

Consumers React to Seattle's Plastic Bag Ban

Survey Finds Ban Popular and Successful

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Survey Design

- In October, we surveyed 891 consumers outside of nine different Seattle supermarkets

Districts with more racial diversity

District	Store Visited	Time Visited
Greater Duwamish	Grocery Outlet	Saturday 12pm-3pm and Sunday 10am-12pm
Downtown	Kress IGA	Monday 9am-2pm
Central	Uwagimaya	Friday 11am-3pm
Southeast	ABC Supermarket	Friday 10am-1pm, 6pm-7pm

Districts with less racial diversity

District	Store Visited	Time Visited
Ballard	Ballard Market	
Southwest	QFC West Seattle 42 nd Street	Saturday 11am-5pm
Magnolia/Queen Anne	Metropolitan Market	
East	QFC on 15 th	Wednesday 10am-2pm
Northeast	Safeway on 45th	

For surveyors:

Bag Type: Reusable/Paper/None

Ra/Eth: W/NW

FOR CONSUMERS

Seattle recently passed a plastic bag ban, which prohibits all businesses or retail stores from distributing single-use plastic shopping bags to customers. Stores are still allowed to provide paper bags, but they are required to charge the customer 5 cents for every paper bag.

1. Were you aware of the plastic bag ban?
 - 1.Yes
 - 2.No
2. What is your opinion of the plastic bag ban?
 - 1.Agree
 - 2.Neutral
 - 3.Disagree
 - 4.Not sure
3. How often do you bring your own bag to the store?
 - 1.All the time
 - 2.Most of the time, but I still forget here and there
 - 3.I usually forget it, but I occasionally remember
 - 4.Never
4. Did the bag ban prompt you to bring your bag more often?
 - 1.Yes
 - 2.No
5. Do you have any additional comments about the bag ban?

What is your age?

- a)0-20
- b) 21-40
- c) 41-60
- d) 61+

Representative of Seattle residents

Sex			
Sample			Seattle
	Count	Percent	Percent
Female	451	51%	50%
Male	440	49%	50%
Grand Total	891	100%	100%

Race			
Sample			Seattle
	Count	Percent	Percent
People of color	332	37%	32%
White	559	63%	68%
Grand Total	891	100%	100%

Age			
Sample			Seattle
	Count	Percent	Percent
0-20	45	5%	20%
21-40	345	39%	37%
41-60	310	35%	30%
61+	191	21%	13%
Grand Total	891	100%	100%

Plastic Bag Ban is Popular

- 94% of consumers aware of the ban.
- 64% of consumers agree with the ban.
- Ban more popular among:
 - Women than men
 - White people than people of color
 - People ages 21-40 than ages 41-60



www.seattletimes.com

	Seattle Consumers' Opinion of Bag Ban		
Opinion	Count		Percent
Agree	552		64%
Disagree	165		19%
Neutral/unsure	141		16%
Grand Total	858		100%

The Bag Ban Affects Change

- The majority (54%) of consumers report the ban has prompted them to bring their own bag more often.
- Who's most affected?
 - 60% of people of color report bag ban has prompted reusable bag usage
 - 51% of white people



Bringing Own Bag Becoming the Norm

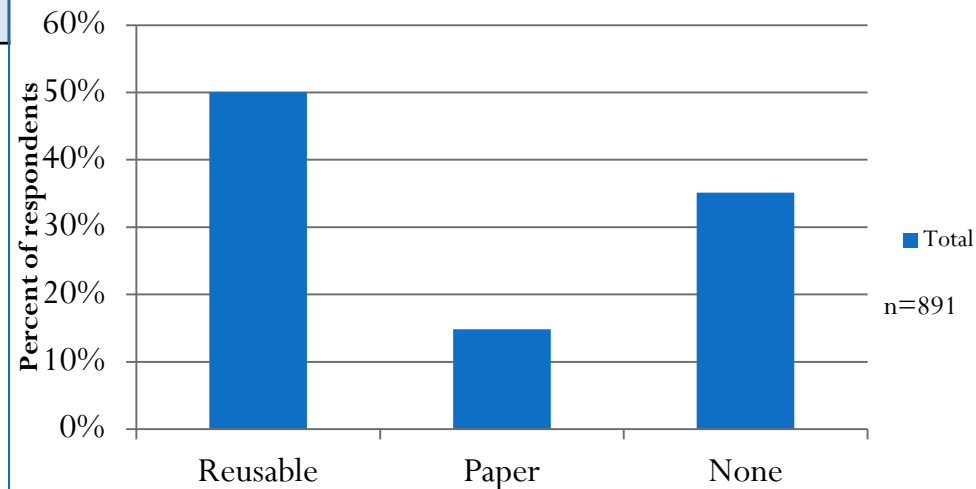
66% of consumers report that they bring their own bag at least most of the time.

	Frequency of bringing reusable bag	
Row Labels	Count	Percent
All the time	296	34%
Most of the time	274	32%
Usually forget	169	20%
Never	119	14%
Grand Total	858	100%

“When I see everyone else doing it, it’s easier for me to remember.”
-Customer at QFC on 15th

We observed 50% of consumers using a reusable bag and 35% using no bag at all.

Observed Type of Bag Being Used



Business Survey

- We surveyed 18 employees at six of the supermarkets where we surveyed consumers
- We also surveyed 31 small businesses over the phone

Questions:

How many people bring their own bag to your store?

- a) 0-25%
- b) 26-50%
- c) 51-75%
- d) 76-100%

How has this number changed since the ban was implemented?

- a) Increased significantly
- b) Increased slightly
- c) Stayed the same
- d) Decreased slightly
- e) Decreased significantly

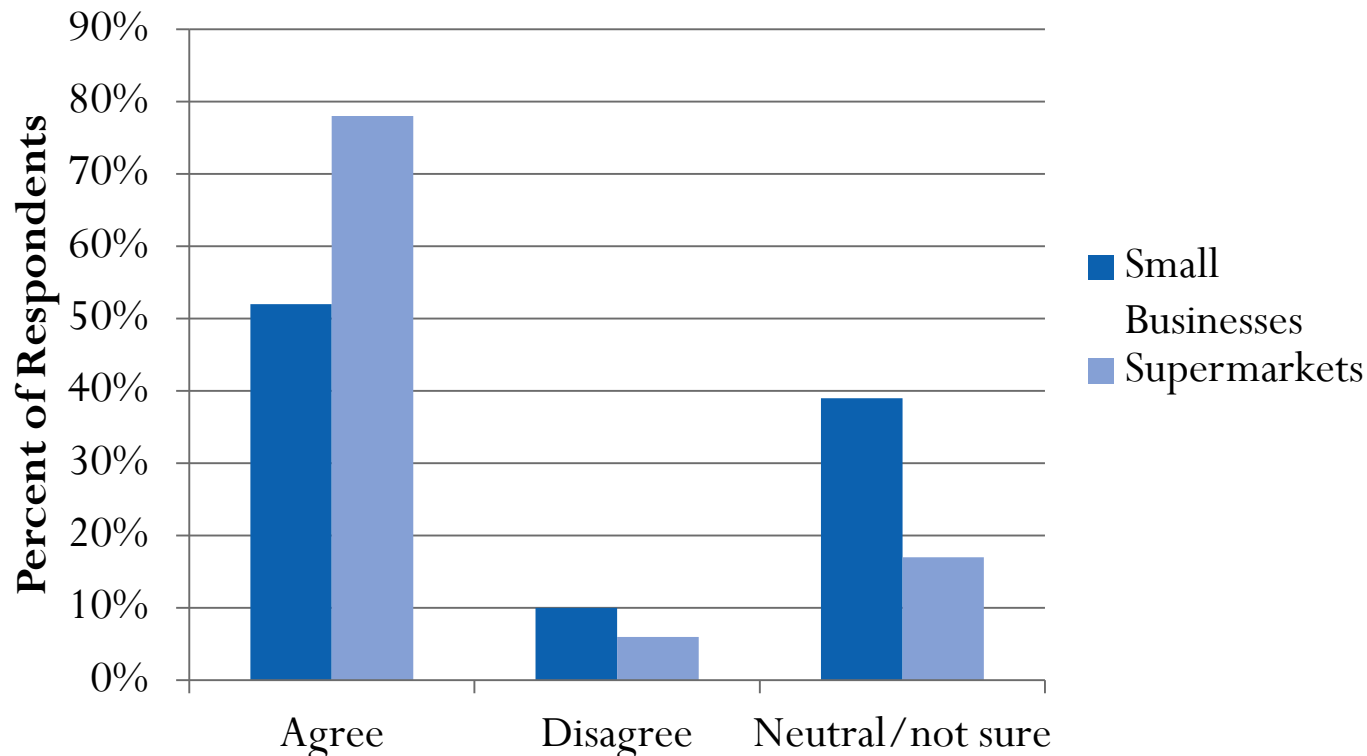


TheSeattleTimes.com

Ban more popular at supermarkets

- Overall, 61% of employees agree with the ban
- 78% of supermarket employees, 52% of small businesses

Opinion of Ban



“People seem to understand why the ban was passed.”

-Kress IGA cashier

“Paper bags are harder to pack and less durable than plastic.”

--Anonymous Video Store Owner

“The Seattle plastic bag ban ordinance is and has been a great success for Ballard Market. We have seen a stable 60% increase in the use of reusable bags. “

--Town and Country’s Sustainability coordinator Tony D’Onofrio

Changes Seen By Businesses

The number of people bringing their own bag to the store:

- 72% of employees report the number has increased

Greater impact at supermarkets:

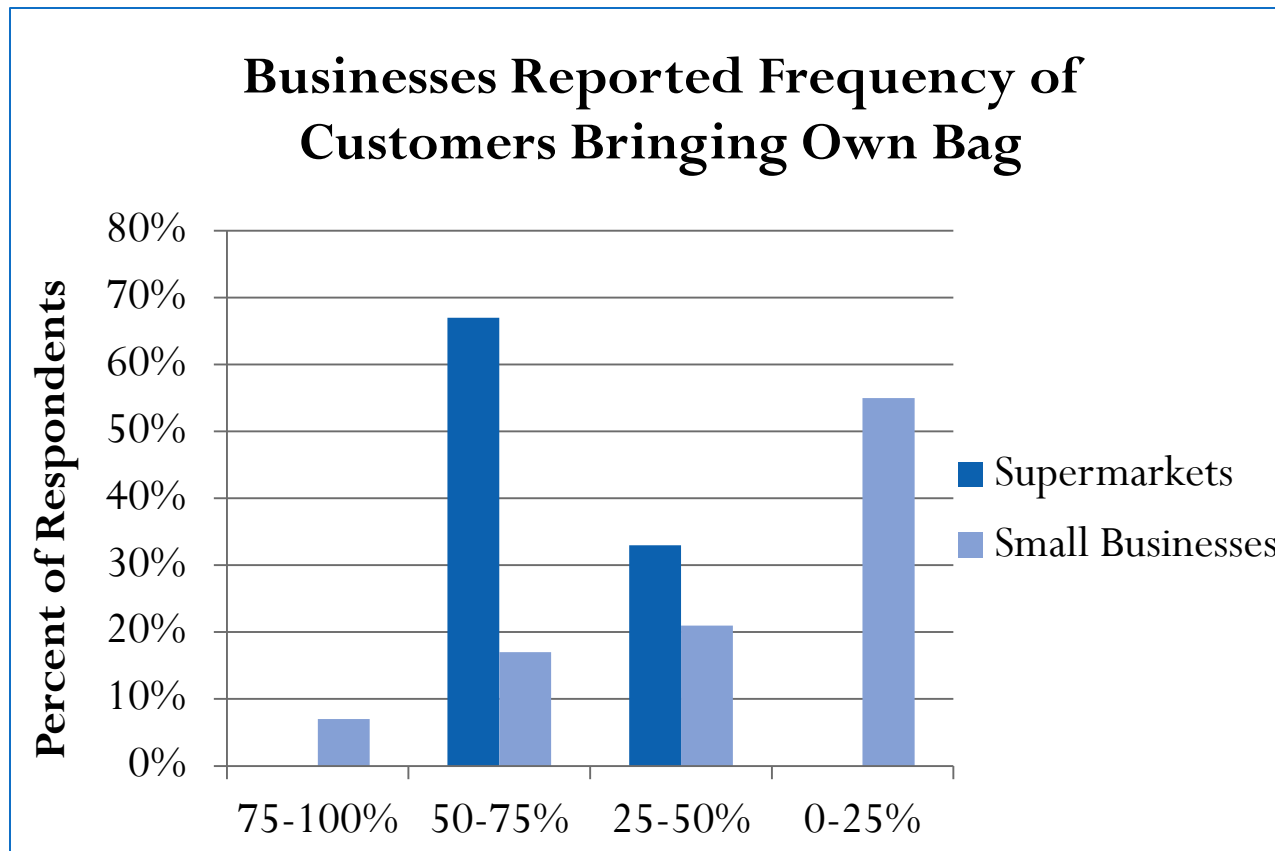
- 94% of supermarkets have seen an increase in reusable bag usage
47% of small businesses

Greater impact where plastic was offered prior:

- 77% of stores where plastic was offered prior have seen an increase in reusable bag usage
40% of stores that didn't offer plastic prior

Most People Bringing Their Own Bag

- Most supermarkets report customers bring their own bag 50-75% of the time, and most small businesses report 0-25% of the time.



(66% of consumers report that they bring their own bag most or all of the time)

Conclusions

- The bag ban has been popular and successful
 - 64% of consumers and 61% of business employees agree with the ban
 - 54% of consumers report it has prompted them to bring their own bag more often
 - 72% of stores report more reusable bag usage since the ban was passed



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