

COMMUNITY ATTITUDES TO PACKAGING

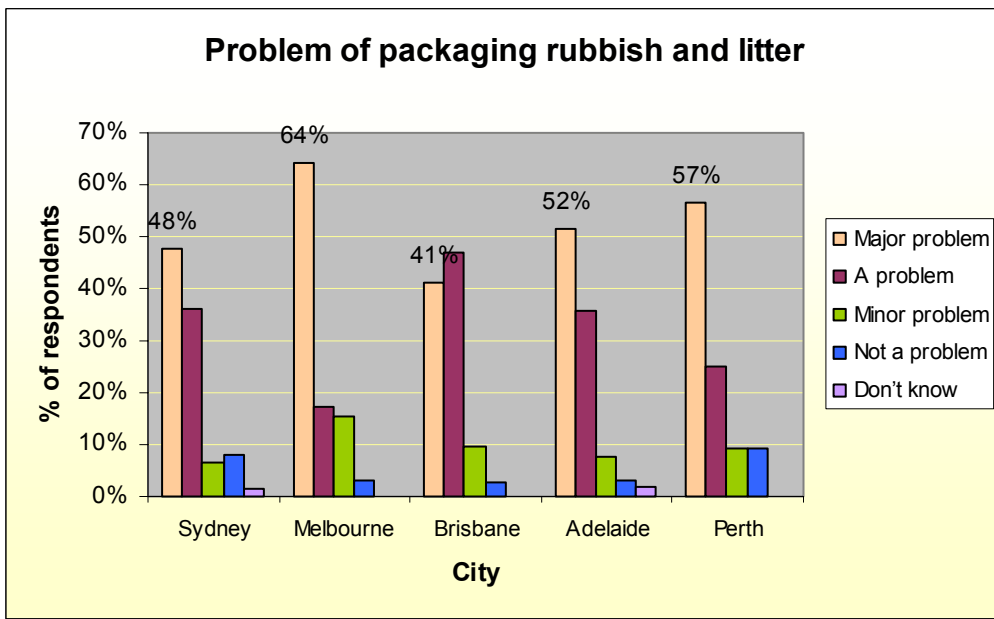
November/December 2004: prepared by Newspoll for the Boomerang Alliance

The study was conducted by Newspoll in Sydney, Melbourne, Brisbane, Adelaide and Perth Statistical Divisions among 300 respondents aged 18 and over. To reflect the population distribution, results were post-weighted to Australian Bureau of Statistics data on age, sex and area.

RESULTS

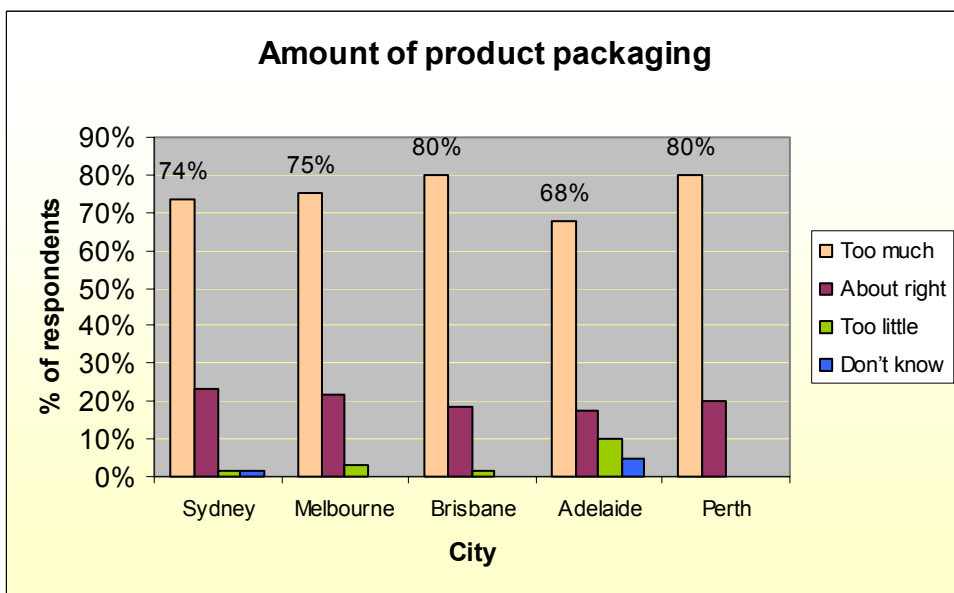
How big is the problem of packaging rubbish and litter?

Overall results showed that 84% of respondents believed that packaging waste is a problem, with the clear majority considering it to be 'a major problem'.



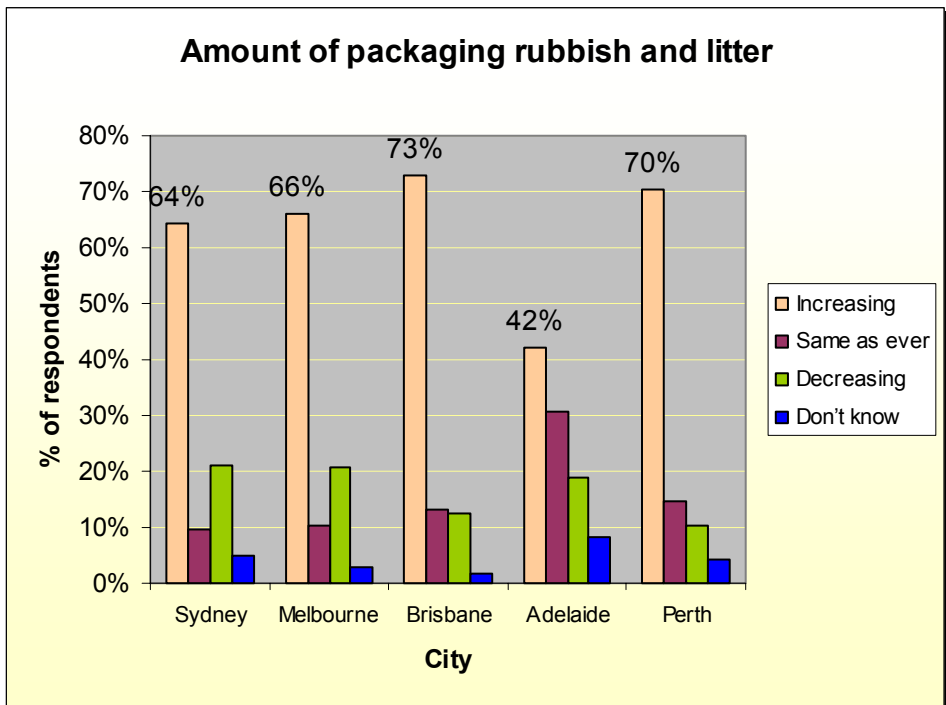
Do products have too much packaging?

Three quarters (75%) of respondents across Australia believe that products have too much packaging.



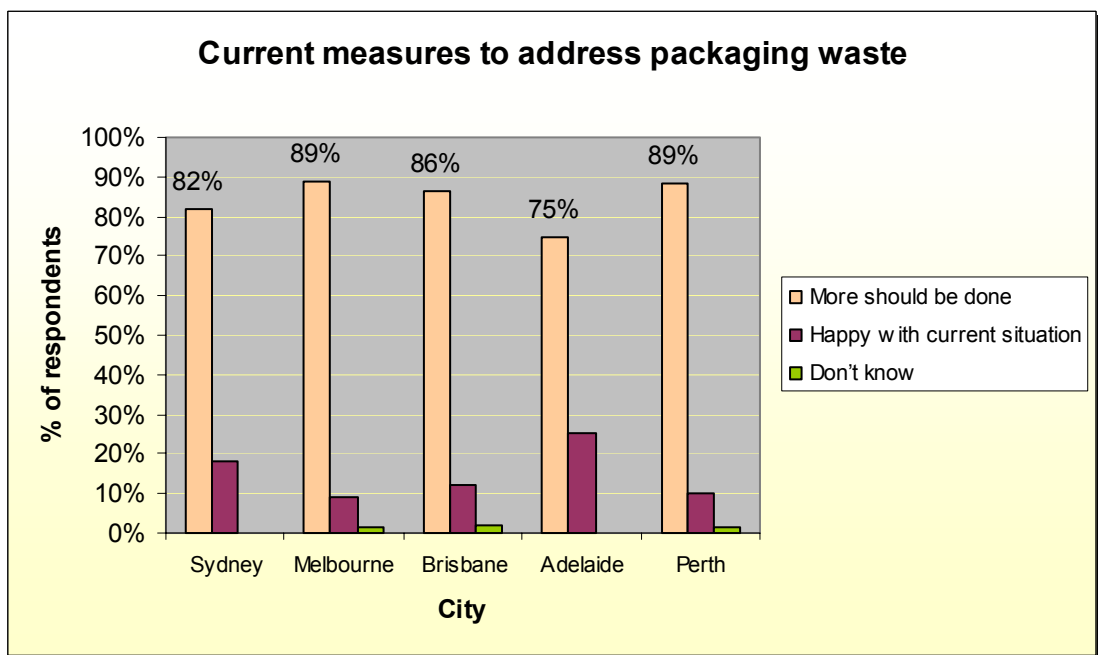
Is packaging thrown away as rubbish or litter increasing or decreasing?

All cities, with the exception of Adelaide, overwhelmingly believe that the amount of packaging waste is increasing. This result could be due to SA's container deposit legislation, which ensures that a much greater amount of beverage container litter is recovered for recycling in the state. However, even in Adelaide, more people think that packaging waste is increasing rather than decreasing.



Is enough being done to address packaging rubbish and litter?

A large majority of Australians clearly want to see more action taken to combat packaging waste. Adelaide's larger proportion of respondents indicating their satisfaction with current measures could also be due to its container deposit legislation, which consistently receives strong public support in SA government surveys.



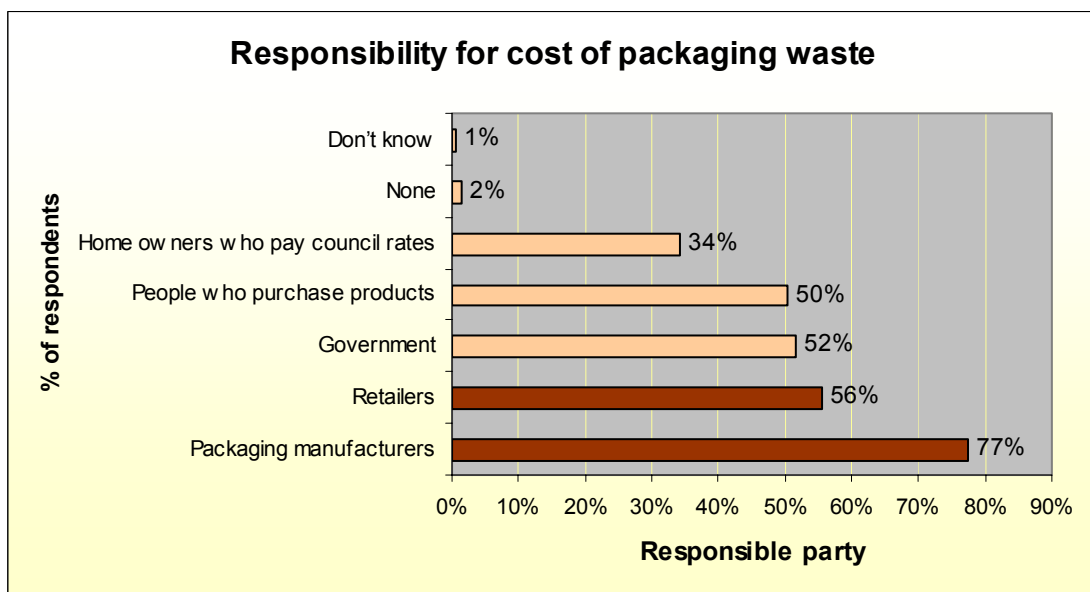
Who is responsible for creating the packaging rubbish and litter problem?

Seven in ten (70%) of respondents nominated packaging manufacturers as being responsible for Australia's packaging waste problem, with 56% saying people who purchase products are also highly responsible. Rate payers were considered much less responsible, despite their role in meeting the cost burden of kerbside recycling services.



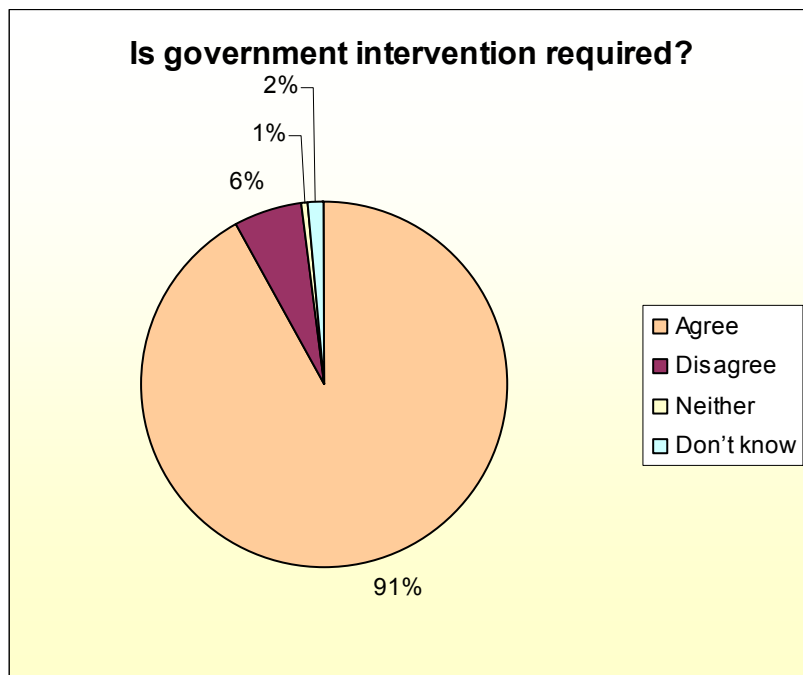
Who should be responsible for the cost of dealing with packaging rubbish and litter?

The majority of respondents believed that packaging manufacturers should be responsible for the cost of dealing with the waste they create waste packaging. Only 34% believed ratepayers should continue to bear the costs for disposal of this waste.



Should government make those responsible for creating packaging rubbish and litter deal with its environmental impact?

The vast majority (91%) of respondents want to see government taking more action to ensure that those responsible for creating packaging rubbish and litter are also responsible for minimising its effects on our environment.



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