

Release Date: 30th April 2008

Issued on behalf of Local Opinion



Local Opinion

Mount Offham
Offham
West Malling
Kent ME19 5PG
t: 01732 874 054 f: 0870 870 1451

e: info@localopinion.co.uk
w: www.localopinion.co.uk

SURVEY REVEALS THAT KENT'S RESIDENTS WOULD LIKE TO RECYCLE MORE

Kent's residents would recycle more if local authorities, supermarkets and shops did more to help them achieve it.

More than 64% said they would recycle more if all recycling was collected from their homes in an online survey run by independent Kent-based market research agency Local Opinion.

Nearly 80% said they would support the removal of plastic bags in supermarkets and shops and 92.2% were aware of their local recycling points.

The survey also revealed that 33.5% would be able to recycle more if recycling bins were emptied more often, rather than being left to overflow, while 15% said they would appreciate cleaner recycling facilities and 20% would like recycling points to be more conveniently located.

In the survey of 632 Kent residents from across the county, 96.5% said they were aware of the term 'carbon footprint' and only 2.9% do nothing to try to limit their impact on the environment.

Local Opinion research executive Julie Thompson said: "Clearly, Kent residents are enthusiastic about recycling and want the chance to do even more to cut down on the amount of rubbish that goes into landfill.

“Controversial fortnightly collections are limiting the amount of rubbish that people can recycle just at the time that residents say they are willing to do more to limit their impact on the environment and local authorities should take notice.”

Local Opinion research covers current and topical issues relevant to local residents such as local problems, shopping, eating out, local services, government, transport, parking, education, current affairs, arts and culture. Those taking part are invited to suggest their own questions for inclusion in future surveys.

Surveys run every two to three months and can be completed online, by phone or by post and the results will appear on the Local Opinion website.

To register:

Visit: www.localopinion.co.uk

Email: info@localopinion.co.uk

Tel: 01732 874054

ENDS

Notes to editors:

- Local Opinion complies with the highest market research standards
- Reportage of these results must include the sample size
- Respondents are free to withdraw from Local Opinion's survey pool at anytime

Press enquiries to

John Humphreys / Oliver Bisson at Edwards Harvey

Tel. 01622 604600 or email. john.humphreys@edwardsharvey.com