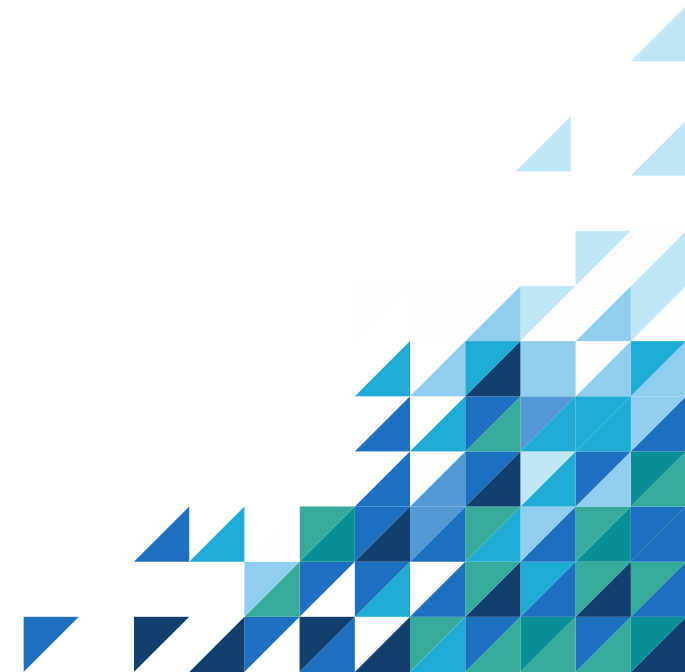


Research of public recycling activity and opinions in Cornwall

A presentation of research findings to
Cornwall Council



Introduction

- Presentation of headline results following the analysis of the online recycling survey undertaken by Cornwall Council (December 2017 to January 2018).
- A data report will be provided to Cornwall Council showing question by question results and cross tabulations where appropriate.

Objective

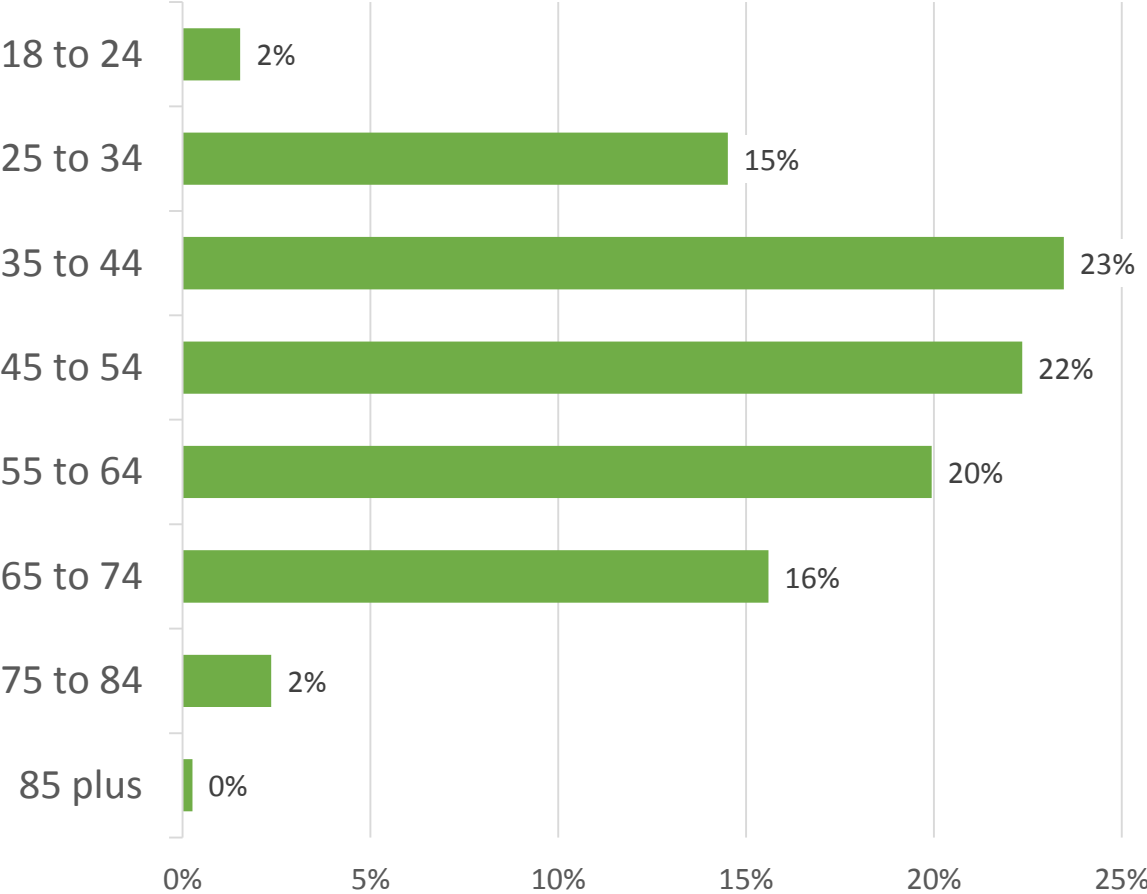
- To understand peoples recycling habits
- To understand barriers to recycling
- To understand attitudes to food waste recycling
- To understand how to help people to increase recycling

Methodology and Sample (1)

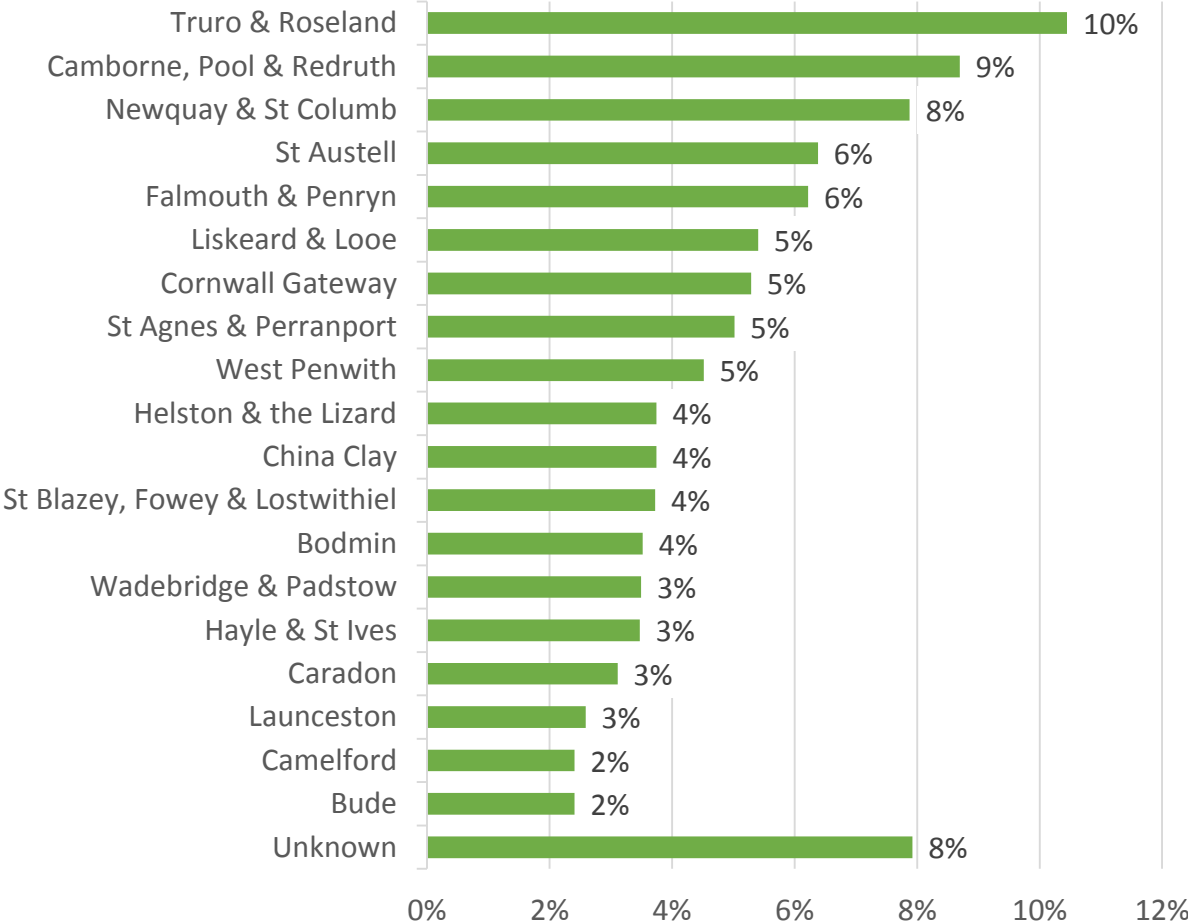
- Online survey designed, publicised and undertaken by Cornwall Council
- Data analysed by PFA Research Ltd
- Sample composition:
 - Cornwall residents (n=4,404)
 - 68% female, 31% male, 1% non-binary
 - 70% White, 26% Cornish, 3% Asian or Asian British, 2% Other Ethnic Group
 - 9% consider themselves to have a disability
 - 16% have children under the age of 3 in the household
 - 48% live in a semi detached or terraced house, 47% in a bungalow or detached house, 5% in a flat or maisonette

Methodology and Sample (2)

Age distribution

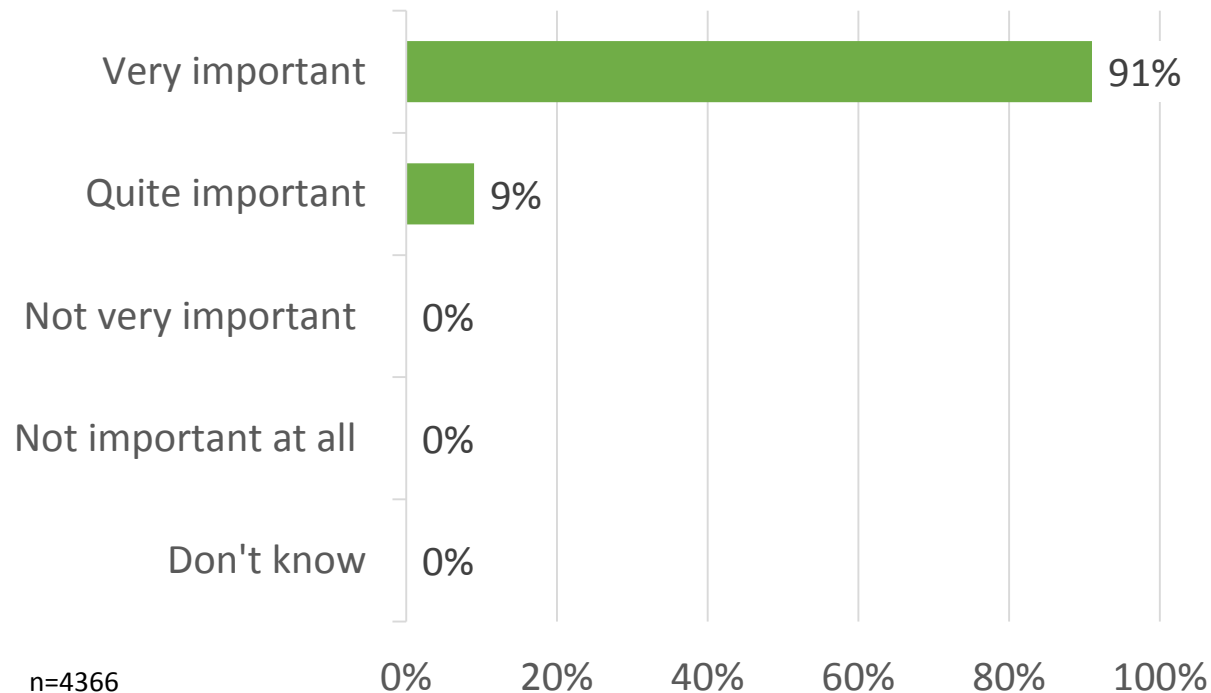


Location



Recycling Activity

91% of respondents think it is **very important** that Cornwall's environment is protected.



Considered very important:

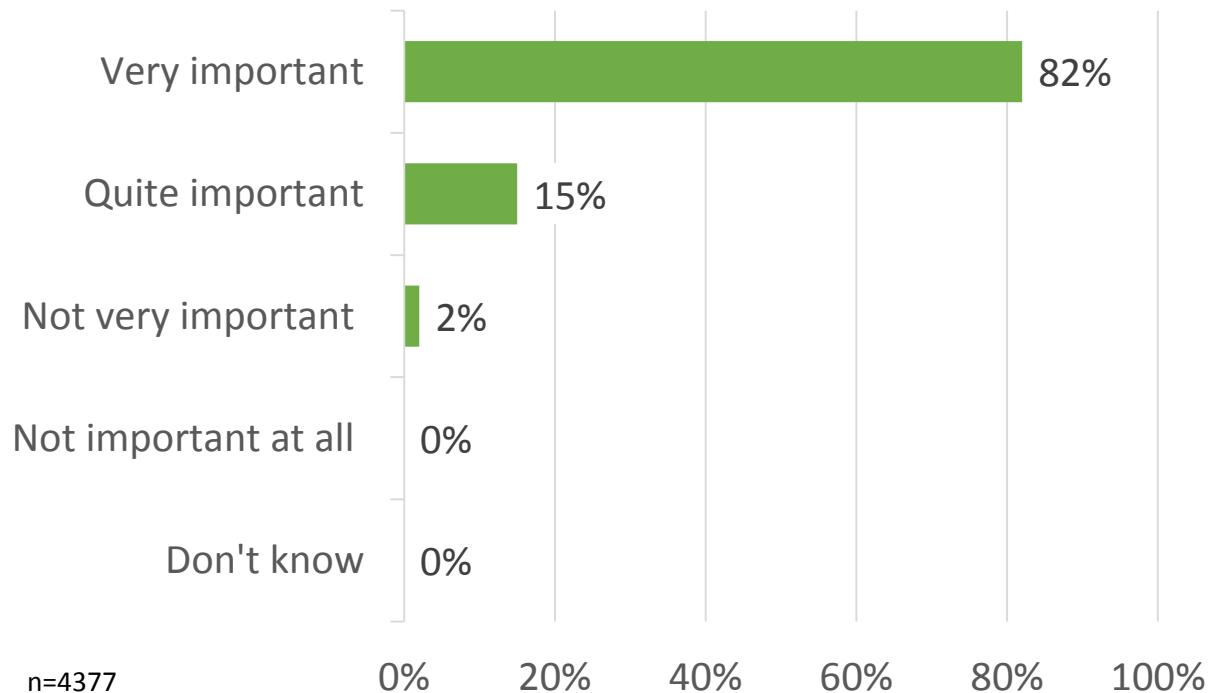
- 92% of females, 89% of males
- Strongest amongst 55 to 64 age group (94%)
- Strongest in St Agnes & Perranporth (CNA) (97%)

Only 24 people think it is not important.

Q: How important is it to you that Cornwall's environment is protected?

Recycling Activity

For 82% recycling household rubbish is **very important**.



Considered **very important**:

- 80% of females, 84% of males
- Age groups: 75 to 84 (90%), 35 to 44 (86%), 65 to 74 (86%)
- St Agnes & Perranporth (CNA) (91%)

Lower importance among...

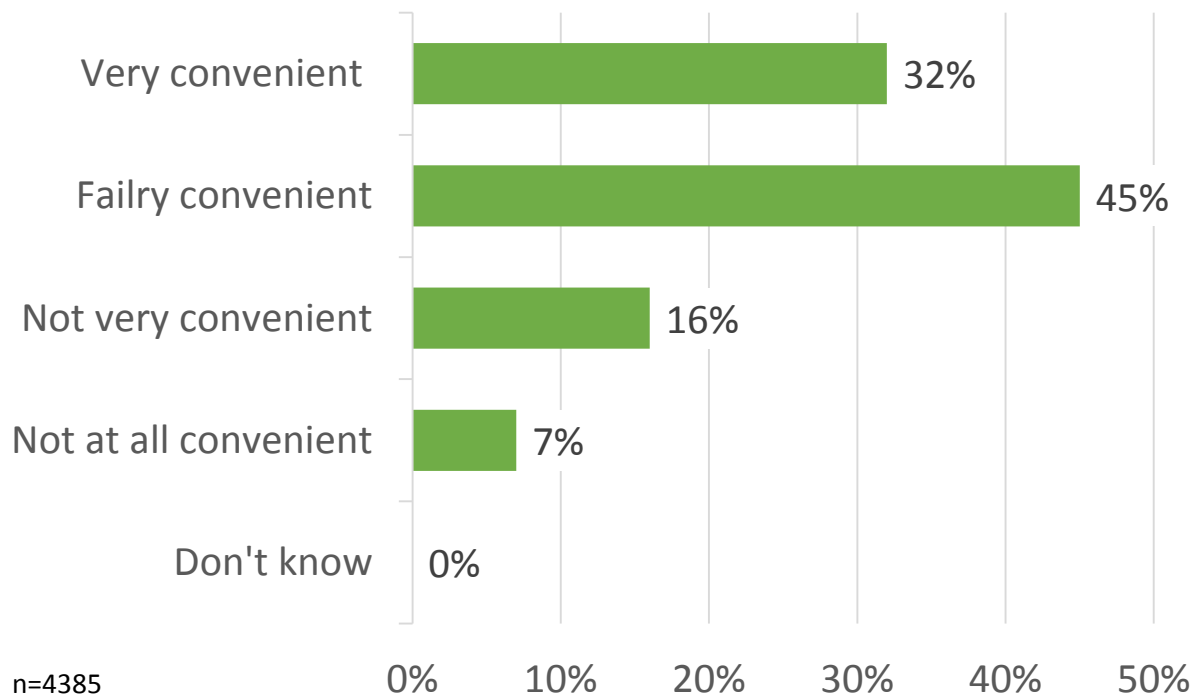
- Ages 18 – 24 (66%)
- Bodmin (CNA) residents (79%)

116 people said they do not see any importance in recycling.

Q: To what extent do you consider the recycling of household rubbish to be an important activity?

Recycling Activity

77% think that household recycling is **fairly or very convenient**.



Considered fairly/very convenient:

- 78% of females, 76% of males
- 90% of those age 75+ think it is fairly/very convenient
- St Agnes & Perranporth (CNA) (84%)

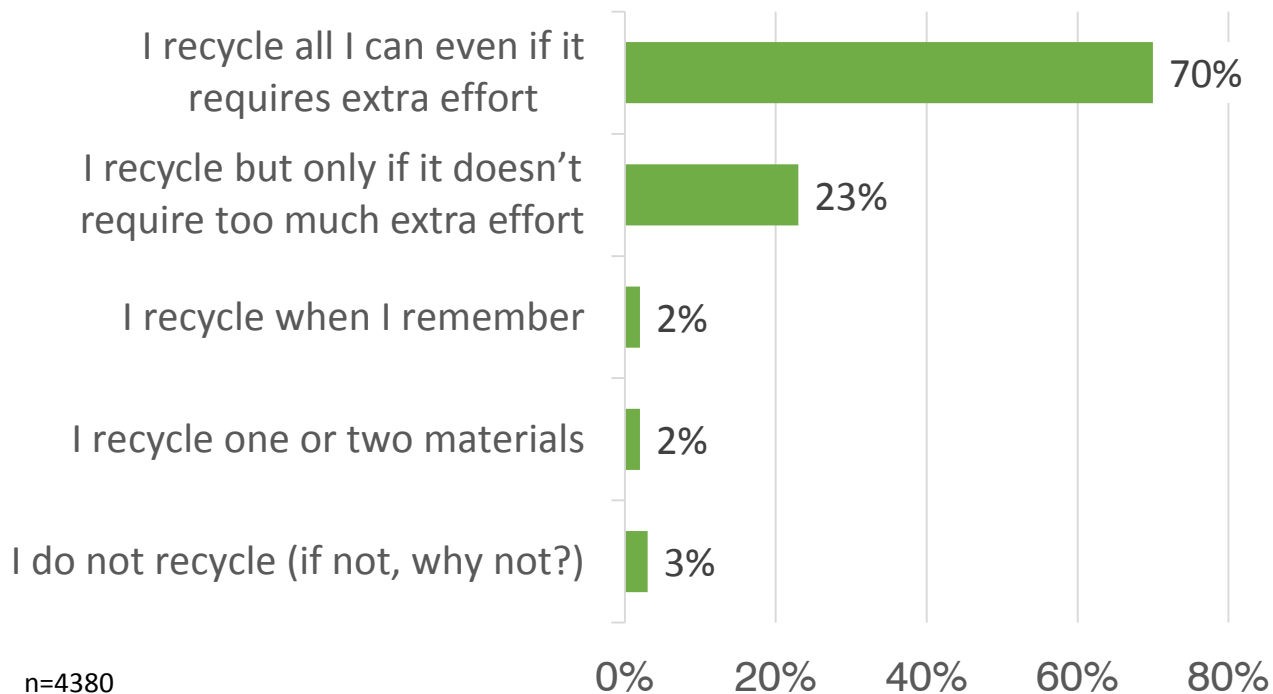
Considered less convenient among...

- Ages 25 – 34 (67%)
- Hayle & St Ives (CNA) residents (71%)

23% say household recycling is not convenient.

Recycling Activity

Only 3% do not recycle at home.



Strong household recycling:

- 84% of those age 65+ recycle all they can, even if extra effort is needed
- St Agnes & Perranporth (CNA) (84%)

Less likely to recycle if extra effort is needed:

- Ages 18 - 24 (43%), 25 - 34 (53%)
- Bodmin (CNA) (62%)

Q: Which of the following statements best describes how you currently recycle at home?

Recycling Activity

Being unable to store the recycling between collections is one of the most cited reasons for not recycling.

Reason	%	Reason	%
Lack of storage space	44%	My box is never emptied/recyclables are never taken when I put them out	5%
Recycling box/bag has been stolen/lost/destroyed	25%	No benefit to me	4%
It's not convenient enough	22%	Not interested/cannot be bothered	3%
Local recycling collection service is poor	17%	Did not opt to have a recycling bin/bag	3%
Don't have enough time/too much hassle	14%	Don't produce enough recyclable material	2%
Used to recycle, but have lost faith that items are truly recycled	10%	Other	25%
Mobility problems/Not fit/well enough to manage	7%	Unsure	4%
Not aware of collection from my house in my area	5%	Don't know what/how to recycle	4%

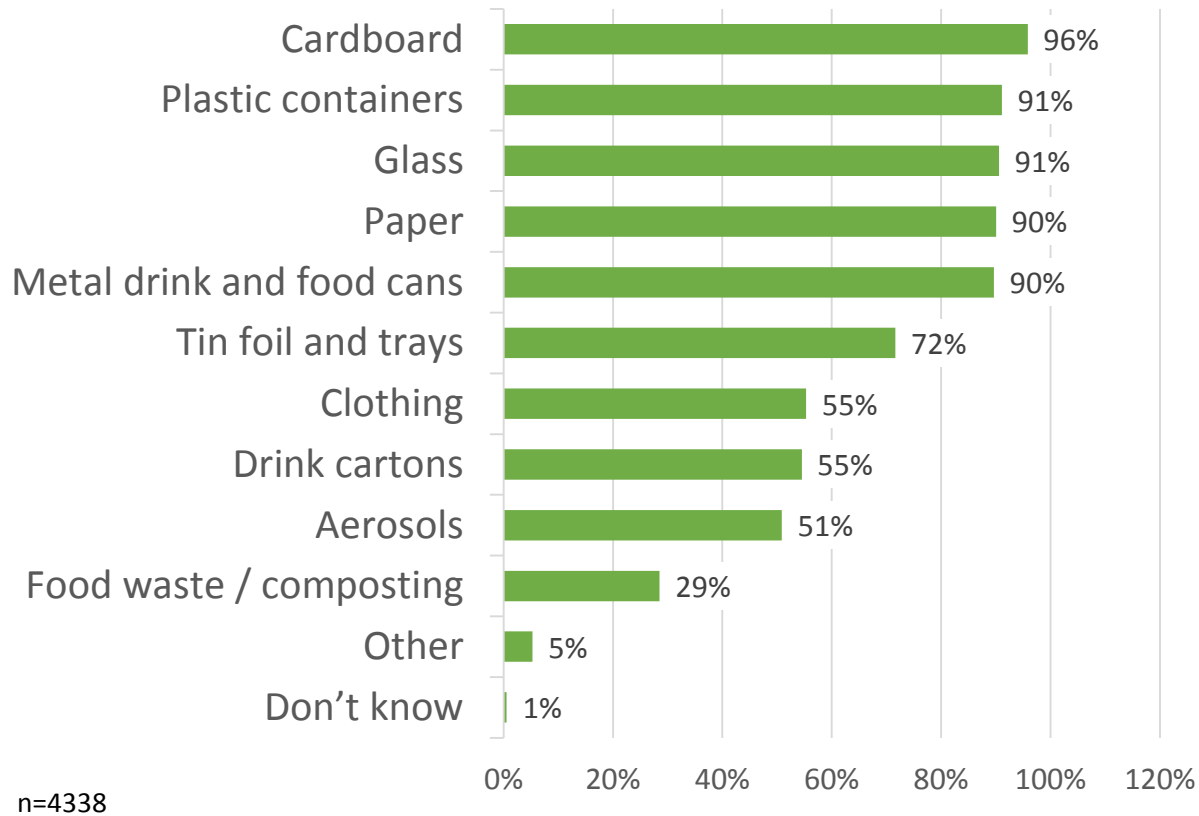
- Lack of storage space is a stronger reason for younger age groups (61% of 18 - 24 and 56% of 25 - 34 year olds).
- Most of those responding 'other' cite reasons connected with the storage containers, which are mostly seen as inadequate (32 people).

n=588

Q: Why do you not recycle?

Recycling Activity

Cardboard is the most recycled material



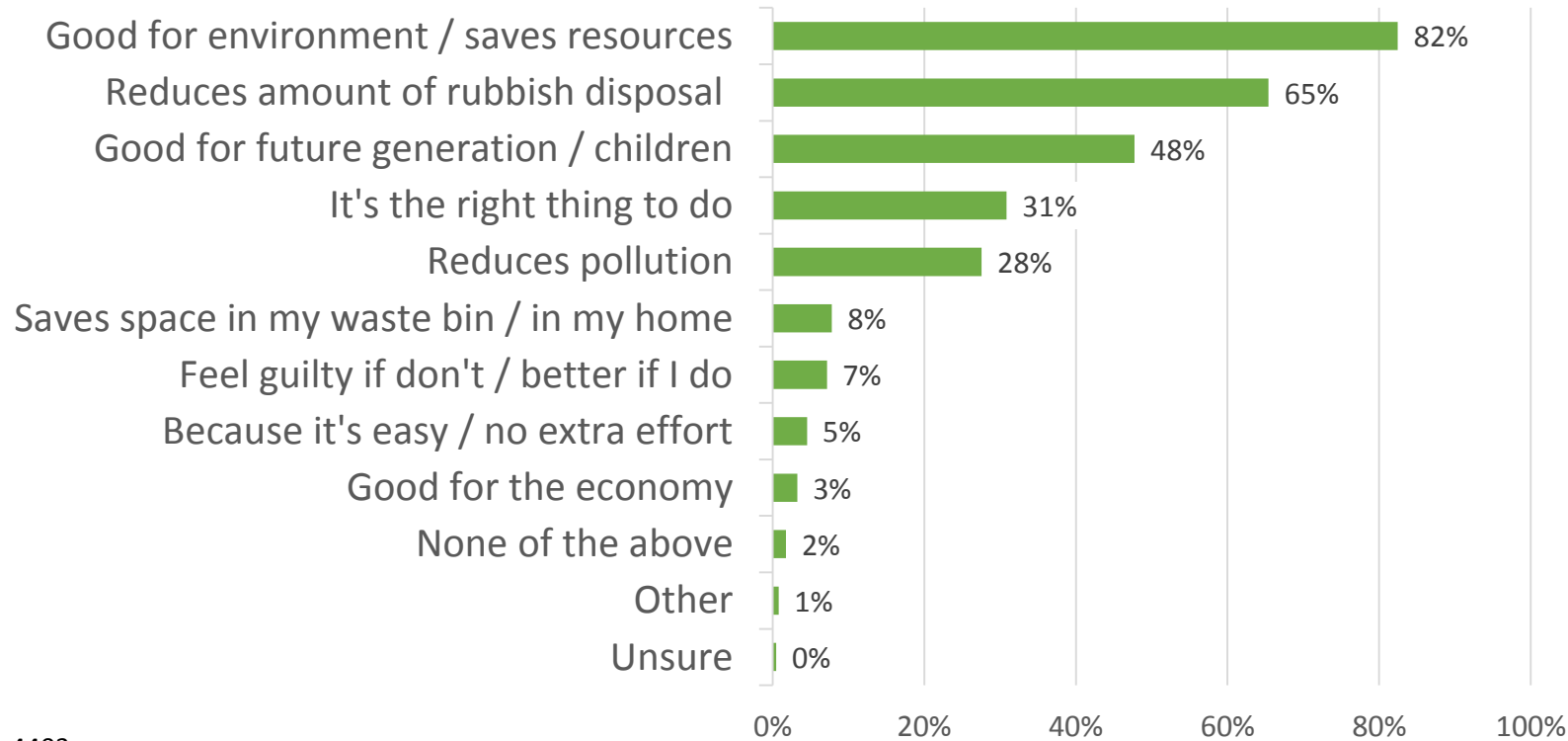
Other materials recycled:

- Batteries
- Garden waste
- Electrical appliances
- Wood
- Scrap metal
- Household items/white goods
- Light bulbs
- Plastic bags
- Ink cartridges
- Motor oil
- TerraCycle
- Stamps
- One-use coffee pods
- Tetra packs
- Packing material
- Cooking oil
- Toys
- Tyres
- Water filters
- Cork
- DVD
- Spectacles

Q: What material do you regularly recycle?

Recycling Activity

Recycling as a benefit to the environment is the strongest motivator to recycle.

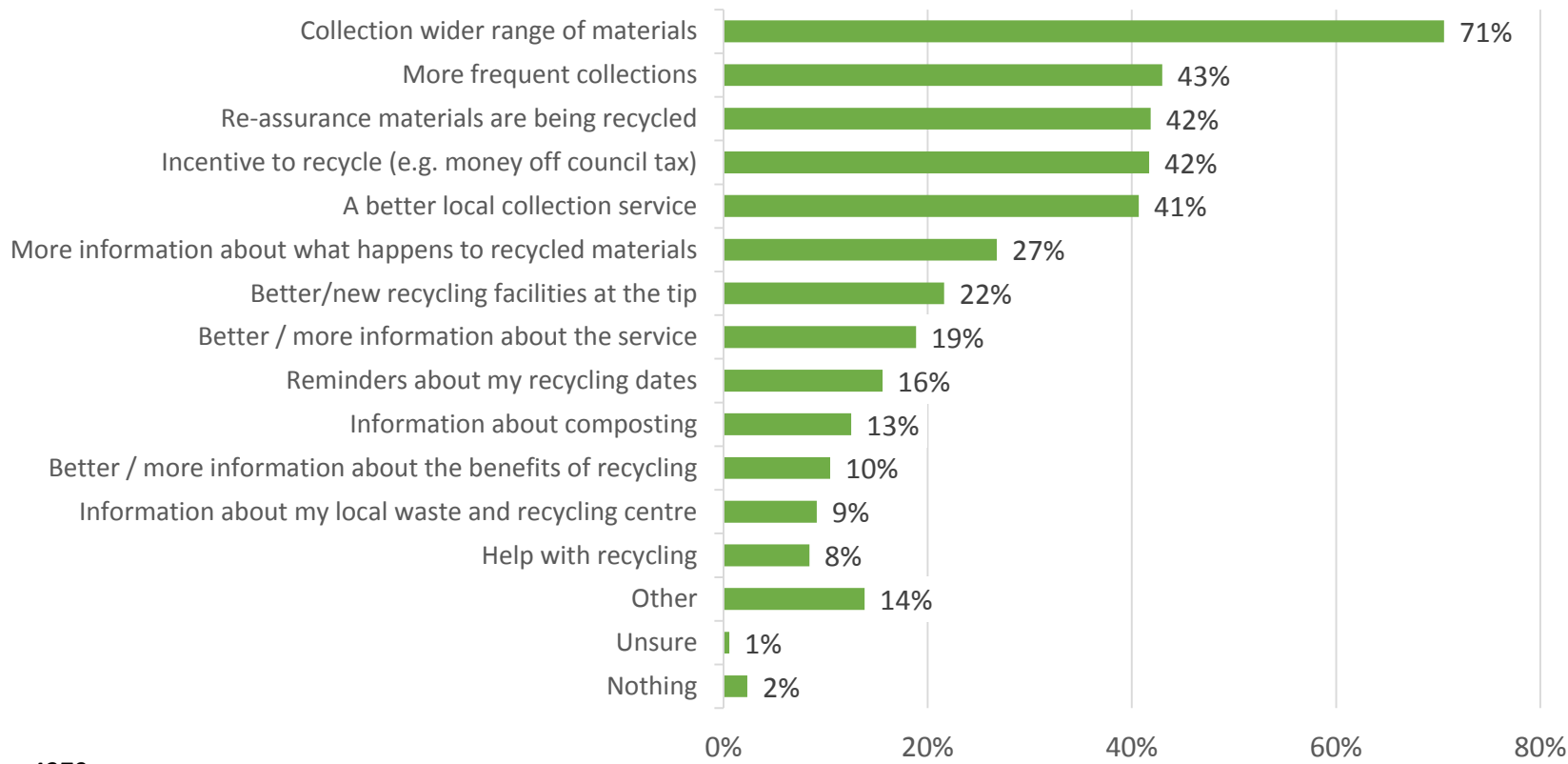


n=4403

Q: What factors encourage you to engage in recycling activity?

Recycling Activity

A collection of a wider range of materials would encourage an increase in recycling.



n=4379

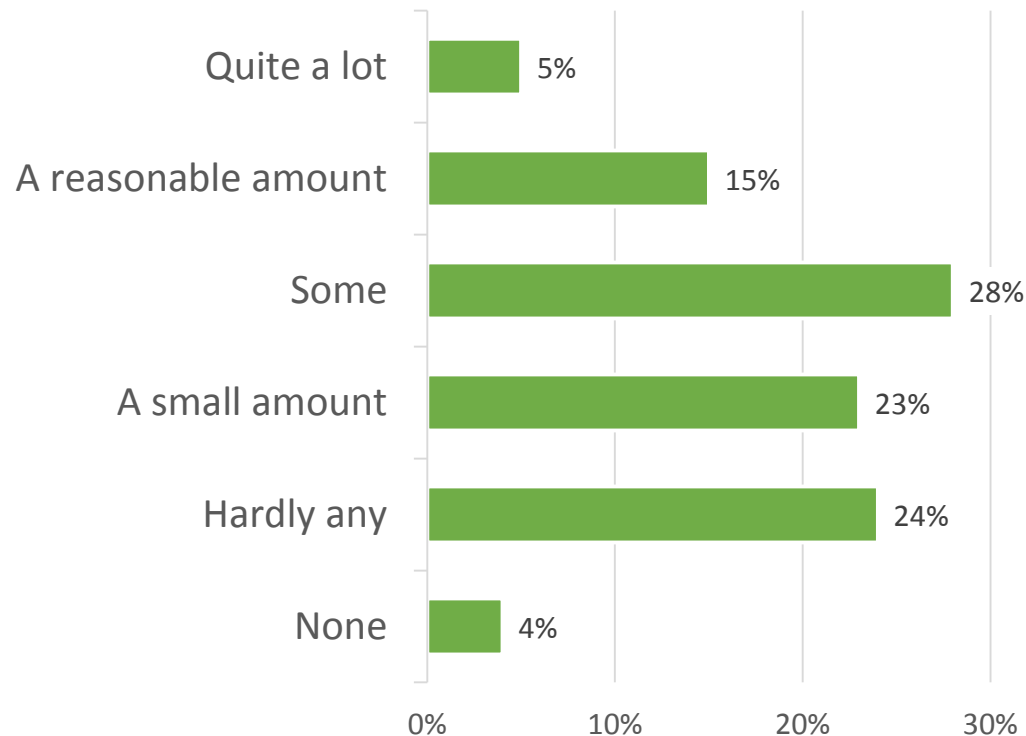
Other strategies/incentives for more recycling mentioned were:

- Better collection receptacles (6%)
- Easier to sort/one receptacle (4%)
- Collection of food waste (1%)
- More recycling centres (1%)
- Easier or free of charge recycling for all materials (<1%)
- Fines / legal consequences for non-recyclers (<1%)

Q: What strategies would encourage you to undertake more recycling activity in the future?

Food Waste

One in five households throw away ‘quite a lot’ or ‘a reasonable amount’ of food waste.



n=4320

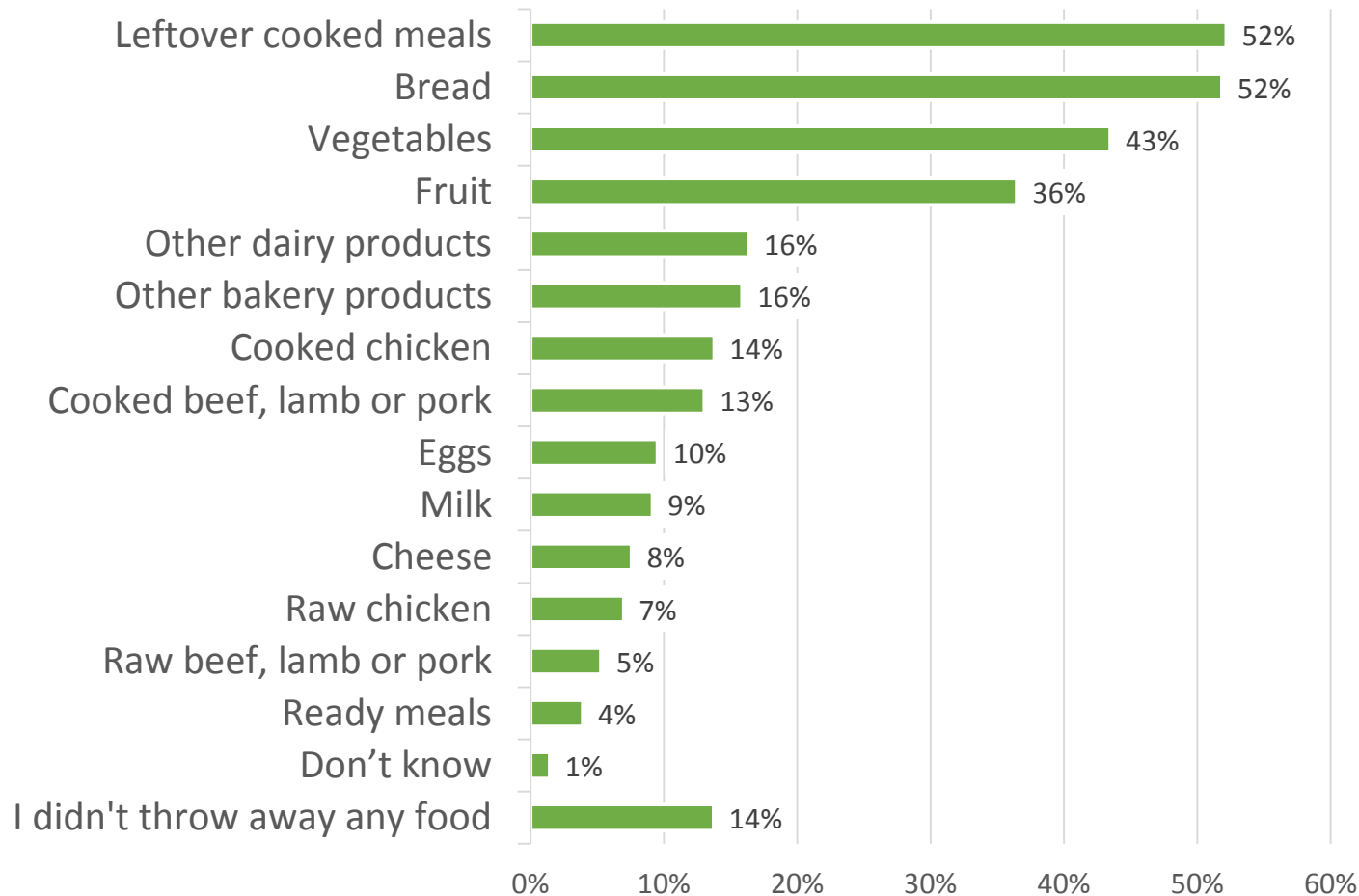
Age group	% saying quite a lot/a reasonable amount
18 – 24	42%
25 – 34	37%
35 – 44	30%
45 – 54	18%
55 – 64	11%
65 – 74	7%
75+	6%

26% of residents from both **Bodmin** and **China Clay** CNAs throw away ‘quite a lot’ or ‘a reasonable amount’ of food waste.

Q: Thinking about food waste in your household, overall how much food would you say you throw away in general?

Food Waste

Most food waste consists of leftover cooked meals and/or bread.



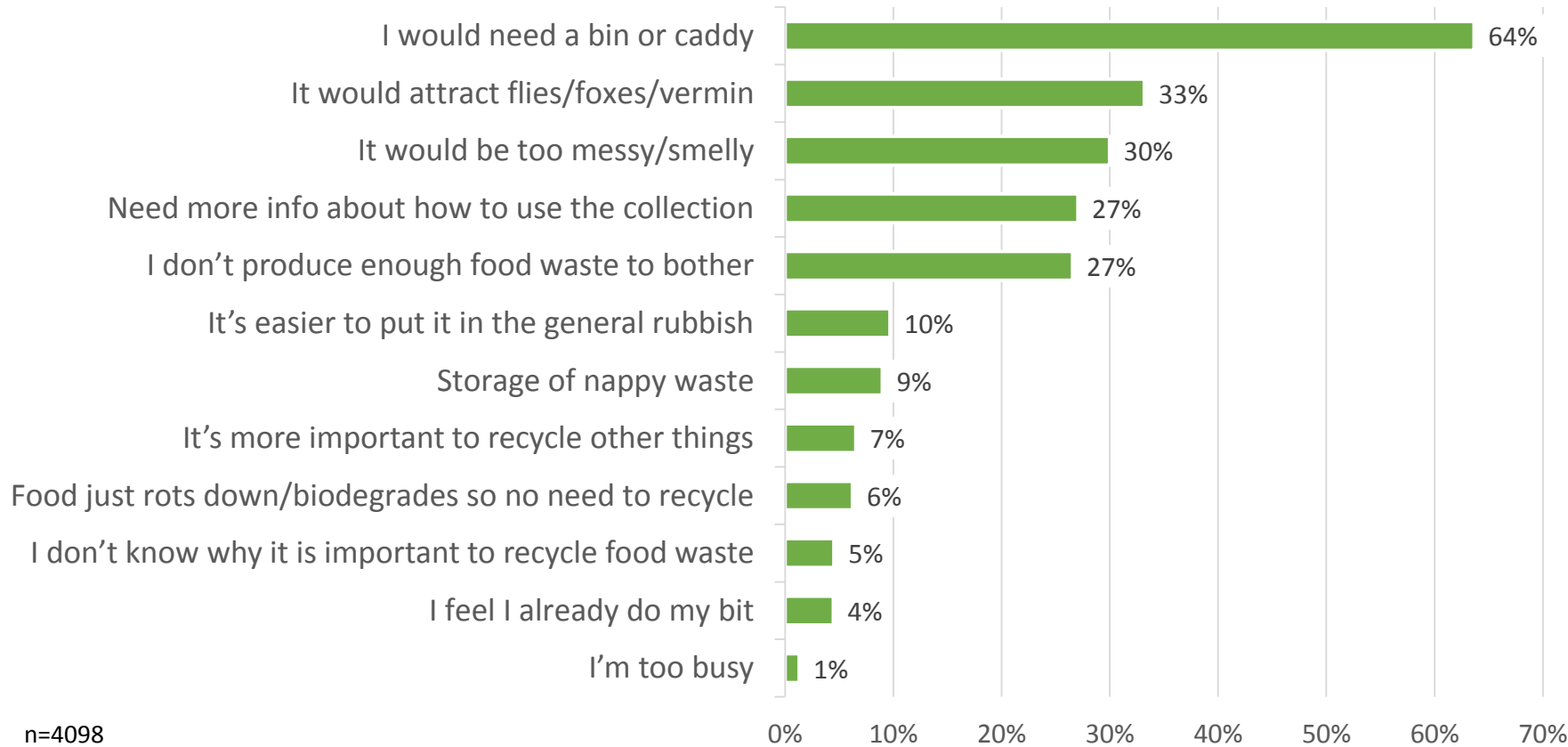
n=4256

- Left over cooked meals and bread are the most common food waste for those aged 35 - 44 (66% and 65% respectively). For 25 – 35 years olds the equivalent figures are 61% and 63%.
- 4% of under 45s say they don't throw away any food compared to 20% of the over 45s.

Q: To the best of your memory, which of the following foods, if any, did you throw away in the last month?

Food Waste

People say they need the right container to store food waste and have concerns about hygiene.

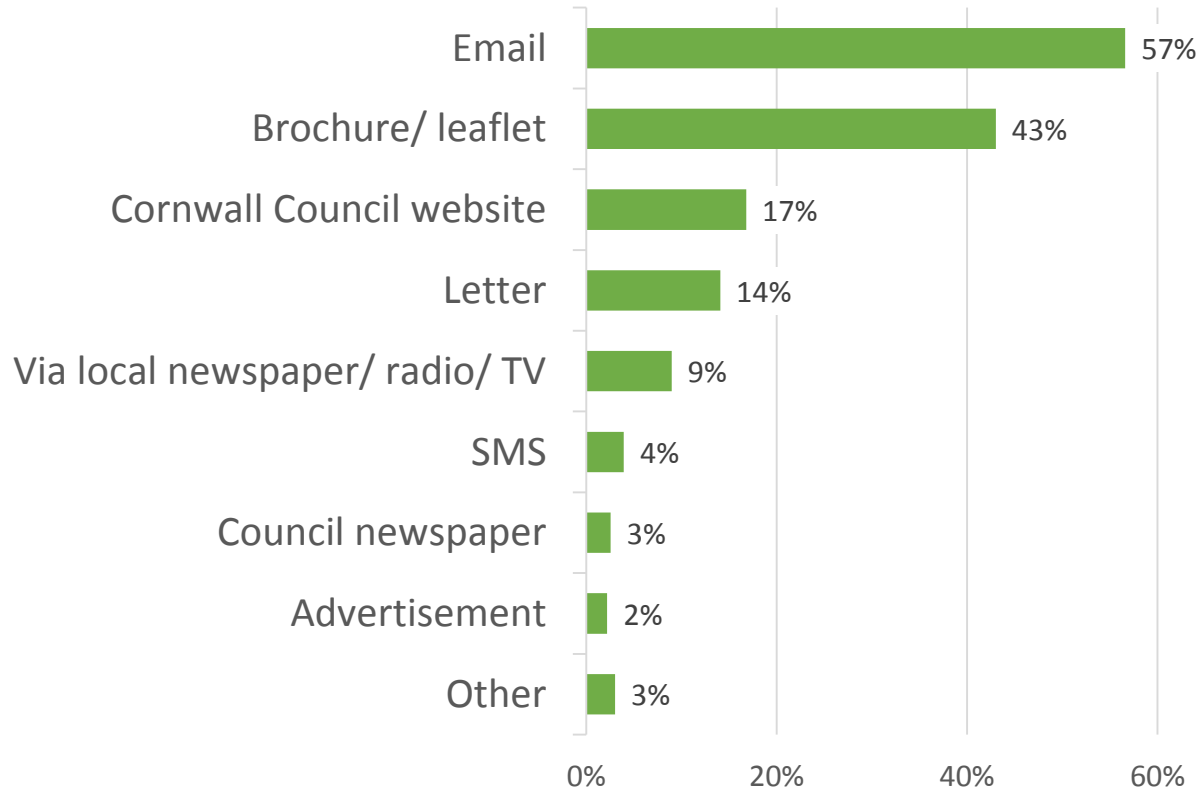


- Female respondents are slightly more aware of needing a receptacle for the collection of food waste (67% vs 57% male).
- For younger age groups (under 45s) the receptacle is also of slightly higher importance (73% for those under 45 vs 58% of those 45+).

Q: 75% of other local authorities are moving to a weekly recycling and food waste collection and a fortnightly collection of all other waste which cannot be recycled. A potentially new contract would mean food waste collected weekly, as it is now. The only changes are that you would have to separate your food waste from your general rubbish. What would be your biggest concern about making this change? Please select up to three reasons.

Information distribution

People prefer information by email and brochures.



n=4186

- Receiving information as email is favourable for 61% of males and 55% of females.
- Cornwall Council website as an information source is favoured more by those under 65 years of age.

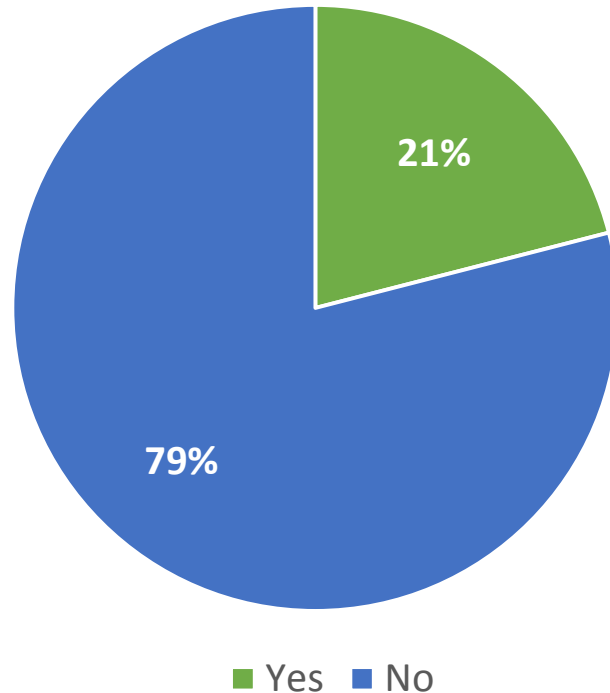
Other sources mentioned included:

- Social media (43 respondents)
- Facebook (35 respondents)

Information distribution

21% would consider being a volunteer recycling champion.

Volunteer Recycling Champion



- 35% of 18 - 24 year olds would consider being a recycling champion.
- 23% females but only 18% males would consider doing so.
- 28% of respondents from Falmouth & Penryn (CNA) would consider it.

Q: Would you consider being a volunteer recycling champion for the Council in your area in the future?