



Creating markets for recycled resources

Consumer Battery Collection Trials

Market Research

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Key findings overall

- More than nine out of ten people said that recycling is important to them.
- Across the UK, only 7% of the population can leave out household batteries for collection by a recycling service from outside their home.
- People are most likely to own remote controls, smoke alarms, cameras, torches, mobile phones, alarm clocks and toys that require batteries.
- Single use batteries are most likely to be used for alarm clocks, remote controls, smoke alarms and torches. People are more likely to use rechargeable batteries for mobile phones, laptops and cordless power tools.
- One in five people estimated that they had ten or more used batteries in their homes at the time of the survey. In England, nearly half of those surveyed said that they didn't have any used batteries in their home.
- Nearly three quarters of those interviewed throw their batteries away immediately.
- More than 80% of respondents put their used household batteries in the normal rubbish bin, 7% take them to a recycling centre and 5% put them outside their home for collection by a recycling service.
- Seven out of ten people have never thought about recycling their household batteries.
- Four in ten people feel guilty when they throw their batteries away.
- Around a quarter of those interviewed believe that the disposal of household batteries in the normal rubbish doesn't harm the environment.
- Nearly half of respondents believe that batteries collected for recycling end up on landfill sites anyway, and around one in three people think that it costs the local authorities a lot of money to collect batteries for recycling.
- More than nine out of ten people said they would recycle their batteries if they had a collection service from their home.
- Information about which types of batteries could be recycled, where to take them for recycling and supply of a special storage container to hold them prior to recycling would motivate people to recycle their used household batteries.
- People would prefer to use either a small bag or small cardboard box to store batteries for collection by a recycling service.
- Respondents expect their local council to be the main source of information about battery recycling, followed by leaflets through the door.

- The most useful sources of information about battery recycling would be stickers on recycling containers, school education programmes and public promotions in places like supermarkets.
- Three quarters of respondents would prefer to recycle their batteries by using a special container to put them in for collection from outside their home. A small minority would prefer to take them back to a shop or send them back in the post.
- Three out of four people believe that their local council should share responsibility for battery recycling.

KEY FINDINGS – BY AGE GROUP

- Younger people aged 16 to 24 years are least likely to throw used batteries away immediately. In support of this finding, young people aged 16 to 24 years are most likely to feel guilty about throwing batteries away in the household rubbish, in contrast to around two in three people in other age groups. People aged over 65 years are most likely to dispose of used batteries immediately.
- More than four in five people in all age groups currently dispose of their batteries in the bin with other household rubbish. Only a minority (less than 8%) never get rid of them, take them to a bring bank or recycling centre or put them out for collection.
- Nearly three in four people aged 25 to 44 years and more than 65 years (respectively) have never thought about how they might recycle batteries, in contrast to around two in three people aged 16 to 24 years and 45 to 64 years.
- People aged 45 to 64 years are least likely to think that they have enough storage space to store batteries for recycling.
- Nearly half of people aged 65 years or over believe that batteries are harmless to the environment, whereas less than one in five young people (aged 16 to 24) would agree with this.
- Around a quarter of the oldest group (65 years+) think it takes too much effort to recycle batteries in contrast to younger people (12% think it takes too much effort).
- Older people aged 65 years or more are also most likely to believe that they use too few batteries to bother recycling, that collecting batteries costs the council a lot of money and that recycled batteries end up on landfill anyway. By contrast the youngest respondents hold more positive opinions on these latter two issues.
- Younger people (aged 16 to 24 years) would be most likely to recycle their used batteries if they knew which types could be recycled, they were offered an incentive, they were collected from outside the home, if they could test if the battery was used up, or they had a special storage container.
- In general positive views about measures to encourage recycling of household batteries declines as respondents' ages increase. The younger the respondent, the more they would be inclined to recycle if they received some help.

- Similarly, the younger the respondent, the more enthusiastically they would support promotional options for battery recycling, such as stickers, events, ad and leaflets.
- In promoting information for household battery recycling, more than four in five young people believe that a local authority webpage would be a good communication medium, in contrast to just over half of people aged over 65 years.
- Placing stickers on recycling containers would be a popular promotional tool for all age groups.
- Interestingly, the older the age group, the more likely they would be to consider school educational programmes as a suitable option to promote battery recycling.
- Radio and TV ads would reach marginally more young people (aged 16 to 24) than older people aged over 65 years, but are considered a useful medium by at least four in five people in all age groups.

KEY FINDINGS – BY SOCIO-ECONOMIC GROUP

- Nearly eight out of ten people in socio-economic group D/E throw their used batteries away immediately, in contrast to just over two in three people in socio-economic group C1/C2.
- About one in ten respondents in group C1/C2 would hold onto their used batteries for more than three months, whereas only 2% of group D/E would keep them that long.
- The survey found that people in group D/E are most likely to throw their used batteries in the bin with other household rubbish, but in all socio-economics groups, this was the usual strategy for more than four in five people.
- Nearly three in four respondents in group D/E had never thought about battery recycling before, in comparison to about seven in ten respondents (respectively) in the other social groups.
- Nearly half of respondents in social groups A/B feel guilty if they throw away their used batteries. This declines to 31% among social group D/E.
- People in group C1/C2 are more likely than respondents in other groups to feel that they use too few batteries to bother recycling them.
- Group A/B would find information about how to recycle batteries a stronger incentive than other social groups.
- Group C1/C2 would be marginally more likely than other households to recycle if offered an incentive, such as a money back offer, although in all groups more than seven in ten would respond to rewards.
- Group D/E would be less likely than other groups to recycle used batteries if they were offered collection from outside their homes. Similarly this group would be marginally less likely to recycle if they had a special storage container for used batteries.
- As far as preferences for storage containers go, group A/B are about equally split between small bags and small cardboard boxes, group C1/C2 prefer small cardboard boxes, and the majority of group D/E opted for small bags.

- When asked where they would expect to find information about recycling batteries, group D/E were most likely to look for it from their local council and group A/B was least likely. Group A/B was much more likely to look on the internet than other social groups, but interestingly all groups rated the usefulness of setting up a webpage with recycling information about the same (around three in five people in all groups thought this was useful.) Similarly stickers on recycling collection containers were rated the most useful source of information by all groups.
- Group D/E was more likely to rate launch events with celebrities and promotional activities at places like supermarkets as useful measures for promoting household battery recycling.

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1. INTRODUCTION

This report describes the results of a telephone survey of more than 1500 people living in 12 local authorities in England, Wales, Scotland and Northern Ireland. The research was conducted in September and October 2005 by Market Research UK (mruk), an independent market research organisation.

1.1 Aims and Objectives of the Survey

The key survey objectives were to identify:

- Consumers' typical hoarding and disposal practices for household batteries
- How messages about positive recycling, waste management and environmental considerations could be incorporated into battery design or influence consumers' buying habits
- Consumers' views on the advantages and disadvantages of different recycling schemes
- Consumers' knowledge, understanding and use of existing collection facilities.

1.2 Survey Method and Survey Response

The main survey was conducted by telephone with a random sample of local authority residents. The interview questionnaire was developed specifically for this survey, but it also included three standard WRAP questions to test attitudes to recycling.

The sample was stratified in the first instance by pairing those local authorities with and without battery doorstep recycling schemes.¹ To ensure that the survey was representative, approximate quotas were set to correspond to the latest census data for each area. Following this stratification, random sampling from a commercial database generated names and telephone numbers for each area.

Post-survey weighting was applied to correct for population sub-groups that were either under-represented or over-represented. The specific age breakdowns used as the basis of the up-weighting and down-weighting are shown in Appendix B, and are based on the 2003 mid-Census population projections for England, Northern Ireland, Scotland and Wales.

Table 1.1 below contains the weighted and unweighted sample breakdowns by local authority. Table 1.2 below shows the weighted and unweighted sample breakdowns by key socio-economic and demographic factors.

Appendix A contains the full breakdown of the quotas to be achieved against the sample.

In a second survey, a random sample of 100 respondents in total was interviewed in the street in Sandwell Metropolitan Area and in Cambridge. 50 people were interviewed in each location. The survey was quite short and based on visual material, such as a series of showcards with pictures of batteries and recycling logos and symbols. These results are described in a few sections of this

¹ Those local authorities that were identified as having some type of scheme were Macclesfield, Horsham, Bath and North East Somerset, Swansea, Lanarkshire and North Down. The available information in mid-2005 indicated that South Staffordshire, Lewes, Trowbridge, Powys, Fife and Derry Urban Area either did not have schemes or had only very limited collection facilities.

report and clearly identified as findings from the street survey to distinguish them from the main telephone survey results.

Table 1.1 Comparison of weighted and unweighted sample of respondents, by local authority

Variable		Weighted	Unweighted	Difference	Margin of error
TOTAL SAMPLE		1508*	1508	-3	±2.5
ENGLAND		759	758	-1	±3.6
NORTHWEST / WEST MIDLANDS		258	253	-5	
Macclesfield	Cheshire	138	125	-13	±8.9
South Staffordshire	Staffordshire	120	128	+8	8.8
SOUTHEAST		266	252	-14	
Horsham	West Sussex	135	127	-8	±8.8
Lewes	East Sussex	131	125	-9	±8.9
SOUTHWEST		235	253	+18	
Trowbridge	Wiltshire	125	128	+3	±8.8
Bath and North East Somerset	BANES Unitary Authority	110	125	+15	±8.8
WALES		251	250	-1	±6.3
Powys	Powys	119	125	+6	±8.9
Swansea	Swansea Unitary Authority	132	125	-7	±8.9
SCOTLAND		250	250	-	±6.3
Fife	Fife	122	125	+3	±8.9
Lanarkshire	South Lanarkshire	128	125	-3	±8.9
NORTHERN IRELAND		251	250	-1	±6.3
Derry Urban Area	Derry	132	125	-7	±8.9
North Down	North Down	119	125	+6	±8.9

* In order to maintain whole numbers of people in the tables of weighted data, there has been some rounding. For example, if 11 people are divided across 3 age bands as 3, 4, and 4, the weighted data may produce 2.67, 3.67 and 4.67, and this would be written as 3, 4, 5. Although the actual total of the weighted data is still 11, rounding to produce whole numbers of people will add up to 12. For this reason the rounding up has apparently increased the sample total from 1508 to 1511. However, the real base figure is still 1508. Because the effect is so small, it does not have a bearing on later results.

Table 1.2 Comparison of weighted and unweighted sample of respondents, by socio-economic and demographic characteristics

Variable	Weighted	Unweighted	Difference
TOTAL SAMPLE	1508	1508	-3
Gender *	1508	1508	
Male	636	636	-
Female	875	872	-3
Household type	1394	1335	-59
Adult only	542	374	-168
Family	374	213	-161
Pensioner	477	748	+271
Age *	1450	1371²	-79
16-19	70	15	-55
20-25	191	42	-149
26-44	512	243	-269
45-59	307	397	+90
60-64	136	170	+34
65-69	76	163	+87
70-74	58	124	+66
75-79	54	117	+63
80+	46	100	+54
Ethnicity	1490	1480	-10
White	1484	1474	-10
BME	6	6	-
Socio-economic group	1508	1508	-3
AB	394	349	-45
C1/C2	776	711	-65
DE	341	448	+107

* Age was identified as a key factor in targeting promotional materials; therefore the sample has been weighted by age so that the distribution of ages equivalent to the UK population. Older people were oversampled for the survey, and the numbers have been adjusted according to the proportions shown in Appendix B. When the data is weighted by age, other variables will also change if there was an above average distribution within the sample. For example, the original (unweighted) sample was slightly biased towards older men, so the gender distribution of the weighted data reflects the fact that relatively more females responded to the survey overall.

1.3 Accuracy of the Survey Results

The overall response to the fieldwork was 1508 completed interviews, across 12 local authority areas. When the results are weighted, the rounding up error shows a total of 1511, which is explained in Table 1.1 above.

² Out of the total 1508 interviewed, 137 refused to give their age. This group was distributed proportionately among the local authorities by use of the population and weighting variables shown in Table 1.1 and Appendix B.

If the survey results were to be grossed up to represent the population as a whole, they would be accurate to within $\pm 2.5\%$ sampling error at the 95% confidence limit, which is well within the acceptable threshold for accuracy accepted by the ODPM for surveys of this type. Table 1.1 (above) shows the margin of error when analysed by the samples for England and the devolved administrations, and by individual local authority.

1.4 Notes to the Tables and Figures

In the tables, the baseline numbers of responses on which the percentages are based are shown. Percentages are rounded to the nearest whole number, and for this reason may not in all cases add exactly to 100. In some Figures totals do not add to 100 where responses to a number of questions are shown or where more than one response was possible to a single question. In general, we have excluded those who have replied 'Don't know' or 'Not stated', so the baseline numbers may vary from the total baseline response of respondents.

1.5 Contents of the Report

Sections 2 to 9 of this report present the results of the questions in the survey. Each section contains both a written commentary and graphical representation of the survey results. Where appropriate, results are broken down by country (or devolved administration), local authority and in some cases by age band and SEG.

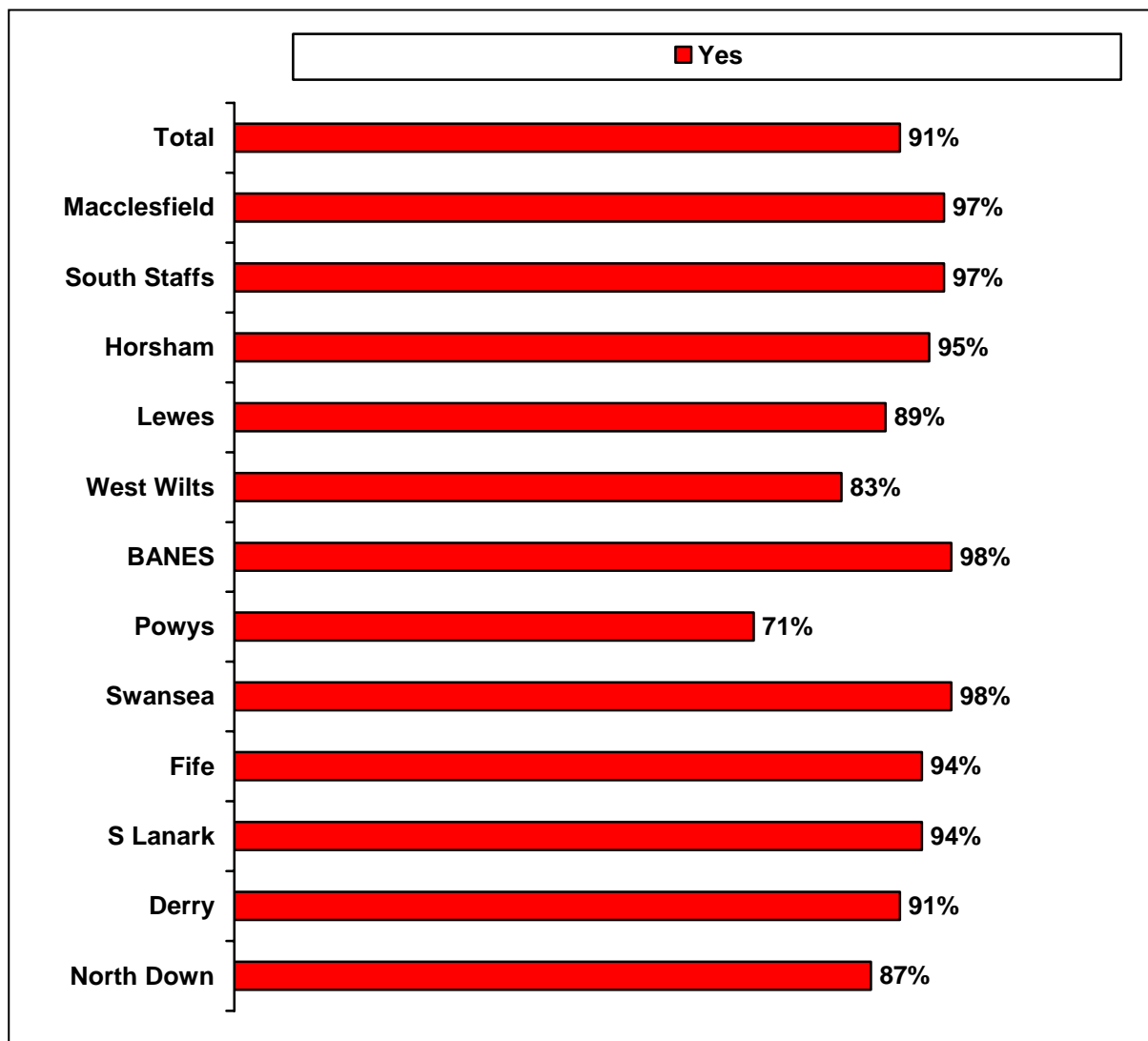
Appendix A contains the full sample quotas, Appendix B contains the weighting criteria, and Appendix C contains the statistical significance for key survey questions. The questionnaires used in the survey are in Appendix D. The detailed tabulations have been issued as separate documents.

1.6 Acknowledgements

mruk would like to thank Chris Davey, Fridey Cordingley, Rita Patel, Julian Parfitt and Janis Sorrell for their contributions to the setup and coordination of the survey at WRAP, and for providing an opportunity to learn so much about battery use and disposal.

2. Current experience of recycling

Figure 1: (Q2) Does the local council offer a recycling collection service that uses special containers?

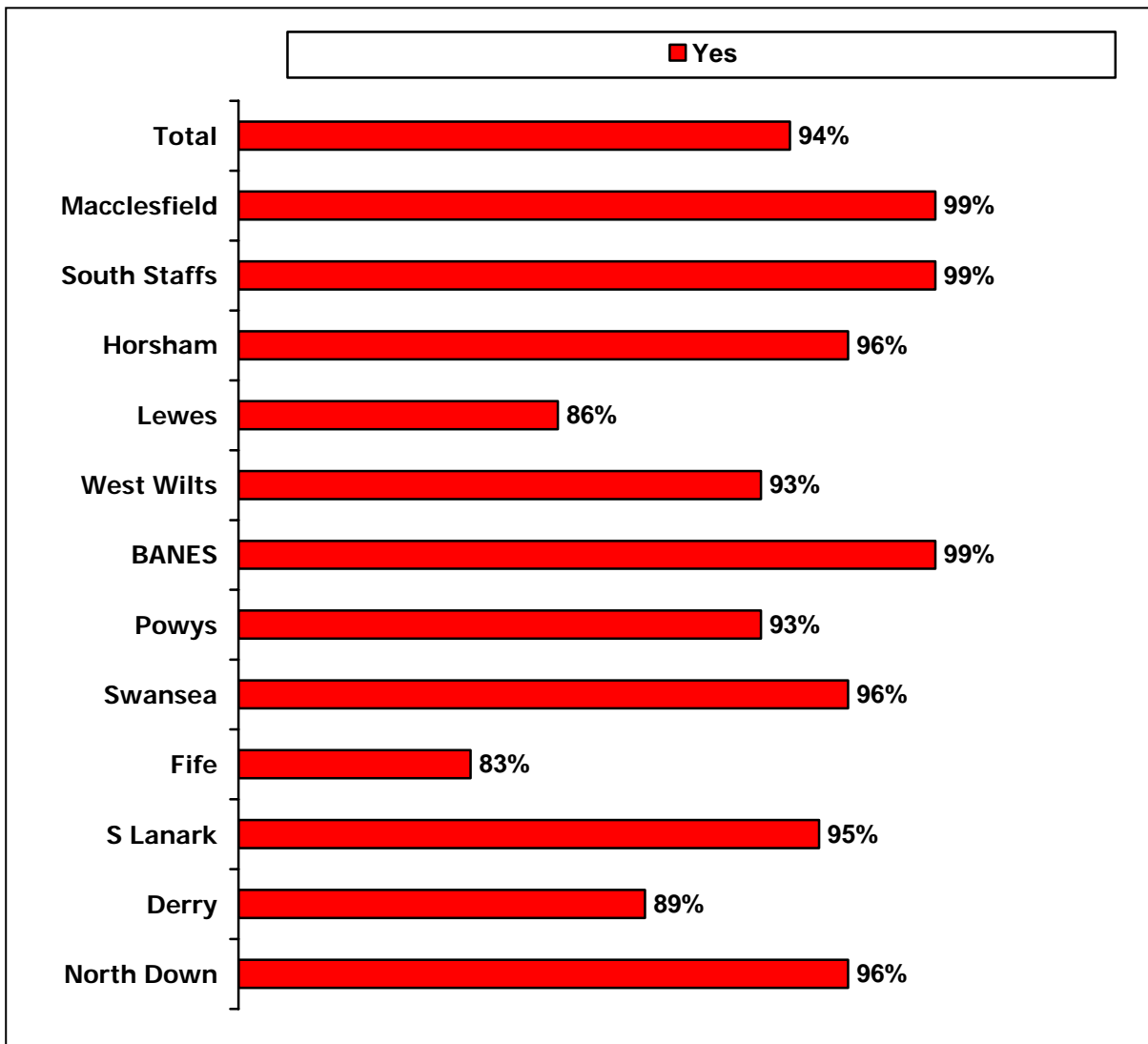


Base = 1501

Figure 1 shows that, with the exception of Powys and West Wiltshire, around nine in ten people believe that their local authority offers a recycling collection service using special containers, such as bins, bags or other receptacles.

Residents in Powys are least likely to be aware of this (71% said there was such a service), in contrast to 98% (respectively) of residents in Bath and North East Somerset (BANES) and Swansea councils.

Figure 2 (Q3) Do you ever use this recycling collection service?

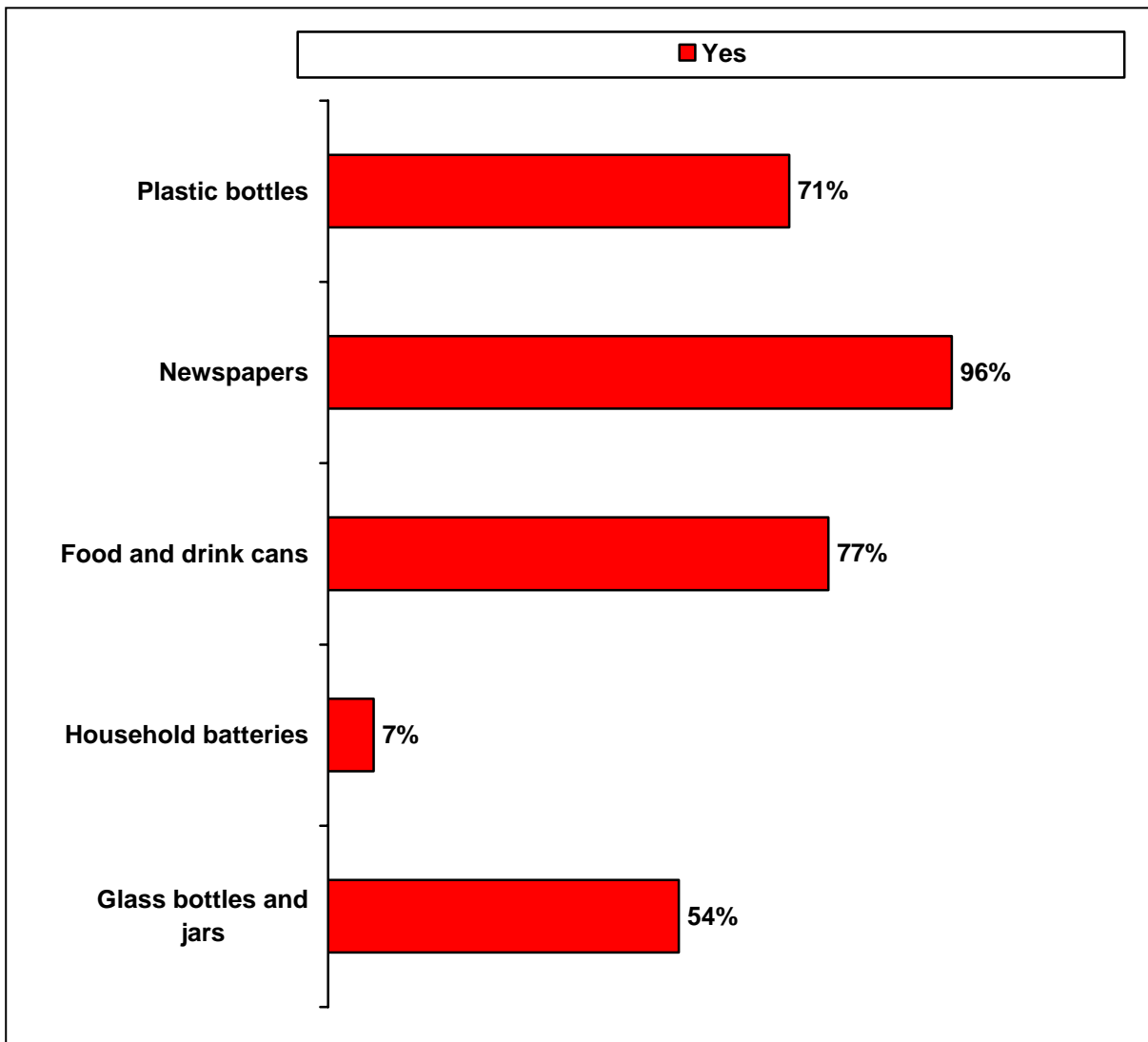


Base = 1370 (All respondents who said yes to Q.2)

Those respondents who agreed that they had a recycling collection service were then asked if they used it. As shown in Figure 2, more than four in five people said they did use it – ranging from 83% in Fife to 99%³ in Macclesfield, South Staffs and BANES.

³ The figure of 99% is at the upper limit of the margin of error at the 95% confidence level. See Appendix C

Figure 3 (Q4) Which of these items does your council collect for recycling from outside your home?



Base = 1284 (All respondents who said yes to Q.2)

Recycling collection services were most likely to pick up newspapers. Nearly all respondents (96%) specified newspapers, in contrast to the minority of 7% who stated that their council had a special collection service for household batteries.

Figure 4 (overleaf) shows how much access to battery collection services varies. More than one in four BANES' residents (27%) stated that their council provided a collection service for batteries, in comparison to 2%⁴ of residents in Lewes.

⁴ The figure of 2% is at the lower limit of the margin of error at the 95% confidence level. See Appendix C

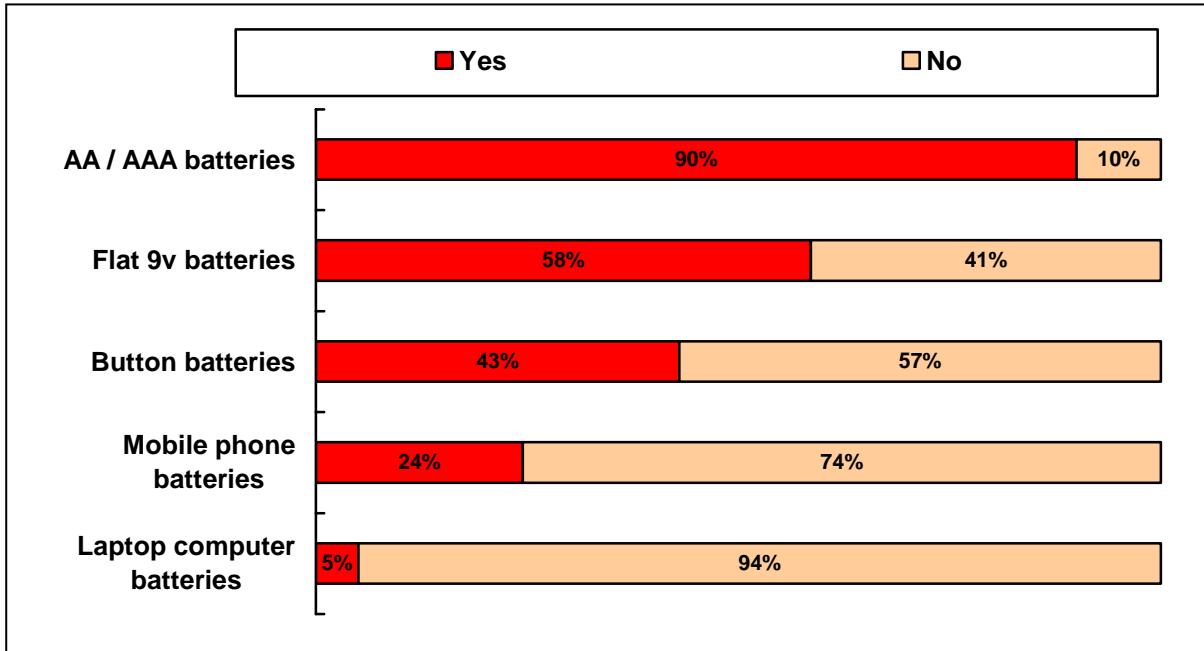
Figure 4 (Q4) Which of these items does your council collect for recycling from outside your home, by local authority

	Total	Mac	South Staffs	Horsham	Lewes	West Wilts	BANES	Powys	Swan-sea	Fife	South Lanark	Derry	North Down
Plastic bottles	71%	35%	93%	93%	89%	34%	84%	86%	58%	21%	89%	85%	84%
Newspaper	96%	95%	94%	96%	99%	95%	100%	97%	100%	93%	96%	96%	91%
Food and drink cans	77%	84%	88%	86%	74%	85%	94%	83%	86%	13%	62%	82%	74%
Household batteries	7%	5%	11%	8%	2%	7%	27%	4%	2%	3%	7%	3%	11%
Glass bottles / jars	54%	85%	82%	38%	38%	87%	79%	44%	74%	15%	47%	17%	30%
Don't know	1%	-	-	-	-	1%	-	-	-	-	-	-	5%

Base = 1284 (All respondents who said yes to Q.2)

3. Current battery consumption

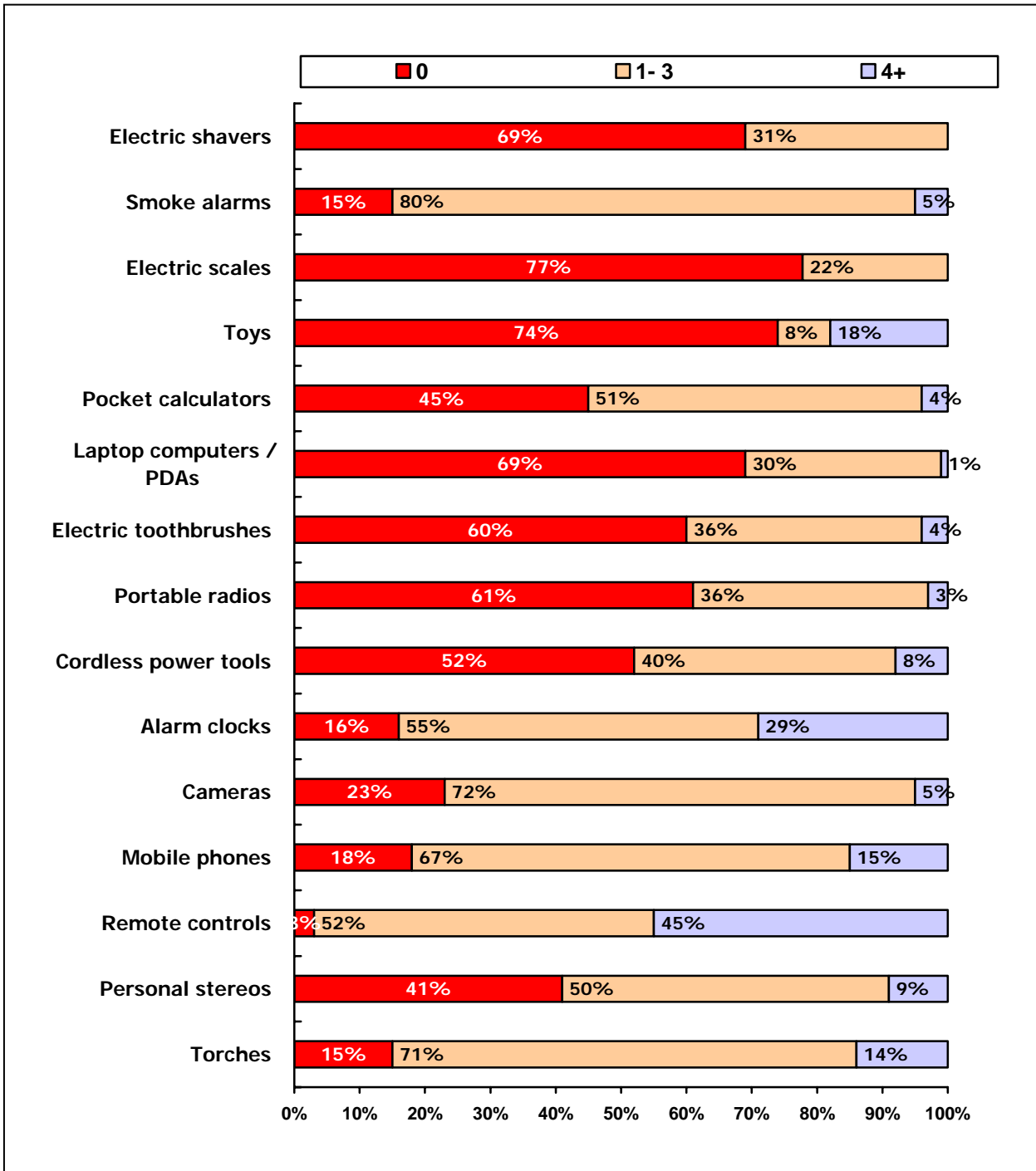
Figure 5: Does respondent buy...



Base = 100 respondents (street survey only)

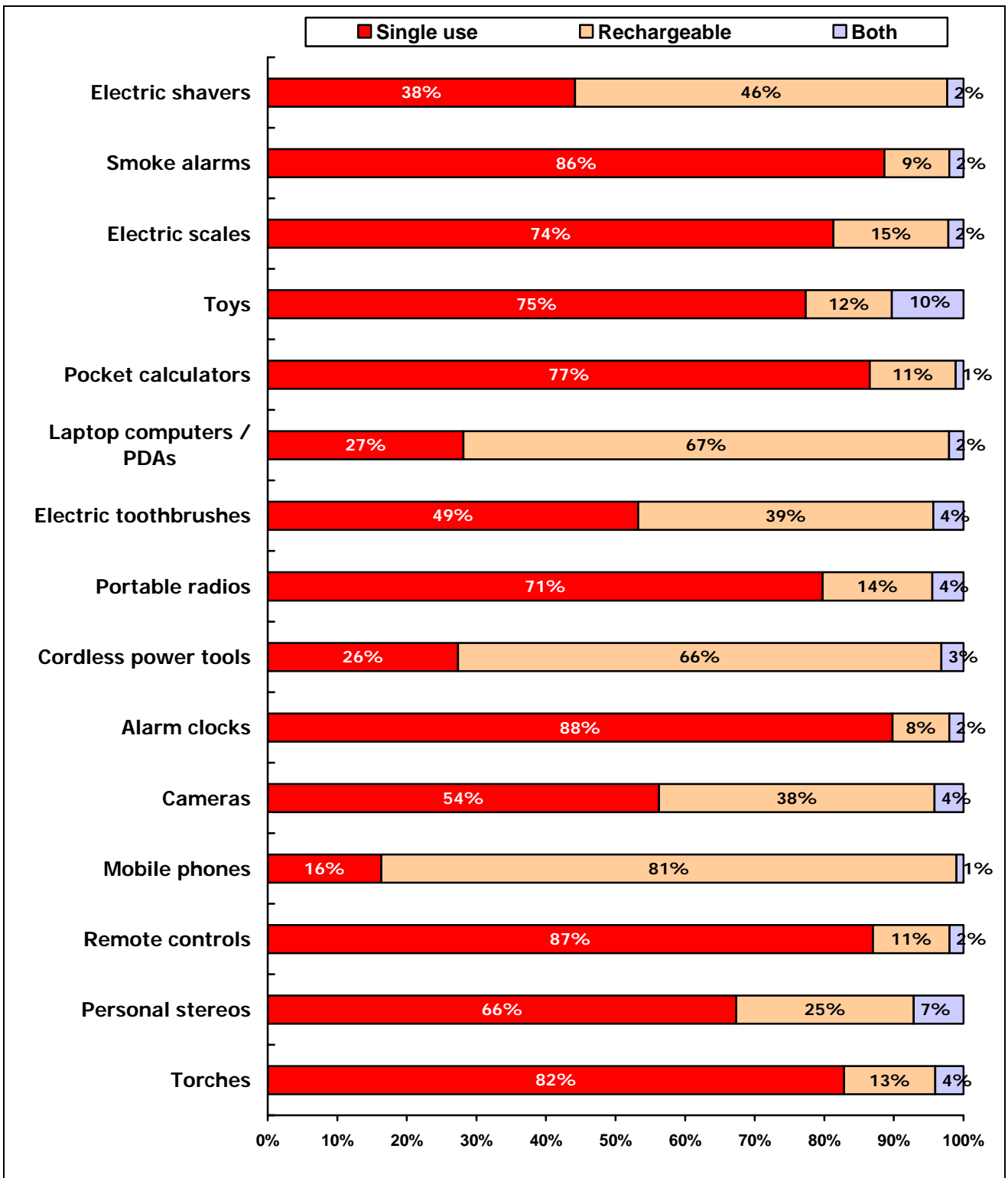
When shown photos of different types of battery in the street surveys of 100 people in Sandwell and Cambridge, not surprisingly, nine in ten people identified AA / AAA batteries as a type of battery they normally purchase. Around a quarter of respondents were able to identify a mobile phone battery as a type of battery they would buy.

Figure 6 (Q5) How many of these items do you have in your household that use batteries?



Base= 1508

Figure 7 (Q6) What type of battery do you use for each item?



Base= variable (All who use batteries for specific items owned in Figure 5)

Figures 6 and 7 illustrate the level of ownership of different household appliances that use batteries and the comparative level of use of single use and rechargeable batteries.

People were least likely to have any toys, electric scales, laptop computers / PDAs or electric shavers that require batteries. It should be noted, however, that 13% of respondents said that they had six or more toys that required batteries, indicating that households are likely either to have no battery-operated toys or to have lots of these toys.

Four in five households have between one and three smoke alarms, followed in order of frequency by cameras, torches, mobile phones and alarm clocks.

Single use batteries are most likely to be used for alarm clocks, remote controls, smoke alarms and torches. As expected, respondents were most likely to use rechargeable batteries or docking stations for mobile phones, laptops / PDAs and cordless power tools.

In addition to the items listed in Figure 6, respondents also said that they own these common household items that require batteries:

- Cordless telephone (4 people)
- Doorbell (11 people)
- Carbon monoxide tester (3 people)
- Metal detector (1 person)
- Heating back-up (1 person)
- Camping lights (3 people)
- Hair / nose clippers (2 people)
- Portable vacuum cleaner (1 person)
- Alarm (3 people)
- Fan (2 people)
- Watch (2 people)
- Hearing aid (1 person)

Respondents were asked to estimate how many used or part-used batteries they had in their home at the time of the telephone interview. Figure 8 overleaf shows that less than half of respondents said they didn't have any, but that around a quarter (28%) had between one and six used or part-used batteries, and 21% (or around one in five people) had ten or more used / part-used batteries.

When analysed by country, Figure 9 shows that 45%⁵ of English residents had disposed of all their batteries, in contrast to only 38% of Northern Ireland residents.

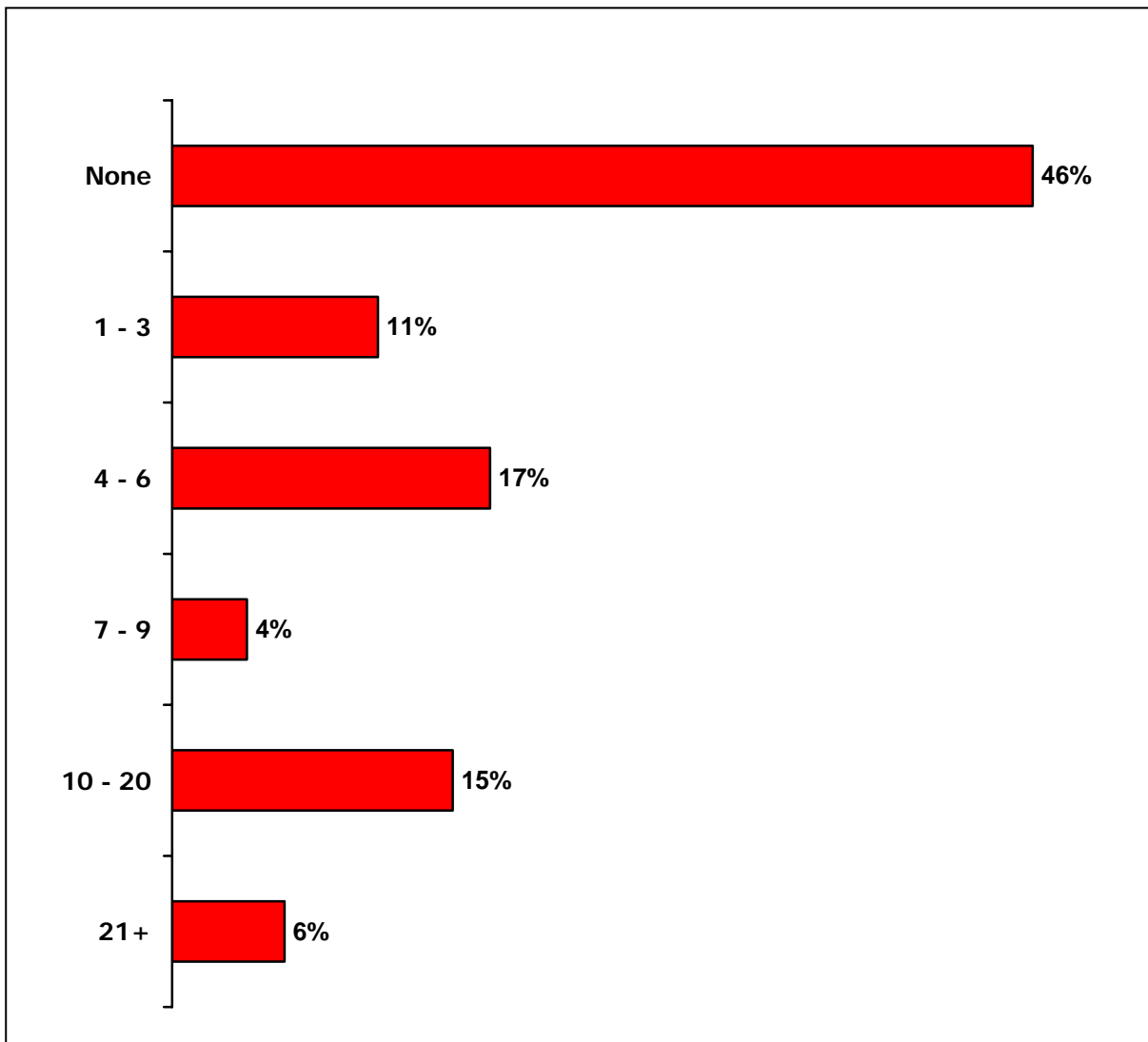
Nearly half of all BANES respondents (48%)⁶ had disposed of all their batteries, in comparison to only 37% of residents in the neighbouring local authority of West Wiltshire.

At the other end of the scale, 20% of BANES respondents and 37% of West Wiltshire respondents had ten or more used batteries in their home at the time of the interviews.

⁵ The figure of 45% is within the 7% margin of error at the 95% confidence level. See Appendix C

⁶ The figure of 48% is within the 7% margin of error at the 95% confidence level. See Appendix C

Figure 8 (Q7) How many used or part-used batteries do you have in your home right now (by number)?



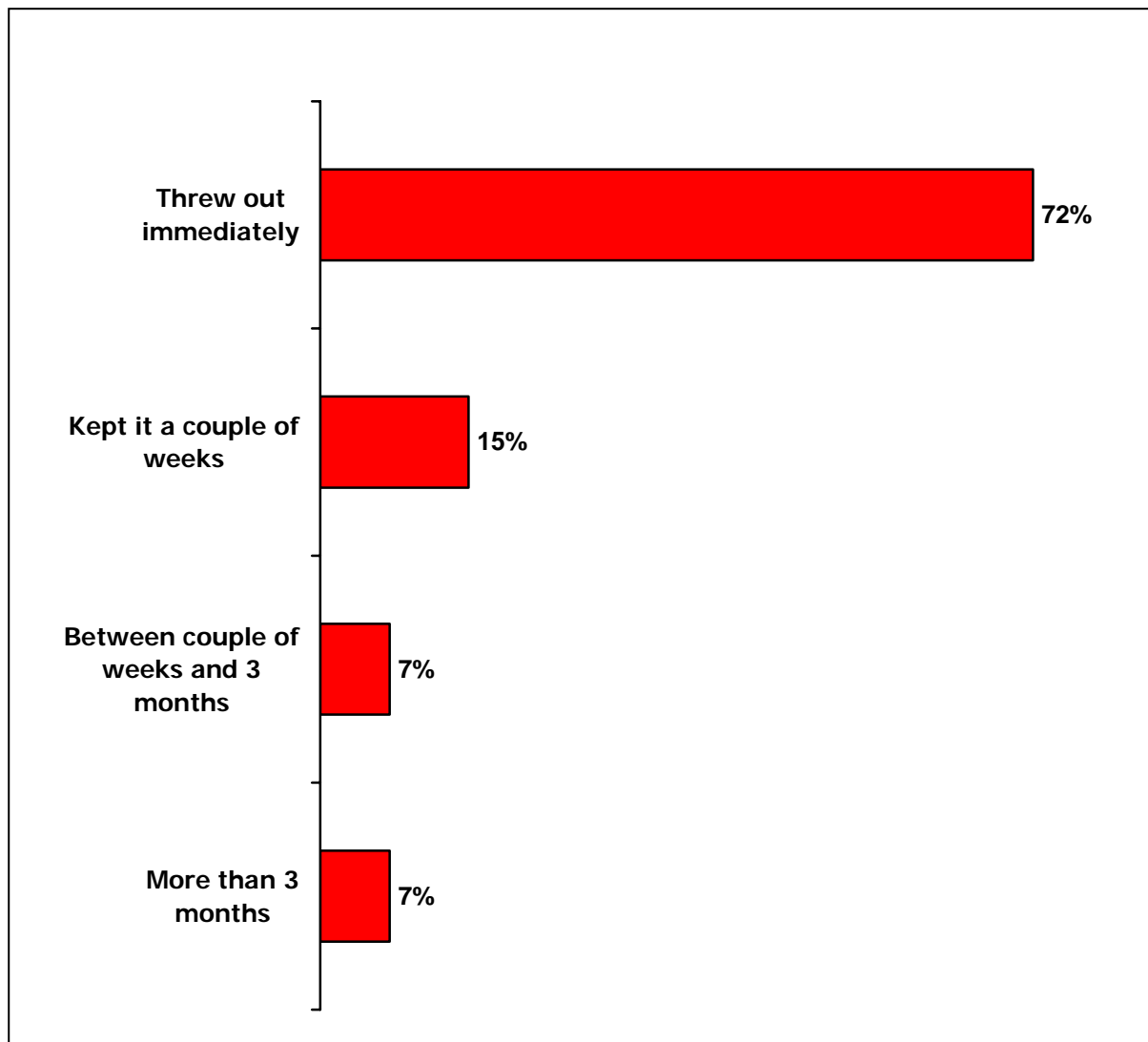
Base = 1367

Figure 9 (Q7) How many used or part-used batteries do you have in your home right now?

	Total	England	Wales	Scotland	Northern Ireland		BANES	West Wilts
<i>Number of respondents</i>	1367	705	241	208	213		98	115
None	46%	45%	53%	49%	38%		48%	37%
1 - 3	11%	13%	5%	11%	9%		12%	16%
4 - 6	17%	16%	22%	19%	17%		20%	7%
7 - 9	4%	4%	1%	3%	10%		-	3%
10 - 20	15%	14%	17%	12%	19%		9%	24%
21 +	6%	8%	2%	6%	7%		11%	13%

4. Current hoarding and disposal practices

Figure 10 (Q8) How long did you keep the last battery you threw out before you disposed of it?



Base = 1423

When asked to recall how soon they disposed of their last used battery, around three out of four people (72%) said that they had thrown it out immediately, and only 7% of respondents admitted to holding onto batteries for more than three months.

We also analysed these results by country and by age band. The results show that people in England are more likely than elsewhere in the UK to throw household batteries away immediately; nearly three in four do so, in contrast to 67% of Welsh respondents⁷.

⁷ The figures of 74% and 67% are within the 6% margin of error at the 95% confidence interval. See Appendix C

Around three in four respondents in both BANES and West Wiltshire said that they would throw their batteries away immediately, and in both local authorities, only a small minority kept used batteries for more than three months.

Figure 11 (Q8) How long did you keep the last battery you threw out before you disposed of it, by country and local authority?

	Total	England	Wales	Scotland	Northern Ireland		BANES	West Wilts
<i>Number of respondents</i>	1423	701	241	237	244		101	118
Threw it out immediately	72%	74%	67%	73%	68%		75%	78%
Kept it a couple of weeks	15%	13%	15%	14%	20%		13%	9%
Kept it couple of weeks to three months	7%	9%	6%	4%	5%		5%	10%
Kept it more than three months	7%	4%	12%	8%	6%		8%	3%

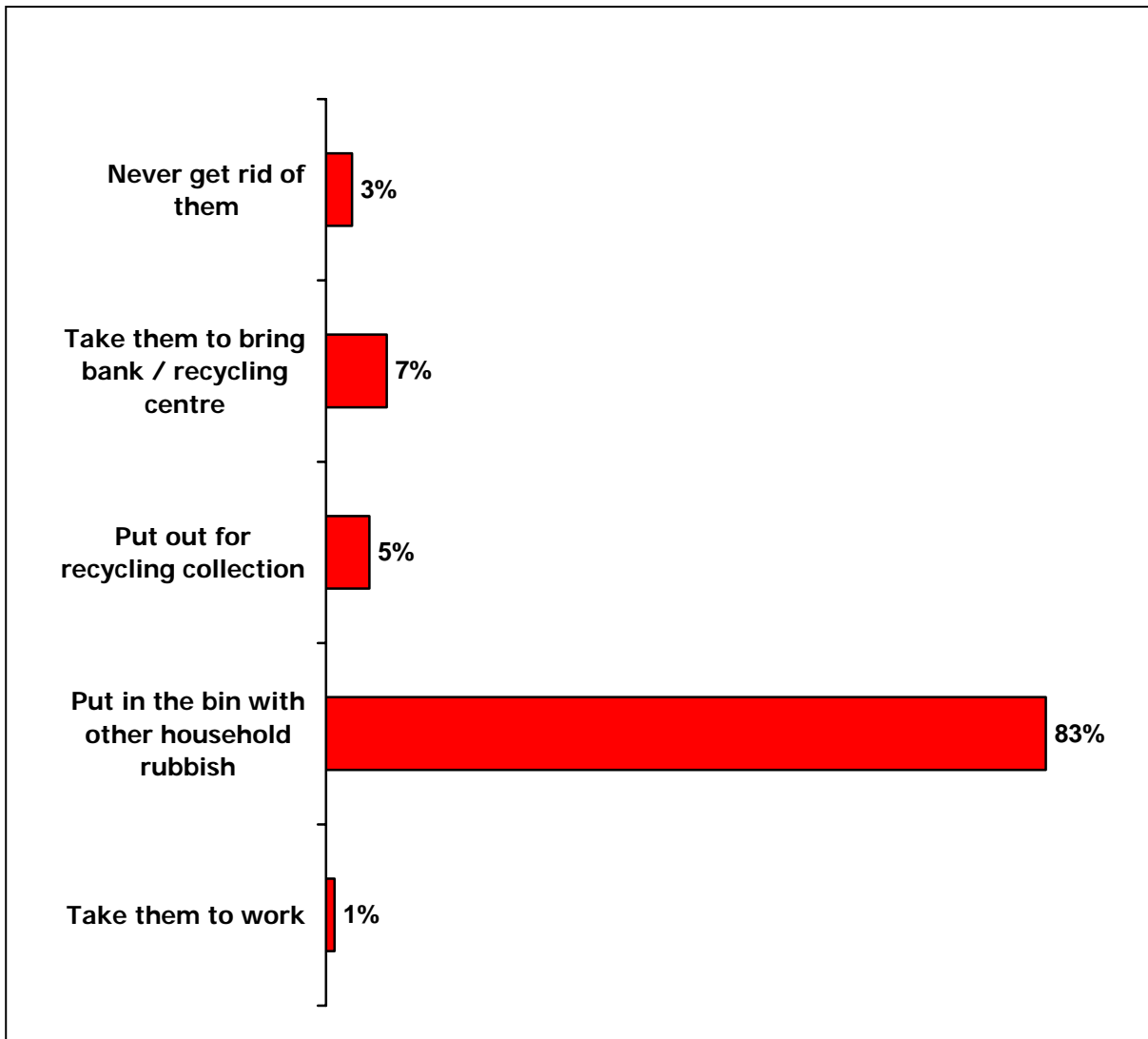
Figure 12 (Q8) How long did you keep the last battery you threw out before you disposed of it?, by age

	Total	16 – 24	25 – 44	45 – 64	65+
<i>Number of respondents</i>	1423	224	512	417	270
Threw it out immediately	72%	48%	74%	75%	83%
Kept it a couple of weeks	15%	30%	12%	12%	9%
Kept it couple of weeks to three months	7%	10%	8%	7%	4%
Kept it more than three months	7%	12%	6%	6%	3%

When analysed by age band, respondents aged 65 years or over were most likely to throw their used batteries out immediately (more than four in five people did so). Only about half (48%) of younger people aged 16 to 24 years would throw their batteries out immediately, and nearly one in three younger people would keep them for at least a couple of weeks. Younger people were also more likely than other age groups to hold onto used batteries for more than three months.

Because the average for 'threw it out immediately' is 72%, the results for both young people (48%) and those aged 65 years+ (83%) fall outside the expected range of values at the 5% level, which makes these relationships statistically significant.

Figure 13 (Q9) What do you do with your batteries when you want to get rid of them?



Base = 1487

Overall, 83% of respondents put their batteries in the bin with other household rubbish, and only 5% put them out for collection by a recycling service.

A minority of 7% take used household batteries to a bring bank or recycling centre and 3% of respondents stated that they never get rid of them. In England, only 6% of respondents overall put their used batteries out for collection from their home, and four in five people currently put them in the normal rubbish bin.

Figure 14 shows that 18% of BANES residents put out their batteries for recycling, in contrast to 4% of West Wiltshire residents. Most West Wiltshire residents put their batteries out with the household rubbish (86%).⁸ More than four in five residents in all other local authorities throw out their used batteries, with the exception of BANES, where two in three people (66%) said they put their batteries in the normal rubbish bin.

Figure 15 demonstrates that there is little difference in behaviour when disposal practices are analysed by age band. In all age bands, more than four in five people throw household batteries away with other household rubbish.⁹

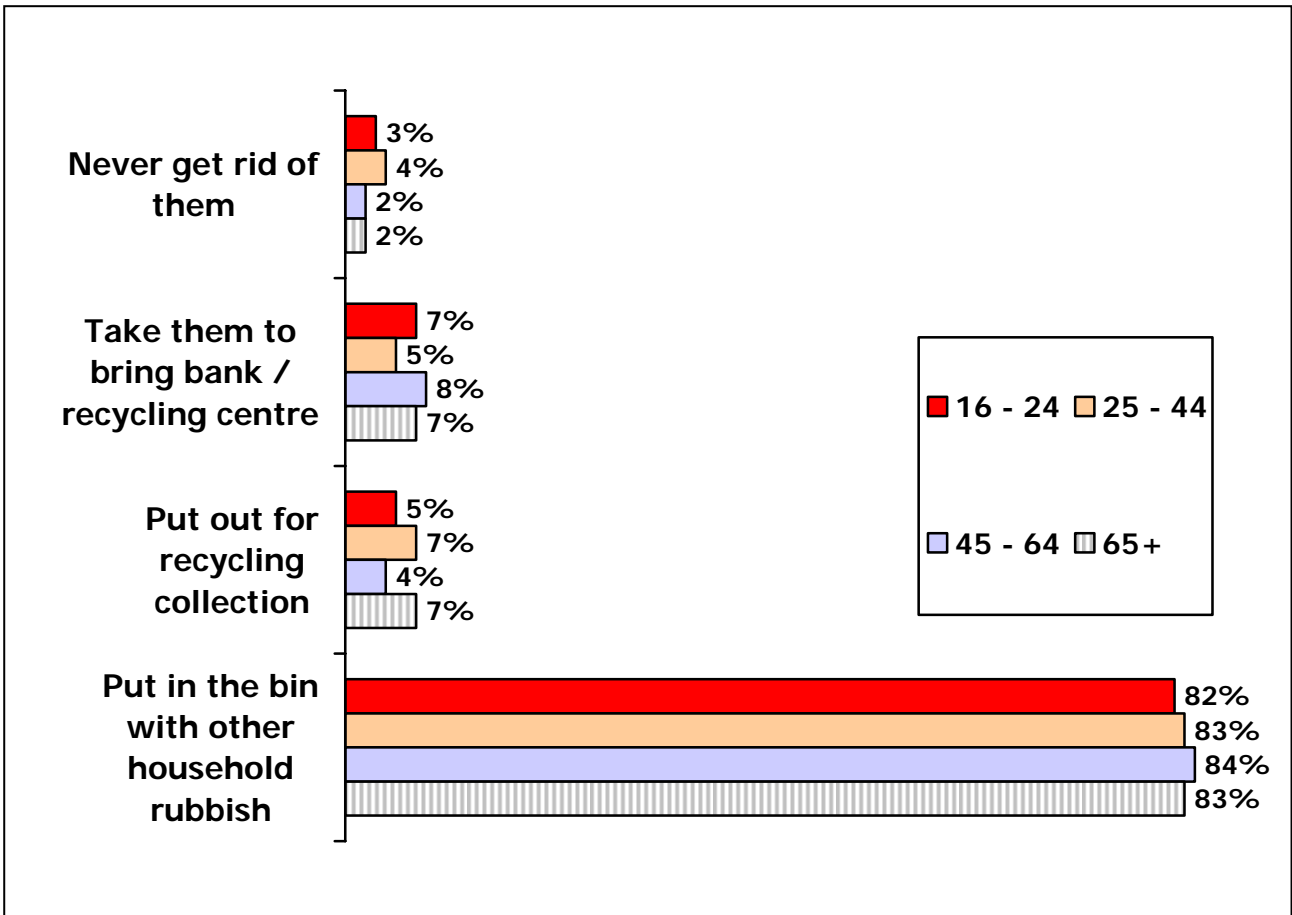
Figure 14 (Q9) What do you do with your batteries when you want to get rid of them?

	Total	England	Wales	Scotland	Northern Ireland		BANES	West Wilts
<i>Number of respondents</i>	1487	745	250	244	248		108	125
Never get rid of them	3%	2%	0%	3%	8%		2%	0%
Take to bring bank / recycling centre	7%	8%	4%	6%	8%		11%	4%
Recycling collection	5%	6%	3%	5%	4%		18%	4%
Put in the household rubbish bin	83%	80%	92%	86%	80%		66%	86%
Take to work	1%	2%	0%	0%	-		-	4%

⁸ The figure of 86% is within the 5% margin of error at the 95% confidence interval. See Appendix C

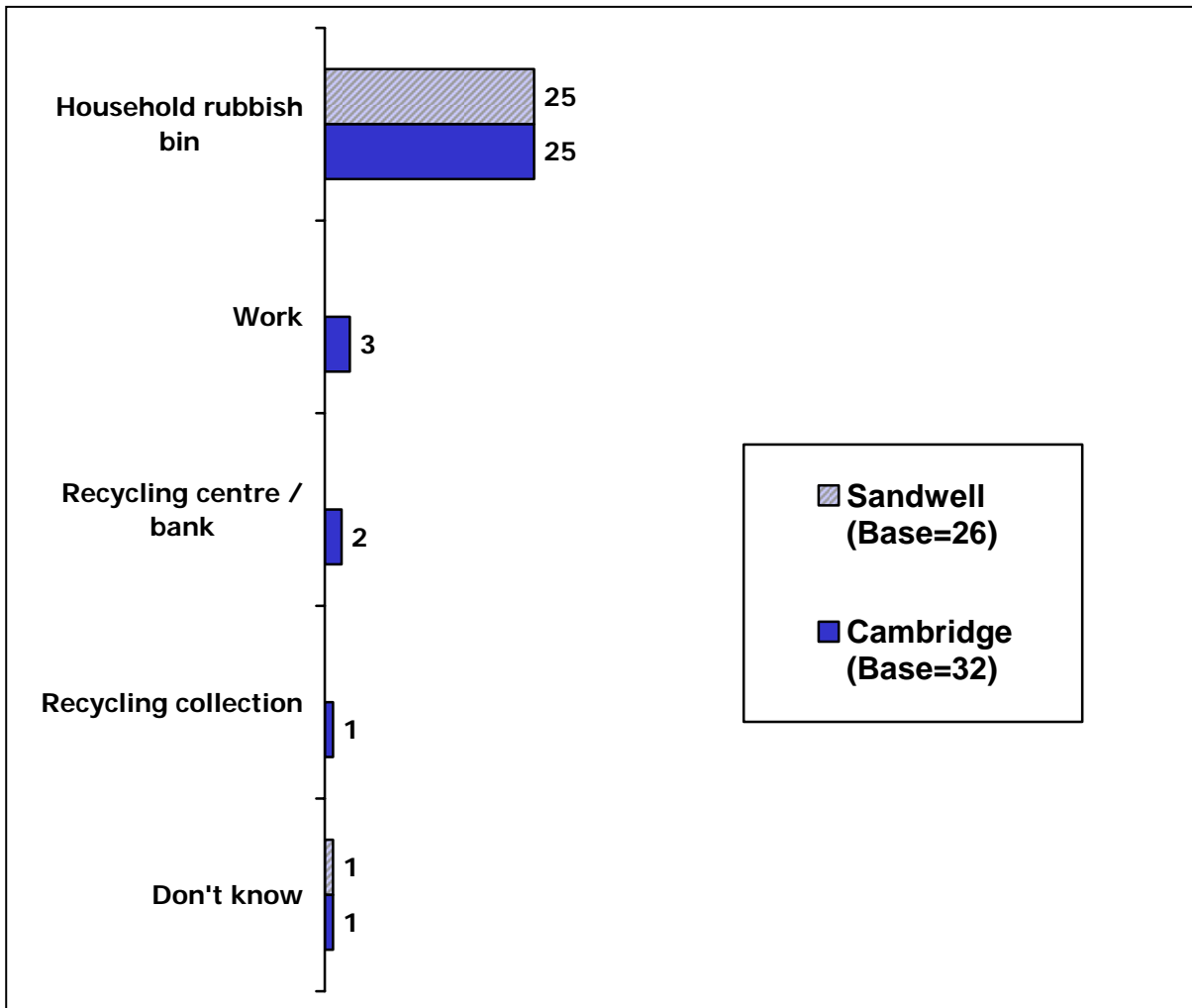
⁹ The range of 84% to 82% when analysed by age band is within the 5% margin of error at the 95% confidence interval. See Appendix C

Figure 15 (Q9) What do you do with your batteries when you want to get rid of them, by age band



Base: 16-24 = 225, 25-44 = 535, 45-64 = 436, 65+ = 292

Figure 16: How respondents dispose of AA / AAA batteries (street survey)

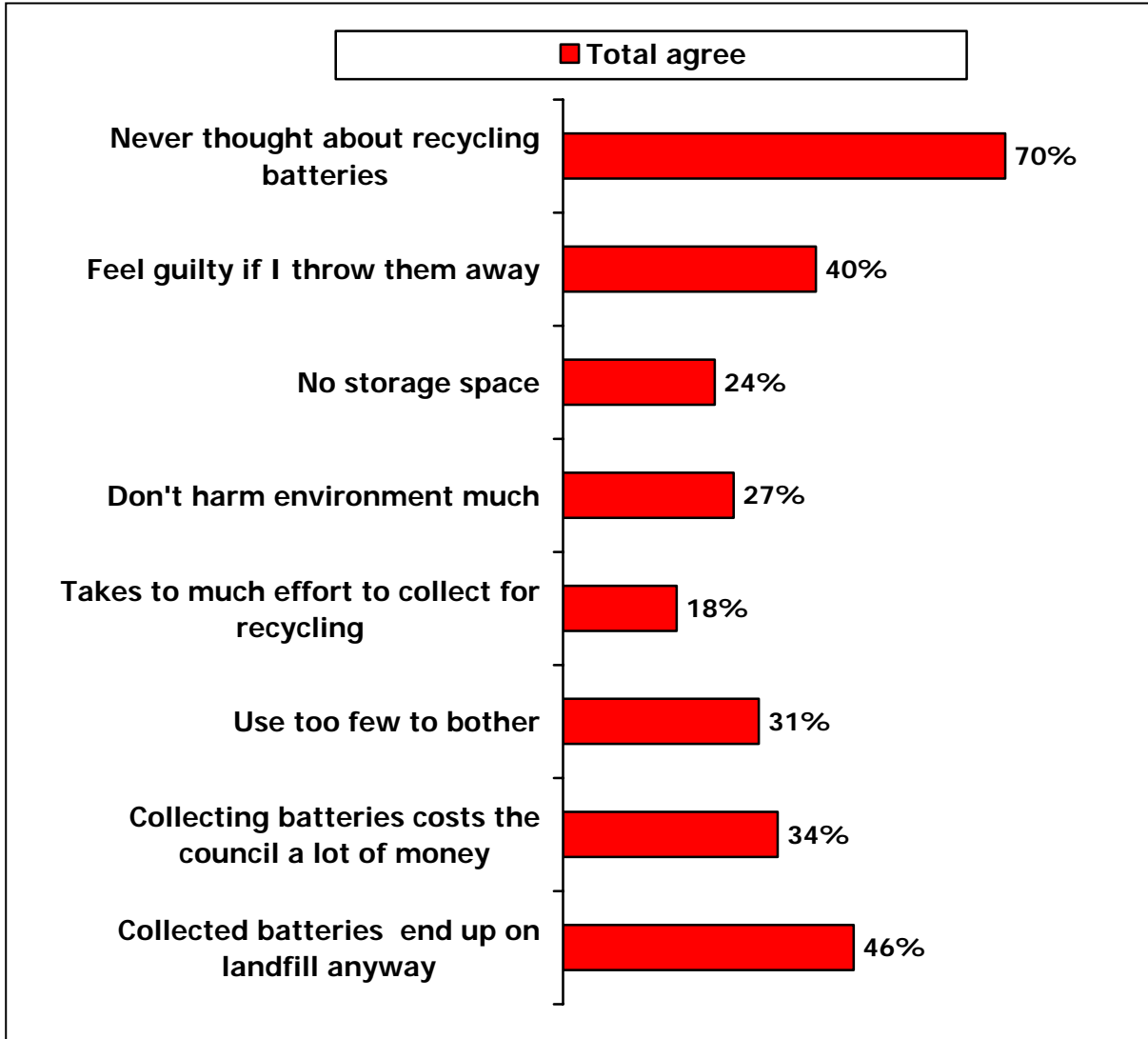


Base = 58 respondents (those who buy and use AA / AAA batteries) Absolute values given not percentages (street survey only)

The street surveys in Sandwell and Cambridge confirmed typical battery disposal behaviour. All but one person in Sandwell throws their used AA/AAA batteries away, as do most Cambridge residents. However, a tiny minority said that they take batteries to work for recycling or use some type of recycling scheme.

5. Current opinions on battery recycling

Figure 17 (Q10) Opinions on recycling household batteries, by total in agreement



Base = 1482

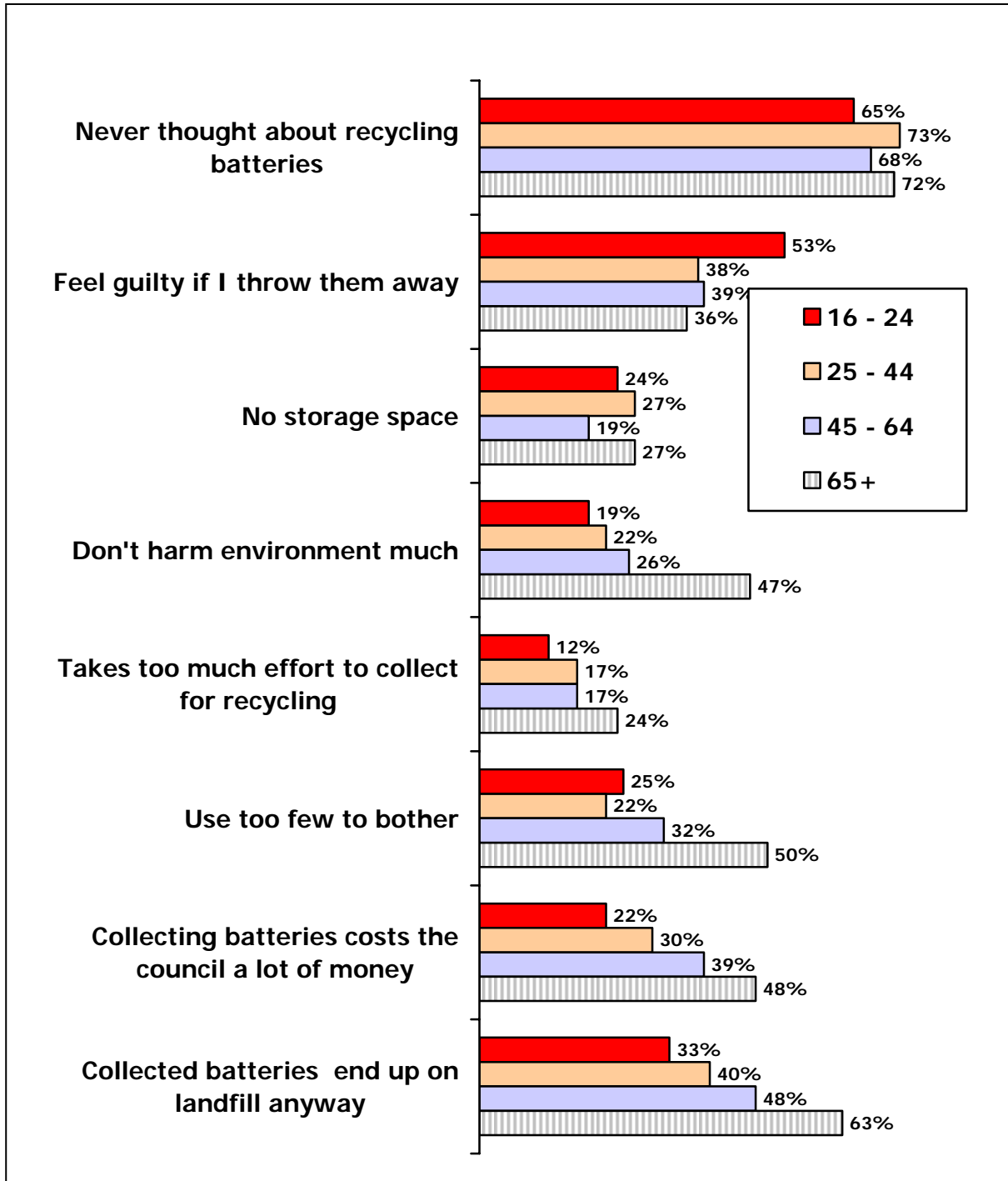
The survey wished to identify key factors that might influence battery disposal behaviour. The most important factor is a lack of awareness of the options for recycling batteries. Seven in ten people had never thought about it before. This was followed by 46% of respondents who felt that it was a waste of time because batteries collected for recycling end up on landfill anyway.

Two in three people thought that battery recycling was expensive for local authorities, and two in five people admitted to feeling guilty when they threw away household batteries.

When analysed by age band (Figure 18), there were interesting differences in response. More than half of younger people aged 16 to 24 years feel guilty when they throw away used batteries. Guilty

feelings decline as age increases, so that this feeling is shared by only 36%¹⁰ of respondents aged 65 years or more. Similarly, nearly half of older people (65+ years) believe that household battery disposal doesn't do much harm to the environment, in contrast to 19% of the youngest age group.

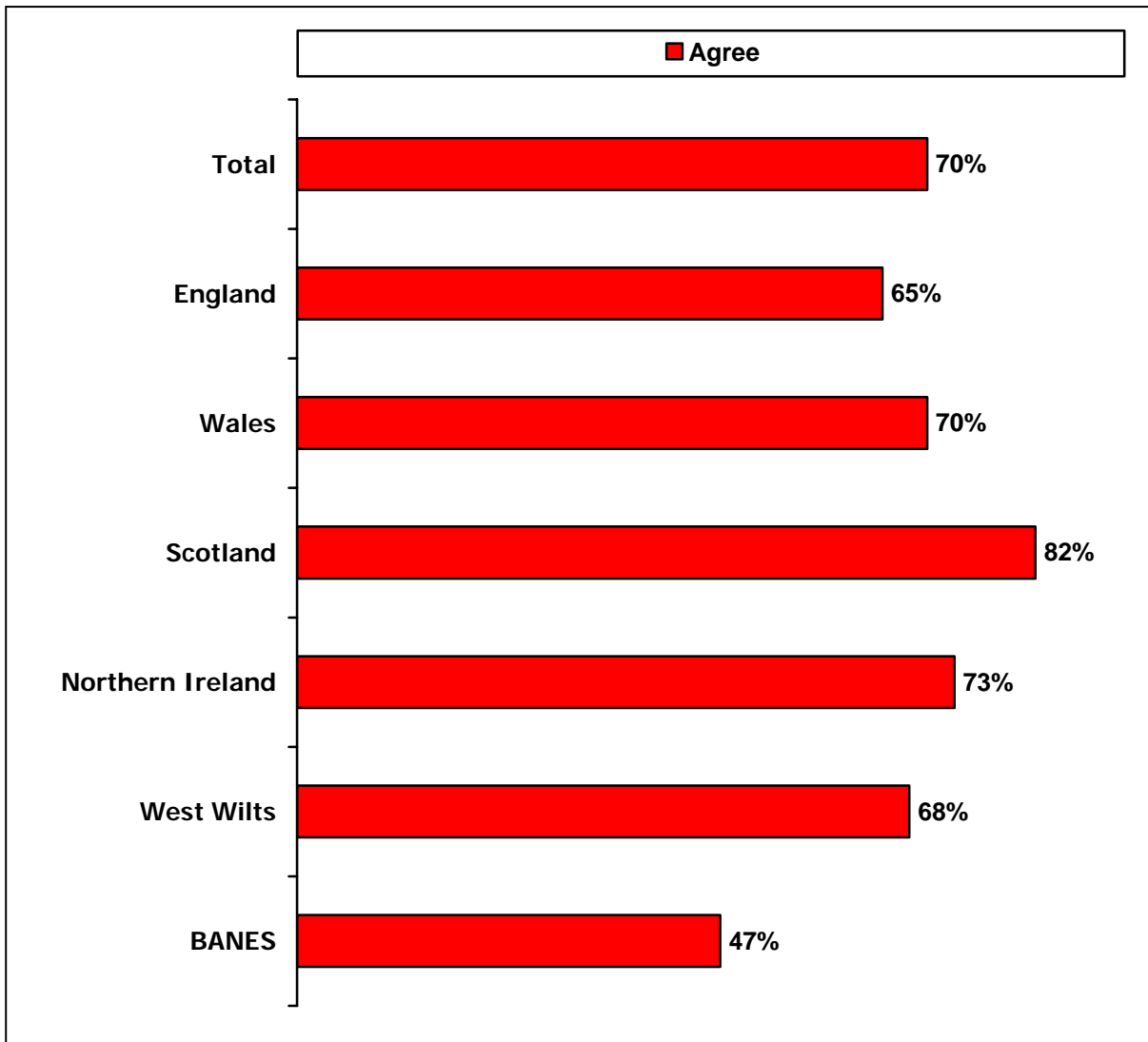
Figure 18 (Q10) Opinions on recycling household batteries, by total in agreement and by age band



Base varies

¹⁰ The figure of 36% is within the 6% margin of error at the 95% confidence interval. See Appendix C

Figure 19 (Q10) I have never really thought about recycling household batteries

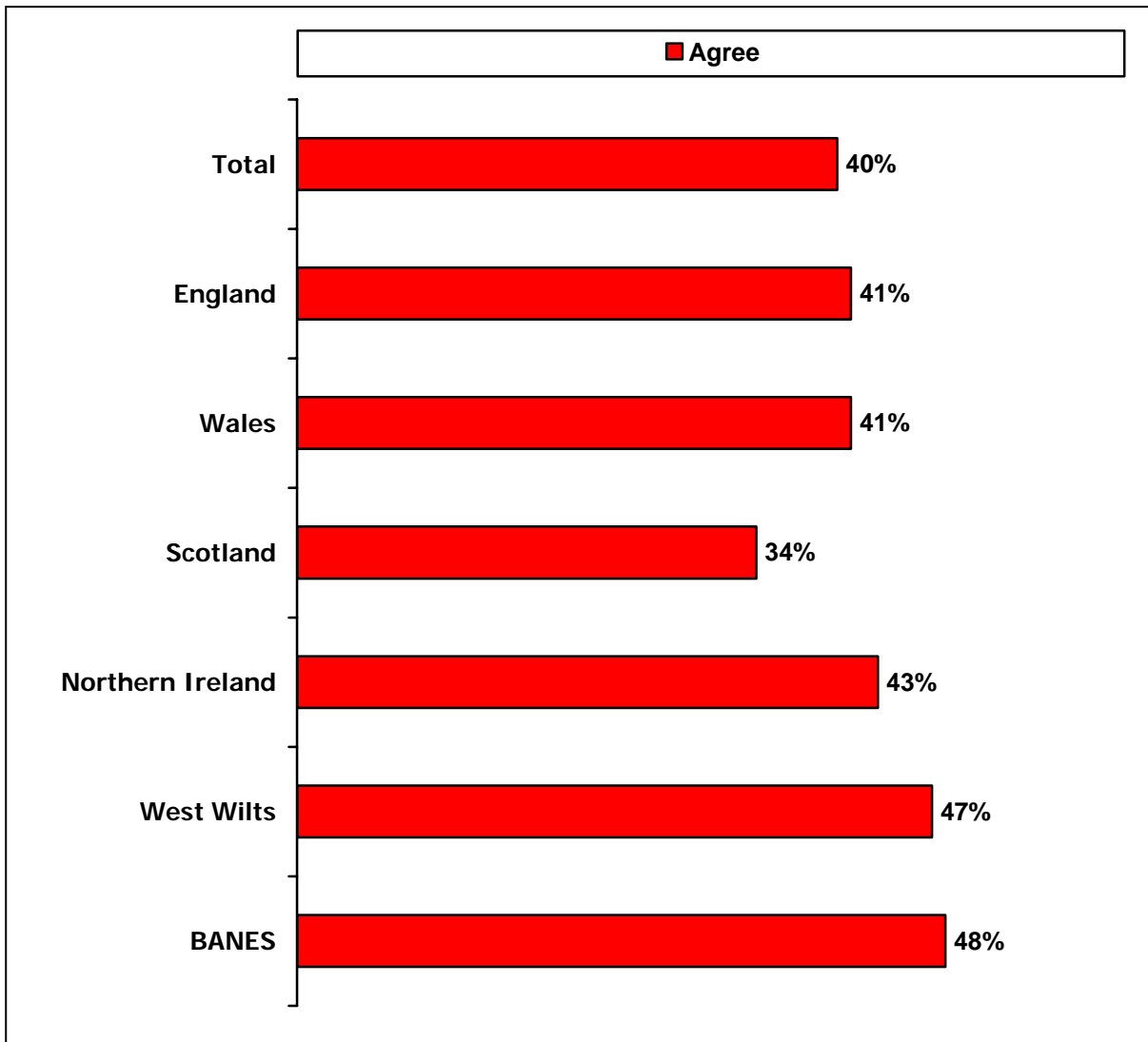


Base: Total=1482, England=738, Wales=249, Scotland=246, NI=249, WW=121, BANES=107

When analysed by country, about two in three (65%) English respondents had never thought about recycling their household batteries before, in comparison with 82% of Scottish respondents.

In BANES where there is a history of household battery recycling activity, just less than half of residents have never thought about recycling household batteries, which contrasts with more than two out of three West Wiltshire residents.

Figure 20 (Q10) I feel guilty if I throw household batteries away and don't recycle them

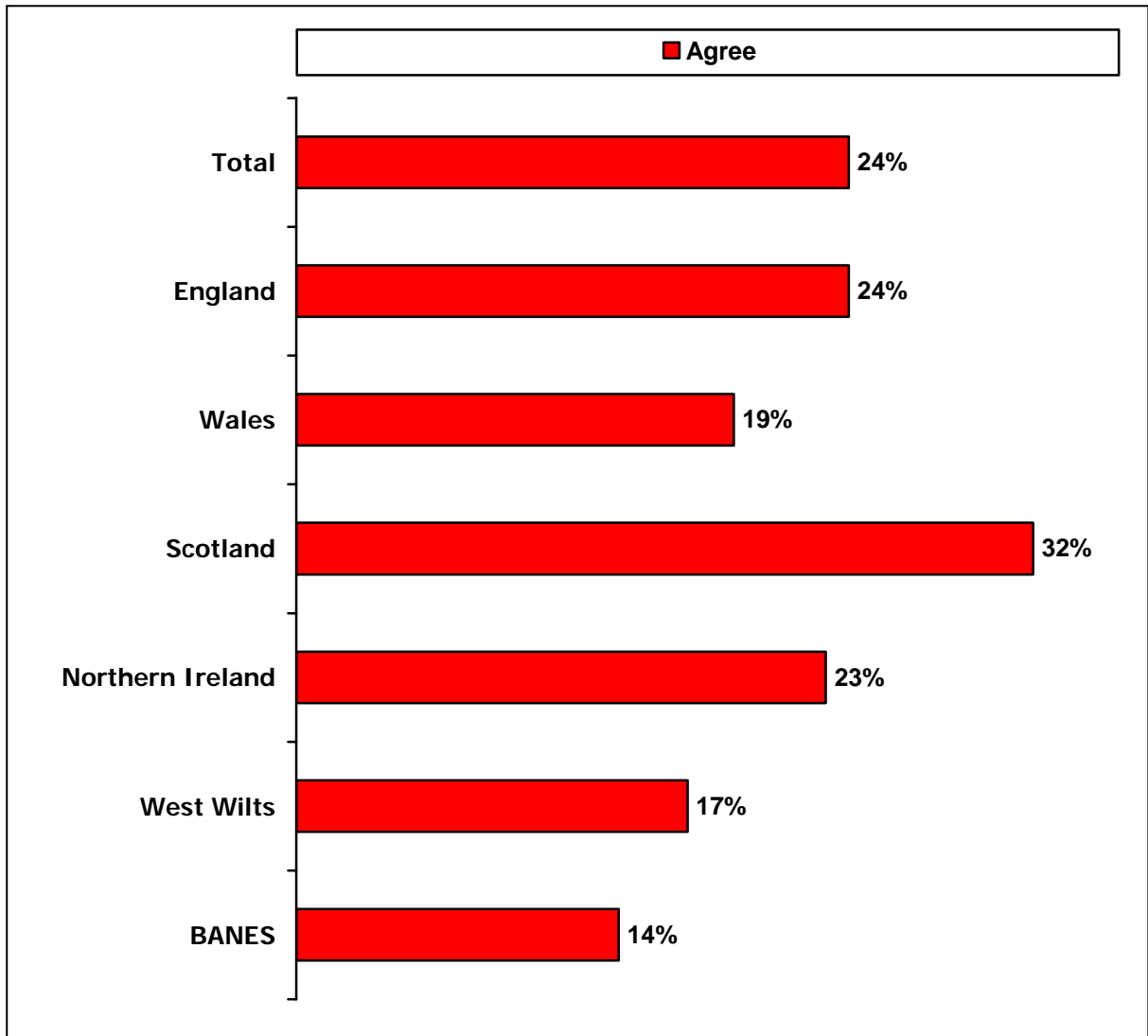


Base: Total=1404, England=710, Wales=221, Scotland=234, NI=240, WW=118, BANES=103

Just less than half of BANES and West Wiltshire residents (respectively) feel guilty if they throw household batteries away. By country, Northern Ireland residents are most likely to feel guilty in comparison to Scottish residents who are least likely to feel guilty about throwing out batteries.¹¹

¹¹ The figures of 43% and 34% for Northern Ireland and Scotland respectively are within the 6% margin of error at the 95% confidence interval. See Appendix C

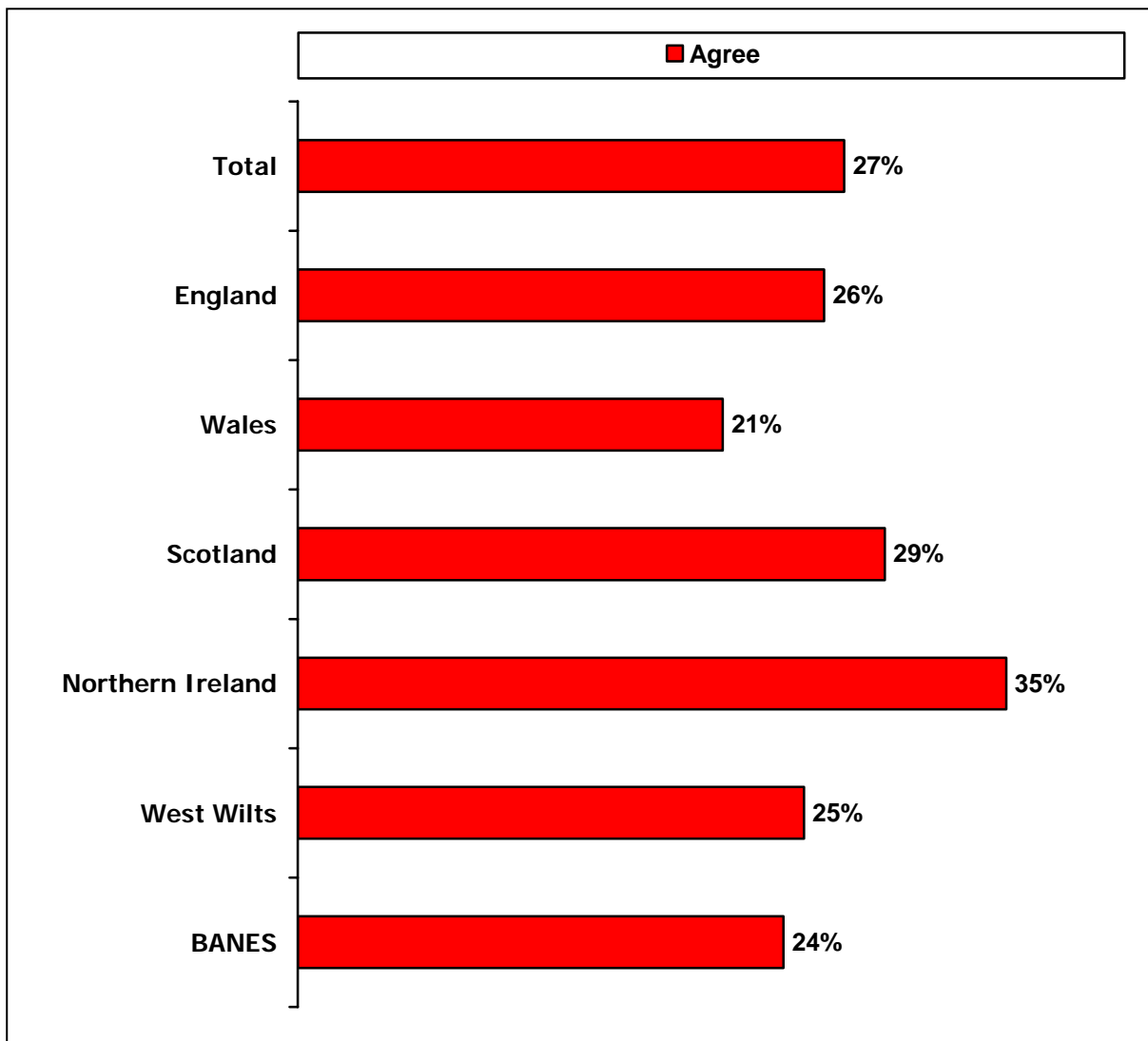
Figure 21 (Q10) I don't have the space to store batteries for recycling



Base: Total=1438, England=725, Wales=226, Scotland=245, NI=242, WW=120, BANES=106

Overall, Scottish residents are most concerned about not having enough space to store batteries for recycling. About one in four English residents agreed that they don't have space to store recycled batteries.

Figure 22 (Q10) I think that single use batteries don't do much harm to the environment



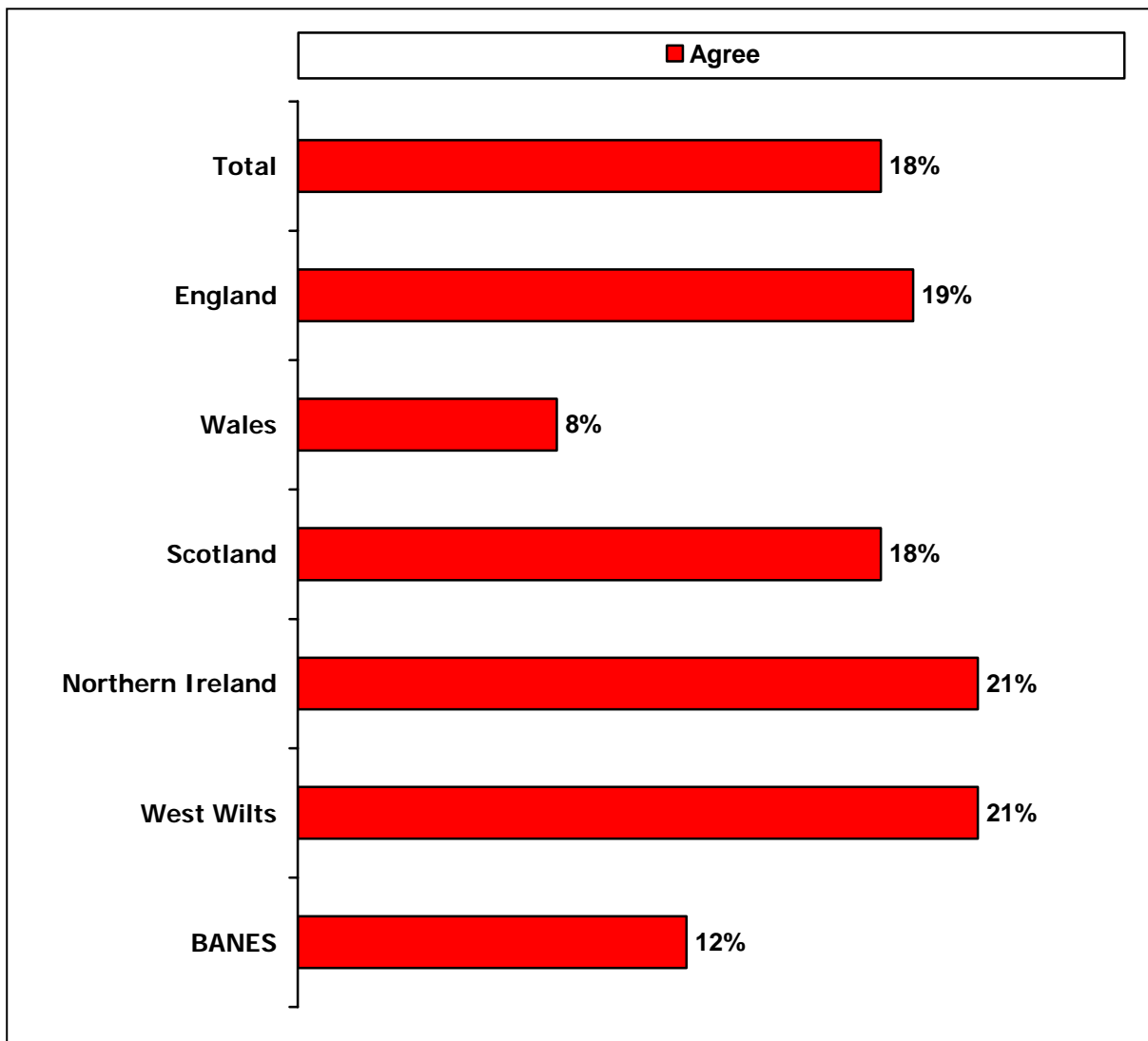
Base: Total=1153, England=568, Wales=184, Scotland=186, NI=215, WW=95, BANES=88

There are national differences in the results for this question. About one in three Northern Irish residents is not concerned about the environmental consequences of throwing away single use batteries, in contrast to one in five Welsh residents¹².

BANES and West Wiltshire produced similar results – in each case, about one in four people are not concerned about the impact on the environment from the disposal of single use batteries.

¹² The figure of 21% is at the lower limit of the 6% margin of error at the 95% confidence interval. See Appendix C

Figure 23 (Q10) I think that it takes too much effort to collect batteries for recycling

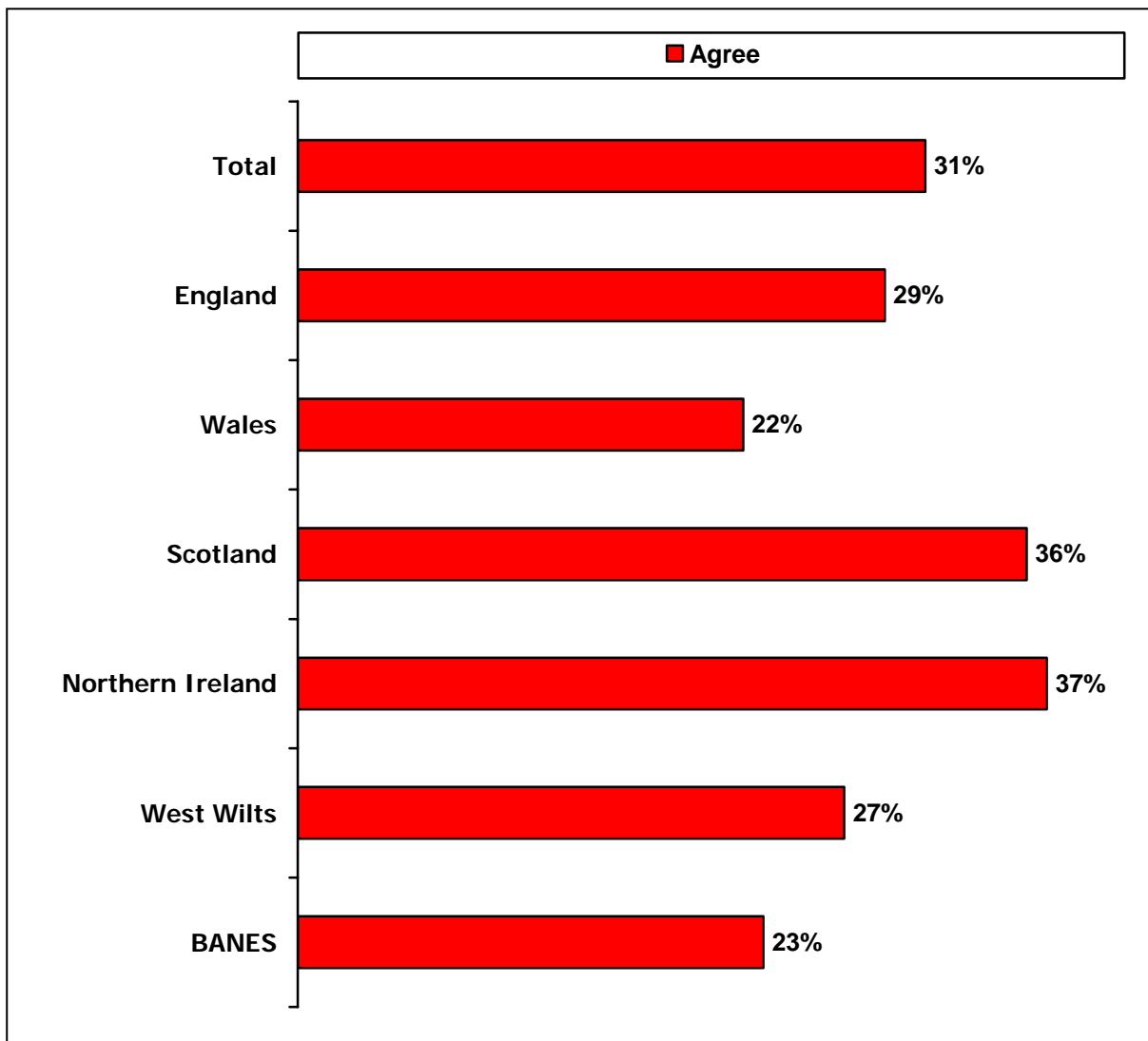


Base: Total=1410, England=709, Wales=226, Scotland=234, NI=240, WW=118, BANES=102

When asked about the effort required to recycle batteries, about one in five West Wiltshire residents agreed that it took too much effort. This was in contrast to BANES, where only around one in ten people thought battery recycling took too much effort.

Respondents in Wales were much less likely than other respondents to be concerned about the effort required to collect batteries for recycling.

Figure 24 (Q10) I use so few batteries that I don't need to bother recycling them

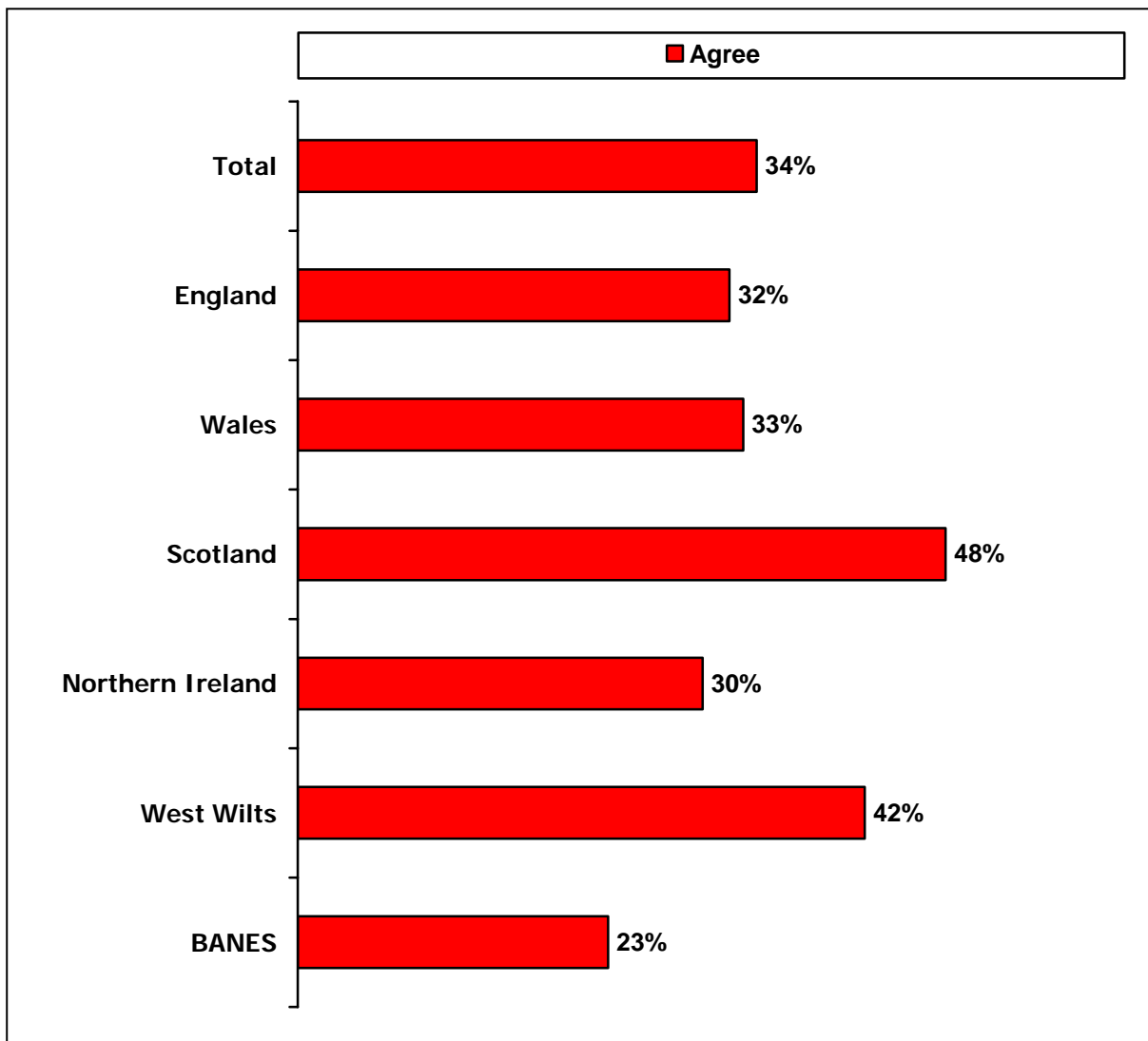


Base: Total=1421, England=711, Wales=225, Scotland=242, NI=243, WW=118, BANES=104

Generally, around one in three people thought that they used so few batteries that it wasn't worth recycling them. People in Northern Ireland¹³ were most likely to think they used too few batteries to bother recycling, although in practice their battery consumption is comparable to the UK average for the main appliances that run off batteries (mobile phones, torches, remote controls and alarm clocks).

¹³ The figure of 37% is at the upper limit of the 6% margin of error at the 95% confidence interval. See Appendix C

Figure 25 (Q10) I think that collecting batteries for recycling costs the council a lot of money



Base: Total=1093, England=555, Wales=187, Scotland=168, NI=183, WW=90, BANES=84

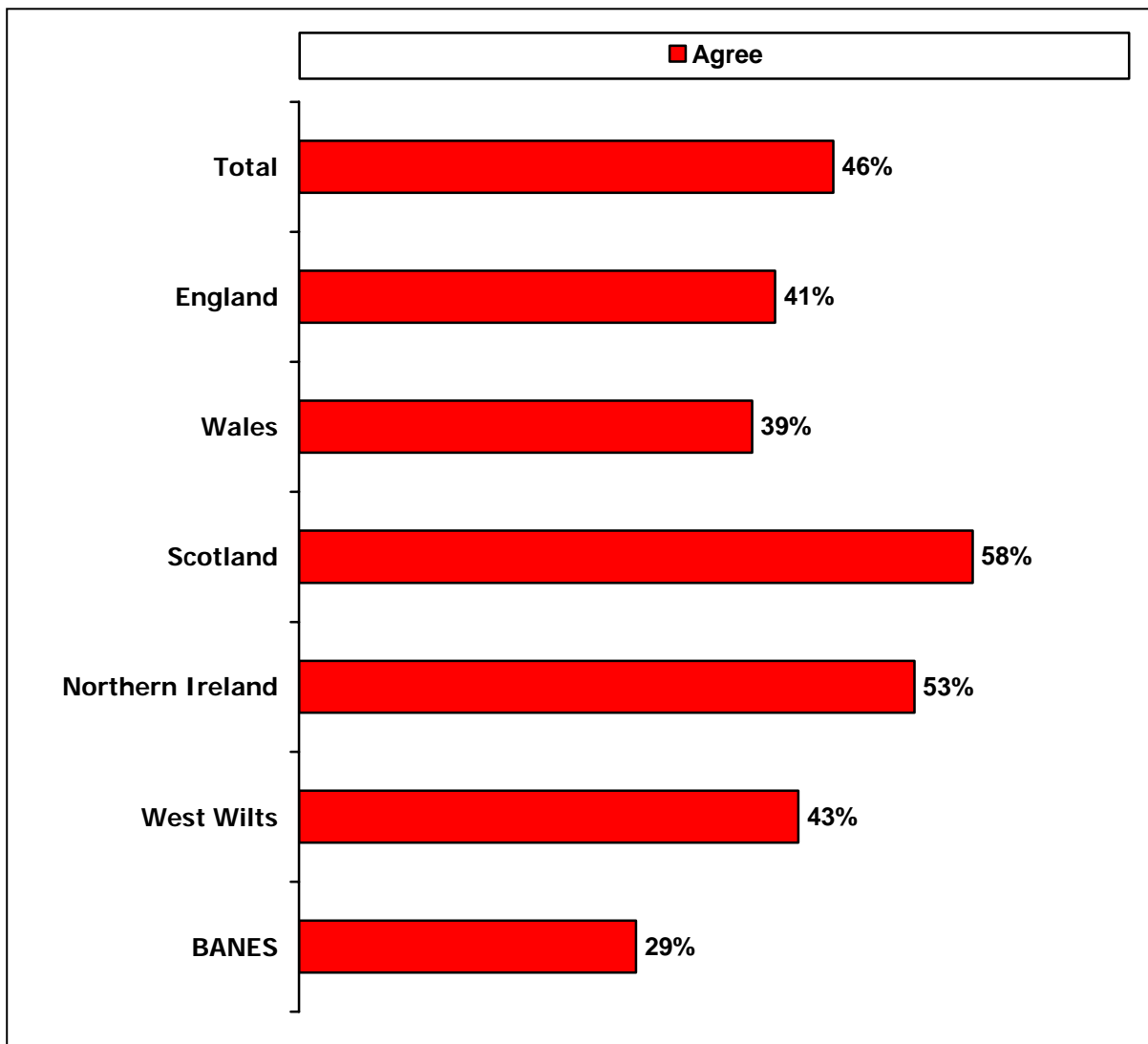
Overall, about one in three people feel that battery recycling is expensive for councils. This varies from nearly half of people who agreed with this statement in Scotland to 30% in Northern Ireland¹⁴. The proportion in England was about one in three¹⁵.

About one in four BANES residents believe that recycling is costly to the council, in contrast to two in five West Wiltshire residents.

¹⁴ The figure of 30% is within the 7% margin of error at the 95% confidence interval. See Appendix C

¹⁵ The figure of 32% is within the 7% margin of error at the 95% confidence interval. See Appendix C

Figure 26 (Q10) I think that batteries collected for recycling end up on a landfill anyway



Base: Total=1171, England=607, Wales=170, Scotland=190, NI=203, WW=106, BANES=90

There are many sceptics who believe that batteries collected for recycling ended up on landfill sites. This question also produced a high proportion of 'don't knows'.

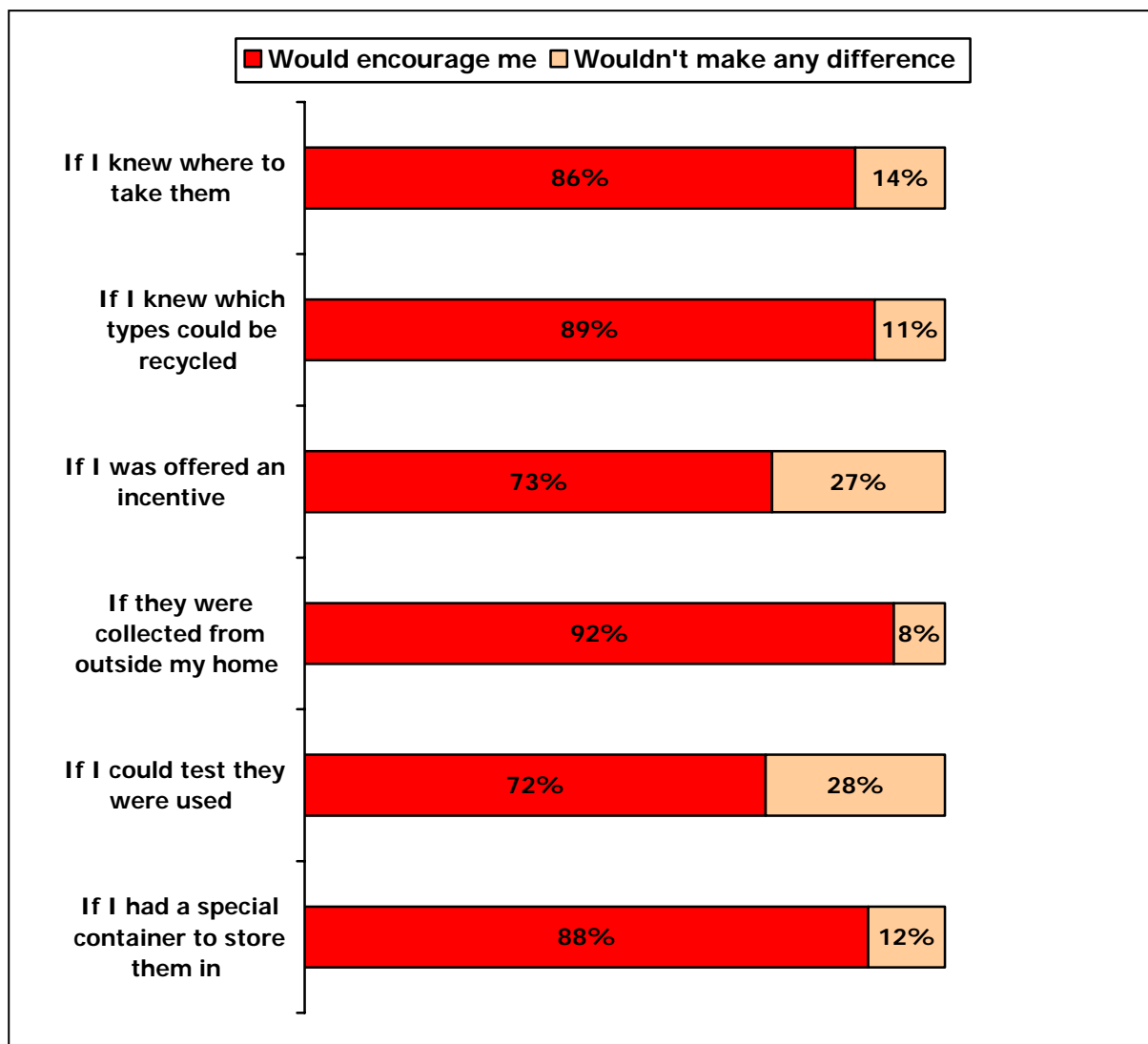
Nearly three in five people in Scotland were sceptical about the destination of recycled batteries, in contrast to two in five in England¹⁶.

BANES residents were considerably less likely than West Wiltshire residents to believe that batteries intended for recycling end up in landfill sites.

¹⁶ The figure of 41% is within the 7% margin of error at the 95% confidence interval. See Appendix C

6. Measures to encourage battery recycling

Figure 27 (Q11) I would recycle my batteries...



Base: 1498 / 1490 / 1495 / 1495 / 1479 / 1499

People rated collection from outside the home as the strongest incentive to encourage recycling. Overall, nine out of ten people said this would encourage them to recycle. In comparison, financial incentives and tests to determine batteries' status would encourage about seven out of ten people.

Generally, around nine in ten residents in all local authority areas (and countries) would be motivated to recycle their batteries if they had a doorstep collection. Figure 28 shows that this ranges from 93% of residents in England, Wales and Northern Ireland who would recycle batteries if collected from outside the door to 89% of residents in Scotland¹⁷.

¹⁷ All these figures are within the 3% margin of error at the 95% confidence interval. See Appendix C

Figure 28 (Q11) I would recycle my batteries if...(by country and local authority)

	Total	England	Wales	Scotland	Northern Ireland		BANES	West Wilts
I knew where to take them	86% (1498)	86% (752)	84% (247)	87% (249)	86% (250)		83% (109)	84% (124)
I knew which types could be recycled	89% (1490)	89% (749)	87% (246)	88% (246)	92% (249)		86% (108)	86% (124)
I was offered an incentive	73% (1495)	73% (749)	73% (246)	75% (249)	71% (251)		75% (107)	77% (125)
They were collected from outside my home	92% (1495)	93% (748)	93% (248)	89% (248)	93% (250)		97% (109)	93% (124)
I could test if they were used up	72% (1479)	74% (742)	73% (246)	68% (246)	81% (245)		73% (108)	74% (123)
I had a special storage container	88% (1499)	89% (750)	89% (248)	84% (250)	85% (251)		82% (109)	88% (123)

Base varies, (see above in parentheses)

Figure 29 (Q11) I would recycle my batteries if... (by age band)

	Total	16-24	25-44	45-64	65+
I knew where to take them	86% (1498)	90% (233)	86% (537)	87% (438)	80% (290)
I knew which types could be recycled	89% (1490)	96% (233)	91% (531)	89% (437)	81% (289)
I was offered an incentive	73% (1495)	83% (233)	76% (534)	68% (439)	66% (289)
They were collected from outside my home	92% (1495)	96% (233)	95% (530)	92% (441)	85% (291)
I could test if they were used up	72% (1479)	83% (233)	75% (534)	69% (429)	63% (283)
I had a special storage container	88% (1499)	95% (233)	89% (534)	87% (440)	80% (291)

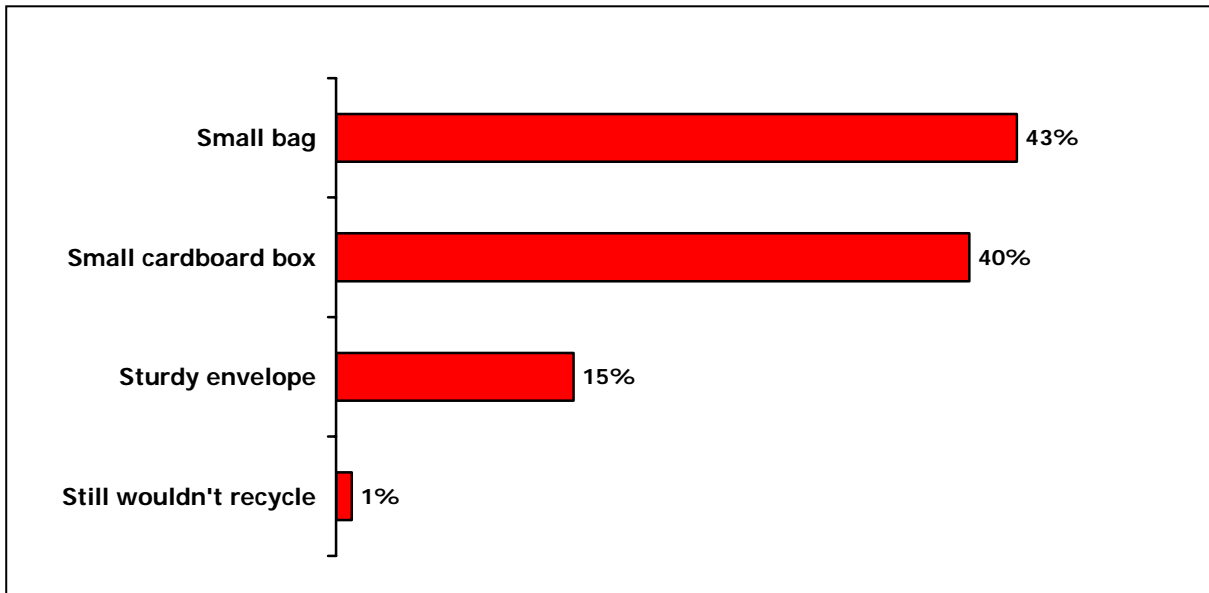
Base varies, see parentheses above

When analysed by age band, the results show that interest in the various measures to encourage recycling household batteries declines as the respondents' ages increase. The younger the respondent, the more they would be encouraged to recycle their batteries using any of the options.

The biggest difference in the age bands is interest in a test to determine whether or not a battery is used up. There is a 20% difference between respondents aged 16 – 25 and those aged over 65 years. The significance tests indicate that it would make most difference to younger people if they were able to test battery life, in contrast to people in older age groups.

Home collection was supported by an average of 92% of respondents overall, of whom 96% of respondents aged 16 to 24 and 85% of respondents are aged over 65 years. These results fall outside the expected range of values at the 5% level, and are therefore statistically significant.

Figure 30 (Q12) Which of the following would you prefer to use to store batteries for recycling?



Base = 1421

Figure 31 (Q12) I would recycle my batteries if I could put in them in a...(by country and local authority)

	Total	England	Wales	Scotland	Northern Ireland		BANES	West Wilts
Small bag	43%	41%	48%	49%	42%		40%	45%
Small box	40%	43%	38%	28%	48%		42%	39%
Sturdy envelope	15%	15%	13%	21%	9%		16%	14%
Still wouldn't recycle	1%	1%	2%	2%	1%		2%	2%

Base: Total=1421, England=703, Wales=240, Scotland= 237, NI=240, WW=116, BANES=105

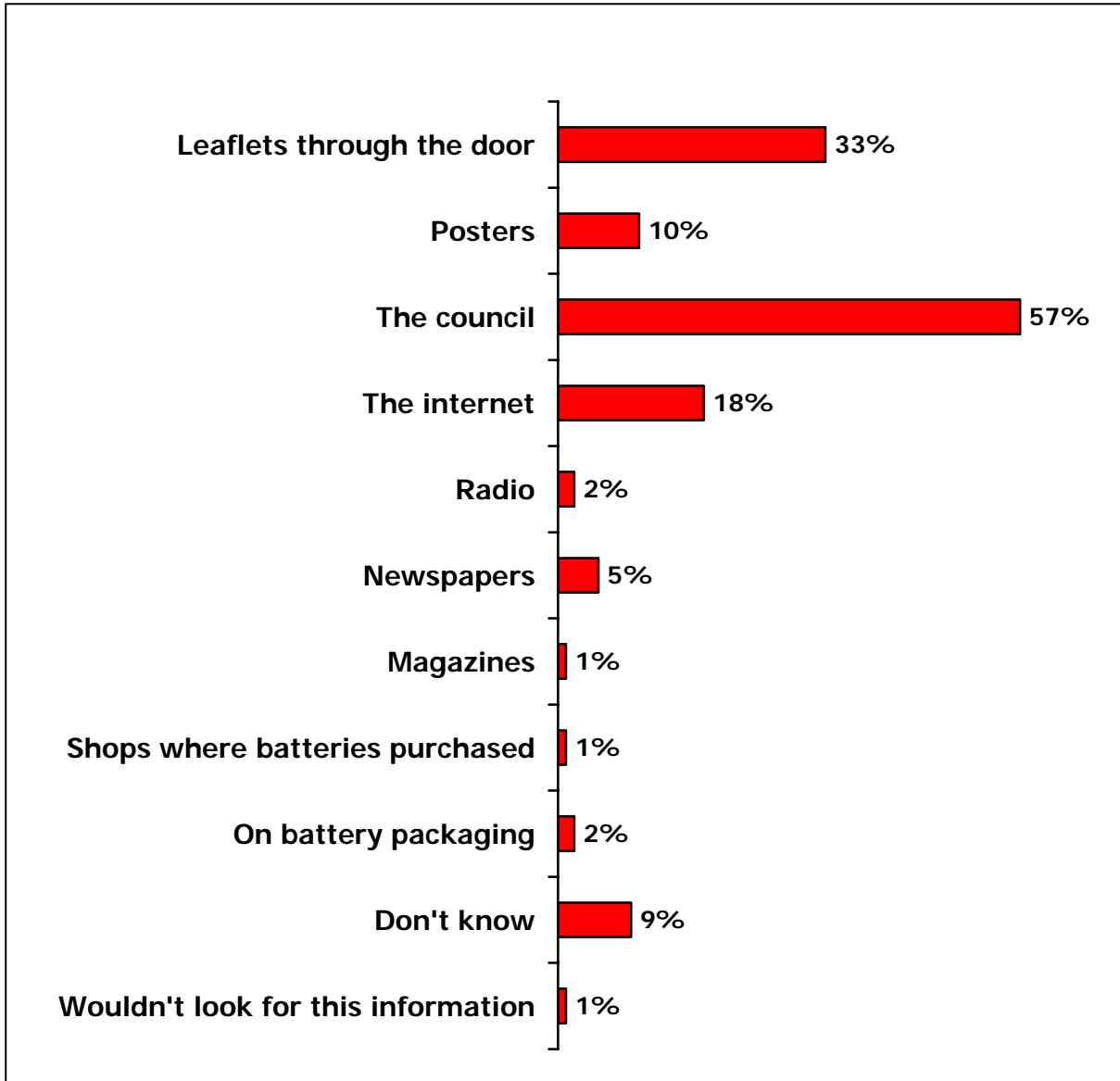
A small bag is the preferred storage container for collecting batteries for recycling (stated by 43%), followed by a small folding cardboard box (40%). Only 1% said that they still wouldn't recycle even if they had a suitable container.

There is some difference of opinion by country. For example, in Northern Ireland about half of residents would prefer a small cardboard box to use for battery storage, but in Scotland, about the same proportion would like a small bag.

Sturdy envelopes were more popular in Scotland than elsewhere. If Scotland is excluded from the results, the average figure for both the bag and small box is 43%.

7. Promoting battery recycling

Figure 32 (Q13) Where would you expect to find information about how to recycle your batteries?

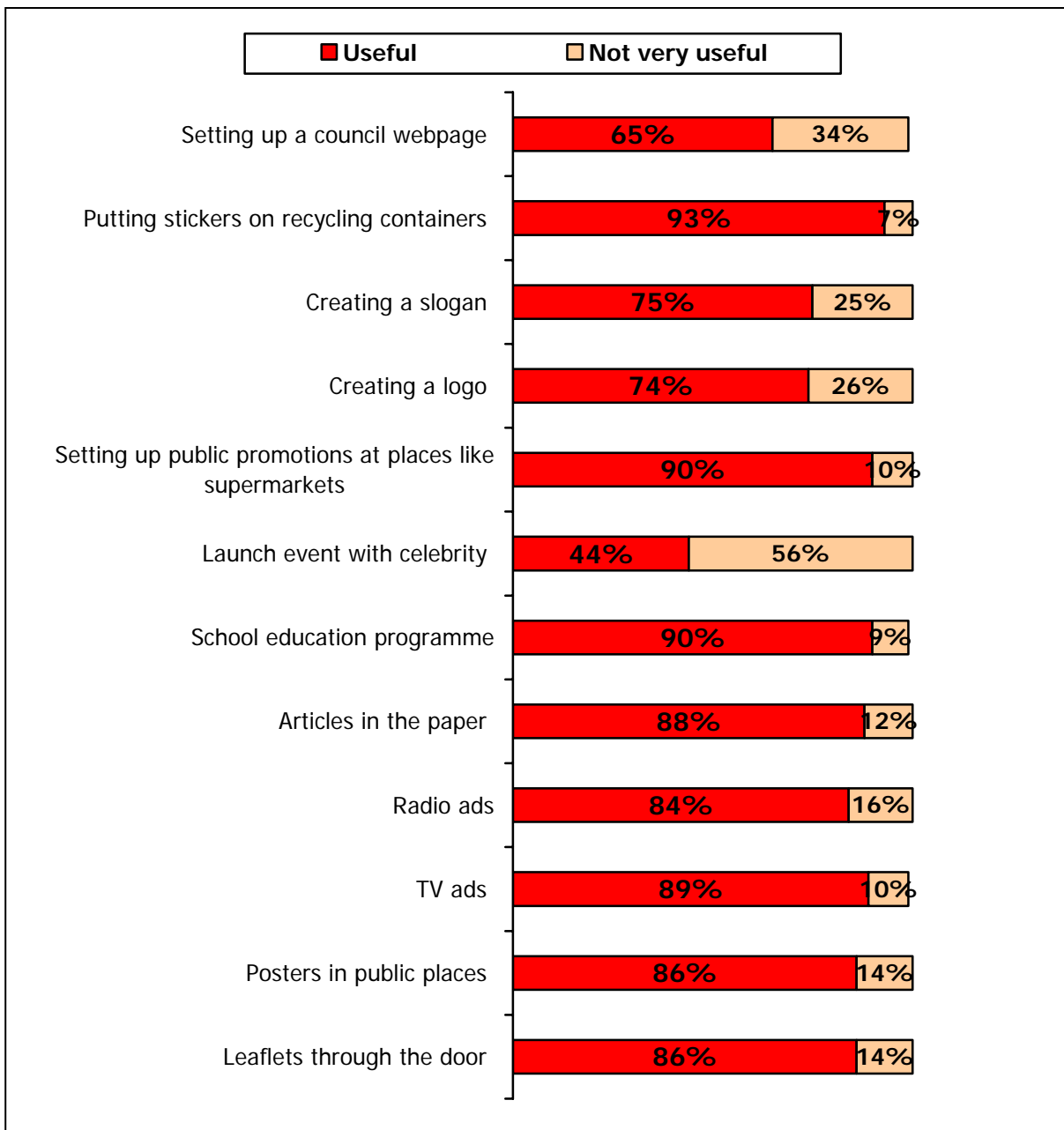


Base = 1508

Nearly three in five respondents would expect their local council to provide information about recycling household batteries. This was followed by one in three who would expect to have this advice provided on leaflets through the door and 18% who would look on the internet for information.

Only 1% would expect to find information on battery recycling at shops where batteries are sold and only 2% would expect to find it on battery packaging.

Figure 33 (Q14) Rating useful promotional sources for household batteries recycling



Base = 1460 / 1487 / 1483 / 1475 / 1494 / 1472 / 1484 / 1494 / 1495 / 1499 / 1495 / 1502

Whereas the previous question asked people where they would *expect* to find information about battery recycling, the answers in Figure 33 describe where people would *like* to find this information.

Respondents identified three options as particularly useful; putting stickers on recycling containers (93% stated this) and school education programmes and public promotions (cited as useful by 90% respectively). This was followed closely by 89% who supported TV ads and 88% who would like to see articles in the local paper. The options perceived as less useful were launch events with celebrities and local authority web pages.

Figure 34 (Q14) Rating promotional sources for household battery recycling as useful, by age band

	Total	16-24	25-44	45-64	65+
Setting up a council webpage	65% (1460)	86% (233)	68% (530)	59% (427)	52% (269)
Stickers on recycling containers	93% (1487)	96% (233)	94% (534)	94% (436)	88% (284)
Creating a slogan	75% (1483)	75% (233)	77% (537)	75% (432)	71% (281)
Creating a logo	74% (1475)	80% (233)	71% (532)	77% (431)	68% (279)
Public promotions at places like supermarkets	90% (1494)	90% (233)	91% (537)	89% (438)	86% (286)
Celebrity launch events	44% (1472)	45% (233)	49% (532)	38% (426)	41% (281)
School education programmes	90% (1484)	84% (228)	93% (535)	93% (436)	89% (286)
Articles in the local press	88% (1494)	94% (233)	88% (537)	89% (438)	84% (287)
Radio ads	84% (1495)	86% (233)	85% (539)	86% (437)	79% (286)
TV ads	89% (1499)	93% (233)	90% (539)	90% (439)	86% (288)
Posters in public places	86% (1495)	87% (227)	87% (539)	86% (440)	84% (288)
Leaflets through the door	86% (1502)	91% (233)	88% (539)	85% (439)	81% (290)

Base varies, see parentheses

When analysed by age band, 96% of respondents in the youngest age group¹⁸ supported stickers on recycling containers and 94% identified articles in the local press as useful.

Generally, the younger the respondent, the more enthusiastically they supported one of the promotional options. The exception was school education programmes. Whereas more than nine in ten respondents (93%) aged 25 to 64 thought that school education programmes would be useful, this was supported by 84% of those aged 16 to 24 years.

¹⁸ The figure of 96% is at the upper limit of the 3% margin of error at the 95% confidence interval. See Appendix C

Figure 35 (Q15) My preferred method for recycling batteries would be...

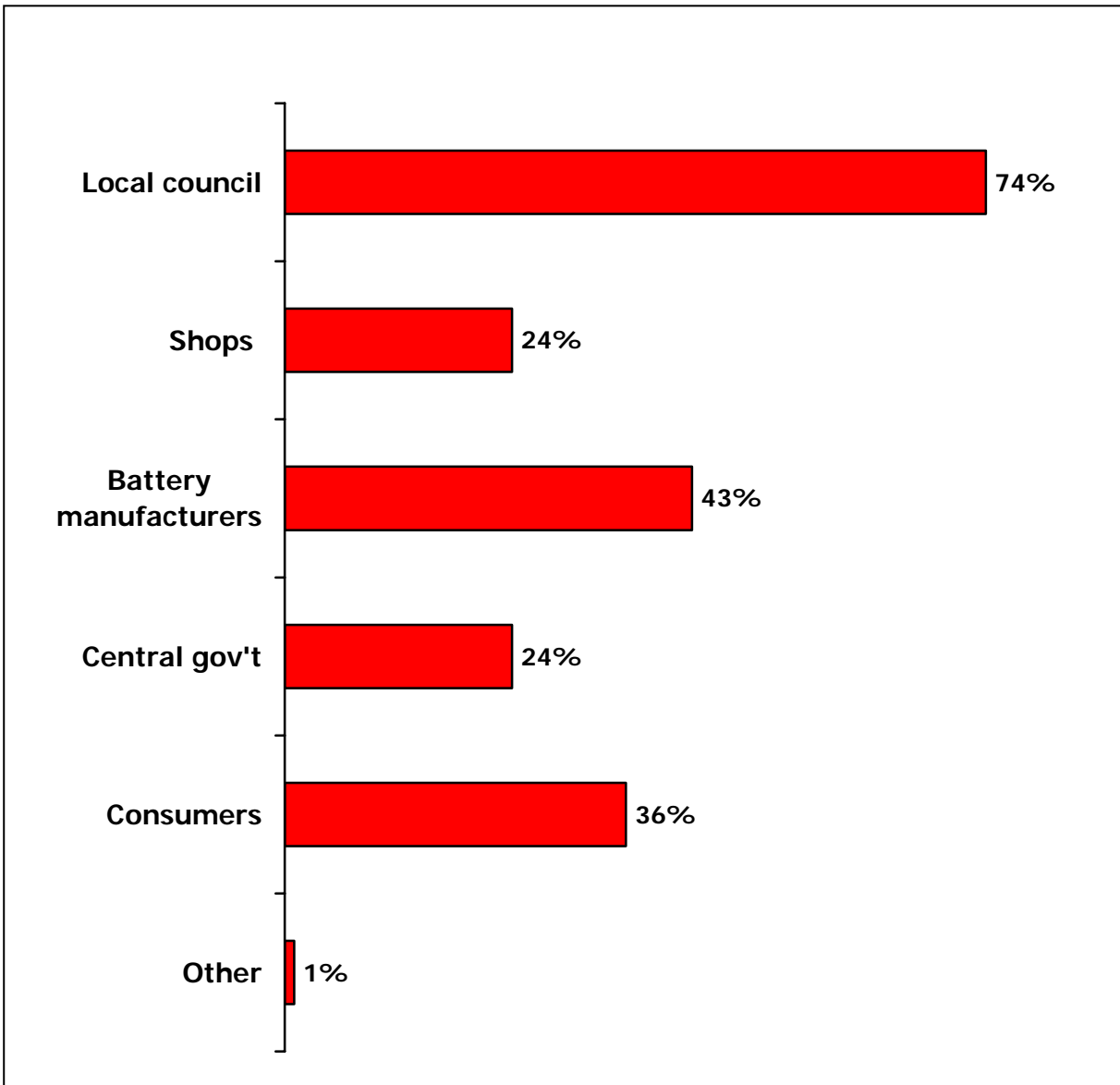
	Total	England	Wales	Scotland	Northern Ireland		BANES	West Wilts
Use of special box or bag	76%	81%	78%	70%	66%		95%	79%
Take them to recycling collection point	17%	10%	16%	23%	29%		4%	14%
Take them to a shop that sells batteries	4%	4%	4%	4%	3%		1%	2%
Send them back in the post	2%	2%	2%	3%	1%		-	3%
Still wouldn't recycle	1%	2%	0%	0%	0%		0%	2%

Base: Total=1489, England=745, Wales=247, Scotland=246, NI=251, WW=123, BANES=107

When asked to state a preferred method for recycling batteries from a range of options – three out of four people overall said that they would prefer to use a special box or bag to store them for collection from outside the home.

This response was followed at some distance by 17% who said they would prefer to take used batteries to a recycling collection point and only 4% who would take them to a shop. A tiny minority would send them back in the post or still wouldn't choose to recycle their household batteries.

Figure 36 (Q16) Which of the following groups should share responsibility for recycling batteries?



Base = 1508 (respondents could choose more than one option)

Three out of four people said that their local council should share responsibility for battery recycling. Battery manufacturers were perceived to have some responsibility by 43% of respondents and just over one in three people said that consumers should also share the responsibility.

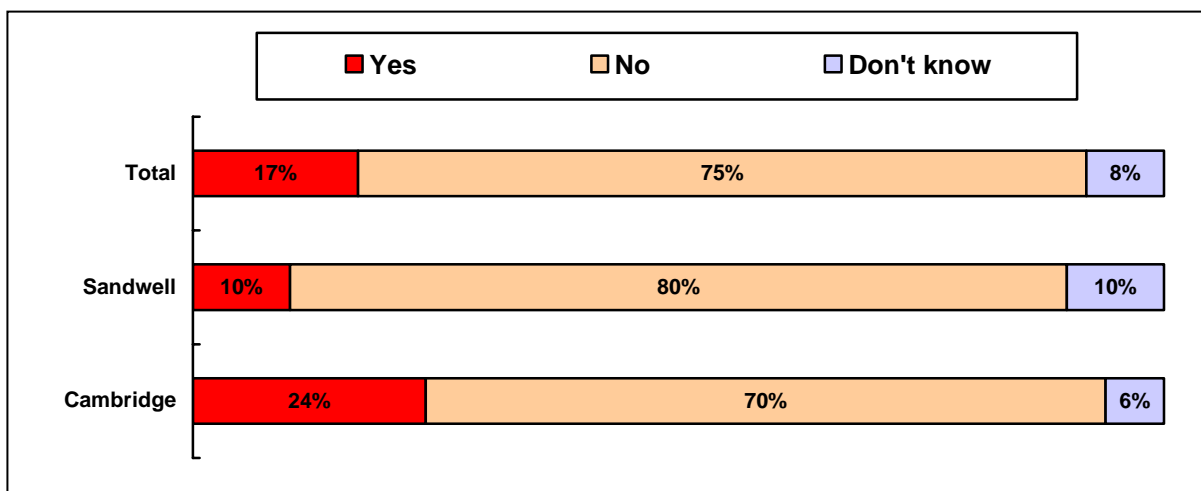
About one in four people (respectively) thought that central government and shops that sell batteries or battery-operated products should share responsibility for recycling household batteries.

8. General WRAP recycling questions

Figure 37 (Q5 Street interviews) Have you ever seen this logo before?



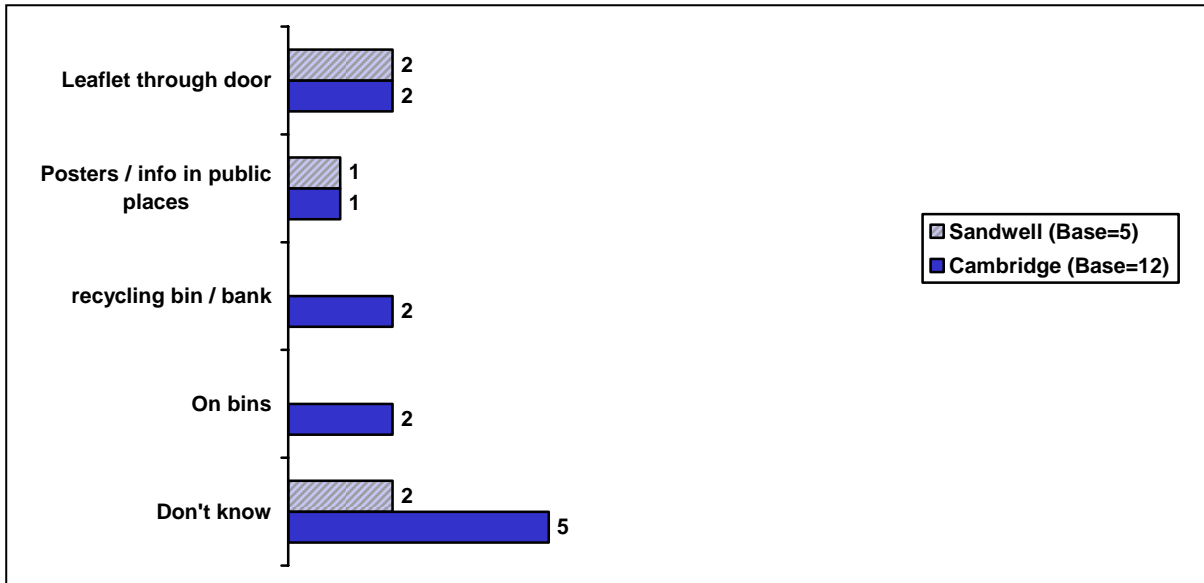
Figure 38: (Street interviews) Whether respondent has seen this logo before?



Base = 100 respondents

About one in four Cambridge residents and one in ten Sandwell residents thought they had previously seen the 'recycle now' logo.

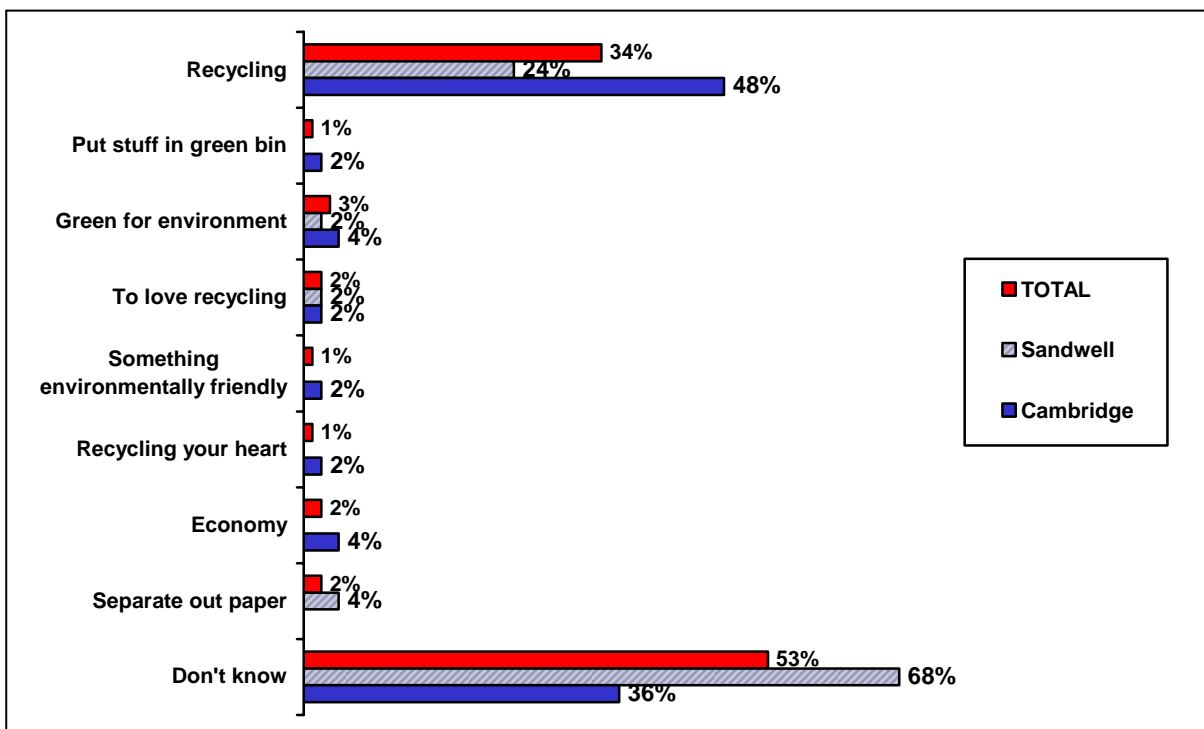
Figure 39: (Street interviews) Where logo was seen?



Base = 17 respondents (absolute values given not percentages)

Of those who had seen the Recycle Now logo, most weren't sure where, but two residents in each local authority thought it had been on a leaflet that came through their door. Two Cambridge residents identified the logo site as a recycling bin or bank.

Figure 40: What this symbol stands for



Base= 96

Overall, Cambridge residents were twice as likely as Sandwell residents (at 64% to 32% respectively) to say that the Recycle Now logo signifies something to do with recycling. Just under half of the entire sample (47%) could say that the logo was related to recycling in some way.

Figure 41: (Street interviews) Have you seen this symbol before?

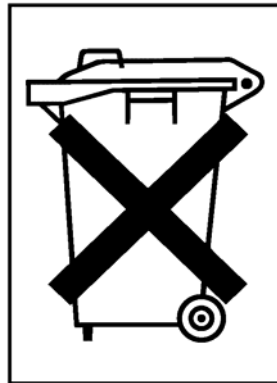
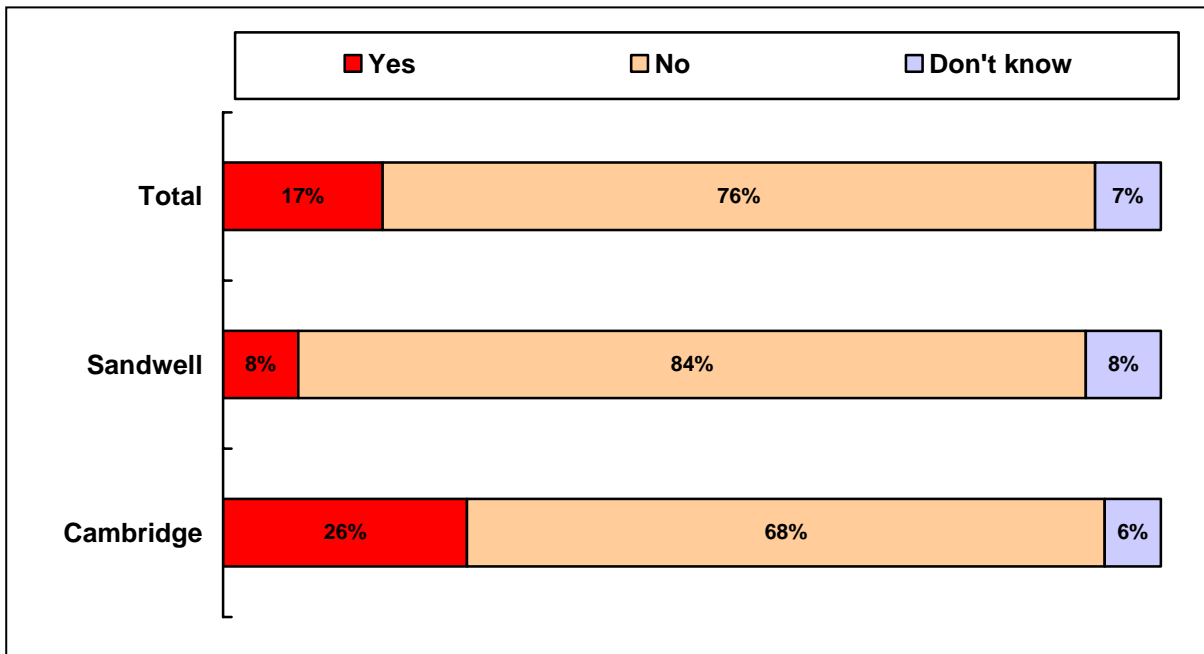


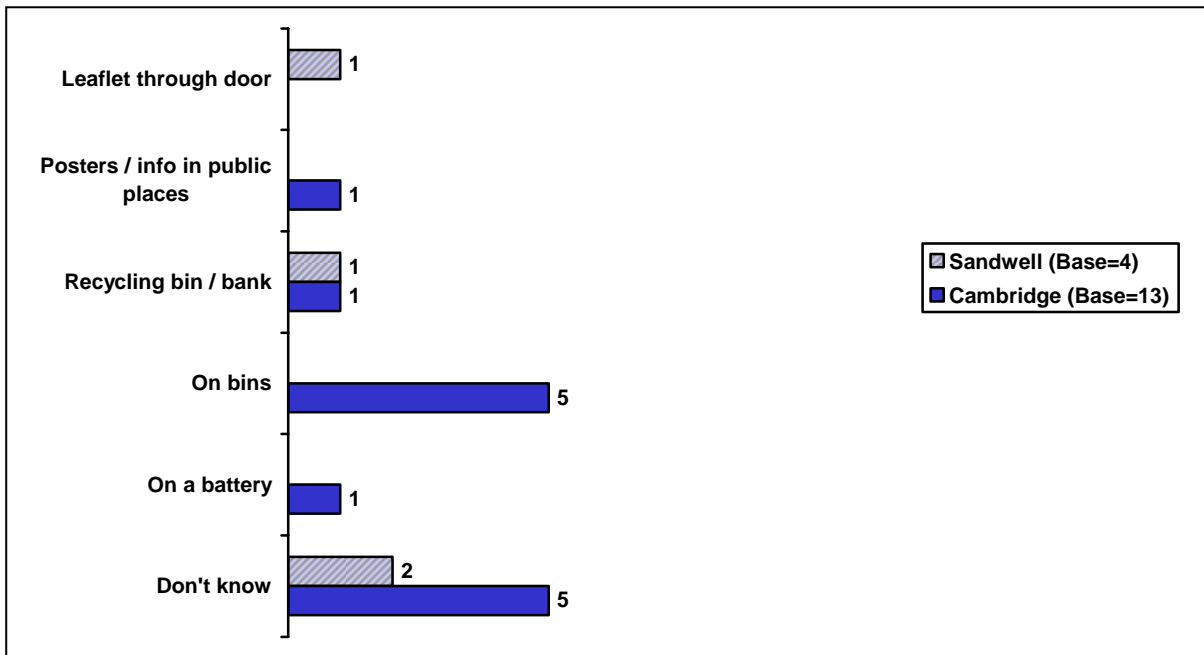
Figure 42: (Street interviews) Number of those who have or have not seen the symbol before



Base = 100 respondents

When asked if they had seen the crossed-out wheeled bin symbol before, just under one in five people thought they had, ranging from 26% in Cambridge to 8% in Sandwell.

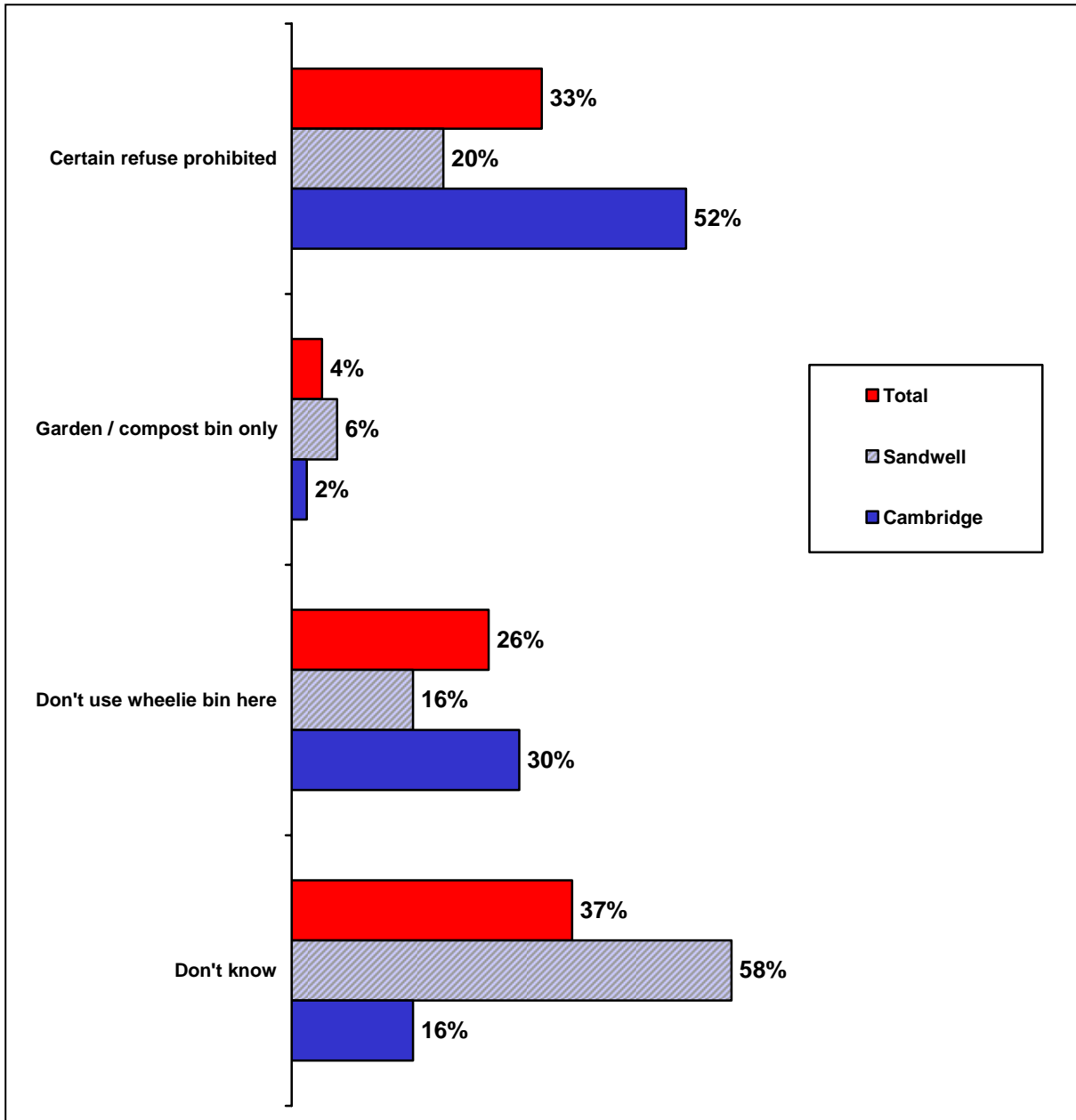
Figure 43: (Street interviews) Where they have seen the symbol before?



Base = 17 respondents (absolute values given not percentages)

Five Cambridge residents had previously seen the crossed-out wheeled bin symbol on a bin, however, nearly half the group of both Cambridge and Sandwell residents couldn't say where they had seen it before.

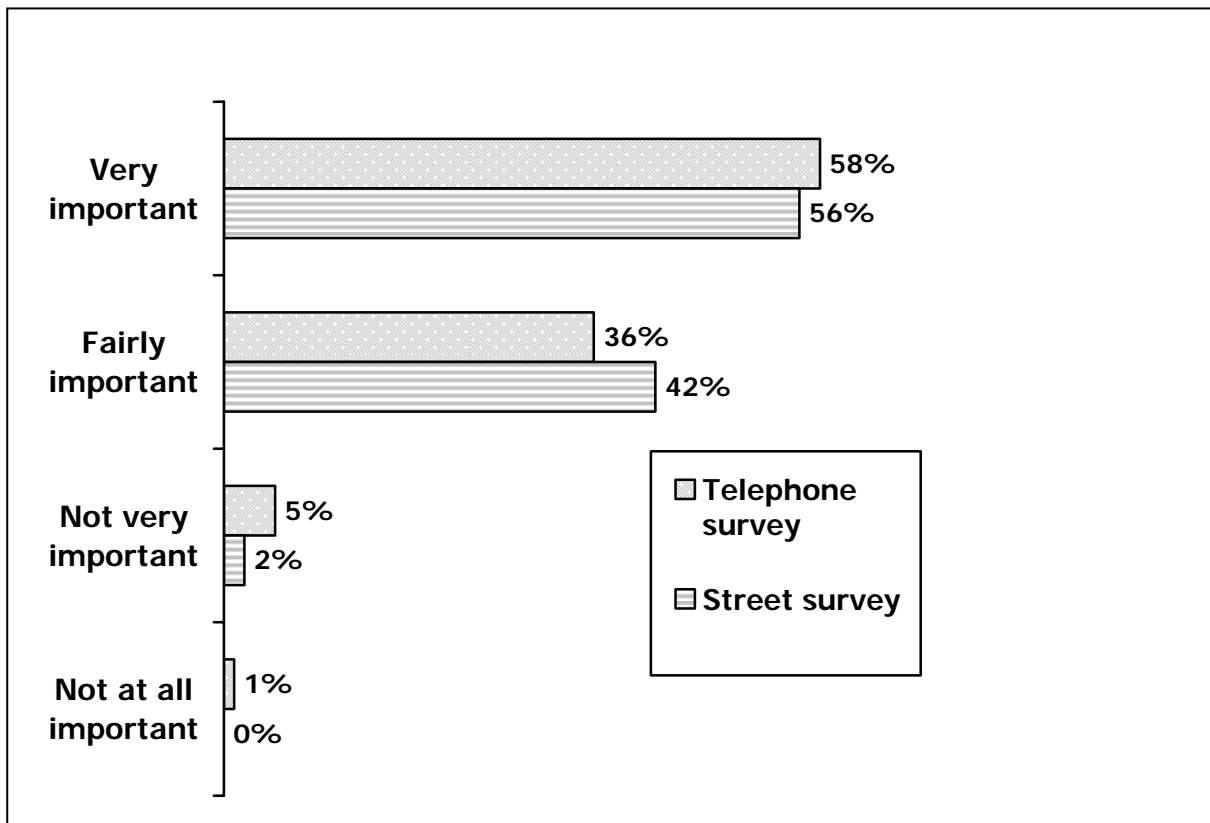
Figure 44: What this symbol stands for



Base = 100 respondents

When asked to say what the crossed-out wheeled bin symbol represented, nearly three in five Sandwell residents said they didn't know, but only a minority of 16% of Cambridge residents were unsure. Overall, just over one in three people didn't know. Cambridge residents were least likely to know that the symbol prohibited the disposal of particular types of refuse, and interestingly, they were also more likely to think that the crossed-out wheelie bin symbol meant that they shouldn't put their wheelie in a particular location.

Figure 45 (Q17) Which of the following statements describes how important recycling is to you personally?



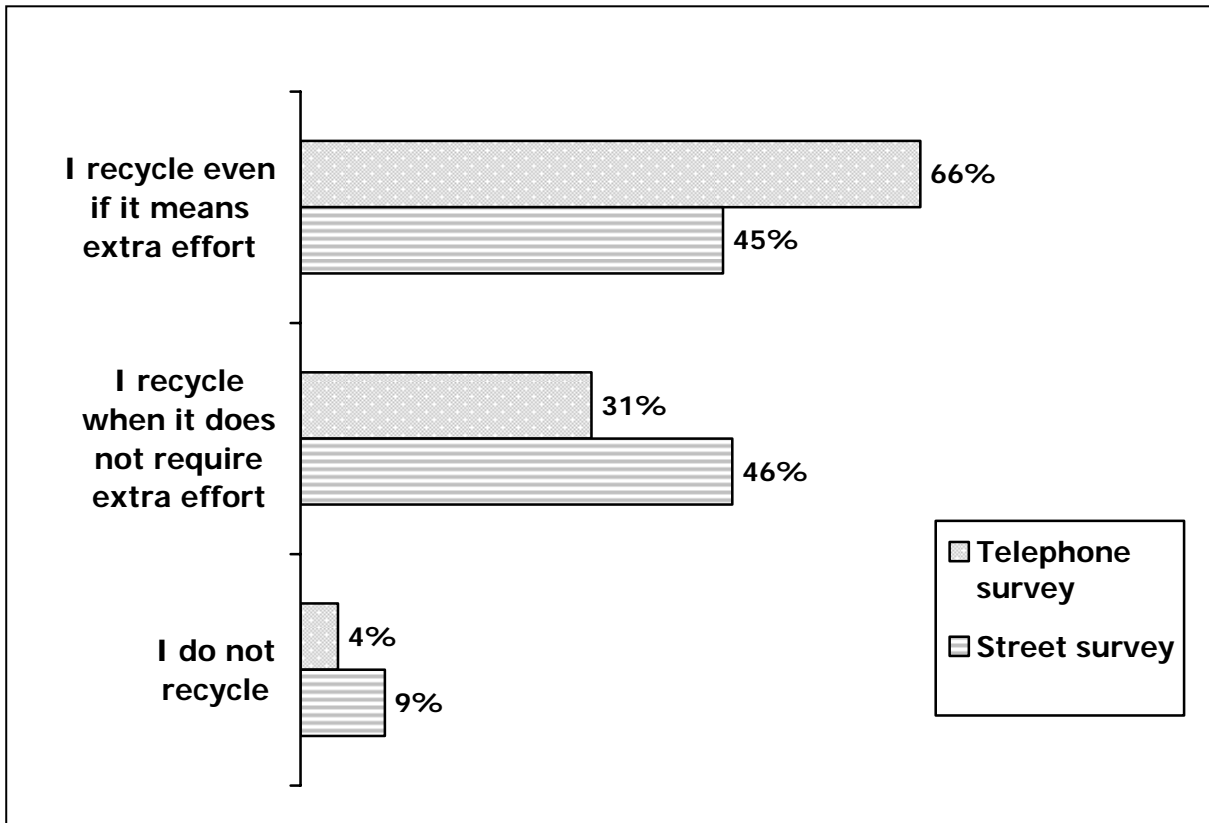
(Telephone survey base = 1496) (Street survey base = 100)

Both the telephone and street surveys asked people a number of standard WRAP questions about recycling in a wider context than household batteries.

Overall, 94% of those who took part in the telephone survey said that recycling is very or fairly important to them personally, which was echoed by 98% of those who took part in the street survey.

What is interesting is that the results are so similar, even though the telephone survey of 1508 people was statistically representative, and the street survey was indicative only (consisting of 100 respondents in two locations).

Figure 46 (Q17) Which of the following statements would best describe your attitude to recycling

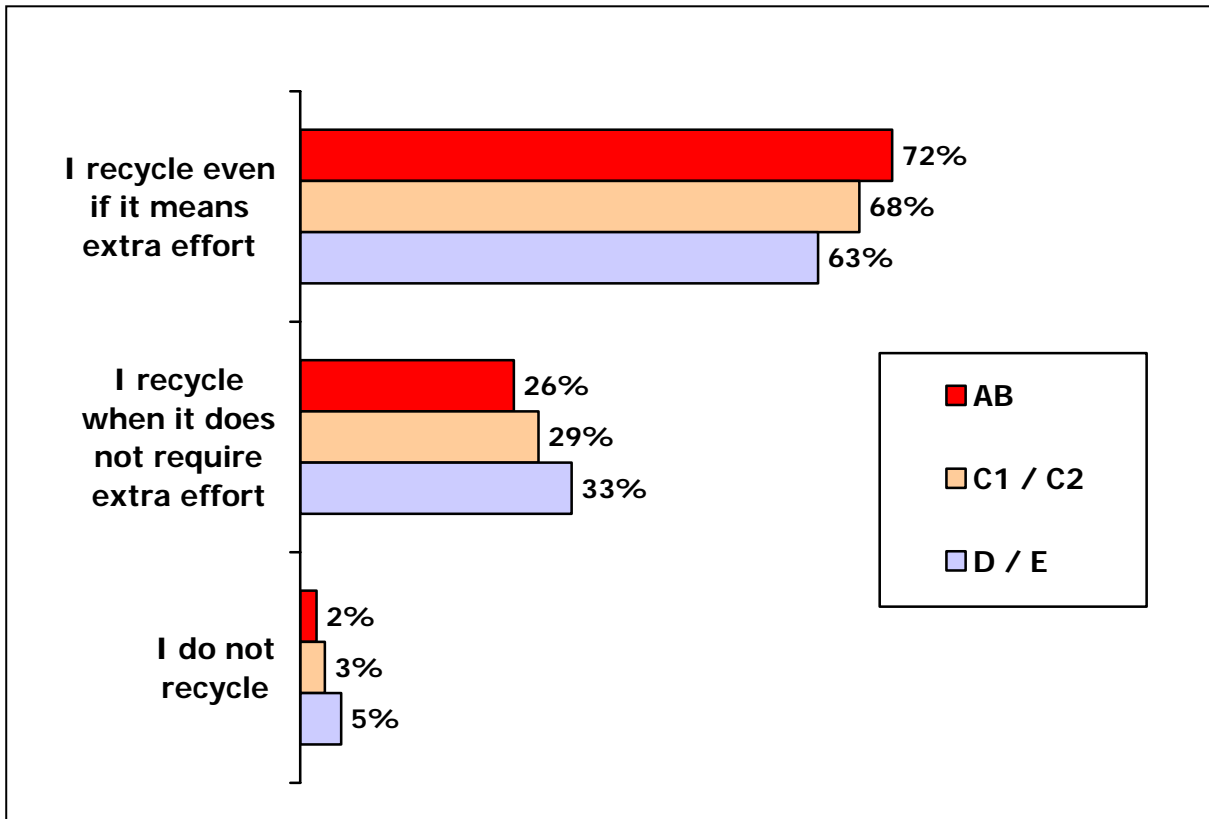


(Telephone survey base = 1488) (Street survey base = 100)

When asked to describe the effort they were prepared to make in order to recycle, two out of three respondents in the telephone survey said that they would recycle even if it meant extra effort. A further 31% are willing to recycle as long as it doesn't require extra effort.

In the street survey nearly one in ten admitted that they do not recycle at all, in contrast to only 3% of those interviewed by telephone.

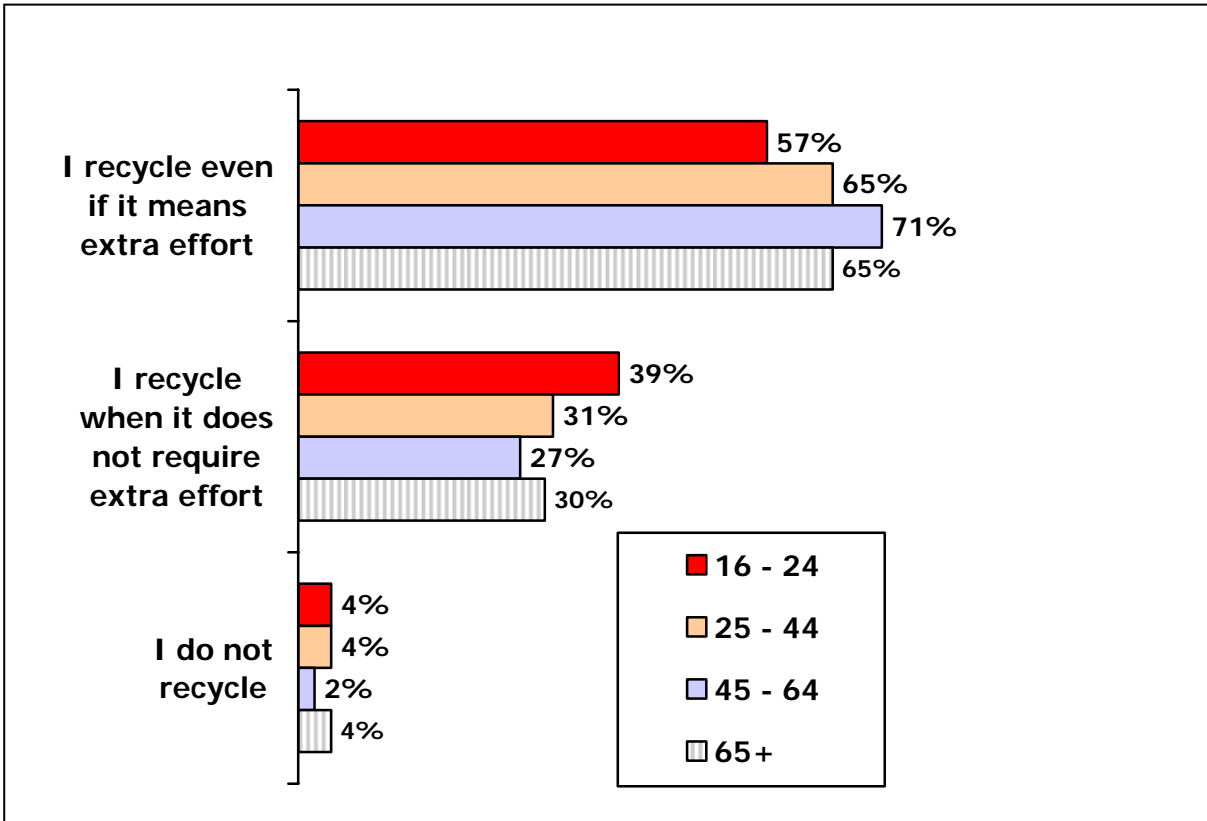
Figure 47 (Q14) Which of the following statements would best describe your attitude to recycling, by SEG



Telephone survey base = 1488

When analysed by social grade, nearly three quarters of respondents from SEG A/B would be willing to recycle even if it means extra effort, in contrast to less than two in three respondents from SEG D/E.

Figure 48 (Q14) Which of the following statements would best describe your attitude to recycling, by age band

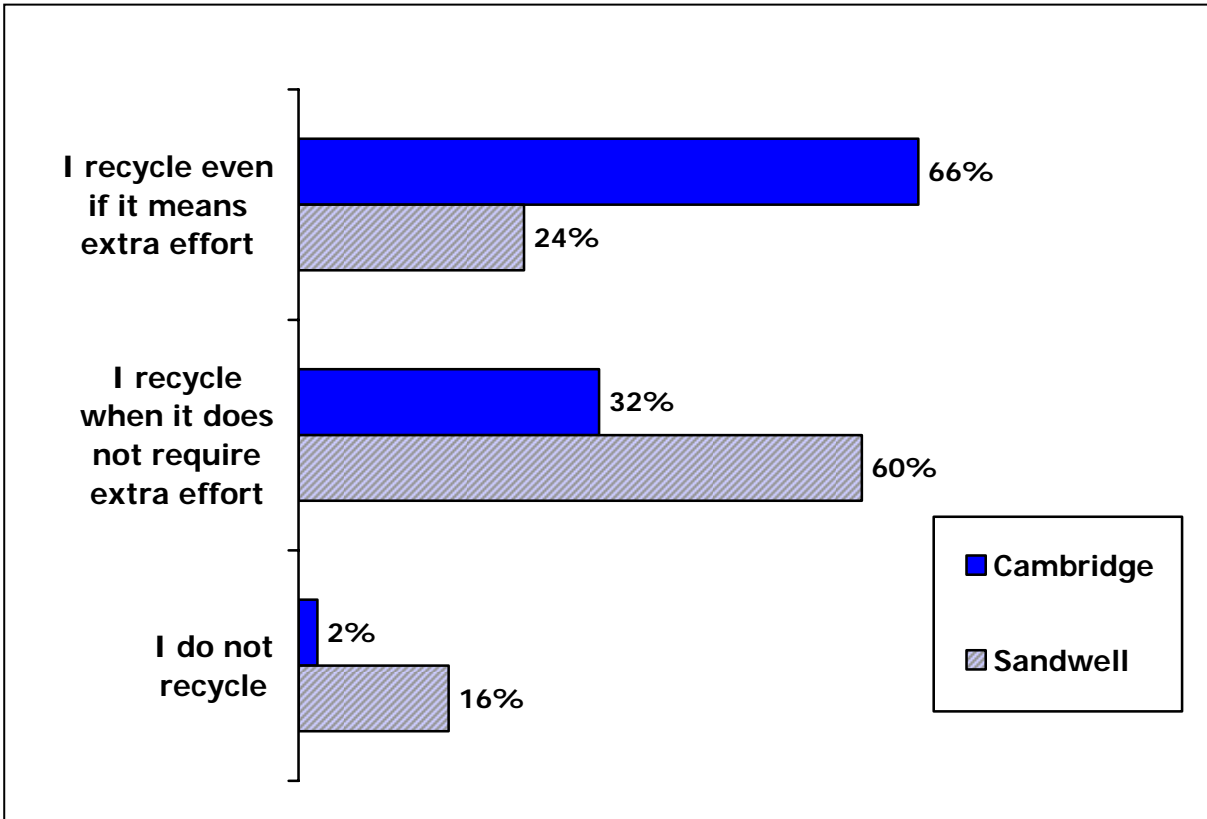


Telephone survey base = 1488

By age band, the Figure shows that respondents aged 45 to 64 were most likely to make the extra effort to recycle, in contrast to younger people aged 16 to 24 years.

Nearly two in five younger people are willing to recycle when it doesn't require additional effort, and only a tiny minority of all ages said that they would not recycle at all.

Figure 49 (Q14) Which of the following statements would best describe your attitude to recycling, by area? (Street survey only)

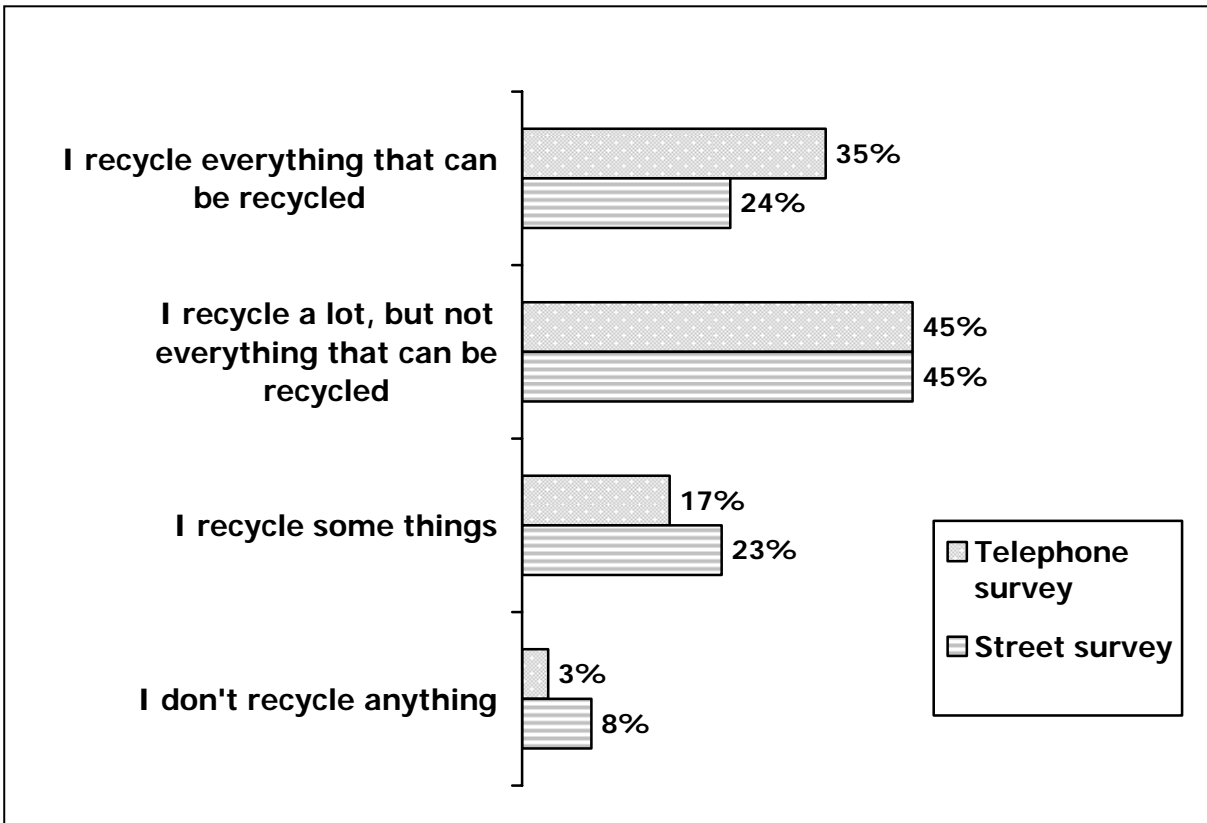


Street survey base = 100

The results from the street survey indicate that Cambridge residents are considerably more likely to make additional effort to recycle than Sandwell residents, although Sandwell residents are willing to recycle if it doesn't require extra effort.

Only a tiny minority of Cambridge residents admitted that they don't recycle at all, in contrast to 16% of Sandwell residents who were resistant to recycling.

Figure 50 (Q15) Which of the following statements best describes how much you recycle



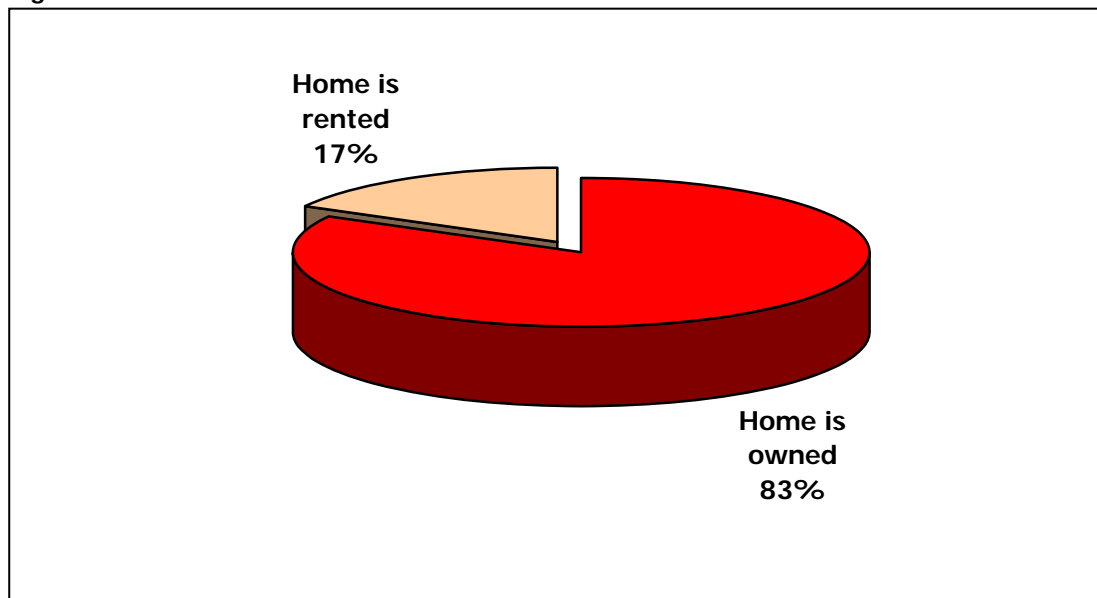
(Telephone survey base = 1508) (Street survey base = 96)

Just over one in three respondents in the telephone survey stated that they recycle everything that can be recycled, in contrast to one in four people who took part in the street survey.

Generally, both surveys recorded a positive response to recycling – in total 80% of people who took part in the telephone survey and 69% of those who took part in the street survey said that they recycled everything or a lot that can be recycled.

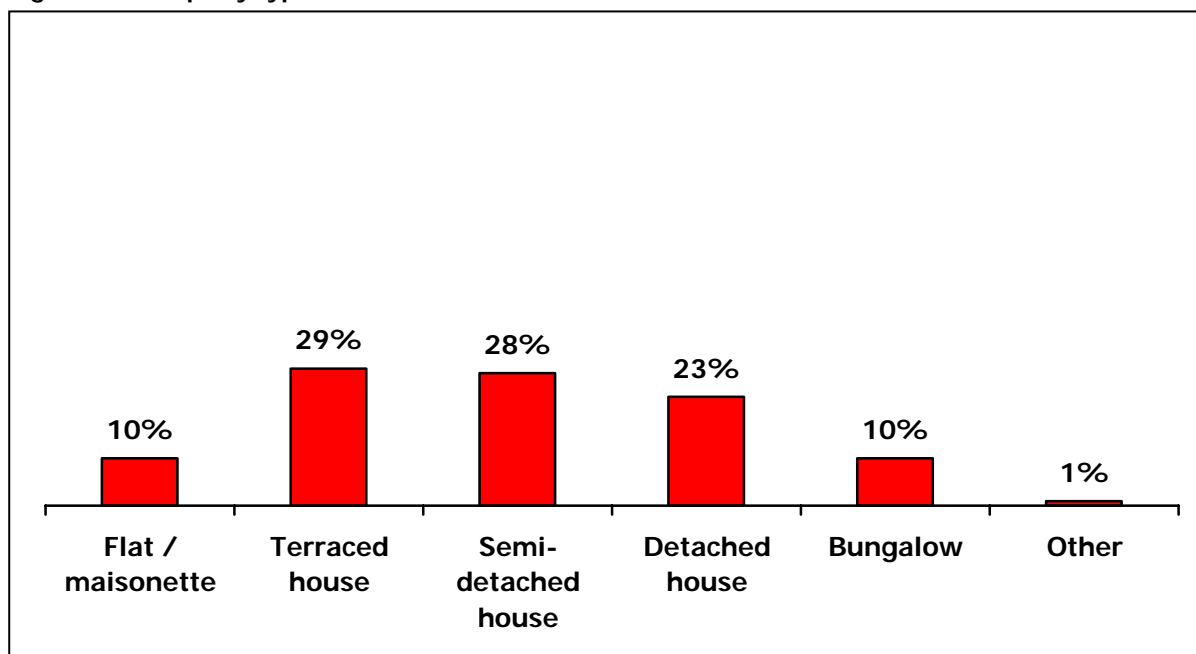
9. Profile of survey respondents (telephone survey)

Figure 51: Tenure



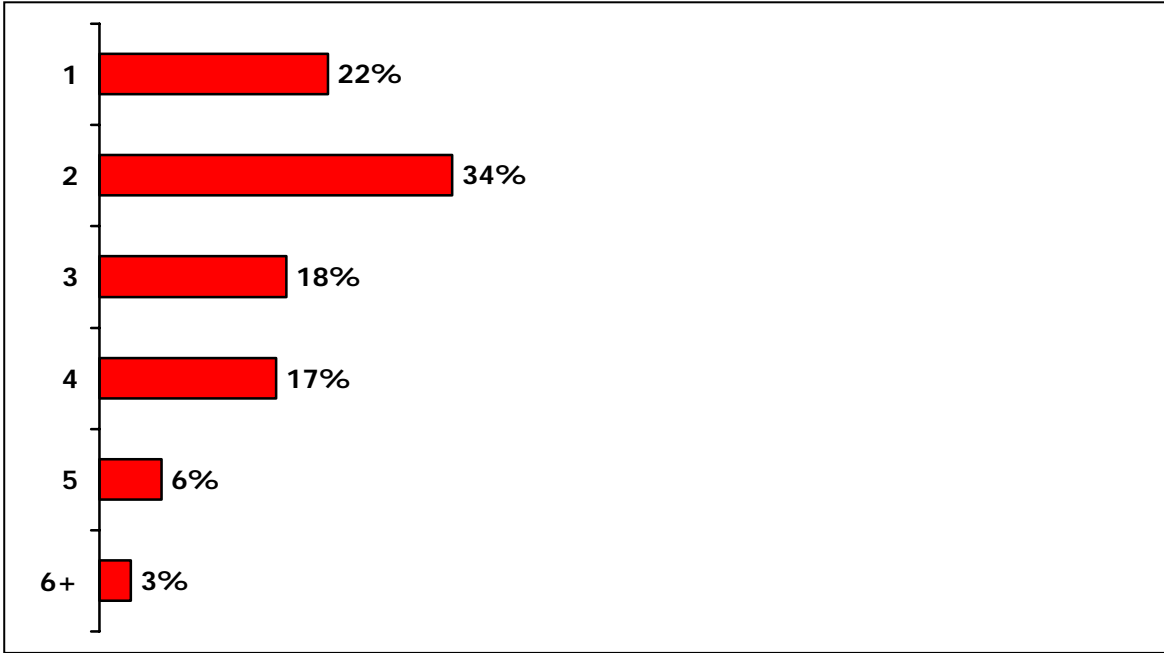
Base = 1442

Figure 52: Property type



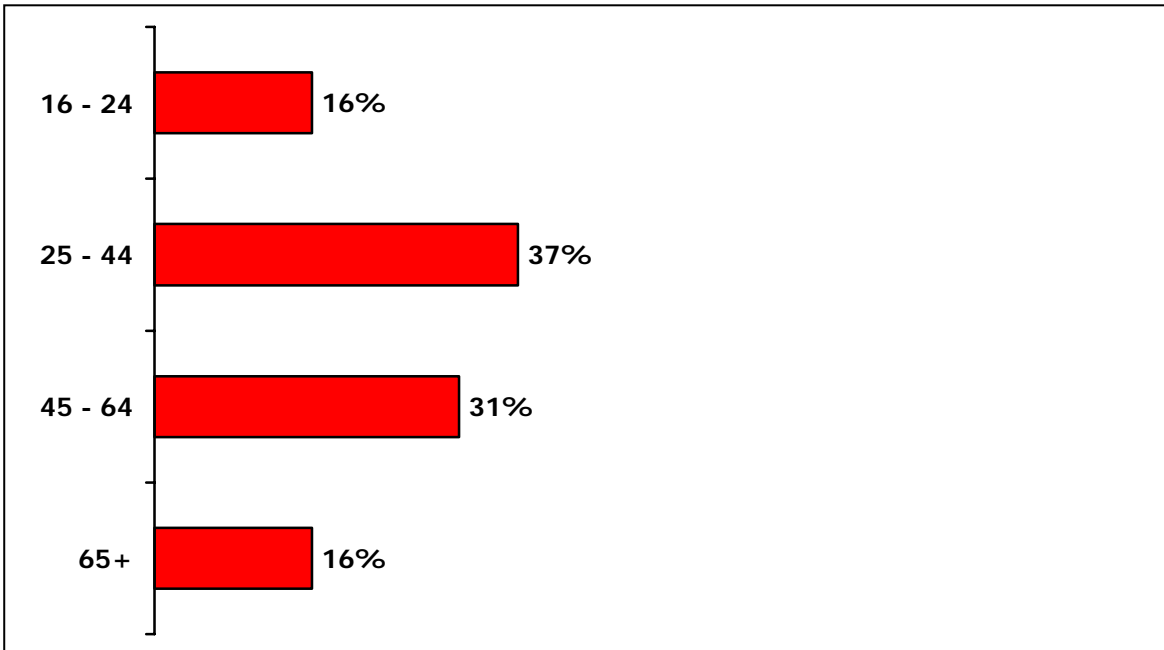
Base = 1477

Figure 53: Number of people in the household



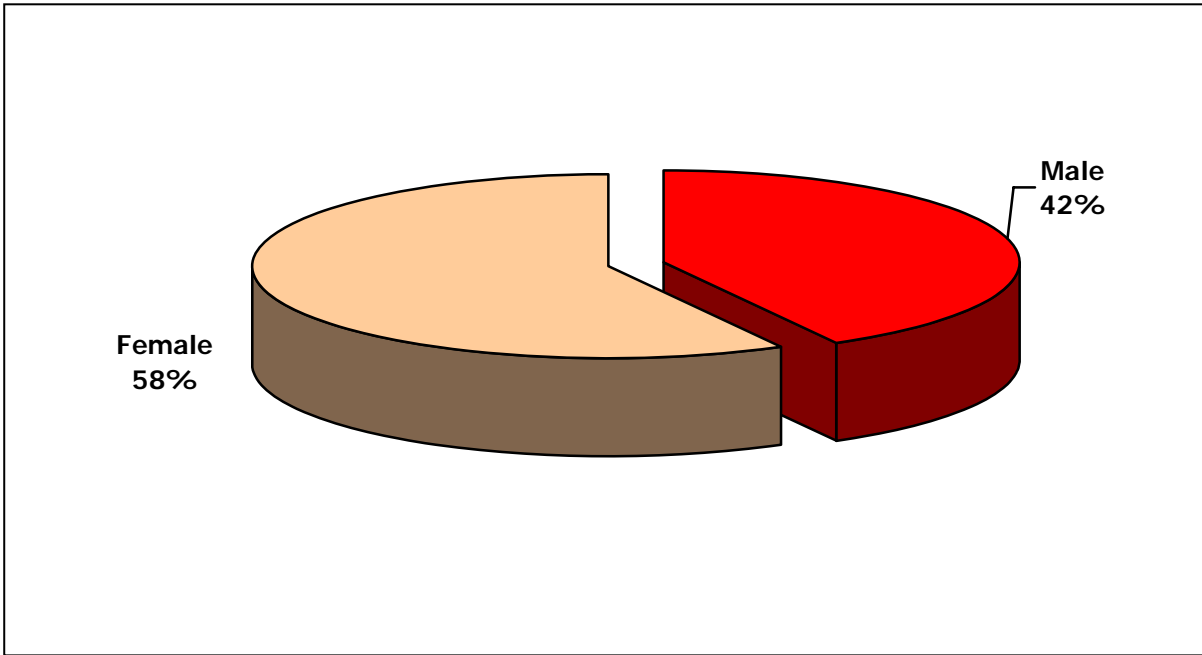
Base = 1508

Figure 54: Age of respondent



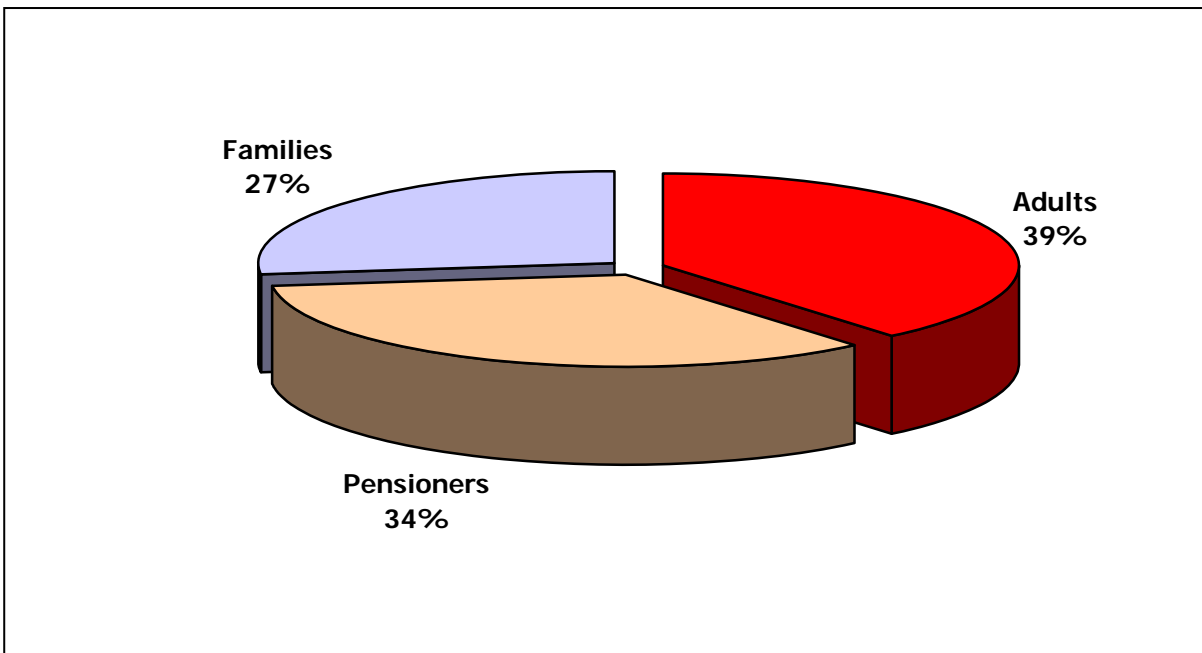
Base = 1448

Figure 55: Gender of respondent



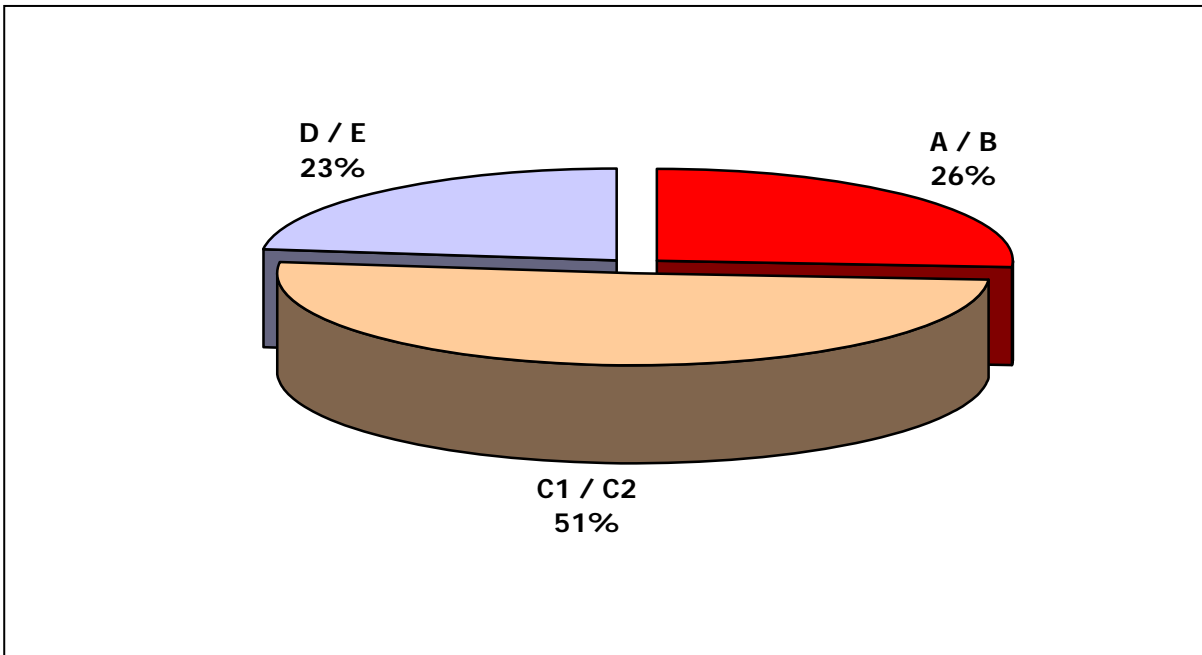
Base = 1508

Figure 56: Household type



Base = 1508

Figure 57: SEG



Base = 1508

APPENDIX A QUOTAS TO BE ACHIEVED

		SAMPLING BREAKDOWN						
LOCAL AUTHORITY		SAMPLE	GENDER		AGE			
			M	F	16-19	20-44	45-64	65+
ENGLAND		750	49%	51%	5%	36%	24%	16%
NORTHWEST / WEST MIDLANDS								
Macclesfield	Cheshire	125	48%	52%	4%	32%	27%	18%
South Staffordshire	Staffordshire	125	49%	51%	5%	32%	28%	16%
SOUTHEAST								
Horsham	West Sussex	125	49%	51%	4%	32%	26%	17%
Lewes	East Sussex	125	48%	52%	5%	28%	26%	23%
SOUTHWEST								
Trowbridge	Wiltshire	125	49%	51%	4%	33%	25%	17%
Bath and North East Somerset	BANES Unitary Authority	125	49%	51%	5%	34%	24%	18%
WALES		250	49%	51%	5%	36%	24%	16%
Powys	Powys	125	49%	51%	5%	29%	27%	20%
Swansea	Swansea Unitary Authority	125	49%	51%	5%	33%	24%	18%
SCOTLAND		250	49%	51%	5%	36%	24%	15%
Fife	Fife	125	48%	52%	5%	34%	25%	16%
Lanarkshire	South Lanarkshire	125	48%	52%	5%	35%	25%	15%
NORTHERN IRELAND		250	49%	51%	6%	35%	22%	14%
Derry Urban Area	Derry	125	48%	52%	8%	37%	21%	10%
North Down	North Down	125	47%	53%	7%	32%	26%	17%

APPENDIX B WEIGHTING CHART

Country	Total population	Population by age and % of pop.							
		16-24		25 - 44		45 - 64		65+	
		Total pop.	% of pop.	Total pop.	% of pop.	Total pop.	% of pop.	Total pop.	% of pop.
England	39861017	5985323	15%	14396171	36%	11671523	29%	7808000	20%
Macclesfield									
South Staffordshire									
Horsham									
Lewes									
West Wiltshire									
Bath and North East Somerset (BANES)									
Wales	2353881	354197	15%	772310	33%	722600	31%	504774	21%
Powys									
Swansea									
Scotland	4155129	631660	15%	1480261	36%	1238308	30%	804900	19%
Fife									
South Lanarkshire									
Northern Ireland	1314315	238586	18%	489195	37%	363209	28%	223325	17%
Derry									
North Down									

APPENDIX C Statistical Significance

The following spreadsheet (Table C) shows the upper and lower limits within which we would expect to find 95% of the data.

The point of statistical significance is to determine whether two different values from a survey sample could arise by chance. This becomes less likely as the values are further apart or the sample size increases.

To establish whether or not values for the following questions are statistically significant, read the expected lower and upper limits of the values that could arise by chance, and compare this with the value in the graphics or tables in the report – or in the column that reads 'Total Result'. For a random sample, we'd expect 95% of the values to fall within the limits.

For those results that fall outside the limits, it shows that they are not just random, but that they demonstrate a statistically significant relationship.

The analysis of the data in this report includes the use of significance testing where appropriate, so those findings described in the main text are mainly those that are most significant. Footnotes in the main text describe those results that fall within the limits of the margin of error at the 95% confidence interval.

Table C Statistical Significance

Figure No. / Question No.	Variable	Percent	Approximate population base	Total Result	Margin of error	Lower limit of margin of error %	Upper limit of margin of error %
1 (q2)	1 (q2)		120	91%	5%	86%	96%
2 (q3)	2 (q3)		100	94%	5%	89%	99%
4(q4)	4 (q4) - plastic bottles		100	71%	9%	62%	80%
	4 (q4) - newspaper		100	96%	4%	92%	100%
	4 (q4) - cans		100	77%	8%	69%	85%
	4 (q4) - batteries		100	7%	5%	2%	12%
	4 (q4) - glass		100	54%	10%	44%	64%
	9(q7)	9 (q7) - none		208	46%	7%	39%
9 (q7) - 1-3			208	11%	4%	7%	15%
9 (q7) - 4-6			208	17%	5%	12%	22%
9 (q7) - 7-9			208	4%	3%	1%	7%
9 (q7) - 10-20			208	15%	5%	10%	20%
9 (q7) - 21+			208	6%	3%	3%	9%
11 (q8)		Threw it out immediately	72%	237	72%	6%	66%
	Kept it a couple of weeks	15%	237	15%	5%	10%	20%
	Kept it couple of weeks to three months	79%	237	79%	5%	74%	84%
	Kept it more than three months	7%	237	7%	3%	4%	10%

Figure No. / Question No.	Variable	Percent	Approximate population base by variable	Total Result	Margin of error	Lower limit of margin of error %	Upper limit of margin of error %
12 (q8)	Threw it out immediately	72%	224	72%	6%	66%	78%
	Kept it a couple of weeks	15%	224	15%	5%	10%	20%
	Kept it couple of weeks to three months	7%	224	7%	5%	12%	2%
	Kept it more than three months	7%	224	7%	3%	4%	10%
14 (q9)	Never get rid of them	3%	244	3%	2%	1%	5%
	Take to bring bank / recycling centre	7%	244	7%	3%	4%	10%
	Recycling collection	5%	244	5%	3%	2%	8%
	Put in the household rubbish bin	83%	244	83%	5%	78%	88%
	Take to work	1%	244	1%	1%	0%	2%

Figure No. / Question No.	Variable	Percent	Approximate population base by variable	Total Result	Margin of error	Lower limit of margin of error %	Upper limit of margin of error %
20 (q10)			221	40%	6%	34%	46%
21 (q10)			226	24%	6%	18%	30%
22 (q10)			184	27%	6%	21%	33%
23 (q10)			226	18%	5%	13%	23%
24 (q10)			225	31%	6%	25%	37%
25 (q10)			168	34%	7%	27%	41%
26 (q10)			170	46%	7%	39%	53%
28 (q11)	I knew where to take them	86%	245	86%	4%	82%	90%
	I knew which types could be recycled	89%	245	89%	4%	85%	93%
	I was offered an incentive	73%	245	73%	6%	67%	79%
	They were collected from outside my home	92%	245	92%	3%	89%	95%
	I could test if they were used up	72%	245	72%	6%	66%	78%
	I had a special storage container	88%	245	88%	4%	84%	92%

Figure No. / Question No.	Variable	Percent	Approximate population base by variable	Total Result	Margin of error	Lower limit of margin of error %	Upper limit of margin of error %
29 (q11)	I knew where to take them	86%	245	86%	4%	82%	90%
	I knew which types could be recycled	89%	245	89%	4%	85%	93%
	I was offered an incentive	73%	245	73%	6%	67%	79%
	They were collected from outside my home	92%	245	92%	3%	89%	95%
	I could test if they were used up	72%	245	72%	6%	66%	78%
	I had a special storage container	88%	245	88%	4%	84%	92%
31 (q12)	Small bag	43%	237	43%	6%	37%	49%
	Small box	40%	237	40%	6%	34%	46%
	Sturdy envelope	15%	237	15%	5%	10%	20%
	Still wouldn't recycle	1%	237	1%	1%	0%	2%

Figure No. / Question No.	Variable	Percent	Approximate population base by variable	Total Result	Margin of error	Lower limit of margin of error %	Upper limit of margin of error %
34 (q14)	Setting up a council webpage	65%	227	65%	6%	59%	71%
	Stickers on recycling containers	93%	227	93%	3%	90%	96%
	Creating a slogan	75%	227	75%	6%	69%	81%
	Creating a logo	74%	227	74%	6%	68%	80%
	Public promotions at places like supermarkets	90%	227	90%	4%	86%	94%
	Celebrity launch events	44%	227	44%	6%	38%	50%
	School education programmes	90%	227	90%	4%	86%	94%
	Articles in the local press	88%	227	88%	4%	84%	92%
	Radio ads	84%	227	84%	5%	79%	89%
	TV ads	89%	227	89%	4%	85%	93%
	Posters in public places	86%	227	86%	5%	81%	91%
	Leaflets through the door	86%	227	86%	5%	81%	91%

Figure No. / Question No.	Variable	Percent	Approximate population base by variable	Total Result	Margin of error	Lower limit of margin of error %	Upper limit of margin of error %
35 (q15)	Use of special box or bag	76%	246	76%	5%	71%	81%
	Take them to recycling collection point	17%	246	17%	5%	12%	22%
	Take them to a shop that sells batteries	4%	246	4%	2%	2%	6%
	Send them back in the post	2%	246	2%	2%	0%	4%
	Still wouldn't recycle	1%	246	1%	1%	0%	2%