

Monongalia County Solid Waste Authority Public Opinion Survey Results with Cross-Tabulations Report

June 2024



**Monongalia County
Solid Waste Authority**



Market and Opinion Research

This project was made possible by grant funding provided by the WV Department of Environmental Protection. The Monongalia County Solid Waste Authority Board of Directors and Director would like to thank the WV Department of Environmental Protection for the grant funds and support of this project.

For more information about Monongalia County Solid Waste Authority's 2024 Public Opinion Survey Results Reports contact the Monongalia County Solid Waste Authority by phone at (304) 292-3801 or by email at moncountyswa@gmail.com.

To view copies of the reports online visit the Monongalia County Solid Waste Authority's website www.monongaliacountyswa.com or email moncountyswa@gmail.com for a copy if you are unable to download a copy from the website.

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Executive Summary of Monongalia County Solid Waste Authority 2024 Public Opinion Survey Results

The Monongalia County Solid Waste Authority was awarded funds from the WV Department of Environmental Protection REAP grant to hire a selected firm to conduct a public opinion research survey in Monongalia County. The plan was to obtain baseline data of residents' attitudes, behaviors, barriers, and opinions regarding reducing waste, and various disposal and recycling methods, and other local efforts, to divert waste going to the landfill. The Monongalia County Solid Waste Authority requested actionable and representative survey data to inform their 2025 Comprehensive Litter and Solid Waste Control Plan, guide collaboration with stakeholders to address issues, and to maintain or continue progress in successful areas. The Monongalia County Solid Waste Authority plans to repeat the process in 5-years to compare data to the baseline, evaluate outcomes, address issues of concern, maintain successes and continue to plan as needed.

The survey topics ranged from the Monongalia County Solid Waste Authority's collection events, educational information and residents' interests to importance of reducing waste to the landfill, other collection events within Monongalia County, non-curb-side general recycling, willingness to pay for non-curb-side general recycling and composting. Highlights from the topics covered are below. Details, and additional information, can be found in the Monongalia County Solid Waste Authority Public Opinion Survey Results Report. Detailed information related to cross-tabulation data can be found in the Monongalia County Solid Waste Authority Public Opinion Survey Results with Cross-Tabulations Report.

General Survey Findings

The top three most important environmental issue facing the resident's community today were Climate change/the environment/deforestation (17%), Recycling/properly disposing of waste (14%) and Littering/roadside dumping/too much garbage (13%) (Chart 1). Eighty-nine percent of residents say it is important that their household reduces waste that goes to the landfill with 67% of those residents saying it was very important (Chart 2). When asked how they would like to receive information regarding reducing waste, recycling, composting, disposing or other solid waste topics 32% said they would be interested in attending a virtual meeting (Chart 4). When asked how confident they are about the ways to properly prepare their recyclable items 80% indicated they were confident and among those 55% said they were somewhat confident (Chart 3). Forty-eight percent of residents said they would be interested in having a Community Composting area in their neighborhood or in the County (Chart 4).

Monongalia County Solid Waste Authority Collection Events

- 79% say Monongalia County Solid Waste Authority collection events are important for them to recycle or properly dispose of their hard to recycle or dispose of items, among them, 63% saying it was very important.
- 20% attended at least one Monongalia County Solid Waste Authority collection event in the last two years and reported the event was well organized (54%), event staff were helpful and professional (53%), and event was easy to find (53%).
- When asked about ways to improve the event residents said increase the number of times events are held (63%), have additional similar "hard to dispose of or recycle" opportunities (53%) and increase event notice (50%).
- 19% said there were *barriers* keeping them from attending Monongalia County Solid Waste Authority collection events with 55% citing not knowing when the events were scheduled, 28% couldn't make it on the date and 18% were not sure where to go.

Monongalia County Solid Waste Authority Education Materials and Residents' Interests

When asked what *topics* they were interested in learning more about residents said

- disposing of hard to dispose of items (52%)
- community general recycling (37%)
- recycling hard to recycle items (36%)
- household hazardous waste (31%)
- e-cycling (22%)

When asked about the *kind of information* they were interested in residents said

- where to dispose of hard to dispose of items (54%)
- where to recycle hard to recycle items (49%)
- how to reduce waste going to the landfill (34%)
- how to recycle properly to reduce contamination (32%)

17% reported having received or viewed Monongalia County Solid Waste Authority's articles, calendars, e-newsletter, or website with 86% saying they find the information they received valuable and among those finding the information valuable, 62% said very valuable.

Other Collection Events within Monongalia County Hosted by Other Organizations

- 22% attended a collection event in Monongalia County in the last year (hosted by other organizations).
 - Household Hazardous Waste Collection Event (16%)
 - Tire Collection (7%)
 - Paint Exchange (5%)
- 22% said there are *barriers* keeping them from attending Monongalia County collection events saying they didn't know when the events were scheduled (66%), couldn't make it on the date (23%) and not sure where to go (22%).
- 64% are interested in attending a Monongalia County event if they were held more frequently throughout the year.

Non-curbside General Recycling (aluminum, glass, paper, and plastic)

- 77% believe non-curbside Community General Recycling is important in their community.
 - Among those who said important, 66% said very important
- 56% are interested in non-curbside Community General Recycling of aluminum, glass, paper, and plastic.
 - Among those interested in non-curbside Community General Recycling, 28% cite convenient locations would help them begin recycling their general recyclable items.
- 22% would be interested in non-curbside Community General Recycling if there was a cost.
 - Among those interested in non-curbside Community General Recycling if there was a cost, 85% would be willing to spend less than \$10 a month.
- 83% say that it is important that their community works with neighboring stakeholders to increase non-curbside recycling.
- 55% of households currently recycle their general recyclable items.
 - Among those who currently recycle their general recyclable items, 63% curbside recycle and 37% use Monongalia County recycling sites.
 - Among those who currently recycle their general recyclable items, 35% cite not being able to go during operation hours as their top barrier.
- 21% described non-curbside Community General Recycling as convenient.

The results represent 600 participants from Monongalia County with residents completing the survey by phone or online during May 24 – June 2, 2024. The Survey Methodology details can be found on page 2 and the Demographics on page 44 of the Survey Results Report.

General Survey Findings Charts

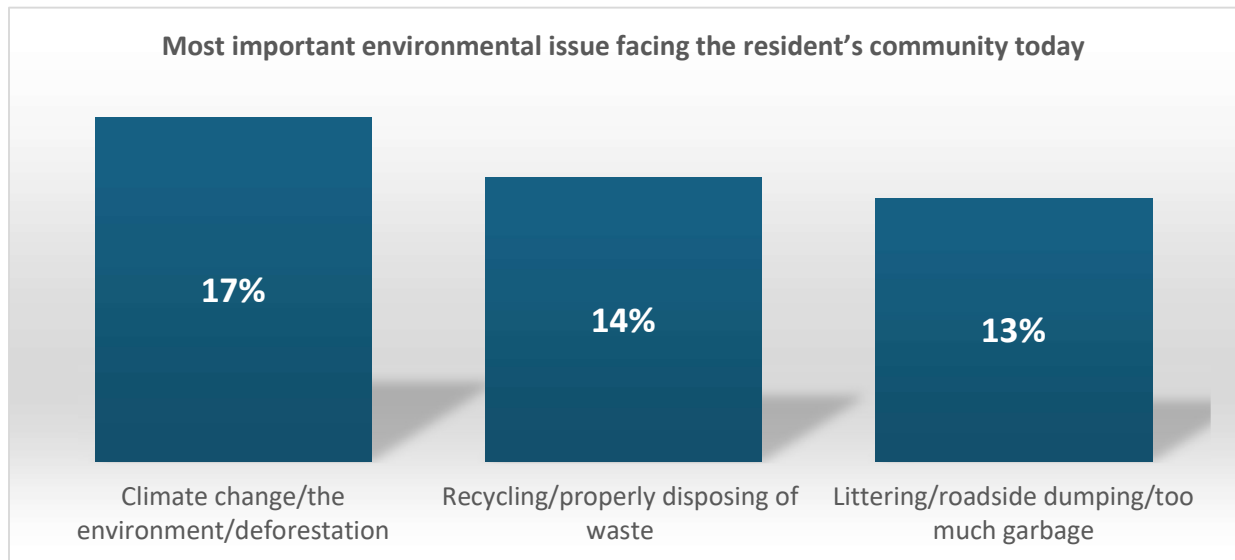


Chart 1

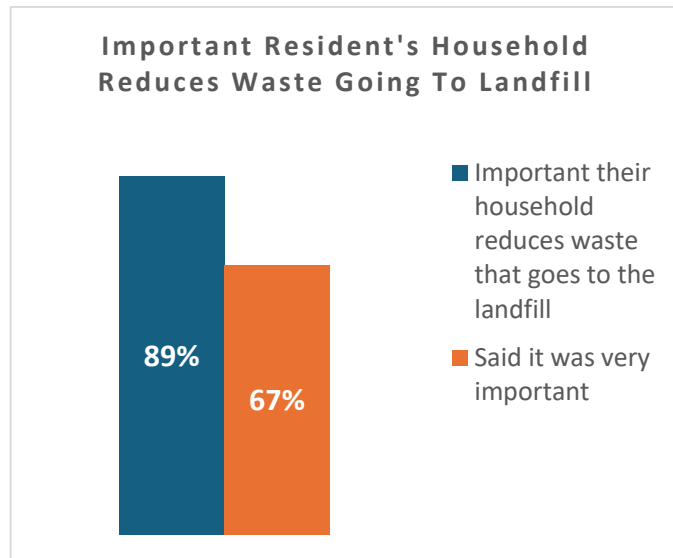


Chart 2



Chart 3

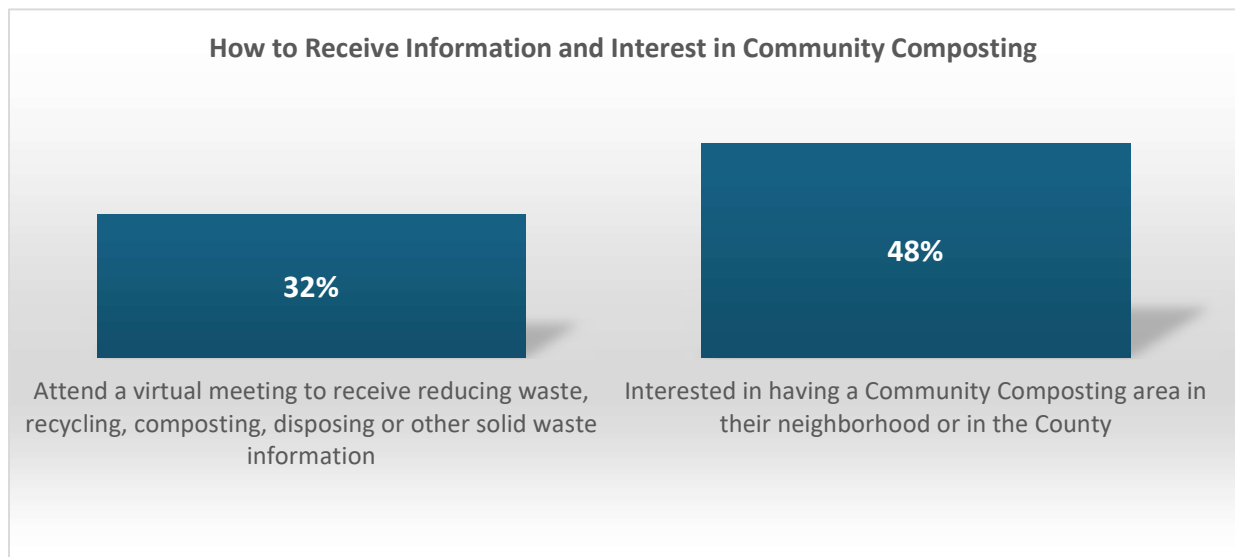


Chart 4



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Monongalia County SWA – Public Opinion Survey

Survey Methodology*

	Survey Details
Mode	Phone (landline and mobile) Online (email and text to web)
Language	English and Spanish
Length	15 minutes
Target Respondents	Monongalia County residents
Survey Fielding	May 24 – June 2, 2024
Survey Participants	600
Margin of Error	+/-4.1%

Sample

Our sample was secured using consumer data. We called, emailed, and texted residents. We matched the demographics of Monongalia County residents.

Data Collection Explained

Interviews were conducted by phone (33%) and online (67%) modes. Phone interviews were conducted via landline (28%) or mobile (72%). Online participants were invited by email (50%) and text message (50%).

Respondents in all modes chose their preferred language, English (99%) and Spanish (1%).

The online survey was accessible by computer, tablet, and smart phone.

Security measures precluded individuals from completing the survey more than once.

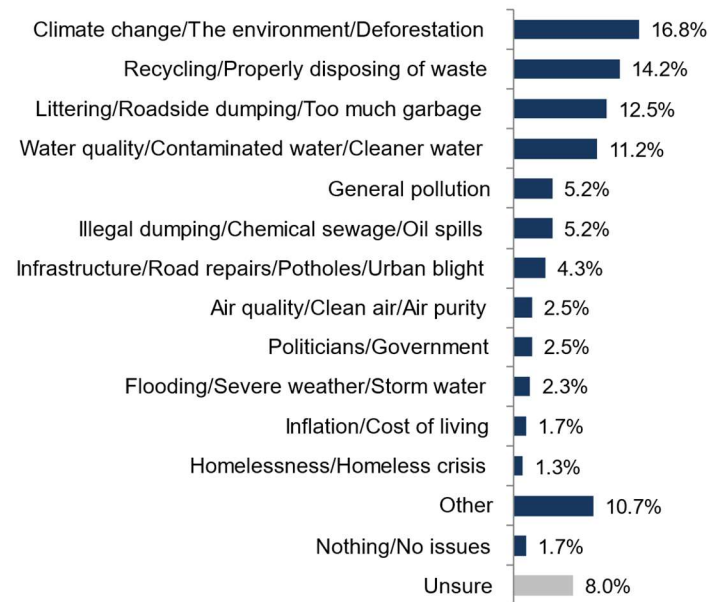


Probolsky Research is a Latina and woman-owned market and opinion research firm with corporate, election, government, and non-profit clients.

**Due to rounding, totals shown on charts may not add up to 100%*

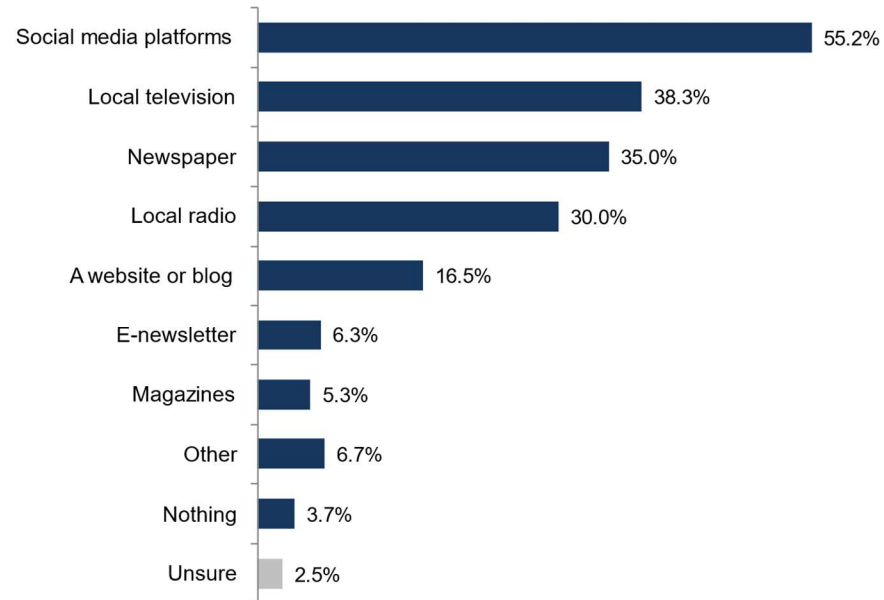
Climate change/The environment/Deforestation is the most important environmental issue facing Monongalia County

Question 1: What is the most important environmental issue facing your community today?
[OPEN-ENDED RESPONSE]



55% say social media platforms are their top source for news and information about issues related to Monongalia County

Question 2: What are your top sources for news and information about issues related to Monongalia County? Select all that apply.



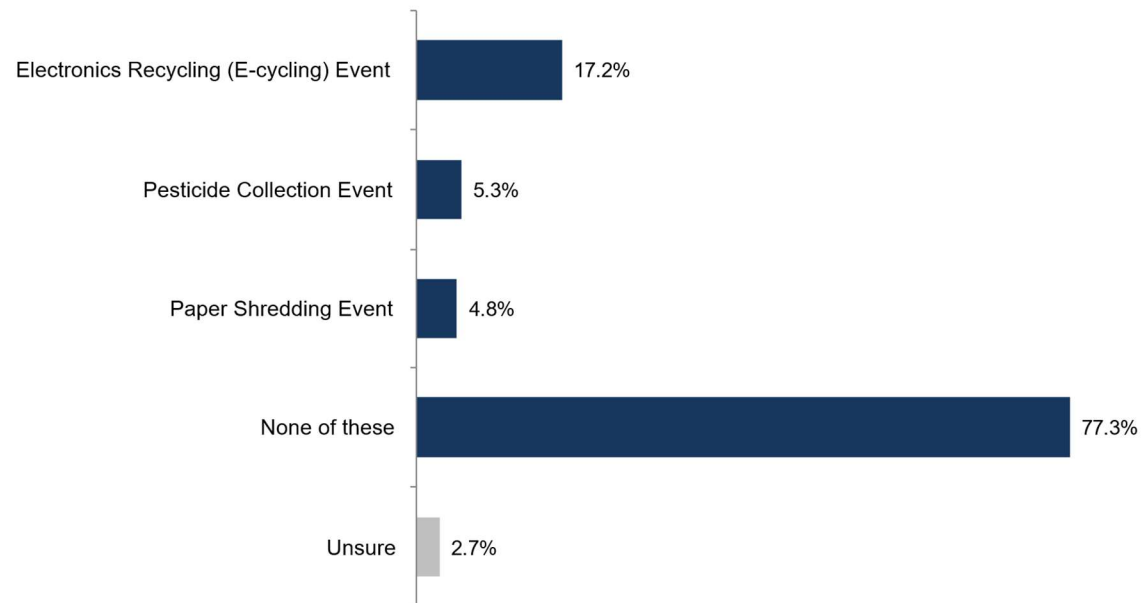
43% believe the Monongalia County Solid Waste Authority collects trash/waste

Question 3: What do you believe the Monongalia County Solid Waste Authority does?
[OPEN-ENDED RESPONSE]



20% have attended at least one Monongalia County Solid Waste Authority collection event in the last two years

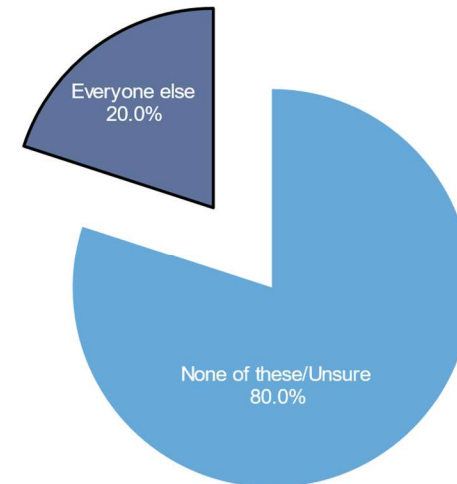
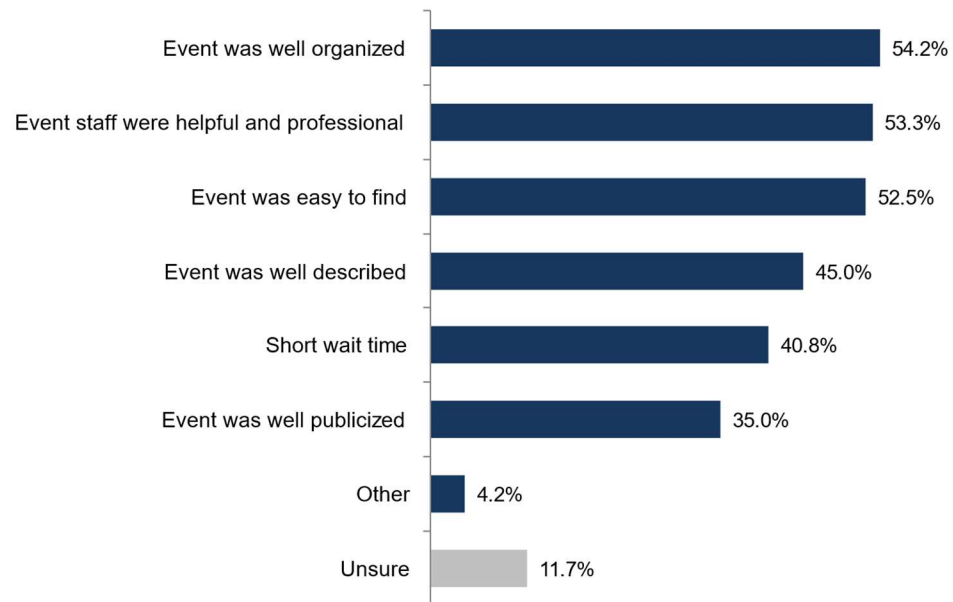
Question 4: In the last two years, have you, or anyone in your household, attended any of the following Monongalia County Solid Waste Authority collection events? Select all that apply.



Among those who attended a Mon Co SWA collection event in the last two years, 54% say the event was well organized

Question 5: Which of the following would you say best describes your opinion of the Monongalia County Solid Waste Authority collection event(s) you attended? Select all that apply.

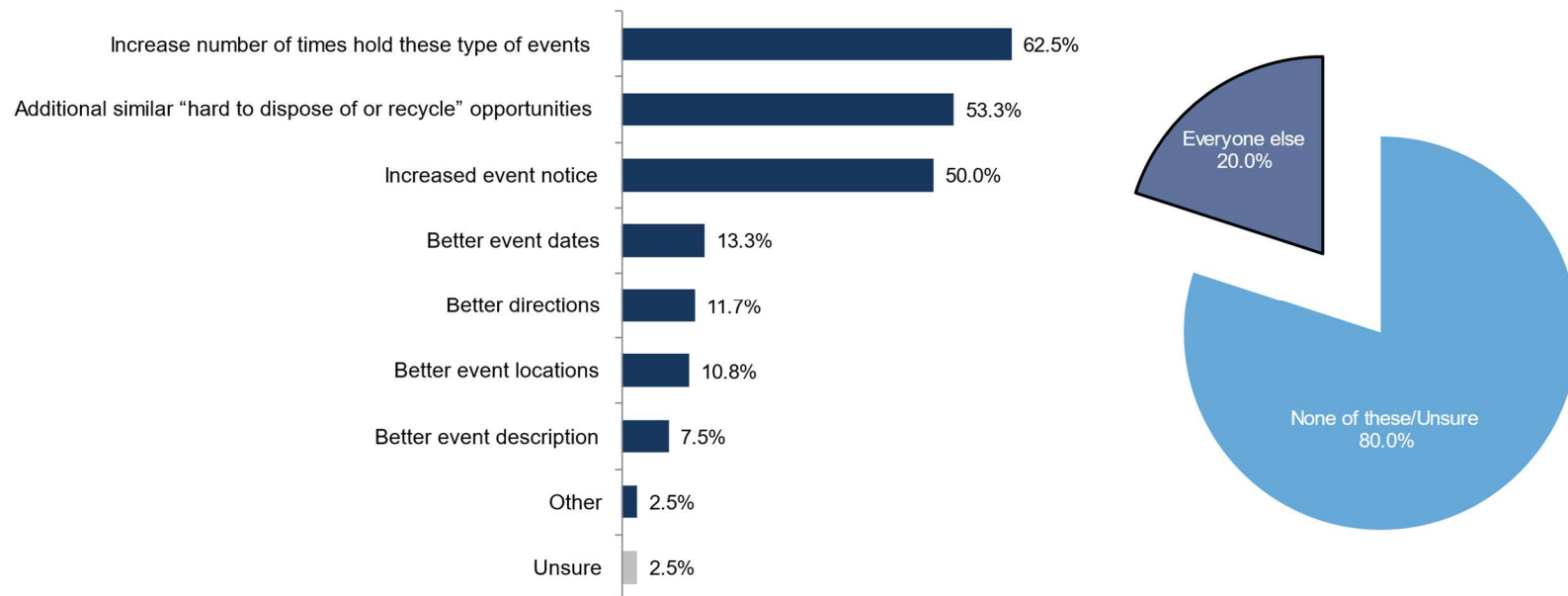
[IF ANSWERED ANYTHING OTHER THAN 'NONE OF THESE' AND 'UNSURE' TO Q4]



Among those who attended a Mon Co SWA collection event in the last two years, **63%** would improve the event by increasing the number of times events are held

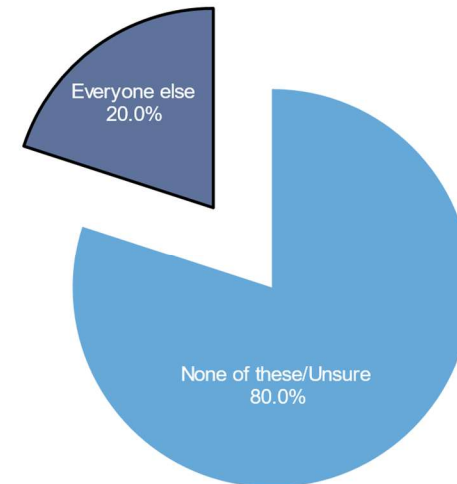
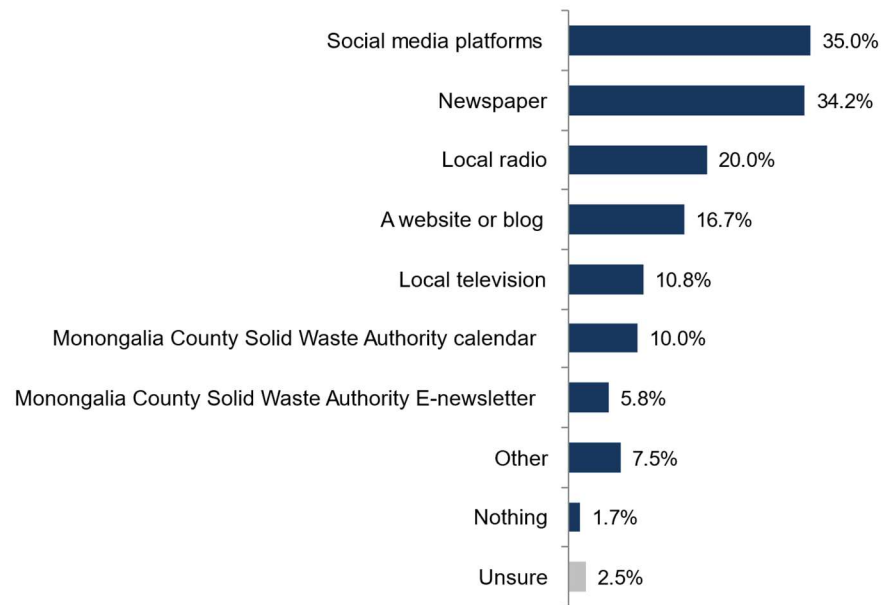
Question 6: Which of the following would you say would improve your opinion of the Monongalia County Solid Waste Authority collection event(s) you attended? Select all that apply.

[IF ANSWERED ANYTHING OTHER THAN 'NONE OF THESE' AND 'UNSURE' TO Q4]



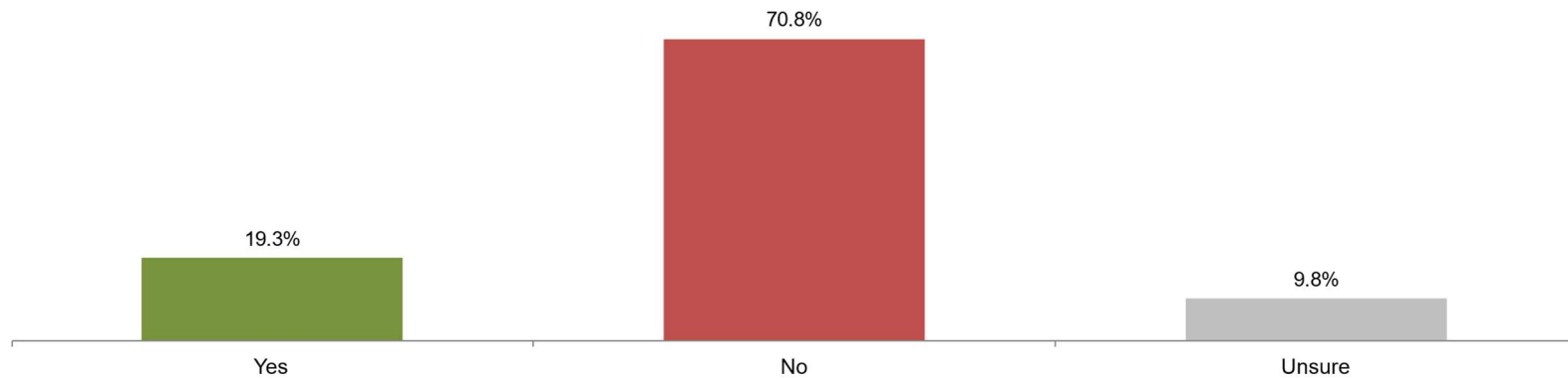
Among those who attended a Mon Co SWA collection event in the last two years, 35% heard about it on social media

Question 7: How did you hear about the Monongalia County Solid Waste Authority collection event(s) you attended? Select all that apply.
 [IF ANSWERED ANYTHING OTHER THAN 'NONE OF THESE' AND 'UNSURE' TO Q4]



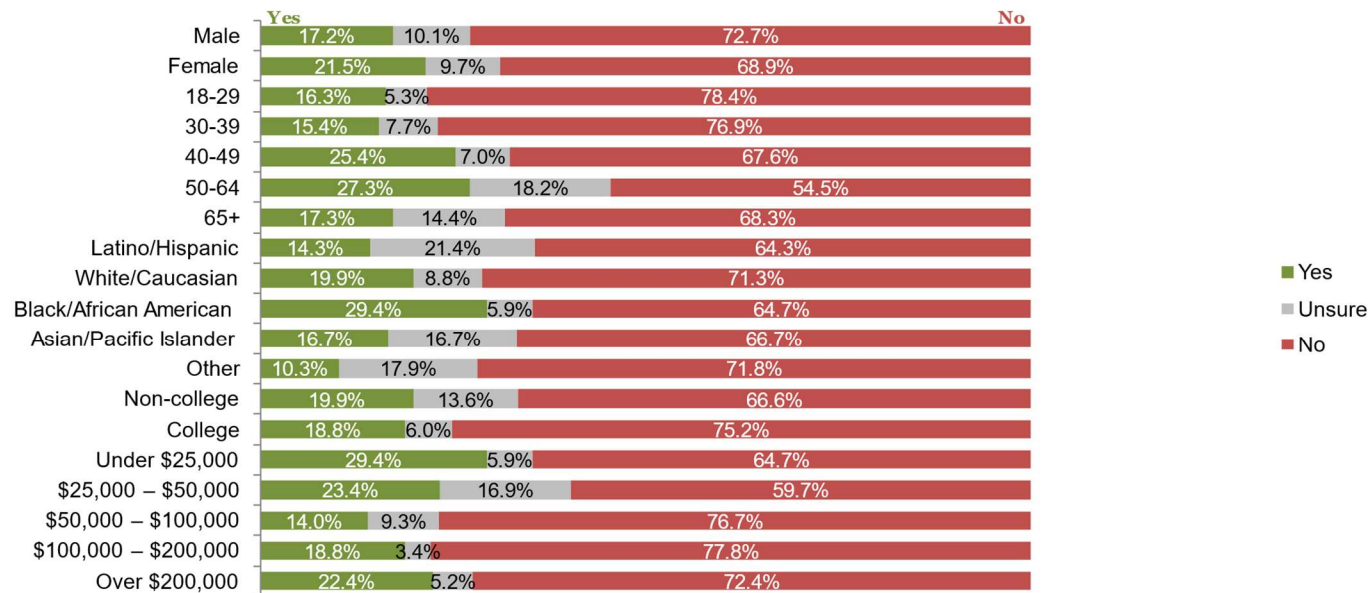
19% say there are barriers keeping them from attending Monongalia County Solid Waste Authority collection events

Question 8: Are there any barriers keeping you from attending Monongalia County Solid Waste Authority collection events?



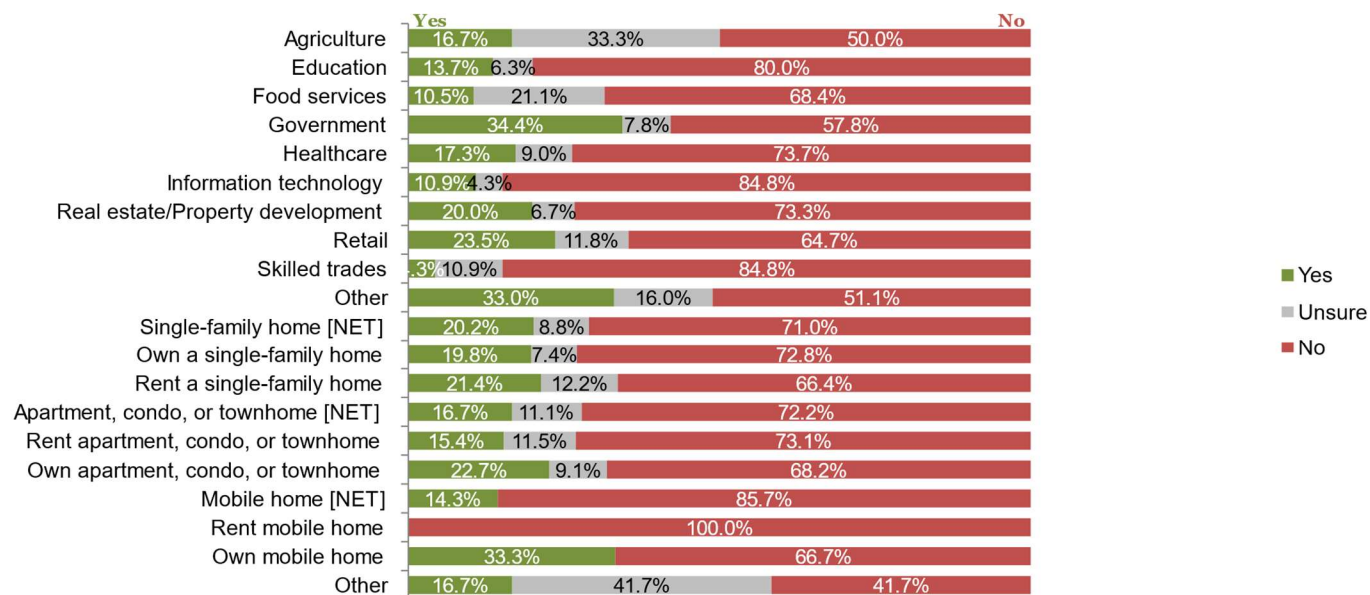
Results by gender, age group, ethnicity, education level, and household income

Question 8: Are there any barriers keeping you from attending Monongalia County Solid Waste Authority collection events?



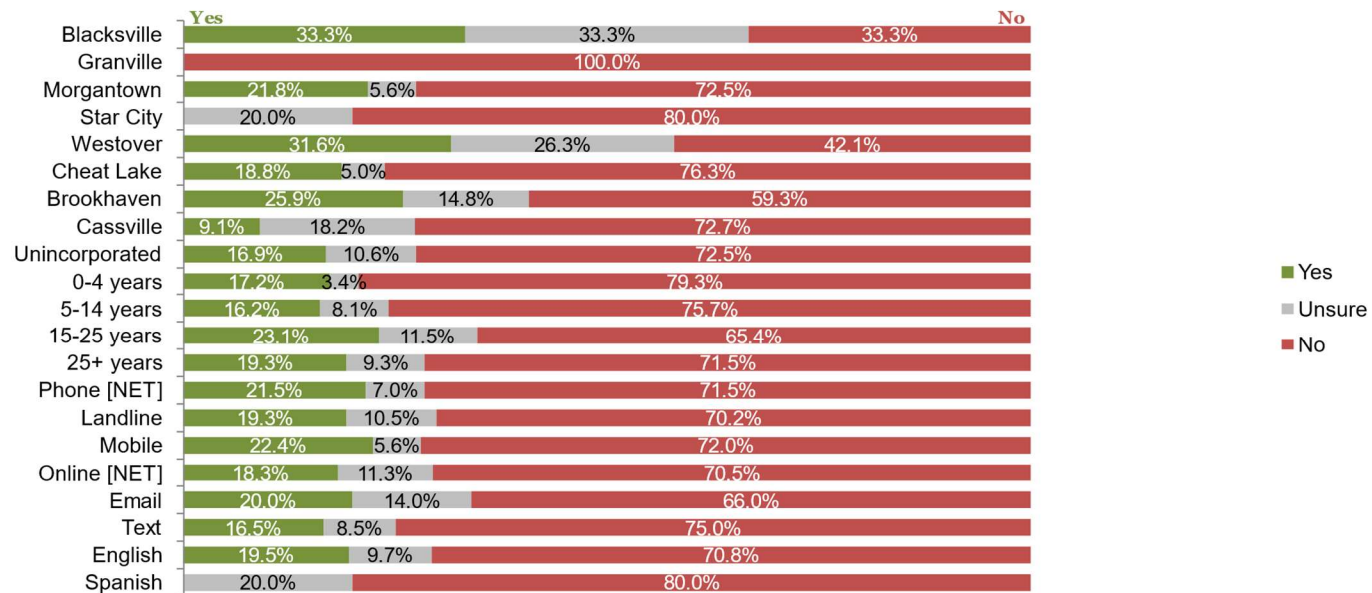
Results by job sector and home type

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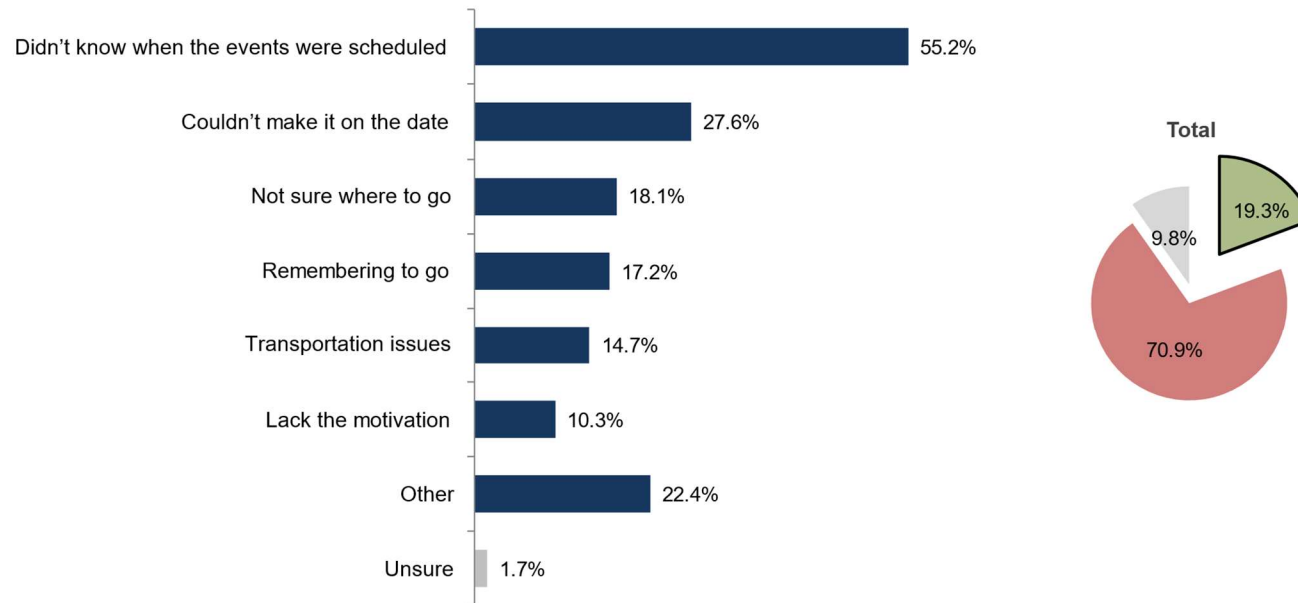
Results by municipality, years of residency, survey mode, and survey language

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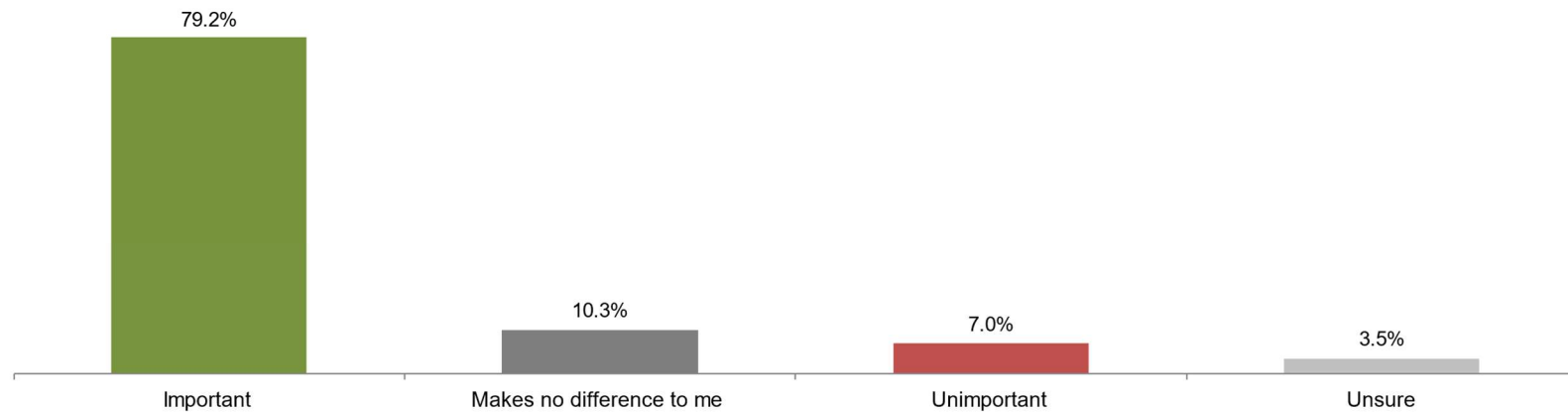
Among those who said barriers kept them from attending Mon Co SWA collection events, 55% cite not knowing when the events were scheduled

Question 9: What barrier(s) kept you from attending Monongalia County Solid Waste Authority collection events? Select all that apply.
 [IF ANSWERED 'YES' TO Q8]



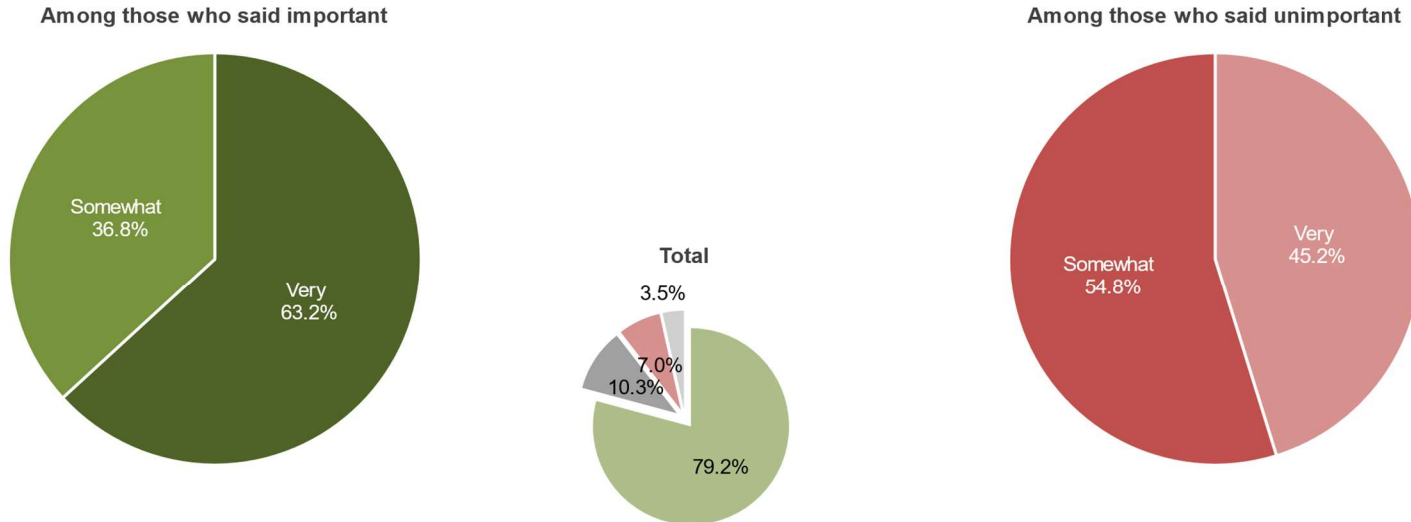
79% say Mon Co SWA collection events are important for them to recycle or properly dispose of their hard to recycle or dispose of items

Question 10: How important are Monongalia County Solid Waste Authority collection events for you to recycle or properly dispose of your hard to recycle or dispose of items?



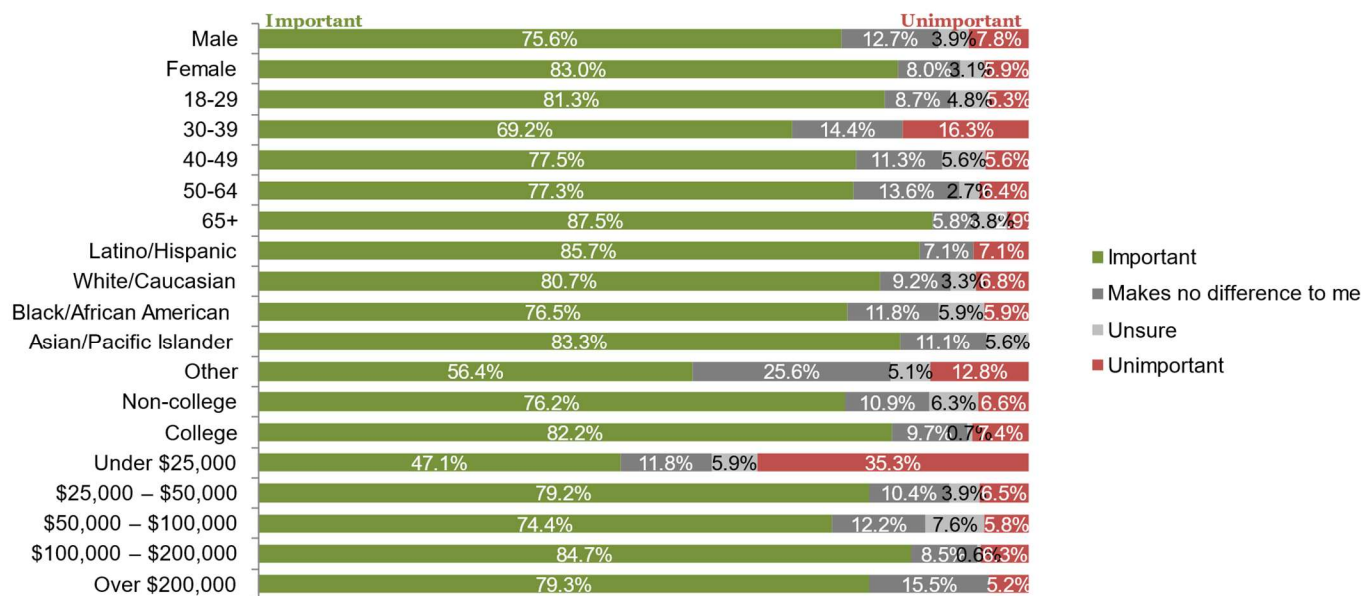
Among those who said important, 63% said very important

Question 10: How important are Monongalia County Solid Waste Authority collection events for you to recycle or properly dispose of your hard to recycle or dispose of items?



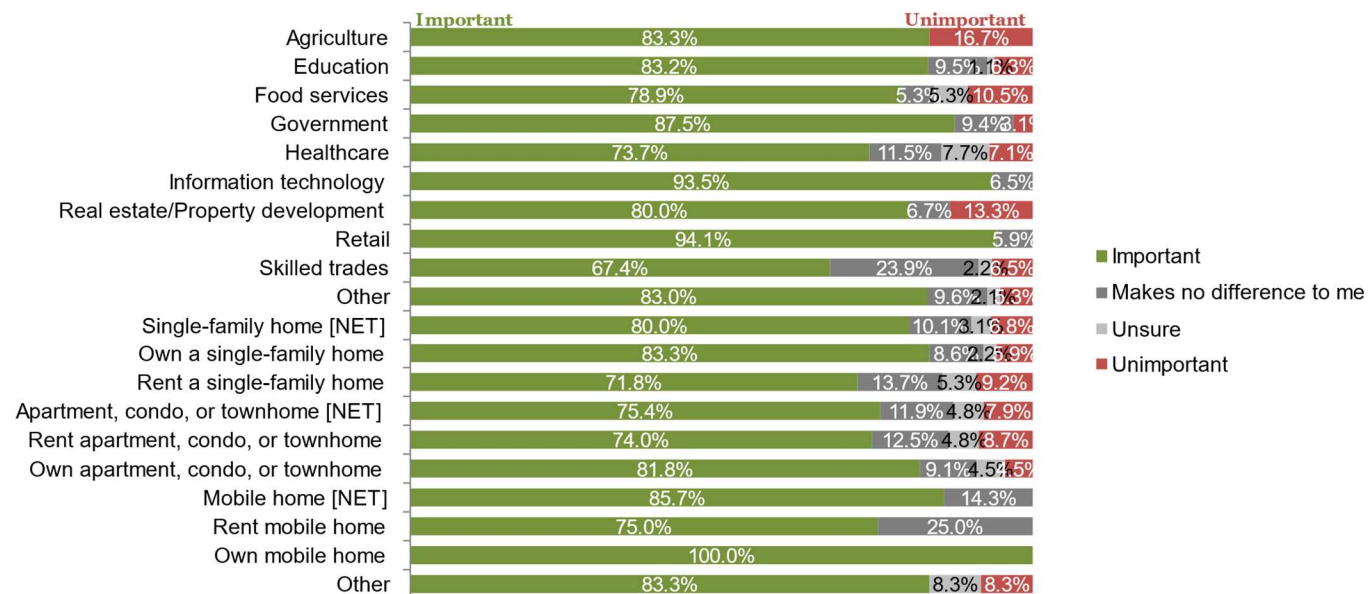
Results by gender, age group, ethnicity, education level, and household income

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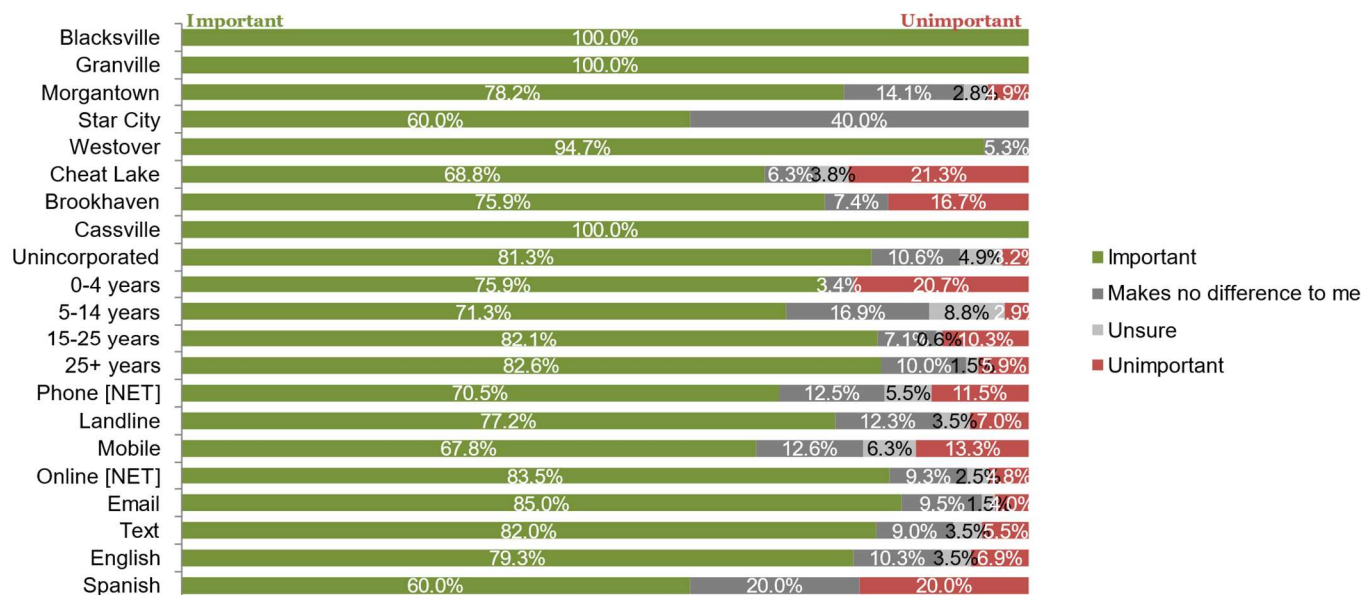
Results by job sector and home type

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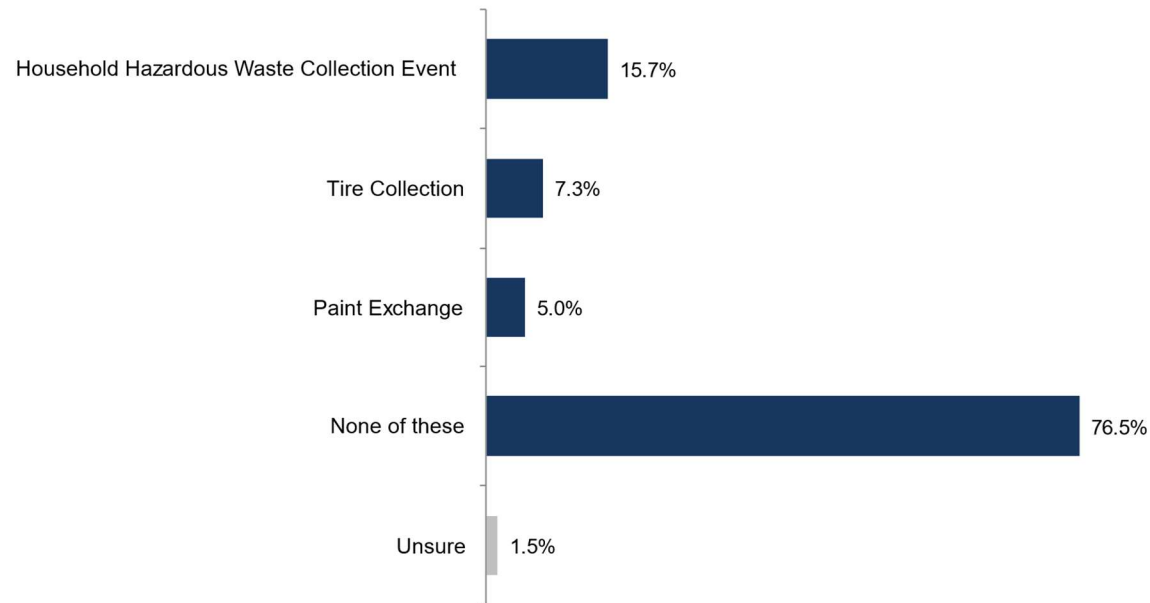
Results by municipality, years of residency, survey mode, and survey language

Question 10: How important are Monongalia County Solid Waste Authority collection events for you to recycle or properly dispose of your hard to recycle or dispose of items?



22% have attended a collection event in Monongalia County in the last year

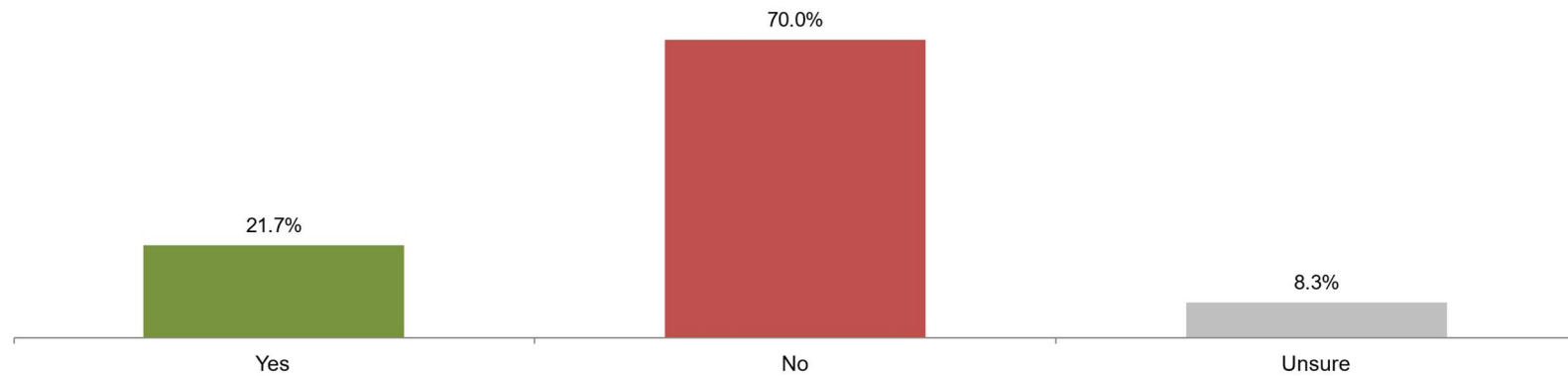
Question 11: In the last year, have you, or anyone in your household, attended any of the following collection events in Monongalia County? Select all that apply.





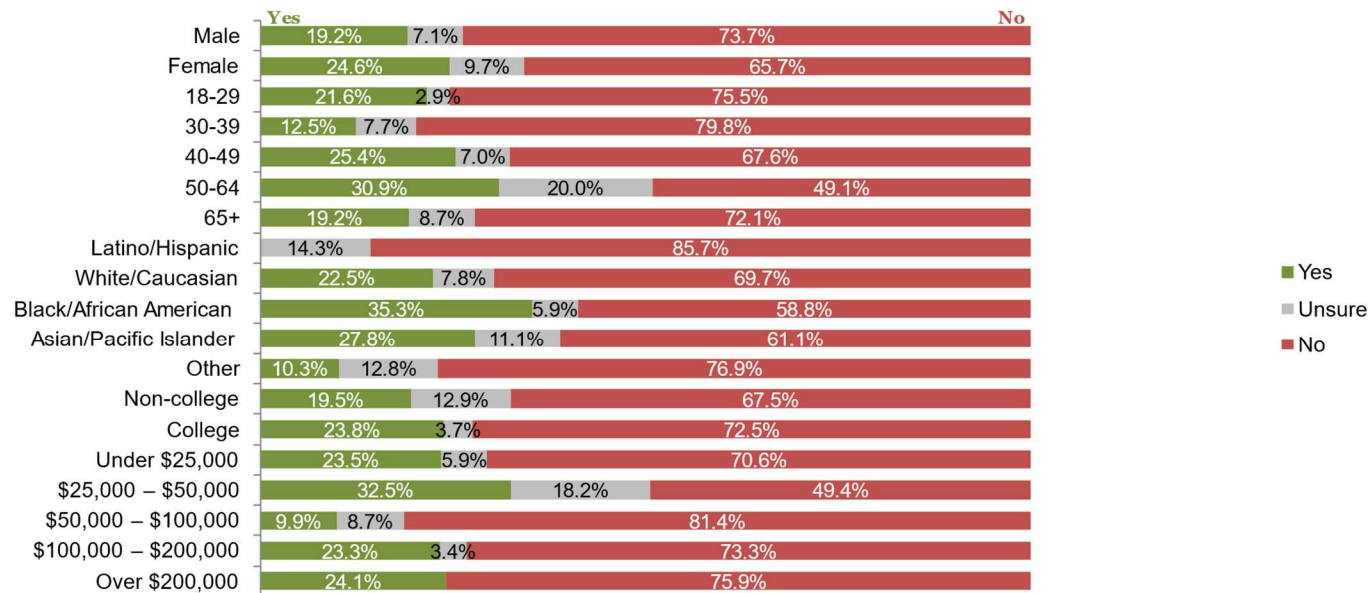
22% say there are barriers keeping them from attending Monongalia County collection events

Question 12: Are there any barriers keeping you from attending these collection events in Monongalia County?



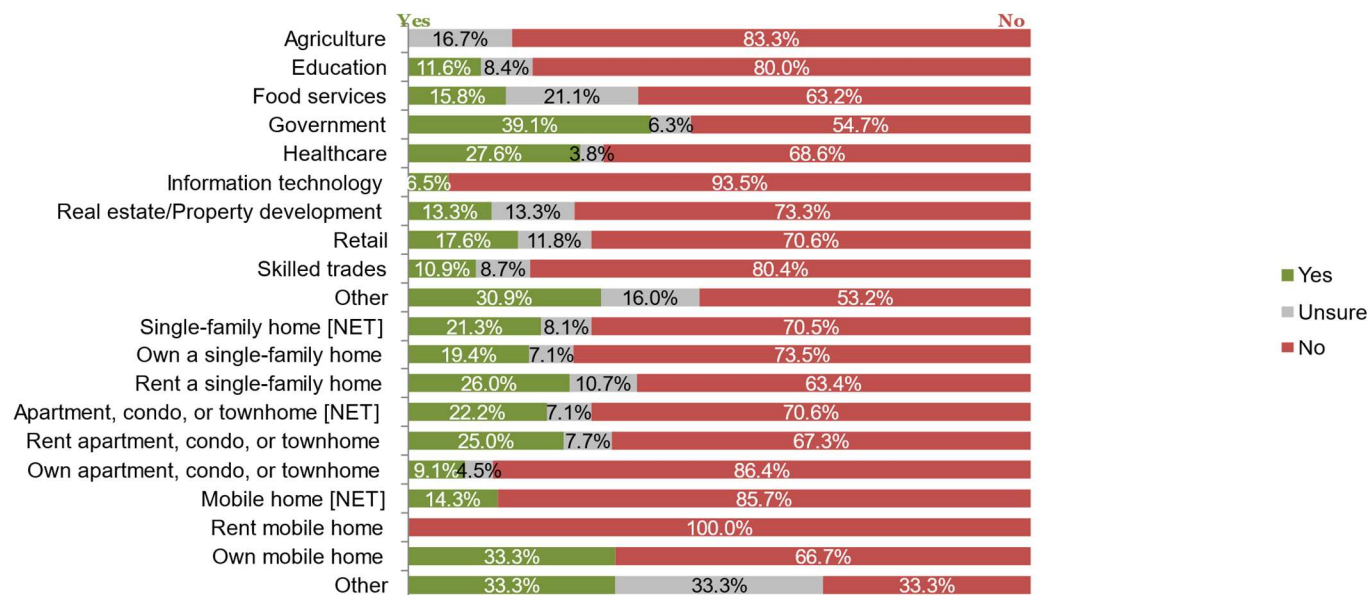
Results by gender, age group, ethnicity, education level, and household income

Question 12: Are there any barriers keeping you from attending these collection events in Monongalia County?



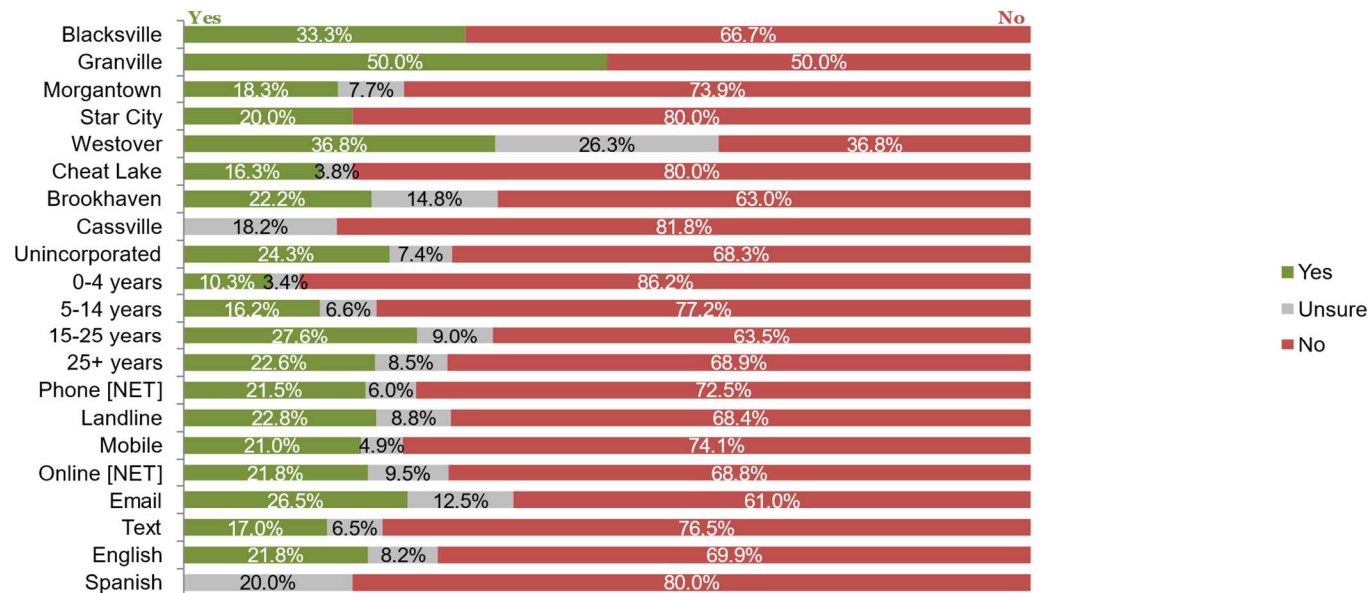
Results by job sector and home type

Question 12: Are there any barriers keeping you from attending these collection events in Monongalia County?



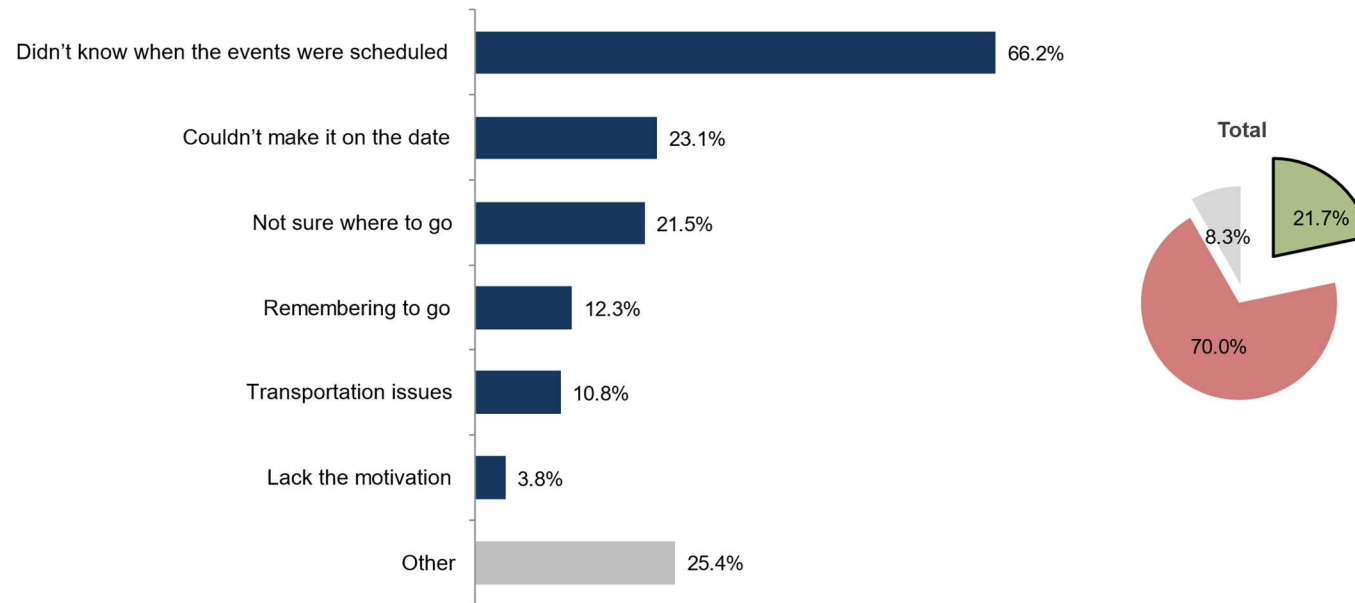
Results by municipality, years of residency, survey mode, and survey language

Question 12: Are there any barriers keeping you from attending these collection events in Monongalia County?



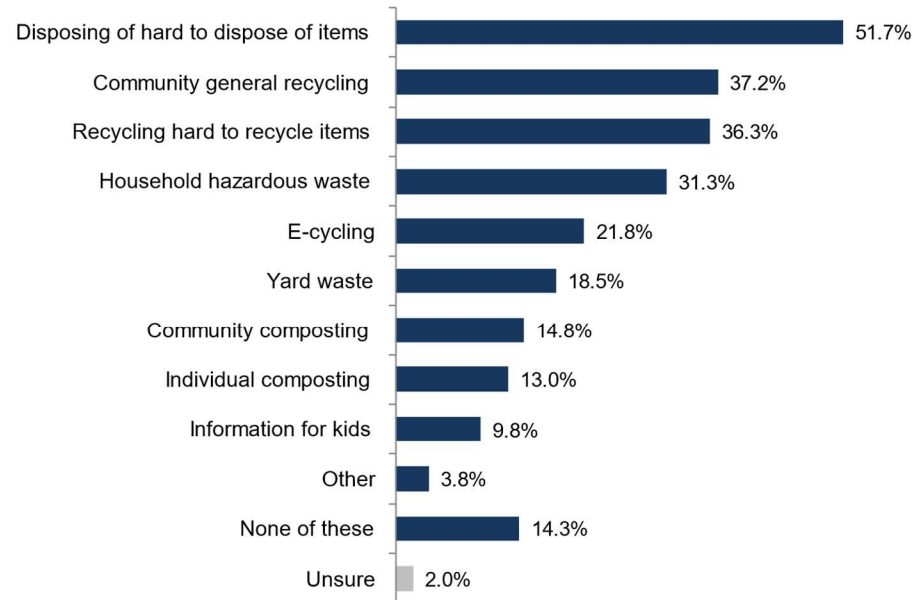
Among those who said barriers kept them from attending Monongalia County collection events, 66% cite not knowing when the events were scheduled

Question 13: What barrier(s) kept you from attending these collection events in Monongalia County? Select all that apply.
 [IF ANSWERED 'YES' TO Q12]



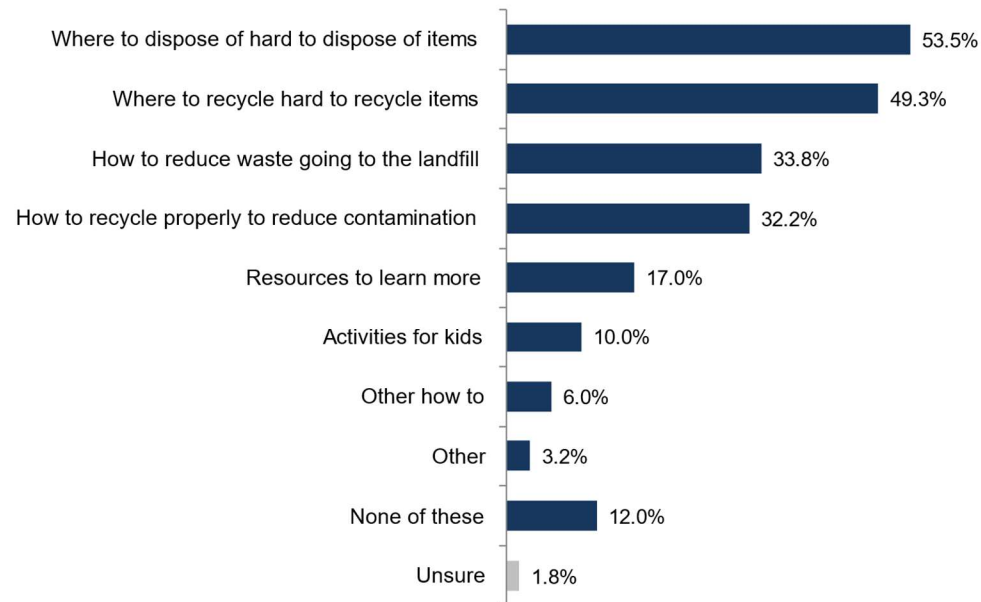
52% are interested in learning more about disposing of hard to dispose of items

Question 14: What topics are you interested in learning more about? Select all that apply.



54% are interested in information about where to dispose of hard to dispose of items

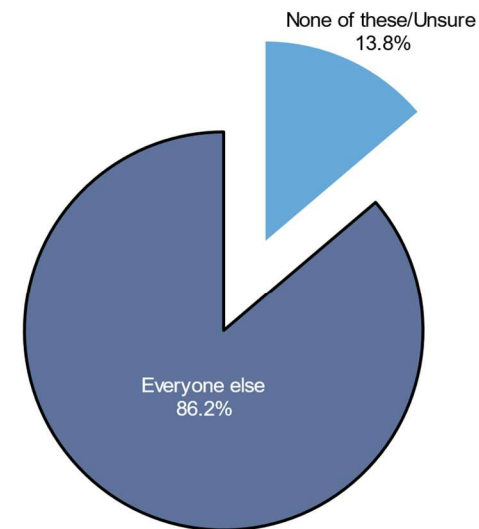
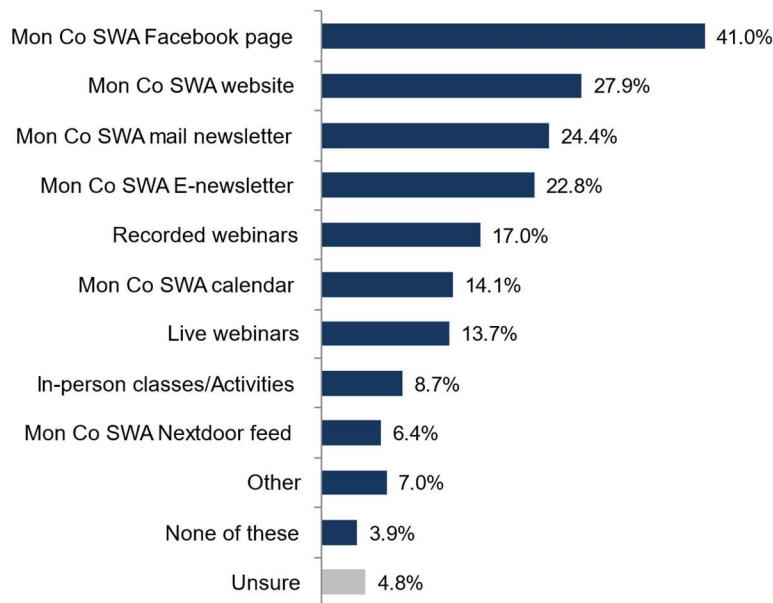
Question 15: What kind of information are you interested in? Select all that apply.



Among those interested in information, 41% would like to receive it through the Mon Co SWA Facebook page

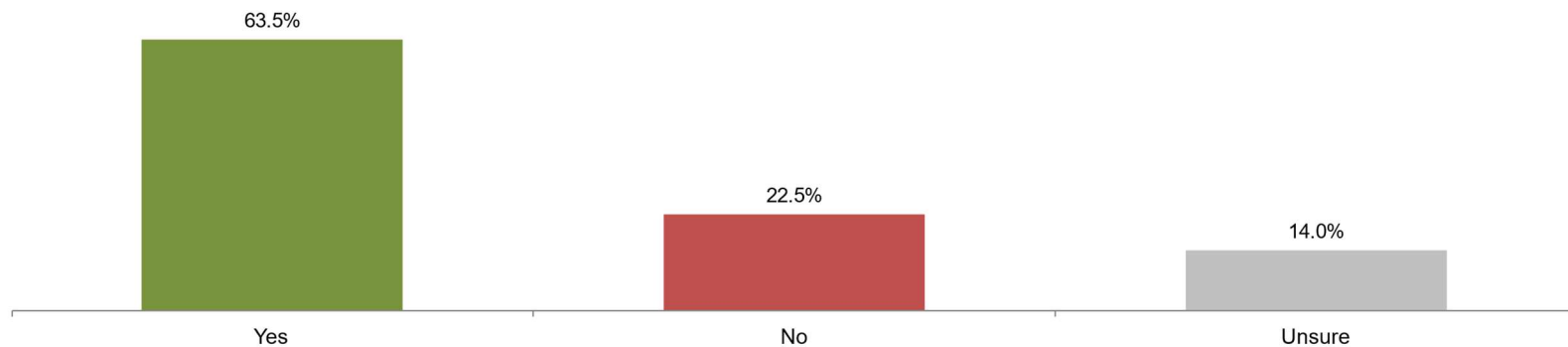
Question 16: How would you like to receive this information?

[IF ANSWERED ANYTHING OTHER THAN 'NONE OF THESE' OR 'UNSURE' TO Q15]



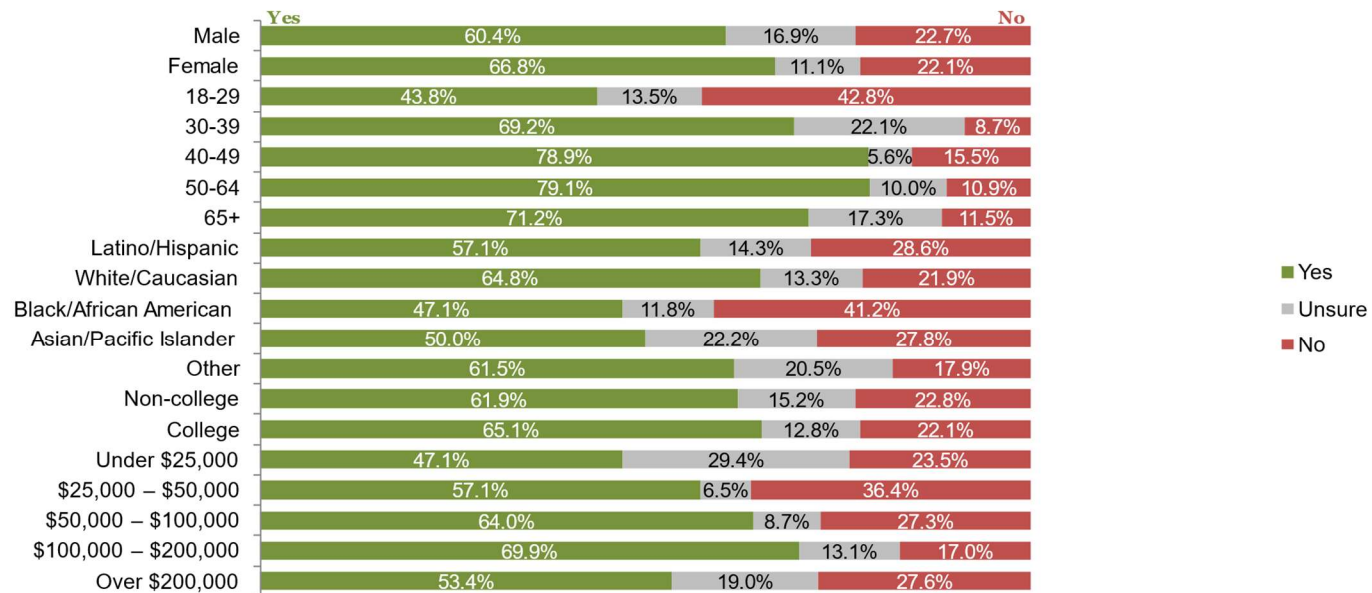
64% are interested in attending a Monongalia County event if they were held more frequently throughout the year

Question 17: Currently, in Monongalia County, paper shred, e-cycle, paint exchange and household hazardous waste collection events are only offered one time a year. Would you be interested in attending one of these events if they were held more frequently throughout the year?



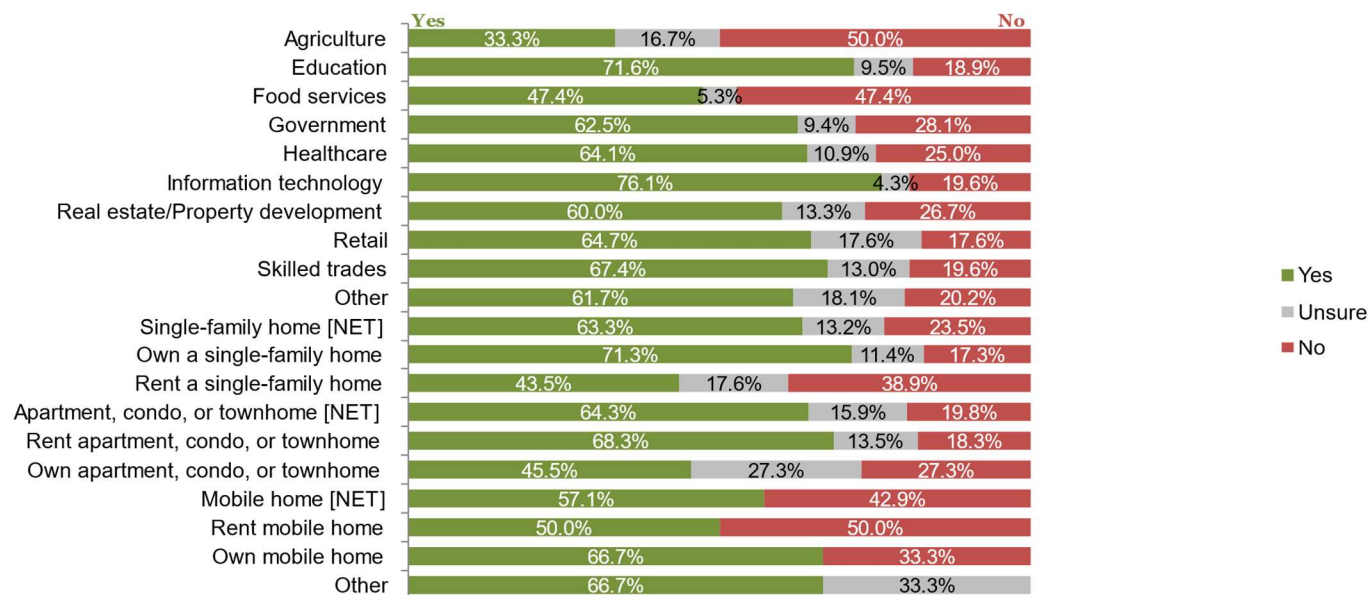
Results by gender, age group, ethnicity, education level, and household income

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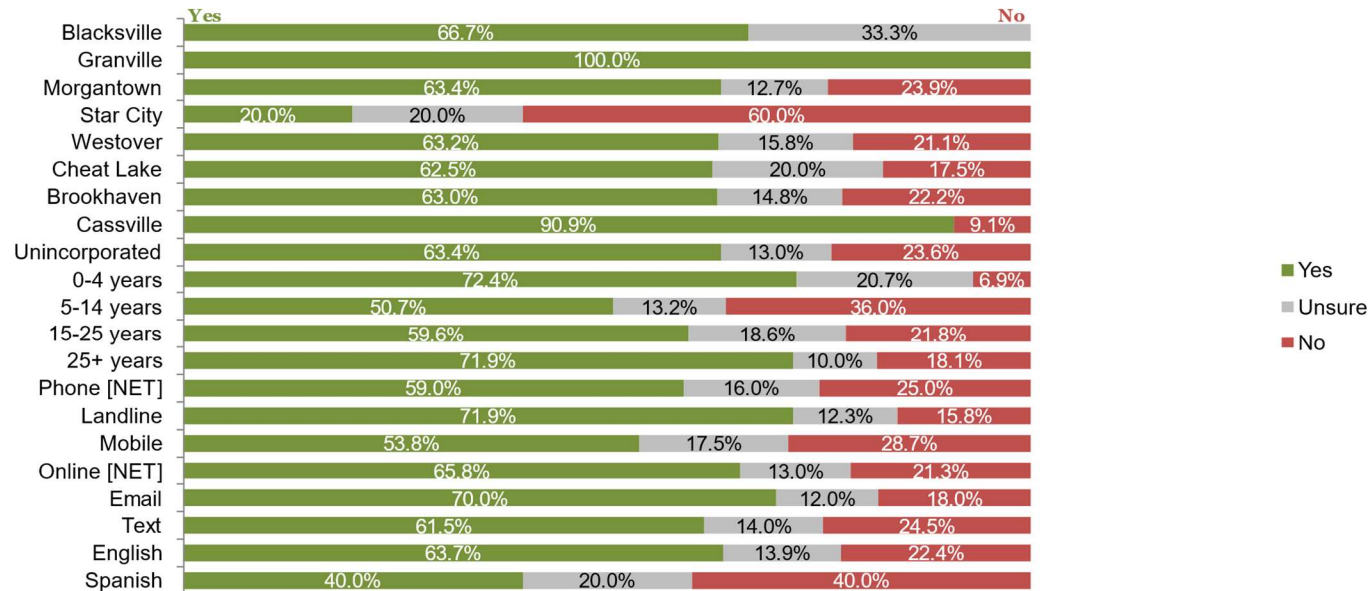
Results by job sector and home type

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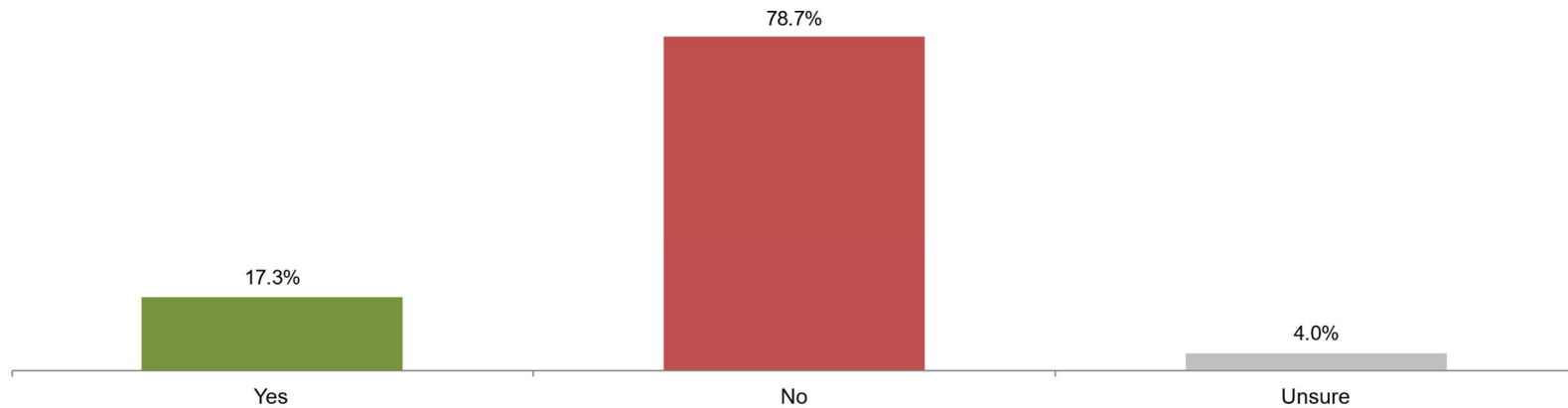
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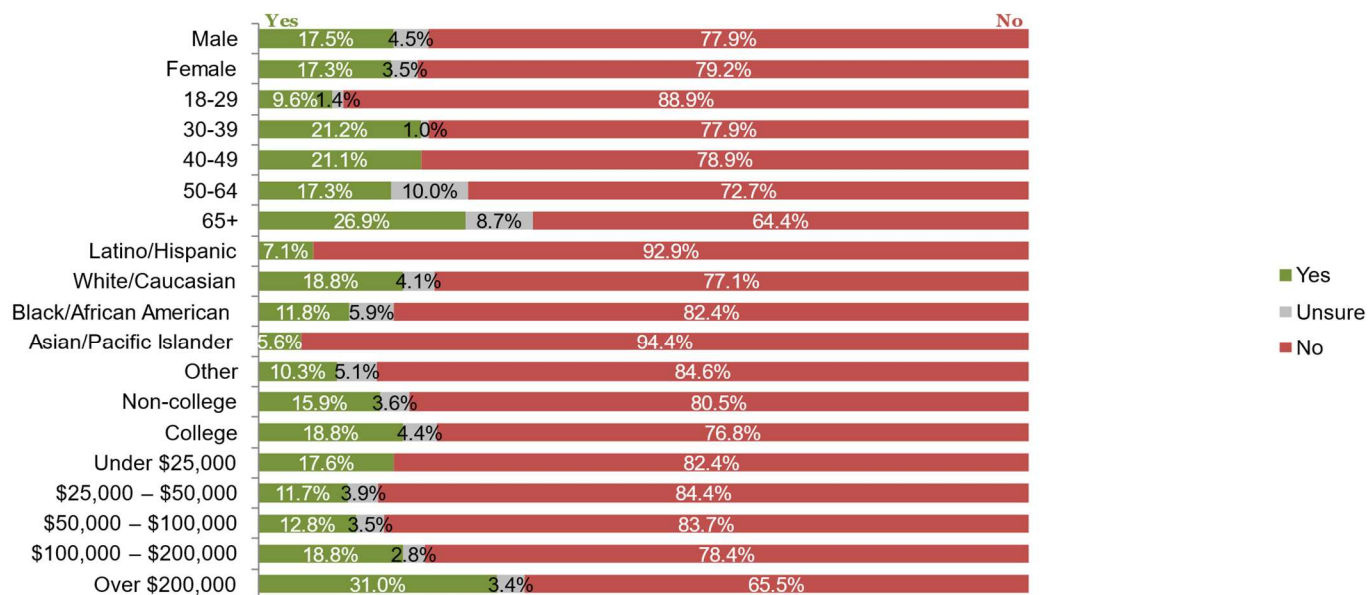
17% have received or viewed Monongalia County Solid Waste Authority's articles, calendars, e-newsletter, or website

Question 18: Have you received or viewed any of the Monongalia County Solid Waste Authority's articles, calendars, e-newsletter, or website?



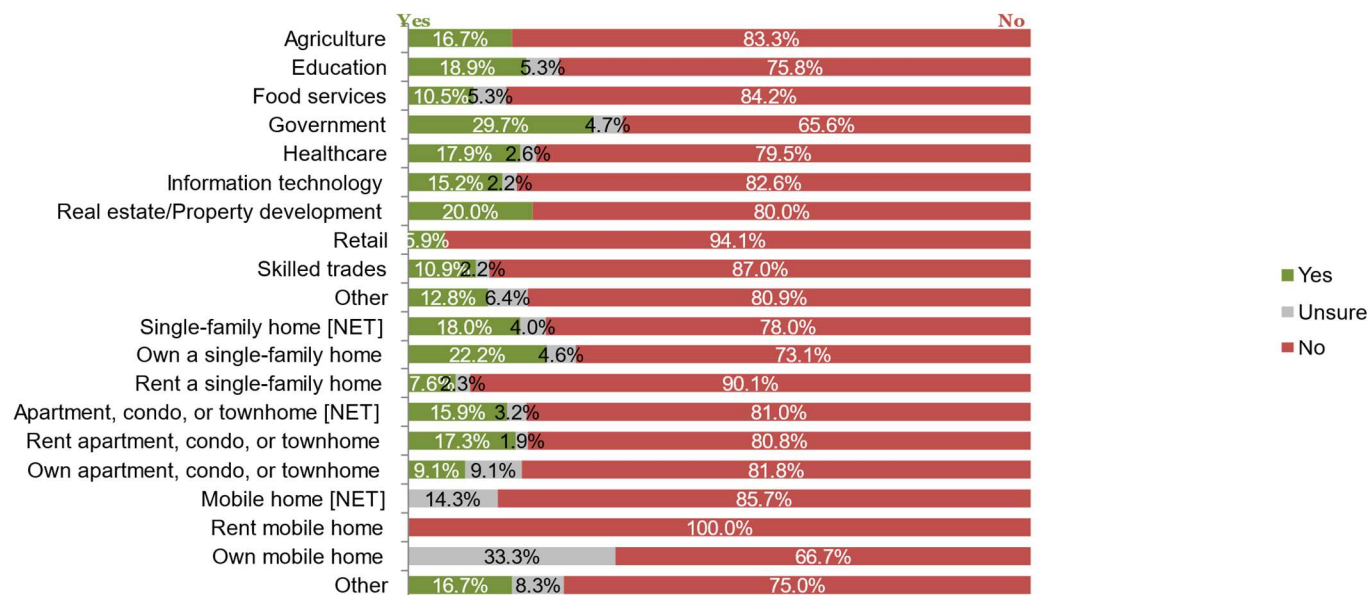
Results by gender, age group, ethnicity, education level, and household income

Question 18: Have you received or viewed any of the Monongalia County Solid Waste Authority's articles, calendars, e-newsletter, or website?



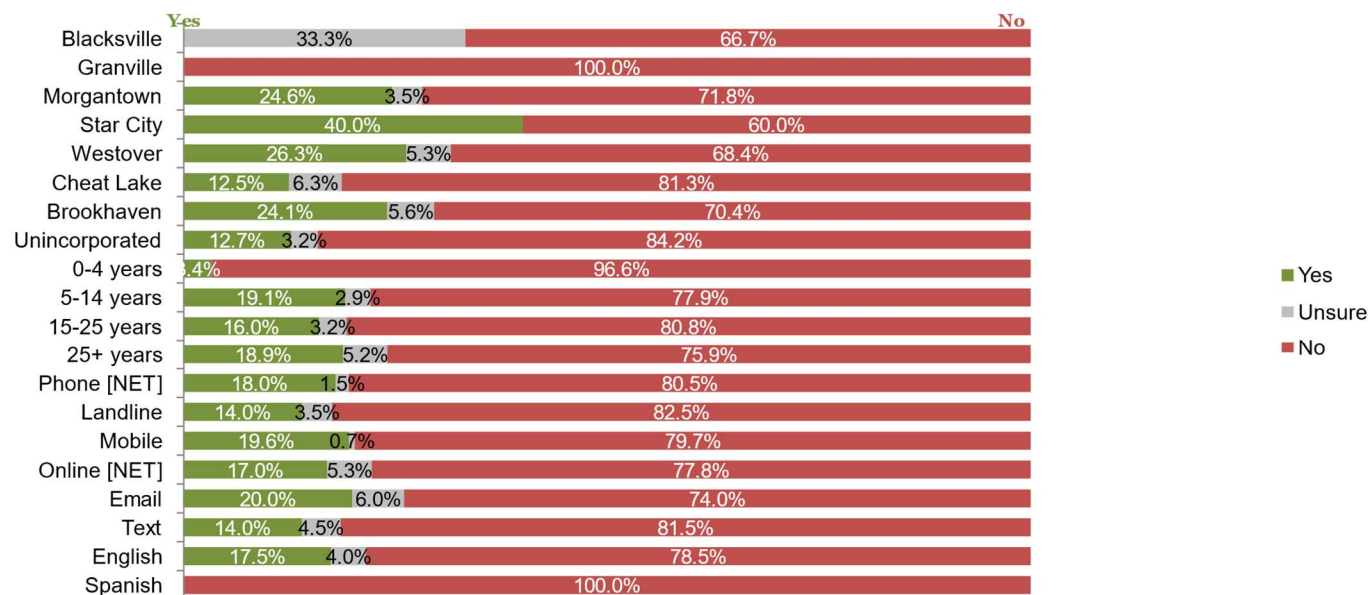
Results by job sector and home type

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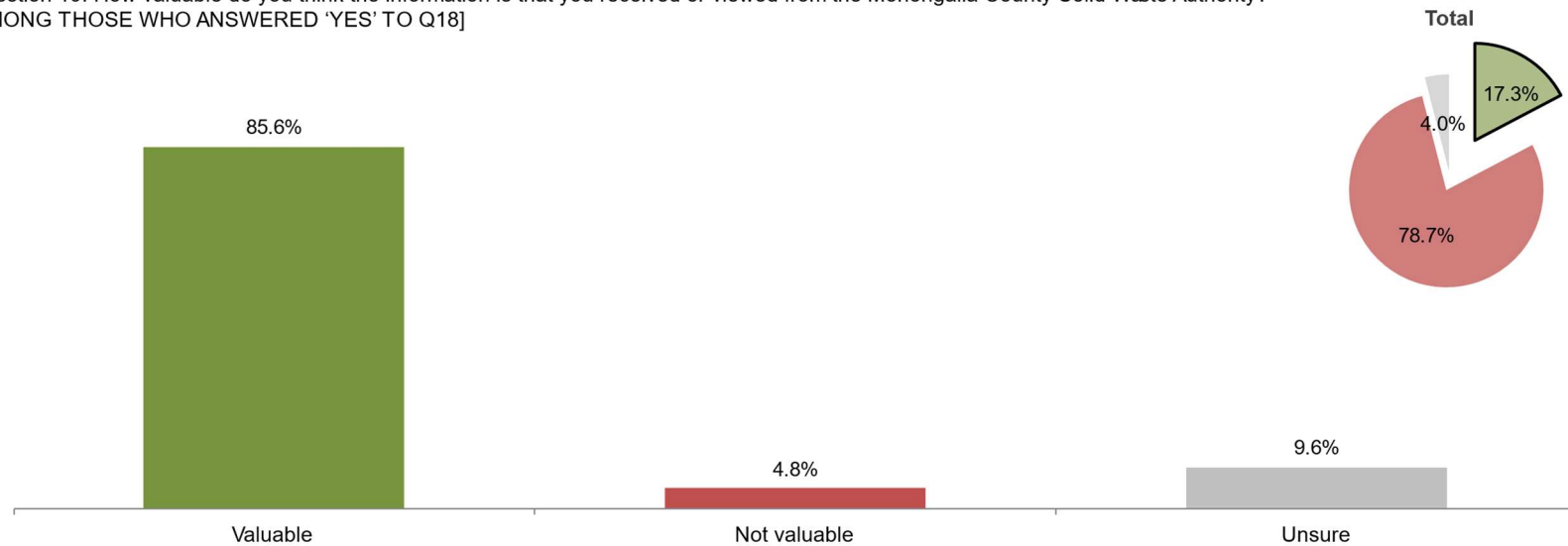
Results by municipality, years of residency, survey mode, and survey language

Question 18: Have you received or viewed any of the Monongalia County Solid Waste Authority's articles, calendars, e-newsletter, or website?



Among those who have viewed Mon Co SWA content, 86% find the information they received valuable

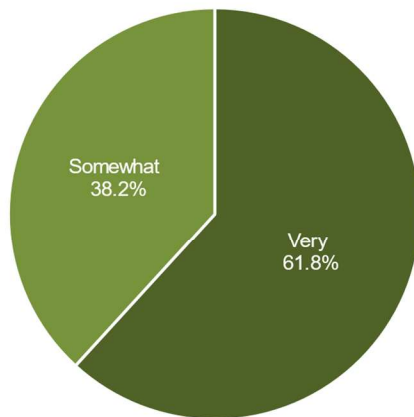
Question 19: How valuable do you think the information is that you received or viewed from the Monongalia County Solid Waste Authority?
[AMONG THOSE WHO ANSWERED 'YES' TO Q18]



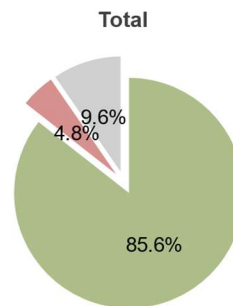
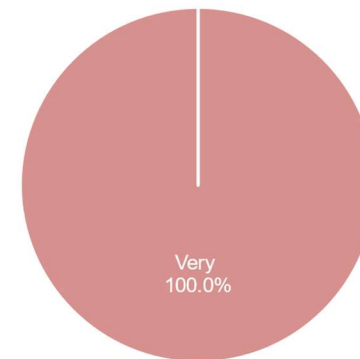
Among those who said valuable, 62% said very valuable

Question 19: How valuable do you think the information is that you received or viewed from the Monongalia County Solid Waste Authority?
[AMONG THOSE WHO ANSWERED 'YES' TO Q18]

Among those who said valuable

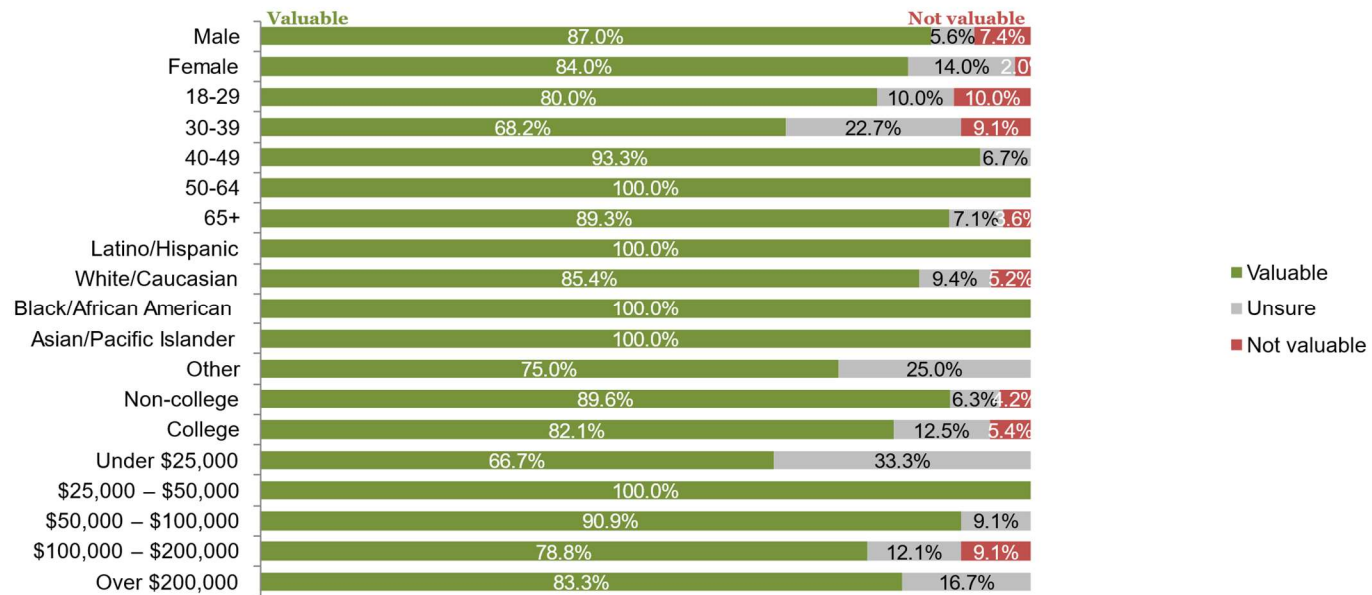


Among those who said not valuable



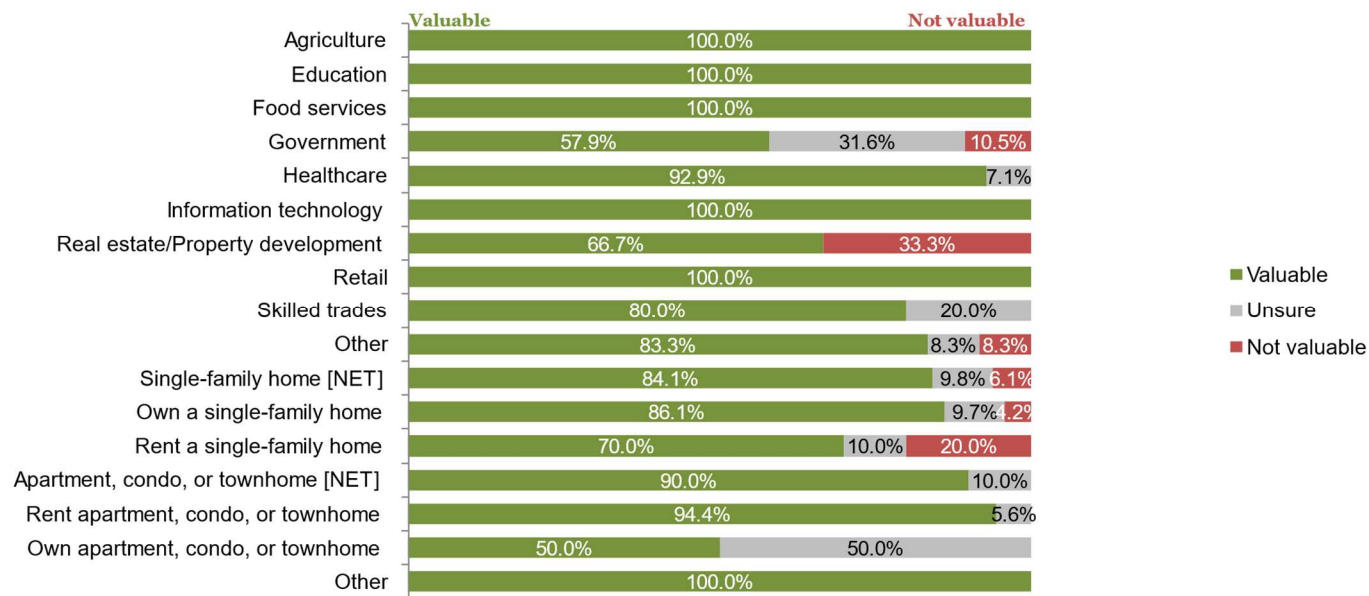
Results by gender, age group, ethnicity, education level, and household income

Question 19: How valuable do you think the information is that you received or viewed from the Monongalia County Solid Waste Authority?
 [AMONG THOSE WHO ANSWERED 'YES' TO Q18]



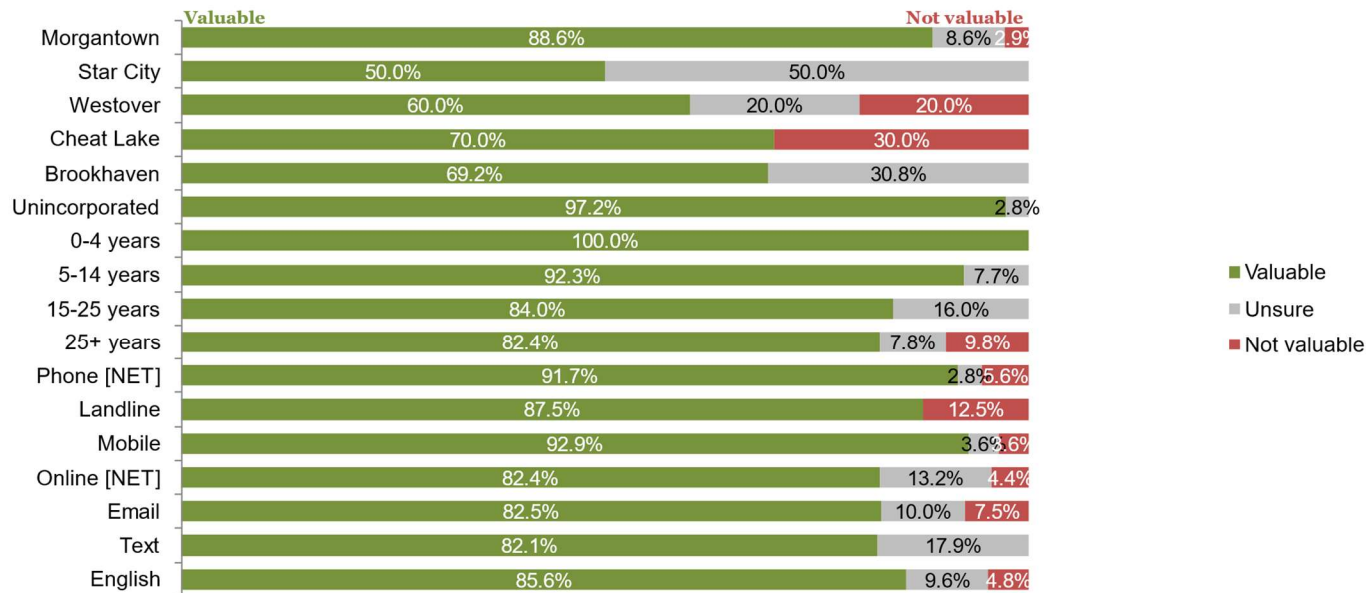
Results by job sector and home type

Question 19: How valuable do you think the information is that you received or viewed from the Monongalia County Solid Waste Authority?
 [AMONG THOSE WHO ANSWERED 'YES' TO Q18]



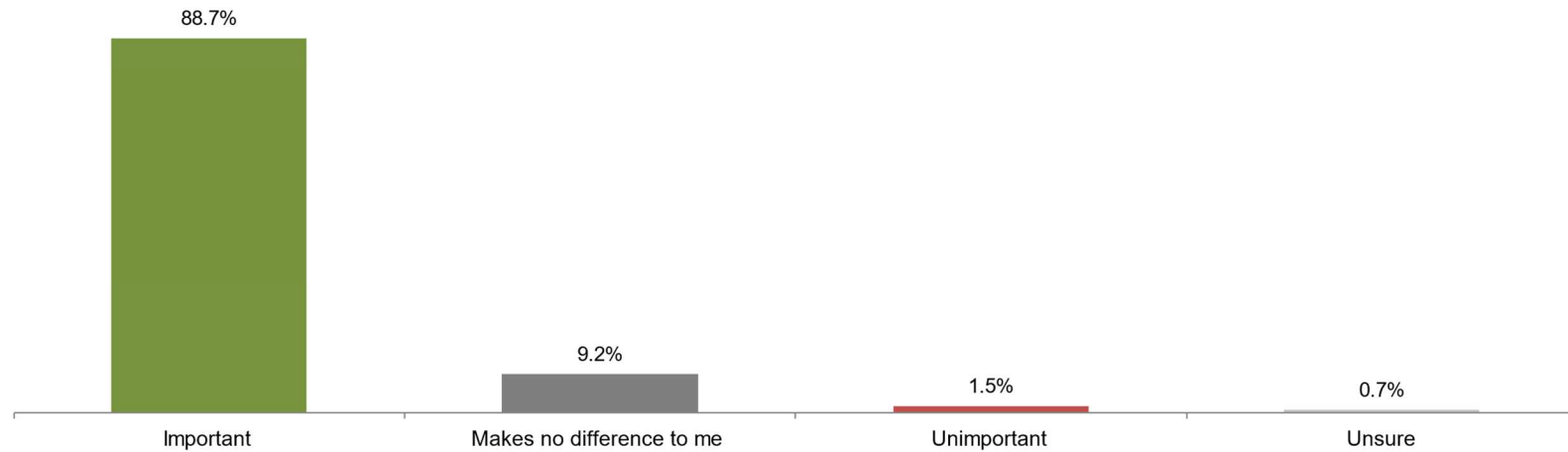
Results by municipality, years of residency, survey mode, and survey language

Question 19: How valuable do you think the information is that you received or viewed from the Monongalia County Solid Waste Authority?
 [AMONG THOSE WHO ANSWERED 'YES' TO Q18]



89% say it is important that their household reduces waste that goes to the landfill

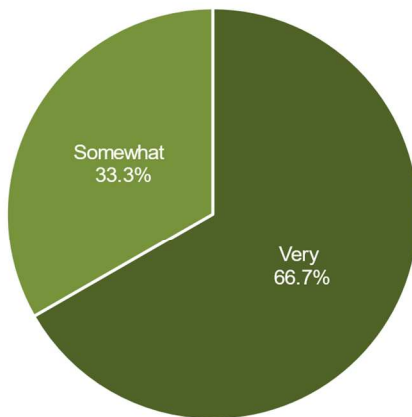
Question 20: How important is it to you that your household reduces waste that goes to the landfill?



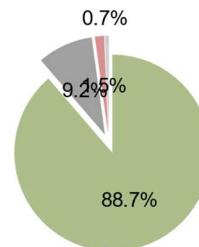
Among those who said important, 67% said very important

Question 20: How important is it to you that your household reduces waste that goes to the landfill?

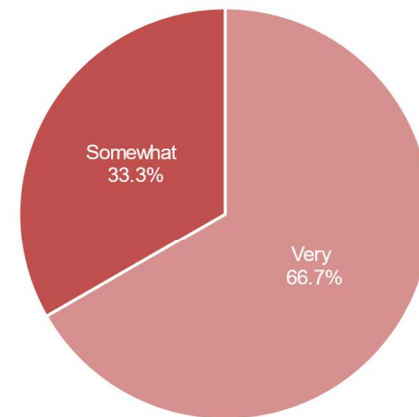
Among those who said important



Total

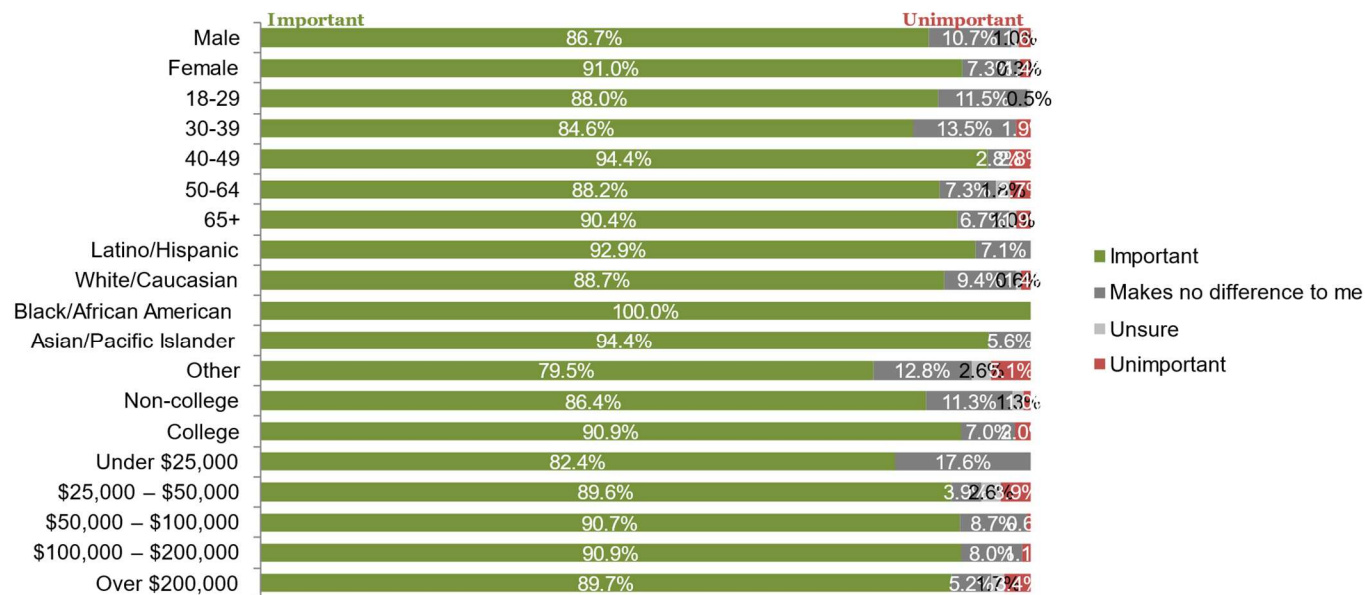


Among those who said unimportant



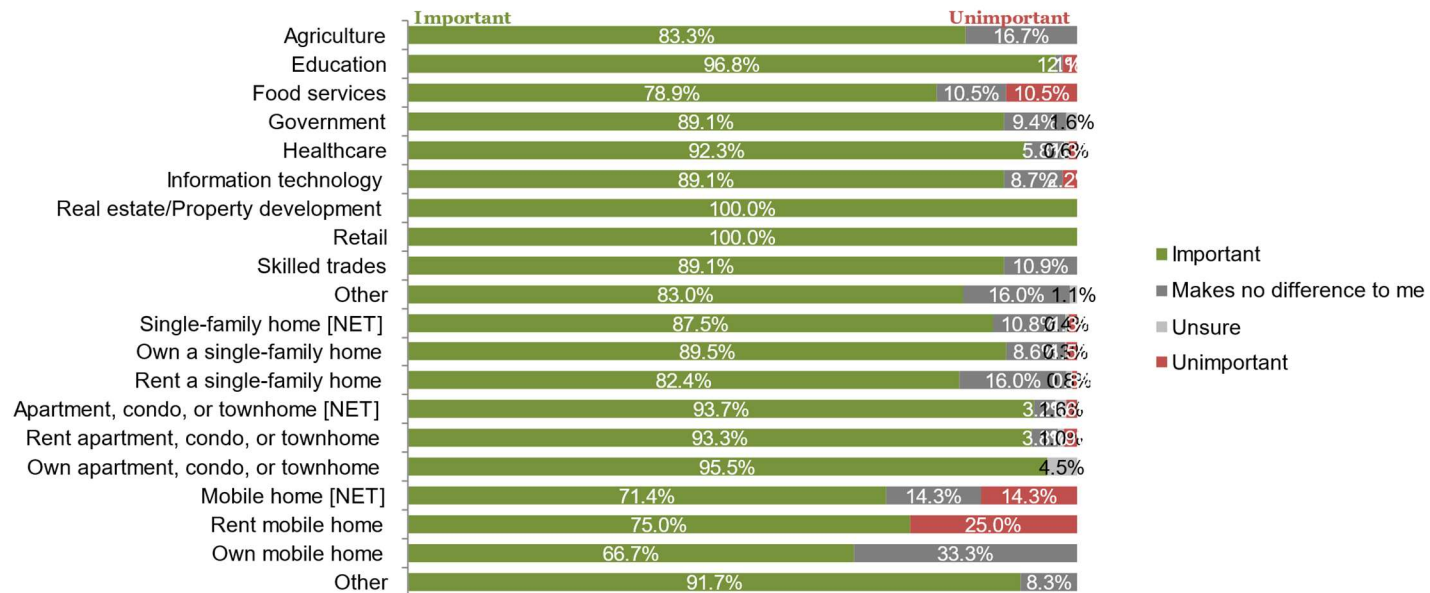
Results by gender, age group, ethnicity, education level, and household income

Question 20: How important is it to you that your household reduces waste that goes to the landfill?



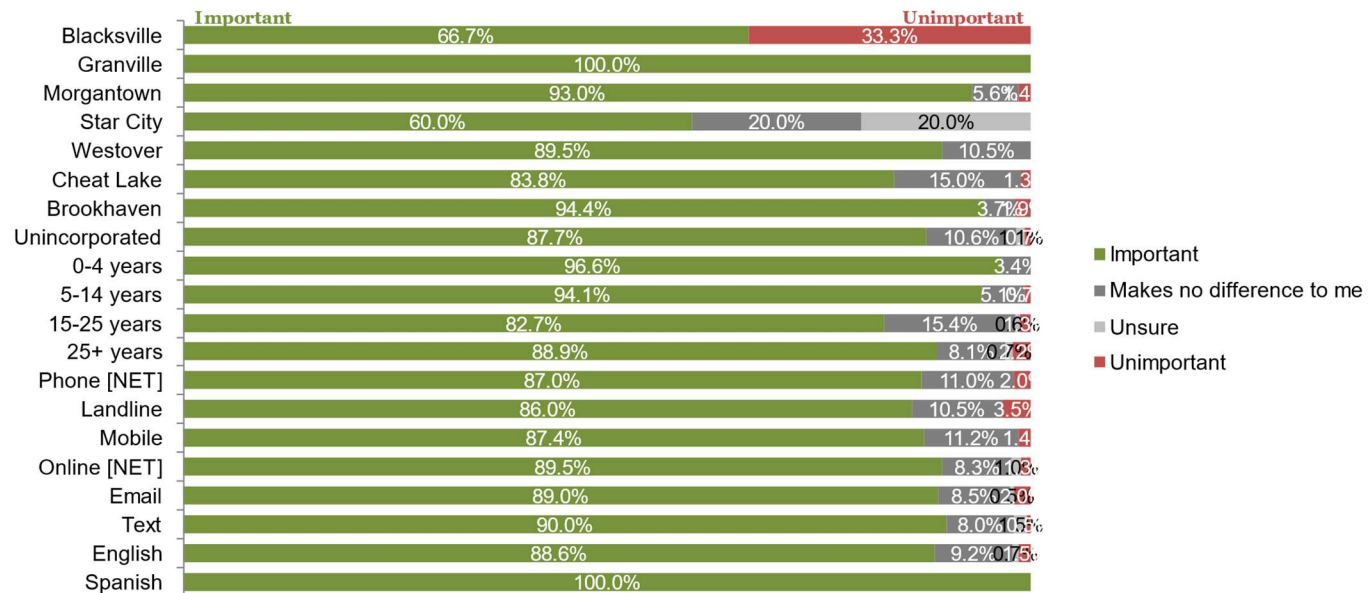
Results by job sector and home type

Question 20: How important is it to you that your household reduces waste that goes to the landfill?



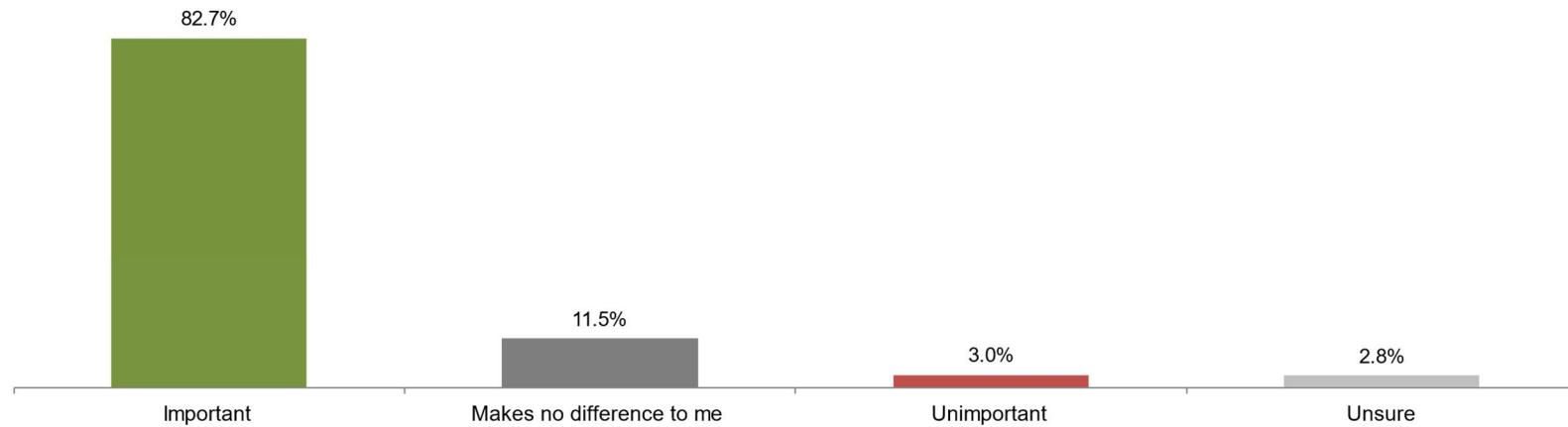
Results by municipality, years of residency, survey mode, and survey language

Question 20: How important is it to you that your household reduces waste that goes to the landfill?



83% say that it is important that their community works with neighboring stakeholders to increase non-curbside recycling

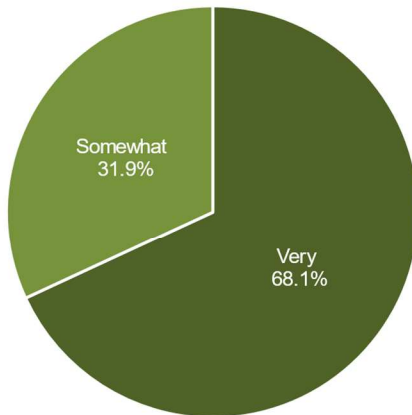
Question 21: How important is it to you that your community works together with neighboring agencies, municipalities, and other stakeholders to increase noncurbside Community General Recycling for their residents?



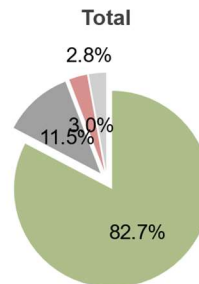
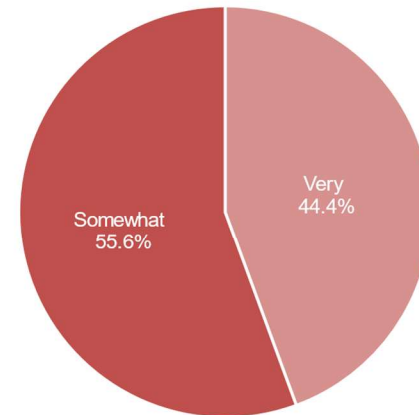
Among those who said important, 68% said very important

Question 21: How important is it to you that your community works together with neighboring agencies, municipalities, and other stakeholders to increase noncurbside Community General Recycling for their residents?

Among those who said important

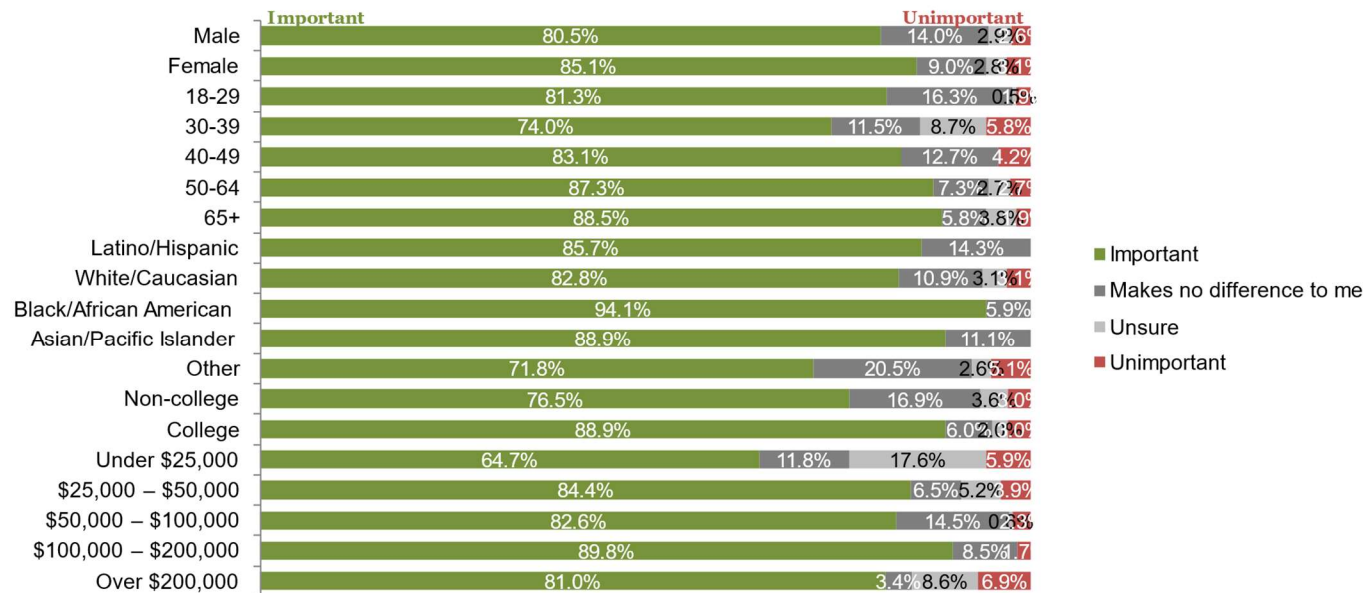


Among those who said unimportant



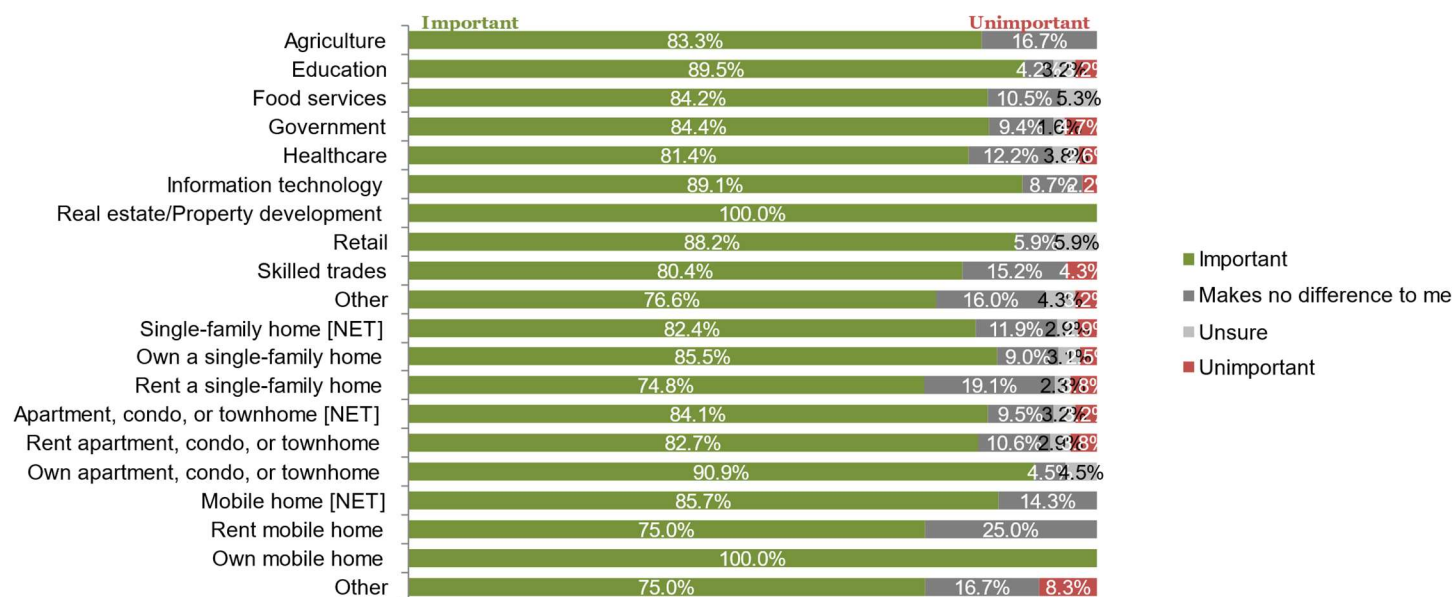
Results by gender, age group, ethnicity, education level, and household income

Question 21: How important is it to you that your community works together with neighboring agencies, municipalities, and other stakeholders to increase noncurbside Community General Recycling for their residents?



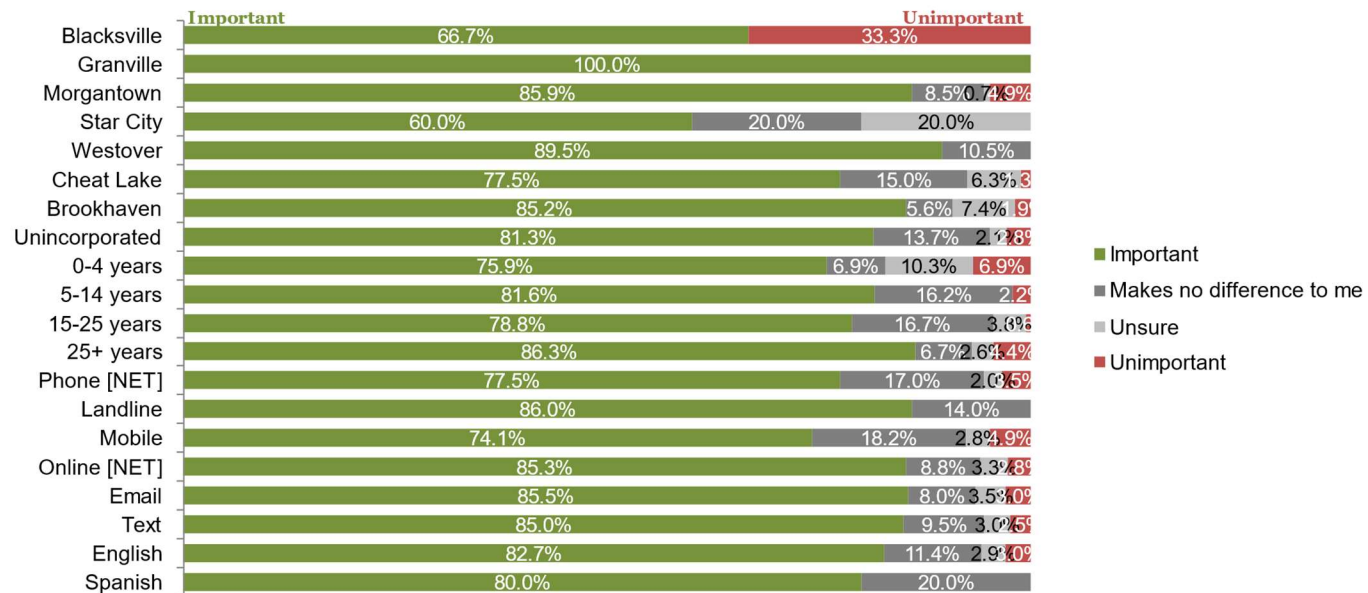
Results by job sector and home type

Question 21: How important is it to you that your community works together with neighboring agencies, municipalities, and other stakeholders to increase noncurbside Community General Recycling for their residents?



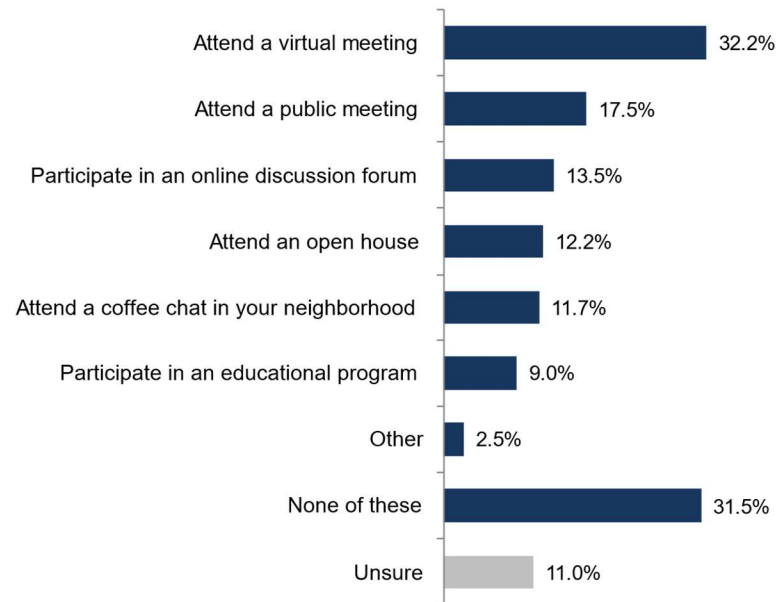
Results by municipality, years of residency, survey mode, and survey language

Question 21: How important is it to you that your community works together with neighboring agencies, municipalities, and other stakeholders to increase noncurbside Community General Recycling for their residents?



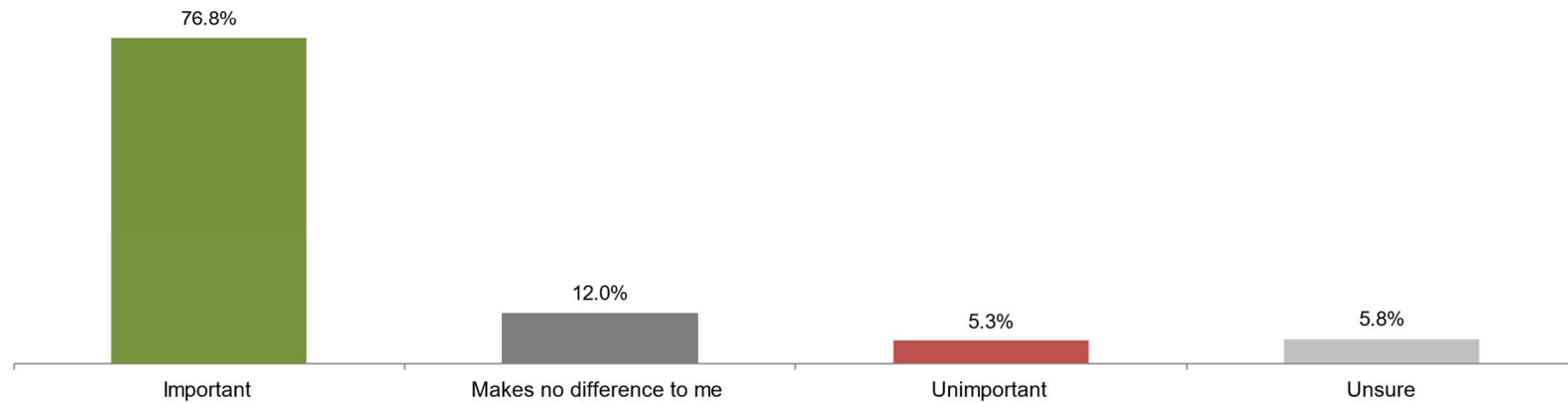
32% would be interested in attending a virtual meeting regarding reducing waste, recycling, composting, disposing or other solid waste topics

Question 22: Please indicate which of the following you would be interested in attending regarding reducing waste, recycling, composting, disposing or other solid waste topics? Select all that apply.



77% believe non-curbside Community General Recycling is important in their community

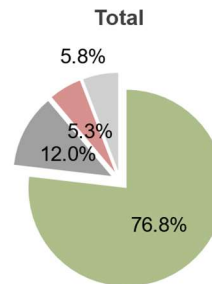
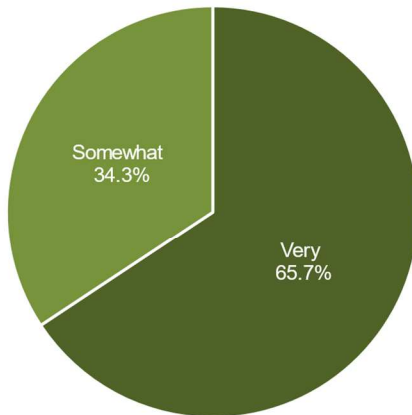
Question 23: How important is non-curbside Community General Recycling in your community to you?



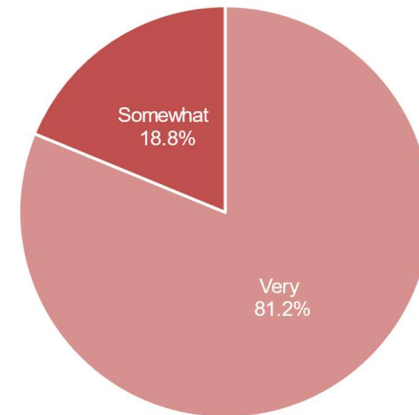
Among those who said important, 66% said very important

Question 23: How important is non -curbside Community General Recycling in your community to you?

Among those who said important

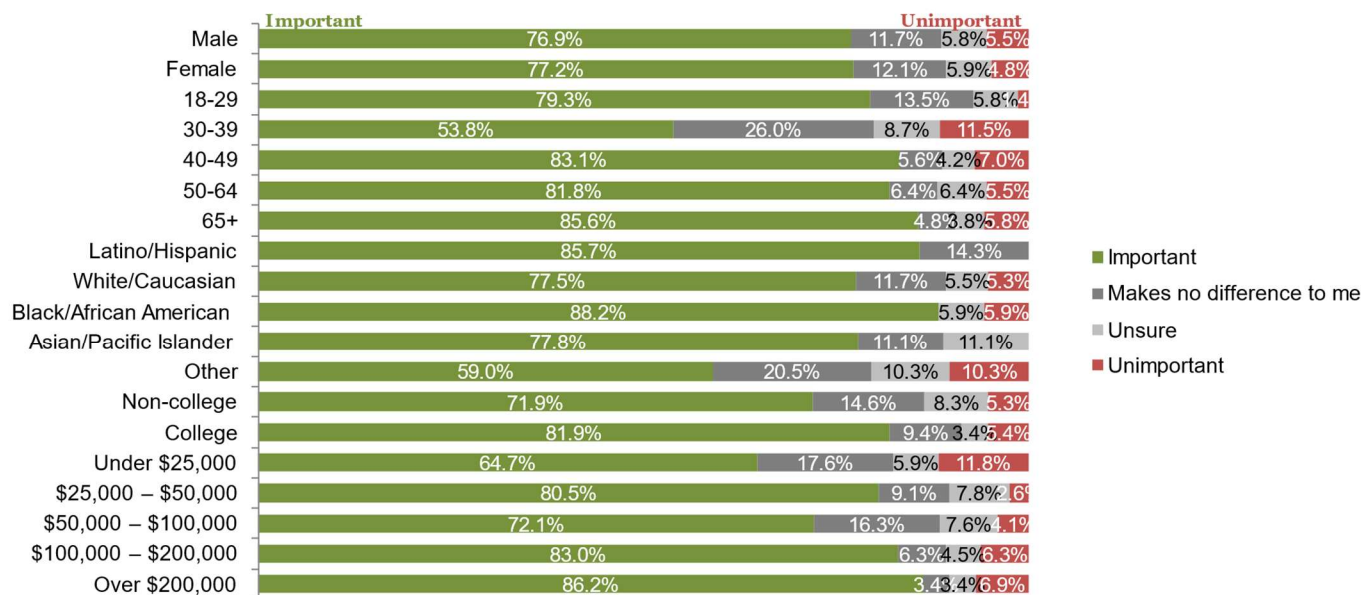


Among those who said unimportant



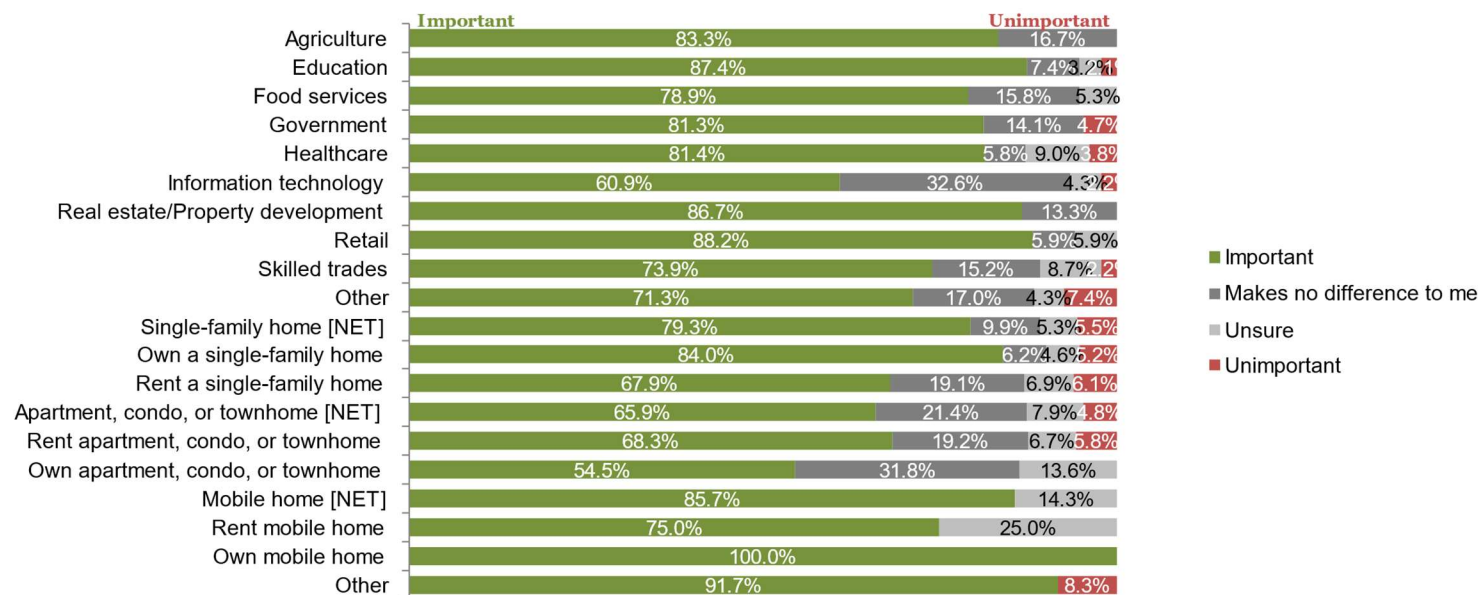
Results by gender, age group, ethnicity, education level, and household income

Question 23: How important is non-curbside Community General Recycling in your community to you?



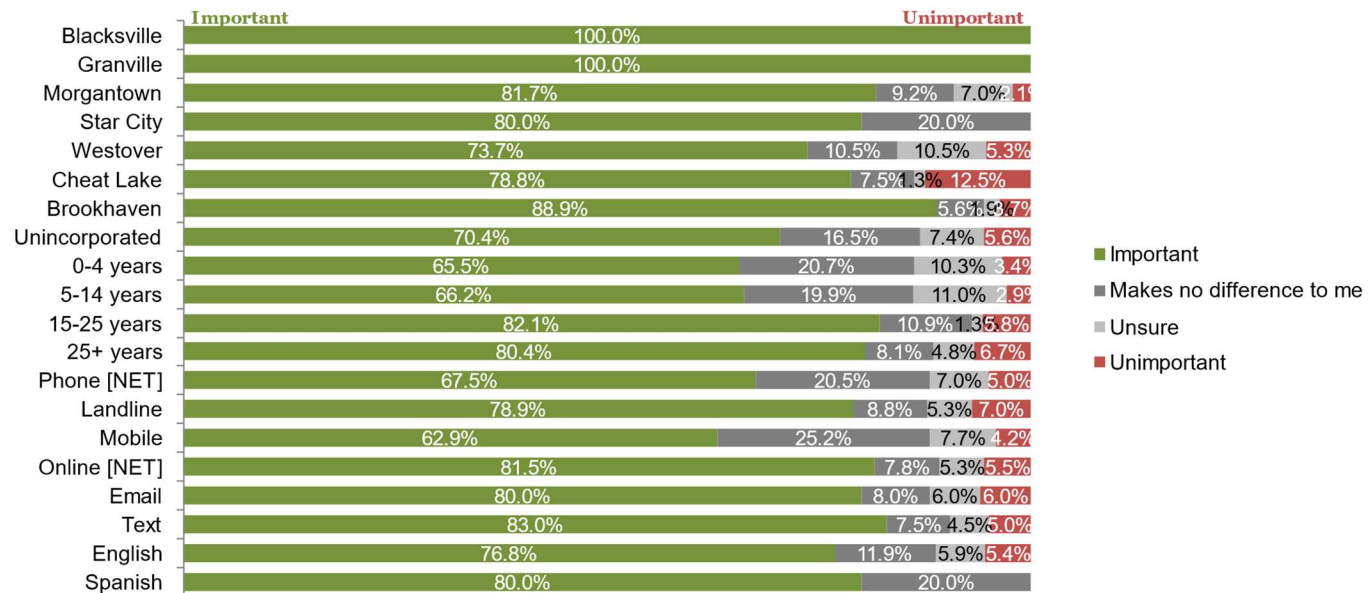
Results by job sector and home type

Question 23: How important is non -curbside Community General Recycling in your community to you?



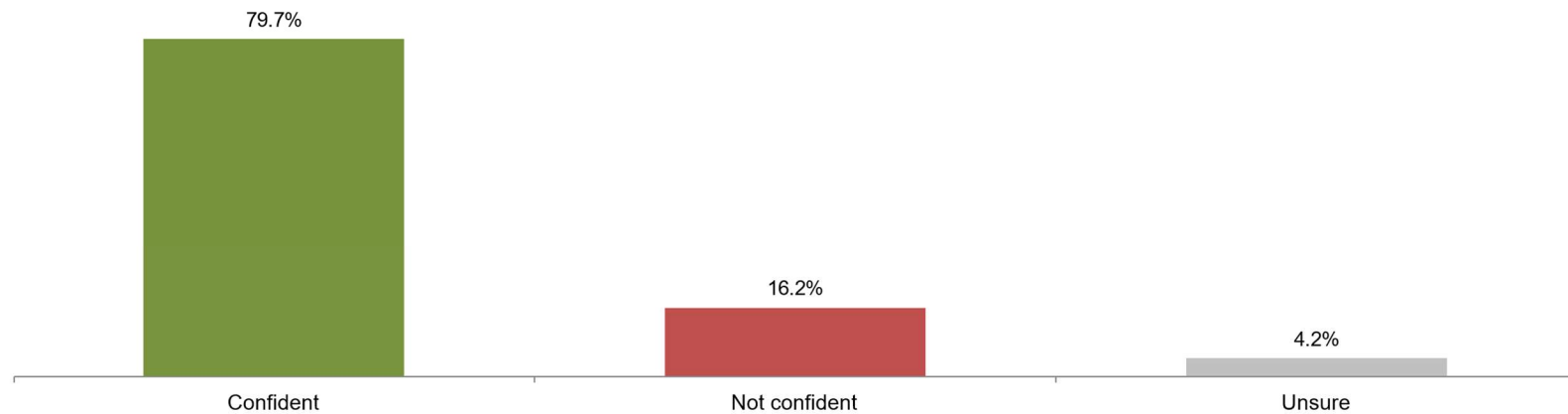
Results by municipality, years of residency, survey mode, and survey language

Question 23: How important is non -curbside Community General Recycling in your community to you?



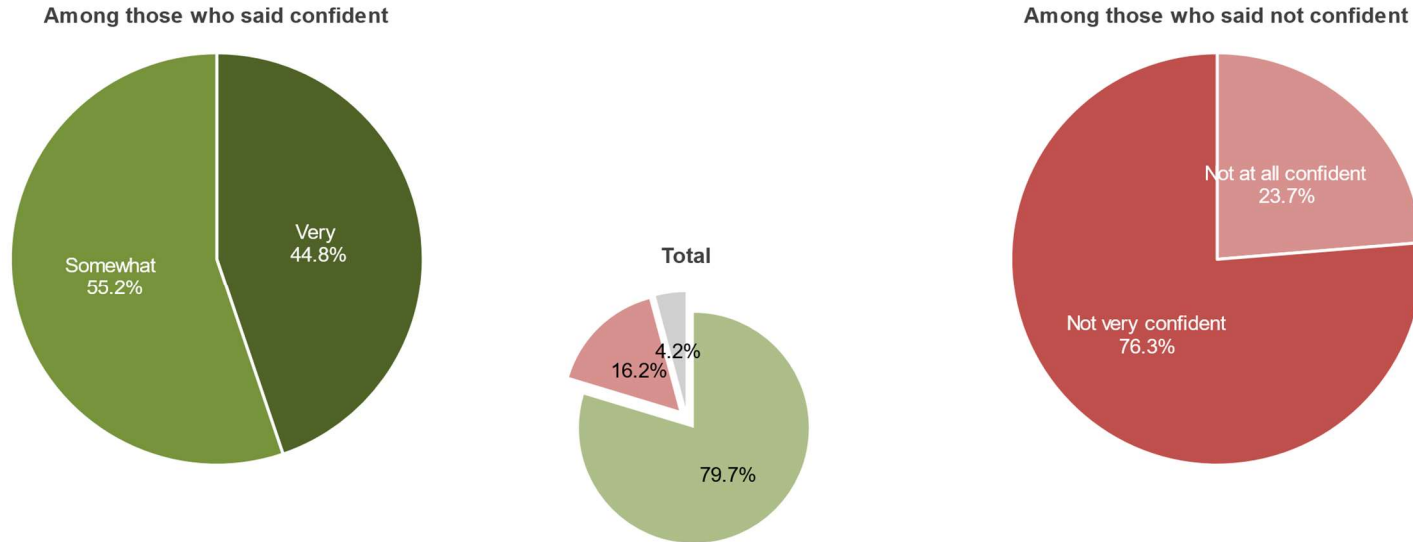
80% are confident that they know the ways to properly prepare their recyclable items

Question 24: How confident are you that you know the ways to properly prepare your recyclable items?



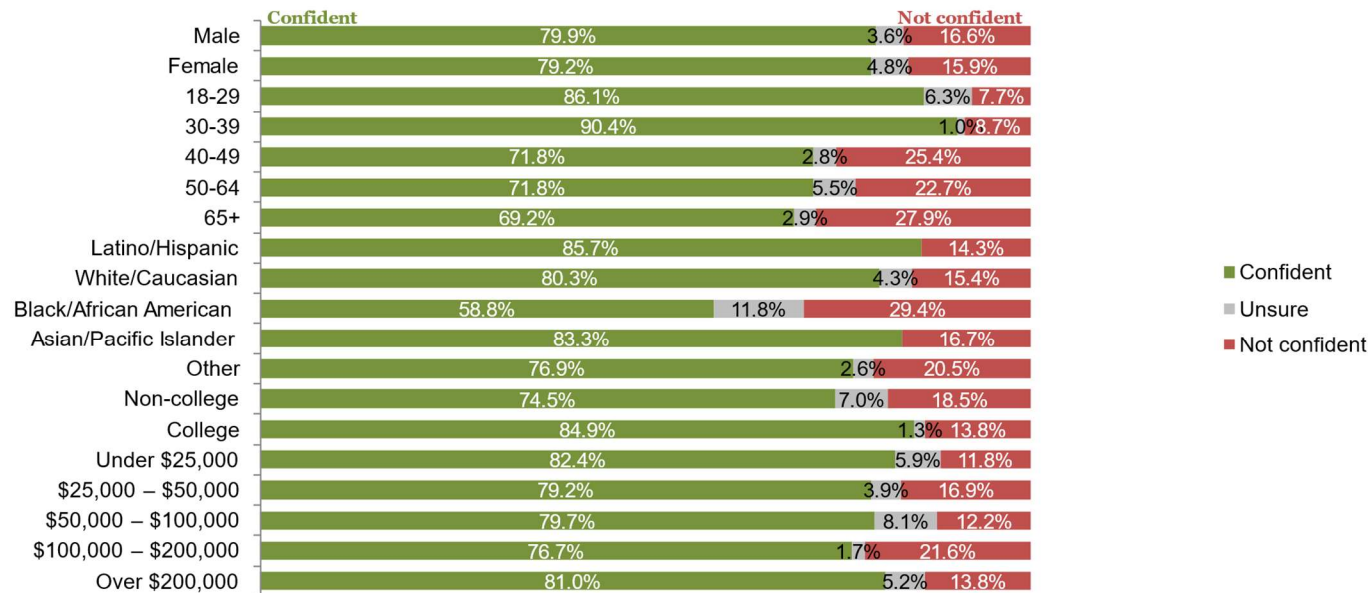
Among those who said confident, 55% said somewhat confident

Question 24: How confident are you that you know the ways to properly prepare your recyclable items?



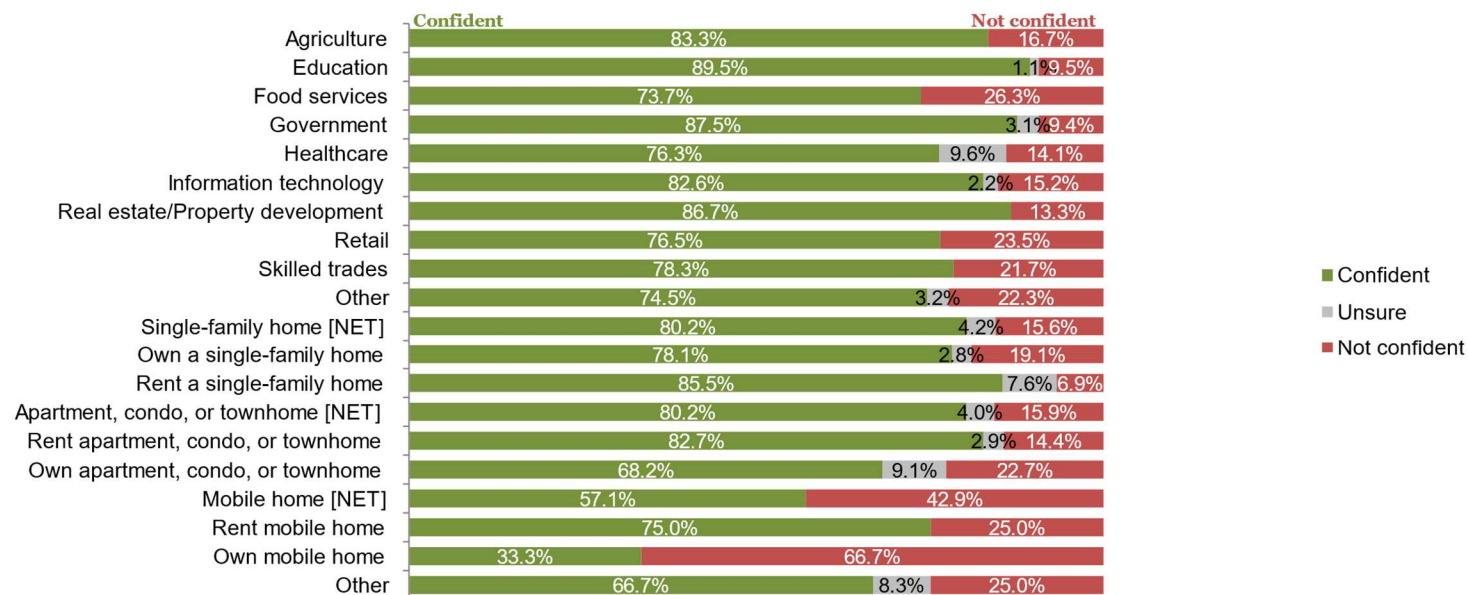
Results by gender, age group, ethnicity, education level, and household income

Question 24: How confident are you that you know the ways to properly prepare your recyclable items?



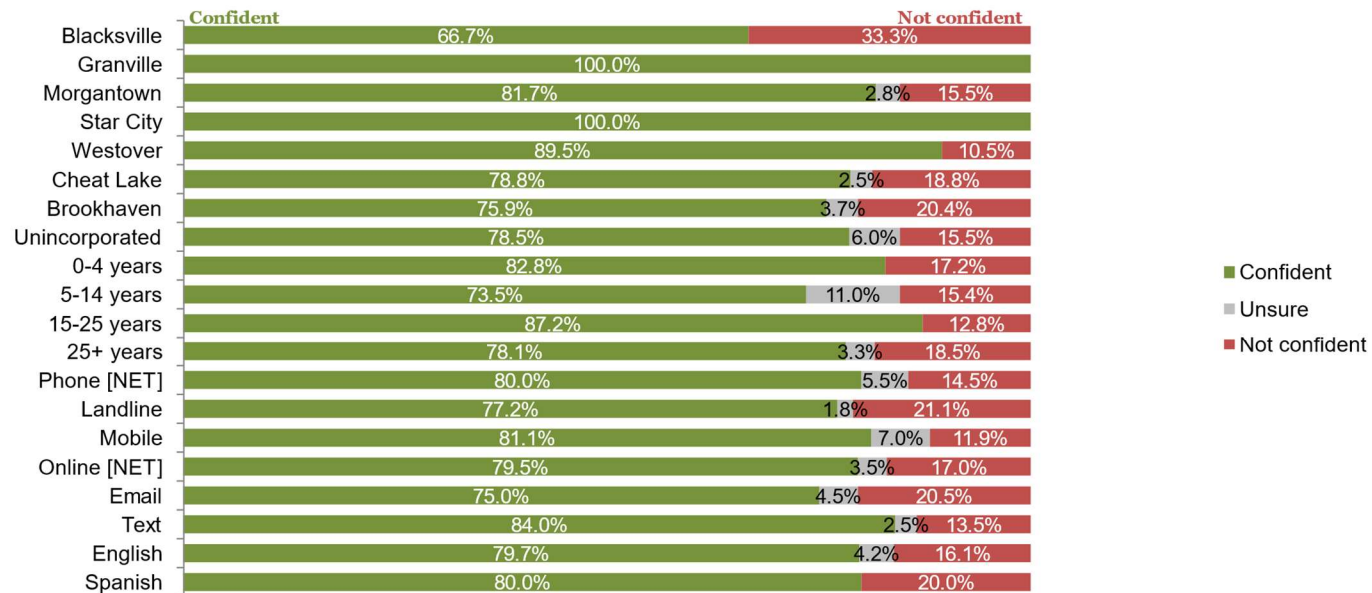
Results by job sector and home type

Question 24: How confident are you that you know the ways to properly prepare your recyclable items?



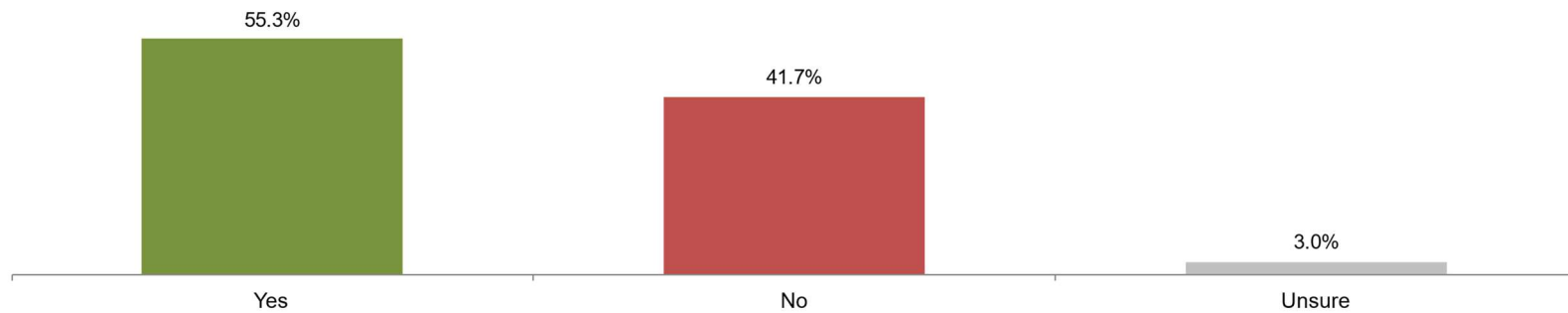
Results by municipality, years of residency, survey mode, and survey language

Question 24: How confident are you that you know the ways to properly prepare your recyclable items?



55% of households currently recycle their general recyclable items

Question 25: Does your household currently recycle your general recyclable items?



Results by gender, age group, ethnicity, education level, and household income

Question 25: Does your household currently recycle your general recyclable items?



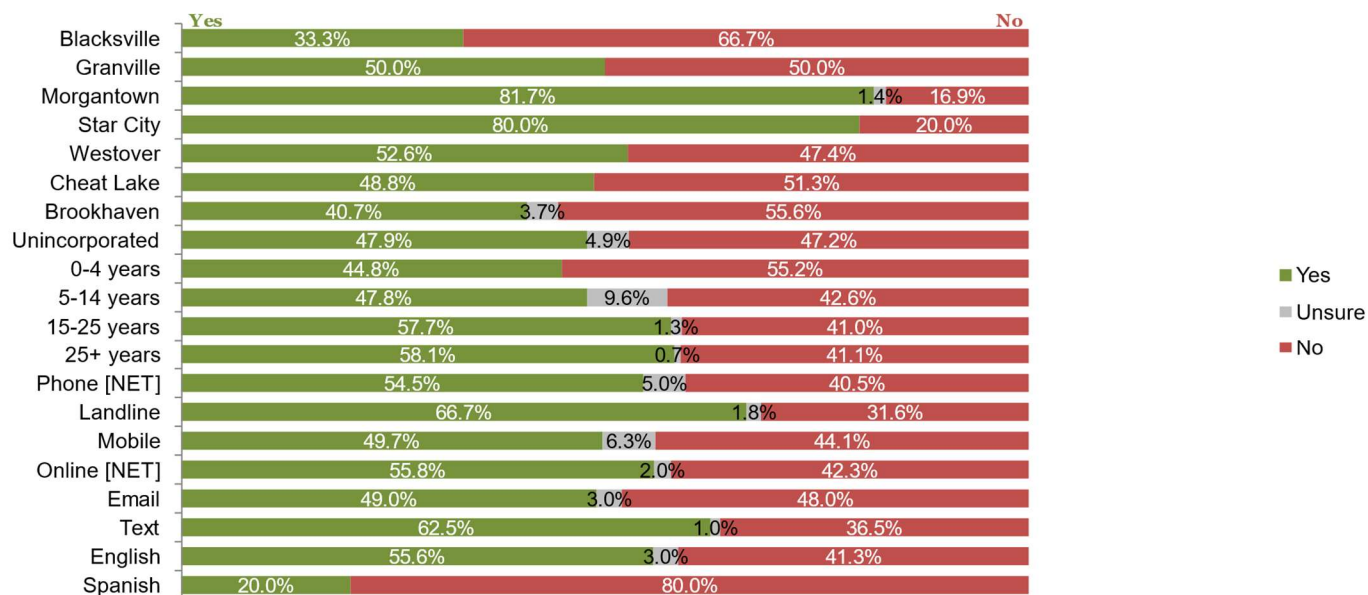
Results by job sector and home type

Question 25: Does your household currently recycle your general recyclable items?



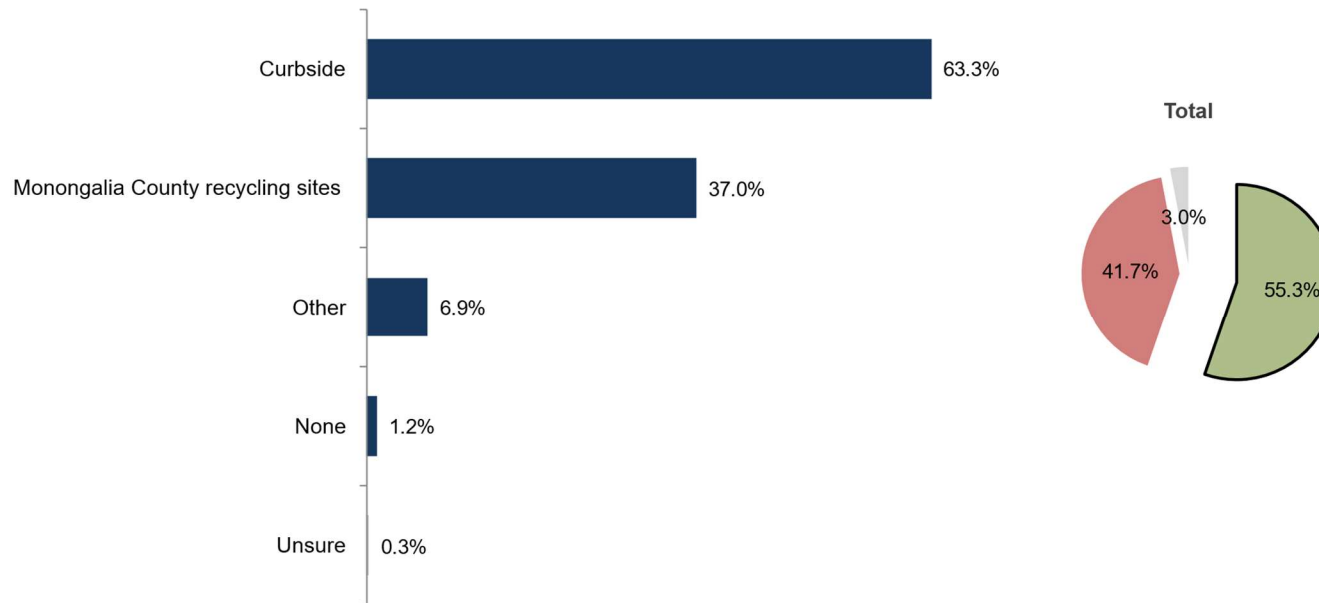
Results by municipality, years of residency, survey mode, and survey language

Question 25: Does your household currently recycle your general recyclable items?



Among those who currently recycle their general recyclable items, 63% curbside recycle

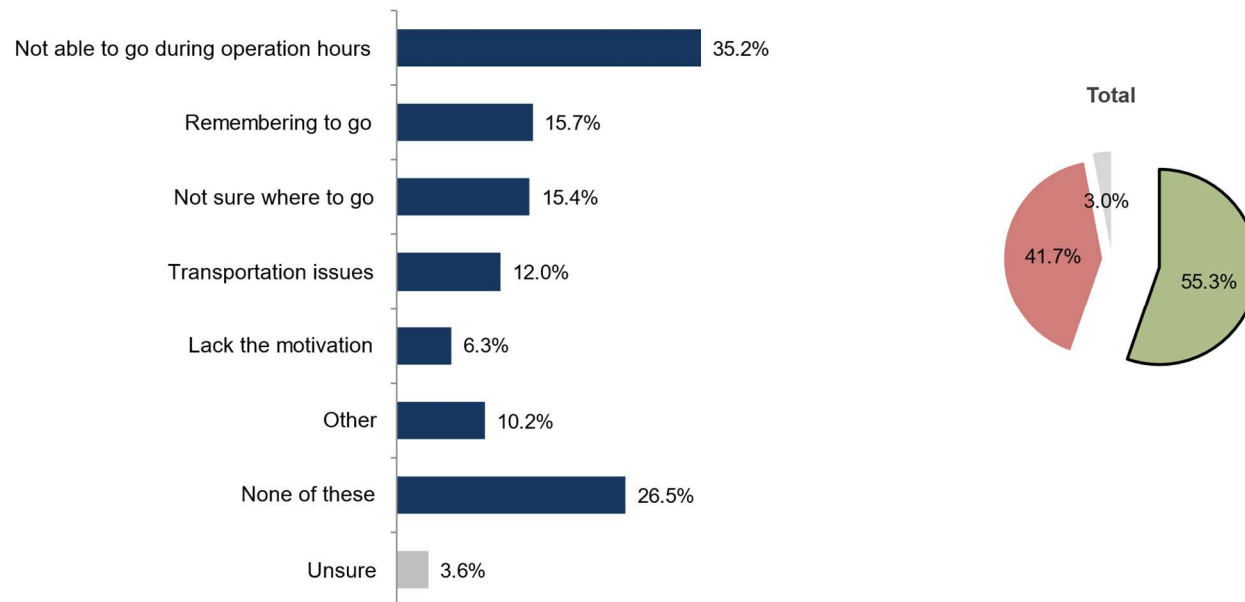
Question 26: Where do you recycle your recyclable items? Select all that apply.
[IF ANSWERED 'YES' TO Q25]



Among those who currently recycle their general recyclable items, 35% cite not being able to go during operation hours as their top barrier

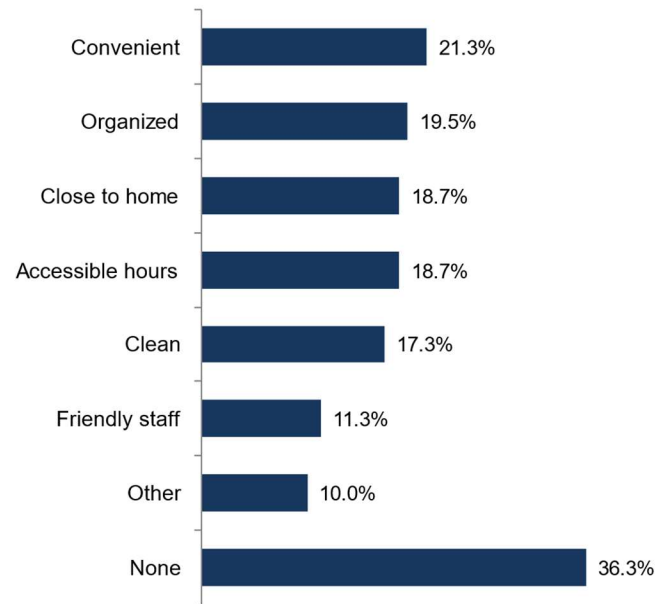
Question 27: What barrier(s) do you face while trying to recycle your general recyclable items (i.e., aluminum, glass, paper, and plastic) at community recycling sites? Select all that apply.

[IF ANSWERED 'YES' TO Q25]



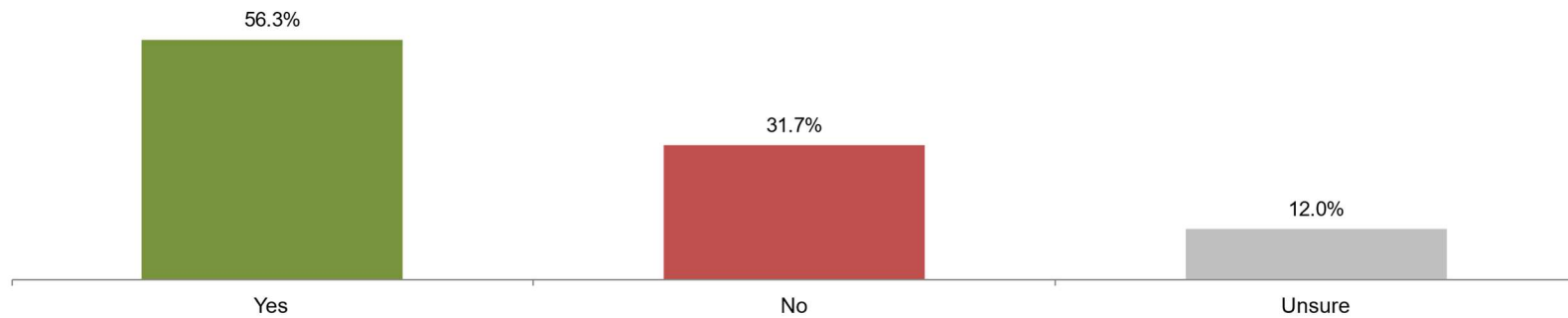
21% described non-curbside Community General Recycling as convenient

Question 28: Which of the following words or phrases would you say best describe your opinion of non-curbside Community General Recycling in general? Select all that apply.



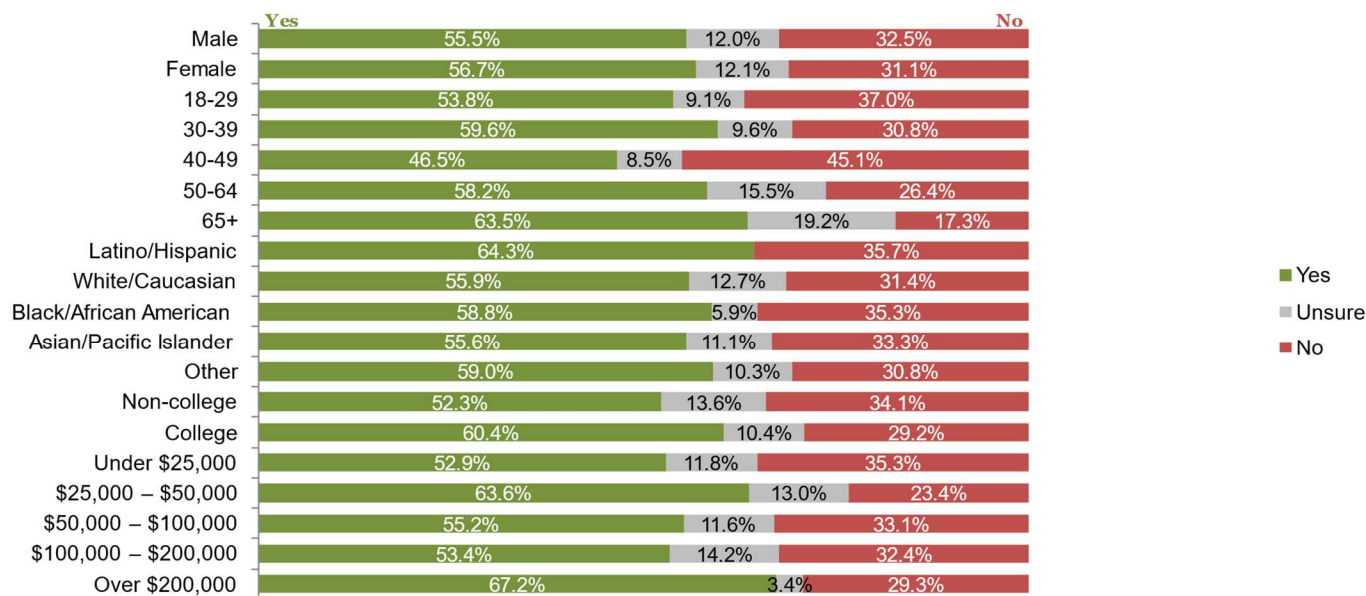
56% are interested in non-curbside Community General Recycling of aluminum, glass, paper, and plastic

Question 29: Are you interested in non-curbside Community General Recycling of aluminum, glass, paper, and plastic?



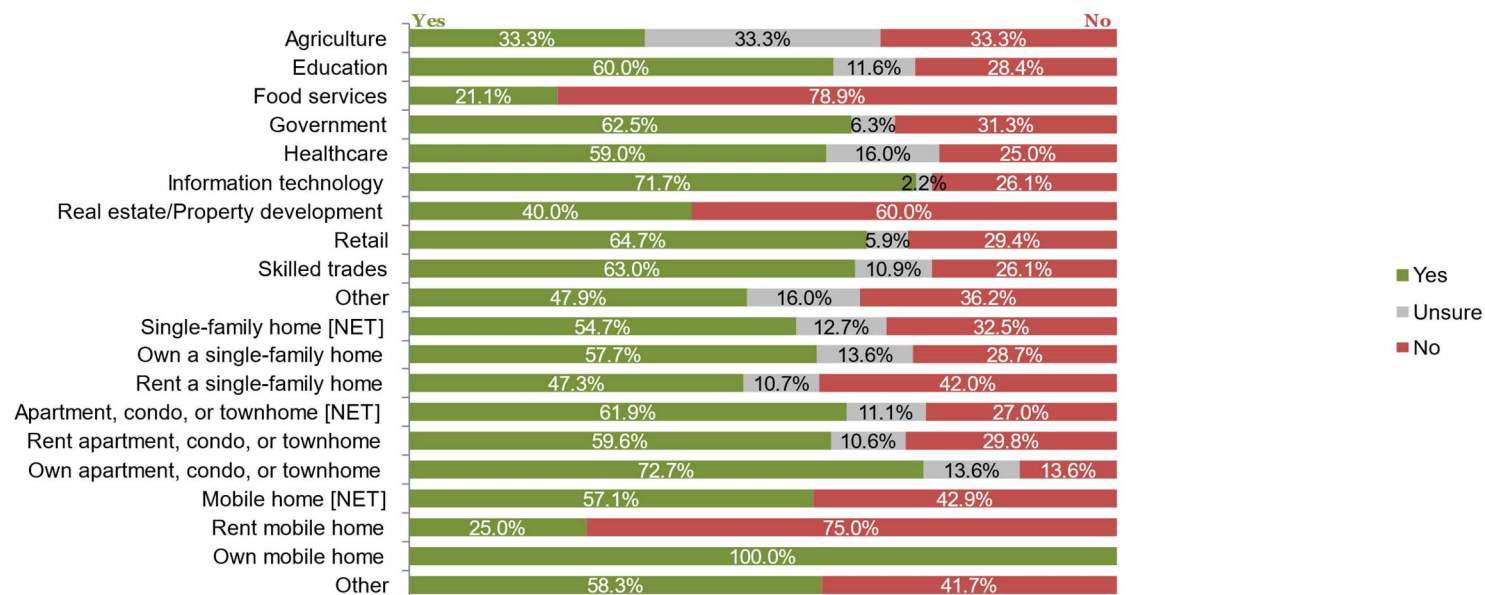
Results by gender, age group, ethnicity, education level, and household income

Question 29: Are you interested in non -curbside Community General Recycling of aluminum, glass, paper, and plastic?



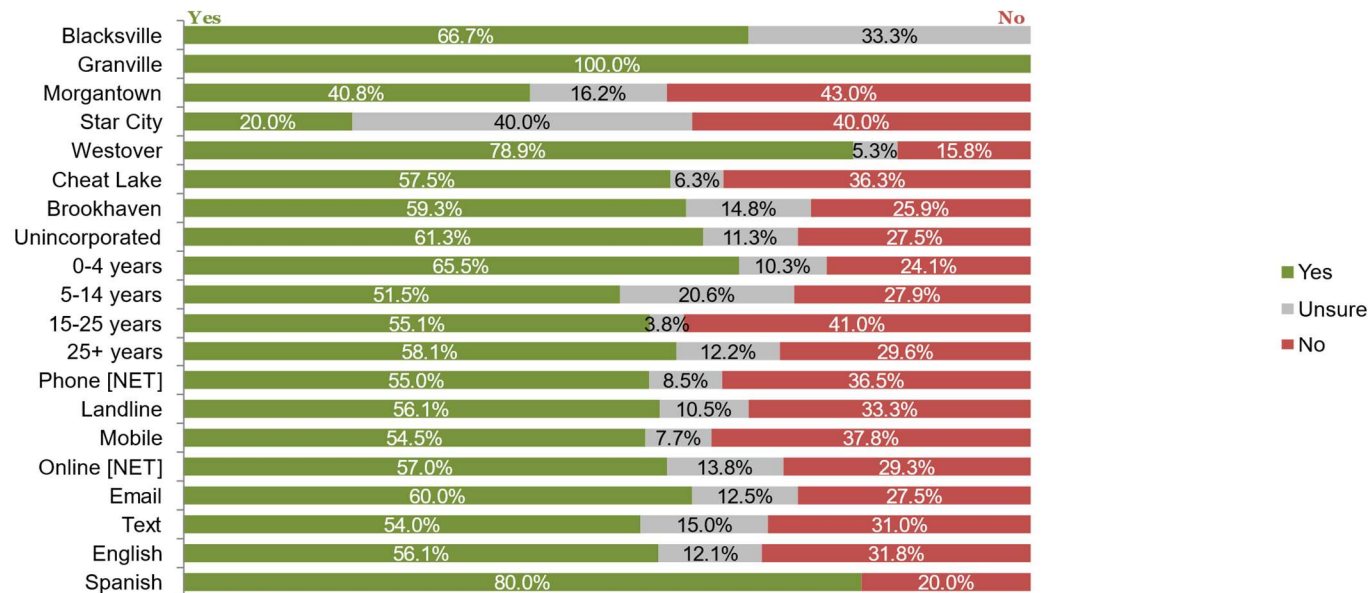
Results by job sector and home type

Question 29: Are you interested in non -curbside Community General Recycling of aluminum, glass, paper, and plastic?



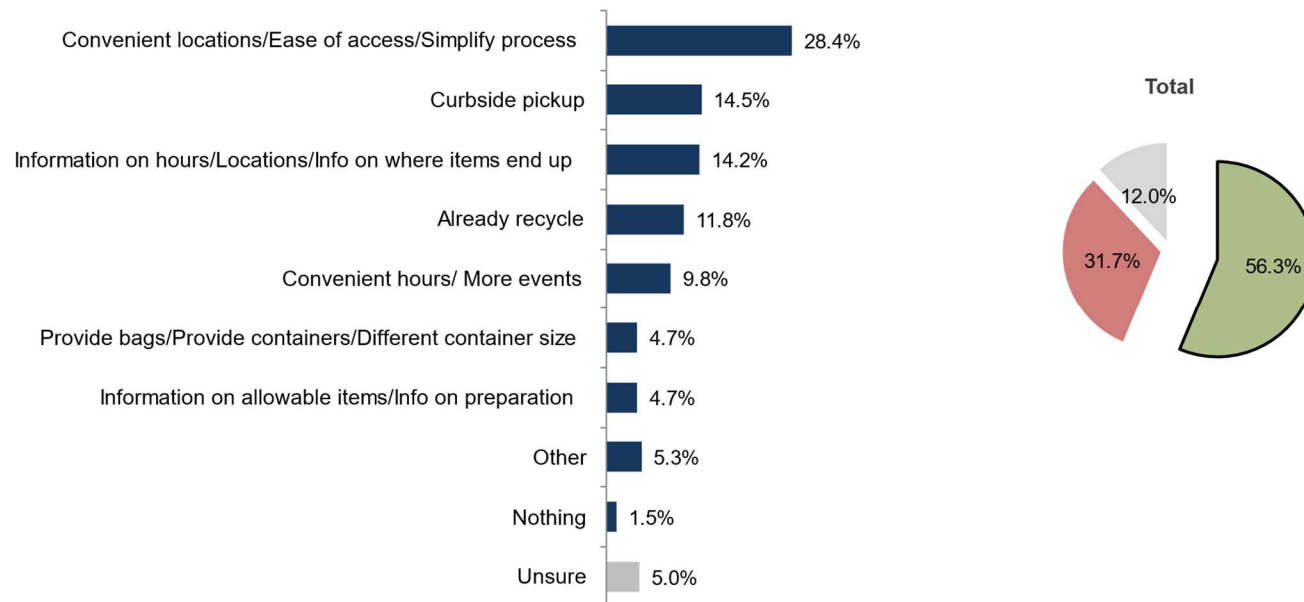
Results by municipality, years of residency, survey mode, and survey language

Question 29: Are you interested in non -curbside Community General Recycling of aluminum, glass, paper, and plastic?



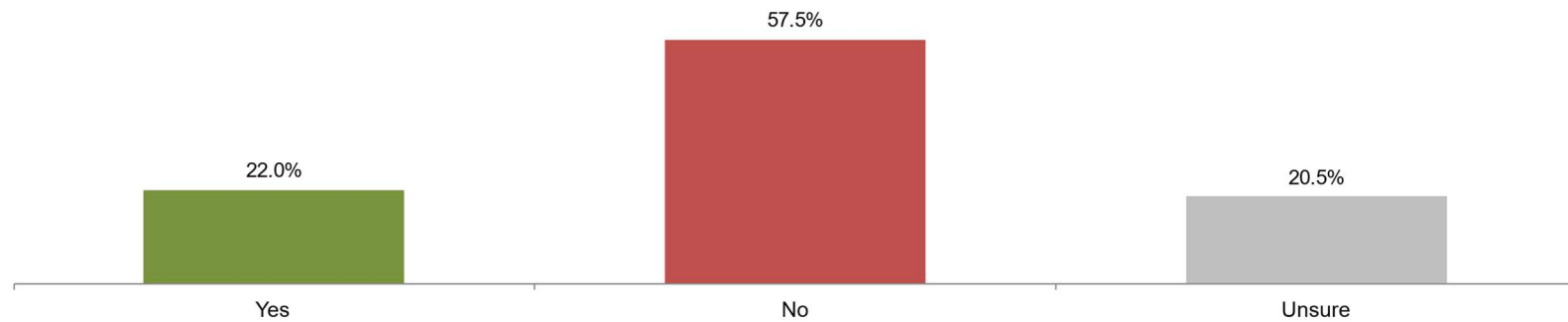
Among those interested in non -curbside Community General Recycling, 28% cite convenient locations would help them begin recycling their general recyclable items

Question 30: What factors would help you begin recycling your general recyclable items?
 [IF ANSWERED 'YES' TO Q29]
 [OPEN-ENDED RESPONSE]



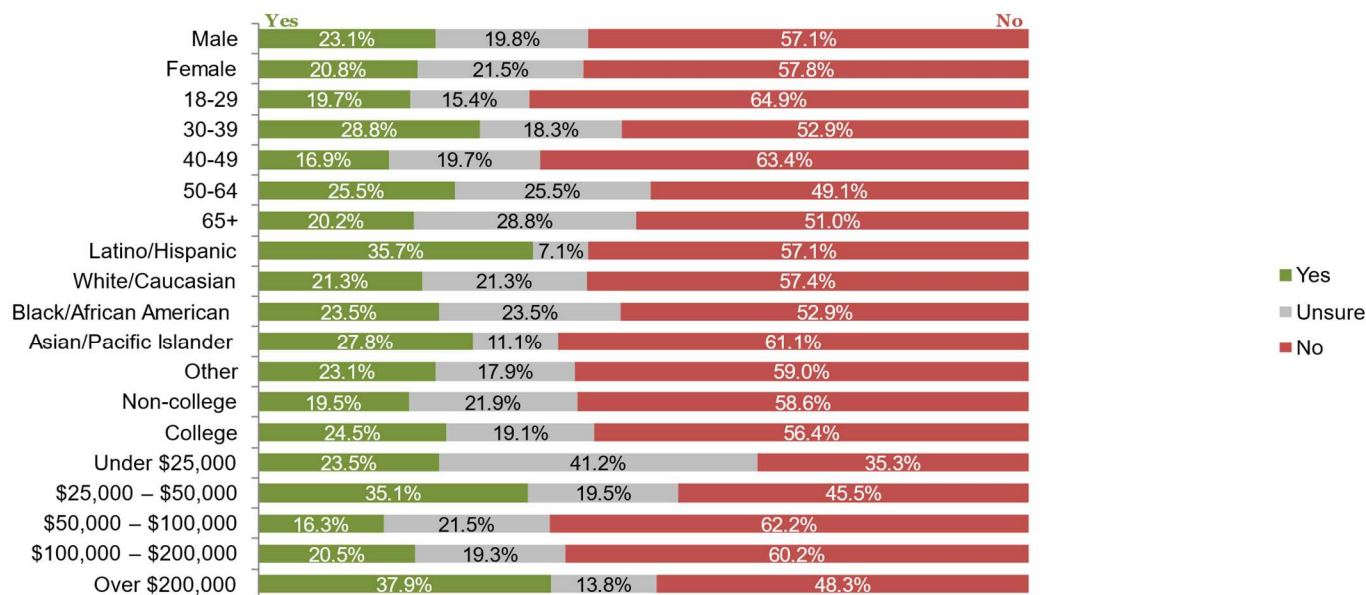
22% would be interested in non-curbside Community General Recycling if there was a cost

Question 31: Would you be interested in non-curbside Community General Recycling of aluminum, glass, paper, and plastic if there was a cost?



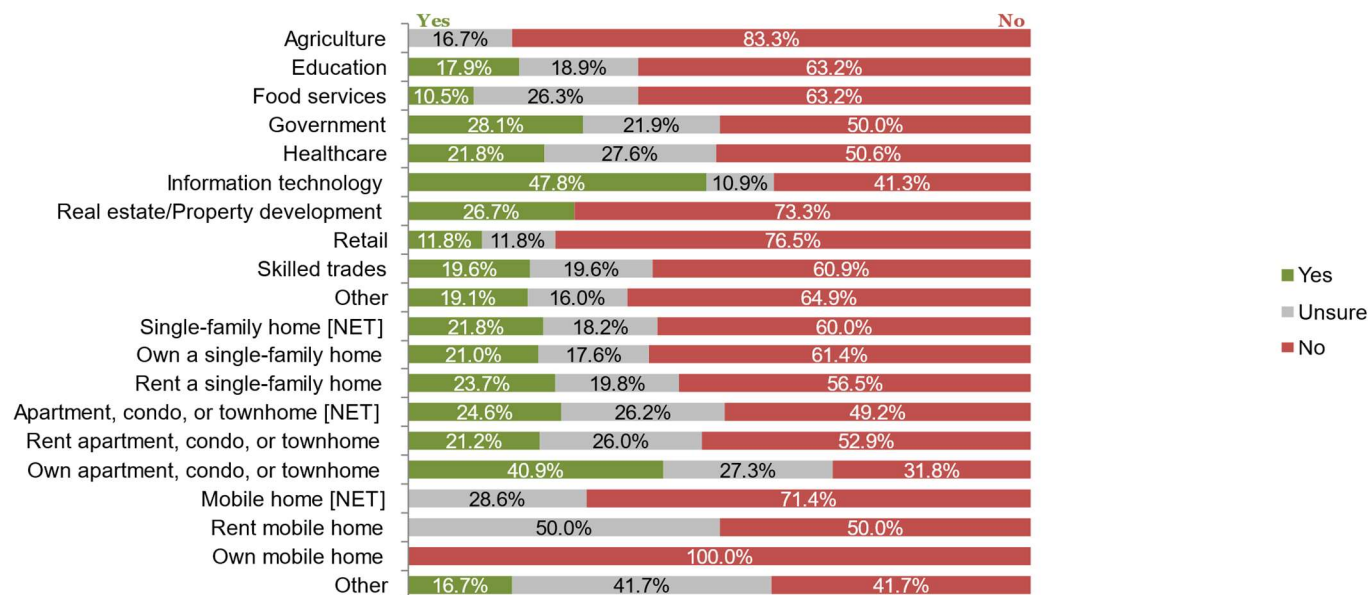
Results by gender, age group, ethnicity, education level, and household income

Question 31: Would you be interested in non-curbside Community General Recycling of aluminum, glass, paper, and plastic if there was a cost?



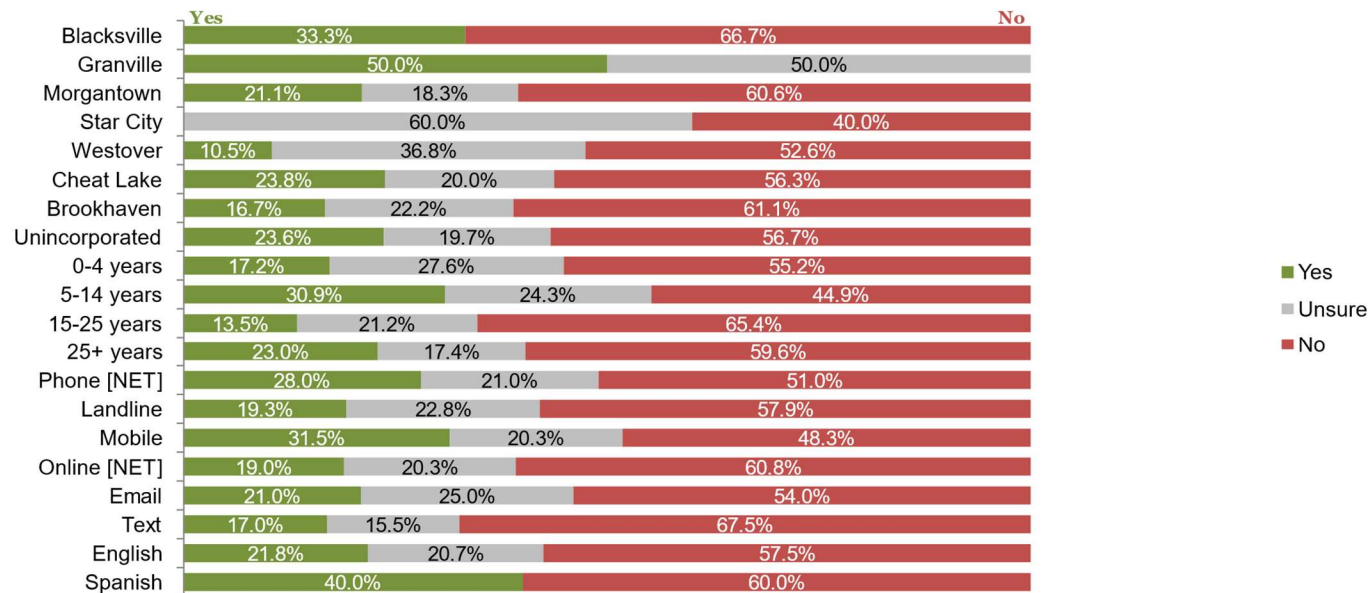
Results by job sector and home type

Question 31: Would you be interested in non -curbside Community General Recycling of aluminum, glass, paper, and plastic if there was a cost?



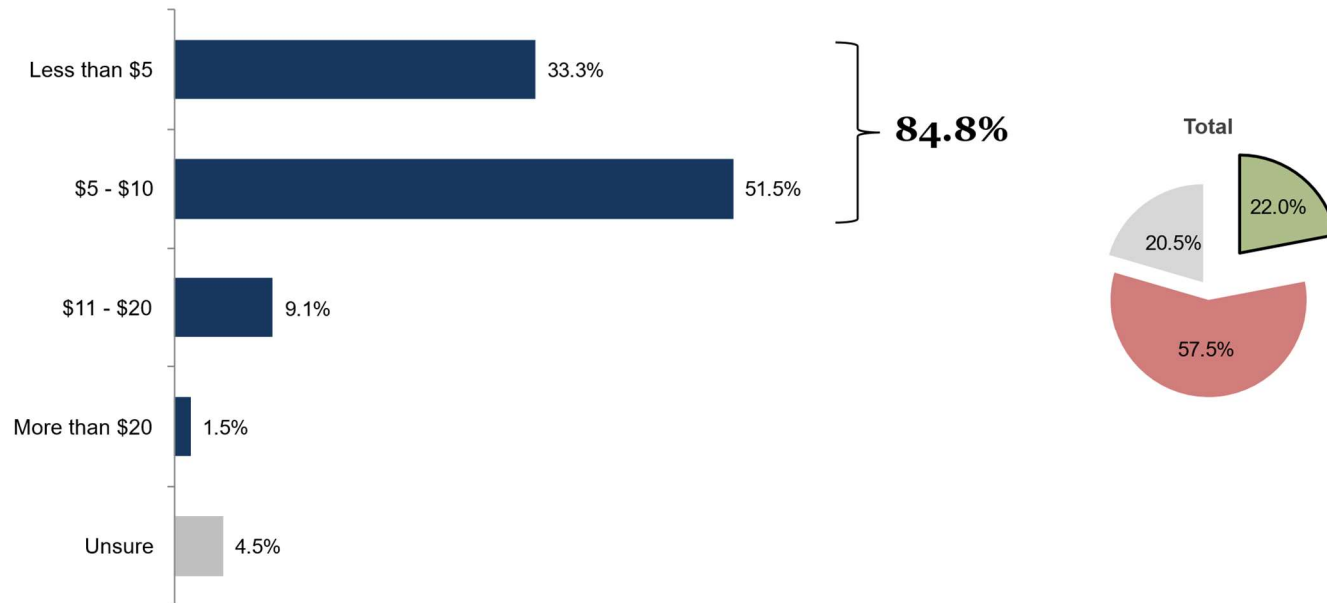
Results by municipality, years of residency, survey mode, and survey language

Question 31: Would you be interested in non -curbside Community General Recycling of aluminum, glass, paper, and plastic if there was a cost?



Among those interested in non-curbside Community General Recycling if there was a cost, 85% would be willing to spend less than \$10 a month

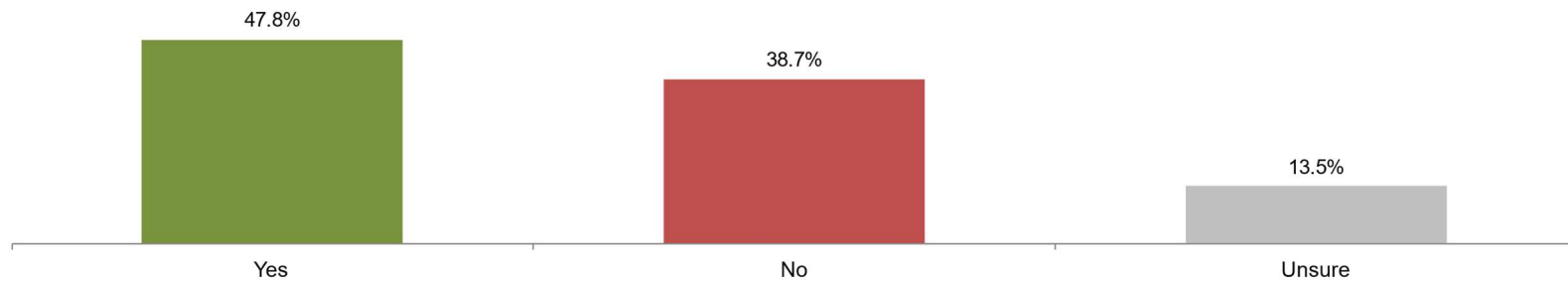
Question 32: How much would you be willing to spend monthly to recycle your aluminum, glass, paper, and plastic at a non-curbside Community General Recycling site?
 [IF ANSWERED 'YES' TO Q31]





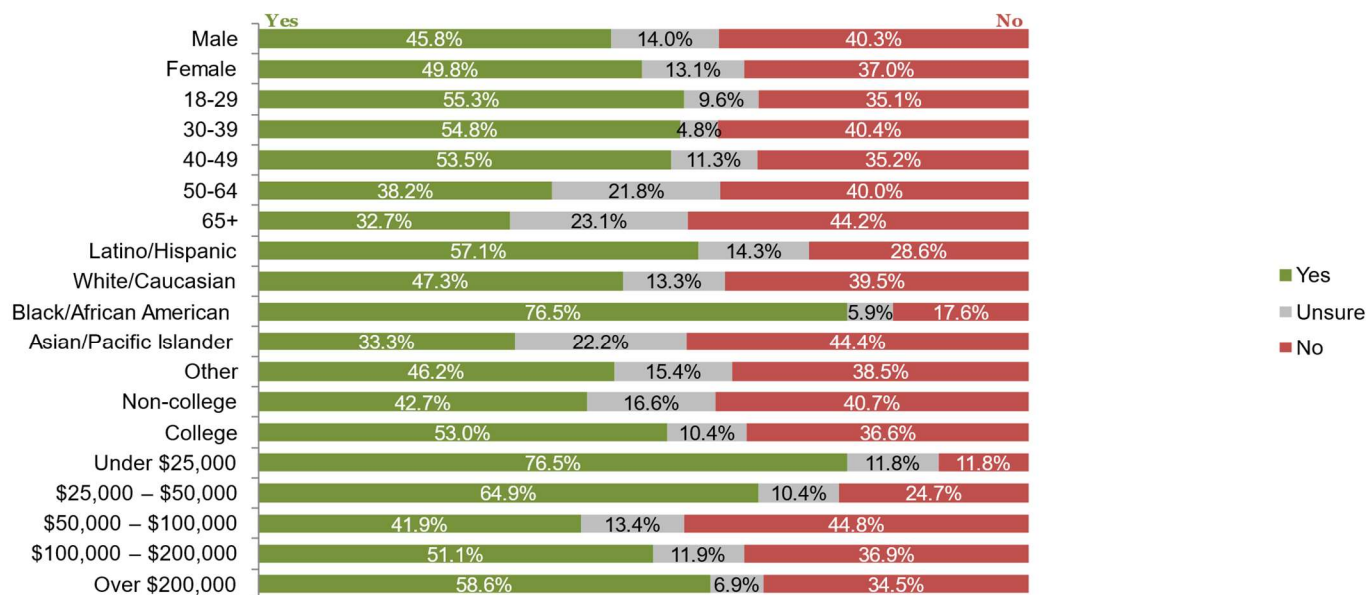
48% would be interested in having a Community Composting area in their neighborhood or in the County

Question 33: Would you be interested in having a Community Composting area in your neighborhood or in the County?



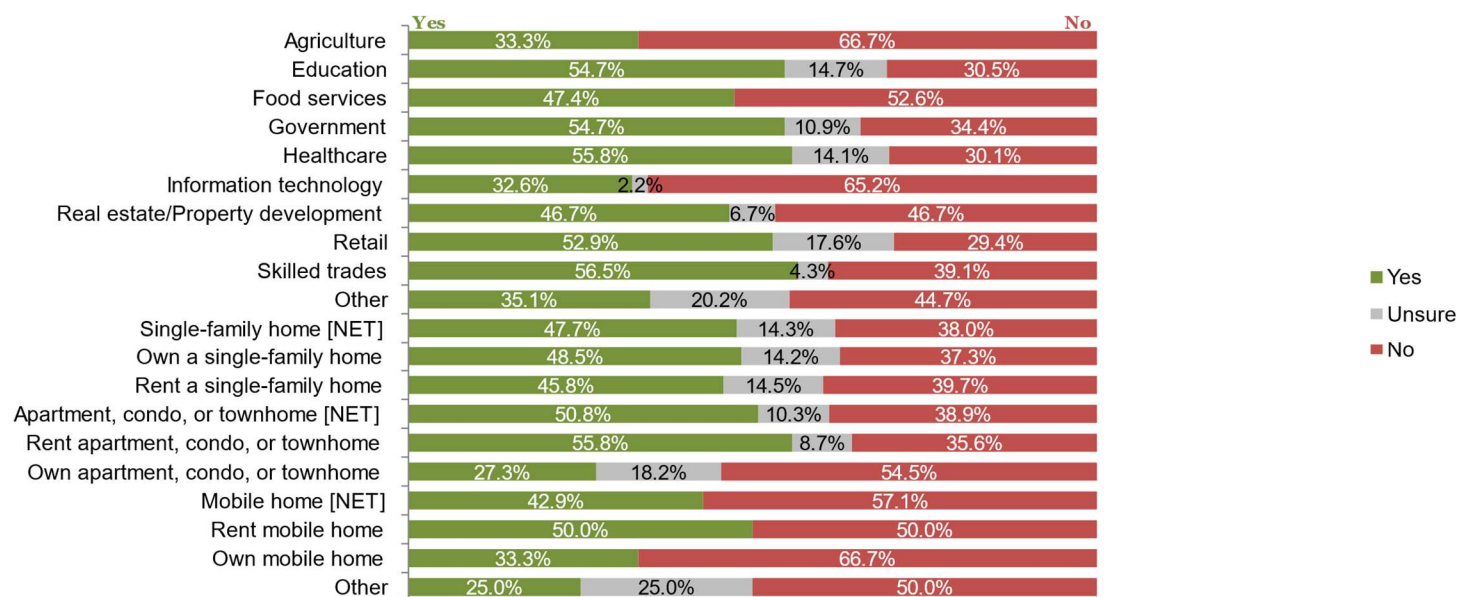
Results by gender, age group, ethnicity, education level, and household income

Question 33: Would you be interested in having a Community Composting area in your neighborhood or in the County?



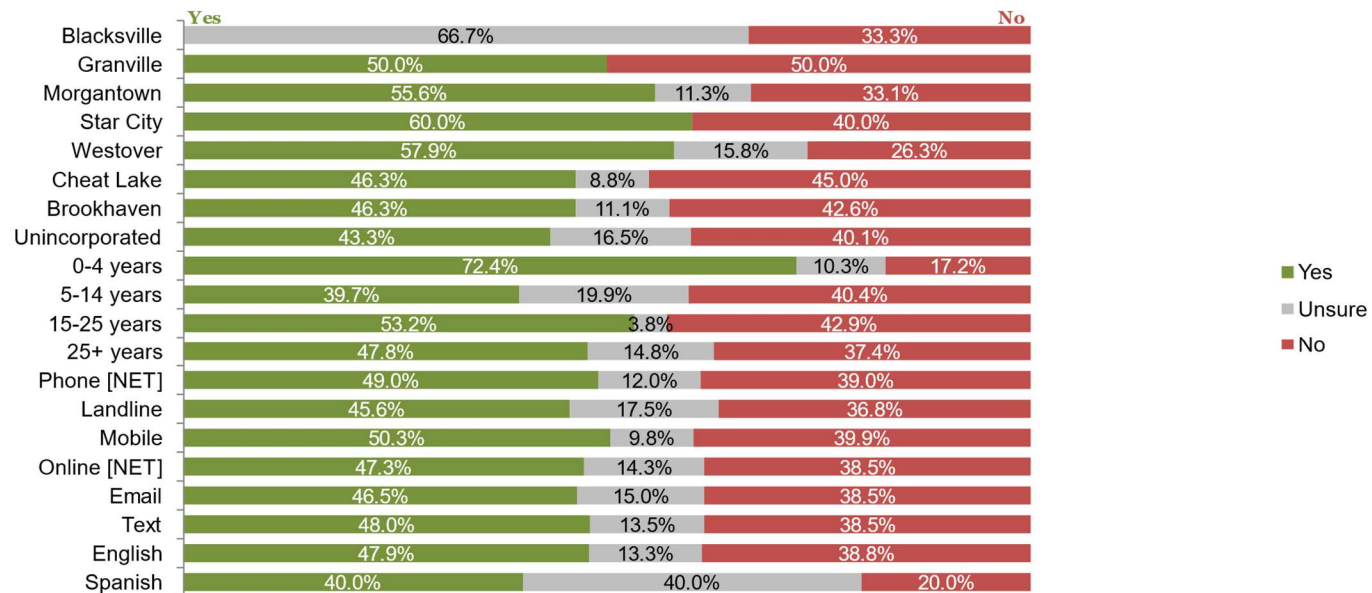
Results by job sector and home type

Question 33: Would you be interested in having a Community Composting area in your neighborhood or in the County?



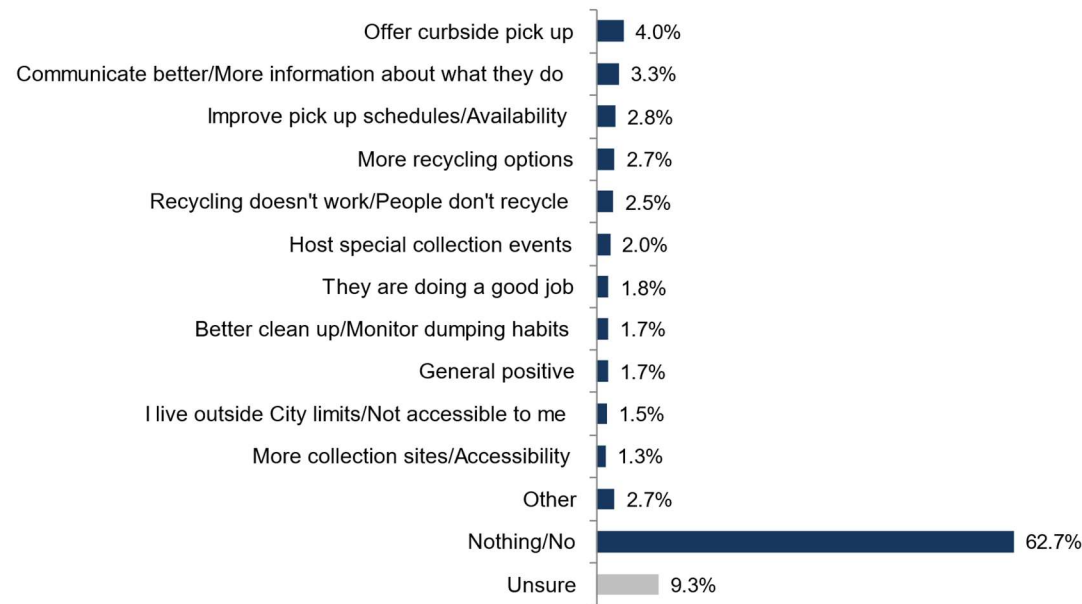
Results by municipality, years of residency, survey mode, and survey language

Question 33: Would you be interested in having a Community Composting area in your neighborhood or in the County?



Most residents don't have additional comments on solid waste issues when given the opportunity

Question 40: Is there anything you would like to mention about the Monongalia County Solid Waste Authority or solid waste issues in the County before we close?
 [OPEN-ENDED RESPONSE]



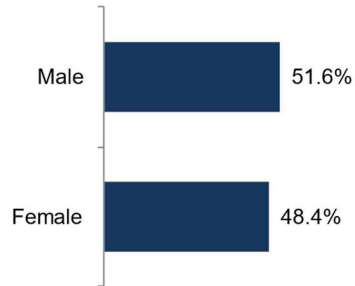


Demographics

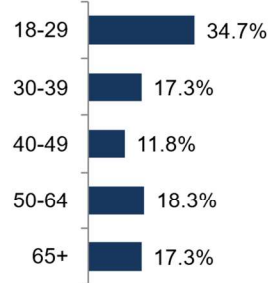


Respondent demographics by gender, age group, ethnicity, education level, household income, home type, years of residency, and municipality

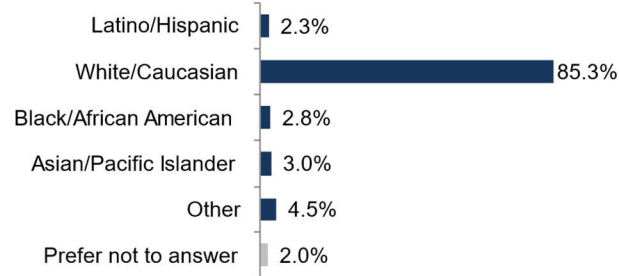
Gender



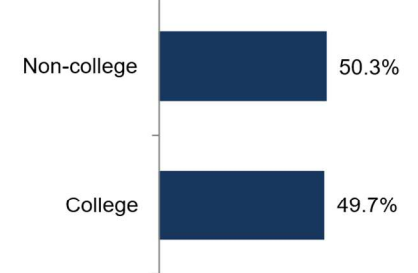
Age Group



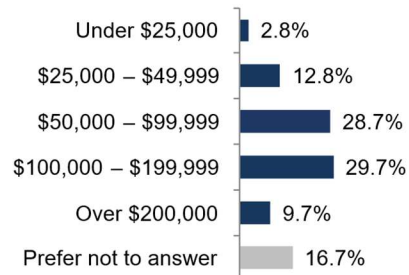
Ethnicity



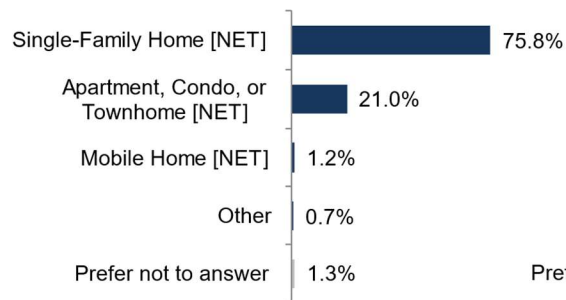
Education Level



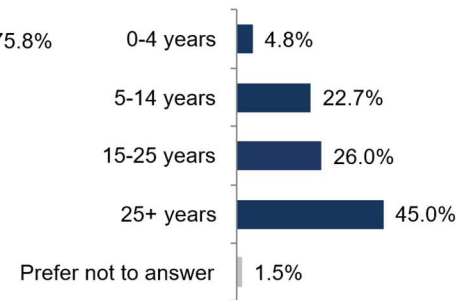
Household Income



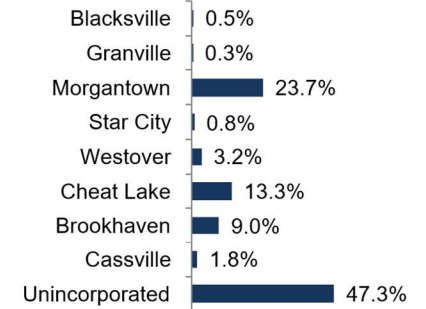
Home Type



Years of Residency



Municipality





Monongalia County Solid Waste Authority
3788 Morgantown Industrial Park • Morgantown WV 26501
(304) 292-3801 • moncountyswa@gmail.com • monongaliacountywa.com



Monongalia County
Solid Waste Authority

**For more information about Monongalia County Solid Waste Authority's
2024 Public Opinion Survey Results with CrossTabulations Report contact the
Monongalia County Solid Waste Authority
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