

Waste & consumption:

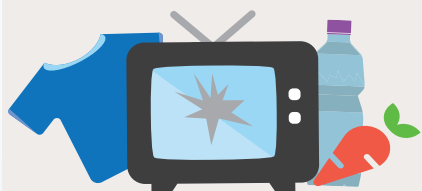
Understanding public attitudes and behaviours in the Highlands.

Public polling commissioned by Keep Scotland Beautiful and the Highland Community Waste Partnership from Diffley Partnership (December 2025, Highland Council Area, n=861).

Environmental engagement

87%

concerned about the amount of products that we buy and throw away (consumption)



84%

concerned about waste



71%

concerned
about 'climate
change'



Attitudes to waste



84%

care about the amount
of **packaging** we waste



87%

care about the amount
of **products** we waste



76%

care about the amount
of **food** we waste

Understanding of key issues

Here are some of the key concepts that came up when discussing waste, climate change and the circular economy:



Social engagement

77%

concerned about
social issues



This is statistically higher in the following groups:



90%

concerned about
consumption



87%

concerned about
Waste



76%

concerned about
Climate change

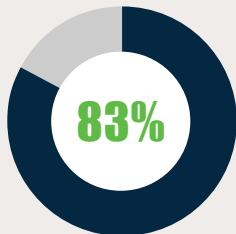
This indicates that those who are concerned about social issues are generally more concerned about environmental issues as well.



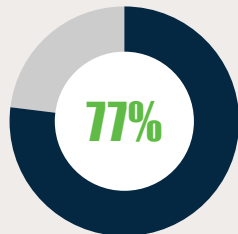
Engagement with all issues is generally higher in women and with age.

Taking action

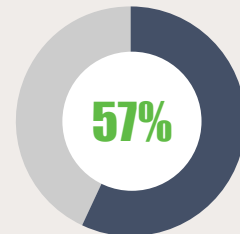
There is a gap between awareness, understanding and the desire to take action:



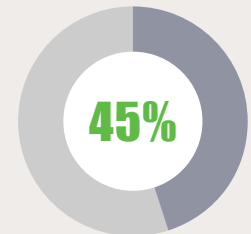
of people understand what actions to take to reduce their environmental impact.



of people do as much as they can to reduce their environmental impact.



would like to learn more about ways to reduce their environmental impact.



are likely to engage with community initiatives

Those likely to take action are generally concerned with key issues is also higher.



Waste



Consumption



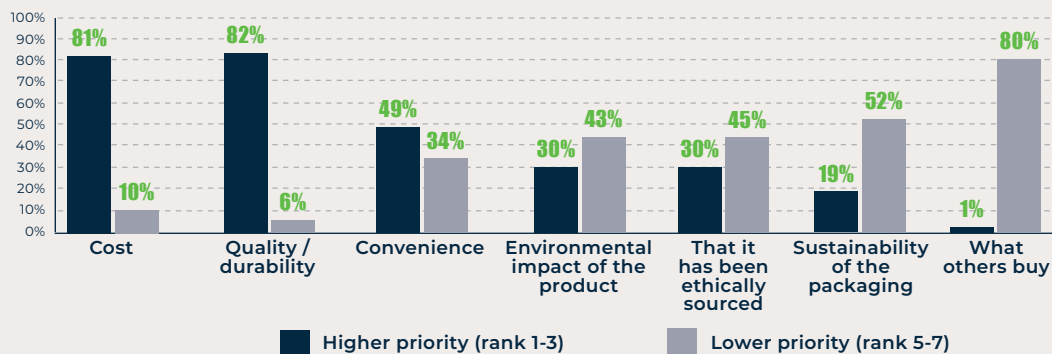
Climate change



Social issues

Consumer decisions

When asked about factors that influence what they buy, this is how they ranked:



Overall ranking of influencing factors:

1. Cost, quality, durability
2. Convenience
3. Environmental/ethical concerns
4. What others buy

Sustainable habits

When asked why they engage with sustainable habits, some of the main reasons included:



Helping the environment



Saving money



Connection and community wellbeing

The Highland Community Waste Partnership (2022-2025)

Funded by The National Lottery Climate Action Fund, and coordinated by Keep Scotland Beautiful, the Highland Community Waste Partnership (HCWP) brought together eight community groups in the Highlands to reduce waste and promote more sustainable consumption, focusing on: food waste & composting, share & repair and single-use items & packaging.

For case studies, webinar recordings and our end-of-project report, visit:
www.KeepScotlandBeautiful.org/highlandcommunitywaste/