

Single Use Plastic and Reusable Shopping Bag Research



May 2013

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Methodology

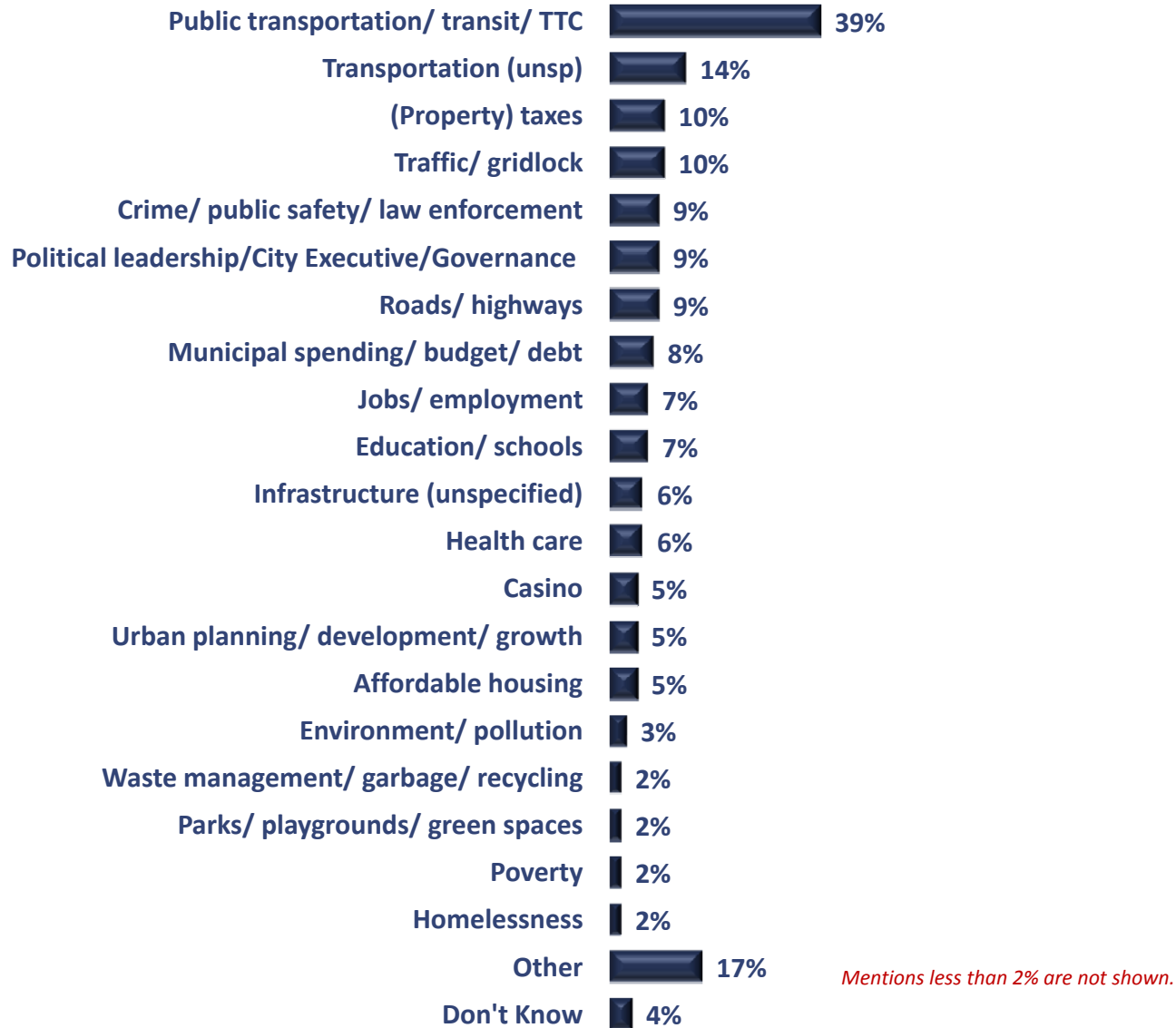
- A random (RDD or random digit dialing) representative sample of 1001 adult Toronto residents over the age of 18 were surveyed via computer assisted telephone interviews (CATI) between March 27 and April 7, 2013.
- Interviewing quotas were administered and the data was weighted according to the 2011 Statistics Canada census data by age, gender and district in order to ensure that the sample of respondents is representative to the distribution of adult residents of the City of Toronto.
- The margin of error on the sample of total residents and city region is outlined in the table below:

Region	Sample Size	Margin of Error
Old Toronto/East York	n=341	+/- 5.3%
Etobicoke/York	n=190	+/- 7.1%
Scarborough	n=230	+/- 6.5%
North York	n=240	+/- 6.3%
Total	n=1001	+/- 3.1%



Q1. In your view, as a resident of the City of Toronto, what is the most important issue facing Toronto, meaning which is the one issue you feel should receive the greatest attention from local politicians? Are there any others?

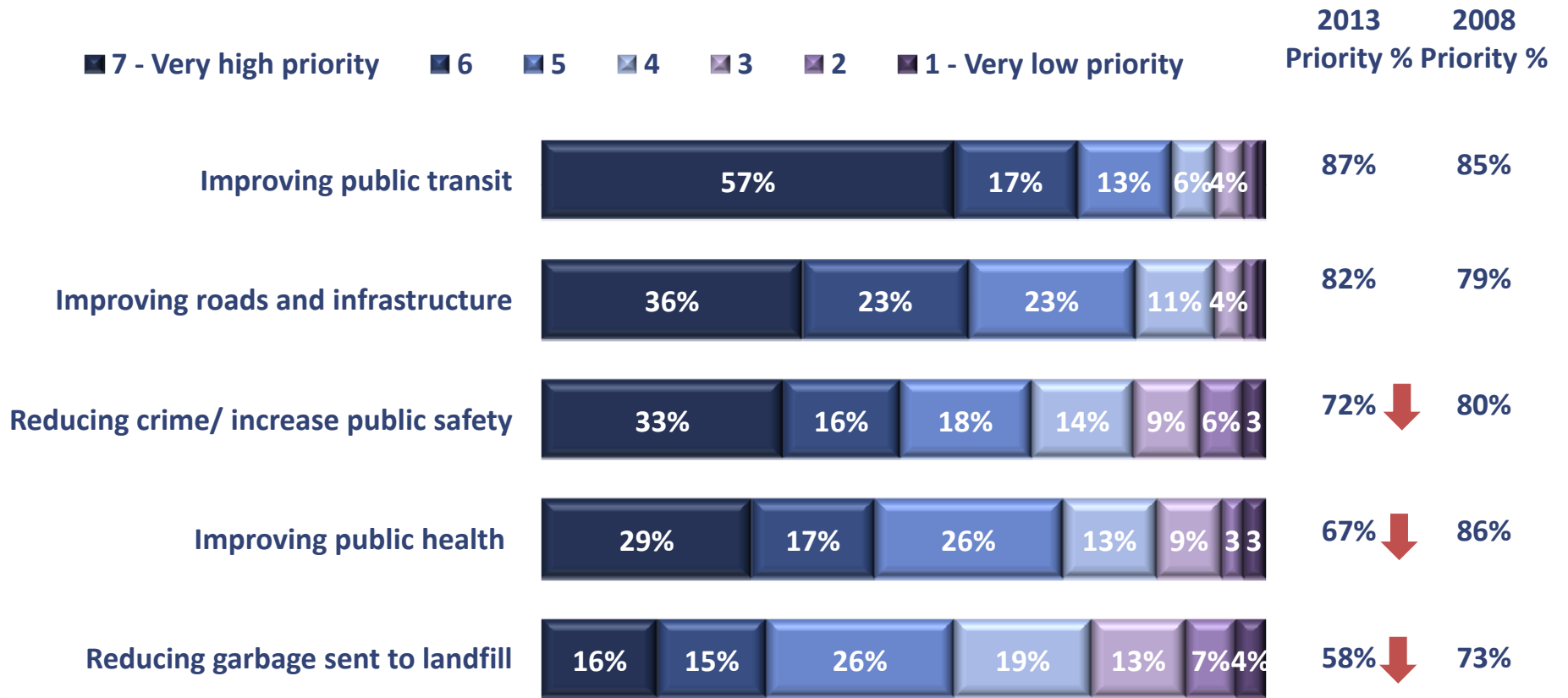
Total Mentions



Base: All respondents (n=1001)



Q2. While there are lots of issues Toronto residents say are important, the City of Toronto has limited resources it can use at any one time. With this in mind, please rate what you think the priority should be for each of the following on a scale from 1 to 7, with one meaning very low priority and 7 meaning very high priority for the City of Toronto to focus on over the next year.



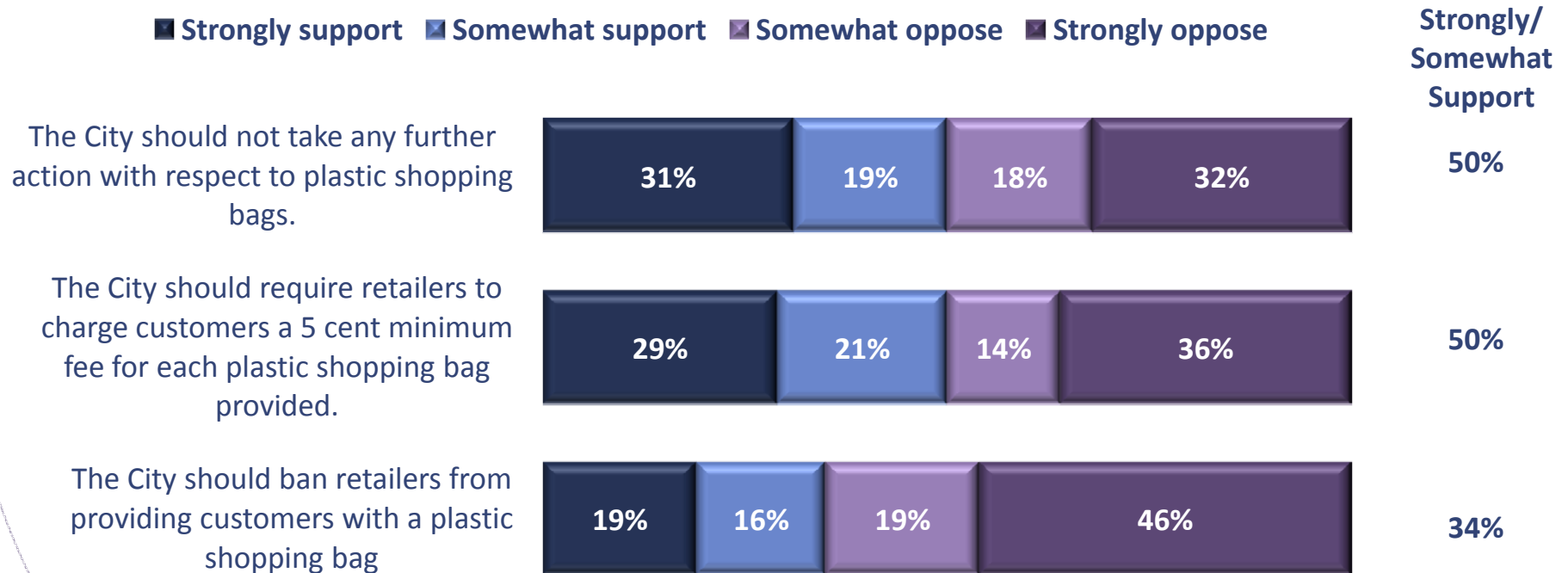
Mentions less than 3% are not shown.

Base: All respondents (n=1001)



Q3. As you may know, from 2009 to 2012 the City of Toronto had a bylaw that required retailers to charge a 5 cent minimum fee for each retailer-provided plastic bag. These are the types of plastic carry-out shopping bags that you can typically obtain from a grocery or convenience store. Since the beginning of this year this bylaw is no longer in place and retailers are no longer required to charge a 5 cent fee. The City of Toronto is reviewing a number of different options with respect to retailer-provided plastic shopping bags, where The City should not take any further action with respect to plastic shopping bags, the City should require retailers to charge customers a 5 cent minimum fee for each plastic shopping bag provided, or the City should ban retailers from providing customers with a plastic shopping bag. Now, I would like to ask you if you strongly support, somewhat support, somewhat oppose, or strongly oppose each of these options...

■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose

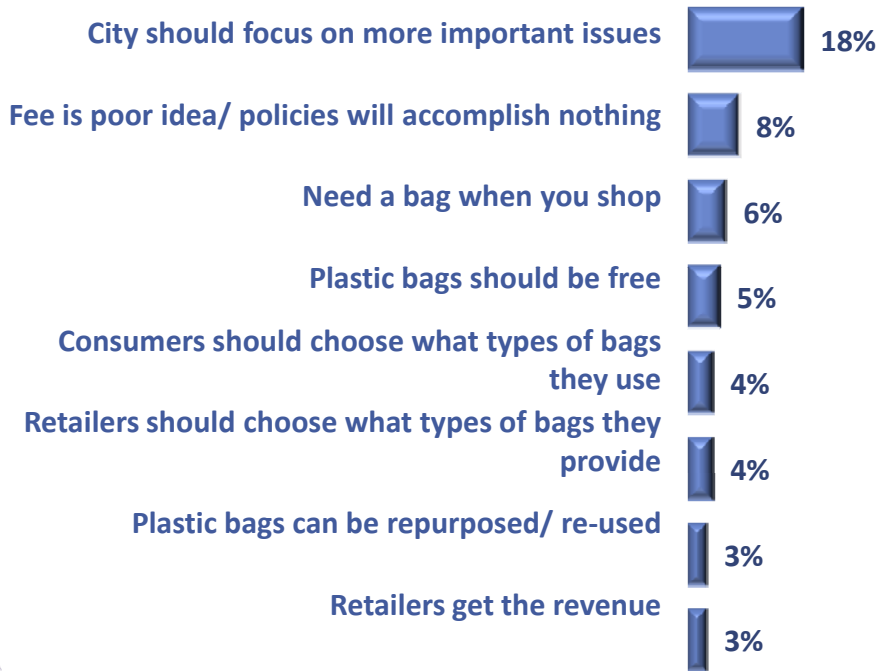


Base: All respondents (n=1001)

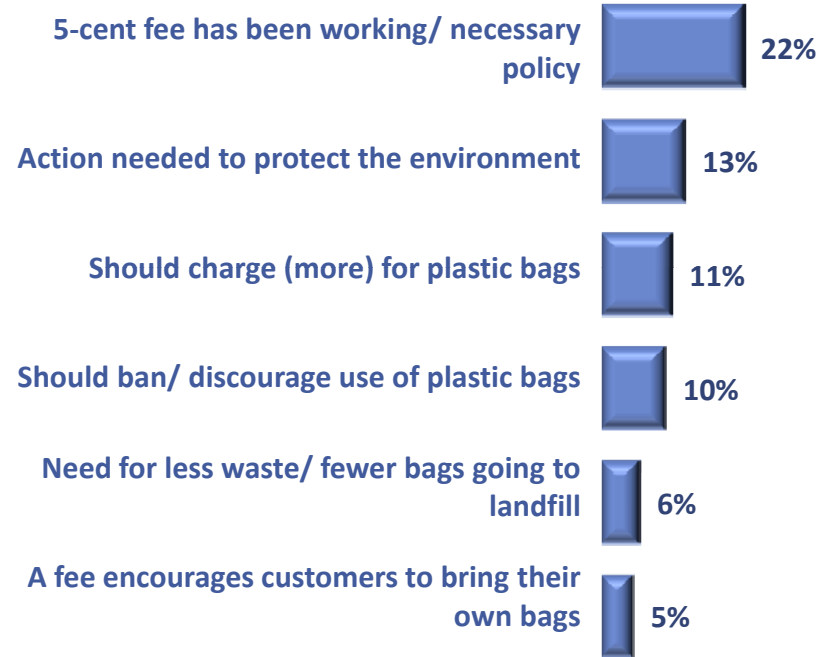


Q4. Why would you say that you [insert response from Q3] the idea that the City should not take any further action with respect to plastic shopping bags? over the next year.

Why Torontonians Want The City to Not Take Any Further Action (Multiple Mentions)



Why Torontonians Want The City To Take Action (Multiple Mentions)



Base: All respondents (n=1001)

Mentions less than 3% are not shown.

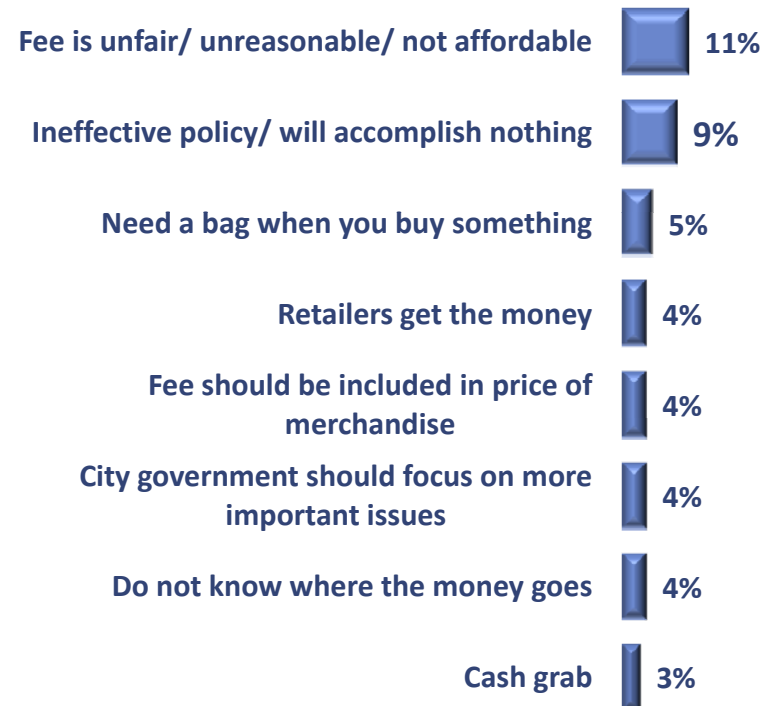


Q5. Why would you say that you [insert response from Q3] the idea that the City should require retailers to charge a 5-cent minimum fee for each plastic shopping bag provided to customers?

Why Torontonians Want a 5-cent Fee (Multiple Mentions)



Why Torontonians Do Not Want a 5-cent Fee (Multiple Mentions)



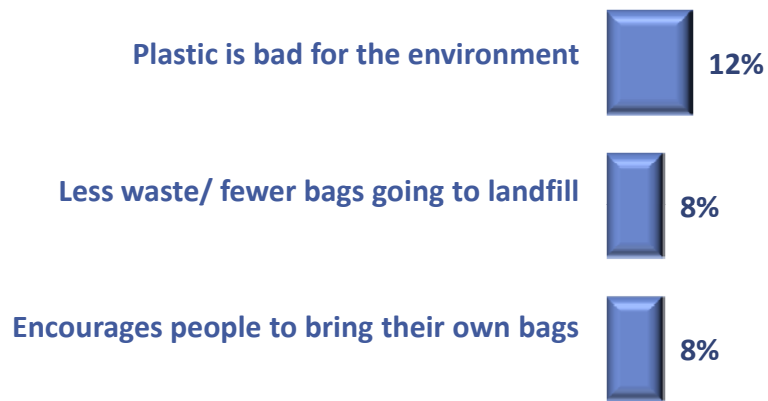
Base: All respondents (n=1001)

Mentions less than 3% are not shown.

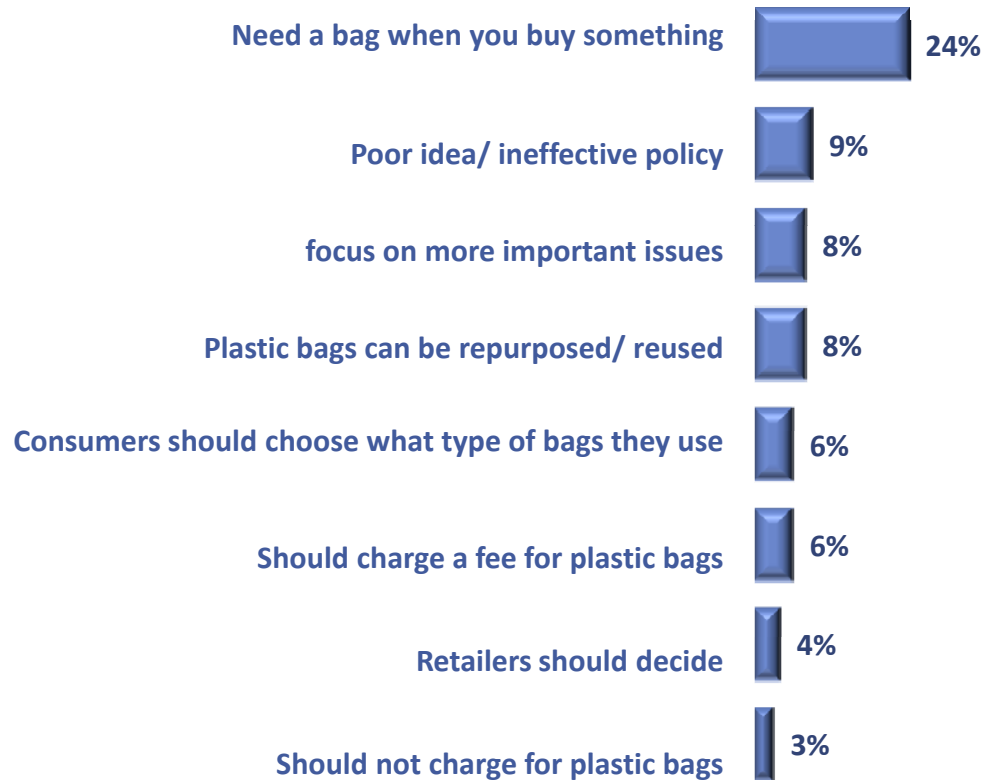


Q6. Why would you say that you [insert response from Q3] the idea that the City should ban retailers from providing customers with the use of plastic shopping carry-out bags? (Probe for up to two responses).

Why Torontonians Want a Ban on Plastic Bags (Total Mentions)



Why Torontonians Do Not Want a Ban on Plastic Bags (Total Mentions)



Mentions less than 3% are not shown.

Base: All respondents (n=1001)



Q7. And which one option would you be most in favour of? The option where The City should not take any further action with respect to plastic shopping bags, the City should require retailers to charge customers a 5-cent minimum fee for each plastic shopping bag provided, or the City should ban retailers from providing customers with a plastic shopping bag?

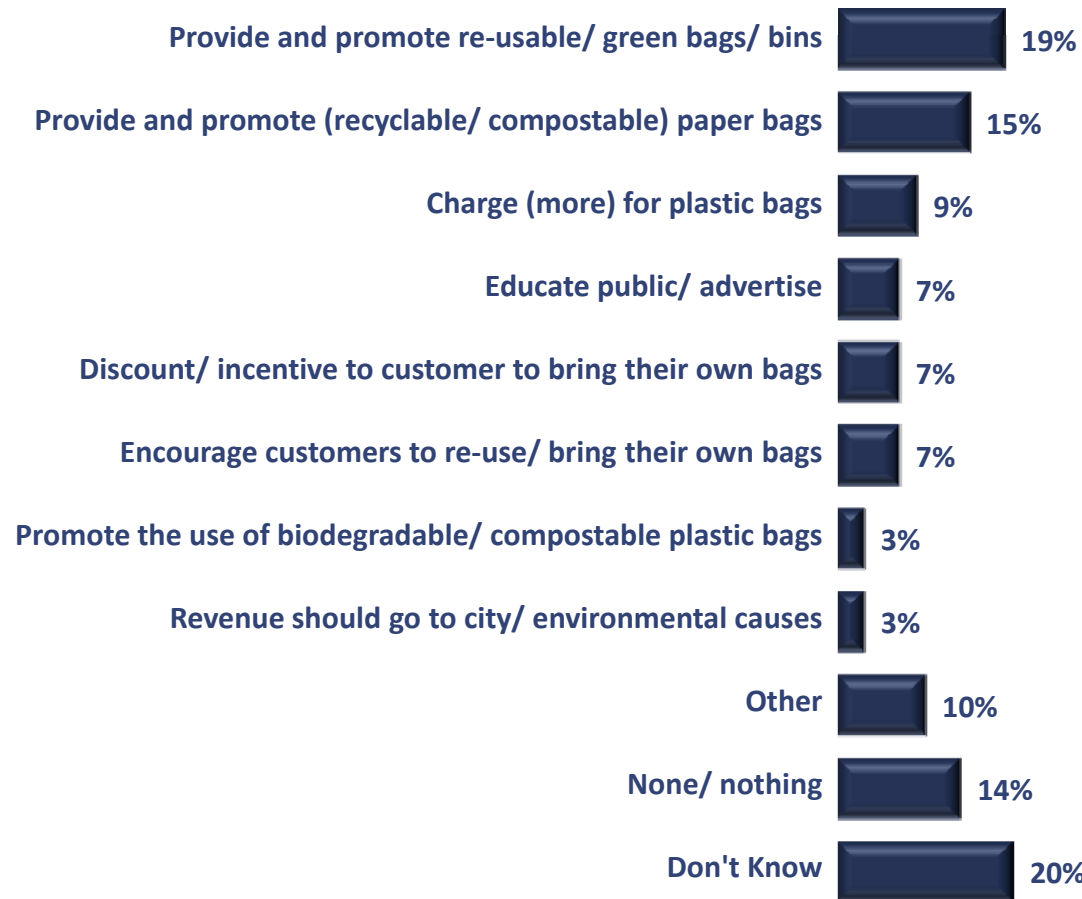


Base: All respondents (n=1001)



Q8. What, if any, other options that do you think the City of Toronto should consider that would reduce the use of retailer-provided plastic shopping bags?

Total Mentions

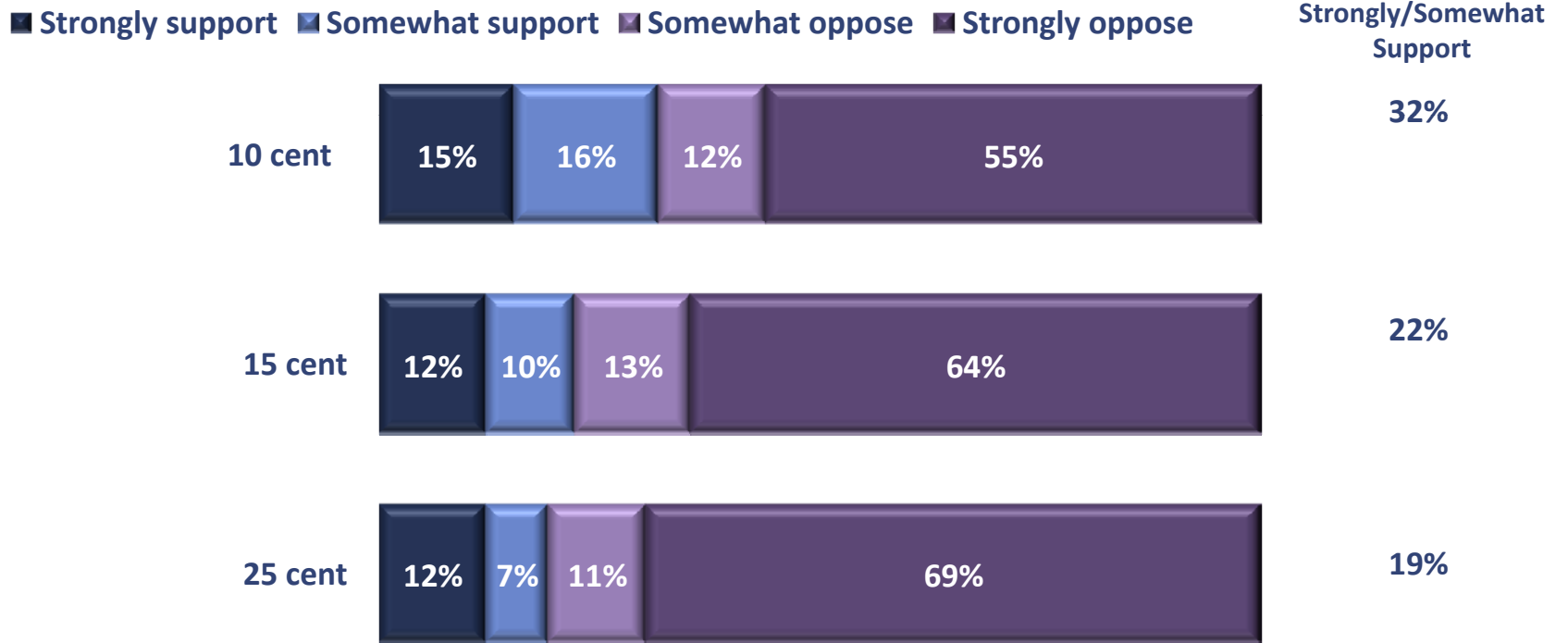


Mentions less than 3% are not shown.

Base: All respondents (n=1001)



Q9. There are a number of different fee amounts that could be charged for plastic shopping bags provided to customers by retailers. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose an option to require retailers to charge customers a [insert fee] fee for each plastic shopping carry-out bag they provide?



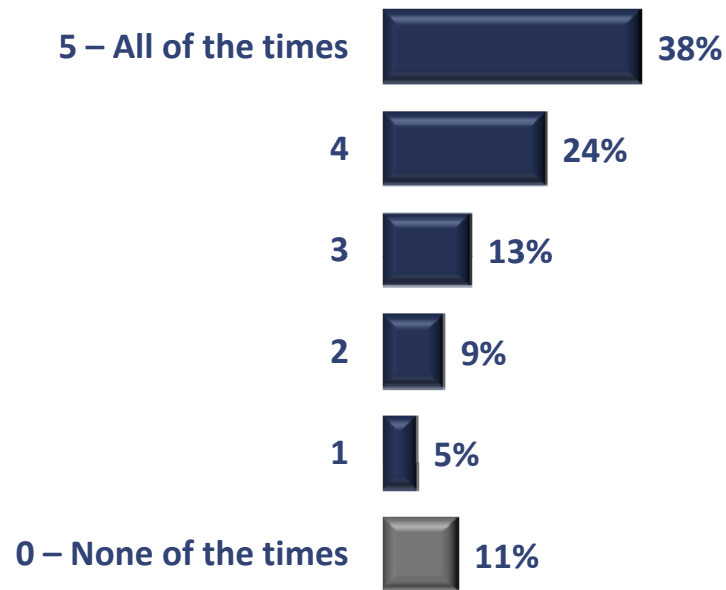
Base: All respondents (n=1001)

Note: Sample was split where 50% of respondents were asked fees in ascending order and 50% of respondents were asked fee in descending order.



Q10. Thinking about the last 5 times that you went grocery shopping, how many of the five times did you use a reusable shopping bag, re-use a plastic bag or use a bin instead of a retailer-provided plastic shopping bag?

Number of Times



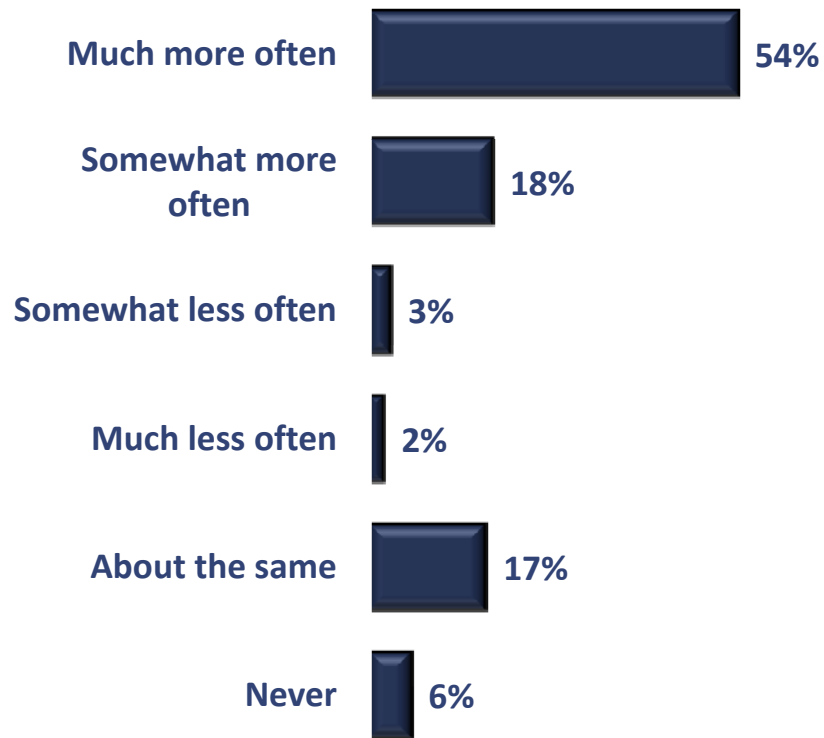
Mean: 3.5

Base: All respondents (n=1001)



Q11. Compared to 4 years ago, would you say you now use reusable shopping bags or bins instead of retailer-provided plastic shopping bags when grocery shopping...

Use of Reusable Shopping Bags or Bins

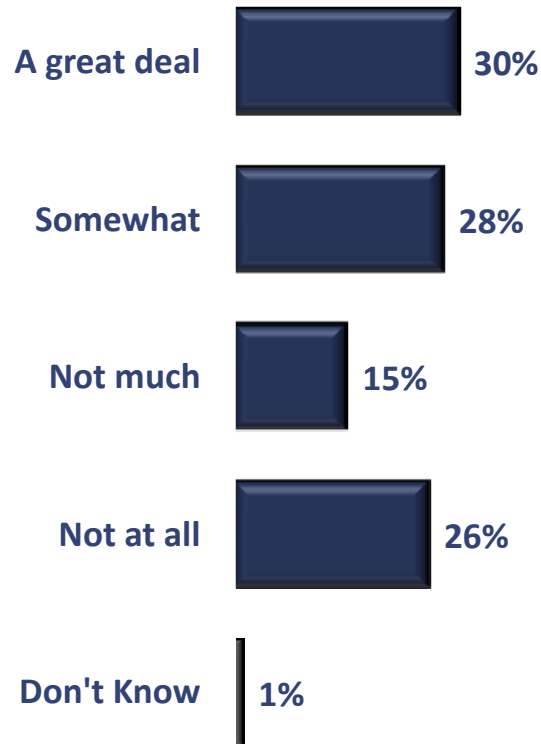


Base: All respondents (n=1001)



Q14. As you may know, in 2009 the City of Toronto passed a bylaw requiring retailers to charge customers a 5-cent minimum fee for each retailer-provided plastic shopping bag. To what extent did the 5-cent fee influence you to reduce your use of retailer-provided plastic shopping bags, if at all...

Influence of Fee on Use of Retailer Provided Plastic Shopping Bags

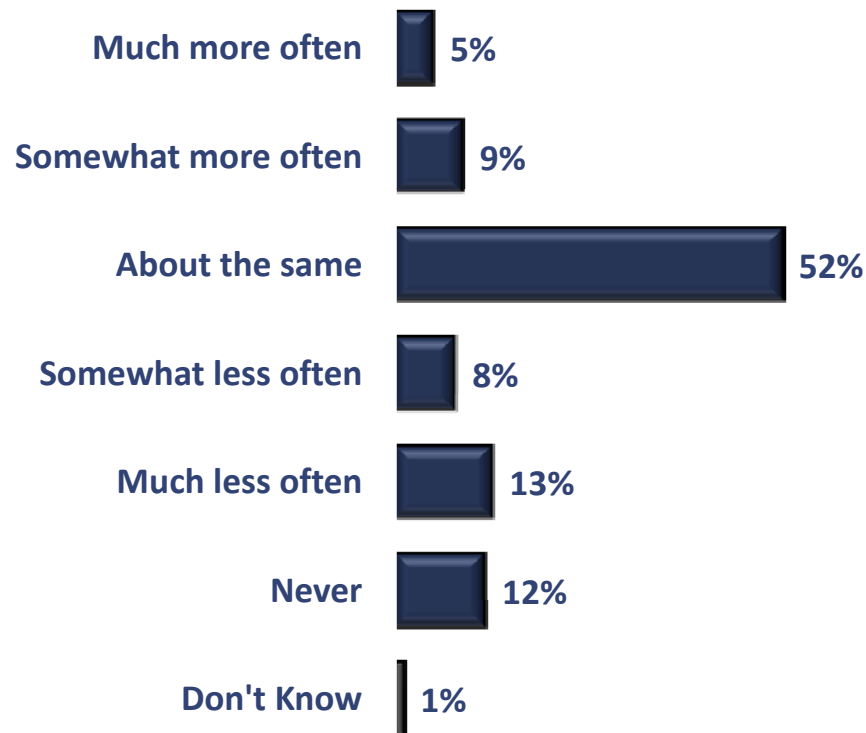


Base: All respondents (n=1001)



Q15. As you may know, since July 2012 retailers are no longer required to charge a 5-cent minimum fee for each plastic shopping bag provided. Since July of last year would you say that you now take a retailer-provided plastic shopping bag much more often, somewhat more often, about the same, somewhat less often, much less often, or never?

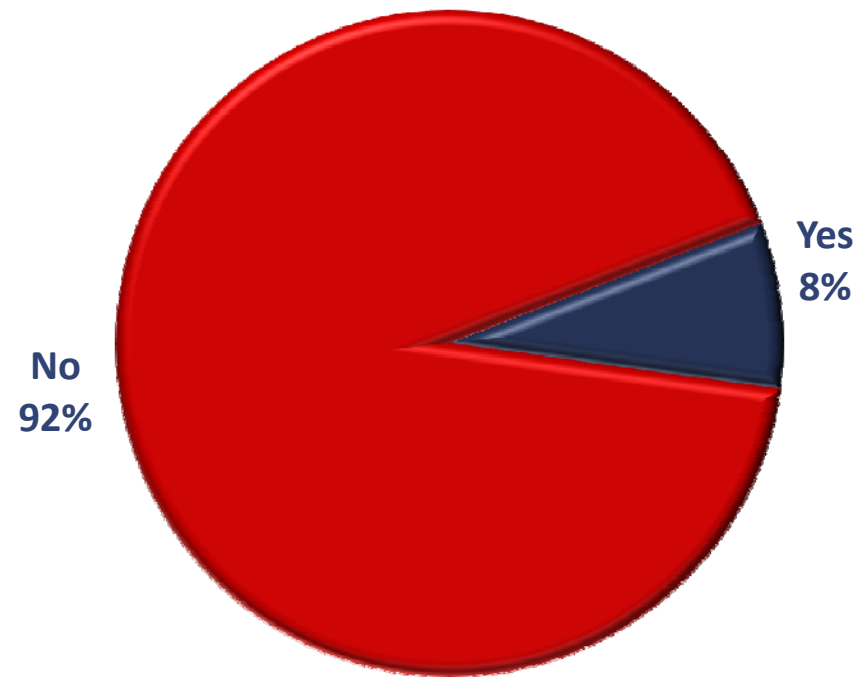
Use of Plastic Shopping Bags Since July 2012



Base: All respondents (n=1001)



Q16. Have you ever shopped at retailers outside the boundaries of the City of Toronto to avoid paying the 5-cent minimum fee for plastic shopping carry-out bags provided by the store?

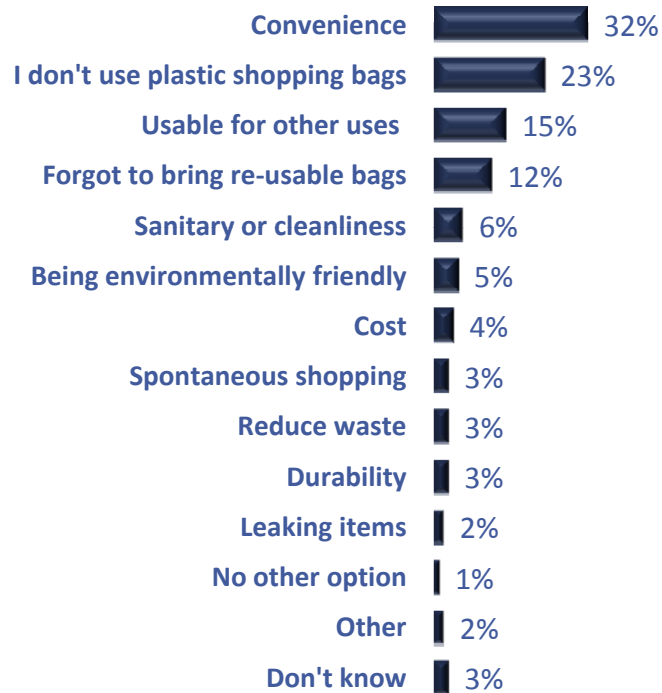


Base: All respondents (n=1001)



There are a number of different reasons why you might choose to use a plastic shopping bag, a bin or a re-usable shopping bag. Q12. Why would you say that you would choose to use a plastic shopping bag most often? Q13. Why would you say that you would choose to use a re-usable shopping bag or bin most often?

Why Choose to Use a Plastic Shopping Bag or Bin



Why Choose to Use a Reusable Shopping Bag or Bin



Mentions less than 1% are not shown.

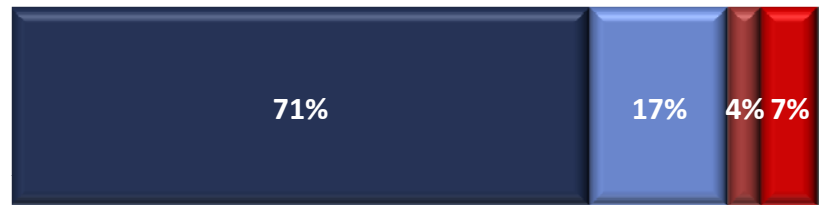
Base: All respondents (n=1001)



Q17. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements. How about: Reusable bags are good for the environment; I like using reusable bags and would do so even without a fee for plastic shopping bags; To me plastic shopping bags are reusable because they get reused multiple times.

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Don't Know **Strongly/Some-what Agree**

Reusable bags are good for the environment



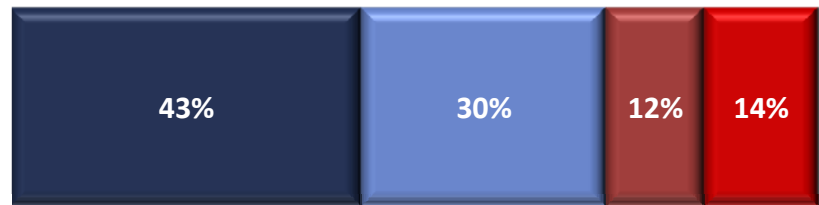
88%

I like using reusable bags and would do so even without a fee for plastic shopping bags



87%

To me plastic shopping bags are reusable because they get reused multiple times



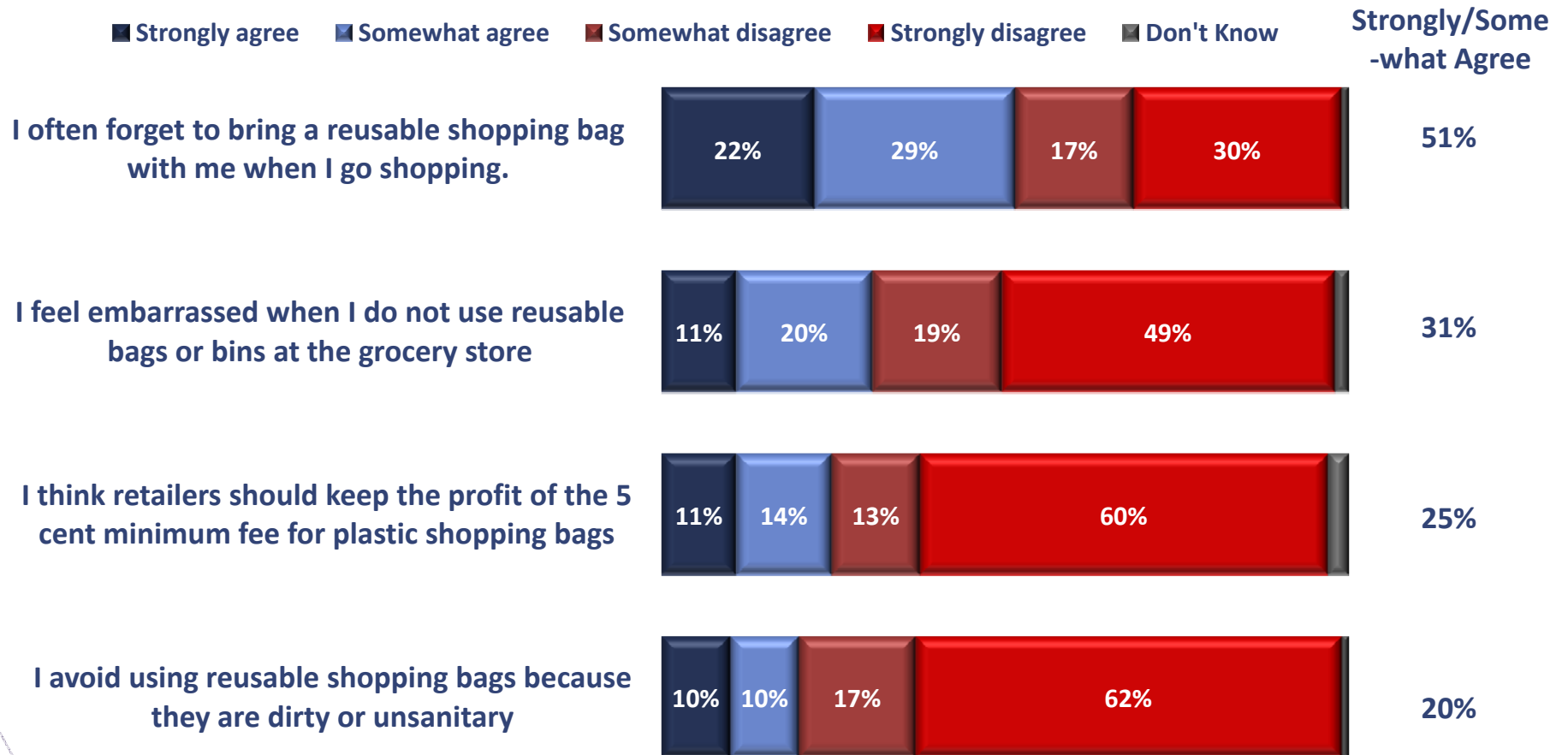
73%

Responses 3% and less are not shown

Base: All respondents (n=1001)



Q17. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements. How about: I often forget to bring a reusable shopping bag with me when I go shopping; I feel embarrassed when I do not use reusable bags or bins at the grocery store; I think retailers should keep the profit of the 5-cent minimum fee for plastic shopping bags; I avoid using reusable shopping bags because they are dirty or unsanitary.

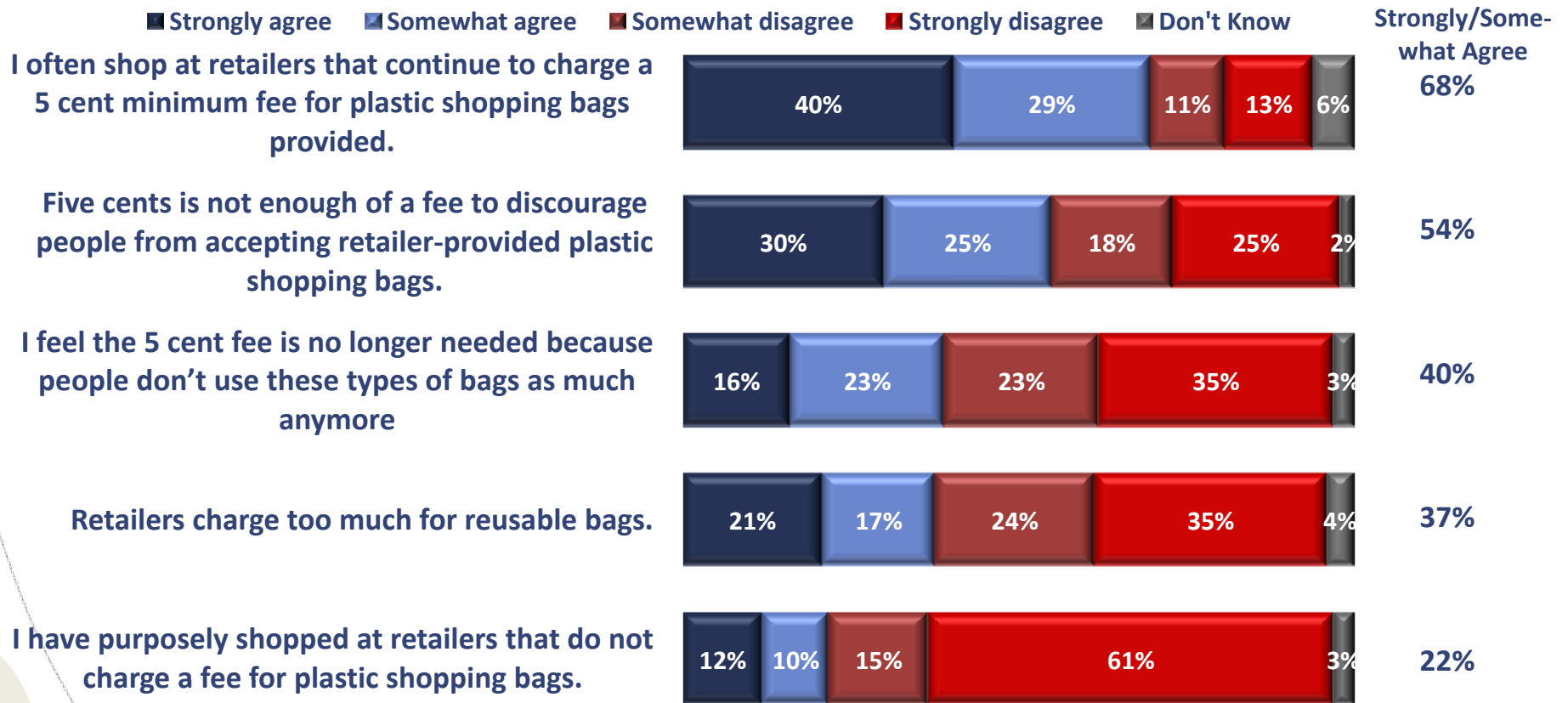


Responses 3% and less are not shown

Base: All respondents (n=1001)



Q17. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements. How about: I often shop at retailers that continue to charge a 5-cent minimum fee for plastic shopping bags provided; Five cents is not enough of a fee to discourage people from accepting retailer-provided plastic shopping bags; I feel the 5-cent fee is no longer needed because people don't use these types of bags as much any more; Retailers charge too much for reusable bags; I have purposely shopped at retailers that do not charge a fee for plastic shopping bags.



Responses 3% and less are not shown

Base: All respondents (n=1001)

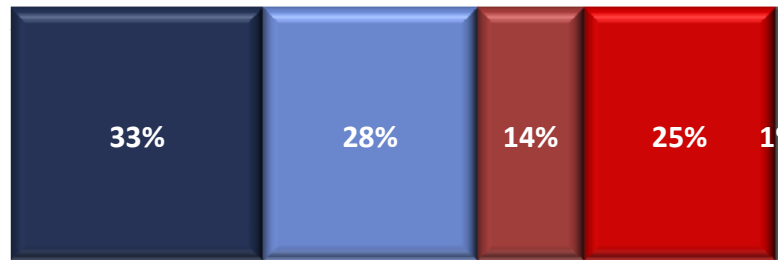


Q17. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements. How about: A ban on retailer-provided plastic shopping bags is an effective solution to reducing the use and disposal of plastic shopping bags; A ban on retailer-provided plastic shopping bags would discourage me from making a purchase at a store.

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Don't Know

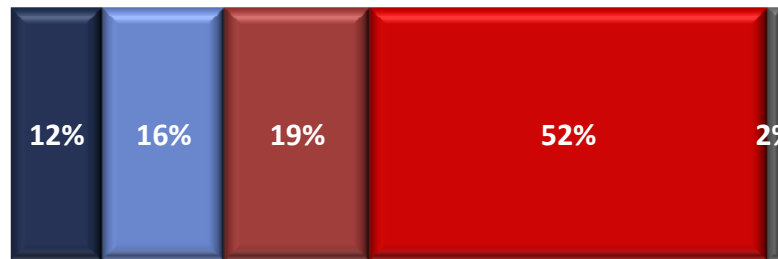
Strongly/Some-what Agree

A ban on retailer-provided plastic shopping bags is an effective solution to reducing the use and disposal of plastic shopping bags.



60%

A ban on retailer-provided plastic shopping bags would discourage me from making a purchase at a store.



28%

Responses 3% and less are not shown

Base: All respondents (n=1001)

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