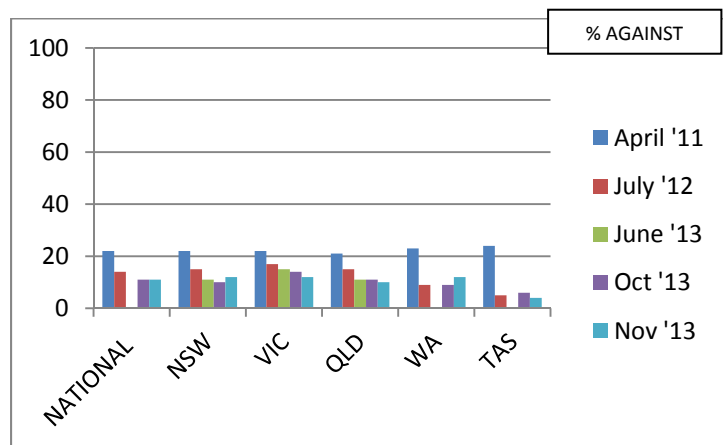
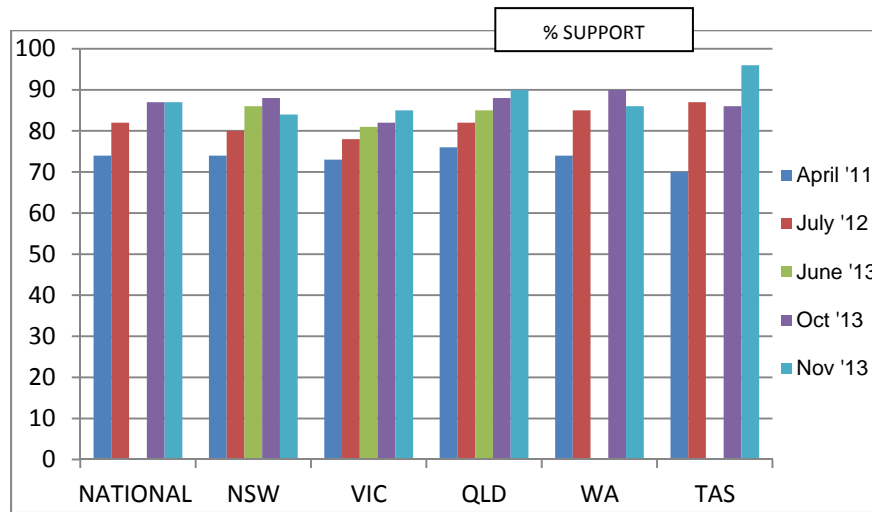


# CONTAINER DEPOSIT NEWSPOLLS 2011-13: AN ANALYSIS OF TRENDS AND IMPACT OF INDUSTRY CAMPAIGN

## 1. Personally in favour or against?

Over the last 31 months support for container deposits has grown.



2. The beverage industry ran negative multi-media advertising across Australia during October and November particularly in NSW and Vic. Newspoll asked respondents if they had: 'Seen or heard any advertising or communication in the media about a container tax?' and related the answers to support or against container deposits (8/10 November 2013). 23% had seen/heard in NSW; 15% in Vic.

