A market research on application of gamification (game elements) to a
waste classification mobile app to enhance waste management
(recycling)

SurveyMonkey
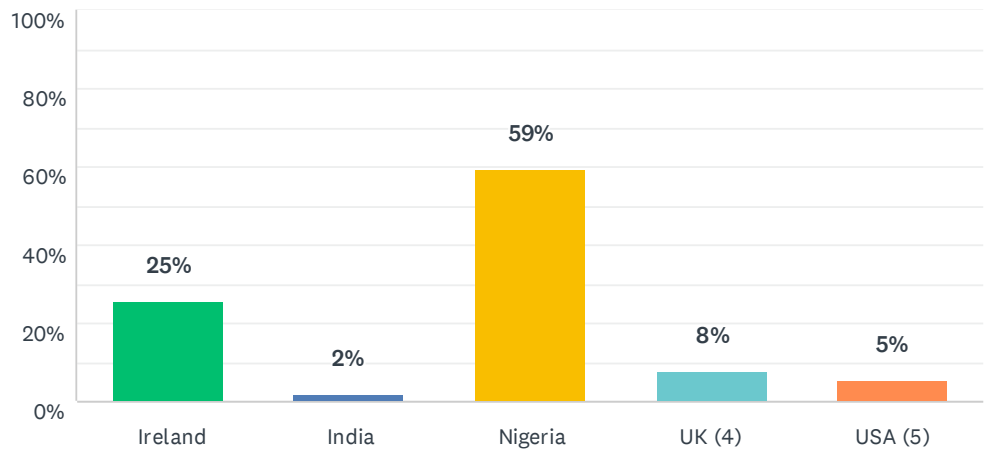
Q1 What age group do you belong to?

Answered: 165   Skipped: 0
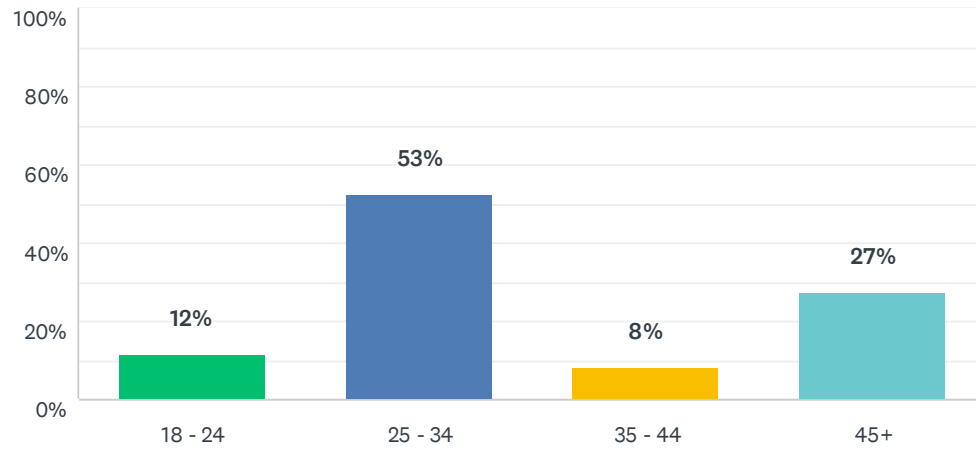
ANSWER CHOICES	RESPONSES	
18 - 24 (1)	12%	19
25 - 34 (2)	53%	87
35 - 44 (3)	8%	14
45+ (4)	27%	45
Total Respondents: 165		

BASIC STATISTICS

Minimum	Maximum	Median	Mean	Standard Deviation
1.00	4.00	2.00	2.52	1.01

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Q2 Which country do you live in?

Answered: 165   Skipped: 0

ANSWER CHOICES	RESPONSES	
Ireland (1)	25%	42
India (2)	2%	3
Nigeria (3)	59%	98
UK (4)	8%	13
USA (5)	5%	9
Total Respondents: 165		

BASIC STATISTICS				
Minimum 1.00	Maximum 5.00	Median 3.00	Mean 2.66	Standard Deviation 1.10

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Q3 Do you classify or categorize your waste before disposal?

Answered: 165   Skipped: 0
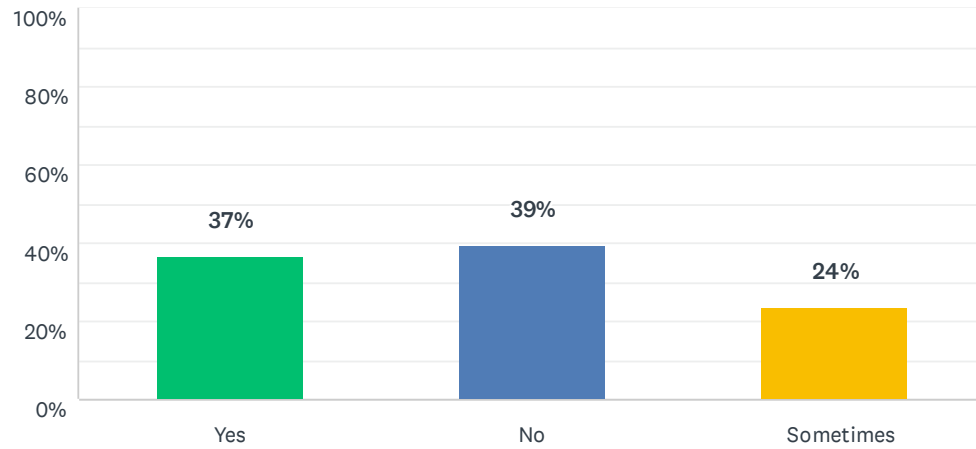
ANSWER CHOICES	RESPONSES	
Yes (1)	37%	61
No (2)	39%	65
Sometimes (3)	24%	39
Total Respondents: 165		

BASIC STATISTICS

Minimum	Maximum	Median	Mean	Standard Deviation
1.00	3.00	2.00	1.87	0.77

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Q4 Will you engage more in recycling if there are added incentives or benefits?

Answered: 165   Skipped: 0
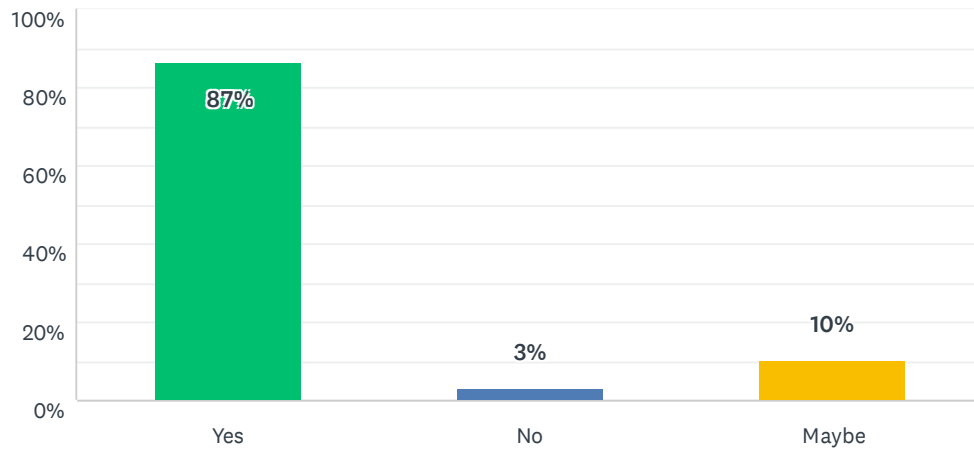
ANSWER CHOICES	RESPONSES	
Yes (1)	87%	143
No (2)	3%	5
Maybe (3)	10%	17
Total Respondents: 165		

BASIC STATISTICS				
Minimum 1.00	Maximum 3.00	Median 1.00	Mean 1.24	Standard Deviation 0.62

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Q5 Do you think an intelligent waste classification mobile app can help you recycle better?
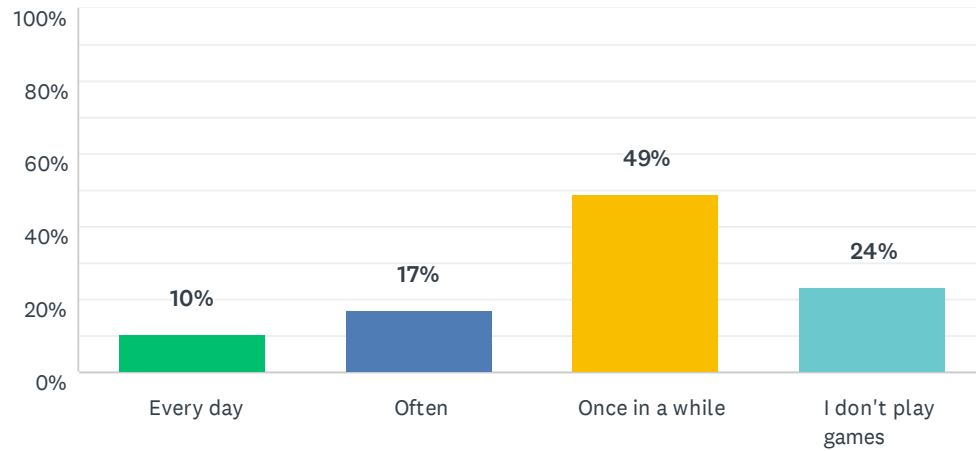
Answered: 165   Skipped: 0
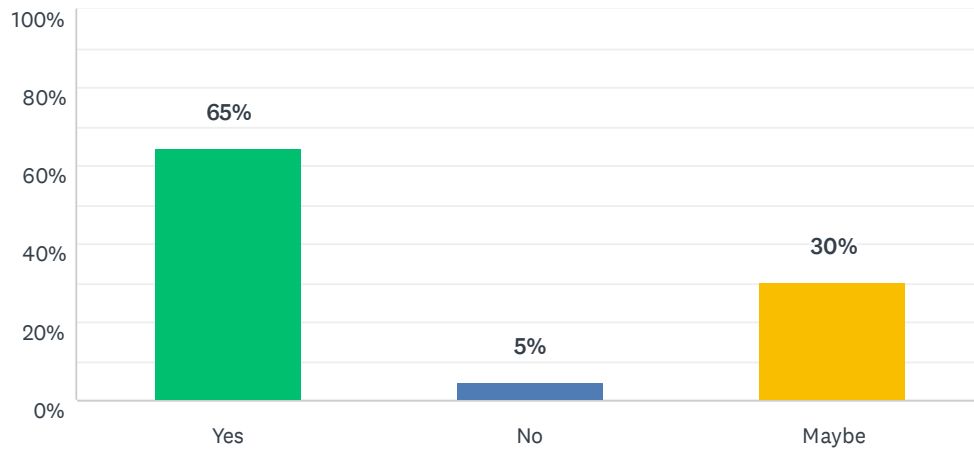
ANSWER CHOICES	RESPONSES	
Yes (1)	65%	107
No (2)	5%	8
Maybe (3)	30%	50
Total Respondents: 165		

BASIC STATISTICS				
Minimum 1.00	Maximum 3.00	Median 1.00	Mean 1.65	Standard Deviation 0.91

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SurveyMonkey

Q6 How often do you play games on a mobile device?

ANSWER CHOICES	RESPONSES	
Every day (1)	10%	17
Often (2)	17%	28
Once in a while (3)	49%	81
I don't play games (4)	24%	39
Total Respondents: 165		

BASIC STATISTICS

Minimum	Maximum	Median	Mean	Standard Deviation
1.00	4.00	3.00	2.86	0.89

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SurveyMonkey

Q7 Will you prefer to use a recycling mobile app with game elements (such as rewards, points, levels, leaderboards, challenges, achievements etc)?

Answered: 165   Skipped: 0
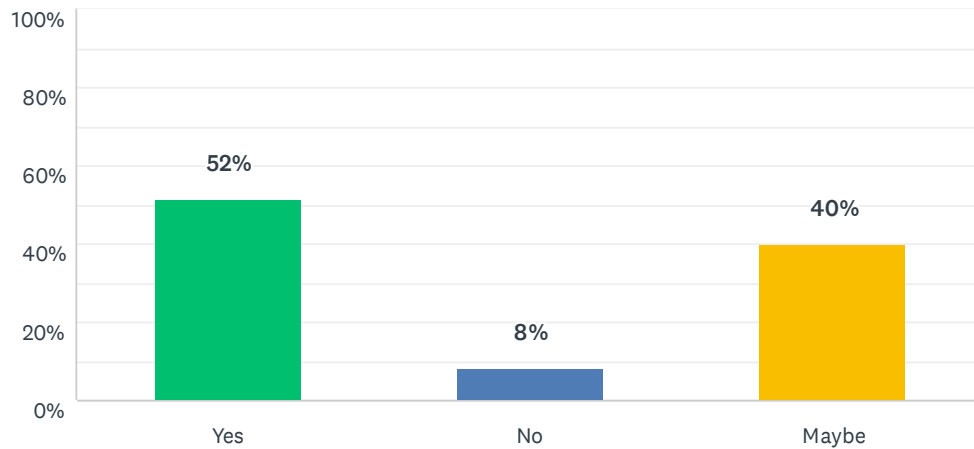
ANSWER CHOICES	RESPONSES	
Yes (1)	52%	85
No (2)	8%	14
Maybe (3)	40%	66
Total Respondents: 165		

BASIC STATISTICS				
Minimum 1.00	Maximum 3.00	Median 1.00	Mean 1.88	Standard Deviation 0.95

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SurveyMonkey

Q8 Will you be motivated to recycle more if you had a gamified recycling mobile app that could directly translate to physical or monetary rewards?

Answered: 165   Skipped: 0
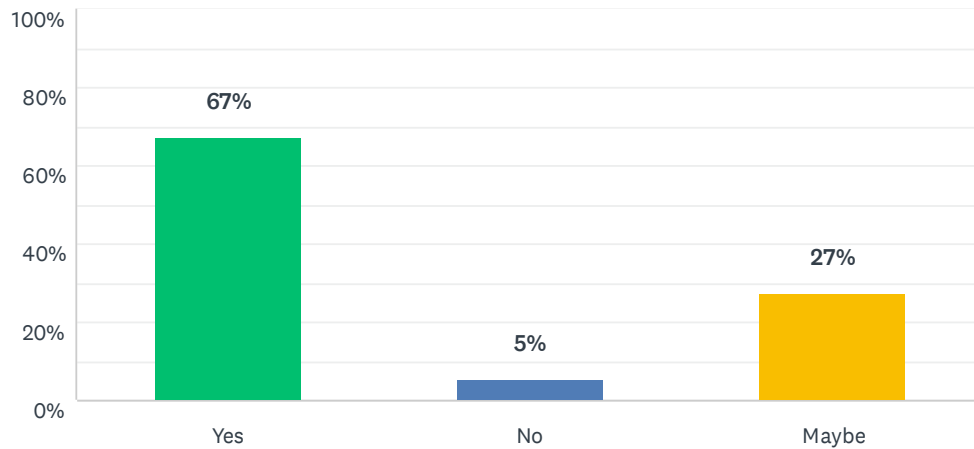
ANSWER CHOICES	RESPONSES	
Yes (1)	67%	111
No (2)	5%	9
Maybe (3)	27%	45
Total Respondents: 165		

BASIC STATISTICS				
Minimum 1.00	Maximum 3.00	Median 1.00	Mean 1.60	Standard Deviation 0.89

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Q9 Can gamification boost your motivation to recycle?"Gamification" is the use of game design elements in a non-game contexts.

Answered: 165   Skipped: 0
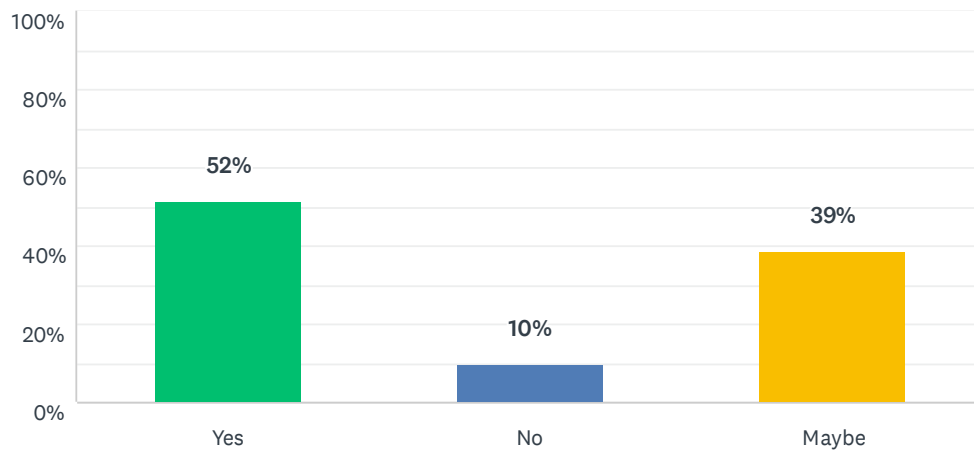
ANSWER CHOICES	RESPONSES	
Yes (1)	52%	85
No (2)	10%	16
Maybe (3)	39%	64
Total Respondents: 165		

BASIC STATISTICS				
Minimum 1.00	Maximum 3.00	Median 1.00	Mean 1.87	Standard Deviation 0.94

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Q10 Will you contribute to recycling if you had a community of friends using an intelligent waste classification mobile app?

Answered: 165   Skipped: 0
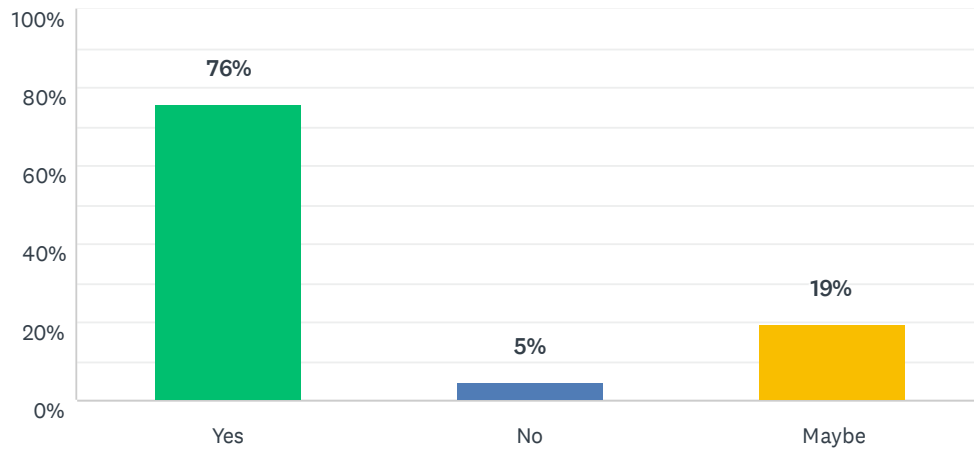
ANSWER CHOICES	RESPONSES	
Yes (1)	76%	125
No (2)	5%	8
Maybe (3)	19%	32
Total Respondents: 165		

BASIC STATISTICS				
Minimum 1.00	Maximum 3.00	Median 1.00	Mean 1.44	Standard Deviation 0.80