



**Rot
it like
it's hot**

Para Kai Trial
Phase One Survey

Topline Report

Topline Report - Overview

The following document provides topline results from the *Stage One Para Kai Trial Surveys*.

Respondents were given the option to complete the survey either online, over the phone or via mail out/post back.

This topline includes results from n=446 completed surveys:

n=134 from the Food Waste Collection Trial

n=312 from the Home Composting Trial

- 116 who have a Worm Farm
- 103 who have a Bokashi System
- 93 who have a Compost Bin

Key Findings

- > Respondents agree that waste related issues are important and environmental purpose and goals are key motivation to take part
- > Prior to the trials beginning, the majority of households put at least some of their food waste in the general rubbish bag/bin, including 64% who used this as their main method of waste disposal. A key measure to track the change on in Phase 2.
- > While almost all respondents in both trial groups believe that the trial is a good idea for Wellington, those in the Home Composting Trial are significantly more likely to think it is a *very good idea*.
- > Satisfaction with the addition of the trial as a way to manage household waste is significantly higher among Food Waste Trial participants. Satisfaction by the Home Composting bin types ranges from 90% among those using a compost bin, down to 77% of those with a Worm Farm (a significantly lower result)

Key Findings

- > Cost saving poorly understood, or disbelieved
- > There is some confusion around foods that are accepted in each bin type; with some potential for more waste to be recycled as well as potential contamination issues
- > Key concerns in general are around smell, attracting rodents/animals and the volume of food to process. Some also feel they may have selected the wrong bin type for their household.
- > Key issues/questions around specific bin types include
 - **Worm Farm:** Worms not processing fast enough/more waste than the worms can handle
 - **Compost Bin:** What happens when the bin is full, uncertain about next steps in the process
 - **Bokashi System:** Where/how to bury in garden, not having the space to bury

Considerations

- Ongoing communication will be useful to:
 - Cement understanding and prevent decline in use
 - Clarify food types accepted/to be excluded in different bins
 - Provide tips and suggestions (and what to do if they have selected the wrong bin for them)
 - Galvanise support behind the big environmental goal, demonstrate cost benefits
 - Celebrate progress and success
- Direct communication by bin type may be most effective with some still not clear on what is accepted in the different bins, bin use/tips, what to do with excess food waste and/or what to do with outputs (particularly those in the Home Composting Trial)



General Attitudes Towards Waste

General Attitudes Towards Waste – Total Agree

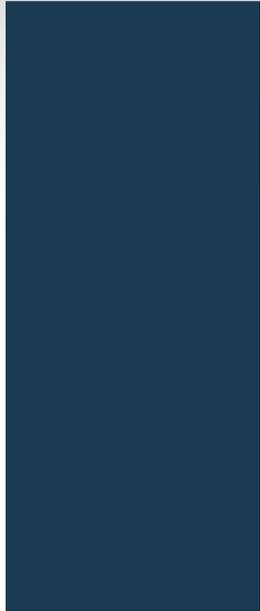
The majority of respondents agree that waste related issues are important.

98%



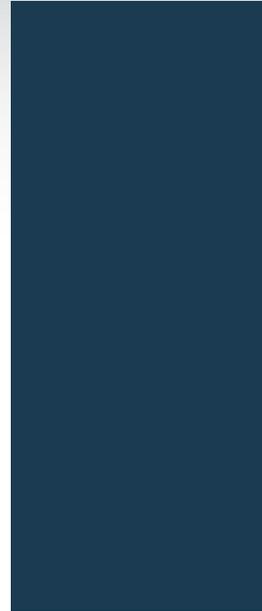
Waste reduction is an important issue

96%



I feel responsible for my impact on the environment

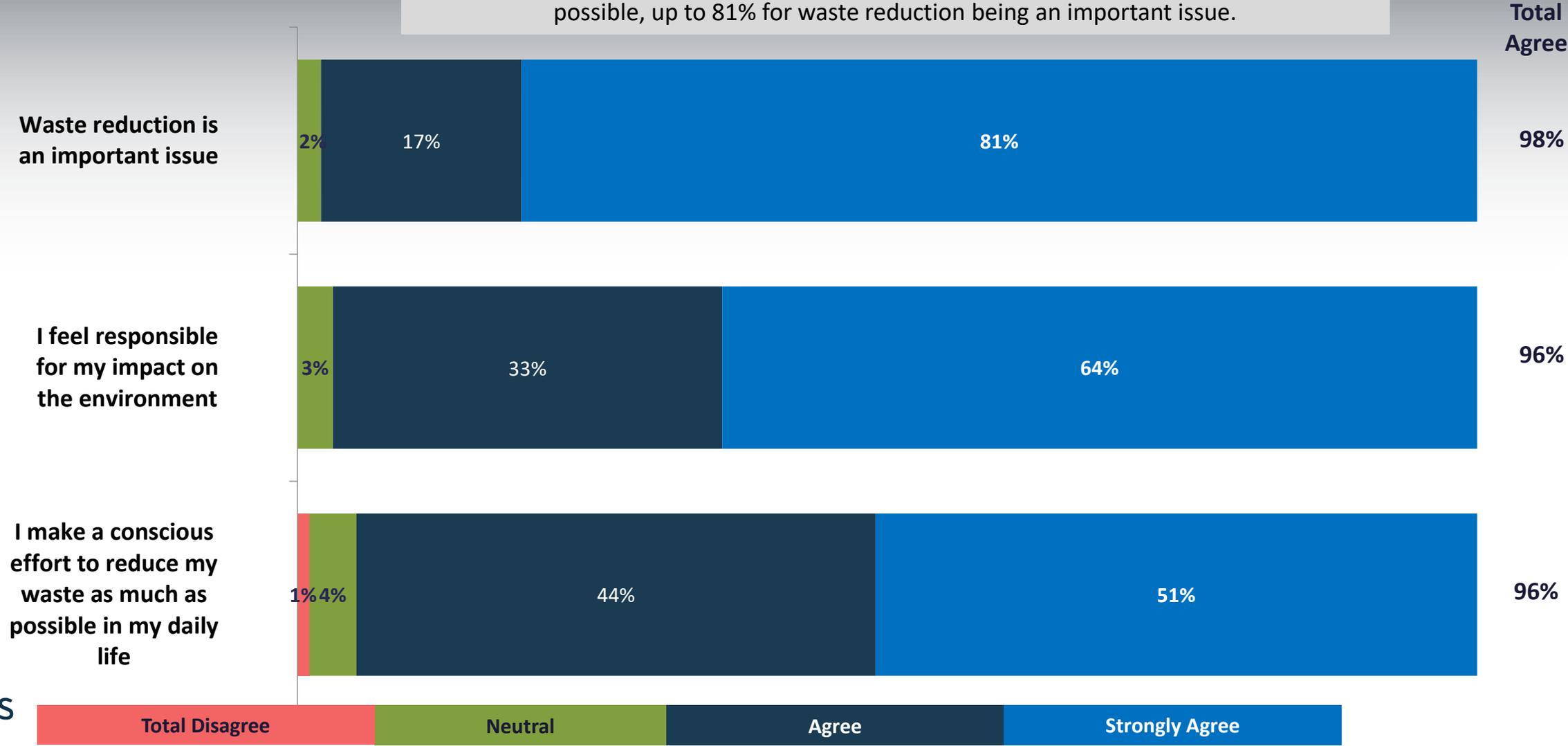
96%



I make a conscious effort to reduce my waste as much as possible in my daily life

General Attitudes Towards Waste

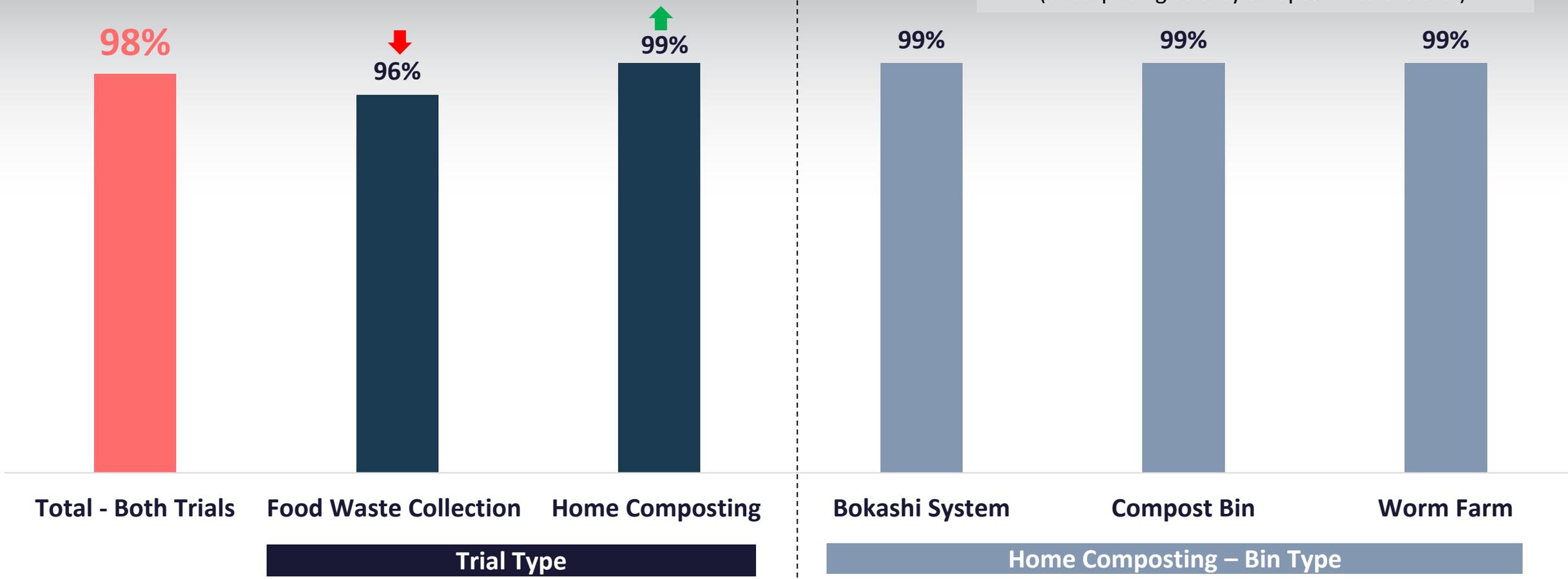
While the share agreeing to some extent is high and similar across all 3 statements, the share *strongly agreeing* ranges from 51% for making an effort to reduce as much waste as possible, up to 81% for waste reduction being an important issue.



Waste Reduction is an Important Issue by Trial & Bin Type

Waste reduction is an important issue
(% Strongly Agree/Agree)

Agreement is significantly higher among Home Composting Trial participants (unsurprising as they all opted into the trial).

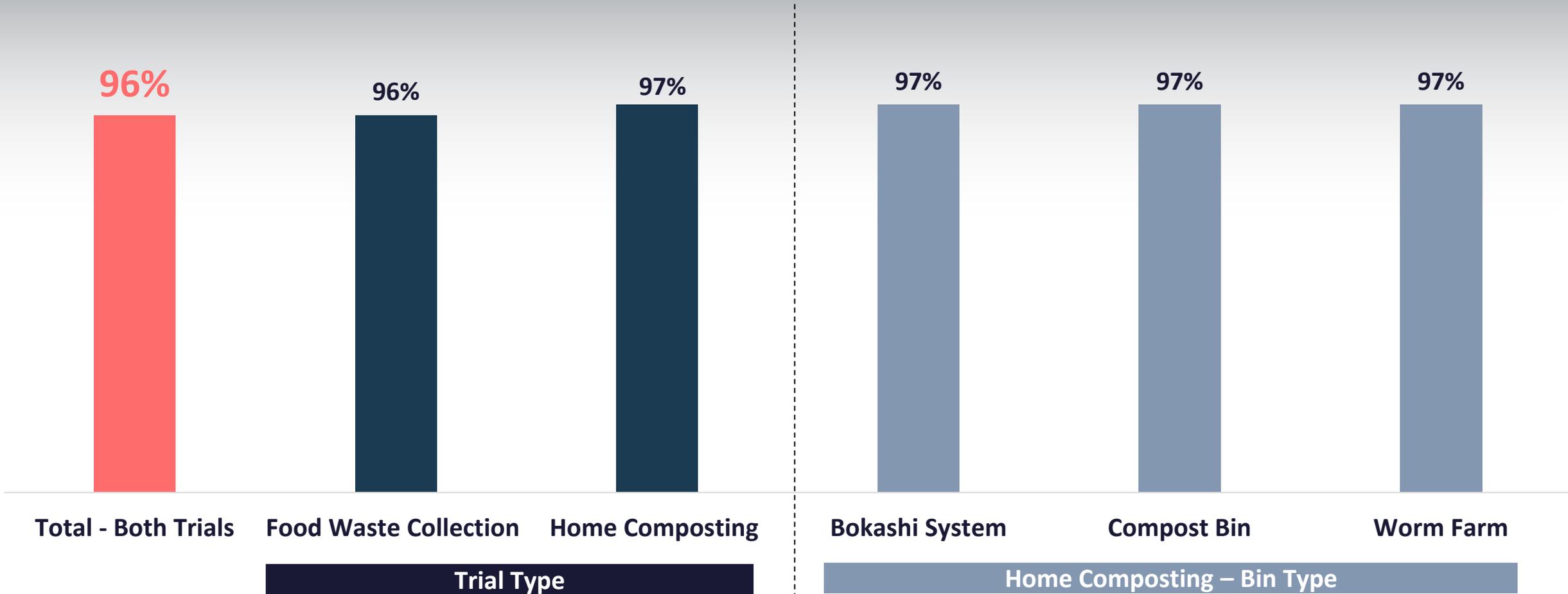


Green arrow indicates a significantly higher result when compared with the total across both trials, red arrow indicates a significantly lower result. Green star indicates a significantly higher result when compared with the total for the Home Composting Trial, red arrow indicates a significantly lower result.

Responsible for Impact on Environment by Trial & Bin Type

I feel responsible for my impact on the environment
(% Strongly Agree/Agree)

Agreement is similar across all sub-groups



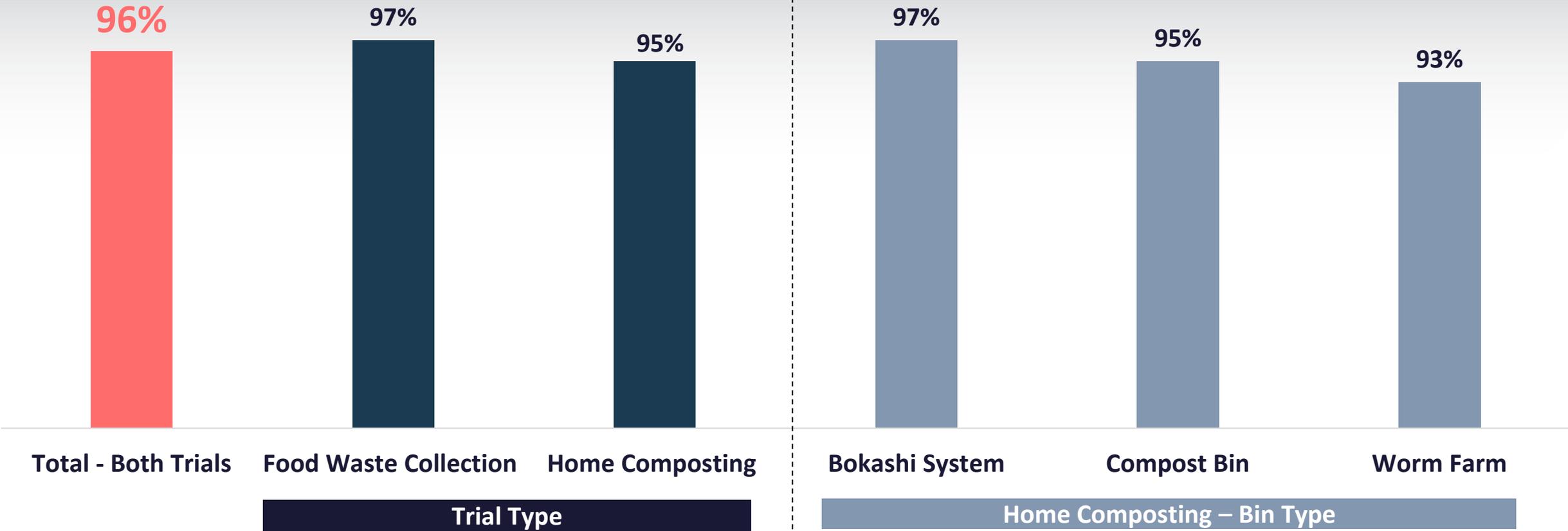
Green arrow indicates a significantly higher result when compared with the total across both trials, red arrow indicates a significantly lower result.

Green star indicates a significantly higher result when compared with the total for the Home Composting Trial, red arrow indicates a significantly lower result.

Conscious Effort to Reduce Waste by Trial & Bin Type

I make a conscious effort to reduce my waste as much as possible in my daily life
(% Strongly Agree/Agree)

Agreement is similar across all sub-groups, with no significant differences.



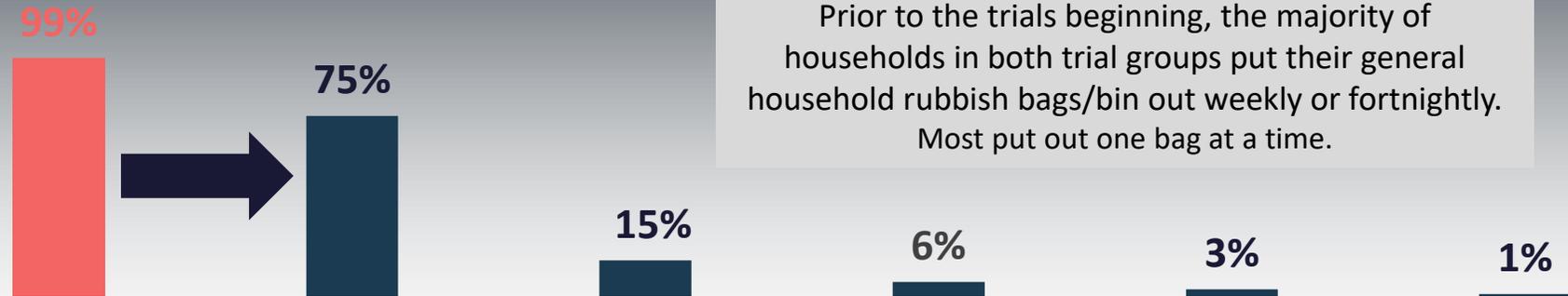
Green arrow indicates a significantly higher result when compared with the total across both trials, red arrow indicates a significantly lower result. Green star indicates a significantly higher result when compared with the total for the Home Composting Trial, red arrow indicates a significantly lower result.



Current Method(s) and Volume of Food Waste Disposal

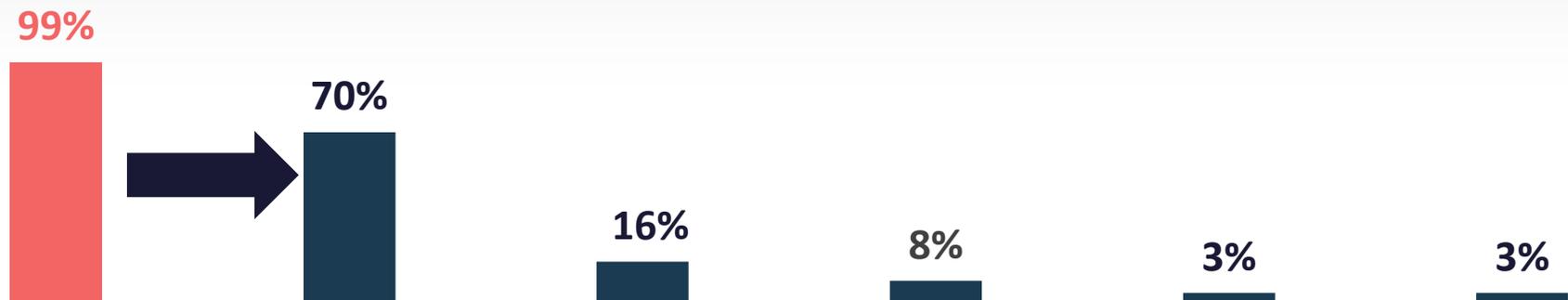
Frequency of Use of Rubbish Bags/Bins Pre-Trial

Total – Both Trials



Number of bags
 1=83%
 2=14%
 3+=3%

Food Waste Collection Trial



Number of bags
 1=82%
 2=17%
 3+=1%

Home Composting Trial

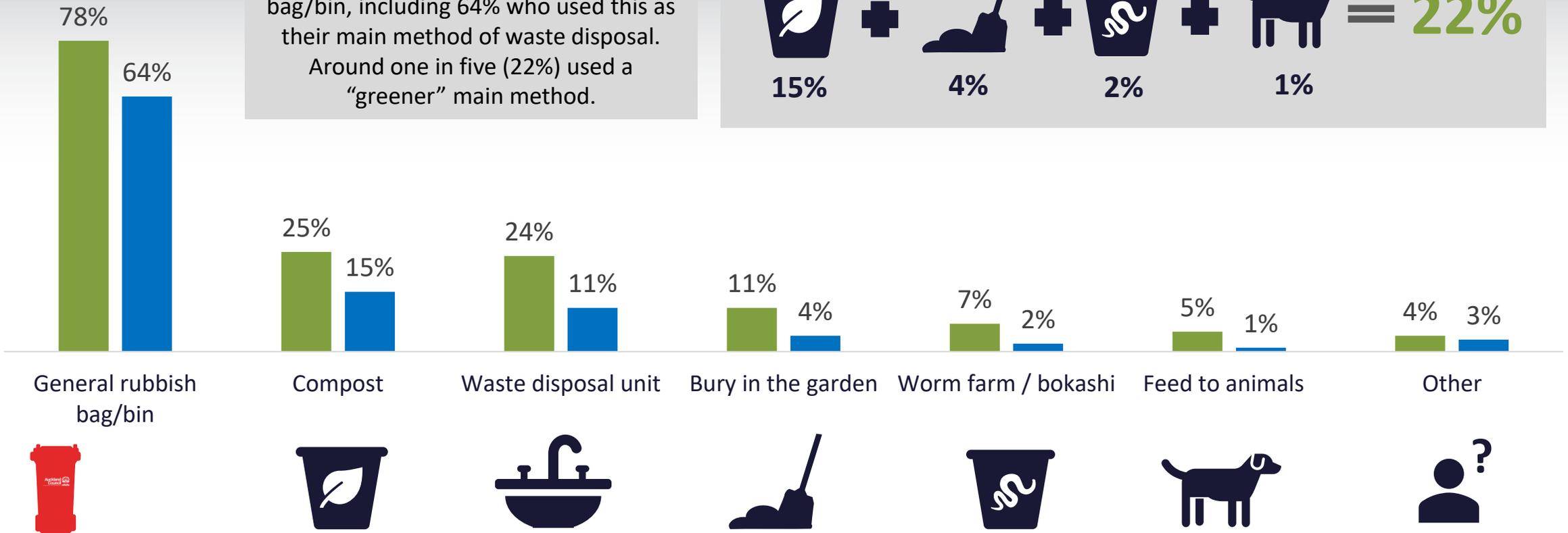


Number of bags
 1=84%
 2=14%
 3+=2%

Pre-Trial Method(s) Used to Dispose of Food Waste

All Trial Respondents

Prior to the trial's beginning, the majority of households put at least some of their food waste in the general rubbish bag/bin, including 64% who used this as their main method of waste disposal. Around one in five (22%) used a "greener" main method.



Main Pre-Trial Method Used to Dispose of Food Waste - By Trial

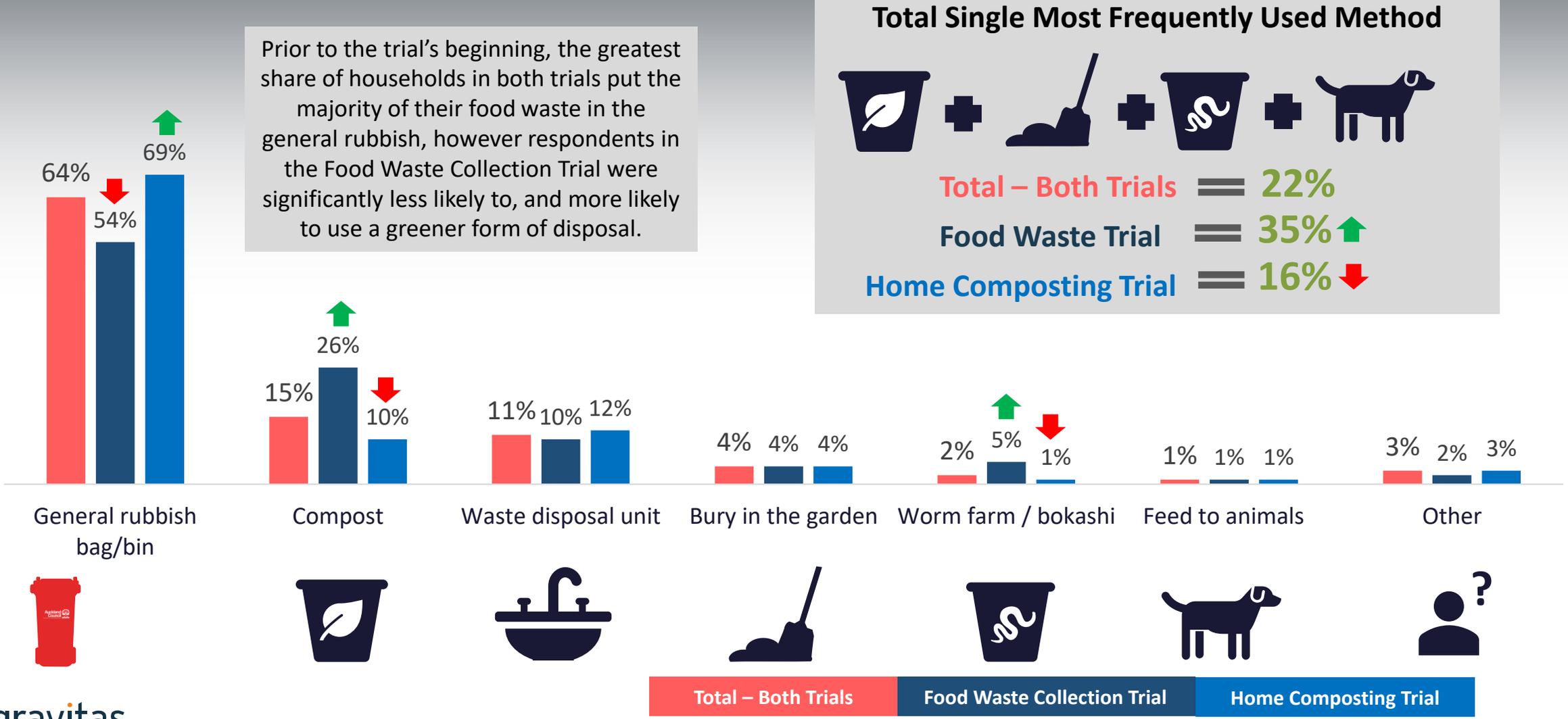
Prior to the trial's beginning, the greatest share of households in both trials put the majority of their food waste in the general rubbish, however respondents in the Food Waste Collection Trial were significantly less likely to, and more likely to use a greener form of disposal.

Total Single Most Frequently Used Method

Total – Both Trials = 22%

Food Waste Trial = 35% ↑

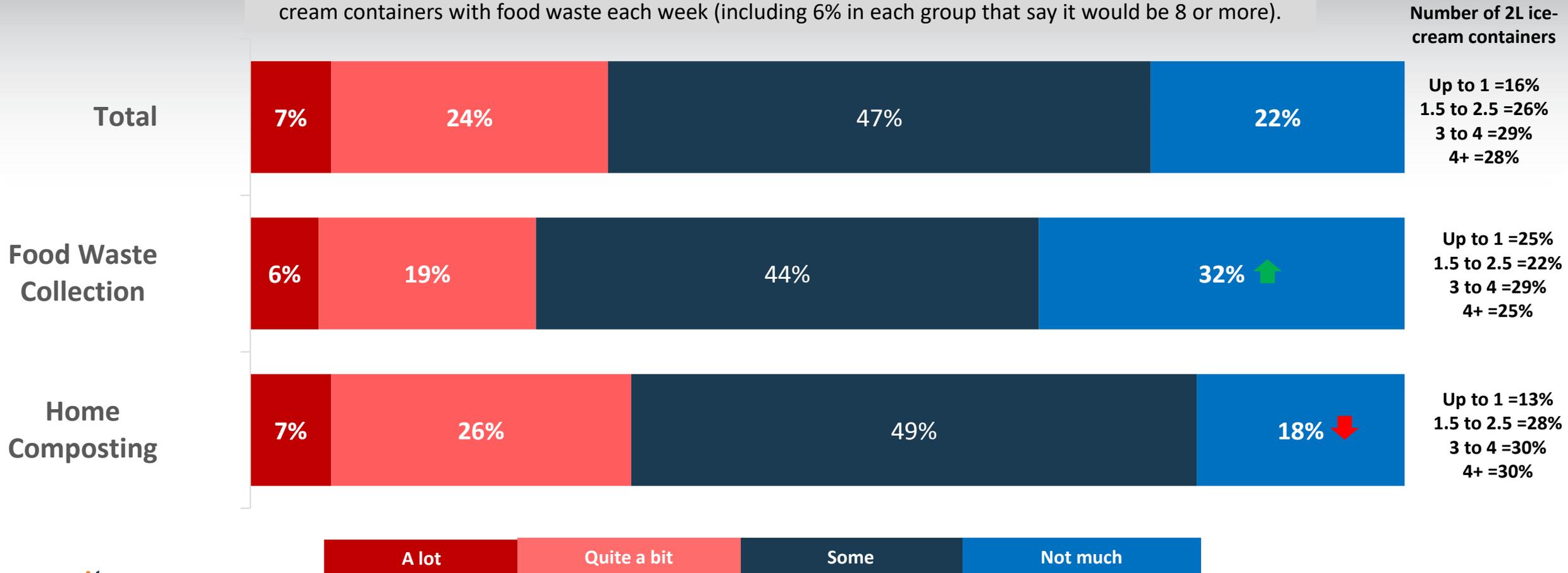
Home Composting Trial = 16% ↓



Amount of Food Waste Disposed of in General Rubbish

Around three in ten households who put at least some of their food waste into their general rubbish bag/bin prior to the trial described the amount as *quite a bit* or *a lot*.

More than half of all respondents in both trial groups say that their household would fill up 3 or more 2L ice cream containers with food waste each week (including 6% in each group that say it would be 8 or more).



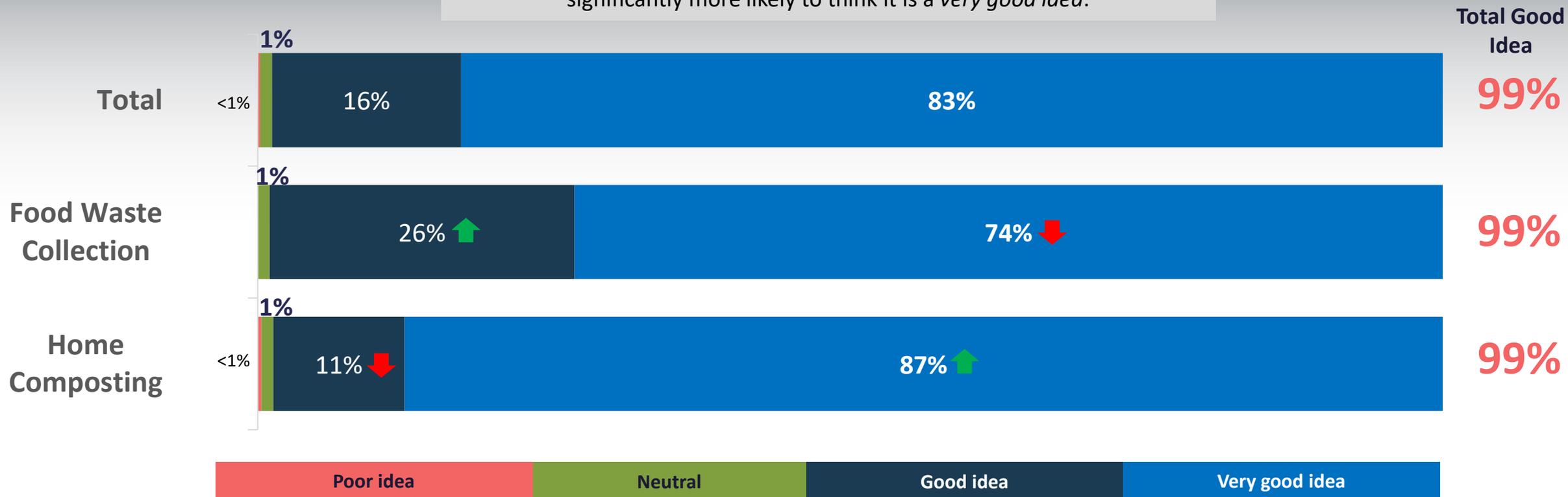
Arrows indicate significant differences between groups - green arrow indicates a significantly higher result, red a significantly lower result



Overall Attitude and Intention to Use

Overall, the Trial is a Good Idea for Wellington

While almost all respondents in both trial groups believe that the trial is a good idea for Wellington, those in the Home Composting Trial are significantly more likely to think it is a *very good idea*.

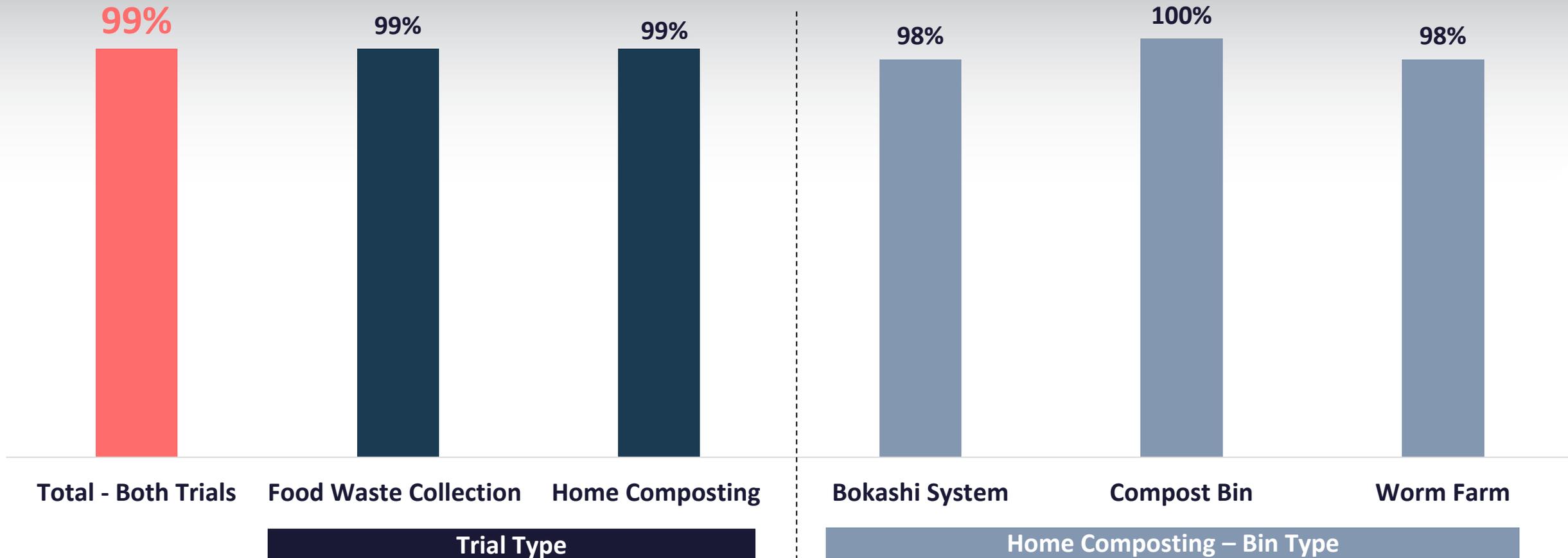


Note: Six respondents (5 in the Food Waste Collection Trial 1 in the Home Composting Trial) said they are not sure yet.

Trial is a Good Idea by Trial & Bin Type

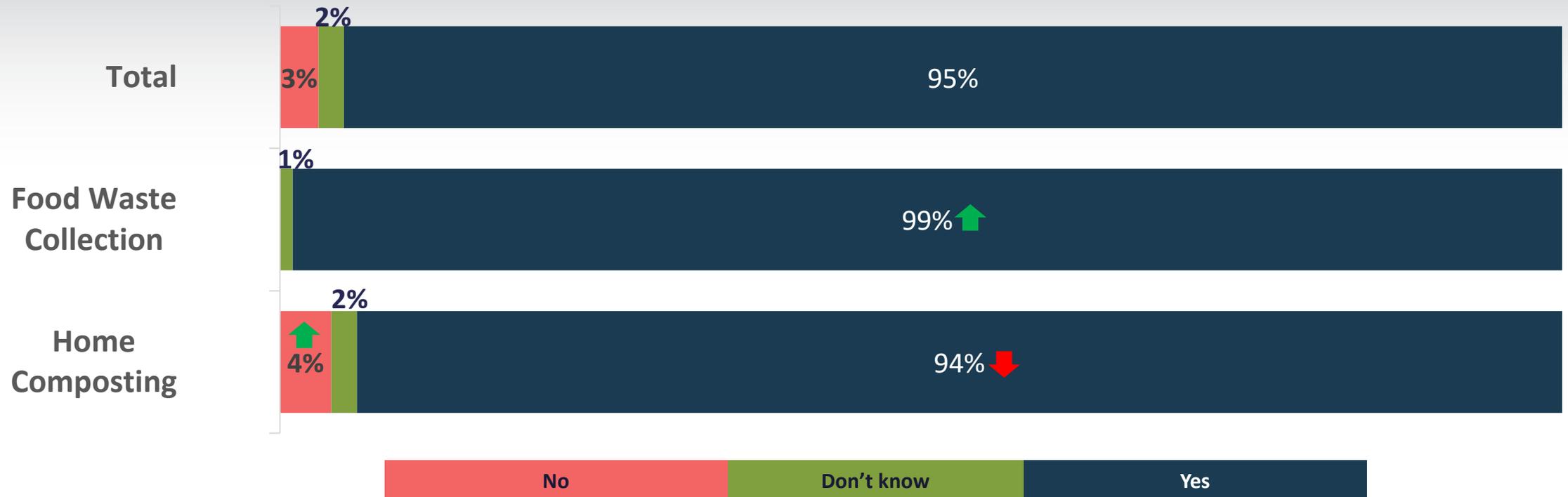
Overall, the trial is a good idea for Wellington
(% Very good idea/Good idea)

Agreement that the trial is a good idea is high
across all groups.



Enough Information & Support to Start Using

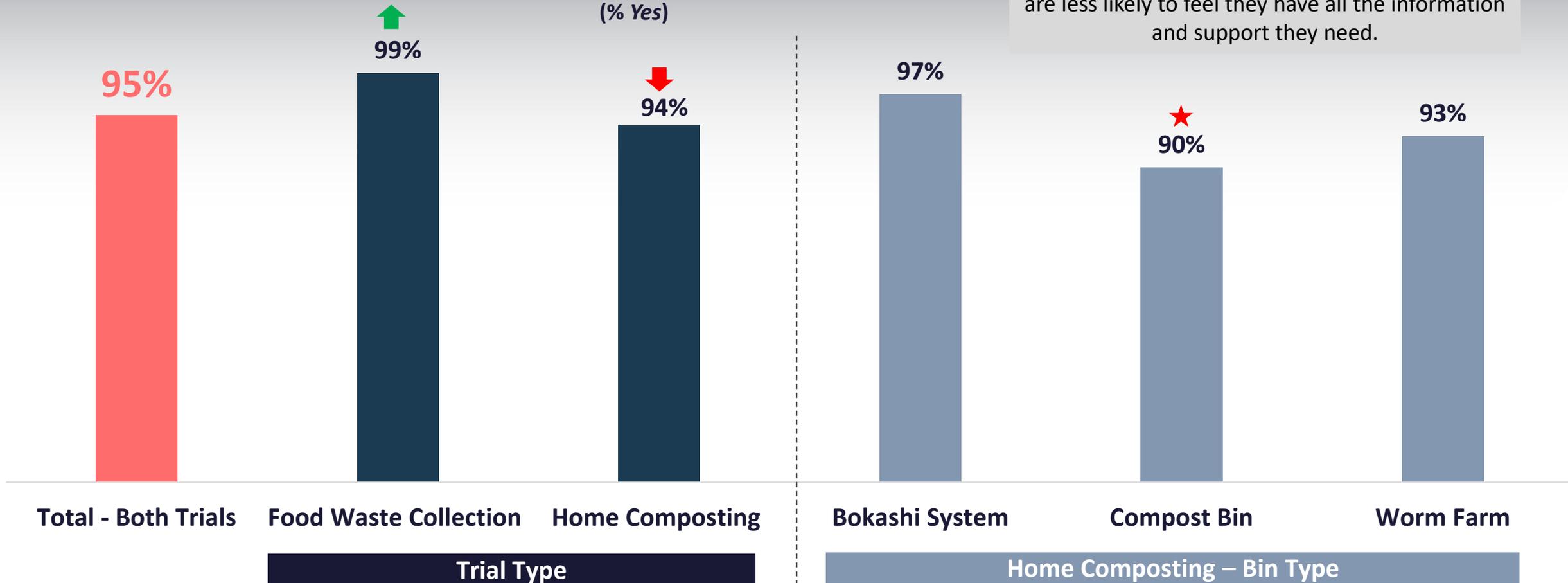
While the majority of respondents in both trial groups feel they have enough information and support to start using the trial bins, a significantly higher share of those in the Home Composting Trial disagree.



Enough Information & Support by Trial & Bin Type

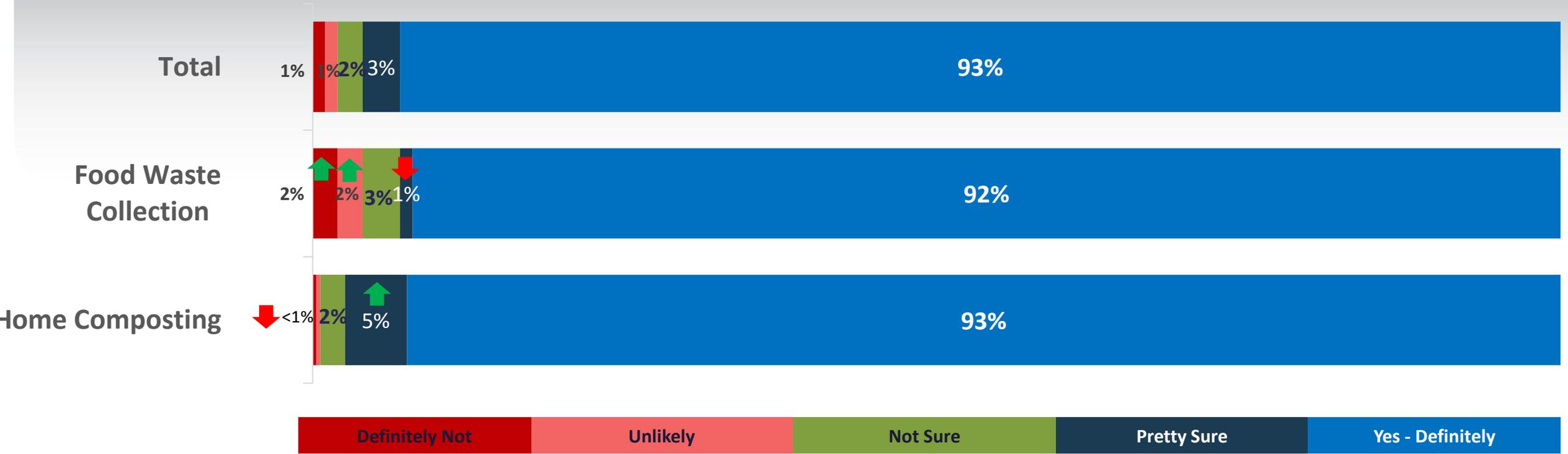
Do you have the information and support you need
to start using the bins
(% Yes)

Those in the Home Composting Trial, and specifically those who signed up to a Compost Bin are less likely to feel they have all the information and support they need.



Intention to Take Part in Trial

Almost all respondents in both trial groups are likely to take part in the trial, the share who are unlikely or definitely not going to take part is significantly higher in the Food Waste Collection.

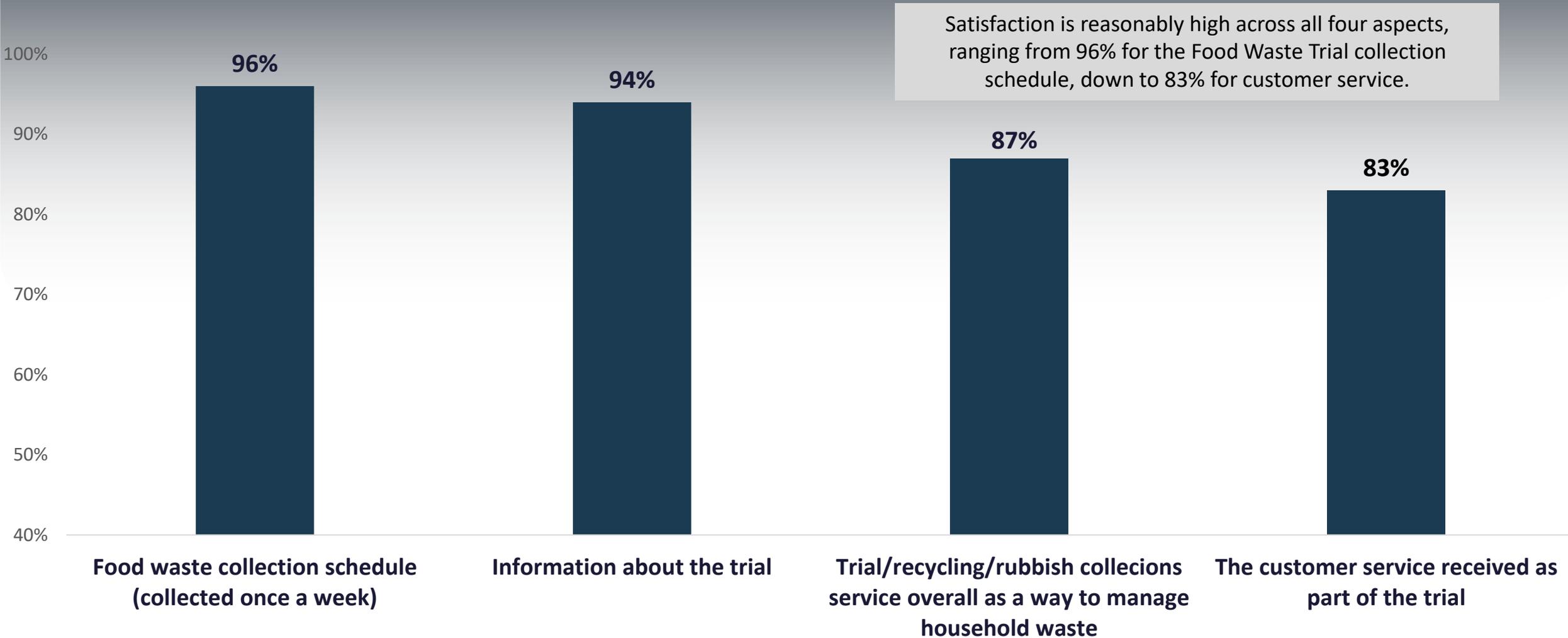




Spoiled rotten

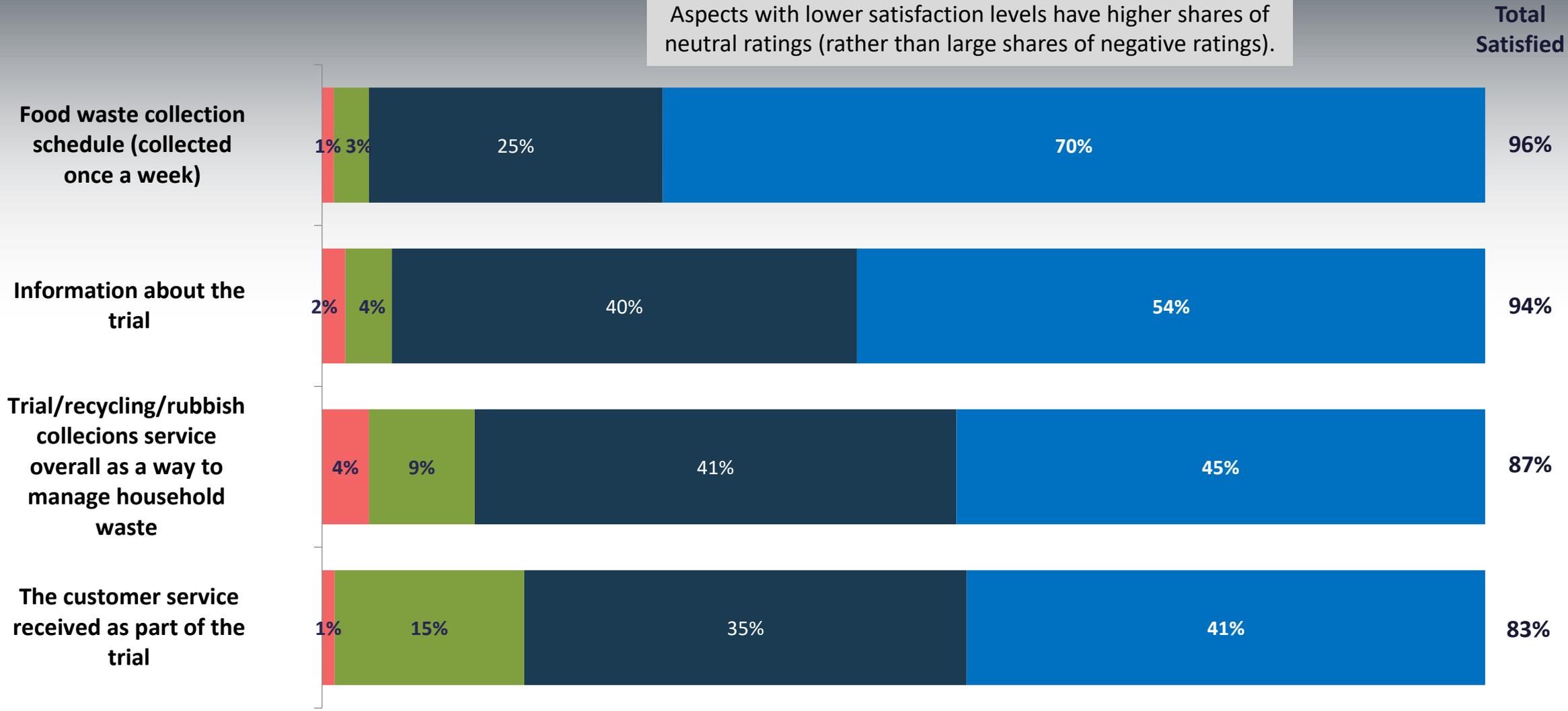
Satisfaction
with
Information
and Services

Satisfaction with Aspects of the Trial – Total Satisfied

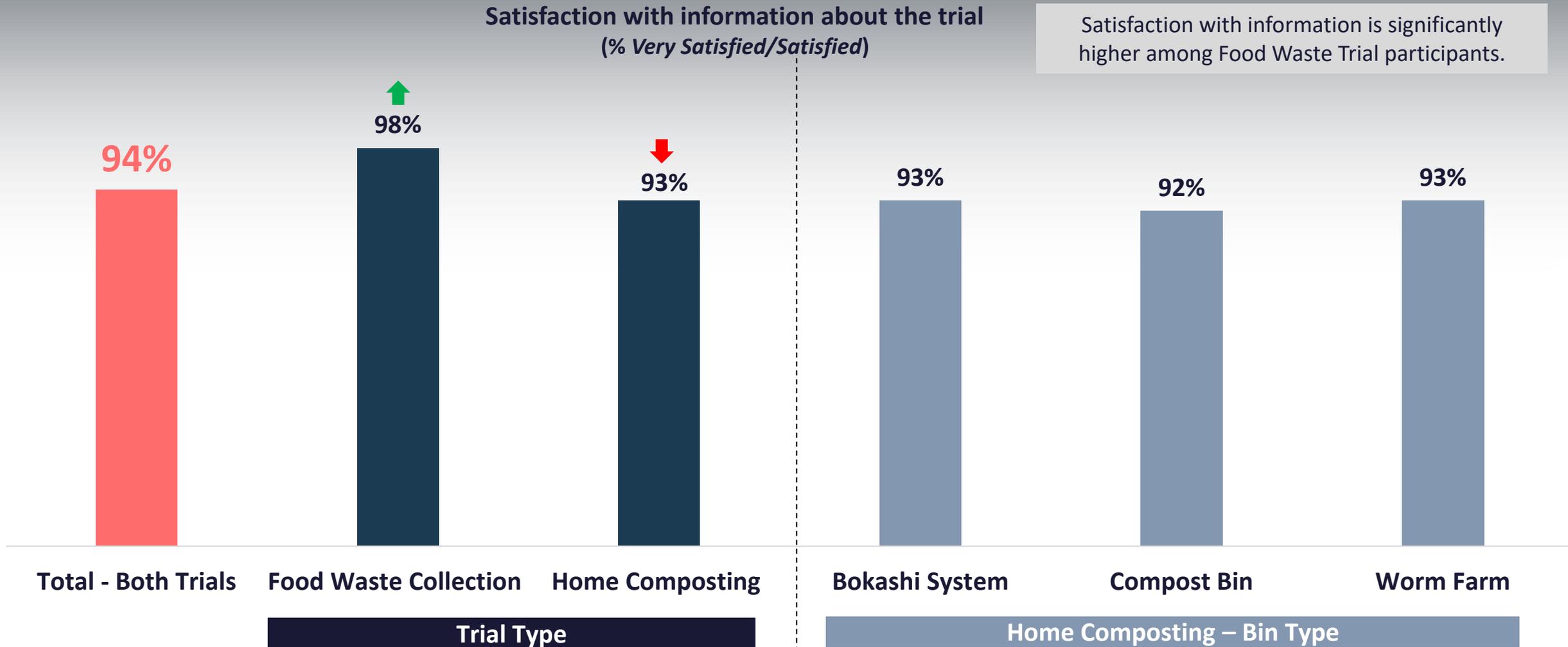


Satisfaction with Aspects of the Trial

Aspects with lower satisfaction levels have higher shares of neutral ratings (rather than large shares of negative ratings).



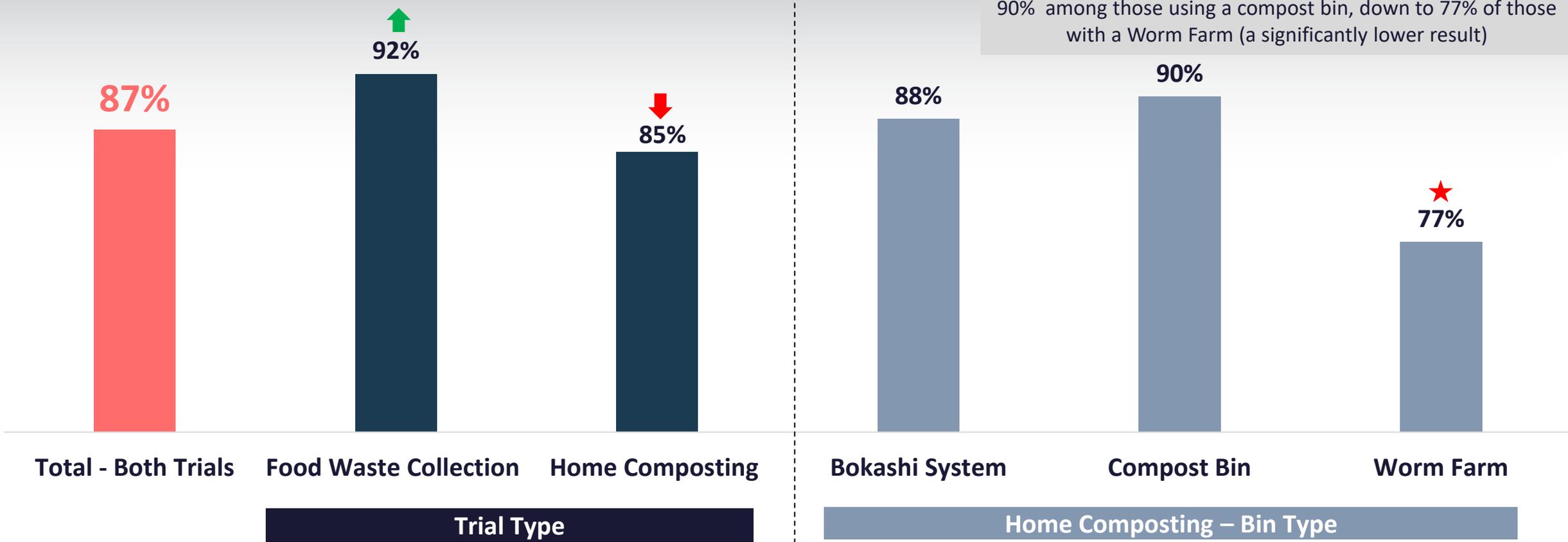
Satisfaction with Information by Trial & Bin Type



Satisfaction Trial/Recycling/Rubbish Overall by Trial & Bin Type

The Trial/Recycling/Rubbish collection service overall as a way to manage household waste (% Very Satisfied/Satisfied)

Satisfaction with the addition of the trial as a way to manage household waste is significantly higher among Food Waste Trial participants.
Satisfaction by the Home Composting bin types ranges from 90% among those using a compost bin, down to 77% of those with a Worm Farm (a significantly lower result)

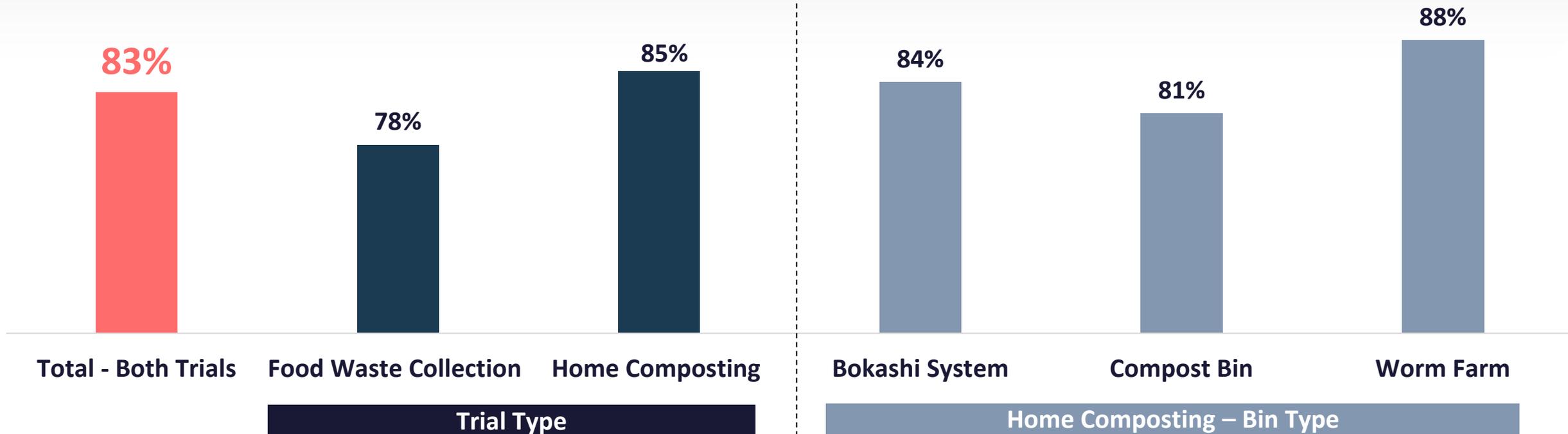


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Satisfaction with Customer Service by Trial & Bin Type

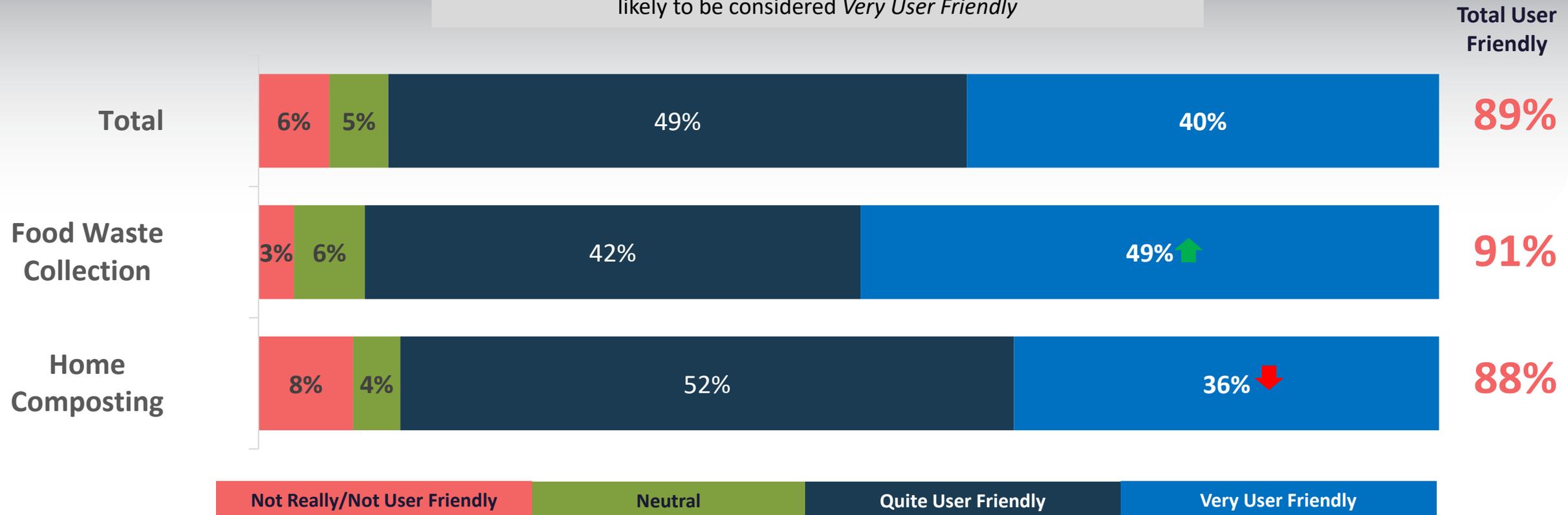
Satisfaction with the customer service received as part of the trial
(% *Very Satisfied/Satisfied*)

Satisfaction with customer service varies by trial and bin type, however non of the differences are significant and the difference is in the share of neither / nor ratings.



Bin is User Friendly

Overall, participants in both trials seem to find the different bins reasonably user friendly, however the Food Waste Collection Bin is significantly more likely to be considered *Very User Friendly*



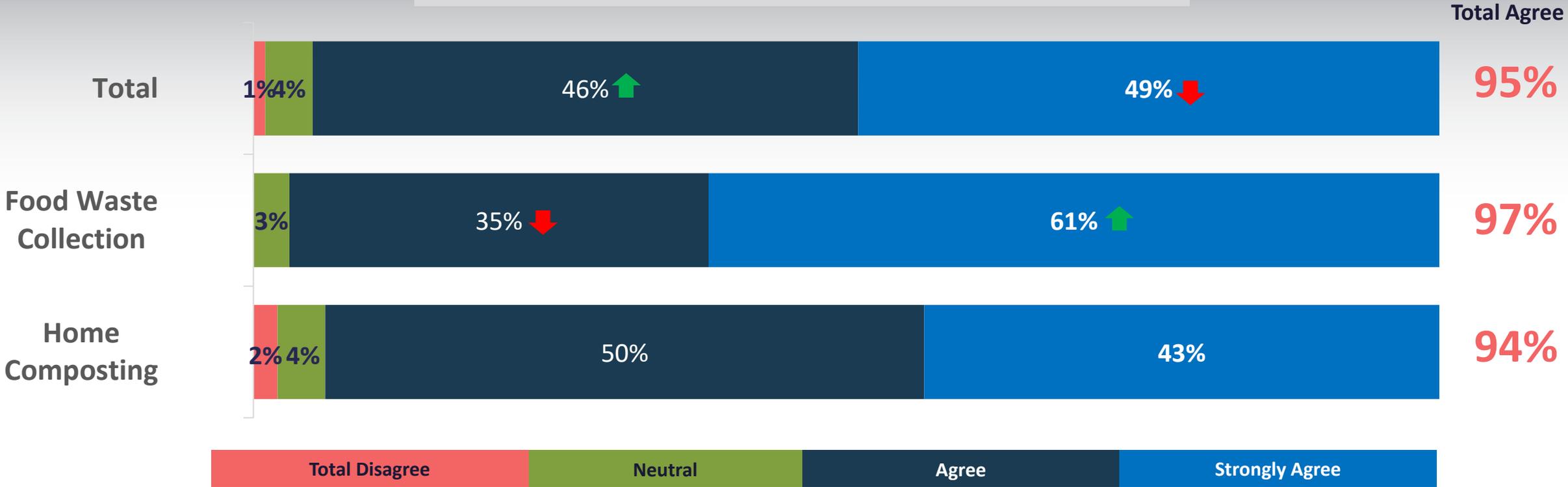


Squash your old habits

Understanding
the trial

Overall, the Trial is Easy to Understand

While levels of agreement are high across both trial groups, those in the Food Waste Collection Trial are significantly more likely to *strongly agree* that the trial is easy to understand.

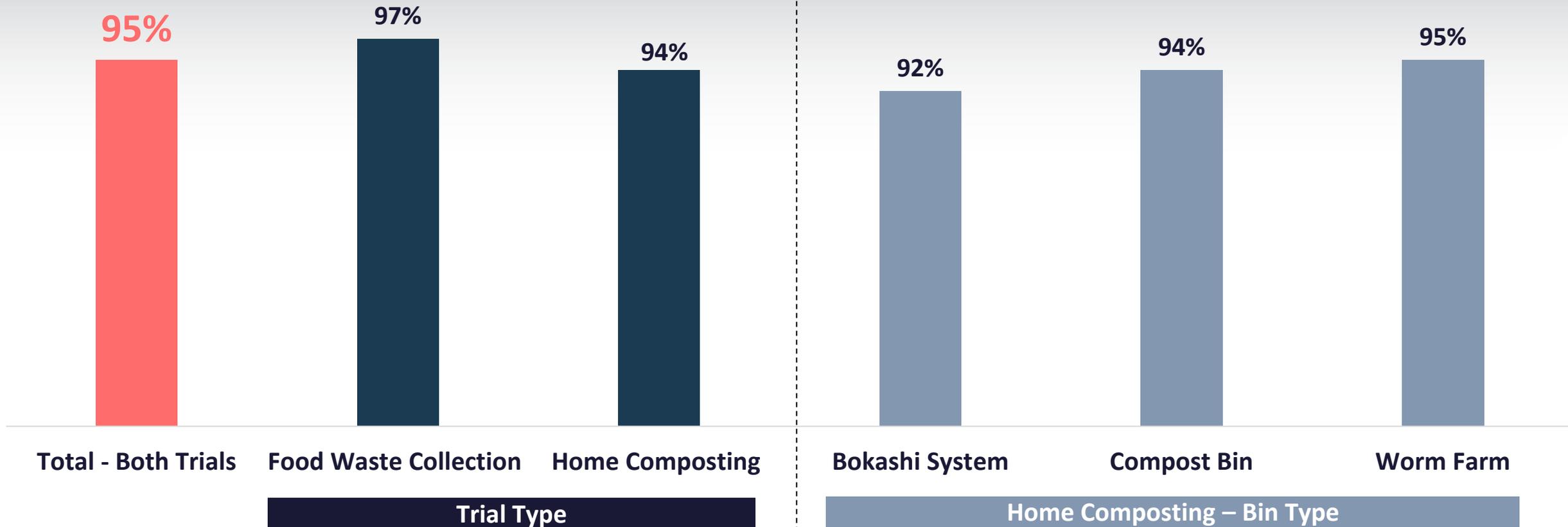


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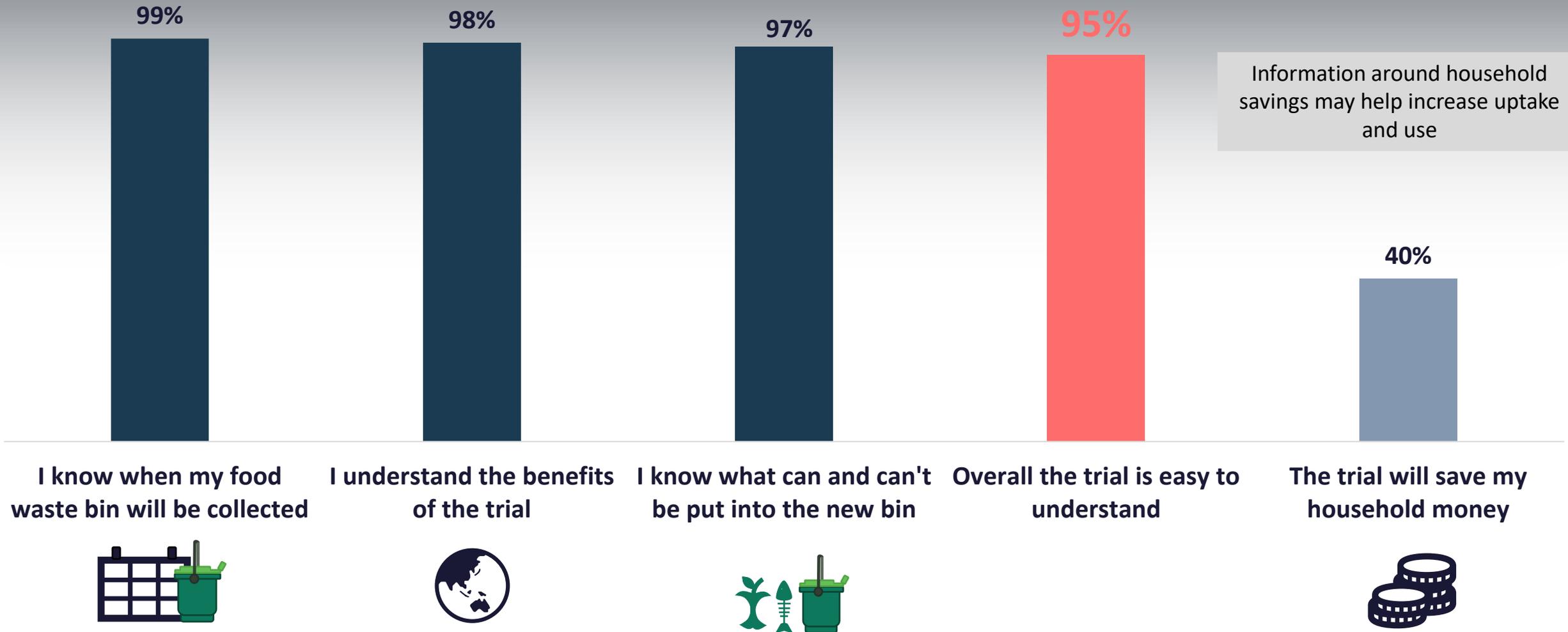
Ease of Understanding Trial by Trial & Bin Type

Overall, the Trial is Easy to Understand
(% Strongly Agree/Agree)

Agreement is high across both trial types and all three bin types within the home composting trial.



Understanding the Details of the Trial – Total Agree



I know when my food waste bin will be collected



I understand the benefits of the trial



I know what can and can't be put into the new bin



Overall the trial is easy to understand

The trial will save my household money

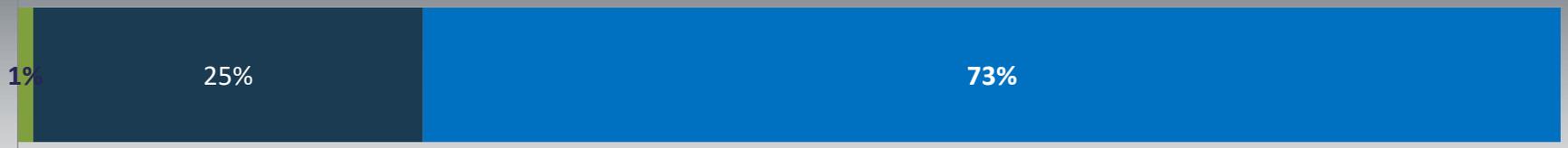


Understanding Details of the Trial

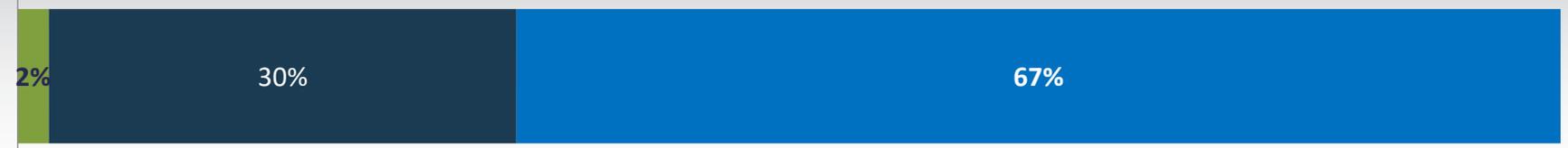
Total Agree



I know when my food waste bin will be collected



I understand the benefits of the trial



I know what can and can't be put into the new bin



The trial will save my household money



Overall the trial is easy to understand

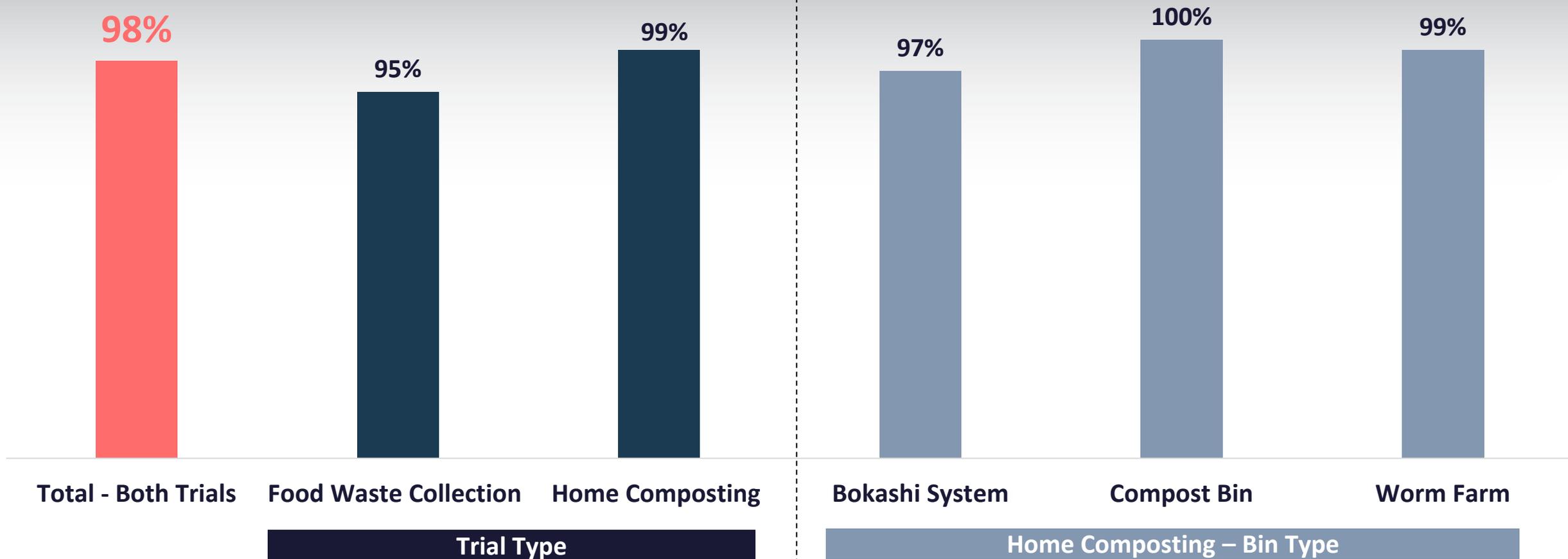


Understanding of Benefits by Trial & Bin Type



I understand the benefits of the trial
(% Strongly Agree/Agree)

Agreement is slightly (but not significantly) higher
among Home Composting Trial participants.



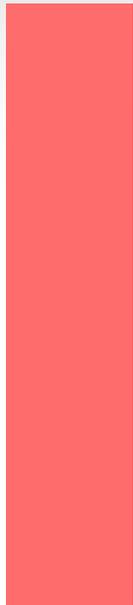
Understanding what can go in the Bin by Trial & Bin Type



I know what can and can't be put into the bin
(% Strongly Agree/Agree)

Agreement is slightly (but not significantly) higher among Food Waste Collection Trial participants.
Within the Home Composting Trial, those with a Bokashi System are significantly more likely to agree, while those with a Worm Bin a less likely to.

97%



Total - Both Trials

99%



Food Waste Collection

96%



Home Composting

100%



Bokashi System

96%



Compost Bin

93%



Worm Farm

Trial Type

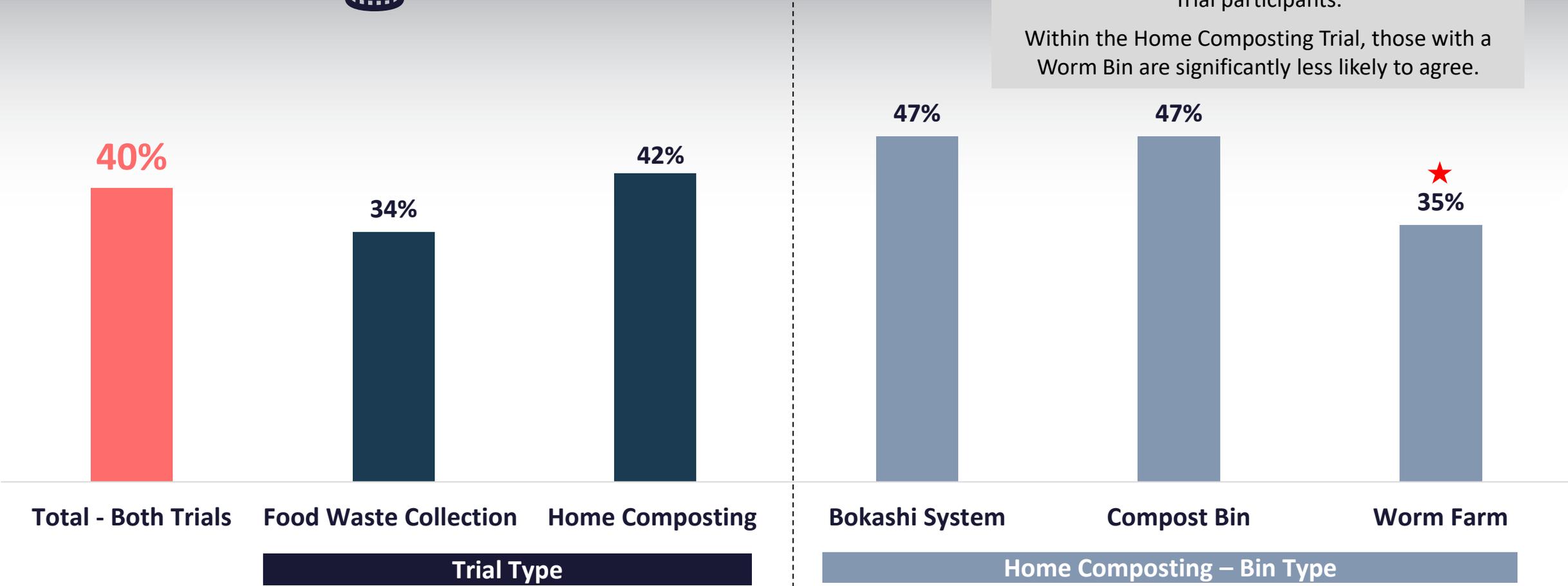
Home Composting – Bin Type

Understanding Trial impact on Household Budget by Trial & Bin Type



The trial will save my household money
(% Strongly Agree/Agree)

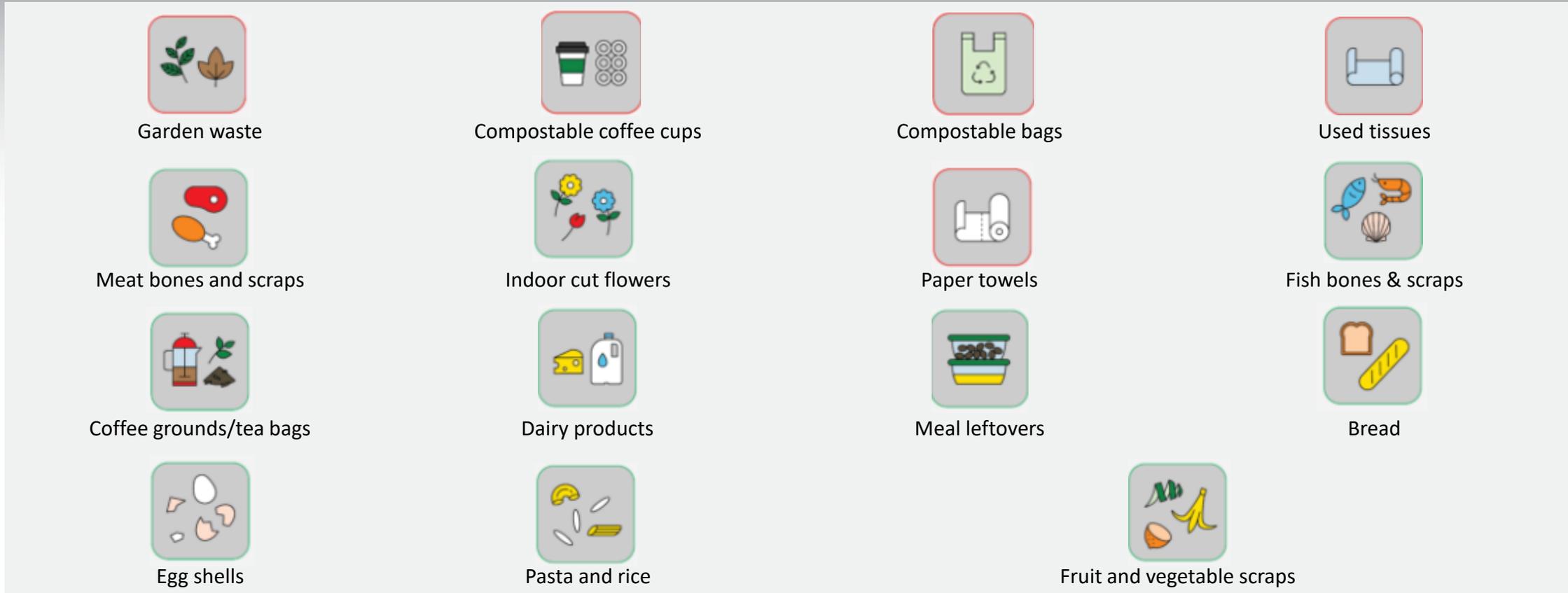
Agreement low overall and is slightly (but not significantly) lower among Food Waste Collection Trial participants.
Within the Home Composting Trial, those with a Worm Bin are significantly less likely to agree.



Green arrow indicates a significantly higher result when compared with the total across both trials, red arrow indicates a significantly lower result.
Green star indicates a significantly higher result when compared with the total for the Home Composting Trial, red arrow indicates a significantly lower result.

Detailed Understanding What Can Go Into the Bin

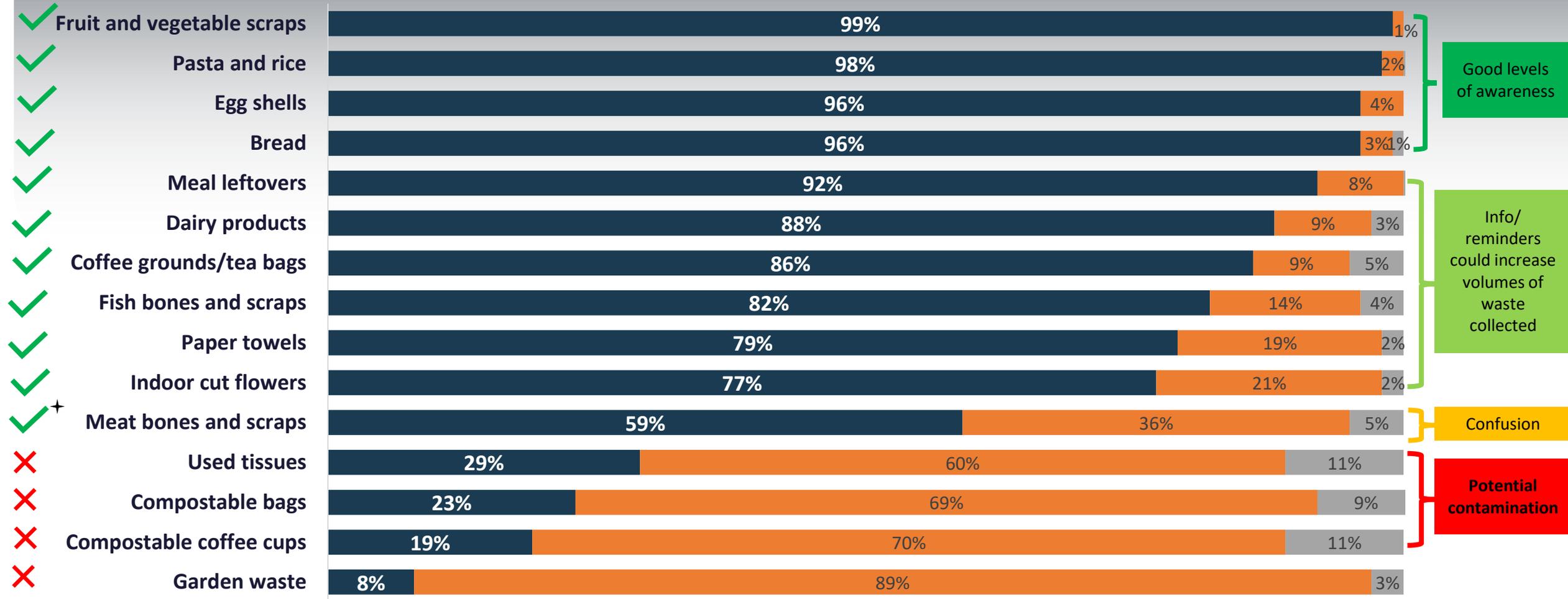
Respondents were asked if they think a number of different types of waste and rubbish that households produce can be placed in the trial bin they had:



As different bins accept different materials the results have been displayed by bin type on the following pages.

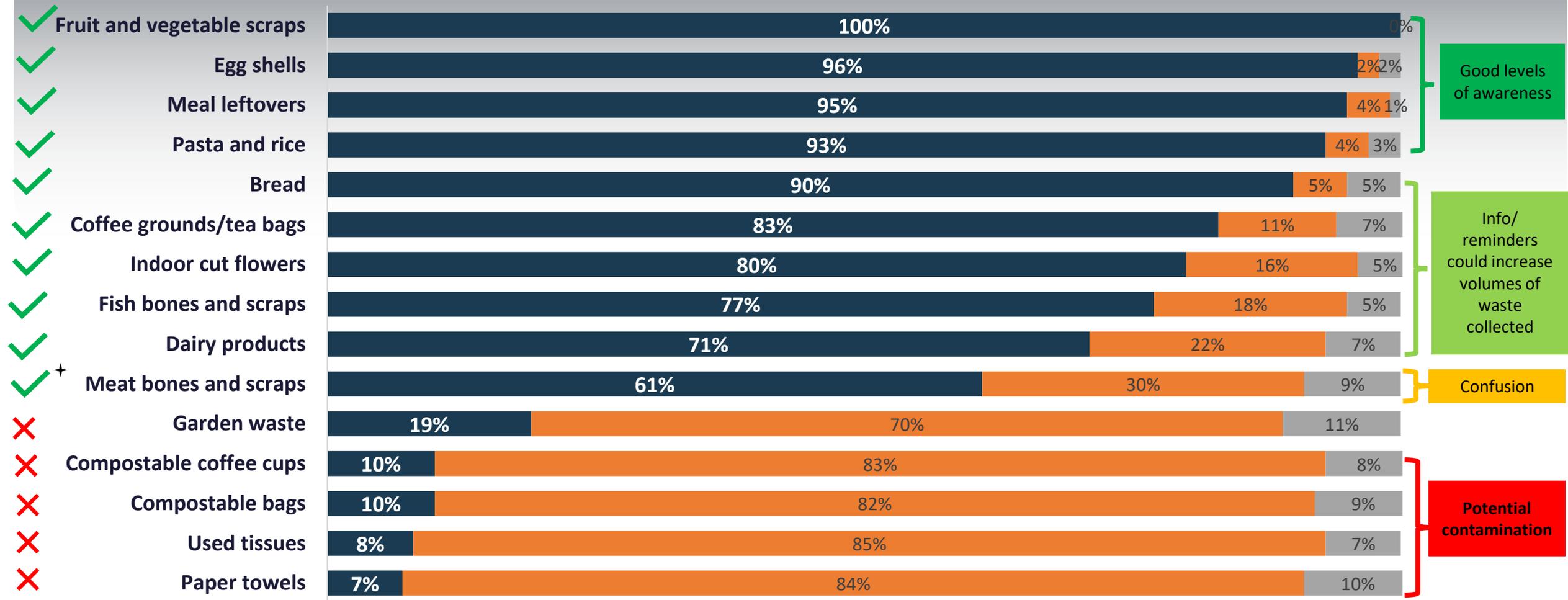


Understanding What Can Go Into the Bin – Food Waste Collection Bin



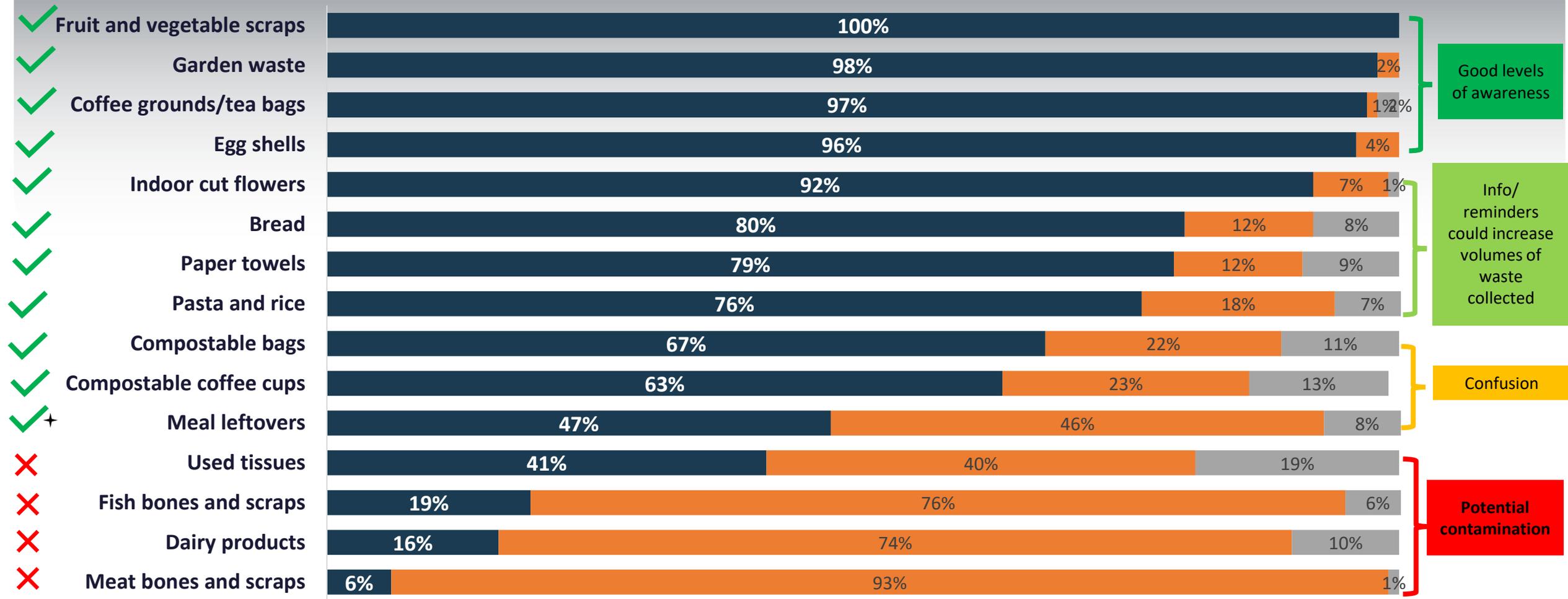


Understanding What Can Go Into the Bin – Bokashi Bin



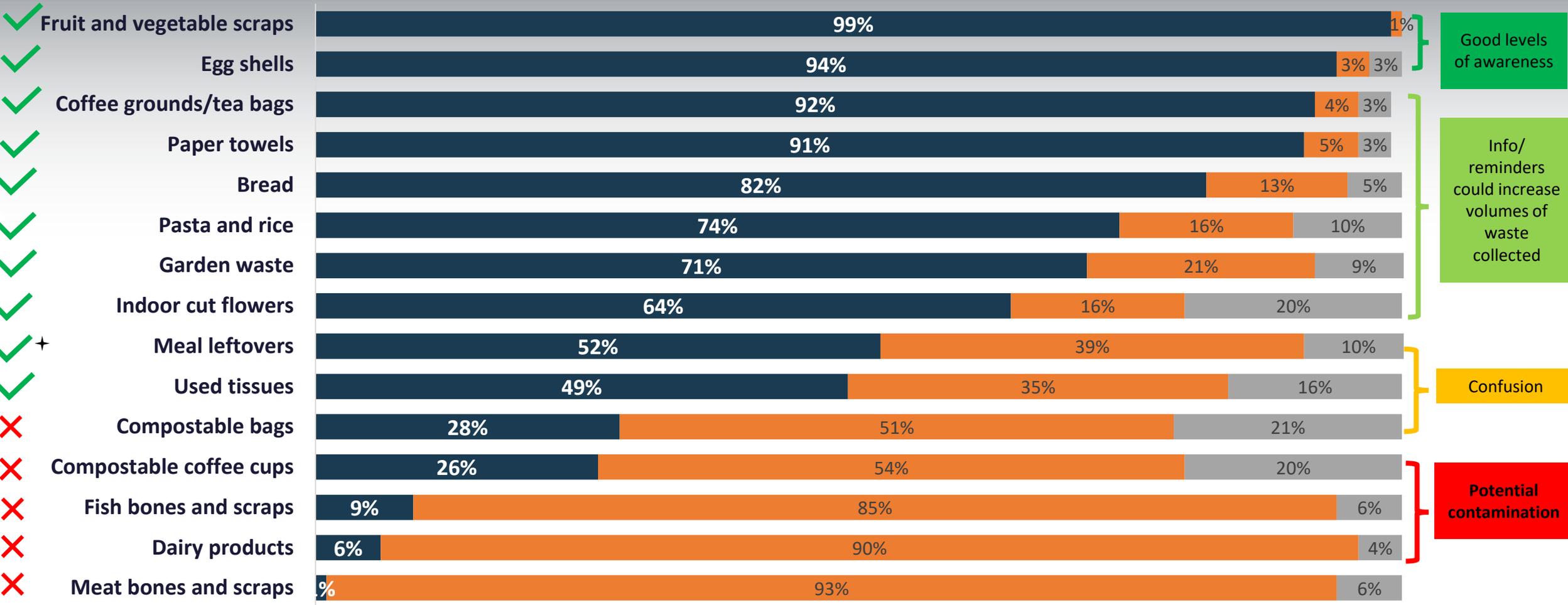


Understanding What Can Go Into the Bin – Compost Bin





Understanding What Can Go Into the Bin – Worm Farm



Good levels of awareness

Info/reminders could increase volumes of waste collected

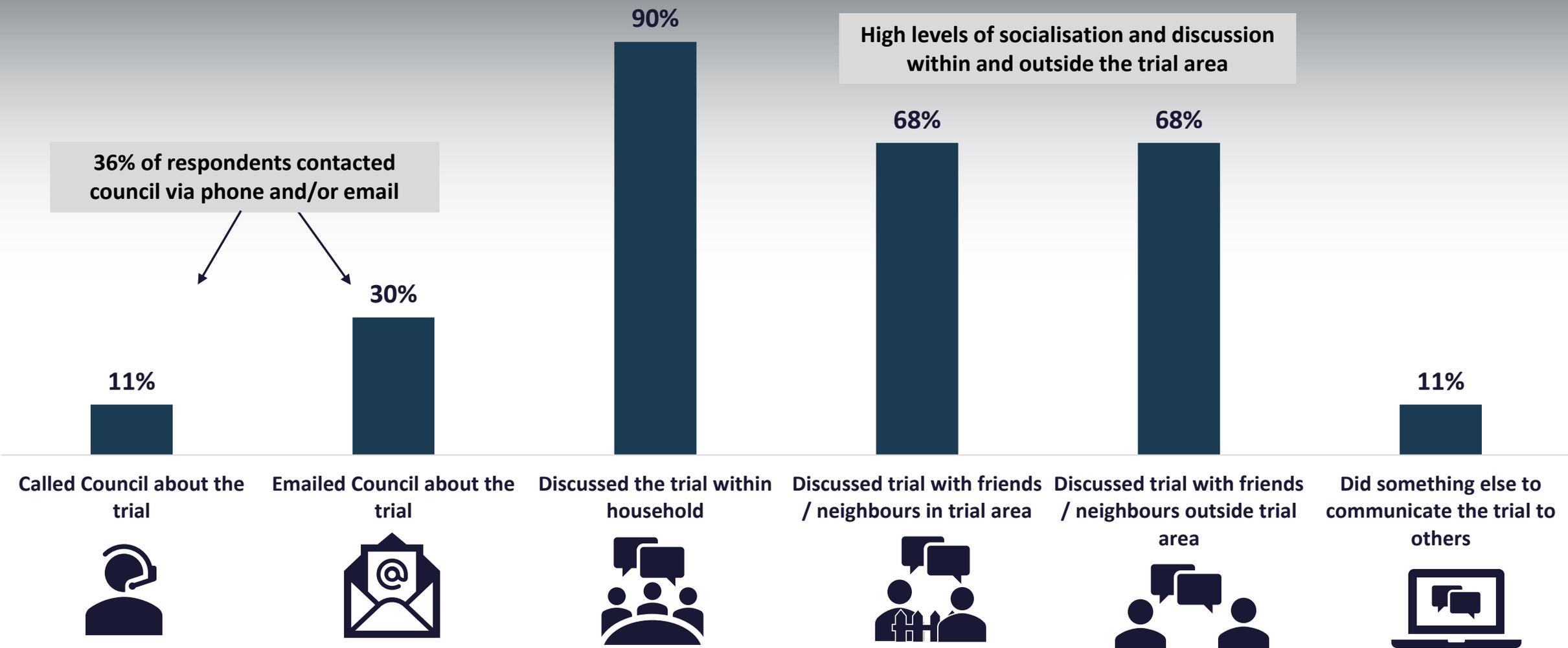
Confusion

Potential contamination



Communication
about the New
Services

Communication About New Services



Called Council About the New Services



Called Council	%
Yes, I did this	10%
I didn't, but someone in my household did	1%
No I don't recall doing this/Don't know	89%

Total
11%

Prompt at getting back to you



Easy to understand



Helpful



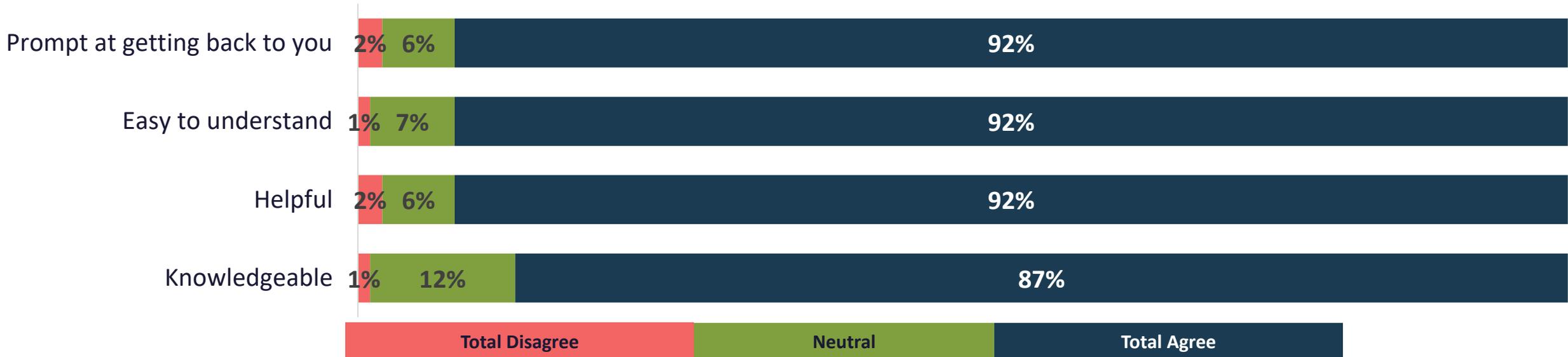
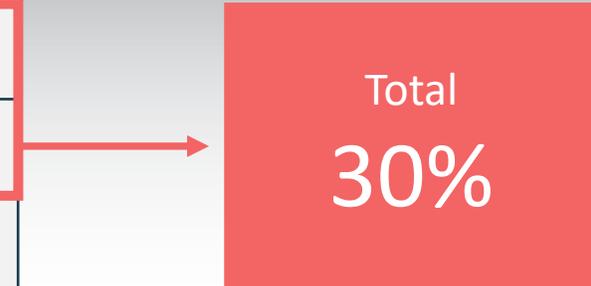
Knowledgeable



Emailed Council About the New Services



Emailed Council	%
Yes, I did this	29%
I didn't, but someone in my household did	1%
No I don't recall doing this/Don't know	70%



Discussed the New Services within the Household



Discussed Within Household	%
Yes, I did this	90%
No I don't recall doing this/Don't know	10%

Total
90%

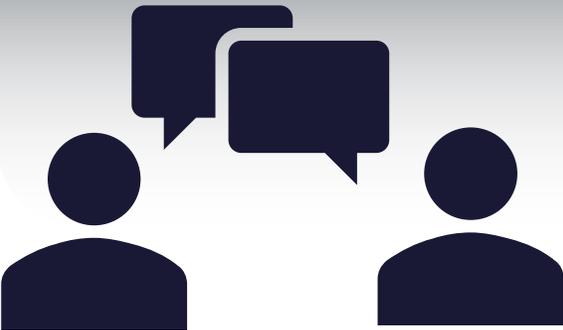
Discussed the New Services with Friends/Neighbours in the Trial Area



Discussed in Trial Area	%
Yes, I did this	68%
No I don't recall doing this/Don't know	32%

Total
68%

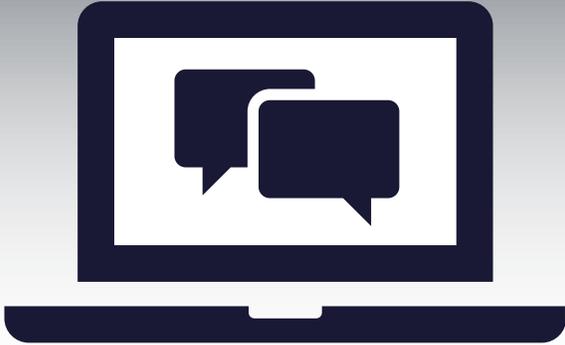
Discussed the New Services with friends/Family Outside the Trial Area



Discussed Outside Trial Area	%
Yes, I did this	68%
No I don't recall doing this/Don't know	32%

Total
68%

Done Something Else To Communicate About New Services



Other Methods of Communication	%
Yes, I did this	11%
No I don't recall doing this/Don't know	89%

Total
11%

Facebook was most commonly used to communicate



Rot it like it's hot

We're planning a kerbside collection trial on the Miramar Peninsula to reduce food waste going to landfill.

The trial will begin from 16 October 2020 and run for 12 months.

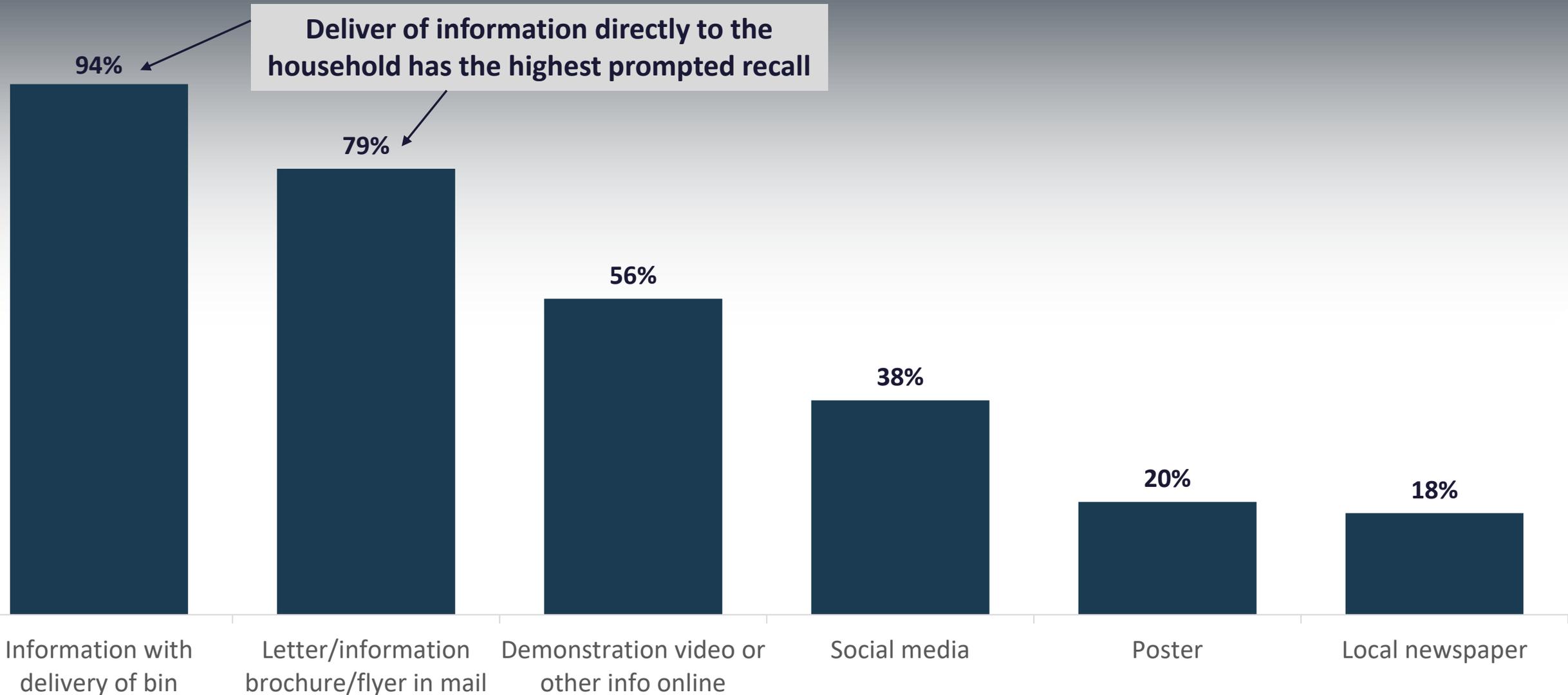


Lettuce compost together

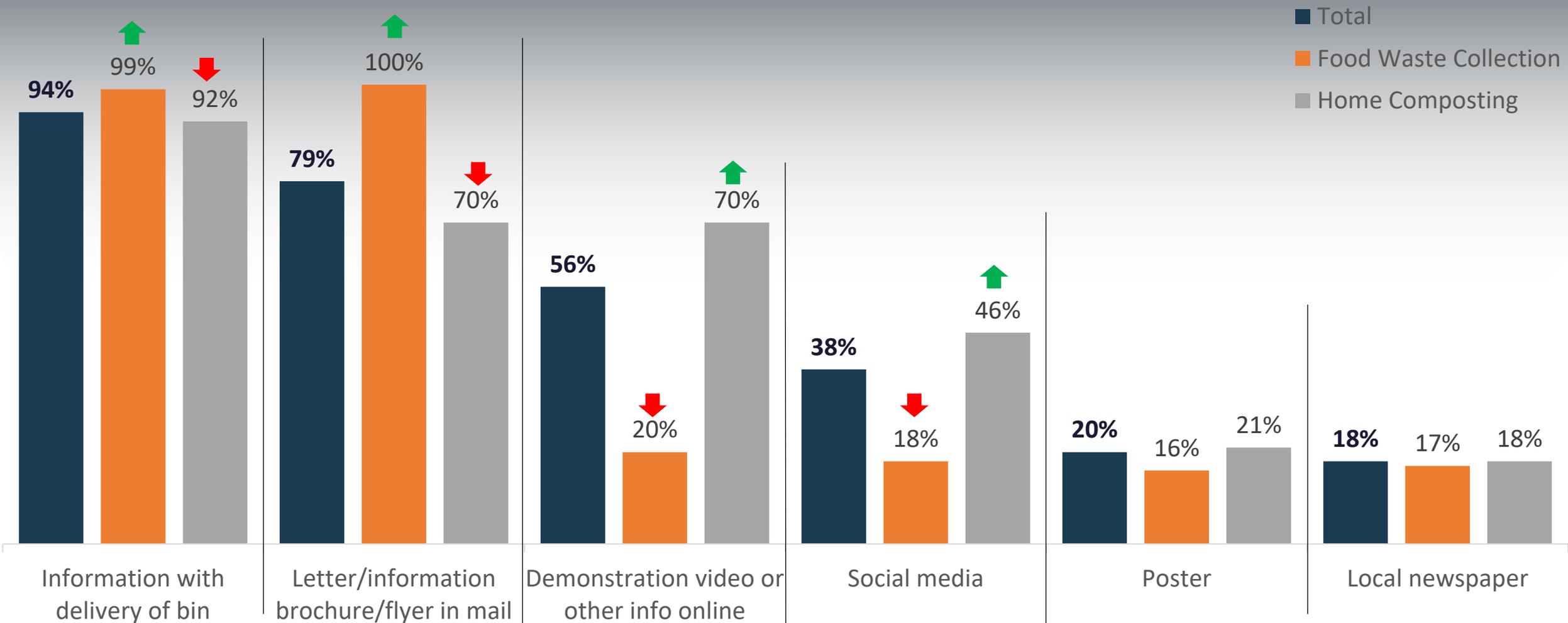
We're planning a home composting trial in Miramar to reduce food waste going to landfill and we need your help!

Recall & Rating of Trial Materials

Prompted Recall of Trial Material - Overview



Prompted Recall of Trial Material - Overview



Usefulness of Trial Materials

Information letters/brochures
have highest effectiveness

