



Version 1 | Public Use

The public perspective on reducing waste

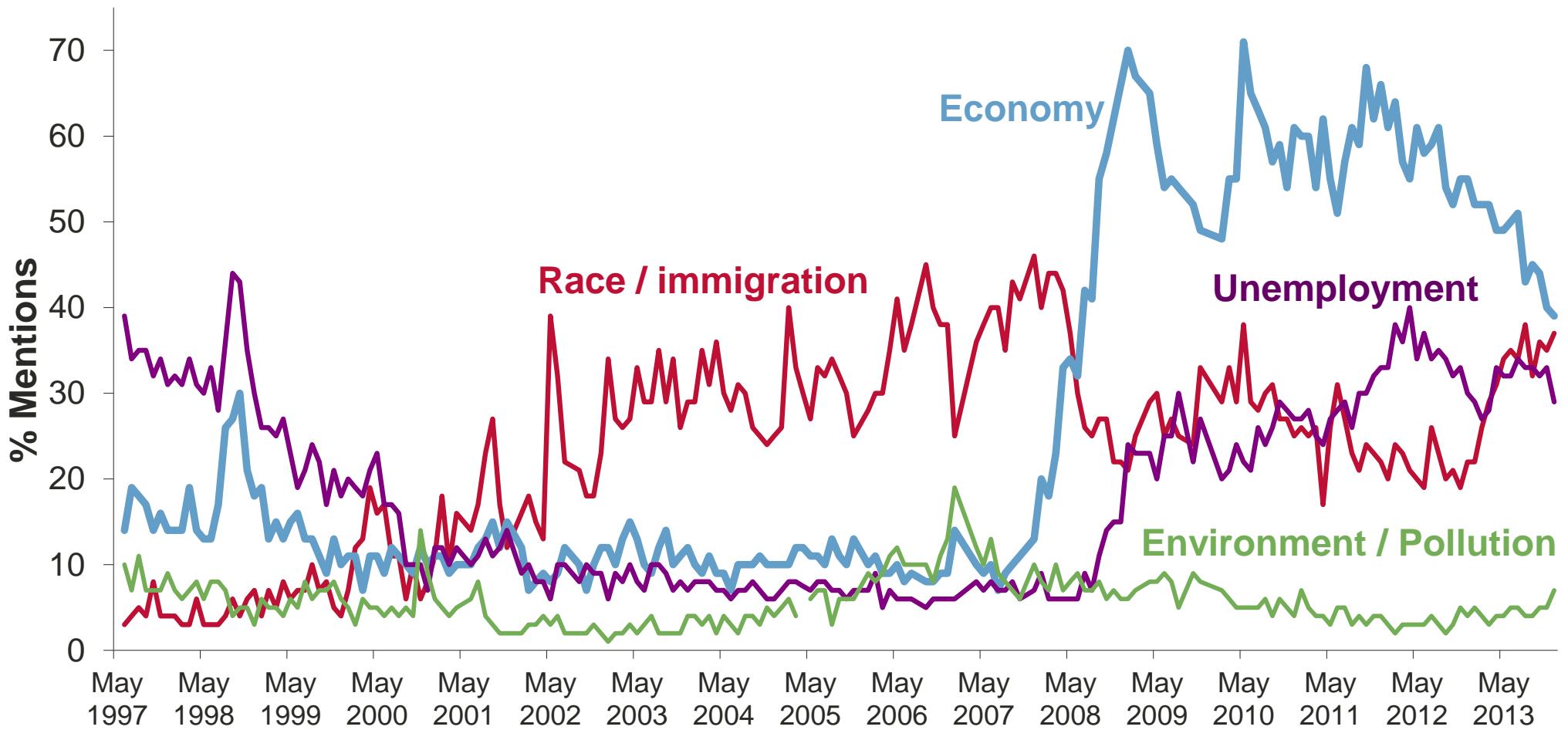
Edward Langley - Head of Environment Research, Ipsos MORI

21st January 2014

**The environment does not
feature as a great concern
'top of mind'**

Compared to the top 3 issues, the environment hardly features

What do you see as the most/other important issues facing Britain today?



Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

Though when we're asked directly, we do show concern for the environment...

59%

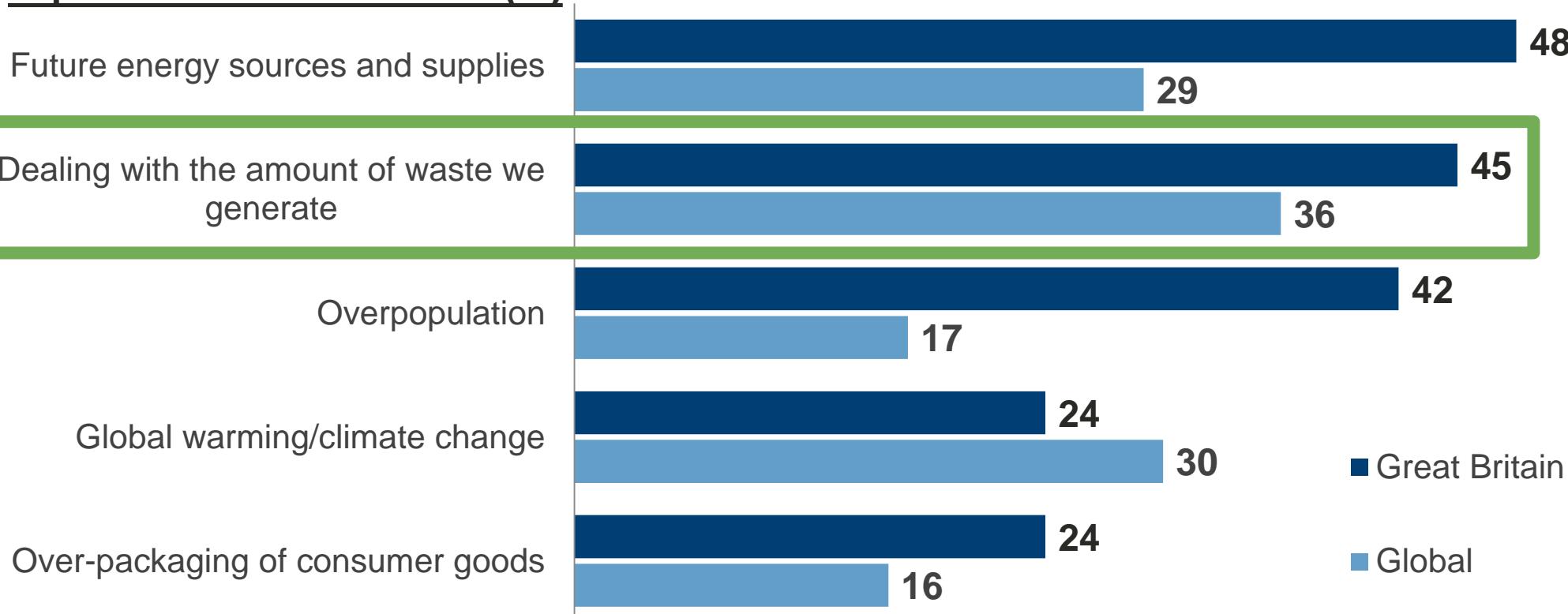
Agree 'we are heading for environmental disaster unless we change our habits quickly'

**And waste is one of the top
environmental concerns
we've got**

Waste has been in the top two concerns for the last three years

In your view, what are the three most important environmental issues facing [your country] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Top Great Britain mentions (%)



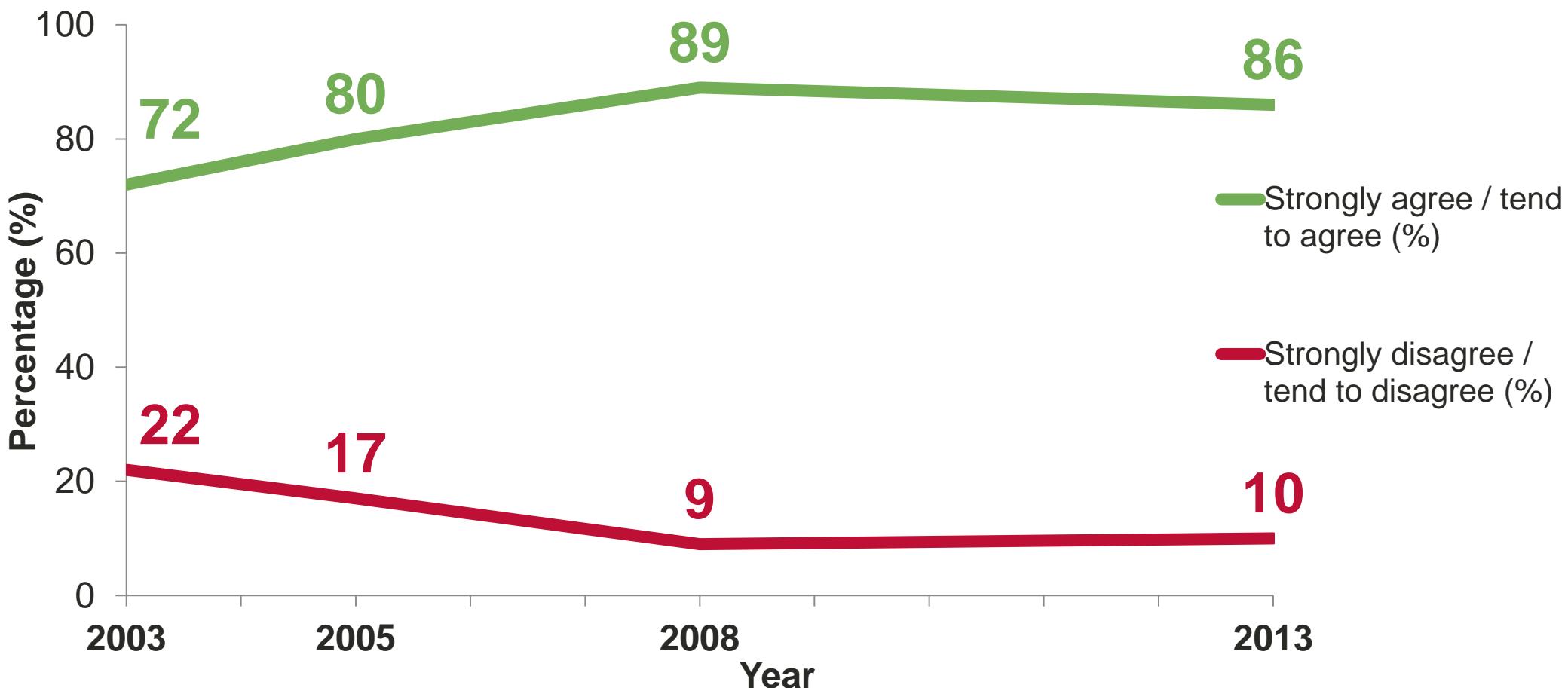
Base: Global -18,503 adults aged 18-64 in the US and Canada, and aged 16-64 in 23 other countries, 6th-20th August 2013 (at least +500 interviewed in each country). Great Britain – 1,000 adults aged 16-65 in Great Britain. All conducted on Ipsos Online Access Panel.

Ipsos MORI Global Advisor (Environmental Concern)

**And we believe we're doing a
pretty good job of dealing
with waste**

Though improvement has plateaued

To what extent do you agree or disagree with the following statements? “I try to recycle as much as I can”



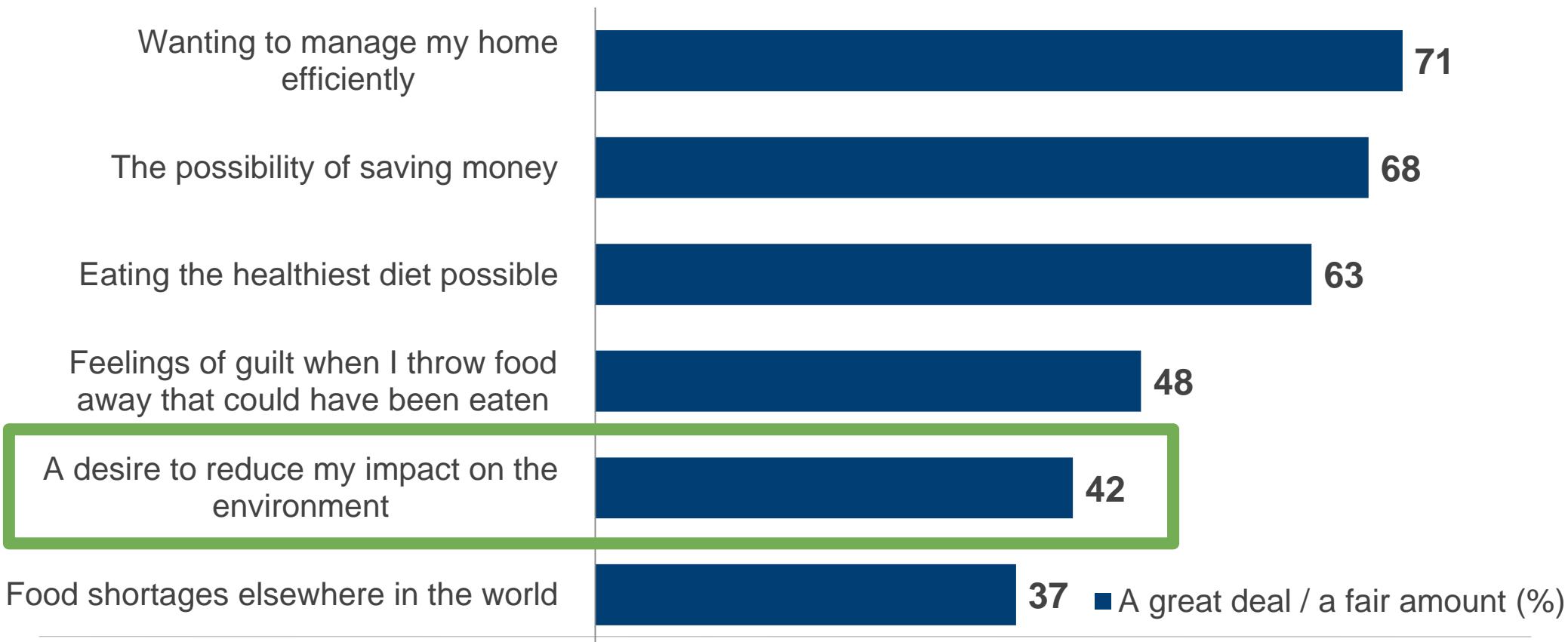
Base: 2013 - Adults aged 16-64 in Great Britain on Ipsos MORI Online Access Panel (unweighted base size: 1,000 panellists). Results weighted to reflect a nationally representative profile of Great Britain. Fieldwork was conducted between September 3rd and September 17th 2013. 2003 – 2008 – adults aged 15+ in Great Britain, unweighted base of 2,019. per point.

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However, helping the environment is rarely the top reason why we ‘act sustainably’ in the first place

Being efficient and our wallets' welfare are more of priority

To what extent do any of the following encourage you to try to minimise the amount of food that your household throws away (into the bin, compost bin or council collection)?



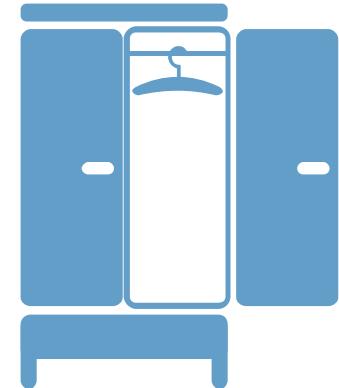
Base: 3786, UK Adults with at least some responsibility for shopping and preparing food. Fieldwork conducted face-to-face between 7th January 2013 to 24th June 2013. Data weighted to fit a nationally representative profile of the UK population.

Ipsos MORI / WRAP

But there are still many opportunities to be greener still, for instance...

Sorting out our wardrobes

Around **30%** of clothing in the average wardrobe hasn't been worn for at least a year¹



...and just **13%** would pay more for clothes that have less impact on the environment²

However...

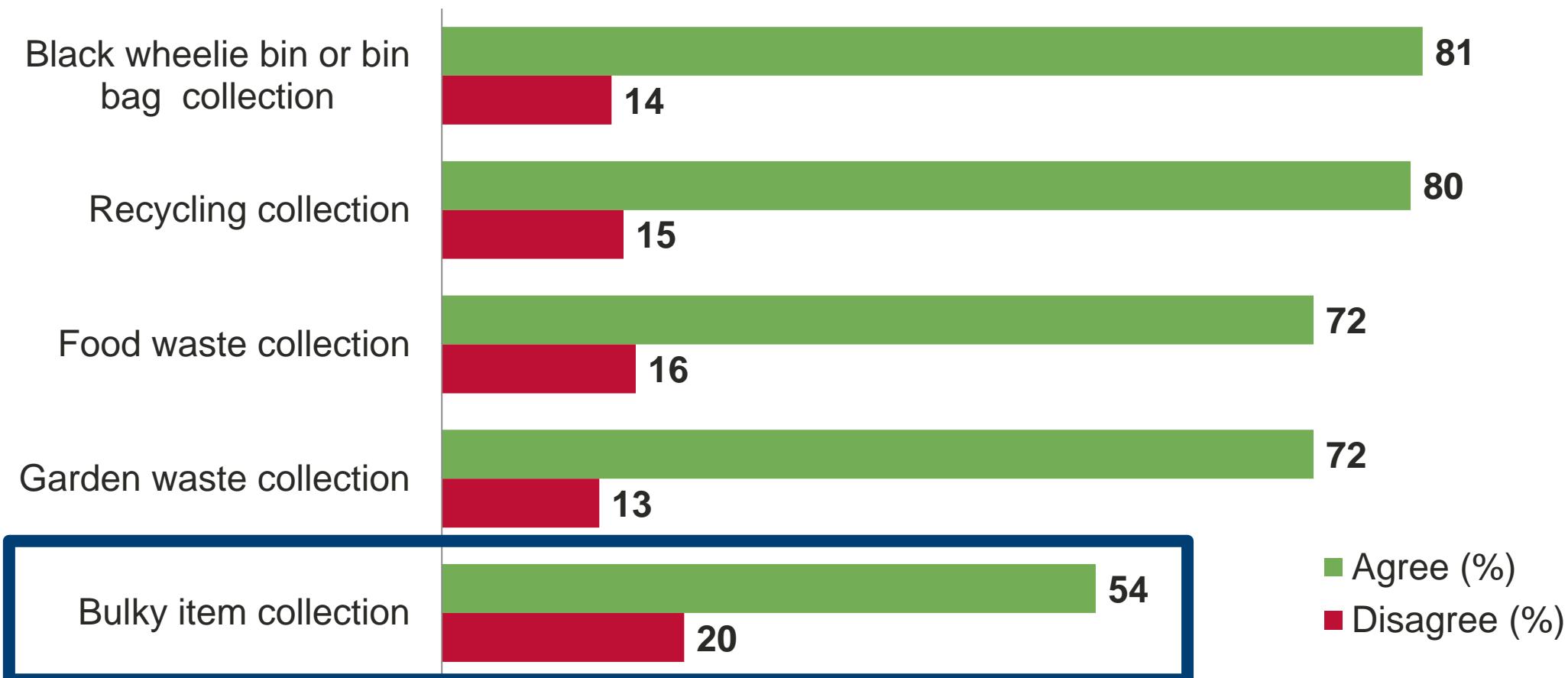
37% would like to do more to buy clothes that both look good and last for longer³

^{1 and 2} – WRAP, Valuing our clothes report (2012), 7,950 respondents aged 16+ in the UK.; ³ – WRAP, clothing longevity and measuring active use summary report (2013). Online Access Panel (3,244 panellists). Results weighted to reflect a nationally representative profile of Great Britain.

Ipsos MORI / WRAP

Disposing of the wardrobe, plus the fridge and kitchen sink

To what extend to you agree or disagree that the following waste collection services are adequate for the needs of your household?



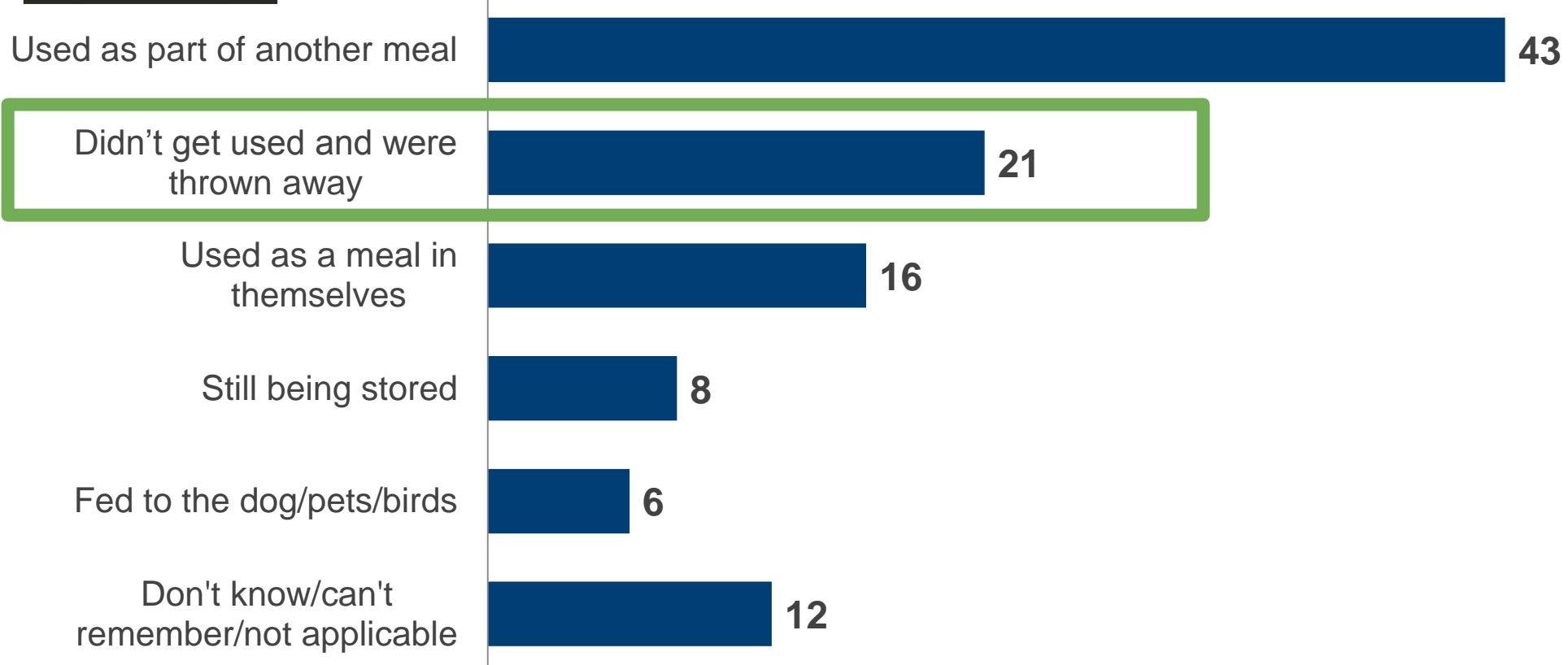
Base: All respondents Aged 18+ in England (Unweighted base of 1,570). Figures have been rebased by removing "Don't Know" responses to account for those areas where service may not be available. Data is weighted to a nationally representative profile.

Ipsos MORI / University of Kent – funded by Defra and the Environment Agency

Learning about what to do with left-over food

Thinking about the last time you had left-overs or made more food than was needed, what happened to those left-overs? (Multi-code)

Top Five (%)



Base: 3786, UK Adults with at least some responsibility for shopping and preparing food. Fieldwork conducted face-to-face between 7th January 2013 to 24th June 2013. Data weighted to fit a nationally representative profile of the UK population.

Ipsos MORI / WRAP

However, we want businesses to sort their environmentally friendly credentials too

72%

Agree that 'Companies do not pay enough attention to the environment'

In moving towards our more resource efficient economy it will be important to...

Capitalise on our worries about waste

by...

Making it easier to do the right thing

and...

Pointing us in the right direction

whilst also making it fun...

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Public views towards waste: trends and opportunities

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