Research Findings:

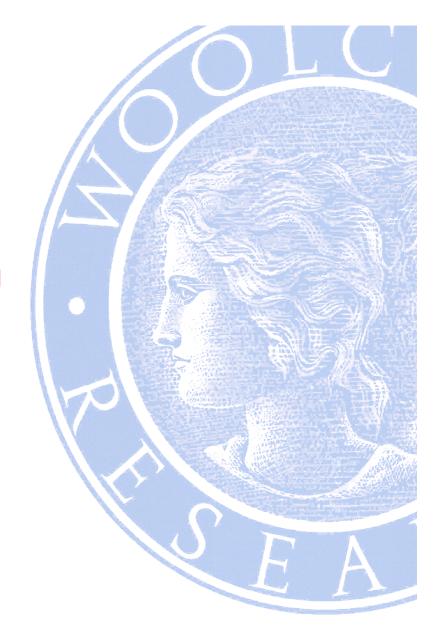
Packaging & Recycling

- OmniAccess-

Prepared for:

National Packaging Covenant

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Job No. 7781-M

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Methodology

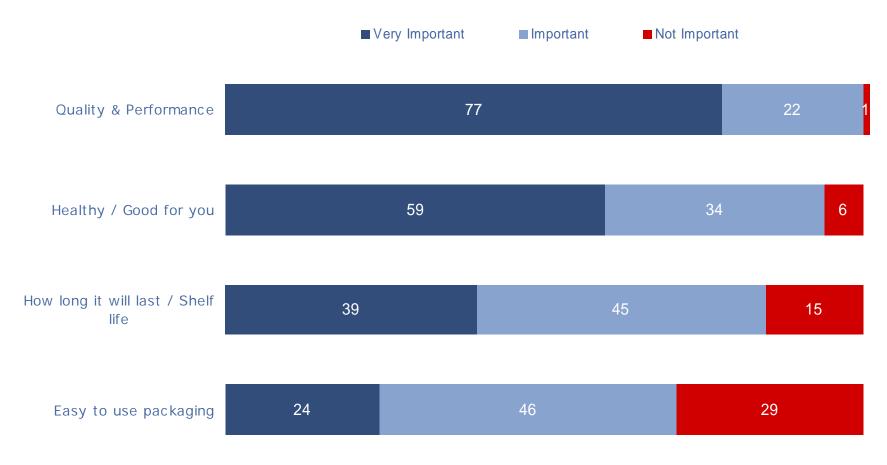
- ⇒ This study was conducted using the OmniAccess Consumer service between 17th 19th April 2009.
- → The questions for NPC were run on OmniAccess nationally for respondents aged 16+ years (n=1,000).
- ⇒ Following completion of interviewing, the data was weighted by age, gender and areas to reflect the latest ABS population estimates.
- This document contains details of the methodology and a graphical presentation of the top-line findings.

OmniAccess Consumer Background

- OmniAccess Consumer is a fortnightly Australian national omnibus survey that covers 1,000 adults aged 16 years and over, including both capital city and non-capital city areas.
- Interviews are conducted in-house using CATI (computer assisted telephone interviewing) with telephone numbers randomly selected from electronic White Pages. All interviewers are personally trained and briefed in-house.

Factors Of Importance When Selecting Products to Buy

- Summary



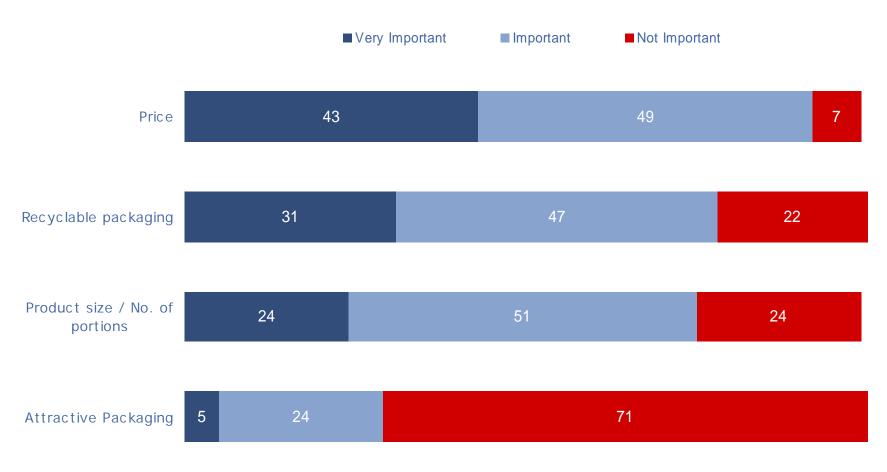
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B1. So firstly how important would you say [INSERT FACTOR] is, would you say it's very important, important or not important? And what about [INSERT FACTOR].......... READ OUT. SR PER FACTOR.

Base: All respondents (n=1,000)

Factors Of Importance When Selecting Products to Buy

- Summary



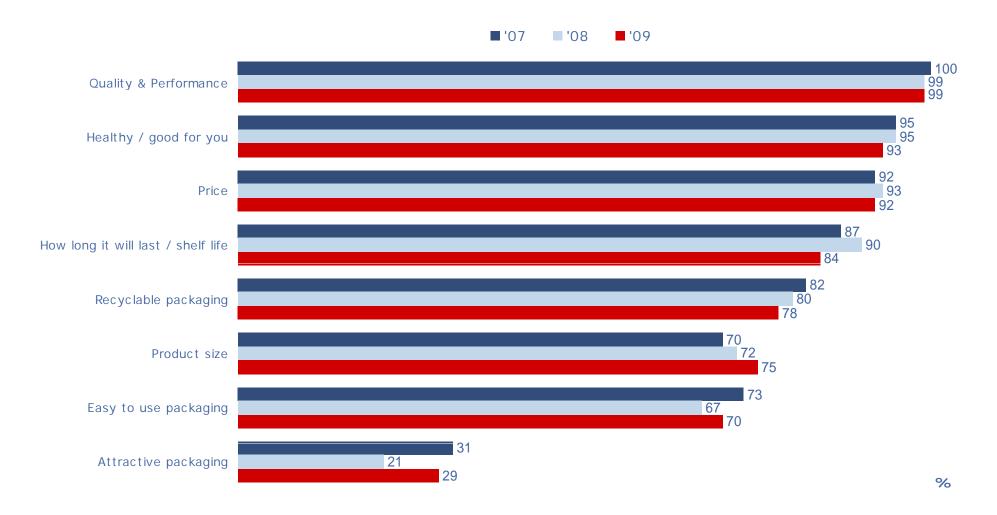
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B1. So firstly how important would you say [INSERT FACTOR] is, would you say it's very important, important or not important? And what about [INSERT FACTOR].......... READ OUT. SR PER FACTOR.

Base: All respondents (n=1,000)

Importance of Different Factors When Selecting Products to Buy

- NETT Important

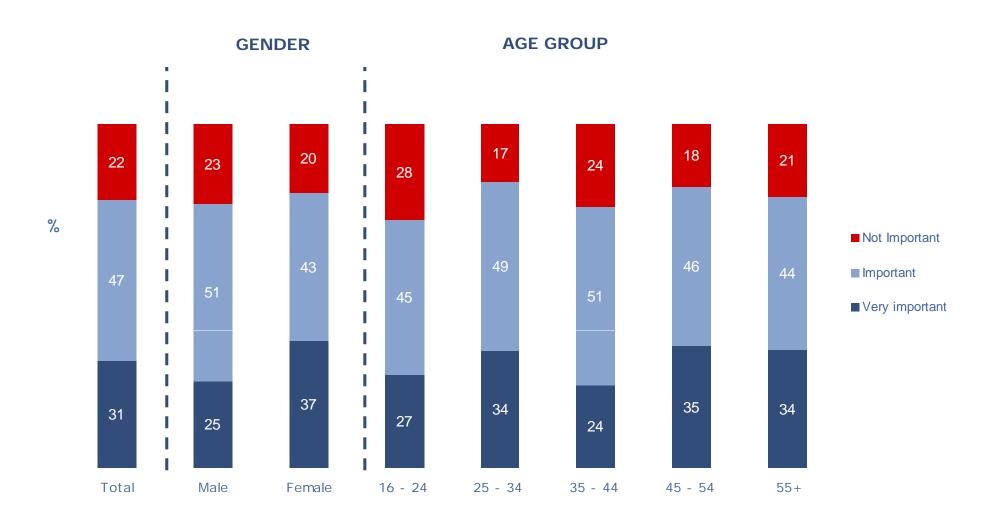


B1. So firstly how important would you say [INSERT FACTOR] is, would you say it's very important, important or not important? And what about [INSERT FACTOR]..........

Base: All respondents (n=1,000)

NETT Important: Very important + Important

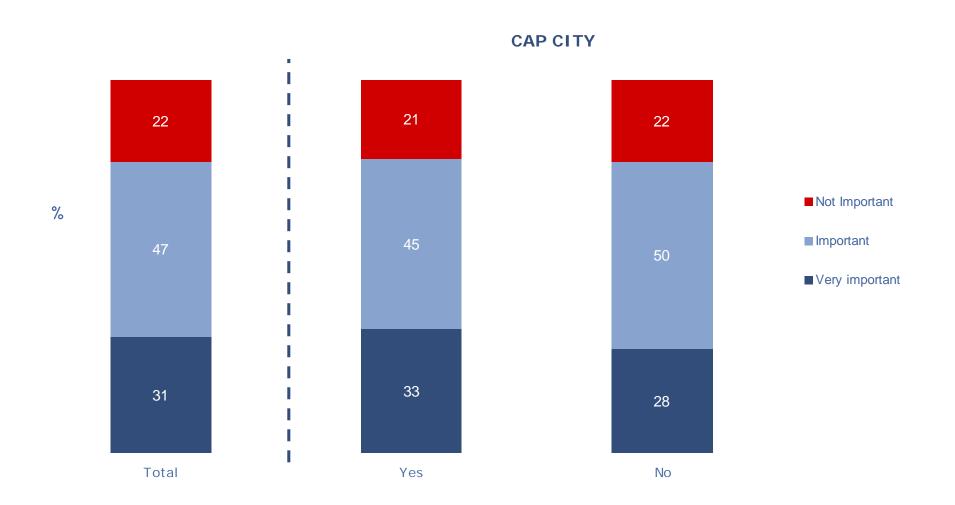
Importance of Recyclable Packaging When Selecting a Product to Buy



B1. So firstly how important would you say [that the packaging is recyclable] is, would you say it's very important, important or not important?

Base: All respondents (n=1,000)

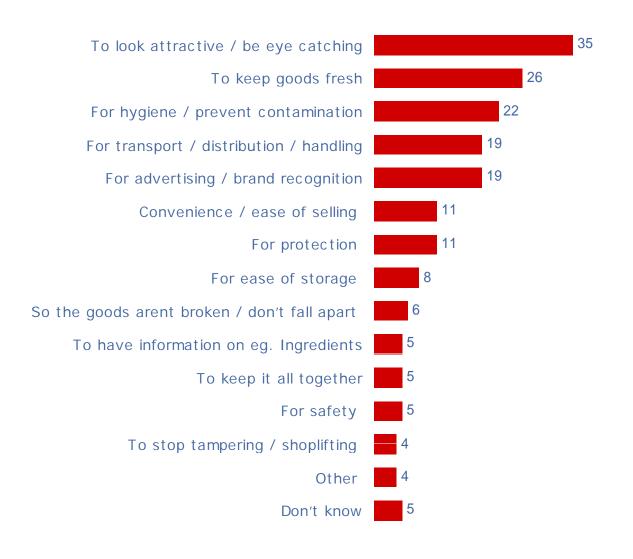
Importance of Recyclable Packaging When Selecting a Product to Buy



B1. So firstly how important would you say [that the packaging is recyclable] is, would you say it's very important, important or not important?

Base: All respondents (n=1,000)

Reasons For Packaging Goods

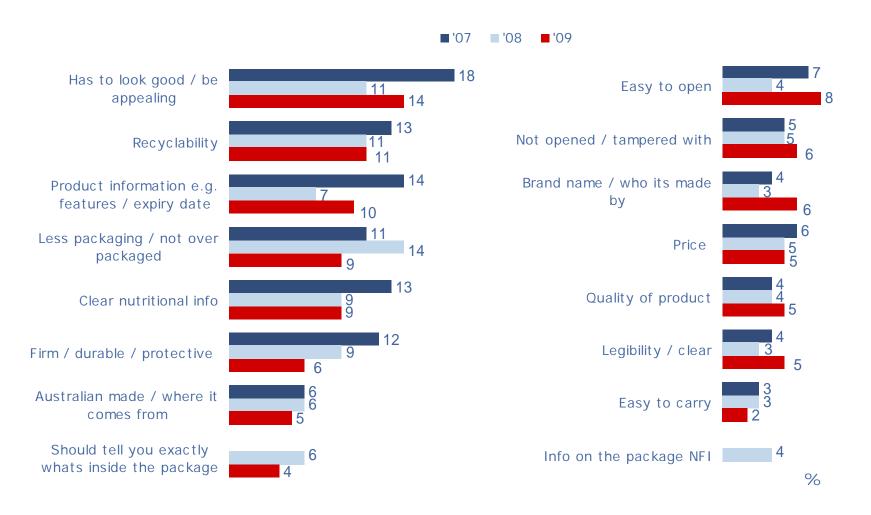


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Q2. Why do you think goods are packaged? Base: All Respondents (n=1,000)

Factors About Product Packaging Affecting Product Choice

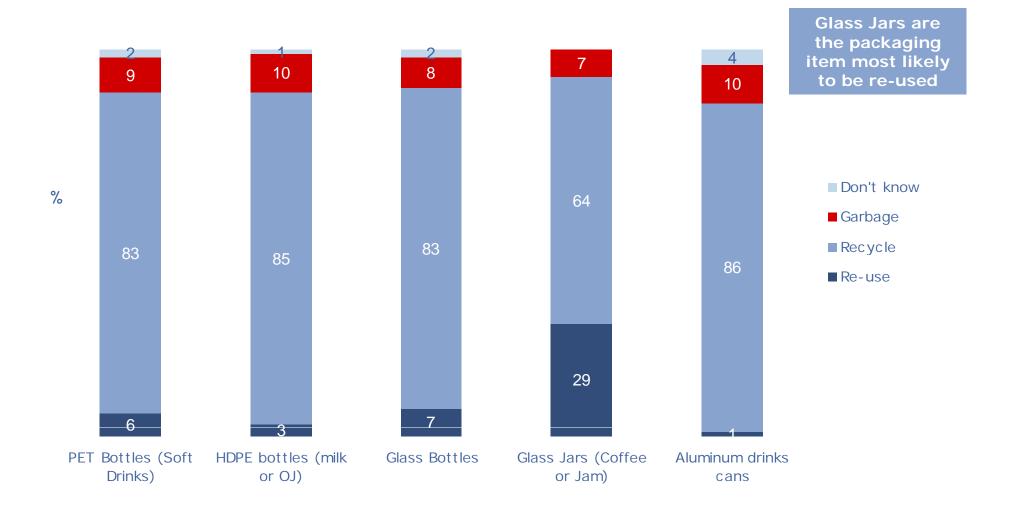
- 07 / 08 / 09 Comparison



B3. What are the most important things about a product's packaging that affect your choice of product to buy? Base: All respondents (n=1,000)

Packaging Methods of Disposal

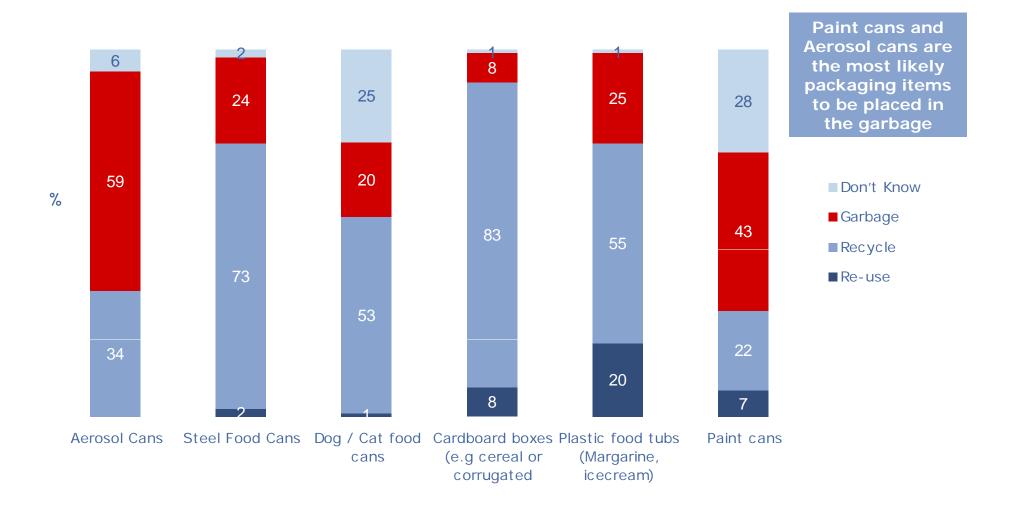
- Summary



B4. So firstly what do you usually do with [INSERT ITEM] when they are empty, do you re-use, recycle or place them in the garbage? And what about [INSERT ITEM]........? REPEAT FOR ALL ITEMS. SR PER ITEM. ROTATE ITEMS. Base: All respondents (n=1,000)

Packaging Methods of Disposal

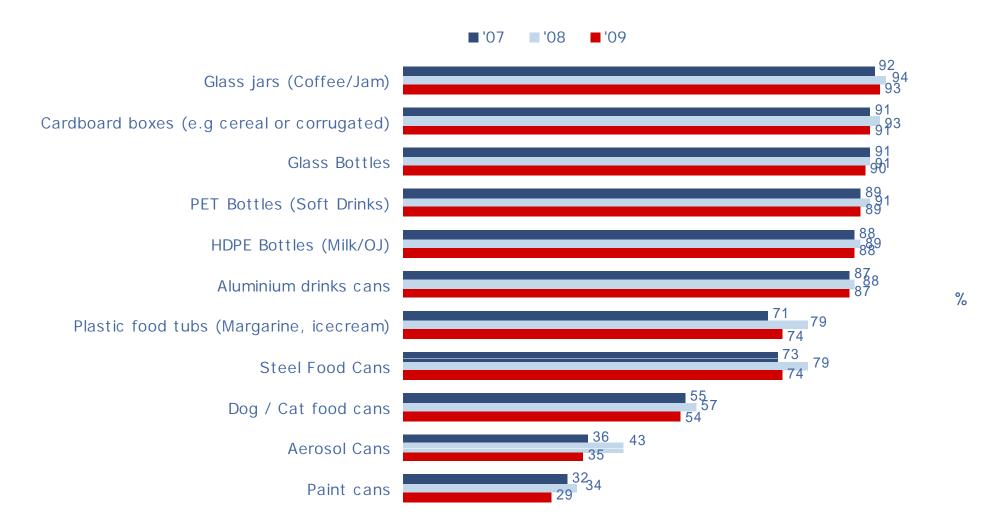
- Summary



B4. So firstly what do you usually do with [INSERT ITEM] when they are empty, do you re-use, recycle or place them in the garbage? And what about [INSERT ITEM]........? REPEAT FOR ALL ITEMS. SR PER ITEM. ROTATE ITEMS. Base: All respondents (n=1,000)

Packaging Disposal

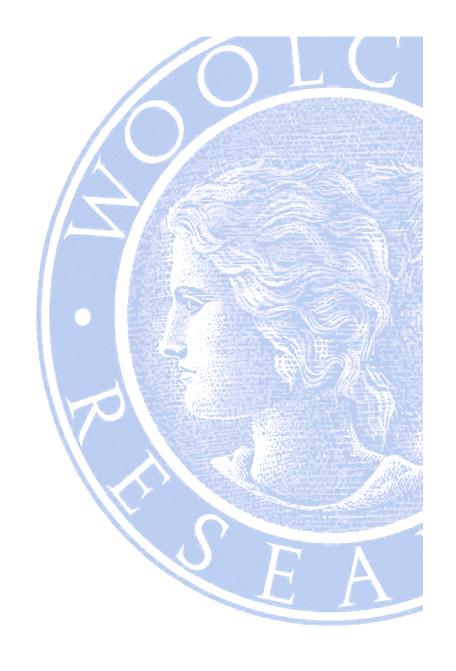
NETT Reuse or Recycle Summary



B4. So firstly what do you usually do with [INSERT ITEM] when they are empty, do you re-use, recycle or place them in the garbage? And what about [INSERT ITEM].....?

Base: All respondents (n=1,000)

Appendix A: Questionnaire



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Questionnaire

F1.I'm going to read out a list of factors that might affect your choice of a particular product instead of all of the others on the shelf and I'd like you to tell me how important these factors are to you when choosing.

So firstly how important would you say [INSERT FACTOR] is, would you say it's very important, important or not important? And what about [INSERT FACTOR]............ REPEAT FOR ALL FACTORS. SR PER FACTOR. ROTATE FACTORS.

Very important	1
Important	2
Not important	3
Don't know DO NOT READ OUT	4

Quality and performance of product

Easy to use packaging

How long the product will last or the shelf life

That the product is healthy/good for you

Attractive Packaging

Price of the product

Product size for example the number of items or number of portions

That the packaging is recyclable

Questionnaire

- F2. Why do you think goods are packaged? **PROBE FULLY.**
- F3. What are the most important things about a product's packaging that affect your choice of product to buy? PROBE FULLY.
- F4. I'm now going to read you a few different packaging items and I like you to tell me what you usually do with each one once it's empty.

So firstly what do you usually do with [INSERT ITEM] when they are empty, do you re-use, recycle or place them in the garbage? And what about [INSERT ITEM]........? REPEAT FOR ALL ITEMS. SR PER ITEM. ROTATE ITEMS.

P.E.T. bottles for example soft drinks bottles

H.D.P.E. bottles for example milk or orange juice bottles

Glass Bottles

Glass Jars for example jam or coffee jars

Aluminum drink cans

Aerosol cans

Steel food cans

Dog or Cat food Steel cans

Cardboard boxes for example cereal or corrugated cardboard boxes

Plastic food tubs for example Margarine, yogurt, ice-cream tubs

Paint cans

Contact us

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