

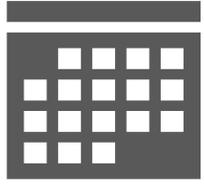
GB citizens survey 2021

Public Confidence in Recycling

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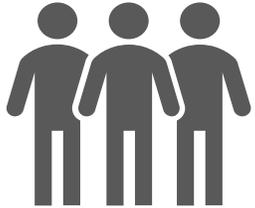
Methodology: August 2021 survey



25-31 August 2021



GB



2,049 respondents, conducted online (using the panel provider Savanta). Boosts in five English counties to reach 200+ interviews in each



Quotas:

- Age
- Gender
- Region
- Ethnicity

Objectives

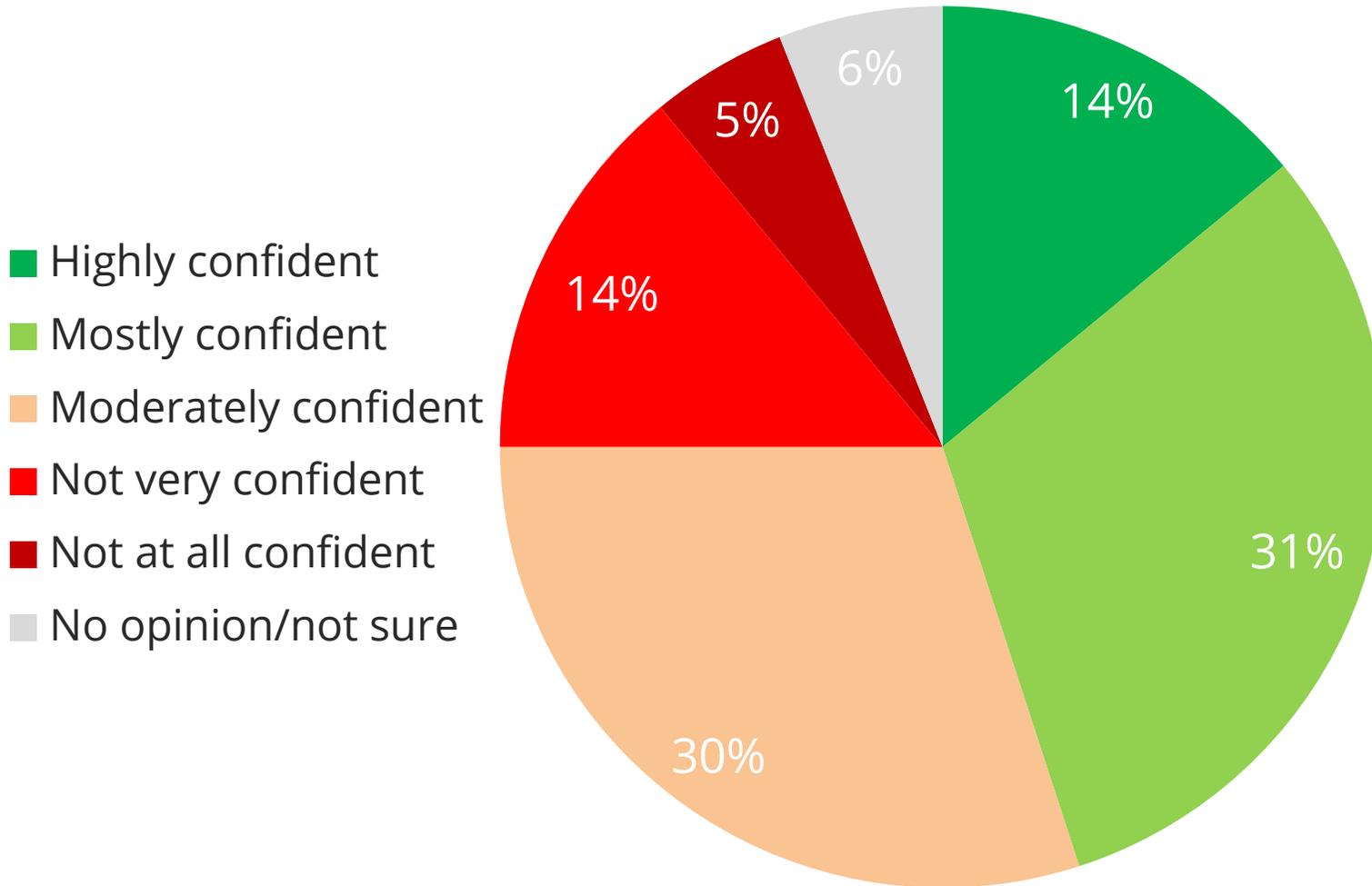


1. To understand how confident citizens are about recyclates actually being recycled, whether collected from homes or via on-street bins.
2. To understand what things impact positively or negatively on citizens' confidence.
3. To help inform development of national/local communications activities including:
 - Analysing linkages between: -
Recycling services & communications → citizens' confidence → behaviours → recycling rates;
 - Development of communications tools and activities highlighted by citizens as being important to reinforce their confidence; and
 - Maximising impacts of packaging reforms (e.g. Extended Producer Responsibility & Consistency of Recycling Collections).

Confidence in recycling from home



Q. How confident are you that the recycling collected from your home is actually recycled?



- Highly confident
- Mostly confident
- Moderately confident
- Not very confident
- Not at all confident
- No opinion/not sure

Net confidence (greens minus reds)
GB +26% 45% - 19%

Highest net confidence

Wales +43% 57% - 14%

Scotland +36% 54% - 18%

Men +30%

Lowest net confidence (but still positive)

England +24% 43% - 19%

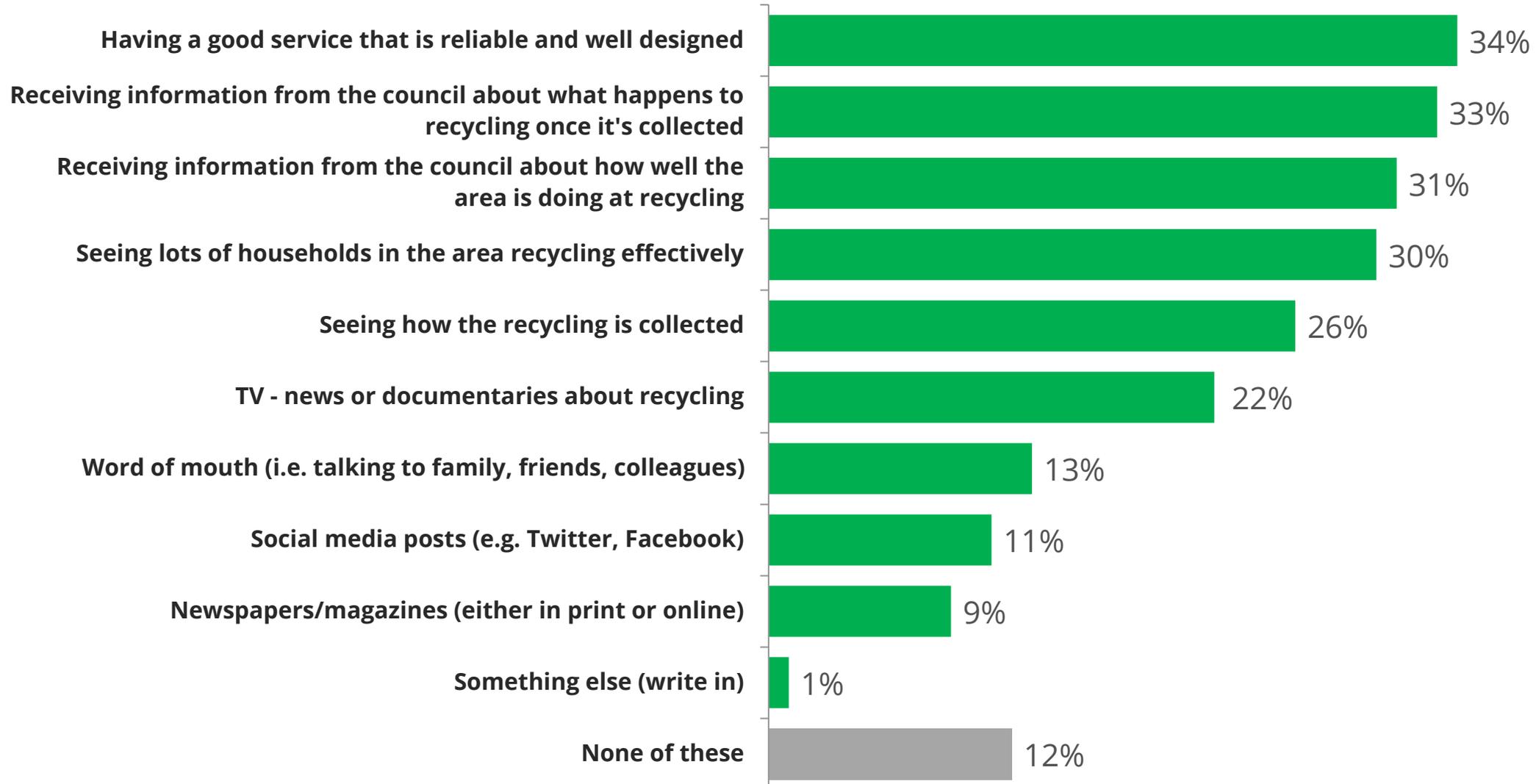
Communal collection +21%

Women +21%

Positive influences on recycling confidence



Q. Which of the following, if any, positively influence your confidence in recycling from home?

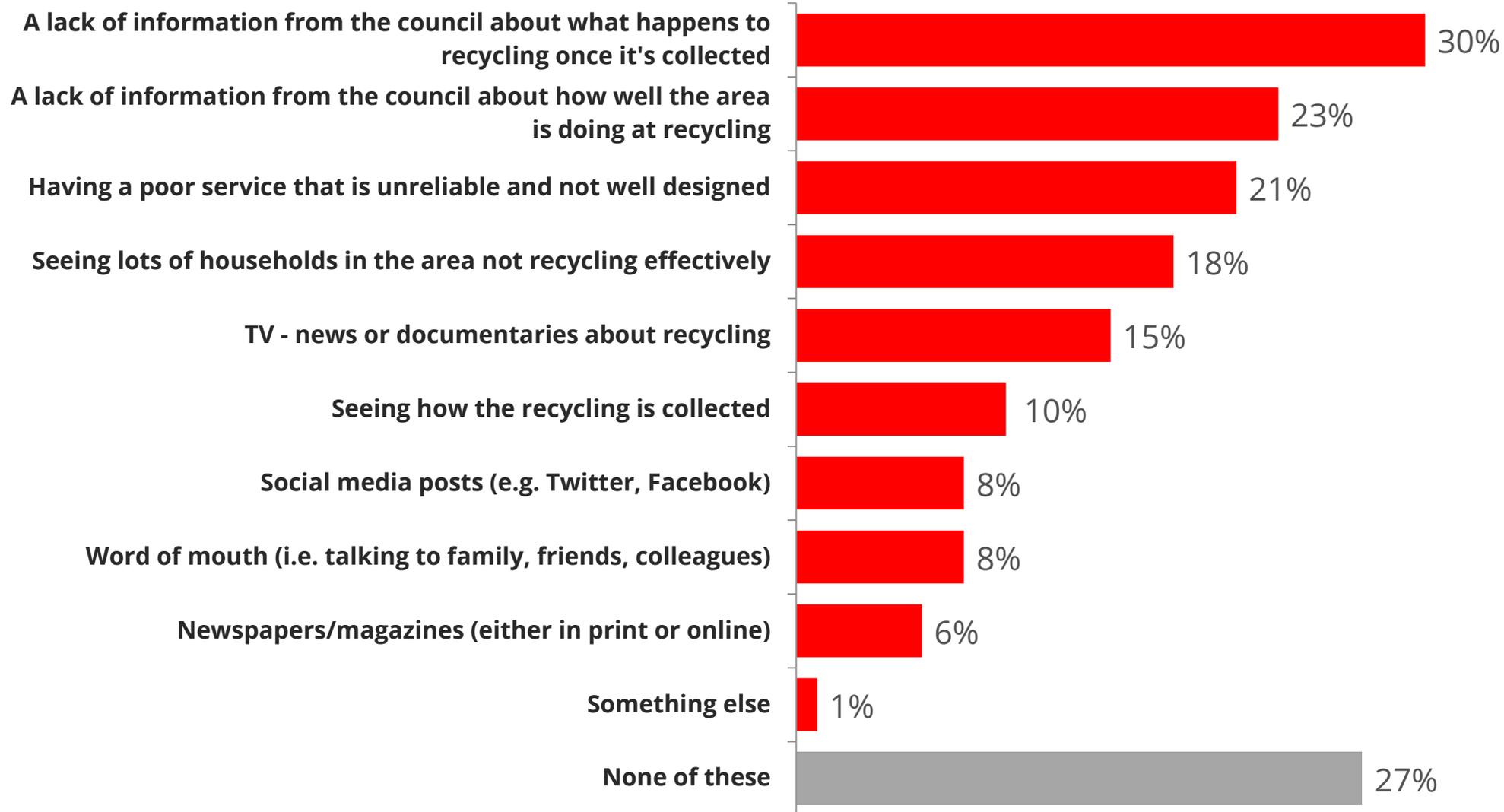


Base: 1,917 GB adults who recycle from home and express a view on their confidence in recycling from home. August 2021

Negative influences on recycling confidence



Q. And which of the following, if any, negatively influence your confidence in recycling from home?

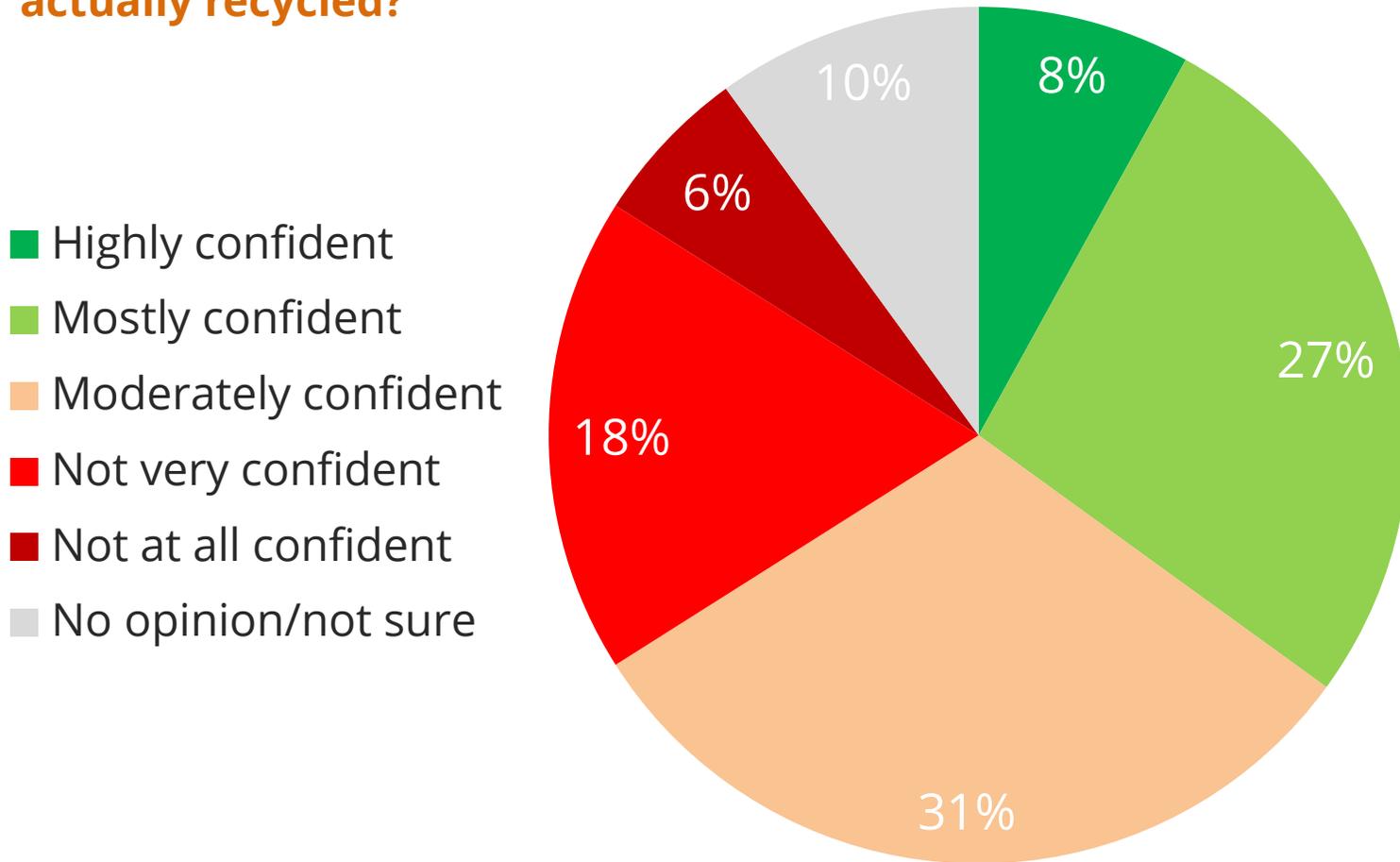


Base: 1,917 GB adults who recycle from home and express a view on their confidence in recycling from home. August 2021

Confidence in on-street recycling



Q. And now thinking about recycling bins in the street (i.e. dedicated recycling bins that are sometimes put alongside litter bins in town centres/shopping malls/high streets), **how confident are you that the items disposed of here are actually recycled?**



- Highly confident
- Mostly confident
- Moderately confident
- Not very confident
- Not at all confident
- No opinion/not sure

Net confidence (greens minus reds)

GB +11% 45% - 19%

Highest net confidence

Wales: +25% 45% - 20%

Scotland: +16% 41% - 25%

Men: +16%

Lowest net confidence (but still positive)

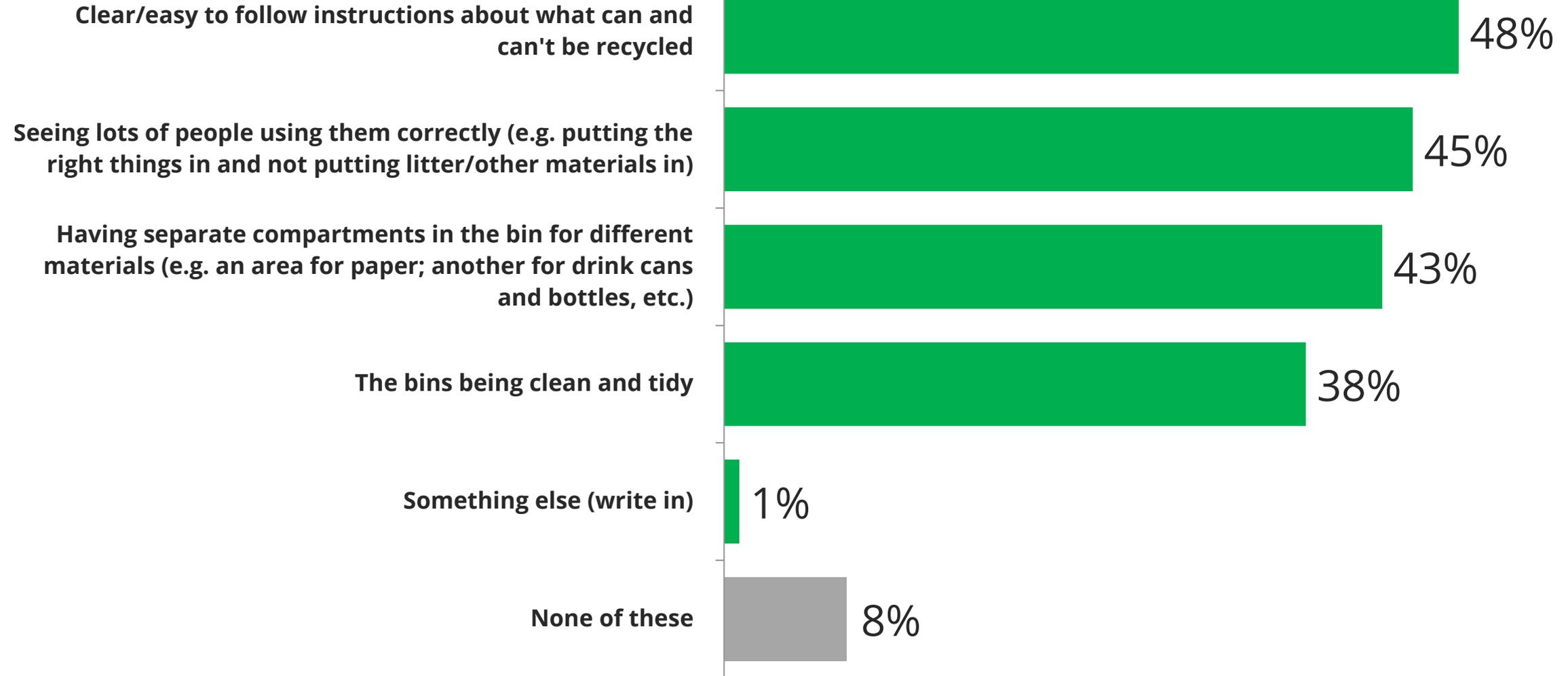
England: +9% 33% - 24%

Women: +5%

Positive influences on on-street recycling confidence



Q. Which of the following, if any, positively influence your confidence in recycling using on-street recycling bins?

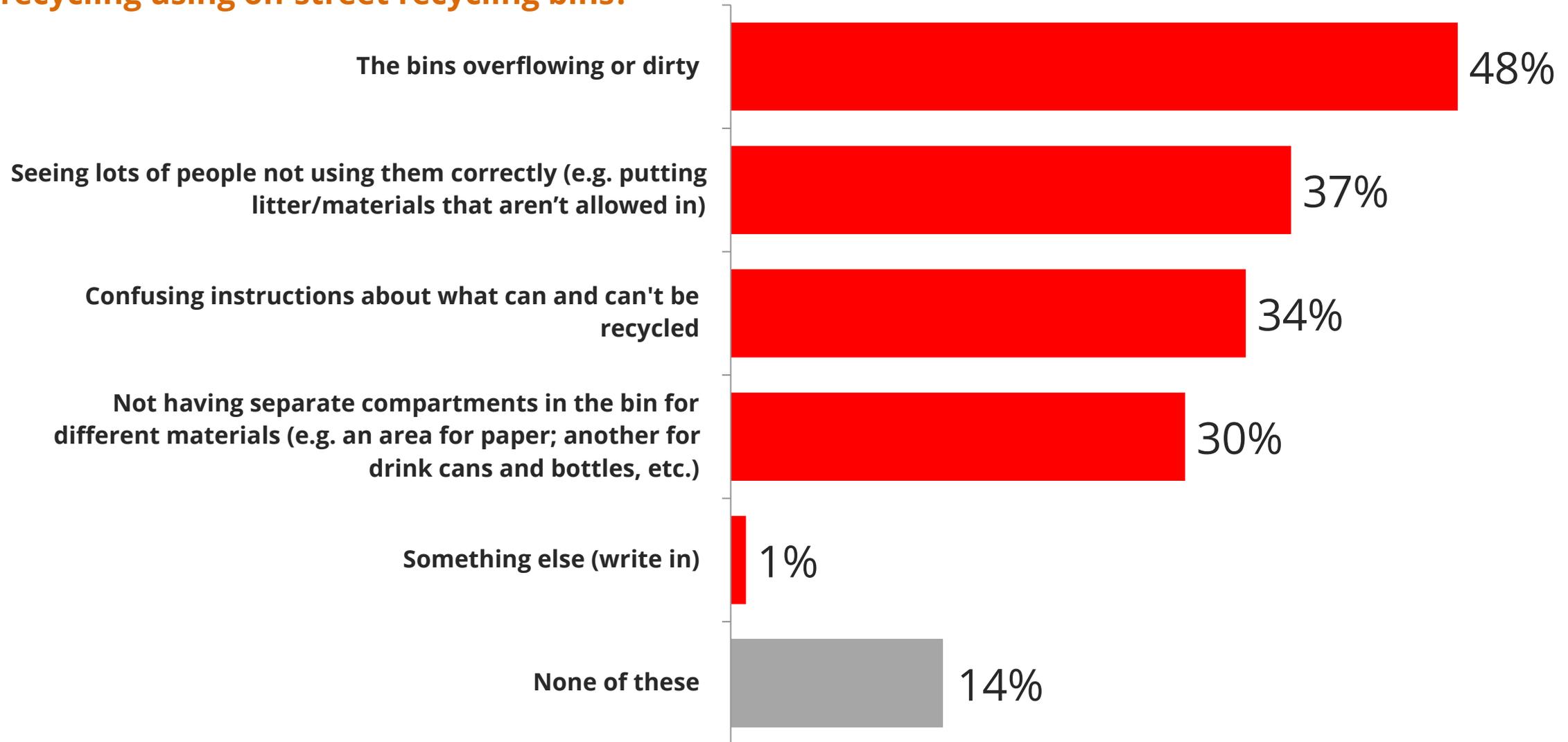


Base: 1,868 GB adults who express a view on their confidence of using in-street recycling. August 2021

Negative influences on on-street recycling confidence



Q. And which of the following, if any, negatively influence your confidence in recycling using on-street recycling bins?



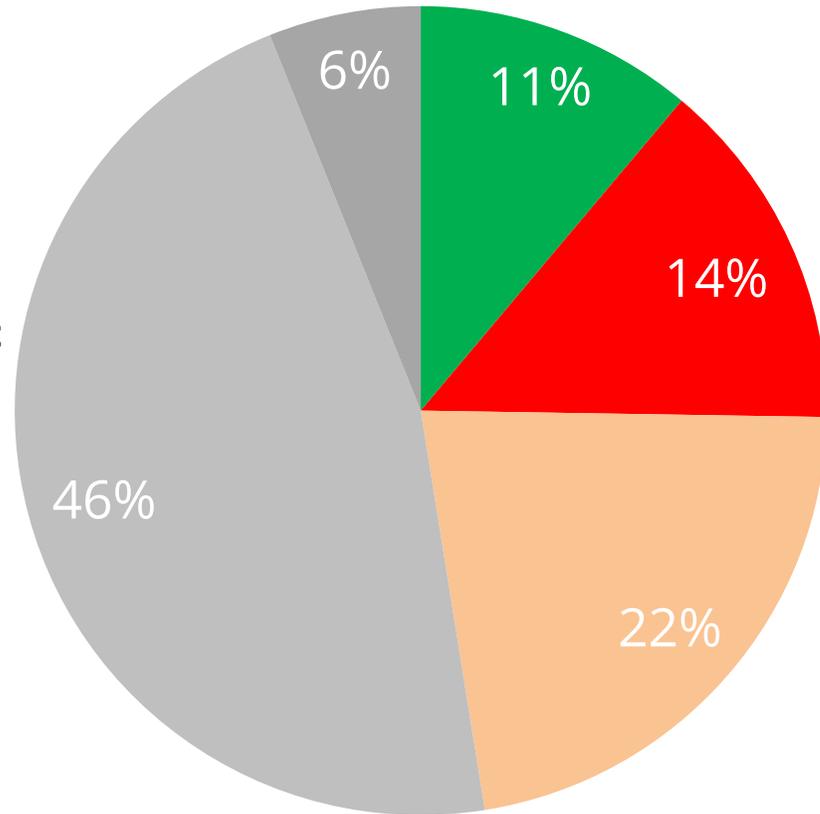
Base: 1,868 GB adults who express a view on their confidence of using in-street recycling. August 2021

Changes in confidence in past 6 months



Q. In the past six months or so, have you heard or seen something that has impacted - either positively or negatively - on your confidence in recycling?

- Yes, and my confidence in recycling has gone up
- Yes, and my confidence in recycling has gone down
- I have seen or heard things about recycling, but my confidence has stayed the same
- No, I've not seen or heard things about recycling
- Don't know



Net change past six months
(Green minus red)

GB -3% 11% - 14%

Confidence **UP** in last 6 months

Wales +8% 17% - 9%

Scotland +5% 13% - 8%

Confidence **DOWN** in last 6 months

England -4% 11% - 15%

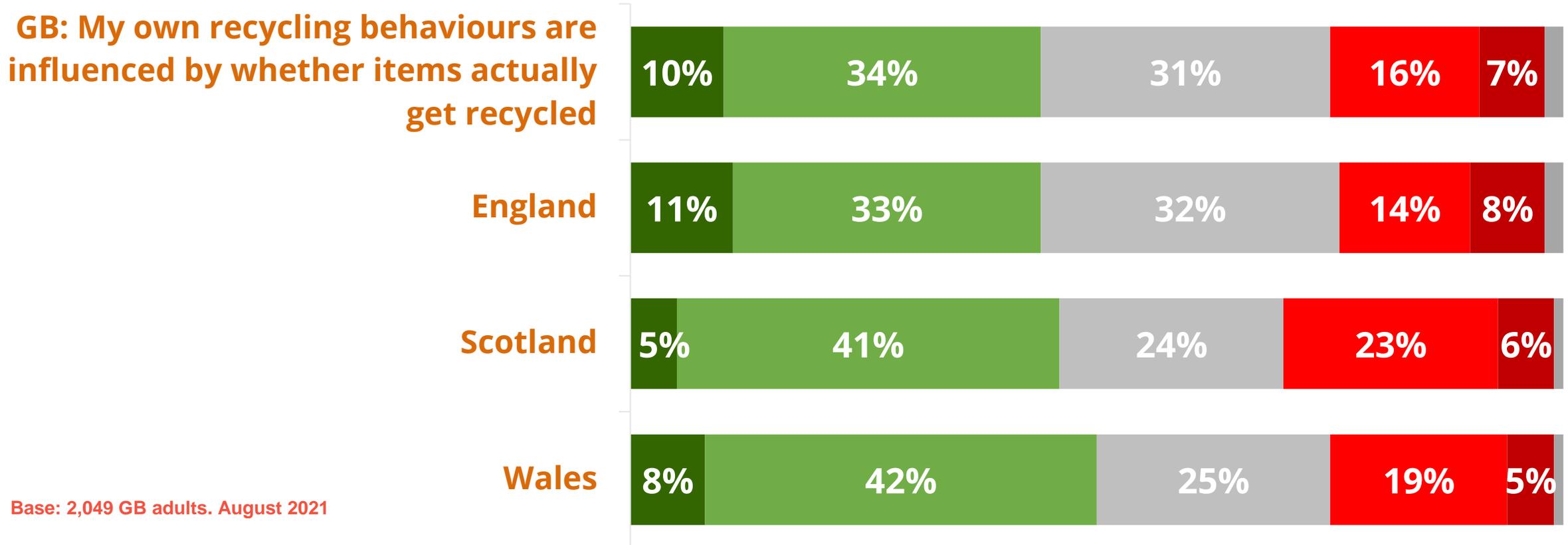
Recycling confidence and recycling behaviours



Q. Here is a statement.
Please tell us how much you agree or disagree with it.

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree Don't know

GB: My own recycling behaviours are influenced by whether items actually get recycled



Base: 2,049 GB adults. August 2021

Strongly agree + Agree:



44%



46%



50%

What are positive influences on confidence?



The public indicate a **top 7** of **positive** influences on their confidence in recycling at home.

The foremost positive influences on confidence in recycling in England, Scotland and Wales are ...

- A good service that is reliable and well-designed
- Info on what happens to recycling after collection
- Info on how well the area is doing at recycling
- Seeing households in the area recycle effectively

Seeing how the recycling is collected

TV news or documentary

Word of mouth, family/friends



Top 7

1	34%
2	33%
3	31%
4	30%
5	26%
6	22%
7	13%



Top 7

=1	33%
=1	33%
3	31%
4	29%
5	15%
6	23%
7	13%



Top 7

1	38%
=2	36%
4	31%
=2	36%
5	15%
7	9%
6	10%



Top 7

3	34%
1	39%
4	30%
2	35%
7	9%
6	21%
5	17%

What are negative influences on confidence?



The public indicate a **top 7** of **negative** influences on their confidence in recycling at home.

Top negative influence on confidence in recycling is the same for England, Scotland and Wales ...



Top 7

1	30%
2	23%
3	21%
4	18%
5	15%
6	10%
=7	8%
=7	8%



Top 7

1	30%
2	21%
3	20%
4	17%
5	15%
6	10%
=7	8%
=7	8%



Top 7

1	30%
3	28%
2	29%
4	22%
5	15%
=6	7%
7	6%
=6	7%



Top 7

1	31%
4	21%
3	22%
2	26%
7	9%
6	11%
5	16%
	4%

Lack of info: what happens to recycling after collection

Lack of info: how well the area is doing at recycling

Poor service that's not reliable and well-designed

Not seeing households in the area recycle effectively

TV news or documentary about recycling

Seeing how the recycling is collected

Social media (Facebook, Twitter etc)

Word of mouth, family/friends

What does all this mean for us?

1. A large segment of the public say their **recycling behaviours** are influenced by **their own confidence that recycles are actually recycled**:  **44%**  **46%**  **50%**
2. This raises issues ...
 - a) Confidence in recycling can increase or decrease. If confidence decreases, there could be impacts on recycling behaviours ... and then on recycling rates.
Does public confidence in recycling need active support? What can we do together?
 - b) Who are the **trusted sources** to provide the information the public wants?
 - c) How can we **make the most of the set of packaging reforms to invest in public information and communications** after a decade of disinvestment?

These are issues INCPEN and councils are working on together over the coming months.

Interested in working with INCPEN?

Contact...

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