



## PLASTICS RECYCLING SURVEY - SUMMARY REPORT

### Background

The plastics recycling survey went live on 24 February 2014 with the aim of helping us to better understand how people in Nottinghamshire recycle their household plastics. The survey closed on 10 March 2014.

The survey was distributed through a variety of channels, including social media and to 2,205 members of the County Council's Citizens' Panel.

The stats for clicks from each channel through to the survey were as follows:

- . 125 clicks from Twitter
- . 10 clicks from Facebook
- . 20 clicks from the public website (19 unique)
- . 561 clicks from the intranet (533 unique)

### Response

1,559 people visited the survey, with over 1,300 people completing the survey. In addition 619 people supplied their email addresses and would be happy to participate in public participation studies (including focus groups) in future. This could be useful for any campaign message testing.

### Key Findings

The survey has provided valuable and important data on recycling habits in Nottinghamshire and gives a clearer picture of the current situation. Key findings are as follows:

- The whole of Nottinghamshire was represented with over 10% of survey respondents from each district. Gedling and Rushcliffe had a slightly higher number of respondents at 18.9% and 19.6% respectively
- Over 99% of survey respondents use their wheeled recycling bin at home
- The top 3 plastics recycled by people at home were:
  - Plastics drinks bottles – 98.4%
  - Shampoo bottles – 92%
  - Spray bottles (i.e. cleaning bottles) – 84%
- 71.2% of survey respondents rinse their plastic items before putting them in their wheeled recycling bin
- Only 56.4% of survey respondents remove plastic bottle top lids or spray triggers before putting plastic bottles in their wheeled recycling bin
- In terms of checking whether things can go in their wheeled recycling bin:
  - 55.3% of survey respondents check the label or bottom of the container for marks
  - 44.1% look at their bin sticker
  - 29.2% take a guess
- 76.8% of survey respondent said they found certain items of plastics confusing when recycling, with the following items coming out particularly high:
  - 66.2% food trays
  - 61.6% fruit and veg trays
  - 45.8% bottle lids
- 79.8% of survey respondents would like to receive more information about which plastics can be recycled in their wheeled recycling bin and the most popular ways of receiving this information were:
  - 62.6% leaflet
  - 42.4% email
  - 14.4% website
- 71.1% of survey respondents are interested in knowing what happens to their plastic recycling once it has been collected and the most popular ways of receiving this information were:
  - 48.1% leaflet
  - 47.9% email
  - 22.8% website