

# Waste Segmentation Research

# RESEARCH OBJECTIVES

- To **identify** the attitudinal sub-segments that exist within the broader 'sympathiser' and 'unaware' segments towards Waste
- To **validate** the five attitudinal statements and to ascertain the best means of encouraging them to be concerned with recycling, reusing and over-packaging
- To **quantify the size of each segment**
- To **profile the chief characteristics**; demographic, attitudinal and behavioural for each segment

# METHODOLOGY

Research carried out in 3 stages:

## **Stage 1** (identification of segments)

- 12 standard length focus groups undertaken
- 4 in each broad area: 'City', 'Urban', 'Rural'
  - 2 x 'Young (18-40)' and 2 x 'Old (41-64)' per area
  - 2 x ABC1, 2 x C2DE per area

## **Stage 2** (validation of segments)

- 10 standard length focus groups undertaken
- 2 from each attitudinal segment as defined by Stage 1 research (agreed to various attitudinal statements to define their 'type')
- 1 Younger (18-40), 1 Older (41-64) for each segment, mix of SEG (BC1C2D), Gender
- All completed a short Lifestyle questionnaire before the groups

## **Stage 3** (quantification of segments)

- 1000 Street Interviews conducted with representative sample of adults in England

# DEFINING 'WASTE'

- **Respondents had several key top of mind thoughts as to what 'waste' actually comprised:**
  - rubbish, packaging, bottles, paper
- **Other elements were (in order):**
  - cans, garden trimmings/grass, vegetable peelings, plastic bottles, nappies, cardboard, clothes, furniture, white goods, junk mail, metal, cars.
- **Words and phrases immediately associated with 'waste' were (in order):**
  - recycling, items no longer needed, refuse, mess, landfills, non-recyclable items, dirty, dustbins, uneaten food.

**It was almost impossible for respondents to separate the general issue of 'waste' from the specific issue of 'recycling'**

# WASTE MANAGEMENT IN OTHER COUNTRIES

- Almost without exception, respondents agreed that the UK had a very poor image with regard to waste (and recycling in particular), in comparison to other countries *“The UK is known as the dirtiest country across Europe”*.
- Germany was cited as a particularly good example by around 10 percent of the respondents - across all types and ages *“In Germany they have three sections to their bin”*; *“We went to Germany and they had 5 different bins in the kitchen”*.
  - It appeared that in most cases, it was compulsory to recycle and was enforceable by fines *“In other countries you are fined for not recycling”*; *“In Austria you do it by law”*.
- It is interesting to note that when asked about ‘other countries’, several commented that ‘other parts of the UK’ had better facilities than their local area:
  - 2 bins ‘In the South’
  - Brown garden waste bins in Cumbria
  - 4 bins in Tameside
  - 2 bins in Essex
  - Brown bins in St Edmunds
  - Different coloured bags in Surrey

**All examples mentioned a collection service of some sort, as opposed to ‘doing it for yourself’**

# IMAGE OF AND TRIGGERS FOR RECYCLING

## IMAGE

- The over-riding view of a 'typical recycler' was that they were more likely to be older/retired - which meant that they had **more time** *“Older people, they have more time on their hands to do it”; “The older generation are more used to saving stuff”*.
- The more extreme view (largely from the younger groups) was that of someone quite 'quirky'

## TRIGGERS

- For around half the respondents, the main driver was the commencement of a **collection service** from their home *“The council gave us these green boxes”*.
- Aside from this, there appeared to be a more gradual triggering of behaviour:
  - **TV programmes** played a role *“When everyone was going on about the ozone layer and global warming”; “My mum saw something on ‘Discovery’ and since then she’s always recycled stuff”*
  - A **gradual realisation/fear** *“We became frightened that our resources were running out, that the ball is rolling”*
  - A handful felt that it was **down to their parent’s behaviour** *“They did it so I carried on when I left”*
  - At some point, several began to **‘feel guilty’** in some way *“I just started to think about all the waste”*.

# ITEMS RECYCLED - PAPER

- Paper was universally viewed as the most simple item to recycle, as most had some sort of collection facility *“You just put newspapers in a big box and someone comes and picks it up”*.
- However, the majority of those without such a facility viewed paper as suitable for recycling, but did not often do so themselves *“I take it to the paper bank”*; *“To scouts”*.
  - Many stated that having a collection would make them more likely to take action
- The only difficulty - expressed by a minority- was that certain types of paper could not be recycled (mail order magazines, shiny paper).

# ITEMS RECYCLED - BOTTLES

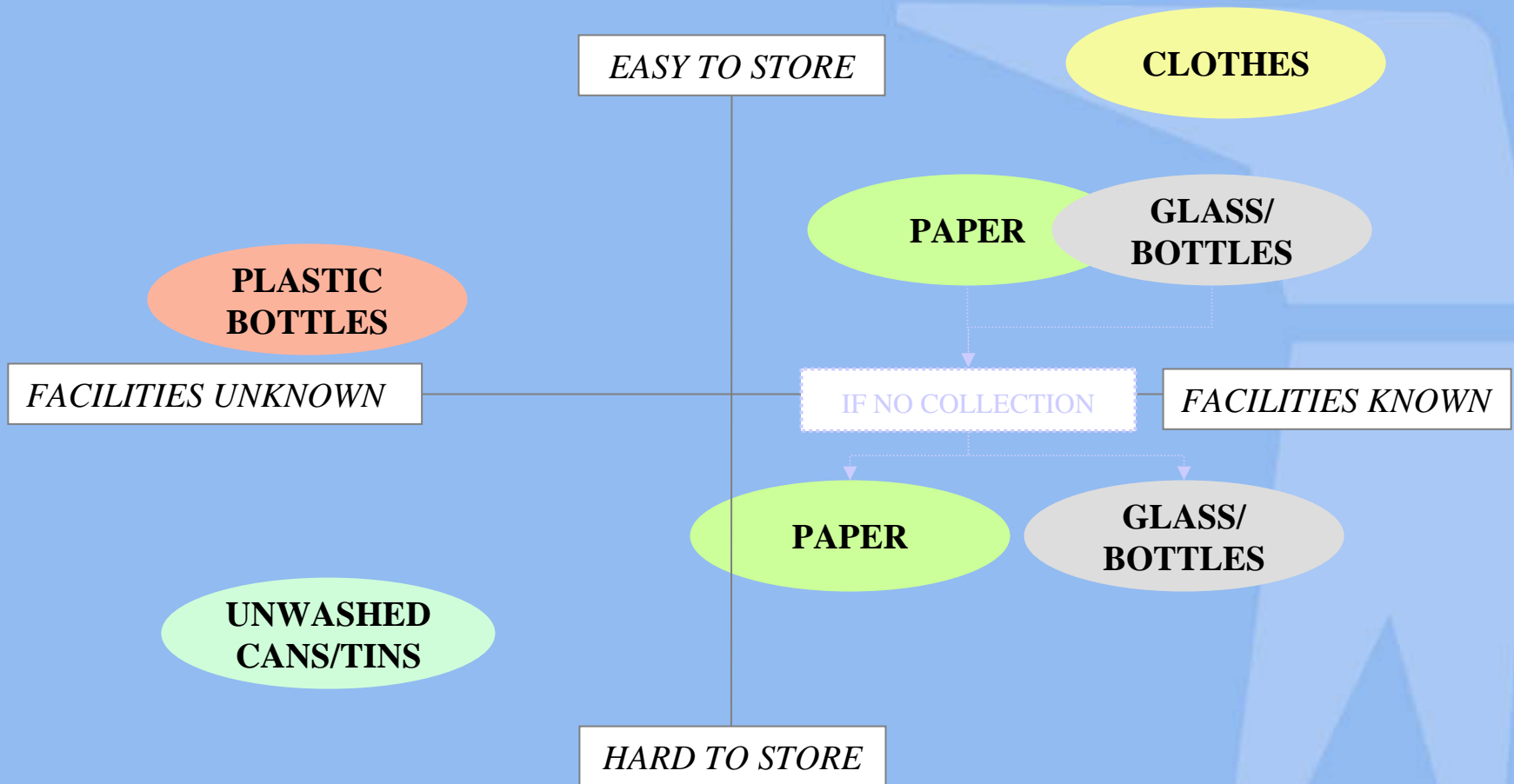
- **Bottles were either collected, or taken to a bottle bank (this was slightly more prevalent amongst the older groups)**
  - Around half of the sample simply disposed of them
- **Awareness of what could be put in bottle banks was quite low, with approximately one-third not realising that any glass containers were suitable *“You mean I can put Chicken Tonight jars in?”*;**
- **Most did not wash the bottles before placing them in the bank/out for collection, although a couple did go to the extreme of removing all the labels *“My wife, she washes them and takes the labels off”*.**
- **There were many reasons/excuses given for not recycling bottles, far more than any other item:**
  - The bins were seldom emptied *“It’s always overflowing, they never empty them”*
  - They were surrounded by broken glass *“I’m worried that the car will get a puncture”*
  - They were in unsafe locations *“I don’t want to go there after work at night”*
  - The bottles needed separating *“You can’t just tip a load of bottles in”*

Respondents were trying to justify their inaction

## OTHER ITEMS RECYCLED

- **Clothes** were either taken to a charity shop, or put into a charity collection bag which was posted through the door. A few took clothes to 'clothes banks'
- **Cans** were seldom recycled as they were *“Really messy and sticky, they just go in the bin”*.
- **Plastic bottles** were an issue, as although many felt that they should be recycled, hardly any knew of a recycling facility or whether indeed it was possible *“These recycling schemes at the tip just don't do plastic”; “I took my mum to the recycling place and she'd saved bags of plastic bottles, but they said that they don't take it any more because it costs too much to recycle it”*

# RECYCLE PROPENSITY MAPPING



# WHAT DRIVES RECYCLING BEHAVIOUR? (PREVENTING WASTE)

- **Having a collection service** was cited as the main reason *“I make the effort now I have my paper collection”*
- Many felt that by doing so they **felt good** in some way, albeit at a subconscious level:
  - They were ‘doing their bit’ *“I do my little bit when I go along to the bottle bank”*
  - They were saving resources/the environment *“You feel good if you are putting things in your green carton - you do think that you are doing your bit for the environment”*
- Several seemed to **genuinely care about the environment** - and rather than ‘feeling good’ did it for others, *“I care about my environment and that’s why I do it”*
  - This was often driven by concern regarding **landfills**
- Those who were giving clothes to charity, and the few who collected papers for a local cause liked the idea that *“It’s all raising money for a good cause”*.
- A few, older respondents simply did it as **part of their routine** *“I just go to the supermarket and drop them off weekly at the bottle bank”*.
- Other, minority reasons included:
  - Children enjoyed a trip to the tip/bottle bank *“They love it when the bottles all smash”*

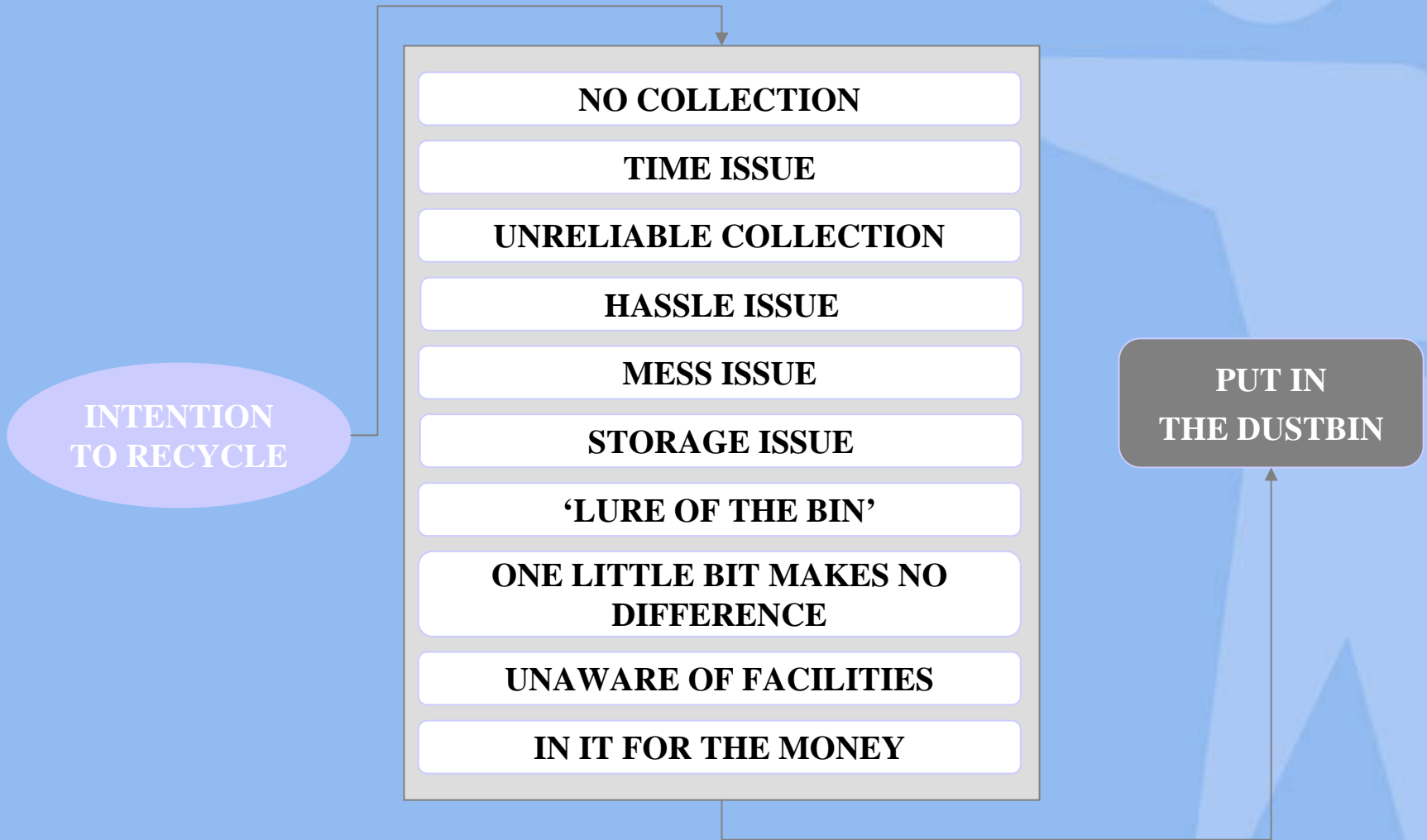
# WHAT PREVENTS RECYCLING BEHAVIOUR? (GENERATING WASTE)

- The most common reason given was having **no collection facility**. Beyond this, there were many reasons (and excuses) for taking little action.
- Many complained of a **lack of space** inside and outside their homes, which meant that there was little room to store recyclable items *“I feel bad about it but I just don’t have the space or the time”*; *“Where exactly would I store a pile of tins?”*
- Linked to this was a perception that recyclable goods (ie ‘used’ or ‘open’ items) were **messy and unhygienic**:
- Many of the city and urban groups stated that **getting a bigger bin (a wheelie bin) gave them a ‘licence to fill it’** *“Getting a bigger bin made me feel that it must be ok to fill it, or why else would we have had one?”*; *“We seem to put more in the wheelie bin than when we just had bin bags”*.
- The actual process of saving items was seen by many as a **hassle** and a **strain on their already busy and time-poor lives** *“You can’t be doing with sorting out what can and what can’t so you don’t bother with anything”*;
- Several felt that they **began with good intentions but lapsed** (due to both time and space pressures) *“I got fed up taking stuff to the bottle bank every week”*
  - A few did, however state that they should perhaps ‘get (back) into the habit’ *“You need to get into the habit of recycling all the paper for the collection, it’s just the time it takes”*.

# WHAT PREVENTS RECYCLING BEHAVIOUR? (GENERATING WASTE)

- A minority of those with a collection bemoaned the **unreliability of the service**, and consequently they too gradually lapsed *“They give you a date and then they don’t come so you leave it out and the bin men take it instead”*;
- A handful of older respondents did feel that **‘we are living in a throwaway society’** *“Our generation try to repair it, the younger generation just go and get a new one”*.
- There were also several (older) sceptics who **could not see any benefit to them** - either financially or otherwise *“If I take a load of bottles to a bottle bank then I’m giving somebody else money - I’m spending MY time for someone to make money, so why should I?”*
- There were some views regarding **education/upbringing**:
  - Schools were not teaching enough about the subject
  - Good parenting *“If you’re not brought up to recycle then you just won’t do it”*
  - Media information *“There’s not enough on the TV, we’re not told enough”*; *“I don’t know what to do with my tins”*.
- A handful professed to have **no knowledge of the facilities in their area** *“I’ve lived here for a while and I still don’t know where bottle banks are”*
- Several were content to **blame the manufacturers** of goods *“It’s all their fault - they make all the packaging”*; *“Ask McDonalds”*

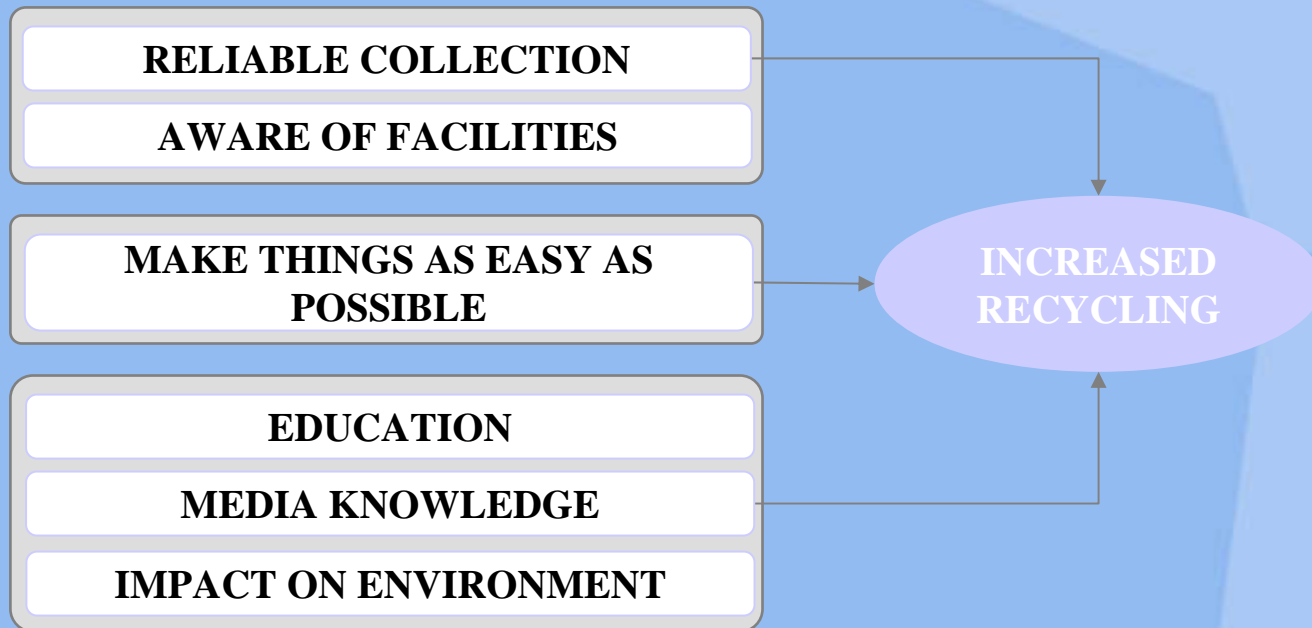
# THE BARRIERS TO OVERCOME



# THE MEANS TO ENCOURAGE RECYCLING

- Almost all of those currently without a **collection service** stated that this would be the biggest motivator for them - and often blamed the council for not providing a service:
  - Several commented on the fact that locations close to them had such facilities, yet they did not *“It’s very selective, they do it for the street down the road but they won’t do it for us”*
- The other main incentive - expressed by those with and without a collection - would be if **they did not have to sort the waste themselves**
- In a similar vein, a **reliable collection service** was expected, as it was felt that they could be somewhat sporadic *“I might make the effort if they did a regular collection on bin day”*; *“We never know when it comes”*.
- Many **relied upon the media** to inform them and felt that currently, not enough was being done to promote the need to recycle *“Tell us what’s going on and why we need to do it, more TV documentaries and so on”*.
- In a similar vein, there was a suggestion - especially amongst the more sceptical of the groups - that **knowing what became of recyclable goods** would encourage them *“I know that fleeces are made of old coke bottles but that’s about it”*; They were also keen to see **what impact this had upon the environment**
- **Education** was seen as another factor, slightly more so by the younger respondents than the older *“Educate the kids then their parents will know”*.

# OVERCOMING THE BARRIERS?



# THE ISSUE OF 'REUSING'

- The image of a 'typical reuser' was that of a pensioner, with a **'Wartime mentality'**
- At first, almost all stated categorically that they did nothing on this subject. However, it became apparent that **many were actually doing more than they thought**.
- The reasons for reusing were, however, sometimes selfish and had **little to do with environmental concern** *"To save a bit of money"*
  - A minority did express some level of concern/thought *"A bit of guilt in just chucking things away"; "I hate to see stuff wasted, it's just the way I've been brought up"*.
- Those who did not reuse anything other than the occasional carrier bag, gave the following reasons:
  - A distaste for **clutter** (ie 'once used' items) *"I like my house tidy, used clutter has to go"*
  - An agreement that the UK was now a **'Throwaway society'**
- To encourage them, respondents came up with two main **suggestions**, as they were slightly open to the possibility:
  - Cheaper/easier to use refills, free 'bags for life'
- The other view was that they simply **did not have enough ideas** as to what could be reused
  - Several felt that it was the responsibility of the media to encourage this *"Reassurance that you will make a difference, that everyone not just you is doing it"*.

# RE-USE

**NOT AN ENVIRONMENTALLY  
MOTIVATED ACT FOR MOST**

**MORE BECAUSE OF PERSONAL UTILITY  
AND SAVING MONEY**

**IDEAS WELCOMED...**

# THE ISSUE OF 'PACKAGING'

- Even before they were asked to think of a typical image for someone concerned with packaging, the majority lay the **blame** at the door of manufacturers
- The actual **image** was mainly that of an environmentalist/extremist/'veggie'
- Very few were, however doing anything other than buying loose fruit and vegetables by way of 'protest' *"If there's a choice I'll buy vegetables from Tesco with less packaging"*.
- **Most expressed little concern**, and seemed to be perfectly at ease with the amount of packaging *"You want your food to be in a plastic tray and in a box to keep it fresh and sturdy - otherwise it's just not right"*.
- Many also felt that recycled goods were **over-priced** and somewhat 'elitist' *"A recycled badge on something is used as an excuse to charge more"; "Recycled things are more expensive and give the impression it's for a select few"*
  - They also had limited appeal, and were seen as poor quality.
- When asked **what would encourage them** to change their views, there was a great deal of reluctance - amongst all types and ages *"If stuff was just in a small bag people wouldn't like it, they'd think something was wrong with it"; "M&S over-packaged sausages look far more appetising"*.
- **Manufacturers were again blamed** and held responsible for a solution *"If something is made of recycled goods it should be cheaper - at the moment you're paying more to feel good"*.

# PACKAGING

**FOR MOST, THIS ISSUE IS NOT ON THE ENVIRONMENTAL RADAR**

**THEY DO NOT SEE IT AS THEIR RESPONSIBILITY**

**INACTION**

**EDUCATION REQUIRED FROM SCRATCH**

# THE ISSUE OF 'NAPPIES'

- When asked their **image** of a typical 'terry' nappy user, the impressions included: 'mad people'; 'hippies'; 'our parents'; 'old fashioned'.
- Aside from the older respondents, there were a handful who had used terry nappies at some point in the past - with **very unhappy memories** *"I did it for a bit but had to give up"*.
- Awareness of the non-biodegradable nature of nappies was quite high yet all felt that they had **no option** but to use disposable nappies
- Even the older groups (some of whom were looking after young grandchildren) commented upon the **ease of disposable nappies** *"I am NOT worried about the consequences because they are just so quick and easy - you put them in the bin and forget about them"*.
- There were also some views that terry nappies were actually **less cost-effective and environmentally friendly than they may seem**:

## Alternatives?

- The blame was squarely directed towards the manufacturers of disposable nappies, who
  - Many were aware of the fact that disposables could not be incinerated *"There is this jelly stuff that can't be burned and doesn't break down"*.
- The only other alternative - that of a terry nappy collect and pick up service - had no appeal, as respondents worried that *"Whose nappies would you get? that is just unthinkable"*.

# NAPPIES

THEY KNEW IT'S ENVIRONMENTALLY DAMAGING



THE ALTERNATIVE WAS TOO INCONVENIENT



THEY EXPECT MANUFACTURES TO ACT-  
THEY CERTAINLY WON'T!

# THE ISSUE OF 'COMPOSTING'

- The **image** of a 'typical composter' was strongly associated with being a *"Keen gardener"*, largely for older people (with more time on their hands).
- Around **10 percent were composting**, and most of these were rural, older respondents with larger gardens.
- Of the rest of the groups, there was a definite **split in behaviour**:
  - The city groups were far more likely to *"Hide it in the bin"* than others
  - The urban and non-composting members of rural groups tended to take theirs to the tip.
- Those who did compost, were largely doing it for their **own benefit**, as opposed to any strong environmental considerations *"My husband grows his worms for fishing in ours"*
- Most respondents were not interested in the idea as they had a very **negative image** of composting (smelly, messy and labour intensive)
- There were also other, more **practical reasons**:
  - They had small gardens/yards
  - They did not want to buy a bin *"You have to buy the bins for a start"*
  - Many had no idea what to do *"I wouldn't know what to do with it even if I had it"; "I don't have the gardening knowledge to do it"*.
- To encourage them, the greatest 'carrot' would be a **free/heavily subsidised bin**

# COMPOSTING

AGAIN NOT ENVIRONMENTALLY DRIVEN



DRIVEN BY PERSONAL BENEFIT



ONLY FOR SERIOUS, WELL INFORMED GARDENERS

# SUGGESTED MESSAGES

- Respondents were asked to suggest a suitable message to convey their concerns.
- Their responses included the following subject areas (in order)
  - **Landfills** *“Do you want to move house and live next to a landfill?”*
  - **Recycling** *“Good practice of recycling”*
  - **The harm to the environment** *“Not recycling damages the environment”*
  - **Costing you money** *“Every ton of waste costs you extra tax”*
  - **Think of the next generation** *“Your kid’s future in your hands”*
  - **Think of the future consequences** *“Time and space is running out”*
  - **Think more for yourself** *“Declutter your bin, declutter your conscience”*
- In addition, a minority wanted any message to be quite shocking, and gave examples of the current ‘road safety’ campaign *“You need something hard hitting, a bit like those safety belt ads”*.

# ATTITUDINAL SEGMENTATION

## DEFINED BY

Current behaviour

General attitudes

Lifestage/style

**Predominantly recycling but other  
issues also considered**

Differences between SEG was small

Behaviour largely depended upon the facilities  
available

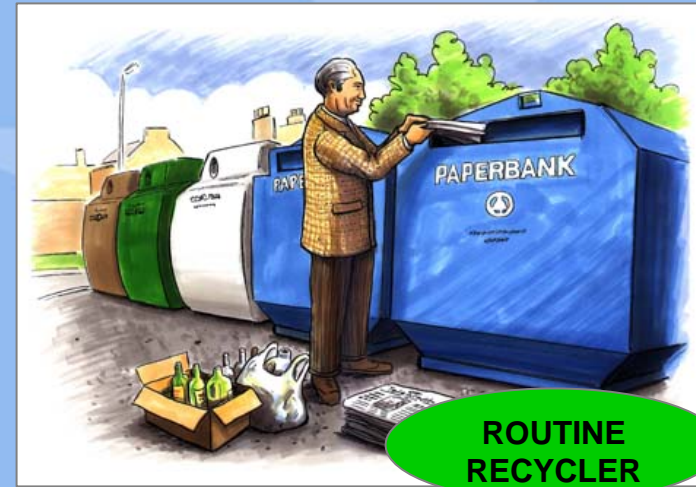
Lifestage of relative importance

Time/Space pressures predominate

# ATTITUDINAL SEGMENTATION - ROUTINE RECYCLER

The best behaved of all the segments they were doing their bit with regard to recycling and were re-using more than other segments too

Many thought that they themselves could be doing more and they did not regard their own behaviour as exceptional



Whilst not pious in their outlook, they did enjoy a 'feel good' factor as a result of their actions

They felt that it was simply a matter of doing what is right for the environment, and their families

They did look at today's 'throwaway society' and felt that it was in some ways responsible, but that every little helped, even if everyone wasn't willing or able to do so *"I've been brought up stopping things being wasted"*.

Statement: *I feel it is important to recycle household waste whenever I can. I am concerned about the earth's resources and want to 'do my bit'. I visit the recycling site on a reasonably regular basis.*

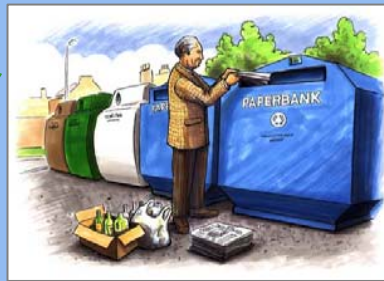
More in North East, London and South West  
Less in North West\*\* and West Midlands\*\*

**Recycle the most frequently:**

*Use recycle sites\*\*  
Use public tips\*\*  
Recycle household waste\*\*  
Composting\*\*  
Conserve energy\*\*  
Choose minimal packaging\*\*  
Re-use packaging\*\**

*Tend to regularly use own car  
Like visiting countryside/beach*

**Routine Recycler 40%**



**ABs\*\***

*Older – in 40s or 50s  
(few under 35 years)  
Highest retired proportion  
Mostly couples/two person households  
Own home outright\*\**

*Less likely to watch TV\*, but have satellite/digital/cable\*\*  
Like to listen to Radio 4\*\* or Radio 2\**

*Read the broadsheets and local papers  
Favour the Telegraph\*\*, not The Star\**

# ATTITUDINAL SEGMENTATION - ITS ALL THEIR FAULT

They tended to blame their behaviour on others; manufacturers and retailers - “These firms, they make the packaging and then we pay for it”, local and national authorities and other people

They were quick to blame the Council for not providing a sufficient recycling service as well as manufacturers for over-packaging in the first place

However, on the odd occasion that they recycled, they claimed to feel good and slightly guilty that they weren't doing more

They were generally lazy on environmental actions, with a low awareness of the environmental issues and of the current recycling facilities available to them



**IT'S ALL THEIR FAULT**

Statement: *The council do not provide enough recycling facilities and are not putting enough effort into encouraging people to recycle. Manufacturers, retailers and fast food outlets are to blame for using too much packaging. I would do more in terms of recycling if everyone else did.*

*In West Midlands\*\* and East Midlands  
Less in South East and  
South West*

**Average recycling frequency:**  
*Though poor at recycling  
household waste*

**It's All Their  
Fault 23%**



*Less likely to have a computer  
at home\**

*Younger on average,  
though have second  
highest retired proportion  
Mostly couples, but also  
single and 3 person  
households*

*Less likely to have  
satellite/digital/cable  
Favour Radio 2, do not listen  
to Radio 4\**

*Less enthusiastic newspaper  
readers, favour non-  
broadsheets*

# ATTITUDINAL SEGMENTATION - DOMESTIC CLEANSER

Their main behavioural driver was to declutter their homes as much as they could - and strongly associated 'recycling with mess and hassle

Their strong desire for cleanliness meant that they liked getting rid of rubbish as quickly as possible, and they were the least likely segment to re-use things

They received a very positive buzz from cleansing their domestic environment - by putting everything they could in the bin

They were the least likely to recycle the aftermath of a party or family gathering *"Out the door and in the bin, clear the air"*.

However, they were motivated to help the environment and felt guilty as a result. They knew that they should be doing more



Statement: *Having a tidy house is very important to me. I always intend to recycle my household waste, but it causes such a mess I usually end up just throwing it all in the bin. If there were a clean and tidy way to do it I would make more effort to recycle.*

*In West Midlands, South East.  
Less in North East and London*

**Recycle infrequently:**

*Significantly lower incidence of:  
Recycling household waste\*\*  
Composting\*\*  
Choosing minimal packaging\**

*Tend to regularly use own car  
Like shopping\*\**

**Domestic  
Cleanser 20%**



*DEs*

*Younger*

*Least likely to work full time  
Smaller households: mostly  
couples, with some single  
and 3 person households*

*Significantly more likely to  
watch TV\*\* and have  
satellite/digital/cable\*  
Favour Radio 1 and 5 Live*

*Read the Sun or Daily Mail,  
not The Telegraph*

# ATTITUDINAL SEGMENTATION - BUSY DISMISSOR

The infrequency of their good environmental behaviour was excused by talk of being too busy and time poor generally

They talked of busy lives - family, work, going out - and were pleasant, active, lively and fun people

They were able to provide many excuses for not being bothered by the chore of recycling; the time it took, the effort involved and general laziness

This attitude lead them to bin everything as the quickest and easiest option

They wanted a collection service that would ideally do 'everything' for them, so that the only effort they made would be to put something in another bin *"It's not just paper - it's paper you can, paper you can't - so it all just goes in the bin"; "Make things easy for us, we are all busy and don't have the time"*



**BUSY  
DISMISSOR**

Statement: *I lead a very busy life and just don't have the time to think about recycling and suchlike. Recycling is more for people who have more time on their hands than someone like me.*

**Many never recycle:**

*Significantly low:  
Use recycle sites\*\*  
Use public tips\*\*  
Recycle household waste\*\*  
Composting\*\*  
Conserve energy\*\*  
Choose minimal packaging\*\*  
Re-use packaging\*\**

*In North West\*\*,  
Yorkshire &  
Humberside\*,  
Not in West  
Midlands\*\*,  
South East\**

**Busy Dismissor  
14%**



*Most likely to have internet access at home  
Not keen on shopping, nor visiting the countryside/beach\*\*  
Enjoy sports, like socialising*

*More likely to be C1s\* and not ABs\*  
Younger, typically in 20s or 30s  
Work full time\*\*  
More likely to be male  
More likely to be single adult with child(ren), though tend to be larger households (highest frequency of 5+ households), as may live with parents, fewer couples than average (though more are couples than other household compositions)  
Do not own home\*\**

*Have satellite/digital/cable\*\*  
Not Radio 2\*\* listeners, prefer 5 Live*

*Largely do not read newspapers\*\* nor magazines\*\*, if do read Sun\*\* or Star\*\**

# ATTITUDINAL SEGMENTATION - 'MISINFORMED MOANER'

Not only were this segment lazy with regard to recycling, they protested too

They couldn't understand why they should bother to make an effort and couldn't see any benefits in recycling

They were keen that any companies making money from recycling should re-invest for the good of all



**MISINFORMED  
MOANER**

They too, blamed the manufacturers *"There is no choice - everything is over packaged, there is nothing that can be done"*.

Essentially, this segment does not believe that there is a major problem. They discounted the problems of landfill and talked of the negative environmental impact of recycling (e.g. energy expended)

Statement: *Companies who recycle goods only do so if there is a profit to be made. Landfills and the earth's resources are not things I worry about. What's more, recycling can often be more harmful to the environment than beneficial, so I don't see why I should bother.*

**Recycle infrequently:**

*Significantly low:  
Use of recycling site\*\*  
Use of public tip\*\*  
Recycle household waste\*\*  
Generally below average recycling and conservation behaviour*

*In Yorkshire & Humberside\*, South East and London.  
Not in East Midlands and West Midlands*

*More likely to be DEs  
Younger, typically 18-34 years  
Most likely to work part time  
Few couples, more single households  
More likely to be in rented accommodation or live with parents*

**Mis-informed Moaner 3%**

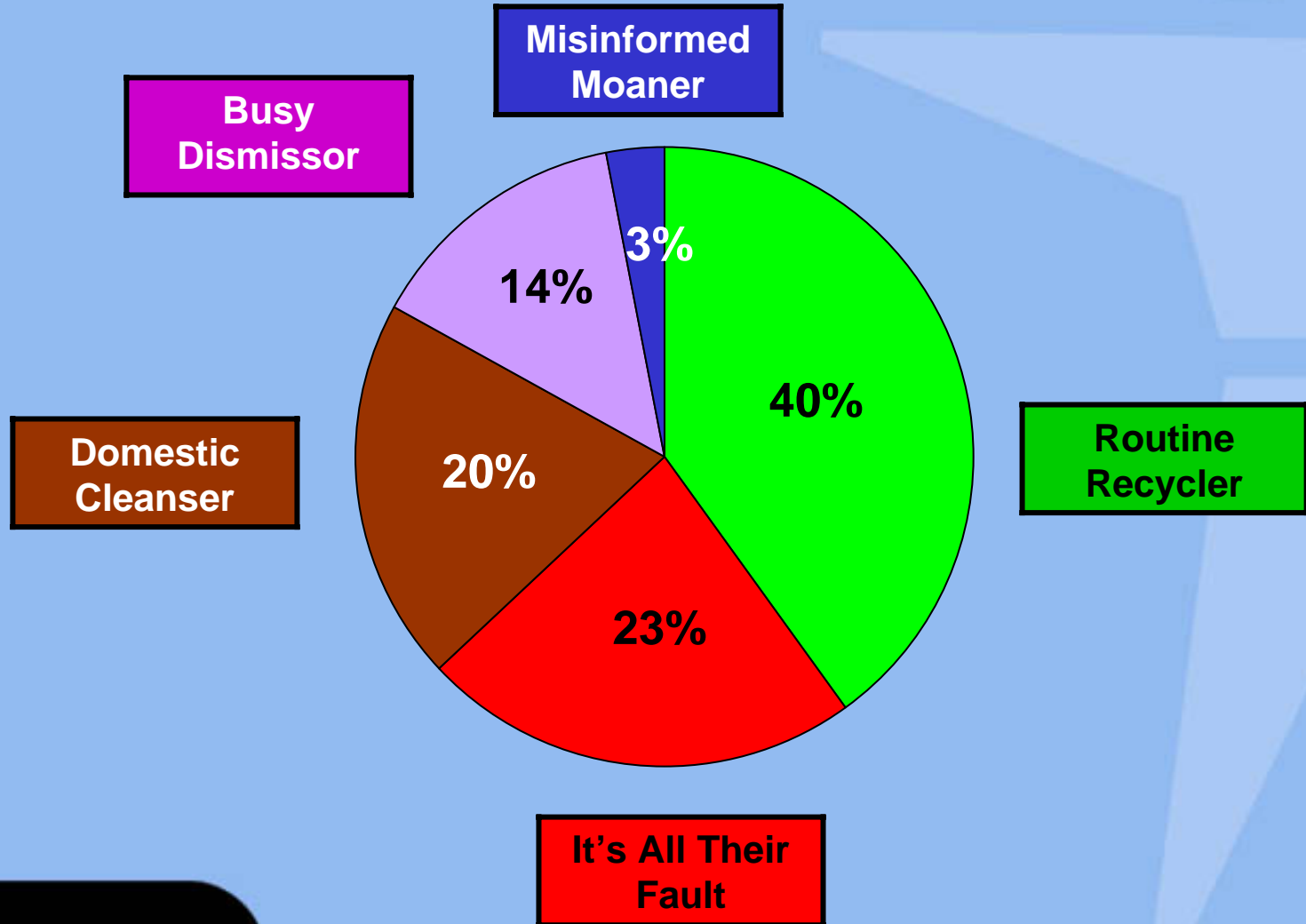


*Less likely to own a car, nor rely on car for transport  
Most likely to have a computer at home  
Do not like shopping, nor visiting the countryside/beach*

*Like Radio 1\*, but not any other radio stations*

*Many read no newspapers at all regularly, but those who do favour The Mirror*

# SIZE OF SEGMENTS



# SEGMENT MEMBERS - SUMMARY

<b>Routine Recycler</b>	FREQUENT RECYCLER	<i>AB, retired, own home, Radio 4 listener and broadsheet reader, notably Telegraph. Use car to visit countryside</i>
<b>Domestic Cleanser</b>	INFREQUENT RECYCLER	<i>DE, early 30s, couple, perhaps in full time employment, like TV and shopping</i>
<b>It's All Their Fault</b>	AVERAGE RECYCLER	<i>Either young or retired, couple, rented accommodation, poor access or interest in media</i>
<b>Misinformed Moaner</b>	INFREQUENT POOR RECYCLER	<i>DE, under 35, single rented householder, possibly working Part time; enjoy magazines rather than broadcast media. Tendency to rely on public transport</i>
<b>Busy Dismissor</b>	MAY NEVER RECYCLE	<i>C1, in 20's or 30's working full time, do not own home. Rely on broadcast media rather than print. Often male, sports lovers and socialisers.</i>

# DIFFERING ATTITUDES BETWEEN SEGMENTS

Respondents belonging to the 5 segments were recruited to comment upon the issues raised in stage 1

- ‘Routine Recycler’ - quotes in *green*
- ‘Domestic Cleanser’ - quotes in *brown*
- ‘It’s All Their Fault’ - quotes in *red*
- ‘Misinformed Moaner’ - quotes in *blue*
- ‘Busy Dismissor’ - quotes in *purple*

# DEFINING 'WASTE'

- Respondents largely mirrored the definition of Waste from Stage 1 in two cases: Rubbish and Packaging
- Apart from this, their initial thoughts revolved around words associated with it, as opposed to the elements of waste. These were (in order):
  - Things in the bin, worthless items, unwanted items, recycling, industrial waste, government policy, landfill and litter
- The actual elements of waste were seen to be (in order):
  - Packaging, food leftovers, paper, bottles, garden waste (prompted), cans, garden waste (spontaneous), plastic carrier bags, tyres, cartons, boxes, nappies and fridges

**VERY FEW IMMEDIATELY ASSOCIATED  
IT WITH RECYCLING**

# WASTE MANAGEMENT IN OTHER COUNTRIES

- In line with views from stage 1, almost all the respondents agreed that the UK performed particularly poorly in comparison to other countries *“We are up there with the worst of them”*; *“We really don’t recycle enough”*
  - However, even at this early stage in the discussion, most of the **It’s all their fault** and **Misinformed Moaner** segments went on the defensive and stated that ‘other countries’ have better systems in place than in the UK, and it was down to the government, not the people *“It’s not our fault if there are no facilities to do it in the UK”*
- Germany was seen as the most exemplary nation, by one or two of each segment *“I used to work in Germany and they recycle everything”*; *“The council provide them with different bags and bins but they don’t do that here”*; *“I saw a TV programme about Germany where they put their cans and bottles in different containers”*

# WASTE MANAGEMENT IN OTHER COUNTRIES

- Other countries received mentions as follows:
- Holland (3) *“They have machines at the supermarket and you feed the bottles in and get the money back”*; *“They have different compartments in their houses and it’s all taken away”*
- Canada (3) *“I’m from Canada and where I come from people would gasp if you threw a bottle away”*
- USA (2) *“Paper and bottle banks at the end of every road”*
- Ireland (1) *“In every store you have to pay 2p for a carrier bag”*
- Portugal and Spain (1) *“Everything goes back to the supermarket and you get paid for it”*
- Japan (1) *“People are fined if they throw the wrong stuff away”*
- Australia (1) *“They recycle everything”*
- Sweden (1) *“They have stricter laws don’t they”*
  
- Other countries receiving one mention and seen as somehow ‘better’ than the UK (largely guesswork) were: Austria, Singapore, Scandinavia, Belgium

# WASTE MANAGEMENT IN OTHER PARTS OF THE UK

A few comments were made regarding other areas in the UK which were somehow 'better served' than respondents' own:

- London (2) *"I have a friend in London, every household has a plastic box for their glass bottles and it's taken away each week, everybody does it"*
- Paignton (1) *"Somewhere in Paignton some friends had 3 bins, 1 for paper, 1 for bottles and 1 for metal - and it was all collected"*
- Other than these specific examples, the main issue raised was that 'other nearby areas' had differing levels of collection service *"In other areas they have blue boxes but not around here"; "I see different bins for recycling in other areas, it's so easy for them"; "In a lot of areas the council do collections which makes it easier"*

# THE IMAGE OF A 'TYPICAL RECYCLER'

- Around 1/4 of the respondents agreed with the view from Stage 1, that a 'typical recycler' was more likely to be older, with time on their hands. This view was particularly strong amongst the Busy Dismissors: *"Anytime I go to the supermarket they have a bottle bank there and it is always an older person putting stuff in"; "I can't be bothered to sort out all the stuff but they can"*
- Aside from this, the view was that of someone rather odd:
  - Hippy *"People who went to Woodstock"*
  - Eccentric *"Your typical crazy neighbour"*
  - Obsessional *"An anorak"*
- A couple did feel that they may be younger *"More educated about the issues"*

# ITEMS RECYCLED

- The most frequently recycled items were **Bottles** (to a bottle bank), and **Paper** (almost exclusively thanks to a collection service)
- Many were also giving away **Clothes** to charity (largely via collection bags), and a handful were reusing them as dusters/rags
- Other mentions included: **Grass cuttings** (2 groups could purchase green sacks for garden waste which would then be collected), **Spectacles**, **Plastic cups** (in the office); **Cans/tins** (a handful only)
- Almost all considered **Plastic/Plastic Bottles** to be the least likely mainstream items to recycle, as few knew of facilities/whether they could be recycled *“Nothing you can do with plastic”*; *“I think the PET plastic ones can be recycled but it’s so hard to tell”*; *“The plastic stuff can probably be recycled but I have no idea of where to take them”*

# THE DRIVERS TO RECYCLE

- Around 1/4 of the respondents had a paper collection service *“I got leaflets about the Paper Chase collection service, so I know it will be collected”*
- Helping the environment was the biggest driver, especially for Routine Recyclers *“It is the environmentally friendly thing to do”*
  - This generated a feeling of ‘doing their bit’
- Parental upbringing was another reason, again largely expressed by Routine Recyclers, along with a few from the other segments *“Just growing up, common sense really”; “I was brought up to do it, so I do”*
- Helping Charities was another ‘feel good’ factor *“Giving clothes away to someone else so they can use them”*
- Few could remember a specific time in their lives when they started to do more *“Something in the 80s happened, and people started talking more about the ozone layer”*

# DRIVERS TO OCCASIONAL RECYCLING

- There were several reasons given for **occasionally** recycling, largely (but not exclusively) expressed by **Domestic Cleansers, It's All Their Fault and Busy Dismissors. Misinformed Moaners** did not have this part-time mentality - they either did recycle or they did not (mainly did not!)
- Several of the three segments stated that recycling was often undertaken **in the workplace** - but this was seldom repeated at home *“In the office we recycle everything, paper, plastic cups, paper cups”*
- Reluctantly, the three groups would occasionally recycle bottles if they had **a large volume of them** (usually after a party) *“If I have a load of bottles from a party then I MAY take them to the bottle bank because I feel guilty”*
- Several of the three also claimed that they would recycle purely on **a whim** *“You go through phases, sometimes I do it, sometimes I just can't be bothered”*

# THE BARRIERS TO RECYCLING

**Not having a collection facility:** This was a particular barrier for all bar the **Routine Recyclers** (who could see it as a barrier for others) *“If you had a collection it would be easier”*

- **Lack of car** *“I don’t have a car so I can’t carry much”*
- **Poorly maintained bottle banks** *“They do overflow, you see the bottles at the side and wonder if they do make it for recycling, it can put you off”*
- **Sporadic collection** *“We have a paper collection round here but it’s so hard to catch them”*

## Being unaware of the facilities available

- Again, **Routine Recyclers** saw this as a reason for ‘others’, although they did state that their knowledge of plastic recycling was also poor *“If people don’t have a doorstep collection then they may not know where their bottle bank is”*;

# THE BARRIERS TO RECYCLING

For **Domestic Cleansers**, the main barriers were:

- **Lack of storage space** *“I put them to go to the bottle bank but they end up in the bin, there’s just no room”; “I keep meaning to do it - it’s just storing it all somewhere”*
- **The mess/clutter of storing items** *“In the hot weather you get flies and wasps everywhere - it’s just a nightmare”; “I love to get everything in the bin on bin day”*
- **Good intentions - without action** *“Great intentions, you collect it but then end up binning it”*
- **Infrequent collection** *“If the paper collection was weekly then I’d do it, but I can’t store them for 2 weeks”*

# THE BARRIERS TO RECYCLING

It's **All Their Fault** were particularly annoyed with a **lack of collection service** and a **poor knowledge of current facilities**, seen as the fault of the council

*“Some people don't know what can/can't be recycled and how, and they should be telling us that”.*

This was particularly important for the handful with **no car** *“I don't have a car so what am I supposed to do with it - it's not down to me”*

- **Poorly maintained bottle banks** *“Kids just set fire to them, nobody does anything”*

# THE BARRIERS TO RECYCLING

**Misinformed Moaners** gave the following reasons:

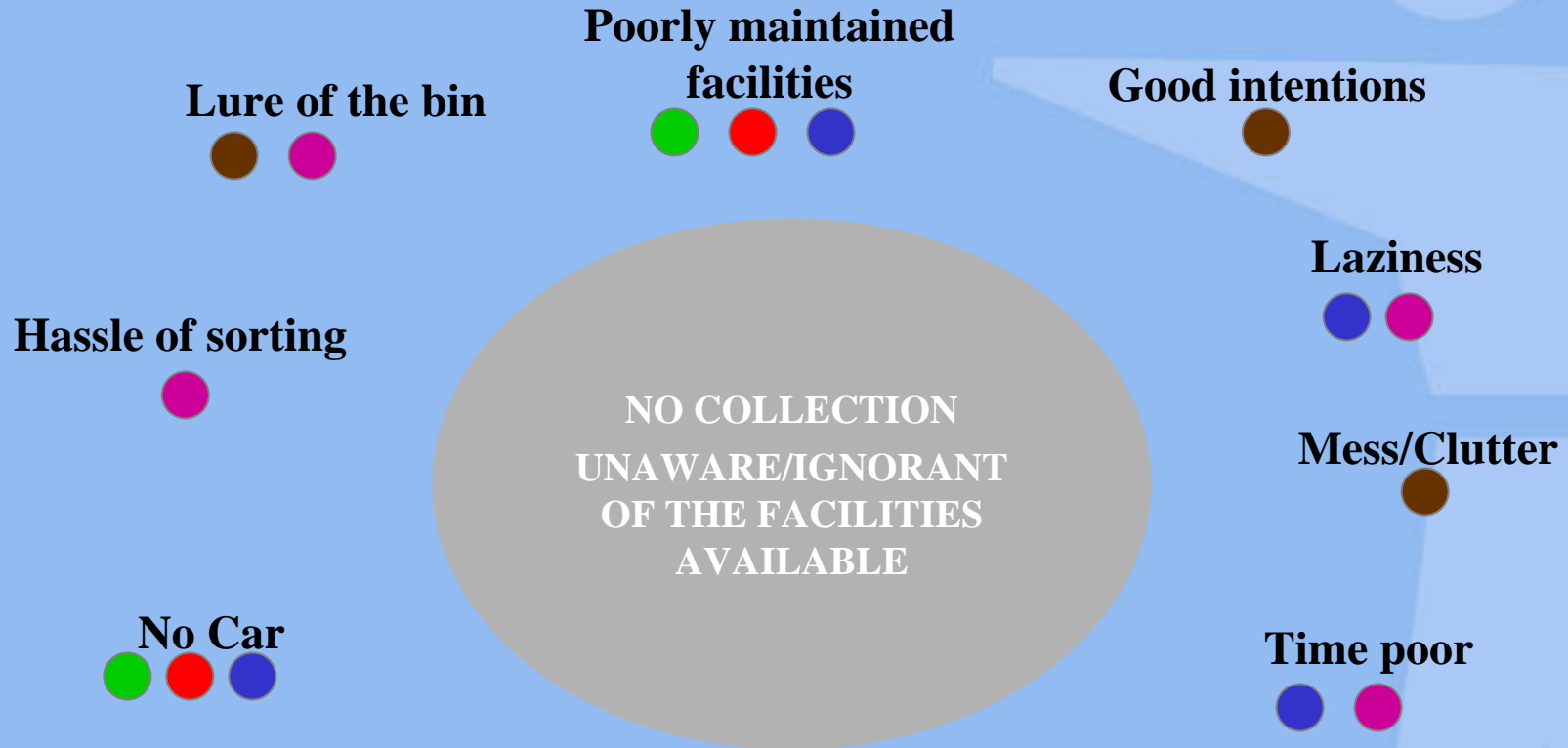
- The Liverpool group in particular were quite insistent that they could not personally see the **benefits of it**, and were sceptical of the reasons why companies did recycle *“Show us the benefits of doing it, reduce our council tax”; “If the profits went to a decent charity I’d be more inclined to do it”; “My brother goes to Alcan every now and then with his cans - they pay 1p a can but make so much more than that”*
- **Laziness** *“I agree with recycling, but I’m lazy so I don’t”*
- **No car** *“I’m not going to weigh myself down on the bus”*
- **Poorly maintained banks** *“There are bottle banks but they aren’t maintained, they are a mess - so I don’t bother”*
- **Time Poor** *“It’s easier to just pile it in the bin rather than making a trip”*

# THE BARRIERS TO RECYCLING

**Busy Dismissors** raised a number of issues:

- **Time** *“It’s the hassle of making a journey, I just don’t have the time”; “Hard work at the weekends queuing at the tip — no thanks”*
- **Laziness** *““You hear stuff on the news about the ozone layer but so what - life’s too short isn’t it”*
- The **effort involved in sorting bottles and paper** *“I would do it if they gave me separate bins but I can’t be arsed sorting it all out myself”; “Having to put them in different bins, different bags - no”*
- The bin **was the easiest option** *“Too easy to fill that wheelie bin”; It’s not much of an issue to me, the bin men will always come and pick it up”; “It’s just so easy to put things in a black bag”*
- **Lack of storage space** *“It’s easier to fill the wheelie bin up rather than having it all hanging around”*
- **Sporadic collection** *“I don’t bother now because they didn’t take the papers when I did leave them out”*

# THE BARRIERS TO OVERCOME



**ROUTINE RECYCLER - DOMESTIC CLEANSER**

**IT'S ALL THEIR FAULT - MISINFORMED MOANER - BUSY DISMISSOR**

# HOW TO ENCOURAGE RECYCLING?

- For almost all, the key was to have a reliable, frequent collection service *“Has to be a reliable collection”*; *“With frequent collections you’d get into the habit”*; *If I had a bin at home I’d sort it all out”*
- Many felt that Education - from the media and at school - was important:
  - To ensure that children grew up knowing why *“I saw an exhibit at the Dome with my kids and it opened their and my eyes”*
  - To inform everyone of what happens to recyclable items *“If you can see what happens when something is recycled and reused”*
  - To show the consequences of inaction *“Show us what happens if we don’t”*
- Very few felt that enforcement was the immediate answer *“An infringement on our civil liberties”*
- A handful from each segment commented that returnable deposits may encourage people *“Years ago you got money off a bottle when you returned it”*

# HOW TO ENCOURAGE RECYCLING?

- **Routine Recyclers**
  - **Maintain current facilities**
  - **Make manufacturers more responsible for packaging** *“They should do something about the amount of packaging on things”*
- **Domestic Cleansers**
  - **Supermarkets to be more responsible for recycling** *“Supermarkets should be made to put more money into recycling”*
  - **NB** a handful stated that they would prefer to ‘cleanse’ regardless of what was offered to them *“Even if there was a really good collection, I wouldn’t do anything - it’s just too messy”*

# HOW TO ENCOURAGE RECYCLING?

- **It's All Their Fault**
  - **Very much the responsibility of the council/government:**
  - They should **inform** of current facilities *“Where I live there's a paper recycling scheme, but who knows about bottles?”*
  - They should **maintain** current facilities *“Make sure that the banks are emptied more frequently”*
- **Misinformed Moaners**
  - **Put the profit back into the community** *“Show us the benefit back into our area and give us the schemes in the first place”*
  - **Financial incentive (council tax rebate)** *“They don't give us financial incentives - if it's not worth it then you chuck it in the bin”*
- **Busy Dismissors**
  - **Anything to take the burden away from them** *“If the onus is taken off you and more on the council”; “Just make it easier for us, we don't have the time”*

# WHAT OF THE FUTURE?

- The future was seen to lie in the hands of The Government, by all segments. Busy Dismissors, It's All Their Fault and Misinformed Moaners were more vociferous in their comments regarding the responsibility to inform the public: *"The trouble is they don't tell us the facts, we just don't know"; "The government should be raising awareness, they have the power to do it"; "If the government was truly interested then there would be better schemes now"*
- Many were resigned to the possibility of enforcement *"If they really want to do something about it, they have to make it law"; "Ultimately we'll all be forced into it"; "Eventually it will become compulsory to recycle"*
- Landfills were a specific issue raised by Busy Dismissors and Routine Recyclers *"The landfill sites will run out"; "People build houses on landfill sites and then find nasty gases - that's when you read about it"; "With these landfill sites they build houses on them, and there was that one in Cornwall with all those gases"*

# OVERCOMING THE BARRIERS



**RELIABLE COLLECTION AND  
EASY AS POSSIBLE**



**AWARE OF FACILITIES**



**GAIN TRUST OF AUTHORITY  
BELIEVE IN MANUFS/SUPERMKTS**



**EDUCATION**



**MEDIA KNOWLEDGE**



**IMPACT ON ENVIRONMENT**



**PROOF OF BENEFIT**

**INCREASED  
RECYCLING**

# THE IMAGE OF A 'TYPICAL REUSER'

- The image conjured up was mainly that of an eccentric:
  - A hoarder *“Someone hoarding things, putting them away for rainy days”*
  - A skinflint *“Someone who’s shady with money, a bit tight”*
  - Mentally ill *“Mr Trebus on a Life Of Grime - it took 40 skips to empty the s\*\*t from his house”*
  - Extreme behaviour *“Someone who unravels their knitting”*
- There were very few positive associations:
  - *“Blue Peter”*; *“Creatively making stuff out of stuff”*; *“Changing Rooms people”*

# RE-USE - REFINED

**NOT AN ENVIRONMENTALLY  
MOTIVATED ACT**

**ALMOST EXCLUSIVELY BECAUSE OF  
PERSONAL UTILITY AND SAVING MONEY  
(HOWEVER, STILL ULTIMATELY  
BENEFITS ENVIRONMENT REGARDLESS)**

**IDEAS STILL WELCOMED - ESPECIALLY  
BY BUSIER/LESS 'GREEN' SEGMENTS**

# THE ISSUE OF 'PACKAGING'

- Very few could think of a stereotypical person concerned about packaging, other than an extreme view *“The rest of their life is geared towards saving the earth, tree hugging”*; *“The types who always bring their own carrier bags, no matter how tatty they are”*
- Most of the respondents felt aggrieved in some way, but few took action *“Easter eggs, it is ridiculous the amount of palaver you get through to get what is basically a bar of chocolate”*; *“I think about the packaging when I come to throw it away”*; *“I buy computer games, you buy it in a big box, you open it up, a load of plastic and all you get is a tiny CD”*

# THE ISSUE OF 'PACKAGING'

- The main action undertaken was **purchasing food with less packaging**, although this was more likely to be done by **Routine Recyclers** and **Domestic Cleansers** *“You get 5 plums in a big plastic box - what’s the point”*; *“I buy Tesco Value beans - they are just as good and cost far less, there is less packaging”*; *“I try to get loose veg but I can’t always do it and then I get cross with the amount of packaging”*
  - The reason for this was driven by cost, choice and concern over packaging, to varying degrees
- Several **It’s All Their Fault, Misinformed Moaners** and **Busy Dismissors** stated that they preferred packaged food, as it was fresher *“You don’t know how old the loose stuff is do you”* - and less time consuming *“It’s easier to pick up a ready pack than have to weigh stuff”*; *“You like the price and you buy it”*

# ENCOURAGING A GREATER CONCERN?

- The main culprits were seen to be the supermarkets and the manufacturers - a view strongly held by **It's All Their Fault and Misinformed Moaners**, *“There is little choice for us, the manufacturers decide”*; *“A lot is to do with profit and marketing”*; *“They are making so much profit they should be doing something”*; *“Something has to change about the way supermarkets present their goods”*
- Recycled packaging was currently not a solution, as it was seen to be expensive and poorer quality - particularly by **It's All Their Fault** *“Tracing paper bog roll”*; *“Recycled paper is always more expensive and worse quality - it's like the whole organic food thing”*
  - The solution was seen to be cheaper/more robust 'green' packaging *“If it said less packaging but tastes just as good then you may give it a go”*

# PACKAGING - REFINED

**THIS IS A PERIPHERAL ISSUE**

**THEY BLAME THE  
MANUFACTURERS/THE SUPERMARKETS  
AND THE SYSTEM**

**RESIGNATION OR INACTION**

**SUBSIDIES FOR 'GREENER GOODS'?  
CARRIER BAG TAX?**

# THE ISSUE OF COMPOSTING

- Overall, very few respondents were composting - with the exception of **Routine Recyclers**. **No Domestic Cleansers** were composting
- Those who did, liked the fact that it saved money *“You put all this stuff in and a year later you’ve got lovely compost, I don’t have to buy it from the shop”*
- They enjoyed the benefits of it, but none considered the environment when doing so *“It’s not save the planet, it’s good for the garden and that’s it”; “I help MY garden, but not THE environment”*
- Very few of the others would consider composting, even if they were given a free bin, as they felt it to be time consuming and messy *“It’s only for older gardeners”*

# SPONTANEOUS MESSAGE RECALL

- Very few could recall an environmental type message from the past
- Several mentioned 'Keep Britain Tidy'
- A handful recalled the recent 'Are you doing your bit' water saving campaign
- Of recent media exposure:
  - 1 had seen a programme about turtles eating plastic bags
  - 1 had seen 'something' about recycling
  - 1 recalled an environmental element in their trip to the Dome

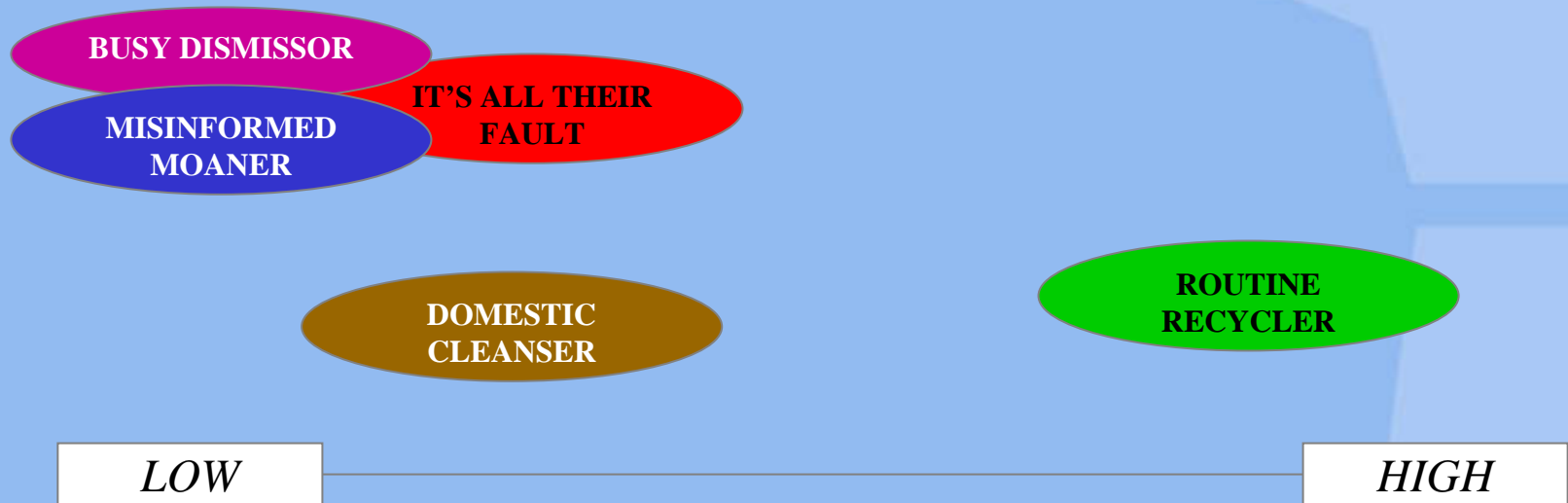
**Recall of environmental messages very low - but some recalled (and some moved by) TV programmes, especially on Sky and Cable**

# TESTING COMMUNICATIONS

- Following the outcome of stage 1, various statements were developed and tested with the segments. Each message contained a message, call to action, consequence and fact.
- The most effective were relating to:
  - running out of land for landfill
  - If we don't start recycling council tax will increase
  - Every little bit helps (explaining the energy saved when one bottle is recycled)
  - Let's pull together - focussing on what others are doing, e.g. retailers
  - England compare to other countries
- The least effective focused on:
  - It is smart to recycle
  - Do your friends know how much you recycle
  - Save a tree
  - How much rubbish do you want your children to inherit from you

## Conclusions

# DEGREE OF ENVIRONMENTAL BEHAVIOUR



# SEGMENT VALIDATION

**ROUTINE  
RECYCLER**

**Very clearly defined**

**Older and younger had some differences**

**But a very clear edge**

**DOMESTIC  
CLEANSER**

**Had a great deal in common**

**Behaviour and attitudes springing  
from need for cleanliness**

**A very clear edge**

# SEGMENT VALIDATION: SHARED ATTITUDES

BLAMING OTHERS

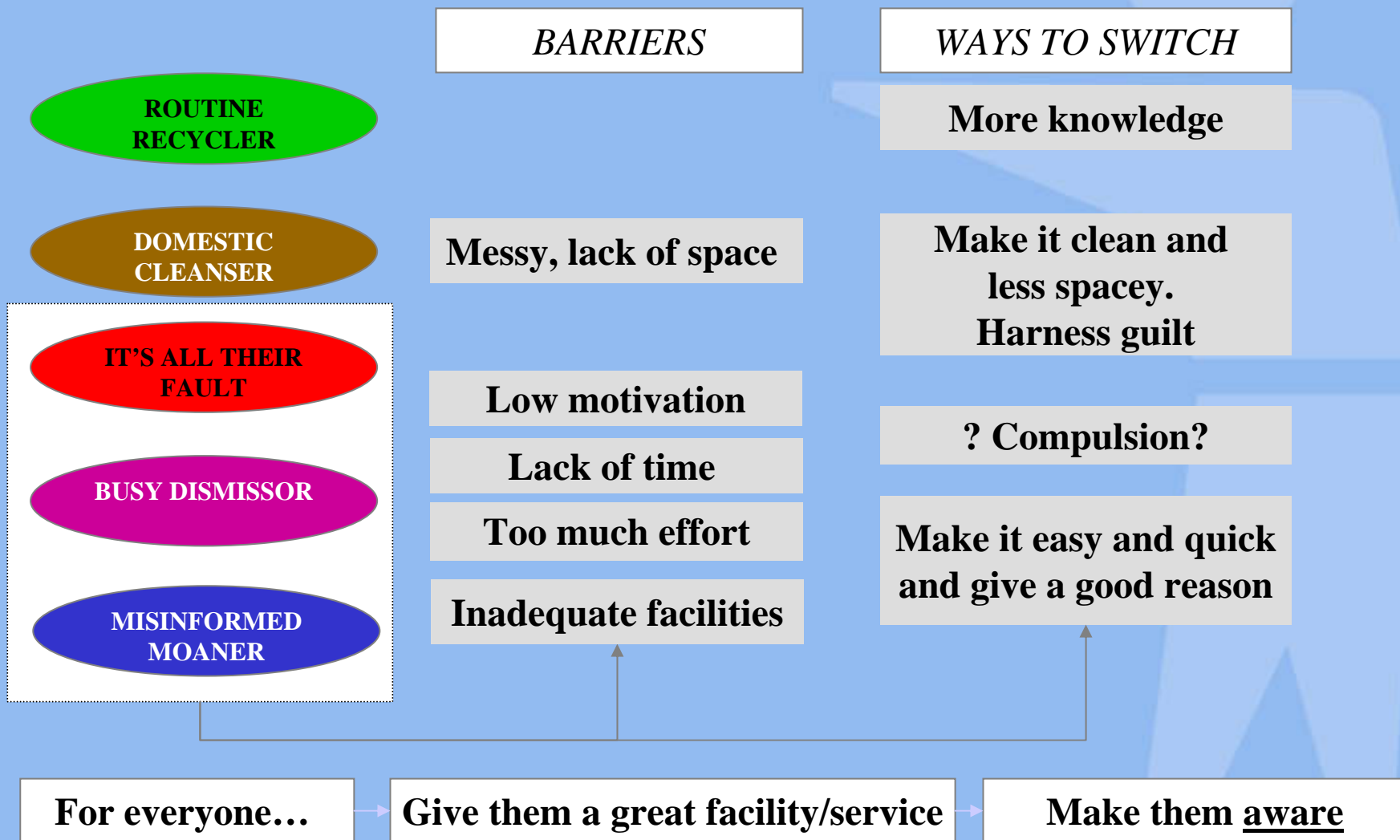
ILL INFORMED

FEELING TIME POOR

NOT SEEING THE IMPORTANCE  
OF ENVIRONMENTAL ISSUES

These were common attitudes to all segments (except Routine Recyclers) but most especially to **It's All Their Fault**, **Misinformed Moaners** and **Busy Dismissors** to a greater or lesser extent

# BARRIERS TO RECYCLING... AND WAYS TO SWITCH BEHAVIOUR



# SOFT UNDERBELLY: WHERE COULD WE CHANGE BEHAVIOUR EASILY?

**ROUTINE  
RECYCLER**

**Well motivated already**

**Know they could do more**

**BETTER INFORMATION WOULD  
DELIVER AN IMMEDIATE RESPONSE**

**DOMESTIC  
CLEANSER**

**Feel guilty already**

**Would do more if it wasn't messy**

**HELP WITH 'CLEAN' RECYCLING WOULD  
DELIVER CHANGES IN HABITS**