

On Our Way to Zero Waste

Taranaki Behaviour Change Survey 2022

We're very concerned about waste!

61%

of respondents are very or extremely concerned about how waste is affecting the environment.

Females are more likely to be concerned than males.



We're committed to recycling!

71%

of people are very or extremely committed to recycling.

The most committed are those aged 70+ or in two-person households.



How are we minimising waste?



Carrying reusable items when on the go



Donating or selling items no longer needed



Meal planning



Buying second hand



Upcycling and down-cycling items



Repairing items instead of buying new

What would motivate us to reduce waste?

63% "If it saves me money."

43% "Learning more about what's possible."

28% "If I could get advice about purchasing decisions."



More and more people are turning food scraps and green waste into compost!

53% of New Plymouth respondents say they are using the kerbside food scraps bin

61% of New Plymouth respondents are composting when not using the food scraps bin



49% of South Taranaki residents are using the green waste collection service

Taranaki knows how to recycle right:

92% know that all recycling should be rinsed of food

90% know that only plastics with numbers 1, 2, and 5 can go in the recycling bin

87% know you cannot put soft plastics in the recycling bin

79% know you need to remove lids from bottles and containers



Staying informed about Zero Waste

35% follow their Council's Facebook page

28% use their Council's Recycling and Rubbish App for weekly bin schedules and more

13% use the A-Z Recycling Directory available at: www.zerowastetaranaki.org.nz

Read the full report at www.zerowastetaranaki.org.nz

Who is recycling soft plastics at Countdown supermarkets?



NPDC

