



**Leeds City Council
Recycling Survey**

September 2007

Prepared For: Leeds City Council

Prepared By: mruk Research

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1. Introduction

Context to the Survey

By 2020 Leeds aims to be recycling 50% of its waste. To do this the Council is intending to introduce major improvements to the current household recycling services, and is looking at options for changing the frequency of collections and the range of things they collect from households. The Council is also planning to introduce an energy from waste facility for the treatment of non-recycled waste to address the major environmental impact of land-filling this waste.

Leeds City Council's vision is to reduce the growth in waste produced in the City and eliminate the growth in waste produced by each household. The Council also has a target to divert 90% of waste from landfill. Leeds City Council land-filled more than 75% of the 337,000 tonnes of waste that it collected in 2006/07, and has therefore been evaluating major new alternatives for moving away from this form of disposal towards treatment methods that recover value from waste. The aim is to exceed landfill diversion targets and to achieve the recovery of value from 90% of our waste by 2020.

Aim of the Survey

The main aim of the survey was to consult with the citizens of Leeds on alternatives for the development of refuse collection services and the issues regarding determining the most appropriate location of a proposed Energy from Waste treatment facility. The consultation will form a significant part of a report that sets out a clear option for developing the recycling and waste service to support all aspects of the integrated Waste Strategy for Leeds 2005-2035.

Survey Requirements

The Council required two independent telephone surveys to be carried out:

- ***Survey of residents in the areas Local to the potential sites of an energy from waste plant***
-

A set of questions focusing solely on the Energy from Waste facility were asked. Results have been provided to ensure statistical significance at the 95% level of confidence. This resulted in a completed sample size of 400. The questionnaire was developed to elicit information with regard to respondents gender, ethnicity, status with regard to disability, age, religion and sexual orientation. Accuracy for this data set is exactly $\pm 4\%$.

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- ***Demographically representative Leeds-wide survey of residents.***

The questions dealt with the Energy from Waste facility, as well as the potential refuse collection options in Leeds. Accuracy for this data is exactly $\pm 3\%$, and is based on the industry standard of 1,100 completed interviews.

The survey also sought to elicit information with regard to respondents' gender, ethnicity, status with regard to disability, age, religion and sexual orientation and social classification.

2. Methodology

As prescribed in the survey brief the survey was conducted by telephone interviewing to provide statistically robust results using random sampling across the City and Local sample areas. For the City (1,100) sample a representative selection of telephone numbers were used based on a Ward based structure. The Local (400) sample was based on the same approach; however this sample covered what were deemed to be the most appropriate 'local' wards, namely:

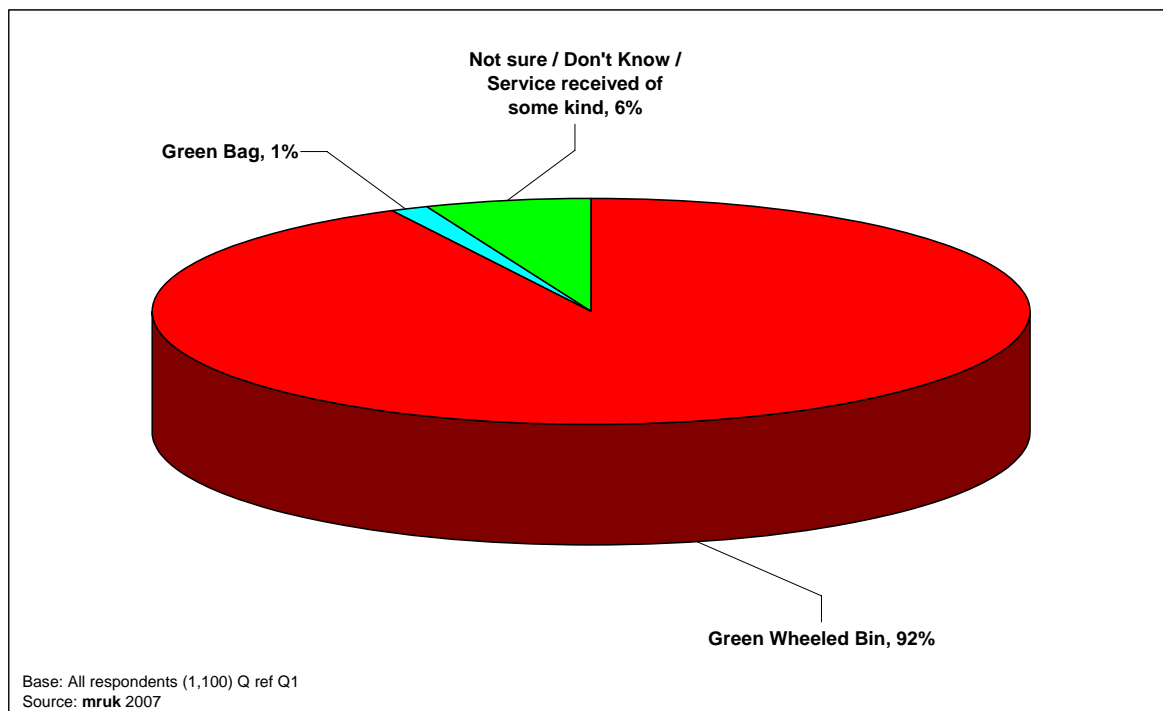
- City & Hunslet
- Burmantofts & Richmond Hill
- Garforth & Swillington
- Middleton Park
- Rothwell
- Temple Newsam

Due to the need for statistical accuracy results no quotas were used. Following the completion of the fieldwork and validation it was felt that weighting needed to be applied to improve the balance of certain characteristics in the survey population. To do this the Council provided age-band figures for the City and Local sample areas. These weights were applied and assisted in improving the demographics associated with the final data set.

This report sets out the findings of the survey for both samples. Both questionnaires had identical questions asked and as such the report is set up to show the differences in opinion between both sample populations.

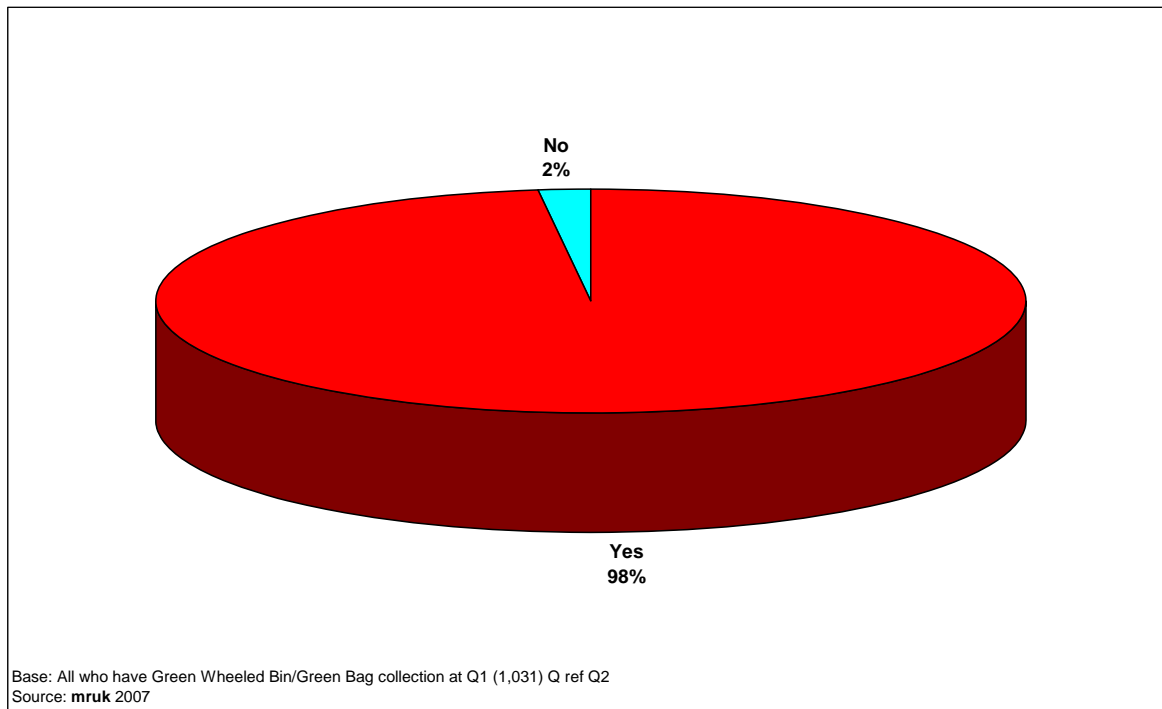
3. City Wide Survey - Current Recycling Collection

Figure 1: What type of collection of recycling do you currently have?



The vast majority of respondents (92%) currently had a green wheeled bin as illustrated in the chart above. A small proportion (1%) said they had a green bag whilst the remaining 6% were not sure or did not know what type of recycling provision they had.

Figure 2: Do you use the scheme?



Of those who had a green wheeled bin or green bag only 2% said they did not use them. There were no notable differences by age or gender.

Respondents were asked to say why they did or didn't use the scheme. Comments made included:

Positive comments:

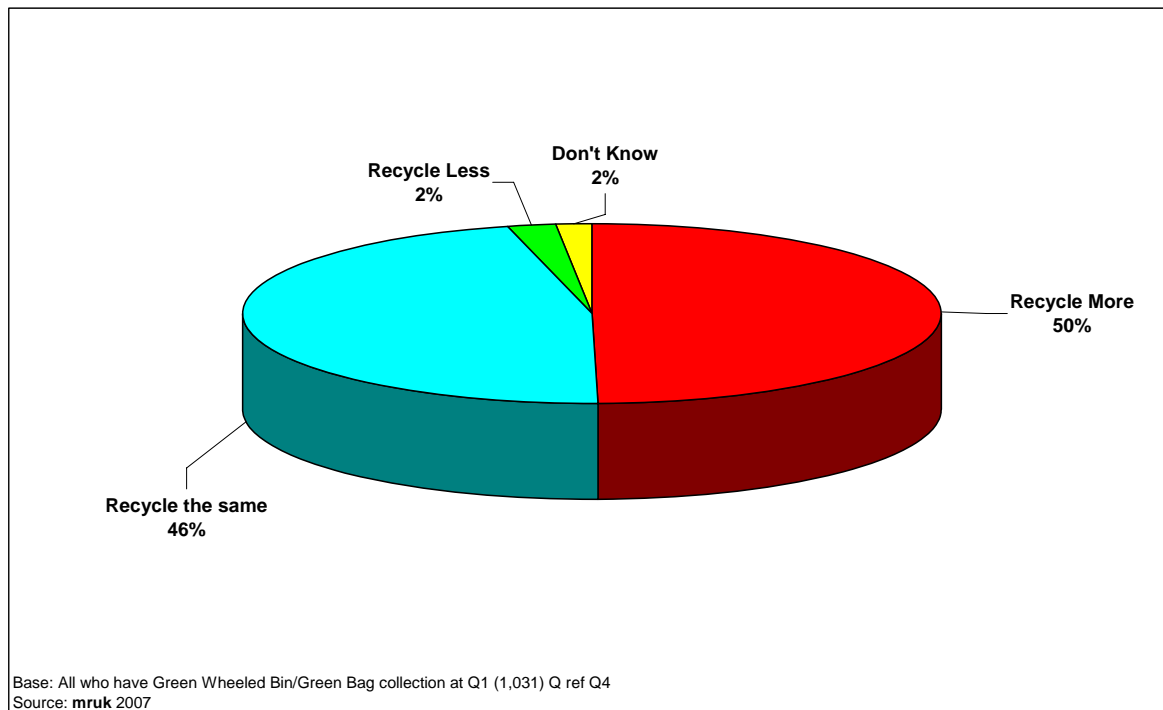
- Should recycle/ it's the right thing to do (40%)
- Good for the environment (25%)
- It is there so I use it (9%)
- Good service/good idea (8%)

Negative comments:

- More frequent collections needed / bin filled too quickly (15%)

Currently in most areas of Leeds, the council picks up green bins/bags from households every four weeks. Respondents were asked what they would do if the council picked up green bin/bags every two weeks instead.

Figure 3: What would be the impact on the amount you recycle?



As shown in figure 3 above, half of respondents said they would recycle more if collections were fortnightly. Just less than half (46%) said they would recycle about the same whilst a small proportion (2%) said they would recycle less.

Results by age group show younger respondents (16 to 19 years) were most likely to say they would recycle more (68%) – this compares to 23% of those aged 60 or over.

Respondents were asked to give their reasons for their response:

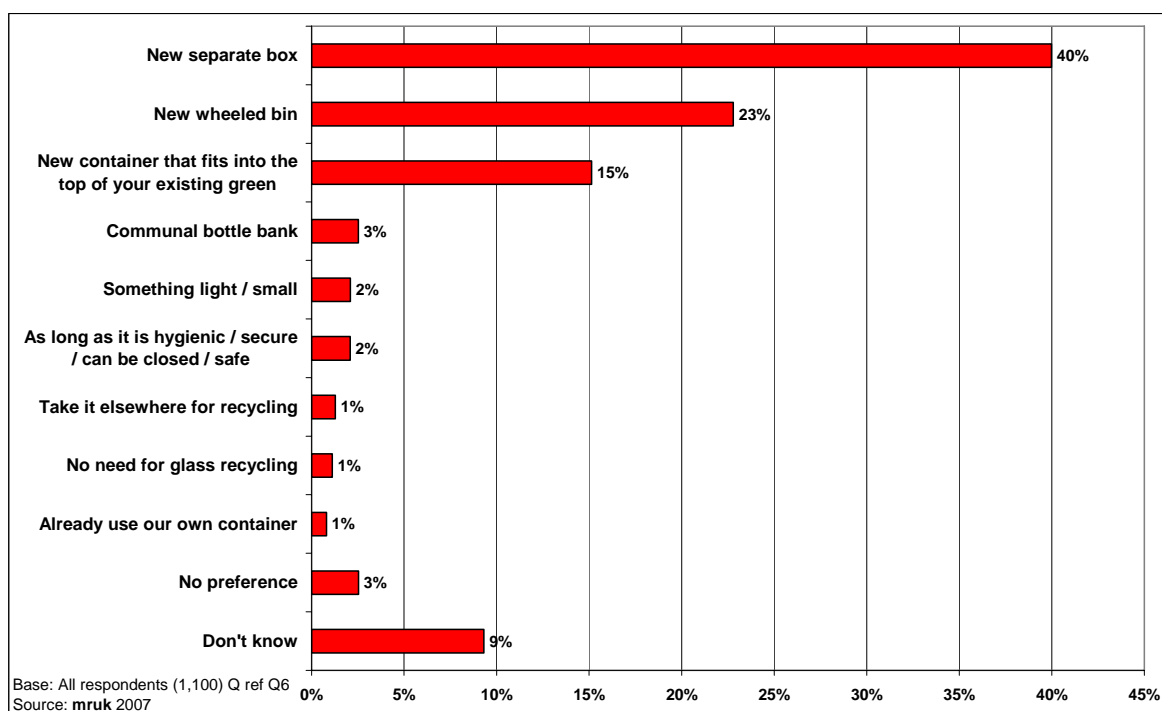
Positive comments:

- Bin would not get full / don't have much waste / more space (16%)
- Would recycle more / reduces waste / help environment (6%)

Negative comments:

- Bin gets too full in a month / not big enough (34%)
- Bin would not get full / don't have much waste (4%)

Figure 4: If the Council were to introduce a collection of glass from households, what sort of container would you like it to be collected in?



Two in five respondents said they would like a new separate box if the Council were to introduce glass collections. A further 23% said they would like a new wheeled bin whilst 15% mentioned a new container that fits into the existing green bin. One in ten (9%) said they did not know.

Further analysis indicates over half of 16 to 19 year olds said they would like a new separate box (55%). This figure decreases to 36% for those aged over 60 years.

Respondents were asked to give their reasons for their response:

Positive comments:

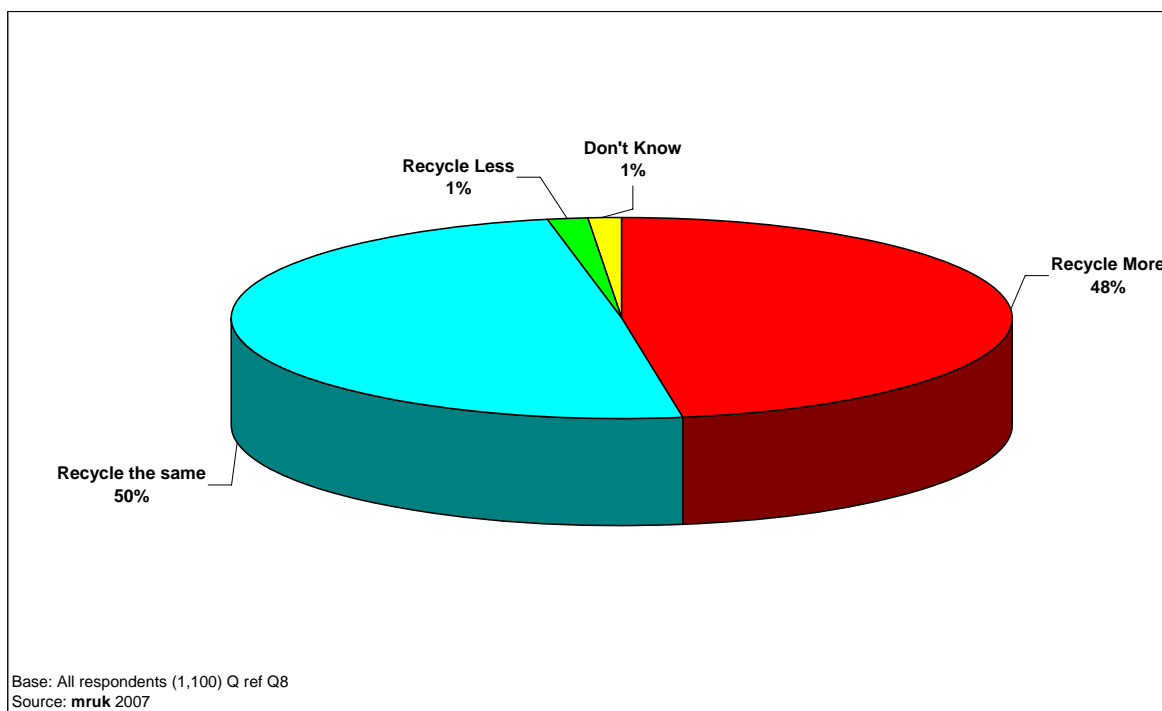
- Easier / convenient / better (19%)
- Safer / more secure / no smashed glass (18%)

- Easier to push than lift / wheeled better (9%)

Negative comments:

- No room for another bin (9%)

Figure 5: If the Council introduced a collection of glass from households what would be the impact on the amount you recycle?



Half of respondents said their recycling wouldn't change if the Council introduced glass collections whilst a similar proportion (48%) said they would recycle more. Only 1% said they would recycle less.

Respondents aged between 16 and 29 years were most likely to say they would recycle more (58%) compared to just 24% of over 60 year olds.

Respondents were asked to give their reasons for their response:

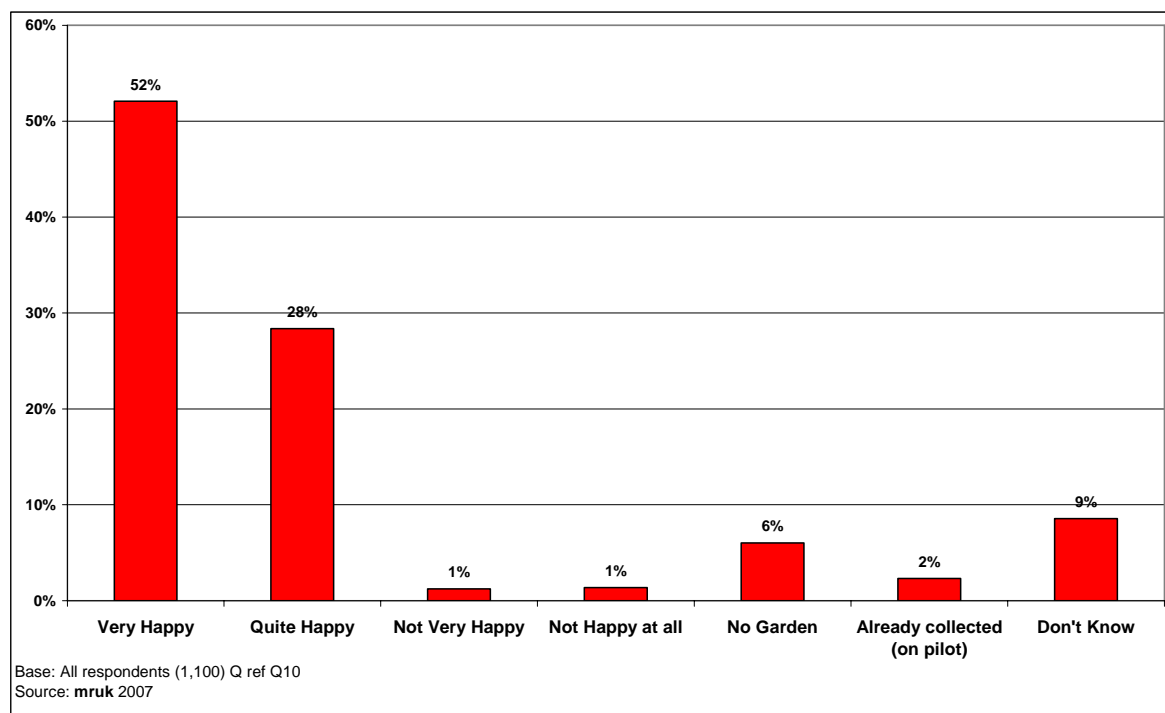
Positive comments:

- Easier / more convenient / save trip to bottle bank (25%)
- Would be able to recycle glass / recycle more (24%)

Negative comments:

- Already recycle glass / use bottle bank (14%)

Figure 6: The Council is currently piloting a collection of garden waste from households every two weeks in the summer and four weeks in the winter. How happy would you be for this system to be introduced across Leeds?



Four in five respondents overall said they would be happy for the proposed garden waste collection to be introduced. Only 2% said they would not be happy whilst 6% said they did not have a garden.

There were no differences by age or gender.

Respondents were asked to give their reasons for their response:

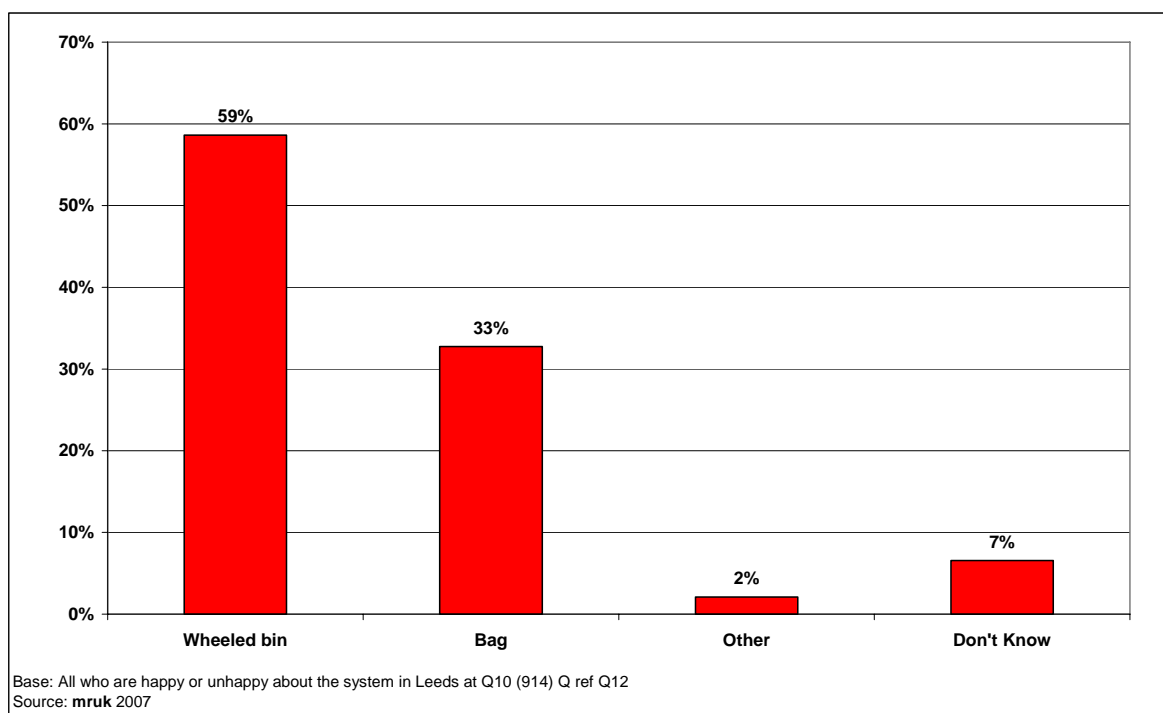
Positive comments:

- Good service / idea (34%)
- Have a lot of garden rubbish / would use it (33%)
- Easier/time saving / saves a trip / convenient (18%)

Negative comments:

- Nowhere to put it / too many bins (2%)
- Would need fortnightly collections in summer / improve collections (2%)
- No need (2%)

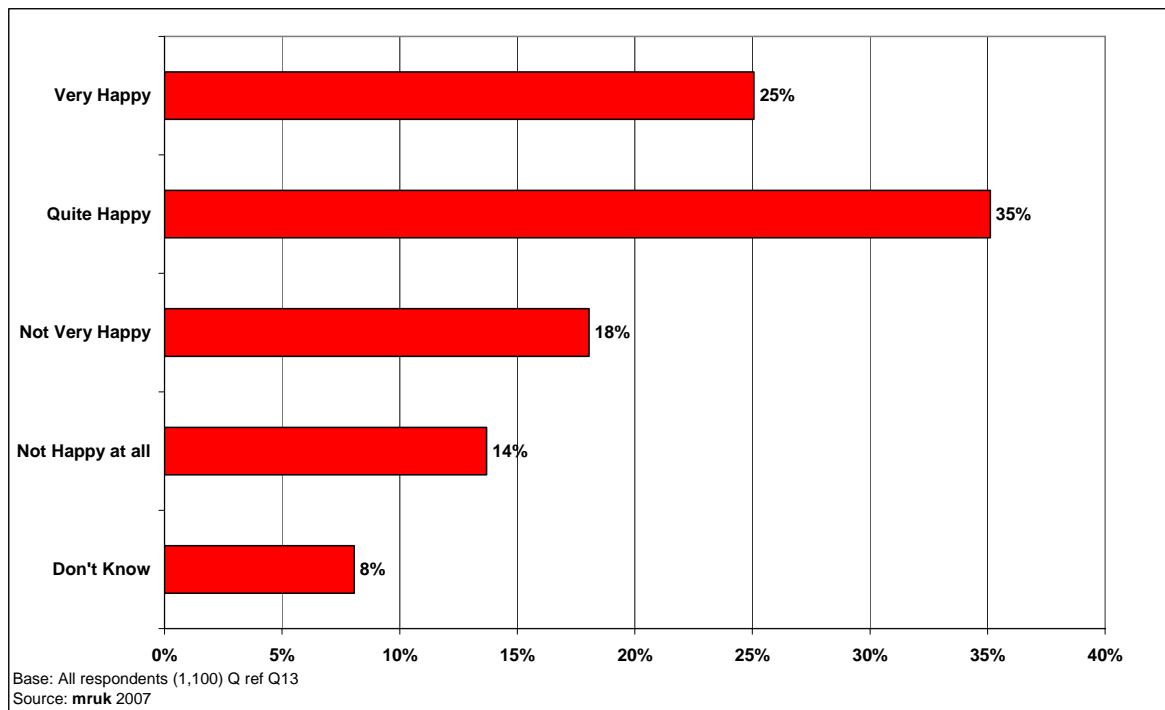
Figure 7: If the Council introduced a collection of garden waste, what sort of container would you like to be used?



When asked what type of container they would like for the collection of garden waste, the majority (59%) said they would prefer to have a wheeled bin. A third mentioned a bag whilst a small proportion (2%) said they would prefer another method of collection. The remaining 7% said they did not know.

There were no notable differences by sub groups.

Figure 8: The Council is currently considering whether to pick up kitchen waste from households every week. How happy would you be for this system to be introduced across Leeds?



Three in five respondents said they would be happy for kitchen waste to be collected every week. A total of 32% said they wouldn't feel happy about this. Some 8% said they did not know.

Age analysis reveals 16 to 19 year old were most favourable towards weekly kitchen waste collections (70%) – this figure fell to 50% amongst over 60 year olds.

Respondents were asked to give their reasons for their response:

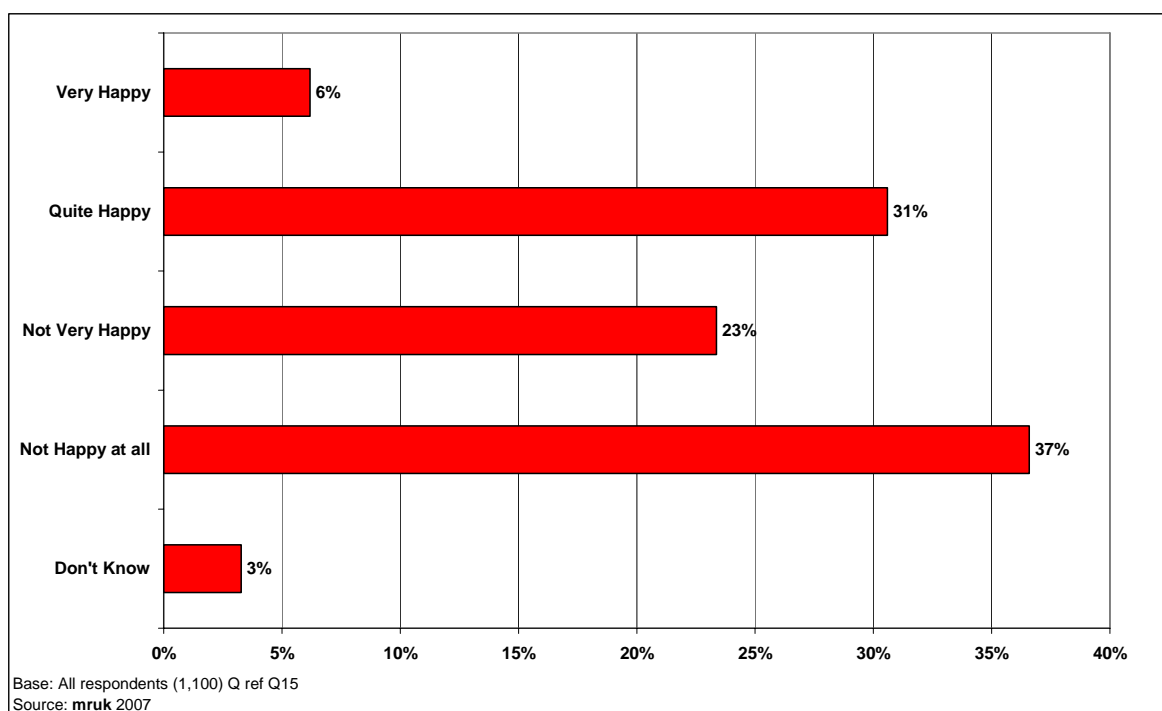
Positive comments:

- Good idea (27%)
- Always good to recycle / help the environment (9%)
- Would have more space in bin / less in black bins / less waste (7%)

Negative comments:

- Increase in rats / flies / vermin (11%)
- Would be smelly (6%)
- Too many bins / not enough space (5%)

Figure 9: Thinking about your current arrangements for having your rubbish and recycling collected. How happy would you be for your black bin/bag to be collected only every two weeks?



Under two fifths of respondents (37%) said they would be happy for black bins/bags to be collected fortnightly. Three in five said they would not be happy of whom 37% said they would not be happy at all. A small proportion (3%) said they did not know.

Those aged over 60 years were most in favour of having collections every two weeks (43%) compared to 30% of 20 to 29 year olds.

Respondents were asked to give their reasons for their response:

Positive comments:

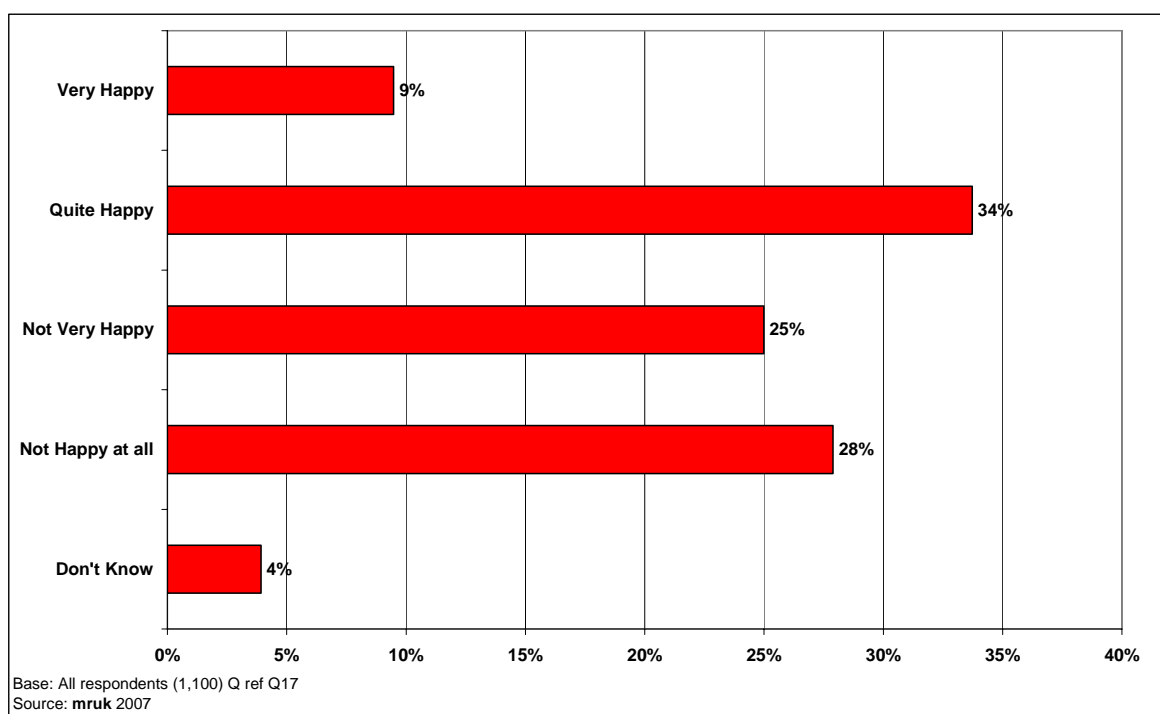
- Don't have much waste / don't use black bin much (13%)

- Will encourage recycling (8%)

Negative comments:

- Fills up too fast / too much waste / increase fly tipping (39%)
- Would be smelly / unhygienic (13%)
- Prefer weekly collection (11%)

Figure 10: Again thinking about the current arrangements for having your rubbish and recycling collected. If the council picked your green bin/bag up every two weeks instead of every four, and kept everything else the same, how happy would you be for your black bin/bag to be picked up every two weeks instead of every week?



Just over two fifths of respondents (43%) said they would be happy for their black bin/bag to be picked up every two weeks instead of every week if the Council picked up green bin/bags more frequently. Over half (53%) said they would not be happy and the remaining 4% did not know.

Results by age indicate respondents over 60 years were most happy for black bins/bags to be collected every two weeks instead of every week (46%) – this compares to 36% of respondents in the youngest age group.

Respondents were asked to give their reasons for their response:

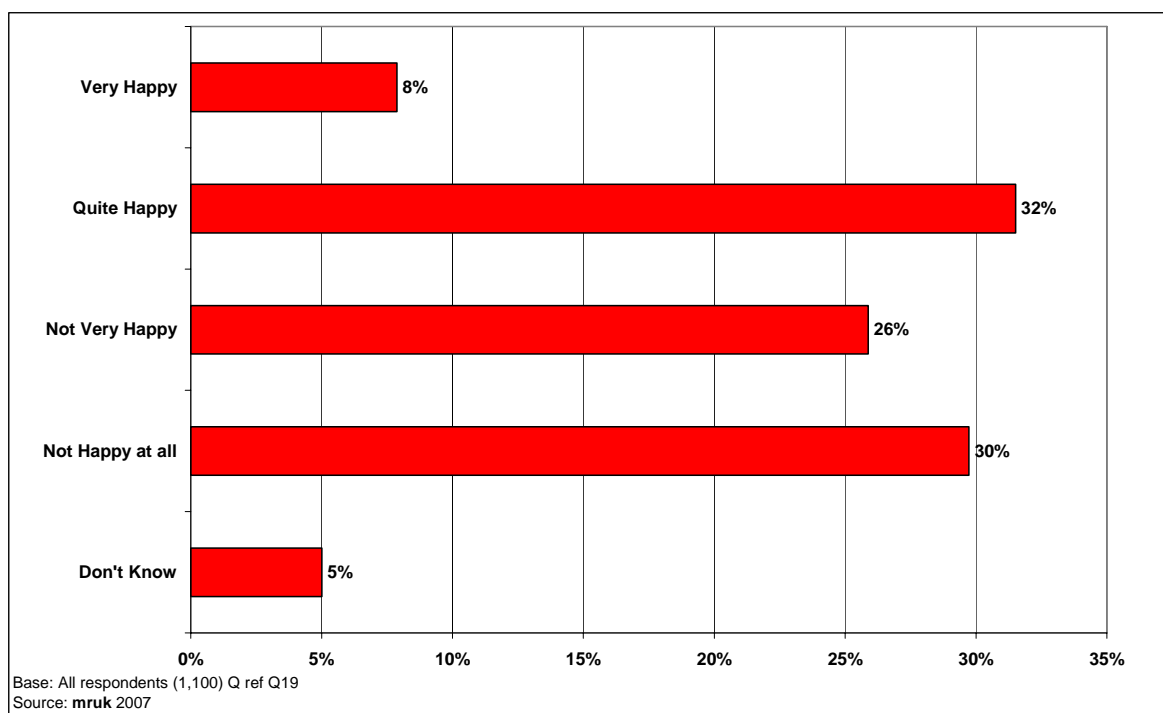
Positive comments:

- Good idea / happy to try (11%)
- Don't have that much waste (6%)
- Would encourage people to recycle / is good to recycle (4%)

Negative comments:

- Black bin would be full / prefer that to be collected (15%)
- Would be smelly / messy / unhygienic (10%)

Figure 11: Again thinking about the current arrangements for having your rubbish and recycling collected. If the Council collected garden waste from households in Leeds every two weeks, and kept everything else the same, how happy would you be to have your black bin/bag picked up every two weeks instead of every week?



Approximately two fifths (39%) said they would be happy for black bins/bags to be collected fortnightly if the Council collected garden waste fortnightly as well. A total

of 56% said they would not feel happy about this arrangement. Some 5% said they did not know.

Again those over 60 years were most happy (46%) for bins to be collected fortnightly if garden waste collection was changed. This figure fell to 30% amongst 16 to 19 year olds.

Respondents were asked to give their reasons for their response:

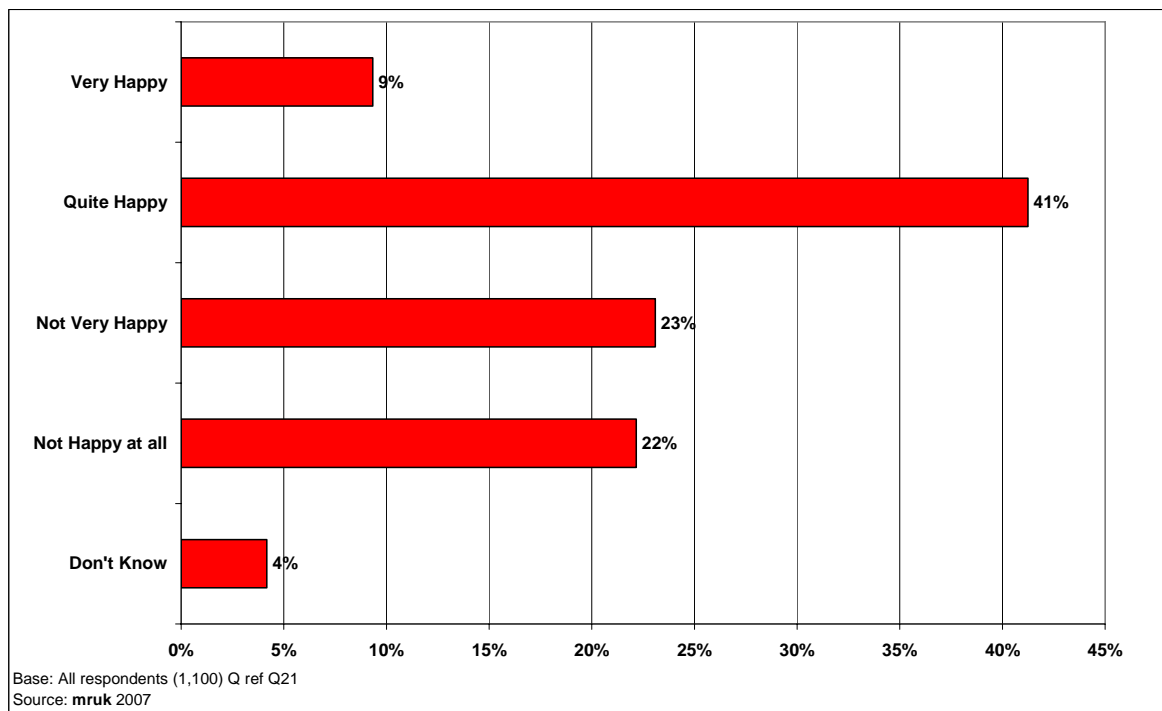
Positive comments:

- Good idea / convenient (6%)
- Would be good to get rid of garden rubbish / recycle it (5%)

Negative comments:

- Unhygienic / health hazard (6%)
- Prefer weekly collections (6%)

Figure 12: Again thinking about the current arrangements for having your rubbish and recycling collected. If the Council collected kitchen food waste from households in Leeds every week, and kept everything else the same, how happy would you be to have your black bin/bag picked up every two weeks instead of every week?



Half of respondents said they would feel happy about having black bin bags picked up every two weeks if the Council collected kitchen food waste every week whilst just less than half (45%) said they would not be happy.

In terms of age, young respondents aged 16 to 19 years expressed the highest level of contentment with this suggestion (58%).

Respondents were asked to give their reasons for their response:

Positive comments:

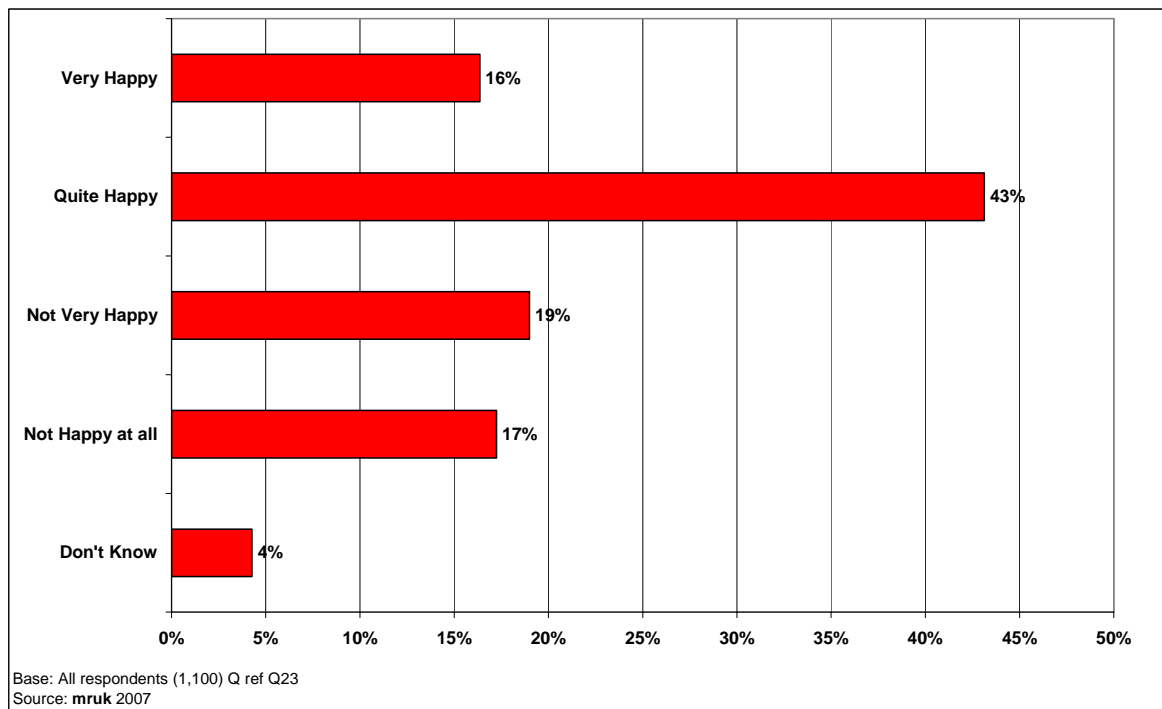
- Good idea / happy to try / convenient (20%)
- Would be less in the black bin / black bin not full (7%)

Negative comments:

- Unhygienic / rotting food / health hazard (8%)

- Would be smelly (5%)

Figure 13: If the Council picked your green bin/bag up every two weeks, garden waste every two weeks and kitchen food waste every week, how happy would you be to have your black bin/bag picked up every two weeks instead of every week?



Approximately three in five respondents (59%) said they would be happy for black bins/bags to be collected fortnightly. If the Council picked green bins/bags every two weeks, garden waste every two weeks and kitchen food waste every week. A total of 36% said they would not be pleased with this option.

Respondents over 60 years were least happy (55%) compared to 67% of 16 to 19 year olds.

Reasons given for this response included:

Positive comments:

- Good / best idea / happy to try (15%)
- Recycling / food waste / would be collected weekly which is good (9%)
- Less in black bin (7%)

Negative comments:

- Prefer weekly collections (12%)
- Would still be overspill / too much rubbish (4%)

4. City and Local Comparisons - Location of an Energy from Waste Facility

Leeds City Council are proposing an Energy from Waste facility to deal with the waste that isn't recycled. The process was explained to those interviewed; they were then asked some questions about how they felt about this and what should be taken into account when deciding where to put such a facility.

Figure 14: How important would the following things be in deciding where to locate an Energy from Waste facility? (MOST IMPORTANT RESULTS SHOWN)

	City	Local
That it is not in a residential area?	78%	77%
The impact of any smells on you and others?	69%	66%
The impact of any emissions or dust on you and others?	67%	63%
That it is in a commercial/industrial area?	62%	54%
The impact of the noise it makes on you and others?	53%	48%
How easy it would be to use other environmentally friendly transport than lorries, e.g. close to train network, canals?	51%	43%
The impact of how it looks on you and others?	47%	37%
The impact of traffic coming in and out of it?	45%	37%
How close it is to where the waste is collected i.e. minimising transportation	45%	32%
How easy it is for traffic to access the site (i.e. on main roads rather than smaller roads)??	44%	32%
Base: All respondents (1,100 City, 400 Local) Q ref Q25		
Source: mruk 2007		

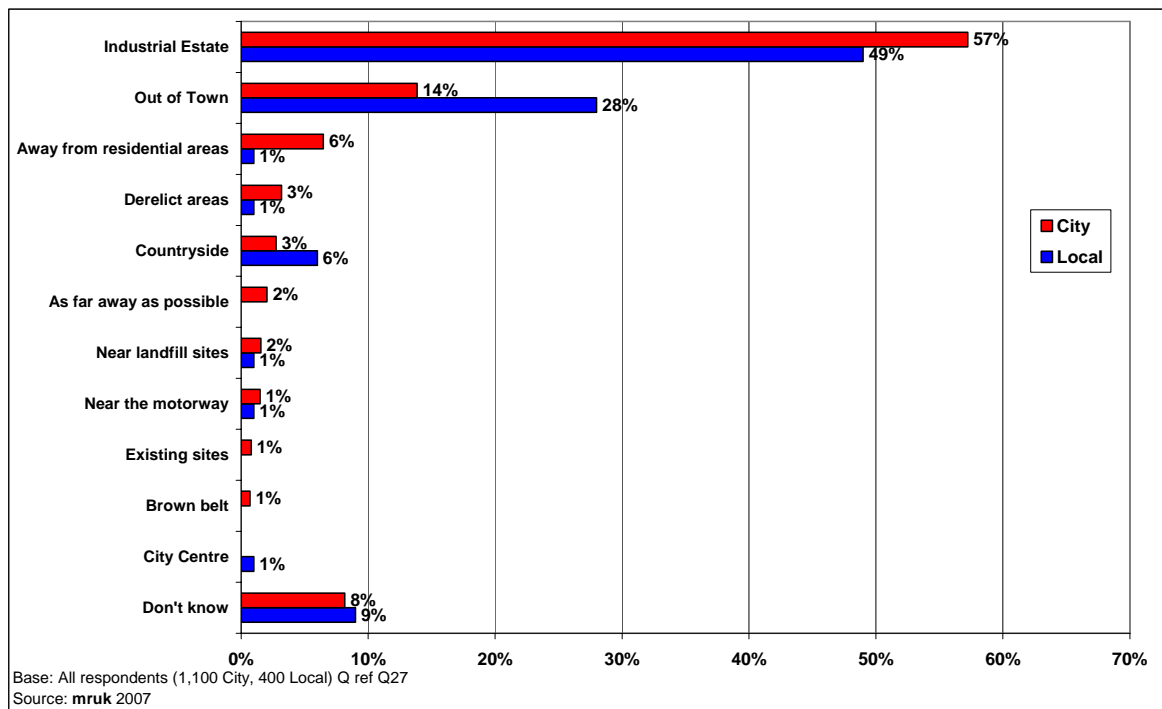
Both City sample and Local sample respondents thought the most important factor when choosing a location for an Energy from Waste Facility was that it wasn't put in a residential area (78% and 77% respectively). High importance was also placed on the impact of any smells and the impact of any emissions or dust.

Figure 15: What about the following environmental considerations? How important is it that the following considerations should be taken into account? (MOST IMPORTANT RESULTS SHOWN)

	City	Local
Protection Of Water Resources	77%	73%
Nature Conservation/ Wildlife	69%	65%
How close it is to Historic Sites Or Buildings	56%	37%
Base: All respondents (1100 City, 400 Local) Q ref Q2		
Source: mruk 2007		

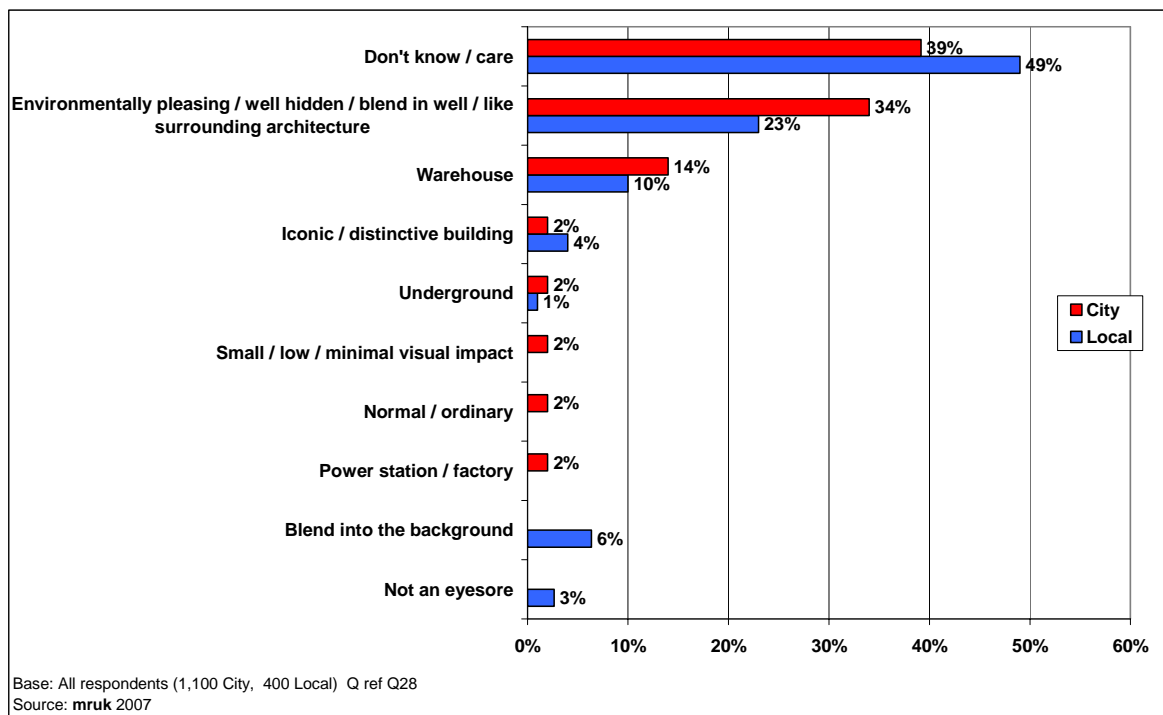
Respondents placed most importance on the protection of water sources when it came to environmental considerations (73 – 77%). Approximately two thirds (65 – 69%) placed importance on nature conservation and wildlife. Being close to historic sites and buildings was the least important factor falling from 56% amongst City sample respondents to 37% for Local sample respondents.

Figure 16: Thinking about the sort of area you think it should be located in – can you describe what the area would be like?



Approaching three in five City sample respondents (57%) felt an Energy from Waste facility should be located on an industrial estate. This figure fell to 49% amongst Local sample respondents. Local sample respondents were most likely to say that the facility should be located out of town (28%) whilst 14% of City sample respondents thought this. A small proportion (6% or less) mentioned other locations as illustrated in the chart above.

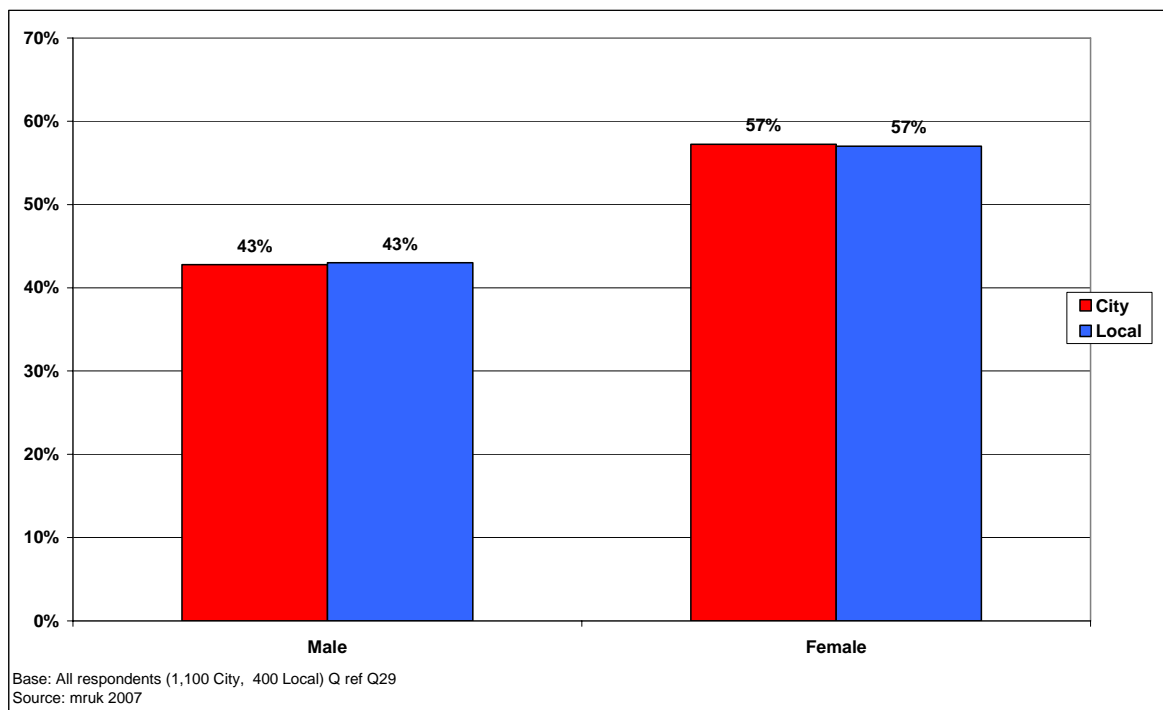
Figure 17: Thinking about the Energy from Waste facility itself, can you describe what you think it should look like? (Answers over 1%)



Half of Local sample respondents interviewed (49%) said they did not know or care what the Energy from Waste facility should look like whilst 39% of City sample respondents said this. Notably a third of City sample respondents felt the facility should be environmentally pleasing and well hidden compared to 23% for Local sample respondents.

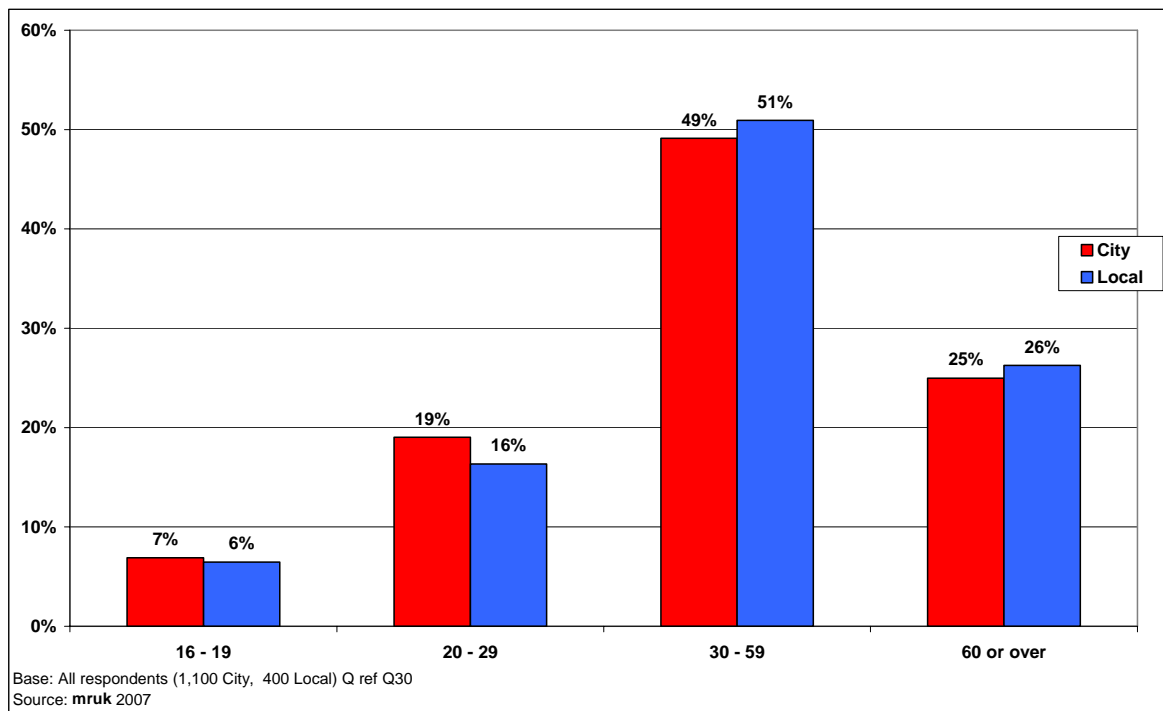
5. City and Local Comparisons - Respondent Characteristics

Figure 18: Gender



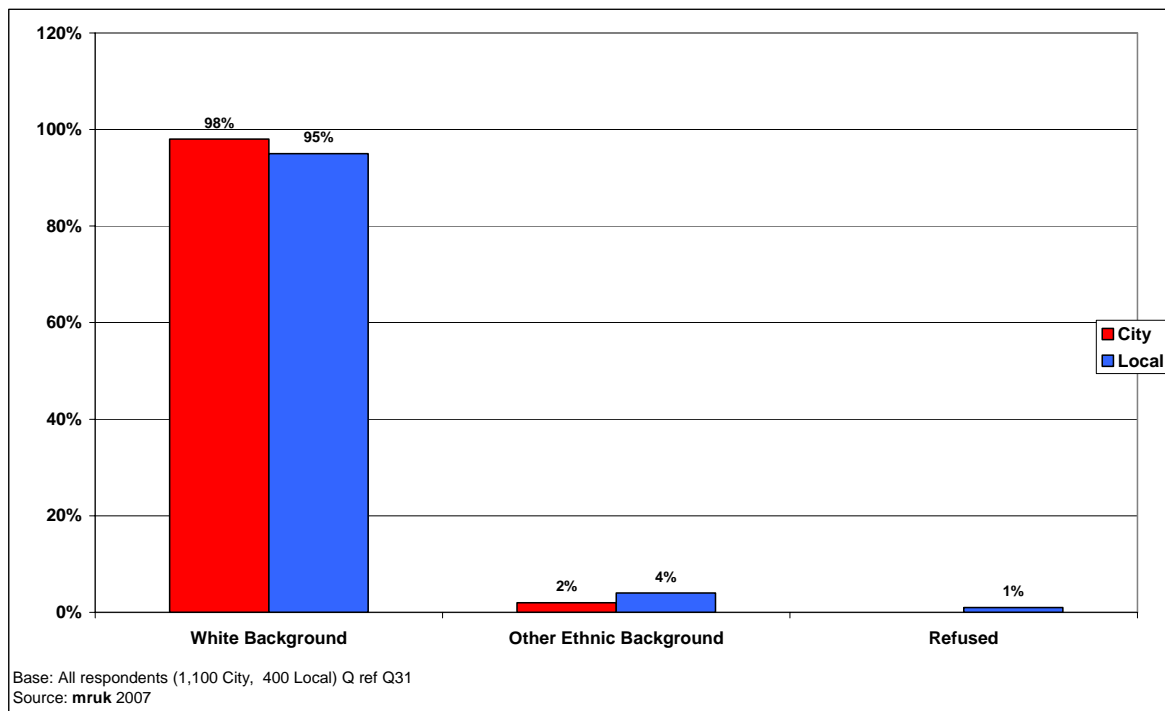
The gender split of respondents was 43% male, 57% female as illustrated in the chart above.

Figure 19: Which of the following age groups do you fall into?



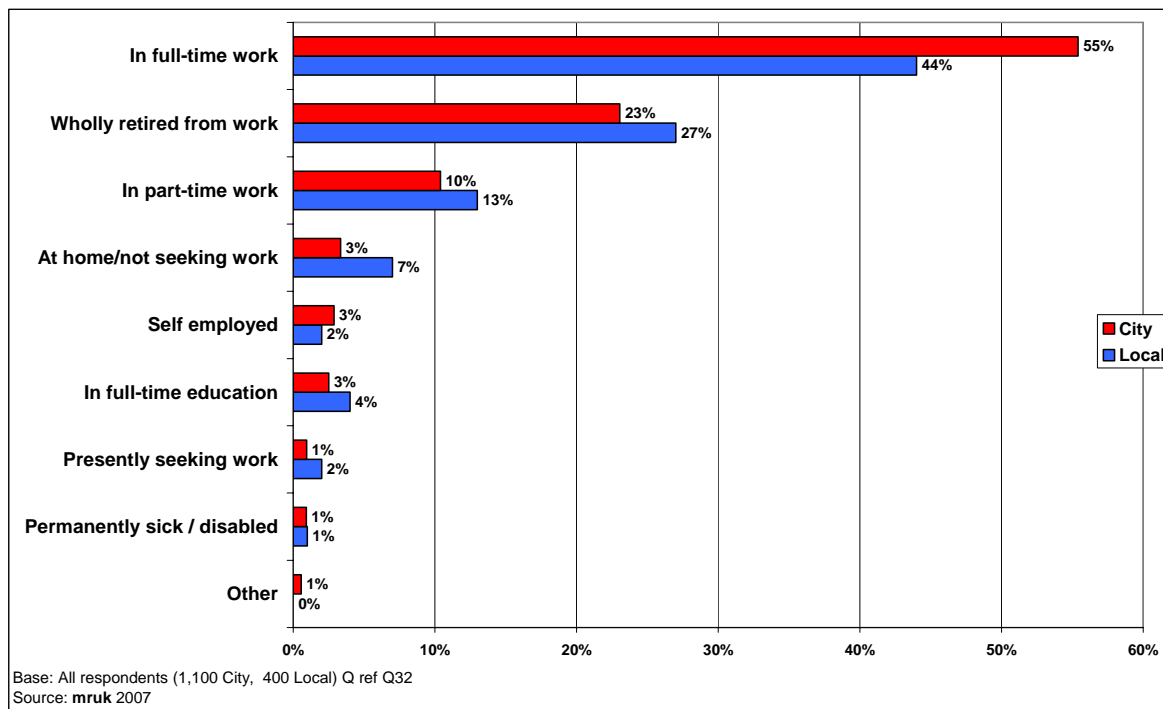
An age profile of respondents is shown in figure 19 above. Around half (49 – 51%) were aged between 30 and 59 years. Approximately a quarter (25 – 26%) were aged 60 years or over. The remaining respondents were aged under 30 years.

Figure 20: How would you describe your ethnic group?



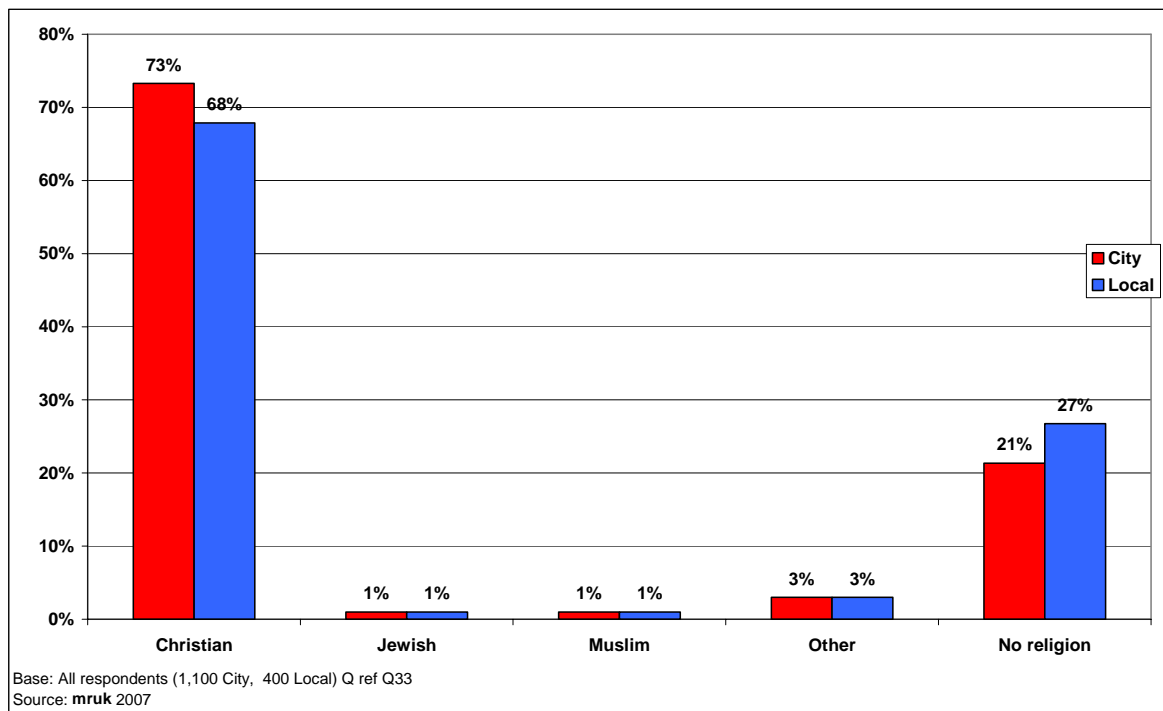
The vast majority of respondents were of White origin.

Figure 21: Which of these best describes your current working status?



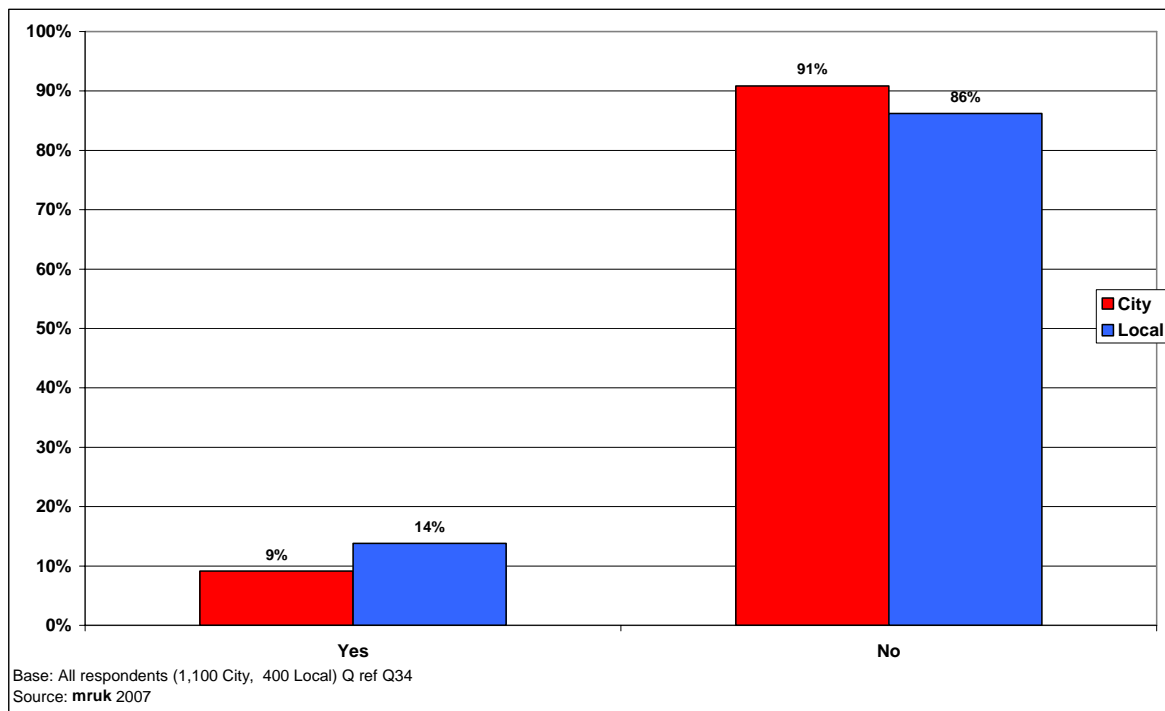
Over two thirds City sample respondents were in employment (68%) – this compares with 59% of Local sample respondents. Around a quarter (23 – 27%) were wholly retired from work. A small proportion of respondents (7% or less) were at home, in full time education, presently seeking work or permanently sick or disabled.

Figure 22: What is your religion?



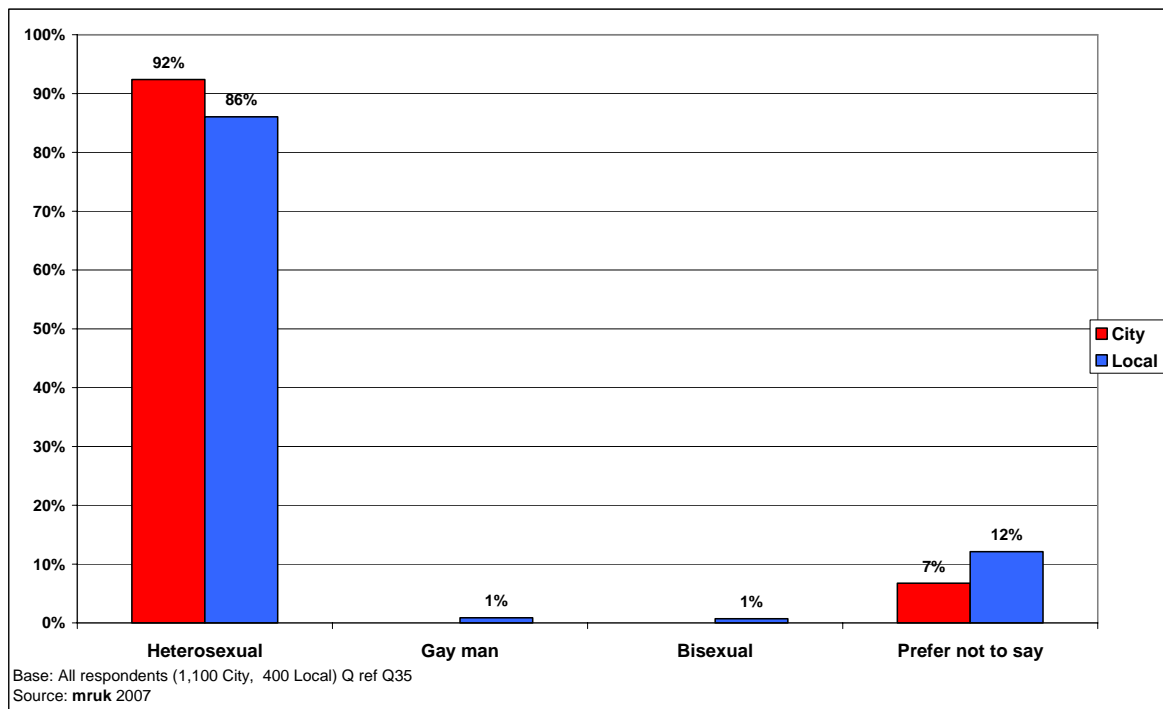
The majority of respondents (68 – 73%) were of Christian religion whilst 5% said they had a different religion. The remaining respondents had no religion.

Figure 23: Do you consider yourself to have a long-term illness or disability?



As shown in the chart above, 14% of Local sample respondents had a long term illness or disability and 9% of City sample respondents did.

Figure 24: What is your sexual orientation?



As shown in the chart above, the majority of respondents classed themselves as heterosexual. Only 2% said they were either gay or bisexual.