



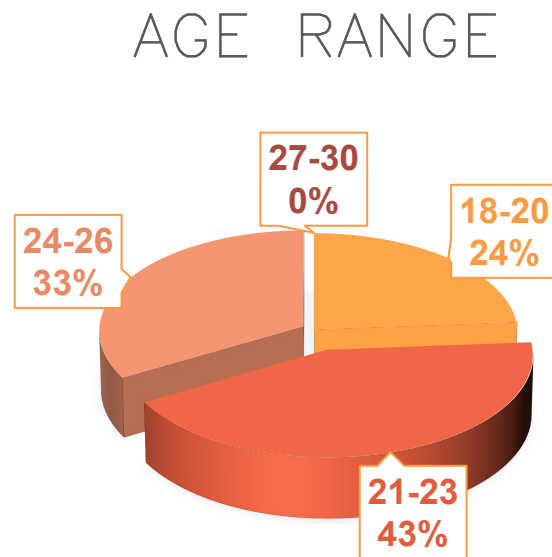
Research Report

Ei Khin Khine Mar 25036830

Survey Responses Analysis

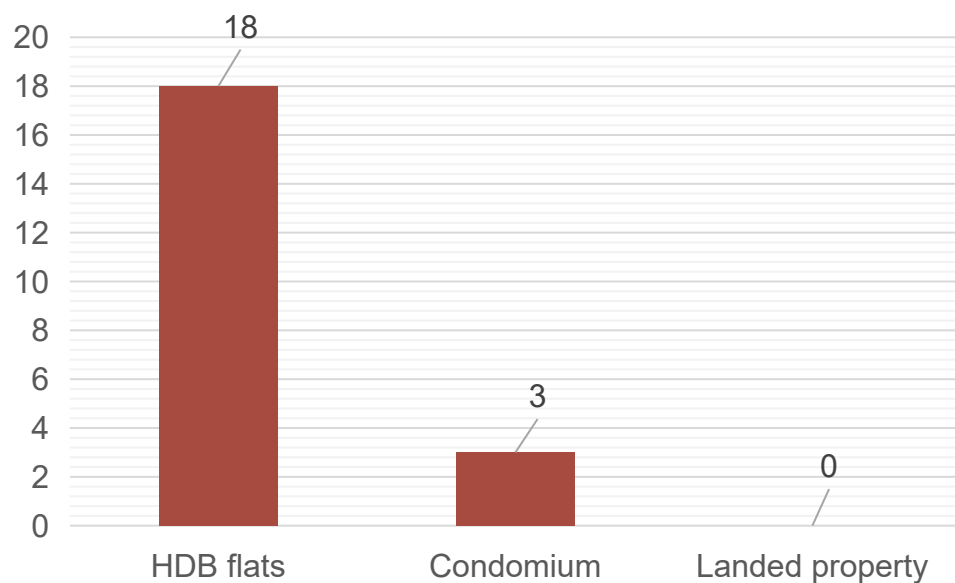
Demographic

- Most of respondents are aged 21–23 and are students living in HDB flats. Most respondents live with other renters, family members or friends, indicating shared household environments rather than living alone.



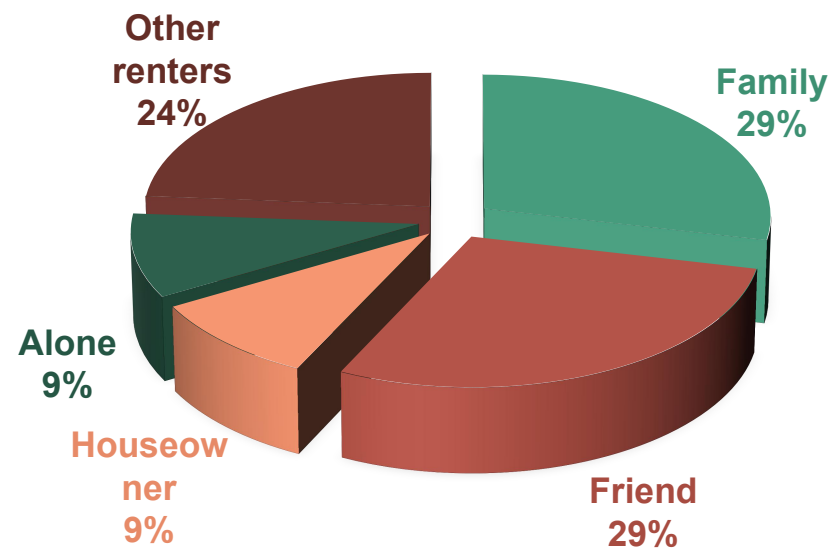
Age was included to ensure the respondents fall within the young adult group targeted

Housing



Housing type is relevant as it influences access to recycling facilities and convenience at home.

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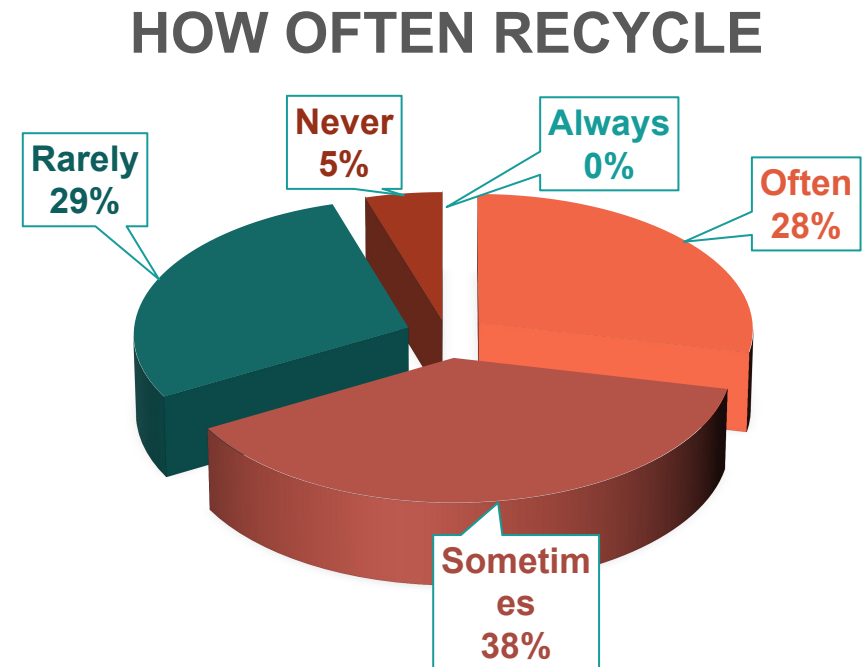
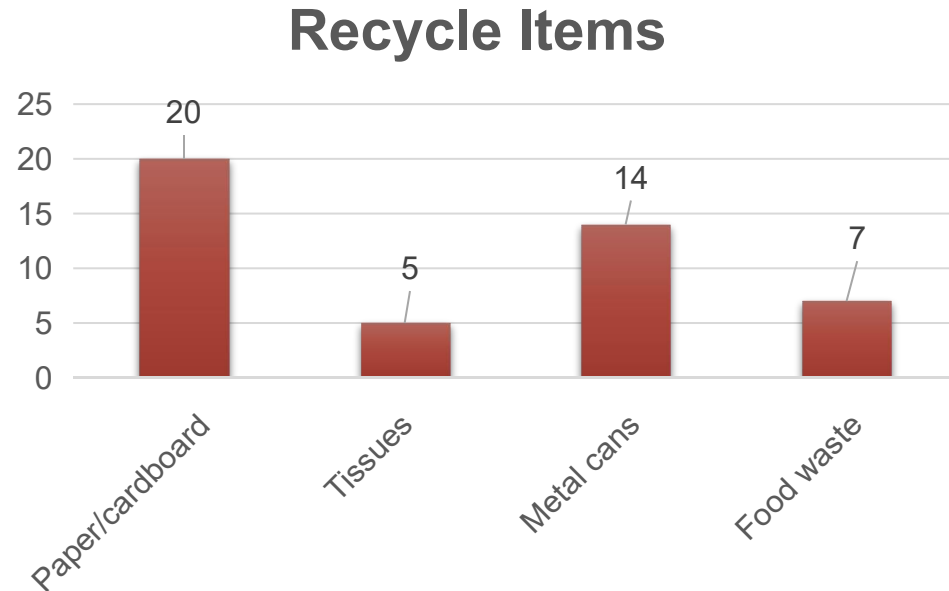


Living arrangements may affect recycling behavior due to shared responsibilities and social influence within households.

Survey Responses Analysis

Recycling awareness and behavior

- Most youths feel responsible for recycling and know which items are recyclable.
- Despite their knowledge, many only recycle sometimes, while a few rarely recycle.

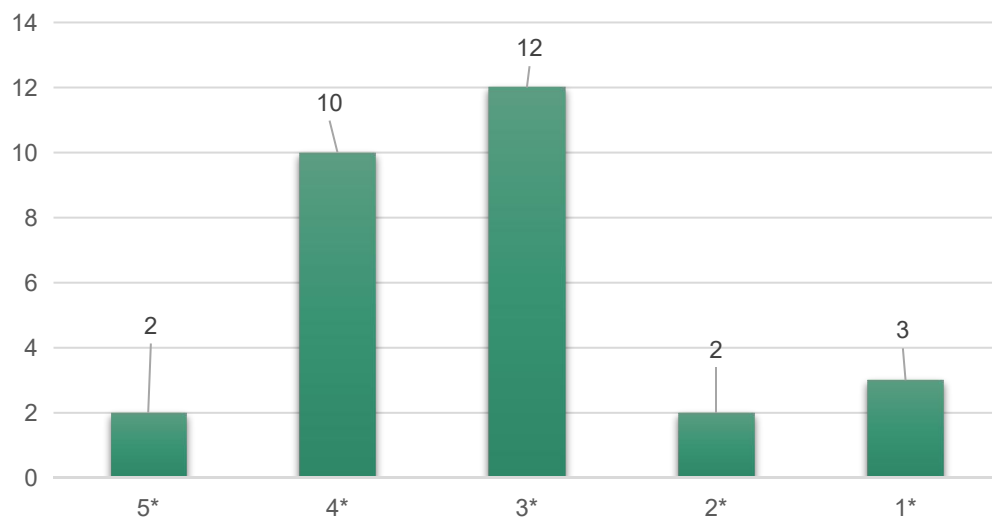


Survey Responses Analysis

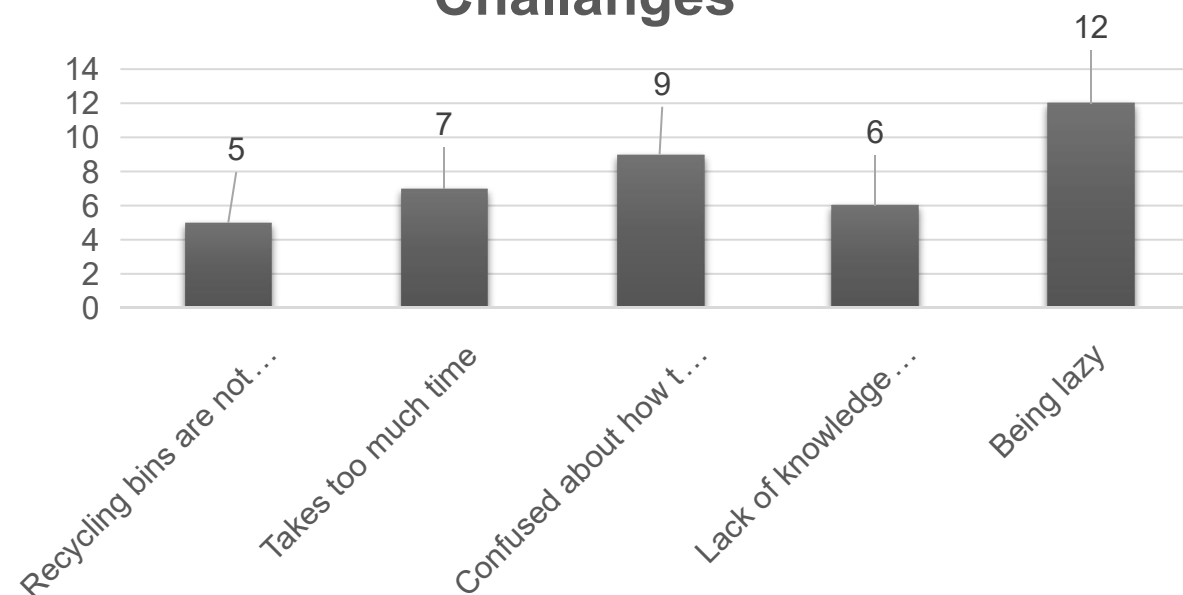
Recycling access and challenges

- Most youths find recycling bins convenient to access, but some areas need more coverage.
- Even though bins are mostly accessible, main reasons for not recycling are that many feel lazy while some are confused about how to recycle correctly.

Bin accessible rate



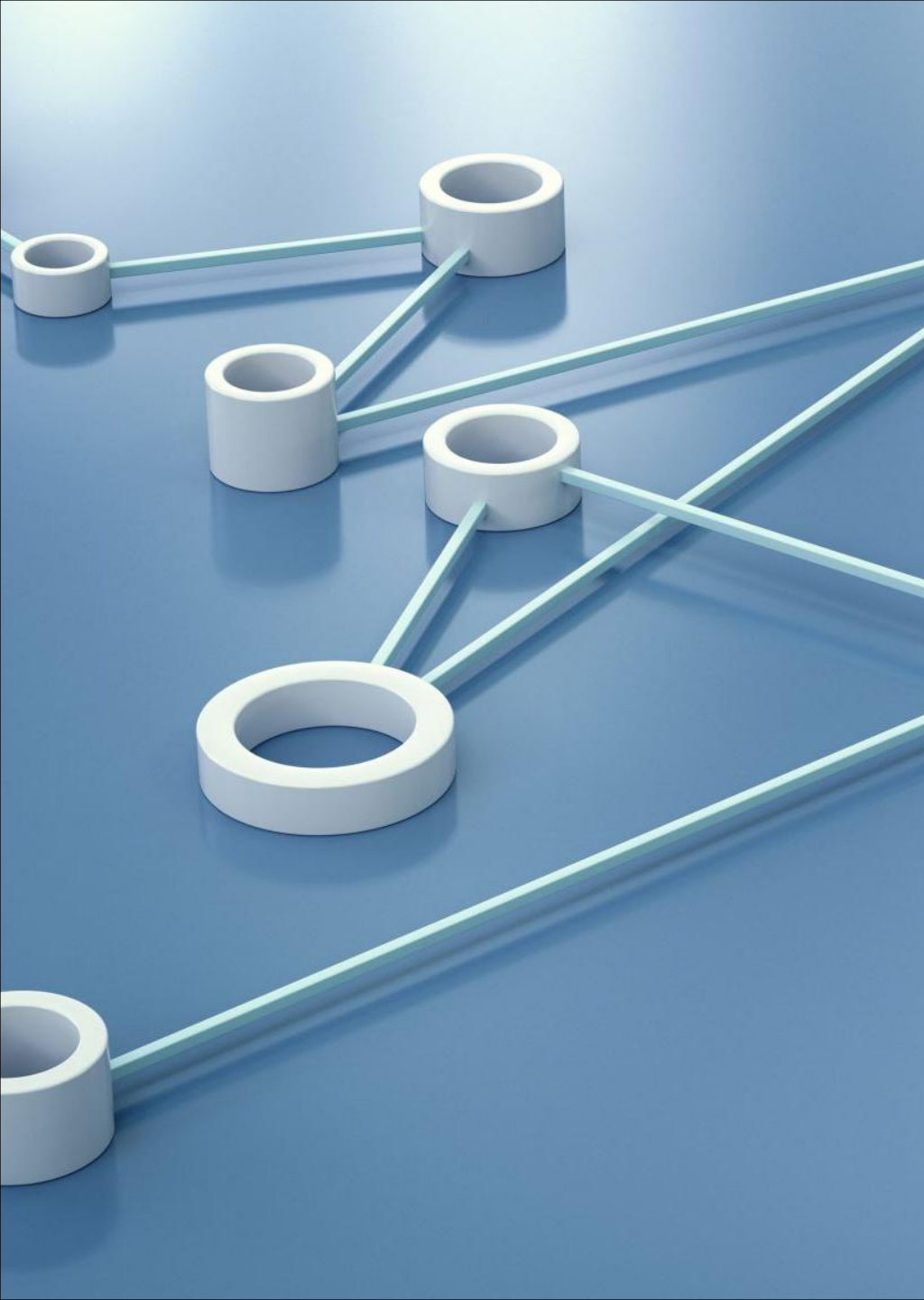
Challenges



Affinity Diagram

Survey responses including repeated selected options and common reasons were synthesized using an affinity diagram to identify key themes influencing recycling behavior among youths.





Two Key Insights Finding

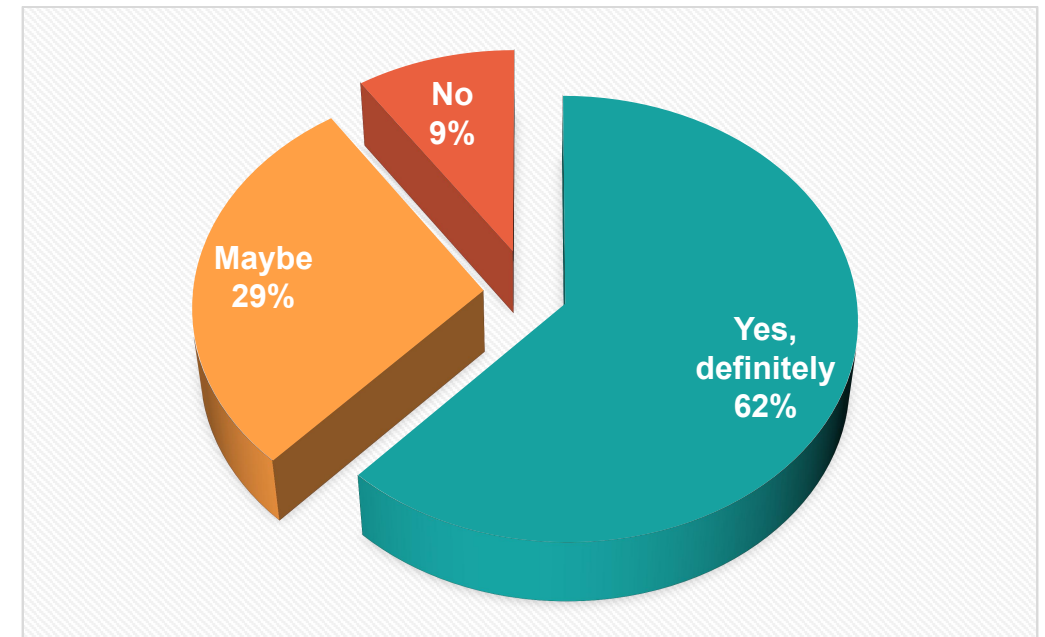
From the affinity diagram, two key insights emerged.

1. Well-Designed Recycling Bins Encourage Participation.
2. Rewards and Incentives Increase Recycling Motivation.

Well-Designed Recycling Bins Encourage Participation

- Most respondents indicated that a well-designed recycling bin would make them more likely to participate in recycling while only a small number chose No. This suggests that improving the design and visibility of recycling bins in public and residential areas can encourage higher recycling participation among young adults.

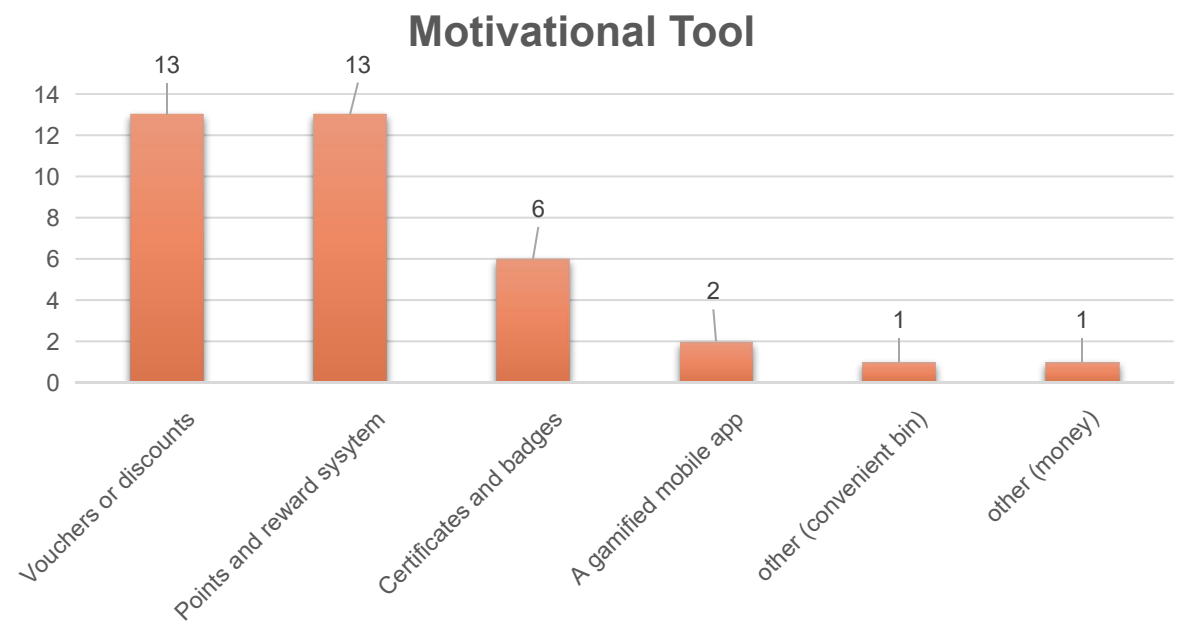
Would well designed bins would encourage?	
Yes, definitely	13
Maybe	6
No	2
Total Participants	21



Rewards and Incentives Increase Recycling Motivation

The survey also found that external incentives such as points, reward systems, vouchers, and discounts are effective motivators for recycling. This suggests that since youths are often more attracted to rewarding activities, these reward-based approaches can be used to encourage them to participate in recycling more actively.

What would motivates to recycle more?	
Vouchers or discounts	13
Points and reward sysytem	13
Certificates and badges	6
A gamified mobile app	2
other (convenient bin)	1
other (money)	1
Total Participants	21



Declaration

I, Ei Khin Khine Mar 25036830, understand the consequences of receiving help from other people in this assessment, and I confirm:

The work in this assessment is solely my own.

I did not seek or receive assistance from anyone in producing this assignment.

I have provided references/citations and proof of receipt of copyright clearance for any elements in this graded assignment that are not directly my work.