



SOLID WASTE AUTHORITY
OF BROWARD COUNTY

Resident Survey #1 Results

Summary of Results

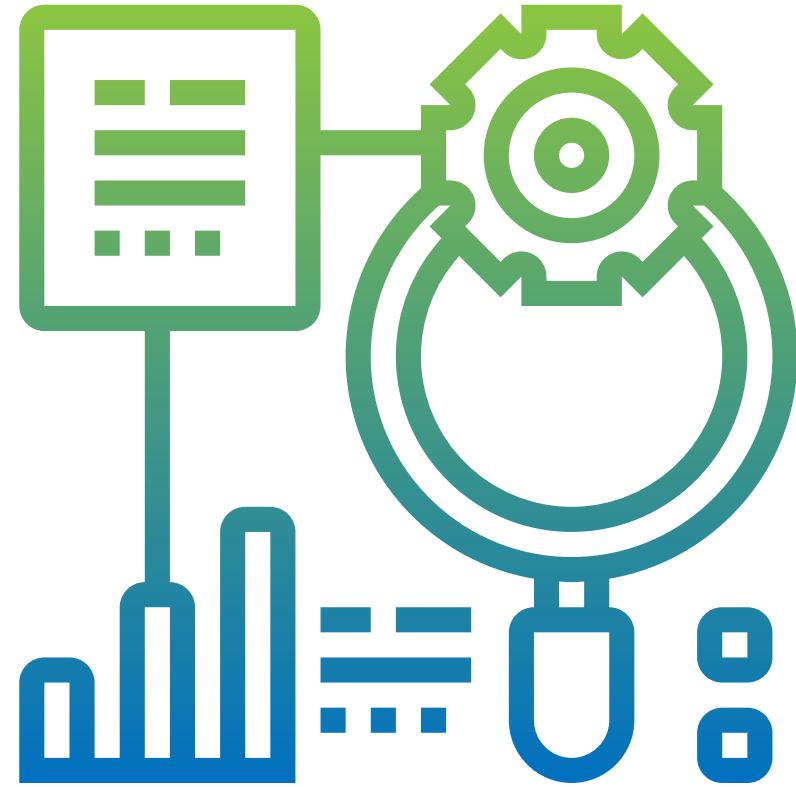
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Report by: RRS

February 21, 2025



Establishing a Baseline



Demographic Variables

- City/town/community
- Zip code
- Age
- Income level
- Single vs multi-family
- Renter vs homeowner

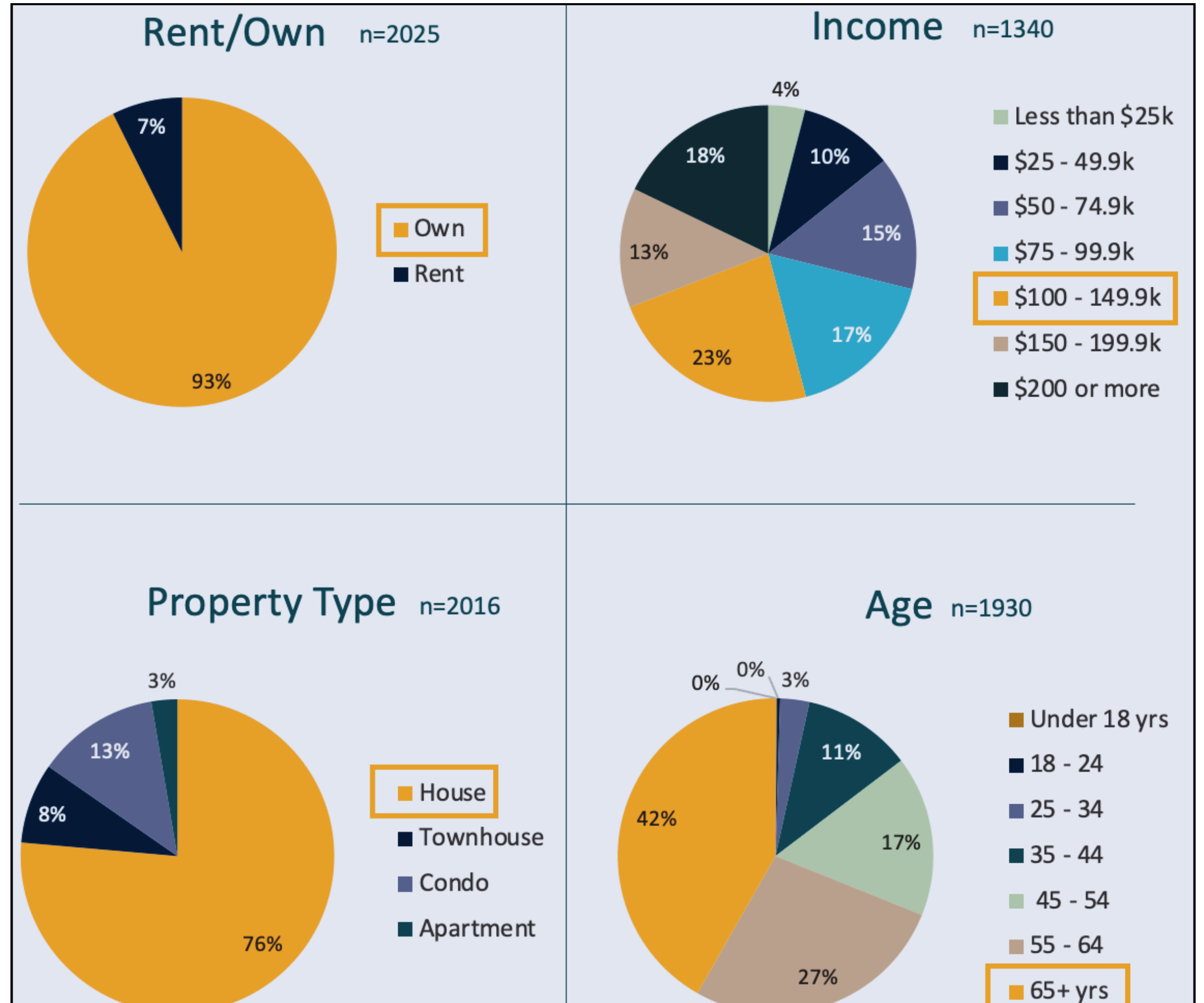
Survey Questions

- Basic recycling knowledge
- Barriers to recycling
- Yard waste disposal
- Bulk trash disposal
- Currently receiving information
- Preference for receiving information
- Level of trust

**RESPONSES
ANALYZED**
2,043 English

**RAW DATA
RESPONSES**

2,084 English: 2,063
Spanish: 18
Creole: 3



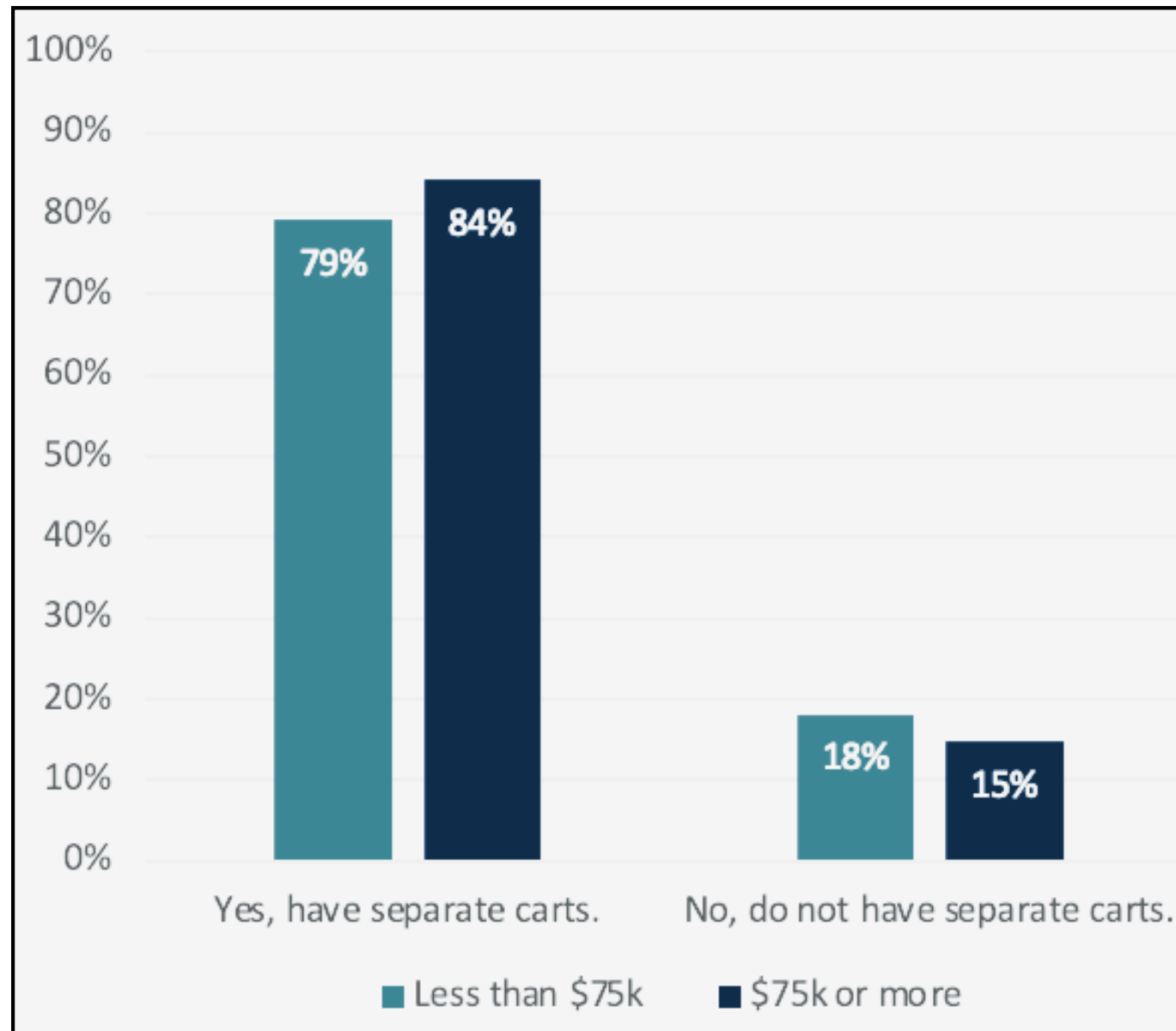
of Responses by City/Community

Name	Frequency	Percent	% of Pop
Fort Lauderdale	503	24.60%	9.40%
Coral Springs	243	11.90%	6.91%
Hollywood	163	8.00%	7.87%
Davie	120	5.90%	5.44%
Cooper City	119	5.80%	1.77%
Lauderdale-By-The-Sea	92	4.50%	0.32%
Coconut Creek	90	4.40%	2.97%
Plantation	87	4.30%	4.72%
Southwest Ranches	79	3.90%	0.39%
Sunrise	70	3.40%	5.01%
Weston	64	3.10%	3.50%
Oakland Park	58	2.80%	2.27%
Wilton Manors	58	2.80%	0.59%
Parkland	42	2.10%	1.78%
Lauderhill	38	1.90%	3.83%
Pembroke Pines	34	1.70%	8.80%
Margate	28	1.40%	3.02%
Pompano Beach	26	1.30%	5.76%

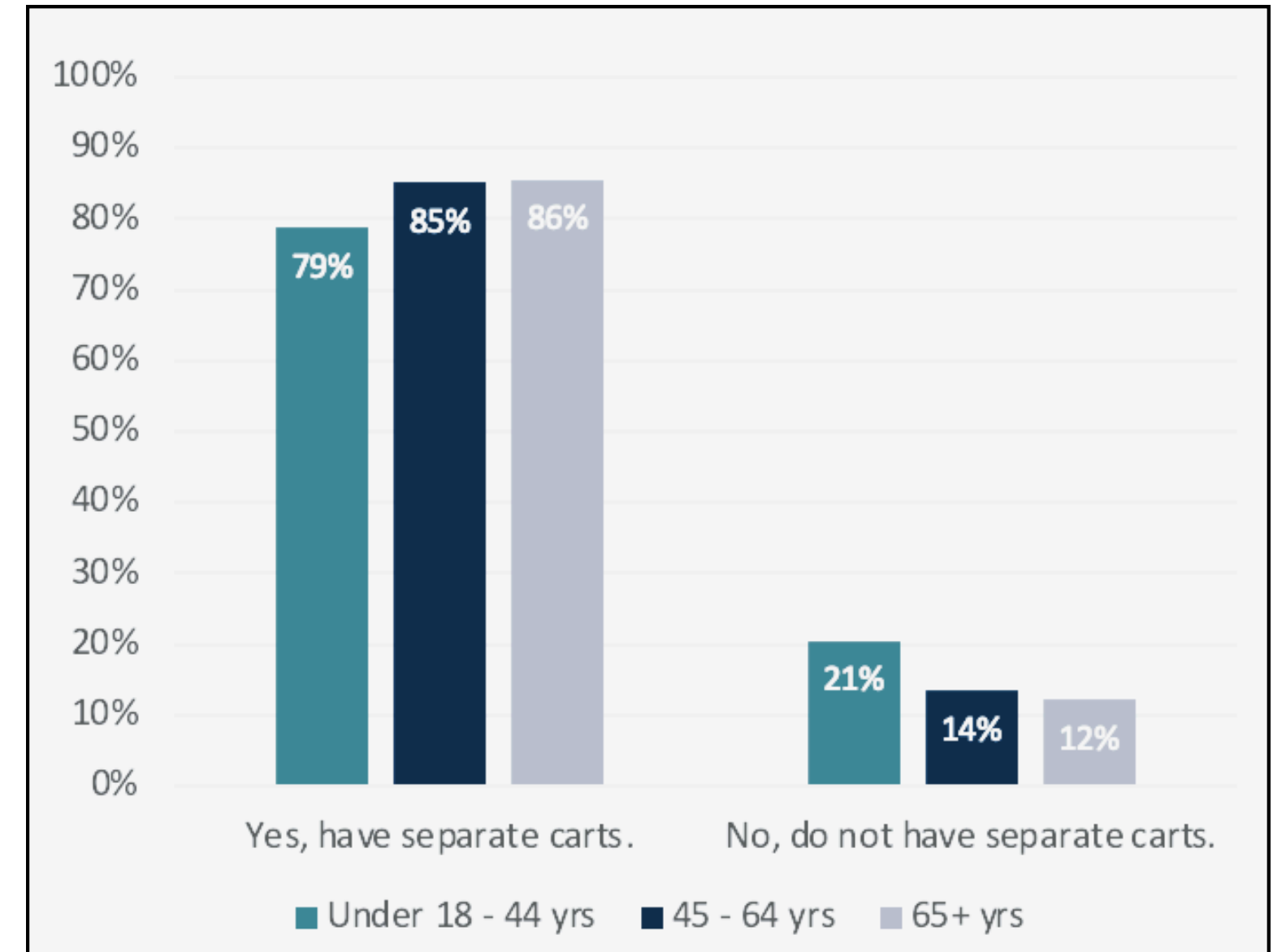
Name	Frequency	Percent	% of Pop
North Lauderdale	20	1.00%	2.30%
Tamarac	19	0.90%	3.70%
Miramar	16	0.80%	6.93%
Deerfield Beach	12	0.60%	4.47%
No Response	10	0.50%	
Roosevelt Gardens	9	0.40%	
Dania Beach	8	0.40%	1.63%
Washington Park	8	0.40%	
Lighthouse Point	7	0.30%	0.54%
Broadview Park	6	0.30%	
West Park	4	0.20%	0.78%
Lauderdale Lakes	3	0.10%	1.85%
Boulevard Gardens	2	0.10%	
Franklin Park	1	0.00%	
Hallandale Beach	1	0.00%	2.12%
Hillsboro Beach	1	0.00%	0.10%
Hillsboro Pines	1	0.00%	
Sea Ranch Lakes	1	0.00%	0.03%

Separate Carts

Income Level

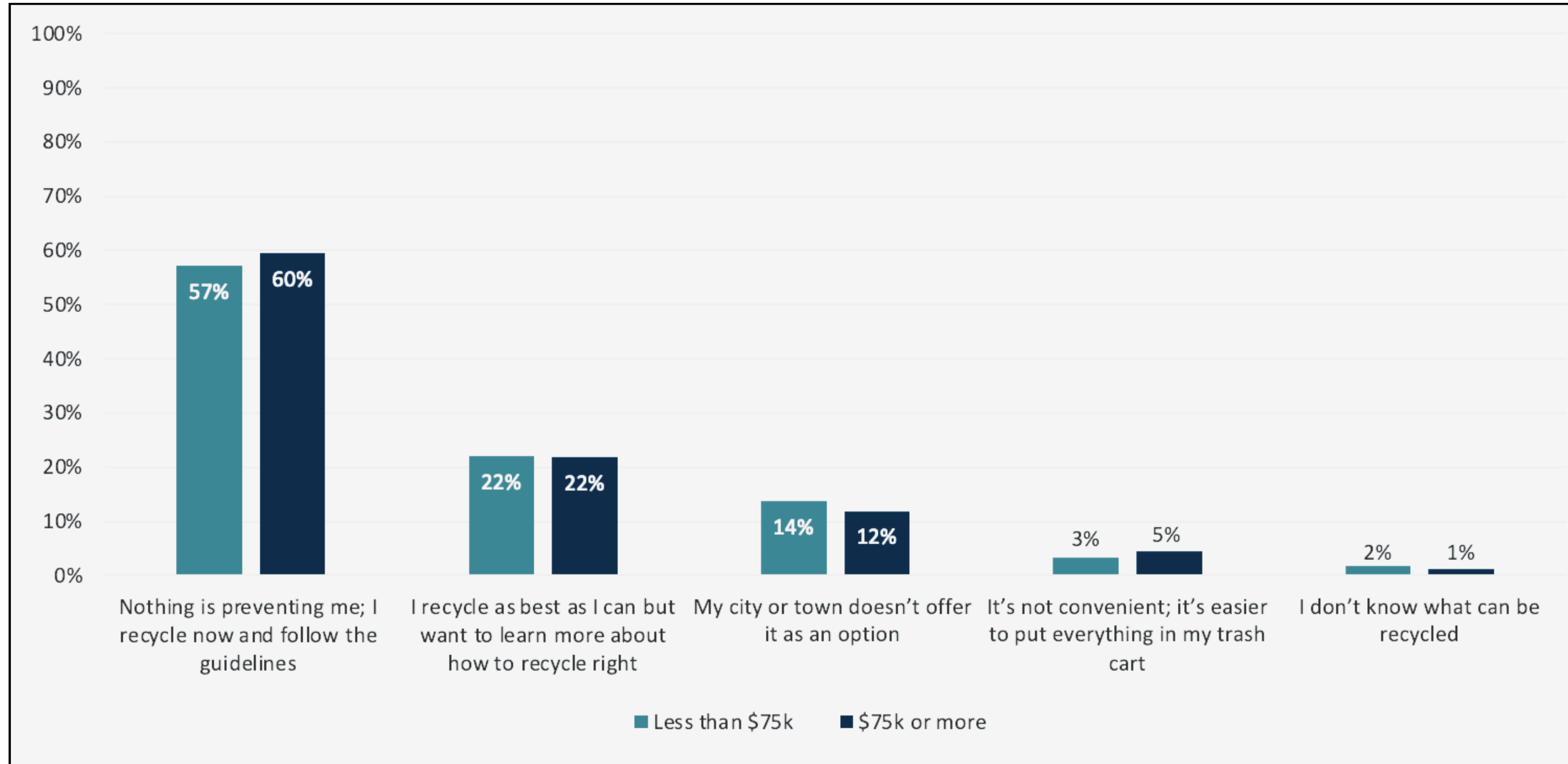


Age Group



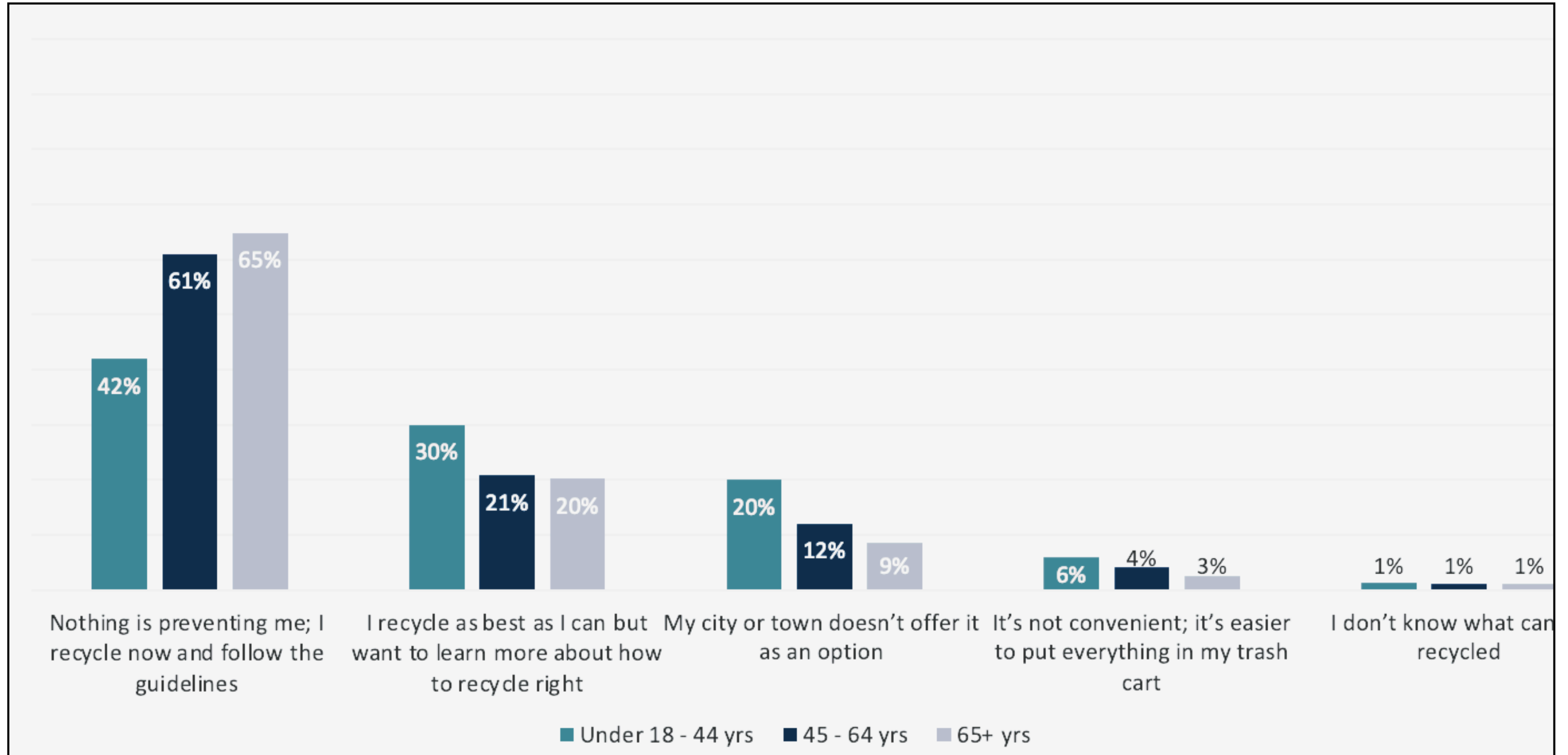
- No notable differences between income groups
- 22% of respondents who rent do not have separate carts
- Ages 18 to 44 are slightly more likely to say they don't have separate carts

Recycling Barriers: By Income Level



No major differences between income groups

Recycling Barriers: By Age Group



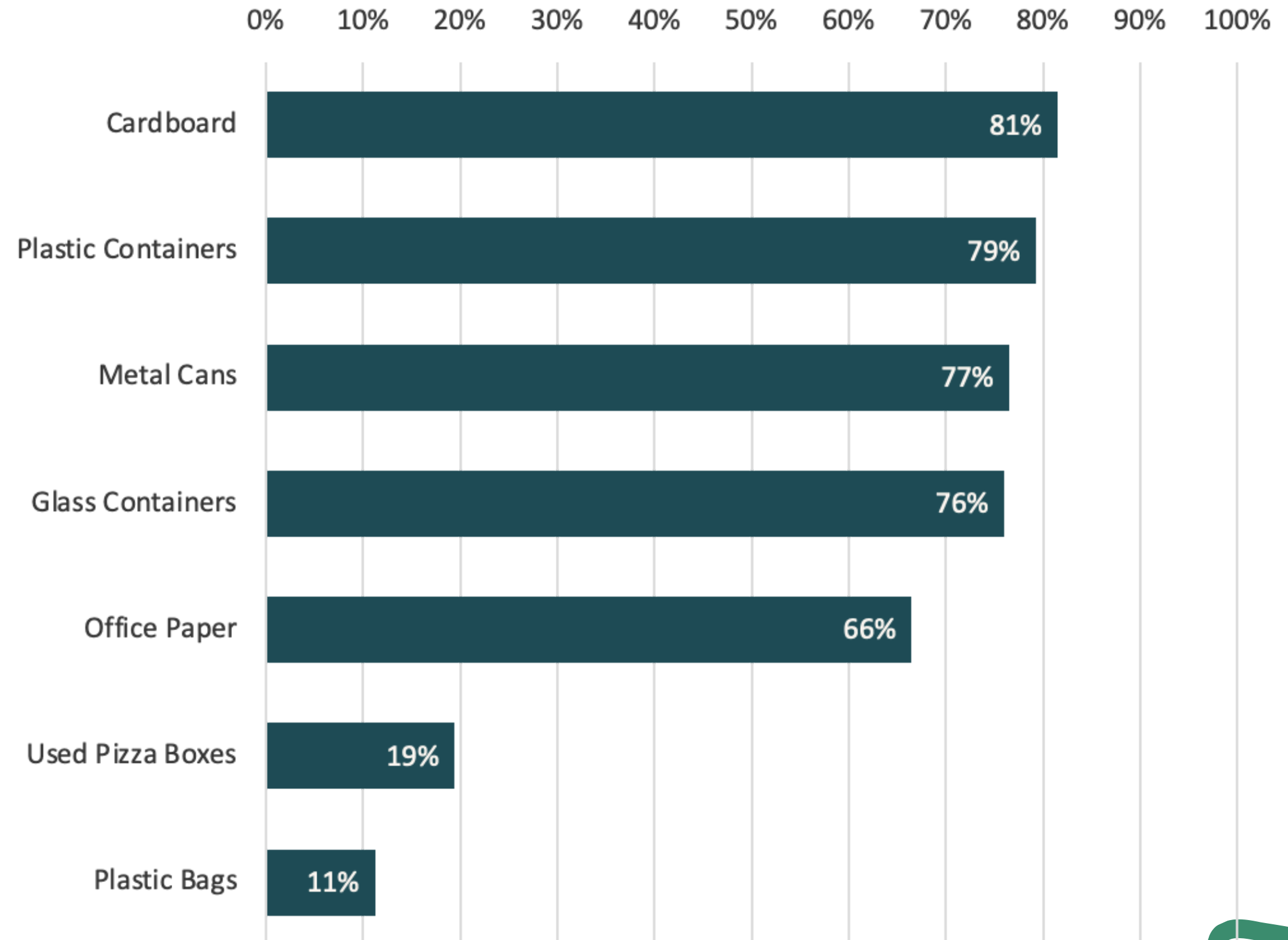
- Majority of older respondents believe they recycle right
- 30% of respondents ages 18 to 44 want to learn more about how to recycle right

Recycling Right

Most respondents considered Cardboard, Plastic Container, Metal Cans, Glass Containers, and Office Paper acceptable for recycling.

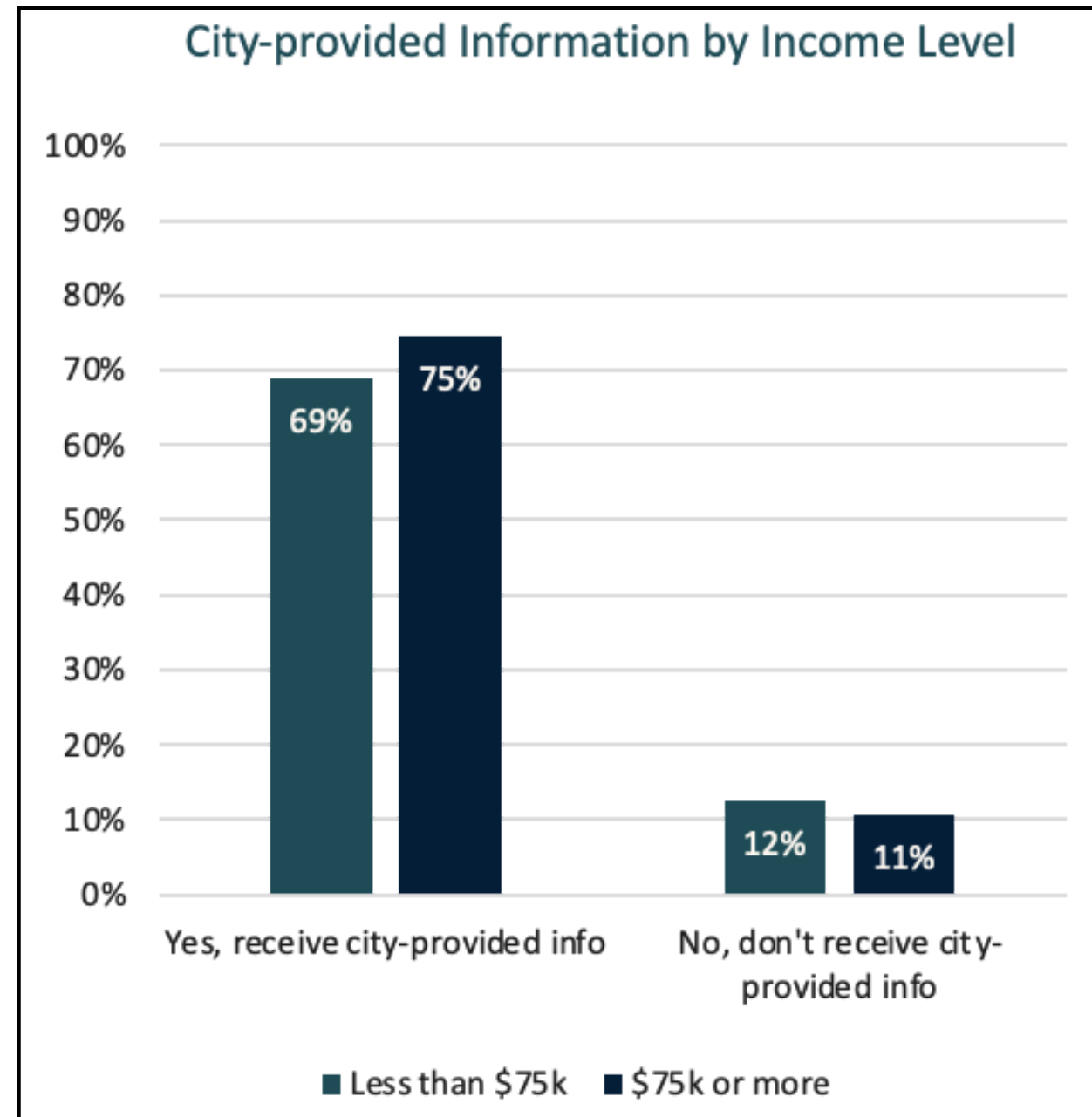
Most respondents do not consider Used Pizza Boxes and Plastic Bags recyclable.

Items Considered Allowed for Recycling

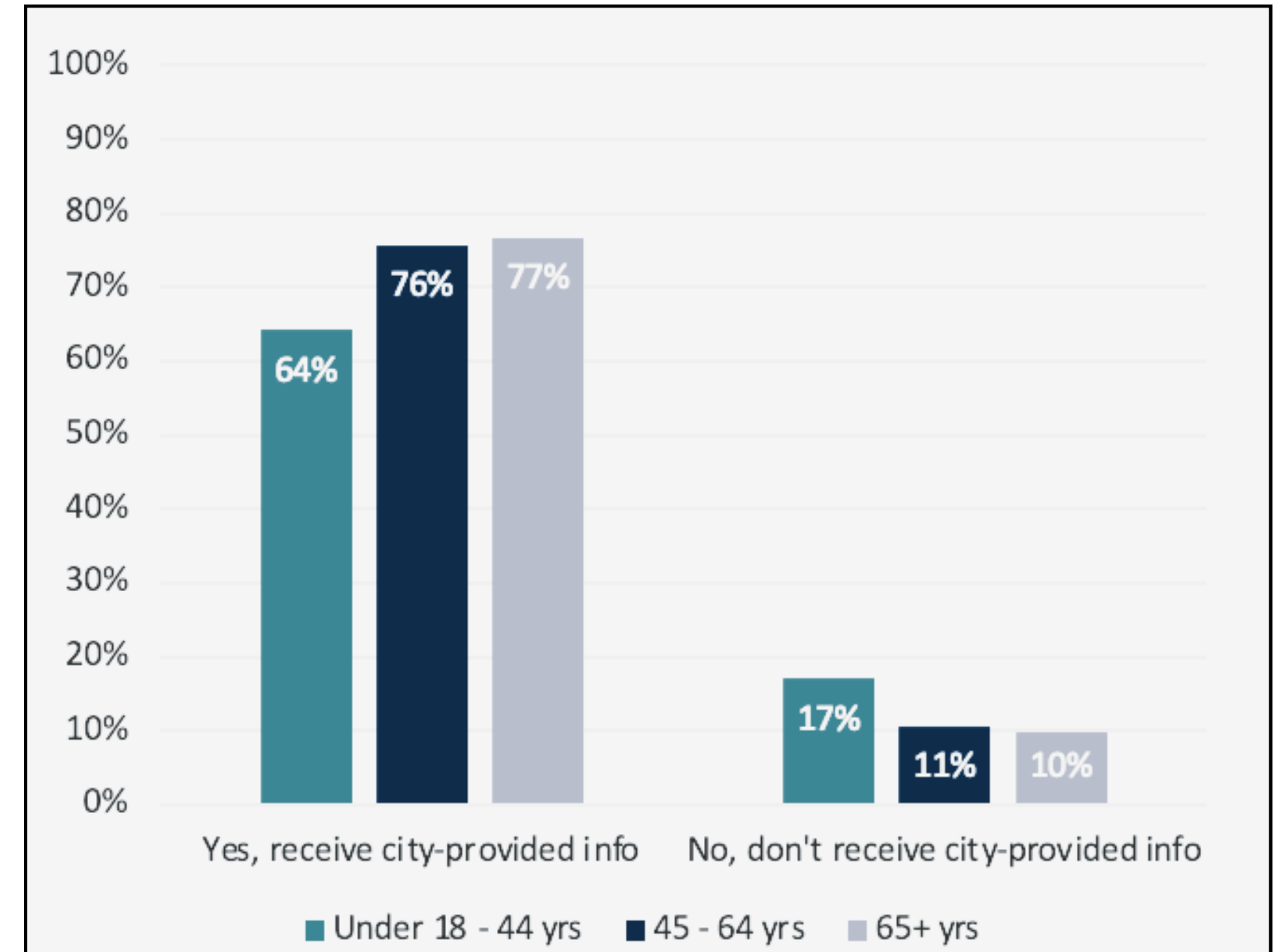


Information on Recycling

Income Level



Age Group

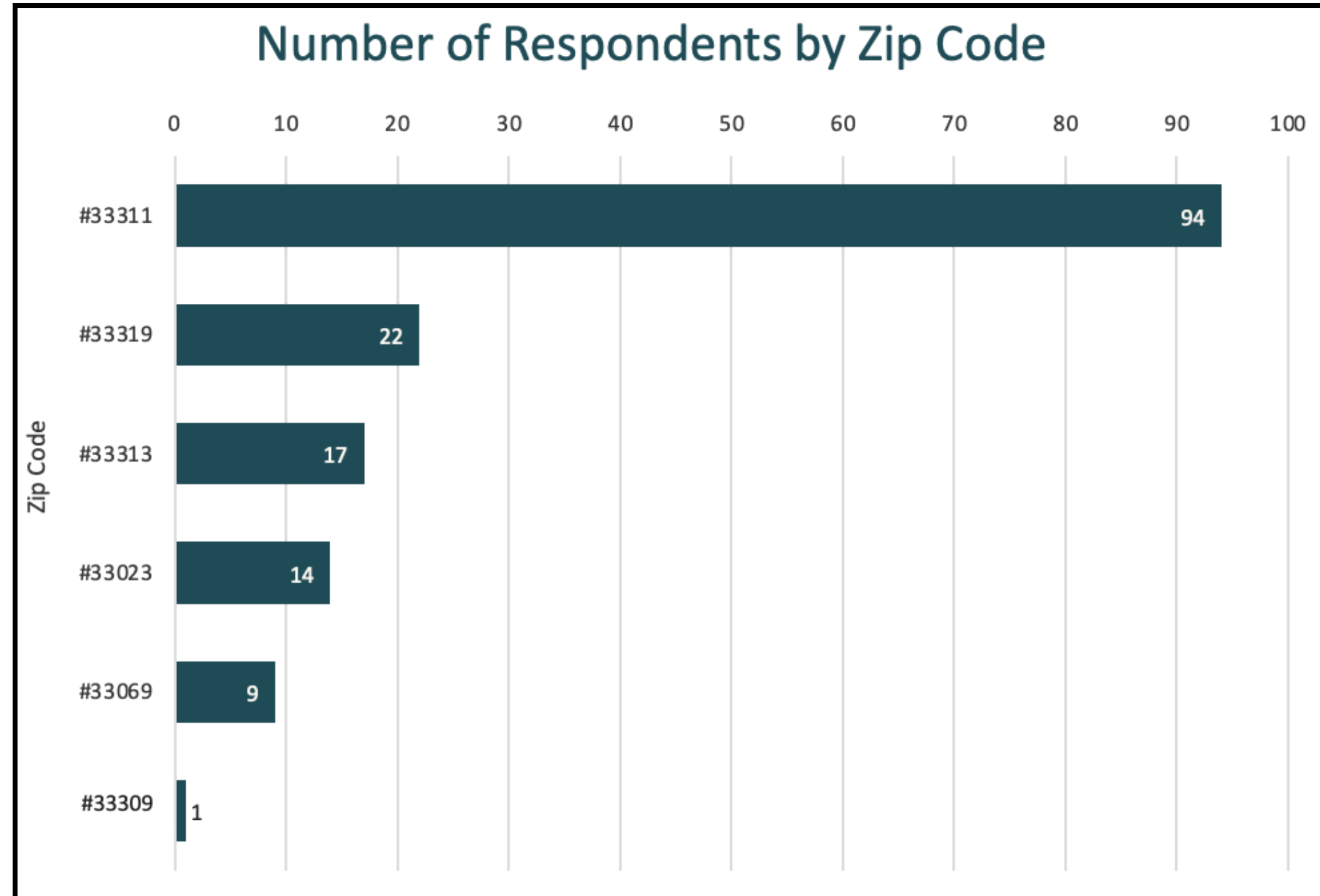


- Renters/Multi-Family are more likely to say they do not receive recycling information from their city
- Email followed by direct mail are the most preferred methods of communication

High Unemployment Zip Codes

(33069, 33023, 33309, 33311, 33313, 33319)

- 91% of respondents have separate carts for garbage and recycling
- 61% of respondents recycle now and follow guidelines
- One-third want to learn more
 - (22% was overall response rate)
- 79% of respondents currently receive recycling information from their city



157 responses (47% response rate via YouTube ads)
\$1230 = 331 clicks

Thank you!