

WAR ON WASTE

THE SURVEY

Understanding Australia's waste attitudes and behaviours

Key Findings and Report

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1

INTRODUCTION

ABC'S WAR ON WASTE

The War on Waste TV series uncovers how much waste Australia produces, barriers to reducing waste at both a macro and individual level and what viewers can do to reduce waste in their day to day lives. Food waste, plastics waste, recycling, repair, coffee cups and clothing waste are all examined by presenter Craig Reucassel.



The series aired on ABC on May 16, 23 and 30, 2017 at 8.30pm. Each episode was one hour in duration and also available to view on ABC2 and iview. A further episode is planned for broadcast in Spring 2017.

In the 1960s, Australians were considered among the best in the world at dealing with waste. Many recycling programs, especially those involving paper and newspaper, were pioneered in Australia. In the late 1960s and 1970s, the launch of the Keep Australia Beautiful campaign put the issue of waste at the forefront of national consciousness.

But in recent decades, the combined effects of consumerism, supermarket policies and apathy have seen a surge in the volume of waste we produce as a nation.

Craig Reucassel takes a critical, first-hand look at household, retail and farming waste in Australia and discovers what has changed in the nation's psyche and in consumer culture that has led Australia to become among the most wasteful nations in the world. He also reveals the practical measures organisations and individuals are taking to tackle this growing problem.

The War on Waste Audience

The series reached 3.7 million viewers across Australia¹ and was skewed younger than the ABC primetime average, with under 50s accounting for 40% of viewing (double the ABC average). The program was also skewed towards female viewers (55% of viewers).

The TV series and related digital content received exposure across other ABC media platforms. This includes the ABC News site which achieved 1.5 million page views² across all War on Waste stories, a War on Waste podcast series and social media. On Facebook, the banana wastage video was viewed over 16 million times (ABC TV's biggest ever Facebook post).

1. Source: OzTAM & RegionalTAM ratings data
2. Source: Facebook Analytics

2 | METHODOLOGY

The War on Waste survey was launched on April 19 2017, 4 weeks before episode 1 and this report uses data from survey launch to July 31 2017. A target of 10,000 completed surveys was set, however as of July 31 2017, 36,722 surveys have been completed making this one of Australia's largest ever studies on waste.

The survey was designed by ABC TV Factual as part of the War on Waste Outreach plan and developed in collaboration with ABC Audience Data & Insights. The objectives of the study were to:

1. Develop a deep understanding of the attitudes and behaviours of Australians relating to waste, and use this feedback from viewers to inform future episodes of the War On Waste.
2. Enable viewers to participate in the War on Waste by assessing their own attitudes and stated behaviours.
3. Understand the impact of the War On Waste and whether respondents' attitudes and stated behaviours around waste change in response to the series.

Comprising of 25 questions (the full questionnaire is appended), respondents are asked to share their attitudes and behaviours relating to waste. Taking them an average of 7 minutes 58 seconds to complete, the survey is hosted on the ABC YourSpace* Sparq Survey platform and will continue to remain open until after the fourth episode has been broadcast when a further wave will be added to the analysis.

The survey has been promoted as a call to participate to ABC YourSpace* community members, through ABC social media platforms, on the War on Waste website and through on-air promotions for the series on ABC TV, radio and digital platforms.

As responding to the survey is a voluntary exercise, we can conclude that the sample is interested in the issue of waste and sufficiently motivated to respond to such a study. This should be borne in mind when using the study to project the size of issues relating to waste onto the Australian population.

The large sample size allows us to compare results across subgroups; within this report we have compared results by gender, age and location.

A comparison of those who responded before and after the series aired is also used to inform an understanding of the impact of the War on Waste, specifically whether there are changes relating to perceptions of waste, stated actions in areas of waste reduction and the issues presented in the program.

Due to rounding up to the nearest percent, some charts representing proportions of the survey population presented in this report do not add up to 100%.

*ABC YourSpace is an online community of more than 10,000 Australians who are interested in assisting the ABC in improving the quality of its content and services.

3

KEY FINDINGS

THERE IS A GAP BETWEEN UNDERSTANDING AND ACTION

Whilst most Australians see waste as an issue, this is not translating into action in their households

- Despite 98% of respondents believing that waste is an issue in Australia and 86% believing that we should reduce the amount of waste we produce as a nation, only 50% claim their household is trying to reduce the amount of waste that it produces.
- Viewers' understanding of their household waste has increased after the series was broadcast with 20% of respondents stating their household is producing more waste than 12 months ago, up from 14% of respondents stating this before the series was broadcast.



IF THE WAR ON WASTE IS TO BE WON, MALES MUST UP THEIR GAME

Females are on the frontline of the War on Waste



There is a greater recognition of the problem of waste amongst females with a significantly higher proportion strongly agreeing with all the statements asked; these include perceptions of the scale of the problem and a willingness to pay more for products that are repairable and better for the environment.

This females versus males disparity is also consistent with behaviours, with significantly more women using reusable shopping bags, donating clothes to charity, purchasing non standard fruit and vegetables, buying second hand goods, returning shopping bags to supermarkets and purchasing coffee in reusable coffee cups, when compared to males.

3

KEY FINDINGS

TASMANIANS ARE LEADING THEIR MAINLAND COUNTERPARTS IN THE WAR ON WASTE

Whilst attitudes towards waste in Tasmania are similar to the rest of Australia, Tasmanians are doing more to manage their household waste.

- Tasmanians are significantly more likely to be using reusable shopping bags, purchasing non-standard fruit and vegetables, buying second hand goods and repairing electrical goods.
- They are also less likely to be throwing out food past it's use-by date and throwing food scraps into the general waste.
- They are also more likely to have a worm farm or compost bin in their household.



THERE IS A DISPARITY BETWEEN THE AMOUNT OF PEOPLE DONATING TO AND BUYING FROM CHARITY STORES

82% donated



53%
purchased from a charity store

When comparing two questions on second hand clothing and goods, there is a disparity which has significant implications for the charity sector.

- Whilst 82% of respondents have donated used clothes to a charity, only 53% have purchased pre-loved goods or clothing from a charity or second hand store.

This gap highlights a burden charities face as supply of donated goods far outstrips retail demand, posing a difficult challenge to dispose of this excess responsibly and economically. Charities report that this problem is further compounded by the volumes of fast fashion clothing received where the quality is so poor it often has little or no value.

3

KEY FINDINGS

MOMENTUM IS BUILDING IN THE WAR ON SINGLE USE COFFEE CUPS

The War on Waste has had an impact on coffee cups both in terms of exposing the issue of cups not being recycled and prompting more people to use BYO reusable coffee cups.

- Before broadcast of the series, 45% of respondents believed that coffee cups are being recycled. This went down to 33% after the series had aired.
- The proportion of people who have purchased coffee in a BYO reusable coffee cup in the past 3 months has grown from 37% before broadcast of the series to 42% after.



However amongst those who have used a BYO reusable coffee cup, 47% of coffee occasions are still in disposable coffee cups indicating that there is still some way to go before this habit is fully formed.

REUSABLE SHOPPING BAGS ARE STILL NOT AN ENTRENCHED BEHAVIOUR



The reported use of reusable shopping bags is high with 86% using them in the last 3 months.

However, people who use reusable shopping bags still use plastic bags on 33% of their shopping occasions, either for the whole shop (16%) or as a supplement to their reusable bags (17%).

3

KEY FINDINGS

SHOPPERS WANT NON-STANDARD FRUIT AND VEGETABLES

Contrary to claims made by major supermarkets, the study highlights that there is significant demand for non-standard fruit and vegetables (produce that is a different size or shape).

- 62% of respondents have bought non-standard fruit and vegetables in the past month, and of those that haven't, 87% are open to the idea. This means that 95% of all respondents either already have purchased or are open to purchasing non standard fruit and vegetables.

Of those who haven't bought non standard fruit and vegetables but were open to the idea, 60% would buy them for a discount of 10% or less over standard pricing.



MILLENNIALS ARE LOSING THE WAR ON WASTE

When looked at by age, Millennials (for the purpose of the survey defined as 18-34 year olds) have a greater propensity to be producing more waste in their households compared to those in other age groups.

They are more likely to have:

- Thrown out rotting food
- Thrown out food scraps into the general waste
- Placed recyclable waste into the general waste
- Purchased fruit and vegetables in plastic bags or trays

And less likely to have:

- Returned plastic shopping bags to a supermarket for recycling
- A compost bin or worm farm in their household



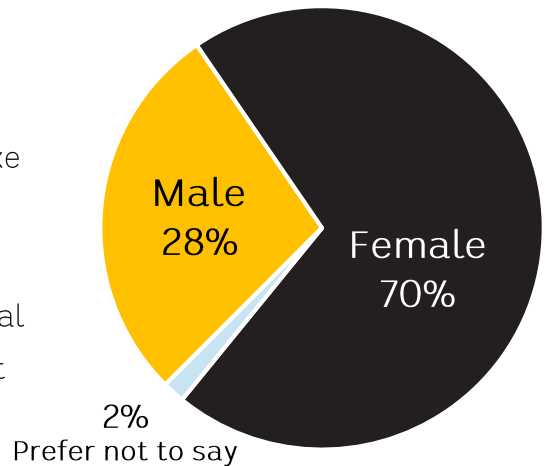
4 RESPONDENTS OVERVIEW

The sample of 36,792 makes the survey one of the largest respondent-based studies on waste in Australia. The sample is largely representative of the Australian population when examined by age and state.

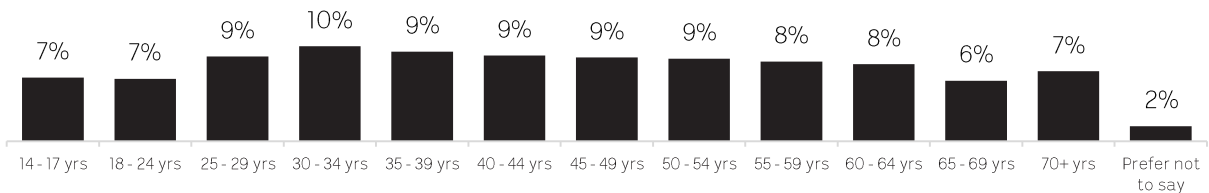
There is an over-representation of females*, who make up 70% of the sample but only 51% of the Australian population.

There is a greater proportion of those living in regional and rural areas*, who make up 41% of the sample, but only 33% of the Australian population.

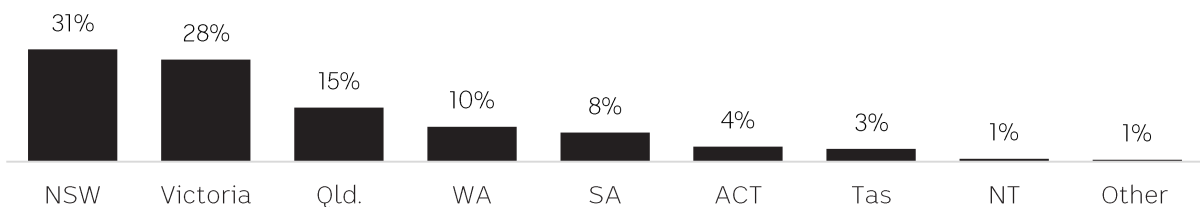
SAMPLE BY GENDER



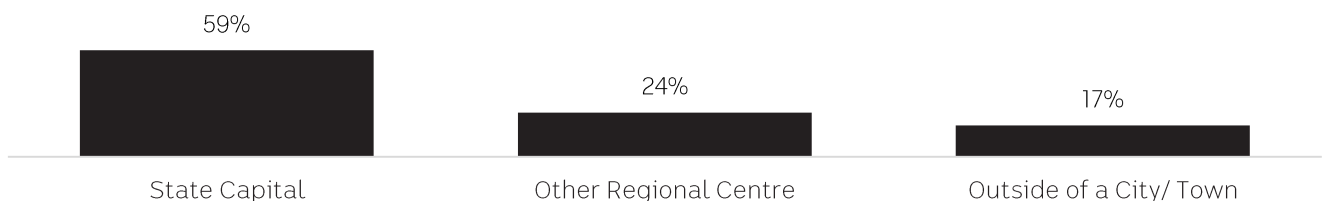
SAMPLE AGE PROFILE



SAMPLE BY STATE



SAMPLE BY LOCATION



*ABS 2016 Census data



5

UNDERSTANDING THE MACRO CONTEXT AND THE RESPONSE OF HOUSEHOLDS

THERE IS A GAP BETWEEN UNDERSTANDING AND ACTION

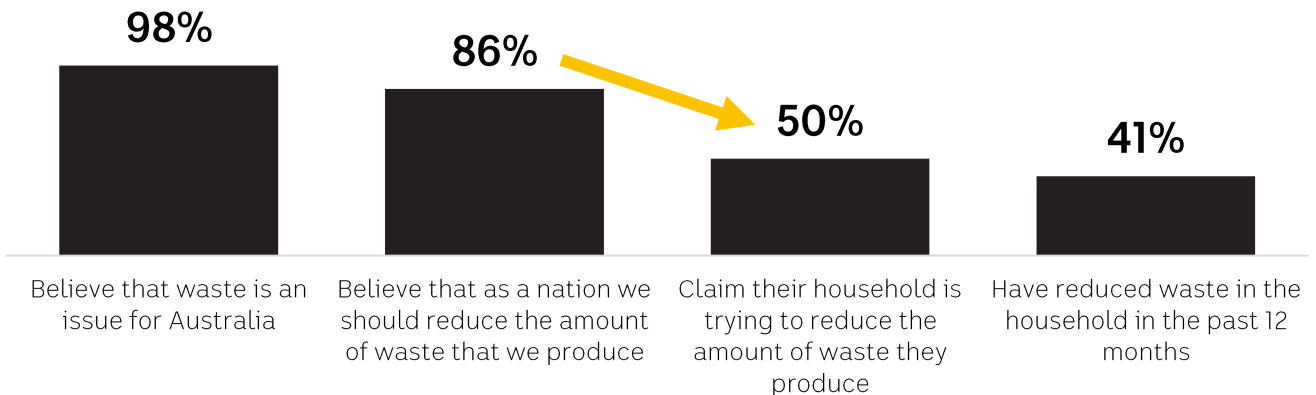
While most Australians see waste as an issue, this is not translating into action in their households

There is near universal agreement that waste is an issue in Australia, with 98% of respondents responding positively to the question.

The vast majority (86%) believe that Australians as a whole should reduce the amount of waste that we produce.

This overwhelming level of support diminishes when respondents talk about their own households, where only 50% believe that their household is trying to reduce the amount of waste that it produces.

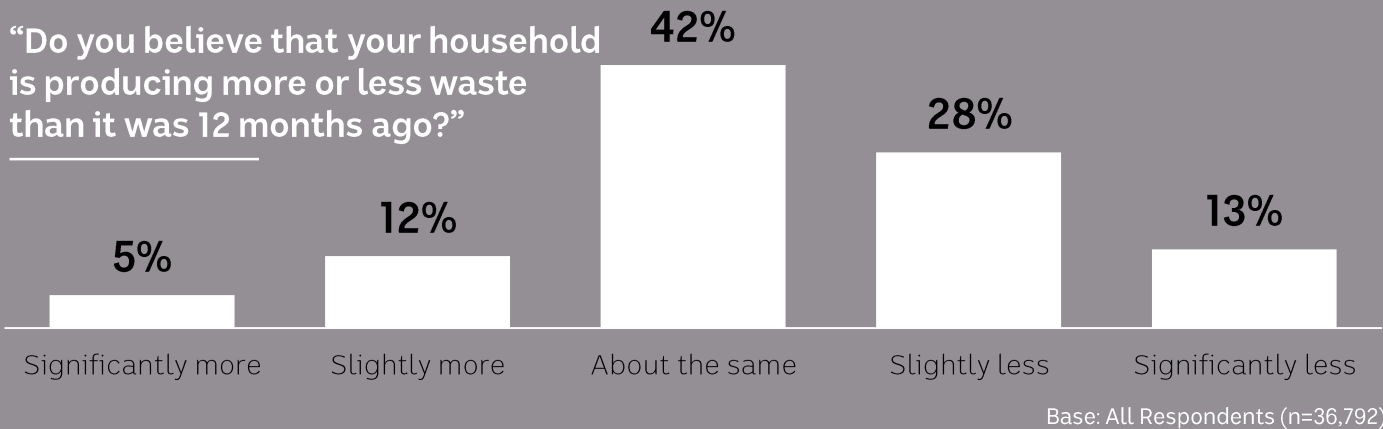
% OF RESPONDENTS WHO.....



Base: All Respondents (n=36,792)

Whilst the amount of waste that Australia is producing is growing at 8% a year*, this was not seen in the responses.

41% of respondents believed their households were producing less waste than they had a year ago, with 42% noticing no difference in their household's waste levels.

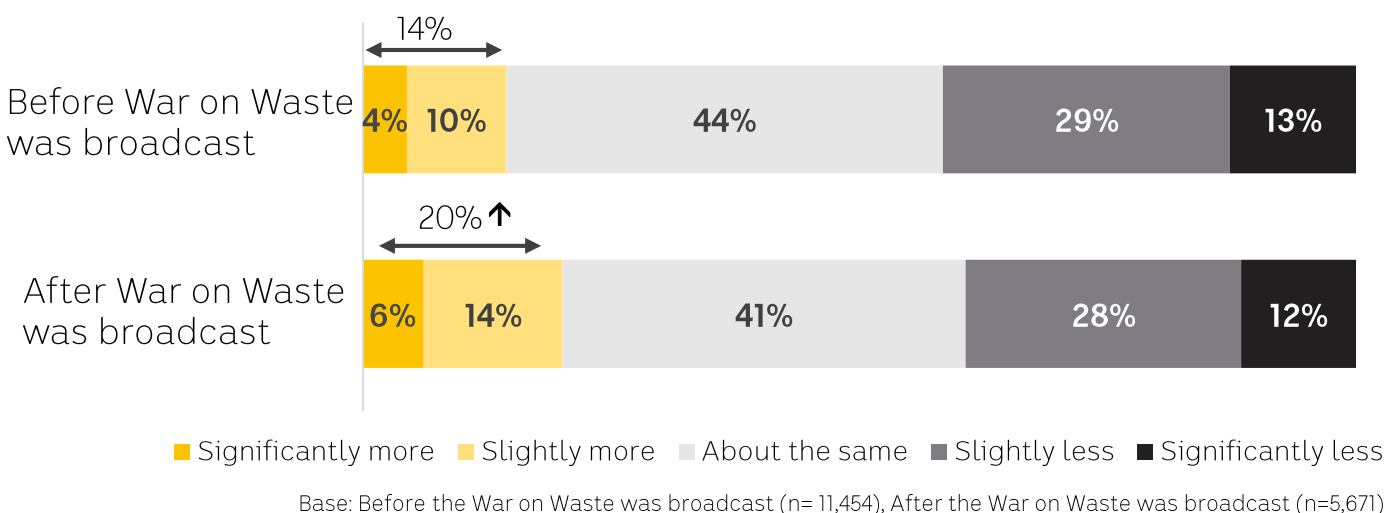


Among those who were producing less waste in their household, they spoke most often about reducing plastic bags and packaging, buying less in general and more selectively as well as increasing their composting and growing their own fruit and vegetables.

Of the 17% who claimed they were producing more waste, a change in circumstances (e.g. having babies, more people in their household or changing addresses) are the main reasons mentioned.

After the War on Waste aired, we have seen a higher proportion of respondents claim that their household is producing more waste than it was 12 months ago. This suggests that the series has prompted a greater awareness of the amount of waste households produce.

“Do you believe that your household is producing more or less waste than it was 12 months ago?”



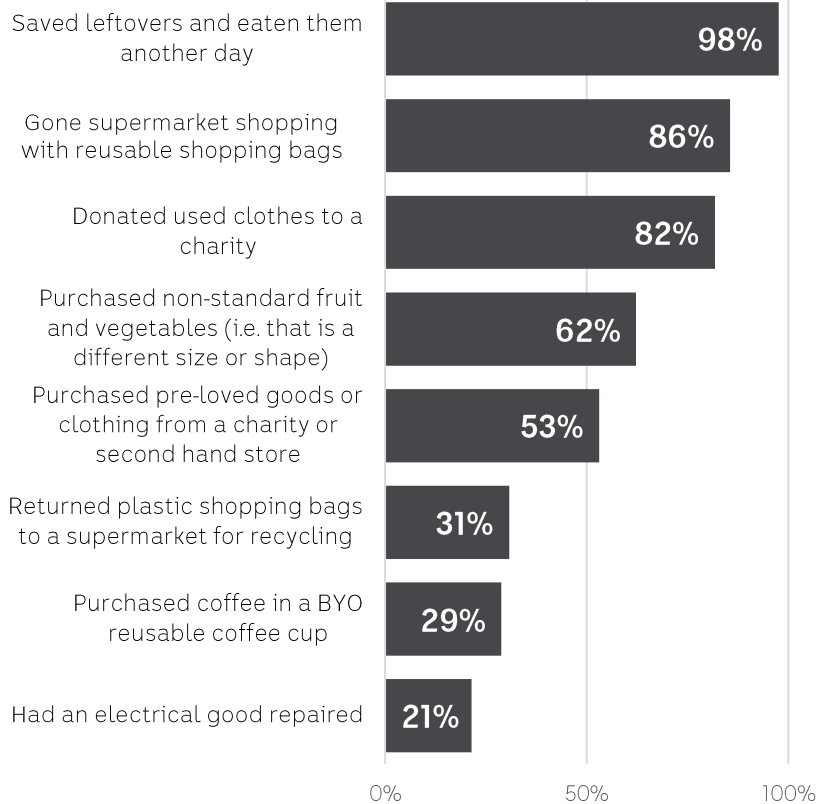
* - National Waste Data report

↑ - Significantly higher proportion of those who answered the survey after broadcast (compared to those who answered the survey before broadcast) on this measure

“In the past 3 months have you ...”

When reporting on their waste reduction behaviours, the majority are actively impacting by:

- eating leftovers (98%)
- using reusable shopping bags (86%)
- donating clothes to charity (82%)
- purchasing non standard fruit and vegetables (62%)

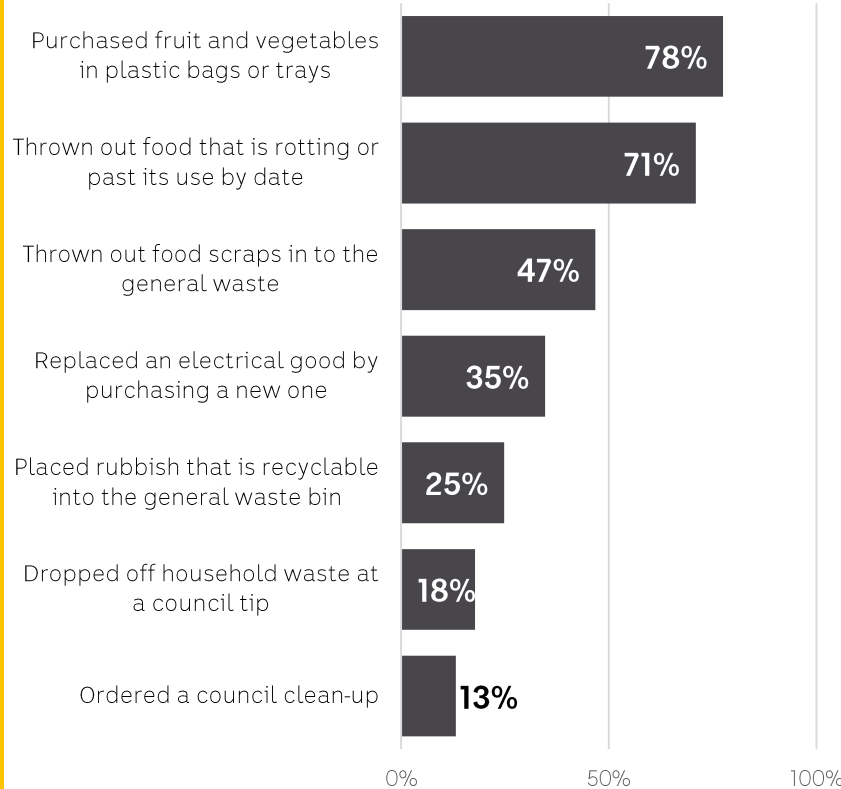


Base: All Respondents (n=36,792)

“In the past 3 months have you ...”

While at the same time engaging in behaviours that increase the amount of waste that they produce, such as:

- Purchasing fruit and vegetables in plastic bags or trays (78%)
- Throwing out food that is rotting or past its use by date (71%)



Base: All Respondents (n=36,792)



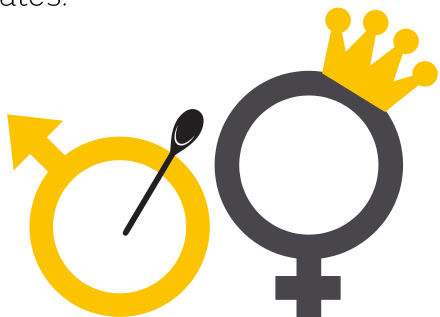
6

FEMALE VERSUS MALE RESPONSES

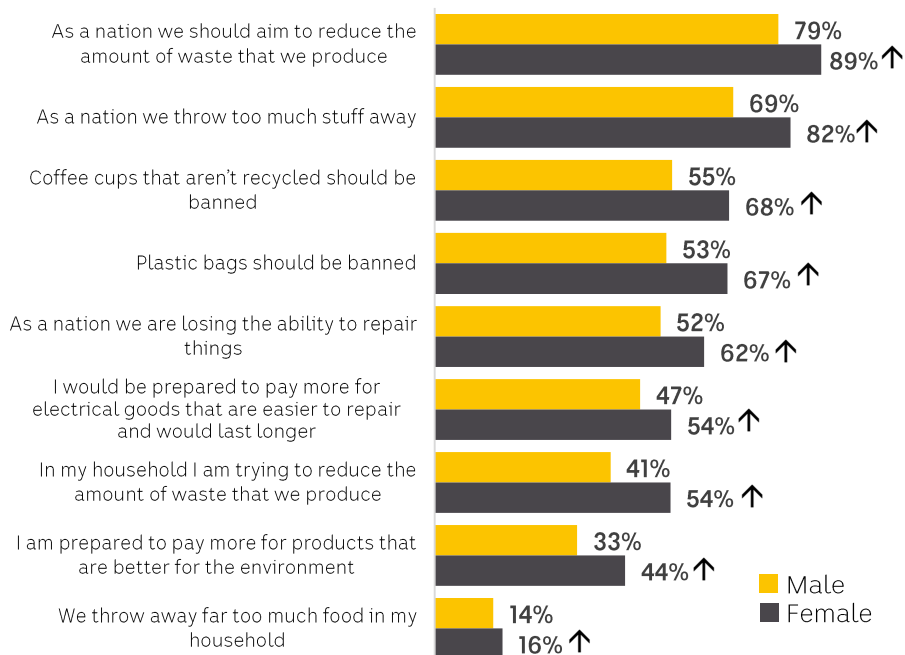
IF THE WAR ON WASTE IS TO BE WON, MALES MUST UP THEIR GAME

Females are on the frontline

Whilst the survey is open to all, 70% of responses have come from females indicating a stronger level of interest in the topic. Aside from their increased participation in the study, there is a significantly stronger level of agreement with all of the statements acknowledging the problem of waste, when compared to males.



“How much do you agree or disagree with the following statements?” (Strongly Agree %)

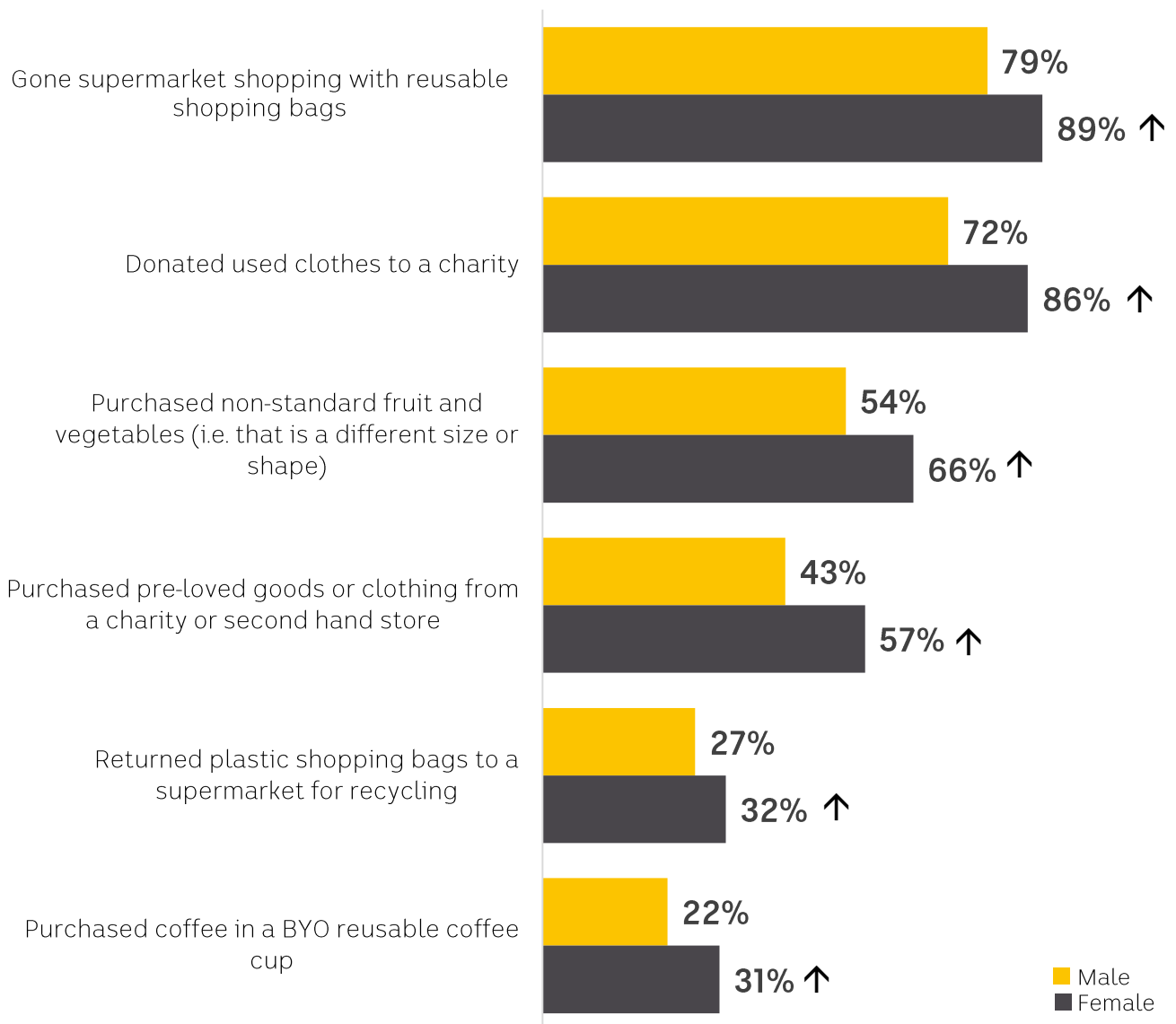


↑ - Significantly stronger proportion of females (compared to males) on this measure
 Base: Female Respondents (n=25,783), Male Respondents (n=10,228)

This is also carries over into behaviours, with significantly more women using reusable shopping bags, donating clothes to charity, purchasing non standard fruit and vegetables, buying second hand, returning shopping bags to supermarkets and purchasing coffee in reusable coffee cups, when compared to males.



“In the past 3 months have you ...”



↑ - Significantly stronger proportion of females (compared to men) on this measure

Base: Female Respondents (n=25,783), Male Respondents (n=10,228)



7

TASMANIANS ARE LEADING THEIR MAINLAND COUNTERPARTS IN THE WAR ON WASTE

Whilst attitudes to waste are similar in Tasmania to the rest of Australia, Tasmanians are doing more to manage their household waste than their mainland counterparts.

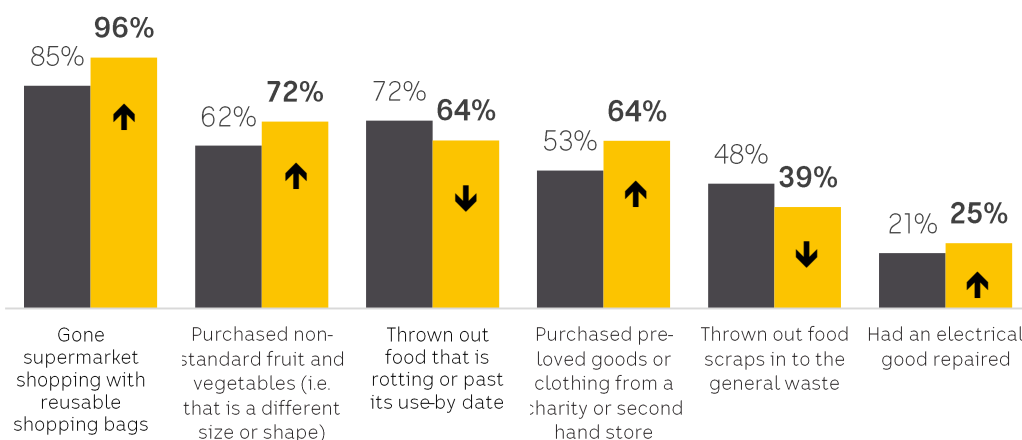
Tasmanians are significantly more likely to be using reusable shopping bags, purchasing non-standard fruit and vegetables, buying second hand goods and repairing electrical goods.

Tasmanians are less likely to be throwing out food past its use-by date and throwing food scraps into the general waste.

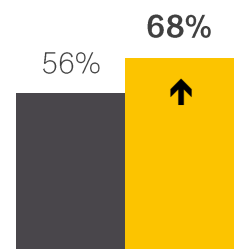
Tasmanians are also more likely to have a worm farm or compost bin in their household.

“In the past 3 months have you ...”

■ Australia (excluding Tasmania) ■ Tasmania



“Do you have a compost bin or worm farm in your household?”



↑ - Significantly stronger proportion of Tasmanians (compared to the Rest of Australia) on this measure
 ↓ - Significantly weaker proportion of Tasmanians (compared to the Rest of Australia) on this measure

Base: Tasmanian Respondents (n=1,192), Rest of Australian Respondents (n=32,736)



8

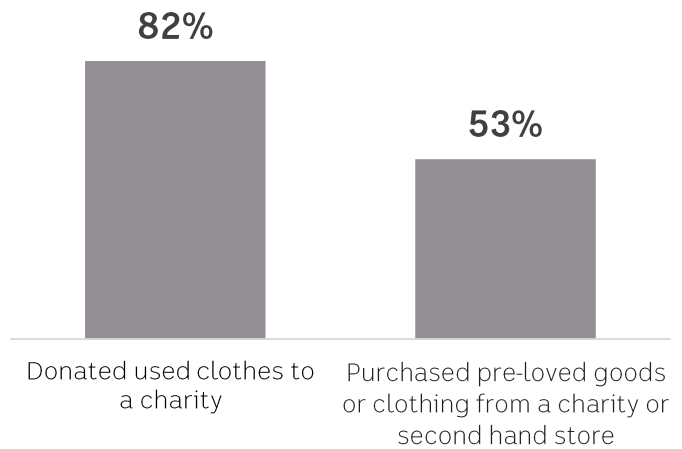
CHARITY STORES

THERE IS A DISPARITY BETWEEN THE AMOUNT OF PEOPLE DONATING TO AND BUYING FROM CHARITY STORES

Whilst 82% of those surveyed have donated used clothes to a charity, only 53% have purchased pre-loved goods or clothing from a charity or second hand store.

This gap highlights a burden charities face as supply of donated goods far outstrips retail demand, posing a difficult challenge to dispose of this excess responsibly and economically. Charities report that this problem is further compounded by the volumes of fast fashion clothing received where the quality is so poor it often has little or no value.

“In the past 3 months have you ...”



Base: All Respondents (n=36,792)





9

COFFEE CUPS

MOMENTUM IS BUILDING IN THE WAR ON SINGLE USE COFFEE CUPS

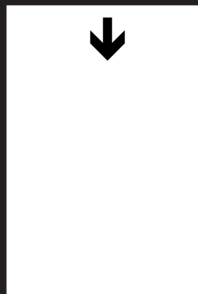
“Do you think that when you put them in the recycling bin, coffee cups are recycled?”

45%



Before the War on Waste was broadcast

33%



After the War on Waste was broadcast

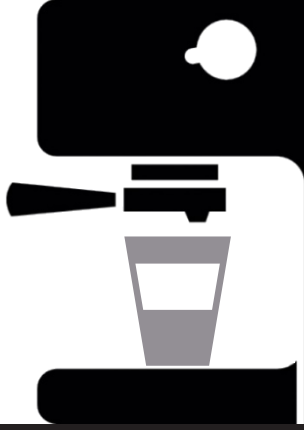
The War on Waste has had a significant impact on perceptions of coffee cup recycling by increasing the level of awareness that disposable coffee cups can't be recycled unless the waste management system changes.

- Before the broadcast of War on Waste, 45% of those surveyed believed that coffee cups are recycled.
- After the War on Waste aired, only 33% believe that coffee cups are recycled.



↓ - Significantly lower proportion of those who answered the survey after broadcast (compared to those who answered the survey before broadcast) on this measure

Base: Before the War on Waste was broadcast (n= 11,454)
After the War on Waste was broadcast (n=5,671)

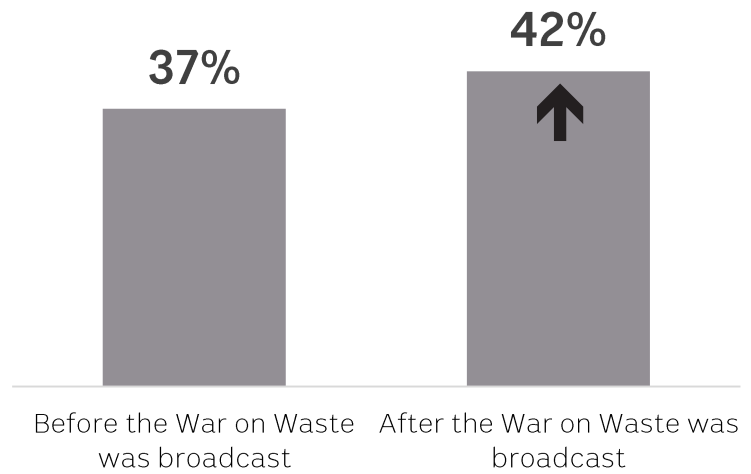


This upswing in awareness has resulted in an increase in the usage of BYO reusable coffee cups after the series aired.

% who have purchased coffee in a BYO reusable coffee cup in the past 3 months

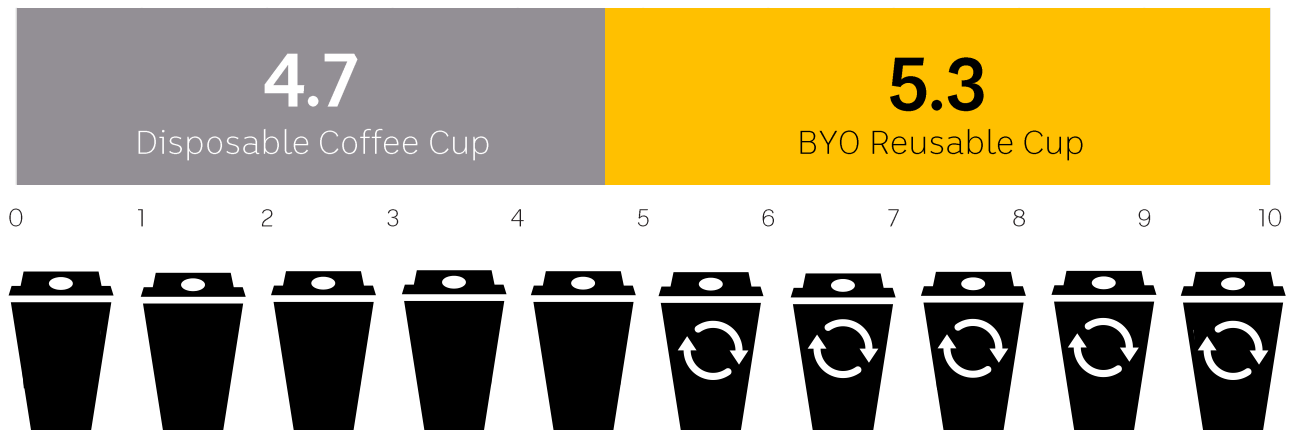
↑ - Significantly higher proportion of those who answered the survey after broadcast (compared to those who answered the survey before broadcast) on this measure

Base: : All who bought coffee/ tea at a café:
Before the War on Waste was broadcast (n= 6947)
After the War on Waste was broadcast (n=3770)



However amongst those who have used a BYO reusable coffee cup, 47% of coffee occasions are still in disposable coffee cups indicating that there is still some way to go before this habit is fully formed.

“Out of the last 10 times that you have bought a takeaway coffee or tea from a café, how many would have been in a



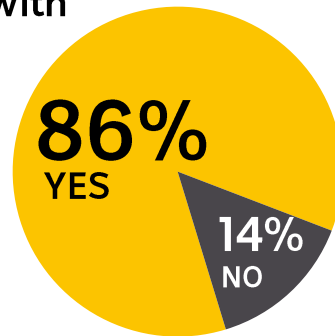


10 SUPERMARKET SHOPPING

“In the past 3 months have you gone supermarket shopping with reusable shopping bags?”

The majority of respondents have used reusable shopping bags for their supermarket shopping.

86% of Australians surveyed have done their supermarket shopping with reusable shopping bags in the past 3 months.



Base: All Respondents (n=36,792)

Reusable shopping bags are still not an entrenched behaviour

Whilst the proportion of people using reusable shopping bags is high (86%), the use of them is not an entrenched behaviour.

Those who use reusable shopping bags have used plastic bags on 33% of their shopping occasions, either to bag their whole shop (on 16% of occasions) or as a supplement to their reusable bags (on 17% of occasions).

“Out of your last 10 times that you have been shopping at a supermarket, how many occasions would you have used...”



6.7
reusable shopping bags only

1.7 plastic bags you got from that shopping trip only
1.6 a combination of reusable shopping bags & plastic bags you got from that shopping trip



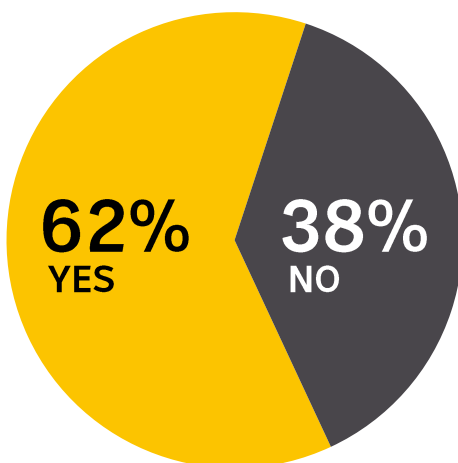
Base: Those who have used reusable shopping bags (n=31,209)

62% of respondents claim they have bought non-standard fruit or vegetables in the past month.

Of those who haven't, 87% are open to the idea meaning 95% of all respondents either already purchase or are open to buying non standard fruit and vegetables.

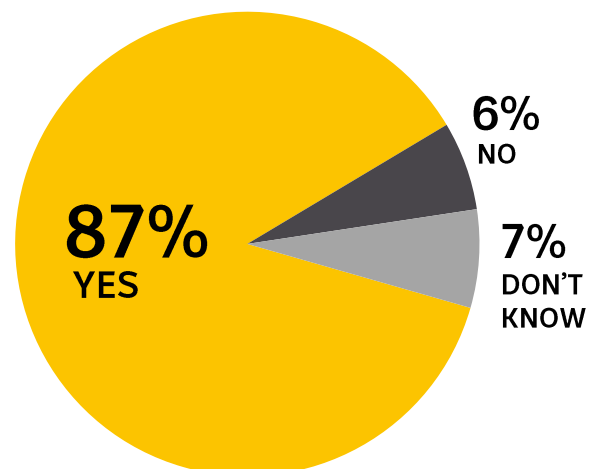


“In the past 3 months have you ... purchased non-standard fruit and vegetables (i.e. that is a different size or shape)?”



Base: All Respondents (n=36,792)

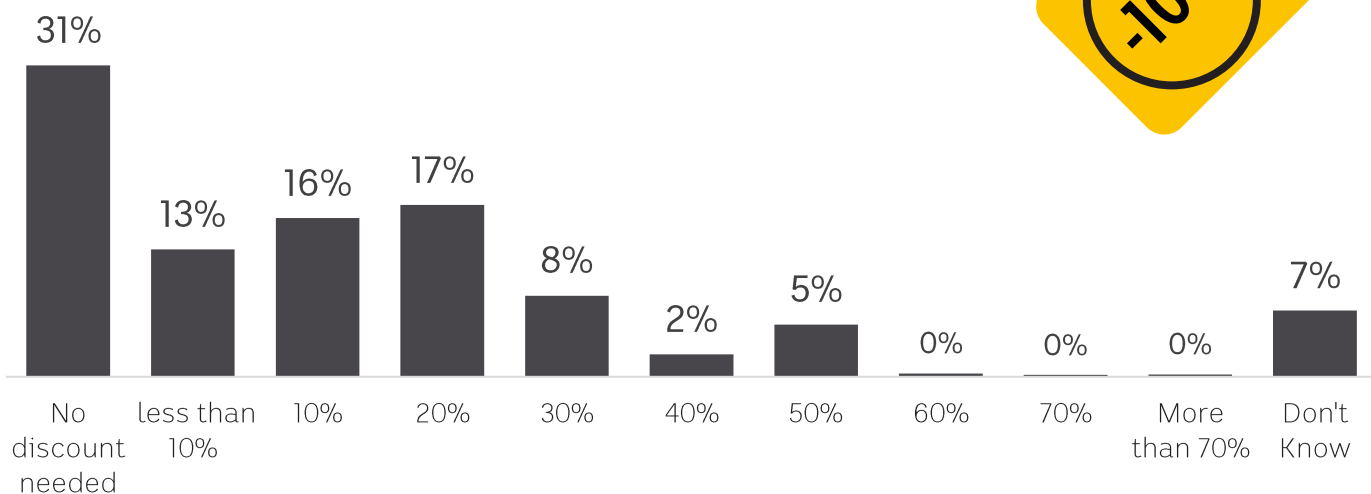
“Would you purchase non-standard fruit and vegetables (i.e. that is a different size or shape) from a supermarket if it were offered at a discounted price?”



Base: All who hadn't bought non-standard F&V (n=13,893)

Of those that haven't bought non standard fruit and vegetables but are open to the idea, 60% would purchase them for a discount of 10% or less compared to standard pricing.

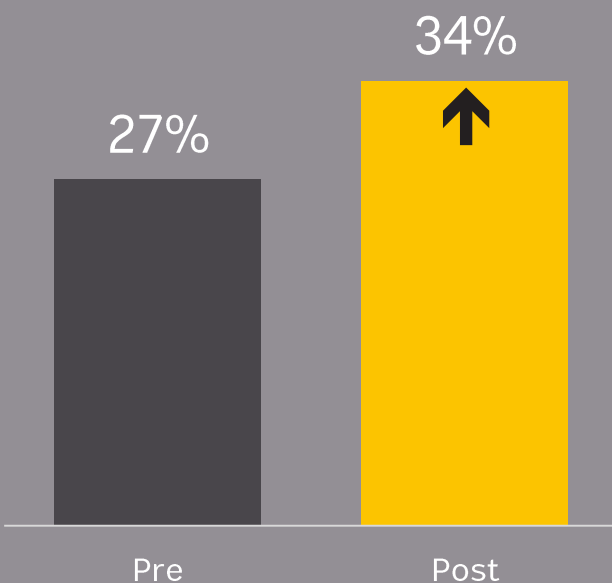
“What level of discount would you need to be given to consider buying non-standard fruit and vegetables (i.e. that is a different size or shape)?”



Base: All who hadn't bought non-standard F&V (n=13,893)

The waste created by high volumes of farm produce not meeting supermarkets' strict cosmetic standards was featured in the War on Waste. In parallel to this, the proportion of respondents willing to buy non-standard fruit and vegetables at the same price as standard fruit and vegetables increased significantly after the series was aired.

No discount needed to consider buying non-standard fruit and vegetables



↑ - Significantly higher proportion of those who answered the survey after broadcast (compared to those who answered the survey before broadcast) on this measure

Base: Before the War on Waste was broadcast (n= 3,699), After the War on Waste was broadcast (n=1,776)



11

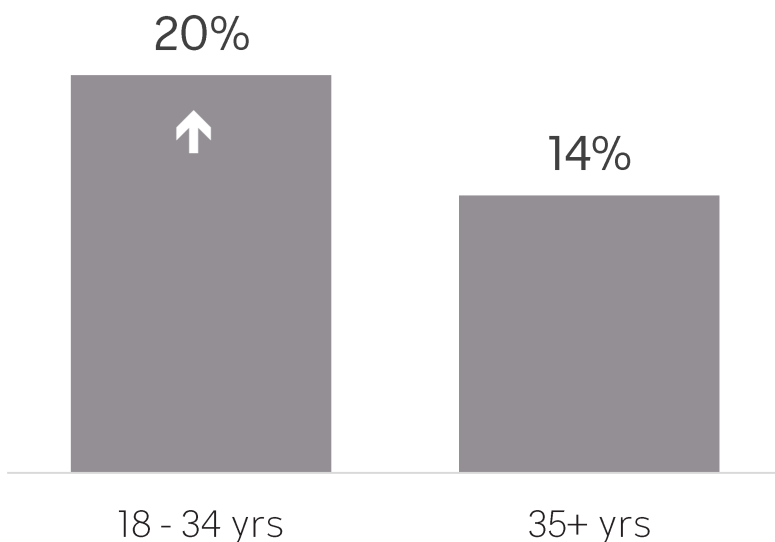
MILLENNIALS ATTITUDES AND BEHAVIOURS

MILLENNIALS ARE LOSING THE WAR ON WASTE

When looked at by age, Millennials (for the purpose of the survey defined as 18-34 year olds) have a greater propensity to be producing more waste in their households compared to those in other age groups.

“Do you believe that your household is producing more or less waste than it was 12 months ago?”

% Producing More Waste



↑ Significantly stronger proportion of Millennials (compared to the age groups) on this measure

Base: 18 – 34 yrs (n=9,379), 35+ yrs (n=24,352)

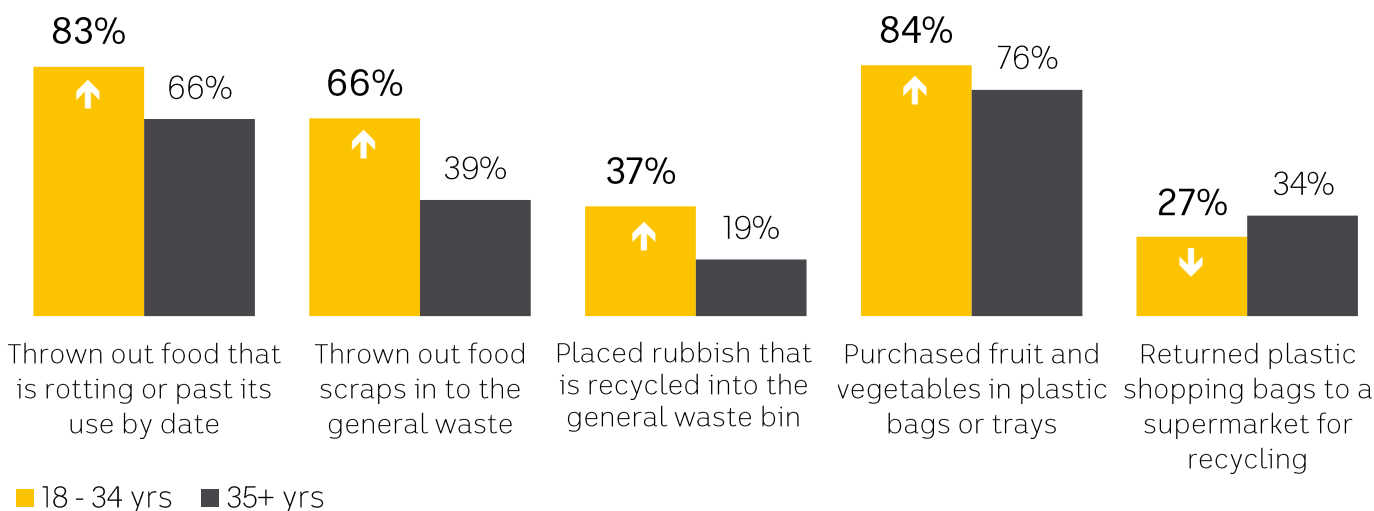
When looked at by age, it is clear that those aged 34 years and under are not matching the behaviours of the rest of the adult population on most waste reduction activities.

They are more likely to have:

- Thrown out food that is rotting or past its use by date
- Thrown out food scraps into the general waste
- Placed recyclable waste into the general waste
- Purchased fruit and vegetables in plastic bags

And less likely to have returned plastic shopping bags to a supermarket for recycling.

“In the past 3 months have you...”



Millennials are also less likely to have a compost bin or worm farm in their household.

They are however more likely to have used a BYO reusable coffee cup than the other age groups. Perhaps this is because they appeal as a visible expression of involvement, conveying a social identity.

Do you have a compost bin or worm farm in your household?



Purchased coffee in a BYO reusable coffee cup



↑ - Significantly stronger proportion of Millennials (compared to the age groups) on this measure
 ↓ - Significantly weaker proportion of Millennials (compared to the age groups) on this measure

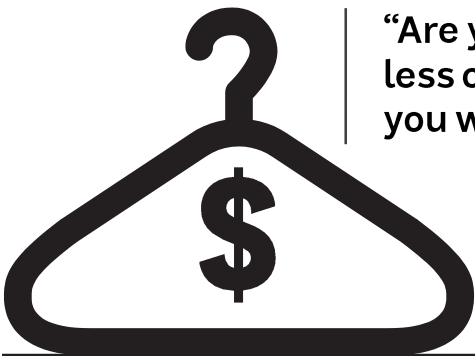
Base: 18 – 34 yrs (n=9,379), 35+ yrs (n=24,352)



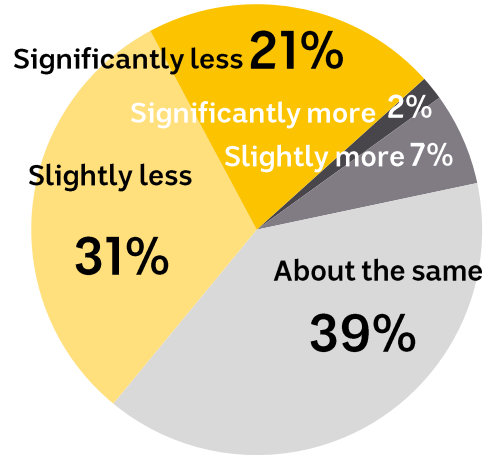
12

CLOTHES BUYING

Across all respondents, a slight majority (52%) claim to be purchasing less clothing items than they had 12 months ago.



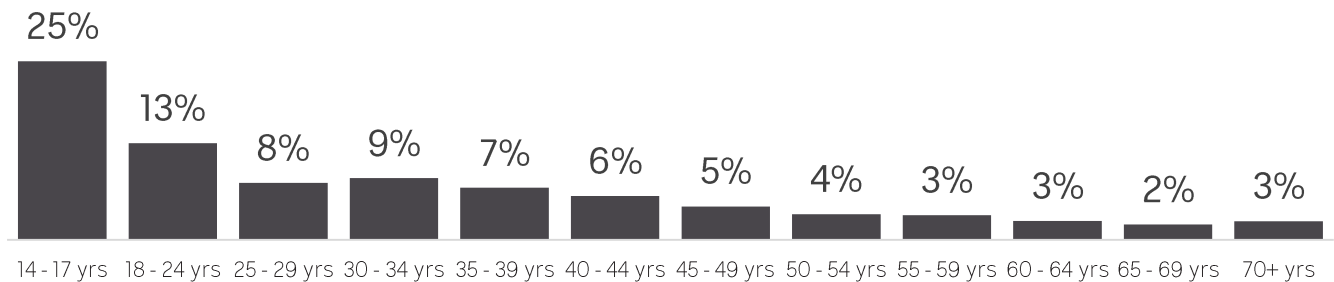
“Are you buying more or less clothing items than you were 12 months ago?”



Base: All Respondents (n=36,792)

Those who are purchasing more clothing items have a higher propensity to be under 35 years old.

Proportion (%) buying more clothes than a year ago



Base: 14 - 17 yrs. (n = 2472), 18 - 24 yrs. (n=2422), 25 - 29 yrs. (n=3282), 30 - 34 yrs. (n=3675), 35 - 39 yrs. (n=3466), 40 - 44 yrs. (n=3322), 45 - 49 yrs. (n=3245), 50 - 54 yrs. (n=3195), 55 - 59 yrs (n=3087), 60 - 64 yrs. (n=2982), 65 - 69 yrs. (n=2345), 70+ yrs. (n=2710)

APPENDIX

WAR ON WASTE SURVEY QUESTIONNAIRE

Thank you for taking the War on Waste survey. The findings will be used for the ABC series War on Waste to help understand more about what we throw away personally and as a nation. The survey will take no more than 10 minutes. We would like to ask you some questions about how you feel Australia manages waste and how you manage waste in your household.

1. Do you believe that waste is an issue in Australia?

- Yes
- No
- Don't Know

2. Do you believe that your household is producing more or less waste than it was 12 months ago?

- Significantly more
- Slightly more
- About the same
- Slightly less
- Significantly less

3. (If More) What types of things are contributing to your household producing more waste? (Open Ended)

4. (If Less) Have you changed anything in the past 12 months to reduce the levels of waste in your household?

- Yes
- No

5. (If Yes) What things are you doing to reduce the levels of waste in your household? (Open Ended)

6. In the past 3 months have you ...Please select as many boxes as are appropriate.
- Purchased non-standard fruit and vegetables (i.e. that is a different size or shape)
 - Returned plastic shopping bags to a supermarket for recycling
 - Gone supermarket shopping with reusable shopping bags
 - Thrown out food that is rotting or past its use by date
 - Thrown out food scraps in to the general waste
 - Purchased coffee in a BYO reusable coffee cup
 - Donated used clothes to a charity
 - Purchased pre-loved goods or clothing from a charity or second-hand store
 - Purchased fruit and vegetables in plastic bags or trays
 - Dropped off household waste at a council tip
 - Ordered a council clean-up
 - Replaced an electrical good by purchasing a new one
 - Had an electrical good repaired
 - Saved leftovers and eaten them another day
 - Placed rubbish that is recyclable into the general waste bin
 - None of these

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7. Do you have a compost bin or worm farm in your household?

- Yes
 - No
 - Don't Know
-

8. Are you buying more or less clothing items than you were 12 months ago?

- Significantly more
 - Slight More
 - About the Same
 - Slightly less
 - Significantly less
-

9. In the past month have you purchased a takeaway coffee or tea from a cafe or coffee shop?

- Yes
 - No
 - Don't Know
-

10. (If Café) Out of the last 10 times that you have bought a takeaway coffee or tea from a café, how many would have been....

(Please move the slider along to the appropriate number. Ensure the total adds up to 10)

- In a disposable paper cup
 - In a BYO reusable cup
-

11. In the past month have you shopped at a supermarket?

- Yes
 - No
 - Don't Know
-

12. (If Supermarket) Out of your last 10 times that you have been shopping at a supermarket, how many occasions would you have....(Please move the slider along to the appropriate number. Ensure the total adds up to 10)

- Used reusable shopping bags only
 - Used a combination of reusable shopping bags and plastic bags you got from that shopping trip
 - Used plastic bags you got from that shopping trip only
-

13. (If not non standard F&V in past 3 months) Would you purchase non-standard fruit and vegetables (i.e. that is a different size or shape) from a supermarket if it were offered at a discounted price?

- Yes
- No
- Don't Know

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14. (If Yes) What level of discount would you need to be given to consider buying non-standard fruit and vegetables (i.e. that is a different size or shape)?

- No discount needed
- less than 10%
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- More than 70%
- Don't Know

15. What proportion of all grocery shopping do you think gets thrown out?

- less than 10%
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- More than 70%

16. The cost of thrown out grocery items would equate to how much per household each year?

- Less than \$500
- \$501 - \$1000
- \$1,000 - \$2,000
- \$2001 - \$3000
- \$3001 - \$4000
- \$4001 - \$5000
- More than \$5000

17. Do you think that when you put them in the recycling bin, coffee cups are recycled?

- Yes
- No

18. Did you know that food scraps, if placed in general food waste instead of being composted, produce methane gas, which has a 25 times stronger impact on the environment than Carbon Dioxide?

- Yes
- No

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19. How much do you agree or disagree with the following statements?
- Strongly Disagree
 - Disagree
 - Unsure
 - Agree
 - Strongly Agree
- a. As a nation we throw too much stuff away
- b. As a nation we should aim to reduce the amount of waste that we produce
- c. In my household I am trying to reduce the amount of waste that we produce
- d. We throw away far too much food in my household
- e. I am prepared to pay more for products that are better for the environment
- f. Coffee cups that aren't recycled should be banned
- g. Plastic bags should be banned
- h. As a nation we are losing the ability to repair things
- i. I would be prepared to pay more for electrical goods that are easier to repair and would last longer
-

Thank you for completing the War on Waste Survey. We would love to follow up with you again to see if the program has had an impact on your household's habits and what this looks like for all Australia. Please leave your e-mail address if you would like to be involved.

21. Where did you hear about the War on Waste?
- A promo on TV
 - A promo on the radio
 - Facebook
 - Instagram
 - From a friend or family
 - Saw on a billboard
 - a promo on a website
 - Other
 - None of these
-

22. And finally, a couple of questions for Classification Purposes. Are you....

- Male
- Female
- Other
- Prefer not to say

23. In which of the following age groups do you belong?

- <14 yrs
- 14 - 17 yrs
- 18 - 24 yrs
- 25 - 29 yrs
- 30 - 34 yrs
- 35 - 39 yrs
- 40 - 44 yrs
- 45 - 49 yrs
- 50 - 54 yrs
- 55 - 59 yrs
- 60 - 64 yrs
- 65 - 69 yrs
- 70+ yrs
- Prefer not to say

25. What state or territory do you live in?

- Australian Capital Territory
- New South Wales
- Northern Territory
- Queensland
- South Australia
- Tasmania
- Victoria
- Western Australia
- Outside of Australia



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