



NT KAB LITTER DECEMBER 2019 OMNIBUS REPORT

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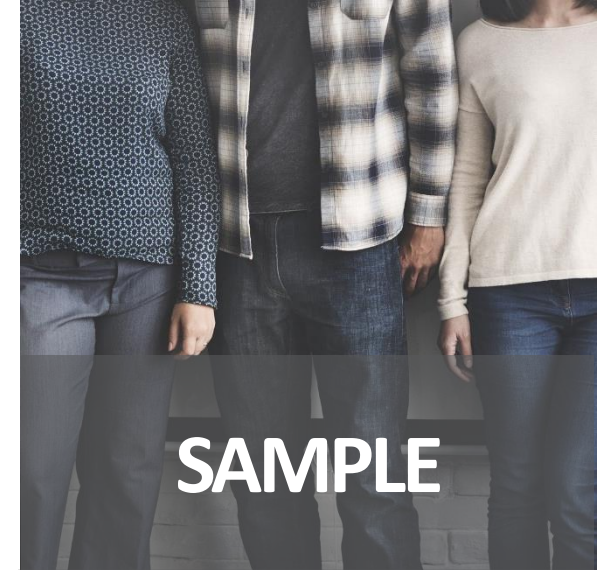
To investigate the importance of measuring and monitoring litter in the Northern Territory together with the relevance of monitoring the importance on Container Deposit Scheme (CDS).



Market research has been conducted in accordance with ISO 202520.



As part of the December 2019 McGregor Tan Omnibus Survey, 4 questions were asked of Northern Territory residents via an online survey.



This survey was conducted between November 29 and December 16, 2019 of 300 Northern Territory Residents.

EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

INCIDENCE OF LITTER PROBLEM IN NORTHERN TERRITORY

Two thirds (67%) of respondents indicated there was a litter problem in the Northern Territory, while a fifth (21%) indicating there was not. A further one in ten (12%) respondents stated they were unsure.

DESCRIPTION OF LITTER IN NORTHERN TERRITORY

When asked to choose which statement best describes litter in the Northern Territory, more than three quarters (77%) of respondents indicated there was a Moderate to Very Big problem.

While one fifth (21%) indicated there was a slight litter problem with litter and a further 3% indicated there was no litter problem.

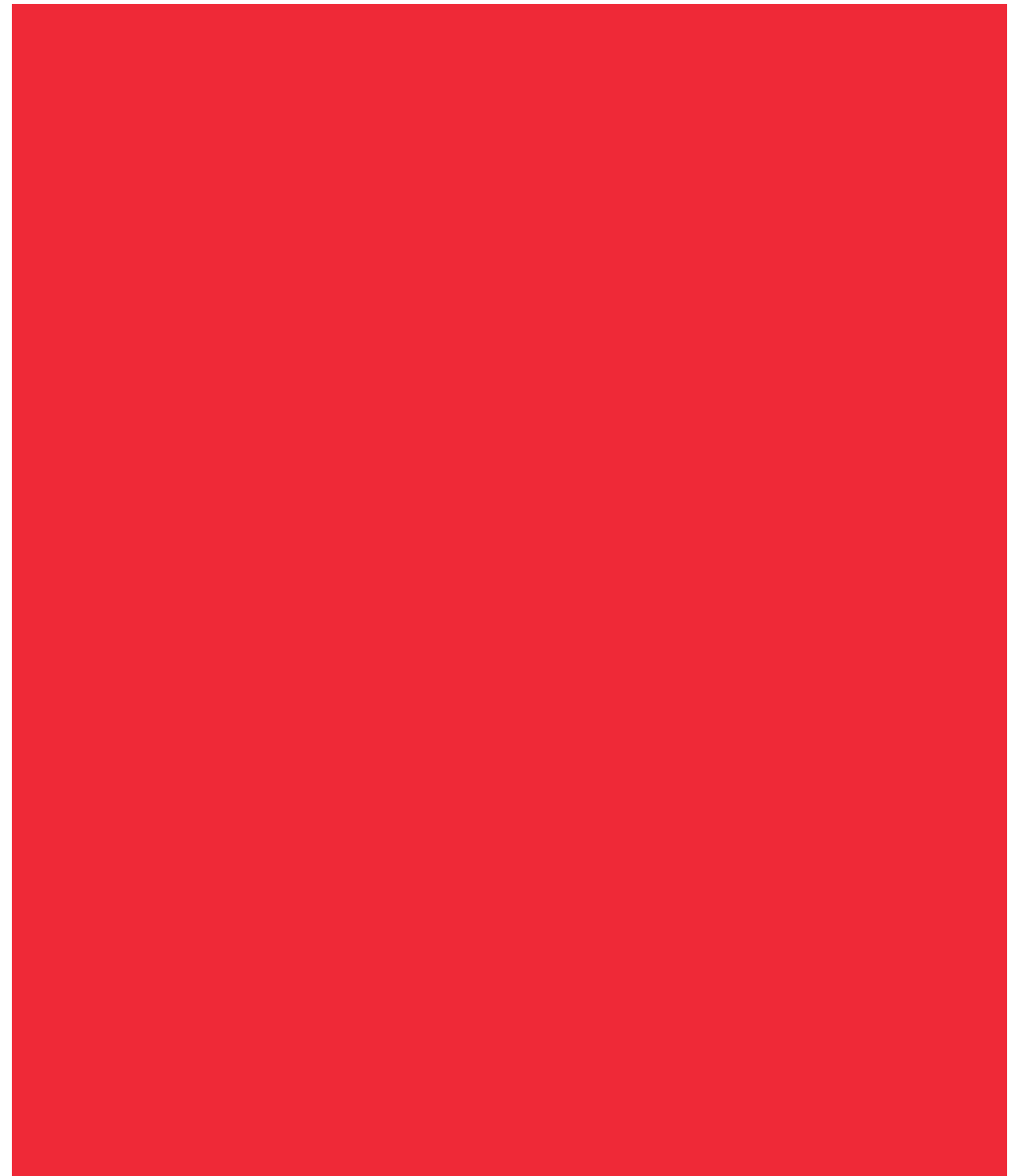
IMPORTANCE TO MEASURE LITTER

The majority (89%) respondents felt it was important to measure and monitor litter in the Northern Territory.

MONITORING CONTAINER DEPOSIT SCHEME LITTER

After reading the following statement, *“The Container Deposit Scheme (CDS) provides a 10-cent refund on approved beverage containers and was introduced into the NT in 2012 to help to reduce litter from streets, increase recycling rates and reduce the amount of rubbish being disposed to landfill”,*

The majority (91%) of respondents also felt it was important to measure and monitor the impact of the container deposit scheme on the amount of beverage containers in litter in the Northern Territory.



ANALYSIS



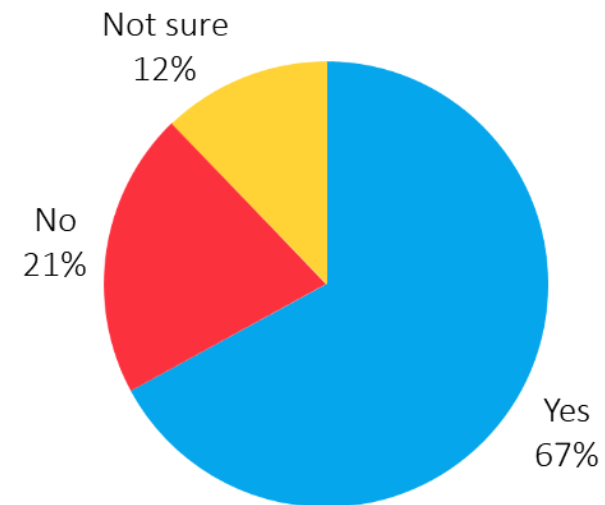
Incidence of Litter Problem in NT



More than two thirds (67%) of respondents believed there was a litter problem in the Northern Territory, while a fifth (21%) indicated there was not. A further 12% of respondents indicating they were unsure.

There was very little difference amongst all the subgroups surveyed, however:

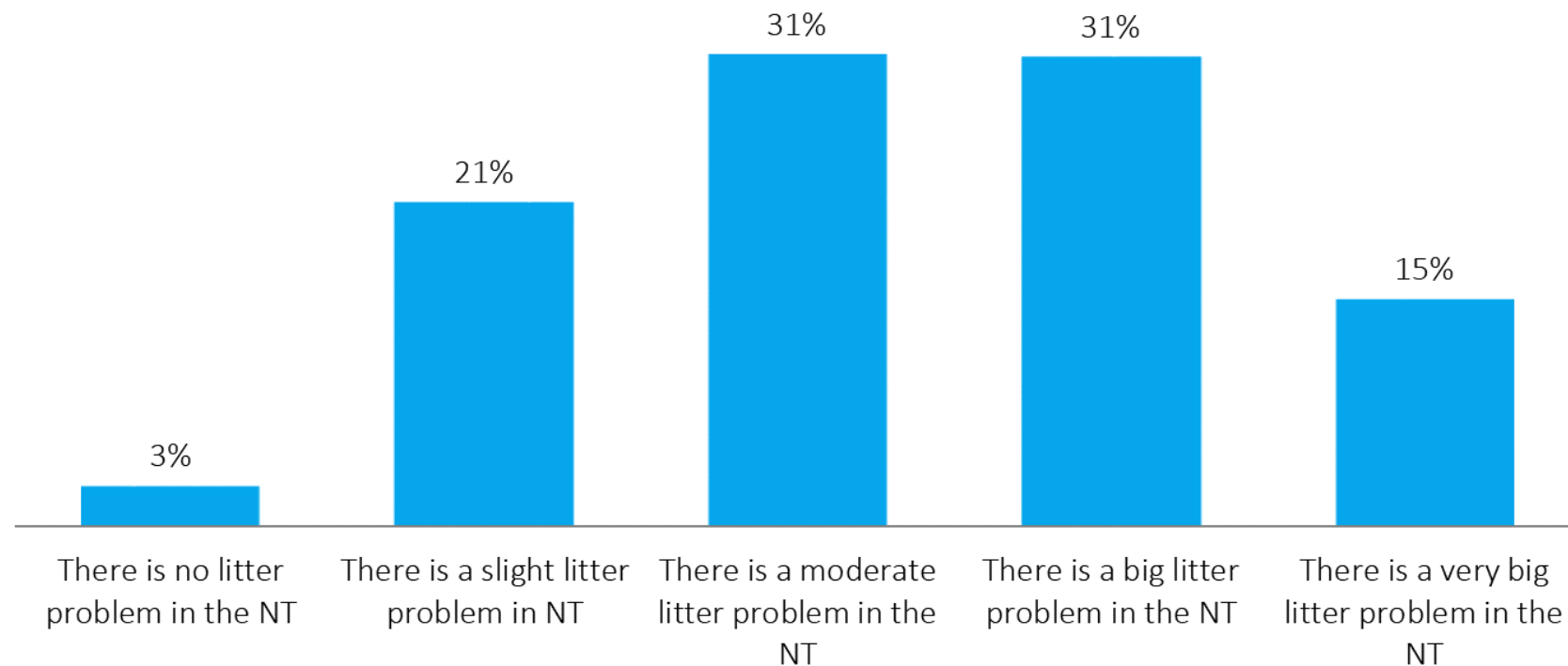
- females (70%) were slightly more concerned that there was a litter problem in comparison to males (64%), and
- those aged 40 to 54 (71%) were more likely to indicate there was a problem in the Northern Territory compared to other age groups .



Best Description of Litter in NT

More than three quarters (77%) of respondents described litter as a moderate to a very big problem in the Northern Territory.

While one fifth (21%) indicated there was a slight litter problem with litter in the Northern Territory and a further 3% felt there was no litter problem (3%, 8 respondents).

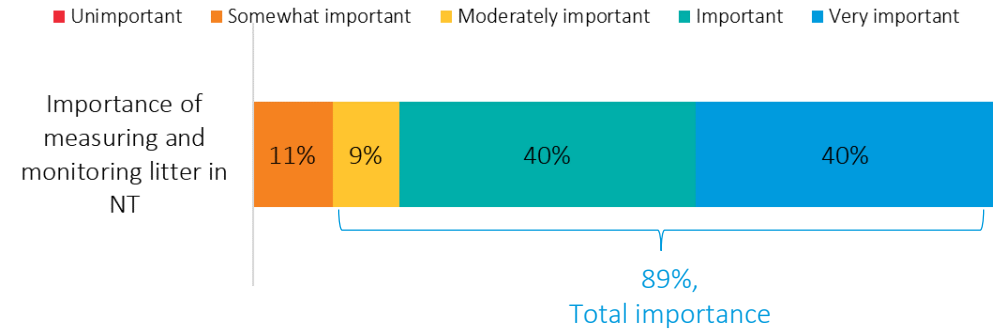


Level of Importance – Monitoring Litter and Container Deposit Scheme

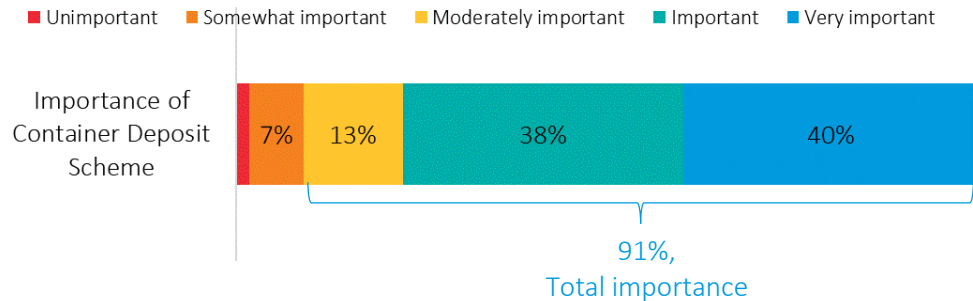
When asked how important it was to measure and monitor litter in the Northern Territory, **89% felt it was moderately to very important**, while 11% indicated it was somewhat important and 0% indicated it was unimportant.

Females and those aged 18 to 24 were more likely to give a higher rating than males and other age groups.

Importance of measuring and monitoring litter in NT



Importance of Measuring Container Deposit Scheme



After reading the following statement, “*The Container Deposit Scheme (CDS) provides a 10-cent refund on approved beverage containers and was introduced into the NT in 2012 to help to reduce litter from streets, increase recycling rates and reduce the amount of rubbish being disposed to landfill*”, **91% of respondents felt it was moderately to very important** to measure and monitor the impact of the container deposit scheme on the amount of beverage containers in litter in the NT, while 7% indicated it was somewhat important and 2% indicated it was unimportant.

APPENDIX 1: RESPONDENT PROFILE



RESPONDENT PROFILE

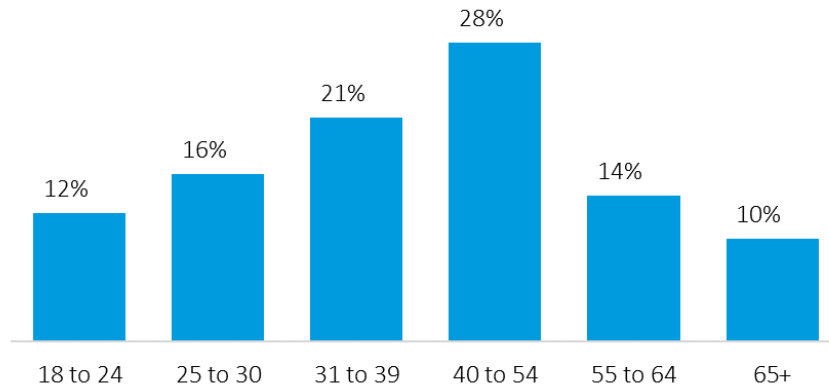


Females
47%

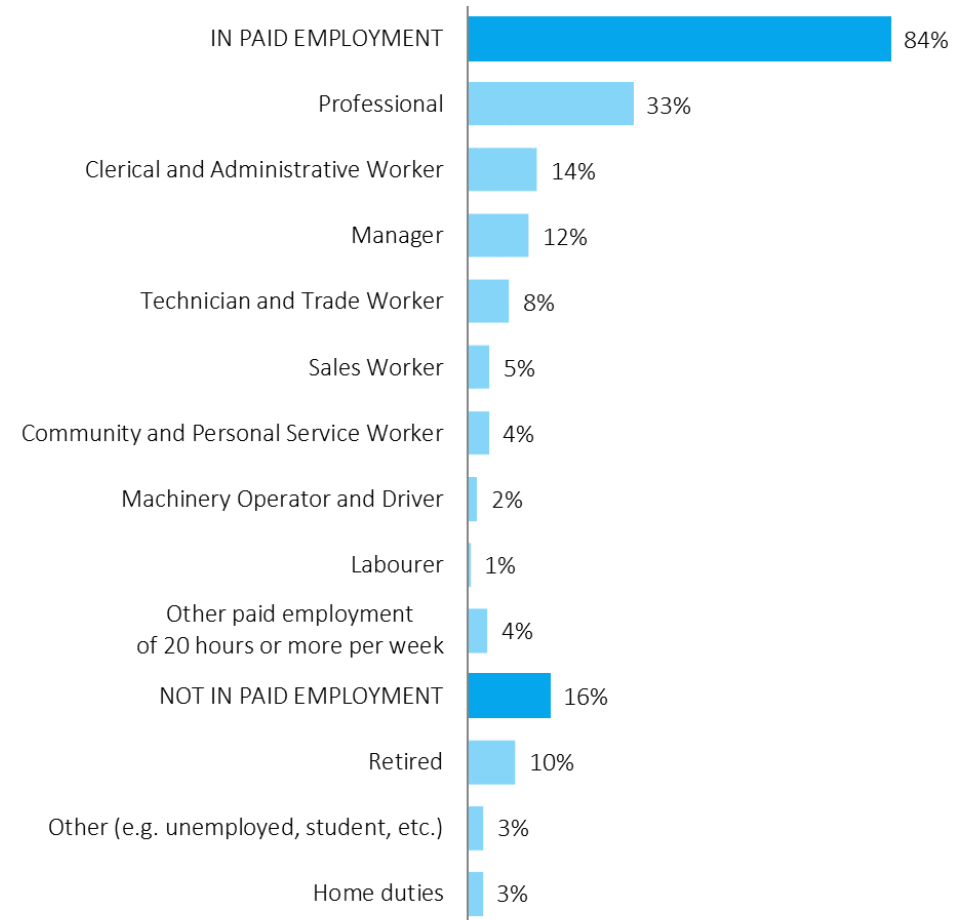


Males
53%

Age Groups

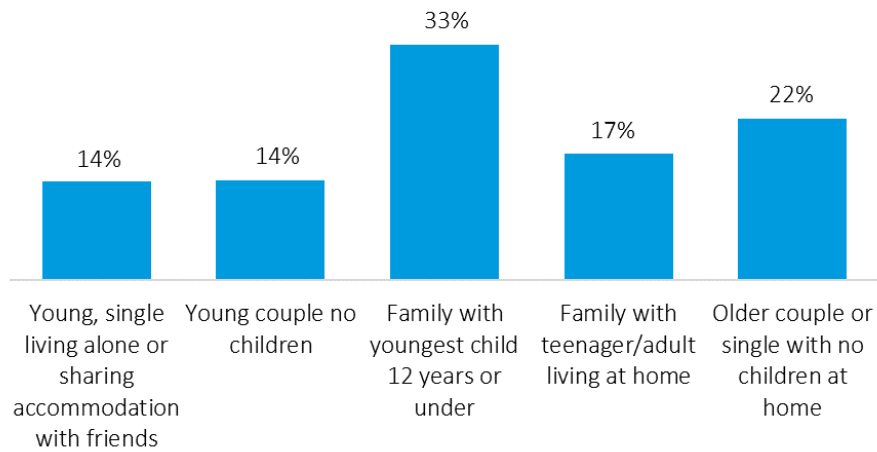


Employment

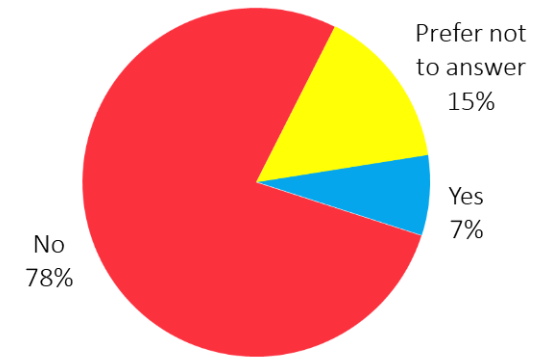


RESPONDENT PROFILE (CONT.)

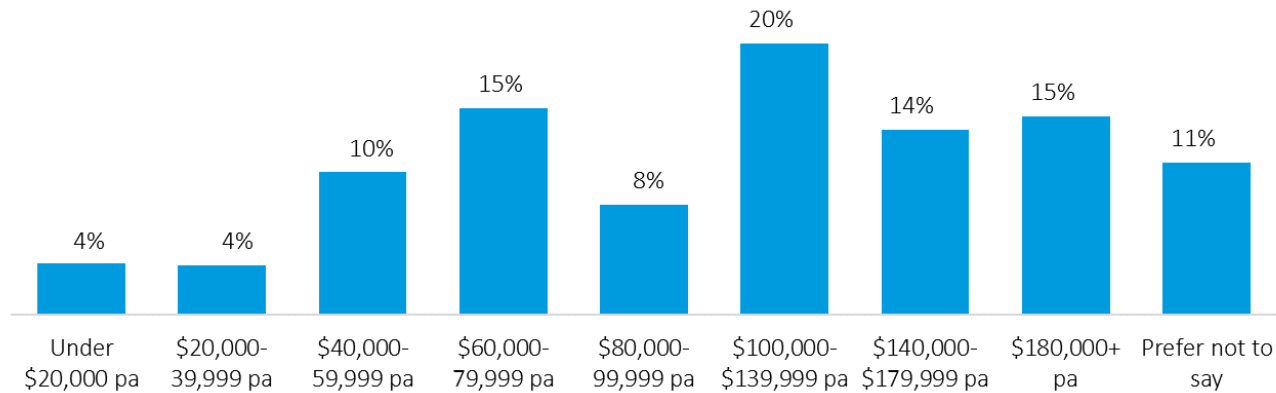
Household Composition



Indigenous



Gross Household Income



APPENDIX 2: SAMPLING TOLERANCE



SAMPLING TOLERANCE

It should be borne in mind throughout this report that all data based on sample surveys are subject to a sampling tolerance.

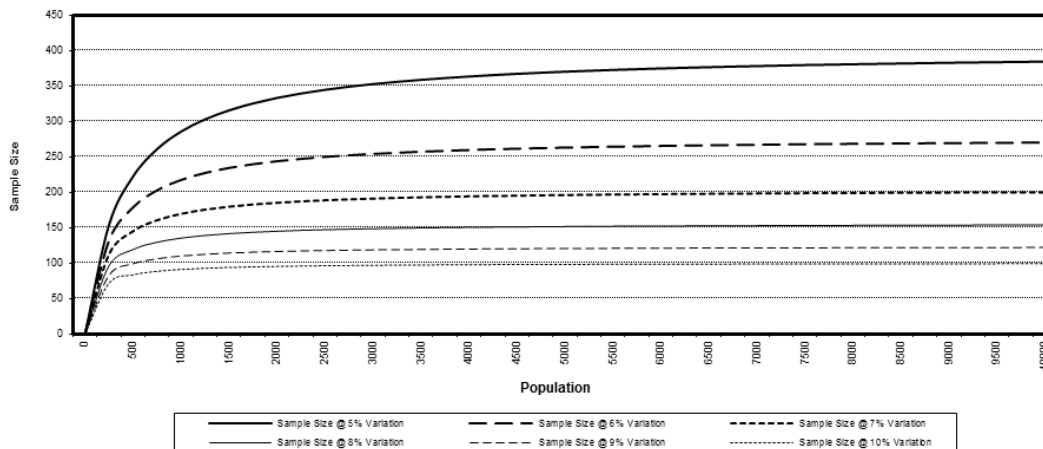
That is, where a sample is used to represent an entire population, the resulting figures should not be regarded as absolute values, but rather as the mid-point of a range plus or minus x% (see sampling tolerance table).

Only variations clearly designated as significantly different are statistically valid differences and these are clearly pointed out in the report.

Other divergences are within the normal range of fluctuation at a 95% confidence level; they should be viewed with some caution and not treated as statistically reliable changes.

MARGIN OF ERROR TABLE (95% confidence level)										
SAMPLE SIZE ↓	Percentages giving a particular answer									
	5% 95%	10% 90%	15% 85%	20% 80%	25% 75%	30% 70%	35% 65%	40% 60%	45% 55%	50% 50%
50	6	9	10	11	12	13	14	14	14	14
100	4	6	7	8	9	9	10	10	10	10
150	4	5	6	7	7	8	8	8	8	8
200	3	4	5	6	6	6	7	7	7	7
250	3	4	5	5	6	6	6	6	6	6
300	3	4	4	5	5	5	6	6	6	6
400	2	3	4	4	4	5	5	5	5	5
500	2	3	3	4	4	4	4	4	4	5
600	2	2	3	3	4	4	4	4	4	4
700	2	2	3	3	3	4	4	4	4	4
800	2	2	3	3	3	3	3	4	4	4
900	2	2	2	3	3	3	3	3	3	3
1000	1	2	2	3	3	3	3	3	3	3
1500	1	2	3	2	2	2	3	3	3	3
2000	1	1	2	2	2	2	2	2	2	2
3000	1	1	1	2	2	2	2	2	2	2

Optimum Sample Sizes to Ensure the Given Maximum Variation



A photograph of a person with long hair, wearing a white long-sleeved shirt, sitting at a wooden desk. They are typing on a silver laptop. In front of the laptop is a white pen and a spiral-bound notebook. The background is a blurred office setting with a window. A large red semi-transparent shape is overlaid on the left side of the image, containing the text.

APPENDIX 3: SURVEY TOOL

SURVEY TOOL

Project No: 11552

NT DECEMBER 2019 OMNIBUS
MGT LITTER
COMMERCIAL IN CONFIDENCE

FINAL.

Online introduction:

McGregor Tan, as an independent social and market research company, is conducting a survey about a variety of subjects and would appreciate your opinion. We do not sell, promote or endorse any product or service, there are no right or wrong answers.

Participation in the survey voluntary. McGregor Tan complies with the Privacy Act and we can assure you that all information given will remain confidential. Your details will only be used for research purposes and will not be sold to any third party.

The first few questions are so we can achieve a good demographic spread of respondents.

**Questions in blue align with panel – do not change codes or question numbers*

Do you live in Darwin area?

1.	Yes	
2.	No	terminate

q4 Are you... **Select one**

1.	Male
2.	Female

SURVEY TOOL (CONT.)

q5 What year were you born? **Enter a number**

<i>Hidden: Automatic recode into the following age groups</i>		
1.	18 to 24	1995-2001
2.	25 to 30	1989-1994
3.	31 to 39	1980-1988
4.	40 to 54	1965-1979
5.	55 to 64	1955-1964
6.	65+	1919-1954

q6/7 What is the postcode and suburb of where you live?

q6	Postcode	
q7	Suburb	

1. Do you think there is a litter problem in the NT? **Select one**

1.	Yes
2.	No
3.	Not sure

2. Please choose one statement that you think best describes litter in the NT? **Select one**

1.	There is a very big litter problem in the NT
2.	There is a big litter problem in the NT
3.	There is a moderate litter problem in the NT
4.	There is a slight litter problem in NT
5.	There is no litter problem in the NT

SURVEY TOOL (CONT.)

3. How important is it to measure and monitor litter in the NT? **Select one**

1.	Unimportant
2.	Somewhat important
3.	Moderately important
4.	Important
5.	Very important

Note: Show blurb on same page as Q4

The Container Deposit Scheme (CDS) provides a 10-cent refund on approved beverage containers and was introduced into the NT in 2012 to help to reduce litter from streets, increase recycling rates and reduce the amount of rubbish being disposed to landfill.

4. How important is it to measure and monitor the impact of the container deposit scheme on the amount of beverage containers in litter in the NT? **Select one**

1.	Unimportant
2.	Somewhat important
3.	Moderately important
4.	Important
5.	Very important

CLASSIFICATIONS:

q11 Please select your level of employment. **Select one**

1.	Full time student
2.	Part time student
3.	Full time employee
4.	Part time employee

SURVEY TOOL (CONT.)

5.	Casual employee	
6.	Unemployed	
7.	Pensioner	
8.	Prefer not to say	
9.	Other (specify)	q11Open

q12a Are you in paid employment of 20 hours or more per week? **Select one**

1.	Yes	
2.	No	
q12 If yes: Which of the following categories best describes your employment?		
1.	Manager	
2.	Professional	
3.	Technician and Trade Worker	
4.	Community and Personal Service Worker	
5.	Clerical and Administrative Worker	
6.	Sales Worker	
7.	Machinery Operator and Driver	
8.	Labourer	
9.	Other paid employment of 20 hours or more per week (specify)	
q12 If no: Which of the following categories best describes your situation?		
10.	Home duties	
11.	Retired	
12.	Other (e.g. unemployed, student, etc.)	q12Open

q13 Which of these groups best describes your household? **Select one**

1.	Young, single living alone or sharing accommodation with friends	
2.	Young couple no children	

SURVEY TOOL (CONT.)

3.	Family with youngest child 12 years or under
4.	Family with teenager/adult living at home
5.	Older couple or single with no children at home

q14 Which of the following best describes your current marital status? **Select one**

1.	Never married
2.	Married / de-facto
3.	Separated but not divorced
4.	Divorced
5.	Widowed
6.	Prefer not to say

q15 What is the highest level of education you have completed? **Select one**

1.	Primary School	
2.	Secondary School	
3.	Certificates 1-4	
4.	Diploma or advanced diploma	
5.	Bachelor degree and honours	
6.	Masters	
7.	PHD	
8.	Prefer not to say	
9.	Other (specify)	q15open

q16 Which of the following best describes your gross (before tax) Household Income? **Select one**

1.	Under \$20,000 pa
2.	\$20,000-39,999 pa
3.	\$40,000-59,999 pa

SURVEY TOOL (CONT.)

4.	\$60,000-79,999 pa
5.	\$80,000-99,999 pa
6.	\$100,000-\$139,999 pa
7.	\$140,000-\$179,999 pa
8.	\$180,000+ pa
9.	Prefer not to say

q17 Where were you born? **Select one**

1.	Australia	
2.	New Zealand	
3.	Africa / South Africa	
4.	Asia / South Asia	
5.	England, Scotland, Ireland, Wales	
6.	Mainland Europe	
7.	Middle East	
8.	North America / Canada	
9.	South America / Central America	
10.	Pacific	
11.	Russia and former Eastern Bloc Countries	
12.	Other (open)	q17open
13.	Prefer not to say	

q18 Are you Aboriginal or Torres Strait Islander? **Select one**

1.	Yes
2.	No
3.	Prefer not to answer

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