

Department of Environment & Conservation

A Profile of Recycling Behaviour

March 2007



Department of Environment and Conservation
Government of Western Australia



synovate

Research reinvented



Contents

● Executive Summary	3
● Background and Objectives	7
● Research Approach	8
● Sample Profile	11
● Environmental Perceptions	17
● Recycling Behaviour	24
● Recycling Segments	33
● Changing Recycling Behaviour	43
● Motivators and Drivers	56
● Recycling Facilities and Services	62
● Residents Without a Recycling Service	71
● Future Intentions	78
● Appendix	83



Executive Summary

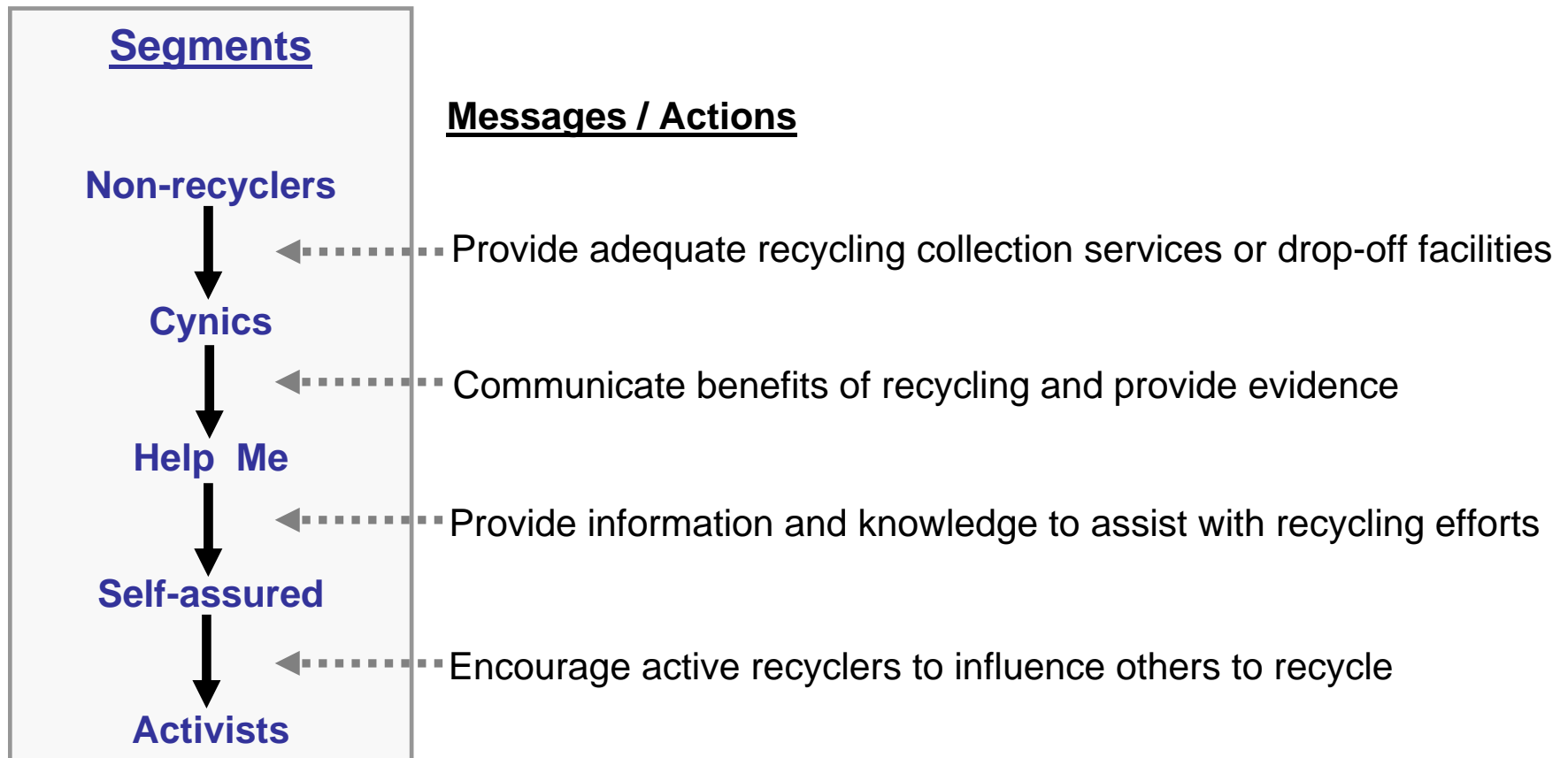
- A comprehensive profiling study of Western Australian residents has revealed that a wide range of recycling attitudes and behaviours currently exists in the community. Analysis has identified 5 distinct segments of recyclers, which differ according to their attitudes towards recycling and the way in which they recycle.
- In communicating to and encouraging the community to recycle (campaign to be launched later this year), the mindsets of the different segments should be incorporated.
 - 1) Non-recyclers
 - Don't have access to kerbside recycling services (or not aware of services)
 - 2) Cynics
 - Sceptical about the benefits of recycling and what actually happens to their recyclables
 - 3) Help Me
 - Would like to be better at recycling, but admit they can be lazy and don't know how to recycle
 - 4) Self-assured
 - Take great care and effort to recycle, but don't involve or influence others to recycle
 - 5) Activists
 - Take great care and effort to recycle and actively influence others to recycle more

Executive Summary

- While many people feel they already recycle much of their household waste, it's widely felt that recycling isn't on the radar at the moment and that other environmental issues are currently of greater concern (eg. water supply). Many expressed that they would like to hear more about recycling, with the following being identified as useful information:
 - Information on the different recycling services and facilities available in the local area.
 - Packaging details for different products – ie. What can and can't be recycled.
 - Details of what actually happens when recyclables are collected.
 - Evidence as to the positive impact that recycling has on the environment.
- Providing such information will help to bridge the significant knowledge gap which exists for some in the community regarding the recycling of various products and items. With 1 in every 3 residents admitting that they are unsure how to recycle some items, clear communication is required in relation to specific items, such as batteries, paint and computers.
- While knowledge is clearly a major barrier to recycling for some, for others in the community, feelings of apathy and laziness remain the key challenge to overcome. And beyond this, the provision of adequate recycling services in some areas (especially in regional Western Australia) is a significant issue to address.

Executive Summary

- Applying the Behaviour Change Model to recycling behaviour, it is apparent that different messages will need to be communicated to different segments of the community. Ideally, initiatives will be put in place to shift people through the various segments, as shown below:



Executive Summary

- Future profiling of recycling habits (using the 5 segments) will enable the Department of Environment and Conservation to evaluate the effectiveness of communication campaign efforts to change recycling behaviour.
- The segmentation model incorporated in this study can be re-applied (using the same attitudinal and behaviour questions) to assess the relative proportions of each segment in the community and thus, the overall success of the campaign. This insight can continue to be built upon in the development of future communication campaigns for recycling.



Background and Objectives

- A communication campaign will be launched later in the year to **re-educate and rejuvenate** the interest of the Western Australia community in recycling and reducing waste. To fully understand the current mindset of residents in relation to recycling, a comprehensive research study was conducted.
- This research sought to obtain in-depth information about attitudes towards recycle and to profile the community in terms of their recycling behaviour. With the ultimate goal to influence people's recycling habits via a communication campaign, the Behaviour Change model was incorporated in the design of the research, to assist in our understanding of the motivators and drivers to encourage recycling.
- The research addressed the following key objectives:
 - Evaluate current community attitudes and behaviours towards recycling.
 - Identify and explore the perceived barriers to recycling.
 - Understand the perceived benefits of recycling.
 - Gauge community understanding of the ability to recycle various products and materials.
 - Measure the proportion of various segments in the community as a function of their recycling behaviour.
 - Determine satisfaction with existing waste management and recycling services.



Research Approach

Stage 1:

Qualitative research



Stage 2:

Quantitative research

Metro	Sample
Mindarie	100
Southern	100
South-east	70
Western	50
Eastern	81
Total	401

Country	Sample
Kimberley	51
Pilbara	51
Gascoyne	51
Mid-West	50
Goldfields-Esperance	50
Wheatbelt	50
Peel	50
Great Southern	50
South-west	50
Total	453

854 interviews across Western Australia



Research Approach

● Stage 1 – Qualitative Insight

- In-depth interviews were conducted in December 2006 with 16 residents living in various regional councils in Perth:
 - Mindarie (n=3)
 - East metro (n=3)
 - South east metro (n=3)
 - Southern metro (n=4)
 - Western metro (n=3)

- Pre-qualifying questions ensured that residents with a mix of recycling behaviour (ranging from non-recyclers to committed recyclers) took part in the research.

- A mix of household types were also incorporated in Stage 1, as follows:
 - Younger singles/couples (n=4)
 - Family lifestage (n=8)
 - Older singles/couples (n=4)



Research Approach

● Stage 2 – Quantitative Profiling

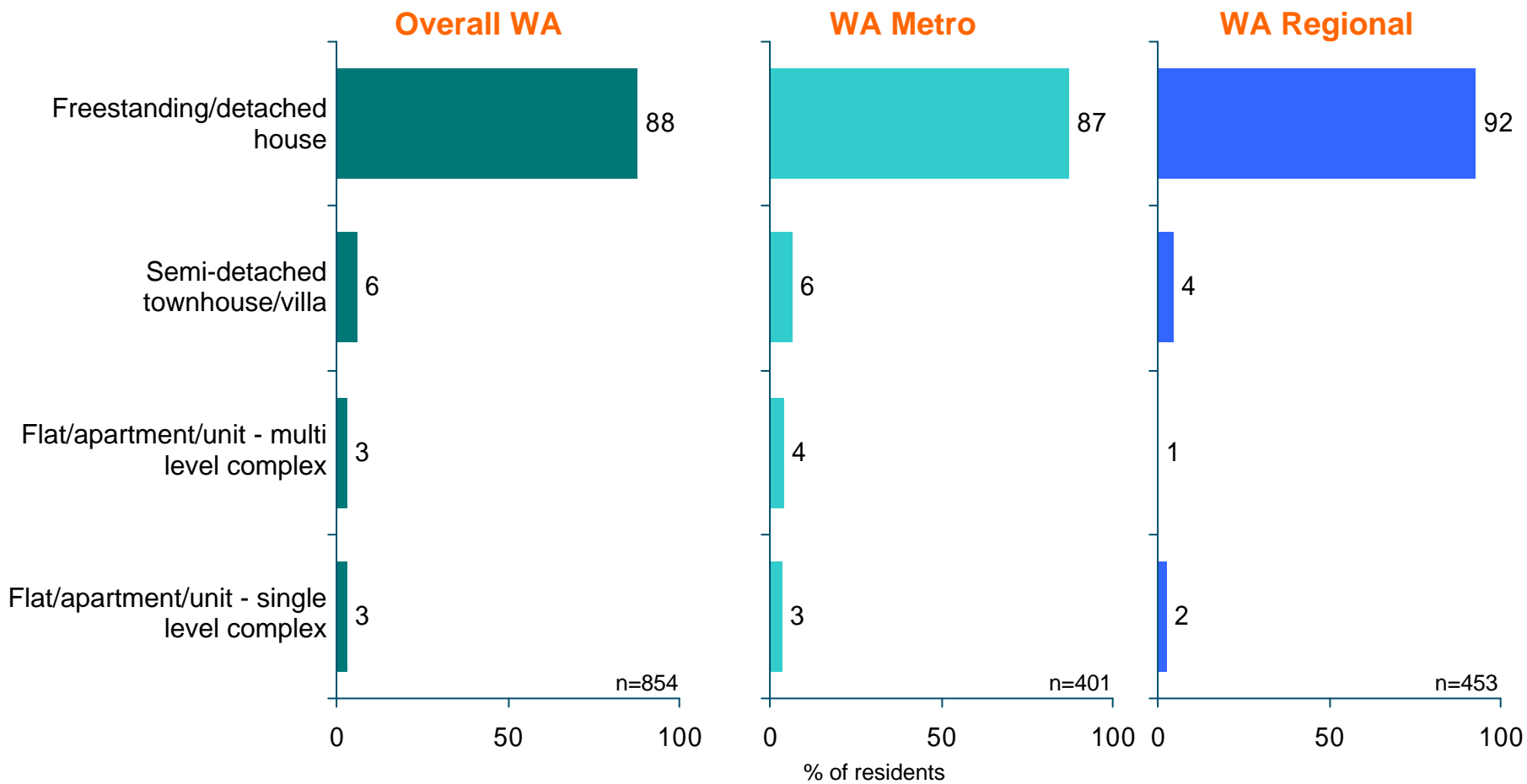
- A phone survey of WA residents was conducted between 18 – 31 January 2007. In total, 854 residents participated in the research from across the state, ensuring that the total sample size is very accurate and statistically reliable.

	Accuracy
Metro (n=401)	$\pm 4.9\%$
Regional (n=453)	$\pm 4.6\%$
Overall WA (n=854)	$\pm 3.4\%$

- Sample size quotas were set across the various regional councils in Western Australia to ensure that a wide cross-section of responses were obtained. In addition, the data was weighted by age, gender and location to be representative of the overall Western Australia population.

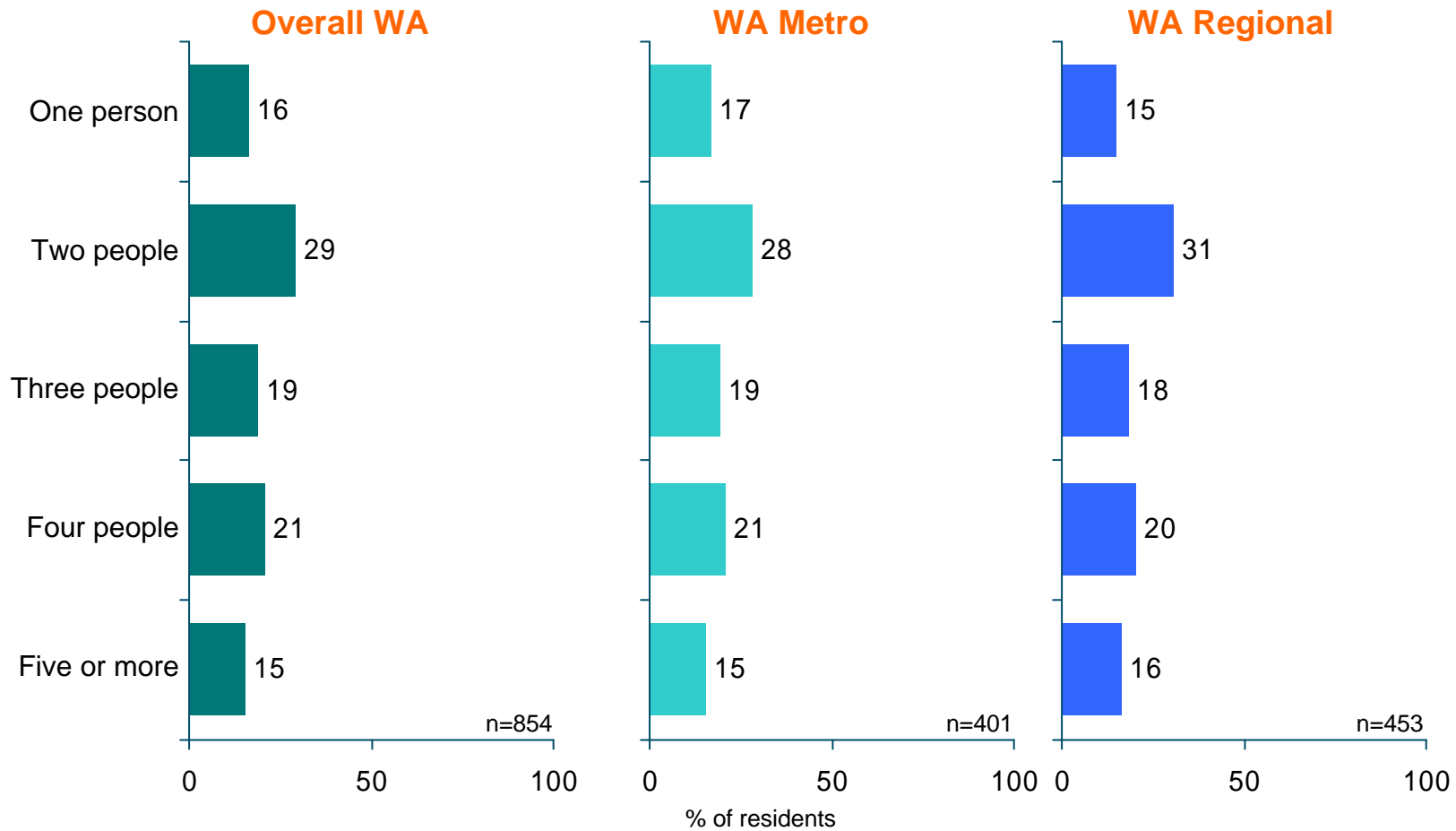


Sample Profile: Dwelling Type



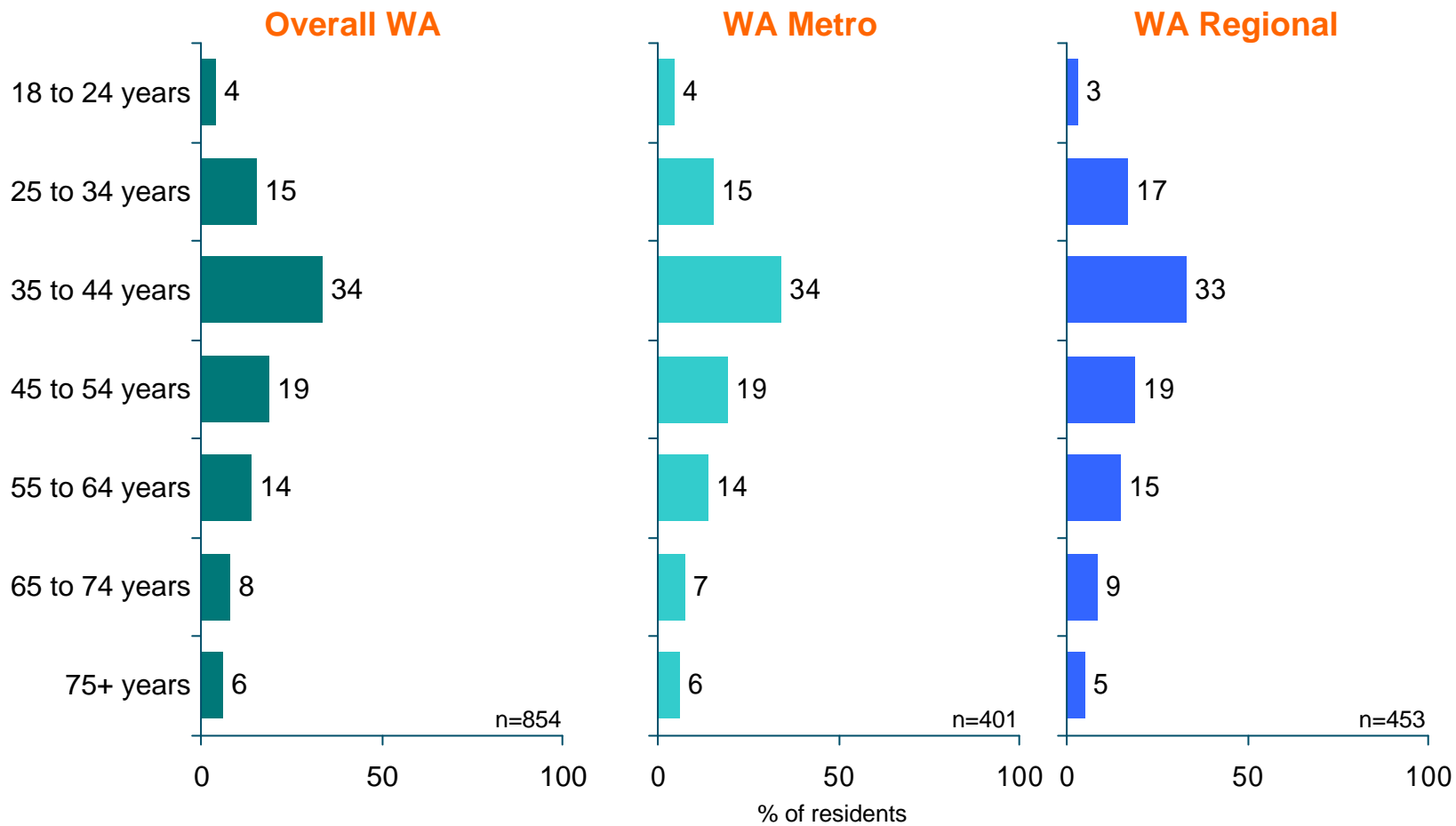


Sample Profile: Household Size





Sample Profile: Age

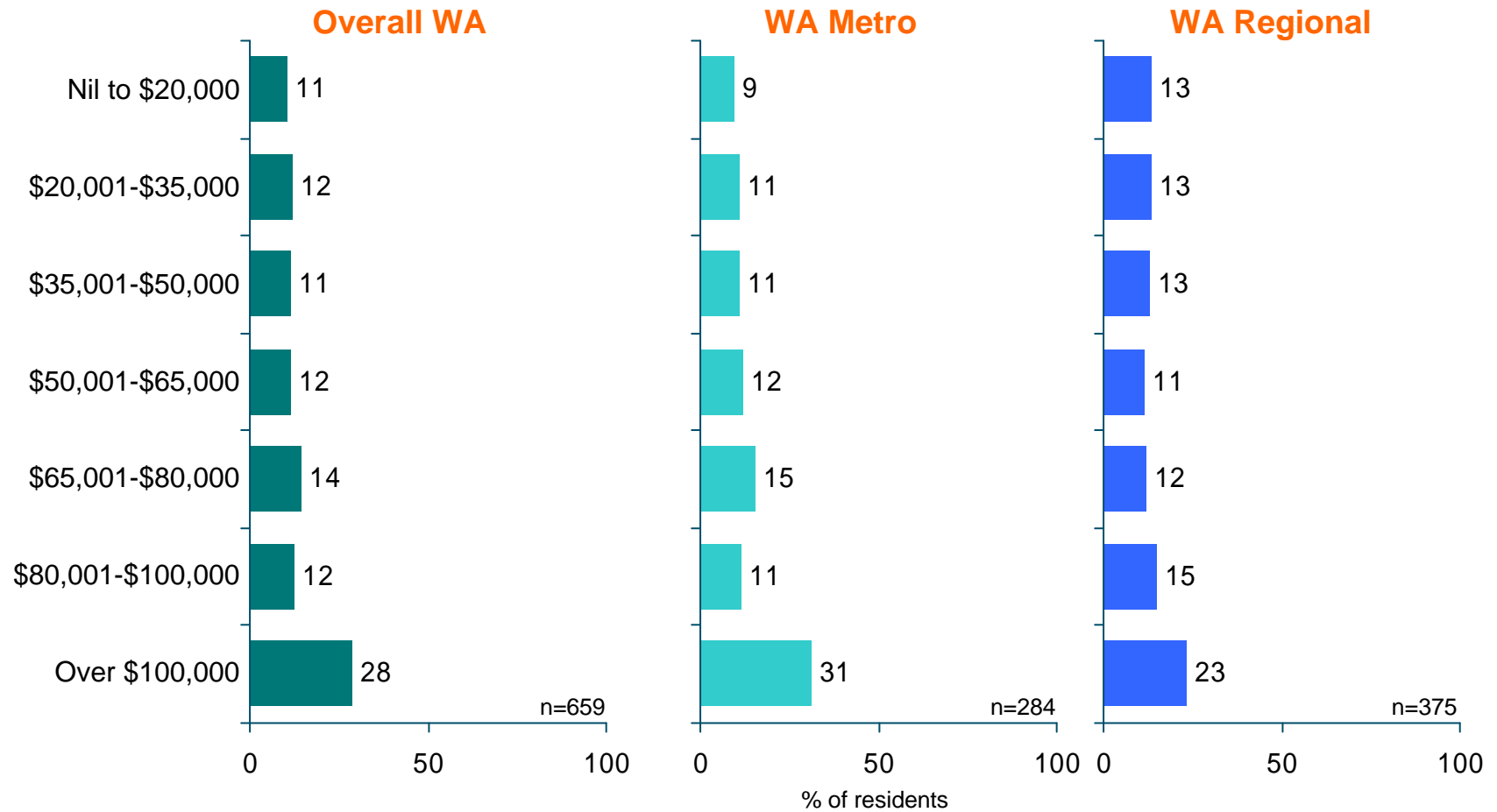




Sample Profile: Household Type



Sample Profile: Income



Note: 'Refusals' have been excluded

Sample Profile: Other Demographics



Environmental Perceptions



Department of Environment and Conservation
Government of Western Australia



synovate
Research reinvented



Environmental Perceptions – Key Findings

- Of all environmental issues, Western Australians are most concerned with the state's water supply.

- While 'waste' is perceived as a less important issue in comparison with other environmental issues, most are concerned with the volume of waste that is generated in WA.
 - *"We live in a throw-away society where everything is disposable. If it's a single-use item then it becomes waste". (Female, Older single).*
 - *"Things are not made to last and this leads to people placing no value on them as they are considered to be disposable items." (Female, Family)*

- Two thirds of residents haven't heard much about recycling recently. Most people view their local councils as being the key providers and sources of information about recycling.
 - *"It's the responsibility of local councils to educate people. Fridge magnets and colour coded bins can help with that." (Male, Younger Single)*



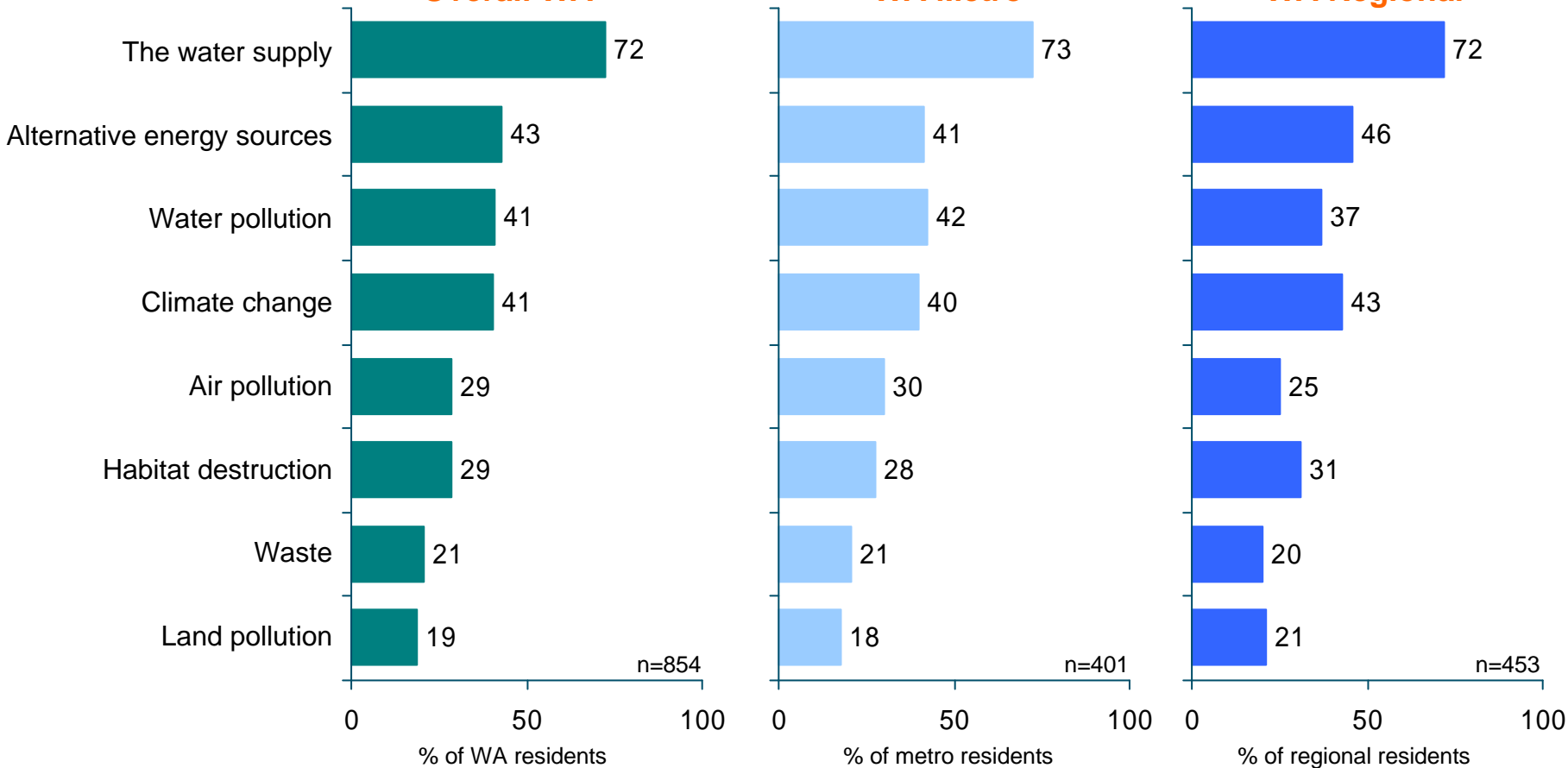
Most Important Environmental Issues

Q: Of the following **environmental** issues, which do you believe are the **3 most important** for the government to focus on?

Overall WA

WA Metro

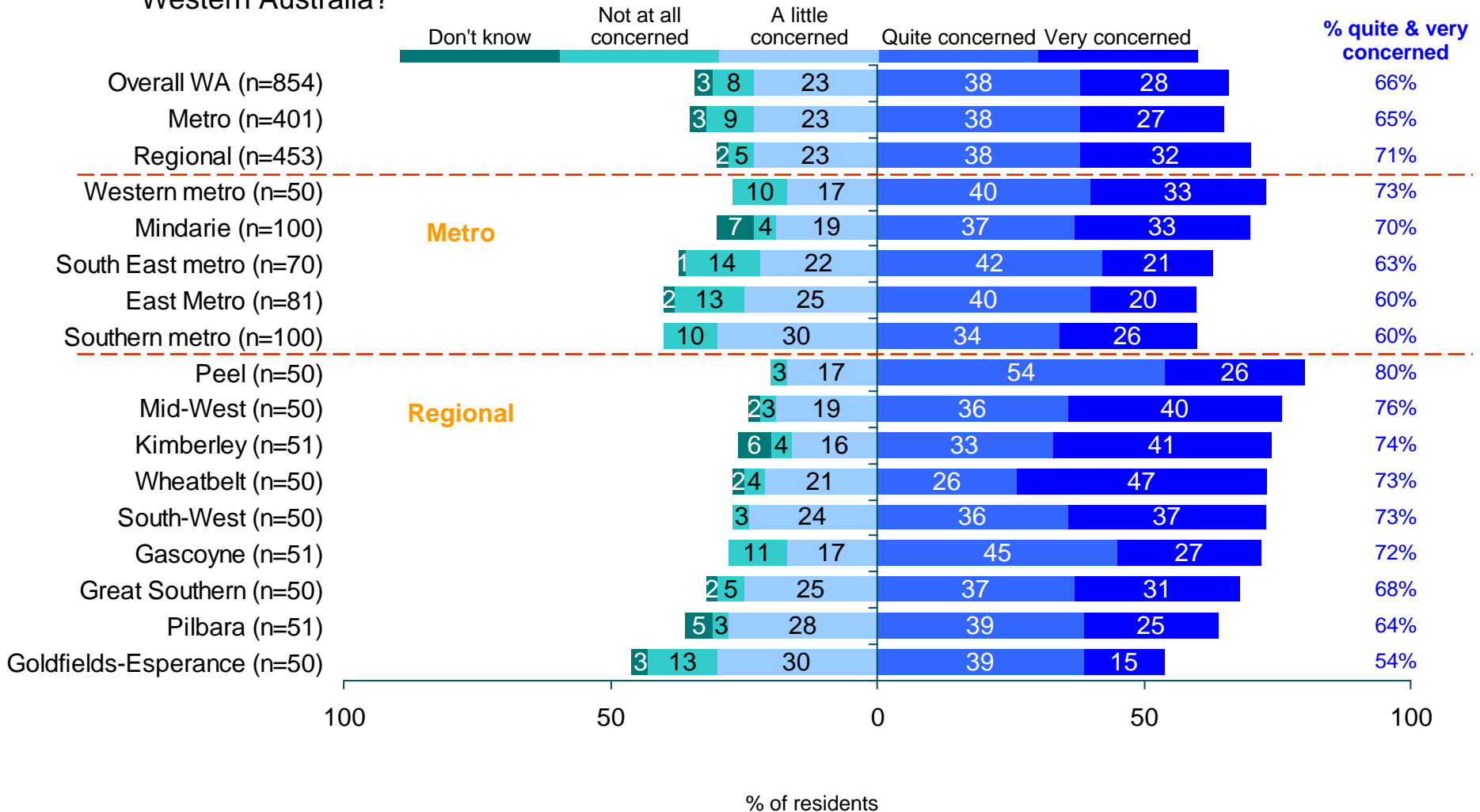
WA Regional





Concern Over Waste Generation

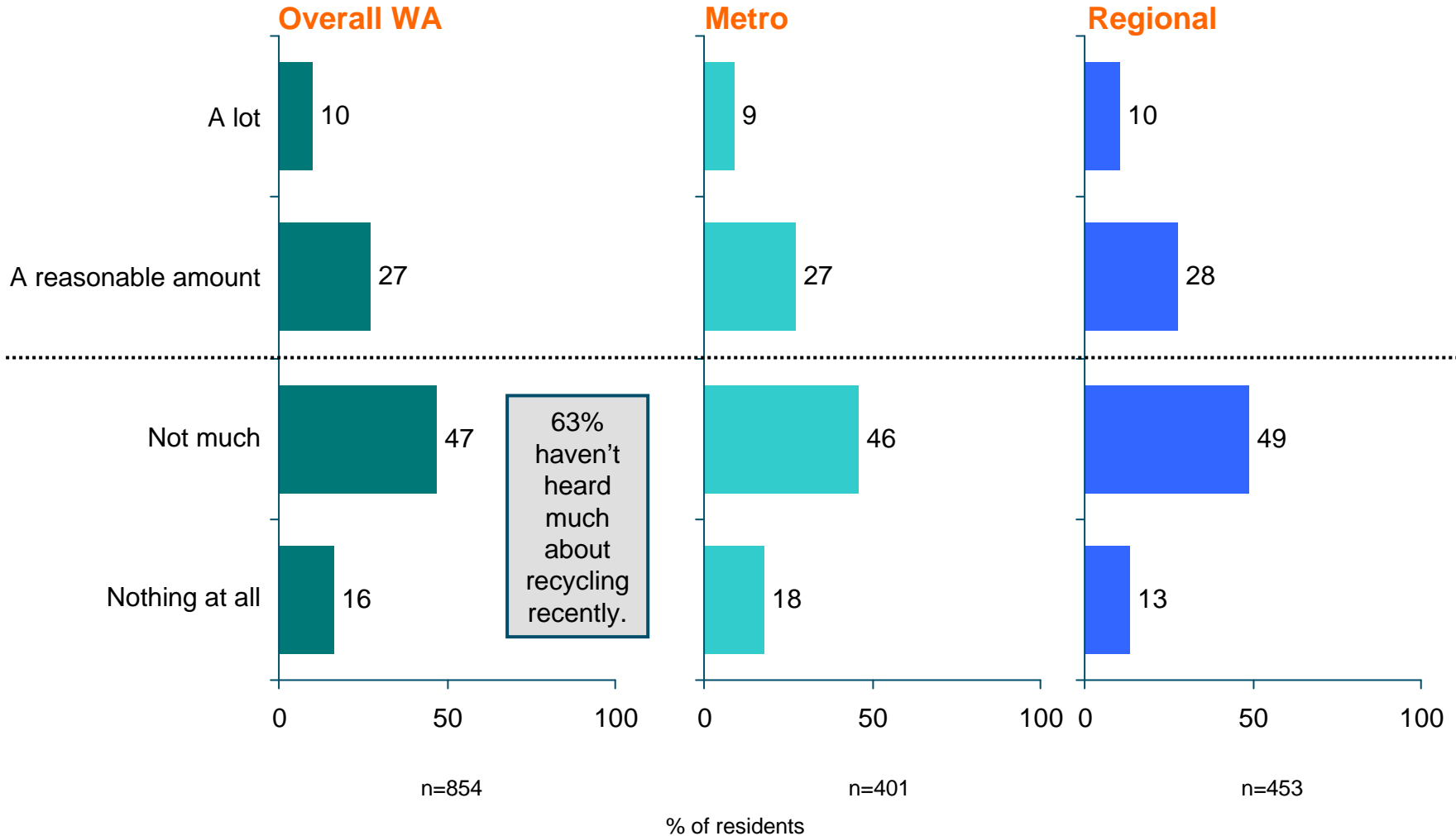
Q: How concerned or unconcerned would you say you are with the volume of waste generated in Western Australia?





Is Recycling on the Radar?

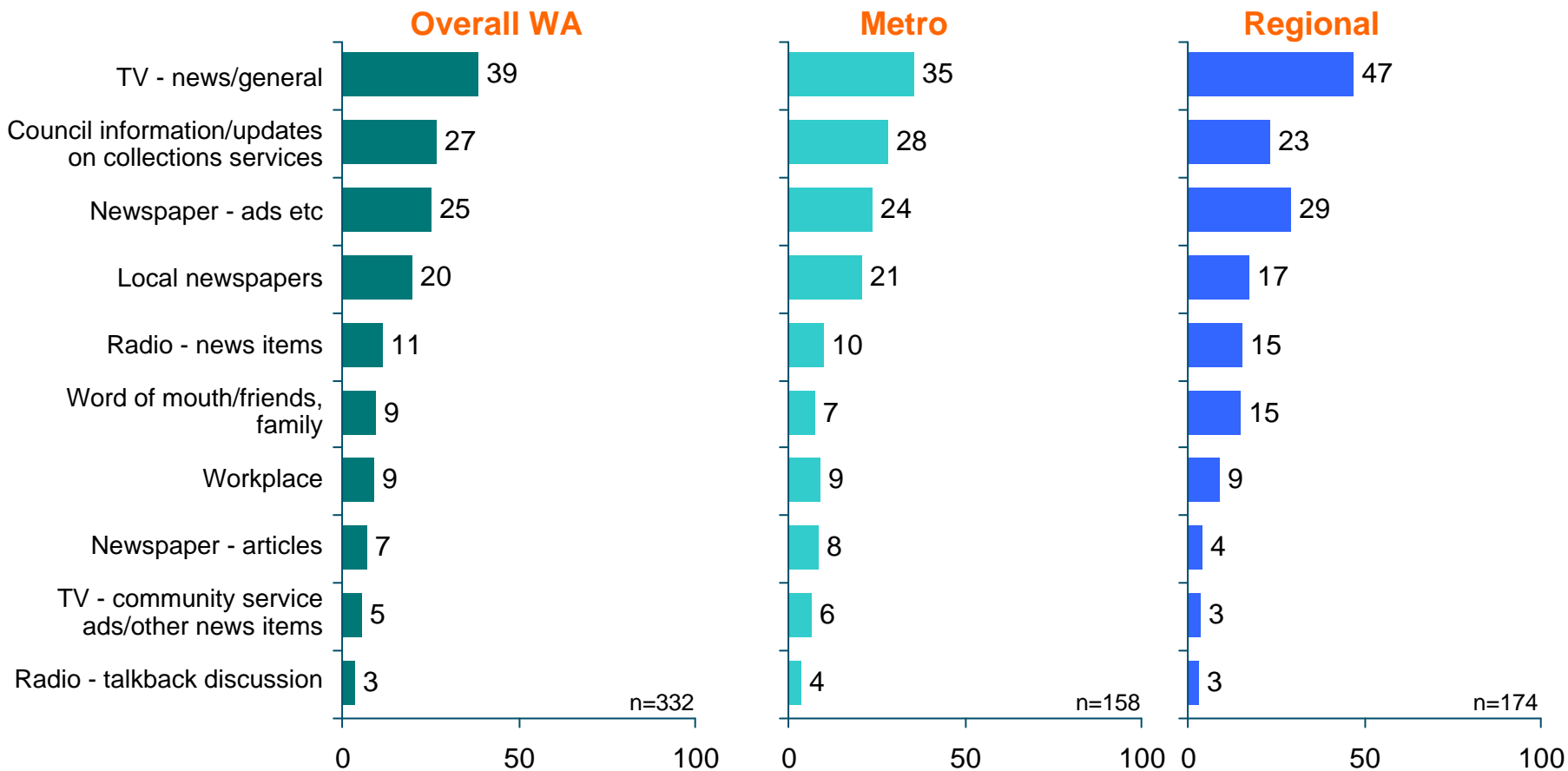
Q: I'm interested in finding out whether you have heard much recently about recycling. Would you say that you have heard...





Where Do People Hear About Recycling?

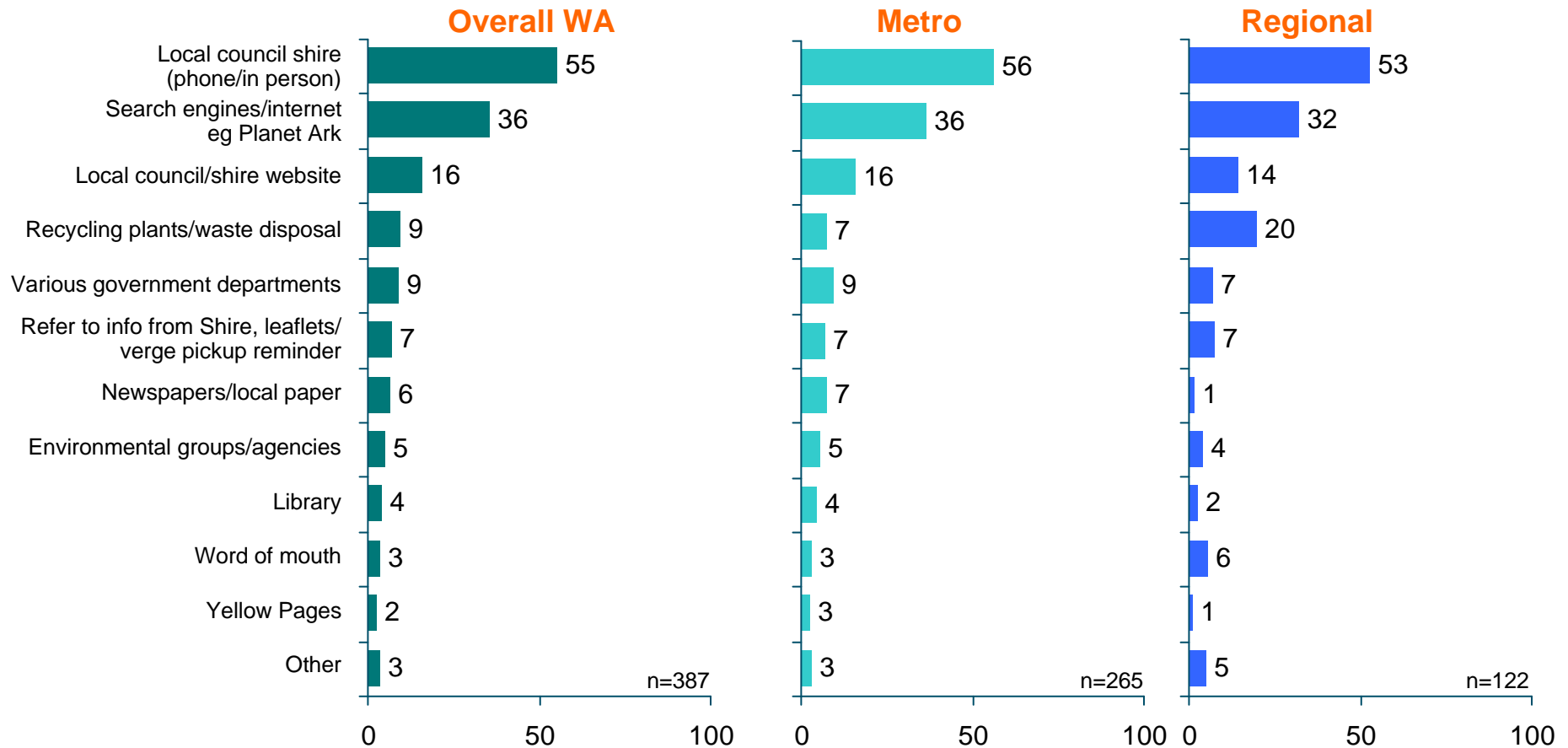
Q: Where have you heard about recycling?



% of residents who have heard about recycling recently

Information Sources Considered

Q: Where would you go to find out about recycling?



% of residents who **agree** they would be confident they could easily find information about recycling

Recycling Behaviour



Department of Environment and Conservation
Government of Western Australia



synovate
Research reinvented



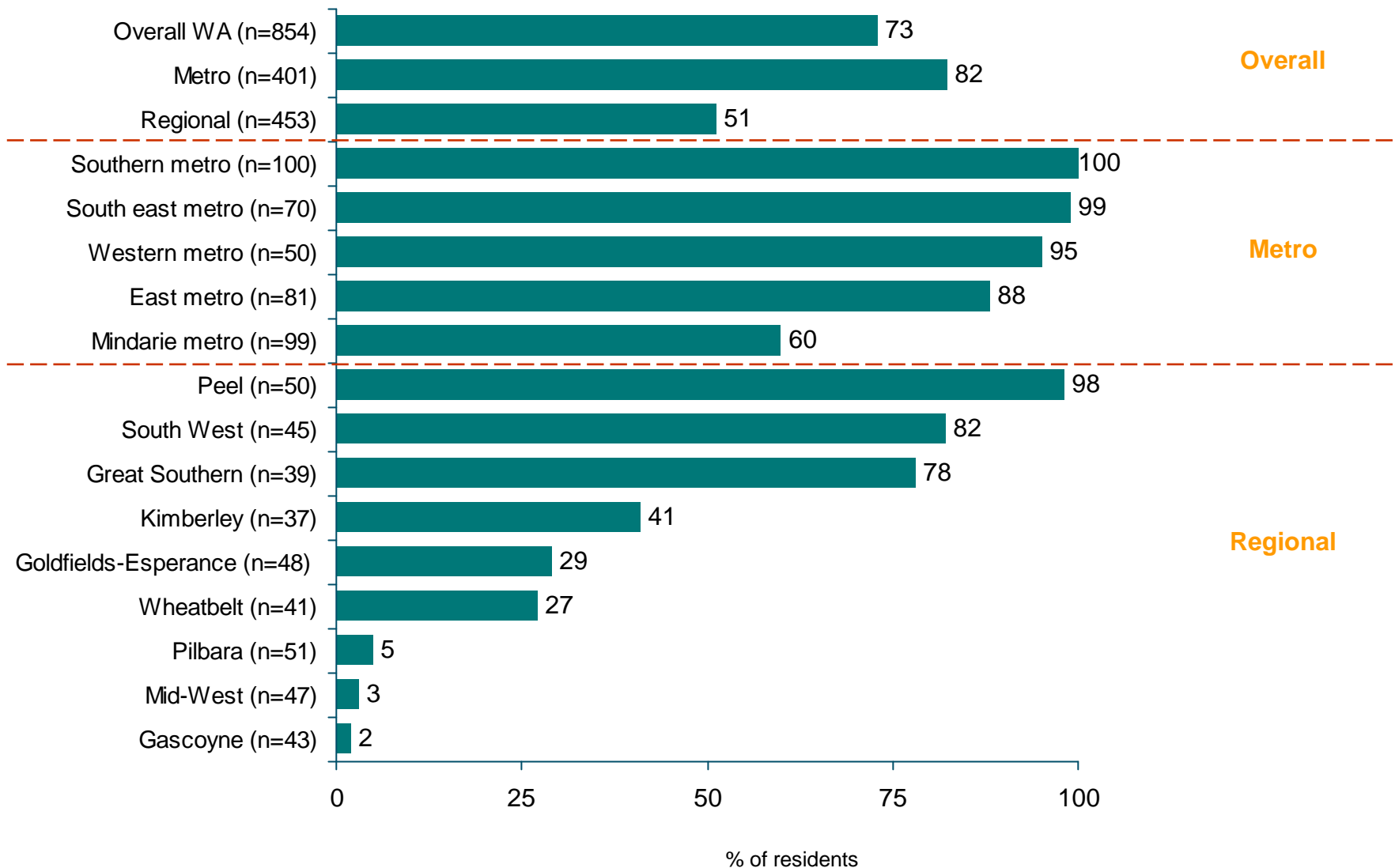
Recycling Behaviour – Key Findings

- While most metropolitan residents are aware of a kerbside recycling collection service in their area, only half of regional residents have this service.
- Items such as paper, plastic and glass are commonly recycled by most residents. Other items such as garden waste, plastic bags and batteries are less commonly recycled, with some residents unsure about how to recycle these.
- 1 in every 3 residents are unsure how to recycle some items.
 - Rather than check with relevant authorities as to whether an item can be recycled, most people will just dispose of the item in their regular rubbish bin.
- Recycling responsibilities are commonly shared between all members of a household.



Awareness of Recyclable Collection Service

Q: Do you have a kerbside collection service for recyclables in your area?





Items Currently Recycled

Q: Do you recycle any of the following items, either via your household collection service or by taking them to a drop-off facility?

	Overall WA (n=507)	Metro (n=344)	Regional (n=163)
Newspapers	94%	94%	96%
Glass jars/glass bottles	91%	90%	94%
Plastic bottles/cartons/containers	91%	89%	98%
Aluminium cans	88%	87%	94%
Magazines/junk mail	88%	88%	89%
Cardboard	87%	86%	92%
Milk & juice cartons	84%	83%	90%
Cards/envelopes & paper bags	82%	81%	89%
Tinned food cans	80%	79%	89%
Plastic lids	65%	63%	72%
Plastic bags	60%	60%	62%
Garden/green waste, e.g. clippings, prunings	40%	39%	47%

% of residents with rubbish & kerbside recycling collection



Items Currently Recycled (*continued*)

Q: Do you recycle any of the following items, either via your household collection service or by taking them to a drop-off facility?

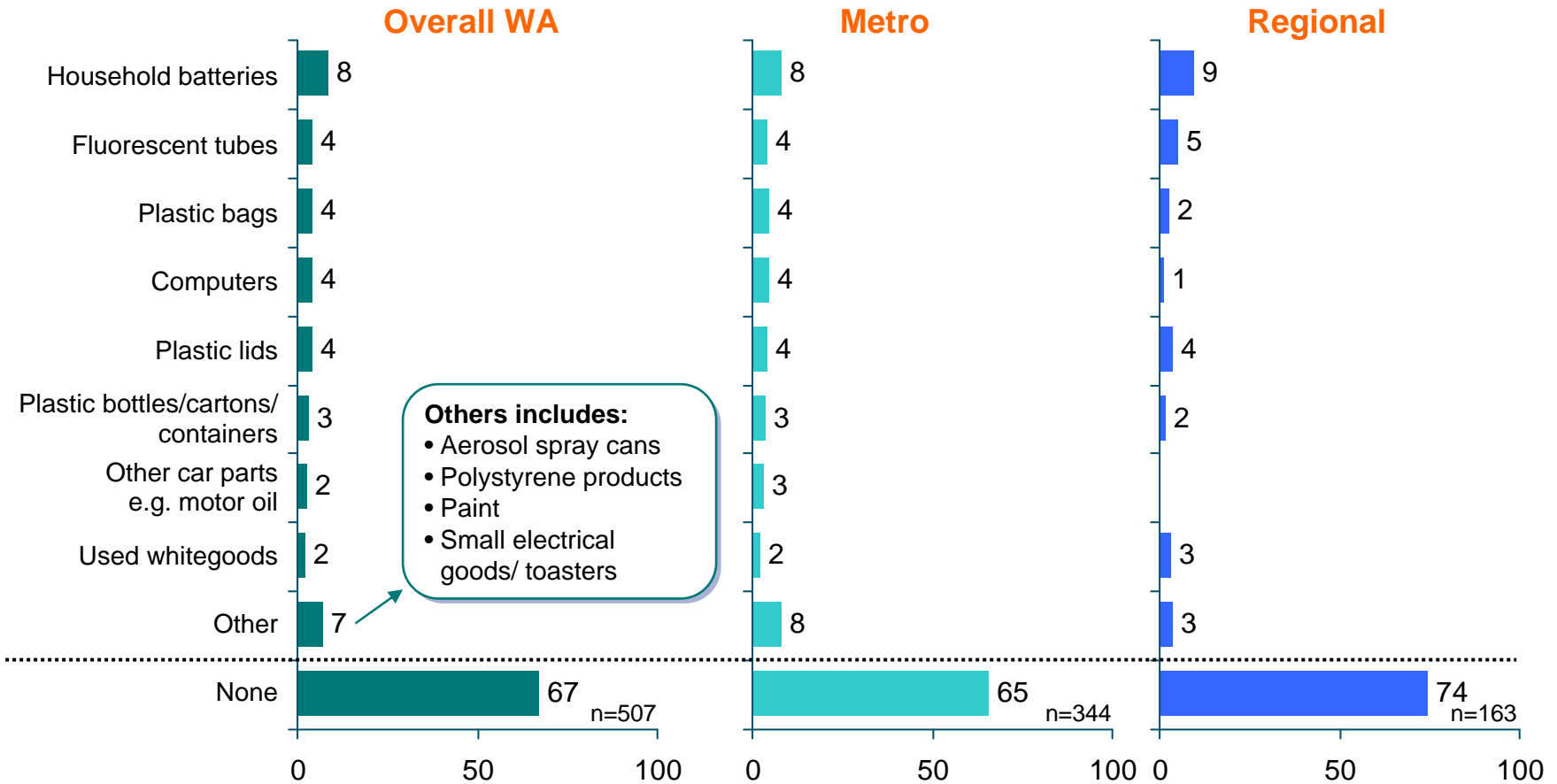
	Overall WA (n=507)	Metro (n=344)	Regional (n=163)
Plant pots	39%	40%	35%
Used whitegoods	37%	35%	43%
Household batteries	24%	24%	27%
Vegetable/food scraps	24%	23%	27%
Computers	20%	20%	18%
Mobile phones	18%	19%	16%
Fluorescent tubes	8%	9%	6%
Car batteries	3%	4%	1%
Clothing	2%	2%	1%
Other car waste, e.g. motor oil/tyres	2%	1%	3%
Scrap metal/steel cabling/copper	1%	1%	2%
Other household/crockery/toys	1%	1%	-
Telephone books	1%	1%	1%

% of residents with rubbish & kerbside recycling collection



Items Unsure About

Q: Are there any items you are unsure whether you can recycle via your household recycling collection service or at a drop-off facility?

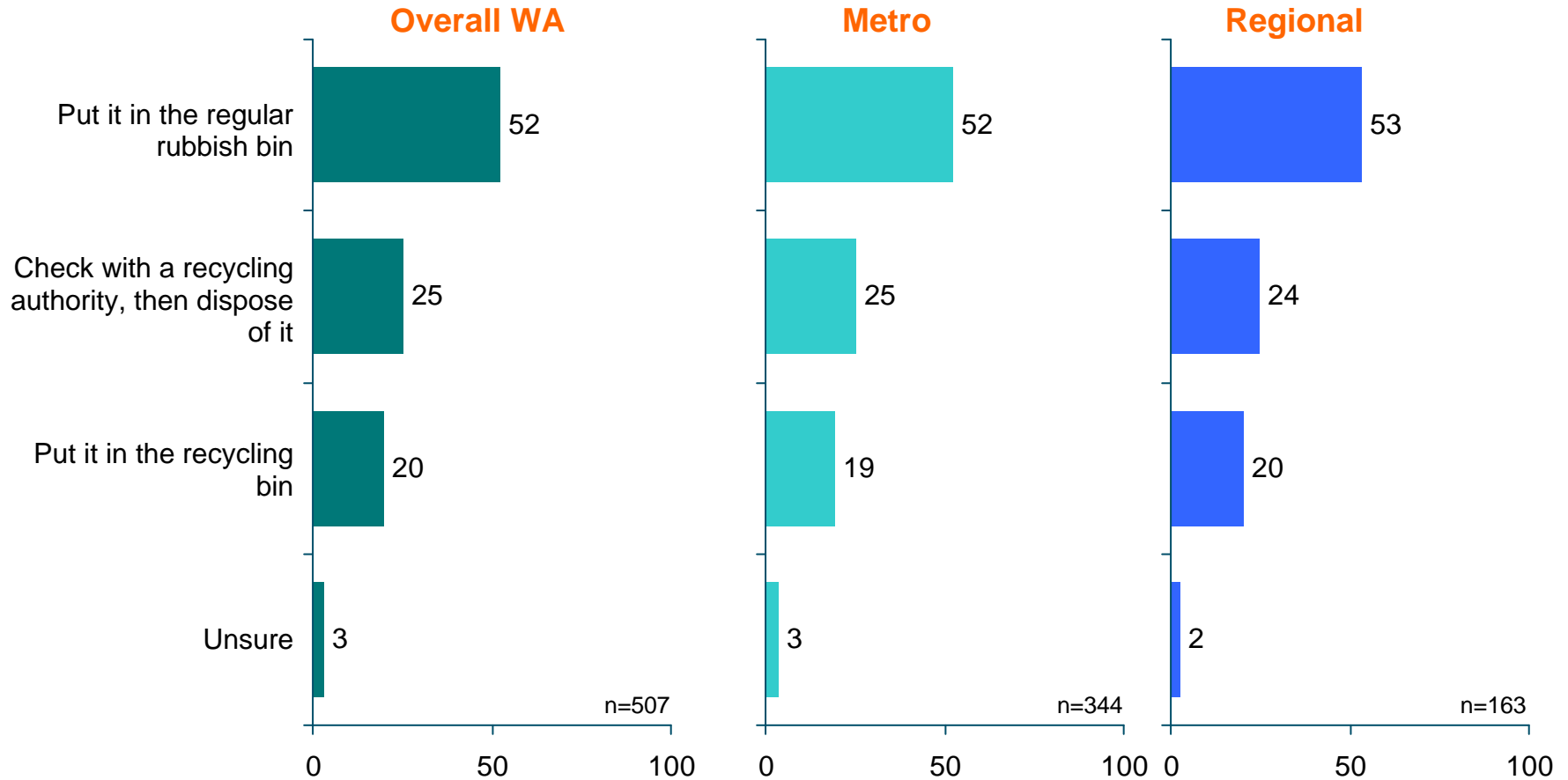


% of residents with rubbish & kerbside recycling collection



When Unsure About Recycling

Q: If you were unsure whether an item could be recycled, which of the following would you normally do?

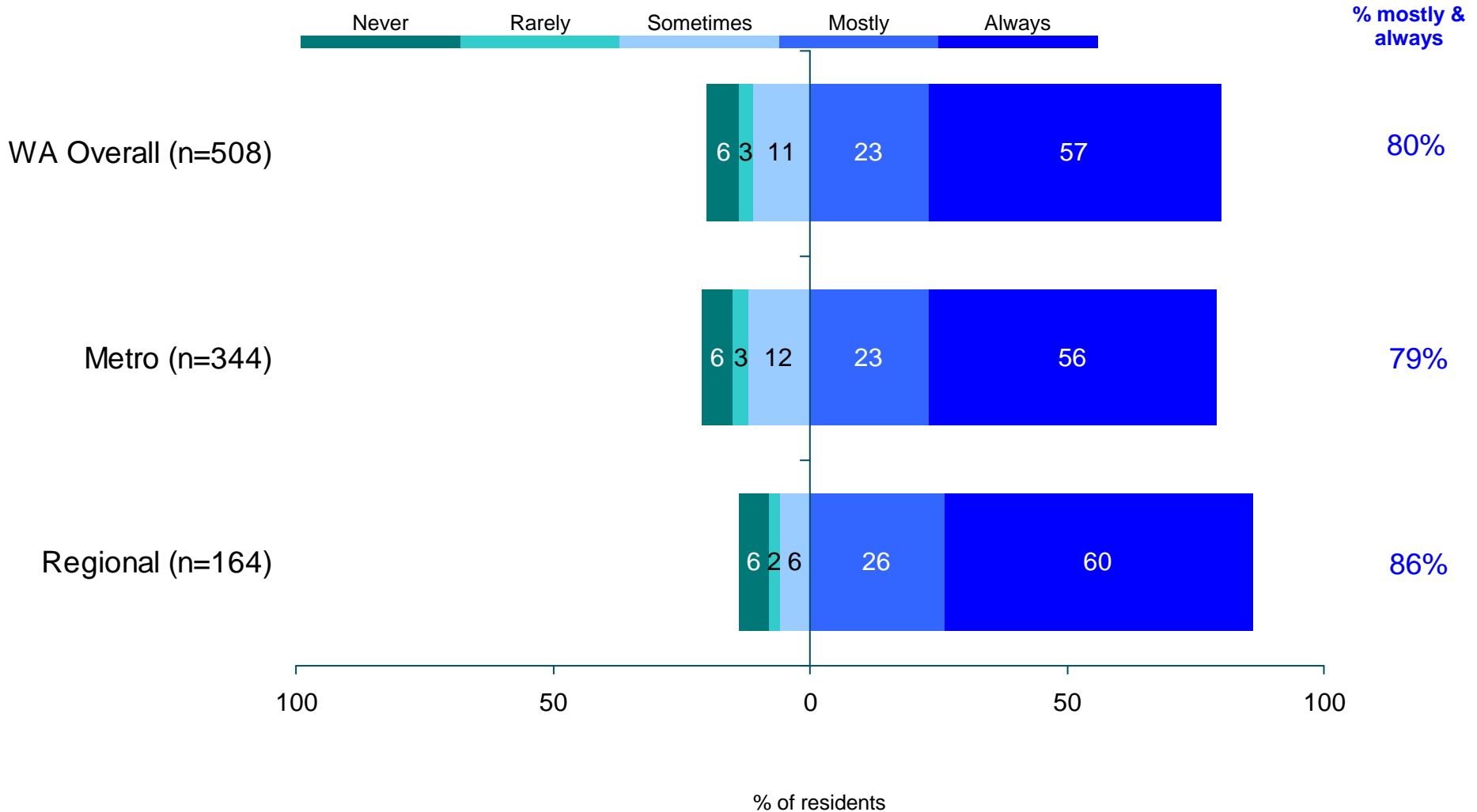


% of residents with rubbish & kerbside recycling collection



Cleaning Containers Before Recycling

Q: How often do you wash or clean out any containers or jars before placing them in your recycling bin?





Household Recycling Responsibility

Q: Who in your household is responsible or most involved in making sure that your waste is sorted and recycled?



Recycling Segments



Department of Environment and Conservation
Government of Western Australia



synovate

Research reinvented



Recycling Segments - Approach

- Factor and cluster analysis was undertaken to profile various segments in the Western Australia community based on their recycling behaviour and attitudes.
- The following variables were used to segment the community:
 - *I'm confident that my household recyclables actually end up being recycled after collection.*
 - *Great care and effort is always applied in my household to recycle as much household waste as possible.*
 - *I am unable to recycle as much as I would like to because of the inadequate recycling collection service in my area.*
 - *I don't believe that my recycling efforts will make a real difference to the environment.*
 - *I'm busy and lack the time to always recycle everything.*
 - *We don't recycle as much as we could because it sometimes requires a fair bit of effort.*
 - *I've been influenced by others in my household to recycle more.*
 - *I influence others in my household to recycle more.*
 - *I have been influenced by people who don't live in my household to recycle more.*

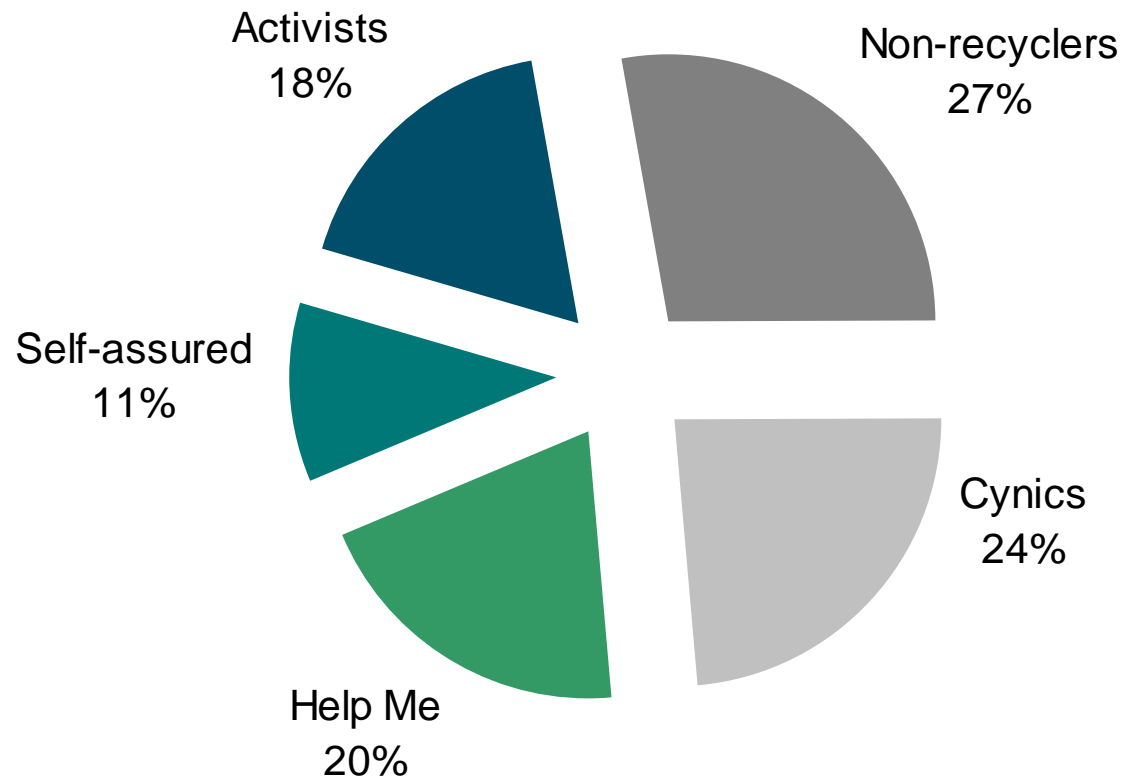


Recycling Segments - Approach

- Segmentation variables (continued from previous page):
 - *I'm unsure about how to recycle some of my household waste and this prevents me from recycling as much as I would like to.*
 - *I'm confident that I know enough about recycling to be able to recycle my household waste as effectively as possible.*
 - *If I wanted to get more information about recycling, I'm confident that I'd easily be able to find it.*
 - *I'm unlikely to recycle any more in the future than I currently do.*
 - *I'd like to recycle more of my household waste, but aren't sure where to start.*
 - *I know of some changes that I can make in order to recycle more of my household waste and I'm likely to follow through with these changes in the future.*
 - *I have recently increased the amount that I recycle and will continue with this.*
 - *I currently recycle everything I can and will keep doing so.*
 - *I currently recycle everything I can and I'm also trying to encourage other people I know to recycle more.*

Recycling Segments - Approach

- Following this analysis, 5 recycling segments were identified:





Segment Definitions

Non-recyclers



Recyclers

27%

- Don't believe they have access to kerbside recycling
- Most believe they would recycle if they had available services
- Half do recycle some waste via drop-off facilities

**Cynics
24%**

- Not as confident that household recyclables actually end up being recycled after collection
- Less likely to believe that their recycling efforts will make a real difference
- Don't influence others in their household to recycle more.
- Feel that they know everything about recycling

**Help Me
20%**

- Don't recycle as much as they would like to because of inadequate recycling services
- Admit they are busy and don't always put in the effort to recycle,
- Unsure about how to recycle some household waste
- Are not confident that they would be easily able to find out more information

**Self-assured
11%**

- Take great care and effort to recycle
- Know enough to effectively recycle and are confident that they can easily find out more information
- Don't influence others or are influenced by others to recycle
- Knowledgeable about recycling and believe their recycling makes a real difference to the environment

**Activists
18%**

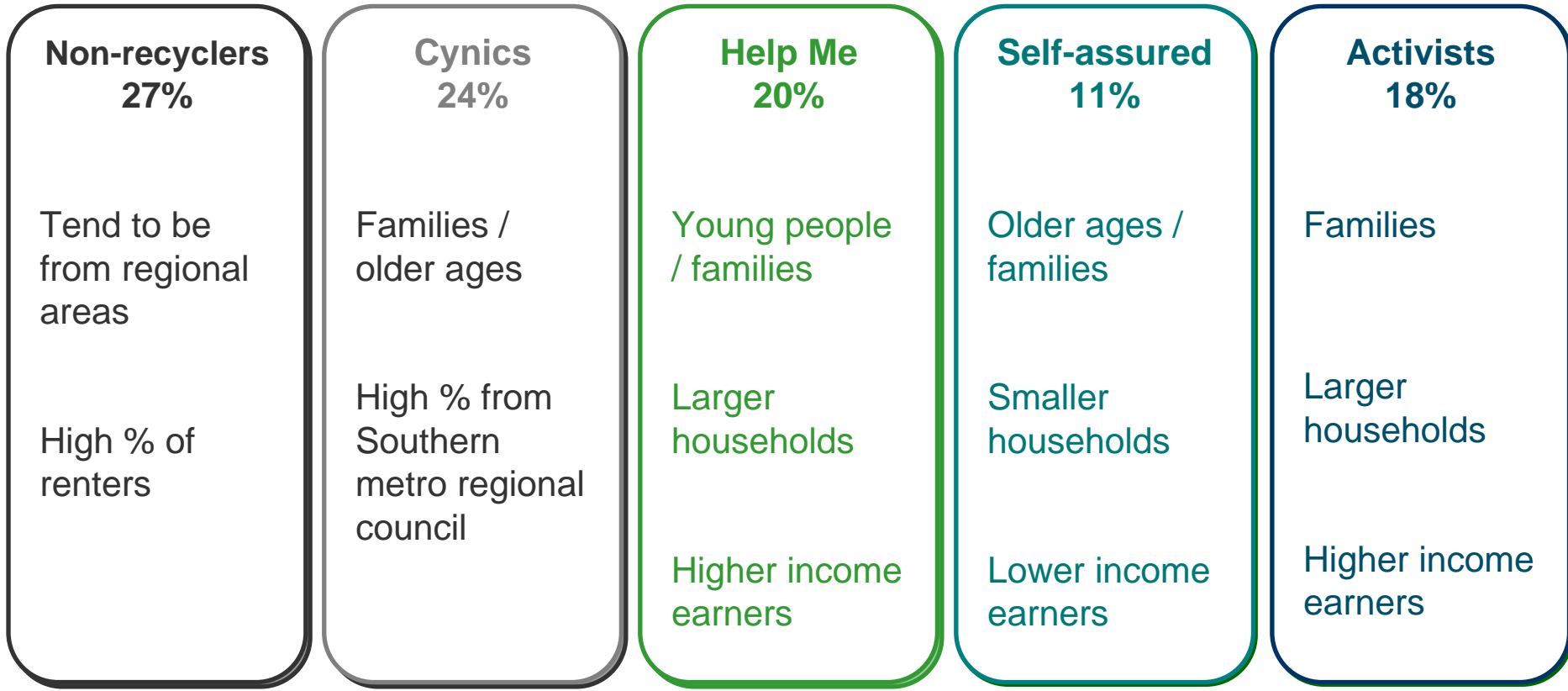
- Influence and are influenced by others to recycle more
- Confident that household recyclables actually end up being recycled after collection
- Believe their recycling efforts make a real difference to the environment.



Segments – Who Are They?

Non-recyclers ←

Recyclers →



Demographic differences exist between each recycling segment.

Segment Profile



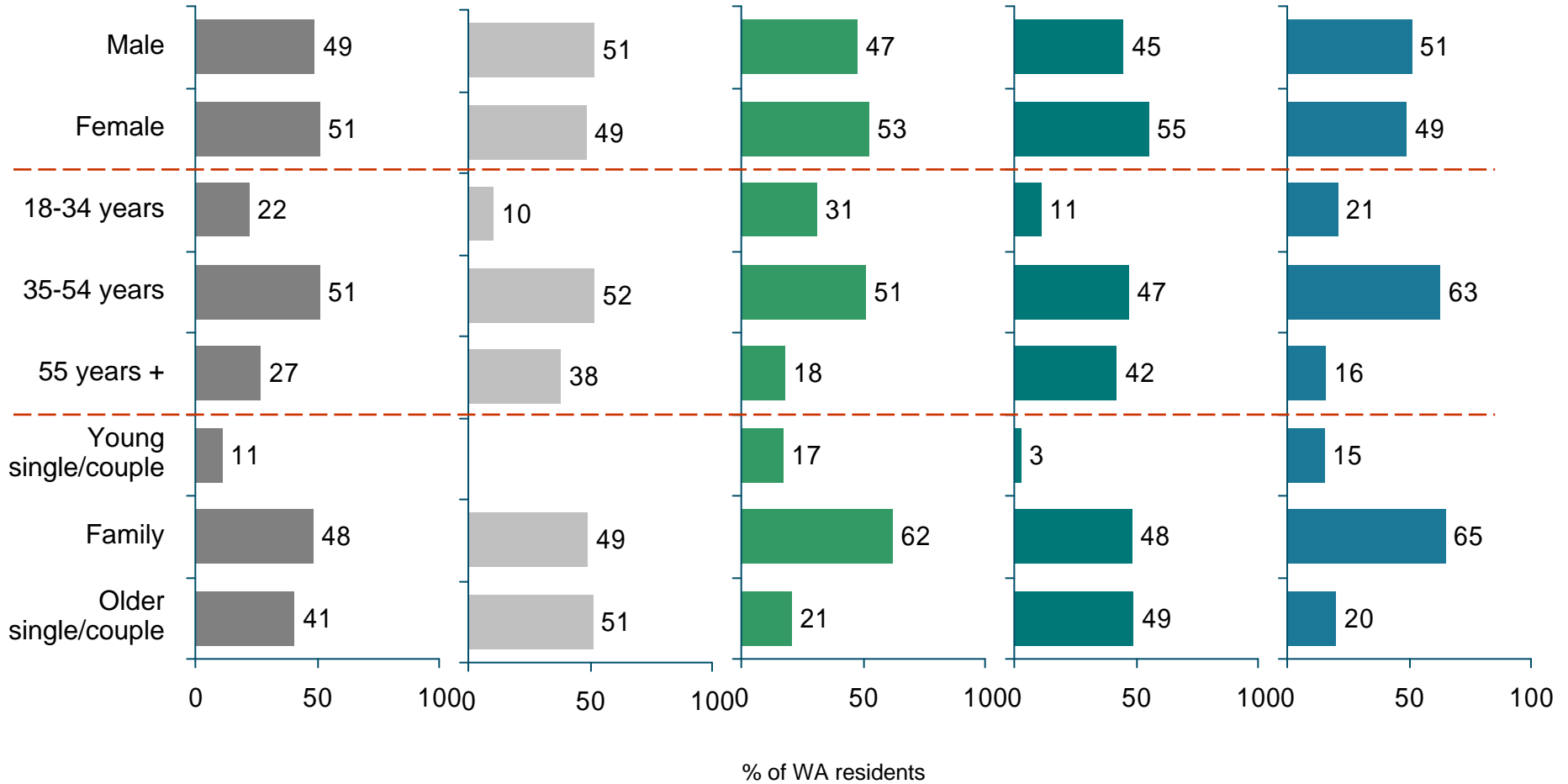
Non-Recyclers

Cynics

Help me

Self Assured

Activists



Segment Profile



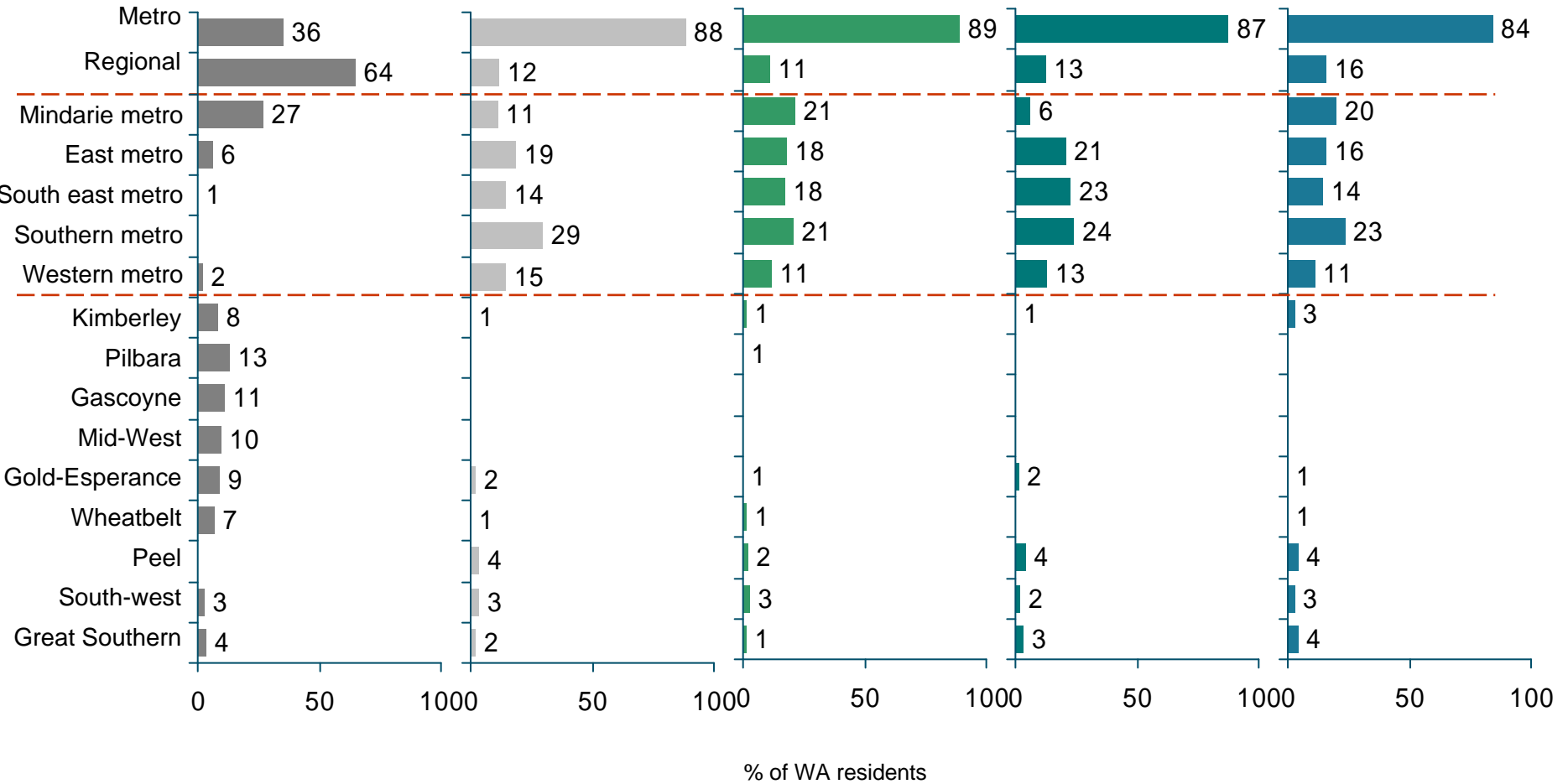
Non-Recyclers

Cynics

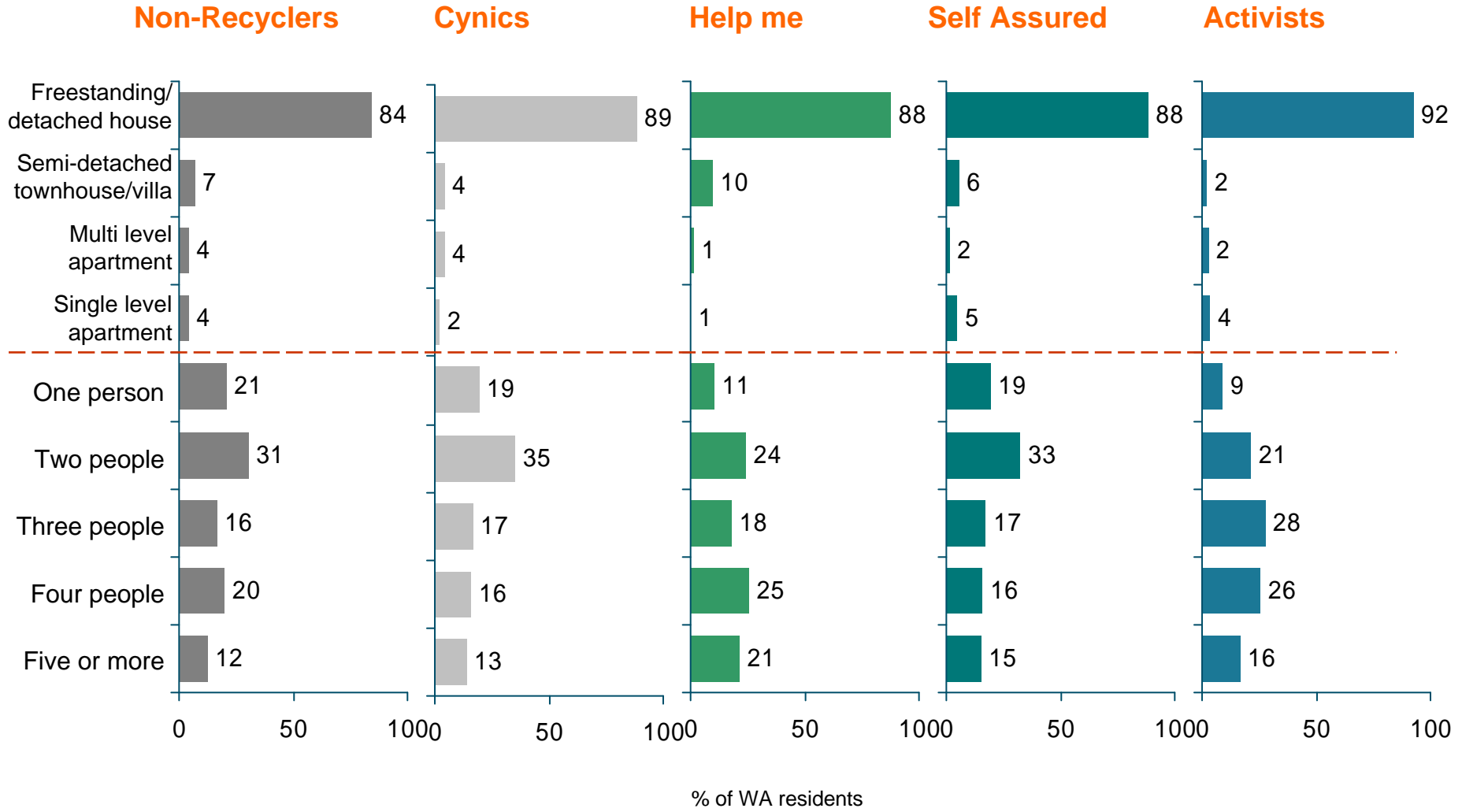
Help me

Self Assured

Activists



Segment Profile



Segment Profile



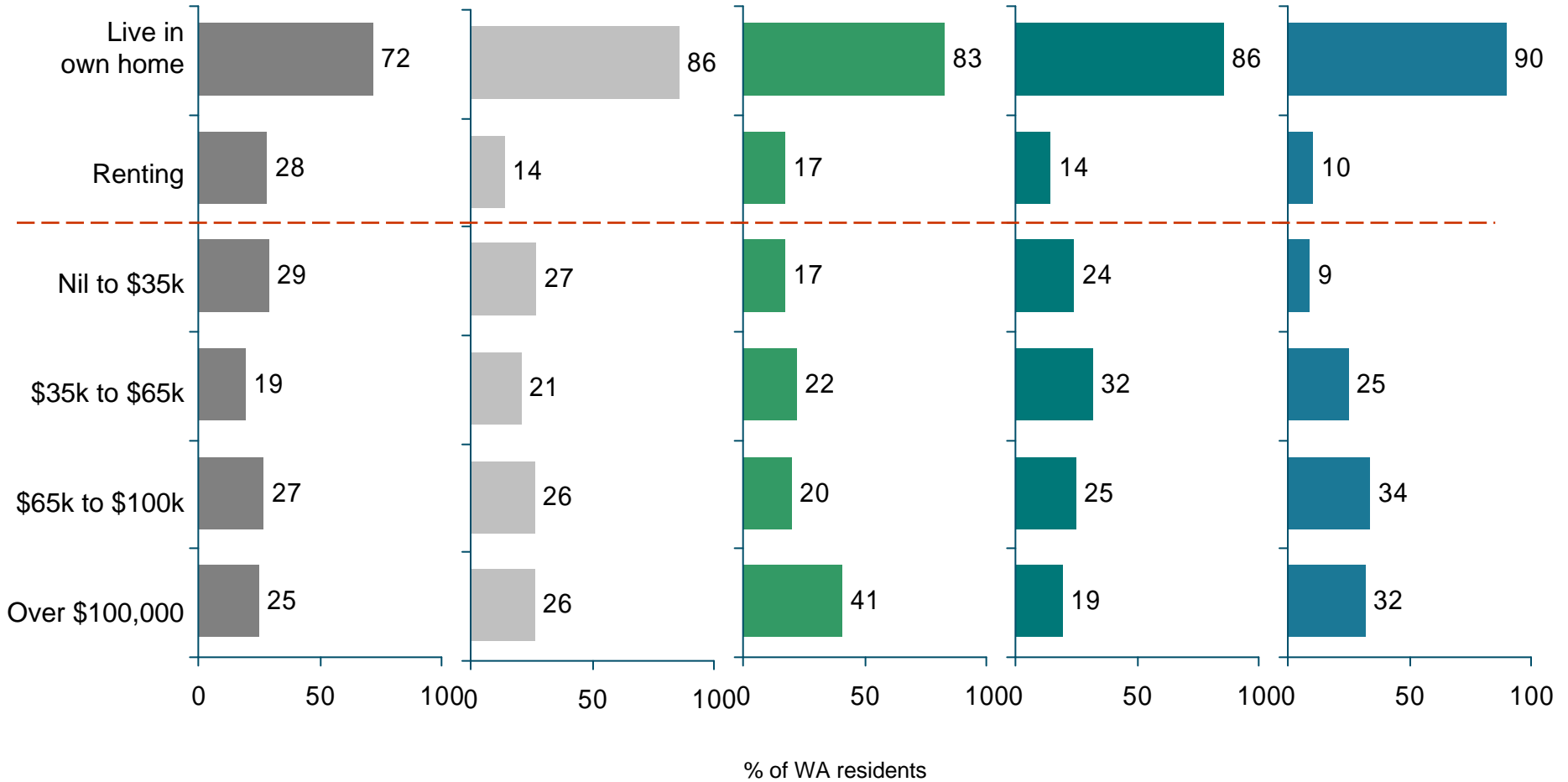
Non-Recyclers

Cynics

Help me

Self Assured

Activists



Changing Recycling Behaviour



Department of Environment and Conservation
Government of Western Australia



synovate
Research reinvented



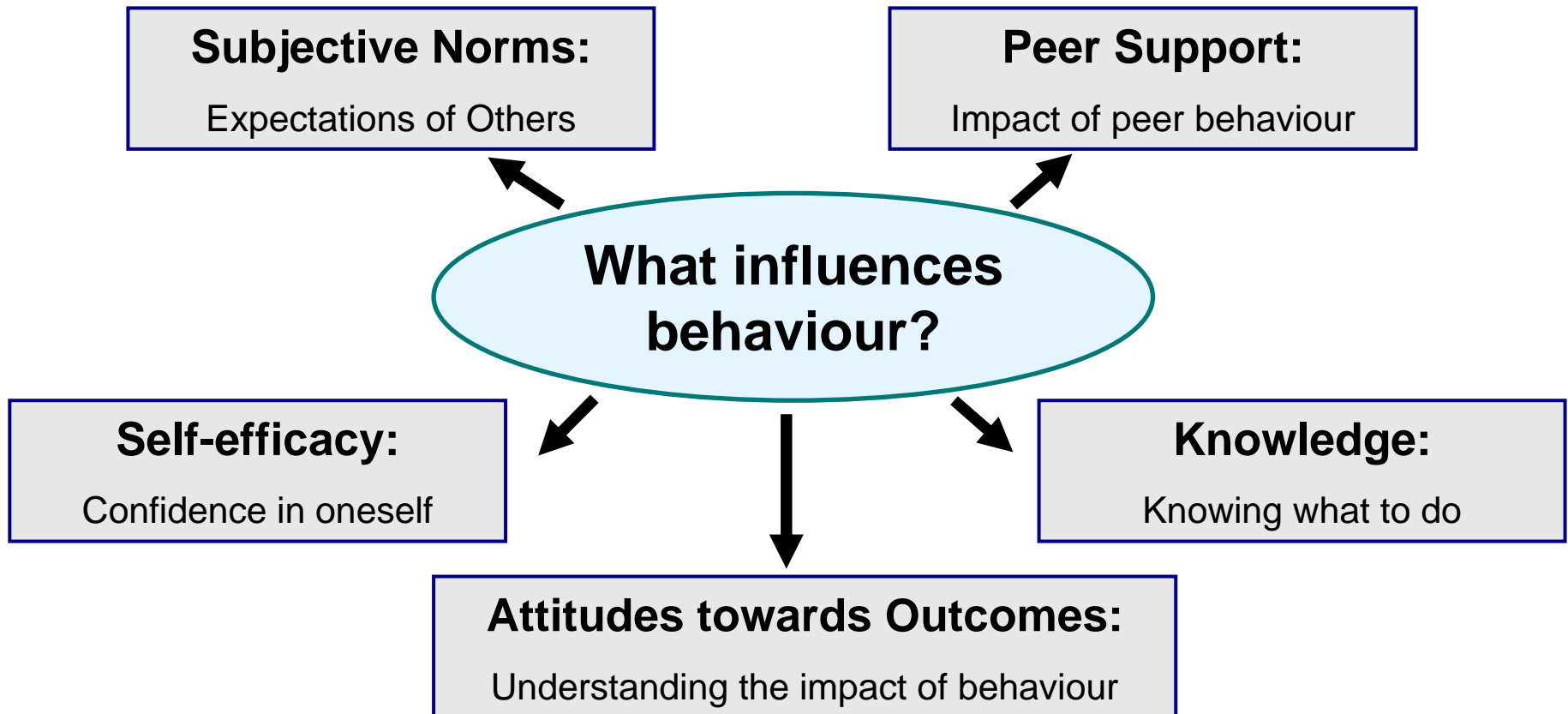
Changing Recycling Behaviour

- The Behaviour Change model is built on the well-established theory^[1] of behaviour change. According to the model, the **five key influences** on behaviour are subjective norms, attitudes, self-efficacy, peer support and knowledge from information/education.
- **Subjective Norms** – How do the expectations of significant others (e.g. your partner, family) towards recycling affect your waste management behaviour?
- **Attitudes** to consequences of performing a behaviour – How does realising the consequences of recycling influence your waste management behaviour?
- **Self-efficacy** (confidence in oneself) – How does believing that you have the skills and abilities to recycle affect your engagement in responsible waste management behaviour?
- **Peer Support** – How do the behaviours of peers affect your recycling behaviour?
- **Knowledge** from information – How does recycling knowledge impact your behaviour?

[1] Transtheoretical Model by Prochaska & Velicer (1997).

Changing Recycling Behaviour

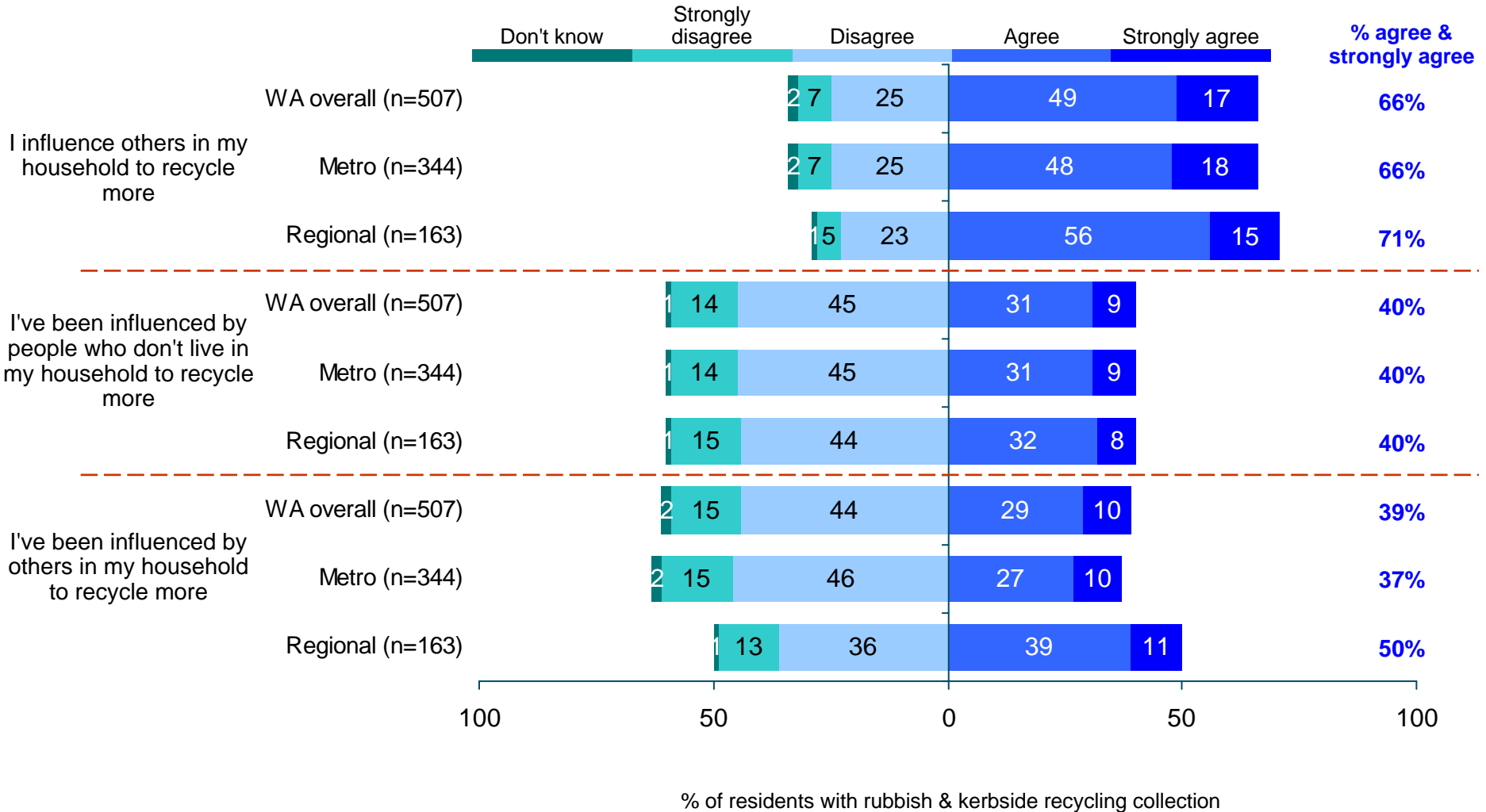
- These key influences facilitate a better understanding of the community's psyche by investigating the drivers and barriers that shift behaviours. The Behaviour Change model was applied to recycling behaviour and attitudes, with the results detailed in this section of the report.





Peer Support/ Subjective Norms

Q: Do you agree or disagree with the following statements?





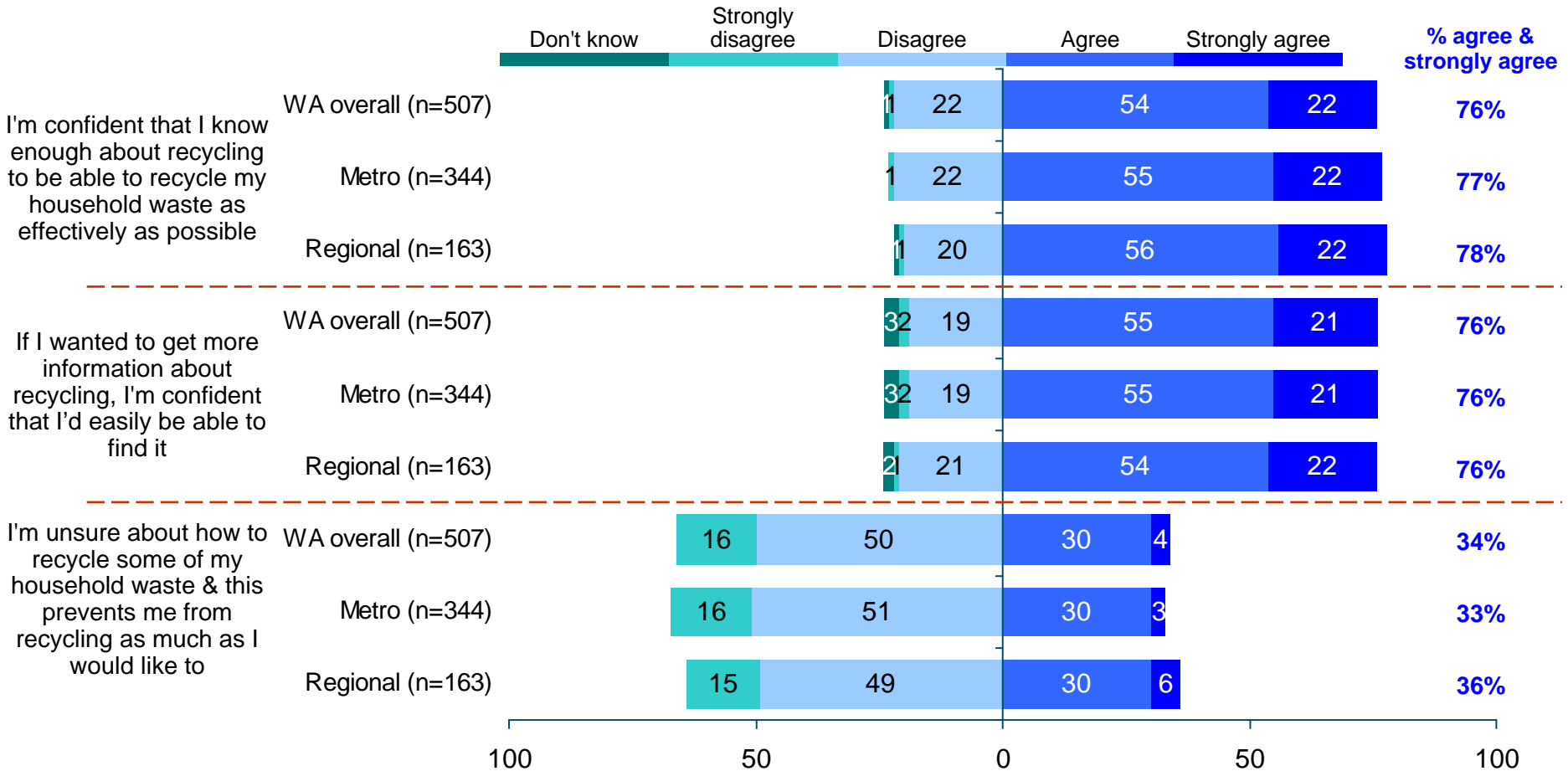
Peer Support/ Subjective Norms

- Most don't believe they are influenced by the recycling behaviour of others, but feel that they themselves influence others – clearly a contradiction.
- Anecdotal feedback obtained in Stage 1 suggests that people do typically compare their recycling behaviour with friends, family and neighbours.
 - *“I have a friend who's a fanatical recycler and he influences me to think about it more.” (Male, Older single)*
 - *“My daughter is very aware of the environment and is more efficient and consistent with recycling than me.” (Female, Family)*
 - *“We don't influence our friends by talking about recycling, but we influence them just by doing it – our actions.” (Male, Family)*
- Anecdotal feedback also strongly suggests that being a 'committed' recycler is now an acceptable trait, whereas only a few years ago, it would have been perceived by some as being quite radical or unusual behaviour.
 - *“People don't think you're weird anymore if you recycle everything. It's more unusual now not to recycle, rather than to recycle.” (Male, Family)*
 - *“Everyone I know recycles. It's a common thing now.” (Male, Family)*

Knowledge



Q: Do you agree or disagree with the following statements?



% of residents with rubbish & kerbside recycling collection

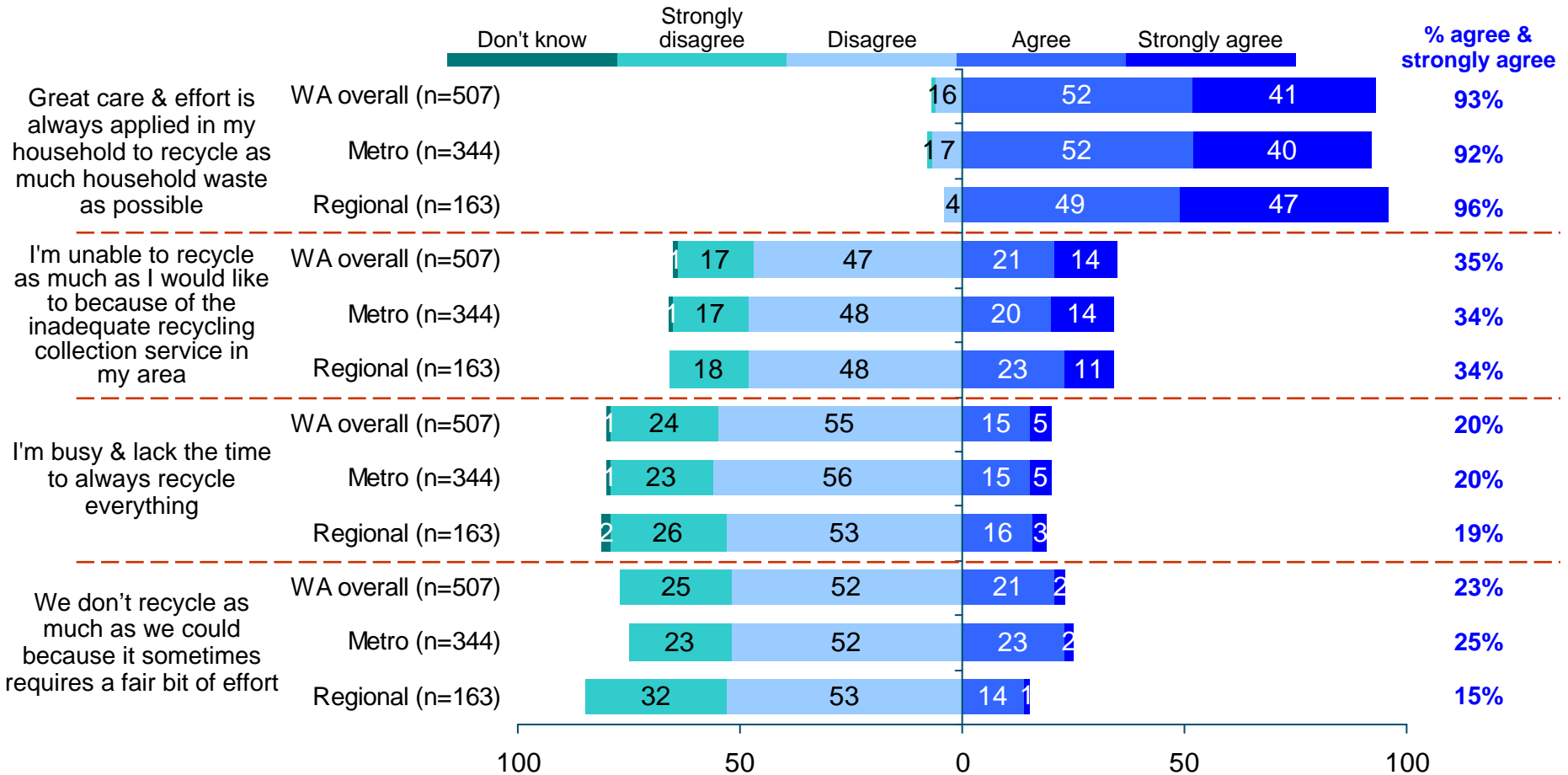
Knowledge

- While most people claim to be well-informed about recycling and know how to find out about recycling, a segment of the community admit that they don't know everything about recycling and would like to be provided with more guidance and direction ('Help Me' segment).
- Anecdotal feedback provided in Stage 1 also revealed that some people are unsure how to recycle items such as batteries, paint and computers.
 - *"I would like to know how to recycle computers and have the comfort that whatever is on the hard drive is gone once the computer is recycled."* (Female, Family)
 - *"It's difficult to recycle paint because I don't know what to do with it."* (Female, Older single)
 - *"I don't what to do with our computers. I'd like to find out about that."* (Male, Family)



Self-efficacy

Q: Do you agree or disagree with the following statements?



% of residents with rubbish & kerbside recycling collection



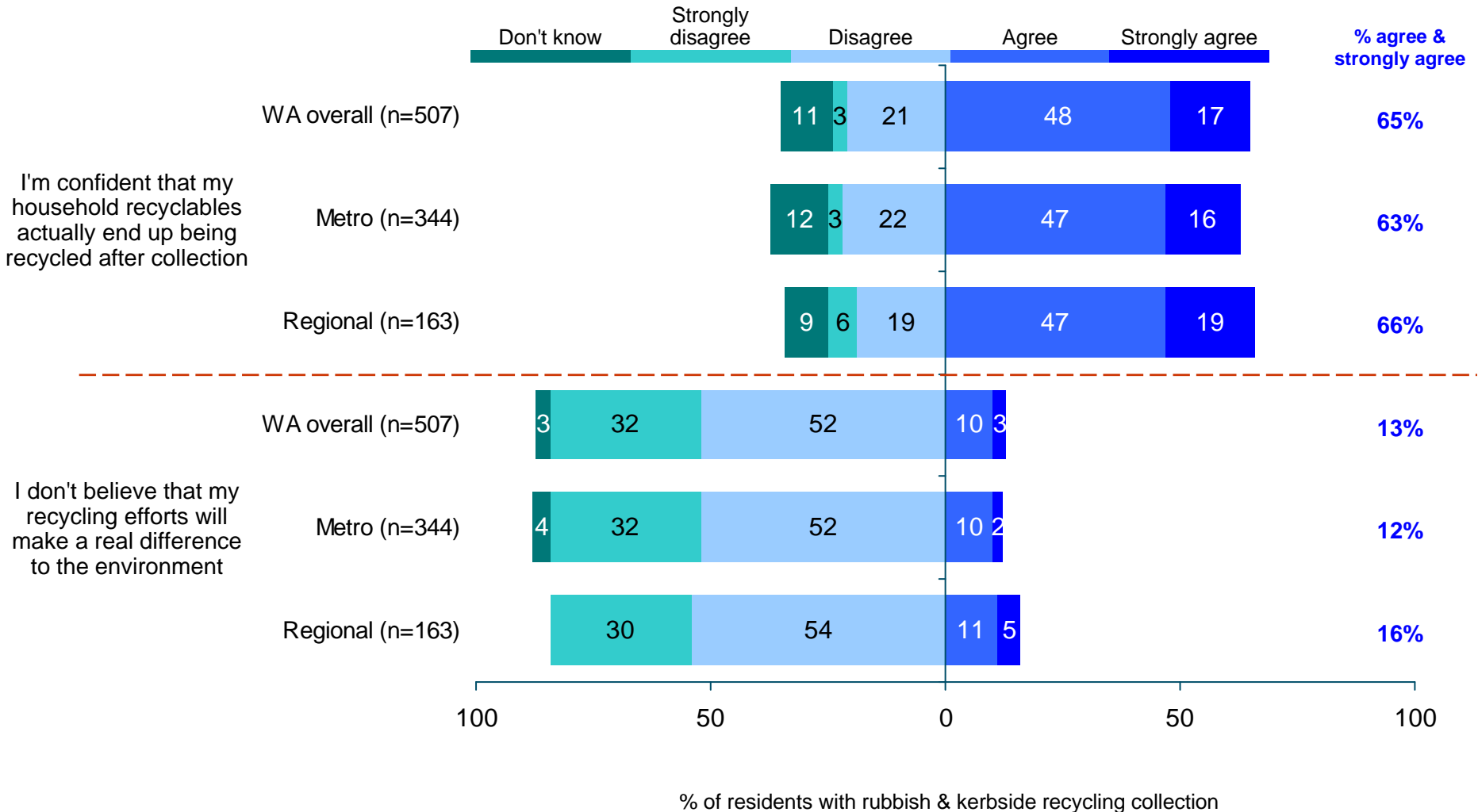
Self-efficacy

- While most people believe they take great care and effort to recycle as much household waste as possible, some also admit that they don't recycle as much as they could because of:
 - A lack of time
 - A lack of effort
 - Inadequate recycling services
- Anecdotal evidence collected in Stage 1 revealed that some people have very organised systems in place to separate their recyclables from their general household rubbish, such as a range of various bins inside the house to separate different items. Others simply pile their recyclables on the kitchen bench, until the area becomes too clustered.
 - *"I let the newspapers and jars pile up on the bench then I take them out to the bin on my day off." (Female, Family)*
 - *"It would be good if we were provided with bins for inside the house, to help us separate our waste." (Female, Younger single)*



Attitudes towards Outcomes

Q: Do you agree or disagree with the following statements?





Attitudes towards Outcomes

- While most residents are confident that their household recyclables are actually recycled after collection and that their recycling actions will have a positive impact on the environment, a small segment of the community remain cynical about this.
- Anecdotal feedback from Stage 1 also revealed that scepticism exists as to what happens when items are recycled.
 - *“People don’t trust recycling in terms of where it is actually going to end up.” (Male, Older single)*
 - *“I don’t believe that it’s totally recycled and re-used. I would like to see evidence of the chain of the cycle.” (Female, Family)*
 - *“I’ve heard that the council doesn’t actually separate our waste, as they said they will.” (Female, Younger single)*
 - *“We need to hear something about the positive outcomes of recycling. We never hear about that. It should be communicated to people.” (Male, Family)*



Behaviour Change Model - Summary

Q: Do you agree or disagree with the following statements?

	WA Overall (n=507)	Metro (n=344)	Regional (n=163)
Great care & effort is always applied in my household to recycle as much household waste as possible	93%	92%	96%
I'm confident that I know enough about recycling to be able to recycle my household waste as effectively as possible	76%	77%	78%
If I wanted to get more information about recycling, I'm confident that I'd easily be able to find it	76%	76%	76%
I influence others in my household to recycle more	66%	66%	71%
I'm confident that my household recyclables actually end up being recycled after collection	65%	63%	66%
I've been influenced by people who don't live in my household to recycle more	40%	40%	40%
I've been influenced by others in my household to recycle more	39%	37%	50%
I'm unable to recycle as much as I would like to because of the inadequate recycling collection service in my area	35%	34%	34%
I'm unsure about how to recycle some of my household waste & this prevents me from recycling as much as I would like to	34%	33%	36%
We don't recycle as much as we could because it sometimes requires a fair bit of effort	23%	25%	15%
I'm busy & lack the time to always recycle everything	20%	20%	19%
I don't believe that my recycling efforts will make a real difference to the environment	13%	12%	16%

% of respondents with rubbish & kerbside recycling collection who **agree** with the statement



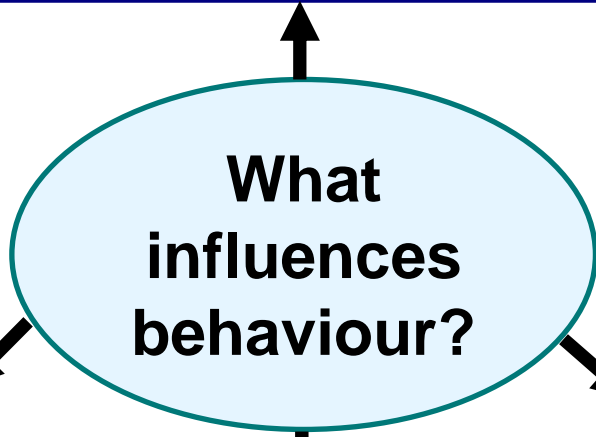
Behaviour Change Model – Incorporating the Segments

Activists
18%

Subjective Norms / Peer Support
Expectations of Others and the Impact of Peers

Self-assured
11%

Some people believe they influence others to recycle, but aren't themselves influenced by anyone



Self-efficacy:
Confidence in oneself

Some people admit that they don't recycle everything they could because they feel too busy or unsure how to.

Help Me
20%

Knowledge:
Knowing what to do

While most feel knowledgeable, there is some uncertainty associated with how to recycle less common items.

Help Me
20%

Attitudes towards Outcomes:
Understanding the impact of behaviour

Cynics
24%

Some people are sceptical about how their recycling actually helps the environment

Motivators and Barriers



Department of Environment and Conservation
Government of Western Australia



synovate
Research reinvented



Motivators and Barriers – Key Findings

- While most people see the **main benefit of recycling** being the reduction of waste going to landfill, many are unable to be more specific than ‘it is good for the environment.’ This suggests that some knowledge gaps exist as to the actual tangible benefits of recycling.
- While most people try to re-use items such as containers and plastic bags, most admit that they don’t make a conscious effort to avoid buying products with lots of packaging. Most also admit that they don’t make a conscious effort to buy products that are made from recycled material.
- In terms of **encouraging** and driving recycling, **better product labelling and packaging** is a key issue for many people. Even those who consider themselves knowledgeable about recycling believe that additional information on packaging would make them more confident about being able to recycle appropriately. Many people are unsure which sort of packaging they should avoid buying and find it difficult to identify such products on the shelves.
 - *It should be compulsory for packaging to have some sort of recycling logo on it, letting you know if you can recycle it and how.” (Female, Younger couple)*



Motivators and Barriers – Key Findings

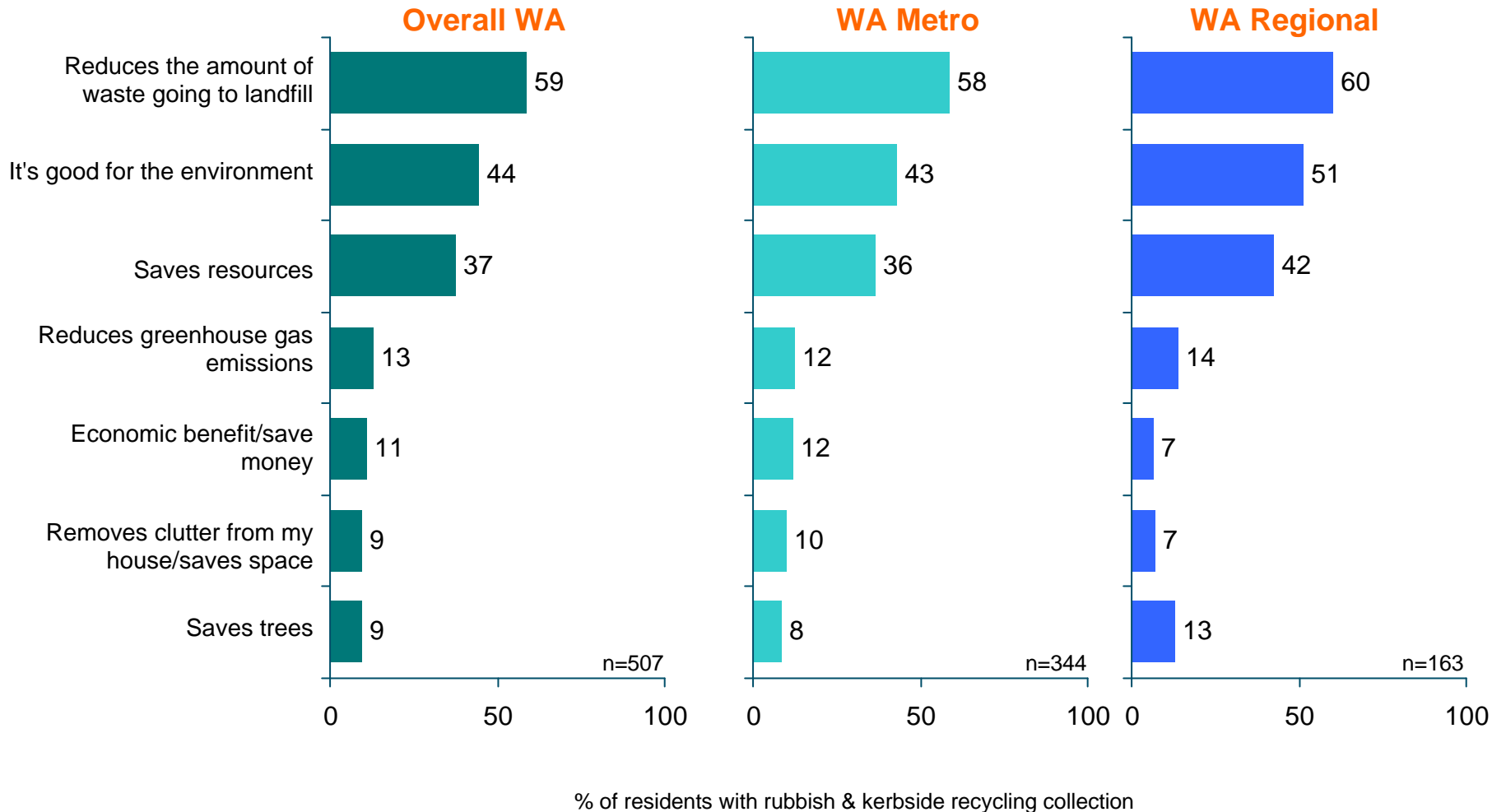
- The provision of **evidence** as to what occurs after recyclables are collected would also encourage some to recycle (eg. Cynics segment).
 - *“I would like a document on the process of what happens because I don’t believe that I need to wash tins out before recycling them. Water is more valuable.” (Female, family)*
 - *“Bins need to be more distinctive so people understand what can go in each. They should be colour coded and should be bright.” (Male, Older single)*

- Various other barriers were identified by residents in Stage 1 which inhibits their recycling, including:
 - Lack of understanding of the benefits involved.
 - Lack of awareness of recycling services available.
 - Apathy / laziness.
 - Lack of time.



Perceived Benefits of Recycling

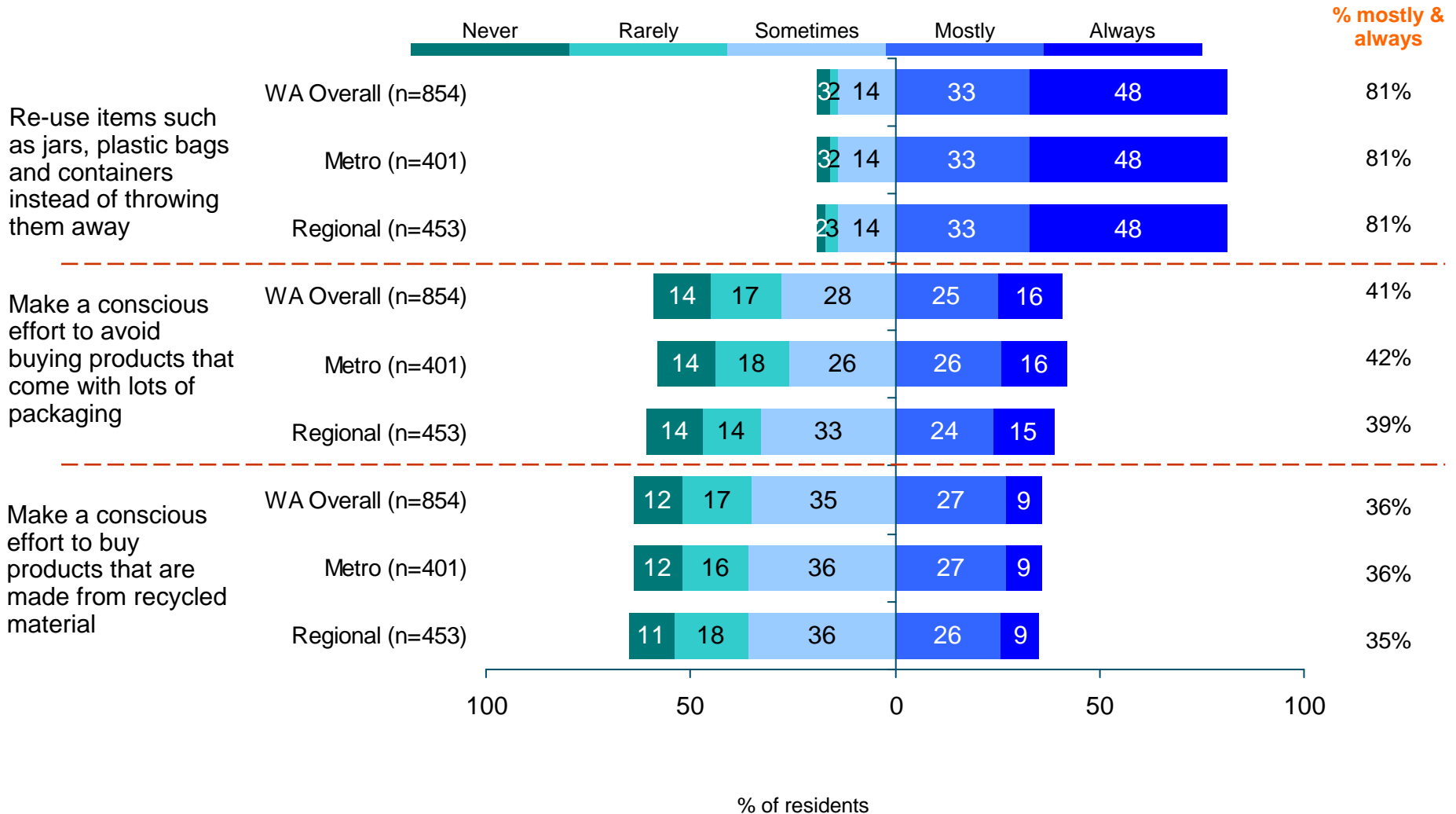
Q: What do you believe are the benefits of recycling your household waste?





Other Ways to Contribute

Q: How often do you do the following in your household?



Encouraging Recycling



Q: Which of the following would encourage you to recycle more than you currently do?



Recycling Facilities and Services



Department of Environment and Conservation
Government of Western Australia



synovate
Research reinvented



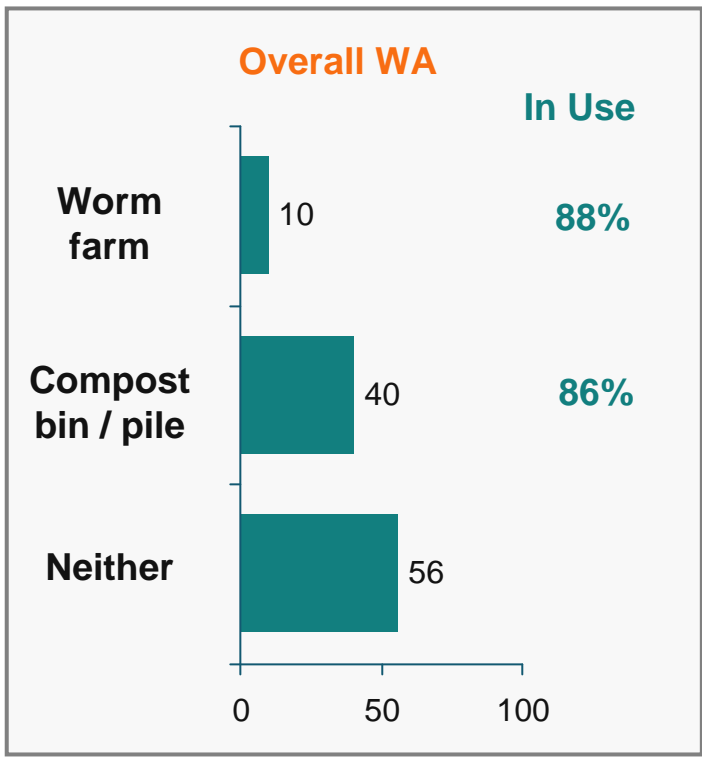
Recycling Facilities/Services – Key Findings

- While most residents don't have a worm farm in their backyard, many possess and use some sort of compost pile.
- Most residents are very satisfied with both their regular rubbish and recycling collection service. Despite this, many would like their **recycling to be collected more frequently**, with weekly collections being the preference.
 - *“I currently recycle about 70-75% of items, but it could be greater. There is not enough room in the recycle bin, it should be collected every week.” (Female, Family)*
 - *“We run out of room in our recycling bin because it's only collected fortnightly.” (Female, Younger couple)*
- 21% are willing to pay extra each year for their recycling to be collected more frequently.
 - Families and high income earners are the most likely to be willing to pay extra.

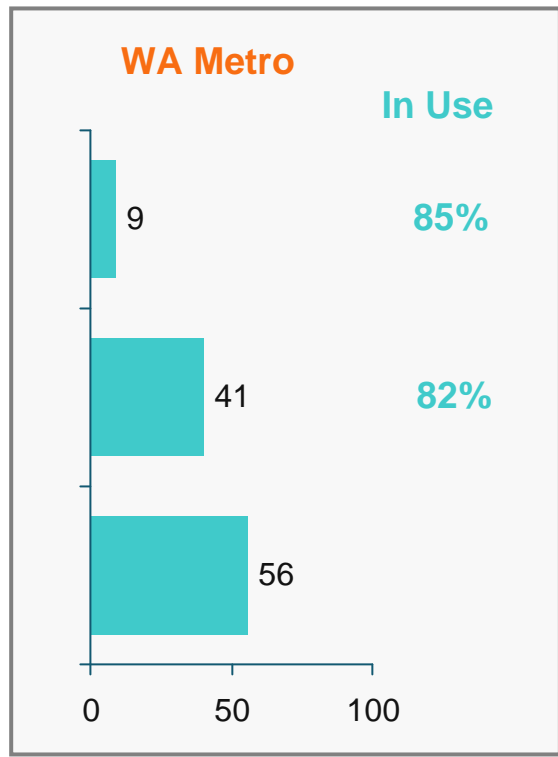


Worm Farm and Compost Bin

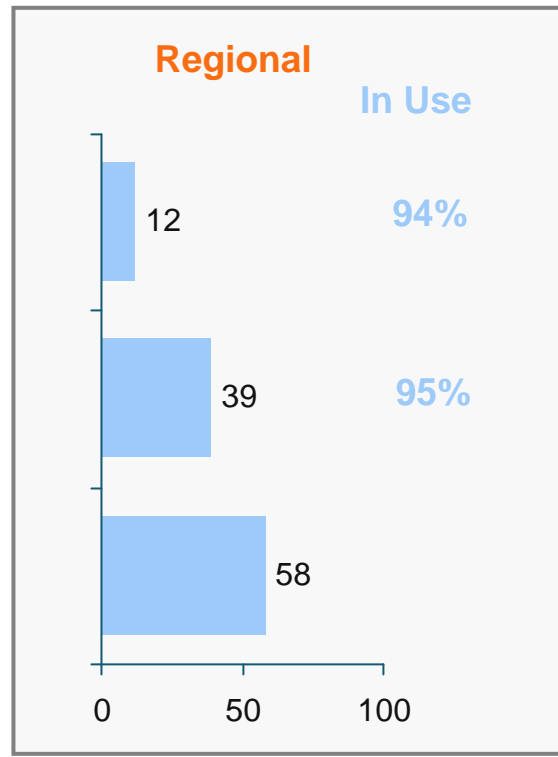
Q: Do you have either of the following on your property?



n=854



n=401



n=453

% of residents

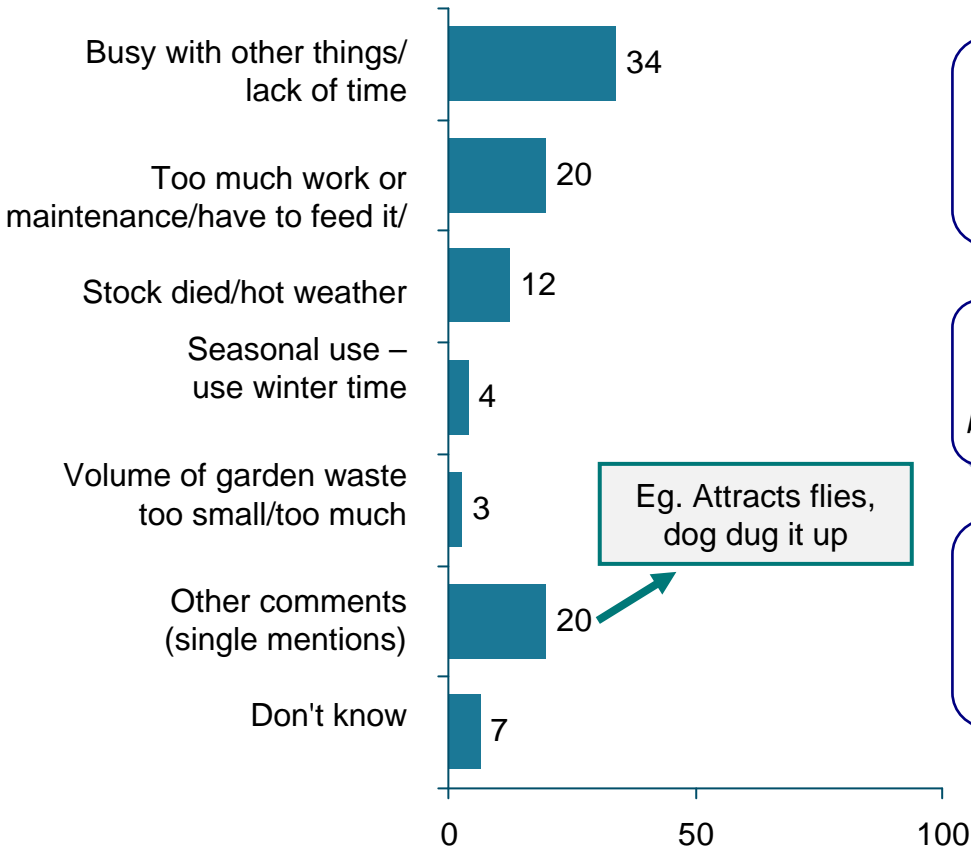
Reasons for Not Using Worm Farm or Compost Pile



Q: Why are you not using your worm farm/compost pile?

Worm Farm

Compost



"We are just about to get the worm farm started again but previously we have just been too busy."

"I just don't get around to it and I need to get into the habit of using it"

"The worms died because rats got into them and we haven't been bothered to replace them."

"Because the one we have is quite hard work and time consuming."

"We no longer have the surplus food scraps that we used to so we just use the compost pile now."

"We only use it for composting in winter for winter vegetables."

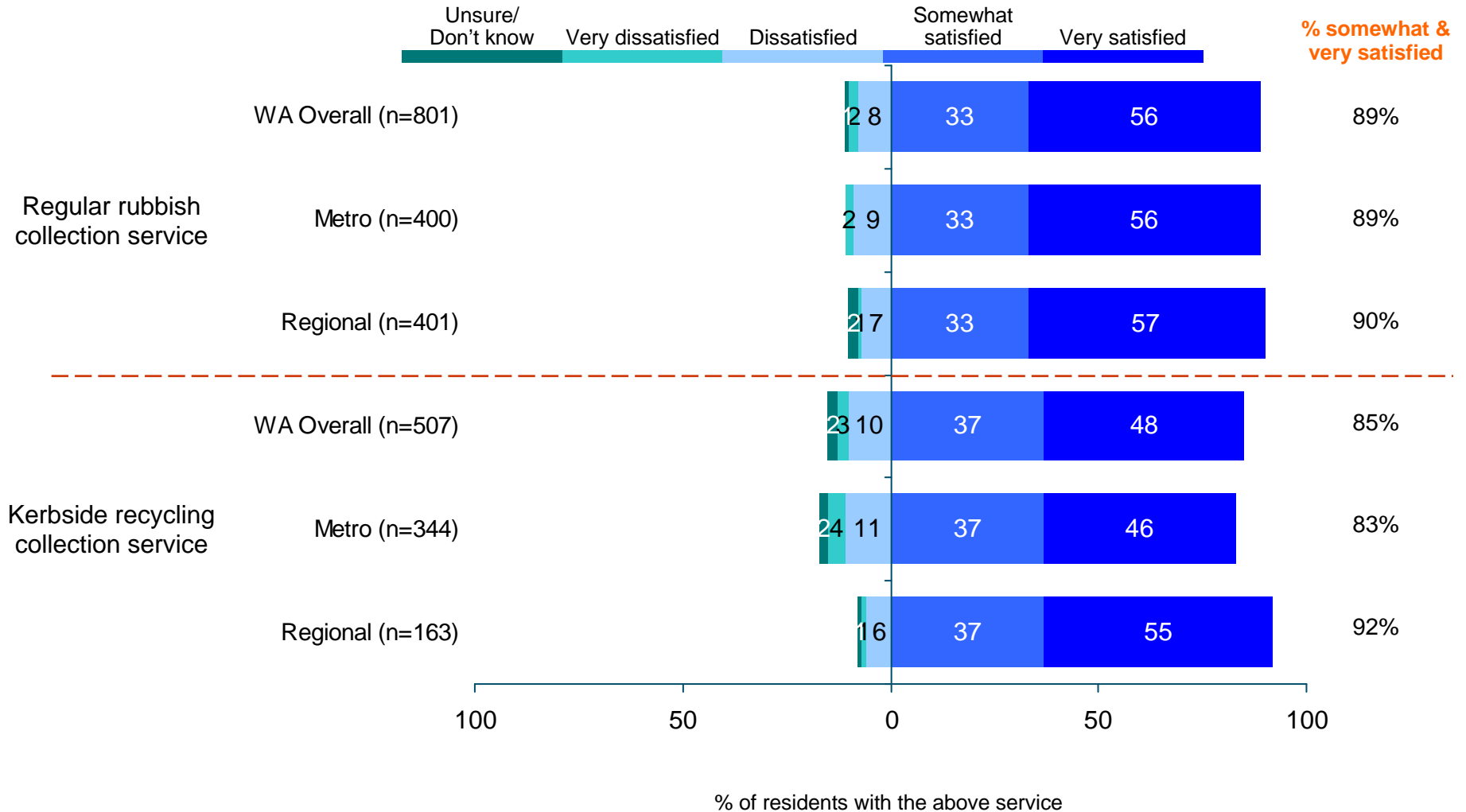
n=52

% of residents with a worm farm or compost pile **not in use**



Satisfaction with Collection Services

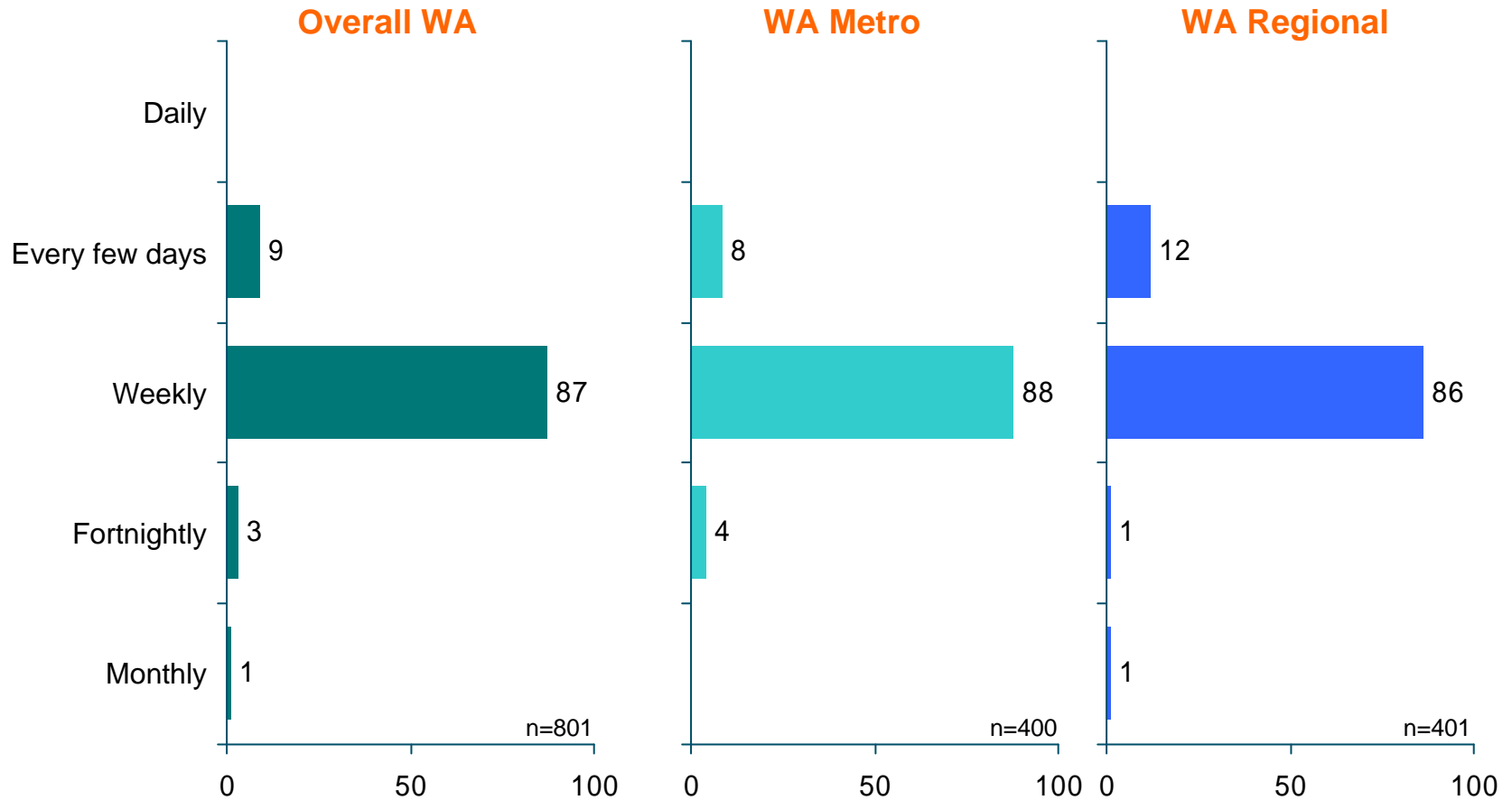
Q: How satisfied or dissatisfied are you with your?



Frequency Preference for Rubbish Collection



Q: How often would you like your regular rubbish bin to be collected?



% of residents with rubbish collection service



Frequency Preference for Recyclables

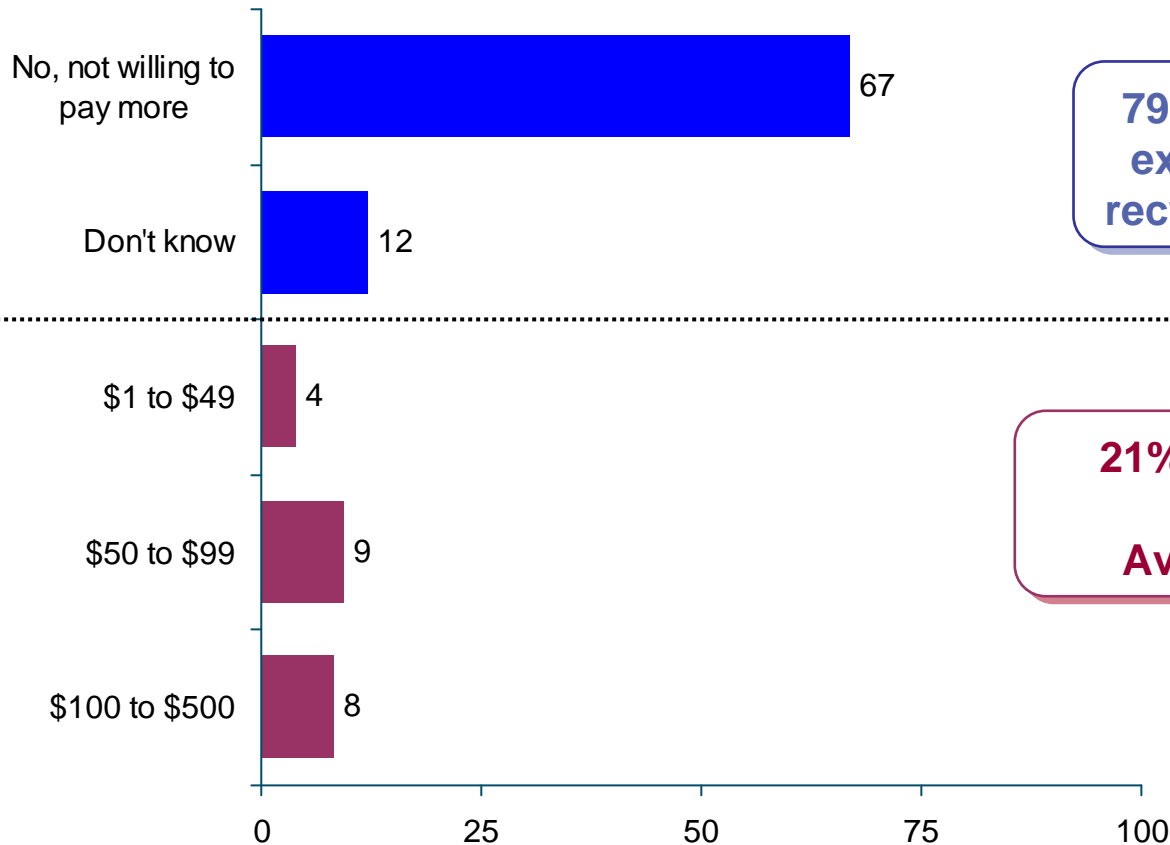
Q: How often would you like your recyclables to be collected?





Willingness to Pay Extra for Frequent Collection

Q: Would you be willing to pay extra for your kerbside recyclables to be collected more frequently?
 If so, what would be the maximum amount that you would be willing to pay **extra** each year for this?



79% are not willing to pay extra for a more frequent recycling collection service

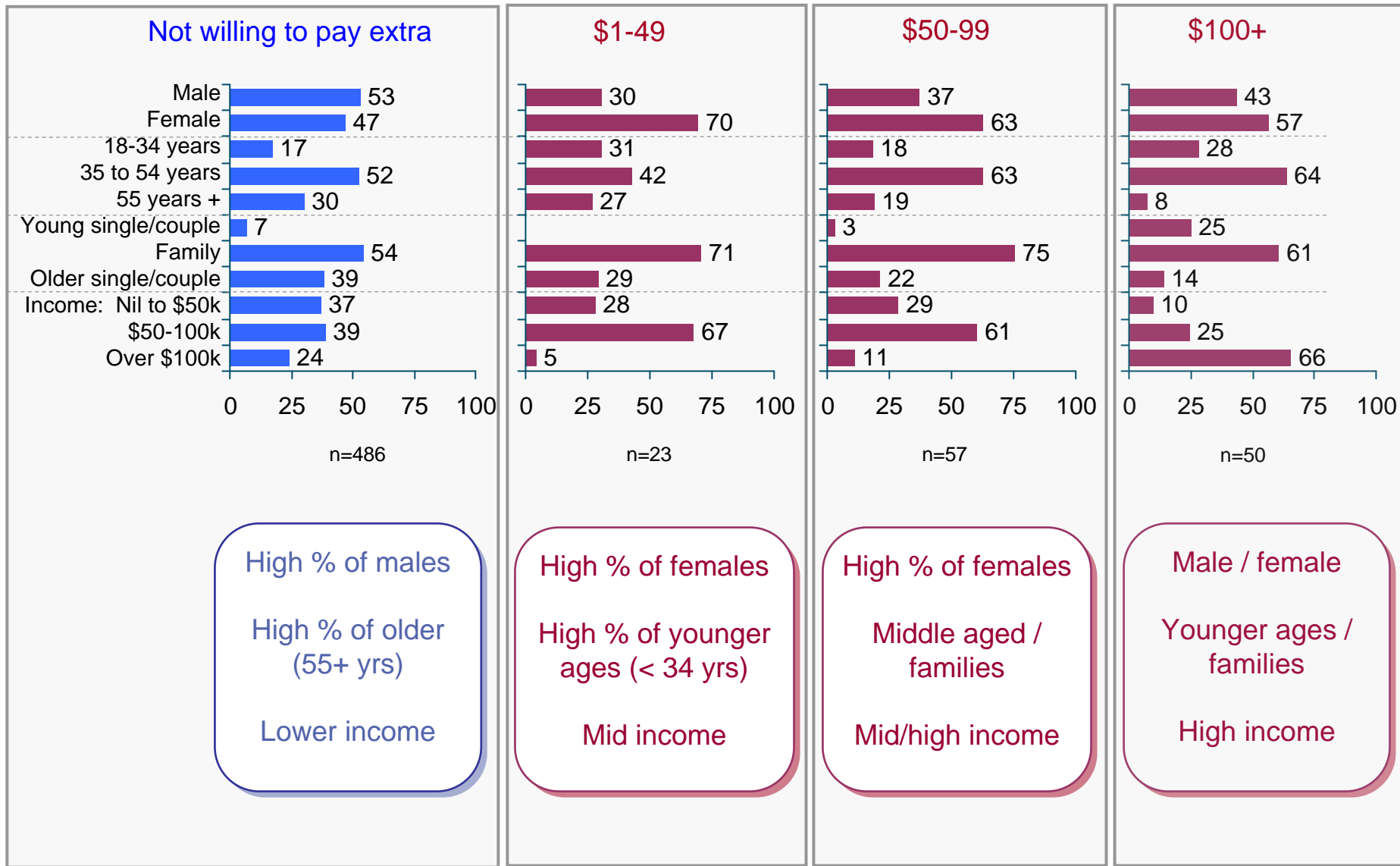
21% are willing to pay extra
Average amount = \$90.69

n=618

% of residents with kerbside recycling collection



Willingness to Pay Extra - Profile



Residents Without a Recycling Service



Department of Environment and Conservation
Government of Western Australia



synovate
Research reinvented

No Recycling Service – Key Findings

- Many residents without a kerbside recycling service also don't recycle household items via drop-off facilities. For many, this is because they don't know where the drop-off facilities are or because they are too far away.
- The vast majority believe that if a kerbside service was provided, they would take great care and effort to recycle as much household waste as possible.
- Paper, plastic and glass are the common items that people would like to be able to recycle.



Recycling Via Drop-Off Facility

Q: Do you recycle any household items via a drop-off facility?

	WA Overall (n=347)	Metro (n=57)	Regional (n=290)
Magazines/junk mail	20%	15%	25%
Tinned food cans	16%	8%	23%
Newspapers	15%	10%	19%
Plastic bags	12%	8%	15%
Milk & juice cartons	8%	6%	10%
Cards/envelopes & paper bags	7%	5%	8%
Used whitegoods	5%	3%	8%
Other household/crockery/toys	5%	10%	-
Cardboard	5%	5%	4%
Plastic lids	4%	5%	4%
Vegetable/food scraps	4%	7%	2%
Plastic bottles/cartons/containers	4%	3%	4%
Other car waste eg motor oil	3%	3%	2%

% of residents who do not have rubbish or kerbside recycling collection



Recycling Via Drop-Off Facility

Q: Do you recycle any household items via a drop-off facility?

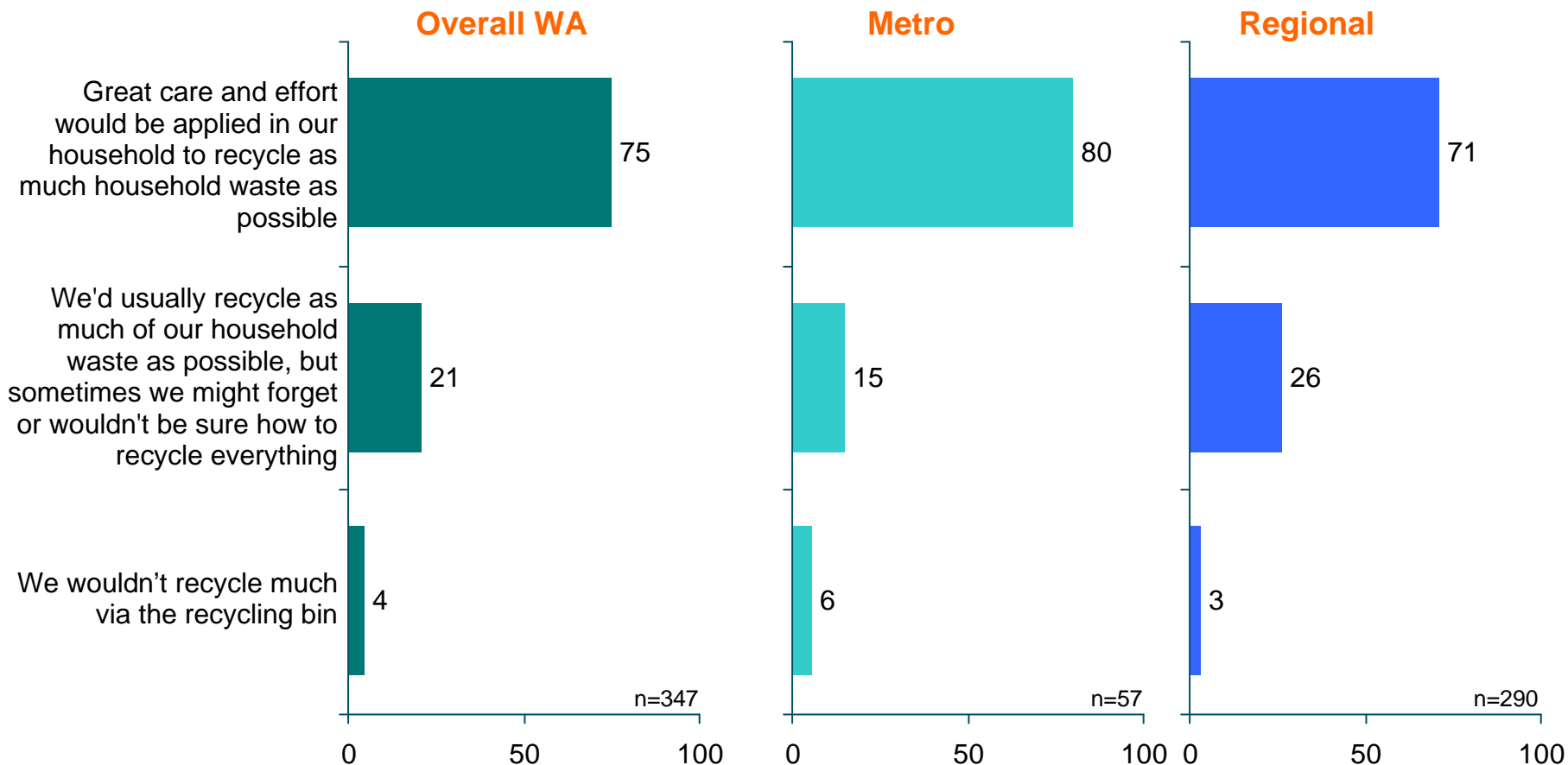
	WA Overall (n=347)	Metro (n=57)	Regional (n=290)
Plant pots	2%	2%	3%
Fluorescent tubes	2%	4%	-
Garden/green waste eg clippings, prunings	2%	3%	1%
Computers	2%	3%	-
Other printed matter eg books	2%	4%	-
Aluminium cans	2%	1%	2%
Mobile phones	1%	3%	-
Household batteries	1%	1%	-
Mixes/grades of plastics/brittle plastics	-	1%	-
Telephone books	-	-	1%
Other	2%	3%	2%
None	52%	53%	50%

% of residents who do not have rubbish or kerbside recycling collection



Behaviour if Service Was Provided

Q: Which of the following statements best describes what you would do if your household was supplied with a kerbside recycling collection service?



% of residents who do not have kerbside recycling collection



Recycling if Service Was Provided

Q: If you had a kerbside recycling collection service, which household items would you be likely to recycle?

	WA Overall (n=347)	Metro (n=57)	Regional (n=290)
Newspapers	65%	58%	71%
Plastic bottles/cartons/containers	64%	53%	74%
Glass jars/glass bottles	58%	51%	64%
Aluminium cans	45%	38%	52%
Plastic bags	37%	34%	40%
Tinned food cans	34%	30%	37%
Cardboard	34%	29%	38%
Magazines/junk mail	32%	23%	40%
Plastic lids	25%	18%	32%
Cards/envelopes & paper bags	21%	17%	25%
Milk & juice cartons	20%	13%	26%
Used whitegoods	11%	14%	8%

% of residents who do not have rubbish or kerbside recycling collection



Recycling if Service Was Provided

Q: If you had a kerbside recycling collection service, which household items would you be likely to recycle?

	WA Overall (n=347)	Metro (n=57)	Regional (n=290)
Garden/green waste eg clippings, prunings	8%	9%	7%
Plant pots	8%	7%	9%
Computers	8%	9%	7%
Vegetable/food scraps	7%	10%	6%
Mobile phones	6%	5%	7%
Household batteries	6%	5%	6%
Metal/steel cabling/copper/saucepans	-	-	1%
Clothing	-	-	1%
Other	2%	2%	1%
None	9%	16%	3%

% of residents who do not have rubbish or kerbside recycling collection

Future Intentions



Department of Environment and Conservation
Government of Western Australia



synovate
Research reinvented

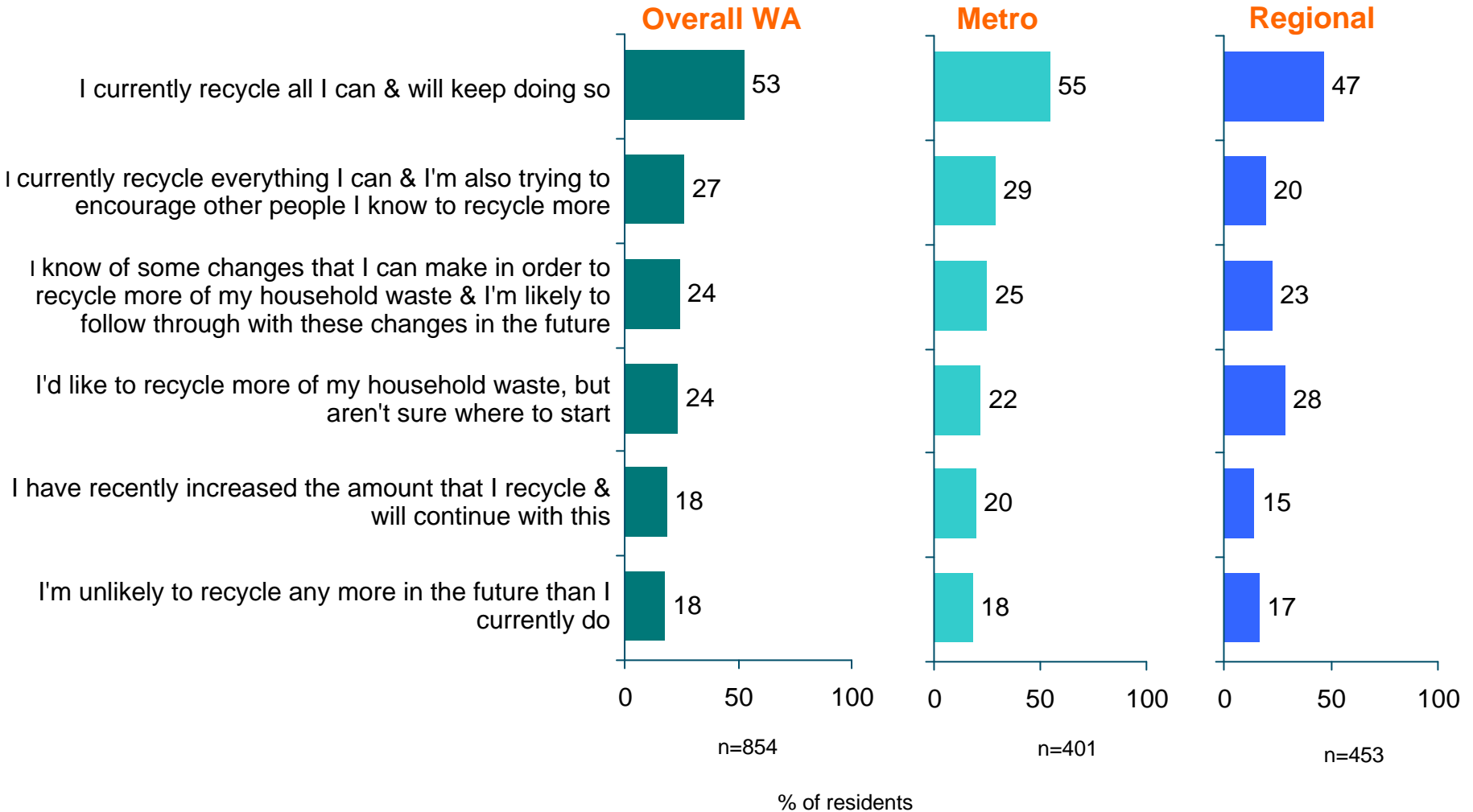
Future Intentions – Key Findings

- While approximately half of the community believe that they already recycle everything they can and will continue to do so, others acknowledge that there are changes they can make to their waste disposal behaviour, in order to recycle more.
- A central recycling collection service holds appeal for many, especially regional residents who don't currently have access to a recycling collection service.



Future Recycling Intentions

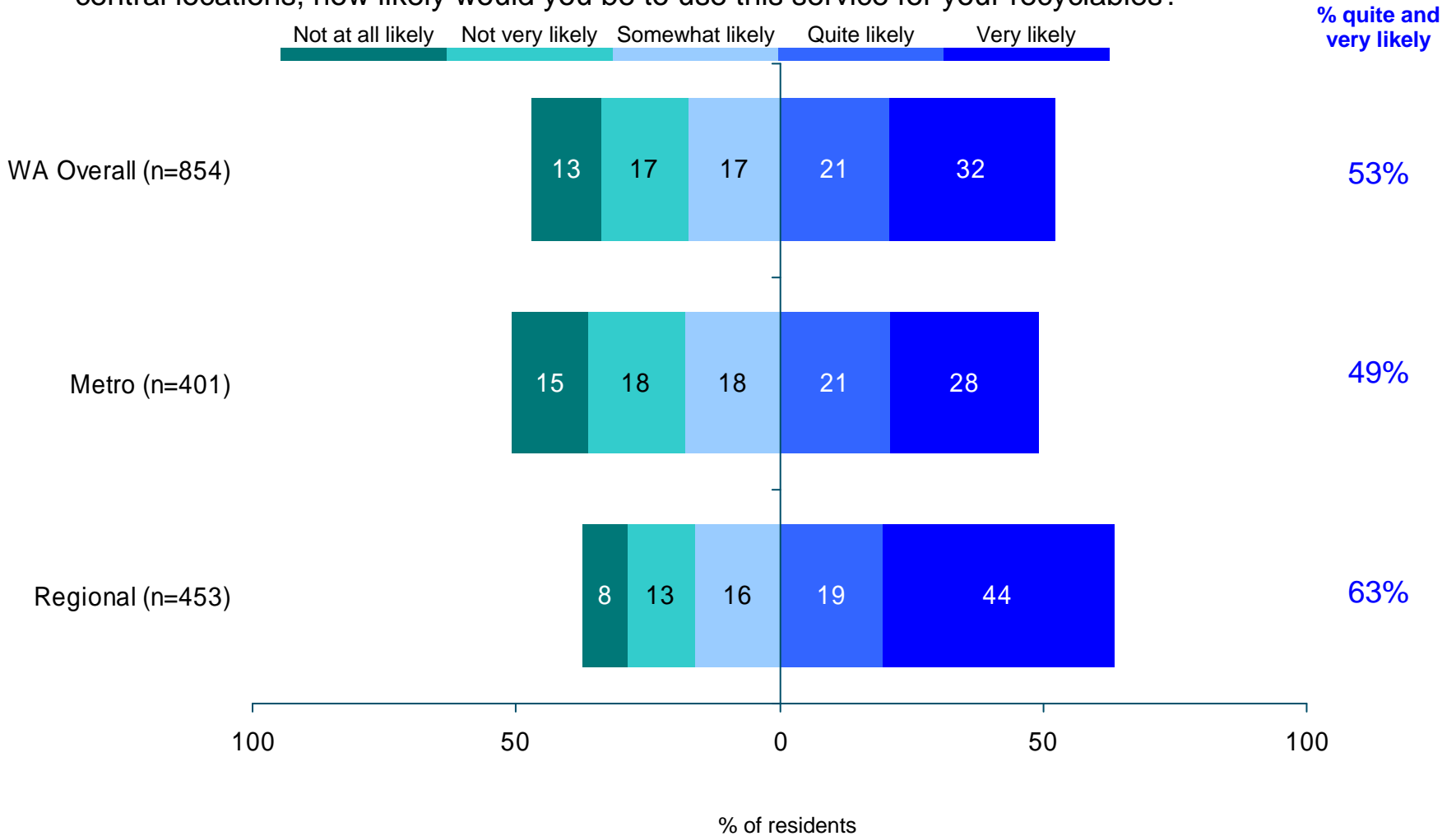
Q: Which of the following statements describes your approach towards recycling in the future?





Likelihood of Using Central Collection Service

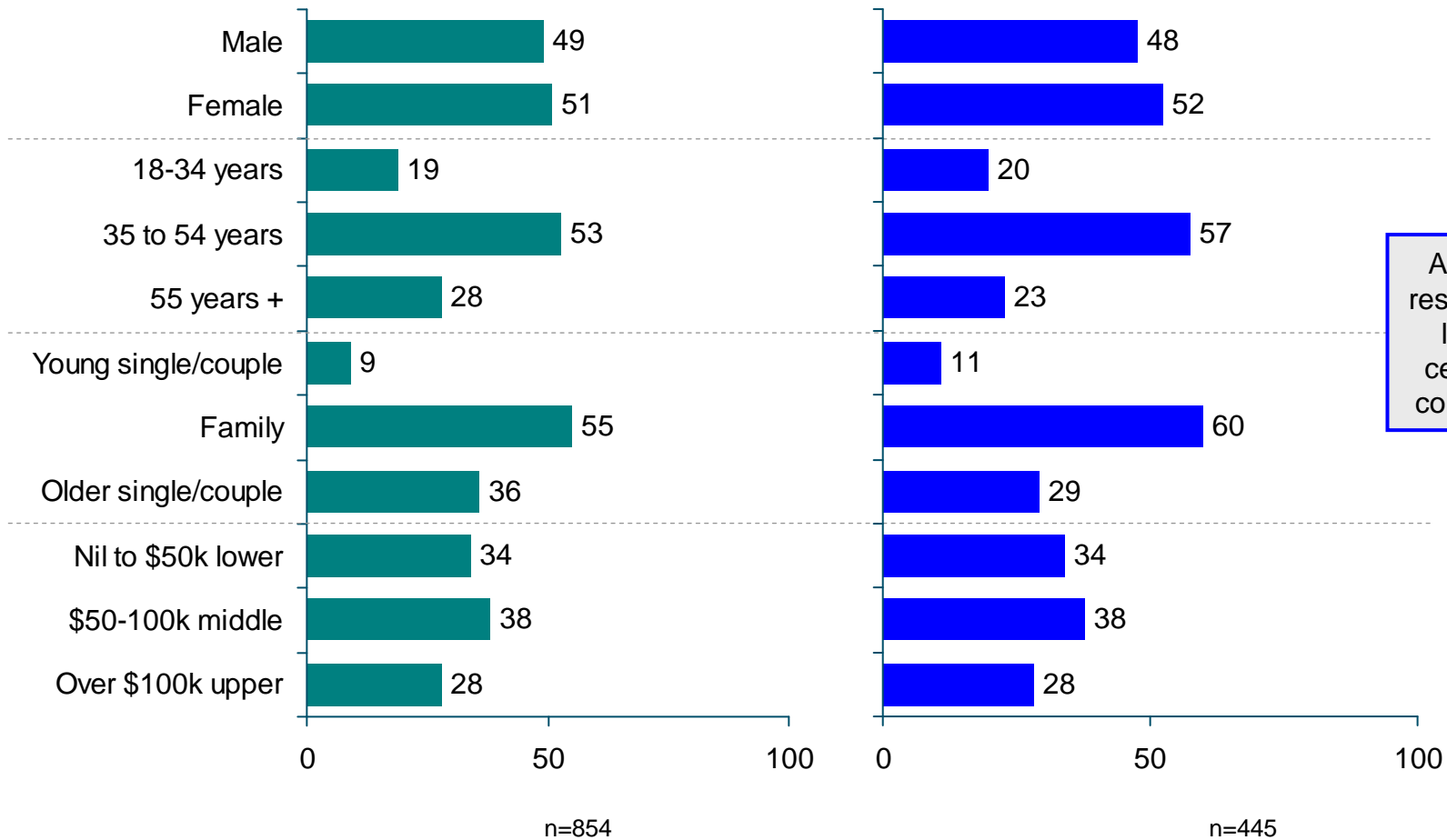
Q: If a central recycling collection service was established in your area, involving drop-off facilities in central locations, how likely would you be to use this service for your recyclables?



Profile of Likely Users

Overall WA

% of Residents who would be likely to use Central Recycling Collection Services



A wide range of residents would be likely to use a central recycling collection service.

Appendix



Department of Environment and Conservation
Government of Western Australia



synovate

Research reinvented



Items Currently Recycled – Metro

Q: Do you recycle any of the following items, either via your household collection service or by taking them to a drop-off facility?

	Metro weighted (n=344)	Metro average (n=344)	Mindarie metro (n=57)	East metro (n=70)	South East metro (n=69)	Southern metro (n=100)	Western metro (n=48)
Newspapers	94%	95%	89%	95%	98%	95%	99%
Glass jars/glass bottles	90%	91%	80%	95%	93%	93%	91%
Plastic bottles/cartons/containers	89%	91%	72%	91%	98%	98%	92%
Magazines/junk mail	88%	88%	77%	89%	88%	95%	89%
Aluminium cans	87%	89%	69%	90%	95%	96%	89%
Cardboard	86%	88%	72%	94%	94%	88%	92%
Milk & juice cartons	83%	86%	66%	90%	93%	88%	92%
Cards/envelopes & paper bags	81%	82%	73%	84%	90%	81%	79%
Tinned food cans	79%	83%	52%	85%	93%	90%	89%
Plastic lids	63%	65%	50%	66%	58%	75%	72%
Plastic bags	60%	60%	51%	58%	53%	71%	59%
Plant pots	40%	40%	28%	33%	44%	52%	39%
Garden/green waste	39%	42%	43%	42%	27%	36%	74%

% of residents with rubbish & kerbside recycling collection

Items Currently Recycled – Metro

Q: Do you recycle any of the following items, either via your household collection service or by taking them to a drop-off facility?

	Metro weighted (n=344)	Metro average (n=344)	Mindarie metro (n=57)	East metro (n=70)	South East metro (n=69)	Southern metro (n=100)	Western metro (n=48)
Used whitegoods	35%	34%	32%	35%	34%	39%	28%
Household batteries	24%	24%	17%	25%	21%	30%	23%
Vegetable/food scraps	23%	24%	24%	31%	15%	20%	31%
Computers	20%	20%	22%	18%	18%	20%	23%
Mobile phones	19%	18%	22%	16%	14%	20%	17%
Fluorescent tubes	9%	9%	3%	7%	11%	14%	6%
Car batteries	4%	4%	-	6%	2%	7%	2%
Clothing	2%	2%	1%	6%	3%	1%	1%
Other car waste, e.g. motor oil/tyres	1%	1%	2%	-	2%	2%	-
Other household/crockery/toys	1%	1%	1%	-	3%	1%	-
Scrap metal/steel cabling/copper	1%	1%	-	3%	-	-	7%
Telephone books	1%	1%	-	-	1%	1%	2%
Other printed matter, e.g. books	-	-	-	1%	-	-	1%

% of residents with rubbish & kerbside recycling collection



Items Currently Recycled – Regional

Q: Do you recycle any of the following items, either via your household collection service or by taking them to a drop-off facility?

	Regional weighted (n=163)	Regional average (n=163)	Kimberley (n=15)	Pilbara (n=2)	Gascoyne (n=1)	Mid-West (n=1)	Gold-Esp. (n=16)	Wheatbelt (n=12)	Peel (n=49)	South-West (n=35)	Great Southern (n=32)
Plastic bottles/cartons/containers	98%	97%	96%	59%	100%	100%	100%	93%	97%	100%	98%
Newspapers	96%	95%	96%	100%	100%	100%	76%	100%	94%	98%	100%
Glass jars/glass bottles	94%	93%	96%	41%	100%	100%	82%	100%	97%	91%	98%
Aluminium cans	94%	94%	97%	41%	100%	100%	95%	88%	98%	91%	97%
Cardboard	92%	92%	89%	100%	100%	-	92%	94%	95%	93%	89%
Milk & juice cartons	90%	90%	100%	-	100%	100%	88%	94%	89%	91%	92%
Cards/envelopes & paper bags	89%	88%	96%	100%	100%	-	84%	97%	83%	96%	88%
Magazines/junk mail	89%	88%	79%	100%	100%	100%	76%	61%	85%	96%	100%
Tinned food cans	89%	90%	100%	41%	100%	-	90%	79%	90%	85%	100%
Plastic lids	72%	71%	72%	59%	100%	100%	41%	81%	71%	76%	75%
Plastic bags	62%	63%	68%	59%	100%	100%	53%	45%	68%	61%	65%
Garden/green waste	47%	46%	39%	-	100%	100%	32%	35%	41%	52%	63%

% of residents with rubbish & kerbside recycling collection

Items Currently Recycled – Regional

Q: Do you recycle any of the following items, either via your household collection service or by taking them to a drop-off facility?

	Regional weighted (n=163)	Regional average (n=163)	Kimberley (n=15)	Pilbara (n=2)	Gascoyne (n=1)	Mid-West (n=1)	Gold-Esp (n=16)	Wheatbelt (n=12)	Peel (n=49)	South-West (n=35)	Great Southern (n=32)
Used whitegoods	43%	43%	38%	-	-	100%	47%	50%	45%	44%	39%
Plant pots	35%	38%	42%	59%	100%	-	37%	37%	41%	26%	44%
Vegetable/food scraps	27%	25%	15%	-	100%	100%	16%	21%	28%	32%	23%
Household batteries	27%	26%	18%	-	-	-	16%	25%	31%	24%	33%
Computers	18%	16%	26%	-	-	-	13%	21%	12%	25%	10%
Mobile phones	16%	17%	36%	-	-	-	21%	13%	14%	18%	10%
Fluorescent tubes	6%	8%	26%	-	-	-	16%	9%	6%	-	9%
Other car waste, e.g. motor oil/ tyres	3%	3%	-	-	-	-	-	-	2%	5%	-
Scrap metal/ steel cabling/ copper	2%	2%	-	-	-	-	-	-	4%	-	3%
Telephone books	1%	1%	-	-	-	-	4%	-	-	2%	4%
Car batteries	1%	1%	4%	-	-	-	-	-	-	3%	-
Clothing	1%	1%	-	-	-	-	-	7%	-	2%	-

% of residents with rubbish & kerbside recycling collection

Recycling Attitudes and Behaviour - Metro

	Metro weighted (n=344)	Metro average (n=344)	Mindarie metro (n=57)	East metro (n=70)	South East metro (n=69)	Southern metro (n=100)	Western metro (n=48)
Great care & effort is always applied in my household to recycle as much household waste as possible	92%	92%	88%	94%	94%	94%	89%
I'm confident that I know enough about recycling to be able to recycle my household waste as effectively as possible	77%	76%	62%	84%	78%	82%	68%
If I wanted to get more information about recycling, I'm confident that I'd easily be able to find it	76%	76%	63%	79%	69%	87%	72%
I influence others in my household to recycle more	66%	66%	57%	62%	66%	74%	63%
I'm confident that my household recyclables actually end up being recycled after collection	63%	63%	69%	59%	73%	57%	60%
I've been influenced by people who don't live in my household to recycle more	40%	39%	50%	30%	36%	40%	40%

% of residents with rubbish & kerbside recycling collection who **agree** with the statement

Recycling Attitudes and Behaviour– Metro

	Metro weighted (n=344)	Metro average (n=344)	Mindarie metro (n=57)	East metro (n=70)	South East metro (n=69)	Southern metro (n=100)	Western metro (n=48)
I've been influenced by others in my household to recycle more	37%	36%	37%	39%	36%	37%	29%
I'm unable to recycle as much as I would like to because of the inadequate recycling collection service in my area	34%	34%	43%	35%	22%	32%	41%
I'm unsure about how to recycle some of my household waste & this prevents me from recycling as much as I would like to	33%	33%	47%	26%	32%	27%	36%
We don't recycle as much as we could because it sometimes requires a fair bit of effort	25%	23%	39%	26%	15%	19%	16%
I'm busy & lack the time to always recycle everything	20%	18%	28%	26%	14%	15%	3%
I don't believe that my recycling efforts will make a real difference to the environment	12%	14%	11%	7%	16%	12%	24%

% of residents with rubbish & kerbside recycling collection who **agree** with the statement

Recycling Attitudes and Behaviour– Regional

	Regional weighted (n=163)	Regional average (n=163)	Kimb (n=15)	Pilbara (n=2)	Gas (n=1)	Mid-West (n=1)	Gold-Esp. (n=16)	Wheat (n=12)	Peel (n=49)	South-West (n=35)	Great Southern (n=32)
Great care & effort is always applied in my household to recycle as much household waste as possible	96%	95%	100%	100%	100%	100%	95%	93%	94%	95%	100%
I'm confident that I know enough about recycling to be able to recycle my household waste as effectively as possible	78%	77%	71%	59%	100%	100%	81%	73%	84%	70%	92%
If I wanted to get more information about recycling, I'm confident that I'd easily be able to find it	76%	75%	67%	59%	-	100%	94%	67%	76%	67%	89%
I influence others in my household to recycle more	71%	71%	76%	100%	100%	100%	68%	78%	69%	65%	76%
I'm confident that my household recyclables actually end up being recycled after collection	66%	67%	93%	59%	100%	100%	78%	47%	66%	64%	59%
I've been influenced by others in my household to recycle more	50%	50%	70%	100%	-	100%	33%	37%	42%	53%	49%

% of residents with rubbish & kerbside recycling collection who **agree** with the statement

Recycling Attitudes and Behaviour– Regional

	Regional weighted (n=163)	Regional average (n=163)	Kimb (n=15)	Pilbara (n=2)	Gas (n=1)	Mid-West (n=1)	Gold-Esp. (n=16)	Wheat (n=12)	Peel (n=49)	South-West (n=35)	Great Southern (n=32)
I've been influenced by people who don't live in my household to recycle more	40%	40%	79%	100%	100%	100%	31%	38%	34%	33%	57%
I'm unsure about how to recycle some of my household waste & this prevents me from recycling as much as I would like to	36%	36%	39%	100%	100%	-	23%	56%	27%	39%	33%
I'm unable to recycle as much as I would like to because of the inadequate recycling collection service in my area	34%	35%	32%	100%	-	-	11%	62%	21%	44%	31%
I'm busy & lack the time to always recycle everything	19%	20%	37%	59%	-	-	27%	22%	13%	21%	15%
I don't believe that my recycling efforts will make a real difference to the environment	16%	16%	7%	59%	-	-	9%	22%	10%	25%	10%
We don't recycle as much as we could because it sometimes requires a fair bit of effort	15%	15%	17%	59%	100%	-	24%	21%	14%	14%	10%

% of residents with rubbish & kerbside recycling collection who **agree** with the statement

Encouraging Recycling - Metro

	Metro weighted (n=401)	Metro average (n=401)	Mindarie metro (n=100)	East metro (n=81)	South East metro (n=70)	Southern metro (n=100)	Western metro (n=50)
Non-recyclable products to be clearly labelled	91%	90%	91%	90%	92%	94%	77%
Having bin stickers explaining what products can or can't be disposed of in them	82%	80%	86%	86%	80%	78%	65%
Clearer information on product packaging with disposal instructions	78%	78%	72%	83%	78%	82%	76%
Knowing more about what happens to recyclables after they collected ie how they are reused.	75%	77%	66%	82%	82%	76%	86%
Your local council providing you with more information about recycling	71%	70%	74%	69%	71%	70%	67%
Your local council providing a better recycling collection service	65%	63%	76%	67%	50%	59%	56%
Having a separate bin inside your home for recycling	56%	54%	58%	57%	51%	59%	38%

% of residents

Encouraging Recycling - Regional

	Regional weighted (n=453)	Regional average (n=453)	Kimberley (n=51)	Pilbara (n=51)	Gascoyne (n=51)	Mid-West (n=50)	Gold-Esp. (n=50)	Wheatbelt (n=50)	Peel (n=50)	South-West (n=50)	Great Southern (n=50)
Non-recyclable products to be clearly labelled	91%	90%	91%	92%	84%	89%	94%	84%	93%	96%	88%
Having bin stickers explaining what products can or can't be disposed of in them	84%	86%	88%	98%	91%	86%	81%	78%	85%	75%	90%
Clearer information on product packaging with disposal instructions	81%	80%	83%	78%	73%	71%	92%	68%	88%	85%	84%
Your local council providing a better recycling collection service	76%	81%	91%	100%	93%	94%	76%	78%	41%	73%	69%
Your local council providing you with more information about recycling	73%	73%	82%	90%	70%	77%	70%	59%	67%	75%	64%
Knowing more about what happens to recyclables after they collected ie how they are reused.	72%	69%	74%	66%	66%	65%	57%	60%	82%	82%	70%
Having a separate bin inside your home for recycling	68%	73%	82%	96%	78%	83%	81%	63%	53%	60%	45%

% of residents



Re-use and Recycling Behaviour - Metro

	% Mostly/ Always						
	Metro weighted (n=401)	Metro average (n=401)	Mindarie metro (n=100)	East metro (n=81)	South East metro (n=70)	Southern metro (n=100)	Western metro (n=50)
Make a conscious effort to avoid buying products that come with lots of packaging	42%	43%	45%	38%	35%	44%	57%
Make a conscious effort to buy products that are made from recycled material	36%	37%	37%	35%	30%	40%	45%
Re-use items such as jars, plastic bags and containers instead of throwing them away	81%	81%	86%	79%	85%	77%	80%

	Metro weighted (n=344)	Metro average (n=344)	Mindarie metro (n=57)	East metro (n=70)	South East metro (n=69)	Southern metro (n=100)	Western metro (n=48)
Wash or clean out any containers or jars before placing them in your recycling bin	79%	80%	84%	69%	87%	79%	84%

% of residents with kerbside recycling collection

Re-use and Recycling Behaviour - Regional



	% Mostly/ Always										
	Regional weighted (n=453)	Regional average (n=453)	Kimb (n=51)	Pilbara (n=51)	Gas (n=51)	Mid-West (n=50)	Gold-Esp. (n=50)	Wheat (n=50)	Peel (n=50)	South-West (n=50)	Great Southern (n=50)
Make a conscious effort to avoid buying products that come with lots of packaging	39%	39%	46%	26%	34%	50%	32%	26%	46%	43%	37%
Make a conscious effort to buy products that are made from recycled material	35%	35%	54%	34%	40%	42%	28%	20%	27%	40%	37%
Re-use items such as jars, plastic bags and containers instead of throwing them away	81%	81%	84%	80%	80%	84%	80%	84%	84%	80%	72%

	Regional weighted (n=163)	Regional average (n=163)	Kimb (n=15)	Pilbara (n=2)	Gas (n=1)	Mid-West (n=1)	Gold-Esp. (n=16)	Wheat (n=12)	Peel (n=49)	South-West (n=35)	Great Southern (n=32)
Wash or clean out any containers or jars before placing them in your recycling bin	86%	87%	83%	59%	100%	100%	89%	74%	93%	84%	88%

% of residents with kerbside recycling collection

Satisfaction with Collection Services - Metro



	% Satisfied/ Very satisfied						
	Metro weighted (n=400)	Metro average (n=400)	Mindarie metro (n=99)	East metro (n=81)	South East metro (n=70)	Southern metro (n=100)	Western metro (n=50)
Regular rubbish collection service	89%	90%	80%	94%	92%	95%	87%
	Metro weighted (n=344)	Metro average (n=344)	Mindarie metro (n=57)	East metro (n=70)	South East metro (n=69)	Southern metro (n=100)	Western metro (n=48)
Kerbside recycling collection service	83%	83%	75%	82%	82%	90%	85%

% of residents with the above service

Satisfaction with Collection Services - Regional



	% Satisfied/ Very satisfied										
	Regional weighted (n=401)	Regional average (n=401)	Kimb (n=37)	Pilbara (n=51)	Gas (n=43)	Mid-West (n=47)	Gold-Esp. (n=48)	Wheat (n=41)	Peel (n=50)	South-West (n=45)	Great Southern (n=39)
Regular rubbish collection service	90%	90%	83%	90%	92%	82%	92%	89%	100%	87%	92%
	Regional weighted (n=163)	Regional average (n=163)	Kimb (n=15)	Pilbara (n=2)	Gas (n=1)	Mid-West (n=1)	Gold-Esp. (n=16)	Wheat (n=12)	Peel (n=49)	South-West (n=35)	Great Southern (n=32)
Kerbside recycling collection service	92%	91%	85%	100%	100%	100%	89%	91%	94%	93%	88%

% of residents with the above service

Department of Environment & Conservation

A Profile of Recycling Behaviour

March 2007



Department of Environment and Conservation
Government of Western Australia



synovate

Research reinvented