



CROP

**PLASTIC BAGS AND REUSABLE BAGS:
ATTITUDES AND HABITS OF MONTREAL CONSUMERS**

Canadian Plastics Industry Association (CPIA)

QUANTITATIVE STUDY – MAY 2015

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life to ideas

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Objectives and methodology

Canadian Plastics Industry Association (CPIA)

Context & objectives

CROP was appointed by the Canadian Plastics Industry Association (CPIA) to conduct a survey among Montreal residents about their consumption habits and use of plastic and reusable bags.

In addition, respondents' opinions regarding the ban on retail stores giving consumers plastic bags within the City of Montreal was also measured.

The following pages show the results.

Methodology

STUDY POPULATION

A total of 400 Montreal residents 18 years old and over were contacted online.

DATA COLLECTION

Collection period: May 8th to 13th, 2015

Method: Online survey

Recruitment: Respondents were recruited via a web panel

Questionnaire length: 8 minutes

WEIGHTING

Survey data **was weighted** in order to reflect the distribution of the study population according to:

- *Age*
- *Gender*
- *Mother tongue*

HOW TO READ THE DATA

Differences that are significantly...

...**higher** are indicated **IN BLUE**

...**lower** are indicated **IN RED**

Montrealers' habits pertaining to use of plastic bags

Canadian Plastics Industry Association (CPIA)

Type of bag provided by supermarkets/grocery stores

Sample: total sample, n=400

MOST OFTEN	AGE				OPINION ON THE BAN (Q13)			
	TOTAL	18-34	35-54	55+	AMBAS-SADORS	CONFOR-MISTS	RESIS-TERS	
(%)	n=	400	116	146	138	109	107	174
TOTAL plastic bag	38	52	38	25	22	41	49	
A free plastic bag	12	16	12	7	8	10	16	
A plastic bag I have to pay for	26	37	26	17	14	31	33	
A paper bag	1	2	1	0	2	1	0	
TOTAL reusable bag	8	9	10	6	5	12	9	
A free reusable bag	3	5	4	1	3	4	4	
A reusable bag I have to pay for	5	4	6	5	3	8	5	
I don't use bags	1	0	0	2	0	0	2	
I bring my own bag	52	36	51	67	70	46	40	

Young people between the ages of **18 to 34** are more likely to **pay for plastic bags** when shopping.

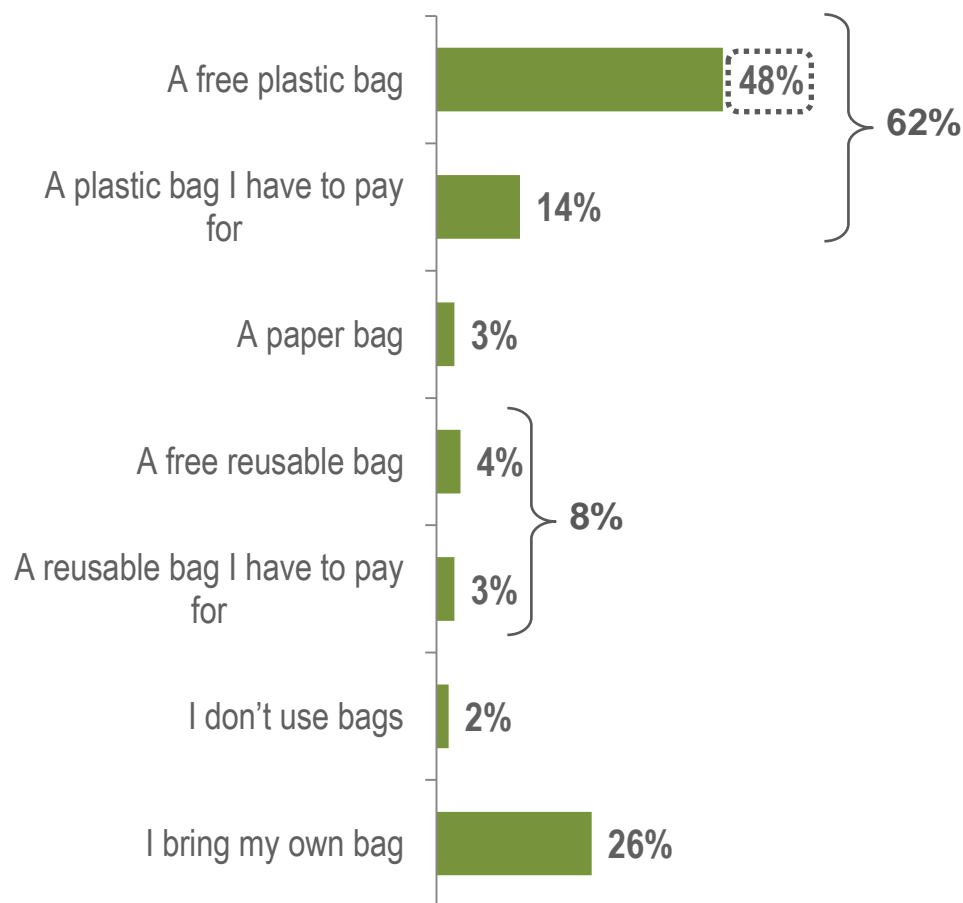
Montrealers who are "**resisters**", that is, they are against the ban on plastic bags, are more likely to **receive plastic bags** when they do their grocery shopping.

The **55+ group** and "ambassadors" (those in favour of the ban) are more likely to **bring their own bags**.

Q1A. Generally, when purchasing products in supermarkets/grocery stores, which type of bags do you MOST OFTEN receive from the retailer

Type of bag provided by other retail stores

Sample: total sample, n=400



Almost half (48%) of Montrealers receive **free plastic bags** when they buy products in retail stores, excluding supermarkets.

A quarter of Montrealers state that they bring their own bags when they shop at retail stores.

Q1B. Generally, when purchasing products in retail stores other than supermarkets/grocery stores (small stores, department stores, etc.), which type of bags do you MOST OFTEN receive from the retailer?

Preferences in terms of bag usage

Sample: total sample, n=400

	AGE				OPINION ON THE BAN (Q13)		
	TOTAL	18-34	35-54	55+	AMBAS-SADORS	CONFOR-MISTS	RESIS-TERS
(%)	n= 400	116	146	138	109	107	174
A reusable bag	40	47	36	37	33	52	38
I bring my own bag	39	30	46	41	59	38	27
A plastic bag	17	15	15	22	5	10	29
A paper bag	3	8	3	0	3	0	6

The majority of Montrealers say they prefer to use **reusable bags** or to **bring their own bags** (40% and 39% respectively).

Montrealers who are "resisters" (against the ban on retailers distributing plastic bags within the City of Montreal) are more likely to **prefer using plastic bags**.

Other uses for plastic bags

Sample: total sample, n=400



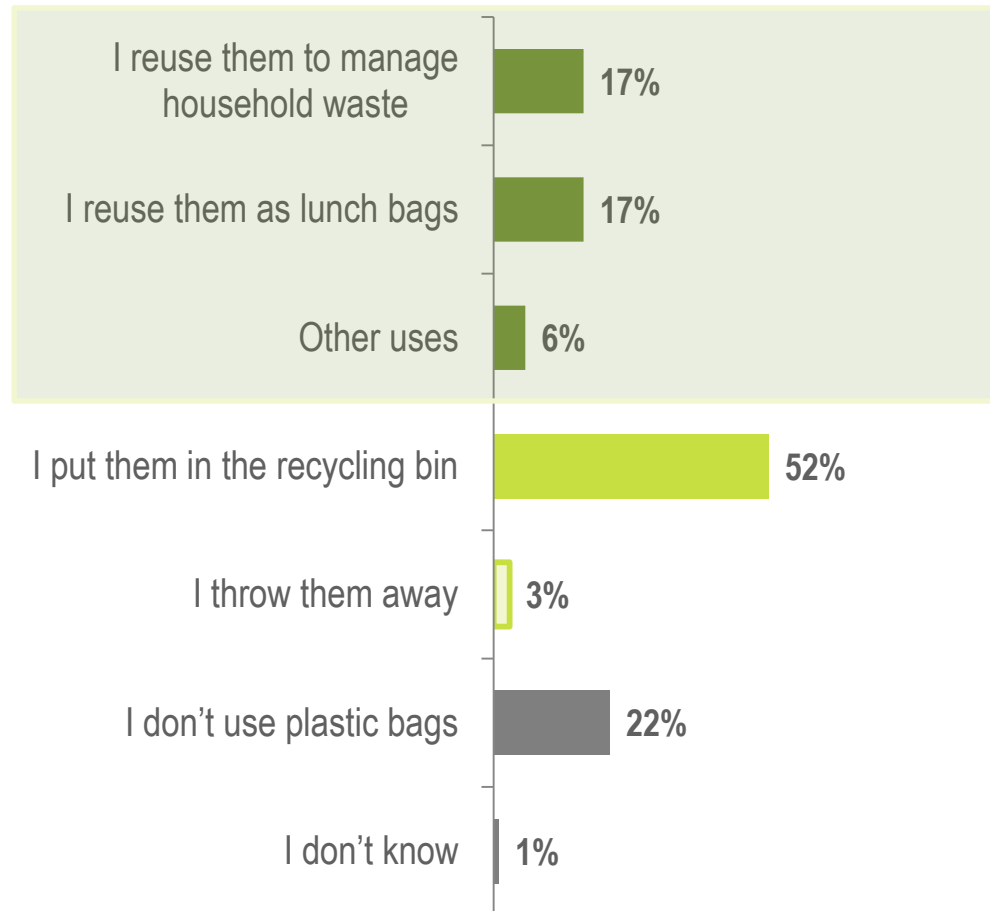
In general, the majority (87%) of Montrealers reuse plastic bags in one way or another.

Q3A. After the first time you use them, how else do you use plastic bags?

As multiple answers were permitted, the total exceeds 100%.

Other uses for paper bags

Sample: total sample, n=400



In general, one-third (34%) of Montrealers reuse paper bags to manage their household waste, as lunch bags, or for other purposes.

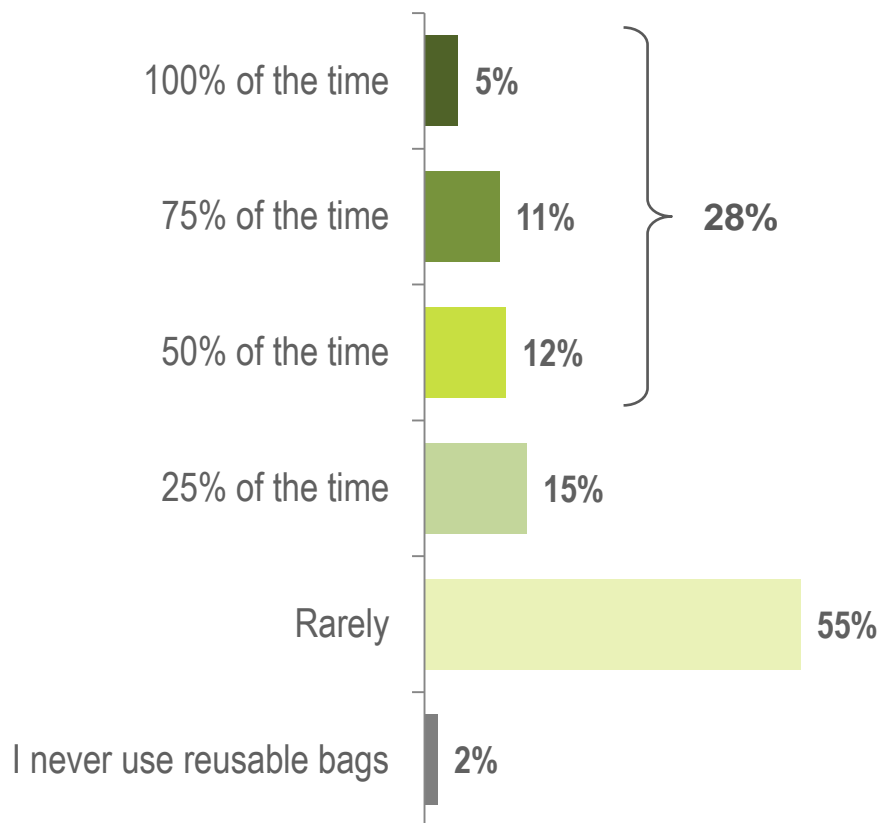
Q3B. After the first time you use them, how else do you use paper bags?
As multiple answers were permitted, the total exceeds 100%.

Montrealers' habits pertaining to use of reusable bags

Canadian Plastics Industry Association (CPIA)

Frequency of forgetting reusable bags

Sample: total sample, n=400



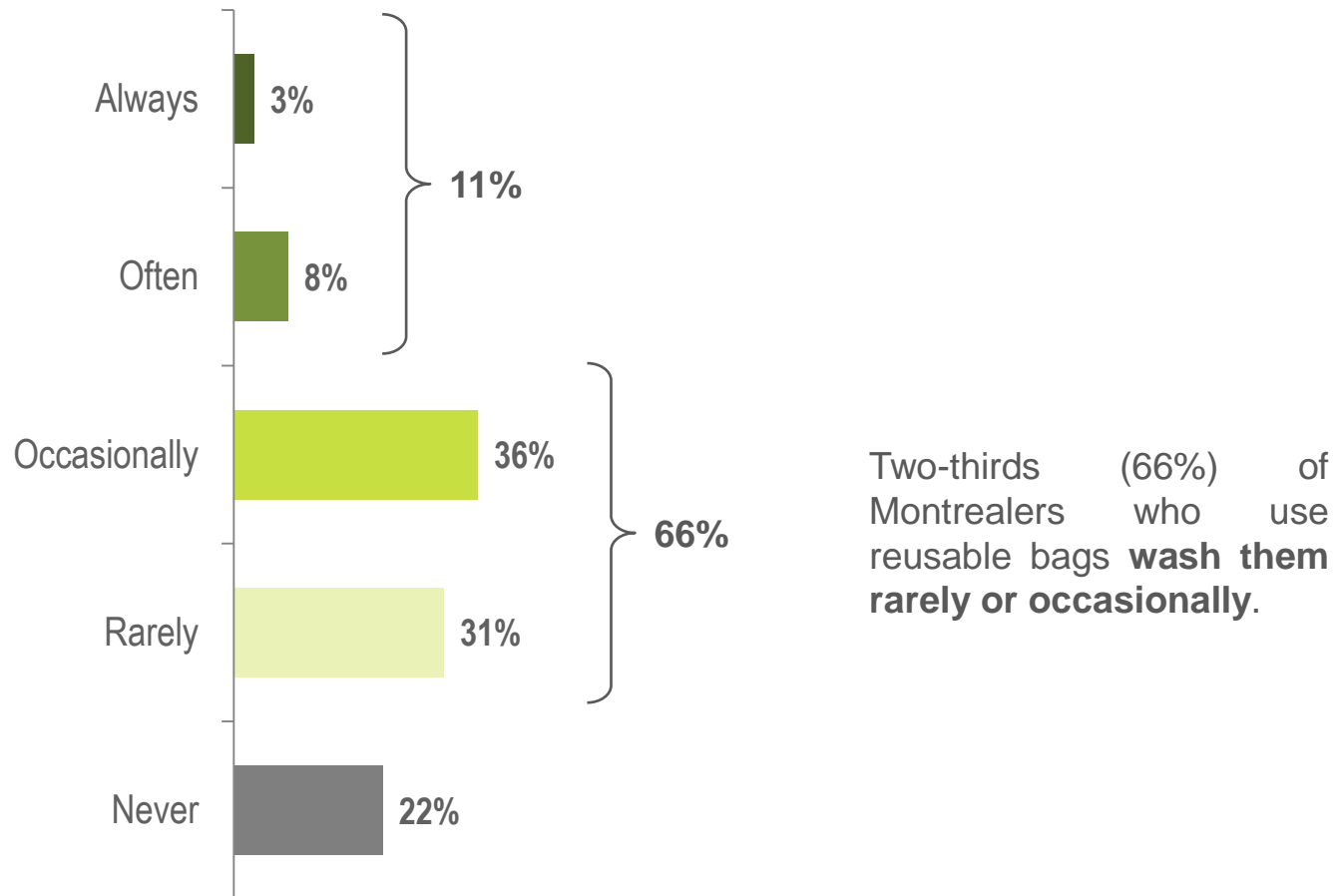
Close to 3 out of 10 Montrealers (28%) forget their reusable bags **50% of the time or more often.**

Bringing reusable bags is a deeply-engrained habit among Montrealers: more than half of them (55%) **rarely forget** to bring reusable bags when they go shopping.

Q5. Generally speaking, how often do you FORGET your reusable bags when you go shopping?

Washing reusable bags

Sample: Montrealers who use reusable bags, n=392



Q6. Do you ever wash your reusable bags?

Quality of reusable bags

Sample: Montrealers who use reusable bags, n=392

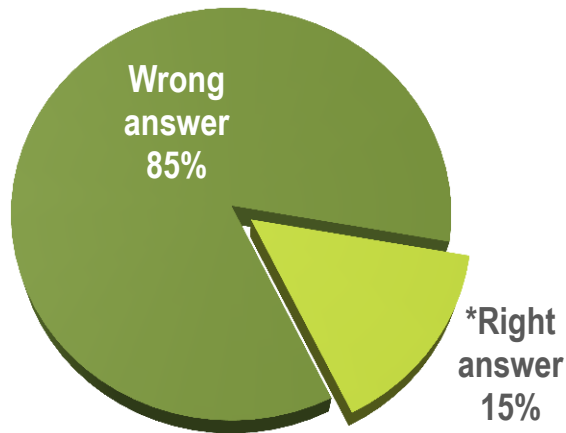
	BAG MOST OFTEN RECEIVED IN A SUPERMARKET			
	TOTAL	PLASTIC BAG	REUSABLE	MY OWN BAG
(%)	n= 392	139	40	209
TOTAL GOOD QUALITY	83	74	81	90
Very good quality	21	16	16	25
Somewhat good quality	62	58	65	66
TOTAL POOR QUALITY	14	22	19	7
Somewhat poor quality	11	18	11	7
Very poor quality	2	4	8	0
I don't know	4	4	0	2

Montrealers who are most inclined to use their own bags believe that the quality of these bags is **very or somewhat good** (90%).

Q7. When you think of the reusable bags that you have purchased over the past few years, would you say that they are, generally speaking, good or poor quality?

Manufacturing and recycling of reusable bags

Sample: total sample, n=400



Right answer (net): "Most reusable bags are made in **Asia** and are **not recyclable** in North America." = TRUE and the other answers are FALSE.

(%)	TOTAL	
	n= 400	
	33	} Right answer (gross)
Most reusable bags are made in Asia and are not recyclable in North America.		
	48	} Wrong answers
Most reusable bags are made in Asia and are recyclable in North America.		
Most reusable bags are made in North America and are not recyclable .	16	
	51	
Most reusable bags are made in North America and are recyclable .		

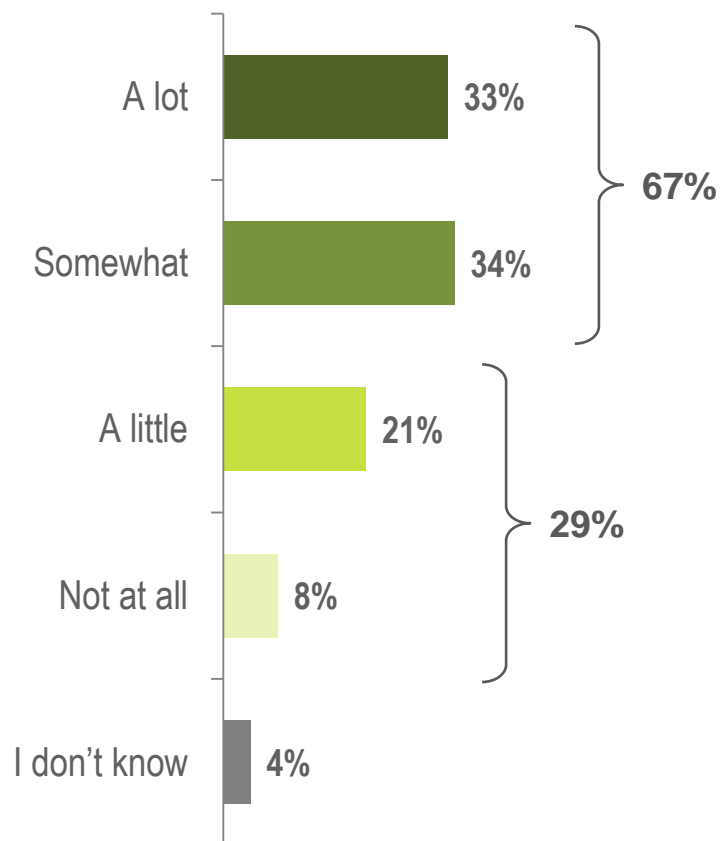
Close to half of Montrealers believe, wrongly, that reusable bags **are recyclable**.

Q9. For each of the following statements, please indicate if it is true or false.

Level of concern about manufacturing and recycling of reusable bags

Sample: total sample, n=400

Knowing that reusable bags are **manufactured in Asia** and **are not recyclable in North America**, two-thirds of Montrealers are concerned (% a lot + somewhat).



Q10. Considering that most reusable bags are made in Asia and are not recyclable in North America, would you say that this situation concerns you...

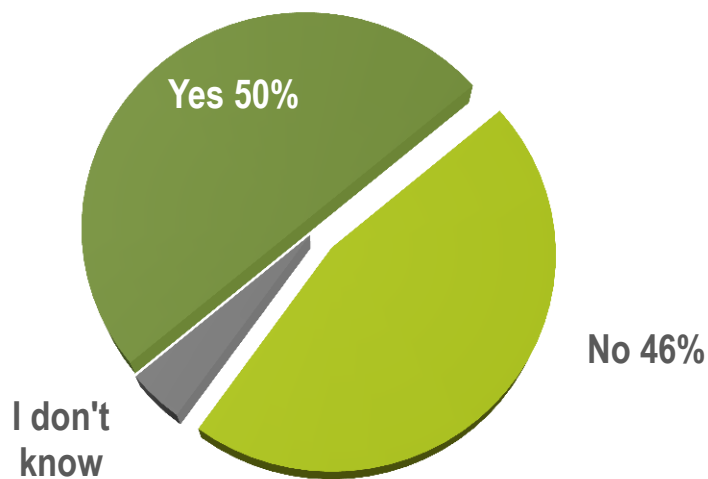
Knowledge of and opinion about the ban on plastic bags

Canadian Plastics Industry Association (CPIA)

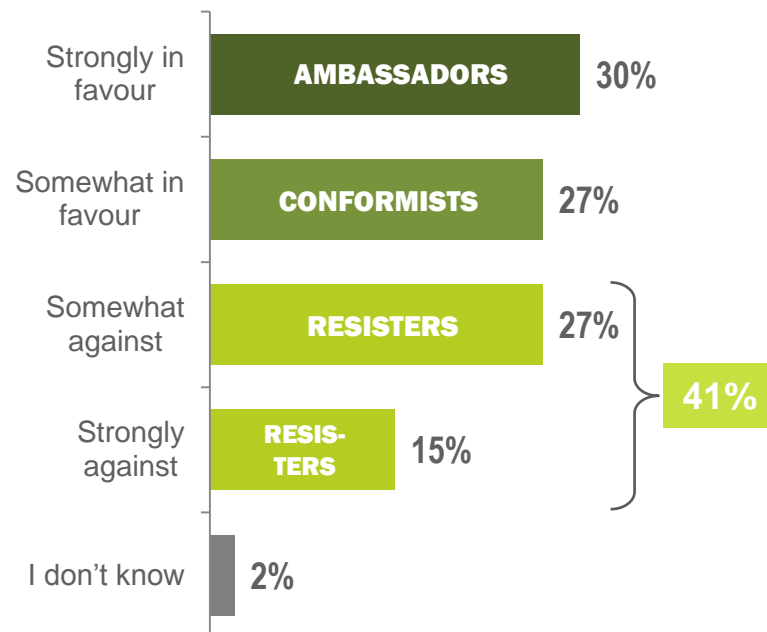
Awareness and opinions about the ban on plastic bags

Sample: total sample, n=400

Half (50%) of the Montrealers surveyed have heard about the City of Montreal's plan to ban retail businesses from giving plastic bags to consumers within the city's territory.



Montrealers' opinions are relatively mixed when it comes to the proposal to ban distribution of plastic bags within the City of Montreal.



Q12. The City of Montreal is considering prohibiting retail stores (small stores, supermarkets/grocery stores, department stores, etc.) from giving out plastic bags to consumers in the City of Montreal. Have you heard about this proposal?

Q13. If the City of Montreal prohibited retail stores (small stores, supermarkets/grocery stores, department stores, etc.) from giving out plastic bags to consumers in the City of Montreal, to what extent would you be in favour of or against this decision?

Opinions about the ban on plastic bags

Sample: total sample, n=400

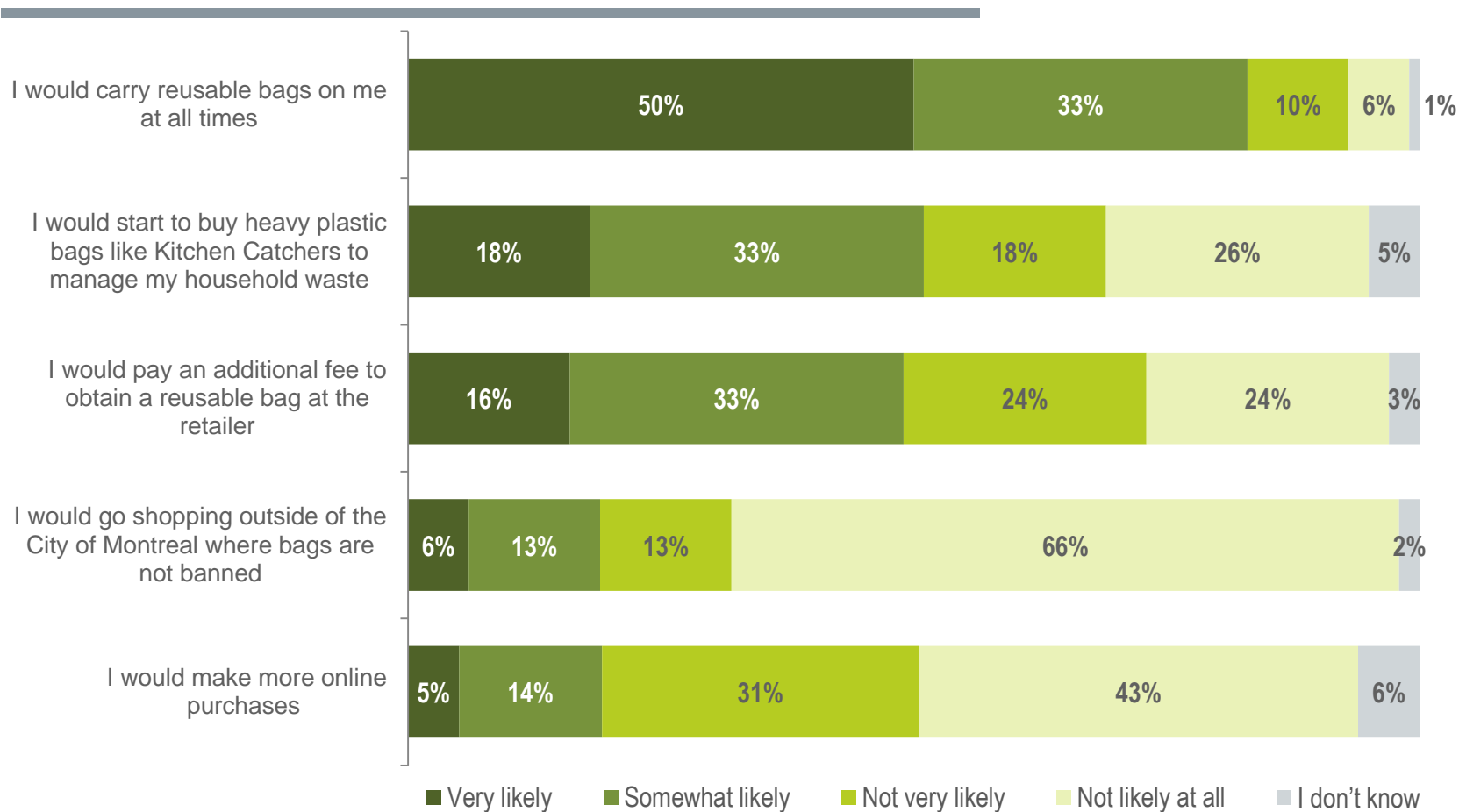
(%)	AGE				BAG MOST-OFTEN RECEIVED AT SUPERMARKET			CONCERN ABOUT REUSABLE BAGS NON-RECYCLABLE		AWARENESS OF THE PROPOSITION	
	TOTAL	18-34	35-54	55+	PLASTIC BAG	RE-USABLE	MY OWN BAG	A LOT + SOMEWHAT	A LITTLE + NOT AT ALL + DNK	YES	NO
	n=	400	116	146	138	147	40	209	257	143	217
TOTAL IN FAVOUR	57	65	57	48	46	56	64	65	39	63	50
Strongly in favour	30	38	29	24	18	19	41	36	19	36	24
Somewhat in favour	27	28	28	24	29	37	24	30	20	27	26
TOTAL AGAINST	41	33	40	50	53	44	32	33	58	36	47
Somewhat against	27	20	30	30	27	37	25	21	39	21	32
Strongly against	15	14	11	20	26	7	7	12	19	15	15
I don't know	2	1	2	3	1	0	4	2	2	1	3

18 to 34-year-olds, those who are most likely to prefer to use their own bags, are concerned that the bags are not recyclable, and those who have heard of the proposal are most strongly in favour (% very favourable) of the ban on distributing plastic bags.

Q13. If the City of Montreal prohibited retail stores (small stores, supermarkets/grocery stores, department stores, etc.) from giving out plastic bags to consumers in the City of Montreal, to what extent would you be in favour of or against this decision?

Consequences of banning plastic bags

Sample: total sample, n=400

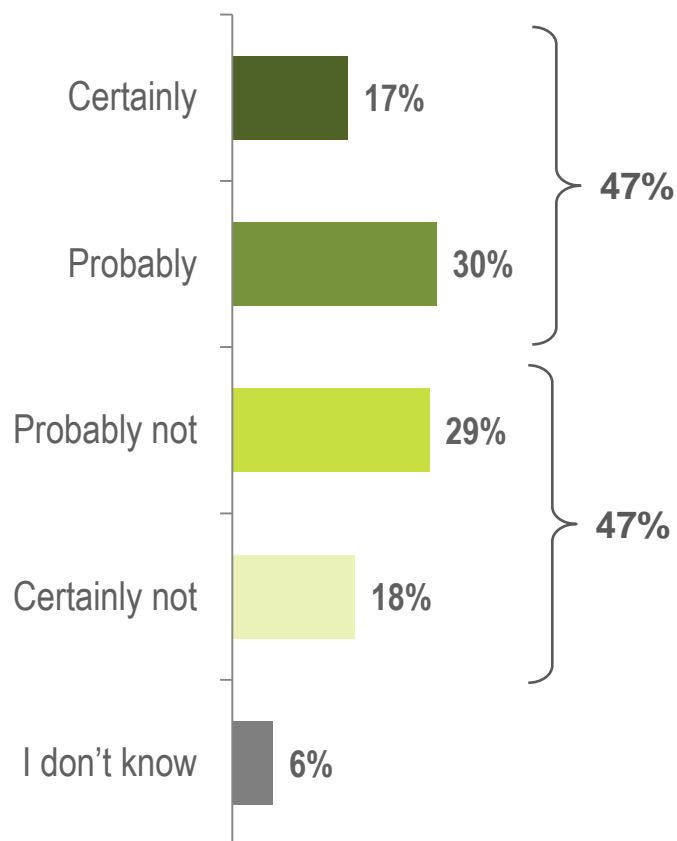


Q14. If the City of Montreal prohibited retail stores (small stores, supermarkets/grocery stores, department stores, etc.) from giving out plastic bags to consumers in the City of Montreal, how likely is it that you would do each of the following things?

Level of support for the ban on plastic bags

Sample: total sample, n=400

Montrealers have **mixed** feelings about the ban on plastic bags when exposed the issue of loss of thousands of jobs within the population.



Opinion about the ban on plastic bags

(%)

TOTAL

n= 400

TOTAL IN FAVOUR

57

Strongly in favour

30

Somewhat in favour

27

TOTAL AGAINST

41

Somewhat against

27

Strongly against

15

I don't know

2

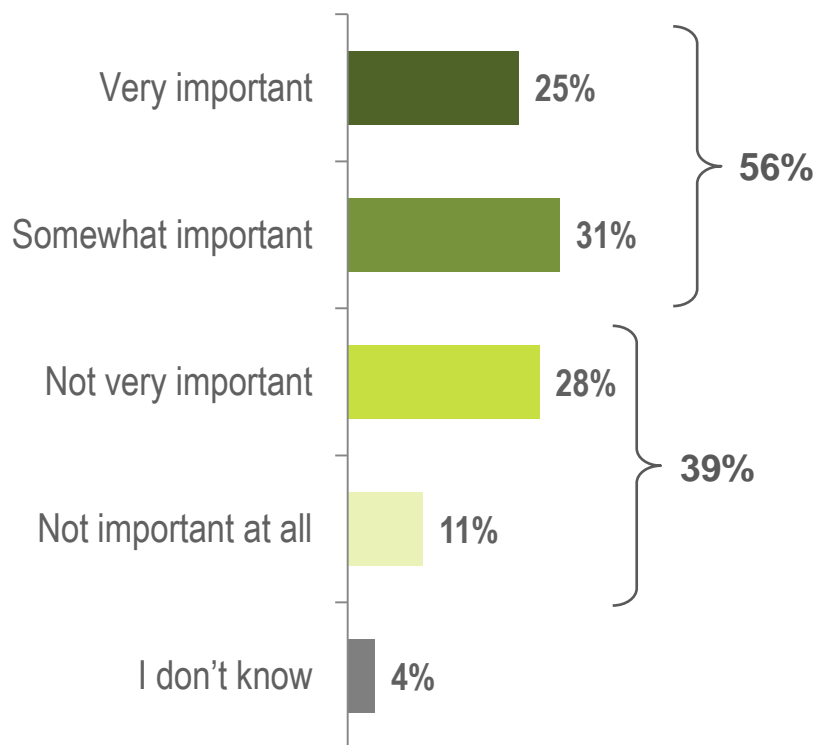
Q15. Considering the fact that some plastic shopping bags are manufactured in Montreal, if you knew that a bag ban would lead to the loss of thousands of jobs, would you support or not a ban on plastic shopping bags in the City of Montreal or not?

Q13. If the City of Montreal prohibited retail stores (small stores, supermarkets/grocery stores, department stores, etc.) from giving out plastic bags to consumers in the City of Montreal, to what extent would you be in favour of or against this decision?

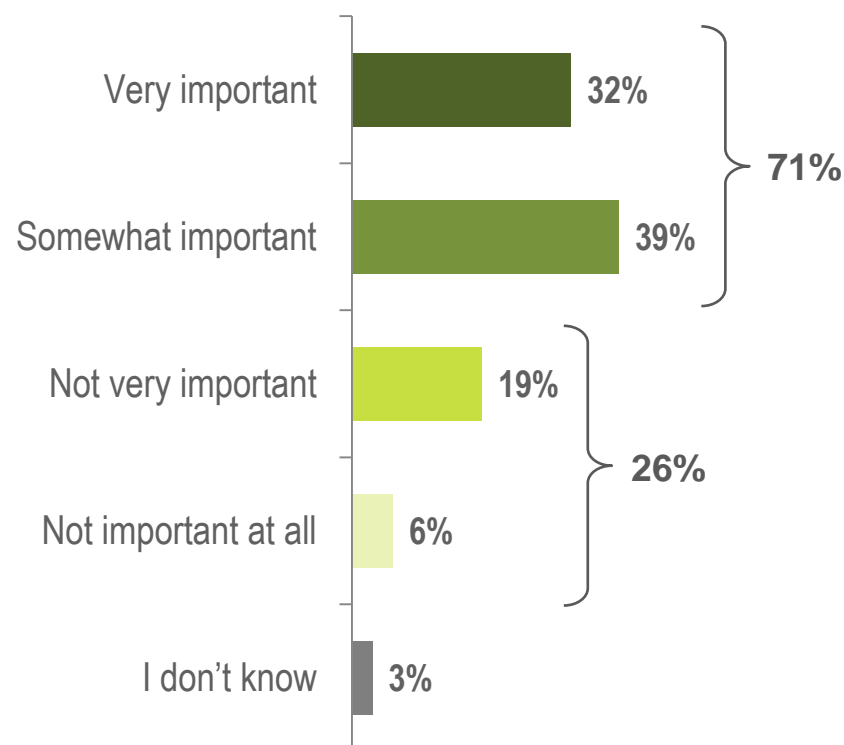
Importance of plastic bags in managing household waste

Sample: total sample, n=400

More than half of Montrealers (56%) say it is **important** to have the option of reusing plastic grocery bags to manage their household waste.



The majority (71%) of Montrealers consider it **important** for them to continue to have the option to reduce, reuse and recycle plastic grocery bags.

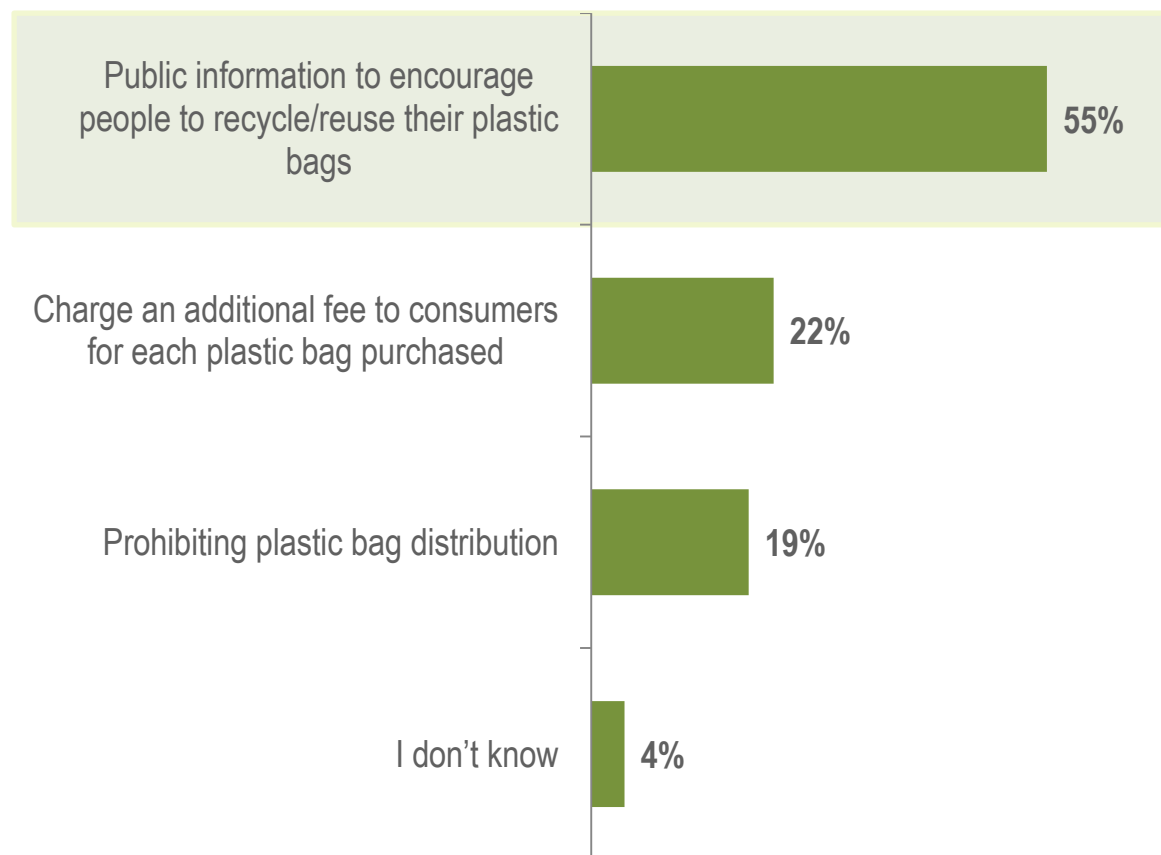


Q16. To manage household waste, how important is it to you to have the option of reusing plastic shopping bags as opposed to purchasing heavier plastic bags like Kitchen Catchers?

Q17. Considering that plastic shopping bags account for less than 1% of litter and 1% of waste going to landfill, how important is it to you to continue to have the option to reduce, reuse, and recycle plastic shopping bags as opposed to banning them

Proposed solution for reducing the number of plastic bags in circulation in the City of Montreal

Sample: total sample, n=400



More than half (55%) of Montrealers believe the best solution to reduce the number of plastic bags in the City of Montreal is to **raise awareness about recycling and reusing plastic bags.**

Q18. In your opinion, which of the following would be the best solution to reduce the number of plastic bags in the City of Montreal?

Respondent profile

Canadian Plastics Industry Association (CPIA)

Respondent profile

GENDER	TOTAL	AMBAS- SADORS	CONFOR- MISTS	RESISTERS
	n=400	109	107	174
Men	48	46	44	52
Women	52	54	56	48

AGE

18 to 24 y.o.	10	14	9	7
25 to 34 y.o.	21	25	23	18
35 to 44 y.o.	22	18	22	24
45 to 54 y.o.	14	17	15	11
55 to 64 y.o.	22	13	17	31
65 to 74 y.o.	10	10	12	8
75 y.o. or over	1	2	1	0

OWNER/RENTER

Owner	51	47	56	50
Renter	49	53	44	50

GARBAGE CHUTE

Yes	18	19	16	18
Non	82	81	84	82

EDUCATION

	TOTAL	AMBAS- SADORS	CONFOR- MISTS	RESISTERS
	n=400	109	107	174
Elementary school or less	32	18	39	38
Technical college/Trade school	26	31	21	26
University degree	42	51	41	37

OCCUPATION

Working full-time (30 hours per week or more)	50	59	50	44
Working part-time (under 30 hours per week)	9	13	5	9
Unemployed, looking for work	7	4	6	9
At home full-time (homemaker, unable to work)	7	7	4	9
Retired	19	9	24	22
Student	8	8	10	7

HOUSEHOLD INCOME

Under \$40K	27	24	24	33
\$40K-\$80	31	34	29	31
\$80k-\$100K	10	14	9	8
\$100K+	19	22	19	15
I prefer not to answer	13	6	20	13

MOTHER TONGUE

French	52	55	49	52
English or other	48	45	51	48



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