



RRS

# Broward County

---

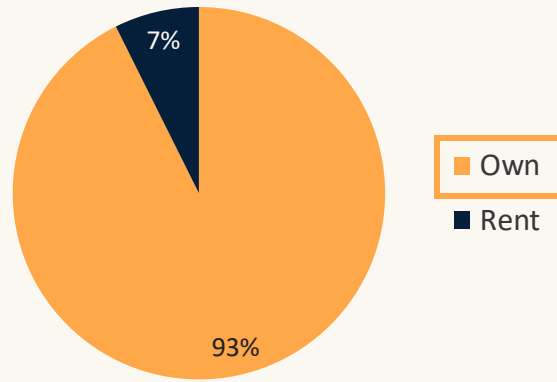
2024 Residential Survey

# County Demographics

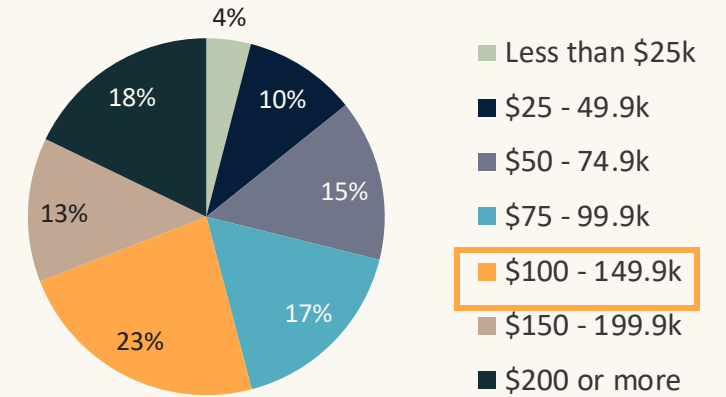
English-Speaking Respondents

# Broward County English-Speaking Respondent Demographics. n=2043

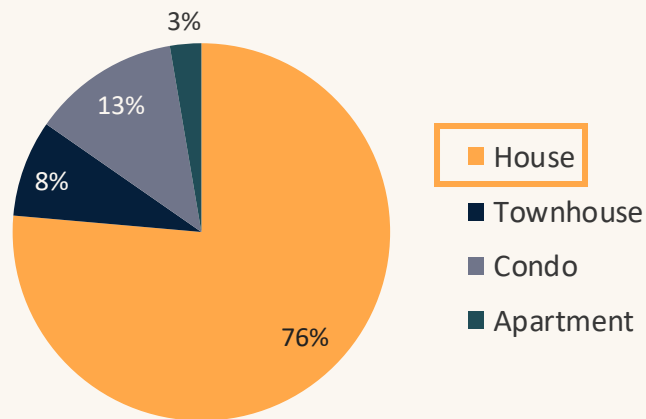
## Rent/Own n=2025



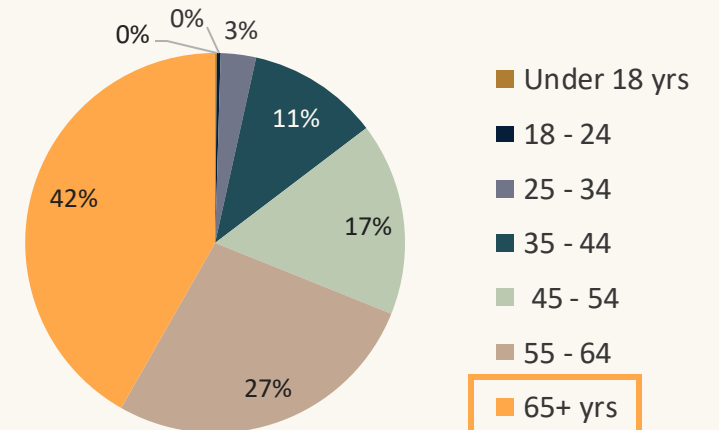
## Income n=1340



## Property Type n=2016



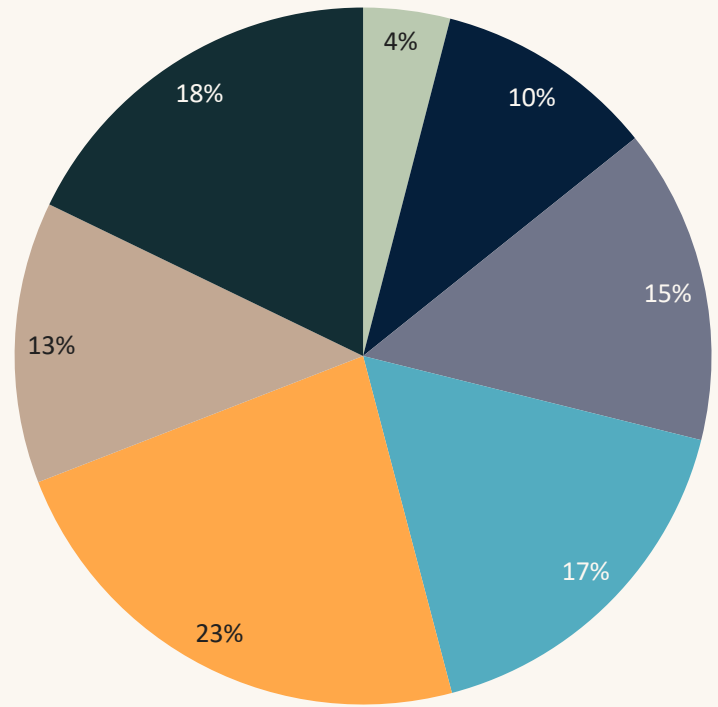
## Age n=1930



# Broward County English-Speaking Respondent Demographics.

n=1340

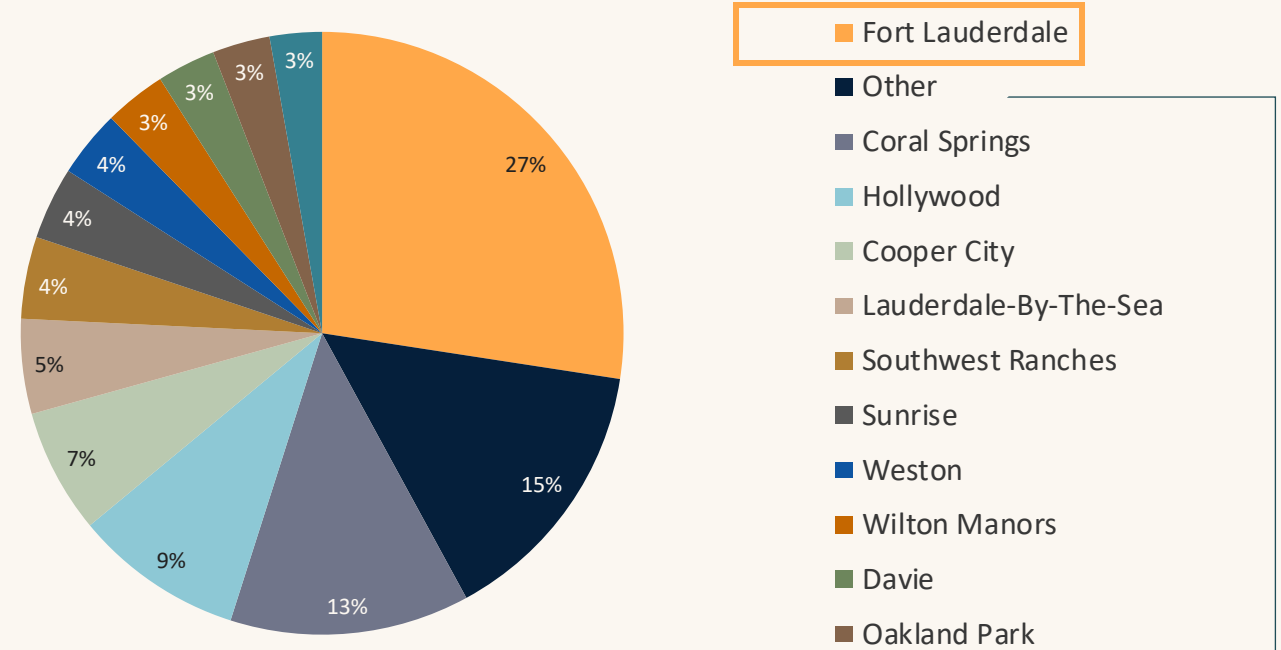
## Income n=1340



Less than \$25k	18.9% of respondents
\$25 - 49.9k	
\$50 - 74.9k	
\$75 - 99.9k	
<hr/>	
\$100 - 149.9k	46.6% of respondents
\$150 - 199.9k	
\$200 or more	

# Broward County English-Speaking Respondent Demographics.

City n=1750



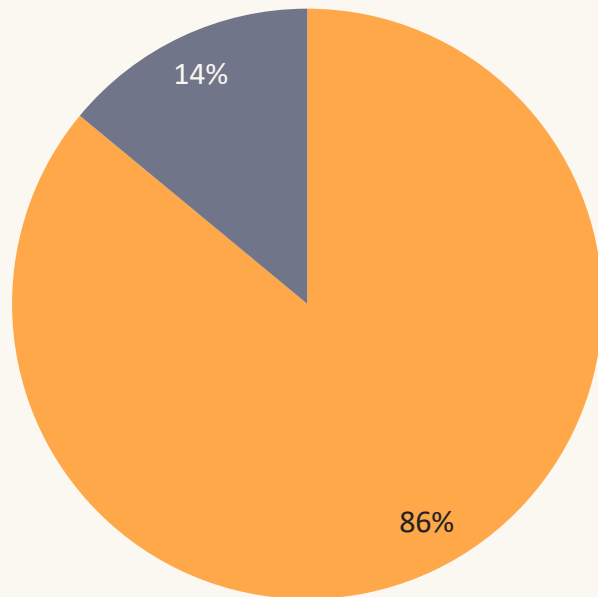
## Cities represented by 2% or less of respondents:

- Boulevard Gardens
- Broadview Park
- Coconut Creek
- Dania Beach
- Franklin Park
- Hillsboro Beach
- Lauderdale Lakes
- Lauderhill
- Lighthouse Point
- Margate
- Miramar
- North Lauderdale
- Parkland
- Pembroke Pines
- Pompano Beach
- Roosevelt Gardens
- Sea Ranch Lakes
- Tamarac
- Washington Park
- West Park

# Survey Results

## Have Separate Trash And Recycling Carts

n=2008



■ Yes, separate trash and recycling carts

■ No, without separate trash and recycling carts

# Separate Carts



22% of those who **rent** do not have separate carts. **Renters are more likely to have dumpsters than carts.**



Those who **live in a Townhouse, Condo, or Apartment** are more likely to say they **do not have separate carts** than those who live in a House.



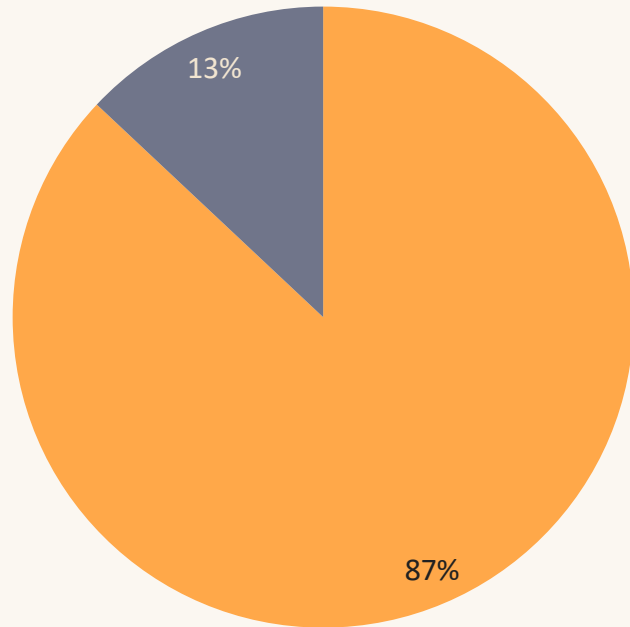
Residents living in **Coconut Creek, Davie, Pembroke Pines, and Plantation** are more likely to say they **do not have separate carts**. **Coconut Creek, Davie, and Pembroke Pines do not have recycling.**



75% of those who **do not have separate carts** state they **live in a city that does not offer recycling.**

## Get City Provided Information

n=1750



- Yes, city provides information on recycling
- No, city does not provide information on recycling

# City-Provided Recycling Information



**23% of 25–34 yr olds** and **21% of 35–44 yr olds** state they **do not receive** recycling information from their city.



Those who **Rent** and who **live in a Townhouse, Condo, or Apartment** are more likely to say they **do not receive** recycling information from their city.



Residents living in **Dania Beach** and **Davie** are more likely to say they **do not receive** recycling information from their city. Dania Beach has curbside recycling, but Davie does not.



# Information Source Preference

Email and Post Card stand out as the most preferred way to receive recycling information.

## Communication Preferences by Age:

**Under 18:** Social Media

**18 to 24:** Post Card

**25 to 34:** Post Card

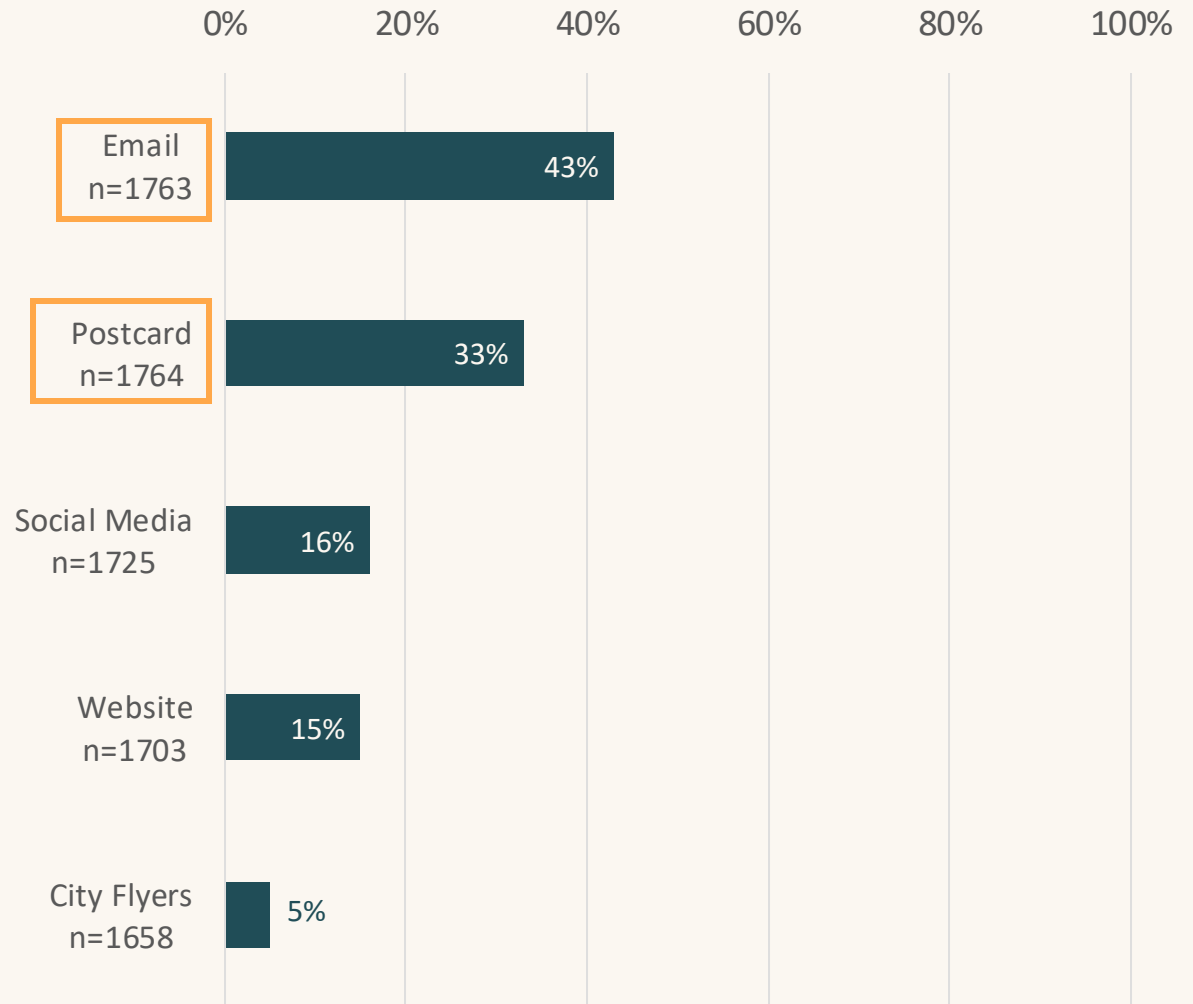
**35 to 44:** Post Card

**45 to 54:** Email or Post Card

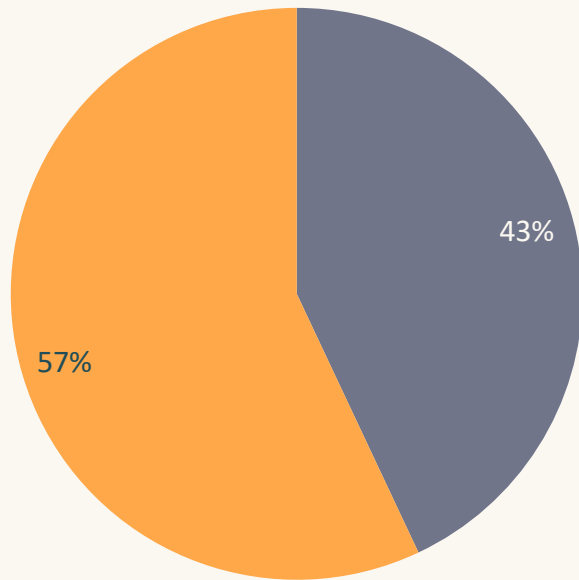
**55 to 64:** Email

**65+:** Email

### Information Sources Ranked as Top 1 Preference n=2043



Trust that Curbside Items  
Get Recycled  
n=1755



- Yes, trust that items in recycling cart get recycled
- No, do not trust that items in recycling cart get recycled

## Trust in Curbside Recycling



Of the 7% of Broward County residents who **rent**, **71% distrust** curbside recycling.

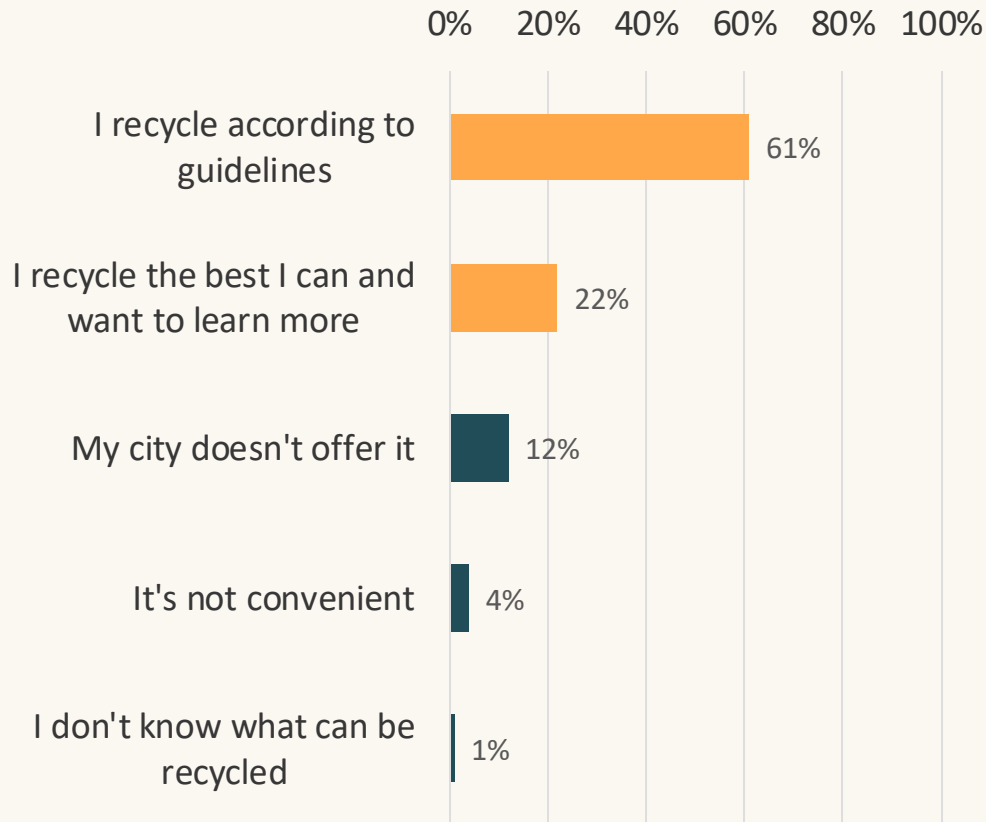


Those who **live in a Townhouse, Condo, or Apartment** are more likely to **distrust** curbside recycling.



Residents living in **Dania Beach, Davie, Fort Lauderdale, and Pembroke Pines** are more likely to **distrust** curbside recycling. Dania beach and Ft. Lauderdale have curbside recycling. Davie and Pembroke Pines do not.

## What's stopping you from recycling? n=2009



# 83% of survey respondents report recycling.



52% of those who **recycle according to guidelines** distrust curbside recycling. 18-44 yr old are more likely to want to learn more.

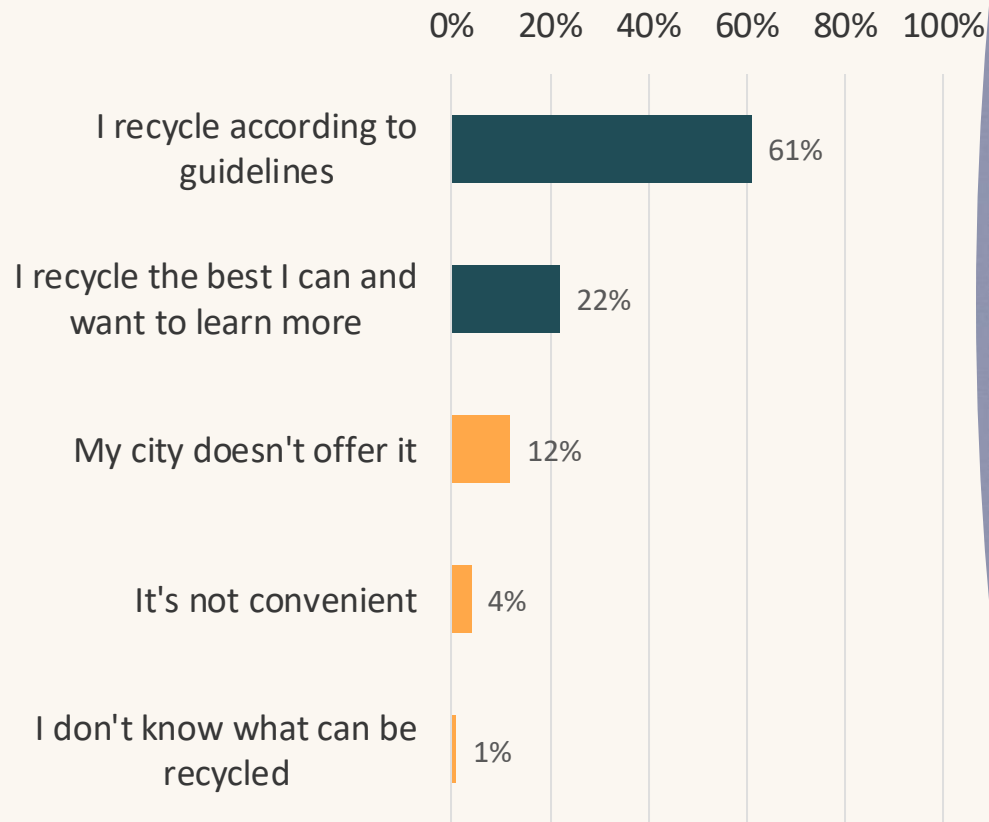


94% of those who responded they **recycle according to guidelines** and 77% who responded they **recycle and want to learn more** receive recycling information from their city.



Those living in **Coral Springs, Fort Lauderdale, and Hollywood** are more likely to say they **recycle**.

## What's stopping you from recycling? n=2009



# 17% of survey respondents report not recycling.



65% of those who say recycling is **not convenient**, have **separate carts** for trash and recycling.



**Renters** are twice as likely to say that recycling is **not convenient**.



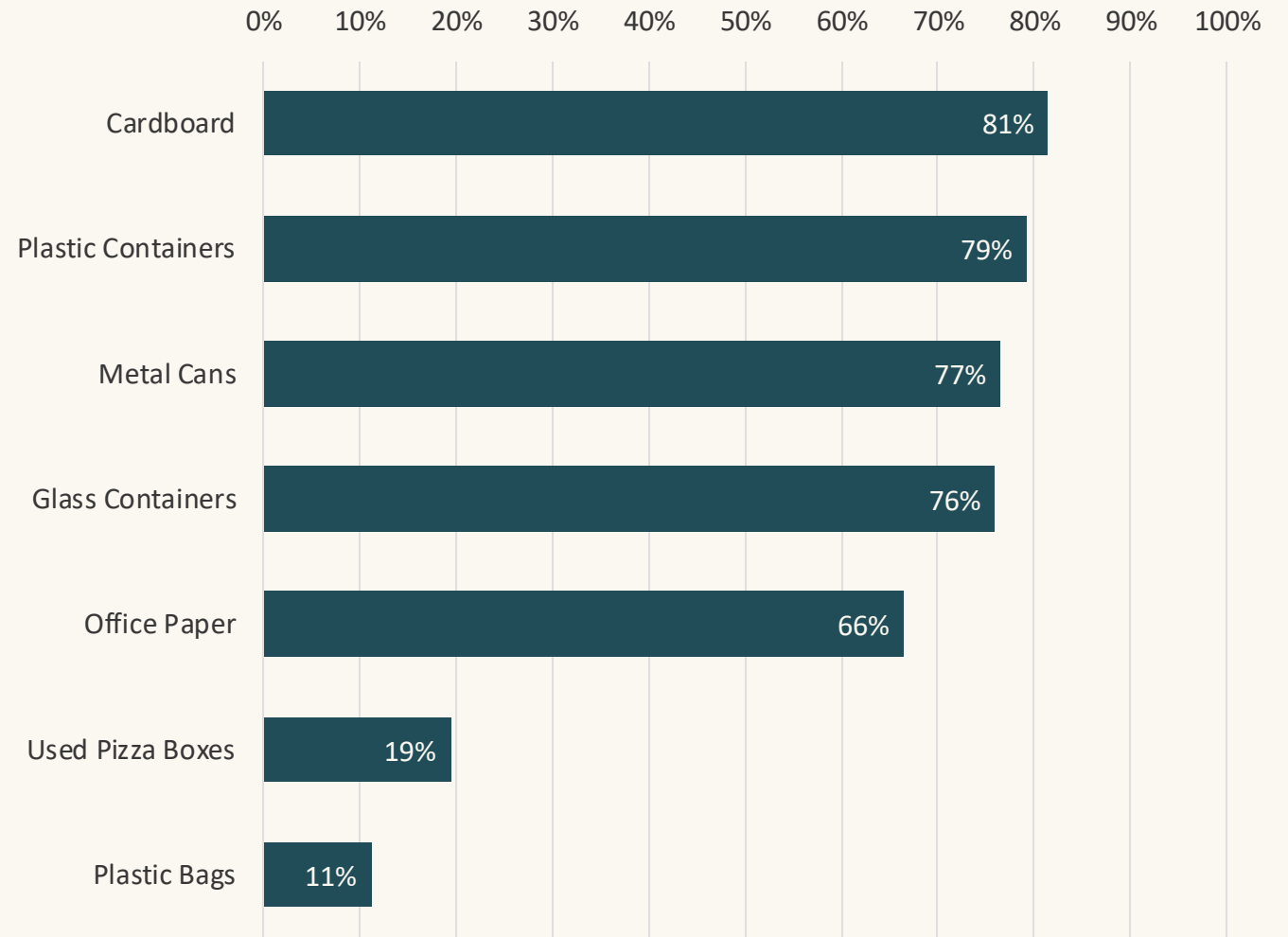
Residents living in **Davie** are much **more likely** to state that their city **does not offer recycling**. **Davie does not have curbside recycling**.

# Items Allowed in Recycling Cart

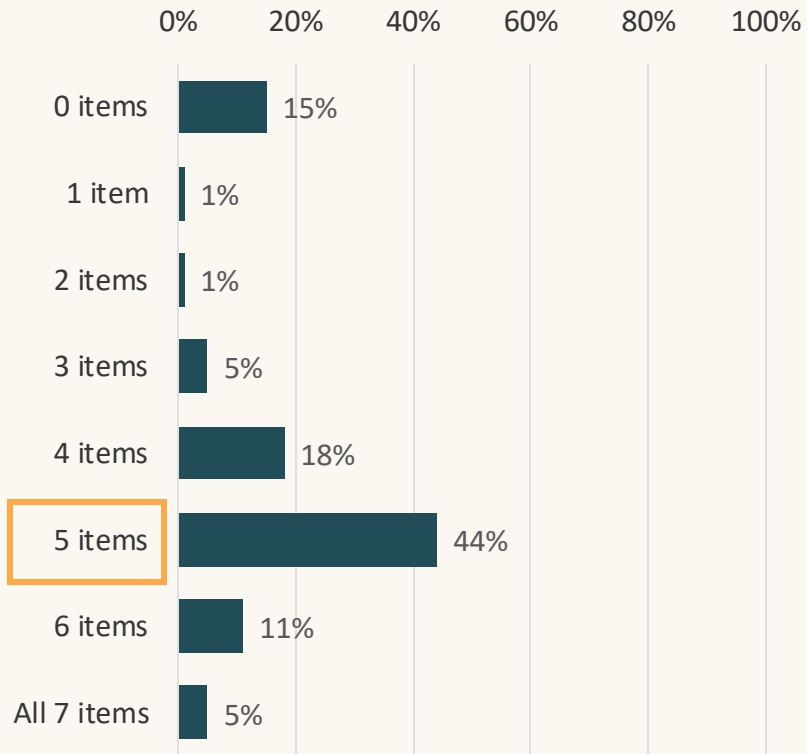
Most respondents considered **Cardboard, Plastic Container, Metal Cans, Glass Containers, and Office Paper** acceptable for recycling.

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

Items Considered Allowed for Recycling n=2043



## Number of Items Selected as Allowed in Recycling Cart n=2043



**Specified items:** metal cans, plastic containers, used pizza boxes, plastic grocery bags, glass containers, office paper, cardboard

# Items Allowed in Recycling Cart



Those **25 to 44 yrs old** are more likely to select **0 items** or **all 7 items** suggesting a misunderstanding of allowable items.



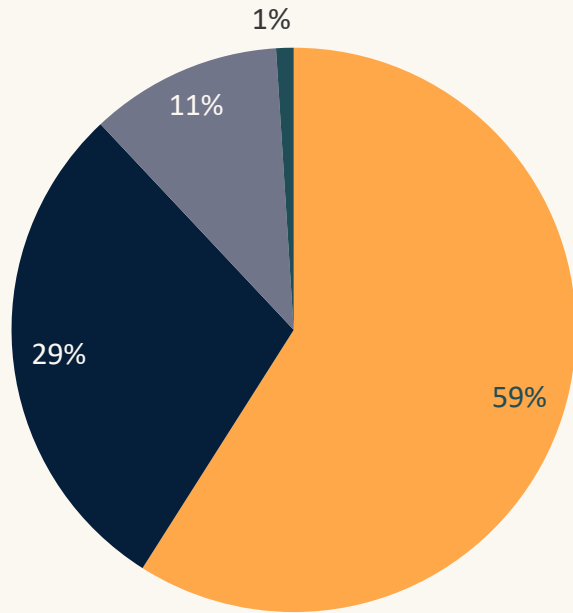
Those who make a **high income** or who live in a **House** are much more likely to select **4 or more items** from the list.



**45%** of Broward County respondents think **Pizza Boxes** fall within the allowable recyclable items list; **26%** think so for **Plastic Bags**.

## How to Dispose of Yard Waste

n=2017



- Place at the curb for collection
- Landscaper takes it
- Don't have yard waste
- Bring to recycling or disposal facility

# Yard Waste Collection



Those making **less than \$100k** are more likely to **not have yard waste**.



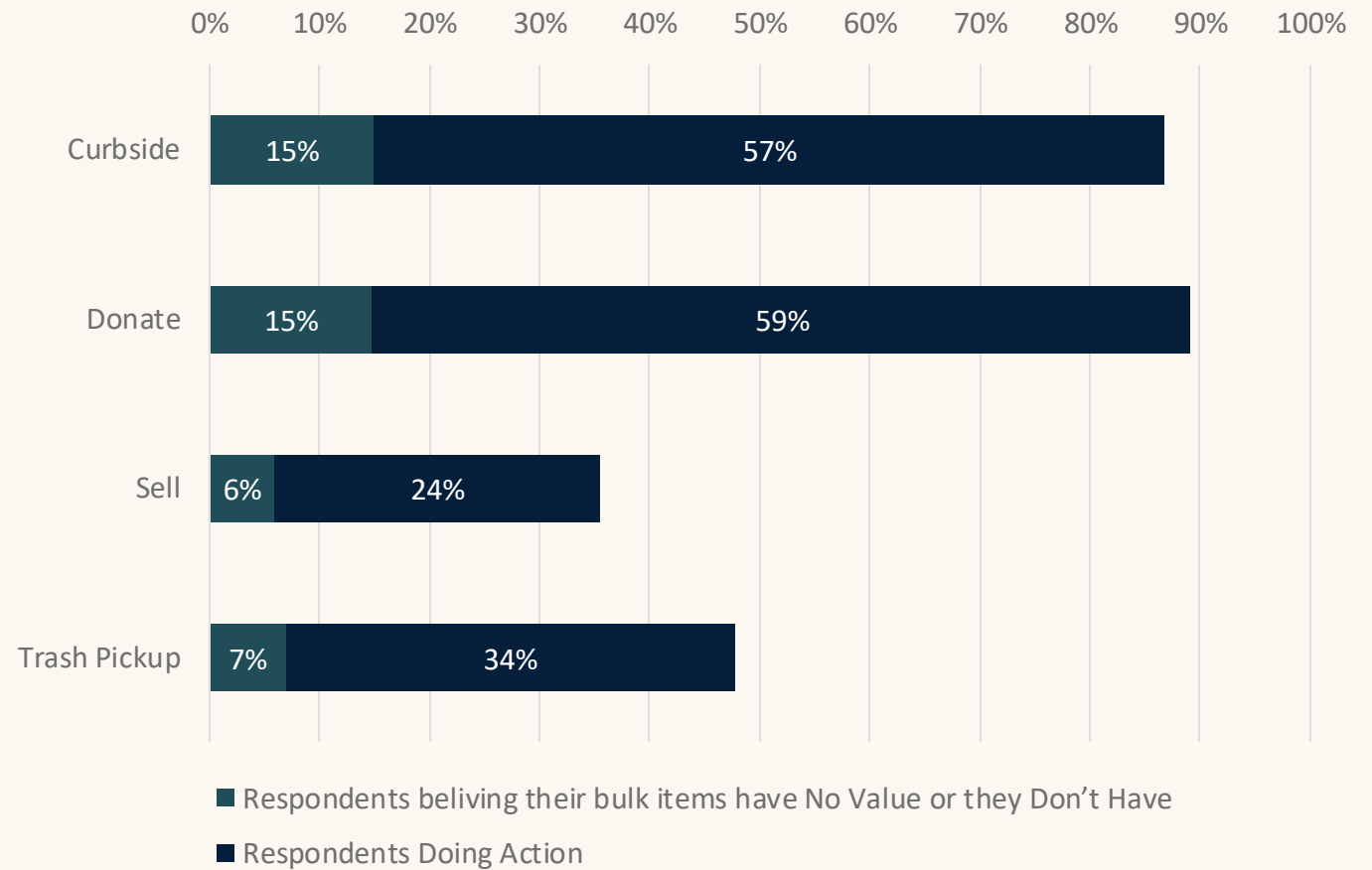
Those who **Rent** and who **live in a Townhouse, Condo, or Apartment** are more likely to **not have yard waste**.



Residents living in **Coral Springs, Fort Lauderdale, and Hollywood** are more likely to put their yard waste **at the curb** for collection.

# Bulk Items

Expression of bulk items not having value and/or not having bulk items suggests perhaps that residents feel disposable management of bulk items is infrequent. 14% of respondents select all actions, further suggesting that behavior is irregular or item-dependent.

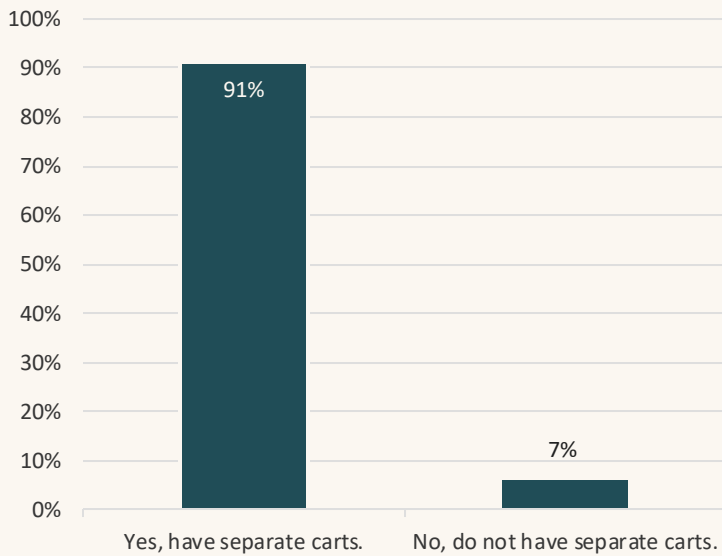


n=1761



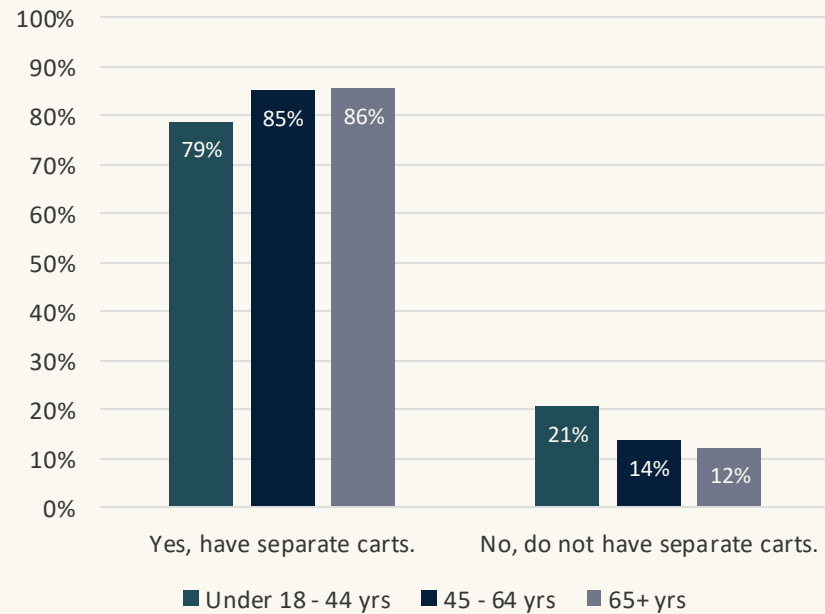
# Separate Carts (n=2043)

Separate Carts by Zip Codes of Interest:  
33069, 33023, 33309, 33311, 33313, 33319



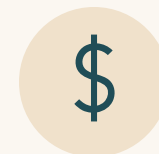
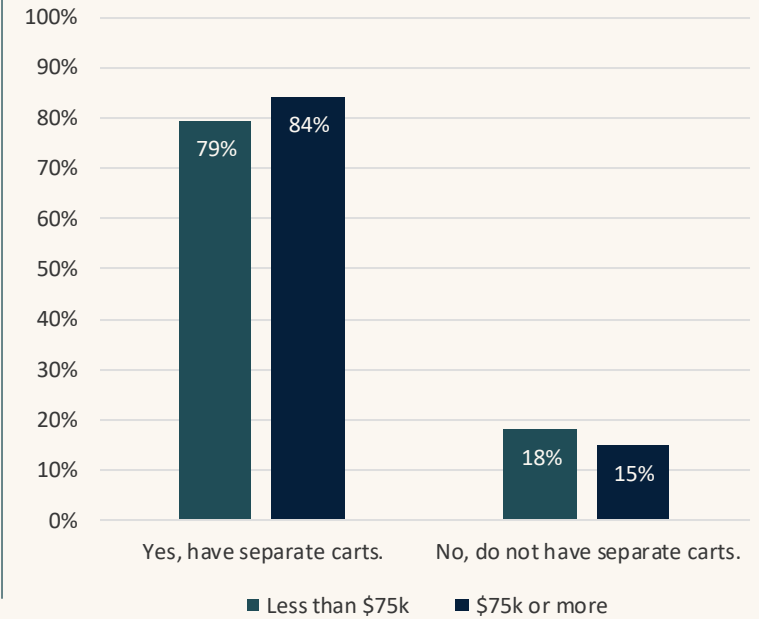
Most respondents residing in zip codes of interest have separate carts.

Separate Carts by Age Group



Ages 18-44 are slightly more likely to say they do not have separate carts.

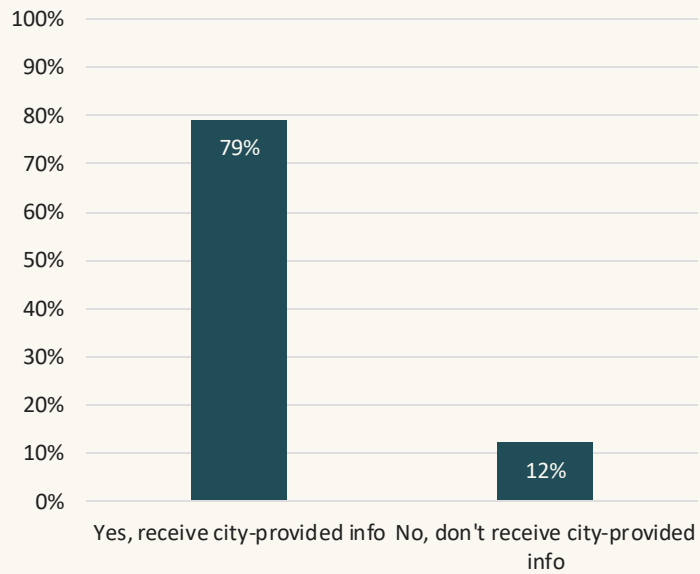
Separate Carts by Income Level



No major differences between income groups.

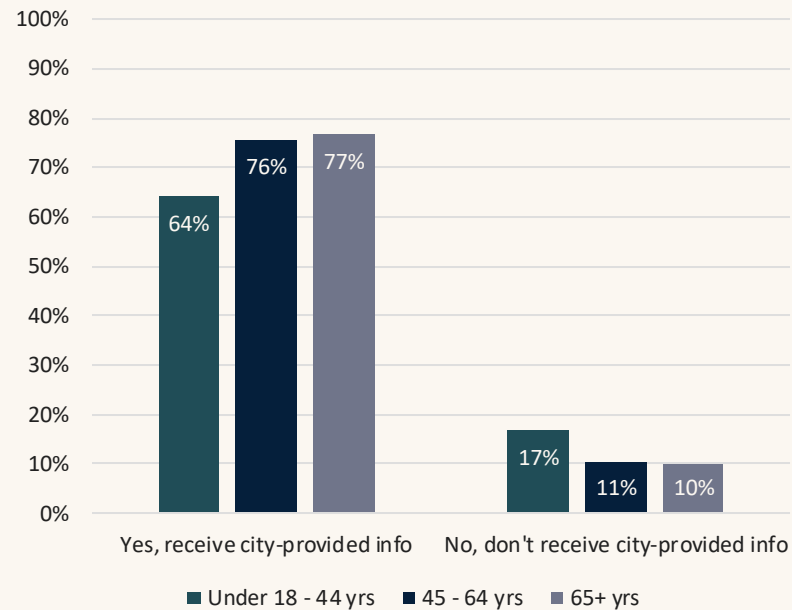
# City-Provided Recycling Information (n=2043)

City-provided Info by Zip Codes of Interest:  
33069, 33023, 33309, 33311, 33313, 33319



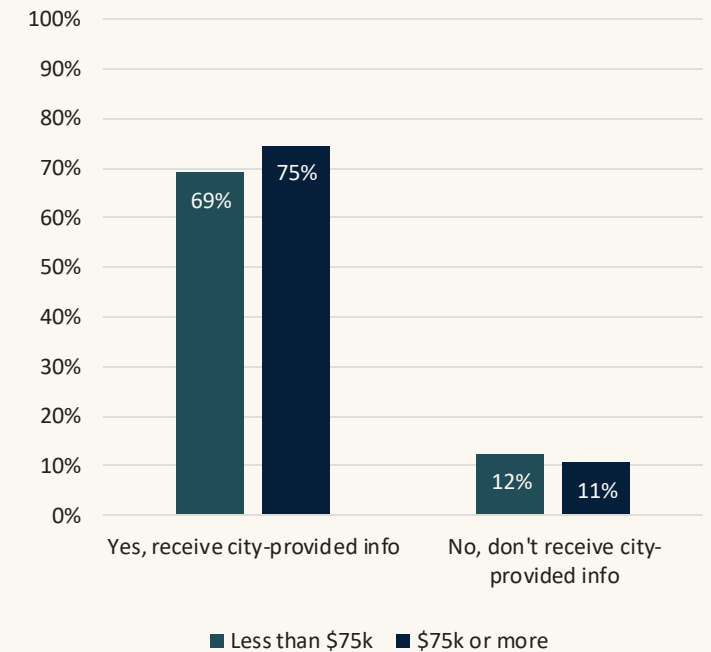
~ $\frac{3}{4}$  of those residing in zip codes of interest report receiving information.

City-provided Information by Age Group



Ages 18-44 are slightly more likely to say they do not receive information.

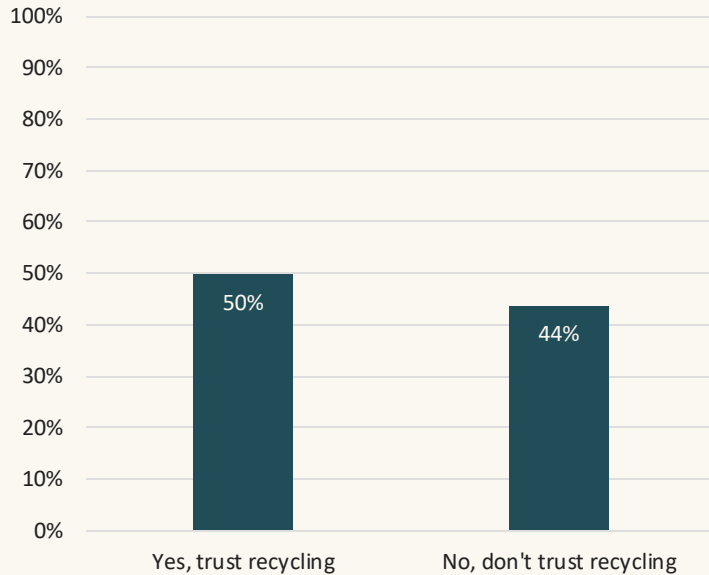
City-provided Information by Income Level



No major differences between income groups.

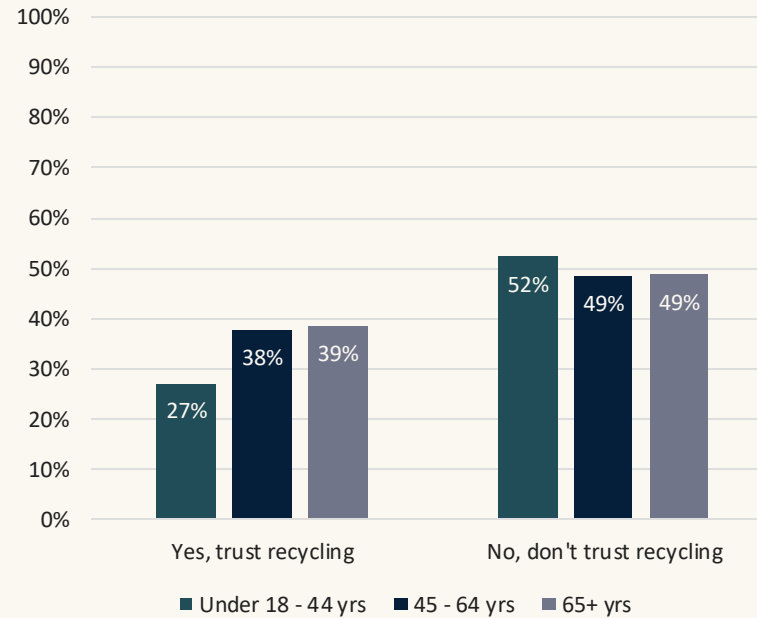
# Trust in Recycling (n=2043)

Trust in Recycling by Zip Codes of Interest:  
33069, 33023, 33309, 33311, 33313, 33319



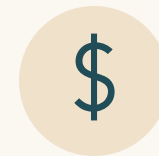
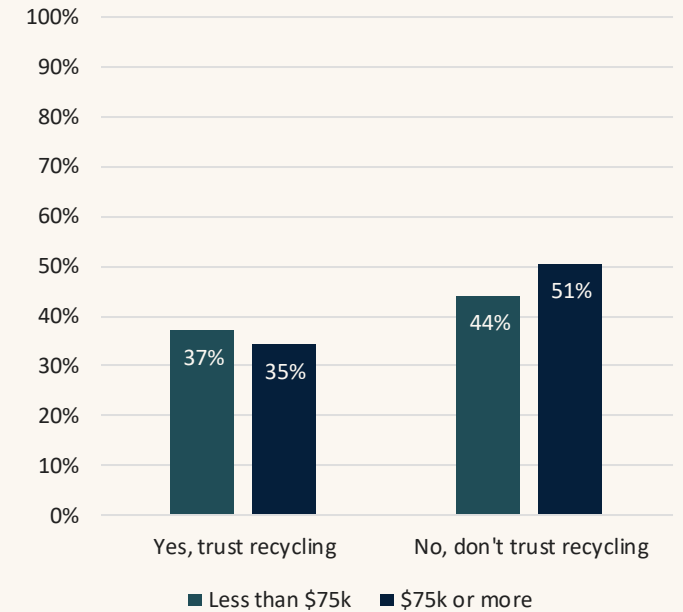
In zip codes of interest, trust in recycling is about 50-50.

Trust in Recycling by Age Group



Ages 18-44 are slightly more likely to distrust recycling.

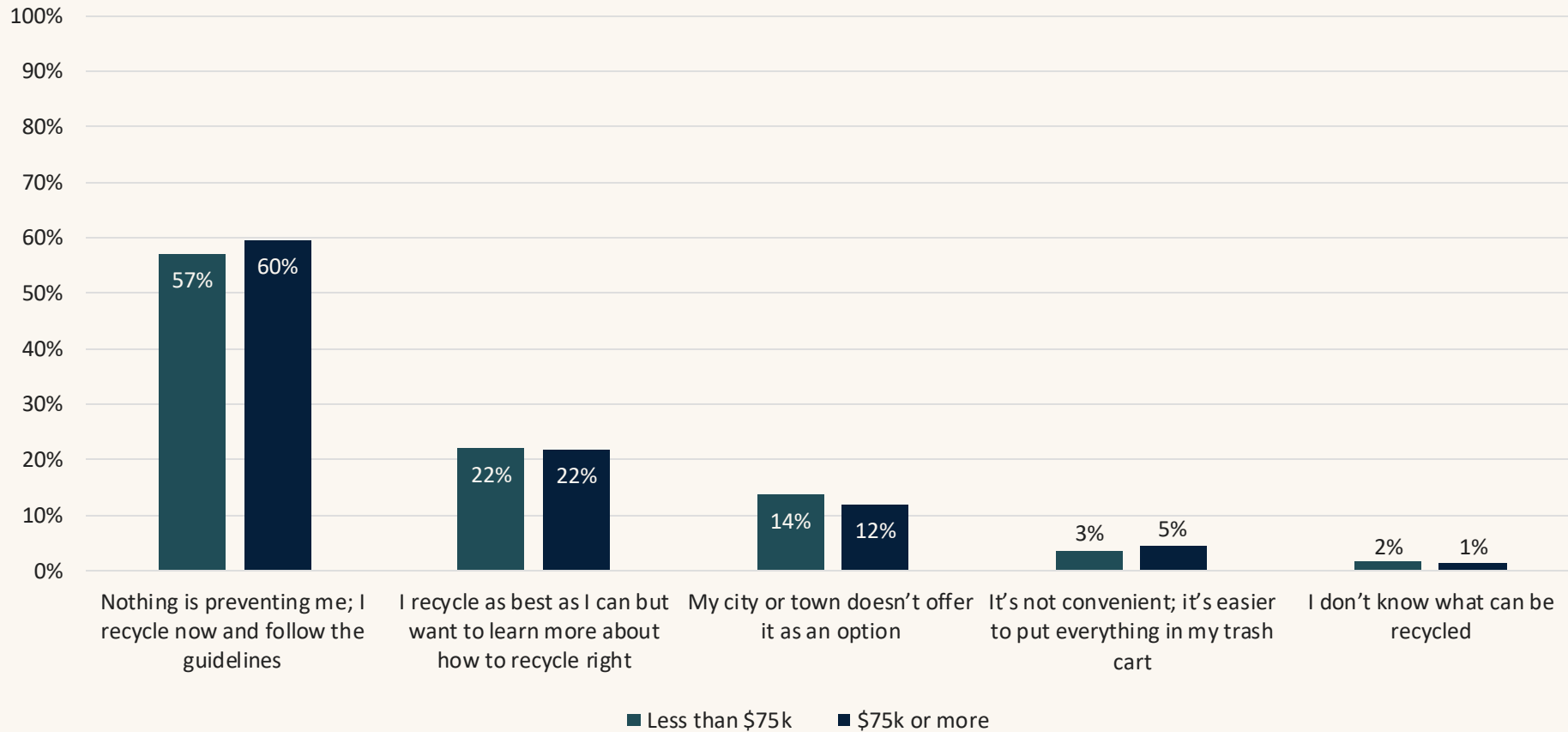
Trust in Recycling by Income Level



Those making more than \$75k are more likely to distrust recycling.

# Why Not Recycle (n=2043)

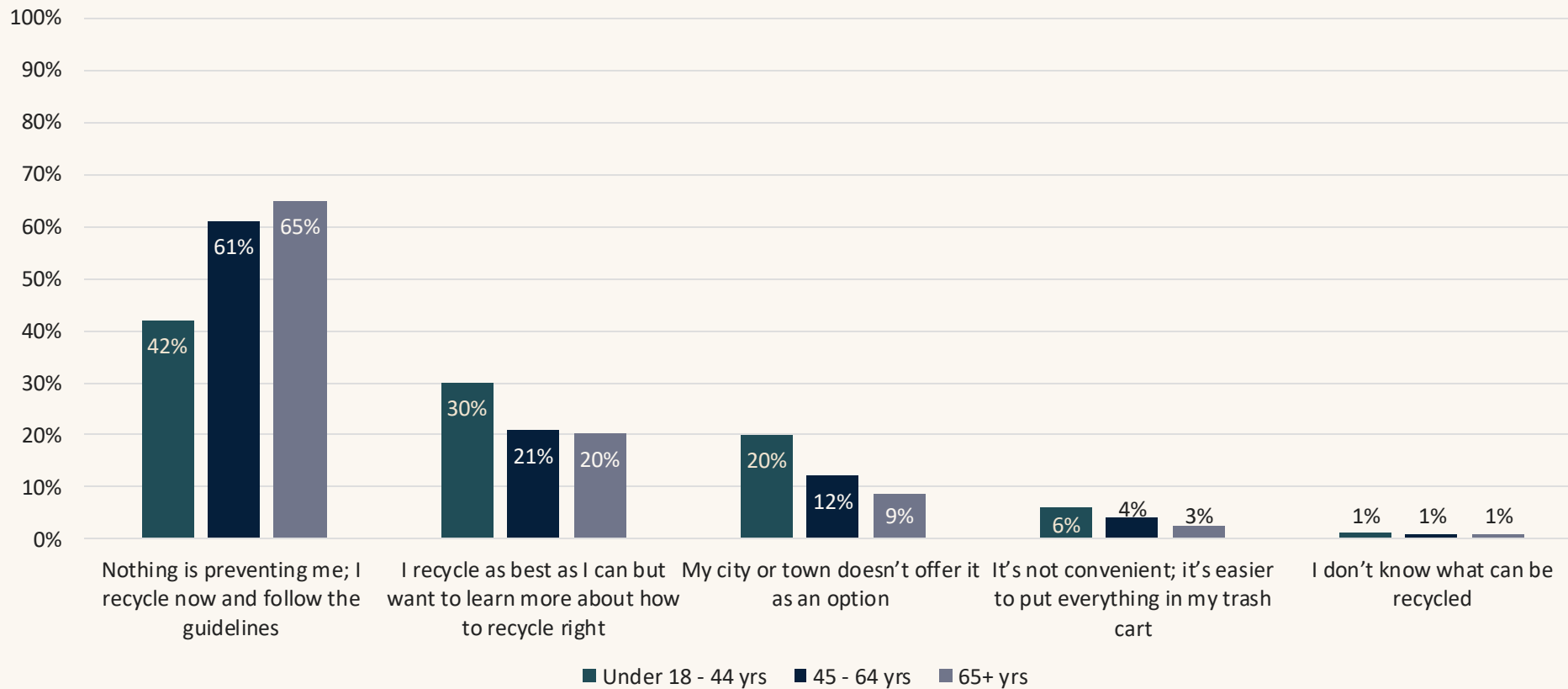
## Why Not Recycle by Income Level



No significant differences by income level

# Why Not Recycle (n=2043)

## Why Not Recycle by Age Group

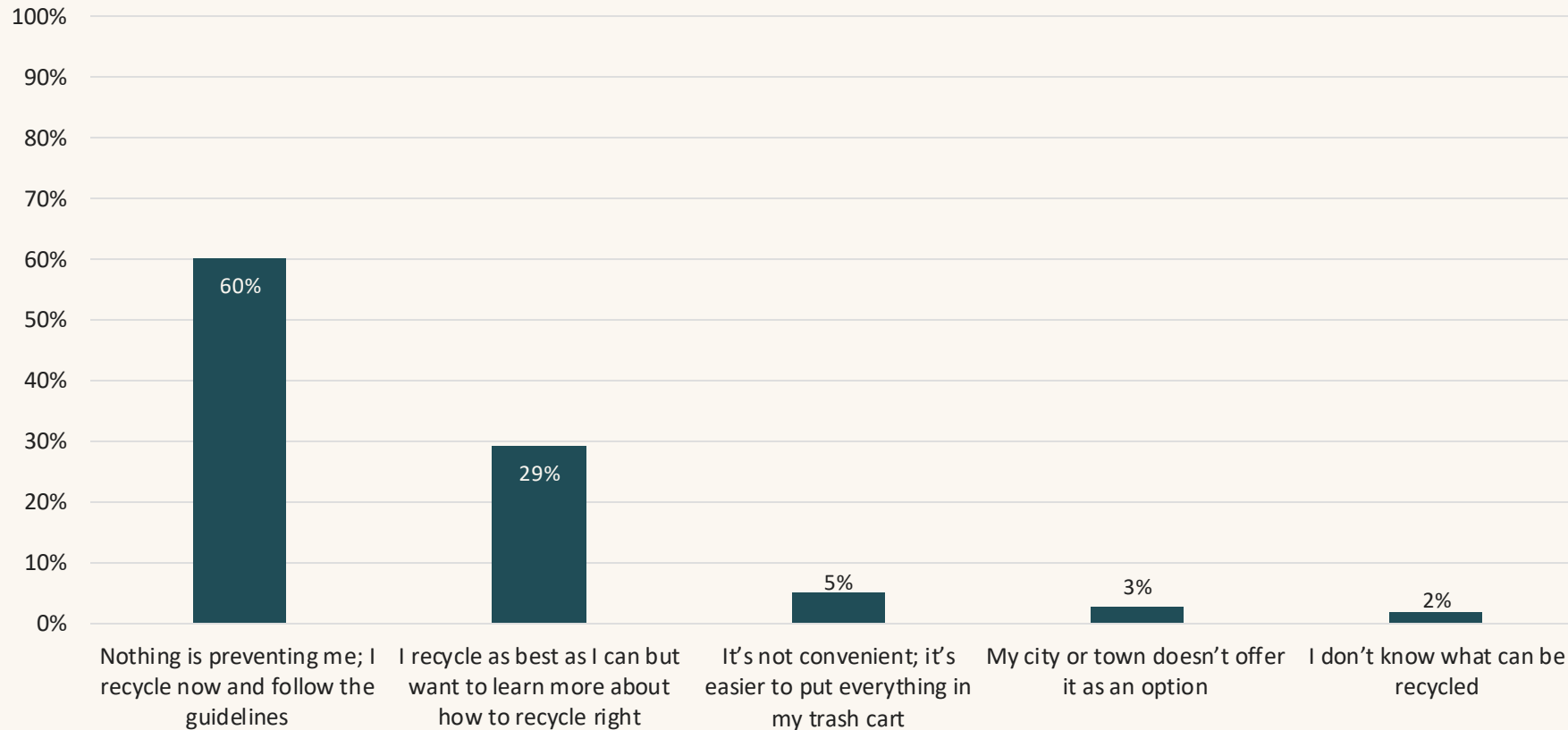


Ages 18-44 are more less likely to recycle, and more likely to cite lack of access or convenience.

Ages 18-44 are also more likely to say they want to learn more about recycling.

# Why Not Recycle (n=181)

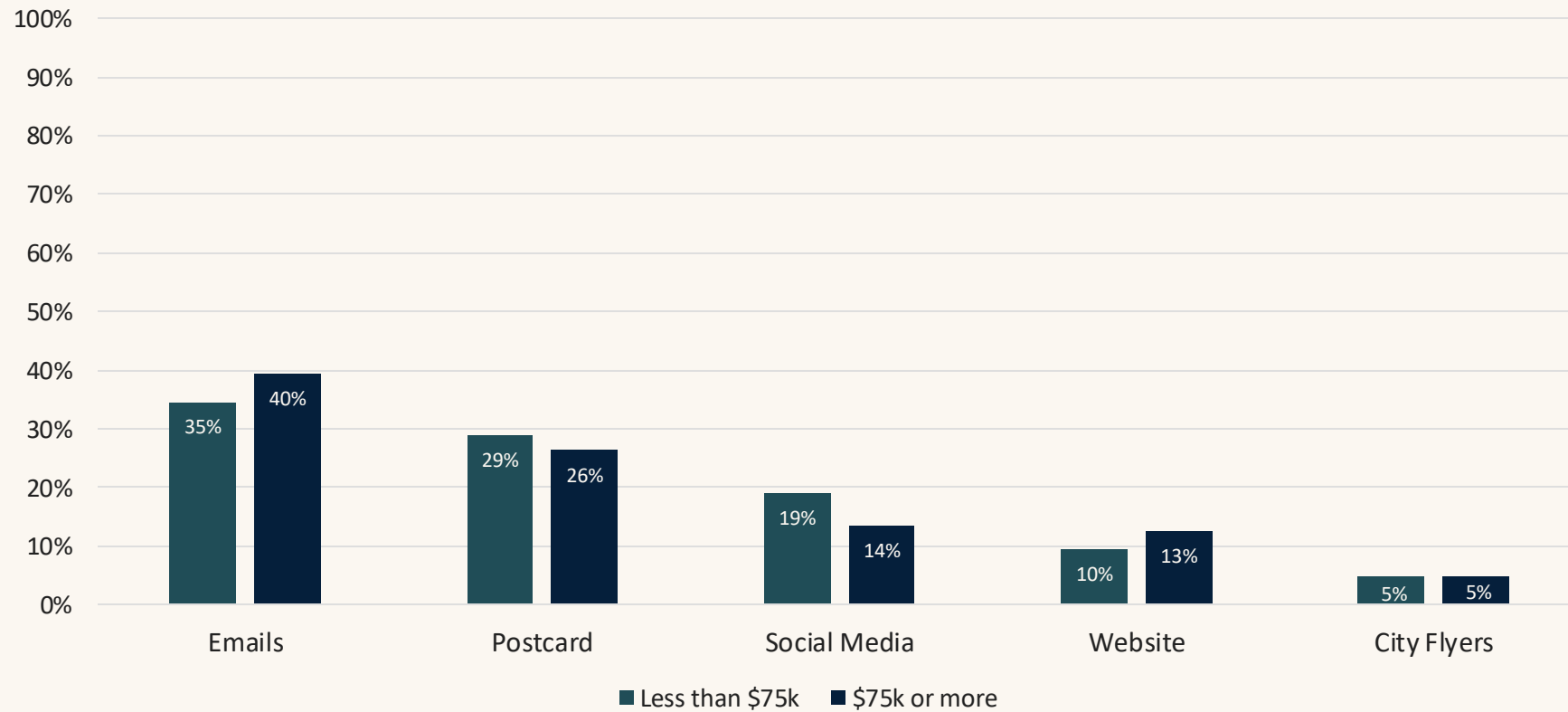
Why Not Recycle in Zip Codes of Interest:  
33069 33023 33309 33311 33313 33319



89% of those in zip codes of interest recycle. Of those, 1/3 would like to learn more.

# Information Source Preference (n=1340)

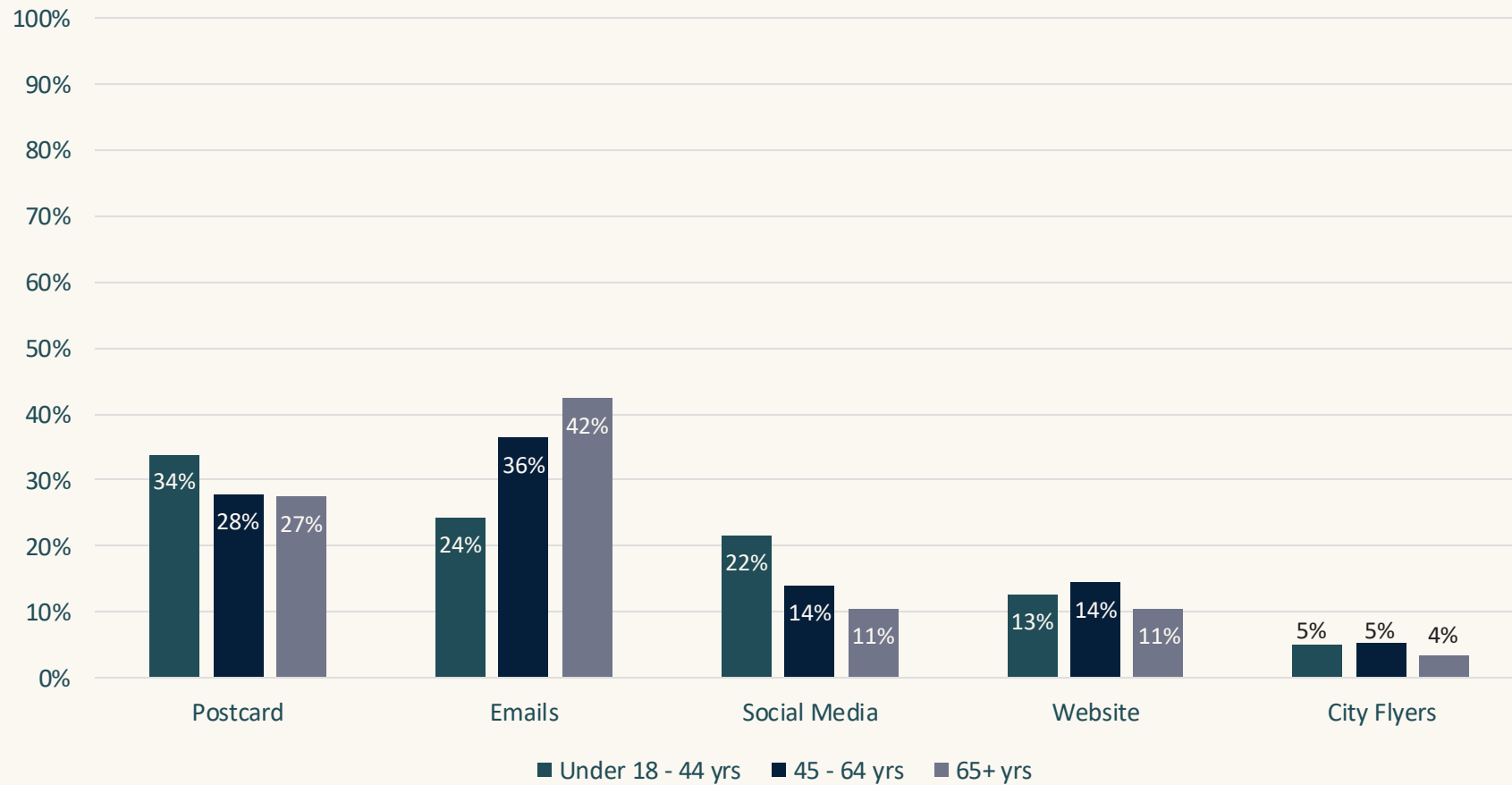
## Number 1 Information Source Preference by Income Level



No significant differences by income level

# Information Source Preference (n=1930)

## Number 1 Information Source Preference by Age Group



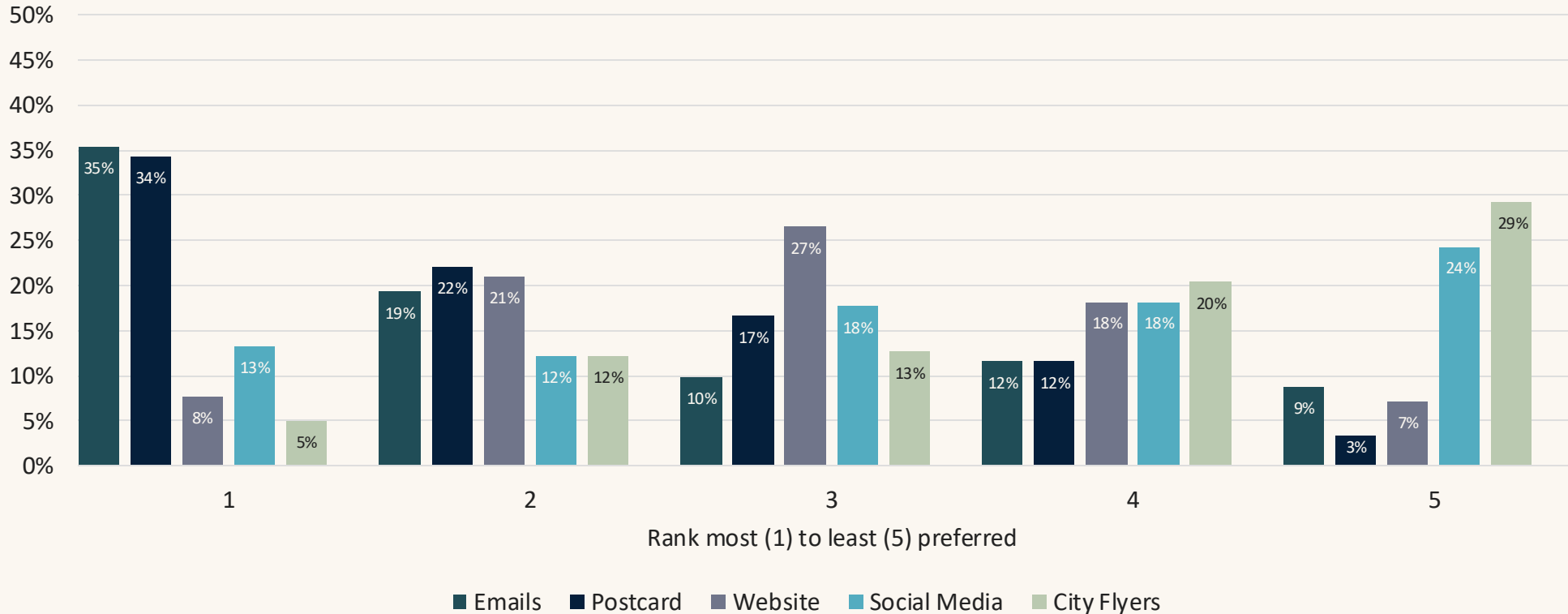
Ages 45+ are more likely to prefer emails, while under 45 prefer postcards.

Ages 18-44 are twice as likely to prefer social media compared to ages 65+.



# Information Source Preference (n=181)

Information Source Preferences in Zip Codes of Interest  
33069, 33023, 33309, 33311, 33313, 33319



Emails and Postcards are most preferred, while social media and city flyers are least preferred.

# Zip Codes of Interest and Respondent Characteristics

## Additional Demographic Information:

- Only Zip Code 33311 can be considered statistically representative due to the number of respondents approaching 100, however the collective responses from other zip codes still provide meaningful feedback.
- Homeowners and those over 65 are overrepresented in the survey responses.
- Nearly 50% of the survey respondents earn over \$100,000 per year.
- Respondents from Fort Lauderdale had higher survey participation and are therefore overrepresented in the results.

