

Paper (F)

Resident Consultation: Recycling Behaviour

Joint Municipal Waste Management Strategy

CONTENTS	PAGE NO.
1. BACKGROUND AND OBJECTIVES	1
2. METHODOLOGY	1
3. MAIN FINDINGS	3
4. SUMMARY	19

LIST OF TABLES

Table 1	Specifics of Interview Sample	2
Table 2	Reasons for Residents Refusal to be Interviewed	3
Table 3	Age Profile of Interview Respondents	3
Table 4	What Might Encourage People to Recycle a lot more - Split by Age (Q3)	18

LIST OF FIGURES

Figure 1	Items Recycled Split by Area (Q1a)	4
Figure 2	Items Recycled Split by Age (Q1a)	5
Figure 3	Number of Items Recycled from list of Eight (Q1a)	6
Figure 4	Frequency Each Item is Recycled (Q1b)	7
Figure 5	Frequency Each Item is Recycled Split by Area (Q1b)	8
Figure 6	Items Recycled "All the Time" Split by Age (Q1b)	9
Figure 7	Recycling Facility Used (Q1c)	10
Figure 8	Recycling Facility Used (Q1c)	11
Figure 9	Number of Items Recycled in Black Box Split by Area (Q1c)	12
Figure 10	Level of Recycling (Q1a/Q1b)	13
Figure 11	What Might Encourage People to Recycle (More(Q3)	15
Figure 12	What Might Encourage People to Recycle a lot More - Split by Area (Q3)	17

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For

Hills Recycling

1. Background and Objectives

1. A target to recycle or compost 25% of household waste by 2005 was set for England and Wales in the Government's Waste Strategy 2000. High performing Councils (including Wiltshire County Council) were initially required to exceed 30%, but have now had their statutory target held at that level.

2. Local authorities and their waste management partners are working hard to educate residents and increase participation in recycling, in a bid to bring the level of household recycling into line with the rest of Europe. Most local authorities have schemes to recycle paper, card and glass. Two-thirds of households are now served by kerbside collection schemes.

3. Recycling facilities in Wiltshire include:

- Mini Recycling Centres/bring sites (e.g. in public house or supermarket car parks)
- Household Recycling Centres (HRCs)
- A Schools Paper Recycling Scheme (Waste Action)
- Kerbside Recycling Collections via the Black Box scheme

4. Research was needed to establish:

- What, where and how often residents were recycling
- What might encourage them to recycle (more)

5. It was decided to concentrate the research on two towns, Devizes and Marlborough. Both have had Black Box collections since September 2003. Residents have a lidded Black Box for a fortnightly collection of paper, glass bottles/jars, cans, textiles and aluminium foil. Plastics and cardboard are not accepted. In addition, there is a HRC on the outskirts of Devizes (but not Marlborough).

2. Methodology

1. A target of 1,000 interviews were set, and split equally between residents of Marlborough and Devizes. The interview was undertaken with the head of the household or their spouse/partner. All respondents had to live on a Black Box collection

Joint Municipal Waste Management Strategy

route and have a Black Box. A list of the appropriate streets/roads in each town was provided by Hills Minerals and Waste.

2. Addresses and telephone numbers were supplied by a database bureau. A random sample of 1,000 householders per area was initially selected in order to achieve 500 interviews. An additional sample was added towards the end of fieldwork, as some residents were found to be ineligible (due to not having a Black Box) and some telephone numbers were unobtainable (Table 1).

Table 1: Specifics of Interview Sample

	Devizes	Marlborough
Total sample issued	1,150	1,150
Interviews achieved	502	502
Refused	515	543
No answer:		
1-5 calls	97	52
6-10 calls	9	13
11-20 calls	7	10
21-30 calls	14	11
31+ calls	16	20
Number unobtainable	24	25
Not on Black Box route/on route but do not have Black Box (e.g. live in flat)	16	14

3. When analysing the data it became apparent that 6 interviews in Devizes and 3 in Marlborough were with residents who did not have a Black Box. These were taken out of the achieved sample. The final number of interviews for analysis was:

- Devizes - 496
- Marlborough - 499

Joint Municipal Waste Management Strategy

4. All interviews were undertaken between 20th December 2004 and 24th January 2005. Evening and week-end calls were included so that working people had an opportunity to take part. If a resident refused to be interviewed, the interviewer tried to ascertain the main reason. Table 2 illustrates that few refusals were not due to recycling.

Table 2: Reasons for Residents Refusal to be Interviewed

	Devizes	Marlborough
Total refusals	515 (100%)	543 (100%)
Refused as do not recycle	28 (5%)	23 (4%)
Refused as recycle everything	41 (8%)	31 (6%)
Other refusal (no time, do not do surveys, no real reason, etc.)	446 (87%)	489 (90%)

5. 6 in 10 of those interviewed were women. The age profile of respondents is illustrated in Table 3. The average household size was 2.5 people in Devizes and 2.6 in Marlborough.

Table 3: Age Profile of Interview Respondents

	Devizes	Marlborough
18-24 years	1%	1%
25-34 years	13%	9%
35-44 years	20%	22%
45-54 years	19%	22%
55-64 years	19%	23%
65+ years	28%	22%
Refused	1%	1%

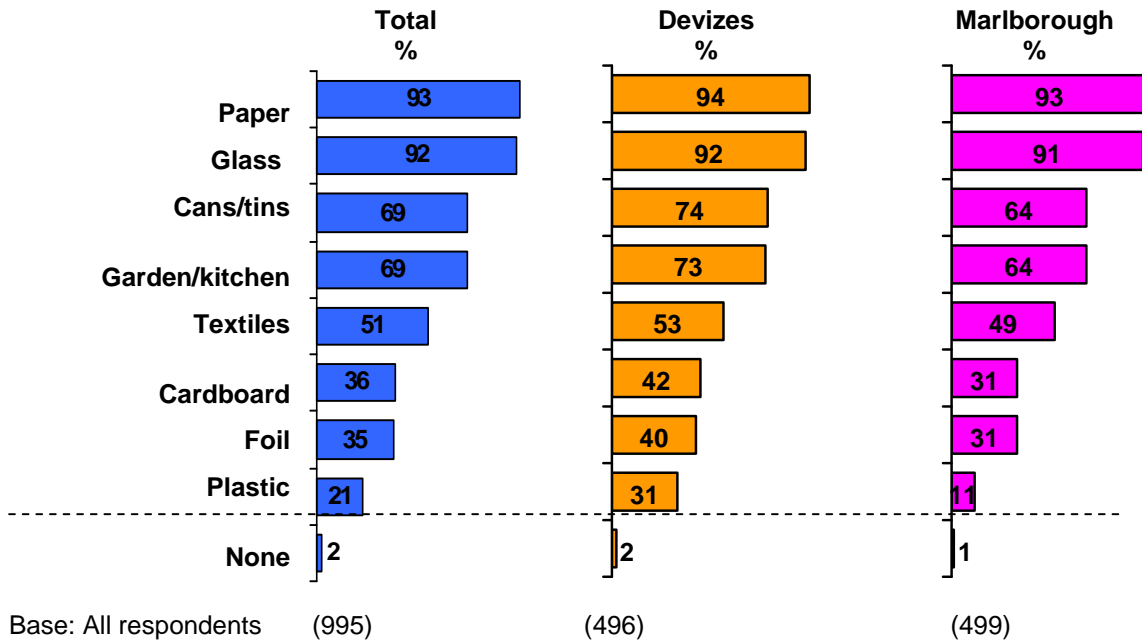
3. Main Findings

1. Figure 1 illustrates that the majority of residents in both Devizes and Marlborough recycle at least one item most commonly paper (93%) or glass (92%). 7 in 10 recycle cans/tins and the same number do so with garden/kitchen waste. Both of these were significantly more likely to be mentioned by those living in Devizes. Cardboard, foil and plastic were the items least often recycled. Devizes residents surpassed those in

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Marlborough for all three but particularly plastic (31% recycle versus 11% in Marlborough).

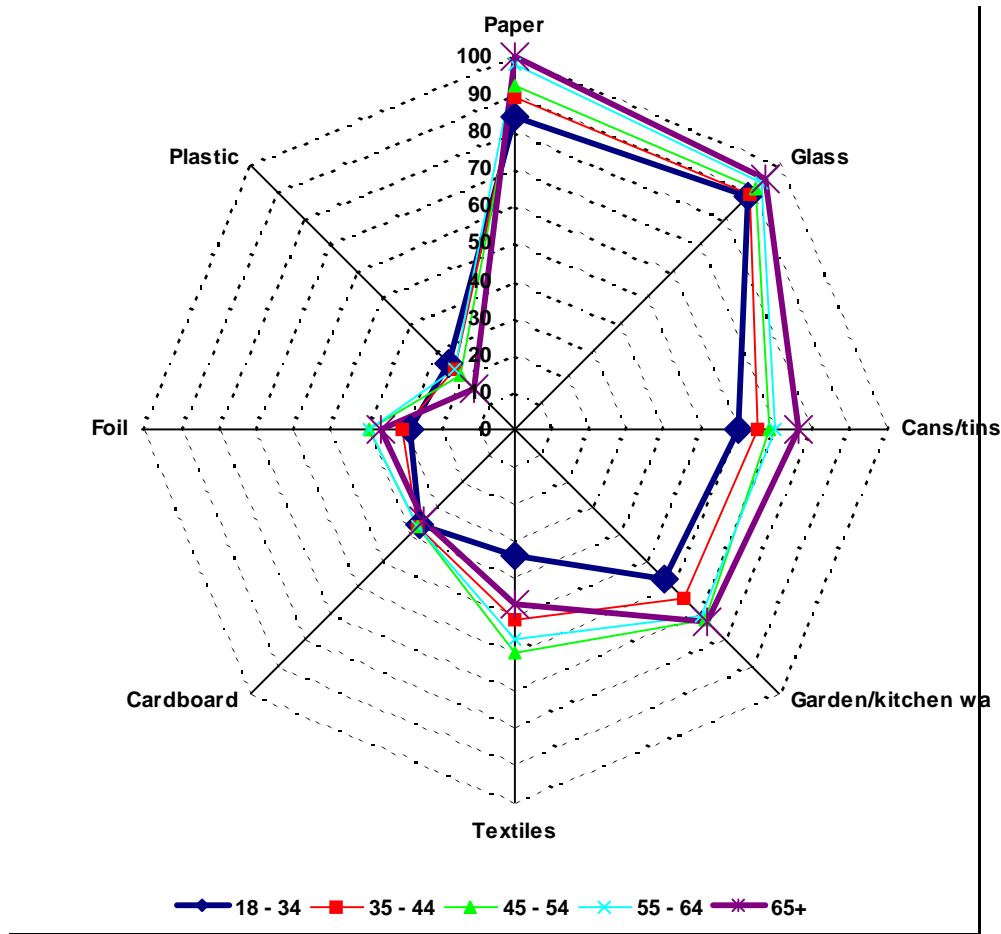
Figure 1: Items Recycled Split by Area (Q1a)



2. In addition to recycling levels between the two towns, there were differences between ages (Figure 2). As age increased there was a concomitant increase in the proportion recycling paper, glass, cans/tins and garden/kitchen waste. In Figure 2 the youngest respondents (18 to 34 years) are illustrated by the dark blue line and the oldest interviewees (65 or older) by the dark purple line. For all items other than plastic and cardboard the latter group are substantially better at recycling.

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Figure 2: Items Recycled Split by Age (Q1a)



Base: All respondents (995)

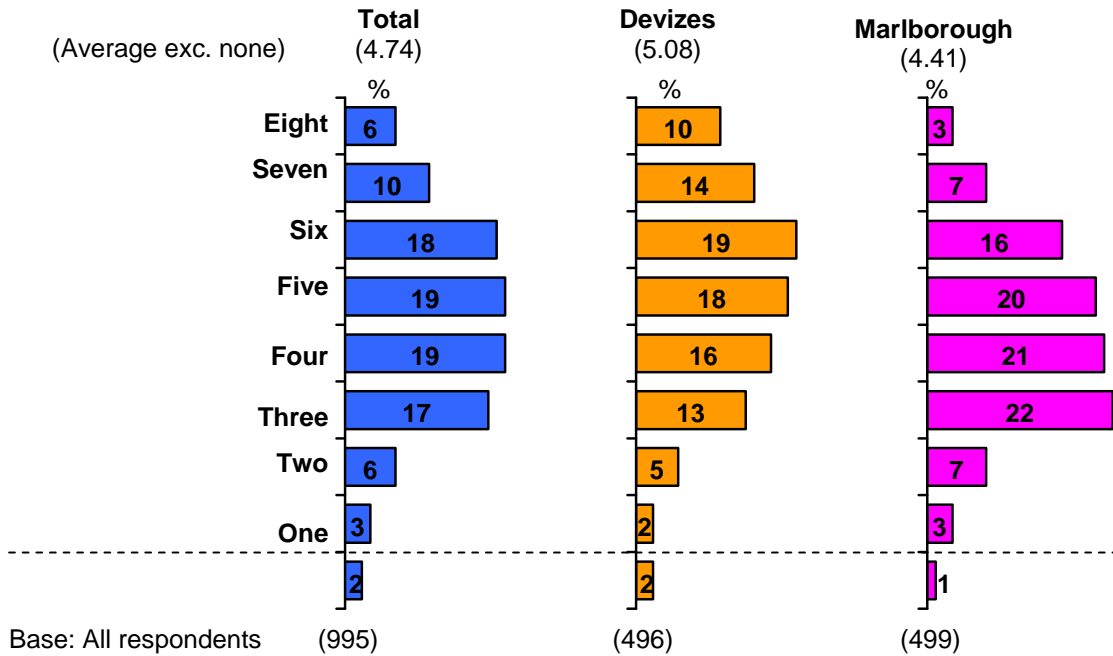
3. Most respondents were recycling several of the eight items in question (Figure 3). The average* was just below 5. Those in Devizes recycled significantly more items than those in Marlborough; a quarter of Devizes residents said they were recycling 7 or all 8 compared to 10% in Marlborough. The average number of items recycled by 18 to 34 year olds was lower than the figure for residents in other age groups:

- 18-34 years = 4.34
- 35-44 years = 4.64
- 45-54 years = 4.85
- 55-64 years = 4.87
- 65+ years = 4.76

(*average calculated excluding those who do not recycle any of the 8 items)

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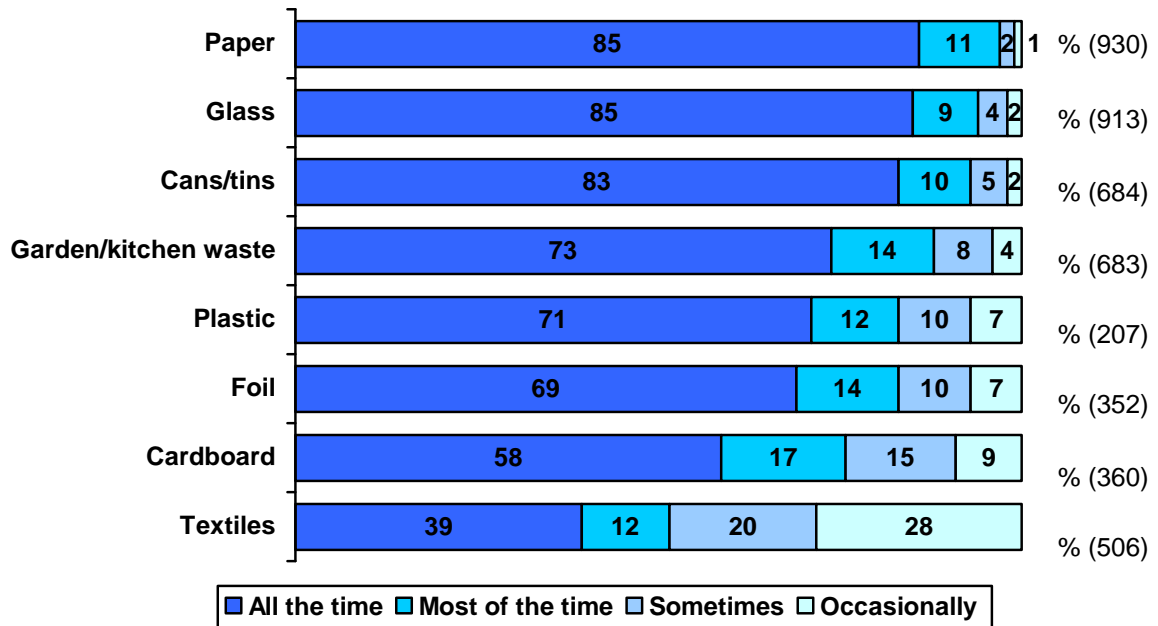
Figure 3: Number of Items Recycled from List of Eight (Q1a)



4. Those recycling each item were asked how often they did so. The most common answer for all except textiles was “all the time” (Figure 4). More than 8 in 10 of those recycling paper, glass and cans/tins gave this response. Numbers were slightly lower (but nevertheless still around 7 in 10) for garden/kitchen waste, plastic and foil. Other than textiles, cardboard was least likely to be recycled all the time (58%).

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Figure 4: Frequency Each Item is Recycled (Q1b)

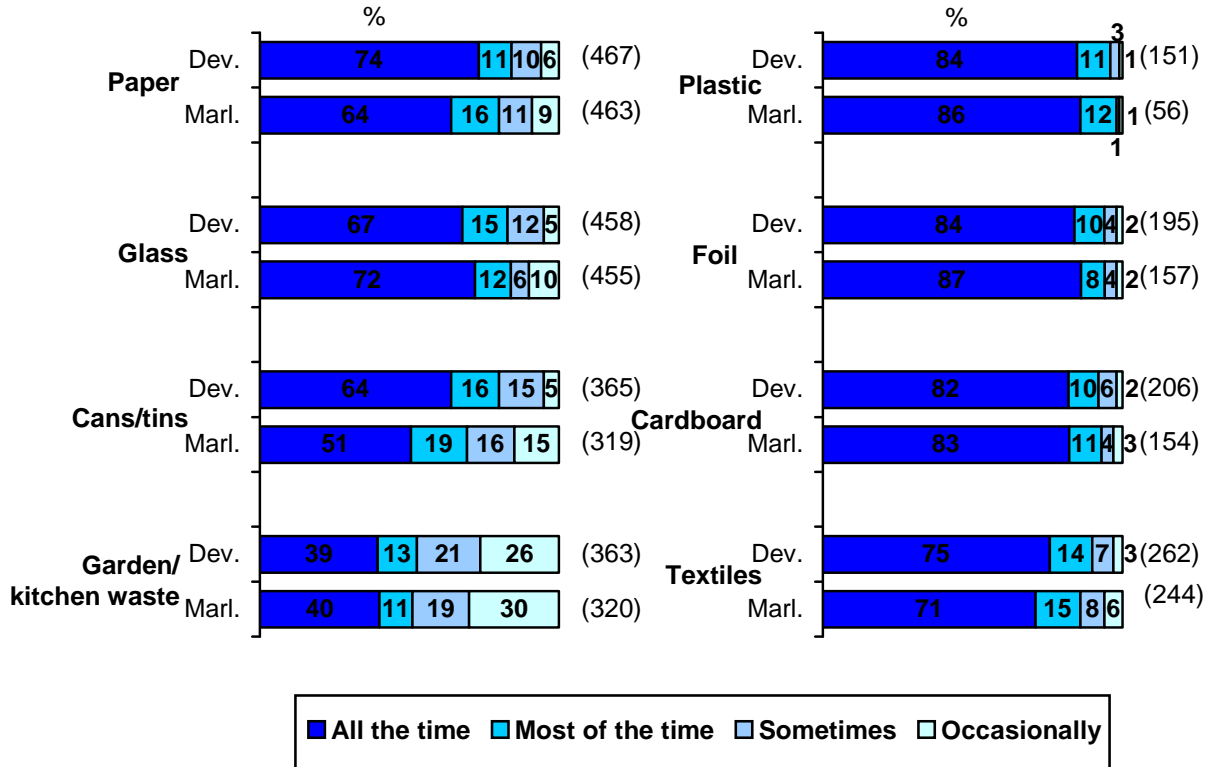


Base: All recycling each item exc. those saying they don't know how often it is recycled

5. Residents in both towns were equally likely to recycle paper, glass, cans/tins and textiles all the time (Figure 5). Garden/kitchen waste was recycled slightly more often in Devizes compared to Marlborough (75% versus 71% “all the time”). Equally, those living in Marlborough were more likely to recycle foil all the time (72% compared to 67% in Devizes). The most marked differences arose for plastic and cardboard. 10% more residents in Devizes always recycled plastic (74% versus 64% in Marlborough) and 13% more always recycled cardboard (64% versus 51%).

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Figure 5: Frequency Each Item is Recycled Split by Area (Q1b)

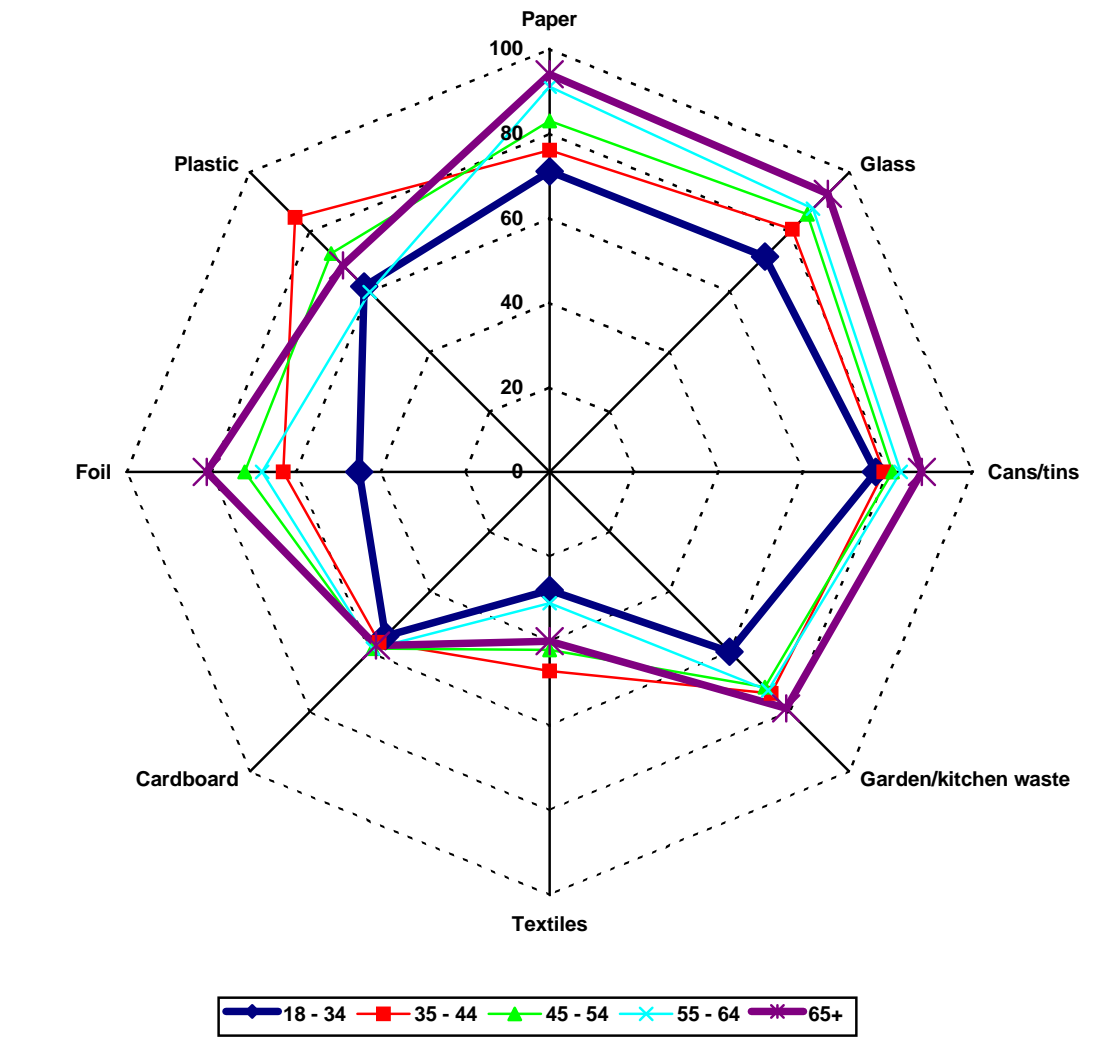


Base: All recycling each item exc. those saying they don't know how often it is recycled

6. Respondents which stated they recycled an item “all the time” was often a more common answer amongst older people compared to their younger counterparts (Figure 6). This was true in the case of paper, glass, cans/tins, foil and garden/kitchen waste. Age did not have a noticeable impact on the propensity to always recycle cardboard, with all age groups. Plastic and textiles were more likely to be recycled all the time by 35-44 year olds than those which were younger/older.

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Figure 6: Items Recycled "All the Time" Split by Age (Q1b)

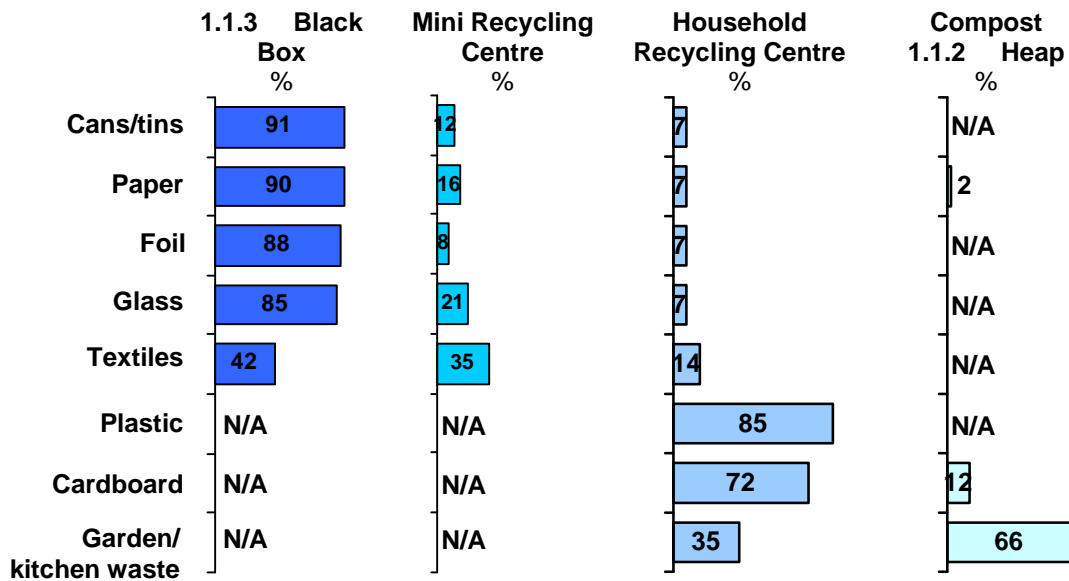


Base: All recycling each item exc. those saying they don't know how often it is recycled

7. The majority of those recycling items that could be placed in the Black Box were utilising this as their main means of disposal (Figure 7). Around 9 in 10 respondents stated they recycled their cans/tins, paper and foil in this way. Slightly fewer (but still a majority of 85%) used the Black Box for glass; and a fifth disposed of glass at Mini Recycling Centres (MRCS) (bring sites). Textiles were either put in the Black Box (42%) or MRCS (35%). Plastic and cardboard were mainly disposed of at a HRC (85% and 72% respectively). Garden and kitchen waste were most likely to be composted (66%).

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Figure 7: Recycling Facility Used (Q1c)

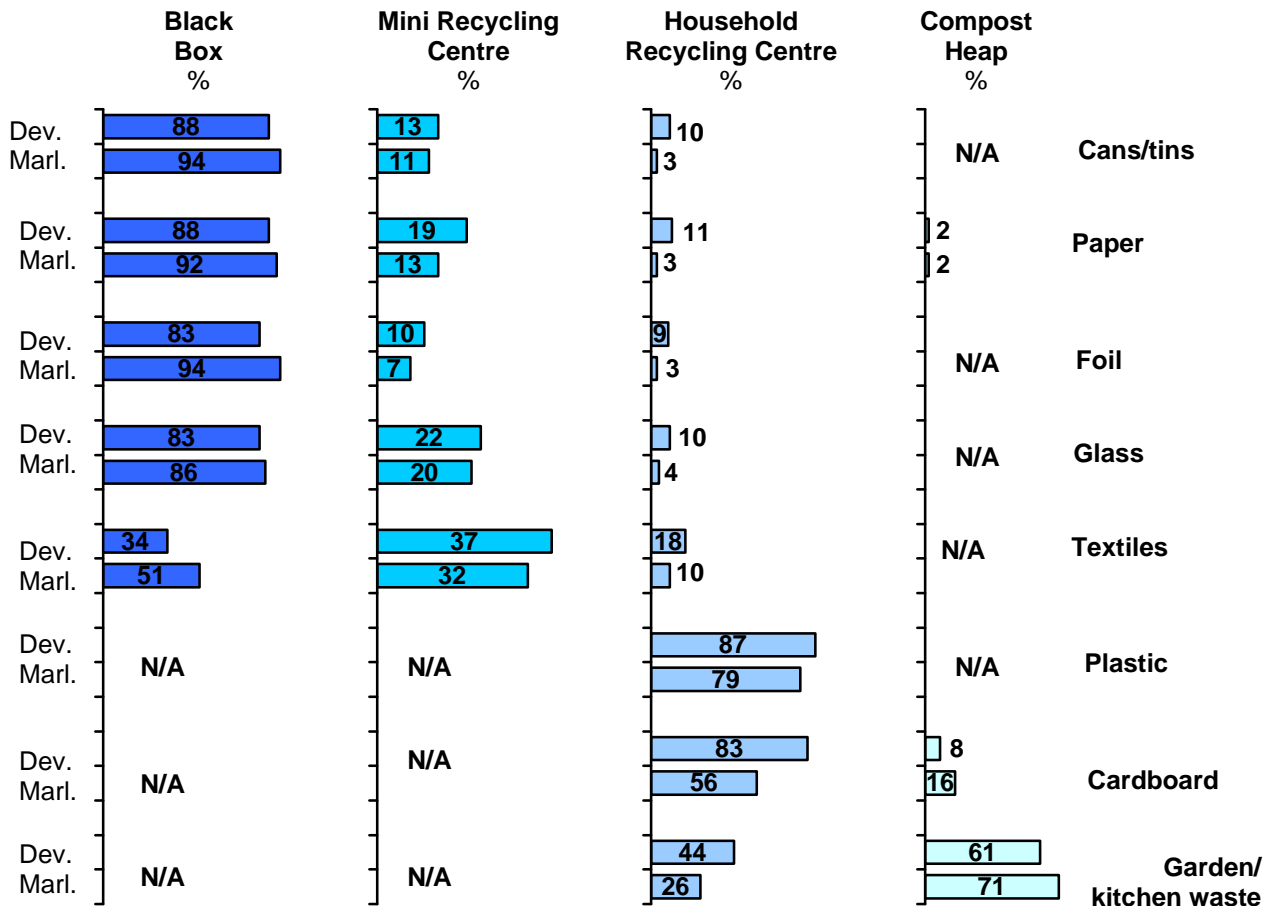


Base: All recycling each item

8. For Black Box items, Marlborough residents were more likely to use the Black Box and less likely to visit any type of Recycling Centre compared to those living in Devizes (Figure 8). The non-Black Box items (plastic, cardboard and garden/kitchen waste) were more likely to be taken by the residents in Devizes to the HRC, compared to those in Marlborough. It appears that Devizes residents which visit the HRC to dispose of non-Black Box items also take Black Box items, resulting in lower levels of Black Box usage compared to those from Marlborough.

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Figure 8: Recycling Facility Used (Q1c)



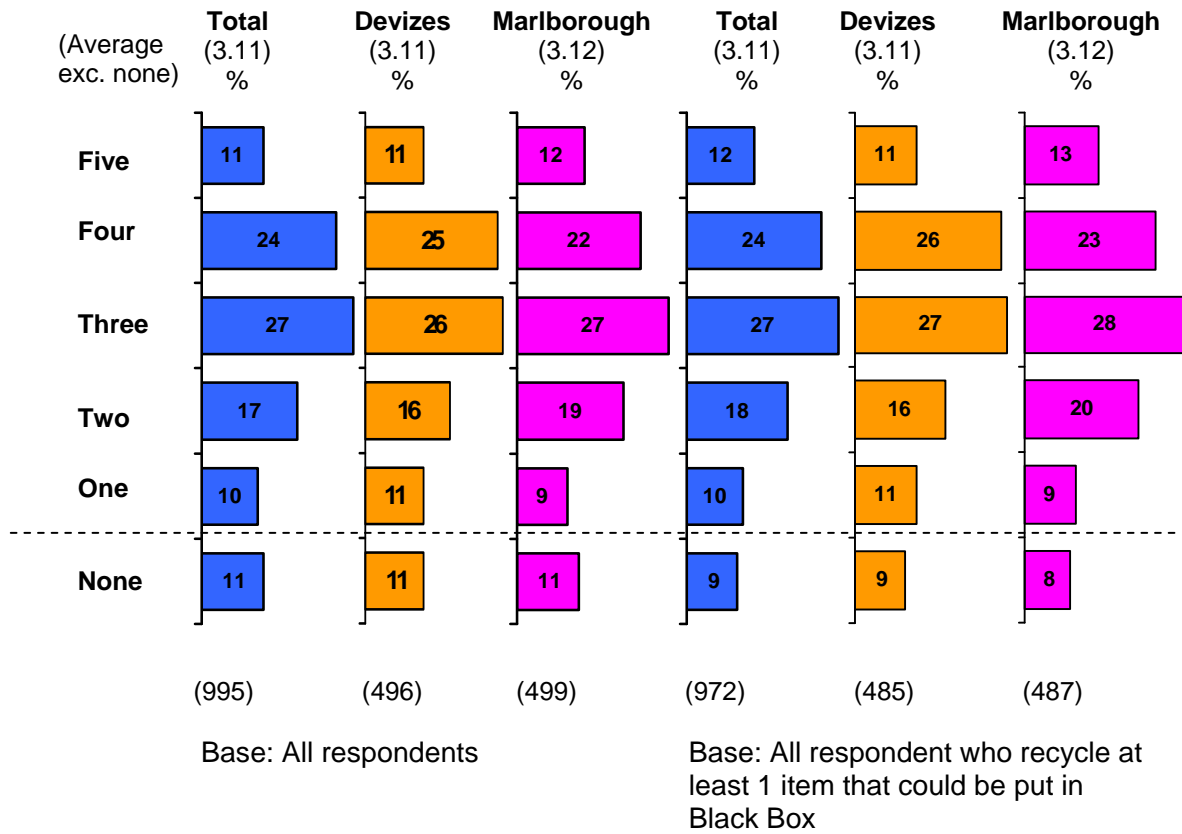
Base: All recycling each item

9. The number of items recycled via the Black Box is illustrated in Table I. 11% of respondents did not use their Black Box. Figure 9 illustrates that 2% of respondents do not recycle any of the items in question, and there may well be some in the 11% who do not recycle items that are permitted in the Black Box. Looking at the figures on a base of all respondents which recycle at least one item that could feasibly be put in the Black Box (972 people), 9% do not. The proportion of non-users was the same regardless of area.

10. The average number of items recycled in the Black Box (excluding those who do not use it) was just over 3. Again, this was true for both Devizes and Marlborough.

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Figure 9: Number of Items Recycled in Black Box Split by Area (Q1c)



11. Respondents were classed into the following groups:

High level recyclers

recycle 5 to 8 items and do so all/most of the time for at least 3 items

Medium level recyclers

recycle 3 or 4 items and do so all/most of the time for at least 2 items

Low level recyclers

recycle only 1 or 2 items and do so sometimes/occasionally for at least 1 item

Non-recyclers

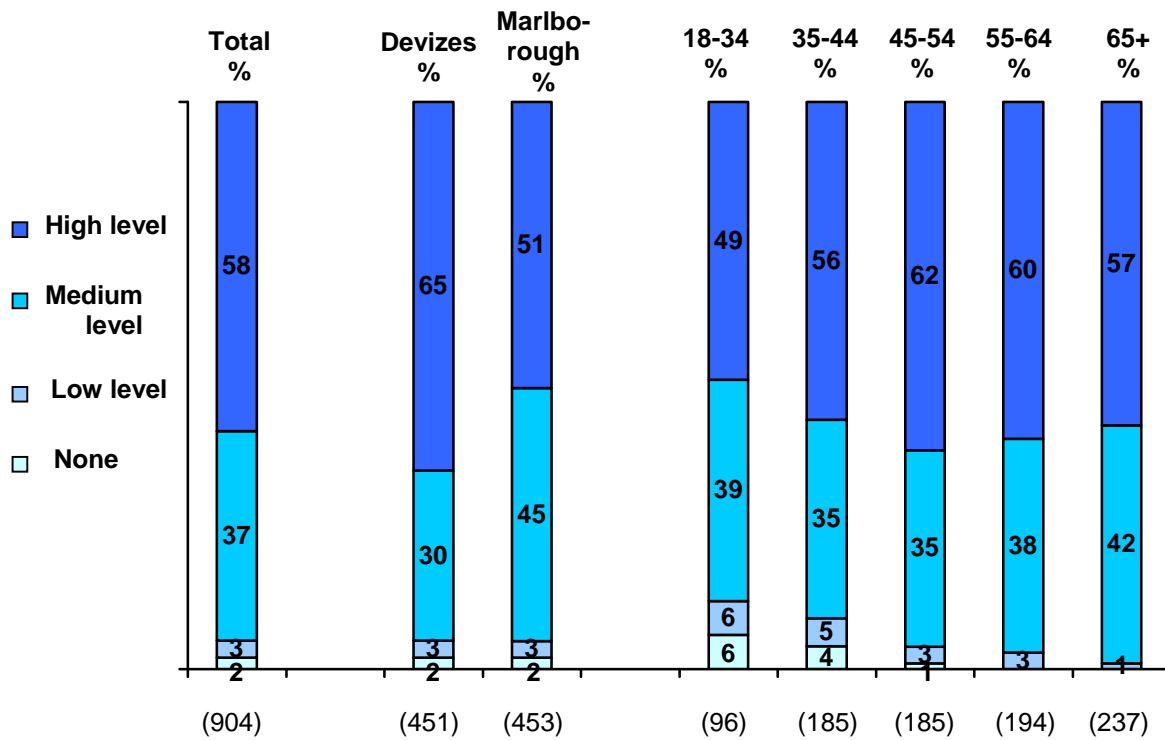
do not recycle any of the 8 items in question

12. Some respondents did not fit into the classification (e.g. people who recycled 5 to 8 items but did so infrequently). However, the majority of the sample (904 people out of 995) fell into one of the categories above. Over half were high level recyclers (58% -

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Figure 10) and the remainder were medium level recyclers (37%). Devizes had more high level recyclers than Marlborough (65% versus 51% respectively). High level recycling was least common amongst 18 to 34 year olds.

Figure 10: Level of Recycling (Q1a/Q1b)



Base: All respondents fitting classification

13. Only a minority of respondents did not recycle any of the eight items in question (2% or 16 people). They were asked as to why they chose not to recycle. Responses included:

- *I can not be bothered* (4 people)
- *I do not know when the Black Box collections are* (3 people)
- *The Black Box is not collected often enough* (2 people)
- *I ca not move the Black Box when it is full* (1 person)
- *I have nowhere to store the Black Box* (1 person)
- *I forget to recycle things* (1 person)

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14. Suggestions that might encourage recycling was provided for the respondent (Figure 11). The most encouraging all relate to having more items collected from residents' homes. 70% replied; being able to put plastic in the Black Box would encourage them to recycle more, 55% felt a cardboard collection service would substantially increase their recycling level, and 48% stated the same of a green waste collection.

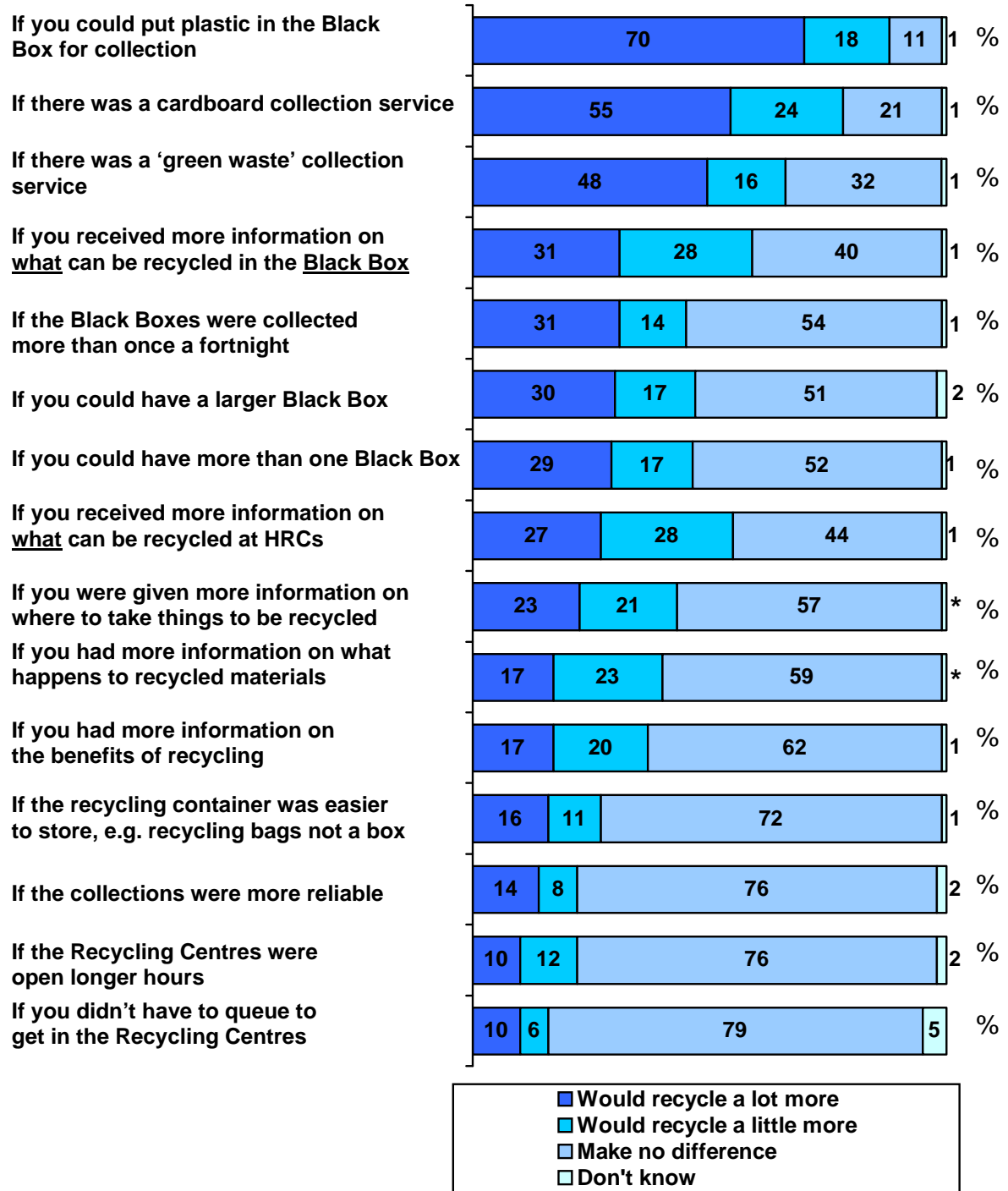
15. 3 in 10 were of the opinion that a change to the Black Box service would make them recycle a lot more, namely having the box collected more than once a fortnight (31%), having a larger box (30%) or more than one (29%).

16. Five of the items suggested more information was required, for example on what or where to recycle and the benefits. 31% felt that more information on what could be recycled in the Black Box would be useful and help them to recycle a lot more.

17. Having a container that was easier to store (e.g. plastic bags instead of a box) would not encourage many residents to recycle more – 72% stated it would make no difference. Other examples that would not result in substantially higher levels of recycling included more reliable collections, HRCs open longer hours with no queues.

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Figure 11: What Might Encourage People to Recycle (More) (Q3)



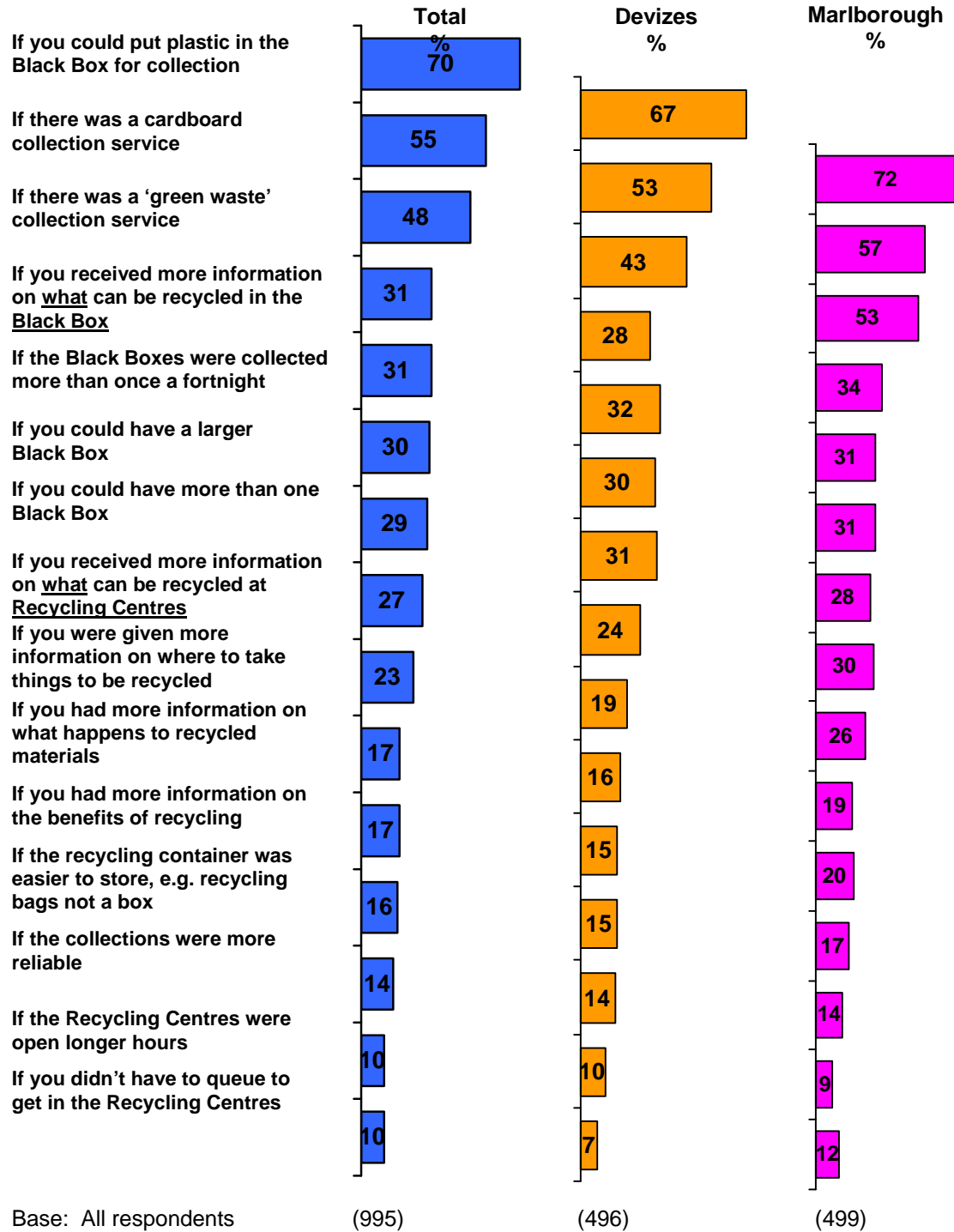
Base: All respondents (995) * = less than 1%

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18. Figure 12 illustrates that there were differences between the two towns with regard to increased recycling. Residents in Marlborough were more likely to increase recycling if collections for plastic, cardboard and/or green waste were made compared to those in Devizes. They were also enthusiastic with regard to increased information, with 5-7% in Marlborough stating that more information on what and where to recycle, and its benefits, would increase levels of participation.

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Figure 12: What Might Encourage People to Recycle a lot More - Split By Area (Q3)



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19. The top three choices for increased recycling (namely being able to put plastic in the Black Box and having home collections for cardboard and green waste) were the same regardless of age group (Table 4). Respondents between 18 and 34 stated that plastic collections would encourage them to recycle (79%). This age group also stated if the Black Box was collected more than once a fortnight they could recycle more materials (53%). Table 4 highlights those aged between 55 and 64 and 65+ were less amenable to suggested recycling options than other respondents. This may be due to this age group recycling at a somewhat higher level to begin with.

Table 4: What Might Encourage People to Recycle a lot More - Split by Age (Q3)

	Age group				
	18-34 %	35-44 %	45-54 %	55-64 %	65+ %
If you could put plastic in the Black Box for collection	79	73	75	66	61
If there was a cardboard collection service	62	66	60	52	42
If there was a 'green waste' collection service	53	61	54	42	34
If you received more information on <u>what</u> can be recycled in the Black Box	50	38	31	23	24
If the Black Boxes were collected more than once a fortnight	53	42	38	24	15
If you could have a larger Black Box	46	46	33	23	15
If you could have more than one Black Box	48	40	32	23	16
If you received more information on <u>what</u> can be recycled at Recycling Centres	31	29	33	30	18
If you were given more information on where to take things to be recycled	28	28	32	21	10
If you had more information on what happens to recycled materials	15	17	24	17	15
If you had more information on the benefits of recycling	21	18	20	15	15
If the recycling container was easier to store, e.g. recycling bags not a box	18	16	20	15	12
If the collections were more reliable	20	17	18	11	8
If the Recycling Centres were open longer hours	11	10	12	9	7
If you didn't have to queue to get in the Recycling Centres	9	9	17	11	4
Base: All respondents	(117)	(210)	(205)	(206)	(250)

4. Summary

1. Recycling levels are high in both towns, in terms of the number of items recycled and the frequency of participation. Levels for paper and glass were particularly high, with cardboard, plastic and foil at lower levels.
2. Devizes residents recycle more items than those living in Marlborough, and do so more frequently. This may be explained by the presence of the HRC in Devizes.
3. Young people are least likely to recycle, than other age groups questioned.
4. The majority of respondents recycling using the black box is the main means of disposal, particularly in Marlborough.
5. In terms of encouraging increased recycling, it is clear that plastic collections regardless of area or age would increase participation. Household collections of cardboard and or garden/kitchen waste were also poignant.