

General public attitudes to composting and compostable packaging – survey report

Ministry for the Environment

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Executive summary - composting

Composting generally

- The vast majority of respondents consider looking after the environment important 80%, but are less likely to do actions that could help. There are a variety of reasons for this, but it indicates that shifting more people towards action is possible. Barriers are likely to be how hard it is for people to fit these actions into their busy lives and understanding the link between their actions and environmental benefits.
- Around half of respondents said they currently compost.
 - The key barriers were practical (garden too small, not enough waste); however, more knowledge could help with these barriers. i.e., bokashi could be used in a small garden and the lack of waste may be from a lack of awareness of what can actually be composted.
 - Of those who do compost, the majority find it easy and think it worth taking the time to do it correctly. Although there is some confusion around compostable packaging (see overleaf).
- The most common type of composting systems were daleks, open pile, and composting bay, usually with one or two systems and compost largely being used in vegetable gardens.

Food scraps

- Almost all respondents who compost, compost food scraps 83%. 50% compost fruit and vegetable scraps only and don't compost any cooked food, meat nor dairy.
- The drive to compost food scraps is usually to reduce waste, while barriers tends to be around messiness/smelliness/attracting flies and rats.
 - This could play into the size of garden as people may not be able to compost at a distance from their house where the smell would not be as much of an issue. Those who don't compost food scraps, tend to put their food scraps in the rubbish bin although a few are feeding them to animals or burying them in garden.

Executive summary – compostable packaging

- Declared knowledge of compostable packaging is generally basic, and misconceptions about compostable packaging is common. Generally, respondents don't think it easy to distinguish compostable packaging from recyclable packaging and about half think it can be recycled. The majority of people who compost said they find it confusing to know what packaging can and can't be composted and many who have purchased it have tried to recycle it. This all points to a low level of knowledge even amongst those who claim high levels of knowledge or who have tried it themselves.
 - The primary way respondents distinguish what is compostable is through information on the packaging, so this would be by far the most efficient way of increasing awareness and knowledge of what can and can't be composted. Information would have to be consistent, clear and standardised to help avoid feeding into current confusion.
- About half of respondents who currently compost said they have tried composting compostable packaging (about quarter of all respondents).
 - The primary barriers again come from lack of knowledge and trust in claims.
- Many of the respondents who have tried compostable packaging are reporting relatively high success in breaking down different materials, regardless of the type of material they have tried and whether that material should only be commercially compostable. This could imply optimistic judgments, some level of confusion, or possibly that not everyone uses their compost and therefore are just assuming that something has broken down.
- Generally, there is a high level of willingness from respondents who currently compost to compost compostable packaging regularly. Increased awareness and knowledge through simplification and standardisation of what information is on packaging would likely be an efficient way to turn willingness into action.

Methodology

- Results are based upon questions asked in the UMR online survey of a nationally representative sample of 1,040 New Zealanders 18 years and over.
- The survey was conducted between the 20th to 31st May 2021.
- Data was weighted to 2018 census data for age, gender, region and ethnicity.
- The maximum margin of error for a random sample of n=1040 is $\pm 3.1\%$ at 95% confidence.
- Any demographic differences noted in the report are significant to a 95% confidence level and accounting for a multiple comparison correction.
- All numbers are shown rounded to zero decimal places. Hence specified totals are not always exactly equal to the sum of the specified sub-totals. The differences are seldom more than 1%.

Attitudes



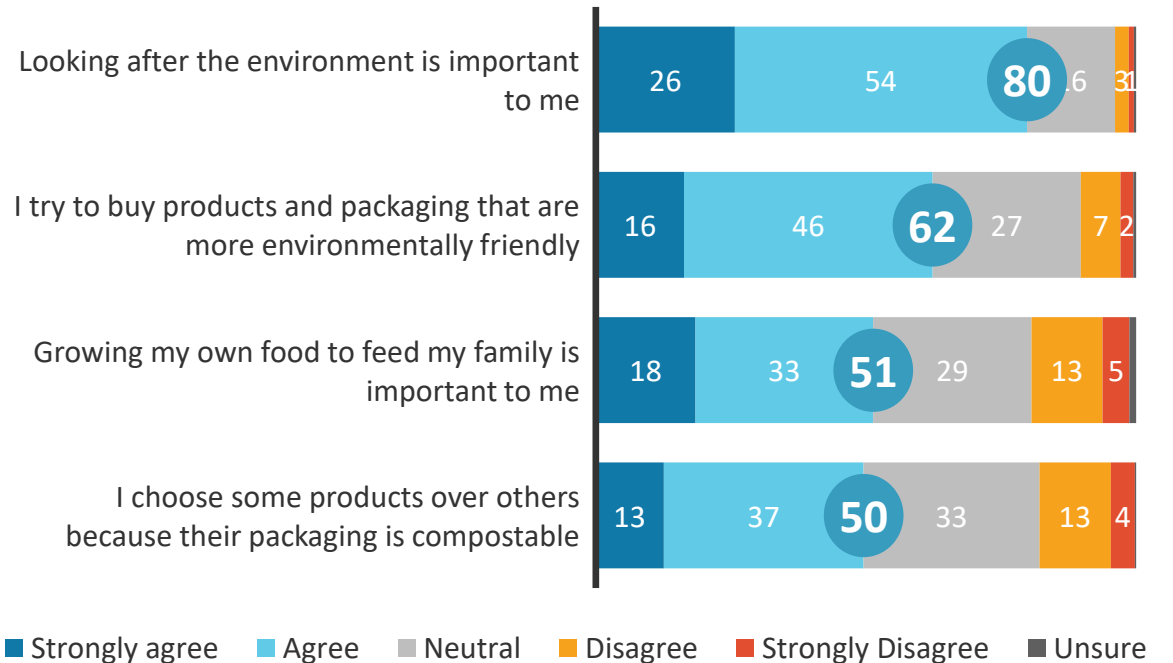
Summary: attitudes

- 80% agreed that looking after the environment was important to them, however, fewer agree that they try and buy products that are more environmentally friendly (62%), that growing their own food to feed their family is important (51%) and that they choose products because the packaging is compostable (50%). Those who compost were more likely to agree with all these attitudes.
- Amongst those currently compost:
 - 84% think it is worth taking the time to do it correctly
 - 68% think composting is easy
 - 61% find it confusing to know what you can and can't compost
 - 34% think it is okay to accidentally put a few non-compostable items in the compost while 41% disagreed, with the remaining 25% on the fence or unsure.

General attitudes

- 80% agreed that looking after the environment was important to the them.
- 62% agreed that they try and buy products that are more environmentally friendly.
- Half agreed that growing their own food to feed their family is important (51%) and that they choose products because the packaging is compostable (50%).
- Those who compost were more likely to agree with all four attitudes (87% v 80% , 67% v 62%, 71% v 50% and 60% v 50% respectively).
- Respondents aged under 30 were more likely to agree they selected products because the packaging is compostable (60%).
- Those with container garden or no garden were less likely to agree that growing their own food was important (37%) particularly compared with those with large gardens, farms or lifestyle blocks (63%).

Q How strongly do you agree or disagree with the following: (%)

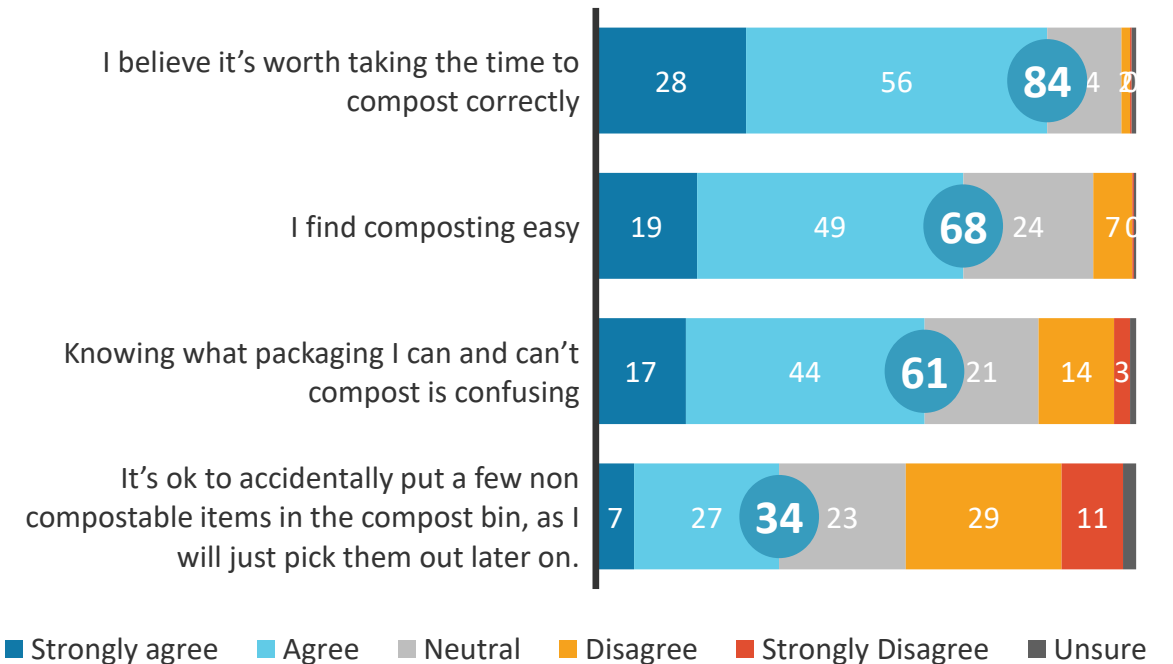


Base: All (n=1040)

Composter attitudes

- 84% of respondents who said they compost agreed that it is worth taking the time to do it correctly.
- A majority agreed composting was easy (68%) but that it is confusing to know what you can and can't compost (61%).
- 66% said it was not okay to accidentally put a few non-compostable items in the compost bin.
- Older respondents (60+) were more likely to agree it was worthwhile to do it correctly (93%) and was easy (82%).
- Respondents who work full time were less inclined to consider it worthwhile to do it correctly (77%).
- Composters who have tried to compost compostable packaging were more likely to agree that it is okay to put a few non-compostable items in the compost bin (40%) compared to those who haven't tried compostable packaging (28%). Knowing what packaging is compostable is equally confusing for those who have tried composting packaging than those who haven't.

Q How strongly do you agree or disagree with the following: (%)



Base: Composters (n=561)

Composting setup




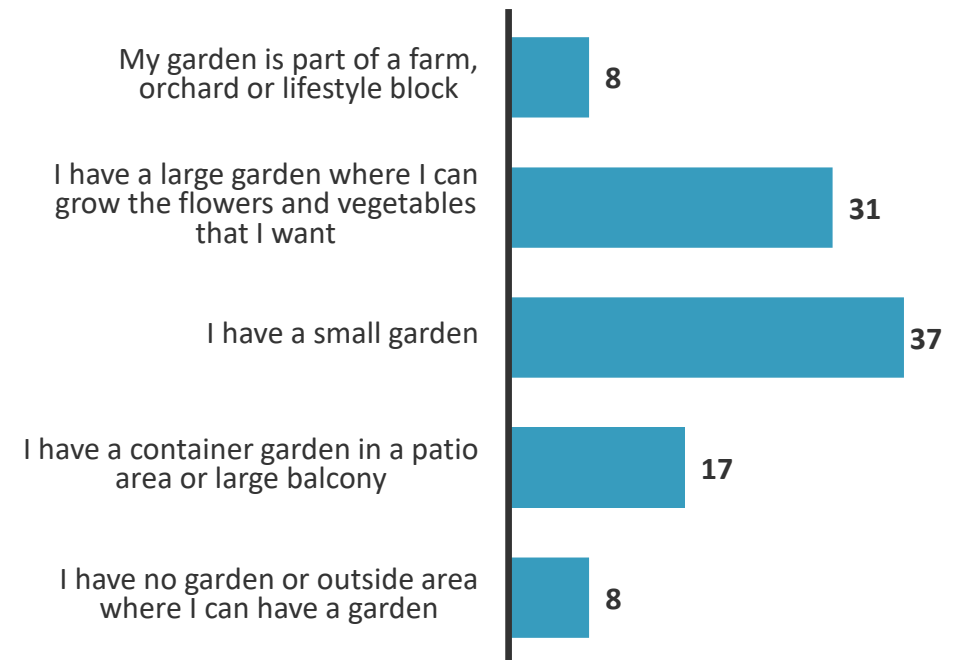
Summary: home composting

- 38% of respondents said their garden is part of a farm or is large enough to grow the flowers and vegetables they want, 37% said they have a smaller garden and 25% said they have a container garden or no garden at all.
- 55% of respondents say they currently compost.
 - The most common reasons for not composting were the size of their garden, not enough waste and compost being smelly.
- Of those who do compost 64% were the main person who does the composting.
- The most common type of composting systems were “daleks” (40%), open piles (38%), composting bays (37%) and multi-layer manufactured plastic bins (25%). Conventional worm farms (19%), hungry bin worm farms (11%) Bokashi (10%) were less common (see relevant slide for images of the different system types).
- Out of composters who use a plastic bin or wooden bay, 56% said they had only one, 31% said they had two and 13% said they had more than two.
- 17% said their compost was too hot to put their hand in or very hot, 49% said it was slightly warm to the touch and 9% said not warm at all.
- 74% said they use their compost on their vegetable garden, 42% on their flower garden and 35% on trees and lawn. Only 4% were unsure.
- Amongst those who compost, only 1% compost all materials that have been traditionally composted (food scraps, garden waste, etc, but excluding compostable packaging)

Size of garden

- 38% of respondents said their garden is part of a farm or is large enough to grow the flowers and vegetables they want, 37% said they have a smaller garden and 25% said they have a container garden or no garden at all.
- Those in areas outside of Auckland, Wellington and Canterbury were more likely to say they have a large garden or farm (43% vs. 35% of respondents in those areas).
- Renters were more likely to say they have a container garden or no garden (36%) compared to home owners (16%).
- Respondents who currently compost were more likely to have a large garden or farm (51%), than those who don't (23%).
- Out of those with a container garden, 47% say they compost, of those with no garden or outside area, 8% say they compost.


 *Can you please choose which of the following BEST DESCRIBES your garden even if not exactly right (%)*

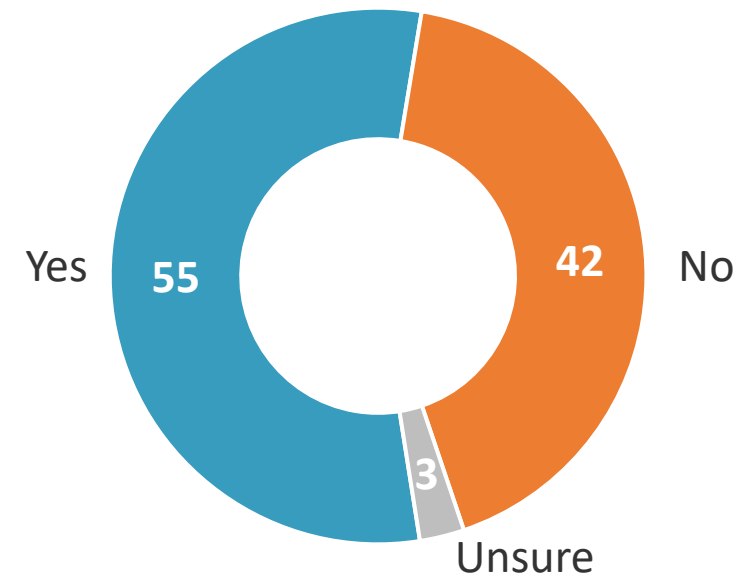


Base: All (n=1040)

Composters

- 55% of respondents said they or someone they live with currently composts at home.
- This compares to a 2008 Household Sustainability survey where 63% said they composted garden waste and kitchen scraps at home.
- Those more likely to say they compost:
 - Males: 59%
 - Respondents outside of Auckland, Wellington, Canterbury: 60%
 - Own their home without a mortgage: 62%
 - Middle household income (\$50-100K): 63%
 - Large gardens, farms or lifestyle blocks: 74%

 Do you or the people you live with currently compost at home? (%)

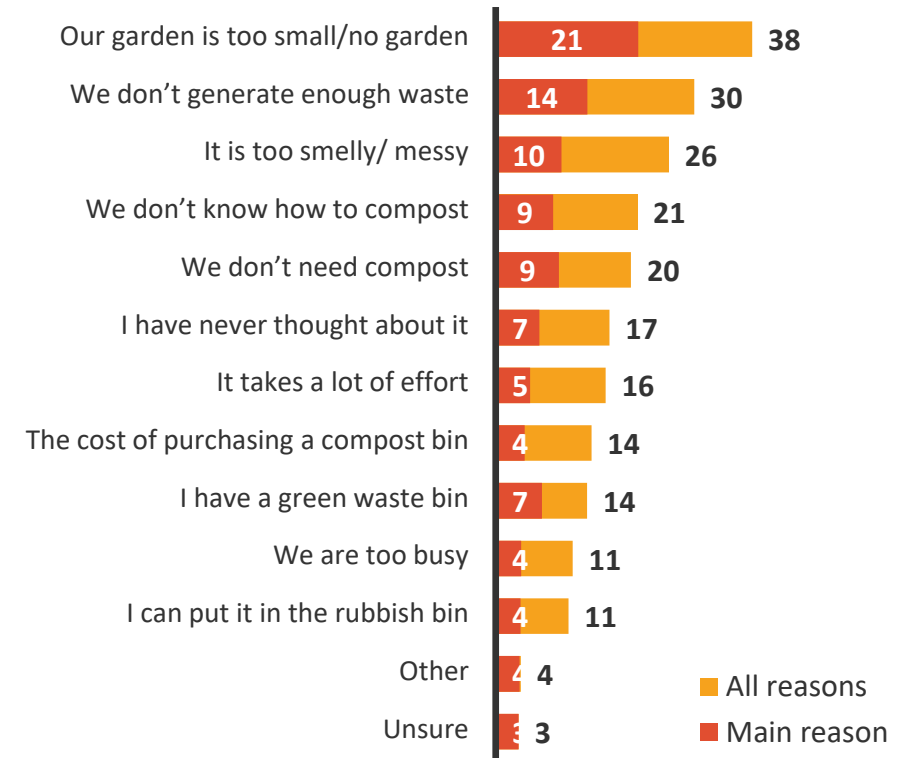


Base: All (n=1040)

Reasons for not composting

- Those who said they do not compost were asked for their reasons why not and their main reasons. They were presented with a prompted list to select from.
- The most frequent reason given was that their garden is too small or does not exist. 38% provided this as a reason and 21% said this was their main reason.
 - This was related to the size of respondents garden. It ranged from 32% as main reason amongst those with a container garden or no garden to 3% amongst those with a large garden.
- Other common reasons provided were not generating enough waste (30% a reason, 14% main reason), being too smelly/messy (26%, 10%), not knowing how to compost (21%, 9%) and not needing to compost (20%, 9%).
- Older respondents (60+) were more likely to say they don't need to compost (17%) or that they don't generate enough waste (24%) as their main reasons for not composting. While younger respondents (under 30) were more likely to say they had never thought about it (15%).
- Respondents based in Canterbury were more likely to say their main reasons was that they have a green waste bin (21%).

Q What are all the reasons why you do not compost at home?
What is the MAIN reason you do not compost at home?
(%)

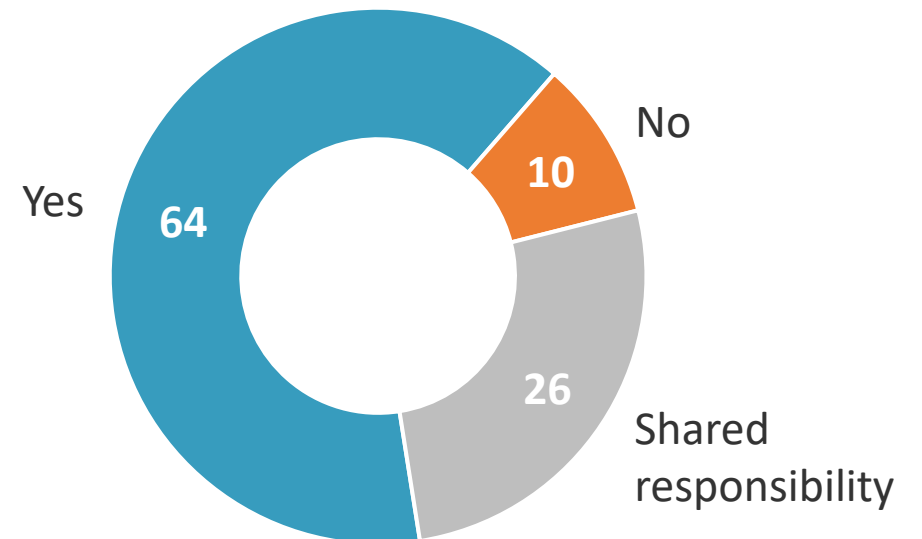


Base: Non-composters (n=479)

Main person

- Amongst those in households which composts, 64% said they are the main person who does the composting, 26% said they share the responsibility and 10% said someone else is responsible.
- There were no statistically significant and noteworthy demographic differences.


 *Are you the main person who does the composting? (%)*



Base: Composters (n=561)

Type of composting system

- Respondents who currently compost were asked to select one type of system they have from a list of options with images as an example (see table to the right)
- The most common type of composting systems were 'daleks' (40%), open piles (38%) and composting bays (37%).
- Multi-layer manufactured plastic bins were less common at 25%.
- Conventional worm farms and Hungry bin worm farms came in at 19% and 11% respectively. Bokashi only registered at 10% of composters.
- Only 1% of those who compost used only a Bokashi or some type of worm farm i.e. didn't have the ability to compost green waste.
- 88% had at least one dalek or a plastic bin or a wooden box and 66% had at least one open pile, worm farm (either kind) or Bokashi.
- Respondents with a 'dalek', were more likely to also have a conventional worm farm (25%). Respondents with multi-layer plastic bins were more likely to have a Hungry bin worm farm (23%) a conventional worm farm (29%) and a Bokashi (16%). See overleaf for a full interaction.
- Those aged under 30 were more likely to say they had a Hungry bin worm farm (24%) compared to those older (30-44: 13%, 45-59: 6%, 60+: 2%).
- Renters were more likely to have a composting bay (48%), open pile (47%) or a Hungry bin worm farm (17%).
- The size of garden had no detectable impact on the types of systems used.
- Respondents who have tried composting compostable packaging were more likely to have a multi-layer plastic bin (31%), Hungry bin worm farm (16%) or a conventional worm farm (26%).

 Which of the following types of composting systems do you have? (%)

<p>Manufactured plastic bin – daleks: 40%</p> 	<p>Conventional worm farm: 19%</p> 
<p>Open pile: 38%</p> 	<p>Hungry bin worm farm: 11%</p> 
<p>Wooden box / composting bay: 37%</p> 	<p>Bokashi: 10%</p> 
<p>Manufactured plastic bin multi-layer: 25%</p> 	<p>None of these: 6%</p>

Base: Composters (n=561)


Multiple composting systems

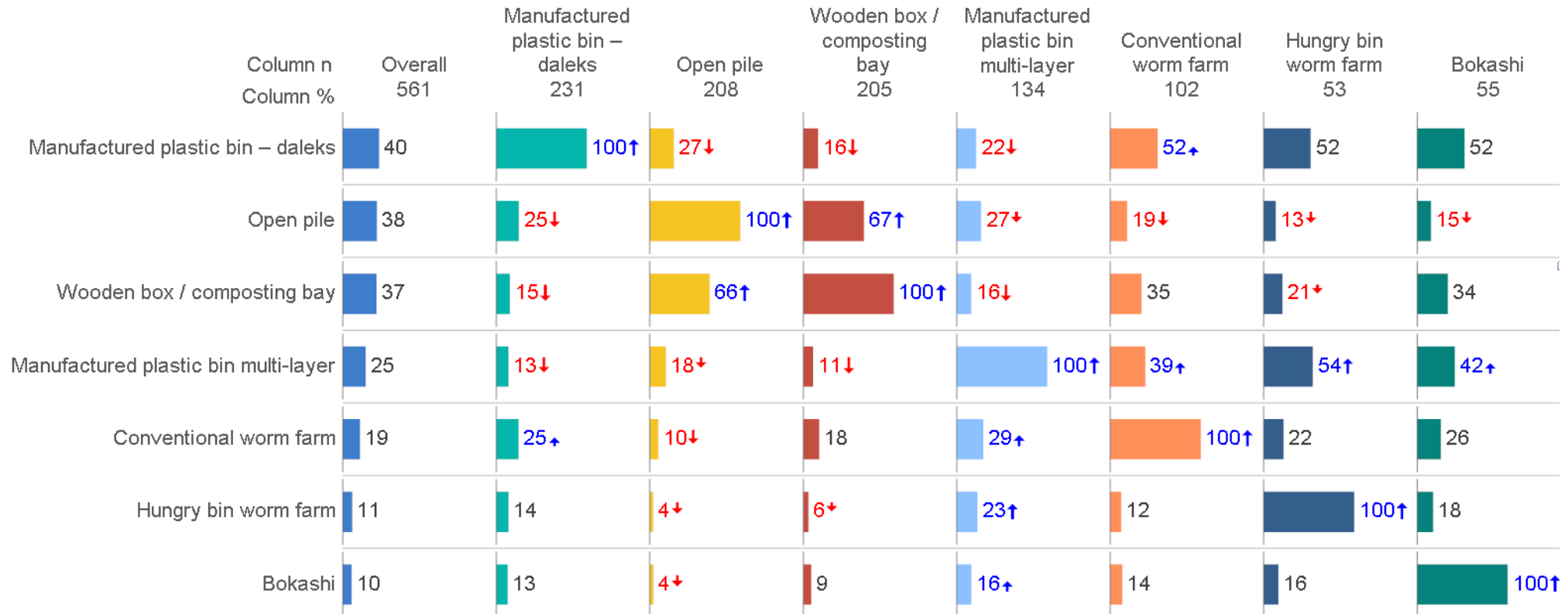
Displays the proportion who have each system amongst respondents who already have one type of system.

For example: 25% of those who have a dalek also have a conventional worm farm. (second column, fifth row).

The arrows indicate whether this is significantly different from the overall.

Hence those with daleks are more likely to have a conventional worm farm than those without a dalek.

 Which of the following types of composting systems do you have? (%)

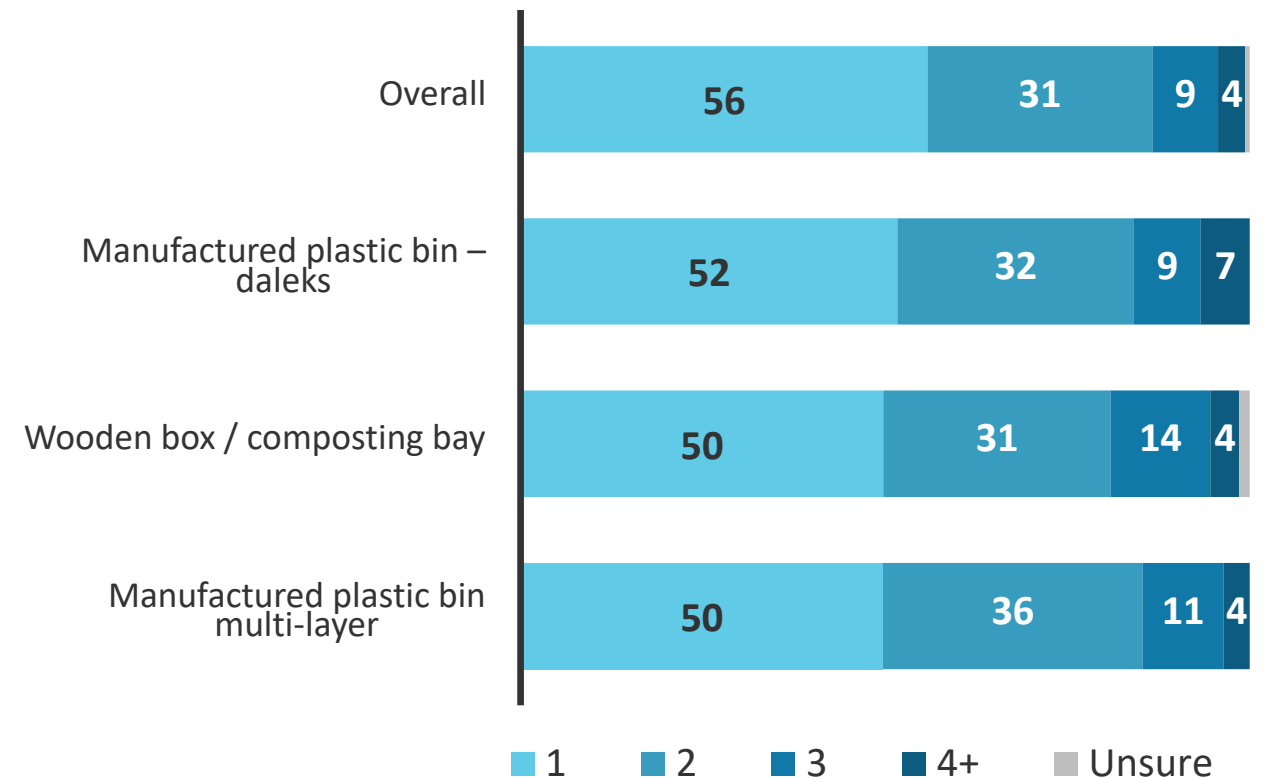


Base: Composters (n=561)

Number of composting bins or bays

- Out of composters who use a plastic bin or wooden bay 56% said they had only one. A further 31% said they had two and 13% said they had more than two.
- The difference between respondents with the different types of bins or bays were not significant.
- Those who had tried composting compostable packaging were more likely to have more than two systems (18%) than those who had not (8%).
- Those with large gardens, farms or lifestyle blocks were more likely to have two or more systems (51%).

Q How many composting bins or composting bays do you have at your home? By type of system (%)

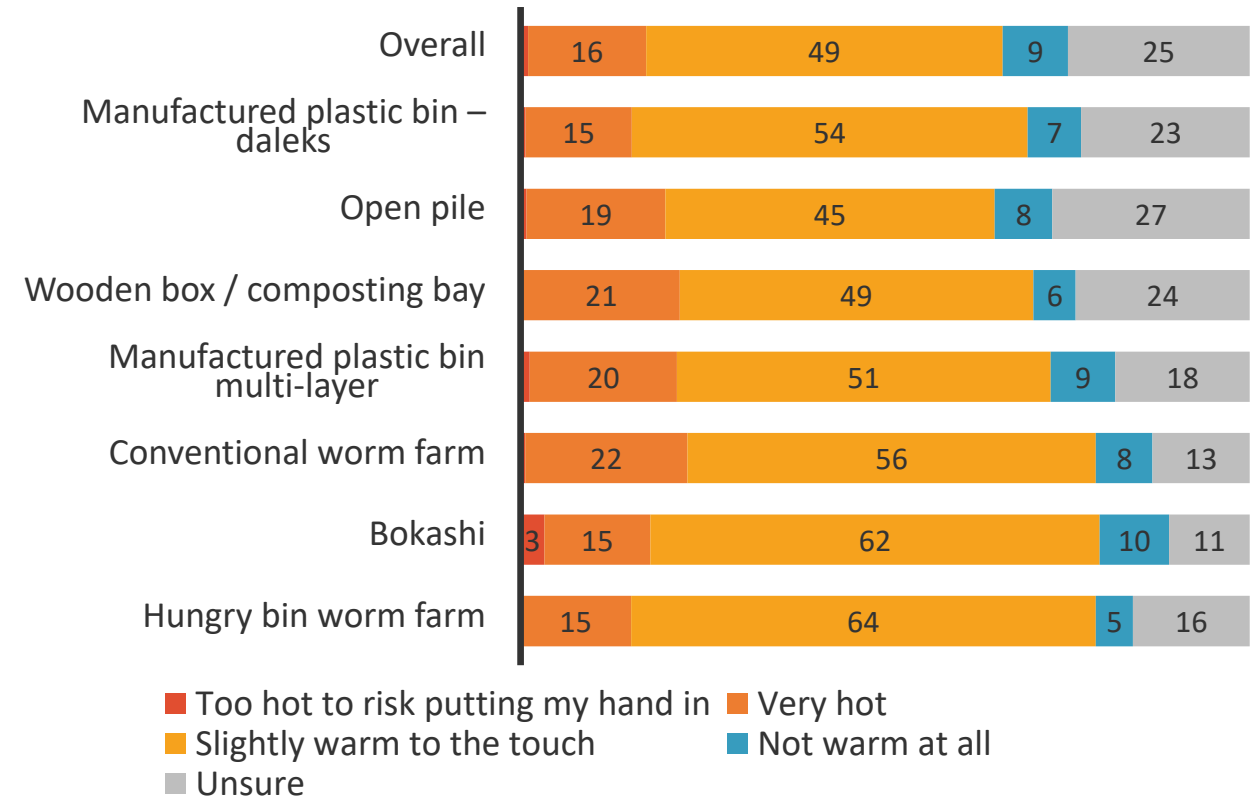


Base: Composters who have plastic bin or composting bay (n=494)

Compost heat

- Overall, 17% said their compost was too hot to put their hand in or very hot, 49% said it was slightly warm to the touch and 9% said not warm at all. 25% were unsure of their compost’s temperature.
- Note: bokashi do not get hot so people might be equating hot with it looking unpleasant smelly and not wanting to touch it.
- The difference between respondents with the different types of bins or bays were not significant.
- Females were more likely to be unsure about the temperature (33%) than males (18%).

Q How hot does your compost get if you stick your hand into the compost? By type of system (%)

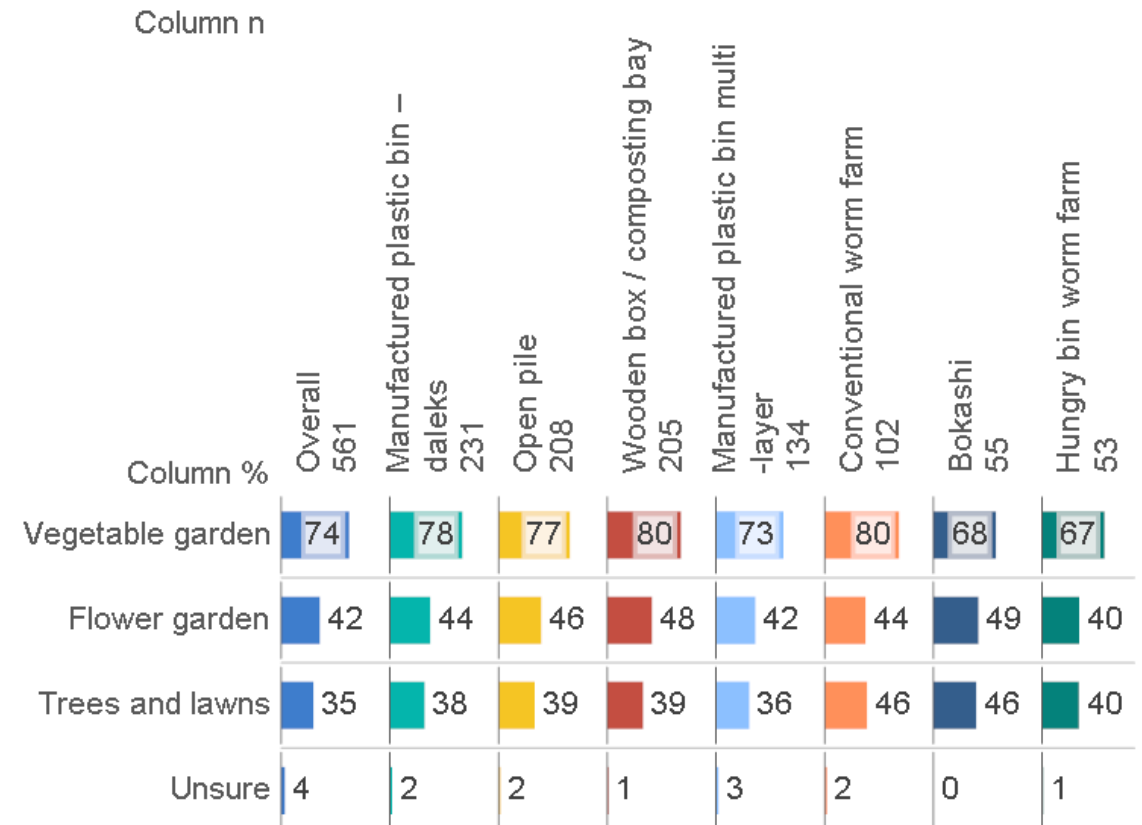


Base: Composters (n=561)

Using compost

- Overall, 74% of composters said they use their compost on their vegetable garden, 42% on their flower garden and 35% on trees and lawn. Only 4% were unsure.
- The difference between respondents with the different types of bins or bays were not significant.
- Older respondents were more likely to use it on on their flower garden (60 years or over: 52%) than younger respondents (under 30: 33%, 30-44: 33%, 45-59: 47%). They were also more likely to use on their vegetable gardens (under 30: 60%, 30-44: 70%, 45-59: 79%, 60+: 82%).
- Those who have tried compostable packaging gave similar results to the overall (77% Vegetable garden, 46% flower garden and 40% trees and lawn).

Where in your garden do you use your compost? By type of system (%)



Base: Composters (n=561)

Food scraps



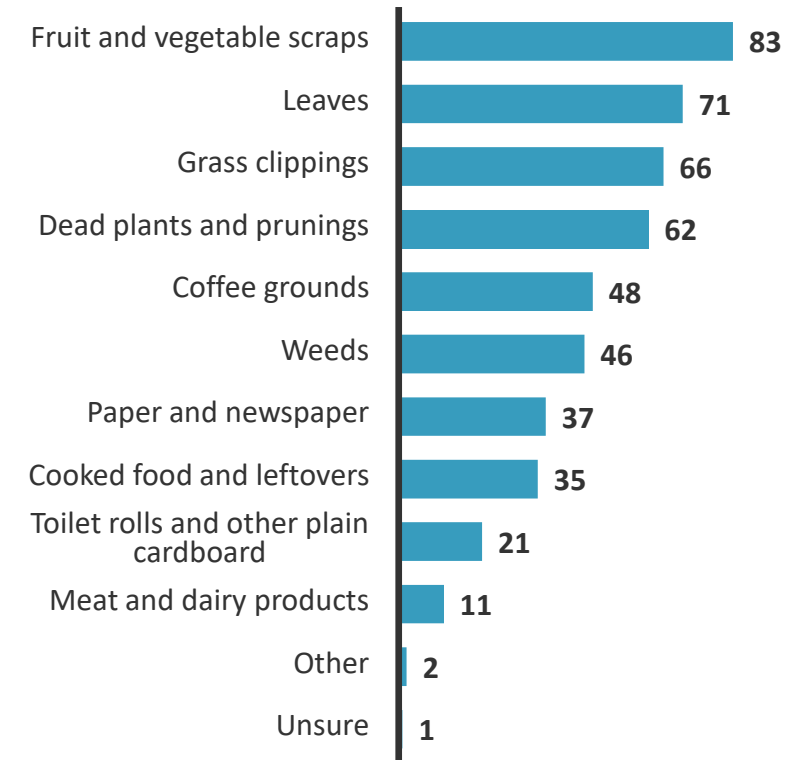
Summary: What people compost

- 86% of those who compost said they compost food scraps.
 - 83% specifically said they compost fruit and vegetable scraps (this was the most common type of material tested that respondents composted)
 - 35% specifically said they compost cooked food and leftovers
 - 11% specifically said they compost meat and dairy (this was the least common type of material tested that respondents composted)
- Reducing waste (40%) and the need for compost for their garden (29%) were the two main reasons respondents compost food scraps.
- Attracting flies and rats (26%), it being smelly (17%) and it being too messy (15%) were the main reasons for not composting food scraps.
 - Those who didn't compost were most likely to say they put food scraps in a council provided bin (21%) or rubbish collection (21%).
- Out of those who compost some food scrap types but not others, 34% said they have been told they can't compost some types and 30% said they don't like how it attracts flies or rats.
 - 40% of them said they put the food scraps they don't compost into the rubbish for collection.

Composting material

- The most common material composted was fruit and vegetable scraps (83%). This was followed by leaves (71%), grass (66%) and dead plants and pruning (62%). Just under half said they compost coffee grounds (48%) and weeds (46%).
- In total 86% said they compost food scraps (fruit, vegetable, cooked food, leftovers, meat or dairy). This implies that 3% compost cooked food, leftovers, meat or dairy but don't compost fruit and vegetable scraps.
 - 50% compost fruit and vegetable scraps but don't compost any cooked food, meat nor dairy.
- Out of the 10 materials people could compost most (61%) said they compost 5 or less materials (7% one, 19% two or three, 35% four or five). 27% said they compost six or seven, 10% eight or nine and only 1% said they compost all these materials.
- Those with a wooden box or composting bay were more likely to say they compost leaves (80%), grass (75%), dead plants (72%) and weeds (55%).
- Those with a conventional worm farm were more likely to compost paper (54%) and cardboard (36%).
- There was no significant correlation between those who compost meat and dairy products and those with a Bokashi.

Q Which of these do you currently compost? (%)

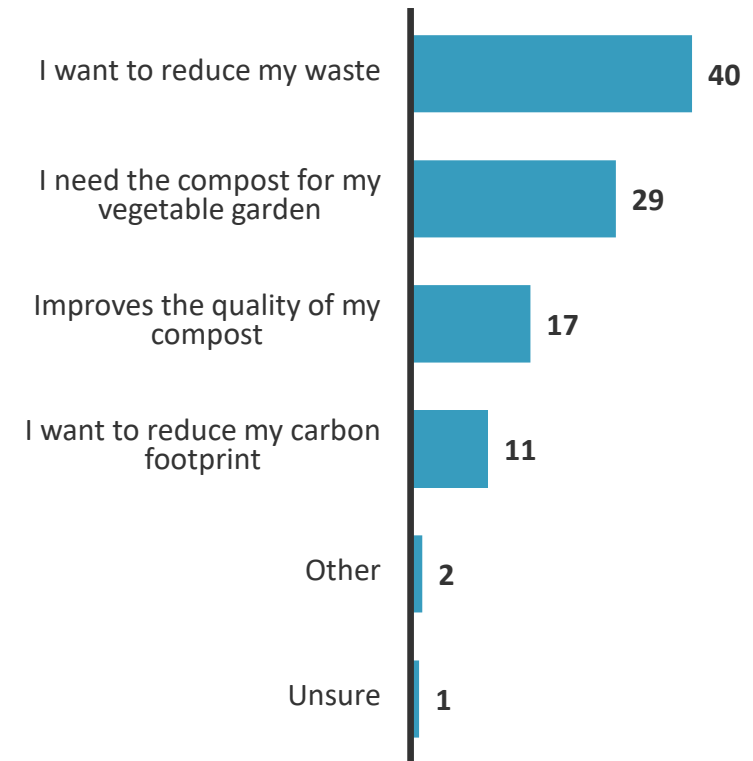


Base: Composters (n=561)

Main reason for composting food scraps

- Wanting to reduce waste was the most commonly selected reason respondents selected for composting food scraps (40%) followed by needing compost for their vegetable garden (29%).
- Improving the quality of compost (17%) and wanting to reduce their carbon footprint (11%) were less frequent reasons.

What is the MAIN reason you compost food scraps? (%)

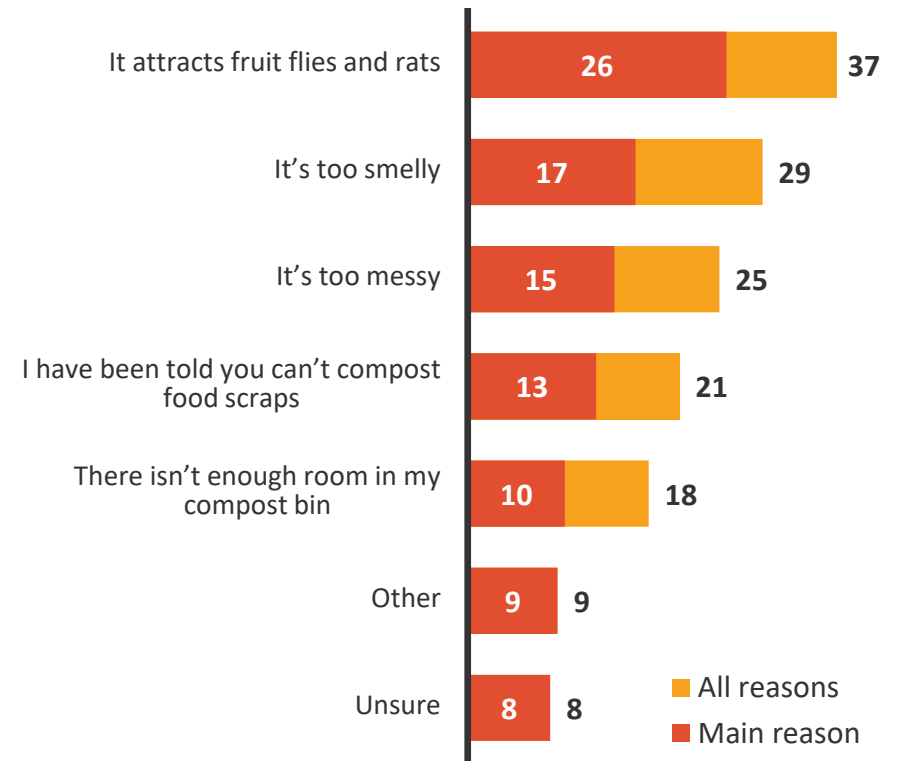


Base: Composters who compost food scraps (n=480)

Reasons for not composting food scraps

- Respondents who compost but don't compost any food scraps (n=80) were asked their reasons and for their main reason.
- It attracts flies and rats was selected as a reason by 37% while 26% selected it as their main reason.
- It being too smelly (29% a reason, 17% the main reason) and too messy (25%, 15%) were the next most commonly giving reasons.

Q What are the reasons you don't compost food waste?
What is the MAIN reason you don't compost food waste?
(%)



Base: Composters who don't compost food scraps (n=80)

How food scraps are disposed of if not composted

- Respondents who compost, but don't compost any food scraps (n=80) were asked what they do with their food scraps.
- 30% said they put their scraps in the council provided food scraps bin, however, it seems likely there is some confusion with this as only a few places in New Zealand offer this service and results are not clearly correlated with region. Also note the small sample size of n=80.
- 21% said they put it in the rubbish for collection, 15% feed it to animals and 13% bury it in the garden.


What is the MAIN thing you do with your food scraps? (%)

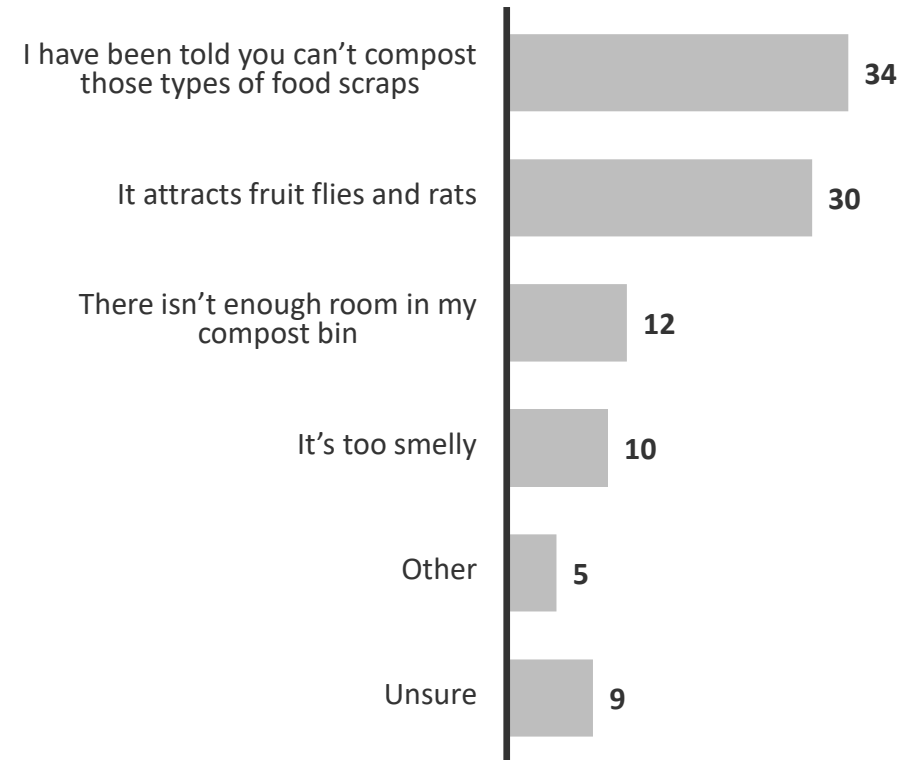


Base: Composters who don't compost food scraps (n=80)

Main reasons compost some types of food only

- Respondents who compost some food types, but not others were asked for their main reason.
- About a third (34%) said they have been told you can't compost some types of food scraps and slightly less (30%) said it attracts flies and rats.
- Much less commonly mentioned was that there isn't enough room in their compost bin (12%) and that it's too smelly (10%).


 *Thinking about the food you compost and the food that you choose not to compost what is the MAIN reason you compost some types of foods and not others? (%)*

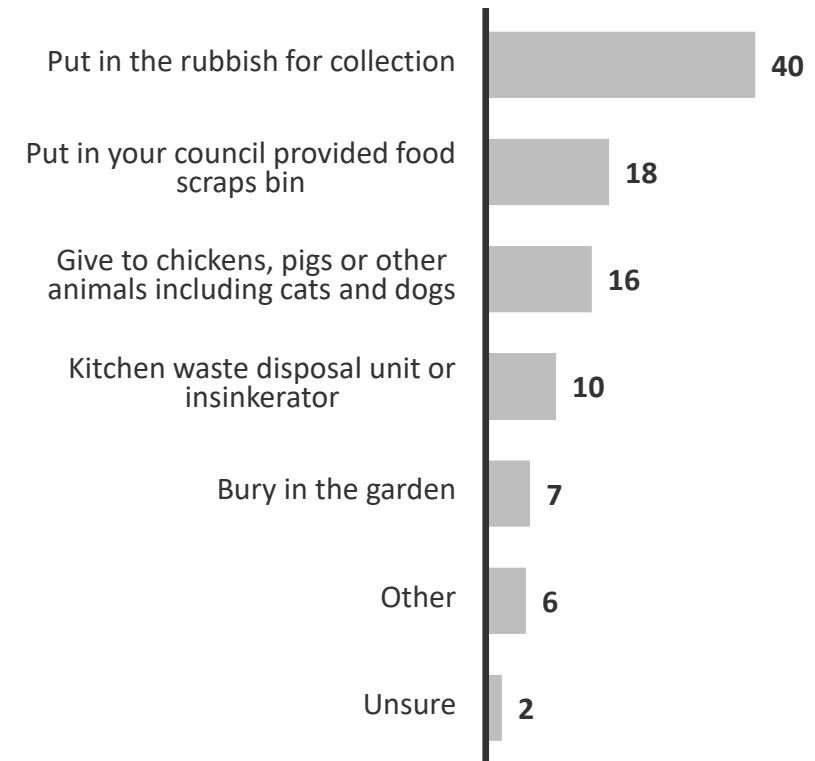


Base: Composters who compost some food scraps but not all (n=431)

How food scraps are disposed of if not composted

- Respondents who compost some food types but not others were asked what they did with the food they didn't compost.
- The most common thing selected was to put in the rubbish for collection (40%) followed by council provided food scrap bins (18%).
- A few said they gave it to animals (16%), put them in an waste disposal unit (10%) or bury it in the garden (7%).

 What is the MAIN thing you do with the food you don't compost? (%)



Base: Composters who compost some food scraps but not all (n=431)

Compostable packaging

Knowledge




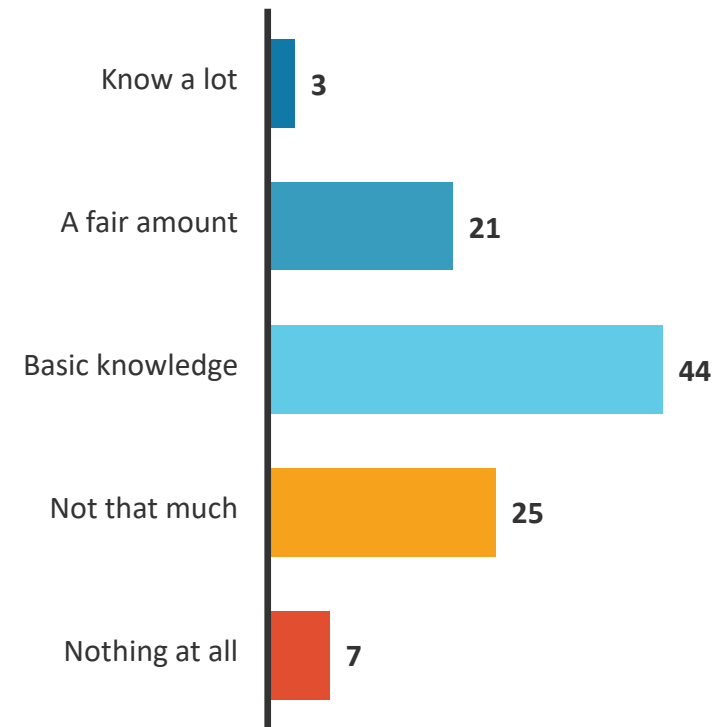
Summary: Compostable packaging - knowledge

- 24% said they know a lot or a fair amount about compostable packaging.
- A clear majority of respondents agreed (82%) that compostable packaging is better for the environment than plastic packaging.
- 58% agreed that compostable packaging can break down in a worm farm and 42% that it will break down quickly if littered, which is incorrect.
- 57% said that compostable packaging will compost in landfill with no negative impacts which is incorrect and 48% agreed that it doesn't contain any oil or fossil fuels which is also incorrect.
- 49% believed that compostable packaging could be recycled which is incorrect
- 40% that it is easy to identify from recyclable packaging.
- 69% of respondents said they have purchased compostable packaging before.
 - Of those who had purchased compostable packaging before, only 23% said they said they put it in their home compost bin as their main way of disposing of it.
 - 49% said they disposed of it through a system where compostable packaging is not permitted or is a contaminant (recycling bin, food or garden waste bin, worm farm or bokashi).
- Of those who had not purchased any; home compost (49%) was the most commonly given potential way of disposing of it, followed by garden waste collection bins (38%) and recycling bins (38%).
- Information on the packaging was by far the most common way for people to tell whether packaging is compostable (71%).

Declared knowledge

- 24% said they know a lot or a fair amount about compostable packaging, 44% said they have a basic knowledge and 32% said they know not that much or nothing at all.
- Demographics more likely to say they know a lot or a fair amount:
 - Male: 29%
 - Under 30: 37%
 - Auckland: 30%
 - Renters: 30%
 - Full time workers: 32%
 - Asian: 33%
 - Large garden: 33%

 *How much would you say you know about compostable packaging? (%)*

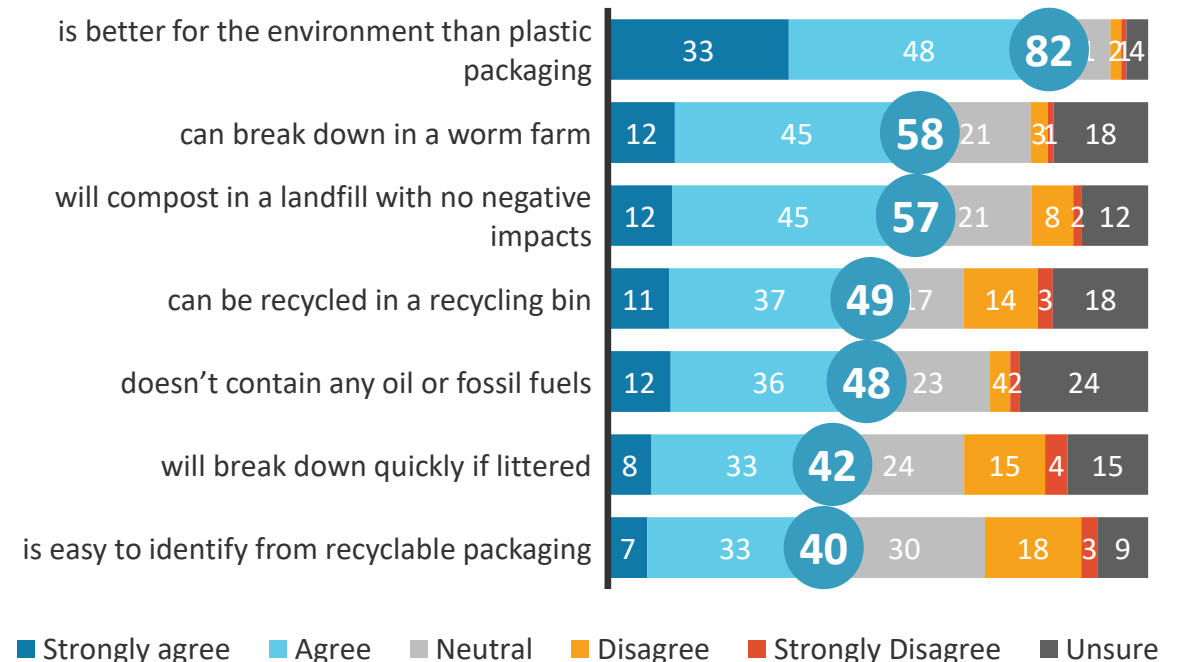


Base: All (n=1040)

Compostable packaging knowledge

- A clear majority of respondents agreed (82%) that compostable packaging is better for the environment than plastic. Very few disagreed with this (3%).
- 58% agreed it can break down in a worm farm and 42% that it will break down quickly if littered which is incorrect.
 - Agreement that it can break down was higher amongst those who had a worm farm: 65% agreed it could break down in a worm farm and 52% if littered.
- The majority agreed (57%) it will compost in landfill with no negative impacts which is incorrect.
- 49% believed it could be recycled which is incorrect and 40% that it is easy to identify from recyclable packaging.
 - Amongst those whose main way of disposing of compostable packaging is through recycling, 66% agreed it could be recycled. Perhaps more concerning is the 7% who said they didn't think it could be but still opted to do so.
- 48% agreed it doesn't contain any oil or fossil fuels which is incorrect, however, there was a high level of uncertainty on this one (24%).
- Those who have tried composting compostable packaging were more likely to agree that it can be recycled (58%), that it doesn't contain fossil fuels (56%), that it is easy to identify from recyclable packaging (51%) and that it will breakdown quickly if littered (50%).

Q Thinking about compostable packaging, how strongly do you agree or disagree with the following statements?
Compostable packaging... (%)

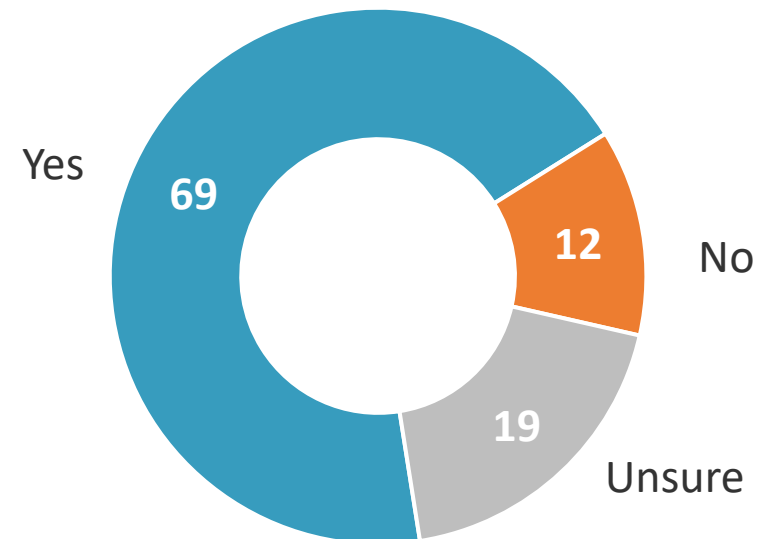


Base: All (n=1040)

Purchased

- 69% of all respondents said they have purchased a product that comes in compostable packaging, 12% were confident they hadn't, while 19% were unsure.
- Females (74%) were more likely to say they had purchased compostable packaging than males (63%).
- Younger respondents (under 30) were more likely to have said they have purchased compostable packaging (81%) than older respondents (30-44: 72%, 45-59: 59% and 60+:65%).

Q *Have you ever purchased a product which comes in compostable packaging or a compostable cup/bowl, or comes with compostable utensils, or used a compostable bin liner or courier bag? (%)*

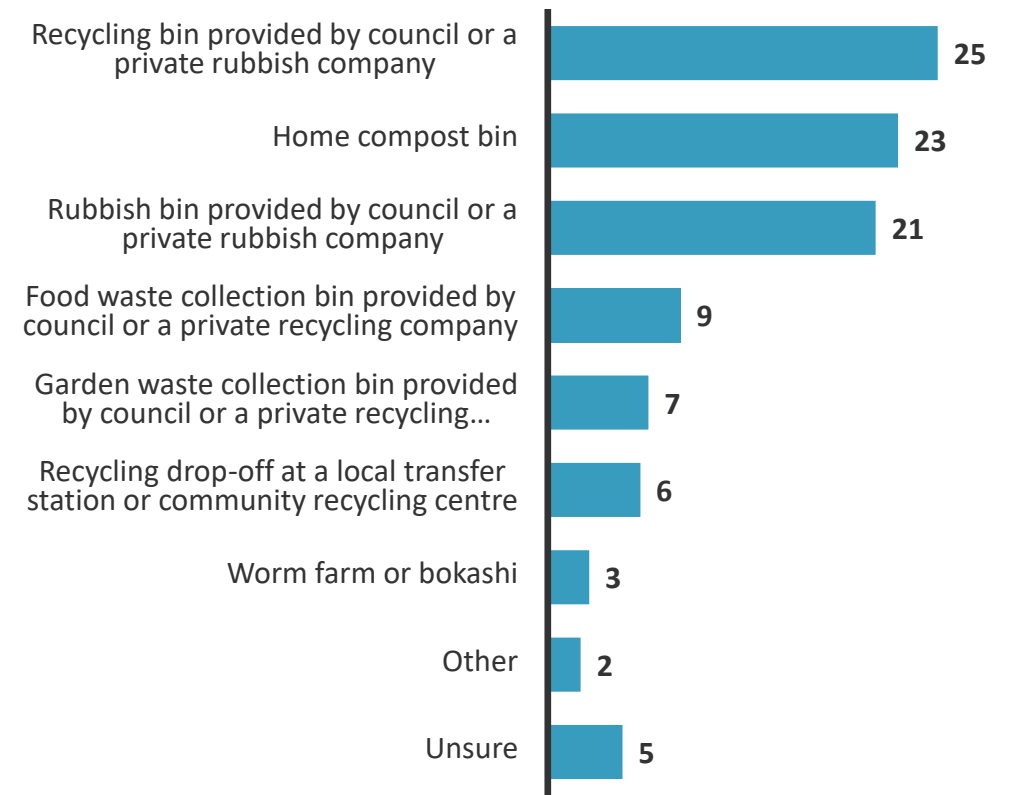


Base: All (n=1040)

Disposing of compostable packaging

- Of those who had purchased compostable packaging before, only 23% said they said they put it in their home compost bin as their main way of disposing of it. An additional 3% said worm farm or bokashi.
- 25% said they dispose of it through recycling and 21% through rubbish collection.
- 49% said they disposed of it through a system where compostable packaging is not permitted or is a contaminant (recycling bin, food or garden waste bin, worm farm or bokashi).
- Much fewer said they used food waste collection (9%), garden waste (7%) or recycling drop off (6%).
- Disposal in a garden waste bin was much more common in Canterbury (21%).
- Those with a large garden were much more likely to say they put in the home compost bin (34%).
- Those who are currently composting were more likely to say they dispose of compostable packaging through their compost bin but this was still only 35% and 4% for a worm farm or bokashi. 21% said they put it in the recycling bin and 15% said rubbish bins.
- Amongst those who have tried compostable packaging, 54% said the home compost bin is their main way of disposing of the packaging.


 What is the MAIN way you dispose of compostable packaging? (%)

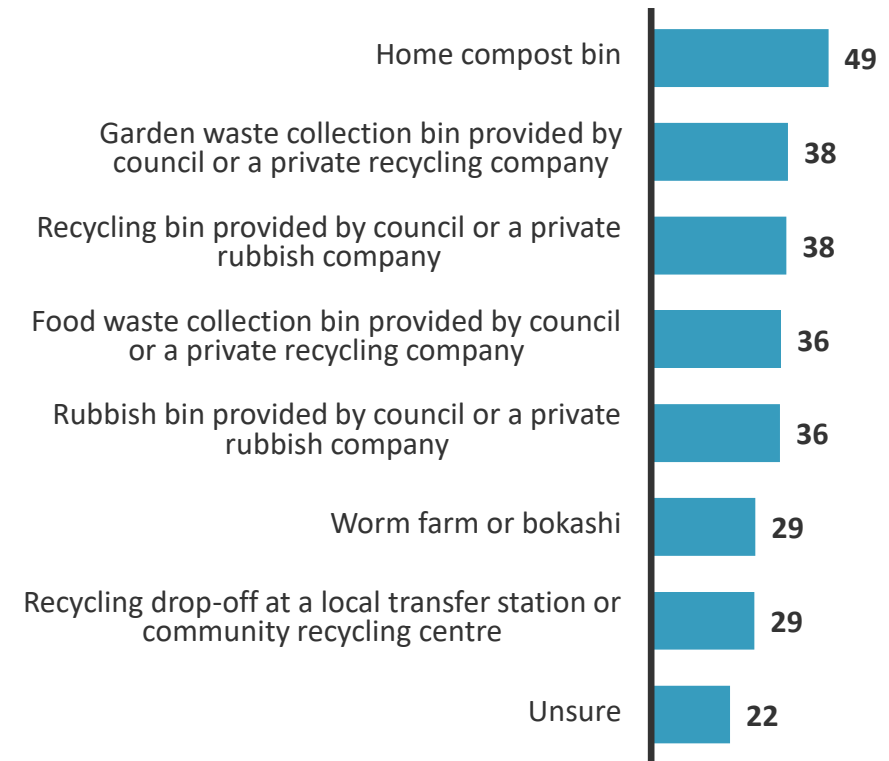


Base: Those who have purchased compostable packaging before (n=710)

Potential ways of disposing of compostable packaging

- Of those who have not purchased any compostable packaging, only 49% recognised that they could dispose of it through a home compost bin.
- Garden waste collection, recycling bin, food waste collection and rubbish bins all were given similar levels of potential use (36-38%). Slightly lower were worm farms and recycling transfer stations (29% each).
- Those who currently compost were much more likely to recognise the potential of using a home compost bin (60%) than those who don't (42%).


 Please tick all the options below which you think you/ other people could use for disposing of compostable packaging, serving containers, or utensils (%)

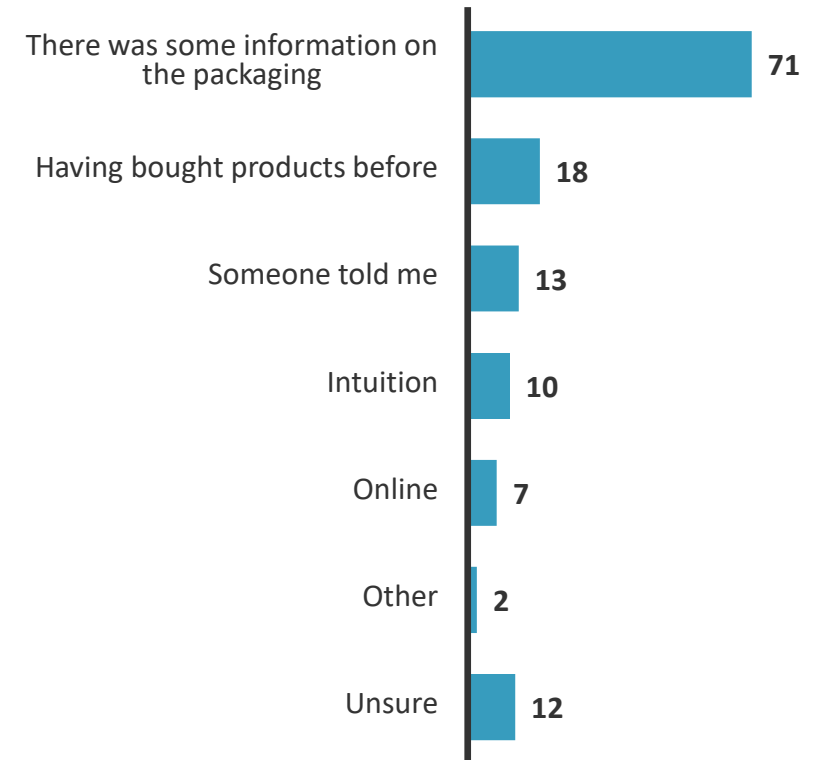


Base: Those who have NOT purchased compostable packaging before (n=330)

Knowing packaging is compostable

- 71% said they recognised packaging is compostable by information on the package.
- At least one in ten, said they knew the packaging was compostable because they had bought products with compostable packaging before (18%), someone told them (13%) and intuition (10%). Fewer said they have looked up the information online (7%) while 12% were unsure.
- Those who currently compost were more likely to select multiple options other than information on the packaging (23% have bought product before, 16% had been told, 14% intuition and 9% online).

 Generally, how do you know a packaging is compostable? (%)



Base: All (n=1040)

Compostable packaging

Experience



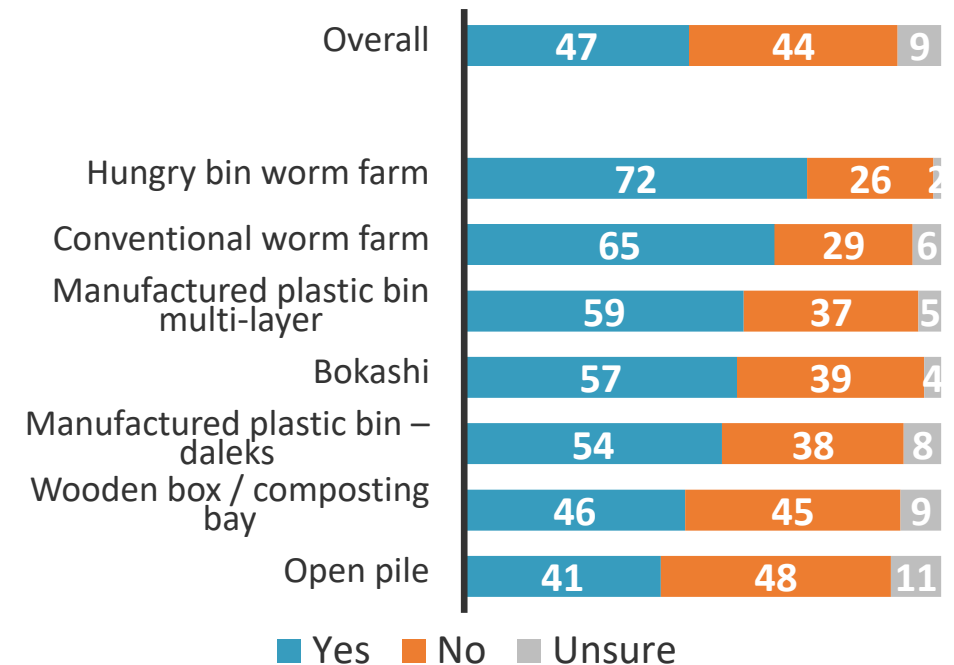
Summary: Compostable packaging experience

- 47% of those who compost said they have tried composting compostable packaging.
 - The most common reasons for not trying it were; not knowing you could (25%), not wanting to impact soil quality (16%) and lack of trust about claims (15%).
- Of the materials they had tried composting, bin liners that contained food (42%) and coffee cups and lids (42%) were the two most commonly tried materials. The next most common were takeaway packaging (34%), paper cups (32%) and plastic bags e.g. courier bags that did not contain food (30%).
- The vast majority of respondents who said they had tried composting the various kinds of compostable packaging claimed to have a good or okay experience in having things break down. This is despite some of the items listed only being commercially compostable.
- Amongst those who have tried compostable packaging, 48% said their compost generally takes less than 6 months to breakdown while only 39% said that their compostable packaging takes less than 6 months to break down.
- Amongst those whose compost generally takes less than 6 months, 19% said it takes longer than 6 months for the packaging to break down.
- 21% of those who have tried compostable packaging said they compost all the compostable packaging they get, 41% say they compost most of it and 32% say they compost some of it. Only 3% said they compost none of it.
- Amongst all respondents who currently compost, 66% said they were very or quite willing to compost their compostable packaging.

Composting compostable packaging

- Just under half of composters (47%) said they have tried composting compostable packaging.
- Overall this is 26% of all survey respondents who have tried composting compostable packaging.
- Those with Hungry bin worm farms (72%) and conventional worm farms (65%) were more likely to say they have tried it. Respondents with open piles were less likely (41%).


 *Have you ever tried composting compostable packaging? (%)*

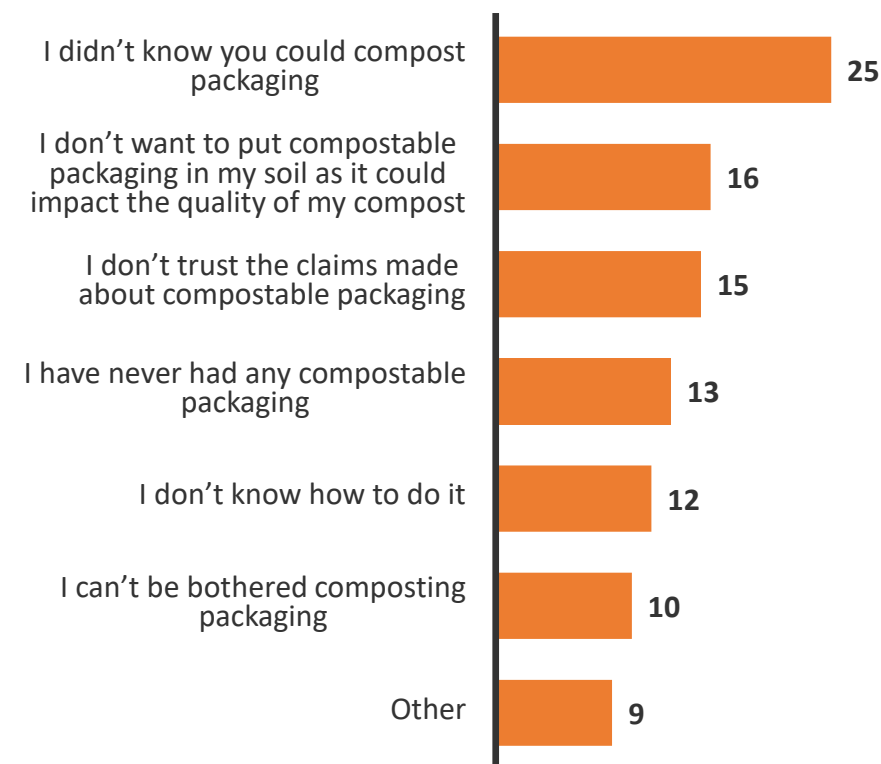


Base: Composters (n=561)

Reasons for not trying compostable packaging

- Amongst composters who had not tried composting compostable packaging, the most frequently given reasons was that they didn't know you could compost packaging (25%).
- Not wanting to put packaging in their soil and not trusting the claims about packaging were similar (15-16%). This was followed by never having had any compostable packaging (13%), not knowing how to do it (12%) and not being bothered (10%).
- There were no noteworthy and significant demographic differences.

 Why haven't you tried composting compostable packaging? (%)

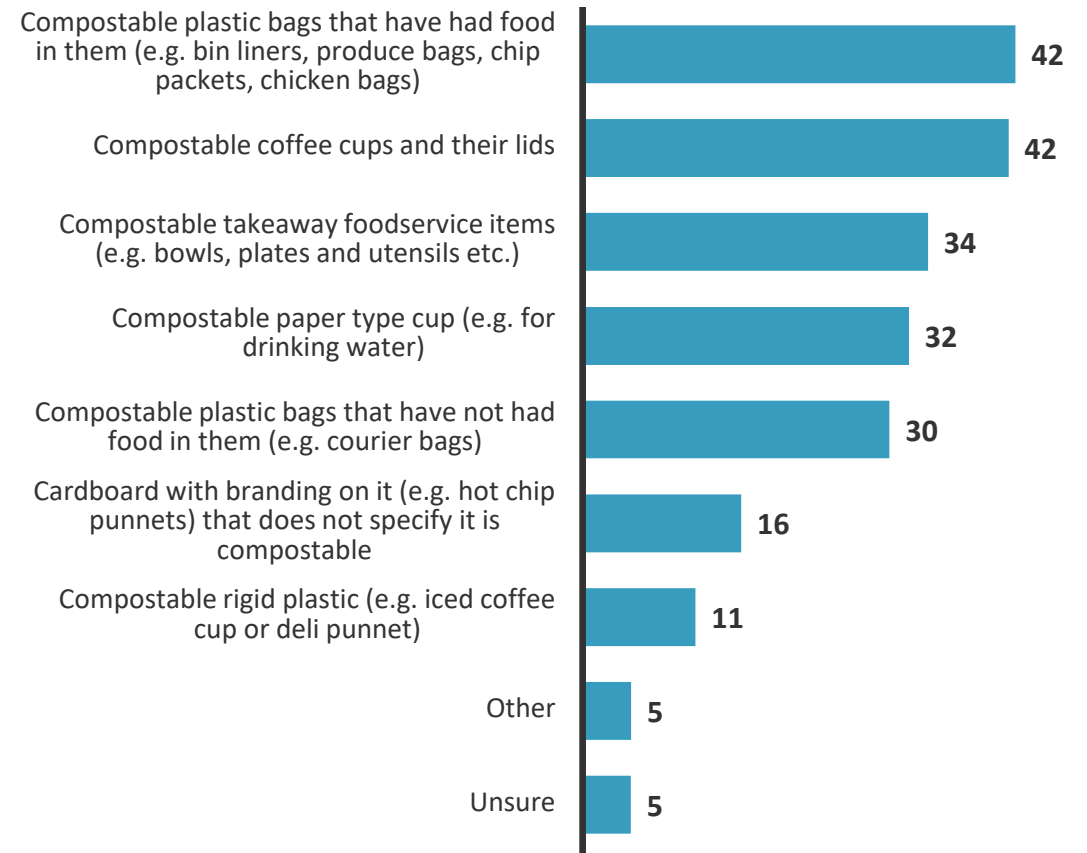


Base: Composters who haven't tried composting compostable packaging (n=251)

Types of compostable packaging

- Amongst those who have tried composting compostable packaging, the most common types of packaging attempted were plastic bags for food i.e. bin liners and coffee cups and lids (42% each). This is despite coffee cups and lids not being home compostable.
- This was followed by takeaway food service items, paper cups and plastic bags not for food i.e. courier bags (30-34%). Much less common were cardboard with branding that does not specify it is compostable (16%) and rigid plastic (11%).

Which of the following have you tried composting? (%)

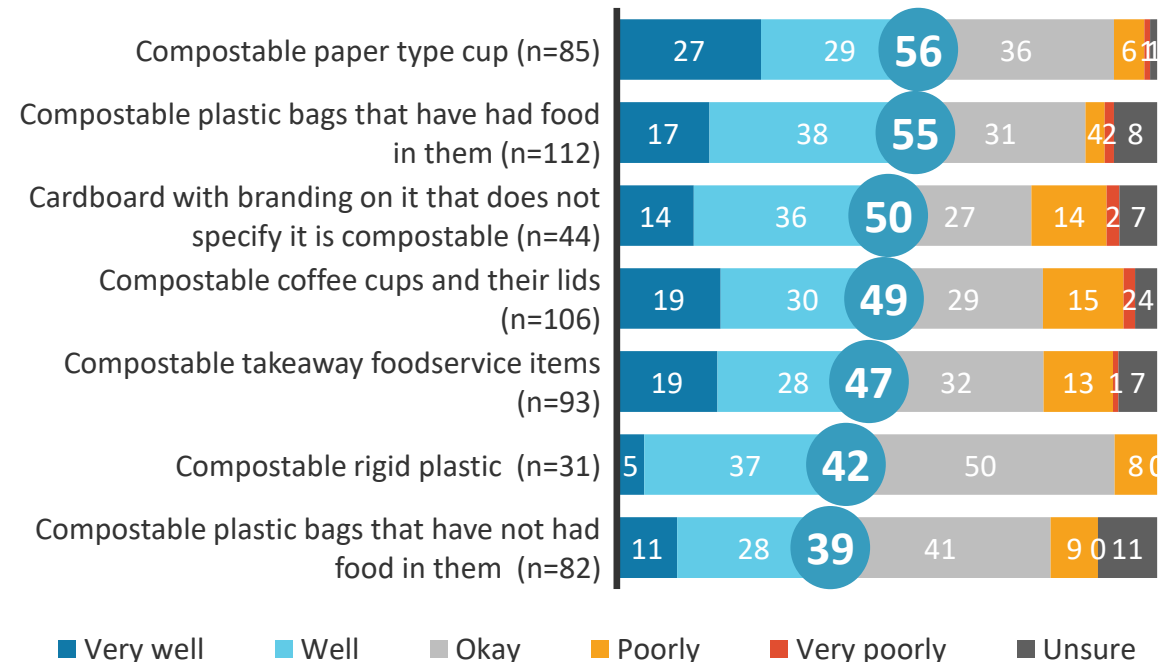


Base: Composters who have tried composting compostable packaging (n=259)

Break down of compostable packaging

- Generally respondents who said they had tried composting the various kinds of compostable packaging claimed to have a good or okay experience in having things break down.
- The items that were mostly likely be rated as breaking down well or very well were paper cups (56%) and plastic bags that had been used for food (55%).
- Surprisingly, even things that are not home compostable like coffee cups (49%) and rigid plastic (42%) were rated by almost half of their users as having broken down well.
- The item that had the lowest rating was plastic bags that have not had food in them (39%).

Q How well did each of the compostable packaging types break down in your compost bin (%)

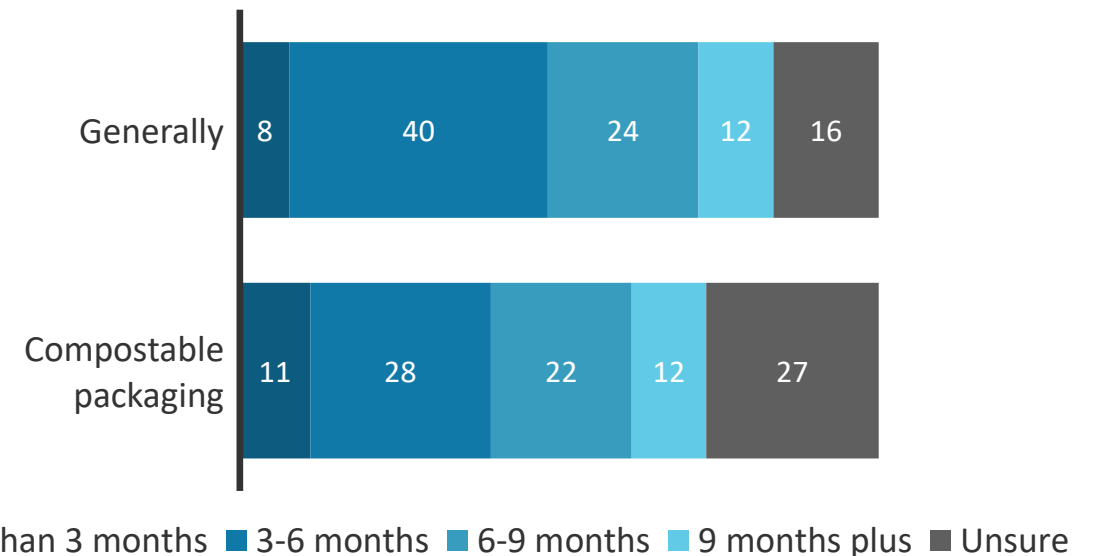


Base: Composters who have tried specific types of packaging (n varies)

How long does the packaging take to break down?

- Amongst those who have tried compostable packaging, 48% said their compost generally takes less than 6 months to breakdown while only 39% said compostable packaging takes less than 6 months.
- There was significantly more respondents unsure (27%) of the speed of compostable packaging breakdown compared to their compost generally (16%).
- Amongst those whose compost generally takes less than 6 months, 71% said compostable packaging takes less than 6 months and 19% said it takes longer.
- Amongst those whose compost generally takes more than 6 months, 13% said compostable packaging takes less than 6 months and 68% said it takes longer.


Q Generally, about how long does it take for your compost to breakdown and be ready to use?
And about how long does it take for your compostable packaging to breakdown in your compost? (%)

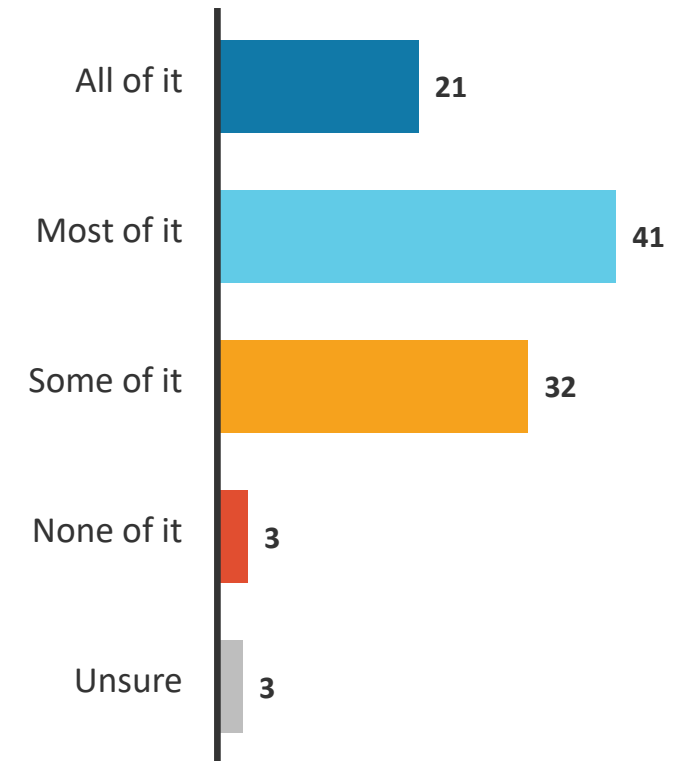


Base: Composters who have tried composting compostable packaging (n=259)

Total compostable packaging being composted

- 21% of those who have tried compostable packaging said they compost all the compostable packaging they get, 41% say they compost most of it and 32% say they compost some of it. Only 3% said they no longer compost any of it.
- Of the seven respondents who don't compost any compostable packaging they get, four said they don't trust the claims made about it, three said they didn't breakdown quickly enough.
- There were no significant and meaningful demographics differences including different composting set ups.
- 56% of respondents who currently compost will not be able to compost all the packaging they receive as they only have one compost bin/ bay etc
- 32% of respondents who currently compost have the space in the garden, the type and number of bins and the willingness to compost packaging


 *Thinking about all the compostable packaging you get, how much do you currently compost? (%)*

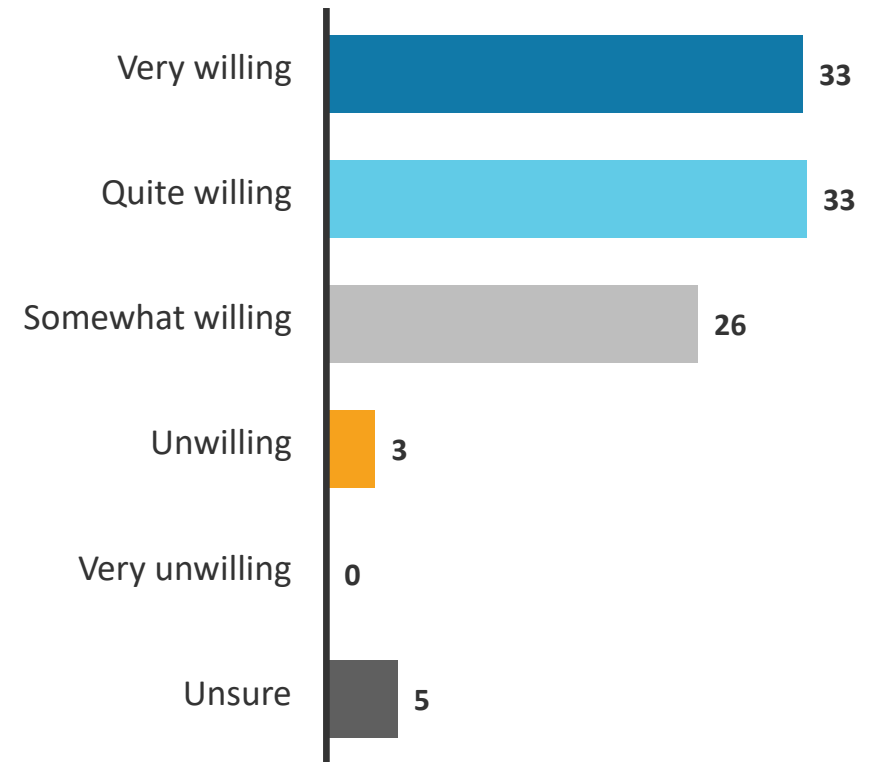


Base: Composters who have tried composting compostable packaging (n=259)

Willingness to compost compostable packaging in the future

- Amongst all respondents who currently compost, 33% said they were very willing to compost their compostable packaging regularly, another 33% said they were quite willing and 26% said they were somewhat willing. Only 3% said they were unwilling and no one said they were very unwilling.
- Respondents who already compost paper or cardboard were more likely to say they were very or quite willing (78%) than those who don't compost either (57%).

 *In the future, how willing are you to compost your compostable packaging regularly? (%)*



Base: Composters (n=561)