

Recycling in Richmond Research Report

September 2008



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Introduction

The results of the survey are based on 505 interviews with London Borough of Richmond residents, aged 16+. The survey was carried out by telephone between 1st and 15th September 2008. Fieldwork was conducted by Facts International who are full members of the Market Research Society and abide by their code of practice (www.mrs.org.uk). A representative sample was interviewed with quotas set by age, gender and work status. Data is weighted to the known profile of Richmond.

In the appendices full findings are listed. If results do not add up to 100% this may be due to more than one response being given, or figures being rounded up or down. If an asterisk “*” is used this means that a result of less than 1%, but more than zero, has been given. The results are based on all respondents giving an answer, unless it is stated otherwise.

Executive Summary

Residents in Richmond are, on the whole, very satisfied with the recycling services available to them. Most residents agree that waste should be reduced and recycling increased. Half of residents (49%) speak highly of the council's recycling service.

Over nine in ten residents agree they do everything they can to recycle and reduce the waste they produce (67% strongly agree). The top two ways residents think recycling could be increased are through more information about what you can recycle and more on-street bins.

Two thirds of residents (65%) feel well informed about the recycling services the council provides. Around half of residents (52%) have seen Arcadia. Those who have seen Arcadia in the last month are more likely to be satisfied with the council (75%), agree the council has a good recycling service (74%), satisfied with the door-to-door collection (79%), feel well informed about recycling services (71%) than those who have not seen the magazine.

However, three quarters of residents (72%) still think the council should provide more information to residents about what they can recycle.

Four questions in the survey were asked twice, once at the beginning of the survey and once at the end to see how informing residents about the various recycling policies might change their opinion of the service and the council. The results are shown in the table below:

	Before	After	% change
The council provides good value for money	34	45	+11
The council has a good recycling and waste collection service	69	72	+3
The council has the right new ideas about how to reduce the amount of waste residents produce	50	50	0
The council cares about the environment	73	67	-6

Very encouragingly perception of value for money increased by 11 percentage points and the proportion of residents who think the council has a good recycling service increased by three percentage points. However, the same proportion of residents think the council has the right new ideas to increase recycling and reduce waste and 6% fewer residents think the council cares about the environment, indicating that some residents may not be convinced about council recycling policies.

Some key figures

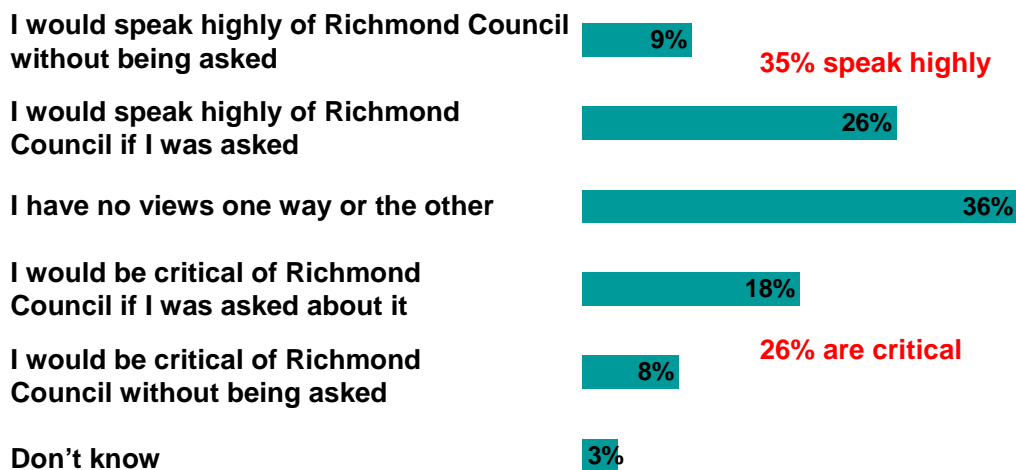
- 95% say they do everything they can to recycle
- 79% use the council's door to door recycling service every week
- 73% think the council cares about the environment
- 73% are satisfied with the door-to-door collection service
- 71% are satisfied with the way Richmond Council runs the local area
- 69% think the council has a good recycling and waste collection service
- 68% are satisfied with their on-street collection service
- 65% feel informed about the council's recycling service
- 49% speak highly of the council's recycling service
- 35% of residents speak highly of the council

Rating the council

A third of all residents (35%) speak highly of the council. The residents who are most likely to speak highly of the council are those who think the council gives good value for money (60% speak highly), and those who speak highly of the recycling service (53% speak highly).

A quarter of residents are critical of the council (26%). The proportion of critics increases among residents who are dissatisfied with the council (70%) and are critical of the council's recycling service (59%). Residents are also more likely to be critical of the council if they are dissatisfied with other aspects of the recycling service.

Advocacy

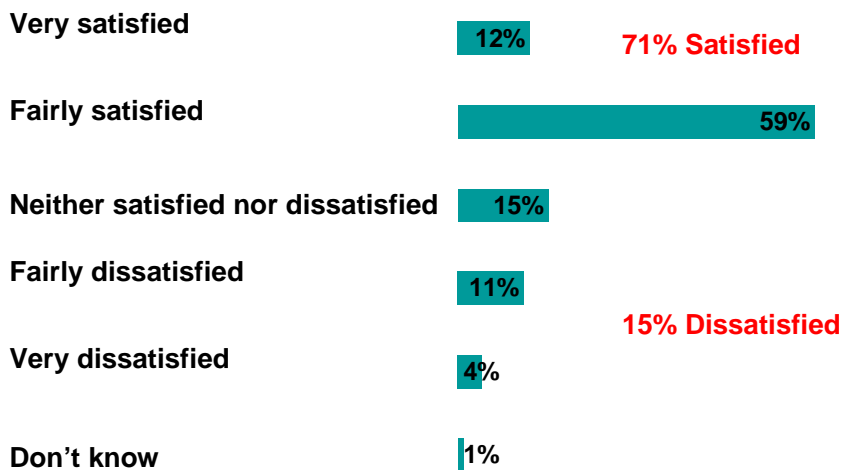


Question: Which one of the following comes closest to how you feel about Richmond Council?
Source: 505 Richmond residents 16+ (telephone), September 2008

An encouraging 71% of residents say they are satisfied with the way the council runs the local area. Most likely to be satisfied are advocates of the council (91%) and those who think the council gives local people good value for money (90%).

Around one in ten (15%) residents are dissatisfied with the way the council runs the local area. The dissatisfied are likely to be critical of the council (40%) and dissatisfied with most aspects of the recycling service.

Satisfaction with the council



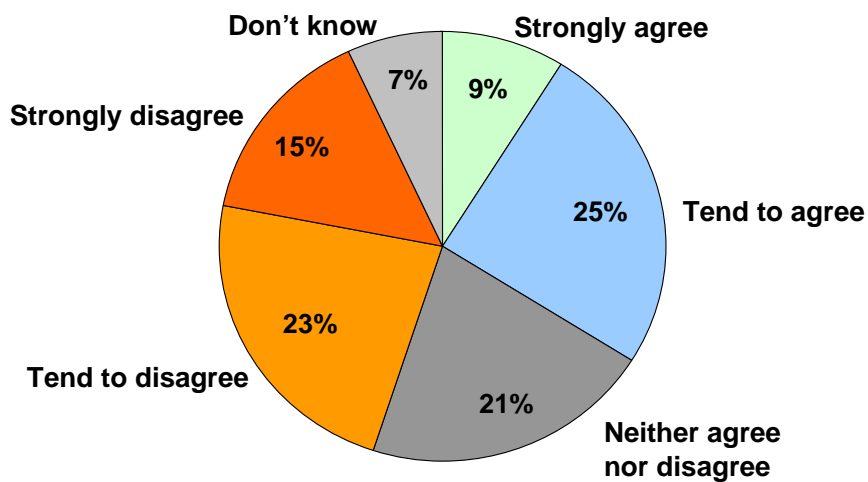
Question: How satisfied or dissatisfied are you with the way Richmond Council runs things?
Source: 505 Richmond residents 16+ (telephone), September 2008

Value for money

A third of residents (34%) think the council provides good value for money. The residents most likely to feel the council gives good value for money speak highly of the council (57%) and feel the council has the right new ideas to reduce waste (45%).

At the end of the survey, residents were asked again if they think the council gives local people good value for money, to which 45% said yes. This is an increase of 11 percentage points from the beginning of the survey indicating that awareness of the services provided increases perception of good value for money.

Does the Council provides good value for money?



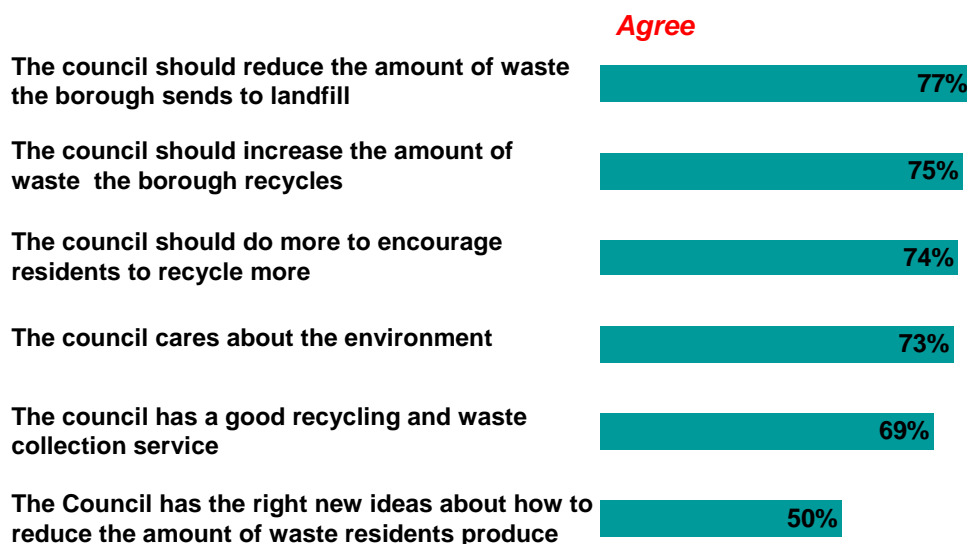
Question: To what extent do you agree or disagree the council provides good value for money?

Source: 505 Richmond residents 16+ (telephone), September 2008

The council's role in recycling

Residents are generally positive in their view of the council's recycling service and its role in increasing recycling. Most residents agree that waste should be reduced and recycling increased. Three quarters (73%) also think the council cares about the environment.

The council's recycling service



Question: To what extent, if at all, do you agree or disagree with the following statements?

Source: 505 Richmond residents 16+ (telephone), September 2008

At the end of the survey residents were asked some of the questions listed in the chart again. The findings were as follows:

	Before	After	% change
The council has a good recycling and waste collection service	69	72	+3
The council has the right new ideas about how to reduce the amount of waste residents produce	50	50	0
The council cares about the environment	73	67	-6

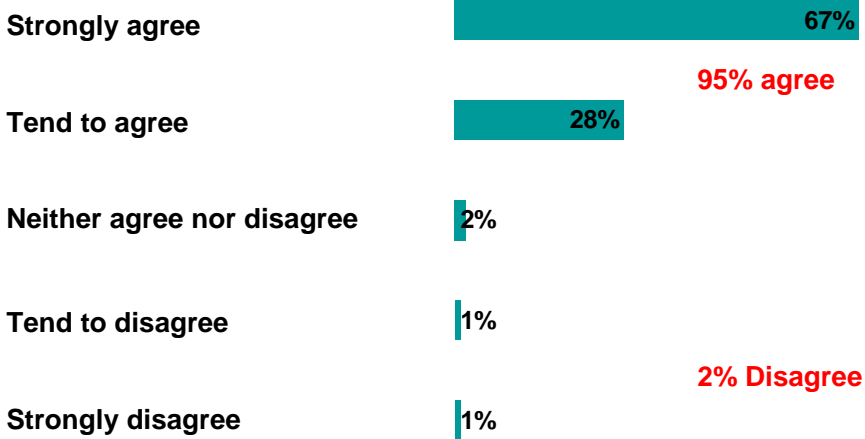
As the table indicates the measure which increases most once residents have taken part in the survey is the perception that the council has a good recycling and waste collection service (+3%). Residents do not change their opinion about the council having good new ideas to reduce waste and are less likely to feel the council cares about the environment (-6%).

Half of residents (49%) speak highly of the council's recycling service, a quarter (24%) are critical of it. The proportion of critics rises among those who are dissatisfied with the service, especially door-to-door collection (75%), those who do not think the council gives good value for money (40%) and those who do not feel well informed about the service (39%).

How much do residents recycle?

Over nine in ten residents agree they do everything they can to recycle and reduce the waste they produce (67% strongly agree).

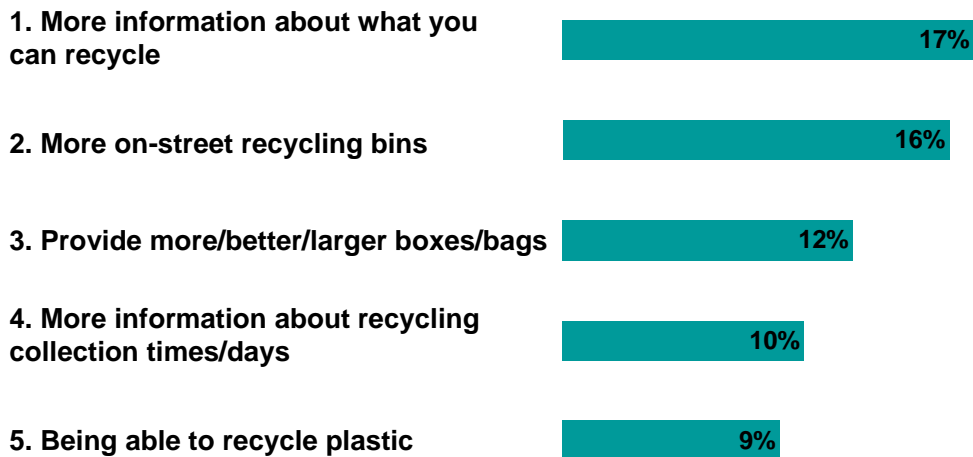
I do everything I can to recycle



Question: To what extent, if at all, do you agree or disagree with the following statements?
Source: 505 Richmond residents 16+ (telephone), September 2008

The council wishes to encourage more residents to recycle more of the time. Residents were asked, unprompted, how they think the council could encourage more recycling. The following chart shows the five top answers:

How to encourage recycling – top five



Question: What should the council do to encourage residents to recycle more and reduce the amount of waste they produce? (UNPROMPTED)

Source: 505 Richmond residents 16+ (telephone), September 2008

Other ways to encourage recycling include more frequent/reliable door-to-door collections (8%), collect recycling from the same container/reduce the number of containers (7%) and improve services/facilities (6%).

Satisfaction with recycling services

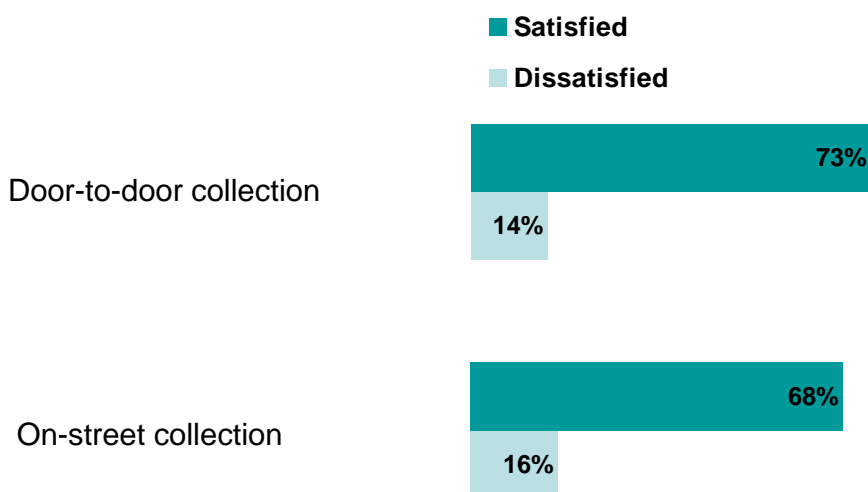
Door-to-door collections

Three quarters of residents are satisfied with their door-to-door collection service (73%). Residents living in flats are less likely to be satisfied with this than those in houses (62% and 78%) and residents who do not feel informed about recycling services are less likely to be satisfied than those who feel informed (60% and 80%).

On-street collections

Over two thirds of residents (68%) are satisfied with their on-street collection service. Again residents living in houses are more satisfied than those in flats (72% and 61%). Residents informed about the service are more likely to be satisfied than those who are not informed (73% and 59%).

Satisfaction with collections



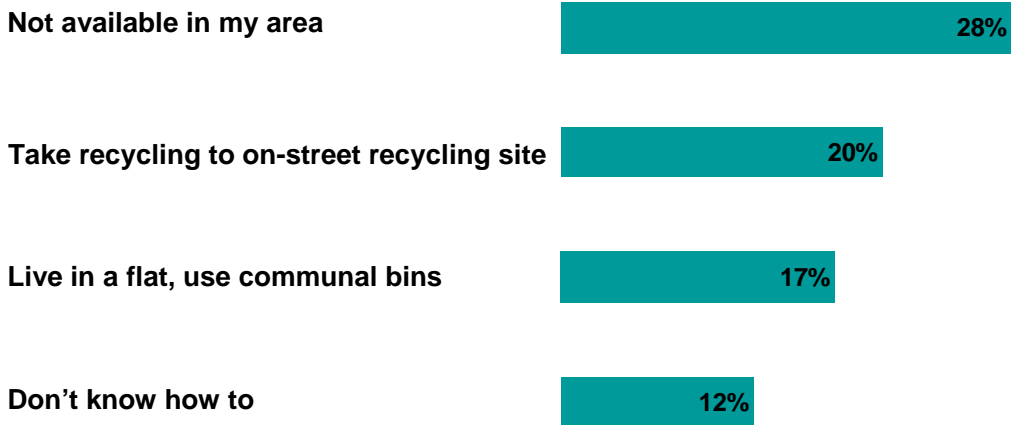
Question: How satisfied, if at all, are you with the following services provided by Richmond Council?
Source: 505 Richmond residents 16+ (telephone), September 2008

Use of door-to-door collections

Four in five residents use the door-to-door collection every week (79%), 7% use it less often and 13% say they never use it. Residents who do not use the service every week were asked why they do not. The top answers they gave can be seen in the chart below.

Reasons for not using the door-to-door recycling service every week

Top answers



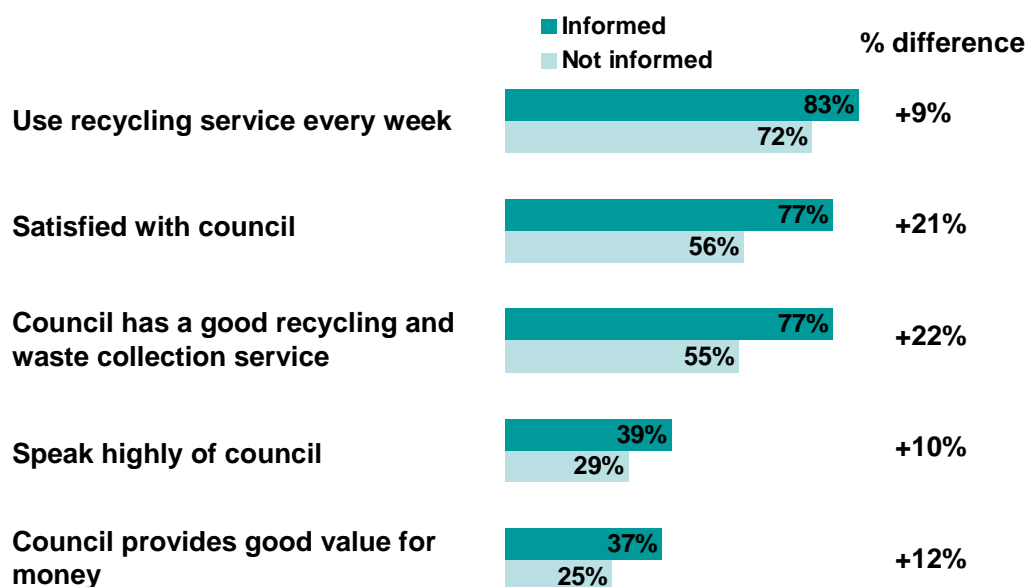
Question: Why do you not use the door-to-door recycling service every week? (UNPROMPTED)
Source: 505 Richmond residents 16+ (telephone), September 2008

Over one in ten residents (12%) say they don't know how to use door-to-door collections and 5% said they didn't know it was available.

Feeling informed

Two thirds of residents (65%) feel well informed about the recycling services the council provides. Residents who are well informed are more likely to be advocates of the council, satisfied with the council and think the council gives good value for money than residents overall. They are also more positive about all other aspects of the council's recycling service.

Informed vs not informed



Source: 505 Richmond residents 16+ (telephone), September 2008

Around half of residents (52%) have seen Arcadia. Those who have seen Arcadia in the last month are more likely to be satisfied with the council (75%), agree the council has a good recycling service (74%), satisfied with the door-to-door collection (79%), feel well informed about recycling services (71%) than those who have not seen the magazine.

Those who have not seen Arcadia are more likely to think more information about recycling and what item can be recycle is needed to increase rates.

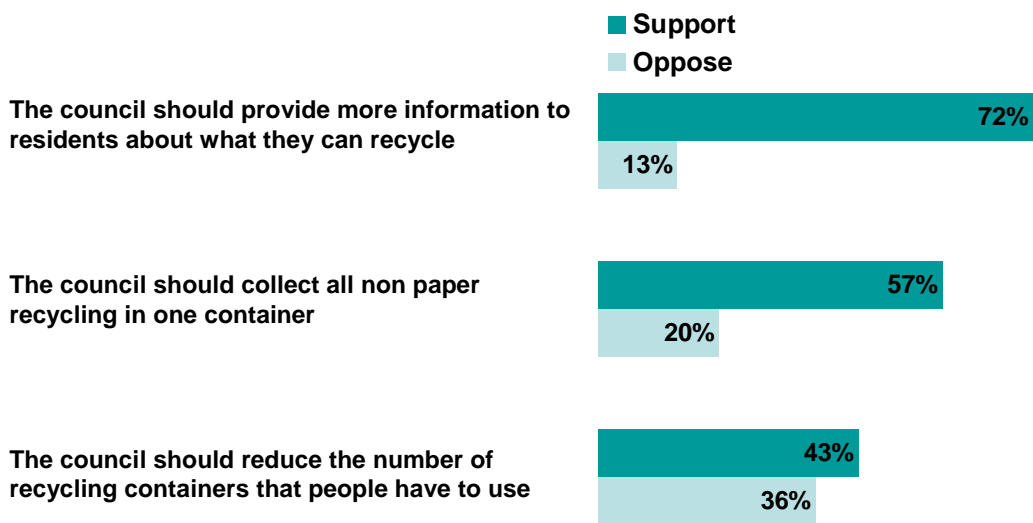
These findings show the positive impact the magazine has on keeping residents informed and satisfied.

Recycling policy

Three quarters of residents (72%) think the council should provide more information to residents about what they can recycle. This proportion rises among those who feel they only get a limited amount of information from the council about recycling services (86%).

Three in five (57%) think the council should collect all non paper recycling in one container. Two in five (43%) think the council should reduce the number of containers used to recycle items but 36% do not think this should happen.

The council's recycling service

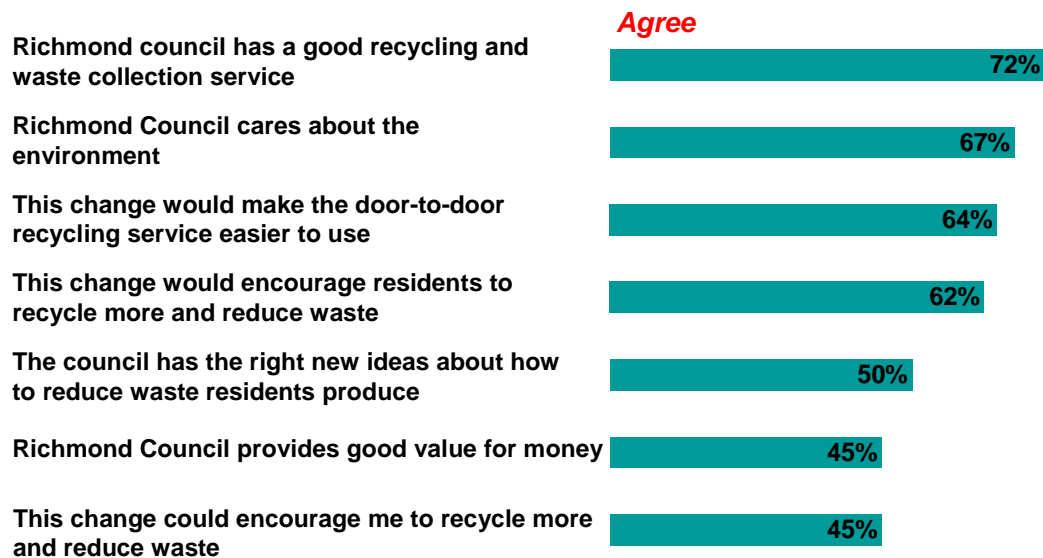


Question: To what extent, if at all, do you support or oppose each of the following?

Source: 505 Richmond residents 16+ (telephone), September 2008

Residents were asked for their opinion on a number of measures if the council was to reduce the number of containers residents have to use to recycle waste. The findings were as follows:

Reduce the number of containers?



Question: If the council reduced the number of containers that residents had to use to recycle waste, to what extent, if at all, would you agree or disagree with the following statements?

Source: 505 Richmond residents 16+ (telephone), September 2008

Just under half feel the council gives good value for money, a rise of nine percentage points since the beginning of the survey. Around three quarters (72%) of residents think the council has a good recycling and waste collection service, a rise of three percentage points from the beginning of this survey.

Two thirds (67%) think the council cares about the environment but this measure has dropped by six percentage points from the beginning of the survey. This indicates that residents are not linking the council's recycling policies to them caring about the environment. Half feel the council has the right new ideas about how to reduce waste, the same proportion as at the beginning of the survey.

Around three in five residents think reducing the number of containers would make the door-to-door recycling service easier to use (64%) and encourage residents to recycle more waste (62%).

Questionnaire and full findings

The results of the survey are based on 505 interviews with London Borough of Richmond residents, aged 16+. The survey was carried out by telephone between 1st and 15th September 2008. Fieldwork was conducted by Facts International who are full members of the Market Research Society and abide by their code of practice (www.mrs.org.uk). A representative sample was interviewed with quotas set by age, gender and work status. Data is weighted to the known profile of Richmond.

Richmond Recycling Survey 2008			
			Sep-08
			Phone
			%
RATING THE COUNCIL			
Q1	Which one of the following comes closest to how you feel about Richmond Council?	I would speak highly of Richmond Council without being asked	9
		I would speak highly of Richmond Council if I was asked	26
		I have no views one way or the other	36
		I would be critical of Richmond Council if I was asked about it	18
		I would be critical of Richmond Council without being asked	8
		None of these	3
		Don't know	
		Advocate	35
		Critic	26
		Net advocate	9
Q2	How satisfied or dissatisfied are you with the way Richmond Council runs the local area?	Very satisfied	12
		Fairly satisfied	59
		Neither satisfied nor dissatisfied	15
		Fairly dissatisfied	11
		Very dissatisfied	4
		Don't know	1
		Satisfied	71
		Dissatisfied	15
Net satisfied	56		

RECYCLING

Q3	To what extent do you agree or disagree with the following statements?		
a	I do everything I can to recycle and minimise the waste I produce	Strongly agree	67
		Tend to agree	28
		Neither agree nor disagree	2
		Tend to disagree	1
		Strongly disagree	1
		Don't know	*
		Agree	95
		Disagree	2
		Net agree	93
b	Richmond Council cares about the environment	Strongly agree	23
		Tend to agree	50
		Neither agree nor disagree	12
		Tend to disagree	4
		Strongly disagree	6
		Don't know	6
		Agree	73
		Disagree	10
		Net agree	63
c	Richmond Council provides good value for money	Strongly agree	9
		Tend to agree	25
		Neither agree nor disagree	21
		Tend to disagree	23
		Strongly disagree	15
		Don't know	7
		Agree	34
		Disagree	38
		Net agree	-4

d	Richmond Council has a good recycling and waste collection service	Strongly agree	29
		Tend to agree	40
		Neither agree nor disagree	8
		Tend to disagree	12
		Strongly disagree	9
		Don't know	2
		Agree	69
		Disagree	21
		Net agree	48
e	Richmond Council has the right new ideas about how to reduce the amount of waste residents produce	Strongly agree	11
		Tend to agree	39
		Neither agree nor disagree	17
		Tend to disagree	9
		Strongly disagree	8
		Don't know	15
		Agree	50
		Disagree	17
		Net agree	33
f	Richmond Council should increase the amount of waste the borough recycles	Strongly agree	45
		Tend to agree	30
		Neither agree nor disagree	10
		Tend to disagree	7
		Strongly disagree	2
		Don't know	6
		Agree	75
		Disagree	9
		Net agree	66

g	Richmond Council Should reduce the amount of waste the borough sends to landfill	Strongly agree	51
		Tend to agree	26
		Neither agree nor disagree	9
		Tend to disagree	3
		Strongly disagree	2
		Don't know	10
		Agree	77
		Disagree	5
Net agree	72		
h	The council should do more to encourage Richmond residents to recycle more and reduce the amount of waste they produce	Strongly agree	44
		Tend to agree	30
		Neither agree nor disagree	10
		Tend to disagree	12
		Strongly disagree	3
		Don't know	2
		Agree	74
		Disagree	15
Net agree	59		

Q4	What should the council do to encourage residents to recycle more and reduce the amount of waste they produce? (Unprompted)	More information about what you can recycle	17
		More on-street recycling bins	16
		Provide more/better/larger boxes/containers/bags	12
		More information about recycling collection times/days	10
		To be able to recycle plastic	9
		More/frequent/reliable door to door collections	8
		Collect recycling from the same container/reduce different types of containers	7
		Improve services/facilities	6
		Get shops/businesses to reduce packaging	5
		Make it easier to recycle	5
		Offer incentives to encourage people to recycle	5
		Residents to be penalised/fined for not recycling	4
		Cleaner streets/dustmen to clean up after collections	4
		Recycle more green/garden waste/compost	3
		Encourage businesses to recycle more	2
		Better communication/respond to queries	2
		Reduce the council tax	2
		Education	2
		Advertise more	2
		Collect certain items	2
		Cardboard	1
		Collect more items	1
		Limit how much rubbish is collected per household	1
		Nappies	1
		Tetra packs	1
		Food waste	1
		Nothing, it's fine as it is	2
		Other	12
		Don't know	14

Q5	Which one of the following comes closest to how you feel about the recycling service provided by Richmond Council?	I would speak highly of the council without being asked	14
		I would speak highly of the council if I was asked	35
		I have no views one way or the other	24
		I would be critical of the council if I was asked about it	16
		I would be critical of the council without being asked	8
		Don't know	3
		Advocate	49
		Critic	24
		Net advocate	25
Q6	How satisfied or dissatisfied, if at all, are you with the following recycling services provided by Richmond Council?		
Door-to-door collection	Very satisfied	28	
	Fairly satisfied	45	
	Neither satisfied nor dissatisfied	7	
	Fairly dissatisfied	9	
	Very dissatisfied	5	
	Don't know	6	
	Satisfied	73	
	Dissatisfied	14	
Net satisfied	59		
On-street collection	Very satisfied	24	
	Fairly satisfied	44	
	Neither satisfied nor dissatisfied	10	
	Fairly dissatisfied	11	
	Very dissatisfied	5	
	Don't know	6	
	Satisfied	68	
	Dissatisfied	16	
Net satisfied	52		

Q7	How well do you think Richmond Council keeps residents informed about the recycling services it provides?	Very well informed	22
		Fairly well informed	43
		Gives us only a limited amount of information	22
		Doesn't tell us much at all about what it does	12
		Don't know	1
		Informed	65
		Not informed	34
	Net informed	31	
Q8	How often, if at all, do you use the council's door-to-door recycling service?	Every week	79
		Every two weeks	4
		Once a month	1
		Less often	2
		Never	13
Q9	Why do you not use the door-to-door recycling service every week?	Not available in my area	28
		Take recycling to on-street recycling site	20
		Live in a flat - use communal bins	17
		Don't know how to	12
		Didn't know it was available	5
		Do not produce much recycling	4
		No bag/bin/container	4
		No-where to store recycling bins	3
		Too complicated	2
		Not interested in recycling	1
		No point in recycling – makes no difference	0
		Other	10
		Don't know	6
	<i>Number of interviews (those who do not use the service every week)</i>	82	
Q10	The following are changes which some people have suggested should be made to the door-to-door recycling service. To what extent, if at all, do you support or oppose each of them?		
a	The council should provide more information to residents about what they can recycle	Strongly support	46
		Tend to support	26
		Neither support nor oppose	15
		Tend to oppose	10
		Strongly oppose	3
		Support	72
		Oppose	13
	Net support	59	
b	The council should	Strongly support	22

	reduce the number of recycling containers that people have to use	Tend to support	21
		Neither support nor oppose	20
		Tend to oppose	22
		Strongly oppose	14
		Support	43
		Oppose	36
	Net support	7	
c	The council should collect all non-paper recycling in one container	Strongly support	37
		Tend to support	20
		Neither support nor oppose	22
		Tend to oppose	12
		Strongly oppose	8
		Support	57
	Oppose	20	
	Net support	37	
Q11	If the council reduced the number of containers that residents had to use to recycle waste to what extent, if at all, would you agree or disagree with the following statements?		
a	This change would encourage me to recycle more and minimise the waste I produce	Strongly agree	22
		Tend to agree	23
		Neither agree nor disagree	19
		Tend to disagree	16
		Strongly disagree	15
		Don't know	5
	Agree	45	
	Disagree	31	
	Net agree	14	
b	This change would encourage Richmond residents to recycle more and reduce the amount of waste they produce	Strongly agree	29
		Tend to agree	33
		Neither agree nor disagree	10
		Tend to disagree	11
		Strongly disagree	9
		Don't know	7
	Agree	62	
	Disagree	20	
	Net agree	42	
c	This change would make the door-to-	Strongly agree	33
		Tend to agree	31

	door recycling service easier to use	Neither agree nor disagree	10
		Tend to disagree	10
		Strongly disagree	9
		Don't know	7
		Agree	64
		Disagree	19
		Net agree	45
d	Richmond Council cares about the environment	Strongly agree	24
		Tend to agree	43
		Neither agree nor disagree	12
		Tend to disagree	8
		Strongly disagree	5
		Don't know	8
		Agree	67
		Disagree	13
		Net agree	54
e	Richmond Council provides good value for money	Strongly agree	14
		Tend to agree	31
		Neither agree nor disagree	18
		Tend to disagree	16
		Strongly disagree	10
		Don't know	11
		Agree	45
		Disagree	26
		Net agree	19
f	Richmond Council has a good recycling and waste collection service	Strongly agree	30
		Tend to agree	42
		Neither agree nor disagree	10
		Tend to disagree	5
		Strongly disagree	8
		Don't know	5
		Agree	72
		Disagree	13
		Net agree	59
g	Richmond Council has the right new ideas about how to reduce the amount	Strongly agree	16
		Tend to agree	34
		Neither agree nor disagree	16

	of waste residents produce	Tend to disagree	10
		Strongly disagree	9
		Don't know	14
		Agree	50
		Disagree	19
		Net agree	31
DEMOGRAPHICS			
QA	Gender	Male	48
		Female	52
QB	Age	16-24	11
		25-44	40
		45-60	26
		Over 60	22
		Refused	*
QC	Work status	Working - full time	48
		Working - part time	15
		Registered unemployed	2
		Unemployed, not registered - seeking work	1
		Not working - not seeking work	4
		Retired	20
		At home/looking after family	6
		Permanently sick/disabled	1
		Full-time student	4
		Other	*
		Refused	*
	How long have you lived in the Richmond Council area?	Less than 6 months	4
		6 months -1 year	7
		1 – 2 years	7
		3 – 4 years	7
		5 – 9 years	14
		10 – 19 years	18
		20 years +	42
		Don't know	*

	Which of these best describes the type of home you live in?	Semi-detached house	31
		Terraced house	24
		Detached house	13
		Flat in converted house	10
		Flat in mansion block	6
		Flat on housing estate	5
		Flat in tower block	4
		Flat above shop/retail unit	2
		Maisonette	1
		Purpose built flat	1
		Other	3
		Don't know	*
QE	Which, if any, local or national newspapers have you read in the last seven days?	Times	25
		Daily Mail	18
		Guardian	17
		Daily Telegraph	15
		Richmond and Twickenham Times	14
		Richmond Informer	13
		Independent	8
		Metro	8
		Financial Times	7
		Sun	6
		Evening Standard	6
		Daily Express	5
		Mirror	5
		London Lite	3
		thelondonpaper	2
		News of the World	2
		Daily Star	1
		Surrey Comet	1
		Sunday Times	1
		Observer	1
		Mail on Sunday	1
		Richmond Guardian	*
		Other	2
None	17		
Don't know	1		

	Have you had a copy of Arcadia, the council's magazine, delivered through your door in the last six months or at all?	Yes, last month	19
		Yes, two to three months ago	20
		Yes, four to five months ago	8
		Yes, but over six months ago	5
		No, never received it	28
		Don't know/can't remember	20
	Which of the following best describes you?	White	
		British	79
		Irish	3
		Eastern European	3
		Western European	5
		Any other White background	3
		Mixed	
		White and Black Caribbean	1
		White and Black African	*
		White and Asian	1
		Any other Mixed background	1
		Asian or Asian British	
		Indian	3
		Pakistani	1
		Bangladeshi	0
		Any other Asian background	1
		Black or Black British	
		Caribbean	0
		African	1
		Any other Black background	*
		Other ethnic group	
		Arab	*
		Chinese	1
Any other background	*		
Don't know	*		
Refused	*		
	Technical details	Number of interviews	505
		<p>1st - 15th September 2008: Facts International, telephone Quotas set by and data weighted by age, gender, work status and ethnicity to known profile of Richmond</p> <p>Results are based on all interviews unless stated otherwise</p> <p>An "*" indicated a score less than 0.5% but greater than zero</p>	

Contact Details

The authors have sought to ensure that this report is an accurate reflection of the research and consultation that has taken place. It is therefore important that the findings continue to be accurately reflected in any future internal or external publication. If you wish to reference the findings from this report please contact the authors to ensure that your interpretation is correct.

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