



## City of Palm Bay / Waste Management Cart Collection Satisfaction Survey

Conducted by telephone by Global Marketing Research Services  
October 1-2, 2011; 558 responses; 95% confidence rate; 4.1% margin of error

- **71.7% agree the new cart collection program to be more convenient** than the old method (30.3% strongly agree).
- **85.5% agree the carts keep their neighborhood cleaner** by preventing animals from tearing bags, trash blowing, etc (40.7% strongly agree).
- **86.4% agree the carts are more visually pleasing in their neighborhood** than the old method (41.4% strongly agree).
- **78.1% agree they are recycling more** with the new recycling cart than they were with 14 gallon bins (45.9% strongly agree).
- **79.0% indicate their satisfaction with the new cart system over the old method (39.6% very satisfied).**
- **79.0% indicate they want to maintain the current once-weekly collection schedule, versus twice-weekly collection for a higher cost.**

Top comments for those satisfied (441 respondents) or unsatisfied (117 respondents) with the changes:

<b>SATISFIED (65)-</b>	RECYCLING IS BETTER/MUCH EASIER TO SEPARATE/ MAKES PEOPLE RECYCLE MORE/BETTER FOR THE ENVIRONMENT
<b>SATISFIED (63)-</b>	THE SIZE/THE BINS/CONTAINERS ARE BIGGER/LARGER
<b>SATISFIED (60)-</b>	IT'S MORE CLEAN/LESS MESS/KEEPS ODOR OUT
<b>UNSATISFIED (56)-</b>	ONCE PER WEEK PICK UP ISN'T ENOUGH/ TWICE A WEEK WOULD BE BETTER
<b>SATISFIED (42)-</b>	IT'S ON WHEELS/EASIER TO ROLL
<b>SATISFIED (41)-</b>	IT'S EASIER TO MOVE/MANEUVER/HANDLE/CARRYOUT
<b>SATISFIED (37)-</b>	CONVENIENCE/IT IS MORE CONVENIENT
<b>SATISFIED (36)-</b>	THE NEW CART SERVICE IS WORKING GOOD/GREAT/I'M SATISFIED/I LIKE IT
<b>SATISFIED (30)-</b>	I CAN STORE ALOT MORE GARBAGE/IT HOLDS MORE TRASH
<b>SATISFIED (29)-</b>	THEY LOOK BETTER/NICER/ MORE ATTRACTIVE FOR THE NEIGHBORHOOD
<b>SATISFIED (26)-</b>	THEY HAVE LIDS/GOOD QUALITY LIDS IT'S EASIER
<b>UNSATISFIED (26)-</b>	FLIES/ANTS INFESTING THE TRASH/THERE ARE TOO MANY BUGS
<b>SATISFIED (24)-</b>	KEEPS THE ANIMALS OUT OF THE TRASH
<b>UNSATISFIED (17)-</b>	THE CARTS ARE TOO BIG/LARGE/BULKY
<b>SATISFIED (14)-</b>	I LIKE BEING ABLE TO HAVE JUST ONE WEEK PICK UP INSTEAD OF TWICE A WEEK