Executive summary.

Since June 2018, Sustainability Victoria and Colmar Brunton have been measuring recycling understanding and behaviors among Victorians. In this monitor we have established that approximately one half of all Victorians are incorrectly recycling items, while seven in ten have incorrect knowledge about what can go in their recycling bin. To address this Sustainability Victoria has launched a new communications campaign, Get To Know Your Recycling. This report presents the findings of the post-campaign evaluation, along with historical data about recycling from our ongoing monitor. The incidence of correct recycling knowledge and practice in Victoria will be tracked in subsequent reports as the campaign is rolled out.

Changes in recycling behaviours over time

In July 2020, half of all Victorians (50%) had put a non-recyclable item in the recycling bin in the past month. With the most common items incorrectly placed in their recycling bin including broken windows or glasses (15%) as well as waxed cardboard boxes, plastic bags and soft plastics (13% each). Further to this, one in eight continue to put recyclable items in plastic bags in their recycle bins (12%). Rates of incorrect recycling are consistent when compared to May 2020, however in this period we note that incorrect recycling rates are higher among males and lower among females (55% vs. 45%).

Changes in recycling knowledge over time

In July 2020, seven in ten Victorians believe a non-recyclable item can go in their recycling bin (72%). While this appears as an increase to previous waves, in July 2020 CD cases and steel pots and pans were reclassified as non-recyclable which has resulted in this metric increasing. As was seen for recycling behaviour, younger Victorians (18-35 years) and males are more likely to have an incorrect understanding of what can go in their recycling bin (80% and 76%).

Campaign findings

Five in ten Victorians have seen the ‘Get to know your recycling’ campaign in July 2020 (50%). However, it is more likely that true recognition of the campaign is closer to four in ten due to false recall and/or confusion with another campaign. Older Victorians (56+ years) were the most likely to see the campaign as were those in regional Victoria (59% each). TVC led the campaign’s awareness at two in five Victorians (42%), followed by the radio ads at three in ten (28%). Two in five Victorians who saw the campaign were prompted them to think about correct recycling in their home (41%). A smaller proportion were also prompted to look up information about recycling (15%), of those that did three in five went to their local council’s website (62%), while over two in five went to the campaign website (45%).
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Background and methodology
Background.

Since June 2018, Sustainability Victoria and Colmar Brunton have been measuring recycling behaviors, understanding and attitudes among Victorians. To date five waves of quantitative research have been undertaken.

In May 2020, Sustainability Victoria launched a fully fledged marketing communications campaign, Get To Know Your Recycling. In support of this Colmar Brunton will be monitoring campaign performance with two waves of research both prior to, and post the campaign’s launch.

This report presents the findings of the post-campaign evaluation, along with historical data about recycling from our ongoing monitor. The incidence of correct recycling knowledge and practice in Victoria will be tracked in subsequent reports as the campaign is rolled out.
Colmar Brunton designed an online survey which was administered to:
• n=1,001 Victorians in May 2020
• n=1,008 Victorians in July 2020

The survey included measures about recycling behaviours and attitudes that were repeated from a survey conducted previously by Colmar Brunton for Sustainability Victoria.

The survey sample was stratified to represent the Victorian population by age, gender and location.

Key sample characteristics from the survey are shown in the table to the right.
Current recycling behaviour and contamination risk
In July 2020, half of all Victorians (50%) had put a non-recyclable item in the recycling bin in the past month.

Items most commonly placed in recycle bins incorrectly include broken windows or glasses (15%) as well as waxed cardboard boxes, plastic bags and soft plastics (13% each). Further to this, one in eight continue to put recyclable items in plastic bags in their recycle bins (12%).

Incorrect recycling rates are higher among males and lower among females (55% vs. 45%) and among younger Victorians (64%), particularly when compared to older Victorians who are less likely to incorrectly recycle (35-55 years 43% and 56 plus years 44%). Households who speak multiple languages are also significantly more likely to have made a recycling error (64%).
All respondents were shown a list of recyclable and non-recyclable items, and asked to report whether they had put them in their recycling bin in the past month.

Half of all Victorians (50%) had put a non-recyclable item in the recycling bin.

Incorrect recycling rates are higher among males and lower among females (55% vs. 45%). Younger Victorians are also more likely to incorrectly recycle an item (64%) when compared to the other age groups (43% and 44%).

The rate of incorrect recycling also varies by household type. Houses speaking languages other English more likely to incorrectly recycle than those that speak English (64% vs. 49%).
The proportion of those in regional Victoria who had incorrectly recycled something has stabilised since the decrease in the previous wave, with two in five (43%) having done so.

In July 2020, the rate of incorrect recycling among households that speak languages other than English has also remained stable.

For Victorians overall, the rate of incorrect recycling behaviour is stable over time, with one half having placed an incorrect item in their recycling bin in July 2020 (50%).

Q7. In the last month, which of the following items have you put in the recycle bin/s at your home? (MR)
Note: in July 2020, Steel pots and pans and CD cases were reclassified as non-recyclables. Base: All respondents, June 2018 (n=1,021), April 2019 (n=1,470), August 2019 (n=1,013), May 2020 (n=1,001), July 2020 (n=1,008). ✷ indicates a significant difference to previous wave at 95% confidence.
The figure to the right shows incorrect recycling for individual items before and after the campaign.

There has been little shift for these individual measures pre- and post-campaign.

One in six continue to incorrectly put glass from broken windows or glasses in their recycle bin (15%).

One in eight are incorrectly recycling waxed cardboard boxes, plastic bags, and soft plastics (13% each). A similar proportion continue to place recyclable items in plastics bags in their recycling bin (12%).

In July 2020, steel pots and pans, and CD cases were reclassified as being non-recyclables in this study. Positively, very small proportions of Victorians (6% and 3% respectively) have put these items in their recycling bin.
Considering items that can be placed in recycling bins, the majority of Victorians are have put paper and cardboard in the bin (80%) in the last month.

High proportions are also putting glass bottles and jars as well as milk and juice cartons in the recycling bin (71% each).

Three in five Victorians have put hard plastic containers and aluminum and steel cans in their recycling bin in the last month (59% and 58% respectively).

One in five have put aerosol cans in their recycling bin in the past month (19%). A significant decrease from May 2020 when one quarter of Victorians were doing so (23%).
Current recycling knowledge
In Summary: Incorrect recycling knowledge is stable.

- In July 2020, seven in ten Victorians (72%) believe at least one non-recyclable item can go in their recycling bin. This represents a significant increase for when we last measured in May 2020 (65%), the recent lift is due to a reclassification of CD cases and steel pots and pans being considered non-recyclable.

- Common items that are mistakenly understood to be recyclable include CD cases and waxed cardboard boxes (32% each), along with broken glass and steel pots and pans (30% each)

- Incorrect recycling knowledge is similar to that of actual behaviour, with males more likely to incorrectly identify a non-recyclable item than females (76% vs. 68%). Further, to this younger Victorians, 18-35 years (80%) are also more likely to have incorrect knowledge.
All respondents were shown a list of items, some recyclable and some not, and asked to report whether they thought they could put them in their recycle bin.

Overall, seven in ten Victorians incorrectly perceived that at least one non-recyclable item could be placed in the recycling bin (72%).

As was seen for recycling behaviour, younger Victorians (18-35 years) are more likely to have an incorrect understanding of what can go in their recycling bin (80%).

The same is also seen for males who are more likely to incorrectly choose a non-recyclable item than females (76% vs. 68%).
Seven in ten Victorians incorrectly perceive that a non-recyclable item can be placed in the recycling bin in July 2020 (72%).

This is a significant increase from May 2020 when over two in three incorrectly considered a non-recyclable item for their recycling bin (67%). However, in the July wave, CD cases and steel pots and pans were reclassified as a non-recyclable item which has caused a lift across all groups.

The proportion of males who incorrectly identified a non-recyclable item has increased significantly since May 2020 (76% vs. 67%). The same is also seen for regional Victorians (72% vs. 59%). Again, this increase is a result of the reclassification of CD cases and steel pots and pans as non-recyclable. However, households who speak multiple languages have been unaffected by this change, suggesting they did not consider these items to be recyclable.
One in three Victorians incorrectly believe that CD cases and waxed cardboard can go in their recycling bin (32%). While a smaller proportion understand broken glass and steel pots and pans to be recyclable in their household bin (30% each).

One in five incorrectly believe that soft plastics and styrofoam/polystyrene can go in their recycling bins (20% and 19% respectively).

A similar proportion of Victorians also continue to believe that plastic bags can go in their recycling bin, either loosely or to wrap recyclable items (18% each).

Like the practice measures described above, there has been no substantial shifts in recycling knowledge pre- and post-campaign.

Incorrect recycling knowledge – over time

- CD cases: 31% May-20, 32% Jul-20
- Waxed cardboard boxes: 30% May-20, 32% Jul-20
- Broken glass: 31% May-20, 30% Jul-20
- Steel pots and pans: 27% May-20, 30% Jul-20
- Soft plastics: 21% May-20, 19% Jul-20
- Styrofoam or polystyrene packaging: 21% May-20, 19% Jul-20
- Recyclable items wrapped in plastic bags: 20% May-20, 18% Jul-20
- Plastic bags: 18% May-20, 18% Jul-20
- Ceramics: 16% May-20, 15% Jul-20
- CDs/DVDs: 16% May-20, 15% Jul-20
- Light globes: 12% May-20, 14% Jul-20
- Clothing items or other textile materials: 13% May-20, 12% Jul-20
- Ink cartridges: 10% May-20, 11% Jul-20
- Household electrical items: 10% May-20, 10% Jul-20
- Food scraps: 12% May-20, 10% Jul-20
- Batteries: 8% May-20, 10% Jul-20
- Rubbish in plastic bags: 8% May-20, 6% Jul-20
- Nappies: 8% May-20, 7% Jul-20
The majority of Victorians correctly believe that paper and cardboard are okay to put in the bin (91%).

High proportions are also correctly believe that glass bottles, milk and juice cartons and aluminum and steel cans can go in the recycling bin (85%, 84% and 83% respectively). A smaller proportion of Victorians also understand hard plastic containers can go in the recycling bin (79%).

Just over half recycle aluminum foil and trays in the household recycling bin (54%) and approximately a third understand aerosol cans to be recyclable (36%) as are plastic toys (32%).
Attitudes, barriers and enablers of recycling
In Summary: Victorians tend to trust the recycling system, though have little knowledge of how it works.

- The majority of Victorians trust that the recycling system works, with three in five Victorians thinking it likely that recycling is made into new products (57%) and significantly fewer believe recycling just ends up in landfill (29%). However, only one in three Victorians think they have a good understanding of the system (34%) and two in five do not know where Australia’s recycling is processed (38%).
- While attitudes towards recycling are typically consistent over time, in July 2020 fewer Victorians agree they know exactly what goes in the recycling bin (49%), a significant decrease from May 2020 (53%).
- Positively, the majority of Victorians still consider it to be everyone’s responsibility to put the right items in the right bin and that recycling is important for protecting Victoria’s environment (84% each).
- Three in five have never used soft plastic collection points (59%), while one in three make monthly drop offs (35%). To make it easier for Victorians to recycle soft plastics correctly, increasing the distribution of these bins is recommended.
In July 2020, one half of Victorians agree they know exactly what goes in the recycling bin (49%), a significant decrease from May 2020 (53%). However, the majority still agree that it is everybody’s responsibility to put the right items in the recycling bin (84%).

Positively, the majority of Victorians still consider recycling to be important for protecting Victoria’s environment (84%). The majority also agree that people should think carefully about what can and can’t be recycled (83%). These proportions remain consistent over time.

Following the decrease seen in May 2020, seven in ten continue to agree recycling is easy and takes no time at all (68%).

Attitudes towards recycling – over time

Q9. How much do you agree or disagree with the following statements? (SR)
Base: All respondents, April 2019 (n=1,470), August 2019 (n=1,013), May 2020 (n=1,001), July 2020 (n=1,008)

↑↓ indicates a significant difference between waves at 95% confidence. Note: labels <3% not shown.
Nearly all 56+ year olds agree that it is an individual responsibility to put the right items in their bin and to think carefully about what can be recycled (91% each), they are also significantly more likely to consider recycling important to protect the environment (89%).

Recycling attitudes by demographics

| It is the responsibility of every individual to put the right items in the recycling bin | Total (n=1,008) | Men (n=502) | Women (n=503) | 18–35 (n=331) | 36–55 (n=335) | 56+ (n=342) | Metro (n=786) | Regional (n=222) | English only (n=930) | CALD (n=152) |
| | | | | | | | | | | |
| Recycling is important to protect the environment in Victoria | 84% | 80%↓ | 88%↑ | 78%↓ | 85% | 89%↑ | 83% | 86% | 84% | 81% |
| People need to think carefully about what can be recycled and what can’t | 83% | 78%↓ | 87%↑ | 73%↓ | 82% | 91%↑ | 82% | 84% | 83% | 80% |
| It is important to make sure recycling is clean before placing it in the recycling bin at your home | 68% | 66% | 71% | 63% | 67% | 74% | 69% | 67% | 68% | 72% |
| Recycling is easy and takes no time at all | 68% | 66% | 71% | 59%↓ | 69% | 76%↑ | 68% | 68% | 69% | 62% |
| I know exactly what goes in the recycling bin and what does not | 49% | 49% | 48% | 41% | 49% | 55% | 51% | 40% | 48% | 61% |

Q9. How much do you agree or disagree with the following statements? (SR)
Base: All respondents, July 2020 (n=1,008)
↑↓ indicates a significant difference between all other sub-groups at 95% confidence, e.g. males vs. females.
Two in five Victorians continue to agree it is really hard to know what you are supposed to put in your recycling bin (40%).

Additionally, one in five also agree their recycling bin is too small to fit all their recycling (22%).

One in five Victorians also agree that it is the recycling company’s responsibility to sort non-recyclables (18%). A smaller proportion find it hard to get their recycling where it needs to be on bin night (15%).

One in eight see no point in making an effort when others don’t do it correctly and that recycling takes too much effort given their schedule (12% each).
Younger Victorians are generally more pessimistic towards recycling than those older than themselves.

Compared to females too, males are sufficiently more likely to agree that recycling ends up in landfill (25% vs. 15%) and that the recycling companies are responsible for sorting waste (23% vs. 14%).

Recycling attitudes by demographics

<table>
<thead>
<tr>
<th></th>
<th>Gender</th>
<th>Age</th>
<th>Location</th>
<th>Language</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Total (n=1,008)</td>
<td>Men (n=502)</td>
<td>Women (n=503)</td>
<td>18–35 (n=331)</td>
</tr>
<tr>
<td>It’s really hard to know what you are supposed to put in the recycle bin and what shouldn’t</td>
<td>40%</td>
<td>36%</td>
<td>44%</td>
<td>45%</td>
</tr>
<tr>
<td>My recycling bin is too small to fit all my household’s recycling</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
<td>36%↑</td>
</tr>
<tr>
<td>Recycling is not worth it – at times ends up in landfill</td>
<td>20%</td>
<td>25%↑</td>
<td>15%↓</td>
<td>29%↑</td>
</tr>
<tr>
<td>It is the recycling company’s responsibility to remove non-recyclable items from people’s recycling</td>
<td>18%</td>
<td>23%↑</td>
<td>14%↓</td>
<td>31%↑</td>
</tr>
<tr>
<td>It is hard to get to recycling to where it needs to be on bin night</td>
<td>15%</td>
<td>17%</td>
<td>13%</td>
<td>25%↑</td>
</tr>
<tr>
<td>There is no point in me making an effort with recycling because other people don’t do it right.</td>
<td>12%</td>
<td>14%</td>
<td>11%</td>
<td>21%↑</td>
</tr>
<tr>
<td>Recycling takes too much effort given my schedule</td>
<td>12%</td>
<td>16%↑</td>
<td>8%↓</td>
<td>22%↑</td>
</tr>
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</table>

Q9. How much do you agree or disagree with the following statements? (SR)
Base: All respondents, July 2020 (n=1,008)
↑ ↓ indicates a significant difference between all other sub-groups at 95% confidence, e.g. males vs. females.
Three in five Victorians never take their soft plastics to collection bins for recycling.

- Of those who do not recycle their soft plastic at collection points (59%), one quarter did not know they could (25%), while one in three are aware of these drop offs, but never take their plastics (34%). Awareness of collection points is consistent across demographics.

- One in three are taking their soft plastics to a disposal bin on a monthly basis (35%) and this portion is very stable over time.

- Within this one in six Victorians will dispose of their soft plastics at least once a week (17%).

- Considering demographic differences, we find that 18-35 year olds are more likely to ever use soft plastic collection bins (51%), this is significantly higher to those aged 36-55 (41%) and those 56+ (32%).

- Use of collection bins is also higher in Melbourne (44%), than regional Victoria (32%) and among Victorians who speak multiple languages (49%) compared with households that speak English only (40%).
Three in five Victorians perceive that the location of collection bins at stores make it easy to use drop off collections (60%). While one half agree the distance to the store from home is an enabler (49%), this proportion has increased significantly compared to May (39%).

Considering the barriers to soft plastic collection, one in five consider the distance to the store (21%), and where they keep them in their home a barrier (18%). While one in six have difficulty due to the location of the bin at the store (15%).

Q33. What makes it easy for you to take soft plastics to the supermarket and put them in soft plastic collection bins? (MR)

Q34. What makes it hard for you to take soft plastics to the supermarket and put them in plastic recycling collection bins? (MR)

Base: All respondents who regularly drop off soft plastics, May 2020 (n=401), July 2020 (n=491). Those who irregularly or never use drop off bins, May 2020 (n=752), July 2020 (n=491).

 indicates a significant difference between waves at 95% confidence.
Three in five Victorians have never researched information about recycling from their council’s website (59%). This proportion decreases among 18-35 year olds (51%) and men (54%). Women and those over 65 years are significantly more likely to have ever looked up local council recycling information (63% and 67% respectively).

Of those that have looked up information on recycling, less than one in five look weekly (2%) and a larger proportion look monthly (5%).

Most commonly, Victorians look up recycling information from their council about once a year (18%).

### Frequency of researching local council recycling information

- **Weekly**: 4%
  - May-20: 2%
  - Jul-20: 5%
- **Monthly**: 5%
  - May-20: 5%
  - Jul-20: 5%
- **About once every 3 months**: 9%
  - May-20: 8%
  - Jul-20: 7%
- **About once every 6 months**: 9%
- **About once a year**: 18%
- **Never**: 52%
  - May-20: 59%
  - Jul-20: 59%

**Q35.** How frequently, if ever, do you visit your council website for information on recycling? (SR)

**Base:** All respondents May 2020 (n=1,001), July 2020 (n=1,008)
Two in five Victorians consider council websites to be the most up to date place to get recycling information (42%).

A further one in three consider these websites to be easy sources of information (34%).

One in four use these websites as they are unsure what goes in the recycling bin and that once they've found their answer they won't need to go back (27% and 26% respectively).

No demographic differences are seen for reasons to use council websites for recycling information.

Base: All respondents who looked up recycling information, July 2020 (n=425)
The majority of Victorians do believe recycling is properly processed.

- Three in five Victorians understand it is likely that recycling does eventually get recycled into new products (57%), a further third are neutral (36%) and a very small proportion consider it to be unlikely (7%).

- Fewer Victorians consider it likely that recycling ends up in landfill (29%), while a smaller proportion consider this to be unlikely (23%). Nearly half of all Victorians are neutral on if recycling ends up in landfill (48%).

- In July 2020, we find significantly more 18-35 year olds consider it likely that recycling ends up in landfill when compared to other age groups (38%).

Q30. On a scale of 0–10, how likely do you think it is that your recycling...? (SR)
Base: All respondents May 2020 (n=1,001), July 2020 (n=1,008)
The majority of Victorians do not understand Victoria’s recycling system.

One in three Victorians consider themselves to have a good understanding of how Victoria’s recycling system works (34%). Over two in five are neutral if they understand the system (45%) and approximately one in five admit they have very little understanding of system (45%). These proportions do not vary by demographic characteristics.

When presented with a list of options, two in five outright do not know how recycling is processed (38%) and this increases significantly among women (46%) and regional Victorians (47%).

One in four Victorians understand we sort recycling and make new products all in Australia (26%), and this proportion increases to two in five of those who believe they have a good understanding of the recycling system (43%).

One in five understand recycling is sorted here before being sent overseas for recycling into new products (20%).

Less than one in ten believe recycling goes immediately overseas or into Australian landfill (8% each).
Campaign findings.
In Summary: One half of Victorians have seen the recycling campaign.

- Older Victorians (56+ years) were the most likely to have seen the campaign at three in five, as were those in regional Victoria (59% each).

- Awareness of the campaign was predominantly driven by the TVC, which was seen by two in five (42%), followed by the radio ads at three in ten (28%) and the website by a similar proportion (26%).

- Positively, the majority who saw the website or its imagery have started changing their recycling behaviour, most typically by thinking about their recycling at home (41%) following by changing the way they separate their home recycling (25%).

- Approximately one in three also looked up additional information after seeing the campaign (32%). Of those that did, the majority went to their local council’s website (62%), while a smaller proportion went to the campaign website (45%).
Approximately five in ten Victorians claim to have seen the campaign in July 2020 – however, it is more likely that true recognition of the campaign is closer to four in ten.

- TVC led the campaign’s awareness at two in five Victorians (42%), this is followed by the radio ads at three in ten (28%). One in four also saw the campaign website (26%) and a smaller proportion saw the social media imagery (19%).

- Older Victorians (56+ years) were the most likely to see the campaign as were those in regional Victoria (59% each). Middle age Victorians (36-55 years) have significantly less awareness of the campaign (44%), as do those living in Melbourne (48%).

Note of caution
The reader should interpret this figure of ‘five in ten recognising the campaign’ with caution. The chart shows that over one in ten recognised the campaign in May, despite the fact that it had only had a very limited launch on Sustainability Victoria’s website (prior to full-launch in July).

This suggests a level of ‘false recall’ where the campaign is getting confused with another similar campaign. The true figure for recognition of the campaign is therefore likely to be closer to four in ten.
Victorians primarily recall seeing the recycling campaign on TVs.

- Considering those who saw the campaign materials, two in three understand it to be on free to air TV (67%).
- One in seven recall hearing radio ads (15%) and a smaller proportion remember it being on social media (13%).
- Approximately one in ten saw the campaign via on-demand TV (10%) or on sites like YouTube (9%).
- Fewer saw the campaign through internet advertising or their council’s website (8% each).
- While few differences are seen between demographics, younger Victorians (18-35 years) are significantly more likely to have seen the campaign on social media (31%), on video-sharing sites such as YouTube (22%) and less likely to have seen the campaign on free to air TV (37%).
- Households who speak multiple languages were also less likely to have seen the campaign on free to air TV (46%), but more likely to have seen it on video-sharing sites and when making Google searches (25% and 18% respectively).

**Source of campaign awareness**

- Free to air TV: 67%
- Radio: 15%
- Internet - social media site: 13%
- On-demand TV – (e.g. SBS On Demand, 10Play, 7plus): 10%
- Internet – video-sharing websites (e.g. YouTube): 9%
- Internet – general (e.g. online advertising on a website): 8%
- My council website: 8%
- Internet – search (e.g. google): 7%
- Poster at my council: 6%
- My council’s social media page: 3%
- Other: 1%
- Don’t know: 8%
Two in five Victorians who saw the campaign materials indicated that it prompted them to think about correct recycling in their home (41%).

One in four started separating their recycling differently at home or changing what items they put in different bins (25% and 24% respectively).

One in seven looked up information about recycling (15%) and a smaller proportion talked to someone about their recycling (11%).

Three in ten who recognise the campaign did not do anything (28%).
Considering the one in three who then went and looked up additional information after seeing the campaign’s materials, three in five went to their local council’s website (62%), while two in five went to the campaign website (45%).

One in three went and did general internet browsing on recycling (34%) or made specific searches (32%) or looked on social media sites (31%).

Approximately one in seven were prompted to check in newspapers for additional information about recycling (15%) and a smaller proportion phoned their local council or a state government authority (12% and 11%).

Of those who visited the campaign website the majority considered it to be a useful source of recycling information (98%). However, as base sizes for this audience are low (n=31) this finding is indicative.
All respondents were asked where they would be likely to look for information in the future about recycling, under the presumption that different items may be accepted in recycling bins in the future.

One half state they will check their council’s website (53%), while one in three will search on the internet of go direct to Sustainability Victoria’s website (34% and 32% respectively).

A further one in six will ask family and friends (16%), while a smaller proportion will check social media sites (12%).

Positively, only one in ten would not look information independently (9%) and this proportion is consistent across demographics.

Younger Victorians (18-35) are significantly more likely to use internet searches (44%), family and friends (22%) and social media (20%) than other age groups. While older Victorians (56+) are more likely to visit their council’s website (59%).

Q41. In the future it is likely that the types of items accepted in your recycling bin may change. Knowing this, where would you look for information about how recycling has changed? (MR)
Base: All respondents July 2020 (n=1,008)
Appendices
Demographics.

**Age**
- 18 to 35 years: 32% (May-20), 33% (Jul-20)
- 36 to 55 years: 35% (May-20), 33% (Jul-20)
- 56+ years: 33% (May-20), 34% (Jul-20)

**Gender**
- Man: 50% (May-20), 50% (Jul-20)
- Woman: 49% (May-20), 50% (Jul-20)
- Self-described: <1% (May-20) <1% (Jul-20)

**People in household**
- One (yourself): 20% (May-20), 17% (Jul-20)
- Two: 35% (May-20), 40% (Jul-20)
- Three: 21% (May-20), 18% (Jul-20)
- Four: 17% (May-20), 18% (Jul-20)
- Five: 5% (May-20), 5% (Jul-20)
- Six or more: 2% (May-20), 2% (Jul-20)

**Children at home**
- Dependent children: 27% (May-20), 27% (Jul-20)
- Non-dependent children (18+ years): 14% (May-20), 13% (Jul-20)
- None: 46% (May-20), 47% (Jul-20)
- Other response: 13% (May-20), 13% (Jul-20)

**Household structure**
- Couple with no children: 26% (May-20), 30% (Jul-20)
- Couple with dependent children at home: 24% (May-20), 23% (Jul-20)
- Couple with non-dependent children at home: 9% (May-20), 11% (Jul-20)
- Single parent with dependent children at home: 4% (May-20), 4% (Jul-20)
- Single parent with non-dependent children at home: 3% (May-20), 2% (Jul-20)
- Single person living alone: 19% (May-20), 17% (Jul-20)
- Group/shared household: 9% (May-20), 9% (Jul-20)
- Other: 3% (May-20), 3% (Jul-20)
- I prefer not to answer: 1% (May-20), 1% (Jul-20)

Base: All respondents, May 2020 (n=1,001), July 2020 (n=1,008). Note demographic data is unweighted.
### Demographics.

#### Property Type
- **Separate / detached house**: 70% (May-20) 68% (Jul-20)
- **Semi-detached house, terrace or townhouse**: 10% (May-20) 11% (Jul-20)
- **Flat, unit or apartment – that’s one or two storeys**: 12% (May-20) 13% (Jul-20)
- **Flat, unit or apartment – that’s a three storey block**: 2% (May-20) 3% (Jul-20)
- **Flat, unit or apartment – that’s four or more storey block**: 4% (May-20) 4% (Jul-20)
- **Flat, unit or apartment – attached to a house**: 1% (May-20) 1% (Jul-20)
- **Other, specify**: 1% (May-20) 0% (Jul-20)

#### Household income
- **Less than $40,000**: 21% (May-20) 19% (Jul-20)
- **$40,001 - $100,000**: 41% (May-20) 45% (Jul-20)
- **More than $100,001**: 28% (May-20) 26% (Jul-20)
- **Don’t know / Prefer not to answer**: 10% (May-20) 11% (Jul-20)

#### Main language
- **English**: 93% (May-20) 92% (Jul-20)
- **Hindi**: 1% (May-20) 3% (Jul-20)
- **Vietnamese**: 1% (May-20) 1% (Jul-20)
- **Mandarin**: 2% (May-20) 1% (Jul-20)
- **Italian**: 1% (May-20) 1% (Jul-20)
- **Cantonese**: 1% (May-20) 1% (Jul-20)
- **Greek**: 1% (May-20) 1% (Jul-20)
- **Arabic**: <1% (May-20) 1% (Jul-20)
- **Other, specify**: 5% (May-20) 6% (Jul-20)
- **I prefer not to answer**: 1% (May-20) 1% (Jul-20)

#### Location
- **Metro Melbourne**: 70% (May-20) 78% (Jul-20)
- **Regional**: 30% (May-20) 22% (Jul-20)

*Base: All respondents, May 2020 (n=1,001), July 2020 (n=1,008). Note demographic data is unweighted.*
Thanks.

Colmar Brunton.