

Public Place Recycling and Litter Survey 2021

**Prepared for
The Packaging Forum
APRIL 2021**

METHODOLOGY

Horizon Research surveyed 1,216 respondents nationwide between 4th and 9th March 2021.

Respondents are members of the HorizonPoll online panel and a third-party research panel, representing the New Zealand population aged 18+ at the 2018 census.

The survey is weighted by age, gender, educational qualification, personal income, region and employment status to provide a representative sample of the New Zealand adult population at the most recent census. At a 95% confidence level, the maximum margin of error is +/- 3%.

Results were compared with data from similar surveys conducted in April 2020, March 2019, March 2018, April 2017, May 2016, June 2015, April 2014, April 2013, July 2012 and November 2011.

REPORT

Public Place Recycling Bins and the Love NZ brand

66% of respondents said they had public place recycling bins in their area – up from 59% in 2019. This result indicates that **about 2.4 million adults** have public place recycling in their area. **24%** say they have Love NZ branded recycling bins in their area (up slightly on 22% in 2019 and an increase from 10% in 2015).

There is little difference in awareness by personal income and household type, but awareness is highest among those aged 18-24 (74%) and 75+ (74%).

New colour-coded bins

50% of respondents, equivalent to around **1.8 million adults**, have seen the new Colour Coded Recycling and Rubbish Bins – up significantly from 37% in 2019. **81%** said that the colours and signage make the bins easier to use. Recognition in places where the bins have been installed for over 12 months is as follows: Rotorua (80%); New Plymouth (82%) Tauranga (68%); Wellington (67%).

The number who had seen the colour coded bins varied significantly by age.

Compared with the overall result of 50%, 66% of 18-24-year-olds had seen the bins and 64% of those aged 25-34 years.

The number who had not seen the bins peaked at 63% among those aged 75+.

Seen bins – by household type:

There were significant variations in the number of who seen colour coded bins according to their household type.

Respondents in the predominant household type, couples with no children at home, were the least likely to have seen the bins: 39% had seen the bins, 53% had not.

Respondents in extended family households were the next least likely to have seen a colour coded bin (49%). 50% had seen a bin.

Brand Awareness

34% of respondents said they were aware of the Love NZ brand before the survey (compared to 38% in 2020; 27% in 2019; 40% in 2018, 35% in 2017; 29% in 2016). This indicates that around **1.21 million adults** are currently aware of the Love NZ brand.

There was a marked difference in awareness of the brand by age. The **older** people are the **less likely** they are to have heard of it. This includes 66% of those aged 75+, 67% of 65-74-year-olds and 65% of 55-64-year-olds.

The highest number to have heard of Love NZ before the survey was 46%, of 18-24-year-olds.

The “*Be a Tidy Kiwi*” brand was recognised by 82% or around 2.96 million adults – (83% in 2020; 92% in 2019; 87% in 2018; 84% in 2017).

Awareness increases with age but is still high at 70% among 25-34-year-olds. It is 95% among those aged 55-64.

Perspective on Litter

34% of respondents (equivalent to around 1.23 million adults) said there was a problem with litter where they **live** – which shows a significant reduction from 44% in 2019 and previous results in 2017 and 2018.

The number who will make an extra effort to walk to bins has remained constant.

23% of people said they would not walk more than 10 metres to find a rubbish or recycling bin (21% in 2020 and 30% in 2017).

28% of people said they would walk more than 40 metres, equivalent to around 1.01 million adults -29% in 2019 and significantly up from 23% in 2018 (826,969 adults).

Willingness to walk each distance measured does not appear to be influenced by age or gender.

31% said they would tell someone to pick it up if they saw someone drop litter in the street (38% in 2019) while **39%** said they would pick litter up themselves (36% in 2019).

Women were more likely to pick up the litter themselves (45%) than men (32%).

Educational qualification levels also appear to have an influence on directly asking others to pick up litter or pick it up themselves. Those with degrees or post graduate degrees were more likely than average to pick it up themselves.

Home Composting

50% of respondents said they have a compost bin at home for their garden waste and food scraps (51% in 2020). Of these **57%** said that they put compostable products, like compostable packaging, in their home compost bin (60% in 2020).

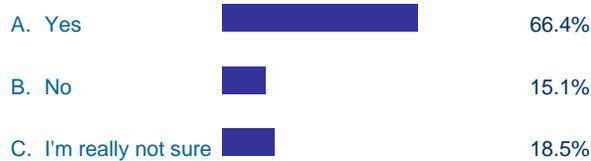
By household type, the likelihood of having a home compost bin is highest among one parent families and couples with no children at home (which is also the most predominant household type). Lowest use is by single person households (38%).

Do you have a compost bin at home for your garden waste and food scraps	All	Couple no children at home	Extended Family	Flatting	One parent family, 1 or 2 children at home	One parent family, 3+children at home	Prefer not to say	Single person	Two parent family, 1 or 2 children at home	Two parent family, 3+children at home
Yes	49.9%	54.7%	51.7%	52.8%	56.2%	59.6%	40.9%	37.5%	50.7%	49.0%
No	39.1%	37.0%	41.7%	20.6%	26.0%	20.7%	53.3%	49.6%	41.6%	42.3%
Not sure	11.0%	8.3%	6.6%	19.7%	17.8%	19.7%	5.8%	12.9%	7.7%	8.7%

Possession of a home compost bin is consistent across all household income groups except only 32% households earning more than \$200,000 per year.

Top line results

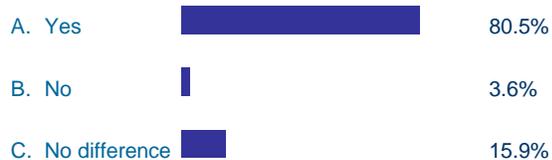
Do you have public recycling bins in your area (local town / city)?



Do you have Love NZ branded recycling bins in public places in your area (local town/city)?



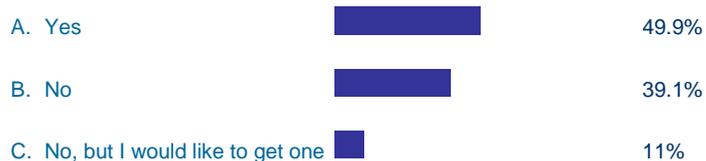
Have you seen the new Colour Coded Recycling and Rubbish Bins?



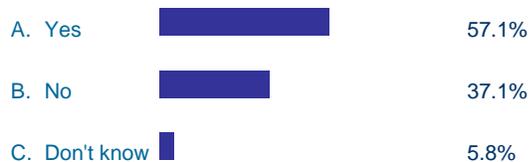
Did the colours and signage make the bins easier to use?



Do you have a compost bin at home for your garden waste and food scraps?

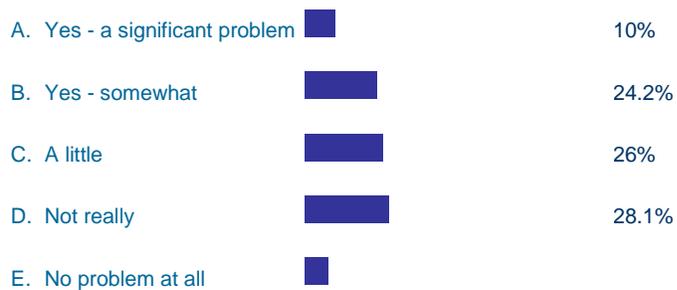


Do you put compostable products such as compostable packaging in your home compost bin?

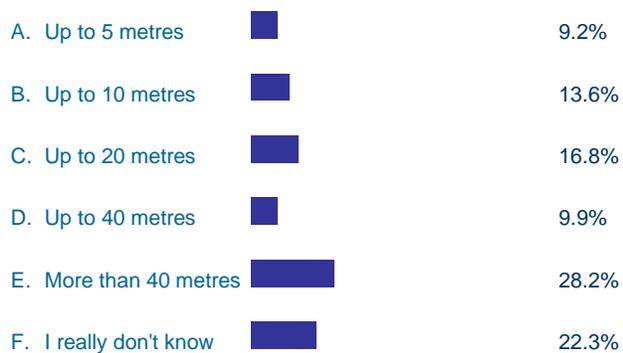


Litter in your area

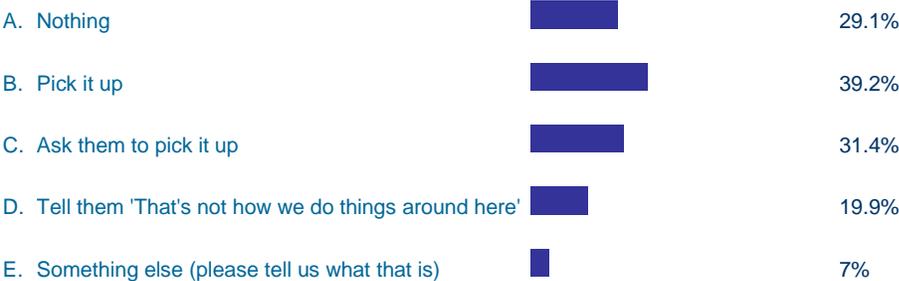
Do you think there is a problem with litter in your neighbourhood?



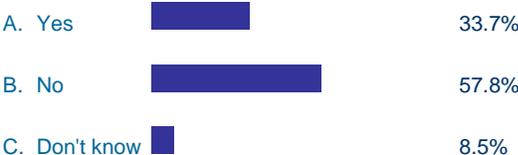
In general, how far would you walk to find a rubbish bin or a recycling bin?



What would be your reaction if you saw someone drop litter on the street?



Before this survey, had you heard of Love NZ?



Have you heard of 'Be a Tidy Kiwi'?

