

Flash Eurobarometer 316
January 2011

Attitudes of Europeans towards resource efficiency

Basic questionnaire

The GALLUP Organization

F1316

Waste Management, Prevention, Re-use and Recycling

ASK ALL

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

- 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 home1 2 9
- b) More and better drop-off points for recyclable and compostable waste1 2 9
- c) More information on how and where to separate waste1 2 9
- d) Legal obligation to separate waste1 2 9
- e) Taxes for waste management1 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 management1 2 9
- b) Better waste collection services1 2 9
- c) Make producers pay for collection and recycling of waste1 2 9
- d) Make households pay for the waste they produce1 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

IF Q8=2 or Q8=3

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 each 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
- [0 0] [STILL IN FULL TIME EDUCATION]
- [0 1] [NEVER BEEN IN FULL TIME EDUCATION]
- [9 9] [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

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

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.

THE GALLUP ORGANISATION

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 4th to 8th, 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	Effience3	(Interviews: 04/01/2011 - 08/01/2011)
Ireland	IE	Gallup UK	(Interviews: 04/01/2011 - 08/01/2011)
Italy	IT	Demoskopoea	(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)
Total	27164	100	27164	100
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.
2. The institutes listed above translated the questionnaire in their respective national language(s).
- 3.

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.

Evaluation of the samples

The attached tables (after the Technical Report tables) provide a detailed insight to the within country weighting of the study. (For cross-country weights please refer to the table on previous page) The weighting of the dataset is a three-fold exercise.

In the *first step* we will apply the basic **selection probability weights**, primarily to avoid the overcoverage of households with multiple telephone lines. In the same step, we calculate the weights that corrects the estimations based on the merged **dual frame** samples, i.e., weights that deal with phone owners;

In the *second step*, on a country-by-country basis, a **nonresponse population weighting** was carried out. As nonresponse rates vary by social segments, the sample characteristics reflect such differences as well (i.e., there are usually less males and especially less young people in the samples than in the universe.) In this step, we compensated for the nonresponse bias that stems from the field execution process. The most advanced method for eliminating such deviations is the so-called *Raking Adjustment for Nonresponse* (raking). Gallup applied this method. This procedure performs iterative proportional fitting in contingency table analysis. This method is also used to deal with the problem of large variability of weights. When weighting classes are formed based on full cross-classification of the auxiliary variables, the result is a large number of weighting classes with unstable response rates.

However, one drawback is that raking assumes that the variables used for adjustment are independent. Raking works in the following way:

- 1) sets initial weight factor values in each cross-classification term to 1;
- 2) adjusts the weight factors of the first cross-classification term so the weighted sample is representative for the variables involved;
- 3) adjusts the weight factors for the next cross-classification term so the weighted sample becomes representative with respect to the variables involved (this might disrupt the representativeness with respect to the variables involved);
- 4) repeats this adjustment for all cross-classification terms;
- 5) repeats all steps until the factors do not change.

A common approach to weighting is to determine the sample weights adjusting for unequal probabilities of selection, revise these weights to compensate for different sub-class response rates, and finally modify the weights again to conform the weighted sample distribution for certain variables (e.g., age, gender, activity etc.) to the known population distributions of the same variables.

The following variables will be used in all national raking procedures (with categories levels used):

Age X Sex

male, 15-29
male, 30-49
male, 50 -64
male, 65+
female, 15-29
female, 30-49
female, 50 -64
female, 65+

Activity

Active worker
non-active worker

Regions (NUTS)

Please note that levels might be collapsed to achieve convergence or universe information is not available in the necessary detail.

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