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To: Interested parties

From: Jim Williams, Public Policy Polling

Subject: Pay-As-You-Throw popular among towns and cities across the U.S.

Pay-As-You-Throw, the program that brings utility pricing to solid waste services by allowing individuals to pay per bag for the amount of garbage they throw away, has garnered high rates of user satisfaction from towns and cities where the program has already been implemented.

Findings were robust among many different demographics—users across all income levels preferred Pay-As-You-Throw over their old system, and a large majority of users from urban, suburban, and rural backgrounds had favorable opinions of Pay-As-You-Throw.

Across 11 diverse municipalities, 79% of users have a favorable opinion overall of Pay-As-You-Throw, and 52% have a very favorable opinion. Users also have confidence in the effectiveness of Pay-As-You-Throw, with 89% saying it is performing better than or as well as they expected.

Over 75% of users agreed that implementing the Pay-As-You-Throw program would make them either more likely to vote for their public officials, or it wouldn't make a difference.

Users see Pay-As-You-Throw as a fair system for paying for trash services, with 68% saying they think it is fair.

Pay-As-You-Throw scores high for having both a positive financial impact and a positive environmental impact. 50% of Pay-As-You-Throw users believe the financial impact on their community has been positive, compared to only 13% who said it has been negative. And 62% of Pay-As-You-Throw users agree that the program has had a positive environmental impact on their community, compared to only 10% who said it has been negative.

From a participation standpoint, 74% of users think Pay-As-You-Throw is not difficult to take part in, and 67% say Pay-As-You-Throw is easier than they thought it would be. 67% say Pay-As-You-Throw bags are affordable for them. This finding holds true in all income levels, with a majority saying the bags are affordable even in households earning under \$30,000 a year.

PPP surveyed 991 Pay-As-You-Throw users from February 21st to 25th, 2014. The margin of error for the survey is +/- 3.1%. PPP's surveys are conducted through automated telephone interviews.