

# **Attitudes Towards Waste Management**

**Survey of Residents in the South East**

**Research Study Conducted for  
South East of England Regional Assembly**



**27 March to 10 April, 2003**



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# 1 Introduction

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## 1.1 Background and objectives

South East England Regional Assembly (SEERA) has a duty to consult the residents of the South East as it develops its plans and strategies for the future of the region.

The consultation process for the Waste Management Strategy for the South East began in March 2003. Over the course of the next couple of months, organisations, stakeholders and residents will have the opportunity to give their views on the draft Strategy, *South East England Regional Assembly: Regional Waste Management Strategy Draft*. This sets out the context of the waste management problem, a vision for the South East and the policy interventions available.

As a complement to the internal analysis of responses to the consultation from organisations and stakeholders active in this field, SEERA commissioned MORI to conduct research with residents to:

- Understand behaviour – not what people *say* they would do, but what they *actually do* in practice; and, crucially, how quickly people can change their behaviour towards waste and recycling.
- Test out different options, and gauging reactions to key proposals in the Draft Waste Management Strategy.

This report presents the findings research among the general public.

## 1.2 Methodology

A dual approach of *quantitative* and *qualitative* research was undertaken to best meet the objectives of this study. Throughout the report, where applicable (e.g. a topic was addressed in both the quantitative and qualitative research), we have integrated the findings from the quantitative and qualitative research to provide an in-depth, and full understanding of resident's perceptions.

### Quantitative research

Across the South East region, 800 telephone interviews were conducted (using CATI – Computer Aided Telephone Interviewing), with fieldwork taking place between 27 March and 10 April 2003.

Quotas were set for sex, age and work status (based on the 2001 Census) to reflect the population profile in each area. At the analysis stage, data was weighted by sex, age and work status to the known population profile.

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## Qualitative research

Six discussion groups were conducted in the South East of England. The groups were spread geographically across three locations, and quotas were set by level of recycling. The broad definitions of the groups were as follows:

Location and Date	Respondent Recycling Level	Other Screening Criteria
Eastleigh	<ul style="list-style-type: none"> <li>High</li> </ul>	<ul style="list-style-type: none"> <li>At least two with communal or no garden</li> <li>Mix of genders</li> <li>Mix of age</li> <li>Mix of social class</li> <li>Mix of urban and rural residents</li> </ul>
Eastleigh	<ul style="list-style-type: none"> <li>Medium</li> </ul>	
Reading	<ul style="list-style-type: none"> <li>Medium</li> </ul>	
Reading	<ul style="list-style-type: none"> <li>Low</li> </ul>	
Tunbridge Wells in Kent	<ul style="list-style-type: none"> <li>High</li> </ul>	
Tunbridge Wells in Kent	<ul style="list-style-type: none"> <li>Low</li> </ul>	

## 1.3 Interpretation of the data

### Quantitative Results

It should be remembered that this survey is based on a sample, not the entire population of the South East England region. In consequence, all results are subject to sampling tolerances, which means that all not all differences are statistically significant. That said, the sub-group differences that are mentioned in this report are all statistically significant at the 95% confidence level.

An overall sample of 800 residents carries a margin of error of around plus or minus four per cent. This is an acceptable margin of error for conducting robust statistical analysis about the perceptions of residents in the South East of England. Results for different subgroups will need to be further apart for the difference to be statistically significant, depending on the size of the sample and the finding itself – see the section on statistical reliability appended to this report.

Where percentages do not sum to 100, this is due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. Throughout the volume an asterisk (\*) denotes any value less than half a per cent.

## Qualitative Results

Two of the key strengths of qualitative research are that it allows issues to be explored in detail and enables researchers to test the strength of people's opinion. However, it needs to be remembered that qualitative research is designed to be *illustrative* rather than *statistically representative* and therefore does not allow conclusions to be drawn about the extent to which views are held. In addition, it is important to bear in mind that we are dealing with perceptions, rather than facts.

Throughout the report, use is made of verbatim comments from participants. Where this is the case, it is important to remember that the views expressed do not always represent the views of the group as a whole, although in each case the verbatim is representative of at least a minority.

### 1.4 Acknowledgements

MORI would like to thank Mike Gwilliam and Tessa Bartholomew at the South East England Regional Assembly for their help and assistance in the development of this project.

Most of all, thanks to all members of the public who gave up their time to take part in the research programme.

### 1.5 Publication of data

As with all our studies, findings from this survey are subject to our Standard Terms & Conditions. Any press release or publication of the findings of this survey requires the advance approval of MORI. Such approval would only be refused on the grounds of inaccuracy or misrepresentation.

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## 2 Executive Summary

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### 2.1 Waste Management at a Personal Level: Reported Behaviours, General Attitudes and Visibility of Services

There is a mismatch between reported behaviour and general endorsement of recycling:

- The vast majority (97%) of residents in the South East say that recycling is a worthwhile activity. Indeed, just short of four in five say recycling is a *very worthwhile* exercise. South East residents appear to have more positive perceptions surrounding recycling than other parts of the country (79% versus 60%)<sup>1</sup>.
- It is interesting to continue this summary by looking at the extent to which South East residents currently look to minimise waste. Two in five (40%) report that they are always willing to try or that they try most of the time to minimise the amount of waste they produce. While a further third say that this is sometimes the case, it is perhaps disappointing that over a quarter (26%) say that they rarely or never seek to reduce waste.

**The challenge for the strategy will be to find measures that translate these positive attitudes into action. Bringing about behavioural change in people's daily routines and lifestyles is notoriously difficult to achieve, but the research shows that the South East public are receptive to recycling and ready/willing to be persuaded.**

### 2.2 Pulling Together: How can Residents be helped to increase their Activities?

As we have seen, some people in the South East are actively recycling while others are doing very little. **The strategy will need to take this into account and tailor its policies to reflect these differences.**

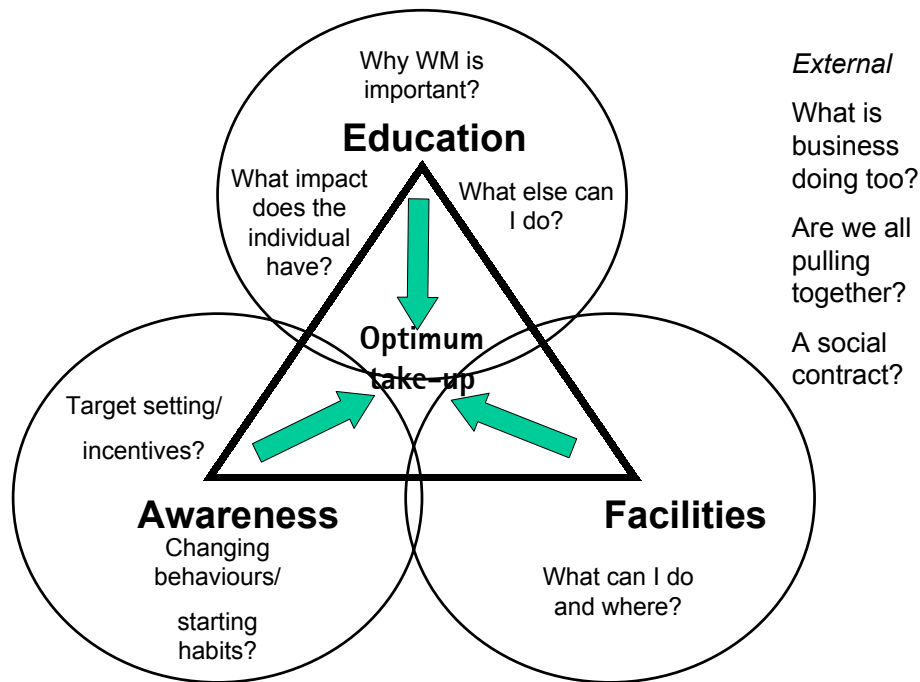
The Strategy must first seek to address how it can **educate the quarter who say that they rarely or never seek to reduce waste about the impact of their behaviour.** In seeking to do so it will also be important to take into account the socio-economic make-up of this less enthusiastic group discussed later in this document.

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<sup>1</sup> Recycling and packaging from the domestic waste stream, MORI/INCPEN 1999



## Optimum Waste Management at the Individual Level



Beyond education, there are more sophisticated solutions relating to promoting deeper awareness of waste management at a household level. Can incentives be delivered to residents at a local level, as is planned in Bracknell Forest? Using smartcard technology, this authority is looking to offer discounts to residents on other council services (e.g. leisure services) based on the amount recycled.

### Visibility or availability of current services is quite high:

- Encouragingly, more than nine in ten (92%) say that recycling banks are available in their local area.
- Seven in ten (70%) say that recyclable materials can be placed on their doorsteps, while 20% report that the same doorstep collection service is available for compostable materials.

Here, results indicate that while some residents are not taking full advantage of the services due to their actual behaviour (in spite of the positive stance they take regarding personal waste management), others, such as those living in flats, are simply not able to access facilities such as composting. **Therefore plans at a local level must look to address issues relating to location of residences and how it is physically much harder for some to recycle.**

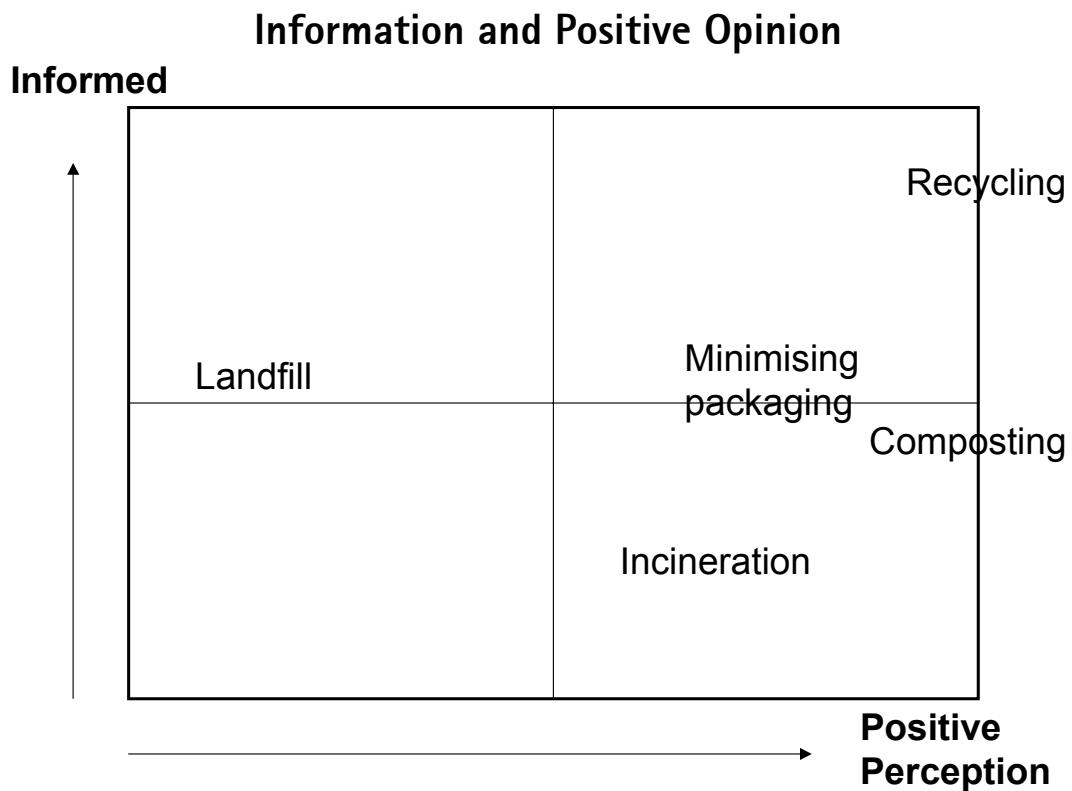
Just as important though in encouraging take-up is **communicating to residents that waste management and reduction is a joint effort in which businesses and government are also engaged.** Indeed, the largest perceived portion of responsibility for minimising waste is with the companies making products and packaging. The most visible way in which residents will notice this is through an increase in the provision of reusable or recyclable packaging that

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they come into contact with while they behave as consumers. While residents still recognise a personal responsibility for minimising the amount of waste produced (19% say that the public are responsible), more still say that companies who make products and packing and supermarkets (59% and 33% respectively) are responsible.

### 2.3 The Wider Issue of Waste Management in the South East and the Regional Waste Management Strategy

We have already touched on the fact that awareness and positive opinion around waste management vehicles such as recycling and composting are both high. To provide further context, minimising packing and materials is also viewed positively, and incineration is viewed relatively positively while level of knowledge is lower. Landfill, however, is an issue about which the public say they are relatively well informed, but also about which they are largely negative. These findings are illustrated in the chart below.



**Incineration and landfill are clearly the two areas where most care is needed.**

- Incineration receives a conditional endorsement on the basis that quality control and safety standards are ensured. For example, harmful emissions are kept to a minimum, and incineration is only used on those materials that cannot be recycled.

- Negative perceptions around landfill, which centre on the lack of biodegradability of materials and use of space can be used to promote acceptance of alternative methods of waste disposal.

**Indeed, acceptance of incineration is in part driven by the fact that it is seen as less undesirable than landfills.**

**Overall, there is a good degree of support for the draft Waste Management Strategy**, which proposes in the longer term that 60% of waste should be recycled, 25% dealt with through energy recovery or incineration, and the remainder sent to landfill. Four in five (81%) say that they strongly support or tend to support the plan that they are presented with.

The qualitative findings very much support the quantitative findings, while highlighting some important caveats or public guarantees. **Residents recognise the need for a multi-faceted approach to waste management, and are content that the majority of waste will be dealt with in an environmentally friendly and ultimately useful manner.**

- Perhaps as an admission that their own behaviour does not match their stated feelings, this target (60% recycled) is seen to be ambitious.
- There is conditional acceptance surrounding the use of incineration, but this is very much contingent on ensuring safe emissions. While there is support for incineration as a means of creating renewable energy, the signs are that this is a secondary consideration.
- Landfill is only to be used as a last resort.

These are, of course, only perceptions. They can be turned around, but it appears that to do so in the short term will be difficult. As the strategy is finalised, it will be important to communicate to the public that extreme care has been taken in the decision making process. Further, it must be shown how exactly the strategy will impact on the region, and how a more focussed and approach to waste management will benefit wider society.

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*Checked & Approved:*

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*Andrew Collinge*

*Yvonne Rosebart*

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## 3 Waste Management Behaviour and Provision

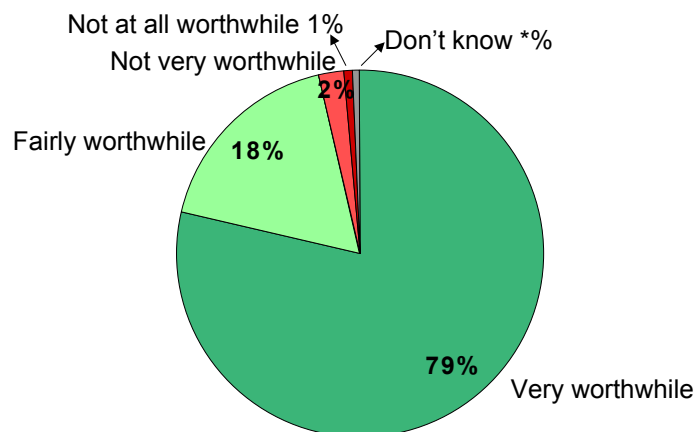
### 3.1 Recycling seen as Worthwhile

Across the South East of England, 97% of residents feel that recycling rubbish is worthwhile, including 79% who state it is *very worthwhile*.

While this is not unique to the South East – 94% nationally think recycling is worthwhile – the proportion of people in the South East who think it is ‘very’ worthwhile is significantly greater than is seen nationally (79% versus 60% respectively). This suggests residents in the South East are even more behind recycling than their regional counterparts.<sup>2</sup>

#### Do Residents Consider Recycling Worthwhile?

Q Overall, how worthwhile or not do you think recycling household rubbish is?



Base: All respondents (800)

Source: MORI

Overall attitudes towards recycling are consistent across the board – with no significant differences by key sub-groups. However, strength of opinion does vary, with females, those 25+ years of age, and those living in detached/semi-detached houses being more likely to feel that recycling is *very worthwhile*.

Positively, strong feelings towards the value of recycling lead to action – with those indicating they minimise waste always or most times and/or compost everything or most things being more likely to state that recycling is *very worthwhile*.

<sup>2</sup> Recycling and packaging from the domestic waste stream, MORI/INCPEN 1999

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**Q Overall, how worthwhile or not do you think recycling rubbish is?**

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	Very Worthwhile	Worthwhile	Not Worthwhile
<i>Base: All respondents</i>	%	%	%
<b>Total</b>	79	97	2
<b>Gender</b>			
Male	72	97	3
Female	85	98	2
<b>Age</b>			
16 to 24	65	98	2
25 to 34	77	98	1
35 to 54	83	97	3
55 to 64	82	96	3
65+	80	97	2
<b>Social Class</b>			
AB	81	96	3
C1	79	98	2
C2	78	97	3
DE	78	99	1
<b>Length of Residence</b>			
Under two years	79	97	3
Two or more years	79	97	2
<b>Resident's Location</b>			
City/large town	77	98	2
Medium/small town	78	97	2
Village/rural area	82	97	2
<b>Type of Dwelling</b>			
Detached/semi-detached house	82	97	2
Terraced house	75	97	2
Flat	71	97	3
<b>Access to Recycling Services</b>			
Doorstep recycling	81	98	2
Doorstep composting	79	97	3
Bring sites	79	97	2
<b>Waste Minimisation Behaviour</b>			
Always/most times	86	98	2
Rarely/never	66	94	5

*Source: MORI*

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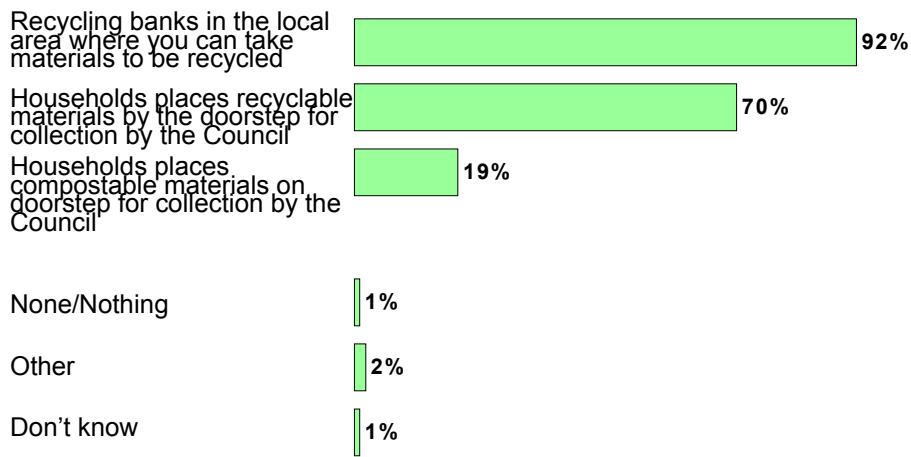
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### 3.2 High Proportion of South East Residents Report Having Doorstep Recycling Services

Reported provision of doorstep recycling services in the South East of England is high. Seven in ten residents report having door-step collection services for recycling. In addition, 19% report having doorstep collection for compost materials.

#### Local Recycling Provision

Q Which, if any, of the following recycling facilities/services do you have in your local area?



Base: All respondents (800)

Source: MORI

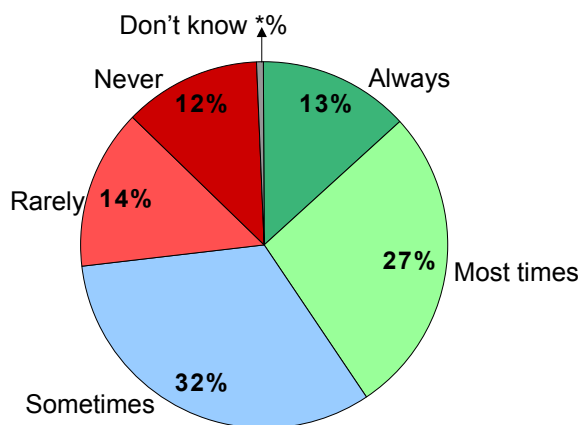
As one would expect, type of dwelling is a considerable factor in whether or not people report having doorstep recycling services. Provision of doorstep recycling services is highest among those living in houses (either detached, semi-detached or terraced houses). Older residents (35+) and those who have lived in their current residence for two or more years are also most likely to report having doorstep recycling services.

### 3.3 Uptake of Waste Minimisation and Composting is Encouraging

Two in five residents seek to minimise the amount of waste they produce always or most of the time. On a positive note, only 26% rarely or never seek to minimise waste produced.

#### Minimising the Amount of Waste Residents Produce

Q How frequently do you seek to minimise the amount of rubbish you produce in the first place (for example by purchasing products with less package or declining extra plastic bags from supermarkets)?



Base: All respondents (800)

Source: MORI

The profile of those trying to reduce waste is quite distinct – with women, seniors (55+), those not working and those living in villages or rural areas being most likely to say they make efforts to reduce waste always or most of the time.

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**Q** *How frequently do you seek to minimise the amount of rubbish you produce in the first place (for example by purchasing products with less packaging or declining extra plastic bags from supermarkets)?*

	Always/ most times	Rarely/never
<i>Base: All respondents</i>	<i>%</i>	<i>%</i>
<b>Total</b>	41	47
<b>Gender</b>		
Male	36	47
Female	45	46
<b>Age</b>		
16 to 24	32	56
25 to 34	36	49
35 to 54	38	51
55 to 64	47	39
65+	51	38
<b>Social Class</b>		
AB	36	52
C1	42	45
C2	39	48
DE	45	42
<b>Length of Residence</b>		
Under two years	36	50
Two or more years	42	46
<b>Resident's Location</b>		
City/large town	35	51
Medium/small town	41	45
Village/rural area	45	44
<b>Type of Dwelling</b>		
Detached/semi-detached house	39	48
Terraced house	40	46
Flat	47	47
<b>Access to Recycling Services</b>		
Doorstep recycling	42	46
Doorstep composting	43	49
Bring sites	41	47
<b>Waste Minimisation Behaviour</b>		
Always/most times	100	0
Rarely/never	0	54

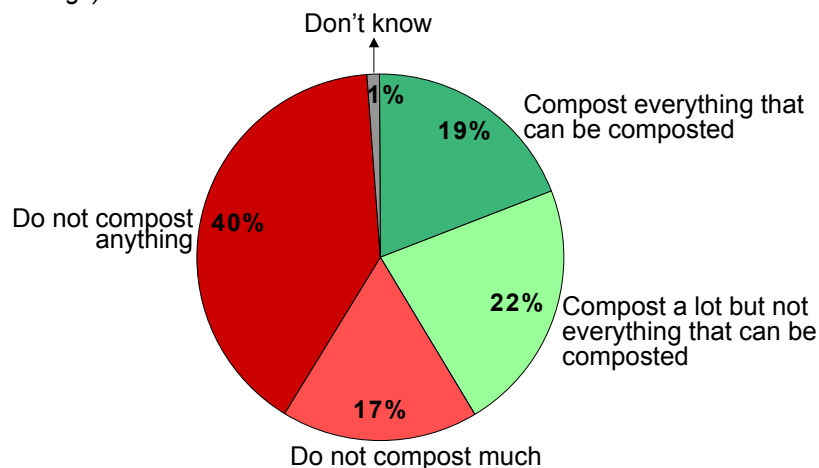
*Source: MORI*



About two in five indicate they compost everything or a lot of kitchen or garden waste. However, an equal proportion state they do not compost anything.

### Composting Kitchen or Garden Waste

Q Which of the following statements comes closest to how much you compost kitchen or garden organic waste (for example, grass cuttings or potato peelings)?



Base: All respondents (800)

Source: MORI

Similar to the profile of those actively trying to minimise waste, ‘composters’ tend to be older (35+), living in villages/rural areas and or medium/small towns and not working. In addition, those most likely to have a garden – e.g. those living in owner-occupied houses and/or living in detached/semi-detached or terraced houses are more likely to indicate they compost everything or a lot of organic waste.

However, there is still significant potential for improvement among those with a garden; as many as 54% who have access to a garden say they do not compost anything/much.

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**Q** Which of the following statements comes closest to how much you compost kitchen or garden organic waste (for example, grass cuttings or potato peelings)?

	Everything/ most	Not much/never
<i>Base: All respondents</i>	%	%
<b>Total</b>	41	58
<b>Gender</b>		
Male	40	59
Female	43	57
<b>Age</b>		
16 to 24	26	73
25 to 34	22	77
35 to 54	45	55
55 to 64	58	40
65+	51	48
<b>Social Class</b>		
AB	40	58
C1	40	59
C2	46	53
DE	41	59
<b>Length of Residence</b>		
Under two years	23	76
Two or more years	46	53
<b>Resident's Location</b>		
City/large town	31	68
Medium/small town	45	54
Village/rural area	48	51
<b>Type of Dwelling</b>		
Detached/semi-detached house	51	48
Terraced house	34	65
Flat	12	88
<b>Access to Recycling Services</b>		
Doorstep recycling	45	54
Doorstep composting	49	51
Bring sites	42	57
<b>Waste Minimisation Behaviour</b>		
Always/most times	47	52
Rarely/never	37	61

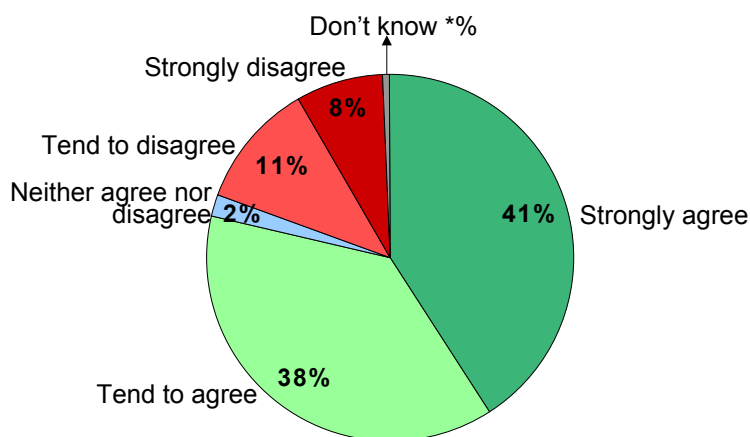
*Source: MORI*

### 3.4 Majority of Residents Feel They Could Do More to Reduce Waste

Residents feel a lot of personal responsibility for reducing waste, with 79% stating they could do more. This is quite high, and indeed encouraging, given two in five are making serious efforts to minimise the amount of waste used and/or compost organic kitchen and garden waste.

#### Could Residents Do More to Reduce Waste?

Q Do you agree or disagree that you could do more to reduce the amount of waste you produce?



Base: All respondents (800)

Source: MORI

A breakdown of results by demographics illustrates a clear link between inaction and realisation that more effort could be made. As noted in the previous questions, younger residents, those working and those living in their homes for less than two years are least likely to be higher 'composters' or 'waste minimisers'. It is these very groups who are most likely to indicate they could do more – the question still remains... will they do more?

As we discuss in 5.1, the public want to be met halfway. They are much more likely to accept responsibility **if** there is leadership from other groups first, notably companies who make the packaging and supermarkets.

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This is consistent with MORI research for the Prime Minister's Strategy Unit, which noted that:

*The public realise the limitations of their action above and demand demonstrable actions by other key players<sup>3</sup>*

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<sup>3</sup> Public Attitudes towards Recycling and Waste Management, Strategy Unit/MORI 2002

**Q Do you agree or disagree that you could do more to reduce the amount of waste you produce?**

	Agree	Disagree	Net agree
<i>Base: All respondents</i>	%	%	±%
<b>Total</b>	78	19	+59
<b>Gender</b>			
Male	79	18	+61
Female	77	21	+56
<b>Age</b>			
16 to 24	92	6	+86
25 to 34	86	11	+74
35 to 54	84	13	+71
55 to 64	74	24	+50
65+	56	43	+13
<b>Social Class</b>			
AB	84	14	+70
C1	81	17	+64
C2	79	17	+63
DE	67	32	+35
<b>Length of Residence</b>			
Under two years	85	13	+72
Two or more years	76	21	+55
<b>Resident's Location</b>			
City/large town	80	18	+62
Medium/small town	80	18	+62
Village/rural area	74	23	+51
<b>Type of Dwelling</b>			
Detached/semi-detached house	78	19	+59
Terraced house	84	14	+70
Flat	70	26	+44
<b>Access to Recycling Services</b>			
Doorstep recycling	79	19	+59
Doorstep composting	82	17	+65
Bring sites	79	19	+60
<b>Waste Minimisation Behaviour</b>			
Always/most times	73	25	48+
Rarely/never	81	15	66+

*Source: MORI*

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## 4 Waste Management Options

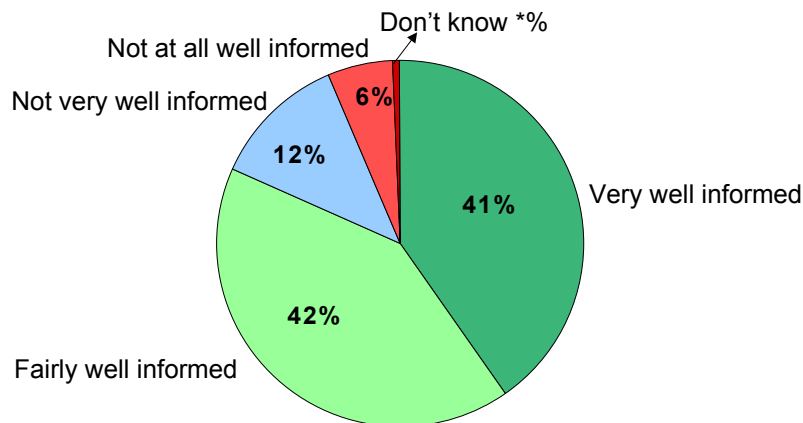
### 4.1 Awareness and Attitudes Towards Recycling are Positive

Levels of awareness and attitudes towards recycling are positive – with 83% of residents reporting they are informed about recycling and 96% feeling positive towards this method of waste management.

Although levels of awareness are high, there is still room to further educate the population. While over four in five are informed, only 41% of residents feel they are *very well informed*, leaving an equal portion stating they are *fairly well informed*. In addition, 18% do not feel well informed at all.

#### Level of Knowledge About Recycling

Q How well informed would you say you are about each of the following ways of dealing with waste? - Recycling (for example, bottles, newspapers and plastics)



Base: All respondents (800)

Source: MORI

Those most likely to be informed about recycling tend to be more involved in a variety of waste management strategies, such as composting and waste minimisation.

In addition, those living in their current residences for two or more years tend to be more aware of recycling.

**Qualitative findings** reveal that gaps in information about recycling are three-fold, focusing on:

- the proportion of materials that are actually recycled;
- the actual impacts of recycling on the environment; and
- what materials are recyclable.

When asked about the proportion of materials recycled, there is no consensus among residents. Some believe that everything placed in a recycling box or depot is recycled, where as others are more sceptical, particularly if they have seen or been told that dustbin men have been seen throwing recycling in with the regular rubbish.

*Anything you actually physically separated yourself and put out to recycle – that would be recycled. But anything you put in the bin – that wouldn't be recycled*

Female, Low Recycler, Reading

*I think the majority is recycled but a lot of it is probably not suitable for recycling*

Male, High Recycler, Tunbridge Wells

*I reckon 50% gets recycled (of materials placed in recycling bins), but I'll go for 50% or lower, rather than above 50%*

Male, Medium Recycler, Reading

*There was a story in the paper that they didn't even bother recycling the recycling stuff, apparently the dustbin men were just throwing it straight into the bins*

Male, Low Recycler, Reading

Some residents also indicate that they are not informed about the impacts of recycling. Information desired include personal/local impact of recycling on the environment (e.g. any decreases in raw materials used), as well as trade-offs between environmental impacts of various recycling strategies (e.g. pollution used by lorries to collect recycling door-to-door). A few indicate the council has provided some of this information via newsletters.

*I have a personal barrier – I don't know what impact recycling has on the environment. We don't have any feedback from the council or anybody – you don't really know what impact you're having*

Male, High Recycler, Eastleigh

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*The local Council newsletter actually gives a lot of information on recycling and the statistics and what they do with it and how much things have increased over the last few years*

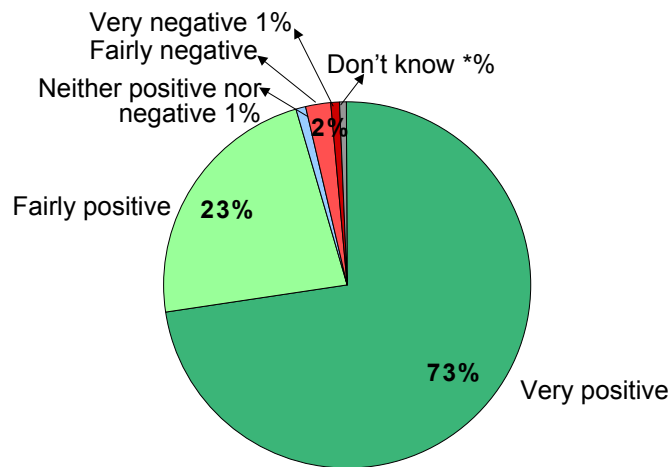
Female, High Recycler, Tunbridge Wells

There is also a need to better inform residents about what can and cannot be recycled, as some residents indicate they probably could recycle more. When residents come across a product they are unsure about (e.g. coloured glass, or products with both paper and plastic packaging) they tend to consign them straight to the garbage bin.

Despite gaps in knowledge and isolated examples of cynicism, the overwhelming majority (96%) of residents feel positive towards recycling, with 73% feeling *very positive*.

### Attitudes Towards Recycling

Q How positive or negative would you say you are towards the following methods of managing waste? - Recycling (for example, bottles, newspapers and plastics)



Base: All respondents (800)

Source: MORI

Attitudes towards recycling are positive across all sub-groups. However those in higher social classes (ABC1C2) and/or those involved in a variety of waste management strategies, such as composting and waste minimisation tend to be most positive.

Information is a valuable tool, as those indicating they are informed about recycling are more likely to be positive about it.



**Qualitative findings** also uncover an overall positive attitude towards recycling. Generally speaking, regardless of recycling level, respondents feel that recycling could reduce the amount of raw materials used and that recycling materials is far better than continuing to fill up landfills.

*You can use the same material again and again so you are going to get less rubbish at the end*

Male, Medium Recycler, Eastleigh

*I try and recycle as much as I can because the bins are getting really full at the tips*

Female, High Recycler, Tunbridge Wells

for

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**Q** *How well informed would you say you are about recycling (for example bottles, newspapers and plastics)?*

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**Q** *How positive or negative would you say you are towards the following methods of managing waste? Recycling (for example bottles, newspapers and plastics)*

---

	<b>Informed</b>	<b>Positive</b>
<i>Base: All respondents</i>	%	%
<b>Total</b>	82	96
<b>Gender</b>		
Male	80	95
Female	84	97
<b>Age</b>		
16 to 24	86	98
25 to 34	74	97
35 to 54	82	96
55 to 64	85	96
65+	86	94
<b>Social Class</b>		
AB	86	98
C1	81	96
C2	81	97
DE	82	91
<b>Length of Residence</b>		
Under two years	75	96
Two or more years	84	96
<b>Resident's Location</b>		
City/large town	81	96
Medium/small town	84	95
Village/rural area	81	97
<b>Type of Dwelling</b>		
Detached/semi-detached house	84	96
Terraced house	76	96
Flat	87	96
<b>Access to Recycling Services</b>		
Doorstep recycling	86	97
Doorstep composting	90	93
Bring sites	85	97
<b>Waste Minimisation Behaviour</b>		
Always/most times	88	97
Rarely/never	74	93

*Source: MORI*

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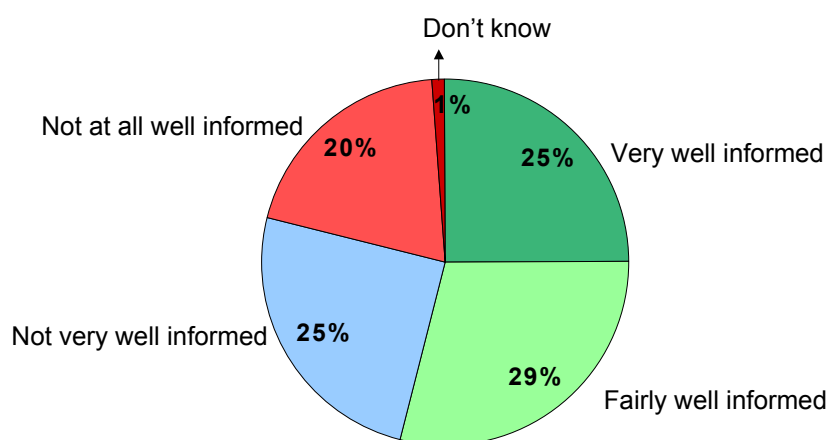
## 4.2 Awareness of Composting Moderate, but Support for this Option is High

Although levels of awareness about composting are moderate, attitudes towards this method of waste disposal are quite positive.

Overall, 54% of residents state they are informed about composting, with one-quarter stating they are *very well informed*. Conversely, 45% indicate they are not informed.

### Level of Knowledge About Composting

Q How well informed would you say you are about each of the following ways of dealing with waste? - Composting (for example organic waste, potato peeling and grass cutting)



Base: All respondents (800)

Source: MORI

Those most likely to be most informed about composting resemble the profile of people with gardens – e.g. living in rural locations and living in detached houses. In addition, those informed about composting also match the profile of retirees – they are older, not working, living in their homes for longer periods of time and own their own homes.

Similar to patterns found with those informed about recycling, those informed about composting tend to be more involved in a variety of waste management strategies, such as composting and waste minimisation.

**Qualitative findings** reveal that information gaps about composting focus on what can be composted and how to set up a proper home compost.

*I wouldn't do it unless I had the knowledge. I don't know what to do*

Male, Low Recycler, Reading

for

As the following quotes indicate, a lack of proper information has led to some inaccurate impressions of composting, particularly related to composts being quite smelly and attracting vermin.

*Would home composts be environmentally friendly? The smell and everything else that goes up into the air...*

Male, High Recycler, Tunbridge Wells

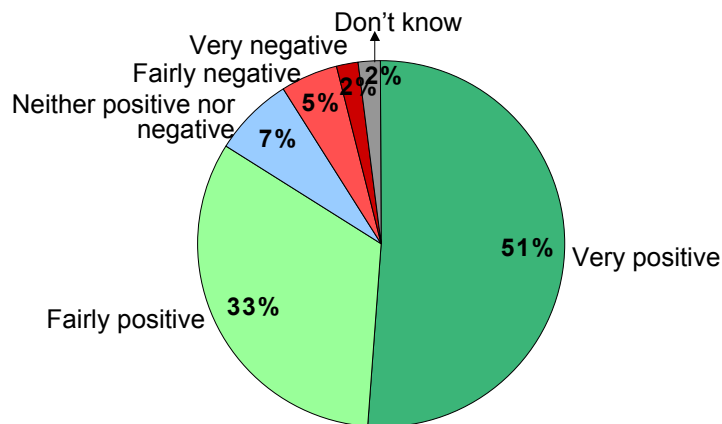
*I think there needs to be a bit more of an education about it on how to compost. We thought we were doing well, and then we had a rat jump out of the middle of it*

Female, Medium Recycler, Reading

Over four in five residents (84%) feel positively towards composting, including 51% who feel *very positive*.

### Attitudes Towards Composting

Q How positive or negative would you say you are towards the following methods of managing waste? - Composting (for example organic waste, potato peeling and grass cutting)



Base: All respondents (800)

Source: MORI

Those most positive about composting tend to be in higher social classes (ABC1) and tend to own their homes. In addition, and perhaps because they are more likely to have a garden, those living in detached and terraced homes are more likely to be positive towards composting than those living in flats.

Similar to recycling, knowledge appears to induce support, with those indicating they are informed about composting being more likely to be positive towards this method of waste management.

**Qualitative findings** point to the aspects of composting considered most positive by residents, namely the ability to create high quality soil and the fact that it would minimise the need to purchase chemicals and fertilisers for gardens.

*You're not using the fertilisers because you're using your organic waste*

Female, High Recycler, Tunbridge Wells

On a larger scale, they see open-air composting as an opportunity for the Council to sell back soil to the residents for a reduced price. Similar to the quantitative findings, those most positive about composting and/or composting themselves tend to be those who have reasonably sized private gardens.

*It is only good to some people that have gardens*

Female, Low Recycler, Reading

*I've got a communal garden. We're not even allowed to put a washing line up so I doubt we'd be allowed to have a compost in it*

Female, High Recycler, Tunbridge Wells

for

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**Q** *How well informed would you say you are about composting (organic waste, for example potato peelings or grass cuttings)?*

---

**Q** *How positive or negative would you say you are towards the following methods of managing waste? Composting (for example organic waste, potato peelings and grass cuttings)*

---

	Informed	Positive
<i>Base: All respondents</i>	%	%
<b>Total</b>	54	84
<b>Gender</b>		
Male	53	84
Female	54	83
<b>Age</b>		
16 to 24	37	85
25 to 34	38	79
35 to 54	54	83
55 to 64	67	92
65+	67	83
<b>Social Class</b>		
AB	55	87
C1	58	86
C2	50	82
DE	51	77
<b>Length of Residence</b>		
Under two years	42	81
Two or more years	57	84
<b>Resident's Location</b>		
City/large town	48	81
Medium/small town	52	83
Village/rural area	62	87
<b>Type of Dwelling</b>		
Detached/semi-detached house	62	88
Terraced house	40	84
Flat	43	69
<b>Access to Recycling Services</b>		
Doorstep recycling	56	84
Doorstep composting	72	88
Bring sites	55	84
<b>Waste Minimisation Behaviour</b>		
Always/most times	60	85
Rarely/never	48	79

*Source: MORI*

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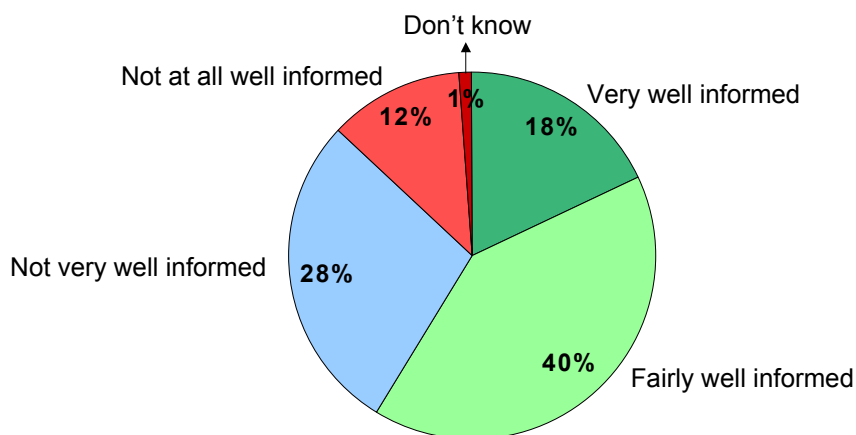
### 4.3 Minimising Materials and Packaging Produced – Awareness is Moderate, but Most Feel Positively Towards it

While levels of awareness towards minimising materials and packaging produced are moderate, support for this method of waste management is quite positive.

Overall, 58% indicate they are informed, while only 18% feel *very well informed*.

#### Level of Knowledge About Minimising Materials and Packaging Produced

Q How well informed would you say you are about each of the following ways of dealing with waste? - Minimising the use of materials in the first place (for example reducing packaging)



Base: All respondents (800)

Source: MORI

Females, those 35 years of age or older and people who own their homes tend to be more likely to indicate they are informed about waste minimisation.

Information appears to lead to action, as those currently minimising waste tend to also be more likely to be informed about waste minimisation.

for

**Qualitative findings** indicate that residents are reasonably well informed about what waste minimisation means at their level (e.g. how they can minimise waste) and at the corporate level (e.g. what corporations should be doing). However, where the information gap exists, it is related to what is actually being done about waste minimisation. For example, most feel that society is very package driven (e.g. companies are dependent on packaging to carry the branding that ultimately sells products) and they do not know how, if at all, this is being addressed. Some feel that corporations are moving towards using recycled packaging or biodegradable packaging, whereas many feel that corporations are using more and more packaging.

*I believe there is a general move towards having at least biodegradable packaging – and I think that’s gonna be quite an issue*

Male, High Recycler, Eastleigh

*With the 20<sup>th</sup> Century comes the great brand and everything’s branded and you’ve got this great argument of consumers being sold by packaging and as much as you try to reduce, it’s companies who make the products*

Female, Low Recycler, Reading

*It’s like tomato ketchup. You’ve got a squeezzy bottle which is plastic and then you’ve got a glass bottle. A squeezzy plastic bottle – just put the emphasis towards kids to use products, easier for kids to use. You get them anyway and you know it’s even more waste really*

Male, Medium Recycler, Eastleigh

Many have noticed that some supermarkets charge for plastic bags or allow customers to buy bags that can be reused. However, on a larger scale, where residents feel waste minimisation really needs to be addressed, there appears to be little to no information about how corporations are trying to minimise packages and how the Government is responding to waste minimisation (e.g. legislation or offering incentives to companies).

*It has got to be a combination between the Government and corporations and the manufacturers. There should be some kind of liaison between those bodies to sort that out*

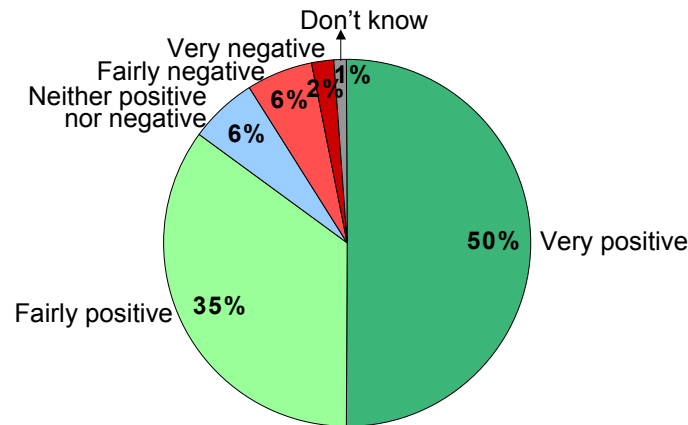
Female, Low Recyclers, Tunbridge Wells



Overall, 85% of residents feel positively towards minimising materials and packaging produced.

### Attitudes Towards Minimising Materials and Packaging Produced

Q How positive or negative would you say you are towards the following methods of managing waste? - Minimising the use of materials in the first place (for example reducing packaging)



Base: All respondents (800)

Source: MORI

Positive attitudes towards waste minimisation are relatively consistent across all sub-groups. Females however, are more likely to be positive.

Also, awareness about waste minimisation tends to impact positively on attitudes, as those most likely to be aware are also most likely to be positive about this waste management option.

**Qualitative findings** confirm that residents are generally positive about waste minimisation and think that it is a good idea – particularly for corporations/retailers to adopt.

*Well if there's less packaging and so on then there's less to be thrown away and less to be recycled. Even recycling obviously uses resources*

Female, High Recycler, Tunbridge Wells

Although most are positive about waste minimisation, some indicate that they do not do as much as they can because it can be inconvenient.

*You have to pick up a bag before you go to the supermarket and nine times out of ten you'll forget*

Female, Low Recycler, Reading

for

	Informed	Positive
<b>Q</b> <i>How well informed would you say you are about minimising the use of materials in the first place (for example reducing packaging)?</i>		
<b>Q</b> <i>How positive or negative would you say you are towards the following methods of managing waste? Minimising the use of materials in the first place (example, reducing packaging)</i>		
<i>Base: All respondents</i>	%	%
<b>Total</b>	58	85
<b>Gender</b>		
Male	53	82
Female	63	88
<b>Age</b>		
16 to 24	47	85
25 to 34	57	91
35 to 54	61	83
55 to 64	61	88
65+	61	83
<b>Social Class</b>		
AB	63	86
C1	60	87
C2	56	83
DE	55	83
<b>Length of Residence</b>		
Under two years	53	83
Two or more years	59	86
<b>Resident's Location</b>		
City/large town	54	84
Medium/small town	60	84
Village/rural area	61	88
<b>Type of Dwelling</b>		
Detached/semi-detached house	61	87
Terraced house	47	83
Flat	66	83
<b>Access to Recycling Services</b>		
Doorstep recycling	61	87
Doorstep composting	69	87
Bring sites	59	86
<b>Waste Minimisation Behaviour</b>		
Always/most times	72	93
Rarely/never	35	70

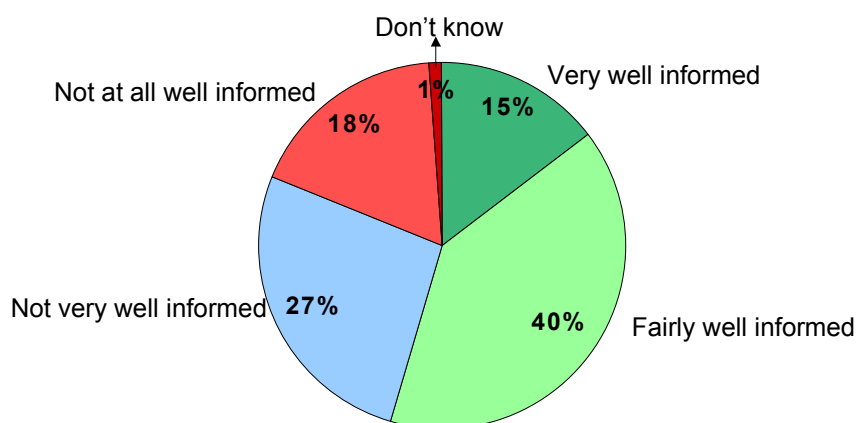
*Source: MORI*

## 4.4 Awareness of Landfills is Moderate and Most Feel Negatively Towards Them

Just over half (55%) feel informed about landfills. However attitudes towards this waste management option are quite negative.

### Level of Knowledge About Burying Waste in the Ground

Q How well informed would you say you are about each of the following ways of dealing with waste? - Burying waste in the ground (that is, landfill)



Base: All respondents (800)

Source: MORI

Given the amount of time landfills have been in existence, it is surprising to find 45% of residents indicating they do not feel informed about landfills.

Those most likely to state they are informed about landfills tend to be older (35+), not working, and living at their current residence for 2 or more years. They are also more likely to own their homes and live in rural locations.

Based on qualitative findings, lack of information seems to centre around issues of land quality in the future. People are unclear on how long it takes for products to biodegrade (particularly plastics, disposable nappies) and when it is safe to use the land in the future for other purposes (e.g. building on the land).

*There are loads of scientific experiments about it, but in general, the public don't really know what happens once it (rubbish) is buried*

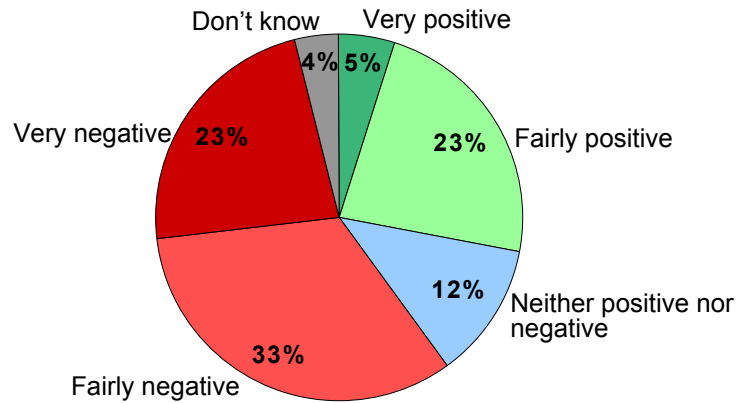
Females, Low Recycler, Reading

for

For the first time, negative opinion outweighs positive opinion about a waste management option, with only 28% saying they feel positive towards this option, and 56% feeling negative.

### Attitudes Towards Burying Waste in the Ground

Q How positive or negative would you say you are towards the following methods of managing waste? - Burying waste in the ground (that is, landfill)



Base: All respondents (800)

Source: MORI

Those most likely to feel positively towards landfills resemble the profile of retirees (e.g. 65+, social classes DE and not working).

Consistent with other waste management options, those indicating they are informed about landfills are more likely to feel positively towards them.

**Qualitative findings** confirm that the majority of residents feel negatively towards landfills, in fact, very few positive aspects about landfills are identified.

*There is nothing positive to a landfill*

Female, High Recycler, Tunbridge Wells

*I think it is the last resort*

Male, High Recycler, Eastleigh

Negative reactions are related to the gases produced and from a belief that the soil is ruined for an indeterminate amount of time. Some suggest that it takes hundreds of years before the soil quality has been restored sufficiently to not produce gases or support buildings.

*There was a case about ten years ago – they built a housing estate on a landfill site and there wasn't any problems at first. But after about two or three years they noticed people becoming ill – it was the gas that was slowly seeping through even though they had buried it*

Male, Medium Recycler, Eastleigh

*I reckon that it's at least 100 years for a plastic bottle to biodegrade*

Male, High Recycler, Tunbridge Wells

for

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**Q** *How well informed would you say you are about burying waste in the ground (that is, landfill)?*

---

**Q** *How positive or negative would you say you are towards the following methods of managing waste? Burying waste in the ground (that is, landfill)*

---

	<b>Informed</b>	<b>Positive</b>
<i>Base: All respondents</i>	%	%
<b>Total</b>	55	28
<b>Gender</b>		
Male	58	28
Female	52	27
<b>Age</b>		
16 to 24	48	22
25 to 34	43	21
35 to 54	53	24
55 to 64	60	32
65+	68	42
<b>Social Class</b>		
AB	53	25
C1	55	26
C2	54	27
DE	53	36
<b>Length of Residence</b>		
Under two years	45	24
Two or more years	57	29
<b>Resident's Location</b>		
City/large town	50	25
Medium/small town	54	29
Village/rural area	61	30
<b>Type of Dwelling</b>		
Detached/semi-detached house	58	29
Terraced house	45	26
Flat	58	26
<b>Access to Recycling Services</b>		
Doorstep recycling	55	28
Doorstep composting	60	35
Bring sites	56	29
<b>Waste Minimisation Behaviour</b>		
Always/most times	64	30
Rarely/never	47	29

*Source: MORI*

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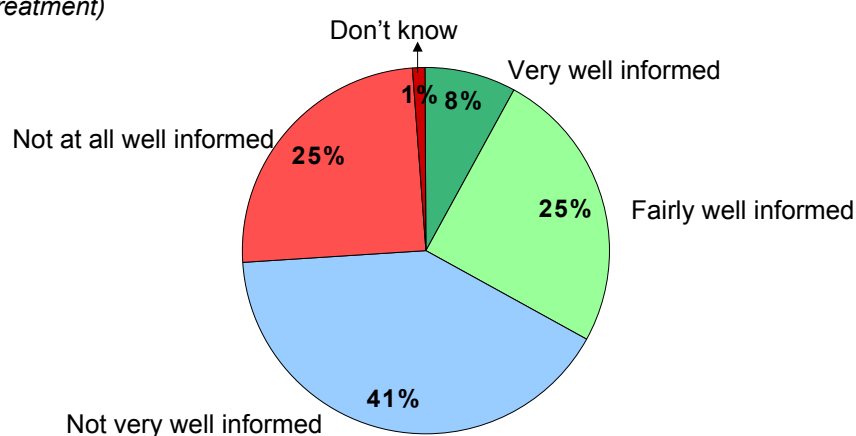
## 4.5 Awareness of Incineration is Low, Yet Majority Feel Conditionally Positive Towards This Option

Attitudes towards this option are quite positive given that levels of awareness about incineration are quite low.

Overall, only one-third of residents say they are informed, while two-thirds do not feel informed about incineration.

### Level of Knowledge About Creating Energy From Waste

Q How well informed would you say you are about each of the following ways of dealing with waste? - Energy from waste (that is, incineration or chemical treatment)



Base: All respondents (800)

Source: MORI

Those most likely to feel informed tend to be males, older residents and those not working.

In addition, those informed about incineration tend to be more involved in a variety of waste management activities, such as composting and waste minimisation.

**Qualitative findings** indicate an overall low understanding about incineration. Some have seen very positive examples in other European countries, where the by-products (e.g. heat) are being used within the city. However most are not sure what would be burnt, what safety measures need to be in place to guarantee public safety and how it would be regulated.

*I think we need to know more about it. What the negatives are, what the waste product is from incineration, whether it's going to effect the ozone layer, what's going to happen?*

Female, High Recycler, Tunbridge Wells

for

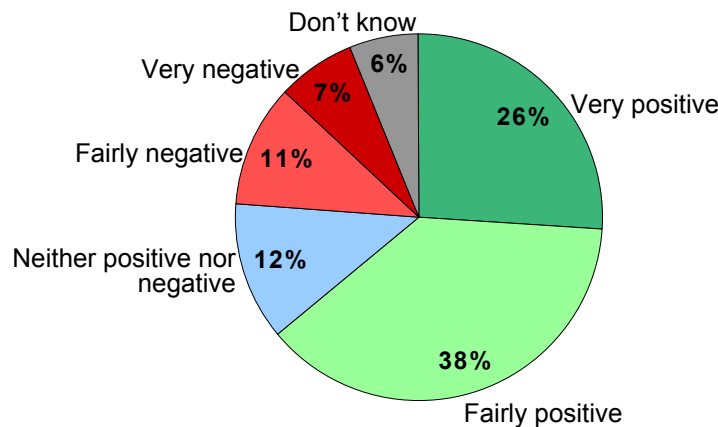
Indeed, research for the Prime Minister's Strategy Unit found there was no absolute rejection of incineration, but rather a desire to ensure its role is kept to a relative minimum. Confidence increased where:

- it is part of a 'recycling-led' strategy where everything that can be recycled has been recycled
- there is control of materials incinerated (e.g. plastic excluded)
- local authorities are trusted far more than a private operator to have responsibility for incinerators<sup>4</sup>

Approximately two thirds (64%) of residents state they feel positive towards incineration, with a quarter feeling *very positive*. Conversely, only 18% feel negative and only 6% indicated they did not know how they felt.

### Attitudes Towards Creating Energy From Waste

Q How positive or negative would you say you are towards the following methods of managing waste? - Energy from waste (that is, incineration or chemical treatment)



Base: All respondents (800)

Source: MORI

Positive attitudes towards incineration are relatively consistent across all sub-groups. However males are more likely to be positive.

Although quantitative findings indicate the majority of residents feel positively about incineration, the **qualitative findings** indicate that people are more moderate in their views. Essentially, people are not overly negative about incineration in general – it is more that they are conditionally positive. Residents are positive about incineration, if quality control and safety standards ensure that there are no harmful emissions, (e.g. chemical/gas), if it is regulated, and that only non-recyclable materials are incinerated.

<sup>4</sup> Public Attitudes towards Recycling and Waste Management, Strategy Unit/MORI 2002



*You need assurances that it's not going to damage people's health*

Female, Medium Recycler, Reading

*For the stuff that can't be recycled, yes, I think it's a good idea*

Male, High Recycler, Eastleigh

*If they let people know a bit more about the process... if it's documented and they should be held responsible if they are not doing what they say they are doing*

Female, Medium Recycler, Reading

There is some feeling that incineration projects should be kept at arm's length. However, most agree that if it is safe, it won't matter, and along parallel lines, if it is unsafe, being 20 miles or 5 miles away may make very little difference when you are talking about the effects of gas emissions. There are some issues about it being unsightly, or increasing traffic (e.g. lorries), however, residents imagine that any plant of this size would be built in industrial areas or away from residential areas (e.g. places that already are unsightly or have lots of traffic).

Those that feel negatively are more doubtful that the side-effects could be controlled to such an extent that they would not be harmful to the environment; or that the Government would not be completely honest about the effects of incineration. That said, they do feel that the Government would be more honest than representatives from the private sector.

*It's difficult to prove that somebody has been affected by it 20 miles away from the chimney. How do you prove it?*

Male, Low Recycler, Tunbridge Wells

*The Government will lie to get what it wants*

Female, High Recycler, Tunbridge Wells

The issue of trust in Government is a significant factor here. In the wake of concerns about DDT, BSE, Foot and Mouth and other Government 'failings', deference to authority is in decline and being replaced with a public adopting a much more precautionary and pluralist approach to risk management. 'independence' is a highly sought after commodity, whereas perceived 'collusion with the industry' is a negative influence.<sup>5</sup>

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<sup>5</sup> Trust in public institutions, Audit Commission/MORI 2003

for

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**Q** *How well informed would you say you are about recovering energy from waste (that is, incineration or chemical treatment)?*

---

**Q** *How positive or negative would you say you are towards the following methods of managing waste? Energy from waste (that is, incineration or chemical treatment)*

---

	Informed	Positive
<i>Base: All respondents</i>	%	%
<b>Total</b>	33	64
<b>Gender</b>		
Male	37	70
Female	28	59
<b>Age</b>		
16 to 24	29	67
25 to 34	26	59
35 to 54	31	62
55 to 64	35	67
65+	42	68
<b>Social Class</b>		
AB	33	65
C1	33	68
C2	34	61
DE	29	60
<b>Length of Residence</b>		
Under two years	26	64
Two or more years	34	64
<b>Resident's Location</b>		
City/large town	32	62
Medium/small town	34	65
Village/rural area	32	66
<b>Type of Dwelling</b>		
Detached/semi-detached house	35	65
Terraced house	25	63
Flat	38	66
<b>Access to Recycling Services</b>		
Doorstep recycling	34	64
Doorstep composting	48	68
Bring sites	34	66
<b>Waste Minimisation Behaviour</b>		
Always/most times	43	66
Rarely/never	22	62

*Source: MORI*

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# 5 The South East of England Regional Assembly's Proposed Waste Management Strategy

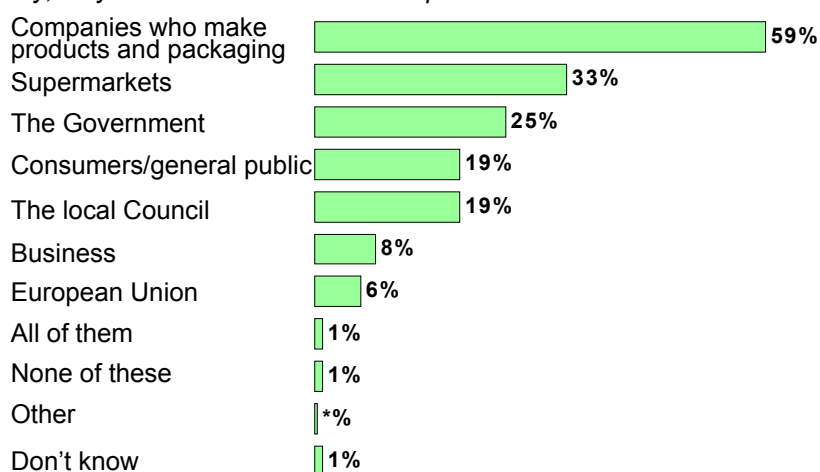
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## 5.1 Responsibility for Waste Minimisation Starts with Industries

Although residents report feeling some responsibility towards waste minimisation, the majority (59%) feel that prime responsibility lies with the companies making the products and packaging.

### Responsibility for Minimising the Amount of Rubbish Produced

Q *The draft Waste Strategy for the South East suggests minimising the amount of rubbish that is produced in the first place. Which one or two of the following, if any, do you think should be most responsible for this?*



Base: All respondents (800)

Source: MORI

Across all subgroups, the majority feel companies should hold prime responsibility for waste minimisation.

When evaluating the extent to which other stakeholders are responsible for waste minimisation, findings are also consistent for the most part. However, as age increases, people become less likely to feel the general public should be responsible for waste minimisation.

These findings are consistent with the qualitative findings, as discussed in the previous chapter (section 4.3).

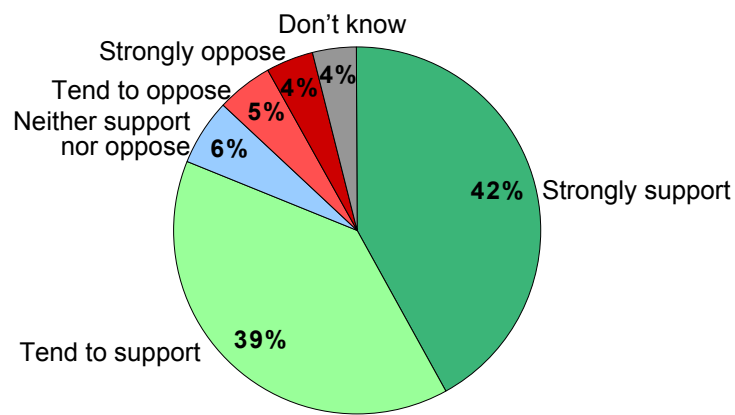
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## 5.2 Strong Level of Support for South East's Waste Management Strategy

Just over four in five (81%) support the proposed strategy, including 42% who *strongly support* it. From a negative perspective, only 9% indicate that they oppose the strategy.

### Level of Support for the South East of England Regional Assembly's Waste Management Strategy

Q *In their draft waste management strategy, the South East of England Regional Assembly suggest that most waste - 60% - should be recycled, and then 25% should be dealt with through energy recovery from waste (incineration or chemical treatment). The remainder will then be sent to landfill. Do you support or oppose this proposal?*



Base: All respondents (800)

Source: MORI

Support is consistent across all sub-groups, with the only difference being length of residence. Those living in their current residence for two or more years are more likely to support the strategy.

**Qualitative findings** indicate that support for the proposed strategy is mostly focused on the increase in recycling and the decrease in landfills. Consistent with findings in the previous chapter, there is a strong sense, that beyond using materials, recycling is the most environmentally friendly aspect of waste management. Conversely, landfills are seen as having significant negative environmental effects, particularly related to timelines needed for soil to become useable and the gases emitted.

*60% recycled is a good idea... because you can use the same material again and again so you are going to get less rubbish at the end.*

(Male, Medium Recyclers, Eastleigh)

Reaction to the inclusion of incineration in the plan is generally conditional to it being safe, and used where recycling is not an option. The issue of disposing of plastic bottles is raised again in this context. Residents would prefer for more

recycling facilities to be developed to recycle plastic, as they are worried about the fumes of burning plastic.

*Well the lady that stopped me on the street that signed me up for this said there was only two plastic recycling centres in the country. So the chances of your plastic going anywhere is rather slim.*

(Female, High Recycler, Tunbridge Wells)

*I'm just worried about the fumes that are gonna come off from burning plastics and things, because you know when you burn plastic it makes you choke*

(Female, Medium Recycler, Reading)

When asked about the proportions attached to each of the three waste management options, the general consensus is that recycling 60% of rubbish is an ambitious target.

For the most part, residents feel that it is their personal responsibility to hit this target, provided they have enough recycling provision in their area. This includes an increase in kerb-side recycling as well as making drop-off points more accessible and better maintained. On the corporate side, residents feel that more effort should be made to increase the amount of recyclable packaging used.

*If they pick it up there's one vehicle coming round and picking it up from everybody. If we all go out in our cars, because you can't take a big box of cans on your bicycle, and use more resources – diesel – and pollute the atmosphere even more to take your stuff to the recycling place.*

(Female, High Recycler, Tunbridge Wells)

*If they (Council) gave me a bin that had four compartments and that they could come along and pick up... then they would do it easy.*

(Male, High Recycler, Tunbridge Wells)

*60% recycling, they're all going to have to change the waste of packaging – waste minimisation.*

(Female, High Recycler, Eastleigh)

for

In addition, residents feel that more education and incentives might be necessary to encourage non-recyclers to take up recycling and for recyclers to do more than they are currently doing.

*If they said, you do this (recycle) and we can cut your Council Tax – if they said – you’ve recycled 10% more than last year so now we’ve done this for the community.*

(Female, Medium Recycler, Eastleigh)

*But at the end of the day they don’t give you an incentive do they? They don’t actually lower prices, you are using something that has basically been used before, but the prices aren’t any lower – they are higher if anything.*

(Female, Low Recycler, Tunbridge Wells)

Interest in using incentives has been uncovered in previous studies to encourage changes in behaviour. For example, an authority looking to use smartcard technology to encourage behavioural changes in residents: e.g. when residents recycle they could receive points on a smartcard which they can turn into reductions on other Council services (such as leisure centres).

**Q** *In their draft waste management strategy, the South East of England Regional Assembly suggest that most – 60% - should be recycled, and then 25% should be dealt with through energy recovery from waste (incineration or chemical treatment). The remainder will then be sent to landfill. Do you support or oppose this proposal?*

	Support	Oppose	Net support
<i>Base: All respondents</i>	%	%	±%
<b>Total</b>	81	9	+71
<b>Gender</b>			
Male	80	11	+69
Female	81	8	+74
<b>Age</b>			
16 to 24	81	11	+69
25 to 34	74	11	+63
35 to 54	83	8	+76
55 to 64	83	8	+75
65+	80	11	+69
<b>Social Class</b>			
AB	84	7	+77
C1	80	8	+72
C2	81	11	+70
DE	76	12	+64
<b>Length of Residence</b>			
Under two years	74	12	+62
Two or more years	82	9	+74
<b>Resident's Location</b>			
City/large town	79	10	+69
Medium/small town	82	9	+73
Village/rural area	80	9	+72
<b>Type of Dwelling</b>			
Detached/semi-detached house	80	10	+70
Terraced house	84	6	+79
Flat	78	11	+67
<b>Access to Recycling Services</b>			
Doorstep recycling	81	9	+71
Doorstep composting	81	10	+70
Bring sites	81	9	+72
<b>Waste Minimisation Behaviour</b>			
Always/most times	81	10	+71
Rarely/never	81	8	+73

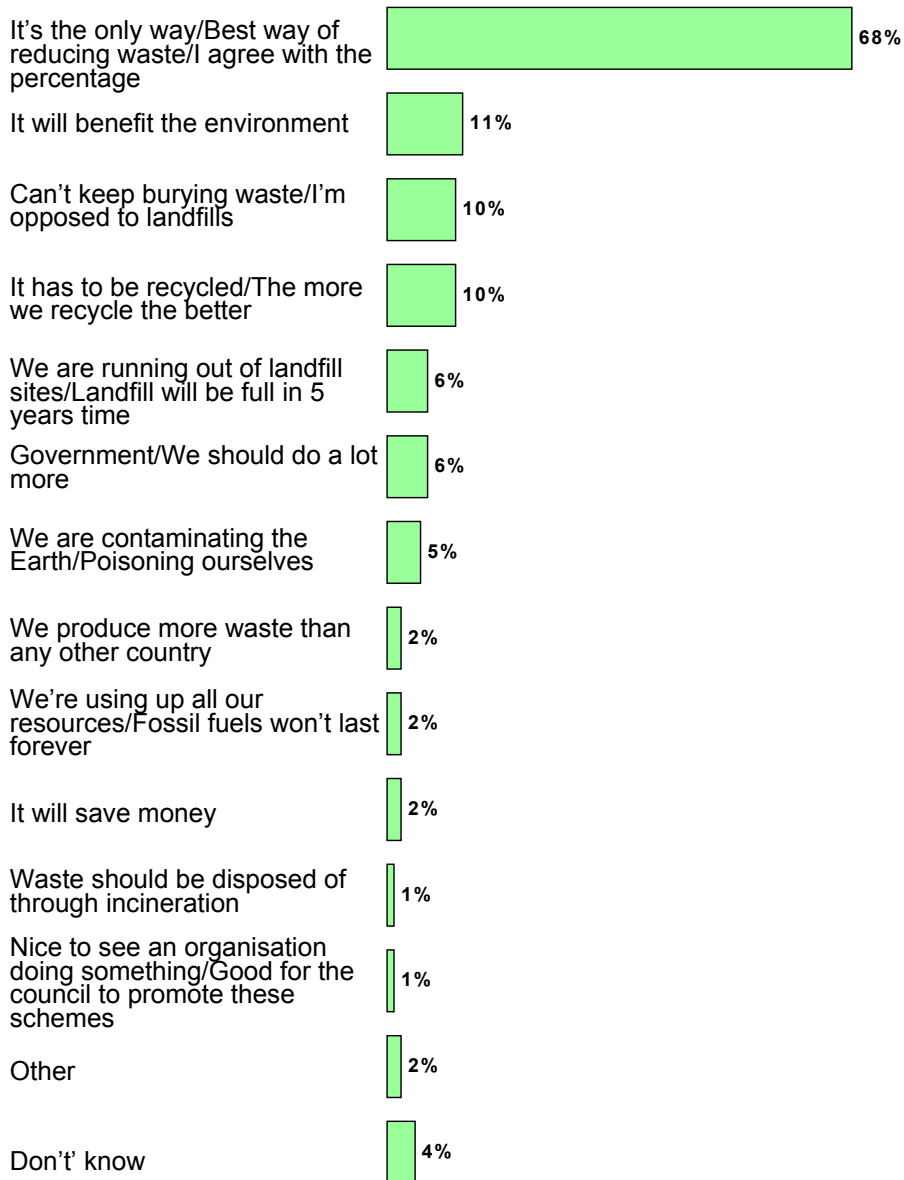
*Source: MORI*

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Support for the strategy is primarily because it is seen as the only option of reducing waste and improving the environment. This is primarily focused on the high proportion of waste to be recycled.

## Reasons for Supporting the Regional Assembly's Waste Management Strategy

Q Why do you say you support this proposal?



Base: All who support the proposal (647)

Source: MORI



Only 73 residents indicate they oppose the proposal. Respondents provide the following reasons for opposing the strategy:

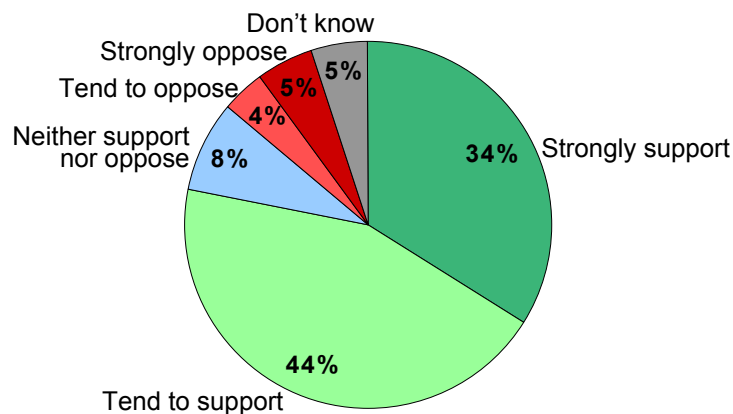
- 17% were worried about the effects of incineration on the neighbourhood;
- 3% opposed based on costs;
- 2% needed more information; and
- 71% of residents gave no reason for opposing the strategy.

### 5.3 Support for Using Energy Recovery is High

Over three-quarters of residents support using energy recovery from waste, with 34% strongly supporting this option. Less than one in ten oppose the use of incineration.

#### Level of Support for the Use of Energy Recovery from Waste in the South East of England

Q *The strategy also proposes the use of facilities to recover from waste (that is, incineration and chemical treatment) in the South East. This method would be used to deal with waste that could not be recycled and composted, and the facilities would be designed to modern and high safety standards. On this basis, do you support or oppose this proposals?*



Base: All respondents (800)

Source: MORI

Support for using incineration to recover energy is consistent across all subgroups.

As discussed in the previous chapter and earlier in this chapter, qualitative findings indicate that support for incineration is conditional on various safety and health standards being met.

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**Q** *The strategy also proposes the use of facilities to recover energy from waste (that is, incineration and chemical treatment) in the South East. This method would be used to deal with waste that could not be recycled and composted, and the facilities would be designed to modern and high safety standards. On this basis, do you support or oppose this proposal?*

	Support	Oppose	Net support
<i>Base: All respondents</i>	<i>%</i>	<i>%</i>	<i>±%</i>
<b>Total</b>	77	10	+68
<b>Gender</b>			
Male	79	11	+68
Female	76	9	+67
<b>Age</b>			
16 to 24	82	4	+78
25 to 34	64	13	+52
35 to 54	76	11	+65
55 to 64	81	10	+71
65+	85	9	+76
<b>Social Class</b>			
AB	77	11	+66
C1	78	7	+71
C2	77	10	+67
DE	80	11	+69
<b>Length of Residence</b>			
Under two years	72	12	+60
Two or more years	79	9	+69
<b>Resident's Location</b>			
City/large town	76	10	+66
Medium/small town	80	8	+72
Village/rural area	76	12	+64
<b>Type of Dwelling</b>			
Detached/semi-detached house	79	10	+69
Terraced house	74	10	+64
Flat	77	11	+66
<b>Access to Recycling Services</b>			
Doorstep recycling	78	9	+69
Doorstep composting	77	11	+66
Bring sites	78	10	+68
<b>Waste Minimisation Behaviour</b>			
Always/most times	77	11	+66
Rarely/never	77	11	+65

*Source: MORI*