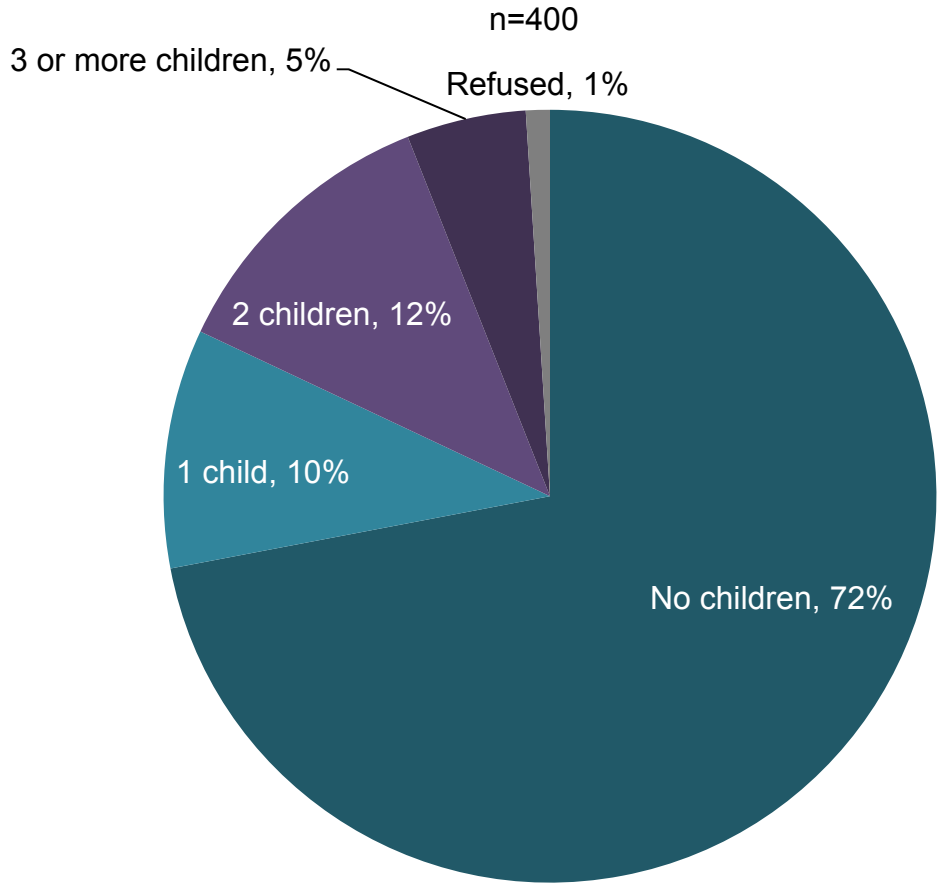
Majority of households include just 1 or 2 people

Q: *How many people, total, live in your household?*



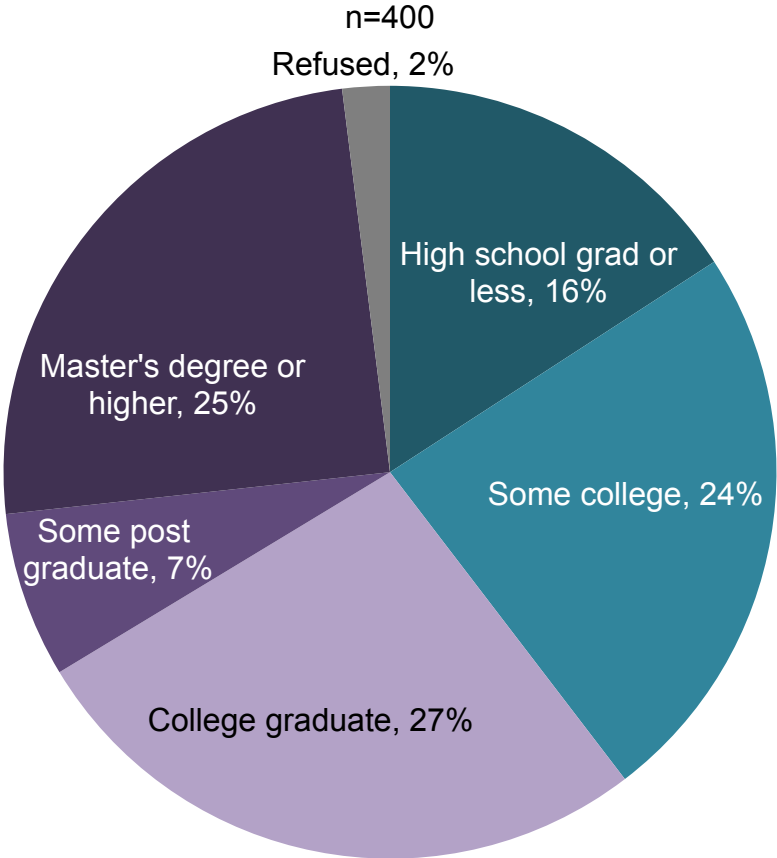
Most households do not include children under 18. Matches 2011 U.S. Census Housing Survey finding of 28% of PDX household with children

Q: *How many, if any, children under the age of 18 live in your home?*



Respondents tend to be well educated

Q: And what is the last year of education you had the opportunity to complete?



- While a direct comparison with U.S. census data is not possible, respondents do appear to be better educated than Portland's population as a whole. Census estimates 43% of Portland adults over 25 have at least a college degree, while 59% of respondents have at least a college degree. Likely result of:
 - ✓ Women are more likely to have a college degree & 60% of respondents are female
 - ✓ Multifamily excluded from sample

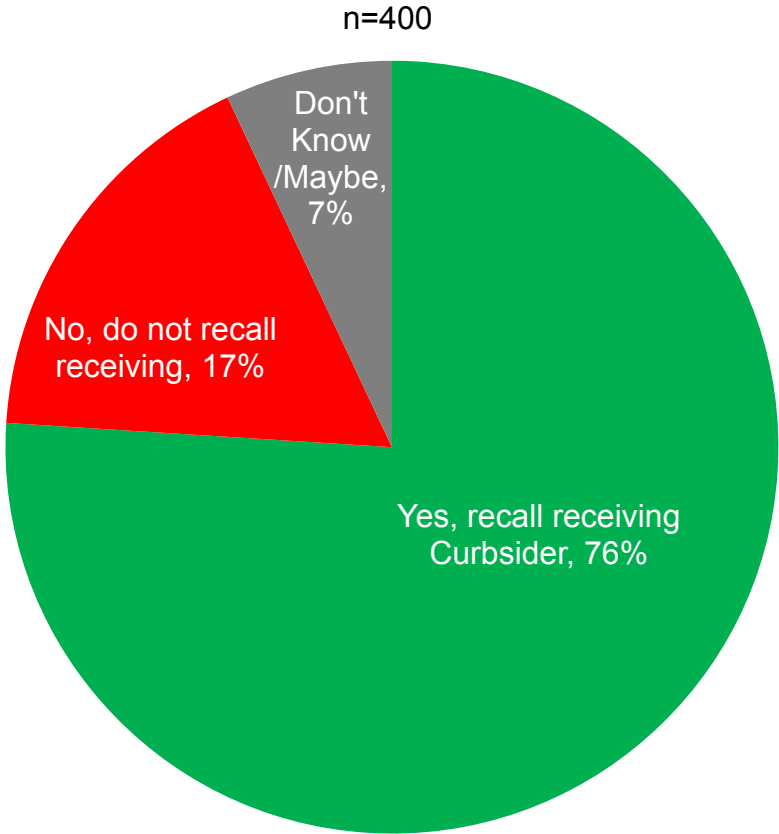
- 80% of respondents are White-Caucasians. Other segments include:
 - ✓ 8% are African-American
 - ✓ 2% are Hispanic
 - ✓ 2% are Asian-Pacific Islander
 - ✓ 2% are multi-racial
 - ✓ 2% are others
 - ✓ 6% refused

- Percent White-Caucasians & percent all other race/ethnic categories close to Census estimate
 - ✓ 80% of respondents say they are White-Caucasian, while according to Census, 79% of Portland adults identify as White
 - ✓ 5% of respondents are Black, while Census estimates 6% of Portland adults are Black
 - ✓ Asians & Latinos are likely slightly under-represented. 2% each of respondents are Asian or Latino. Census estimates 7% of Portland adults are Latino & 7% are Asian

***CURBSIDER* READERSHIP**

Recall of *Curbsider* is high

Q: Do you happen to recall if your household received a copy of the Curbsider newsletter in the mail in the last couple of weeks? The Curbsider is the City of Portland's newsletter that contains information about garbage, recycling, and composting services.

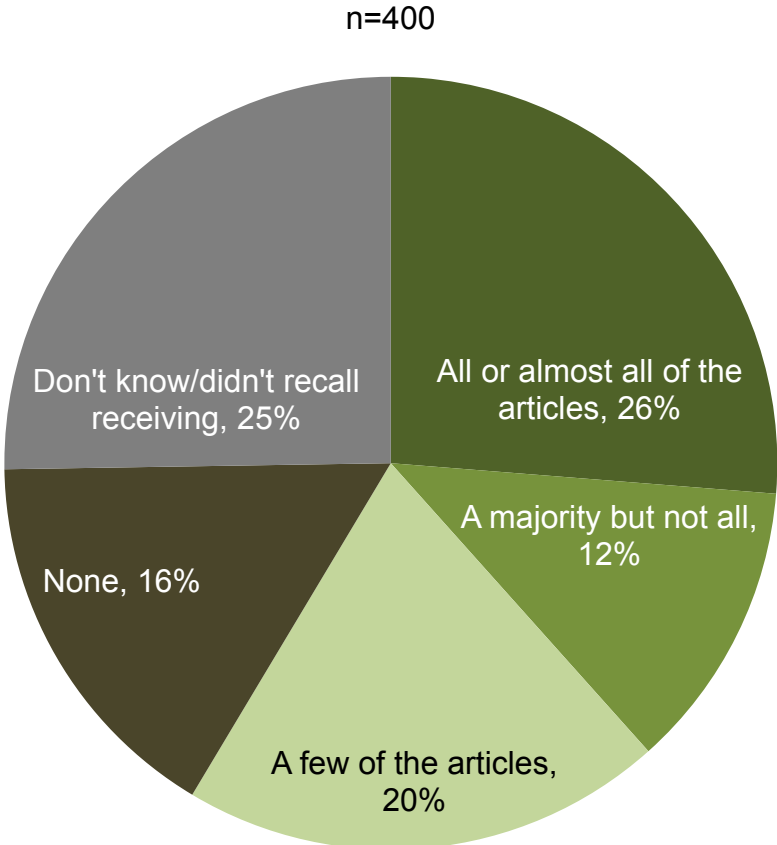


- Recall of *Curbsider* is higher than last time readership was assessed in 2003
 - ✓ In 2003, 32% did not recall. In 2013, only 24% don't recall or don't know
- While recall of the *Curbsider* is high in all areas of the City, there are differences worth noting:
 - ✓ Readership is higher in inner eastside (80%) & the westside (79%) & lower in outer eastside (69%) & north (68%)

- While recall is high in all demographic segments, some significant differences:
 - ✓ Owners (79%) more likely to recall than renters (66%)
 - ✓ Women more likely to recall (81%) than men (67%)
 - ✓ Youngest residents much less likely to recall
 - 49% recall among those 18 to 34; 72% recall if 35 to 54; 83% recall if 55 or over
 - ✓ Those without children more likely to recall (79%) than those with children (68%)

Overall, almost 6 in 10 read at least a few of the *Curbsider* articles

Q: Which of the following best describes how much, if any, of the *Curbsider* you read?



- Amount read again varies with area of Portland the respondent lives in:
 - ✓ Westside (62%) & inner eastside (65%) more likely to read at least a few articles than north (42%) & outer eastside (52%)

- While readership is high among all segments, amount read is higher with the same demographic segments that have higher recall. Those more likely to read at least a few articles include:
 - ✓ Owners (61%) compared to renters (50%)
 - ✓ Women (66%) compared to men (47%)
 - ✓ Older residents – 69% for those 55+, 49% for those 35 to 54, & just 32% for those residents 18 to 34
 - ✓ Those without children (63%) compared to those with children (47%)

- If they recalled receiving the *Curbsider*, but say they didn't read any of the articles (n=64), about half (55%) say they at least opened the newsletter

➤ A typical reader is:

- ✓ A women living on the westside or inner eastside. She is likely a homeowner, over 35 years of age & likely over 55, & likely does not have any children under 18

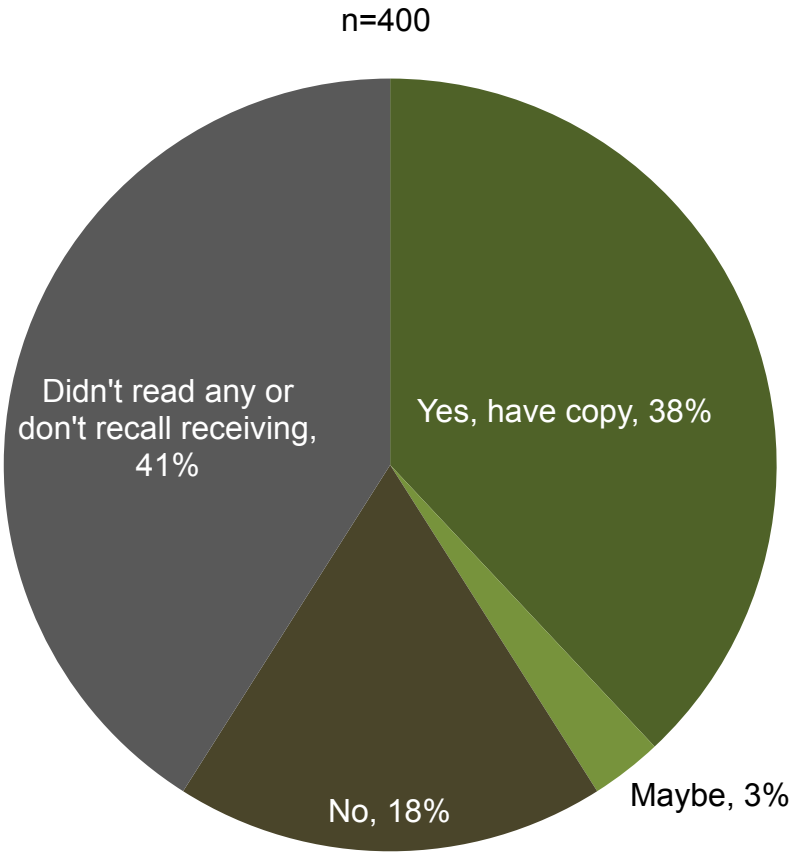
➤ A typical non-reader is:

- ✓ A man living in north or outer eastside. He may be a renter & is very likely to be under 35, perhaps between 35 and 54. He may also have children

➤ Important to note a non-reader is just as likely to have a college degree as a reader

About 4 in 10 have kept their *Curbsider*

Q: *Do you still have your copy of the Curbsider?*

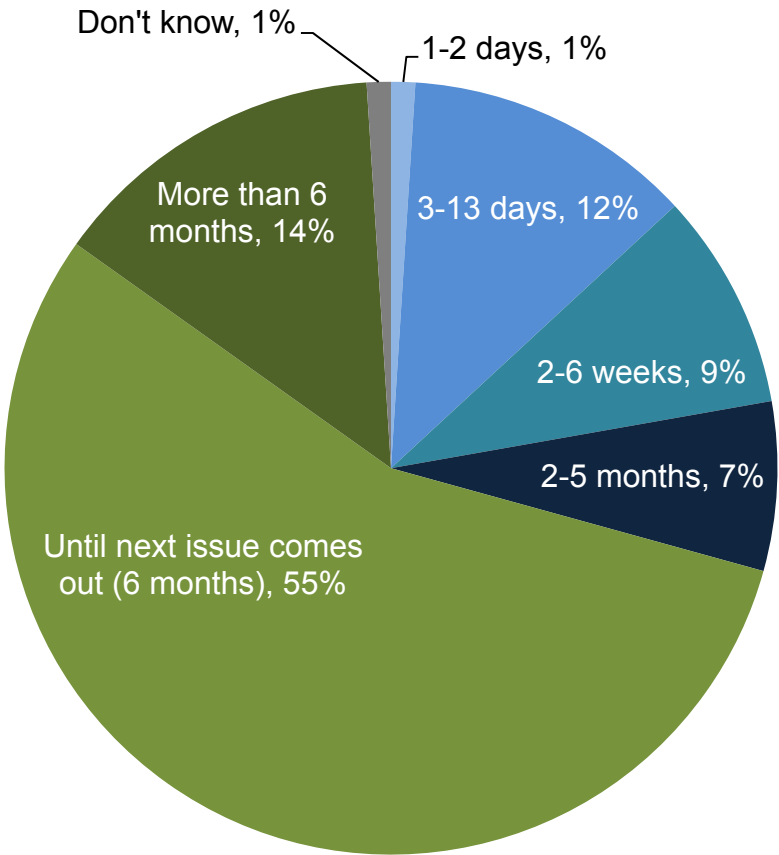


- The same demographic segments that are more likely to recall & read the *Curbsider* are more likely to keep it – women, older residents, & those without children
 - ✓ No significant differences between owners & renters, area of town, education

If they kept their copy of the *Curbsider*, often keep it until next issue comes out

Q: *How long do you usually keep all or any portion of the Curbsider?*

Asked only of those who indicate they still have their copy of the *Curbsider* n=152



***CURBSIDER* MESSAGE RETENTION**

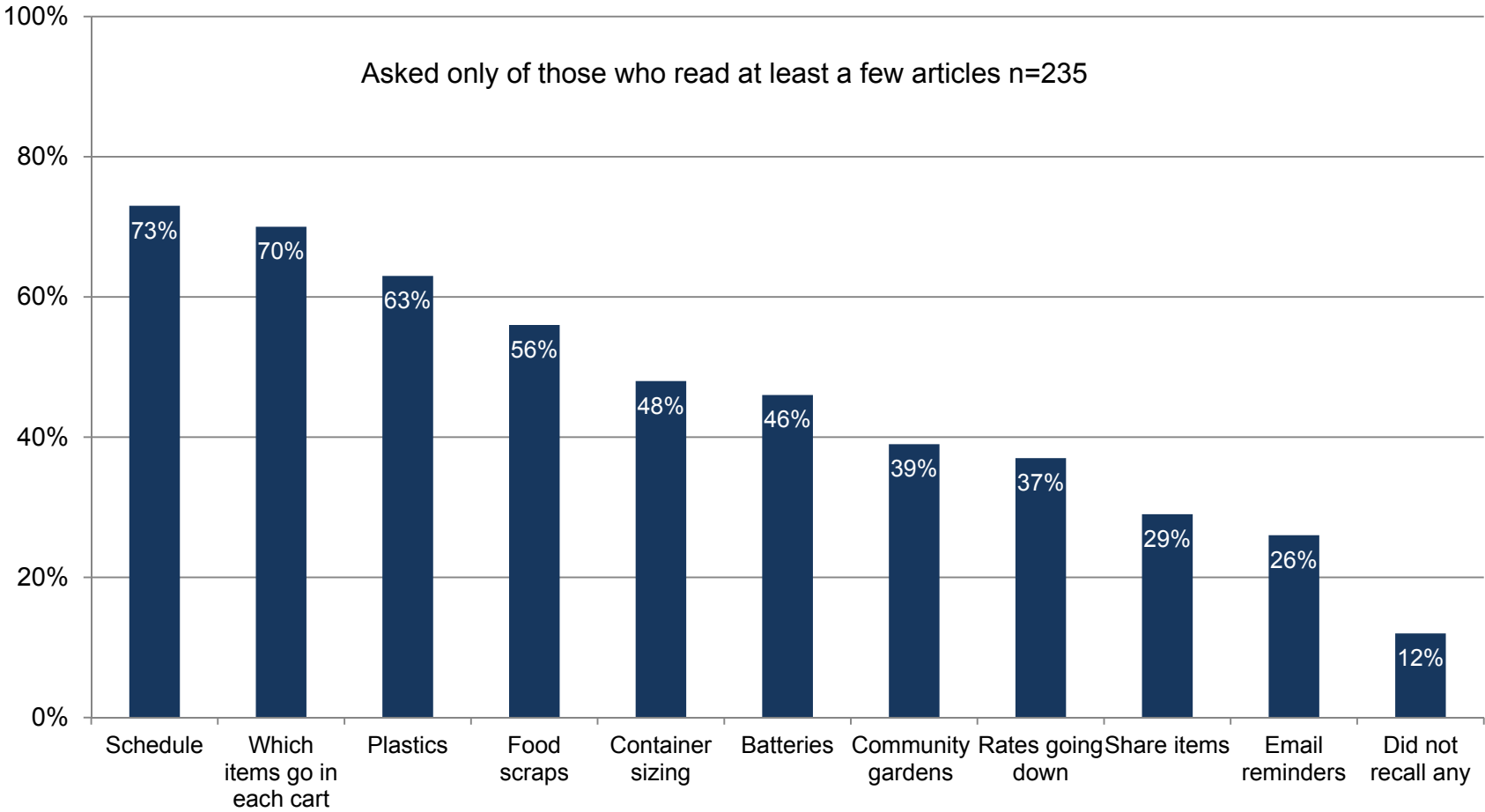
Unaided recall highest for schedule, information on what goes in each cart

Q: *What information or messages do you recall from this issue of the Curbsider?*

Information or message recalled on an <i>unaided</i> basis	Those who read any article n=235
Garbage & recycling schedule	40%
What goes in each roll cart	38%
Plastics recycling	7%
Misc. recycling	5%
Rate (decline or increase)	5%
Success of program	4%
Food scraps/composting	4%
Others, 3% or less	14%
Has not read	5%
Nothing specific	22%

Aided recall most likely of schedule, what to put in each cart

Q: Which, if any, of the following topics do you remember from this issue of the Curbsider?



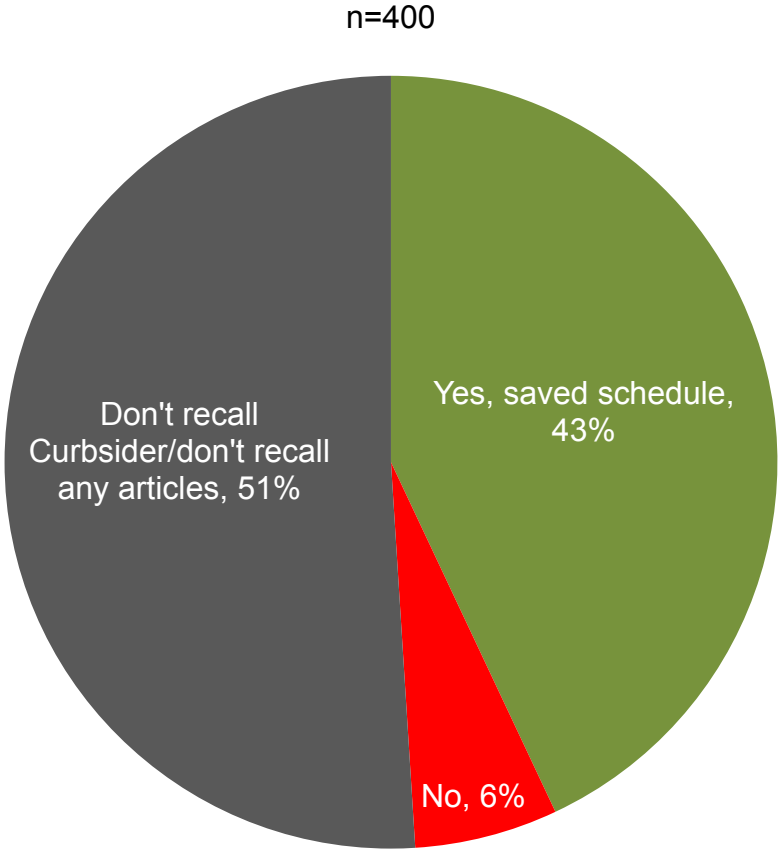
- No significant differences on articles read by renters compared to homeowners
 - ✓ For example, 88% of homeowners recall at least one of the articles compared to 86% of renters
- No statistically significant differences in articles read by area of Portland

- In general, women a little more likely to recall most articles than men
 - ✓ Men more likely to recall articles on reusing or recycling batteries (51% men; 44% women) & email reminders (30% men; 24% women)
 - ✓ Women much more likely to recall article on rates going down (41% women; 30% men) & sharing resources (35% women; 17% men)
- Oldest segment (55+) much more likely to recall article on rates doing down (44% those 55 & over; 27% those under 55)

- Those without children typically recall more articles than those with children
- *Curbsider* appears to be doing a good job reaching those with less education. Overall, those *without* a college degree are more likely to recall at least one article than those with a college degree & more likely to recall articles on:
 - ✓ What goes in different containers, what plastics can be recycled, advice on food scrapes, & email reminders

Many saved the Garbage Collection Schedule

Q: *You indicated you recall the 2013-2014 Garbage Collection Schedule in the Curbsider. Did you save this schedule to use to help remind you of your household's garbage and recycling schedule?*

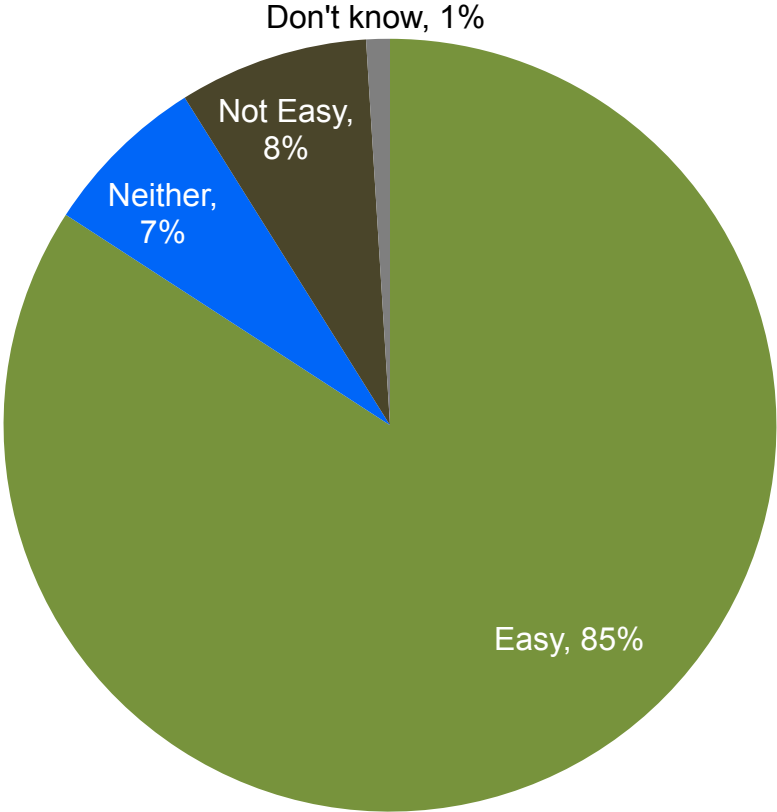


- Of those who recalled the Schedule in the Curbsider, 87% saved it
 - ✓ Saving the Schedule is common among all segments
- Of those who saved it (n=171), not surprisingly, the vast majority (82%) posted it for future reference
 - ✓ By far the most common posting location is the kitchen – either on the refrigerator or on a cupboard or bulletin board (72% of those who posted)

Current format of Schedule easy for most to understand

Q: *How easy would you say the schedule is to understand? Is it easy to understand, neither easy nor difficult to understand, or not easy to understand?*

Asked only of those who recall seeing the Schedule n=196



- Schedule just as easy for those without a college degree (87% easy to understand) as those with a college degree or more (83%)

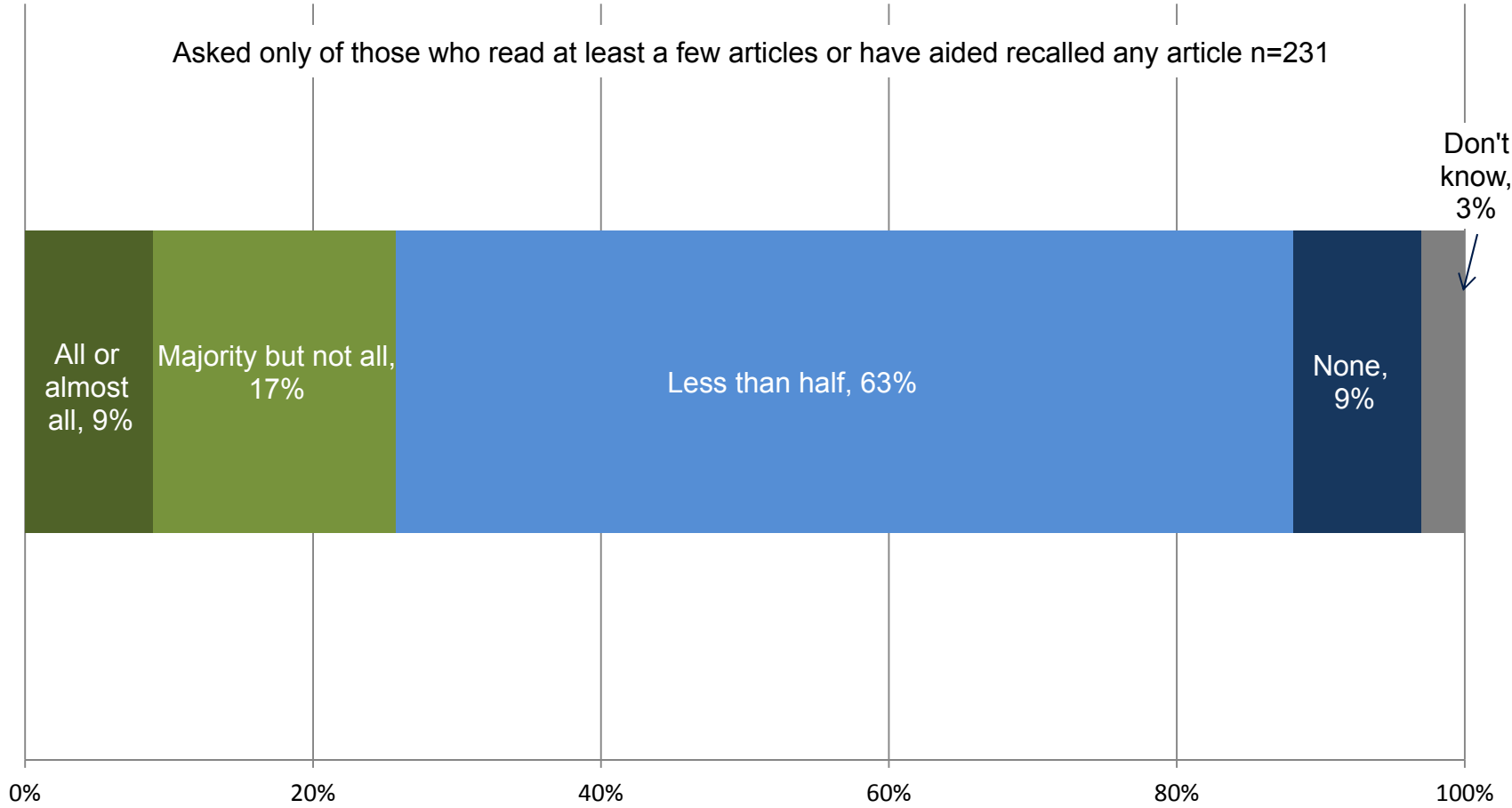
- Of the few (n=69) who recall the article on how to sign-up for email reminders of their garbage & recycling schedule, only 10% say they have signed up & 13% say they plan to sign up but have not yet
 - ✓ If they saw the article, those *with* children are more likely to have signed up (29%)

- Later in the interview, all respondents were asked their awareness of the availability of email reminders prior to the *Curbsider* article:
 - ✓ 32% indicate they were aware of the ability to sign up for email reminders prior to this issue of the *Curbsider*
 - ✓ Most common source of information is prior *Curbsider* articles (38%). All other sources mentioned by less than 10% of those who are aware

OVERALL *CURBSIDER* EVALUATION

For most, less than half of the information in this issue of the *Curbsider* is new

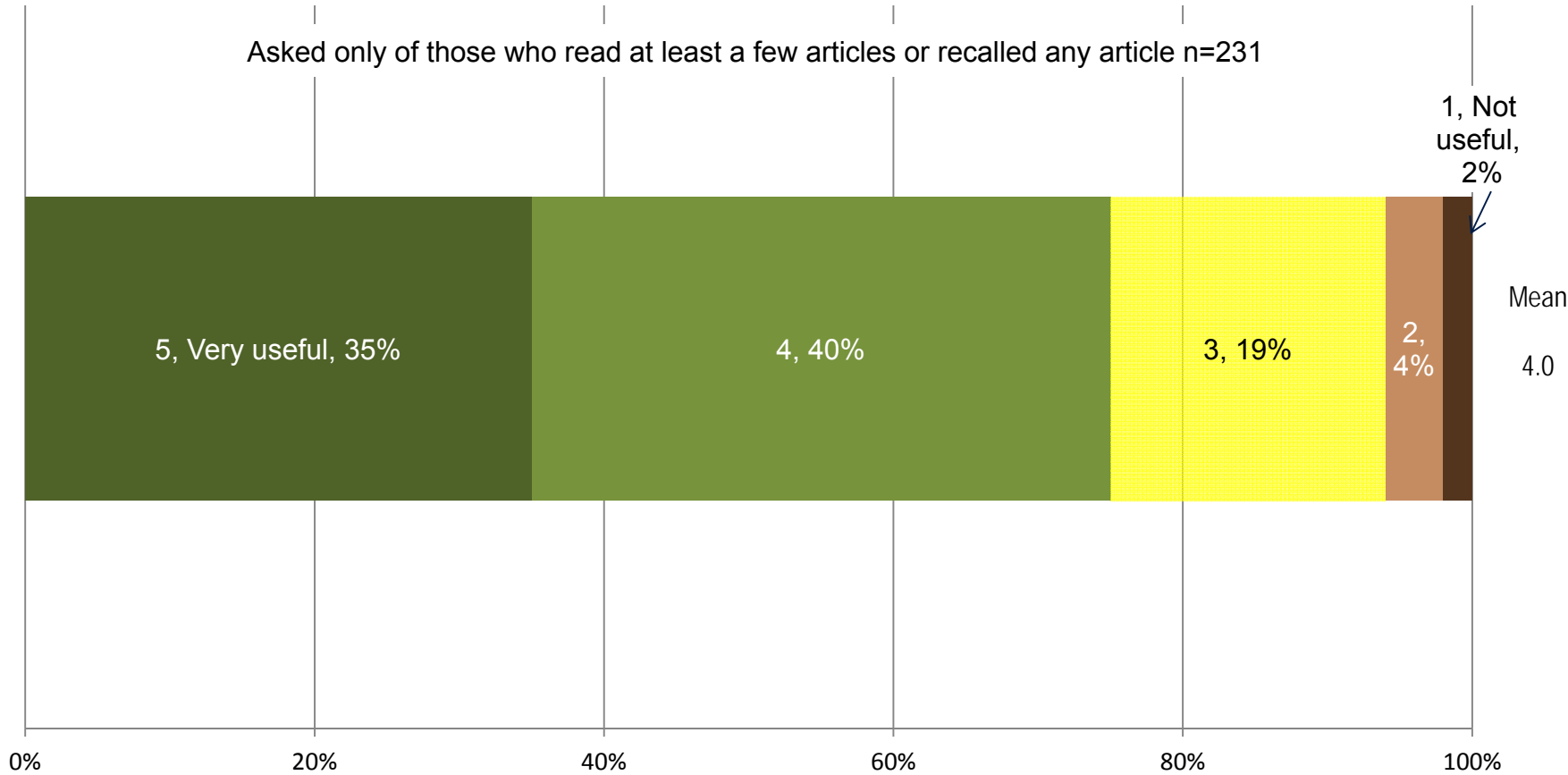
Q: *How much, if any, of the information contained in the Curbsider was new information, information you did not know before seeing it in the Curbsider?*



- Renters appear a little more likely to find new information in the *Curbsider*
 - √ 73% of renters say less than half is new compared to 80% of homeowners

Even if they have received most of the information before, majority find *Curbsider* useful

Q: Overall, how would you rate the usefulness of the information contained in the *Curbsider*? Use a "1" to "5" scale where a "1" is not useful, none of the information was useful to your household and a "5" is very useful, all of the information was useful.



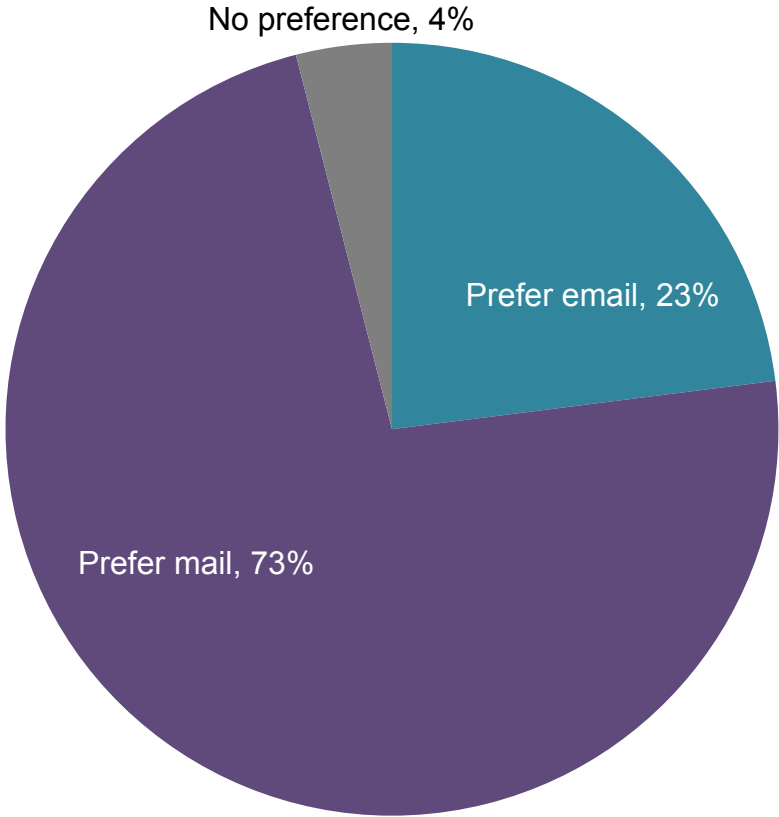
- No significant differences by most segments – own/rent, education, children in home, household size, or area of Portland
- *Curbsider* is perceived as more useful by:
 - ✓ Women (mean of 4.2) compared to men (3.7)
 - ✓ Older residents (3.6 if 18 to 34; 3.9 if 35 to 54; 4.1 if 55+)

PREFERRED MEDIA

Currently, most prefer to receive the *Curbsider* in the traditional mail

Q: *If you could choose between receiving the Curbsider in the mail or via email, which would you prefer?*

Asked of those who recall receiving the Curbsider or don't know or maybe recall n=331



While all areas of Portland prefer mail, outer eastside is significantly more likely to prefer mail over email than other areas of Portland

Media preferred	Inner eastside n=167	Outer eastside n=75	West side n=55	North n=28
Mail	71%	83%	65%	71%
Email	25%	12%	27%	29%
No preference	4%	5%	5%	-
Don't know	-	-	2%	-

- All demographic segments prefer mail over email by a wide margin. However, some have a higher interest in email:
 - ✓ Men (33% email) compared to women (17%)
 - ✓ Respondents under 55 (33%) compared to those over 55 (16%)
 - ✓ Those with a college degree (28%) compared to those without (14%)
 - ✓ Those with children (31%) compared to those without (20%)
- No difference between owners & renters

- Adding an email version may be a way to reach those who read less of the current issue or found it less useful
 - ✓ Those reading few or none of articles in the last issue are more likely to prefer email (30%) than those who read most of the last issue (14%)
 - ✓ Those who rated the last issue as not useful more likely to prefer email (29%) than those who found it useful (13%)
- However, may also be just easier to ignore if comes via email

Reason for preferring mail often due to issues with email

Reason prefer to receive in mail	Prefer mail n=242
Issues with email or computer	69%
Don't read email very often	22%
Too many emails	19%
No computer or no Internet	13%
Automatically delete emails	7%
Computer not handy/doesn't work	4%
Need to printout or no printer	4%
Paper better format	55%
More likely to see/read if receive in mail	23%
Easier to read in this format	18%
Want to get schedule to post	6%
Want to post or keep <i>Curbsider</i>	5%
Easy to share with others	3%

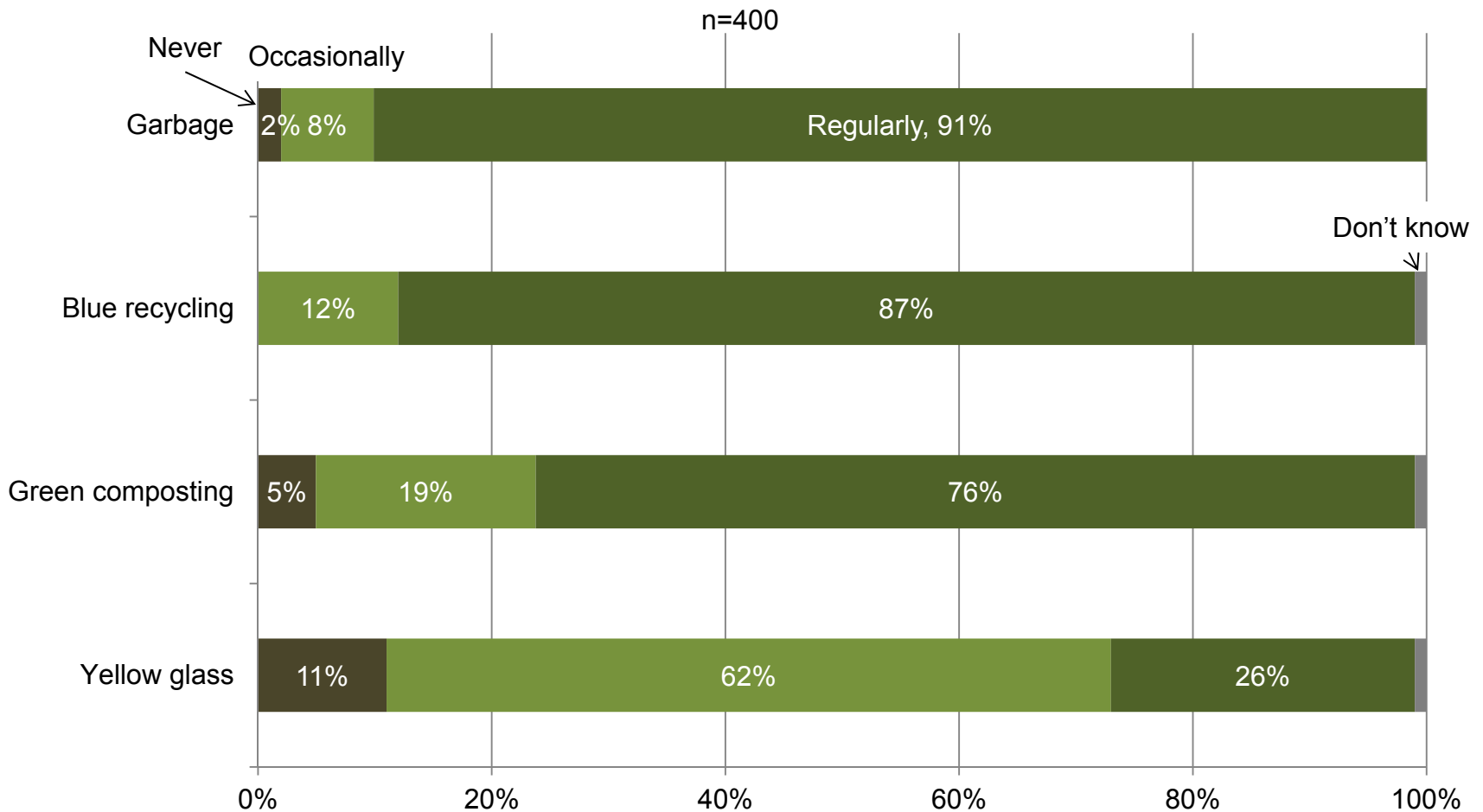
Reasons for preferring email often due to issues with paper

Reason prefer to receive as email	Prefer email n=75
Issues with paper	89%
Reduce paper usage	64%
I want less mail	20%
Don't have to recycle/dispose of	5%
Easier to read on mobile device/online	15%
How I get all or more of my information	7%
Others	11%
Don't know	1%

GARBAGE & RECYCLING HABITS

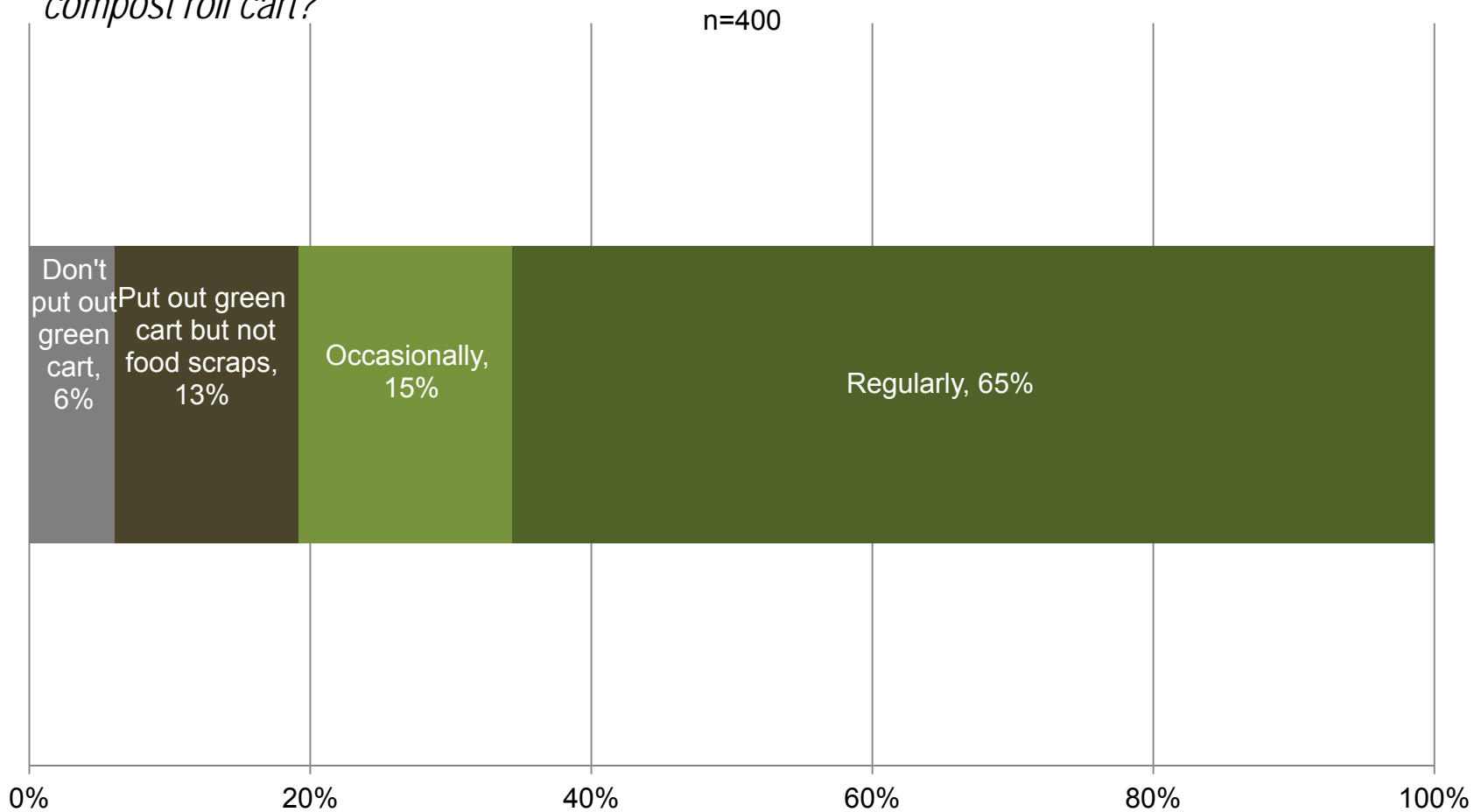
Vast majority are putting out blue, green, & yellow containers at least occasionally

Q: Does your household regularly, occasionally, or never put out the . . .



8 in 10 put food scraps in the green compost roll cart at least occasionally; most do regularly

Q: Does your household regularly, occasionally, or never put food scraps in the green compost roll cart?

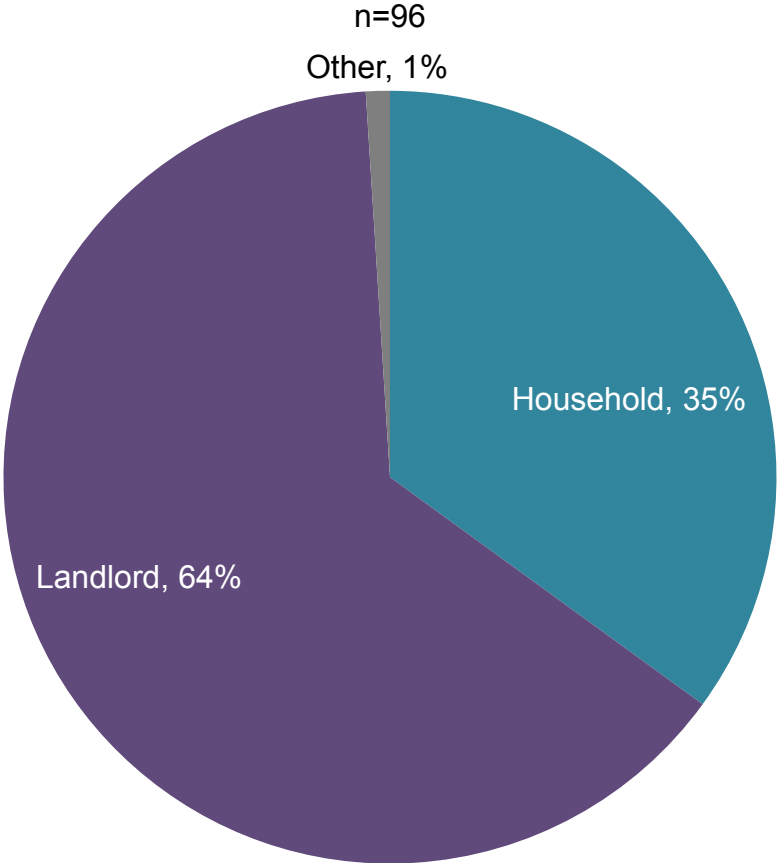


- While all parts of Portland display a high participation rate, outer eastside & westside least likely to put food scraps in the green composting roll cart at least occasionally
 - ✓ Inner eastside – 85%
 - ✓ North – 84%
 - ✓ Westside – 76%
 - ✓ Outer eastside – 73%

- While those under 35 are less likely to regularly put food scraps in the green cart, they are more likely to occasionally do so, which results in no difference in participation by age
- Women are more likely to say they at least occasionally put food scraps in the green cart (84%) than men (75%)
- No difference between owners & renters

One-third of renters say they, not the landlord, pay their garbage & recycling bill

Q: Does your household pay its own garbage and recycling bill or does your landlord pay it for you?



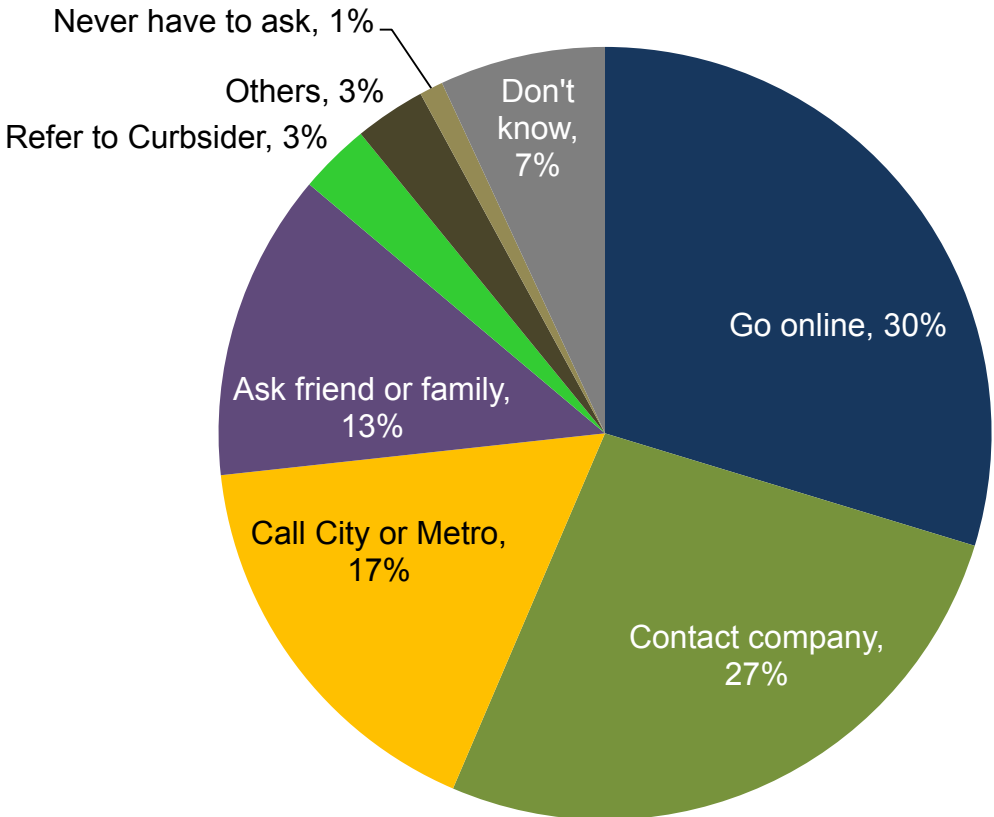
- Sample size is small, but renter household appears to be more likely to pay garbage & recycling bill on the westside (50%) & in outer eastside (45%)
 - ✓ Less likely in inner eastside (29%) & north (22%)

INFORMATION GATHERING

When needing the answer to a question, going online or contacting their garbage & recycling company most common solution

Q: *When you have a question about garbage or recycling, do you . . .*

n=400



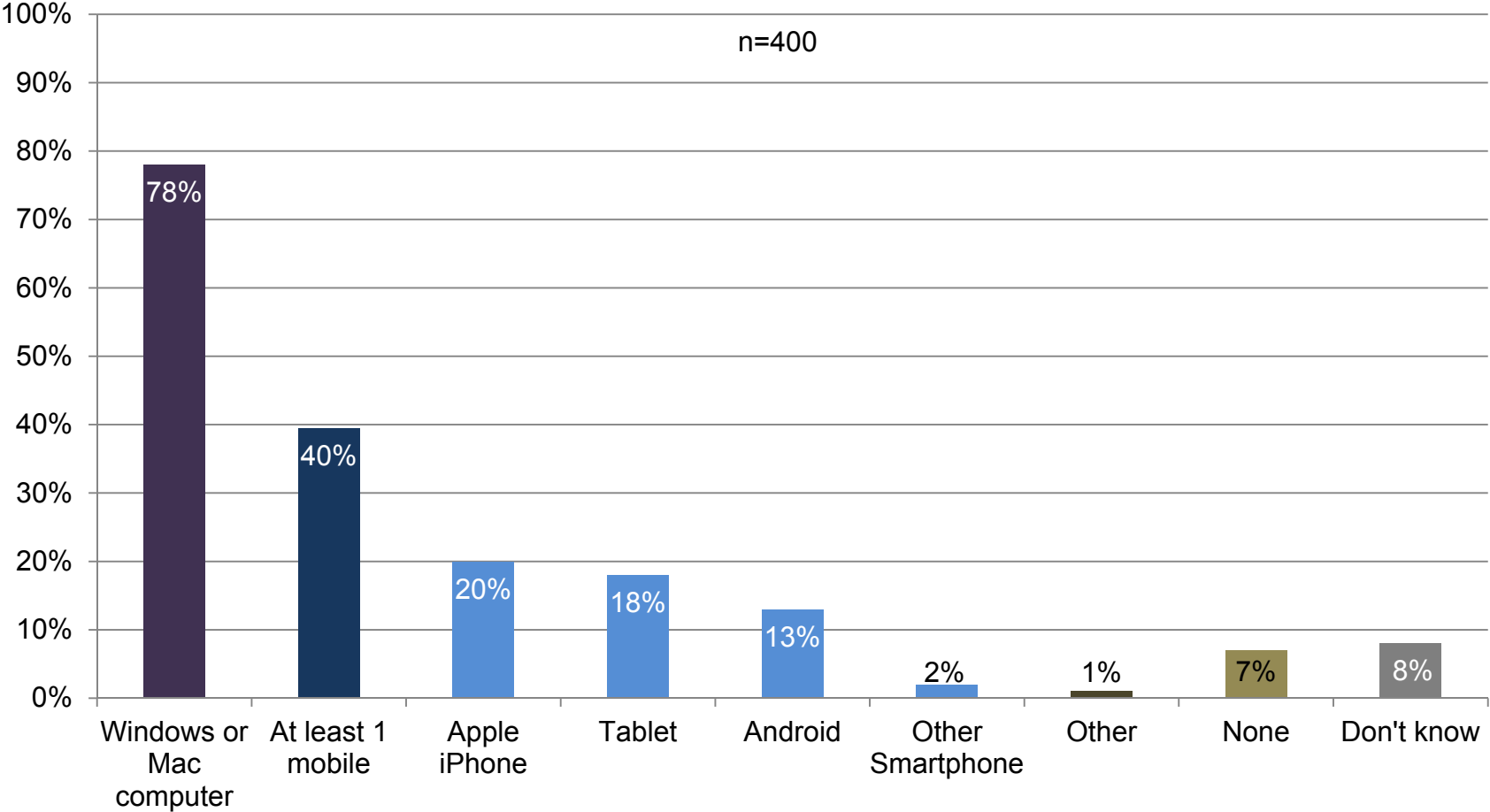
- Renters *more* likely to ask friends or family (21%) than owners (10%) & *less* likely to contact their garbage & recycling company (20%) than owners (30%)
- Going online is much more common among those:
 - ✓ Under 55 (45%) than those over 55 (19%)
 - ✓ With a college education (37%) compared to those without (20%)
 - ✓ With children (43%) than without (25%)

- Contacting their garbage & recycling company is more common among those:
 - ✓ Over 55 (33%) compared to those under 55 (18%)
 - ✓ Those who have been in Portland 10 years or more (29%) compared to those who have been here less than 10 years (16%)

- If they go online to find answers to questions, by far most likely to use Google or another search engine (74%) than type in a specific URL (14%) or go to a bookmarked website (9%)

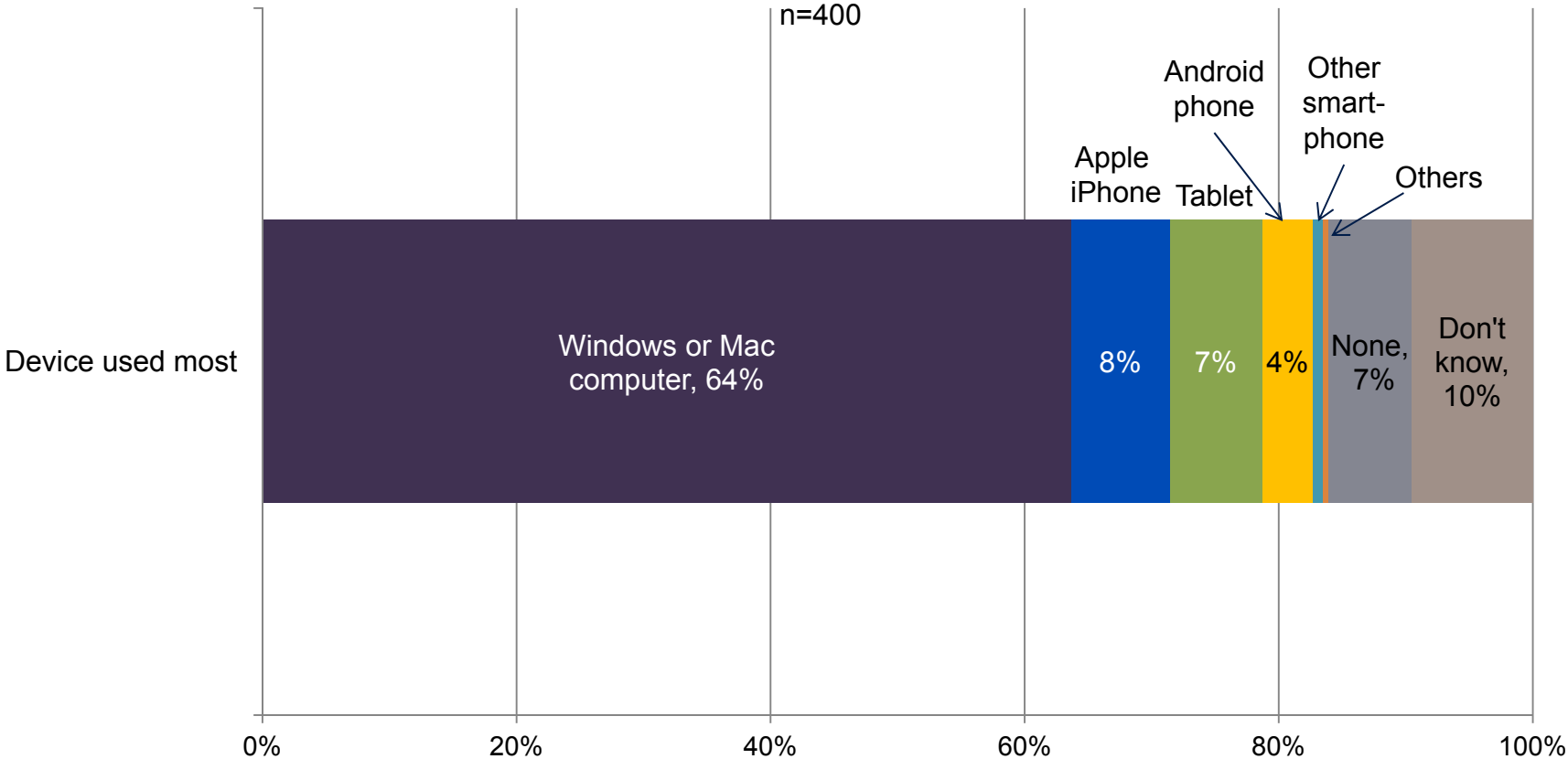
Most likely to use a computer to gather info from the Internet. 4 in 10 use at least 1 mobile device

Q: In general, when you are looking for information on the Internet, which of the following do you use? Multiple responses allowed



Computer rather than mobile device by far most likely to be used most

Qs: Combined response to: *In general, when you are looking for information on the Internet, which of the following do you use? & Which do you use most often?*



- Not surprisingly, the younger the resident, the more likely they are to use a mobile device to gather information
- Mobile device use most common on westside of Portland, least common in outer eastside
- No significant difference in use of mobile devices between owners & renters

KEY CONCLUSIONS & RECOMMENDATIONS

- Readership of *Curbsider* is high in almost all demographic segments
 - ✓ Segment of biggest concern is younger residents, although this may be driven by lifestyle & may improve as they age
 - ✓ Readership by renters, while lower than for owners, is still high. Lower readership likely due to age, not status as renters

- Current format appears to be doing a good job of reaching a wide range of education levels
 - ✓ Readership is high among both those with & without a college education

- Continue to provide core information. While much of the information in the *Curbsider* is not new, usefulness is high. In each issue include:
 - ✓ Garbage & recycling schedule
 - ✓ What goes in each cart

- Continue to mail a paper copy of the *Curbsider* to each household. While there is some interest in an email version, especially among younger households, mail is the preferred media for all demographic segments by a wide margin

- While not the preferred media for the *Curbsider*, Internet is an important source of information:
 - ✓ Often “Google” answer to questions, so need to ensure searching results in quality information
 - ✓ Currently most likely to use computer to search, but use of mobile device likely to increase. As a result, need to ensure information easy to read in mobile formats, including iPhones, Android phones, & tablets

- Garbage & recycling companies also important sources of information. As a result, providing assistance to these organizations to ensure it is easy for them to provide fast, accurate information likely valuable

For answers to questions or more
information, contact:

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APPENDIX

questionnaire

2013 CURBSIDER NEWSLETTER SURVEY

June 2013

825

DATE _____

PHONE NUMBER _____

RESPONDENT FIRST NAME _____

INTERVIEWER'S INITIALS _____

INTRODUCTION

(TO HOUSEHOLD RESPONDENT:) Hello, I'm **(FIRST AND LAST NAME)** from Campbell DeLong Resources. We are conducting a brief study on your garbage and recycling services for the City of Portland. May I please speak with the member of your household who is most responsible for decisions about garbage and recycling for your household? **(IF NECESSARY: The survey will take no more than 8 minutes to complete.) IF NOT AVAILABLE, MAKE CALLBACK APPOINTMENT FOR FIRST POSSIBLE TIME.**

AS NECESSARY: This is strictly research. We are not selling anything and your name will not be associated with your comments.

(TO NEW HOUSEHOLD RESPONDENT:) Hello, I'm **(FIRST AND LAST NAME)** from Campbell DeLong Resources. We are conducting a brief study on your garbage and recycling services for the City of Portland. **(IF NECESSARY: The survey will take no more than 8 minutes to complete.)**

AS NECESSARY: This is strictly research. We are not selling anything and your name will not be associated with your comments.

SCREENING

First, I have just a few questions to determine if you are the appropriate person to talk with.

1. Do you live within the city limits of Portland? **RECORD ONE ONLY.**

- Yes1 **CONTINUE**
- No.....2 **POLITELY DISCONTINUE**
- Don't know3 **POLITELY DISCONTINUE**

2. And which of the following best describes your home? **READ LIST.**

- Single-family residence 1 **CONTINUE**
- Duplex, tri-plex or 4-plex..... 2 **CONTINUE**
- Townhouse, condominium, or apartment with five or more units in the complex 4 **POLITELY DISCONTINUE**

3. Do you own or rent your home? **RECORD.**

- Own 1
- Rent 2 **QUOTA OF 96 RENTERS**
- Refused/don't know 9 **POLITELY DISCONTINUE**

4. Does your household have regular curbside garbage and recycling service, on-call garbage and recycling service, or no curbside garbage and recycling service?

- Yes, regular service 1 **CONTINUE**
- On call 2 **POLITELY DISCONTINUE**
- No service 2 **POLITELY DISCONTINUE**
- Don't know 4 **POLITELY DISCONTINUE**

5. Are you the person in your household who is most responsible for your household's garbage and recycling, do you share this responsibility, or is this someone else's responsibility? **RECORD.**

- Yes, most responsible 1 **CONTINUE**
- Yes, shares with others 2 **CONTINUE**
- No, not responsible..... 3 **ASK FOR REFERRAL**
- DO NOT READ:** Don't know/unsure 98 **ASK FOR REFERRAL**
- DO NOT READ:** Refused 99 **ASK FOR REFERRAL**

CURBSIDER READERSHIP

6. Do you happen to recall if your household received a copy of the *Curbsider* newsletter in the mail in the last couple of weeks? The *Curbsider* is the City of Portland's newsletter that contains information about garbage, recycling, and composting services. **RECORD.**

- Yes 1 **CONTINUE**
- No..... 2 **SKIP TO Q14**

Don't know/maybe.....3 **SKIP TO Q10A**

7a. Which of the following best describes how much, if any, of the *Curbsider* you read? **READ LIST IN ORDER. RECORD ONE ANSWER.**

- All or almost all of the articles 1
- A majority, but not all of the articles2
- A few of the articles.....3
- None of the articles4 **ASK B**
- DO NOT READ:** Don't know9

7b. **IF DID NOT READ ANY ARTICLES IN "A" ASK:** Did you open the newsletter or did you discard it without opening?

- Opened1 **SKIP TO Q13A**
- Discarded without opening.....2 **SKIP TO Q13A**
- Don't know3 **SKIP TO Q13A**

8a. Do you still have your copy of the *Curbsider*? **RECORD**

- Yes1 **ASK B**
- No.....2 **SKIP TO Q9**
- Don't know/maybe.....3 **SKIP TO Q9**

8b. How long do you usually keep all or any portion of the *Curbsider*? **RECORD. READ LIST IF NECESSARY.**

- Throw away soon after receiving it (1-2 days).....1
- A few days (3-13 days)2
- Several weeks (2-6 weeks)3
- Several months (2-5 months)4
- Until the next one comes (every 6 months, June and December)5
- Longer than six months/save them/still have old ones.....6
- DO NOT READ:** Other, specify _____
- DO NOT READ:** Don't know9

9. What information or messages do you recall from this issue of the *Curbsider*? **PROBE AND CLARIFY. RECORD VERBATIM.**

10a. Which, if any, of the following topics do you remember from this issue of the *Curbsider*? **READ AND RANDOMIZE LIST.**

- a. Garbage & recycling rates are going down..... 1
- b. Advice on food scraps composting, including finding the right container for food scraps and keeping your container clean..... 2
- c. Opportunities to share items such as yard and kitchen tools through borrowing, sharing, swapping, or renting..... 3
- d. How to sign-up for email reminders of your garbage & recycling schedule..... 4 **ASK QB**
- e. The 2013-2014 Garbage Collection Schedule 5 **ASK QC, D, E, & F**
- f. The plastics that *cannot* be placed in the blue recycling roll cart..... 6
- g. How to choose the right size of garbage container 7
- h. Using reusable batteries and/or recycling batteries..... 8
- i. Description of which items go into your garbage container, green compost roll cart, blue recycling roll cart, and yellow glass bin 9
- j. Community garden’s use of composted food scraps 10

IF DO NOT RECALL ANY OF THE ARTICLES, SKIP TO Q13A

10b. **IF RECALL SIGN-UP ARTICLE:** You indicated you recall the *Curbsider* article on how to sign up for email reminders of your garbage and recycling schedule. Have you had the opportunity to sign up for these emails? **RECORD.**

- Yes 1
- No.....2
- Plan to sign up, but have not yet.....3
- Don’t know9

10c. **IF RECALL COLLECTION SCHEDULE:** You indicated you recall the 2013-2014 Garbage Collection Schedule in the *Curbsider*. Did you save this schedule to use to help remind you of your household’s garbage and recycling schedule? **RECORD.**

- Yes 1 **ASK D**
- No.....2 **SKIP TO F**
- Don’t know3 **SKIP TO F**

10d. Did you post the schedule for easy reference? **RECORD.**

NOTE TO INTERVIEWERS: If respondent answers that they enter the dates/schedule into their electronic calendar or marked-up a paper calendar, record as a "yes."

- Yes 1 **ASK E**
- No.....2 **SKIP TO F**
- Don't know3 **SKIP TO F**

10e. Where did you post it? **RECORD. DO NOT READ LIST.**

- On the refrigerator 1
- In the kitchen/kitchen cupboard/kitchen bulletin board2
- In utility room or garage3
- Next to garbage, recycling, or composing roll carts6
- Other, specify _____
- Don't know99

10f. **IF RECALL COLLECTION SCHEDULE:** How easy would you say the schedule is to understand? Is it easy to understand, neither easy nor difficult to understand, or not easy to understand? **RECORD.**

- Not easy 1
- Neither easy nor difficult.....2
- Easy to understand3
- DO NOT READ:** Don't know9

11. How much, if any, of the information contained in the *Curbsider* was new information, information you did not know before seeing it in the *Curbsider*? **READ LIST IN ORDER. RECORD ONE ANSWER.**

- All or almost all of the information 1
- A majority, but not all of the information2
- Less than half of the information3
- None of the information4
- DO NOT READ:** Don't know9

12. Overall, how would you rate the usefulness of the information contained in the *Curbsider*? Use a “1” to “5” scale where a “1” is not useful, none of the information was useful to your household and a “5” is very useful, all of the information was useful.

Not useful **Very useful**
1 2 3 4 5 dk

13a. If you could choose between receiving the *Curbsider* in the mail or via email, which would you prefer?

- Email 1 **ASK QB**
- Mail.....2 **ASK QC**
- No preference3 **SKIP TO Q14**
- Don't know99 **SKIP TO Q14**

13b. **IF PREFER EMAIL:** Why do you prefer receiving the *Curbsider* via email?

- Reduce paper usage..... 1
- Easier to read on mobile device/online2
- How get all/most of my information3
- I want less mail.....4
- Other, specify _____
- Don't know99

SKIP TO Q14

13c. **IF PREFER MAIL:** Why don't you prefer receiving the *Curbsider* via email?

- Too many emails..... 1
- Automatically delete most emails2
- More likely to see/read if receive in the mail3
- Easier to read in this format4
- Get garbage/recycling schedule or recycling guide to post.....5
- Easy to share with others.....6
- I don't read my email very often7
- Other, specify _____
- Don't know99

USE OF THE GARBAGE & RECYCLING SYSTEM

Now I have a few questions about how your household handles garbage and recycling.

14. How frequently is your household’s garbage picked up? Is your household’s garbage picked up. . . **READ LIST IN ORDER. RECORD.**

- Every other week 1
- Every four weeks 2
- DO NOT READ:** Don’t know 9

15a. Does your household regularly, occasionally, or never put out the . . . **RANDOMIZE LIST. RE-READ SCALE AS NEEDED.**

	Never	Occasionally	Regularly	Don’t know
Green compost roll cart	1	2	3	9
Blue recycling roll cart.....	1	2	3	9
Yellow glass bin	1	2	3	9
Garbage container.....	1	2	3	9

15b. **IF PUTS OUT GREEN COMPOST ROLL CART AT LEAST OCCASIONALLY:** Does your household regularly, occasionally, or never put food scraps in the green compost roll cart? **RECORD.**

	Never	Occasionally	Regularly	dk
Green compost roll cart	1	2	3	9

16a. When you have a question about garbage or recycling, do you . . . **READ AND RANDOMIZE LIST.**

- Call the City or Metro 1
- Go online 2 **ASK B**
- Ask a friend or family member..... 3
- Contact your garbage and recycling company 4
- DO NOT READ:** Other, specify _____
- DO NOT READ:** Just guess 98
- DO NOT READ:** Don’t know 99

16b. When you go online, do you . . . **READ LIST. RANDOMIZE.**

- Use Google or another search engine 1
- Go to a website you have bookmarked 2
- Type in a specific website or URL..... 3
- Other, specify _____
- DO NOT READ:** Don't know..... 99

17a.**IF UNAWARE OF ARTICLE SIGNING UP FOR EMAIL REMINDERS IN Q10A (OPTION D):** Are you aware that you can sign up for email reminders of your garbage and recycling pickup schedule?

- Yes1 **ASK B**
- No.....2 **SKIP TO Q18A**
- Don't know3 **SKIP TO Q18A**

17b.**IF YES IN Q17A:** How did you learn about this service? **RECORD VERBATIM. PROBE AND CLARIFY.**

SKIP TO Q18A

17c.**IF AWARE OF ARTICLE ABOUT SIGNING UP FOR EMAIL REMINDERS IN Q10A (OPTION D):** Prior to seeing the article in the *Curbsider* about signing up for email reminders of your garbage and recycling pickup schedule, were you aware of the availability of this service?

- Yes1 **ASK D**
- No.....2 **SKIP TO Q18A**
- Don't know3 **SKIP TO Q18A**

17d.How did you first learn about this service? **RECORD VERBATIM. PROBE AND CLARIFY.**

18a. In general, when you are looking for information on the Internet, which of the following do you use? **READ LIST IN ORDER. RANDOMIZE.**

18b. **IF MORE THAN 1 IN A:** Which do you use most often? **RE-READ LIST IF NECESSARY.**

- Windows or Mac laptop or desktop computer 1..... 1
- Tablet such as an iPad or Kindle Fire 2..... 2
- Apple iPhone..... 3..... 3
- Android smartphone 4..... 4
- Smartphone running another operating system
such as BlackBerry 5..... 5
- Other, specify _____
- DO NOT READ:** Don't know..... 99..... 99

DEMOGRAPHICS

Now I have just a few last questions to help classify your responses.

19. **GENDER. RECORD. DO NOT ASK.**

- Male 1
- Female 2
- Unknown 3

20. How long have you lived in the City of Portland? **RECORD IN YEARS. (IF LESS THAN ONE YEAR, RECORD AS "LESS THAN ONE YEAR.")**

- _____ **YEARS**
- LESS THAN ONE YEAR** 98

DO NOT READ: Don't remember/don't know/refused 99

21. **IF RENT IN Q5:** Does your household pay its own garbage and recycling bill or does your landlord pay it for you? **RECORD.**

- Household pays 1
- Landlord pays..... 2
- Other pays..... 3
- Don't know 9

22. How many people, total, live in your household?

_____ **Total number in household**
DO NOT READ: Refused/don't know99

23. **IF MORE THAN 1 IN Q22:** How many, if any, children under the age of 18 live in your home?

_____ **NUMBER OF CHILDREN**
None 98
DO NOT READ: Don't know/refused..... 99

24. What is your age, please? **RECORD.**

_____ **YEARS**

25. And what is the last year of education you had the opportunity to complete? **RECORD. READ LIST ONLY IF NECESSARY.**

- Less than 12th grade (not a high school graduate).. 1
- High school graduate 2
- Some college or other post-secondary education.... 3
- College graduate..... 4
- Some post-graduate..... 5
- Master's degree or higher 6
- Refused..... 9

26. For classification purposes, with what racial or ethnic group do you most closely identify? **RECORD. READ LIST ONLY IF NECESSARY.**

- African American1
- Asian-Pacific Islander2
- Latino/Hispanic3
- American Indian or Alaska Native4
- White-Caucasian5
- Multi-racial6
- Other (**SPECIFY**) _____
- Refused99

27. What is your ZIP Code? **RECORD.**

_____ **5 DIGIT ZIP CODE**
DO NOT READ: Refused/don't know99999

28. The City of Portland may have some additional questions based on the results of this survey. If this happens, would you be willing to participate in a short follow-up survey regarding your garbage and recycling services?

Yes1

No.....2

VERIFY AND RECORD RESPONDENT FIRST NAME AND PHONE NUMBER. Those are all of our questions. Thank you very much for participating in this survey.