

# Attitudes of Europeans towards resource efficiency

## Analytical report

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This document does not represent the point of view of the European Commission. The interpretations and opinions contained in it are solely those of the authors.

Flash EB Series #316

# Attitudes of Europeans towards resource efficiency

Survey conducted by The Gallup Organization,  
Hungary upon the request of  
Directorate-General Environment



Coordinated by Directorate-General  
Communication

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**THE GALLUP ORGANIZATION**

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## Introduction

The primary objective of the Flash Eurobarometer survey “*Attitudes of Europeans towards resource efficiency*” (Flash N° 316) was to gauge EU citizens’ perceptions, attitudes and practices concerning resource efficiency, waste management and recycling. In detail, the survey examined:

- citizens’ perceptions of Europe’s efficiency in its use of natural resources
- the amount of waste EU households produce and whether they separate that waste for recycling or composting
- preferred actions to improve EU households’ and communities’ waste management
- citizens’ views on how to pay for waste management
- EU households’ food waste production and preferred ways of decreasing that waste
- citizens’ perceptions of the importance of a product’s environmental impact when making purchasing decisions
- citizens’ willingness to buy second-hand products and products that made of recycled materials.

The survey obtained interviews – fixed-line, mobile phone and face-to-face – with nationally representative samples of EU citizens (aged 15 and older) living in the 27 Member States. The target sample size in all countries was 1,000 interviews; in total, 27,164 interviews were conducted by Gallup’s network of fieldwork organisations between 4 January and 8 January 2011. Statistical results were weighted to correct for known demographic discrepancies.

## Main findings

Almost 9 in 10 (87%) EU citizens stated that **Europe could be more efficient in its use of natural resources**; the proportion of respondents who thought in this way was high in all individual countries surveyed and ranged from 76% in Latvia to 97% in Slovenia.

Although a majority of respondents in most EU Member States thought that **their household was not producing too much waste**, 4 in 10 (41%) EU citizens thought the opposite. In particular, more than half of respondents in Cyprus (57%), Spain (52%) and Austria (51%) thought that they were producing too much household waste.

Roughly 9 in 10 (89%) EU citizens said that they **separated at least some of their waste** for recycling or composting. In four countries, at least a third of respondents said they did not recycle or compost any of their household waste: Lithuania (33%), Romania (38%), Latvia (40%) and Bulgaria (42%).

When asked which initiatives would **convince them to separate (more) waste** for recycling or composting, the largest proportion (76%) of EU citizens selected *more and better drop-off points for recyclable and compostable waste*. The other two most popular answers, *improved separate waste collection at home* and *more information on how and where to separate waste*, were mentioned by about two-thirds of respondents (67% and 65%, respectively). By comparison, 39% of interviewees thought that *paying for waste management through their taxes* would convince them to separate (more) waste.

In almost all EU countries, a majority of respondents agreed that *better waste collection services* were needed to **improve waste management in their community**; the proportions of those who shared this opinion were the highest in Greece (93%), Romania (92%) and Bulgaria (91%). More than 6 in 10 (63%) of EU citizens saw benefits from making producers pay for the collection and recycling of waste; respondents were, however, considerably less likely to think that *making households pay for the waste that they produced* would improve waste management in their community (selected by 38%).

Nonetheless, 75% of EU citizens would prefer to pay an amount related to the quantity of waste that their household generated rather than paying **for waste management through their taxes**. Similarly, roughly 6 in 10 (59%) EU citizens would prefer to include the cost of waste management in product prices rather than paying for waste management via their taxes. As for the EU-wide results, across all countries, respondents appeared to be more likely to support the initiative of *paying an amount proportional to the quantity of waste produced* than to support the *inclusion of the cost of waste management in product prices*.

Across all countries, a majority of respondents said that, of the food that they purchased, **not more than 15% – or even no food at all – was wasted**. Cypriots were the most likely to answer that 16% or more of the food that they purchased went to waste (43% gave this answer), followed by respondents in Ireland (30%), Greece (29%), and Denmark and Luxembourg (both 26%).

When asked **what would help them to waste less food**, each of the solutions listed in the survey were selected by roughly 60% of EU citizens: 62% selected *better estimates of portion sizes*, 61% mentioned *better information on food product labels*, 58% would like *smaller portion sizes to be available in shops* and the same proportion listed *better shopping planning* by their household.

Eight in 10 EU citizens felt that **a product's environmental impact – such as whether it was reusable or recyclable** – was an important element when deciding which products to buy (39% “very important” and 41% “rather important”). More than half of interviewees in Italy, Greece, Austria, Cyprus and Portugal (53%-56%) said that this aspect was a *very important* factor in purchasing decisions.

Overall, almost 7 in 10 (68%) EU citizens said that they were **willing to buy certain products second-hand**, such as furniture, electronic equipment or textiles; Swedes (87%), Finns (86%) and Danes

(83%) were the most likely to give this answer. In almost all EU Member States, respondents were more likely to say that they would buy second-hand furniture than they were to say that they would buy second-hand electronic equipment or textiles.

Almost 6 in 10 (57%) EU citizens – who would not buy certain items second-hand – said that concerns about **quality and usability** prevented them from doing this; one in two interviewees mentioned **health and safety concerns**.

More than 8 in 10 (86%) EU citizens said they would **buy products made of recycled materials**. A willingness to buy such products ranged from 51% in Lithuania to 96% in Sweden and Denmark. More than a quarter of respondents in Poland (26%), Latvia (30%), Bulgaria (31%), Romania and Lithuania (both 36%) were not willing to purchase products made of recycled materials.

A slim majority (51%) of EU citizens – who were willing to buy products made of recycled materials – selected **quality or usability** as the most important factor in their decision to buy such products. Quality and usability, however, also featured as a reason why respondents would *not buy* products made of recycled materials (selected by 42% of respondents who were not willing to buy such products). A similar proportion (44%) of these respondents had **health and safety concerns**.

## 1. Europe's use of natural resources

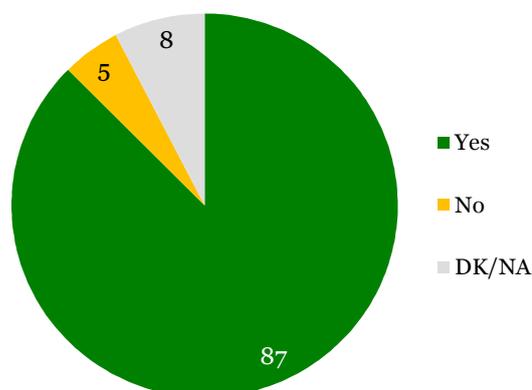
Almost 9 in 10 (87%) EU citizens stated that Europe could be more efficient in its use of natural resources; a small proportion (5%) thought the opposite, while a somewhat higher proportion (8%) did not express an opinion on this issue.

### Country variations

The proportion of respondents who thought that Europe could make more efficient use of natural resources was high in all individual countries surveyed and ranged from 76% in Latvia to 97% in Slovenia.

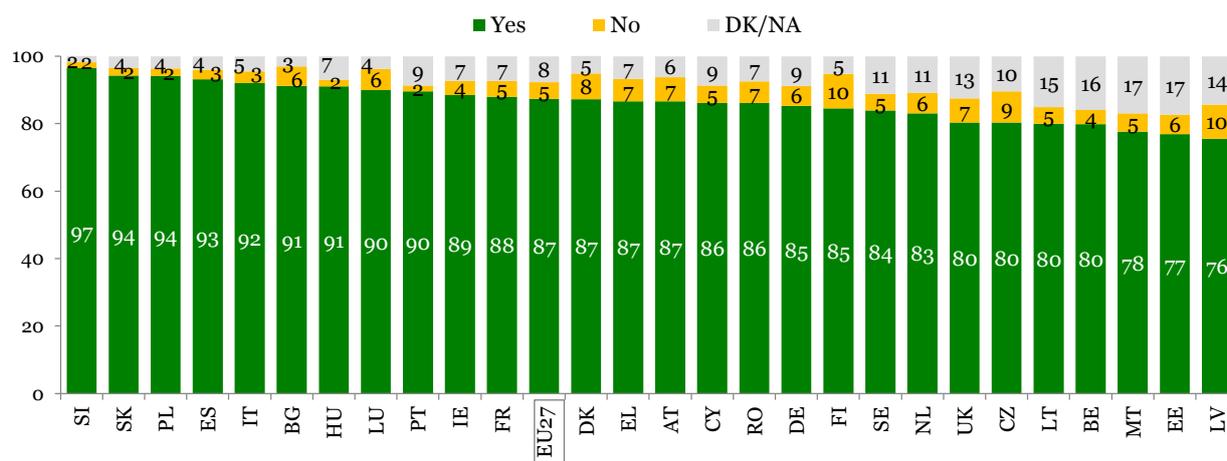
Respondents in Finland and Latvia (both 10%), the Czech Republic (9%) and Denmark (8%) were the most likely not to see any room for a more efficient use of natural resources in Europe. In most countries, respondents who gave a “don't know” response outnumbered those who thought that Europe could not be more efficient in its use of natural resources.

### Could Europe be more efficient in its use of natural resources?



Qo. Do you think Europe could be more efficient in its use of natural resources?  
Base: all respondents, % EU27

### Could Europe be more efficient in its use of natural resources?



Qo. Do you think Europe could be more efficient in its use of natural resources?  
Base: all respondents, % by country

### Socio-demographic considerations

Across all socio-demographic groups, more than 80% of respondents thought that Europe could be more efficient in its use of natural resources. The variation across socio-demographic groups was highest when looking at respondents' level of education: 91% of respondents with the highest level of education agreed with this statement compared to 81% of those with the lowest level of education.

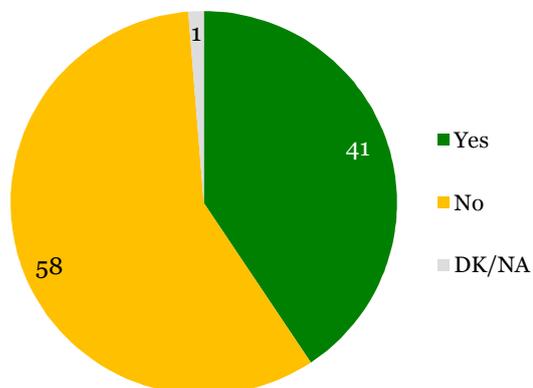
For more details, see annex table 1b.

## 2. Households' waste management

### 2.1 Amount of waste produced in EU households

Roughly 4 in 10 (41%) EU citizens thought that their household was producing too much waste, while almost 6 in 10 (58%) took an opposite view.

#### Do respondents' households produce too much waste?



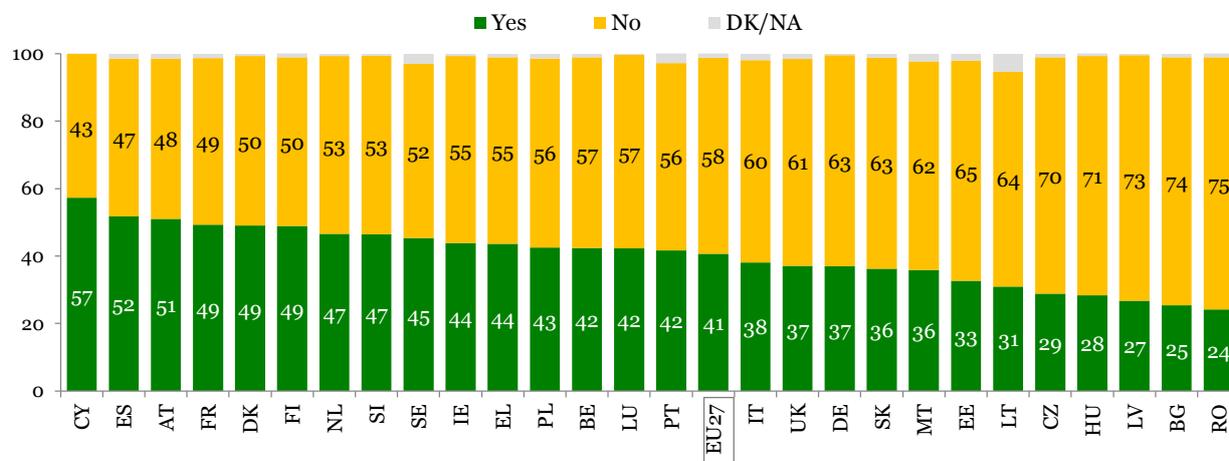
Q1. Do you think that your household is producing too much waste or not?  
Base: all respondents, % EU27

#### Country variations

In Cyprus (57%), Spain (52%) and Austria (51%), more than half of respondents thought that they were producing too much household waste. Conversely, in 21 of the 27 EU countries, majorities said their households were not producing too much waste; the proportions of respondents expressing this opinion were highest in Latvia (73%), Bulgaria (74%) and Romania (75%).

In a number of countries, respondents were rather divided in their opinions as to whether they generated too much waste or not: this was the case in France (49% said they were producing too much waste vs. an equal number who said they were not), Denmark and Finland (both 49% vs. 50%, respectively).

#### Do respondents' households produce too much waste



Q1. Do you think that your household is producing too much waste or not?  
Base: all respondents, % by country

#### Socio-demographic considerations

Respondents with the highest level of education, 25-54 year-olds, the self-employed, employees and metropolitan residents were the most likely to say that they were producing too much household waste. For example, 47% of respondents with the highest level of education said that they were producing too much waste, compared to 34% of respondents with the lowest level of education, 39% of those with an average level of education and 40% of full-time students. Similarly, while 47% of metropolitan residents said that they were producing too much waste, this proportion dropped to 38% for rural residents.

For more details, see annex table 2b.

## 2.2 Households' waste management practices

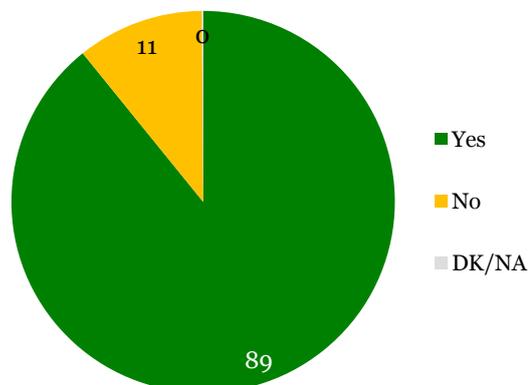
Roughly 9 in 10 (89%) EU citizens said that they separated at least some of their waste for recycling or composting; a minority (11%) admitted that they did not separate any of their waste.

### Country variations

In 14 EU countries, more than 9 in 10 respondents said they separated at least some of their waste for recycling or composting purposes (for example, 93% in the UK and 96% in Ireland, Belgium and Finland). In all other Member States, the proportion selecting this response varied between 57% in Bulgaria and 90% in Malta.

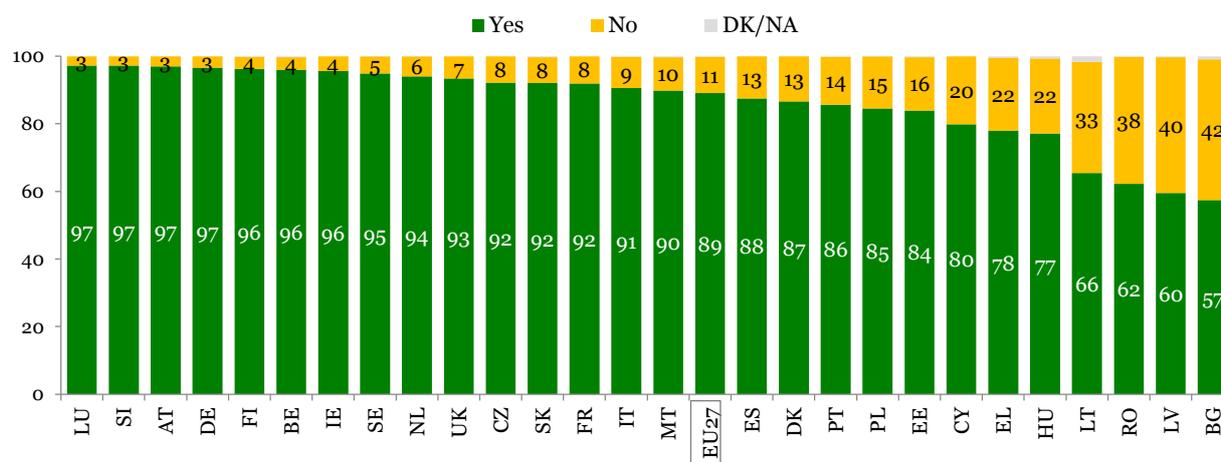
Nonetheless, in four countries, at least a third of interviewees said they did not recycle or compost any of their waste: Lithuania (33%), Romania (38%), Latvia (40%) and Bulgaria (42%). In addition, more than a tenth gave the same response in Spain, Denmark, Portugal, Poland, Estonia, Cyprus, Greece and Hungary (between 10% and 22%).

### Are households separating waste for recycling or composting?



Q2. Do you separate at least some of your waste for recycling or composting?  
Base: all respondents, % EU27

### Are households separating waste for recycling or composting?



Q2. Do you separate at least some of your waste for recycling or composting?  
Base: all respondents, % by country

### Socio-demographic considerations

Younger respondents and those still in education were more likely to say that they did not separate any of their household waste for recycling or composting. For example, 15% of 15-24 year-olds said that they did not separate their waste compared to 9% of over 40 year-olds. Similarly, 15% of those still in education admitted that they did not separate their waste as opposed to 10% in all other educational groups.

For more details, see annex table 3b.

### 3. Improving households' and communities' waste management

#### 3.1 Initiatives that would convince respondents to separate waste

When asked which initiatives would convince them to separate (more) waste for recycling or composting, the largest proportion (76%) of EU citizens selected *more and better drop-off points for recyclable and compostable waste*. *Improved separate waste collection at home* was mentioned by two-thirds (67%) of respondents and a similar proportion (65%) selected *more information on how and where to separate waste*. Roughly 6 in 10 interviewees (59%) thought that *legal obligations to separate waste* would convince them to separate (more) waste, compared to 4 in 10 (39%) interviewees who answered that adopting *taxes for waste management* would have the same effect.

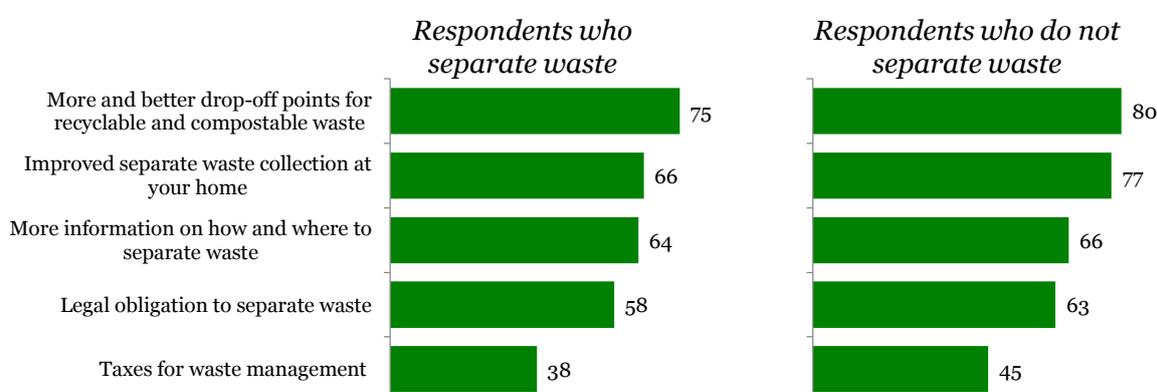
#### Initiatives that would convince respondents to separate (more) waste



Q3a. What would convince you to separate more of your waste?  
Q3b. What would convince you to separate at least some of your waste?  
Base: all respondents, % of "Would convince", EU27

Although respondents who did not separate their waste were each time more likely than those who did separate at least some of their waste to say that the initiative in question would convince them to separate waste, the relative importance of the different proposals listed in the survey did not vary much when the two groups were considered separately. For example, paying via taxes for waste management was the least favoured proposal within both groups. Among respondents who did not separate their waste for recycling or composting, 45% thought that *taxes for waste management* would convince them to start separating at least some of their waste; among respondents who already separated at least some of their waste, 38% supported this initiative.

#### Initiatives that would convince respondents to separate (more) waste



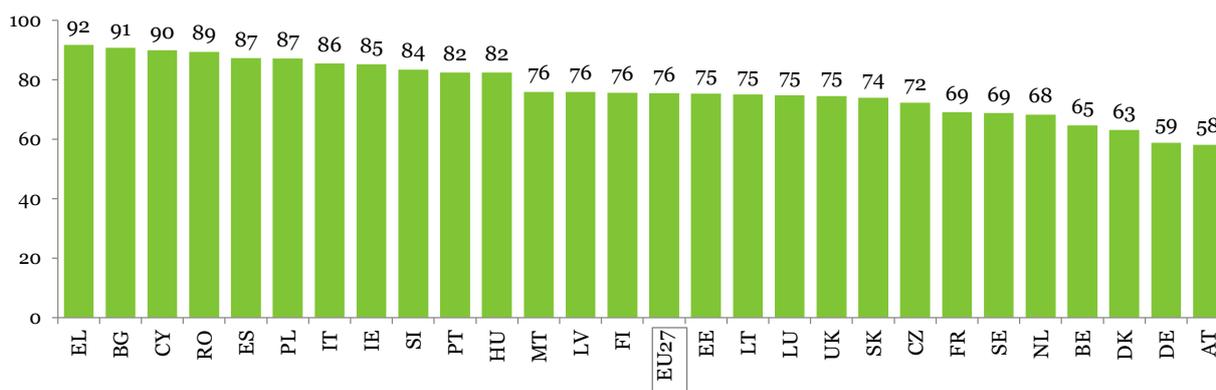
Q3a. What would convince you to separate more of your waste?  
Base: those who separate at least some of their waste  
Q3b. What would convince you to separate at least some of your waste?  
Base: those who do not separate their waste  
% of "Would convince", EU27

### Country variations

Similar to the results obtained for the EU overall, respondents in almost all EU Member States were most likely to mention **more and better drop-off points for recyclable and compostable waste** as an initiative that would convince them to separate (more) waste. The proportion selecting this response ranged from about 6 in 10 respondents in Austria and Germany (58%-59%) to more than 9 in 10 respondents in Bulgaria and Greece (91%-92%).

#### Initiatives that would convince respondents to separate (more) waste

##### *More and better drop-off points for recyclable and compostable waste*

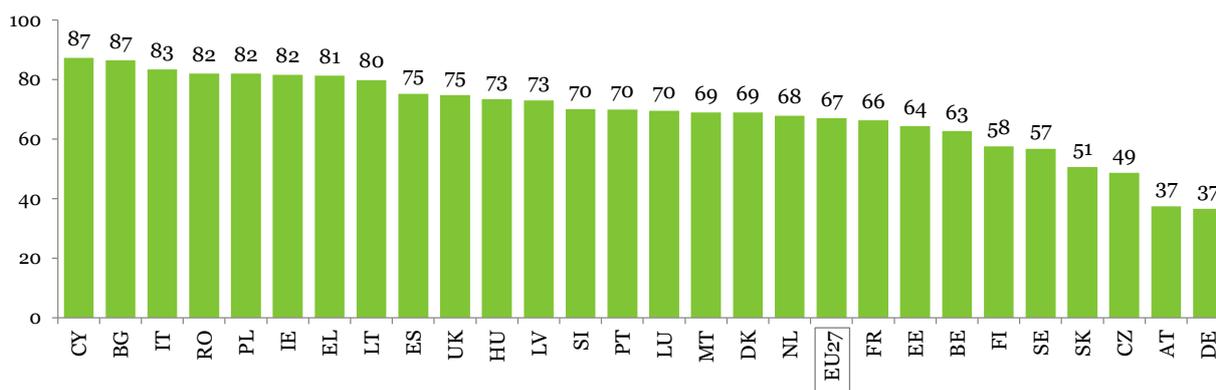


Q3a. What would convince you to separate more of your waste?  
Q3b. What would convince you to separate at least some of your waste?  
Base: all respondents, % of "Would convince" by country

While less than 4 in 10 Germans and Austrians (both 37%) thought that **improved separate waste collection at home** would convince them to separate (more) waste for recycling and composting, about half or more of respondents in the rest of the EU Member States supported this action; respondents in Cyprus and Bulgaria led the way in this view (both 87%).

#### Initiatives that would convince respondents to separate (more) waste

##### *Improved separate waste collection at your home*

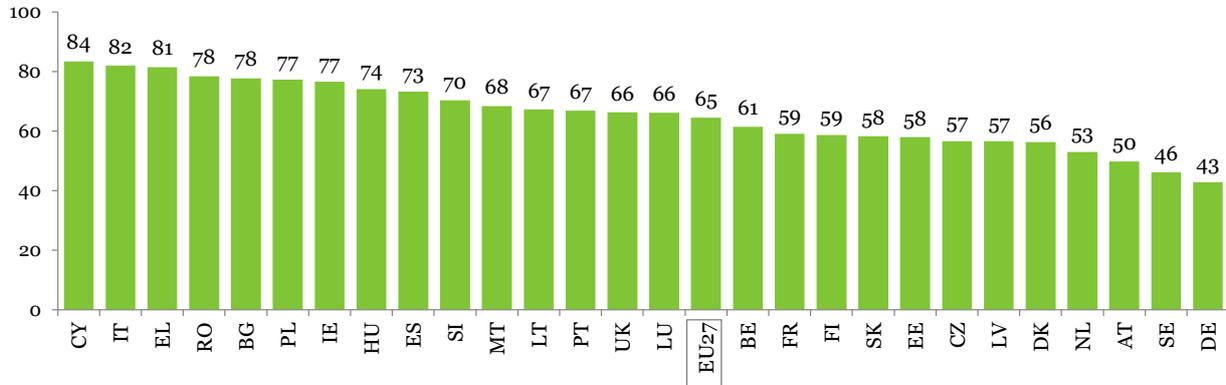


Q3a. What would convince you to separate more of your waste?  
Q3b. What would convince you to separate at least some of your waste?  
Base: all respondents, % of "Would convince" by country

The proportion of respondents who thought that **more information on how and where to separate waste** would convince them to separate (more) waste for recycling and composting ranged from 43% in Germany and 46% in Sweden to more than 80% in Cyprus, Italy and Greece (84%, 82% and 81%, respectively).

**Initiatives that would convince respondents to separate (more) waste**

*More information on how and where to separate waste*

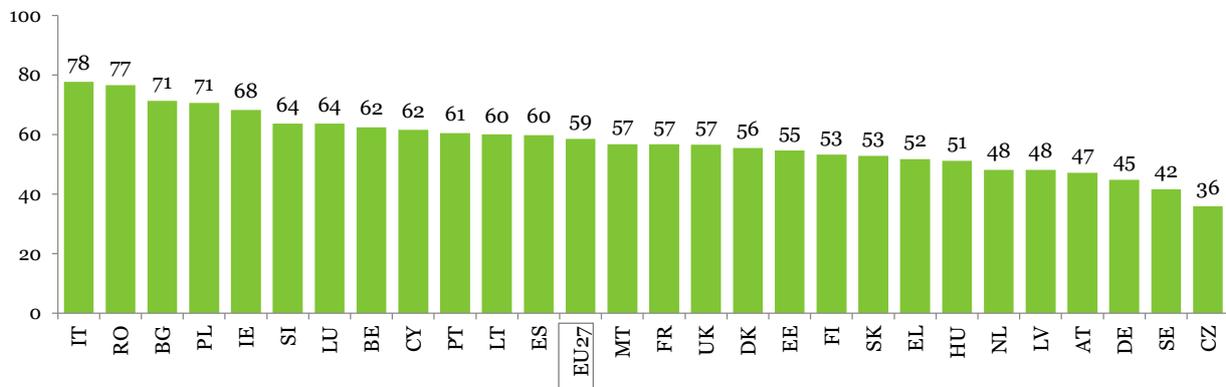


Q3a. What would convince you to separate more of your waste?  
 Q3b. What would convince you to separate at least some of your waste?  
 Base: all respondents, % of "Would convince" by country

More than three-quarters of respondents in Italy (78%) and Romania (77%) said that a **legal obligation to separate waste** would convince them to separate (more) waste for recycling and composting. In sharp contrast, in the Czech Republic, not even half as many respondents shared this opinion (36%).

**Initiatives that would convince respondents to separate (more) waste**

*Legal obligation to separate waste*

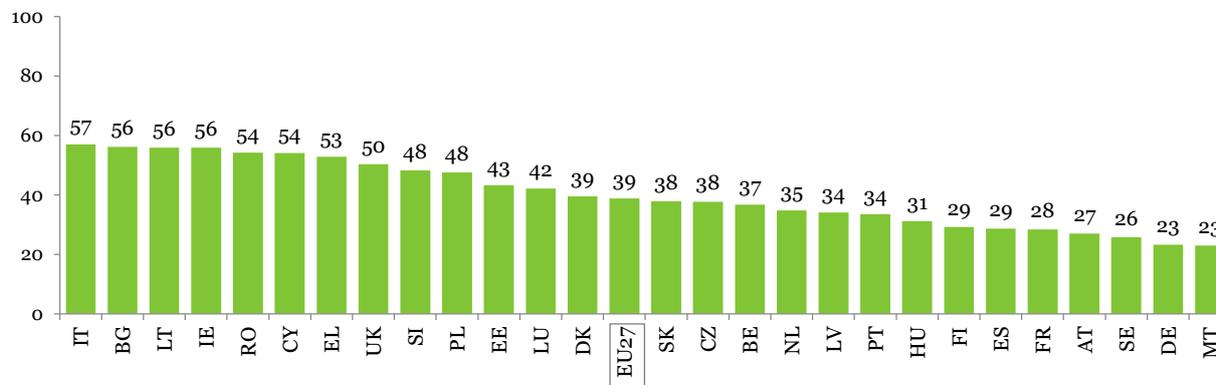


Q3a. What would convince you to separate more of your waste?  
 Q3b. What would convince you to separate at least some of your waste?  
 Base: all respondents, % of "Would convince" by country

In 7 of the 27 EU Member States, more than half of respondents thought that **taxes for waste management** would convince them to separate (more) waste for recycling and composting (from 53% in Greece to 57% in Italy). The proportion of respondents who gave this answer, however, decreased to 23% in Malta and Germany.

### Initiatives that would convince respondents to separate (more) waste

#### Taxes for waste management



Q3a. What would convince you to separate more of your waste?  
Q3b. What would convince you to separate at least some of your waste?  
Base: all respondents, % of "Would convince" by country

After looking at the individual country results regarding initiatives that would convince respondents to separate (more) waste, two conclusions can be drawn:

- Not surprisingly, in countries with relatively more advanced waste management systems and with higher proportions of respondents who already separated their waste, respondents were less likely to think that the suggested proposals would convince them to separate even more waste. These countries – such as Germany, Austria and Sweden – were consistently at the lower end of the scales.
- Overall, respondents in Bulgaria, Romania, Cyprus and Italy were more prone than respondents in other countries to say that a specific proposal would convince them to separate (more) waste. For example, in Italy and Cyprus, *better drop-off points for recyclable and compostable waste, improved separate waste collection at home and more information on how and where to separate waste* were all selected by at least 80% of respondents.

### Socio-demographic considerations

With the exception of the over 54 year-olds, over 70% of respondents across all socio-demographic groups said that *better drop-off points for recyclable and compostable waste* would convince them to separate (more) waste. Younger respondents and full-time students were the most likely to find this suggestion to be convincing. For example, 83% of 15-24 year-olds vs. 67% of the over 54 year-olds selected this action. Similarly, a higher proportion of younger respondents and full-time students thought that *improvements in separate waste collection at home* would convince them to separate (more) waste for recycling and composting (78% of 15-24 year-olds and 74% of 25-39 year-olds as opposed to 66% of 40-54 year-olds and 57% of the over 54 year-olds).

An analysis of the differences across socio-demographic groups for the other initiatives listed in the survey also showed that younger respondents (and full-time students) were among the most likely to think that these proposals would convince them to separate (more) waste; the oldest respondents (aged 55 and over) were the least likely to agree. It is also worth pointing out that the youngest respondents were among the least likely to report that their household separated at least some of their waste, while the over 54 year-olds were among the ones who were the most likely to say so (see section 2.1).

For more details, see annex tables 4b, 5b and 5c.

### 3.2 Initiatives that would improve waste management in respondents' communities

In line with the results concerning the question about possible proposals that would convince respondents to separate (more) waste, the largest proportion (70%) of EU citizens mentioned *better waste collection services* as an initiative that would improve waste management in their community. In addition, more than 6 in 10 (65%) respondents said that *stronger law enforcement* on waste management would have the same effect and a similar proportion (63%) saw benefits from *making producers pay for the collection and recycling of waste*. Finally, roughly 4 in 10 interviewees (38%) mentioned *making households pay for the waste that they produced* as a viable strategy.

#### Initiatives to improve waste management in respondents' communities



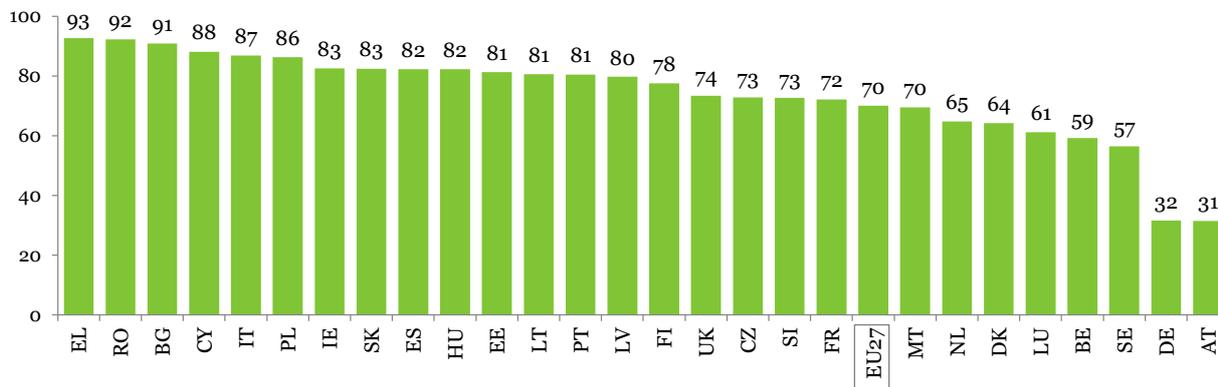
Q4. What do you think needs to be done to improve waste management in your community?  
Base: all respondents, % of "Selected", EU27

#### Country variations

In almost all EU countries, a majority of respondents agreed that **better waste collection services** were needed to improve waste management in their community; the proportions of those who shared this opinion were the highest in Greece (93%), Romania (92%) and Bulgaria (91%). Austrians and Germans stood out from the pack with roughly 3 in 10 interviewees who thought that better waste collection services were important to improve waste management in their community (31%-32%).

#### Initiatives to improve waste management in respondents' communities

##### Better waste collection services

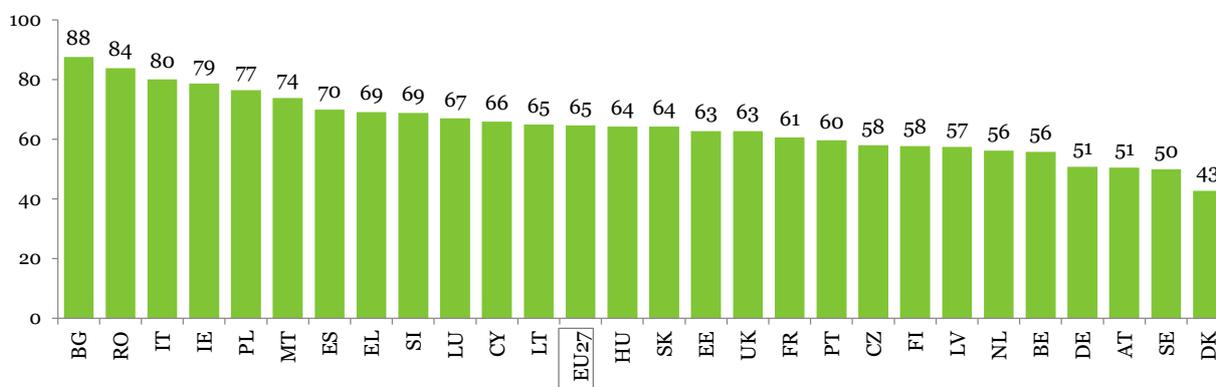


Q4. What do you think needs to be done to improve waste management in your community?  
Base: all respondents, % of "Selected" by country

A strong majority of respondents in Bulgaria (88%), Romania (84%), Italy (80%) and Ireland (79%) thought that **stronger law enforcement on waste management** was needed in their communities to improve waste management. This idea found less support among Danes (43%), Swedes (50%), Germans and Austrians (both 51%).

### Initiatives to improve waste management in respondents' communities

#### *Stronger law enforcement on waste management*



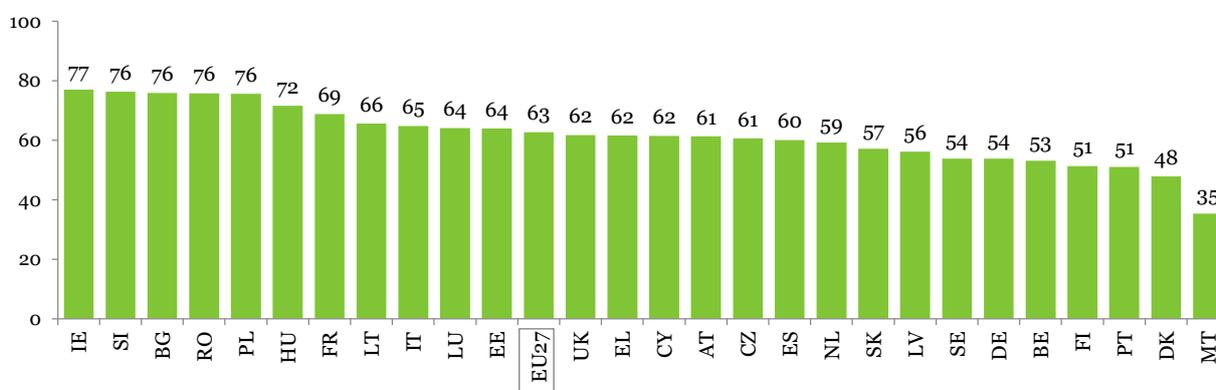
Q4. What do you think needs to be done to improve waste management in your community?

Base: all respondents, % of "Selected" by country

Roughly three-quarters of respondents in Ireland (77%), Slovenia, Bulgaria, Romania and Poland (all 76%) said that **making producers pay for the collection and recycling of waste** would improve waste management in their communities. In Malta, however, only half as many respondents thought that way (35%).

### Initiatives to improve waste management in respondents' communities

#### *Make producers pay for collection and recycling of waste*



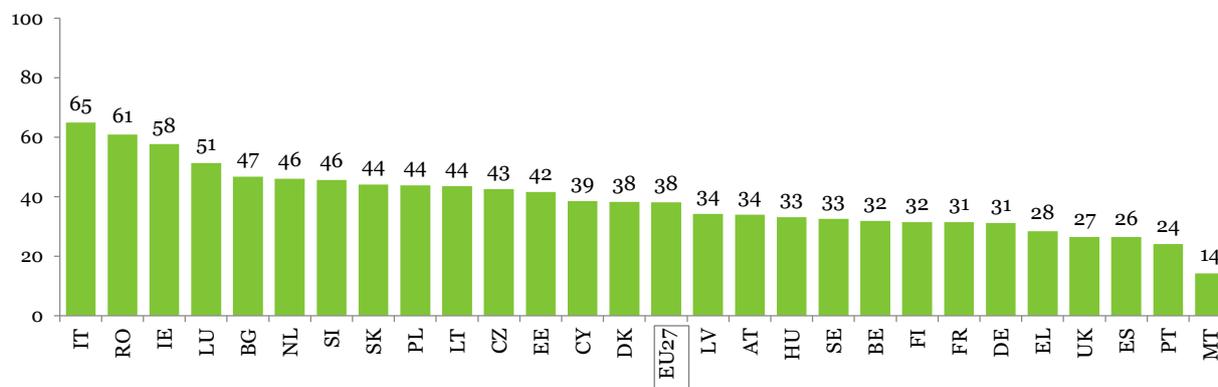
Q4. What do you think needs to be done to improve waste management in your community?

Base: all respondents, % of "Selected" by country

Respondents in Malta were also the least likely to think that **making households pay for the waste that they produced** would improve waste management in their community (14%). Similarly, when compared to other proposals suggested in the survey, respondents in almost all other countries were less likely to think that making households pay for the waste that they produced would improve waste management in their communities. The proportions selecting this approach were the highest in Italy (65%), Romania (61%) and Ireland (58%).

### Initiatives to improve waste management in respondents' communities

#### *Make households pay for the waste they produce*



Q4. What do you think needs to be done to improve waste management in your community?

Base: all respondents, % of "Selected" by country

In accordance with the results in the previous section, the individual country results regarding initiatives that would improve waste management in respondents' communities showed that the proportions of respondents supporting a specific proposal, in countries such as Germany, Austria and Sweden, were consistently below the EU average; countries such as Ireland, Bulgaria, Romania and Italy, however, had proportions that were consistently above the EU average.

#### *Socio-demographic considerations*

Across all socio-demographic groups, respondents were the least likely to mention *making households pay for the waste that they produced* as a viable strategy to improve waste management in their community; the proportion selecting this response ranged from 34% for 15-24 year-olds to 40% for 40-54 year-olds, manual workers and the self-employed.

*Better waste collection services*, on the other hand, was selected by the highest proportion of respondents across all socio-demographic groups. Younger respondents, full-time students, city dwellers and manual workers were, nonetheless, the most likely to mention this proposal. For example, 62% of the over 54 year-olds thought that better waste collection services were needed to improve waste management in their community, compared to 77% of 15-39 year-olds.

A similar pattern of differences was observed for the proposal of *stronger law enforcement on waste management*; this initiative, for example, was selected by 70% of 15-24 year-olds and 67% of 25-39 year-olds compared to 65% of 40-54 year-olds and 61% of the over 54 year-olds. This pattern, however, was not repeated for the last proposed initiative – *making producers pay for collection and recycling of waste*. In fact, 15-24 year-olds and full-time students were less likely than their counterparts to select this option; for example, 58% of full-time students selected this answer as opposed to 64% of those with the highest level of education.

For more details, see annex table 6b.

## 4. Preferred methods of paying for waste management

When asked whether they would prefer to pay for waste management through their taxes or via **an amount related to the quantity of waste** that their household generated, three-quarters of EU citizens selected the latter option; a minority (14%) selected the former. Roughly a tenth (11%) of respondents did not express an opinion on this topic.

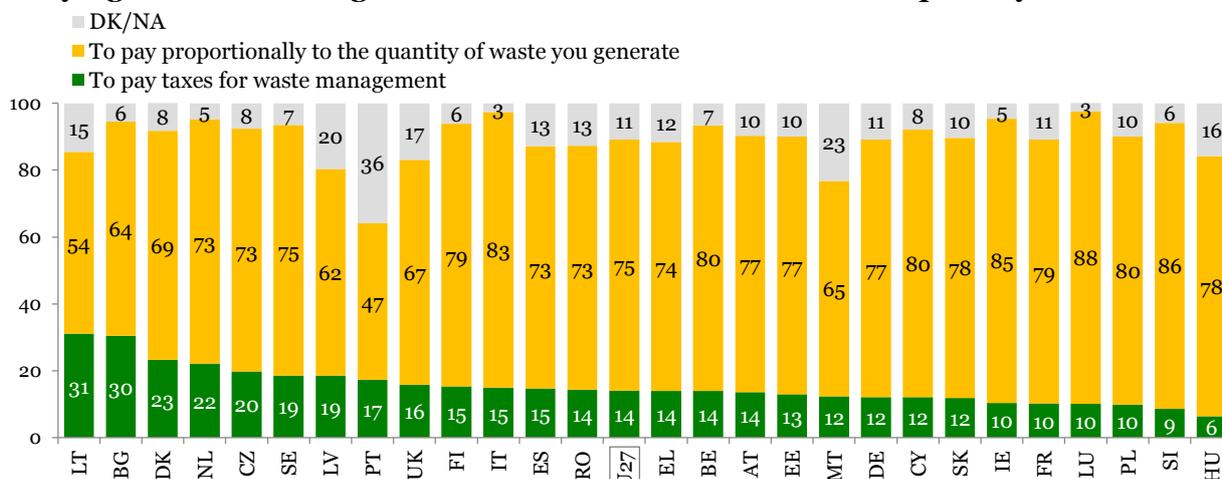
Roughly 6 in 10 (59%) EU citizens would prefer to **include the cost of waste management in the price of the products that they bought**; a quarter said they would prefer to pay through their taxes. Finally, 16% of respondents gave a “don’t know” response.

In summary, the options of *paying an amount proportional to the quantity of waste produced in a household and including the cost of waste management in product prices* were both preferred over the option of *paying for waste management through taxes*. Furthermore, the former (of the two preferred initiatives) received the highest level of support (75% vs. 59% who wanted to include the cost in the product price).

### Country variations

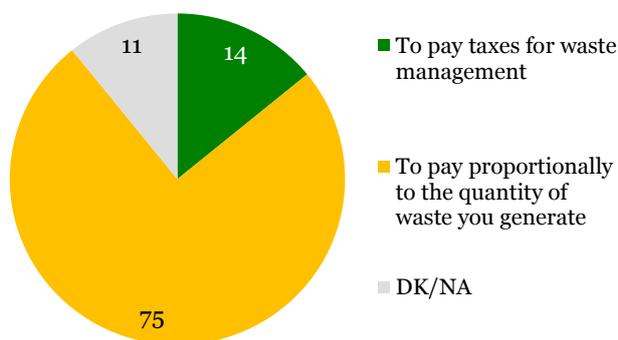
In all countries, **paying an amount proportional to the quantity of waste that a household generated** received more support than a system based on paying taxes for waste management: support for the former ranged from 47% in Portugal to 88% in Luxembourg, while support for the latter ranged from 6% in Hungary to 30%-31% in Bulgaria and Lithuania. Considerable numbers of respondents did not express an opinion in Portugal (36%), Malta (23%) and Latvia (20%).

### Paying for waste management: taxes vs. an amount related to quantity of waste



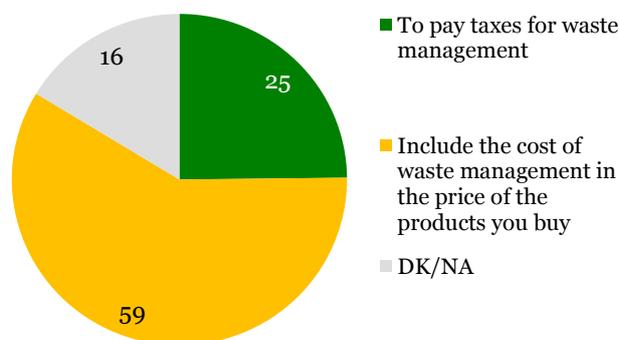
Q12. Which one would you prefer: to pay taxes for waste management or to pay an amount related to the quantity of waste your household generates?  
Base: all respondents, % by country

### Paying for waste management: taxes vs. an amount related to quantity of waste



Q12. Which one would you prefer: to pay taxes for waste management or to pay an amount related to the quantity of waste your household generates?  
Base: all respondents, % EU27

### Paying for waste management: taxes vs. cost included in the product's price

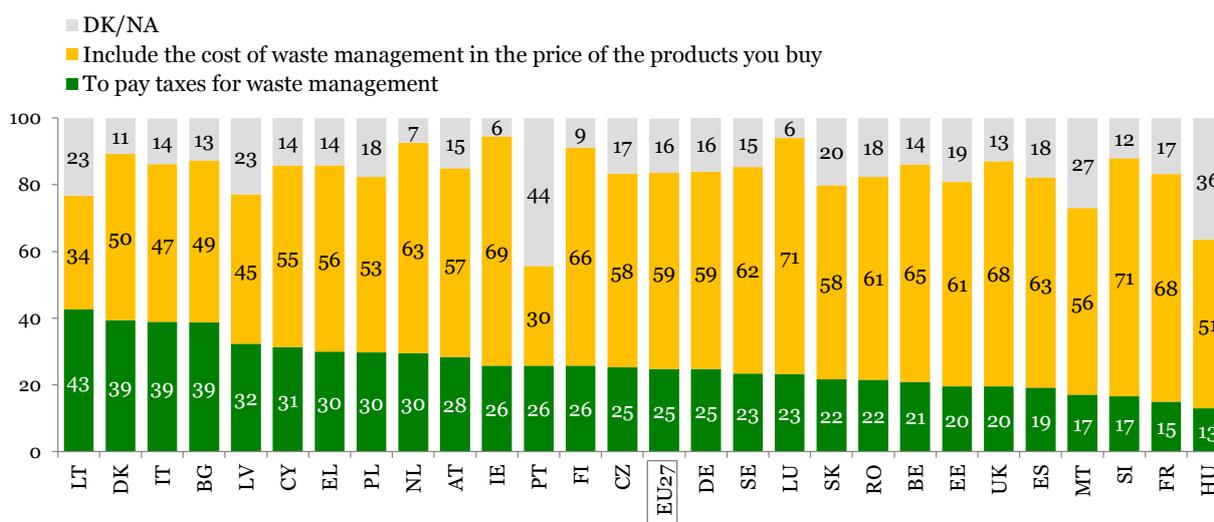


Q13. Which one would you prefer: to pay taxes for waste management or to include the cost of waste management in the price of the products you buy?

Similarly, across almost all countries, a relative or absolute majority of respondents said that they would prefer **to include waste management costs in the product price** rather than pay for waste management through their taxes. Lithuania was the most notable exception: in this country, 34% of respondents supported the former initiative, compared to 43% who supported the latter one. Other countries where roughly 4 in 10 respondents would prefer to pay for waste management through their taxes rather than including the cost of waste management in product prices were Denmark, Italy and Bulgaria (all 39% who wanted to pay through their taxes).

It was noted again that a considerable number of respondents could not – or did not want to – answer this question; the highest proportions of “don’t know” responses were observed in Portugal (44%), Hungary (36%), Malta (27%), Latvia and Lithuania (both 23%).

### Paying for waste management: taxes vs. cost included in the product’s price



Q13. Which one would you prefer: to pay taxes for waste management or to include the cost of waste management in the price of the products you buy?  
Base: all respondents, % by country

As for the EU-wide results, across all Member States, respondents appeared to be more likely to support the initiative of *paying an amount proportional to the quantity of waste produced* than to support the idea of *including the cost of waste management in product prices*. For example, in Italy, 83% of respondents would prefer to pay an amount related to the quantity of waste produced rather than paying for waste management through their taxes; the corresponding proportion for including the cost of waste management in the price of the products was just 47%.

### Socio-demographic considerations

Across all socio-demographic segments, at least 7 in 10 respondents preferred to *pay an amount proportional to the quantity of waste* that they generated instead of *paying for waste management through their taxes*; the proportion of respondents that supported this approach ranged from 72% among 15-24 year-olds to 79% of 40-54 year-olds and employees.

The proportion of respondents who would support *including the cost of waste management in product prices*, on the other hand, ranged from 53% among respondents with the lowest level of education to 64% for 40-54 year-olds. Focusing on support for *paying for waste management through their taxes* rather than *including the cost of waste management in product prices*, it was noted the 15-24 year-olds were the most likely to prefer taxes in this case (31% vs. 22%-27% across all other age categories), while those with the lowest level of education and the over 54 year-olds were the least likely to share this opinion (both 22%).

For more details, see annex table 17b and 18b.

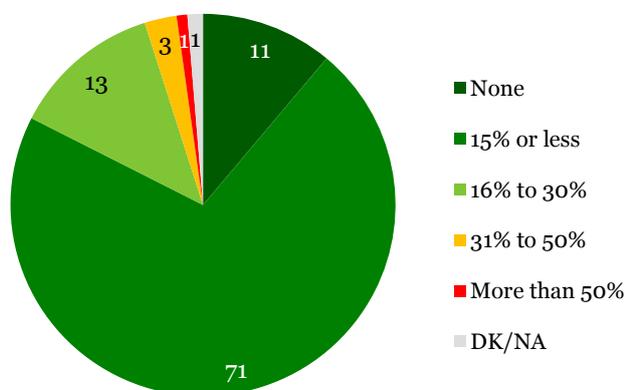
## 5. Food waste production – perceptions and solutions

### 5.1 Household food waste production

About a tenth (11%) of EU citizens said they did not waste any of the food they purchased.

About 7 in 10 (71%) EU citizens estimated that 15% or less of the food that they bought went to waste. A further 13% estimated that between 16% and 30% of the food that they purchased ended up in the waste bin and 4% said that it was more than 30% of the food that they bought.

**Estimated percentage of food that goes to waste**



#### Country variations

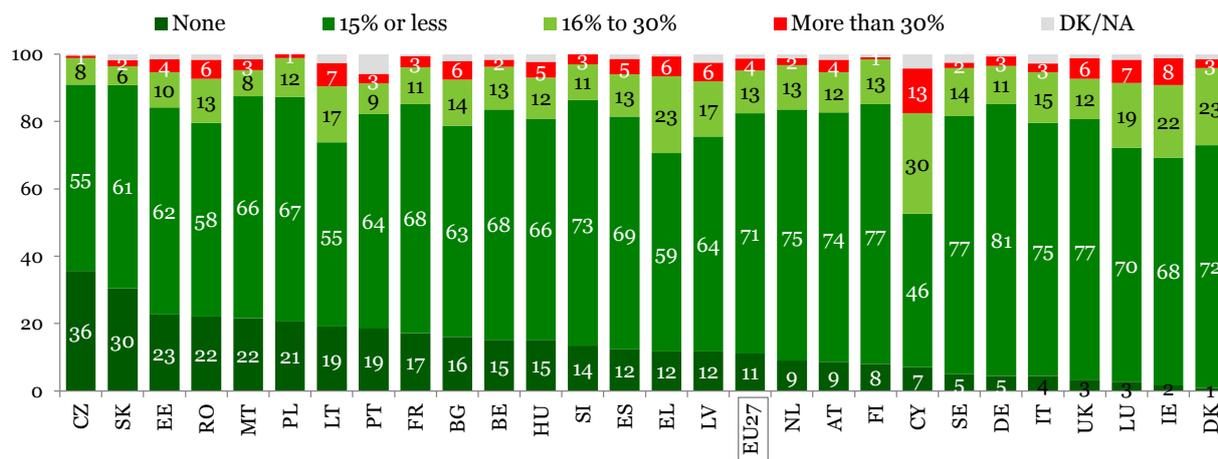
Interviewees in the Czech Republic and Slovakia were the most likely to say that they did not waste any of the food that they purchased (36% and 30%, respectively); the proportion of those who gave the same answer dropped to less than 5% in Italy, the UK, Luxembourg, Ireland and Denmark.

In all EU Member States, a relative majority of respondents, at least, stated that 15% or less of the food that they bought went to waste; the highest proportions were observed in Germany (81%), Sweden, Finland and the UK (all 77%). Cypriots were the most likely to answer that 16% or more of the food that they purchased went to waste (43% gave this answer), followed by respondents in Ireland (30%), Greece (29%), and Denmark and Luxembourg (both 26%).

**Q5. Can you estimate what percentage of the food you buy goes to waste?**

Base: all respondents, % EU27

#### Estimated percentage of food that goes to waste



**Q5. Can you estimate what percentage of the food you buy goes to waste?**

Base: all respondents, % by country

### *Socio-demographic considerations*

Certain socio-demographic groups were more likely to say that they did not waste any of the food they purchased: women (13% vs. 9% of men), over 54 year-olds (20% vs. 3%-8% across all other age categories), those with the lowest level of education (17% vs. 3%-12% across all other educational groups) and non-working respondents (16% vs. 6%-10% across all other occupational categories).

Across almost socio-demographic groups, at least 6 in 10 respondents estimated that 15% or less of the food that they bought went to waste. The proportions of those who gave this answer were somewhat higher among men (73% vs. 70% of women), 40-54 year-olds (77% vs. 60% of 15-24 year-olds), those with the highest level of education (75% vs. 71% of the least educated), the self-employed and employees (74%-76% vs. 68% of manual workers and non-working respondents).

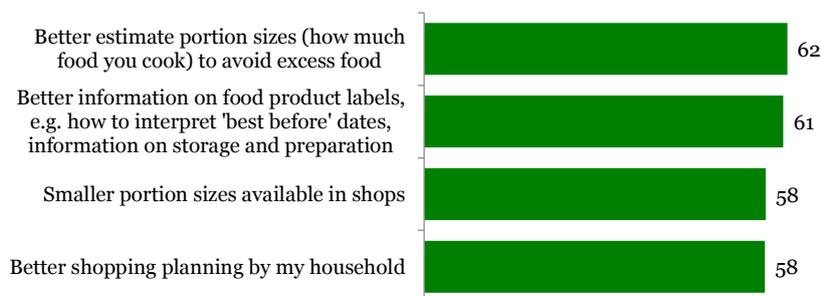
In addition, more 15-24 year-olds – and full-time students – estimated that over 30% of the food that they bought went to waste: 10% of 15-24 year-olds (versus 2%-4% across all other age categories) and 9% of those in full-time education (versus 2%-3% across all other educational categories).

For more details, see annex table 7b.

## **5.2 Possible solutions to household food waste production**

When asked what would help them to waste less food, each of the solutions listed in the survey was selected by roughly 60% of EU citizens. Slightly more than 6 in 10 (62%) EU citizens selected *better estimates of portion sizes* to avoid cooking too much food and 61% mentioned *better information on food product labels* (for example, how to interpret “best before” dates, more information on storage and preparation). Slightly less than 6 in 10 (58%) EU citizens mentioned the *availability of smaller portion sizes in shops* and the same proportion listed *better shopping planning* by their household.

### **What would help people to waste less food?**



#### **Q6. What would help you to waste less food?**

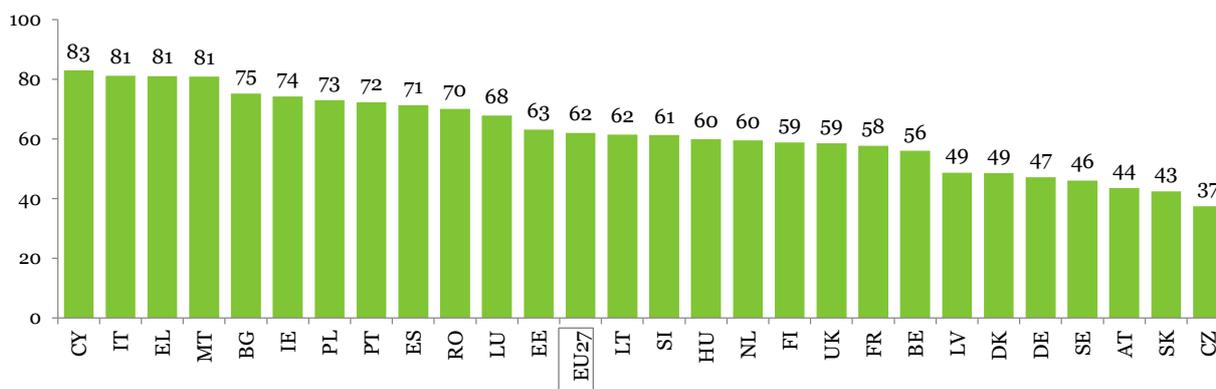
Base: those who buy food that goes to waste, % of "Selected", EU27

### Country variations

More than 8 in 10 respondents in Cyprus (83%), Italy, Greece, and Malta (all 81%) thought that **better estimates of portion sizes** would help them to waste less food. Similarly, at least 7 in 10 Romanian, Spanish, Portuguese, Polish, Irish and Bulgarian respondents selected this response (70%-75%). In the Czech Republic, on the other hand, respondents were the least likely to think that better estimates of portion sizes would help them to waste less food (37%).

#### What would help people to waste less food?

*Better estimate portion sizes (how much food you cook) to avoid excess food*



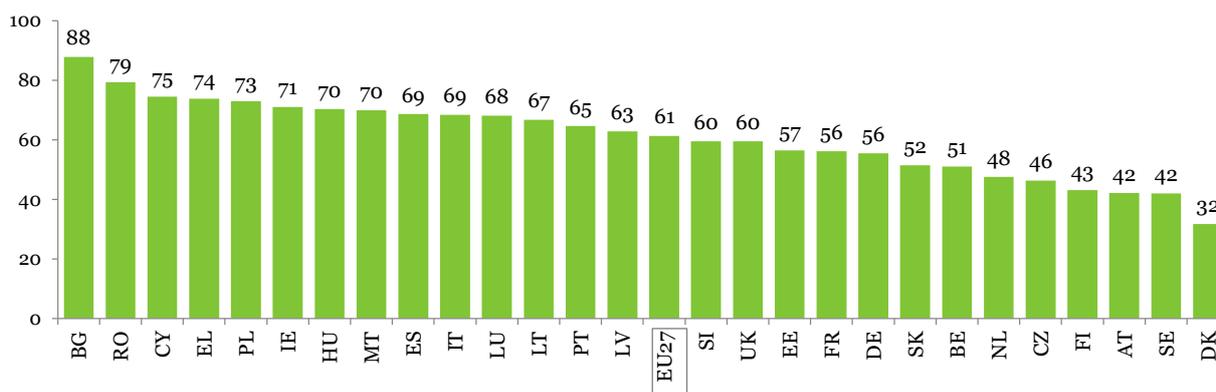
#### Q6. What would help you to waste less food?

Base: those who buy food that goes to waste, % of "Selected" by country

While 88% of respondents in Bulgaria and 79% of those in Romania said that **better information on food product labels** (for example, how to interpret "best before" dates and more information on storage and preparation) would help them to waste less food; this proportion dropped to 42%-43% in Sweden, Austria and Finland and to 32% in Denmark.

#### What would help people to waste less food?

*Better information on food product labels, e.g. how to interpret "best before" dates, information on storage and preparation*



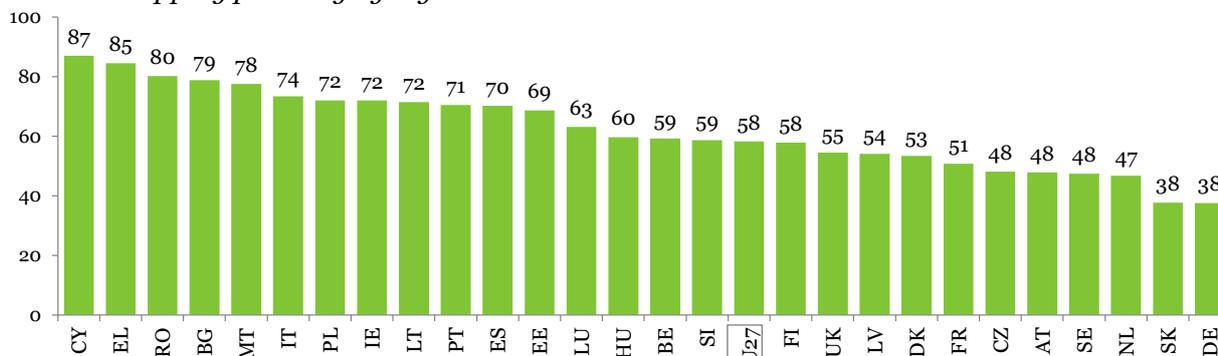
#### Q6. What would help you to waste less food?

Base: those who buy food that goes to waste, % of "Selected" by country

**Better shopping planning by the household** was mentioned most frequently by Cypriots (87%) and Greeks (85%). Slovaks and Germans (both 38%), on the other hand, were the least likely to say that their household would waste less food with better shopping planning.

### What would help people to waste less food?

#### *Better shopping planning by my household*



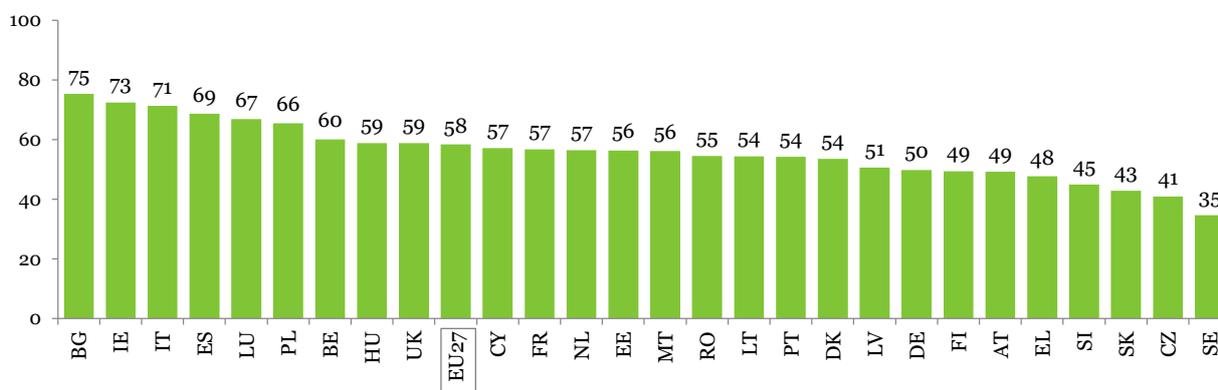
#### Q6. What would help you to waste less food?

Base: those who buy food that goes to waste, % of "Selected" by country

The proportions of interviewees who thought that the best way to help them waste less food was to have **smaller portion sizes available in shops** were the lowest in Sweden (35%), the Czech Republic (41%) and Slovakia (43%); these proportions were the highest in Bulgaria (75%), Ireland (73%) and Italy (71%).

### What would help people to waste less food?

#### *Smaller portion sizes available in shops*



#### Q6. What would help you to waste less food?

Base: those who buy food that goes to waste, % of "Selected" by country

### *Socio-demographic considerations*

Younger respondents – and full-time students – more frequently than their older counterparts said that a good approach to help them waste less food would be *better shopping planning* by their household (67% of 15-24 year-olds and 65% of full-time students compared to 49% of the over 54 year-olds) and *better estimates of portion sizes* to avoid excess food (77% of 15-24 year-olds and 74% of full-time students compared to 55% of the over 54 year-olds). Manual workers were as likely as these younger respondents to select these solutions (70% and 73%, respectively).

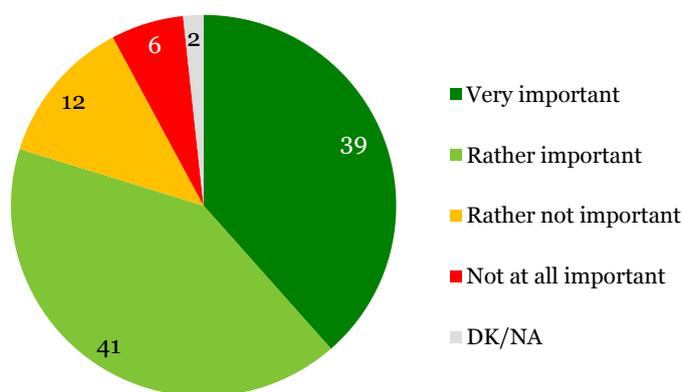
Manual workers were, however, also the most likely to say that *better information on food product labels* and the availability of *smaller portion sizes in shops* would help them to waste less food (for example, 71% selected the former solution, compared to 56% of employees and the self-employed). Other groups that were more likely to select these two solutions included the over 54 year-olds, respondents with the lowest level of education and non-working respondents.

For more details, see annex table 8b.

## 6. Importance of a product's environmental impact

When asked to evaluate the importance of a product's environmental impact – such as whether the product was reusable or recyclable – when making purchasing decisions, 8 in 10 EU citizens thought that this was either *rather* or *very important*. More precisely, 39% of respondents considered that this was *very important* as opposed to 18% who said it was *rather not* or *not at all important*.

### Importance of a product's environmental impact

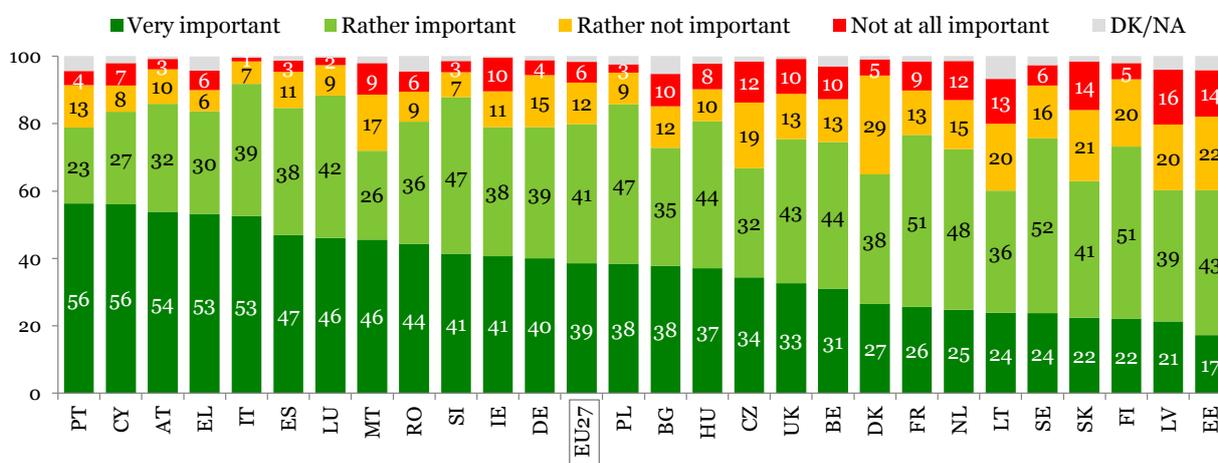


### Country variations

A majority of interviewees in all EU Member States said that a product's environmental impact, i.e. whether the product was reusable or recyclable, was *rather* or *very important* when making purchasing decisions. The proportion of respondents who held this view ranged from 60% in Latvia to 92% in Italy.

Furthermore, more than half of interviewees in Italy, Greece, Austria, Cyprus and Portugal (53%-56%) said that a product's environmental impact was a *very important* factor when making purchasing decisions. Conversely, over a third of respondents in Denmark (34%), Slovakia (35%), Estonia and Slovakia (both 36%) thought that this was *rather not* or *not at all important*.

### Importance of a product's environmental impact



Q7. How important for you is a product's environmental impact – e.g. whether the product is reusable or recyclable – when making a decision on what products to buy?  
Base: all respondents, % by country

### Socio-demographic considerations

Across almost all socio-demographic groups, more than three-quarters of respondents agreed that a product's environmental impact was *rather* or *very important* when making purchasing decisions. Women, the over 39 year-olds, those with the lowest level of education and non-working respondents were somewhat more likely to say that a products' environmental impact was *very important* (41%-45%), while men, the 15-39 year-olds, full-time students were slightly more likely to say that it was either *rather not* or *not at all important* (21%-23% combined total).

For more details, see annex table 9b.

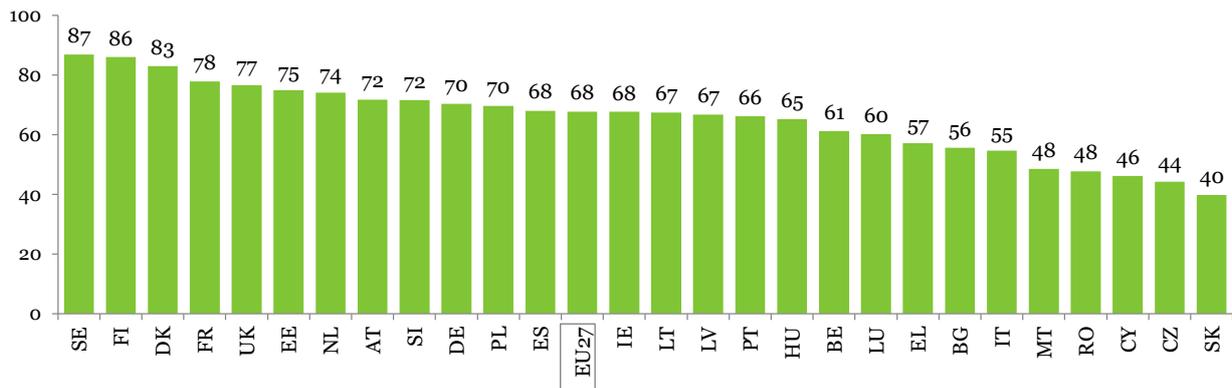
## 7. Perceptions about second-hand products

### 7.1 Willingness to buy second-hand products

Almost 7 in 10 (68%) EU citizens said that they were willing to buy certain items second-hand, such as furniture, electronic equipment or textiles. The proportion of those who were willing to buy second-hand products ranged from 40% in Slovakia to 86%-87% in Finland and Sweden.

#### Willingness to buy second-hand products

(% of those who mentioned at least one of the listed products)

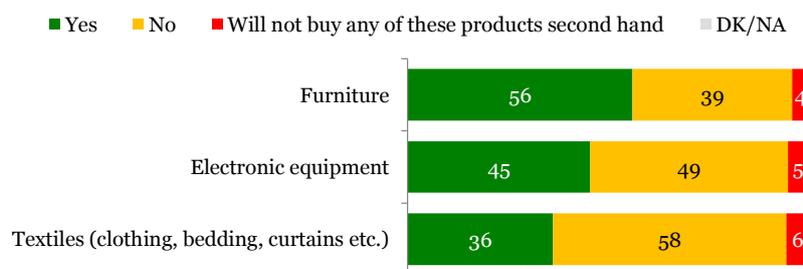


Q8. Would you buy the following products second hand?

Base: all respondents, % of "Yes" by country

A majority (56%) of EU citizens said they would buy second-hand *furniture* and less than half (45%) said they would buy *electronic equipment* on a second-hand basis. In addition, a comparatively smaller proportion (36%) of EU citizens said they were willing to buy second-hand *textiles* (e.g. clothing, bedding or curtains).

#### Willingness to buy second-hand products



Q8. Would you buy the following products second-hand?

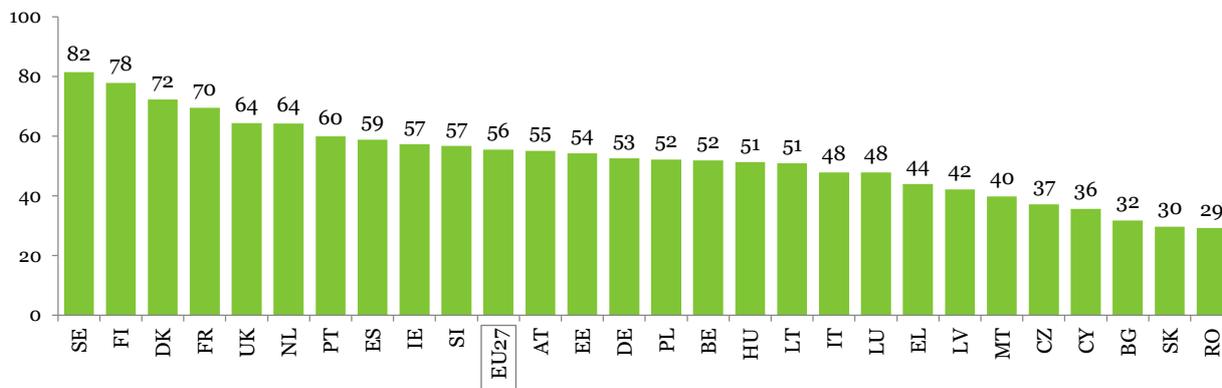
Base: all respondents, % of "Yes", EU27

### Country variations

As for the EU-wide results, respondents in almost all EU Member States were most likely to say that they were willing to buy second-hand **furniture**. Swedes (82%), Finns (78%) and Danes (72%) were the most likely to give this answer, while roughly 3 in 10 Bulgarians (32%), Slovaks (30%) and Romanians (29%) had a similar attitude.

#### Willingness to buy second-hand products

##### Furniture



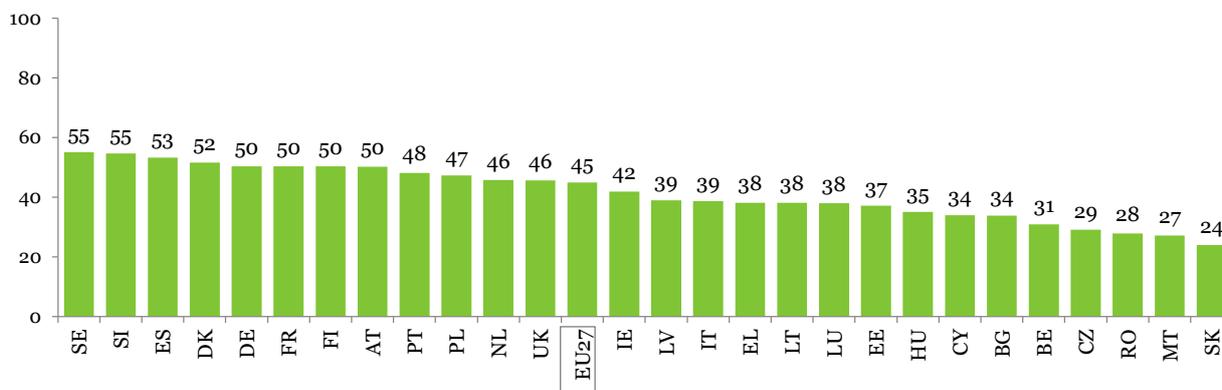
Q8. Would you buy the following products second-hand?

Base: all respondents, % of "Yes" by country

A slim majority of respondents in Sweden, Slovenia, Spain and Denmark (52%-55%) said they were willing to buy second-hand **electronic equipment**. In 14 of the 27 EU countries, however, less than 4 in 10 respondents were willing to buy this type of product second-hand (from 24% in Slovakia to 39% in Italy and Latvia).

#### Willingness to buy second-hand products

##### Electronic equipment



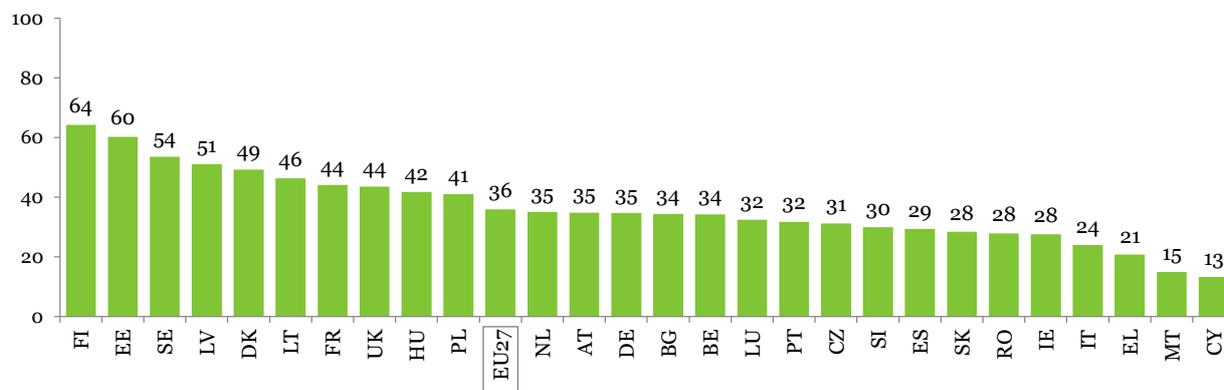
Q8. Would you buy the following products second-hand?

Base: all respondents, % of "Yes" by country

The proportion of respondents who said they would buy second-hand **textiles** (e.g. clothing, bedding or curtains) ranged from 13% in Cyprus to 64% in Finland. In most countries, respondents were less likely to say that they would buy second-hand textiles than they were to say that they would buy second-hand electronic equipment or furniture; Estonia and Latvia were the most notable exceptions. For example, 60% of Estonians said they would buy second-hand textiles; the corresponding proportions for furniture and electronic equipment, in that country, were 54% and 37%, respectively.

### Willingness to buy second-hand products

*Textiles (clothing, bedding, curtains etc.)*



**Q8. Would you buy the following products second-hand?**

Base: all respondents, % of "Yes" by country

Respondents in a few countries had consistently more positive attitudes towards buying second-hand products – i.e. those in Sweden, Finland and Denmark. Respondents in other countries, such as Romania, Cyprus and Malta, were each time among the least likely to say that they would buy second-hand products, regardless of whether it was furniture, electronic equipment or textiles.

### *Socio-demographic considerations*

The over-54 year-olds, respondents with the lowest level of education and non-working interviewees were each time the least likely to say that they would buy second-hand products, be it furniture, electronic equipment or textiles. Younger respondents and full-time students, on the other hand, were consistently among the most likely to say they would buy second-hand products. For example, 42% of the over 54 year-olds and 43% of those with the lowest level of education said they would buy second-hand furniture, compared to 66%-67% of 15-39 year-olds, 61% of respondents with the highest level of education and 66% of full-time students.

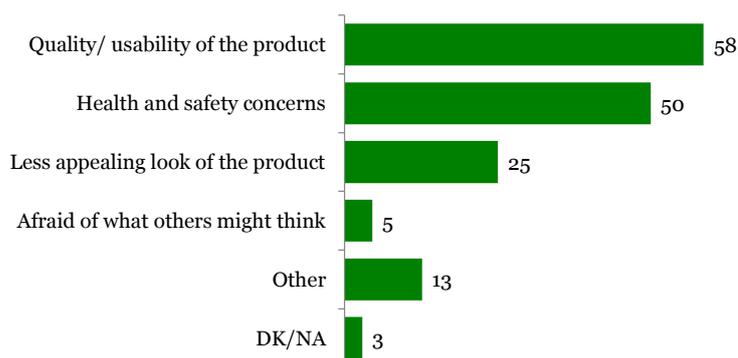
While the proportion willing to buy second-hand textiles was higher among women (39% vs. 33% of men), men were more likely to consider buying second-hand electronic equipment (49% vs. 41% of women); no difference was seen in the proportion willing to buy second-hand furniture (55%-56%).

For more details, see annex tables 10b, 11b and 12b.

## 7.2 Reasons for not buying second-hand products

In this section, we focus solely on respondents who said that they would not buy at least one of the listed products second-hand. Among these interviewees, 58% said *quality and usability of the product* was the main reason that prevented them from buying second-hand goods, while half of these interviewees mentioned *health and safety concerns* as an important reason. In addition, a quarter of the same group said that a *less appealing look of the product* discouraged them from buying second-hand products. *Being afraid of what others might think* was the least frequently mentioned reason for not buying second-hand products (selected by 5%). Finally, 13% of these respondents mentioned “other reasons” for not buying second-hand goods.

### Reasons for not buying second-hand products



#### Q9. What prevents you from buying these products second-hand?

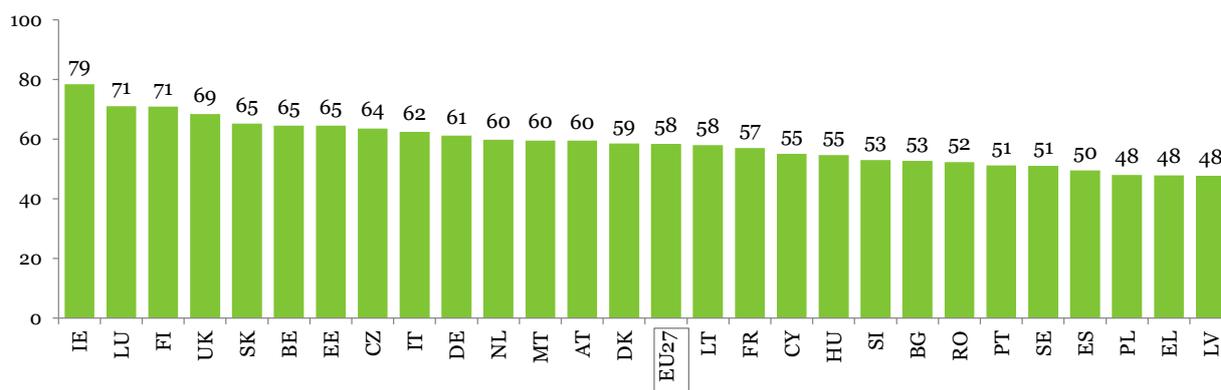
Base: those who would not buy at least one of the second-hand products, % of mentions, EU27

### Country variations

In all countries, roughly one in two – or more – interviewees mentioned **quality and usability** as a reason for not buying second-hand products. Respondents in Ireland (79%), followed by those in Luxembourg and Finland (both 71%), were the most likely to select this answer.

### Reasons for not buying second-hand products

#### Quality/usability of the product



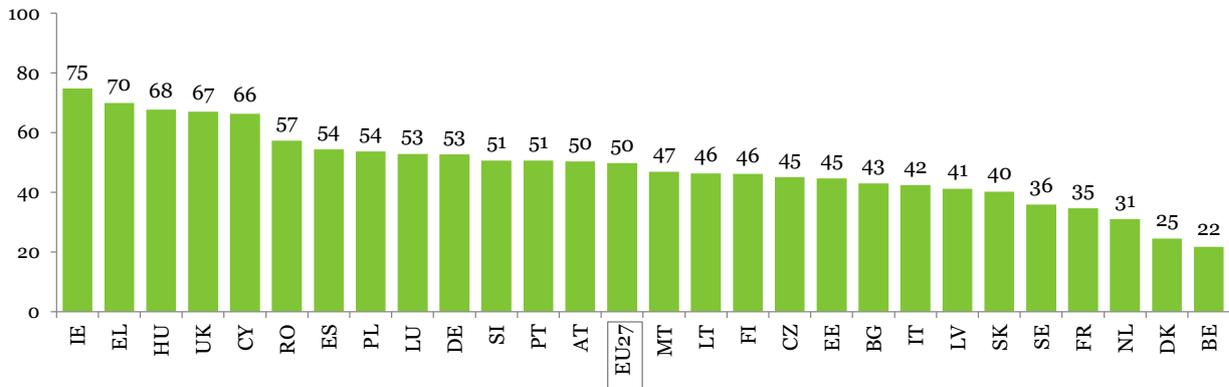
#### Q9. What prevents you from buying these products second-hand?

Base: those who would not buy at least one of the second-hand products, % of mentions by country

Three-quarters of respondents in Ireland said that **health and safety concerns** prevented them from buying second-hand products. Cyprus, the UK, Hungary and Greece were close to Ireland with between 66% and 70% of respondents mentioning this reason. In sharp contrast, a quarter of Danes and slightly more than a fifth (22%) of Belgians mentioned health and safety concerns as a reason not to buy second-hand goods.

**Reasons for not buying second-hand products**

*Health and safety concerns*



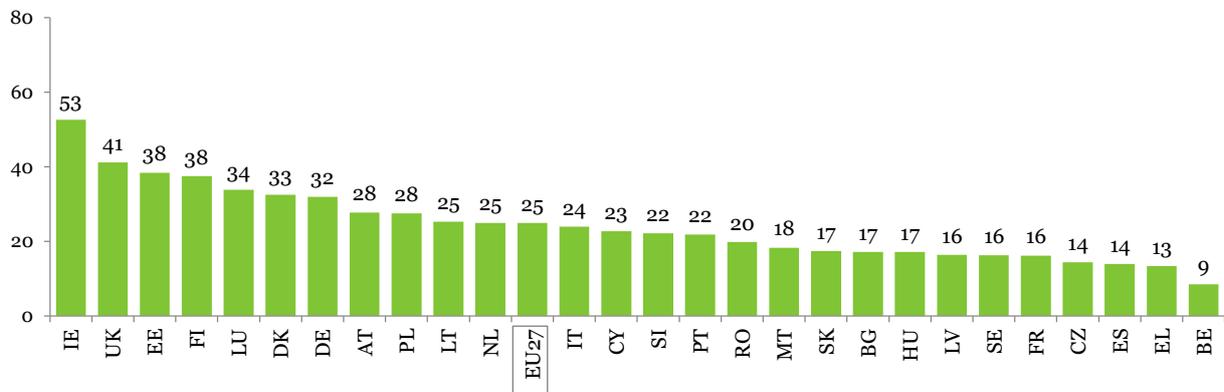
**Q9. What prevents you from buying these products second-hand?**

Base: those who would not buy at least one of the second-hand products, % of mentions by country

The proportion of respondents who said that a **less appealing look** prevented them from buying second-hand products ranged from 9% in Belgium to 53% in Ireland. In addition to Irish respondents, respondents in the UK (41%), Estonia and Finland (both 38%) were more likely to give this answer.

**Reasons for not buying second-hand products**

*Less appealing look of the product*



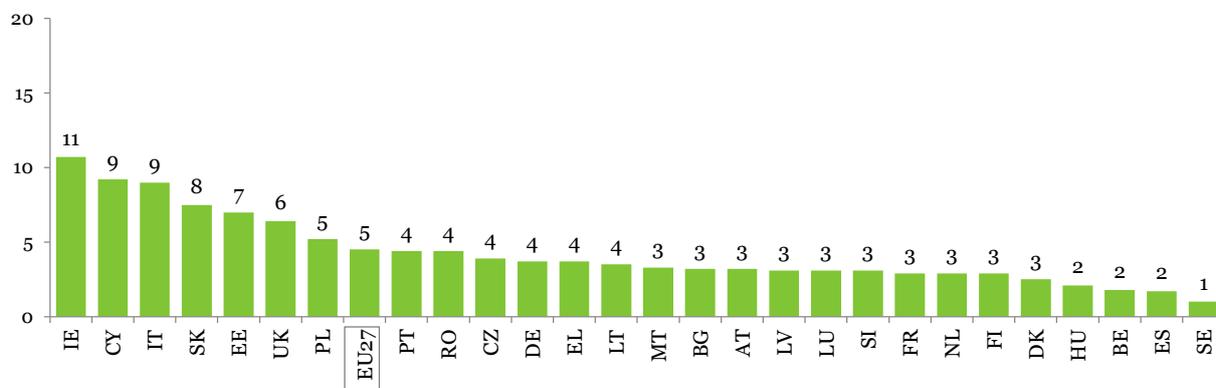
**Q9. What prevents you from buying these products second-hand?**

Base: those who would not buy at least one of the second-hand products, % of mentions by country

Across all EU Member States, **being afraid of what others might think** was the least frequently mentioned reason for not buying second-hand products. The proportion of respondents who gave this answer remained below 10% in all but one country. Ireland was – once again – at the highest end of the scale with 11% of respondents saying that *being afraid of what others might think* prevented them from buying second-hand products.

### Reasons for not buying second-hand products

#### *Afraid of what others might think*



#### Q9. What prevents you from buying these products second-hand?

Base: those who would not buy at least one of the second-hand products, % of mentions by country

### *Socio-demographic considerations*

Across all socio-demographic groups, the highest proportion of respondents referred to *quality or usability* when asked what prevented them from buying second-hand products. Furthermore, this reason was most frequently cited by 15-24 year-olds and full-time students. For example, 65% of 15-24 year-olds mentioned this reason as opposed to 55%-61% of all other age groups.

Full-time students and 15-24 year-olds, however, were also more likely than their counterparts to say that *a less appealing look* prevented them from buying second-hand products. For example, 32% of 15-24 year-olds compared to 26% of 25-39 year-olds, 24% of 40-54 year-olds and 22% of the over 54 year-olds selected this reason.

*Health and safety concerns* were more frequently cited by women (52% vs. 47% of men). Manual workers, however, were the most likely to select this response (55% vs. 48%-52% across all other occupational groups).

For more details, see annex table 13b.

## 8. Perceptions about products made of recycled materials

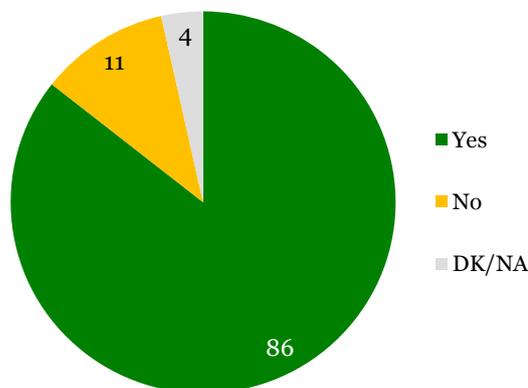
### 8.1 Willingness to buying products made of recycled materials

More than 8 in 10 (86%) EU citizens expressed their willingness to buy products made of recycled materials; roughly 1 in 10 (11%) did not.

#### Country variations

In all EU Member States, more than half of respondents supported the idea of purchasing products made of recycled materials; the willingness to buy such products ranged from 51% in Lithuania to 96% in Sweden and Denmark. Nevertheless, more than a quarter of respondents in Poland (26%), Latvia (30%), Bulgaria (31%), Romania and Lithuania (both 36%) said they were not willing to purchase products made of recycled materials.

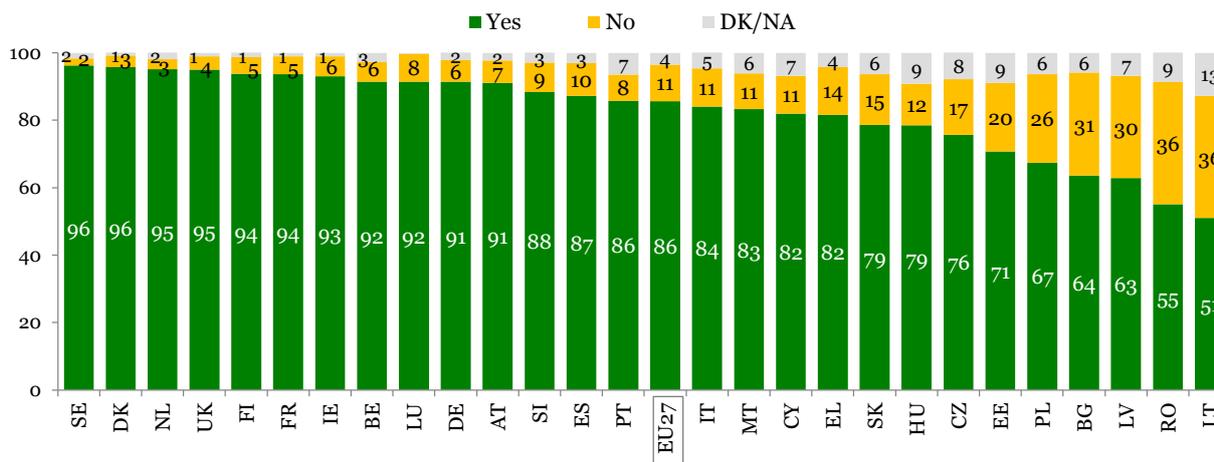
Willingness to buy products made of recycled materials



Q10. Would you buy products made of recycled materials?

Base: all respondents, % EU27

#### Willingness to buy products made of recycled materials



Q10. Would you buy products made of recycled materials?

Base: all respondents, % by country

#### Socio-demographic consideration

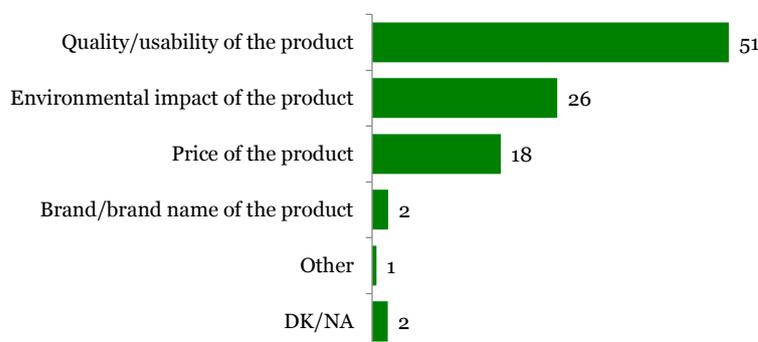
The over 54 year-olds, respondents with the lowest level of education, manual workers and non-working respondents were the least likely to say that they would buy products made of recycled materials. For example, 77% of respondents with the lowest level of education said they were willing to buy such products, compared to 91%-92% of those with the highest level of education and full-time students.

For more details, see annex table 14b.

## 8.2 Most important reason for buying products made of recycled materials

In this section, we focus solely on respondents who said that they were *willing to buy products made of recycled materials*. When asked about the most important factor in their decision to buy such products<sup>1</sup>, a slim majority (51%) of these interviewees selected a *product's quality or usability*. Roughly a quarter (26%) mentioned a product's *environmental impact* and a lower proportion (18%) referred to a *product's price*. A *product's brand* was the least frequently mentioned factor (selected by 2%).

### Most important factor in respondents' decision to buy products made of recycled materials



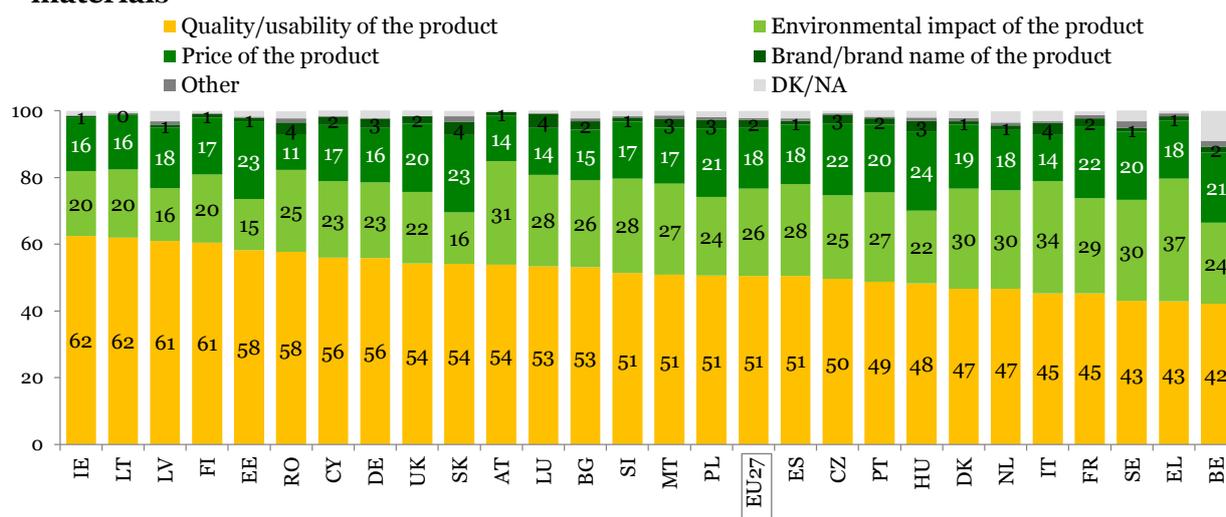
Q11a. What would be the most important factor in your decision to buy products made of recycled materials?  
Base: those who would buy products made of recycled materials, % EU27

### Country variations

The proportion of interviewees who said that **quality or usability** was the most important factor in their decision to buy products made of recycled materials ranged from 42% in Belgium to 62% in Ireland and Lithuania; this response was selected by a relative majority in all EU Member States.

The individual country results for other reasons than “quality and usability” showed that respondents in Greece were more likely than their counterparts in other EU countries to refer to a product's **environmental impact** (37%), while Slovaks, Estonians and Hungarians were the most likely to select **price** as the most important factor in purchasing products made of recycled materials (23%-24%).

### Most important factor in respondents' decision to buy products made of recycled materials



Q11a. What would be the most important factor in your decision to buy products made of recycled materials?  
Base: those who would buy products made of recycled materials, % by country

<sup>1</sup> Note: respondents were asked to select the *most important reason* for buying products made of recycled materials (*one response*). In section 7.2 (reasons for not buying second-hand products) and section 8.3 (reasons for not buying products made of recycled materials), respondents were asked to list *all reasons* for not buying certain products (*multiple responses*).

### *Socio-demographic considerations*

Across almost all socio-demographic groups, a majority of respondents selected *quality or usability* as the most important factor in their decision to buy products made of recycled materials. Nonetheless, this factor was somewhat more frequently mentioned by 25-39 year-olds (54% vs. 47%-52% across all other age groups) and respondents with the highest level of education (53% vs. 44%-51% across all other educational groups).

A product's *environmental impact* was the second most frequently cited reason for buying products made of recycled materials across all socio-demographic groups; the over 54 year-olds, those with the lowest level of education and non-working respondents were somewhat more likely than their counterparts to refer to this factor. For example, 30% of the over 54 year-olds as opposed to 23% of 15-24 year-olds, 24% of 25-39 year-olds and 26% of 40-54 year-olds, mentioned a product's environmental impact as the most important factor when deciding what to buy.

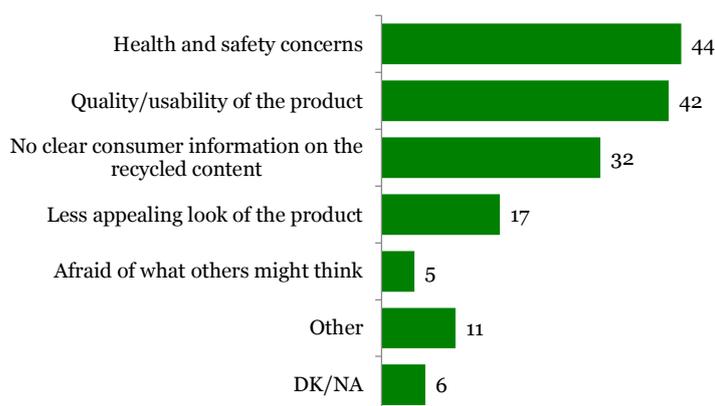
For more details, see annex table 15b.

### **8.3 Reasons for not buying products made of recycled materials**

In this section, we focus solely on respondents who said they were *not willing to buy products made of recycled materials*. When asked what prevented them from buying such products, more than 4 in 10 (44%) respondents selected *health and safety concerns* and a similar proportion (42%) mentioned *quality or usability*. It is worth noting that the latter reason was not only frequently cited as a reason for *not buying* products made of recycled materials, it was also the most important reason for *buying* such products (see section 8.2).

Roughly a third (32%) of interviewees said that *a lack of clear consumer information on the recycled content* stopped them from buying products made of recycled materials. One in six (17%) respondents mentioned *a less appealing look of the product* and a minority (5%) said they were *afraid of what others might think*. Finally, 11% of respondents referred to "other reasons" for not buying products made of recycled materials.

#### **Reasons for not buying products made of recycled materials**



**Q11. What prevents you from buying recycled products or products containing recycled materials?**

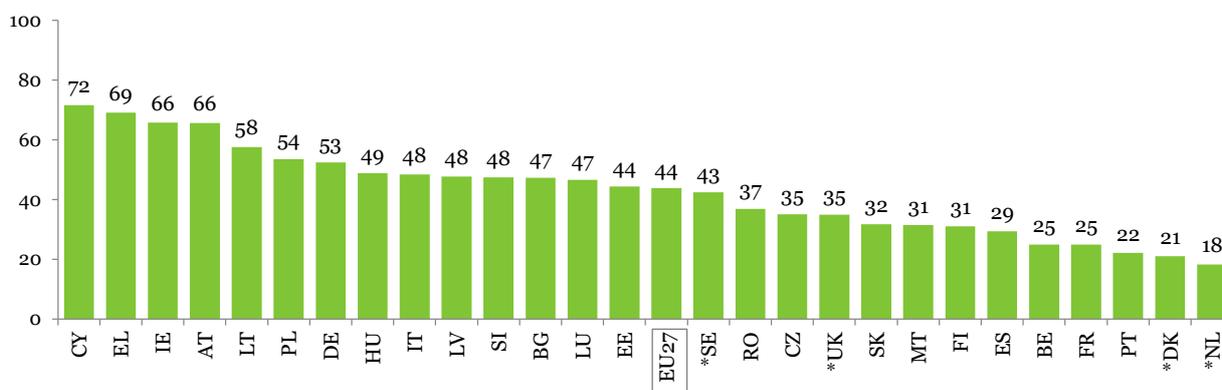
Base: those who would not buy products made of recycled materials, % of mentions, EU27

### Country variations

About 7 in 10 interviewees in Cyprus (72%) and Greece (69%) answered that **health and safety concerns** prevented them from buying products made of recycled materials. In Portugal, Denmark and the Netherlands, on the other hand, less than a quarter of respondents selected this response (18%-22%)<sup>2</sup>.

#### Reasons for not buying products made of recycled materials

##### Health and safety concerns



#### Q11. What prevents you from buying recycled products or products containing recycled materials?

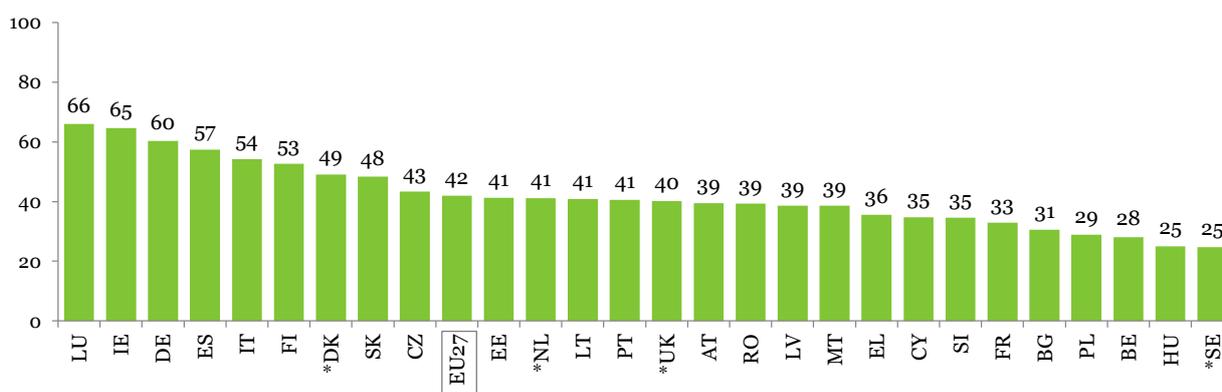
Base: those who would not buy products made of recycled materials, % of mentions by country

\* Note: countries where sample size is less than 50 respondents

Respondents in Hungary and Sweden<sup>3</sup> were the least prone to say that **quality and usability** prevented them from purchasing products made of recycled materials (both 25%); roughly two-thirds of respondents in Luxembourg (66%) and Ireland (65%) mentioned this as a reason for not buying such products.

#### Reasons for not buying products made of recycled materials

##### Quality/usability of the product



#### Q11. What prevents you from buying recycled products or products containing recycled materials?

Base: those who would not buy products made of recycled materials, % of mentions by country

\* Note: countries where sample size is less than 50 respondents

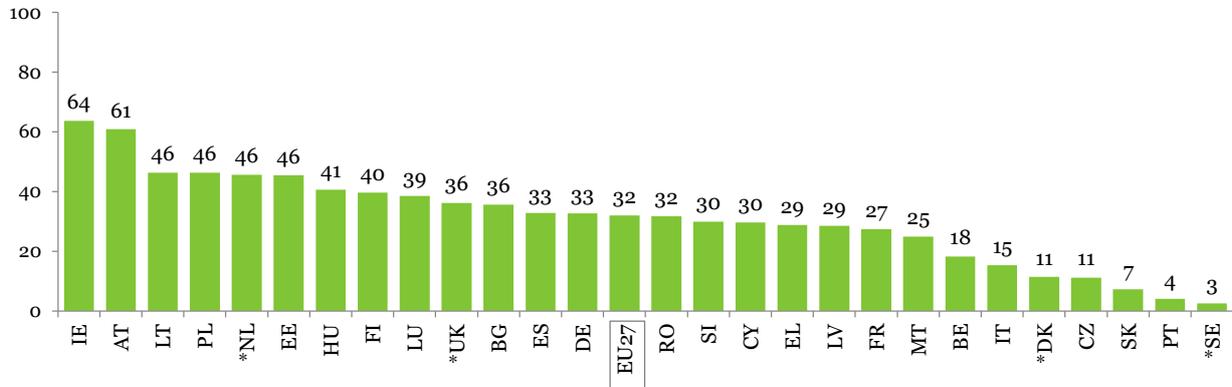
<sup>2</sup> Note: In the Netherlands and Denmark, just 30 and 32 respondents, respectively, said they would not buy products made of recycled products – only these respondents were asked this follow-up question.

<sup>3</sup> Note: in Sweden, just 21 respondents were presented with this question.

A majority of respondents in Ireland and Austria (64% and 61%, respectively) viewed a **lack of clear consumer information on the recycled content** as a reason for not buying products made of recycled materials. Conversely, less than 1 in 10 respondents in Sweden, Portugal and Slovakia gave this answer (3%-7%).

**Reasons for not buying products made of recycled materials**

*No clear consumer information on the recycled content*



**Q11. What prevents you from buying recycled products or products containing recycled materials?**

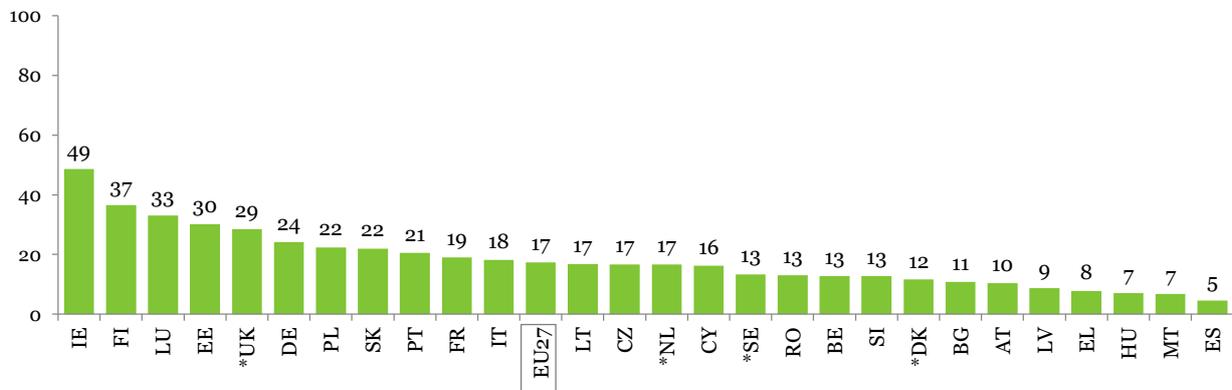
Base: those who would not buy products made of recycled materials, % of mentions by country

\* Note: countries where sample size is less than 50 respondents

In Ireland, about one in two (49%) interviewees said that a **less appealing look of products made of recycled materials** prevented them from buying such products. In a majority of Member States, however, less than a fifth of respondents mentioned this reason (from 5% in Spain to 19% in France).

**Reasons for not buying products made of recycled materials**

*Less appealing look of the product*



**Q11. What prevents you from buying recycled products or products containing recycled materials?**

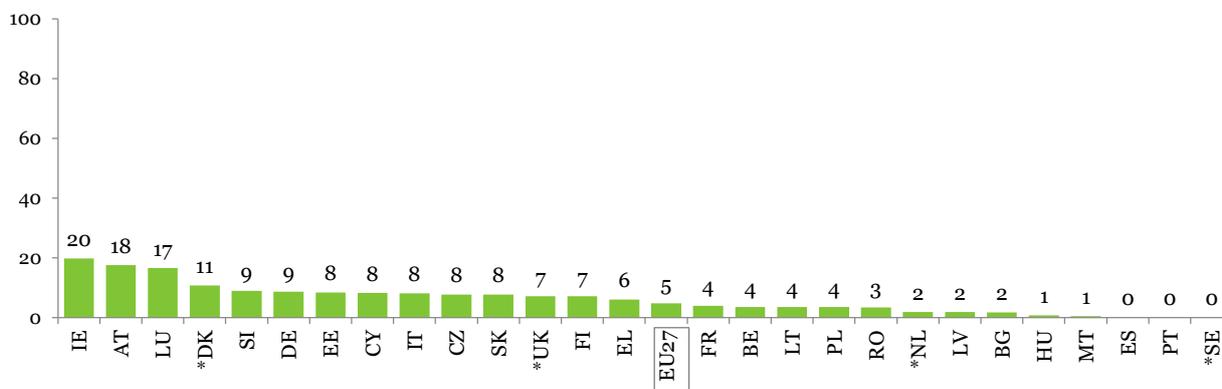
Base: those who would not buy products made of recycled materials, % of mentions by country

\* Note: countries where sample size is less than 50 respondents

**Being afraid of what others might think** was the least frequently mentioned reason for not buying products made of recycled materials in almost all EU Member States. Virtually no respondents in Sweden, Portugal and Spain gave this reason. Nonetheless, in a few countries, respondents were more likely to mention this as a reason for not buying products made of recycled materials: Ireland (20%), Austria (18%) and Luxembourg (17%).

### Reasons for not buying products made of recycled materials

#### *Afraid of what others might think*



**Q11. What prevents you from buying recycled products or products containing recycled materials?**

Base: those who would not buy products made of recycled materials, % of mentions by country

\* Note: countries where sample size is less than 50 respondents

### *Socio-demographic considerations*

Women, 25-54 year-olds, respondents with the lowest level of education, manual workers and rural residents were more likely than their counterparts to refer to *health and safety concerns* for not buying products made of recycled materials. For example, 48% of women, compared to 39% of men, and 48% of rural residents, compared to 40%-43% of metropolitan and urban dwellers, said that *health and safety concerns* prevented them from buying these products.

A slim majority of 15-24 year-olds (56%) and manual workers (51%) said that *quality or usability* prevented them from buying products made of recycled materials. This reason was also more frequently cited by men (46% vs. 39% of women), 40-54 year-olds (49% vs. 37% of the over 54 year-olds), respondents with the highest level of education and full-time students (45%-48% vs. 39% of the least educated interviewees), metropolitan and urban dwellers (44%-45% vs. 37% of rural residents), and the self-employed and employees (48%-49% vs. 38% of non-working respondents).

In accordance with the results for respondents' reasons for not buying second-hand products, 15-24 year-olds and full-time students, however, were also more likely than their counterparts to say that *a less appealing look* prevented them from buying products made of recycled materials. For example, 39% of full-time students selected this reason, compared to 13%-18% across all other educational groups.

Finally, it is worth pointing out that respondents with the highest level of education were more likely than their counterparts to view a *lack of clear consumer information on the recycled content* as a reason for not buying products made of recycled materials (41%, compared to 24% of respondents with the lowest level of education).

For more details, see annex table 16b.

Flash EB Series #316

Attitudes of  
Europeans towards  
resource efficiency

Annex  
tables and  
survey  
details

THE GALLUP ORGANIZATION

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Table 1a. Could Europe be more efficient in its use of natural resources? – *by country*

QUESTION: Q0. Do you think Europe could be more efficient in its use of natural resources?

	Total N	% Yes	% No	% DK/NA
 <b>EU27</b>	27164	87.4	4.9	7.6
<b>COUNTRY</b>				
 Belgium	1002	79.9	4.1	16
 Bulgaria	1005	91.2	5.8	3
 Czech Rep.	1001	80.3	9.3	10.4
 Denmark	1019	87.3	7.6	5.2
 Germany	1011	85.3	5.9	8.8
 Estonia	1005	76.9	5.8	17.3
 Greece	1006	86.6	6.7	6.6
 Spain	1008	93.2	2.8	3.9
 France	1011	88	4.7	7.3
 Ireland	1000	88.5	4.2	7.3
 Italy	1005	92.1	3.4	4.5
 Cyprus	1002	86.2	5.1	8.7
 Latvia	1002	75.6	10	14.4
 Lithuania	1029	80	4.9	15.1
 Luxembourg	1001	89.9	6.4	3.7
 Hungary	1009	91.1	2	6.8
 Malta	1000	77.6	5.4	17
 Netherlands	1000	83.1	6	10.9
 Austria	1002	86.6	7.2	6.2
 Poland	1012	94.2	2.2	3.6
 Portugal	1005	89.6	1.7	8.7
 Romania	1006	86.1	6.5	7.4
 Slovenia	1002	96.5	1.7	1.9
 Slovakia	1006	94.3	2.2	3.5
 Finland	1000	84.5	10.3	5.2
 Sweden	1015	83.9	4.9	11.2
 United Kingdom	1000	80.4	7.1	12.5

Table 1b. Could Europe be more efficient in its use of natural resources? – *by segments*

QUESTION: Q0. Do you think Europe could be more efficient in its use of natural resources?

	Total N	% Yes	% No	% DK/NA
<b>EU27</b>	27164	87.4	4.9	7.6
 <b>SEX</b>				
Male	13133	87.9	5.7	6.4
Female	14031	87	4.2	8.7
 <b>AGE</b>				
15 - 24	3716	89	6.3	4.7
25 - 39	6326	90.9	3.8	5.2
40 - 54	7169	88.9	4.3	6.8
55 +	9465	83.6	5.6	10.7
 <b>EDUCATION (end of)</b>				
Until 15 years of age	3801	81.3	6.8	12
16 - 20	11532	87.3	4.7	8
20 +	8193	90.7	3.9	5.4
Still in education	2662	89.4	6.4	4.2
 <b>URBANISATION</b>				
Metropolitan	4837	88.7	4	7.4
Urban	11701	88.3	4.5	7.2
Rural	10257	86.1	5.9	8
 <b>OCCUPATION</b>				
Self-employed	2611	88.3	4.8	6.9
Employee	9320	89.6	3.9	6.5
Manual worker	2236	91.5	3.8	4.7
Not working	12744	85.1	6	9

Table 2a. Do respondents' households produce too much waste – *by country*

QUESTION: Q1. Do you think that your household is producing too much waste or not?

	Total N	% Yes	% No	% DK/NA
 <b>EU27</b>	27164	40.7	58.1	1.3
<b>COUNTRY</b>				
 Belgium	1002	42.4	56.5	1
 Bulgaria	1005	25.4	73.5	1.1
 Czech Rep.	1001	28.8	70.2	1
 Denmark	1019	49.1	50.2	0.7
 Germany	1011	37	62.6	0.4
 Estonia	1005	32.7	65.3	2
 Greece	1006	43.6	55.4	1
 Spain	1008	51.7	46.9	1.4
 France	1011	49.3	49.4	1.3
 Ireland	1000	43.9	55.4	0.7
 Italy	1005	38.1	60	1.9
 Cyprus	1002	57.3	42.6	0.2
 Latvia	1002	26.8	72.8	0.4
 Lithuania	1029	30.9	63.7	5.4
 Luxembourg	1001	42.3	57.4	0.2
 Hungary	1009	28.3	71	0.8
 Malta	1000	35.9	61.8	2.3
 Netherlands	1000	46.6	52.7	0.7
 Austria	1002	51	47.6	1.4
 Poland	1012	42.5	56.1	1.4
 Portugal	1005	41.6	55.6	2.9
 Romania	1006	24.1	74.9	1.1
 Slovenia	1002	46.5	53	0.5
 Slovakia	1006	36.2	62.6	1.2
 Finland	1000	48.9	50.1	1.1
 Sweden	1015	45.4	51.6	3
 United Kingdom	1000	37.1	61.4	1.5

Table 2b. Do respondents' households produce too much waste – *by segments*

QUESTION: Q1. Do you think that your household is producing too much waste or not?

	Total N	% Yes	% No	% DK/NA
<b>EU27</b>	27164	40.7	58.1	1.3
 <b>SEX</b>				
Male	13133	39.3	59.1	1.6
Female	14031	41.9	57.1	1
 <b>AGE</b>				
15 - 24	3716	40.2	58	1.8
25 - 39	6326	47.8	50.8	1.3
40 - 54	7169	46.6	52.3	1.1
55 +	9465	31.5	67.4	1.1
 <b>EDUCATION (end of)</b>				
Until 15 years of age	3801	34.2	64.5	1.4
16 - 20	11532	38.9	59.9	1.2
20 +	8193	46.8	52	1.1
Still in education	2662	40	58.4	1.5
 <b>URBANISATION</b>				
Metropolitan	4837	46.7	52.4	1
Urban	11701	40.8	57.8	1.5
Rural	10257	38.2	60.6	1.1
 <b>OCCUPATION</b>				
Self-employed	2611	47.5	51.5	1.1
Employee	9320	46.9	51.7	1.4
Manual worker	2236	41.1	57.6	1.3
Not working	12744	34.7	64.2	1.2

Table 3a. Are households separating waste for recycling or composting? – *by country*

QUESTION: Q2. Do you separate at least some of your waste for recycling or composting?

	Total N	% Yes	% No	% DK/NA
 <b>EU27</b>	27164	89.1	10.7	0.1
<b>COUNTRY</b>				
 Belgium	1002	96	3.7	0.2
 Bulgaria	1005	57.4	41.7	0.9
 Czech Rep.	1001	92.2	7.8	0
 Denmark	1019	86.7	13.3	0
 Germany	1011	96.6	3.4	0
 Estonia	1005	84	15.7	0.3
 Greece	1006	78	21.5	0.5
 Spain	1008	87.5	12.5	0
 France	1011	92	8	0
 Ireland	1000	95.6	4.4	0
 Italy	1005	90.6	9.2	0.2
 Cyprus	1002	79.9	20.1	0
 Latvia	1002	59.6	40.1	0.3
 Lithuania	1029	65.5	32.9	1.6
 Luxembourg	1001	97.2	2.8	0
 Hungary	1009	77.1	22.3	0.6
 Malta	1000	89.9	9.8	0.3
 Netherlands	1000	94.1	5.9	0.1
 Austria	1002	97	3	0
 Poland	1012	84.6	15.3	0.1
 Portugal	1005	85.7	14.1	0.2
 Romania	1006	62.3	37.5	0.2
 Slovenia	1002	97.2	2.8	0
 Slovakia	1006	92.1	7.6	0.3
 Finland	1000	96.2	3.6	0.2
 Sweden	1015	94.9	5.1	0.1
 United Kingdom	1000	93.4	6.6	0

Table 3b. Are households separating waste for recycling or composting? – *by segments*

QUESTION: Q2. Do you separate at least some of your waste for recycling or composting?

	Total N	% Yes	% No	% DK/NA
<b>EU27</b>	27164	89.1	10.7	0.1
 <b>SEX</b>				
Male	13133	88	11.8	0.2
Female	14031	90.2	9.7	0.1
 <b>AGE</b>				
15 - 24	3716	84.4	15.2	0.4
25 - 39	6326	87.7	12.3	0
40 - 54	7169	90.8	9.1	0
55 +	9465	90.9	9	0.1
 <b>EDUCATION (end of)</b>				
Until 15 years of age	3801	90.2	9.7	0.1
16 - 20	11532	89.8	10.2	0.1
20 +	8193	90.1	9.9	0
Still in education	2662	85	14.5	0.5
 <b>URBANISATION</b>				
Metropolitan	4837	87.6	12.4	0
Urban	11701	87.8	12.1	0.2
Rural	10257	91.7	8.2	0.1
 <b>OCCUPATION</b>				
Self-employed	2611	88.1	11.9	0
Employee	9320	90.9	9.1	0
Manual worker	2236	88.8	11.1	0.2
Not working	12744	88.3	11.5	0.2

Table 4a. Actions that would convince respondents to separate more waste – *by country*

QUESTION: Q3a\_a-e. What would convince you to separate more of your waste?

Base: those who separate waste

	Total N	Improved separate waste collection at your home	More and better drop-off points for recyclable and compostable waste	More information on how and where to separate waste	Legal obligation to separate waste	Taxes for waste management
 <b>EU27</b>	24216	65.7	75	64.3	58	38
<b>COUNTRY</b>						
 Belgium	962	63.6	65.3	62	63	36.6
 Bulgaria	577	86.4	88.2	78.2	71	55.4
 Czech Rep.	923	48.4	72.3	57.4	36.7	39.3
 Denmark	884	68.3	62.4	55.4	56	38.7
 Germany	977	35.8	59.2	42.6	45.1	23.3
 Estonia	844	65.3	76.7	59.6	55.1	43.4
 Greece	784	81.7	92.3	82.3	51.3	52.2
 Spain	882	74.9	87.2	75.6	59.4	27.6
 France	930	66.1	68.9	59.1	57	28.5
 Ireland	956	81.8	85.7	77.5	69	56.4
 Italy	910	82.7	85.7	81.9	77.7	55.9
 Cyprus	800	88.5	90.7	84	60.8	53.8
 Latvia	598	74.4	76.8	57.5	46.9	33.4
 Lithuania	674	78.3	74.2	68.5	58.9	56
 Luxembourg	973	69.9	75	65.9	63.6	42
 Hungary	778	73.8	83.5	74.1	51.2	27.9
 Malta	899	68.9	76.2	69.4	58.1	23.5
 Netherlands	941	68.4	68.2	53.1	48.4	35.4
 Austria	971	36.4	57.7	50.4	46.4	26.6
 Poland	856	81	87.2	78.7	69.9	46
 Portugal	861	69.1	82	68.1	61	33.9
 Romania	626	80.9	91.1	81.2	76.2	55.8
 Slovenia	974	69.8	83.5	70.2	63.9	48.3
 Slovakia	927	50.6	73.9	58.9	54.9	38
 Finland	962	58	76.2	59.2	53.7	30
 Sweden	963	56.5	68.9	45.5	41	25.6
 United Kingdom	934	75.6	75.2	67.2	56.7	50.9

Table 4b. Actions that would convince respondents to separate more waste – *by segments*

QUESTION: Q3a\_a-e. What would convince you to separate more of your waste?

Base: those who separate waste

	Total N	Improved separate waste collection at your home	More and better drop-off points for recyclable and compostable waste	More information on how and where to separate waste	Legal obligation to separate waste	Taxes for waste management
<b>EU27</b>	24216	65.7	75	64.3	58	38
 <b>SEX</b>						
Male	11561	65.6	75	64.8	57.2	39.3
Female	12655	65.8	75	63.8	58.8	36.9
 <b>AGE</b>						
15 - 24	3135	78.2	83.1	68.1	66.1	45.7
25 - 39	5550	73.6	81.2	67.4	62.9	42.4
40 - 54	6512	65.5	76.9	64.4	54.8	37.2
55 +	8601	56.5	66.7	60.6	54.6	32.7
 <b>EDUCATION (end of)</b>						
Until 15 years of age	3430	61.3	70.2	66.4	59.2	35
16 - 20	10352	65.1	75.8	65.5	57.7	38.2
20 +	7379	66	74.6	61.3	55.7	38.1
Still in education	2264	76.8	82.1	65.9	65.5	42.5
 <b>URBANISATION</b>						
Metropolitan	4235	68.2	80.4	65.5	57.6	38.8
Urban	10273	68.4	76.8	65.7	59.6	38.4
Rural	9408	61.8	71	62.5	56.6	37.2
 <b>OCCUPATION</b>						
Self-employed	2301	64.5	74.5	62	53.8	37.5
Employee	8472	68.2	78	63	57	40.1
Manual worker	1985	71.3	79.2	71.7	65.3	38.7
Not working	11256	63.4	72.2	64.4	58.5	36.4

Table 5a. Actions that would convince respondents to separate waste – *by country*

QUESTION: Q3b\_a-e. What would convince you to separate at least some of your waste?

Base: those who do not separate waste

	Total N	Improved separate waste collection at your home	More and better drop-off points for recyclable and compostable waste	More information on how and where to separate waste	Legal obligation to separate waste	Taxes for waste management
 <b>EU27</b>	2948	77.3	79.9	66.2	62.8	45.4
<b>COUNTRY</b>						
 Belgium	40	42.1	49.2	48.6	50.4	39.7
 Bulgaria	428	86.8	94.3	77.2	71.7	57.2
 Czech Rep.	78	51.7	72.2	48.1	27	18.2
 Denmark	135	73	67.9	62.9	52.9	44.4
 Germany	34	60.6	46.3	47.8	37.7	21.6
 Estonia	161	59.8	68.6	49.6	52.8	42.1
 Greece	222	80.4	89.7	78.5	53.5	55.5
 Spain	126	77.8	87.5	57.9	63.5	36.2
 France	81	69.1	72.2	59.6	53.9	26.9
 Ireland	44	79.4	74.8	57.7	53.8	45
 Italy	95	91	84.1	83.6	77.7	68.2
 Cyprus	202	82.7	86.9	81.4	64.9	55.3
 Latvia	404	71.2	74.7	55.3	49.8	35.3
 Lithuania	355	82.9	76.9	65	62.4	56
 Luxembourg	28	59.9	66.9	74.2	66.2	44.8
 Hungary	231	72.2	78.9	74.5	51.2	42.6
 Malta	101	69.7	73.8	60.5	45.5	18.3
 Netherlands	59	59.7	69.3	52.8	44.7	26.2
 Austria	31	71	75.3	31.1	70.8	37.9
 Poland	156	87.9	87.5	69.5	74.6	56.2
 Portugal	144	74.8	85.3	59.6	57.6	31.5
 Romania	380	84	86.8	73.8	77.4	51.7
 Slovenia	28	78.9	84.1	76.7	58.2	49.3
 Slovakia	79	50.7	74	51	28.6	36.1
 Finland	38	45.2	62.3	44.8	41	8.9
 Sweden	52	62.1	67	59.2	52.8	29.1
 United Kingdom	66	63.8	66.5	52.9	54.1	42.9

Table 5b. Actions that would convince respondents to separate waste – *by segments*

QUESTION: Q3b\_a-e. What would convince you to separate at least some of your waste?

Base: those who do not separate waste

	Total N	Improved separate waste collection at your home	More and better drop-off points for recyclable and compostable waste	More information on how and where to separate waste	Legal obligation to separate waste	Taxes for waste management
<b>EU27</b>	2948	77.3	79.9	66.2	62.8	45.4
 <b>SEX</b>						
Male	1572	77.1	79.4	63.7	59.9	43.1
Female	1376	77.5	80.4	69.1	66.2	48
 <b>AGE</b>						
15 - 24	581	79	80.6	61.4	62.7	50.8
25 - 39	777	77.3	82.3	64.2	65.2	44.1
40 - 54	656	78.3	76.8	66.5	59.4	40.9
55 +	865	75.2	79.8	71.2	63	44.9
 <b>EDUCATION (end of)</b>						
Until 15 years of age	372	66.8	81.4	69.7	61.7	43.6
16 - 20	1180	80.6	84.1	71.5	70.8	47.6
20 +	814	78.4	77.7	62.4	51.9	38.9
Still in education	398	76	73.7	57.2	62	51.9
 <b>URBANISATION</b>						
Metropolitan	601	75	78.7	57.7	61.3	42.2
Urban	1428	79.5	81.5	69.7	62.3	47.5
Rural	849	75.5	79.5	65.9	63.8	42.9
 <b>OCCUPATION</b>						
Self-employed	310	69.9	63.1	55.3	54.7	37.7
Employee	848	81	83.7	65.8	62.6	42.5
Manual worker	251	85.7	87.9	73.2	76.5	56.5
Not working	1488	74.9	79.6	67.6	62.5	46.1

Table 5c. Actions that would convince respondents to separate waste – *by segments*

QUESTION: Q3a/b\_a-e. What would convince you to separate at least some of your waste?

Base: all respondents

	Total N	Improved separate waste collection at your home	More and better drop-off points for recyclable and compostable waste	More information on how and where to separate waste	Legal obligation to separate waste	Taxes for waste management
<b>EU27</b>	27164	67	75.5	64.5	58.6	38.8
 <b>SEX</b>						
Male	13133	67	75.6	64.7	57.5	39.7
Female	14031	67	75.5	64.4	59.5	38
 <b>AGE</b>						
15 - 24	3716	78.3	82.7	67.1	65.6	46.5
25 - 39	6326	74.1	81.3	67	63.2	42.6
40 - 54	7169	66.7	76.9	64.6	55.2	37.6
55 +	9465	58.2	67.9	61.6	55.4	33.8
 <b>EDUCATION (end of)</b>						
Until 15 years of age	3801	61.8	71.3	66.7	59.5	35.8
16 - 20	11532	66.7	76.6	66.1	59.1	39.1
20 +	8193	67.2	74.9	61.4	55.3	38.2
Still in education	2662	76.7	80.8	64.7	65	43.9
 <b>URBANISATION</b>						
Metropolitan	4837	69.1	80.2	64.5	58.1	39.2
Urban	11701	69.8	77.4	66.2	60.0	39.5
Rural	10257	63	71.7	62.7	57.2	37.7
 <b>OCCUPATION</b>						
Self-employed	2611	65.1	73.2	61.2	53.9	37.5
Employee	9320	69.3	78.5	63.2	57.5	40.3
Manual worker	2236	72.9	80.2	71.9	66.5	40.7
Not working	12744	64.7	73.1	64.8	59	37.6

Table 6a. Actions to improve waste management in respondents' communities – *by country*

QUESTION: Q4\_a-d. What do you think needs to be done to improve waste management in your community?

	Total N	Stronger law enforcement on waste management	Better waste collection services	Make producers pay for collection and recycling of waste	Make households pay for the waste they produce
 <b>EU27</b>	27164	64.7	70.1	62.8	38.1
<b>COUNTRY</b>					
 Belgium	1002	55.8	59.3	53.2	31.9
 Bulgaria	1005	87.6	91	76	46.8
 Czech Rep.	1001	58	72.9	60.6	42.6
 Denmark	1019	42.7	64.2	47.9	38.3
 Germany	1011	50.8	31.6	53.8	31.2
 Estonia	1005	62.8	81.4	64	41.6
 Greece	1006	69.1	92.7	61.6	28.4
 Spain	1008	70	82.4	60.1	26.4
 France	1011	60.6	72.2	68.8	31.4
 Ireland	1000	78.7	82.6	77.1	57.7
 Italy	1005	80.1	86.9	64.8	64.9
 Cyprus	1002	65.9	88.2	61.5	38.6
 Latvia	1002	57.4	79.8	56.2	34.2
 Lithuania	1029	64.9	80.6	65.7	43.6
 Luxembourg	1001	67	61.2	64.1	51.4
 Hungary	1009	64.3	82.4	71.7	33.2
 Malta	1000	73.9	69.6	35.3	14.2
 Netherlands	1000	56.2	64.8	59.2	46.1
 Austria	1002	50.5	31.4	61.3	33.9
 Poland	1012	76.5	86.4	75.7	43.9
 Portugal	1005	59.7	80.5	51.1	24.1
 Romania	1006	83.9	92.3	75.8	60.9
 Slovenia	1002	68.9	72.7	76.4	45.7
 Slovakia	1006	64.2	82.5	57.2	44.1
 Finland	1000	57.8	77.6	51.4	31.5
 Sweden	1015	49.9	56.5	53.9	32.6
 United Kingdom	1000	62.8	73.5	61.8	26.5

Table 6b. Actions to improve waste management in respondents' communities – *by segments*

QUESTION: Q4\_a-d. What do you think needs to be done to improve waste management in your community?

	Total N	Stronger law enforcement on waste management	Better waste collection services	Make producers pay for collection and recycling of waste	Make households pay for the waste they produce
<b>EU27</b>	27164	64.7	70.1	62.8	38.1
 <b>SEX</b>					
Male	13133	64.4	69.7	63.7	38.2
Female	14031	65.1	70.5	62	38
 <b>AGE</b>					
15 - 24	3716	70.2	76.9	59.8	34.3
25 - 39	6326	66.9	77.1	62.8	38.6
40 - 54	7169	64.8	71.2	65.4	39.9
55 +	9465	61.4	62.4	62.1	38
 <b>EDUCATION (end of)</b>					
Until 15 years of age	3801	63.2	66.4	61.1	39
16 - 20	11532	66.1	69.7	64.2	37.7
20 +	8193	62.9	70.2	64.1	38.5
Still in education	2662	68.1	78.2	58	35.9
 <b>URBANISATION</b>					
Metropolitan	4837	65.7	75.4	64.2	37.3
Urban	11701	66.6	74.1	63.6	38.4
Rural	10257	62.2	63.4	61.6	38.1
 <b>OCCUPATION</b>					
Self-employed	2611	61.9	70.6	59.8	40.2
Employee	9320	64.8	70.6	65.4	37.3
Manual worker	2236	69.6	77	63.7	39.8
Not working	12744	64.5	68.6	61.5	38.1

Table 7a. Estimated percentage of food that goes to waste – *by country*

QUESTION: Q5. Can you estimate what percentage of the food you buy goes to waste?

	Total N	% 15 percent or less	% 16 to 30 percent	% 31 to 50 percent	% More than 50 percent	% None	% DK/NA
 <b>EU27</b>	27164	71.4	12.6	2.7	0.9	11.1	1.3
<b>COUNTRY</b>							
 Belgium	1002	68.4	12.7	1.6	0.5	15.2	1.6
 Bulgaria	1005	62.7	13.7	3.5	2	16.1	2
 Czech Rep.	1001	55.4	7.8	0.5	0.3	35.6	0.4
 Denmark	1019	72.1	22.9	2.5	0.1	0.9	1.5
 Germany	1011	80.7	11.3	2.4	0.5	4.5	0.5
 Estonia	1005	61.5	10.4	3.2	0.7	22.7	1.6
 Greece	1006	58.9	22.8	4.6	1.3	11.7	0.8
 Spain	1008	69.2	12.6	3.3	1.2	12.3	1.4
 France	1011	68	10.9	2.8	0.6	17.2	0.5
 Ireland	1000	67.7	21.6	4.6	3.4	1.6	1.2
 Italy	1005	75.2	15	1.8	0.9	4.4	2.6
 Cyprus	1002	45.6	29.9	10.4	2.9	7	4.1
 Latvia	1002	63.8	16.5	4.2	1.3	11.7	2.5
 Lithuania	1029	54.7	16.7	4.5	2.4	19.1	2.6
 Luxembourg	1001	69.5	19.2	5.8	1.2	2.7	1.6
 Hungary	1009	65.7	12.2	2.9	1.8	15.2	2.3
 Malta	1000	65.9	7.8	2.8	0.4	21.6	1.6
 Netherlands	1000	74.6	13.2	1.5	0.6	9	1.1
 Austria	1002	74	11.9	2.7	1.1	8.7	1.5
 Poland	1012	66.7	11.6	1	0	20.6	0.2
 Portugal	1005	63.7	9.1	1.5	1.4	18.5	5.8
 Romania	1006	57.5	13.1	4.1	1.6	22.1	1.5
 Slovenia	1002	72.9	10.6	1.8	1.2	13.5	0.1
 Slovakia	1006	60.5	5.5	1.1	0.7	30.4	1.8
 Finland	1000	77.2	13.3	0.4	0.2	8	0.9
 Sweden	1015	76.6	14.3	1.4	0.2	5	2.6
 United Kingdom	1000	77.4	12	4.5	1.6	3.3	1.3

Table 7b. Estimated percentage of food that goes to waste – *by segments*

QUESTION: Q5. Can you estimate what percentage of the food you buy goes to waste?

	Total N	% 15 percent or less	% 16 to 30 percent	% 31 to 50 percent	% More than 50 percent	% None	% DK/NA
<b>EU27</b>	27164	71.4	12.6	2.7	0.9	11.1	1.3
 <b>SEX</b>							
Male	13133	73.3	12.6	2.3	1	9.4	1.4
Female	14031	69.6	12.6	3	0.8	12.7	1.2
 <b>AGE</b>							
15 - 24	3716	60	26	7.3	2.3	2.7	1.7
25 - 39	6326	72.4	16.2	3.1	1.1	6	1.2
40 - 54	7169	77	11.2	2.1	0.6	8.3	0.9
55 +	9465	70.8	6.2	1.1	0.5	19.9	1.5
 <b>EDUCATION (end of)</b>							
Until 15 years of age	3801	70.7	7.9	1.7	0.6	17.3	1.8
16 - 20	11532	71	12.6	2.3	0.8	12	1.2
20 +	8193	75.3	12.3	2.3	0.7	8.7	0.8
Still in education	2662	65.1	21.5	7	2.3	2.7	1.4
 <b>URBANISATION</b>							
Metropolitan	4837	73.3	13.3	2.8	0.6	9.1	0.9
Urban	11701	70.3	13.4	2.7	1.2	10.9	1.5
Rural	10257	71.8	11.4	2.6	0.7	12.4	1.1
 <b>OCCUPATION</b>							
Self-employed	2611	74.3	12.6	2.2	1.2	8.8	0.9
Employee	9320	76	13.6	2.7	0.8	5.9	1
Manual worker	2236	67.8	17.3	3	0.5	9.5	1.9
Not working	12744	68.1	11.1	2.6	1	15.7	1.5

Table 8a. What would help people to waste less food? – *by country*

QUESTION: Q6\_a-d. What would help you to waste less food?

Base: those who buy food that goes to waste

	Total N	Better information on food product labels, e.g. how to interpret 'best before' dates, information on storage and preparation	Better shopping planning by my household	Better estimate portion sizes (how much food you cook) to avoid excess food	Smaller portion sizes available in shops
 <b>EU27</b>	24144	61.4	58.3	62.1	58.4
<b>COUNTRY</b>					
 Belgium	849	51	59.2	56	60.1
 Bulgaria	843	87.9	78.8	75.2	75.4
 Czech Rep.	644	46.3	48.1	37.4	40.9
 Denmark	1010	31.8	53.4	48.5	53.5
 Germany	965	55.5	37.6	47.2	49.8
 Estonia	777	56.5	68.7	63.1	56.4
 Greece	889	73.8	84.5	81.1	47.7
 Spain	884	68.7	70.2	71.3	68.7
 France	837	56.2	50.8	57.8	56.8
 Ireland	984	71.1	72	74.3	72.5
 Italy	960	68.5	73.5	81.2	71.4
 Cyprus	932	74.6	87	83.1	57.2
 Latvia	884	62.9	54.1	48.7	50.7
 Lithuania	833	66.8	71.5	61.5	54.4
 Luxembourg	974	68.1	63.1	67.9	66.9
 Hungary	856	70.4	59.7	59.9	58.9
 Malta	784	69.9	77.6	81	56.2
 Netherlands	910	47.6	46.7	59.5	56.5
 Austria	915	42.1	47.9	43.6	49.2
 Poland	804	73	72.1	73	65.5
 Portugal	819	64.7	70.5	72.3	54.3
 Romania	784	79.4	80.2	70.1	54.5
 Slovenia	867	59.6	58.7	61.3	45
 Slovakia	700	51.5	37.7	42.5	42.9
 Finland	920	43.1	57.9	58.8	49.4
 Sweden	964	42	47.5	46	34.6
 United Kingdom	967	59.5	54.5	58.6	58.9

Table 8b. What would help people to waste less food? – *by segments*

QUESTION: Q6\_a-d. What would help you to waste less food?

Base: those who buy food that goes to waste

	Total N	Better information on food product labels, e.g. how to interpret 'best before' dates, information on storage and preparation	Better shopping planning by my household	Better estimate portion sizes (how much food you cook) to avoid excess food	Smaller portion sizes available in shops
<b>EU27</b>	24144	61.4	58.3	62.1	58.4
 <b>SEX</b>					
Male	11899	60.9	58.5	62.1	55.6
Female	12245	61.9	58.2	62.1	61.2
 <b>AGE</b>					
15 - 24	3616	63.3	67.1	76.6	57
25 - 39	5947	56.9	64.5	65.5	58.4
40 - 54	6576	60.1	58.7	59.4	54
55 +	7584	64.8	48.9	54.9	62.3
 <b>EDUCATION (end of)</b>					
Until 15 years of age	3145	67.5	57.3	61.8	63.3
16 - 20	10143	65.6	57.5	63.2	59.7
20 +	7480	53	57.6	56.8	54.7
Still in education	2591	61	64.8	73.6	57.3
 <b>URBANISATION</b>					
Metropolitan	4396	58.5	58.4	60.2	55.7
Urban	10426	62.1	61.4	65.4	61
Rural	8988	61.9	54.8	59.3	56.8
 <b>OCCUPATION</b>					
Self-employed	2381	55.5	59.9	56.3	48.8
Employee	8769	56.1	58.2	60	55.9
Manual worker	2023	70.7	69.5	73.4	64.3
Not working	10743	65.4	56	63	61.5

Table 9a. Importance of a product's environmental impact – *by country*

QUESTION: Q7. How important for you is a product's environmental impact - e.g. whether the product is reusable or recyclable - when making a decision on what products to buy?

	Total N	% Very important	% Rather important	% Rather not important	% Not at all important	% DK/NA
 <b>EU27</b>	27164	38.5	41.3	12.4	6.1	1.7
<b>COUNTRY</b>						
 Belgium	1002	31	43.6	12.6	9.8	3
 Bulgaria	1005	37.8	35	12.4	9.5	5.3
 Czech Rep.	1001	34.4	32.4	19.4	12.3	1.4
 Denmark	1019	26.5	38.4	29.3	4.9	0.9
 Germany	1011	40	39	15.4	4.4	1.2
 Estonia	1005	17.3	42.9	21.9	13.7	4.2
 Greece	1006	53.2	30.4	6.4	5.7	4.2
 Spain	1008	46.9	37.8	10.7	3.3	1.3
 France	1011	25.6	51	13.2	8.7	1.5
 Ireland	1000	40.6	38.4	10.6	9.9	0.5
 Italy	1005	52.6	39.2	6.7	1.1	0.4
 Cyprus	1002	56.1	27.4	7.8	6.6	2.2
 Latvia	1002	21.3	38.9	19.5	16.3	4.1
 Lithuania	1029	23.9	36.2	19.9	13.3	6.8
 Luxembourg	1001	46.1	42.2	9.1	2.2	0.4
 Hungary	1009	37.1	43.6	9.5	7.6	2.1
 Malta	1000	45.6	26.3	16.7	9.4	1.9
 Netherlands	1000	24.8	47.6	14.6	11.6	1.5
 Austria	1002	53.9	32	10.2	3.1	0.7
 Poland	1012	38.4	47.4	9.3	2.5	2.5
 Portugal	1005	56.3	22.5	12.6	4.2	4.4
 Romania	1006	44.4	36.2	8.8	6.1	4.5
 Slovenia	1002	41.4	46.5	7.3	3.4	1.5
 Slovakia	1006	22.4	40.5	21.1	14.4	1.7
 Finland	1000	22	51.2	20	4.7	2.1
 Sweden	1015	23.8	51.8	15.7	6	2.6
 United Kingdom	1000	32.7	42.7	13.4	10.4	0.7

Table 9b. Importance of a product's environmental impact – *by segments*

QUESTION: Q7. How important for you is a product's environmental impact - e.g. whether the product is reusable or recyclable - when making a decision on what products to buy?

	Total N	% Very important	% Rather important	% Rather not important	% Not at all important	% DK/NA
<b>EU27</b>	27164	38.5	41.3	12.4	6.1	1.7
 <b>SEX</b>						
Male	13133	36	41.5	13.8	7.1	1.5
Female	14031	40.9	41.1	11	5.1	1.8
 <b>AGE</b>						
15 - 24	3716	27.8	48.7	16.9	6.2	0.4
25 - 39	6326	32.4	44.7	15.4	6.5	0.9
40 - 54	7169	41	41.8	10.4	5.7	1.1
55 +	9465	44.7	36.2	10	5.9	3.1
 <b>EDUCATION (end of)</b>						
Until 15 years of age	3801	43.1	38.7	9.3	6.1	2.8
16 - 20	11532	40.4	39.8	12.4	5.9	1.5
20 +	8193	37.1	42.5	12.9	6.1	1.4
Still in education	2662	27.6	50.1	15.9	6.1	0.3
 <b>URBANISATION</b>						
Metropolitan	4837	35.8	43.6	12.9	6.5	1.2
Urban	11701	38.6	41.5	12.4	5.9	1.7
Rural	10257	39.2	40.5	12.2	6.3	1.9
 <b>OCCUPATION</b>						
Self-employed	2611	39	41.3	11.9	6.7	1.1
Employee	9320	35.6	43.7	14.3	5.6	0.8
Manual worker	2236	37.8	44.1	11.4	5.4	1.3
Not working	12744	40.6	39.2	11.3	6.4	2.5

Table 10a. Willingness to buy second-hand products: Textiles – *by country*

QUESTION: Q8\_a. Would you buy the following products second-hand? - Textiles (clothing, bedding, curtains etc.)

	Total N	% Yes	% No	% Will not buy any of these products second-hand	% DK/NA
 <b>EU27</b>	27164	35.9	57.6	5.6	0.9
<b>COUNTRY</b>					
 Belgium	1002	34.3	56.4	7.8	1.5
 Bulgaria	1005	34.4	58.9	5.7	1
 Czech Rep.	1001	31.2	64.7	2.7	1.5
 Denmark	1019	49.2	48.4	1.4	1
 Germany	1011	34.7	63.5	1.5	0.3
 Estonia	1005	60.3	36.9	1.3	1.5
 Greece	1006	20.7	76	2.2	1
 Spain	1008	29.4	65.5	4.5	0.7
 France	1011	44.1	42	13.4	0.4
 Ireland	1000	27.6	70.5	1.7	0.2
 Italy	1005	24	66	8.1	1.9
 Cyprus	1002	13.2	79.4	6.2	1.1
 Latvia	1002	51.1	45.7	2.6	0.7
 Lithuania	1029	46.4	44.9	4.1	4.5
 Luxembourg	1001	32.4	66	1.1	0.5
 Hungary	1009	41.8	47.7	9.1	1.3
 Malta	1000	14.9	78	5.7	1.5
 Netherlands	1000	35.1	60	3.8	1.1
 Austria	1002	34.8	61.1	3.6	0.6
 Poland	1012	41.1	53.1	4.4	1.4
 Portugal	1005	31.8	61	3	4.2
 Romania	1006	27.8	63.6	8.5	0.1
 Slovenia	1002	30	68.3	0.5	1.3
 Slovakia	1006	28.4	52.8	18.6	0.2
 Finland	1000	64.3	31.6	3.6	0.5
 Sweden	1015	53.6	42.3	2.5	1.6
 United Kingdom	1000	43.5	52.7	3.1	0.7

Table 10b. Willingness to buy second-hand products: Textiles – *by segments*

QUESTION: Q8\_a. Would you buy the following products second-hand? - Textiles (clothing, bedding, curtains etc.)

	Total N	% Yes	% No	% Will not buy any of these products second-hand	% DK/NA
<b>EU27</b>	27164	35.9	57.6	5.6	0.9
 <b>SEX</b>					
Male	13133	32.7	60.8	5.5	1
Female	14031	38.8	54.7	5.6	0.9
 <b>AGE</b>					
15 - 24	3716	39.3	56.6	2.9	1.2
25 - 39	6326	42.3	52.1	4.8	0.8
40 - 54	7169	38.2	56.1	5	0.7
55 +	9465	28.4	63.4	7.1	1.1
 <b>EDUCATION (end of)</b>					
Until 15 years of age	3801	28.9	62.1	8.1	1
16 - 20	11532	36.6	56.9	5.6	0.9
20 +	8193	37.4	57.5	4.4	0.7
Still in education	2662	39.3	56.2	3.8	0.7
 <b>URBANISATION</b>					
Metropolitan	4837	36.5	57.6	5.3	0.6
Urban	11701	34.4	58.8	5.9	0.9
Rural	10257	37.5	56.2	5.3	1
 <b>OCCUPATION</b>					
Self-employed	2611	35.9	58.5	4.9	0.7
Employee	9320	39.5	54.7	5.1	0.8
Manual worker	2236	39.7	54.6	4.3	1.5
Not working	12744	32.5	60.3	6.2	1

Table 11a. Willingness to buy second-hand products: Electronic equipment – *by country*

QUESTION: Q8\_b. Would you buy the following products second-hand? - Electronic equipment

	Total N	% Yes	% No	% Will not buy any of these products second-hand	% DK/NA
 <b>EU27</b>	27164	45	48.9	4.8	1.3
<b>COUNTRY</b>					
 Belgium	1002	30.9	61.4	7.6	0.2
 Bulgaria	1005	33.8	59.1	5.5	1.6
 Czech Rep.	1001	29.1	67.2	2.8	0.9
 Denmark	1019	51.6	45.2	1.7	1.4
 Germany	1011	50.3	48.2	0.8	0.7
 Estonia	1005	37.1	58.5	2.1	2.3
 Greece	1006	38.2	58.8	1.5	1.5
 Spain	1008	53.3	43	2.6	1.1
 France	1011	50.3	36.6	11.8	1.3
 Ireland	1000	41.9	56.6	1.4	0.1
 Italy	1005	38.7	51.7	7.1	2.4
 Cyprus	1002	34	58.5	5.8	1.8
 Latvia	1002	39	58.2	1.8	1
 Lithuania	1029	38.2	53.6	4.1	4.2
 Luxembourg	1001	38	60.6	1.1	0.3
 Hungary	1009	35.1	54.5	9.6	0.8
 Malta	1000	27.2	65.9	4.9	1.9
 Netherlands	1000	45.8	50.1	3.3	0.9
 Austria	1002	50.2	44.9	2.7	2.3
 Poland	1012	47.3	47.3	4.2	1.3
 Portugal	1005	48.2	44.1	2.4	5.3
 Romania	1006	27.8	62.9	8.1	1.2
 Slovenia	1002	54.7	43.5	0.3	1.5
 Slovakia	1006	23.9	56.9	18.2	1
 Finland	1000	50.3	44.3	4.5	0.9
 Sweden	1015	55.1	39.1	2.3	3.6
 United Kingdom	1000	45.7	51.1	2.4	0.7

Table 11b. Willingness to buy second-hand products: Electronic equipment – *by segments*

QUESTION: Q8\_b. Would you buy the following products second-hand? - Electronic equipment

	Total N	% Yes	% No	% Will not buy any of these products second-hand	% DK/NA
<b>EU27</b>	27164	45	48.9	4.8	1.3
 <b>SEX</b>					
Male	13133	48.9	45.8	4.2	1.1
Female	14031	41.4	51.7	5.3	1.6
 <b>AGE</b>					
15 - 24	3716	62.3	33.5	3.2	1
25 - 39	6326	59.3	36.5	3	1.1
40 - 54	7169	47.6	47.2	4.1	1.1
55 +	9465	27.1	64.4	6.7	1.8
 <b>EDUCATION (end of)</b>					
Until 15 years of age	3801	30.4	60.3	7.5	1.8
16 - 20	11532	43.6	50.3	4.8	1.3
20 +	8193	48.8	46.7	3.5	1
Still in education	2662	62.4	33.6	2.9	1
 <b>URBANISATION</b>					
Metropolitan	4837	50.2	44.2	4.6	1
Urban	11701	44.1	49.7	5	1.3
Rural	10257	43.8	50.2	4.5	1.5
 <b>OCCUPATION</b>					
Self-employed	2611	50.6	45	3.5	1
Employee	9320	52.8	42.5	3.6	1.1
Manual worker	2236	49.8	44.1	4.6	1.6
Not working	12744	37.5	55.1	5.9	1.5

Table 12a. Willingness to buy second-hand products: Furniture – *by country*

QUESTION: Q8\_c. Would you buy the following products second-hand? - Furniture

	Total N	% Yes	% No	% Will not buy any of these products second-hand	% DK/NA
 <b>EU27</b>	27164	55.5	39.4	4.1	1
<b>COUNTRY</b>					
 Belgium	1002	51.9	40.5	7	0.6
 Bulgaria	1005	31.7	61.4	5.2	1.6
 Czech Rep.	1001	37.2	60.1	1.5	1.2
 Denmark	1019	72.3	26.5	0.8	0.5
 Germany	1011	52.6	45.8	1	0.6
 Estonia	1005	54.2	41.3	1.5	3
 Greece	1006	44	53.5	1.5	1
 Spain	1008	58.9	37.2	2.4	1.4
 France	1011	69.6	23	7.3	0.1
 Ireland	1000	57.3	41	1.4	0.3
 Italy	1005	47.8	43.1	7.3	1.8
 Cyprus	1002	35.7	56.1	6	2.3
 Latvia	1002	42.2	53.6	2.4	1.8
 Lithuania	1029	50.9	40.2	4.1	4.8
 Luxembourg	1001	47.8	51	1.1	0.1
 Hungary	1009	51.4	39.6	8.4	0.7
 Malta	1000	39.8	53.1	5.1	2
 Netherlands	1000	64.3	32	3	0.7
 Austria	1002	55.1	40.9	2.8	1.2
 Poland	1012	52.2	42.7	4.1	1
 Portugal	1005	60	34.1	2.6	3.2
 Romania	1006	29.3	61.6	8.2	0.9
 Slovenia	1002	56.7	42.1	0.3	1
 Slovakia	1006	29.7	51.3	18.6	0.4
 Finland	1000	77.9	19.1	2.5	0.6
 Sweden	1015	81.5	14.8	2.1	1.6
 United Kingdom	1000	64.4	32.8	2.1	0.6

Table 12b. Willingness to buy second-hand products: Furniture – *by segments*

QUESTION: Q8\_c. Would you buy the following products second-hand? - Furniture

	Total N	% Yes	% No	% Will not buy any of these products second-hand	% DK/NA
<b>EU27</b>	27164	55.5	39.4	4.1	1
 <b>SEX</b>					
Male	13133	54.6	40.4	3.9	1.1
Female	14031	56.2	38.5	4.4	0.9
 <b>AGE</b>					
15 - 24	3716	66.2	30.9	1.9	1.1
25 - 39	6326	66.6	30.1	2.9	0.5
40 - 54	7169	57.8	37.9	3.5	0.9
55 +	9465	42.1	50.7	5.9	1.3
 <b>EDUCATION (end of)</b>					
Until 15 years of age	3801	43.1	48.5	6.4	1.9
16 - 20	11532	54	40.9	4.3	0.8
20 +	8193	60.7	35.7	2.8	0.7
Still in education	2662	65.7	31.1	2.3	0.9
 <b>URBANISATION</b>					
Metropolitan	4837	61	34.5	4.1	0.4
Urban	11701	53	41.5	4.5	1
Rural	10257	55.7	39.5	3.6	1.2
 <b>OCCUPATION</b>					
Self-employed	2611	59.2	37.4	2.8	0.6
Employee	9320	62.3	33.8	3.2	0.7
Manual worker	2236	59.8	35.8	3.4	1
Not working	12744	49.1	44.6	5.1	1.2

Table 13a. Reasons for not buying second-hand products – *by country*

QUESTION: Q9. What prevents you from buying these products second-hand?

Base: those who would not buy at least one of the products second-hand

	Total N	Health and safety concerns	Quality/usability of the product	Less appealing look of the product	Afraid of what others might think of you	Other	DK/NA
 <b>EU27</b>	20854	49.8	58.4	24.9	4.5	12.6	2.9
<b>COUNTRY</b>							
 Belgium	820	21.7	64.6	8.5	1.8	16.5	7
 Bulgaria	864	43	52.8	17.2	3.2	11.9	1.1
 Czech Rep.	762	45.1	63.6	14.4	3.9	12.9	1.2
 Denmark	699	24.5	58.5	32.5	2.5	19.6	3.7
 Germany	795	52.8	61.2	32	3.7	11.7	3.4
 Estonia	737	44.7	64.6	38.4	7	9.7	3.2
 Greece	872	70	47.9	13.4	3.7	6.7	1.5
 Spain	757	54.4	49.5	13.9	1.7	11.7	2.4
 France	718	34.6	57	16.2	2.9	21.8	1.9
 Ireland	834	74.8	78.5	52.6	10.7	6.4	2.2
 Italy	796	42.4	62.4	23.9	9	4.5	3.2
 Cyprus	894	66.4	55.1	22.7	9.2	9.3	0.8
 Latvia	768	41.2	47.7	16.4	3.1	21.1	3.4
 Lithuania	765	46.4	58	25.3	3.5	6.9	5.5
 Luxembourg	814	52.9	71.1	33.8	3.1	8.6	2
 Hungary	795	67.8	54.7	17.2	2.1	9.7	2.2
 Malta	904	46.9	59.6	18.3	3.3	16.7	1.9
 Netherlands	772	31.1	59.8	25	2.9	14.7	4.5
 Austria	779	50.3	59.5	27.7	3.2	11.4	4.1
 Poland	774	53.7	48	27.5	5.2	10.5	1.5
 Portugal	710	50.6	51.2	21.8	4.4	28.5	2.1
 Romania	885	57.3	52.3	19.8	4.4	10.5	3
 Slovenia	780	50.7	53	22.2	3.1	8.8	4.7
 Slovakia	836	40.2	65.2	17.4	7.5	11.8	1.2
 Finland	604	46.2	70.9	37.5	2.9	9.2	3.4
 Sweden	637	35.9	51.1	16.3	1	24.3	5.1
 United Kingdom	747	67	68.5	41.2	6.4	13.8	3.9

Table 13b. Reasons for not buying second-hand products – *by segments*

QUESTION: Q9. What prevents you from buying these products second-hand?

Base: those who would not buy at least one of the products second-hand

	Total N	Health and safety concerns	Quality/usability of the product	Less appealing look of the product	Afraid of what others might think of you	Other	DK/NA
<b>EU27</b>	20854	49.8	58.4	24.9	4.5	12.6	2.9
 <b>SEX</b>							
Male	10116	47	60.3	24.2	4.8	12.1	2.5
Female	10738	52.4	56.7	25.5	4.2	13.2	3.4
 <b>AGE</b>							
15 - 24	2693	52.9	65.1	32.4	7.2	5.8	1.4
25 - 39	4408	50.9	60.5	25.5	4.6	9.2	2.1
40 - 54	5393	53.3	59.1	24.1	4.9	10.7	2.5
55 +	8006	45.8	54.5	22.3	3.1	18.1	4.1
 <b>EDUCATION (end of)</b>							
Until 15 years of age	3154	47.1	56	22.7	6	17.1	4.2
16 - 20	8835	51.7	59.6	25.6	5.1	12.6	2.5
20 +	6190	49.9	57.7	23.6	2.4	11.4	2.2
Still in education	1957	49.1	63.8	30.7	5.5	5.5	2.8
 <b>URBANISATION</b>							
Metropolitan	3628	50.2	58.9	24	4.1	11.8	2.7
Urban	9044	50.3	57.8	25.9	4.8	12.3	3.2
Rural	7902	49.6	59.3	23.7	4.2	13.4	2.7
 <b>OCCUPATION</b>							
Self-employed	1942	48	60.1	23.8	5.7	12.1	1.6
Employee	6890	52.2	60.2	26.9	3.9	10.3	2.2
Manual worker	1596	55.4	61.8	26.4	6.4	9.2	2.4
Not working	10245	47.8	56.2	23.5	4.4	14.8	3.7

Table 14a. Willingness to buy products made of recycled materials – *by country*

QUESTION: Q10. Would you buy products made of recycled materials?

	Total N	% Yes	% No	% DK/NA
 <b>EU27</b>	27164	85.6	10.9	3.5
<b>COUNTRY</b>				
 Belgium	1002	91.5	5.7	2.8
 Bulgaria	1005	63.6	30.5	5.9
 Czech Rep.	1001	75.7	16.5	7.9
 Denmark	1019	95.8	3.4	0.9
 Germany	1011	91.4	6.4	2.3
 Estonia	1005	70.7	20.4	8.9
 Greece	1006	81.6	14.2	4.2
 Spain	1008	87.2	9.8	3
 France	1011	93.6	5.3	1.1
 Ireland	1000	93	5.9	1.1
 Italy	1005	84	11.4	4.7
 Cyprus	1002	82	11.2	6.7
 Latvia	1002	62.8	30.4	6.8
 Lithuania	1029	51	36.2	12.8
 Luxembourg	1001	91.5	8.2	0.3
 Hungary	1009	78.5	12.3	9.1
 Malta	1000	83.3	10.6	6.1
 Netherlands	1000	95.1	3	2
 Austria	1002	91.1	6.6	2.2
 Poland	1012	67.4	26.3	6.3
 Portugal	1005	85.8	7.7	6.5
 Romania	1006	55.1	36.2	8.8
 Slovenia	1002	88.4	8.7	3
 Slovakia	1006	78.6	15.1	6.3
 Finland	1000	93.8	4.9	1.4
 Sweden	1015	96.2	2.1	1.7
 United Kingdom	1000	95	4	1

Table 14b. Willingness to buy products made of recycled materials – *by segments*

QUESTION: Q10. Would you buy products made of recycled materials?

	Total N	% Yes	% No	% DK/NA
<b>EU27</b>	27164	85.6	10.9	3.5
 <b>SEX</b>				
Male	13133	86.9	10.3	2.8
Female	14031	84.4	11.4	4.2
 <b>AGE</b>				
15 - 24	3716	89.9	8	2.2
25 - 39	6326	91.5	6.4	2.1
40 - 54	7169	88.2	9.1	2.7
55 +	9465	78.4	16.2	5.5
 <b>EDUCATION (end of)</b>				
Until 15 years of age	3801	76.7	18.1	5.2
16 - 20	11532	85.1	11	3.9
20 +	8193	91.2	7	1.9
Still in education	2662	91.5	6.9	1.6
 <b>URBANISATION</b>				
Metropolitan	4837	89.1	8.3	2.6
Urban	11701	83.9	12.1	4
Rural	10257	86.3	10.5	3.3
 <b>OCCUPATION</b>				
Self-employed	2611	91.6	5.7	2.7
Employee	9320	92.8	5.4	1.8
Manual worker	2236	81.3	15.1	3.6
Not working	12744	80.1	15	4.9

Table 15a. Most important factor in respondents' decision to buy products made of recycled materials – *by country*

**QUESTION: Q11a. What would be the most important factor in your decision to buy products made of recycled materials?**

*Base: those who would buy products made of recycled materials*

	Total N	% Price of the product	% Quality/usability of the product	% Brand/brand name of the product	% Environmental impact of the product	% Other	% DK/NA
 <b>EU27</b>	23261	18.2	50.5	2.3	26.2	0.6	2.2
<b>COUNTRY</b>							
 Belgium	917	21.1	42.1	1.7	24.3	1.8	9
 Bulgaria	639	15.3	53.1	2.4	26	0.9	2.3
 Czech Rep.	757	21.5	49.6	2.6	25.1	0.4	0.8
 Denmark	976	19.2	46.6	0.9	30.1	1	2.2
 Germany	924	16.4	55.9	2.7	22.6	0.2	2.3
 Estonia	710	23.4	58.2	1	15.3	0.3	1.8
 Greece	820	17.5	42.9	1.2	36.7	0.9	0.8
 Spain	879	17.8	50.5	1.2	27.5	0.7	2.3
 France	946	21.5	45.2	2.4	28.6	1	1.2
 Ireland	930	16	62.4	0.6	19.5	0.1	1.4
 Italy	844	13.8	45.3	3.6	33.6	0.6	3.1
 Cyprus	822	16.8	56	2.4	22.9	0.4	1.6
 Latvia	629	18.2	61	0.9	15.8	0.9	3.2
 Lithuania	525	16.4	62	0.2	20.4	0.3	0.6
 Luxembourg	916	14.1	53.3	4.2	27.5	0.3	0.7
 Hungary	792	23.7	48.3	3.2	21.8	1	2
 Malta	833	16.9	50.8	2.5	27.3	1.1	1.4
 Netherlands	951	18	46.6	1.4	29.6	0.9	3.4
 Austria	913	13.6	53.9	1.1	31	0	0.4
 Poland	682	20.5	50.6	2.6	23.6	0.8	1.8
 Portugal	862	20.4	48.8	1.8	26.7	0.5	1.9
 Romania	554	10.7	57.7	3.5	24.6	1.2	2.2
 Slovenia	886	17	51.3	1.3	28.4	0.4	1.6
 Slovakia	791	23.2	54.1	3.9	15.5	1.6	1.7
 Finland	938	17.1	60.5	1	20.4	0.2	0.8
 Sweden	976	20.4	43	1.2	30.3	2	3.2
 United Kingdom	950	20.4	54.2	2.3	21.5	0.1	1.6

Table 15b. Most important factor in respondents' decision to buy products made of recycled materials – *by segments*

**QUESTION: Q11a. What would be the most important factor in your decision to buy products made of recycled materials?**

*Base: those who would buy products made of recycled materials*

	Total N	% Price of the product	% Quality/usability of the product	% Brand/brand name of the product	% Environmental impact of the product	% Other	% DK/NA
<b>EU27</b>	23261	18.2	50.5	2.3	26.2	0.6	2.2
 <b>SEX</b>							
Male	11414	17.5	50.9	2.8	25.8	0.7	2.4
Female	11848	18.9	50.2	1.9	26.5	0.6	1.9
 <b>AGE</b>							
15 - 24	3340	20.2	50.8	4.4	22.6	0.2	1.8
25 - 39	5787	19.3	53.7	1.8	23.9	0.2	1
40 - 54	6323	18	52.2	1.6	25.8	0.6	1.8
55 +	7420	16.3	47.1	2.6	29.5	1.1	3.5
 <b>EDUCATION (end of)</b>							
Until 15 years of age	2914	19.9	43.8	2.8	28.8	0.9	3.8
16 - 20	9809	18.6	51.3	1.5	26.1	0.6	1.8
20 +	7469	16.7	52.8	1.9	26.2	0.5	1.9
Still in education	2436	19.3	49.5	6.4	22.9	0.2	1.7
 <b>URBANISATION</b>							
Metropolitan	4310	18.7	51.1	1.7	26.2	0.7	1.6
Urban	9815	17.2	50.9	3.3	25.6	0.7	2.4
Rural	8849	19.3	50.1	1.6	26.4	0.5	2.1
 <b>OCCUPATION</b>							
Self-employed	2392	15.9	54.8	1.3	24.7	0.5	2.8
Employee	8647	17.8	53.6	1.9	25	0.4	1.2
Manual worker	1818	20.2	54.5	1.6	21.8	0.7	1.2
Not working	10213	18.4	46.3	3.2	28.4	0.8	3

Table 16a. Reasons for not buying products made of recycled materials – *by country*

QUESTION: Q11b. What prevents you from buying recycled products or products containing recycled materials?

Base: those who would not buy products made of recycled materials

	Total N	Health and safety concerns	Quality/ usability of the product	Less appealing look of the product	No clear consumer information on the recycled content	Afraid of what others might think of you	Other	DK/NA
 <b>EU27</b>	2950	43.8	42	17.3	32	4.8	10.8	6.4
<b>COUNTRY</b>								
 Belgium	57	25	28	12.7	18.2	3.5	20.2	11.7
 Bulgaria	306	47.3	30.5	10.8	35.6	1.7	7.1	2.8
 Czech Rep.	165	35.1	43.3	16.7	11.2	7.7	9	1
 Denmark	34	21.1	49.1	11.6	11.4	10.7	18.2	10.4
 Germany	65	52.5	60.3	24.1	32.7	8.7	7.7	5.1
 Estonia	205	44.4	41.3	30.1	45.5	8.4	8.4	3.9
 Greece	143	69.1	35.5	7.8	28.8	6	6.2	2.6
 Spain	98	29.4	57.4	4.6	32.8	0	13.2	7.8
 France	53	25	32.9	19	27.4	4	26.1	7.4
 Ireland	59	65.8	64.6	48.6	63.7	19.8	4.8	7.3
 Italy	114	48.4	54.2	18.2	15.4	8.1	2	1.3
 Cyprus	112	71.7	34.7	16.2	29.7	8.2	8.4	1
 Latvia	305	47.7	38.6	8.8	28.5	1.8	16	3.5
 Lithuania	373	57.6	40.8	16.8	46.4	3.5	6.3	1.6
 Luxembourg	82	46.6	66	33	38.5	16.6	2.9	5.3
 Hungary	125	48.9	25	7.1	40.7	0.7	12.2	11.3
 Malta	106	31.4	38.6	6.8	24.9	0.5	13.4	8.6
 Netherlands	30	18.2	41.1	16.7	45.7	1.9	16.6	9
 Austria	66	65.7	39.4	10.4	60.9	17.6	2.9	0
 Poland	266	53.6	28.9	22.4	46.4	3.5	6.7	4.3
 Portugal	77	22.2	40.6	20.6	4.1	0	37	12.4
 Romania	364	36.9	39.3	13.1	31.8	3.4	14.8	8.1
 Slovenia	87	47.5	34.6	12.7	30	8.9	4	15.4
 Slovakia	152	31.7	48.3	22	7.3	7.7	12.7	6.7
 Finland	49	31.1	52.6	36.5	39.7	7.1	13.6	6.3
 Sweden	21	42.5	24.7	13.3	2.5	0	17.2	23.5
 United Kingdom	40	35	40.1	28.5	36.2	7.2	19.6	29.4

Table 16b. Reasons for not buying products made of recycled materials – *by segments*

QUESTION: Q11b. What prevents you from buying recycled products or products containing recycled materials?

Base: those who would not buy products made of recycled materials

	Total N	Health and safety concerns	Quality/ usability of the product	Less appealing look of the product	No clear consumer information on the recycled content	Afraid of what others might think of you	Other	DK/NA
<b>EU27</b>	2950	43.8	42	17.3	32	4.8	10.8	6.4
 <b>SEX</b>								
Male	1357	39.3	45.6	18.2	31	5.7	9.3	5.2
Female	1593	47.6	38.9	16.5	32.9	4.1	12.2	7.4
 <b>AGE</b>								
15 - 24	296	39.1	55.6	33.6	34.3	8.4	0.2	4.2
25 - 39	405	47.6	41.7	14.3	32.9	3.3	8.4	6.5
40 - 54	649	49.3	49.3	16.7	33.7	6.6	5.9	2.8
55 +	1530	41.6	36.7	15.1	31.2	3.6	14.9	8
 <b>EDUCATION (end of)</b>								
Until 15 years of age	689	48.2	39	12.7	23.5	3.7	14.8	8.5
16 - 20	1272	43.8	40.1	15.9	33.1	5.4	9.5	5.1
20 +	569	43.6	44.5	17.7	40.9	4.6	11.6	4.4
Still in education	183	38	47.7	38.6	38.2	5.5	2.8	2.5
 <b>URBANISATION</b>								
Metropolitan	400	39.5	44.2	24	37.7	8.8	6.8	4.3
Urban	1417	42.9	45.1	16.8	30.5	3.3	10.5	6.4
Rural	1074	47.7	37.4	15.1	32.4	5.6	12.8	6.3
 <b>OCCUPATION</b>								
Self-employed	150	29.5	47.5	10.6	33.6	1.1	8.9	5.2
Employee	508	46.5	48.9	19.3	37.3	7.1	7.6	5.5
Manual worker	338	51.8	50.9	14.7	20.8	3.3	4.7	1.5
Not working	1911	43.1	38.3	17.4	32.8	4.9	13	7.1

Table 17a. Paying for waste management: taxes vs. an amount related to quantity of waste – *by country*

QUESTION: Q12. Which one would you prefer: to pay taxes for waste management or to pay an amount related to the quantity of waste your household generates?

	Total N	% To pay taxes for waste management	% To pay proportionally to the quantity of waste you generate	% DK/NA
 <b>EU27</b>	27164	14.1	75.1	10.8
<b>COUNTRY</b>				
 Belgium	1002	13.9	79.5	6.6
 Bulgaria	1005	30.4	64.1	5.5
 Czech Rep.	1001	19.8	72.6	7.6
 Denmark	1019	23.3	68.5	8.3
 Germany	1011	12.1	77.1	10.8
 Estonia	1005	12.9	77.1	10
 Greece	1006	14	74.4	11.6
 Spain	1008	14.7	72.5	12.8
 France	1011	10.2	79	10.8
 Ireland	1000	10.4	85	4.6
 Italy	1005	14.9	82.5	2.6
 Cyprus	1002	12.1	80.1	7.8
 Latvia	1002	18.5	61.9	19.6
 Lithuania	1029	31.1	54.3	14.6
 Luxembourg	1001	10.1	87.5	2.5
 Hungary	1009	6.4	77.8	15.8
 Malta	1000	12.3	64.5	23.2
 Netherlands	1000	22.1	73.2	4.7
 Austria	1002	13.6	76.7	9.7
 Poland	1012	9.9	80.1	10
 Portugal	1005	17.3	46.9	35.8
 Romania	1006	14.3	73	12.7
 Slovenia	1002	8.6	85.6	5.8
 Slovakia	1006	11.9	77.8	10.3
 Finland	1000	15.3	78.6	6.1
 Sweden	1015	18.6	74.9	6.5
 United Kingdom	1000	15.8	67.3	16.9

Table 17b. Paying for waste management: taxes vs. an amount related to quantity of waste – *by segments*

QUESTION: Q12. Which one would you prefer: to pay taxes for waste management or to pay an amount related to the quantity of waste your household generates?

	Total N	% To pay taxes for waste management	% To pay proportionally to the quantity of waste you generate	% DK/NA
<b>EU27</b>	27164	14.1	75.1	10.8
 <b>SEX</b>				
Male	13133	14.3	75.8	9.9
Female	14031	13.9	74.4	11.6
 <b>AGE</b>				
15 - 24	3716	21.8	71.5	6.7
25 - 39	6326	15.8	77.3	6.9
40 - 54	7169	12.4	78.6	9
55 +	9465	11.4	73.1	15.5
 <b>EDUCATION (end of)</b>				
Until 15 years of age	3801	11.9	71.6	16.4
16 - 20	11532	13.1	76.7	10.3
20 +	8193	13.9	77.6	8.5
Still in education	2662	22.2	71.4	6.4
 <b>URBANISATION</b>				
Metropolitan	4837	14.1	75.3	10.7
Urban	11701	14.9	74.5	10.7
Rural	10257	12.7	77.1	10.3
 <b>OCCUPATION</b>				
Self-employed	2611	13.7	77.7	8.5
Employee	9320	13.3	79.3	7.4
Manual worker	2236	16.3	75.6	8.1
Not working	12744	14.4	72	13.6

Table 18a. Paying for waste management: taxes vs. cost included in the product's price – *by country*

QUESTION: Q13. Which one would you prefer: to pay taxes for waste management or to include the cost of waste management in the price of the products you buy?

	Total N	% To pay taxes for waste management	% Include the cost of waste management in the price of the products you buy	% DK/NA
 <b>EU27</b>	27164	24.8	58.8	16.3
<b>COUNTRY</b>				
 Belgium	1002	20.9	65.2	13.9
 Bulgaria	1005	38.8	48.5	12.7
 Czech Rep.	1001	25.2	58.2	16.6
 Denmark	1019	39.4	49.9	10.7
 Germany	1011	24.7	59.2	16.2
 Estonia	1005	19.5	61.4	19.1
 Greece	1006	30	55.8	14.2
 Spain	1008	19.2	63	17.8
 France	1011	14.9	68.3	16.8
 Ireland	1000	25.7	68.8	5.5
 Italy	1005	38.9	47.3	13.7
 Cyprus	1002	31.3	54.5	14.3
 Latvia	1002	32.3	44.8	22.9
 Lithuania	1029	42.6	34.2	23.2
 Luxembourg	1001	23.3	70.7	6
 Hungary	1009	12.9	50.7	36.4
 Malta	1000	17	56	27
 Netherlands	1000	29.5	63.2	7.3
 Austria	1002	28.4	56.5	15.2
 Poland	1012	29.7	52.6	17.7
 Portugal	1005	25.7	30	44.3
 Romania	1006	21.5	60.9	17.6
 Slovenia	1002	16.6	71.3	12.1
 Slovakia	1006	21.7	58.2	20.1
 Finland	1000	25.7	65.5	8.8
 Sweden	1015	23.4	61.9	14.7
 United Kingdom	1000	19.5	67.6	12.9

Table 18b. Paying for waste management: taxes vs. cost included in the product's price – *by segments*

QUESTION: Q13. Which one would you prefer: to pay taxes for waste management or to include the cost of waste management in the price of the products you buy?

	Total N	% To pay taxes for waste management	% Include the cost of waste management in the price of the products you buy	% DK/NA
<b>EU27</b>	27164	24.8	58.8	16.3
 <b>SEX</b>				
Male	13133	25.1	61.5	13.5
Female	14031	24.6	56.4	19
 <b>AGE</b>				
15 - 24	3716	31.1	59.5	9.4
25 - 39	6326	27.1	60.6	12.3
40 - 54	7169	23.1	64	12.9
55 +	9465	22.1	54.3	23.6
 <b>EDUCATION (end of)</b>				
Until 15 years of age	3801	22.1	53	24.9
16 - 20	11532	25.1	59	15.9
20 +	8193	25.3	61.5	13.1
Still in education	2662	26.9	62.7	10.3
 <b>URBANISATION</b>				
Metropolitan	4837	23.4	61.5	15.1
Urban	11701	26.4	57.2	16.3
Rural	10257	23.1	60.4	16.5
 <b>OCCUPATION</b>				
Self-employed	2611	26.5	63	10.5
Employee	9320	25.8	62.2	12
Manual worker	2236	26.6	61.7	11.7
Not working	12744	23.7	55.1	21.1

## II. Survey details

This general population survey “*Attitudes of Europeans towards resource efficiency*” (No 316) was conducted for the European Commission, Environment Directorate General – Unit F3 – Communication.

### Fieldwork

Telephone interviews were conducted in each country, with the exception of the Bulgaria, the Czech Republic, Estonia, Latvia, Lithuania, Hungary, Poland, Romania and Slovakia where both telephone and face-to-face interviews were conducted (70% webCATI and 30% F2F interviews). Note: Flash Eurobarometer surveys systematically include mobile phone numbers in in Austria, Finland, Italy, Portugal and Spain.

Telephone interviews were conducted in each country from January 4<sup>th</sup> to 8<sup>th</sup>, 2011 by the following institutes:

Belgium	BE	Gallup Europe	(Interviews: 04/01/2011 - 08/01/2011)
Czech Republic	CZ	Focus Agency	(Interviews: 04/01/2011 - 08/01/2011)
Denmark	DK	Norstat Denmark	(Interviews: 04/01/2011 - 08/01/2011)
Germany	DE	IFAK	(Interviews: 04/01/2011 - 08/01/2011)
Estonia	EE	Saar Poll	(Interviews: 04/01/2011 - 08/01/2011)
Greece	EL	Metroanalysis	(Interviews: 04/01/2011 - 08/01/2011)
Spain	ES	Gallup Spain	(Interviews: 04/01/2011 - 08/01/2011)
France	FR	Efficienc3	(Interviews: 04/01/2011 - 08/01/2011)
Ireland	IE	Gallup UK	(Interviews: 04/01/2011 - 08/01/2011)
Italy	IT	Demoskopoa	(Interviews: 04/01/2011 - 08/01/2011)
Cyprus	CY	CYMAR	(Interviews: 04/01/2011 - 08/01/2011)
Latvia	LV	Latvian Facts	(Interviews: 04/01/2011 - 08/01/2011)
Lithuania	LT	Baltic Survey	(Interviews: 04/01/2011 - 08/01/2011)
Luxembourg	LU	Gallup Europe	(Interviews: 04/01/2011 - 08/01/2011)
Hungary	HU	Gallup Hungary	(Interviews: 04/01/2011 - 08/01/2011)
Malta	MT	MISCO	(Interviews: 04/01/2011 - 08/01/2011)
Netherlands	NL	MSR	(Interviews: 04/01/2011 - 08/01/2011)
Austria	AT	Spectra	(Interviews: 04/01/2011 - 08/01/2011)
Poland	PL	Gallup Poland	(Interviews: 04/01/2011 - 08/01/2011)
Portugal	PT	Consulmark	(Interviews: 04/01/2011 - 08/01/2011)
Slovenia	SI	Cati d.o.o	(Interviews: 04/01/2011 - 08/01/2011)
Slovakia	SK	Focus Agency	(Interviews: 04/01/2011 - 08/01/2011)
Finland	FI	Norstat Finland Oy	(Interviews: 04/01/2011 - 08/01/2011)
Sweden	SE	Norstat Sweden	(Interviews: 04/01/2011 - 08/01/2011)
United Kingdom	UK	Gallup UK	(Interviews: 04/01/2011 - 08/01/2011)
Bulgaria	BG	Vitosh	(Interviews: 04/01/2011 - 08/01/2011)
Romania	RO	Gallup Romania	(Interviews: 04/01/2011 - 08/01/2011)

### Representativeness of the results

Each national sample is representative of the population aged 15 years and above.

### Sample sizes

In each EU country, the target sample size was 1000 respondents. The table on the next page shows the achieved sample size by country.

A weighting factor was applied to the national results in order to compute a marginal total where each country contributes to the EU27 result in proportion to the size of its population.

The table below presents, for each of the countries:

- (1) the number of interviews actually carried out
- (2) the population-weighted total number of interviews

### Total interviews

	Total Interviews			
	Conducted	% of Total	EU27 weighted	% of Total (weighted)
<b>Total</b>	<b>27164</b>	<b>100</b>	<b>27164</b>	<b>100</b>
BE	1002	3.7	572	2.1
BG	1005	3.7	433	1.6
CZ	1001	3.7	574	2.1
DK	1019	3.8	289	1.1
DE	1011	3.7	4618	17.0
EE	1005	3.7	74	0.3
EL	1006	3.7	624	2.3
ES	1008	3.7	2477	9.1
FR	1011	3.7	3364	12.4
IE	1000	3.7	224	0.8
IT	1005	3.7	3310	12.2
CY	1002	3.7	42	0.2
LV	1002	3.7	128	0.5
LT	1029	3.8	185	0.7
LU	1001	3.7	25	0.1
HU	1009	3.7	556	2.0
MT	1000	3.7	22	0.1
NL	1000	3.7	873	3.2
AT	1002	3.7	456	1.7
PL	1012	3.7	2092	7.7
PT	1005	3.7	584	2.1
RO	1006	3.7	1189	4.4
SI	1002	3.7	113	0.4
SK	1006	3.7	295	1.1
FI	1000	3.7	285	1.0
SE	1015	3.7	493	1.8
UK	1000	3.7	3267	12.0

### Questionnaires

1. The questionnaire prepared for this survey is reproduced at the end of this results volume, in English.
2. The institutes listed above translated the questionnaire in their respective national language(s).
3. One copy of each national questionnaire is annexed to the results (volume tables).

### Tables of results

#### VOLUME A: COUNTRY BY COUNTRY

The VOLUME A tables present the European Union results country by country.

#### VOLUME B: RESPONDENTS' DEMOGRAPHICS

The VOLUME B tables present the EU27 results with the following socio-demographic characteristics of respondents as breakdowns:

**Volume B:**

Sex (*Male, Female*)

Age (*15-24, 25-39, 40-54, 55 +*)

Subjective urbanisation (*Metropolitan zone, Other town/urban centre, Rural zone*)

Occupation (*Self-employed, Employee, Manual worker, Not working*)

Education (*-15, 16-20, 21+, Still in full time education*)

**Sampling error**

Surveys are designed and conducted to provide an estimate of a true value of characteristics of a population at a given time. An estimate of a survey is unlikely to exactly equal the true population quantity of interest for a variety of reasons. One of these reasons is that data in a survey are collected from only some – a sample of – members of the population, this to make data collection cheaper and faster. The “margin of error” is a common summary of sampling error, which quantifies uncertainty about (or confidence in) a survey result.

Usually, one calculates a 95 percent confidence interval of the format: survey estimate +/- margin of error. This interval of values will contain the true population value at least 95% of time.

For example, if it was estimated that 45% of EU citizens are in favour of a single European currency and this estimate is based on a sample of 100 EU citizens, the associated margin of error is about 10 percentage points. The 95 percent confidence interval for support for a European single currency would be (45%-10%) to (45%+10%), suggesting that in the EU the support for a European single currency could range from 35% to 55%. Because of the small sample size of 100 EU citizens, there is considerable uncertainty about whether or not the citizens of the EU support a single currency.

As a general rule, the more interviews conducted (sample size), the smaller the margin of error. Larger samples are more likely to give results closer to the true population quantity and thus have smaller margins of error. For example, a sample of 500 will produce a margin of error of no more than about 4.5 percentage points, and a sample of 1,000 will produce a margin of error of no more than about 3 percentage points.

**Margin of error (95% confidence interval)**

Survey estimate	Sample size (n)									
	10	50	100	150	200	400	800	1000	2000	4000
5%	13.5%	6.0%	4.3%	3.5%	3.0%	2.1%	1.5%	1.4%	1.0%	0.7%
10%	18.6%	8.3%	5.9%	4.8%	4.2%	2.9%	2.1%	1.9%	1.3%	0.9%
25%	26.8%	12.0%	8.5%	6.9%	6.0%	4.2%	3.0%	2.7%	1.9%	1.3%
50%	31.0%	13.9%	9.8%	8.0%	6.9%	4.9%	3.5%	3.1%	2.2%	1.5%
75%	26.8%	12.0%	8.5%	6.9%	6.0%	4.2%	3.0%	2.7%	1.9%	1.3%
90%	18.6%	8.3%	5.9%	4.8%	4.2%	2.9%	2.1%	1.9%	1.3%	0.9%
95%	13.5%	6.0%	4.3%	3.5%	3.0%	2.1%	1.5%	1.4%	1.0%	0.7%

(The values in the table are the margin of error – at 95% confidence level – for a given survey estimate and sample size)

The examples show that the size of a sample is a crucial factor affecting the margin of error. Nevertheless, once past a certain point – a sample size of 800 or 1,000 – the improvement is small. For example, to reduce the margin of error to 1.5% would require a sample size of 4,000.

### III. Questionnaire

ASK ALL

**Q0. Do you think Europe could be more efficient in its use of natural resources?**  
(INTERVIEWER, EXPLAIN IF NEEDED: "such as water, timber, raw materials")

- Yes ..... 1
- No ..... 2
- [DK/NA] ..... 9

ASK ALL

**Q1. Do you think that your household is producing too much waste or not?**

- Yes ..... 1
- No ..... 2
- [DK/NA] ..... 9

ASK ALL

**Q2. Do you separate at least some of your waste for recycling or composting?**

- Yes ..... 1
- No ..... 2
- [DK/NA] ..... 9

[IF Q2=1]

**Q3a. What would convince you to separate more of your waste?**

[IF Q2=2 or 9]

**Q3b. What would convince you to separate at least some of your waste?**

[ROTATE - READ OUT - ONE ANSWER PER LINE]

- Would convince ..... 1
- Would not convince ..... 2
- [DK/NA] ..... 9

- a) Improved separate waste collection at your home ..... 1 2 9
- b) More and better drop-off points for recyclable and compostable waste ..... 1 2 9
- c) More information on how and where to separate waste ..... 1 2 9
- d) Legal obligation to separate waste ..... 1 2 9
- e) Taxes for waste management ..... 1 2 9

ASK ALL

**Q4. What do you think needs to be done to improve waste management in your community?**

[ROTATE - READ OUT - ONE ANSWER PER LINE]

- Selected ..... 1
- Not selected ..... 2
- [DK/NA] ..... 9

- a) Stronger law enforcement on waste management ..... 1 2 9
- b) Better waste collection services ..... 1 2 9
- c) Make producers pay for collection and recycling of waste ..... 1 2 9
- d) Make households pay for the waste they produce ..... 1 2 9

ASK ALL

**Q5. Can you estimate what percentage of the food you buy goes to waste?**

- 15% or less..... 1
- 16% to 30% ..... 2
- 31% to 50% ..... 3
- More than 50% ..... 4
- [None] ..... 5
- [DK/NA] ..... 9

IF THE ANSWER IS '5' GO TO Q7

**Q6. What would help you to waste less food?**

[ROTATE - READ OUT- ONE ANSWER PER LINE]

- Selected ..... 1
  - Not selected ..... 2
  - [DK/NA] ..... 9
- a) Better information on food product labels, e.g. how to interpret 'best before' dates, information on storage and preparation..... 1 2 9
  - b) Better shopping planning by my household ..... 1 2 9
  - c) Better estimate portion sizes (how much food you cook) to avoid excess food..... 1 2 9
  - d) Smaller portion sizes available in shops ..... 1 2 9

ASK ALL

**Q7. How important for you is a product's environmental impact – e.g. whether the product is reusable or recyclable – when making a decision on what products to buy?**

- Very important..... 1
- Rather important ..... 2
- Rather not important..... 3
- Not at all important..... 4
- [DK/NA] ..... 9

ASK ALL

**Q8. Would you buy the following products second hand?**

[ROTATE - READ OUT- ONE ANSWER PER LINE]

- Yes..... 1
  - No ..... 2
  - [Will not buy any of these products second hand] ..... 3
  - [DK/NA] ..... 9
- a) Textiles (clothing, bedding, curtains etc.)..... 1 2 3 9
  - b) Electronic equipment ..... 1 2 3 9
  - c) Furniture ..... 1 2 3 9

[ASK ONLY IF THE ANSWER IS “NO” or “Will not buy any of these products second hand” TO ANY OF THE ITEMS IN Q8]

**Q9. What prevents you from buying these products second hand?**

[READ OUT – ROTATE – MORE THAN ONE ANSWER IS POSSIBLE]

- Health and safety concerns ..... 1
- Quality/ usability of the product ..... 2
- Less appealing look of the product ..... 3
- Afraid of what others might think of you ..... 4
- [Other] ..... 5
- [DK/NA] ..... 9

ASK ALL

**Q10. Would you buy products made of recycled materials?**

- Yes ..... 1
- No ..... 2
- [DK/NA] ..... 9

[ASK ONLY IF THE ANSWER IS “1” IN Q10]

**Q11a. What would be the most important factor in your decision to buy products made of recycled materials?**

[READ OUT – ROTATE – ONLY ONE ANSWER IS POSSIBLE]

- Price of the product ..... 1
- Quality/usability of the product ..... 2
- Brand/brand name of the product ..... 3
- Environmental impact of the product ..... 4
- [Other] ..... 5
- [DK/NA] ..... 9

[ASK ONLY IF THE ANSWER IS “2” IN Q10]

**Q11b. What prevents you from buying recycled products or products containing recycled materials?**

[READ OUT – ROTATE – MORE THAN ONE ANSWER IS POSSIBLE ]

- Health and safety concerns ..... 1
- Quality/ usability of the product ..... 2
- Less appealing look of the product ..... 3
- No clear consumer information on the recycled content ..... 4
- Afraid of what others might think of you ..... 5
- [Other] ..... 6
- [DK/NA] ..... 9

ASK ALL

**Q12. Which one would you prefer: to pay taxes for waste management or to pay an amount related to the quantity of waste your household generates?**

- To pay taxes for waste management ..... 1
- To pay proportionally to the quantity of waste you generate ..... 2
- [DK/NA] ..... 9

ASK ALL

**Q13. Which one would you prefer: to pay taxes for waste management or to include the cost of waste management in the price of the products you buy?**

- To pay taxes for waste management ..... 1
- Include the cost of waste management in the price of the products  
you buy ..... 2
- [DK/NA] ..... 9

**D1. Gender**

[DO NOT ASK - MARK APPROPRIATE]

[1] Male

[2] Female

**D2. How old are you?**

[\_][\_] years old

[00] [REFUSAL/NO ANSWER]

**D3. How old were you when you stopped full-time education?**

[WRITE IN THE AGE WHEN EDUCATION WAS TERMINATED]

[\_][\_] years old

[00] [STILL IN FULL TIME EDUCATION]

[01] [NEVER BEEN IN FULL TIME EDUCATION]

[99] [REFUSAL/NO ANSWER]

**D4. As far as your current occupation is concerned, would you say you are self-employed, an employee, a manual worker or would you say that you are without a professional activity? Does it mean that you are a(n)...**

[IF A RESPONSE TO THE MAIN CATEGORY IS GIVEN, READ OUT THE RESPECTIVE SUB-CATEGORIES]

**- Self-employed**

- i.e.: - farmer, forester, fisherman ..... 11
- owner of a shop, craftsman..... 12
- professional (lawyer, medical practitioner, accountant, architect,...)... 13
- manager of a company ..... 14
- other ..... 15

**- Employee**

- i.e.: - professional (employed doctor, lawyer, accountant, architect)..... 21
- general management, director or top management..... 22
- middle management..... 23
- Civil servant ..... 24
- office clerk ..... 25
- other employee (salesman, nurse, etc...) ..... 26
- other ..... 27

**- Manual worker**

- i.e.: - supervisor / foreman (team manager, etc...)..... 31
- Manual worker..... 32
- unskilled manual worker ..... 33
- other ..... 34

**- Without a professional activity**

→ i.e.:	- looking after the home.....	41
	- student (full time) .....	42
	- retired .....	43
	- seeking a job .....	44
	- other .....	45
	- [Refusal].....	99

**D6. Would you say you live in a ...?**

	- metropolitan zone .....	1
	- other town/urban centre .....	2
	- rural zone .....	3
	- [Refusal] .....	9