



## **Recycling Satisfaction 2020/21**

### *Headline findings*

- 165 respondents – overall, significantly higher satisfaction than 2018/19 and 2019/20
- 78 per cent satisfied with the frequency of the collections
  - Lower than 2019/20
- 56 per cent satisfied with how containers are left
  - Higher than 2019/20
- 71 per cent satisfied with the type and number of containers
  - Significantly higher than 2019/20
- 74 per cent satisfied with reliability of collections on the scheduled day
  - Higher than 2019/20
- 63 per cent who contacted the council were satisfied
  - Significantly higher than 2019/20
- 67 per cent were satisfied – overall – with the Council's recycling service
  - Significantly higher than last two years

### *Location of respondents*

As with last year, there were responses from every ward except for Keele. The largest number of responses came from Westlands, Town and Westbury Park and Northwood.

Table 1: Location of respondents .

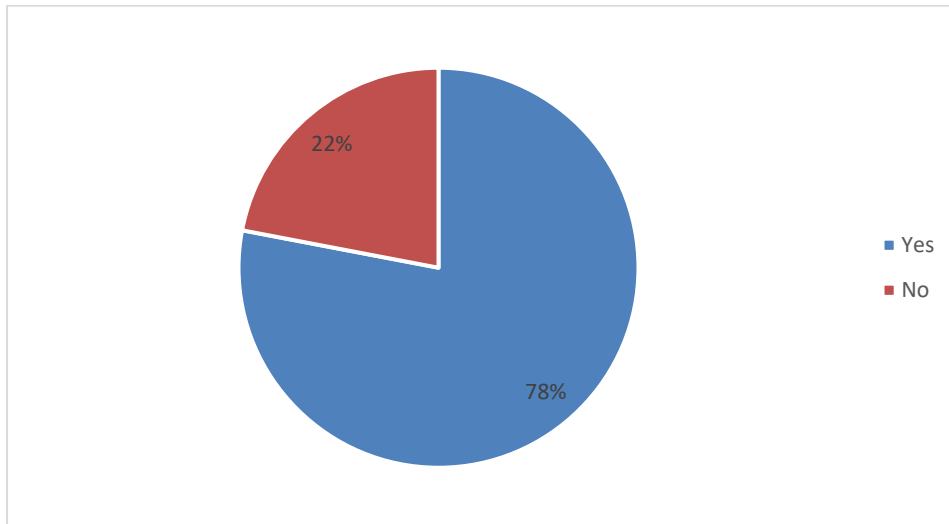
<b>Ward</b>	<b>Responses</b>
Audley	3
Bradwell	4
Clayton	1
Crackley and Red Street	9
Cross Heath	9
Holditch and Chesterton	1
Keele	0
Kidsgrove and Ravenscliffe	5
Knutton	3
Loggerheads	2
Madeley and Betley	8
Maer & Whitmore	3
May Bank	10
Newchapel and Mow Cop	3
Silverdale	9
Talke and Butt Lane	3
Thistleberry	11
Town	14
Westbury Park and Northwood	13
Westlands	15
Wolstanton	7

## Analysis of data

### Q1) Are you satisfied with the weekly frequency of the service?

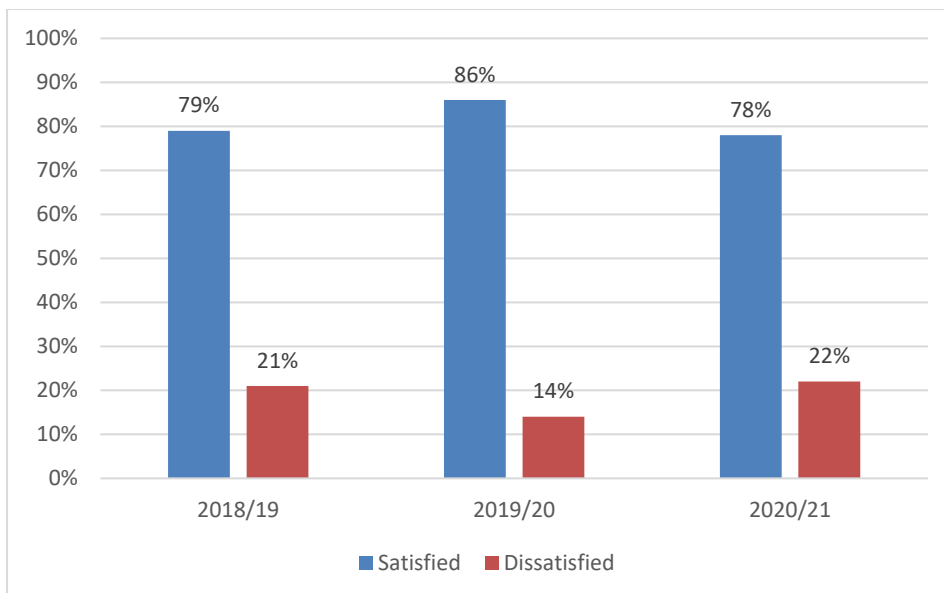
A significant majority of the 165 respondents were satisfied, with 78 per cent answering yes and 22 per cent saying that they were not satisfied.

Figure 1: Q1) Are you satisfied with the weekly frequency of the service? 165 respondents



This was worse than last year, but virtually identical to 2018/19

Figure 2: Q1) Are you satisfied with the weekly frequency of the service? 2018/19 to 2020/21

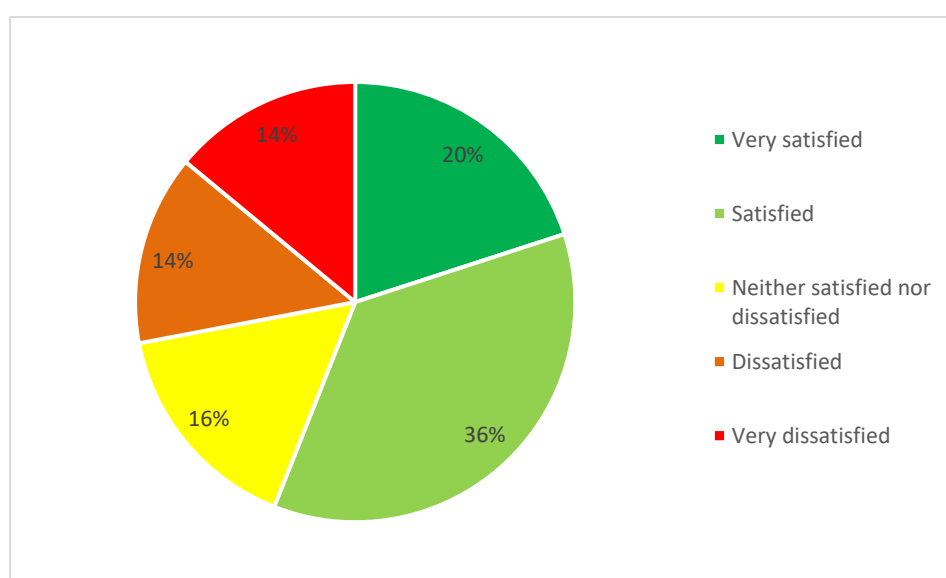


## Q2) How satisfied are you with how your containers are left after they are emptied?

Responses were mixed, but with the proportion satisfied (56 per cent) significantly higher than those dissatisfied (28 per cent):

- 56 per cent of respondents were satisfied
  - 20 per cent very satisfied
  - 36 per cent satisfied
- 16 per cent were neither satisfied nor dissatisfied
- 28 per cent were dissatisfied
  - 14 per cent very dissatisfied
  - 14 per cent dissatisfied

Figure 3: Q2) How satisfied are you with how your containers are left after they are emptied? 161 responses



This was a more positive result than in the previous two years, as the following table demonstrates. Satisfaction rates rose from 38 per cent to 56 per cent since 2019/20, with dissatisfaction decreasing from 40 per cent to 28 per cent.

Figure 4: Q2) How satisfied are you with how your containers are left after they are emptied? 2018/19 to 2020/21

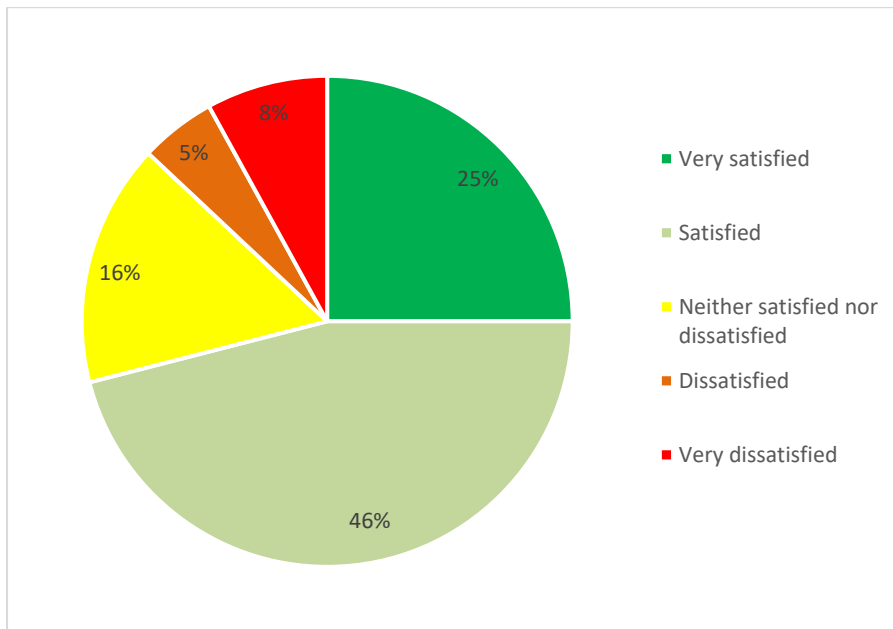
	2018/19		2019/20		2020/21	
<b>Very satisfied</b>	19%	45%	17%	38%	20%	56%
<b>Satisfied</b>	26%		22%		36%	
<b>Neither satisfied nor dissatisfied</b>	20%		21%		16%	
<b>Dissatisfied</b>	24%	35%	26%	40%	14%	28%
<b>Very dissatisfied</b>	11%		14%		14%	

**Q3) How satisfied are you with the type and number of containers provided for your recycling materials?**

There was a high level of satisfaction to this question with nearly three-quarters (71 per cent) expressing satisfaction – and one in eight (13 per cent) being dissatisfied:

- 71 per cent were satisfied
  - 25 per cent were very satisfied
  - 46 per cent were satisfied
- 16 per cent were neither satisfied nor dissatisfied
- 13 per cent were dissatisfied
  - 5 per cent were very dissatisfied
  - 8 per cent were dissatisfied

Figure 5: Q3) How satisfied are you with the type and number of containers provided for your recycling materials? 155 respondents



This was **significantly** more positive than the last two years – satisfaction increased from 27 per cent to 71 per cent, with dissatisfaction rates dropping from 60 per cent to 13 per cent.

Table 2: Q3) How satisfied are you with the type and number of containers provided for your recycling materials? 2018/19 and 2019/20

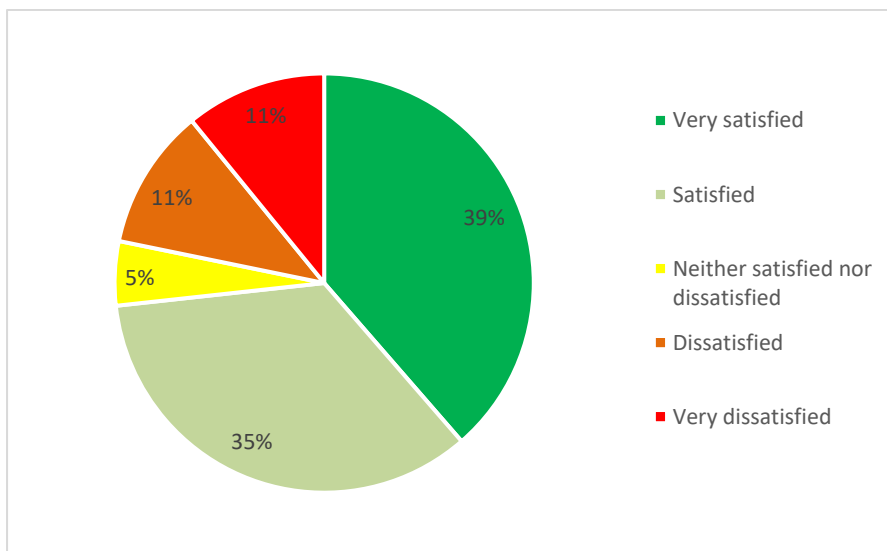
	2018/19		2019/20		2020/21	
<b>Very satisfied</b>	11%	27%	14%	30%	25%	71%
<b>Satisfied</b>	16%		16%		46%	
<b>Neither satisfied nor dissatisfied</b>	13%		11%		16%	
<b>Dissatisfied</b>	24%	60%	26%	59%	8%	13%
<b>Very dissatisfied</b>	36%		33%		5%	

**Q4) How satisfied are you with the reliability of collections made on the scheduled day?**

Responses here were mostly positive, with 74 per cent satisfied.

- 74 per cent were satisfied
  - 39 per cent were very satisfied
  - 35 per cent were satisfied
- 5 per cent were neither satisfied nor dissatisfied
- 22 per cent were dissatisfied
  - 11 per cent were very dissatisfied
  - 11 per cent were dissatisfied

**Table 3: Q4) How satisfied are you with the reliability of collections made on the scheduled day? 155 respondents**



This shows a significant improvement in satisfaction compared to 2018/19. The proportion of satisfied respondents increased from 45 per cent to 74 per cent, while the proportion of those dissatisfied dropped from 38 per cent to 22 per cent over the same two-year period.

**Table 4: Q4) How satisfied are you with the reliability of collections made on the scheduled day? 2018/19 to 2020/21**

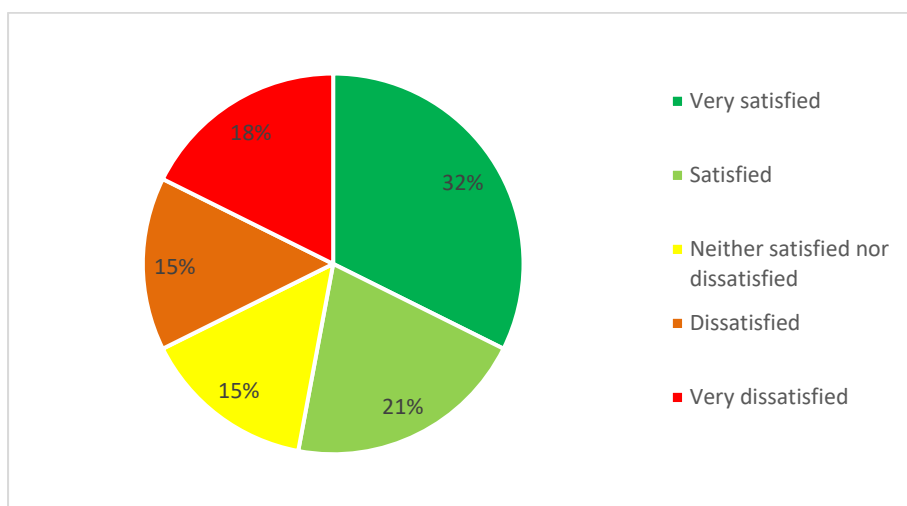
	2018/2019		2019/20		2020/21	
<b>Very satisfied</b>	20%	45%	28%	60%	39%	74%
<b>Satisfied</b>	25%		32%		35%	
<b>Neither satisfied nor dissatisfied</b>	17%		21%		5%	
<b>Dissatisfied</b>	19%	38%	11%	19%	11%	22%
<b>Very dissatisfied</b>	19%		8%		11%	

**5) If you have contacted the Council regarding your recycling collection, how satisfied were you with how your enquiry was dealt with?**

Of those who did, just over half (53 per cent) were satisfied, with one-third (33 per cent) dissatisfied and the remaining 15 per cent neither satisfied nor dissatisfied.

- 53 per cent were satisfied
  - 32 per cent were very satisfied
  - 21 per cent were satisfied
- 15 per cent were neither satisfied nor dissatisfied
- 33 per cent were dissatisfied
  - 18 per cent were very dissatisfied
  - 15 per cent were dissatisfied

**Table 5: Q5) If you have contacted the Council regarding your recycling collection, how satisfied were you with how your enquiry was dealt with? 75 responses.**



This was another improvement from the last two years.

**Table 6: If you have contacted the Council regarding your recycling collection, how satisfied were you with how your enquiry was dealt with? 2018/19 to 2020/21**

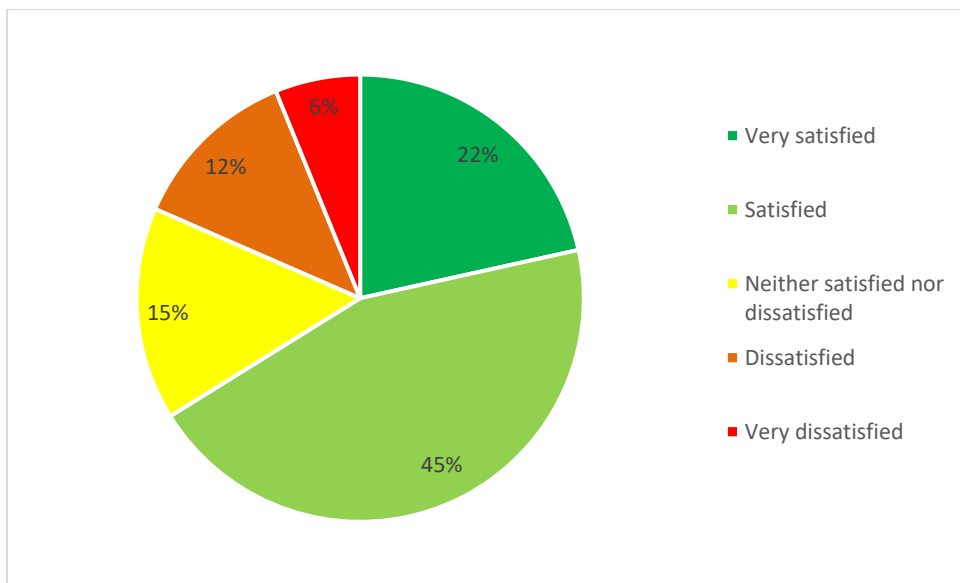
	2018/19		2019/20		2020/21	
<b>Very satisfied</b>	14%	39%	15%	40%	32%	53%
<b>Satisfied</b>	25%		25%		21%	
<b>Neither satisfied nor dissatisfied</b>	25%		29%		15%	
<b>Dissatisfied</b>	21%	36%	18%	30%	15%	33%
<b>Very dissatisfied</b>	15%		12%		18%	

**Q6) How would you rate your overall satisfaction with the Council's recycling service?**

Responses were largely positive. Two-thirds were satisfied, with 18 per cent dissatisfied and the remaining 15 per cent giving neutral answers.

- 67 per cent were satisfied
  - 22 per cent were very satisfied
  - 45 per cent were satisfied
- 15 per cent were neither satisfied nor dissatisfied
- 18 per cent were dissatisfied
  - 12 per cent were dissatisfied
  - 6 per cent were very dissatisfied

**Table 7: How would you rate your overall satisfaction with the Council's recycling service? 155 responses**



Answers were significantly more positive than the last two years, with satisfaction rates doubling over this period from 34 per cent to 67 per cent.

**Table 8: How would you rate your overall satisfaction with the Council's recycling service? 2018/19 to 2020/21**

	2018/19		2019/20		2020/21	
<b>Very satisfied</b>	11%	34%	12%	44%	22%	67%
<b>Satisfied</b>	23%		32%		45%	
<b>Neither satisfied nor dissatisfied</b>	19%		17%		15%	
<b>Dissatisfied</b>	29%	47%	23%	38%	12%	18%
<b>Very dissatisfied</b>	18%		15%		6%	