



Ministry for the
Environment
Manatū Mō Te Taiao

Public Awareness of the Waste Minimisation Act and Waste Disposal Levy

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1. Background, objectives and method

1.1 Background

The Waste Minimisation Act 2008 (WMA) aims to encourage waste minimisation and a reduction on the amount of waste generated and disposed of in New Zealand, to reduce the environmental harm of waste and provide environmental, social, economic and cultural benefits. The WMA introduced a levy of \$10/tonne on waste disposed of at 'disposal facilities' (landfills) from 1 July 2009 to raise revenue for waste minimisation, to help local government, businesses and communities to minimise waste. Costs of the levy may be reflected in the cost of council rubbish bags, user-pays or rates from providing kerbside collection services, or a gate charge at a transfer station or landfill.

The WMA was introduced without a widespread general public education campaign. Communications focussed instead on stakeholders with specific responsibilities under the WMA, e.g., landfill operators and city and district councils (territorial authorities).

Details about the WMA are at: <http://www.mfe.govt.nz/waste>

1.2 Objectives

The Ministry for the Environment has the primary objective of:

- establishing benchmark data of the public's awareness of the WMA and the levy.

The secondary objective is to measure:

- the public's awareness of how the levy is passed on to them (transparency of levy cost)
- the main ways the public dispose of their household waste.

1.3 Method

Results in this report are based upon questions asked in the UMR Research nation-wide omnibus survey. This is a telephone survey of a nationally representative sample of 750 New Zealanders 18 years of age and over.

Fieldwork was conducted from the 10th to 13th February 2011 at UMR Research's national interview facility in Auckland. The margin of error for a sample size of 750 for a 50% figure at the '95% confidence level' is $\pm 3.6\%$.

Please be aware that some of the questions have very small sample sizes and must be treated as indicative only.

(A more detailed account of the methodology, response rate and sample frame used for this report is attached at the back of this report.)

2. Report

2.1 Overview

The vast majority of New Zealanders (85%) were either unsure or did not think there were government laws or policies aimed at encouraging recycling and waste minimisation. Public knowledge of the WMA was extremely low, with 93% saying they knew 'not that much' or 'nothing at all' about it.

Even so, one-third (30%) declared that they were aware of a government levy that is put on waste that goes to landfills. However, when those who declared they were aware of the levy were then asked how much it was, 84% were unsure and only 2.4% were able to correctly state \$10/tonne, which represents less than 1% of the population.

The main way in which people dispose of their rubbish was via kerbside collection of council rubbish bags (44%) followed by council wheelie-bins (30%), private wheelie-bins (11%), drop-off at local transfer station or landfill (4%). The other main ways in which rubbish was disposed of were burning, recycling, composting and burying.

2.2 One-third declare awareness of the levy

Less than one-third (30%) declared that they were aware of the government levy put on waste that goes to landfills. Declared awareness varied slightly by region with the lowest awareness in Auckland (26%) and the highest in provincial areas (33%).

Awareness increased with age. Only 22% of those under 30 years of age declared they were aware compared to 35% of those over 60 years. Women (32%) were slightly more aware than men (28%) and homeowners (32%) were more aware than those renting (25%).

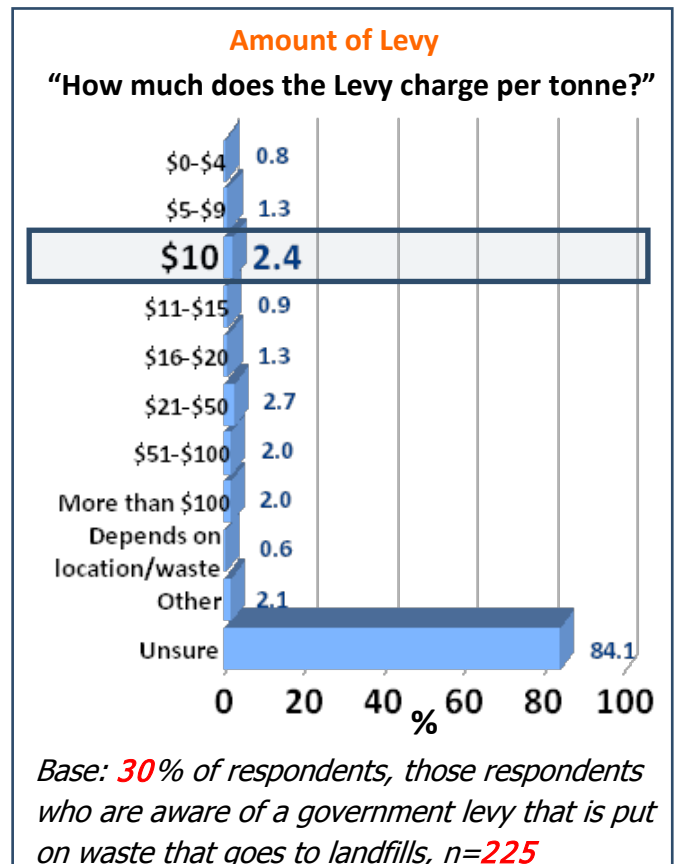
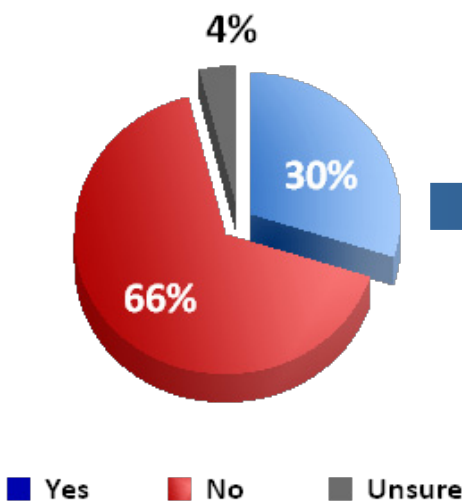
2.3 Specific knowledge of the levy

Those who declared they were aware of a government levy were asked how much the levy was per tonne. This revealed that 84% of those who said they were aware of the levy were unsure how much it was and only 2.4% accurately stated \$10/tonne. This represents less than 1% of the total population.

The range of other responses was from less than \$4/tonne to over \$100/tonne.

Awareness of Government Levy

“Are you aware of a government levy that is put on waste that goes to landfills?”

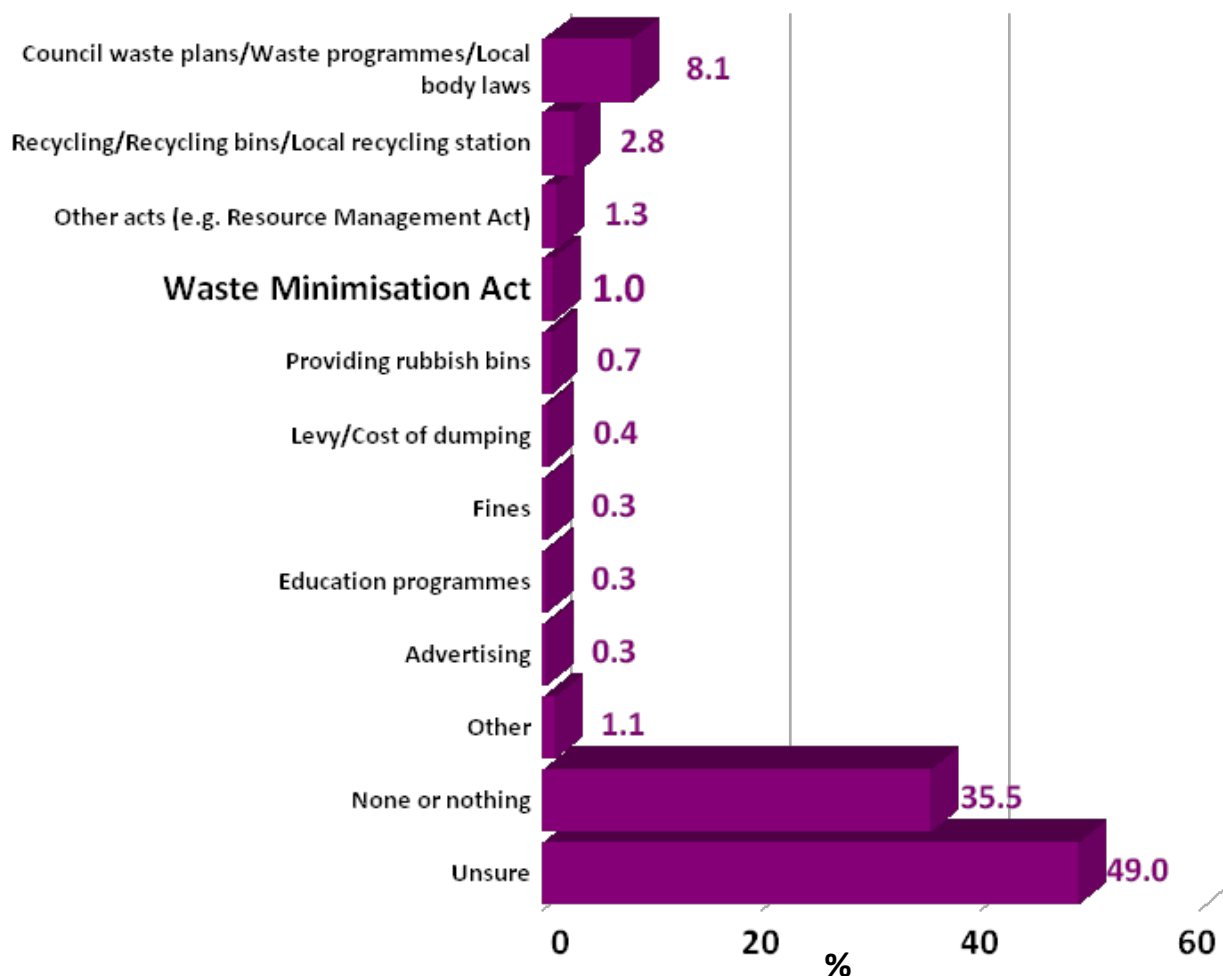


2.4 Awareness of the Act (unprompted)

When asked what laws or government policies in New Zealand there were aware of that encouraged people to recycle or create less rubbish, half (49%) said they were unsure and 36% said there were none. Only 1% named the Waste Minimisation Act. Council plans and local body laws were cited the most (8.1%) followed by recycling bins and stations (2.8%).

Awareness of Waste Minimisation Act (Unprompted)

“What laws or government policies in New Zealand are you aware of that encourage people to recycle or create less rubbish?”



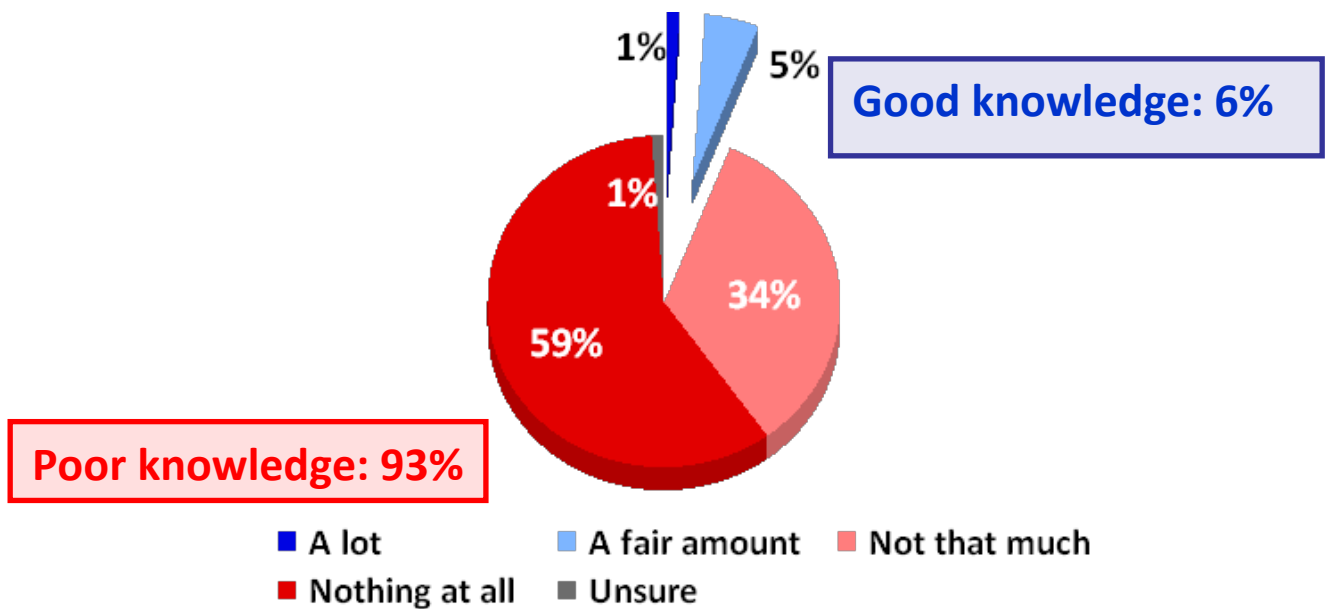
N.B: This is a multi-response question so percentages may not add to 100%

2.5 Knowledge of the Act

Public knowledge of the WMA was extremely low with 93% saying they know 'not that much' or 'nothing at all' about it.

Knowledge of Waste Minimisation Act

"How much would you say you know about the Waste Minimisation Act – a lot, a fair amount, not that much or nothing at all?"

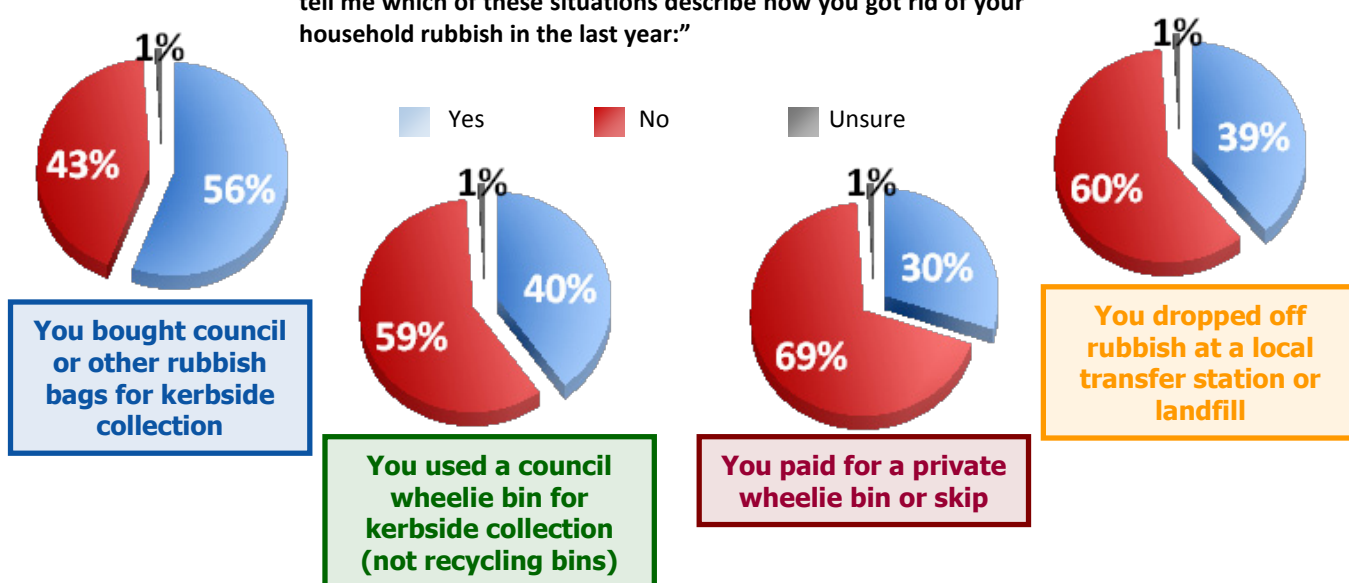


2.6 Ways in which household rubbish is disposed

The most popular way household rubbish was disposed of was via kerbside collection of rubbish bags, which 56% used in the past year, followed by council kerbside collection of wheelie-bins (40%), visits to the local transfer station or landfill (39%) and private kerbside collection of wheelie-bins or skips (30%).

Disposal of Household Rubbish

"I'm going to describe a few ways in which you may get rid of your household rubbish. Not including what you recycle, please tell me which of these situations describe how you got rid of your household rubbish in the last year:"



➤ Regional variations in rubbish disposal

Rubbish bags were used significantly less in Christchurch, where only 25% use them.

Christchurch had a significantly higher use of council wheelie-bins (80%) as did Auckland (54%), but rural (27%) and provincial (25%) areas used these significantly less than elsewhere.

Wellington had a significantly higher use of private wheelie-bins or skips (49%) and Christchurch used them significantly less (16%).

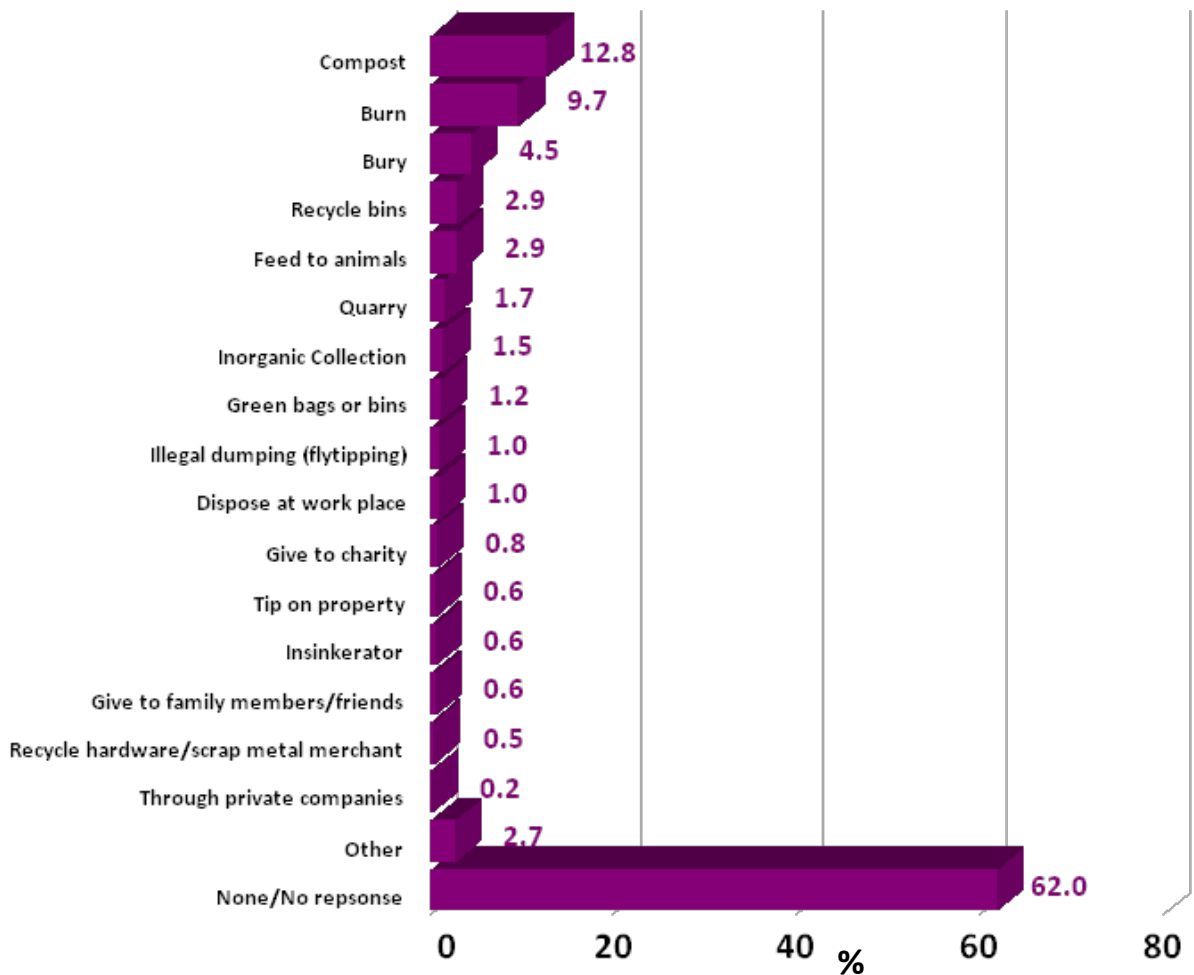
Christchurch (59%) had a significantly higher use of transfer stations or landfills and Auckland significantly lower usage of them (25%).

➤ *Other ways rubbish is disposed*

The other ways in which rubbish is disposed of were composting (13%), burning (10%) and burying (4.5%).

Other Ways of Disposal of Rubbish

“Are there any other ways that you dispose of your rubbish?”



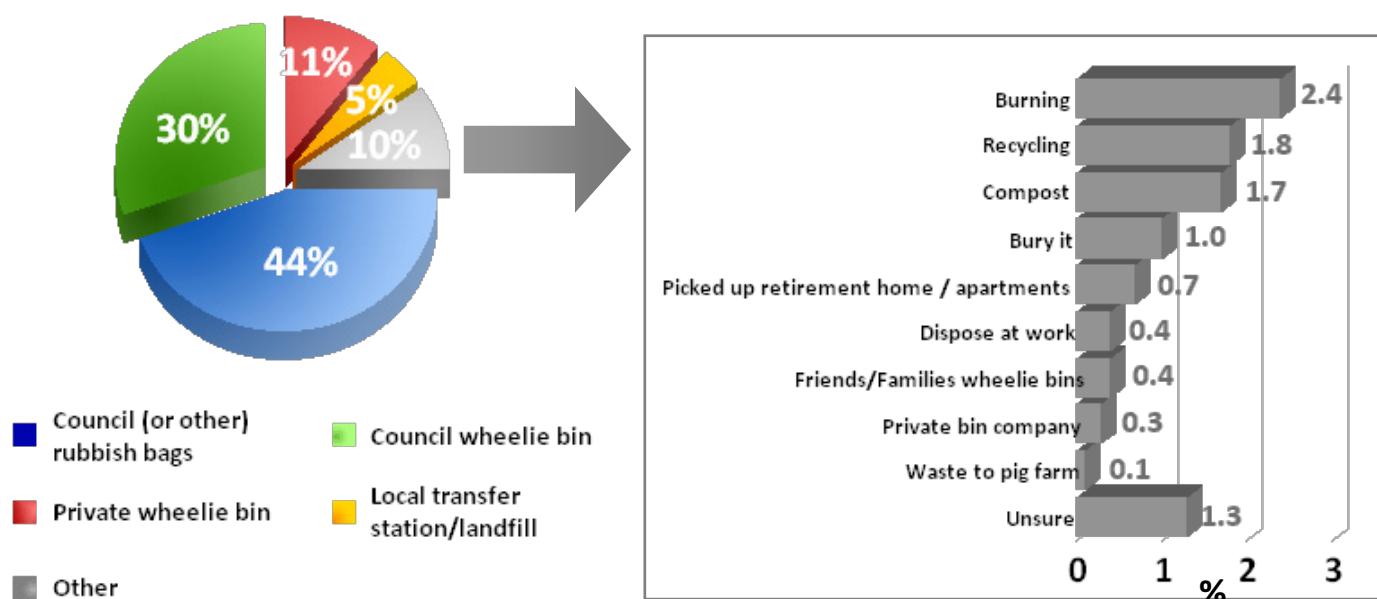
N.B: This is a multi-response question so percentages may not add to 100%

2.7 Main way in which household rubbish is disposed

Council or other rubbish bags for kerbside collection was the *main* way in which people dispose of their rubbish, with 44% choosing this method compared to 30% who used a council wheelie-bin, 11% who used a private wheelie-bin and 4.5% who dropped rubbish off at a local transfer station or landfill.

Main Way of Disposal of Rubbish

“What is the main way you dispose of your rubbish?”



➤ Regional variations

A similar pattern for the main means of disposal emerged across regions to that outlined in the previous section. For instance, only 19% of Christchurch used rubbish bags but 70% used council wheelie-bins. Significantly fewer of those in rural areas used kerbside collection of rubbish bags (36%) or council wheelie-bins (19%). And those in Wellington were higher users of private wheelie bins or skips (18%).

➤ Other demographics

Those in rental property (51%) were more likely to use rubbish bags than home-owners (43%). Home-owners were more likely to use private wheelie bins or skips (13%) compared to renters (8%).

2.8 Council rubbish bags are the most used

Council rubbish bags were almost twice as likely to be used than other bags by those who use rubbish bags as their main means of rubbish disposal. The use of council bags is almost universal in Wellington with 97% saying they used them. Use of council bags is also significantly higher in Christchurch where 80% used them.

2.9 Knowledge of levy by main means of disposal

Only a small minority declared that they knew whether the cost of their main means of rubbish disposal included a government levy. Those with the highest declared knowledge were those who mainly used the transfer station or landfill (19%) and those who used a private rubbish collector (18%). Users of council wheelie-bins were least knowledgeable (10%) while 15% of those who used council or other rubbish bags declared they were aware of the levy.

➤ *Demographic variations*

Those from Christchurch (28%) who mainly use rubbish bags declared the highest knowledge of the levy. This was also true of women (20%) compared to men (10%) and homeowners (19%) than renters (8%).

Those from provincial areas (16%) who mainly use council wheelie-bins declared the highest knowledge of the levy. This was also true of homeowners (13%) than renters (7%).

Those from Wellington (24%) who mainly use private rubbish collectors declared the highest knowledge of the levy. This was also true of women (25%) compared to men (7%) and homeowners (22%) than renters (0%).

Those from Wellington (34%) who mainly use a transfer station or landfill declared the highest knowledge of the levy. This was also true of women (23%) compared to men (15%) and homeowners (23%) than renters (7%).

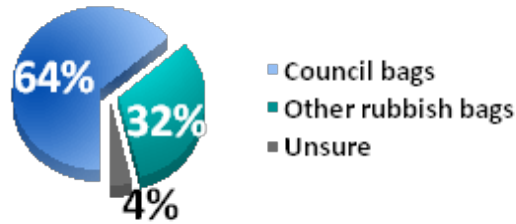
2.10 Sources of information of levy costs

Rates bills or invoices were the most cited source of information about the levy for those who said they were aware of a levy charge with 45% citing this. The other main sources of information were the media (20%) and word of mouth (15%).

➤ Knowledge of levy – Council/Non-Council bag breakdown

Council or Other Bags

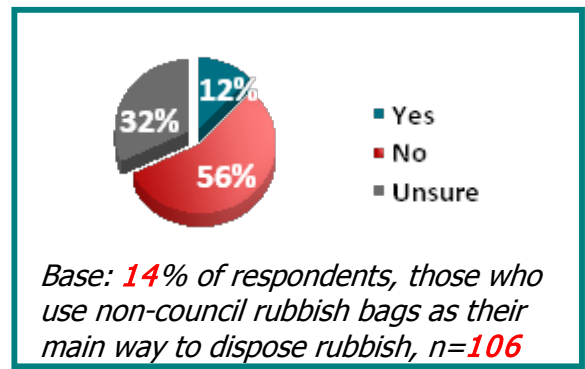
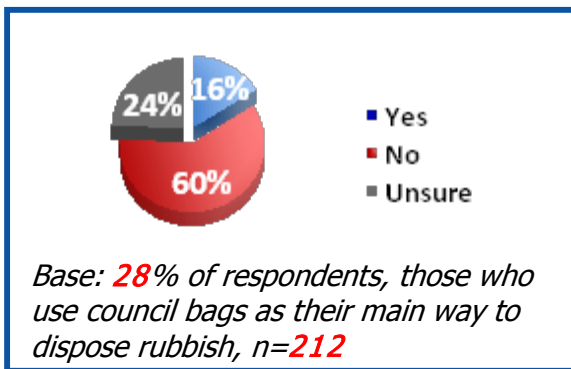
“What is your main source of bags for kerbside collection – council rubbish bags or other rubbish bags?”



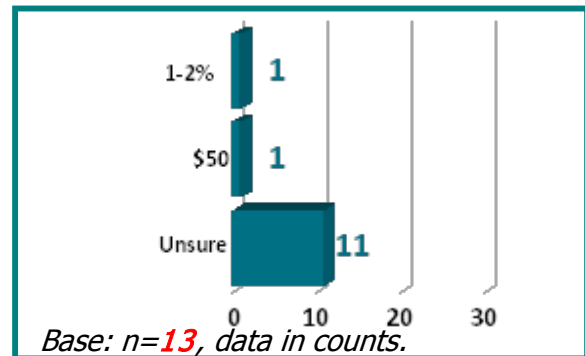
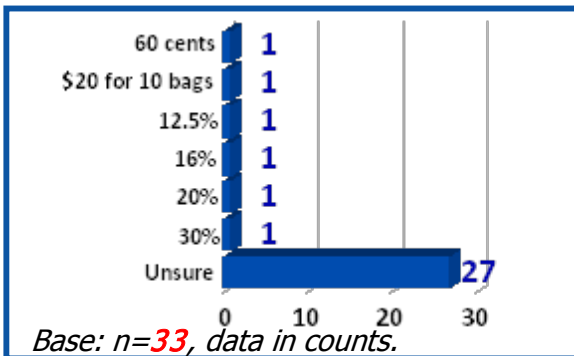
Base: **44%** of respondents, those who use council or other bags as their main way to dispose rubbish, n=331

Government Levy Knowledge

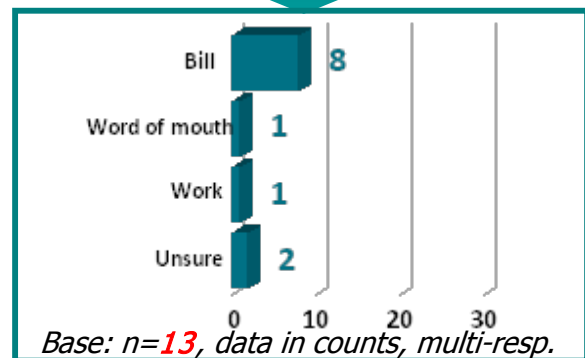
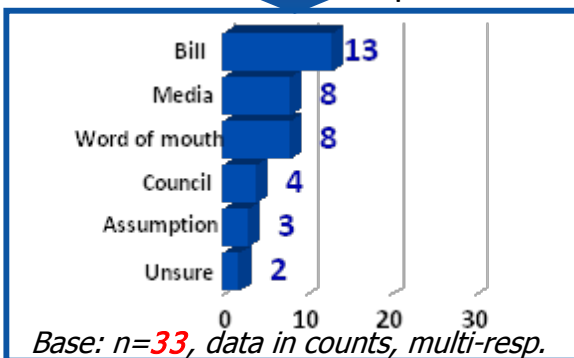
“The main way you get rid of your rubbish may have cost you something. The cost could have come from buying rubbish bags or from council rates. Do you know if the cost to you includes a government levy?”



“OK, so do you know how much of the cost to you relates to the levy?”



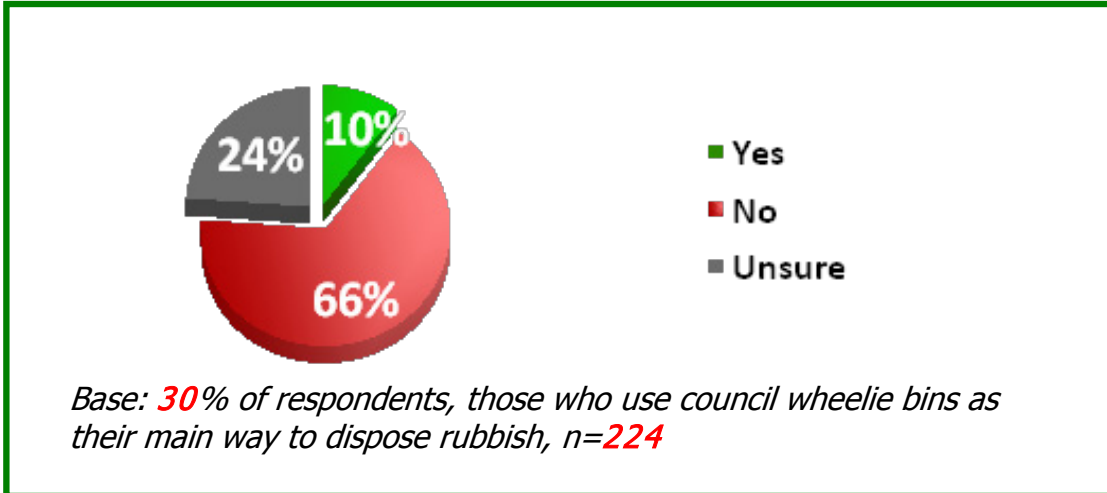
“Where did you learn about the levy part of your rubbish disposal costs?”



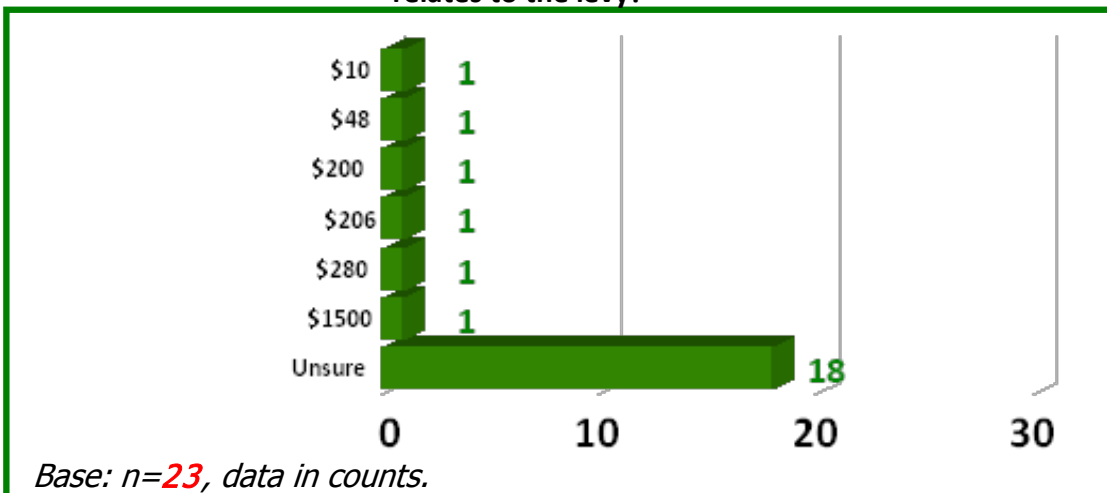
➤ Knowledge of levy – Council wheelie bin breakdown

Government Levy Knowledge

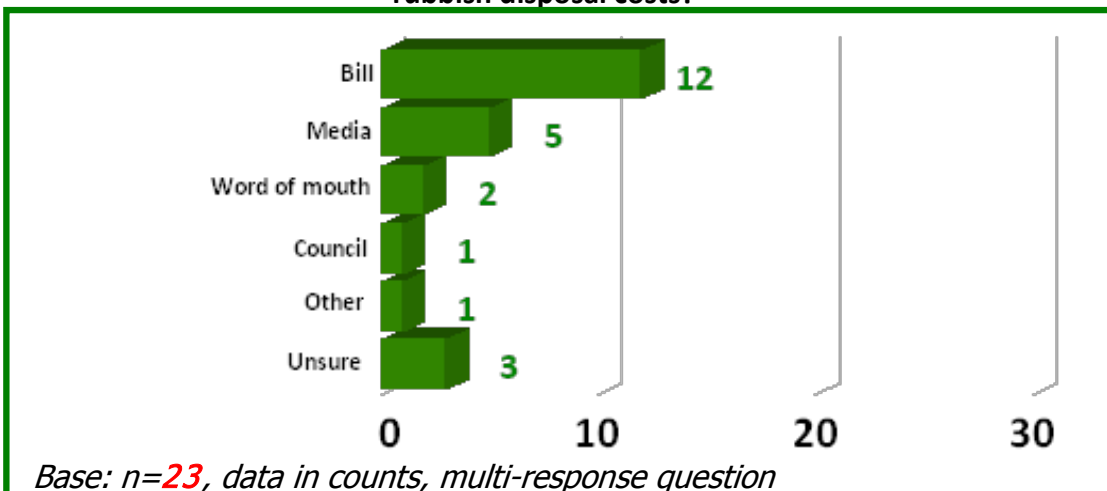
“The main way you get rid of your rubbish may have cost you something. The cost could have come from rates paid to your local council. Do you know if the cost to you includes a government levy?”



“OK, so do you know how much of the cost to you relates to the levy?”



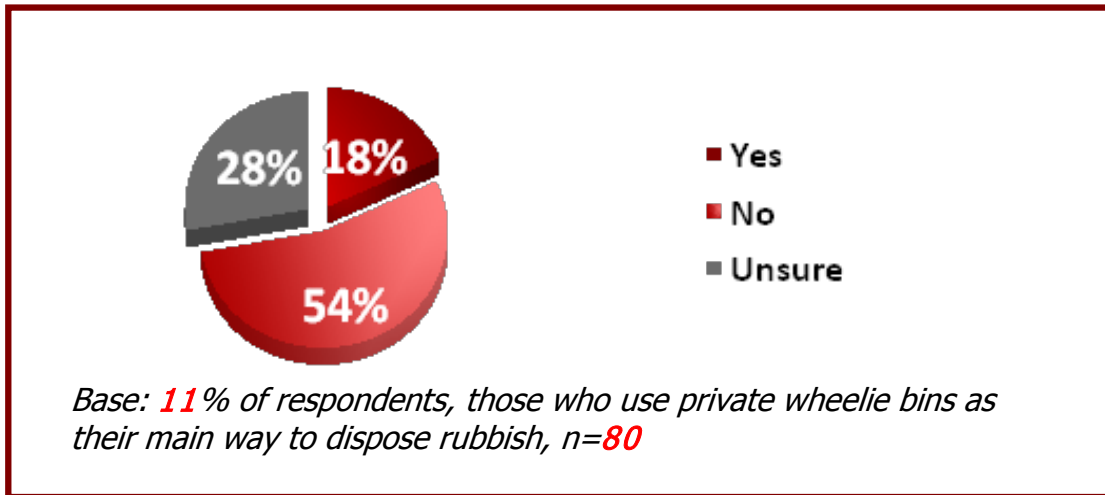
“Where did you learn about the levy part of your rubbish disposal costs?”



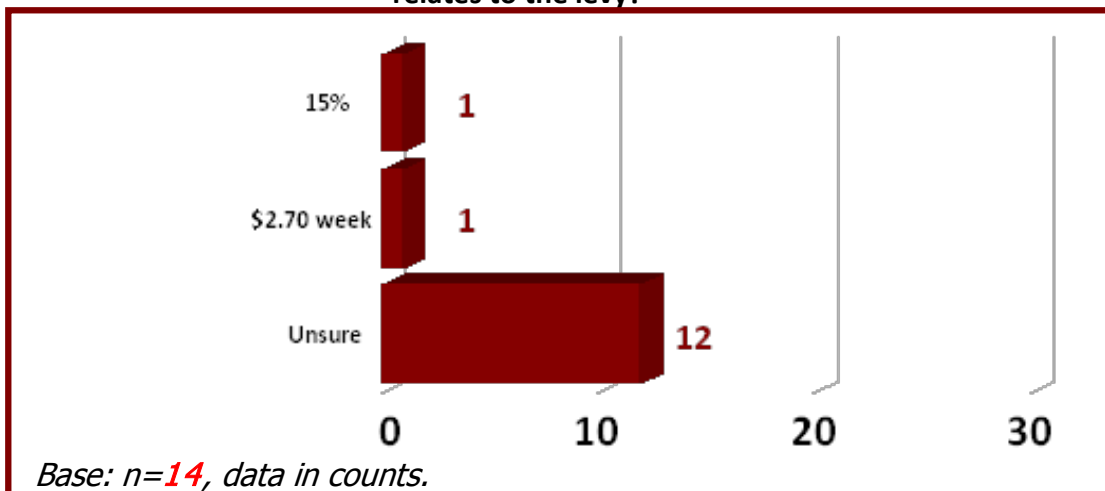
➤ Knowledge of levy – Private rubbish collector breakdown

Government Levy Knowledge

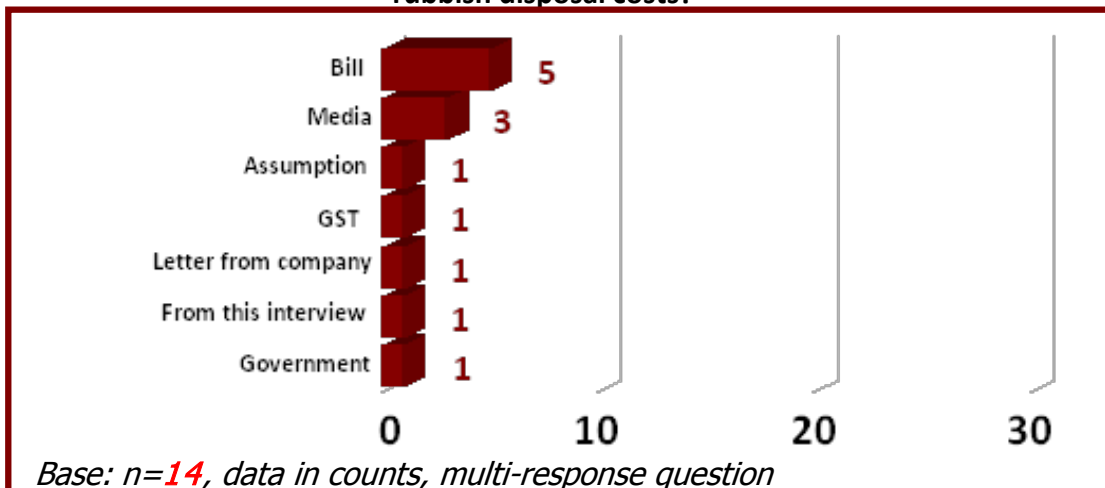
“The main way you get rid of your rubbish may have cost you something. The cost could have come from a bill paid to a private rubbish collector. Do you know if the cost to you includes a government levy?”



“OK, so do you know how much of the cost to you relates to the levy?”



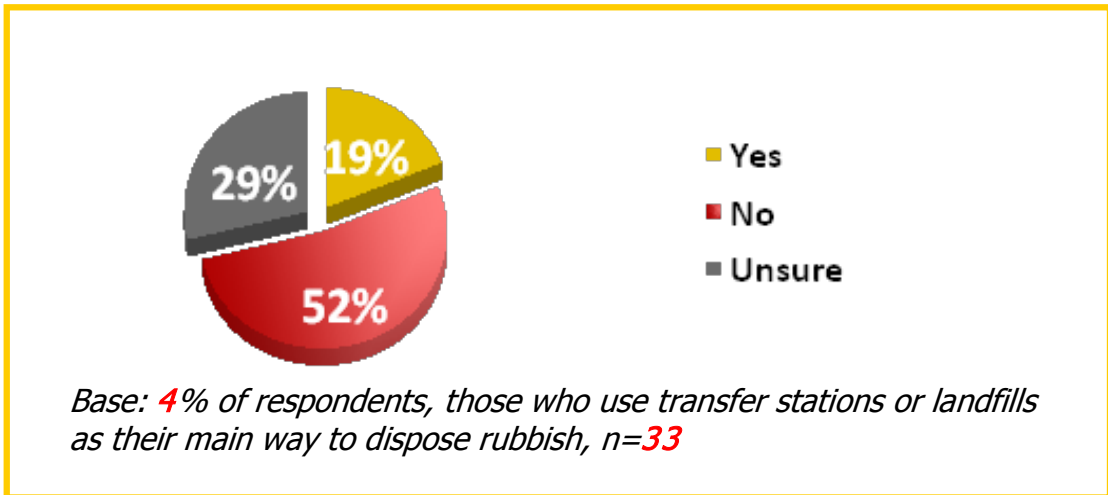
“Where did you learn about the levy part of your rubbish disposal costs?”



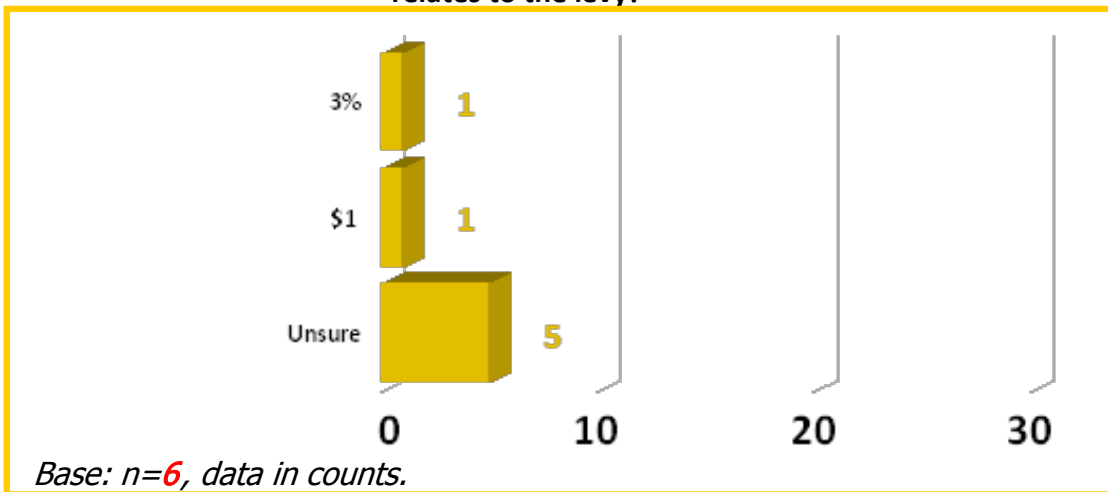
➤ Knowledge of levy – Transfer station/Landfill breakdown

Government Levy Knowledge

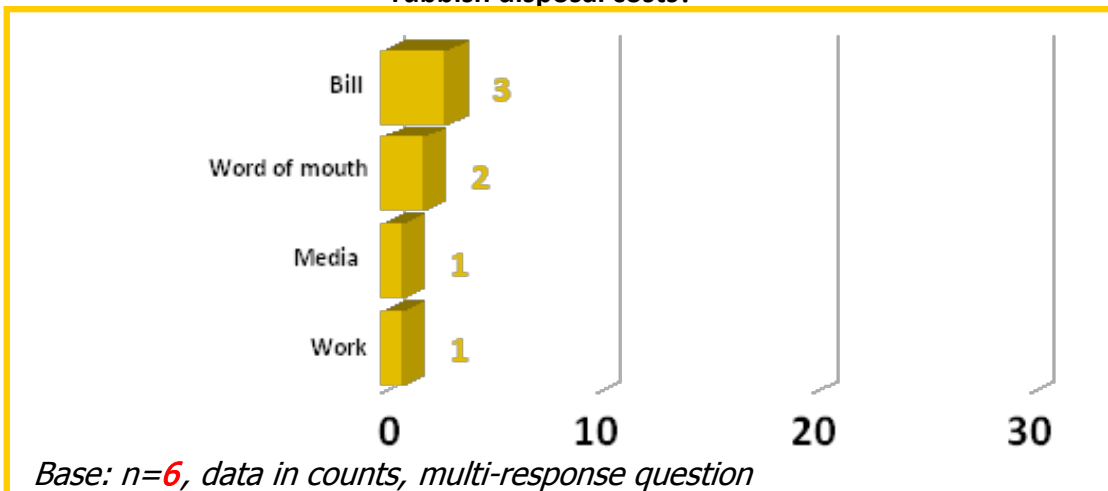
“The main way you get rid of your rubbish may have cost you something. The cost could have come from a gate fee at a transfer station or landfill. Do you know if the cost to you includes a government levy?”



“OK, so do you know how much of the cost to you relates to the levy?”



“Where did you learn about the levy part of your rubbish disposal costs?”



3. Topline Tables

AWARENESS OF GOVERNMENT LEVY

Are you aware of a government levy that is put on waste that goes to landfills?

| | % |
|--------|----|
| Yes | 30 |
| No | 66 |
| Unsure | 4 |

Base: All respondents

AMOUNT OF LEVY

How much does the levy charge per tonne?

| | % |
|---------------------------|------------|
| 0-4 dollars | 0.8 |
| 5-9 dollars | 1.3 |
| 10 dollars | 2.4 |
| 11-15 dollars | 0.9 |
| 16-20 dollars | 1.3 |
| 21-50 dollars | 2.7 |
| 51-100 dollars | 2.0 |
| More than 100 dollars | 2.0 |
| Depends on location/waste | 0.6 |
| Other | 2.1 |
| Unsure | 84.1 |

Base: 30% of respondents, those that were aware of a government levy, n=225.

DISPOSAL OF HOUSEHOLD RUBBISH

I'm going to describe a few ways in which you may get rid of your household rubbish. Not including what you recycle, please tell me which of these situations describe how you got rid of your household rubbish in the past year:

| | Yes % | No % | Unsure % |
|---|----------|---------|-------------|
| You bought council or other rubbish bags for kerbside collection | 56 | 43 | 1 |
| You used a council wheelie bin for kerbside collection (not recycling bins) | 40 | 59 | 1 |
| You paid for a private wheelie bin or skip | 30 | 69 | 1 |
| You dropped off rubbish at a local transfer station or landfill | 39 | 60 | 1 |

Base: All respondents

OTHER WAYS OF DISPOSAL OF RUBBISH

Are there any other ways that you dispose of your rubbish?

| | % |
|---|------|
| Compost | 12.8 |
| Burn | 9.7 |
| Bury | 4.5 |
| Recycle bins | 2.9 |
| Feed to animals/chickens/worm farm/dogs | 2.9 |
| Quarry | 1.7 |
| Inorganic collection | 1.5 |
| Green bags/bins | 1.2 |
| Illegally dumping (fly tipping) | 1.0 |
| Dispose at work place | 1.0 |
| Give to charity/charity bins | 0.8 |
| Tip on property | 0.6 |
| Insinkerator | 0.6 |
| Give to family members/friends | 0.6 |
| Recycle hardware/Scrap metal merchant | 0.5 |
| Through private companies | 0.2 |
| Other | 2.7 |
| None/No response | 62.0 |

Base: All respondents.

N.B: This is a multi-response question so it will not add to 100%.

MAIN WAY OF DISPOSAL OF RUBBISH

What is the main way you dispose of your rubbish?

| | % |
|---|------|
| You bought council or other rubbish bags for kerbside collection | 44.5 |
| You used a council wheelie bin for kerbside collection (not recycling bins) | 30.2 |
| You paid for a private wheelie bin or skip | 10.7 |
| You dropped off rubbish at a local transfer station or landfill | 4.5 |
| Burning | 2.4 |
| Recycling | 1.8 |
| Compost | 1.7 |
| Bury it | 1.0 |
| Picked up at retirement home apartments | 0.7 |
| Dispose at work | 0.4 |
| Friends/Families wheelie bins | 0.4 |
| Private bin company | 0.3 |
| Waste to pig farm | 0.1 |
| Unsure | 1.3 |

Base: All respondents.

COUNCIL BAGS OR OTHER BAGS

What is your main source of bags for kerbside collection – council rubbish bags or other rubbish bags?

| | % |
|--------------------|----|
| Council bags | 64 |
| Other rubbish bags | 32 |
| Unsure | 4 |

Base: 44% of respondents, those who use council or other bags as their main way to dispose rubbish, n=331.

GOVERNMENT LEVY KNOWLEDGE – COUNCIL OR OTHER RUBBISH BAGS

The main way you get rid of your rubbish may have cost you something. The cost could have come from buying rubbish bags or from council rates. Do you know if the cost to you includes a government levy?

| | % |
|--------|----|
| Yes | 15 |
| No | 58 |
| Unsure | 27 |

Base: 44% of respondents, those who use council or other bags as their main way to dispose rubbish, n=331.

GOVERNMENT LEVY KNOWLEDGE – COUNCIL WHEELIE BINS

The main way you get rid of your rubbish may have cost you something. The cost could have come from rates paid to your local council. Do you know if the cost to you includes a government levy?

| | % |
|--------|----|
| Yes | 10 |
| No | 66 |
| Unsure | 24 |

Base: 30% of respondents, those who use council wheelie bins as their main way to dispose rubbish, n=224.

GOVERNMENT LEVY KNOWLEDGE – PRIVATE RUBBISH COLLECTOR

The main way you get rid of your rubbish may have cost you something. The cost could have come from a bill paid to a private rubbish collector. Do you know if the cost to you includes a government levy?

| | % |
|--------|----|
| Yes | 18 |
| No | 54 |
| Unsure | 28 |

Base: 11% of respondents, those who use private wheelie bins as their main way to dispose rubbish, n=80.

GOVERNMENT LEVY KNOWLEDGE – TRANSFER STATION OR LANDFILL

The main way you get rid of your rubbish may have cost you something. The cost could have come from a gate fee at a transfer station or landfill. Do you know if the cost to you includes a government levy?

| | % |
|--------|----|
| Yes | 19 |
| No | 52 |
| Unsure | 29 |

Base: 4% of respondents, those who use transfer stations or landfills as their main way to dispose rubbish, n=33.

SOURCE OF INFORMATION OF LEVY COST

Where did you learn about the levy part of your rubbish disposal costs?

| | % |
|---|------|
| Bill (e.g. rates. private invoice) | 44.9 |
| Media (e.g. newspaper article, public notice, website) | 19.6 |
| Word of mouth | 15.3 |
| Council/Government | 6.3 |
| Assumption/Common Sense/General Knowledge/From this interview | 5.9 |
| Work | 3.3 |
| GST | 1.5 |
| Other | 1.0 |
| Unsure | 8.4 |

Base: 13% of respondents, those who are aware of a levy charge incorporated into their prices, rates or bills of the main way of disposal of rubbish, n=94

N.B: This is a multi-response question so it may not add to 100%.

AWARENESS OF WASTE MINIMISATION ACT UNPROMPTED

What laws or government policies in New Zealand are you aware of that encourage people to recycle or create less rubbish?

| | % |
|--|------------|
| Council waste plans/Waste programmes/Local body laws | 8.1 |
| Recycling/Recycling bins/Local recycling Station | 2.8 |
| Other acts (e.g. Resource Management Act) | 1.3 |
| Waste Minimisation Act | 1.0 |
| Providing rubbish bins | 0.7 |
| Levy/Cost of Dumping | 0.4 |
| Fines | 0.3 |
| Education programmes | 0.3 |
| Advertising | 0.3 |
| Other | 1.1 |
| None or nothing | 35.5 |
| Unsure | 49.0 |

Base: All respondents.

N.B: This is a multi-response question so it may not add to 100%.

KNOWLEDGE OF WASTE MINIMISATION ACT

How much would you say you know about the Waste Minimisation Act – a lot, a fair amount, not that much, or nothing at all?

| | % |
|---|-----------|
| A lot | 1 |
| A fair amount | 5 |
| TOTAL 'A lot' + 'A fair amount' | 6 |
| Not that much | 34 |
| Nothing at all | 59 |
| TOTAL 'Not that much' + 'Nothing at all' | 93 |
| Unsure | 1 |

Base: All respondents.

4. Supplementary Tables

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AWARENESS OF GOVERNMENT LEVY

Are you aware of a government levy that is put on waste that goes to landfills?

| | Base | Yes | No | Unsure |
|-------------------------------------|------|------|------|--------|
| ALL | 750 | 30% | 66% | 4% |
| LOCATION | | | | |
| Auckland | 241 | 26% | 70% | 4% |
| Wellington | 77 | 31% | 60% | 9% |
| Christchurch | 82 | 28% | 69% | 3% |
| Provincial | 350 | 33% | 64% | 3% |
| Rural | 136 | 29% | 69% | 2% |
| North Is | 568 | 31% | 65% | 4% |
| South Is | 182 | 28% | 69% | 3% |
| SEX | | | | |
| Male | 359 | 28% | 68% | 4% |
| Female | 391 | 32% | 65% | 3% |
| AGE GROUP | | | | |
| Under 30 | 157 | 22% | 72% | 6% |
| 30-44 | 225 | 30% | 65% | 5% |
| 45-59 | 196 | 31% | 66% | 3% |
| 60 Plus | 172 | 35% | 63% | 2% |
| OCCUPATION | | | | |
| Professionals, Managers | 150 | 35% | 61% | 4% |
| Technicians, Associates | 132 | 28% | 68% | 4% |
| Clerks & Sales | 131 | 25% | 70% | 5% |
| Blue collar | 125 | 33% | 63% | 4% |
| Students | 31 | 17% | 74% | 9% |
| Retired | 111 | 36% | 62% | 2% |
| Homemaker | 23 | 18% | 78% | 4% |
| Not employed | 26 | 35% | 65% | 0% |
| Self employed | 18 | 10% | 90% | 0% |
| PERSONAL INCOME | | | | |
| Less than \$15,000 | 87 | 32% | 62% | 6% |
| \$15,001-25,000 | 130 | 28% | 65% | 7% |
| \$25,001-30,000 | 73 | 29% | 70% | 1% |
| \$30,001-40,000 | 79 | 28% | 66% | 6% |
| \$40,001-50,000 | 74 | 29% | 66% | 5% |
| \$50,001-70,000 | 104 | 32% | 66% | 2% |
| More than \$70,000 | 119 | 32% | 64% | 4% |
| ETHNICITY | | | | |
| Pacific Island | 35 | 32% | 59% | 9% |
| Maori | 82 | 29% | 67% | 4% |
| Non Maori/Non PI | 647 | 30% | 66% | 4% |
| HOUSEHOLD TYPE | | | | |
| Renting | 190 | 25% | 71% | 4% |
| Own home | 484 | 32% | 64% | 4% |
| Live with parents | 55 | 24% | 72% | 4% |
| AWARENESS OF GOVERNMENT LEVY | | | | |
| Yes | 225 | 100% | 0% | 0% |
| No | 496 | 0% | 100% | 0% |
| MAIN WAY DISPOSE OF WASTE | | | | |
| Council or Other Bags | 331 | 32% | 65% | 3% |
| Council bags only | 212 | 31% | 67% | 2% |
| Other Bags only | 106 | 36% | 59% | 5% |
| Council wheelie bin | 224 | 27% | 69% | 4% |

| | | | | |
|-------------------------------|-----|-----|-----|-----|
| Private wheelie bin | 80 | 27% | 70% | 3% |
| Transfer Stat/ Landfill | 33 | 36% | 60% | 4% |
| SOURCE OF INFORMATION OF LEVY | | | | |
| Word of Mouth | 14 | 68% | 32% | 0% |
| Price Tag/List | 0 | 0% | 0% | 0% |
| Bill | 38 | 61% | 39% | 0% |
| Media | 17 | 85% | 15% | 0% |
| WASTE MINIMISATION ACT | | | | |
| Unprompted awareness | 8 | 46% | 42% | 12% |
| Good knowledge | 50 | 56% | 41% | 3% |
| Little knowledge | 692 | 28% | 68% | 4% |

DISPOSAL OF HOUSEHOLD RUBBISH - COUNCIL OR OTHER RUBBISH BAGS

I'm going to describe a few ways in which you may get rid of your household rubbish. NOT including what you recycle, please tell me which of these situations describe how you got rid of your household rubbish in the past year:

You bought council or other rubbish bags for kerbside collection

| | Base | Yes | No | Unsure |
|-------------------------------------|------|-----|-----|--------|
| ALL | 750 | 56% | 43% | 1% |
| LOCATION | | | | |
| Auckland | 241 | 60% | 39% | 1% |
| Wellington | 77 | 56% | 44% | 0% |
| Christchurch | 82 | 25% | 75% | 0% |
| Provincial | 350 | 61% | 39% | 0% |
| Rural | 136 | 52% | 47% | 1% |
| North Is | 568 | 61% | 38% | 1% |
| South Is | 182 | 40% | 60% | 0% |
| SEX | | | | |
| Male | 359 | 59% | 40% | 1% |
| Female | 391 | 53% | 46% | 1% |
| AGE GROUP | | | | |
| Under 30 | 157 | 62% | 38% | 0% |
| 30-44 | 225 | 53% | 47% | 0% |
| 45-59 | 196 | 57% | 42% | 1% |
| 60 Plus | 172 | 54% | 45% | 1% |
| OCCUPATION | | | | |
| Professionals, Managers | 150 | 52% | 47% | 1% |
| Technicians, Associates | 132 | 55% | 45% | 0% |
| Clerks & Sales | 131 | 51% | 49% | 0% |
| Blue collar | 125 | 60% | 39% | 1% |
| Students | 31 | 56% | 44% | 0% |
| Retired | 111 | 57% | 41% | 2% |
| Homemaker | 23 | 86% | 14% | 0% |
| Not employed | 26 | 69% | 31% | 0% |
| Self employed | 18 | 50% | 50% | 0% |
| PERSONAL INCOME | | | | |
| Less than \$15,000 | 87 | 68% | 31% | 1% |
| \$15,001-25,000 | 130 | 63% | 35% | 2% |
| \$25,001-30,000 | 73 | 55% | 45% | 0% |
| \$30,001-40,000 | 79 | 47% | 53% | 0% |
| \$40,001-50,000 | 74 | 52% | 48% | 0% |
| \$50,001-70,000 | 104 | 54% | 46% | 0% |
| More than \$70,000 | 119 | 53% | 47% | 0% |
| ETHNICITY | | | | |
| Pacific Island | 35 | 52% | 44% | 4% |
| Maori | 82 | 61% | 39% | 0% |
| Non Maori/Non PI | 647 | 56% | 44% | 0% |
| HOUSEHOLD TYPE | | | | |
| Renting | 190 | 63% | 37% | 0% |
| Own home | 484 | 55% | 44% | 1% |
| Live with parents | 55 | 54% | 46% | 0% |
| AWARENESS OF GOVERNMENT LEVY | | | | |
| Yes | 225 | 60% | 39% | 1% |
| No | 496 | 54% | 45% | 1% |
| MAIN WAY DISPOSE OF WASTE | | | | |
| Council or Other Bags | 331 | 90% | 9% | 1% |
| Council bags only | 212 | 96% | 4% | 0% |
| Other Bags only | 106 | 86% | 14% | 0% |
| Council wheelie bin | 224 | 27% | 73% | 0% |

| | | | | |
|-------------------------------|-----|-----|-----|----|
| Private wheelie bin | 80 | 21% | 79% | 0% |
| Transfer Stat/ Landfill | 33 | 45% | 55% | 0% |
| SOURCE OF INFORMATION OF LEVY | | | | |
| Word of Mouth | 14 | 69% | 31% | 0% |
| Price Tag/List | 0 | 0% | 0% | 0% |
| Bill | 38 | 61% | 39% | 0% |
| Media | 17 | 52% | 48% | 0% |
| WASTE MINIMISATION ACT | | | | |
| Unprompted awareness | 8 | 60% | 40% | 0% |
| Good knowledge | 50 | 57% | 43% | 0% |
| Little knowledge | 692 | 56% | 43% | 1% |

DISPOSAL OF HOUSEHOLD RUBBISH - COUNCIL WHEELIE BIN

I'm going to describe a few ways in which you may get rid of your household rubbish. NOT including what you recycle, please tell me which of these situations describe how you got rid of your household rubbish in the past year:

You used a council wheelie bin for kerbside collection (not recycling bins)

| | Base | Yes | No | Unsure |
|-------------------------------------|------|-----|-----|--------|
| ALL | 750 | 40% | 59% | 1% |
| LOCATION | | | | |
| Auckland | 241 | 54% | 44% | 2% |
| Wellington | 77 | 21% | 79% | 0% |
| Christchurch | 82 | 80% | 20% | 0% |
| Provincial | 350 | 25% | 75% | 0% |
| Rural | 136 | 27% | 73% | 0% |
| North Is | 568 | 34% | 65% | 1% |
| South Is | 182 | 58% | 42% | 0% |
| SEX | | | | |
| Male | 359 | 41% | 58% | 1% |
| Female | 391 | 39% | 61% | 0% |
| AGE GROUP | | | | |
| Under 30 | 157 | 44% | 55% | 1% |
| 30-44 | 225 | 39% | 61% | 0% |
| 45-59 | 196 | 37% | 62% | 1% |
| 60 Plus | 172 | 40% | 59% | 1% |
| OCCUPATION | | | | |
| Professionals, Managers | 150 | 39% | 61% | 0% |
| Technicians, Associates | 132 | 44% | 54% | 2% |
| Clerks & Sales | 131 | 47% | 52% | 1% |
| Blue collar | 125 | 29% | 71% | 0% |
| Students | 31 | 55% | 45% | 0% |
| Retired | 111 | 42% | 57% | 1% |
| Homemaker | 23 | 11% | 89% | 0% |
| Not employed | 26 | 35% | 65% | 0% |
| Self employed | 18 | 49% | 51% | 0% |
| PERSONAL INCOME | | | | |
| Less than \$15,000 | 87 | 30% | 70% | 0% |
| \$15,001-25,000 | 130 | 37% | 62% | 1% |
| \$25,001-30,000 | 73 | 45% | 55% | 0% |
| \$30,001-40,000 | 79 | 43% | 55% | 2% |
| \$40,001-50,000 | 74 | 41% | 59% | 0% |
| \$50,001-70,000 | 104 | 43% | 57% | 0% |
| More than \$70,000 | 119 | 39% | 60% | 1% |
| ETHNICITY | | | | |
| Pacific Island | 35 | 53% | 47% | 0% |
| Maori | 82 | 31% | 69% | 0% |
| Non Maori/Non PI | 647 | 40% | 59% | 1% |
| HOUSEHOLD TYPE | | | | |
| Renting | 190 | 43% | 56% | 1% |
| Own home | 484 | 37% | 63% | 0% |
| Live with parents | 55 | 61% | 39% | 0% |
| AWARENESS OF GOVERNMENT LEVY | | | | |
| Yes | 225 | 37% | 62% | 1% |
| No | 496 | 41% | 58% | 1% |
| MAIN WAY DISPOSE OF WASTE | | | | |
| Council or Other Bags | 331 | 25% | 74% | 1% |
| Council bags only | 212 | 22% | 77% | 1% |
| Other Bags only | 106 | 24% | 75% | 1% |
| Council wheelie bin | 224 | 81% | 19% | 0% |

| | | | | |
|-------------------------------|-----|-----|-----|----|
| Private wheelie bin | 80 | 22% | 78% | 0% |
| Transfer Stat/ Landfill | 33 | 8% | 92% | 0% |
| SOURCE OF INFORMATION OF LEVY | | | | |
| Word of Mouth | 14 | 40% | 60% | 0% |
| Price Tag/List | 0 | 0% | 0% | 0% |
| Bill | 38 | 50% | 50% | 0% |
| Media | 17 | 35% | 65% | 0% |
| WASTE MINIMISATION ACT | | | | |
| Unprompted awareness | 8 | 28% | 72% | 0% |
| Good knowledge | 50 | 38% | 61% | 1% |
| Little knowledge | 692 | 40% | 59% | 1% |

DISPOSAL OF HOUSEHOLD RUBBISH - PRIVATE WHEELIE BIN

I'm going to describe a few ways in which you may get rid of your household rubbish. NOT including what you recycle, please tell me which of these situations describe how you got rid of your household rubbish in the past year:

You paid for a private wheelie bin or skip

| | Base | Yes | No | Unsure |
|-------------------------------------|------|-----|-----|--------|
| ALL | 750 | 30% | 69% | 1% |
| LOCATION | | | | |
| Auckland | 241 | 29% | 69% | 2% |
| Wellington | 77 | 49% | 51% | 0% |
| Christchurch | 82 | 16% | 84% | 0% |
| Provincial | 350 | 30% | 70% | 0% |
| Rural | 136 | 25% | 75% | 0% |
| North Is | 568 | 32% | 67% | 1% |
| South Is | 182 | 22% | 77% | 1% |
| SEX | | | | |
| Male | 359 | 26% | 73% | 1% |
| Female | 391 | 34% | 66% | 0% |
| AGE GROUP | | | | |
| Under 30 | 157 | 26% | 71% | 3% |
| 30-44 | 225 | 31% | 69% | 0% |
| 45-59 | 196 | 32% | 68% | 0% |
| 60 Plus | 172 | 29% | 70% | 1% |
| OCCUPATION | | | | |
| Professionals, Managers | 150 | 37% | 62% | 1% |
| Technicians, Associates | 132 | 25% | 74% | 1% |
| Clerks & Sales | 131 | 35% | 65% | 0% |
| Blue collar | 125 | 28% | 72% | 0% |
| Students | 31 | 18% | 78% | 4% |
| Retired | 111 | 25% | 74% | 1% |
| Homemaker | 23 | 32% | 68% | 0% |
| Not employed | 26 | 17% | 83% | 0% |
| Self employed | 18 | 37% | 52% | 11% |
| PERSONAL INCOME | | | | |
| Less than \$15,000 | 87 | 29% | 70% | 1% |
| \$15,001-25,000 | 130 | 30% | 70% | 0% |
| \$25,001-30,000 | 73 | 28% | 72% | 0% |
| \$30,001-40,000 | 79 | 31% | 69% | 0% |
| \$40,001-50,000 | 74 | 31% | 69% | 0% |
| \$50,001-70,000 | 104 | 33% | 67% | 0% |
| More than \$70,000 | 119 | 36% | 62% | 2% |
| ETHNICITY | | | | |
| Pacific Island | 35 | 37% | 63% | 0% |
| Maori | 82 | 40% | 60% | 0% |
| Non Maori/Non PI | 647 | 29% | 70% | 1% |
| HOUSEHOLD TYPE | | | | |
| Renting | 190 | 22% | 78% | 0% |
| Own home | 484 | 34% | 65% | 1% |
| Live with parents | 55 | 31% | 67% | 2% |
| AWARENESS OF GOVERNMENT LEVY | | | | |
| Yes | 225 | 28% | 71% | 1% |
| No | 496 | 30% | 69% | 1% |
| MAIN WAY DISPOSE OF WASTE | | | | |
| Council or Other Bags | 331 | 16% | 83% | 1% |
| Council bags only | 212 | 14% | 86% | 0% |
| Other Bags only | 106 | 20% | 78% | 2% |
| Council wheelie bin | 224 | 35% | 64% | 1% |

| | | | | |
|-------------------------------|-----|-----|-----|----|
| Private wheelie bin | 80 | 93% | 7% | 0% |
| Transfer Stat/ Landfill | 33 | 15% | 85% | 0% |
| SOURCE OF INFORMATION OF LEVY | | | | |
| Word of Mouth | 14 | 31% | 69% | 0% |
| Price Tag/List | 0 | 0% | 0% | 0% |
| Bill | 38 | 37% | 63% | 0% |
| Media | 17 | 46% | 48% | 6% |
| WASTE MINIMISATION ACT | | | | |
| Unprompted awareness | 8 | 23% | 77% | 0% |
| Good knowledge | 50 | 35% | 64% | 1% |
| Little knowledge | 692 | 30% | 69% | 1% |

DISPOSAL OF HOUSEHOLD RUBBISH - LOCAL TRANSFER STATION OR LANDFILL

I'm going to describe a few ways in which you may get rid of your household rubbish. NOT including what you recycle, please tell me which of these situations describe how you got rid of your household rubbish in the past year:

You dropped off rubbish at a local transfer station or landfill

| | Base | Yes | No | Unsure |
|-------------------------------------|------|-----|-----|--------|
| ALL | 750 | 39% | 60% | 1% |
| LOCATION | | | | |
| Auckland | 241 | 25% | 75% | 0% |
| Wellington | 77 | 41% | 56% | 3% |
| Christchurch | 82 | 59% | 40% | 1% |
| Provincial | 350 | 44% | 56% | 0% |
| Rural | 136 | 39% | 61% | 0% |
| North Is | 568 | 35% | 64% | 1% |
| South Is | 182 | 50% | 49% | 1% |
| SEX | | | | |
| Male | 359 | 41% | 59% | 0% |
| Female | 391 | 37% | 62% | 1% |
| AGE GROUP | | | | |
| Under 30 | 157 | 29% | 68% | 3% |
| 30-44 | 225 | 42% | 57% | 1% |
| 45-59 | 196 | 48% | 52% | 0% |
| 60 Plus | 172 | 33% | 66% | 1% |
| OCCUPATION | | | | |
| Professionals, Managers | 150 | 38% | 62% | 0% |
| Technicians, Associates | 132 | 40% | 59% | 1% |
| Clerks & Sales | 131 | 44% | 55% | 1% |
| Blue collar | 125 | 43% | 57% | 0% |
| Students | 31 | 8% | 82% | 10% |
| Retired | 111 | 35% | 64% | 1% |
| Homemaker | 23 | 39% | 61% | 0% |
| Not employed | 26 | 56% | 44% | 0% |
| Self employed | 18 | 23% | 77% | 0% |
| PERSONAL INCOME | | | | |
| Less than \$15,000 | 87 | 41% | 57% | 2% |
| \$15,001-25,000 | 130 | 30% | 69% | 1% |
| \$25,001-30,000 | 73 | 37% | 63% | 0% |
| \$30,001-40,000 | 79 | 48% | 52% | 0% |
| \$40,001-50,000 | 74 | 41% | 59% | 0% |
| \$50,001-70,000 | 104 | 37% | 63% | 0% |
| More than \$70,000 | 119 | 50% | 49% | 1% |
| ETHNICITY | | | | |
| Pacific Island | 35 | 32% | 68% | 0% |
| Maori | 82 | 50% | 49% | 1% |
| Non Maori/Non PI | 647 | 38% | 61% | 1% |
| HOUSEHOLD TYPE | | | | |
| Renting | 190 | 33% | 66% | 1% |
| Own home | 484 | 44% | 56% | 0% |
| Live with parents | 55 | 26% | 69% | 5% |
| AWARENESS OF GOVERNMENT LEVY | | | | |
| Yes | 225 | 43% | 57% | 0% |
| No | 496 | 36% | 63% | 1% |
| MAIN WAY DISPOSE OF WASTE | | | | |
| Council or Other Bags | 331 | 35% | 64% | 1% |
| Council bags only | 212 | 38% | 62% | 0% |
| Other Bags only | 106 | 30% | 67% | 3% |
| Council wheelie bin | 224 | 40% | 60% | 0% |

| | | | | |
|-------------------------------|-----|-----|-----|----|
| Private wheelie bin | 80 | 42% | 58% | 0% |
| Transfer Stat/ Landfill | 33 | 88% | 12% | 0% |
| SOURCE OF INFORMATION OF LEVY | | | | |
| Word of Mouth | 14 | 30% | 70% | 0% |
| Price Tag/List | 0 | 0% | 0% | 0% |
| Bill | 38 | 45% | 55% | 0% |
| Media | 17 | 54% | 46% | 0% |
| WASTE MINIMISATION ACT | | | | |
| Unprompted awareness | 8 | 48% | 52% | 0% |
| Good knowledge | 50 | 33% | 67% | 0% |
| Little knowledge | 692 | 40% | 59% | 1% |

MAIN WAY OF DISPOSAL OF RUBBISH

What is the main way that you dispose of your rubbish?

| | Base | You used a council wheelie bin for kerbside collection (not recycling bins) | You bought council or other rubbish bags for kerbside collection | You paid for a private wheelie bin or skip | You dropped off rubbish at a local transfer station or landfill | Unsure | Other (specify) |
|-------------------------------------|------|---|--|--|---|--------|-----------------|
| ALL | 750 | 30% | 44% | 11% | 4% | 1% | 10% |
| LOCATION | | | | | | | |
| Auckland | 241 | 35% | 47% | 8% | 1% | 2% | 7% |
| Wellington | 77 | 20% | 43% | 18% | 3% | 3% | 13% |
| Christchurch | 82 | 70% | 19% | 4% | 4% | 0% | 3% |
| Provincial | 350 | 19% | 48% | 13% | 7% | 1% | 12% |
| Rural | 136 | 19% | 36% | 11% | 8% | 3% | 23% |
| North Is | 568 | 23% | 49% | 11% | 5% | 2% | 10% |
| South Is | 182 | 49% | 28% | 10% | 4% | 0% | 9% |
| SEX | | | | | | | |
| Male | 359 | 30% | 45% | 9% | 5% | 1% | 10% |
| Female | 391 | 30% | 43% | 12% | 4% | 2% | 9% |
| AGE GROUP | | | | | | | |
| Under 30 | 157 | 34% | 49% | 7% | 0% | 1% | 9% |
| 30-44 | 225 | 29% | 42% | 15% | 5% | 1% | 8% |
| 45-59 | 196 | 24% | 47% | 11% | 8% | 1% | 9% |
| 60 Plus | 172 | 34% | 40% | 9% | 3% | 2% | 12% |
| OCCUPATION | | | | | | | |
| Professionals, Managers | 150 | 31% | 42% | 15% | 2% | 2% | 8% |
| Technicians, Associates | 132 | 31% | 47% | 12% | 5% | 0% | 5% |
| Clerks & Sales | 131 | 37% | 42% | 8% | 5% | 1% | 7% |
| Blue collar | 125 | 19% | 46% | 10% | 6% | 1% | 18% |
| Students | 31 | 40% | 34% | 10% | 0% | 4% | 12% |
| Retired | 111 | 34% | 41% | 7% | 4% | 3% | 11% |
| Homemaker | 23 | 18% | 58% | 12% | 6% | 0% | 6% |
| Not employed | 26 | 18% | 63% | 5% | 8% | 0% | 6% |
| Self employed | 18 | 22% | 36% | 21% | 8% | 0% | 13% |
| PERSONAL INCOME | | | | | | | |
| Less than \$15,000 | 87 | 27% | 53% | 8% | 4% | 0% | 8% |
| \$15,001-25,000 | 130 | 27% | 48% | 10% | 4% | 2% | 9% |
| \$25,001-30,000 | 73 | 32% | 40% | 10% | 4% | 1% | 13% |
| \$30,001-40,000 | 79 | 34% | 35% | 7% | 8% | 1% | 15% |
| \$40,001-50,000 | 74 | 31% | 42% | 13% | 6% | 0% | 8% |
| \$50,001-70,000 | 104 | 37% | 42% | 9% | 5% | 2% | 5% |
| More than \$70,000 | 119 | 23% | 43% | 20% | 4% | 1% | 9% |
| ETHNICITY | | | | | | | |
| Pacific Island | 35 | 40% | 42% | 10% | 0% | 4% | 4% |
| Maori | 82 | 27% | 47% | 11% | 7% | 1% | 7% |
| Non Maori/Non PI | 647 | 30% | 44% | 11% | 4% | 1% | 10% |
| HOUSEHOLD TYPE | | | | | | | |
| Renting | 190 | 29% | 51% | 8% | 4% | 1% | 7% |
| Own home | 484 | 28% | 43% | 13% | 5% | 1% | 10% |
| Live with parents | 55 | 49% | 36% | 5% | 0% | 2% | 8% |
| AWARENESS OF GOVERNMENT LEVY | | | | | | | |
| Yes | 225 | 28% | 47% | 10% | 5% | 1% | 9% |
| No | 496 | 31% | 43% | 11% | 4% | 2% | 9% |
| MAIN WAY DISPOSE OF WASTE | | | | | | | |
| Council or Other Bags | 331 | 0% | 100% | 0% | 0% | 0% | 0% |
| Council bags only | 212 | 0% | 100% | 0% | 0% | 0% | 0% |
| Other Bags only | 106 | 0% | 100% | 0% | 0% | 0% | 0% |
| Council wheelie bin | 224 | 100% | 0% | 0% | 0% | 0% | 0% |

| | | | | | | | |
|-------------------------------|-----|-----|-----|------|------|----|-----|
| Private wheelie bin | 80 | 0% | 0% | 100% | 0% | 0% | 0% |
| Transfer Stat/ Landfill | 33 | 0% | 0% | 0% | 100% | 0% | 0% |
| SOURCE OF INFORMATION OF LEVY | | | | | | | |
| Word of Mouth | 14 | 75% | 14% | 0% | 11% | 0% | 0% |
| Price Tag/List | 0 | 0% | 0% | 0% | 0% | 0% | 0% |
| Bill | 38 | 49% | 29% | 14% | 8% | 0% | 0% |
| Media | 17 | 53% | 27% | 20% | 0% | 0% | 0% |
| WASTE MINIMISATION ACT | | | | | | | |
| Unprompted awareness | 8 | 51% | 15% | 11% | 0% | 0% | 23% |
| Good knowledge | 50 | 36% | 31% | 16% | 0% | 2% | 15% |
| Little knowledge | 692 | 45% | 30% | 10% | 5% | 1% | 9% |

COUNCIL BAGS OR OTHER BAGS

What is your main source of bags used for kerbside collection - council rubbish bags Or other rubbish bags?

| | Base | Council bags | Other rubbish bags | Unsure |
|-------------------------------------|------|--------------|--------------------|--------|
| ALL | 331 | 64% | 32% | 4% |
| LOCATION | | | | |
| Auckland | 114 | 61% | 33% | 6% |
| Wellington | 33 | 97% | 3% | 0% |
| Christchurch | 16 | 80% | 0% | 20% |
| Provincial | 169 | 58% | 40% | 2% |
| Rural | 49 | 58% | 42% | 0% |
| North Is | 281 | 62% | 35% | 3% |
| South Is | 50 | 79% | 13% | 8% |
| SEX | | | | |
| Male | 162 | 65% | 31% | 4% |
| Female | 169 | 63% | 33% | 4% |
| AGE GROUP | | | | |
| Under 30 | 77 | 62% | 33% | 5% |
| 30-44 | 94 | 63% | 33% | 4% |
| 45-59 | 92 | 65% | 30% | 5% |
| 60 Plus | 68 | 66% | 33% | 1% |
| OCCUPATION | | | | |
| Professionals, Managers | 62 | 63% | 30% | 7% |
| Technicians, Associates | 62 | 63% | 31% | 6% |
| Clerks & Sales | 54 | 58% | 38% | 4% |
| Blue collar | 58 | 69% | 27% | 4% |
| Students | 11 | 58% | 42% | 0% |
| Retired | 46 | 67% | 31% | 2% |
| Homemaker | 13 | 68% | 32% | 0% |
| Not employed | 16 | 85% | 15% | 0% |
| Self employed | 6 | 32% | 68% | 0% |
| PERSONAL INCOME | | | | |
| Less than \$15,000 | 46 | 59% | 39% | 2% |
| \$15,001-25,000 | 62 | 70% | 27% | 3% |
| \$25,001-30,000 | 29 | 56% | 41% | 3% |
| \$30,001-40,000 | 28 | 74% | 21% | 5% |
| \$40,001-50,000 | 31 | 69% | 18% | 13% |
| \$50,001-70,000 | 44 | 55% | 45% | 0% |
| More than \$70,000 | 51 | 64% | 31% | 5% |
| ETHNICITY | | | | |
| Pacific Island | 15 | 62% | 38% | 0% |
| Maori | 38 | 56% | 44% | 0% |
| Non Maori/Non PI | 287 | 65% | 30% | 5% |
| HOUSEHOLD TYPE | | | | |
| Renting | 97 | 59% | 34% | 7% |
| Own home | 208 | 67% | 30% | 3% |
| Live with parents | 19 | 68% | 32% | 0% |
| AWARENESS OF GOVERNMENT LEVY | | | | |
| Yes | 106 | 61% | 36% | 3% |
| No | 214 | 66% | 29% | 5% |
| MAIN WAY DISPOSE OF WASTE | | | | |
| Council or Other Bags | 331 | 64% | 32% | 4% |
| Council bags only | 212 | 100% | 0% | 0% |
| Other Bags only | 106 | 0% | 100% | 0% |
| Council wheelie bin | 0 | 0% | 0% | 0% |

| | | | | |
|-------------------------------|-----|------|-----|-----|
| Private wheelie bin | 0 | 0% | 0% | 0% |
| Transfer Stat/ Landfill | 0 | 0% | 0% | 0% |
| SOURCE OF INFORMATION OF LEVY | | | | |
| Word of Mouth | 11 | 75% | 8% | 17% |
| Price Tag/List | 0 | 0% | 0% | 0% |
| Bill | 19 | 60% | 40% | 0% |
| Media | 9 | 91% | 0% | 9% |
| WASTE MINIMISATION ACT | | | | |
| Unprompted awareness | 4 | 100% | 0% | 0% |
| Good knowledge | 18 | 73% | 27% | 0% |
| Little knowledge | 310 | 64% | 32% | 4% |

GOVERNMENT LEVY KNOWLEDGE - COUNCIL OR OTHER RUBBISH BAGS

The main way you get rid of your rubbish may have cost you something. The cost could have come from buying rubbish bags or from council rates.

Do you know if the cost to you includes a government levy?

| | Base | Yes | No | Unsure |
|------------------------------|------|-----|-----|--------|
| ALL | 331 | 15% | 58% | 27% |
| LOCATION | | | | |
| Auckland | 114 | 19% | 50% | 31% |
| Wellington | 33 | 19% | 64% | 17% |
| Christchurch | 16 | 28% | 55% | 17% |
| Provincial | 169 | 11% | 63% | 26% |
| Rural | 49 | 17% | 58% | 25% |
| North Is | 281 | 14% | 57% | 29% |
| South Is | 50 | 21% | 64% | 15% |
| SEX | | | | |
| Male | 162 | 10% | 62% | 28% |
| Female | 169 | 20% | 54% | 26% |
| AGE GROUP | | | | |
| Under 30 | 77 | 15% | 50% | 35% |
| 30-44 | 94 | 12% | 68% | 20% |
| 45-59 | 92 | 19% | 57% | 24% |
| 60 Plus | 68 | 14% | 55% | 31% |
| OCCUPATION | | | | |
| Professionals, Managers | 62 | 18% | 44% | 38% |
| Technicians, Associates | 62 | 9% | 73% | 18% |
| Clerks & Sales | 54 | 34% | 47% | 19% |
| Blue collar | 58 | 6% | 64% | 30% |
| Students | 11 | 14% | 76% | 10% |
| Retired | 46 | 11% | 60% | 29% |
| Homemaker | 13 | 12% | 74% | 14% |
| Not employed | 16 | 14% | 66% | 20% |
| Self employed | 6 | 0% | 27% | 73% |
| PERSONAL INCOME | | | | |
| Less than \$15,000 | 46 | 14% | 54% | 32% |
| \$15,001-25,000 | 62 | 11% | 59% | 30% |
| \$25,001-30,000 | 29 | 20% | 57% | 23% |
| \$30,001-40,000 | 28 | 19% | 58% | 23% |
| \$40,001-50,000 | 31 | 12% | 69% | 19% |
| \$50,001-70,000 | 44 | 20% | 62% | 18% |
| More than \$70,000 | 51 | 18% | 46% | 36% |
| ETHNICITY | | | | |
| Pacific Island | 15 | 33% | 55% | 12% |
| Maori | 38 | 10% | 53% | 37% |
| Non Maori/Non PI | 287 | 15% | 59% | 26% |
| HOUSEHOLD TYPE | | | | |
| Renting | 97 | 8% | 62% | 30% |
| Own home | 208 | 19% | 58% | 23% |
| Live with parents | 19 | 15% | 41% | 44% |
| AWARENESS OF GOVERNMENT LEVY | | | | |
| Yes | 106 | 24% | 48% | 28% |
| No | 214 | 11% | 64% | 25% |
| MAIN WAY DISPOSE OF WASTE | | | | |
| Council or Other Bags | 331 | 15% | 58% | 27% |
| Council bags only | 212 | 16% | 60% | 24% |
| Other Bags only | 106 | 12% | 56% | 32% |
| Council wheelie bin | 0 | 0% | 0% | 0% |

| | | | | |
|-------------------------------|-----|------|-----|-----|
| Private wheelie bin | 0 | 0% | 0% | 0% |
| Transfer Stat/ Landfill | 0 | 0% | 0% | 0% |
| SOURCE OF INFORMATION OF LEVY | | | | |
| Word of Mouth | 11 | 100% | 0% | 0% |
| Price Tag/List | 0 | 0% | 0% | 0% |
| Bill | 19 | 100% | 0% | 0% |
| Media | 9 | 100% | 0% | 0% |
| WASTE MINIMISATION ACT | | | | |
| Unprompted awareness | 4 | 0% | 54% | 46% |
| Good knowledge | 18 | 20% | 65% | 15% |
| Little knowledge | 310 | 15% | 58% | 27% |

GOVERNMENT LEVY KNOWLEDGE - COUNCIL BAGS ONLY

The main way you get rid of your rubbish may have cost you something. The cost could have come from buying rubbish bags or from council rates. Do you know if the cost to you includes a government levy?

| | Base | Yes | No | Unsure |
|-------------------------------------|------|-----|-----|--------|
| ALL | 212 | 16% | 60% | 24% |
| LOCATION | | | | |
| Auckland | 69 | 21% | 46% | 33% |
| Wellington | 32 | 19% | 63% | 18% |
| Christchurch | 13 | 10% | 69% | 21% |
| Provincial | 98 | 12% | 67% | 21% |
| Rural | 28 | 21% | 54% | 25% |
| North Is | 173 | 16% | 57% | 27% |
| South Is | 40 | 16% | 70% | 14% |
| SEX | | | | |
| Male | 106 | 10% | 60% | 30% |
| Female | 107 | 22% | 59% | 19% |
| AGE GROUP | | | | |
| Under 30 | 48 | 17% | 57% | 26% |
| 30-44 | 59 | 11% | 63% | 26% |
| 45-59 | 60 | 19% | 58% | 23% |
| 60 Plus | 45 | 16% | 61% | 23% |
| OCCUPATION | | | | |
| Professionals, Managers | 39 | 18% | 41% | 41% |
| Technicians, Associates | 39 | 7% | 70% | 23% |
| Clerks & Sales | 32 | 40% | 43% | 17% |
| Blue collar | 40 | 8% | 63% | 29% |
| Students | 6 | 17% | 83% | 0% |
| Retired | 31 | 14% | 69% | 17% |
| Homemaker | 9 | 9% | 91% | 0% |
| Not employed | 14 | 11% | 66% | 23% |
| Self employed | 2 | 0% | 41% | 59% |
| PERSONAL INCOME | | | | |
| Less than \$15,000 | 27 | 18% | 62% | 20% |
| \$15,001-25,000 | 44 | 14% | 64% | 22% |
| \$25,001-30,000 | 17 | 13% | 63% | 24% |
| \$30,001-40,000 | 21 | 17% | 57% | 26% |
| \$40,001-50,000 | 21 | 11% | 71% | 18% |
| \$50,001-70,000 | 24 | 28% | 53% | 19% |
| More than \$70,000 | 33 | 15% | 50% | 35% |
| ETHNICITY | | | | |
| Pacific Island | 9 | 44% | 56% | 0% |
| Maori | 21 | 10% | 59% | 31% |
| Non Maori/Non PI | 187 | 15% | 61% | 24% |
| HOUSEHOLD TYPE | | | | |
| Renting | 57 | 9% | 66% | 25% |
| Own home | 138 | 19% | 59% | 22% |
| Live with parents | 13 | 8% | 43% | 49% |
| AWARENESS OF GOVERNMENT LEVY | | | | |
| Yes | 65 | 27% | 50% | 23% |
| No | 142 | 11% | 66% | 23% |
| MAIN WAY DISPOSE OF WASTE | | | | |
| Council or Other Bags | 212 | 16% | 60% | 24% |

| | | | | |
|-------------------------------|-----|------|-----|-----|
| Council bags only | 212 | 16% | 60% | 24% |
| Other Bags only | 0 | 0% | 0% | 0% |
| Council wheelie bin | 0 | 0% | 0% | 0% |
| Private wheelie bin | 0 | 0% | 0% | 0% |
| Transfer Stat/ Landfill | 0 | 0% | 0% | 0% |
| SOURCE OF INFORMATION OF LEVY | | | | |
| Word of Mouth | 8 | 100% | 0% | 0% |
| Price Tag/List | 0 | 0% | 0% | 0% |
| Bill | 13 | 100% | 0% | 0% |
| Media | 8 | 100% | 0% | 0% |
| WASTE MINIMISATION ACT | | | | |
| Unprompted awareness | 4 | 0% | 54% | 46% |
| Good knowledge | 13 | 21% | 59% | 20% |
| Little knowledge | 198 | 15% | 60% | 25% |

GOVERNMENT LEVY KNOWLEDGE - OTHER RUBBISH BAGS ONLY

The main way you get rid of your rubbish may have cost you something. The cost could have come from buying rubbish bags or from council rates.

Do you know if the cost to you includes a government levy?

| | Base | Yes | No | Unsure |
|-------------------------------------|------|-----|------|--------|
| ALL | 106 | 12% | 56% | 32% |
| LOCATION | | | | |
| Auckland | 37 | 19% | 52% | 29% |
| Wellington | 1 | 0% | 100% | 0% |
| Christchurch | 0 | 0% | 0% | 0% |
| Provincial | 68 | 8% | 57% | 35% |
| Rural | 21 | 13% | 63% | 24% |
| North Is | 99 | 13% | 55% | 32% |
| South Is | 7 | 0% | 69% | 31% |
| SEX | | | | |
| Male | 51 | 6% | 67% | 27% |
| Female | 55 | 17% | 45% | 38% |
| AGE GROUP | | | | |
| Under 30 | 26 | 8% | 37% | 55% |
| 30-44 | 31 | 11% | 81% | 8% |
| 45-59 | 27 | 18% | 54% | 28% |
| 60 Plus | 22 | 11% | 44% | 45% |
| OCCUPATION | | | | |
| Professionals, Managers | 19 | 17% | 47% | 36% |
| Technicians, Associates | 19 | 7% | 82% | 11% |
| Clerks & Sales | 21 | 23% | 53% | 24% |
| Blue collar | 16 | 3% | 65% | 32% |
| Students | 4 | 11% | 64% | 25% |
| Retired | 14 | 6% | 43% | 51% |
| Homemaker | 4 | 19% | 39% | 42% |
| Not employed | 2 | 34% | 66% | 0% |
| Self employed | 4 | 0% | 21% | 79% |
| PERSONAL INCOME | | | | |
| Less than \$15,000 | 18 | 8% | 46% | 46% |
| \$15,001-25,000 | 17 | 5% | 46% | 49% |
| \$25,001-30,000 | 12 | 30% | 46% | 24% |
| \$30,001-40,000 | 6 | 8% | 72% | 20% |
| \$40,001-50,000 | 6 | 24% | 55% | 21% |
| \$50,001-70,000 | 20 | 10% | 72% | 18% |
| More than \$70,000 | 16 | 9% | 47% | 44% |
| ETHNICITY | | | | |
| Pacific Island | 6 | 15% | 53% | 32% |
| Maori | 17 | 9% | 47% | 44% |
| Non Maori/Non PI | 87 | 12% | 57% | 31% |
| HOUSEHOLD TYPE | | | | |
| Renting | 33 | 2% | 56% | 42% |
| Own home | 63 | 16% | 58% | 26% |
| Live with parents | 6 | 32% | 36% | 32% |
| AWARENESS OF GOVERNMENT LEVY | | | | |
| Yes | 38 | 14% | 47% | 39% |
| No | 62 | 12% | 59% | 29% |
| MAIN WAY DISPOSE OF WASTE | | | | |
| Council or Other Bags | 106 | 12% | 56% | 32% |

| | | | | |
|-------------------------------|-----|------|-----|-----|
| Council bags only | 0 | 0% | 0% | 0% |
| Other Bags only | 106 | 12% | 56% | 32% |
| Council wheelie bin | 0 | 0% | 0% | 0% |
| Private wheelie bin | 0 | 0% | 0% | 0% |
| Transfer Stat/ Landfill | 0 | 0% | 0% | 0% |
| SOURCE OF INFORMATION OF LEVY | | | | |
| Word of Mouth | 1 | 100% | 0% | 0% |
| Price Tag/List | 0 | 0% | 0% | 0% |
| Bill | 8 | 100% | 0% | 0% |
| Media | 0 | 0% | 0% | 0% |
| WASTE MINIMISATION ACT | | | | |
| Unprompted awareness | 0 | 0% | 0% | 0% |
| Good knowledge | 5 | 18% | 82% | 0% |
| Little knowledge | 99 | 12% | 55% | 33% |

GOVERNMENT LEVY KNOWLEDGE - COUNCIL WHEELIE BIN

The main way you get rid of your rubbish may have cost you something. The cost could have come from rates paid to your local Council. Do you know if the cost to you includes a government levy?

| | Base | Yes | No | Unsure |
|------------------------------|------|-----|-----|--------|
| ALL | 224 | 10% | 66% | 24% |
| LOCATION | | | | |
| Auckland | 85 | 12% | 63% | 25% |
| Wellington | 15 | 0% | 61% | 39% |
| Christchurch | 57 | 5% | 70% | 25% |
| Provincial | 66 | 16% | 66% | 18% |
| Rural | 26 | 11% | 70% | 19% |
| North Is | 134 | 12% | 61% | 27% |
| South Is | 90 | 8% | 72% | 20% |
| SEX | | | | |
| Male | 106 | 11% | 66% | 23% |
| Female | 118 | 10% | 65% | 25% |
| AGE GROUP | | | | |
| Under 30 | 53 | 4% | 71% | 25% |
| 30-44 | 66 | 17% | 61% | 22% |
| 45-59 | 47 | 7% | 64% | 29% |
| 60 Plus | 58 | 12% | 66% | 22% |
| OCCUPATION | | | | |
| Professionals, Managers | 46 | 16% | 62% | 22% |
| Technicians, Associates | 41 | 9% | 59% | 32% |
| Clerks & Sales | 48 | 5% | 76% | 19% |
| Blue collar | 23 | 16% | 69% | 15% |
| Students | 12 | 18% | 65% | 17% |
| Retired | 38 | 9% | 61% | 30% |
| Homemaker | 4 | 17% | 64% | 19% |
| Not employed | 5 | 0% | 83% | 17% |
| Self employed | 4 | 0% | 50% | 50% |
| PERSONAL INCOME | | | | |
| Less than \$15,000 | 23 | 8% | 64% | 28% |
| \$15,001-25,000 | 36 | 10% | 64% | 26% |
| \$25,001-30,000 | 23 | 10% | 73% | 17% |
| \$30,001-40,000 | 27 | 5% | 79% | 16% |
| \$40,001-50,000 | 23 | 19% | 64% | 17% |
| \$50,001-70,000 | 39 | 9% | 59% | 32% |
| More than \$70,000 | 27 | 19% | 67% | 14% |
| ETHNICITY | | | | |
| Pacific Island | 14 | 8% | 81% | 11% |
| Maori | 22 | 18% | 69% | 13% |
| Non Maori/Non PI | 192 | 10% | 64% | 26% |
| HOUSEHOLD TYPE | | | | |
| Renting | 55 | 7% | 71% | 22% |
| Own home | 136 | 13% | 62% | 25% |
| Live with parents | 26 | 8% | 68% | 24% |
| AWARENESS OF GOVERNMENT LEVY | | | | |
| Yes | 62 | 23% | 55% | 22% |
| No | 154 | 5% | 68% | 27% |
| MAIN WAY DISPOSE OF WASTE | | | | |
| Council or Other Bags | 0 | 0% | 0% | 0% |
| Council bags only | 0 | 0% | 0% | 0% |
| Other Bags only | 0 | 0% | 0% | 0% |
| Council wheelie bin | 224 | 10% | 66% | 24% |

| | | | | |
|-------------------------------|-----|------|-----|-----|
| Private wheelie bin | 0 | 0% | 0% | 0% |
| Transfer Stat/ Landfill | 0 | 0% | 0% | 0% |
| SOURCE OF INFORMATION OF LEVY | | | | |
| Word of Mouth | 2 | 100% | 0% | 0% |
| Price Tag/List | 0 | 0% | 0% | 0% |
| Bill | 11 | 100% | 0% | 0% |
| Media | 5 | 100% | 0% | 0% |
| WASTE MINIMISATION ACT | | | | |
| Unprompted awareness | 1 | 100% | 0% | 0% |
| Good knowledge | 16 | 27% | 55% | 18% |
| Little knowledge | 206 | 9% | 66% | 25% |

GOVERNMENT LEVY KNOWLEDGE - PRIVATE RUBBISH COLLECTOR

The main way you get rid of your rubbish may have cost you something. The cost could have come from a bill paid to a private rubbish collector
Do you know if the cost to you includes a government levy?

| | Base | Yes | No | Unsure |
|-------------------------------------|------|-----|------|--------|
| ALL | 80 | 18% | 54% | 28% |
| LOCATION | | | | |
| Auckland | 19 | 19% | 46% | 35% |
| Wellington | 14 | 24% | 30% | 46% |
| Christchurch | 3 | 0% | 100% | 0% |
| Provincial | 44 | 17% | 62% | 21% |
| Rural | 16 | 8% | 53% | 39% |
| North Is | 63 | 19% | 51% | 30% |
| South Is | 18 | 14% | 65% | 21% |
| SEX | | | | |
| Male | 34 | 7% | 53% | 40% |
| Female | 46 | 25% | 55% | 20% |
| AGE GROUP | | | | |
| Under 30 | 11 | 0% | 50% | 50% |
| 30-44 | 33 | 26% | 53% | 21% |
| 45-59 | 21 | 19% | 49% | 32% |
| 60 Plus | 15 | 10% | 68% | 22% |
| OCCUPATION | | | | |
| Professionals, Managers | 23 | 28% | 57% | 15% |
| Technicians, Associates | 16 | 23% | 54% | 23% |
| Clerks & Sales | 10 | 0% | 65% | 35% |
| Blue collar | 13 | 7% | 46% | 47% |
| Students | 3 | 0% | 0% | 100% |
| Retired | 7 | 11% | 77% | 12% |
| Homemaker | 3 | 30% | 0% | 70% |
| Not employed | 1 | 0% | 100% | 0% |
| Self employed | 4 | 38% | 62% | 0% |
| PERSONAL INCOME | | | | |
| Less than \$15,000 | 7 | 23% | 10% | 67% |
| \$15,001-25,000 | 13 | 6% | 82% | 12% |
| \$25,001-30,000 | 7 | 0% | 68% | 32% |
| \$30,001-40,000 | 6 | 15% | 64% | 21% |
| \$40,001-50,000 | 10 | 17% | 54% | 29% |
| \$50,001-70,000 | 10 | 43% | 9% | 48% |
| More than \$70,000 | 24 | 21% | 58% | 21% |
| ETHNICITY | | | | |
| Pacific Island | 4 | 44% | 0% | 56% |
| Maori | 10 | 29% | 33% | 38% |
| Non Maori/Non PI | 69 | 16% | 59% | 25% |
| HOUSEHOLD TYPE | | | | |
| Renting | 15 | 0% | 58% | 42% |
| Own home | 61 | 22% | 55% | 23% |
| Live with parents | 3 | 0% | 33% | 67% |
| AWARENESS OF GOVERNMENT LEVY | | | | |
| Yes | 22 | 51% | 28% | 21% |
| No | 56 | 6% | 65% | 29% |
| MAIN WAY DISPOSE OF WASTE | | | | |
| Council or Other Bags | 0 | 0% | 0% | 0% |
| Council bags only | 0 | 0% | 0% | 0% |
| Other Bags only | 0 | 0% | 0% | 0% |
| Council wheelie bin | 0 | 0% | 0% | 0% |

| | | | | |
|-------------------------------|----|------|-----|-----|
| Private wheelie bin | 80 | 18% | 54% | 28% |
| Transfer Stat/ Landfill | 0 | 0% | 0% | 0% |
| SOURCE OF INFORMATION OF LEVY | | | | |
| Word of Mouth | 0 | 0% | 0% | 0% |
| Price Tag/List | 0 | 0% | 0% | 0% |
| Bill | 5 | 100% | 0% | 0% |
| Media | 3 | 100% | 0% | 0% |
| WASTE MINIMISATION ACT | | | | |
| Unprompted awareness | 1 | 100% | 0% | 0% |
| Good knowledge | 8 | 30% | 42% | 28% |
| Little knowledge | 72 | 16% | 56% | 28% |

GOVERNMENT LEVY KNOWLEDGE - TRANSFER STATION OR LANDFILL

The main way you get rid of your rubbish may have cost you something. The cost could have come from a gate fee at a transfer station or landfill. Do you know if the cost to you includes a government levy?

| | Base | Yes | No | Unsure |
|-------------------------------------|------|-----|------|--------|
| ALL | 33 | 19% | 52% | 29% |
| LOCATION | | | | |
| Auckland | 2 | 26% | 0% | 74% |
| Wellington | 3 | 34% | 66% | 0% |
| Christchurch | 3 | 0% | 72% | 28% |
| Provincial | 26 | 19% | 53% | 28% |
| Rural | 10 | 24% | 47% | 29% |
| North Is | 27 | 24% | 50% | 26% |
| South Is | 6 | 0% | 62% | 38% |
| SEX | | | | |
| Male | 17 | 15% | 56% | 29% |
| Female | 16 | 23% | 48% | 29% |
| AGE GROUP | | | | |
| Under 30 | 0 | 0% | 0% | 0% |
| 30-44 | 11 | 12% | 65% | 23% |
| 45-59 | 16 | 20% | 42% | 38% |
| 60 Plus | 6 | 29% | 56% | 15% |
| OCCUPATION | | | | |
| Professionals, Managers | 4 | 44% | 37% | 19% |
| Technicians, Associates | 6 | 35% | 12% | 53% |
| Clerks & Sales | 7 | 17% | 52% | 31% |
| Blue collar | 7 | 0% | 68% | 32% |
| Students | 0 | 0% | 0% | 0% |
| Retired | 4 | 0% | 77% | 23% |
| Homemaker | 1 | 0% | 100% | 0% |
| Not employed | 2 | 62% | 38% | 0% |
| Self employed | 1 | 0% | 100% | 0% |
| PERSONAL INCOME | | | | |
| Less than \$15,000 | 4 | 38% | 22% | 40% |
| \$15,001-25,000 | 5 | 33% | 52% | 15% |
| \$25,001-30,000 | 3 | 0% | 50% | 50% |
| \$30,001-40,000 | 6 | 0% | 59% | 41% |
| \$40,001-50,000 | 4 | 0% | 80% | 20% |
| \$50,001-70,000 | 5 | 38% | 46% | 16% |
| More than \$70,000 | 5 | 27% | 56% | 17% |
| ETHNICITY | | | | |
| Pacific Island | 0 | 0% | 0% | 0% |
| Maori | 6 | 20% | 66% | 14% |
| Non Maori/Non PI | 27 | 19% | 49% | 32% |
| HOUSEHOLD TYPE | | | | |
| Renting | 8 | 7% | 75% | 18% |
| Own home | 25 | 23% | 45% | 32% |
| Live with parents | 0 | 0% | 0% | 0% |
| AWARENESS OF GOVERNMENT LEVY | | | | |
| Yes | 12 | 47% | 33% | 20% |
| No | 20 | 4% | 63% | 33% |
| MAIN WAY DISPOSE OF WASTE | | | | |
| Council or Other Bags | 0 | 0% | 0% | 0% |
| Council bags only | 0 | 0% | 0% | 0% |
| Other Bags only | 0 | 0% | 0% | 0% |
| Council wheelie bin | 0 | 0% | 0% | 0% |

| | | | | |
|-------------------------------|----|------|-----|-----|
| Private wheelie bin | 0 | 0% | 0% | 0% |
| Transfer Stat/ Landfill | 33 | 19% | 52% | 29% |
| SOURCE OF INFORMATION OF LEVY | | | | |
| Word of Mouth | 2 | 100% | 0% | 0% |
| Price Tag/List | 0 | 0% | 0% | 0% |
| Bill | 3 | 100% | 0% | 0% |
| Media | 0 | 0% | 0% | 0% |
| WASTE MINIMISATION ACT | | | | |
| Unprompted awareness | 0 | 0% | 0% | 0% |
| Good knowledge | 0 | 0% | 0% | 0% |
| Little knowledge | 33 | 19% | 52% | 29% |

KNOWLEDGE OF WASTE MINIMISATION ACT

How much would you say you know about the Waste Minimisation Act - a lot, a fair amount, not that much, or nothing at all?

| | Base | A lot | A fair amount | Not that much | Nothing at all | Unsure |
|-------------------------------------|------|-------|---------------|---------------|----------------|--------|
| ALL | 750 | 1% | 5% | 34% | 59% | 1% |
| LOCATION | | | | | | |
| Auckland | 241 | 1% | 8% | 33% | 58% | 0% |
| Wellington | 77 | 0% | 1% | 30% | 68% | 1% |
| Christchurch | 82 | 0% | 4% | 38% | 57% | 1% |
| Provincial | 350 | 2% | 5% | 34% | 58% | 1% |
| Rural | 136 | 0% | 5% | 34% | 59% | 2% |
| North Is | 568 | 2% | 5% | 31% | 61% | 1% |
| South Is | 182 | 0% | 6% | 41% | 51% | 2% |
| SEX | | | | | | |
| Male | 359 | 1% | 5% | 32% | 61% | 1% |
| Female | 391 | 1% | 6% | 35% | 57% | 1% |
| AGE GROUP | | | | | | |
| Under 30 | 157 | 0% | 2% | 37% | 60% | 1% |
| 30-44 | 225 | 2% | 7% | 27% | 63% | 1% |
| 45-59 | 196 | 1% | 3% | 38% | 58% | 0% |
| 60 Plus | 172 | 1% | 9% | 34% | 53% | 3% |
| OCCUPATION | | | | | | |
| Professionals, Managers | 150 | 1% | 6% | 34% | 59% | 0% |
| Technicians, Associates | 132 | 1% | 5% | 33% | 60% | 1% |
| Clerks & Sales | 131 | 1% | 2% | 35% | 62% | 0% |
| Blue collar | 125 | 1% | 7% | 32% | 60% | 0% |
| Students | 31 | 0% | 5% | 36% | 55% | 4% |
| Retired | 111 | 1% | 9% | 31% | 55% | 4% |
| Homemaker | 23 | 0% | 3% | 39% | 58% | 0% |
| Not employed | 26 | 6% | 0% | 40% | 51% | 3% |
| Self employed | 18 | 0% | 5% | 28% | 67% | 0% |
| PERSONAL INCOME | | | | | | |
| Less than \$15,000 | 87 | 2% | 2% | 35% | 58% | 3% |
| \$15,001-25,000 | 130 | 1% | 5% | 32% | 60% | 2% |
| \$25,001-30,000 | 73 | 3% | 7% | 37% | 53% | 0% |
| \$30,001-40,000 | 79 | 1% | 7% | 26% | 65% | 1% |
| \$40,001-50,000 | 74 | 0% | 5% | 35% | 60% | 0% |
| \$50,001-70,000 | 104 | 2% | 6% | 30% | 62% | 0% |
| More than \$70,000 | 119 | 0% | 6% | 36% | 58% | 0% |
| ETHNICITY | | | | | | |
| Pacific Island | 35 | 0% | 4% | 50% | 46% | 0% |
| Maori | 82 | 3% | 3% | 27% | 67% | 0% |
| Non Maori/Non PI | 647 | 1% | 6% | 34% | 58% | 1% |
| HOUSEHOLD TYPE | | | | | | |
| Renting | 190 | 2% | 4% | 32% | 61% | 1% |
| Own home | 484 | 1% | 7% | 34% | 57% | 1% |
| Live with parents | 55 | 0% | 2% | 33% | 63% | 2% |
| AWARENESS OF GOVERNMENT LEVY | | | | | | |
| Yes | 225 | 3% | 9% | 44% | 43% | 1% |
| No | 496 | 0% | 4% | 28% | 67% | 1% |
| MAIN WAY DISPOSE OF WASTE | | | | | | |
| Council or Other Bags | 331 | 1% | 4% | 34% | 60% | 1% |
| Council bags only | 212 | 1% | 5% | 33% | 60% | 1% |
| Other Bags only | 106 | 0% | 4% | 30% | 64% | 2% |
| Council wheelie bin | 224 | 1% | 6% | 39% | 53% | 1% |

| | | | | | | |
|-------------------------------|-----|-----|-----|-----|-----|----|
| Private wheelie bin | 80 | 2% | 8% | 23% | 67% | 0% |
| Transfer Stat/ Landfill | 33 | 0% | 0% | 21% | 79% | 0% |
| SOURCE OF INFORMATION OF LEVY | | | | | | |
| Word of Mouth | 14 | 0% | 0% | 30% | 70% | 0% |
| Price Tag/List | 0 | 0% | 0% | 0% | 0% | 0% |
| Bill | 38 | 4% | 6% | 46% | 44% | 0% |
| Media | 17 | 17% | 5% | 46% | 32% | 0% |
| WASTE MINIMISATION ACT | | | | | | |
| Unprompted awareness | 8 | 9% | 20% | 65% | 6% | 0% |
| Good knowledge | 50 | 18% | 82% | 0% | 0% | 0% |
| Little knowledge | 692 | 0% | 0% | 36% | 64% | 0% |

5. Questionnaire

ASK ALL

LEV1 Are you aware of a government levy that is put on waste that goes to landfills?
[DO NOT READ]

Yes.....1
No.....2
Unsure.....3

IF LEV1='Yes' ASK LEV2

LEV2 How much does the levy charge per tonne?
(8-27)

ASK ALL

LEV3 I'm going to describe a few ways in which you may get rid of your household rubbish. NOT including what you recycle, please tell me which of these situations describe how you got rid of your household rubbish in the past year:
[RANDOMIZE]

| | | | | | |
|-------------|---|------|------|------|----|
| -1- | You bought council or other rubbish bags for kerbside collection | | | | |
| -2- | You used a council wheelie bin for kerbside collection (not recycling bins) | | | | |
| -3- | You paid for a private wheelie bin or skip | | | | |
| -4- | You dropped off rubbish at a local transfer station or landfill | | | | |
| | -1- | -2- | -3- | -4- | |
| | (28) | (29) | (30) | (31) | SP |
| Yes..... | 1 | 1 | 1 | 1 | |
| No..... | 2 | 2 | 2 | 2 | |
| Unsure..... | 3 | 3 | 3 | 3 | |

LEV4 Are there any other ways that you dispose of your rubbish?
[DO NOT READ]

| | |
|-------------------------------------|---------|
| | MP |
| Burn..... | 1 |
| Bury..... | 2 |
| Illegally dumping (flytipping)..... | 3 |
| None..... | 4 |
| Other (specify) | 5 |
| | (33-52) |
| Specified Other | |

LEV5 What is the main way that you dispose of your rubbish?
[DO NOT READ]

You bought council or other rubbish bags for kerbside collection.....1

You used a council wheelie bin for kerbside collection (not recycling bins).....2
 You paid for a private wheelie bin or skip.....3
 You dropped off rubbish at a local transfer station or landfill.....4
 Unsure.....5
 Other (specify) 6
 (54-73)

Specified Other

IF LEV5='You bought council or other rubbish bags for kerbside collection' ASK LEV5A

LEV5A What is your main source of bags used for kerbside collection - council rubbish bags Or other rubbish bags?
 [DO NOT READ]

Council bags.....1
 Other rubbish bags.....2
 Unsure.....3

IF LEV5='You bought council or other rubbish bags for kerbside collection' ASK LEV6A

LEV6A The main way you get rid of your rubbish may have cost you something. The cost could have come from buying rubbish bags or from council rates.
 Do you know if the cost to you includes a government levy?
 [DO NOT READ]

Yes.....1
 No.....2
 Unsure.....3

IF LEV5='You used a council wheelie bin for kerbside collection (not recycling bins)' ASK LEV6B

LEV6B The main way you get rid of your rubbish may have cost you something. The cost could have come from rates paid to your local Council.
 Do you know if the cost to you includes a government levy?
 [DO NOT READ]

Yes.....1
 No.....2
 Unsure.....3

IF LEV5='You paid for a private wheelie bin or skip' ASK LEV6C

LEV6C The main way you get rid of your rubbish may have cost you something. The cost could have come from a bill paid to a private rubbish collector
 Do you know if the cost to you includes a government levy?
 [DO NOT READ]

Yes.....1
 No.....2
 Unsure.....3

IF LEV5='You dropped off rubbish at a local transfer station or landfill' ASK LEV6D

LEV6D The main way you get rid of your rubbish may have cost you something.The cost could have come from a gate fee at a transfer station or landfill
 Do you know if the cost to you includes a government levy?
 [DO NOT READ]

Yes.....1
 No.....2
 Unsure.....3

IF LEV6A='Yes' OR LEV6B='Yes' OR LEV6C='Yes' OR LEV6D='Yes' ASK LEV7

LEV7 Okay, so do you know how much of the cost to you relates to the levy?
 (8-27)

IF LEV6A='Yes' OR LEV6B='Yes' OR LEV6C='Yes' OR LEV6D='Yes' ASK LEV8

LEV8 Where did you learn about the levy part of your rubbish disposal costs?
 [DO NOT READ]

MP

Word of mouth.....1
 Price tag or price list.....2
 Bill (eg, rates, private invoice).....3
 Media (eg, newspaper article, public notice, website).....4
 Unsure.....5
 Other (specify) 6
 (29-48)

Specified Other

ASK ALL

LEV9 What laws or government policies in New Zealand are you aware of that encourage people to recycle or create less rubbish?
 [DO NOT READ]

MP

Waste Minimisation Act.....1
 NZ Waste Strategy.....2
 Levy.....3
 Council waste plans.....4
 Waste programme (eg, media campaign, Council Waste Officer).....5
 None or nothing.....6
 Unsure.....7
 Other (specify) 8

Specified Other

LEV10 How much would you say you know about the Waste Minimisation Act - a lot, a fair amount, not that much, or nothing at all?

[DO NOT READ]

- A lot.....1
- A fair amount.....2
- Not that much.....3
- Nothing at all.....4
- Unsure.....5

6. Methodology (Detailed)

➤ Sample Frame

The sample frame below is used in all UMR fortnightly Omnibus surveys to achieve a nationally representative sample of 750 New Zealanders.

New Zealand households are stratified into 23 telephone directory regions. The number of people 18 years or over is determined by cross-referencing the telephone directory regions with the 2006 Census data from Statistics New Zealand. Quotas are then specified as to the proportion of the sample that must fall in each region.

The following table shows the number of respondents for each area to be surveyed for the sample size of 750 respondents. Additional quotas are included to control for age and sex within each region.

| OMNIBUS SAMPLING REGIME | | | |
|-------------------------|------------|------------|------------|
| | Male | Female | TOTAL |
| Auckland -1 | 23 | 26 | 49 |
| Auckland -2,3 | 17 | 19 | 36 |
| Auckland -4 | 20 | 22 | 42 |
| Auckland -5 | 20 | 22 | 42 |
| Auckland -6 | 25 | 27 | 52 |
| Outer Auckland | 10 | 10 | 20 |
| Bay of Plenty | 22 | 25 | 47 |
| Christchurch | 40 | 42 | 82 |
| Gisborne | 4 | 4 | 8 |
| Hawkes Bay | 13 | 14 | 27 |
| Manawatu | 13 | 15 | 28 |
| Marlborough | 4 | 4 | 8 |
| Nelson Bays | 7 | 7 | 14 |
| Northland | 13 | 14 | 27 |
| Otago | 18 | 20 | 38 |
| Southland | 8 | 9 | 17 |
| Taranaki | 10 | 11 | 21 |
| Timaru | 8 | 9 | 17 |
| Waikato | 34 | 36 | 70 |
| Wairarapa | 4 | 5 | 9 |
| Wanganui | 6 | 7 | 13 |
| Wellington | 37 | 40 | 77 |
| West Coast | 3 | 3 | 6 |
| TOTAL | 359 | 391 | 750 |

➤ ***Call-backs and call monitoring***

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

Respondents are called from 5.30pm to 9.00pm during the working week, from 9.30am to 6.00pm on Saturday and from 9.30am to 9.00pm on Sunday.

➤ ***Random sample generation***

A random sample of telephone numbers is generated from all number ranges found in the White Pages for New Zealand.

Random digit dialling is conducted off this sample so that unlisted numbers are captured in the sample.

To limit the sample frame to “private households with telephones”, we filter out numbers from the Yellow Pages, disconnected or fax lines, and where the interviewer determines that contact is not a private household or is a business line.

➤ ***Quancept CATI process and monitoring***

Quotas are automatically totalled as the survey proceeds, and as each quota is fulfilled, the interviewer is automatically guided to the appropriate course of action.

Any answer is checked that it is the right type. For example, a multiple response answer cannot be entered for a single-coded question.

Overview monitoring is randomly done showing all interviewers on the system or only those on a given project. It also shows up-to-the-second status of each interviewer. For each interviewer, we can see the interview duration, and the question or section itself. The supervisor can identify situations in which an interviewer may be having a problem.

➤ ***Accuracy***

According to sampling error statistics, provided the survey is conducted on truly random probability methods, the accuracy levels for an interview of sample size $n=750$ is as follows:

For a figure of 50%, there are 95 chances in 100 that the maximum error will be plus or minus 3.6%.
If the figure is less than 50% or greater than 50%, the margin or error is reduced.

➤ **Response Rate**

The Response Rate measures the percentage of qualified or eligible respondents completing the survey. **For this survey the response rate was 30%.**

$$\text{Response Rate} = \frac{\text{Completes}}{\left(\text{Completes} \right) + \left(\frac{\text{Completes}}{\text{Completes} + \text{Not Qualified}} \times \left(\text{Not Contacted} + \text{Refused} \right) \right)}$$

FORMULA DEFINITIONS

| | |
|------------------------------|---|
| Completes | Completed Interviews |
| Refusals and Mid Terminates | Respondents who end the interview before completion; regardless of qualification |
| Not Qualified and Over Quota | Respondents who do not meet the screening criteria; and those respondents who would have qualified but their quota group was full |
| Not Contacted | Applies to all final dispositions that do not fit any other categories. For example, answering machine, wrong number, etc... |

➤ **Fieldwork report**

Method: Telephone

Sample size: 750

The **Total numbers called** are called number in the sample.

The **Total Eligible Households** are numbers that were identified as NOT being Business, Fax, Exchange, or Disconnected.

The **Language Problems** are numbers where the respondent was unable to cooperate in the interview because of language problems; for example, English may not have been the respondent's first language and their ability to understand English was evident.

The **Refused/ Hung-up** are numbers where the respondent refused to take part in the survey or simply hung-up on the interviewer.

The **Not Suitable** numbers where there is not a suitable person in the household to do the survey with; for example, if female quotas in an area are filled then a number becomes Not Suitable if there is not a male in the household to do the survey with.

The **Abandoned Interviews / Stopped interviews** are numbers where the respondent initially cooperated but refused later in the interview or the respondent could not be re-contacted after an interview was suspended.

The **Appointments not kept** are numbers where the respondent made a time with an interviewer to re-contact them at a different time to do the survey; in some cases the respondent cannot be re-contacted or the quotas have been filled.

RESPONSE RATE ANALYSIS

| | |
|---|--------------|
| Total numbers called | 33573 |
| Less Business numbers/Fax | 2175 |
| Less Exchange/Disconnected | 11898 |
| Total Eligible Households | 19500 |
| No Answer/Answering Machine | 5816 |
| Engaged | 281 |
| Language Problems | 224 |
| Refused/ Hung-up | 6096 |
| Not Suitable | 4223 |
| Abandoned Interviews / Stopped Interviews | 93 |
| Appointments not kept | 56 |
| Completed Interviews | 750 |