

SCS ENGINEERS

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City of Omaha
Public Works Department
Mr. Robert G. Stubbe, P.E.
Public Works Director
1819 Farnam Street
Omaha, NE 68183

Subject: Solid Waste Collections Public Opinion Survey Results
City of Omaha, Nebraska

Mr. Stubbe:

SCS Engineers (SCS) appreciates the opportunity to provide this summary of results obtained from the public opinion survey conducted in the Fall of 2016. The scope of work and obtained results, summarized herein, were authorized August 9, 2016 as Amendment No. 1 to Council Resolution No. 799 which was approved June 7, 2016.

SCOPE OF SERVICES

SCS, along with our subcontractor (Wiese Research Associates (WRA)), developed a comprehensive public opinion survey for purposes of gauging the attitudes and opinions of residents across the City as a whole. Survey questions were developed and refined through City comment and beta testing, and the final questions were “scripted” for use in the telephone survey effort. A copy of the final script is included as **Attachment A**.

The originally contemplated sample size was set at 400 participants (n=400). Subsequent to approval of the agreement, the sample size was increased to 550 with the additional 150 participants selected from the areas within Omaha that are currently participating in the Waste Management Inc. / City of Omaha Pilot Study for carted and automated collections. The additional respondent interviews were included to establish a pre-Pilot Study baseline for the carted and automated collection participants which can 1) be used to compare to a likely post-Pilot Study survey and 2) provide for comparison of the Pilot Study population results to the broader City-wide results obtained.

Telephone surveys commenced October 26, 2016 and were completed by trained and experienced WRA interviewers from their central interviewing facilities. Pilot Study area respondent interviews were completed November 6, 2016, prior to commencement of carted and automated collections, and the City-wide respondent interviews were completed November 22, 2016. Participants for the survey were randomly selected using both household landlines and cellular lines and an effort was made to achieve a sample which was proportionately representative of households on a geographic basis by zip code.



SURVEY RESULTS

Data collection during the telephone surveys was performed with appropriate industry quality control (i.e. supervisor in progress monitoring, digital recordings) and tabulated data is included herewith as attachments. First, however, it is important to understand that the random sample results reflect a cross-section of the City-wide area as it now exists; included as **Attachment B** and shown in the second column as “total random”. The City-wide sample was achieved in such a way so as to proportionately represent the geographic distribution of households by zip code. The finally obtained sample is skewed to a bit older population than census information would suggest for the area however this anomaly is attributed to the elimination of potential respondents who do not participate in their own trash placement (e.g., those in rental complexes, etc.). Also included, in the first column of the attachment, is the Pilot Study area weighted results. Pilot Study area respondents were randomly obtained using an address-based telephone listing methodology to obtain landline phone numbers for households in the test area as well as some “opt-in” participants obtained in various ways (i.e. online registration). As such the sample for the Pilot Study area is not fully representative of that area (e.g., few cell phone numbers) and in fact was skewed older than it likely should be (but it was the best available method to contact these individuals). To provide a bit more comparability to the City-wide area findings, the Pilot Study area results were statistically weighted to more closely reflect the age distribution found in the City-wide area. Again, the weighted Pilot Study area results are shown in the first column and the City-wide results are shown in the second column of **Attachment B** with banner crosstabs for the City-wide results. Banner crosstabs for the Pilot Study area only, on a weighted basis, are also included in **Attachment C**.

The following subsections provide an overview of the survey results and are intended to provide the reader with potential inferences that seemed to surface from a researcher’s perspective. It is important to note that nothing here is meant to be construed as a final conclusion or recommendation and there are always more factors to consider than just the findings from a single research study when decision-making is taking place.

General Knowledge and Awareness of Current Services

Respondents are pretty familiar with garbage, recycling, and yard waste collection services currently provided by the City. This isn’t surprising since respondents by definition had to be familiar with their household’s waste generation activities to participate in the survey. That said, less than half of the respondents were familiar with or aware of the City’s recycling drop-off sites, bulky item drop-off program, household hazardous waste facility, and yard waste compost facility.

Regarding currently imposed limits on the amount of waste which can be placed out for collection, most respondents were aware that limits existed however most did not know the exact limits. From a practical standpoint, this may be of little to no concern as very few respondents typically exceed the limits placed on garbage volumes.

Respondents are generally satisfied with the collections services provided by the City and any widespread dissatisfaction with the current system was not evident. Performance is not perfect by any means, but those less than generally satisfied tended to cite performance factors rather than dissatisfactions with the system itself.

Relatively fewer residents were dissatisfied with garbage service (about 1.0/10) than with recyclable collection (1.2/10) or yard waste collection (1.3/10). While there is certainly room for improvement

and complete satisfaction is clearly not always present, a “ground swell” of dissatisfaction with the status quo does not appear to be present.

Garbage

Most respondents use 32-gallon containers or a mix of containers and bags for their household garbage. Approximately half of respondents indicated that a single container meets their typical weekly volume of garbage generation. Adding a second container would meet the needs of more than 80% of respondents and a third container would suffice for about nine in every 10 households. If one is seeking to establish a logical “minimum” or base service level that includes the vast majority of all households, then results here suggest that three 32 gallon containers (or equivalent) would meet the needs of the vast majority of households.

Recycling

Most respondents are satisfied with the 18-gallon recycling bin program with one out of four indicating they are dissatisfied. Those that are dissatisfied cite that the bins are too small, need a lid, or need to be more durable. Two bins would meet the weekly volume requirements for nine in 10 households with nearly two-thirds of the respondents requiring only one bin.

Yard Waste

Most respondents (92%) place yard waste out at least on occasion. Very few respondents use containers only for yard waste with nine in 10 respondents using a combination of containers and bags.

Slightly more than half of the respondents indicated that they have at least once set out for collection more than 6 containers and/or bags of yard waste in the last year. A slightly larger percentage indicated that they would favor limits being placed on yard waste volumes similar to the limits placed on garbage.

Regarding co-collection and comingling of yard wastes, as currently allowed, it is readily apparent that this is a complex and somewhat controversial topic. Starting out with no added education about the situation, separating yard waste wins the vote over co-mingling by roughly a 2:1 ratio but with nearly a third of the households having no preference. As further information and background is added through the questioning series (e.g., landfill, gases captured, cost of separate truck route, Oma-Gro cost) there is a bit of a swing in favor of co-mingling, but not dramatically so. After all information has been provided, the ratio of separate preference to co-mingling dropped to about 3:2 but with more having no clear preference.

Possible New Collection Programs

Respondents were provided a very basic introduction to the concept of Pay As You Throw (PAYT) which provides variable pricing based on the volume of services required. In general, reaction was mixed with an equal amount strongly in favor and strongly opposed to PAYT. Considering all responses (i.e. moderately favor or oppose), there does appear to be some basic support for this concept with favor versus oppose at about a 3:2 ratio.

Respondents were also provided a brief introduction to the concept of a carted and automated collections system similar to the Pilot Study currently underway. The vast majority felt that one 96-

gallon container would be sufficient for their garbage (93%). Note this is consistent with a prior survey question where nine in 10 indicated three 32-gallon containers were sufficient for their needs. If more capacity was needed, specific to a possible future program, preferences were in favor of using one's own container or bags by a 2:1 ratio over a second 96-gallon cart. However, a majority seemed okay with requiring use of only 96-gallon cart(s) when informed of the extra cost involved with handling non-standard containers. While perceived to be sufficient by most for garbage, when considering co-collection of yard waste with garbage, nearly half the respondents have concerns that one container would not be enough. Considering a second 96-gallon container, some still have concerns about whether the volume will be sufficient for their needs and nearly four in 10 are at least somewhat concerned as to where they will store the 96-gallon carts.

With regard to recycling, the vast majority felt that one 96-gallon container would be sufficient for their recycling every other week (92%). This response was consistent with prior survey questions regarding the 18-gallon bins currently utilized and the number of containers set out weekly. Further, one in every four respondents indicated that they would anticipate recycling more than they currently do if the large 96-gallon cart was provided.

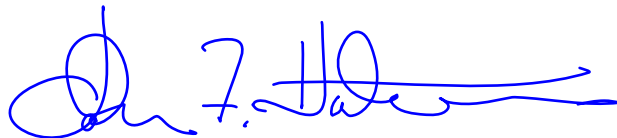
CONCLUSION

SCS appreciates the opportunity to provide this summary letter report of the public opinion survey. As noted previously, the summary provided above of potential "inferences" is not meant to be construed as final conclusions or recommendations as there are always more factors to consider than the findings from a single research study when decision-making is taking place. Rather, the highlights are provided to assist the City (and others) with future decision making with regard to the current public attitudes on City provided waste collection services.

Sincerely,



Michael J. Miller, CHMM
Vice President
SCS ENGINEERS



John F. Hartwell, Ph.D., P.E.
Senior Consultant
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MJM/JFH

Attachments: Telephone Survey Script
City-wide Respondent Results
Pilot Study Respondent Results

Attachment A
Telephone Survey Script

[INTRODUCTION]

Hello, this is ____ with WRA Research, an independent research firm in Nebraska. We are conducting a study on behalf of the City of Omaha regarding garbage, recycling and yard waste services. Your opinions are important and will help the city decide how to handle these services in the future.

(IF NECESSARY SAY:) The survey should only take about 10 minutes.

(INSERT STANDARD DISPOSITION CODES HERE)

XX (NOT AN OMAHA RESIDENT/DO NOT RECEIVE GARBAGE COLLECTION FROM CITY OF OMAHA)

[NOTE: ITEMS IN BOLD PARENTHESIS ARE NOT READ TO RESPONDENT, ONLY MARKED IF VOLUNTEERED BY THE RESPONDENT]

SQ1A. This call might be recorded for quality control purposes only.

First to verify, do you receive garbage and recycling collection services from the City of Omaha provided by Deffenbaugh Industries (and is now part of Waste Management)?

(OPEN-ENDED)

- 1 Yes
- 2 No **(THANK & TERMINATE)**
- 3 **(DON'T KNOW) (THANK & TERMINATE)**

SQ1B. Is your household responsible for placing your garbage and recycling out for pickup, or do you live in an apartment or other type of housing where you are NOT responsible for placing garbage out for pickup?

(OPEN-ENDED)

- 1 Responsible for placing garbage out for pickup
- 2 Not responsible – live in apartment, condo, etc. **(THANK & TERMINATE)**
- 3 **(DON'T KNOW) (THANK & TERMINATE)**

SQ1C. And are you involved in or familiar with your household's garbage and recycling collection or would someone else in your household be more familiar?

(OPEN-ENDED)

- 1 Yes, respondent familiar
- 2 No, someone else familiar **(ASK TO SPEAK WITH THEM AND SET CALLBACK IF NOT AVAILABLE)**
- 3 **(DON'T KNOW) (THANK & TERMINATE)**

[WAS Q52] SQ1D. To make sure we have a representative sample, what is your zip code?

(OPEN-ENDED)

(IF OUTSIDE CITY OF OMAHA OR DON'T KNOW/REFUSED, THANK & TERMINATE)

SQ1E. In which of the following categories does your age fall?

(READ RESPONSES)

- 1 18-24
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55-64
- 6 65-74
- 7 75 or older
- 8 **(REFUSED)**

SQ1F. Gender **(RECORD ONLY – DO NOT ASK)**
(OPEN-ENDED)

- 1 Male
- 2 Female

SQ1G. Did you recently receive a letter from the city of Omaha informing you that your household has been selected to participate in a pilot program aimed at modernizing Omaha's waste collection system? Only some households are in this test program.

(OPEN-ENDED)

- 1 Yes
- 2 No
- 3 **(DON'T KNOW)**

2. Would you say you are Very Familiar, Somewhat Familiar, or Not At All Familiar with the following services currently provided by the City of Omaha?

(ROTATE A-H)

(REPEAT RESPONSES AS NEEDED)

- A Garbage collection
- B Recyclables collection
- C Yard waste collection
- D Bulky item disposal drop-off
- E Recyclables drop-off sites
- F “Under the Sink” facility for household hazardous waste
- G Yard waste compost facility
- H Oma-Gro compost sales

- 1 Very familiar
- 2 Somewhat familiar
- 3 Not at all familiar
- 4 **(REFUSED)**

3. When comparing the garbage, yard waste, and recycling services provided by the City of Omaha to those of other cities, do you think Omaha does a better job than most other cities, is worse than most other cities, or about the same?

(REPEAT RESPONSES IF NEEDED)

- 1 Omaha does a better job than most other cities
- 2 Is worse than most other cities
- 3 About the same as other cities
- 4 **(NO IDEA)**

4. Overall, how satisfied or dissatisfied are you with the following services currently provided by the City? Would you say you are VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, or VERY DISSATISFIED?

(ROTATE A-C)

(REPEAT RESPONSES IF NEEDED)

(IF CODES 3-4, ASK RESPECTIVE Q5 FOLLOW-UP IMMEDIATELY)

- A Garbage collection
- B Yard waste collection
- C Recyclables collection

- 1 Very satisfied
- 2 Somewhat satisfied
- 3 Somewhat dissatisfied
- 4 Very dissatisfied
- 5 **(REFUSED)**

(IF DISSATISFIED - CODES 3-4 IN Q4A-C, ASK RESPECTIVE Q5 IMMEDIATELY)

5. What, specifically, are you dissatisfied with related to **(INSERT A-C AS APPLICABLE)**?
(OPEN-ENDED) (PROBE FOR SPECIFICS)

- A Garbage collection
- B Yard waste collection
- C Recyclables collection

Now we have some questions about garbage collection services.

5D. Where does your household place garbage for collection, the curb, an alley, or a special collection location?

(OPEN-ENDED)

- 1 Curb
- 2 Alley
- 3 Special collection site or location
- 4 **(DON'T KNOW) (THANK & TERMINATE)**

6. The City requires household garbage to be in 32-gallon or smaller rigid containers or clear plastic bags prior to placement for collection. Do you use...

(READ RESPONSES)

- 1 All containers
- 2 All bags
- 3 Or some of each/it varies
- 4 **(NOT SURE)**

6A. Are you aware that the City limits the number of containers or bags allowed for garbage per week for each household?
(OPEN-ENDED)

- 1 Yes
- 2 No **(SKIP TO Q7)**
- 3 **(DON'T KNOW) (SKIP TO Q7)**

6B. What is the maximum number of containers or bags allowed per household for garbage, not counting recyclable containers?
(OPEN-ENDED) (IF RESPONDENT ASKS AFTER GIVING AN ANSWER, THE MAXIMUM ALLOWED IS 5 TOTAL CONTAINERS OR BAGS)

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six
- 7 Seven or more
- 8 **(KNOW THERE'S A LIMIT, BUT DK #)**
- 9 **(UNAWARE LIMIT IS IN PLACE – CODES 2-3 IN Q6A)**

[WAS Q6] 7. We realize this may vary, but on average, how many containers or bags of household garbage, NOT including yard waste or recyclables, do you place out for collection EACH WEEK?
(OPEN-ENDED) (RECORD NUMBER OF GARBAGE CONTAINERS – DO NOT INCLUDE YARD WASTE OR RECYCLABLES IN THIS ESTIMATE)

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five or more
- 6 **(NOT SURE/CAN'T SAY)**

7A. Are you aware that the City limits the weight on
(INSERT A-B)
(OPEN-ENDED)
A The 32-gallon or less containers
B The clear plastic bags

- 1 Yes
- 2 No
- 3 **(DON'T KNOW)**

(IF Q7AA=1, ASK Q7B. OTHERWISE, SKIP TO Q7C)

7B. What is the weight limit for the rigid 32 gallon or less containers?
(OPEN-ENDED-DO NOT READ RESPONSES!)

- 1 Any reply under 45 lbs.
- 2 45 lbs.
- 3 Any reply over 45 lbs.
- 4 **(KNOW THERE'S A LIMIT, BUT DK #)**
- 5 **(UNAWARE LIMIT IS IN PLACE – CODES 2-3 IN Q7AA)**

(IF Q7AB=1, ASK Q7C. OTHERWISE, SKIP TO Q7D)

7C. What is the weight limit for the clear plastic bags?
(OPEN-ENDED-DO NOT READ RESPONSES!)

- 1 Any reply under 30 lbs.
- 2 30 lbs.
- 3 Any reply over 30 lbs.
- 4 **(KNOW THERE'S A LIMIT, BUT DK #)**
- 5 **(UNAWARE LIMIT IS IN PLACE – CODES 2-3 IN Q7AB)**

(IF Q7AA=1 OR Q7AB=1, ASK Q7D. OTHERWISE, SKIP TO INTRO BEFORE Q8)

7D. Have you EVER had a container or bag tagged as overweight and not collected?
(OPEN-ENDED)

- 1 Yes
- 2 No
- 3 **(DON'T KNOW)**

Now we have some questions about yard waste.

8. Do you, at least during certain times of the year, place yard waste, such as grass clippings and leaves, out for collection?
(OPEN-ENDED)

- 1 Yes **(SKIP TO Q9A)**
- 2 No
- 3 **(DON'T KNOW) (SKIP TO Q9A)**

Q8A. How do you manage yard waste?

(OPEN-ENDED)

- 1 Let it lay
- 2 Mulch
- 3 Compost
- 96 Other **(SPECIFY:)**

(ASK Q9A IF PLACE YARD WASTE OUT FOR COLLECTION, Q8=1 OR 3. OTHERWISE, SKIP TO Q11A)

9A. During the season, do you typically place grass clippings out for collection?

(OPEN-ENDED)

- 1 Yes
- 2 No
- 3 **(DON'T KNOW)**

9B. And during the fall, do you typically place leaves out for collection?

(OPEN-ENDED)

- 1 Yes
- 2 No
- 3 **(DON'T KNOW)**

9C. Do you usually use all rigid containers, all paper bags, or a mix of both for your yard waste?

(REPEAT RESPONSES IF NEEDED)

- 1 All containers
- 2 All bags
- 3 Mix of both/it varies
- 4 **(NOT SURE)**

9D. During the season, how many bags or containers of yard waste do you typically place out each week for collection?

(OPEN-ENDED) (RECORD #) (PROBE FOR BEST ESTIMATE)

10. In the last 12 months – since last fall – what is the largest number of yard waste containers or bags you've put out for collection in any one week?

(OPEN-ENDED)

- 1 1
- 2 2-3
- 3 4-5
- 4 6-10
- 5 11-20
- 6 21 or more
- 7 **(NOT SURE)**

11A. Have you ever purchased Oma-Gro for use at your home?

(OPEN-ENDED)

- 1 Yes
- 2 No **(SKIP TO INTRO BEFORE Q13)**
- 3 **(DON'T KNOW) (SKIP TO INTRO BEFORE Q13)**

11B. Have you purchased Oma-Gro in bags, in bulk or both?

(OPEN-ENDED)

- 1 Bags
- 2 Bulk
- 3 Both
- 4 **(DON'T KNOW)**

11C. Have you purchased Oma-Gro from the following?

(INSERT A-E)
(OPEN-ENDED)

- A Oma-Gro facility
- B Hardware store
- C Landscape retailer
- D Grocery store
- E Somewhere else **(SPECIFY:)**

11D. Do you prefer to buy Oma-Gro compost over other compost products available in the Omaha market?

(OPEN-ENDED)

- 1 Yes **(ASK Q11E)**
- 2 No **(SKIP TO INTRO BEFORE Q13)**
- 3 **(DON'T KNOW) (SKIP TO INTRO BEFORE Q13)**

Q11E Why do you prefer Oma-Gro?

(OPEN-ENDED) (PROBE FOR SPECIFICS)

(Q12 OMITTED)

Next we have some questions about the City's recycling program.

13. Overall, how satisfied or dissatisfied are you with the green 18-gallon bins used for the recycling program? Would you say you are...

(READ RESPONSES)

- 1 Very satisfied **(SKIP TO Q15)**
- 2 Somewhat satisfied **(SKIP TO Q15)**
- 3 Somewhat dissatisfied **(ASK Q14)**
- 4 Or, very dissatisfied **(ASK Q14)**
- 5 **(REFUSED) (SKIP TO Q15)**

14. Why are you dissatisfied with the recycling bins?

(OPEN-ENDED) (PROBE FOR SPECIFICS)

15. Which of the following best describes how often you set recycling materials out for collection?

(READ RESPONSES)

- 1 Every week
- 2 Most weeks, but not all
- 3 One or two weeks a month
- 4 Every few months
- 5 Hardly ever
- 6 Or you do not recycle at all **(SKIP TO Q19)**
- 7 **(DON'T KNOW)**

16. Unlike household garbage, which is limited to a maximum of five containers or bags per week, the City does not limit the number of recyclable containers that can be set out. On average, how many containers do you typically set out for recycling collection?

(OPEN-ENDED)

17. If you wanted or needed more recyclable containers, do you currently know how or where to obtain those containers?

(OPEN-ENDED)

1 Yes

2 No

3 **(DON'T KNOW)**

18. How often do you have recyclables litter outside of the bin in your yard or the street following pick up?

(READ RESPONSES)

1 Never

2 Rarely

3 Sometimes

4 Or often

5 **(DON'T KNOW)**

19. What changes, if any, to the current recycling program would you like the City to consider? What ideas do you have to improve the City's recycling program?

(OPEN-ENDED) (PROBE FOR SPECIFICS)

20. Are you aware that the City has five drop-off sites where residents can take recyclables in addition to curbside pick-up?

(OPEN-ENDED)

1 Yes

2 No **(SKIP TO Q23)**

3 **(DON'T KNOW) (SKIP TO Q23)**

21. Have you ever used any of these facilities?

(OPEN-ENDED)

1 Yes

2 No

3 **(DON'T KNOW)**

(Q22 OMITTED)

23. Are you aware the City offers a program for residents to dispose of bulky items such as auto parts, furniture, and appliances at reduced prices?

(OPEN-ENDED)

- 1 Yes
- 2 No **(SKIP TO INTRO BEFORE Q25A)**
- 3 **(DON'T KNOW) (SKIP TO INTRO BEFORE Q25A)**

24. In the last 5 years, how many times have you used this service?
(READ RESPONSES IF NEEDED TO CLARIFY)

- 1 None
- 2 1-2
- 3 3-4
- 4 5 or more
- 5 **(DON'T KNOW)**

The City is currently evaluating possible changes to the waste collection program including garbage, yard waste, and recycling. These next few questions are to gather your opinions regarding some of these potential ideas.

(ROTATE ASKING Q25A-E BEFORE Q25F AND Q25F BEFORE Q25A-E)

25A. Since July 2015, yard waste has been co-collected and co-mingled in the same truck as household garbage. Previously, yard waste was collected separately from April through November. What is your preference? Do you **STRONGLY FAVOR** separate pick-up, **MODERATELY FAVOR**, **NEUTRAL** – either is fine, **MODERATELY FAVOR** combined pick-up, or **STRONGLY FAVOR** combined pick-up for garbage and yard waste?

(REPEAT RESPONSES IF NEEDED)

- 1 Strongly favor separate pick-up
- 2 Moderately favor separate pick-up
- 3 Neutral – either is fine
- 4 Moderately favor combined pick-up
- 5 Strongly favor combined pick-up
- 6 **(REFUSED)**

25B. When yard waste was picked-up separately, were you aware that garbage was taken to the landfill and yard waste was taken to a composting facility?

(OPEN-ENDED)

- 1 Yes **(SKIP TO Q25D)**
- 2 No
- 3 **(DON'T KNOW)**

25C. Knowing that the yard waste is now going to the landfill with garbage as opposed being composted, do you **STRONGLY FAVOR** separate pick-up, **MODERATELY FAVOR**, **NEUTRAL** – either is fine, **MODERATELY FAVOR** combined pick-up, or **STRONGLY FAVOR** combined pick-up for garbage and yard waste?

(REPEAT RESPONSES IF NEEDED)

- 1 Strongly favor separate pick-up
- 2 Moderately favor separate pick-up
- 3 Neutral – either is fine
- 4 Moderately favor combined pick-up
- 5 Strongly favor combined pick-up
- 6 **(REFUSED)**

25D. Prior to this survey, were you aware that the gas generated by disposed materials at the landfill, including yard waste, is captured and routed to an Omaha Public Power District facility where it is burned and turned into electricity for use by more than 4,000 homes?

(OPEN-ENDED)

- 1 Yes **(SKIP TO Q25F)**
- 2 No
- 3 **(DON'T KNOW)**

25E. Knowing that the gas generated at the landfill is used to produce electricity, would you say you **STRONGLY FAVOR** separate pick-up, **MODERATELY FAVOR**, **NEUTRAL** – either is fine, **MODERATELY FAVOR** combined pick-up, or **STRONGLY FAVOR** combined pick-up for garbage and yard waste?

(REPEAT RESPONSES IF NEEDED)

- 1 Strongly favor separate pick-up
- 2 Moderately favor separate pick-up
- 3 Neutral – either is fine
- 4 Moderately favor combined pick-up
- 5 Strongly favor combined pick-up
- 6 **(REFUSED)**

25F. Picking up yard waste separately requires more trucks and added costs for collection. That said, would you say you **STRONGLY FAVOR** **SEPARATE PICKUP**, **MODERATELY FAVOR**, **NEUTRAL** – **EITHER IS FINE**, **MODERATELY FAVOR COMBINED PICK-UP**, or **STRONGLY FAVOR COMBINED PICK-UP FOR GARBAGE AND YARD WASTE**?

(REPEAT RESPONSES IF NEEDED)

- 1 Strongly favor separate pick-up
- 2 Moderately favor separate pick-up
- 3 Neutral – either is fine
- 4 Moderately favor combined pick-up
- 5 Strongly favor combined pick-up
- 6 **(REFUSED)**

26. When the City collected yard waste separately, it was transported to a City-owned and operated facility where it was composted and turned into Oma-Gro – a compost product available for purchase by residents and commercial entities. Prior to this survey, were you aware that yard wastes were managed at a City-owned and operated facility?

(OPEN-ENDED)

- 1 Yes
- 2 No
- 3 **(DON'T KNOW)**

27. As you might know, the current yard waste program allows an unlimited number of containers or bags per household to be placed out for collection each week. Knowing that there is a significant cost associated with this service, do you think a reasonable limit should be placed on the number of yard waste containers or bags allowed to be set out for collection each week?

(OPEN-ENDED)

- 1 Yes
- 2 No
- 3 **(DON'T KNOW)**

28. Currently the City's costs to collect yard waste and produce Oma-Gro compost are greater than the revenues generated from selling the product by a substantial margin. Knowing this, do you prefer **SEPARATE PICKUP** and continuation of the City-subsidized Oma-Gro program, prefer **COMBINED PICK-UP** and elimination of the Oma-Gro program, or do you not have a preference?

(REPEAT RESPONSES IF NEEDED)

- 1 Prefer separate pick-up and continuation of Oma-Gro
- 2 Prefer combined pick-up and elimination of Oma-Gro
- 3 No Preference
- 4 **(REFUSED)**

Now for a few questions about a possible new program.

29A. Thinking about garbage collection, the city is considering providing households with 96-gallon wheeled carts that have hinged lids for garbage. The new carts would be picked up **WEEKLY** by trucks that have an automated arm, which eliminates the need for manual labor. Do you think the size of these new containers will be sufficient for your weekly garbage needs, **NOT** including yard waste or recyclables? That's equivalent to three of the current 32-gallon containers.

(REPEAT RESPONSES AS NEEDED)

- 1 Yes, new 96 gallon cart should be sufficient
- 2 No, one 96 gallon cart not enough
- 3 **(DON'T KNOW)**

29B. Which of the following would you prefer for “excess” garbage beyond one 96-gallon cart?

(READ RESPONSES)

- 1 A second 96-gallon wheeled cart
- 2 Or the use of your own 32-gallon rigid containers or clear plastic bags for excess garbage
- 3 **(EITHER ONE, NO PREFERENCE)**
- 4 **(NOT SURE)**

29C. Given the use of your own rigid containers or bags adds considerably to the cost of collection because it requires manual pick-up in lieu of automated pick-up, should the city REQUIRE the use of the 96-gallon carts for excess garbage?

(OPEN-ENDED)

- 1 Yes
- 2 No
- 3 **(DON'T KNOW)**

29D. Would a second 96-gallon cart be sufficient for your weekly household needs? Keep in mind this is for garbage only – no yard waste or recyclables.

(OPEN-ENDED)

- 1 Yes, two carts would be sufficient
- 2 No, not enough
- 3 **(DON'T KNOW)**

29E. If yard wastes are continued to be co-collected with garbage, do you think one 96-gallon cart will be sufficient for your WEEKLY household garbage AND yard waste needs? (not including recyclables)

(REPEAT RESPONSES AS NEEDED)

- 1 Yes, one 96 gallon cart should be sufficient **(SKIP TO Q30)**
- 2 No, one 96 gallon cart not enough
- 3 **(DON'T KNOW) (SKIP TO Q30)**

29F. Would a second 96-gallon cart be sufficient for your weekly household garbage AND yard waste needs?

(OPEN-ENDED)

1 Yes, a second cart would be sufficient

2 No, not enough

3 **(DON'T KNOW)**

30. Other cities that have moved to the 96-gallon carts successfully utilize a “pay as you throw” program to keep the costs down for those generating minimal waste. That is, households that require or request multiple carts are charged for the ADDITIONAL CART and volume of garbage collected. The average cost is approximated to be \$5 to \$10 per month for each additional 96-gallon cart. Do you STRONGLY FAVOR, MODERATELY FAVOR, MODERATELY OPPOSE, OR STRONGLY OPPOSE moving to this type of program in Omaha if the new 96-gallon cart approach was implemented?

(REPEAT RESPONSES AS NEEDED)

- 1 Strongly favor
- 2 Moderately favor
- 3 Moderately oppose
- 4 Strongly oppose
- 5 **(NOT SURE)**

31. Still thinking about the proposed 96-gallon wheeled carts, are you VERY, SOMEWHAT, or NOT AT ALL CONCERNED about where you would store this large of a cart?

(REPEAT RESPONSES AS NEEDED)

- 1 Very concerned
- 2 Somewhat concerned
- 3 Not at all concerned
- 4 **(NOT SURE)**

32. Instead of reverting back to separate yard waste collection at some point, the City is considering eliminating separate yard waste collections and the Oma-Gro Composting program entirely. Household garbage and yard waste would continue to be collected together and disposed of at the landfill. Would you STRONGLY FAVOR, MODERATELY FAVOR, MODERATELY OPPOSE, OR STRONGLY OPPOSE this option of no separate yard waste collection?

(REPEAT RESPONSES AS NEEDED)

- 1 Strongly favor
- 2 Moderately favor
- 3 Moderately oppose
- 4 Strongly oppose
- 5 **(NOT SURE)**

(Q33 OMITTED)

The next questions are about potential changes to the recycling program.

34. Would a city-provided 96-gallon wheeled cart with a hinged lid be more convenient for your recyclables storage and placement for collection compared to the current green 18-gallon bins? Would the cart be

(READ RESPONSES)

- 1 Far more convenient
- 2 Somewhat more convenient
- 3 About the same
- 4 Somewhat less convenient
- 5 Or far less convenient than the 18-gallon bins?
- 6 **(NOT SURE)**

35. If you were provided a larger wheeled cart with a hinged lid for recyclables, would you be inclined to recycle more than you do now or would the amount you recycle remain about the same?

(REPEAT RESPONSES IF NEEDED)

- 1 Yes, would recycle more
- 2 About the same amount
- 3 **(NOT SURE)**

36A. Would a 96-gallon wheeled cart with a lid that is picked up every OTHER week be sufficient for your recycling needs? Keep in mind that 96-gallons picked up every other week equates to picking up five of the current green 18-gallon bins every OTHER week.

(REPEAT RESPONSES IF NEEDED)

- 1 Yes, one 96 gallon cart should be sufficient **(SKIP TO Q37)**
- 2 No, one 96 gallon cart not enough
- 3 **(DON'T KNOW) (SKIP TO Q37)**

36B. Would a second 96-gallon cart be sufficient for your household needs? (for recycling pick-up every OTHER week)

(OPEN-ENDED)

- 1 Yes, two carts would be sufficient
- 2 No, not enough
- 3 **(DON'T KNOW)**

37. Providing recycling collection service reduces costs paid by the City for disposal at the landfill and a third party sorts and manages recyclables at no additional cost beyond incurred collection costs. Given the cost savings for keeping recyclables out of the landfill, would you say you STRONGLY FAVOR, MODERATELY FAVOR, MODERATELY OPPOSE or STRONGLY OPPOSE providing a second container for recyclables at

(REPEAT RESPONSES IF NEEDED)

- 1 Strongly favor
- 2 Moderately favor
- 3 Moderately oppose
- 4 Strongly oppose
- 5 **(NOT SURE)**

38. Please tell me if the following methods are a VERY GOOD WAY, AN OKAY WAY, or NOT A GOOD WAY of communicating with you about garbage, yard waste, and recycling services in Omaha?

(ROTATE A-F)

- A Automated telephone calls
- B Wasteline-dot-org website
- C Email
- D Facebook posts
- E Omaha World Herald – print or online
- F Mailed copy of Wasteline newsletter

(TWITTER OMITTED)**(POST CARD OR LETTER OMITTED)**

- 1 Very good way
- 2 Okay way
- 3 Not a good way
- 4 **(DON'T KNOW)**

Now a few final questions for classification purposes only.

39. How long have you lived at your current address?

(READ RESPONSES)

- 1 Less than one year
- 2 One to three years
- 3 Four to five years
- 4 Six to 10 years
- 5 10 to 20 years
- 6 More than 20 years
- 7 **(REFUSED)**

40. Have you ever lived in another city where garbage collection services were different than they are in Omaha?

(OPEN-ENDED)

- 1 Yes
- 2 No
- 3 **(DON'T KNOW)**

41. Would your total household income, before taxes, for all persons in your household be under or over \$50,000 for one year?

(OPEN-ENDED)

(IF UNDER, ASK:) Under or over \$25,000

(IF OVER, ASK:) Under or over \$75,000

(IF STILL OVER, ASK:) Under or over \$100,000

- 1 Under \$25,000
- 2 \$25,000 to \$49,999
- 3 \$50,000 to \$74,999
- 4 \$75,000 to \$100,000
- 5 Over \$100,000
- 6 **(REFUSED)**

That concludes the interview. I just need to verify that I reached you at

(INSERT PHONE NUMBER)

(IF NOT CORRECT, RECORD NUMBER:)

In case my supervisor wants to verify I completed this survey, can I please have your first name?

(RECORD NAME)

Thanks so much for your time and opinions – have a great evening/day!

Attachment B
City-wide Respondent Results

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

SQLA. First to verify, do you receive garbage and recycling collection services from the City of Omaha provided by Deffenbaugh Industries (and is now part of Waste Management)? (Base: Total Sample)

											(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		
	(RANDOM)					(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)			
	AGE					GENDER		HOME		INITIAL SEPARATE PREFERENCE		YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE		PAY AS YOU THROW			
WTD	Total	Under	55-			Fe-	Under	\$75k		SEP	COMB		No/		No/		No		Strg	Strg	
TEST	Random	55	64	65+	Male	male	\$75K	Over		Mod	Neu-	Mod	Yes	DK	Yes	DK	Cont	Elim	Pref	Mod	Mod
										Fav	tral	Fav								Fav	Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Yes	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

SQLB. Is your household responsible for placing your garbage and recycling out for pickup, or do you live in an apartment or other type of housing where you are NOT responsible for placing garbage out for pickup? (Base: Total Sample)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE				(RANDOM) GENDER			(RANDOM) HOME													
	WTD	Total	Under	55-		Fe-	Under	\$75k		SEP	COMB									Strg	Strg
	TEST	Randm	55	64	65+	Male	male	\$75K	Over	Mod	Neu-	Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Mod Fav	Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Responsible for placing garbage out for pickup	151 100%	406 100%	197 100%	98 100%	105 100%	175 100%	231 100%	184 100%	182 100%	184 100%	112 100%	100 100%	275 100%	131 100%	126 100%	280 100%	128 100%	90 100%	181 100%	230 100%	155 100%
Not responsible - live in apartment, condo, etc.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

SQLC. And are you involved in or familiar with your household's garbage and recycling collection or would someone else in your household be more familiar? (Base: Total Sample)

											(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		
	(RANDOM)					(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)			
	AGE					GENDER		HOME		INITIAL SEPARATE PREFERENCE		YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE		PAY AS YOU THROW			
WTD	Total	Total	Under	55-			Fe-	Under	\$75k	SEP		COMB									
TEST	Randm	55	64	65+	Male	male	\$75K	Over		Strg	Neu-	Strg		No/		No/				Strg	Strg
										Fav	tral	Fav	Yes	DK	Yes	DK	Cont	Elim	No	Mod	Mod
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Yes, respondent familiar	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No, someone else familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

SQ1D. To make sure we have a representative sample, what is your zip code? (Base: Total Sample)

		(RANDOM) AGE			(RANDOM) GENDER		(RANDOM) HOME			(RANDOM) INITIAL SEPARATE PREFERENCE			(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW		
	WTD	Total	Under	55-		Fe-	Under	\$75k		SEP		COMB								Strg	Strg	
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Mod	Neu-	Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Mod Fav	Mod Opp	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL		151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL		150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
68022	-	7 2%	4 2%	2 2%	1 1%	3 2%	4 2%	1 1%	6 3% h	1 1%	5 4% j	1 1%	5 2%	2 2%	3 2%	4 1%	1 1%	1 1%	5 3%	5 2%	2 1%	
68102	-	1 *	1 1%	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 *	-	-	1 *	1 1%	-	-	1 *	-	
68104	-	37 9%	24 12% E	7 7%	6 6%	16 9%	21 9%	20 11%	14 8%	19 10% l	10 9%	5 5%	27 10%	10 8%	14 11%	23 8%	11 9%	9 10%	16 9%	17 7%	15 10%	
68105	-	19 5%	10 5%	5 5%	4 4%	11 6%	8 3%	9 5%	9 5%	11 6%	4 4%	3 3%	12 4%	7 5%	8 6%	11 4%	9 7% r	2 2%	8 4%	11 5%	6 4%	
68106	-	21 5%	11 6%	3 3%	5 5%	9 5%	12 5%	8 4%	9 5%	13 7%	4 4%	4 4%	15 5%	6 5%	7 6%	14 5%	10 8% s	5 6%	6 3%	13 6%	7 5%	
68107	-	26 6%	9 5%	7 7%	10 10%	7 4%	19 8% f	20 11% I	3 2%	14 8%	4 4%	6 6%	22 8% N	4 3%	10 8%	16 6%	7 5%	8 9%	11 6%	13 6%	11 7%	
68108	-	9 2%	4 2%	1 1%	3 3%	3 2%	6 3%	6 3%	3 2%	4 2%	3 3%	2 2%	7 3%	2 2%	5 4%	4 1%	3 2%	1 1%	5 3%	3 1%	6 4%	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

SQ1D. To make sure we have a representative sample, what is your zip code? (Base: Total Sample)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW			
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME															
	WTD	Total	Under	55-				Under	\$75k	SEP	COMB												
	Total	Total	55	64	65+	Male	Fe- male	\$75K	Over	Strg Mod	Strg Mod	Fav	Neu- tral	Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod	Strg Mod
	TEST	Randm	55	64	65+	Male	male	\$75K	Over	Fav	Fav	Fav	Fav	Fav	Yes	DK	Yes	DK	Cont	Elim	Pref	Fav	Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)		
68110	-	7 2%	2 1%	2 2%	3 3%	6 3%	1 *%	7 4%	-	2 1%	-	5 5% j	3 1%	4 3%	1 1%	6 2%	1 1%	2 2%	4 2%	2 1%	5 3%		
68111	-	27 7%	10 5%	9 9%	8 8%	5 3%	22 10%	25 14%	1 1%	9 5%	8 7%	10 10%	13 5%	14 11%	6 5%	21 8%	7 5%	1 1%	17 9%	10 4%	15 10%		
68112	-	13 3%	8 4%	2 2%	2 2%	7 4%	6 3%	10 5%	3 2%	3 2%	5 4%	5 5%	9 3%	4 3%	2 2%	11 4%	1 1%	5 6%	7 4%	10 4%	2 1%		
68114	24 16% B	15 4%	5 3%	2 2%	8 8% cd	5 3%	10 4%	4 2%	6 3%	8 4%	3 3%	4 4%	13 5%	2 2%	10 8%	5 2%	3 2%	4 4%	6 3%	8 3%	5 3%		
68116	-	8 2%	4 2%	4 4%	-	5 3%	3 1%	2 1%	6 3%	3 2%	1 1%	4 4%	3 1%	5 4%	1 1%	7 3%	1 1%	5 6%	2 1%	6 3%	2 1%		
68117	-	10 2%	4 2%	4 4%	2 2%	5 3%	5 2%	6 3%	3 2%	4 2%	2 2%	3 3%	6 2%	4 3%	2 2%	8 3%	4 3%	1 1%	5 3%	6 3%	4 3%		
68118	-	10 2%	5 3%	5 5%	-	7 4%	3 1%	-	9 5%	3 2%	6 5%	1 1%	7 3%	3 2%	5 4%	5 2%	2 2%	5 6%	3 2%	9 4%	1 1%		
68122	15 10% B	3 1%	-	3 3%	-	3 2%	-	3 2%	-	1 1%	1 1%	1 1%	3 1%	-	1 1%	2 1%	-	-	3 2%	1 *%	1 1%		

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

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Lower case letters indicate significance at the 90% level.

(16188) (BC)

Table 4 Page 6

(Continued)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

SQ1D. To make sure we have a representative sample, what is your zip code? (Base: Total Sample)

		(RANDOM) AGE			(RANDOM) GENDER			(RANDOM) HOME			(RANDOM) INITIAL SEPARATE PREFERENCE			(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	WTD	Total	Under	55-	65+	Male	Fe- male	Under	\$75k	SEP	COMB		Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp	
	TEST	Random	55	64				\$75K	Over	Strg Mod Fav	Neu- tral Fav	Strg Mod Fav	Yes	DK	Yes	DK				Fav	Opp	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
68124	-	14 3%	8 4%	-	6 6%	6 3%	8 3%	2 1%	11 6% H	8 4%	3 3%	3 3%	10 4%	4 3%	2 2%	12 4%	7 5%	2 2%	5 3%	8 3%	5 3%	
68127	24 16% B	10 2%	6 3%	3 3%	1 1%	4 2%	6 3%	5 3%	4 2%	3 2%	6 5% 1	1 1%	6 2%	4 3%	2 2%	8 3%	5 4%	2 2%	3 2%	6 3%	3 2%	
68130	-	14 3%	5 3%	3 3%	6 6%	2 1%	12 5% F	5 3%	5 3%	4 2%	5 4%	5 5%	12 4% n	2 2%	8 6% p	6 2%	5 4%	3 3%	5 3%	6 3%	7 5%	
68131	-	8 2%	5 3%	3 3%	-	4 2%	4 2%	2 1%	6 3%	6 3%	-	2 2%	5 2%	3 2%	1 1%	7 3%	4 3%	-	4 2%	7 3% u	1 1%	
68132	-	13 3%	6 3%	6 6% E	1 1%	6 3%	7 3%	4 2%	8 4%	6 3%	3 3%	3 3%	8 3%	5 4%	3 2%	10 4%	6 5%	3 3%	4 2%	11 5% U	2 1%	
68134	47 31% B	24 6%	11 6%	4 4%	9 9%	12 7%	12 5%	11 6%	12 7%	8 4%	9 8%	7 7%	16 6%	8 6%	9 7%	15 5%	4 3%	2 2%	18 10% QR	12 5%	12 8%	
68135	-	15 4%	10 5% D	1 1%	4 4%	8 5%	7 3%	3 2%	11 6% H	9 5% L	5 4%	1 1%	8 3%	7 5%	6 5%	9 3%	6 5%	4 4%	5 3%	10 4%	4 3%	
68137	-	25 6%	12 6%	4 4%	9 9%	6 3%	19 8% F	14 8%	7 4%	10 5%	5 4%	9 9%	14 5%	11 8%	4 3%	21 8% O	7 5%	7 8%	11 6%	13 6%	12 8%	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

SQ1D. To make sure we have a representative sample, what is your zip code? (Base: Total Sample)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW			
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME			SEP Strg Mod Fav Neu- tral Mod Fav		COMB Strg Mod Fav		Yes No/ DK		Yes No/ DK		Cont Elim No Pref			Strg Mod Fav Strg Mod Opp	
	WTD	Total	Under	55-	65+	Male	Fe- male	Under	\$75K	\$75k Over													
TEST	Random	55	64	65+	Male	male	\$75K	Over		Mod Fav	Neu- tral	Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)		
68144	41 27% B	24 6%	11 6%	6 6%	7 7%	10 6%	14 6%	8 4%	14 8%	11 6%	5 4%	8 8%	18 7%	6 5%	5 4%	19 7%	8 6%	6 7%	9 5%	15 7%	9 6%		
68147	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
68152	-	2 *%	1 1%	1 1%	-	1 1%	1 *%	1 1%	1 1%	1 1%	-	1 1%	2 1%	-	-	2 1%	1 1%	1 1%	-	1 *%	1 1%		
68154	-	21 5%	7 4%	8 8%	5 5%	11 6%	10 4%	2 1%	17 9% H	11 6%	6 5%	3 3%	18 7% N	3 2%	6 5%	15 5%	6 5%	3 3%	12 7%	10 4%	10 6%		
68157	-	1 *%	1 1%	-	-	1 1%	-	-	1 1%	1 1%	-	-	-	1 1%	-	1 *%	-	-	1 1%	1 *%	-	-	
68164	-	22 5%	13 7%	3 3%	5 5%	11 6%	11 5%	6 3%	12 7%	11 6%	8 7%	3 3%	12 4%	10 8%	5 4%	17 6%	8 6%	8 9% s	6 3%	15 7%	7 5%		
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

SQ1E. In which of the following categories does your age fall? (Base: Total Sample)

	(RANDOM) AGE				(RANDOM) GENDER			(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE			(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	WTD	Total	Under	55-		Fe-	Under	\$75k		SEP	COMB										
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Strg	Neu-	Strg	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
18 - 24	-	6	6	-	-	3	3	2	3	1	3	2	2	4	-	6	2	1	3	4	2
		1%	3%			2%	1%	1%	2%	1%	3%	2%	1%	3%		2%	2%	1%	2%	2%	1%
25 - 34	20	49	49	-	-	30	19	22	26	17	22	10	30	19	14	35	16	16	16	39	9
	13%	12%	25%			17%	8%	12%	14%	9%	20%	10%	11%	15%	11%	13%	13%	18%	9%	17%	6%
						G				JL								S		U	
35 - 44	29	65	65	-	-	34	31	16	47	37	22	6	42	23	16	49	17	13	33	46	18
	19%	16%	33%			19%	13%	9%	26%	20%	20%	6%	15%	18%	13%	18%	13%	14%	18%	20%	12%
									H	L	L									U	
45 - 54	25	77	77	-	-	36	41	27	45	35	20	19	54	23	18	59	28	18	31	49	23
	17%	19%	39%			21%	18%	15%	25%	19%	18%	19%	20%	18%	14%	21%	22%	20%	17%	21%	15%
									H							o				u	
55 - 64	37	98	-	98	-	33	65	49	39	44	22	29	66	32	33	65	34	18	45	53	39
	25%	24%		100%		19%	28%	27%	21%	24%	20%	29%	24%	24%	26%	23%	27%	20%	25%	23%	25%
							F														
65 - 74	25	70	-	-	70	30	40	43	18	33	15	20	52	18	29	41	22	17	29	27	39
	17%	17%			67%	17%	17%	23%	10%	18%	13%	20%	19%	14%	23%	15%	17%	19%	16%	12%	25%
								I								P					T
75 or older	15	35	-	-	35	6	29	23	3	13	7	13	25	10	14	21	5	7	22	11	21
	10%	9%			33%	3%	13%	13%	2%	7%	6%	13%	9%	8%	11%	8%	4%	8%	12%	5%	14%
							F	I				k							Q		T

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

(Continued)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

SQ1E. In which of the following categories does your age fall? (Base: Total Sample)

													(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE											
	WTD	Total	Under	55-		Fe-	Under	\$75k		SEP	COMB		No/		No/		No	Strg	Strg		
TEST	Random	55	64	65+	Male	male	\$75K	Over	Mod	Neu- tral	Strg Mod Fav	Yes	DK	Yes	DK	Cont	Elim	Pref	Mod Fav	Mod Opp	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Refused	-	6	-	-	-	3	3	2	1	4	1	1	4	2	2	4	4	-	2	1	4
		1%				2%	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	3%		1%	1%	3%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

SQ1F. GENDER (Base: Total Sample)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME													
	WTD	Total	Under	55-	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Male	69	175	103	33	36	175	-	64	98	78	50	43	119	56	63	112	61	40	71	115	53
	46%	43%	52%	34%	34%	100%		35%	54% H	42%	45%	43%	43%	43%	50% P	40%	48%	44%	39%	50% U	34%
Female	82	231	94	65	69	-	231	120	84	106	62	57	156	75	63	168	67	50	110	115	102
	54%	57%	48%	66% C	66% C	100%		65% I	46%	58%	55%	57%	57%	57%	50% O	60% O	52%	56%	61%	50%	66% T

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

SQLG. Did you recently receive a letter from the City of Omaha informing you that your household has been selected to participate in a pilot program aimed at modernizing Omaha's waste collection system? (Base: Total Sample)

		(RANDOM) AGE			(RANDOM) GENDER			(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE			(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	WTD	Total	Under	55-		Fe-	Under	\$75k		SEP	COMB										
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Strg Mod Fav	Neu- tral	Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Yes	151 100% B	45 11%	20 10%	10 10%	14 13%	21 12%	24 10%	23 13%	15 8%	20 11%	13 12%	12 12%	30 11%	15 11%	15 12%	30 11%	14 11%	11 12%	20 11%	24 10%	18 12%
No	-	310 76%	142 72%	79 81% c	84 80%	127 73%	183 79%	147 80%	133 73%	146 79%	82 73%	74 74%	212 77%	98 75%	98 78%	212 76%	101 79%	64 71%	140 77%	173 75%	122 79%
Don't know	-	51 13%	35 18%	9 9%	7 7%	27 15%	24 10%	14 8%	34 19%	18 10%	17 15%	14 14%	33 12%	18 14%	13 10%	38 14%	13 10%	15 17%	21 12%	33 14%	15 10%
				DE					H												

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q2A. Would you say you are Very Familiar, Somewhat Familiar, or Not At All Familiar with the following service currently provided by the City of Omaha: GARBAGE COLLECTION? (Base: Total Sample)

											(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)			
	(RANDOM)					(RANDOM)			(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)					
	AGE					GENDER			HOME		INITIAL SEPARATE PREFERENCE		YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE		PAY AS YOU THROW			
	WTD										SEP Strg	COMB Strg									Strg	Strg
Total	Total	Under	55-	65+	Male	Fe-	Under	\$75k		Mod	Neu-	Mod		No/		Yes	No/	Cont	Elim	No	Mod	Mod
TEST	Randm	55	64			male	\$75K	Over		Fav	tral	Fav		DK		Yes	DK			Pref	Fav	Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155	
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155	
Very familiar	140	352	166	87	94	151	201	154	160	168	93	82	249	103	115	237	111	78	156	196	136	
	93%	87%	84%	89%	90%	86%	87%	84%	88%	91%	83%	82%	91%	79%	91%	85%	87%	87%	86%	85%	88%	
	b									KL			N		P							
Somewhat familiar	11	51	29	10	11	24	27	29	20	14	19	17	25	26	11	40	16	11	24	32	18	
	7%	13%	15%	10%	10%	14%	12%	16%	11%	8%	17%	17%	9%	20%	9%	14%	13%	12%	13%	14%	12%	
											J	J		M		o						
Not at all familiar	-	3	2	1	-	-	3	1	2	2	-	1	1	2	-	3	1	1	1	2	1	
		1%	1%	1%			1%	1%	1%	1%		1%	*	2%		1%	1%	1%	1%	1%	1%	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q2B. Would you say you are Very Familiar, Somewhat Familiar, or Not At All Familiar with the following service currently provided by the City of Omaha: RECYCLABLES COLLECTION? (Base: Total Sample)

	(RANDOM) AGE				(RANDOM) GENDER			(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE			(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	WTD	Total	Under	55-		Fe-	Under	\$75k		SEP	COMB									Strg	Strg
TEST	Random	55	64	65+	Male	male	\$75K	Over		Strg	Strg		Yes	No/ DK	Yes	No/ DK	Cont	Elim	No	Mod	Mod
										Fav	Mod	Fav	Yes	DK	Yes	DK			Pref	Fav	Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Very familiar	114 75%	293 72%	136 69%	73 74%	81 77%	126 72%	167 72%	131 71%	132 73%	149 81%	69 62%	68 68%	213 77%	80 61%	105 83%	188 67%	98 77%	66 73%	125 69%	170 74%	111 72%
										KL			N		P						
Somewhat familiar	33 22%	88 22%	48 24%	19 19%	18 17%	38 22%	50 22%	42 23%	40 22%	29 16%	37 33%	21 21%	52 19%	36 27%	21 17%	67 24%	24 19%	19 21%	43 24%	49 21%	32 21%
										JL			m		o						
Not at all familiar	5 3%	25 6%	13 7%	6 6%	6 6%	11 6%	14 6%	11 6%	10 5%	6 3%	6 5%	11 11%	10 4%	15 11%	-	25 9%	6 5%	5 6%	13 7%	11 5%	12 8%
										J		M									
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q2C. Would you say you are Very Familiar, Somewhat Familiar, or Not At All Familiar with the following service currently provided by the City of Omaha: YARD WASTE COLLECTION? (Base: Total Sample)

															(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE			(RANDOM) YARD WASTE COMPOSTED								
	WTD	Total	Under	55-			Fe-	Under	\$75k	SEP	Neu-	COMB		No/		No/	Cont	Elim	No	Strg	Strg
	TEST	Randm	55	64	65+	Male	male	\$75K	Over	Mod	Fav	Mod	Fav	Yes	DK	Yes	DK			Mod	Mod
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Very familiar	119 79%	291 72%	131 66%	72 73%	83 79%	133 76%	158 68%	129 70%	134 74%	145 79%	72 64%	69 69%	213 77%	78 60%	104 83%	187 67%	95 74%	64 71%	126 70%	159 69%	115 74%
Somewhat familiar	30	94	52	22	19	34	60	47	37	32	37	23	53	41	20	74	29	22	42	58	32
	20%	23%	26%	22%	18%	19%	26%	26%	20%	17%	33%	23%	19%	31%	16%	26%	23%	24%	23%	25%	21%
Not at all familiar	2	20	13	4	3	7	13	7	11	6	3	8	8	12	1	19	4	4	12	13	7
	1%	5%	7%	4%	3%	4%	6%	4%	6%	3%	3%	8%	3%	9%	1%	7%	3%	4%	7%	6%	5%
Refused	-	1	1	-	-	1	-	1	-	1	-	-	1	-	1	-	-	-	1	-	1
		%	1%			1%		1%		1%			%		1%				1%		1%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
(16188) (BC)

											(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE		(RANDOM) PAY AS YOU THROW			
	WTD								SEP Strg		COMB Strg										
	Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	Mod Fav	Neu- tral	Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Very familiar	26	49	23	8	18	24	25	28	15	23	14	12	39	10	18	31	17	12	19	25	21
	17%	12%	12%	8%	17% d	14%	11%	15% I	8%	13%	13%	12%	14% N	8%	14%	11%	13%	13%	10%	11%	14%
Somewhat familiar	39	101	44	29	26	47	54	34	59	48	25	26	73	28	48	53	34	22	43	58	37
	26%	25%	22%	30%	25%	27%	23%	18%	32% H	26%	22%	26%	27%	21%	38% P	19%	27%	24%	24%	25%	24%
Not at all familiar	86	254	129	61	60	104	150	122	107	112	73	61	161	93	59	195	76	56	118	146	96
	57%	63%	65%	62%	57%	59%	65%	66%	59%	61%	65%	61%	59% M	71% O	47%	70% O	59%	62%	65%	63%	62%
Refused	-	2	1	-	1	-	2	-	1	1	-	1	2	-	1	1	1	-	1	1	1
	%	%	1%		1%		1%		1%	1%		1%	1%		1%	%	1%		1%	%	1%

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q2E. Would you say you are Very Familiar, Somewhat Familiar, or Not At All Familiar with the following service currently provided by the City of Omaha: RECYCLABLES DROP-OFF SITES? (Base: Total Sample)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME													
	WTD	Total	Under	55-			Fe-	Under	\$75k	SEP	COMB									Strg	Strg
	TEST	Randm	55	64	65+	Male	male	\$75K	Over	Mod	Neu-	Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Mod	Mod
										Fav	tral	Fav								Fav	Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Very familiar	64 42% B	116 29%	50 25%	26 27%	39 37% C	54 31%	62 27%	43 23%	60 33% H	57 31%	29 26%	28 28%	91 33% N	25 19%	52 41% P	64 23%	41 32%	24 27%	46 25%	62 27%	49 32%
Somewhat familiar	43 29%	126 31%	63 32%	32 33%	28 27%	46 26%	80 35% f	63 34%	52 29%	61 33%	34 30%	29 29%	89 32%	37 28%	38 30%	88 31%	45 35% r	21 23%	59 33%	71 31%	48 31%
Not at all familiar	45 29%	163 40% a	84 43%	39 40%	38 36%	75 43%	88 38%	78 42%	70 38%	66 36%	49 44%	42 42%	94 34%	69 53% M	36 29%	127 45% O	42 33%	44 49% Q	76 42% q	96 42%	58 37%
Refused	-	1 *%	-	1 1%	-	-	1 *%	-	-	-	-	1 1%	1 *%	-	-	1 *%	-	1 1%	-	1 *%	-

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q2F. Would you say you are Very Familiar, Somewhat Familiar, or Not At All Familiar with the following service currently provided by the City of Omaha: "UNDER THE SINK" FACILITY FOR HOUSEHOLD HAZARDOUS WASTE? (Base: Total Sample)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW		
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME														
	WTD	Total	Under	55-	65+	Male	Fe- male	Under	\$75k	Over	SEP Strg Mod	Neu- tral	COMB Strg Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod	Strg Mod
	TEST	Randm	55	64				\$75K	Over		Fav		Fav								Fav	Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155	
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155	
Very familiar	74 49%	160 39%	67 34%	42 43%	48 46% C	64 37%	96 42%	62 34%	77 42% h	84 46% kL	40 36%	33 33%	123 45% N	37 28%	58 46% p	102 36%	56 44%	35 39%	65 36%	83 36%	71 46% t	
Somewhat familiar	46 30%	115 28%	50 25%	34 35%	29 28%	48 27%	67 29%	57 31%	48 26%	46 25%	35 31%	33 33%	75 27%	40 31%	43 34% p	72 26%	39 30%	20 22%	54 30%	66 29%	44 28%	
Not at all familiar	32 21%	131 32% A	80 41% DE	22 22%	28 27%	63 36%	68 29%	65 35%	57 31%	54 29%	37 33%	34 34%	77 28%	54 41% M	25 20%	106 38% O	33 26%	35 39% Q	62 34%	81 35% U	40 26%	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q2G. Would you say you are Very Familiar, Somewhat Familiar, or Not At All Familiar with the following service currently provided by the City of Omaha: YARD WASTE COMPOST FACILITY? (Base: Total Sample)

	(RANDOM) AGE				(RANDOM) GENDER			(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE			(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	WTD	Total	Under	55-	65+	Male	Fe- male	Under	\$75k	SEP Strg Mod	Neu- tral	COMB Strg Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod	Strg Mod
	TEST	Random	55	64	65+	Male	Fe- male	\$75K	Over	Fav	Fav	Fav	Yes	DK	Yes	DK	Cont	Elim	Pref	Fav	Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Very familiar	35 23%	92 23%	29 15%	32 33% C	30 29% C	38 22%	54 23%	47 26%	33 18%	49 27%	22 20%	19 19%	69 25% n	23 18%	40 32% P	52 19%	37 29% S	21 23%	33 18%	43 19%	43 28% T
Somewhat familiar	41 27%	99 24%	52 26%	19 19%	26 25%	50 29% g	49 21%	40 22%	51 28%	49 27%	29 26%	19 19%	73 27%	26 20%	37 29%	62 22%	32 25%	20 22%	42 23%	56 24%	37 24%
Not at all familiar	73 48%	212 52%	116 59%	47 48% dE	46 44%	87 50%	125 54%	96 52%	98 54%	86 47%	60 54%	60 60% J	130 47%	82 63% M	47 37%	165 59% O	59 46%	48 53%	104 57% Q	130 57% u	73 47%
Refused	2 1%	3 1%	-	-	3 3%	-	3 1%	1 1%	-	-	1 1%	2 2%	3 1%	-	2 2%	1 *%	-	1 1%	2 1%	1 *%	2 1%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q2H. Would you say you are Very Familiar, Somewhat Familiar, or Not At All Familiar with the following service currently provided by the City of Omaha: OMA-GRO COMPOST SALES? (Base: Total Sample)

			(RANDOM) AGE		(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE		(RANDOM) PAY AS YOU THROW			
	WTD								SEP	COMB									Strg	Strg
	Total	Total	Under	55-	65+	Male	Fe-	Under	\$75k	Strg	Neu-	Mod	Yes	No/	Yes	No/	Cont	Elim	No	Strg
TEST	Random	55	64	65+	Male	male	\$75K	Over	Fav	Mod	tral	Mod	Yes	DK	Yes	DK			Pref	Mod
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
	(U)																			
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230
Very familiar	40	70	29	16	23	30	40	33	29	43	11	16	60	10	35	35	33	15	20	42
	26%	17%	15%	16%	22%	17%	17%	18%	16%	23%	10%	16%	22%	8%	28%	13%	26%	17%	11%	18%
	b									K			N		P		rS			
Somewhat familiar	31	79	43	17	18	46	33	28	43	47	19	12	61	18	36	43	35	20	23	53
	20%	19%	22%	17%	17%	26%	14%	15%	24%	26%	17%	12%	22%	14%	29%	15%	27%	22%	13%	23%
						G			H	kL			N		P		S	s		u
Not at all familiar	81	253	125	64	61	97	156	122	108	92	81	71	151	102	52	201	58	55	137	134
	53%	62%	63%	65%	58%	55%	68%	66%	59%	50%	72%	71%	55%	78%	41%	72%	45%	61%	76%	58%
							F				J	J		M		O		Q	QR	t
Refused	-	4	-	1	3	2	2	1	2	2	1	1	3	1	3	1	2	-	1	1
		1%		1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%		1%	1%
															2%	1%	2%		1%	1%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q3. When comparing the garbage, yard waste, and recycling services provided by the City of Omaha to those of other cities, do you think Omaha does a better job than most other cities, is worse than most other cities, or about the same? (Base: Total Sample)

															(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE			(RANDOM) YARD WASTE COMPOSTED								
	WTD									SEP Strg		COMB Strg								Strg	Strg
	Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	Mod Fav	Neu- tral	Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Mod Fav	Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Omaha does a better job than most other cities	15 10%	62 15%	35 18%	13 13%	13 12%	25 14%	37 16%	33 18%	25 14%	24 13%	22 20%	16 16%	40 15%	22 17%	21 17%	41 15%	20 16%	17 19%	24 13%	39 17%	21 14%
Is worse than most other cities	28 19%	66 16%	35 18%	18 18%	13 12%	27 15%	39 17%	22 12%	43 24% H	41 22% KL	13 12%	11 11%	49 18%	17 13%	26 21%	40 14%	25 20%	16 18%	24 13%	45 20% U	17 11%
About the same as other cities	63 42%	157 39%	73 37%	35 36%	47 45%	80 46% G	77 33%	71 39%	75 41%	72 39%	46 41%	37 37%	110 40%	47 36%	54 43%	103 37%	56 44%	35 39%	64 35%	90 39%	60 39%
No idea	44 29%	121 30%	54 27%	32 33%	32 30%	43 25%	78 34% F	58 32% I	39 21%	47 26%	31 28%	36 36% j	76 28%	45 34%	25 20%	96 34% O	27 21%	22 24%	69 38% QR	56 24%	57 37% T

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q4A. Overall, how satisfied or dissatisfied are you with the following service currently provided by the City: GARBAGE COLLECTION? (Base: Total Sample)

											(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)			
	(RANDOM)					(RANDOM)			(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)					
	AGE					GENDER			HOME		INITIAL SEPARATE PREFERENCE		YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE		PAY AS YOU THROW			
	WTD									SEP Strg Mod	Neu- tral	COMB Strg Mod								Strg Mod	Strg Mod	
	TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	Fav	Fav	Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Fav	Opp	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL		151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL		150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Very satisfied		98	256	112	61	78	106	150	124	104	110	75	66	170	86	77	179	72	57	124	135	106
		65%	63%	57%	62%	74% Cd	61%	65%	67% I	57%	60%	67%	66%	62%	66%	61%	64%	56%	63%	69% Q	59%	68% t
Somewhat satisfied		39	112	59	30	22	49	63	44	57	51	29	28	78	34	35	77	41	22	47	69	39
		26%	28%	30% e	31%	21%	28%	27%	24%	31%	28%	26%	28%	28%	26%	28%	28%	32%	24%	26%	30%	25%
Somewhat dissatisfied		14	23	16	4	3	7	16	10	12	15	5	2	17	6	8	15	9	10	3	17	6
		9%	6%	8% E	4%	3%	4%	7%	5%	7%	8% L	4%	2%	6%	5%	6%	5%	7% S	11% S	2%	7%	4%
Very dissatisfied		0	14	10	2	2	12	2	6	8	8	3	3	10	4	5	9	6	1	6	8	4
		*%	3% A	5%	2%	2%	7% G	1%	3%	4%	4%	3%	3%	4%	3%	4%	3%	5% r	1%	3%	3%	3%
Refused		-	1	-	1	-	1	-	-	1	-	-	1	-	1	1	-	-	-	1	1	-
		%	%		1%		1%			1%			1%		1%	1%				1%	%	

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q5A. What, specifically, are you dissatisfied with related to GARBAGE COLLECTION? (Base: Those who are dissatisfied with the garbage collection service provide by the City) (Total Mentions/3 Replies)

	(RANDOM) AGE					(RANDOM) GENDER			(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	WTD	Total	Under	55-			Fe-	Under	\$75k		SEP	COMB								Strg	Strg
	TEST	Random	55	64	65+	Male	male	\$75K	Over		Strg	Strg	Yes	No/	Yes	No/	Cont	Elim	No	Mod	Mod
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)		Fav	tral	Fav	DK	DK	DK	(Q)	(R)	(S)	Fav	Opp
WEIGHTED TOTAL	14	37	26	6	5	19	18	16	20	23	8	5	27	10	13	24	15	11	9	25	10
UNWEIGHTED TOTAL	12	37	26	6	5	19	18	16	20	23	8	5	27	10	13	24	15	11	9	25	10
Leave trash lying around	6 43%	13 35%	9 35%	2 33%	2 40%	4 21%	9 50%	6 38%	7 35%	9 39%	4 50%	-	9 33%	4 40%	4 31%	9 38%	5 33%	7 64%	1 11%	10 40%	3 30%
Need larger cans/ containers	3 24%	5 14%	3 12%	1 17%	1 20%	4 21%	1 6%	2 13%	2 10%	2 9%	-	2 40%	3 11%	2 20%	1 8%	4 17%	1 7%	3 27%	1 11%	4 16%	1 10%
They damage cans	2 13%	10 27%	8 31%	1 17%	1 20%	5 26%	5 28%	7 44%	3 15%	5 22%	3 38%	2 40%	8 30%	2 20%	4 31%	6 25%	5 33%	2 18%	3 33%	8 32%	2 20%
Weight restrictions	1 9%	3 8%	1 4%	1 17%	1 20%	2 11%	1 6%	2 13%	1 5%	1 4%	1 13%	1 20%	3 11%	-	1 8%	2 8%	2 13%	-	1 11%	2 8%	1 10%
Better scheduling	1 8%	1 3%	1 4%	-	-	-	1 6%	-	1 5%	1 4%	-	-	-	1 10%	-	1 4%	-	1 9%	-	1 4%	-
Stopped separating yard waste for separate pickup	-	6 16%	4 15%	1 17%	1 20%	4 21%	2 11%	1 6%	5 25%	6 26%	-	-	6 22%	-	3 23%	3 13%	5 33%	-	-	4 16%	2 20%
Don't provide containers	-	3 8%	3 12%	-	-	2 11%	1 6%	-	3 15%	3 13%	-	-	3 11%	-	1 8%	2 8%	2 13%	-	1 11%	3 12%	-

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

(Continued)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q5A. What, specifically, are you dissatisfied with related to GARBAGE COLLECTION? (Base: Those who are dissatisfied with the garbage collection service provide by the City) (Total Mentions/3 Replies)

													(RANDOM)		AWARE GAS		(RANDOM)				(RANDOM)	
	(RANDOM)					(RANDOM)			(RANDOM)		INITIAL		(RANDOM)		FROM		FUTURE OF				(RANDOM)	
	AGE					GENDER			HOME		SEPARATE		YARD		LANDFILL		OMA-GRO				PAY AS	
											PREFERENCE		WASTE		PROVIDES		PREFERENCE				YOU THROW	
											SEP		COMB									
WTD	Total	Under	55-			Fe-	Under	\$75k		Strg	Neu-	Strg		No/		No/	Cont	Elim	No	Strg	Strg	
TEST	Randm	55	64	65+	Male	male	\$75K	Over		Mod	tral	Mod		Yes	DK	Yes	DK		Pref	Mod	Mod	
										Fav		Fav								Fav	Opp	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)		(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Late pick ups/ inconsistent (no show)	-	5	3	2	-	2	3	3	2	3	1	1		4	1	1	4	2	2	1	2	3
		14%	12%	33%		11%	17%	19%	10%	13%	13%	20%		15%	10%	8%	17%	13%	18%	11%	8%	30%
Don't take all the trash/ don't empty cans	-	1	1	-	-	-	1	1	-	-	1	-		-	1	-	1	-	-	1	1	-
		3%	4%				6%	6%			13%			10%			4%		11%	4%		
Other	2	13	10	-	3	7	6	6	7	7	4	1		9	4	7	6	4	4	4	9	2
	18%	35%	38%		60%	37%	33%	38%	35%	30%	50%	20%		33%	40%	54%	25%	27%	36%	44%	36%	20%
																p						

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q4B. Overall, how satisfied or dissatisfied are you with the following service currently provided by the City: YARD WASTE COLLECTION? (Base: Total Sample)

	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	WTD	Total	Under	55-		Fe-	Under	\$75k		SEP	COMB								Strg	Strg
	TEST	Randm	55	64	65+	Male	male	\$75K	Over	Mod	Neu-	Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No	Strg
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	Fav	tral	Fav	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	Fav
																				Mod
																				Opp
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230
Very satisfied	77	221	103	51	64	92	129	116	82	80	74	63	140	81	62	159	58	54	107	126
	51%	54%	52%	52%	61%	53%	56%	63%	45%	43%	66%	63%	51%	62%	49%	57%	45%	60%	59%	55%
								I			J	J		M				Q	Q	
Somewhat satisfied	36	119	56	32	28	48	71	49	59	57	30	28	82	37	35	84	40	26	52	63
	24%	29%	28%	33%	27%	27%	31%	27%	32%	31%	27%	28%	30%	28%	28%	30%	31%	29%	29%	27%
Somewhat dissatisfied	19	25	16	4	5	14	11	6	17	20	4	1	23	2	14	11	10	6	7	17
	12%	6%	8%	4%	5%	8%	5%	3%	9%	11%	4%	1%	8%	2%	11%	4%	8%	7%	4%	7%
	B								H	KL			N		P					
Very dissatisfied	12	27	13	8	6	16	11	6	18	23	1	3	23	4	11	16	18	1	7	17
	8%	7%	7%	8%	6%	9%	5%	3%	10%	13%	1%	3%	8%	3%	9%	6%	14%	1%	4%	7%
						g			H	KL			N				RS			
Refused	8	14	9	3	2	5	9	7	6	4	3	5	7	7	4	10	2	3	8	7
	5%	3%	5%	3%	2%	3%	4%	4%	3%	2%	3%	5%	3%	5%	3%	4%	2%	3%	4%	3%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q5B. What, specifically, are you dissatisfied with related to YARD WASTE COLLECTION? (Base: Those who are dissatisfied with the yard waste collection service provide by the City) (Total Mentions/3 Replies)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW			
			(RANDOM) AGE			(RANDOM) GENDER		(RANDOM) HOME			SEP Strg		COMB Strg									Strg	
	WTD	Total	Under	55-		Fe-	Under	\$75k		Mod	Neu-	Mod		No/		No/	Cont	Elim	No	Mod	Mod		
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Fav	tral	Fav		Yes	DK	Yes	DK			Fav	Opp		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)		(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED TOTAL		30	52	29	12	11	30	22	12	35	43	5	4	46	6	25	27	28	7	14	34	16	
UNWEIGHTED TOTAL		25	52	29	12	11	30	22	12	35	43	5	4	46	6	25	27	28	7	14	34	16	
Stopped composting/ yardwaste goes in with trash	22 71%	37 71%	20 69%	9 75%	8 73%	20 67%	17 77%	8 67%	25 71%	35 81% KL	1 20%	1 25%	36 78% N	1 17%	19 76%	18 67%	23 82% S	6 86% S	5 36%	22 65%	14 88% t		
Need to collect all year/ longer period	4 14% B	1 2%	1 3%	-	-	-	1 5%	-	1 3%	1 2%	-	-	1 2%	-	-	1 4%	-	-	1 7%	1 3%	-		
They leave a mess	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Too many regulations	1 4%	3 6%	1 3%	-	2 18%	1 3%	2 9%	1 8%	1 3%	1 2%	1 20%	1 25%	2 4%	1 17%	1 4%	2 7%	-	-	3 21%	2 6%	1 6%		
Better scheduling	1 4%	2 4%	1 3%	1 8%	-	1 3%	1 5%	-	2 6%	1 2%	-	1 25%	1 2%	1 17%	2 8%	-	1 4%	-	1 7%	2 6%	-		
Not living up to their contract	0 1%	2 4%	1 3%	-	1 9%	2 7%	-	1 8%	1 3%	2 5%	-	-	2 4%	-	2 8%	-	2 7%	-	-	2 6%	-		
Damage trash cans	-	3 6%	1 3%	1 8%	1 9%	3 10%	-	-	3 9%	1 2%	-	2 50% j	2 4%	1 17%	2 8%	1 4%	1 4%	-	2 14%	2 6%	1 6%		

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

(Continued)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q5B. What, specifically, are you dissatisfied with related to YARD WASTE COLLECTION? (Base: Those who are dissatisfied with the yard waste collection service provide by the City) (Total Mentions/3 Replies)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW		
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME														
	WTD									SEP Strg		COMB Strg									Strg	Strg
	Total	Total	Under	55-		Fe-	Under	\$75k		Mod	Neu-	Mod		No/		No/	Cont	Elim	No	Mod	Mod	
	TEST	Randm	55	64	65+	Male	male	\$75K	Over	Fav	tral	Fav	Yes	DK	Yes	DK	Cont	Elim	Pref	Fav	Opp	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
Issues when yardwaste gets rained on (wet bags too heavy)	-	3 6%	3 10%	-	-	2 7%	1 5%	2 17%	1 3%	2 5%	1 20%	-	1 2%	2 33%	-	3 11%	1 4%	1 14%	1 7%	2 6%	-	
Late pick ups/ inconsistent (no show)	-	4 8%	2 7%	1 8%	1 9%	3 10%	1 5%	2 17%	1 3%	2 5%	1 20%	1 25%	3 7%	1 17%	1 4%	3 11%	2 7%	-	2 14%	3 9%	1 6%	
Other	8 28%	6 12%	5 17%	1 8%	-	5 17%	1 5%	-	6 17%	5 12%	1 20%	-	5 11%	1 17%	4 16%	2 7%	4 14%	1 14%	1 7%	6 18%	-	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q4C. Overall, how satisfied or dissatisfied are you with the following service currently provided by the City: RECYCLABLES COLLECTION? (Base: Total Sample)

											(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		
	(RANDOM) AGE					(RANDOM) GENDER			(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE		(RANDOM) PAY AS YOU THROW		
	WTD										SEP Strg Mod		COMB Strg Mod								
TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over		Fav	Neu- tral	Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Very satisfied	74	196	81	44	66	77	119	100	70	78	62	53	135	61	59	137	50	44	101	97	85
	49%	48%	41%	45%	63%	44%	52%	54%	38%	42%	55%	53%	49%	47%	47%	49%	39%	49%	56%	42%	55%
					CD			I			J	j							Q		T
Somewhat satisfied	55	147	79	37	30	66	81	65	72	67	36	38	101	46	42	105	55	34	57	97	47
	36%	36%	40%	38%	29%	38%	35%	35%	40%	36%	32%	38%	37%	35%	33%	38%	43%	38%	31%	42%	30%
			E														S			U	
Somewhat dissatisfied	18	28	15	10	3	12	16	6	20	24	2	2	21	7	14	14	16	8	2	17	11
	12%	7%	8%	10%	3%	7%	7%	3%	11%	13%	2%	2%	8%	5%	11%	5%	13%	9%	1%	7%	7%
			e	E					H	KL					P		S	S			
Very dissatisfied	3	22	15	4	3	12	10	6	14	12	7	3	14	8	9	13	6	4	10	13	7
	2%	5%	8%	4%	3%	7%	4%	3%	8%	7%	6%	3%	5%	6%	7%	5%	5%	4%	6%	6%	5%
		a	e						h												
Refused	2	13	7	3	3	8	5	7	6	3	5	4	4	9	2	11	1	-	11	6	5
	1%	3%	4%	3%	3%	5%	2%	4%	3%	2%	4%	4%	1%	7%	2%	4%	1%		6%	3%	3%
														M				Q			

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q5C. What, specifically, are you dissatisfied with related to RECYCLABLES COLLECTION? (Base: Those who are dissatisfied with the recyclables collection service provide by the City) (Total Mentions/3 Replies)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW			
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME			SEP Strg Mod		COMB Strg Mod										
	WTD Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	Mod Fav	Neu- tral	Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)		
WEIGHTED TOTAL	20	50	30	14	6	24	26	12	34	36	9	5	35	15	23	27	22	12	12	30	18		
UNWEIGHTED TOTAL	15	50	30	14	6	24	26	12	34	36	9	5	35	15	23	27	22	12	12	30	18		
Need to pick up glass	11 54%	16 32%	12 40%	3 21%	1 17%	6 25%	10 38%	2 17%	12 35%	15 42%	1 11%	-	12 34%	4 27%	8 35%	8 30%	8 36%	2 17%	4 33%	11 37%	4 22%		
Don't want recyclables mixed in with everything else	6 30%	7 14%	4 13%	2 14%	1 17%	2 8%	5 19%	1 8%	4 12%	6 17%	1 11%	-	5 14%	2 13%	5 22%	2 7%	5 23%	-	1 8%	3 10%	4 22%		
Bins need to be bigger	5 26%	17 34%	10 33%	4 29%	3 50%	7 29%	10 38%	3 25%	13 38%	10 28%	4 44%	3 60%	9 26%	8 53% m	5 22%	12 44% o	6 27%	5 42%	5 42%	12 40%	5 28%		
Accept more recylables (unspecified)	4 21%	8 16%	2 7%	6 43% C	-	3 13%	5 19%	1 8%	6 18%	7 19%	-	1 20%	6 17%	2 13%	3 13%	5 19%	4 18%	3 25%	1 8%	5 17%	3 17%		
Better scheduling	1 6%	5 10%	3 10%	2 14%	-	3 13%	2 8%	3 25% i	1 3%	2 6%	1 11%	2 40%	2 6%	3 20%	1 4%	4 15%	-	1 8%	3 25%	2 7%	2 11%		
Containers need lids	1 6%	4 8%	3 10%	-	1 17%	2 8%	2 8%	-	4 12%	3 8%	1 11%	-	4 11%	-	3 13%	1 4%	3 14%	1 8%	-	4 13%	-		

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

(Continued)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q5C. What, specifically, are you dissatisfied with related to RECYCLABLES COLLECTION? (Base: Those who are dissatisfied with the recyclables collection service provide by the City) (Total Mentions/3 Replies)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW			
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME			SEP Strg		COMB Strg									Strg	
	WTD	Total	Total	Under	55-		Fe-	Under	\$75k		Mod	Neu-	Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No	Mod	Mod	
	TEST	Randm	55	64	65+	Male	male	\$75K	Over	Fav	tral	Fav								Pref	Fav	Opp	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)		
Need wheels on bins		0 2%	2 4%	1 3%	1 7%	-	2 8%	-	-	2 6%	2 6%	-	-	1 3%	1 7%	1 4%	1 4%	1 5%	1 8%	-	2 7%	-	
Take more care when picking up		-	4 8%	3 10%	1 7%	-	1 4%	3 12%	1 8%	2 6%	4 11%	-	-	4 11%	-	3 13%	1 4%	3 14%	1 8%	-	4 13%	-	
Need more info/ communication/education/ promote it		-	3 6%	2 7%	-	1 17%	3 13%	-	-	3 9%	3 8%	-	-	2 6%	1 7%	2 9%	1 4%	1 5%	1 8%	-	1 3%	2 11%	
Don't mix yard waste and trash		-	1 2%	1 3%	-	-	1 4%	-	-	1 3%	1 3%	-	-	1 3%	-	1 4%	-	1 5%	-	-	1 3%	-	
Offer incentives/rewards for participating		-	1 2%	1 3%	-	-	1 4%	-	1 8%	-	1 3%	-	-	-	1 7%	1 4%	-	1 5%	-	-	1 3%	-	
Recycle more types of plastics		-	2 4%	1 3%	1 7%	-	1 4%	1 4%	-	2 6%	1 3%	-	1 20%	1 3%	1 7%	1 4%	1 4%	-	1 8%	-	-	2 11%	
Offer more drop off locations		-	1 2%	-	1 7%	-	-	1 4%	-	1 3%	-	-	1 20%	1 3%	-	-	1 4%	-	1 8%	-	-	1 6%	
Have containers that categorize the recyclables		-	1 2%	1 3%	-	-	1 4%	-	1 8%	-	1 3%	-	-	-	1 7%	1 4%	-	1 5%	-	-	1 3%	-	
We don't recycle		-	1 2%	1 3%	-	-	-	1 4%	-	1 3%	-	1 11%	-	1 3%	-	-	1 4%	-	1 8%	-	-	1 6%	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

(Continued)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q5C. What, specifically, are you dissatisfied with related to RECYCLABLES COLLECTION? (Base: Those who are dissatisfied with the recyclables collection service provide by the City) (Total Mentions/3 Replies)

													(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE		(RANDOM) PAY AS YOU THROW				
	(RANDOM) AGE				(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED										
									SEP Strg		COMB Strg										
	WTD	Total	Under	55-		Fe-	Under	\$75k		Mod	Neu-	Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod	Strg Mod
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Fav	tral	Fav	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Other	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
	5	5	2	1	2	4	1	4	1	4	1	-	3	2	2	3	2	2	1	3	2
	23%	10%	7%	7%	33%	17%	4%	33%	3%	11%	11%		9%	13%	9%	11%	9%	17%	8%	10%	11%
								I													

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q5D. Where does your household place garbage for collection, the curb, an alley, or a special collection location? (Base: Total Sample)

													(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW			
	(RANDOM) AGE					(RANDOM) GENDER			(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED								
	WTD Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Curb	146 96%	377 93%	187 95%	92 94%	93 89%	164 94%	213 92%	165 90%	174 96%	165 90%	109 97%	94 94%	253 92%	124 95%	116 92%	261 93%	118 92%	84 93%	169 93%	219 95%	139 90%
Alley	0 *%	17 4%	9 5%	4 4%	3 3%	7 4%	10 4%	13 7%	4 2%	13 7%	2 2%	2 2%	12 4%	5 4%	6 5%	11 4%	6 5%	3 3%	7 4%	7 3%	10 6%
Special collection site or location	6 4%	12 3%	1 1%	2 2%	9 9%	4 2%	8 3%	6 3%	4 2%	6 3%	1 1%	4 4%	10 4%	2 2%	4 3%	8 3%	4 3%	3 3%	5 3%	4 2%	6 4%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q6. The City requires household garbage to be in 32-gallon or smaller rigid containers or clear plastic bags prior to placement for collection. Do you use ... (Base: Total Sample)

													(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW			
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME			(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED								
	WTD Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
All containers	65	159	81	39	38	73	86	61	85	77	48	29	108	51	52	107	58	39	60	98	52
	43%	39%	41%	40%	36%	42%	37%	33%	47% H	42% L	43% L	29%	39%	39%	41%	38%	45% S	43%	33%	43% u	34%
All bags	21	66	23	17	23	22	44	36	20	27	15	20	47	19	19	47	17	16	31	34	30
	14%	16%	12%	17%	22% C	13%	19% f	20% I	11%	15%	13%	20%	17%	15%	15%	17%	13%	18%	17%	15%	19%
Or some of each/it varies	65	180	92	42	44	80	100	87	76	79	49	51	120	60	55	125	53	35	89	98	72
	43%	44%	47%	43%	42%	46%	43%	47%	42%	43%	44%	51%	44%	46%	44%	45%	41%	39%	49%	43%	46%
Not sure	-	1	1	-	-	-	1	-	1	1	-	-	-	1	-	1	-	-	1	-	1
		%	1%				%		1%	1%				1%		%			1%		1%

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q6A. Are you aware that the City limits the number of containers or bags allowed for garbage per week for each household? (Base: Total Sample)

													(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW					
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME			(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED										
	WTD	Total	Under	55-	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod	Neu- tral	COMB Strg Mod											
	TEST	Random	55	64						Fav	Fav	Mod Fav	Fav	No/ DK	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)		
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155		
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155		
Yes	107 71%	252 62%	108 55%	64 65% c	77 73% C	101 58%	151 65%	121 66%	105 58%	123 67% K	59 53%	64 64% k	183 67% N	69 53%	97 77% P	155 55%	86 67%	54 60%	107 59%	140 61%	103 66%		
No	45 29%	147 36%	85 43% dE	31 32%	28 27%	69 39%	78 34%	60 33%	74 41%	59 32%	50 45% J	34 34%	88 32%	59 45% M	29 23%	118 42% O	41 32%	35 39%	69 38%	87 38%	50 32%		
Don't know	-	7 2%	4 2%	3 3%	-	5 3%	2 1%	3 2%	3 2%	2 1%	3 3%	2 2%	4 1%	3 2%	-	7 3%	1 1%	1 1%	5 3%	3 1%	2 1%		

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q6B. What is the maximum number of containers or bags allowed per household for garbage, not counting recyclable containers? (Base: Total Sample)

	(RANDOM) AGE					(RANDOM) GENDER			(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	WTD	Total	Under	55-			Fe-	Under	\$75k		SEP	COMB								Strg	Strg
	TEST	Random	55	64	65+	Male	male	\$75K	Over		Strg	Strg	Yes	No/	Yes	No/	Cont	Elim	No	Mod	Mod
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)		Fav	Neu- tral	Fav	DK	DK	DK			Pref	Fav	Opp
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
One	3 2%	4 1%	2 1%	1 1%	1 1%	2 1%	2 1%	1 1%	1 1%	1 1%	3 3%	-	2 1%	2 2%	-	4 1%	1 1%	-	3 2%	2 1%	2 1%
Two	15 10%	24 6%	13 7%	8 8%	2 2%	11 6%	13 6%	10 5%	11 6%	11 6%	7 6%	6 6%	19 7%	5 4%	10 8%	14 5%	12 9%	4 4%	7 4%	15 7%	7 5%
Three	8 5%	35 9%	16 8%	11 11%	7 7%	9 5%	26 11%	14 8%	19 10%	19 10%	7 6%	9 9%	23 8%	12 9%	10 8%	25 9%	11 9%	7 8%	17 9%	21 9%	11 7%
Four	4 3%	19 5%	5 3%	7 7%	7 7%	8 5%	11 5%	8 4%	9 5%	10 5%	6 5%	3 3%	14 5%	5 4%	7 6%	12 4%	6 5%	7 8%	6 3%	9 4%	10 6%
Five	32 21%	78 19%	29 15%	20 20%	28 27%	31 18%	47 20%	46 25%	27 15%	41 22%	18 16%	16 16%	60 22%	18 14%	34 27%	44 16%	30 23%	12 13%	33 18%	39 17%	38 25%
Six	5 4%	19 5%	9 5%	4 4%	6 6%	6 3%	13 6%	11 6%	6 3%	10 5%	2 2%	7 7%	14 5%	5 4%	10 8%	9 3%	8 6%	4 4%	7 4%	11 5%	7 5%
Seven or more	8 6%	17 4%	8 4%	4 4%	5 5%	9 5%	8 3%	14 8%	3 2%	7 4%	2 2%	7 7%	13 5%	4 3%	6 5%	11 4%	2 2%	4 4%	10 6%	9 4%	6 4%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

(Continued)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q6B. What is the maximum number of containers or bags allowed per household for garbage, not counting recyclable containers? (Base: Total Sample)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW			
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME			SEP Strg Mod		COMB Strg Mod							Strg Mod		Strg Mod	
	WTD	Total	Under	55-			Fe-	Under	\$75k					No/		No/							
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Fav	Neu- tral	Fav	Yes	DK	Yes	DK	Cont	Elim	Pref	Fav	Opp		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)		
Know there's a limit, but don't know number	32	56	26	9	21	25	31	17	29	24	14	16	38	18	20	36	16	16	24	34	22		
	21%	14%	13%	9%	20%	14%	13%	9%	16%	13%	13%	16%	14%	14%	16%	13%	13%	18%	13%	15%	14%		
					D				h														
Unaware limit is in place	45	154	89	34	28	74	80	63	77	61	53	36	92	62	29	125	42	36	74	90	52		
	29%	38%	45%	35%	27%	42%	35%	34%	42%	33%	47%	36%	33%	47%	23%	45%	33%	40%	41%	39%	34%		
			dE								JL			M	O								

Q7. We realize this may vary, but on average, how many containers or bags of household garbage, NOT including yard waste or recyclables, do you place out for collection each week? (Base: Total Sample)

	WTD Total TEST	(RANDOM)								(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)	
		AGE			GENDER			HOME		INITIAL SEPARATE PREFERENCE		YARD WASTE COMPOSTED		FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE		PAY AS YOU THROW			
		Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
One	77 51% b	166 41%	65 33%	41 42%	57 54% Cd	64 37%	102 44%	83 45%	67 37%	81 44%	43 38%	38 38%	120 44% n	46 35%	48 38%	118 42%	48 38%	36 40%	81 45%	98 43%	62 40%
Two	50 33%	157 39%	77 39%	44 45% e	34 32%	72 41%	85 37%	65 35%	76 42%	69 38%	43 38%	42 42%	105 38%	52 40%	52 41%	105 38%	54 42%	38 42%	62 34%	91 40%	57 37%
Three	15 10%	55 14%	34 17% de	10 10%	11 10%	22 13%	33 14%	26 14%	25 14%	22 12%	18 16%	13 13%	38 14%	17 13%	19 15%	36 13%	17 13%	11 12%	26 14%	28 12%	24 15%
Four	9 6%	14 3%	11 6% DE	1 1%	1 1%	8 5%	6 3%	5 3%	6 3%	5 3%	5 4%	3 3%	6 2%	8 6% m	3 2%	11 4%	5 4%	1 1%	7 4%	8 3%	5 3%
Five or more	2 1%	10 2%	8 4% de	1 1%	1 1%	6 3%	4 2%	2 1%	7 4% h	4 2%	3 3%	3 3%	5 2%	5 4%	3 2%	7 3%	2 2%	4 4%	3 2%	2 1%	6 4% t
Not sure/Can't say	-	4 1%	2 1%	1 1%	1 1%	3 2%	1 *	3 2%	1 1%	3 2%	-	1 1%	1 *	3 2%	1 1%	3 1%	2 2%	-	2 1%	3 1%	1 1%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q7AA. Are you aware that the City limits the weight on THE 32-GALLON OR LESS CONTAINERS? (Base:
Total Sample)

													(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE		(RANDOM) PAY AS YOU THROW						
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED											
	WTD	Total	Under	55-	65+	Male	Fe- male	Under	\$75k	\$75k	Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	TEST	Randm	55	64	65+							Fav		Fav									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)		
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155		
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155		
Yes	126 83% B	277 68%	120 61%	70 71% c	83 79% C	128 73% g	149 65%	129 70%	118 65%	129 70%	74 66%	69 69%	208 76% N	69 53%	109 87% P	168 60%	90 70%	62 69%	119 66%	156 68%	107 69%		
No	25 17%	126 31% A	74 38% E	28 29%	22 21%	45 26%	81 35% F	54 29%	62 34%	53 29%	38 34%	30 30%	65 24%	61 47% M	15 12%	111 40% O	36 28%	28 31%	61 34%	71 31%	48 31%		
Don't know	-	3 1%	3 2%	-	-	2 1%	1 *%	1 1%	2 1%	2 1%	-	1 1%	2 1%	1 1%	2 2%	1 *%	2 2%	-	1 1%	3 1%	-		

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q7AB. Are you aware that the City limits the weight on THE CLEAR PLASTIC BAGS? (Base: Total Sample)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME													
	WTD	Total	Under	55-	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Yes	55 36%	170 42%	66 34%	45 46% C	56 53% C	77 44%	93 40%	93 51% I	60 33%	76 41%	50 45%	41 41%	126 46% N	44 34%	72 57% P	98 35%	49 38%	40 44%	78 43%	94 41%	68 44%
No	97 64%	228 56%	128 65% dE	52 53%	45 43%	94 54%	134 58%	87 47%	119 65% H	105 57%	60 54%	56 56%	144 52%	84 64% M	50 40%	178 64% O	75 59%	49 54%	100 55%	132 57%	83 54%
Don't know	0 *%	8 2%	3 2%	1 1%	4 4%	4 2%	4 2%	4 2%	3 2%	3 2%	2 2%	3 3%	5 2%	3 2%	4 3%	4 1%	4 3%	1 1%	3 2%	4 2%	4 3%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q7B. What is the weight limit for the rigid 32-gallon or less containers? (Base: Total Sample)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER			(RANDOM) HOME												
	WTD									SEP		COMB								Strg	Strg
	Total	Total	Under	55-		Fe-	Under	\$75k		Mod	Neu-	Mod							No	Mod	Mod
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Fav	tral	Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	Pref	Fav	Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Any reply under 45 lbs.	36	86	27	27	30	40	46	41	32	40	22	22	68	18	35	51	32	18	34	43	38
	24%	21%	14%	28%	29%	23%	20%	22%	18%	22%	20%	22%	25%	14%	28%	18%	25%	20%	19%	19%	25%
				C	C								N		P						
45 lbs.	13	26	13	6	7	14	12	11	14	17	5	4	22	4	11	15	12	6	8	15	11
	9%	6%	7%	6%	7%	8%	5%	6%	8%	9%	4%	4%	8%	3%	9%	5%	9%	7%	4%	7%	7%
										kl			N				s				
Any reply over 45 lbs.	39	69	34	16	18	37	32	28	36	35	19	15	55	14	31	38	22	20	24	44	20
	26%	17%	17%	16%	17%	21%	14%	15%	20%	19%	17%	15%	20%	11%	25%	14%	17%	22%	13%	19%	13%
	b					g				N			N		P		s		u		
Know there's a limit, but don't know number	37	96	46	21	28	37	59	49	36	37	28	28	63	33	32	64	24	18	53	54	38
	25%	24%	23%	21%	27%	21%	26%	27%	20%	20%	25%	28%	23%	25%	25%	23%	19%	20%	29%	23%	25%
																		Qr			
Unaware limit is in place	25	129	77	28	22	47	82	55	64	55	38	31	67	62	17	112	38	28	62	74	48
	17%	32%	39%	29%	21%	27%	35%	30%	35%	30%	34%	31%	24%	47%	13%	40%	30%	31%	34%	32%	31%
		A	dE				f						M		O						

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q7C. What is the weight limit for the clear plastic bags? (Base: Total Sample)

			(RANDOM) AGE			(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE			(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	WTD									SEP		COMB								Strg	Strg
	Total	Total	Under	55-		Fe-	Under	\$75k		Mod	Neu-	Mod		No/		No/	Cont	Elim	No	Mod	Mod
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Fav	tral	Fav		Yes	DK	Yes	DK			Fav	Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Any reply under 30 lbs.	17	34	15	12	6	17	17	20	13	11	13	9	28	6	16	18	12	9	13	21	13
	12%	8%	8%	12%	6%	10%	7%	11%	7%	6%	12%	9%	10%	5%	13%	6%	9%	10%	7%	9%	8%
													N		P						
30 lbs.	4	16	5	6	5	5	11	8	5	7	4	5	13	3	8	8	1	5	9	7	7
	3%	4%	3%	6%	5%	3%	5%	4%	3%	4%	4%	5%	5%	2%	6%	3%	1%	6%	5%	3%	5%
																		q	Q		
Any reply over 30 lbs.	12	30	11	7	11	16	14	14	12	20	5	5	23	7	15	15	12	9	9	16	12
	8%	7%	6%	7%	10%	9%	6%	8%	7%	11%	4%	5%	8%	5%	12%	5%	9%	10%	5%	7%	8%
										KL					P						
Know there's a limit, but don't know number	21	90	35	20	34	39	51	51	30	38	28	22	62	28	33	57	24	17	47	50	36
	14%	22%	18%	20%	32%	22%	22%	28%	16%	21%	25%	22%	23%	21%	26%	20%	19%	19%	26%	22%	23%
		a			Cd			I													
Unaware limit is in place	97	236	131	53	49	98	138	91	122	108	62	59	149	87	54	182	79	50	103	136	87
	64%	58%	66%	54%	47%	56%	60%	49%	67%	59%	55%	59%	54%	66%	43%	65%	62%	56%	57%	59%	56%
			DE						H					M		O					

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q7D. Have you EVER had a container or bag tagged as overweight and not collected? (Base: Those aware that the City has limits on weight on 32-gallon or less containers and/or clear plastic bags)

													(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW			
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME			(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED								
	WTD	Total	Under	55-			Fe-	Under	\$75k		SEP		COMB								
	TEST	Total	55	64	65+	Male	male	\$5K	Over	Strg	Neu-	Strg	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No	Strg	Strg
		Randm								Mod	tral	Mod	Fav						Mod	Mod	
										Fav	Fav	Fav							Fav	Opp	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	126	286	125	71	86	133	153	136	120	134	76	71	212	74	112	174	91	64	125	161	111
UNWEIGHTED TOTAL	123	286	125	71	86	133	153	136	120	134	76	71	212	74	112	174	91	64	125	161	111
Yes	32	67	40	14	13	38	29	17	43	35	13	18	50	17	28	39	24	11	29	43	21
	25%	23%	32% dE	20%	15%	29%	19%	13%	36% H	26%	17%	25%	24%	23%	25%	22%	26%	17%	23%	27%	19%
No	93	219	85	57	73	95	124	119	77	99	63	53	162	57	84	135	67	53	96	118	90
	74%	77%	68%	80% c	85% C	71%	81% f	88% I	64%	74%	83%	75%	76%	77%	75%	78%	74%	83%	77%	73%	81%
Don't know	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q8. Do you, at least during certain times of the year, place yard waste, such as grass clippings and leaves, out for collection? (Base: Total Sample)

	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	WTD	Total	Under	55-		Fe-	Under	\$75k		SEP	COMB								Strg	Strg
	TEST	Randm	55	64	65+	Male	male	\$75K	Over	Mod	Neu-	Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No	Strg
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	Fav	tral	Fav	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	Fav
																				Opp
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230
Yes	140	358	177	88	89	153	205	156	167	167	100	83	250	108	114	244	115	81	157	202
	92%	88%	90%	90%	85%	87%	89%	85%	92%	91%	89%	83%	91%	82%	90%	87%	90%	90%	87%	88%
									H	1			N							
No	11	47	20	10	15	21	26	27	15	16	12	17	25	22	12	35	13	8	24	28
	7%	12%	10%	10%	14%	12%	11%	15%	8%	9%	11%	17%	9%	17%	10%	13%	10%	9%	13%	12%
								i			j		M							
Don't know	1	1	-	-	1	1	-	1	-	1	-	-	-	1	-	1	-	1	-	-
	1%	1%			1%	1%		1%		1%				1%		1%		1%		1%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q8A. How do you manage yard waste? (Base: Those who do not place yard waste out for collection) (Total Mentions/3 Replies)

	(RANDOM) AGE					(RANDOM) GENDER			(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	WTD	Total	Under	55-			Fe-	Under	\$75k		SEP	COMB								Strg	Strg
	TEST	Random	55	64	65+	Male	male	\$75K	Over		Strg	Strg	Yes	No/	Yes	No/	Cont	Elim	No	Mod	Mod
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)		Fav	tral	Fav	DK	DK	DK	(Q)	(R)	(S)	Fav	Opp
WEIGHTED TOTAL	11	47	20	10	15	21	26	27	15	16	12	17	25	22	12	35	13	8	24	28	14
UNWEIGHTED TOTAL	17	47	20	10	15	21	26	27	15	16	12	17	25	22	12	35	13	8	24	28	14
Mulch	4 37%	22 47%	9 45%	6 60%	7 47%	11 52%	11 42%	12 44%	9 60%	9 56%	4 33%	8 47%	13 52%	9 41%	5 42%	17 49%	7 54%	3 38%	11 46%	14 50%	7 50%
Lawn company takes care of it	4 35%	11 23%	4 20%	2 20%	5 33%	3 14%	8 31%	5 19%	3 20%	2 13%	4 33%	4 24%	4 16%	7 32%	2 17%	9 26%	1 8%	3 38%	7 29%	4 14%	5 36%
Compost	2 17%	8 17%	3 15%	2 20%	2 13%	5 24%	3 12%	4 15%	3 20%	3 19%	3 25%	1 6%	5 20%	3 14%	4 33%	4 11%	3 23%	-	4 17%	4 14%	2 14%
Let it lay	2 15%	3 6%	1 5%	1 10%	1 7%	2 10%	1 4%	2 7%	1 7%	2 13%	-	1 6%	2 8%	1 5%	2 17%	1 3%	2 15%	1 13%	-	3 11%	-
Put in trash	0 3%	4 9%	1 5%	1 10%	1 7%	1 5%	3 12%	1 4%	3 20%	2 13%	-	2 12%	2 8%	2 9%	1 8%	3 9%	2 15%	-	2 8%	1 4%	3 21%
Take to dump	-	3 6%	1 5%	1 10%	1 7%	2 10%	1 4%	1 4%	2 13%	2 13%	-	1 6%	2 8%	1 5%	3 25%	-	1 8%	2 25%	-	3 11%	-
Take it to recycle	-	1 2%	-	-	-	1 5%	-	-	-	-	-	1 6%	1 4%	-	-	1 3%	1 8%	-	-	-	-
Private trash collector	-	2 4%	1 5%	1 10%	-	1 5%	1 4%	2 7%	-	1 6%	-	1 6%	-	2 9%	-	2 6%	1 8%	1 13%	-	2 7%	-

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

(Continued)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q8A. How do you manage yard waste? (Base: Those who do not place yard waste out for collection) (Total Mentions/3 Replies)

											(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)			
	(RANDOM)					(RANDOM)		(RANDOM)			(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)			
	AGE					GENDER		HOME			INITIAL SEPARATE PREFERENCE		YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE		PAY AS YOU THROW			
	WTD	Total	Under	55-	65+	Male	Fe- male	Under	\$75k	SEP	COMB			Yes	No/ DK	Yes	No/ DK	Cont	Elim	No	Strg	Strg
	TEST	Randm	55	64				\$75K	Over	Mod	Neu- Fav	Strg Fav	Mod							Fav	Mod	Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)		(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Landlord/apartment complex takes care of it	-	1 2%	1 5%	-	-	-	1 4%	1 4%	-	-	-	1 6%		1 4%	-	-	1 3%	-	-	1 4%	1 4%	-
Other	1 9%	4 9%	2 10%	2 20%	-	3 14%	1 4%	2 7%	2 13%	-	-	4 24%		3 12%	1 5%	-	4 11%	-	1 13%	3 13%	3 11%	1 7%
Nothing	1 10%	2 4%	2 10%	-	-	1 5%	1 4%	2 7%	-	-	1 8%	1 6%		-	2 9%	-	2 6%	1 8%	-	1 4%	2 7%	-

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q9A. During the season, do you typically place grass clippings out for collection? (Base: Those who do or don't know if they place yard waste out for collection)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW		
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME														
	WTD	Total	Under	55-			Fe-	Under	\$75k	Over	SEP Strg Mod	Neu- tral	COMB Strg Mod		No/ DK		No/ DK	Cont	Elim	No Pref	Strg Mod	Strg Mod
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Fav	Fav	Fav	Fav	Yes	DK	Yes	DK				Fav	Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED TOTAL		140	359	177	88	90	154	205	157	167	168	100	83	250	109	114	245	115	82	157	202	141
UNWEIGHTED TOTAL		133	359	177	88	90	154	205	157	167	168	100	83	250	109	114	245	115	82	157	202	141
Yes	83 59%	244 68%	129 73%	61 69%	51 57%	104 68%	140 68%	108 69%	113 68%	110 65%	74 74%	55 66%	162 65%	82 75%	67 59%	177 72%	74 64%	54 66%	112 71%	127 63%	106 75%	
				E	e									M		O					T	
No	57 40%	113 31%	47 27%	27 31%	38 42%	50 32%	63 31%	48 31%	53 32%	58 35%	25 25%	27 33%	86 34%	27 25%	46 40%	67 27%	41 36%	28 34%	43 27%	75 37%	33 23%	
					C					k			n		P					U		
Don't know	0 *%	2 1%	1 1%	-	1 1%	-	2 1%	1 1%	1 1%	-	1 1%	1 1%	2 1%	-	1 1%	1 *%	-	-	2 1%	-	2 1%	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q9B. And during the fall, do you typically place leaves out for collection? (Base: Those who do or don't know if they place yard waste out for collection)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER			(RANDOM) HOME												
	WTD Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	140	359	177	88	90	154	205	157	167	168	100	83	250	109	114	245	115	82	157	202	141
UNWEIGHTED TOTAL	133	359	177	88	90	154	205	157	167	168	100	83	250	109	114	245	115	82	157	202	141
Yes	119 85%	298 83%	148 84%	72 82%	76 84%	122 79%	176 86%	127 81%	144 86%	143 85%	80 80%	69 83%	214 86% n	84 77%	95 83%	203 83%	96 83%	67 82%	132 84%	168 83%	117 83%
No	21 15%	60 17%	28 16%	16 18%	14 16%	31 20%	29 14%	30 19%	22 13%	24 14%	20 20%	14 17%	36 14%	24 22% m	18 16%	42 17%	19 17%	15 18%	25 16%	34 17%	23 16%
Don't know	0 *%	1 *%	1 1%	-	-	1 1%	-	-	1 1%	1 1%	-	-	-	1 1%	1 1%	-	-	-	-	-	1 1%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q9C. Do you usually use all rigid containers, all paper bags, or a mix of both for your yard waste? (Base: Those who do or don't know if they place yard waste out for collection)

													(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW			
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED									
	WTD									SEP Strg	COMB Strg									Strg	Strg
	Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	Mod Fav	Neu- tral	Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Mod Fav	Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	140	359	177	88	90	154	205	157	167	168	100	83	250	109	114	245	115	82	157	202	141
UNWEIGHTED TOTAL	133	359	177	88	90	154	205	157	167	168	100	83	250	109	114	245	115	82	157	202	141
All containers	13 9%	43 12%	20 11%	13 15%	9 10%	24 16%	19 9%	22 14%	16 10%	23 14%	9 9%	10 12%	32 13%	11 10%	20 18%	23 9%	14 12%	13 16%	16 10%	27 13%	12 9%
All bags	43	164	82	35	45	64	100	72	77	70	53	37	109	55	47	117	50	38	74	95	65
	30% A	46%	46%	40%	50%	42%	49%	46%	46%	42%	53%	45%	44%	50%	41%	48%	43%	46%	47%	47%	46%
Mix of both/it varies	84 60% B	152 42%	75 42%	40 45%	36 40%	66 43%	86 42%	63 40%	74 44%	75 45%	38 38%	36 43%	109 44%	43 39%	47 41%	105 43%	51 44%	31 38%	67 43%	80 40%	64 45%
Not sure	0 *%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q9D. During the season, how many bags or containers of yard waste do you typically place out each week for collection? (Base: Those who do or don't know if they place yard waste out for collection/able to identify number of bags or containers)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME			SEP Strg		COMB Strg								
	WTD Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	Mod Fav	Neu- tral	Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	132	343	169	83	87	146	197	151	159	166	97	74	239	104	111	232	113	75	150	194	134
UNWEIGHTED TOTAL	120	343	169	83	87	146	197	151	159	166	97	74	239	104	111	232	113	75	150	194	134
1	32 24%	77 22%	47 28%	12 14%	18 21%	31 21%	46 23%	30 20%	39 25%	40 24%	19 20%	17 23%	59 25%	18 17%	25 23%	52 22%	30 27%	21 28%	24 16%	49 25%	25 19%
2	37 28%	103 30%	50 30%	29 35%	20 23%	50 34%	53 27%	49 32%	45 28%	47 28%	35 36%	21 28%	73 31%	30 29%	33 30%	70 30%	29 26%	20 27%	53 35%	59 30%	41 31%
3	14 10%	53 15%	17 10%	20 24%	16 18%	20 14%	33 17%	26 17%	22 14%	28 17%	14 14%	10 14%	40 17%	13 13%	18 16%	35 15%	20 18%	10 13%	23 15%	26 13%	23 17%
4	18 13%	39 11%	16 9%	13 16%	10 11%	15 10%	24 12%	16 11%	20 13%	17 10%	11 11%	9 12%	21 9%	18 17%	10 9%	29 13%	10 9%	11 15%	18 12%	21 11%	17 13%
5	5 4%	28 8%	17 10%	2 2%	9 10%	13 9%	15 8%	11 7%	15 9%	17 10%	6 6%	5 7%	17 7%	11 11%	11 10%	17 7%	12 11%	5 7%	9 6%	18 9%	10 7%
6	3 3%	13 4%	8 5%	1 1%	4 5%	5 3%	8 4%	4 3%	5 3%	4 2%	5 5%	3 4%	10 4%	3 3%	4 4%	9 4%	5 4%	3 4%	5 3%	4 2%	7 5%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

(Continued)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q9D. During the season, how many bags or containers of yard waste do you typically place out each week for collection? (Base: Those who do or don't know if they place yard waste out for collection/able to identify number of bags or containers)

		(RANDOM) AGE	(RANDOM) GENDER	(RANDOM) HOME	(RANDOM) INITIAL SEPARATE PREFERENCE	(RANDOM) YARD WASTE COMPOSTED	(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER	(RANDOM) FUTURE OF OMA-GRO PREFERENCE	(RANDOM) PAY AS YOU THROW													
	WTD	Total	Under	55-		Fe-	Under	\$75k	SEP	COMB												
	TEST	Randm	55	64	65+	Male	male	\$75K	Strg	Strg	Mod	Neu-	Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod	Strg Mod
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
7	0	3	2	-	1	2	1	2	1	2	1	-	2	1	1	2	1	-	2	2	1	
	*%	1%	1%		1%	1%	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%		1%	1%	1%	
8	1	7	3	3	1	3	4	5	2	4	2	1	4	3	1	6	2	1	4	3	4	
	1%	2%	2%	4%	1%	2%	2%	3%	1%	2%	2%	1%	2%	3%	1%	3%	2%	1%	3%	2%	3%	
10	9	8	4	1	3	4	4	3	4	2	3	2	4	4	3	5	3	1	4	5	2	
	7%	2%	2%	1%	3%	3%	2%	2%	3%	1%	3%	3%	2%	4%	3%	2%	3%	1%	3%	3%	1%	
	B																					
11	-	1	-	-	1	-	1	1	-	-	-	1	1	-	-	1	-	1	-	-	-	
	*%				1%		1%	1%				1%	*%			*%		1%				
12	5	4	2	-	2	-	4	1	3	2	-	2	4	-	4	-	1	1	2	2	2	
	3%	1%	1%		2%		2%	1%	2%	1%		3%	2%		4%		1%	1%	1%	1%	1%	
13	-	1	1	-	-	-	1	1	-	-	-	1	-	1	-	1	-	1	-	1	-	
	*%		1%				1%	1%				1%		1%		*%		1%		1%		
15	1	1	1	-	-	1	-	-	1	1	-	-	1	-	-	1	-	-	1	1	-	
	1%	*%	1%			1%			1%	1%			*%			*%			1%	1%		
16	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	2%																					
20	0	3	1	1	1	1	2	1	2	2	-	1	1	2	-	3	-	-	3	2	1	
	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%		1%	*%	2%		1%			2%	1%	1%	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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Lower case letters indicate significance at the 90% level.

(16188) (BC)

(Continued)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q9D. During the season, how many bags or containers of yard waste do you typically place out each week for collection? (Base: Those who do or don't know if they place yard waste out for collection/able to identify number of bags or containers)

													(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		
													AWARE GAS		FROM		LANDFILL		FUTURE OF		OMA-GRO		
													PROVIDES		POWER		PREFERENCE		PREFERENCE		PAY AS		
													COMPOSTED								YOU THROW		
	WTD									SEP		COMB										Strg	
	Total	Total	Under	55-	65+	Male	Fe-	Under	\$75k	Mod	Neu-	Mod	Yes	No/	Yes	No/	Cont	Elim	No	Strg	Strg		
	TEST	Randm	55	64			male	\$75K	Over	Fav	tral	Fav		DK		DK			Pref	Mod	Mod		
																				Fav	Opp		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)		
25	3	1	-	-	1	1	-	1	-	-	-	1	1	-	1	-	-	-	1	1	-		
	2%	*%			1%	1%		1%				1%	*%		1%				1%	1%			
30	2	1	-	1	-	-	1	-	-	-	1	-	1	-	-	1	-	-	1	-	1		
	1%	*%		1%			1%				1%		*%			*%			1%		1%		
MEAN	4.5	3.4	3.2	3.4	3.9	3.3	3.5	3.4	3.4	3.3	3.3	3.9	3.3	3.7	3.4	3.4	3.0	3.1	3.9	3.3	3.5		
	B																		q				
STANDARD DEVIATION	5.5	3.4	2.9	3.9	3.9	3.2	3.5	3.2	3.1	2.9	3.4	4.2	3.4	3.3	3.3	3.4	2.2	2.5	4.4	3.4	3.5		
MEDIAN	2.0	2.0	2.0	3.0	3.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0		

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q10. In the last 12 months -- since last fall -- what is the largest number of yard waste containers or bags you've put out for collection in any one week? (Base: Those who do or don't know if they place yard waste out for collection)

											(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)			
	(RANDOM)					(RANDOM)			(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)					
	AGE					GENDER			HOME		INITIAL SEPARATE PREFERENCE		YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE		PAY AS YOU THROW			
	WTD									SEP		COMB										
	Total	Total	Under	55-	65+	Male	Fe-	Under	\$75k	Mod	Neu-	Mod		Yes	No/	Yes	No/	Cont	Elim	No	Strg	Strg
	TEST	Random	55	64			male	\$75K	Over	Fav	tral	Fav		Yes	DK	Yes	DK			Pref	Mod	Mod
																					Fav	Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)		(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	140	359	177	88	90	154	205	157	167	168	100	83		250	109	114	245	115	82	157	202	141
UNWEIGHTED TOTAL	133	359	177	88	90	154	205	157	167	168	100	83		250	109	114	245	115	82	157	202	141
1	5	18	9	4	5	8	10	9	7	4	4	9		11	7	3	15	6	4	8	10	6
	4%	5%	5%	5%	6%	5%	5%	6%	4%	2%	4%	11%	Jk	4%	6%	3%	6%	5%	5%	5%	5%	4%
2 - 3	20	69	29	18	22	31	38	39	22	30	21	17		52	17	20	49	23	18	27	39	28
	14%	19%	16%	20%	24%	20%	19%	25%	13%	18%	21%	20%		21%	16%	18%	20%	20%	22%	17%	19%	20%
								I														
4 - 5	24	84	41	24	17	33	51	32	43	41	19	22		52	32	23	61	26	18	39	49	31
	17%	23%	23%	27%	19%	21%	25%	20%	26%	24%	19%	27%		21%	29%	20%	25%	23%	22%	25%	24%	22%
															m							
6 - 10	35	100	49	23	27	40	60	44	49	51	33	14		73	27	40	60	30	22	47	56	41
	25%	28%	28%	26%	30%	26%	29%	28%	29%	30%	33%	17%		29%	25%	35%	24%	26%	27%	30%	28%	29%
										L	L					P						
11 - 20	32	65	40	11	13	33	32	23	38	31	19	15		47	18	21	44	22	15	26	35	27
	23%	18%	23%	13%	14%	21%	16%	15%	23%	18%	19%	18%		19%	17%	18%	18%	19%	18%	17%	17%	19%
			De						h													
21 or more	23	18	8	5	5	7	11	7	7	9	3	4		13	5	5	13	7	4	7	11	6
	16%	5%	5%	6%	6%	5%	5%	4%	4%	5%	3%	5%		5%	5%	4%	5%	6%	5%	4%	5%	4%
	B																					

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

(Continued)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q10. In the last 12 months -- since last fall -- what is the largest number of yard waste containers or bags you've put out for collection in any one week? (Base: Those who do or don't know if they place yard waste out for collection)

													(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE				(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE												
	WTD	Total	Under	55-			Fe-	Under	\$75k	SEP	Neu-	COMB		No/		No/	Cont	Elim	No	Strg	Strg
TEST	Random	55	64	65+	Male	male	\$75K	Over	Fav	Mod	Strg	Fav	Yes	DK	Yes	DK			Pref	Mod	Mod
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Not sure	1	5	1	3	1	2	3	3	1	2	1	2	2	3	2	3	1	1	3	2	2
	1%	1%	1%	3%	1%	1%	1%	2%	1%	1%	1%	2%	1%	3%	2%	1%	1%	1%	2%	1%	1%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q11A. Have you ever purchased Oma-Gro for use at your home? (Base: Total Sample)

															(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED									
	WTD									SEP		COMB									
	Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	Strg Mod Fav	Neu- tral	Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Yes	44	75	29	22	22	32	43	27	41	51	14	9	63	12	37	38	46	8	21	49	23
	29% B	18%	15%	22%	21%	18%	19%	15%	23% h	28% KL	13%	9%	23% N	9%	29% P	14%	36% RS	9%	12%	21% u	15%
No	106	322	166	74	78	140	182	153	137	132	96	86	207	115	88	234	79	81	155	177	128
	70% a	79% dE	84%	76%	74%	80%	79%	83% i	75%	72%	86% J	86% J	75% M	88% O	70%	84% O	62%	90% Q	86% Q	77%	83%
Don't know	2	9	2	2	5	3	6	4	4	1	2	5	5	4	1	8	3	1	5	4	4
	1% c	2%	1%	2%	5% c	2%	3%	2%	2%	1%	2%	5% J	2% J	3%	1% J	3%	2%	1% J	3% J	2% J	3% J

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q11B. Have you purchased Oma-Gro in bags, in bulk or both? (Base: Those who have purchased Oma-Gro for use at home)

															(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER			(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED								
	WTD	Total	Under	55-	65+	Male	Fe- male	Under	\$75k	Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	44	75	29	22	22	32	43	27	41	51	14	9	63	12	37	38	46	8	21	49	23
UNWEIGHTED TOTAL	43	75	29	22	22	32	43	27	41	51	14	9	63	12	37	38	46	8	21	49	23
Bags	30 68%	52 69%	16 55%	18 82% C	17 77% c	22 69%	30 70%	22 81% i	25 61%	34 67%	9 64%	8 89% j	44 70%	8 67%	28 76%	24 63%	30 65%	5 63%	17 81%	31 63%	19 83% t
Bulk	6 13%	13 17%	8 28% de	2 9%	2 9%	7 22%	6 14%	2 7%	10 24% H	11 22%	1 7%	1 11%	11 17%	2 17%	3 8%	10 26% O	11 24%	-	2 10%	11 22% U	1 4%
Both	8 19%	9 12%	5 17%	2 9%	2 9%	3 9%	6 14%	2 7%	6 15%	6 12%	3 21%	-	7 11%	2 17%	5 14%	4 11%	5 11%	2 25%	2 10%	6 12%	3 13%
Don't know	-	1 1%	-	-	1 5%	-	1 2%	1 4%	-	-	1 7%	-	1 2%	-	1 3%	-	-	1 13%	-	1 2%	-

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q11CA. Have you purchased Oma-Gro from an OMA-GRO FACILITY? (Base: Those who have purchased Oma-Gro for use at home)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME													
	WTD Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	44	75	29	22	22	32	43	27	41	51	14	9	63	12	37	38	46	8	21	49	23
UNWEIGHTED TOTAL	43	75	29	22	22	32	43	27	41	51	14	9	63	12	37	38	46	8	21	49	23
Yes	14 32%	15 20%	7 24%	2 9%	4 18%	9 28%	6 14%	3 11%	9 22%	13 25% K	1 7%	1 11%	13 21%	2 17%	6 16%	9 24%	14 30% S	-	1 5%	10 20%	4 17%
No	30 68%	54 72%	17 59%	20 91% C	17 77%	21 66%	33 77%	23 85% i	28 68%	35 69%	11 79%	7 78%	45 71%	9 75%	28 76%	26 68%	29 63%	8 100% QS	17 81%	34 69%	18 78%
Don't know	-	6 8%	5 17%	-	1 5%	2 6%	4 9%	1 4%	4 10%	3 6%	2 14%	1 11%	5 8%	1 8%	3 8%	3 8%	3 7%	-	3 14%	5 10%	1 4%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q11CB. Have you purchased Oma-Gro from a HARDWARE STORE? (Base: Those who have purchased Oma-Gro for use at home)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW		
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME														
	WTD	Total	Under	55-	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav										
	TEST	Random	55	64									Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED TOTAL	44	75	29	22	22	32	43	27	41	51	14	9	63	12	37	38	46	8	21	49	23	
UNWEIGHTED TOTAL	43	75	29	22	22	32	43	27	41	51	14	9	63	12	37	38	46	8	21	49	23	
Yes	19	34	12	9	13	20	14	12	19	27	3	3	32	2	18	16	21	4	9	22	11	
	43%	45%	41%	41%	59%	63% G	33%	44%	46%	53% K	21%	33%	51% N	17%	49%	42%	46%	50%	43%	45%	48%	
No	25	34	12	13	7	10	24	13	18	21	8	5	25	9	15	19	22	3	9	21	11	
	57%	45%	41%	59% e	32%	31%	56% F	48%	44%	41%	57%	56%	40%	75% M	41%	50%	48%	38%	43%	43%	48%	
Don't know	-	7 9%	5 17%	-	2 9%	2 6%	5 12%	2 7%	4 10%	3 6%	3 21%	1 11%	6 10%	1 8%	4 11%	3 8%	3 7%	1 13%	3 14%	6 12%	1 4%	

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q11CC. Have you purchased Oma-Gro from a LANDSCAPE RETAILER? (Base: Those who have purchased Oma-Gro for use at home)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME													
	WTD	Total	Under	55-			Fe-	Under	\$75k	Over	SEP	COMB									
	TEST	Randm	55	64	65+	Male	male	\$75K	Over	Strg	Neu-	Strg	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No	Strg	Strg
										Mod	tral	Mod							Pref	Mod	Mod
										Fav	Fav	Fav								Fav	Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	44	75	29	22	22	32	43	27	41	51	14	9	63	12	37	38	46	8	21	49	23
UNWEIGHTED TOTAL	43	75	29	22	22	32	43	27	41	51	14	9	63	12	37	38	46	8	21	49	23
Yes	22 50%	27 36%	11 38%	10 45%	6 27%	8 25%	19 44% f	11 41%	16 39%	18 35%	5 36%	4 44%	21 33%	6 50%	10 27%	17 45%	19 41% R	1 13%	7 33%	19 39%	7 30%
No	21 49%	45 60%	16 55%	12 55%	15 68%	23 72% g	22 51%	15 56%	24 59%	32 63%	8 57%	4 44%	40 63%	5 42%	26 70% P	19 50%	25 54%	7 88% Q	13 62%	28 57%	15 65%
Don't know	1 2%	3 4%	2 7%	-	1 5%	1 3%	2 5%	1 4%	1 2%	1 2%	1 7%	1 11%	2 3%	1 8%	1 3%	2 5%	2 4%	-	1 5%	2 4%	1 4%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q11CD. Have you purchased Oma-Gro from a GROCERY STORE? (Base: Those who have purchased Oma-Gro for use at home)

											(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE		(RANDOM) PAY AS YOU THROW			
	WTD									SEP											
	Total	Total	Under	55-			Fe-	Under	\$75k	Strg	Neu-	COMB						No	Strg	Strg	
	TEST	Randm	55	64	65+	Male	male	\$75K	Over	Mod	tral	Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	Pref	Mod	Mod
										Fav		Fav							Fav	Opp	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	44	75	29	22	22	32	43	27	41	51	14	9	63	12	37	38	46	8	21	49	23
UNWEIGHTED TOTAL	43	75	29	22	22	32	43	27	41	51	14	9	63	12	37	38	46	8	21	49	23
Yes	1 2%	7 9%	2 7%	2 9%	2 9%	4 13%	3 7%	3 11%	2 5%	6 12%	1 7%	- -	7 11%	- -	3 8%	4 11%	5 11%	1 13%	1 5%	4 8%	2 9%
No	43 97%	63 84%	25 86%	20 91%	17 77%	26 81%	37 86%	22 81%	37 90%	43 84%	12 86%	7 78%	52 83%	11 92%	31 84%	32 84%	38 83%	7 88%	18 86%	42 86%	19 83%
Don't know	0 1%	5 7%	2 7%	-	3 14%	2 6%	3 7%	2 7%	2 5%	2 4%	1 7%	2 22%	4 6%	1 8%	3 8%	2 5%	3 7%	-	2 10%	3 6%	2 9%

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q11CE. Have you purchased Oma-Gro from SOMEWHERE ELSE? (Base: Those who have purchased Oma-Gro for use at home)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME													
	WTD	Total	Under	55-	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	44	75	29	22	22	32	43	27	41	51	14	9	63	12	37	38	46	8	21	49	23
UNWEIGHTED TOTAL	43	75	29	22	22	32	43	27	41	51	14	9	63	12	37	38	46	8	21	49	23
Yes	9 20%	9 12%	2 7%	5 23%	2 9%	- 21%	9 21%	4 15%	4 10%	4 8%	5 36% J	-	7 11%	2 17%	6 16%	3 8%	2 4%	3 38% q	4 19%	5 10%	3 13%
No	35 80%	57 76%	23 79%	15 68%	17 77%	29 91% G	28 65%	19 70%	33 80%	43 84% K	6 43%	7 78% k	49 78%	8 67%	27 73%	30 79%	39 85% R	3 38%	15 71% r	37 76%	18 78%
Don't know	-	9 12%	4 14%	2 9%	3 14%	3 9%	6 14%	4 15%	4 10%	4 8%	3 21%	2 22%	7 11%	2 17%	4 11%	5 13%	5 11%	2 25%	2 10%	7 14%	2 9%

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q11CEOTH. Where else have you purchased Oma-Gro? (Base: Those who have purchased Oma-Gro for use at home/Purchased from Other)

													(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW		
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME			(RANDOM) INITIAL SEPARATE PREFERENCE											
	WTD	Total	Under	55-	65+	Male	Fe- male	Under	\$75k	Over	SEP Strg Mod	Neu- tral	COMB Strg Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Fav	Fav	Fav	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED TOTAL		9	9	2	5	2	-	9	4	4	4	5	-	7	2	6	3	2	3	4	5	3
UNWEIGHTED TOTAL		7	9	2	5	2	-	9	4	4	4	5	-	7	2	6	3	2	3	4	5	3
Landscape retailer/ nursery	3 30%	5 56%	2 100%	1 20%	2 100%	-	5 56%	1 25%	3 75%	1 25%	4 80%	-	3 43%	2 100%	3 50%	2 67%	-	2 67%	3 75%	2 40%	3 100%	
				D	D						j			M							T	
Feed store	2 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Hardware store	-	1 11%	-	1 20%	-	-	1 11%	1 25%	-	1 25%	-	-	1 14%	-	1 17%	-	-	1 33%	-	1 20%	-	
Other	4 49%	3 33%	-	3 60%	-	-	3 33%	2 50%	1 25%	2 50%	1 20%	-	3 43%	-	2 33%	1 33%	2 100%	-	1 25%	2 40%	-	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q11D. Do you prefer to buy Oma-Gro compost over other compost products available in the Omaha market? (Base: Those who have purchased Oma-Gro for use at home)

	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	WTD	Total	Under	55-		Fe-	Under	\$75k		SEP	COMB								Strg	Strg
	TEST	Randm	55	64	65+	Male	male	\$75K	Over	Mod	Neu-	Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No	Strg
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	Fav	tral	Fav	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	Fav
																				Opp
WEIGHTED TOTAL	44	75	29	22	22	32	43	27	41	51	14	9	63	12	37	38	46	8	21	49
UNWEIGHTED TOTAL	43	75	29	22	22	32	43	27	41	51	14	9	63	12	37	38	46	8	21	49
Yes	35 79%	58 77%	22 76%	20 91%	15 68%	23 72%	35 81%	21 78%	33 80%	41 80%	11 79%	6 67%	50 79%	8 67%	32 86%	26 68%	39 85%	4 50%	15 71%	40 82%
				e											p		r			70%
No	7 17%	13 17%	5 17%	2 9%	5 23%	7 22%	6 14%	6 22%	5 12%	8 16%	2 14%	2 22%	10 16%	3 25%	3 8%	10 26%	6 13%	4 50%	3 14%	7 14%
																O	Qs			22%
Don't know	2 4%	4 5%	2 7%	-	2 9%	2 6%	2 5%	-	3 7%	2 4%	1 7%	1 11%	3 5%	1 8%	2 5%	2 5%	1 2%	-	3 14%	2 4%
																				9%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q11E. Why do you prefer to buy Oma-Gro? (Base: Those who have purchased Oma-Gro for use at home/
Prefer Oma-Gro compost products) (Total Mentions/3 Replies)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW		
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME			SEP Strg Mod		COMB Strg Mod									
	WTD Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	Fav	Neu- tral	Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED TOTAL		35	58	22	20	15	23	35	21	33	41	11	6	50	8	32	26	39	4	15	40	16
UNWEIGHTED TOTAL		35	58	22	20	15	23	35	21	33	41	11	6	50	8	32	26	39	4	15	40	16
Local product	23 68% B	23 40%	9 41%	10 50%	4 27%	11 48%	12 34%	8 38%	15 45%	14 34%	6 55%	3 50%	19 38%	4 50%	12 38%	11 42%	13 33%	-	10 67% Q	16 40%	6 38%	
Good way to recycle	9 25%	13 22%	6 27% e	6 30% e	1 7%	3 13%	10 29%	5 24%	7 21%	12 29%	-	1 17%	12 24%	1 13%	7 22%	6 23%	11 28% S	1 25%	1 7%	9 23%	4 25%	
Good product	8 24%	25 43% a	4 18%	8 40%	12 80% CD	6 26%	19 54% F	12 57% i	11 33%	17 41%	6 55%	2 33%	20 40%	5 63%	13 41%	12 46%	15 38%	3 75%	7 47%	15 38%	9 56%	
Less expensive	6 18%	9 16%	2 9%	2 10%	5 33% cd	2 9%	7 20%	5 24%	4 12%	7 17%	1 9%	1 17%	7 14%	2 25%	4 13%	5 19%	5 13%	-	4 27%	4 10%	5 31% t	
Natural product	3 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Makes sense to use it	1 4%	1 2%	-	-	1 7%	1 4%	-	-	1 3%	1 2%	-	-	1 2%	-	1 3%	-	1 3%	-	-	1 3%	-	
Helps the community	1 3%	6 10%	2 9%	2 10%	2 13%	5 22% G	1 3%	2 10%	3 9%	4 10%	1 9%	1 17%	5 10%	1 13%	4 13%	2 8%	5 13%	1 25%	-	4 10%	2 13%	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

(Continued)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q11E. Why do you prefer to buy Oma-Gro? (Base: Those who have purchased Oma-Gro for use at home/
Prefer Oma-Gro compost products) (Total Mentions/3 Replies)

															(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE													
										SEP Strg Mod		COMB Strg Mod									Strg Mod		
	WTD	Total	Total	Under	55-		Fe-	Under	\$75k		Fav	Neu-	Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Fav	Opp	
TEST	Randm		55	64	65+	Male	male	\$75K	Over														
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)		
Other	5	4	1	1	2	3	1	1	2	4	-	-	4	-	3	1	3	1	-	3	1		
	14%	7%	5%	5%	13%	13%	3%	5%	6%	10%			8%		9%	4%	8%	25%		8%	6%		
No reason	-	1	1	-	-	1	-	-	1	-	1	-	1	-	1	-	-	-	1	1	-		
		2%	5%			4%			3%		9%		2%		3%				7%	3%			

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q13. Overall, how satisfied or dissatisfied are you with the green 18-gallon bins used for the recycling program? Would you say you are ... (Base: Total Sample)

	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	WTD	Total	Under	55-		Fe-	Under	\$75k		SEP	COMB								Strg	Strg
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Mod	Neu-	Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No	Strg
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	Fav	tral	Fav	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	Fav
	(U)																			
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230
Very satisfied	47	165	70	42	49	66	99	81	65	79	43	40	124	41	57	108	59	39	66	85
	31%	41%	36%	43%	47%	38%	43%	44%	36%	43%	38%	40%	45%	31%	45%	39%	46%	43%	36%	37%
		a			c								N				s			t
Somewhat satisfied	63	132	61	35	34	65	67	61	60	57	39	33	84	48	41	91	39	26	65	80
	42%	33%	31%	36%	32%	37%	29%	33%	33%	31%	35%	33%	31%	37%	33%	33%	30%	29%	36%	35%
						g														
Somewhat dissatisfied	20	48	29	10	9	21	27	17	28	25	12	10	34	14	15	33	20	12	15	33
	13%	12%	15%	10%	9%	12%	12%	9%	15%	14%	11%	10%	12%	11%	12%	12%	16%	13%	8%	14%
			e						h								s			u
Very dissatisfied	16	34	24	6	4	15	19	11	22	19	5	8	21	13	9	25	8	12	13	24
	11%	8%	12%	6%	4%	9%	8%	6%	12%	10%	4%	8%	8%	10%	7%	9%	6%	13%	7%	10%
			dE						H	K								q		
Refused	5	27	13	5	9	8	19	14	7	4	13	9	12	15	4	23	2	1	22	8
	3%	7%	7%	5%	9%	5%	8%	8%	4%	2%	12%	9%	4%	11%	3%	8%	2%	1%	12%	3%
										J	J		M		O			QR		T

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q14. Why are you dissatisfied with the recycling bins? (Base: Those who are dissatisfied with the green 18-gallon bins used for the recycling program) (Total Mentions/3 Replies)

											(RANDOM) INITIAL SEPARATE PREFERENCE	(RANDOM) YARD WASTE COMPOSTED	(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER	(RANDOM) FUTURE OF OMA-GRO PREFERENCE	(RANDOM) PAY AS YOU THROW						
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME			SEP Strg Mod	COMB Strg Mod								Strg Mod	Strg Mod
	WTD Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	Fav	Neu- tral	Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Fav	Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	36	82	53	16	13	36	46	28	50	44	17	18	55	27	24	58	28	24	28	57	23
UNWEIGHTED TOTAL	30	82	53	16	13	36	46	28	50	44	17	18	55	27	24	58	28	24	28	57	23
Too small	28 79%	57 70%	41 77%	10 63%	6 46%	25 69%	32 70%	16 57%	38 76%	31 70%	13 76%	12 67%	40 73%	17 63%	17 71%	40 69%	19 68%	18 75%	18 64%	41 72%	15 65%
Need lids/closed containers	9 24%	20 24%	12 23%	3 19%	5 38%	10 28%	10 22%	6 21%	13 26%	13 30%	3 18%	3 17%	15 27%	5 19%	7 29%	13 22%	11 39%	5 21%	4 14%	18 32%	1 4%
Not durable/easily broken	5 13%	11 13%	6 11%	4 25%	1 8%	5 14%	6 13%	4 14%	7 14%	8 18%	2 12%	1 6%	7 13%	4 15%	3 13%	8 14%	6 21%	4 17%	1 4%	7 12%	4 17%
Need to take glass	4 12%	8 10%	5 9%	2 13%	1 8%	4 11%	4 9%	5 18%	3 6%	4 9%	2 12%	2 11%	4 7%	4 15%	3 13%	5 9%	3 11%	2 8%	3 11%	6 11%	2 9%
Only take certain things	2 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't have one	2 6%	2 2%	1 2%	1 6%	-	2 6%	-	1 4%	1 2%	1 2%	1 6%	-	1 2%	1 4%	-	2 3%	-	-	2 7%	1 2%	-
Need to be easier to handle/need wheels	2 5%	2 2%	1 2%	-	1 8%	1 3%	1 2%	-	1 2%	2 5%	-	-	1 2%	1 4%	-	2 3%	-	2 8%	-	1 2%	1 4%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

(Continued)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q14. Why are you dissatisfied with the recycling bins? (Base: Those who are dissatisfied with the green 18-gallon bins used for the recycling program) (Total Mentions/3 Replies)

	(RANDOM) AGE					(RANDOM) GENDER			(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	WTD	Total	Under	55-			Fe-	Under	\$75k		SEP	COMB								Strg	Strg
	TEST	Random	55	64	65+	Male	male	\$75K	Over		Mod	Neu-	Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No	Strg
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)		Fav	tral	Fav	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	Fav
																					Mod
																					Opp
																					(U)
Promote it more/send information	-	2	1	1	-	-	2	-	2	1	-	1	2	-	-	2	-	1	-	-	2
		2%	2%	6%			4%		4%	2%		6%	4%			3%		4%			9%
Need more than one	-	4	3	1	-	4	-	2	2	2	-	1	3	1	2	2	1	1	2	3	1
		5%	6%	6%		11%		7%	4%	5%		6%	5%	4%	8%	3%	4%	4%	7%	5%	4%
Other	2	8	3	1	4	3	5	5	3	3	2	3	7	1	3	5	-	3	5	2	6
	6%	10%	6%	6%	31%	8%	11%	18%	6%	7%	12%	17%	13%	4%	13%	9%		13%	18%	4%	26%
					cd																T
No reason	-	1	-	1	-	-	1	-	1	-	-	1	1	-	-	1	1	-	-	-	1
		1%		6%			2%		2%			6%	2%			2%	4%				4%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q15. Which of the following best describes how often you set recycling materials out for collection? (Base: Total Sample)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER			(RANDOM) HOME												
	WTD Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Every week	113 75%	271 67%	135 69%	60 61%	71 68%	115 66%	156 68%	103 56%	139 76%	136 74%	78 70%	51 51%	189 69%	82 63%	88 70%	183 65%	96 75%	64 71%	107 59%	162 70%	95 61%
Most weeks, but not all	20 13% b	25 6%	10 5%	7 7%	7 7%	12 7%	13 6%	12 7%	9 5%	9 5%	6 5%	8 8%	19 7%	6 5%	7 6%	18 6%	3 2%	7 8%	14 8%	14 6%	11 7%
One or two weeks a month	8 5%	41 10%	18 9%	14 14%	9 9%	16 9%	25 11%	27 15%	13 7%	20 11%	6 5%	14 14%	29 11%	12 9%	13 10%	28 10%	17 13%	4 4%	19 10%	21 9%	17 11%
Every few months	-	9 2%	4 2%	3 3%	2 2%	4 2%	5 2%	6 3%	2 1%	2 1%	4 4%	3 3%	6 2%	3 2%	5 4%	4 1%	2 2%	1 1%	6 3%	4 2%	5 3%
Hardly ever	5 3%	25 6%	11 6%	7 7%	7 7%	11 6%	14 6%	11 6%	11 6%	9 5%	5 4%	11 11%	15 5%	10 8%	12 10%	13 5%	6 5%	9 10%	10 6%	16 7%	8 5%
Or you do not recycle at all	6 4%	32 8% a	17 9%	7 7%	8 8%	14 8%	18 8%	23 13%	7 4%	7 4%	12 11%	12 12%	14 5%	18 14% M	-	32 11%	3 2%	5 6%	23 13% QR	12 5%	17 11% T
Don't know	0 *%	3 1%	2 1%	-	1 1%	3 2%	-	2 1%	1 1%	1 1%	1 1%	1 1%	3 1%	-	1 1%	2 1%	1 1%	-	2 1%	1 *%	2 1%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q16. The City does not limit the number of recyclable containers that can be set out. On average, how many containers do you typically set out for recycling collection? (Base: Those who recycle or don't know if they recycle/able to identify number of containers)

	WTD	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW		
		Total	Under	55-				Fe-	Under	\$75k	SEP		COMB						No		Strg	Strg
		TEST	Randm	55	64	65+	Male	male	\$75K	Over	Mod	Neu-	Strg	Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	Pref	Mod
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL		143	362	176	89	91	155	207	155	170	175	95	83	255	107	121	241	121	82	154	214	131
UNWEIGHTED TOTAL		141	362	176	89	91	155	207	155	170	175	95	83	255	107	121	241	121	82	154	214	131
1		90 63%	260 72%	116 66%	67 75%	73 80% C	104 67%	156 75% f	117 75% i	112 66%	118 67%	67 71%	67 81% J	178 70%	82 77%	82 68%	178 74%	76 63%	62 76% Q	118 77% Q	154 72%	95 73%
2		38 27%	83 23%	47 27% e	18 20%	16 18%	39 25%	44 21%	32 21%	45 26%	46 26%	21 22%	15 18%	61 24%	22 21%	31 26%	52 22%	38 31% RS	14 17%	30 19%	50 23%	28 21%
3		14 9% B	14 4%	10 6%	2 2%	2 2%	10 6% G	4 2%	4 3%	10 6%	10 6% L	3 3%	1 1%	12 5%	2 2%	6 5%	8 3%	7 6% S	6 7% S	1 1%	9 4%	4 3%
4		1 1%	2 1%	1 1%	1 1%	-	-	2 1%	1 1%	1 1%	1 1%	1 1%	-	2 1%	-	-	2 1%	-	-	2 1%	-	2 2%
8		-	1 *%	1 1%	-	-	-	1 *%	-	1 1%	-	1 1%	-	-	1 1%	1 1%	-	-	-	1 1%	-	1 1%
9		-	1 *%	-	1 1%	-	1 1%	-	1 1%	-	-	1 1%	-	1 *%	-	1 1%	-	-	-	1 1%	-	1 1%
10		-	1 *%	1 1%	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 *%	-	-	1 *%	-	-	1 1%	1 *%	-

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

(Continued)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q16. The City does not limit the number of recyclable containers that can be set out. On average, how many containers do you typically set out for recycling collection? (Base: Those who recycle or don't know if they recycle/able to identify number of containers)

													(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE		(RANDOM) PAY AS YOU THROW				
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED									
	WTD									SEP Strg Mod	Neu- tral	COMB Strg Mod							Strg Mod	Strg Mod	
	Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	Fav	Fav	Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Fav	Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
MEAN	1.5	1.4	1.5	1.4	1.2	1.5	1.3	1.3	1.5	1.4	1.6	1.2	1.4	1.3	1.5	1.3	1.4	1.3	1.4	1.4	1.4
STANDARD DEVIATION	0.7	0.9	E	1.0	0.5	1.1	0.7	0.8	1.0	0.6	1.5	0.4	0.9	0.8	1.1	0.8	0.6	0.6	1.2	0.8	1.1
MEDIAN	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q17. If you wanted or needed more recyclable containers, do you currently know how or where to obtain those containers? (Base: Those who recycle or don't know if they recycle)

	(RANDOM) AGE					(RANDOM) GENDER			(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
											SEP Strg Mod		COMB Strg Mod							Strg Mod Mod	
	Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	Fav	Neu- tral	Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Fav	Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	145	374	180	91	97	161	213	161	175	177	100	88	261	113	126	248	125	85	158	218	138
UNWEIGHTED TOTAL	145	374	180	91	97	161	213	161	175	177	100	88	261	113	126	248	125	85	158	218	138
Yes	102 70% B	216 58%	90 50%	60 66% C	62 64% C	80 50%	136 64% F	98 61%	93 53%	113 64% K	51 51%	48 55%	165 63%	51 45% N	85 67% P	131 53%	81 65% rs	44 52%	86 54%	123 56%	82 59%
No	36 25%	148 40% A	87 48% DE	29 32%	30 31%	76 47% G	72 34%	60 37%	77 44%	63 36%	43 43%	37 42%	89 34%	59 52% M	38 30%	110 44% O	44 35%	37 44%	67 42%	88 40%	54 39%
Don't know	7 5%	10 3%	3 2%	2 2%	5 5%	5 3%	5 2%	3 2%	5 3%	1 1%	6 6% J	3 3%	7 3%	3 3%	3 2%	7 3%	-	4 5%	5 3%	7 3%	2 1%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q18. How often do you have recyclables litter outside of the bin in your yard or the street following pick-up? (Base: Those who recycle or don't know if they recycle)

	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	WTD	Total	Under	55-		Fe-	Under	\$75k		SEP	COMB								Strg	Strg
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Strg	Neu-	Strg	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No	Strg
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	Fav	tral	Fav	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	Fav
																				Mod
																				Opp
WEIGHTED TOTAL	145	374	180	91	97	161	213	161	175	177	100	88	261	113	126	248	125	85	158	218
UNWEIGHTED TOTAL	145	374	180	91	97	161	213	161	175	177	100	88	261	113	126	248	125	85	158	218
Never	25 17%	76 20%	27 15%	18 20%	30 31%	31 19%	45 21%	36 22%	33 19%	35 20%	22 22%	17 19%	51 20%	25 22%	27 21%	49 20%	28 22%	16 19%	31 20%	45 21%
					Cd															20%
Rarely	55 38%	135 36%	61 34%	31 34%	39 40%	56 35%	79 37%	70 43%	52 30%	62 35%	33 33%	39 44%	98 38%	37 33%	41 33%	94 38%	43 34%	32 38%	57 36%	75 34%
								I												38%
Sometimes	48 33%	100 27%	51 28%	27 30%	21 22%	49 30%	51 24%	30 19%	59 34%	48 27%	30 30%	20 23%	69 26%	31 27%	37 29%	63 25%	31 25%	20 24%	48 30%	59 27%
									H											25%
Or often	18 12%	61 16%	40 22%	15 16%	6 6%	23 14%	38 18%	23 14%	31 18%	32 18%	14 14%	11 13%	41 16%	20 18%	19 15%	42 17%	23 18%	16 19%	21 13%	37 17%
					E															16%
Don't know	0 *%	2 1%	1 1%	-	1 1%	2 1%	-	2 1%	-	-	1 1%	1 1%	2 1%	-	2 2%	-	-	1 1%	1 1%	2 1%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q19. What changes, if any, to the current recycling program would you like the City to consider?
 What ideas do you have to improve the City's recycling program? (Base: Total Sample) (Total
 Mentions/3 Replies)

											(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)			
	(RANDOM)					(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)				
	AGE					GENDER		HOME		INITIAL SEPARATE PREFERENCE		YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE		PAY AS YOU THROW				
	WTD									SEP Strg		COMB Strg								Strg	Strg	
	Total	Total	Under	55-				\$75k		Mod	Neu-	Mod		Yes	No/	Yes	No/	Cont	Elim	No	Mod	Mod
	TEST	Random	55	64	65+	Male	Fe- male	\$75K	Over	Fav	tral	Fav		DK	DK	DK	DK			Pref	Fav	Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155	
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155	
Need to pick up glass	54 36%	130 32%	72 37%	37 38%	20 19%	52 30%	78 34%	42 23%	77 42%	71 39%	33 29%	25 25%	94 34%	36 27%	35 28%	95 34%	59 46%	22 24%	46 25%	92 40%	33 21%	
Bins need to be bigger	44 29% b	80 20%	54 27% DE	11 11%	12 11%	36 21%	44 19%	25 14%	51 28% H	41 22%	21 19%	16 16%	56 20%	24 18%	30 24%	50 18%	27 21%	25 28% S	26 14%	56 24% U	23 15%	
Containers need lids	15 10%	38 9%	19 10%	11 11%	6 6%	17 10%	21 9%	12 7%	25 14% H	21 11%	10 9%	6 6%	30 11% n	8 6%	11 9%	27 10%	14 11%	11 12%	12 7%	26 11%	11 7%	
Recycle more types of plastics	8 5%	13 3%	6 3%	5 5%	2 2%	8 5%	5 2%	5 3%	8 4%	11 6% l	-	2 2%	10 4%	3 2%	3 2%	10 4%	7 5% r	1 1%	5 3%	9 4%	4 3%	
Need wheels on bins	5 3%	10 2%	6 3%	-	4 4%	1 1%	9 4% F	4 2%	6 3%	6 3%	2 2%	2 2%	9 3% n	1 1%	6 5% p	4 1%	2 2%	4 4%	4 2%	6 3%	4 3%	
Don't mix yard waste and trash	5 3%	3 1%	1 1%	1 1%	1 1%	1 1%	2 1%	-	2 1%	2 1%	-	1 1%	3 1%	-	1 1%	2 1%	1 1%	1 1%	1 1%	1 1% *	2 1%	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

(Continued)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q19. What changes, if any, to the current recycling program would you like the City to consider?
 What ideas do you have to improve the City's recycling program? (Base: Total Sample) (Total
 Mentions/3 Replies)

	(RANDOM)																					
										(RANDOM)		(RANDOM)		(RANDOM)		AWARE GAS		(RANDOM)			(RANDOM)	
	(RANDOM)					(RANDOM)		(RANDOM)		INITIAL		YARD		LANDFILL		FROM		FUTURE OF			PAY AS	
	AGE					GENDER		HOME		SEPARATE		WASTE		COMPOSTED		PROVIDES		OMA-GRO		YOU THROW		
	WTD	Total	Under	55-	65+	Male	Fe-	Under	\$75k	SEP	Neu-	COMB							No	Strg	Strg	
	TEST	Random	55	64			male	\$75K	Over	Mod	tral	Mod	Yes	No/	Yes	No/	Cont	Elim	Pref	Mod	Mod	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	Fav	Fav	Fav	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
96 gallon will be too big	4 3% b	1 *%	-	-	1 1%	-	1 *%	1 1%	-	1 1%	-	-	1 *%	-	1 1%	-	1 1%	-	-	-	1 1%	
Accept more recyclables (unspecified)	4 3%	7 2%	3 2%	1 1%	3 3%	5 3%	2 1%	-	7 4%	5 3%	1 1%	1 1%	5 2%	2 2%	5 4% p	2 1%	3 2%	2 2%	1 1%	2 1%	5 3%	
Need more info/communication/education/promote it	4 3%	16 4%	10 5%	3 3%	3 3%	5 3%	11 5%	8 4%	8 4%	8 4%	5 4%	3 3%	9 3%	7 5%	4 3%	12 4%	4 3%	4 4%	6 3%	6 3%	9 6%	
Offer incentives/rewards for participating	3 2%	6 1%	3 2%	3 3%	-	3 2%	3 1%	4 2%	2 1%	4 2%	1 1%	1 1%	4 1%	2 2%	2 2%	4 1%	3 2%	1 1%	2 1%	3 1%	3 2%	
Offer more drop off locations	3 2%	7 2%	3 2%	3 3%	1 1%	3 2%	4 2%	2 1%	4 2%	3 2%	1 1%	3 3%	6 2%	1 1%	3 2%	4 1%	2 2%	3 3%	2 1%	4 2%	3 2%	
Better scheduling	3 2%	7 2%	4 2%	-	2 2%	2 1%	5 2%	3 2%	4 2%	3 2%	1 1%	3 3%	3 1%	4 3%	2 2%	5 2%	1 2%	2 2%	4 2%	3 1%	4 3%	
Have the trucks with the automated arm	3 2%	8 2%	2 1%	2 2%	4 4%	5 3%	3 1%	4 2%	4 2%	3 2%	2 2%	3 3%	7 3%	1 1%	5 4%	3 1%	2 2%	2 2%	4 2%	6 3%	2 1%	
Take more care when picking up	2 1%	9 2%	4 2%	2 2%	2 2%	3 2%	6 3%	3 2%	6 3%	5 3%	2 2%	2 2%	4 1%	5 4%	2 2%	7 3%	3 2%	-	6 3%	4 2%	5 3%	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

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(16188) (BC)

(Continued)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q19. What changes, if any, to the current recycling program would you like the City to consider?
 What ideas do you have to improve the City's recycling program? (Base: Total Sample) (Total
 Mentions/3 Replies)

											(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		
	(RANDOM)					(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)			
	AGE					GENDER		HOME		INITIAL SEPARATE PREFERENCE		YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE		PAY AS YOU THROW			
	WTD									SEP	COMB										
Total	Total	Under	55-					\$75k	Mod	Strg	Mod	Strg	Yes	No/	Yes	No/	Cont	Elim	No	Strg	Strg
TEST	Random	55	64	65+	Male	Fe- male	\$75K	Over	Fav	Neu- tral	Fav	Fav	DK	DK	DK	DK			Pref	Fav	Mod
																				Opp	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Take larger household items/bulky items	2 1%	4 1%	-	2 2%	2 2%	1 1%	3 1%	2 1%	1 1%	-	2 2%	2 2%	2 1%	2 2%	-	4 1%	-	1 1%	3 2%	2 1%	2 1%
Have containers that categorize the recyclables	1 1%	6 1%	3 2%	2 2%	1 1%	3 2%	3 1%	2 1%	2 1%	5 3%	-	-	3 1%	3 2%	3 2%	3 1%	4 3%	-	1 1%	4 2%	1 1%
Don't do away with Oma-Gro	1 1%	2 *	1 1%	1 1%	-	2 1%	-	-	2 1%	1 1%	-	1 1%	2 1%	-	1 1%	1 *	2 2%	-	-	2 1%	-
Recycle cans	0 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No limit on yard waste	0 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't want recyclables mixed in with everything else	-	7 2%	5 3%	2 2%	-	2 1%	5 2%	2 1%	4 2%	6 3%	1 1%	-	5 2%	2 2%	3 2%	4 1%	5 4%	1 1%	1 1%	6 3%	1 1%
Make the recycle bins a different color	-	3 1%	1 1%	1 1%	1 1%	-	3 1%	1 1%	2 1%	-	-	3 3%	2 1%	1 1%	1 1%	2 1%	-	2 2%	1 1%	1 *	2 1%
Use garbage cans instead of the green bin	-	4 1%	3 2%	1 1%	-	3 2%	1 *	2 1%	2 1%	1 1%	1 1%	2 2%	2 1%	2 2%	-	4 1%	-	-	4 2%	2 1%	2 1%
Offer more than one bin	-	6 1%	3 2%	2 2%	1 1%	3 2%	3 1%	5 3%	1 1%	3 2%	1 1%	2 2%	3 1%	3 2%	1 1%	5 2%	2 2%	-	3 2%	3 1%	3 2%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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(16188) (BC)

(Continued)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q19. What changes, if any, to the current recycling program would you like the City to consider?
 What ideas do you have to improve the City's recycling program? (Base: Total Sample) (Total
 Mentions/3 Replies)

															(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE				(RANDOM) GENDER			(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED									
	WTD	Total	Under	55-				Under	\$75k	SEP	COMB			No/		No/	Cont	Elim	No	Strg	Strg
	TEST	Random	55	64	65+	Male	Fe- male	\$75K	Over	Mod Fav	Neu- tral	Mod Fav	Yes	DK	Yes	DK			Pref	Mod Fav	Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Need sturdier bins	-	4 1%	-	3 3%	1 1%	-	4 2%	2 1%	2 1%	-	-	3 3%	3 1%	1 1%	1 1%	3 1%	-	-	4 2%	2 1%	1 1%
Pick up paint cans	-	2 *%	-	-	2 2%	-	2 1%	2 1%	-	1 1%	1 1%	-	2 1%	-	-	2 1%	-	-	2 1%	-	1 1%
We don't recycle	-	2 *%	1 1%	-	1 1%	1 1%	1 *%	1 1%	1 1%	-	1 1%	1 1%	2 1%	-	-	2 1%	-	1 1%	1 1%	1 *%	1 1%
Other	11 7%	14 3%	6 3%	4 4%	4 4%	5 3%	9 4%	8 4%	5 3%	5 3%	2 2%	6 6%	9 3%	5 4%	4 3%	10 4%	6 5%	5 6%	3 2%	7 3%	7 5%
Nothing	28 19%	124 31%	50 25%	25 26%	47 45%	49 28%	75 32%	71 39%	34 19%	48 26%	36 32%	36 36%	78 28%	46 35%	39 31%	85 30%	29 23%	31 34%	64 35%	55 24%	62 40%
		A			CD			I				j						q	Q		T
Don't know	6 4%	18 4%	8 4%	6 6%	4 4%	9 5%	9 4%	12 7%	4 2%	5 3%	9 8%	4 4%	9 3%	9 7%	6 5%	12 4%	3 2%	3 3%	11 6%	9 4%	5 3%
								I			j							q			

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q20. Are you aware that the City has five drop-off sites where residents can take recyclables in addition to curbside pick-up? (Base: Total Sample)

													(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW			
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED									
	WTD									SEP Strg		COMB Strg								Strg	Strg
	TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	Mod Fav	Neu- tral	Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Mod Fav	Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Yes	87	202	97	48	55	83	119	76	99	102	51	45	150	52	83	119	78	44	74	123	69
	57%	50%	49%	49%	52%	47%	52%	41%	54%	55%	46%	45%	55%	40%	66%	43%	61%	49%	41%	53%	45%
									H	kl			N		P		rs			u	
No	65	197	98	48	47	89	108	104	80	81	60	51	121	76	42	155	49	46	101	105	82
	43%	49%	50%	49%	45%	51%	47%	57%	44%	44%	54%	51%	44%	58%	33%	55%	38%	51%	56%	46%	53%
								I					M		O		q	Q			
Don't know	-	7	2	2	3	3	4	4	3	1	1	4	4	3	1	6	1	-	6	2	4
		2%	1%	2%	3%	2%	2%	2%	2%	1%	1%	4%	1%	2%	1%	2%	1%		3%	1%	3%
												j									

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q21. Have you ever used any of these facilities? (Base: Those aware that the City has five drop-off sites in addition to curbside pickup to take recyclables)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME													
	WTD	Total	Under	55-			Fe-	Under	\$75k	SEP		COMB		No/		No/		No		Strg	
	TEST	Randm	55	64	65+	Male	male	\$75K	Over	Mod	Neu-	Mod	Yes	DK	Yes	DK	Cont	Elim	Pref	Mod	Mod
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	Fav	tral	Fav	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	Fav	Opp
WEIGHTED TOTAL	87	202	97	48	55	83	119	76	99	102	51	45	150	52	83	119	78	44	74	123	69
UNWEIGHTED TOTAL	84	202	97	48	55	83	119	76	99	102	51	45	150	52	83	119	78	44	74	123	69
Yes	61 70%	122 60%	60 62%	24 50%	36 65%	56 67%	66 55%	36 47%	67 68%	68 67%	27 53%	26 58%	92 61%	30 58%	55 66%	67 56%	56 72%	26 59%	34 46%	77 63%	38 55%
No	26 30%	80 40%	37 38%	24 50%	19 35%	27 33%	53 45%	40 53%	32 32%	34 33%	24 47%	19 42%	58 39%	22 42%	28 34%	52 44%	22 28%	18 41%	40 54%	46 37%	31 45%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q23. Are you aware the City offers a program for residents to dispose of bulky items such as auto parts, furniture, and appliances at reduced prices? (Base: Total Sample)

													(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW			
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME			(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED								
	WTD Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Yes	60 39% B	115 28%	53 27%	31 32%	29 28%	50 29%	65 28%	50 27%	54 30%	59 32%	27 24%	27 27%	84 31%	31 24%	48 38% P	67 24%	40 31% s	33 37% s	40 22%	70 30%	40 26%
No	91 60%	288 71% a	144 73%	65 66%	75 71%	125 71%	163 71%	133 72%	127 70%	123 67%	85 76% j	72 72%	188 68%	100 76% m	77 61%	211 75% O	88 69%	57 63%	138 76% R	158 69%	114 74%
Don't know	1 1%	3 1%	-	2 2%	1 1%	-	3 1%	1 1%	1 1%	2 1%	-	1 1%	3 1%	-	1 1%	2 1%	-	-	3 2%	2 1%	1 1%

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q24. In the last 5 years, how many times have you used this service? (Base: Those aware City offers program to residents to dispose of bulky items)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME													
	WTD	Total	Under	55-			Fe-	Under	\$75k	SEP	COMB										
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Strg Mod Fav	Neu- tral	Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	60	115	53	31	29	50	65	50	54	59	27	27	84	31	48	67	40	33	40	70	40
UNWEIGHTED TOTAL	52	115	53	31	29	50	65	50	54	59	27	27	84	31	48	67	40	33	40	70	40
None	32	61	26	21	14	26	35	26	28	30	16	14	46	15	26	35	22	15	23	36	24
	53%	53%	49%	68%	48%	52%	54%	52%	52%	51%	59%	52%	55%	48%	54%	52%	55%	45%	58%	51%	60%
1 - 2	20	34	15	8	10	16	18	16	16	19	9	6	26	8	13	21	13	9	11	22	10
	34%	30%	28%	26%	34%	32%	28%	32%	30%	32%	33%	22%	31%	26%	27%	31%	33%	27%	28%	31%	25%
3 - 4	1	8	5	-	2	4	4	4	3	4	2	2	5	3	4	4	2	3	3	6	2
	1%	7%	9%		7%	8%	6%	8%	6%	7%	7%	7%	6%	10%	8%	6%	5%	9%	8%	9%	5%
5 or more	7	12	7	2	3	4	8	4	7	6	-	5	7	5	5	7	3	6	3	6	4
	12%	10%	13%	6%	10%	8%	12%	8%	13%	10%		19%	8%	16%	10%	10%	8%	18%	8%	9%	10%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q25A. Since July 2015, yard waste has been co-collected and co-mingled in the same truck as household garbage. Previously, yard waste was collected separately from April through November. What is your preference? (Base: Total Sample)

	(RANDOM)																					
	(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)			
	AGE		GENDER		HOME		INITIAL		YARD		SEPARATE		COMPOSTED		AWARE GAS		FROM		FUTURE OF		(RANDOM)	
	WTD																					
	Total	Total	Under	55-	65+	Male	Fe-	Under	\$75k	SEP	Neu-	COMB									Strg	Strg
	TEST	Randm	55	64			male	\$75K	Over	Mod	tral	Mod	Yes	No/	Yes	No/	Cont	Elim	No		Mod	Mod
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	Fav	Fav	Fav	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	Fav	Opp
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155	
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155	
Strongly favor separate pick-up	52 34%	141 35%	72 37%	34 35%	32 30%	64 37%	77 33%	53 29%	76 42% H	141 77%	-	-	110 40% N	31 24%	54 43% P	87 31%	85 66% RS	19 21%	33 18%	93 40% U	46 30%	
Moderately favor separate pick-up	17 11%	43 11%	18 9%	10 10%	14 13%	14 8%	29 13%	19 10%	21 12%	43 23%	-	-	33 12%	10 8%	18 14%	25 9%	15 12%	9 10%	19 10%	26 11%	15 10%	
Neutral - either is fine	54 36%	112 28%	67 34% DE	22 22%	22 21%	50 29%	62 27%	48 26%	52 29%	-	112 100%	-	65 24%	47 36% M	30 24%	82 29%	16 13%	29 32% Q	65 36% Q	60 26%	40 26%	
Moderately favor combined pick-up	9 6%	34 8%	12 6%	8 8%	13 12% c	13 7%	21 9%	22 12% I	9 5%	-	-	34 34%	20 7%	14 11%	8 6%	26 9%	6 5%	7 8%	20 11% Q	13 6%	19 12% T	
Strongly favor combined pick-up	12 8% A	66 16%	25 13%	21 21% c	20 19%	30 17%	36 16%	38 21% I	22 12%	-	-	66 66%	44 16%	22 17%	15 12%	51 18% o	5 4% Q	21 23% Q	40 22% Q	34 15%	31 20%	
Refused	7 4%	10 2%	3 2%	3 3%	4 4%	4 2%	6 3%	4 2%	2 1%	-	-	-	3 1%	7 5% M	1 1%	9 3% o	1 1%	5 6% q	4 2%	4 2%	4 3%	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q25C. Knowing that the yard waste is now going to the landfill with garbage, do you Strongly Favor separate pick-up, Moderately Favor, Neutral -- either is fine, Moderately Favor combined pick-up, or Strongly Favor combined pick-up for garbage and yard waste? (Base: Those not aware garbage was taken to landfill and yard waste was taken to composting facility)

	(RANDOM) AGE					(RANDOM) GENDER			(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	WTD	Total	Under	55-	65+	Male	Fe-	Under	\$75k	SEP	COMB										
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Strg	Neu-	Strg	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No	Strg	Strg
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	Fav	tral	Fav	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	Fav	Mod
																				Opp	
WEIGHTED TOTAL	31	131	69	32	28	56	75	64	54	41	47	36	-	131	19	112	31	28	69	79	43
UNWEIGHTED TOTAL	30	131	69	32	28	56	75	64	54	41	47	36	-	131	19	112	31	28	69	79	43
Strongly favor separate pick-up	14 45%	55 42%	31 45%	15 47%	8 29%	20 36%	35 47%	25 39%	27 50%	27 66%	15 32%	9 25%	-	55 42%	7 37%	48 43%	21 68%	10 36%	23 33%	38 48%	15 35%
										KL							RS				
Moderately favor separate pick-up	6 20%	17 13%	11 16%	4 13%	2 7%	5 9%	12 16%	7 11%	7 13%	4 10%	8 17%	4 11%	-	17 13%	4 21%	13 12%	5 16%	3 11%	9 13%	8 10%	7 16%
Neutral - either is fine	8 24%	27 21%	14 20%	6 19%	6 21%	13 23%	14 19%	10 16%	12 22%	1 2%	21 45%	4 11%	-	27 21%	3 16%	24 21%	2 6%	6 21%	19 28%	16 20%	8 19%
										JL								q	Q		
Moderately favor combined pick-up	-	10 8%	3 4%	1 3%	6 21%	4 7%	6 8%	6 9%	3 6%	1 2%	1 2%	8 22%	-	10 8%	1 5%	9 8%	1 3%	-	8 12%	4 5%	5 12%
						CD					JK								q		
Strongly favor combined pick-up	2 7%	17 13%	9 13%	4 13%	4 14%	11 20%	6 8%	12 19%	5 9%	7 17%	-	10 28%	-	17 13%	3 16%	14 13%	-	9 32%	8 12%	11 14%	6 14%
						g												S			
Refused	1 3%	5 4%	1 1%	2 6%	2 7%	3 5%	3 3%	4 6%	-	1 2%	2 4%	1 3%	-	5 4%	1 5%	4 4%	2 6%	-	2 3%	2 3%	2 5%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q25D. Were you aware that the gas generated by disposed materials at the landfill, including yard waste, is captured and routed to an Omaha Public Power District facility where it is burned and turned into electricity for use by more than 4,000 homes? (Base: Total Sample)

											(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)			
	(RANDOM)					(RANDOM)		(RANDOM)			INITIAL		YARD		AWARE GAS		FUTURE OF		PAY AS			
	AGE					GENDER		HOME			SEPARATE		WASTE		FROM		OMA-GRO		YOU			
											SEP		COMB									
	WTD	Total	Under	55-	65+	Male	Fe- male	Under \$75K	\$75k Over	Strg Mod Fav	Neu- tral	Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp	
	TEST	Randm	55	64	65+	Male	male	\$75K	Over	Fav	Fav	Fav	Yes	DK	Yes	DK	Cont	Elim	Pref	Mod	Opp	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED TOTAL		151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL		150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Yes		67	126	48	33	43	63	63	51	60	72	30	23	107	19	126	-	53	26	43	72	47
		44%	31%	24%	34%	41%	36%	27%	28%	33%	39%	27%	23%	39%	15%	100%		41%	29%	24%	31%	30%
		B			C	g				KL			N				rS					
No		82	276	147	64	61	111	165	130	121	111	81	75	166	110	-	276	74	64	135	156	106
		54%	68%	75%	65%	58%	63%	71%	71%	66%	60%	72%	75%	60%	84%		99%	58%	71%	75%	68%	68%
		A	E			f				J	J		M				Q	Q				
Don't know		2	4	2	1	1	1	3	3	1	1	1	2	2	2	-	4	1	-	3	2	2
		1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%		1%	1%		2%	1%	1%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q25E. Knowing that the gas generated is used to produce electricity, would you say you Strongly Favor separate pick-up, Moderately Favor, Neutral -- either is fine, Moderately Favor combined pick-up, or Strongly Favor combined pick-up for garbage and yard waste? (Base: Those not aware that gas generated by materials at landfill is turned into electricity.)

	(RANDOM)																					
	(RANDOM)										(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)	
	AGE					GENDER		HOME			INITIAL SEPARATE PREFERENCE		YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	WTD	Total	Under	55-	65+	Male	Fe- male	Under	\$75k	SEP	Neu-	COMB	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No	Strg	Strg	
TEST	Random	55	64	65+	Male	male	\$75K	Over	Mod	Fav	Strg	Mod	Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	Pref	Mod	Mod
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED TOTAL	84	280	149	65	62	112	168	133	122	112	82	77	168	112	-	280	75	64	138	158	108	
UNWEIGHTED TOTAL	83	280	149	65	62	112	168	133	122	112	82	77	168	112	-	280	75	64	138	158	108	
Strongly favor separate pick-up	29 34%	87 31%	51 34%	18 28%	17 27%	28 25%	59 35%	34 26%	43 35%	57 51%	16 20%	12 16%	54 32%	33 29%	-	87 31%	56 75%	10 16%	19 14%	53 34%	28 26%	
Moderately favor separate pick-up	15 17%	29 10%	14 9%	7 11%	6 10%	16 14%	13 8%	15 11%	10 8%	12 11%	11 13%	6 8%	20 12%	9 8%	-	29 10%	4 5%	5 8%	20 14%	12 8%	17 16%	
Neutral - either is fine	27 32%	78 28%	46 31%	18 28%	14 23%	32 29%	46 27%	33 25%	40 33%	17 15%	42 51%	17 22%	44 26%	34 30%	-	78 28%	7 9%	20 31%	51 37%	47 30%	26 24%	
Moderately favor combined pick-up	1 2%	25 9%	11 7%	3 5%	10 16%	9 8%	16 10%	16 12%	5 4%	7 6%	5 6%	12 16%	15 9%	10 9%	-	25 9%	2 3%	8 13%	14 10%	15 9%	9 8%	
Strongly favor combined pick-up	6 8%	53 19%	23 15%	16 25%	14 23%	24 21%	29 17%	31 23%	21 17%	17 15%	6 7%	29 38%	32 19%	21 19%	-	53 19%	4 5%	18 28%	31 22%	26 16%	26 24%	
Refused	7 8%	8 3%	4 3%	3 5%	1 2%	3 3%	5 3%	4 3%	3 2%	2 2%	2 2%	1 1%	3 2%	5 4%	-	8 3%	2 3%	3 5%	3 2%	5 3%	2 2%	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q25F. Picking up yard waste separately requires more trucks and added costs for collection. That said, would you say you Strongly Favor separate pick-up, Moderately Favor, Neutral -- either is fine, Moderately Favor combined pick-up, or Strongly Favor combined pick-up for garbage and yard waste? (Base: Total Sample)

	(RANDOM)																					
											(RANDOM)		(RANDOM)		AWARE GAS		(RANDOM)			(RANDOM)		
	(RANDOM)					(RANDOM)			(RANDOM)		INITIAL		YARD		FROM		FUTURE OF			PAY AS		
	AGE					GENDER			HOME		SEPARATE		WASTE		LANDFILL		OMA-GRO			YOU THROW		
	WTD									SEP		COMB										
	Total	Total	Under	55-	65+	Male	Fe-	Under	\$75k	Mod	Neu-	Mod		No/		No/	Cont	Elim	No	Strg	Strg	
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Fav	tral	Fav		Yes	DK	Yes	DK			Mod	Mod	
																				Fav	Opp	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)		(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100		275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100		275	131	126	280	128	90	181	230	155
Strongly favor separate pick-up	36 23%	97 24%	54 27%	22 22%	20 19%	45 26%	52 23%	38 21%	52 29%	87 47%	8 7%	2 2%		72 26%	25 19%	36 29%	61 22%	74 58%	9 10%	12 7%	65 28%	29 19%
Moderately favor separate pick-up	25 16%	63 16%	26 13%	18 18%	17 16%	26 15%	37 16%	22 12%	31 17%	44 24%	11 10%	7 7%		48 17%	15 11%	33 26%	30 11%	27 21%	10 11%	23 13%	38 17%	21 14%
Neutral - either is fine	45 30%	100 25%	56 28%	18 18%	25 24%	43 25%	57 25%	42 23%	46 25%	24 13%	59 53%	15 15%		59 21%	41 31%	26 21%	74 26%	9 7%	22 24%	69 38%	54 23%	36 23%
Moderately favor combined pick-up	22 15%	47 12%	19 10%	14 14%	14 13%	19 11%	28 12%	24 13%	20 11%	8 4%	18 16%	19 19%		34 12%	13 10%	11 9%	36 13%	4 3%	14 16%	28 15%	21 9%	26 17%
Strongly favor combined pick-up	21 14%	88 22%	38 19%	26 27%	23 22%	37 21%	51 22%	52 28%	32 18%	16 9%	15 13%	56 56%		56 20%	32 24%	17 13%	71 25%	11 9%	32 36%	45 25%	48 21%	37 24%
Refused	2 2%	11 3%	4 2%	-	6 6%	5 3%	6 3%	6 3%	1 1%	5 3%	1 1%	1 1%		6 2%	5 4%	3 2%	8 3%	3 2%	3 3%	4 2%	4 2%	6 4%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

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(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q26. When the City collected yard waste separately, it was transported to a City-owned and operated facility where it was composted and turned into Oma-Gro. Were you aware that yard wastes were managed at a City-owned and operated facility? (Base: Total Sample)

													(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE		(RANDOM) PAY AS YOU THROW					
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME			(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED									
	WTD	Total	Under	55-			Fe-	Under	\$75k		SEP	COMB										
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Strg Mod Fav	Neu- tral	Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED TOTAL		151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL		150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Yes		81	180	81	40	55	82	98	73	88	111	33	34	157	23	93	87	81	39	54	110	66
		54%	44%	41%	41%	52% cd	47%	42%	40%	48% h	60% KL	29%	34%	57% N	18%	74% P	31%	63% RS	43% S	30%	48%	43%
No		70	221	116	54	49	90	131	106	94	70	79	64	115	106	33	188	45	49	126	118	86
		46%	54%	59% E	55%	47%	51%	57%	58%	52%	38%	71% J	64% J	42%	81% M	26%	67% O	35%	54% Q	70% QR	51%	55%
Don't know		0	5	-	4	1	3	2	5	-	3	-	2	3	2	-	5	2	2	1	2	3
		*%	1%		4%	1%	2%	1%	3%		2%		2%	1%	2%		2%	2%	2%	1%	1%	2%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q27. The current yard waste program allows an unlimited number of containers or bags per household to be placed out for collection each week. Knowing that there is a significant cost associated with this service, do you think a reasonable limit should be placed on the number of yard waste containers or bags allowed to be set out for collection each week? (Base: Total Sample)

															(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE		(RANDOM) PAY AS YOU THROW		
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED									
	WTD									SEP		COMB									
	Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	Mod Fav	Neu- tral	Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Yes	58 38%	175 43%	77 39%	45 46%	51 49%	75 43%	100 43%	78 42%	78 43%	87 47% K	36 32%	46 46% K	112 41%	63 48%	58 46%	117 42%	60 47%	44 49% s	69 38%	115 50% U	54 35%
No	87 57%	200 49%	103 52% e	49 50%	44 42%	89 51%	111 48%	90 49%	94 52%	88 48%	60 54%	48 48%	145 53% N	55 42%	61 48%	139 50%	61 48%	40 44%	97 54%	97 42%	93 60% T
Don't know	6 4%	31 8%	17 9%	4 4%	10 10%	11 6%	20 9%	16 9%	10 5%	9 5%	16 14% JL	6 6%	18 7%	13 10%	7 6%	24 9%	7 5%	6 7%	15 8%	18 8%	8 5%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q28. Currently the City's costs to collect yard waste and produce Oma-Gro compost are greater than the revenues generated from selling the product. Knowing this, do you prefer Separate Pick-Up and continuation of the City-subsidized Oma-Gro program, prefer Combined Pick-Up and elimination of the Oma-Gro program, or do you not have a preference? (Base: Total Sample)

															(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED									
	WTD	Total	Under	55-			Fe-	Under	\$75k	SEP		COMB		No/	Yes	No/	Cont	Elim	No	Strg	Strg
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Mod	Neu-	Mod	Yes	DK	Yes	DK			Pref	Mod	Mod
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Prefer separate pick-up and continuation of Oma- Gro	53 35%	128 32%	63 32%	34 35%	27 26%	61 35%	67 29%	45 24%	71 39% H	100 54% KL	16 14%	11 11%	97 35% N	31 24%	53 42% P	75 27%	128 100%	-	-	87 38% U	36 23%
Prefer combined pick-up and elimination of Oma- Gro	32 21%	90 22%	48 24%	18 18%	24 23%	40 23%	50 22%	43 23%	36 20%	28 15%	29 26% J	28 28% J	62 23%	28 21%	26 21%	64 23%	- 100%	90	-	50 22%	38 25%
No preference	63 42%	181 45%	83 42%	45 46%	51 49%	71 41%	110 48%	94 51% I	72 40%	52 28%	65 58% J	60 60% J	112 41%	69 53% M	43 34%	138 49% O	-	-	181 100%	93 40%	76 49% t
Refused	3 2%	7 2%	3 2%	1 1%	3 3%	3 2%	4 2%	2 1%	3 2%	4 2%	2 2%	1 1%	4 1%	3 2%	4 3%	3 1%	-	-	-	-	5 3%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q29A. The City is considering providing households with 96-gallon wheeled carts that have hinged lids for garbage. The new carts would be picked up WEEKLY by trucks that have an automated arm. Do you think the size of these new containers will be sufficient for your weekly garbage needs, NOT including yard waste or recyclables? (Base: Total Sample)

													(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW			
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED									
	WTD Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Yes, new 96-gallon cart should be sufficient	141 93%	379 93%	185 94%	92 94%	97 92%	162 93%	217 94%	168 91%	174 96%	173 94%	107 96%	90 90%	257 93%	122 93%	120 95%	259 93%	121 95%	84 93%	168 93%	221 96%	138 89%
No, one 96-gallon cart not enough	7 5%	16 4%	7 4%	4 4%	5 5%	9 5%	7 3%	9 5%	5 3%	7 4%	2 2%	6 6%	12 4%	4 3%	2 2%	14 5%	6 5%	3 3%	6 3%	5 2%	11 7%
Don't know	3 2%	11 3%	5 3%	2 2%	3 3%	4 2%	7 3%	7 4%	3 2%	4 2%	3 3%	4 4%	6 2%	5 4%	4 3%	7 3%	1 1%	3 3%	7 4%	4 2%	6 4%

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q29B. Which of the following would you prefer for "excess" garbage beyond one 96-gallon cart?
(Base: Total Sample)

											(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)	
	(RANDOM)					(RANDOM)			(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)	
	AGE					GENDER			HOME		INITIAL SEPARATE PREFERENCE		YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE		PAY AS YOU THROW	

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q29C. Given the use of your own rigid containers or bags adds considerably to the cost of collection because it requires manual pick-up in lieu of automated pick-up, should the City REQUIRE the use of the 96-gallon carts for excess garbage? (Base: Total Sample)

															(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED									
	WTD									SEP Strg	COMB Strg									Strg	Strg
	Total TEST	Total Randm	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	Mod Fav	Neu-tral	Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Mod Fav	Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Yes	93	242	133	60	47	109	133	102	126	112	65	59	163	79	83	159	76	55	105	155	78
	61%	60%	68%	61%	45%	62%	58%	55%	69%	61%	58%	59%	59%	60%	66%	57%	59%	61%	58%	67%	50%
No	35	111	46	27	34	54	57	55	43	52	33	24	78	33	28	83	39	26	46	50	59
	23%	27%	23%	28%	32%	31%	25%	30%	24%	28%	29%	24%	28%	25%	22%	30%	30%	29%	25%	22%	38%
Don't know	24	53	18	11	24	12	41	27	13	20	14	17	34	19	15	38	13	9	30	25	18
	16%	13%	9%	11%	24%	7%	18%	15%	7%	11%	13%	17%	12%	15%	12%	14%	10%	10%	17%	11%	12%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q29D. Would a second 96-gallon cart be sufficient for your weekly household needs? (Base: Total Sample)

	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	WTD	Total	Under	55-		Fe-	Under	\$75k		SEP	COMB								Strg	Strg
	TEST	Randm	55	64	65+	Male	male	\$75K	Over	Mod	Neu-	Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No	Strg
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	Fav	tral	Fav	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	Fav
																				Opp
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230
Yes, two carts would be sufficient	145 96% b	368 91% b	179 91% b	89 91% b	94 90% b	158 90% b	210 91% b	161 88% b	169 93% h	169 92% h	99 88% h	93 93% h	250 91% h	118 90% h	118 94% h	250 89% h	119 93% h	81 90% h	161 89% h	208 90% h
No, not enough	5 3%	24 6%	13 7%	5 5%	6 6%	11 6%	13 6%	14 8%	10 5%	10 5%	8 7%	5 5%	15 5%	9 7%	5 4%	19 7%	5 4%	5 6%	14 8%	15 7%
Don't know	2 1%	14 3%	5 3%	4 4%	5 5%	6 3%	8 3%	9 5%	3 2%	5 3%	5 4%	2 2%	10 4%	4 3%	3 2%	11 4%	4 3%	4 4%	6 3%	7 3%
									i											5 3%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q29E. If yard wastes are continued to be co-collected with garbage, do you think one 96-gallon cart will be sufficient for your WEEKLY household garbage AND yard waste needs? (Base: Total Sample)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW		
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME			SEP Strg Mod Fav	COMB Strg Mod Fav										
	WTD	Total	Under	55-	65+		Fe-	Under	\$75k													
	TEST	Randm	55	64	65+	Male	male	\$75K	Over	Mod Fav	Neu- tral	Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED TOTAL		151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL		150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Yes, one 96-gallon cart should be sufficient	51 34%	198 49%	77 39%	55 56%	64 61%	85 49%	113 49%	107 58%	66 36%	82 45%	47 42%	62 62%	131 48%	67 51%	60 48%	138 49%	59 46%	40 44%	97 54%	119 52%	67 43%	
		A		C	C			I				JK								u		
No, one 96-gallon cart not enough	94 62%	197 49%	115 58%	39 40%	40 38%	86 49%	111 48%	73 40%	110 60%	95 52%	65 58%	35 35%	136 49%	61 47%	62 49%	135 48%	63 49%	47 52%	82 45%	104 45%	84 54%	
	B		DE					H	L	L										t		
Don't know	6 4%	11 3%	5 3%	4 4%	1 1%	4 2%	7 3%	4 2%	6 3%	7 4%	-	3 3%	8 3%	3 2%	4 3%	7 3%	6 5%	3 3%	2 1%	7 3%	4 3%	
																	s					

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q29F. Would a second 96-gallon cart be sufficient for your weekly household garbage AND yard waste needs? (Base: Those stating one 96-gallon cart is not enough for weekly garbage and yard waste)

													(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE		(RANDOM) PAY AS YOU THROW					
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED										
	WTD	Total	Under	55-			Fe-	Under	\$75k	SEP	COMB											
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Strg Mod Fav	Neu- tral	Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED TOTAL		94	197	115	39	40	86	111	73	110	95	65	35	136	61	62	135	63	47	82	104	84
UNWEIGHTED TOTAL		80	197	115	39	40	86	111	73	110	95	65	35	136	61	62	135	63	47	82	104	84
Yes, a second cart would be sufficient	53 56%	146 74%	91 79%	24 62%	28 70%	61 71%	85 77%	55 75%	78 71%	68 72%	52 80%	24 69%	95 70%	51 84%	39 63%	107 79%	42 67%	31 66%	69 84%	83 80%	54 64%	
		A		D										M		O			QR	U		
No, not enough	33 35%	41 21%	19 17%	13 33%	9 23%	19 22%	22 20%	14 19%	26 24%	22 23%	10 15%	9 26%	34 25%	7 11%	18 29%	23 17%	16 25%	14 30%	10 12%	14 13%	27 32%	
	B			C									N		P		S	S		T		
Don't know	8 8%	10 5%	5 4%	2 5%	3 8%	6 7%	4 4%	4 5%	6 5%	5 5%	3 5%	2 6%	7 5%	3 5%	5 8%	5 4%	5 8%	2 4%	3 4%	7 7%	3 4%	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q30. Other cities have successfully utilized a "pay as you throw" program to keep costs down. Households are charged for the ADDITIONAL CART and volume of garbage collected. Do you Strongly Favor, Moderately Favor, Moderately Oppose, or Strongly Oppose moving to this type of program in Omaha if the new 96-gallon cart approach was implemented? (Base: Total Sample)

		(RANDOM) AGE			(RANDOM) GENDER			(RANDOM) HOME			(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW		
	WTD	Total	Under	55-	65+	Male	Fe- male	Under	\$75k	SEP Strg Mod	Neu- tral	COMB Strg Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp	
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Fav	Fav	Fav	Yes	DK	Yes	DK	Cont	Elim	Pref	Fav	Opp	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED TOTAL		151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL		150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Strongly favor	37 25%	121 30%	73 37% E	28 29%	20 19%	70 40% G	51 22%	46 25%	70 38% H	68 37% kL	30 27%	20 20%	78 28%	43 33%	45 36% p	76 27%	51 40% S	29 32%	41 23%	121 53%	-	
Moderately favor	49 33%	109 27%	65 33% E	25 26%	18 17%	45 26%	64 28%	48 26%	52 29%	51 28%	30 27%	27 27%	73 27%	36 27%	27 21%	82 29% o	36 28%	21 23%	52 29%	109 47%	-	
Moderately oppose	23 15%	59 15%	22 11%	14 14%	22 21% C	13 7%	46 20% F	24 13%	29 16%	25 14%	19 17%	14 14%	43 16%	16 12%	19 15%	40 14%	14 11%	11 12%	31 17%	-	59 38%	
Strongly oppose	38 25%	96 24%	30 15%	25 26% C	38 36% Cd	40 23%	56 24%	56 30% I	28 15%	36 20%	21 19%	36 36% JK	69 25%	27 21%	28 22%	68 24%	22 17%	27 30% Q	45 25% q	-	96 62%	
Not sure	4 3%	21 5%	7 4%	6 6%	7 7%	7 4%	14 6%	10 5% I	3 2%	4 2%	12 11% JL	3 3%	12 4%	9 7%	7 6%	14 5%	5 4%	2 2%	12 7% r	-	-	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q31. Thinking about the proposed 96-gallon wheeled carts, are you Very, Somewhat, or Not At All Concerned about where you would store this large of a cart? (Base: Total Sample)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME													
	WTD	Total	Under	55-			Fe-	Under	\$75k	SEP	COMB		No/		No/		No	Strg	Strg		
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Mod	Neu-	Mod	Yes	DK	Yes	DK	Cont	Elim	Pref	Mod	Mod
										Fav	tral	Fav								Fav	Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Very concerned	38 25%	84 21%	17 9%	24 24% C	39 37% CD	26 15%	58 25% F	46 25% I	29 16%	40 22%	17 15%	25 25% k	59 21%	25 19%	29 23%	55 20%	33 26% R	13 14%	37 20%	21 9%	58 37% T
Somewhat concerned	38 25%	88 22%	46 23%	21 21%	20 19%	40 23%	48 21%	29 16%	48 26% H	32 17%	34 30% JL	19 19%	58 21%	30 23%	23 18%	65 23%	27 21%	20 22%	39 22%	51 22%	34 22%
Not at all concerned	75 50%	229 56%	133 68% DE	52 53%	44 42%	106 61%	123 53%	105 57%	105 58%	110 60%	60 54%	54 54%	155 56%	74 56%	72 57%	157 56%	67 52%	57 63%	101 56%	156 68% U	62 40%
Not sure	0 *%	5 1%	1 1%	1 1%	2 2%	3 2%	2 1%	4 2%	-	2 1%	1 1%	2 2%	3 1%	2 2%	2 1%	3 1%	1 1%	-	4 2%	2 1%	1 1%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q32. The City is considering eliminating separate yard waste collections and the Oma-Gro Composting program entirely. Household garbage and yard waste would continue to be collected together and disposed of at the landfill. Would you Strongly Favor, Moderately Favor, Moderately Oppose, or Strongly Oppose this option of no separate yard waste collection? (Base: Total Sample)

														(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW		
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED									
	WTD Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	COMB Strg Mod Fav		Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Strongly favor	20 13%	87 21% a	33 17%	19 19%	34 32% CD	42 24%	45 19%	47 26% i	32 18%	22 12%	22 20% j	39 39% JK	60 22%	27 21%	23 18%	64 23%	7 5%	43 48% QS	37 20% Q	49 21%	34 22%
Moderately favor	44 29%	102 25%	54 27%	25 26%	23 22%	37 21%	65 28%	51 28%	42 23%	32 17%	42 38% JL	26 26% j	63 23%	39 30%	25 20%	77 28% o	12 9%	26 29% Q	61 34% Q	65 28%	33 21%
Moderately oppose	29 19%	80 20%	38 19%	20 20%	21 20%	30 17%	50 22%	31 17%	42 23%	48 26% KL	18 16%	14 14%	60 22%	20 15%	25 20%	55 20%	28 22% R	8 9%	44 24% R	45 20%	35 23%
Strongly oppose	41 27%	105 26%	57 29% E	26 27%	19 18%	55 31% G	50 22%	41 22%	56 31% h	75 41% KL	17 15%	13 13%	80 29% N	25 19%	43 34% P	62 22%	78 61% RS	5 6%	19 10%	59 26%	40 26%
Not sure	17 11%	32 8%	15 8%	8 8%	8 8%	11 6%	21 9%	14 8%	10 5%	7 4%	13 12% J	8 8%	12 4%	20 15% M	10 8%	22 8%	3 2%	8 9% Q	20 11% Q	12 5%	13 8%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q34. Would a City-provided 96-gallon wheeled cart with a hinged lid be more convenient for your recyclables storage and placement for collection compared to the current green 18-gallon bins?
Would the cart be ... (Base: Total Sample)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME													
	WTD									SEP		COMB									
	Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	Strg Mod Fav	Neu- tral	Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Far more convenient	60 39% b	118 29%	72 37% E	27 28% E	16 15%	53 30%	65 28%	47 26%	64 35% H	54 29%	32 29%	30 30%	73 27%	45 34%	35 28%	83 30%	42 33%	29 32%	46 25%	87 38% U	27 17%
Somewhat more convenient	24 16%	54 13%	31 16%	13 13%	10 10%	23 13%	31 13%	24 13%	26 14%	28 15%	14 13%	11 11%	38 14%	16 12%	13 10%	41 15%	13 10%	14 16%	26 14%	36 16% u	15 10%
About the same	13 9%	57 14%	29 15%	16 16%	12 11%	23 13%	34 15%	35 19% I	19 10%	22 12%	19 17%	13 13%	30 11%	27 21% M	14 11%	43 15%	16 13%	6 7%	34 19% R	32 14%	22 14%
Somewhat less convenient	22 15%	55 14%	24 12%	17 17%	14 13%	26 15%	29 13%	23 13%	25 14%	27 15%	11 10%	17 17%	47 17% N	8 6%	22 17%	33 12%	21 16%	13 14%	20 11%	29 13%	25 16%
Or far less convenient than the 18-gallon bins	32 21%	106 26%	33 17%	25 26% c	45 43% CD	43 25%	63 27%	48 26%	43 24%	51 28%	28 25%	23 23%	76 28%	30 23%	36 29%	70 25%	36 28%	24 27%	45 25%	40 17%	59 38% T
Not sure	1 1%	16 4% a	8 4%	-	8 8%	7 4%	9 4%	7 4%	5 3%	2 1%	8 7% J	6 6% J	11 4%	5 4%	6 5%	10 4%	-	4 4%	10 6%	6 3%	7 5%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q36A. Would a 96-gallon wheeled cart with a lid that is picked up every OTHER week be sufficient for your recycling needs? (Base: Total Sample)

	(RANDOM) AGE					(RANDOM) GENDER			(RANDOM) HOME			(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	WTD	Total	Under	55-			Fe-	Under	\$75k			SEP	COMB									
	TEST	Randm	55	64	65+	Male	male	\$75K	Over			Strg	Strg	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No	Strg	Strg
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)			Fav	Mod	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	Fav	Mod
												trav	Opp								Opp	
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155	
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155	
Yes, one 96-gallon cart should be sufficient	139 92%	372 92%	181 92%	89 91%	96 91%	161 92%	211 91%	167 91%	168 92%	171 93%	100 89%	93 93%	254 92%	118 90%	118 94%	254 91%	119 93%	79 88%	168 93%	217 94%	135 87%	U
No, one 96-gallon cart not enough	8 5%	23 6%	12 6%	6 6%	5 5%	11 6%	12 5%	8 4%	13 7%	12 7%	6 5%	4 4%	15 5%	8 6%	6 5%	17 6%	7 5%	9 10%	6 3%	10 4%	13 8%	s
Don't know	5 3%	11 3%	4 2%	3 3%	4 4%	3 2%	8 3%	9 5%	1 1%	1 1%	6 5%	3 3%	6 2%	5 4%	2 2%	9 3%	2 2%	2 2%	7 4%	3 1%	7 5%	t

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q36B. Would a second 96-gallon cart be sufficient for your household needs? (Base: Those stating that one 96-gallon cart would not be sufficient for their recycling needs if picked up every Other week)

[illegible]

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q37. Providing recycling collection service reduces costs paid by the City. Given the cost savings for keeping recyclables out of the landfill, would you say you Strongly Favor, Moderately Favor, Moderately Oppose, or Strongly Oppose providing a second container for recyclables at no additional cost to those households that request it? (Base: Total Sample)

											(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)			
										(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)				
	(RANDOM)					(RANDOM)		(RANDOM)		INITIAL		YARD		AWARE GAS		FUTURE OF		PAY AS				
	AGE					GENDER		HOME		SEPARATE		WASTE		LANDFILL		OMA-GRO		YOU THROW				
	WTD									SEP		COMB										
	Total	Total	Under	55-		Fe-	Under	\$75k		Strg	Neu-	Strg		No/		No/		No		Strg	Strg	
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Mod	tral	Mod		Yes	DK	Yes	DK	Cont	Elim	Pref	Mod	Mod
										Fav		Fav								Fav	Opp	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155	
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155	
Strongly favor	91 60%	238 59%	127 64%	64 65%	45 43%	103 59%	135 58%	109 59%	115 63%	122 66%	58 52%	56 56%	168 61%	70 53%	78 62%	160 57%	84 66%	59 66%	93 51%	151 66%	76 49%	
				E	E					KL							S	S		U		
Moderately favor	42 28%	111 27%	50 25%	24 24%	33 31%	47 27%	64 28%	40 22%	54 30%	38 21%	41 37%	28 28%	71 26%	40 31%	30 24%	81 29%	30 23%	20 22%	59 33%	52 23%	52 34%	
									h		J							qr		T		
Moderately oppose	8 5%	22 5%	5 3%	3 3%	14 13%	11 6%	11 5%	12 7%	6 3%	11 6%	6 5%	5 5%	15 5%	7 5%	9 7%	13 5%	6 5%	3 3%	12 7%	12 5%	10 6%	
					CD																	
Strongly oppose	8 5%	24 6%	9 5%	3 3%	12 11%	11 6%	13 6%	17 9%	5 3%	9 5%	4 4%	8 8%	15 5%	9 7%	6 5%	18 6%	5 4%	7 8%	12 7%	10 4%	14 9%	
					CD			I												t		
Not sure	2 1%	11 3%	6 3%	4 4%	1 1%	3 2%	8 3%	6 3%	2 1%	4 2%	3 3%	3 3%	6 2%	5 4%	3 2%	8 3%	3 2%	1 1%	5 3%	5 2%	3 2%	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q38A. Please tell me if the following method of communicating with you about garbage, yard waste, and recycling services in Omaha is a Very Good Way, an Okay Way, or Not A Good Way: AUTOMATED TELEPHONE CALLS? (Base: Total Sample)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME													
	WTD Total TEST	Total Randm	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75K Over	SEP Strg Mod Fav	COMB Strg Neu-tral	Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Very good way	28 18%	57 14%	28 14%	14 14%	15 14%	20 11%	37 16%	29 16%	22 12%	27 15%	10 9%	20 20% K	38 14%	19 15%	12 10%	45 16% o	20 16%	10 11%	27 15%	35 15%	19 12%
Okay way	38 25%	98 24%	44 22%	31 32% ce	22 21%	40 23%	58 25%	51 28%	43 24%	46 25%	27 24%	23 23%	65 24%	33 25%	32 25%	66 24%	27 21%	20 22%	50 28%	53 23%	40 26%
Not a good way	86 57%	248 61%	123 62%	53 54%	67 64%	114 65%	134 58%	103 56%	116 64%	109 59%	75 67% 1	56 56%	169 61%	79 60%	80 63%	168 60%	79 62%	60 67%	103 57%	139 60%	96 62%
Don't know	-	3 1%	2 1%	-	1 1%	1 1%	2 1%	1 1%	1 1%	2 1%	-	1 1%	3 1%	-	2 2%	1 *%	2 2%	-	1 1%	3 1%	-

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
(16188) (BC)

Q38B. Please tell me if the following method of communicating with you about garbage, yard waste, and recycling services in Omaha is a Very Good Way, An Okay Way, or Not A Good Way: WASTELINE-DOT-ORG WEBSITE? (Base: Total Sample)

													(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE		(RANDOM) PAY AS YOU THROW				
	WTD									SEP	COMB										Strg	Strg
Total	Total	Under	55-			Fe-	Under	\$75k	Mod	Neu-	Mod		No/		No/	Cont	Elim	No	Strg	Strg		
TEST	Randm	55	64	65+	Male	male	\$75K	Over	Fav	tral	Fav	Yes	DK	Yes	DK			Pref	Mod	Mod		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155	
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155	
Very good way	37	108	62	25	20	54	54	38	60	51	29	27	83	25	42	66	42	22	40	67	37	
	25%	27%	31%	26%	19%	31%	23%	21%	33%	28%	26%	27%	30%	19%	33%	24%	33%	24%	22%	29%	24%	
			E			g			H				N		P		S					
Okay way	54	114	56	35	21	46	68	49	60	49	36	27	87	27	34	80	34	28	52	66	39	
	35%	28%	28%	36%	20%	26%	29%	27%	33%	27%	32%	27%	32%	21%	27%	29%	27%	31%	29%	29%	25%	
			e	E									N									
Not a good way	55	176	73	38	62	70	106	94	58	79	45	45	101	75	46	130	48	40	85	91	77	
	36%	43%	37%	39%	59%	40%	46%	51%	32%	43%	40%	45%	37%	57%	37%	46%	38%	44%	47%	40%	50%	
					CD			I						M		o			q		T	
Don't know	6	8	6	-	2	5	3	3	4	5	2	1	4	4	4	4	4	-	4	6	2	
	4%	2%	3%		2%	3%	1%	2%	2%	3%	2%	1%	1%	3%	3%	1%	3%		2%	3%	1%	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
(16188) (BC)

Q38C. Please tell me if the following method of communicating with you about garbage, yard waste, and recycling services in Omaha is a Very Good Way, An Okay Way, or Not A Good Way: EMAIL? (Base: Total Sample)

											(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)			
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE		(RANDOM) PAY AS YOU THROW				
	WTD									SEP Strg	COMB Strg										Strg	Strg
	Total TEST	Total Randm	Under 55	55-64	65+	Male	Fe- male	Under \$75K	\$75k Over	Mod Fav	Neu- tral	Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Mod Fav	Mod Opp	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155	
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155	
Very good way	59 39%	139 34%	85 43% E	34 35% E	19 18%	60 34%	79 34%	44 24%	84 46% H	67 36%	42 38% 1	27 27%	89 32%	50 38%	40 32%	99 35%	54 42% R	21 23%	63 35% R	93 40% U	36 23%	
Okay way	45 30%	114 28%	64 32% E	25 26%	23 22%	55 31%	59 26%	50 27%	57 31%	51 28%	36 32%	24 24%	83 30%	31 24%	35 28%	79 28%	33 26%	30 33%	49 27%	69 30%	40 26%	
Not a good way	46 31%	150 37%	47 24%	39 40% C	61 58% CD	59 34%	91 39%	89 48% I	41 23%	65 35%	34 30%	48 48% JK	100 36%	50 38%	49 39%	101 36%	40 31%	38 42% q	68 38%	66 29%	78 50% T	
Don't know	1 1%	3 1%	1 1%	-	2 2%	1 1%	2 1%	1 1%	-	1 1%	-	1 1%	3 1%	-	2 2%	1 *	1 1%	1 1%	1 1%	2 1%	1 1%	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q38D. Please tell me if the following method of communicating with you about garbage, yard waste, and recycling services in Omaha is a Very Good Way, An Okay Way, or Not A Good Way: FACEBOOK POSTS?
(Base: Total Sample)

															(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE		(RANDOM) PAY AS YOU THROW			
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED										
	WTD	Total	Under	55-	65+	Male	Fe- male	Under	\$75k	SEP Strg Mod	Neu- tral	COMB Strg Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod	Strg Mod	
	TEST	Random	55	64	65+	Male	male	\$75K	Over	Fav	Fav	Fav	Yes	DK	Yes	DK				Fav	Opp	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED TOTAL		151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL		150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Very good way	13 9%	54 13%	37 19% DE	7 7%	9 9%	23 13%	31 13%	22 12%	27 15%	27 15%	16 14%	11 11%	34 12%	20 15%	8 6%	46 16% O	18 14%	10 11%	25 14%	34 15%	16 10%	
Okay way	21 14%	74 18%	48 24% dE	15 15%	10 10%	31 18%	43 19%	36 20%	36 20%	32 17%	23 21%	17 17%	48 17%	26 20%	22 17%	52 19%	23 18%	17 19%	34 19%	49 21% U	21 14%	
Not a good way	113 75% b	270 67%	110 56%	75 77% C	82 78% C	118 67%	152 66%	122 66%	118 65%	122 66%	71 63%	70 70%	188 68%	82 63%	93 74% P	177 63%	84 66%	62 69%	118 65%	144 63%	114 74% T	
Don't know	4 3%	8 2%	2 1%	1 1%	4 4%	3 2%	5 2%	4 2%	1 1%	3 2%	2 2%	2 2%	5 2%	3 2%	3 2%	5 2%	3 2%	1 1%	4 2%	3 1%	4 3%	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

Q38E. Please tell me if the following method of communicating with you about garbage, yard waste, and recycling services in Omaha is a Very Good Way, An Okay Way, or Not A Good Way: OMAHA WORLD HERALD - PRINT OR ONLINE? (Base: Total Sample)

													(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW			
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED									
	WTD									SEP Strg	COMB Strg									Strg	Strg
	Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	Mod Fav	Neu- tral	Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Mod Fav	Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Very good way	25 17%	99 24%	41 21%	22 22%	34 32%	42 24%	57 25%	45 24%	38 21%	43 23%	26 23%	27 27%	71 26%	28 21%	36 29%	63 23%	34 27%	21 23%	40 22%	50 22%	44 28%
Okay way	65 43% B	111 27%	50 25%	31 32%	28 27%	43 25%	68 29%	46 25%	56 31%	50 27%	32 29%	27 27%	74 27%	37 28%	36 29%	75 27%	41 32%	26 29%	43 24%	66 29%	42 27%
Not a good way	61 40%	192 47%	104 53%	43 44%	43 41%	89 51%	103 45%	93 51%	85 47%	88 48%	54 48%	45 45%	127 46%	65 50%	51 40%	141 50%	51 40%	43 48%	96 53%	110 48%	69 45%
Don't know	0 *%	4 1%	2 1%	2 2%	-	1 1%	3 1%	-	3 2%	3 2%	-	1 1%	3 1%	1 1%	3 2%	1 *%	2 2%	-	2 1%	4 2%	-

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q38F. Please tell me if the following method of communicating with you about garbage, yard waste, and recycling services in Omaha is a Very Good Way, An Okay Way, or Not A Good Way: MAILED COPY OF WASTELINE NEWSLETTER? (Base: Total Sample)

											(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		
	(RANDOM)					(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)			
	AGE					GENDER		HOME		INITIAL SEPARATE PREFERENCE		YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE		PAY AS YOU THROW			
	WTD									SEP Strg	COMB										
	Total	Total	Under	55-			Fe-	Under	\$75k	Mod	Neu-	Mod		No/		No/		No	Strg	Strg	
	TEST	Randm	55	64	65+	Male	male	\$75K	Over	Fav	tral	Fav	Yes	DK	Yes	DK	Cont	Elim	Pref	Mod	Mod
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Very good way	91 60%	237 58%	104 53%	63 64% c	67 64% c	96 55%	141 61%	117 64% I	94 52%	108 59%	64 57%	58 58%	161 59%	76 58%	86 68% p	151 54%	72 56%	52 58%	110 61%	129 56%	94 61%
Okay way	45 30%	112 28%	51 26%	31 32%	27 26%	52 30%	60 26%	46 25%	55 30%	51 28%	33 29%	26 26%	74 27%	38 29%	28 22%	84 30% o	37 29%	25 28%	49 27%	64 28%	42 27%
Not a good way	15 10%	56 14%	41 21% DE	4 4%	11 10% d	27 15%	29 13%	21 11%	33 18% h	24 13%	15 13%	16 16%	39 14%	17 13%	11 9%	45 16% O	18 14%	13 14%	22 12%	36 16%	19 12%
Don't know	-	1 *%	1 1%	-	-	-	1 *%	-	-	1 1%	-	-	1 *%	-	1 1%	-	1 1%	-	-	1 *%	-

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

Q39. How long have you lived at your current address? (Base: Total Sample)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME													
	WTD Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Less than one year	10 7% B	11 3%	9 5%	2 2%	-	5 3%	6 3%	6 3%	5 3%	4 2%	6 5% 1	1 1%	6 2%	5 4%	4 3%	7 3%	5 4%	2 2%	4 2%	9 4% u	2 1%
One to three years	23 15%	56 14%	46 23% DE	5 5%	4 4%	26 15%	30 13%	19 10%	35 19% H	23 13%	20 18%	13 13%	26 9%	30 23% M	8 6%	48 17% O	17 13%	12 13%	25 14%	45 20% U	9 6%
Four to five years	15 10%	42 10%	32 16% DE	2 2%	8 8% d	24 14% g	18 8%	16 9%	24 13%	21 11%	13 12%	8 8%	29 11%	13 10%	9 7%	33 12%	14 11%	10 11%	17 9%	32 14% U	9 6%
Six to 10 years	16 11%	52 13%	40 20% DE	8 8% e	3 3%	31 18% G	21 9%	22 12%	29 16%	33 18% KL	10 9%	8 8%	38 14%	14 11%	16 13%	36 13%	20 16%	9 10%	23 13%	35 15%	16 10%
10 to 20 years	44 29%	108 27%	56 28% E	32 33% E	18 17%	46 26%	62 27%	48 26%	47 26%	37 20%	37 33% J	29 29%	74 27%	34 26%	29 23%	79 28%	27 21%	29 32% q	51 28%	59 26%	39 25%
More than 20 years	43 28%	135 33%	12 6%	49 50% C	72 69% CD	43 25%	92 40% F	72 39% I	42 23%	65 35% K	26 23%	40 40% K	101 37% N	34 26%	59 47% P	76 27%	44 34%	27 30%	61 34%	48 21%	80 52% T
Refused	0 *%	2 *%	2 1%	-	-	-	2 1%	1 1%	-	1 1%	-	1 1%	1 *%	1 1%	1 1%	1 *%	1 1%	1 1%	-	2 1%	-

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q39. How long have you lived at your current address? (Base: Those responding)

	WTD Total TEST	(RANDOM) AGE				(RANDOM) GENDER		(RANDOM) HOME		(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW		
		Total	Under	55-	65+	Male	Fe- male	Under	\$75k	SEP Strg Mod	Neu- tral	COMB Strg Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
		Random	55	64				\$75K	Over	Fav		Fav									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	404	195	98	105	175	229	183	182	183	112	99	274	130	125	279	127	89	181	228	155
UNWEIGHTED TOTAL	149	404	195	98	105	175	229	183	182	183	112	99	274	130	125	279	127	89	181	228	155
Less than one year	10 7% b	11 3%	9 5%	2 2%	-	5 3%	6 3%	6 3%	5 3%	4 2%	6 5% l	1 1%	6 2%	5 4%	4 3%	7 3%	5 4%	2 2%	4 2%	9 4% u	2 1%
One to three years	23 15%	56 14%	46 24% DE	5 5%	4 4%	26 15%	30 13%	19 10%	35 19% H	23 13%	20 18%	13 13%	26 9%	30 23% M	8 6%	48 17% O	17 13%	12 13%	25 14%	45 20% U	9 6%
Four to five years	15 10%	42 10%	32 16% DE	2 2%	8 8% d	24 14% g	18 8%	16 9%	24 13%	21 11%	13 12%	8 8%	29 11%	13 10%	9 7%	33 12%	14 11%	10 11%	17 9%	32 14% U	9 6%
Six to 10 years	16 11%	52 13%	40 21% DE	8 8% e	3 3%	31 18% G	21 9%	22 12%	29 16%	33 18% KL	10 9%	8 8%	38 14%	14 11%	16 13%	36 13%	20 16%	9 10%	23 13%	35 15%	16 10%
10 to 20 years	44 29%	108 27%	56 29% E	32 33% E	18 17%	46 26%	62 27%	48 26%	47 26%	37 20%	37 33% J	29 29% j	74 27%	34 26%	29 23%	79 28%	27 21%	29 33% q	51 28%	59 26%	39 25%
More than 20 years	43 28%	135 33%	12 6%	49 50% C	72 69% CD	43 25%	92 40% F	72 39% I	42 23%	65 36% K	26 23%	40 40% K	101 37% N	34 26%	59 47% P	76 27%	44 35%	27 30%	61 34%	48 21%	80 52% T

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q40. Have you ever lived in another city where garbage collection services were different than they are in Omaha? (Base: Total Sample)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME													
	WTD	Total	Under	55-	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Yes	56 37%	165 41%	90 46%	35 36%	38 36%	81 46%	84 36%	64 35%	86 47%	79 43%	48 43%	33 33%	100 36%	65 50%	54 43%	111 40%	60 47%	32 36%	70 39%	108 47%	50 32%
			d			G			H	l				M			r			U	
No	92 61%	231 57%	103 52%	60 61%	64 61%	89 51%	142 61%	120 65%	89 49%	102 55%	59 53%	66 66%	169 61%	62 47%	67 53%	164 59%	65 51%	57 63%	106 59%	118 51%	101 65%
						F	I			jK		N				q				T	
Don't know	3 2%	10 2%	4 2%	3 3%	3 3%	5 3%	5 2%	-	7 4%	3 2%	5 4%	1 1%	6 2%	4 3%	5 4%	5 2%	3 2%	1 1%	5 3%	4 2%	4 3%

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q41. Would your total household income, before taxes, for all persons in your household be ...
(Base: Total Sample)

											(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		
	(RANDOM)					(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)		(RANDOM)			
	AGE					GENDER		HOME		INITIAL SEPARATE PREFERENCE		YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE		PAY AS YOU THROW			
	WTD									SEP		COMB									
Total	Total	Under	55-			Fe-	Under	\$75k		Mod	Neu-	Mod		No/		No/		No	Strg	Strg	
TEST	Randm	55	64	65+	Male	male	\$75K	Over	Fav	tral	Fav	Fav	Yes	DK	Yes	DK	Cont	Elim	Pref	Mod	Mod
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	151	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
UNWEIGHTED TOTAL	150	406	197	98	105	175	231	184	182	184	112	100	275	131	126	280	128	90	181	230	155
Under \$25,000	1 1%	38 9%	8 4%	10 10%	20 19%	11 6%	27 12%	38 21%	-	14 8%	7 6%	14 14%	20 7%	18 14%	8 6%	30 11%	9 7%	7 8%	22 12%	19 8%	17 11%
		A		c	Cd		f					k		m							
\$25,000 to \$49,999	16 11%	67 17%	18 9%	24 24%	24 23%	24 14%	43 19%	67 36%	-	27 15%	17 15%	22 22%	50 18%	17 13%	20 16%	47 17%	16 13%	14 16%	36 20%	36 16%	27 17%
				C	C														q		
\$50,000 to \$74,999	19 12%	79 19%	41 21%	15 15%	22 21%	29 17%	50 22%	79 43%	-	31 17%	24 21%	24 24%	50 18%	29 22%	23 18%	56 20%	20 16%	22 24%	36 20%	39 17%	36 23%
		a																			
\$75,000 to \$100,000	39 26%	73 18%	47 24%	16 16%	9 9%	34 19%	39 17%	-	73 40%	44 24%	15 13%	12 12%	52 19%	21 16%	24 19%	49 18%	29 23%	13 14%	29 16%	45 20%	26 17%
			E	e						KL											
Over \$100,000	58 38%	109 27%	74 38%	23 23%	12 11%	64 37%	45 19%	-	109 60%	53 29%	37 33%	19 19%	76 28%	33 25%	36 29%	73 26%	42 33%	23 26%	43 24%	77 33%	31 20%
	B		DE	E		G				l	L						s		U		
Refused	18 12%	40 10%	9 5%	10 10%	18 17%	13 7%	27 12%	-	-	15 8%	12 11%	9 9%	27 10%	13 10%	15 12%	25 9%	12 9%	11 12%	15 8%	14 6%	18 12%
				c	C																t

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - COMBINED TOTAL MARKET AND TEST AREA COMPARISON

Q41. Would your total household income, before taxes, for all persons in your household be ...
(Base: Those responding)

											(RANDOM) INITIAL SEPARATE PREFERENCE		(RANDOM) YARD WASTE COMPOSTED		(RANDOM) AWARE GAS FROM LANDFILL PROVIDES POWER		(RANDOM) FUTURE OF OMA-GRO PREFERENCE			(RANDOM) PAY AS YOU THROW	
	(RANDOM) AGE					(RANDOM) GENDER		(RANDOM) HOME													
	WTD Total TEST	Total Randm	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	133	366	188	88	87	162	204	184	182	169	100	91	248	118	111	255	116	79	166	216	137
UNWEIGHTED TOTAL	120	366	188	88	87	162	204	184	182	169	100	91	248	118	111	255	116	79	166	216	137
Under \$25,000	1	38	8	10	20	11	27	38	-	14	7	14	20	18	8	30	9	7	22	19	17
	1%	10%	4%	11%	23%	7%	13%	21%		8%	7%	15%	8%	15%	7%	12%	8%	9%	13%	9%	12%
		A		c	CD		F					k		m							
\$25,000 to \$49,999	16	67	18	24	24	24	43	67	-	27	17	22	50	17	20	47	16	14	36	36	27
	12%	18%	10%	27%	28%	15%	21%	36%		16%	17%	24%	20%	14%	18%	18%	14%	18%	22%	17%	20%
				C	C														q		
\$50,000 to \$74,999	19	79	41	15	22	29	50	79	-	31	24	24	50	29	23	56	20	22	36	39	36
	14%	22%	22%	17%	25%	18%	25%	43%		18%	24%	26%	20%	25%	21%	22%	17%	28%	22%	18%	26%
																		q		t	
\$75,000 to \$100,000	39	73	47	16	9	34	39	-	73	44	15	12	52	21	24	49	29	13	29	45	26
	29%	20%	25%	18%	10%	21%	19%		40%	26%	15%	13%	21%	18%	22%	19%	25%	16%	17%	21%	19%
			E							KL											
Over \$100,000	58	109	74	23	12	64	45	-	109	53	37	19	76	33	36	73	42	23	43	77	31
	44%	30%	39%	26%	14%	40%	22%		60%	31%	37%	21%	31%	28%	32%	29%	36%	29%	26%	36%	23%
	B		DE	E		G				l	L						s			U	

Comparison Groups: AB/CDE/FG/HI/JKL/MN/OP/QRS/TU

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

Attachment C
Pilot Study Respondent Results

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

SQLA. First to verify, do you receive garbage and recycling collection services from the City of Omaha provided by Deffenbaugh Industries (and is now part of Waste Management)? (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes	151 100%	74 100%	37 100%	40 100%	69 100%	82 100%	36 100%	97 100%	69 100%	54 100%	21 100%	120 100%	31 100%	67 100%	84 100%	53 100%	32 100%	63 100%	86 100%	61 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

SQLB. Is your household responsible for placing your garbage and recycling out for pickup, or do you live in an apartment or other type of housing where you are NOT responsible for placing garbage out for pickup? (Base: Total Sample)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Responsible for placing garbage out for pickup	151 100%	74 100%	37 100%	40 100%	69 100%	82 100%	36 100%	97 100%	69 100%	54 100%	21 100%	120 100%	31 100%	67 100%	84 100%	53 100%	32 100%	63 100%	86 100%	61 100%
Not responsible - live in apartment, condo, etc.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

SQLC. And are you involved in or familiar with your household's garbage and recycling collection or would someone else in your household be more familiar? (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes, respondent familiar	151 100%	74 100%	37 100%	40 100%	69 100%	82 100%	36 100%	97 100%	69 100%	54 100%	21 100%	120 100%	31 100%	67 100%	84 100%	53 100%	32 100%	63 100%	86 100%	61 100%
No, someone else familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

SQ1D. To make sure we have a representative sample, what is your zip code? (Base: Total Sample)
TEST AREA

									INITIAL SEPARATE PREFERENCE		AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE			GENDER		HOME														
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
68022	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
68102	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
68104	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
68105	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
68106	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
68107	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
68108	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
68110	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
68111	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

SQ1D. To make sure we have a representative sample, what is your zip code? (Base: Total Sample)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE			GENDER		HOME		INITIAL SEPARATE PREFERENCE												
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
68112	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
68114	24 16%	11 14%	6 15%	8 20%	13 18%	12 15%	5 15%	15 15%	16 23%	6 11%	2 9%	20 17%	4 14%	9 14%	15 18%	8 14%	7 23%	9 14%	10 12%	14 23%
68116	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
68117	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
68118	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
68122	15 10%	7 9%	5 12%	4 9%	10 14%	5 6%	5 14%	9 9%	4 5%	10 19% i	-	13 11%	2 7%	11 17% o	4 5%	1 2%	4 13%	9 15% p	11 13%	4 6%
68124	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
68127	24 16%	12 16%	6 15%	6 15%	12 17%	12 15%	5 13%	16 17%	8 11%	10 18%	6 26%	19 16%	5 16%	9 13%	15 18%	8 14%	6 19%	11 17%	20 23% T	4 7%
68130	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

SQ1D. To make sure we have a representative sample, what is your zip code? (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
68131	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
68132	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
68134	47 31%	24 32%	11 30%	12 30%	22 32%	25 31%	12 33%	29 30%	24 35%	12 21%	10 46% j	37 31%	10 31%	23 35%	24 28%	22 42% Q	6 18%	19 30%	28 33%	16 26%
68135	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
68137	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
68144	41 27%	21 28%	10 26%	10 26%	13 19%	28 34%	9 25%	27 28%	18 26%	17 30%	4 19%	31 26%	10 31%	15 22%	26 31%	14 27%	9 27%	16 25%	17 20%	23 38% s
68147	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
68152	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
68154	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

SQ1D. To make sure we have a representative sample, what is your zip code? (Base: Total Sample)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg	COMB Strg								Strg Mod	Strg Mod	
									Fav	Neu-tral	Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Fav	Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
68157	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
68164	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

SQL1E. In which of the following categories does your age fall? (Base: Total Sample)
TEST AREA

	AGE			GENDER			HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
18 - 24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
25 - 34	20 13%	20 27%	-	-	10 14%	10 12%	-	20 21%	7 10%	13 25% I	-	20 17%	-	7 10%	13 16%	8 15%	4 14%	8 13%	12 14%	8 13%
35 - 44	29 19%	29 39%	-	-	15 22%	14 17%	8 22%	21 22%	16 23% j	7 12% j	6 30% j	16 13%	13 42% L	13 19%	16 19%	12 23%	7 21%	10 16%	23 26% T	6 10%
45 - 54	25 17%	25 34%	-	-	7 11%	18 22%	3 9%	19 19%	10 14%	11 21%	3 16%	21 17%	5 15%	8 12%	17 20%	9 18%	8 26%	7 12%	15 17%	9 15%
55 - 64	37 25%	-	37 100%	-	18 26%	19 23%	7 19%	24 25%	22 32% J	7 14%	3 15%	31 26%	6 19%	19 28%	18 22%	16 30%	5 14%	15 24%	18 21%	17 28%
65 - 74	25 17%	-	-	25 63%	10 15%	15 18%	11 30%	10 11%	11 16%	10 19%	3 13%	21 17%	5 15%	12 18%	13 15%	8 14%	6 20%	11 18%	12 14%	12 20%
75 or older	15 10%	-	-	15 37%	8 12%	6 8%	7 20% h	3 3%	3 5%	5 10%	6 26%	12 10%	3 10%	8 12%	7 8%	0 1%	2 5%	11 18% p	6 7%	8 13%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

SQ1E. In which of the following categories does your age fall? (Base: Total Sample)
TEST AREA

		AGE			GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over		SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)		(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

SQ1F. GENDER (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Male	69 46%	33 44%	18 49%	19 47%	69 100%	-	11 30%	50 52%	25 36%	29 54%	12 58%	56 46%	14 44%	39 58%	30 36%	25 47%	21 65%	24 38%	39 45%	28 47%
								g						O			R			
Female	82 54%	42 56%	19 51%	21 53%	-	82 100%	25 70%	47 48%	44 64%	25 46%	9 42%	65 54%	17 56%	28 42%	54 64%	28 53%	11 35%	39 62%	48 55%	32 53%
							h							N			Q			

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

SQLG. Did you recently receive a letter from the City of Omaha informing you that your household has been selected to participate in a pilot program aimed at modernizing Omaha's waste collection system? (Base: Total Sample)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE			GENDER			HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes	151 100%	74 100%	37 100%	40 100%	69 100%	82 100%	36 100%	97 100%	69 100%	54 100%	21 100%	120 100%	31 100%	67 100%	84 100%	53 100%	32 100%	63 100%	86 100%	61 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q2A. Would you say you are Very Familiar, Somewhat Familiar, or Not At All Familiar with the following service currently provided by the City of Omaha: GARBAGE COLLECTION? (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Very familiar	140 93%	72 97%	31 82%	37 94%	67 96%	73 90%	32 90%	90 93%	66 96%	50 92%	19 89%	112 93%	29 92%	65 97%	75 89%	51 96%	32 99%	56 89%	83 96%	53 87%
		C																		
Somewhat familiar	11 7%	2 3%	7 18%	2 6%	3 4%	8 10%	4 10%	7 7%	3 4%	4 8%	2 11%	9 7%	3 8%	2 3%	9 11%	2 4%	0 1%	7 11%	3 4%	8 13%
			B																	
Not at all familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q2B. Would you say you are Very Familiar, Somewhat Familiar, or Not At All Familiar with the following service currently provided by the City of Omaha: RECYCLABLES COLLECTION? (Base: Total Sample)
TEST AREA

												AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	AGE			GENDER		HOME		INITIAL SEPARATE PREFERENCE												
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Very familiar	114 75%	56 75%	28 76%	30 75%	54 78%	60 73%	28 77%	70 72%	57 83%	38 69%	15 69%	94 79%	19 62%	57 85% o	57 68%	45 85% r	26 79%	42 67%	73 85% T	39 63%
Somewhat familiar	33 22%	19 25%	7 19%	7 18%	13 18%	20 25%	8 23%	24 24%	11 16%	14 25%	6 29%	21 18%	11 37%	8 12%	25 29% N	7 13%	7 21%	17 27%	12 14%	21 34% S
Not at all familiar	5 3%	-	2 5%	3 7%	3 4%	2 2%	-	3 4%	1 1%	3 6%	0 2%	4 4%	0 1%	2 3%	2 3%	1 1%	-	4 6%	1 1%	2 3%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q2C. Would you say you are Very Familiar, Somewhat Familiar, or Not At All Familiar with the following service currently provided by the City of Omaha: YARD WASTE COLLECTION? (Base: Total Sample)
TEST AREA

												AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	AGE			GENDER		HOME		INITIAL SEPARATE PREFERENCE												
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Very familiar	119 79%	61 82%	26 70%	32 81%	57 82%	62 76%	33 91%h	70 73%	63 91%J	35 64%	17 79%	94 78%	25 79%	58 86%	61 73%	43 80%	31 95%R	45 71%	72 84%	45 74%
Somewhat familiar	30 20%	14 18%	11 30% d	5 13%	12 17%	18 23%	3 8%	26 27% G	6 9%	18 32% I	4 20%	25 20%	6 18%	8 12%	22 26% n	10 20% q	1 4%	17 26% Q	13 16%	14 24%
Not at all familiar	2 1%	-	-	2 6%	1 1%	1 2%	0 1%	1 1%	-	2 3%	0 1%	1 1%	1 3%	1 2%	1 1%	-	0 1%	2 3%	1 1%	1 2%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q2D. Would you say you are Very Familiar, Somewhat Familiar, or Not At All Familiar with the following service currently provided by the City of Omaha: BULKY ITEM DISPOSAL DROP-OFF? (Base: Total Sample)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Very familiar	26 17%	9 12%	6 17%	11 29%	14 21%	12 15%	7 21%	15 15%	11 16%	12 22%	3 16%	21 17%	6 19%	9 14%	17 21%	10 19%	5 15%	11 17%	18 21%	8 13%
Somewhat familiar	39	20	12	7	23	15	8	30	15	12	11	26	13	22	17	15	5	19	22	13
	26% Ij	27%	32%	18%	34%	19%	21%	31%	22%	23%	52% Ij	22%	41% 1	33%	20%	29%	15%	30%	25%	22%
Not at all familiar	86 57%	46 61%	19 51%	21 54%	32 46%	54 66%	21 58%	52 54%	43 62%	30 56%	7 32%	74 61%	12 40%	36 54%	50 60%	27 52%	23 70%	34 54%	46 54%	40 65%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q2E. Would you say you are Very Familiar, Somewhat Familiar, or Not At All Familiar with the following service currently provided by the City of Omaha: RECYCLABLES DROP-OFF SITES? (Base: Total Sample)
TEST AREA

												AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Very familiar	64	27	18	19	25	38	20	36	38	13	12	51	12	36	28	23	10	29	47	16
	42%	36%	48%	47%	36%	47%	54%	37%	54%	24%	55%	43%	40%	54%	33%	44%	32%	46%	54%	26%
									J		j			O					T	
Somewhat familiar	43	28	6	9	23	21	7	32	18	19	5	31	12	15	28	19	8	17	23	19
	29%	38%	17%	22%	33%	25%	19%	34%	26%	35%	22%	26%	39%	22%	34%	35%	24%	27%	27%	30%
		c																		
Not at all familiar	45	19	13	12	22	23	10	28	13	22	5	38	7	16	28	11	14	17	16	26
	29%	26%	35%	31%	31%	28%	27%	29%	19%	41%	23%	32%	21%	24%	34%	20%	44%	27%	19%	43%
										i							p			S
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q2F. Would you say you are Very Familiar, Somewhat Familiar, or Not At All Familiar with the following service currently provided by the City of Omaha: "UNDER THE SINK" FACILITY FOR HOUSEHOLD HAZARDOUS WASTE? (Base: Total Sample)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Very familiar	74 49%	29 39%	21 57%	24 59%	33 48%	40 49%	17 47%	45 47%	39 56%	22 41%	10 46%	63 52%	11 35%	34 51%	40 47%	25 48%	15 46%	33 52%	46 53%	27 44%
Somewhat familiar	46	30	9	7	24	22	10	34	21	15	9	31	15	20	25	21	8	14	26	18
	30% D	40% D	25%	17%	34%	27%	27%	35%	30%	27%	41%	26%	48% 1	30%	30%	40%	26%	23%	30%	30%
Not at all familiar	32 21%	16 21%	7 18%	9 23%	13 18%	19 24%	10 27%	18 18%	10 14%	17 32%	3 12%	26 22%	5 18%	13 19%	19 23%	7 13%	9 28%	16 25%	14 17%	15 25%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q2G. Would you say you are Very Familiar, Somewhat Familiar, or Not At All Familiar with the following service currently provided by the City of Omaha: YARD WASTE COMPOST FACILITY? (Base: Total Sample)
TEST AREA

												AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	AGE			GENDER		HOME		INITIAL SEPARATE PREFERENCE												
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg	COMB Strg									Strg	Strg
									Mod Fav	Neu-tral	Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Mod Fav	Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Very familiar	35 23%	11 14%	14 38% B	11 27%	16 23%	20 24%	11 31%	21 22%	20 28%	9 17%	6 27%	27 23%	8 27%	25 38% O	10 12%	10 19%	9 29%	15 24%	20 23%	16 26%
Somewhat familiar	41 27%	29 39% cD	6 16%	6 15%	19 27%	23 28%	7 21%	30 32%	25 36%	10 19%	6 30%	36 30%	5 16%	20 30%	21 25%	20 37%	7 22%	14 22%	31 36% T	8 14%
Not at all familiar	73 48%	35 46%	17 46%	21 54%	34 49%	39 48%	17 47%	43 45%	24 34%	35 64% I	9 43%	55 46%	18 57%	21 31%	52 62% N	22 42%	15 46%	34 53%	35 40%	36 59% s
Refused	2 1%	-	-	2 4%	1 2%	1 1%	0 1%	2 2%	1 2%	0 1%	-	2 1%	-	1 1%	1 1%	1 2%	1 2%	-	1 1%	1 2%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q2H. Would you say you are Very Familiar, Somewhat Familiar, or Not At All Familiar with the following service currently provided by the City of Omaha: OMA-GRO COMPOST SALES? (Base: Total Sample)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Very familiar	40	19	12	9	18	21	7	27	28	5	5	33	6	23	17	19	8	12	26	12
	26%	26%	31%	22%	26%	26%	20%	28%	41% J	10%	25%	28%	20%	34%	20%	35%	26%	19%	30%	20%
Somewhat familiar	31	18	6	7	13	18	7	22	18	8	5	27	4	21	10	11	9	11	18	13
	20%	25%	15%	18%	19%	21%	19%	23%	26%	14%	23%	22%	14%	32% O	11%	21%	27%	18%	21%	21%
Not at all familiar	81	37	20	24	38	43	22	47	23	41	11	60	21	23	58	23	15	40	43	36
	53%	50%	54%	60%	54%	53%	61%	49%	33%	76% I	52%	50%	67%	34%	69% N	44%	47%	64%	49%	59%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q3. When comparing the garbage, yard waste, and recycling services provided by the City of Omaha to those of other cities, do you think Omaha does a better job than most other cities, is worse than most other cities, or about the same? (Base: Total Sample)

TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE			GENDER			HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Omaha does a better job than most other cities	15 10%	6 7%	4 11%	6 14%	3 4%	13 15% e	7 20%	7 7%	10 15%	4 7%	1 4%	11 9%	4 13%	7 11%	8 9%	6 12%	2 7%	7 11%	12 14%	3 5%
Is worse than most other cities	28 19%	15 20%	11 29% D	3 8%	13 18%	16 19%	4 12%	21 21%	17 25%	6 11%	4 20%	21 18%	7 22%	15 22%	13 16%	10 18%	6 20%	12 19%	16 19%	11 18%
About the same as other cities	63 42%	34 45%	15 40%	14 36%	33 48%	30 36%	17 47%	38 40%	25 37%	25 45%	11 52%	56 47% m	7 22%	30 45%	33 39%	22 41%	14 42%	28 44%	33 38%	28 46%
No idea	44 29%	21 28%	7 20%	17 42% C	20 29%	24 29%	8 21%	31 32%	16 23%	20 37%	5 24%	31 26%	13 43%	14 21%	30 36%	15 29%	10 31%	16 25%	26 30%	19 31%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q4A. Overall, how satisfied or dissatisfied are you with the following service currently provided by the City: GARBAGE COLLECTION? (Base: Total Sample)
TEST AREA

									INITIAL SEPARATE PREFERENCE		AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE			GENDER			HOME													
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Very satisfied	98 65%	47 64%	21 58%	29 74%	42 60%	56 69%	25 70%	63 65%	47 68%	36 66%	10 49%	78 65%	20 65%	41 61%	57 68%	33 63%	20 62%	42 66%	56 65%	38 63%
Somewhat satisfied	39 26%	21 28%	10 28%	8 20%	20 29%	19 23%	10 27%	28 28%	17 25%	11 21%	11 51% ij	29 24%	10 33%	20 30%	19 23%	17 33%	7 22%	15 24%	25 29%	15 24%
Somewhat dissatisfied	14 9%	6 8%	5 15%	2 5%	8 11%	6 7%	1 2%	6 7%	5 7%	7 12%	-	14 11%	-	6 9%	7 9%	2 4%	5 17% p	6 10%	5 6%	8 13%
Very dissatisfied	0 *%	-	-	0 1%	-	0 *%	0 1%	-	-	0 1%	-	-	0 1%	-	0 *%	-	-	0 1%	0 *%	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q5A. What, specifically, are you dissatisfied with related to GARBAGE COLLECTION? (Base: Those who are dissatisfied with the garbage collection service provide by the City) (Total Mentions/3 Replies)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	14	6	5	3	8	6	1	6	5	7	-	14	0	6	8	2	5	7	6	8
UNWEIGHTED TOTAL	12	4	4	4	5	7	2	5	4	7	-	11	1	5	7	2	3	7	6	6
Leave trash lying around	6 43%	2 36%	3 50%	1 44%	4 53%	2 31%	1 100% H	2 34%	4 75% J	0 5%	-	6 41%	0 100% L	2 35%	4 49%	1 39%	2 41%	3 46%	3 58%	3 32%
Need larger cans/ containers	3 24%	1 21%	2 30%	0 15%	0 5%	3 46%	-	2 26%	1 16%	2 35%	-	3 24%	-	2 27%	2 21%	1 39%	-	2 38%	3 56%	-
They damage cans	2 13%	-	2 35%	-	2 25%	-	-	-	-	2 27%	-	2 14%	-	-	2 24%	-	2 35%	-	-	2 23%
Weight restrictions	1 9%	1 21%	-	-	-	1 20%	-	1 20%	1 25%	-	-	1 9%	-	-	1 16%	1 61%	-	-	-	1 16%
Better scheduling	1 8%	-	-	1 41%	-	1 17%	-	-	-	1 15%	-	1 8%	-	1 17%	-	-	-	1 16%	-	1 13%
Other	2 18%	1 21%	1 15%	0 15%	2 22%	1 13%	-	2 26%	-	2 35%	-	2 18%	-	2 27%	1 11%	-	1 24%	1 18%	1 20%	1 16%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q4B. Overall, how satisfied or dissatisfied are you with the following service currently provided by the City: YARD WASTE COLLECTION? (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Very satisfied	77 51%	39 52%	13 35%	25 63%	36 52%	41 50%	24 66%	44 46%	27 39%	33 60%	13 62%	55 46%	22 69%	26 39%	51 60%	24 45%	18 56%	33 52%	48 56%	25 41%
				C			h			i			1		N					
Somewhat satisfied	36 24%	18 24%	9 24%	9 24%	16 24%	20 24%	6 17%	24 25%	14 21%	17 30%	3 16%	35 29%	1 4%	15 22%	21 25%	7 14%	6 20%	22 35%	14 17%	22 36%
												M					P		S	
Somewhat dissatisfied	19 12%	12 17%	6 16%	0 1%	9 13%	10 12%	- 19%	18 19%	11 16%	3 5%	4 20%	15 12%	4 14%	12 19%	6 8%	10 20%	4 13%	4 7%	12 14%	6 10%
				D	d				j	J				o		r				
Very dissatisfied	12 8%	2 3%	6 17%	3 8%	3 4%	9 10%	6 15%	5 6%	12 17%	-	-	10 8%	2 6%	9 13%	3 4%	9 17%	0 1%	2 4%	7 8%	5 8%
			b													q				
Refused	8 5%	3 4%	3 7%	2 5%	5 7%	3 4%	0 1%	5 6%	5 7%	2 5%	0 2%	6 5%	2 7%	5 7%	3 3%	2 4%	3 11%	1 2%	5 5%	3 5%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q5B. What, specifically, are you dissatisfied with related to YARD WASTE COLLECTION? (Base: Those who are dissatisfied with the yard waste collection service provide by the City) (Total Mentions/3 Replies)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE			GENDER		HOME		INITIAL SEPARATE PREFERENCE												
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg	COMB Strg	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp	
									Mod Fav	Neu-tral										Mod Fav
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	30	15	12	3	12	18	6	23	23	3	4	24	6	21	9	19	4	7	19	11
UNWEIGHTED TOTAL	25	7	10	8	10	15	5	17	21	2	1	23	2	18	7	17	5	3	14	11
Stopped composting/ yardwaste goes in with trash	22 71%	8 53%	10 84%	3 100% B	10 79%	12 66%	6 100% H	15 62%	21 91%	-	-	20 81%	2 31%	17 79%	5 55%	17 90% q	2 42%	2 36%	14 71%	8 71%
Need to collect all year/ longer period	4 14%	4 29%	-	-	-	4 23%	-	4 18%	-	-	4 100%	-	4 69%	-	4 45%	-	-	4 64%	4 22%	-
They leave a mess	1 4%	1 9%	-	-	1 10%	-	-	1 6%	-	1 50%	-	1 5%	-	1 6%	-	-	1 29%	-	1 7%	-
Too many regulations	1 4%	1 9%	-	-	1 10%	-	-	1 6%	-	1 50%	-	1 5%	-	1 6%	-	-	1 29%	-	-	1 11%
Better scheduling	1 4%	1 9%	-	-	1 10%	-	-	1 6%	-	1 50%	-	1 5%	-	1 6%	-	-	1 29%	-	1 7%	-
Not living up to their contract	0 1%	-	-	0 11%	0 3%	-	-	-	0 2%	-	-	0 2%	-	0 2%	-	0 2%	-	-	-	0 3%
Other	8 28%	4 29%	4 31%	0 11%	0 3%	8 45% E	2 34%	7 28%	4 18%	-	4 100% I	2 10%	6 100% L	4 20%	4 45%	4 22%	-	4 64%	6 32%	2 21%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q4C. Overall, how satisfied or dissatisfied are you with the following service currently provided by the City: RECYCLABLES COLLECTION? (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total	Under	55-	65+	Male	Fe-	Under	\$75k	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	Test	55	64			male	\$75K	Over												
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Very satisfied	74 49%	34 45%	15 40%	26 65%	32 45%	43 52%	19 53%	43 45%	28 41%	30 55%	10 46%	61 51%	13 43%	33 49%	41 49%	25 48%	13 39%	33 53%	39 45%	35 57%
Somewhat satisfied	55 36%	27 37%	17 46%	10 26%	31 44%	24 29%	12 32%	39 40%	30 43%	17 32%	7 34%	46 38%	9 28%	26 38%	29 35%	22 41%	14 44%	19 30%	31 36%	20 33%
Somewhat dissatisfied	18 12%	11 15%	5 14%	1 3%	4 6%	13 16%	5 14%	12 12%	11 16%	2 5%	4 20%	9 8%	8 26%	7 11%	10 12%	6 11%	3 9%	9 14%	16 18%	2 3%
Very dissatisfied	3 2%	2 3%	-	1 2%	3 4%	0 *%	-	3 3%	-	3 5%	-	3 2%	-	0 1%	3 3%	-	2 7%	1 1%	0 *%	3 4%
Refused	2 1%	-	-	2 5%	0 1%	1 2%	0 1%	0 *%	-	2 3%	-	1 1%	1 2%	1 2%	1 1%	-	0 1%	1 2%	0 *%	1 2%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q5C. What, specifically, are you dissatisfied with related to RECYCLABLES COLLECTION? (Base: Those who are dissatisfied with the recyclables collection service provide by the City) (Total Mentions/3 Replies)
TEST AREA

	AGE			GENDER		HOME			INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	20	13	5	2	7	14	5	15	11	5	4	12	8	8	13	6	5	9	16	5
UNWEIGHTED TOTAL	15	6	5	4	5	10	4	10	8	6	1	12	3	7	8	4	3	8	11	4
Need to pick up glass	11 54%	8 58%	3 49%	1 40%	3 50%	8 56%	1 13%	10 66%	4 35%	3 55%	4 100% Ij	7 56%	4 51%	1 9%	10 81% N	2 33%	3 57%	6 66%	7 43%	4 92%
Don't want recyclables mixed in with everything else	6 30%	4 32%	2 35%	-	-	6 44%	2 37%	4 29%	2 17%	-	4 100% I	-	6 74%	2 25%	4 33%	2 32%	-	4 45%	6 38%	-
Bins need to be bigger	5 26%	3 26%	1 15%	1 60%	3 50%	2 15%	0 8%	5 34%	1 8%	5 85% I	-	5 44%	-	3 38%	3 20%	-	2 43%	3 34%	3 18%	3 56%
Accept more recyclables (unspecified)	4 21%	4 32%	-	-	-	4 31%	-	4 29%	-	-	4 100%	-	4 51%	-	4 33%	-	-	4 45%	4 27%	-
Better scheduling	1 6%	1 10%	-	-	-	1 9%	-	1 9%	-	1 24%	-	1 10%	-	1 17%	-	-	-	1 14%	1 8%	-
Containers need lids	1 6%	-	1 15%	0 20%	0 6%	1 6%	-	0 3%	-	1 22%	-	1 10%	-	0 5%	1 6%	-	-	1 13%	1 8%	-
Need wheels on bins	0 2%	-	-	0 20%	-	0 3%	-	0 3%	-	0 7%	-	0 3%	-	-	0 3%	-	-	0 4%	-	0 8%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q5C. What, specifically, are you dissatisfied with related to RECYCLABLES COLLECTION? (Base: Those who are dissatisfied with the recyclables collection service provide by the City) (Total Mentions/3 Replies)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Other	5 23%	4 32%	-	0 20%	2 33%	2 18%	2 50%	2 15%	4 40%	0 7%	-	3 21%	2 26%	3 34%	2 16%	2 36%	2 43%	0 4%	5 29%	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q5D. Where does your household place garbage for collection, the curb, an alley, or a special collection location? (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total	Under	55-	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	Test	55	64																	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Curb	146 96%	74 100%	37 100%	34 85%	67 96%	79 96%	34 94%	95 99%	67 97%	51 94%	21 99%	116 97%	29 94%	66 98%	80 95%	51 97%	32 100%	59 94%	85 99%	57 93%
		D	D																	
Alley	0 *%	-	-	0 1%	-	0 *%	0 1%	-	0 *%	-	-	0 *%	-	-	0 *%	-	-	0 *%	0 *%	-
Special collection site or location	6 4%	-	-	6 14%	3 4%	3 4%	2 5%	1 1%	2 3%	3 6%	0 1%	4 3%	2 6%	1 2%	4 5%	2 3%	-	4 6%	1 1%	4 7%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q6. The City requires household garbage to be in 32-gallon or smaller rigid containers or clear plastic bags prior to placement for collection. Do you use ... (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
All containers	65 43%	38 52%	15 41%	12 29%	37 53%	28 35%	9 25%	46 48%	30 44%	22 41%	9 43%	42 35%	23 75%	27 40%	38 46%	29 55%	11 33%	25 39%	41 47%	25 40%
		D			f			G					L							
All bags	21 14%	8 11%	5 15%	8 19%	13 19%	8 10%	7 21%	10 11%	7 10%	10 19%	3 16%	20 17%	0 1%	11 16%	10 12%	7 13%	5 15%	9 14%	15 17%	4 6%
												M								
Or some of each/it varies	65 43%	28 38%	16 44%	21 52%	19 28%	46 56%	20 55%	40 41%	32 46%	22 40%	9 42%	58 48%	7 24%	29 43%	36 43%	17 33%	17 51%	29 46%	31 36%	32 53%
						E						m								
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q6A. Are you aware that the City limits the number of containers or bags allowed for garbage per week for each household? (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes	107 71%	45 60%	29 77%	34 84%	44 64%	63 76%	34 93%	59 61%	55 80%	31 57%	17 78%	83 69%	24 76%	56 83%	51 61%	37 69%	22 68%	45 72%	63 73%	43 70%
				B			H		J					O						
No	45 29%	30 40%	9 23%	6 16%	25 36%	19 24%	3 7%	37 39%	14 20%	24 43%	5 22%	37 31%	7 24%	11 17%	33 39%	16 31%	10 32%	18 28%	24 27%	18 30%
		D						G		I				N						
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q6B. What is the maximum number of containers or bags allowed per household for garbage, not counting recyclable containers? (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
One	3 2%	1 1%	-	2 5%	1 2%	2 2%	1 3%	2 2%	1 1%	1 2%	-	1 1%	2 6%	-	3 3%	-	-	3 4%	2 2%	1 2%
Two	15 10%	8 11%	3 8%	3 8%	6 9%	9 10%	6 16%	7 7%	4 6%	3 5%	7 34% IJ	10 8%	5 15%	5 8%	9 11%	2 3%	4 13%	9 14%	11 13%	4 6%
Three	8 5%	5 7%	-	2 5%	1 1%	7 8%	3 8%	4 5%	6 8%	1 3%	-	4 4%	3 10%	3 4%	5 5%	3 6%	2 5%	3 4%	7 8%	1 2%
Four	4 3%	-	3 7%	1 3%	3 4%	1 1%	2 4%	2 2%	1 1%	1 2%	2 9%	2 1%	2 8%	2 3%	2 2%	2 4%	-	2 3%	3 4%	1 1%
Five	32 21%	15 20%	9 25%	8 20%	14 20%	18 22%	10 28%	19 20%	19 28%	10 18%	3 13%	32 26% M	0 1%	17 26%	15 17%	10 19%	5 15%	17 27%	18 21%	13 21%
Six	5 4%	1 1%	3 9%	1 2%	3 5%	2 3%	2 5%	3 3%	3 4%	2 3%	-	4 3%	2 6%	5 8%	0 *	2 4%	2 6%	1 2%	4 4%	2 3%
Seven or more	8 6%	5 7%	2 5%	2 4%	4 5%	5 6%	4 11%	4 4%	6 9%	2 3%	0 2%	8 6%	1 2%	8 11% O	1 1%	3 5%	5 15% R	1 1%	4 4%	5 8%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q6B. What is the maximum number of containers or bags allowed per household for garbage, not counting recyclable containers? (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Know there's a limit, but don't know number	32 21%	9 12%	8 22%	15 37%	13 18%	19 24%	6 17%	19 19%	15 21%	11 20%	4 20%	23 19%	9 27%	15 23%	17 20%	15 28%	5 14%	10 15%	15 17%	17 27%
				B																
Unaware limit is in place	45 29%	30 40%	9 23%	6 16%	25 36%	19 24%	3 7%	37 39%	14 20%	24 43%	5 22%	37 31%	7 24%	11 17%	33 39%	16 31%	10 32%	18 28%	24 27%	18 30%
		D						G		I					N					

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q7. We realize this may vary, but on average, how many containers or bags of household garbage, NOT including yard waste or recyclables, do you place out for collection each week? (Base: Total Sample)
TEST AREA

												AWARE YARD WASTE COMPOSTED		GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	AGE			GENDER		HOME		INITIAL SEPARATE PREFERENCE												
	Total Test	Under 55	55-64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
One	77 51%	28 38%	23 63% b	25 64% B	33 48%	43 53%	22 60%	43 45%	40 58%	21 39%	12 56%	58 48%	19 60%	38 56%	39 46%	30 56%	14 42%	32 51%	49 57%	27 44%
Two	50 33%	27 37%	10 27%	12 31%	28 40%	22 27%	5 14%	39 40% G	15 22%	25 46% I	7 32%	42 35%	8 25%	19 28%	31 36%	14 27%	8 25%	25 40%	24 27%	24 39%
Three	15 10%	10 13%	4 11%	1 3%	4 5%	11 13%	5 14%	9 9%	8 12%	5 8%	2 9%	11 9%	4 12%	6 9%	9 11%	4 8%	7 22% r	4 6%	5 6%	9 16%
Four	9 6%	8 11% d	-	1 2%	4 6%	4 5%	4 11%	5 5%	5 7%	3 6%	1 3%	8 7%	1 2%	5 7%	4 5%	3 6%	4 11% r	2 2%	8 9% T	1 1%
Five or more	2 1%	1 2%	-	0 1%	-	2 2%	0 1%	1 1%	1 2%	0 1%	-	1 1%	0 1%	-	2 2%	1 2%	-	0 1%	-	0 1%
Not sure/Can't say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q7AA. Are you aware that the City limits the weight on THE 32-GALLON OR LESS CONTAINERS? (Base:
Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes	126 83%	61 83%	33 90%	31 79%	57 81%	70 85%	32 88%	80 82%	62 90%	40 73%	21 98%	106 88%	20 65%	65 96%	62 73%	41 77%	30 92%	53 84%	71 82%	53 87%
									j		J	m		O						
No	25 17%	13 17%	4 10%	8 21%	13 19%	12 15%	4 12%	17 18%	7 10%	15 27%	0 2%	14 12%	11 35%	3 4%	22 27%	12 23%	3 8%	10 16%	16 18%	8 13%
									iK			1		N						
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q7AB. Are you aware that the City limits the weight on THE CLEAR PLASTIC BAGS? (Base: Total Sample)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes	55 36%	17 23%	19 50%	19 48%	33 47%	22 26%	9 24%	37 38%	24 34%	20 37%	10 48%	45 38%	9 29%	31 46%	24 28%	19 35%	14 44%	21 33%	29 34%	23 38%
No	97 64%	58 77%	19 50%	20 51%	36 52%	60 74%	27 76%	60 62%	45 66%	34 63%	11 51%	75 62%	22 71%	36 54%	60 72%	34 65%	18 56%	42 67%	57 66%	38 62%
Don't know	0 *%	-	-	0 1%	0 *%	-	-	-	-	-	0 1%	0 *%	-	0 *%	-	-	0 1%	-	-	0 *%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q7B. What is the weight limit for the rigid 32-gallon or less containers? (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	NEU- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Any reply under 45 lbs.	36 24%	20 27%	8 22%	8 20%	13 18%	24 29%	7 19%	24 25%	13 19%	18 33%	5 22%	30 25%	6 21%	20 30%	17 20%	10 20%	5 16%	20 31%	20 23%	14 24%
45 lbs.	13 9%	5 6%	7 19%	2 5%	6 9%	7 9%	4 11%	9 10%	12 18%	1 2%	-	13 11%	-	7 10%	7 8%	6 11%	3 9%	5 7%	6 7%	7 11%
Any reply over 45 lbs.	39 26%	19 26%	13 34%	7 18%	23 33%	16 20%	3 8%	31 32%	19 27%	9 16%	9 43%	30 25%	8 27%	18 26%	21 25%	18 34%	10 30%	9 15%	21 24%	18 29%
Know there's a limit, but don't know number	37 25%	17 23%	6 15%	14 36%	15 21%	23 28%	18 49%	15 15%	18 25%	12 22%	7 33%	32 27%	5 17%	20 30%	17 20%	7 13%	12 36%	19 30%	23 27%	14 23%
Unaware limit is in place	25 17%	13 17%	4 10%	8 21%	13 19%	12 15%	4 12%	17 18%	7 10%	15 27%	0 2%	14 12%	11 35%	3 4%	22 27%	12 23%	3 8%	10 16%	16 18%	8 13%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q7C. What is the weight limit for the clear plastic bags? (Base: Total Sample)
TEST AREA

	AGE			GENDER		HOME			INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Any reply under 30 lbs.	17 12%	8 11%	6 15%	4 10%	14 20%	4 4%	2 7%	13 14%	6 9%	9 17%	2 9%	15 12%	3 9%	8 13%	9 11%	5 10%	7 22%	5 8%	12 14%	6 10%
					F															
30 lbs.	4 3%	-	2 6%	2 5%	2 4%	1 2%	2 5%	1 2%	2 3%	1 1%	1 5%	4 3%	-	3 5%	1 1%	2 4%	0 1%	2 3%	3 4%	1 1%
Any reply over 30 lbs.	12 8%	5 6%	3 8%	4 10%	8 11%	4 5%	1 2%	10 11%	7 10%	4 7%	1 7%	12 10%	-	6 9%	6 7%	4 8%	2 7%	5 7%	5 5%	5 9%
Know there's a limit, but don't know number	21 14%	4 6%	8 21%	9 23%	9 13%	12 15%	4 11%	12 12%	9 13%	6 12%	6 27%	15 13%	6 20%	13 19%	8 10%	7 14%	4 14%	9 15%	10 11%	11 18%
				B																
Unaware limit is in place	97 64%	58 77%	19 50%	21 52%	36 53%	60 74%	27 76%	60 62%	45 66%	34 63%	11 52%	75 62%	22 71%	36 54%	60 72%	34 65%	18 56%	42 67%	57 66%	38 62%
		CD				E														

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q7D. Have you EVER had a container or bag tagged as overweight and not collected? (Base: Those aware that the City has limits on weight on 32-gallon or less containers and/or clear plastic bags)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	126	61	33	31	57	70	32	80	62	40	21	106	20	65	62	41	30	53	71	53
UNWEIGHTED TOTAL	123	34	27	62	52	71	35	63	58	39	21	105	18	62	61	37	30	53	65	55
Yes	32 25%	18 29%	10 28%	5 14%	18 32%	14 20%	8 25%	21 26%	14 23%	10 25%	4 21%	27 26%	5 25%	16 25%	16 26%	7 17%	17 58% PR	6 11%	16 23%	16 30%
No	93 74%	43 71%	24 72%	26 83%	38 68%	55 79%	24 75%	59 74%	47 75%	30 75%	16 79%	78 74%	15 75%	48 74%	45 74%	34 83% Q	13 42%	47 89% Q	55 77%	37 69%
Don't know	1 1%	-	-	1 3%	-	1 1%	-	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	-	1 1%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q8. Do you, at least during certain times of the year, place yard waste, such as grass clippings and leaves, out for collection? (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes	140 92%	74 100% D	35 93% D	31 77%	62 90%	77 94%	31 86%	94 97%	66 95%	49 89%	20 92%	112 93%	27 88%	62 93%	77 92%	50 95%	32 98%	56 88%	83 96%	53 88%
No	11 7%	-	3 7%	8 21% c	7 10%	4 5%	5 14%	3 3%	3 4%	6 11%	2 8%	8 6%	4 11%	5 7%	7 8%	2 5%	1 2%	7 11%	3 4%	8 12%
Don't know	1 *%	-	-	1 2%	0 *%	0 *%	-	-	0 1%	-	-	0 *%	0 1%	0 *%	0 *%	0 1%	-	0 *%	1 1%	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q8A. How do you manage yard waste? (Base: Those who do not place yard waste out for collection) (Total Mentions/3 Replies)
TEST AREA

	AGE			GENDER		HOME			INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total	Under	55-	Male	Fe-	Under	\$75k	Over	SEP	Neu-	COMB	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg	Strg
	Test	55	64						Strg Mod	tral	Strg Mod								Mod Fav	Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	11	-	3	8	7	4	5	3	3	6	2	8	4	5	7	2	1	7	3	8
UNWEIGHTED TOTAL	17	-	2	15	9	8	7	4	4	9	3	12	5	6	11	3	2	11	7	9
Mulch	4 37%	-	1 30%	3 39%	2 25%	2 56%	2 42%	-	1 25%	3 49%	-	3 36%	1 38%	1 26%	3 45%	-	0 50%	3 41%	1 25%	3 43%
Lawn company takes care of it	4 35%	-	-	4 46%	2 29%	2 44%	2 37%	1 22%	0 14%	3 51%	0 23%	2 22%	2 62%	0 5%	4 55%	1 24%	0 50%	3 41%	1 36%	2 32%
Compost	2 17%	-	2 70%	-	2 27%	-	-	2 70%	2 61%	-	-	2 25%	-	2 41%	-	2 76%	-	-	-	2 25%
Let it lay	2 15%	-	1 30%	1 9%	-	2 38%	-	-	1 25%	1 14%	-	2 21%	-	1 17%	1 13%	-	-	1 12%	1 25%	1 10%
Put in trash	0 3%	-	-	0 5%	-	0 9%	0 8%	-	-	0 6%	-	-	0 11%	-	0 6%	-	-	0 5%	0 12%	-
Other	1 9%	-	-	1 12%	0 3%	1 18%	1 15%	0 8%	-	1 13%	0 13%	1 13%	-	0 5%	1 11%	-	-	1 14%	0 7%	1 10%
Nothing	1 10%	-	-	1 13%	1 15%	-	1 21%	-	-	-	1 64%	1 14%	-	1 23%	-	-	-	1 15%	1 32%	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q9A. During the season, do you typically place grass clippings out for collection? (Base: Those who do or don't know if they place yard waste out for collection)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	140	74	35	31	63	78	31	94	66	49	20	113	28	63	78	50	32	56	83	53
UNWEIGHTED TOTAL	133	41	28	64	53	80	35	74	63	43	20	108	25	61	72	42	33	56	73	56
Yes	83 59%	47 63%	23 68%	13 42%	35 56%	48 62%	20 64%	56 59%	34 51%	33 67%	13 66%	61 54%	22 81%	36 58%	47 60%	28 55%	18 59%	35 62%	48 58%	34 64%
		d	D										1							
No	57 40%	28 37%	11 32%	18 57%	27 44%	29 38%	11 36%	38 41%	32 49%	16 32%	7 34%	52 46%	5 17%	26 42%	30 39%	23 45%	13 41%	21 37%	35 42%	19 36%
				bC								M								
Don't know	0 *%	-	-	0 1%	0 *%	0 *%	0 1%	-	-	0 *%	-	-	0 2%	0 *%	0 *%	-	-	0 1%	0 *%	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q9B. And during the fall, do you typically place leaves out for collection? (Base: Those who do or don't know if they place yard waste out for collection)

TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg	Neu-	COMB Strg	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg	Mod	Strg
									Fav	trial	Mod								Fav	Fav	Mod
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
WEIGHTED TOTAL	140	74	35	31	63	78	31	94	66	49	20	113	28	63	78	50	32	56	83	53	
UNWEIGHTED TOTAL	133	41	28	64	53	80	35	74	63	43	20	108	25	61	72	42	33	56	73	56	
Yes	119 85%	63 84%	35 100% BD	22 69%	53 84%	66 85%	25 80%	81 86%	57 86%	39 80%	17 87%	93 82%	26 93%	51 81%	68 87%	44 87%	25 78%	48 86%	67 80%	50 93%	
No	21 15%	12 16%	-	10 30%	10 15%	12 15%	6 20%	13 14%	9 14%	10 20%	3 13%	20 18%	2 6%	12 18%	10 13%	7 13%	7 22%	8 14%	16 20%	4 7%	
Don't know	0 *%	-	-	0 1%	0 *%	-	-	-	-	-	-	-	0 1%	0 *%	-	-	-	0 *%	0 *%	-	

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q9C. Do you usually use all rigid containers, all paper bags, or a mix of both for your yard waste? (Base: Those who do or don't know if they place yard waste out for collection)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	140	74	35	31	63	78	31	94	66	49	20	113	28	63	78	50	32	56	83	53
UNWEIGHTED TOTAL	133	41	28	64	53	80	35	74	63	43	20	108	25	61	72	42	33	56	73	56
All containers	13 9%	5 6%	3 8%	6 19%	5 8%	8 10%	5 16%	7 8%	6 10%	3 7%	3 15%	13 11%	0 1%	6 10%	7 9%	4 8%	5 15%	5 8%	6 8%	6 10%
All bags	43 30%	27 37%	9 26%	6 21%	19 30%	24 31%	8 27%	30 32%	22 33%	15 31%	5 27%	35 31%	8 28%	20 31%	23 30%	15 29%	12 40%	16 28%	26 31%	15 28%
Mix of both/it varies	84 60%	42 57%	23 66%	19 59%	38 61%	46 59%	18 57%	57 60%	37 56%	30 62%	11 58%	64 57%	20 71%	37 58%	47 61%	31 62%	14 46%	36 64%	51 61%	33 61%
Not sure	0 *%	-	-	0 1%	-	0 *%	-	-	0 1%	-	-	0 *%	-	-	0 *%	0 1%	-	-	0 *%	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q9D. During the season, how many bags or containers of yard waste do you typically place out each week for collection? (Base: Those who do or don't know if they place yard waste out for collection/able to identify number of bags or containers)
TEST AREA

												AWARE YARD WASTE COMPOSTED		GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	AGE			GENDER		HOME		INITIAL SEPARATE PREFERENCE												
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg	COMB Strg									Strg	Strg
									Mod Fav	Neu-tral	Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Mod Fav	Mod Opp
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
WEIGHTED TOTAL	132	72	33	28	60	72	30	92	62	47	19	105	27	60	73	48	31	51	79	50
UNWEIGHTED TOTAL	120	40	27	53	50	70	30	73	58	38	19	97	23	57	63	39	32	47	67	51
1	32 24%	18 25%	8 25%	6 23%	14 23%	19 26%	9 30%	22 23%	13 21%	13 28%	6 30%	25 23%	8 28%	13 22%	19 26%	13 27%	6 18%	14 27%	18 22%	13 26%
2	37 28%	18 25%	10 29%	10 36%	21 34%	17 23%	7 23%	26 28%	15 24%	17 37%	5 26%	29 28%	8 29%	18 31%	19 26%	12 25%	7 23%	18 35%	26 33%	9 18%
3	14 10%	3 4%	8 24% B	3 11%	3 6%	11 15%	5 18%	8 9%	11 17% Jk	1 2%	0 2%	10 10%	3 13%	9 15%	5 7%	7 15%	2 7%	4 8%	9 11%	5 10%
4	18 13%	14 20% C	1 3%	3 10%	9 14%	9 13%	2 7%	14 16%	10 16%	3 5%	6 28% J	12 11%	6 21%	7 12%	11 15%	8 18%	4 11%	6 11%	11 14%	6 13%
5	5 4%	1 2%	1 4%	2 8%	3 5%	2 3%	2 5%	3 3%	2 2%	2 4%	1 6%	4 4%	1 3%	4 7%	1 1%	2 3%	2 8%	1 2%	4 5%	0 1%
6	3 3%	-	2 6%	2 6%	2 3%	2 2%	0 1%	1 1%	2 2%	2 4%	-	3 3%	-	1 2%	2 3%	1 2%	2 6%	0 1%	0 *%	3 6%
7	0 *%	-	-	0 1%	0 *%	-	-	0 *%	0 *%	-	-	0 *%	-	0 *%	-	-	-	0 *%	0 *%	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q9D. During the season, how many bags or containers of yard waste do you typically place out each week for collection? (Base: Those who do or don't know if they place yard waste out for collection/able to identify number of bags or containers)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE			GENDER		HOME		INITIAL SEPARATE PREFERENCE												
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
8	1 1%	-	1 4%	-	1 2%	-	-	1 1%	1 2%	-	-	1 1%	-	-	1 2%	-	-	1 2%	1 1%	-
10	9 7%	9 13% D	-	0 1%	2 4%	7 9%	-	9 10%	-	9 19% K	0 1%	8 8%	1 4%	0 *%	9 12% N	1 2%	2 8%	6 11% P	1 1%	8 16% S
11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
12	5 3%	5 6%	-	-	-	5 6%	5 16%	-	4 6%	-	1 5%	5 4%	-	4 6%	1 1%	-	4 12% R	1 2%	5 6%	-
13	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15	1 1%	-	-	1 3%	1 1%	-	-	1 1%	1 1%	-	-	1 1%	-	1 1%	-	1 2%	-	-	1 1%	-
16	2 2%	2 3%	-	-	2 4%	-	-	2 2%	2 3%	-	-	2 2%	-	2 4%	-	2 4%	-	-	-	2 4%
20	0 *%	-	-	0 1%	-	0 1%	-	0 *%	-	-	0 2%	-	0 1%	-	0 1%	-	-	0 1%	-	0 1%
25	3 2%	2 3%	-	0 1%	3 4%	-	-	3 3%	3 4%	-	-	3 2%	-	0 1%	2 3%	0 1%	2 7%	-	2 3%	0 1%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q9D. During the season, how many bags or containers of yard waste do you typically place out each week for collection? (Base: Those who do or don't know if they place yard waste out for collection/able to identify number of bags or containers)
TEST AREA

												AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg		COMB Strg	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
									Mod Fav	Neu-tral	Mod Fav									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
30	21%	-	26%	-	-	23%	-	22%	-	-	-	22%	-	-	23%	-	-	-	-	24%
MEAN	4.5	5.0	4.3	3.6	4.5	4.6	3.8	4.9	4.7	3.7	3.4	4.9	2.9	3.9	5.0	3.6	6.0R	3.5	3.9	5.7
STANDARD DEVIATION	5.5	5.4	6.8	4.2	5.6	5.6	3.8	6.2	5.6	3.4	3.6	6.0	2.9	4.2	6.4	4.1	6.4	3.4	4.6	6.7
MEDIAN	2.0	3.0	2.0	2.0	2.0	3.0	2.0	2.0	3.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	4.0	2.0	2.0	3.0

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q10. In the last 12 months -- since last fall -- what is the largest number of yard waste containers or bags you've put out for collection in any one week? (Base: Those who do or don't know if they place yard waste out for collection)

TEST AREA

	AGE			GENDER		HOME			INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	140	74	35	31	63	78	31	94	66	49	20	113	28	63	78	50	32	56	83	53
UNWEIGHTED TOTAL	133	41	28	64	53	80	35	74	63	43	20	108	25	61	72	42	33	56	73	56
1	5 4%	4 6%	1 2%	0 1%	2 4%	3 4%	1 3%	4 5%	1 2%	4 8%	0 1%	4 4%	1 3%	1 1%	5 6%	2 4%	2 8%	1 1%	4 5%	1 2%
2 - 3	20 14%	7 10%	6 16%	7 23%	8 12%	12 16%	8 26%	10 11%	12 18%	5 10%	2 11%	14 13%	6 21%	10 17%	10 12%	7 15%	4 14%	8 15%	11 13%	6 11%
4 - 5	24 17%	9 13%	7 19%	8 26%	9 15%	15 19%	8 25%	10 11%	7 11%	11 23%	4 19%	21 18%	4 13%	13 20%	11 15%	5 11%	3 10%	16 28%	16 19%	7 14%
6 - 10	35 25%	20 27%	8 24%	7 21%	10 16%	25 32%	4 12%	28 30%	18 28%	8 17%	7 37%	28 25%	7 26%	15 24%	20 26%	11 22%	7 22%	17 30%	22 27%	13 25%
11 - 20	32 23%	16 22%	10 29%	6 19%	20 31%	12 16%	10 32%	20 21%	18 28%	8 16%	6 30%	22 20%	10 35%	18 29%	14 18%	15 30%	9 29%	8 13%	21 25%	11 21%
					f															
21 or more	23 16%	17 22%	3 10%	3 9%	14 22%	9 12%	1 2%	21 22%	8 11%	13 27%	0 2%	22 20%	0 1%	6 10%	17 21%	8 17%	5 17%	7 12%	8 10%	15 28%
		d						G		iK		M							S	
Not sure	1 1%	-	-	1 2%	-	1 1%	-	0 *	1 1%	-	-	1 1%	-	-	1 1%	0 1%	-	0 1%	1 1%	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q11A. Have you ever purchased Oma-Gro for use at your home? (Base: Total Sample)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes	44 29%	20 27%	14 38%	9 24%	15 21%	29 35%	9 25%	29 30%	30 43% J	6 11%	7 32%	36 30%	8 25%	22 32%	22 26%	22 41%	7 22%	14 23%	25 29%	17 28%
No	106 70%	54 73%	21 57%	30 76% c	53 76%	53 65%	27 75%	66 68%	39 57%	48 89% IK	12 59%	84 70%	21 69%	46 68%	60 71%	31 59%	25 78%	47 74%	59 68%	44 72%
Don't know	2 1%	-	2 5%	-	2 3%	-	-	2 2%	-	-	2 9%	-	2 6%	-	2 2%	-	-	2 3%	2 2%	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q11B. Have you purchased Oma-Gro in bags, in bulk or both? (Base: Those who have purchased Oma-Gro for use at home)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	44	20	14	9	15	29	9	29	30	6	7	36	8	22	22	22	7	14	25	17
UNWEIGHTED TOTAL	43	13	11	19	15	28	11	25	28	8	5	38	5	22	21	20	8	14	23	19
Bags	30 68%	14 69%	8 57%	8 81%	8 54%	22 75%	5 57%	20 70%	21 70%	3 50%	6 87%	25 69%	5 62%	15 71%	14 65%	15 67%	4 54%	11 74%	16 63%	12 73%
Bulk	6 13%	1 6%	3 24%	1 11%	2 11%	4 14%	3 33%	1 4%	4 14%	1 17%	-	4 10%	2 24%	3 14%	3 12%	4 20%	0 6%	1 6%	3 13%	2 13%
Both	8 19%	5 25%	3 19%	1 8%	5 35%	3 11%	1 10%	8 26%	5 16%	2 33%	1 13%	7 21%	1 14%	3 16%	5 23%	3 13%	3 40%	3 20%	6 24%	2 14%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q11CA. Have you purchased Oma-Gro from an OMA-GRO FACILITY? (Base: Those who have purchased Oma-Gro for use at home)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	44	20	14	9	15	29	9	29	30	6	7	36	8	22	22	22	7	14	25	17
UNWEIGHTED TOTAL	43	13	11	19	15	28	11	25	28	8	5	38	5	22	21	20	8	14	23	19
Yes	14 32%	4 21%	6 43%	4 39%	6 40%	8 27%	4 43%	9 29%	10 33%	2 35%	1 13%	11 30%	3 38%	7 35%	6 29%	6 28%	4 57%	4 26%	9 34%	5 31%
No	30 68%	16 79%	8 57%	6 61%	9 60%	21 73%	5 57%	21 71%	20 67%	4 65%	6 87%	25 70%	5 62%	14 65%	16 71%	16 72%	3 43%	11 74%	17 66%	12 69%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q11CB. Have you purchased Oma-Gro from a HARDWARE STORE? (Base: Those who have purchased Oma-Gro for use at home)
TEST AREA

	AGE			GENDER		HOME			INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total	Under	55-	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	Test	55	64																	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	44	20	14	9	15	29	9	29	30	6	7	36	8	22	22	22	7	14	25	17
UNWEIGHTED TOTAL	43	13	11	19	15	28	11	25	28	8	5	38	5	22	21	20	8	14	23	19
Yes	19 43%	11 52%	5 39%	3 29%	5 36%	13 46%	4 40%	14 46%	12 39%	2 31%	5 76%	13 37%	5 68%	8 39%	10 47%	8 37%	1 11%	10 70%	11 45%	6 35%
No	25 57%	10 48%	9 61%	7 71%	10 64%	16 54%	5 60%	16 54%	18 61%	4 69%	2 24%	23 63%	2 32%	13 61%	12 53%	14 63%	6 89%	4 30%	14 55%	11 65%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q11CC. Have you purchased Oma-Gro from a LANDSCAPE RETAILER? (Base: Those who have purchased Oma-Gro for use at home)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	44	20	14	9	15	29	9	29	30	6	7	36	8	22	22	22	7	14	25	17
UNWEIGHTED TOTAL	43	13	11	19	15	28	11	25	28	8	5	38	5	22	21	20	8	14	23	19
Yes	22 50%	10 48%	9 64%	3 31%	9 62%	13 43%	3 31%	16 55%	19 63%	3 46%	0 3%	20 55%	2 27%	13 60%	9 40%	13 61%	4 58%	4 26%	11 43%	11 64%
No	21 49%	11 52%	5 36%	6 61%	6 38%	16 54%	6 69%	13 45%	10 35%	3 54%	7 97%	15 43%	6 73%	9 40%	13 57%	9 39%	3 42%	10 68%	15 57%	5 31%
Don't know	1 2%	-	-	1 8%	-	1 3%	-	-	1 3%	-	-	1 2%	-	-	1 4%	-	-	1 6%	-	1 5%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q11CD. Have you purchased Oma-Gro from a GROCERY STORE? (Base: Those who have purchased Oma-Gro for use at home)
TEST AREA

									INITIAL SEPARATE PREFERENCE		AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		SEP Strg Mod Fav	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over												
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	44	20	14	9	15	29	9	29	30	6	7	36	8	22	22	22	7	14	25	17
UNWEIGHTED TOTAL	43	13	11	19	15	28	11	25	28	8	5	38	5	22	21	20	8	14	23	19
Yes	1 2%	-	-	1 8%	-	1 3%	0 4%	0 1%	-	0 6%	0 6%	0 1%	0 5%	-	1 3%	-	0 6%	0 3%	0 2%	0 2%
No	43 97%	20 100%	14 100%	8 88%	14 97%	28 97%	9 96%	28 97%	29 99%	6 94%	6 94%	35 98%	7 95%	21 98%	21 97%	21 98%	7 94%	14 97%	25 98%	16 96%
Don't know	0 1%	-	-	0 4%	0 3%	-	-	0 1%	0 1%	-	-	0 1%	-	0 2%	-	0 2%	-	-	-	0 2%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q11CE. Have you purchased Oma-Gro from SOMEWHERE ELSE? (Base: Those who have purchased Oma-Gro for use at home)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	44	20	14	9	15	29	9	29	30	6	7	36	8	22	22	22	7	14	25	17
UNWEIGHTED TOTAL	43	13	11	19	15	28	11	25	28	8	5	38	5	22	21	20	8	14	23	19
Yes	9 20%	6 27%	-	3 34%	2 11%	7 24%	2 20%	7 23%	3 11%	-	5 78% I	4 12%	4 54%	3 15%	6 25%	3 15%	-	6 39%	6 22%	3 19%
No	35 80%	15 73%	14 100% BD	6 66%	13 89%	22 76%	7 80%	22 77%	26 89% K	6 100% K	2 22%	32 88%	4 46%	18 85%	17 75%	19 85%	7 100% R	9 61%	20 78%	14 81%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q11CEOTH. Where else have you purchased Oma-Gro? (Base: Those who have purchased Oma-Gro for use at home/Purchased from Other)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	9	6	-	3	2	7	2	7	3	-	5	4	4	3	6	3	-	6	6	3
UNWEIGHTED TOTAL	7	2	-	5	3	4	2	5	5	-	2	6	1	5	2	4	-	3	3	4
Landscape retailer/ nursery	3 30%	1 23%	-	1 43%	1 36%	2 29%	-	3 38%	3 78%	-	-	3 59%	-	1 43%	1 23%	2 76%	-	0 4%	0 4%	2 76%
Feed store	2 21%	-	-	2 57%	1 64%	1 11%	2 100%	-	1 22%	-	1 20%	2 41%	-	2 57%	-	1 24%	-	1 19%	1 19%	1 24%
Other	4 49%	4 77%	-	-	-	4 60%	-	4 62%	-	-	4 80%	-	4 100%	-	4 77%	-	-	4 77%	4 77%	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q11D. Do you prefer to buy Oma-Gro compost over other compost products available in the Omaha market? (Base: Those who have purchased Oma-Gro for use at home)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	44	20	14	9	15	29	9	29	30	6	7	36	8	22	22	22	7	14	25	17
UNWEIGHTED TOTAL	43	13	11	19	15	28	11	25	28	8	5	38	5	22	21	20	8	14	23	19
Yes	35 79%	14 70%	13 94%	7 75%	14 97%	20 70%	7 81%	24 82%	27 92%	5 74%	2 24%	31 86%	4 46%	20 93%	15 66%	22 100%	7 94%	6 44%	18 70%	15 91%
					F				K					o		R	R			
No	7 17%	5 25%	-	2 25%	0 3%	7 24%	1 9%	5 18%	2 8%	1 13%	4 62%	3 9%	4 54%	2 7%	6 27%	-	0 6%	6 44%	6 23%	2 9%
					e				I				1					q		
Don't know	2 4%	1 4%	1 6%	-	-	2 6%	1 10%	-	-	1 13%	1 13%	2 5%	-	-	2 8%	-	-	2 12%	2 7%	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q11E. Why do you prefer to buy Oma-Gro? (Base: Those who have purchased Oma-Gro for use at home/
Prefer Oma-Gro compost products) (Total Mentions/3 Replies)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	35	14	13	7	14	20	7	24	27	5	2	31	4	20	15	22	7	6	18	15
UNWEIGHTED TOTAL	35	10	10	15	14	21	8	23	25	5	3	31	4	19	16	20	7	8	17	17
Local product	23 68%	11 76%	11 84%	2 22%	10 67%	14 68%	4 52%	17 71%	19 71%	3 75%	-	20 65%	3 94%	15 73%	9 60%	15 71%	5 77%	3 46%	13 74%	9 59%
		D	D																	
Good way to recycle	9 25%	3 24%	3 20%	2 35%	3 21%	6 28%	2 29%	6 26%	8 31%	-	0 13%	8 27%	0 6%	7 34%	2 13%	7 33%	0 6%	1 17%	5 30%	3 22%
Good product	8 24%	1 9%	4 31%	3 40%	2 15%	6 30%	3 40%	4 18%	6 21%	0 5%	1 87%	8 26%	- iJ	5 27%	3 19%	6 28%	1 10%	1 23%	4 20%	3 22%
				b																
Less expensive	6 18%	5 36%	-	1 16%	5 35%	1 6%	-	6 25%	5 20%	1 20%	-	6 20%	-	3 14%	3 24%	4 17%	3 38%	-	3 17%	3 21%
				f																
Natural product	3 8%	-	3 21%	-	-	3 14%	-	2 8%	3 10%	-	-	3 9%	-	2 10%	1 6%	3 13%	-	-	1 5%	2 13%
Makes sense to use it	1 4%	1 9%	-	-	-	1 6%	-	1 5%	1 5%	-	-	1 4%	-	-	1 9%	1 6%	-	-	-	1 8%
Helps the community	1 3%	1 6%	-	-	-	1 5%	-	1 4%	-	1 20%	-	1 3%	-	-	1 6%	1 4%	-	-	1 5%	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q11E. Why do you prefer to buy Oma-Gro? (Base: Those who have purchased Oma-Gro for use at home/
Prefer Oma-Gro compost products) (Total Mentions/3 Replies)
TEST AREA

												AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE												
	Total	Under	55-			Fe-	Under	\$75k	SEP	Neu-	COMB		No/		No/	Cont	Elim	No	Strg	Strg	
	Test	55	64	65+	Male	male	\$75K	Over	Mod	Fav	Strg	Mod	Fav	Yes	DK	Yes	DK		Pref	Mod	Mod
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)		(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Other	5	2	1	2	2	3	1	4	5	-	-		5	-	2	3	1	3	1	3	2
	14%	15%	5%	30%	17%	13%	16%	16%	17%				16%		8%	23%	3%	50%	14%	17%	12%

p

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q13. Overall, how satisfied or dissatisfied are you with the green 18-gallon bins used for the recycling program? Would you say you are ... (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Very satisfied	47 31%	17 23%	14 39%	15 38%	14 20%	33 40%	10 27%	31 32%	29 41%	13 23%	4 18%	39 33%	7 24%	24 35%	23 27%	20 38%	6 20%	19 31%	25 29%	21 35%
						E														
Somewhat satisfied	63 42%	30 41%	15 40%	18 46%	31 45%	32 39%	16 45%	36 37%	21 30%	23 41%	16 75%	48 40%	15 49%	27 41%	36 43%	19 36%	9 29%	33 53%	36 41%	26 43%
										Ij								q		
Somewhat dissatisfied	20 13%	16 21%	1 4%	3 8%	12 17%	9 10%	4 11%	16 16%	8 11%	12 21%	-	14 12%	6 19%	6 10%	14 16%	11 21%	4 13%	5 7%	14 16%	6 10%
																r				
Very dissatisfied	16 11%	11 15%	3 7%	2 5%	10 14%	6 7%	5 14%	10 11%	11 16%	5 9%	-	16 13%	0 1%	9 14%	7 8%	2 4%	11 34%	3 5%	10 12%	6 10%
												M					PR			
Refused	5 3%	-	4 10%	1 3%	3 4%	2 3%	1 2%	4 4%	1 1%	3 5%	2 7%	3 2%	2 8%	0 1%	5 6%	1 2%	2 5%	3 4%	2 2%	1 2%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q14. Why are you dissatisfied with the recycling bins? (Base: Those who are dissatisfied with the green 18-gallon bins used for the recycling program) (Total Mentions/3 Replies)

TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total	Under	55-	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP		COMB	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg	
	Test	55	64						Strg Mod	Neu- tral									Mod Fav	Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	36	27	4	5	22	14	9	26	19	16	-	30	6	16	20	13	15	8	24	12
UNWEIGHTED TOTAL	30	14	4	12	15	15	8	20	15	14	-	27	3	14	16	6	12	12	17	13
Too small	28 79%	22 80%	4 100%	3 57%	18 82%	11 73%	5 59%	22 85%	12 64%	16 95%	-	25 83%	4 60%	15 93%	14 68%	9 68%	13 83%	7 87%	19 80%	9 77%
			bD																	
Need lids/closed containers	9 24%	5 19%	1 37%	2 38%	6 29%	2 16%	1 7%	8 30%	2 13%	6 37%	-	8 27%	0 6%	4 23%	5 24%	3 26%	2 10%	4 47%	6 24%	3 22%
Not durable/easily broken	5 13%	5 17%	-	-	3 16%	1 8%	1 12%	3 13%	3 18%	1 7%	-	5 15%	-	2 14%	2 12%	1 10%	2 14%	1 14%	2 9%	2 20%
Need to take glass	4 12%	3 13%	-	1 15%	2 10%	2 14%	1 8%	3 13%	1 4%	3 21%	-	4 14%	-	2 13%	2 11%	1 6%	2 14%	1 16%	1 5%	3 24%
Only take certain things	2 6%	2 8%	-	-	2 10%	-	-	2 8%	2 11%	-	-	2 7%	-	-	2 11%	-	2 14%	-	2 9%	-
Don't have one	2 6%	2 8%	-	-	-	2 15%	2 23%	-	2 11%	-	-	-	2 34%	-	2 10%	2 16%	-	-	2 9%	-
Need to be easier to handle/need wheels	2 5%	1 3%	-	1 19%	-	2 13%	0 2%	1 5%	1 3%	1 8%	-	2 6%	-	1 6%	1 5%	-	0 2%	2 19%	1 2%	1 11%
Other	2 6%	1 5%	-	1 16%	1 6%	1 5%	1 8%	1 5%	2 9%	0 2%	-	2 7%	-	0 2%	2 8%	1 10%	-	1 10%	0 2%	2 14%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q15. Which of the following best describes how often you set recycling materials out for collection? (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Every week	113 75%	63 84%	23 61%	27 69%	50 72%	63 77%	21 58%	78 81%	52 75%	40 73%	15 72%	92 76%	21 68%	56 83%	57 68%	39 74%	24 73%	48 76%	66 76%	45 74%
			Cd					g												
Most weeks, but not all	20 13%	5 7%	10 26%	5 12%	9 13%	10 13%	7 20%	9 10%	8 11%	8 15%	3 16%	15 12%	5 15%	5 8%	14 17%	8 16%	2 7%	8 13%	11 12%	9 15%
			B																	
One or two weeks a month	8 5%	2 3%	2 5%	4 10%	3 4%	5 6%	4 10%	3 3%	5 7%	2 3%	1 4%	8 6%	0 1%	5 8%	3 3%	2 5%	3 9%	2 4%	5 6%	3 4%
Every few months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hardly ever	5 3%	2 3%	-	2 6%	4 6%	0 *	2 6%	3 3%	2 3%	2 4%	0 2%	3 2%	2 6%	1 1%	4 5%	1 1%	2 7%	2 3%	2 2%	2 4%
Or you do not recycle at all	6 4%	2 3%	3 8%	1 2%	3 5%	2 3%	2 6%	4 4%	2 3%	3 5%	1 5%	3 2%	3 10%	0 1%	6 7%	2 4%	1 4%	3 4%	2 3%	2 3%
Don't know	0 *%	-	-	0 1%	-	0 *%	-	-	0 1%	-	-	0 *%	-	-	0 *%	0 1%	-	-	0 *%	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q16. The City does not limit the number of recyclable containers that can be set out. On average, how many containers do you typically set out for recycling collection? (Base: Those who recycle or don't know if they recycle/able to identify number of containers)
TEST AREA

									INITIAL SEPARATE PREFERENCE		AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE			GENDER			HOME													
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	143	72	34	36	64	79	32	93	67	49	20	116	26	66	77	50	31	59	84	57
UNWEIGHTED TOTAL	141	40	28	73	56	85	39	73	65	46	22	115	26	65	76	42	33	63	77	60
1	90 63%	37 52%	26 77% b	26 72% b	43 67%	47 60%	23 71%	53 57%	44 67%	25 51%	14 70%	74 63%	16 62%	43 65%	47 61%	31 62%	23 73%	34 57%	51 61%	37 65%
2	38 27%	21 30%	8 23%	9 24%	16 25%	22 27%	6 18%	29 31%	13 19%	23 47% IK	1 7%	32 28%	5 20%	16 24%	22 29%	13 27%	3 11%	21 35% Q	23 28%	15 26%
3	14 9%	12 17% D	-	1 3%	4 6%	10 12%	4 12%	9 10%	9 13%	-	5 23%	9 8%	5 18%	7 10%	7 9%	6 11%	4 12%	4 7%	9 11%	4 7%
4	1 1%	1 2%	-	0 1%	1 2%	0 *%	-	1 2%	0 1%	1 2%	-	1 1%	-	1 2%	0 1%	-	1 4%	0 1%	0 *%	1 2%
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q16. The City does not limit the number of recyclable containers that can be set out. On average, how many containers do you typically set out for recycling collection? (Base: Those who recycle or don't know if they recycle/able to identify number of containers)
TEST AREA

												AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg	Neu-tral	COMB Strg	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
									Mod Fav		Mod Fav									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
MEAN	1.5	1.7	1.2	1.3	1.4	1.5	1.4	1.6	1.5	1.5	1.5	1.5	1.6	1.5	1.5	1.5	1.5	1.5	1.5	1.5
STANDARD DEVIATION	0.7	0.8	0.4	0.6	0.7	0.7	0.7	0.7	0.7	0.6	0.9	0.7	0.8	0.7	0.7	0.7	0.9	0.7	0.7	0.7
MEDIAN	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q17. If you wanted or needed more recyclable containers, do you currently know how or where to obtain those containers? (Base: Those who recycle or don't know if they recycle)
TEST AREA

	AGE			GENDER		HOME			INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	145	72	34	39	66	79	34	93	67	52	20	118	28	67	79	51	31	61	84	59
UNWEIGHTED TOTAL	145	40	28	77	59	86	41	74	66	49	22	117	28	66	79	44	34	64	78	63
Yes	102 70%	53 73%	23 66%	27 69%	44 66%	58 74%	23 68%	66 71%	46 68%	37 72%	15 75%	85 72%	17 62%	47 70%	55 70%	37 72%	19 60%	44 72%	57 68%	44 75%
No	36 25%	17 24%	9 25%	10 27%	17 26%	19 25%	9 26%	24 26%	20 30%	13 25%	3 13%	30 25%	7 24%	18 26%	19 24%	14 28%	13 40%	10 16%	26 31%	9 16%
Don't know	7 5%	2 3%	3 9%	2 5%	5 8%	2 2%	2 5%	3 4%	1 2%	2 3%	2 12%	3 3%	4 13%	2 3%	5 6%	-	-	7 12%	1 1%	6 9% s

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q18. How often do you have recyclables litter outside of the bin in your yard or the street following pick-up? (Base: Those who recycle or don't know if they recycle)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	145	72	34	39	66	79	34	93	67	52	20	118	28	67	79	51	31	61	84	59
UNWEIGHTED TOTAL	145	40	28	77	59	86	41	74	66	49	22	117	28	66	79	44	34	64	78	63
Never	25 17%	9 12%	3 8%	13 34% BC	11 16%	14 18%	7 21%	15 16%	9 13%	7 14%	8 39%	14 12%	11 39% 1	7 10%	18 23%	3 6%	4 14%	17 27% P	12 15%	11 18%
Rarely	55 38%	27 37%	16 47%	12 30%	26 39%	29 36%	14 41%	35 38%	32 48% k	17 33%	3 17%	51 44% M	3 12%	30 45%	25 31%	28 56% QR	8 25%	16 27%	29 35%	25 42%
Sometimes	48 33%	30 41%	8 24%	10 25%	18 28%	30 37%	9 27%	34 36%	19 28%	21 41%	6 30%	39 33%	9 34%	22 32%	26 33%	15 29%	11 35%	22 37%	30 35%	18 31%
Or often	18 12%	7 10%	7 21%	4 9%	11 16%	7 8%	4 11%	9 10%	7 11%	6 12%	3 14%	13 11%	4 15%	8 12%	9 12%	4 9%	8 25%	5 9%	12 15%	5 9%
Don't know	0 *%	-	-	0 1%	-	0 *%	-	-	0 1%	-	-	0 *%	-	-	0 *%	0 1%	-	-	0 *%	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q19. What changes, if any, to the current recycling program would you like the City to consider?
 What ideas do you have to improve the City's recycling program? (Base: Total Sample) (Total
 Mentions/3 Replies)
 TEST AREA

	AGE			GENDER		HOME			INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Need to pick up glass	54 36%	29 38%	16 43%	9 24%	21 30%	33 40%	7 19%	41 42%	31 45%	14 26%	8 39%	40 34%	13 43%	23 35%	30 36%	28 53%	4 13%	22 34%	36 42%	18 29%
Bins need to be bigger	44 29%	31 42%	5 15%	7 17%	23 33%	21 26%	16 43%	27 27%	15 22%	23 43%	4 21%	31 26%	13 41%	20 29%	24 29%	17 31%	13 40%	14 23%	32 36%	12 20%
Containers need lids	15 10%	9 13%	5 12%	1 3%	7 10%	8 10%	3 7%	12 12%	7 9%	7 13%	1 5%	8 7%	7 22%	7 11%	8 9%	10 19%	4 12%	1 2%	12 14%	3 5%
Recycle more types of plastics	8 5%	8 10%	1 2%	-	1 1%	8 9%	-	8 8%	4 6%	-	4 20%	4 3%	4 14%	3 4%	5 6%	2 3%	-	6 10%	8 9%	1 1%
Need wheels on bins	5 3%	2 3%	1 3%	2 4%	3 4%	2 3%	2 5%	3 3%	2 3%	3 6%	-	5 4%	0 1%	1 2%	4 5%	1 2%	3 9%	1 2%	2 2%	3 5%
Don't mix yard waste and trash	5 3%	2 3%	1 2%	2 4%	1 1%	4 5%	-	5 5%	5 7%	-	-	5 4%	-	4 6%	1 1%	1 2%	1 2%	3 5%	5 5%	-
96 gallon will be too big	4 3%	-	4 10%	0 1%	2 3%	2 3%	0 1%	4 4%	2 3%	-	-	4 4%	-	2 3%	2 3%	2 4%	0 1%	-	-	4 7%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q19. What changes, if any, to the current recycling program would you like the City to consider?
What ideas do you have to improve the City's recycling program? (Base: Total Sample) (Total
Mentions/3 Replies)
TEST AREA

									INITIAL SEPARATE PREFERENCE		AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE			GENDER			HOME													
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Accept more recyclables (unspecified)	4 3%	1 2%	1 2%	2 6%	2 2%	2 3%	1 3%	2 2%	3 4%	0 1%	1 5%	4 3%	0 1%	3 4%	1 2%	2 4%	-	1 2%	1 2%	1 2%
Need more info/ communication/education/ promote it	4 3%	4 5%	-	0 1%	0 1%	4 5%	4 10% H	0 *	4 6%	-	-	4 3%	-	4 6%	-	0 1%	4 11% P	-	4 4%	0 1%
Offer incentives/rewards for participating	3 2%	3 5%	-	-	-	3 4%	2 6%	-	2 3%	-	1 6%	-	3 11%	-	3 4%	2 4%	-	1 2%	3 4%	-
Offer more drop off locations	3 2%	3 5%	-	-	3 5%	-	-	3 3%	-	3 6%	-	3 3%	-	-	3 4%	3 6%	-	-	3 4%	-
Better scheduling	3 2%	-	2 5%	1 3%	2 3%	1 1%	0 1%	1 1%	1 1%	-	-	3 3%	-	1 1%	2 3%	1 1%	0 1%	2 3%	-	3 5%
Have the trucks with the automated arm	3 2%	2 3%	1 2%	-	3 4%	-	-	3 3%	2 3%	-	-	3 2%	-	3 4%	-	-	3 9%	-	3 3%	-
Take more care when picking up	2 1%	1 2%	-	1 2%	1 2%	1 1%	-	2 2%	1 2%	1 1%	-	2 2%	-	1 1%	1 2%	1 2%	-	1 2%	1 1%	1 2%
Take larger household items/bulky items	2 1%	-	2 5%	-	2 3%	-	-	2 2%	-	-	2 9%	-	2 6%	-	2 2%	-	-	2 3%	2 2%	-
Have containers that categorize the recyclables	1 1%	1 1%	-	0 1%	1 2%	-	-	1 1%	1 1%	-	0 2%	1 1%	0 1%	1 1%	0 *	0 1%	-	1 1%	1 1%	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q19. What changes, if any, to the current recycling program would you like the City to consider?
What ideas do you have to improve the City's recycling program? (Base: Total Sample) (Total
Mentions/3 Replies)
TEST AREA

												AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	AGE			GENDER		HOME		INITIAL SEPARATE PREFERENCE												
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Don't do away with Oma-Gro	11%	11%	-	-	-	11%	13%	-	-	-	14%	11%	-	-	11%	-	-	11%	11%	-
Recycle cans	0%	-	-	01%	-	01%	01%	-	0%	0%	-	0%	01%	0%	0%	-	-	01%	-	0%
No limit on yard waste	0%	-	-	01%	-	0%	01%	-	-	-	-	0%	-	-	0%	-	01%	-	-	01%
Other	117%	710%	25%	24%	35%	89%	38%	66%	46%	35%	420%IJ	54%	620%L	23%	911%n	48%	27%	47%	79%	46%
Nothing	2819%	1520% C	12%	1332% C	1116%	1721%	924%	1617%	812%	1528%	419%	2319%	517%	69%	2226% N	24%	928% P	1726% P	1011%	1829% s
Don't know	64%	-	25%	410%	23%	44%	24%	22%	22%	47%	02%	65%	-	23%	44%	12%	01%	47%	0%	46%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q20. Are you aware that the City has five drop-off sites where residents can take recyclables in addition to curbside pick-up? (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes	87 57%	43 58%	22 59%	22 55%	38 54%	49 60%	14 38%	63 65%	46 66%	26 47%	13 61%	70 58%	17 54%	41 60%	46 55%	37 69%	12 36%	37 59%	53 62%	32 52%
								G								Q		q		
No	65 43%	31 42%	15 41%	18 45%	32 46%	33 40%	23 62%	34 35%	23 34%	29 53%	8 39%	50 42%	14 46%	27 40%	38 45%	16 31%	21 64%	26 41%	33 38%	29 48%
							H									Pr				
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q21. Have you ever used any of these facilities? (Base: Those aware that the City has five drop-off sites in addition to curbside pickup to take recyclables)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	87	43	22	22	38	49	14	63	46	26	13	70	17	41	46	37	12	37	53	32
UNWEIGHTED TOTAL	84	21	19	44	33	51	19	45	45	21	13	70	14	41	43	32	16	34	47	35
Yes	61 70%	38 87%	12 55%	11 52%	27 72%	34 68%	9 67%	46 74%	34 74%	17 67%	9 71%	49 70%	12 70%	29 71%	32 69%	26 71%	6 51%	28 75%	43 80%	18 56%
			CD																	
No	26 30%	5 13%	10 45%	10 48%	10 28%	16 32%	5 33%	17 26%	12 26%	9 33%	4 29%	21 30%	5 30%	12 29%	14 31%	11 29%	6 49%	9 25%	10 20%	14 44%
			B	B																
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q23. Are you aware the City offers a program for residents to dispose of bulky items such as auto parts, furniture, and appliances at reduced prices? (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total	Under	55-	65+	Male	Fe-	Under	\$75k	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	Test	55	64			male	\$75K	Over												
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes	60 39%	36 48%	12 34%	11 29%	27 39%	33 40%	11 29%	45 46%	22 32%	25 46%	9 40%	48 40%	12 38%	27 41%	32 38%	20 39%	9 28%	28 45%	35 40%	25 41%
		d																		
No	91 60%	38 51%	25 66%	28 71%	43 61%	48 59%	26 71%	51 53%	47 68%	28 52%	13 60%	71 59%	19 62%	39 58%	52 62%	33 61%	23 72%	34 54%	52 60%	35 58%
				b																
Don't know	1 1%	1 1%	-	-	-	1 1%	-	1 1%	-	1 2%	-	1 1%	-	1 1%	-	-	-	1 1%	-	1 1%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q24. In the last 5 years, how many times have you used this service? (Base: Those aware City offers program to residents to dispose of bulky items)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	60	36	12	11	27	33	11	45	22	25	9	48	12	27	32	20	9	28	35	25
UNWEIGHTED TOTAL	52	19	13	20	24	28	10	32	26	17	5	46	6	32	20	19	13	19	31	20
None	32 53%	17 47%	8 67%	6 56%	12 46%	19 59%	4 35%	25 56%	15 70% k	12 48%	1 15%	30 63%	1 11% M	17 63%	14 45%	12 58%	5 53%	13 46%	13 37%	18 74% s
1 - 2	20 34%	15 41%	3 21%	3 28%	12 45%	8 26%	3 33%	17 37%	3 14%	11 42%	6 75% I	10 21%	10 89% L	8 28%	13 40%	7 34%	1 13%	12 44%	17 49% T	4 14%
3 - 4	1 1%	-	-	1 7%	1 3%	-	-	1 2%	1 3%	-	-	1 2%	-	1 3%	-	-	1 8%	-	1 2%	-
5 or more	7 12%	4 12%	1 12%	1 10%	2 7%	5 16%	3 32%	2 5%	3 13%	2 10%	1 11%	7 14%	-	2 7%	5 16%	2 8%	2 25%	3 11%	4 12%	3 12%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q25A. Since July 2015, yard waste has been co-collected and co-mingled in the same truck as household garbage. Previously, yard waste was collected separately from April through November. What is your preference? (Base: Total Sample)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE			GENDER		HOME		INITIAL SEPARATE PREFERENCE												
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Strongly favor separate pick-up	52 34%	27 36%	15 40%	10 26%	20 29%	31 38%	14 38%	34 35%	52 75%	-	-	48 40% M	4 13%	36 54% O	15 18%	34 65% QR	10 30%	8 12%	30 35%	20 34%
Moderately favor separate pick-up	17 11%	5 7%	7 20%	4 11%	5 7%	13 16%	1 4%	14 15%	17 25%	-	-	17 14% M	0 1%	6 9%	11 13%	4 7%	6 18%	7 11%	12 14%	5 8%
Neutral - either is fine	54 36%	31 42% c	7 20%	16 40% c	29 42%	25 31%	13 35%	34 35%	-	54 100%	-	41 34%	13 43%	15 22%	40 47% N	15 28%	11 33%	29 46%	27 31%	25 42%
Moderately favor combined pick-up	9 6%	5 7%	1 3%	3 7%	4 6%	5 6%	2 5%	6 7%	-	-	9 43%	3 3%	6 18% L	3 4%	7 8%	0 1%	3 8%	6 10% P	8 9% t	1 2%
Strongly favor combined pick-up	12 8%	5 6%	2 5%	5 13%	8 12%	4 5%	6 16%	5 5%	-	-	12 57%	6 5%	6 21%	6 9%	6 7%	-	2 6%	10 16%	8 9%	4 7%
Refused	7 4%	1 1%	5 12% b	1 3%	3 5%	3 4%	0 1%	4 4%	-	-	-	5 5%	1 4%	1 2%	5 6%	-	1 4%	3 5%	2 2%	5 8%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q25B. When yard waste was picked-up separately, were you aware that garbage was taken to the landfill and yard waste was taken to a composting facility? (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total	Under	55-	65+	Male	Fe-	Under	\$75k	SEP Strg Mod	Neu- tral	COMB Strg Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod	Strg Mod
	Test	55	64			male	\$75K	Over												
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes	120 79%	57 76%	31 84%	32 81%	56 80%	65 79%	28 78%	77 79%	65 94% jK	41 75% k	9 43%	120 100%	-	62 93% O	58 69%	41 78%	29 90%	47 74%	64 74%	52 86%
No	30 20%	17 23%	6 16%	8 19%	14 20%	17 20%	8 22%	19 20%	4 6%	13 25% i	12 57% Ij	-	30 97%	5 7%	25 30% N	12 22%	3 10%	15 24%	21 25%	9 14%
Don't know	1 1%	1 1%	-	-	-	1 1%	-	1 1%	-	-	-	-	1 3%	-	1 1%	-	-	1 1%	1 1%	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q25C. Knowing that the yard waste is now going to the landfill with garbage, do you Strongly Favor separate pick-up, Moderately Favor, Neutral -- either is fine, Moderately Favor combined pick-up, or Strongly Favor combined pick-up for garbage and yard waste? (Base: Those not aware garbage was taken to landfill and yard waste was taken to composting facility)
TEST AREA

									INITIAL SEPARATE PREFERENCE		AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE			GENDER		HOME														
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	31	18	6	8	14	17	8	20	4	13	12	-	31	5	26	12	3	16	22	9
UNWEIGHTED TOTAL	30	9	4	17	13	17	9	15	3	16	9	-	30	5	25	9	5	16	17	12
Strongly favor separate pick-up	14 45%	8 45%	4 66%	2 29%	7 51%	7 40%	5 63%	9 43%	4 91% K	9 66% K	1 9%	-	14 45%	2 37%	12 47%	9 81% R	2 76% R	2 14%	11 48%	3 39%
Moderately favor separate pick-up	6 20%	6 31%	-	1 10%	1 6%	6 32%	-	4 21%	-	0 3%	6 48% J	-	6 20%	0 8%	6 23%	1 7%	-	6 34%	6 28%	-
Neutral - either is fine	8 24%	2 12%	2 34%	3 46% b	5 40%	2 12%	3 34%	5 22%	-	3 23%	5 37%	-	8 24%	3 51%	5 19%	0 3%	1 24%	6 40% P	3 14%	4 50%
Moderately favor combined pick-up	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strongly favor combined pick-up	2 7%	1 6%	-	1 16%	0 3%	2 11%	0 3%	2 9%	0 9%	1 8%	1 5%	-	2 7%	0 4%	2 8%	1 10%	-	1 7%	1 6%	1 11%
Refused	1 3%	1 5%	-	-	-	1 5%	-	1 5%	-	-	-	-	1 3%	-	1 3%	-	-	1 6%	1 4%	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q25D. Were you aware that the gas generated by disposed materials at the landfill, including yard waste, is captured and routed to an Omaha Public Power District facility where it is burned and turned into electricity for use by more than 4,000 homes? (Base: Total Sample)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes	67 44%	28 38%	19 51%	20 51%	39 56%	28 34%	20 57%	40 41%	43 62%	15 27%	9 41%	62 52%	5 16%	67 100%	-	28 53%	17 52%	22 34%	43 50%	24 39%
					F				J			M								
No	82 54%	46 61%	17 46%	19 49%	30 44%	52 63%	15 43%	56 58%	26 37%	40 73%	12 58%	57 47%	25 81%	-	82 98%	24 46%	15 48%	40 64%	42 48%	37 60%
					e				I			L								
Don't know	2 1%	1 1%	1 2%	0 1%	-	2 2%	0 1%	1 1%	1 1%	-	0 1%	1 1%	1 3%	-	2 2%	1 2%	-	1 2%	2 2%	0 *%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q25E. Knowing that the gas generated is used to produce electricity, would you say you Strongly Favor separate pick-up, Moderately Favor, Neutral -- either is fine, Moderately Favor combined pick-up, or Strongly Favor combined pick-up for garbage and yard waste? (Base: Those not aware that gas generated by materials at landfill is turned into electricity.)

TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE			GENDER		HOME		INITIAL SEPARATE PREFERENCE												
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	84	46	18	20	30	54	16	57	26	40	12	58	26	-	84	25	15	42	44	37
UNWEIGHTED TOTAL	83	26	13	44	22	61	24	43	31	34	13	58	25	-	83	19	19	43	40	39
Strongly favor separate pick-up	29 34%	20 43%	3 17%	6 29%	10 32%	19 35%	8 50%	19 33%	13 48% k	14 35%	2 15%	21 36%	8 29%	-	29 34%	19 76% QR	3 18%	7 16%	15 33%	13 35%
Moderately favor separate pick-up	15 17%	5 12%	7 36%	3 14%	5 17%	9 17%	1 7%	6 11%	4 15%	4 10%	5 37%	10 17%	5 18%	-	15 17%	1 5%	2 15%	11 26% P	8 18%	6 18%
Neutral - either is fine	27 32%	13 29%	5 29%	8 40%	11 37%	15 28%	4 24%	22 39%	7 28%	17 42%	2 18%	21 36%	6 21%	-	27 32%	-	9 61%	17 42%	11 25%	14 37%
Moderately favor combined pick-up	1 2%	1 2%	-	0 2%	-	1 2%	1 6%	0 1%	0 1%	-	1 7%	1 2%	-	-	1 2%	-	0 2%	1 2%	1 2%	0 1%
Strongly favor combined pick-up	6 8%	2 5%	1 6%	3 15%	0 1%	6 12%	2 14%	3 5%	2 8%	1 4%	3 23%	3 5%	4 14%	-	6 8%	1 4%	1 4%	5 12%	5 11%	2 4%
Refused	7 8%	5 10%	2 11%	-	4 12%	3 5%	-	7 12%	-	4 9%	-	2 3%	5 18% 1	-	7 8%	4 15% r	-	1 2%	5 11%	2 5%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q25F. Picking up yard waste separately requires more trucks and added costs for collection. That said, would you say you Strongly Favor separate pick-up, Moderately Favor, Neutral -- either is fine, Moderately Favor combined pick-up, or Strongly Favor combined pick-up for garbage and yard waste? (Base: Total Sample)

TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75K Over	SEP Strg Mod Fav	NEU- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Strongly favor separate pick-up	36 23%	14 18%	14 38%	8 20%	13 19%	22 27%	12 32%	22 22%	32 46%	3 6%	- J	33 28%	2 7%	21 32%	14 17%	26 49%	5 16%	4 7%	18 21%	16 26%
Moderately favor separate pick-up	25 16%	14 19%	6 16%	5 11%	13 19%	11 14%	2 5%	22 22%	20 29%	3 5%	1 5%	21 17%	4 12%	17 26%	7 9%	13 25%	4 14%	7 11%	15 18%	9 15%
Neutral - either is fine	45 30%	27 36%	8 22%	11 27%	24 34%	22 27%	9 24%	30 31%	9 12%	35 65%	- I	34 28%	12 37%	13 19%	33 39%	10 18%	12 36%	24 38%	25 29%	18 30%
Moderately favor combined pick-up	22 15%	11 15%	5 15%	6 14%	8 12%	14 17%	4 12%	15 15%	4 5%	4 7%	11 50%	16 13%	7 21%	9 13%	14 16%	2 4%	5 15%	13 21%	14 16%	8 13%
Strongly favor combined pick-up	21 14%	8 10%	4 10%	10 24%	10 15%	11 13%	9 26%	8 8%	3 5%	8 14%	10 45%	15 12%	6 21%	6 9%	15 18%	1 3%	6 18%	14 22%	13 15%	8 14%
Refused	2 2%	1 1%	-	1 3%	0 1%	2 2%	0 1%	0 *	1 1%	1 2%	-	2 2%	0 1%	1 1%	2 2%	0 *	0 1%	1 1%	1 1%	1 2%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q26. When the City collected yard waste separately, it was transported to a City-owned and operated facility where it was composted and turned into Oma-Gro. Were you aware that yard wastes were managed at a City-owned and operated facility? (Base: Total Sample)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes	81 54%	37 49%	22 59%	23 57%	37 53%	45 54%	23 62%	50 52%	50 72% J	16 29%	15 69% J	72 60% M	10 32%	51 76% O	30 36%	31 59%	20 62%	29 47%	52 60%	28 47%
No	70 46%	38 51%	15 41%	17 42%	33 47%	37 45%	13 37%	47 48%	20 28%	39 71% IK	6 30%	48 40%	21 68% L	16 24% N	54 64%	22 41%	12 38%	34 53%	35 40%	32 53%
Don't know	0 *%	-	-	0 1%	-	0 *%	0 1%	-	-	-	0 1%	0 *%	-	0 *%	-	-	-	0 *%	-	0 *%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q27. The current yard waste program allows an unlimited number of containers or bags per household to be placed out for collection each week. Knowing that there is a significant cost associated with this service, do you think a reasonable limit should be placed on the number of yard waste containers or bags allowed to be set out for collection each week? (Base: Total Sample)

TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75K Over	SEP Strg Mod Fav	NEU Strg Mod Fav	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes	58 38%	24 33%	15 39%	19 48%	24 35%	34 41%	14 39%	34 36%	26 38%	22 40%	7 31%	41 34%	17 54%	22 33%	36 43%	23 43%	9 27%	27 43%	39 45%	16 26%
No	87 57%	50 67%	20 54%	17 43%	44 64%	43 52%	20 54%	59 61%	39 56%	32 58%	13 64%	73 61%	14 45%	40 60%	46 55%	27 51%	23 72%	34 53%	45 52%	41 67%
Don't know	6 4%	-	3 7%	4 9%	1 1%	5 7%	3 7%	3 3%	4 6%	1 2%	1 6%	6 5%	0 1%	5 7%	2 2%	3 7%	0 1%	3 4%	2 2%	4 7%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q28. Currently the City's costs to collect yard waste and produce Oma-Gro compost are greater than the revenues generated from selling the product. Knowing this, do you prefer Separate Pick-Up and continuation of the City-subsidized Oma-Gro program, prefer Combined Pick-Up and elimination of the Oma-Gro program, or do you not have a preference? (Base: Total Sample)
TEST AREA

												AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	AGE			GENDER			HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Prefer separate pick-up and continuation of Oma-Gro	53 35%	29 39%	16 42%	8 20%	25 36%	28 34%	11 29%	39 40%	38 55%	15 27%	0 2%	41 34%	12 37%	28 41%	25 30%	53 100%	-	-	33 39%	18 30%
Prefer combined pick-up and elimination of Oma-Gro	32 21%	20 26%	5 12%	8 21%	21 30%	11 14%	7 20%	21 21%	15 22%	11 20%	5 22%	29 24%	3 10%	17 25%	15 18%	-	32 100%	-	20 23%	12 20%
No preference	63 42%	26 34%	15 41%	23 57%	24 34%	39 48%	18 51%	36 37%	15 22%	29 53%	16 76%	47 39%	16 52%	22 32%	42 49%	-	-	63 100%	33 38%	28 45%
Refused	3 2%	-	2 5%	1 3%	-	3 4%	-	2 2%	1 1%	-	-	3 2%	-	1 1%	2 3%	-	-	-	-	3 5%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q29A. The City is considering providing households with 96-gallon wheeled carts that have hinged lids for garbage. The new carts would be picked up WEEKLY by trucks that have an automated arm. Do you think the size of these new containers will be sufficient for your weekly garbage needs, NOT including yard waste or recyclables? (Base: Total Sample)

TEST AREA

												AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes, new 96-gallon cart should be sufficient	141 93%	72 97%	33 90%	35 89%	62 89%	79 97%	36 98%	89 92%	65 94%	51 94%	18 87%	112 93%	28 91%	61 91%	80 94%	48 91%	31 95%	59 93%	84 97%	53 86%
No, one 96-gallon cart not enough	7 5%	1 2%	4 10%	2 5%	6 9%	1 2%	0 1%	7 7%	3 4%	2 3%	3 12%	5 4%	2 7%	5 7%	3 3%	3 6%	2 5%	3 4%	2 2%	5 9%
Don't know	3 2%	1 2%	-	2 5%	2 3%	1 2%	0 1%	1 2%	1 2%	2 3%	0 1%	3 2%	1 2%	1 2%	2 2%	2 3%	-	1 2%	0 *	3 5%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q29B. Which of the following would you prefer for "excess" garbage beyond one 96-gallon cart?

(Base: Total Sample)

TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total	Under	55-	65+	Male	Fe-	Under	\$75k	SEP Strg Mod	Neu- tral	COMB Strg Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	Test	55	64			male	\$75K	Over												
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
A second 96-gallon wheeled cart	43 29%	23 31%	6 15%	14 36%	23 34%	20 24%	20 54%	22 23%	21 31%	13 23%	10 45%	30 25%	13 42%	21 32%	22 26%	12 22%	14 42%	18 28%	27 31%	14 24%
Or the use of your own 32-gallon rigid containers or clear plastic bags for excess garbage	98 65%	48 64%	31 83%	20 49%	43 62%	55 67%	13 36%	72 74%	44 63%	38 69%	11 53%	81 68%	17 55%	42 62%	57 67%	38 73%	17 52%	40 64%	56 64%	42 68%
Either one, No preference	4 3%	2 3%	-	2 5%	0 *	4 5%	2 7%	1 1%	1 2%	2 4%	-	4 3%	-	1 2%	3 3%	1 1%	1 2%	3 4%	0 *	3 6%
Not sure	5 4%	1 1%	1 2%	4 9%	3 4%	3 3%	1 3%	2 2%	3 4%	2 3%	0 2%	5 4%	1 3%	3 4%	2 3%	2 4%	1 3%	3 4%	3 4%	2 2%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q29C. Given the use of your own rigid containers or bags adds considerably to the cost of collection because it requires manual pick-up in lieu of automated pick-up, should the City REQUIRE the use of the 96-gallon carts for excess garbage? (Base: Total Sample)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes	93 61%	47 63%	21 56%	25 64%	43 62%	50 61%	24 66%	60 62%	49 70% J	24 45%	16 76% j	76 63%	17 54%	46 68%	47 56%	32 61%	25 78% r	36 57%	62 71% T	30 49%
No	35 23%	16 22%	12 32%	7 17%	20 28%	15 18%	10 27%	19 20%	16 23%	14 27%	4 19%	26 21%	9 28%	14 21%	21 24%	13 25%	6 19%	15 24%	17 20%	16 26%
Don't know	24 16%	12 16%	4 12%	8 19%	7 10%	17 21%	3 7%	17 18%	5 7%	16 29% IK	1 5%	18 15%	6 18%	7 11%	16 19%	7 14%	1 3%	13 20% Q	8 9%	16 26% S

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q29D. Would a second 96-gallon cart be sufficient for your weekly household needs? (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod	Neu- tral	COMB Strg Mod	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
									Fav		Fav									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes, two carts would be sufficient	145 96%	72 97%	35 95%	37 94%	64 92%	81 99%	36 98%	91 94%	67 97%	52 95%	20 93%	114 95%	31 98%	63 94%	81 97%	48 92%	31 97%	62 98%	83 96%	58 95%
No, not enough	5 3%	2 3%	2 5%	1 2%	4 6%	0 *%	1 2%	4 4%	2 3%	3 5%	0 1%	4 3%	1 2%	2 3%	3 3%	4 8%	- 1%	1 3%	2 3%	2 4%
Don't know	2 1%	-	-	2 5%	2 2%	0 *%	-	2 2%	0 1%	0 *%	1 6%	2 2%	-	2 3%	-	0 1%	1 3%	0 1%	1 1%	0 1%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q29E. If yard wastes are continued to be co-collected with garbage, do you think one 96-gallon cart will be sufficient for your WEEKLY household garbage AND yard waste needs? (Base: Total Sample)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod	Neu-	COMB Strg Mod	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod	Strg Mod
									Fav	tral	Fav								Fav	Opp
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes, one 96-gallon cart should be sufficient	51 34%	20 27%	10 27%	21 52% BC	17 24%	34 41%	16 45%	29 30%	17 24%	23 43%	9 43%	37 31%	14 44%	20 29%	31 37%	12 23%	8 25%	30 48% Pq	35 41% t	13 21%
No, one 96-gallon cart not enough	94 62%	53 71% D	25 66% D	17 43%	48 70%	46 56%	19 53%	64 66%	51 74% k	31 56%	10 47%	77 64%	17 56%	46 69%	48 57%	39 74% R	23 71% r	29 47%	49 57%	45 74%
Don't know	6 4%	1 2%	3 7%	2 6%	4 6%	2 2%	1 2%	3 3%	1 2%	1 1%	2 10%	6 5%	-	1 2%	5 5%	1 2%	1 5%	3 5%	2 2%	3 4%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q29F. Would a second 96-gallon cart be sufficient for your weekly household garbage AND yard waste needs? (Base: Those stating one 96-gallon cart is not enough for weekly garbage and yard waste)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	94	53	25	17	48	46	19	64	51	31	10	77	17	46	48	39	23	29	49	45
UNWEIGHTED TOTAL	80	27	18	35	37	43	17	45	43	23	10	64	16	41	39	31	19	28	38	42
Yes, a second cart would be sufficient	53 56%	32 61%	10 41%	11 64%	28 59%	25 54%	11 59%	34 54%	32 62%	16 54%	4 43%	42 55%	11 63%	29 64%	24 49%	25 63%	13 56%	15 52%	36 73%	17 38%
No, not enough	33	21	10	3	18	16	4	27	14	13	4	30	4	13	20	12	10	10	8	25
	35% d	39%	40%	17%	37%	34%	21%	43%	28%	43%	37%	39%	21%	29%	42%	30%	44%	33%	17%	55% s
Don't know	8 8%	-	5 19%	3 19%	2 5%	6 12%	4 20%	2 4%	5 10%	1 3%	2 20%	5 7%	3 16%	3 8%	4 9%	3 7%	-	4 15%	5 10%	3 7%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q30. Other cities have successfully utilized a "pay as you throw" program to keep costs down. Households are charged for the ADDITIONAL CART and volume of garbage collected. Do you Strongly Favor, Moderately Favor, Moderately Oppose, or Strongly Oppose moving to this type of program in Omaha if the new 96-gallon cart approach was implemented? (Base: Total Sample)

TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Strongly favor	37 25%	21 28%	8 20%	9 23%	16 22%	22 26%	6 16%	26 27%	18 27%	14 25%	4 20%	27 23%	10 31%	14 20%	24 28%	17 32%	6 19%	14 22%	37 43%	-
Moderately favor	49 33%	29 39%	11 29%	10 24%	23 34%	26 32%	18 48%	30 31%	24 35%	13 24%	11 54% j	37 31%	13 41%	29 44% o	20 24%	17 32%	14 43%	19 30%	49 57%	-
Moderately oppose	23 15%	11 15%	3 8%	8 21% c	7 10%	16 19%	7 19%	14 14%	6 9%	14 25% i	2 9%	19 16%	3 11%	7 10%	16 19%	3 6%	4 11%	15 23% p	-	23 37%
Strongly oppose	38 25%	12 17%	14 38% b	12 30%	22 31%	17 20%	6 16%	24 25%	19 27%	12 21%	4 18%	33 28%	5 17%	17 26%	21 25%	15 28%	9 27%	13 20%	-	38 63%
Not sure	4 3%	1 2%	2 5%	1 2%	2 3%	2 2%	0 1%	3 3%	2 2%	2 4%	-	4 3%	0 1%	0 *%	4 4%	1 2%	-	3 4%	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q31. Thinking about the proposed 96-gallon wheeled carts, are you Very, Somewhat, or Not At All Concerned about where you would store this large of a cart? (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Very concerned	38 25%	9 12%	17 45%	13 32%	21 31%	17 20%	12 33%	20 20%	22 32%	10 18%	5 21%	33 28%	5 16%	23 34%	15 18%	18 33%	4 11%	17 27%	19 22%	17 28%
			B	B										o		q				
Somewhat concerned	38 25%	21 29%	4 10%	13 31%	19 28%	19 23%	6 17%	26 27%	9 13%	23 42%	4 19%	30 25%	8 25%	8 12%	29 35%	9 17%	12 37%	15 24%	18 20%	19 31%
		c		C					I					N						
Not at all concerned	75 50%	44 60%	17 44%	14 36%	29 41%	46 56%	18 50%	51 53%	39 56%	22 40%	12 59%	57 47%	18 58%	36 53%	39 47%	26 50%	17 52%	31 49%	50 58%	25 40%
		D																		
Not sure	0 *%	-	-	0 1%	-	0 1%	0 1%	-	-	0 *%	0 1%	0 *%	0 1%	-	0 1%	-	-	0 1%	-	0 *%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q32. The City is considering eliminating separate yard waste collections and the Oma-Gro Composting program entirely. Household garbage and yard waste would continue to be collected together and disposed of at the landfill. Would you Strongly Favor, Moderately Favor, Moderately Oppose, or Strongly Oppose this option of no separate yard waste collection? (Base: Total Sample)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE			GENDER		HOME		INITIAL SEPARATE PREFERENCE												
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Strongly favor	20 13%	10 14%	3 7%	7 17%	13 19%	6 8%	6 16%	11 11%	11 16%	3 5%	6 26%	18 15%	2 6%	11 17%	9 10%	1 2%	13 39% PR	6 10%	16 18%	4 6%
Moderately favor	44 29%	23 31%	10 28%	11 26%	22 31%	23 27%	9 26%	29 30%	11 17%	22 40% I	8 39%	34 29%	10 32%	16 24%	28 33%	5 10%	16 49% P	23 37% P	30 35%	12 20%
Moderately oppose	29 19%	13 17%	5 15%	11 27%	10 14%	19 24%	8 22%	18 18%	14 20%	11 20%	5 22%	21 18%	8 25%	12 18%	17 20%	15 28%	3 10%	11 18%	17 20%	11 17%
Strongly oppose	41 27%	19 25%	15 41% D	7 17%	20 29%	21 26%	11 31%	27 28%	32 46% JK	9 16% k	0 1%	34 28%	7 22%	22 32%	19 23%	32 60% R	- 14%	9 22%	20 23%	21 34%
Not sure	17 11%	9 12%	3 9%	5 12%	5 7%	13 15%	2 5%	12 12%	1 1%	11 20% I	3 12%	12 10%	5 15%	6 9%	11 14%	- 1%	0 22% Q	14 5%	4 5%	13 22% S

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q34. Would a City-provided 96-gallon wheeled cart with a hinged lid be more convenient for your recyclables storage and placement for collection compared to the current green 18-gallon bins?
 Would the cart be ... (Base: Total Sample)
 TEST AREA

	AGE			GENDER		HOME			INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Far more convenient	60 39%	41 55% CD	8 21%	11 27%	29 42%	30 37%	13 37%	42 44%	29 43%	22 40%	7 35%	42 35%	18 57% 1	27 40%	33 39%	22 42%	15 46%	22 36%	47 54% T	13 21%
Somewhat more convenient	24 16%	9 13%	9 24%	5 14%	12 18%	11 14%	7 20%	14 15%	9 13%	9 17%	5 24%	21 17%	3 11%	9 13%	15 18%	5 10%	8 26%	10 16%	11 13%	13 21%
About the same	13 9%	5 6%	3 7%	6 15%	3 4%	10 13%	5 14%	8 8%	8 11%	4 8%	1 7%	12 10%	2 5%	8 12%	5 6%	7 13%	2 5%	5 7%	8 9%	4 7%
Somewhat less convenient	22 15%	9 13%	8 21%	5 12%	7 10%	15 19%	2 6%	14 15%	3 4%	13 24% I	2 8%	19 16%	3 9%	3 5%	19 22% N	2 4%	3 10%	15 23% P	6 7%	14 23% S
Or far less convenient than the 18-gallon bins	32 21%	10 13%	10 27%	12 30% b	18 25%	14 17%	8 23%	18 18%	20 29% j	6 10%	6 27%	26 22%	5 17%	20 29%	12 14%	16 30%	4 13%	10 16%	15 17%	17 28%
Not sure	1 1%	-	-	1 2%	0 *	1 1%	0 1%	0 *	0 1%	0 1%	-	1 *	0 1%	0 *	1 1%	-	-	1 1%	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q35. If you were provided a larger wheeled cart with a hinged lid for recyclables, would you be inclined to recycle more than you do now or would the amount you recycle remain about the same?

(Base: Total Sample)

TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE			GENDER			HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes, would recycle more	39 26%	29 39%	4 11%	6 15%	23 33%	16 20%	8 23%	29 30%	18 26%	18 32%	3 13%	28 24%	11 35%	11 16%	28 34%	19 36%	15 46%	5 8%	28 33%	9 15%
		CD													N	R	R		t	
About the same amount	112 74%	46 61%	33 89%	34 85%	46 67%	66 80%	28 77%	68 70%	51 74%	37 68%	18 87%	92 76%	20 65%	56 84%	56 66%	34 64%	17 54%	58 92%	58 67%	52 85%
			B	B										O			PQ		s	
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q36A. Would a 96-gallon wheeled cart with a lid that is picked up every OTHER week be sufficient for your recycling needs? (Base: Total Sample)
TEST AREA

									INITIAL SEPARATE PREFERENCE		AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE		GENDER		HOME															
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes, one 96-gallon cart should be sufficient	139 92%	70 94%	33 88%	36 91%	60 86%	79 96%	35 98%	86 89%	63 91%	51 93%	18 87%	109 91%	29 94%	58 87%	80 95%	47 88%	31 97%	58 92%	83 96% t	52 85%
No, one 96-gallon cart not enough	8 5%	4 6%	2 5%	2 4%	6 9% f	2 2%	-	8 8%	4 6%	2 3%	2 9%	6 5%	2 6%	5 7%	3 4%	4 8%	1 3%	3 4%	3 3%	5 9%
Don't know	5 3%	-	3 7%	2 5%	3 4%	2 2%	1 2%	2 2%	2 3%	2 3%	1 4%	5 4%	-	4 6%	1 1%	2 4%	-	2 4%	1 1%	4 7%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q36B. Would a second 96-gallon cart be sufficient for your household needs? (Base: Those stating that one 96-gallon cart would not be sufficient for their recycling needs if picked up every Other week)

TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE			GENDER			HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
									(I)	(J)	(K)								(S)	(T)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
WEIGHTED TOTAL	8	4	2	2	6	2	-	8	4	2	2	6	2	5	3	4	1	3	3	5
UNWEIGHTED TOTAL	6	3	1	2	4	2	-	6	3	2	1	5	1	4	2	3	1	2	2	4
Yes, two carts would be sufficient	7	4	2	1	6	1	-	7	4	1	2	5	2	4	3	4	1	2	2	5
	91%	100%	100%	50%	100%	50%		91%	100%	60%	100%	87%	100%	84%	100%	100%	100%	72%	72%	100%
No, not enough	1	-	-	1	-	1	-	1	-	1	-	1	-	1	-	-	-	1	1	-
	9%			50%		50%		9%		40%		13%		16%				28%	28%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q37. Providing recycling collection service reduces costs paid by the City. Given the cost savings for keeping recyclables out of the landfill, would you say you Strongly Favor, Moderately Favor, Moderately Oppose, or Strongly Oppose providing a second container for recyclables at no additional cost to those households that request it? (Base: Total Sample)

TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Strongly favor	91 60%	43 58%	25 66%	23 59%	39 56%	52 64%	17 48%	61 63%	51 74%	25 45%	9 43%	74 61%	17 56%	41 61%	50 60%	36 68%	19 58%	34 54%	56 65%	35 57%
Moderately favor	42 28%	23 31%	8 22%	11 27%	22 32%	20 24%	9 26%	29 30%	9 13%	26 48%	7 34%	34 29%	8 25%	13 19%	29 35%	12 22%	9 29%	21 34%	20 23%	19 31%
Moderately oppose	8 5%	5 6%	2 5%	2 4%	1 1%	7 9%	7 19%	1 1%	6 8%	2 3%	1 3%	6 5%	2 8%	7 10%	1 1%	2 4%	4 14%	2 2%	7 8%	1 2%
Strongly oppose	8 5%	3 4%	3 7%	2 5%	6 9%	1 2%	3 7%	5 5%	2 3%	2 3%	4 19%	5 4%	3 8%	5 8%	3 3%	2 4%	-	5 9%	2 3%	5 8%
Not sure	2 1%	-	-	2 5%	1 2%	1 1%	0 1%	1 1%	1 1%	0 1%	0 2%	1 1%	1 3%	1 2%	1 1%	1 1%	-	1 2%	0 1%	1 2%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q38A. Please tell me if the following method of communicating with you about garbage, yard waste, and recycling services in Omaha is a Very Good Way, An Okay Way, or Not A Good Way: AUTOMATED TELEPHONE CALLS? (Base: Total Sample)
TEST AREA

												AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	AGE			GENDER			HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Very good way	28 18%	19 26%	5 14%	3 8%	7 10%	21 25%	9 26%	15 16%	12 17%	10 19%	3 15%	24 20%	4 13%	10 15%	17 20%	3 6%	8 25%	17 26%	13 15%	14 24%
						E											P	P		
Okay way	38 25%	20 26%	8 21%	11 27%	16 23%	22 26%	6 16%	25 25%	16 23%	15 28%	4 17%	31 26%	7 22%	13 19%	25 30%	16 31%	8 25%	11 18%	22 25%	16 26%
Not a good way	86 57%	35 48%	24 65%	26 66%	46 67%	40 48%	21 58%	57 59%	41 60%	29 53%	14 68%	66 55%	20 66%	44 66%	42 50%	33 63%	16 51%	35 56%	52 60%	31 51%
					f															
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q38B. Please tell me if the following method of communicating with you about garbage, yard waste, and recycling services in Omaha is a Very Good Way, An Okay Way, or Not A Good Way: WASTELINE-DOT-ORG WEBSITE? (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Very good way	37 25%	18 24%	11 30%	9 21%	22 32%	15 19%	11 30%	24 25%	15 22%	15 28%	6 28%	31 26%	6 19%	19 28%	19 22%	15 28%	8 23%	15 24%	26 30%	11 18%
Okay way	54 35%	32 42%	13 35%	9 23%	17 24%	37 45%	18 49%	33 34%	31 45%	15 28%	7 33%	44 37%	10 31%	27 40%	27 32%	19 36%	17 51%	18 29%	34 40%	19 32%
Not a good way	55 36%	22 29%	13 35%	20 51%	26 37%	29 35%	8 22%	36 37%	21 31%	20 37%	8 39%	43 36%	12 37%	20 30%	35 41%	15 28%	8 25%	29 47%	22 25%	29 48%
Don't know	6 4%	4 5%	-	2 5%	5 7%	1 1%	-	5 5%	2 3%	4 7%	-	2 1%	4 13%	2 3%	4 4%	4 8%	-	0 1%	4 5%	2 3%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q38C. Please tell me if the following method of communicating with you about garbage, yard waste, and recycling services in Omaha is a Very Good Way, An Okay Way, or Not A Good Way: EMAIL? (Base: Total Sample)
TEST AREA

												AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	AGE			GENDER			HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg	COMB Strg									Strg	Strg
									Mod Fav	Neu-tral	Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Mod Fav	Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Very good way	59	30	17	11	36	22	6	50	32	18	5	49	10	27	32	24	13	20	36	20
	39%	40%	47%	28%	52% F	27%	17%	51% G	46%	32%	24%	41%	31%	40%	38%	45%	40%	31%	41%	34%
Okay way	45	24	11	10	13	32	14	21	23	14	7	32	13	19	26	14	11	20	31	15
	30%	32%	29%	26%	19%	39% E	40%	22%	33%	26%	32%	27%	42%	28%	31%	27%	33%	32%	35%	24%
Not a good way	46	20	9	17	19	27	16	26	14	23	9	38	8	21	26	15	8	23	20	25
	31%	27%	25%	43%	28%	33%	43%	27%	20%	42% i	44%	32%	27%	31%	31%	28%	26%	37%	23%	41%
Don't know	1 1%	-	-	1 3%	0 1%	1 1%	-	-	1 1%	-	-	1 1%	-	1 2%	-	-	0 1%	-	-	1 2%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q38D. Please tell me if the following method of communicating with you about garbage, yard waste, and recycling services in Omaha is a Very Good Way, An Okay Way, or Not A Good Way: FACEBOOK POSTS?
(Base: Total Sample)
TEST AREA

												AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	AGE			GENDER		HOME		INITIAL SEPARATE PREFERENCE												
	Total Test	Under 55	55-64	65+	Male	Fe- male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Very good way	13 9%	9 11%	1 2%	4 10% c	9 13%	4 5%	6 16%	7 7%	5 7%	7 13%	-	10 8%	3 10%	4 6%	9 11%	5 10%	3 10%	4 7%	12 14% T	1 1%
Okay way	21 14%	10 14%	6 15%	5 12%	6 9%	15 18%	6 18%	14 14%	8 12%	7 14%	5 24%	11 9%	10 32% L	5 8%	16 18%	7 14%	4 12%	9 15%	15 17%	6 9%
Not a good way	113 75%	54 73%	29 78%	30 75%	52 75%	61 75%	24 66%	73 75%	56 81%	38 69%	14 67%	97 81% M	16 51%	56 83%	58 69%	40 76%	25 77%	45 72%	57 66%	52 86% S
Don't know	4 3%	1 1%	2 5%	1 3%	2 3%	2 2%	-	3 3%	-	2 4%	2 9%	2 2%	2 7%	2 3%	2 2%	-	-	4 7%	2 3%	2 3%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q38E. Please tell me if the following method of communicating with you about garbage, yard waste, and recycling services in Omaha is a Very Good Way, An Okay Way, or Not A Good Way: OMAHA WORLD HERALD - PRINT OR ONLINE? (Base: Total Sample)
TEST AREA

	AGE			GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu-tral	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Very good way	25 17%	7 9%	7 19%	12 30%	9 14%	16 19%	10 28%	12 13%	13 18%	8 15%	3 15%	23 19%	2 6%	14 21%	11 13%	6 11%	4 11%	15 23%	13 15%	12 20%
				B																
Okay way	65 43%	40 53%	13 36%	12 29%	32 47%	32 39%	13 36%	46 48%	34 49%	20 37%	9 43%	54 45%	11 34%	37 55%	28 33%	26 48%	15 45%	24 39%	38 44%	24 40%
				D										O						
Not a good way	61 40%	28 38%	17 46%	16 40%	27 39%	34 41%	13 35%	38 39%	23 33%	26 47%	9 42%	43 36%	18 59%	16 24%	45 54%	21 40%	14 43%	24 38%	34 40%	25 41%
												1		N						
Don't know	0 *%	-	-	0 1%	0 *%	-	-	-	-	-	-	-	0 1%	0 *%	-	-	-	0 *%	0 *%	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q38F. Please tell me if the following method of communicating with you about garbage, yard waste, and recycling services in Omaha is a Very Good Way, An Okay Way, or Not A Good Way: MAILED COPY OF WASTELINE NEWSLETTER? (Base: Total Sample)
TEST AREA

											AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE											
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Very good way	91 60%	48 64%	23 61%	21 52%	34 50%	57 69% e	26 72%	56 58%	48 69%	27 50%	14 65%	74 61%	17 56%	45 66%	47 55%	31 58%	19 59%	41 65%	48 56%	39 65%
Okay way	45 30%	13 18%	15 39% b	17 43% B	23 34%	22 26%	10 28%	27 28%	16 23%	17 32%	7 34%	35 29%	10 31%	20 29%	25 30%	13 25%	10 32%	19 30%	26 30%	19 31%
Not a good way	15 10%	13 18%	-	2 5%	12 17% f	4 4%	0 1%	14 14% G	5 7%	10 18% k	0 2%	11 9%	4 13%	3 4%	12 14% n	9 17%	3 9%	3 5%	13 15% t	2 4%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q39. How long have you lived at your current address? (Base: Total Sample)
TEST AREA

												AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	AGE			GENDER		HOME		INITIAL SEPARATE PREFERENCE												
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Less than one year	10 7%	10 14%	-	0 1%	4 5%	7 8%	4 10%	7 7%	6 9%	4 8%	0 1%	10 9%	-	7 10%	3 4%	3 6%	4 11%	3 5%	9 11%	1 1%
One to three years	23 15%	15 21%	7 18%	1 2%	18 26%	5 6%	-	22 22%	12 17%	7 13%	4 19%	15 12%	8 26%	12 18%	10 12%	12 24%	2 7%	8 13%	13 15%	9 15%
Four to five years	15 10%	13 18%	2 5%	-	6 9%	9 11%	2 6%	13 14%	10 14%	6 10%	-	14 12%	1 4%	6 10%	9 10%	11 21%	2 7%	2 3%	8 9%	7 12%
Six to 10 years	16 11%	12 16%	3 8%	1 2%	5 7%	11 13%	3 8%	13 13%	5 7%	10 18%	1 5%	11 10%	5 15%	3 5%	13 15%	2 4%	5 15%	9 14%	7 8%	9 15%
10 to 20 years	44 29%	19 25%	12 31%	13 34%	23 33%	21 25%	11 29%	27 28%	15 21%	16 30%	10 45%	34 28%	10 31%	17 25%	27 32%	6 12%	14 44%	23 37%	27 32%	15 24%
More than 20 years	43 28%	5 6%	14 38%	24 61%	13 19%	30 36%	17 47%	16 16%	22 33%	11 21%	6 28%	36 30%	8 24%	21 31%	22 26%	18 34%	5 15%	17 27%	22 25%	19 31%
Refused	0 *%	-	-	0 1%	0 *%	-	-	-	-	-	0 1%	0 *%	-	0 *%	-	-	0 1%	-	-	0 *%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q39. How long have you lived at your current address? (Base: Those responding)
TEST AREA

												AWARE YARD WASTE COMPOSTED		GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW		
	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE		SEP Strg Mod Fav	COMB Strg Mod Fav	Yes	No/DK	Yes	No/DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	Total Test	Under 55	55-64	65+	Male	Fe-male	Under \$75K	\$75k Over	Neu-tral												
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61	
UNWEIGHTED TOTAL	149	41	30	78	61	88	42	78	67	52	22	119	30	66	83	45	34	67	80	64	
Less than one year	10 7%	10 14%	-	0 1%	4 5%	7 8%	4 10%	7 7%	6 9%	4 8%	0 1%	10 9%	-	7 10%	3 4%	3 6%	4 12%	3 5%	9 11%	1 2%	
One to three years	23 15%	15 21%	7 18%	1 2%	18 26%	5 6%	-	22 22%	12 17%	7 13%	4 20%	15 12%	8 26%	12 18%	10 12%	12 24%	2 7%	8 13%	13 15%	9 15%	
Four to five years	15 10%	13 18%	2 5%	-	6 9%	9 11%	2 6%	13 14%	10 14%	6 10%	-	14 12%	1 4%	6 10%	9 10%	11 21%	2 7%	2 3%	8 9%	7 12%	
Six to 10 years	16 11%	12 16%	3 8%	1 2%	5 7%	11 13%	3 8%	13 13%	5 7%	10 18%	1 5%	11 10%	5 15%	3 5%	13 15%	2 4%	5 15%	9 14%	7 8%	9 15%	
10 to 20 years	44 29%	19 25%	12 31%	13 34%	23 33%	21 25%	11 29%	27 28%	15 21%	16 30%	10 45%	34 28%	10 31%	17 25%	27 32%	6 12%	14 44%	23 37%	27 32%	15 24%	
More than 20 years	43 28%	5 6%	14 38%	24 61%	13 19%	30 36%	17 47%	16 16%	22 33%	11 21%	6 28%	36 30%	8 24%	21 31%	22 26%	18 34%	5 16%	17 27%	22 25%	19 32%	

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q40. Have you ever lived in another city where garbage collection services were different than they are in Omaha? (Base: Total Sample)
TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Yes	56 37%	24 33%	17 46%	15 37%	34 48%	23 28%	10 27%	36 37%	28 41%	20 36%	6 28%	45 37%	11 37%	28 42%	28 33%	19 36%	13 40%	23 37%	31 36%	23 37%
No	92 61%	50 67%	18 49%	24 60%	34 48%	59 72%	27 73%	59 61%	40 58%	35 64%	13 62%	74 62%	18 57%	39 58%	53 63%	33 63%	19 59%	38 60%	53 61%	38 62%
Don't know	3 2%	-	2 5%	1 2%	2 3%	1 1%	-	2 2%	1 1%	-	2 10%	1 1%	2 6%	0 *	3 3%	0 1%	0 1%	2 4%	2 3%	0 *

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q41. Would your total household income, before taxes, for all persons in your household be ...
(Base: Total Sample)

TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	151	74	37	40	69	82	36	97	69	54	21	120	31	67	84	53	32	63	86	61
UNWEIGHTED TOTAL	150	41	30	79	62	88	42	78	67	52	23	120	30	67	83	45	35	67	80	65
Under \$25,000	1 1%	-	-	1 3%	1 2%	-	1 3%	-	-	-	1 5%	1 1%	-	1 2%	-	-	-	1 2%	1 1%	-
\$25,000 to \$49,999	16 11%	3 4%	5 12%	9 22%	3 5%	13 16%	16 45%	-	7 9%	8 14%	2 11%	13 11%	4 12%	7 11%	9 11%	6 11%	1 3%	9 15%	8 9%	8 13%
				B																
\$50,000 to \$74,999	19 12%	8 11%	2 7%	8 21%	6 9%	12 15%	19 52%	-	9 13%	5 10%	4 21%	14 12%	4 14%	12 18%	7 8%	5 9%	6 19%	8 13%	14 17%	4 7%
				C																
\$75,000 to \$100,000	39 26%	20 27%	10 28%	8 20%	19 28%	19 24%	-	39 40%	19 28%	10 18%	8 37%	29 24%	10 32%	18 27%	20 24%	19 35%	5 16%	15 23%	26 30%	11 17%
Over \$100,000	58 38%	39 53%	14 37%	5 12%	31 44%	27 33%	-	58 60%	29 42%	24 44%	3 16%	48 40%	10 32%	22 32%	36 43%	20 38%	15 47%	21 33%	30 34%	27 44%
				D					K	K										
Refused	18 12%	3 4%	6 16%	9 23%	8 12%	10 12%	-	-	6 8%	8 15%	2 11%	15 13%	3 10%	7 10%	12 14%	4 7%	5 14%	9 15%	7 8%	11 18%
				B																

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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Lower case letters indicate significance at the 90% level.

(16188) (BC)

SCS ENGINEERS - OMAHA WASTE MANAGEMENT STUDY - WEIGHTED TEST AREA RESULTS

Q41. Would your total household income, before taxes, for all persons in your household be ...

(Base: Those responding)

TEST AREA

	AGE				GENDER		HOME		INITIAL SEPARATE PREFERENCE			AWARE YARD WASTE COMPOSTED		AWARE GAS FROM LANDFILL PROVIDES POWER		FUTURE OF OMA-GRO PREFERENCE			PAY AS YOU THROW	
	Total Test	Under 55	55- 64	65+	Male	Fe- male	Under \$75K	\$75K Over	SEP Strg Mod Fav	Neu- tral	COMB Strg Mod Fav	Yes	No/ DK	Yes	No/ DK	Cont	Elim	No Pref	Strg Mod Fav	Strg Mod Opp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	133	71	31	31	61	72	36	97	63	47	19	105	28	60	72	49	28	54	79	50
UNWEIGHTED TOTAL	120	38	25	57	49	71	42	78	57	40	19	96	24	53	67	36	28	55	67	49
Under \$25,000	1 1%	-	-	1 3%	1 2%	-	1 3%	-	-	-	1 6%	1 1%	-	1 2%	-	-	-	1 2%	1 1%	-
\$25,000 to \$49,999	16 12%	3 5%	5 15%	9 28%	3 6%	13 18%	16 45%	-	7 10%	8 16%	2 12%	13 12%	4 13%	7 12%	9 12%	6 12%	1 4%	9 18%	8 10%	8 16%
				B																
\$50,000 to \$74,999	19 14%	8 11%	2 8%	8 27%	6 11%	12 17%	19 52%	-	9 14%	5 11%	4 23%	14 14%	4 15%	12 20%	7 9%	5 9%	6 22%	8 15%	14 18%	4 9%
				bC																
\$75,000 to \$100,000	39 29%	20 29%	10 33%	8 26%	19 32%	19 27%	-	39 40%	19 31%	10 21%	8 42%	29 27%	10 36%	18 30%	20 28%	19 38%	5 19%	15 27%	26 33%	11 21%
Over \$100,000	58 44%	39 56%	14 44%	5 15%	31 50%	27 38%	-	58 60%	29 45%	24 52%	3 17%	48 46%	10 36%	22 36%	36 50%	20 41%	15 55%	21 38%	30 37%	27 54%
		D	D						K	K										

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQR/ST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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(16188) (BC)