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Waste and Recycling Survey 2011

Cambridge City Council

December 2011

FINAL REPORT

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Project details

Title	Waste and recycling survey 2011
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Project number	11139
Client reference	
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Summary

Cambridge City Council commissioned M·E·L Research to undertake a waste and recycling telephone and web based survey to find out resident's views about potential changes to bin collections, that may or may not come about as a result of efficiency improvements to vehicle routing and working patterns. The results will be used to inform decisions about these potential changes.

In addition the council also wanted to ascertain from residents their views on improving recycling services in order to enable and encourage residents to recycle more of their waste. Therefore a few questions were asked about this and useful information was obtained, but further work will be needed to establish how the Council can achieve its target of recycling 50 - 55% of waste by 2015/16.

In total 1,000 residents were contacted with quotas set to ensure the survey was representative of the City Council area. In addition the survey was available to complete online with a total of 431 being completed. The key findings from the project are listed below: It is important to note that the sample for the telephone survey was representative of residents in Cambridge in terms of socio-economic group (based on ACORN Category) and household size.

Day of collection

- The majority of respondents stated that changing the bin collection day would not make any difference to them or if it was necessary they would support it if it made the service more efficient.
- Two thirds of respondents stated it would not make any difference to them if bins were collected on a Saturday followed by one fifth stating that they would prefer it not to happen.
- Two fifths stated it wouldn't make any difference to them if collections took place on Sundays followed by one quarter stating they would prefer it not to happen. However, one quarter stated they are completely against it.
- Two fifths stated it would not make any difference to them if refuse bins were collected on a different day of the week to recycling, followed by one third preferring this not to happen. Those living in larger households were more likely to prefer this not happened. Also respondents living in flats were less likely to be against any changes than respondents living in houses.
- Two fifths stated that it would not make any difference to them if the recycling bins (Blue/green) were collected on different days of the week. One third would prefer it not to happen. Larger households are more likely to be against any changes than smaller households. Also those living in flats are less likely to be against any changes than respondents living in houses.

Time of collections

- Almost three fifths stated it would not make any difference to them if collections took place between 6:30-7:00am followed by one fifth stating they would support it if it made the service more efficient. Also one fifth stated they would prefer it not to happen.

- Just over half stated it would not make any difference to them if collections took place after 3pm followed by one fifth stating they would support it if it made the service more efficient. Also one fifth stated they would prefer it not to happen.

Frequency of collections

- Two fifths stated that their blue bin was either full/overflowing after two weeks. Those living in larger households are more likely to state they have fuller bins after 2 weeks.
- Three fifths stated that in the summer months the green bin was either full/overflowing. Less than one fifth stated it was either full/overflowing in the winter months.
- For both the black kerbside and communal bin half stated it was full/overflowing after 2 weeks.
- Three quarters of respondents stated that frequency of collection for the bins is about right. The larger households were more likely to state that the collections are not often enough. For those who felt they were not frequent enough the majority cited the black bin collection.

Collection points on predominantly terraced streets

- Almost half of respondents living on predominantly terraced streets stated that they are completely against taking their bins to a collection point at the end of the street.
- Almost half of respondents stated they are completely against sharing a larger bin with neighbours.

Improving recycling services

- Almost half of respondents stated they don't know if bin lorries should collect on side/main roads or both at peak traffic times, followed by one third stating side roads.
- Three quarters stated that they would not recycle more if they were rewarded for recycling. Households with more than two people are more likely to be motivated by an incentive.
- Over half stated they would not want to take part in a microchip scheme followed by one quarter stating they would take part but they would not recycle anymore than are already doing.
- Three fifths stated that it would make no difference if a separate weekly food waste collection was introduced as they claim to put all their food waste in the green bin.
- One third stated they keep recyclables elsewhere if their blue bin is full until it is emptied.
- Two thirds stated that nothing would encourage them to recycle more as they recycle all they can.
- Just over half did not have any improvements to add but one fifth stated a wider range of plastics would be beneficial.



Demographic profile of survey

This section provides details of the demographic profile gained for both the telephone and online survey. Only residents that were responsible for the management of their household waste completed the survey. Also to ensure a representative sample from the 1,000 telephone surveys, quotas were set by ACORN Category but not for the online survey (see Table 1). It should be noted that 431 residents completed the online survey but only 353 provided a full postcode that is needed to draw up an ACORN profile. The online survey is not representative of the city and this should be considered when interpreting the results (See Appendix D for more details). However, this is an excellent response compared to other similar surveys M·E·L Research has been commissioned to carry out.

Table 1: ACORN profile of survey (Representative to Cambridge City Council)

ACORN	Cambridge %	Telephone survey		Online survey	
		Count	%	Count	%
1	7%	74	7%	37	10%
2	46%	463	46%	158	45%
3	21%	208	21%	96	27%
4	4%	40	4%	16	5%
5	21%	205	21%	44	12%
Unclassified	1%	10	1%	2	1%
Total	0%	1000	100%	353	100%

The telephone survey is also representative by number of people per household for the Cambridge City Council area. However, again the online survey is not. Previous research shows that resident's views on waste management are strongly correlated with the number of people living in the household. Therefore the response to certain questions is correlated with household size.

Table 2: Number of people per household

Number of people per hh	Cambridge %	Telephone Survey		Online survey	
		Count	%	Count	%
1 person	36%	360	36%	84	20%
2 people	33%	330	33%	172	41%
3 people	13%	130	13%	54	13%
4 people	11%	110	11%	70	17%
5+ people	7%	70	7%	40	10%
Total	100%	1000	100%	420	100%

Due to the quotas set above it was not possible to gain a representative sample by household type but it is important to consider the housing type when evaluating the results. The only quota set was not to contact any more than 270 flats for the telephone survey. This was done as it was felt that the survey was more relevant to residents living in houses as they are more affected by changes in collection arrangements. People living in blocks of flats tend to have communal bins that are collected from a bin storage area by the collection staff and are therefore not affected so much by these changes.

Table 3: Housing type surveyed

Housing type	Cambridge %	Telephone survey		Online Survey	
		Count	%	Count	%
Detached house or bungalow	11%	170	17%	69	16%
Terraced house or bungalow	29%	307	31%	191	44%
Semi-detached house or bungalow	27%	335	34%	127	29%
Flat, maisonette or apartment	32%	183	18%	44	10%
Other type of dwelling e.g. caravan/motor home	1%	4	0%	0	0%
Total	100%	1000	100%	431	100%

Finally, to ensure the telephone survey was geographically spread it was completed by residents across all wards of the city. It should be noted that a representative sample was not achieved due to other quotas set but that percentages were very similar apart from in Market and Newnham. (see table 4).

Table 4: Number of surveys completed per Ward

Ward	Cambridge %	Telephone survey		Online survey	
		Count	%	Count	%
Abbey	8%	101	10%	25	6%
Arbury	8%	72	7%	36	8%
Castle	8%	61	6%	23	5%
Cherry Hinton	7%	81	8%	36	8%
Coleridge	7%	87	9%	42	10%
East Chesterton	7%	79	8%	47	11%
King's Hedges	7%	63	6%	38	9%
Market	7%	31	3%	12	3%
Newnham	8%	39	4%	12	3%
Petersfield	7%	66	7%	34	8%
Queen Edith's	7%	89	9%	44	10%
Romsey	7%	95	9%	28	7%
Trumpington	6%	49	5%	19	4%
West Chesterton	7%	89	9%	35	8%
Total	100%	1000	100%	431	100%

Results

This section sets out the results from the telephone survey in at tabular and graphical form. The results of the online survey are highlighted in the text where deemed necessary (See Appendix A and B for top line results from both surveys).

Type of scheme

All respondents were asked 'Which of the following recycling receptacles do you use for dry recyclables at your home address'. This was a multiple choice option therefore the percentages do not add up to 100%. All respondents in detached properties stated they had a blue bin, the vast majority living in terraced/semi detached houses also stated they had a blue bin with a small percentage also citing a recycling box. One third (36%) of respondents living in flats/maisonettes/apartments cited the blue bin. Also one third cited either the shared communal blue bin for mixed recycling or the shared communal bins for separate recycling.

Table 5: Dry recycling scheme by housing type

	Detached house or bungalow	Terraced house or bungalow	Semi-detached house or bungalow	Flat, maisonette or apartment
Blue bin for recycling	100%	92%	96%	36%
Recycling boxes	1%	7%	3%	1%
Shared communal blue bin for mixed recycling	1%	1%	1%	32%
Shared communal bins for separate recyclables	0%	0%	1%	31%
Don't have any of these	0%	2%	1%	11%

All respondents were asked 'How about garden or food waste'. All respondents living in detached households cited the green bin, with almost all respondents in terraced/semi detached households also citing the bin. Respondents living in flats/maisonettes/apartments provided a mixed response that was split by the green bin, shared communal bin or do not have any collection.

Table 6: Garden or food waste scheme by housing type

	Detached house or bungalow	Terraced house or bungalow	Semi-detached house or bungalow	Flat, maisonette or apartment	Other
Green bin for compostable waste	100%	91%	98%	37%	69%
Brown sacks for compostable waste	1%	7%	1%	0%	0%
Shared communal green bin for compostable waste	0%	0%	1%	34%	0%
Don't have any of these	0%	4%	1%	30%	31%

Finally, for collections the vast majority of respondents living in houses cited a black bin for refuse collections. Two fifths (43%) of respondents living in flats/maisonettes/apartments cited the black bin with three fifths (58%) citing the shared communal bins.

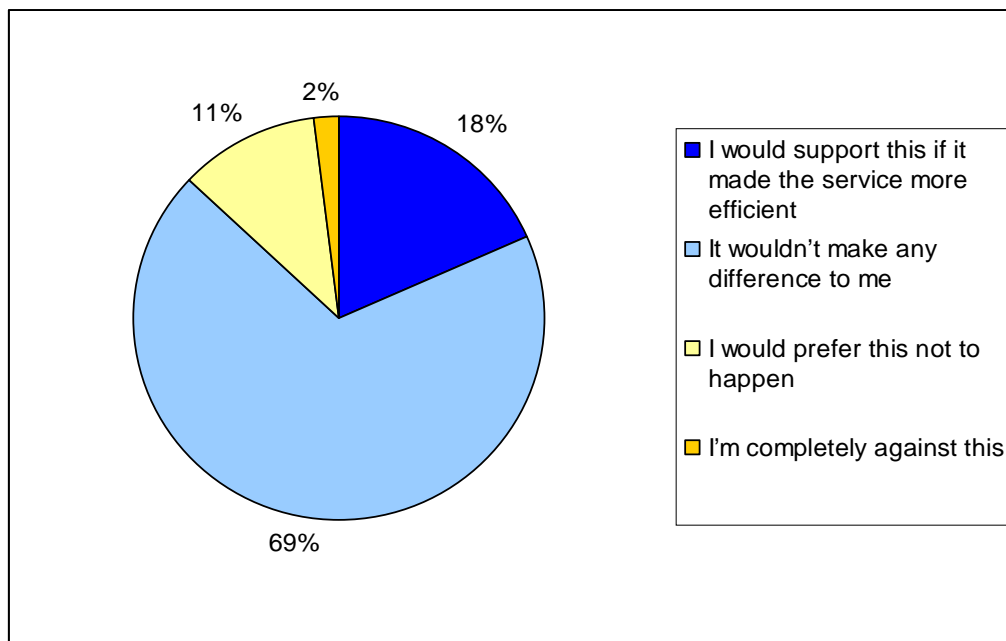
Table 7: Refuse collections

	Detached house or bungalow	Terraced house or bungalow	Semi-detached house or bungalow	Flat, maisonette or apartment	Other
Black bin for refuse	99%	99%	99%	43%	69%
Shared communal bins for refuse	0%	0%	1%	58%	31%
White sacks for refuse	1%	2%	0%	2%	0%

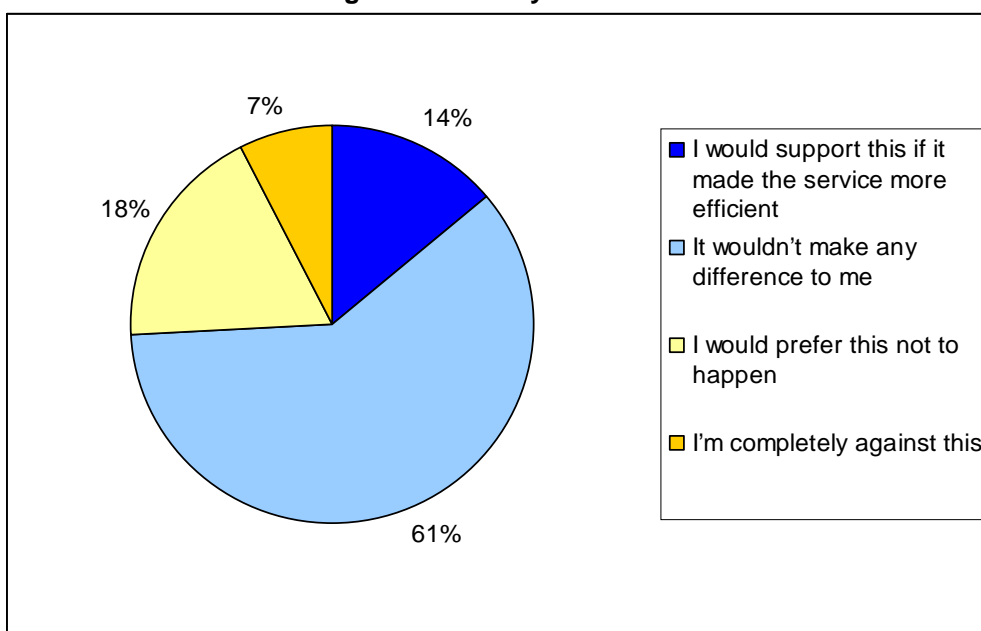
Day of collection

The following section sets out the results to respondents attitudes to potential changes to collection days. Firstly, all respondents were read out 'If it was necessary to change your bin collection day (for all your bins) which of the following statements would best describe your reaction'? The majority (69%) stated that it would not make any difference to them with one fifth (18%) stating they would support it if it made the service more efficient (see Figure 1). There are no noteworthy cross-tabulations by the demographics to present. For the online survey 50% of respondents stated that they would support it if it made it more efficient and 41% stated it would not make any difference to them.

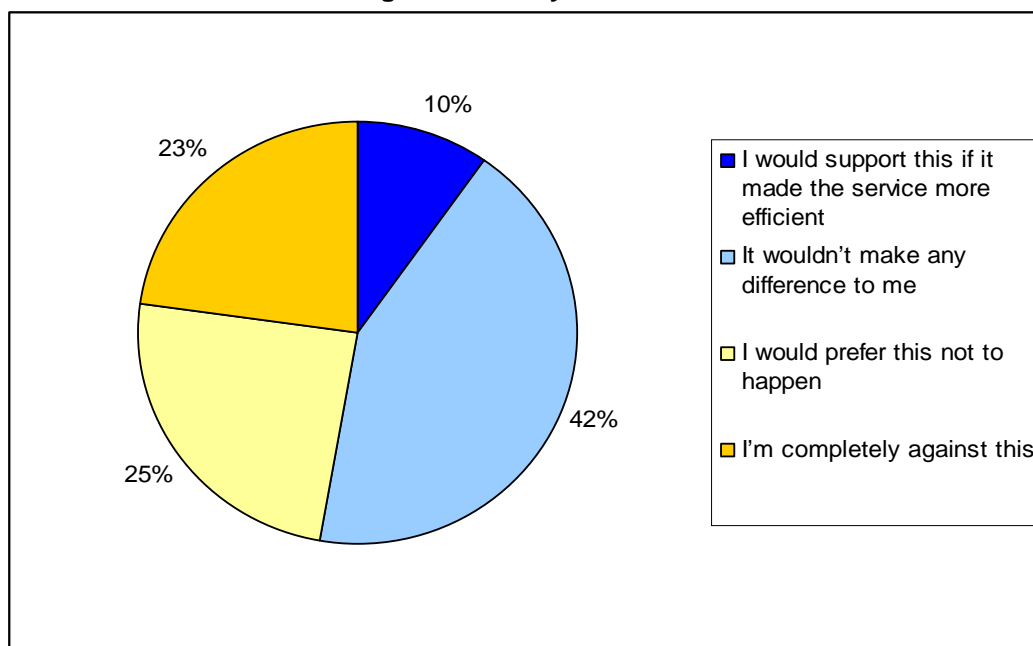
Figure 1: Changing the day of collection



Next, all respondents were asked 'How would you feel about bins being collected on Saturdays?' Two thirds (61%) stated it would not make any difference to them followed by one fifth (18%) stating that they would prefer it not to happen (see Figure 2). There are no cross-tabulations by the demographics to present. For the online survey 36% stated they would support it if it would make it more efficient and 30% stated it would not make any difference to them.

Figure 2: Saturday collections

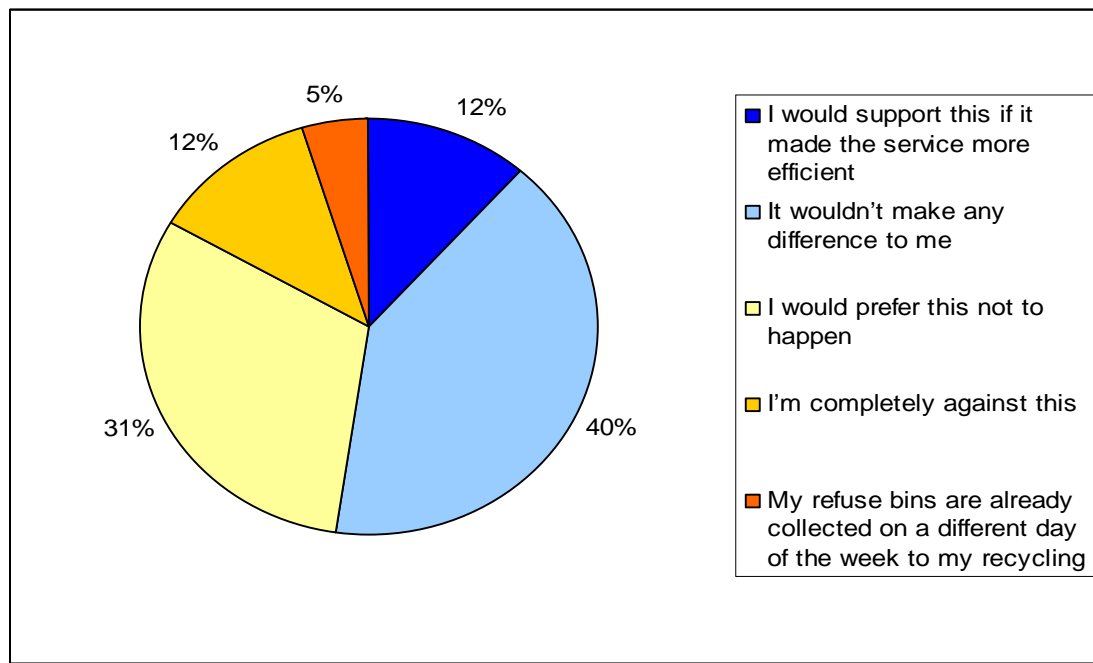
Next, all respondents were asked 'How would you feel about bins being collected on Sundays?' Two fifths (42%) stated it wouldn't make any difference, followed by one quarter (25%) stating they would prefer it not to happen. Also one quarter (23%) stated they are completely against it (see Figure 3). There are no cross-tabulations by the demographics to present. For the online survey 25% stated they would support it if it would make it more efficient and 21% stated it would not make any difference to them.

Figure 3: Sunday collections

Next all respondents were read out 'At present your refuse is collected on alternate weeks to your recycling but on the same day of the week. What would you think about having your refuse bins collected on a different day of the week to your recycling? For example, black bin on a Monday one week, green and blue

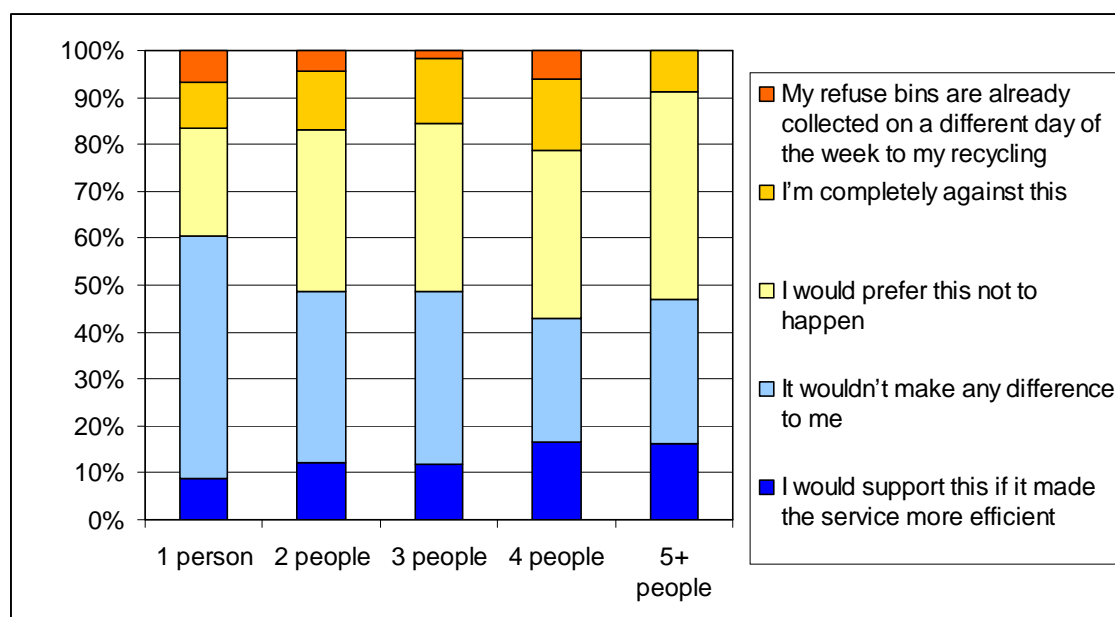
bins on a Wednesday the following week'. Two fifths (40%) stated it would not make any difference to them, followed by one third (31%) stating they would prefer it not to happen (See Figure 4). For the online survey 38% stated they would prefer this not to happen followed by 31% stating they would support this if it made it more efficient.

Figure 4: Refuse collection on a different day to recycling



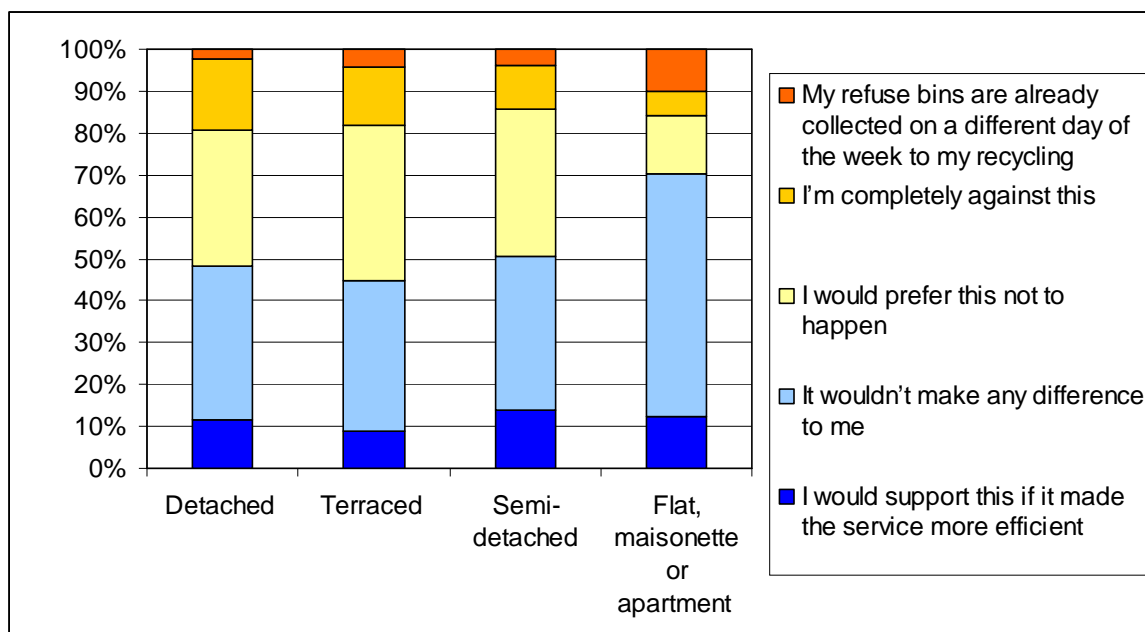
When cross tabulated by household size those living in larger households were more likely to prefer this not happened (see Figure 5).

Figure 5: Refuse collection on a different day to recycling by household size



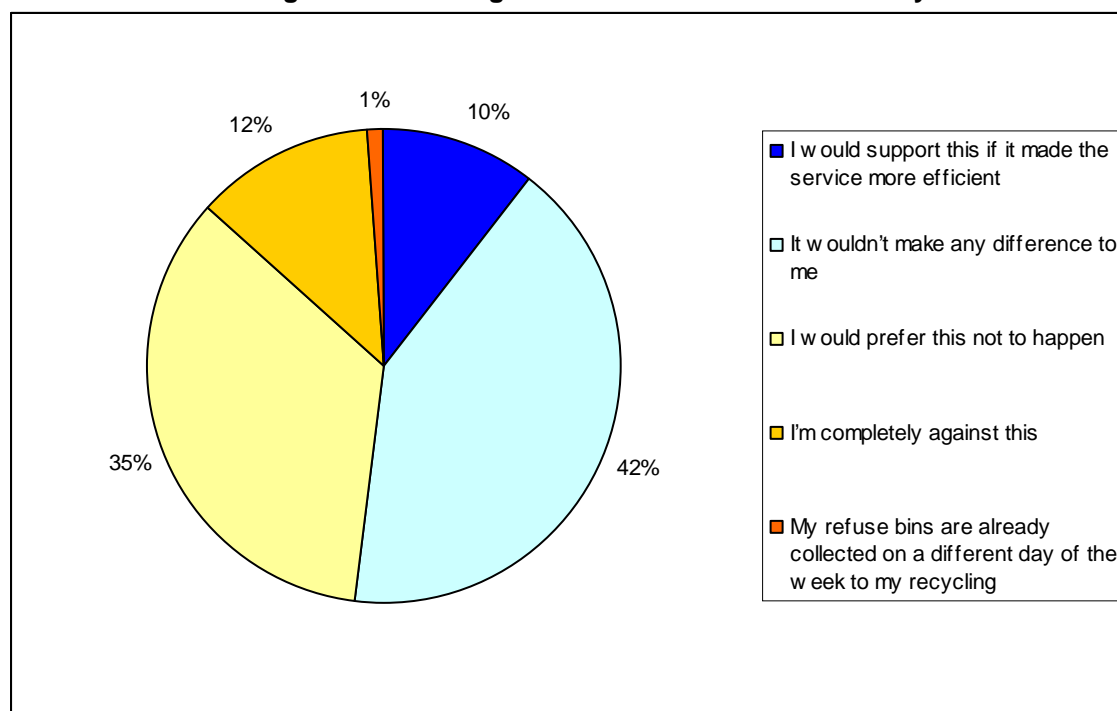
When cross tabulated by household type those living in flats are less likely to be against any changes than respondents living in houses (see Figure 6).

Figure 6: Refuse collection on a different day to recycling by household size



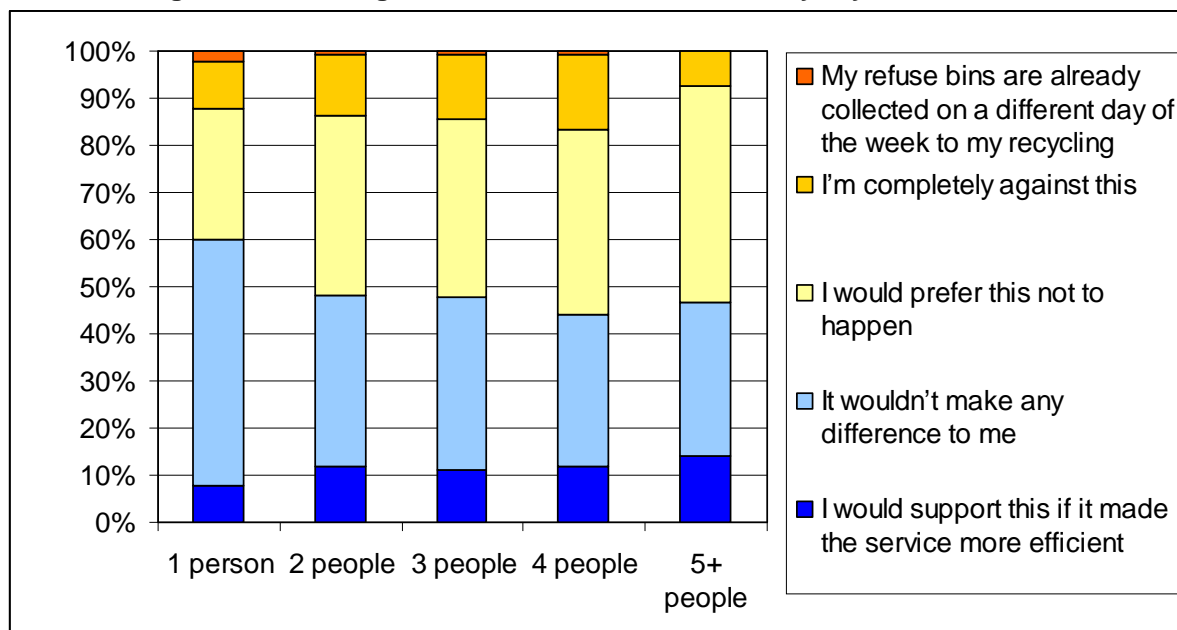
Finally for this section, all respondents were read out the following statement 'For your recycling, what would you think about having your green and blue bins collected on different days of the week? Two fifths (42%) stated that it would not make any difference to them followed by one third (35%) stating that they would prefer it not to happen. For the online survey 38% would prefer this not to happen.

Figure 7: Blue and green bins collected on different days



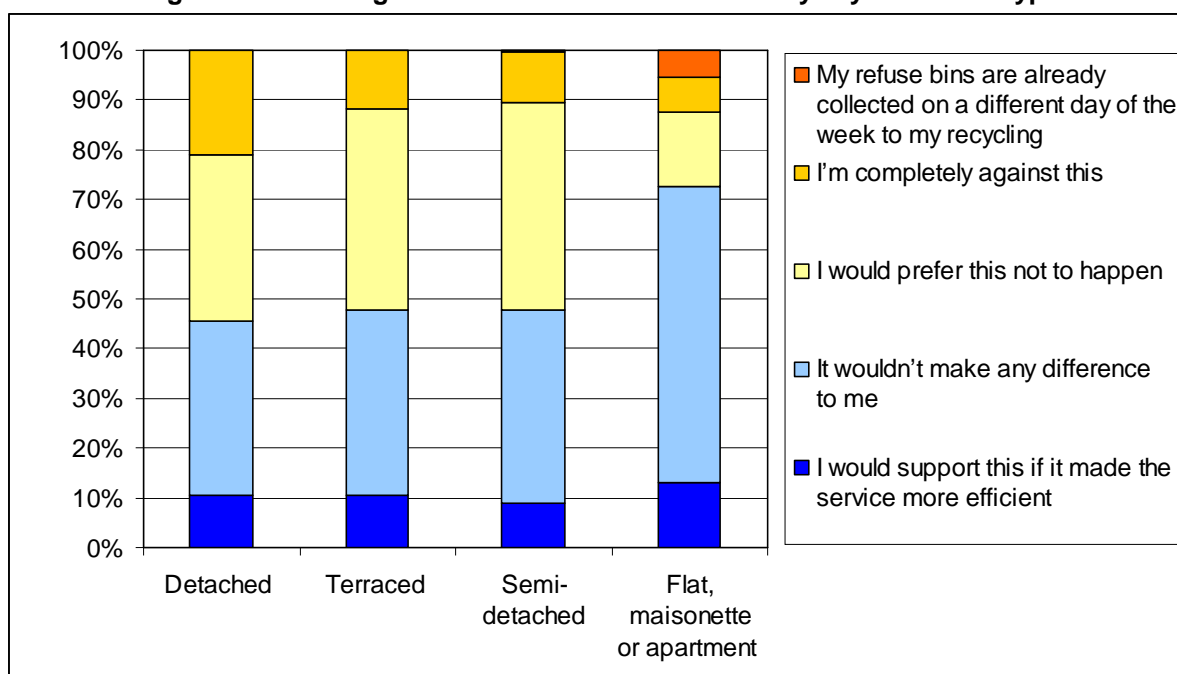
By household size larger households are more likely to be against any changes than smaller households (see Figure 8).

Figure 8: Blue and green bins collected on different days by household size



When cross tabulated by household type those living in flats are less likely to be against any changes than respondents living in houses (see Figure 9).

Figure 9: Blue and green bins collected on different days by household type



Finally, for the day of collections all respondents were offered the opportunity to give any additional comments. The majority (80%) stated they did not have any.

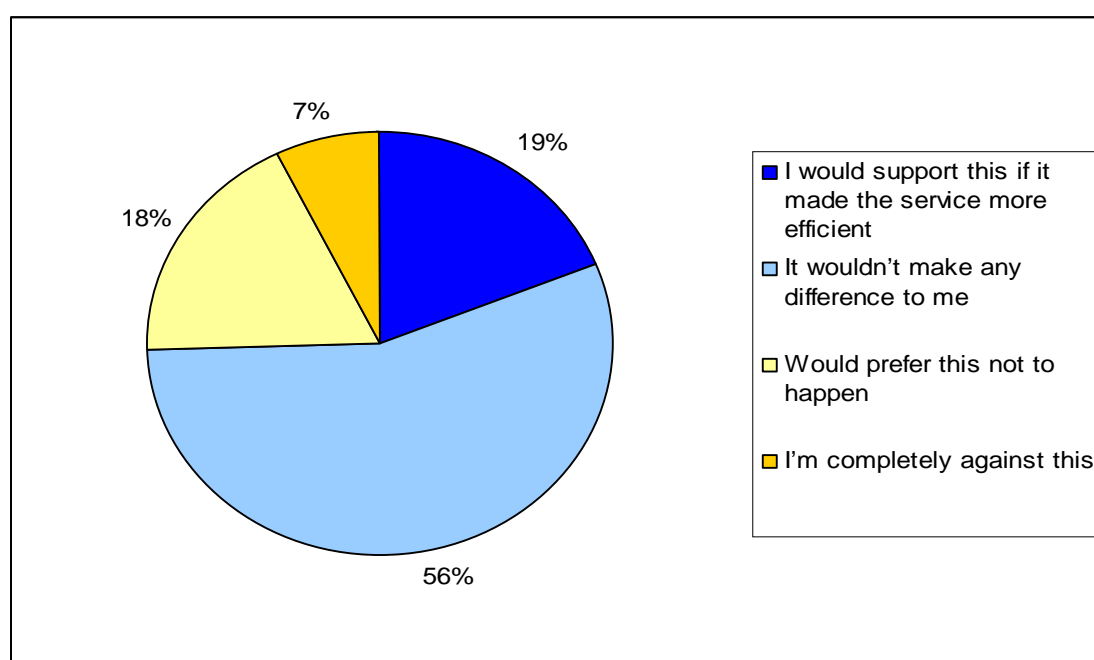
Table 8: Comments on day of collections

Codes	Counts	%
Same day collection/easier	41	5%
Weekly/more frequent collections	16	2%
Do not collect on weekends/collect on weekday	28	4%
Please collect on weekends	3	0%
Information on any change to service needs to be provided	7	1%
Provide a simple service	6	1%
Satisfied with current service	34	4%
No comment	635	80%
Improvements to current service	10	1%
Other	15	2%
Total	795	100%

Time of collections

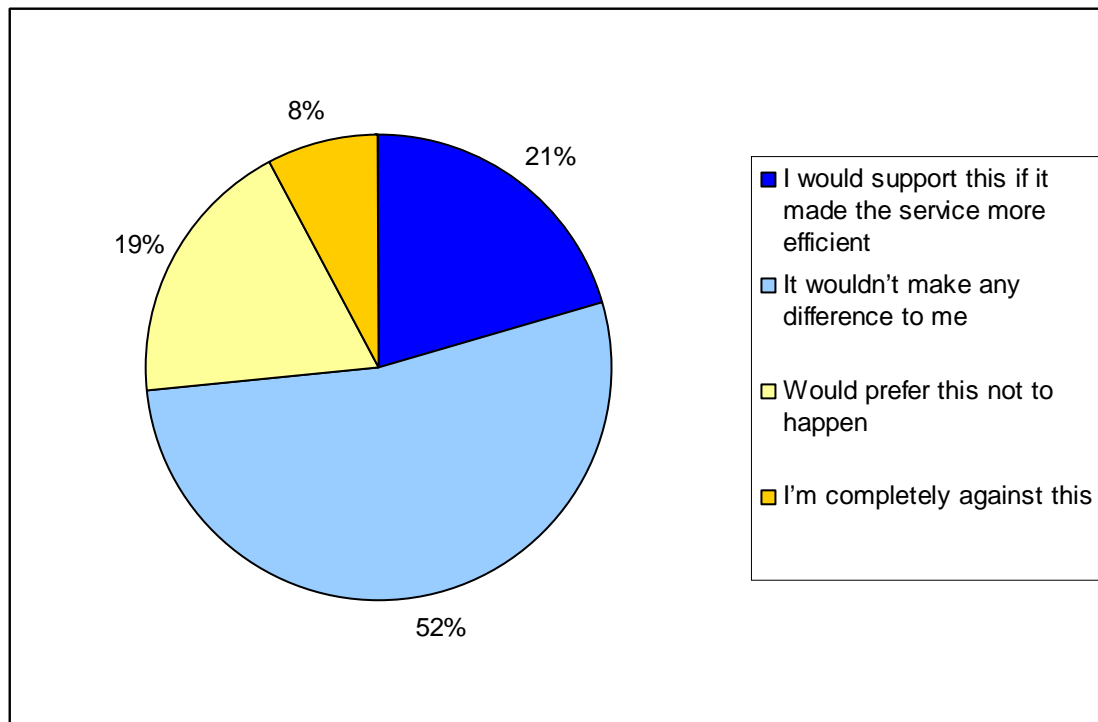
The following section set out respondents opinions on potential collection times. Firstly all were asked 'What would you think about your bin collections taking place between 6.30am and 7am? (Currently collections begin at 7am). Almost three fifths (56%) stated it would not make any difference to them followed by one fifth (19%) stating they would support it if it made the service more efficient. Also one fifth (18%) stated they would prefer it not to happen. There are no cross-tabulations by the demographics to present (see Figure 10). For the online survey results 38% would support this if it made it more efficient and 32% felt it would not make any difference to them.

Figure 10: 6.30 to 7am collections



Next all respondents were asked what would you think about your bin collection taking place after 3pm? (Currently all collections are completed by 3pm). Just over half (52%) stated it would not make any difference to them followed by one fifth (21%) stating they would support it if it made the service more efficient. Also one fifth (19%) stated they would prefer it not to happen (see Figure 11). There are no cross-tabulations by the demographics to present. From the online survey 46% would support it if it made the service more efficient followed by 32% feeling it would not make any difference to them.

Figure 11: Collections after 3pm



Finally, the majority of respondents (81%) did not have any additional comments in regards to the time of collections. 39 stated they prefer earlier mornings than after 3pm if changes are necessary, however, 25 stated they do not want them too early.

Frequency of collections

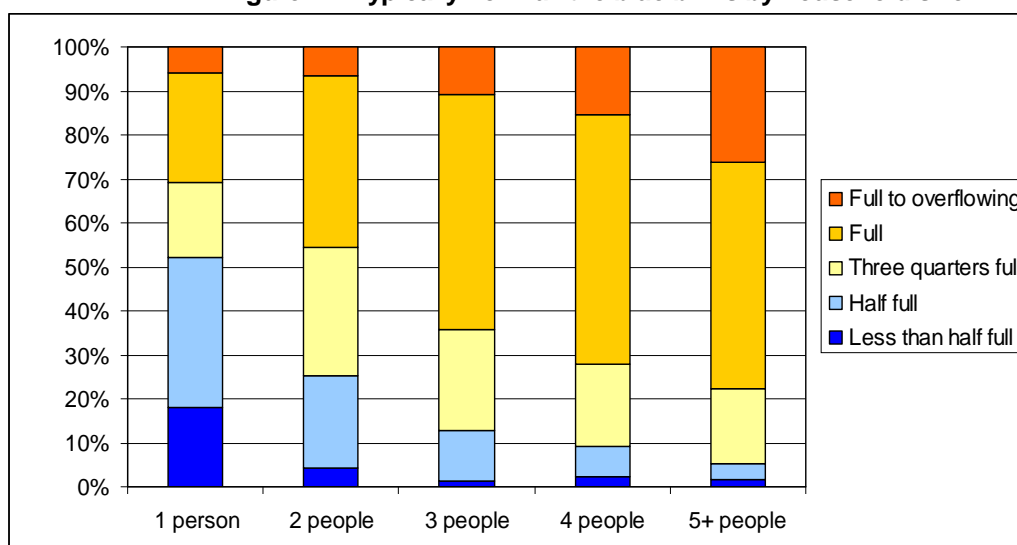
The next section is about frequency of collections. Firstly, respondents who stated they had a blue bin were asked 'Typically how full is your blue bin after 2 weeks?' (It should be noted that 946 had a blue bin). Two fifths (39%) stated it was either full/overflowing. Just 8% stated it was less than half full. For the online survey 50% stated the blue bin was either full/overflowing.

Table 9: How full the blue bin is after two weeks

Bin fullness	Count	%
Less than half full	78	8%
Half full	204	22%
Three quarters full	207	22%
Full	369	39%
Full to overflowing	88	9%
Total	946	100%

When cross tabulated by number of people per household those living in larger households are more likely to state they have fuller bins (see Figure 12).

Figure 12: Typically how full the blue bin is by household size



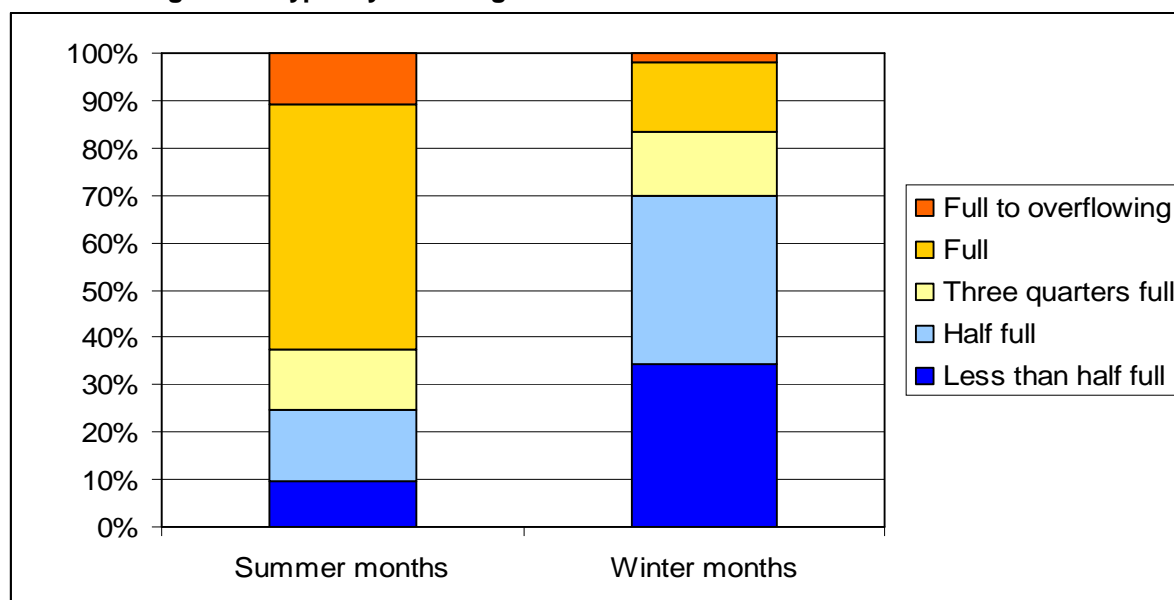
For the blue box just 35 respondents cited they had one and three fifths (60%) stated it was either full/overflowing after two weeks.

Table 10: Typically how full blue box is after 2 weeks

Blue box	Count	%
Less than half full	5	13%
Half full	4	12%
Three quarters full	5	15%
Full	17	49%
Full to overflowing	4	11%
Total	35	100%

Respondents were asked typically how full is your green bin in the summer and winter months after 2 weeks? (912 respondents stated they had a green bin). In the summer months three fifths (62%) stated it was either full/overflowing. In the winter months just 16% stated it was either full/overflowing (see Figure 13).

Figure 13: Typically how full green bin is summer/winter months

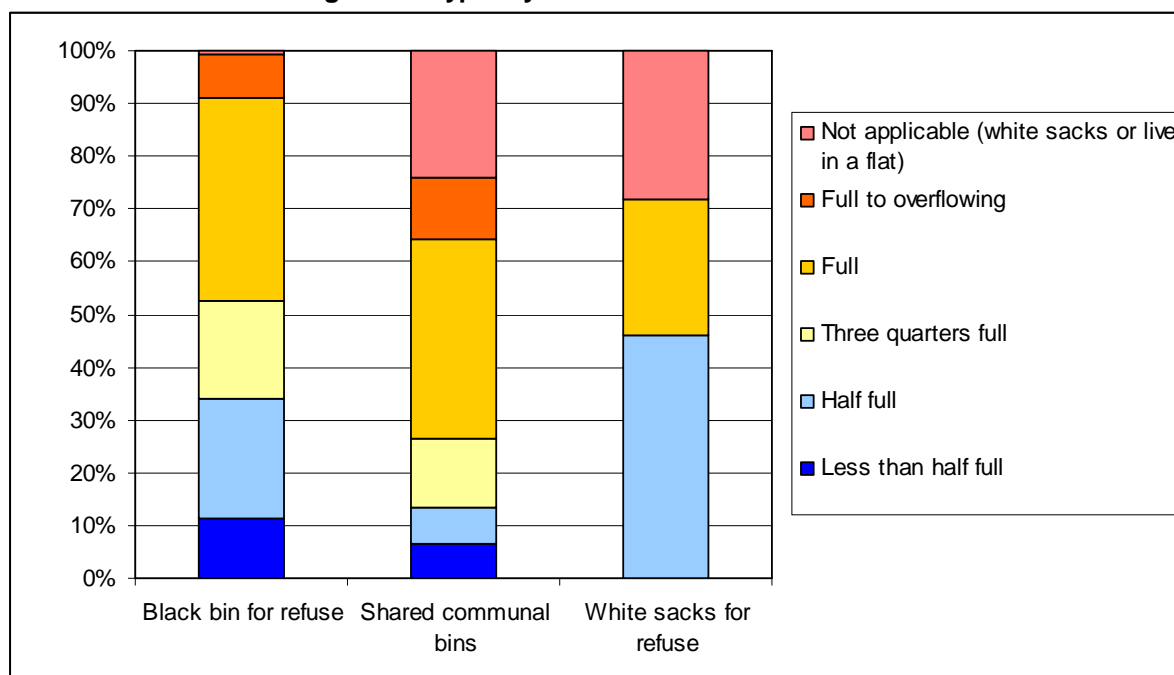


Respondents who have brown sacks for garden/food waste were asked 'Typically how many brown sacks are used in the summer and winter months after 2 weeks? Just 23% of respondents stated they used the brown sacks. More brown sacks are used during the summer months.

Table 11: Typically how many brown sacks used every two weeks

	Summer Months		Winter Months	
	Count	%	Count	%
Half a sack	1	4%	6	28%
1 to 2 sacks	13	58%	11	49%
3 to 4 sacks	5	23%	4	16%
5 to 6 sacks	3	15%	2	7%
More than 6 sacks	0	0%	0	0%
Total	23	100%	23	100%

Next respondents were asked 'Typically how full is your black bin after 2 weeks?' For the black kerbside bin 47% stated it was full/overflowing. For the communal collections 50% stated it was full/overflowing. For the online survey 35% stated their black bin was full/overflowing.

Figure 14: Typically how refuse is after two weeks

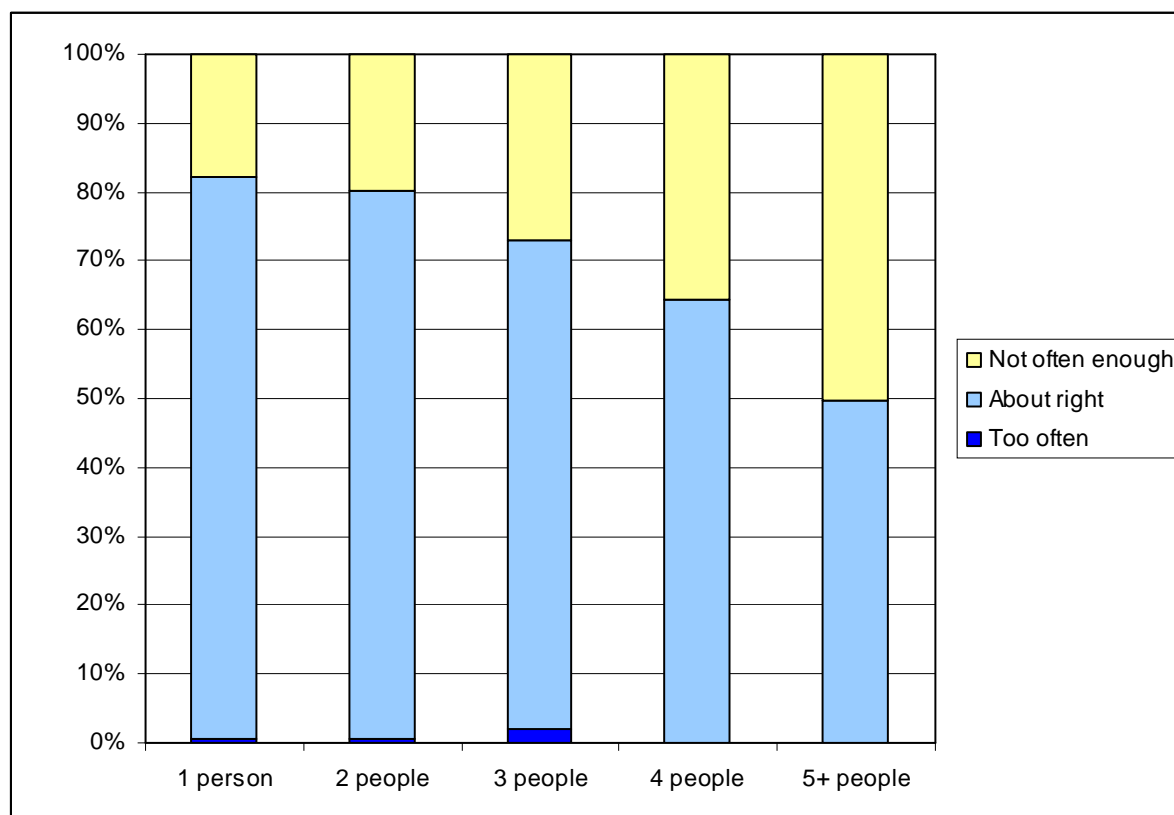
Next all respondent were asked 'Overall what is your opinion about how often your bins are collected?' Three quarters (75%) stated they are about right followed by one quarter stating not enough (77% for online survey).

Table 12: Overall opinion on frequency of collection

Frequency	Count	%
Too often	7	1%
About right	754	75%
Not often enough	239	24%
Total	1000	100%

It should be noted that larger households were likely to say the collection are not often enough but this is not statistically significant (see Figure 15).

Figure 15: opinion of frequency of recycling by household size



Next respondents who stated collections were not often were asked what ones these are. The majority cited the black bin (70%). It should be noted that only 167 respondents out of the whole sample stated this.

Table 13: What services are not collected often enough?

Collection	Count	%
Blue bins (recycling)	74	31%
Green bin (food and garden)	96	40%
Black bin (rubbish)	167	70%
Total	239	100%

Collection points on predominantly terraced streets

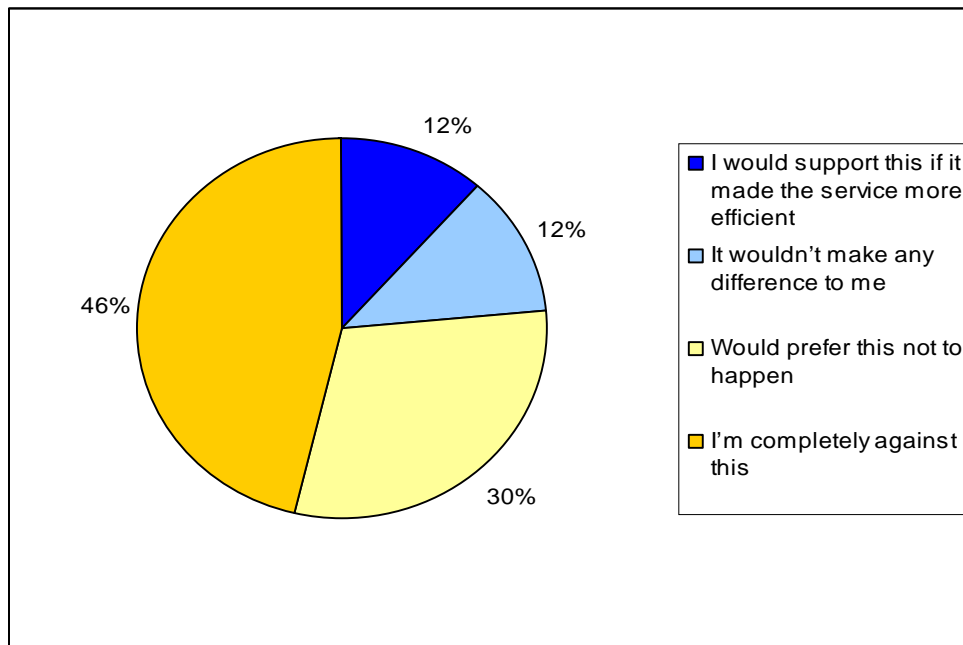
This section is about potential collection points. All respondents were asked 'do you live on a predominantly terraced street?' In total 416 stated they yes (see Table 14). For the online survey 50% stated yes.

Table 14: Predominately terraced street

Terraced street	Count	%
Yes	416	42%
No	584	58%
Total	1000	100%

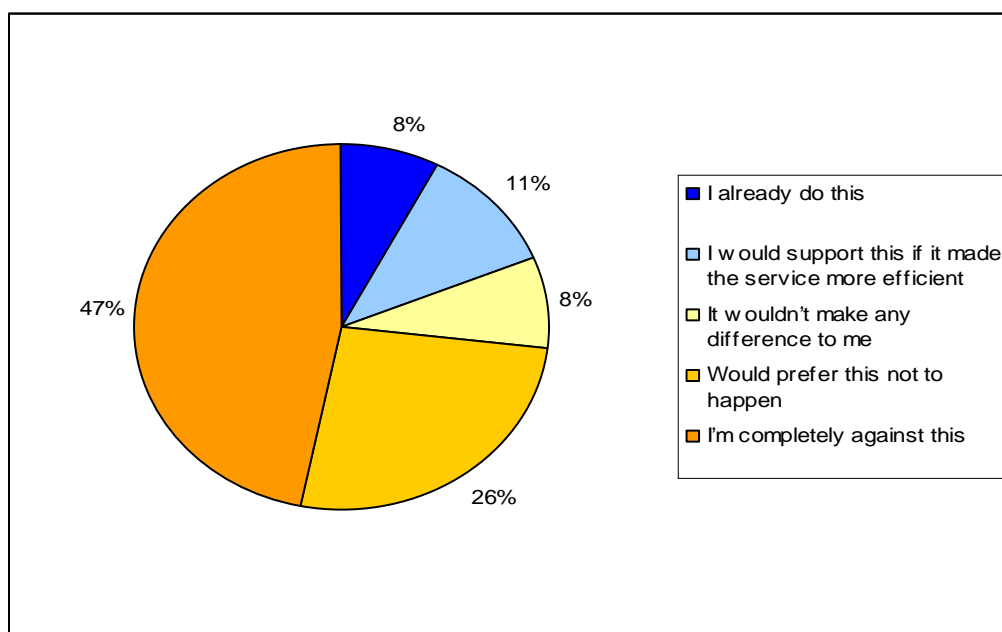
Only respondents who stated yes were asked 'How would you feel about taking your bin to a collection point at the end of your street or a collection point along the street, rather than having it collected from outside your house? Almost half (46%) stated that they are completely against it, with one third (30%) stating they would prefer this not to happen. For the online survey 38% would prefer this not to happen and 37% are completely against it.

Figure 16: Bin to collection point



Next those respondents were asked 'How would you feel about sharing a larger bin with neighbours rather than having your own bin for your household? Almost half (47%) stated I'm completely against this, followed by one quarter (26%) stating they would prefer this not to happen. For the online survey 33% would prefer this not to happen and 39% are completely against this.

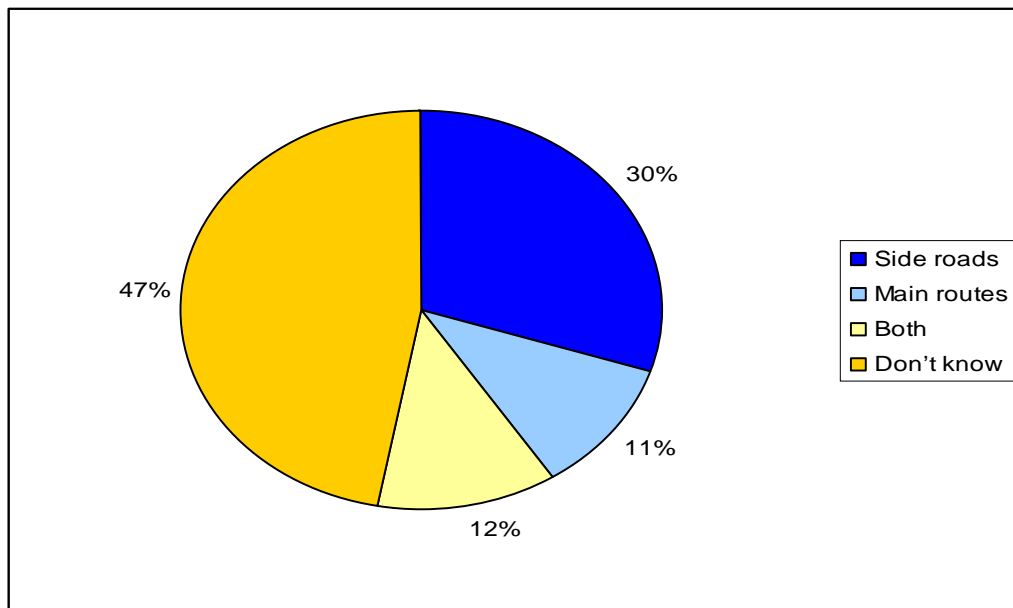
Figure 17: Sharing larger bin with neighbours



Improving recycling services

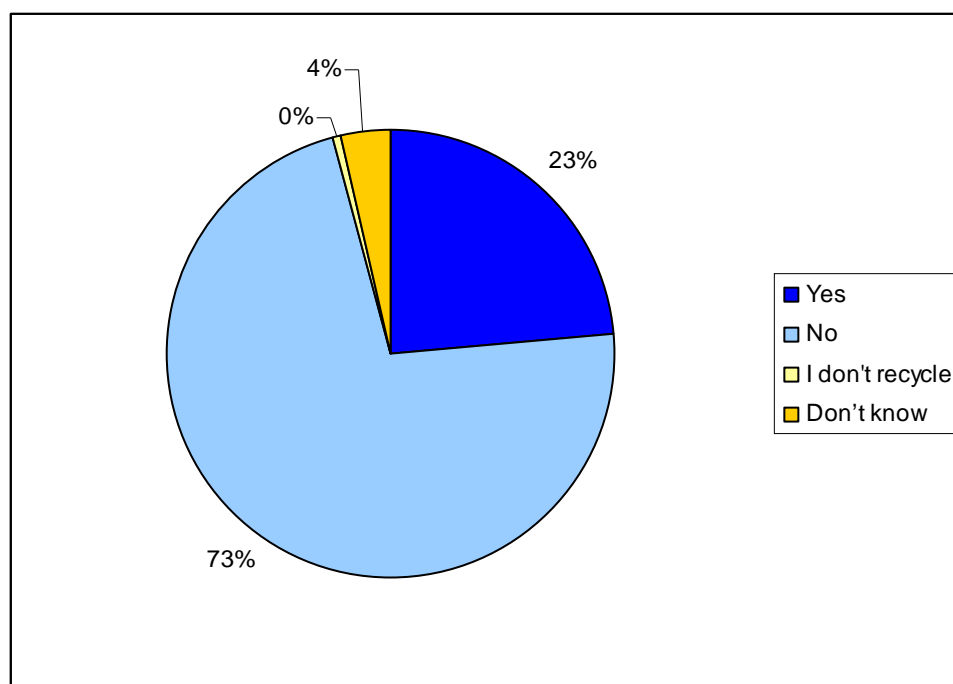
This final section sets out details of possible improvements to the service. Firstly, all respondents were asked 'During peak traffic times, do you think the bin lorries should collect on smaller side roads, or on main routes' Almost half (47%) stated don't know followed one third (30%) stating side roads. For the online survey 32% stated side roads, both and don't know.

Figure 18: Peak traffic time collections



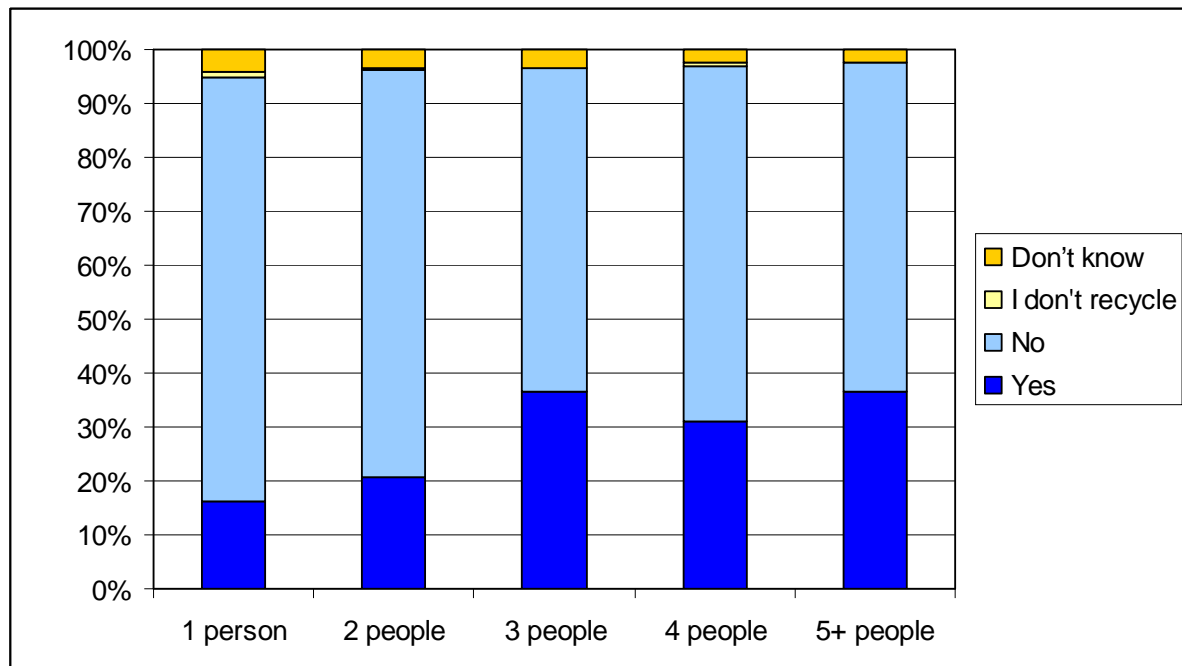
Next all respondent were asked 'If you were rewarded for recycling, do you think you would recycle more?' Three quarters (73%) stated no and 23% stated yes (See Figure 19). For the online survey 72% stated no.

Figure 19: Rewarding of recycling through incentive



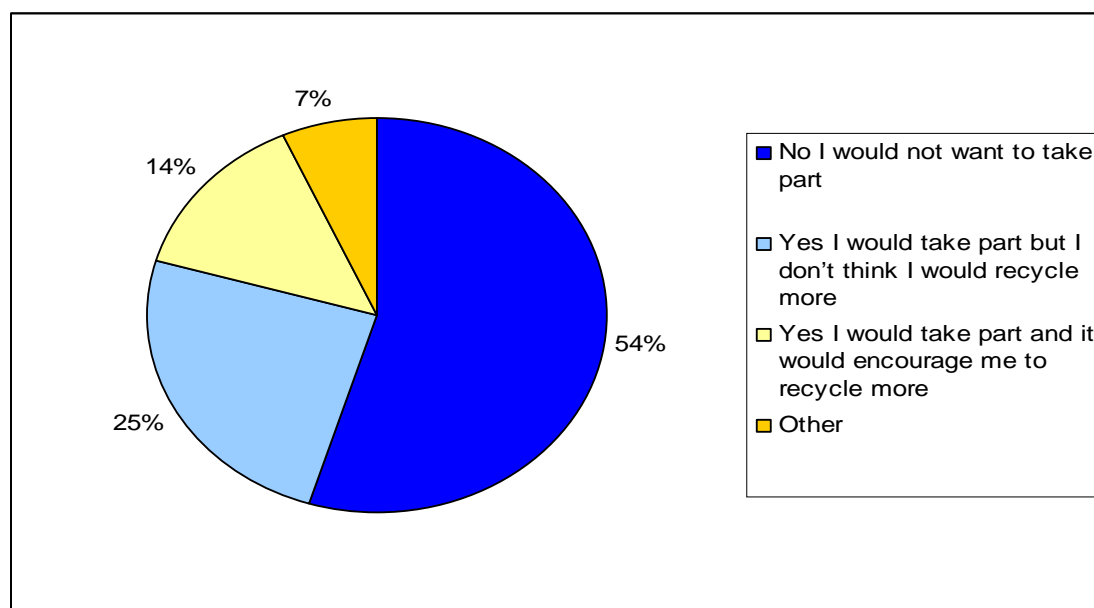
When cross-tabulated by the number of people per household it is evident that household's with more than two people are more likely to be motivated by an incentive (see Figure 20).

Figure 20: Rewarding for recycling through incentives by household size



Next all respondents were asked 'In order to implement a reward scheme it might be necessary for the bins to have microchips. The microchip would identify your bin so that points could be awarded based on the amount you recycle. Would you be interested in taking part in such a scheme?' Over half (54%) stated they would not want to take part followed by 25% stating they would take part but it would not get them to recycle more. For the online survey 46% would not want to take part followed by 32% stating yes but would not get them to recycle more

Figure 21: Willingness to take part in microchip scheme



Next respondents were asked their opinion of introducing a separate weekly collection of food waste. Three fifths (58%) stated that it would make no difference as they already put all their food waste in the green bin (63% for online survey). Almost one fifth (17%) stated that it would encourage them to separate more of their food waste for recycling.

Table 15: If the council introduced a weekly food waste scheme

Opinion	Count	%
Encourage you to separate more of your food waste for recycling	174	17%
Make no difference - you already put all food waste in the green bin	580	58%
Make no difference - you home compost your food waste	125	13%
Make you switch from home composting to using the new service	3	0%
I do not throw away food waste	30	3%
I put food waste into the rubbish bin	40	4%
Other	47	5%

Next all respondents with a blue bin were asked 'If your blue bin was full, what would you do with any extra recycling?' One third (33%) stated they would keep it elsewhere until it is emptied followed by 15% stating they never fill it up.

Table 16: What is done with extra recycling (Blue bin)

	Count	%
I never fill up the blue bin	140	15%
I would take it to a recycling point	86	9%
I would put it in my black bin	106	11%
I would keep it somewhere else until after my blue bin is emptied	315	33%
I would put it in my neighbour's blue bin	80	9%
I would take it to the tip/Household Waste Recycling Centre	114	12%
Other	192	20%
Total	946	100%

Next all respondents with a blue box were asked If your recycling box was full, what would you do with any extra recycling? Just 35 respondents answered the question with 11 stating they would keep it somewhere else until the box is emptied. For the online survey just 29 respondents answered the question and 16 stated they keep it something else until it is emptied.

Table 17: What is done with extra recycling (blue box)

	Count	%
I never fill up the box	7	20%
I would take it to a recycling point	8	23%
I would put it in my black bin	2	6%
I would keep it somewhere else until after my box is emptied	11	31%
I would put it in my neighbour's blue bin	3	9%
I would take it to the tip/Household Waste Recycling Centre	2	6%
Other	2	5%
Total	35	100%

Next all respondents were asked 'What would encourage you to recycle more?' Two thirds (63%) stated that nothing would as they recycle all they can. For the online survey results though 59% of respondents stated a greater range of materials would encourage them more (caution must be exercised here as noted the sample is not representative of the city).

Table 18: Encouragement to recycle more

	Count	%
More information about what can and can't be recycled	35	3%
Bigger container	18	2%
Greater range of materials accepted	112	11%
More frequent collections	19	2%
Incentive - financial or other benefit eg to the community	25	3%
Nothing - I recycle all I can	628	63%
Nothing - I do not recycle	13	1%
Other	181	18%
Total	1000	100%

All respondents were asked 'Are there any waste or recycling services that the council does not currently offer which you would like to see?' Over half 55% did not have any thing to add and 18% stated a wider range of plastics.

Table 19: Currently not offered

	Count	%
Free bulky collections/collect larger households items from the kerbside on a regular basis	67	8%
Kerbside battery collection	41	5%
Wider range of plastic recycled	153	18%
Collect textiles	10	1%
Recycle nappies	3	0%
Generally more items collected	9	1%
Recycle light bulbs	7	1%
Food waste collection	6	1%
More information on collections	10	1%
More local collection points	12	1%
Improve recycling containers	5	1%
Improve collection service	13	2%
Satisfied with service	15	2%
No comment	465	55%
More cardboard recycling facilities	8	1%
Other	20	2%
Total	844	100%

For the last question respondents were asked 'Do you have any final comments on the waste services provided by the council?' Two thirds (67%) did not have anything to add and 17% stated they were satisfied.

Table 20: Final comments on waste services

	Count	%
Improvement of current kerbside services i.e. place bins in correct place/pick up litter/frequency of collections	80	10%
Education and information	24	3%
Satisfied with current service	133	17%
Not happy with service	1	0%
No comment	538	67%
Wider collection of materials	8	1%
Other	17	2%
Total	801	100%



Summary

Day of collection

- The majority (69%) of respondents stated that it would not make any difference to them if it were necessary to change the bin collection day with one fifth (18%) stating they would support it if it made the service more efficient.
- Two thirds of respondents (61%) stated it would not make any difference to them if bins were collected on a Saturday followed by one fifth (18%) stating that they would prefer it not to happen.
- Two fifths (42%) stated it wouldn't make any difference to them if collections took place on Sundays followed by one quarter (25%) stating they would prefer it not to happen. However, one quarter (23%) stated they are completely against it.
- Two fifths (40%) stated it would not make any difference to them if refuse bins were collected on a different day of the week to recycling, followed by one third (31%) stating they would prefer this not to happen. Those living in larger households were more likely to prefer this not happened. Also respondents living in flats were less likely to be against any changes than respondents living in houses.
- Two fifths (42%) stated that it would not make any difference to them if the recycling (Blue/green bins) were collected on different days of the week. One third (35%) stated that they would prefer it not to happen. Larger households are more likely to be against any changes than smaller households. Also those living in flats are less likely to be against any changes than respondents living in houses.

Time of collections

- Almost three fifths (56%) stated it would not make any difference to them if collections took place between 6:30-7:00am followed by one fifth (19%) stating they would support it if it made the service more efficient. Also one fifth (18%) stated they would prefer it not to happen.
- Just over half (52%) stated it would not make any difference to them if collections took place after 3pm followed by one fifth (21%) stating they would support it if it made the service more efficient. Also one fifth (19%) stated they would prefer it not to happen.

Frequency of collections

- Two fifths (39%) stated that their blue bin was either full/overflowing after two weeks. Just 8% stated it was less than half full. Those living in larger households are more likely to state they have fuller bins after 2 weeks.
- In the summer months three fifths (62%) stated that the green bin was either full/overflowing. In the winter months just 16% stated it was either full/overflowing. Just 23% of respondents stated they used the brown sacks. More brown sacks are used during the summer months.
- For the black kerbside bin 47% stated it was full/overflowing after 2 weeks. For the communal collections 50% stated it was full/overflowing.

- Three quarters of respondents (75%) stated that frequency of collection for the bins is about right. The larger households were more likely to state the collections are not often enough. For those who felt they were not frequent enough 70% (167 respondents) stated the black bin is the collection not frequent enough.

Collection points on predominantly terraced streets

- Almost half of respondents living on predominantly terraced street (46%) stated that they are completely against taking their bin to a collection point at the end of the street. One third (30%) stated they would prefer this not to happen.
- Almost half (47%) stated 'I'm completely against sharing a larger bin with neighbours' followed by one quarter (26%) stating they would prefer this not to happen.

Improving recycling services

- Almost half of respondents (47%) stated they don't know if bin lorries should collect on side/main roads or both at peak traffic times, followed by one third (30%) stating side roads.
- Three quarters (73%) stated that they would not recycle more if they were rewarded for recycling. Households with more than two people are more likely to be motivated by an incentive.
- Over half (54%) stated they would not want to take part in a microchip scheme followed by 25% stating they would take part but it would not get them to recycle more.
- Three fifths (58%) stated that it would make no difference if a separate weekly food waste collection was introduced as they claim to put all their food waste in the green bin.
- One third (33%) stated they keep recyclables elsewhere if their blue bin is full until it is emptied followed by 15% stating they never fill it up.
- Two thirds (63%) stated that nothing would encourage them to recycle more as they recycle all they can.
- Just over half (55%) did not have any improvements to add but 18% stated a wider range of plastics would be beneficial.



Appendix A: Marked up questionnaire - telephone survey

Cambridge City Council Route Optimisation Survey					
<p>Good morning/afternoon my name isand I am calling from M·E·L Research on behalf of Cambridge City Council who are running a short survey on waste collections and are keen to seek residents views. The survey will take approximately 10 minutes to complete.</p>					
<p>Could I just check whom you pay your council tax to? (Terminate the survey if not Cambridge City Council)</p>					
<p>READ OUT IF NECESSARY: Cambridge City Council is keen to ensure that waste services operate as efficiently as possible, especially in the current economic climate. The council is therefore examining ways to reorganise bin collections in order to deliver the best value to residents. If you are unsure about any current services information can be found on the council's website at www.cambridge.gov.uk</p>					
<p>READ OUT: Before we start I need to inform you that this call is being recorded for training and quality monitoring purposes. However the information we collect will be kept in the strictest confidence, and used for research purposes only. It will not be possible to identify any particular individual or address in the results presented to the Council. Are you happy to continue?</p>					
<p>Which area do you live in?</p>					
101 (10%)	Abbey	88 (9%)	Coleridge	39 (4%)	Newnham
74 (7%)	Arbury	82 (8%)	East Chesterton	62 (6%)	Petersfield
59 (6%)	Castle	64 (6%)	King's Hedges	95 (10%)	Queen Edith's
88 (9%)	Cherry Hinton	28 (3%)	Market	90 (9%)	Romsey
46 (5%)	Trumpington	84 (8%)	West Chesterton	0 (0%)	Other (Specify)
<p>What type of dwelling do you live in?</p>					
<p>NB: end terrace homes are terrace, not semi-detached</p>					
177 (18%)	Detached house or bungalow				
307 (31%)	Terraced house or bungalow (including end-terraces)				
355 (36%)	Semi-detached house or bungalow				
156 (16%)	Flat, maisonette or apartment (purpose built or as conversion to other type of house)				
5 (1%)	Other type of dwelling e.g. caravan, motorhome, hotel, care home, hall of residence, prison, religious community etc.				
<p>Which of the following recycling receptacles do you USE for DRY RECYCLABLES at your home address?</p>					
<p>READ OUT, TICK ALL THAT APPLY</p>					
867 (87%)	Blue bin for recycling				
32 (3%)	Recycling boxes				
59 (6%)	Shared communal blue bin for mixed recycling				
51 (5%)	Shared communal bins for separate recyclables (e.g.cans, glass, paper, plastic etc)				
24 (2%)	Don't have any of these				
<p>How about GARDEN OR FOOD WASTE?</p>					
<p>READ OUT, TICK ALL THAT APPLY</p>					
870 (87%)	Green bin for compostable waste				
21 (2%)	Brown sacks for compostable waste				
60 (6%)	Shared communal green bin for compostable waste				
61 (6%)	Don't have any of these				
<p>How about REFUSE (RUBBISH)?</p>					
<p>READ OUT, TICK ALL THAT APPLY</p>					
905 (91%)	Black bin for refuse				
93 (9%)	Shared communal bins for refuse (The big bin for your rubbish)				
10 (1%)	White sacks for refuse				

Which ONE of the following would you find easiest to use for your recycling

READ OUT, TICK ONE ONLY

- 16 (52%) Your existing box
- 11 (35%) A blue bin - if you have space to store it
- 4 (13%) A plastic sack

Day of collection

The next part of the survey is about collection days. By changing some residents' collection day and re-organising the routes that vehicles take, we may be able to make a 5-15% saving on fuel.

If it was necessary to change your bin collection day (for all your bins) which of the following statements would best describe your reaction?

READ OUT, TICK ONE ONLY

- 187 (19%) I would support this if it made the service more efficient
- 681 (68%) It wouldn't make any difference to me
- 111 (11%) I would prefer this not to happen
- 21 (2%) I'm completely against this

How would you feel about bins being collected on Saturdays?

READ OUT, TICK ONE ONLY

- 143 (14%) I would support this if it made the service more efficient
- 600 (60%) It wouldn't make any difference to me
- 181 (18%) I would prefer this not to happen
- 76 (8%) I'm completely against this

How would you feel about bins being collected on Sundays?

READ OUT, TICK ONE ONLY

- 103 (10%) I would support this if it made the service more efficient
- 423 (42%) It wouldn't make any difference to me
- 252 (25%) I would prefer this not to happen
- 222 (22%) I'm completely against this

At present your refuse is collected on alternate weeks to your recycling but on the same day of the week. What would you think about having your refuse bins collected on a different day of the week to your recycling? For example, black bin on a Monday one week, green and blue bins on a Wednesday the following week.

READ OUT, TICK ONE ONLY

- 119 (12%) I would support this if it made the service more efficient
- 388 (39%) It wouldn't make any difference to me
- 327 (33%) I would prefer this not to happen
- 122 (12%) I'm completely against this
- 44 (4%) My refuse bins are already collected on a different day of the week to my recycling (DO NOT READ OUT)

For your recycling, what would you think about having your green and blue bins collected on different days of the week?

READ OUT, TICK ONE ONLY

- 107 (11%) I would support this if it made the service more efficient
- 394 (39%) It wouldn't make any difference to me
- 363 (36%) I would prefer this not to happen
- 126 (13%) I'm completely against this
- 10 (1%) My recycling bins are already collected on different days of the week (DO NOT READ OUT)

Do you have any additional comments about the day of collection?

795 (100%)

Time of collections

What would you think about your bin collections taking place between 6.30am and 7am? (Currently collections begin at 7am)

READ OUT, TICK ONE ONLY

- 194 (19%) I would support this if it made the service more efficient
- 547 (55%) It wouldn't make any difference to me
- 183 (18%) Would prefer this not to happen
- 76 (8%) I'm completely against this

What would you think about your bin collection taking place after 3pm? (Currently all collections are completed by 3pm)

READ OUT, TICK ONE ONLY

- 213 (21%) I would support this if it made the service more efficient
- 518 (52%) It wouldn't make any difference to me
- 189 (19%) I would prefer this not to happen
- 80 (8%) I'm completely against this

Do you have any additional comments on the time of collections?

791 (100%)

Frequency of collections

The next section is about frequency of collections. The introduction of the blue bins has meant that less waste is being put into black bins, and some residents do not put their black bin out on every collection. Fewer collections would save money on fuel. More frequent collections of recycling may help people to recycle more, which could offset costs through the sale of additional recycling.

The following questions will help inform future decisions about how often bins are collected.

Dry recyclingTypically how full is your **blue bin** after 2 weeks?**DO NOT READ OUT, PROMPT IF NEEDED**

- 62 (6%) Less than half full
- 187 (20%) Half full
- 218 (23%) Three quarters full
- 393 (41%) Full
- 94 (10%) Full to overflowing

Typically how full is your **box** after 2 weeks?**DO NOT READ OUT, PROMPT IF NEEDED**

- 5 (16%) Less than half full
- 3 (10%) Half full
- 4 (13%) Three quarters full
- 15 (48%) Full
- 4 (13%) Full to overflowing

Garden/food wasteTypically how full is your **green bin** in the **summer** months after 2 weeks?**DO NOT READ OUT, PROMPT IF NEEDED**

- 79 (9%) Less than half full
- 139 (15%) Half full
- 123 (13%) Three quarters full
- 474 (51%) Full
- 110 (12%) Full to overflowing

Typically how full is your **brown sacks** in the **summer** months after 2 weeks?**DO NOT READ OUT, PROMPT IF NEEDED**

- 1 (5%) half a sack
- 12 (57%) 1 to 2 sacks
- 5 (24%) 3 to 4 sacks
- 3 (14%) 5 to 6 sacks
- 0 (0%) More than 6 sacks

Typically how full is your **green bin** in the **winter** months after 2 weeks?**DO NOT READ OUT, PROMPT IF NEEDED**

- 304 (33%) Less than half full
- 336 (36%) Half full
- 132 (14%) Three quarters full
- 133 (14%) Full
- 20 (2%) Full to overflowing

Typically how full is your **brown sacks** in the **winter** months after 2 weeks?**DO NOT READ OUT, PROMPT IF NEEDED**

- 6 (29%) half a sack
- 10 (48%) 1 to 2 sacks
- 4 (19%) 3 to 4 sacks
- 1 (5%) 5 to 6 sacks
- 0 (0%) More than 6 sacks

Typically how full is your black bin after 2 weeks?

DO NOT READ OUT, PROMPT IF NEEDED

- 96 (10%) Less than half full
- 194 (20%) Half full
- 182 (18%) Three quarters full
- 402 (40%) Full
- 93 (9%) Full to overflowing
- 26 (3%) Not applicable (white sacks or live in a flat)

Overall what is your opinion about how often your bins are collected?

READ OUT

- 7 (1%) Too often
- 743 (74%) About right
- 250 (25%) Not often enough

What services are not often enough?

PROMPT IF NEEDED

- 78 (31%) Blue bins (recycling)
- 103 (41%) Green bin (food and garden)
- 175 (70%) Black bin (rubbish)

Do you have any additional comments on frequency of collections?

822 (100%)

Do you live on a predominantly terraced street?

- 412 (41%) Yes
- 588 (59%) No

Collection points

This next section is on collection points. On some narrow streets collection vehicles hold up traffic while collections take place and bins outside properties cause an obstruction.

How would you feel about taking your bin to a collection point at the end of your street or a collection point along the street, rather than having it collected from outside your house?

READ OUT, TICK ONE ONLY

- 49 (12%) I would support this if it made the service more efficient
- 50 (12%) It wouldn't make any difference to me
- 124 (30%) Would prefer this not to happen
- 189 (46%) I'm completely against this

How would you feel about sharing a larger bin with neighbours rather than having your own bin for your household?

READ OUT, TICK ONE ONLY

- 26 (6%) I already do this
- 48 (12%) I would support this if it made the service more efficient
- 30 (7%) It wouldn't make any difference to me
- 110 (27%) Would prefer this not to happen
- 198 (48%) I'm completely against this

Do you have any comments on collection points?

344 (100%)

Improving Recycling services

The next section is on improving recycling services. The council want to continue to improve recycling services and increase the amount of waste which is recycled or composted. As well as the environmental benefits, recycling saves the city and county council money and generates an income which is used to offset the cost of collections.

During peak traffic times, do you think the bin lorries should collect on smaller side roads, or on main routes?

TICK ONE ONLY

- 305 (31%) Side roads
- 107 (11%) Main routes
- 121 (12%) Both (DO NOT PROMPT)
- 465 (47%) Don't know (DO NOT PROMPT)

If you were rewarded for recycling, do you think you would recycle more?

- 247 (25%) Yes
- 715 (72%) No
- 4 (0%) I don't recycle
- 34 (3%) Don't know

In order to implement a reward scheme it might be necessary for the bins to have microchips. The microchip would identify your bin so that points could be awarded based on the amount you recycle. Would you be interested in taking part in such a scheme?

READ OUT, TICK ONE ONLY

- 536 (54%) No I would not want to take part
- 255 (26%) Yes I would take part but I don't think I would recycle more
- 146 (15%) Yes I would take part and it would encourage me to recycle more
- 63 (6%) Other (Specify) - DO NOT READ OUT

If the council introduced a separate weekly collection of food waste for recycling (composting), would this:

READ OUT, TICK ONE ONLY

- 177 (18%) Encourage you to separate more of your food waste for recycling
- 586 (59%) Make no difference - you already put all food waste in the green bin
- 125 (13%) Make no difference - you home compost your food waste
- 4 (0%) Make you switch from home composting to using the new service
- 108 (11%) Other (Code below) - DO NOT READ OUT

Code: Other

- 28 (26%) I do not throw away food waste
- 36 (33%) I put food waste into the rubbish bin
- 44 (41%) Other

If your blue bin was full, what would you do with any extra recycling?**DO NOT READ OUT, TICK ALL THAT APPLY**

- 125 (13%) I never fill up the blue bin
- 92 (10%) I would take it to a recycling point
- 114 (12%) I would put it in my black bin
- 320 (34%) I would keep it somewhere else until after my blue bin is emptied
- 83 (9%) I would put it in my neighbour's blue bin
- 121 (13%) I would take it to the tip/Household Waste Recycling Centre
- 190 (20%) Other (specify)

If your recycling box was full, what would you do with any extra recycling?**DO NOT READ OUT, TICK ALL THAT APPLY**

- 3 (10%) I never fill up the box
- 6 (19%) I would take it to a recycling point
- 1 (3%) I would put it in my black bin
- 4 (13%) I would keep it somewhere else until after my box is emptied
- 2 (6%) I would put it in my neighbour's blue bin
- 2 (6%) I would take it to the tip/Household Waste Recycling Centre
- 15 (48%) Other (specify)

What would encourage you to recycle more?**DO NOT READ OUT, TICK ALL THAT APPLY**

- 34 (3%) More information about what can and can't be recycled
- 19 (2%) Bigger container
- 115 (12%) Greater range of materials accepted
- 24 (2%) More frequent collections
- 29 (3%) Incentive - financial or other benefit eg to the community
- 619 (62%) Nothing - I recycle all I can
- 13 (1%) Nothing - I do not recycle
- 178 (18%) Other (Specify)

Are there any waste or recycling services that the council does not currently offer which you would like to see?**(Please inform resident of website as well as noting down answer)**

844 (100%)

Do you have any final comments on the waste services provided by the council?

801 (100%)

Finally, we have few questions to help gain a representative sample of Cambridgeshire residents

Interviewer to record gender

- 397 (40%) Male
- 603 (60%) Female

To which age group do you belong?

- | | | | | | |
|-----------|-------|-----------|-------|-----------|------------------|
| 23 (2%) | 18-24 | 186 (19%) | 45-54 | 166 (17%) | 75+ |
| 119 (12%) | 25-34 | 170 (17%) | 55-64 | 15 (2%) | Unwilling to say |
| 152 (15%) | 35-44 | 169 (17%) | 65-74 | | |

How many people live in your household (including yourself)?**PUT NUMBER IN RELEVANT BOX**

Adults	996 (100%)
Children 18 and under	273 (100%)
Age of youngest child at home	268 (100%)
Age of oldest child (aged 18 or under) at home	166 (100%)

Which daily morning newspaper do you normally read?**TICK ALL THAT APPLY ONLY. PROMPT IF NECESSARY**

23 (2%)	Daily Express	113 (11%)	The Guardian
69 (7%)	Daily Mail	25 (3%)	The Independent
29 (3%)	Daily Mirror	67 (7%)	The Times
9 (1%)	Daily Star	40 (4%)	Another regional or local daily morning newspaper (Specify)
80 (8%)	The Sun	61 (6%)	Other (Specify)
60 (6%)	Daily Telegraph	10 (1%)	Don't know
6 (1%)	Financial Times	483 (48%)	None
101 (100%)			

ACORN Category

102 (10%)	1
409 (41%)	2
225 (23%)	3
39 (4%)	4
216 (22%)	5
9 (1%)	6

Appendix B: Marked up questionnaire –Online survey

Waste and Recycling Collection survey

Cambridge City Council are running a short survey on waste collections and are keen to seek residents views. The council is keen to ensure that waste services operate as efficiently as possible, especially in the current economic climate. The council is therefore examining ways to reorganise bin collections in order to deliver the best value to residents. If you are unsure about any current services information can be found on the council's website at www.cambridge.gov.uk

The survey will take approximately 10 minutes to complete

Please press the "Next" button when you are ready to start

Are you responsible for the management of your household waste either solely or jointly?

431 (100.0%) Yes
0 (0.0%) No

Which area do you live in?

25 (5.8%) Abbey	42 (9.7%) Coleridge	12 (2.8%) Newnham	19 (4.4%) Trumpington
36 (8.4%) Arbury	47 (10.9%) East Chesterton	34 (7.9%) Petersfield	35 (8.1%) West Chesterton
23 (5.3%) Castle	38 (8.8%) King's Hedges	44 (10.2%) Queen Edith's	
36 (8.4%) Cherry Hinton	12 (2.8%) Market	28 (6.5%) Romsey	

What type of dwelling do you live in?

Please note: end terrace homes are terrace, not semi-detached

69 (16.0%) Detached house or bungalow
191 (44.3%) Terraced house or bungalow (including end-terraces)
127 (29.5%) Semi-detached house or bungalow
44 (10.2%) Flat, maisonette or apartment (purpose built or as conversion to other type of house)
0 (0.0%) Other type of dwelling e.g. caravan, motorhome, hotel, care home, hall of residence, prison, religious community etc.

Which of the following recycling receptacles do you USE for DRY RECYCLABLES at your home address?

TICK ALL THAT APPLY

391 (90.7%) Blue bin for recycling
30 (7.0%) Recycling boxes
16 (3.7%) Shared communal blue bin for mixed recycling
8 (1.9%) Shared communal bins for separate recyclables (e.g.cans, glass, paper, plastic etc)
2 (0.5%) Don't have any of these

How about GARDEN OR FOOD WASTE?

TICK ALL THAT APPLY

384 (89.7%) Green bin for compostable waste
19 (4.4%) Brown sacks for compostable waste
19 (4.4%) Shared communal green bin for compostable waste
14 (3.3%) Don't have any of these

How about REFUSE (RUBBISH)?

TICK ALL THAT APPLY

410 (95.1%) Black bin for refuse
20 (4.6%) Shared communal bins for refuse (The big bin for your rubbish)
4 (0.9%) White sacks for refuse

Which ONE of the following would you find easiest to use for your recycling

TICK ONE ONLY

- 15 (50.0%) Your existing box
- 14 (46.7%) A blue bin - if you have space to store it
- 1 (3.3%) A plastic sack

Day of collection

The next part of the survey is about collection days. By changing some residents' collection day and re-organising the routes that vehicles take, we may be able to make a 5-15% saving on fuel.

If it was necessary to change your bin collection day (for all your bins) which of the following statements would best describe your reaction?

TICK ONE ONLY

- 215 (49.9%) I would support this if it made the service more efficient
- 177 (41.1%) It wouldn't make any difference to me
- 32 (7.4%) I would prefer this not to happen
- 7 (1.6%) I'm completely against this

How would you feel about bins being collected on Saturdays?

TICK ONE ONLY

- 157 (36.4%) I would support this if it made the service more efficient
- 129 (29.9%) It wouldn't make any difference to me
- 100 (23.2%) I would prefer this not to happen
- 45 (10.4%) I'm completely against this

How would you feel about bins being collected on Sundays?

TICK ONE ONLY

- 110 (25.6%) I would support this if it made the service more efficient
- 89 (20.7%) It wouldn't make any difference to me
- 107 (24.9%) I would prefer this not to happen
- 123 (28.7%) I'm completely against this

At present your refuse is collected on alternate weeks to your recycling but on the same day of the week. What would you think about having your refuse bins collected on a different day of the week to your recycling? For example, black bin on a Monday one week, green and blue bins on a Wednesday the following week.

TICK ONE ONLY

- 135 (31.3%) I would support this if it made the service more efficient
- 50 (11.6%) It wouldn't make any difference to me
- 165 (38.3%) I would prefer this not to happen
- 76 (17.6%) I'm completely against this
- 5 (1.2%) My refuse bins are already collected on a different day of the week to my recycling

For your recycling, what would you think about having your green and blue bins collected on different days of the week?

TICK ONE ONLY

- 131 (30.5%) I would support this if it made the service more efficient
- 59 (13.7%) It wouldn't make any difference to me
- 166 (38.6%) I would prefer this not to happen
- 73 (17.0%) I'm completely against this
- 1 (0.2%) My recycling bins are already collected on different days of the week

Do you have any additional comments about the day of collection?

158 (100.0%)

Time of collections**What would you think about your bin collections taking place between 6.30am and 7am? (Currently collections begin at 7am)****TICK ONE ONLY**

- 162 (37.6%) I would support this if it made the service more efficient
- 138 (32.0%) It wouldn't make any difference to me
- 77 (17.9%) Would prefer this not to happen
- 54 (12.5%) I'm completely against this

What would you think about your bin collection taking place after 3pm? (Currently all collections are completed by 3pm)**TICK ONE ONLY**

- 197 (45.8%) I would support this if it made the service more efficient
- 136 (31.6%) It wouldn't make any difference to me
- 72 (16.7%) I would prefer this not to happen
- 25 (5.8%) I'm completely against this

Do you have any additional comments on the time of collections?

166 (100.0%)

Frequency of collections

The next section is about frequency of collections. The introduction of the blue bins has meant that less waste is being put into black bins, and some residents do not put their black bin out on every collection. Fewer collections would save money on fuel. More frequent collections of recycling may help people to recycle more, which could offset costs through the sale of additional recycling.

The following questions will help inform future decisions about how often bins are collected.

Dry recycling**Typically how full is your blue bin after 2 weeks?****TICK ONE ONLY**

- 44 (10.8%) Less than half full
- 81 (19.9%) Half full
- 112 (27.5%) Three quarters full
- 126 (30.9%) Full
- 45 (11.0%) Full to overflowing

Typically how full is your box after 2 weeks?**TICK ONE ONLY**

- 2 (6.9%) Less than half full
- 3 (10.3%) Half full
- 4 (13.8%) Three quarters full
- 15 (51.7%) Full
- 5 (17.2%) Full to overflowing

Garden/food wasteTypically how full is your green bin in the summer months after 2 weeks?**TICK ONE ONLY**

- 50 (12.6%) Less than half full
- 61 (15.3%) Half full
- 84 (21.1%) Three quarters full
- 112 (28.1%) Full
- 91 (22.9%) Full to overflowing

Typically how full is your brown sacks in the summer months after 2 weeks?**TICK ONE ONLY**

- 3 (16.7%) half a sack
- 7 (38.9%) 1 to 2 sacks
- 6 (33.3%) 3 to 4 sacks
- 2 (11.1%) 5 to 6 sacks
- 0 (0.0%) More than 6 sacks

Typically how full is your green bin in the winter months after 2 weeks?**TICK ONE ONLY**

- 158 (39.6%) Less than half full
- 108 (27.1%) Half full
- 74 (18.5%) Three quarters full
- 46 (11.5%) Full
- 13 (3.3%) Full to overflowing

Typically how full is your brown sacks in the winter months after 2 weeks?**TICK ONE ONLY**

- 3 (16.7%) half a sack
- 11 (61.1%) 1 to 2 sacks
- 4 (22.2%) 3 to 4 sacks
- 0 (0.0%) 5 to 6 sacks
- 0 (0.0%) More than 6 sacks

Typically how full is your black bin after 2 weeks?**TICK ONE ONLY**

- 81 (19.1%) Less than half full
- 94 (22.1%) Half full
- 93 (21.9%) Three quarters full
- 91 (21.4%) Full
- 58 (13.6%) Full to overflowing
- 8 (1.9%) Not applicable (white sacks or live in a flat)

Overall what is your opinion about how often your bins are collected?

TICK ONE ONLY

- 15 (3.5%) Too often
- 331 (77.2%) About right
- 83 (19.3%) Not often enough

What services are not often enough?**TICK ALL THAT APPLY**

- 29 (34.9%) Blue bins (recycling)
 44 (53.0%) Green bin (food and garden)
 65 (78.3%) Black bin (rubbish)

Do you have any additional comments on frequency of collections?

189 (100.0%)

Do you live on a predominantly terraced street?

- 216 (50.1%) Yes
 215 (49.9%) No

Collection points

This next section is on collection points. On some narrow streets collection vehicles hold up traffic while collections take place and bins outside properties cause an obstruction.

How would you feel about taking your bin to a collection point at the end of your street or a collection point along the street, rather than having it collected from outside your house?

TICK ONE ONLY

- 45 (21.0%) I would support this if it made the service more efficient
 11 (5.1%) It wouldn't make any difference to me
 80 (37.4%) Would prefer this not to happen
 78 (36.4%) I'm completely against this

How would you feel about sharing a larger bin with neighbours rather than having your own bin for your household?

TICK ONE ONLY

- 10 (4.6%) I already do this
 45 (20.8%) I would support this if it made the service more efficient
 5 (2.3%) It wouldn't make any difference to me
 72 (33.3%) Would prefer this not to happen
 84 (38.9%) I'm completely against this

Do you have any comments on collection points?

108 (100.0%)

Improving Recycling services

The next section is on improving recycling services. The council want to continue to improve recycling services and increase the amount of waste which is recycled or composted. As well as the environmental benefits, recycling saves the city and county council money and generates an income which is used to offset the cost of collections.

During peak traffic times, do you think the bin lorries should collect on smaller side roads, or on main routes?

TICK ONE ONLY

- 131 (31.6%) Side roads
 17 (4.1%) Main routes
 134 (32.4%) Both
 132 (31.9%) Don't know

If you were rewarded for recycling, do you think you would recycle more?

- 88 (20.6%) Yes
- 306 (71.5%) No
- 1 (0.2%) I don't recycle
- 33 (7.7%) Don't know

In order to implement a reward scheme it might be necessary for the bins to have microchips. The microchip would identify your bin so that points could be awarded based on the amount you recycle. Would you be interested in taking part in such a scheme?

TICK ONE ONLY

- 200 (46.4%) No I would not want to take part
- 138 (32.0%) Yes I would take part but I don't think I would recycle more
- 46 (10.7%) Yes I would take part and it would encourage me to recycle more
- 47 (10.9%) Other (Please specify in the box below)

If the council introduced a separate weekly collection of food waste for recycling (composting), would this:**TICK ONE ONLY**

- 55 (12.9%) Encourage you to separate more of your food waste for recycling
- 270 (63.1%) Make no difference - you already put all food waste in the green bin
- 68 (15.9%) Make no difference - you home compost your food waste
- 2 (0.5%) Make you switch from home composting to using the new service
- 33 (7.7%) Other (Please specify in the box below)

If your blue bin was full, what would you do with any extra recycling?**TICK ALL THAT APPLY**

- 62 (15.1%) I never fill up the blue bin
- 96 (23.4%) I would take it to a recycling point
- 77 (18.7%) I would put it in my black bin
- 221 (53.8%) I would keep it somewhere else until after my blue bin is emptied
- 99 (24.1%) I would put it in my neighbour's blue bin
- 39 (9.5%) I would take it to the tip/Household Waste Recycling Centre
- 21 (5.1%) Other (Please specify in the box below)

If your recycling box was full, what would you do with any extra recycling?**TICK ALL THAT APPLY**

- 1 (3.4%) I never fill up the box
- 10 (34.5%) I would take it to a recycling point
- 8 (27.6%) I would put it in my black bin
- 16 (55.2%) I would keep it somewhere else until after my box is emptied
- 5 (17.2%) I would put it in my neighbour's blue bin
- 2 (6.9%) I would take it to the tip/Household Waste Recycling Centre
- 1 (3.4%) Other (Please specify in the box below)

What would encourage you to recycle more?**TICK ALL THAT APPLY**

- 86 (20.0%) More information about what can and can't be recycled
- 28 (6.5%) Bigger container
- 253 (58.8%) Greater range of materials accepted
- 48 (11.2%) More frequent collections
- 47 (10.9%) Incentive - financial or other benefit eg to the community
- 128 (29.8%) Nothing - I recycle all I can
- 0 (0.0%) Nothing - I do not recycle
- 28 (6.5%) Other (Please specify in the box below)

Are there any waste or recycling services that the council does not currently offer which you would like to see?

233 (100.0%)

Do you have any final comments on the waste services provided by the council?

194 (100.0%)

Finally, we have few questions to help gain a representative sample of Cambridgeshire residents

Interviewer to record gender

221 (52.1%) Male

203 (47.9%) Female

To which age group do you belong?

8 (1.9%)	18-24	87 (20.2%)	45-54	14 (3.2%)	75+
85 (19.7%)	25-34	84 (19.5%)	55-64	9 (2.1%)	Unwilling to say
110 (25.5%)	35-44	34 (7.9%)	65-74		

How many people live in your household (including yourself)?**PLEASE PUT NUMBER IN RELEVANT BOX**

Adults	420 (100.0%)
Children 18 and under	170 (100.0%)
Age of youngest child at home	120 (100.0%)
Age of oldest child (aged 18 or under) at home	104 (100.0%)

Which daily morning newspaper do you normally read?**TICK ALL THAT APPLY ONLY**

5 (1.3%)	Daily Express	97 (24.5%)	The Guardian
13 (3.3%)	Daily Mail	24 (6.1%)	The Independent
3 (0.8%)	Daily Mirror	29 (7.3%)	The Times
0 (0.0%)	Daily Star	32 (8.1%)	Another regional or local daily morning newspaper
9 (2.3%)	The Sun	37 (9.3%)	Other (Please specify in the box below)
27 (6.8%)	Daily Telegraph	14 (3.5%)	Don't know
9 (2.3%)	Financial Times	167 (42.2%)	None

Finally, could you provide your postcode?

Your postcode will only be used for mapping purposes in the analysis, and will be not be used to identify you or your household in the results presented to the council

380 (100.0%)

ACORN Category

37 (10.5%)	1	96 (27.2%)	3	44 (12.5%)	5
158 (44.8%)	2	16 (4.5%)	4	2 (0.6%)	6

Appendix C: Methodology

Data collection: telephone interviews

Computer Assisted Telephone Interviews (CATI) were carried out. Our telephone teams have developed a **highly effective introductory style** that rapidly established confidence in the authenticity of the survey and the worthiness of taking part. Our interviewers were also acutely aware that they are representing the Cambridge City Council brand when calling on your behalf. This highly developed skill was crucial in getting through to the right person at each householder and securing their valued participation.



Prior to the starting any fieldwork, interviewers had a **briefing session** with the Contract Manager and the Field Supervisor. During the briefing session, the Contract Manager explained the nature of the project, some background and took interviewers through the questions making sure they understood each question. At the end of the briefing, interviewers were given a set of briefing notes for future reference.

Online survey

The survey was formatted in SNAP software and hosted on the council website.

Data Analysis

Our sample design produced a representative sample of residents. Our standard data analysis protocol consists of the established process of generating '**cross tabs**' or tables showing the percentages giving each category of response, subdivided by the 'segmentor' variables. Cross tabs at district level will also be produced and supplied via an electronic copy.

Appendix D: ACORN

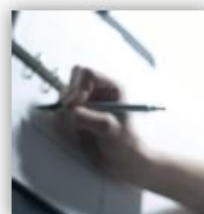
ACORN stands for 'A Classification of Residential Neighbourhoods' and is a three-tier taxonomic classification scheme developed by the consumer research agency CACI. The table below shows a simple verbal description for the five principal ACORN Categories 1 to 5, and the 17 subsidiary ACORN Groups organised within the five primary Categories.

ACORN Categories	ACORN Groups
1 - Affluent Achievers	1.A - Wealthy Executives 1.B - Affluent Greys 1.C - Flourishing Families
2 - Urban Prosperity	2.D - Prosperous Professionals 2.E - Educated Urbanites 2.F - Aspiring Singles
3 - Comfortably Off	3.G - Starting Out 3.H - Secure Families 3.I - Settled Suburbia 3.J - Prudent Pensioners
4 - Modest Means	4.K - Asian Communities 4.L - Post Industrial Families 4.M - Blue Collar Roots
5 - Hard Pressed	5.N - Struggling Families 5.O - Burdened Singles 5.P - High Rise Hardship 5.Q - Inner City Adversity

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