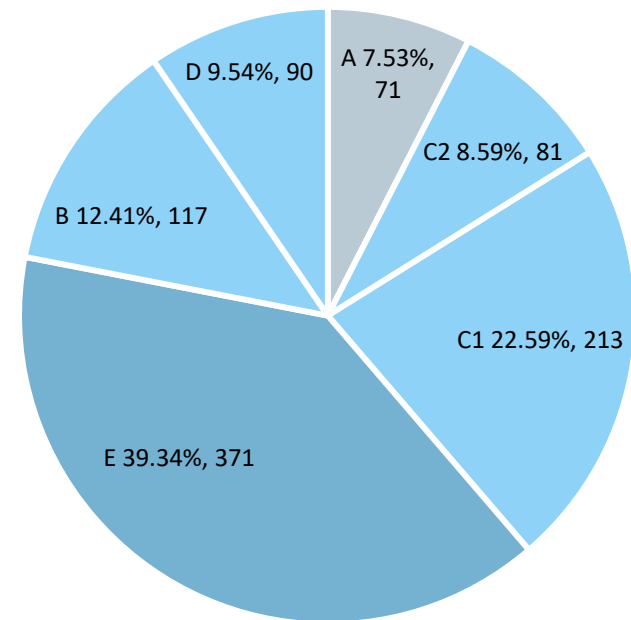


Consumer Insights

Glass Recycling - Scotland

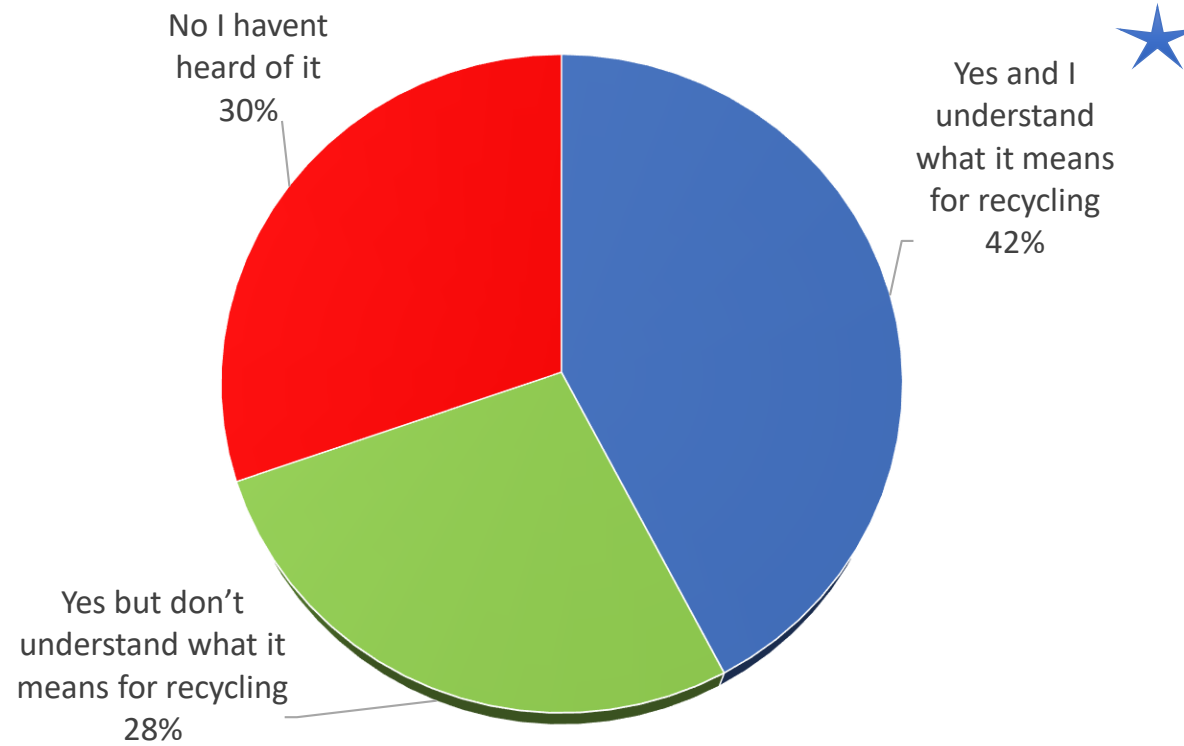
- Consumer research conducted June 2019
- Research via Toluna Quick Surveys <https://www.quicksurveys.com/>
- Total respondents: 946 (All in Scotland)
- General survey statistics;
 - Gender;
Male= 364(38.48%) Female = 582(61.52%)
 - Age;
Less than 18= 15(1.59%)
18-34= 326 (34.46%)
35-54= 367(38.79%)
55+ = 238(25.16%)



Social Grade - SEG

Q1. Have you heard of plans for a Deposit Return Scheme on single use beverage packaging?

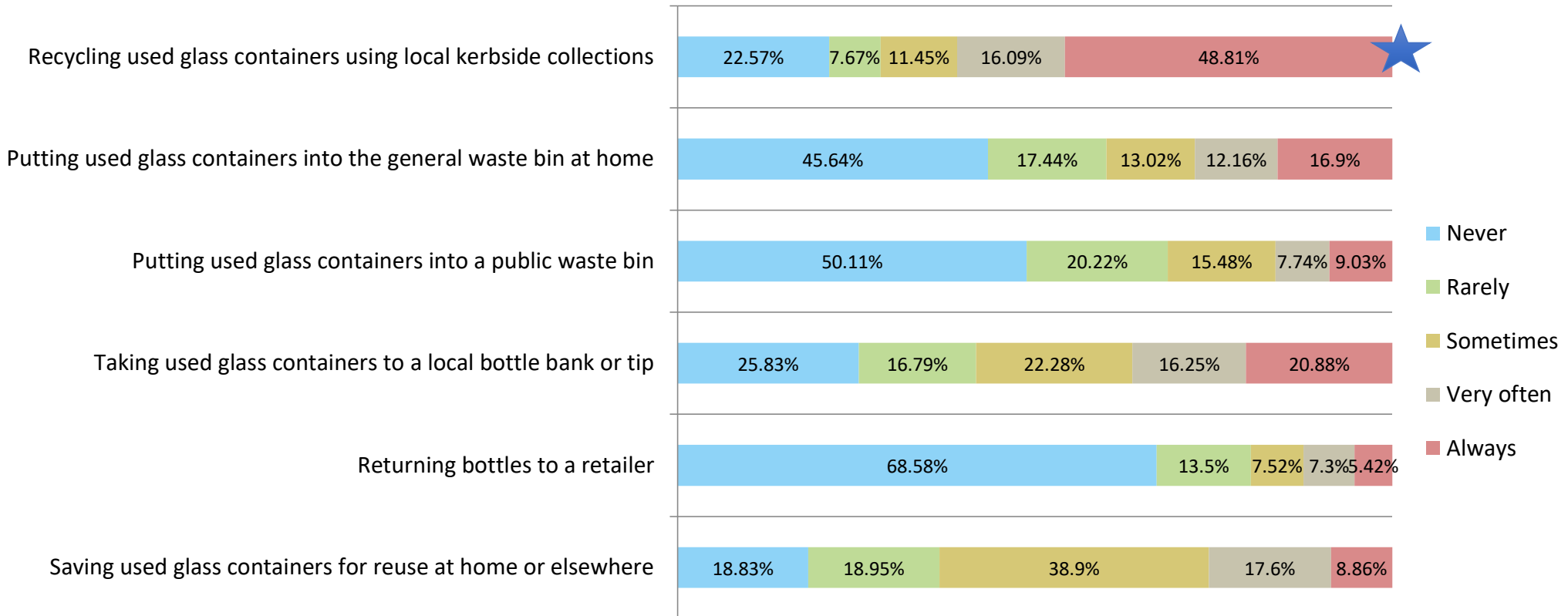
Scotland - Total Respondents: 946



★ Only 42% of Scottish consumers have heard of a DRS and fully understand what it means for recycling

Q2. How often do you use the following methods to dispose of your used glass packaging?

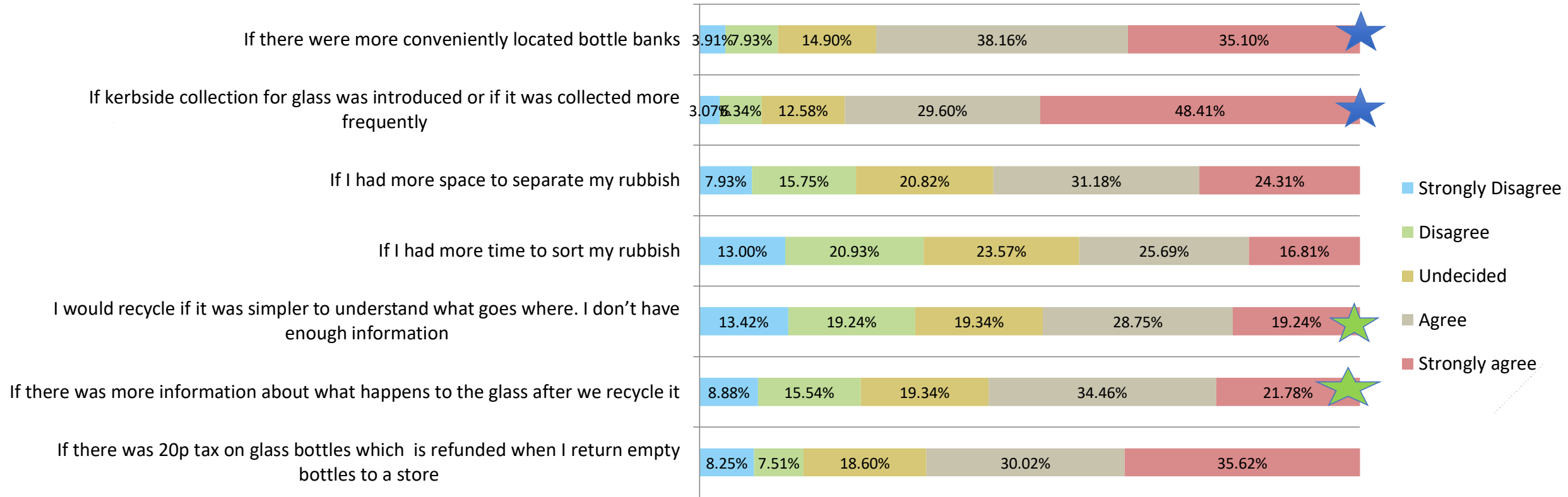
Question Type: Multiple Cross | Total Respondents: 946



★ 65% of households in Scotland very often or always use kerbside collection to recycle their glass

Q3. What would make you more likely to recycle glass packaging?

Question Type: Single Matrix | Total Respondents: 946



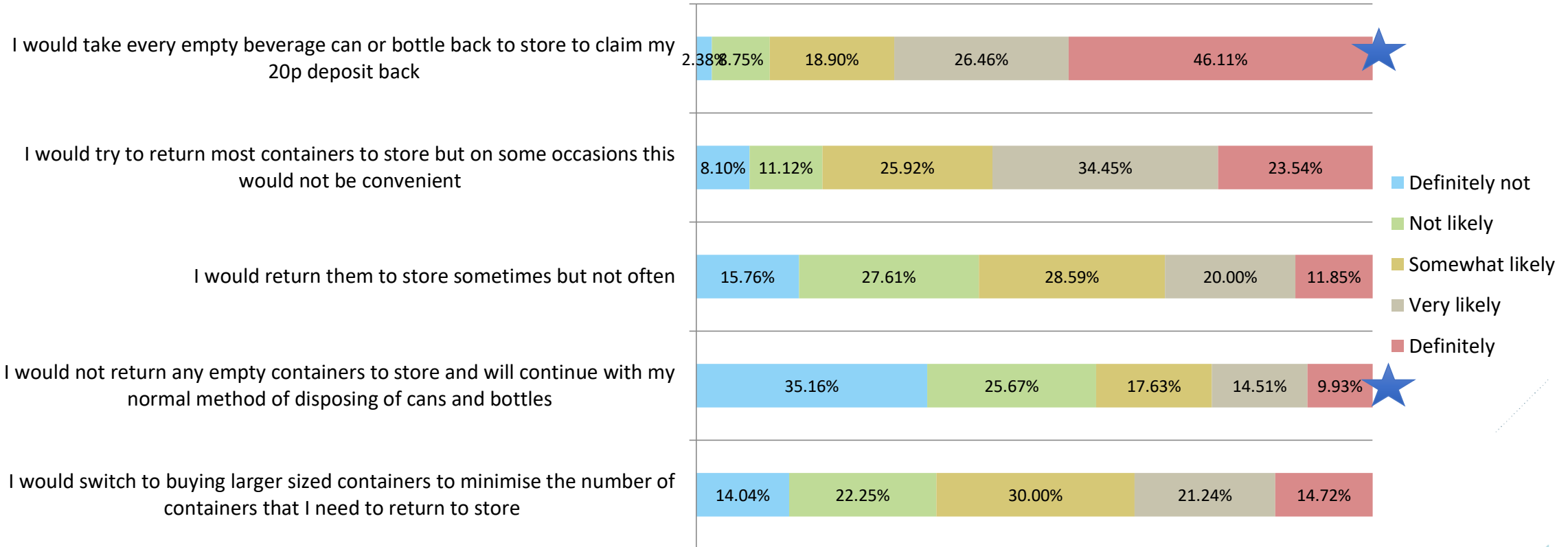
Consumers favour kerbside collection & bottle bank over DRS to help them recycle more glass



Better communication could help to increase glass recycling

Q4. If a Deposit Return Scheme is implemented involving a 20p surcharge on every beverage can, glass bottle or plastic bottle sold, how likely would you be to do the following?

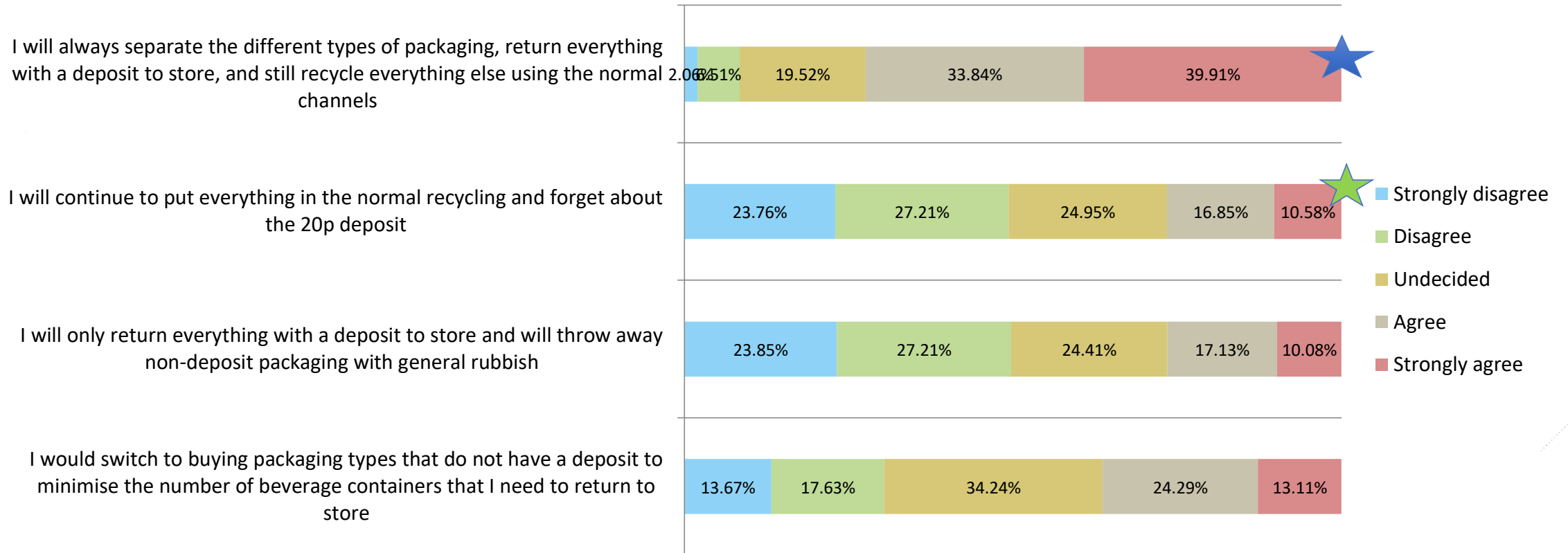
Question Type: Multiple Cross | Total Respondents: 946



★ Suggests a 72% to 75% participation rate based on top two responses

Q5. If a Deposit Return Scheme is implemented involving a 20p surcharge on every beverage can, glass bottle or plastic bottle sold, how likely would you be to do the following?

Question Type: Multiple Cross | Total Respondents: 946

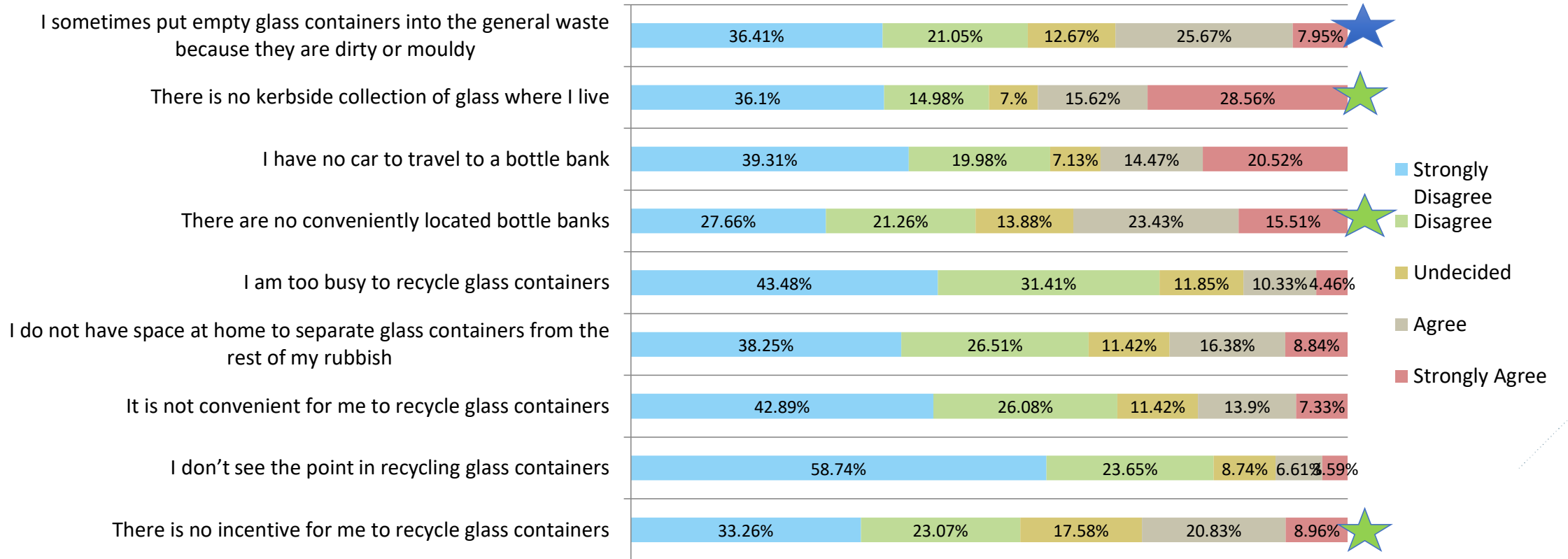


★ Suggests a participation rate of 73% (top 2 responses), but as low as 48% (top 3 responses)

★ Suggests that 27% will forgo the deposit and recycle via current methods

Q6. How strongly do you agree/disagree with the following statements on what might prevent you from recycling used glass containers?

Question Type: Multiple Cross | Total Respondents: 946



Better communication could help to increase glass recycling



Incentives to recycle, rank below kerbside collection and convenient bottle bank locations



Thank you!

For more information:

<https://www.britglass.org.uk/our-work/recycle-more>