

Behavior Study Infographic Outline

C+C will develop an infographic from data pulled from the 2013 recycling Behavior Study. The infographic will emphasize the importance of continuing to improve in recycling and composting, with the core message that we in the Northwest believe we are great recyclers, but there is still more we can do to improve.

Data presented in the infographic will include:

People think recycling is important and rate it a 9 on importance scale from 0 to 10

98 percent of households have recyclable material in their trash

The materials most mishandled by WM customers:

1. Food scraps and food-soiled paper
 - a. Almost all households had this in their garbage (more than 95%)
2. Mixed paper such as junk mail, magazine, detergent boxes
 - a. 9 out of 10 had this in their garbage (nearly 90%)
3. Plastics such as water bottles, yogurt and liquid soap containers
 - a. 9 out of 10 had this in their garbage (85.3%)
4. Coated containers such as ice cream, soy milk and juice boxes
 - a. 6 out of 10 had this in their garbage (64.4%)

Food scraps make up 30% of garbage by weight

Calls to action for infographic:

To help people improve their recycling habits, the infographic could include tips about learning the rules of recycling and point people to resources like the upcoming ReCollect app or recycling guidelines. Tips like placing recycling containers in bedrooms, home office, etc. or using a kitchen compost container could also be included.

Next steps:

- Set timeline/budget
- Coordinate creative/branding
- Finalize statistics/data to pull
- Infographic development/review