



## **Intro, instructions and consent**

### **Newcastle School of Natural and Environmental Sciences and Insights North East**

#### **Survey on Household views on Newcastle City Council Food waste collection schemes**

#### **Who is conducting the survey?**

The Centre for Rural Economy at the School of Natural and Environmental Sciences (Newcastle University) and Insights North East. The study will help Newcastle City Council improve policies regarding food waste collection in the city.

#### **What is the aim of the survey?**

The aim of this questionnaire is to understand Newcastle upon Tyne residents' attitudes and motivations towards recycling waste and participating in the food waste collection scheme pilot initiated by Newcastle City Council.

#### **What will you be asked to do?**

You will be asked to complete a questionnaire with four main sections. The first section will ask you about your current general waste recycling habits. Next, we will gather your views on food waste collection and recycling schemes. In the third section, we will ask about your motivations and barriers to disposing of food waste. Lastly, we will ask some questions about you. Participation in this survey is voluntary, and you can exit at any time.

### Who can be part of the study?

This survey is distributed to all households in the food waste collection pilot area of the city. It is designed to be filled by only one person per household, and respondents **must be** over 18 and be the person responsible for waste recycling and disposal in the household.

### Why should you join?

This survey is an opportunity to share your views and allow Newcastle City Council to understand what may motivate or hinder your participation in food waste collection schemes.

As a token of gratitude for your participation in this survey you are **eligible to enter a prize draw** and to win one of five £30 vouchers that can be spent in over 170 high street shops. The results will be communicated directly to the Council through a research report and a presentation. Participating in this research is voluntary, but sharing your views is an opportunity to influence the debate and help design a better food waste collection service for local areas in Newcastle.

## ETHICS AND DATA MANAGEMENT?

This survey has received ethical approval from the Newcastle University Ethical Committee (Reference: 49564/2023). Newcastle University will act as the data controller, which means that the University is responsible for looking after your information and ensuring it is used appropriately.

## DATA MANAGEMENT:

We will strictly follow personal data management legislation and research best practices when handling the data you provide, particularly any identifiable information.

The data collected in this survey will be anonymised and treated confidentially. Newcastle University will retain the data in a secure database for a period of 10 years. Your rights to access, change, or move your information are limited, as we adhere to strict research conduct guidelines and will not be able to alter any responses once you have completed the survey because we will not be able to link your identity to your responses. Individual responses will only be accessible to the research team. When sharing research with Newcastle City council or other researchers it will only be done at an aggregate level, looking at for example recycling patterns in your neighbourhood.

You can find out more about how Newcastle University uses your data at: <https://www.ncl.ac.uk/data-protection/>. You can also contact the Newcastle University's Data Protection Officer (rec-man@newcastle.ac.uk).

Should you have any questions about our ethics statement or data management plan, please contact the principal researcher for this project:

*Diogo M. de Souza Monteiro*

*Senior Lecturer in Agribusiness Management  
Centre for Rural Economy, School of Natural and Environmental Sciences  
Room 3.13 Agriculture Building  
Newcastle University  
Newcastle upon Tyne NE1 7RU  
Email: [diogo.souza-monteiro@newcastle.ac.uk](mailto:diogo.souza-monteiro@newcastle.ac.uk)*

I understand all the information provided before and that I can withdraw from the study at any time. I voluntarily consent to participate in this study.

- ☐ Yes
- ☐ No

### Screening questions

Please indicate your age below

- ☐ Under 18
- ☐ 18-30
- ☐ 31-44
- ☐ 45-60
- ☐ 61-70
- ☐ 71-80
- ☐ Over 81

What is are the first part of your postcode? Please indicate below

- ☐ NE4 9
- ☐ NE5 2
- ☐ NE5 3
- ☐ NE5 4
- ☐ NE15 6
- ☐ NE15 7

## Section 1: General waste disposal and recycling practices

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This section asks about your waste disposal and recycling habits at home. Please choose one answer to each question unless instructed otherwise.

How important is recycling household waste to you ?

- ☐ Extremely important
- ☐ Very important
- ☐ Moderately important
- ☐ Slightly important

☐ Not at all important

Which of these statements best describes how you recycle glass, paper and plastics?

- ☐ I recycle even if it requires additional effort
- ☐ I recycle if it does not require additional effort
- ☐ I recycle, but I am not sure if I do it properly
- ☐ I do not recycle

How frequently do you recycle glass, paper and plastics?

- ☐ Always
- ☐ Most of the time
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

## Section 2: Food waste collection

### Section 2: Food waste collection practices

The following questions are about how you handle your food waste at home. We define

food waste as all edible food and drink products you purchase or grow at home and later discard. This includes items that are spoiled or past their expiration date. Please keep this definition in mind as you answer the questions in this section.

How do you currently throw away your food waste?

- ☐ Put it in the general waste bin
- ☐ Put it in the garden waste bin
- ☐ I compost my food waste
- ☐  Other? Please specify below

Newcastle City Council is launching a new food waste collection scheme, and we would like to hear your opinions about this service.

How likely are you to participate in the food waste collection scheme?

- ☐ Extremely likely
- ☐ Very likely
- ☐ Likely
- ☐ Unlikely
- ☐ Very unlikely
- ☐ Extremely unlikely

Please rank, writing 1, 2 or 3 in the corresponding textbox, to indicate your top 3 reasons for **not participating** in the food waste collection scheme?

- I find it is too messy and smelly
- I haven't got enough food waste
- I don't see the benefit of this food waste collection scheme
- I don't have enough space to store food waste recycling
- I am worried about hygiene
- I compost my food waste
- I am not able to recycle my food waste
- I prefer to use the general waste bin
- I don't have enough information about it
- It takes too much effort
- Other? Please specify on the text box

Please rank, writing 1, 2 or 3 in the corresponding textbox, to indicate your top 3 reasons for participating in the food waste collection scheme?



☐ It reduces household general waste

☐ It makes the general waste less smelly

☐ It is my duty as a citizen to participate

☐ It is good for the environment

☐ It doesn't take too much effort to participate

☐ I have enough information about the collection scheme

☐ Other? Please specify on the text box

How do you currently dispose of the following food products?

	General Waste bin	Garden Waste bin	Home compost bin	I don't waste this food item
Dairy products (eg. cheese)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish (cooked or uncooked)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fruits and vegetables (whole or peels)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meat (cooked or uncooked)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	General Waste bin	Garden Waste bin	Home compost bin	I don't waste this food item
Bread, cakes, and pastries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rice, pasta and other grains (eg. cuscus or oats)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tea and coffee grounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cooking oils	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eggs and eggshells	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Would the introduction of a City Council food waste collection scheme affect your home composting?

- ☐ I would put more things in my home compost
- ☐ I would put less things in my home compost
- ☐ It would not make any difference
- ☐ I would stop composting

Section 3: Communication

In this section, we are interested in your preferences regarding the instructions and communication around the City Council food waste collection service.

Where do you typically obtain information about food waste collection? Select all that apply.

- ☐ Leaflet through the door
- ☐ Billboards or noticeboards
- ☐ Local radio ads
- ☐ City council social media platforms (Twitter/Facebook/WhatsApp groups)
- ☐ Meetings with ward councillors
- ☐ Local newspaper ads
- ☐ City council website
- ☐ Local online forums or citizens communities
- ☐ Friends, neighbours or family
- ☐  Other, please indicate on the text box below

What is your preferred way to receive information about food waste collection from for Newcastle City Council? Please rank your preference dragging up your preferred options below.

Leaflet through the door

Billboards or noticeboards

Local radio ads

Social media platforms (Twitter/Facebook/WhatsApp groups)

Meetings with ward councillors

Local newspaper ads

City council website

Other, please specify below

## Section 4: Attitudes

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In this section we ask questions about your attitudes to food waste disposal and the environment.

Using the scale below, please indicate the extent with which you agree with the following statements

	Strongly Agree	Agree	Slightly agree	Slightly disagree	Disagree	Strongly disagree
Putting food waste into an appropriate bin is the right thing to do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel good when I sort and dispose of food waste correctly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By using an appropriate food waste bin, my general waste bin stays cleaner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By using an appropriate food waste bin, my general waste bin does not need to be taken out as frequently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Using the scale below, please indicate the extent with which you agree with the following statements

	Strongly agree	Agree	Slightly agree	Slightly disagree	Disagree	Strongly disagree
I do not have sufficient information on how do dispose food waste in my household	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is expensive to buy supplies (e.g. bags, kitchen caddy, etc.) to dispose food waste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not want to deal with the smell and mess sorting food waste at home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It takes too much time and effort to sort food waste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have no control over food waste as other people in the house dispose of it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Using the scale below please indicate the extent with which you agree with the following statements

	Strongly agree	Agree	Slightly agree	Slightly disagree	Disagree	Strongly disagree
Acting environmentally friendly is an important part of who I am	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am the type of person who acts in an environmentally friendly way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to me that people see I act in an environmentally friendly way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I see myself as an environmentally friendly person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Socio-economic information

Section 5 Socio Demographic and Background information

In this final section of the survey, we would like to gather some information about you and your household that will help us better understand the survey results. The information you provide will be treated confidentially.

How many people live in your household (including yourself)?

Adults

Children under 18

What type of occupancy do you have?

- ☐ Own outright
- ☐ Own with a mortgage or loan
- ☐ Rented from council (local authority)
- ☐ Rented from relative or friend
- ☐ Rented from private landlord / letting agency
- ☐  Other, please specify in the textbox below

What type of dwelling do you live in?

- ☐ Detached house
- ☐ Terraced house
- ☐ Semi-detached house
- ☐ Flat, maisonette or apartment in a multi-story building
- ☐ Bungalow
- ☐  Other type of dwelling. please specify below

Please indicate below how large is your kitchen?



- ☐ Small - less than 107.6 sq feet (10 sq meters)
- ☐ Medium - from 118.4 to 161.6 sq feet (11 to 15 sq meters)
- ☐ Large - larger than 172.2 sq feet (over 16 sq meters)

Please indicate below your current occupation?

- ☐ Employee in full-time job (30 hours or more per week)
- ☐ Employee in part-time job (under 30 hours per week)
- ☐ Self-employed, full or part-time
- ☐ Unemployed
- ☐ In full-time or part-time education
- ☐ Not working owing to long term health condition or disability
- ☐ Homemaker
- ☐ Retired

What is your gender?

- ☐ Female
- ☐ Male
- ☐ Non-binary
- ☐ Genderqueer/Gender non-conforming
- ☐ Prefer not to say

What is your ethnic group? Please choose one option that best describes your ethnic group or background

- ☐ Black or Black British
- ☐ Asian or Asian British
- ☐ Chinese or other ethnic group
- ☐ White
- ☐ Mixed background
- ☐  Other ethnic background, please specify below
- ☐ Prefer not to say

Please indicate the highest level of education you have completed below.

- ☐ No formal education
- ☐ Primary education
- ☐ GCSEs or equivalent
- ☐ A levels or equivalent
- ☐ Vocational or technical training
- ☐ Undergraduate degree (e.g., Bachelor's)
- ☐ Postgraduate degree (e.g., Master's, PhD)
- ☐ Prefer not to say

Please indicate below your annual household income before any taxes and deductions?

- ☐ £19,999 or under
- ☐ £20,000 - £39,999
- ☐ £40,000 - £59,999
- ☐ £60,000 - £79,999
- ☐ £80,000 - £99,999
- ☐ £100,000 or over
- ☐ Prefer not to say

Please write below any suggestions or comments you may have on food waste collection and how Newcastle City Council could communicate better with you on food waste collection schemes.

If you would like to be entered into the prize draw to have the opportunity to win one of five £30 vouchers that can be spent in over 170 high street shops, please write your name and email address below.

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