

## Community View Questionnaire

Q1. Thinking about packaging of goods that can be recycled, which of the following statements best describes you? READ OUT. MR..

- |                             |   |
|-----------------------------|---|
| Always recycle packaging    | 1 |
| Often recycle packaging     | 2 |
| Sometimes recycle packaging | 3 |
| Never recycle packaging     | 4 |

Q2. I'm now going to read out a few statements that other people have made regarding packaging and I'd just like you to tell me to what extent you would agree or disagree with each one. So firstly, packaging is designed [INSERT STATEMENT] would you agree or disagree? Would that be strongly or slightly? And what about, Packaging is designed .....? SR. PER STATEMENT. ROTATE.

### **STATEMENTS:**

- a) to ensure the safe delivery of products to consumers
- c) to make the product more expensive
- d) to protect against product wastage
- e) to increase the shelf life of a product
- f) for easier transport and handling of the product
- g) to make the product more attractive
- h) to protect the product from damage
- i) as a way to convey information about the product, for instance nature, composition, weight, quantity and storage life, guarantee of quality etc.

Q3. When designing packaging for products there are a number of considerations including things like; the marketing and promotion of the product, providing adequate protection to ensure undamaged products and also reducing any environmental impact. For each aspect I'd like you to tell me whether you feel the emphasis is about right, too much or too little. So firstly [INSERT ASPECT], do you think the emphasis in packaging design is generally about right, too much or too little.....? READ OUT. ROTATE ASPECTS. SR.

- a) The marketing and promotion of the product
- b) Providing adequate protection to ensure undamaged products
- c) Reducing the environmental impact

RESPONSE FRAME:

|                 |   |
|-----------------|---|
| Too much        | 1 |
| About Right     | 2 |
| Too little      | 3 |
| Don't know DNRO | 4 |

ASK IF CODE 3 at 'Reducing environmental impact' OTHERS SKIP TO NEXT QUESTION.

Q3b You said that the emphasis on reducing environmental impact is 'too little' Why do you say that? PROBE FULLY.

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Q4. How do you think packaging affects the environment? What other ways does packaging affect the environment? PROBE FULLY.

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Q5. Who do you think should have the biggest role in minimising the environmental impact of the packaging?

|   |   |
|---|---|
| Consumers   | 1 |
| Packaging manufacturers                                   | 2 |
| Product manufacturers eg. food, beverage, electrical etc. | 3 |
| Retailers   | 4 |
| Governments   | 5 |

Q6. Do you think that in the last three years there has been an improvement in the recycling facilities available to the community at [INSERT LOCATION]? And what about at.....? READ OUT. ROTATE. SR.

- a) Outdoor events
- b) Shopping centres
- c) Public places such as shopping strips, parks, other open spaces.
- d) Home, kerbside or drop-off centre

## RESPONSE FRAME

|                 |   |
|-----------------|---|
| Yes             | 1 |
| No              | 2 |
| Don't know DNRO | 3 |

Q7. Thinking about consuming packaged goods 'away from the home', how important would the following be to you in encouraging you to recycle, or recycle more? So firstly [INSERT STATEMENT]...would that be important or unimportant? Is that very or somewhat? READ OUT. SR. ROTATE.

- a) understanding what can and can't be recycled
- b) availability of recycling facilities
- c) Fines for not recycling
- d) doing the right thing for the environment

|                      |   |
|----------------------|---|
| Very important       | 1 |
| Somewhat important   | 2 |
| Neither / Nor        | 3 |
| Somewhat unimportant | 4 |
| Very unimportant     | 5 |

Q8. I'm now going to read out a few statements that other people have made regarding packaging and I'd just like you to tell me to what extent you would agree or disagree with each one. So firstly, [INSERT STATEMENT] would you agree or disagree? Would that be strongly or slightly? SR. PER STATEMENT

### STATEMENTS:

- a) I feel adequately informed as to what packaging waste I can put in my recycle bin
- b) My recycling service at home has improved in the last 3 years
- c) Packaging plays an important role in the supply of quality products.
- d) I often use environmental labelling on packaging to make informed decisions about purchasing, use or disposal
- e) There is more that manufacturers of packaging and products (eg. food, beverage, electrical, etc.) can do to ensure packaging is recyclable
- f) Packaging design in terms of reducing its environmental impact, has improved in the last 3 years
- g) I often consider whether packaging is recyclable or reusable when making a purchase

Q9. Before today, were you aware that packaging manufacturers, product manufacturers (e.g. Food, beverage, electrical etc.) and governments, have an agreement in place called the National Packaging Covenant, designed to minimise the environmental impact of packaging?

|                 |   |
|-----------------|---|
| Yes             | 1 |
| No              | 2 |
| Don't know DNRO | 3 |