

Model Bid Specification for Phone Survey Research

A Community-Based Social Marketing Tool
for Increasing Participation in Recycling and
Waste Reduction

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The Context - Community-Based Social Marketing

The tools developed in this document are presented in the context of their use in community-based social marketing (CBSM). CBSM is an approach to fostering environmentally-friendly behavior in which promoters identify the barriers and motivations associated with engaging in a particular activity. They then design a strategy to overcome the barriers and strengthen the motivations, using knowledge from the social sciences. The strategy is piloted to test its effectiveness and later evaluated when it is implemented on a broader scale.¹ More information about CBSM can be found at <http://www.state.ma.us/dep/recycle/recycle.htm> Click on “Motivating People to Recycle.” **[Note: this link is not active yet.]**

Developing a CBSM strategy to increase participation in your program begins with identifying the barriers that inhibit individuals in your community from engaging in the activity, and understanding what motivates people to take part. Phone survey research is the third step of a three-step process that will enhance your understanding of how residents view the behavior that you are promoting.

Step 1: Literature Review

Reviewing research carried out in other locales will provide you with information about potential barriers and motivations experienced by residents in your community. Literature reviews have been conducted for a number of recycling and waste reduction activities. They can be found at <http://www.state.ma.us/dep/recycle/recycle.htm>. Click on “Motivating People to Recycle” and look for a section entitled “Barrier/Motivation Inventories.” **[Note: This web link is not active yet.]** The community-based social marketing resources at the site will also provide you with guidance for conducting a literature review of your own, if necessary.

Step 2: Focus Group Research

Focus group research is conducted to explore in-depth the attitudes and behaviors of community members regarding the activity.² A focus group consists of six to ten participants who have been paid to discuss issues that have been identified in other locales as relevant to the activity in question. The goal is to determine how residents of

¹ McKenzie-Mohr, D. (2000). Fostering Sustainable Behavior Through Community-Based Social Marketing. *American Psychologist*, 55(5), 531-537.

² McKenzie-Mohr, D. (1999). *Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing*. Gabriola Island, British Columbia: New Society Publishers. p20.

your community view these issues and also to understand what words, phrases and concepts they use when speaking about the topic.³

Focus group research does have limitations, however. The small number of participants makes generalizing the results to the larger community unwise, and, while interviewing individuals in groups is cost-effective, members of a focus group can have a substantial impact on what opinions are expressed. Where possible, focus group research should be followed by a larger phone survey of residents in order to better understand the views of the community as a whole. Focus group research will help ensure that the phone survey will be well constructed and that questions contained in the survey will be readily understood by the respondents.⁴

Instructions for conducting focus group research in-house and model bid specifications for contracting for focus group research can be found at <http://www.state.ma.us/dep/recycle/recycle.htm>. Click on “Motivating People to Recycle” and look for a section entitled “Research Tools.” **[Note: This web link is not active yet.]**

Step 3: Phone Survey Research

Phone surveys are not the only way to gain a representative, community-wide picture of the beliefs and behaviors regarding the activity you wish to promote. In-depth person-to-person interviews and mailed surveys are also used to accomplish the same goal. However, phone surveys have a number of advantages over these other methods. A phone survey is less expensive to conduct and can be completed in a much shorter period of time than can person-to-person interviews. Compared with a mailed survey, it is possible to obtain a much higher response rate with a phone survey, providing a more accurate assessment of community attitudes and behavior. Further, those individuals who choose not to participate in the phone survey can be asked to complete a brief refusal survey. A refusal survey consists of three to four questions that are also found in the complete survey (e.g. how frequently does your household recycle?). The refusal survey usually takes no more than half a minute to complete. Because the refusal survey is so brief, about 50% of individuals who wish not to participate in the full survey will generally agree to complete the briefer refusal survey. By comparing the replies of refusal survey respondents with those of full survey respondents, potential differences between respondents and non-respondents can be explored. If no differences exist between the two sets of replies, the results of the full survey can be considered to be representative of your community. If there are differences, greater caution is warranted in generalizing the results.⁵

Additional advantages of phone surveys include:⁶

- Random digit dialing of community residents is possible (ensures a random sample of community residents).
- Phone access to otherwise difficult-to-reach populations is possible (e.g., high rise apartments, rural households).

³ McKenzie-Mohr, D. (1999) p27.

⁴ McKenzie-Mohr, D. (1999) p30-31.

⁵ McKenzie-Mohr, D. (1999) p31 & 34; McKenzie-Mohr, D. Fostering Sustainable Behavior Workshop. Northampton, MA, March 18, 2002. (for the approximate percentage of people who will respond to a refusal survey)

⁶ McKenzie-Mohr, D. (1999) p34.

- Phone surveys are relatively easy to staff and manage. Compared with personal interviews, fewer staff are needed, the staff need not be near the sample geographically, and supervision and quality control are easier.

In addition to enhancing your understanding of community-wide views on the activity you are promoting, phone surveys can also be used to quickly assess residents' initial reaction to a potential CBSM strategy. Finally, in situations where many barriers and motivations influence people's participation in an activity, phone surveys can help you identify the most important, so that scarce program resources can be most effectively targeted to increase participation.

Section

2

Contracting for Phone Survey Research Services

Of the three steps for identifying barriers and motivations, phone survey research benefits the most from the specialized expertise that can be provided by a market research firm. It is important, for example, that the survey questions be designed so that they do not lead the respondent to answer in a particular way. Analyzing the results of the survey requires a background in statistics. If you have limited funds for the barrier/motivation identification process, contracting for phone survey research is the place to use them.

Model Specification

The following specification for phone survey research has been developed as a model. Keep in mind that the details in each section will change depending on the waste reduction activity that you are promoting. However, the section headings provide guidance on the categories of information that you will want to provide to potential contractors. The Scope of Work lists the essential tasks involved in conducting a phone survey. The shaded text describes a variety of options to consider as you modify the specification to meet your own needs. Shaded text also outlines steps that you will want to take to ensure that the phone survey is carried out as effectively as possible.

Anytown Department of Public Works

Request for Quotes for Phone Survey Research

Background

A 1999 survey of Anytown residents indicated that residents strongly supported increasing the frequency of curbside collection from every other week to weekly collection, even though they were informed during the survey that it would cost taxpayers substantially more. Accordingly, in the fall of 2000 the Town made this change, increasing its collection costs by \$250,000 per year in the process. Tonnage increased dramatically during the first few months of weekly curbside collection, but has since subsided to the same levels observed during every-other-week collection. Anytown made a strong financial commitment to waste diversion. Now it is important that the Town increase its recycling rate. A variety of information intensive initiatives have been tried over the last year including newspaper articles and paid ads, a Town-wide postcard, and flyers distributed to school children, in utility bills and in recycling bins. Given the lack of success of these initiatives, the Town's administration believes it is particularly important to uncover the barriers and motivations associated with participation in the curbside program in order to guide future promotional efforts. Therefore, the Town is interested in designing a strategy to increase participation using community-based social marketing (CBSM) techniques.

A variety of tools are used in the process of planning a program using CBSM techniques. Literature reviews, focus groups, and phone surveys are used to uncover the barriers and motivations associated with various waste reduction activities. Once the barriers and motivations are identified, a strategy is developed to overcome the barriers and strengthen the motivations. The strategy utilizes behavior change tools such as: commitment techniques, prompts, community norms, persuasive communication, incentives, modeling and social diffusion. Focus groups, and small-scale pilots are then used to refine and test behavior change strategies. Baseline and follow up measurements are used to evaluate the pilots. More information about CBSM can be found at www.cbsm.com or at <http://www.state.ma.us/dep/recycle/recycle.htm>. Click on "Motivating People to Recycle."

[Note: this link is not active yet.]

In order to develop questions for focus group research in Anytown, the Town utilized a barrier/motivation inventory for recycling that was compiled by the Massachusetts Department of Environmental Protection (DEP). The inventory was based on a review of the academic and trade literature on recycling, including focus group and phone survey research conducted by DEP. Focus group research was carried out for Anytown by Anymarketresearchfirm, Inc. Both the barrier/motivation inventory and the focus group research report are attached to this specification.⁷ The Town is now seeking a qualified market research firm to conduct a phone survey of Anytown residents.

The following items are among those that you may want to provide as background for potential contractors:

- The impetus for increasing participation in the activity that you are promoting;

⁷ In order to avoid a document of excessive length, the barrier/motivation inventory and focus group report are not attached to the sample specification presented here. However, samples of these types of documents can be viewed at DEP's website at <http://www.state.ma.us/dep/recycle/recycle.htm>. Click on "Motivating People to Recycle." **[Note: This web link is not active yet.]** Look in the section entitled "Barrier/Motivation Inventories" for the curbside and drop-off recycling inventory. Look in the section entitled "Pilot Project Reports" for the focus group research report. It is contained in Appendix A of the Waltham Pilot Report.

- A brief description of prior initiatives to increase participation;
- A brief description of the CBSM process and

- A description of the research that has been done to date to identify barriers and motivations associated with the activity. Provide copies of the research as part of the Request for Quotes.

Goals

The Town will use the results of the phone survey research to guide the development of a strategy to:

- 1) Encourage people who are not presently recycling to begin doing so, and
- 2) Encourage current recyclers to recycle more material.

Research Objectives

To enable the Town to accomplish its goals, the phone survey should achieve the following objectives:

Primary objective: Determine if the barriers and motivations identified in the literature review and focus group research represent those experienced by Anytown's residential population as a whole.

Secondary objectives: 1) determine what factors distinguish recyclers from non-recyclers; 2) determine which factors most strongly influence residents' recycling habits and 3) gauge residents' initial reaction to a proposed social marketing strategy.

Stating your goals and research objectives ensures that you have thought carefully about what you want the survey to measure, and communicates your purpose clearly to potential vendors. In addition, you can share your statement of purpose with municipal decision makers. You will be spending considerable resources to have the survey conducted. You want to make sure, before you begin this process, that those who have a stake in the results are all onboard regarding what the survey is to accomplish.⁸

Giving priorities to different objectives of a survey will assist the contractor in deciding how many questions to devote to each task that the survey is to perform. Also note that a comparison between two groups is called for. In other words, the sample of residents called will need to include both recyclers and non-recyclers.⁹

Topics to Be Addressed

Conducting both a literature review and focus group research will provide you with the most accurate information about the barriers and motivations that need to be explored with the whole community via a telephone survey. However, financial and time constraints do not always allow all of this background research to be done. In this case, the priority should be to compile a comprehensive list of the potential

⁸ Mckenzie-Mohr, D. (1999) p36.

⁹ Mckenzie-Mohr, D. (1999) p36.

barriers and motivations associated with an activity. Reviewing research conducted in other locales is the best way to accomplish this task. (Check DEP's website to determine if a review has already been done for the activity you are promoting.) The literature review could be supplemented by informal conversations with interested residents and municipal officials in order to identify potential community-specific factors.

As an alternative to doing a literature review in-house, it is also common to request that the phone survey contractor compile the list of survey topics by reviewing relevant studies to which they have access.

The topics to be addressed in the survey include, but are not limited to:

- 1) Recycling behavior**, including the frequency with which residents participate in curbside recycling and the percentage of each material generated that the household recycles (e.g. if household recycles 50% of their newspaper, the answer would be 50%);

Regardless of the behavior you are promoting, inquiring about residents' involvement in the activity will help you understand how people participate in it. It will be necessary if you are asking the contractor to use multivariate statistics to determine the factors that distinguish participants from non-participants, or to determine which factors most strongly influence residents' behavior with regard to the activity. (See item 6 in the Scope of Work.)

- 2) Knowledge of recycling** (papers/containers and yard waste), including what is recyclable, and how often the Town picks up;
- 3) Recycling information**, including recollections of receiving information from the Town, whether residents typically open mail that comes in an envelope with a Town seal; behaviors around keeping the information and referring to it, and overall perception of the adequacy of recycling information provided by the Town;
- 4) Convenience of recycling**, including concerns about odors and pests associated with the storage of recyclables; preference for larger container, or container on wheels, ease of finding a place to store the recycling container, ease of moving it to the curb; and ease of following the collection schedule;
- 5) Motivations for recycling**, including motivational value of information on types of products that are made from recyclables; expectations of friends and family regarding recycling participation and beliefs about environmental benefits of recycling;

Most of the survey topics will deal with barriers and motivations that were uncovered in the literature review and/or focus group research for the activity of interest.

- 6) Reaction to potential strategy:** Value of having a sticker on the side of the recycling container that indicates what can be recycled and

Your literature review and/or focus group research may uncover a prominent barrier or motivation associated with the activity you are promoting. Phone survey research will help confirm its importance for the community as a whole. In addition, if a preliminary idea exists regarding a strategy to overcome the barrier or strengthen the motivation, it is worth including a question in the phone survey in order to assess the strategy's potential acceptance.

7) **Demographics** of respondent.

In some cases, your literature search will reveal demographic characteristics that appear to be related to people's tendency to engage in the activity you are promoting. You will want to be sure these characteristics are included in your survey. Otherwise, the contractor should be able to suggest a standard set of demographic questions to include in the survey.

Note that as you develop a list of items to be included in the survey, you are not concerned with writing questions, only with determining the "themes" that will be covered in the questionnaire. Most of the items on your list should come from what you have learned from the literature review and from your focus groups. Once you have created a comprehensive list, organize it into logical groupings. Finally, once you have grouped the items on your list, you are ready to check them against your "research objectives." You want to determine if each item furthers the purpose of your survey. If it doesn't, it should be eliminated.¹⁰ The final list will provide clear guidance to potential vendors on the insights you hope to gain from the survey. The contractor may suggest additional topics after reviewing the barrier/motivation research.

Scope of Work

The Town wishes to contract with a market research firm to complete the following scope of work:

- 1) Develop a phone survey to accomplish the research objectives outlined above. The survey should address the seven topics listed above and should draw upon the attached barrier/motivation inventory and focus group research report for further information. The survey must be provided to the Town for its review and comment before it is finalized. The Town must sign off on the final version before the survey is piloted.
- 2) Develop a refusal survey to be administered to those who wish not to participate in the full survey.

Conversations with market research firms on state contract indicate that conducting refusal surveys is not a common practice among them. It may be worthwhile to include the definition and purpose of a refusal survey in the scope of work.

¹⁰ Mckenzie-Mohr, D. (1999) p37.

Research firms may suggest “weighting” the survey responses instead of doing a refusal survey. Weighting involves first comparing the demographics of the survey respondents to the demographics of the population being surveyed. If the demographics are different, the researcher can adjust the “weights” that the responses from various groups are given in calculating the average response to a question on recycling beliefs or behavior. The assumption is that the adjustment results in an average response that is more representative of the community’s population. However, in administering a refusal survey, those who do not wish to participate in the full survey are asked one or two direct questions about beliefs and behavior. The recycling beliefs and behavior of full survey respondents and non-respondents can therefore be explicitly compared.

- 3) Pilot the survey in order to a) ensure clarity in the wording and order of questions and b) ensure that each survey can be administered in the target time.**

Experts differ on the upper limit for survey length. Some say each survey should take no longer than 10 minutes to administer;¹¹ others say 15 minutes is an acceptable upper limit.¹²

- 4) Select the sample.** The target audience is the 20,400 Anytown households who recycle by setting 14-18 gallon recycling bins at the curb. Anytown households who deposit recyclables in totes in a centralized location in their building are excluded from the target audience. The percentage of these households participating in the recycling program is unknown, however Anytown recycled about 20% (including yard waste) of its residential waste stream in FY02. The Town desires the results to have a margin of error of no more than $\pm 4.5\%$ at a confidence level of 95%.

The more completely you can describe your target audience, the better. If you can provide details such as the percentage of eligible residents who participate in the activity you are promoting, it will help potential vendors calculate the cost of reaching the necessary sample of respondents.

When the contractor “selects the sample,” one of the things they will do is determine the sample size. That is, they will figure out how many survey responses they will need in order to discern statistical differences based on the margin of error, confidence level and type of analyses that you specify.

Understanding Margin of Error and Confidence Level

Suppose that the researchers who conduct the survey report that the recyclers surveyed could name seven recyclable items on average, whereas non-recyclers could name only four. Because the researchers surveyed only a sample of the community and not the entire community, it is not expected that the answers obtained from the sample are going to exactly match the answers that would have been obtained if they had been able to survey the entire population.¹³ The amount by which the sample’s answers might be different than the community’s answers is known as the margin of error, or sampling error. If the margin of error is $\pm 4.5\%$, the recyclers in the community might actually be able to name anywhere from 6.7 to 7.3 recyclable items, on average.

¹¹ McKenzie-Mohr, D. (1999) p37.

¹² Chernoff, M. (2002, September 30). Market Street Research. Telephone Interview.

¹³ Gravetter, F.J. & Wallnau, L.B. (1999). *Essentials of Statistics for the Behavioral Sciences*. (3rd ed.). Pacific Grove, CA. Brooks/Cole Publishing Co. p160.

What margin of error should you specify? A margin of error of 3% or of 4.5% is common. The smaller the margin of error, the larger the sample size will need to be (and hence the higher the cost of conducting the survey).¹⁴

In their report, the researchers also say that the difference in the number of items recalled by recyclers and non-recyclers is statistically significant. What is meant by the term statistically significant? The term indicates that the result is different than what would be expected due to chance.¹⁵ That is, if you surveyed any two random groups of people, you would not expect to see this result. In other words, this is a meaningful difference between recyclers and non-recyclers. But, how confident are the researchers that the result didn't happen by chance? A statistically significant result reported at the 95% confidence level means that the researchers are 95% sure that the result isn't just a chance occurrence. It is common to specify a 95% confidence level in research of this type.¹⁶

- 5) Conduct the survey.
- 6) Analyze the data. Secondary research objectives (1) and (2) should be accomplished using multivariate statistics.

There is more than one statistical method that can be used to determine the factors that distinguish between groups (in this case, between recyclers and non-recyclers) and to analyze the relative importance of these factors.¹⁷ However multivariate statistics is the best method to use for these purposes. You will need to specify that multivariate statistics should be used to accomplish these particular types of research objectives.

- 7) Prepare a report on the findings. The findings should include an assessment of the generalizability of the survey results based on a comparison of the responses of refusal survey participants with those of full survey participants.

Time Line and Client Process

The final report must be delivered to the Town of Anytown in electronic and paper form by [date]. Paper reports must be printed double-sided on 30% post-consumer recycled paper. The Town of Anytown will require two weeks to review the draft phone survey and provide feedback to the contractor before the phone survey is piloted. Two weeks will also be required for the Town to review and comment on the research report before it is finalized.

Budget

The Town of Anytown has allocated up to \$18,000 for phone survey research. The Town urges potential vendors to quote competitively, as cost will be an important consideration in determining the awardee.

¹⁴ McKenzie-Mohr, D. (2002, October 11). McKenzie-Mohr Associates. Telephone Interview.

¹⁵ Gravetter, F.J. & Wallnau, L.B. p201.

¹⁶ McKenzie-Mohr, D. (2002, October 11). McKenzie-Mohr Associates. Telephone Interview.

¹⁷ McKenzie-Mohr, D. (1999) p41.

The parameters of phone survey research projects are much more likely to be determined by budget constraints than by statistical or technological limitations. For this reason, it is important to give potential vendors a clear idea of what your project resources are. However, reminding them that cost is a consideration sends the signal that automatically submitting a quote at your upper limit is likely to put them at a disadvantage.

Quote Submission

1. Questions regarding this bid specification must be submitted to Anytown at the address or fax number below by [date].
2. Responses to all questions will be provided to all potential vendors by [date].

When procuring phone survey research services, it is important to provide a mechanism for potential vendors to clarify their understanding of your goals, research objectives, topics of interest and scope of work. Vendors may interpret your meaning differently due to varying levels of experience with the activity you are promoting. Furthermore, there may be more than one method of carrying out some aspects of the scope of work. The vendor will be better able to propose the most appropriate method if they thoroughly understand your needs.

3. Quotes must be submitted by 5pm on [date] to Anytown's Recycling Coordinator at the address or fax number below.

100 School St.
Anytown, MA 02000
Ph: 781-000-0000
Fax: 781-111-1111
Recycle@anytown.ma.us

4. A contract will be awarded by [date].
5. Potential vendors must provide:
 - a description (up to two pages) of the methods they will use to complete the scope of work; including the survey length (in minutes per completed survey); the number of surveys that the vendor intends to complete and a time line showing when project milestones will be completed.

The survey length and the number of surveys that the vendor intends to complete will have a significant impact upon the cost of the project. Requesting this information as part of the project description will help you understand the differences among the prices offered. A firm charging a higher price may have based their proposal on a longer survey and/or a larger survey sample. If you are impressed with the qualifications of this higher priced firm, you may want to talk with them about the trade-offs involved in reducing the survey length or sample size.

- a one page description of the background/experience of the staff that will be conducting the phone survey research and
- three references for prior phone survey research projects that the staff has conducted, with contact names and phone numbers.

PRICE SUMMARY FORM

Potential vendors are invited to submit prices based on:

- 1) the minimum sample size required to carry out the statistical analyses necessary to achieve the research objectives;
- 2) the optimal sample size needed to best achieve the research objectives;
- 3) an alternative sample size that the vendor may wish to propose. If the vendor proposes an alternative sample size, a rationale for the sample size must be included in the project description.

All costs associated with the services set forth in the scope of work must be included in the total price. Prices must remain firm throughout the entire period during which work is being done.

Sample Size	State Sample Size Here	Total Price
Minimum Sample Size		\$
Optimal Sample Size		\$
Alternative Sample Size		\$

Name of company representative

Signature of company representative

Phone Number of company representative

Email Address of company representative

Name of company

Address of Company

Fax Number

Costs of Contracting for Phone Survey Research

The cost of phone survey research will vary depending on the sample size needed to achieve the research objectives, the characteristics of the target audience, the survey length and the margin of error and/or confidence level desired. As a point of reference, when a scope of work similar¹⁸ to the one described above was carried out in the City of Waltham, MA, the cost was about \$12,000. The sample size was 140 respondents. Three hundred forty seven households were contacted in order to obtain the 140 responses. Nineteen times out of twenty, a sample size of around 140 will be adequate for a community's purposes.¹⁹

The survey was carried out by students, under the supervision of their professor. It is quite possible that the cost would be higher if the scope of work were carried out by a market research firm. See page 14 for additional information on collaborating with universities to conduct phone survey research.

Identifying Potential Contractors

Focus group research services can be procured from market research firms on state contract. Here are two contracts that list pre-qualified firms. Some firms have specific competencies, and pricing can differ quite a bit. Soliciting quotes, references and information on background and experience is recommended. The instructions for locating the vendor list for the second contract is analogous to the instructions given for the first contract. (The instructions are subject to change.)

- **Department of Public Health contract dph-30002.** Contract end date is 6/30/2005.
 1. Go to www.comm-pass.com
 2. Scroll to very bottom of page and click on "Search" in the next to last box on the right;

¹⁸ The phone survey in Waltham did not attempt to accomplish the secondary research objectives (1) and (2) that are included in this specification. Most of the respondents to the Waltham phone survey identified themselves as recyclers. In order to accomplish secondary research objectives (1) and (2), it would have been necessary to have roughly equal numbers of recyclers and non-recyclers. The surveyors would have had to contact additional households in order to achieve a breakdown of this sort, thus increasing the cost of conducting the survey. The sample size for the survey would also have been affected by the fact that the analyses for these particular research objectives use multivariate statistics. Multivariate statistics require ten to fifteen responses for each barrier or motivation that is being investigated.

¹⁹ McKenzie-Mohr, D. Fostering Sustainable Behavior Workshop. Northampton, MA, March 18, 2002.

3. Type dph-30002 in the Contract Reference No. box;
4. Click on “search;”
5. Click on “Multi-departmental media services RFR;”
6. Scroll down and click on “Award Notice.” The firms that conduct market research are indicated with an FR (Formative Research and Evaluation)

- **Department of Environmental Protection contract RFR FY98-B** (Solid Waste and Recycling Consulting Services). Contract end date is 10/20/03. Consult with Brooke Nash (617-292-5984) for further guidance on firms that provide market research services.

It is also worthwhile to consider utilizing resources available at nearby universities. Professors of social psychology or environmental science may be interested in working with you on a phone survey in order to provide a hands-on research experience for their students. You may be able to decrease your costs by collaborating with the academic community. Furthermore, students who are passionate about the topic at hand are often more successful than a market research firm in persuading people to complete the survey. Finally, academic researchers may be more diligent than market research firms in pursuing refusal survey responses. Firms are often reluctant to risk triggering a negative response by asking people to complete a refusal survey.²⁰

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Questions about this model bid specification may be directed to Brooke Nash of the Massachusetts Department of Environmental Protection, Municipal Recycling Branch, at 617-292-5984.

This document was prepared by Aceti Associates of Arlington, MA.

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²⁰ McKenzie-Mohr, D. Fostering Sustainable Behavior Workshop. Northampton, MA, March 18, 2002.

Appendix A

Sample Phone Survey

Anytown Residential Recycling Telephone Survey

Hello. My name is _____. I am calling on behalf of the Town of Anytown. We are conducting a survey that looks at curbside recycling and yard waste collection. The information from this survey will be used to improve the delivery of these programs. We have randomly selected households to call in the Town, of which yours is one. Could I please speak to the member of your household who is primarily responsible for recycling? REPEAT INTRODUCTION IF ANOTHER PERSON COMES TO THE PHONE. The survey will take less than 10 minutes to complete. Would you be willing to participate?

IF RESPONDENT REPLIES THAT HE/SHE DOES NOT HAVE TIME TO COMPLETE THE SURVEY, ASK IF THERE IS A MORE CONVENIENT TIME WHEN YOU MIGHT CALL BACK. IF THE RESPONDENT DOES NOT WISH TO COMPLETE THE SURVEY AT ANOTHER TIME, ASK IF HE/SHE WOULD THEN BE WILLING TO COMPLETE A BRIEF SURVEY THAT WILL TAKE NO LONGER THAN HALF-A-MINUTE. EXPLAIN THAT THIS BRIEF SURVEY WILL ALLOW US TO DETERMINE DIFFERENCES BETWEEN THOSE WHO COMPLETE THE SURVEY, AND THOSE WHO DON'T.

Recycling Behaviors²¹

1. I'd like to begin by asking you a few questions regarding recycling. On a scale where "1" is "not at all" and "6" is "all the time," how frequently does your household participate in the curbside recycling program?

	not at all	all the time	dk	na				
participate in the curbside recycling program.	1	2	3	4	5	6	7	8

2. I am now going to read you a list of statements. For each statement, I would like you to give me a number between 1 and 6, where "1" is "strongly disagree" and "6" is "strongly agree."

	strongly disagree	strongly agree	dk	na				
a) I feel that I am knowledgeable regarding what can be recycled.	1	2	3	4	5	6	7	8
b) The information that was provided by the Town made it easy to know what could be recycled	1	2	3	4	5	6	7	8
c) I am satisfied with the range of materials that can be recycled.....	1	2	3	4	5	6	7	8
d) I would prefer a larger recycling container.....	1	2	3	4	5	6	7	8
e) Collecting recyclables creates odors	1	2	3	4	5	6	7	8
f) Collecting recyclables attracts pests, such as flies.....	1	2	3	4	5	6	7	8
g) I would prefer a recycling container that could be rolled to the curb.....	1	2	3	4	5	6	7	8
h) The recycling collection schedule is easy to follow	1	2	3	4	5	6	7	8
i) It is convenient for our household to recycle	1	2	3	4	5	6	7	8
j) It was easy to find a convenient location to store the container.....	1	2	3	4	5	6	7	8
k) It is easy to get the recycling container to the curb.....	1	2	3	4	5	6	7	8
l) I would be motivated to recycle more if the Town provided information on the types of products that are made from the materials I can recycle.....	1	2	3	4	5	6	7	8
m) Participating in the curbside recycling program is good for the environment	1	2	3	4	5	6	7	8
n) My friends expect our household to participate in the curbside recycling program	1	2	3	4	5	6	7	8
o) My family expects our household to participate in the curbside recycling program	1	2	3	4	5	6	7	8
p) Having a sticker on the side of the recycling container that indicated what can be recycled would make it easier to know what is recyclable.....	1	2	3	4	5	6	7	8

²¹ Throughout the survey "dk" and "na" stand for "don't know" and "not applicable," respectively.

3. Please name as many items as possible that can go in the recycling container. DO NOT READ LIST. CHECK OFF ONLY THOSE THAT ARE MENTIONED. IF THE RESPONDENT JUST MENTIONS A CATEGORY (E.G., PAPER) ASK HIM/HER TO SPECIFY WHAT TYPES OF PAPER CAN BE RECYCLED.

Glass

- glass food containers
 glass beverage containers

Metal Cans and Foil

- metal food cans
 aluminum pie plates and trays
 beverage cans (deposit/non-deposit)

Paper

- newspapers/inserts
 magazines & catalogues
 junk mail
 white and colored office paper
 telephone books
 cereal/cracker/shoe boxes
 books
 cardboard boxes

Plastic

- soda bottlesdk...na
 detergent bottles
 milk, juice or water jugs
 other plastic containers with a
 ,2,3,4,5,6,or 7 on the bottom...

Non-List Items Mentioned

4. Approximately what percentage of each of the following materials does your household recycle? For example, if your household recycled about half of all newspapers you would answer 50%.

	percentage	not applicable	don't know
a) Glass food containers	_____ %	na	dk
b) Glass beverage containers	_____ %	na	dk
c) Metal food cans such as soup, spaghetti sauce, and vegetable cans	_____ %	na	dk
d) Aluminum pie plates and trays	_____ %	na	dk
e) Beverage cans (both deposit and non-deposit)	_____ %	na	dk
f) Newspapers/inserts	_____ %	na	dk
g) Magazines and catalogues	_____ %	na	dk
h) Books	_____ %	na	dk
i) Junk mail	_____ %	na	dk
j) White and colored office paper	_____ %	na	dk
k) Telephone books	_____ %	na	dk
l) Cereal/cracker/shoe boxes	_____ %	na	dk
m) Phone Books	_____ %	na	dk
n) Cardboard boxes	_____ %	na	dk
o) Plastic soda bottles	_____ %	na	dk
p) Plastic detergent bottles	_____ %	na	dk
q) Plastic milk, juice or water jugs	_____ %	na	dk
r) Other plastic containers with a 1, 2, 3, 4, 5, 6 or 7 on the bottom	_____ %	na	dk

- | | weekly | biweekly | dk |
|--|------------|-----------|-----------|
| 5. Is curbside recycling in your neighborhood provided weekly or every other week? | 1 | 2 | 3 |
| | yes | no | dk |
| 6. Do you remember receiving information from the Town this year regarding curbside recycling? | 1 | 2 | 3 |

IF THE RESPONDENT ANSWERED "YES" TO Q6, ASK Q7. IF THEY ANSWERED "NO", SKIP TO Q9.

- | | | | |
|--|---|---|---|
| 7. Do you still have this information? | 1 | 2 | 3 |
|--|---|---|---|

IF THE RESPONDENT ANSWERED “YES” TO Q7, ASK Q8. IF THEY ANSWERED “NO”, SKIP TO Q9.

	not at all					all the time	dk	na
8. On a scale of 1 to 6, where 1 is “not at all” and “6” is “all the time,” how often do you refer to this information when you have questions about what can be recycled?	1	2	3	4	5	6	7	8

	open	throw	dk
9. In general, when you receive an envelope with the Town seal on it, do you open it and read it or treat it as junk mail and throw it away?	1	2	3

10. Are there any problems or concerns that you have with the present recycling collection services or information materials that were provided?

Yard Waste

I'd now like to ask about your household's experience with the curbside collection of yard waste.

11. Please name all of the yard waste items that you are aware of that can be collected at the curbside. DO NOT READ LIST. CHECK OFF ONLY THOSE THAT ARE MENTIONED. IF THE RESPONDENT JUST MENTIONS A CATEGORY (E.G., YARD WASTE) ASK HIM/HER TO SPECIFY WHAT TYPES OF YARD WASTE CAN BE PUT AT CURBSIDE.

Yard Waste

- grass clippings
- leaves
- weeds
- brush.....
- branches (under 2" in diameter)

Non-List Items Mentioned

	yes	no	dk
12. Is yard waste recycling in your neighborhood provided weekly or every other week?	1	2	3

Classification Section

Finally, just a few more questions for classification purposes.

13. Gender (DON'T ASK) male female

14. Which of the following age categories applies to you? Please stop me when I reach your category.

18-30.....	1	71-80.....	6
31-40.....	2	81-90.....	7
41-50.....	3	91-100.....	8
51-60.....	4	refusal	9
61-70.....	5		

15. What type of dwelling is your home? READ OPTIONS

a single-detached house	1	a suite within a house	5
a duplex or triplex (2 or 3 units attached).....	2	a mobile home	6
a row house or townhouse (3 or more units)	3	other (specify).....	7
an apartment building with 6 or more units.....	4	(don't know).....	8

16. Do you rent or own your home? rent own

17. Including yourself, please indicate the total number of people living in your household. _____

18. What is the highest level of education you have completed? Please stop me when I reach your category.

some public school	1	some university	5
graduated high school	2	graduated university	6
some college or technical	3	post-graduate studies	7
graduated college or technical.....	4	refusal.....	8

Thank you for your time and cooperation in completing this survey.