

Public Attitudes Towards Waste Management & Recycling Wave 3

Informing and Evaluating the Campaign
in the Western Riverside Waste Authority
area, London

Research Study Conducted for
Recycle Western Riverside



Phase 3: March-April 2005

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Introduction

This report contains the findings of research undertaken by MORI Social Research Institute among local residents in the Western Riverside Waste Authority Area on behalf of Recycle Western Riverside.

Background and Objectives

The Western Riverside Waste Authority Area covers the London Boroughs of Lambeth, Hammersmith & Fulham, Kensington & Chelsea and Wandsworth. The purpose of the study is to collect feedback in order to build on baseline information of residents' attitudes and behaviour towards recycling, adding to previous phases of research carried out by MORI in the area.

The survey covers a range of issues about recycling, including:

- perceptions of recycling;
- levels of awareness about recycling;
- frequency and range of recycling for different materials;
- attitudes towards local recycling services;
- barriers to recycling;
- responsibility for recycling;
- response to communication materials and messages.

Methodology

MORI interviewed 1,249 residents aged 16+, conducted face-to-face and in home, between 14 March and 24 April 2005.

Output Areas (OAs) within each borough were selected at random, with interviews undertaken according to quotas (age, gender, work status and ethnicity) to reflect the population characteristics of the local area. OAs are the finest level at which household data is analysed, and replace the previously-used Enumeration Districts (EDs).

Interviews were stratified so that around 300 interviews were conducted in each borough.

The study mirrors the previous two waves of research carried out in the Western Riverside Area, in 2002 and 2003:

- Wave 1: consisted of 2,023 interviews with residents aged 16+, conducted face-to-face and in-home between 9 October and 26 November 2002. Approximately 500 interviews were carried out in each borough.
- Wave 2: consisted of 1,314 interviews with residents aged 16+, conducted face-to-face and in-home between 27 October and 30 November 2003. Approximately 300 interviews were carried out in each borough.

Questionnaire

The questionnaire was designed with the full involvement of Waste Watch, the London boroughs and key stakeholders in the Recycle Western Riverside campaign.

Analysis

In addition to finding out how much recycling residents say they do, we would also like to know which aspects are most strongly linked to their answer here, and hence which aspects should be most urgently targeted for improvement.

As part of the data analysis, Key Drivers Analysis (KDA) was conducted to identify target groups who are less likely to be satisfied or engaged in recycling activity. They identify areas of knowledge, or attitudes which may be in need of change in order to raise levels of recycling activity, or levels of satisfaction with the provision of local services.

The Key Drivers Analysis (KDA) results – and their implications for targeted action in the Western Riverside area - are used throughout the report where appropriate.

Interpretation of the Data

It should be noted that a sample, not the entire population of residents in the Western Riverside Waste Authority Area, has been interviewed. This means that all the results are subject to sampling tolerances, and that not all differences are statistically significant. A detailed note on interpreting statistical significance is appended.

In the computer tables, an asterisk (*) represents a value below 0.5%, but above zero. Where responses do not add up to 100%, this may be due to computer rounding or multiple responses. The term “net” is the balance when a negative finding has been subtracted from the positive.

It is worth emphasising that the survey deals with residents’ perceptions rather than facts; in particular, these perceptions may not accurately reflect the level of services actually being delivered or their behaviour in reality.

Acknowledgements

MORI would like to thank Jim Fielder, Annette Mayne and Charlotte Wakefield from Waste Watch for their help in scoping the survey and developing the questionnaire.

Publication of the Data

As with all our studies, these findings are subject to MORI's standard Terms & Conditions of Contract. To protect Recycle Western Riverside, any press release or publication of the findings requires the advance approval of MORI. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

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John Leaman

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Executive Summary

Recycling Behaviour & Attitudes

For the second successive year, there has been a marked change in people's recycling behaviour and attitudes.

Almost half of residents (43%) are now reportedly recycling 'everything that can be' – four times the proportion in 2002 (11%).

Virtually every specific item is reportedly being recycled more widely – and these increases are reflected across all four Boroughs to varying degrees.

Residents on estates not only recycle less, but feel it more difficult to do so. They are far less likely than are kerbside residents to perceive that the means to recycle are readily to hand.

Better facilities and better information are both cited as prime reasons for this shift (and perceived 'convenience' is confirmed as a major factor).

The perceived 'normalisation' of recycling continues. On average, people now say that 47% of people locally *do* recycle – up from 34% last time.

The people who still do not recycle are increasingly concentrated among specific groups: those in social housing (often estates), those from ethnic minorities, those not working – and those who do not feel that recycling is worthwhile.

Communications

The doorstepping campaign is recalled by 10% (up from 3% in 2003), and its 'word-of-mouth' recall is also greater.

More generally, the recall and perceived value of 'leaflets through the door' are also both up.

Despite good increases in general recycling & awareness, understanding of the 'behind-the-scenes' recycling process is still relatively little understood.

The other barriers to recycling – lack of space in the home and the clutter / smells it causes – are proving slow to shift.

Preferences for sources of information centre around leaflets, posters and local newspapers. Residents on estates are currently more reliant than are others on local billboards / posters – but they report lower exposure to leafleting campaigns.

Conclusions

The overall results confirm the success of efforts in Western Riverside to encourage recycling – with both the uptake of facilities and exposure to communications / campaigns making considerable progress in the past 12 months.

Furthermore, residents in each of the four boroughs have shown progress in both the range and frequency of reported recycling, as well as in their understanding of the process (which is so integral to its success).

As more and more people recycle, however, the challenges facing Recycle Western Riverside are brought into sharper focus.

There are fewer ‘easy wins’ left now that basic kerbside facilities are better-established. Residents on estates – where facilities have traditionally been severely lacking – lag behind kerbside residents in their understanding of recycling (as well as uptake).

The need, therefore, is for more intensive and more tailored efforts among these residents (as well as among some younger groups, who are also generally less widely carrying out recycling).

**SECTION A: RESIDENTS' ATTITUDES TOWARDS
RECYCLING**

Attitude to Recycling 2005

Perceived 'value' of recycling

Overall, 96% of Western Riverside residents feel that recycling is 'worthwhile'. This is not a significant rise from the previous two waves of this study, however, what we do observe to be significantly improving is the strength of feeling, with four out of five feeling that recycling is 'very worthwhile' (up from 67% in 2003 and 70% in 2002).

By borough:

Those thinking recycling is 'very worthwhile'



Base: (1) 1,300 residents 16+, face-to-face, in-home, London Western Riverside, Oct-Nov 2002,
 (2) 1,314 residents aged 16+, October-November 2003
 (3) 1,249 residents aged 16+, March-April 2005

In the previous two waves, approximately one in four thought that recycling was only 'fairly worthwhile' – but this has fallen to one in seven.

Of those with kerbside facilities, 82% feel it is 'very', whilst 13% feel it is 'fairly worthwhile'. Of those living in estates with no access to kerbside facilities; 73% feel that recycling is 'very worthwhile' with one in five (22%) feeling the activity to be 'fairly worthwhile'.

Those living in dwellings with kerbside facilities are more likely to feel that recycling is 'very worthwhile' than those living in estates – who are more likely to feel that recycling is merely 'fairly worthwhile'.

Positive things about recycling

Half of residents feel that recycling is the ‘right thing to do’ (answer given by just one in five in the previous two waves). Other answers given as ‘positive’ things about recycling include:

- ‘helps protect the environment’ - 50% (increase from 38% in wave two and 41% in wave one)
- ‘saves resources/trees’ - 49% (increase from 35% in wave two and 34% wave one)
- ‘reduces pollution’ - 44% (increase from 20% in waves one and two).

There are differences across the area in ‘positives’ about recycling, with a greater proportion of Kensington & Chelsea residents mentioning these top four responses than those in the other three boroughs.

Those living in dwellings with kerbside facilities are more likely to make reference to the following ‘positive’ aspects of recycling:

What are positive things about recycling?



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

Negative things about recycling

The most frequently mentioned ‘negative’ aspect of recycling is that it is ‘difficult/hassle/takes effort/time’; encouragingly though, only one in ten (11%) overall cited this aspect, down from 14% in wave two and 15% in wave one.

There is a slight difference here between those living on estates and those with access to kerbside facilities; 14% versus 10% respectively feeling that recycling is ‘difficult/hassle/takes effort/time’.

**SECTION B: Awareness and knowledge about
recycling**

Recycling Awareness

Informed Residents

Four in five residents (79%) feel informed about ‘what materials can be recycled’ in their area. This is up from 49% in wave one, 65% in wave two.

By borough, we see the following improvements:

Those who feel ‘informed’ about what materials can/can’t be recycled



Base: (1) 1,300 residents 16+, face-to-face, in-home, London Western Riverside, Oct-Nov 2002,
 (2) 1,314 residents aged 16+, October-November 2003
 (3) 1,249 residents aged 16+, March-April 2005

The young are less likely to feel informed about what materials can and cannot be recycled in their area; 27% of those aged under 25 feeling this way compared to 18% overall and 16% for those over 25. Encouragingly this figure is down from half (51%) in wave two.

Those from BME groups are less likely to feel informed here when compared to ‘white’ residents or everyone overall: three-quarters (75%) feel informed compared to 81% for ‘white’ residents. Those from estates are also less likely to feel informed: one in four (23%) feel uninformed about this, compared to 17% of those with access to kerbside facilities.

Variations Across Boroughs

* *Hammersmith & Fulham* Residents with access to kerbside facilities are more likely to feel ‘informed’ about what can/can’t be recycled than those living in estates (83% versus 65%) - while BME residents are more likely to feel ‘informed’ than those of white origin (84% versus 78%).

* *Kensington & Chelsea*. White residents are more likely to feel ‘informed’ (78% versus 62%) and those with access to kerbside facilities are slightly *less* likely to feel ‘informed’ than those living on estates (73% versus 79%).

* *Lambeth*. Again, white residents are more likely to feel ‘informed’ (83%) than those of BME origin (76%). There are no differences noted for this question between those in the borough living on estates and those residents with access to kerbside facilities.

* *Wandsworth*. Residents on estates are less likely to feel ‘informed’ (78% versus 84%) and residents of BME origin are less likely to feel ‘informed’ about what can/can’t be recycled (77% versus 85%).

Recycling Services

Seven in ten Western Riverside residents feel informed about ‘what recycling services are provided in the local area’. This is an increase of 13 points from wave two - and overall is up 28 points from wave one in 2002.

Broken down by borough we see:

Those who feel ‘informed’ about the provision of local recycling services



Base: (1) 1,300 residents 16+, face-to-face, in-home, London Western Riverside, Oct-Nov 2002,
 (2) 1,314 residents aged 16+, October-November 2003
 (3) 1,249 residents aged 16+, March-April 2005

There has been good progress across all boroughs in terms of informing local residents about the range of materials that can and cannot be recycled in their local area, with a significant improvement in Lambeth which may be attributed to the 2004 borough-wide launch of the orange sack kerbside service with increased communication activity. There have been similar improvements across the different demographic groups.

Differences remain between those with kerbside properties and those on estates – but the gap is narrowing.

Those who feel 'informed' about the provision of local recycling services

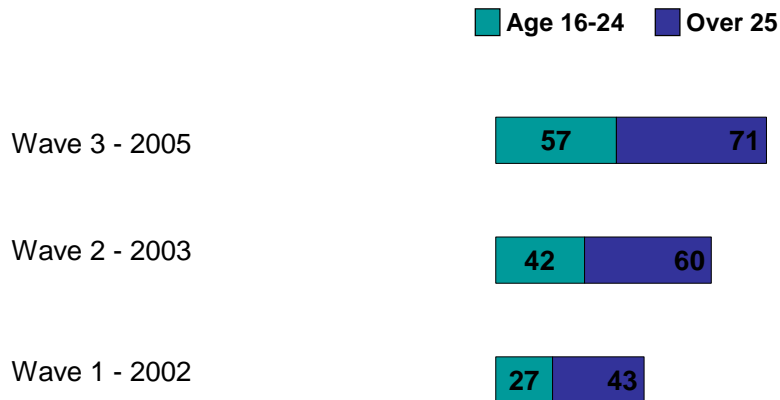


Base: (1) 1,300 residents 16+, face-to-face, in-home, London Western Riverside, Oct-Nov 2002,
(2) 1,314 residents aged 16+, October-November 2003
(3) 1,249 residents aged 16+, March-April 2005

Those living in estates have been consistently - throughout the three waves of this study – less informed about the provision of local recycling services than are those with kerbside properties.

What we see consistently throughout the three waves of this study is younger people (under 25) feeling *less* 'informed' about provision of local recycling facilities than do other age groups. Whilst this *knowledge gap* between young and older has remained fairly consistent, residents from all age groups are increasingly, throughout the waves, feeling better 'informed' overall:

Those who feel 'informed' about the provision of local recycling services



Base: (1) 1,300 residents 16+, face-to-face, in-home, London Western Riverside, Oct-Nov 2002,
 (2) 1,314 residents aged 16+, October-November 2003
 (3) 1,249 residents aged 16+, March-April 2005

Differences between social classes are also narrowing. Those from social classes C2DE now feel as informed on this issue (68%) as those from the more affluent classes, ABC1 (70%).

Further Recycling Knowledge

Seventy-seven per cent now feel informed about the **benefits of recycling**, an increase from 64% in wave two and 58% in wave one.

Younger people (those aged 16-24) are less likely to feel informed – one in four (26%) feeling *not* informed, compared to fewer than one in five (18%) overall. The results also show lower awareness among BME groups (24%).

Less than half of all residents feel informed (45%) about **what happens to materials** after they are collected for recycling. Although an improvement, this remains an area of uncertainty.

Western Riverside residents are feeling more informed about **what types of recycled products they can buy**. Just over half (56%) feel informed in this area, up from 39% in 2002. Those living in estates are marginally less likely to be feeling informed (51% versus 57% among kerbside properties).

Residents are feeling increasingly more informed about **local campaigns and promotions**, with half of all residents (51%) (versus 34% in wave two) saying so. Those with access to kerbside facilities are significantly more likely to feel informed in this regard (53%) than those on estates (43%).

Young people (44%) and BME residents (45%) are less likely to feel informed about local recycling campaigns/promotions also.

Variations across the Boroughs

While the information issues discussed above apply to all boroughs, there are local variations to note. For example:

- *Lambeth* – there may be greater need in Lambeth to inform residents what happens to materials once they have been collected; two in five (39%) feel informed about this compared to an average of 47% across other boroughs.
- *Kensington & Chelsea* – more residents need information on the benefits of recycling; seven in ten (69%) feel informed in this respect compared to an average of 80% across the other boroughs.

Recycling specific items

Residents were shown a list of household waste items and were asked whether or not they felt that they *could* or *could not* be recycled in their local area.

Ability to recycle specific items

	% “Can be recycled”	(+2003-05 change)
Newspaper and magazines	96%	(+7)
Card/cardboard	92%	(+18)
Glass bottles and jars	93%	(+5)
Food and drink cans	88%	(+13)
Plastic bottles	87%	(+21)
Fruit juice/milk cartons	66%	(+18)
Yoghurt pots/marg. tubs	54%	(n/a)
Plastic bags	59%	(na/)
Old clothes/shoes	66%	(+3)
Garden and kitchen organic rubbish	51%	(+9)

Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

Results show a significant increase in the perceived ability to recycle specific items.¹

¹ There is no trend information for ‘plastic bags’ or ‘yoghurt pots/margarine tubs’ as these options were new for wave three.

Residents with access to kerbside recycling facilities are more likely to be aware that garden and kitchen organic rubbish *can* be recycled (53%) than those living in estates (43%). No other significant differences in awareness appear between these two sub-groups across the other specific items.

There is a misconception in the Western Riverside area that fruit juice/milk cartons can be recycled when this is not the case. In addition, plastic bags and yoghurt pots cannot be recycled in the orange sack. Whilst we find that, in general, awareness is increasing, there are clearly areas where clarification is needed.

Those residents over 25 years of age are more likely to be aware that garden and kitchen organic rubbish (52%) and old clothes/shoes (67%) can be recycled than are younger people (versus 46% and 62% respectively).

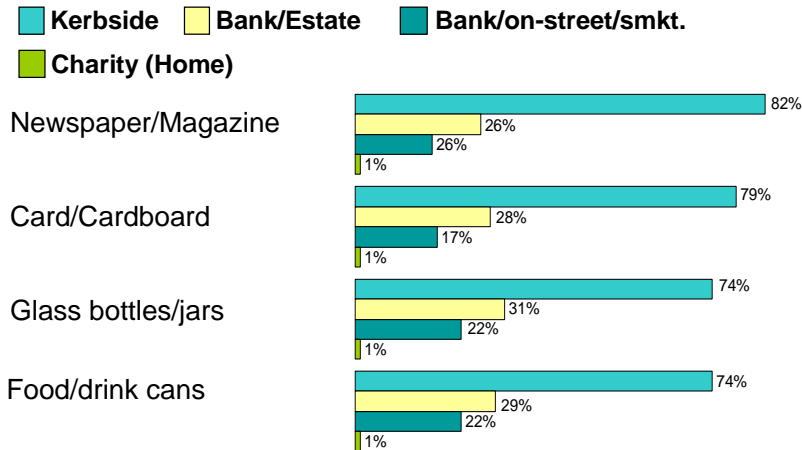
Across the four boroughs, these overall trends are generally consistent, though we do note some variation;

- *Kensington & Chelsea* – more residents need information on the ability to recycle certain specific items. 57% of residents feel that old clothes/shoes can be recycled versus 69% for the other boroughs, 81% of residents feel that food and drink cans can be recycled (vs 91% overall);
- *Lambeth* – in this case, more residents are aware that old clothes/shoes can be recycled (73% vs 64% elsewhere). Lambeth residents are also more likely to feel – wrongly - that yoghurt pots/margarine tubs can be recycled (60% vs 53% elsewhere);
- *Wandsworth* – fewer residents here are aware that garden and kitchen organic rubbish can be recycled (43% versus 54% elsewhere). Wandsworth residents are *less* likely to feel that yoghurt pots/margarine tubs *can* be recycled (47% versus 57% elsewhere).

Where can residents recycle these items?

Residents were asked *how* they felt that specific items of household waste could be recycled².

Where to recycle specific items (1)



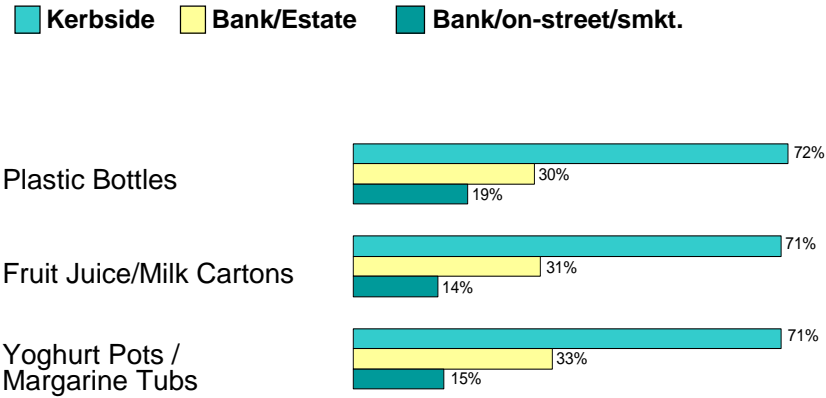
Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

Residents on the whole feel that these items can be recycled via kerbside facilities. There is clearly a greater lack of awareness here about the recycling services available on estates. Of those living on estates, less than half (45%) feel that newspapers and magazines can be recycled in recycling banks on estates/flats. The perception that certain items can be recycled on estates is even lower.

For the other items we see very similar patterns. The one exception is that of old clothes/shoes, residents being more aware that these items can be recycled using the facilities of charity shops.

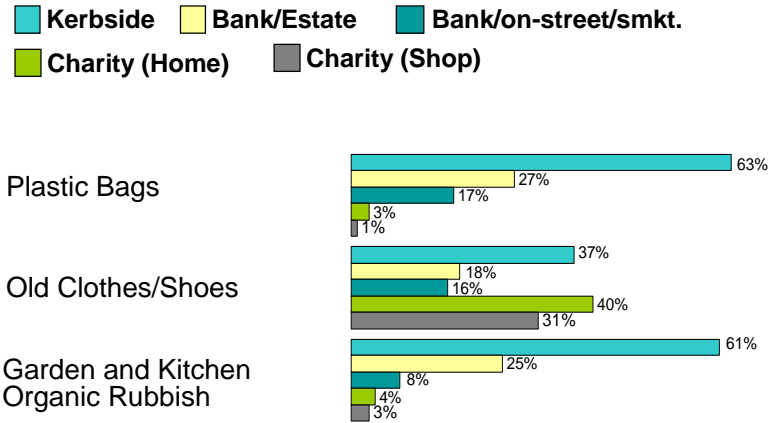
² This question is designed to ascertain *knowledge* of where residents can recycle certain items – and is not a measure of how often these facilities are used.

Where to recycle specific items (2)



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

Where to recycle specific items (3)



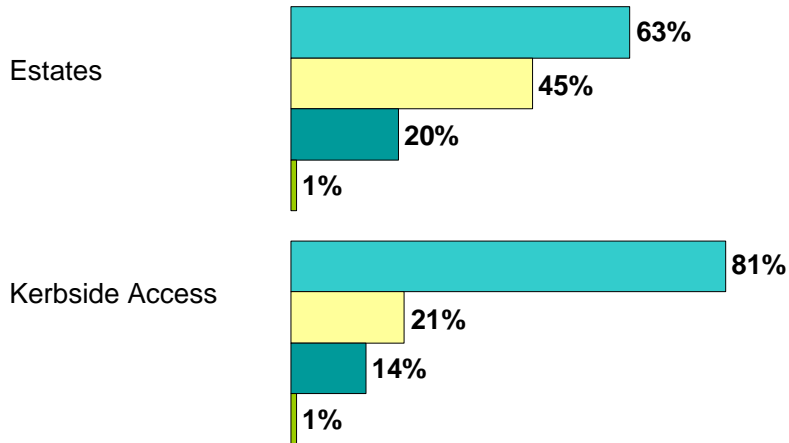
Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

Estates versus Kerbside

The above charts outlining *where* residents feel certain households *can* be recycled has been further analysed according to where residents in the Western Riverside area live, be it on estates or with access to kerbside facilities.

Where to recycle specific items Estate vs. Kerbside (1) Newspapers/Magazines

■ Kerbside
 ■ Bank/Estate
 ■ Bank/on-street/smkt.
 ■ Charity (Home)
 ■ Charity (Shop)

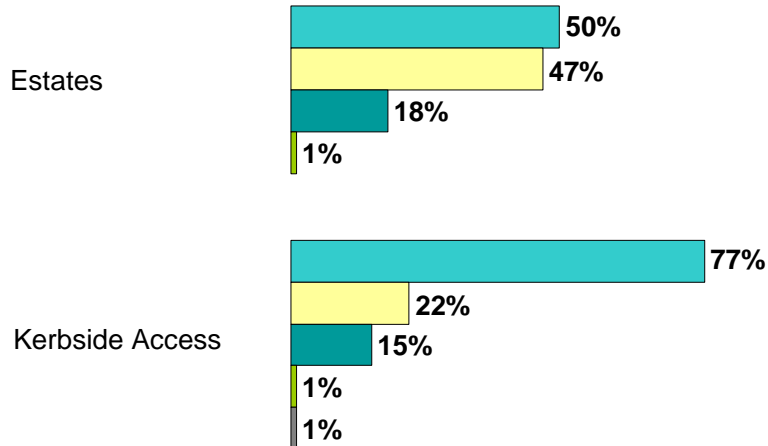


Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

Whilst four in five (81%) of residents with access to kerbside facilities are aware that they can use these facilities to recycle newspapers/paper, less than half (45%) of residents living on estates are aware that they can use the recycling banks on their estates to recycle this item.

Where to recycle specific items Estate vs. Kerbside (2) Card/Cardboard

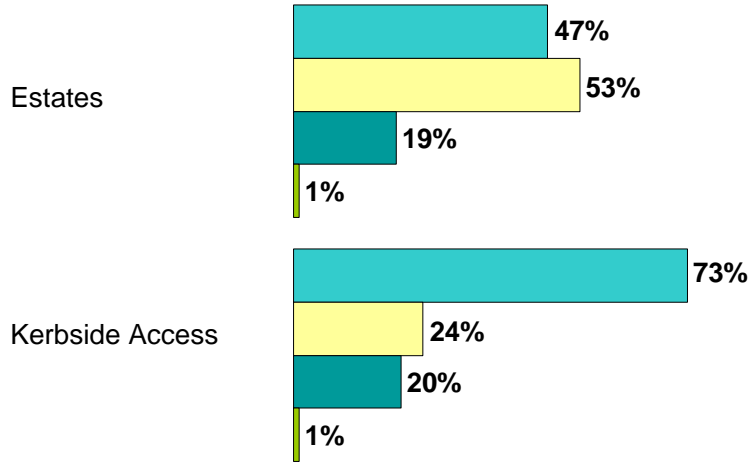
■ Kerbside
 ■ Bank/Estate
 ■ Bank/on-street/smkt.
 ■ Charity (Home)
 ■ Charity (Shop)



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

**Where to recycle specific items Estate vs. Kerbside (3)
Glass bottles/jars**

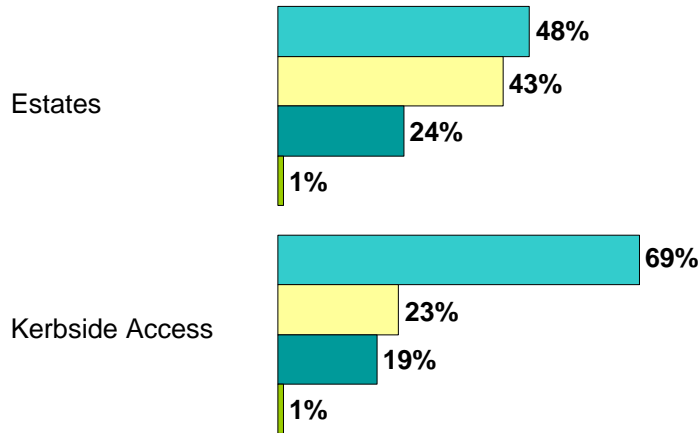
■ Kerbside
 ■ Bank/Estate
 ■ Bank/on-street/smkt.
 ■ Charity (Home)
 ■ Charity (Shop)



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

**Where to recycle specific items Estate vs. Kerbside (4)
Food/drink cans**

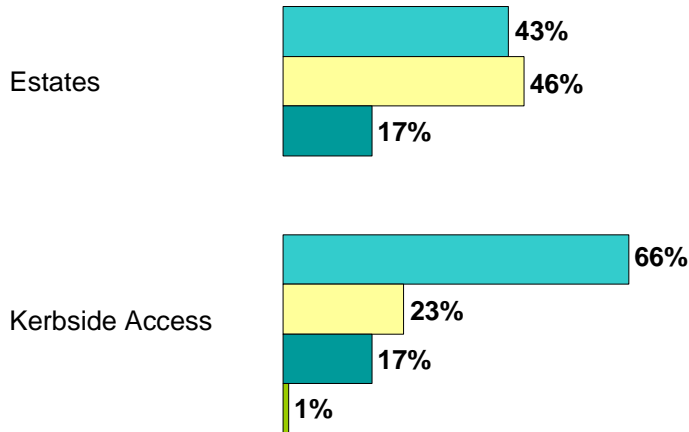
■ Kerbside
 ■ Bank/Estate
 ■ Bank/on-street/smkt.
 ■ Charity (Home)
 ■ Charity (Shop)



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

**Where to recycle specific items Estate vs. Kerbside (5)
Plastic Bottles**

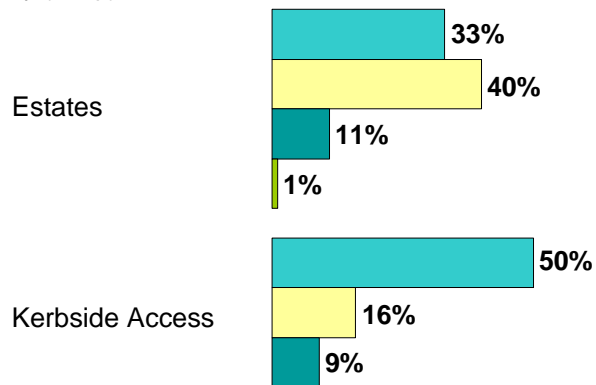
■ Kerbside
 ■ Bank/Estate
 ■ Bank/on-street/smkt.
 ■ Charity (Home)
 ■ Charity (Shop)



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

**Where to recycle specific items Estate vs. Kerbside (6)
Fruit juice/milk cartons**

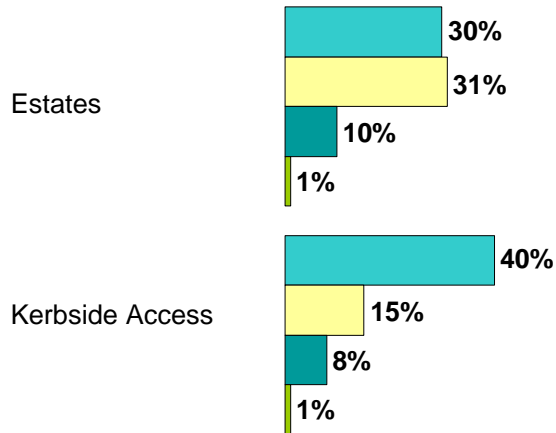
■ Kerbside
 ■ Bank/Estate
 ■ Bank/on-street/smkt.
 ■ Charity (Home)
 ■ Charity (Shop)



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

**Where to recycle specific items Estate vs. Kerbside (7)
Yoghurt pots/margarine tubs**

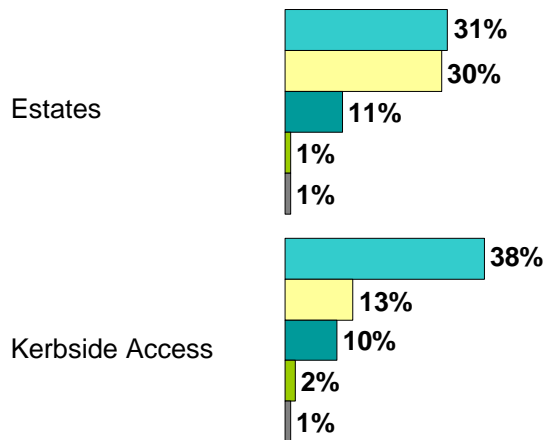
■ Kerbside
 ■ Bank/Estate
 ■ Bank/on-street/smkt.
 ■ Charity (Home)
 ■ Charity (Shop)



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

**Where to recycle specific items Estate vs. Kerbside (8)
Plastic Bags**

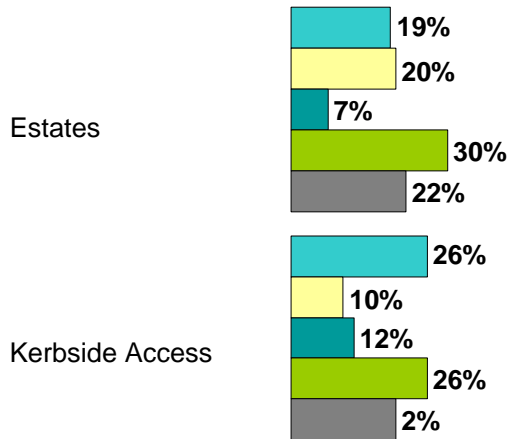
■ Kerbside
 ■ Bank/Estate
 ■ Bank/on-street/smkt.
 ■ Charity (Home)
 ■ Charity (Shop)



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

**Where to recycle specific items Estate vs. Kerbside (9)
Old clothes/shoes**

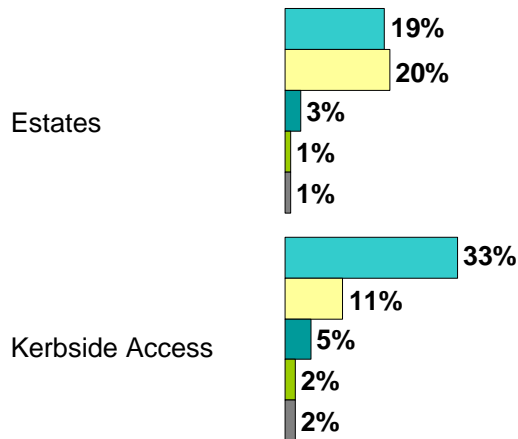
■ Kerbside
 ■ Bank/Estate
 ■ Bank/on-street/smkt.
 ■ Charity (Home)
 ■ Charity (Shop)



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

**Where to recycle specific items Estate vs. Kerbside (10)
Garden and kitchen organic rubbish**

■ Kerbside
 ■ Bank/Estate
 ■ Bank/on-street/smkt.
 ■ Charity (Home)
 ■ Charity (Shop)



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

Throughout this series of slides it is apparent that those living on estates are less aware that they can use the recycling facilities available to them to recycle the various listed items than are residents with kerbside facilities.

In general there is relatively little awareness of what can be recycled utilising other facilities i.e. at recycling banks, on-street or in supermarkets.

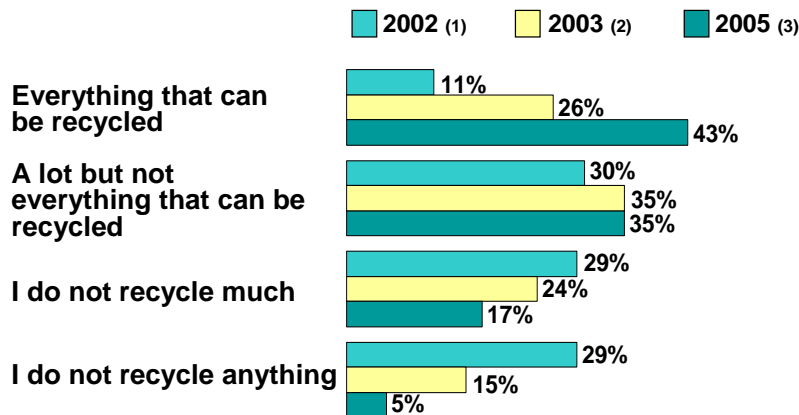
SECTION C: Reported recycling behaviour

Reported Behaviour

There has been a significant increase in overall reported recycling behaviour. Two in five residents claim that they recycle *everything* that can be recycled (43%) up from 26% in wave two and only 11% in wave one.

Correspondingly, we have seen a significant reduction in residents claiming not to recycle *anything*;

Reported recycling behaviour



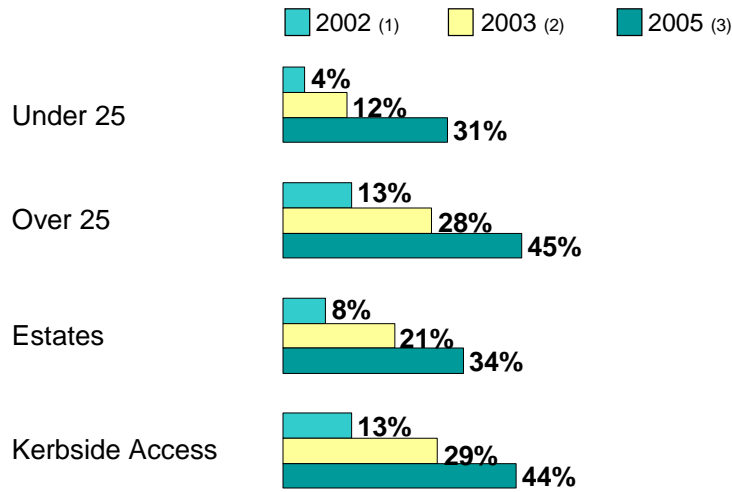
Base: (1) 1,300 residents 16+, face-to-face, in-home, London Western Riverside, Oct-Nov 2002, (2) 1,314 residents aged 16+, October-November 2003
(3) 1,249 residents aged 16+, March-April 2005

*The numbers of those **not** recycling ‘anything’ have fallen dramatically over the three waves, and now we see only 5% of Western Riverside residents **not** engaging in any form of recycling activity.*

This group consists disproportionately of those living on estates; 9% of whom claim not to recycle *anything* (versus 4% of those with access to kerbside facilities). They are also more likely to be of BME origin (8% versus 4% of those ‘white’ residents), and to be from the less affluent social classes C2DE – with 8% of this group not recycling *anything* compared to three per cent of the other residents.

Looking more specifically at differences between residents living on estates and those with access to kerbside facilities, and also the differences between the young (under 25) and older residents we note the following differences:

Recycle ‘everything’ that can be recycled

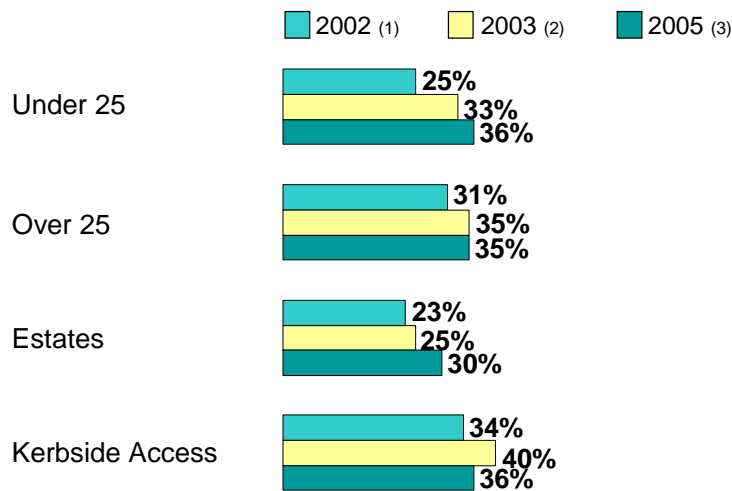


Base: (1) 1,300 residents 16+, face-to-face, in-home, London Western Riverside, Oct-Nov 2002
 (2) 1,314 residents aged 16+, October-November 2003
 (3) 1,249 residents aged 16+, March-April 2005

Older residents (over 25) are still more likely to be claiming to be recycling ‘everything’. But despite the persisting age gap, both groups are moving in the right direction.

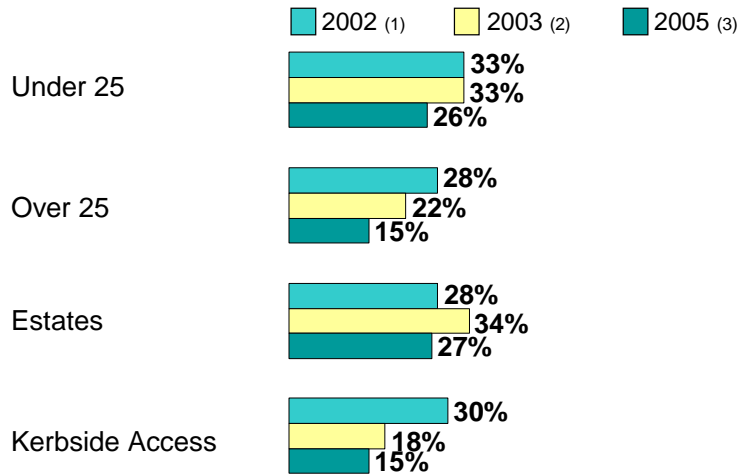
We note also a difference in dwelling type, with those on estates less likely to claim to be recycling ‘everything’. Again, both sets of residents are showing similar progress in their claimed recycling levels.

Recycle ‘a lot’ but not ‘everything’ that can be recycled



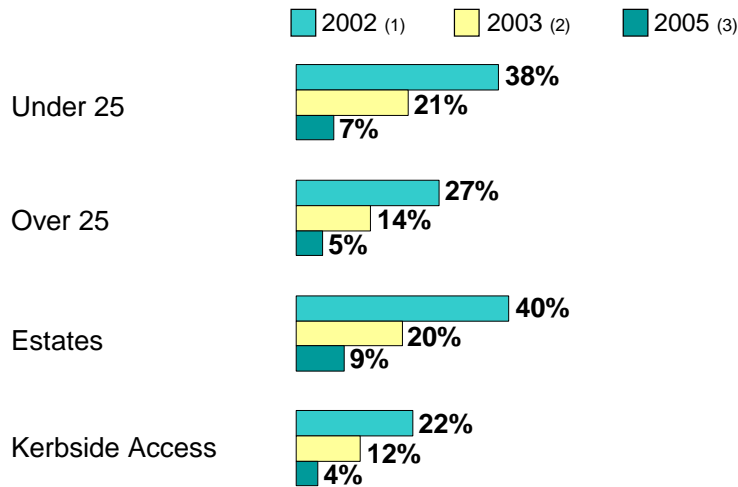
Base: (1) 1,300 residents 16+, face-to-face, in-home, London Western Riverside, Oct-Nov 2002
 (2) 1,314 residents aged 16+, October-November 2003
 (3) 1,249 residents aged 16+, March-April 2005

Do not recycle ‘much’



Base: (1) 1,300 residents 16+, face-to-face, in-home, London Western Riverside, Oct-Nov 2002
 (2) 1,314 residents aged 16+, October-November 2003
 (3) 1,249 residents aged 16+, March-April 2005

Do not recycle ‘anything’



Base: (1) 1,300 residents 16+, face-to-face, in-home, London Western Riverside, Oct-Nov 2002
 (2) 1,314 residents aged 16+, October-November 2003
 (3) 1,249 residents aged 16+, March-April 2005

Those under 25 have, in the previous two waves, been significantly more likely to claim not to be recycling ‘anything’. Whilst this is still the case, we note that the difference is not now significant and there have been dramatic reductions in numbers not recycling ‘anything’ with residents of all ages.

Those living on estates are more likely to claim not to recycle ‘anything’ than those with access to kerbside facilities. This has always been the case throughout the three waves. Again far fewer in both groups claim they do not recycle ‘anything’.

*The following sub-groups of residents are more likely to claim to be **not** recycling than other groups – and are potential target groups:*

Residents living on estates

Residents of BME origin

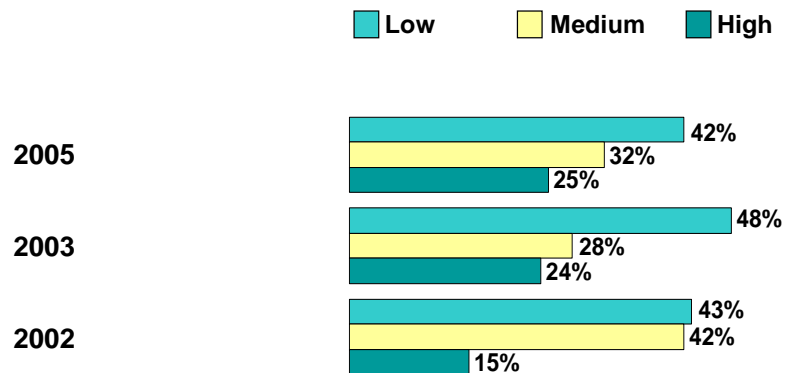
Residents from the less affluent social classes C2DE

Younger residents (under 25)

Levels of Recycling

In the previous two waves of this study factor and cluster analysis have been used to explore the extent of people’s recycling behaviour. From the start, three typologies were constructed based on the frequency and range of people’s recycling. They also address how receptive people are to communications and information about recycling in general.

Recycler Typology



Base: (1) 1,300 residents 16+, face-to-face, in-home, London Western Riverside, Oct-Nov 2002, (2) 1,314 residents aged 16+, October-November 2003
(3) 1,249 residents aged 16+, March-April 2005

Low recyclers are a core group who do not recycle very often and only a small range of materials. This group have remained relatively constant in size over the three waves.

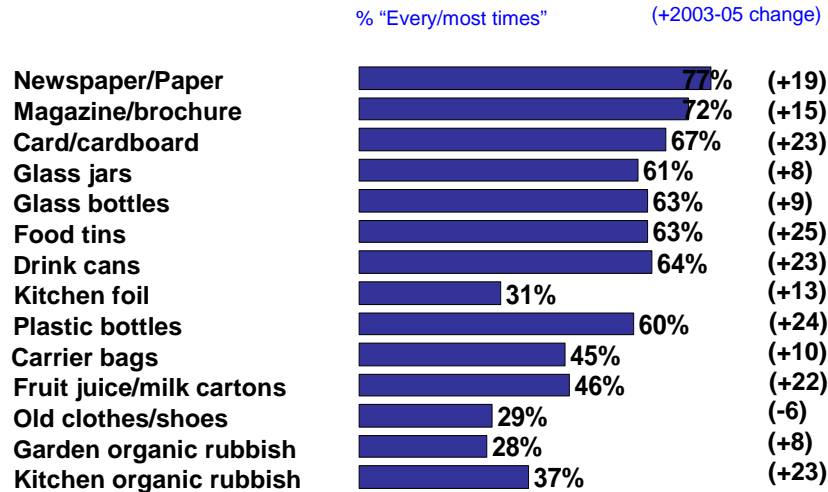
Medium recyclers can quite often display a positive attitude towards recycling, and display good knowledge, however their behaviour does not always match. Since wave one this group have shrunk in size – reflecting an increase in the numbers identified as

..... High recyclers. This group are dedicated, knowledgeable and enthusiastic, and growing in numbers. From 15% in 2002 this group has now grown to a quarter of residents in the Western Riverside area.

Frequency of Recycling

Overall there are significant increases in the proportions claiming to recycle a large number of items either *every* or *most times*. Indeed, this perception even extends to items which cannot be recycled (yoghurt pots / margarine tubs) – and reflects residents either assuming otherwise or actually putting such items out for recycling.

Frequency of recycling specific items



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

These increases are reflected to varying degrees across all four of the Western Riverside Boroughs.

The frequency across the four boroughs:

% "Every/Most Times" (& 2003-05 change)

	K & C	Lambeth	H & F	Wandsworth
Newspaper/Paper	74 (+31)	79 (+28)	81 (+14)	83 (+12)
Magazine/Brochure	70 (+23)	73 (+27)	69 (+4)	76 (+6)
Glass Bottles	66 (+19)	62 (+17)	53 (+8)	73 (+7)
Glass Jars	64 (+19)	58 (+12)	53 (+1)	73 (+9)
Card/Cardboard	65 (+25)	68 (+47)	61 (+7)	74 (+11)
Drinks Cans	66 (+33)	70 (+38)	52 (+7)	69 (+17)
Food Tins	63 (+31)	66 (+33)	52 (+12)	71 (+25)
Plastic Bottles	65 (+26)	65 (+51)	50 (+6)	60 (+10)
Carrier Bags	55 (+18)	46 (+17)	37 (+3)	44 (+4)
Old Clothes/Shoes	32 (+8)	33 (-)	16 (-21)	36 (-8)
Fruit Juice/Milk Cartons	52 (+29)	49 (+37)	36 (+3)	45 (+13)
Garden Organic Rubbish	20 (10)	31 (+10)	31 (+6)	29 (+4)
Kitchen Foil	23 (+5)	42 (+27)	25 (+2)	30 (+15)
Kitchen Organic Rubbish	46 (+37)	30 (+14)	42 (+27)	30 (+14)

Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

Whilst there are noticeable cross-borough differences – for example glass bottles are not being recycled as frequently in Hammersmith & Fulham (53%) as in Wandsworth (73%) – on the whole recycling frequency is generally increasing.

Looking at differences between those living on estates and those with access to kerbside recycling facilities:

% "Every/Most Times" (& 2003-05 change)

	ESTATE	KERBSIDE
Newspaper/Paper	68 (+26)	77 (+8)
Magazine/Brochure	57 (+15)	74 (+8)
Glass Bottles	50 (+10)	66 (+4)
Glass Jars	46 (+7)	64 (+4)
Card/Cardboard	47 (+18)	70 (+17)
Drinks Cans	50 (+24)	65 (+17)
Food Tins	51 (+24)	64 (+20)
Plastic Bottles	45 (+18)	62 (+20)
Carrier Bags	36 (+8)	45 (+7)
Old Clothes/Shoes	25 (-2)	28 (-12)
Fruit Juice/Milk Cartons	31 (+13)	46 (+19)
Garden Organic Rubbish	12 (-1)	24 (+2)
Kitchen Foil	21 (+2)	28 (+11)
Kitchen Organic Rubbish	23 (+13)	35 (+18)

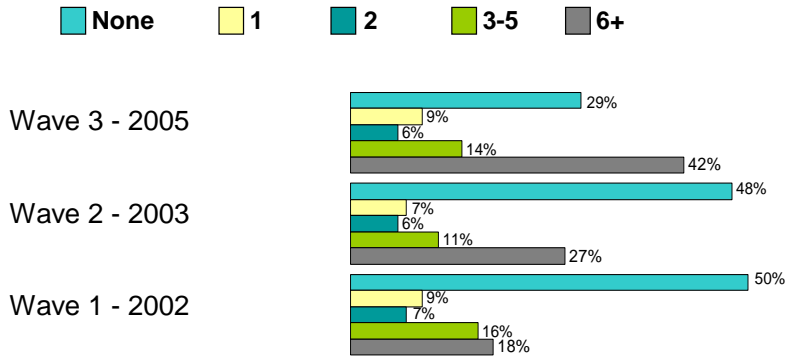
Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

We can see that without exception, those with access to kerbside recycling facilities are more likely to be recycling each of the above items more regularly than are estate residents.

However, the increases from wave 2 (2003) are often greater amongst those living on estates (in relation for example to newspapers, cardboard, glass bottles & drinks cans) – and so this group is ‘catching up’ in some such areas. One area where it is not (for obvious reasons) is in the disposal of organic waste.

Residents are recycling an increasing number of items *every* time. In wave two, half of all residents (48%) claimed that there was not one item that they recycled *every* time. This figure has fallen significantly to less than one in three (29%) this year. Correspondingly – we note a significant rise in those recycling more than six items *every* time; up to 42% from 27% in wave two.

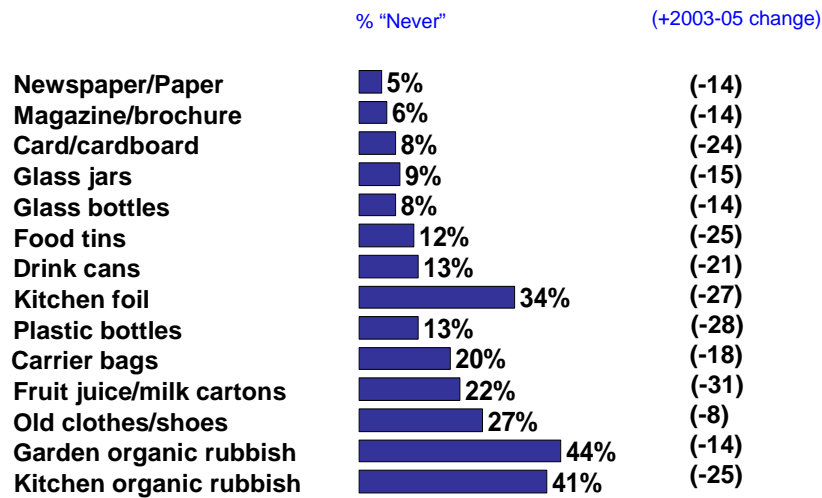
Number of items recycled ‘every’ time



Base: (1) 1,300 residents 16+, face-to-face, in-home, London Western Riverside, Oct-Nov 2002,
 (2) 1,314 residents aged 16+, October-November 2003
 (3) 1,249 residents aged 16+, March-April 2005

The following chart enables us to see which specific items are **not** being recycled, encouragingly these are all showing improvement on the figures for wave two.

Frequency of recycling specific items (2)



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

Recycling “Score”

Responses by each respondent have been given an aggregate recycling ‘score’ for the frequency for which they recycle all of the items listed above, together with yoghurt pots/margarine tubs and plastic bags.³⁴ The score goes on a scale from 0 to 64, the higher the score, the more frequently/widely that respondent is recycling more items. The score has been worked out on a Borough by Borough basis – and over the coming months we expect to offer direct comparisons with other London boroughs.;

- Lambeth score = 39

Those under 25 have a lower aggregate score than those over 25, and those from the more affluent social classes ABC1 have a higher aggregate score than those from social classes C2DE.

- Wandsworth average score = 38

In Wandsworth we find no significant variations by sub-group.

- Kensington & Chelsea average score = 37

BME residents are recycling less frequently; score of 32 versus the score of 38 for those ‘white’ residents. Those who feel that recycling is ‘worthwhile’ are more likely to be recycling more items more frequently; score of 39 amongst those feeling recycling is ‘worthwhile’ versus a score of 24 for those feeling that recycling is not ‘worthwhile’.

- Hammersmith & Fulham average score = 35

Those over 60 are more likely to be recycling more frequently – score of 42 compared to those under 25 who have an aggregate recycling ‘score’ of 32. Those living in social housing are less likely to be recycling frequently than other residents in the borough.

This pattern does not just apply to Hammersmith & Fulham. As has been noted, it is generally the older residents in Western Riverside who are more likely to be recycling, while younger people (as well as those in ‘social housing’) are lagging behind. Where possible, they need to be targeted to increase the amount and frequency of their recycling.

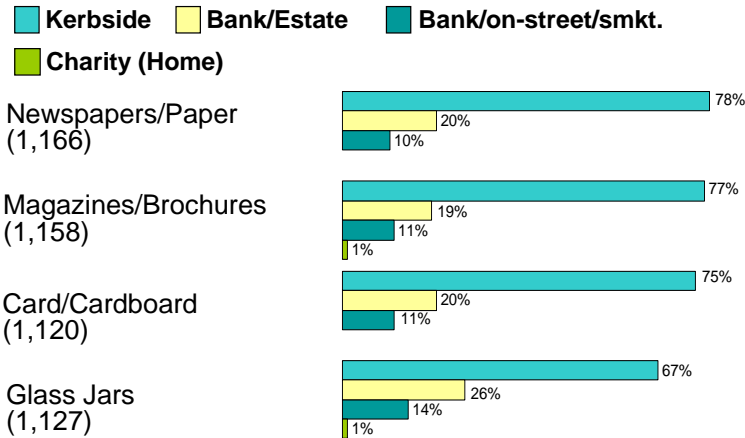
³ Frequency was ranked, with a higher score of 4 for *every*, 3 for *most* times and down to 0 for *never* recycle. For each item a respondent could score 0-4, 0 being non-recycling and 4 the highest; as a ‘frequent’ recycler. For the 16 items questioned over, the score was applied for each respondent and these scores aggregated. Each respondent has been given a score of between 0 and 64, with those with higher scores being, on average, the most frequent recyclers.

⁴ Though these additional items are not actually recyclable – the fact that people are claiming to be leaving them out with their other recycling could be indicative of the efforts residents are going through to recycle everything they ‘believe’ to be recyclable.

How are residents recycling?

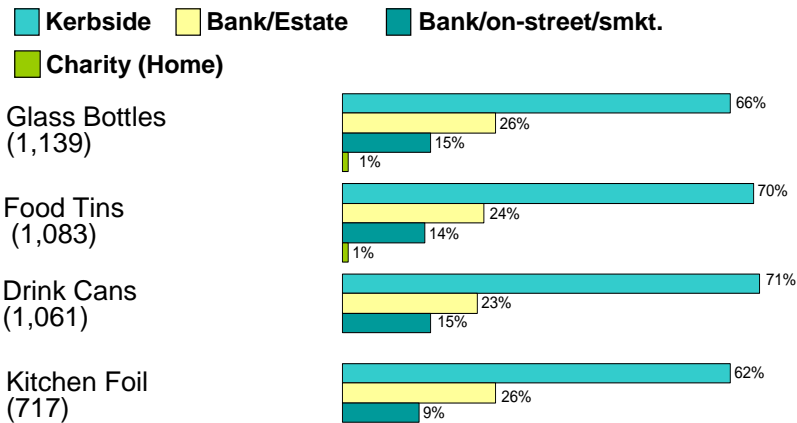
Residents were also asked *how* they recycle what they claim to recycle. The following charts are representative of those who claim to recycle each of the listed items:

Where residents recycle specific items (1)



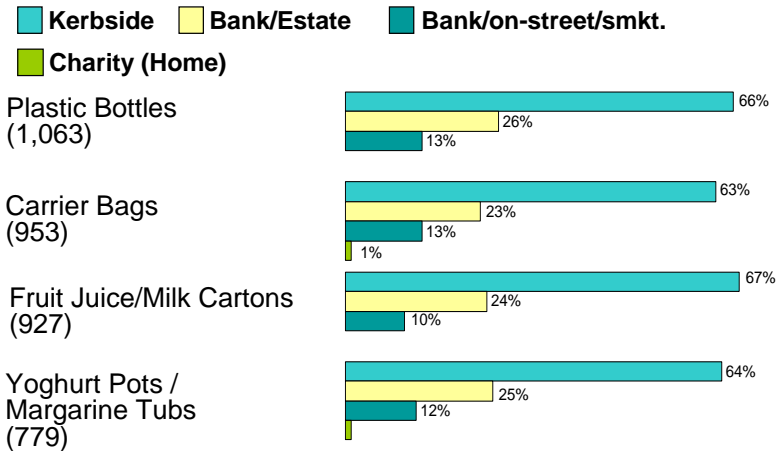
Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

Where residents recycle specific items (2)



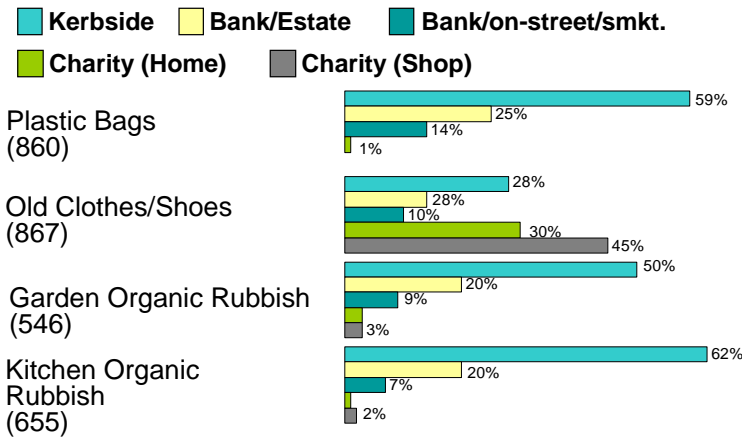
Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

Where residents recycle specific items (3)



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

Where residents recycle specific items (4)

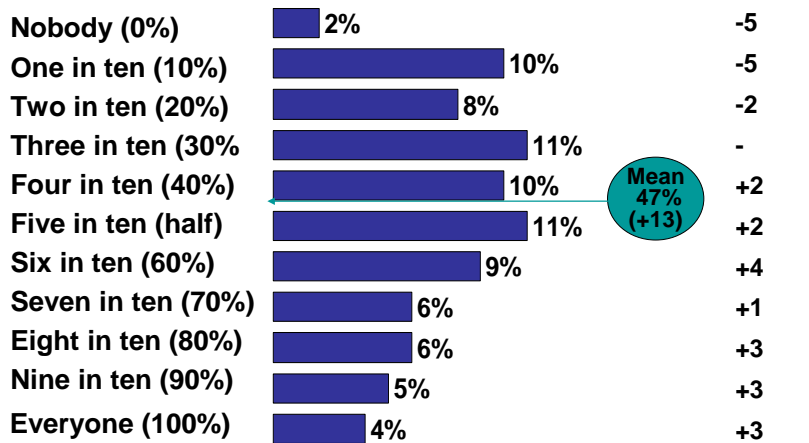


Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

Normalisation

Residents are claiming to recycle more items, and recycling them more frequently. Similarly residents feel that more and more of their neighbours are engaging in recycling activity. Residents, on average, feel that almost half (47%) of households in their area are recycling, up from an average of one in three (34%) in wave two.

Proportion of households in area perceived to engage in recycling or composting



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

By Borough, Lambeth residents feel that on average 57% of households in this borough are recycling. This compares with figures for Kensington & Chelsea of 34%, Wandsworth 47%, and Hammersmith & Fulham 44%.

Those over 60 (average of 51% of households) are more likely to feel recycling is widely-practiced – as are those living in houses (rather than in flats).

Recycling more than last year

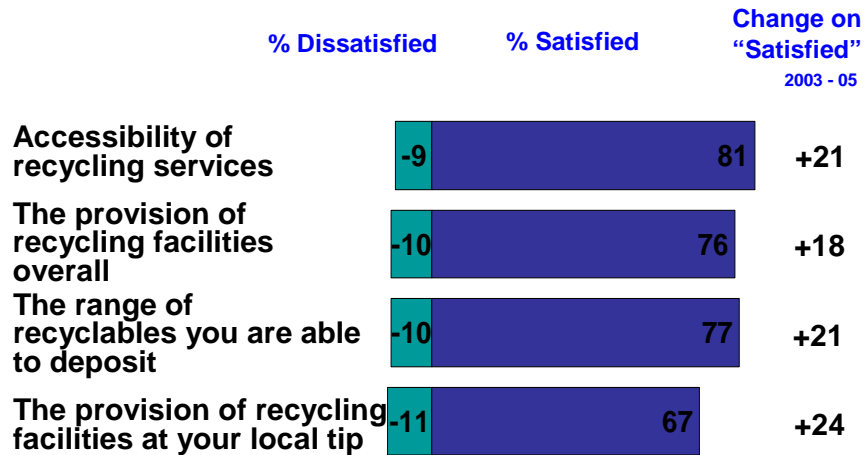
Among those (28% of) residents claiming to be recycling more than they were twelve months ago, people most often feel their behaviour has increased because the *council have provided orange bins/bags* (29%), they are *better informed now/more aware* (28%), that is now *easier to recycle* (12%) and that there are now *more facilities/recycle points, bottle banks etc.* (10%). The % breakdown by Borough is...

	Bins / Bags	Informed	Easier	Facilities
Lambeth	33	19	16	12
Wandsworth	34	32	16	6
K&C	8	46	8	12
H&F	31	25	7	10

Satisfaction with facilities and services

Residents are feeling more satisfied with the recycling services and facilities being provided for them;

Satisfaction with services and facilities



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

Of those residents dissatisfied with the above, they are, in all instances, significantly more likely to be those living on estates than those with access to kerbside facilities.

Breakdown % by borough (in terms of those *satisfied*) is as follows...

	Access	Overall Provision	Range	Tips
Lambeth	85	77	84	71
Wandsworth	76	77	75	65
K&C	78	70	69	61
H&F	84	79	78	69

What is driving satisfaction with services and facilities?

People's views and actions on recycling are governed by a wide range of influences – demographic, attitudinal and behavioural.

'Key Drivers' Analysis is a technique that identifies which links are statistically strongest. For the Recycle Western Riverside survey, this has been run to

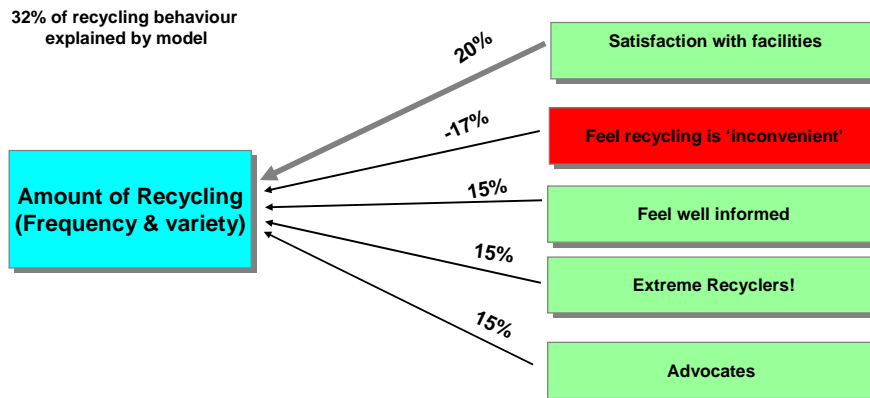
establish the key drivers both of *recycling behaviour* and of *satisfaction with recycling services*.

Key Drivers of Recycling Behaviour

The most influential factor in determining recycling levels is the degree of satisfaction with recycling facilities. Second most important is the degree to which recycling is seen as inconvenient, and thirdly, the extent to which local residents feel well informed about recycling.

In the case of ‘inconvenience’ the influence on recycling is a negative one (hence it is coloured red). That is, the more widespread the view that recycling is inconvenient, the *less often* recycling will be undertaken.

Key Driver Analysis : Recycling Behaviour



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

‘Satisfaction with recycling facilities’ is a very broad area, but can be broken down into more specific issues:

- The accessibility of recycling services
- The range of recyclables you are able to deposit
- The provision of recycling facilities at your local tip

The issue of (perceived) *inconvenience* is a recurrent theme from many other recycling surveys (North London, Islington etc) and essentially reflects that recycling does not seem to fit into people’s day-to-day lives (through a combination of the added effort required but lack of time in which to accommodate this). A typical example would be the need to wash out tins before putting them out.

Feeling well informed is also key to increasing levels of recycling – so information / communication is vitally important. Key areas on which to focus here are;

- What happens to materials after they are collected for recycling. (This regularly emerges as a key issue in qualitative research – where lack of understanding about the ‘back end’ process often is seen to confirm people’s worst fears that it may not be as rigorous as is claimed. Most obviously, people will accuse the council of ‘just throwing it all back together again’).
- What types of recycled product you can buy (to give some sense that the recycling process has a tangible outcome)
- What recycling services are provided in the local area – and implicit in that, the range and type/s of materials they can accommodate. Some people (eg on estates) may be looking for provision of basic recycling – eg newspapers / cans – while those already recycling may want to ‘graduate’ onto home composting or textiles, for example

Indeed, getting residents engaged in “extreme recycling” ie types of activities that are beyond the realms of standard recycling behaviour, is also key to raising the levels of their recycling overall. These types of activities include:

- Pass on left-over paint
- Pass on unwanted furniture/appliances to be re-used
- Buy refills/concentrated products
- Compost at home

Advocates of recycling – those that are aware of the benefits/merits of recycling and feel it is worthwhile – are a key group in driving recycling behaviour. It is important to make residents aware of the value of recycling. Areas of focus here are:

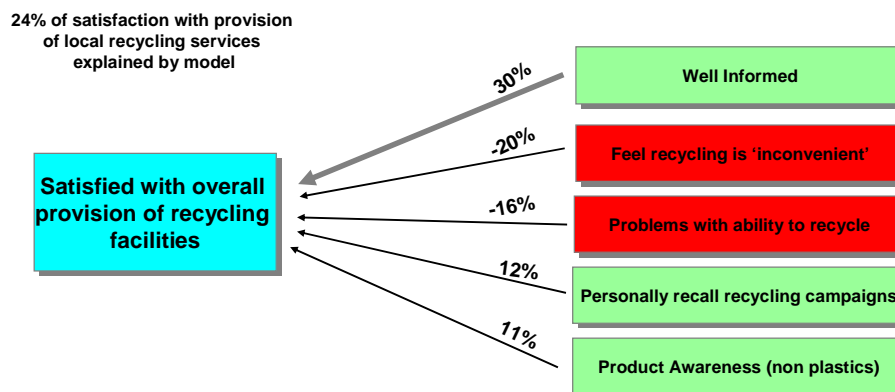
- Feel recycling is positive for the children/future generations
- Feel that everybody's bit makes a difference
- Think that recycling is good for the economy/cheaper
- Feel positive about recycling reducing levels of rubbish going in to landfill

Targeting the areas highlighted above, and those sub-groups of residents who are in need of information/education, will help drive up levels of recycling in the Western Riverside area.

Key Drivers of Satisfaction With Recycling Facilities

The chart below highlights the five key drivers of satisfaction with recycling facilities in Western Riverside.

Key Driver Analysis : Local Facilities



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

Most important is that residents be well informed – but almost as important is that they *not* view recycling as inconvenient. Closely related to this, perceived problems with the ability to recycle will often cause satisfaction with facilities to be lower.

Ensuring people are well informed entails:

- Providing information about what happens to materials once they are collected for recycling.
- Explaining the types of recycled products that can be bought (again, to give some sense of the process ‘coming full circle’)
- What recycling services (their quality & convenience) are provided in the local area – and their ability to take specific items. The non-acceptance of plastic bottles is traditionally a cause of frustration
- What the benefits of recycling are

There are two areas which show a strong negative correlation – and so are potentially having a negative impact on satisfaction levels here. The first is residents who feel that recycling is ‘inconvenient’. People who feel this way do so because:

- Separating rubbish isn’t clean and causes smells/clutter in the house
- Recycling is not felt to fit in with their everyday routine
- They have insufficient space in their home to store recyclables

The second area that is having a detrimental effect on satisfaction is problems with recycling banks. Helping residents to overcome these problems will help to raise satisfaction with recycling services overall, which is in turn, key to raising recycling levels. Specific problems residents are facing with recycling banks are:

- They are not cleaned/maintained
- They are not emptied regularly (These two factors both send a ‘message’ that councils are not as concerned about their own recycling performance as they are about their residents’. In other words – double standards...).
- They do not collect a wide enough range of materials
- Not accessible
- Residents don’t know where they are

Helping residents feel better informed, and taking away the perceived 'inconvenience' of recycling, alongside helping residents overcome problems with recycling banks are all key in affecting satisfaction levels. It is clear that both service provision and communications are important in ensuring satisfaction with recycling services.

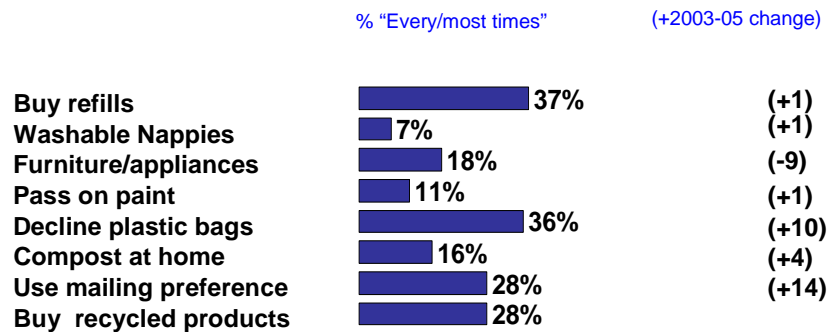
So, while it is the perceived quality of recycling facilities that most effectively prompts people to recycle – it is the quality of the information that is absolutely crucial in generating favourable views of those recycling facilities.. This is not a contradiction, rather a slight difference of emphasis, and emphasises that A) neither good facilities nor good information in isolation can deliver a sustained high level of recycling, and B) delivering strong recycling rates is far more about logistical efficiency than it is converting people's fundamental values

Extent of other recycling methods

Western Riverside residents are also engaged in other activities that involve re-using household items and not throwing things away. There are notable increase in those declining extra plastic bags, up ten percentage points to over a third (36%) of residents from one in four (26%) in wave two.

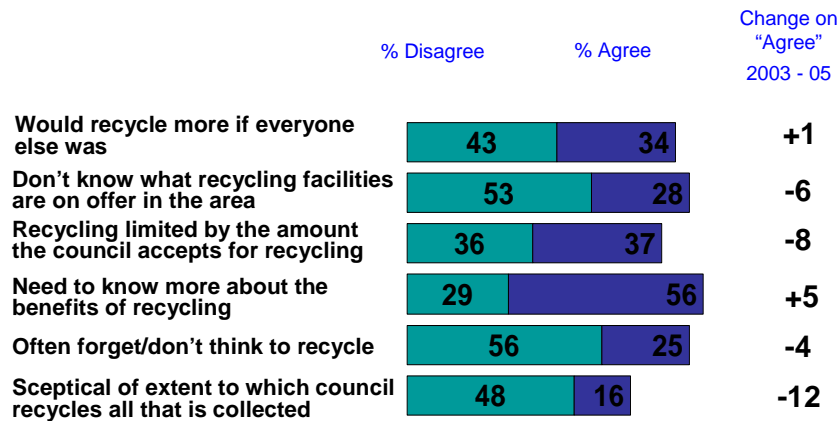
There is also a significant increase in proportion of residents using the Mailing Preference Service to stop junk mail (reducing junk mail by having address removed from mailing lists).

Frequency of alternative recycling activity



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

SECTION D: Barriers and Motivations to recycling

Personal behaviour, barriers and motivations (1)

Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

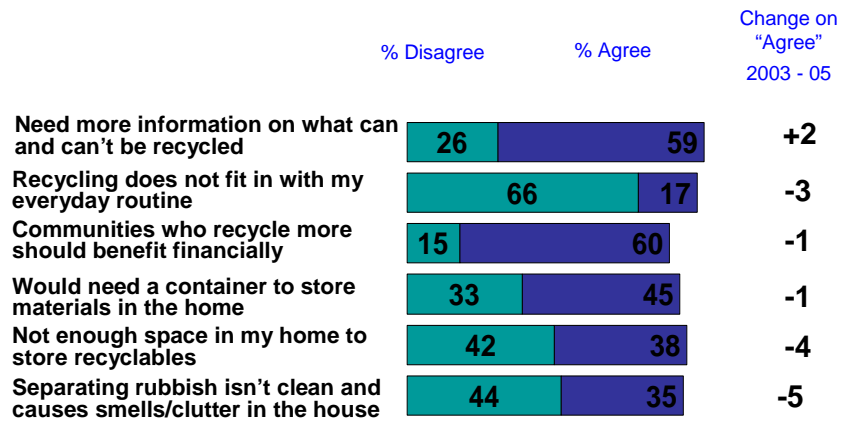
Two in five (43%) claim not to be motivated by the behaviour of others towards recycling.

Almost one in three (28%) of Western Riverside residents feel that they are **not very well informed** about local recycling facilities. Those feeling this way are more likely to be living on estates (62% versus 27% of those with kerbside facilities), to be young (37%) rather than over 25 (26% agreeing) and more likely to be living in Kensington & Chelsea; one third (34%) of residents in this borough feeling this way compared to 26% of other residents in the Western Riverside area.

More than half (56%) of residents feel they need to know more about the benefits of recycling, an increase of five percentage points from wave two of this study. Those feeling this way are more likely to be from social classes C2DE (61% agree) than the more affluent social classes ABC1 (51%), to be of BME origin (62% versus 54% 'white'), to not have a garden (60% agree versus 53% of those with garden access) and are more likely to be living in Kensington & Chelsea (65% agree compared to 53% for the rest of the area).

Of those feeling in need of more information on what can and can't be recycled (59%), those in social classes C2DE are more likely to agree than those in classes ABC1 (63% versus 55%), and they are more likely to be residents from Kensington & Chelsea (67% versus 56% for other residents).

Personal behaviour, barriers and motivations (2)



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

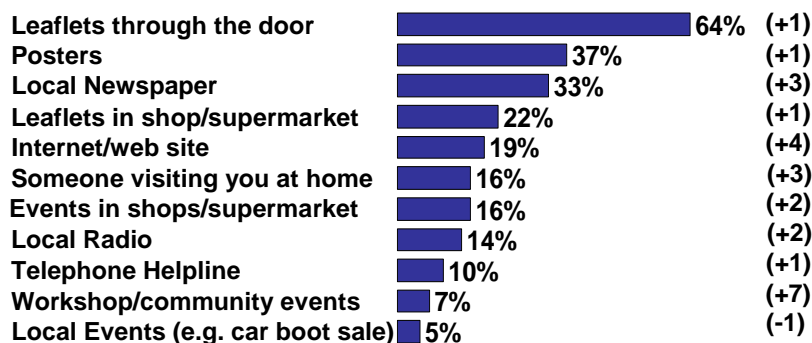
SECTION E: Taking Action, Local Campaigns

Communication

Western Riverside residents prefer to be informed about recycling in their local area via leaflets dropped through their door.

How residents would prefer to receive information

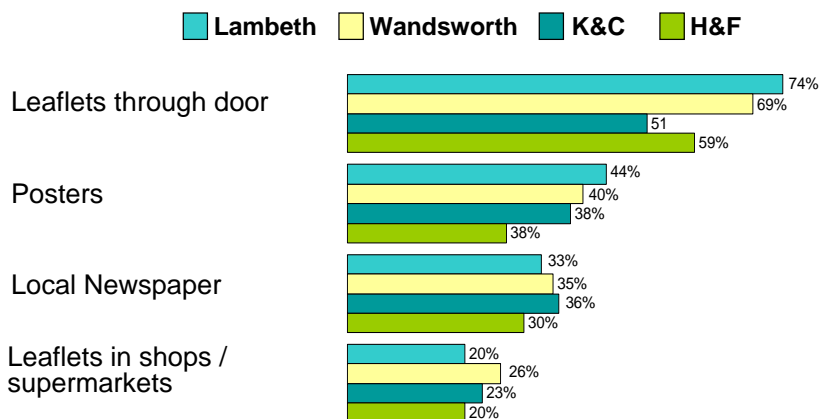
(+2003-05 change)



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

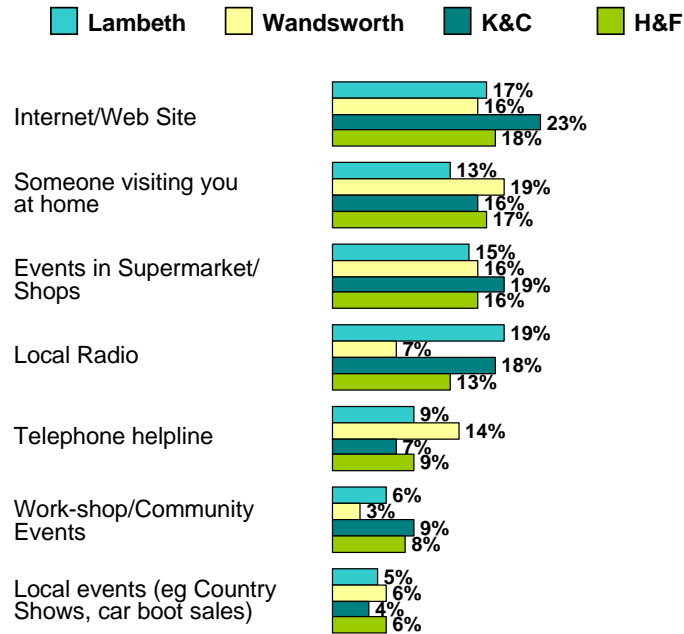
These are the preferred methods across all Western Riverside boroughs;

Preferred method of communication by borough (1)



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

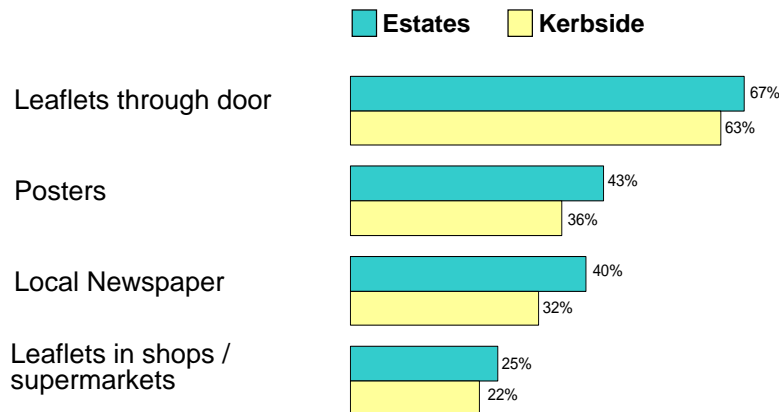
Preferred method of communication by borough (2)



Base: 1,249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

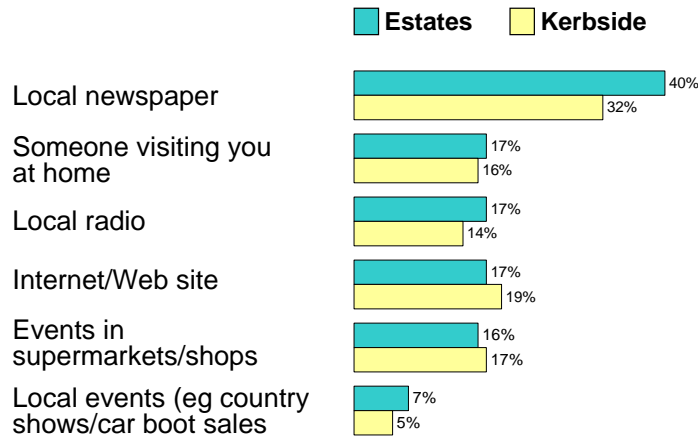
There are no significant differences in the preferred method of communication between those living on estates and those with access to kerbside facilities;

Preferred method of communication by dwelling (1)



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

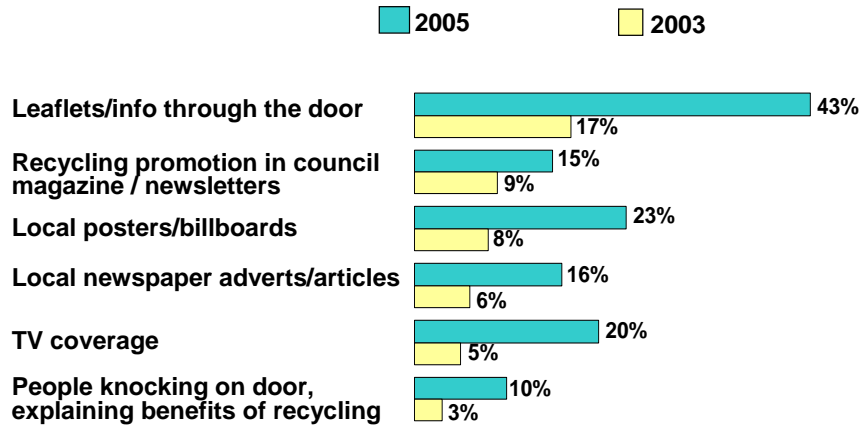
Preferred method of communication by dwelling (2)



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

Residents prefer to be informed through leafleting, and increasing numbers are personally recalling having seen leaflets; 43% compared to 17% in wave two;

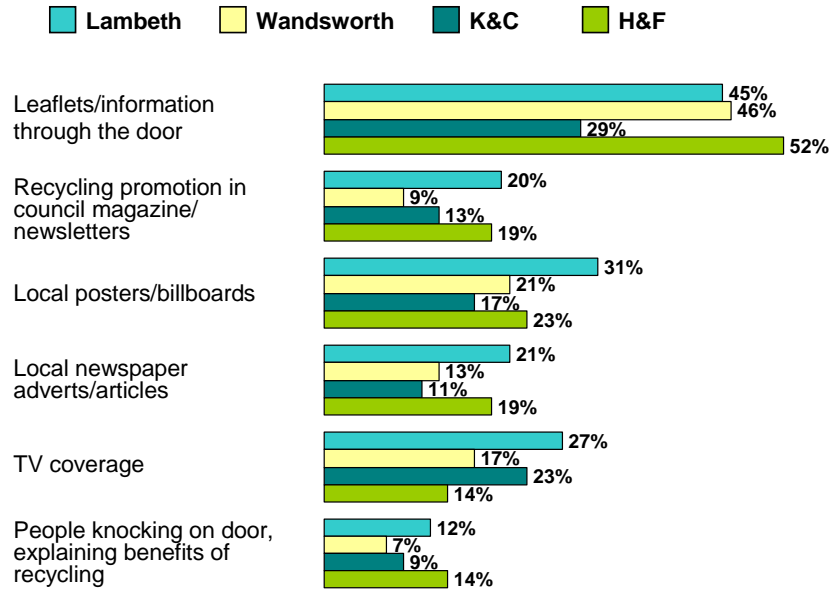
Personal exposure to promotional activity



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

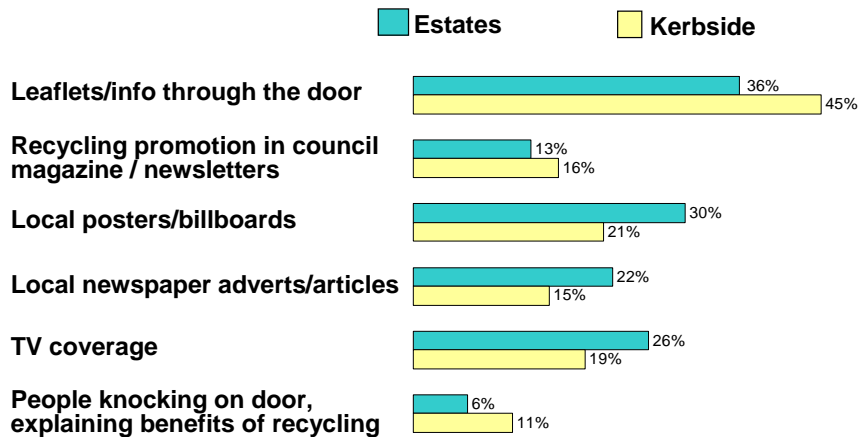
There are significant increases in the levels of awareness of all these forms of communication.

Personal exposure to promotional activity by borough



Base: 1,249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

Exposure to promotional activity by dwelling



Base: 1, 249 residents aged 16+, face-to-face, in-home, London Western Riverside, March-April 2005, Waste Watch/MORI

Statistical Reliability

The respondents to the questionnaire are only samples of the total "population", so we cannot be certain that the figures obtained are exactly those we would have if everybody had been interviewed (the "true" values). We can, however, predict the variation between the sample results and the "true" values from a knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the "true" value will fall within a specified range. The table below illustrates the predicted ranges for different sample sizes and percentage results at the "95% confidence interval":

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
	±	±	±
100 interviews	6	9	10
200 interviews	4	6	7
300 interviews	3	5	6
400 interviews	3	5	5
500 interviews	3	4	4
1,300 interviews	2	3	3

For example, with a sample size of 500 where 30% give a particular answer, the chances are 19 in 20 that the "true" value (which would have been obtained if the whole population had been interviewed) will fall within the range of ± 4 percentage points from the sample result.

When results are compared between separate groups or samples, different results may be obtained. The difference may be "real," or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one - i.e. if it is "statistically significant", we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen. If we assume a "95% confidence interval", the differences between the two sample results must be greater than the values given in the table overleaf.

For example with sample/base sizes of 200 and 200, the differences between the two sample results must be greater than ten percentage points to be statistically significant, if the findings being compared are around 50%.

Size of sample compared	Differences required for significance at or near these percentage level		
	10% or 90%	30% or 70%	50%

	\pm	\pm	\pm
100 and 100	8	13	14
100 and 200	7	10	12
100 and 300	7	10	11
100 and 400	7	10	11
200 and 200	6	9	10
200 and 300	5	8	9
200 and 400	5	8	9
500 and 500	4	5	6
500 and 1,300	3	5	5

Throughout the report, we refer to different sub-groups, and we make comparisons across these. The numbers of residents within each sub-group are as follows:

- Lambeth = 321
- Wandsworth = 321
- Kensington & Chelsea = 296
- Hammersmith & Fulham = 311
- Estate residents = 203
- Access to kerbside facilities = 1046
- BME origin = 306
- White origin = 943
- Under 25 = 182
- Over 25 = 1061

Social Class Definitions

The grades detailed below are the social class definitions as used by the Institute of Practitioners in Advertising, and are standard on all surveys carried out by MORI (Market & Opinion Research International Limited).

Social Grades			
	Social Class	Occupation of Chief Income Earner	Percentage of National Population
A	Upper Middle Class	Higher managerial, administrative or professional	3.0
B	Middle Class	Intermediate managerial, administrative or professional	20.8
C1	Lower Middle Class	Supervisor or clerical and junior managerial, administrative or professional	27.3
C2	Skilled Working Class	Skilled manual workers	21.2
D	Working Class	Semi and unskilled manual workers	17.4
E	Those at the lowest levels of subsistence	State pensioners, etc, with no other earnings	10.3

Marked-up Questionnaire

Waste Watch – Western Riverside Study (Wave Three)
FINAL 2005 (Wave 3) TOPLINE RESULTS

- The study is based on 1,249 interviews with residents aged 16+, conducted face-to-face and in-home between 14 March – 24 April 2005;
- Interviews were conducted throughout the 'Western Riverside' Area of London – ie the Boroughs of Lambeth (321 interviews), Hammersmith & Fulham (311), Kensington & Chelsea (296) and Wandsworth (321). These figures were chosen to allow a robust examination of *each* Borough, rather than to accurately reflect the respective size of each Borough's population
- Because this is the third wave of a tracking survey, we have broadly followed the distribution of interviews in the first wave (in October – November 2002), and the second wave (in October – November 2003)
- As in 2002 and 2003, quotas were set for each Borough – and so effectively in aggregate for the whole of Western Riverside - on age, gender and work status, to ensure the study is representative of the populations in each Borough.
- All figures are given in percentages based on the total sample (1,249) and cross Borough samples as highlighted above - unless stated
- An asterisk (*) represents a figure which is less than 0.5% but greater than zero;
- Where appropriate, 'net' figures are used as a single measure to show the balance between opinions. For example, net satisfaction refers to the proportion of people satisfied minus the proportion who are dissatisfied. A positive result would therefore indicate that more people are satisfied than there are people dissatisfied, and a negative result that on balance more people are dissatisfied than satisfied;

A. GENERAL

Q1. **How would you describe the composition of your household? Just read out the letter that applies.**

	Overall (1,249) %	L (321)	W (321)	K&C (296)	H&F (311)
Base: All					
Single adult under 60	18	19	15	25	13
Single adult 60 or over	9	9	9	12	7
Two adults both under 60	19	18	17	19	23
Two adults at least one 60 or over	9	7	10	12	6
Three adults or more all 16 or over	13	14	18	6	13
1-parent family with child/ren, at least one child under 16	10	8	8	11	10
2-parent family with child/ren, at least one child under 16	22	24	23	15	27
Other	*	*	-	-	-

Q2. **How long have you been living at this address?**

	Overall (1,249) %	L (321)	W (321)	K&C (296)	H&F (311)
Base: All					
Under 1 year	9	8	10	5	11
1 – 2 years	15	17	15	13	14
2 – 5 years	24	25	22	26	24
5 – 10 years	20	23	21	18	20
10 – 20 years	15	13	16	17	13
20+ years	16	12	16	19	16
Since birth	*	1	*	-	1
Don't know/can't remember	1	1	1	3	1

Q3. Which of the following symbols, if any, do you recognise? Just read out the letter that applies

	Base: All	Overall (1,249) %	L (321)	W (321)	K&C (296)	H&F (311)
A (Mobius Loop)		47	64	52	28	42
B (New WRAP Recycle Logo)		21	28	29	8	17
C (Tidy Britain Man)		76	82	80	59	82
D (Recycle Western Riverside Logo)		30	40	40	14	23
None		13	6	11	26	9

Q5. Overall, how worthwhile or not do you think recycling household rubbish is? You can just read out the letter that applies.

	Base: All	Overall (1,249) %	L (321)	W (321)	K&C (296)	H&F (311)
Very worthwhile		81	82	83	78	80
Fairly worthwhile		15	14	16	14	15
Not very worthwhile		2	3	*	1	2
Not at all worthwhile		1	1	-	1	*
Don't know/No opinion/Not stated		2	1	1	6	2

Q6. What, if anything, would you say are positive things about recycling? What else?

	Base: All	Overall (1,249) %	L (321)	W (321)	K&C (296)	H&F (311)
'Right thing to do' – non-specific		52	48	53	61	47
Helps protect the environment – non-specific		52	46	40	69	55
Saves resources / trees		49	40	40	68	50
Reduces pollution		44	38	29	62	48
Reduces household rubbish being buried in the ground / landfill		40	30	29	58	46
For future generations / children		25	14	16	47	24
Good for the economy/cheaper		24	17	14	43	23
Saves space in my home		22	17	13	42	19
Everybody's bit makes a difference		19	10	10	40	18
Get money/returns back from items		15	10	4	35	12
Other		2	3	2	2	2
Don't Know		3	2	4	3	1
Nothing		1	*	*	2	1

Q7 And what, if anything, would you say are negative things about recycling? What else?

	Base: All	Overall (1,249) %	L (321)	W (321)	K&C (296)	H&F (311)
Difficult / hassle / takes effort / time		11	7	7	15	13
It's more expensive to recycle compared to other disposal options		9	7	7	16	8
Recycled products are more expensive		8	4	3	17	9
Poor local recycling services		8	4	4	15	9
There are still lots of resources left to use		7	4	4	17	5
Recycled products are of poor / lower quality		6	5	4	9	6
It will take a long time for any environmental benefits to happen		6	5	6	7	7
Takes too much space in home		6	4	4	12	5
My little bit does not make any difference		4	4	3	6	4
It all ends up in landfill / being thrown away		4	3	3	6	5
I don't know what happens to it/the recycling/the materials		4	5	2	4	4
Damages / no benefit to the environment		2	1	1	4	3
Can't be bothered		2	1	1	3	2
No benefit to me (non specific)		2	1	1	3	1
No financial benefit to me/my family		2	2	2	3	1
Other		1	1	*	2	1
Nothing		45	50	50	34	43
Don't know/not stated		13	15	15	12	10

B. AWARENESS

Q8-Q13. How well informed would you say you are about each of the following. Firstly...

	Based All: (1,249)	Very well informed %	Fairly well informed %	Not very well informed %	Not at all well informed %	Don't know/ not stated %
Q8	What materials can and cannot be recycled in your area	36	43	14	4	3
	L	47	34	14	4	1
	W	32	51	12	2	3
	K&C	33	41	15	5	6
	H&F	32	48	15	3	2
Q9	What the benefits of recycling are	31	46	15	5	3
	L	31	47	16	4	3
	W	29	51	15	3	2
	K&C	31	39	16	9	6
	H&F	35	48	14	3	1
Q10	What recycling services are provided in the local area	29	40	21	5	5
	L	31	45	17	3	3
	W	27	40	15	4	4
	K&C	28	34	21	8	8
	H&F	29	41	22	5	3
Q11	What happens to materials after they are collected for recycling	16	29	28	12	15
	L	12	27	30	14	18
	W	15	32	26	13	13
	K&C	23	24	24	10	19
	H&F	16	32	31	9	12
Q12	What types of recycled products you can buy	20	36	27	10	8
	L	26	32	22	12	9
	W	16	39	29	9	7
	K&C	23	30	25	11	10
	H&F	15	42	31	6	5
Q13	Campaigns/promotions in the local area to encourage people to recycle more	17	34	25	15	10
	L	13	31	28	18	10
	W	14	37	26	16	8
	K&C	25	27	23	12	13
	H&F	17	39	22	13	10

Q14. What proportion of households in this area do you think recycle or compost?

Base: All	Overall (1,249) %	L (321)	W (321)	K&C (296)	H&F (311)
Nobody (0%)	2	*	2	5	1
One in ten (10%)	10	8	13	9	9
Two in ten (20%)	8	5	7	10	10
Three in ten (30%)	11	7	6	20	11
Four in ten (40%)	10	8	13	9	12
Five in ten (half)	11	12	12	7	15
Six in ten (60%)	9	7	12	4	14
Seven in ten (70%)	6	7	9	3	6
Eight in ten (80%)	6	12	5	2	5
Nine in ten (90%)	5	10	5	1	2
Everyone (100%)	4	8	3	2	2
Don't know	17	16	12	28	13

Q15 To the best of your knowledge, which of the following things can and cannot be recycled in this area?

Base: All (1,249)	Can	Can't	Don't know/not stated
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	%	%	%
Newspapers and magazines	96	1	3
L	98	1	1
W	95	1	4
K&C	92	*	7
H&F	97	1	2
Card/cardboard	92	3	5
L	92	3	4
W	93	2	5
K&C	90	2	9
H&F	94	4	3
Glass bottles and jars	93	2	5
L	94	2	4
W	93	2	5
K&C	90	3	8
H&F	96	2	2
Food and drink cans	88	5	7
L	90	3	7
W	93	1	6
K&C	82	9	9
H&F	89	6	5
Plastic bottles	87	6	7
L	91	4	6
W	88	4	8
K&C	84	7	9
H&F	85	9	7
Fruit juice/milk cartons	66	18	16
L	70	14	16
W	66	18	16
K&C	66	16	18
H&F	62	25	13
Yoghurt Pots/Margarine Tubs	54	23	23
L	60	19	21
W	47	24	29
K&C	55	25	20
H&F	56	23	22
Plastic Bags	59	23	18
L	59	17	23
W	57	24	19
K&C	60	26	14
H&F	59	25	16
Old clothes/shoes	66	18	16
L	73	11	16
W	66	16	18
K&C	57	28	15
H&F	69	17	14
Garden and kitchen organic rubbish (e.g. grass cuttings, food waste)	51	21	28
L	53	16	31
W	43	22	35
K&C	52	26	22
H&F	56	22	23

Q15a Please tell me from this list HOW you think Newspapers and Magazines can be recycled?

Base: All who think they can be recycled	Overall (1,196) %	L (316)	W (305)	K&C (273)	H&F (302)
Kerbside Collection	82	77	90	81	78
Recycling Bank – Estate/Flats	26	35	21	20	27
Recycling Bank – On-street or at Supermarket	16	22	20	10	11
Charity Collection (charity picks up from your home)	1	2	1	*	1
Charity Collection (you send to local charity/charity shop)	*	*	*	*	-
Don't know	2	2	-	3	1

Q15a Please tell me from this list HOW you think Card/Cardboard can be recycled?

Base: All who think they can be recycled	Overall (1,150) %	L (296)	W (298)	K&C (265)	H&F (291)
Kerbside Collection	79	72	90	79	76
Recycling Bank – Estate/Flats	28	40	21	20	31
Recycling Bank – On-street or at Supermarket	17	27	18	9	12
Charity Collection (charity picks up from your home)	1	2	-	*	1
Charity Collection (you send to local charity/charity shop)	*	1	*	*	-
Don't know	2	2	1	2	1

Q15a Please tell me from this list HOW you think Glass Bottles and Jars can be recycled?

Base: All who think they can be recycled	Overall (1,166) %	L (302)	W (300)	K&C (265)	H&F (299)
Kerbside Collection	74	62	86	77	70
Recycling Bank – Estate/Flats	31	44	24	20	34
Recycling Bank – On-street or at Supermarket	22	37	22	9	17
Charity Collection (charity picks up from your home)	1	1	-	-	1
Charity Collection (you send to local charity/charity shop)	*	*	-	*	*
Don't know	2	2	-	3	2

Q15a Please tell me from this list HOW you think Food and Drink Cans can be recycled?

Base: All who think they can be recycled	Overall (1,105) %	L (289)	W (297)	K&C (242)	H&F (277)
Kerbside Collection	74	64	85	79	69
Recycling Bank – Estate/Flats	29	42	20	19	35
Recycling Bank – On-street or at Supermarket	22	42	21	9	15
Charity Collection (charity picks up from your home)	1	1	*	-	1
Charity Collection (you send to local charity/charity shop)	*	1	*	-	-
Don't know	2	2	2	2	1

Q15a Please tell me from this list HOW you think Plastic Bottles can be recycled?

Base: All who think they can be recycled	Overall (1,084) %	L (291)	W (281)	K&C (249)	H&F (263)
Kerbside Collection	72	65	81	75	68
Recycling Bank – Estate/Flats	30	42	22	23	34
Recycling Bank – On-street or at Supermarket	19	32	18	10	14
Charity Collection (charity picks up from your home)	*	1	1	*	-
Charity Collection (you send to local charity/charity shop)	*	1	-	-	-
Don't know	2	1	4	2	2

Q15a Please tell me from this list HOW you think Fruit Juice/Milk Cartons can be recycled?

Base: All who think they can be recycled	Overall (825) %	L (224)	W (211)	K&C (196)	H&F (194)
Kerbside Collection	71	58	82	79	67
Recycling Bank – Estate/Flats	31	47	22	17	35
Recycling Bank – On-street or at Supermarket	14	24	16	10	7
Charity Collection (charity picks up from your home)	*	-	*	-	2
Charity Collection (you send to local charity/charity shop)	*	1	-	-	-
Don't know	3	2	3	3	3

Q15a Please tell me from this list HOW you think Yoghurt Pots/Margarine Tubs can be recycled?

Base: All who think they can be recycled	Overall (680) %	L (192)	W (152)	K&C (163)	H&F (173)
Kerbside Collection	71	70	80	71	65
Recycling Bank – Estate/Flats	33	47	26	21	34
Recycling Bank – On-street or at Supermarket	15	27	16	7	10
Charity Collection (charity picks up from your home)	1	2	1	1	2
Charity Collection (you send to local charity/charity shop)	*	1	-	-	1
Don't know	4	3	2	7	4

Q15a Please tell me from this list HOW you think Plastic Bags can be recycled?

Base: All who think they can be recycled	Overall (734) %	L (190)	W (183)	K&C (178)	H&F (183)
Kerbside Collection	63	44	74	72	61
Recycling Bank – Estate/Flats	27	42	17	16	31
Recycling Bank – On-street or at Supermarket	17	27	18	11	11
Charity Collection (charity picks up from your home)	3	4	2	3	2
Charity Collection (you send to local charity/charity shop)	1	3	1	1	1
Don't know	5	3	5	7	4

Q15a Please tell me from this list HOW you think Old Clothes/Shoes can be recycled?

Base: All who think they can be recycled	Overall (829) %	L (235)	W (211)	K&C (169)	H&F (214)
Kerbside Collection	37	28	43	38	40
Recycling Bank – Estate/Flats	18	26	11	14	18
Recycling Bank – On-street or at Supermarket	16	22	16	11	15
Charity Collection (charity picks up from your home)	40	49	47	30	32
Charity Collection (you send to local charity/charity shop)	31	40	35	25	22
Don't know/not stated	4	6	2	8	2

Q15a Please tell me from this list HOW you think Garden and Kitchen Organic Rubbish can be recycled?

Base: All who think they can be recycled	Overall (634) %	L (170)	W (137)	K&C (153)	H&F (174)
Kerbside Collection	61	46	63	67	69
Recycling Bank – Estate/Flats	25	40	17	16	24
Recycling Bank – On-street or at Supermarket	8	12	9	7	6
Charity Collection (charity picks up from your home)	4	3	1	9	2
Charity Collection (you send to local charity/charity shop)	3	4	1	5	2
Don't know	9	8	13	10	6

C. BEHAVIOUR

Q16. Looking at this card, which, if any, of the following statements comes closest to how much you recycle? Just read out the letter that applies.

	Overall Base: All (1,249) %	L (321)	W (321)	K&C (296)	H&F (311)
I recycle everything that can be recycled	43	47	46	33	44
I recycle a lot but not everything that can be recycled	35	32	32	42	36
I do not recycle much	17	18	16	18	16
I do not recycle anything	5	3	6	7	5

Q17. How often, if at all, do you recycle the following everyday items? If you don't use an item, please tell me.

Overall		Every time %	Most times %	Some times %	Rarely %	Never %	
	Base: All who use the item/material						
	Newspaper/ paper	(1,230)	54	23	13	5	5
	L	(318)	54	25	15	3	3
	W	(316)	62	21	10	3	5
	K&C	(286)	53	21	10	8	8
	H&F	(310)	46	25	16	6	6
	Magazines/brochures	(1,234)	47	25	16	6	6
	L	(318)	48	25	18	5	3
	W	(318)	55	21	14	4	5
	K&C	(289)	44	26	12	8	9
	H&F	(309)	39	28	19	7	7
	Card/cardboard	(1,219)	44	23	18	7	8
	L	(305)	45	23	18	8	7
	W	(313)	54	20	13	6	6
	K&C	(293)	39	26	15	10	10
	H&F	(308)	38	23	24	6	10
	Glass jars	(1,232)	38	23	20	9	9
	L	(316)	38	20	22	13	7
	W	(317)	48	25	14	5	8
	K&C	(290)	38	26	16	10	10
	H&F	(309)	30	23	29	9	10
	Glass bottles	(1,240)	40	23	20	9	8
	L	(318)	41	21	22	9	7
	W	(319)	48	25	13	5	8
	K&C	(293)	41	25	15	10	9
	H&F	(310)	32	21	28	10	8
	Food tins	(1,235)	39	24	16	9	12
	L	(315)	41	25	15	9	10
	W	(319)	47	24	10	6	14
	K&C	(293)	38	25	13	12	12
	H&F	(308)	30	22	26	10	12
	Drink cans	(1,217)	41	23	15	8	13
	L	(308)	47	23	13	7	10
	W	(313)	49	20	10	7	14
	K&C	(291)	40	26	10	10	14
	H&F	(305)	30	22	25	10	13
	Kitchen foil	(1,087)	15	16	20	15	34
	L	(298)	18	24	19	11	27
	W	(292)	18	12	21	15	34
	K&C	(204)	13	10	12	16	49
	H&F	(293)	10	15	25	19	31
	Plastic bottles	(1,228)	37	23	18	8	13
	L	(315)	38	27	17	9	9
	W	(317)	36	24	15	7	18
	K&C	(290)	47	18	14	7	13
	H&F	(306)	27	23	27	11	13

Carrier bags	(1,198)	26	19	21	13	20
L	(298)	25	21	20	14	19
W	(314)	22	22	21	11	23
K&C	(284)	38	17	16	11	18
H&F	(302)	20	17	27	14	22
Fruit juice/milk cartons	(1,185)	30	16	21	11	22
L	(295)	32	17	25	11	15
W	(313)	30	15	18	12	25
K&C	(286)	35	17	17	8	23
H&F	(291)	21	15	26	13	24
Yoghurt Pots/Margarine Tub	(1,132)	23	16	19	11	31
L	(287)	26	19	22	9	23
W	(289)	23	15	16	10	37
K&C	(270)	25	16	14	12	33
H&F	(286)	17	15	23	13	31
Plastic Bags	(1,167)	24	18	20	12	26
L	(295)	24	18	23	14	21
W	(313)	21	19	18	9	33
K&C	(262)	36	16	14	11	23
H&F	(297)	18	17	25	13	27
Old clothes/shoes	(1,188)	16	13	25	19	27
L	(308)	14	19	31	20	17
W	(315)	19	17	17	18	29
K&C	(265)	24	8	16	17	35
H&F	(300)	9	7	35	21	28
Garden organic rubbish (e.g. grass cuttings)	(977)	16	12	15	13	44
L	(267)	16	15	19	18	32
W	(274)	17	12	9	11	51
K&C	(198)	11	9	9	11	60
H&F	(238)	18	13	21	11	37
Kitchen organic rubbish (e.g. food leftovers)	(1,116)	22	15	11	11	41
L	(289)	14	16	19	15	36
W	(300)	15	15	9	13	48
K&C	(247)	34	12	6	6	42
H&F	(280)	26	16	11	9	39

Q17a Please tell me from this list HOW you recycle Newspapers/paper?

	Overall	L	W	K&C	H&F
Base: All recycled them	(1,166)	(310)	(301)	(264)	(291)
	%				
Kerbside Collection	78	70	80	83	81
Recycling Bank – Estate/Flats	20	30	14	17	19
Recycling Bank – On-street or at Supermarket	10	17	9	8	7
Charity Collection (charity picks up from your home)	*	1	*	-	*
Charity Collection (you send to local charity/charity shop)	*	*	-	-	-
Don't know	2	2	3	2	2

Q17a Please tell me from this list HOW you recycle Magazines/Brochures?

	Overall (1,158) %	L (307)	W (303)	K&C (262)	H&F (286)
Base: All recycled them					
Kerbside Collection	77	70	82	79	78
Recycling Bank – Estate/Flats	19	28	11	18	20
Recycling Bank – On-street or at Supermarket	11	20	7	8	7
Charity Collection (charity picks up from your home)	1	2	-	-	*
Charity Collection (you send to local charity/charity shop)	-	-	-	-	-
Don't know	3	2	4	3	2

Q17a Please tell me from this list HOW you recycle Card/Cardboard?

	Overall (1,120) %	L (284)	W (295)	K&C (263)	H&F (278)
Base: All who recycle it					
Kerbside Collection	75	71	82	73	74
Recycling Bank – Estate/Flats	20	27	12	19	23
Recycling Bank – On-street or at Supermarket	11	18	8	9	8
Charity Collection (charity picks up from your home)	*	*	*	-	*
Charity Collection (you send to local charity/charity shop)	-	-	-	-	-
Don't know	4	2	3	6	3

Q17a Please tell me from this list HOW you recycle Glass Jars?

	Overall (1,127) %	L (295)	W (292)	K&C (261)	H&F (279)
Base: All recycled them					
Kerbside Collection	67	57	76	72	65
Recycling Bank – Estate/Flats	26	31	16	23	33
Recycling Bank – On-street or at Supermarket	14	23	11	8	14
Charity Collection (charity picks up from your home)	1	2	*	-	1
Charity Collection (you send to local charity/charity shop)	*	-	-	*	-
Don't know	4	3	4	5	3

Q17a Please tell me from this list HOW you recycle Glass Bottles?

	Overall (1,139) %	L (295)	W (293)	K&C (267)	H&F (284)
Base: All who recycle them					
Kerbside Collection	66	57	76	70	62
Recycling Bank – Estate/Flats	26	34	16	21	32
Recycling Bank – On-street or at Supermarket	15	24	10	9	16
Charity Collection (charity picks up from your home)	1	2	1	*	1
Charity Collection (you send to local charity/charity shop)	*	*	-	-	-
Don't know	4	3	4	6	4

Q17a Please tell me from this list HOW you recycle Food Tins?

Base: All who recycle them	Overall (1,083) %	L (282)	W (273)	K&C (257)	H&F (271)
Kerbside Collection	70	62	81	72	66
Recycling Bank – Estate/Flats	24	33	11	20	31
Recycling Bank – On-street or at Supermarket	14	27	11	10	9
Charity Collection (charity picks up from your home)	1	1	*	-	1
Charity Collection (you send to local charity/charity shop)	*	-	-	-	1
Don't know	4	2	4	7	4

Q17a Please tell me from this list HOW you recycle Drink Cans?

Base: All recycled them	Overall (1,061) %	L (276)	W (269)	K&C (251)	H&F (265)
Kerbside Collection	71	62	81	75	66
Recycling Bank – Estate/Flats	23	30	12	18	31
Recycling Bank – On-street or at Supermarket	15	30	11	9	10
Charity Collection (charity picks up from your home)	*	1	*	-	*
Charity Collection (you send to local charity/charity shop)	*	-	-	-	1
Don't know	5	4	3	7	5

Q17a Please tell me from this list HOW you recycle Kitchen Foil?

Base: All recycled it	Overall (717) %	L (218)	W (194)	K&C (104)	H&F (201)
Kerbside Collection	62	61	73	54	55
Recycling Bank – Estate/Flats	26	31	13	28	32
Recycling Bank – On-street or at Supermarket	9	13	6	7	8
Charity Collection (charity picks up from your home)	*	*	1	-	-
Charity Collection (you send to local charity/charity shop)	-	-	-	-	-
Don't know	9	7	8	16	7

Q17a Please tell me from this list HOW you recycle Plastic Bottles?

Base: All who recycle them	Overall (1,063) %	L (286)	W (259)	K&C (252)	H&F (266)
Kerbside Collection	66	57	74	74	62
Recycling Bank – Estate/Flats	26	36	17	17	22
Recycling Bank – On-street or at Supermarket	13	21	8	10	11
Charity Collection (charity picks up from your home)	*	-	-	*	*
Charity Collection (you send to local charity/charity shop)	*	-	1	*	*
Don't know	5	6	4	6	5

Q17a Please tell me from this list HOW you recycle Carrier Bags?

	Overall (953) %	L (242)	W (242)	K&C (234)	H&F (235)
Base: All recycled them					
Kerbside Collection	63	52	69	70	60
Recycling Bank – Estate/Flats	23	32	16	18	26
Recycling Bank – On-street or at Supermarket	13	20	12	9	10
Charity Collection (charity picks up from your home)	1	*	*	*	1
Charity Collection (you send to local charity/charity shop)	*	-	*	-	-
Don't know	6	3	5	9	8

Q17a Please tell me from this list HOW you recycle Fruit Juice/Milk Cartons?

	Overall (927) %	L (252)	W (235)	K&C (220)	H&F (220)
Base: All who recycle them					
Kerbside Collection	67	59	71	70	69
Recycling Bank – Estate/Flats	24	35	17	19	23
Recycling Bank – On-street or at Supermarket	10	15	10	11	5
Charity Collection (charity picks up from your home)	*	*	-	*	*
Charity Collection (you send to local charity/charity shop)	-	-	-	-	-
Don't know/not stated	6	6	5	6	8

Q17a Please tell me from this list HOW you recycle Yoghurt Pots/Margarine Tubs?

	Overall (779) %	L (220)	W (181)	K&C (181)	H&F (197)
Base: All who recycle them					
Kerbside Collection	64	59	71	65	62
Recycling Bank – Estate/Flats	25	34	18	20	26
Recycling Bank – On-street or at Supermarket	12	17	10	11	8
Charity Collection (charity picks up from your home)	1	*	1	1	1
Charity Collection (you send to local charity/charity shop)	-	-	-	-	-
Don't know	7	7	5	9	9

Q17a Please tell me from this list HOW you recycle Plastic Bags?

	Overall (860) %	L (232)	W (210)	K&C (202)	H&F (216)
Base: All who recycle them					
Kerbside Collection	59	47	65	68	58
Recycling Bank – Estate/Flats	25	34	17	16	30
Recycling Bank – On-street or at Supermarket	14	20	13	11	12
Charity Collection (charity picks up from your home)	1	3	*	1	*
Charity Collection (you send to local charity/charity shop)	*	-	1	*	-
Don't know	6	4	6	9	6

Q17a Please tell me from this list HOW you recycle Old Clothes/Shoes?

Base: All who recycle them	Overall (867) %	L (256)	W (224)	K&C (171)	H&F (216)
Kerbside Collection	28	24	32	29	27
Recycling Bank – Estate/Flats	14	21	8	12	14
Recycling Bank – On-street or at Supermarket	10	14	10	5	9
Charity Collection (charity picks up from your home)	30	32	34	27	27
Charity Collection (you send to local charity/charity shop)	45	42	61	39	38
Don't know	6	5	4	9	5

Q17a Please tell me from this list HOW you recycle Garden Organic Rubbish?

Base: All who recycle it	Overall (546) %	L (181)	W (135)	K&C (79)	H&F (151)
Kerbside Collection	50	42	54	51	57
Recycling Bank – Estate/Flats	20	30	10	22	17
Recycling Bank – On-street or at Supermarket	9	10	12	9	6
Charity Collection (charity picks up from your home)	3	2	2	8	1
Charity Collection (you send to local charity/charity shop)	3	2	3	1	4
Don't know	18	19	21	14	18

Q17a Please tell me from this list HOW you recycle Kitchen Organic Rubbish?

Base: All who recycle it	Overall (655) %	L (185)	W (155)	K&C (143)	H&F (172)
Kerbside Collection	62	51	60	71	68
Recycling Bank – Estate/Flats	20	38	13	12	13
Recycling Bank – On-street or at Supermarket	7	7	11	5	3
Charity Collection (charity picks up from your home)	1	2	2	1	1
Charity Collection (you send to local charity/charity shop)	2	2	1	1	2
Don't know	15	14	17	14	15

Q18 Would you say that you recycle more, less or about the same amount as you did a year ago?

Base: All	Overall (1,249) %	L (321)	W (321)	K&C (296)	H&F (311)
I recycle more	28	31	32	18	31
I recycle about the same	55	45	53	65	57
I recycle less	5	5	2	8	4
Don't know	12	19	13	10	8

Q19 Why do you say you recycle more than a year ago?

Base: All who recycle more than a year ago	Overall (352) %	L (101)	W (102)	K&C (52)	H&F (97)
Better informed now/more aware	28	19	32	46	25
Council have provided orange bins/bags	29	33	34	8	31
More items can be recycled now – plastic, cardboard etc.	9	20	6	6	1
It's easy/easier to recycle	12	16	16	8	7
Regular Collections	9	18	6	2	7
More facilities now/more recycle points, bottle banks etc.	10	12	6	12	10
Good for health	1	-	-	2	2
Reduces pollution/stops global warming	2	2	-	4	4
They do not collect/stopped collecting certain items	*	-	-	2	-
Less waste now due to a reduction in household/live alone	1	-	-	-	2
Because I buy more things	5	4	2	8	6
I strongly believe in recycling/good idea	1	-	2	2	2
Didn't do it before	2	2	1	-	3
Family getting bigger/more in household	1	2	-	-	3
Other	4	2	7	2	3
No answer / Don't know	7	2	10	17	3

Q19 Why do you say you recycle less than a year ago?

Base: All who recycle less than a year ago	Overall (61) %	L (17)	W (7)	K&C (24)	H&F (13)
No facilities near me/no containers	15	18	14	21	-
Inconvenient/no time	11	-	-	25	8
Need to have more information	10	12	-	17	-
Less waste now due to a reduction in household/live alone	7	6	-	-	23
Forget	5	6	-	8	-
Don't recycle at all/not impressed with recycling	5	-	-	-	23
They do not collect/stopped collecting certain items	5	12	-	4	-
It's expensive to recycle	3	-	-	8	-
Didn't do it before	2	-	-	4	-
Other	11	12	-	8	23
No answer / Don't know	31	47	86	8	23

Q21 **Thinking about the recycling facilities your local council provides, how satisfied or dissatisfied are you with...?**

Base: All (1,249)	Very satisfied %	Fairly satisfied %	Neither %	Fairly dissatisfied %	Very dissatisfied %	No opinion %
The accessibility of recycling services	37	44	7	6	3	4
L	49	36	7	4	1	3
W	33	43	8	7	2	6
K&C	27	51	6	7	6	3
H&F	38	46	5	6	4	2
The range of recyclables you are able to deposit	32	45	8	7	3	5
L	40	44	5	4	2	5
W	32	43	8	8	2	6
K&C	22	47	12	10	6	4
H&F	32	46	8	8	2	3
The provision of recycling facilities at you local tip	30	37	10	7	4	13
L	40	31	10	5	2	12
W	24	41	8	7	4	16
K&C	24	37	11	9	7	11
H&F	32	37	10	6	3	11
The provision of recycling facilities overall	36	40	8	6	4	5
L	41	36	10	4	3	6
W	32	45	6	9	2	6
K&C	28	42	10	6	8	5
H&F	41	38	7	6	4	4

Q23 **What problems, if any, have you had with local recycling banks?**

Base: All those with access to local recycling banks	Overall (685) %	L (229)	W (147)	K&C (120)	H&F (189)
Not emptied regularly	13	8	20	8	18
Don't collect wide enough range of materials	8	4	10	8	11
Not clean/maintained	5	2	3	1	14
Lack information on what can/can't be recycled	5	5	4	13	3
Not accessible	5	4	4	9	3
Don't know where they are	4	3	4	3	4
Other	10	7	10	12	7
Don't know	22	24	24	23	19
None of these	49	55	42	46	51

Q24. How often, if at all, do you do any of the following? If you don't use an item, please tell me.

Overall

	Every time	Most times	Some times	Rarely	Never
Base: All (1,176)	%	%	%	%	%
Buy refills/concentrated products (1,176)	10	27	32	16	14
L (307)	11	25	33	18	13
W (298)	10	26	31	21	12
K&C (272)	13	24	34	12	17
H&F (299)	8	32	33	13	14
Use washable nappies (707)	2	5	6	9	77
L (179)	4	6	9	13	68
W (151)	3	9	6	9	74
K&C (173)	1	1	3	5	90
H&F (204)	2	5	7	9	76
Pass on unwanted furniture/appliances to be re-used (1,205)	7	11	21	23	37
L (312)	9	13	21	23	34
W (316)	9	13	16	25	37
K&C (280)	2	9	23	19	48
H&F (297)	7	10	27	26	31
Pass on left over paint to be re-used (1,155)	4	7	14	22	53
L (283)	5	7	14	24	49
W (301)	4	8	10	20	57
K&C (277)	1	7	15	17	59
H&F (294)	4	6	18	26	46
Decline extra plastic bags when shopping (e.g. for loose fruit and vegetables) (1,215)	13	23	32	16	16
L (314)	13	22	39	16	10
W (316)	17	25	30	8	19
K&C (282)	13	26	29	18	15
H&F (303)	8	19	29	22	22
Compost at home (1,110)	7	9	14	15	55
L (276)	11	11	14	17	48
W (304)	7	9	11	13	61
K&C (240)	3	8	23	15	51
H&F (290)	7	8	11	15	59
Use the mailing preference service to stop junk mail (this is where you can reduce junk mail by having your address removed from mailing lists) (1,082)	12	14	19	14	41
L (287)	9	21	20	11	39
W (288)	16	16	16	9	44
K&C (237)	11	7	21	19	43
H&F (270)	10	13	20	18	39
Buy Recycled Products (1,167)	9	19	42	16	15
L (305)	12	22	39	12	15
W (305)	7	20	39	16	18
K&C (256)	11	20	38	16	14
H&F (301)	6	14	51	18	11

D. BARRIERS AND MOTIVATIONS TO RECYCLING

Q25. – I'm going to read out some statements about recycling household rubbish and I'd like
 Q36. you to tell me to what extent you agree or disagree with each?

Overall		Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree	Don't know/no opinion/not stated	Net agree
	Base: All (1,249)	%	%	%	%	%	%	+/-
Q25	I would recycle more if everyone else was doing it	11	23	19	20	23	5	-9
	L	12	27	21	18	18	4	+3
	W	5	23	17	22	31	2	-25
	K&C	21	18	17	14	21	9	+4
	H&F	7	23	20	26	22	3	-18
Q26	I don't know what recycling facilities are on offer in the area	7	21	14	29	24	5	-25
	L	7	20	15	25	29	4	-27
	W	4	23	11	29	30	2	-32
	K&C	13	21	16	23	18	9	-7
	H&F	4	20	14	40	19	3	-35
Q27	The amount I recycle is limited by the kinds of things that the council accepts for recycling	14	23	19	24	12	7	+1
	L	15	31	18	20	11	5	+16
	W	8	18	15	31	20	8	-25
	K&C	23	19	21	14	11	12	+17
	H&F	12	23	22	32	8	4	-4
Q28	I need to know more about the benefits of recycling	19	37	13	14	15	3	+27
	L	15	37	14	16	15	3	+20
	W	10	42	11	15	22	1	+15
	K&C	40	25	9	9	12	5	+43
	H&F	14	43	17	14	10	2	+32
Q29	I often forget/don't think to recycle	7	18	15	29	27	4	-32
	L	5	22	12	26	33	3	-32
	W	3	16	9	36	34	2	-50
	K&C	10	15	22	22	23	8	-20
	H&F	8	20	18	32	20	3	-24
Q30	I don't believe the council actually does recycle all of the items collected for recycling	5	11	18	24	24	18	-32
	L	4	14	17	21	24	19	-27
	W	3	7	16	22	27	24	-39
	K&C	7	13	22	19	23	17	-22
	H&F	4	11	18	34	20	13	-40
Q31	I need more information on what can and can't be recycled	20	39	13	13	13	2	+33
	L	14	39	16	14	14	3	+25
	W	9	45	9	16	20	1	+18
	K&C	39	27	12	7	10	4	+49
	H&F	17	43	16	14	8	1	+39

Q32	Recycling does not fit in with my everyday routine	5	12	12	33	33	5	-49
	L	3	15	14	30	35	4	-46
	W	2	9	8	37	40	3	-67
	K&C	9	10	11	29	32	8	-42
	H&F	6	13	17	37	23	4	-42
Q33	Communities who recycle more should benefit from money spent on local community initiatives	28	32	15	8	7	10	+45
	L	31	34	17	6	4	8	+55
	W	14	34	12	14	13	13	+21
	K&C	38	23	11	5	10	12	+46
	H&F	32	35	19	5	3	8	+59
Q34	I would need to be provided with a container to store recyclable materials in the home	19	26	17	19	14	4	+12
	L	17	27	17	20	16	3	+7
	W	12	27	12	25	21	2	-7
	K&C	37	18	13	14	10	8	+30
	H&F	14	32	24	18	9	3	+18
Q35	There is not enough space in my home to store recyclables	12	26	16	21	21	4	-3
	L	10	25	21	20	21	3	-6
	W	6	31	5	27	31	1	-21
	K&C	22	19	16	15	20	9	+6
	H&F	14	30	23	21	10	3	+12
Q36	Separating rubbish isn't clean and causes smells / clutter in the house	12	23	15	21	23	6	-10
	L	6	25	18	23	21	7	-13
	W	5	23	9	25	35	3	-32
	K&C	26	15	12	14	23	10	+3
	H&F	11	28	21	20	14	5	+5

E. TAKING ACTION AND PROVIDING INFORMATION

Q37. And which of the following, if any, do you think would be the best way for you to get information about how to recycle in the local area? Just read out the letter or letters that best apply.

Base: All	Overall (1,249) %	L (321)	W (321)	K&C (296)	H&F (311)
Someone visiting you at home	16	13	19	16	17
Leaflets through the door	64	74	69	51	59
Posters	37	44	40	38	27
Telephone helpline	10	9	14	7	9
Local newspaper	33	33	35	36	30
Workshop/community events	7	6	3	9	8
Local radio	14	19	7	18	13
Internet / Web site	19	17	16	23	18
Events in supermarkets/shops	16	15	16	19	16
Leaflets in supermarkets/shops	22	20	26	23	20
Local events (eg Country Shows or car boot sales)	5	5	6	4	6
Other	1	*	*	3	3
None of these	8	6	2	19	6

F. LOCAL CAMPAIGNS

Q38 -39 Which of these, if any, do you remember seeing/hearing about over the last year....?

Base: All	Personally Over-all %	Heard About Over-all %
People knocking on doors and explaining the benefits of recycling	10	10
L	12	10
W	7	5
K&C	9	5
H&F	14	19
Leaflets / information through the door	43	12
L	45	19
W	46	15
K&C	29	5
H&F	52	7
Stand(s) providing information about recycling at events (eg. at the Lambeth Country Show) or re-usable shopping bags being handed out at supermarkets	9	5
L	16	4
W	4	3
K&C	5	3
H&F	9	11
Local posters / billboards about recycling	23	6
L	31	10
W	21	3
K&C	17	5
H&F	23	6

Promotion of recycling in council magazines / newsletters	15	7
L	20	7
W	9	5
K&C	13	6
H&F	19	9
Local newspaper adverts / articles	16	5
L	21	4
W	13	5
K&C	11	3
H&F	19	6
TV advertising	20	5
L	27	5
W	17	3
K&C	23	6
H&F	14	5
Advertising or information in local supermarkets	7	4
L	12	2
W	6	3
K&C	5	2
H&F	6	9
Advertising on local buses	6	3
L	7	4
W	6	2
K&C	4	2
H&F	5	3
Giving talks to local groups (eg residents' associations, local environment groups)	1	3
L	-	5
W	1	2
K&C	1	2
H&F	3	4
Activities in local schools	2	3
L	2	4
W	2	2
K&C	2	2
H&F	3	2
Radio coverage	3	2
L	3	4
W	2	2
K&C	6	1
H&F	1	1
Promotion of recycling on web sites / the internet	2	2
L	2	4
W	2	1
K&C	1	2
H&F	3	1
Other	*	*
L	*	*
W	-	*
K&C	-	-
H&F	*	-
None of these	39	67
L	38	58
W	36	74
K&C	53	83
H&F	28	56

Q41 How many people, if any, have you talked to about recycling / waste issues this year?

	Overall (854) %	L (241)	W (219)	K&C (150)	H&F (244)
Base: All who remember recent local recycling activities/events					
1 or 2	27	27	27	28	25
3 to 5	15	16	14	15	16
6 to 10	6	8	5	3	8
11 or more	2	5	3	1	1
Don't Know	4	1	3	11	4
None/nobody	45	43	47	43	45

Q42 Which of these statements do you think apply to the visit?

	Overall (130) %	L (37)	W (22)	K&C (27)	H&F (44)
Base: All who personally received a visit					
Interesting	66	70	45	67	73
Intrusive	9	-	-	15	18
Thought-provoking	15	8	27	-	25
Patronising	10	16	9	7	7
Persuasive	16	24	18	11	11
High pressure / 'hard sell'	1	3	-	-	-
None of these	15	22	18	11	9

Q43 Finally, we would like to contact some of the people taking part in this survey for further research into recycling. Would you be willing to be contacted by the Open University, who are our partners in this research study? This would mean passing on your contact details to them. However, we will still treat the information in strict confidence in accordance with data protection law. If yes, Please could you sign below.

	Overall (1,249) %	L (321)	W (321)	K&C (296)	H&F (311)
Base: All					
Yes	27	22	27	28	30
No	73	78	73	72	70

DEMOGRAPHICS

Gender		Overall	L	W	K&C	H&F
		%				
Male		48	46	49	47	49
Female		52	54	51	53	51

Age		Overall	L	W	K&C	H&F
		%				
16-19		4	6	4	3	5
20-24		10	8	12	10	10
25-34		26	27	27	22	28
35-44		19	19	17	19	21
45-54		15	17	15	15	14
55-59		7	7	7	7	7
60-64		7	7	9	8	3
65-74		7	5	7	9	6
75+		4	4	2	5	4

Social class		Overall	L	W	K&C	H&F
		%				
A		2	2	2	4	1
B		19	19	28	15	14
C1		30	36	30	24	31
C2		15	12	13	11	24
D		10	8	8	12	10
E		17	17	13	26	14
Refused		6	6	6	8	6

Dwelling		Overall	L	W	K&C	H&F
		%				
Detached house/bungalow		6	7	10	2	3
Semi-detached house		18	26	18	13	16
Terraced house		33	33	39	23	35
High/medium rise flats		16	18	12	18	17
Low rise flat/flat in converted house		22	11	17	41	22
Other		5	6	3	3	7

Are there any children under 16 living in your household?

	Overall	L	W	K&C	H&F
	%				
Yes	29	31	28	23	34
No	71	69	72	77	66

What ages are they?

	Overall	L	W	K&C	H&F
	%	(100)	(91)	(69)	(106)
Base: All those with children aged under 16 (366)					
Children aged 0-4	43	43	48	41	36
Children aged 5-9	47	39	50	50	49
Children aged 10-16	41	42	42	37	45

Are any currently using nappies?

	Overall	L	W	K&C	H&F
	%	(44)	(44)	(29)	(39)
Base: All those children aged 0-4 (156)					
Yes	56	55	66	59	44
No	44	45	34	41	56

Is this house...?

	Overall %	L	W	K&C	H&F
Being bought on a mortgage	27	32	35	15	24
Owned outright	19	17	21	22	16
Rented from a council	25	26	11	34	28
Rented from a housing association	8	5	7	10	12
Rented from a private landlord	21	20	25	18	20
Other	*	-	-	1	-

Which of the ethnic groups on this card do you consider you belong to?

	Overall %	L	W	K&C	H&F
White					
British	57	56	63	51	57
Irish	4	3	2	4	6
Any other white background	15	11	11	25	15
Asian or Asian British					
Indian	2	1	3	*	2
Pakistani	2	*	4	*	1
Bangladeshi	1	1	1	1	-
Any other Asian background	2	2	*	4	2
Black or Black British					
Caribbean	6	10	5	4	5
African	7	12	4	6	6
Any other black background	1	2	1	1	1
Mixed					
White and Black Caribbean	1	*	1	*	2
White and Black African	1	1	2	1	-
White and Asian	1	1	1	-	1
Any other mixed background	*	*	1	*	*
Chinese or other ethnic group					
Chinese	1	1	1	1	*
Any other	1	1	1	2	2

How would you describe your working status?

	Overall %	L	W	K&C	H&F
Working - Full-time (30+ hrs)	49	47	54	44	49
- Part-time (9-29 hrs)	13	9	9	10	22
Unemployed – seeking work	4	6	4	4	2
- not seeking work	3	4	4	3	2
Not working - retired	16	17	15	22	11
- looking after house/children	5	5	6	7	4
- disabled	1	*	1	1	1
Student	7	10	6	6	8
Other	1	1	1	2	2

How fluent would you say you are at reading English? Would you say you are...

	Overall %	L	W	K&C	H&F
Very fluent	89	93	92	85	85
Partly fluent	9	7	6	12	13
Little/no fluency	1	*	2	2	1
Refused	*	*	-	1	1

Can I just check, do you have a garden? Please do not include any allotments which you may have.

	Overall %	L	W	K&C	H&F
Yes					
Private	53	65	69	29	48
Communal	3	3	5	1	4
No	43	32	26	69	48