



*Ministry for the*  
**Environment**  
*Manatū Mō Te Taiao*

# **Electrical and Electronic Equipment Disposal Survey April 2006**

**A Quantitative Report**

This report was prepared in April 2006 for the  
Ministry for the Environment  
by UMR Research, 11 Earle Street, Parnell, Auckland  
Phone: (09) 373 8700  
Fax: (09) 373 8704  
Email: [umr@umr.co.nz](mailto:umr@umr.co.nz)  
[www.umr.co.nz](http://www.umr.co.nz)

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# Executive Summary

## Willingness to pay for disposal

Sixty-six percent of respondents declared they were willing to pay for the safe disposal of their televisions and computers. The strongest reasons for this declared willingness were environmental concerns, such as keeping New Zealand clean and green, and concerns about the impact of landfills on the environment.

Twenty-five percent of respondents declared they were not willing to pay for the recycling of their televisions and computers, while 9 percent of respondents were unsure. The strongest reason given for not being willing to pay for disposal of these items was the belief that it was not something they should pay for, and that the Government, councils or retailers should cover this cost.

### Amount willing to pay for disposal

Respondents who were willing to pay for the safe disposal of their televisions or computers were asked whether they would be willing to pay at a number of different price points. Calculated across the total sample:

- 31 percent indicated they would be willing to pay \$50 or more (20 percent \$50, 4 percent \$60, 2 percent \$70 and 5 percent more than \$70)
- 35 percent were willing to pay \$40 or less (2 percent \$40, 11 percent \$30, 12 percent \$20, 5 percent \$10, 2 percent \$5, and 3 percent less than \$5)
- thirty-four percent said they were not willing to pay anything, or were unsure.

### Preferred timing of payment

All respondents were asked if they would prefer to pay for the recycling of their television or computer at purchase or disposal. Respondents were mixed on this issue, with 49 percent declaring they would prefer to pay the fee at purchase and 44 percent at disposal, while five percent were unsure.

### Use of collection options

Seven different collection options for recycling televisions and computers were tested in the survey. Declared willingness to use particular collection options was highest for “take items to an e-waste collection point within your neighbourhood” at 85 percent. This option was followed closely by “having items collected from your home” at 82 percent.



# 1 Introduction

## 1.1 Objectives

The broad objectives of the research were to determine:

- whether households are willing to pay for the safe disposal of electronic and electrical items
- how much households are willing to pay
- the preferred timing of any fee (at time of disposal or when purchasing a new item)
- preferences for collection options.

## 1.2 Method

The results in this report are based on questions asked in a UMR Research nationwide omnibus survey. This was a telephone survey of a nationally representative sample of 750 New Zealanders, 18 years of age and over. Field work was conducted from 6 to 9 April 2006 at UMR Research's national interview facility in Auckland.

### The sample

Telephone numbers for those included in the sample were sourced from the Telecom White Pages. The sample universe was stratified into 23 telephone directory regions. The number of residential addresses in each of these regions was determined, and a quota was specified for the proportion of the sample that must fall in each region. Table 1 shows the percentage of respondents for each area and the number of respondents to be surveyed in each area out of the sample of 750 respondents.

**Table 1: Stratified sample, by telephone region**

Directory region	Geographic region	Percentage	Sample size
01	Auckland 1	5.1%	38
02	Auckland 2	4.1%	31
03	Auckland 3	7.4%	55
04	Auckland 4	7.4%	55
05	Auckland 5	4.5%	34
06	Auckland 6	2.1%	16
07	Bay of Plenty	7.1%	53
08	Christchurch	12.3%	92
09	Gisborne	1.0%	7
10	Hawke's Bay	4.0%	30
11	Manawatu	3.6%	27
12	Marlborough	1.2%	9
13	Nelson & Bays	2.5%	19
14	Northland	3.4%	25
15	Otago	4.7%	35
16	Southland	2.7%	20
17	Taranaki	2.8%	21
18	Timaru & Oamaru	2.2%	17
19	Waikato	8.1%	61
20	Wairarapa	1.3%	10
21	Wanganui	1.6%	12
22	Wellington	10.3%	77
23	West Coast	0.9%	6
<b>Total</b>		<b>100%</b>	<b>750</b>

## The telephone sampling scheme

The random sample of telephone numbers was generated from all number ranges found in the Telecom White Pages for New Zealand. Random digit dialling was conducted from this sample so that unlisted numbers were captured in the sample.

To limit the sample frame to private households with telephones, the following types of telephone numbers were filtered out from the sample:

- Telecom Yellow Pages
- disconnected or fax lines
- where the interviewer determined the contact was not a private household
- business lines.

## **Margin of error**

The margin of error for a 50 percent figure at the 95 percent confidence level for the sample of 750 is plus or minus 3.58 percent.

## **Call-back and calling times**

Up to five call-backs were made to initially selected respondents to ensure that non-response had a minimal impact on the representativeness of the sample. Appointments were made to ring back respondents if the time they were first contacted was not convenient.

Respondents were called between 5.30 pm and 9.00 pm during the week, between 9.30 am and 6.00 pm on Saturday and between 9.30 am and 9.00 pm on Sunday.

## **Response rate and weighting regime**

The response rate for this sample was 36 percent.

The survey data were rim weighted by age, sex and household size. Rim weighting calculates weights using a form of regression analysis. This requires two parameters: a limit, which defines how close the weighting procedure must get to the targets that have been set in order for the weights to be acceptable, and the number of iterations, which defines the number of times the weight calculations may be repeated in order to reach the cell targets.

Rim weighting is designed to weight characteristics simultaneously. The rim weighting process achieves all the desired proportions while distorting each variable as little as possible.

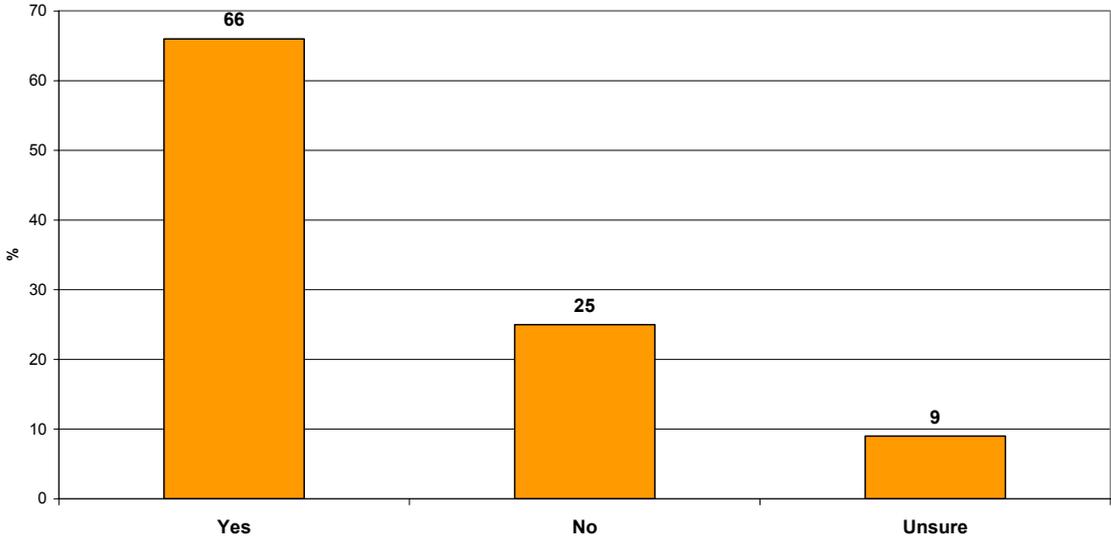
# 2 Paying for E-waste Disposal

## 2.1 Willingness to pay for disposal

Sixty-six percent of respondents declared they would be willing to pay for the safe disposal (recycling) of their television or computer, while 25 percent said they would not be willing to pay for this service and nine percent were unsure.

Those aged under 30 years and those aged 60 years or more declared lower willingness to pay for safe disposal, at 59 percent and 58 percent respectively, while those aged 45 to 59 years declared higher willingness (74 percent).

**Figure 1: Willingness to pay for disposal\***



\*Responses given to the question: "Would you be willing to pay money for the safe disposal (ie, the recycling) of your television or computer?"

Of those respondents who were willing to pay for the recycling of their televisions or computers, the main reasons given for their view, starting with the strongest reasons, were:

- environmental concerns, such as keeping New Zealand green, and concerns about the impact of landfills on the environment
- a desire to ensure proper and safe disposal
- general support for recycling.

A more comprehensive list of reasons is provided in Table 2.

**Table 2: Reasons given for willingness to pay for disposal of television or computer\***

Reason	%
<b>Environmental concerns</b> <ul style="list-style-type: none"> <li>▪ Keep New Zealand green / protect the environment (30.8%)</li> <li>▪ I'm happy to pay for ecologically sensitive disposal (16.6%)</li> <li>▪ Landfills are bad / not sustainable (14.8%)</li> <li>▪ Stop pollution (4.6%)</li> <li>▪ Leave some environmental resources for the future (3.3%)</li> <li>▪ Protect our water supply from pollution / leaking landfills (1.7%)</li> <li>▪ Conscious of environmental issues (0.5%)</li> </ul>	72.3
<b>To ensure proper disposal</b> <ul style="list-style-type: none"> <li>▪ Job will be done properly so there won't be any harm to people (16.8%)</li> <li>▪ You guarantee the job will be done properly when you pay (6.8%)</li> <li>▪ Security issues with computers require the job to be done properly (0.9%)</li> </ul>	24.5
<b>Safety issues</b> <ul style="list-style-type: none"> <li>▪ To stop dangerous computer chips / trace elements leaking out (7.8%)</li> <li>▪ I don't want children exposed to the dangerous bits (4.4%)</li> <li>▪ To stop radiation leakage (3.6%)</li> </ul>	15.8
<b>Prefer items to be recycled</b> <ul style="list-style-type: none"> <li>▪ Facilitate recycling (12.0%)</li> <li>▪ Better to recycle than leave lying around (0.9%)</li> </ul>	12.9
<b>There's a mountain of obsolete appliances to dispose of</b>	4.3
<b>More convenient to pay than do it yourself / Better than being fined for illegal dumping</b>	2.9
<b>The initial disposal charge provides a disincentive to buy products</b>	2.6
<b>It would help out New Zealand society</b>	1.6
<b>Because I don't want it in my backyard</b>	0.2
<b>I work in the recycling trade / more business</b>	0.2
<b>You can no longer sell old ones, new ones are too cheap</b>	0.1
<b>Send recycled computers for use in the third world</b>	0.1

Notes: Base = 66% of respondents, those who declared they were willing to pay for safe disposal of their television or computer, n = 497; multiple response.

\* Responses given in answer to the question: "Why would you be willing to pay for safe disposal?"

Of the 25 percent of respondents who were not willing to pay for the disposal of their televisions and computers, the main reasons for this view, starting with the strongest, were:

- did not feel it was something they should have to pay for
- thought it was something the Government or council should pay for
- believed that recycling should be a free exercise
- viewed recycling as the responsibility of the retailers
- considered these appliances to be not dangerous.

A more comprehensive list of reasons is given in Table 3.

**Table 3: Reasons not willing to pay for disposal of television/computer\***

Reason	%
<b>The cost</b>	<b>24.4</b>
<ul style="list-style-type: none"> <li>▪ I don't have enough money / don't want to spend the money (17.4%)</li> <li>▪ You already have to pay to use the dump (3.7%)</li> <li>▪ I paid enough money for it and I don't want to pay to get rid of it (3.3%)</li> </ul>	
<b>Government/council should pay for disposal</b>	<b>24.1</b>
<ul style="list-style-type: none"> <li>▪ The Government should pay; that is why we pay taxes (12.6%)</li> <li>▪ The council should pay; that is why we pay rates (11.5%)</li> </ul>	
<b>Recycling facilities should be free</b>	<b>13.9</b>
<ul style="list-style-type: none"> <li>▪ Should provide recycling and disposal facilities (7.1%)</li> <li>▪ Recyclers can find gold in my computer; they should pay (3.8%)</li> <li>▪ There should be a free recycling facility (3.0%)</li> </ul>	
<b>Disposal should be dealt with by retailer</b>	<b>11.7</b>
<ul style="list-style-type: none"> <li>▪ Should factor disposal costs into the retail price (10.3%)</li> <li>▪ Should be able to return it to the retailer (1.4%)</li> </ul>	
<b>I don't believe these appliances are dangerous</b>	<b>10.6</b>
<b>I don't have a computer/television</b>	<b>6.8</b>
<b>My television will outlive me</b>	<b>4.7</b>
<b>I would just dump it</b>	<b>3.6</b>
<b>I enjoy demolishing appliances myself</b>	<b>3.1</b>
<b>I would use inorganic collection</b>	<b>3.0</b>
<b>I would give it away / sell it on</b>	<b>2.7</b>
<b>If people are made to pay they will dump illegally</b>	<b>2.2</b>
<b>I will trade it in</b>	<b>0.9</b>
<b>I don't trust them to recycle properly</b>	<b>0.4</b>

Notes: Base = 25% of respondents, those who declared they were not willing to pay for safe disposal of their television or computer; n = 185; multiple response.

\* Responses given in answer to the question: "Why wouldn't you be willing to pay for safe disposal?"

## 2.2 Amount willing to pay for disposal

Respondents who were willing to pay for the safe disposal of their televisions or computers were asked whether they would be willing to pay at a number of different price points. Figure 2 summarises the responses across the total sample, and a full explanation of how these figures were calculated is outlined in the note below.

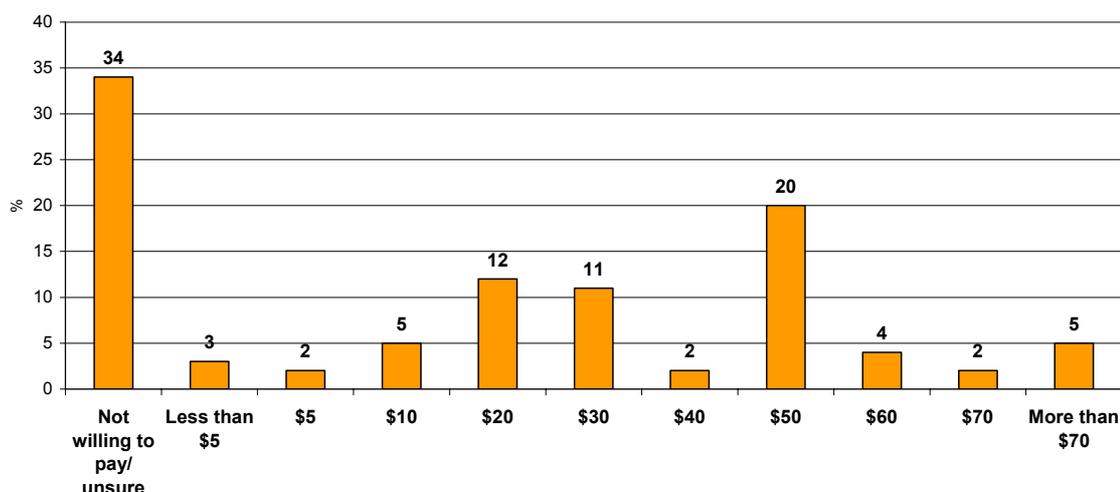
The data show that:

- 31 percent indicated they would be willing to pay \$50 or more (20 percent \$50, 4 percent \$60, 2 percent \$70, 5 percent more than \$70)
- 35 percent were willing to pay \$40 or less (2 percent \$40, 11 percent \$30, 12 percent \$20, 5 percent \$10, 2 percent \$5)

- 3 percent were willing to pay less than \$5 (it was assumed that those who said no to \$5 would be willing to pay something less than \$5 as they had earlier said they would be generally willing to pay for the safe disposal of their television or computer)
- 34 percent said they were not willing to pay anything, or were unsure.

Those aged 60 years or more were more likely to state they were not willing to pay any amount for safe disposal, while those aged 45 to 59 years were more likely.

**Figure 2: Amount willing to pay for disposal – summary statistics across total sample\***



\*Responses given to the question; “As you may be aware there are many costs involved in the safe recycling of computers and televisions, such as collection, storage, disassembly, transportation, freight and processing costs. If you were required to pay a fee for the safe recycling of your obsolete computer or television, what is the maximum amount you would be willing to pay ...?”

**Notes:**

This question was asked over several questions. The 66 percent of respondents who declared they were willing to pay to dispose of their old computer/ television were asked if they were willing to pay \$50.

Those respondents who stated they were willing to pay \$50 were then asked if they were willing to pay \$60 and so on in increments of \$10 until they were asked whether they would pay \$70 or more.

Those respondents who stated they were not willing to pay \$50 were then asked if they were willing to pay \$40 and so on in decreasing increments of \$10 until they were asked whether they would pay \$5. Those who said no but initially declared they would pay for the disposal were put in the under \$5 group.

At any stage an unsure answer was taken as a no, ie, if a respondent was willing to pay \$60 but unsure if they were willing to pay \$70, then they were combined into the \$60 category.

Table 4 outlines the percentages of respondents who stated they were willing to pay at each price point. Once a respondent stated a cost lower than \$50 they were willing to pay, they were not asked any more price points. If a respondent stated a willingness to pay amounts higher than \$50 they were asked increasingly larger amounts to a high of “more than \$70”.

The data show that:

- 48 percent said they were willing to pay \$50
- of those who said they were willing to pay \$50, 38 percent said they were willing to pay \$60
- of those who said they were willing to pay \$60, 66 percent said they were willing to pay \$70
- of those who said they were willing to pay \$70, 69 percent said they were willing to pay more than \$70
- of those who said they were *not* willing to pay \$50, 6 percent said they were willing to pay \$40
- of those who said they were *not* willing to pay \$40, 35 percent said they were willing to pay \$30
- of those who said they were *not* willing to pay \$30, 62 percent said they were willing to pay \$20
- of those who said they were *not* willing to pay \$20, 69 percent said they were willing to pay \$10
- of those who said they were *not* willing to pay \$10, 67 percent said they were willing to pay \$5.

**Table 4: Amount willing to pay for disposal\***

Amount willing to pay	%		
	Yes	No	Unsure
\$50	48	51	1
<i>Base: Those willing to pay for disposal generally (n = 497)</i>			
\$60	38	60	2
<i>Base: Those willing to pay \$50 (n = 237)</i>			
\$70	66	33	1
<i>Base: Those willing to pay \$60 (n = 90)</i>			
More than \$70	69	26	5
<i>Base: Those willing to pay \$70 (n = 59)</i>			
\$40	6	93	1
<i>Base: Those not willing to pay \$50 (n = 252)</i>			
\$30	35	64	1
<i>Base: Those not willing to pay \$40 (n = 234)</i>			
\$20	62	38	–
<i>Base: Those not willing to pay \$30 (n = 150)</i>			
\$10	69	30	1
<i>Base: Those not willing to pay \$20 (n = 57)</i>			
\$5	67	29	4
<i>Base: Those not willing to pay \$10 (n = 17)</i>			

\* Based on the question: "As you may be aware there are many costs involved in the safe recycling of computers and televisions, such as collection, storage, disassembly, transportation, freight and processing costs. If you were required to pay a fee for the safe recycling of your obsolete computer or television, what is the maximum amount you would be willing to pay?"

## 2.3 Preferred timing of payment

All respondents – regardless of their willingness to pay for the recycling of their televisions or computers – were given the option of payment for this service at purchase or disposal. Respondents were mixed on this issue, with 49 percent declaring they would prefer to pay the fee at purchase and 44 percent declaring they would prefer to make the payment at disposal, while 5 percent were unsure.

There was little demographic variation. Those aged 60 years or more were less likely to prefer to pay the fee at purchase (40 percent), and those earning between \$15,000 and \$25,000 per annum stated a greater preference to pay at disposal (55 percent) than at purchase (39 percent).

**Figure 3: Preferred timing of fee\***



\*Responses given to the question: "If you had to pay a fee, would you prefer to pay the fee when you buy a new computer or television within the purchase price OR when you dispose of the item?"

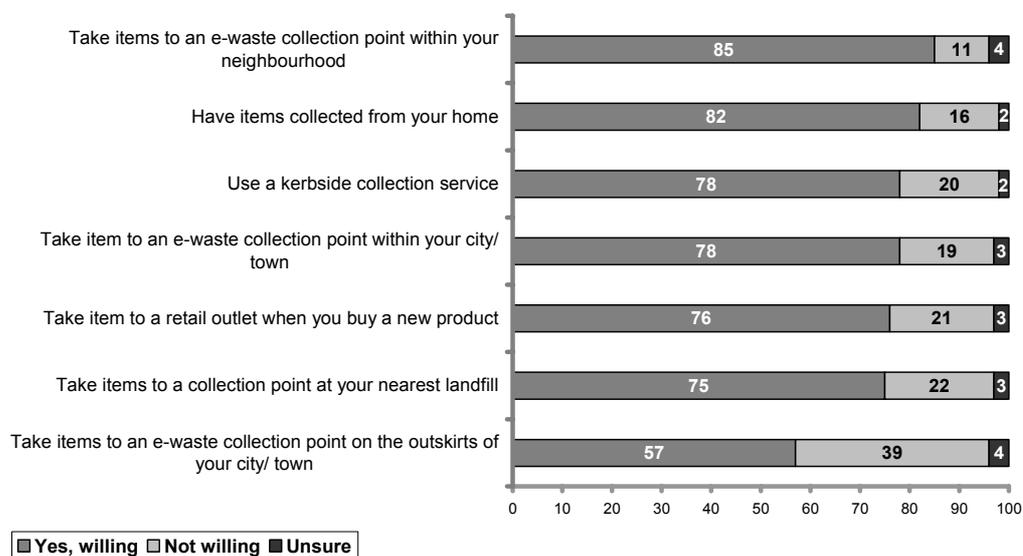
Among those who earlier declared they would be willing to pay for the safe disposal of their television or computer, 48 percent stated a preference for paying at disposal while 51 percent preferred to pay a fee at purchase; 1 percent were unsure.

# 3 Usage of Collection Options

## 3.1 Preference for collection options

Seven different collection options for recycling televisions and computers were tested in the survey. Declared preference for a particular collection option was highest for “take items to an e-waste collection point within your neighbourhood” at 85 percent. This option was followed closely by “having items collected from your home”, at 82 percent.

**Figure 4: Preference for collection option**



\* Responses given to the question: “If a recycling scheme was available to recycle televisions and computers, would you be willing to use the following collection options? Please consider each collection option and indicate if you would be willing to ...”

A summary of the collection options preferred by various demographic groups is as follows:

Take items to an e-waste collection point within your neighbourhood:

- higher willingness among Māori respondents.

Have items collected from your home:

- higher willingness among Wellington respondents.

Take item to an e-waste collection point within your city/ town:

- higher willingness among provincial residents and Māori respondents
- lower willingness among Auckland residents.

Use a kerbside collection service

- higher willingness among those earning more than \$70,000 per annum and Māori respondents

- lower willingness among rural residents.

Take item to a retail outlet when you buy a new product:

- higher willingness among provincial residents, those aged under 30 years and those earning less than \$15,000 per annum
- lower willingness among Wellington residents.

Take items to a collection point at your nearest landfill:

- higher willingness among provincial residents
- lower willingness among Auckland residents and those aged 60 years or more.

Take items to an e-waste collection point on the outskirts of your city/ town:

- higher willingness among provincial residents, rural residents and those earning \$50,000–70,000 per annum
- lower willingness among Auckland residents and those aged under 30 years.

# Appendix: Supplementary Tables

Note: some supplementary tables have not been provided due to small sample sizes

**Table A1: Willingness to pay for disposal of television or computer**

Would you be willing to pay money for the safe disposal (ie, the recycling) of your television or computer?

	Base	Yes	No	Unsure
<b>ALL</b>	750	66%	25%	9%
<b>AREA</b>				
Auckland	240	68%	23%	9%
Provincial	344	67%	24%	9%
Christchurch	88	63%	27%	10%
Wellington	78	63%	27%	10%
<b>RURAL</b>	118	66%	26%	8%
<b>SEX</b>				
Male	359	64%	29%	7%
Female	391	68%	21%	11%
<b>AGE GROUP</b>				
Under 30	132	59%	31%	10%
30–44	263	69%	22%	9%
45–59	188	74%	20%	6%
60 plus	165	58%	30%	12%
<b>OCCUPATION</b>				
Professionals, managers	203	74%	18%	8%
Technicians, associate professionals	67	76%	16%	8%
Clerks	62	58%	22%	20%
Sales and service workers	53	75%	17%	8%
Blue collar	122	61%	34%	5%
Students	42	52%	43%	5%
Retired	116	53%	33%	14%
Homemaker	48	74%	20%	6%
Not employed	18	80%	16%	4%
Self-employed	16	64%	21%	15%
<b>PERSONAL INCOME</b>				
Less than \$15,000	114	60%	31%	9%
\$15,001–\$25,000	97	67%	25%	8%
\$25,001–\$30,000	68	66%	21%	13%
\$30,001–\$40,000	99	71%	23%	6%
\$40,001–\$50,000	94	69%	27%	4%
\$50,001–\$70,000	101	74%	15%	11%
More than \$70,000	73	70%	22%	8%
<b>ETHNICITY</b>				
Māori	82	70%	25%	5%
Non-Māori	668	66%	25%	9%

Please note: care must be taken interpreting differences between sub-groups due to small sample sizes.

**Table A2: Willingness to pay to dispose of old equipment**

As you may be aware there are many costs involved in the safe recycling of computers and televisions, such as collection, storage, disassembly, transportation, freight and processing costs. If you were required to pay a fee for the safe recycling of your obsolete computer or television, what is the maximum amount you would be willing to pay?

	Base	Not willing to pay/ unsure	< \$5	\$5	\$10	\$20	\$30	\$40	\$50	\$60	\$70	> \$70
<b>ALL</b>	750	34%	3%	2%	5%	12%	11%	2%	20%	4%	2%	5%
<b>AREA</b>												
Auckland	240	32%	3%	0%	3%	12%	12%	2%	24%	4%	3%	5%
Provincial	344	34%	2%	2%	6%	13%	11%	2%	16%	4%	3%	7%
Christchurch	88	37%	5%	3%	10%	13%	8%	1%	19%	2%	0%	2%
Wellington	78	37%	2%	0%	3%	7%	12%	3%	24%	7%	0%	5%
<b>RURAL</b>	118	34%	3%	1%	4%	12%	9%	4%	15%	4%	6%	8%
<b>SEX</b>												
Male	359	36%	2%	2%	5%	12%	11%	2%	18%	4%	2%	6%
Female	391	32%	3%	1%	6%	12%	11%	2%	21%	4%	3%	5%
<b>AGE GROUP</b>												
Under 30	132	40%	3%	1%	4%	12%	13%	1%	17%	3%	2%	4%
30–44	263	31%	3%	1%	6%	11%	11%	4%	18%	5%	4%	6%
45–59	188	26%	1%	3%	7%	16%	12%	2%	19%	5%	3%	6%
60 plus	165	42%	2%	1%	3%	11%	8%	1%	24%	3%	1%	4%
<b>OCCUPATION</b>												
Professionals, managers	203	27%	4%	1%	5%	15%	11%	2%	21%	5%	3%	6%
Technicians, associate professionals	67	24%	4%	3%	8%	12%	13%	2%	20%	5%	6%	3%
Clerks	62	42%	2%	3%	7%	7%	15%	0%	15%	0%	1%	8%
Sales and service workers	53	25%	2%	4%	9%	12%	12%	3%	20%	5%	0%	8%
Blue collar	122	39%	2%	2%	4%	10%	11%	4%	16%	3%	3%	6%
Students	42	48%	0%	0%	0%	5%	5%	2%	28%	8%	2%	2%
Retired	116	46%	1%	1%	1%	11%	7%	1%	23%	3%	1%	5%
Homemaker	48	26%	3%	0%	12%	14%	16%	3%	17%	1%	4%	4%
Not employed	18	19%	4%	4%	12%	21%	17%	0%	18%	5%	0%	0%
Self-employed	16	36%	0%	0%	0%	33%	0%	9%	9%	4%	0%	9%
<b>PERSONAL INCOME</b>												
Less than \$15,000	114	40%	1%	1%	4%	10%	14%	3%	19%	2%	3%	3%
\$15,001–\$25,000	97	33%	0%	5%	11%	11%	6%	4%	19%	6%	0%	5%
\$25,001–\$30,000	68	34%	3%	0%	9%	10%	13%	0%	14%	4%	3%	10%
\$30,001–\$40,000	99	29%	5%	0%	3%	12%	14%	1%	25%	3%	5%	3%
\$40,001–\$50,000	94	31%	3%	1%	4%	20%	12%	1%	11%	7%	2%	8%
\$50,001–\$70,000	101	26%	1%	2%	6%	17%	12%	1%	18%	5%	3%	9%
More than \$70,000	73	30%	3%	1%	3%	9%	9%	2%	27%	6%	2%	8%
<b>ETHNICITY</b>												
Māori	82	30%	4%	4%	3%	9%	7%	3%	25%	10%	1%	4%
Non-Māori	668	34%	2%	1%	6%	13%	11%	2%	19%	3%	3%	6%

Please note: care must be taken interpreting differences between sub-groups due to small sample sizes.

**Table A3: Willingness to pay \$50**

[If willing to pay for disposal] As you may be aware there are many costs involved in the safe recycling of computers and televisions, such as collection, storage, disassembly, transportation, freight and processing costs. If you were required to pay a fee for the safe recycling of your obsolete computer or television, what is the maximum amount you would be willing to pay?

Would you be prepared to pay \$50?

	<b>Base</b>	<b>Yes</b>	<b>No</b>	<b>Unsure</b>
<b>ALL</b>	497	48%	51%	1%
<b>AREA</b>				
Auckland	163	53%	44%	3%
Provincial	229	44%	56%	0%
Christchurch	55	36%	61%	3%
Wellington	49	58%	39%	3%
<b>RURAL</b>	78	50%	50%	0%
<b>SEX</b>				
Male	231	46%	53%	1%
Female	266	49%	49%	2%
<b>AGE GROUP</b>				
Under 30	79	43%	54%	3%
30–44	182	48%	51%	1%
45–59	140	46%	53%	1%
60 plus	96	55%	44%	1%
<b>OCCUPATION</b>				
Professionals, managers	149	49%	49%	2%
Technicians, associate professionals	52	44%	51%	5%
Clerks	36	41%	59%	0%
Sales and service workers	40	43%	57%	0%
Blue collar	74	46%	54%	0%
Students	22	78%	22%	0%
Retired	62	58%	42%	0%
Homemaker	36	36%	60%	4%
Not employed	15	28%	72%	0%
Self-employed	10	34%	66%	0%
<b>PERSONAL INCOME</b>				
Less than \$15,000	68	45%	55%	0%
\$15,001–\$25,000	65	45%	55%	0%
\$25,001–\$30,000	45	46%	52%	2%
\$30,001–\$40,000	70	52%	47%	1%
\$40,001–\$50,000	65	40%	56%	4%
\$50,001–\$70,000	74	47%	53%	0%
More than \$70,000	51	62%	36%	2%
<b>ETHNICITY</b>				
Māori	57	58%	41%	1%
Non-Māori	439	46%	52%	2%

Please note: care must be taken interpreting differences between sub-groups due to small sample sizes.

**Table A4: Willingness to pay \$60**

[If willing to pay \$50] Would you be prepared to pay \$60?

	<b>Base</b>	<b>Yes</b>	<b>No</b>	<b>Unsure</b>
<b>ALL</b>	237	38%	60%	2%
<b>AREA</b>				
Auckland	87	33%	65%	2%
Provincial	102	47%	49%	4%
Christchurch	20	17%	83%	0%
Wellington	29	33%	67%	0%
<b>RURAL</b>	39	55%	43%	2%
<b>SEX</b>				
Male	107	39%	58%	3%
Female	129	38%	61%	1%
<b>AGE GROUP</b>				
Under 30	34	34%	62%	4%
30–44	86	44%	54%	2%
45–59	64	43%	55%	2%
60 plus	52	24%	74%	2%
<b>OCCUPATION</b>				
Professionals, managers	73	42%	57%	1%
Technicians, associate professionals	23	40%	60%	0%
Clerks	15	37%	63%	0%
Sales and service workers	17	40%	60%	0%
Blue collar	34	45%	51%	4%
Students	17	30%	63%	7%
Retired	36	26%	71%	3%
Homemaker	13	37%	63%	0%
Not employed	4	23%	77%	0%
Self-employed	3	61%	39%	0%
<b>PERSONAL INCOME</b>				
Less than \$15,000	31	28%	68%	4%
\$15,001–\$25,000	29	37%	55%	8%
\$25,001–\$30,000	21	55%	45%	0%
\$30,001–\$40,000	36	33%	67%	0%
\$40,001–\$50,000	26	59%	41%	0%
\$50,001–\$70,000	35	47%	53%	0%
More than \$70,000	32	37%	58%	5%
<b>ETHNICITY</b>				
Māori	33	38%	62%	0%
Non-Māori	203	38%	60%	2%

Please note: care must be taken interpreting differences between sub-groups due to small sample sizes.

**Table A5: Willingness to pay \$70**

[If willing to pay \$60] Would you be prepared to pay \$70?

	<b>Base</b>	<b>Yes</b>	<b>No</b>	<b>Unsure</b>
<b>ALL</b>	90	66%	33%	1%
<b>AREA</b>				
Auckland	29	62%	36%	2%
Provincial	48	74%	24%	2%
Christchurch	3	51%	49%	0%
Wellington	9	40%	60%	0%
<b>RURAL</b>	21	81%	19%	0%
<b>SEX</b>				
Male	42	69%	28%	3%
Female	48	63%	37%	0%
<b>AGE GROUP</b>				
Under 30	11	69%	31%	0%
30–44	38	67%	33%	0%
45–59	28	65%	35%	0%
60 plus	12	61%	28%	11%
<b>OCCUPATION</b>				
Professionals, managers	31	64%	36%	0%
Technicians, associate professionals	9	63%	37%	0%
Clerks	5	100%	0%	0%
Sales and service workers	7	59%	41%	0%
Blue collar	15	73%	27%	0%
Students	5	31%	69%	0%
Retired	9	66%	27%	7%
Homemaker	5	85%	15%	0%
Not employed	1	0%	100%	0%
Self-employed	2	67%	0%	33%
<b>PERSONAL INCOME</b>				
Less than \$15,000	9	80%	20%	0%
\$15,001–\$25,000	11	44%	50%	6%
\$25,001–\$30,000	11	76%	24%	0%
\$30,001–\$40,000	12	73%	27%	0%
\$40,001–\$50,000	15	58%	42%	0%
\$50,001–\$70,000	16	72%	28%	0%
More than \$70,000	12	65%	35%	0%
<b>ETHNICITY</b>				
Māori	13	37%	63%	0%
Non-Māori	77	71%	27%	2%

Please note: care must be taken interpreting differences between sub-groups due to small sample sizes.

**Table A6: Willingness to pay \$40**

[If not willing to pay \$50] Would you be prepared to pay \$40?

	<b>Base</b>	<b>Yes</b>	<b>No</b>	<b>Unsure</b>
<b>ALL</b>	252	6%	93%	1%
<b>AREA</b>				
Auckland	72	6%	93%	1%
Provincial	127	6%	92%	2%
Christchurch	34	4%	96%	0%
Wellington	19	11%	89%	0%
<b>RURAL</b>	39	11%	89%	0%
<b>SEX</b>				
Male	122	7%	92%	1%
Female	130	5%	94%	1%
<b>AGE GROUP</b>				
Under 30	43	3%	94%	3%
30–44	93	11%	88%	1%
45–59	74	4%	96%	0%
60 plus	42	2%	97%	1%
<b>OCCUPATION</b>				
Professionals, managers	73	5%	92%	3%
Technicians, associate professionals	26	5%	95%	0%
Clerks	21	0%	100%	0%
Sales and service workers	23	6%	91%	3%
Blue collar	40	12%	88%	0%
Students	5	14%	86%	0%
Retired	26	3%	97%	0%
Homemaker	21	7%	93%	0%
Not employed	11	0%	100%	0%
Self-employed	7	21%	79%	0%
<b>PERSONAL INCOME</b>				
Less than \$15,000	38	8%	92%	0%
\$15,001–\$25,000	36	12%	88%	0%
\$25,001–\$30,000	23	0%	100%	0%
\$30,001–\$40,000	33	3%	91%	6%
\$40,001–\$50,000	37	4%	96%	0%
\$50,001–\$70,000	39	2%	98%	0%
More than \$70,000	19	8%	87%	5%
<b>ETHNICITY</b>				
Māori	23	12%	88%	0%
Non-Māori	229	6%	93%	1%

Please note: care must be taken interpreting differences between sub-groups due to small sample sizes.

**Table A7: Willingness to pay \$30**

[If not willing to pay \$40] Would you be prepared to pay \$30?

	<b>Base</b>	<b>Yes</b>	<b>No</b>	<b>Unsure</b>
<b>ALL</b>	234	35%	64%	1%
<b>AREA</b>				
Auckland	67	42%	58%	0%
Provincial	118	31%	68%	1%
Christchurch	32	21%	76%	3%
Wellington	17	55%	45%	0%
<b>RURAL</b>	34	32%	68%	0%
<b>SEX</b>				
Male	112	35%	64%	1%
Female	122	34%	65%	1%
<b>AGE GROUP</b>				
Under 30	40	43%	55%	2%
30–44	82	34%	65%	1%
45–59	71	32%	68%	0%
60 plus	41	33%	67%	0%
<b>OCCUPATION</b>				
Professionals, managers	66	33%	65%	2%
Technicians, associate professionals	25	35%	65%	0%
Clerks	21	43%	57%	0%
Sales and service workers	21	30%	70%	0%
Blue collar	35	39%	58%	3%
Students	4	55%	45%	0%
Retired	26	33%	67%	0%
Homemaker	20	38%	62%	0%
Not employed	11	30%	70%	0%
Self-employed	5	0%	100%	0%
<b>PERSONAL INCOME</b>				
Less than \$15,000	34	48%	49%	3%
\$15,001–\$25,000	32	19%	81%	0%
\$25,001–\$30,000	23	38%	62%	0%
\$30,001–\$40,000	30	46%	54%	0%
\$40,001–\$50,000	35	31%	66%	3%
\$50,001–\$70,000	38	31%	69%	0%
More than \$70,000	16	41%	59%	0%
<b>ETHNICITY</b>				
Māori	21	28%	72%	0%
Non-Māori	213	35%	64%	1%

Please note: care must be taken interpreting differences between sub-groups due to small sample sizes.

**Table A8: Willingness to pay \$20**

[If not willing to pay \$30] Would you be prepared to pay \$20?

	<b>Base</b>	<b>Yes</b>	<b>No</b>	<b>Unsure</b>
<b>ALL</b>	150	62%	38%	0%
<b>AREA</b>				
Auckland	39	76%	24%	0%
Provincial	80	58%	42%	0%
Christchurch	24	49%	51%	0%
Wellington	8	75%	25%	0%
<b>RURAL</b>	23	61%	39%	0%
<b>SEX</b>				
Male	71	63%	37%	0%
Female	79	61%	39%	0%
<b>AGE GROUP</b>				
Under 30	22	71%	29%	0%
30–44	53	55%	45%	0%
45–59	48	62%	38%	0%
60 plus	27	68%	32%	0%
<b>OCCUPATION</b>				
Professionals, managers	43	72%	28%	0%
Technicians, associate professionals	16	51%	49%	0%
Clerks	12	34%	66%	0%
Sales and service workers	14	46%	54%	0%
Blue collar	20	62%	38%	0%
Students	2	100%	0%	0%
Retired	17	77%	23%	0%
Homemaker	12	54%	46%	0%
Not employed	7	51%	49%	0%
Self-employed	5	100%	0%	0%
<b>PERSONAL INCOME</b>				
Less than \$15,000	17	66%	34%	0%
\$15,001–\$25,000	26	41%	59%	0%
\$25,001–\$30,000	15	49%	51%	0%
\$30,001–\$40,000	16	74%	26%	0%
\$40,001–\$50,000	23	80%	20%	0%
\$50,001–\$70,000	27	64%	36%	0%
More than \$70,000	10	69%	31%	0%
<b>ETHNICITY</b>				
Māori	15	48%	52%	0%
Non-Māori	136	64%	36%	0%

Please note: care must be taken interpreting differences between sub-groups due to small sample sizes.

**Table A9: Prefer to pay fee at disposal or purchase**

If you had to pay a fee, would you prefer to pay the fee when you buy a new computer or television within the purchase price, OR when you dispose of the item?

	<b>Base</b>	<b>Fee at disposal</b>	<b>Fee at purchase</b>	<b>Depends</b>	<b>Unsure</b>
<b>ALL</b>	750	44%	49%	2%	5%
<b>AREA</b>					
Auckland	240	44%	49%	3%	4%
Provincial	344	47%	47%	2%	4%
Christchurch	88	37%	55%	3%	5%
Wellington	78	41%	50%	2%	7%
<b>RURAL</b>	118	52%	41%	2%	5%
<b>SEX</b>					
Male	359	40%	53%	2%	5%
Female	391	48%	45%	3%	4%
<b>AGE GROUP</b>					
Under 30	132	49%	50%	0%	1%
30–44	263	45%	50%	2%	3%
45–59	188	41%	53%	2%	4%
60 plus	165	45%	40%	5%	10%
<b>OCCUPATION</b>					
Professionals, managers	203	41%	55%	3%	1%
Technicians, associate professionals	67	39%	55%	3%	3%
Clerks	62	47%	49%	1%	3%
Sales and service workers	53	68%	29%	0%	3%
Blue collar	122	44%	48%	1%	7%
Students	42	44%	54%	0%	2%
Retired	116	44%	38%	6%	12%
Homemaker	48	40%	55%	2%	3%
Not employed	18	50%	50%	0%	0%
Self-employed	16	38%	62%	0%	0%
<b>PERSONAL INCOME</b>					
Less than \$15,000	114	46%	47%	3%	4%
\$15,001–\$25,000	97	55%	39%	3%	3%
\$25,001–\$30,000	68	41%	57%	1%	1%
\$30,001–\$40,000	99	45%	51%	2%	2%
\$40,001–\$50,000	94	49%	45%	0%	6%
\$50,001–\$70,000	101	45%	51%	2%	2%
More than \$70,000	73	34%	55%	4%	7%
<b>ETHNICITY</b>					
Māori	82	44%	49%	2%	5%
Non-Māori	668	44%	49%	2%	5%

Please note: care must be taken interpreting differences between sub-groups due to small sample sizes.

**Table A10: Collection options – take items to a collection point at your nearest landfill**

If a recycling scheme was available to recycle televisions and computers, would you be willing to use the following collection options? Please consider each collection option and indicate if you would be willing to ...

Take items to a collection point at your nearest landfill

	<b>Base</b>	<b>Yes, willing</b>	<b>Not willing</b>	<b>Don't know</b>
<b>ALL</b>	750	75%	22%	3%
<b>AREA</b>				
Auckland	240	62%	32%	6%
Provincial	344	84%	15%	1%
Christchurch	88	78%	18%	4%
Wellington	78	70%	29%	1%
<b>RURAL</b>	118	82%	13%	5%
<b>SEX</b>				
Male	359	77%	19%	4%
Female	391	72%	25%	3%
<b>AGE GROUP</b>				
Under 30	132	76%	19%	5%
30–44	263	79%	17%	4%
45–59	188	76%	23%	1%
60 plus	165	63%	34%	3%
<b>OCCUPATION</b>				
Professionals, managers	203	77%	21%	2%
Technicians, associate professionals	67	67%	32%	1%
Clerks	62	65%	19%	16%
Sales and service workers	53	70%	30%	0%
Blue collar	122	87%	10%	3%
Students	42	71%	29%	0%
Retired	116	62%	34%	4%
Homemaker	48	89%	8%	3%
Not employed	18	76%	24%	0%
Self-employed	16	85%	15%	0%
<b>PERSONAL INCOME</b>				
Less than \$15,000	114	79%	21%	0%
\$15,001–\$25,000	97	74%	24%	2%
\$25,001–\$30,000	68	68%	24%	8%
\$30,001–\$40,000	99	66%	26%	8%
\$40,001–\$50,000	94	80%	18%	2%
\$50,001–\$70,000	101	80%	18%	2%
More than \$70,000	73	71%	26%	3%
<b>ETHNICITY</b>				
Māori	82	81%	18%	1%
Non-Māori	668	74%	23%	3%

Please note: care must be taken interpreting differences between sub-groups due to small sample sizes.

**Table A11: Collection options – take items to an e-waste collection point within your neighbourhood**

If a recycling scheme was available to recycle televisions and computers, would you be willing to use the following collection options? Please consider each collection option and indicate if you would be willing to ...

Take items to an e-waste collection point within your neighbourhood

	<b>Base</b>	<b>Yes, willing</b>	<b>Not willing</b>	<b>Don't know</b>
<b>ALL</b>	750	85%	11%	4%
<b>AREA</b>				
Auckland	240	82%	12%	6%
Provincial	344	87%	11%	2%
Christchurch	88	89%	10%	1%
Wellington	78	86%	11%	3%
<b>RURAL</b>	118	81%	13%	6%
<b>SEX</b>				
Male	359	84%	12%	4%
Female	391	86%	11%	3%
<b>AGE GROUP</b>				
Under 30	132	86%	10%	4%
30–44	263	86%	10%	4%
45–59	188	88%	9%	3%
60 Plus	165	80%	17%	3%
<b>OCCUPATION</b>				
Professionals, managers	203	90%	7%	3%
Technicians, associate professionals	67	85%	12%	3%
Clerks	62	79%	5%	16%
Sales and service workers	53	90%	10%	0%
Blue collar	122	86%	11%	3%
Students	42	82%	17%	1%
Retired	116	77%	19%	4%
Homemaker	48	91%	9%	0%
Not employed	18	86%	9%	5%
Self-employed	16	75%	25%	0%
<b>PERSONAL INCOME</b>				
Less than \$15,000	114	84%	15%	1%
\$15,001–\$25,000	97	88%	10%	2%
\$25,001–\$30,000	68	80%	10%	10%
\$30,001–\$40,000	99	83%	10%	7%
\$40,001–\$50,000	94	89%	8%	3%
\$50,001–\$70,000	101	91%	8%	1%
More than \$70,000	73	85%	10%	5%
<b>ETHNICITY</b>				
Māori	82	93%	7%	0%
Non-Māori	668	84%	12%	4%

Please note: care must be taken interpreting differences between sub-groups due to small sample sizes.

**Table A12: Collection options – take items to an e-waste collection point within your city/town**

If a recycling scheme was available to recycle televisions and computers, would you be willing to use the following collection options? Please consider each collection option and indicate if you would be willing to ...

Take items to an e-waste collection point within your city/town

	<b>Base</b>	<b>Yes, willing</b>	<b>Not willing</b>	<b>Don't know</b>
<b>ALL</b>	750	78%	19%	3%
<b>AREA</b>				
Auckland	240	65%	30%	5%
Provincial	344	88%	10%	2%
Christchurch	88	81%	18%	1%
Wellington	78	73%	22%	5%
<b>RURAL</b>	118	84%	15%	1%
<b>SEX</b>				
Male	359	77%	18%	5%
Female	391	79%	19%	2%
<b>AGE GROUP</b>				
Under 30	132	78%	21%	1%
30–44	263	81%	15%	4%
45–59	188	78%	19%	3%
60 plus	165	74%	23%	3%
<b>OCCUPATION</b>				
Professionals, managers	203	83%	15%	2%
Technicians, associate professionals	67	74%	26%	0%
Clerks	62	68%	22%	10%
Sales and service workers	53	68%	31%	1%
Blue collar	122	82%	13%	5%
Students	42	83%	16%	1%
Retired	116	70%	26%	4%
Homemaker	48	89%	11%	0%
Not employed	18	81%	10%	9%
Self-employed	16	82%	18%	0%
<b>PERSONAL INCOME</b>				
Less than \$15,000	114	78%	21%	1%
\$15,001–\$25,000	97	86%	13%	1%
\$25,001–\$30,000	68	67%	29%	4%
\$30,001–\$40,000	99	75%	18%	7%
\$40,001–\$50,000	94	80%	18%	2%
\$50,001–\$70,000	101	88%	9%	3%
More than \$70,000	73	67%	29%	4%
<b>ETHNICITY</b>				
Māori	82	92%	8%	0%
Non-Māori	668	76%	20%	4%

Please note: care must be taken interpreting differences between sub-groups due to small sample sizes.

**Table A13: Collection options – take items to an e-waste collection point on the outskirts of your city/town**

If a recycling scheme was available to recycle televisions and computers, would you be willing to use the following collection options? Please consider each collection option and indicate if you would be willing to ...

Take items to an e-waste collection point on the outskirts of your city/town

	<b>Base</b>	<b>Yes, willing</b>	<b>Not willing</b>	<b>Don't know</b>
<b>ALL</b>	750	57%	39%	4%
<b>AREA</b>				
Auckland	240	37%	57%	6%
Provincial	344	72%	24%	4%
Christchurch	88	61%	37%	2%
Wellington	78	48%	46%	6%
<b>RURAL</b>	118	73%	26%	1%
<b>SEX</b>				
Male	359	61%	34%	5%
Female	391	54%	42%	4%
<b>AGE GROUP</b>				
Under 30	132	46%	50%	4%
30–44	263	60%	35%	5%
45–59	188	64%	34%	2%
60 plus	165	53%	41%	6%
<b>OCCUPATION</b>				
Professionals, managers	203	59%	38%	3%
Technicians, associate professionals	67	62%	38%	0%
Clerks	62	54%	37%	9%
Sales and service workers	53	65%	34%	1%
Blue collar	122	68%	28%	4%
Students	42	39%	59%	2%
Retired	116	50%	43%	7%
Homemaker	48	52%	44%	4%
Not employed	18	40%	38%	22%
Self-employed	16	61%	33%	6%
<b>PERSONAL INCOME</b>				
Less than \$15,000	114	61%	34%	5%
\$15,001–\$25,000	97	53%	45%	2%
\$25,001–\$30,000	68	49%	46%	5%
\$30,001–\$40,000	99	49%	43%	8%
\$40,001–\$50,000	94	68%	29%	3%
\$50,001–\$70,000	101	72%	26%	2%
More than \$70,000	73	58%	38%	4%
<b>ETHNICITY</b>				
Māori	82	63%	37%	0%
Non-Māori	668	56%	39%	5%

Please note: care must be taken interpreting differences between sub-groups due to small sample sizes.

**Table A14: Collection options – have items collected from your home**

If a recycling scheme was available to recycle televisions and computers, would you be willing to use the following collection options? Please consider each collection option and indicate if you would be willing to ...

Have items collected from your home

	<b>Base</b>	<b>Yes, willing</b>	<b>Not willing</b>	<b>Don't know</b>
<b>ALL</b>	750	82%	16%	2%
<b>AREA</b>				
Auckland	240	81%	14%	5%
Provincial	344	79%	20%	1%
Christchurch	88	87%	13%	0%
Wellington	78	90%	8%	2%
<b>RURAL</b>	118	78%	21%	1%
<b>SEX</b>				
Male	359	78%	18%	4%
Female	391	85%	14%	1%
<b>AGE GROUP</b>				
Under 30	132	79%	21%	0%
30–44	263	83%	14%	3%
45–59	188	84%	15%	1%
60 plus	165	78%	17%	5%
<b>OCCUPATION</b>				
Professionals, managers	203	84%	16%	0%
Technicians, associate professionals	67	82%	18%	0%
Clerks	62	77%	13%	10%
Sales and service workers	53	90%	10%	0%
Blue collar	122	75%	23%	2%
Students	42	78%	22%	0%
Retired	116	77%	16%	7%
Homemaker	48	91%	9%	0%
Not employed	18	91%	9%	0%
Self-employed	16	84%	13%	3%
<b>PERSONAL INCOME</b>				
Less than \$15,000	114	85%	14%	1%
\$15,001–\$25,000	97	84%	15%	1%
\$25,001–\$30,000	68	76%	24%	0%
\$30,001–\$40,000	99	78%	14%	8%
\$40,001–\$50,000	94	85%	14%	1%
\$50,001–\$70,000	101	74%	26%	0%
More than \$70,000	73	89%	7%	4%
<b>ETHNICITY</b>				
Māori	82	82%	18%	0%
Non-Māori	668	81%	16%	3%

Please note: care must be taken interpreting differences between sub-groups due to small sample sizes.

**Table A15: Collection options – take item to a retail outlet when you buy a new product**

If a recycling scheme was available to recycle televisions and computers, would you be willing to use the following collection options? Please consider each collection option and indicate if you would be willing to ...

Take item to a retail outlet when you buy a new product

	<b>Base</b>	<b>Yes, willing</b>	<b>Not willing</b>	<b>Don't know</b>
<b>ALL</b>	750	76%	21%	3%
<b>AREA</b>				
Auckland	240	73%	23%	4%
Provincial	344	82%	16%	2%
Christchurch	88	77%	20%	3%
Wellington	78	60%	37%	3%
<b>RURAL</b>	118	79%	19%	2%
<b>SEX</b>				
Male	359	75%	21%	4%
Female	391	77%	21%	2%
<b>AGE GROUP</b>				
Under 30	132	84%	15%	1%
30–44	263	73%	23%	4%
45–59	188	78%	21%	1%
60 plus	165	72%	23%	5%
<b>OCCUPATION</b>				
Professionals, managers	203	76%	21%	3%
Technicians, associate professionals	67	78%	21%	1%
Clerks	62	73%	18%	9%
Sales and service workers	53	76%	23%	1%
Blue collar	122	78%	18%	4%
Students	42	84%	13%	3%
Retired	116	71%	25%	4%
Homemaker	48	79%	21%	0%
Not employed	18	80%	16%	4%
Self-employed	16	68%	32%	0%
<b>PERSONAL INCOME</b>				
Less than \$15,000	114	86%	13%	1%
\$15,001–\$25,000	97	76%	19%	5%
\$25,001–\$30,000	68	72%	24%	4%
\$30,001–\$40,000	99	72%	19%	9%
\$40,001–\$50,000	94	73%	26%	1%
\$50,001–\$70,000	101	83%	17%	0%
More than \$70,000	73	67%	28%	5%
<b>ETHNICITY</b>				
Māori	82	81%	15%	4%
Non-Māori	668	75%	22%	3%

Please note: care must be taken interpreting differences between sub-groups due to small sample sizes.

**Table A16: Collection options – use a kerbside collection service**

If a recycling scheme was available to recycle televisions and computers, would you be willing to use the following collection options? Please consider each collection option and indicate if you would be willing to ...

Use a kerbside collection service

	<b>Base</b>	<b>Yes, willing</b>	<b>Not willing</b>	<b>Don't know</b>
<b>ALL</b>	750	78%	20%	2%
<b>AREA</b>				
Auckland	240	79%	17%	4%
Provincial	344	75%	23%	2%
Christchurch	88	83%	16%	1%
Wellington	78	77%	22%	1%
<b>RURAL</b>	118	69%	29%	2%
<b>SEX</b>				
Male	359	75%	21%	4%
Female	391	80%	19%	1%
<b>AGE GROUP</b>				
Under 30	132	79%	20%	1%
30–44	263	79%	18%	3%
45–59	188	76%	22%	2%
60 plus	165	76%	22%	2%
<b>OCCUPATION</b>				
Professionals, managers	203	80%	19%	1%
Technicians, associate professionals	67	85%	15%	0%
Clerks	62	67%	23%	10%
Sales and service workers	53	80%	20%	0%
Blue collar	122	73%	25%	2%
Students	42	78%	18%	4%
Retired	116	77%	20%	3%
Homemaker	48	72%	25%	3%
Not employed	18	82%	18%	0%
Self-employed	16	85%	15%	0%
<b>PERSONAL INCOME</b>				
Less than \$15,000	114	78%	21%	1%
\$15,001–\$25,000	97	85%	13%	2%
\$25,001–\$30,000	68	78%	21%	1%
\$30,001–\$40,000	99	74%	19%	7%
\$40,001–\$50,000	94	73%	26%	1%
\$50,001–\$70,000	101	77%	22%	1%
More than \$70,000	73	88%	9%	3%
<b>ETHNICITY</b>				
Māori	82	88%	12%	0%
Non-Māori	668	76%	21%	3%

Please note: care must be taken interpreting differences between sub-groups due to small sample sizes.