

Rethinking Rubbish and Recycling

Nelson City and Tasman District
Councils Report



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Summary insights

COMMITMENT TO RECYCLING CORRECTLY

We segmented respondents on their commitment to recycling correctly (i.e. perfectly sorting and preparing their materials). While nearly everyone says that they recycle, only 22% are committed to doing it correctly.

69% are in the 'middle' two segments in terms of their commitment.

This means that most think recycling is the right thing to do, but are not committed enough to consistently engage in correct behaviours.

KEY INFLUENCES ON COMMITMENT

The biggest influences on commitment to recycling correctly are the belief that it is worth taking the time to recycle correctly, and the perception that recycling is easy.

Nearly everyone believes the former and so it is important to maintain this attitude.

There is greater scope to shift the perception that recycling is easy and this is where we would suggest greatest effort needs to be made to change attitudes, as well as the reality of the system.

Secondary areas of focus include building confidence in the system, as well as making people aware that their recycling is not sorted and prepared for them (increasing their personal accountability).

RECYCLING KNOWLEDGE

There is a clear opportunity to improve recycling knowledge and improve sorting.

The average number of items that Nelson / Tasman respondents correctly identified as being recyclable or not is 21 (compared to 20.8 for the NZ sample).

This means that, on average, people are getting one in three items incorrect, resulting in higher chances of contamination upon disposal.

Key items that Nelson / Tasman respondents get incorrect are compostables, yoghurt containers, tomato sauce bottles, till receipts, coffee cups, meat trays and plastic cutlery.

A myth that many believe to be true is that 'compostable = recyclable', and this contributes to contamination.

PERFORMANCE OF RECYCLING BEHAVIOURS

Nelson / Tasman respondents are more likely to err on the side of caution if they are unsure of whether an item is recyclable or not and place it in the rubbish (81%), rather the recycling (19%).

They are more likely to do this than the New Zealand sample (81% vs. 71%).

Almost all Nelson / Tasman respondents rinse items, while fewer remove lids or labels.

RECYCLING SYMBOLS

A lack of knowledge on recycling symbols can result in items being incorrectly sorted.

While most are aware that Number 1 (77%) and Number 5 (71%) plastics are recyclable, less than half (44%) identified Number 8 plastic as being fake.

This shows that many use the recycling symbols as a heuristic – thinking that any symbol means it is recyclable anywhere.

Knowledge of recycling symbols is largely consistent between Nelson / Tasman respondents and the New Zealand sample.

BEHAVIOUR CHANGE & MESSAGING

Nelson / Tasman respondents are most likely to learn about recycling directly from their councils.

They also prefer physical touchpoints over digital – meaning that stickers and labels will have more impact than an app or website. The key is to have proactive engagement between the councils and the public.

Overall, the messages are received positively

The most promising message is one that humanises the recycling system, and so promotes personal responsibility in the home.

Background and Method

Background and objectives



RETHINKING RUBBISH AND RECYCLING

Colmar Brunton was commissioned by WasteMINZ to undertake a piece of research among the New Zealand public to understand perceptions of recycling and how to change behaviours around it.

Given the rising awareness of the impact of waste, it is imperative that the waste sector in New Zealand has an up-to-date understanding of how respondents think, feel and behave around the recycling that they do in their homes. WasteMINZ recently conducted a waste audit, providing data into how and what the public recycles. The missing piece of the puzzle is to understand why the public are doing what they do and how those behaviours can be most effectively influenced to create better household recycling outcomes.



THE NEED FOR THE RESEARCH

This research follows work done for the Australian New South Wales Environment Protection Agency. The research found that even people who have the right intentions towards recycling cannot necessarily be relied upon to get it right.

An area of particular focus is behaviours around contamination - either 'wish-cycling' (putting something in the recycling and hoping for the best) and incorrect presentation (putting the right thing in the recycling but in an unsuitable condition).

The overall objectives of the research are to explore the public's knowledge, attitudes, behaviours, and motivations in regards to their recycling, in addition to highlighting opportunities and factors that act as levers or barriers to good recycling behaviours.



KEY RESEARCH QUESTIONS

1. What are the public's attitudes towards recycling? Do they have understanding and belief in the system?
2. What level of knowledge do they have about what can be recycled and how they need to prepare items for recycling?
3. How do both these attitudes and knowledge impact upon their recycling behaviour?
4. What information sources do the public use around recycling?
5. Which messages could be most effective to change their behaviour?

Method – what we did



1741

INTERVIEWS
ACROSS NEW
ZEALAND



19

MINUTE SURVEY



SAMPLE & WEIGHTING

New Zealanders with kerbside recycling, aged 18+.

Targets were set for each region to ensure representation across the country. Data was post-weighted by age within gender, ethnicity, and region to align with 2018 Census.

The sample was sourced using the Colmar Brunton online panel. The panel is made up of over 100,000 New Zealanders, who have agreed to take part in online surveys in return for FlyBuys points.



FIELDWORK

10 – 23 March 2020



ACCURACY

Findings based on the full sample have a margin of error (at the 95% confidence level) of +/- 2.3%

Please note that where the report mentions differences as “more or less likely than average...”, this is statistically significant at the 95% level.



NELSON / TASMAN REGIONAL REPORT

- The Nelson City and Tasman District Councils jointly commissioned this report to provide insights into recycling behaviours in their regions.
- **100** respondents (with kerbside recycling collections) were surveyed across Nelson and Tasman.
- The sample was weighted to be regionally representative by age within gender.
- The margin of error for the Nelson / Tasman sample is +/- 9.8% at the 95% confidence level.



NOTES TO THE READER

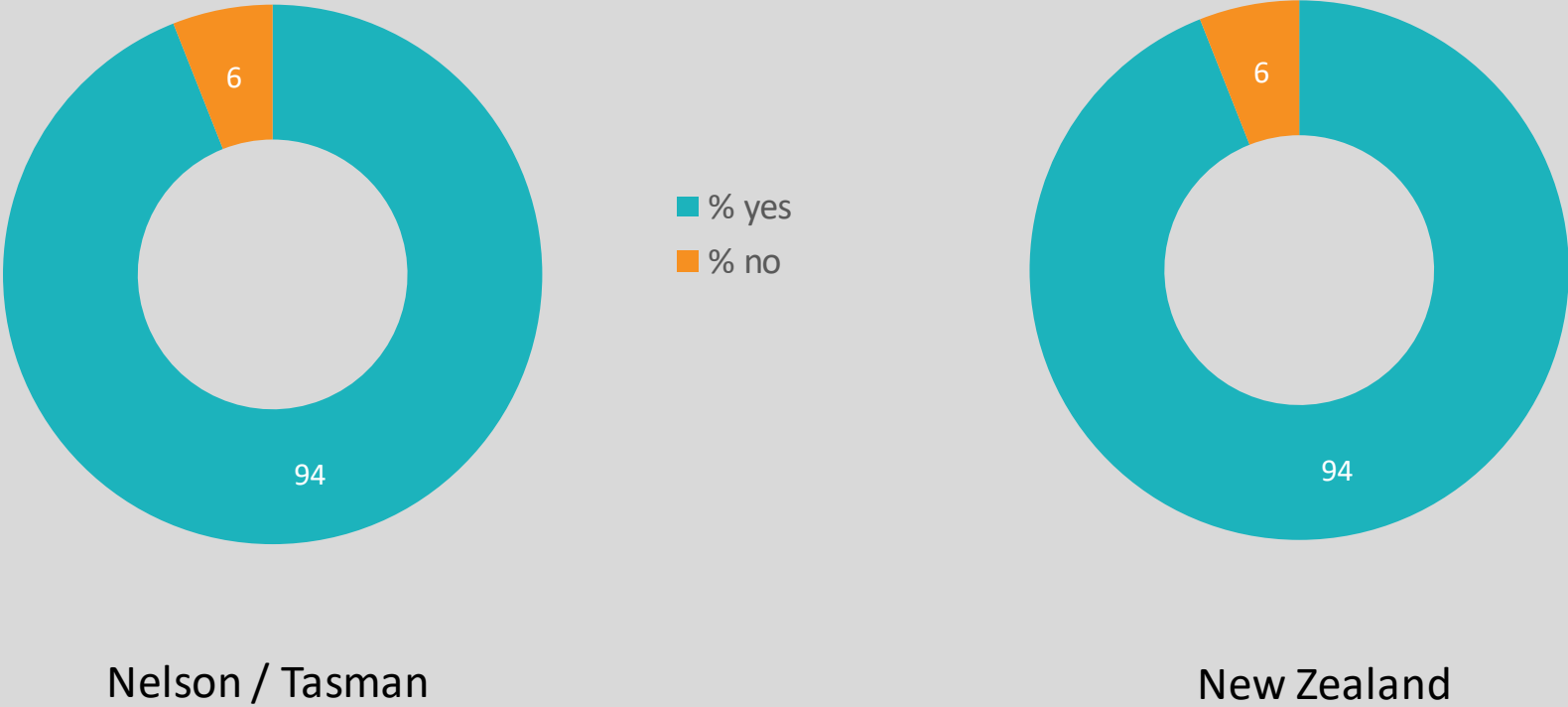
- The sample does not represent all adults as we screened out people who do not have a kerbside recycling collection. For the sake of brevity, we simply refer to the total sample as ‘respondents’ throughout this report.
- The Nelson / Tasman subset is referred to as ‘Nelson / Tasman respondents’.
- Due to the sample size of n=100 for Nelson / Tasman, further sub-group analysis is not possible

General Recycling Behaviours



RECYCLING BEHAVIOURS: Almost all Nelson / Tasman respondents (94%) say they recycle. This is in line with the national finding.

Do you ever put recycling into your recycling bins / containers at home?



Base: All respondents [New Zealand (n=1,741); Nelson / Tasman (n=100)]
Source: B1

▲ ▼ Significantly higher / lower than New Zealand average

Commitment to 'Recycling Correctly'

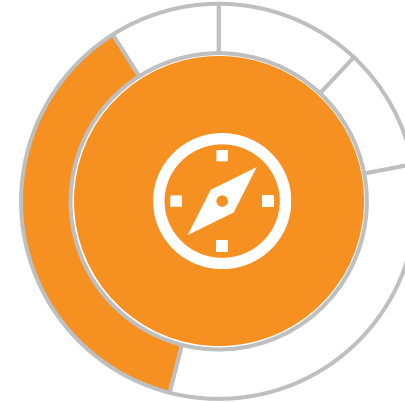
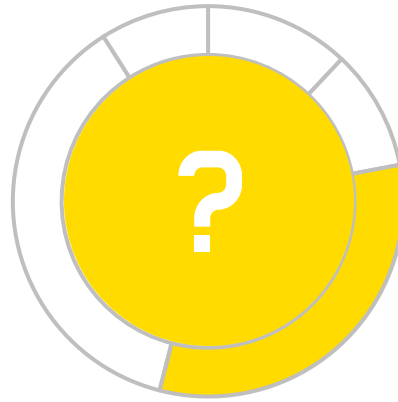
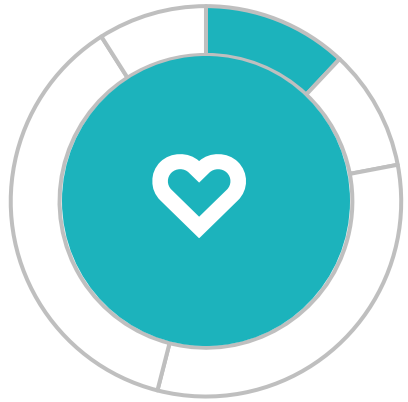


Respondents were segmented into one of **six groups** to show their level of commitment to recycling correctly.

‘Recycling correctly’ was described as a scenario where they perfectly sorted and prepared their recycling.



SEGMENTATION OF RECYCLING CORRECTLY: While almost all respondents say they recycle, only 22% are committed to recycling correctly (the Advocates and Attainers). This reveals that while recycling is a social norm, correctly sorting and preparing it is not. The size of the Nelson / Tasman segments are in line with the national picture, indicating similar levels of commitment.



ADVOCATES

ATTAINERS

FLUCTUATORS

FOLLOWERS

DENIAL

Let me tell you...

I'll do my bit

Of course... but maybe...

I'll do what she's doing

Problem? What problem?

Nelson / Tasman **12%**

10%

32%

37%

9%

New Zealand **14%**

12%

31%

33%

10%

Attitudes which Influence Commitment to Recycling



REGRESSION ANALYSIS: Analysis was conducted in order to highlight the attitudes that have the strongest impact on respondents' commitment to recycle correctly. The key outcomes of this analysis, and how it was conducted, is outlined below. Please note that the regression is based on **all respondents across New Zealand**. There are too few respondents to replicate this for Nelson / Tasman specifically.



EXPLANATION OF THE ANALYSIS

A combination of statistical techniques (regression and correlation) was used to look at the relative importance of attitudes in determining commitment to recycling correctly. By 'recycling correctly' we mean respondents' commitment to ensuring recyclable items are perfectly sorted and prepared. This does not mean they get it 'correct', but it does mean they are committed to pursuing this behaviour. The chart on the next slide shows how important these attitudes are in determining commitment to recycling correctly, as well as how widespread the attitude is across respondents. This enables us to best identify positive attitudes (those above the horizontal line) which we need to maintain or push to increase the public's commitment to recycling correctly, as well as those negative attitudes that we need to challenge (those below the horizontal line). The further an attitude is away from the horizontal axis the more impact it has on respondents' commitment to recycling correctly.

PRIMARY ATTITUDES TO FOCUS ON THAT POSITIVELY IMPACT COMMITMENT

It's worth taking the time to recycle right

There is a strong correlation between believing it's worth taking the time to recycle right and being committed to recycling correctly. A high proportion of respondents agree with this statement, so there is limited scope for shifting the dial. This attitudes seems to serve as a hygiene factor in terms of committed. In other words, people need to be convinced that waste is a problem in order to be committed (which by-and-large they are).

I find recycling easy

As highlighted in previous research, the perceived effort it takes to recycle is a strong indicator of a person's likelihood to recycle¹. It is imperative to make recycling as easy as possible in people's minds (and in reality) to increase commitment.

2

SECONDARY ATTITUDES TO RAISE THAT POSITIVELY IMPACT COMMITMENT

I am confident that all the recyclable items I put in the recycling actually get recycled

Confidence in the waste system itself can also shape commitment to recycling correctly. Less than half of respondents agree with this statement, revealing a clear opportunity to shift the dial.

3

SECONDARY ATTITUDES TO CHALLENGE THAT NEGATIVELY IMPACT COMMITMENT

Knowing what I can and cannot recycle is confusing

This is a widely held view, with over half of respondents agreeing with this statement. The research provides further evidence that this is more than just perception, but actual knowledge is lacking when it comes to some 'challenging' recycling items (see Slide 24-25). Making the system simpler, and / or providing the public with tools to demystify recycling will support them in their commitment to doing it correctly.

It is OK to put a few incorrect items in the recycling because it will be sorted later

This attitude (and the following one) reveal the importance of the public taking personal accountability for their recycling. If they think someone else will sort it then they will be less vigilant.

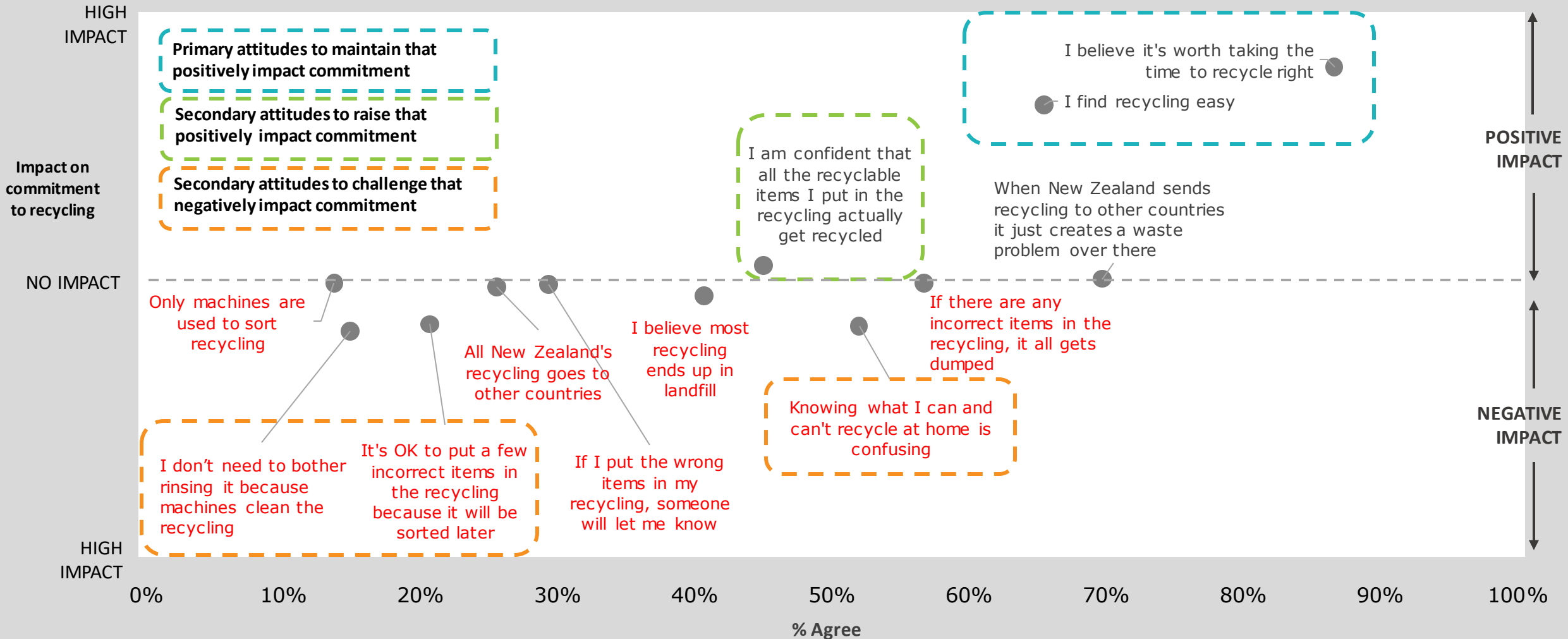
I don't need to bother rinsing it because machines clean the recycling

Respondents with a greater appreciation that the recycling system is not wholly automated, and that their own effort can save time and labour down the line, are more likely to be committed to recycling correctly. This demonstrates the importance of fostering personal accountability.

¹ Ipsos, (2016). Household waste and recycling research report. Prepared for NSW EPA. <https://www.epa.nsw.gov.au/-/media/epa/corporate-site/resources/waste/ipsos-waste-and-recycling.pdf>

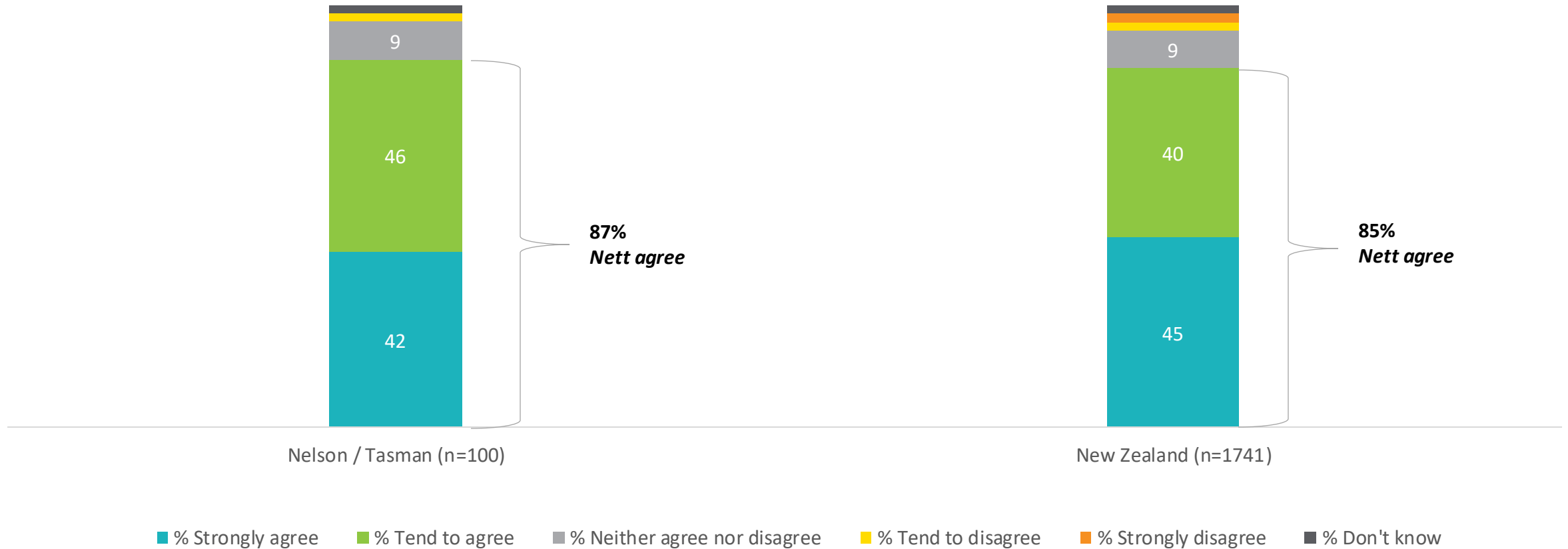
ATTITUDES THAT IMPACT COMMITMENT: As highlighted on the previous slide, the most important attitudes to focus on to increase commitment are the belief that it's worth taking the time to recycle correctly, and making recycling as easy as possible. Following this, it is important to build confidence that recyclables are actually getting recycled. It is then important to build an accurate understanding of how the system works (and to humanise it) in order to build a sense of personal responsibility for recycling.

Correlation between attitudes and commitment



BELIEF THAT RECYCLING IS WORTH THE TIME: Encouragingly, most respondents (both in Nelson / Tasman and nationwide) believe that it is worth taking the time to correctly recycle. This is a perception to maintain and celebrate, as it is the most important driver in being a committed recycler.

“I believe it’s worth taking the time to recycle right”



EASE AND CONFIDENCE IN RECYCLING: However, the proportion who find recycling easy is relatively lower in comparison. Making recycling easy is critical as it is a primary driver in being a committed recycler. That said, Nelson / Tasman respondents are somewhat more confident in their recycling ability than the national sample.

“I find recycling easy”

Confidence in recycling ability

% *Nett Agree*

65

65

% *Very / extremely Confident*

64

57



Nelson / Tasman (n=100)

New Zealand (n=1741)

Nelson / Tasman (n=100)

New Zealand (n=1741)

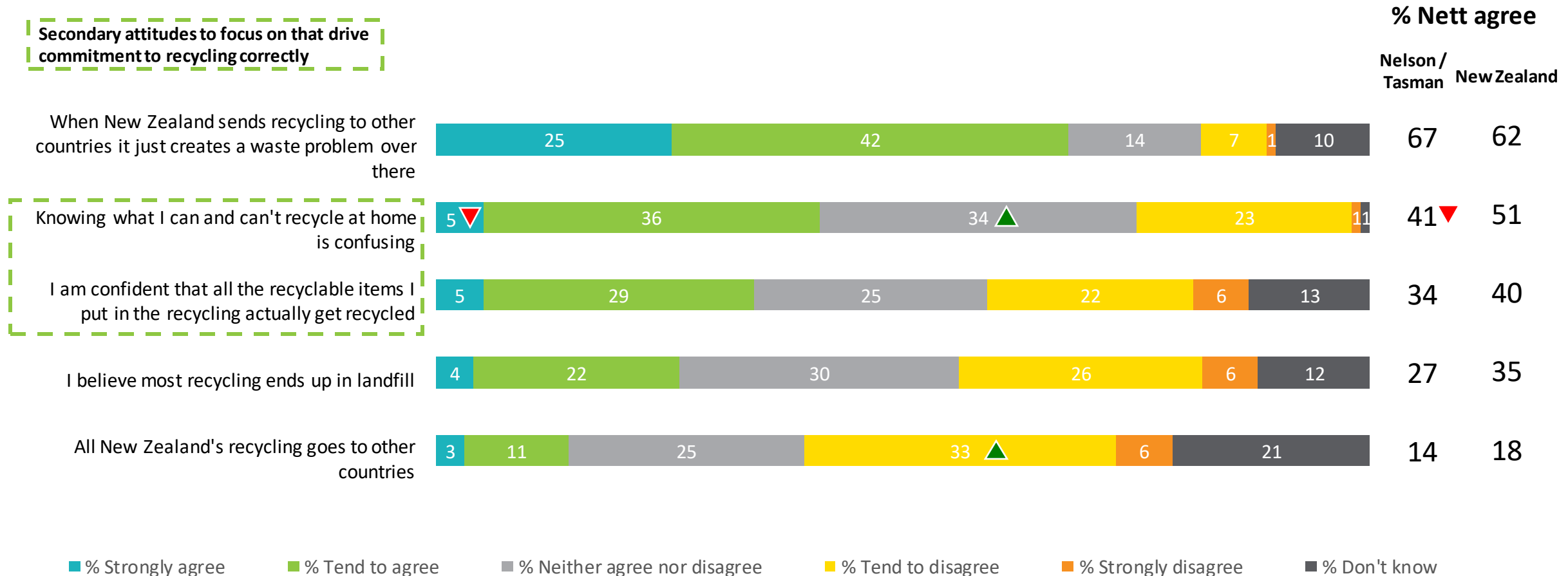
- % Strongly agree
- % Neither agree nor disagree
- % Strongly disagree

- % Tend to agree
- % Tend to disagree
- % Don't know

- % Extremely confident
- % Very confident
- % Fairly confident
- % Not very confident
- % Not at all confident
- % Don't know

BARRIERS TO RECYCLING: Confusion around the recycling system and a lack of confidence in it can deter commitment to recycling. Two in five Nelson / Tasman respondents agree that knowing what they can and can't recycle is confusing (albeit this picture is better than the national one). In addition, only one in three are confident that all of the recyclable items they put out are in fact recycled. There is also an underlying view that New Zealanders need to deal with their own waste rather than ship the problem elsewhere.

Barriers to recycling – How much do you agree or disagree with the following statements?

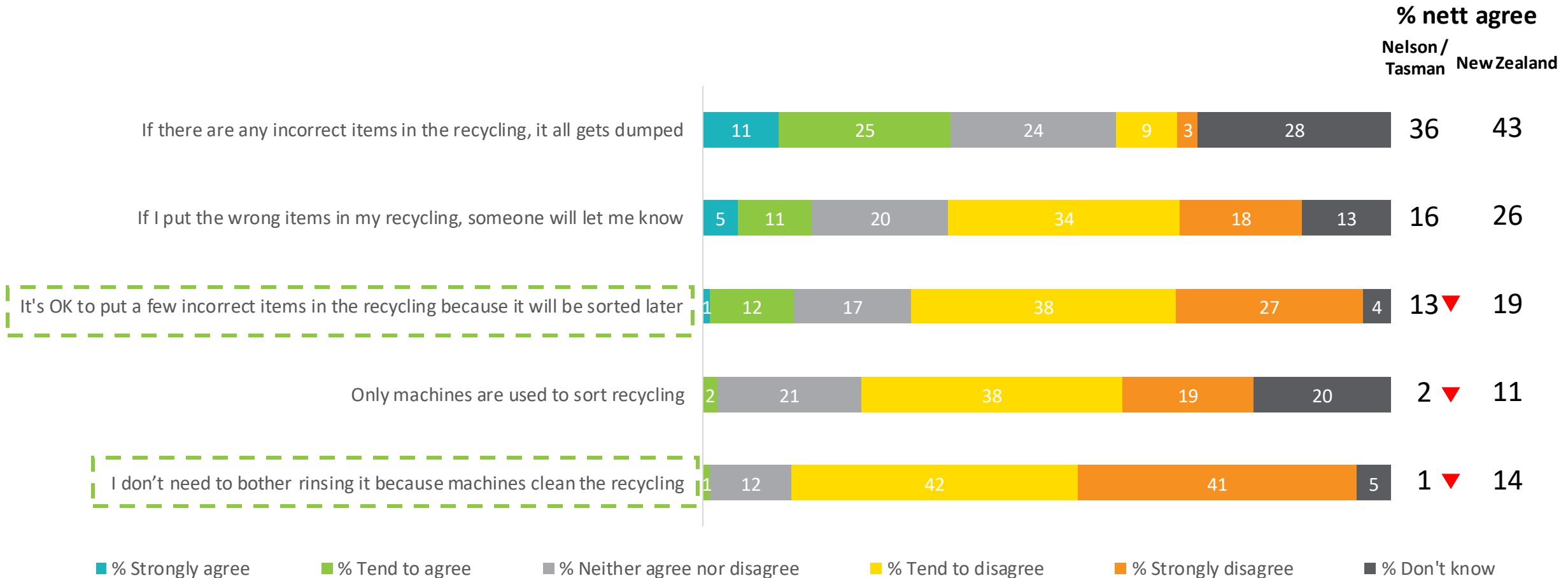


Base: All respondents [New Zealand (n=1,741); Nelson / Tasman (n=100)]

Source: E1 ▲▼ Significantly higher / lower than New Zealand average

MIS-PERCEPTIONS AROUND THE RECYCLING SYSTEM: There are a number of myths around the recycling system that are relatively widespread. The most pervasive is that *any* contamination can lead to all recycling getting dumped. Some mis-perceptions results in respondents pushing responsibility onto the system – thinking that it’s okay to put the wrong items in the recycling because it will be sorted later, or that machines clean the recycling. However, Nelson / Tasman respondents are far less likely to believe these myths than the national sample.

**Mis-perceptions around contamination and automation in the recycling system:
How much do you agree or disagree with the following statements?**

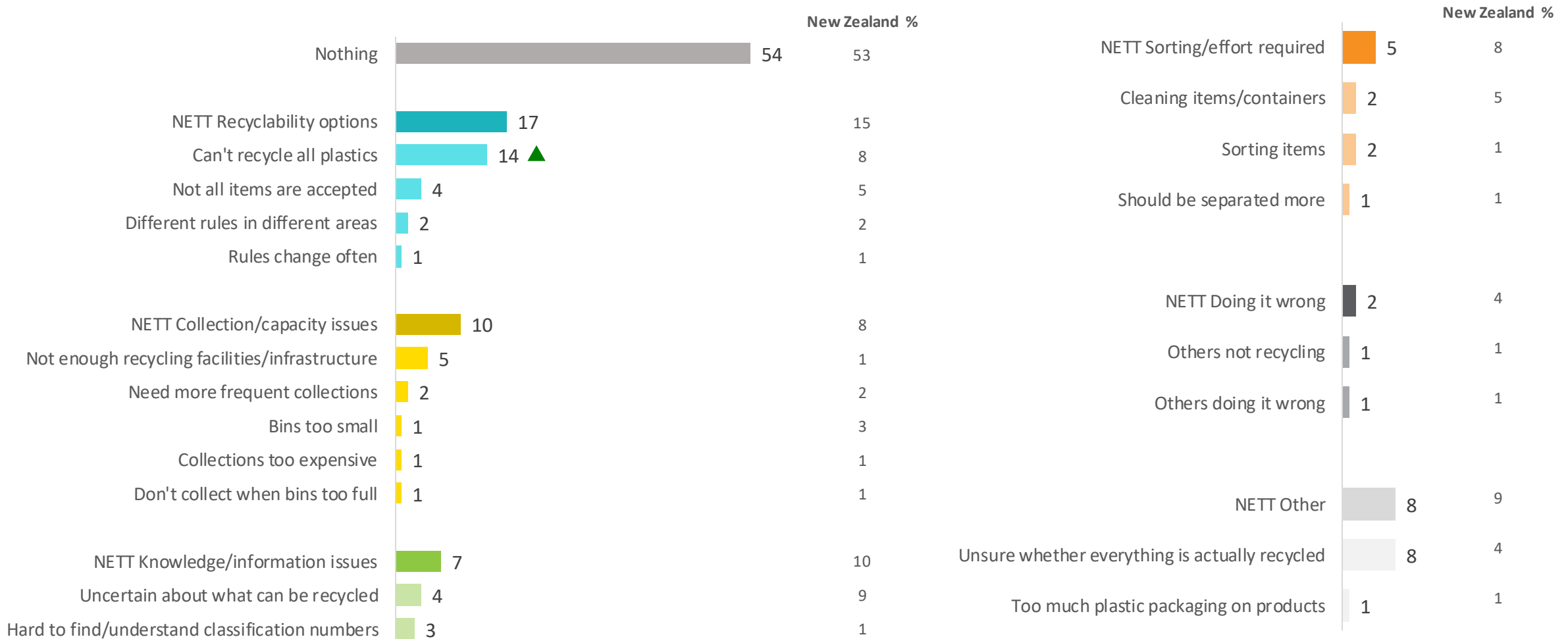


Base: All respondents [New Zealand (n=1,741); Nelson / Tasman (n=100)]

Source: E1 ▲ ▼ Significantly higher / lower than New Zealand average

RECYCLING PAIN POINTS: Over half of Nelson / Tasman respondents are unable to spontaneously name something that annoys them about recycling. For those who provided a response, not being able to recycle all plastics is the single biggest pain point. Nelson / Tasman respondents mention this more often than the national sample.

What, if anything, annoys you the most about recycling?¹

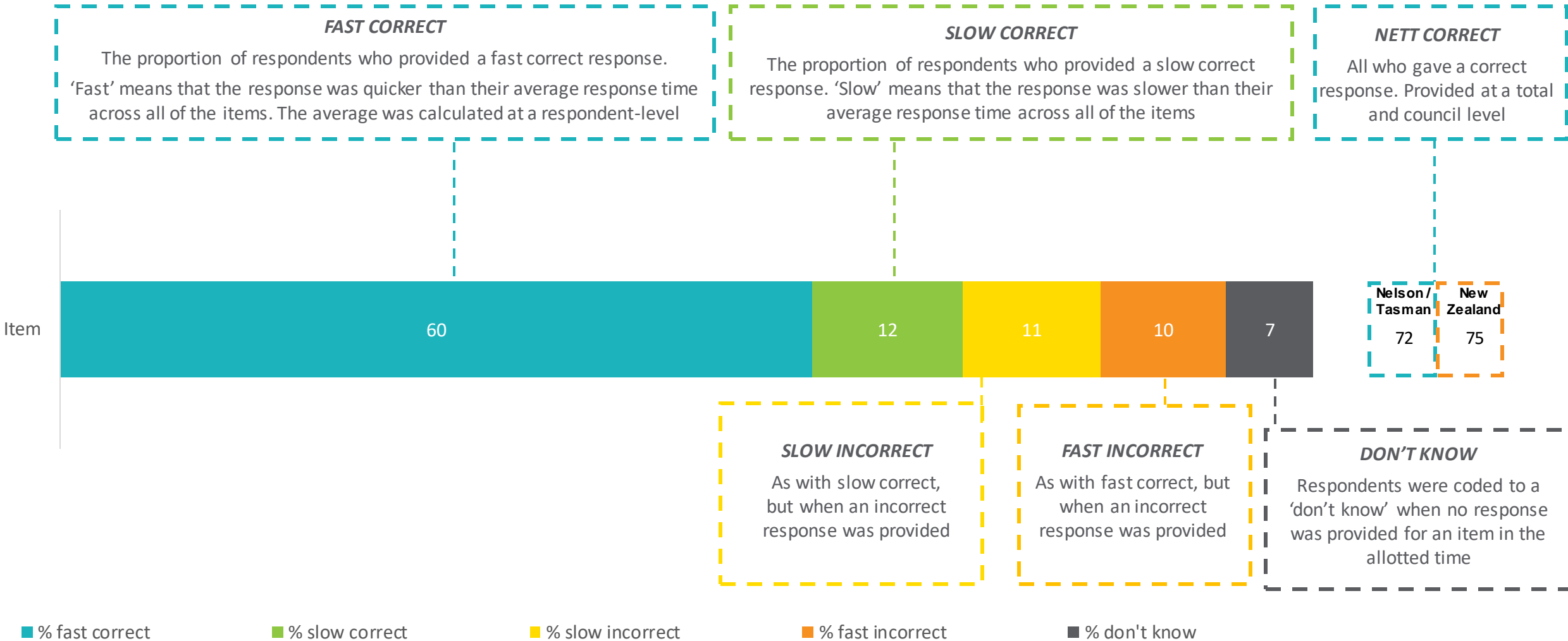


▲ ▼ Significantly higher / lower than New Zealand average

Recycling Knowledge

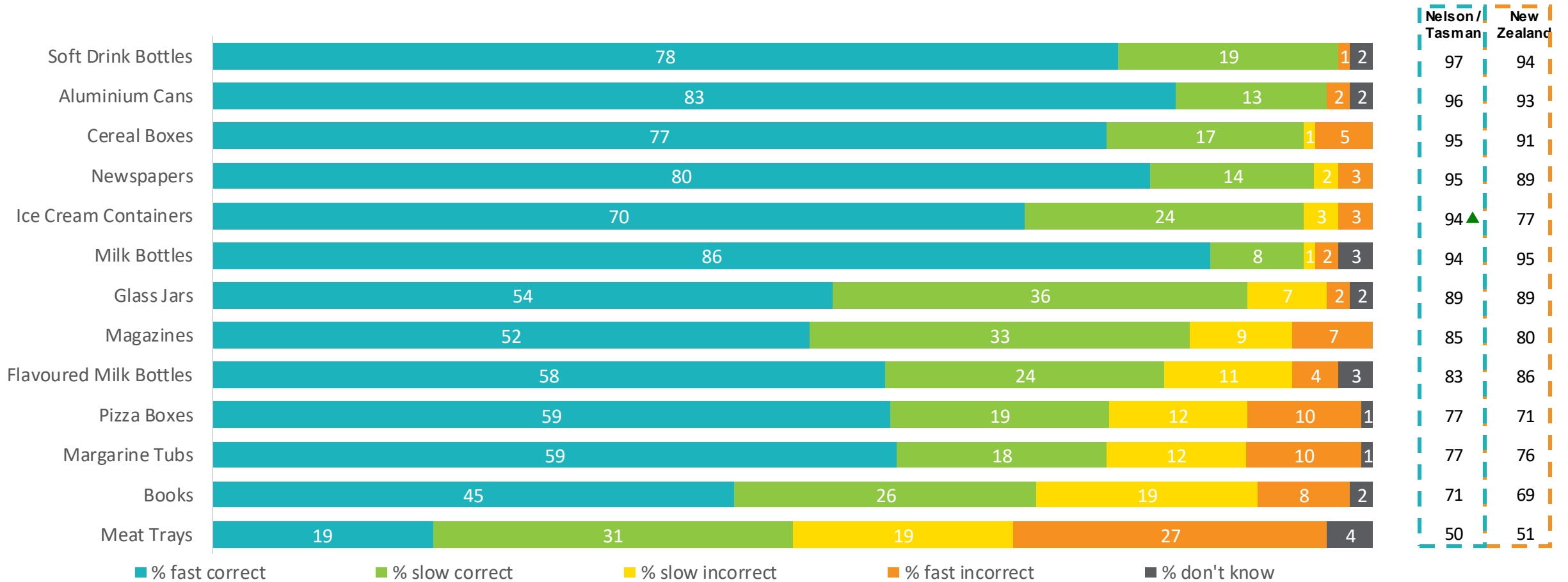


INTUITIVE ASSOCIATION: The next few slides break down the results of the intuitive association exercise. Respondents were provided with a series of items and asked to select if they would typically recycle them. Their response was timed so we could measure the strength of their response. In other words, is this something they intuitively believed (i.e. it's hard-wired in their brain), or did they take more time to deliberate over their answer? Below is a breakdown of each category.



RECYCLABLE ITEMS: This slide shows the results for those items that both councils accept for recycling. The following slide shows responses to those items that are not accepted by the councils. In general, most respondents say they would correctly sort items that are indeed recyclable. The two key item to focus on is meat trays, which are not being recycled by half or respondents (when they could be). Nelson / Tasman respondents are more likely than the national sample to get ice cream containers correct.

Would you typically put these items in your recycling? (Accepted by both Nelson and Tasman Council)



Base: All respondents with a council kerbside collection [New Zealand (n=1,628); Nelson / Tasman (n=94)]

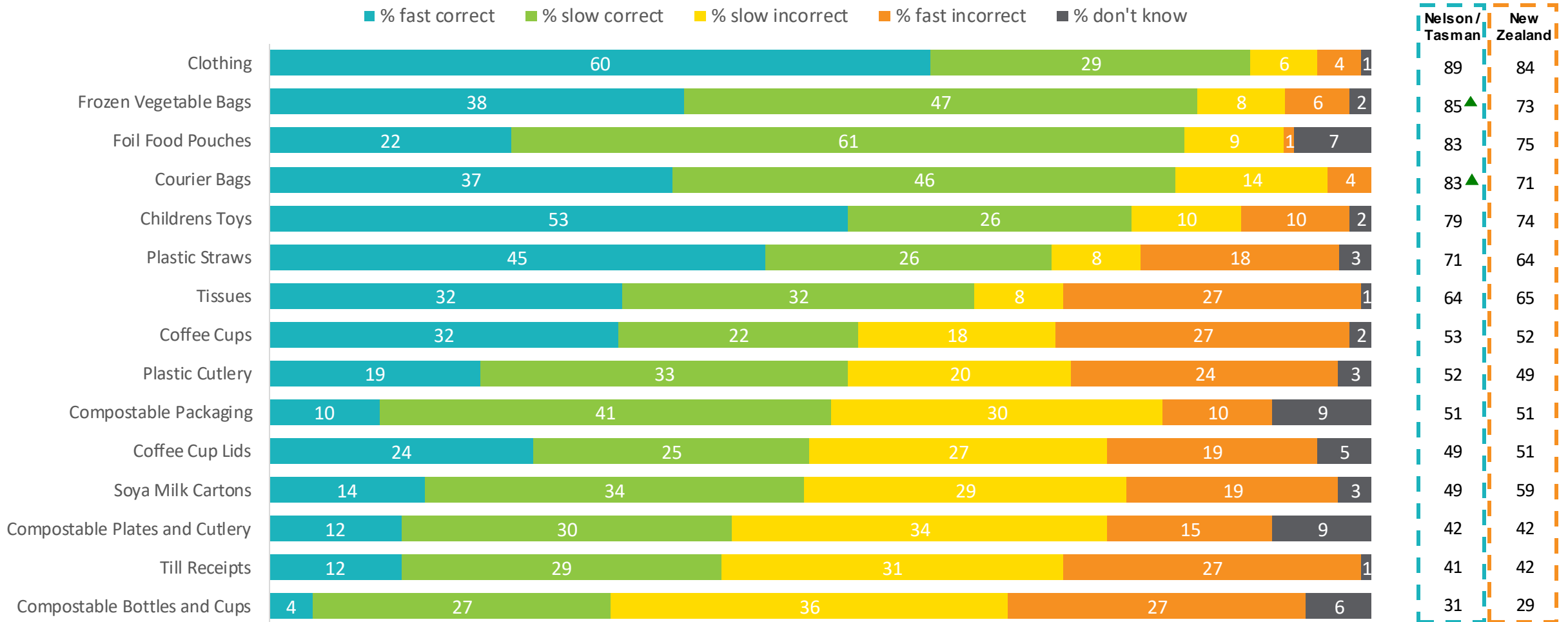
Source: C4

▲▼ Significantly higher / lower than New Zealand average

NON-RECYCLABLE ITEMS: Nelson/ Tasman respondents mostly sort non-recyclable items correctly. However, compostable items, till receipts, tetrapaks, coffee cups and plastic cutlery are areas of concern, with only around half or less than half of respondents correctly sorting them as non-recyclables. This provides evidence of wish-cycling. This is particularly strong for compostable bottles and cups, with relatively high proportions of fast-incorrect responses. This indicates that there is a common heuristic that compostable means recyclable which needs to be challenged both in Nelson / Tasman and nationally.



Would you typically put these items in your recycling?
(Not accepted by Nelson and Tasman Council)



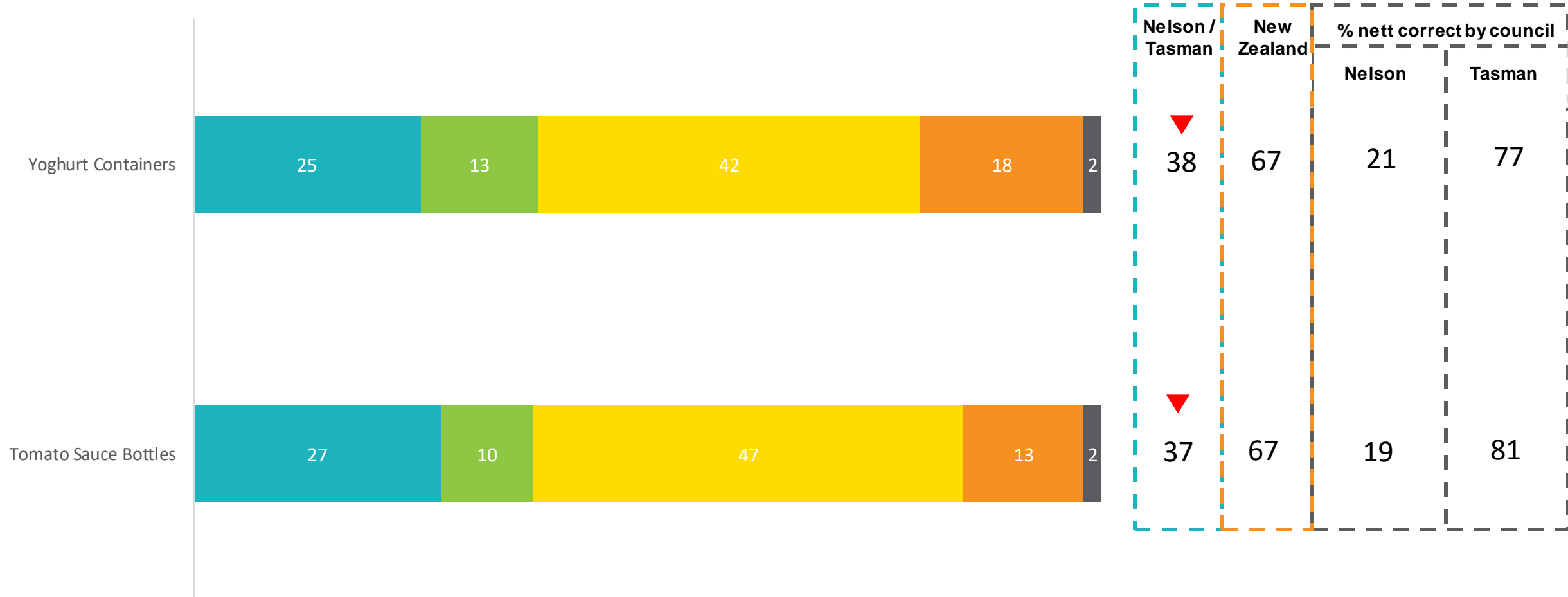
Base: All respondents with a council kerbside collection [New Zealand (n=1,628); Nelson / Tasman (n=94)]

Source: C4 ▲ Significantly higher / ▼ Significantly lower than New Zealand average

ITEMS WITH MIXED RECYCLING ACCEPTANCE: Yoghurt containers and Tomato Sauce bottles are items that are accepted by Tasman District Council for recycling, but not by Nelson City Council. This mixed provision appears to be causing some confusion, with low levels of Nelson / Tasman respondents correctly sorting these items. This further highlights the need for council-level communications around what can be recycled, or else there is the risk of contamination. It should be noted that it is mostly Nelson respondents incorrectly sorting these items – which is resulting in contamination.

Would you typically put these items in your recycling?
(Accepted by Tasman District Council, but not Nelson City Council)

■ % fast correct ■ % slow correct ■ % slow incorrect

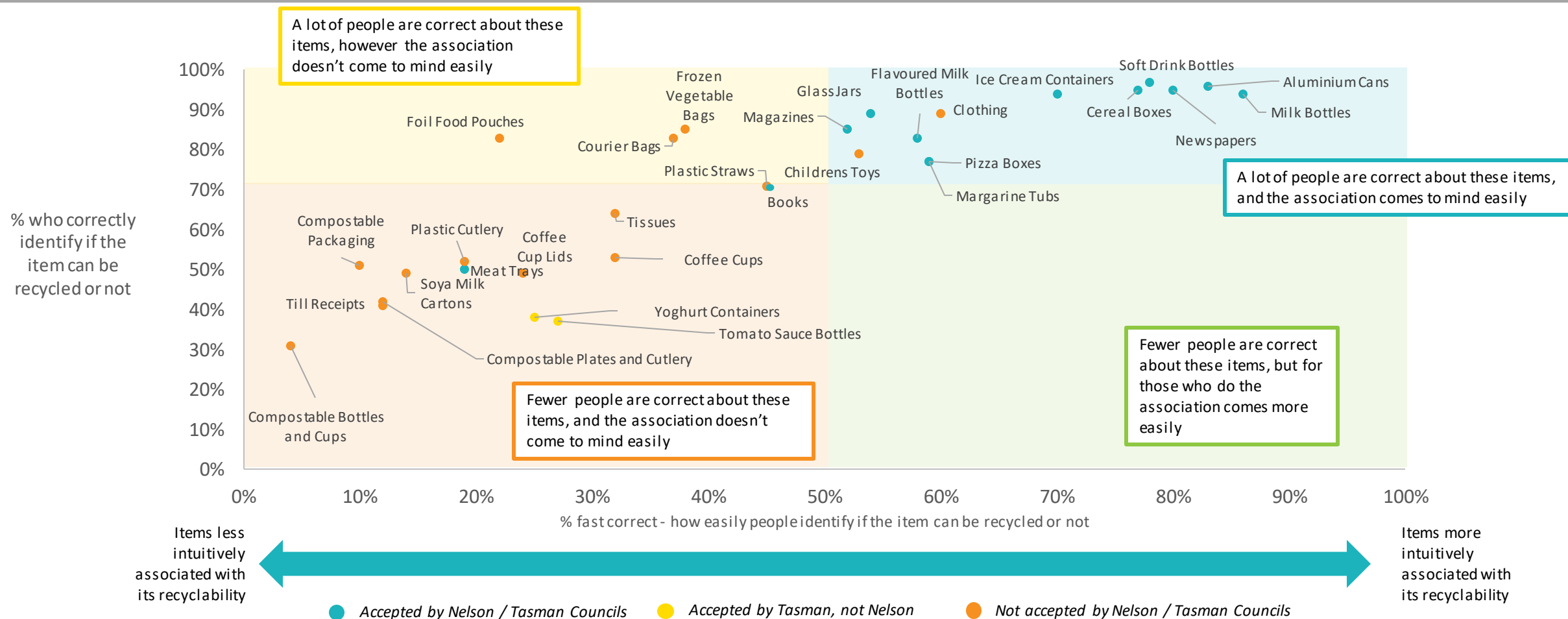


Base: All respondents with a council kerbside collection [New Zealand (n=1,628); Nelson / Tasman (n=94)]

Source: C4 ▲ Significantly higher / ▼ Significantly lower than New Zealand average

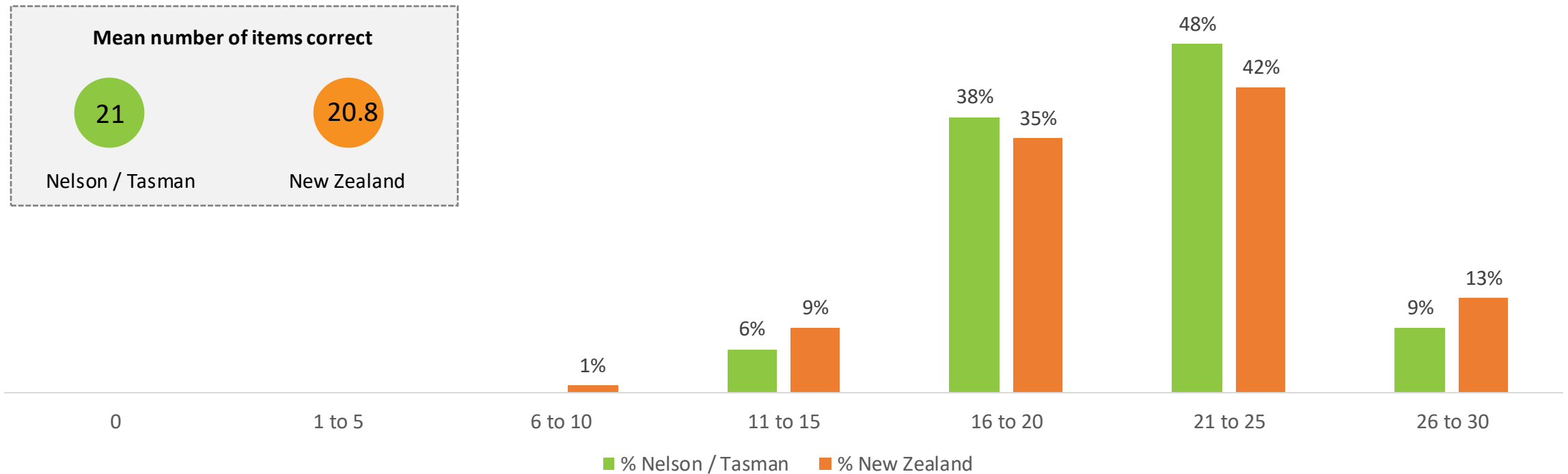
NELSON / TASMAN INTUITIVE ASSOCIATION: This slide provides another way to map the data from the sorting exercise. The yellow and orange quadrants are key areas to focus on. The yellow quadrant represents items which respondents are more likely to sort correctly but the association could be much stronger. The orange quadrant represents items that are more likely to be sorted incorrectly and so we need to challenge residents. Overall, Nelson / Tasman respondents intuitively know those items they can recycle, with the exception of meat trays. It is the items they can't recycle which tend to trip them up, with clear evidence of wish-cycling.

Nelson / Tasman - Intuitive association with recyclability



NUMBER OF ITEMS CORRECT: A count of correct responses was generated for each respondent. On average Nelson / Tasman respondents get one in three of the items incorrect (this is in line with the national sample). This indicates the potential for contamination and ‘wish-cycling’ is high.

Number of items correctly identified as being recyclable or not



PERCEPTIONS OF COMPOSTABLE PACKAGING: Many respondents hold the view that compostable packaging is better for the environment than plastic packaging. This potentially reveals more around respondents' concerns on plastic waste, than it necessarily does their support for compostables¹. This said, as previously noted, there appears to be a relatively common heuristic that compostable equals recyclable which needs to be challenged. Nelson / Tasman respondents are more likely than the national sample to believe compostable packaging is better for the environment than plastic. Fewer Nelson / Tasman respondents, however, think that compostable packaging will break down quickly if littered.

Perceptions of compostable packaging

% Nett Agree

82 ▲

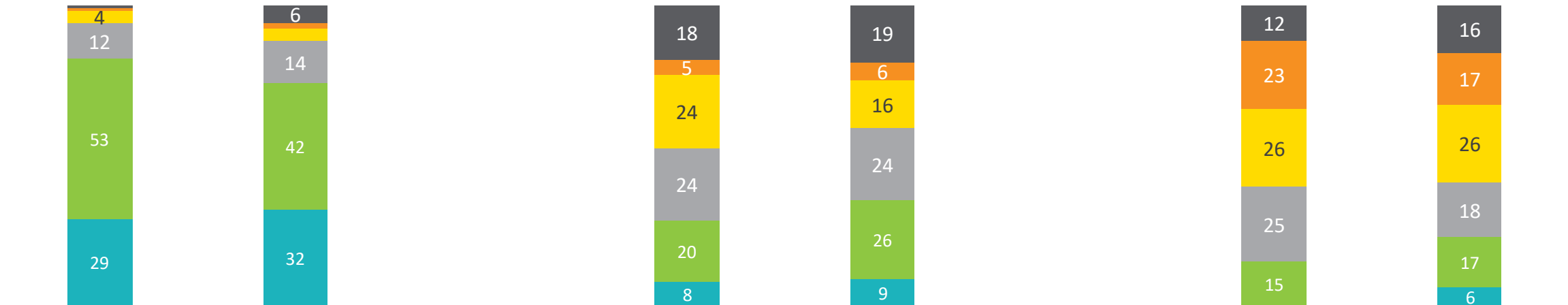
74

29

36

15 ▼

24



Nelson / Tasman

New Zealand

Nelson / Tasman

New Zealand

Nelson / Tasman

New Zealand

Compostable packaging is better for the environment than plastic packaging

Compostable packaging will compost in a landfill with no negative impacts

Compostable packaging will break down quickly if littered

■ % Strongly agree ■ % Tend to agree ■ % Neither agree nor disagree ■ % Tend to disagree ■ % Strongly disagree ■ % Don't know

Base: All respondents [New Zealand (n=1,741); Nelson / Tasman (n=100)] | Source: E1

¹In the 2019 Better Futures research, New Zealanders concern around plastic waste was second only to the protection of New Zealand children (with 69% expressing a high level of concern).

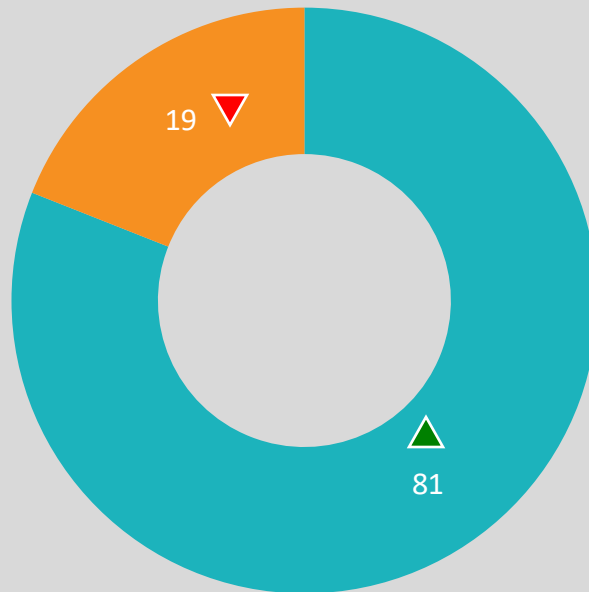
Self-Reported Recycling Behaviours



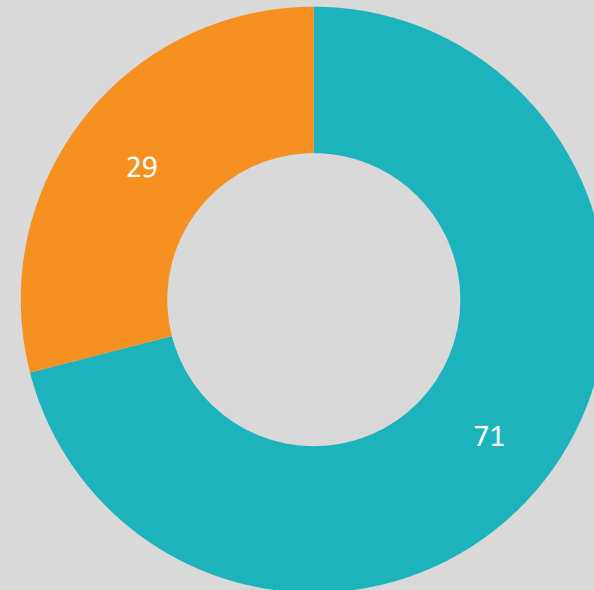
DEFAULT BEHAVIOUR WHEN UNSURE OF RECYCLABILITY: The majority of Nelson / Tasman respondents err on the side of caution when they are unsure of an item's recyclability (and put it in the rubbish). They are also more likely than the national sample to default to putting it in the general rubbish over the recycling. Positively, this lessens the likelihood of 'wish-cycling', but at the same time could result in recyclables going to landfill.

What do you generally do with a plastic container that has no information on it about as to whether it can be recycled or not?

Nelson / Tasman



New Zealand



■ % put it in general rubbish
■ % put in recycling

▲ ▼ Significantly higher / lower than New Zealand average

RINSING OF RECYCLABLES: Respondents who ever recycle were asked how often they perform various recycling behaviours. For Nelson / Tasman respondents who recycle, almost all of them generally / always rinse the items listed. They are also more likely than the national sample to rinse each of the items.

Do you wash or rinse the following items before you recycle them?



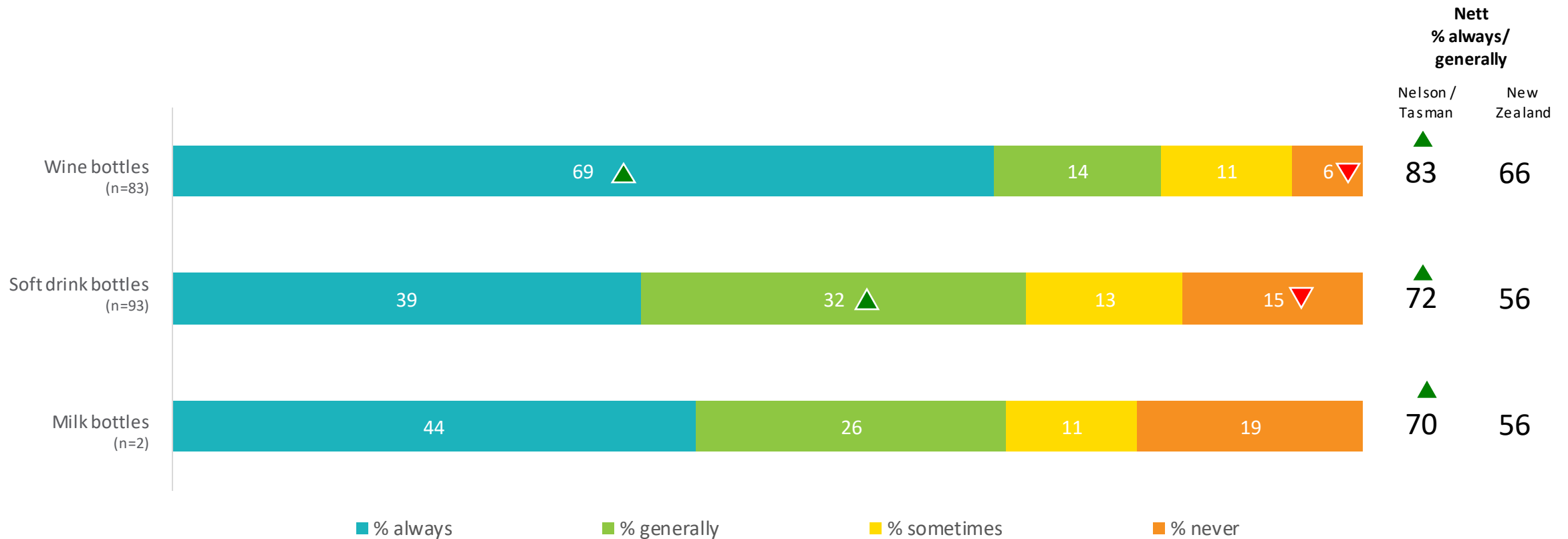
Base: All who recycle, excl. those who never use / recycle each item

Source: C6

▲ ▼ Significantly higher / lower than New Zealand average

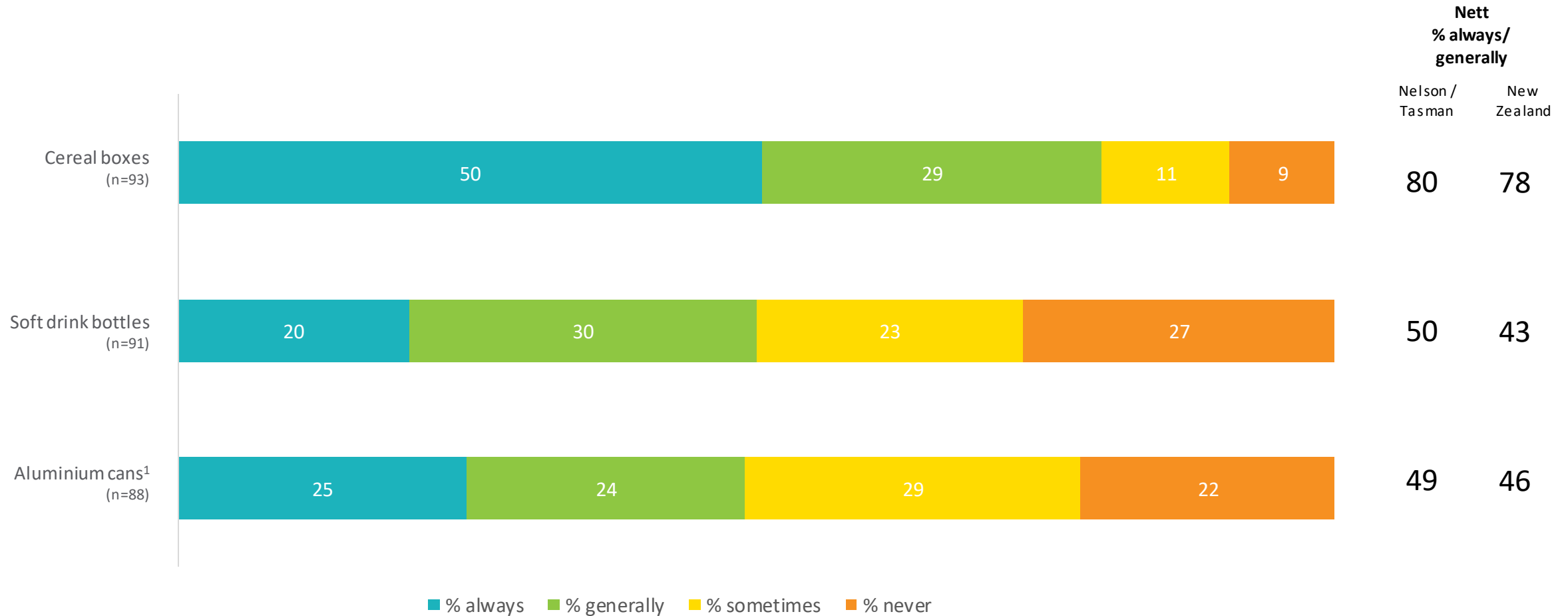
REMOVING LIDS FROM RECYCLABLES: Removing lids is a less common behaviour than rinsing amongst Nelson / Tasman respondents (albeit there are relatively high levels of performance). However, they are still more likely than the national sample to remove lids from each of the items. This reflects their higher levels of reported knowledge and confidence around recycling.

Do you remove the lid from the following items before putting them in your recycling?



CRUSHING / FLATTENING RECYCLABLES: The rate of crushing / flattening varies depending on the item (perhaps due to the size each item takes up in recycling bins, or the ease of flattening based on the material). In line with the national figures, most Nelson / Tasman respondents flatten cereal boxes, while half crush soft drink bottles or aluminium cans.

Do you crush or flatten the following items before putting them in your recycling?

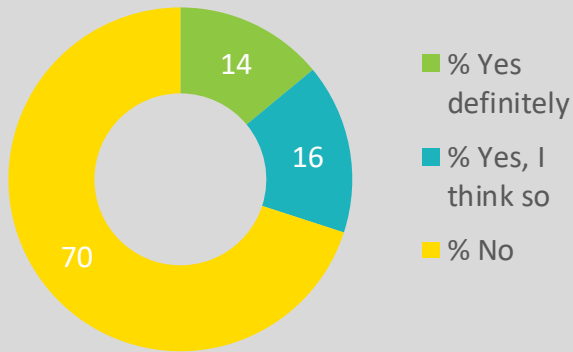


Base: All who recycle, excl. those who never use / recycle each item | Source: C9 ▲ ▼ Significantly higher / lower than New Zealand average

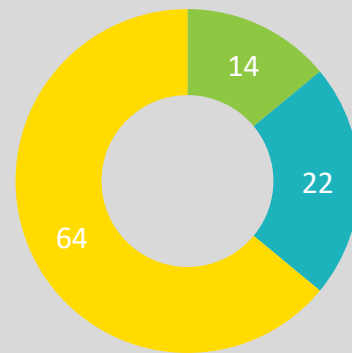
¹Crushing aluminium cans has a detrimental effect on their ability to be correctly sorted in a material recovery facility

REMOVING LABELS: Seven in ten Nelson / Tasman respondents have *not* seen the instruction on items to remove the label before recycling – this is in line with the national figure. For those who have seen the label, the majority remove it (however, this finding is based on a very small base (29 respondents), and so results should be treated with caution and seen as indicative only).

Before today had you ever noticed this type of instruction on items you recycle?

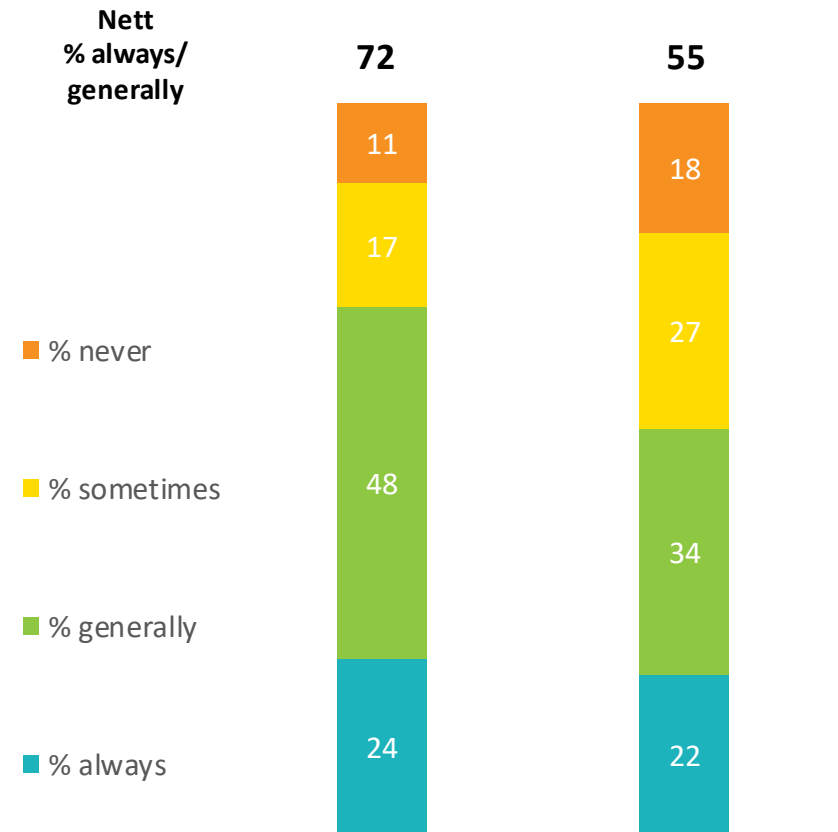


Nelson / Tasman



New Zealand

When you see this label, how often or not, do you remove the label before putting the item in the recycling?



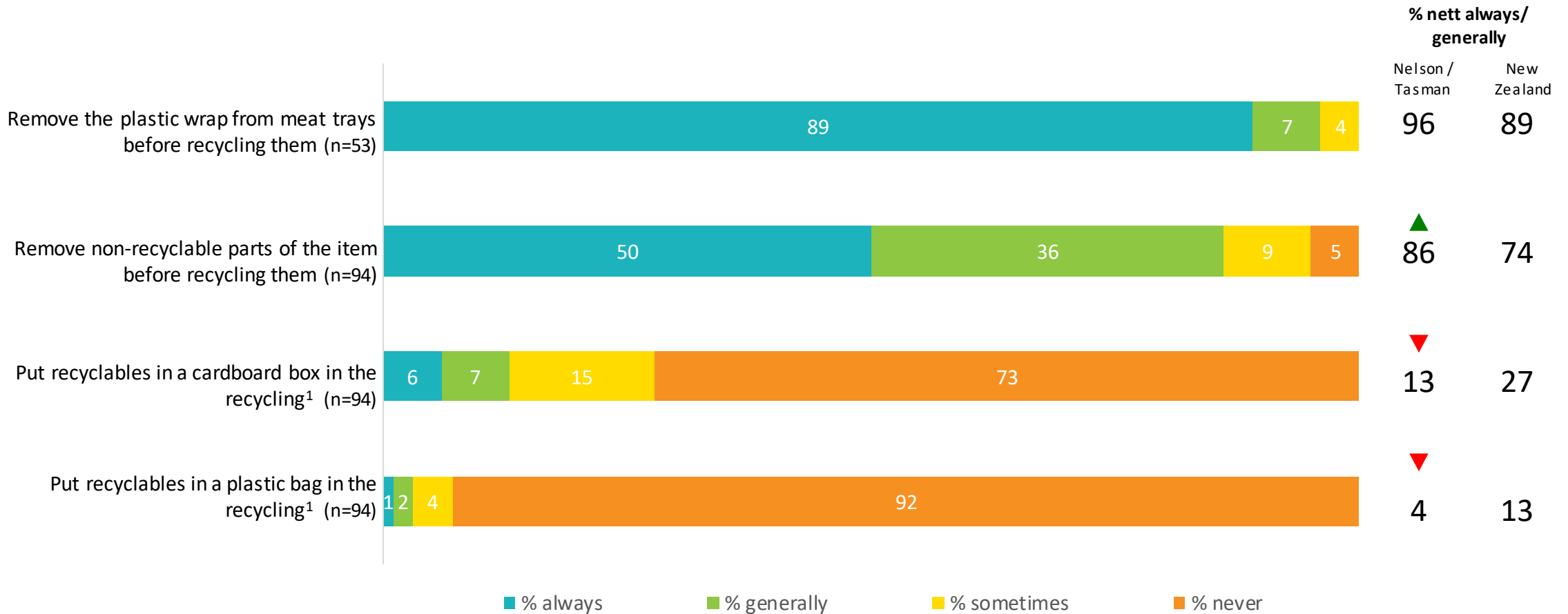
Nelson / Tasman*

New Zealand

SORTING BEHAVIOURS: Nelson / Tasman respondents tend to display positive sorting behaviours, and more so than the national sample. Those who recycle meat trays say they generally / always remove the plastic wrap from meat trays when recycling them (however, as highlighted earlier, there is some confusion over whether they can be recycled or not). Nelson / Tasman respondents are also more likely than the national sample to remove non-recyclable parts when sorting their recycling. Finally, they are less likely to put recyclables into a cardboard box or plastic bag when recycling. In part, this reflects a greater use of personal rather than communal bins in Nelson / Tasman versus New Zealand overall.



Do you do the following?



Base: All who recycle (for meat trays, only those who said they recycle this item) | Source: C10b ▲ ▼ Significantly higher / lower than New Zealand average

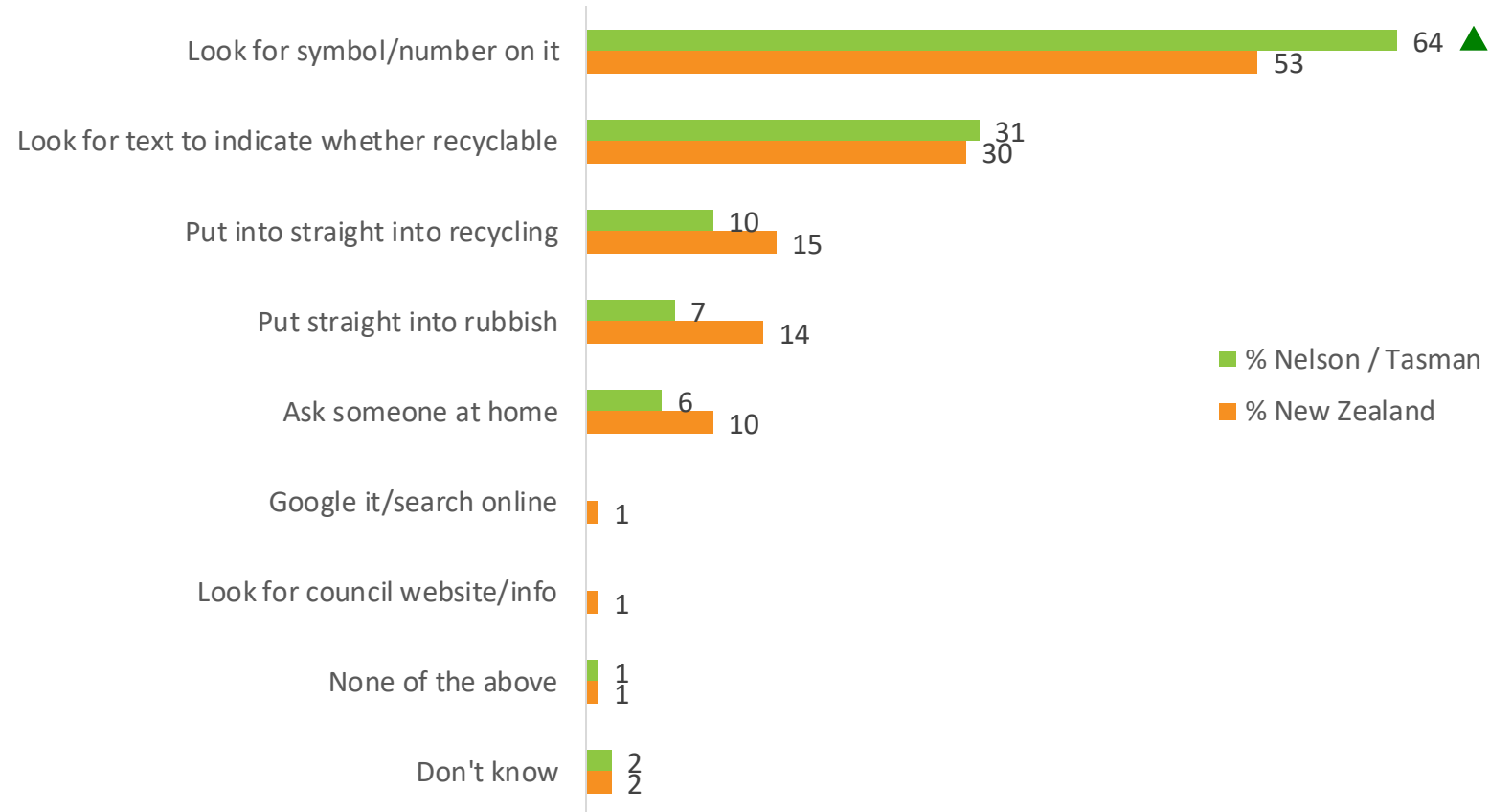
¹Material recovery facilities are not able to separate out recycling which has been placed in boxes or plastic bags

Recycling Symbols



BEHAVIOUR WHEN DEALING WITH A NEW PLASTIC CONTAINER: Most Nelson / Tasman respondents look for something on plastic containers to check for recyclability when they are unsure (such as a symbol, number, or text). This is significantly higher than the national sample (82% vs. 68%).

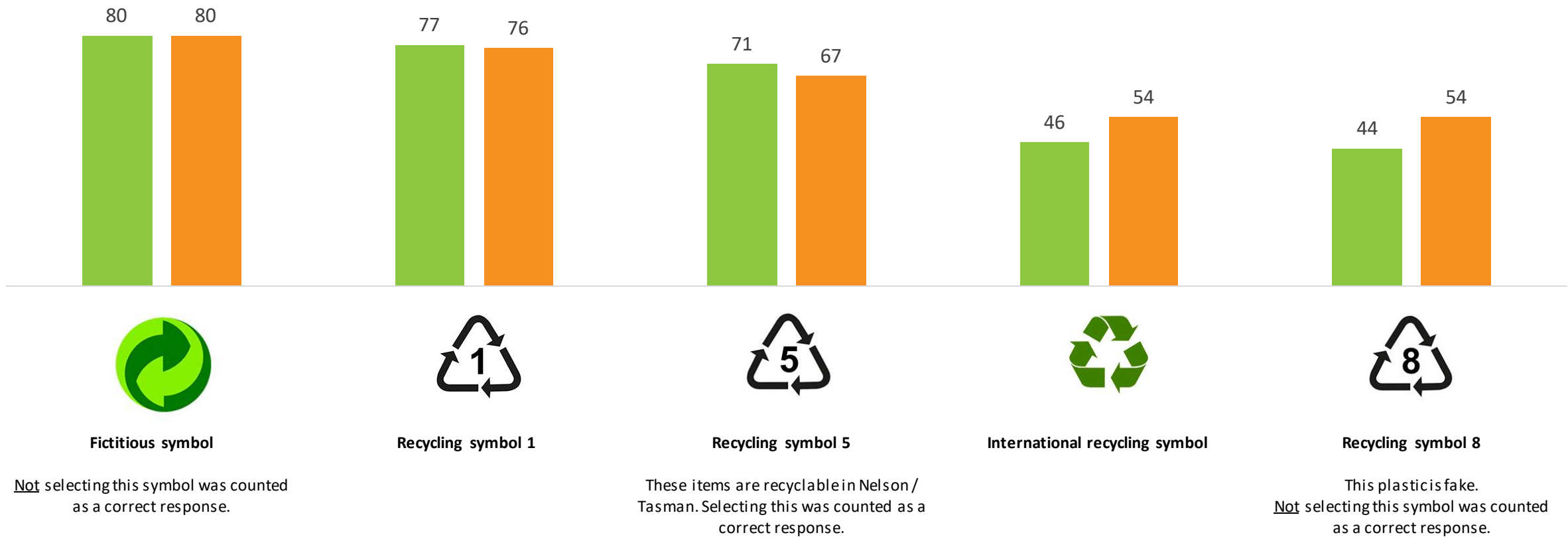
What do you do with plastic containers you have never seen before?
(% of those who recycle)



RECYCLING SYMBOLS KNOWLEDGE: Respondents who look for symbols were asked to identify which ones indicated an item could be recycled. While most Nelson / Tasman respondents correctly identify that the fictitious symbol is fake, or that Number 1 or Number 5 plastic can be recycled, fewer get Number 8 plastic correct (Number 8 was a 'red herring'). This indicates a need for increased council-level communications around which plastics can be recycled in the regions.

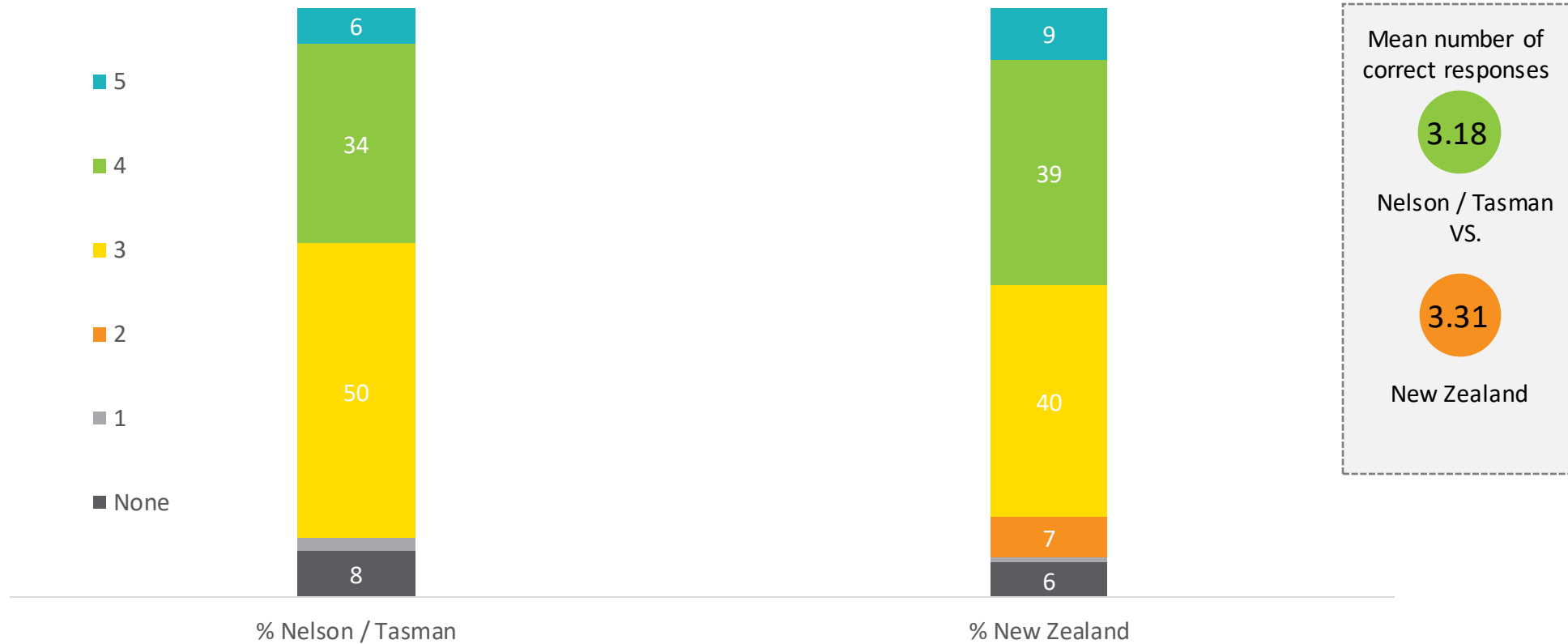
Which of these symbols or numbers tell you that a plastic container is recyclable?

■ % correct in Nelson / Tasman ■ % correct in New Zealand



NUMBER OF RECYCLING SYMBOLS CORRECT: The mean number of symbols Nelson / Tasman respondents got correct is 3.18 (in line with the national figure). Half of respondents got three out of the five symbols correct.

Number of recycling symbols correct (out of five)

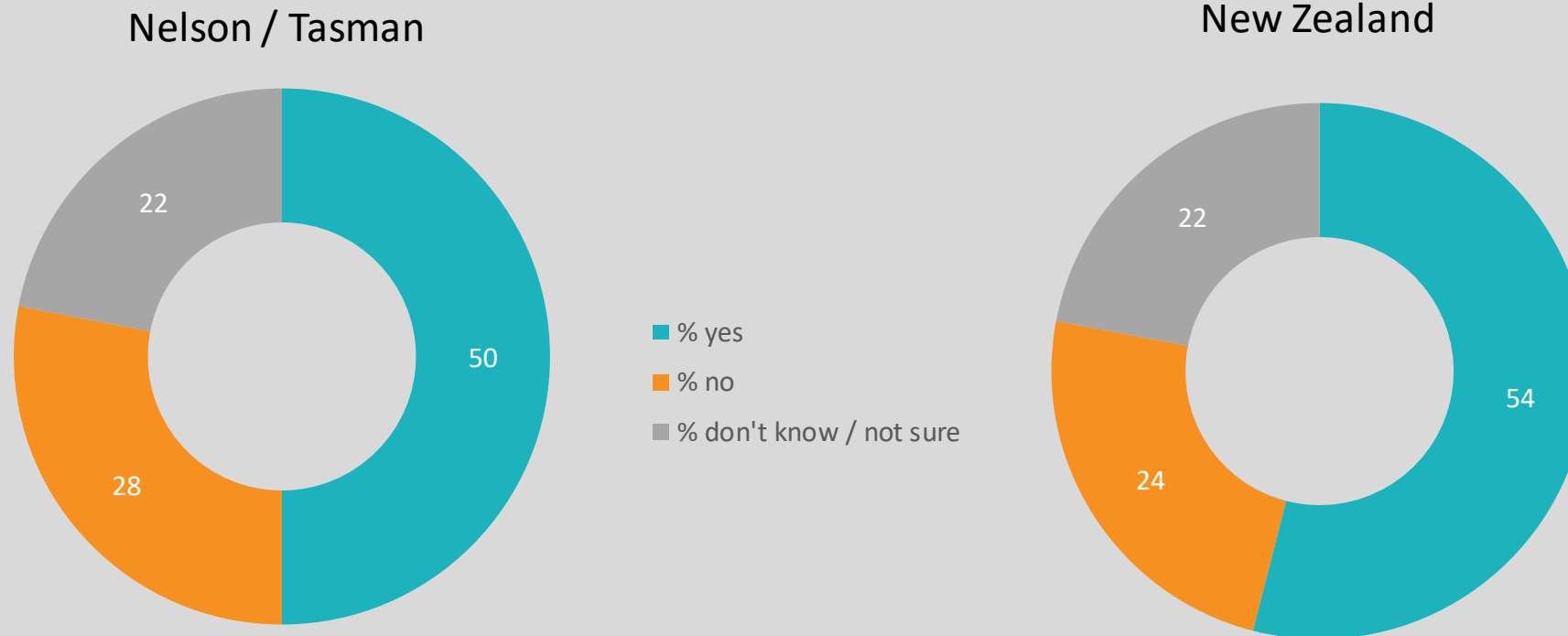


Behaviour Change Prompts



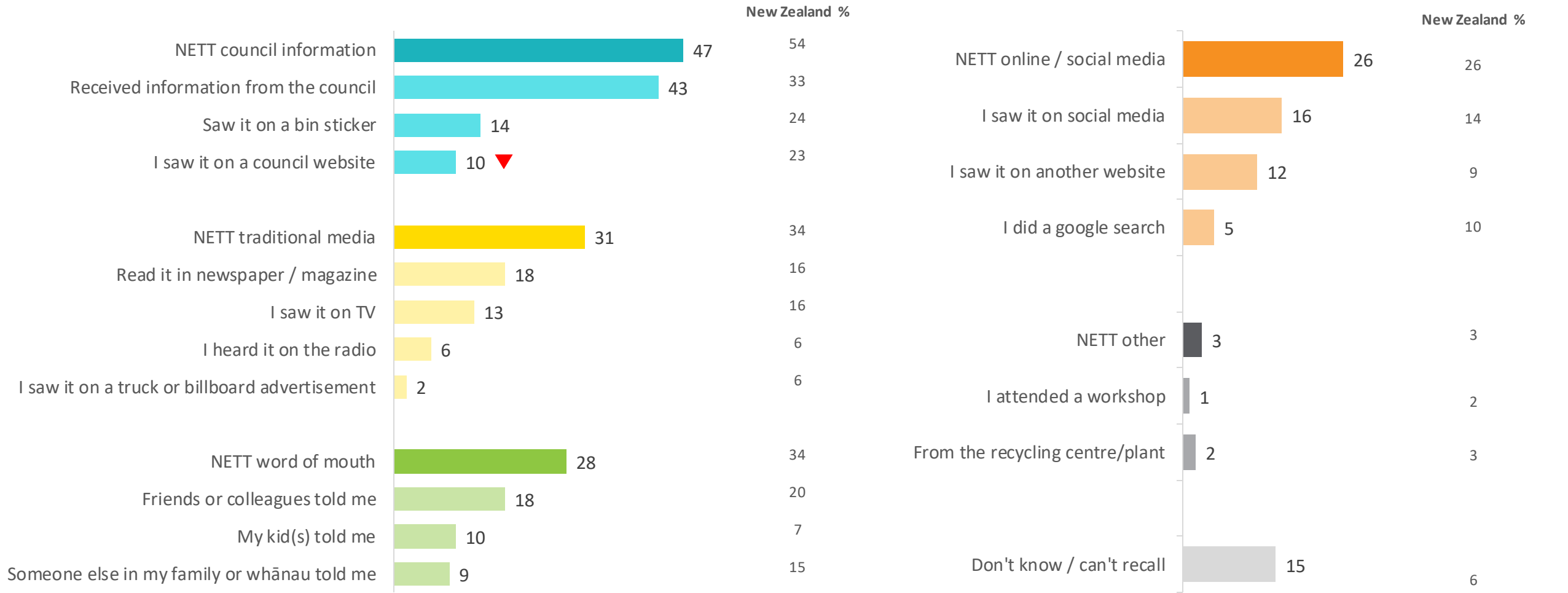
NEW RECYCLING INFORMATION: Half of Nelson / Tasman respondents learnt something new over the past two years that changed the way that they recycle. Flipped on its head, this indicates the need for further outreach, as half of respondents are not being exposed to new information.

Thinking back over the last two years, have you learnt anything new that made changes to the way you recycle?



INFORMATION SOURCES: For Nelson / Tasman respondents who did learn something new, this information most often came from the councils or traditional media sources. Four in ten specifically received information directly from their council (making the councils the biggest vectors for the dissemination of information). Nelson / Tasman respondents are less likely than the national sample to seek information from the council website (highlighting the need for 'pushing' information as people are less likely to seek it).

Can you recall how you learnt this?
 (% of those who learnt something in past two years)



Base: Those who learnt something in the past two years [New Zealand (n=941); Nelson / Tasman (n=49)]

Source: F4

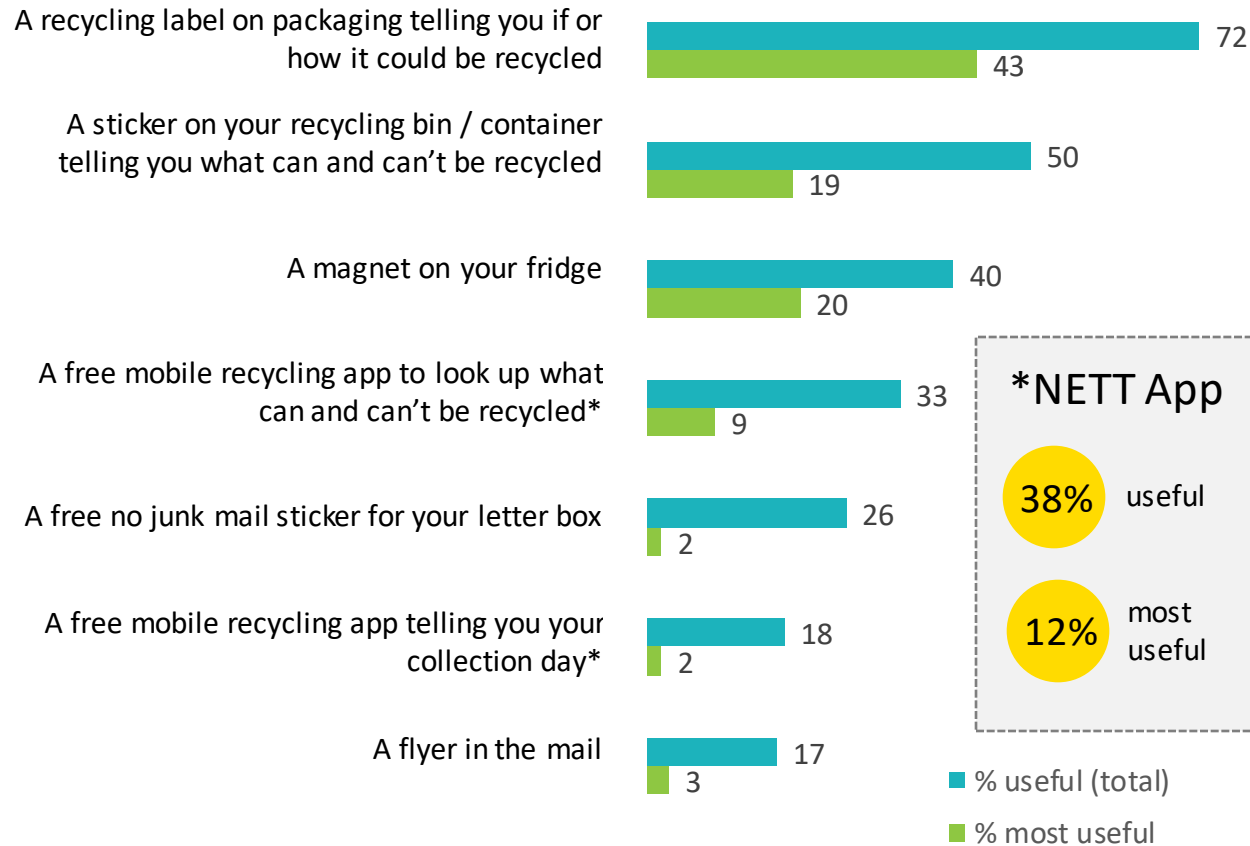
Note: Netts may not equal the sum of their contents due to rounding and multi-responses.

▲▼ Significantly higher / lower than New Zealand average

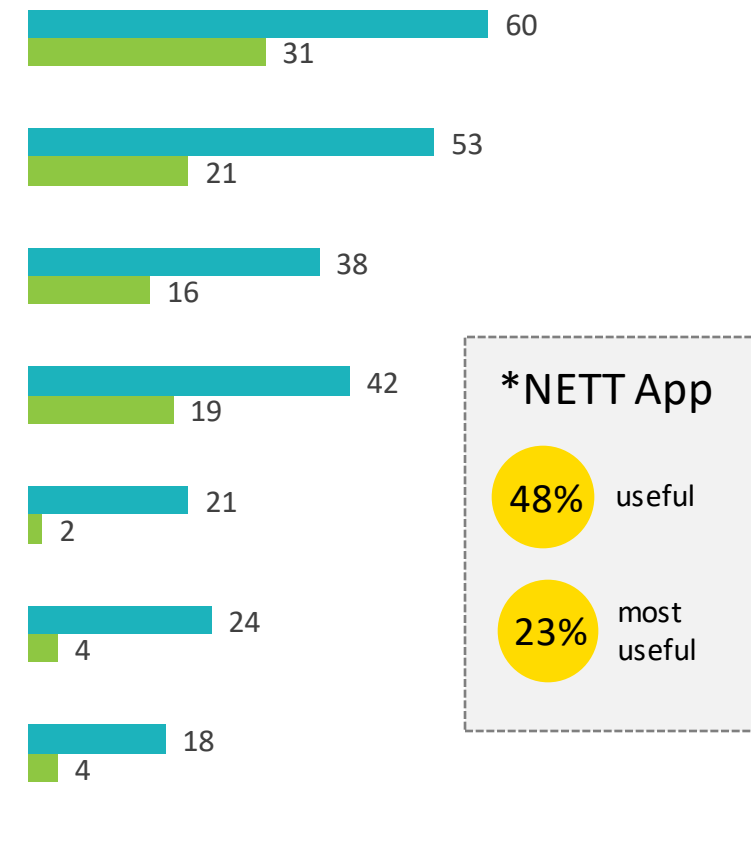
PREFERRED COMMUNICATION CHANNELS: Nelson / Tasman respondents are more likely to find tangible reminders of recyclability useful than digital touchpoints. Labels, stickers, and magnets are all rated as more useful than digital touchpoints, like an app to check recyclability. This further highlights the need for proactive council initiatives – respondents are less likely to seek out information themselves, but will willingly use information given to them.

Preferred channel for recycling information

Nelson / Tasman



New Zealand



Messaging on Recycling Correctly

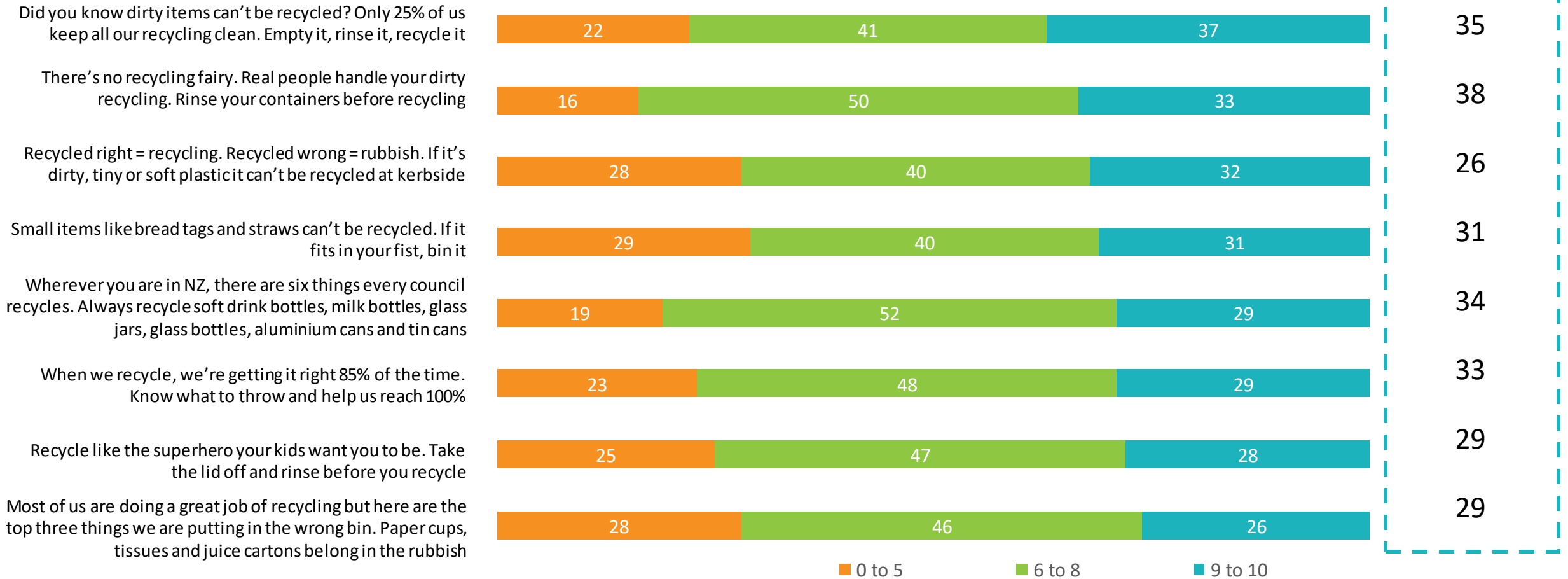


ATTENTION-GRABBING MESSAGING: Nelson / Tasman respondents were asked to rate a number of messages on how attention-grabbing they are. There is relatively little variation in how respondents perceived the messages. The two most highly rated messages have a little more shock value than the others. The next most attention-grabbing are more informative, while the least attention-grabbing are more emotive messages. These findings are all in line with the national picture.

Messaging – attention

0 = 'Definitely would not grab my attention' to 10 = 'Definitely would grab my attention'
(% all Nelson / Tasman respondents)

% New Zealand
(9 to 10 out of 10)

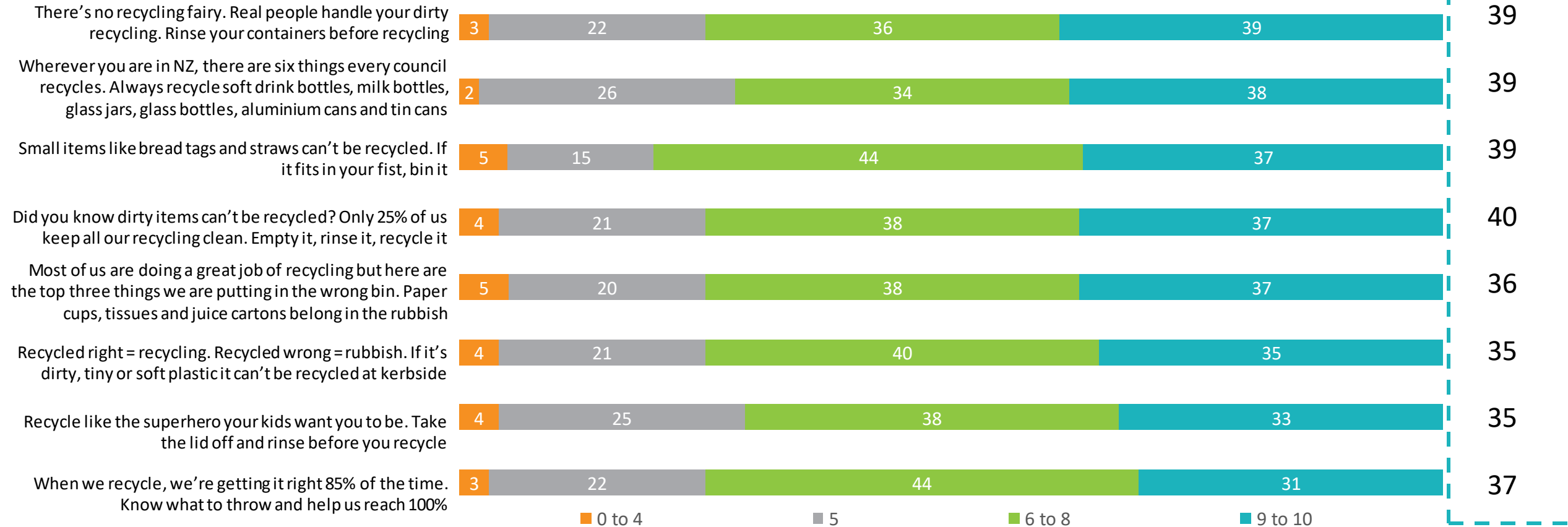


IMPACT OF MESSAGING: There is little variation in how the messages impact Nelson / Tasman respondents' likelihood to sort and prepare recycling correctly. This has two implications – it reflects how recycling is perceived as socially desirable, but also shows that work needs to be done to develop messaging that resonates with currently less-committed groups. This is consistent with the national picture. Potentially the strongest message is the one around the recycling fairy, as this is rated second in terms of being attention-grabbing and first in terms of being motivational.

Messaging – effect on recycling behaviour

0 = 'Far less likely to sort and prepare my recycling' to 5 = 'It would not make any difference' to 10 = 'Much more likely to perfectly sort and prepare my recycling'
(% all Nelson / Tasman respondents)

% New Zealand
(9 to 10 out of 10)

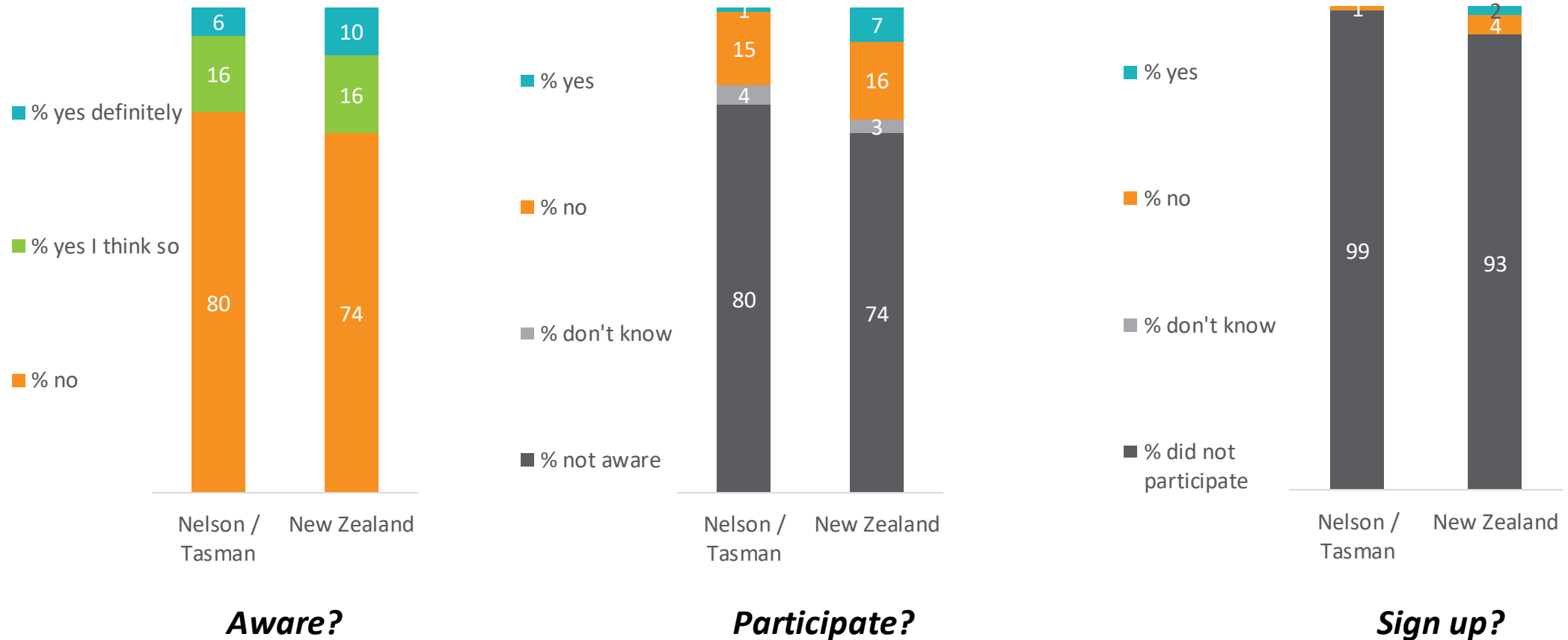


Plastic Free July



PLASTIC FREE JULY: Given aforementioned concerns around plastic waste, there is a potential opportunity to further promote Plastic Free July. Most Nelson / Tasman respondents had not heard of it. Only 1% participated in 2019, and they did not officially sign up to the challenge. These findings are all in line with the national figures.

Plastic Free July



Demographic Profile

Nelson / Tasman Council Demographic Profile

		New Zealand %	Nelson / Tasman %
	Base (n=)*	1741	100
Gender	Men	49	49
	Women	51	51
Age	18-29	21	10
	30-49	35	34
	50-69	30	38
	70+	14	17
Ethnicity	NZ Euro / Pākehā	74	97
	Māori	15	3
	Pacific	7	2
	Asian	17	1
Region	Nelson	2	71
	Tasman	1	29
Household Composition	Single	13	14
	Adults, no kids	51	52
	Family with pre-school kids	16	13
	Family with school-aged children	28	31
Household Income	Under \$50k	21	35
	\$50k to \$100k	30	42
	Over \$100k	34	23
Kerbside Recycling	Council	90	94
	Private	10	6
Recycling Situation	Communal Bins	11	2
	Private Bins	89	98
Behaviour when unsure	Recycle	17	84
	Rubbish	83	16

*Note: this profile is based on weighted data, but the base is shown unweighted

XX = significantly higher than New Zealand %

XX = significantly lower than New Zealand %



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