

Plastic Bags – what does the public want?



The research

- Nationwide online survey of 1,000 people
- Conducted by Key Research (also did LFHW survey)
- Quotas for regions, age groups et al. to ensure it is representative
- Plastic bag questionnaire design based on work done by WRAP



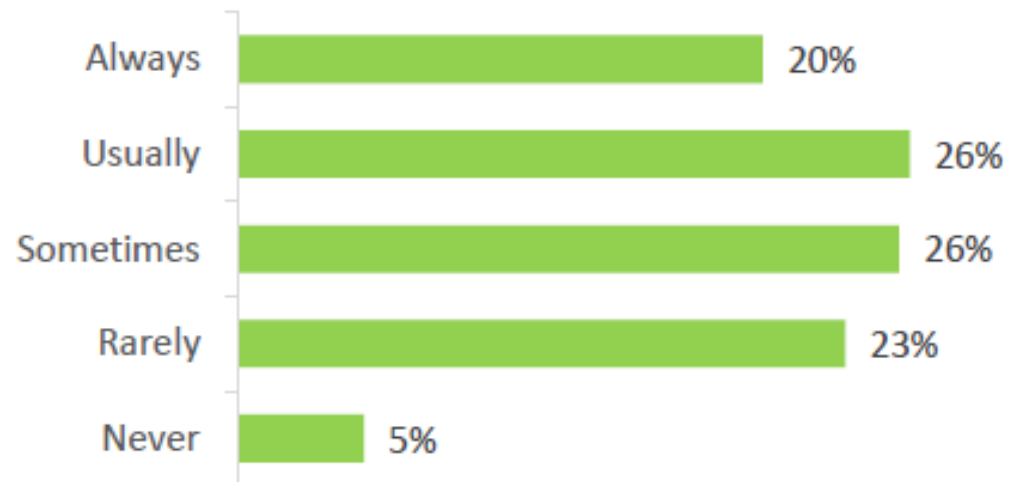
Funded by

- \$6,000 from WasteMINZ Strategic Investment Fund
- The balance (\$14,000) from the following councils:

Auckland, Central Otago, Canterbury (via joint waste committee), Hastings, Hauraki, New Plymouth, Palmerston North, Taupo, Tauranga, All Wellington Region Councils and Waikato Regional Council.

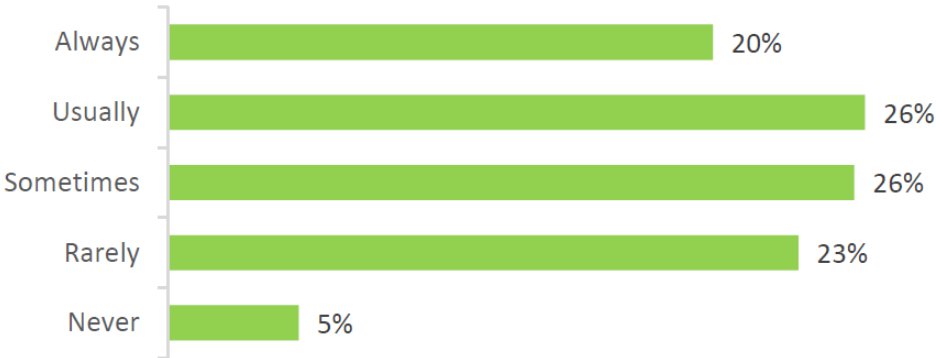


Q.J: Thinking now about when you go food shopping, how often do you use the store's plastic bags to pack your shopping?



Comparison of plastic bag use according to where people shop

Q.J: Thinking now about when you go food shopping, how often do you use the store's plastic bags to pack your shopping?



	Pak'nSave shoppers ¹ (n=354)	Other shoppers ¹ (n=653)
Always	11%	25%
Usually	12%	33%
Sometimes	31%	23%
Rarely	36%	17%
Never	10%	2%

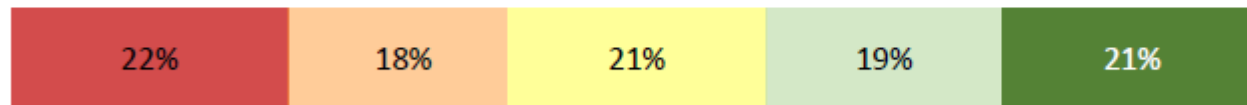


Attitudes to bag charges

Chart 7: Attitude to supermarket levy on plastic bags

Base: All respondents (n=1,007)

Q.M: Using the scale below, to what extent are you in favour or against supermarkets charging for plastic bags?



■ Strongly against ■ Slightly against ■ Neither for nor against ■ Slightly in favour ■ Strongly in favour

Slightly/
Strongly
in
favour

Don't
know

40%	1%
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Who benefits from the charge matters

612 respondents (40%) were against charging or were neutral but when asked how they felt about charging if the money was donated to charities 42% of them (257 people) changed their mind and supported charges.



- 65% of people are in favour of bag charges if the money is donated to charity
- This is the model The Warehouse operates where all bag charges are donated to local charities



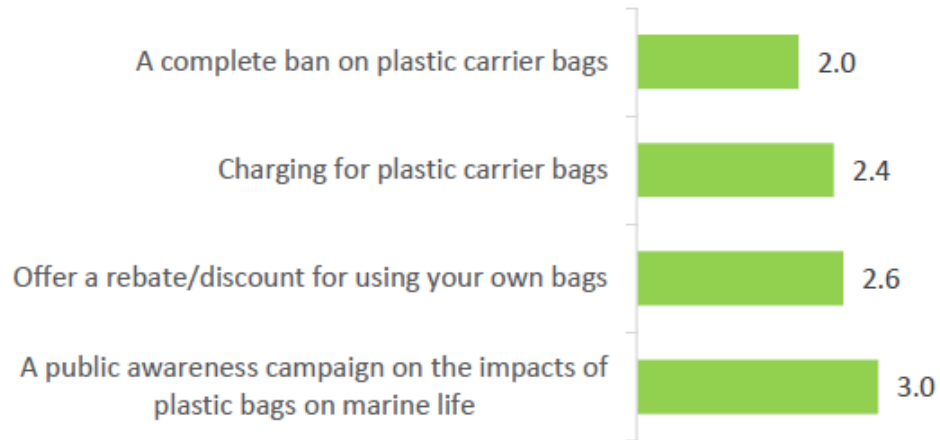
Could a rebate change behaviour?

Q.V: If a 5 cent discount per bag was offered for bringing your own bags how would that affect your shopping behaviour?



What would be most effective?

Q.X: Which of the following do you think would most likely encourage you to use less plastic bags?
(1=most likely and 4=least likely)



Summary

- 65% of people are in favour of a charge if the money goes to charity.



What has been happening politically?

- Green MP Denise Roche presented a petition of 16,000 signatures to parliament calling for a ban.
- MfE advised the government a ban wasn't needed.
- Their reasoning was only 1.5% of litter is plastic bags.
- The Government preferred to support the soft plastics recycling scheme
- Mayor of Auckland Phil Goff intends to lobby for a charge on plastic bags.



What have supermarkets been doing?

- Pak n Save already has a charge
- Countdown on Waiheke has switched to compostable bags and started charging.
- Some New World stores in Wellington and Palmerston North have begun trialling 5c rebates – moving to all North Island stores
- Farro trialled a charge, but then moved to an incentive

