



kessler consulting inc.
innovative waste solutions

Participation Barriers to Recycling in Urban Environments Focus Group Snapshot • March 2008

East Tampa

- Interested
- Aware
- Caring
- Receptive

Gender

50% male
50% female
- 60% with children at home

Marital Status

60% single
10% married
20% divorced/separated
10% widowed

Age

50% under 35 years old
0% 35 - 45 years old
50% 45 years & older

Ethnicity

10% Caucasian/white
70% African-American/black
20% Hispanic/Latino
0% prefer not to answer

Income

10% less than \$10,000
40% between \$10,000-\$20,000
40% between \$20,000-\$30,000
10% prefer not to answer

Education

0% grade school
20% some high school
30% high school graduate
20% some college
10% college graduate
10% post graduate

Employment

60% some type of employment
40% not employed

Sulphur Springs

- Apathetic
- Disconnected
- Uneducated
- Uninterested

Gender

20% male
80% female
- 70% with children at home

Marital Status

70% single
10% married
20% divorced/separated
0% widowed

Age

60% under 35 years old
10% 35 - 44 years old
30% 45 years & older

Ethnicity

0% Caucasian/white
80% African-American/black
10% Hispanic/Latino
10% prefer not to answer

Income

30% less than \$10,000
40% between \$10,000-\$20,000
10% between \$20,000-\$30,000
10% prefer not to answer

Education

10% grade school
10% some high school
50% high school graduate
30% some college
0% college graduate
0% post graduate

Employment

40% some type of employment
60% not employed