



BMG Research Report

Rugby Borough Council Waste and Recycling Survey – Residents' Report

September 2007

Prepared for:
Sean Lawson, Head of Environmental
Services, Rugby Borough Council

Prepared by:
Chris Owen
Account Director
BMG Research



Because people matter.

Table of Contents

1	Executive Summary.....	1
2	Introduction.....	4
3	Areas of concern	8
4	Responsibility for rubbish currently sent to landfill sites	10
5	Importance of recycling household rubbish	12
6	Amount of recycling	14
7	Reasons for not recycling.....	15
8	Encouraging more/recycling	18
9	Regular use of recycling services	20
10	Frequency of recycling	21
11	Recycling containers	23
12	Motivations to recycle	24
13	Financial incentives and penalties.....	26
14	Service delivery and level of recycling	27
15	Recycling of glass.....	30
16	Funding of recycling service.....	31
17	Sample Profile.....	32

1 Executive Summary

Areas of concern

Over nine in ten respondents are concerned with *the amount of waste/rubbish households dispose of and don't recycle/reuse*, including around three fifths who are very concerned.

A further nine in ten respondents are concerned about *the effect of climate change/global warming on their children's lives* while over four fifths of respondents are concerned about either *pollution in their local area* or *the effect of climate change/global warming on their life*.

Responsibility for rubbish currently sent to landfill sites

Nearly four fifths of respondents feel that *everyone has a responsibility* for the rubbish which is sent to local landfill sites. Nearly half feel *the Council* should be responsible for this rubbish while around a third feel it is the responsibility of *the Government*.

Importance of recycling household rubbish

In terms of importance, nearly all respondents feel that it is important to recycle the rubbish that households produce, including around four fifths who feel it is very important.

Amount of recycling

When asked about the amount of recycling carried out, over half *recycle a lot but not everything that can be recycled*. A further three in ten respondents *recycle everything that can be recycled* while one in ten *recycle sometimes* and just three per cent *do not recycle*.

Reasons for not recycling

A quarter of respondents who do not currently recycle give the reason that they *do not know how to recycle* while over one in five *don't have any recycling boxes/bins* or *don't have the space*.

Around seven in ten respondents who currently recycle are prevented from recycling more because *some of what [they] want to recycle is not collected*. One in five of respondents who recycle are also prevented because *[they] don't have enough space where [they] live to separate [their] rubbish*.

Encouraging more/recycling

Over three fifths of respondents who do currently recycle would be encouraged to do more/start recycling if it were *easier to use services* while around half would do so if *better information about what and how to recycle* was available. One in four respondents who recycle would be encouraged by *financial incentives*.

Regular use of recycling services

In terms of recycling services regularly used by respondents, around four fifths use *doorstep/kerbside recycling collection of more than 1 material* while half regularly use a *recycling centre at a household waste site* and a similar proportion use a *public recycling bank*.

Frequency of recycling

Respondents are more inclined to recycle *paper* at least most of the time; a response given by nearly nine in ten respondents. Over four fifths of respondents recycle *glass* at least most of the time, while seven in ten respondents recycle *food and drink cans* on this basis. Around three fifths of respondents recycle *garden waste for Green Waste collection* at least most of the time.

Respondents tend to be less frequent in their recycling of *food and/or garden waste for home composting, plastic containers* or *card/cardboard*.

Recycling containers

When asked to indicate the action taken when a recycling container is overflowing, around three in ten in fact say that *[their] container never overflows*. Around one in five respondents *save [the recycling] for the next collection* or *take the extra [recycling] to a recycling centre*.

Motivations to recycle

Motivations to recycle are more frequently because it is *good for the environment/saves resources, reduces the amount of rubbish sent to landfill or incineration* or that it is *good for future generations/children*.

Financial incentives and penalties

In terms of the sort of financial incentives or penalties that might be used to encourage recycling, over half of respondents feel *finer for recycling* would have at least some effect. Similar proportions also feel that *charging by the size of bin used* or if *households [were] billed accordingly to the total amount of waste they throw away* would have at least some effect.

Over two fifths of respondents feel that *if households [were] billed accordingly to how often their bins [were] emptied*, this would have at least some effect on encouraging recycling.

Service delivery and level of recycling

Respondents are most likely to indicate their *current service level* (an approximate recycling rate of 25% at no extra cost per year) as their 1st choice preference. Respondents indicate an approximate recycling rate of 28% with an extra cost of £9 per year as a 2nd choice preference, while respondents are most likely to indicate an approximate recycling rate of 28% with an additional cost of £39 per year as a 3rd choice preference.

Respondents do not tend to indicate an approximate recycling rate of 46% at an extra cost of £42 per year as any preference.

Recycling of glass

Should the Council choose to collect glass separately, over half of respondents would prefer a collection where *containers at neighbourhood centres would be emptied as necessary, but at least weekly* at an additional cost of £2.07 per year per household.

Funding of recycling service

Over a third of respondents feel that *spending less on other services* would compensate for a more expensive service, while around one in six feel an *increase in council tax* or *direct charges for waste collection or recycling* would be appropriate.

2 Introduction

Background

This summary presents the findings of the Rugby Borough Council Waste and Recycling survey with Rugby residents only. Rugby Borough Council intends making significant changes in the refuse and recycling services that they provide to local people. The Council feels that it is important that residents of Rugby should have a say in these changes.

Residents were informed of the following objectives:

There are many options that we could implement to meet your aspirations, the ambition of the Council and Government targets for the future. Whatever service we do introduce will be with us for many years so we must get it right. I want to assure you that this is a genuine consultation and nothing has yet been finally decided. However, we will have to balance carefully the costs and performance of any service that we take forward.

Hopefully you have seen the information presented in the local papers over the last few weeks. In case you missed it, here are a few facts:

- 1. Rugby Borough Council must provide a collection for recycling of at least two materials from every household by 2010. (Household Waste & Recycling Act 2003).*
- 2. Rugby Borough Council has an obligation to compost or recycle at least 40% of the waste collected by 2009/10. (Warwickshire Local Area Agreement).*
- 3. The UK as a whole needs to compost or recycle at least 50% of the municipal waste collected by 2020. (Waste Strategy for England 2007).*
- 4. Locally, on an annual basis, we throw enough rubbish away to fill refuse vehicles stretching nose to tail from the Clock Tower to the NEC.*
- 5. The Council's present recycling and garden waste services achieved a recycling and composting rate of 24% during 2006/7. Clearly, if we are to achieve any of the above targets, we must do much better.*

Methodology

In June 2007 Rugby Borough Council commissioned BMG Research to undertake a postal survey of 10,000 residents. Postal questionnaires were sent to 10,000 households (approximately 1 in 4 of all in the borough) at random, using the Postcode Address File (PAF) as a source of address. Questionnaires were addressed to 'the occupier' at each household, meaning that any adult member of the household could complete the survey.

The survey was also available for self-selected self-completion, either as an online survey or through postal copies of the survey which were directly available from Rugby Borough Council. This summary presents the findings of both the main postal survey and additional analysis on the self-selected samples.

Overall, 3068 usable questionnaires were returned from the main postal survey giving a response rate of 31%. The self-selected sample of respondents includes 312 online and 32 additional postal returns.

When reference is made to 'all respondents', results refer to the main sample of postal respondents (3068). Any analysis covering online and additional postal respondents are referred to as a separate sample called 'self-selecting respondents'.

Overall, the main sample included individuals of all ages, living in different types of home and with different numbers of people per household.

A sample size of 3068 has a standard error of +/-1.77% at the 95% level of confidence. In order to ensure that the data presented accurately reflects the profile of the Rugby Borough, the raw data from the survey was weighted back to the true age and gender profile of the borough (based on 2006 population estimates from the Office for National Statistics), and also weighted back to the true proportions of households in each of the ten national deprivation deciles in the 2004 Index of Deprivation. This means that the raw data from the survey has been adjusted through this weighting process so that the results presented here for the main postal survey represent the *actual* composition of the population in the borough, and remove any bias due to the tendency for some groups to respond more readily, and be over-represented in the survey results.

Below we provide tables showing the proportions of the sample population in each of a number of age and gender groups, and deprivation deciles, compared with the proportions in the population as a whole as indicated by ONS 2006 population estimates (Table 1), and by the 2004 Index of Deprivation (Table 2). Overall the sample displayed many expected characteristics of a postal household survey of this type, including:

- Under-representation of younger age groups (those aged under 35, and particularly those aged under 25), and consequent over-representation of older age groups (women 35 and over, and men 45 and over), particularly men of pensionable age;
- There was also a slight relative over-representation of women. Whilst women were more likely than men to respond in younger age groups (up until the age of 55 women were always more likely to respond than men), but this pattern reversed amongst older people, with men more likely to respond than women, especially amongst those 65 and over;
- Households from less deprived (more affluent) areas were more likely to respond than households from more deprived (less affluent) areas. In relative terms, households from the least deprived (most affluent

areas) were between two and three times more likely to respond than those from the most deprived (least affluent) areas.

It is important to stress that these are expected effects, and within the limits that we expected to see, given the methodology adopted. Postal surveys addressed to the householder always return higher response rates for older age groups, women and more affluent areas.

Table 1

SAMPLE PROFILE (ALL RESPONDENTS) AND BASE POPULATIONS COMPARED FOR AGE AND GENDER					
	Group	Sample		ONS 2006 estimates	
		Number	%	Number	%
AGE AND GENDER GROUPS	M16-24	8	0.3	5,400	7.4
	M25-34	93	3.0	4,900	6.7
	M35-44	203	6.6	7,300	9.9
	M45-54	223	7.3	6,100	8.3
	M55-64	312	10.2	5,900	8.0
	M65-74	306	10.0	3,800	5.2
	M75+	222	7.2	2,900	3.9
	M, no age	4	0.1	-	-
	All Male	1,374	44.8	36,300	49.3
	F16-24	24	0.8	5,000	6.8
	F25-34	187	6.1	5,300	7.2
	F35-44	341	11.1	7,100	9.6
	F45-54	289	9.4	5,800	7.9
	F55-64	312	10.2	5,900	8.0
	F65-74	201	6.6	3,900	5.3
	F75+	198	6.5	4,300	5.8
	F, no age	7	0.2	-	-
	All Female	1,569	51.1	37,300	50.7
	No gender	46	1.5	-	-
	No age or gender	63	2.1	-	-

Table 2

SAMPLE PROFILE (ALL RESPONDENTS) AND BASE POPULATIONS COMPARED FOR DEPRIVATION DECILES (HOUSEHOLDS)					
	Decile	Sample		2004 Index of Deprivation	
		Number of respondent households	%	Number of households	%
NATIONAL DECILE	2 (most deprived) ¹	23	0.7	687	1.7
	3	127	4.1	2,212	5.5
	4	211	6.9	4,384	11.0
	5	449	14.6	6,269	15.7
	6	166	5.4	2,707	6.8
	7	398	13.0	4,902	12.3
	8	649	21.2	7,419	18.6
	9	387	12.6	4,638	11.6
	10 (least deprived)	658	21.4	6,642	16.7

¹ This table does not refer to decile 1, since Rugby contains no areas which fall into this decile – the most deprived tenth of areas nationally.

3 Areas of concern

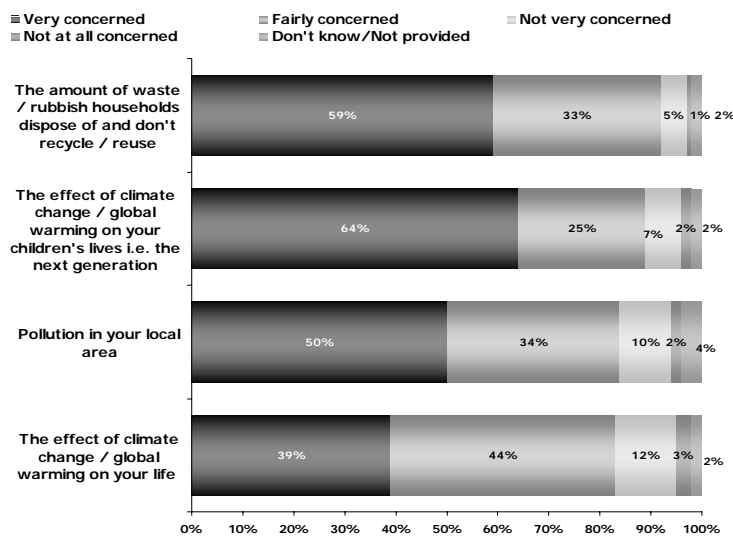
Respondents were first asked to indicate how concerned they are with four different issues relating to the effect of climate change, household waste and pollution. As the following figure illustrates, over nine in ten respondents (92%) are concerned with *the amount of waste/rubbish households dispose of and don't recycle/reuse*, including around three fifths (59%) who are very concerned.

Younger respondents under the age of 45 tend to be slightly more concerned compared to those over the age of 45 (91% compared to 88%) as are females compared to males (94% cf. 89%).

Just under nine in ten respondents (88%) are also concerned about *the effect of climate change/global warming on their children's lives*, including over three fifths (64%) who are very concerned. Again younger respondents under the age of 45 tend to be more concerned than older respondents over the age of 45 (90% cf. 85%), while females are more concerned overall compared to males (91% cf. 84%).

Figure 1

Extent to which residents are concerned about the effect of climate change, household waste and pollution (All respondents)



SAMPLE BASE: 3068 (ALL RESPONDENTS)
Q1: Please indicate how concerned you are about each of the following...?

Similar proportions of respondents are concerned about *pollution in their local area* (84%) and *the effect of climate change/global warming on their life* (84%). Similarly younger respondents and females are more concerned by either aspects.

Overall, self-selecting respondents show similar levels of concern towards each of the four aspects. Concern with *the amount of waste/rubbish households dispose of and don't recycle/reuse* is at the same level (92%), while the proportion of those who are very concerned increases

to two thirds of this sample (66%). However, these respondents are overall less concerned with the *effect of climate change/global warming on their life*, with around four fifths (77%) indicating that they are either fairly or very concerned.

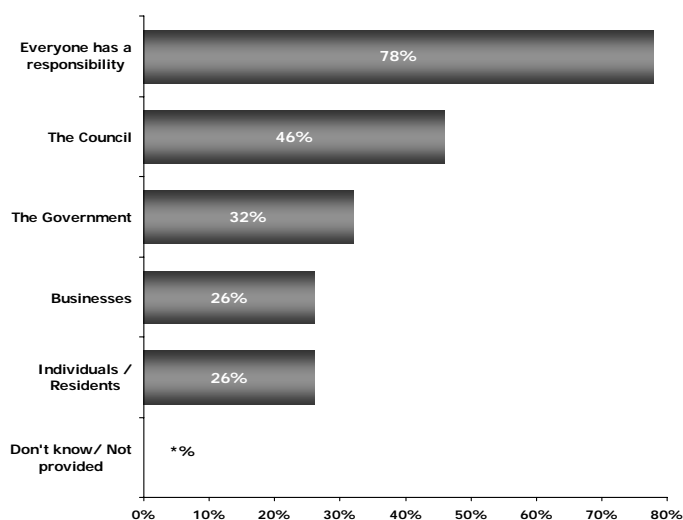
4 Responsibility for rubbish currently sent to landfill sites

Every year in Rugby Borough, the Council send enough rubbish to local landfill sites to fill the Ken Marriott Leisure Centre Swimming Pool 129 times. With this in mind, around four fifths of respondents (78%) feel that *everyone has a responsibility* for what happens to this rubbish. By national deprivation allocation, respondents in quintile 1 or decile 2 are most likely to indicate this (both 91%). (Please note that there are no residents in Rugby who are classified by the national deprivation decile 1, therefore no respondents in our sample). Females are also more likely than males to indicate this form of responsibility (83% cf. 73%) while younger respondents under the age of 45 are also more likely than older respondents (81% cf. 74%).

Nearly half of respondents (46%) feel *the Council* should have responsibility, with little trend in opinion by national deprivation quintile or decile allocation. (The proportion of respondents indicating this varies between 43% in either quintile 2 or 3, to 48% in quintile 1 or 5). Respondents with more than 5 people in the household tend to suggest the responsibility of *the Council* the least (31%), compared to higher proportions of nearly half from respondents of households of either one or two persons (both 48%).

Figure 2

Whom residents feel should be responsible for rubbish currently sent to local landfill sites



SAMPLE BASE: 3068 (ALL RESPONDENTS)
Q2. Every year in Rugby Borough we send enough rubbish to local landfill sites to fill the Ken Marriott Leisure Centre Swimming Pool 129 times. Who do you think should be responsible for what happens to this rubbish?
* Denotes figures less than 0.5%

Around a third of respondents (32%) feel that rubbish sent to landfill sites is the responsibility of *the Government*, with the smallest proportion indicating this in quintile 3 (28%) compared to respondents in quintile 1 (35%). Older respondents over the age of 70 are particularly likely to indicate the responsibility of *the Government* (40%), while males this

time are more likely to indicate their responsibility compared to females (34% c.f. 30%).

Over one in four respondents feel that either *businesses* or *individuals/residents* should be responsible for the rubbish that is sent to local landfill sites (both 26%).

Generally, self-selecting respondents are slightly less likely to associate responsibility for the rubbish which is currently sent to local landfill sites with anyone. In short, around three quarters of these respondents feel that *everyone has a responsibility* (76%), while in line with the main sample of postal respondents, smaller proportions indicate the following: *the Council* (41%), *the Government* (27%), *businesses* (21%), *individuals/residents* (22%).

It is interesting to note the difference in opinion of those responding by self-selecting post compared to online with regard to the responsibility of *the Council*. Around seven in ten self-selecting postal respondents (69%) associate responsibility with *the Council*, while just 38% of online respondents indicate the same.

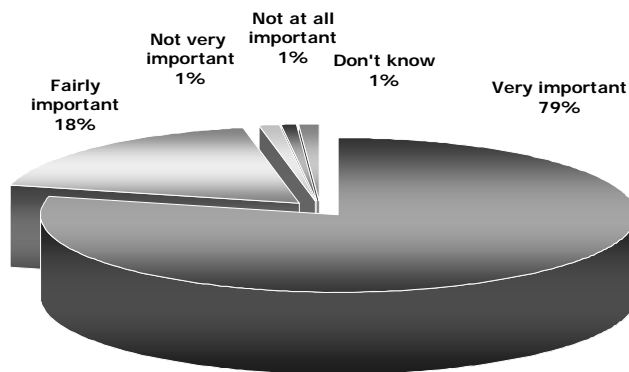
5 Importance of recycling household rubbish

Considering the importance of recycling the rubbish that households produce, nearly all respondents feel this is indeed important (97%), including four fifths (79%) who feel it is very important. The level of importance varies little according to national deprivation quintile or decile, with a marginal increase of 96% of those in either quintile 1 or 3 to 98% of those in quintile 5.

More difference in opinion by national deprivation quintile is apparent when considering the proportion of respondents who feel the recycling of household rubbish is very important. Two thirds of respondents (66%) in quintile 1 feel it is very important compared to over four fifths (81%) of those in quintile 5. This difference is more apparent by national deprivation decile, with 84% of those in decile 10 indicating the same. Therefore, it can be seen that those in the least deprived SOA areas place most importance on the recycling of household produce.

Figure 3

Importance of recycling the rubbish that households produce



SAMPLE BASE: 3068 (ALL RESPONDENTS)
Q3. How important do you think it is to recycle the rubbish that households produce?

Looking further at the difference in opinion of respondents indicating this as very important, younger respondents under the age of 45 tend to place more importance on this compared to older respondents (80% cf. 75%), as do females compared to males (83% cf. 73%). Particularly high proportions of respondents living in high-rise flats (91%) feel the recycling of household produce is very important. (However, please note a small base of 9 respondents). A sizeable proportion of respondents living in a detached house (82%) feel it is very important, while four

fifths of respondents living in a mid-terrace, end of terrace or bungalow (each 80%) indicate the same.

Looking at the opinions of self-selecting respondents, importance remains at the same level with a vast majority (96%) indicating that the recycling of the rubbish that households produce is important. Similarly, four fifths of these respondents (80%) feel it is very important. Some analysis of this sample by age reflects the trend within the main sample. A higher proportion of respondents aged 45+ indicate overall importance (98%), compared to a smaller proportion of those under the age of 45 (92%). Similarly in line with the main sample of respondents, females are slightly more likely to indicate overall importance compared to males (98% cf. 95% respectively).

6 Amount of recycling

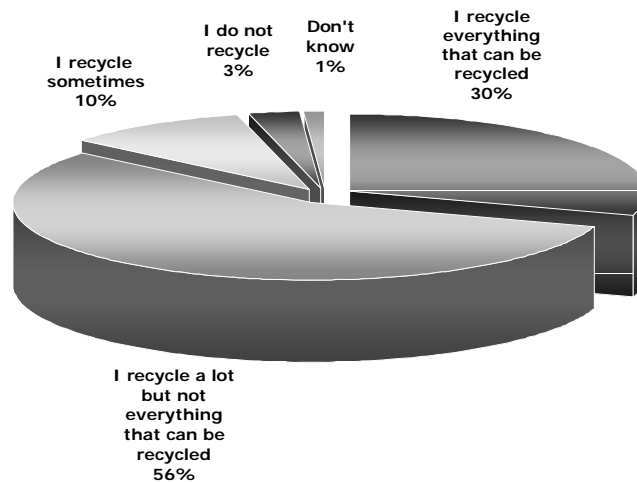
When asked to indicate the statement which best describes how much they recycle, over half of all respondents indicate that *[they] recycle a lot but not everything that can be recycled* (56%). Respondents in the least deprived areas of quintile 5 are most likely to indicate this (58%) compared to a notably lower proportion of those in quintile 1 (43%). Respondents aged between 45-54 are most likely to *recycle a lot but not everything that can be recycled* (61%), compared to 47% of 18-24 year olds and 33% of respondents aged 75+.

A further three in ten respondents (30%) *recycle everything that can be recycled*. Respondents most likely to recycle on this basis again tend to live in the least deprived areas of quintile 5 (32%). Further, the older the respondent, the more likely they are to *recycle everything that can be recycled* (13% 18-24 year olds compared to 40% 75+ year olds).

One in ten *recycle sometimes* (10%) and three per cent *do not recycle*. The proportion of respondents who *do not recycle* is highest amongst both the youngest respondents aged 18-24 and those aged over 75 (both 13%). Households with over five people are more likely to indicate that they *do not recycle* (10%) as is the case amongst respondents living in a flat (15%).

Figure 4

Amount of recycling carried out by residents



SAMPLE BASE: 3068 (ALL RESPONDENTS)
Q4. Which of the following statements best describes how much you recycle?

Attitudes towards the amount of recycling vary little by self-selecting respondents: *I recycle everything that can be recycled* (35%), *I recycle a lot but not everything that can be recycled* (56%), *I recycle sometimes* (7%), *I do not recycle* (2%).

7 Reasons for not recycling

Of respondents who do not recycle, around one in four *do not know how to recycle* (24%) while similar proportions *don't have any recycling boxes/bins* (22%) or *don't have the space* (21%).

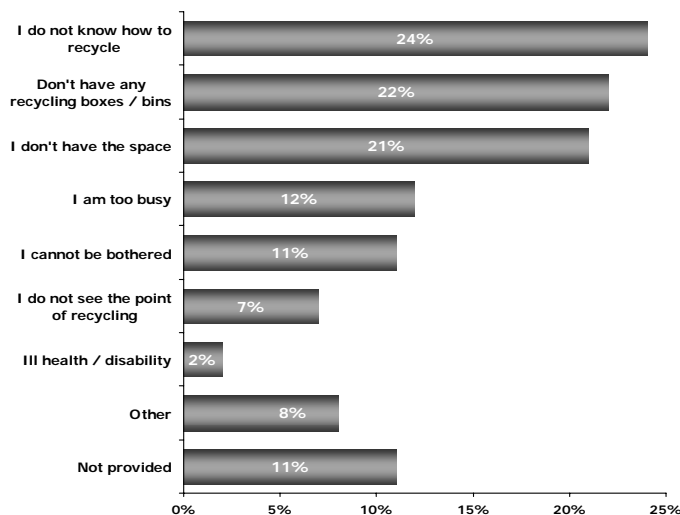
Respondents most likely to indicate that they *do not know how to recycle* include respondents in quintile 3 (29%), while it is important to note that no respondents in quintile 1 indicate this. Younger respondents under the age of 45 are more likely than older respondents to indicate the same (27% cf. 16%) as are females compared to males (35% cf. 13%)

The proportion of those who *don't have any recycling boxes/bins* follows no trend by national deprivation quintile, while levels vary between 0% of those in quintile 1 to 26% of those in quintile 3. Younger respondents tend to give this as a reason for not recycling more so than older respondents over the age of 45 (37% cf. 15%), as do males compared to females (28% cf. 17%).

Unsurprisingly, respondents living in a home with more than five people are most likely to give the reason for not recycling due to a lack of *space* (33%), however sizeable proportions of those living alone or with one other person also say the same (20% and 26% respectively). It is important to note that more notable proportions of respondents in quintile 1 indicate that they don't recycle because they *don't have space* (67%).

Figure 5

Reasons why residents do not recycle



SAMPLE BASE: 91 (WHERE DO NOT RECYCLE)
Q5. Why don't you recycle?

A further one in eight respondents (12%) who do not recycle feel they are *too busy* while just over one in ten *cannot be bothered* (11%). One in fourteen respondents who do not recycle *do not see the point of*

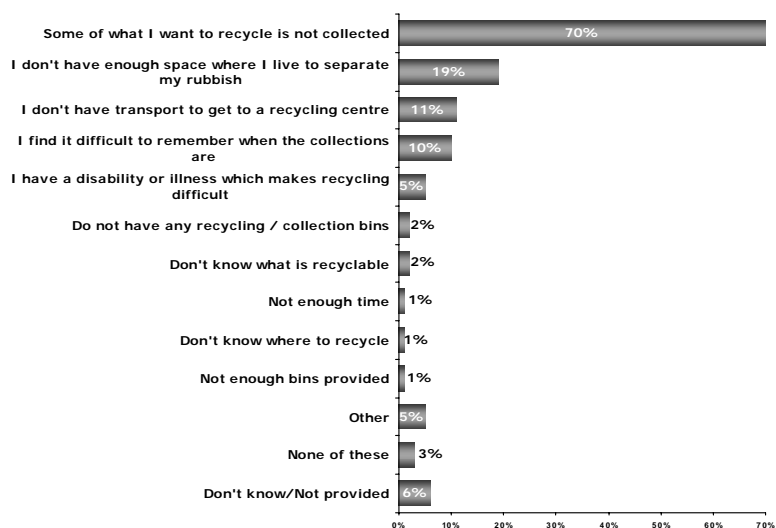
recycling (7%) while a further two per cent do not recycle due to *ill health/disability*.

All other respondents (those who recycle) were asked to indicate any reasons which prevent them from recycling more. As the following figure illustrates, seven in ten of these respondents feel that *some of what [they] want to recycle is not collected* (70%).

This opinion increases as national deprivation decreases; 53% of those in quintile 1 compared to 75% of those in quintile 5 indicate the same. Looking at this by decile, the proportion of respondents increases by 1% (76%) of respondents in decile 10. Respondents living in a detached house are also more likely to indicate that *some of what [they] want to recycle is not collected* (77%) compared to just under half (48%) of those living in a flat.

Figure 6

Reasons why residents do not recycle more (Where recycle)



SAMPLE BASE: 2033 (WHERE RECYCLE)
 Q6: Which of the following, if any, prevent you from recycling more?
 *Responses of at least 1% illustrated

Although not as sizeable in proportion, around one in five respondents who recycle *don't have enough space where [they] live to separate [their] rubbish* (19%). This response is most frequent amongst respondents who live in a high-rise flat (83%), however please note a small base size of 6 respondents. A similarly sizeable proportion of respondents (53%) who live in a flat also give this as a reason for not recycling more.

A further one in ten respondents *don't have transport to get to a recycling centre* (11%) or *find it difficult to remember when collections are* (10%). One in twenty of these respondents (5%) *have a disability or illness which makes recycling difficult*.

Other reasons which might prevent respondents from recycling more given by at least 1% of respondents who recycle include the following:

- *Do not have any recycling/collection bins (2%);*
- *Don't know what is recyclable (2%);*
- *Not enough time, don't know where to recycle, or not enough bins provided (each 1%).*

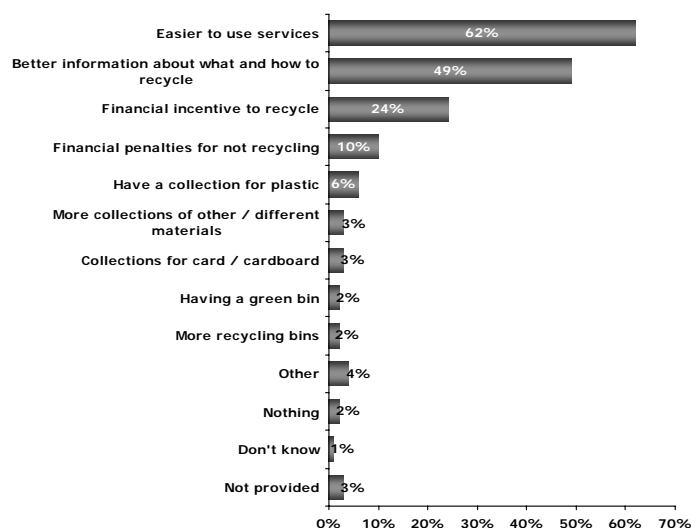
8 Encouraging more/recycling

Respondents who do currently recycle were asked to indicate the ways in which they would be encouraged to recycle more or to start recycling. Over three fifths of these respondents would be encouraged to recycle if it were *easier to use services* (62%) while around a half (49%) would recycle if *better information about what and how to recycle* was available.

The tendency to cite *ease of use* as a means of encouraging more/recycling increases as deprivation decreases, (44% of those in quintile 1 indicate this compared to 63% of those in quintile 5). *Better information* tends to be more dependent on age, with higher proportions of those under the age of 45 indicating this (55% cf. to 45% of 45+ year olds).

Figure 7

Ways in which residents could be encouraged to recycle more/ start recycling (Where recycle)



SAMPLE BASE: 2124 (WHERE RECYCLE)
Q7: What, if anything, would encourage you to recycle more/start recycling?
*Responses of at least 2% illustrated

A further one in four respondents (24%) who recycle, feel that a *financial incentive to recycle* would encourage more/recycling while one in ten (10%) would be encouraged by *financial penalties for not recycling*.

Other responses given by at least 2% of these respondents include the following:

- *More collections of other/different materials* (3%);
- *Collections for card/cardboard* (3%);
- *Having a green bin* (2%);
- *More recycling bins* (2%)

The ways in which self-selecting respondents would be encouraged to recycle more/start recycling do not differ greatly when compared to respondents in the main sample. The top four ways of encouraging self-selecting respondents are as follows: *easier to use services* (67%), *better information about what and how to recycle* (45%), *financial incentive to recycle* (27%), *financial penalties for not recycling* (13%).

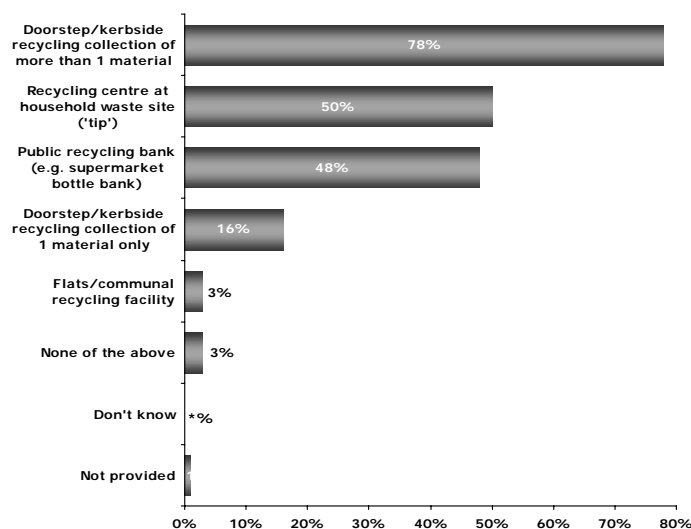
9 Regular use of recycling services

In terms of regular use of recycling services by residents, respondents most frequently cite a *doorstep/kerbside recycling collection of more than 1 material* (78%). The proportion of respondents indicating this increases as deprivation decreases, (52% of those in quintile 1 compared to 84% in quintile 5). Respondents living in bungalow (86%), detached (83%) or semi-detached (83%) house are also most likely to regularly use this service.

Half of respondents regularly use a *recycling centre at household waste site ('tip')* (50%), (particularly those in quintile 5 (56%) or living in a detached house (62%)) while a similar proportion (48%) regularly use a *public recycling bank (e.g. supermarket bottle bank)*. A further one in six respondents (16%) regularly use a *doorstep/kerbside recycling collection of 1 material only*. Three per cent also regularly use *flats/communal recycling facilities*.

Figure 8

Recycling services regularly used by residents (All respondents)



SAMPLE BASE: 3068 (ALL RESPONDENTS)
 Q8: Which of the following recycling services do you use regularly?
 *Denotes figures less than 0.5%

Generally, self-selecting respondents are slightly more likely than respondents in the main sample to regularly use the previously mentioned recycling facilities: *doorstep/kerbside recycling collection of more than 1 material* (84%), *recycling centre at household waste site* (59%), *public recycling bank* (57%), *doorstep/kerbside recycling collection of 1 material only* (11%), *flats/communal recycling facility* (2%).

10 Frequency of recycling

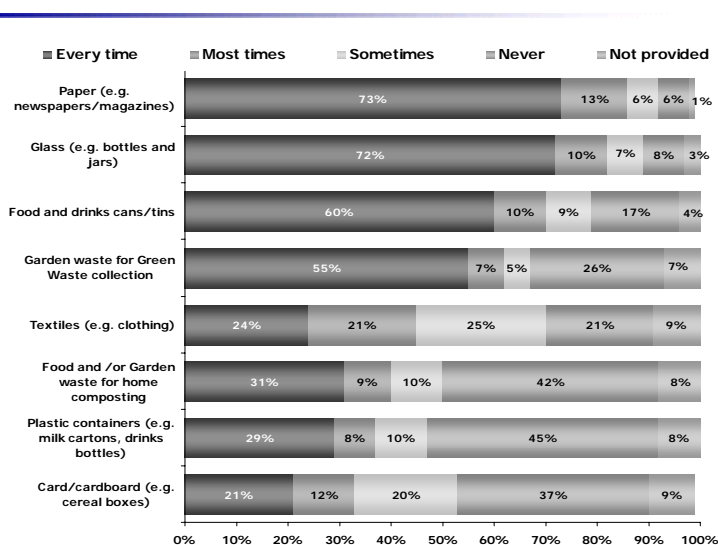
When asked to indicate the frequency of recycling eight different items, respondents are more likely to recycle *paper* either every or most times (86%), including around three quarters (73%) who recycle every time.

The least deprived the area, the more likely respondents are to recycle every time. Respondents in quintile 5 (80%) are most likely to recycle *paper* on this basis, compared to over three fifths (62%) of those in quintile 1. A similarly high proportion of respondents (80%) aged over 45 also recycle *paper* every time, compared to just over half (53%) of respondents under the age of 45.

Over four fifths of respondents recycle *glass* either every or most times (82%, 72% every time). The proportion of those who recycle *glass* every time increases as deprivation decreases, (80% in quintile 5) while older respondents aged 45+ are more likely to recycle *glass* on this basis (75%, compared to 60% of those under 45).

Figure 9

Frequency of recycling by residents (All respondents)



SAMPLE BASE: 3068 (ALL RESPONDENTS)
Q9. Looking at this list below, please indicate how often you recycle each of these items when you dispose of them?

Seven in ten respondents recycle *food and drinks cans/tins* (70%) either every or most times, including three fifths (60%) who recycle every time. Over three fifths of respondents (62%) recycle *garden waste for Green Waste collection* every or most times, while around one in four (26%) never recycle this form of waste.

Opinion is more divided with regard to the frequency of which respondents recycle *textiles*. Over two fifths of respondents (45%) recycle *textiles* either every time or most times, while one in four (25%) recycle sometimes and over one in five respondents (21%) never recycle.

Higher proportions of respondents never recycle *food and/or Garden waste for home composting* (42%), *plastic containers* (45%) and *card/cardboard* (37%).

Younger respondents under the age of 45 are more likely to indicate that they never recycle *food and/or Garden waste for home composting* (52% cf. 35% of 45+ year olds). Unsurprisingly, respondents living in a flat are most likely to indicate that they never recycle this form of waste (62%).

Similarly younger respondents aged under 45 are more likely to indicate that they never recycle *plastic containers* (45% cf. 35% of 45+ year olds) or *card/cardboard* (41% cf. 35% respectively).

Less than half of respondents recycle any of these three forms of waste either every or most times, while a slightly higher proportion of one in five respondents (20%) do tend to recycle *card/cardboard* sometimes.

Overall, self-selecting respondents are more likely to recycle at least most of the time:

- *paper* (93%, 87% every time);
- *glass* (90%, 81% every time);
- *food and drinks cans/tins* (82%, 73% every time);
- *garden waste for Green Waste collection* (68%, 61% every time)
- *textiles* (52%, 25% every time);
- *card/cardboard* (43%, 30% every time) while a sizeable proportion also indicate that they never recycle (40%).

Smaller proportions of self-selecting respondents compared to respondents in the main sample also indicate that they never recycle the following:

- *food and/or Garden waste for home composting* (40%);
- *plastic containers* (39%)

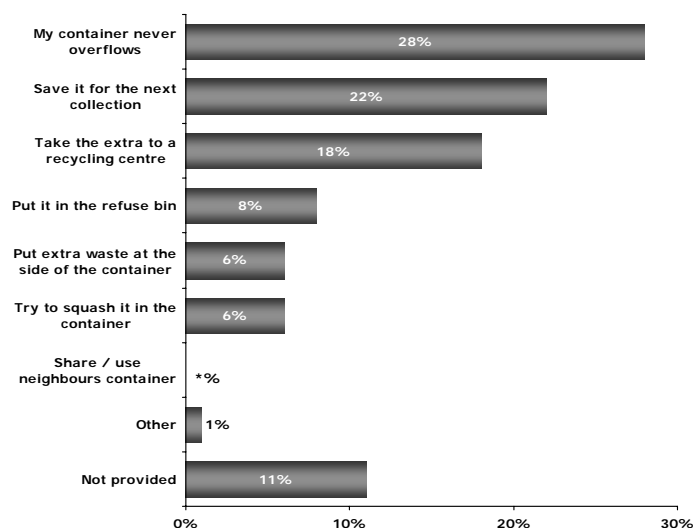
11 Recycling containers

Respondents were asked to indicate the action they take when their recycling container is overflowing. As the following figure illustrates, around three in ten respondents (28%) say that *[their] container never overflows*, while over a fifth (22%) *save it [recycling] for the next collection*.

It is important to note that respondents living alone are most likely to indicate that *[their] container never overflows* (39%), presumably due to a smaller amount of recyclable material produced. It follows therefore, that respondents with more than five respondents living in the home are the least likely to indicate this (14%).

Figure 10

Action taken by residents when their container is overflowing (All respondents)



SAMPLE BASE: 3068 (ALL RESPONDENTS)
Q10: What do you usually do when your recycling container is overflowing?
*Denotes figures less than 0.5%

Just under one in five respondents (18%) *take the extra [recycling] to a recycling centre*, while a further one in twelve (8%) *put it in the refuse bin*.

Smaller proportions of respondents *put extra waste at the side of the container* or *try to squash it in the container* (each 6%).

Looking at the responses of self-selecting responses, action taken varies slightly amongst this sample: *my container never overflows* (21%), *save it for the next collection* (24%), *take extra to a recycling centre* (22%), *put it in the refuse bin* (7%), *put extra waste at the side of the container* (6%), *try to squash it in the container* (11%), *share/use neighbours container* (less than 0.5%). Just one per cent of self-selecting respondents do not provide an answer when asked.

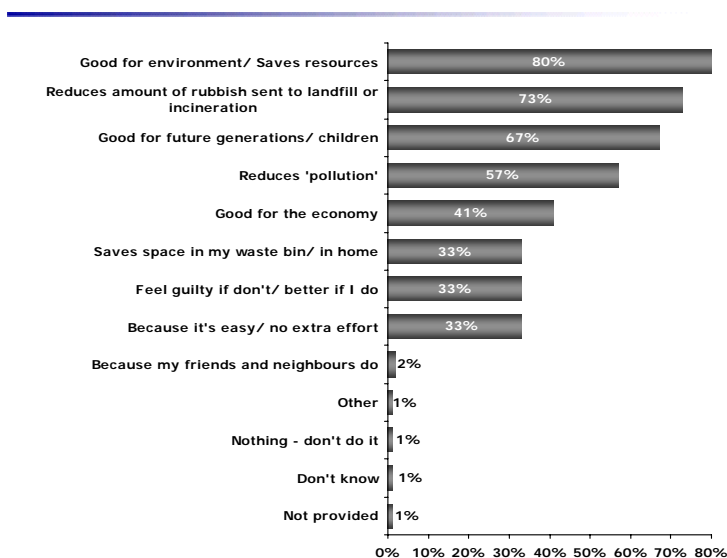
12 Motivations to recycle

In terms of the motivations to recycle, over three fifths of respondents (80%) do so because it is *good for [the] environment/saves resources*. Respondents most likely to find motivation in this include those in quintile 5 (83%) and therefore the least deprived.

Over seven in ten respondents (73%) recycle to *reduce [the] amount of rubbish sent to landfill or incineration* while over two thirds (67%) do so because it is *good for future generations/children*. Similarly the tendency to recycle to *reduce [the] amount of rubbish sent to landfill or incineration* increases as deprivation decreases (75% in quintile 5) while the motivation to recycle because it is *good for future generations/children* is less dependent upon national deprivation.

Figure 11

Motivations to recycle (All respondents)



SAMPLE BASE: 3068 (ALL RESPONDENTS)
Q11: What, if anything, motivates you to recycle?

Over half of respondents (57%) are motivated to recycle so as to *reduce 'pollution'* and this increases as deprivation decreases (58% in quintile 5). Around two fifths (41%) recycle because it is *good for the economy* but respondents in the most deprived area of quintile 1 are most likely to indicate this (57%).

One third of respondents (33%) indicate each of the following motivations:

- *Saves space in [my] waste bin/in home;*
- *Feel guilty if don't/better if I do;*
- *Because it's easy/ no extra effort*

In terms of the motivations of self-selecting respondents, a slightly higher proportion of these respondents (compared to respondents in the main sample) do so because it is *good for the environment/saves resources* (88%), it *reduces the amount of rubbish sent to landfill or incineration* (81%), *reduces 'pollution'* (62%), *saves space in [my] waste bin/in home* (37%), *feel guilty if don't/better if I do* (35%), *because it's easy/no extra effort* (42%).

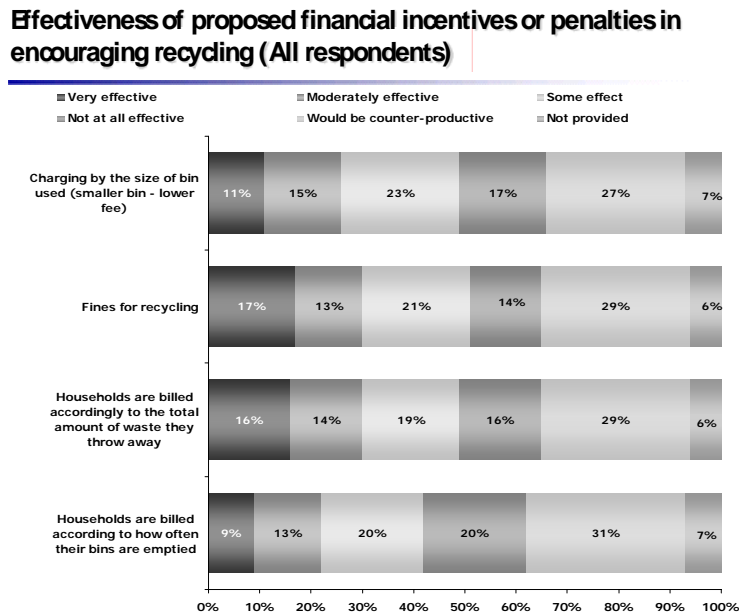
Slightly lower levels of self-selecting respondents compared to respondents in the main sample are motivated to recycle for the following reasons: *good for future generations/children* (64%), *good for the economy* (38%).

13 Financial incentives and penalties

Thinking about the sort of financial incentives or penalties that might be used to encourage recycling, over half of all respondents (51%) feel *finest for recycling* would have at least some effect. Generally younger respondents under the age of 45 are more likely to feel this would have at least some effect (61%) compared to older respondents aged 45+ (41%).

Similar proportions of respondents also feel that *charging by the size of bin used* or if *households [were] billed accordingly to the total amount of waste they throw away* (both 49%) would have at least some effect in encouraging recycling.

Figure 12



SAMPLE BASE: 3068 (ALL RESPONDENTS)
Q12. Thinking about the sort of financial incentives or penalties that might be used to encourage recycling, how effective do you think each of the following would be?

Over two fifths of respondents (42%) feel that if *households [were] billed accordingly to how often their bins [were] emptied*, this would have at least some effect on encouraging recycling.

No more than around three in ten respondents feel any of the four proposed financial incentives or penalties would be counter-productive.

Generally, self-selecting respondents are less convinced by the effectiveness of proposed incentives or penalties, with smaller proportions indicating each to have at least some effect: *finest for recycling* (48%), *charging by the size of bin used* (46%), *if households [were] billed accordingly to the total amount of waste they throw away* (45%), *if households were billed accordingly to how often their bins [were] emptied* (36%).

14 Service delivery and level of recycling

All respondents were presented with a number of options that Rugby Borough Council could choose in the future, describing the service they would deliver and the level of recycling (the higher the rate, the better for the environment). These descriptions are illustrated in the following table.

Table 3

CHOICE OF SERVICE DELIVERY AND LEVEL OF RECYCLING (ALL RESPONDENTS)							
%							
Option		Number of bins	Materials collected	Approximate Recycling rate & Extra cost per year	1 st choice	2 nd choice	3 rd choice
1	Current Service Level Residual waste weekly Red boxes fortnightly Garden waste fortnightly (not all properties)	2 wheeled bins, 2 red boxes	Paper, glass, cans and garden waste	25% and no extra cost	29	13	17
2	Residual waste weekly Red boxes weekly Garden waste fortnightly (all properties) Plastics collected	2 wheeled bins, 2 red boxes	Paper, glass, cans, plastic bottles and garden waste	28%+ and £39	15	18	28
3	Residual waste weekly Red boxes fortnightly Garden, kitchen and cardboard waste fortnightly No plastics collection	2 wheeled bins, 2 red boxes	Paper, glass, cans and garden waste	28%+ and £9	8	26	22
4	Residual waste fortnightly Mixed dry recyclables fortnightly Garden, kitchen and cardboard waste fortnightly	3 wheeled boxes	Paper, glass, cans, cardboard, plastic bottles, kitchen waste and garden waste	44%+ and £19	24	14	13
5	Residual waste fortnightly Mixed dry recyclables fortnightly Garden, kitchen and cardboard waste weekly	3 wheeled bins	Paper, glass, cans, cardboard, plastic bottles, kitchen waste and garden waste	46% and £42	8	13	12
SAMPLE BASES (ALL RESPONDENTS)							

For the purposes of defining the collection of waste, respondents were informed that *[your] residual waste is what [you] would put in [your] bin which would not go for recycling or composting*. Mixed dry recyclables were also defined to include *what [is] presently put in [your] red box – glass, metals, paper – and plastics*.

Considering the first choice of service delivery, respondents are more likely to indicate either the *current level of service* (option 1). This service would involve the use of 2 wheeled bins and 2 red boxes with the collection of paper, glass, cans and garden waste.

1st choice preference for this service does not appear to be dependent upon deprivation level, but more difference in opinion can be seen depending on type of home. Respondents living in a bungalow show the highest level of 1st preference (39%).

Just under a quarter of respondents (24%) also indicate a 1st choice preference towards option 4. This service would include a collection of *residual waste fortnightly, mixed dry recyclables fortnightly, garden, kitchen and cardboard waste fortnightly*.

In terms of the second choice of service delivery, over a quarter of respondents indicate a preference towards option 3. This service level would include *residual waste weekly, red boxes fortnightly, garden, kitchen and cardboard waste fortnightly, no plastics collection*. This choice is more popular amongst the most deprived, with nearly half of respondents in quintile 1 (49%) indicating this. Further, respondents living in either an end of terrace house or flat are most likely to indicate this as a 2nd preference (34% and 28% respectively)

Around three in ten respondents (28%) indicate their third choice preference as option 2. The service level would include the collection of *residual waste weekly, red boxes weekly, garden waste fortnightly (all properties), plastics collected*. The collection service would involve the use of 2 wheeled bins and 2 red boxes.

Respondents in the least deprived quintiles 4 and 5 are most likely to indicate this service delivery as a 3rd preference (31% and 30% respectively).

In terms of the preferences of self-selecting respondents, a slightly higher proportion of these respondents would prefer option 4 as a first choice (30%), while a slightly smaller proportion indicated option 1 as a first choice preference (23%).

Over a third of self-selecting respondents (36%) indicate option 3 as their second choice preference. Also in line with the preferences of respondents in the main sample, three in ten (30%) indicate option 2 as a third choice preference.

The responses of self-selecting respondents are illustrated below:

Table 4

CHOICE OF SERVICE DELIVERY AND LEVEL OF RECYCLING (SELF-SELECTING RESPONDENTS)			
%			
Option	1 st choice	2 nd choice	3 rd choice
1	23	13	23
2	22	19	30
3	10	36	25
4	30	17	9
5	13	15	12
<i>SAMPLE BASES (SELF-SELECTING RESPONDENTS)</i>			

15 Recycling of glass

Some of the options illustrated in the previous section cover the collection of mixed dry recyclables; a mix of glass with paper, cans and plastics. Respondents were informed that the Council would prefer to collect glass separately to stop it being broken and contaminating other materials. When asked to consider two alternatives that Rugby Borough Council could choose in the future for the collection of glass for recycling, over half of all respondents (53%) would prefer a collection where *containers at neighbourhood centres would be emptied as necessary, but at least weekly*. This type of collection would include an additional cost of £2.07 per year per household.

The highest proportion of respondents who would prefer this method of collection include those in the most deprived quintile 1 (74%). Younger respondents under the age of 45 are also more likely to indicate this choice (56% cf. 46% of 45+ year olds).

A smaller proportion of respondents (35%) would prefer *kerbside collections every four weeks, [where the] householder puts glass out separately from other waste* at an additional cost of £10 per year per household.

Table 5

PREFERRED METHOD OF COLLECTING GLASS FOR RECYCLING (ALL RESPONDENTS)			
Type of collection	Frequency of collection	Additional cost, per year per household	%
Provide many more neighbourhood recycling centres across the borough, so that everyone is much closer to somewhere they can take glass for recycling	Containers at neighbourhood centres would be emptied as necessary, but at least weekly	£2.07	53
Provide a separate kerbside glass collection from all properties in the Borough	Kerbside collections every four weeks, householder puts glass out separately from other waste	£10.00	35
SAMPLE BASES (ALL RESPONDENTS)			

A similar proportion of self-selecting respondents (54%) would also prefer a collection where *containers at neighbourhood centres would be emptied as necessary, but at least weekly* while over two fifths (45%) would prefer *kerbside collections every four weeks, [where the] householder puts glass out separately from other waste*. Please note that very few self-selecting respondents did not provide a response to this question (2%) compared to 12% of respondents in the main sample.

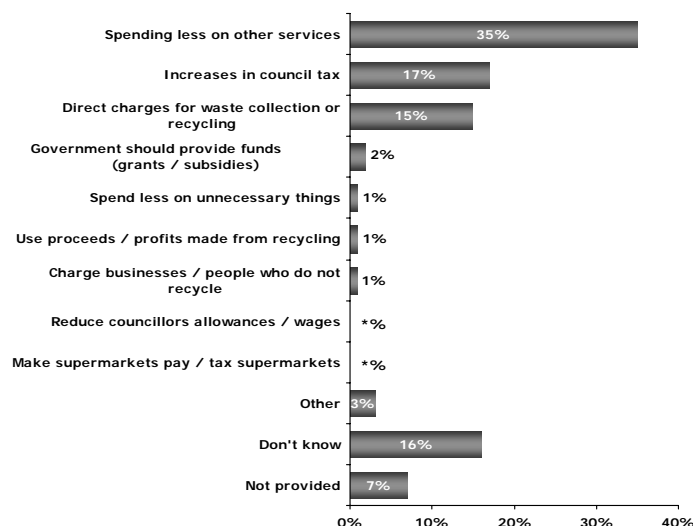
16 Funding of recycling service

If the option chosen by Rugby Borough Council was more expensive overall than the present service provided, over a third of respondents feel the service should be funded by *spending less on other services* (35%). Respondents in the most deprived quintile 1 are most likely to indicate this as a way of funding a more expensive service (42%).

Smaller proportions of respondents also feel the expense should be covered by an *increase in council tax* (17%); a proportion of which increases as deprivation decreases from 11% of respondents in quintile 1 to 18% of those in quintile 5.

Figure 13

Ways in which service should be funded (All respondents)



SAMPLE BASE: 3068 (ALL RESPONDENTS)
 Q15: If the option chosen by Rugby Borough Council was more expensive overall than the present service provided, in which way do you think this should be funded?
 * Denotes figures less than 0.5%

Over one in six respondents feel a more expensive service should be funded through *direct charges for waste collection or recycling* (15%); a figure which is higher amongst respondents in the more deprived quintile 1 or 2 (17% and 18% respectively).

No more than two per cent of respondents suggest the *government should provide funds* (2%), to *spend less on unnecessary things* (1%), *use proceeds/profits made from recycling* (1%), *charge businesses/people who do not recycle* (1%), *reduce councillors' allowances/wages* (less than 0.5%) or *make supermarkets pay/tax supermarkets* (less than 0.5%).

Overall, there is little difference in the opinions of self-selecting respondents towards the top three ways in which funding a more expensive service could be done: *spending less on other services* (35%), *increase in council tax* (22%), *direct charges for waste collection or recycling* (15%).

17 Sample Profile

The following tables provides a quick reference to the sample of residents, describing each in terms of gender, age, type of home and number of people living in the household.

Table 6

SAMPLE PROFILE (ALL RESPONDENTS)		
		%
GENDER	MALE	37
	FEMALE	59
AGE	16-24	3
	25-34	24
	35-44	18
	45-54	17
	55-64	21
	65-74	7
	75+	7
TYPE OF HOME	DETACHED HOUSE	28
	SEMI-DETACHED HOUSE	32
	MID-TERRACE	18
	END OF TERRACE HOUSE	6
	BUNGALOW	7
	FLAT	5
	HIGH-RISE FLAT	*
	MAISONETTE	1
	OTHER	1
NUMBER OF PEOPLE IN HOUSEHOLD	ONE	22
	TWO	37
	THREE	17
	FOUR	16
	FIVE	4
	MORE THAN FIVE	1