



**San Gabriel Valley
Council of
Governments**

**San Gabriel Valley Council of Governments
Household Battery/CFL Take Back Program
Telephone Survey Report
April 2010**



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San Gabriel Valley Council of Governments Household Battery/CFL Take- Back Program Survey 2010



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Introduction

Objective

To capture customer perceptions of businesses offering Household Battery and Compact Florescent light bulb take-back services in the San Gabriel Valley.

Methodology

These findings are based on the results of 400 Random Digit Dial (RDD) Telephone interviews conducted March 14th-19th, 2010 among adult (age 18+) residents of the San Gabriel Valley. Interviews were conducted by trained professional interviewers.

The margin of error for the overall results is ± 4.9 points at the 95% confidence interval. This means that if the survey were conducted 100 times, the results would come back to within +4.9 points 95 times out of 100. The margin of error increases within each sub-group analysis. Demographic variables were weighted to reflect census data in the San Gabriel Valley region.

Table 1 Demographics

Demographics				
Gender			Ethnicity	
Male	49%		African American/black	4%
Female	51%		Caucasian/white	44%
Age Range			Hispanic/Latino	27%
18 to 24	13%		Asian/Pacific Islander	16%
25 to 34	19%		Something else	5%
35 to 44	19%		Refused	4%
45 to 54	19%		Language other than English	
55 to 64	14%		Yes	36%
65+	15%		No	61%
Refused	1%		Don't Know/Refused	2%
Income				
Less than \$15,000	9%		Language Spoken (If other than English; n=134 Respondents)	
\$15,000-24,999	8%		Spanish	59%
\$25,000-34,999	10%		Chinese	15%
\$35,000-49,999	13%		Tagalog	2%
\$50,000-74,999	15%		Other/Refused	24%
\$75,000-99,999	10%			
>\$100,000	18%		Geography (see full table 7)	
Refused/Don't Know	17%		Quadrant 1 – Northwest	34%
			Quadrant 2 - Southwest	21%
			Quadrant 3 - Northeast	14%
			Quadrant 4 - Southeast	32%

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Executive Summary

1. Roughly half of respondents who use household batteries and CFLs say they typically throw them in the trash to dispose of them. The primary reason respondents do not recycle batteries is because they do not know where to take them. The primary reason respondents do not recycle CFLs is because the bulbs have not needed to be replaced yet.

- ▶ A majority (56%) of respondents dispose of household batteries by throwing them in the trash. Just over a third (37%) say they recycle or dispose of household batteries at a hazardous waste facility.
- ▶ Over a third (37%) of respondents say the primary reason they do not recycle household batteries is that they “do not know where to go”; (17%) of respondents say they “don’t care/are lazy” and (16%) say “it’s not convenient”.
- ▶ Over a third (36%) of respondents with CFLs in their home who do not recycle them, identify “No need/CFLs have yet to burn out” as the main reason.
- ▶ While (59%) of respondents say they are aware household batteries are considered a form of hazardous waste, (56%) say they typically dispose of them in the trash. A similar gap exist with CFLs, (42%) of respondents are aware CFLs are considered a form of hazardous waste, yet (45%) say they dispose of them in the trash.
- ▶ Of the (64%) of respondents who have had the opportunity to recycle CFLs, (20%) say the main reason they do not recycle CFLs is they “do not know where to take them.”

2. Only one-in-ten respondents are aware of take back programs at their regular stores. Most either say that the stores they typically shop at do not offer battery or CFL take back programs or they don’t know whether or not these programs are offered.

- ▶ Over half (54%) of respondents say they don’t know if the stores they typically shop at offer battery or CFL take back programs. A third (35%) say they do not.

3. Respondents are more aware that household batteries are considered hazardous waste products than they are that compact florescent light bulbs are a form of hazardous waste.

- ▶ A majority (59%) of respondents are aware household batteries are considered a form of hazardous waste; four-in-ten (40%) of respondents say they are not aware.



- ▶ Fewer than half (42%) of respondents say they are aware that CFLs are hazardous waste; a majority (54%) say they are not aware that CFLs are considered hazardous waste.
- ▶ Of the respondents who are aware household batteries/CFLs should not be put in the regular trash, the most common ways they recall learning this information were Newspaper/Flyer (14-16%), Work/School Social (13%), Word of mouth/friend/family member (11-15%).

4. When informed of the hazardous chemicals in batteries and CFLs and given information on retailer take-back programs, most respondents say they are likely to take their used CFLs and batteries back to a store that recycles them.

- ▶ A strong majority (85%) of respondents say they are likely to use a retailer take-back program to dispose of household batteries and CFLs. Only (13%) say they are not likely to take household batteries /CFLs to a store that recycles. Of these respondents, just under half (42%) say they are unlikely to do so because they do not consider it convenient.

5. Respondents would be more willing to change their behavior if offered some form of incentive to bring back used batteries and CFLs.

- ▶ More than two thirds (69%) of respondents would be more likely to shop at stores with take-back programs when offered a coupon as an incentive; a third (30%) say it would not make a difference.

6. Take-back programs can offer a number of positive benefits for participating businesses: (1) most respondents say it is important to them to shop at environmentally conscious businesses; (2) stores offering household battery and CFL take back services are viewed more positively by respondents; (3) most respondents indicate that they would combine recycling trips with other shopping; and finally, (4) respondents indicate a willingness to travel an extra 5-10 minutes to get to a store that has a take back program.

- ▶ Most (89%) respondents say if they were to take batteries or CFLs back to a store they would combine the trip with other shopping.
- ▶ Almost all (87%) respondents say it important for them to shop at environmentally conscious businesses. Only (12%) say it is not important to them.
- ▶ Nearly three-fourths (70%) of respondents say they would have a more positive impression of stores offering take back services. Just over a quarter (28%) say it would make no difference.
- ▶ A majority (59%) of respondents would be willing to travel 5-10 minutes further to take used batteries or CFLs to a store that recycles.

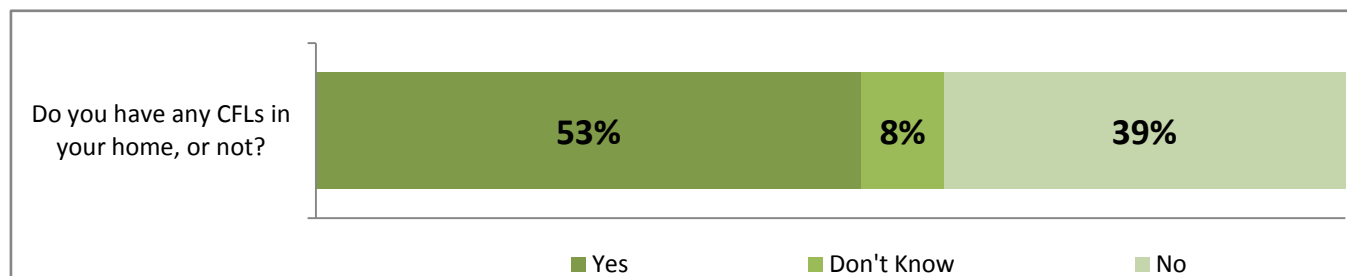


Household Battery/CFL Usage

CFLs in Home

- ▶ Just over half (53%) of respondents say they have CFLs in their home. Over a third (39%) respondents say they do not have any CFLs in their home.

Figure 1 CFL in Home



Battery/CFL Primary Retailers

- ▶ A majority of respondents using HH batteries and/or CFLs typically shop for these items at one of the four following retail stores: Wal-Mart, Home Depot, Costco, and Target.

Table 2 Shop for Battery/CFL

<i>Where does your household typically shop for batteries/compact fluorescent light bulbs, or CFLs?</i>				
Store	HH Batteries		CFLs	
Wal-Mart	20%		16%	
Costco	14%		7%	
Target	12%		10%	
Home Depot	8%	=>54%	27%	=>60%
Grocery store - unspecified	8%		4%	
99Cent/Dollar Stores	6%		3%	
Big Lots	6%		4%	
CVS Pharmacy	3%		0%	
Walgreens	3%		0%	
Sam's Club	3%		3%	
OSH	0%		2%	
Hardware store - unspecified	1%		3%	
Other	10%		14%	
Don't Know/Refused	6%		7%	

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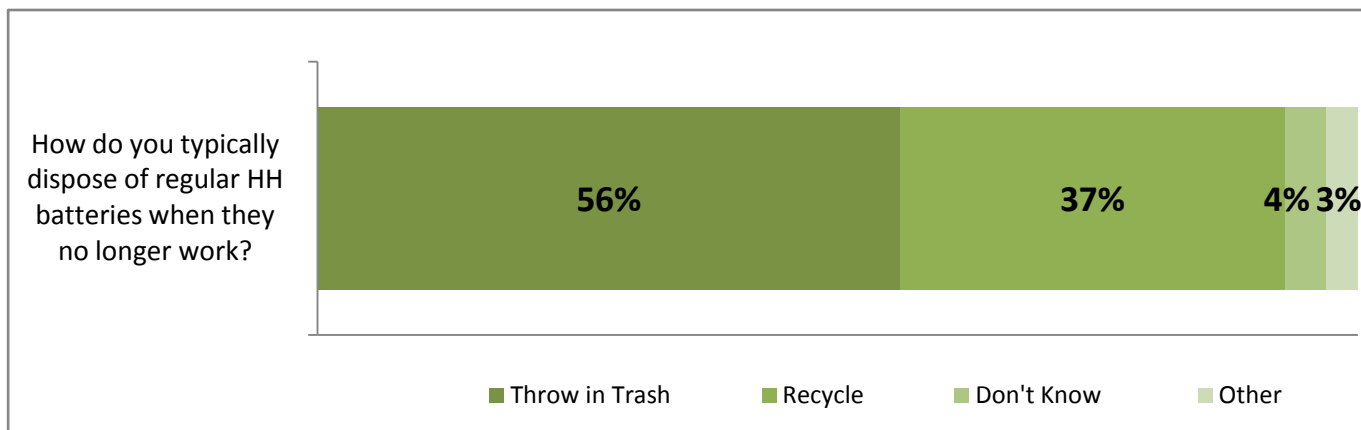
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Household Battery/CFL Disposal Behavior

Battery/CFL Disposal

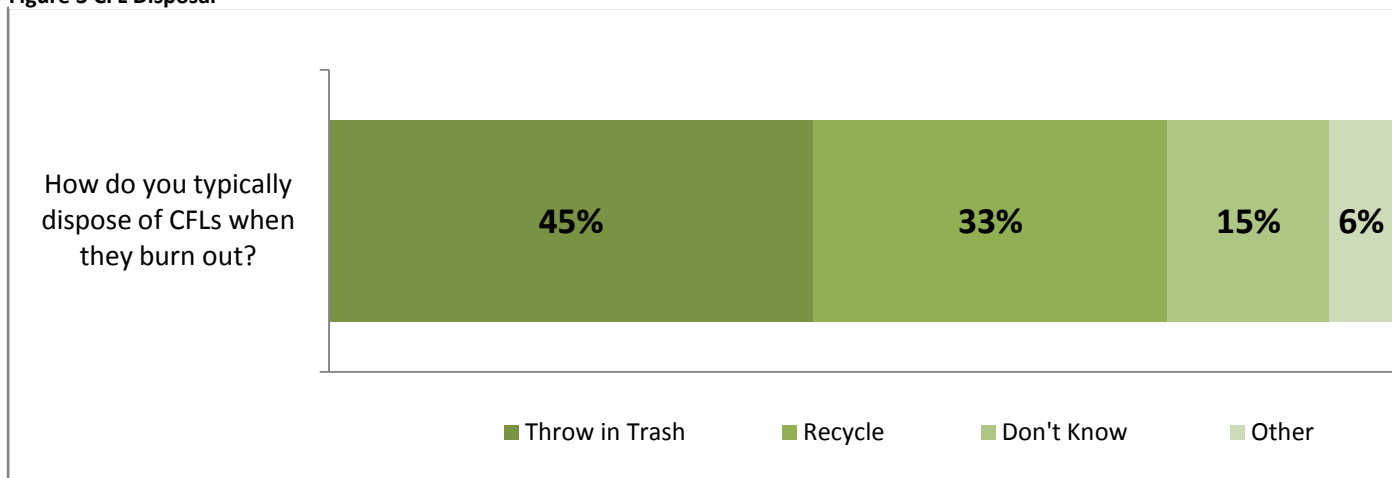
- ▶ A majority (56%) of respondents dispose of household batteries by throwing them in the trash. Just over a third (37%) say they recycle or dispose of household batteries at a hazardous waste facility.

Figure 2 HH Battery Disposal



- ▶ Almost half (45%) of all respondents who use CFLs say they dispose of them by throwing them in the trash. A third (33%) say they recycle or dispose of CFLs at a hazardous waste facility.

Figure 3 CFL Disposal



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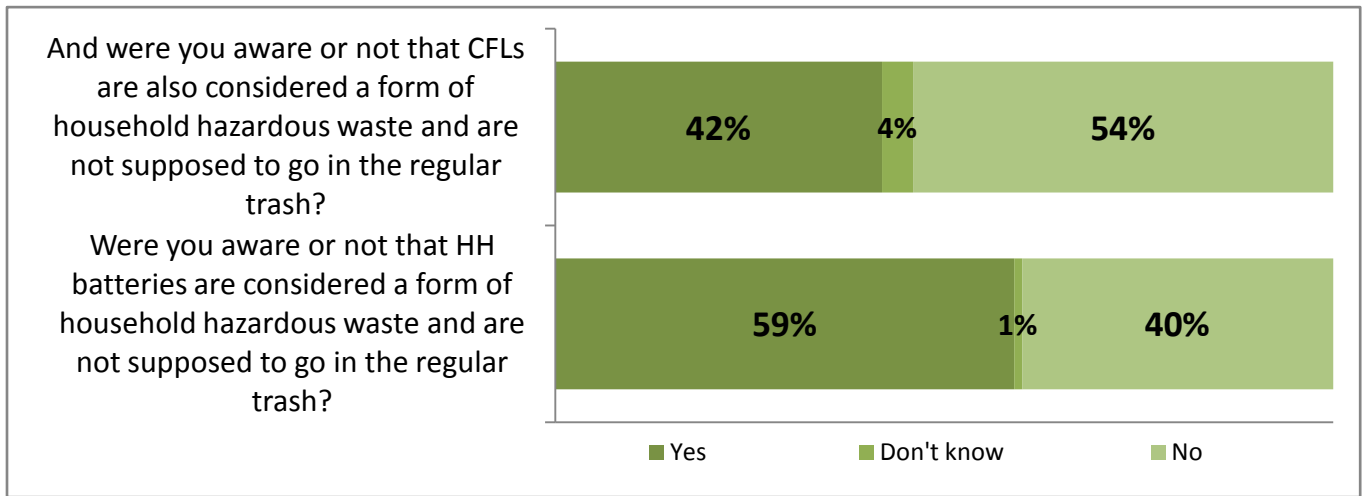
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Awareness of Household Batteries/CFLs as Hazardous Waste Products

Household Battery/CFL Awareness

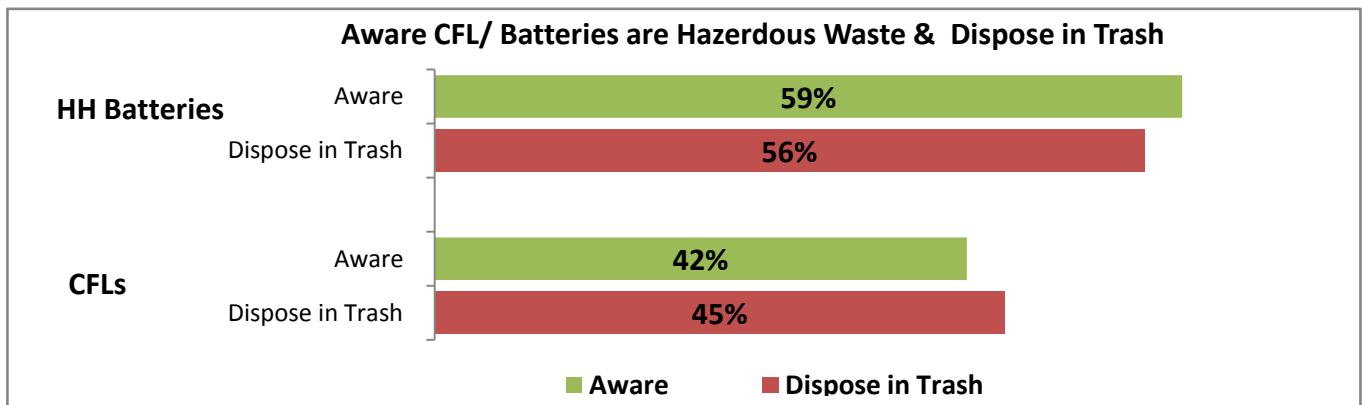
- ▶ Only (42%) of respondents say they are aware CFLs are considered a form of hazardous waste. Over a half (54%) of respondents say they were not aware.
- ▶ A majority (59%) of respondents say they are aware household batteries are considered a form of hazardous waste; (40%) of respondents say they were not aware.

Figure 4 HH Battery /CFL Awareness



- ▶ While (59%) of respondents say they are aware household batteries are considered a form of hazardous waste, (56%) say they typically dispose of them in the trash. A similar gap exist with CFLs, (42%) of respondents are aware CFL are considered a form of hazardous waste, yet (45%) dispose of them in the trash.

Figure 5 Aware & Dispose in Trash



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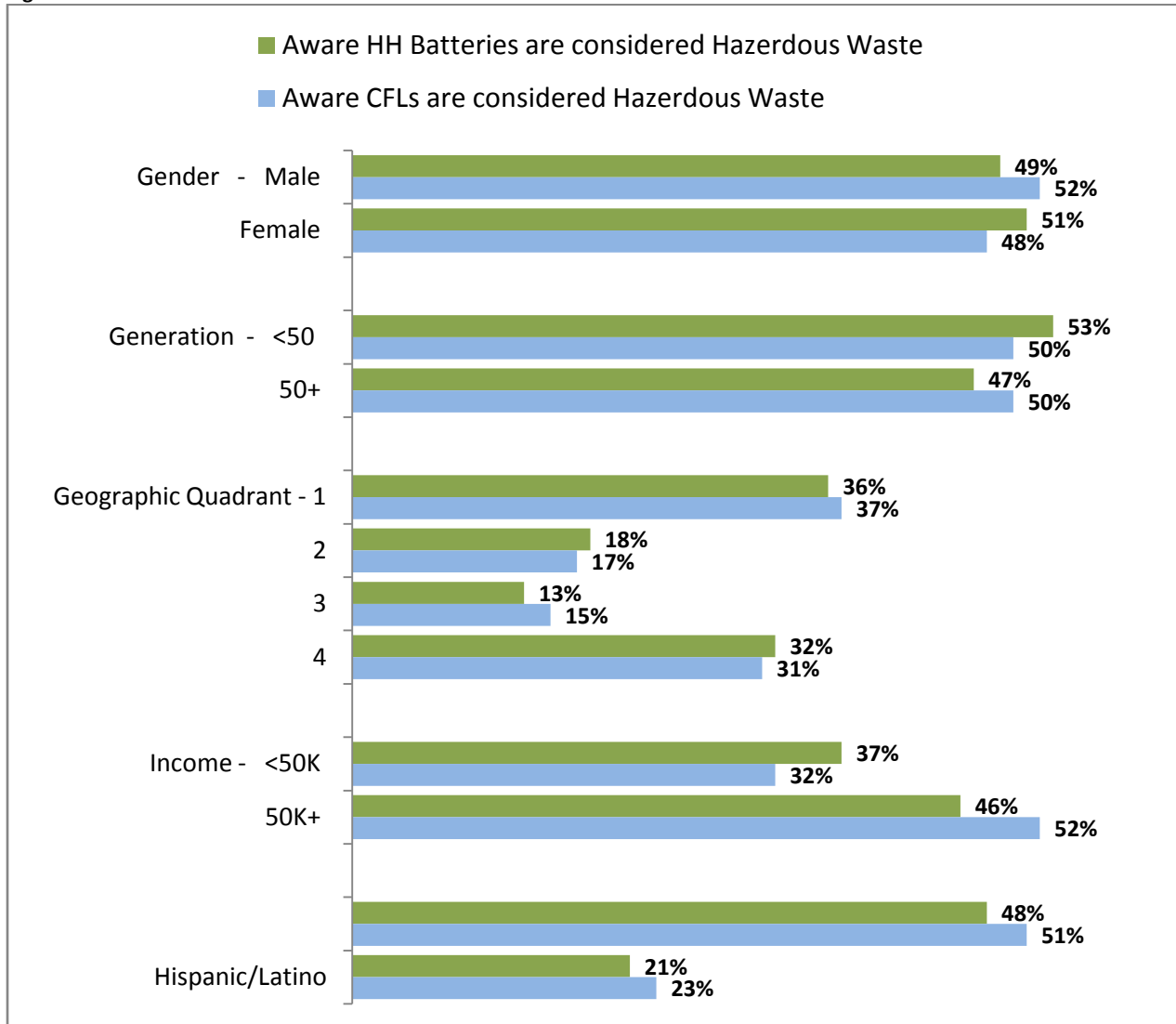
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- ▶ Awareness that batteries /CFLs are considered hazardous waste products are lowest among respondents with household incomes less than \$50K yr, geographic quadrants 2 & 3 and among respondents who identify as Hispanic/Latino.

Figure 6 Awareness Profile



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- ▶ A majority of the respondents who are aware household batteries/CFLs should not be put in the regular trash recall learning through a friend/family member, general word of mouth, or newspaper/flyer. (10-14%) of respondents cite common sense/general knowledge as a source.

Table 3 Information Source

And how did you find out that HH batteries/CFLs should not be thrown in the trash?		
Medium	HH Batteries	CFL s
Newspaper/Flyer	16%	14%
Common Sense/General knowledge	14%	10%
Work/School/Social	13%	13%
Word of mouth/friend/family member	11%	15%
Television/News/Advertisement	9%	9%
Generic news/media	8%	6%
Product packaging/label	5%	6%
Internet/website	2%	4%
City newsletter/notification	2%	0%
Retail store of purchase/take back program	1%	2%
Other	6%	5%
Don't Know	13%	16%



Primary Barriers to Recycling

- ▶ Over a third (37%; 1 in 3) respondents say the primary reason they do not recycle household batteries is they “do not know where to go” (17% ; 2 in 10) of respondents say they don’t care/lazy , (16%) say it’s not convenient”
- ▶ Over a third (36%; 1 in 3) respondents with CFLs in the home identify “No need/CFLs have yet to burn out” as the main reason for not recycling. (13%; 1 in 10) say they do not know where to take them as the main reason they do not recycle CFLs.

Table 4 Main reason for not recycling

What would you say is the main reason you do not recycle Batteries/CFLs?		
Primary Reason	HH Batteries	CFL s
Don't know where to go to recycle/dispose	37%	20%
Not convenient	16%	18%
Unaware of need to recycle	--	12%
Don't care/lazy	17%	5%
Rarely use CFL/ batteries	3%	3%
Someone else will do it	1%	3%
Other (take them elsewhere, someone else does it, etc.)	17%	--
Don't Know	9%	40%



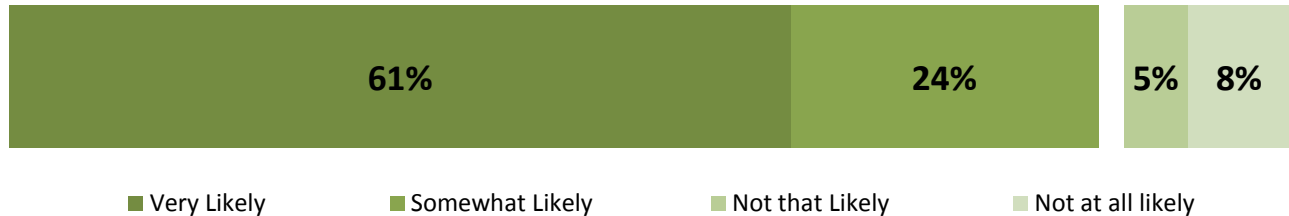
Opportunities for Retailer Take-Back Programs

Take-Back programs

- ▶ A significant majority (85%) of respondents say they are likely to use retailer take-back programs to dispose of household batteries and CFLs. Only (13%) say they are not likely to take household Batteries /CFLs to a store that recycles.

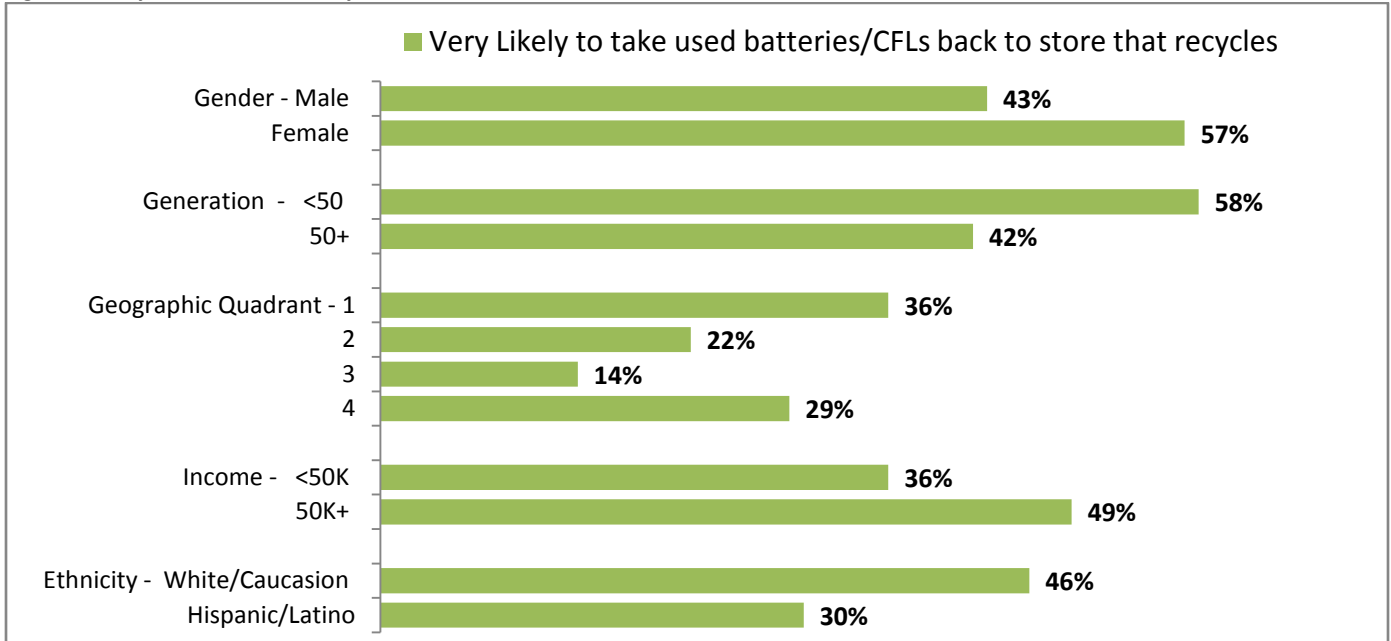
Figure 7 Take-Back Program

*CFL's and batteries contain toxic chemicals like mercury, acid and lead that can leach into soil and local water supplies if they go into landfills. A number of stores that sell batteries and light bulbs have free take back programs for used CFLs and batteries so they can be properly disposed of. **Knowing this how likely do you think you are to take your used CFLs or batteries back to a store that recycles?***



- ▶ Respondents Very likely to take used batteries/CFLs back to a store that recycles are concentrated in quadrant 1, less than 50 yrs of age, have a household income over \$50K and identify as White/Caucasian.

Figure 8 Likely to take used Battery/CFL back to store



- ▶ Of the respondents who say they are not likely to take used batteries/CFLs back to a store that recycles 42% cite “not convenient” as their main reason; 17% say they “don’t care/are lazy,” and another 17% would choose to recycle somewhere else.

Table 5 Reason unlikely to take used CFLs/Battery back to store

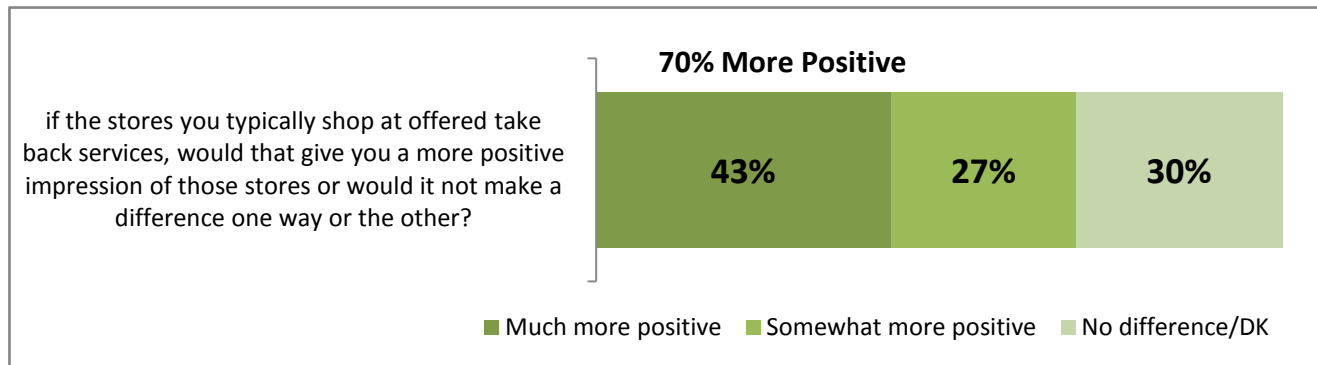
What is the main reason you are unlikely to take your used CFLs or batteries back to a store?	
Not convenient	42%
Don't care/lazy	17%
Would recycle CFLs somewhere else	17%
Don't know where to go to recycle/dispose	3%
Other (disability, don't go to store, take them elsewhere, don't use CFLs often enough, etc.)	18%
Don't Know	3%



Attitudes towards businesses offering Take-Back Programs

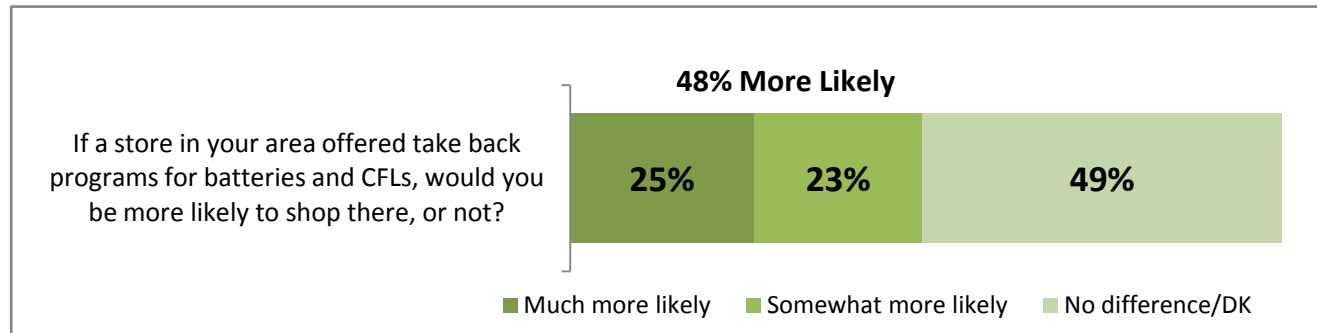
- ▶ A significant majority (70%) of respondents say they would have a more positive impression of stores offering take back services. Just over a quarter (28%) say it would make no difference.

Figure 9 Positive Impression



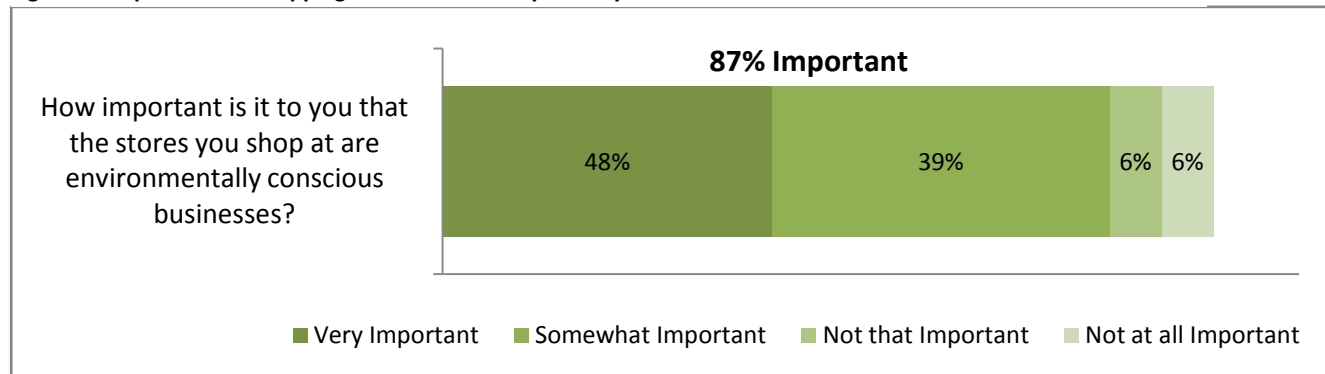
- ▶ Respondents are split evenly (48% more likely vs. 49% no difference) when asked if they would be more likely to shop at a store offering take back programs.

Figure 10 More likely to shop



- ▶ A significant majority (87%) of respondents say it is important for them to shop at environmentally conscious businesses. Only (12%) say it is not important.

Figure 11 Importance of shopping at environmentally friendly business



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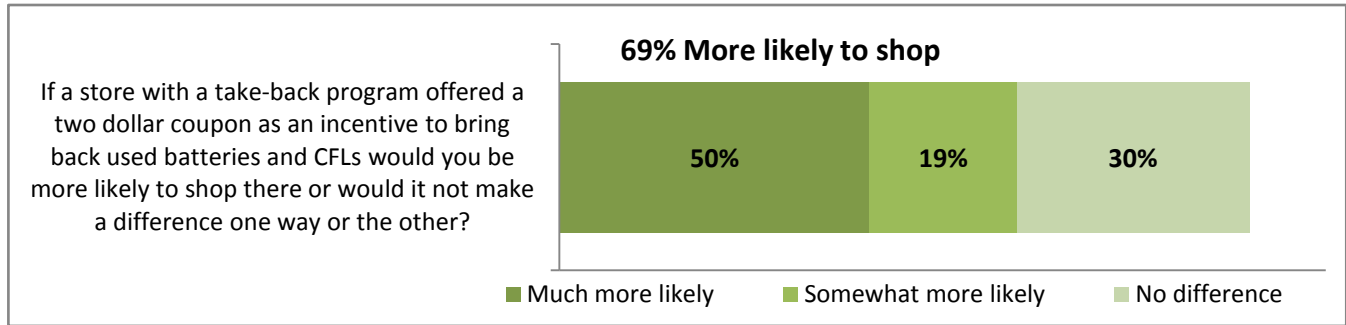
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Incentives for Increasing Participation in Take-Back Programs

- ▶ A significant majority (69%) of respondents say they would be more likely to shop (50% much more/19% somewhat more) at stores with take-back programs when offered a coupon as an incentive. (30%) say it would not make a difference.

Figure 12 More likely to Shop



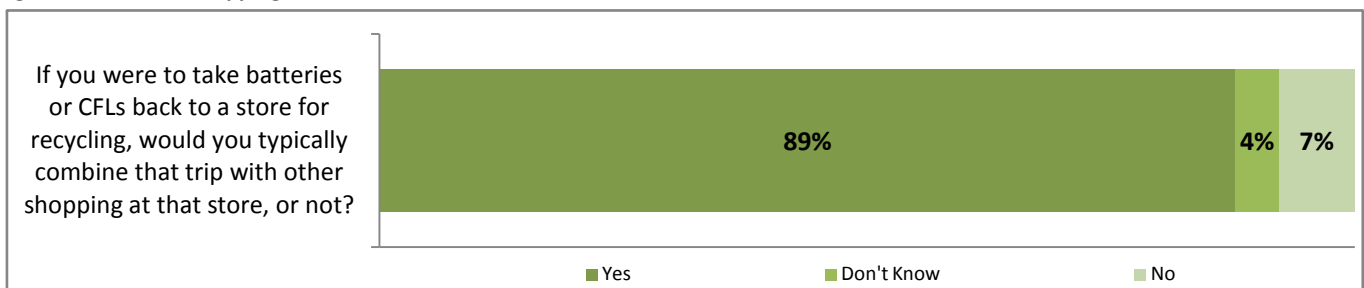
- ▶ When asked in an open-end form, offering a coupon, rebate, or discount remains the top incentive for bringing back household batteries and CFLs.

Table 6 Incentives

<i>Are there other incentives that would motivate you to bring back used batteries and CFLs to a store? Anything else?</i>	
Coupon/Rebate/Discount	22%
Make it convenient	8%
Environmental education/information programs	5%
Container/bag/drop box	3%
Signs in store/advertisements	2%
None/nothing else	56%
Other	4%

- ▶ Most (89%) of respondents say if they were to take batteries or CFLs back to a store they would combine the trip with other shopping.

Figure 13 Combine Shopping



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- ▶ A majority (59%) of respondents would be willing to travel 5-10 minutes further to take used batteries or CFLs to a store that recycles.

Figure 14 Time willing to travel

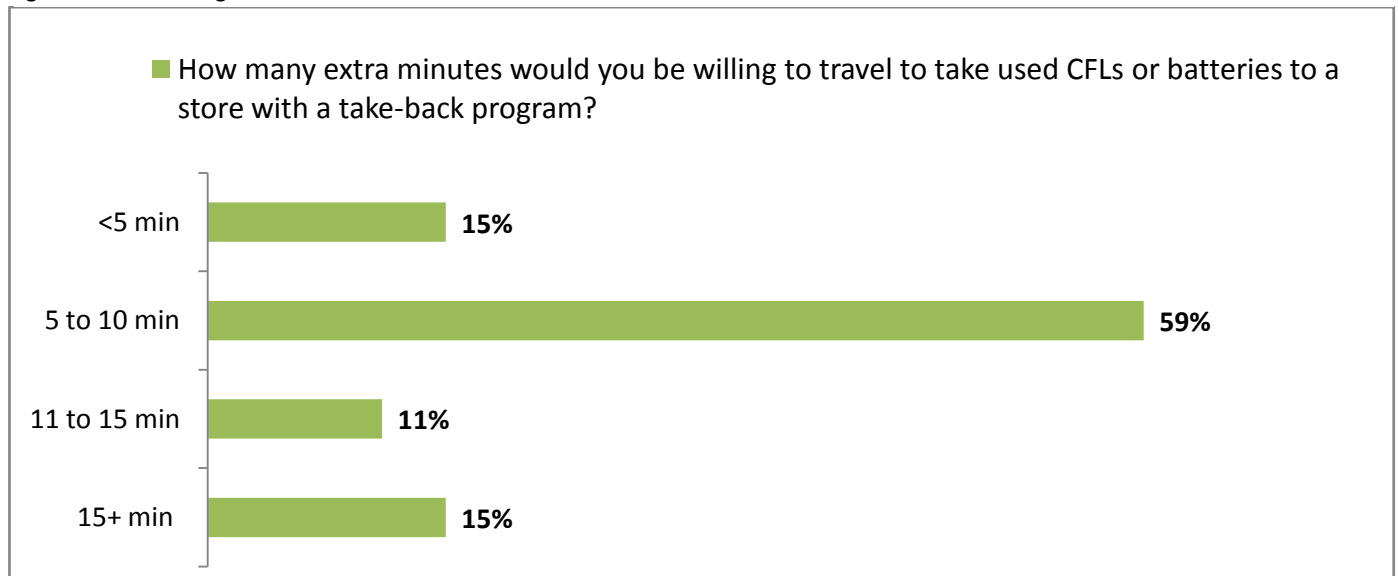
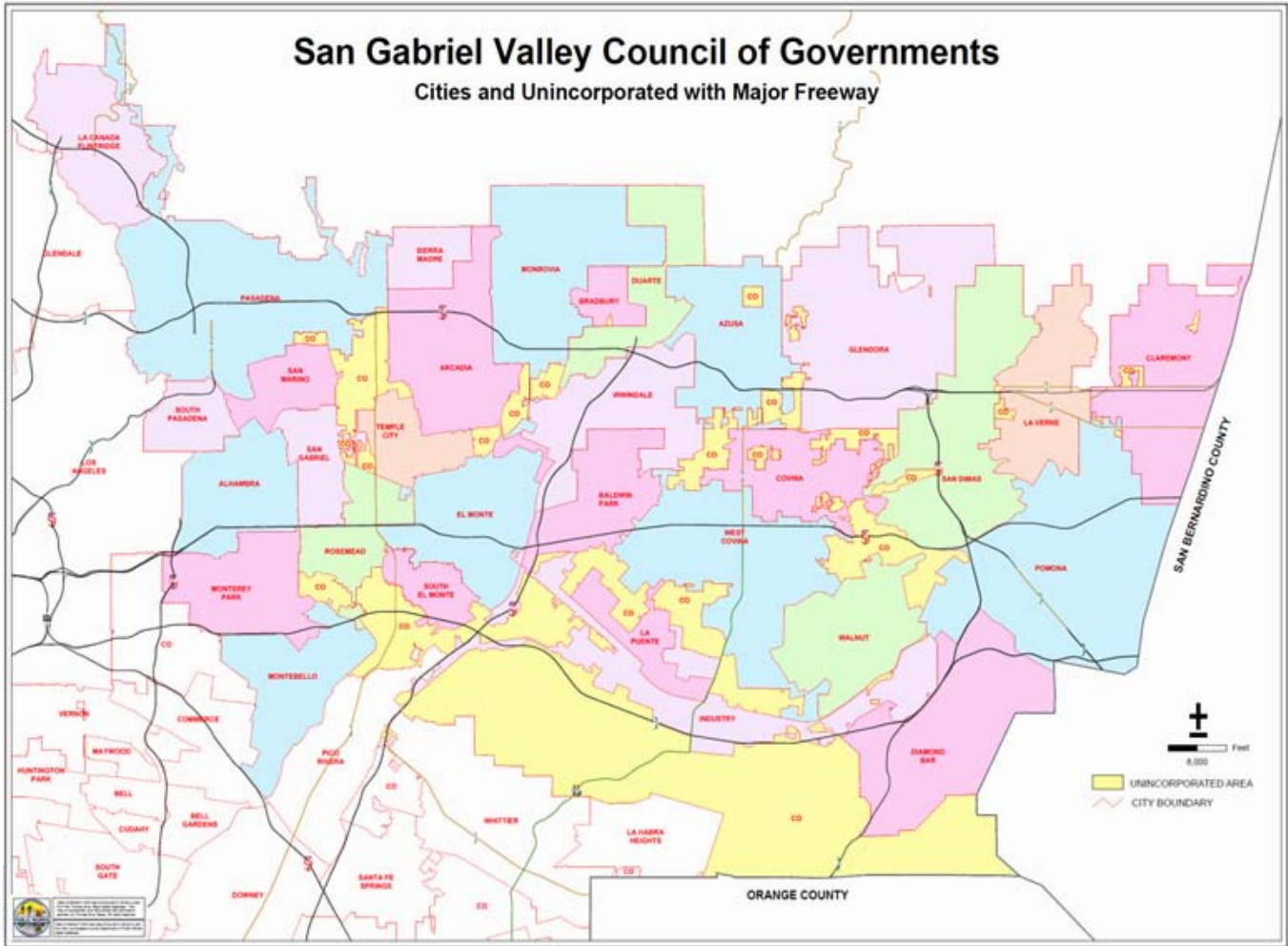


Table 7 Geographical Quadrants

San Gabriel Valley Geographical Quadrants	
<i>Designation</i>	<i>Included Cities</i>
Quadrant 1	Arcadia, Bradbury, Duarte, Irwindale, La Canada-Flintridge, Monrovia, Pasadena, San Marino, Sierra Madre, South Pasadena
Quadrant 2	Alhambra, El Monte, Montebello, Monterey Park, Rosemead, San Gabriel, Temple City
Quadrant 3	Azusa, Claremont, Glendora, La Verne, San Dimas
Quadrant 4	Baldwin Park, Covina, Diamond Bar, Pomona, South El Monte, West Covina



Figure 15 Map SGVCOG



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Figure 16 Southern California Map



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