

# Toronto Plastic Shopping Bag Ban

## Total City Results

### EXECUTIVE SUMMARY

#### Key Points

- \* Support for a reversal on the plastic bag ban is high in Toronto with 65% agreement.
- \* The most important reason for reversal is the desire to have the option of using the 3 R's instead of an outright ban.

#### Details

- \* Residents of Toronto were evenly split between agreement (47%) and disagreement (49%) with the plastic shopping bag ban prior to understanding any facts about the impact of the decision other than what City Council had approved.
- \* After understanding some key facts about the impact of the ban relating to socio, economic and environmental factors, 65 % of Ward constituents agreed the ban should be reversed by City Council. A significant increase!
- \* The freedom to choose plastic shopping bags as a convenient and no cost option to carryout purchases when shopping was extremely to very important with 44% of Toronto residents.
- \* Managing household waste with the option of reusing plastic shopping bags as opposed to purchasing heavier plastic bags was extremely to very important with 56% of Toronto residents.
- \* Given 90% of plastic shopping bags are made in Ontario, 47% are extremely or very concerned that the ban will result in job losses and closure of local small family owned plastic bag manufacturing businesses.
- \* Given that plastic shopping bags in Toronto make up less than 1% of liter or waste in landfill, 61% say it is extremely to very important to have the option to reduce, reuse and recycle plastic shopping bags as opposed to banning them.

### METHODOLOGY

- \* Interactive Touch Response (ITR) poll conducted on September 20,2012.
- \* Initial 157,570 residential phone database was used. Total of 51,303 dials - acceptance of live answer calls only.
- \* 10 question poll including age category, gender, ban and ban reversal, 4 additional plastic bag factors to consider, councillor (selected Wards) and mayor favourability.
- \* If under 18 further questions were terminated.
- \* Total sample size of 5,019 on first question on ban agreement/disagreement - Accuracy +/- 1.4% 19 times out of 20.
- \* Results weighted based on Ward population in 2006 Census of Canada and age, gender and voter turnout profile.

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## Total City Results

### BAN APPROVAL

Accuracy = +/- 1.4%

19 times out of 20

	% Agree with Ban <sup>3</sup>	% Agree with Ban Reversal <sup>8</sup>
Sample Size	5,019	5,009
Strongly Agree	23%	45%
Somewhat Agree	23%	20%
Somewhat Disagree	18%	12%
Strongly Disagree	31%	19%
Neutral	4%	4%
Net Agree	47%	65%
Net Disagree	49%	31%
<b>Net Agree/Disagree</b>	<b>-3%</b>	<b>34%</b>

Q3 Toronto City Council recently approved a total ban on Toronto retail stores providing all single use plastic shopping bags. The ban takes affect January 1st - about three months from now. This ban includes compostable, biodegradable or photodegradable plastic bags. Do you agree or disagree with this ban?

Q8 Based on what you know about the environmental, social and economic factors do you agree or disagree that City Council should reverse the ban on plastic shopping bags?

### SOCIAL, ECONOMIC AND ENVIRONMENTAL FACTORS

Accuracy = +/- 1.4%

19 times out of 20

	Importance/Concern			
	Choice <sup>4</sup>	Manage Waste <sup>5</sup>	Jobs & Business <sup>6</sup>	3 R's <sup>7</sup>
Total Sample	5,019	5,014	5,013	5,010
Extremely	25%	37%	27%	39%
Very	19%	20%	20%	22%
Somewhat	27%	23%	31%	21%
Not At All	29%	20%	22%	18%

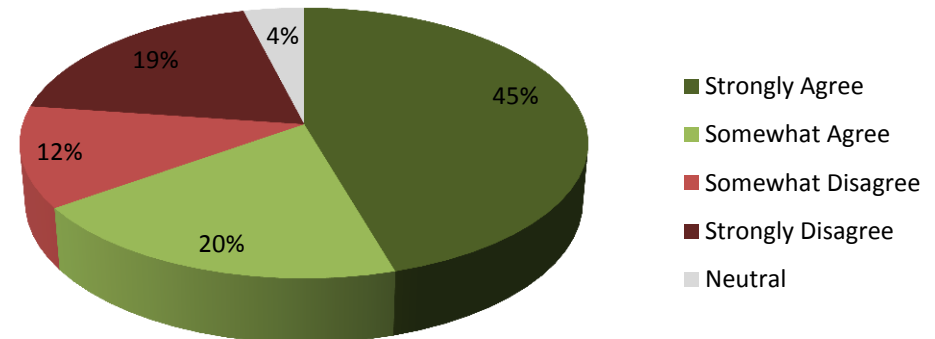
Q4 When shopping, how important is it to you to have the freedom to choose plastic shopping bags as a convenient and no cost option to carryout your purchases?

Q5 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 such as Kitchen Catchers?

Q6 90% of plastic shopping bags used in Toronto are made right here in Ontario. How concerned are you, that a ban on shopping bags in Toronto will result in job losses and closure of local small family owned plastic bag manufacturing businesses?

Q7 City of Toronto figures show that plastic shopping bags account for less than 1% of litter and waste going into landfill. How important is it to for you to continue to have the option to reduce, reuse and recycle plastic shopping bags as opposed to banning them?

### Ban Reversal



### Importance of Factors

