





APSE Northern Seminar 2007

## Changing Public Attitudes Towards Recycling

Jo Butcher  
Market Research Director, ENCAMS



---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

---

---

What is Market Research?



The slide features the ENCAMS logo in the bottom left corner. To its right are three award icons: a circular logo with a laurel wreath, a red '100' award icon, and a '5' award icon.

---

---

---

---

---


---

---

---

Market Research in ENCAMS - Historically

- Measuring success
- Tracking attitudes and awareness
  
- Generally carried after the programme / campaign or pre and post comparisons
- Generally quantitative research (structured questionnaires)



The slide features the ENCAMS logo in the bottom left corner.

---

---

---

---

---


---

---

---

Market Research - LA Recycling Schemes

- Pre and post questionnaires
- Observational measurements (weights / households)
  
- Generally quantitative



The slide features the ENCAMS logo in the bottom left corner.

---

---

---

---

---

---

---


---

## Market Research in ENCAMS today

- Majority carried out before development of initiative
- Mostly qualitative not quantitative
- Behavioural
- Segmenting audiences into different clusters

WHY

to enable targeted campaigns and programmes



---

---

---


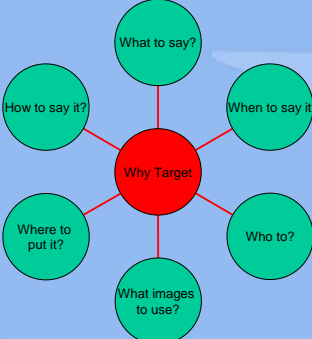
---

---

---

---

---



---

---

---


---

---


---

---

---




Wanted shocking images and clear instructions on what to do



Younger social classes DE  
Dog walkers  
Public transport users

Star, sun and mirror readers



---

---

---

---

---

---

---

---

# Joanne Butcher – Breakout C



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

# Joanne Butcher – Breakout C

What is... **MOSAIC**

Recap:-

- Classifies all GB households and neighbourhoods into distinct “lifestyle” types
- Comprehensively describes socio-economic and socio-cultural behaviour
- Provides the link between consumers and the locations in which they live
- Used widely within variety of industries and applications

---

---

---

---

---

---

---

---

### Mosaic Public Sector

- Classifies all households & postcodes into 61 distinct lifestyle types & 11 groups
- Comprehensively describes their social, economic & cultural behaviour
- Public-sector orientation

11 Lifestyle Groups  
61 Lifestyle Types  
c.250 Sub-segments

**ENCAMS**

---

---

---

---

---

---

---

---

### How has it been developed?

Over 600 data items

- Demographics**
  - Household demographics
  - Population movement
  - Rates
  - Background & beliefs
- Income**
  - Occupation
  - Benefit
  - Employment status
  - Qualifications
  - Socio-economic class
  - Car and transport
  - Product and media
- Property Characteristics**
  - Ownership
  - Share of equity
  - Redevelopment
  - Local jobs
  - Local facilities
- Property Characteristics**
  - Planning permissions
  - Building age
  - Second hand prices
  - Age of car
  - Insurance
  - Building
- Property Value**
  - Local tax base
  - Property value
  - Property size
- Location**
  - Accessibility
  - Quality
  - Urbanisation
  - World

---

---

---

---

---

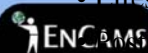
---

---

---

### Other data sources

<ul style="list-style-type: none"><li>• Electoral Register</li><li>• DVLA data</li><li>• Companies House</li><li>• Shareholder registers</li><li>• Public credit data</li><li>• Land Registry</li><li>• Lifestyle surveys</li></ul>	<p><u>Public Sector</u></p> <ul style="list-style-type: none"><li>• British Crime Survey</li><li>• Hospital Episode Statistics</li><li>• Education Attainment</li><li>• Deprivation</li></ul>
---	---



---

---

---

---

---

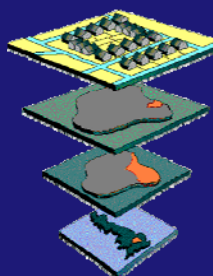
---

---

---

### How do you get a MOSAIC code?

- Every GB household is assigned a MOSAIC code



<b>Postcode</b> NG24 5AH 1.6 million postcodes 15 households in each
<b>Postal Sector</b> NG24 5 9,000 sectors 2,600 households in each
<b>Postal District</b> NG24 2,700 districts 8,600 households in each
<b>Postal Area</b> NG 120 areas 154,000 households in each

---

---

---

---

---

---

---

---

### Overview - the 12 Groups

- Symbols of Success
- Happy Families
- Suburban Comfort
- Ties of Community
- Urban Intelligence
- Welfare Borderline
- Municipal Dependency
- Blue Collar Enterprise
- Twilight Subsistence
- Grey Perspectives
- Rural Isolation

---

---

---

---

---

---


---

---

# Joanne Butcher – Breakout C

## What can ENCAMS provide?

- Current maps of the local authority area with MOSAIC classifications identified down to postcode level (around 15 houses).
- Descriptions of predominant MOSAIC groups in the authority (any group which is greater than 10% of residents).
- Information relating to the preferences and attitudes of each MOSAIC group to doorstep recycling, tips and recycling banks
- Lifestyle information for each group to enable effective targeting



---

---

---

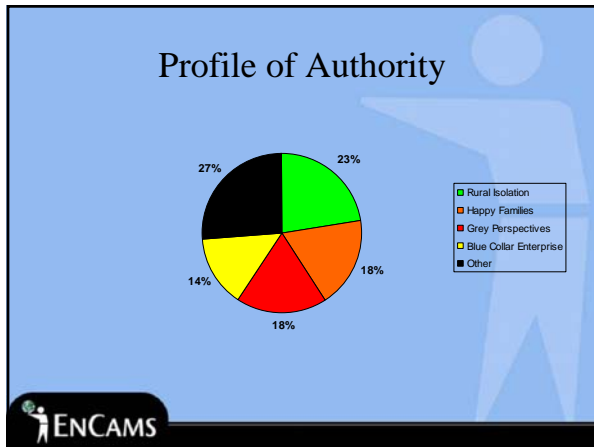
---

---

---

---

---



---

---

---

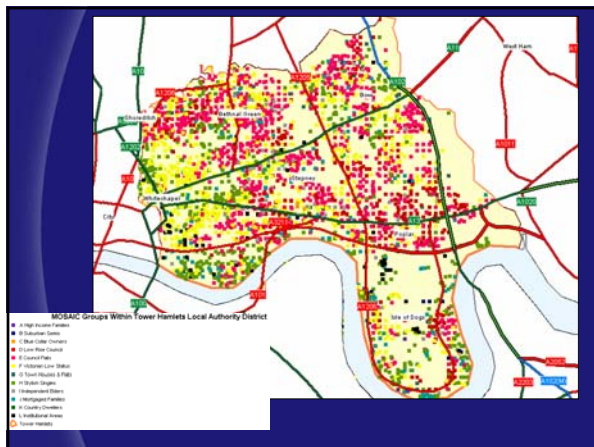
---

---

---

---

---



---

---

---

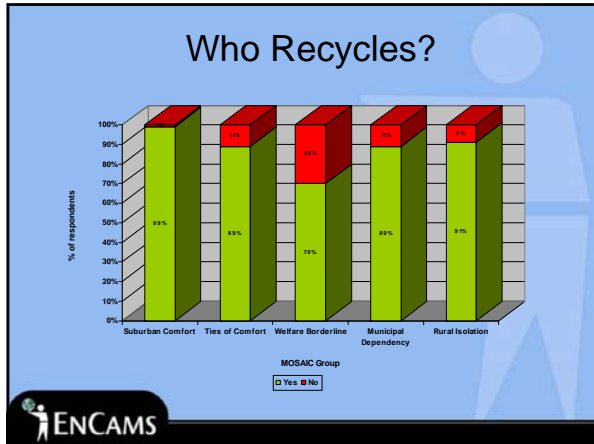
---

---

---

---

---




---

---

---

---

---

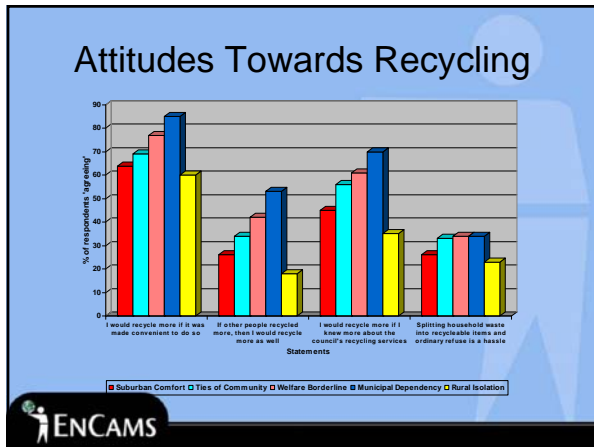
---

---

---

---

---




---

---

---

---

---

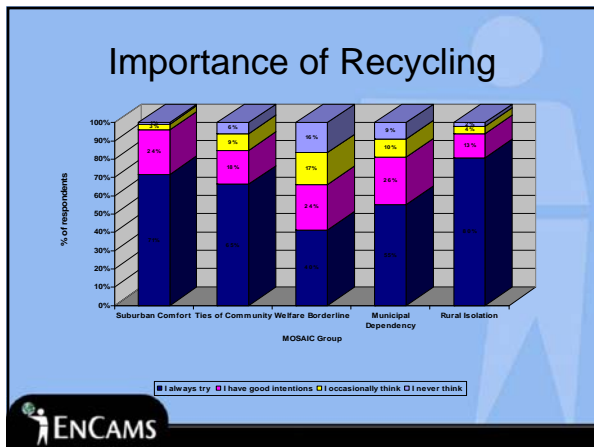
---

---

---

---

---




---

---

---

---

---

---

---


---

---

---



## Symbols of Success



**Key Features:**


- Concern for environment
- Quality housing
- Rewarding career
- Good diet
- High income
- Drink alcohol daily
- Successful
- Middle-aged

**Receptive to:**

- Broadsheet newspapers
- News magazines
- Telephone advice lines
- Internet

**Unreceptive to:**

- TV
- Posters
- Telemarketing



---

---

---

---


---

---

---

---

## Rural Isolation



**Key Features:**


- Neighbourly
- Cars important
- Distinct rural life
- Farming
- Good diet and lifestyle
- Work long hours
- Small communities
- Older people

**Receptive to:**

- Internet
- Telephone advice lines
- Broadsheet newspapers
- News magazines

**Unreceptive to:**

- Telemarketing
- Posters
- TV



---

---

---

---

---

---


---

---

## Thank You

Discussion and Questions

Jo Butcher  
Market Research Director  
Jo.butcher@encams.org  
01942 612627



---

---

---

---

---

---

---

---