



LEFTOVER PAINT RESEARCH STUDY

15/09/2015

**Leftover paint management: consumer
behaviour and attitudes**

This report outlines the findings of a leftover paint survey initiated by the BCF and conducted by Ipsos MORI in July 2015, with 1,933 adults aged 15+ from across Great Britain.

Leftover paint research study

LEFTOVER PAINT MANAGEMENT: CONSUMER BEHAVIOUR AND ATTITUDES

1. Executive Overview

A need for data surrounding leftover paint management behaviour and attitudes of residents within the UK was identified by BCF's leftover paint project's Working Group 1 in March 2015. The group agreed that data of this type would strengthen the PaintCare business model. The submissions were reviewed and it was decided that further research would be necessary in order to fully understand consumer behaviours and attitudes surrounding leftover paint management in the UK. With the help of Working Group 1 and consultation with the Ipsos MORI team we compiled a questionnaire which was administered to a nationally representative sample of the UK population in July 2015.

Our first objective with this research was to gain some insight into the amount of leftover paint that householders have at their residences. The survey of 1,933 GB adults 15+ revealed that the average household with leftover paint has approximately 6 cans. When asked why respondents had paint leftover, 65% of the 1,049 respondents who had leftover paint said they had saved it for touch ups and repairs at a later date and 30% responded they had bought more than needed. This finding highlights that a substantial amount of decorative paint is leftover from painting projects and is held onto by the homeowner in storage. It also emphasises over purchase as a key contributor to the amount of leftover decorative paint.

We were also keen to understand people's views on disposal of leftover decorative paint and the existing network of Household Waste Recycling Centres (HWRCs). Overall, 62% of respondents indicated they use their local HWRC at least once per year. 44% indicated they use a HWRC for leftover paint disposal. 21% of the 566 respondents who do not use a local HWRC responded that their HWRC was too far away to use. Other barriers to using an HWRC included not being sure that the HWRC had the facilities to take the paint (28%). An encouraging 50% of respondents indicated they would be more likely to take their paint to a HWRC if they knew it would be accepted there. These findings shed a positive light on the existing HWRC network and emphasise the need to educate consumers on which products are recycled at HWRCs.

Regarding the remanufacturing of paint, we used this research to gain an understanding of the marketability of recycled paint products. 41% of respondents indicated they would be likely to purchase recycled paint. When asked why they would be unlikely to purchase recycled paint, 50% of the 622 respondents who were unlikely to purchase recycled paint indicated they would be worried that recycled paint would be of poor quality which validates concerns voiced during our March Working Group 1 meeting and in our Resource Efficiency Action Plan that recycled paint may not be widely accepted by the consumer due to a lack of confidence in the perceived quality of the paint.

2. Data collection

a.) Sample (see full details in Appendix 2)

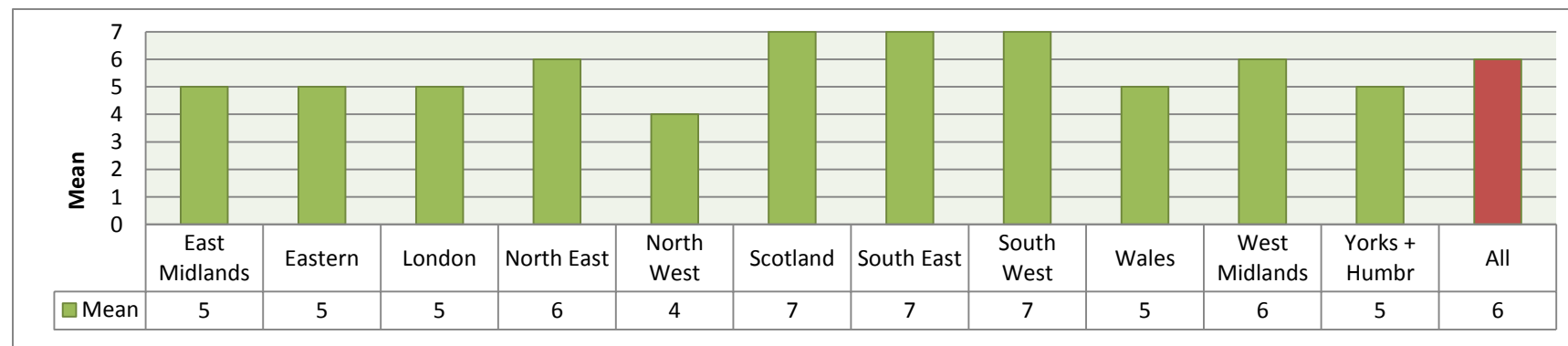
- Nationally representative of GB adults aged 15+
- 1,933 adults aged 15+

b.) Delivery method

- Face to face interviews conducted in respondents' homes
- Computer aided personal interviewing methodology by which respondent was asked a question by the interviewer and inputted their response via a handheld computer screen.
- For some questions, respondents were asked without viewing the list of responses. The interviewer would then code the response to fit within a particular category of answers. This technique minimizes the 'social desirability effect' whereby respondents answer according to their perception of what is a socially acceptable answer

3. Research findings

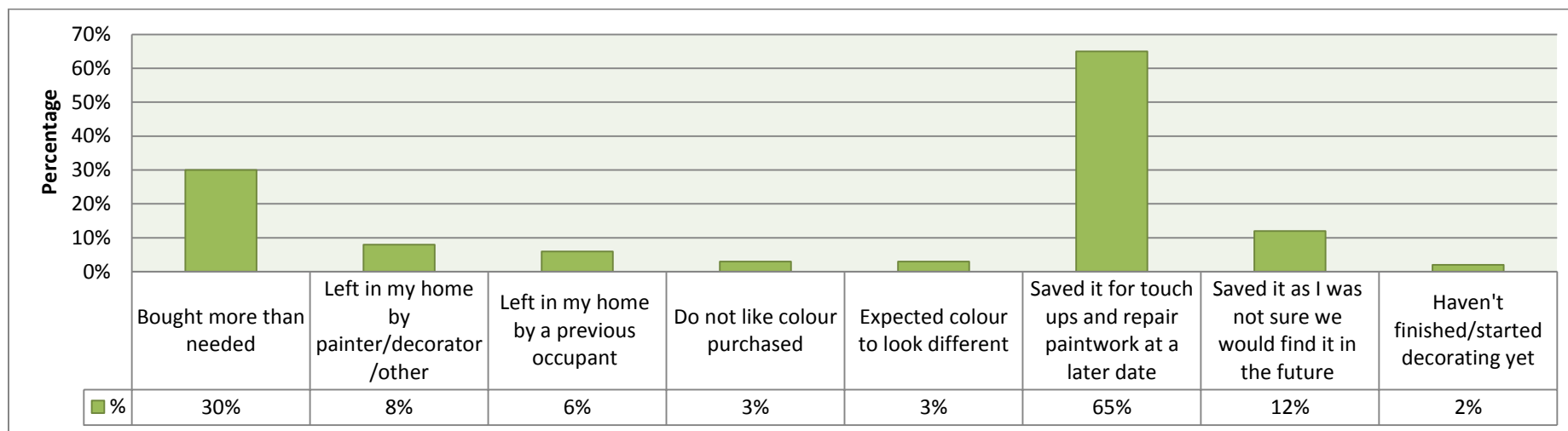
i. Question 1: How many cans of leftover paint do you currently have in your household? These may be leftover from painting that you, or a previous occupant, may have done in the past



- Mean for households with paint = 6
- Responses only varied slightly between 5-7 cans per household
- Respondents in Scotland, South East and South West reported having the most leftover paint in their household (7)

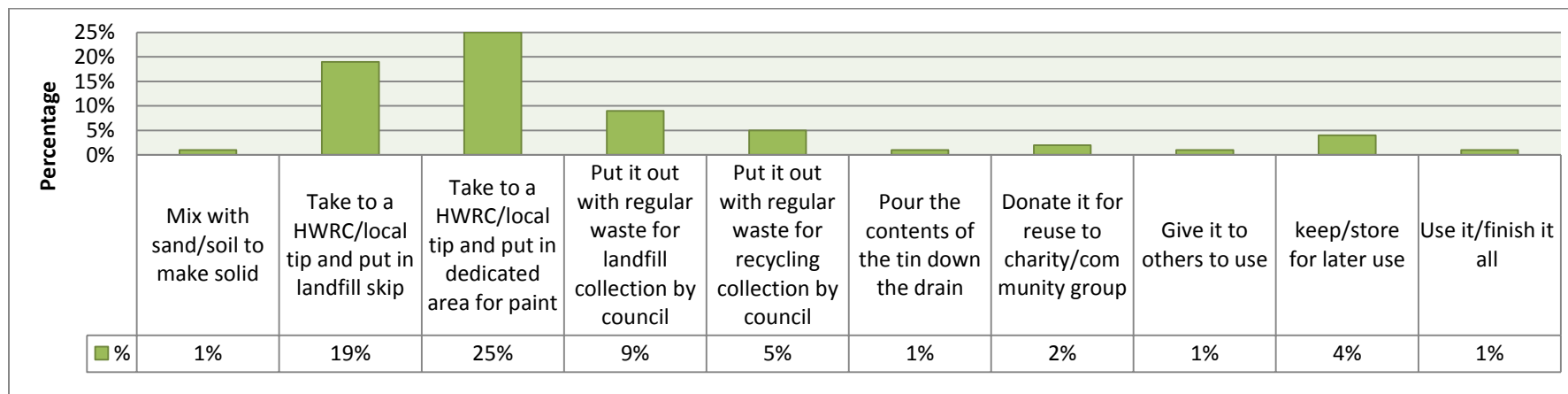
- **Base:** East Mids = 120, Eastern = 128, London = 302, North East = 67*, North West = 247, Scotland = 201, South East = 181, South West = 141, Wales = 123, West Mids = 211, Yorks & Humber = 212 (* = base of less than 100, interpret with caution)

ii. Question 2: For which, if any, of the following reasons do you have leftover paint in your household?

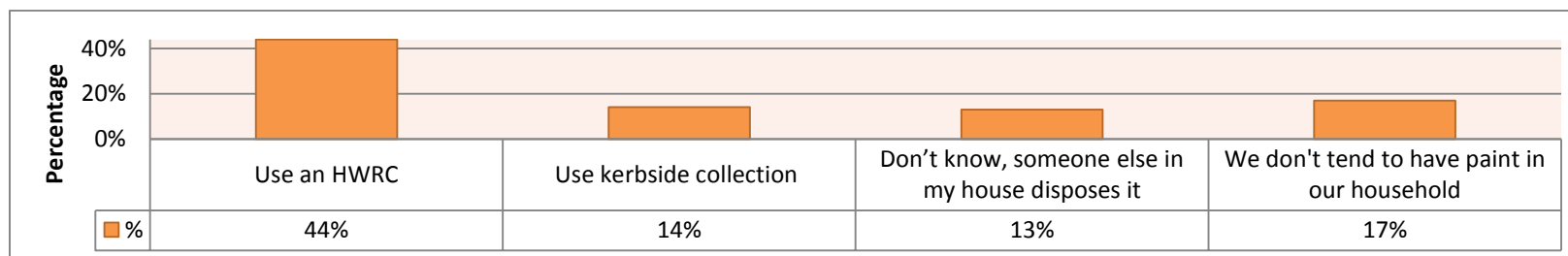


- 65% responded they were saving their paint for touch ups and repair work at a later date. This paint may or may not enter the waste stream depending on whether those who are saving their paint will use it again in the future
- 30% bought more paint than needed
- **Base:** 1,049 GB adults 15+ with leftover paint in their household

iii. Question 3: What do you tend to do when you need to get rid of leftover paint?

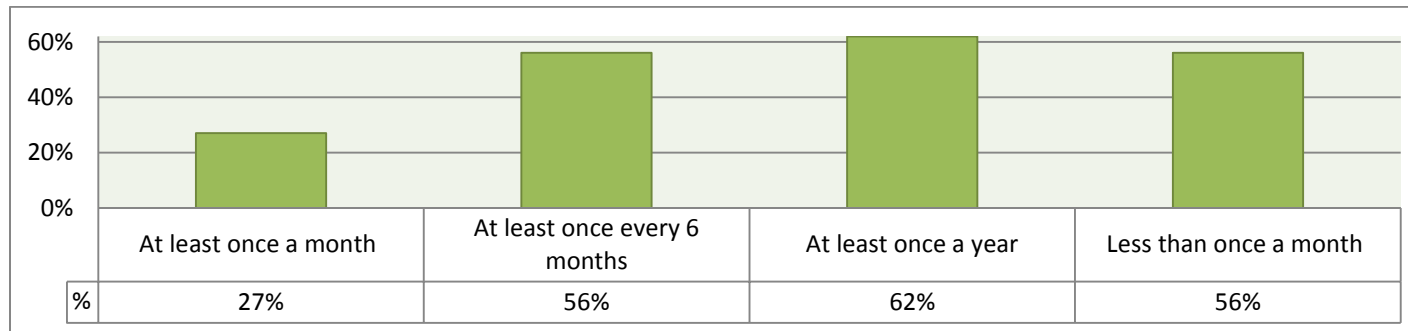


- 25% of respondents indicated they would take their leftover paint to the HWRC and put it in a dedicated area for paint
- 19% indicated they would take it to the HWRC for landfill disposal
- A very small 1% indicated they would mix sand/soil into their paint, which indicates that the recommended approach by WRAP to waste paint disposal is not reaching/not resonating with consumers, and does not fit with PaintCare’s plans to encourage recycling
- **Base:** 1,933 GB adults 15+



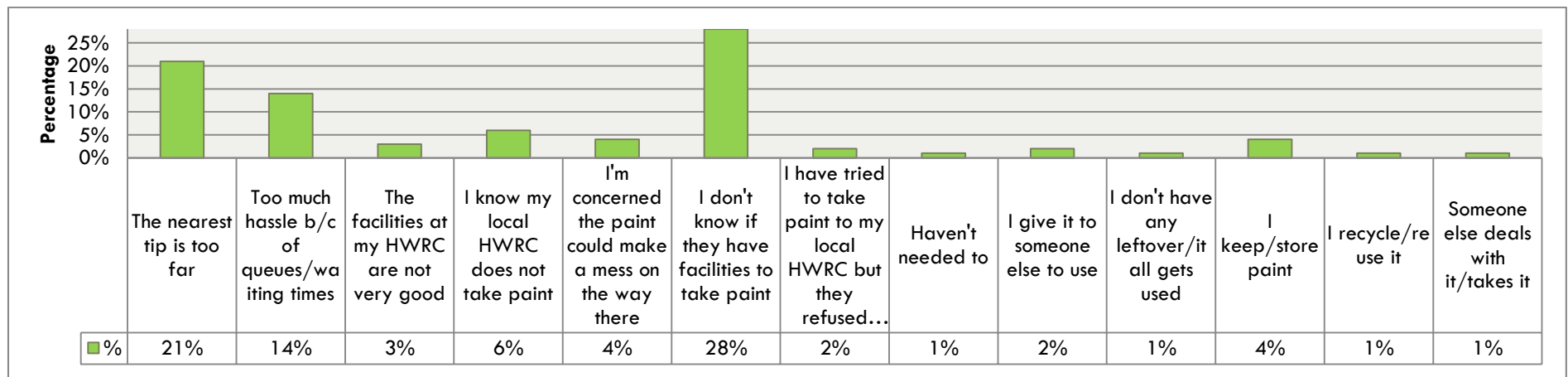
- 44% indicated they make use of HWRC's for paint recycling. Indicates the willingness of the public to use an HWRC
- "Use an HWRC" is a NET code of any answering "take to a HWRC and put in landfill skip" or "take to a HWRC and put in a dedicated area for paint". "Use kerbside collection" is a NET code of any answering "put it out... for landfill collection..." or "Put it out... for recycling collection..."

iv. Question 4: How often, if at all, do you use your local HWRC?



- **Base:** 1,933 GB adults 15+

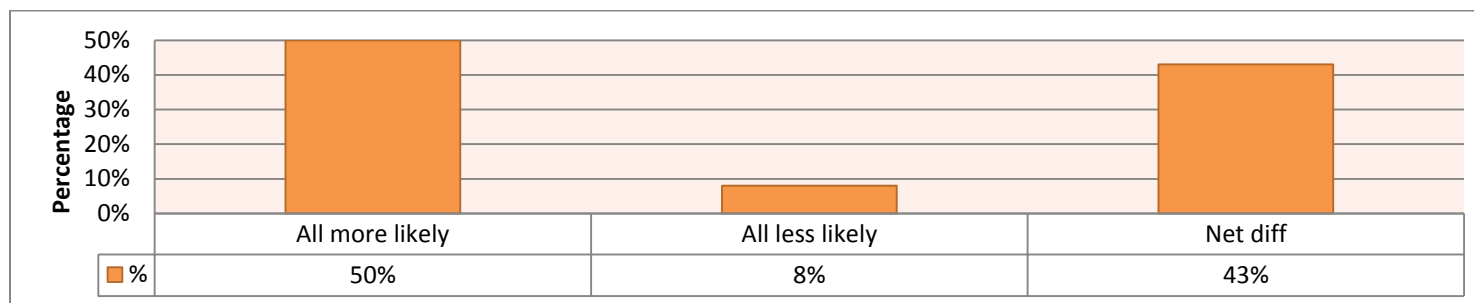
v. Question 5: For which of the following reasons, if any, would you not take leftover paint to an HWRC or local tip?



- 21% of respondents indicated their HWRC is a barrier to taking their paint in for recycling

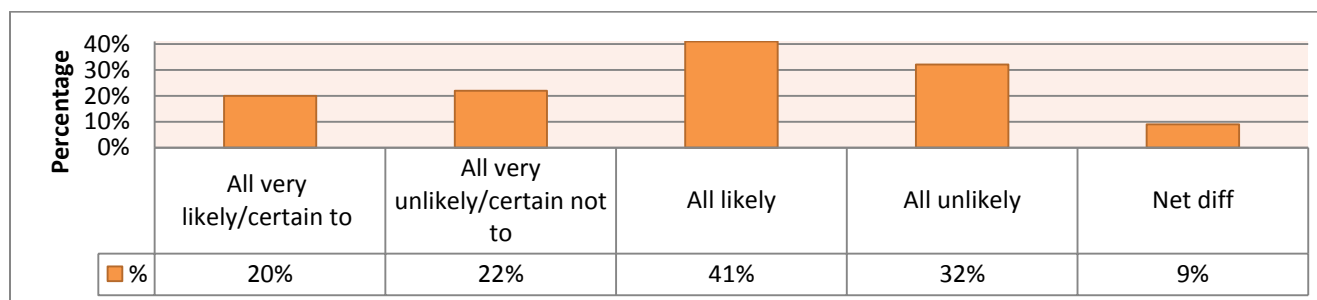
- 36% indicated the HWRC is inconvenient/deficient emphasising ease of use as a barrier minimising respondents motivation to recycle their paint
- **Base:** 566 adults 15+ who do did not say that they use an HWRC to dispose of paint

vi. Question 6: To what extent would you be more or less likely to take your leftover paint to a HWRC if you knew it would be recycled there?



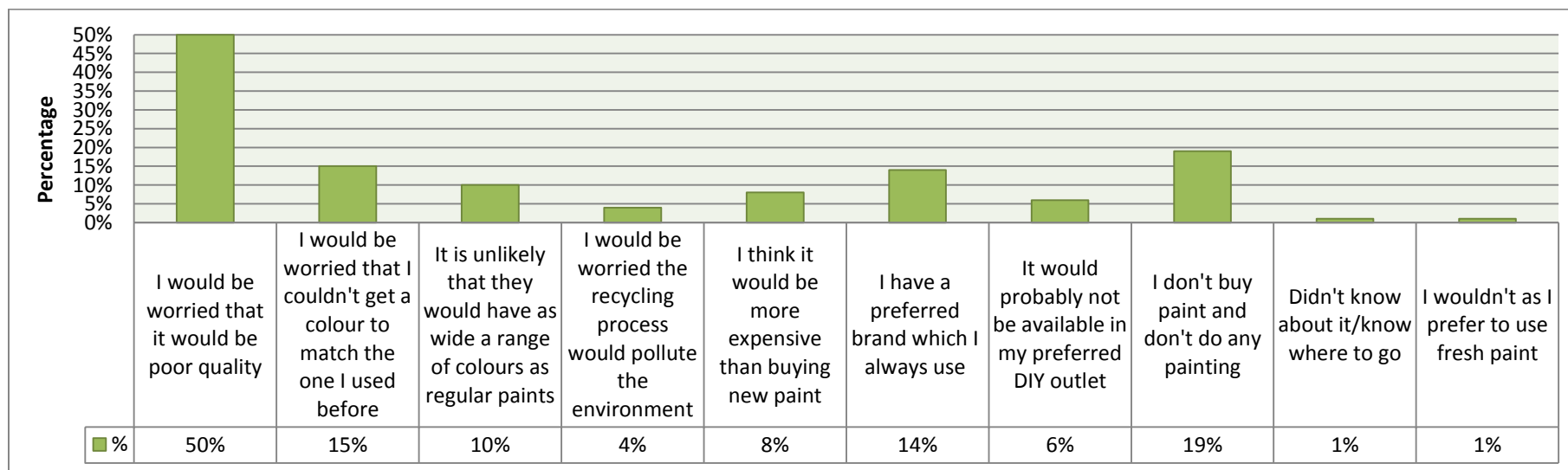
- 50% indicated they would be more likely to take their leftover paint to an HWRC if they knew it would be recycled there
- This points to respondents' willingness to recycle their paint but need for education of accepted materials and end fate of recycled products
- **Base:** 1,933 GB adults 15+

vii. Question 7: How likely/unlikely would you be to consider purchasing recycled paint?



- 41% of respondents indicated they would be likely to purchase recycled paint pointing to consumers' willingness to purchase recycled paint products
- **Base:** 1,933 GB adults 15+

viii. Question 8: For which of the following reasons would you be unlikely to purchase recycled paint if it were available near you?



- 50% of respondents indicated they would be worried that recycled paint would be of poor quality, aligning with concerns that recycled paint is not widely accepted by the consumer due to a lack of confidence in the perceived quality of the paint
- Highlights the need for education on the quality of remanufactured paint
- Supports view that a quality standard would strengthen the market for remanufactured paint