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**For immediate publication**

## **INCPEN survey: huge public support for UK-wide 'consistent recycling' policies**

A massive 82% of the UK public support government 'consistent recycling' policies. That's the result of a huge public survey of 5,089 citizens carried out in September 2023 by research and collaboration organisation, the Industry Council for Packaging and the Environment (INCPEN).

The government's 'consistent recycling' policies are planned to enable all households across the country to be able to recycle the same broad range of packaging items, and ensure packaging labelling has unambiguous messages of either 'Recycle' or 'Do not recycle'.

Public support for consistency and labelling policies in England is at 82%. Even this extremely high level is exceeded in all of the devolved nations: Northern Ireland 86%, Scotland 85% and Wales 84%.

In a crystal clear message to all four governments of the popularity of the policies, every demographic group analysed in the INCPEN survey supported consistent recycling and labelling. That includes by age, gender, household income, rural or urban living, type of housing tenure and local recycling infrastructure.

### **Public says 'get on with it'**

The INCPEN survey delved deeper into the extent to which consistency policies are a priority for the public, and when implementation should be done. An overwhelming 73% of English respondents said the policy should either be implemented without delay (38%) or by 2026 (35%). Wales matches England's 73% while Scotland has a larger majority for getting on with it at 75% and Northern Ireland's public still higher at 78%.

Paul Vanston, CEO of INCPEN said, 'These citizens' survey results demonstrate beyond any doubt that consistent recycling and labelling policies are massively supported by the public across the whole of the UK. When added to the many calls from manufacturers, brands, retailers, councils and waste management sectors for the government to publish the policies from the 2021 consultation on consistency, the common public and industry message is 'let's get on with it'.

### **'Together, we've got this!'**

In a unifying message to mobilise nationwide action Paul Vanston said, 'The public has made their position on consistency policies and timescales extremely clear. The challenge is now squarely on the government to swiftly publish the long-delayed confirmations of consistency policies; and then to mobilise actions with the packaging value chain to deliver improved household recycling opportunities in the speediest possible timescales. Yet further delays of consistency implementation are not what the public wants, which is why INCPEN wishes to foster an industry-wide call-to-action of 'together, we've got this!'

**END**

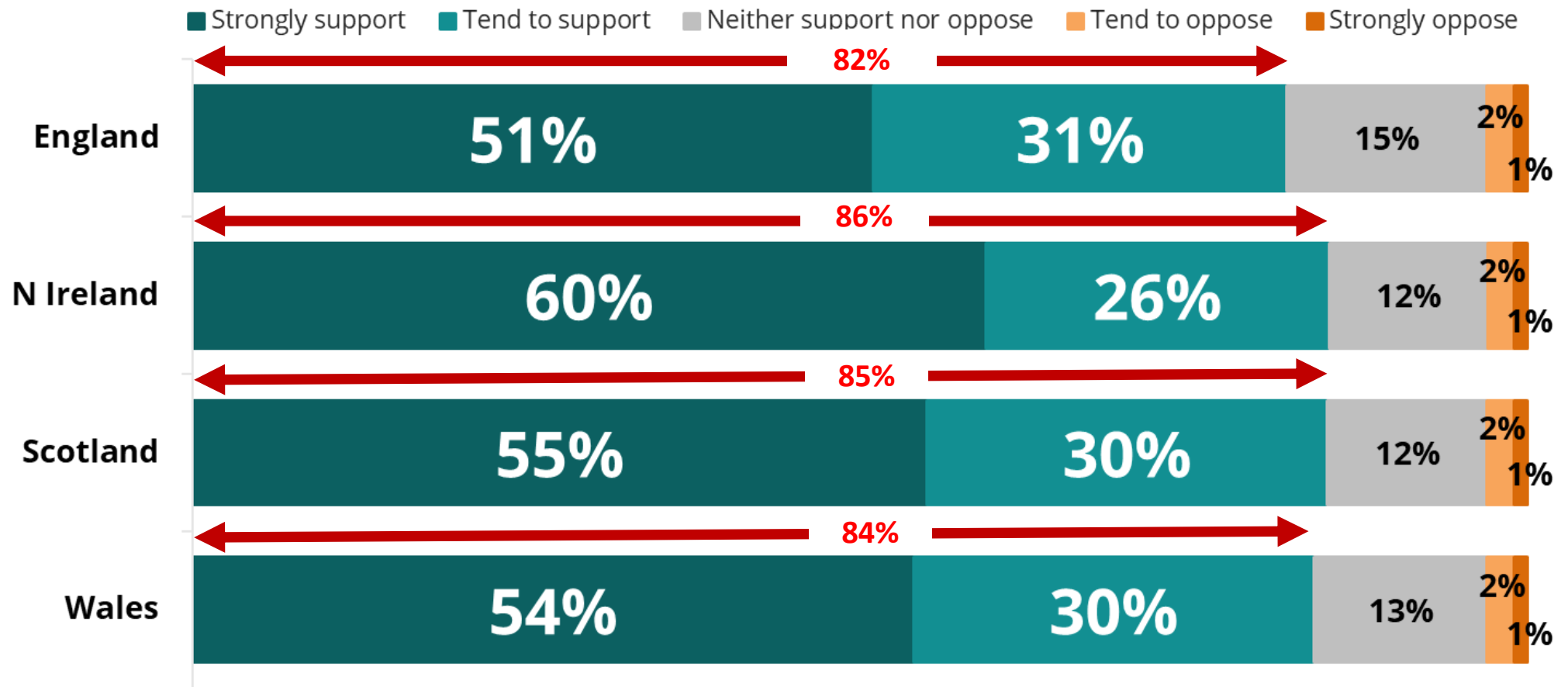
## **Editor's Notes**

1. Questions about this press release can be directed to **Paldeep Bhatti, Head of Research and Policy**.  
Email: [paldeep.bhatti@incpen.org](mailto:paldeep.bhatti@incpen.org)
2. The UK survey comprised **5,089 respondents**: England 2,515. Northern Ireland 519. Scotland 1,048. Wales 1,007. As UK surveys usually require around 1,000 respondents, this INCPEN survey has 5 times that number, which creates a very high level of confidence in the results for all four UK nations.
3. The public survey was conducted from **8 to 14 September 2023** by independent survey experts **Icaro Consulting using the established panel provider Yonder**.
4. Importantly, the INCPEN survey was **conducted and completed the week before Prime Minister Rishi Sunak made his public announcements** relating to recycling (i.e. commonly referred to as the 'seven bins' announcement). This means that INCPEN's survey results were not influenced in any way by the Prime Minister's announcements.
5. It is important to note that all respondents across the four nations were **asked to respond to 'UK-wide consistency'**, not about consistent recycling within their own individual countries.
6. Page 3 below provides a graphic of the results in England, Northern Ireland, Scotland and Wales to **understanding the public's support or opposition to the government's 'consistency policies'**.
7. Page 4 below provides a graphic of the results across the four nations to **understanding the public's priority of the policies and timescales for implementation**.
8. Pages 5 to 8 below provide **demographic information for each of the four nations across eight parameters on both questions** relating to support for the consistency policies, and priority/timescales for implementation.
9. In addition to these survey questions on 'consistent recycling', INCPEN asked a series of questions to understand the **public's level of confidence (or not) that recycles are actually recycled, and public ratings of recycling services they experience**. These results are currently being analysed and will be available in one or more news releases in due course. INCPEN's priority, at this time, has been to publish the consistency public results owing to the urgent need for clarity, certainty and mobilisation on delivering enhanced public recycling services.
10. INCPEN's survey also included the **Republic of Ireland** for the 'public confidence' and 'public ratings of recycling experiences' referred to in point 9 above. As the 'consistency' questions are relevant to the UK context, these questions were not included in the Republic of Ireland survey and not, therefore, included within this news release.

# UK four nations: 'consistency' public survey results, September 2023

*"Since 2018 the UK government (supported by Northern Ireland, Scottish and Welsh governments) has been progressing plans for all councils across the country to offer all households the same wide range of recycling services for packaging thrown away by householders. This would mean all packaging could have a consistent message of either 'Recycle' or 'Do not recycle' that all householders could follow."*

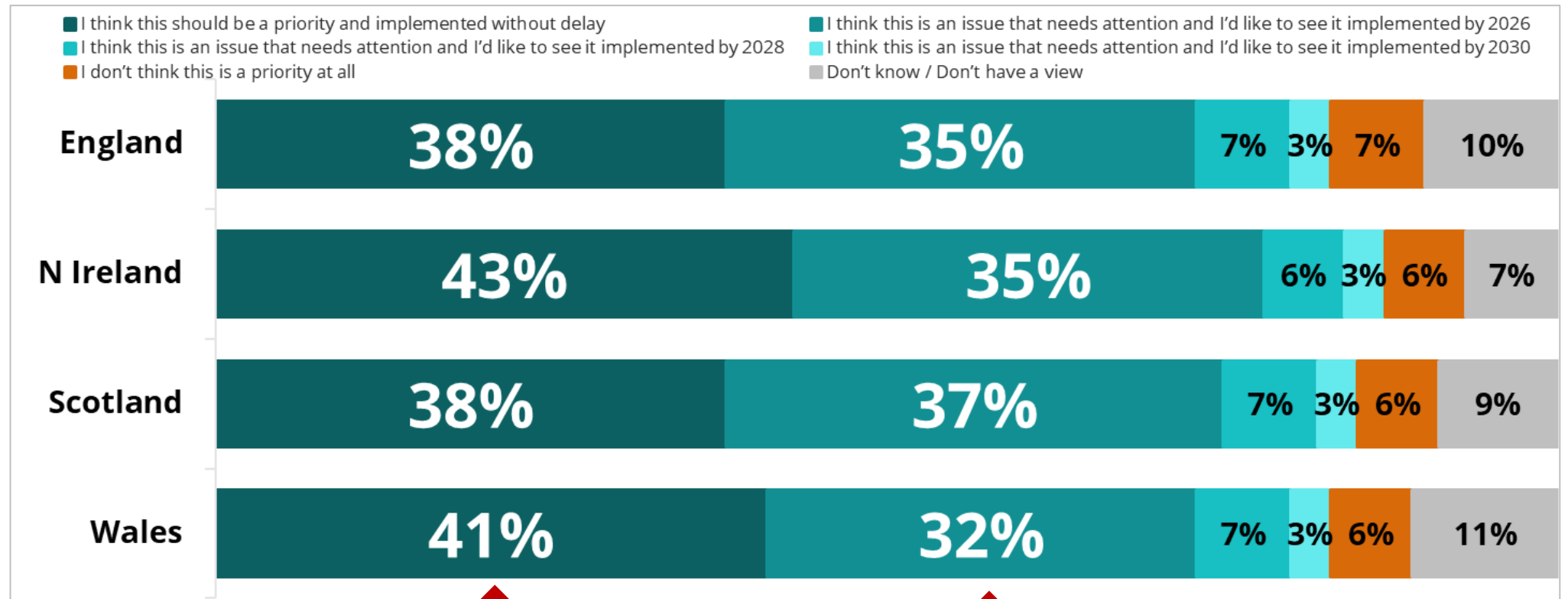
## Q1: To what extent do you support or oppose this idea?



# UK four nations: 'consistency' public survey results, September 2023

"In July 2023 the government announced the plans to implement this recycling policy across the country would be delayed until beyond 2025/26."

## Q2: Which of the following best describes your own view?

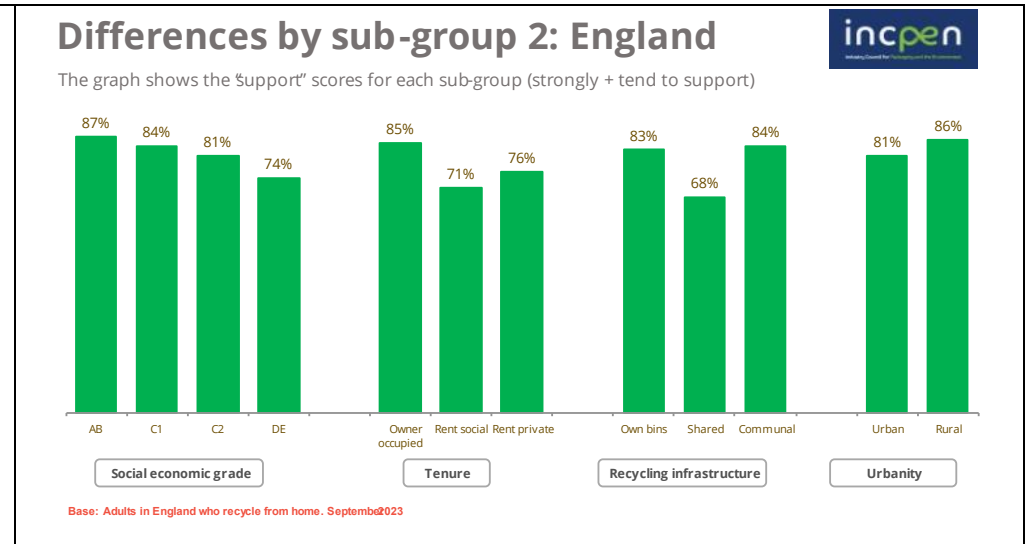
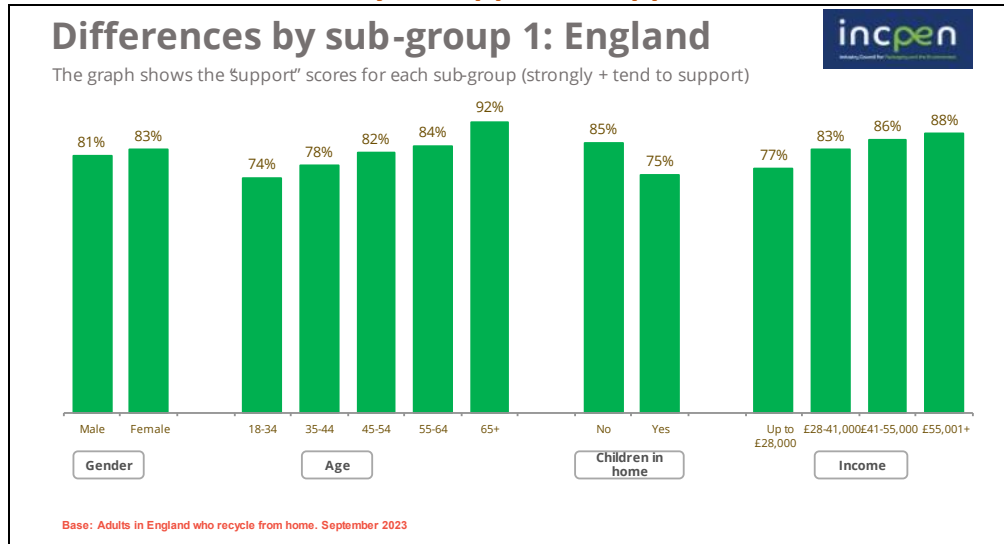


I think this should be a priority and implemented without delay

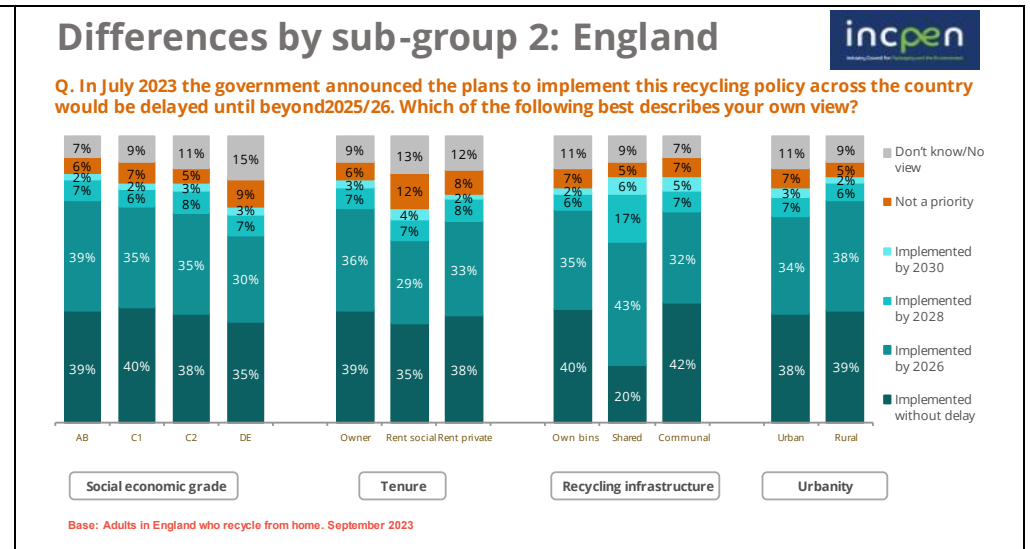
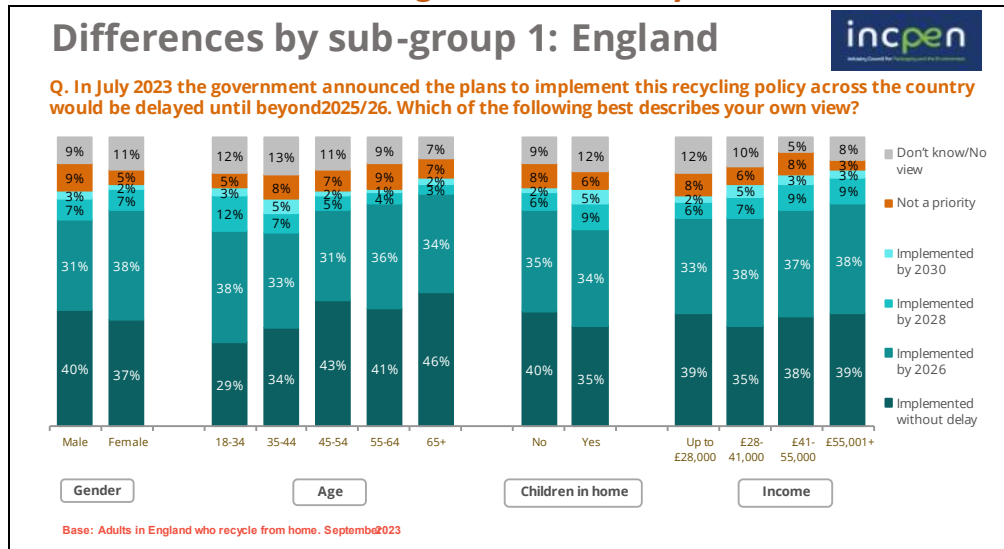
I think this is an issue that needs attention and I'd like to see it implemented by 2026

# England: demographics, 'consistency' public survey results

## Q1. To what extent do you support or oppose this idea?

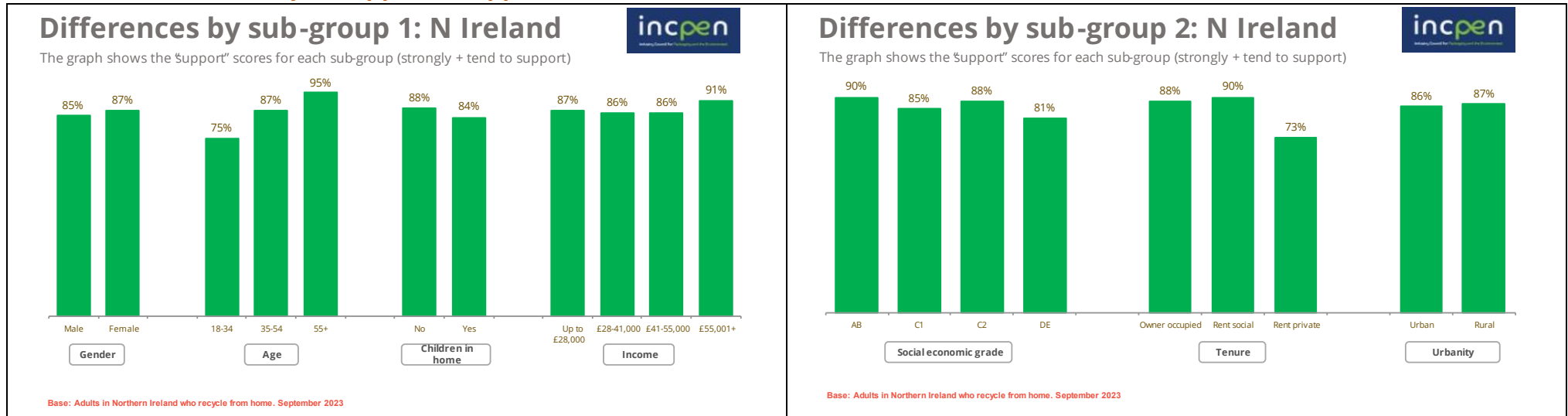


## Q2. Which of the following best describes your own view?

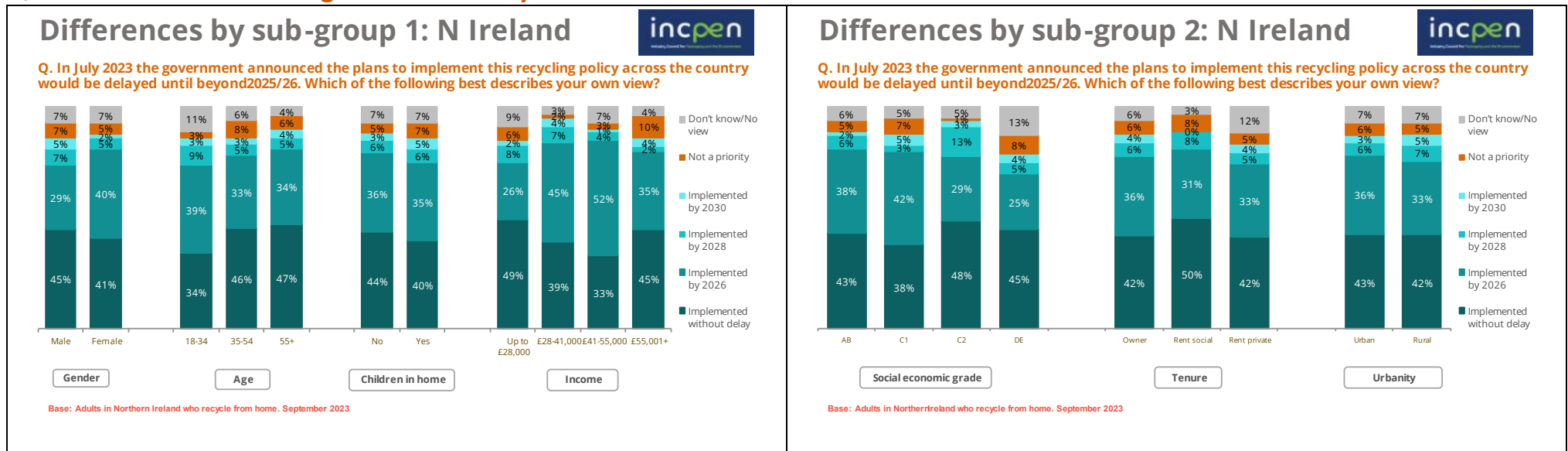


# Northern Ireland: demographics, 'consistency' public survey results

## Q1. To what extent do you support or oppose this idea?

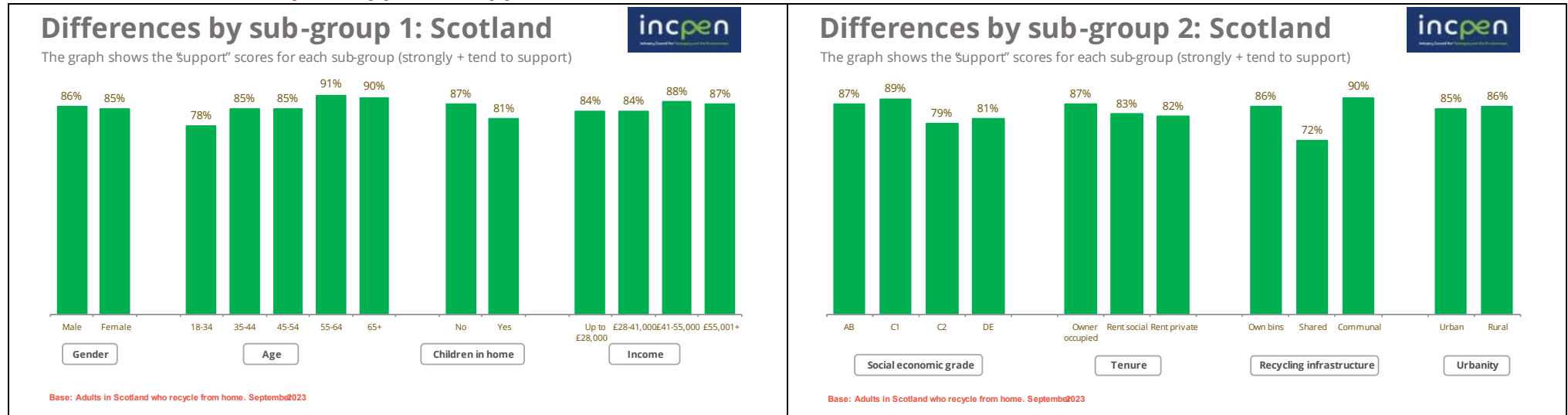


## Q2. Which of the following best describes your own view?

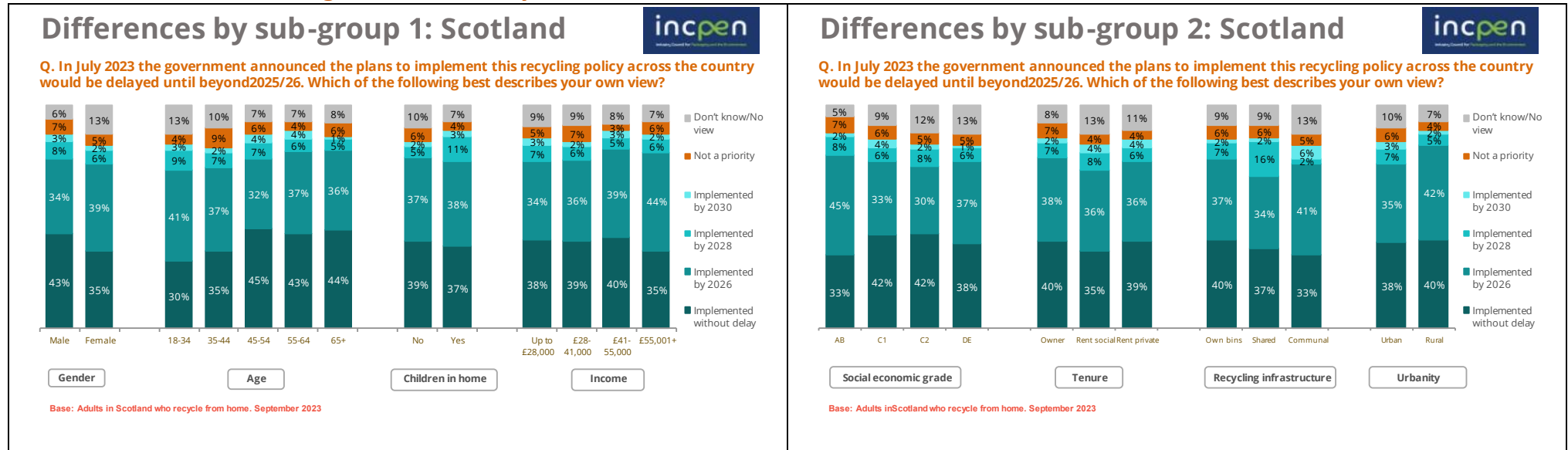


# Scotland: demographics, 'consistency' public survey results

## Q1. To what extent do you support or oppose this idea?

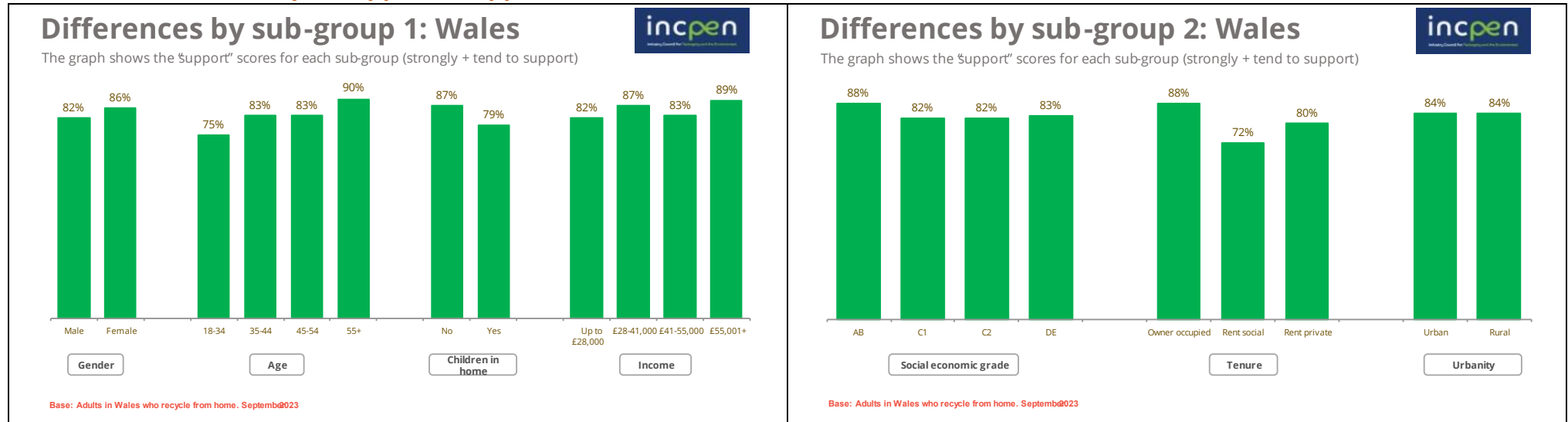


## Q2. Which of the following best describes your own view?



# Wales: demographics, 'consistency' public survey results

## Q1. To what extent do you support or oppose this idea?



## Q2. Which of the following best describes your own view?

