



RECOUP

DEPOSIT RETURN SCHEMES

**CONSUMER INSIGHT
RESEARCH**

2018

ABOUT THE SURVEY

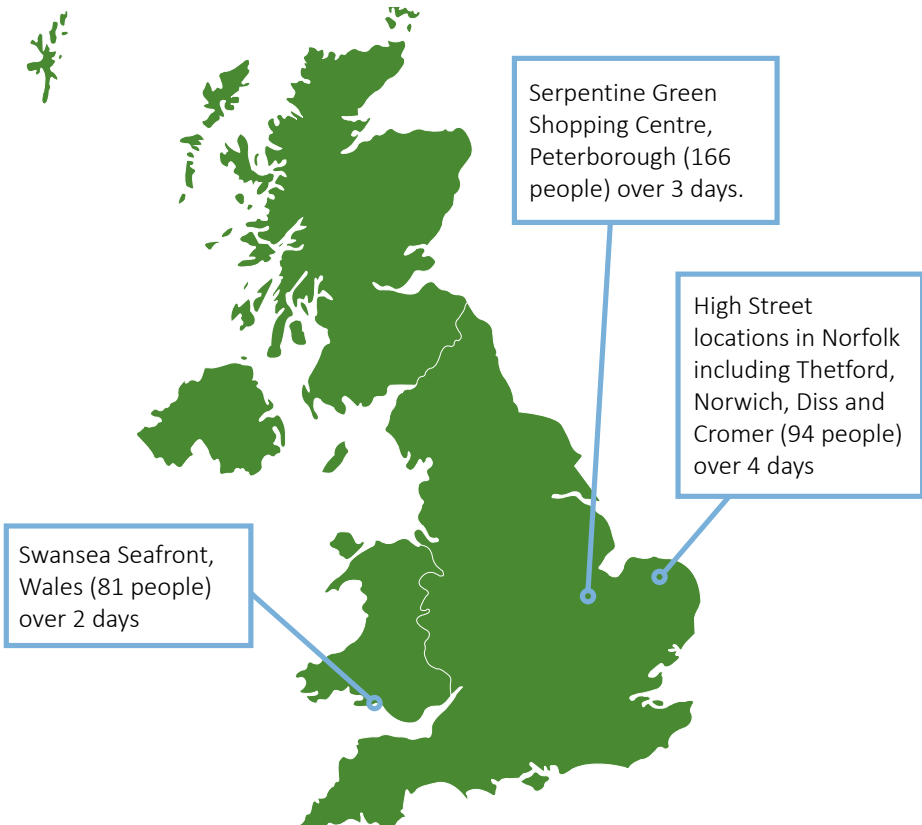
A consumer insight survey was carried out with **341** people. The respondents were interviewed in 3 main locations to provide a representative sample of different geographical areas, socio-demographics, age ranges and genders.

Gender

MALES	126
FEMALES	215

Age

UNDER 30	21%
31-55	36%
56+	43%

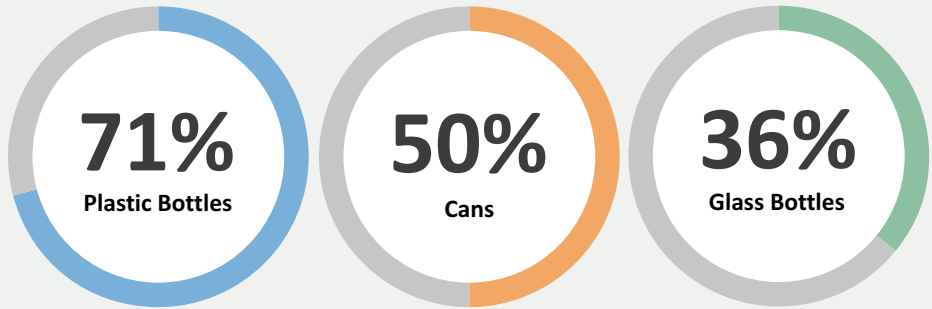


DRINKS CONSUMPTION

What drinks containers do consumers use?

Consumers were asked when purchasing drinks to consume 'On-the-Go' or at home which

type of container their drinks came in. Plastic bottles were the most bought drinks containers:



9% of those questioned did not buy any plastic or glass drinks bottles or cans

20% purchase a mix of cans, plastic and glass bottles

16% purchase a mix of cans and plastic bottles ONLY

1% purchase cans and glass bottles ONLY

35% purchase plastic bottles ONLY

15% purchase glass bottles ONLY

13% purchase cans ONLY



ON-PACK LABELLING



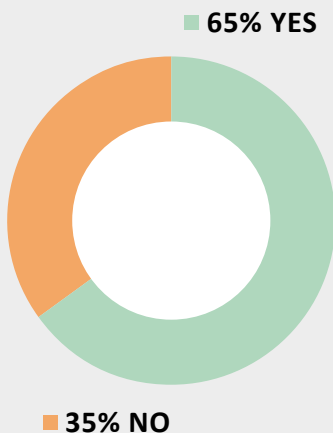
How do consumers use On-Pack Labelling?

The consumers who purchase drinks containers were then asked about how they use on-pack labelling to decide where to dispose of the container.

The **On-Pack Recycling Labelling** is a simple UK-wide recycling message on retailer and brand packaging to say how widely an item is collected for recycling. However, the **Green Dot** symbol is also used on packaging – a financing symbol to prove a company has complied with packaging waste legislation.

65% did look for recycling instructions on the pack, although not always sure what they were looking for. Generally, they were looking for some kind of 'swish with an arrow' which they connect to mean the material is recyclable. However, this can be confused with the Green Dot symbol.

The **35%** of consumers that did not look on the pack for recycling instructions either felt they already knew if the pack was recyclable or there was apathy as to whether it was recyclable or not.



Of the **65%** of consumers who did look for recycling instructions on the pack **78%** look for the On-Pack Recycling Label when making recycling decisions. **22%** of consumers said they would recycle the packaging if they saw the Green Dot symbol on the package. This could result in the consumer placing the item in the wrong bin.

DISPOSAL HABITS

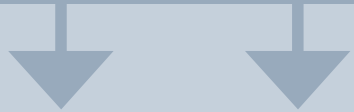
Where, when and how do consumers dispose of used drinks containers?

84% of consumers state they are trying to do the right thing and place containers where they can be recycled. Although current collection rates indicate some consumers are exaggerating their positive disposal habits.



'Away from Home' locations are a significant opportunity to collect drinks containers for recycling. Of the **84%** of consumers who are trying to do the right thing, **55%** said that they recycle the drinks containers in their home recycling, with **29%** reporting that they place drinks containers for recycling away from home as well as in the home.

16% of consumers admit to disposing of drinks containers in general waste bins



9% dispose of containers in household general waste bins

7% dispose of containers in general waste litter bins

CONSUMER AWARENESS

Have you heard about the possibility of a Deposit Return Scheme being implemented in the UK?

66%

AWARE OF
THE POSSIBILITY OF A
DEPOSIT RETURN
SCHEME IN THE UK

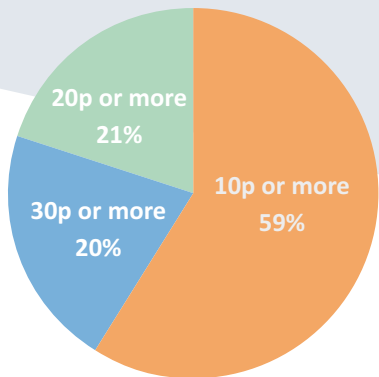
34%

NOT AWARE OF
THE POSSIBILITY OF A
DEPOSIT RETURN
SCHEME IN THE UK

PRICE POINT

What would be a sufficient deposit to encourage consumers to take back their empty drinks containers for recycling?





Almost **60%** of consumers say 10p is sufficient a deposit to incentivise them to return the packaging for recycling and get their deposit back.

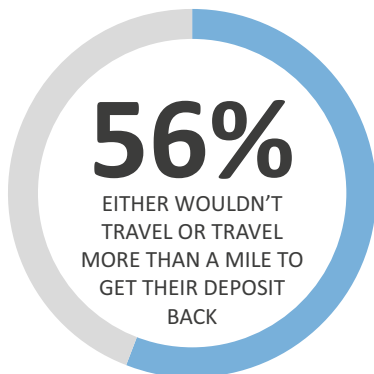
Only **20%** thought a deposit of 30p or more would be needed.

CONVENIENCE

How far would consumers travel to get their deposit back?

Convenience is the key feature for the consumer. **36%** of consumers would only travel less than a mile to return drinks containers to get their deposit back, with only **14%** being prepared to travel more than 3 miles. Many connected getting their deposit back to where they did their normal main food shopping.

20% stated they would not want to travel at all to get their deposit back, which provides a solid indication that kerbside schemes will continue to be used as the primary collection scheme for drinks containers by some consumers.



0 MILES	20%
UNDER 1 MILE	36%
OVER 1 MILE	30%
OVER 3 MILES	14%

These figures could be influenced by the deposit price point, for example, if it was set at 30p or more.



RECOUP

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