



# **Paper Recycling Box Outreach 2003 Campaign Final Report**

**Prepared for:**

**Metro  
Portland, Oregon**

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# EXECUTIVE SUMMARY

## Background

Metro is the regional government in charge of solid waste recycling and disposal for the Portland metropolitan area. One of Metro's goals is to reduce the amount of waste going into landfills by increasing recycling as well as the purchase and use of recycled materials. Although Metro's paper recycling rate is more than 60%, the region still disposes of approximately 120,000 tons of recyclable paper annually from businesses and multi-family dwellings that do not recycle any paper or do not recycle all the paper that they could.

From June to October 2003, Metro and local governments conducted a \$90,000 multi-element promotion campaign to distribute free desk-side recycling boxes to businesses. The availability of these boxes was promoted through various avenues including: billboards, radio advertising, an e-zine mailing to 7,000 businesses that requested more information on business services, a mailing to members of the Business Owners and Managers Association (BOMA) and a media event in Pioneer Square. The campaign also included door-to-door visits to businesses in Gresham and Beaverton along with several other promotional activities by Metro and local governments.

More than 500 businesses called Metro's Recycling Information Center (RIC) to request desk-side paper recycling boxes or other assistance. Local government recycling specialists delivered the boxes and asked the businesses if they would like additional assistance with recycling, waste prevention or buying recycled content products. Also, a recycling specialist in Gresham made unscheduled visits to 480 businesses to ask if they wanted recycling boxes or other assistance.

In March 2004, Metro contracted with the Gilmore Research Group to conduct 100 interviews with businesses that contacted Metro RIC, 100 interviews with Gresham businesses (49 that requested recycling boxes and 51 that did not) and 200 interviews with businesses randomly selected from a purchased database. The major objectives of the survey were to:

1. Determine awareness of Metro's media campaign among a sample of randomly selected regional businesses (population  $\approx$  40,000).
2. Determine current paper recycling collection levels and changes in paper recycling behavior that resulted from the campaign.

3. To determine user satisfaction with the waste reduction services received including the delivery of the desk-side boxes, the use of the boxes, and any additional technical assistance provided by local governments.
4. To determine the opportunities for additional outreach to businesses, including the need for additional boxes and other resources, or the desire to recycle other materials.

Gilmore Research Group (Gilmore) conducted 415 telephone interviews with area businesses between June 10 and June 25, 2004. For every survey, interviewers spoke with the person identified as responsible for overseeing the company's recycling and garbage services.

## Key Findings

- More than eight in ten randomly selected businesses (84%) have a paper recycling program. However, there are significant differences depending on location. While 89% of Portland businesses said they had a way to recycle paper at work, only 67% of Washington County businesses (excluding Beaverton) have paper recycling.
- Businesses that interacted with either Metro or a local government recycling specialist were significantly more likely than those who did not to cite increases in paper recycling over the past year. Nearly half (45%) of Metro RIC businesses, 41% of Gresham box requestors and 37% of Gresham businesses that did not request boxes said their paper recycling increased in the past 12 months compared with just 22% of those from the random business sample.
- Information outreach, desk-side recycling boxes and visits from recycling specialists were very effective in helping businesses with a paper recycling program in place to increase their level of paper recycling. More than half (53%) of businesses that received both boxes and visits reported increased paper recycling compared to 9% of businesses with paper recycling programs that received neither boxes nor assistance.
- Among businesses that have a paper recycling program, Metro RIC businesses were significantly more likely than the random businesses to recycle mixed paper (81% versus 71%) and printer and copier paper (97% versus 90%).
- While the basics of recycling are well understood (e.g. cardboard is recyclable) there are significant gaps in understanding how to prepare materials for recycling (especially with respect to mixed paper). Fewer than half the

businesses in the random business sample knew that frozen food packages cannot be recycled (31%), that spiral notebooks (11%) and carbonless forms (45%) can be recycled “as is” and that it is not necessary to remove staples, paperclips, and rubber bands from paper prior to recycling (41%). Businesses that received assistance and/or desk-side boxes were slightly more likely than other businesses to know what was recyclable and how to prepare it.

- In addition to recycling assistance, local government specialists were able to assist Metro RIC businesses with evaluating waste prevention activities (17%) and purchasing recycled content products (7%).
- Seven in ten randomly selected businesses and a similar number of businesses included in the Metro RIC were located in the Portland jurisdiction, fewer than one in ten were in Clackamas and 22% each were in Washington County including Beaverton.
- More office-related businesses were surveyed than any other type. Half of the businesses that contacted the Metro RIC had fewer than 10 employees, as did 57% of the randomly selected businesses and 75% of the Gresham businesses (both types combined).
- Most businesses in all four sample types (56% to 69%) said their company is responsible for obtaining and paying for the company’s garbage service. Those that don’t pay for their own garbage service most often said this was the responsibility of the property manager (28% to 35%).
- The vast majority of businesses have some type of paper recycling program at work. Businesses that contacted the Metro RIC (94%) and Gresham businesses that requested recycling boxes (94%) were more likely to have paper recycling than Gresham businesses that did not request boxes (84%) or randomly selected businesses (84%).
- Metro RIC businesses (53%) were significantly more likely than Gresham Box Requestors (33%) to already have desk-side paper recycling boxes before their call to Metro or visit from a Gresham recycling specialist, respectively. Thus, for almost half the businesses reached during the campaign, the Metro desk-side paper recycling boxes added to or replaced existing ones.
- At least two-thirds of respondents said there are desk-side paper recycling boxes by employee desks. Businesses from the random sample were least likely to have these boxes (66%) while those from the Metro RIC sample and Gresham businesses that requested boxes were the most likely to have them (87% and 78% respectively).

- Respondents from the Metro RIC sample (69%) were likely to have either the desk-side or hexagonal boxes Metro distributed during the campaign. Gresham businesses that requested boxes had either the brown Metro-provided boxes (20%) or white boxes received from their local government (33%). Randomly selected businesses and those from Gresham that did not request recycling boxes were less likely to have either the brown or white boxes.
- Most businesses surveyed reported generating and recycling white or colored paper for printers and copiers, mixed scrap paper, paper bags/corrugated cardboard and magazines. Significantly fewer businesses said they generate and/or recycle newspapers.
- Roughly one in three respondents from businesses in all four sample types said employees separate different types of paper into two or more containers for recycling while approximately two-thirds of respondents know paper can be commingled in the same bin. Respondents from businesses that contacted the Metro RIC were significantly more likely to know commingling was okay than their random business counterparts (74% v. 67% random businesses)
- In general, respondents from the Metro RIC sample were the most knowledgeable about what types of paper products are recyclable and what kind of preparation is required to recycle them.
- More than half of the respondents from the Metro RIC sample (55%) and Gresham businesses that requested desk-side recycling boxes (51%) remembered receiving information and assistance with the company's paper recycling program compared with 35% of the other Gresham businesses and 15% of those from the random business sample.
- Businesses that requested boxes were generally *very satisfied* with the process of receiving the boxes (66% Metro RIC sample, 54% Gresham businesses that requested boxes) and *very satisfied* with the quality of the boxes themselves. In Gresham, 17% of the businesses that requested boxes said they never received them.
- Respondents from the Metro RIC sample (36%) were the most likely to recall being visited by a local government recycling specialist followed by Gresham businesses that requested boxes (27%) and then Gresham businesses that did not request boxes (20%). Only a few respondents from the random sample (6%) said a local government recycling specialist visited them.
- While the majority of businesses said their paper recycling levels were unchanged from a year ago, there were significant improvements among businesses that interacted with either Metro or a local government recycling

specialist. 45% of Metro RIC businesses, 41% of Gresham box requestors and 37% of Gresham businesses that did not request boxes said their paper recycling increased in the past 12 months compared with just 22% of those from the random business sample.

- The most commonly cited reasons for increased paper recycling were employee education, business growth, and the presence of desk-side recycling boxes.
- Four in ten businesses that do not currently offer paper recycling were interested in receiving information about how to get free desk-side paper recycling collection boxes or assistance in improving their recycling programs.

## Conclusions

The Recycling Box Outreach Campaign was successful in positively influencing paper recycling practices in the businesses reached during the promotion. Those businesses that contacted the Metro RIC and Gresham businesses included in the door-to-door canvass were more likely than other businesses that recycle paper to have desk-side recycling boxes, to have received additional assistance and to report an increase in paper recycling over the past 12 months. The most dramatic increases in paper recycling were seen among businesses that installed desk-side recycling boxes for the first time, those that received assistance, and businesses in jurisdictions other than Portland.

Respondents who received recycling boxes as part of the campaign were generally satisfied with all attributes of the boxes although one in five Gresham businesses that requested boxes said they did not receive them.

Businesses that contacted Metro for recycling assistance were satisfied with the help they received. About seven in ten respondents from all sample groups said they are very likely to use this service in the future. Businesses that received assistance and desk-side boxes appeared to have a more accurate understanding of what and how to recycle than businesses that did not receive assistance. However, even among businesses that received recycling assistance at least one-quarter of respondents and, in some instances, as many as half, did not know:

- Staples, paper clips and tape do not need to be removed prior to recycling
- Frozen food cartons and paper towels cannot be recycled
- Spiral bound notebooks and carbonless NCR paper can be recycled “as is”.

While the Outreach Campaign was clearly effective in getting businesses with paper recycling programs to increase their level of recovery, it was not clear how effective it was in getting businesses that did not have a paper recycling program to start one. Most respondents at businesses that did not offer paper recycling (80%) understood what could be recycled and how easy it was to prepare materials for recycling. This finding suggests that any efforts to establish paper recycling programs at non-recycling businesses need to focus more on making recycling a convenient and easy service than on education, although education will clearly need to be a component of any outreach effort.

## Recommendations

1. Continue to monitor customer satisfaction with the desk-side recycling boxes. Although no immediate design changes are recommended, the fact that 10% to 15% of respondents were dissatisfied with one or more attributes of the boxes warrants continued evaluation.
2. Make sure there is an ongoing system in place to follow up with businesses to ensure they receive any desk-side recycling boxes and/or recycling assistance requested.
3. Continue active education among businesses that currently offer paper recycling to eliminate confusion about what products are/are not recyclable and how to prepare them for recycling.
4. Target retail establishments, businesses in Washington County and businesses with more than 10 employees for any outreach efforts to establish new paper recycling programs. This latter group is especially important because even though fewer than 10% of these businesses do not have a paper recycling program, they have a disproportionately large impact on regional recycling efforts because there are considerably more employees at these businesses than at the smaller businesses.
5. Include an evaluation component as part of future outreach efforts to quantify the effectiveness of efforts to establish new paper recycling programs at non-recycling businesses.

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# INTRODUCTION

## Background

Metro is the regional government in charge of solid waste recycling and disposal for the Portland metropolitan area. One of Metro's goals is to reduce the amount of waste going into landfills by increasing recycling as well as the purchase and use of recycled materials. Although Metro's paper recycling rate is more than 60%, the region still disposes of approximately 120,000 tons of recyclable paper annually from businesses and multi-family dwellings that do not recycle any paper or do not recycle all the paper that they could. Desk-side paper recycling collection boxes are seen as a key component in increasing the effectiveness of paper recycling collection at businesses. In June 2003, Metro and local governments began a \$90,000 multi-element promotion campaign to distribute free boxes to businesses. The availability of these boxes was promoted through various avenues including:

- Billboards in June-July and September – October 2003 (with bonus boards running through December 2003).
- Radio spots: 10-second messages in June and 30-second ones in September – October 2003.
- E-zine mailing to 7,000 businesses that had requested more information on business services, of which half were contacted in June and the other half in September 2003.
- Mailing to members of the Business Owners and Managers Association (BOMA), the trade association for property managers, in September 2003.
- Media event in Pioneer Square in September 2003.

The call to action for these media elements asked for the businesses to call Metro's Recycling Information Center (RIC). According to Metro, more than 500 businesses called Metro to request boxes or other assistance. RIC customer service representatives recorded the contact information and sent the information to the respective local government recycling specialists on a daily basis. The recycling specialists contacted each business to arrange for a time to deliver the boxes. These specialists also inquired of each business whether it needed additional assistance with its recycling program and if it was interested in a more comprehensive evaluation of its waste reduction activities.

In addition to the media elements listed above, the recycling campaign included:

- Door-to-door cold visits to businesses in Gresham in November – December and in Beaverton from June – December.
- Other promotion activities by local governments, such as newsletters sent directly to businesses in their jurisdiction.
- Displays in Metro Regional Center and other locations that promoted the availability of the boxes.

In Gresham, representatives of the cities went door-to-door to ask businesses if they would like desk-side paper recycling boxes. Of the approximately 480 Gresham businesses visited during November and December, 100 requested either desk-side paper recycling collection boxes or larger centralized paper recycling containers (hex boxes). Some businesses requested a comprehensive evaluation of their waste reduction programs.<sup>1</sup>

In March 2004, Metro contracted with the Gilmore Research Group to conduct 200 interviews with businesses that contacted Metro and/or were contacted by a recycling specialist during the promotion and 200 interviews with businesses randomly selected from a purchased database. The major objectives of the survey were:

1. To determine awareness of Metro's media campaign among a sample of randomly selected regional businesses (population  $\approx$  40,000)
2. To determine current paper recycling collection levels and changes in paper recycling behavior that resulted from the campaign
3. To determine user satisfaction with the waste reduction services received including the delivery of the desk-side boxes, the use of the boxes, and any additional technical assistance provided by local governments
4. To determine the opportunities for additional outreach to businesses, including the need for additional boxes, other resources, or the desire to recycle other materials.

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<sup>1</sup> Metro Paper Recycling Box Campaign Survey 2004: Scope of Work

## Methodology

### Questionnaire and Sample Design

Metro staff developed the original draft of the survey. Gilmore Research Group worked with Metro staff to refine the survey goals, objectives, and questionnaire. The ninth draft of the survey was programmed into Gilmore's computer assisted telephone interviewing (CATI) system and pre-tested on June 10, 2004. Final revisions were made to the survey based on results of the pretest.

Metro provided four types of sample for the survey with quotas for each sample type as shown in Table 1.

	<b>Quota</b>
Gresham businesses that requested recycling boxes	50
Gresham businesses that did not request boxes	50
Businesses that called the Metro Recycling Information Line during the campaign (excluding Gresham, Fairview, and Troutdale)	100
Businesses randomly selected from a purchased database	<u>200</u>
<b>Total</b>	<b>400</b>

### Fielding

Gilmore Research Group (Gilmore) conducted 415 telephone interviews with area businesses between June 10 and June 25, 2004. For every survey, interviewers asked to speak either with the contact person listed in the sample database or, if no contact was provided or the contact was not available, with the person identified as responsible for overseeing the company's recycling and garbage services.

In nearly all cases, businesses listed in the Metro Recycling Information Center (RIC) sample included the name of the person who contacted Metro originally to request boxes or other recycling assistance. Gilmore interviewers attempted to reach these individuals to participate in the survey. Of the 104 total interviews completed from this sample group, 65% were completed with the original contact, 32% were completed with someone other than the original contact, and 3% did not provide a name either when they called Metro originally or during the interview itself. It is important to note that interviewing took place six to 12 months after these businesses contacted Metro.

Among those surveyed from the two Gresham samples, 52% of the interviews were completed with the contact person listed in the sample database and 25% were completed with someone other than the listed contact. A contact name was not provided for the other 22% of the Gresham businesses that were surveyed.

Gilmore was able to achieve the quotas set for all sample types except businesses from Gresham that requested recycling boxes. Gilmore staff made up to twelve attempts to reach respondents at each business with an average of 3 attempts per completed interview. The average length of the survey was 8.3 minutes. The outcome of each call by sample type is shown in Table 2.

The overall completion rate was 38% on all usable sample attempted (completed interviews/usable phone numbers). The overall cooperation rate among respondents contacted (completed interviews/total contacted) was 58% with the highest cooperation among Metro RIC respondents. The completion and cooperation rates for each sample type are shown at the bottom of Table 2.

	<b>Total</b>	<b>Random</b>	<b>Metro RIC</b>	<b>Gresham Box Requestors</b>	<b>Gresham Businesses That Did Not Request Boxes</b>
<b>Total Sample Attempted</b>	<b>1,234</b>	<b>696</b>	<b>294</b>	<b>100</b>	<b>144</b>
Disconnected	61	42	6	1	12
Residential/FAX	40	24	3	6	7
Wrong number	24	13	7	1	3
Duplicate number	29	28	0	0	1
<b>Subtotal Non-working</b>	<b>154</b>	<b>107</b>	<b>16</b>	<b>8</b>	<b>23</b>
<b>Usable Sample</b>	<b>1,080</b>	<b>631</b>	<b>278</b>	<b>92</b>	<b>121</b>
No answer	15	8	5	0	2
Answering machine	146	65	59	6	16
Qualified respondent not available	183	99	52	14	18
Busy	15	7	4	0	4
<b>Subtotal No Contact</b>	<b>359</b>	<b>179</b>	<b>120</b>	<b>20</b>	<b>40</b>
<b>Total Sample Contacted</b>	<b>721</b>	<b>452</b>	<b>158</b>	<b>73</b>	<b>81</b>
Refusals	202	125	34	22	21
Terminate/Incomplete	19	14	4	1	0
<b>Subtotal Refusals/Incomplete</b>	<b>221</b>	<b>139</b>	<b>38</b>	<b>23</b>	<b>21</b>
Not qualified over-quota	42	28	12	0	2
Not qualified language/hearing problem	18	16	0	0	2
Not qualified miscellaneous	25	16	4	0	5
<b>Subtotal Not Qualified</b>	<b>85</b>	<b>60</b>	<b>16</b>	<b>0</b>	<b>9</b>
<b>Total Completed Interviews</b>	<b>415</b>	<b>211</b>	<b>104</b>	<b>49</b>	<b>51</b>
<b>Completion Rate*</b>	<b>38%</b>	<b>33%</b>	<b>37%</b>	<b>53%</b>	<b>42%</b>
<b>Cooperation Rate**</b>	<b>58%</b>	<b>47%</b>	<b>66%</b>	<b>67%</b>	<b>63%</b>
* Completed Interviews/Usable sample					
** Completed Interviews/Total Sample Contacted					
<i>May not sum to 100% due to rounding</i>					

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## **Analysis**

Because the survey sample was drawn from four discrete populations, the results are usually analyzed as separate segments with comparisons drawn between groups as appropriate—especially between businesses that contacted the Metro RIC and those selected at random. Some results are reported in aggregate (all sample types combined) when the effect of a specific activity is being analyzed. For example when evaluating whether providing paper recycling boxes is associated with an increase in paper recycling, the results of all sample types are cited.

The survey was not able to explore bias in the results, which could have been identified by asking a few key questions to the businesses that refused to participate in the survey. The refusal rate (including incomplete or terminated surveys) averaged 30% over all four sample groups, with a low of 24% for the Metro RIC callers.

The maximum margin of error at the 95% confidence level for each of the populations surveyed is as follows:

- Gresham businesses that requested boxes  $\pm$  14.0%
- Gresham businesses that did not request boxes  $\pm$  13.7%
- Businesses that contacted the Metro Recycling Information Center  $\pm$  9.6%
- Randomly selected businesses  $\pm$  6.7%

Significant differences between subgroups are reported at the 95% level of confidence unless otherwise noted.

## DETAILED FINDINGS

### Business Profile

Table 3 presents a summary of the questions profiling businesses in the four sample types. As shown, approximately seven in ten randomly selected businesses (69%) and an equal number of businesses that contacted the Metro RIC are in the Portland jurisdiction with the remainder in Beaverton, Washington County (not including Beaverton) and Clackamas County. All of the Gresham businesses are located in the East Multnomah County jurisdiction.

The majority of businesses in all four sample types were office-related. Gresham businesses were significantly more likely to be office-related than those from the random business sample. In Gresham and among random businesses, retail stores was the second most common type of business while manufacturing was second among those who contacted the Metro RIC.

Gresham businesses tended to be much smaller on average than those in either the random sample or the Metro RIC sample.

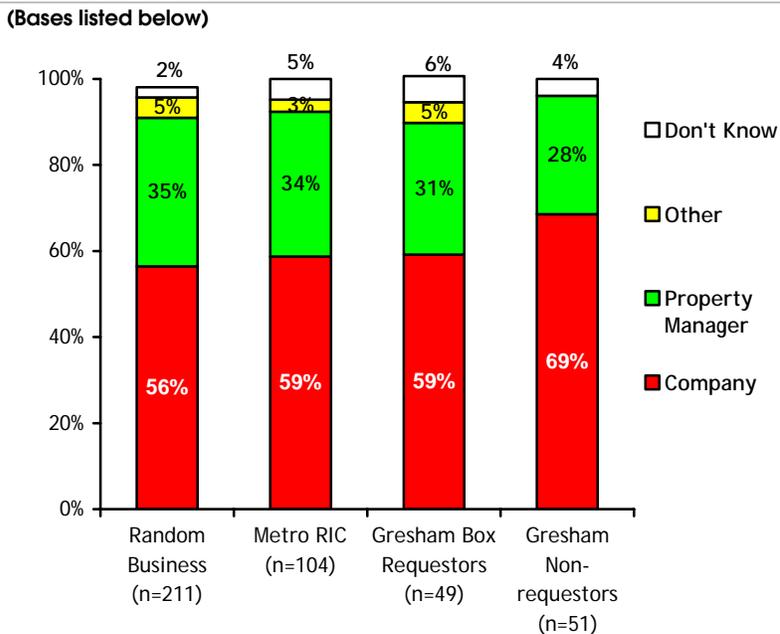
<b>(Base)</b>	<b>Random (211)</b>	<b>Metro RIC (104)</b>	<b>Gresham Box Requestors (49)</b>	<b>Gresham Businesses That Did Not Request Boxes (51)</b>
<b>Jurisdiction</b>				
Portland	69%	70%	0%	0%
East Multnomah County	0	0	100	100
Clackamas County	9	8	0	0
Washington County (not including Beaverton)	14	19	0	0
Beaverton	8	3	0	0
<b>Type of Business</b>				
Office related (financial, medical, professional services)	45%	53%	65%	52%
Retail store	13	9	16	11
Personal services (hairdresser, plumber)	10	10	2	11
Manufacturer	9	11	2	8
Hospital / Medical clinic	9	3	14	6
Wholesale / Warehouse	6	8	0	6
School, library, educational	3	7	0	4
Restaurant, fast food, grocery	3	0	0	2
Hotel / Motel	1	0	0	1
Other	1	1	0	1
<b>Number of Employees</b>				
0 to 9	57%	50%	80%	71%
10 to 49	27	34	10	22
50 or More	13	15	6	6
<b>Average number of employees</b>	<b>30</b>	<b>26</b>	<b>9</b>	<b>12</b>
<b>May not sum to 100% due to rounding.</b>				

# Recycling Practices

## Party Responsible for Recycling

Most businesses surveyed in all four sample groups indicate the company or their property management firm is responsible for obtaining and paying for the company's garbage service. A few businesses share the garbage service with another company or do not have garbage service. Some use residential garbage service (Figure 1).

**Figure 1**  
**Party Responsible for Obtaining and Paying for Company Garbage Service**  
 All respondents



**Question 3A:** Who is responsible for obtaining and paying for your company's garbage service? Is it your company or someone else?

May not sum to 100% due to rounding.

## Ability to Recycle at Work

The vast majority of businesses have some type of paper recycling program at work. Businesses that contacted the Metro RIC (94%) and Gresham businesses that requested recycling boxes (94%) were more likely than Gresham businesses that did not request boxes (84%) or randomly selected businesses (84%) to have some type of paper recycling program (Figure 2).

Most of the businesses that indicated they do not have a paper recycling program (30 out of 47 total) were from the random business sample—often retail establishments (8) or office-related (6). Most of the other companies from the random business sample that do not recycle were healthcare, manufacturing, or personal services businesses (4 of each type).

Six of the 8 Gresham businesses from the non-requestor sample that do not have a way to recycle paper at work were office-related.

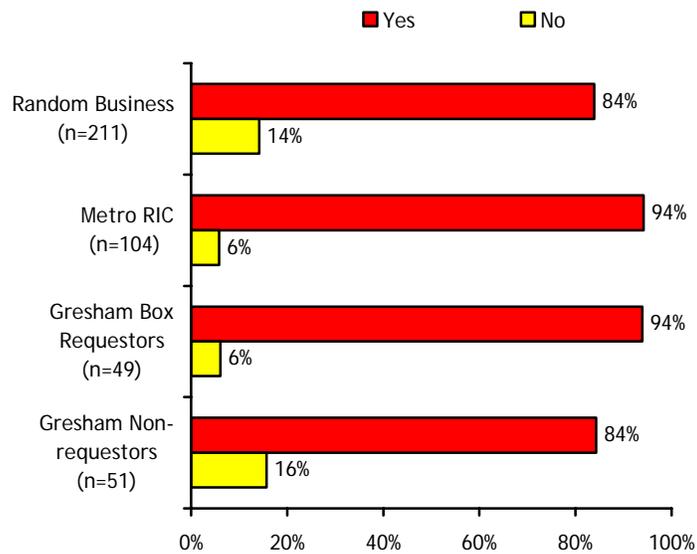
### Random Business Sample

For the random business sample, Portland businesses were significantly more likely than Washington County businesses (excluding Beaverton) to have a paper recycling program at work (89% and 67% respectively). Also, larger businesses with 10 or more employees were significantly more likely to have paper recycling than smaller businesses. Finally, offices were more likely to be found in the paper recycling group contrasted with retail establishments that represented a disproportionately large fraction of the non-recycling businesses.

In Portland, all businesses with 50 or more employees (100%) reported having a paper recycling program compared to 84% of those with fewer than 10 employees (significant at the 90% confidence level) and 94% of mid-size businesses. Office-related

**Figure 2**  
**Ability to Recycle Paper at Work**  
All respondents

(Bases listed below)



**Question 4:** Do you have a way to recycle paper at work?

Don't know responses not shown.

businesses (94%) were significantly more likely than retail (75%) or wholesale businesses (71%) to offer paper recycling at work.

The number of businesses interviewed from Washington County (excluding Beaverton) was not large enough to draw similar statistically valid comparisons.

### Metro RIC Sample

There were no characteristics that differentiated Metro RIC businesses that offer paper recycling from those that do not at either the 95% or 90% confidence level.

### Gresham Samples

The difference in recycling ability between Gresham businesses that requested boxes and those that did not is not statistically significant at or above the 90% confidence level.

Table 4 shows the number and percentage of businesses that offer paper recycling at work by jurisdiction, business type and business size. Results should be interpreted with caution due to the small number of respondents in most cells.

(Base)	Random (211)		Metro RIC (104)		Gresham Box Requestors (49)		Gresham Businesses That Did Not Request Boxes (51)	
	n	Percent	n	Percent	n	Percent	n	Percent
<b>Jurisdiction</b>								
Portland	130	<b>89%</b>	68	93%	---	---	---	---
East Multnomah County	---	---	---	---	46	94%	43	84%
Clackamas County	15	83	8	100	---	---	---	---
Washington County (excluding Beaverton)	20	<b>67</b>	19	95	---	---	---	---
Beaverton	12	71	3	100	---	---	---	---
<b>Type of Business</b>								
Office related	86	<b>91%</b>	54	98%	31	97%	30	83%
Retail store	19	<b>68</b>	8	89	6	75	3	75
Manufacturer	15	79	10	91	1	100	3	100
Personal services	18	82	9	90	1	100	2	67
Wholesale	5	75	7	88	---	---	---	---
School	7	100	6	86	---	---	---	---
Other	23	82	4	100	7	100	5	100
<b>Number of Employees</b>								
0 to 9	94	<b>78%</b>	51	96%	37	95%	31	86%
10 to 49	51	<b>90</b>	32	91	4	80	10	91
50 or More	26	<b>93</b>	15	94	3	100	2	67

**Question 4:** Do you have a way to recycle paper at work?

\*Interpret with caution due to small number of responses (<30) in most cells. Significant differences between groups in the Random sample are shown in bold.

## Desk-side Recycling Boxes

### Presence of Desk-Side Boxes

Respondents who said they have a way to recycle paper products at work were asked if company employees have paper recycling collection boxes by their desks. As Figure 3 shows, employees in most businesses surveyed have desk-side recycling boxes. Companies in the random business sample were significantly less likely to have desk-side recycling boxes than those who contacted the Metro RIC (66% and 87% respectively).

Companies from the random business sample that have ten or more employees were significantly more likely to have desk-side recycling boxes

for *all* of their workers than those with fewer than ten employees (78% and 56% respectively).

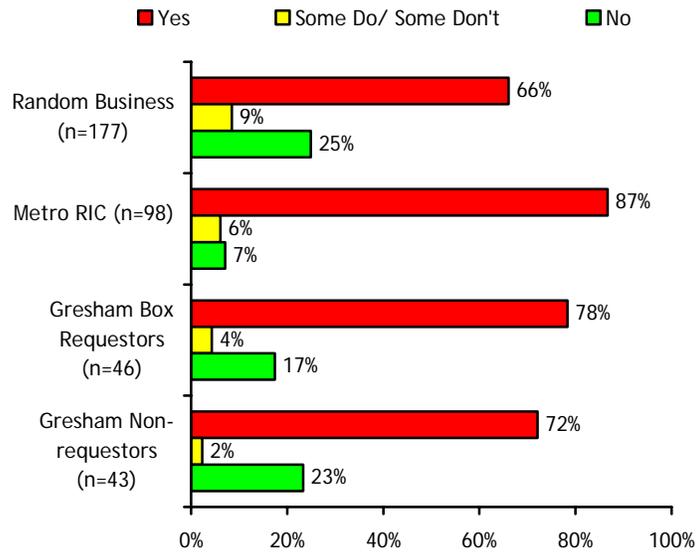
More than eight in ten Beaverton businesses from the random business sample (83%) reported having desk-side recycling boxes for *all* employees compared to 73% of Clackamas businesses from this sample group, 65% of Washington County businesses and 64% of Portland businesses. With the exception of Portland, none of these differences is statistically significant (Portland is significant at the 90% confidence level). It is not surprising that a higher percentage of Beaverton employees have desk-side recycling boxes given that the Beaverton desk-side box distribution program began almost two years before the regional outreach program. The percentage of Beaverton businesses with desk-side recycling also compares favorably to the combined Gresham samples (75% had desk-side recycling boxes for all employees).

**Figure 3**

#### Presence of Desk-side Recycling Boxes

Respondents who have a way to recycle paper at work

(Bases listed below)



**Question 11:** Do employees at your company have paper recycling collection boxes by their desks?

Don't know responses not shown.

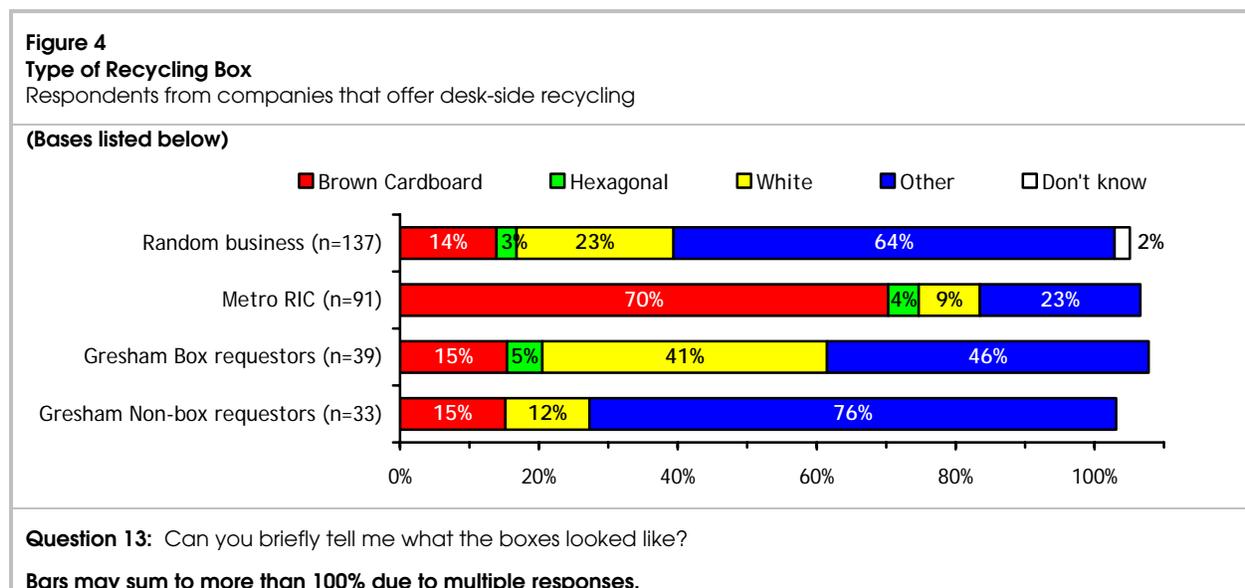
May not sum to 100% due to rounding.

### Description of Desk-side Boxes

A variety of desk-side and tall hex paper recycling boxes are routinely distributed by haulers, private paper recycling companies and government recycling specialists in response to requests from businesses. For the outreach campaign, a signature brown cardboard box with 50% recycled content was developed for distribution. Some jurisdictions used up their current box inventory before going to the campaign's brown box. In addition, government recycling specialists used the brown desk-side boxes to fill box requests after the campaign ended. To identify boxes distributed as part of the campaign, respondents from companies with desk-side recycling boxes were asked to briefly describe them. The survey tracked three types of boxes:

- Brown cardboard boxes with “Recycle” printed in a circle on 3 three sides in brown ink
- Tall hexagonal boxes with “Recycle” printed on 3 sides in brown ink
- White boxes

Boxes that did not match one of these descriptions were classified as “Other”. Seven in ten respondents from the Metro RIC sample (70%) said they had the brown cardboard boxes compared with just 14% or 15% of the other sample groups. Gresham box requestors were the employers who most often said they had white recycling boxes (41%), significantly more than any other sample type. Respondents from Gresham businesses that did not request recycling boxes and those from the random business group were significantly more likely to have boxes that do not match the description of the recycling boxes distributed as part of the regional paper recycling campaign (Figure 4). A picture of the Metro recycling box is included in the Appendix.



### Reasons for Not Having Desk-side Boxes

When asked why all employees do not have desk-side recycling boxes, the most common response from businesses in three of the four sample groups was that they have boxes that are centrally located. The most common reason mentioned by Gresham businesses that requested boxes was that not all employees have desks. This was the second most common reason mentioned by respondents in the other three groups.

Other reasons given were lack of space, don't generate enough paper, small business, and don't think they would be effective.

The survey did not ask if businesses with the central paper recycling containers provided employees with desk-side baskets for garbage. This would be a good control question for future surveys. In general, recycling is most successful when it is as, or more, convenient than garbage disposal.

### Box Provider

Respondents from companies that have desk-side paper recycling were asked who provides the collection boxes. Not surprisingly, respondents from the Metro RIC sample group (54%) most commonly mentioned their local government or Metro followed by their company (23%). Respondents from the Gresham box requestor group said either their waste hauler (33%) or their local government/Metro (28%) provided the boxes. Respondents from the random business sample (58%) and Gresham businesses that did not request recycling boxes (50%) most often said the company provides them. Nine percent of respondents from the random business sample said their building owner/property manager provides the boxes. Other providers mentioned by fewer than five respondents in any sample group include a private paper recycling company, a janitorial service, or employees provide their own.

## Paper Products Generated

In an effort to identify the types of paper products available for recycling, all respondents were read a list of paper products and asked if their company generates each type. The survey found that nearly all businesses generate paper for printers and copiers followed by mixed scrap paper. Those companies that contacted the Metro RIC were significantly more likely than random businesses to generate paper used for printers and copiers.

Both random businesses and those from the Metro RIC sample were more likely to say they generate paper bags and corrugated cardboard than Gresham companies that requested recycling boxes. (Figure 5).

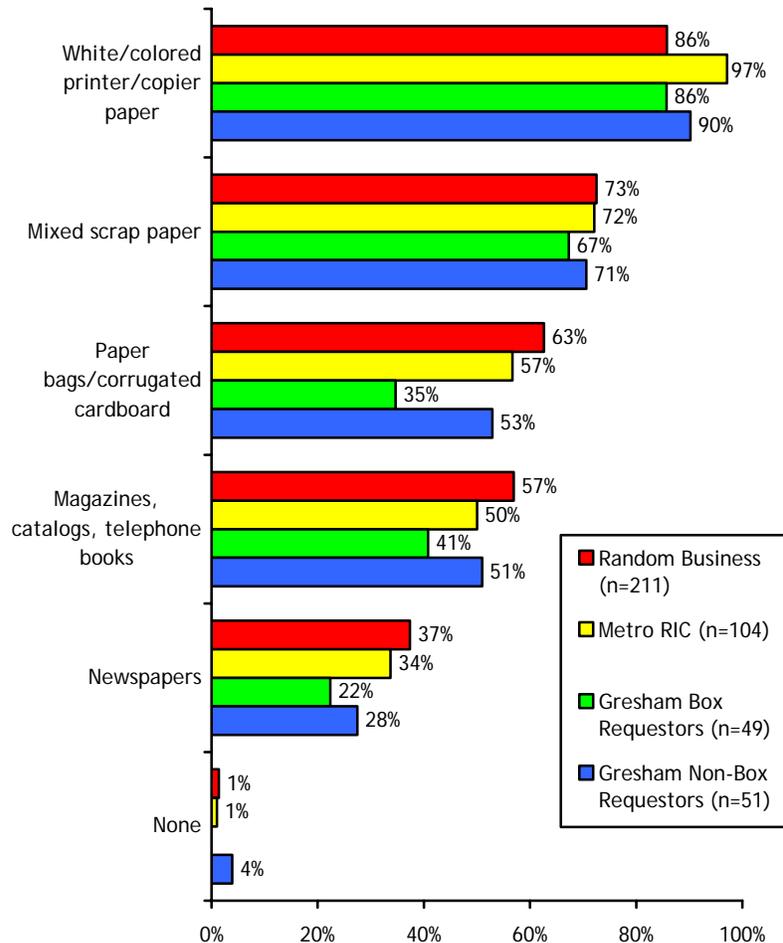
Companies from the random business sample were also significantly more likely than Gresham businesses that requested recycling boxes to generate magazines/catalogs and newspapers.

Schools, office-related businesses and wholesale businesses were the types of businesses most likely to say they generate printer/copier paper (100%, 93%, 95% respectively). In fact, schools were significantly more likely than other kinds of business to generate all types of recyclable paper as were businesses with over 50 employees.

Manufacturing and personal services companies were more likely than retail businesses to say they generate magazines and catalogs (65% and 67% v. 39%) or newspapers (44% and 47% v. 14%).

**Figure 5**  
Recyclable Paper Products Generated by Sample Type  
All respondents

(Bases listed below)



**Question 3:** Which of the following types of scrap paper does your company regularly generate as part of doing business?

“Don’t know” responses not shown.

## Paper Products Recycled

### Types of Paper Recycled

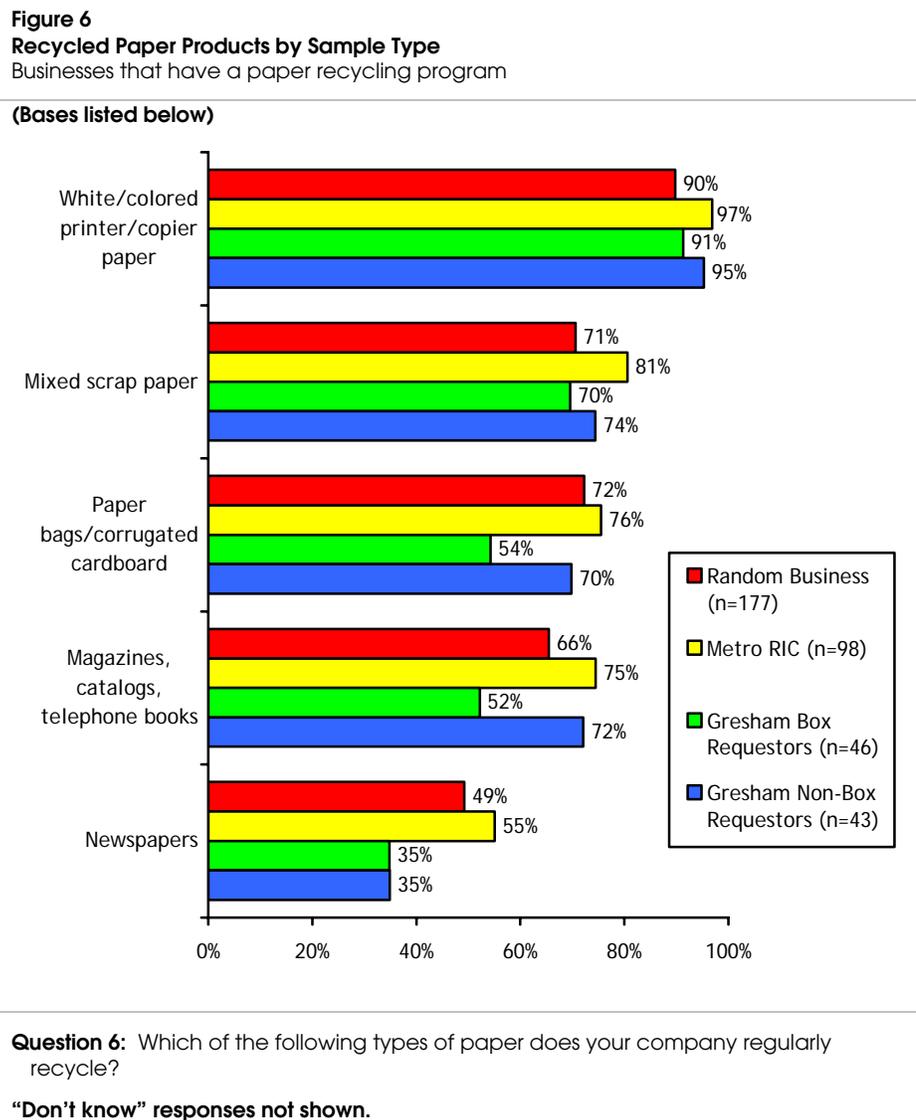
Respondents who said they had a way to recycle paper products at work were asked which products their companies regularly recycle. Not surprisingly, the types of paper most commonly recycled are the same as the types of paper most businesses generate.

Metro RIC businesses were significantly more likely than those from the random business sample to recycle printer/copier paper (95% confidence level). This finding

corresponds with the fact that Metro RIC businesses were also more likely to report generating printer/copier paper.

More importantly, Metro RIC businesses were significantly more likely (90% confidence level) than those from the random business sample to recycle mixed scrap paper even though both groups were equally likely to say their companies generate mixed scrap paper. Mixed scrap paper was the main grade of paper targeted by the outreach campaign. Metro RIC and companies from the random business sample were significantly more likely than Gresham businesses that did not request paper recycling boxes to say they recycle paper bags/corrugated cardboard (Figure 6).

Several differences were noted in the survey with respect to the grades of paper each size and type of business recycles. When looking at business type across all four samples the survey found:



- Businesses with 50 or more employees were more likely than smaller businesses to say they recycle mixed scrap paper (91%), paper bags/corrugated cardboard (89%), magazines/catalogs/telephone books (78%), and newspapers (74%).
- Manufacturing companies were significantly more likely than retail or personal services businesses to recycle printer/copier paper (97% v. 81% and 80% respectively). Manufacturers were also more likely than office-related businesses to recycle paper bags/corrugated cardboard (90% v. 65%).
- Office-related businesses were more likely than retail establishments to say they recycle mixed scrap paper (75% v. 56%), magazines/catalogs/telephone books (69% v. 44%), and newspapers (50% v. 28%).
- Schools, which were more likely to generate every type of recyclable paper queried in the survey, were also more likely than average to say they recycle all the types mentioned.

Table 5 illustrates the differences in paper recycling by business type for the two largest sample groups, the random business sample and the Metro RIC sample.

<b>Table 5</b>						
<b>Percentage of Businesses that Recycle Each Grade of Paper by Business Type</b>						
Random Business and Metro RIC Respondents						
	<b>Office (86)</b>	<b>Retail* (19)</b>	<b>Manufac- -turing* (15)</b>	<b>Personal Services* (18)</b>	<b>Whole- sale* (9)</b>	<b>School* (7)</b>
<b>(Base)</b>						
<b>Random Business Sample</b>						
White and colored paper	94%	68%	100%	72%	100%	100%
Paper bags/corrugated cardboard	67	84	87	78	78	86
Mixed scrap paper	74	37	67	78	56	100
Magazines, catalogs, telephone books	70	32	87	72	33	86
Newspapers	54	26	53	50	44	86
<b>(Base)</b>						
<b>Metro RIC Sample</b>						
White and colored paper	94%	100%	100%	100%	100%	100%
Paper bags/corrugated cardboard	70	88	90	56	86	83
Mixed scrap paper	80	75	80	78	86	83
Magazines, catalogs, telephone books	74	75	80	67	71	67
Newspapers	54	50	60	44	43	67
<b>Question 6:</b> Which of the following types of paper does your company regularly recycle?						
<b>Multiple responses accepted.</b>						
<b>*Interpret with caution due to small cell sizes.</b>						

### Sorting Scrap Paper for Recycling

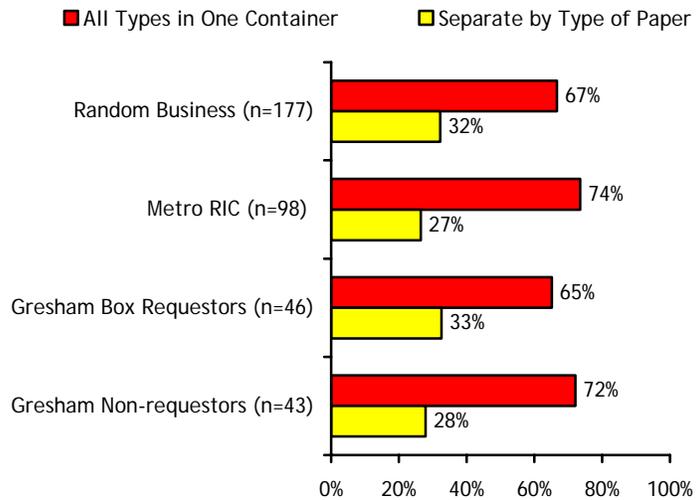
Representatives from businesses that offer some type of paper recycling were asked if employees mix all scrap paper in one container (commingle) or separate the paper by type into two or more containers. As Figure 7 shows, the majority of respondents from all four samples indicated they mix scrap paper in one container. There were no significant differences between sample types with regard to sorting scrap paper prior to recycling.

Beaverton businesses were significantly more likely to commingle (87%) than businesses in Portland (68% at 95% confidence interval), Gresham (69% at 90% confidence interval) and Washington County (64% at 90% confidence interval). More than three in four Clackamas businesses (78%) reported commingling, which was not significantly different from businesses in other locations.

**Figure 7**  
**Sorting Scrap Paper for Recycling**

Respondents who have a way to recycle paper at work

(Bases listed below)

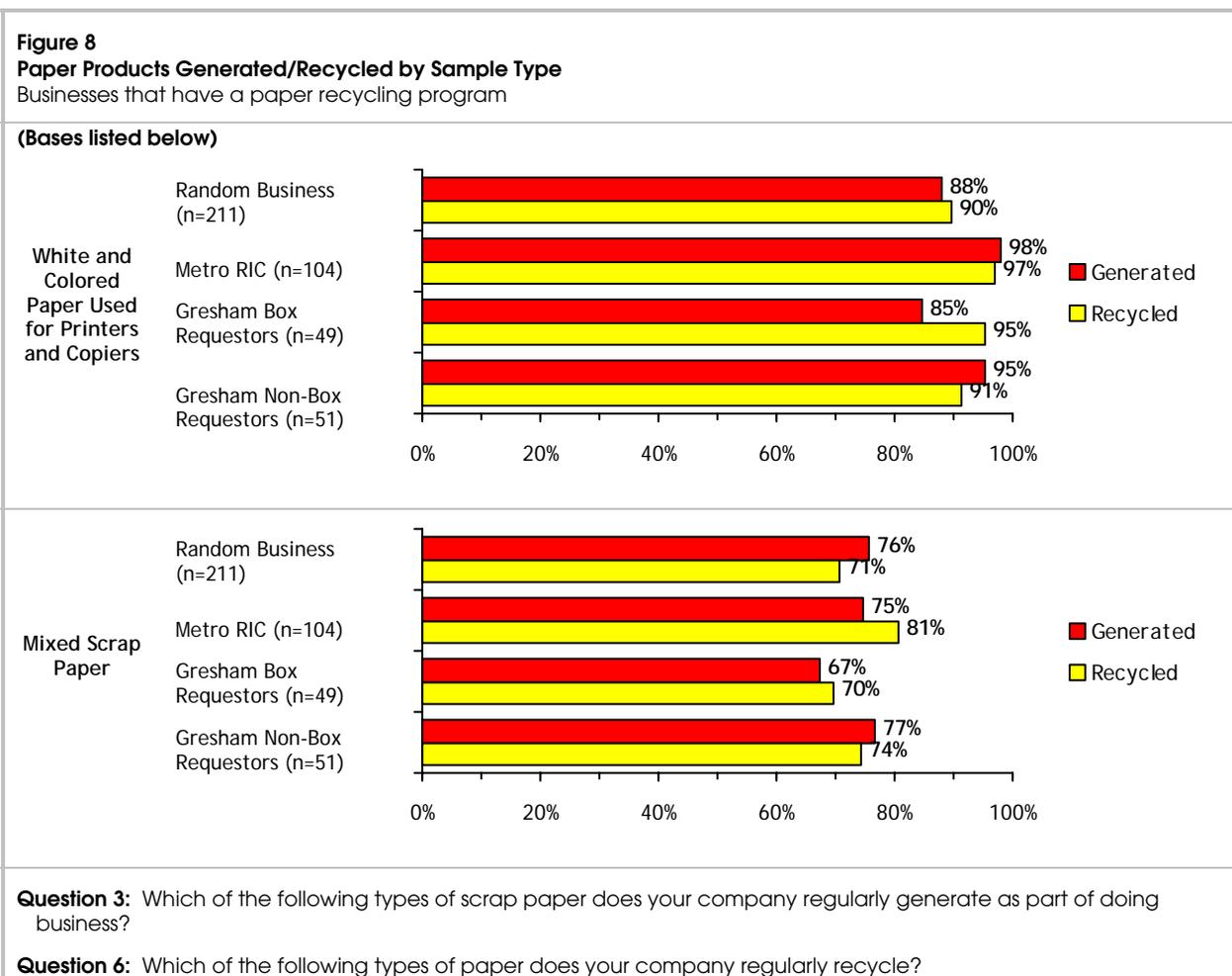


**Question 10:** When preparing scrap paper for recycling, do employees put all types of paper into one container or separate different types of paper into two or more containers?

Don't know responses not shown. May not sum to 100% due to rounding.

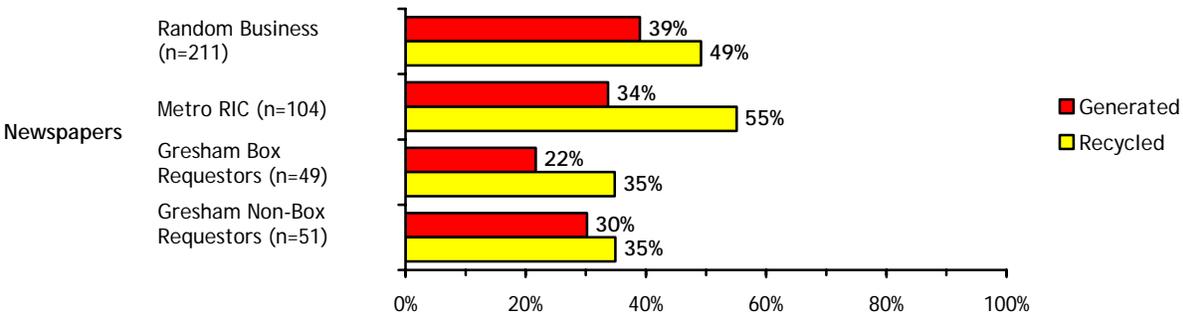
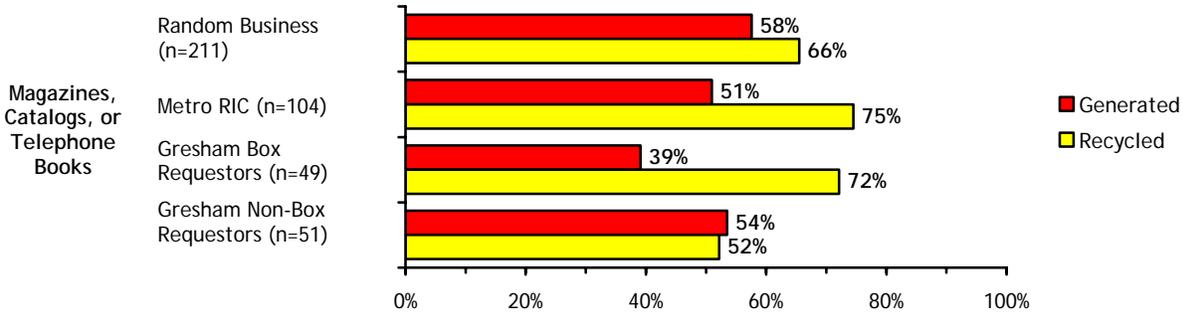
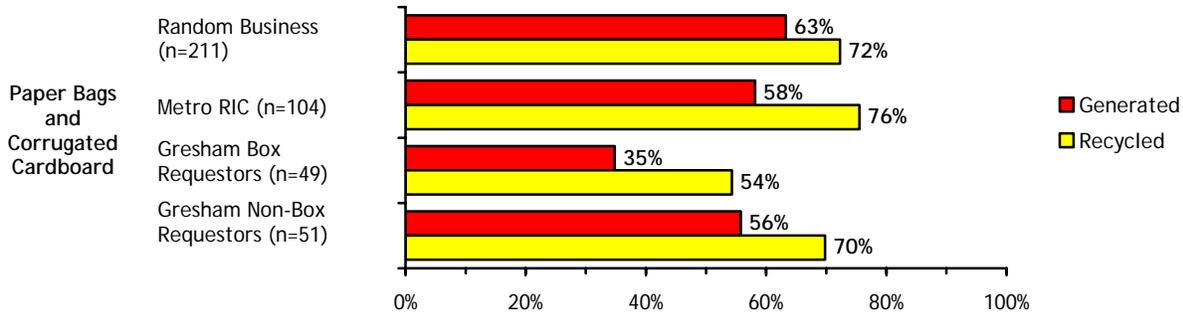
### Types of Paper Generated and Recycled

To better understand recycling practices at businesses that have some type of paper recycling program the types of paper generated and recycled were plotted by sample type. As Figure 8 shows, businesses often reported recycling types of paper that respondents said their companies do not “regularly generate as a part of doing business”. It may be that some respondents understood the word “generate” to be synonymous with “create” and consequently answered that their company does not “generate” a particular type of paper that it recycles. For example, a respondent may say the company does not “generate” cardboard even if the business receives packaged goods in cardboard boxes. Another interpretation may be that businesses allow paper products that originate elsewhere (such as employees bringing personal newspapers from home) to be disposed of in the company recycling bins.



**Figure 8 (Continued)**  
**Paper Products Generated/Recycled by Sample Type**  
 Businesses that have a paper recycling program

(Bases listed below)



**Question 3:** Which of the following types of scrap paper does your company regularly generate as part of doing business?

**Question 6:** Which of the following types of paper does your company regularly recycle?

### Types of Paper Businesses Would Like to Recycle

All respondents were asked if there are any types of paper or paper items their businesses currently throw away that they would like to be able to recycle. More than 80% of respondents from all four sample types could not think of other paper products they would like to recycle. The most commonly mentioned paper product respondents were not currently recycling was printer/copier paper. Most of the

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respondents who mentioned printer/copier paper work for companies that do not offer paper recycling. For example, 7 of the 30 businesses in the random business sample that did not have a way to recycle paper at work (23%) said they would like to recycle printer and copier paper and 13% (4 respondents) would like to recycle cardboard.

Among companies that do recycle, the most common products respondents would like to be able to recycle are office paper such as carbon paper and blueprints (5% Metro RIC respondents, 4% random business sample) and food containers (5% of Metro RIC respondents, 3% random business sample). Gresham businesses would like to recycle telephone books (6% non-box requestors, 4% box requestors). Other items mentioned by fewer than ten respondents (all four sample types combined) were: slick or glossy paper, paper towels and tissue, cardboard, and Styrofoam cups and packing peanuts.

## Understanding of Recycling

All respondents were asked a series of questions about specific paper products to gauge their knowledge of recycling in the Portland area. For each product mentioned, respondents were asked if the product could be recycled “as is”, needed special preparation before recycling or could not be recycled.

As Table 6 shows, the majority of respondents in all four sample groups correctly

understood that envelopes with plastic windows and paperboard boxes can be recycled “as is”. Businesses that contacted Metro’s Recycling Information Center were significantly more likely than those from the random business sample to say envelopes with plastic windows can be recycled “as is”.

Respondents in all four groups tended to split on the question concerning spiral notebooks with more than 30% in each group saying they need to be specially prepared for recycling (i.e. remove the spiral binding) and a similar number saying they cannot be recycled. According to Metro recycling staff, spiral bound notebooks are recyclable “as is”.

Businesses that contacted the Metro Recycling Information Center were significantly more likely than those from the random sample to correctly say that paper towels

**Table 6**

**Understanding of Recycling in Portland Metro Area**

All respondents

	Random Business (211)	Metro RIC (104)	Gresham Box Requestors (49)	Gresham Non-Box Requestors (51)
<b>(Base)</b>				
<b>Spiral bound notebooks</b>				
Recycled as is	11%	13%	22%	10%
Must be specially prepared	34	37	31	39
Cannot be recycled	34	39	25	39
Don't know	22	13	22	12
<b>Paper towels</b>				
Recycled as is	35%	22%	33%	28%
Must be specially prepared	1	2	2	6
Cannot be recycled	48	64	45	57
Don't know	16	13	20	10
<b>NCR or carbonless paper forms</b>				
Recycled as is	45%	40%	45%	45%
Must be specially prepared	6	2	8	12
Cannot be recycled	19	28	16	24
Don't know	31	30	31	20
<b>Frozen food boxes</b>				
Recycled as is	31%	34%	33%	31
Must be specially prepared	14	15	12	24
Cannot be recycled	31	32	31	35
Don't know	23	18	25	10
<b>Envelopes with plastic windows</b>				
Recycled as is	57%	71%	51%	63%
Must be specially prepared	16	9	22	24
Cannot be recycled	14	13	8	10
Don't know	14	8	18	4
<b>Paperboard boxes for office products</b>				
Recycled as is	71%	65%	76%	59%
Must be specially prepared	22	30	20	37
Cannot be recycled	1	3	0	4
Don't know	7	2	4	0

**Question 7:** Now I'm going to read some questions to check your understanding of recycling in the Portland Metro area. For each of the following paper products, please tell me if the product can be recycled as is, has to be specially prepared for recycling or cannot be recycled.

**May not sum to 100% due to rounding. Correct responses are shaded.**

cannot be recycled (65% and 48% respectively). One in three respondents from the business sample thought paper towels could be recycled “as is”.

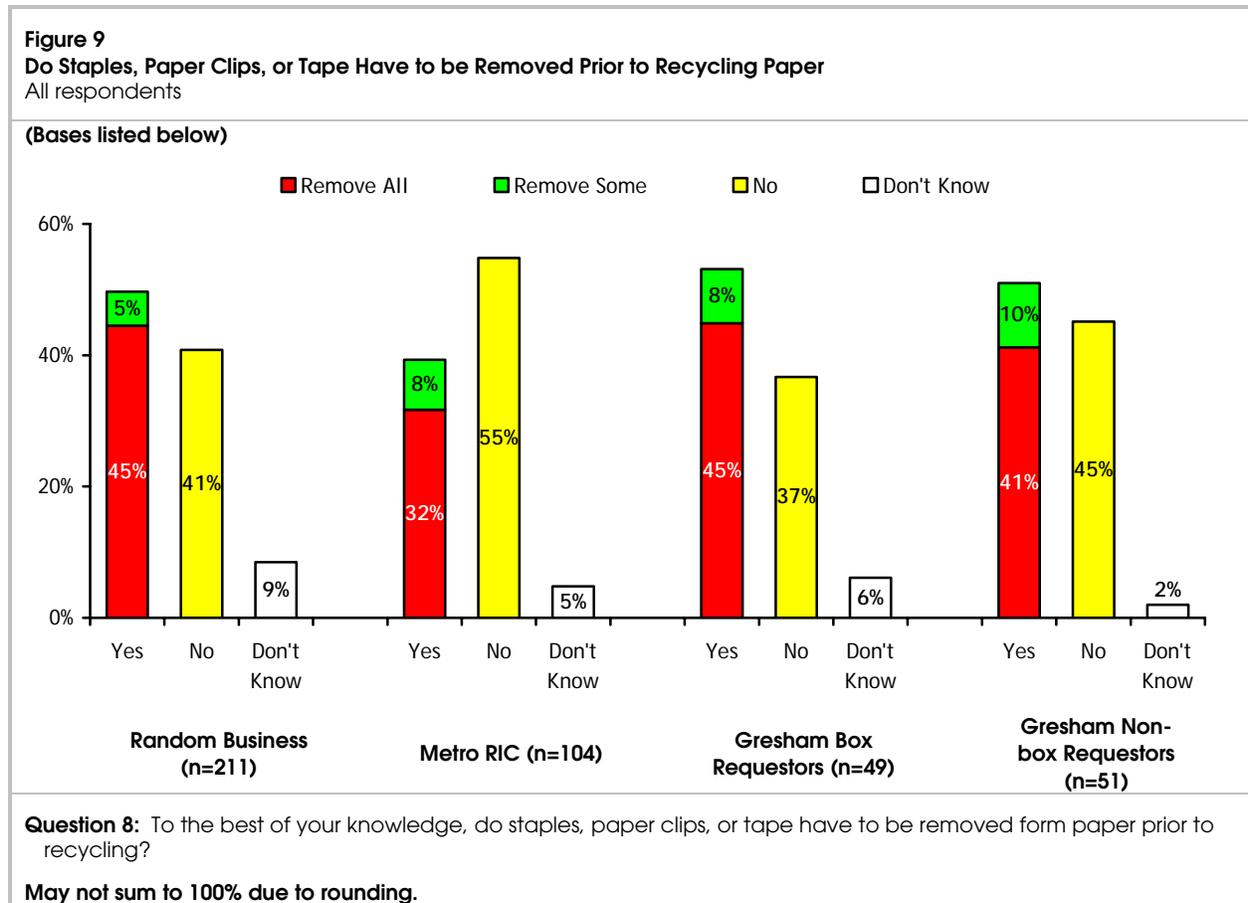
About two in five respondents from all four sample types combined (44%) thought NCR or carbonless paper could be recycled “as is”. Nearly one in three respondents (27%) either did not know NCR paper could be recycled or did not know how to prepare it for recycling.

Frozen food boxes were another area of confusion for respondents in all four sample groups. About a third of the respondents in each group thought frozen food boxes could be recycled “as is” and a similar number correctly said frozen food boxes could not be recycled.

<b>Table 7</b>				
<b>Understanding of Recycling in Portland Metro Area</b>				
Respondents who do not have a way to recycle paper at work				
	<b>Random Business*</b>	<b>Metro RIC*</b>	<b>Gresham Box Requestors*</b>	<b>Gresham Non-Box Requestors*</b>
<b>(Base)</b>	<b>(34)</b>	<b>(6)</b>	<b>(3)</b>	<b>(8)</b>
<b>Newspapers</b>				
Recycled as is	27	6	3	5
Must be specially prepared	0	---	---	---
Cannot be recycled	3	---	---	1
Don't know	3	---	---	2
<b>Paper bags and corrugated cardboard</b>				
Recycled as is	28	4	2	4
Must be specially prepared	2	2	1	3
Cannot be recycled	1	---	---	1
Don't know	3	---	---	---
<b>Magazines, catalogs, or telephone books</b>				
Recycled as is	26	5	1	6
Must be specially prepared	2	1	2	---
Cannot be recycled	2	---	---	1
Don't know	4	---	---	1
<b>White and colored paper used for printers and copiers</b>				
Recycled as is	29	6	1	3
Must be specially prepared	1	---	2	1
Cannot be recycled	1	---	---	2
Don't know	3	---	---	2
<b>Mixed scrap paper</b>				
Recycled as is	22	4	1	6
Must be specially prepared	3	---	2	1
Cannot be recycled	2	1	---	1
Don't know	7	1	---	---
<b>Question 7:</b> Now I'm going to read some questions to check your understanding of recycling in the Portland Metro area. For each of the following paper products, please tell me if the product can be recycled as is, has to be specially prepared for recycling or cannot be recycled.				
<b>Reported in number of actual responses rather than percentages due to small sample size. Interpret with caution. Correct responses are shaded.</b>				
<b>“Refused” responses not shown.</b>				

Respondents who said they do not have a way to recycle paper products at work were also asked about recycling types of paper commonly found in a business environment. As Table 7 shows, most respondents know that newspapers, paper bags and cardboard, magazines, paper for printers and copiers, and mixed scrap paper can be recycled without special preparation.

The last question about preparing materials for recycling asked respondents if staples, paper clips or tape have to be removed from paper before it can be recycled. With the exception of respondents from the Metro RIC sample, more than half of the individuals interviewed believed staples, paper clips, and/or tape – but usually all three – had to be removed prior to recycling. Metro RIC respondents (55%) were significantly more likely than those from the random business sample (41%) or the Gresham box requestor sample to correctly say none of these items needs to be removed before paper can be recycled (Figure 9).



Desk-side boxes, in particular the brown outreach campaign boxes, were associated with significantly higher levels of understanding about materials preparation. Respondents with desk-side recycling boxes were significantly more likely to say it is not necessary to remove staples, paperclips or tape than those who do not have desk-side recycling boxes (49% and 35% respectively). Among companies that have desk-side recycling boxes, those with the brown campaign boxes were more likely to say it is not necessary to remove staples, paperclips and tape than those who had a different type of recycling container (59% and 45% respectively).

# Evaluating the Recycling Assistance Program

## Help Setting Up/Improving Paper Recycling Program

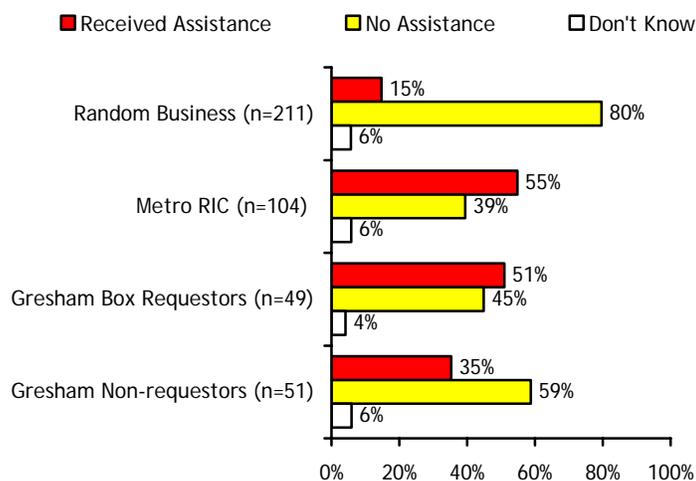
In a general question, all respondents were asked if they received any information or assistance with setting up or improving the paper recycling program at their place of business.

Respondents from the Metro RIC sample were the most likely to say they received assistance with their paper recycling program (55%). Respondents whose names matched the contact name in the RIC database were significantly more likely to recall receiving assistance than those whose name differed from the RIC contact (70% and 26% respectively).

Although Gresham box requestors (51%) and Gresham businesses that did not request recycling boxes (35%) were somewhat less likely to recall receiving recycling assistance than respondents from the Metro RIC sample, they were two to three times more likely to recall receiving assistance than respondents from the random business sample (15%). (Figure 10).

**Figure 10**  
**Assistance with Setting Up/Improving Paper Recycling Program**  
 All respondents

(Bases listed below)



**Question 14:** In the past 12 months have you received any information or assistance to help your company set up or improve its paper recycling program?

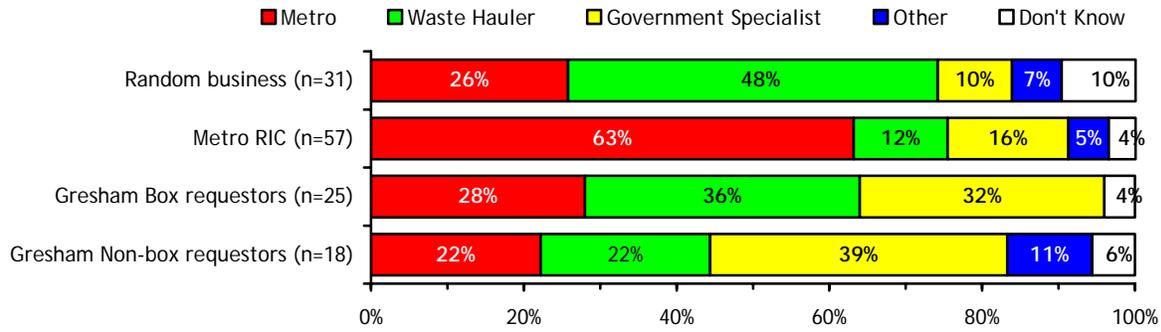
May not sum to 100% due to rounding.

Respondents who said their businesses did receive help with their paper recycling program were asked who helped them out. As Figure 11 shows, respondents from the Metro RIC sample most often said Metro provided the assistance (63%) while those from the random business sample most commonly mentioned their waste hauler (48%). Respondents from Gresham businesses that requested recycling boxes said they received help from either their waste hauler (36%) or a local government recycling specialist (32%). Those from Gresham businesses that did not request boxes most often said they got help from a local government recycling specialist (39%).

**Figure 11**  
**Recycling Assistance Provider**

Businesses that received assistance with paper recycling program within the past year

(Bases listed below)



**Question 15:** Was this information or assistance provided by Metro, your waste hauler, your property manager or building owner, a local government recycling specialist or someone else?

May not sum to 100% due to rounding.

## Requests for Recycling Boxes

### Metro RIC Sample

Survey respondents from businesses in the Metro RIC sample who said they have a way to recycle paper at work were asked if someone from their company requested free paper recycling boxes from Metro in the previous 12 months. Just over half (54%) of the respondents said someone from their company requested boxes.

When looking just at responses from individuals whose names matched the name in the Metro database, the number who recalled requesting recycling boxes increases to 67%. Ideally, recall among this group would have been 100%, but the survey was conducted six to 12 months after the respondents initially contacted Metro.

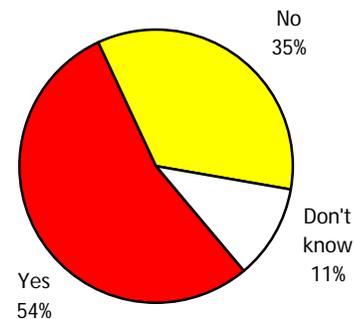
As Figure 12 shows, one in three respondents (35%) said they did not request recycling boxes and 11% did not know if a company representative had requested boxes from Metro.

Almost half of the businesses from the Metro RIC sample (45%) did not have paper recycling boxes before they contacted Metro.

**Figure 12**

**Did Company Call Metro for Recycling Boxes**  
Metro RIC business that offer paper recycling

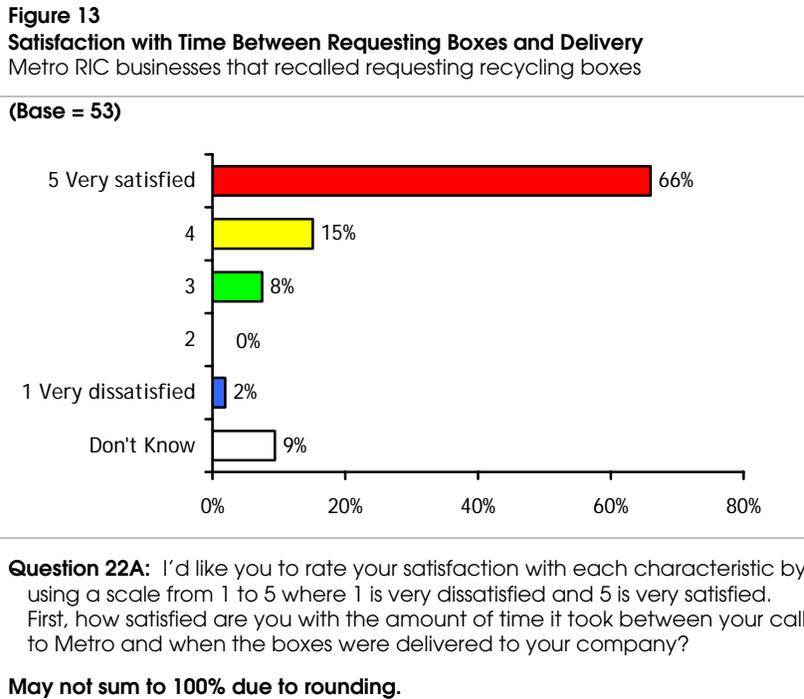
(Base = 98)



**Question 19:** In the past 12 months, did you or someone from your company call Metro for free paper recycling boxes?

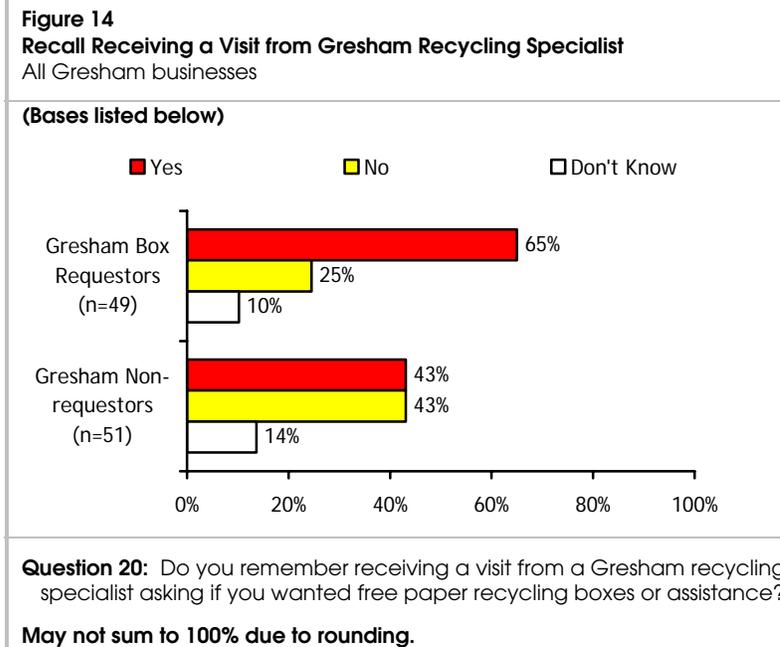
May not sum to 100% due to rounding.

Respondents who recalled requesting recycling boxes from Metro (n=53) were asked to rate their satisfaction with the amount of time it took between requesting the boxes and when they were delivered. Two out of three respondents (66%) were *very satisfied* with the time between making the request and when the boxes were delivered and an additional 15% rated their satisfaction a 4 on a five-point scale. Just 2% rated their satisfaction lower than the midpoint.



*Gresham Businesses*

Respondents from Gresham businesses were asked if they remembered receiving a visit from a Gresham recycling specialist asking if they wanted free paper recycling boxes or assistance. Two out of three respondents from businesses that requested recycling boxes remembered such a visit (65%) compared to 43% of respondents from businesses that did not request boxes (Figure 14).

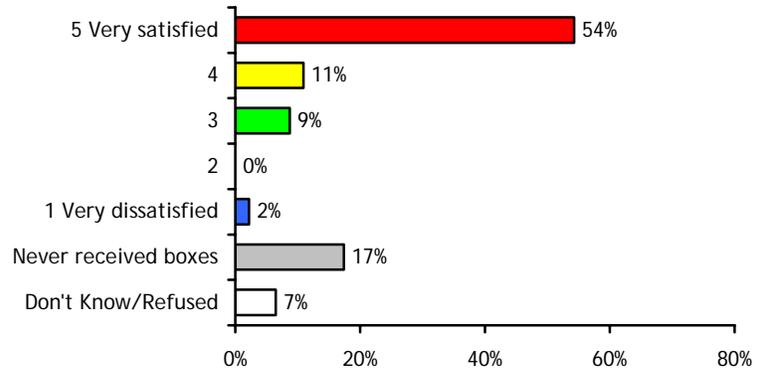


Six in ten Gresham businesses that requested recycling boxes (59%) did not have paper recycling boxes before the paper recycling outreach campaign. Those businesses that requested paper recycling boxes (n=46) were asked to rate their satisfaction with the process of receiving their boxes.

As Figure 15 shows, most respondents (54%) were *very satisfied* with the process of receiving their boxes. However, one in six Gresham businesses that requested boxes (17%) said they never received them.

**Figure 15**  
**Satisfaction with Process of Receiving Recycling Boxes**  
 Gresham Box Requestors who offer paper recycling

(Base = 46)

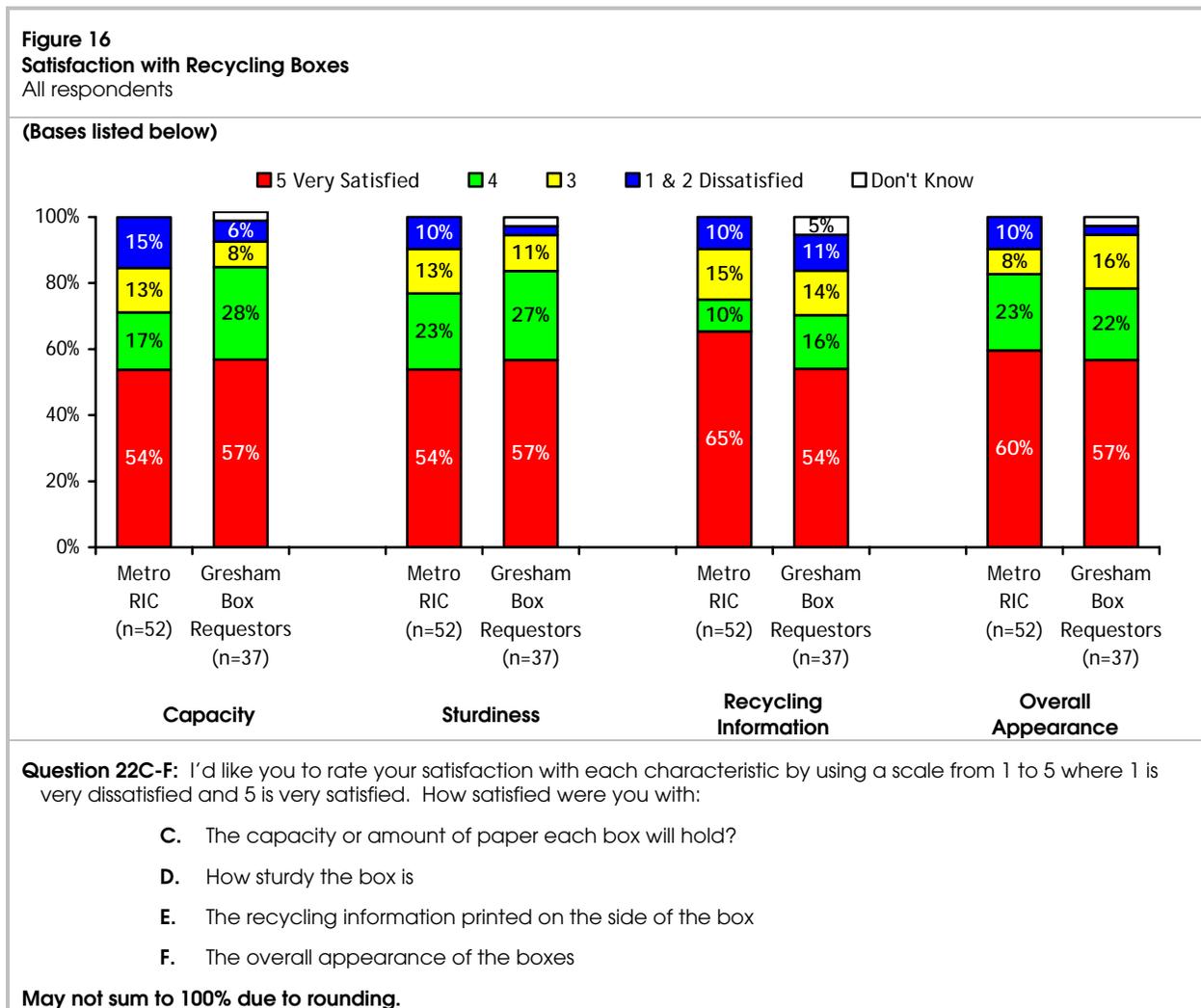


**Question 22A:** I'd like you to rate your satisfaction with each characteristic by using a scale from 1 to 5 where 1 is very dissatisfied and 5 is very satisfied. First, how satisfied were you with the process of receiving your paper recycling boxes?

**May not sum to 100% due to rounding.**

### Satisfaction with Paper Recycling Boxes

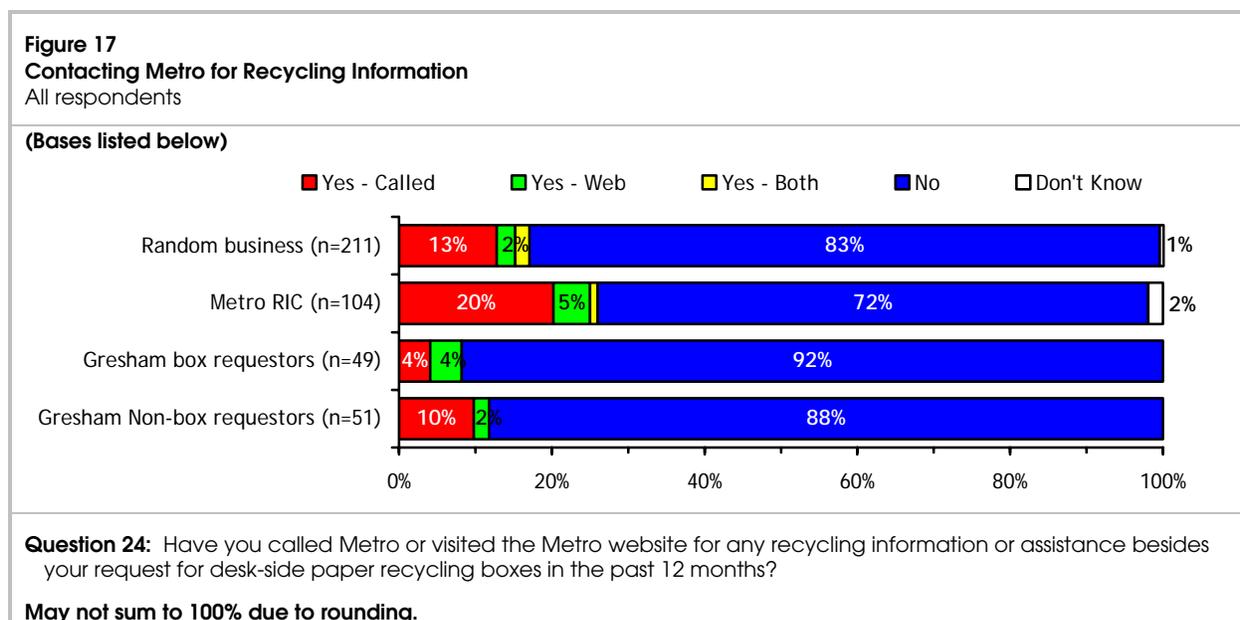
Respondents from the Metro RIC and Gresham Box Requestor samples who remembered requested and received boxes (n=52 and n=37 respectively) were asked to rate their satisfaction with the boxes they received on several attributes: capacity, sturdiness, printed recycling information, and overall appearance. As Figure 16 shows, the majority of respondents from both groups were *very satisfied* with all aspects of the paper recycling boxes they received. Between 10% and 15% indicated they were *dissatisfied* with the boxes. Capacity appears to be slightly more of a problem for respondents than do other box attributes.



## Contact with Metro

All respondents were asked if they had called Metro or visited the Metro website for recycling information or assistance in the past 12 months. This question was not specific to paper recycling nor did it specify that the call was made on behalf of the business. As expected, more respondents from the Metro RIC sample reported contacting Metro (26%) than any other group—especially those from the random business sample (17%).

As Figure 17 shows, calling Metro was the most popular method of contact for three of the four groups. Respondents from the Gresham box requestor sample were equally likely to contact Metro via phone or look up information on the Metro website.



Respondents from businesses located in the Portland jurisdiction (22%) were the most likely to contact Metro while those in Beaverton and East Multnomah County were the least likely (5% and 7% respectively). Respondents who work for businesses with 50 or more employees (24%) were more likely to contact Metro than respondents from smaller businesses (16%).

## Visits From Recycling Specialists

When asked if they had received a visit from a local government recycling specialist, the majority of businesses in all four sample types said no one had visited them. Respondents from the Metro RIC sample group were the most likely to recall a visit from a government recycling specialist (36%). This number increases to 51% among respondents whose names match the one in the Metro RIC database.

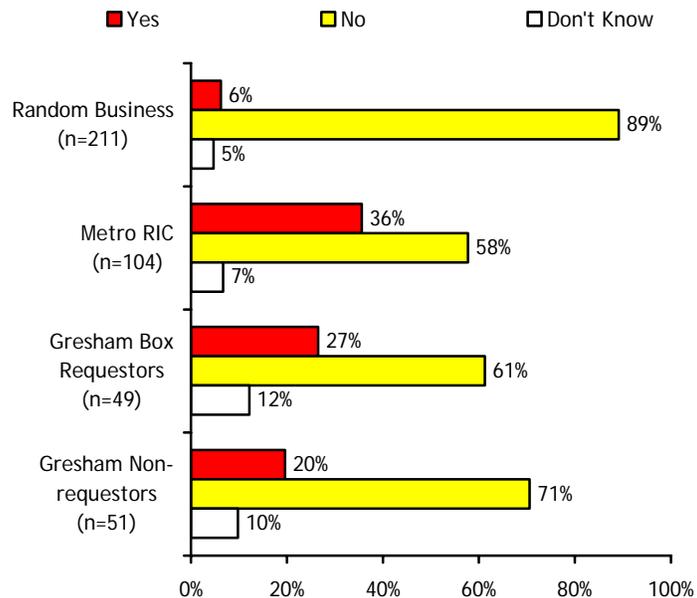
At 27%, Gresham Box Requestors were more likely to remember a visit from a recycling specialist than either Gresham businesses that did not request boxes (20%) or the random business sample (6%). The majority of those from the random business sample (89%) said they did not receive such a visit (Figure 18).

These findings were somewhat surprising given the door-to-door campaign in Gresham and the fact that 65% of respondents from the Gresham box requestor group said they remembered a visit from a Gresham recycling specialist in response to an earlier question. It may be that respondents did not recall who sponsored the recycling specialist that came to call.

**Figure 18**

**Recall Receiving a Visit from Gresham Recycling Specialist**  
All respondents

(Bases listed below)



**Question 25A:** Have you received a visit from a local government recycling specialist?

May not sum to 100% due to rounding.

Recycling specialists helped businesses by providing recycling boxes, information about where to take non-paper recycling, and advice on waste prevention (Table 8).

(Base)	Random Business* (13)	Metro RIC* (37)	Gresham Box Requestors* (13)	Gresham Non-Box Requestors* (10)
Advice on waste prevention	3	18	5	5
Information about where to take non-paper recycling	7	12	6	6
Where to buy products made from recycled materials	3	7	2	4
Drop off boxes	8	16	0	1
Other	7	7	2	1

**Question 25:** Which of the following did they help you with...?  
**Multiple responses accepted.**  
**Reported in number of actual responses due to small sample size. Interpret with caution.**

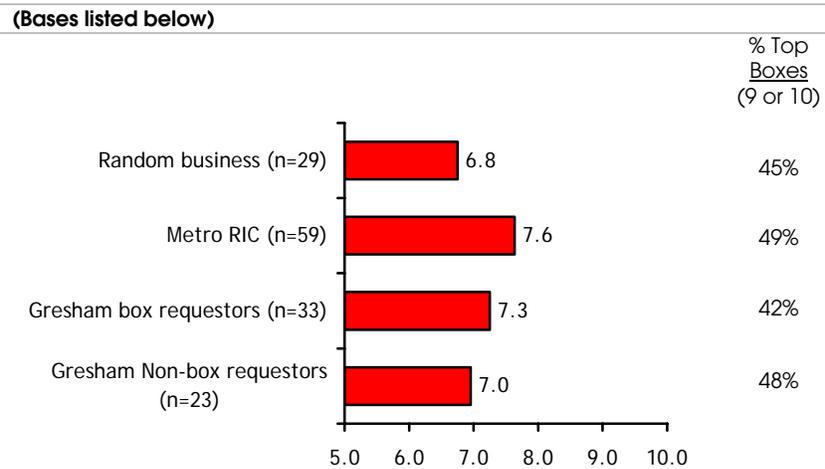
### Likelihood of Using Recycling Assistance in the Future

Respondents from businesses that received desk-side recycling boxes, contacted Metro for recycling information and/or were visited by a hauler or government recycling specialist, were asked how likely they would be to use the recycling assistance program again.

As Figure 19 shows, the majority of respondents from all four sample types indicated they would be at least somewhat likely to use the program in the future (6 or higher on a

ten-point scale). Respondents from the random business sample (where haulers were the main service provider) were significantly more likely than those in the Metro RIC sample (who were visited by government recycling specialists) to say they would not use the recycling assistance program again (17% v. 2%). There were no other statistically significant differences between sample groups.

**Figure 19**  
**Mean Ratings for Likelihood of Using Recycling Assistance Again**  
Respondents from businesses that received boxes, information, or a visit from a recycling specialist



**Question 6:** Using a scale of 0 to 10 where 0 is not at all likely, 5 is neutral, and 10 is extremely likely, how likely are you to use the recycling assistance program again?

**Don't know responses not included in means calculation. Interpret with caution due to small cell sizes.**

## Changes in Paper Recycling in Past Year

Respondents from businesses that have a way of recycling paper were asked if, in the last 12 months, paper recycling at their business increased, decreased, or stayed the same.

Respondents in the RIC sample were twice as likely as those in the random business sample to say paper recycling at their businesses increased (45% and 22% respectively). More than half (51%) of respondents in the Metro RIC sample whose names matched the database said paper recycling increased at their place of business.

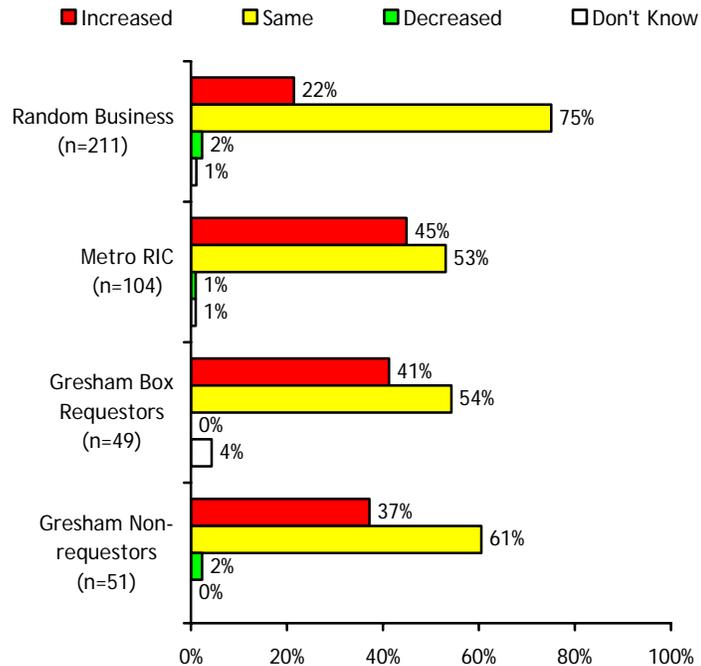
Businesses in both Gresham samples were also more likely than the random business sample to report increased paper recycling. The increased recycling reported by the RIC and Gresham samples was significantly greater at the 95% confidence level than from the random business sample.

Businesses (from all four samples combined) most likely to report an increase in paper recycling over the previous year:

- Received assistance in the past year and had desk-side paper recycling boxes for all or some employees (53% v. 18% that had neither boxes nor assistance).
- Received assistance with setting up or improving their recycling programs (48% v. 25% that did not receive assistance)
- Have desk-side recycling boxes next to all/most employee desks (36% v. 17% without desk-side boxes)
- Are commingling their paper (36% v. 25% that sort their paper for recycling)

**Figure 20**  
**Change in Recycling in Past Year**  
All respondents

(Bases listed below)



**Question 16:** In the last 12 months, would you say paper recycling at your business increased, decreased or stayed the same?

May not sum to 100% due to rounding.

- Are located outside of Portland (39% v. 26% Portland businesses)
- Are responsible for their own garbage and recycling service (37% v. 25% whose property manager arranges the garbage service)
- Did not have desk-side boxes prior to contacting Metro from RIC and Gresham Box Requestor samples only (51% v. 39% with boxes)

Respondents who reported an increase or decrease in paper recycling were asked the reason for the change. Five of the six respondents who said recycling decreased at their business indicated they were using less paper than they did a year ago.

Respondents whose recycling increased cited a variety of reasons for the changes including more education about recycling, company growth, and having desk-side boxes (Table 9). Assistance-related factors such as greater awareness and the availability of desk-side boxes were the most frequently mentioned reasons for increased recycling among respondents from the random business and RIC samples. Respondents from the random business sample cited economic reasons for increasing paper recycling twice as often as Metro RIC respondents (43% and 20% respectively).

**Table 9**

**Reasons for Increased Paper Recycling by Business Sample Type**

Respondents who reported an increase in paper recycling in the past 12 months

(Base)	Random Business* (42)	Metro RIC* (45)	Gresham Box Requestors* (19)	Gresham Non-Box Requestors* (17)
<b>Economic</b>				
Growing business/more employees	11	5	2	4
More paper/more recycling/more mail	7	4	1	4
<b>Assistance Related</b>				
Education/More people aware of recycling	8	12	6	4
Growing business/more employees	11	5	2	4
Have bins/boxes to put recycling in/boxes by employees' desks	2	14	0	2
More paper/more recycling/more mail	7	4	1	4
Personal motivation	3	4	4	1
Enforcing recycling policies	4	3	1	2
Use less paper	1	1	0	0
No sorting required/put it all in one bin	4	2	1	0
Have paper shredder	1	2	1	0
Have bins for confidential papers	2	0	1	1
Other reason	2	2	0	1

**Question 17:** What do you think caused this increase in paper recycling...?

**Multiple responses accepted.**

\*Reported in number of actual responses due to small sample size. Interpret with caution.

## Barriers to Recycling

All respondents were asked what keeps their businesses from recycling the paper they use. Most respondents—especially those from the Metro RIC sample (71%) said they already recycle as much as they can. Barriers to recycling more paper include not using much paper, being lazy or forgetful, lack of education, no one to haul it away, and no place to keep recycling containers. The cost of recycling was not cited as a barrier to implementing a program. Small businesses (fewer than 10 employees) and businesses from the random sample group were significantly more likely than respondents from the Metro RIC group to say they don't have or use much paper (10%, 9% and 3% respectively). A complete list of responses by sample type is shown in Table 10.

<b>Table 10</b> <b>Barriers to Paper Recycling</b> All respondents				
	<b>Random Business</b>	<b>Metro RIC</b>	<b>Gresham Box Requestors</b>	<b>Gresham Non-Box Requestors</b>
<b>(Base)</b>	<b>(211)</b>	<b>(104)</b>	<b>(49)</b>	<b>(51)</b>
Already recycle as much as possible	56%	71%	53%	61%
We don't have/use much paper	9	3	6	10
Laziness/forgetful	5	8	8	6
No one to haul it away	5	6	2	4
No place to keep recycling containers	4	2	4	8
Time restraints	3	2	6	8
Education/training the employees to be more aware	5	3	4	---
Confidential paper that needs to be shredded first	3	---	6	6
Inconvenient	2	3	---	4
Lack of recycling containers	3	---	---	2
Costs too much	<1	1	---	---
Other reason	2	---	2	2

**Question 18:** What keeps your business from recycling <more of> the paper it uses?

**Multiple responses accepted.**

## Interest in Receiving Recycling Information

Respondents from businesses that do not offer paper recycling programs and/or do not have desk-side recycling collection boxes were asked if they would like to receive information on either of these topics. Nearly half of the random businesses (47%), 39% of those from the Gresham box requestor sample, 30% of Gresham businesses that did not request boxes and 32% of respondents from the Metro RIC sample expressed interest in receiving this information.

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## CONCLUSIONS AND RECOMMENDATIONS

More than eight in ten businesses (84%) in the random business sample have some type of paper recycling program available to employees. Recycling participation varied widely across the region with respect to type and location of business. Specifically looking at the random business sample:

- Portland businesses (89%) were significantly more likely to have a paper recycling collection program than businesses in Washington County (excluding Beaverton) (67%).
- Businesses with ten or more employees (91%) were more likely to have a program than smaller businesses (78%).
- Retail businesses were the least likely to offer paper recycling (68%) while office-related businesses (91%) and schools (100%) were the most likely.
- Most businesses with a paper recycling program have desk-side and/or centrally located paper recycling bins available to employees (75%).
- Businesses that reported receiving some assistance in the last year were more likely to have a paper recycling program than businesses that did not receive assistance (97% and 81% respectively).
- The majority of businesses (67%) with a paper recycling program are commingling different types of paper.

Businesses that were contacted as part of the campaign (Metro RIC and Gresham Box Requestors) were significantly more likely to offer paper recycling (94% each) than either the random business sample or Gresham businesses that did not request boxes (84% each). Businesses that called Metro RIC were also significantly more likely than randomly selected businesses to have desk-side recycling boxes (87% versus 66%), to get additional assistance (55% versus 15%), and to report an increase in paper recycling over the past 12 months (45% versus 22%). Gresham Box Requestors saw similar increases in box distribution (78%), assistance (51%) and increased paper recycling (41%). The most dramatic increases in paper recycling were reported by businesses in all samples that installed desk-side recycling boxes for the first time, received a desk-side box and assistance together, and businesses in jurisdictions other than Portland.

Respondents who received recycling boxes as part of the campaign were generally satisfied with all attributes of the boxes. While no design changes are recommended at this time, monitoring customer satisfaction should be continued since 10% to 15% of respondents were dissatisfied with one or more aspects of the recycling containers.

Also, one in five Gresham businesses that requested boxes said they never arrived. It is essential that when businesses respond to these marketing efforts either to request boxes or recycling assistance that a system is in place to follow up and make sure the businesses received the boxes and information they requested.

Businesses that contacted Metro and/or local governments for recycling assistance were satisfied with the help they received. About seven in ten respondents from all sample groups said they are very likely to use this service in the future.

Businesses that received assistance and desk-side boxes appeared to have a more accurate understanding what and how to recycle than businesses that did not receive assistance. Nonetheless, survey findings point to the need for Metro and its regional partners to continue active education and outreach efforts among businesses that offer paper recycling to eliminate confusion about what paper products are/are not recyclable and what preparation is needed prior to recycling. Even among businesses that received recycling assistance at least half of the respondents (except for paper towels) did not know that:

- Staples, paper clips and tape do not need to be removed prior to recycling
- Frozen food cartons and paper towels cannot be recycled
- Spiral bound notebooks and carbonless NCR paper can be recycled as is

While the Outreach Campaign was clearly effective in getting businesses with existing paper recycling programs to increase their level of recovery, it was not clear how effective it was in getting businesses that did not have a paper recycling program to start one. Most respondents at businesses that did not offer paper recycling (80%) understood what could be recycled and how easy it was to prepare materials for recycling. This finding suggests that campaigns to start paper recycling programs need to focus more on making recycling a convenient and easy routine than on education, although education will clearly need to be a component of any outreach effort.

Future outreach campaigns should include an evaluation component to measure the effectiveness of efforts to establish new paper recycling programs. Retail establishments, businesses in Washington County and businesses with more than ten employees will be primary marketing targets. This latter group is especially important because even though fewer than 10% of these businesses do not have a paper recycling program they have a disproportionately large impact on regional recycling efforts because there are considerably more employees in these non-recycling large businesses than in the 22% of non-recycling small ones in the Metro region.

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# APPENDIX

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# Metro Paper Box Survey

## Entire Sample

### TYPE:

Type from sample			
N = .....	415	100%	
Gresham box requestors .....	49	12%	1
Gresham sample who did not request boxes.....	51	12%	2
Metro RIC sample .....	104	25%	3
Random Sample.....	211	51%	4

### JURIS:

Jurisdiction from sample			
N = .....	415	100%	
Portland .....	219	53%	1
East Multnomah County.....	100	24%	2
Clackamas County.....	26	6%	3
Washington County.....	50	12%	4
Beaverton.....	20	5%	5

### INTRO:

#### ALL RESPONDENTS

COMPANY NAME: <bname> Hello, this is \_\_\_\_\_ calling on behalf of Metro, the regional government that manages recycling and the transfer and disposal of solid waste. IF CONTACT NAME: Is \_\_\_\_\_ <cont> available? IF NO CONTACT NAME: May I please speak to the person that oversees recycling and garbage services for your company? WHEN CORRECT RESPONDENT IS ON THE LINE SAY: Hello, I'm \_\_\_\_\_ with the Gilmore Research Group. We are helping local governments and Metro learn about paper recycling at businesses in the Portland Metro area. Are you the best person to talk to about how your company recycles paper? IF YES: Is this a good time to talk? IF NEEDED: The survey will only take about 10 minutes and all your answers will be confidential.

N = .....	415	100%	
Continue with original respondent.....	91	=> /LASTQ 381	92%
Continue with different respondent/No contact name .....	93	=> /LASTQ 33	8%
08 REFER TO NEW PHONE NUMBER .....	08	=> /TEL01 1	0%

**Q2:****ALL RESPONDENTS**

About how many employees do you have at this address including full, part-time, and temporary employees?

N = .....	415	100%
Don't know .....	998	7 2%
Refused .....	999	3 1%

**Q3:****ALL RESPONDENTS. MULTIPLE RESPONSES ACCEPTED**

Which of the following types of scrap paper does your company regularly generate as part of doing business?

N = .....	415	100%
Newspapers..... 1	139	33%
Paper bags and corrugated cardboard ..... 2	235	57%
Magazines, catalogs, or telephone books..... 3	218	53%
White and colored paper used for printers and copiers..... 4	370	89%
Or mixed scrap paper IF NEEDED: direct mail, glossy advertising, etc..... 5	297	72%
None - DO NOT READ .....	6	1%
Don't know - DO NOT READ..... 7	0	0%
Refused - DO NOT READ .....	8	0%

**Q3A:****ALL RESPONDENTS**

Who is responsible for obtaining and paying for your company's garbage service? Is it your company or someone else?

N = .....	415	100%
Your company ..... 01	244	59%
The building owner or property management firm..... 02	137	33%
Share garbage service with another company..... 03	7	2%
Or no garbage service, you haul your own garbage..... 04	6	1%
Residential .....	5	1%
Other (SPECIFY:) - DO NOT READ .....	97	1 0%
Don't know - DO NOT READ..... 98	15	4%
Refused - DO NOT READ .....	99	0 0%

**Q4:****ALL RESPONDENTS**

Now I have some questions about paper recycling at your work site. First, do you have a way to recycle paper at work?

N = .....	415	100%
Yes..... 1	364	88%
No .....	2	47 11%
Don't know .....	3	4 1%
Refused .....	4	0 0%

**Q6:****BUSINESSES THAT HAVE PAPER RECYCLING**

Which of the following types of paper does your company regularly recycle?

INTERVIEWER NOTE: Pause after reading each choice and record all that apply. If

necessary, you can say, "Would that be yes or no."

N = .....	364	100%
Newspapers..... 1	172	47%
Paper bags and corrugated cardboard..... 2	257	71%
Magazines, catalogs, or telephone books..... 3	244	67%
White and colored paper used for printers and copiers..... 4	337	93%
Or mixed scrap paper IF NEEDED: direct mail, glossy advertising flyers, etc.... 5	268	74%
None - DO NOT READ..... 6	0	0%
Don't know - DO NOT READ..... 7	0	0%
Refused - DO NOT READ..... 8	0	0%

**Q7:****ALL RESPONDENTS**

Now I'm going to ask some questions about recycling in the Portland metro area. For each of the following paper products, please tell me if the product can be recycled as is, has to be specially prepared for recycling, or cannot be recycled.

N = .....	415	100%
Continue..... 1	415	100%

**Q7A:****ALL RESPONDENTS**

Spiral bound notebooks

N = .....	415	100%
As is..... 1	52	13%
Has to be specially prepared for recycling..... 2	144	35%
Or cannot be recycled..... 3	143	34%
Don't know - DO NOT READ..... 4	76	18%
Refused - DO NOT READ..... 5	0	0%

**Q7B:****ALL RESPONDENTS**

Paper towels

N = .....	415	100%
As is..... 1	127	31%
Has to be specially prepared for recycling..... 2	8	2%
Or cannot be recycled..... 3	219	53%
Don't know - DO NOT READ..... 4	61	15%
Refused - DO NOT READ..... 5	0	0%

**Q7C:****ALL RESPONDENTS**

NCR or carbonless paper forms

N = .....	415	100%
As is..... 1	181	44%
Has to be specially prepared for recycling..... 2	24	6%
Or cannot be recycled..... 3	88	21%
Don't know - DO NOT READ..... 4	122	29%
Refused - DO NOT READ..... 5	0	0%

**Q7D:****ALL RESPONDENTS**

Frozen food boxes		
N = .....	415	100%
As is..... 1	133	32%
Has to be specially prepared for recycling..... 2	64	15%
Or cannot be recycled..... 3	132	32%
Don't know - DO NOT READ..... 4	85	20%
Refused - DO NOT READ..... 5	1	0%

**Q7E:****ALL RESPONDENTS**

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area. . .)

Envelopes with plastic windows		
N = .....	415	100%
As is..... 1	251	60%
Has to be specially prepared for recycling..... 2	65	16%
Or cannot be recycled..... 3	51	12%
Don't know - DO NOT READ..... 4	48	12%
Refused - DO NOT READ..... 5	0	0%

**Q7F:****ALL RESPONDENTS**

Paperboard boxes for office products		
N = .....	415	100%
As is..... 1	284	68%
Has to be specially prepared for recycling..... 2	106	26%
Or cannot be recycled..... 3	7	2%
Don't know - DO NOT READ..... 4	18	4%
Refused - DO NOT READ..... 5	0	0%

**Q7G:****BUSINESSES THAT DO NOT HAVE PAPER RECYCLING**

Newspapers		
N = .....	51	100%
As is..... 1	41	80%
Has to be specially prepared for recycling..... 2	0	0%
Or cannot be recycled..... 3	4	8%
Don't know - DO NOT READ..... 4	5	10%
Refused - DO NOT READ..... 5	1	2%

**Q7H:****BUSINESSES THAT DO NOT HAVE PAPER RECYCLING**

Paper bags and corrugated cardboard		
N = .....	51	100%
As is..... 1	38	75%
Has to be specially prepared for recycling..... 2	8	16%
Or cannot be recycled..... 3	2	4%
Don't know - DO NOT READ..... 4	3	6%
Refused - DO NOT READ..... 5	0	0%

**Q7I:****BUSINESSES THAT DO NOT HAVE PAPER RECYCLING**

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area. . .)

Magazines, catalogs, or telephone books

N = .....	51	100%
As is..... 1	38	75%
Has to be specially prepared for recycling..... 2	5	10%
Or cannot be recycled..... 3	3	6%
Don't know - DO NOT READ..... 4	5	10%
Refused - DO NOT READ..... 5	0	0%

**Q7J:****BUSINESSES THAT DO NOT HAVE PAPER RECYCLING**

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area. . .)

White and colored paper used for printers and copiers

N = .....	51	100%
As is..... 1	39	76%
Has to be specially prepared for recycling..... 2	4	8%
Or cannot be recycled..... 3	3	6%
Don't know - DO NOT READ..... 4	5	10%
Refused - DO NOT READ..... 5	0	0%

**Q7K:****BUSINESSES THAT DO NOT HAVE PAPER RECYCLING**

Mixed scrap paper IF NEEDED: Direct mail, glossy advertising flyers

N = .....	51	100%
As is..... 1	33	65%
Has to be specially prepared for recycling..... 2	6	12%
Or cannot be recycled..... 3	4	8%
Don't know - DO NOT READ..... 4	8	16%
Refused - DO NOT READ..... 5	0	0%

**Q8:****ALL RESPONDENTS**

To the best of your knowledge do staples, paper clips, or tape have to be removed from paper prior to recycling?

N = .....	415	100%
Yes remove all..... 1	170	41%
Yes remove staples..... 2	6	1%
Yes, remove paperclips..... 3	19	5%
Yes, remove tape..... 4	3	1%
Yes, remove BOTH staples and paper clips BUT NOT TAPE..... 8	6	1%
No, nothing has to be removed..... 5	184	44%
Don't know -DO NOT READ..... 6	27	7%
Refused - DO NOT READ..... 7	0	0%

**Q9:*****ALL RESPONDENTS. MULTIPLE RESPONSES ACCEPTED.***

Are there any types of PAPER or PAPER ITEMS that your business currently throws away that you would like to be able to recycle? IF YES, PROBE UP TO 3 RESPONSES: What would they be?

N = .....	415	100%
Yes, (SPECIFY):..... 01	8	2%
No..... 02	334	80%
Food containers (frozen/milk cartons) and paper cups..... 03	12	3%
Paper/colored paper/copier paper/printer paper..... 04	15	4%
Styrofoam cups/styrofoam peanut packing/other styrofoam..... 05	4	1%
Slick/glossy/waxed papers..... 06	8	2%
Cardboard..... 07	6	1%
Other office paper (carbon/blueprints/binder folders/envelopes/tabs/post it notes/newsletters)..... 08	15	4%
Telephone books/magazines/brochures/catalogues..... 09	10	2%
Paper towels/Kleenex/tissue..... 10	8	2%
Don't know..... 98	9	2%
Refused..... 99	0	0%

**Q10:*****BUSINESSES THAT HAVE PAPER RECYCLING***

When preparing scrap paper for recycling do employees. . .

N = .....	364	100%
Put ALL TYPES of paper into one container..... 1	251	69%
Or separate different types of paper into two or more containers..... 2	110	30%
Don't know - DO NOT READ..... 3	3	1%
Refused - DO NOT READ..... 4	0	0%

**Q11:*****BUSINESSES THAT HAVE PAPER RECYCLING***

Do employees at your company have paper recycling collection boxes by their desks?

N = .....	364	100%
Yes, all..... 1	269	74%
Some do and some don't..... 2	24	7%
No..... 3	69	19%
Don't know - DO NOT READ..... 4	2	1%
Refused - DO NOT READ..... 5	0	0%

**Q11A:*****BUSINESS THAT HAVE PAPER RECYCLING BUT NOT BOXES AT ALL EMPLOYEE DESKS. MULTIPLE RESPONSES ALLOWED.***

What is the main reason your employees don't have paper recycling collection boxes by their desks? IF MORE THAN ONE REASON, ASK: What is the main reason?

N = .....	95	100%
Have one next to the printer/copier for everyone to use..... 01	4	4%
Have centrally located boxes..... 02	26	27%
Some/most employees don't have desks..... 03	24	25%
Don't know who to call..... 04	1	1%
Don't think they would be effective..... 05	5	5%
Don't generate enough paper..... 06	7	7%
No room/space limitations..... 07	5	5%
Laziness..... 08	4	4%
Small business..... 09	7	7%
Other (SPECIFY:)..... 97	7	7%
Don't know..... 98	5	5%
Refused..... 99	0	0%

**Q12:*****BUSINESSES THAT HAVE DESK-SIDE OR CENTRALLY LOCATED RECYCLING BOXES***

Who provides these boxes for you? Is it . . .

N = .....	313	100%
Your company..... 01	132	42%
The building owner or property manager..... 02	20	6%
Your waste hauler..... 03	48	15%
Local government or Metro..... 04	71	23%
A private paper recycling company..... 05	6	2%
A janitorial service..... 06	2	1%
Or does someone else provide them (SPECIFY:)..... 96	6	2%
The employees provide their own boxes - DO NOT READ..... 97	13	4%
Don't know - DO NOT READ..... 98	15	5%
Refused - DO NOT READ..... 99	0	0%

**Q13:*****BUSINESSES THAT HAVE DESK-SIDE OR CENTRALLY LOCATED RECYCLING BOXES THAT ARE NOT EMPLOYEE-PROVIDED. MULTIPLE RESPONSES ALLOWED.***

Can you briefly tell me what the boxes look like?

N = .....	300	100%
Brown cardboard box with RECYCLE printed in a circle on 3 sides in brown ink 1	94	31%
Tall hexagonal box with RECYCLE printed on 3 sides in brown ink..... 2	10	3%
White Box..... 6	59	20%
Other - DID NOT MATCH CODES ABOVE..... 3	151	50%
Don't know..... 4	3	1%
Refused..... 5	0	0%

**Q14:****ALL RESPONDENTS**

In the past 12 months have you received any information or assistance to help your company set up or improve its paper recycling program?

N = .....	415	100%
Yes..... 1	131	32%
No..... 2	261	63%
Don't know..... 3	23	6%
Refused..... 4	0	0%

**Q15:****BUSINESSES THAT RECEIVED INFORMATION/ASSISTANCE WITH PAPER RECYCLING PROGRAM**

Was this information or assistance provided by... INTERVIEWER NOTE: You may stop reading the list when the respondent chooses their answer.

N = .....	131	100%
Metro..... 01	55	42%
Your waste hauler..... 02	35	27%
Your property manager or building owner..... 03	3	2%
A local government recycling specialist..... 04	27	21%
Or someone else (SPECIFY:)..... 95	4	3%
A janitorial service - DO NOT READ..... 96	0	0%
A private paper recycling company - DO NOT READ..... 97	0	0%
Don't know - DO NOT READ..... 98	7	5%
Refused - DO NOT READ..... 99	0	0%

**Q16:****BUSINESSES THAT HAVE PAPER RECYCLING**

In the last 12 months, would you say paper recycling at your business increased, decreased or stayed the same?

N = .....	364	100%
Increase..... 1	117	32%
Stayed the same..... 2	236	65%
Decrease..... 3	6	2%
Don't know/Not Sure - DO NOT READ..... 4	5	1%
Refused - DO NOT READ..... 5	0	0%

**Q17:*****BUSINESSES WITH PAPER RECYCLING THAT INCREASED/DECREASED RECYCLING IN PAST YEAR***

What do you think caused this&lt;q16&gt;in paper recycling at your business?

N = .....	123	100%
Record comments .....	01	5 4%
Education/more people are aware of recycling.....	02	30 24%
Enforcing people to follow the recycling rules.....	03	11 9%
Recycled on their own/personal motivation .....	04	12 10%
Growing business/more employees .....	05	22 18%
Have bins for confidential papers .....	06	4 3%
Have bins/boxes to put recycling in/need boxes by employee desks.....	07	18 15%
More papers/more recycling/more mail.....	08	16 13%
Less use of paper/paperless .....	09	7 6%
Have paper shredder/are purchasing one in the future.....	10	4 3%
Can throw everything into one bin/no sorting required .....	11	7 6%
Don't use/don't use enough .....	00	0 0%
Don't know .....	98	1 1%
Refused.....	99	0 0%

**Q18:*****ALL RESPONDENTS***

What keeps your business from recycling &lt;more of&gt; the paper it uses?

N = .....	415	100%
No place to keep recycling containers .....	01	17 4%
No one to haul it away .....	02	19 5%
Costs too much .....	03	2 0%
We don't have/use much paper .....	04	30 7%
We already recycle as much as possible.....	05	250 60%
Education/training/the employees being more aware .....	06	15 4%
Time restraints .....	07	16 4%
Inconvenience.....	08	9 2%
Laziness/forgetful .....	09	26 6%
Confidential/sensitive forms or paper (that need to be shredded first) .....	10	13 3%
Lack of drop boxes/containers for recycling/do not have any containers in our building .....	11	7 2%
Other (SPECIFY:) .....	97	6 1%
Don't know .....	98	20 5%
Refused.....	99	1 0%

**Q19:*****BUSINESSES THAT ARE NOT PART OF THE METRO RIC SAMPLE GROUP OR DO NOT HAVE PAPER RECYCLING.***

In the past 12 months did you or someone from your company call Metro for free paper recycling boxes?

N = .....	98	100%
Yes.....	1	53 54%
No .....	2	34 35%
Don't know .....	3	11 11%
Refused.....	4	0 0%

**Q20:*****BUSINESSES IN THE GRESHAM BOX REQUESTORS OR NON-REQUESTORS GROUPS***

Do you remember receiving a visit from a Gresham recycling specialist asking if you wanted free paper recycling boxes or assistance?

N = .....	100	100%
Yes..... 1	54	54%
No..... 2	34	34%
Don't know..... 3	12	12%
Refused..... 4	0	0%

**Q22:*****BUSINESSES THAT HAVE DESK-SIDE OR CENTRALLY LOCATED RECYCLING BOXES THEY RECEIVED FROM METRO OR LOCAL GOVERNMENT DURING THE CAMPAIGN***

Now I'm going to ask you about some characteristics of the recycling boxes your company received from Metro. I'd like you to rate your satisfaction with each characteristic by using a scale from 1 to 5 where 1 is very dissatisfied and 5 is very satisfied. First, how satisfied were you with. . .

N = .....	99	100%
Continue..... 1	99	100%

**Q22A:*****BUSINESSES FROM METRO RIC SAMPLE THAT HAVE DESK-SIDE OR CENTRALLY LOCATED RECYCLING BOXES THEY RECEIVED DURING THE CAMPAIGN***

The amount of time it took between your call to Metro and when the boxes were delivered to your company? Would you say 5, very satisfied, 1, very dissatisfied or some number in between?

N = .....	53	100%
Very dissatisfied..... 1	1	2%
2..... 2	0	0%
3..... 3	4	8%
4..... 4	8	15%
Very satisfied..... 5	35	66%
Never received boxes..... 6	0	0%
Don't know..... 7	5	9%
Refused..... 8	0	0%

**Q22B:*****GRESHAM BOX-REQUESTORS***

The process of receiving your paper recycling boxes? Would you say 5, very satisfied, 1, very dissatisfied or some number in between?

N = .....	46	100%
Very dissatisfied..... 1	1	2%
2..... 2	0	0%
3..... 3	4	9%
4..... 4	5	11%
Very satisfied..... 5	25	54%
Never received boxes..... 6	8	17%
Don't know..... 7	1	2%
Refused..... 8	2	4%

**Q22C:*****BUSINESSES THAT HAVE DESK-SIDE OR CENTRALLY LOCATED RECYCLING BOXES THEY RECEIVED FROM METRO OR LOCAL GOVERNMENT DURING THE CAMPAIGN***

The capacity or amount of paper each box will hold? Would you say 5, very satisfied, 1, very dissatisfied or some number in between?

N = .....	99	100%
Very dissatisfied ..... 1	3	3%
2..... 2	7	7%
3..... 3	11	11%
4..... 4	18	18%
Very satisfied..... 5	49	49%
Never received boxes..... 6	10	10%
Don't know ..... 7	1	1%
Refused..... 8	0	0%

**Q22D:*****BUSINESSES THAT HAVE DESK-SIDE OR CENTRALLY LOCATED RECYCLING BOXES THEY RECEIVED FROM METRO OR LOCAL GOVERNMENT DURING THE CAMPAIGN***

How sturdy the box is? Would you say 5, very satisfied, 1, very dissatisfied or some number in between?

N = .....	99	100%
Very dissatisfied ..... 1	2	2%
2..... 2	4	4%
3..... 3	11	11%
4..... 4	22	22%
Very satisfied..... 5	49	49%
Never received boxes..... 6	10	10%
Don't know ..... 7	1	1%
Refused..... 8	0	0%

**Q22E:*****BUSINESSES THAT HAVE DESK-SIDE OR CENTRALLY LOCATED RECYCLING BOXES THEY RECEIVED FROM METRO OR LOCAL GOVERNMENT DURING THE CAMPAIGN***

The recycling information printed on the side of the box? Would you say 5, very satisfied, 1, very dissatisfied or some number in between?

N = .....	99	100%
Very dissatisfied ..... 1	3	3%
2..... 2	6	6%
3..... 3	13	13%
4..... 4	11	11%
Very satisfied..... 5	54	55%
Never received boxes..... 6	10	10%
Don't know ..... 7	2	2%
Refused..... 8	0	0%

**Q22F:*****BUSINESSES THAT HAVE DESK-SIDE OR CENTRALLY LOCATED RECYCLING BOXES THEY RECEIVED FROM METRO OR LOCAL GOVERNMENT DURING THE CAMPAIGN***

The overall appearance of the boxes? Would you say 5, very satisfied, 1, very dissatisfied or some number in between?

N = .....	99	100%
Very dissatisfied .....	2	2%
2 .....	4	4%
3 .....	10	10%
4 .....	20	20%
Very satisfied .....	52	53%
Never received boxes .....	10	10%
Don't know .....	1	1%
Refused .....	0	0%

**Q23:*****BUSINESSES FROM THE METRO RIC AND GRESHAM BOX-REQUESTOR SAMPLE THAT OFFER PAPER RECYCLING***

Did you have desk-side paper recycling boxes before you called Metro?

N = .....	144	100%
Yes .....	67	47%
No .....	71	49%
Don't know .....	6	4%
Refused .....	0	0%

**Q24:*****ALL RESPONDENTS***

Have you called Metro or visited the Metro website for any recycling information or assistance <besides your request for desk-side paper recycling boxes> in the past 12 months?

N = .....	415	100%
Yes - Called .....	55	13%
Yes - Visited the website .....	13	3%
Yes - Both called and visited the website .....	5	1%
No .....	339	82%
Don't know/Not sure .....	3	1%
Refused .....	0	0%

**Q25A:*****ALL RESPONDENTS***

Have you received a visit from a local government recycling specialist? IF NEEDED: These are people from your city or county government or from Portland State University who are knowledgeable about recycling.

N = .....	415	100%
Yes .....	73	18%
No .....	314	76%
Don't know .....	27	7%
Refused .....	1	0%

**Q25:*****BUSINESSES THAT RECEIVED A VISIT FROM A LOCAL GOVERNMENT RECYCLING SPECIALIST***

Which of the following did they help you with. .

N = .....	73	100%
Advice on waste prevention..... 01	31	42%
Information about where to take non-paper recycling..... 02	31	42%
Where to buy products made from recycled materials ..... 03	16	22%
Drop off boxes..... 04	8	11%
Or something else (SPECIFY:) ..... 97	17	23%
Don't know/Not sure - DO NOT READ..... 98	3	4%
Refused - DO NOT READ..... 99	0	0%

**Q26:*****BUSINESSES THAT RECEIVED FREE DESK-SIDE RECYCLING BOXES AND/OR CONTACTED METRO AND/OR RECEIVED A VISIT FROM A LOCAL GOVERNMENT RECYCLING SPECIALIST***

Using a scale of 0 to 10 where 0 is not at all likely, 5 is neutral, and 10 is extremely likely, how likely are you to use the recycling assistance program again?

N = .....	144	100%
Not at all likely ..... 00	10	7%
1..... 01	3	2%
2..... 02	2	1%
3..... 03	1	1%
4..... 04	3	2%
Neutral ..... 05	25	17%
6..... 06	9	6%
7..... 07	8	6%
8..... 08	12	8%
9..... 09	6	4%
Extremely likely ..... 10	61	42%
Don't know -DO NOT READ ..... 11	4	3%
Refused - DO NOT READ..... 12	0	0%

**Q27:*****BUSINESSES THAT DO NOT HAVE PAPER RECYCLING OR DO NOT HAVE DESK-SIDE RECYCLING BOXES***

Would you like information on how to get free desk-side paper recycling collection boxes or assistance in improving your recycling program?

N = .....	146	100%
Yes..... 1	61	42%
No ..... 2	83	57%
Don't know ..... 3	2	1%
Refused..... 4	0	0%

**Q28:*****BUSINESS THAT DO NOT HAVE PAPER RECYCLING/DESK-SIDE RECYCLING BOXES AND ARE INTERESTED IN RECYCLING INFORMATION***

With your permission we will give your name and phone number to Metro and someone from their recycling information center will contact you.

N = .....	61	100%
Yes give them my name and phone number..... 1	57	93%
No do not give them my name and phone number ..... 2	4	7%
Don't know/Refused ..... 3	0	0%

**Q29:**

**BUSINESSES NOT ASKED Q28**

Can I give you the phone number for Metro's recycling information line in case you have any recycling questions in the future? IF YES, SAY: The phone number is (503) 234-3000

N = .....		354	100%
Yes, gave phone.....	1	261	74%
No, did not give phone number .....	2	93	26%
Don't know .....	3	0	0%
Refused .....	4	0	0%

**GENDR:**

**ALL RESPONDENTS**

RECORD GENDER

N = .....		415	100%
Male.....	1	145	35%
Female .....	2	270	65%

## Random Businesses Subsample

### TYPE:

N = .....	211	100%
Random Sample.....	4	211 100%

### JURIS:

Jurisdiction from sample		
N = .....	211	100%
Portland .....	146	69%
Clackamas County.....	3	18 9%
Washington County .....	4	30 14%
Beaverton.....	5	17 8%

### INTRO:

#### *IF NOT AVAILABLE, ARRANGE CALL-BACK*

COMPANY NAME: <bname> Hello, this is \_\_\_\_\_ calling on behalf of Metro, the regional government that manages recycling and the transfer and disposal of solid waste. IF CONTACT NAME: Is <cont >available? IF NO CONTACT NAME: May I please speak to the person that oversees recycling and garbage services for your company? WHEN CORRECT RESPONDENT IS ON THE LINE SAY: Hello, I'm \_\_\_\_\_ with the Gilmore Research Group. We are helping local governments and Metro learn about paper recycling at businesses in the Portland Metro area. Are you the best person to talk to about how your company recycles paper? IF YES: Is this a good time to talk? IF NEEDED: The survey will only take about 10 minutes and all your answers will be confidential.

### Q1:

Which of the following best describes your type of business? INTERVIEWER NOTE:

You may stop reading the list when the respondent chooses their answer.

N = .....	211	100%
Office related such as financial, medical, or professional service .....	01	95 45%
Personal services such as hairdresser or plumber .....	02	22 10%
A retail store selling goods .....	03	28 13%
Restaurant, fast food, or grocery.....	04	6 3%
School, library or educational institution.....	05	7 3%
Hotel or motel.....	06	1 0%
Hospital or medical clinic.....	07	18 9%
Manufacturer .....	08	19 9%
Wholesaling or warehousing business.....	09	12 6%
Or something else (SPECIFY:) .....	10	3 1%
Don't know - DO NOT READ.....	97	0 0%
Refused - DO NOT READ .....	98	0 0%

**Q2:**

About how many employees do you have at this address including full, part-time, and temporary employees?

N = .....	211	100%
Don't know .....	998	5 2%
Refused .....	999	1 0%
..... 1	23	11%
..... 2	26	12%
..... 3	23	11%
..... 4	14	7%
..... 5	8	4%
..... 6	10	5%
..... 7	5	2%
..... 8	6	3%
..... 9	5	2%
..... 10	12	6%
..... 11	4	2%
..... 12	3	1%
..... 13	2	1%
..... 14	3	1%
..... 15	7	3%
..... 16	1	0%
..... 17	2	1%
..... 18	1	0%
..... 20	7	3%
..... 24	1	0%
..... 25	2	1%
..... 30	2	1%
..... 35	3	1%
..... 36	1	0%
..... 38	1	0%
..... 40	5	2%
..... 50	4	2%
..... 55	1	0%
..... 64	1	0%
..... 75	3	1%
..... 80	1	0%
..... 95	1	0%
..... 100	3	1%
..... 130	3	1%
..... 140	1	0%
..... 150	2	1%
..... 178	1	0%
..... 180	1	0%
..... 200	2	1%
..... 220	1	0%
..... 298	1	0%
..... 500	1	0%
..... 997	1	0%

**Q3:**

Which of the following types of scrap paper does your company regularly generate as part of doing business? INTERVIEWER NOTE: Pause after reading each choice and record all that apply. If necessary, you can say, "Would that be yes or no."

N = .....	211	100%
Newspapers..... 1	79	37%
Paper bags and corrugated cardboard..... 2	132	63%
Magazines, catalogs, or telephone books..... 3	120	57%
White and colored paper used for printers and copiers..... 4	181	86%
Or mixed scrap paper IF NEEDED: direct mail, glossy advertising, etc..... 5	153	73%
None - DO NOT READ..... 6	3	1%
Don't know - DO NOT READ..... 7	0	0%
Refused - DO NOT READ..... 8	0	0%

**Q3A:**

Who is responsible for obtaining and paying for your company's garbage service? Is it your company or someone else? INTERVIEWER NOTE: If someone else, probe to fit.

N = .....	211	100%
Your company..... 01	119	56%
The building owner or property management firm..... 02	73	35%
Share garbage service with another company..... 03	6	3%
Or no garbage service, you haul your own garbage..... 04	4	2%
Residential..... 05	4	2%
Other (SPECIFY:) - DO NOT READ..... 97	0	0%
Don't know - DO NOT READ..... 98	5	2%
Refused - DO NOT READ..... 99	0	0%

**Q4:**

Now I have some questions about paper recycling at your work site. First, do you have a way to recycle paper at work?

N = .....	211	100%
Yes..... 1	177	84%
No..... 2	30	14%
Don't know..... 3	4	2%
Refused..... 4	0	0%

**Q6:**

Which of the following types of paper does your company regularly recycle? INTERVIEWER NOTE: Pause after reading each choice and record all that apply. If necessary, you can say, "Would that be yes or no."

ASK IF Q4=1
-------------

N = .....	177	100%
Newspapers..... 1	87	49%
Paper bags and corrugated cardboard..... 2	128	72%
Magazines, catalogs, or telephone books..... 3	116	66%
White and colored paper used for printers and copiers..... 4	159	90%
Or mixed scrap paper IF NEEDED: direct mail, glossy advertising flyers, etc.... 5	125	71%
None - DO NOT READ..... 6	0	0%
Don't know - DO NOT READ..... 7	0	0%
Refused - DO NOT READ..... 8	0	0%

**Q7:**

Now I'm going to ask some questions about recycling in the Portland metro area. For each of the following paper products, please tell me if the product can be recycled as is, has to be specially prepared for recycling, or cannot be recycled.

N = .....	211	100%
Continue .....	1	100%

**Q7A:**

*AS NEEDED: Can you tell me if the product has to be recycled.*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. )

Spiral bound notebooks INTERVIEWER NOTE: If Respondent says only after REMOVING BINDING  
- Code as 2 - SPECIALLY PREPARED FOR RECYCLING

N = .....	211	100%
As is.....	1	23 11%
Has to be specially prepared for recycling.....	2	71 34%
Or cannot be recycled.....	3	71 34%
Don't know - DO NOT READ.....	4	46 22%
Refused - DO NOT READ.....	5	0 0%

**Q7B:**

*AS NEEDED: Can you tell me if the product has to be recycled.*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. )

Paper towels

N = .....	211	100%
As is.....	1	74 35%
Has to be specially prepared for recycling.....	2	2 1%
Or cannot be recycled.....	3	102 48%
Don't know - DO NOT READ.....	4	33 16%
Refused - DO NOT READ.....	5	0 0%

**Q7C:**

*AS NEEDED: Can you tell me if the product has to be recycled.*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. )

NCR or carbonless paper forms

N = .....	211	100%
As is.....	1	94 45%
Has to be specially prepared for recycling.....	2	12 6%
Or cannot be recycled.....	3	39 18%
Don't know - DO NOT READ.....	4	66 31%
Refused - DO NOT READ.....	5	0 0%

**Q7D:**

**AS NEEDED:** *Can you tell me if the product has to be recycled.*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area. .)

Frozen food boxes

N = .....	211	100%
As is..... 1	66	31%
Has to be specially prepared for recycling..... 2	30	14%
Or cannot be recycled..... 3	66	31%
Don't know - DO NOT READ..... 4	49	23%
Refused - DO NOT READ..... 5	0	0%

**Q7E:**

**AS NEEDED:** *Can you tell me if the product has to be recycled.*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area. .)

Envelopes with plastic windows

N = .....	211	100%
As is..... 1	120	57%
Has to be specially prepared for recycling..... 2	33	16%
Or cannot be recycled..... 3	29	14%
Don't know - DO NOT READ..... 4	29	14%
Refused - DO NOT READ..... 5	0	0%

**Q7F:**

**AS NEEDED:** *Can you tell me if the product has to be recycled.*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area. .)

Paperboard boxes for office products NOTE: If has to BREAK DOWN BOXES use CODE 1 - AS IS

N = .....	211	100%
As is..... 1	149	71%
Has to be specially prepared for recycling..... 2	46	22%
Or cannot be recycled..... 3	2	1%
Don't know - DO NOT READ..... 4	14	7%
Refused - DO NOT READ..... 5	0	0%

**Q7G:**

**AS NEEDED:** *Can you tell me if the product has to be recycled.*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area. .)

Newspapers

SKIP IF Q4=1

N = .....	34	100%
As is..... 1	27	79%
Has to be specially prepared for recycling..... 2	0	0%
Or cannot be recycled..... 3	3	9%
Don't know - DO NOT READ..... 4	3	9%
Refused - DO NOT READ..... 5	1	3%

**Q7H:***AS NEEDED: Can you tell me if the product has to be recycled.*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. )

Paper bags and corrugated cardboard

SKIP IF Q4=1

N = .....	34	100%
As is..... 1	28	82%
Has to be specially prepared for recycling..... 2	2	6%
Or cannot be recycled..... 3	1	3%
Don't know - DO NOT READ..... 4	3	9%
Refused - DO NOT READ..... 5	0	0%

**Q7I:***AS NEEDED: Can you tell me if the product has to be recycled.*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. )

Magazines, catalogs, or telephone books

SKIP IF Q4=1

N = .....	34	100%
As is..... 1	26	76%
Has to be specially prepared for recycling..... 2	2	6%
Or cannot be recycled..... 3	2	6%
Don't know - DO NOT READ..... 4	4	12%
Refused - DO NOT READ..... 5	0	0%

**Q7J:***AS NEEDED: Can you tell me if the product has to be recycled.*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. )

White and colored paper used for printers and copiers

SKIP IF Q4=1

N = .....	34	100%
As is..... 1	29	85%
Has to be specially prepared for recycling..... 2	1	3%
Or cannot be recycled..... 3	1	3%
Don't know - DO NOT READ..... 4	3	9%
Refused - DO NOT READ..... 5	0	0%

**Q7K:***AS NEEDED: Can you tell me if the product has to be recycled.*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. )

Mixed scrap paper IF NEEDED: Direct mail, glossy advertising flyers

SKIP IF Q4=1

N = .....	34	100%
As is..... 1	22	65%
Has to be specially prepared for recycling..... 2	3	9%
Or cannot be recycled..... 3	2	6%
Don't know - DO NOT READ..... 4	7	21%
Refused - DO NOT READ..... 5	0	0%

**Q8:**

To the best of your knowledge do staples, paper clips, or tape have to be removed from paper prior to recycling?

N = .....	211	100%
Yes remove all..... 1	94	45%
Yes remove staples..... 2	1	0%
Yes, remove paperclips..... 3	10	5%
Yes, remove tape..... 4	0	0%
Yes, remove BOTH staples and paper clips BUT NOT TAPE..... 8	2	1%
No, nothing has to be removed..... 5	86	41%
Don't know -DO NOT READ..... 6	18	9%
Refused - DO NOT READ..... 7	0	0%

**Q9:**

Are there any types of PAPER or PAPER ITEMS that your business currently throws away that you would like to be able to recycle? IF YES, PROBE UP TO 3 RESPONSES: What would they be?

N = .....	211	100%
Yes, (SPECIFY:)..... 01	5	2%
No..... 02	164	78%
Food containers (frozen/milk cartons) and paper cups..... 03	6	3%
Paper/colored paper/copier paper/printer paper..... 04	11	5%
Styrofoam cups/styrofoam peanut packing/other styrofoam..... 05	1	0%
Slick/glossie/waxed papers..... 06	4	2%
Cardboard..... 07	5	2%
Other office paper (carbon/blueprints/binder folders/envelopes/tabs/post it notes/newsletters)..... 08	9	4%
Telephone books/magazines/brochures/catalogues..... 09	4	2%
Paper towels/kleenex/tissue..... 10	4	2%
Don't know..... 98	6	3%
Refused..... 99	0	0%

**Q10:**

When preparing scrap paper for recycling do employees. . .

GO TO Q14 IF Q4=2-4

N = .....	177	100%
Put ALL TYPES of paper into one container (DOES NOT NEED TO SEPARATE)..... 1	118	67%
Or separate different types of paper into two or more containers..... 2	57	32%
Don't know - DO NOT READ..... 3	2	1%
Refused - DO NOT READ..... 4	0	0%

**Q11:**

Do employees at your company have paper recycling collection boxes by their desks?

N = .....	177	100%
Yes, all..... 1	117	66%
Some do and some don't..... 2	15	8%
No..... 3	44	25%
Don't know - DO NOT READ..... 4	1	1%
Refused - DO NOT READ..... 5	0	0%

**Q11A:**

What is the main reason your employees don't have paper recycling collection boxes by their desks? IF MORE THAN ONE REASON, ASK: What is the main reason?

GO TO Q12 if Q11=1

N = .....	60	100%
Have one next to the printer/copier for everyone to use..... 01	1	2%
Have centrally located boxes..... 02	17	28%
Some/most employees don't have desks..... 03	15	25%
Don't know who to call..... 04	0	0%
Don't think they would be effective..... 05	1	2%
Don't generate enough paper..... 06	6	10%
No room/space limitations..... 07	1	2%
Laziness..... 08	3	5%
Small business..... 09	7	12%
Other (SPECIFY:)..... 97	5	8%
Don't know..... 98	4	7%
Refused..... 99	0	0%

**Q12:**

Who provides these boxes for you? Is it. . . INTERVIEWER NOTE: You may stop reading the list when the respondent chooses their answer.

GO TO Q14 if Q11=3-5 AND Q11A=03-99

N = .....	144	100%
Your company..... 01	84	58%
The building owner or property manager..... 02	13	9%
Your waste hauler..... 03	19	13%
Local government or Metro..... 04	6	4%
A private paper recycling company..... 05	4	3%
A janitorial service..... 06	2	1%
Or does someone else provide them (SPECIFY:)..... 96	3	2%
The employees provide their own boxes - DO NOT READ..... 97	7	5%
Don't know - DO NOT READ..... 98	6	4%
Refused - DO NOT READ..... 99	0	0%

**Q13:**

Can you briefly tell me what the boxes look like?

SKIP IF Q12=97

N = .....	137	100%
Brown cardboard box with RECYCLE printed in a circle on 3 sides in brown ink 1	19	14%
Tall hexagonal box with RECYCLE printed on 3 sides in brown ink..... 2	4	3%
White Box..... 6	31	23%
Other - DID NOT MATCH CODES ABOVE..... 3	87	64%
Don't know..... 4	3	2%
Refused..... 5	0	0%

**Q14:**

In the past 12 months have you received any information or assistance to help your company set up or improve its paper recycling program?

N = .....	211	100%
Yes..... 1	31	15%
No..... 2	168	80%
Don't know..... 3	12	6%
Refused..... 4	0	0%

**Q15:**

Was this information or assistance provided by... INTERVIEWER NOTE: You may stop reading the list when the respondent chooses their answer.

ASK IF Q14=1
--------------

N = .....	31	100%
Metro..... 01	8	26%
Your waste hauler..... 02	15	48%
Your property manager or building owner..... 03	0	0%
A local government recycling specialist..... 04	3	10%
Or someone else (SPECIFY:)..... 95	2	6%
A janitorial service - DO NOT READ..... 96	0	0%
A private paper recycling company - DO NOT READ..... 97	0	0%
Don't know - DO NOT READ..... 98	3	10%
Refused - DO NOT READ..... 99	0	0%

**Q16:**

In the last 12 months, would you say paper recycling at your business increased, decreased or stayed the same?

GO TO Q18 IF Q4=2-4
---------------------

N = .....	177	100%
Increase..... 1	38	21%
Stayed the same..... 2	133	75%
Decrease..... 3	4	2%
Don't know/Not Sure - DO NOT READ..... 4	2	1%
Refused - DO NOT READ..... 5	0	0%

**Q17:**

What do you think caused this<q16>in paper recycling at your business?

ASK IF Q16=1,3

N = .....	42	100%
Record comments .....	01	2 5%
Education/more people are aware of recycling.....	02	8 19%
Enforcing people to follow the recycling rules.....	03	5 12%
Recycled on their own/personal motivation .....	04	3 7%
Growing business/more employees .....	05	11 26%
Have bins for confidential papers .....	06	2 5%
Have bins/boxes to put recycling in/need boxes by employee desks.....	07	2 5%
More papers/more recycling/more mail.....	08	7 17%
Less use of paper/paperless .....	09	4 10%
Have paper shredder/are purchasing one in the future.....	10	1 2%
Can throw everything into one bin/no sorting required .....	11	4 10%
Don't use/don't use enough .....	00	0 0%
Don't know .....	98	0 0%
Refused.....	99	0 0%

**Q18:**

What keeps your business from recycling (more of) the paper it uses?

N = .....	211	100%
No place to keep recycling containers .....	01	9 4%
No one to haul it away.....	02	10 5%
Costs too much .....	03	1 0%
We don't have/use much paper .....	04	19 9%
We already recycle as much as possible.....	05	119 56%
Education/training/the employees being more aware .....	06	10 5%
Time restraints .....	07	7 3%
Inconvenience.....	08	4 2%
Laziness/forgetful .....	09	11 5%
Confidential/sensitive forms or paper (that need to be shredded first) .....	10	7 3%
Lack of drop boxes/containers for recycling/do not have any containers in our building .....	11	6 3%
Other (SPECIFY:) .....	97	4 2%
Don't know .....	98	11 5%
Refused.....	99	1 0%

**Q19:**

In the past 12 months did you or someone from your company call Metro for free paper recycling boxes?

ASK IF Q4=1 OR TYPE=3

N = .....	0	100%
Yes.....	1	0 0%
No .....	2	0 0%
Don't know .....	3	0 0%
Refused.....	4	0 0%

**Q20:**

Do you remember receiving a visit from a Gresham recycling specialist asking if you wanted free paper recycling boxes or assistance?

ASK IF TYPE=1,2

N = .....	0	100%
Yes..... 1	0	0%
No..... 2	0	0%
Don't know..... 3	0	0%
Refused..... 4	0	0%

**Q22:**

Now I'm going to ask you about some characteristics of the recycling boxes your company received from Metro. I'd like you to rate your satisfaction with each characteristic by using a scale from 1 to 5, where 1 is very dissatisfied and 5 is very satisfied. First, how satisfied were you with. . .

GO TO Q23 IF TYPE=4

N = .....	0	100%
Continue..... 1	0	0%

**Q23:**

Did you have desk-side paper recycling boxes before you called Metro?

ASK IF TYPE=1,3 OR NOT Q4=1

N = .....	0	100%
Yes..... 1	0	0%
No..... 2	0	0%
Don't know..... 3	0	0%
Refused..... 4	0	0%

**Q24:**

Have you called Metro or visited the Metro website for any recycling information or assistance (besides your request for desk-side paper recycling boxes) in the past 12 months?

N = .....	211	100%
Yes - Called..... 1	27	13%
Yes - Visited the website..... 5	5	2%
Yes - Both called and visited the website..... 6	4	2%
No..... 2	174	82%
Don't know/Not sure..... 3	1	0%
Refused..... 4	0	0%

**Q25A:**

Have you received a visit from a local government recycling specialist? IF NEEDED: These are people from your city or county government or from Portland State University who are knowledgeable about recycling. IF NEEDED: This question is referring to YOUR LOCATION.

N = .....	211	100%
Yes..... 1	13	6%
No..... 2	188	89%
Don't know..... 3	10	5%
Refused..... 4	0	0%

**Q25:**

Which of the following did they help you with. . . INTERVIEWER NOTE: PAUSE after reading each choice for a Yes or No answer and record all that apply. If necessary, you can say, "Would that be yes or no."

ASK IF Q25A=1
---------------

N = .....	13	100%
Advice on waste prevention..... 01	3	23%
Information about where to take non-paper recycling..... 02	7	54%
Where to buy products made from recycled materials ..... 03	3	23%
Drop off boxes..... 04	1	8%
Or something else (SPECIFY:) ..... 97	7	54%
Don't know/Not sure - DO NOT READ..... 98	0	0%
Refused - DO NOT READ..... 99	0	0%

**Q26:**

Using a scale of 0 to 10 where 0 is not at all likely, 5 is neutral, and 10 is extremely likely, how likely are you to use the recycling assistance program again?

ASK IF Q19=1 OR Q20=1 OR Q24=1 OR Q25=01
------------------------------------------

N = .....	29	100%
Not at all likely..... 00	5	17%
1..... 01	0	0%
2..... 02	0	0%
3..... 03	0	0%
4..... 04	1	3%
Neutral..... 05	4	14%
6..... 06	2	7%
7..... 07	0	0%
8..... 08	3	10%
9..... 09	1	3%
Extremely likely..... 10	12	41%
Don't know -DO NOT READ..... 11	1	3%
Refused - DO NOT READ..... 12	0	0%

**Q27:**

Would you like information on how to get free deskside paper recycling collection boxes or assistance in improving your recycling program?

ASK IF Q4=2-4 AND Q11=2-5
---------------------------

N = .....	94	100%
Yes..... 1	44	47%
No..... 2	49	52%
Don't know..... 3	1	1%
Refused..... 4	0	0%

**Q28:**

With your permission we will give your name and phone number to Metro and someone from their recycling information center will contact you.

ASK IF Q27=1
--------------

N = .....	44	100%
Yes give them my name and phone number..... 1	40	91%
No do not give them my name and phone number..... 2	4	9%
Don't know/Refused..... 3	0	0%

**Q29:**

Can I give you the phone number for Metro's recycling information line in case you have any recycling questions in the future? IF YES, SAY: The phone number is (503) 234-3000

SKIP IF Q27=1

N = .....	167	100%
Yes, gave phone..... 1	121	72%
No, did not give phone number ..... 2	46	28%
Don't know ..... 3	0	0%
Refused ..... 4	0	0%

**Q30:**

In case my supervisor needs to call you, may I please have your first name?

N = .....	211	100%
RECORD FIRST NAME ..... 1	207	98%
Refused ..... 2	4	2%

**Q31:**

And may I verify that I reached you at<tel01>?

N = .....	211	100%
Yes..... 1	194	92%
No, RECORD CORRECT PHONE NUMBER..... 2	17	8%

**GENDR:**

RECORD GENDER

N = .....	211	100%
Male..... 1	90	43%
Female ..... 2	121	57%

## Metro RIC Callers Subsample

### TYPE:

N = .....	104	100%
Metro RIC sample .....	104	100%

### JURIS:

Jurisdiction from sample		
N = .....	104	100%
Portland .....	73	70%
Clackamas County .....	8	8%
Washington County .....	20	19%
Beaverton.....	3	3%

### INTRO:

#### *IF NOT AVAILABLE, ARRANGE CALL-BACK*

COMPANY NAME: <bname> Hello, this is \_\_\_\_\_ calling on behalf of Metro, the regional government that manages recycling and the transfer and disposal of solid waste. IF CONTACT NAME: Is <cont >available? IF NO CONTACT NAME: May I please speak to the person that oversees recycling and garbage services for your company? WHEN CORRECT RESPONDENT IS ON THE LINE SAY: Hello, I'm \_\_\_\_\_ with the Gilmore Research Group. We are helping local governments and Metro learn about paper recycling at businesses in the Portland Metro area. Are you the best person to talk to about how your company recycles paper? IF YES: Is this a good time to talk? IF NEEDED: The survey will only take about 10 minutes and all your answers will be confidential.

### Q1:

#### *READ 1-97*

Which of the following best describes your type of business? INTERVIEWER NOTE: You may stop reading the list when the respondent chooses their answer.

N = .....	104	100%
Office related such as financial, medical, or professional service .....	55	53%
Personal services such as hairdresser or plumber .....	10	10%
A retail store selling goods .....	9	9%
Restaurant, fast food, or grocery.....	0	0%
School, library or educational institution.....	7	7%
Hotel or motel.....	0	0%
Hospital or medical clinic.....	3	3%
Manufacturer .....	11	11%
Wholesaling or warehousing business.....	8	8%
Or something else (SPECIFY:) .....	1	1%
Don't know - DO NOT READ.....	0	0%
Refused - DO NOT READ .....	0	0%

**Q2:**

About how many employees do you have at this address including full, part-time, and temporary employees?

N = .....	104	100%
Don't know .....	0	0%
Refused .....	1	1%
..... 1	4	4%
..... 2	6	6%
..... 3	4	4%
..... 4	12	12%
..... 5	7	7%
..... 6	8	8%
..... 7	4	4%
..... 8	5	5%
..... 9	2	2%
..... 10	5	5%
..... 11	1	1%
..... 12	2	2%
..... 13	1	1%
..... 14	3	3%
..... 15	7	7%
..... 20	6	6%
..... 24	1	1%
..... 25	3	3%
..... 30	3	3%
..... 45	2	2%
..... 49	1	1%
..... 50	1	1%
..... 52	1	1%
..... 54	1	1%
..... 55	1	1%
..... 65	1	1%
..... 70	1	1%
..... 80	1	1%
..... 90	1	1%
..... 100	1	1%
..... 109	1	1%
..... 120	2	2%
..... 150	1	1%
..... 175	1	1%
..... 200	1	1%
..... 240	1	1%

**Q3:**

Which of the following types of scrap paper does your company regularly generate as part of doing business? INTERVIEWER NOTE: Pause after reading each choice and record all that apply. If necessary, you can say, "Would that be yes or no."

N = .....	104	100%
Newspapers..... 1	35	34%
Paper bags and corrugated cardboard..... 2	59	57%
Magazines, catalogs, or telephone books..... 3	52	50%
White and colored paper used for printers and copiers..... 4	101	97%
Or mixed scrap paper IF NEEDED: direct mail, glossy advertising, etc..... 5	75	72%
None - DO NOT READ..... 6	1	1%
Don't know - DO NOT READ..... 7	0	0%
Refused - DO NOT READ..... 8	0	0%

**Q3A:**

Who is responsible for obtaining and paying for your company's garbage service? Is it your company or someone else? INTERVIEWER NOTE: If someone else, probe to fit.

N = .....	104	100%
Your company..... 01	61	59%
The building owner or property management firm..... 02	35	34%
Share garbage service with another company..... 03	1	1%
Or no garbage service, you haul your own garbage..... 04	1	1%
Residential..... 05	1	1%
Other (SPECIFY:) - DO NOT READ..... 97	0	0%
Don't know - DO NOT READ..... 98	5	5%
Refused - DO NOT READ..... 99	0	0%

**Q4:**

Now I have some questions about paper recycling at your work site. First, do you have a way to recycle paper at work?

N = .....	104	100%
Yes..... 1	98	94%
No..... 2	6	6%
Don't know..... 3	0	0%
Refused..... 4	0	0%

**Q6:**

Which of the following types of paper does your company regularly recycle? INTERVIEWER NOTE: Pause after reading each choice and record all that apply. If necessary, you can say, "Would that be yes or no."

ASK IF Q4=1
-------------

N = .....	98	100%
Newspapers..... 1	54	55%
Paper bags and corrugated cardboard..... 2	74	76%
Magazines, catalogs, or telephone books..... 3	73	74%
White and colored paper used for printers and copiers..... 4	95	97%
Or mixed scrap paper IF NEEDED: direct mail, glossy advertising flyers, etc..... 5	79	81%
None - DO NOT READ..... 6	0	0%
Don't know - DO NOT READ..... 7	0	0%
Refused - DO NOT READ..... 8	0	0%

**Q7:**

Now I'm going to ask some questions about recycling in the Portland metro area. For each of the following paper products, please tell me if the product can be recycled as is, has to be specially prepared for recycling, or cannot be recycled.

N = .....	104	100%
Continue .....	1	100%

**Q7A:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. .)

Spiral bound notebooks INTERVIEWER NOTE: If Respondent says only after REMOVING BINDING  
- Code as 2 - SPECIALLY PREPARED FOR RECYCLING

N = .....	104	100%
As is.....	13	13%
Has to be specially prepared for recycling.....	38	37%
Or cannot be recycled.....	40	38%
Don't know - DO NOT READ.....	13	13%
Refused - DO NOT READ.....	0	0%

**Q7B:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. .)

Paper towels

N = .....	104	100%
As is.....	23	22%
Has to be specially prepared for recycling.....	2	2%
Or cannot be recycled.....	66	63%
Don't know - DO NOT READ.....	13	13%
Refused - DO NOT READ.....	0	0%

**Q7C:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. .)

NCR or carbonless paper forms

N = .....	104	100%
As is.....	42	40%
Has to be specially prepared for recycling.....	2	2%
Or cannot be recycled.....	29	28%
Don't know - DO NOT READ.....	31	30%
Refused - DO NOT READ.....	0	0%

**Q7D:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. )

Frozen food boxes

N = .....	104	100%
As is..... 1	35	34%
Has to be specially prepared for recycling..... 2	16	15%
Or cannot be recycled..... 3	33	32%
Don't know - DO NOT READ..... 4	19	18%
Refused - DO NOT READ..... 5	1	1%

**Q7E:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. )

Envelopes with plastic windows

N = .....	104	100%
As is..... 1	74	71%
Has to be specially prepared for recycling..... 2	9	9%
Or cannot be recycled..... 3	13	13%
Don't know - DO NOT READ..... 4	8	8%
Refused - DO NOT READ..... 5	0	0%

**Q7F:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. )

Paperboard boxes for office products NOTE: If has to BREAK DOWN BOXES use CODE 1 - AS IS

N = .....	104	100%
As is..... 1	68	65%
Has to be specially prepared for recycling..... 2	31	30%
Or cannot be recycled..... 3	3	3%
Don't know - DO NOT READ..... 4	2	2%
Refused - DO NOT READ..... 5	0	0%

**Q7G:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. )

Newspapers

SKIP IF Q4=1
--------------

N = .....	6	100%
As is..... 1	6	100%
Has to be specially prepared for recycling..... 2	0	0%
Or cannot be recycled..... 3	0	0%
Don't know - DO NOT READ..... 4	0	0%
Refused - DO NOT READ..... 5	0	0%

**Q7H:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area. . .)

Paper bags and corrugated cardboard

SKIP IF Q4=1

N = .....	6	100%
As is..... 1	4	67%
Has to be specially prepared for recycling..... 2	2	33%
Or cannot be recycled..... 3	0	0%
Don't know - DO NOT READ..... 4	0	0%
Refused - DO NOT READ..... 5	0	0%

**Q7I:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area. . .)

Magazines, catalogs, or telephone books

SKIP IF Q4=1

N = .....	6	100%
As is..... 1	5	83%
Has to be specially prepared for recycling..... 2	1	17%
Or cannot be recycled..... 3	0	0%
Don't know - DO NOT READ..... 4	0	0%
Refused - DO NOT READ..... 5	0	0%

**Q7J:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area. . .)

White and colored paper used for printers and copiers

SKIP IF Q4=1

N = .....	6	100%
As is..... 1	6	100%
Has to be specially prepared for recycling..... 2	0	0%
Or cannot be recycled..... 3	0	0%
Don't know - DO NOT READ..... 4	0	0%
Refused - DO NOT READ..... 5	0	0%

**Q7K:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area. . .)

Mixed scrap paper IF NEEDED: Direct mail, glossy advertising flyers

SKIP IF Q4=1

N = .....	6	100%
As is..... 1	4	67%
Has to be specially prepared for recycling..... 2	0	0%
Or cannot be recycled..... 3	1	17%
Don't know - DO NOT READ..... 4	1	17%
Refused - DO NOT READ..... 5	0	0%

**Q8:**

To the best of your knowledge do staples, paper clips, or tape have to be removed from paper prior to recycling?

N = .....	104	100%
Yes remove all..... 1	33	32%
Yes remove staples..... 2	2	2%
Yes, remove paperclips..... 3	5	5%
Yes, remove tape..... 4	1	1%
Yes, remove BOTH staples and paper clips BUT NOT TAPE..... 8	1	1%
No, nothing has to be removed..... 5	57	55%
Don't know -DO NOT READ..... 6	5	5%
Refused - DO NOT READ..... 7	0	0%

**Q9:**

Are there any types of PAPER or PAPER ITEMS that your business currently throws away that you would like to be able to recycle? IF YES, PROBE UP TO 3 RESPONSES: What would they be?

N = .....	104	100%
Yes, (SPECIFY:):..... 01	1	1%
No..... 02	85	82%
Food containers (frozen/milk cartons) and paper cups..... 03	5	5%
Paper/colored paper/copier paper/printer paper..... 04	1	1%
Styrofoam cups/styrofoam peanut packing/other styrofoam..... 05	1	1%
Slick/glossie/waxed papers..... 06	3	3%
Cardboard..... 07	1	1%
Other office paper (carbon/blueprints/binder folders/envelopes/tabs/ post it notes/newsletters)..... 08	5	5%
Telephone books/magazines/brochures/catalogues..... 09	1	1%
Paper towels/kleenex/tissue..... 10	3	3%
Don't know..... 98	1	1%
Refused..... 99	0	0%

**Q10:**

When preparing scrap paper for recycling do employees. . .

GO TO Q14 if Q4=2-4

N = .....	98	100%	
Put ALL TYPES of paper into one container (DOES NOT NEED TO SEPARATE) 1	72	73%	
Or separate different types of paper into two or more containers..... 2	26	27%	
Don't know - DO NOT READ..... 3	0	0%	
Refused - DO NOT READ..... 4	0	0%	

**Q11:**

Do employees at your company have paper recycling collection boxes by their desks?

N = .....	98	100%
Yes, all..... 1	85	87%
Some do and some don't..... 2	6	6%
No..... 3	7	7%
Don't know - DO NOT READ..... 4	0	0%
Refused - DO NOT READ..... 5	0	0%

**Q11A:**

What is the main reason your employees don't have paper recycling collection boxes by their desks? IF MORE THAN ONE REASON, ASK: What is the main reason?

GO TO Q12 if Q11=1

N = .....	13	100%
Have one next to the printer/copier for everyone to use..... 01	2	15%
Have centrally located boxes..... 02	5	38%
Some/most employees don't have desks..... 03	2	15%
Don't know who to call..... 04	0	0%
Don't think they would be effective..... 05	1	8%
Don't generate enough paper..... 06	0	0%
No room/space limitations..... 07	1	8%
Laziness..... 08	1	8%
Small business..... 09	0	0%
Other (SPECIFY:)..... 97	0	0%
Don't know..... 98	1	8%
Refused..... 99	0	0%

**Q12:**

Who provides these boxes for you? Is it. . . INTERVIEWER NOTE: You may stop reading the list when the respondent chooses their answer.

GO TO Q14 if Q11=3-5 AND Q11A=03-99

N = .....	95	100%
Your company..... 01	22	23%
The building owner or property manager..... 02	3	3%
Your waste hauler..... 03	11	12%
Local government or Metro..... 04	51	54%
A private paper recycling company..... 05	0	0%
A janitorial service..... 06	0	0%
Or does someone else provide them (SPECIFY:)..... 96	1	1%
The employees provide their own boxes - DO NOT READ..... 97	4	4%
Don't know - DO NOT READ..... 98	3	3%
Refused - DO NOT READ..... 99	0	0%

**Q13:**

Can you briefly tell me what the boxes look like?

SKIP if Q12=97

N = .....	91	100%
Brown cardboard box with RECYCLE printed in a circle on 3 sides in brown ink..... 1	64	70%
Tall hexagonal box with RECYCLE printed on 3 sides in brown ink..... 2	4	4%
White Box..... 6	8	9%
Other - DID NOT MATCH CODES ABOVE..... 3	21	23%
Don't know..... 4	0	0%
Refused..... 5	0	0%

**Q14:**

In the past 12 months have you received any information or assistance to help your company set up or improve its paper recycling program?

N = .....	104	100%
Yes..... 1	57	55%
No..... 2	41	39%
Don't know..... 3	6	6%
Refused..... 4	0	0%

**Q15:**

Was this information or assistance provided by... INTERVIEWER NOTE: You may stop reading the list when the respondent chooses their answer.

ASK IF Q14=1
--------------

N = .....	57	100%
Metro..... 01	36	63%
Your waste hauler..... 02	7	12%
Your property manager or building owner..... 03	2	4%
A local government recycling specialist..... 04	9	16%
Or someone else (SPECIFY:)..... 95	1	2%
A janitorial service - DO NOT READ..... 96	0	0%
A private paper recycling company - DO NOT READ..... 97	0	0%
Don't know - DO NOT READ..... 98	2	4%
Refused - DO NOT READ..... 99	0	0%

**Q16:**

In the last 12 months, would you say paper recycling at your business increased, decreased or stayed the same?

GO TO Q18 IF Q4=2-4
---------------------

N = .....	98	100%
Increase..... 1	44	45%
Stayed the same..... 2	52	53%
Decrease..... 3	1	1%
Don't know/Not Sure - DO NOT READ..... 4	1	1%
Refused - DO NOT READ..... 5	0	0%

**Q17:**

What do you think caused this<q16>in paper recycling at your business?

ASK IF Q16=1,3

N = .....	45	100%
Record comments .....	01	2 4%
Education/more people are aware of recycling.....	02	12 27%
Enforcing people to follow the recycling rules.....	03	3 7%
Recycled on their own/personal motivation .....	04	4 9%
Growing business/more employees .....	05	5 11%
Have bins for confidential papers .....	06	0 0%
Have bins/boxes to put recycling in/need boxes by employee desks.....	07	14 31%
More papers/more recycling/more mail.....	08	4 9%
Less use of paper/paperless .....	09	2 4%
Have paper shredder/are purchasing one in the future.....	10	2 4%
Can throw everything into one bin/no sorting required .....	11	2 4%
Don't use/don't use enough .....	00	0 0%
Don't know .....	98	0 0%
Refused.....	99	0 0%

**Q18:**

What keeps your business from recycling (more of) the paper it uses?

N = .....	104	100%
No place to keep recycling containers .....	01	2 2%
No one to haul it away.....	02	6 6%
Costs too much .....	03	1 1%
We don't have/use much paper .....	04	3 3%
We already recycle as much as possible.....	05	74 71%
Education/training/the employees being more aware .....	06	3 3%
Time restraints .....	07	2 2%
Inconvenience.....	08	3 3%
Laziness/forgetful .....	09	8 8%
Confidential/sensitive forms or paper (that need to be shredded first) .....	10	0 0%
Lack of drop boxes/containers for recycling/do not have any containers in our building .....	11	0 0%
Other (SPECIFY:) .....	97	0 0%
Don't know .....	98	4 4%
Refused.....	99	0 0%

**Q19:**

In the past 12 months did you or someone from your company call Metro for free paper recycling boxes?

ASK IF Q4=1 OR TYPE=3

N = .....	98	100%
Yes.....	1	53 54%
No .....	2	34 35%
Don't know .....	3	11 11%
Refused.....	4	0 0%

**Q20:**

Do you remember receiving a visit from a Gresham recycling specialist asking if you wanted free paper recycling boxes or assistance?

ASK IF TYPE=1,2

N = .....	0	100%
Yes..... 1	0	0%
No..... 2	0	0%
Don't know..... 3	0	0%
Refused..... 4	0	0%

**Q22:**

Now I'm going to ask you about some characteristics of the recycling boxes your company received from Metro. I'd like you to rate your satisfaction with each characteristic by using a scale from 1 to 5 where 1 is very dissatisfied and 5 is very satisfied. First, how satisfied were you with. . .

=> Q23 if Q4=2-4 OR Q13=3-5 OR TYPE=2,4 OR (TYPE=3 AND NOT Q19=1) OR (TYPE=1 AND Q11=3-5)

N = .....	53	100%
Continue..... 1	53	100%

**Q22A:**

(I'd like you to rate your satisfaction with each characteristic. How satisfied were you with.

..)

The amount of time it took between your call to Metro and when the boxes were delivered to your company? IF NEEDED: Would you say 1, very dissatisfied, 5, very satisfied or some number in between?

ASK IF TYPE=3 OR Q19=1

N = .....	53	100%
Very dissatisfied..... 1	1	2%
2..... 2	0	0%
3..... 3	4	8%
4..... 4	8	15%
Very satisfied..... 5	35	66%
Never received boxes..... 6	0	0%
Don't know..... 7	5	9%
Refused..... 8	0	0%

**Q22B:**

(I'd like you to rate your satisfaction with each characteristic. How satisfied were you with.

..)

The process of receiving your paper recycling boxes? IF NEEDED: Would you say 1, very dissatisfied, 5, very satisfied or some number in between?

ASK IF TYPE=1

N = .....	0	100%
Very dissatisfied..... 1	0	0%
2..... 2	0	0%
3..... 3	0	0%
4..... 4	0	0%
Very satisfied..... 5	0	0%
Never received boxes..... 6	0	0%
Don't know..... 7	0	0%
Refused..... 8	0	0%

**Q22C:**

(I'd like you to rate your satisfaction with each characteristic. How satisfied were you with.

..)

The capacity or amount of paper each box will hold IF NEEDED: Would you say 1, very dissatisfied, 5, very satisfied or some number in between?

N = .....	53	100%
Very dissatisfied .....	2	4%
2 .....	6	11%
3 .....	7	13%
4 .....	9	17%
Very satisfied .....	28	53%
Never received boxes.....	1	2%
Don't know .....	0	0%
Refused.....	0	0%

**Q22D:**

(I'd like you to rate your satisfaction with each characteristic. How satisfied were you with.

..)

How sturdy the box is IF NEEDED: Would you say 1, very dissatisfied, 5, very satisfied or some number in between?

N = .....	53	100%
Very dissatisfied .....	2	4%
2 .....	3	6%
3 .....	7	13%
4 .....	12	23%
Very satisfied .....	28	53%
Never received boxes.....	1	2%
Don't know .....	0	0%
Refused.....	0	0%

**Q22E:**

(I'd like you to rate your satisfaction with each characteristic. How satisfied were you with.

..)

The recycling information printed on the side of the box IF NEEDED: Would you say 1, very dissatisfied, 5, very satisfied or some number in between?

N = .....	53	100%
Very dissatisfied .....	2	4%
2 .....	3	6%
3 .....	8	15%
4 .....	5	9%
Very satisfied .....	34	64%
Never received boxes.....	1	2%
Don't know .....	0	0%
Refused.....	0	0%

**Q22F:**

(I'd like you to rate your satisfaction with each characteristic. How satisfied were you with.

..)

The overall appearance of the boxes IF NEEDED: Would you say 1, very dissatisfied, 5, very satisfied or some number in between?

N = .....	53	100%
Very dissatisfied .....	1	2%
2 .....	4	8%
3 .....	4	8%
4 .....	12	23%
Very satisfied .....	31	58%
Never received boxes.....	1	2%
Don't know .....	0	0%
Refused.....	0	0%

**Q23:**

Did you have desk-side paper recycling boxes before you called Metro?

ASK IF TYPE=1,3 OR Q4=1

N = .....	98	100%
Yes.....	52	53%
No .....	44	45%
Don't know .....	2	2%
Refused.....	0	0%

**Q24:**

Have you called Metro or visited the Metro website for any recycling information or assistance (besides your request for desk-side paper recycling boxes) in the past 12 months?

N = .....	104	100%
Yes - Called .....	21	20%
Yes - Visited the website .....	5	5%
Yes - Both called and visited the website .....	1	1%
No .....	75	72%
Don't know/Not sure.....	2	2%
Refused.....	0	0%

**Q25A:**

Have you received a visit from a local government recycling specialist? IF NEEDED: These are people from your city or county government or from Portland State University who are knowledgeable about recycling. IF NEEDED: This question is referring to YOUR LOCATION.

N = .....	104	100%
Yes.....	37	36%
No .....	60	58%
Don't know .....	7	7%
Refused.....	0	0%

**Q25:**

Which of the following did they help you with. . . INTERVIEWER NOTE: PAUSE after reading each choice for a Yes or No answer and record all that apply. If necessary, you can say, "Would that be yes or no."

ASK IF Q25A=1
---------------

N = .....	37	100%
Advice on waste prevention..... 01	18	49%
Information about where to take non-paper recycling..... 02	12	32%
Where to buy products made from recycled materials ..... 03	7	19%
Drop off boxes..... 04	6	16%
Or something else (SPECIFY:) ..... 97	7	19%
Don't know/Not sure - DO NOT READ..... 98	0	0%
Refused - DO NOT READ..... 99	0	0%

**Q26:**

Using a scale of 0 to 10 where 0 is not at all likely, 5 is neutral, and 10 is extremely likely, how likely are you to use the recycling assistance program again?

ASK IF Q19=1 OR Q20=1 OR Q24=1 OR Q25=01
------------------------------------------

N = .....	59	100%
Not at all likely ..... 00	1	2%
1..... 01	1	2%
2..... 02	1	2%
3..... 03	1	2%
4..... 04	2	3%
Neutral ..... 05	10	17%
6..... 06	4	7%
7..... 07	4	7%
8..... 08	5	8%
9..... 09	3	5%
Extremely likely ..... 10	26	44%
Don't know -DO NOT READ ..... 11	1	2%
Refused - DO NOT READ..... 12	0	0%

**Q27:**

Would you like information on how to get free deskside paper recycling collection boxes or assistance in improving your recycling program?

ASK IF Q4=2-4 OR Q11=2-5
--------------------------

N = .....	19	100%
Yes..... 1	6	32%
No ..... 2	12	63%
Don't know ..... 3	1	5%
Refused..... 4	0	0%

**Q28:**

With your permission we will give your name and phone number to Metro and someone from their recycling information center will contact you.

ASK IF Q27=1
--------------

N = .....	6	100%
Yes give them my name and phone number..... 1	6	100%
No do not give them my name and phone number ..... 2	0	0%
Don't know/Refused ..... 3	0	0%

**Q29:**

Can I give you the phone number for Metro's recycling information line in case you have any recycling questions in the future? IF YES, SAY: The phone number is (503) 234-3000

SKIP IF Q27=1

N = .....	98	100%
Yes, gave phone..... 1	64	65%
No, did not give phone number ..... 2	34	35%
Don't know ..... 3	0	0%
Refused ..... 4	0	0%

**Q30:**

In case my supervisor needs to call you, may I please have your first name?

N = .....	104	100%
RECORD FIRST NAME ..... 1	102	98%
Refused..... 2	2	2%

**Q31:**

And may I verify that I reached you at<tel01>?

N = .....	104	100%
Yes..... 1	101	97%
No, RECORD CORRECT PHONE NUMBER..... 2	3	3%

**GENDR:**

*DO NOT ASK!*

RECORD GENDER

N = .....	104	100%
Male..... 1	33	32%
Female ..... 2	71	68%

## Gresham Box Requested Subsample

### TYPE:

N = .....	49	100%
Gresham box requestors .....	49	100%

### JURIS:

Jurisdiction from sample		
N = .....	49	100%
East Multnomah County .....	49	100%

### INTRO:

#### *IF NOT AVAILABLE, ARRANGE CALL-BACK*

COMPANY NAME: <bname> Hello, this is \_\_\_\_\_ calling on behalf of Metro, the regional government that manages recycling and the transfer and disposal of solid waste. IF CONTACT NAME: Is <cont >available? IF NO CONTACT NAME: May I please speak to the person that oversees recycling and garbage services for your company? WHEN CORRECT RESPONDENT IS ON THE LINE SAY: Hello, I'm \_\_\_\_\_ with the Gilmore Research Group. We are helping local governments and Metro learn about paper recycling at businesses in the Portland Metro area. Are you the best person to talk to about how your company recycles paper? IF YES: Is this a good time to talk? IF NEEDED: The survey will only take about 10 minutes and all your answers will be confidential.

### Q1:

Which of the following best describes your type of business? INTERVIEWER NOTE:

You may stop reading the list when the respondent chooses their answer.

N = .....	49	100%
Office related such as financial, medical, or professional service .....	32	65%
Personal services such as hairdresser or plumber .....	1	2%
A retail store selling goods .....	8	16%
Restaurant, fast food, or grocery .....	0	0%
School, library or educational institution .....	0	0%
Hotel or motel .....	0	0%
Hospital or medical clinic .....	7	14%
Manufacturer .....	1	2%
Wholesaling or warehousing business .....	0	0%
Or something else (SPECIFY:) .....	0	0%
Don't know - DO NOT READ .....	0	0%
Refused - DO NOT READ .....	0	0%

**Q2:**

About how many employees do you have at this address including full, part-time, and temporary employees?

N = .....	49	100%
Don't know .....	2	4%
Refused .....	0	0%
..... 1	4	8%
..... 2	6	12%
..... 3	10	20%
..... 4	5	10%
..... 5	4	8%
..... 6	5	10%
..... 7	2	4%
..... 8	2	4%
..... 9	1	2%
..... 10	1	2%
..... 12	2	4%
..... 16	1	2%
..... 40	1	2%
..... 60	1	2%
..... 65	1	2%
..... 75	1	2%

**Q3:**

Which of the following types of scrap paper does your company regularly generate as part of doing business? INTERVIEWER NOTE: Pause after reading each choice and record all that apply. If necessary, you can say, "Would that be yes or no."

N = .....	49	100%
Newspapers..... 1	11	22%
Paper bags and corrugated cardboard .....	17	35%
Magazines, catalogs, or telephone books..... 3	20	41%
White and colored paper used for printers and copiers..... 4	42	86%
Or mixed scrap paper IF NEEDED: direct mail, glossy advertising, etc..... 5	33	67%
None - DO NOT READ .....	0	0%
Don't know - DO NOT READ..... 7	0	0%
Refused - DO NOT READ .....	0	0%

**Q3A:**

Who is responsible for obtaining and paying for your company's garbage service? Is it your company or someone else? INTERVIEWER NOTE: If someone else, probe to fit.

N = .....	49	100%
Your company .....	29	59%
The building owner or property management firm..... 02	15	31%
Share garbage service with another company..... 03	0	0%
Or no garbage service, you haul your own garbage..... 04	1	2%
Residential..... 05	0	0%
Other (SPECIFY:) - DO NOT READ .....	1	2%
Don't know - DO NOT READ..... 98	3	6%
Refused - DO NOT READ .....	0	0%

**Q4:**

Now I have some questions about paper recycling at your work site. First, do you have a way to recycle paper at work?

N = .....	49	100%
Yes..... 1	46	94%
No..... 2	3	6%
Don't know..... 3	0	0%
Refused..... 4	0	0%

**Q6:**

Which of the following types of paper does your company regularly recycle?

INTERVIEWER NOTE: Pause after reading each choice and record all that apply. If necessary, you can say, "Would that be yes or no."

ASK IF Q4=1

N = .....	46	100%
Newspapers..... 1	16	35%
Paper bags and corrugated cardboard..... 2	25	54%
Magazines, catalogs, or telephone books..... 3	24	52%
White and colored paper used for printers and copiers..... 4	42	91%
Or mixed scrap paper IF NEEDED: direct mail, glossy advertising flyers, etc. .... 5	32	70%
None - DO NOT READ..... 6	0	0%
Don't know - DO NOT READ..... 7	0	0%
Refused - DO NOT READ..... 8	0	0%

**Q7:**

Now I'm going to ask some questions about recycling in the Portland metro area. For each of the following paper products, please tell me if the product can be recycled as is, has to be specially prepared for recycling, or cannot be recycled.

N = .....	49	100%
Continue..... 1	49	100%

**Q7A:**

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area...)

Spiral bound notebooks INTERVIEWER NOTE: If Respondent says only after REMOVING BINDING  
- Code as 2 - SPECIALLY PREPARED FOR RECYCLING

N = .....	49	100%
As is..... 1	11	22%
Has to be specially prepared for recycling..... 2	15	31%
Or cannot be recycled..... 3	12	24%
Don't know - DO NOT READ..... 4	11	22%
Refused - DO NOT READ..... 5	0	0%

**Q7B:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area..)

Paper towels

N = .....	49	100%
As is..... 1	16	33%
Has to be specially prepared for recycling..... 2	1	2%
Or cannot be recycled..... 3	22	45%
Don't know - DO NOT READ..... 4	10	20%
Refused - DO NOT READ..... 5	0	0%

**Q7C:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area..)

NCR or carbonless paper forms

N = .....	49	100%
As is..... 1	22	45%
Has to be specially prepared for recycling..... 2	4	8%
Or cannot be recycled..... 3	8	16%
Don't know - DO NOT READ..... 4	15	31%
Refused - DO NOT READ..... 5	0	0%

**Q7D:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area..)

Frozen food boxes

N = .....	49	100%
As is..... 1	16	33%
Has to be specially prepared for recycling..... 2	6	12%
Or cannot be recycled..... 3	15	31%
Don't know - DO NOT READ..... 4	12	24%
Refused - DO NOT READ..... 5	0	0%

**Q7E:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area..)

Envelopes with plastic windows

N = .....	49	100%
As is..... 1	25	51%
Has to be specially prepared for recycling..... 2	11	22%
Or cannot be recycled..... 3	4	8%
Don't know - DO NOT READ..... 4	9	18%
Refused - DO NOT READ..... 5	0	0%

**Q7F:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. )

Paperboard boxes for office products NOTE: If has to BREAK DOWN BOXES use CODE 1 - AS IS

N = .....	49	100%
As is..... 1	37	76%
Has to be specially prepared for recycling..... 2	10	20%
Or cannot be recycled..... 3	0	0%
Don't know - DO NOT READ..... 4	2	4%
Refused - DO NOT READ..... 5	0	0%

**Q7G:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. )

Newspapers

SKIP IF Q4=1

N = .....	3	100%
As is..... 1	3	100%
Has to be specially prepared for recycling..... 2	0	0%
Or cannot be recycled..... 3	0	0%
Don't know - DO NOT READ..... 4	0	0%
Refused - DO NOT READ..... 5	0	0%

**Q7H:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area. )

Paper bags and corrugated cardboard

SKIP IF Q4=1

N = .....	3	100%
As is..... 1	2	67%
Has to be specially prepared for recycling..... 2	1	33%
Or cannot be recycled..... 3	0	0%
Don't know - DO NOT READ..... 4	0	0%
Refused - DO NOT READ..... 5	0	0%

**Q7I:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. )

Magazines, catalogs, or telephone books

SKIP IF Q4=1

N = .....	3	100%
As is..... 1	1	33%
Has to be specially prepared for recycling..... 2	2	67%
Or cannot be recycled..... 3	0	0%
Don't know - DO NOT READ..... 4	0	0%
Refused - DO NOT READ..... 5	0	0%

**Q7J:**

*AS NEEDED: Can you tell me if the product has to be recycled. .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. )

White and colored paper used for printers and copiers

SKIP IF Q4=1

N = .....	3	100%
As is..... 1	1	33%
Has to be specially prepared for recycling..... 2	2	67%
Or cannot be recycled..... 3	0	0%
Don't know - DO NOT READ..... 4	0	0%
Refused - DO NOT READ..... 5	0	0%

**Q7K:**

*AS NEEDED: Can you tell me if the product has to be recycled. .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. )

Mixed scrap paper IF NEEDED: Direct mail, glossy advertising flyers

SKIP IF Q4=1

N = .....	3	100%
As is..... 1	1	33%
Has to be specially prepared for recycling..... 2	2	67%
Or cannot be recycled..... 3	0	0%
Don't know - DO NOT READ..... 4	0	0%
Refused - DO NOT READ..... 5	0	0%

**Q8:**

To the best of your knowledge do staples, paper clips, or tape have to be removed from paper prior to recycling?

N = .....	49	100%
Yes remove all..... 1	22	45%
Yes remove staples..... 2	1	2%
Yes, remove paperclips..... 3	2	4%
Yes, remove tape..... 4	1	2%
Yes, remove BOTH staples and paper clips BUT NOT TAPE..... 8	2	4%
No, nothing has to be removed..... 5	18	37%
Don't know -DO NOT READ..... 6	3	6%
Refused - DO NOT READ..... 7	0	0%

**Q9:**

Are there any types of PAPER or PAPER ITEMS that your business currently throws away that you would like to be able to recycle? IF YES, PROBE UP TO 3 RESPONSES: What would they be?

N = .....	49	100%
Yes, (SPECIFY):..... 01	1	2%
No..... 02	42	86%
Food containers (frozen/milk cartons) and paper cups..... 03	0	0%
Paper/colored paper/copier paper/printer paper..... 04	2	4%
Styrofoam cups/styrofoam peanut packing/other styrofoam..... 05	0	0%
Slick/glossie/waxed papers..... 06	0	0%
Cardboard..... 07	0	0%
Other office paper (carbon/blueprints/binder folders/envelopes/tabs/ post it notes/newsletters)..... 08	0	0%
Telephone books/magazines/brochures/catalogues..... 09	2	4%
Paper towels/kleenex/tissue..... 10	1	2%
Don't know..... 98	2	4%
Refused..... 99	0	0%

**Q10:**

When preparing scrap paper for recycling do employees. . .

GO TO Q14 if Q4=2-4

N = .....	46	100%
Put ALL TYPES of paper into one container (DOES NOT NEED TO SEPARATE)..... 1	30	65%
Or separate different types of paper into two or more containers..... 2	15	33%
Don't know - DO NOT READ..... 3	1	2%
Refused - DO NOT READ..... 4	0	0%

**Q11:**

Do employees at your company have paper recycling collection boxes by their desks?

N = .....	46	100%
Yes, all..... 1	36	78%
Some do and some don't..... 2	2	4%
No..... 3	8	17%
Don't know - DO NOT READ..... 4	0	0%
Refused - DO NOT READ..... 5	0	0%

**Q11A:**

What is the main reason your employees don't have paper recycling collection boxes by their desks? IF MORE THAN ONE REASON, ASK: What is the main reason?

GO TO Q12 if Q11=1

N = .....	10	100%
Have one next to the printer/copier for everyone to use..... 01	0	0%
Have centrally located boxes..... 02	3	30%
Some/most employees don't have desks..... 03	3	30%
Don't know who to call..... 04	1	10%
Don't think they would be effective..... 05	1	10%
Don't generate enough paper..... 06	0	0%
No room/space limitations..... 07	1	10%
Laziness..... 08	0	0%
Small business..... 09	0	0%
Other (SPECIFY:)..... 97	1	10%
Don't know..... 98	0	0%
Refused..... 99	0	0%

**Q12:**

Who provides these boxes for you? Is it. . . INTERVIEWER NOTE: You may stop reading the list when the respondent chooses their answer.

GO TO Q14 if Q11=3-5 AND Q11A=03-99

N = .....	40	100%
Your company..... 01	9	23%
The building owner or property manager..... 02	2	5%
Your waste hauler..... 03	13	33%
Local government or Metro..... 04	11	28%
A private paper recycling company..... 05	1	3%
A janitorial service..... 06	0	0%
Or does someone else provide them (SPECIFY:)..... 96	0	0%
The employees provide their own boxes - DO NOT READ..... 97	1	3%
Don't know - DO NOT READ..... 98	3	8%
Refused - DO NOT READ..... 99	0	0%

**Q13:**

Can you briefly tell me what the boxes look like?

SKIP IF Q12=97

N = .....	39	100%
Brown cardboard box with RECYCLE printed in a circle on 3 sides in brown ink..... 1	6	15%
Tall hexagonal box with RECYCLE printed on 3 sides in brown ink..... 2	2	5%
White Box..... 6	16	41%
Other - DID NOT MATCH CODES ABOVE..... 3	18	46%
Don't know..... 4	0	0%
Refused..... 5	0	0%

**Q14:**

In the past 12 months have you received any information or assistance to help your company set up or improve its paper recycling program?

N = .....	49	100%
Yes..... 1	25	51%
No..... 2	22	45%
Don't know..... 3	2	4%
Refused..... 4	0	0%

**Q15:**

Was this information or assistance provided by... INTERVIEWER NOTE: You may stop reading the list when the respondent chooses their answer.

ASK IF Q14=1
--------------

N = .....	25	100%
Metro..... 01	7	28%
Your waste hauler..... 02	9	36%
Your property manager or building owner..... 03	0	0%
A local government recycling specialist..... 04	8	32%
Or someone else (SPECIFY:)..... 95	0	0%
A janitorial service - DO NOT READ..... 96	0	0%
A private paper recycling company - DO NOT READ..... 97	0	0%
Don't know - DO NOT READ..... 98	1	4%
Refused - DO NOT READ..... 99	0	0%

**Q16:**

In the last 12 months, would you say paper recycling at your business increased, decreased or stayed the same?

GO TO Q18 IF Q4=2-4
---------------------

N = .....	46	100%
Increase..... 1	19	41%
Stayed the same..... 2	25	54%
Decrease..... 3	0	0%
Don't know/Not Sure - DO NOT READ..... 4	2	4%
Refused - DO NOT READ..... 5	0	0%

**Q17:**

What do you think caused this<q16>in paper recycling at your business?

ASK IF Q16=1,3

N = .....	19	100%
Record comments .....	1	5%
Education/more people are aware of recycling.....	4	21%
Enforcing people to follow the recycling rules.....	2	11%
Recycled on their own/personal motivation .....	1	5%
Growing business/more employees .....	4	21%
Have bins for confidential papers .....	1	5%
Have bins/boxes to put recycling in/need boxes by employee desks.....	2	11%
More papers/more recycling/more mail.....	4	21%
Less use of paper/paperless .....	0	0%
Have paper shredder/are purchasing one in the future.....	0	0%
Can throw everything into one bin/no sorting required .....	0	0%
Don't use/don't use enough .....	0	0%
Don't know .....	1	5%
Refused.....	0	0%

**Q18:**

What keeps your business from recycling (more of) the paper it uses?

N = .....	49	100%
No place to keep recycling containers .....	2	4%
No one to haul it away.....	1	2%
Costs too much .....	0	0%
We don't have/use much paper .....	3	6%
We already recycle as much as possible.....	26	53%
Education/training/the employees being more aware .....	2	4%
Time restraints .....	3	6%
Inconvenience.....	0	0%
Laziness/forgetful .....	4	8%
Confidential/sensitive forms or paper (that need to be shredded first) .....	3	6%
Lack of drop boxes/containers for recycling/do not have any containers in our building .....	0	0%
Other (SPECIFY:) .....	1	2%
Don't know .....	4	8%
Refused.....	0	0%

**Q19:**

In the past 12 months did you or someone from your company call Metro for free paper recycling boxes?

ASK IF Q4=1 OR TYPE=3

N = .....	0	100%
Yes.....	0	0%
No .....	0	0%
Don't know .....	0	0%
Refused.....	0	0%

**Q20:**

Do you remember receiving a visit from a Gresham recycling specialist asking if you wanted free paper recycling boxes or assistance?

ASK IF TYPE=1,2

N = .....	49	100%
Yes..... 1	32	65%
No..... 2	12	24%
Don't know..... 3	5	10%
Refused..... 4	0	0%

**Q22:**

Now I'm going to ask you about some characteristics of the recycling boxes your company received from Metro. I'd like you to rate your satisfaction with each characteristic by using a scale from 1 to 5 where 1 is very dissatisfied and 5 is very satisfied. First, how satisfied were you with. . .

GO TO Q23 if Q4=2-4 OR Q13=3-5 OR TYPE=2,4 OR (TYPE=3 AND NOT Q19=1) OR (TYPE=1 AND Q11=3-5)

N = .....	46	100%
Continue..... 1	46	100%

**Q22A:**

(I'd like you to rate your satisfaction with each characteristic. How satisfied were you with. . .)

The amount of time it took between your call to Metro and when the boxes were delivered to your company? IF NEEDED: Would you say 5, very satisfied, 1, very dissatisfied or some number in between?

ASK IF TYPE=3 OR Q19=1

N = .....	0	100%
Very dissatisfied..... 1	0	0%
2..... 2	0	0%
3..... 3	0	0%
4..... 4	0	0%
Very satisfied..... 5	0	0%
Never received boxes..... 6	0	0%
Don't know..... 7	0	0%
Refused..... 8	0	0%

**Q22B:**

(I'd like you to rate your satisfaction with each characteristic. How satisfied were you with. . .)

The process of receiving your paper recycling boxes? IF NEEDED: Would you say 5, very satisfied, 1, very dissatisfied or some number in between?

ASK IF TYPE=1

N = .....	46	100%
Very dissatisfied..... 1	1	2%
2..... 2	0	0%
3..... 3	4	9%
4..... 4	5	11%
Very satisfied..... 5	25	54%
Never received boxes..... 6	8	17%
Don't know..... 7	1	2%
Refused..... 8	2	4%

**Q22C:**

(I'd like you to rate your satisfaction with each characteristic. How satisfied were you with.

..)

The capacity or amount of paper each box will hold IF NEEDED: Would you say 5, very satisfied, 1, very dissatisfied or some number in between?

N = .....	46	100%
Very dissatisfied .....	1	2%
2 .....	1	2%
3 .....	4	9%
4 .....	9	20%
Very satisfied .....	21	46%
Never received boxes .....	9	20%
Don't know .....	1	2%
Refused .....	0	0%

**Q22D:**

(I'd like you to rate your satisfaction with each characteristic. How satisfied were you with.

..)

How sturdy the box is IF NEEDED: Would you say 5, very satisfied, 1, very dissatisfied or one number in between?

N = .....	46	
100%		
Very dissatisfied .....	0	0%
2 .....	1	2%
3 .....	4	9%
4 .....	10	22%
Very satisfied .....	21	46%
Never received boxes .....	9	20%
Don't know .....	1	2%
Refused .....	0	0%

**Q22E:**

(I'd like you to rate your satisfaction with each characteristic. How satisfied were you with.

..)

The recycling information printed on the side of the box IF NEEDED: Would you say 5, very satisfied, 1, very dissatisfied or some number in between?

N = .....	46	100%
Very dissatisfied .....	1	2%
2 .....	3	7%
3 .....	5	11%
4 .....	6	13%
Very satisfied .....	20	43%
Never received boxes .....	9	20%
Don't know .....	2	4%
Refused .....	0	0%

**Q22F:**

(I'd like you to rate your satisfaction with each characteristic. How satisfied were you with.  
..)

The overall appearance of the boxes IF NEEDED: Would you say 5, very satisfied, 1, very dissatisfied or some number in between?

N = .....	46	100%
Very dissatisfied .....	1	2%
2 .....	0	0%
3 .....	6	13%
4 .....	8	17%
Very satisfied .....	21	46%
Never received boxes .....	9	20%
Don't know .....	1	2%
Refused .....	0	0%

**Q23:**

Did you have desk-side paper recycling boxes before you called Metro?

ASK IF TYPE=1,3 OR Q4=1

N = .....	46	100%
Yes .....	15	33%
No .....	27	59%
Don't know .....	4	9%
Refused .....	0	0%

**Q24:**

Have you called Metro or visited the Metro website for any recycling information or assistance (besides your request for desk-side paper recycling boxes) in the past 12 months?

N = .....	49	100%
Yes - Called .....	2	4%
Yes - Visited the website .....	2	4%
Yes - Both called and visited the website .....	0	0%
No .....	45	92%
Don't know/Not sure .....	0	0%
Refused .....	0	0%

**Q25A:**

Have you received a visit from a local government recycling specialist? IF NEEDED: These are people from your city or county government or from Portland State University who are knowledgeable about recycling. IF NEEDED: This question is referring to YOUR LOCATION.

N = .....	49	100%
Yes .....	13	27%
No .....	30	61%
Don't know .....	5	10%
Refused .....	1	2%

**Q25:**

Which of the following did they help you with. . . INTERVIEWER NOTE: PAUSE after reading each choice for a Yes or No answer and record all that apply. If necessary, you can say, "Would that be yes or no."

ASK IF Q25A=1
---------------

N = .....	13	100%
Advice on waste prevention..... 01	5	38%
Information about where to take non-paper recycling..... 02	6	46%
Where to buy products made from recycled materials ..... 03	2	15%
Drop off boxes..... 04	0	0%
Or something else (SPECIFY:) ..... 97	2	15%
Don't know/Not sure - DO NOT READ..... 98	2	15%
Refused - DO NOT READ..... 99	0	0%

**Q26:**

Using a scale of 0 to 10 where 0 is not at all likely, 5 is neutral, and 10 is extremely likely, how likely are you to use the recycling assistance program again?

ASK IF Q19=1 OR Q20=1 OR Q24=1 OR Q25=01
------------------------------------------

N = .....	33	100%
Not at all likely ..... 00	1	3%
1..... 01	1	3%
2..... 02	1	3%
3..... 03	0	0%
4..... 04	0	0%
Neutral ..... 05	8	24%
6..... 06	1	3%
7..... 07	4	12%
8..... 08	2	6%
9..... 09	1	3%
Extremely likely ..... 10	13	39%
Don't know -DO NOT READ ..... 11	1	3%
Refused - DO NOT READ..... 12	0	0%

**Q27:**

Would you like information on how to get free deskside paper recycling collection boxes or assistance in improving your recycling program?

ASK IF Q4=2-4 OR Q11=2-5
--------------------------

N = .....	13	100%
Yes..... 1	5	38%
No ..... 2	8	62%
Don't know ..... 3	0	0%
Refused..... 4	0	0%

**Q28:**

With your permission we will give your name and phone number to Metro and someone from their recycling information center will contact you.

ASK IF Q27=1
--------------

N = .....	5	100%
Yes give them my name and phone number..... 1	5	100%
No do not give them my name and phone number ..... 2	0	0%
Don't know/Refused ..... 3	0	0%

**Q29:**

Can I give you the phone number for Metro's recycling information line in case you have any recycling questions in the future? IF YES, SAY: The phone number is (503) 234-3000

SKIP IF Q27=1

N = .....	44	100%
Yes, gave phone..... 1	41	93%
No, did not give phone number ..... 2	3	7%
Don't know ..... 3	0	0%
Refused ..... 4	0	0%

**Q30:**

In case my supervisor needs to call you, may I please have your first name?

N = .....	49	100%
RECORD FIRST NAME ..... 1	48	98%
Refused ..... 2	1	2%

**Q31:**

And may I verify that I reached you at<tel01>?

N = .....	49	100%
Yes..... 1	47	96%
No, RECORD CORRECT PHONE NUMBER..... 2	2	4%

**GENDR:**

RECORD GENDER

N = .....	49	100%
Male..... 1	10	20%
Female ..... 2	39	80%

## Gresham Box Non-requested Subsample

### TYPE:

N = .....	51	100%
Gresham sample who did not request boxes..... 2	51	100%

### JURIS:

Jurisdiction from sample		
N = .....	51	100%
Portland .....	0	0%
East Multnomah County..... 1	51	100%
Clackamas County..... 2	0	0%
Washington County..... 3	0	0%
Beaverton..... 4	0	0%
..... 5	0	0%

### INTRO:

#### *IF NOT AVAILABLE, ARRANGE CALL-BACK*

COMPANY NAME: <bname> Hello, this is \_\_\_\_\_ calling on behalf of Metro, the regional government that manages recycling and the transfer and disposal of solid waste. IF CONTACT NAME: Is <cont >available? IF NO CONTACT NAME: May I please speak to the person that oversees recycling and garbage services for your company? WHEN CORRECT RESPONDENT IS ON THE LINE SAY: Hello, I'm \_\_\_\_\_ with the Gilmore Research Group. We are helping local governments and Metro learn about paper recycling at businesses in the Portland Metro area. Are you the best person to talk to about how your company recycles paper? IF YES: Is this a good time to talk? IF NEEDED: The survey will only take about 10 minutes and all your answers will be confidential.

### Q1:

Which of the following best describes your type of business? INTERVIEWER NOTE: You may stop reading the list when the respondent chooses their answer.

N = .....	51	100%
Office related such as financial, medical, or professional service..... 01	36	71%
Personal services such as hairdresser or plumber..... 02	3	6%
A retail store selling goods..... 03	4	8%
Restaurant, fast food, or grocery..... 04	0	0%
School, library or educational institution..... 05	0	0%
Hotel or motel..... 06	0	0%
Hospital or medical clinic..... 07	4	8%
Manufacturer..... 08	3	6%
Wholesaling or warehousing business..... 09	0	0%
Or something else (SPECIFY:)..... 10	1	2%
Don't know - DO NOT READ..... 97	0	0%
Refused - DO NOT READ..... 98	0	0%

**Q2:**

About how many employees do you have at this address including full, part-time, and temporary employees?

N = .....	51	100%
Don't know .....	0	0%
Refused .....	1	2%
..... 0	1	2%
..... 1	4	8%
..... 2	3	6%
..... 3	10	20%
..... 4	6	12%
..... 5	5	10%
..... 6	5	10%
..... 9	2	4%
..... 10	2	4%
..... 11	1	2%
..... 12	1	2%
..... 13	1	2%
..... 15	2	4%
..... 22	1	2%
..... 25	1	2%
..... 35	1	2%
..... 37	1	2%
..... 50	1	2%
..... 89	1	2%
..... 103	1	2%

**Q3:**

Which of the following types of scrap paper does your company regularly generate as part of doing business? INTERVIEWER NOTE: Pause after reading each choice and record all that apply. If necessary, you can say, "Would that be yes or no."

N = .....	51	100%
Newspapers..... 1	14	27%
Paper bags and corrugated cardboard..... 2	27	53%
Magazines, catalogs, or telephone books..... 3	26	51%
White and colored paper used for printers and copiers..... 4	46	90%
Or mixed scrap paper IF NEEDED: direct mail, glossy advertising, etc..... 5	36	71%
None - DO NOT READ..... 6	2	4%
Don't know - DO NOT READ..... 7	0	0%
Refused - DO NOT READ..... 8	0	0%

**Q3A:**

Who is responsible for obtaining and paying for your company's garbage service? Is it your company or someone else? INTERVIEWER NOTE: If someone else, probe to fit.

N = .....	51	100%
Your company..... 01	35	69%
The building owner or property management firm..... 02	14	27%
Share garbage service with another company..... 03	0	0%
Or no garbage service, you haul your own garbage..... 04	0	0%
Residential..... 05	0	0%
Other (SPECIFY:) - DO NOT READ..... 97	0	0%
Don't know - DO NOT READ..... 98	2	4%
Refused - DO NOT READ..... 99	0	0%

**Q4:**

Now I have some questions about paper recycling at your work site. First, do you have a way to recycle paper at work?

N = .....	51	100%
Yes..... 1	43	84%
No..... 2	8	16%
Don't know..... 3	0	0%
Refused..... 4	0	0%

**Q6:**

Which of the following types of paper does your company regularly recycle?

INTERVIEWER NOTE: Pause after reading each choice and record all that apply. If necessary, you can say, "Would that be yes or no."

ASK IF Q4=1

N = .....	43	100%
Newspapers..... 1	15	35%
Paper bags and corrugated cardboard..... 2	30	70%
Magazines, catalogs, or telephone books..... 3	31	72%
White and colored paper used for printers and copiers..... 4	41	95%
Or mixed scrap paper IF NEEDED: direct mail, glossy advertising flyers, etc.... 5	32	74%
None - DO NOT READ..... 6	0	0%
Don't know - DO NOT READ..... 7	0	0%
Refused - DO NOT READ..... 8	0	0%

**Q7:**

Now I'm going to ask some questions about recycling in the Portland metro area. For each of the following paper products, please tell me if the product can be recycled as is, has to be specially prepared for recycling, or cannot be recycled.

N = .....	51	100%
Continue..... 1	51	100%

**Q7A:**

*AS NEEDED: Can you tell me if the product has to be recycled. .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area. .)

Spiral bound notebooks INTERVIEWER NOTE: If Respondent says only after REMOVING BINDING  
- Code as 2 - SPECIALLY PREPARED FOR RECYCLING

N = .....	51	100%
As is..... 1	5	10%
Has to be specially prepared for recycling..... 2	20	39%
Or cannot be recycled..... 3	20	39%
Don't know - DO NOT READ..... 4	6	12%
Refused - DO NOT READ..... 5	0	0%

**Q7B:**

*AS NEEDED: Can you tell me if the product has to be recycled.*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area. .)

Paper towels

N = .....	51	100%
As is..... 1	14	27%
Has to be specially prepared for recycling..... 2	3	6%
Or cannot be recycled..... 3	29	57%
Don't know - DO NOT READ..... 4	5	10%
Refused - DO NOT READ..... 5	0	0%

**Q7C:**

*AS NEEDED: Can you tell me if the product has to be recycled.*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area. .)

NCR or carbonless paper forms

N = .....	51	100%
As is..... 1	23	45%
Has to be specially prepared for recycling..... 2	6	12%
Or cannot be recycled..... 3	12	24%
Don't know - DO NOT READ..... 4	10	20%
Refused - DO NOT READ..... 5	0	0%

**Q7D:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area. .)

Frozen food boxes

N = .....	51	100%
As is..... 1	16	31%
Has to be specially prepared for recycling..... 2	12	24%
Or cannot be recycled..... 3	18	35%
Don't know - DO NOT READ..... 4	5	10%
Refused - DO NOT READ..... 5	0	0%

**Q7E:**

*AS NEEDED: Can you tell me if the product has to be recycled. .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area. .)

Envelopes with plastic windows

N = .....	51	100%
As is..... 1	32	63%
Has to be specially prepared for recycling..... 2	12	24%
Or cannot be recycled..... 3	5	10%
Don't know - DO NOT READ..... 4	2	4%
Refused - DO NOT READ..... 5	0	0%

**Q7F:**

*AS NEEDED: Can you tell me if the product has to be recycled.*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. )

Paperboard boxes for office products NOTE: If has to BREAK DOWN BOXES use CODE 1 - AS IS

N = .....	51	100%
As is..... 1	30	59%
Has to be specially prepared for recycling..... 2	19	37%
Or cannot be recycled..... 3	2	4%
Don't know - DO NOT READ..... 4	0	0%
Refused - DO NOT READ..... 5	0	0%

**Q7G:**

*AS NEEDED: Can you tell me if the product has to be recycled. .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. )

Newspapers

SKIP IF Q4=1

N = .....	8	100%
As is..... 1	5	63%
Has to be specially prepared for recycling..... 2	0	0%
Or cannot be recycled..... 3	1	13%
Don't know - DO NOT READ..... 4	2	25%
Refused - DO NOT READ..... 5	0	0%

**Q7H:**

*AS NEEDED: Can you tell me if the product has to be recycled.*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area. . )

Paper bags and corrugated cardboard

SKIP IF Q4=1

N = .....	8	100%
As is..... 1	4	50%
Has to be specially prepared for recycling..... 2	3	38%
Or cannot be recycled..... 3	1	13%
Don't know - DO NOT READ..... 4	0	0%
Refused - DO NOT READ..... 5	0	0%

**Q7I:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area . . )

Magazines, catalogs, or telephone books

SKIP IF Q4=1

N = .....	8	100%
As is..... 1	6	75%
Has to be specially prepared for recycling..... 2	0	0%
Or cannot be recycled..... 3	1	13%
Don't know - DO NOT READ..... 4	1	13%
Refused - DO NOT READ..... 5	0	0%

**Q7J:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area.. )

White and colored paper used for printers and copiers

SKIP IF Q4=1

N = .....	8	100%
As is..... 1	3	38%
Has to be specially prepared for recycling..... 2	1	13%
Or cannot be recycled..... 3	2	25%
Don't know - DO NOT READ..... 4	2	25%
Refused - DO NOT READ..... 5	0	0%

**Q7K:**

*AS NEEDED: Can you tell me if the product has to be recycled. . .*

(Now I'm going to ask some questions to check your understanding of recycling in the Portland metro area. . )

Mixed scrap paper IF NEEDED: Direct mail, glossy advertising flyers

SKIP IF Q4=1

N = .....	8	100%
As is..... 1	6	75%
Has to be specially prepared for recycling..... 2	1	13%
Or cannot be recycled..... 3	1	13%
Don't know - DO NOT READ..... 4	0	0%
Refused - DO NOT READ..... 5	0	0%

**Q8:**

To the best of your knowledge do staples, paper clips, or tape have to be removed from paper prior to recycling?

N = .....	51	100%
Yes remove all..... 1	21	41%
Yes remove staples..... 2	2	4%
Yes, remove paperclips..... 3	2	4%
Yes, remove tape..... 4	1	2%
Yes, remove BOTH staples and paper clips BUT NOT TAPE..... 8	1	2%
No, nothing has to be removed..... 5	23	45%
Don't know -DO NOT READ..... 6	1	2%
Refused - DO NOT READ..... 7	0	0%

**Q9:**

Are there any types of PAPER or PAPER ITEMS that your business currently throws away that you would like to be able to recycle? IF YES, PROBE UP TO 3 RESPONSES: What would they be?

N = .....	51	100%
Yes, (SPECIFY):..... 01	1	2%
No..... 02	43	84%
Food containers (frozen/milk cartons) and paper cups..... 03	1	2%
Paper/colored paper/copier paper/printer paper..... 04	1	2%
Styrofoam cups/styrofoam peanut packing/other styrofoam..... 05	2	4%
Slick/glossie/waxed papers..... 06	1	2%
Cardboard..... 07	0	0%
Other office paper (carbon/blueprints/binder folders/envelopes/tabs/ post it notes/newsletters)..... 08	1	2%
Telephone books/magazines/brochures/catalogues..... 09	3	6%
Paper towels/kleenex/tissue..... 10	0	0%
Don't know..... 98	0	0%
Refused..... 99	0	0%

**Q10:**

When preparing scrap paper for recycling do employees. . .

GO TO Q14 IF Q4=2-4

N = .....	43	100%
Put ALL TYPES of paper into one container (DOES NOT NEED TO SEPARATE)..... 1	31	72%
Or separate different types of paper into two or more containers..... 2	12	28%
Don't know - DO NOT READ..... 3	0	0%
Refused - DO NOT READ..... 4	0	0%

**Q11:**

Do employees at your company have paper recycling collection boxes by their desks?

N = .....	43	100%
Yes, all..... 1	31	72%
Some do and some don't..... 2	1	2%
No..... 3	10	23%
Don't know - DO NOT READ..... 4	1	2%
Refused - DO NOT READ..... 5	0	0%

**Q11A:**

What is the main reason your employees don't have paper recycling collection boxes by their desks? IF MORE THAN ONE REASON, ASK: What is the main reason?

GO TO Q12 if Q11=1

N = .....	12	100%
Have one next to the printer/copier for everyone to use..... 01	1	8%
Have centrally located boxes..... 02	1	8%
Some/most employees don't have desks..... 03	4	33%
Don't know who to call..... 04	0	0%
Don't think they would be effective..... 05	2	17%
Don't generate enough paper..... 06	1	8%
No room/space limitations..... 07	2	17%
Laziness..... 08	0	0%
Small business..... 09	0	0%
Other (SPECIFY:)..... 97	1	8%
Don't know..... 98	0	0%
Refused..... 99	0	0%

**Q12:**

Who provides these boxes for you? Is it. . . INTERVIEWER NOTE: You may stop reading the list when the respondent chooses their answer.

GO TO Q14 if Q11=3-5 AND Q11A=03-99

N = .....	34	100%
Your company..... 01	17	50%
The building owner or property manager..... 02	2	6%
Your waste hauler..... 03	5	15%
Local government or Metro..... 04	3	9%
A private paper recycling company..... 05	1	3%
A janitorial service..... 06	0	0%
Or does someone else provide them (SPECIFY:)..... 96	2	6%
The employees provide their own boxes - DO NOT READ..... 97	1	3%
Don't know - DO NOT READ..... 98	3	9%
Refused - DO NOT READ..... 99	0	0%

**Q13:**

Can you briefly tell me what the boxes look like?

SKIP IF Q12=97

N = .....	33	100%
Brown cardboard box with RECYCLE printed in a circle on 3 sides in brown ink..... 1	5	15%
Tall hexagonal box with RECYCLE printed on 3 sides in brown ink..... 2	0	0%
White Box..... 6	4	12%
Other - DID NOT MATCH CODES ABOVE..... 3	25	76%
Don't know..... 4	0	0%
Refused..... 5	0	0%

**Q14:**

In the past 12 months have you received any information or assistance to help your company set up or improve its paper recycling program?

N = .....	51	100%
Yes..... 1	18	35%
No..... 2	30	59%
Don't know..... 3	3	6%
Refused..... 4	0	0%

**Q15:**

Was this information or assistance provided by... INTERVIEWER NOTE: You may stop reading the list when the respondent chooses their answer.

=> +1 if NOT Q14=1

N = .....	18	100%
Metro..... 01	4	22%
Your waste hauler..... 02	4	22%
Your property manager or building owner..... 03	1	6%
A local government recycling specialist..... 04	7	39%
Or someone else (SPECIFY: )..... 95	1	6%
A janitorial service - DO NOT READ..... 96	0	0%
A private paper recycling company - DO NOT READ..... 97	0	0%
Don't know - DO NOT READ..... 98	1	6%
Refused - DO NOT READ..... 99	0	0%

**Q16:**

In the last 12 months, would you say paper recycling at your business increased, decreased or stayed the same?

GO TO Q18 IF Q4=2-4

N = .....	43	100%
Increase..... 1	16	37%
Stayed the same..... 2	26	60%
Decrease..... 3	1	2%
Don't know/Not Sure - DO NOT READ..... 4	0	0%
Refused - DO NOT READ..... 5	0	0%

**Q17:**

What do you think caused this<q16>in paper recycling at your business?

=ASK IF Q16=1,3

N = .....	17	100%
Record comments .....	0	0%
Education/more people are aware of recycling.....	6	35%
Enforcing people to follow the recycling rules.....	1	6%
Recycled on their own/personal motivation .....	4	24%
Growing business/more employees .....	2	12%
Have bins for confidential papers .....	1	6%
Have bins/boxes to put recycling in/need boxes by employee desks.....	0	0%
More papers/more recycling/more mail.....	1	6%
Less use of paper/paperless .....	1	6%
Have paper shredder/are purchasing one in the future.....	1	6%
Can throw everything into one bin/no sorting required .....	1	6%
Don't use/don't use enough .....	0	0%
Don't know .....	0	0%
Refused.....	0	0%

**Q18:**

What keeps your business from recycling (more of) the paper it uses?

N = .....	51	100%
No place to keep recycling containers .....	4	8%
No one to haul it away .....	2	4%
Costs too much .....	0	0%
We don't have/use much paper .....	5	10%
We already recycle as much as possible.....	31	61%
Education/training/the employees being more aware .....	0	0%
Time restraints .....	4	8%
Inconvenience.....	2	4%
Laziness/forgetful .....	3	6%
Confidential/sensitive forms or paper (that need to be shredded first) .....	3	6%
Lack of drop boxes/containers for recycling/do not have any containers in our building .....	1	2%
Other (SPECIFY:) .....	1	2%
Don't know .....	1	2%
Refused.....	0	0%

**Q19:**

In the past 12 months did you or someone from your company call Metro for free paper recycling boxes?

ASK IF Q4=1 OR TYPE=3

N = .....	0	100%
Yes.....	0	0%
No .....	0	0%
Don't know .....	0	0%
Refused.....	0	0%

**Q20:**

Do you remember receiving a visit from a Gresham recycling specialist asking if you wanted free paper recycling boxes or assistance?

ASK IF TYPE=1,2

N = .....	51	100%
Yes..... 1	22	43%
No..... 2	22	43%
Don't know..... 3	7	14%
Refused..... 4	0	0%

**Q22:**

Now I'm going to ask you about some characteristics of the recycling boxes your company received from Metro. I'd like you to rate your satisfaction with each characteristic by using a scale from 1 to 5 where 5 is very satisfied and 1 is very dissatisfied. First, how satisfied were you with. . .

GO TO Q23 if TYPE=2

N = .....	0	100%
Continue..... 1	0	0%

**Q23:**

Did you have desk-side paper recycling boxes before you called Metro?

ASK IF TYPE=1,3 OR Q4=1

N = .....	0	100%
Yes..... 1	0	0%
No..... 2	0	0%
Don't know..... 3	0	0%
Refused..... 4	0	0%

**Q24:**

Have you called Metro or visited the Metro website for any recycling information or assistance (besides your request for desk-side paper recycling boxes) in the past 12 months?

N = .....	51	100%
Yes - Called..... 1	5	10%
Yes - Visited the website..... 5	1	2%
Yes - Both called and visited the website..... 6	0	0%
No..... 2	45	88%
Don't know/Not sure..... 3	0	0%
Refused..... 4	0	0%

**Q25A:**

Have you received a visit from a local government recycling specialist? IF NEEDED: These are people from your city or county government or from Portland State University who are knowledgeable about recycling. IF NEEDED: This question is referring to YOUR LOCATION.

N = .....	51	100%
Yes..... 1	10	20%
No..... 2	36	71%
Don't know..... 3	5	10%
Refused..... 4	0	0%

**Q25:**

Which of the following did they help you with. . . INTERVIEWER NOTE: PAUSE after reading each choice for a Yes or No answer and record all that apply. If necessary, you can say, "Would that be yes or no."

ASK IF Q25A=1
---------------

N = .....	10	100%
Advice on waste prevention..... 01	5	50%
Information about where to take non-paper recycling..... 02	6	60%
Where to buy products made from recycled materials ..... 03	4	40%
Drop off boxes..... 04	1	10%
Or something else (SPECIFY:) ..... 97	1	10%
Don't know/Not sure - DO NOT READ..... 98	1	10%
Refused - DO NOT READ..... 99	0	0%

**Q26:**

Using a scale of 0 to 10 where 0 is not at all likely, 5 is neutral, and 10 is extremely likely, how likely are you to use the recycling assistance program again?

ASK IF Q19=1 OR Q20=1 OR Q24=1 OR Q25=01
------------------------------------------

N = .....	23	100%
Not at all likely ..... 00	3	13%
1..... 01	1	4%
2..... 02	0	0%
3..... 03	0	0%
4..... 04	0	0%
Neutral ..... 05	3	13%
6..... 06	2	9%
7..... 07	0	0%
8..... 08	2	9%
9..... 09	1	4%
Extremely likely ..... 10	10	43%
Don't know -DO NOT READ ..... 11	1	4%
Refused - DO NOT READ..... 12	0	0%

**Q27:**

Would you like information on how to get free deskside paper recycling collection boxes or assistance in improving your recycling program?

ASK IF Q4=2-4 OR Q11=2-5
--------------------------

N = .....	20	100%
Yes..... 1	6	30%
No ..... 2	14	70%
Don't know ..... 3	0	0%
Refused..... 4	0	0%

**Q28:**

With your permission we will give your name and phone number to Metro and someone from their recycling information center will contact you.

ASK IF Q27=1
--------------

N = .....	6	100%
Yes give them my name and phone number..... 1	6	100%
No do not give them my name and phone number ..... 2	0	0%
Don't know/Refused ..... 3	0	0%

**Q29:**

Can I give you the phone number for Metro's recycling information line in case you have any recycling questions in the future? IF YES, SAY: The phone number is (503) 234-3000

SKIP IF Q27=1

N = .....	45	100%
Yes, gave phone..... 1	35	78%
No, did not give phone number ..... 2	10	22%
Don't know ..... 3	0	0%
Refused..... 4	0	0%

**Q30:**

In case my supervisor needs to call you, may I please have your first name?

N = .....	51	100%
RECORD FIRST NAME ..... 1	50	98%
Refused..... 2	1	2%

**Q31:**

And may I verify that I reached you at<tel01>?

N = .....	51	100%
Yes..... 1	50	98%
No, RECORD CORRECT PHONE NUMBER..... 2	1	2%

**GENDR:**

RECORD GENDER

N = .....	51	100%
Male..... 1	12	24%
Female ..... 2	39	76%

# Paper Box Recycling Campaign Survey Banners

## BANNER 1

1. Total

Type

2. Random Sample
3. Metro RIC Sample
4. Gresham Box requestors
5. Gresham did not request boxes

Jurisdiction

6. Portland
7. East Multnomah County = Gresham only
8. Clackamas County
9. Washington County
10. Beaverton

Q1 Type of business

11. Office
12. Retail
13. Mfg
14. Personal Services
15. Wholesale
16. School
17. Other

Q2 Business Size

18. 1-9 employees
19. 10-49
20. 50+

Q3A Garbage Service

21. Your company
22. Building owner

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## Banner 2

1. Total

Q4 Do you have a way to recycle paper at work?

2. Yes

3. No

Q10 Do employees commingle their scrap paper?

4. Yes = 1

5. No = 2

Q11 Do employees have paper recycling boxes by their desks?

6. All + Some employees

7. None

Q16 Has the paper recycling level changed in the last 12 months?

8. Increased

9. Same

Q3 What types of scrap paper does your company regularly generate as part of doing business?

10. Newspaper (ONP)

11. Paper bags and Cardboard (OCC)

12. Magazines, catalogs and telephone books (OMG)

13. White and colored printer paper (High Grade)

14. Mixed Scrap Paper (Mixed)

Q6 Which types of paper do your company regularly recycle?

15. ONP

16. OCC

17. OMG

18. White and colored printer paper (High Grade)

19. Mixed Scrap Paper (Mixed)

Q13 Can you tell me what the paper recycling boxes look like?

20. Brown cardboard (= 1) and tall hexagonal (= 2)

21. White box

22. Other

Q14 In the last 12 months, have you received any information or assistance to help your company set up or improve its paper recycling program?

23. Yes

24. No

## Pictures of Desk-side Recycling Boxes



**So simple even your boss can understand it.  
New! All paper, one-box recycling.**

**Free boxes. Call Metro. 503-234-3000** 

The complex block features a smaller version of the recycling box on the left. To its right, the text "So simple even your boss can understand it. New! All paper, one-box recycling." is displayed in a bold, dark brown font. Below this, the text "Free boxes. Call Metro. 503-234-3000" is shown in a bold, dark brown font, followed by the Metro logo, which is a circular emblem with a globe and the word "METRO" underneath.