

The State of Recycling

Project Engagement

VIEWES
56,507

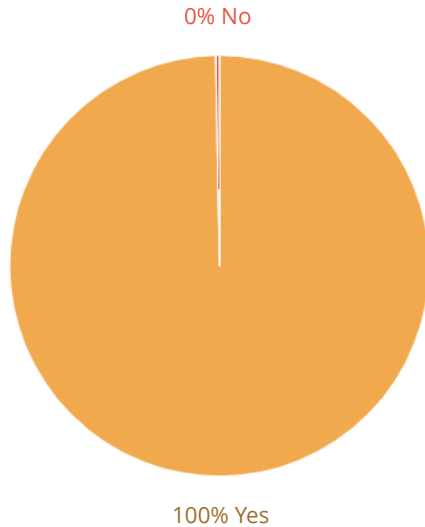
PARTICIPANTS
9,952

RESPONSES
279,909

COMMENTS
5,867

SUBSCRIBERS
2,758

1. Do you live in Virginia Beach?



100% Yes

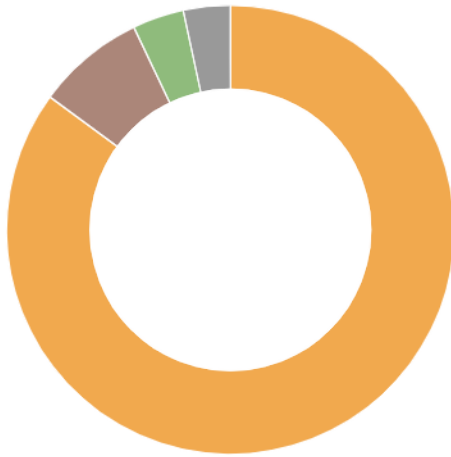
9,904 respondents

2. What is the zip code of your primary residence? (Choose one)



9,812 respondents

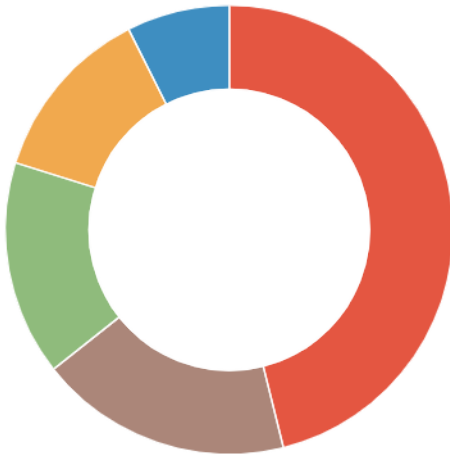
3. What is your primary residence type? (Choose one)



- 85% Single-family home
- 8% Townhome
- 4% Condominium
- 3% Others

9,795 respondents

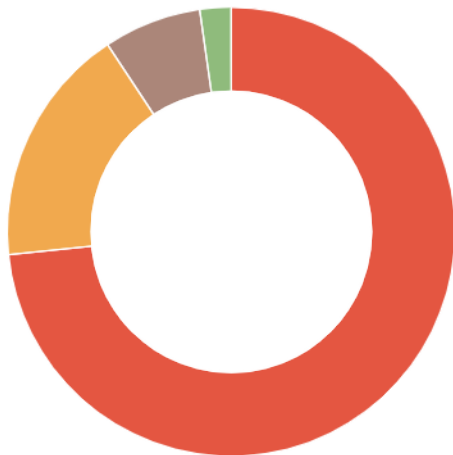
4. How many people are full-time members of your household? (Choose one)



- 46% Two
- 18% Three
- 15% Four
- 13% One (only me) (Please skip to Question #6)
- 7% Five or more

9,760 respondents

When answering the following question, please think of your household as a whole.



- 73% **Conscientious** - We make the effort to separate out recyclables from trash.
- 17% **Diligent** - We clean our recyclables, and we travel to various locations for drop off.
- 7% **Opportunistic** - We will recycle when presented with the opportunity and when receptacles are in convenient places that we visit.
- 2% **Low-Priority** - We have other responsibilities that are our focus.

8,895 respondents

6. Do you currently pay for or receive curbside recycling collection from the City of Virginia Beach at your home? (Choose one)



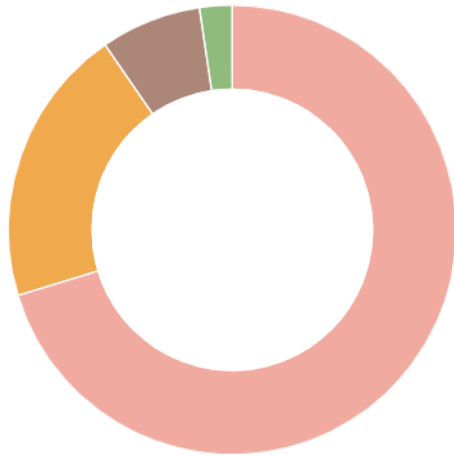
9,722 respondents

7. How often does your household put out recycling for curbside collection?



9,246 respondents

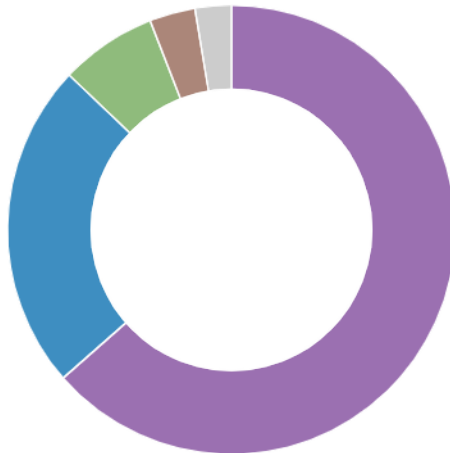
When answering the following questions, please think of yourself as an individual.



- 70% **Conscientious** - I make the effort to separate out recyclables from trash.
- 20% **Diligent** - I clean my recyclables, and I will travel to various locations for drop off.
- 7% **Opportunistic** - I will recycle when presented with the opportunity and when receptables are in convenient places that I frequent.
- 2% **Low-Priority** - I have other responsibilities that are my focus.

9,696 respondents

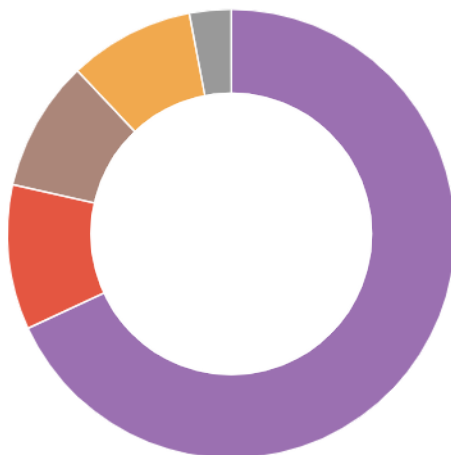
9. How often do you use a recycling drop-off location in Virginia Beach? (Choose one)



- 64% **Never (Skip to Question #12)**
- 24% **Less than once a month**
- 7% **Once a month**
- 3% **More than once a month**
- 3% **Others**

9,674 respondents

10. How satisfied are you with the recycling drop-off on **West Neck Road**? (Choose one)



- 68% **I don't know/I have not used it.**
- 10% **Satisfied**
- 9% **Neutral**
- 9% **Very Satisfied**
- 3% **Others**

5,687 respondents

11. How satisfied are you with the recycling drop-off at **the City Landfill?** (Choose one)



5,787 respondents

12. Please select your level of agreement with the statements using the following scale

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
Recycling saves me money.	11% Strongly Agree	15% Agree	55% Neither Agree or Disagree	13% Disagree	6% Strongly Disagree
I want to be socially responsible.	60% Strongly Agree	31% Agree	7% Neither Agree or Disagree	1% Disagree	1% Strongly Disagree
I want other people to think of me as socially responsible.	27% Strongly Agree	26% Agree	41% Neither Agree or Disagree	3% Disagree	3% Strongly Disagree
I find recycling to be a pleasant activity.	26% Strongly Agree	33% Agree	34% Neither Agree or Disagree	5% Disagree	2% Strongly Disagree
I think recycling is expected of me.	37% Strongly Agree	40% Agree	19% Neither Agree or Disagree	3% Disagree	1% Strongly Disagree
Recycling is good for the environment.	70% Strongly Agree	24% Agree	4% Neither Agree or Disagree	1% Disagree	1% Strongly Disagree
Recycling reduces materials in the landfill.	67% Strongly Agree	26% Agree	5% Neither Agree or Disagree	2% Disagree	1% Strongly Disagree

9,629 respondents

13. Please select your level of agreement with the following statements:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Recycling does not benefit me personally.	3% Strongly Agree	8% Agree	18% Neither Agree nor Disagree	39% Disagree	33% Strongly Disagree
Recycling does not benefit the community.	1% Strongly Agree	2% Agree	8% Neither Agree nor Disagree	36% Disagree	53% Strongly Disagree
It is difficult to know which items can be recycled.	7% Strongly Agree	30% Agree	14% Neither Agree nor Disagree	36% Disagree	12% Strongly Disagree
Recycling takes too much time.	1% Strongly Agree	3% Agree	11% Neither Agree nor Disagree	45% Disagree	40% Strongly Disagree
I do not have enough items to make recycling worthwhile.	1% Strongly Agree	2% Agree	6% Neither Agree nor Disagree	37% Disagree	53% Strongly Disagree
It's too difficult to find room for temporary storage of recyclable items.	3% Strongly Agree	8% Agree	11% Neither Agree nor Disagree	41% Disagree	36% Strongly Disagree

9,580 respondents

15. How important do you think it is to have curbside recycling services as part of Virginia Beach waste management services? (Choose one)



9,478 respondents

16. Please rank the following options for changes to the Virginia Beach recycling program, with 1 being your most favorable choice and 3 being your least favorable choice. (Drag and drop your choices to your preferred order and **then select "Confirm Priorities" to lock in your choices.**)

87%	Option 1: Same services, but at an increased cost. All households that receive curbside services will pay the increased fees.	Rank: 1.32 4706 ✓
66%	Option 3: Develop an opt-in/opt-out recycling program. Households can opt in/opt out of curbside pickup. Cost would be determined by the number of households that opt in, with the cost paid by all households that pay the waste management fee.	Rank: 1.81 3584 ✓
59%	Option 2: Eliminate curbside collection and increase the number of convenience centers. Five additional recycling centers could be developed at a cost of about \$400,000 each, with the cost paid from the waste management fee paid by households.	Rank: 2.43 3206 ✓

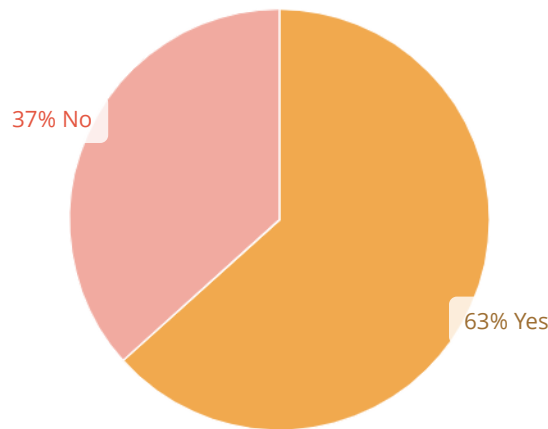
5,408 Respondents

17. If you selected an option of increased fees for curbside recycling collection, what total amount would you be able to pay for the convenience of curbside recycling collection?



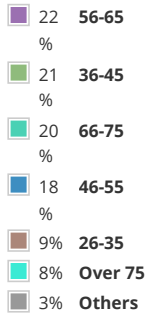
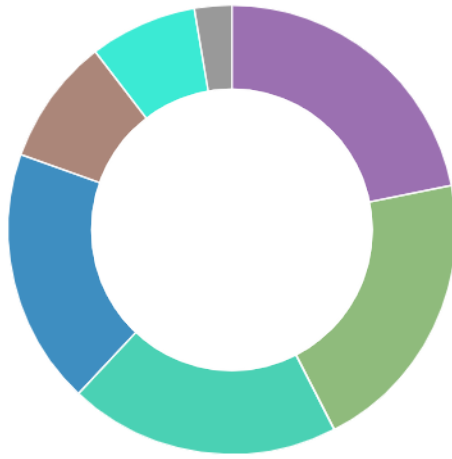
8,982 respondents

Are you interested in opting in to receive the City's **Be in the Know** email newsletter? The newsletter updates City residents about city-wide and district-specific issues.



9,168 respondents

What is your age?



6,228 respondents

What is your race/ethnicity?

84%	White	5154 ✓
7%	I prefer not to answer	459 ✓
4%	Black or African-American	233 ✓
3%	Hispanic, Latino, or Spanish	179 ✓
3%	Asian	165 ✓
2%	Other	105 ✓
1%	Native Hawaiian or Other Pacific Islander	36 ✓
1%	American Indian or Alaska Native	35 ✓

6,150 Respondents

What is your highest formal education level?



5,859 respondents