



# Cré – Residential Food Waste Management

Date: February 2020  
Job Reference: 415819



**REDC**

# Research Details



What?

- Research was needed to assess attitudes & behaviours among consumers in relation to food waste recycling.
- RED C Research was commissioned to carry out the survey.



How?

- Research was conducted using RED C's online omnibus using our online panel of over 41,000 active panel members. Quota controls are used to ensure a nationally representative sample of RoI adults aged 18+ are surveyed.



How many?

- A sample size of 1,012 was achieved.



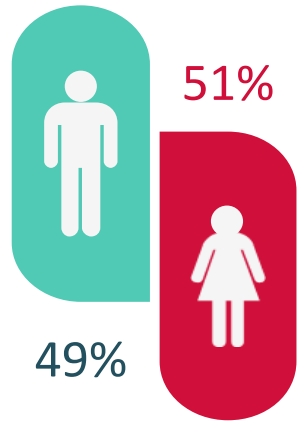
When?

- 23-28<sup>th</sup> January 2020.

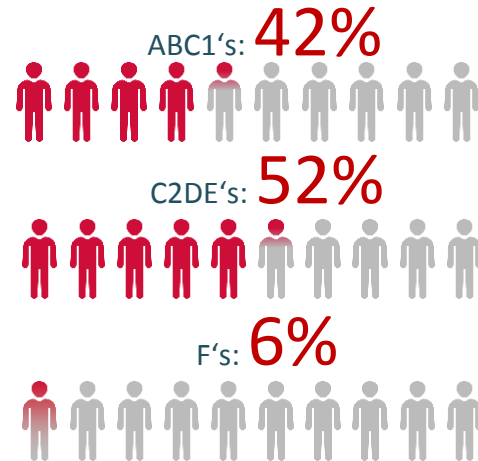
# REDLINE

Weighted to be representative of all adults aged 18+ using the latest CSO census data on the following demographics

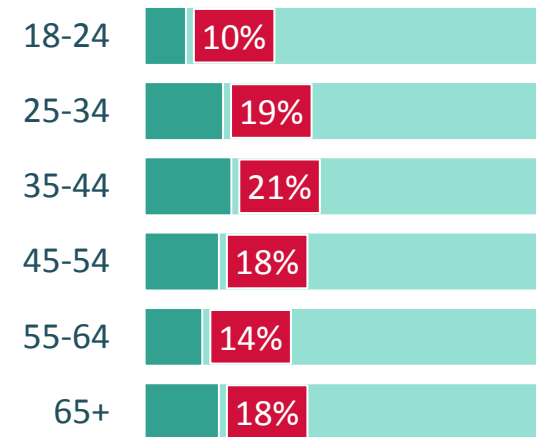
## Gender



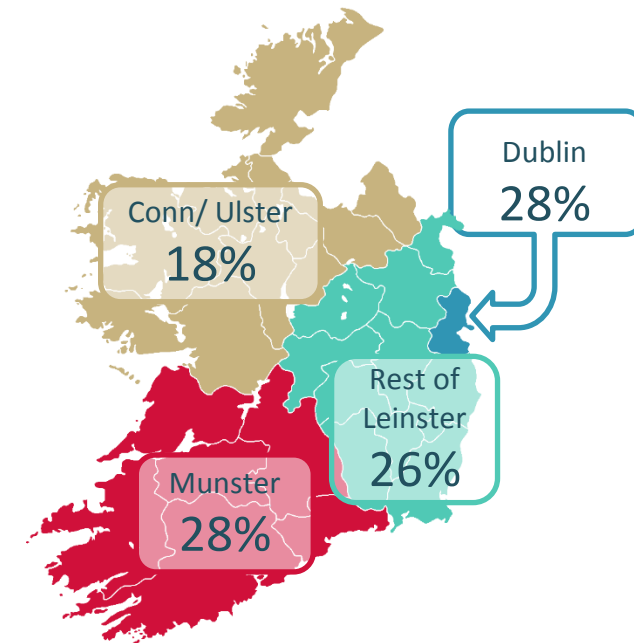
## Social Class



## Age



## Region



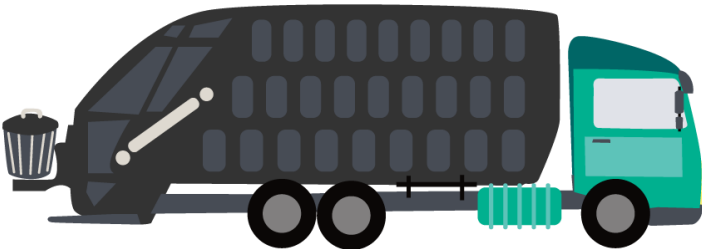
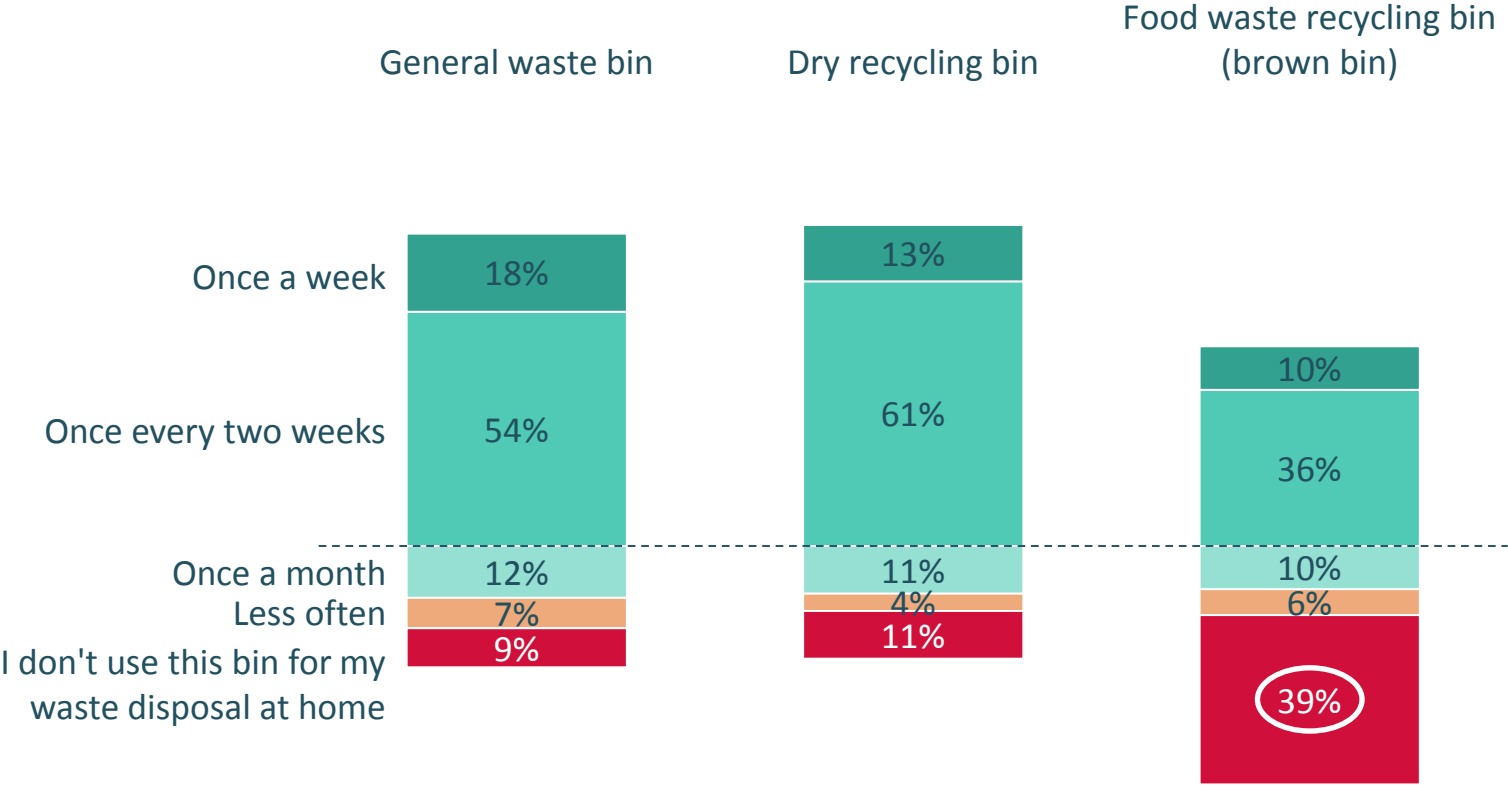


**Prevalence of Usage**

# Frequency of Bin Usage X Bin Type

(Base: All Adults 18+; n=1,012)

Q1. Please indicate the frequency with which you put each of the following bins out for collection by your waste collector at home.

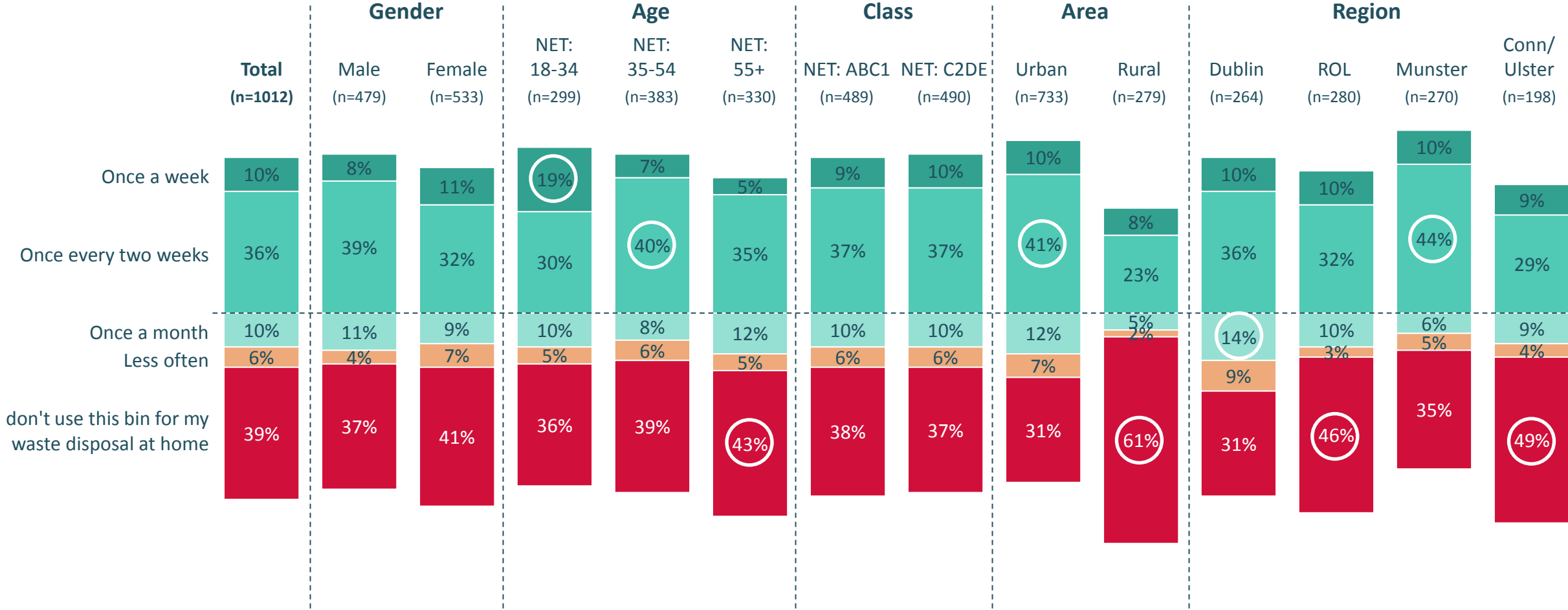


Just under 2 in 5 say they don't use a food waste bin at home, while 46% say they use this bin type more than once a month. In comparison, over 70% use their general waste bin or their dry recycling waste bin with the same frequency.

# Frequency of Bin Usage – Food Waste Recycling

(Base: All Adults 18+; n=1,012)

Q1. Please indicate the frequency with which you put each of the following bins out for collection by your waste collector at home.

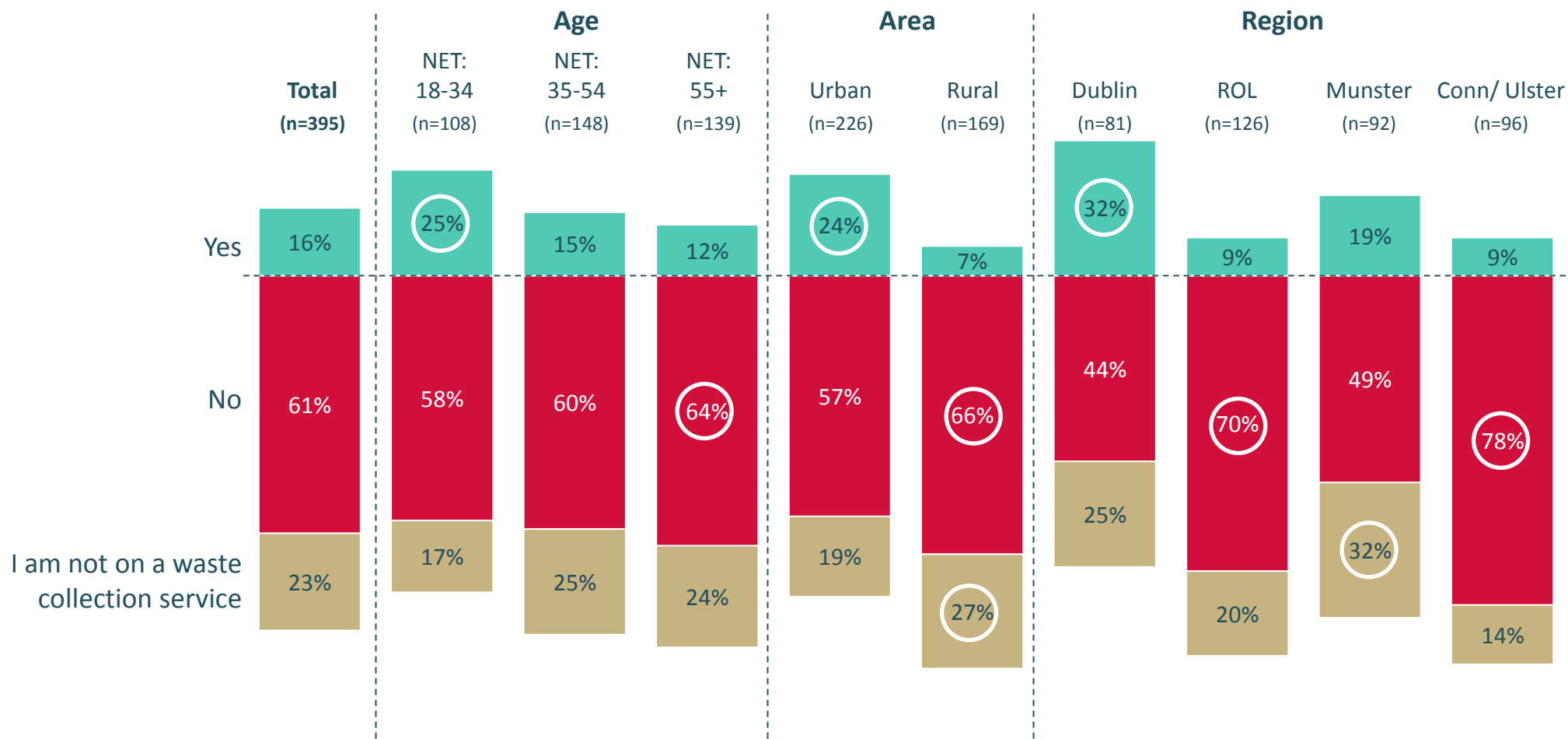


Younger adults and those living in urban areas report more frequent usage of a food waste recycling bin. In contrast, those aged 55+ and those in rural areas, particularly in ROL and Conn/Ulster report not using this bin type for waste disposal at home.

# Prevalence of Food Waste Recycling Bin Being Provided by Collector

(Base: All Adults 18+ Not Using a Food Waste Recycling Bin; n=395)

Q2. Have you been given a food waste recycling bin (brown bin) by your waste collector?

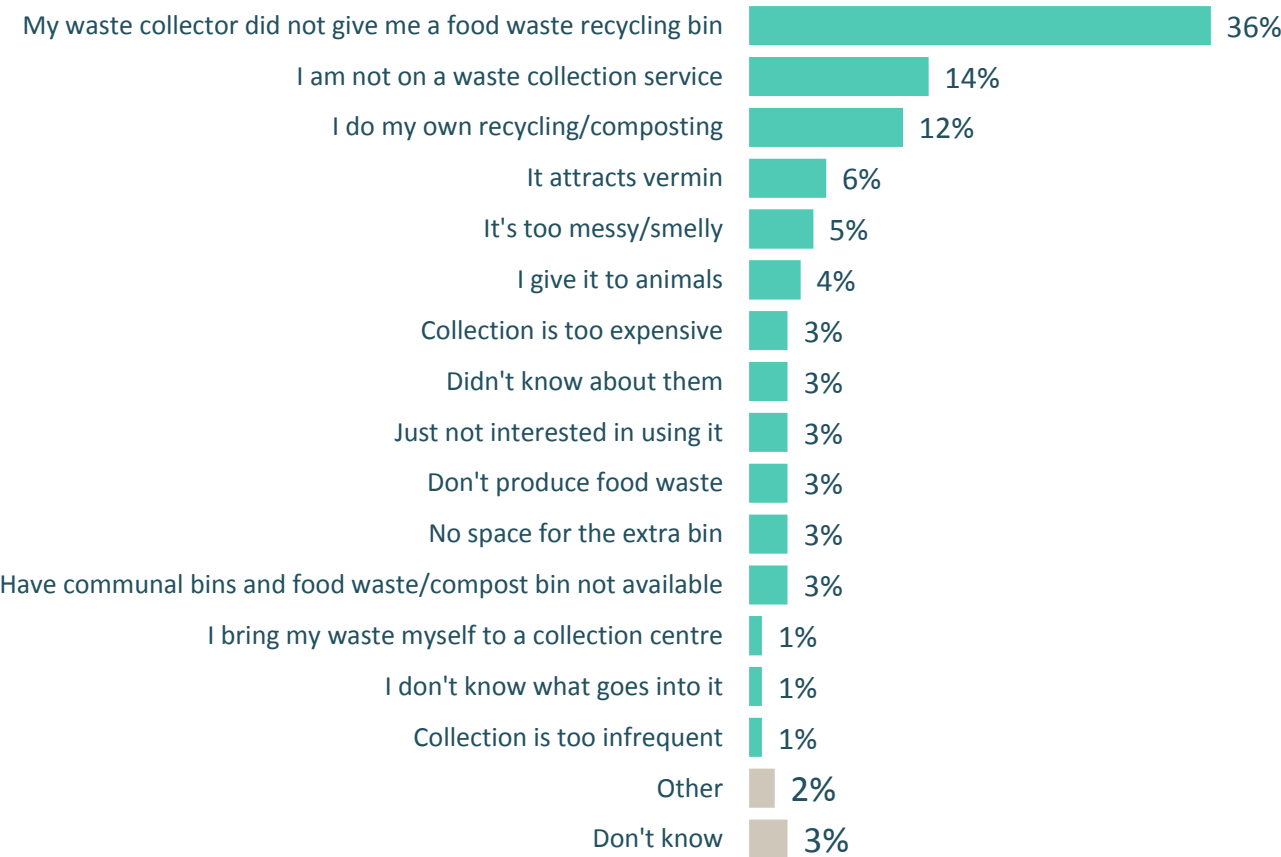


Only 1 in 6 of those who don't use a food waste recycling bin have been provided this bin by their waste collector, while 3 in 5 say their collector has not provided them with a food waste recycling bin. Those least likely to use this bin type (i.e. those in rural areas, ROL and Conn/Ulster) are also more likely to say they haven't been provided this bin type by their waste collector.

# Main Reason For Not Using a Food Waste Recycling Bin

(Base: All Adults 18+ Not Using a Food Waste Recycling Bin; n=395)

Q3. What is the main reason you do not use a Food Waste Recycling Bin?



Area		Region			
Urban	Rural	Dublin	ROL	Munster	Conn/ Ulster
(n=226)	(n=169)	(n=81)	(n=126)	(n=92)	(n=96)
34%	38%	27%	38%	30%	49%
11%	17%	12%	13%	23%	5%
8%	16%	8%	14%	11%	14%
6%	5%	7%	6%	7%	1%
7%	2%	7%	4%	5%	5%
2%	6%	-	6%	9%	-
4%	3%	2%	5%	2%	4%
3%	4%	1%	4%	1%	8%
3%	3%	5%	3%	3%	3%
2%	4%	2%	4%	3%	3%
4%	1%	8%	1%	2%	2%
5%	-	10%	1%	1%	-
1%	2%	1%	1%	1%	1%
1%	1%	-	1%	2%	1%
1%	1%	3%	1%	-	-
3%	2%	3%	1%	3%	3%
4%	2%	4%	3%	3%	2%

Over 1 in 3 of those who don't use a food waste recycling bin say this is because the waste collector did not provide them with this. Not being on a waste collection service and doing their own composting/recycling are also among the top 3 reasons. Those based in Dublin are also more likely to cite having communal bins where food waste recycling bin is not provided.



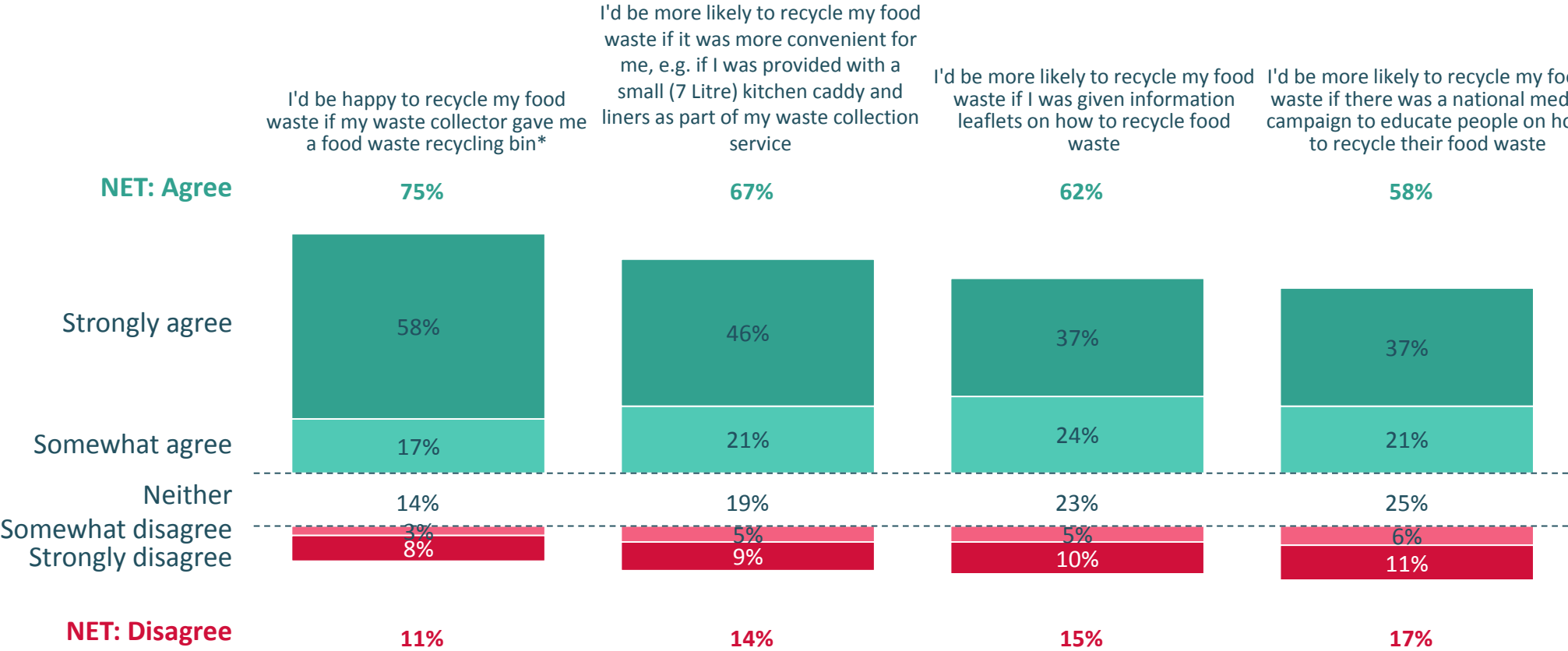


## Attitudes Towards Food Waste Recycling

# Attitudes Towards Food Waste Recycling - I

(Base: All Adults 18+; n=1,012)

Q4. Here are some statements other people have made in relation to recycling their food waste. Please indicate the level to which you agree or disagree with these statements.



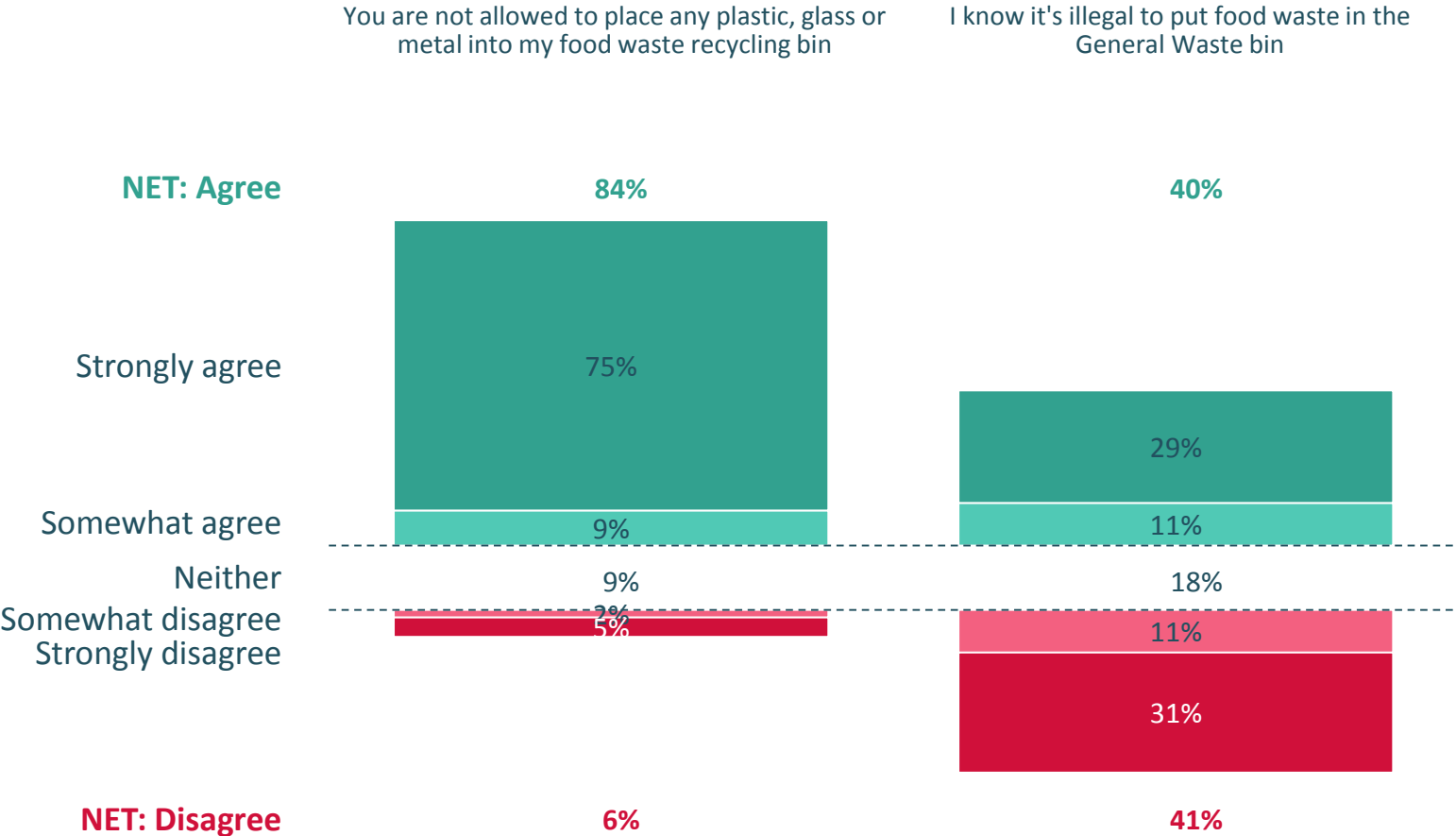
\*Only asked of those who were not provided a food waste recycling bin by their waste collector, n=395

3 in 4 say they'd be happy to use a food waste recycling bin if they were given one\*. Approx. 5 in 7 say they'd recycle food waste more if they were given a convenient kitchen caddy. Just over 3 in 5 would like more information on how to recycle food waste and a similar proportion are in favour of a national media campaigns to inform and encourage them on the issue.

# Attitudes Towards Food Waste Recycling - II

(Base: All Adults 18+; n=1,012)

Q4. Here are some statements other people have made in relation to recycling their food waste. Please indicate the level to which you agree or disagree with these statements.



Over 8 in 10 agree that they are not allowed to put plastic, glass or metal into the food recycling bin. However, there is some confusion in relation to whether or not it is illegal to put food waste into the general waste bin, with equal proportions agreeing and disagreeing with this statement.

# Attitudes Towards Food Waste Recycling - III

(Base: All Adults 18+; n=1,012)

Q4. Here are some statements other people have made in relation to recycling their food waste. Please indicate the level to which you agree or disagree with these statements.



7 in 10 say they would be more likely to buy products in compostable packaging if they knew these were compostable at large scale. And while 56% know that they can put compostable packaging in this bin, just under 2 in 5 say they don't know how to identify compostable packaging.

# Attitudes Towards Food Waste Recycling X Demographics of Those Who Agree

(Base: All Adults 18+; n=1,012)

Q4. Here are some statements other people have made in relation to recycling their food waste. Please indicate the level to which you agree or disagree with these statements.

	You are not allowed to place any plastic, glass or metal into my food waste recycling bin	I'd be happy to recycle my food waste if my waste collector gave me a food waste recycling bin	I would be more inclined to buy products in compostable packaging if I knew they were independently certified compostable in large scale composting plants	I'd be more likely to recycle my food waste if it was more convenient for me, e.g. if I was provided with a small (7 Litre) kitchen caddy and liners as part of my waste collection service	I'd be more likely to recycle my food waste if I was given information leaflets on how to recycle food waste	I'd be more likely to recycle my food waste if there was a national media campaign to educate people on how to recycle their food waste	I know to put compostable packaging into my food waste recycling bin	I know it's illegal to put food waste in the General Waste bin	I don't know how to identify compostable plastics
<b>Total (NET AGREE)</b>	<b>84%</b>	<b>75%</b>	<b>70%</b>	<b>67%</b>	<b>62%</b>	<b>58%</b>	<b>56%</b>	<b>40%</b>	<b>37%</b>
Male	84%	72%	68%	64%	58%	56%	57%	42%	35%
Female	85%	78%	71%	70%	65%	60%	55%	39%	38%
NET: 18-34	81%	77%	72%	72%	67%	62%	58%	32%	46%
NET: 35-54	82%	75%	63%	67%	58%	54%	51%	36%	35%
NET: 55+	89%	74%	76%	64%	62%	60%	62%	53%	31%
NET: ABC1	86%	75%	75%	65%	58%	58%	57%	37%	37%
NET: C2DE	83%	75%	66%	70%	64%	60%	56%	44%	36%
Urban	85%	74%	70%	68%	61%	58%	57%	39%	37%
Rural	83%	76%	70%	64%	63%	59%	54%	44%	36%
Dublin	86%	59%	70%	67%	61%	56%	58%	39%	36%
ROL	86%	72%	76%	72%	68%	64%	55%	42%	41%
Munster	84%	79%	69%	67%	60%	59%	59%	47%	35%
Conn/ Ulster	78%	85%	60%	61%	55%	52%	52%	31%	34%

While most demographics are in line with the average in terms of their attitudes, there seems to be some confusion in relation to using food recycling bins with a higher proportion of younger adults (18-34yrs) saying they don't know how to identify compostable packaging and older adults (55+yrs) over indexing in thinking it is illegal to dispose of food waste in the general waste bin.



## Key Findings

# Key Findings

1

Less than half of Irish adults report using a food waste recycling bin once every two weeks for disposing of food waste at home. In contrast, 3 in 4 report using a dry recycling waste bin during the same period. Younger adults and those living in urban areas report more frequent use of food waste recycling bins.

2

Of those who don't use a food waste recycling bin at home, the vast majority have not been provided this type of bin by their waste collector. Only 1 in 6 of those who don't use this bin type currently, claim to have been provided with a food waste recycling bin.

3

In addition, older adults (55+ yrs) and those living in rural areas, who are more likely to say they don't use a food waste recycling bin at home, also tend to over index in terms of not being provided a food waste recycling bin by their provider.

4

The barrier posed by the lack of provision of food recycling waste bins is reiterated once again with 1 in 3 of those not using a food waste bin citing this as the main reason. Lack of knowledge and hassle of separating food waste do not feature particularly notably as barriers.

5

In addition to tackling the provision issue, efforts should be made to make food recycling easier and more convenient for consumers, such as providing smaller kitchen caddy for food waste recycling as well as providing information and education in relation to correct use of this bin type (e.g. leaflets, media campaigns etc.)

**THANK  
YOU**

**REDC**The logo for REDC features the word "REDC" in a bold, sans-serif font. The letters "RED" are dark blue, and the letter "C" is red. A small teal-colored segment is positioned at the top of the "C", creating a partial circular shape.