

# Consumer Education and Access

A Plastic Pollution Prevention  
and Packaging Producer Responsibility Act  
Needs Assessment  
Technical Report

**February 2026**



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# Executive Summary

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[The Plastic Pollution Prevention and Packaging Producer Responsibility Act](#) (Senate Bill [SB] 54, Allen, Chapter 75, Statutes of 2022) (the Act) established an extended producer responsibility (EPR) program to manage single-use packaging and single-use plastic food service ware (covered material) in California. The Act requires the Department of Resources Recycling and Recovery (CalRecycle) to conduct a needs assessment to aid its implementation.

This study was conducted through surveys of a representative sample of 2,297 adult California residents to assess the following topics related to covered material:

- Knowledge of, and participation in, recycling, composting, source reduction, and reuse activities
- Access to waste collection and source reduction services
- Waste sorting behaviors

This survey will inform implementation of the Act by providing information on:

- Consumer education needed for recycling, composting, reuse, refill, and reduction
- Existing access to on-premises recycling and composting at multifamily residences
- Factors contributing to contamination

## Key Findings from the Survey and Analysis

### Recycling and Composting

Although most respondents report that they recycle (95%), many are uncertain about how to:

- Prepare recyclables before placing them in bins
- Identify chasing arrows symbols and resin code numbers on plastic items
- Properly sort plastic items in the correct bin

Respondents generally report properly disposing of most nonplastic items. Exceptions include paper milk cartons (66% place in recycling), aseptic cartons (39%), and wooden boxes (30%). Proper sorting was evaluated using CalRecycle's covered material category (CMC) list for recyclability and compostability, published December 31, 2024.

Compared to single-family respondents, multifamily respondents are:

- Much less likely to have their own bins (50% compared to 91%)
- More likely to share bins with other households (46% compared to 7%)

- More likely to place all trash, recycling, and green waste in a single bin (23% compared to 12%)

Among the small portion of respondents who say they do not recycle, the most common motivator to recycle is more bin availability (39%). However, 25% say nothing would motivate them to recycle more.

Surveyed low-income and multifamily households are less likely than their counterparts to use alternative recycling methods, including drop-off recycling centers, voluntary bottle deposit services, home composting, store drop-off, mail-back containers, and subscription programs. Among respondents who do not use alternative recycling methods, high-income, suburban, and single-family households are more likely to say that current recycling services meet their needs.

### Source Reduction, including Reuse/Refill

A majority of respondents participate in nearly all of the listed source reduction activities to some degree, including purchasing products in bulk packaging (74%), choosing products with minimal or no plastic packaging (67%), purchasing concentrated products (64%), opting out of plastic single-use food service ware (55%), buying products by weight at the bulk section of a store (53%), bringing returnable and/or refillable containers back to participating locations (53%), and purchasing products at refill stores (38%).

Respondents who participate in source reduction activities most often cite environmental benefits, reduced packaging waste, and lower overall cost. Nonparticipants report that financial incentives and greater availability of products and services would motivate participation.

Low-income and rural (compared to urban) respondents are less likely than urban respondents to participate in most source reduction activities.

### Education and Outreach

Respondents report receiving information on proper waste sorting and reducing single-use plastic materials through a variety of methods and sources. Preferences for how information is received generally align with how information is currently provided.

While low-income and rural respondents are less interested in receiving more information overall, nearly half of respondents in both groups (45% low-income, 44% rural) express interest in learning more about which items go in which bins.

# 1 Introduction

---

## 1.1 Background

[The Plastic Pollution Prevention and Packaging Producer Responsibility Act](#) (Senate Bill [SB] 54, Allen, Chapter 75, Statutes of 2022) (the Act) established an extended producer responsibility (EPR) program to manage single-use packaging and single-use plastic food service ware (covered material) in California. The Department of Resources Recycling and Recovery (CalRecycle) is required to conduct a statewide needs assessment to aid its implementation and investigate the actions and investments needed to meet the requirements of the Act.

The law requires that by 2032:

- Plastic covered material be source reduced by 25%.
- All covered material be recyclable or eligible to be labeled compostable.
- Plastic covered material achieves a 65% recycling rate.

This report is part of a wider study commissioned by CalRecycle as part of the statewide needs assessment to better understand the access communities have to source reduction, reuse/refill, recycling, and composting infrastructure. This study also sought to understand what education communities need to recycle and compost correctly under a changing system.

## 1.2 Objectives

Approximately 2,300 adult California residents were surveyed about their general sorting behaviors, access to services, and knowledge related to single-use packaging and single-use plastic food service ware.

After gathering a representative sample of the adult California population, statistical analysis was further conducted to understand statistically significant relationships that provide insight into:

- Knowledge and participation in recycling, composting, source reduction, and reuse activities.
- Access to waste collection and source reduction services.
- Waste sorting behaviors.

## 1.3 Study Design

### 1.3.1 Methodology

An online survey in English and Spanish with questions developed by CalRecycle and feedback from the contractor was released from August 12 to September 9, 2025, to a representative group of the adult population in the state (see Appendix A: Participant Online Survey).

The survey was programmed using proprietary market research software which:

- Incorporated a variety of question types.
- Enabled respondents to participate using a variety of electronic devices (computer, cell phone, tablet).
- Displayed precise definitions of terminology used in the survey (see Appendix B: Glossary of Terms included in Participant Survey).
- Included images provided by CalRecycle (see Appendix C: Images included in Participant Survey).

The online survey was administered through a market research online panel (ePanel) which has members throughout California, across all demographic segments.

ePanels are a well-established social science research method for conducting large-scale online quantitative research (Litman, 2023) and offer the following benefits:

- Ability to reach a broad range of respondents.
- Ability to field a large survey within a short timeframe.
- Cost effectiveness.
- Ability to secure the desired representation across different strata.

The ePanel allowed selection of respondents by demographic characteristics. All respondents were asked demographic questions at the beginning of the survey, regardless of whether they provided demographic information when registering with the ePanel. Survey respondents were paid for their participation by the research panel.

On average, it took a respondent 16 minutes and 59 seconds to complete the survey.

### **1.3.2 Participant Sample Plan and Completed Surveys**

To ensure a proper representation of California's adult population, participant quotas were developed based on data of Californians age 18 or older from the U.S. Census Bureau (U.S. Census Bureau, n.d.).

Demographic quota groups included age, regional distribution, population density type (rural, suburban, urban), type of residence (single-family home, multifamily properties, other), employment status, household income, gender, race, Hispanic origin, language spoken at home, marital status, and household composition.

During the survey, respondents first indicated whether they are of Hispanic or Latino descent. A second question asked about their race (e.g., white, black). Asking these questions separately ensures California's population is accurately represented, because people of Hispanic origin may belong to any racial group. This approach is consistent with U.S. Census Bureau guidelines (U.S. Census Bureau, 2024).

The study design targeted 2,200 completed surveys. To achieve the desired number of complete surveys within the various quota groups, a total of 2,297 surveys were completed (see Appendix D1 – Total and Targeted Completes by Segment).

Priority populations were identified by CalRecycle and are defined by the following criteria:

- Low-income
  - Household annual income under \$70,000.
- Rural
  - Based on self-report designation to the question: “How would you describe your residential area?” (Response options: urban, suburban, rural, other).
- Multifamily Properties
  - Apartment, condominium, townhouse, or duplex.
- California Native American Tribes (Tribes)
  - Self-reported answers were compared to the Native American Heritage Commission (NAHC) Tribe List (See Appendix D3 – Native American Heritage Commission [NAHC] Tribe List).
  - Respondents whose responses did not align with the list were not categorized as California Native American Tribal members.
- Disadvantaged Communities (DAC)
  - Respondent zip codes were compared against the Office of Environmental Health Hazard Assessment (OEHHA) list of census tracts identified as disadvantaged communities (California Office of Environmental Health Hazard Assessment, n.d.).
  - A total of 358 unique zip codes were identified as including disadvantaged communities (see Appendix D2 – Disadvantaged Community [DAC] Zip Codes).

## **1.4 Data Quality Assurance and Control**

The contractor adhered to industry-standard procedures and best practices for data quality assurance and control (see Appendix E: Data Quality Assurance and Control).

## **1.5 Data Analysis Method**

Upon completion of survey fielding, all responses were checked for accuracy and organized into data tables, called cross-tabulations, that compare survey results across different groups of people.

The results presented in the data tables include a statistical check (significance testing) that shows whether the differences between groups are statistically meaningful. This

was done using the standard 95% confidence level (meaning one can be 95% confident that the difference is meaningful).

All written comments and “other specify” with a fill-in-the-blank box responses are grouped into categories and included in the data tables.

The primary focus of the subgroup analysis and the results presented in this report is on various priority populations. Several other demographics, as previously noted, are also included in the data tables.

## 1.6 Report Key

The following reporting conventions are utilized in the report:

**Exhibits:** Charts and tables showing the survey data are referred to as exhibits.

- Exhibits are numbered to correspond with the question number in the final survey.
- Each exhibit refers to the table number(s) of the associated data tables.
- Exhibits with numbers (only) (e.g., Exhibit 1) show data for the total number of respondents who answered the question.
- Exhibits with numbers and letters (e.g., Exhibit 1A) show data for priority populations and show the results of the statistical analysis.

### Statistical Analysis:

- For exhibits with numbers and letters, a capital letter within the data cell indicates that group’s response data is significantly higher than the group or groups identified by the capital letter or letters (see Figure 1 for example of an exhibit showing results and how to read it). These significant differences are based on statistical testing at the 95% confidence level.
- The number of participants in each category who answered the question is shown as n=#.
- Report exhibits that represent fewer than 30 respondents are flagged with the \* symbol to show that results should be interpreted with caution.
- When fewer than 10 respondents answered a question, the exhibit shows the number of responses instead of percentages.

### Priority populations:

- When referring to differences between priority populations and their counterparts, the following conventions are used:
  - Low-income respondents are compared to mid-income (\$70K to \$149K) respondents and high-income (\$150K or more) respondents.

- Rural respondents are compared to urban respondents and suburban respondents.
- Respondents living in multifamily properties are compared to respondents living in single-family homes.
- Due to the small number of respondents from Tribes, no comparisons are made to other respondents.

**Figure 1: Priority Populations Report Table Example and How to Read It**

**Exhibit 1A (Data Table 17)**

Availability and Usage of **Recycling Bins**

Question 1 Please select the availability and usage of recycling and green materials bins/dumpsters that are available to you at your residence.

n = number of respondents in that category.  
For example, in this case, 970 respondents indicated they were low-income (household income of less than \$70k)

	Low-Income (n=970) (C)	Mid-Income (n=655) (D)	High-Income (n=635) (E)	Rural (n=334) (F)	Urban (n=937) (G)	Suburban (n=1,001) (H)	Multifamily Home (n=710) (I)	Single-Family Home (n=1,458) (J)	Other Home (n=108) (K)	Tribes (n=54) (L)
Have and Use	79%	92% <sup>C</sup>	94% <sup>C</sup>	73%	90% <sup>F</sup>	90% <sup>F</sup>	79%	92% <sup>IK</sup>	71%	85%
Available but Do Not Use	6% <sup>DE</sup>	3%	2%	8% <sup>GH</sup>	4%	2%	6% <sup>J</sup>	3%	7% <sup>J</sup>	6%
Not Available	15% <sup>DE</sup>	5%	3%	19% <sup>GH</sup>	7%	7%	15% <sup>J</sup>	5%	21% <sup>J</sup>	9%

Base: Total respondents (n=2,297). Data Table 17

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

The superscript capital letters indicate that there is a statistically significant relationship for that value at a 95% confidence level.

For example, in this case, “DE” are the reference groups of Mid-Income (D) and High-Income (E). Compared to those reference groups, the Low-Income (C) group was more likely to indicate that a recycling bin was not available to them.

In other words, those superscript letters indicate the following: Compared to mid-income and high-income respondents (5% and 3%, respectively), low-income respondents were more likely to not have a recycling bin available to them (15%).

## 2 Recycling and Composting

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The following section covers respondent behaviors related to how they discard materials, including the availability and ownership of recycling and green materials bins. It also covers respondents' current and preferred methods and sources for receiving information on appropriate waste sorting, and interest in learning more about recycling and green materials management topics.

### 2.1 Availability and Usage of Recycling and Green Materials Bins

The following are findings on availability and usage:

- The vast majority of respondents (87%) say they have and use recycling bins (see Exhibit 1).
- A majority of respondents (75%) say they have and use green material bins (see Exhibit 1).
- For both types of bins, lack of availability is roughly twice as common of a response as lack of use.

#### 2.1.1 Priority Populations

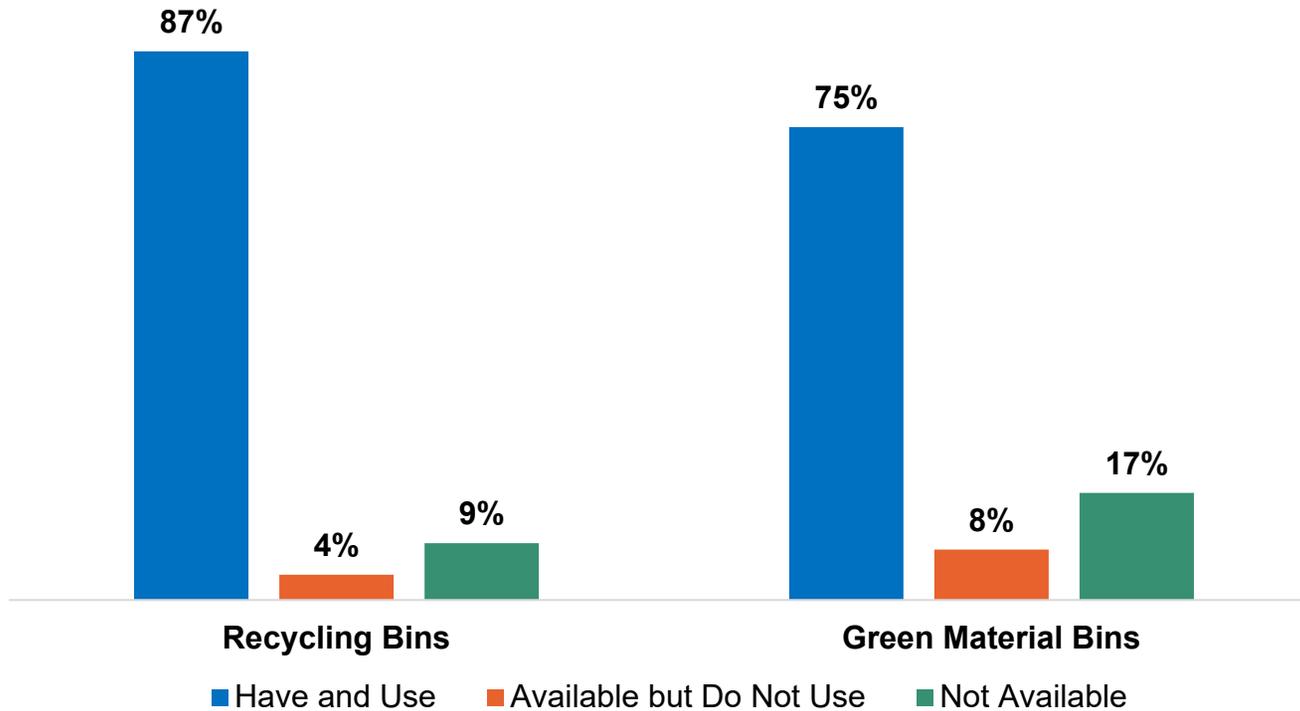
Among priority populations, the following patterns were identified:

- Low-income respondents are more likely to say recycling and green materials bins are not available, or that recycling bins are available, but they do not use them compared to mid-income and high-income respondents (see Exhibit 1A and Exhibit 1B).
- Rural respondents are more likely to say recycling and green materials bins are not available, or that they are available but not used (see Exhibit 1A and Exhibit 1B).
- Multifamily respondents are more likely to say recycling and green materials bins are not available, or that they are available but not used (see Exhibit 1A and Exhibit 1B).
- Among respondents who identify as a member of a tribe, 85% say they have and use their own recycling bin (see Exhibit 1A) and 81% report having and using their own green materials bin (see Exhibit 1B).

### Exhibit 1 (Data Tables 17/18)

#### Availability and Usage of Recycling Bins and Green Materials Bins

Question 1: Please select the availability and usage of recycling and green materials bins/dumpsters that are available to you at your residence.



Base: Total respondents (n=2,297). Data Tables 17 and 18

## Exhibit 1A (Data Table 17)

### Availability and Usage of Recycling Bins

Question 1: Please select the availability and usage of recycling and green materials bins/dumpsters that are available to you at your residence.

	Low-Income (n=970) (C)	Mid-Income (n=655) (D)	High-Income (n=635) (E)	Rural (n=334) (F)	Urban (n=937) (G)	Suburban (n=1,001) (H)	Multifamily Home (n=710) (I)	Single-Family Home (n=1,458) (J)	Other Home (n=108) (K)	Tribes (n=54) (L)
Have and Use	79%	92% <sup>C</sup>	94% <sup>C</sup>	73%	90% <sup>F</sup>	90% <sup>F</sup>	79%	92% <sup>IK</sup>	71%	85%
Available but Do Not Use	6% <sup>DE</sup>	3%	2%	8% <sup>GH</sup>	4%	2%	6% <sup>J</sup>	3%	7% <sup>J</sup>	6%
Not Available	15% <sup>DE</sup>	5%	3%	19% <sup>GH</sup>	7%	7%	15% <sup>J</sup>	5%	21% <sup>J</sup>	9%

Base: Total respondents (n=2,297). Data Table 17

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

## Exhibit 1B (Data Table 18)

### Availability and Usage of Green Materials Bins

Question 1: Please select the availability and usage of recycling and green materials bins/dumpsters that are available to you at your residence.

	Low-income (n=970) (C)	Mid-Income (n=655) (D)	High-Income (n=635) (E)	Rural (n=334) (F)	Urban (n=937) (G)	Suburban (n=1,001) (H)	Multifamily Home (n=710) (I)	Single-family Home (n=1,458) (J)	Other Home (n=108) (K)	Tribes (n=54) (L)
Have and Use	66%	81% <sup>C</sup>	83% <sup>C</sup>	58%	78% <sup>F</sup>	78% <sup>F</sup>	61%	84% <sup>IK</sup>	55%	81%
Available but Do Not Use	9%	9%	7%	11% <sup>H</sup>	9% <sup>H</sup>	7%	12% <sup>J</sup>	6%	13% <sup>J</sup>	6%
Not Available	25% <sup>DE</sup>	10%	10%	31% <sup>GH</sup>	13%	15%	27% <sup>J</sup>	10%	32% <sup>J</sup>	13%

Base: Total respondents (n=2,297). Data Table 18

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

## **2.2 Reasons for Not Using Recycling and Green Materials Bins**

Among the small portion who say they have a recycling bin but do not use it, roughly 25% say it is due to:

- The bin being too far from their residence (see Exhibit 2).
- Uncertainty of what to place in the bin (see Exhibit 2).
- Bad smells that could attract animals or scavengers (see Exhibit 2).

The reasons given for having but not using green materials bins are similar to the responses given for not using recycling bins (see Exhibit 2).

### **2.2.1 Priority Populations**

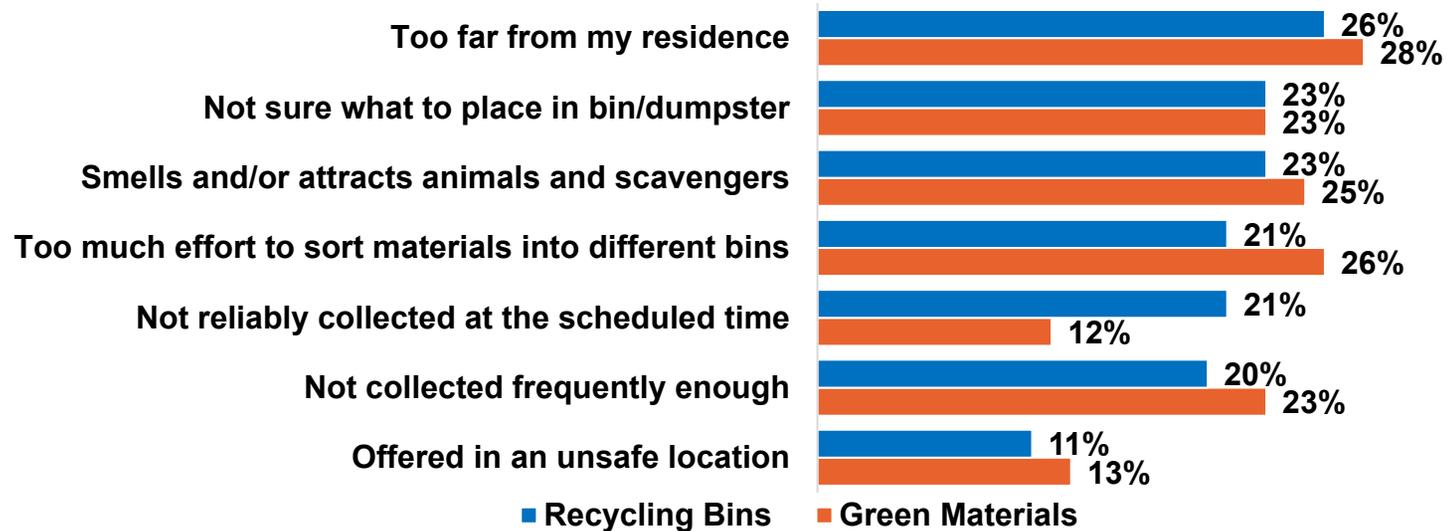
Among priority populations, the following reasons were identified:

- Low-income respondents are less likely to say they do not use green materials bins due to smells/attracting animals or not knowing what to place in them compared to mid-income and high-income respondents (see Exhibit 2B).
- Rural respondents are much less likely to say they do not use green materials bins because it's too much effort to sort or to be deterred by smells/animals (see Exhibit 2B). They are more likely than suburban respondents to say it is too far from their residence (see Exhibit 2B).
- Multifamily respondents are more likely to say they don't use recycling bins because it's too much effort to sort, or because the bins are in unsafe locations (see Exhibit 2B).

## Exhibit 2 (Data Tables 19/20)

### Reasons for Having but Not Using Recycling Bins and Green Materials Bins <sup>1</sup>

Question 2: Why don't you use this bin/dumpster?



Base: Bin is available but not used (Recycling n=92; Green Materials n=194). Data Tables 19/20

<sup>1</sup> Responses with fewer than 10% mentions among total respondents not shown.

## Exhibit 2A (Data Table 19)

### Reasons for Having but Not Using Recycling Bins

Question 2: Why don't you use this (Recycling) bin/dumpster?

	Low-income (n=56) (C)	Mid-Income (n=19) <sup>♦</sup> (D)	High-Income (n=15) <sup>♦</sup> (E)	Rural (n=26) <sup>♦</sup> (F)	Urban (n=35) (G)	Suburban (n=25) <sup>♦</sup> (H)	Multifamily Home (n=40) (I)	Single-family Home (n=42) (J)	Other Home (n=8) <sup>♦</sup> (K)	Tribes (n=3) <sup>♦</sup> (L)
Smells and/or attracts animals and scavengers	18%	21%	40%	19%	31%	19%	28%	21%	(1)	(0)
Too far from my residence	25%	11%	47% <sup>D</sup>	27%	26%	24%	33%	21%	(1)	(0)
Not reliably collected at the scheduled time	25%	16%	7%	27%	20%	16%	20%	17%	(3)	(0)
Not sure what to place in bin/dumpster	20%	26%	33%	23%	29%	16%	28%	17%	(3)	(0)
Too much effort to sort materials into different bins	20%	21%	27%	12%	20%	36% <sup>F</sup>	30% <sup>J</sup>	12%	(2)	(2)
Not collected frequently enough	21%	5%	33% <sup>D</sup>	15%	20%	20%	18%	24%	(1)	(1)
Offered in an unsafe location	11%	0%	20%	4%	20%	8%	15% <sup>J</sup>	2%	(3)	(0)

Base: Bin is available but not used (n=90). Data Table 19

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

\*Caution: Very small base size. For single-digit base size, frequencies shown instead of percentages.

## Exhibit 2B (Data Table 20)

### Reasons for Having but Not Using Green Materials Bins

Question 2: Why don't you use this (Green Materials) bin/dumpster?

	Low-income (n=91) (C)	Mid-Income (n=56) (D)	High-Income (n=45) (E)	Rural (n=37) (F)	Urban (n=88) (G)	Suburban (n=66) (H)	Multifamily Home (n=84) (I)	Single-family Home (n=93) (J)	Other Home (n=14) <sup>♦</sup> (K)	Tribes (n=3) <sup>♦</sup> (L)
Too far from my residence	25%	23%	40%	32% <sup>H</sup>	35% <sup>H</sup>	14%	30%	26%	21%	(2)
Smells and/or attracts animals and scavengers	16%	30% <sup>C</sup>	33% <sup>C</sup>	11%	32% <sup>F</sup>	23%	27%	23%	29%	(1)
Not sure what to place in bin/dumpster	12%	32% <sup>C</sup>	36% <sup>C</sup>	16%	25%	26%	21%	24%	36%	(0)
Not collected frequently enough	20%	29%	22%	14%	25%	26%	20%	29%	7%	(1)
Too much effort to sort materials into different bins	19%	32%	33%	8%	32% <sup>F</sup>	27% <sup>F</sup>	30%	25%	14%	(2)
Offered in an unsafe location	10%	16%	18%	8%	19% <sup>H</sup>	8%	11%	15%	21%	(1)
Not reliably collected at the scheduled time	9%	16%	13%	11%	17%	8%	13%	10%	29% <sup>J</sup>	(0)

Base: Bin is available but not used (n=194). Data Table 20

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

\*Caution: Very small base size. For single-digit base size, frequencies shown instead of percentages.

## **2.3 Bin/Dumpster Ownership**

Seventy-seven percent of respondents say they have their own trash, recycling, and/or green waste bins or dumpsters (see Exhibit 3). Of the remaining 23% of people, 20% share their bins/dumpsters with others while 3% indicate they do not have a bin/dumpster.

### **2.3.1 Priority Populations**

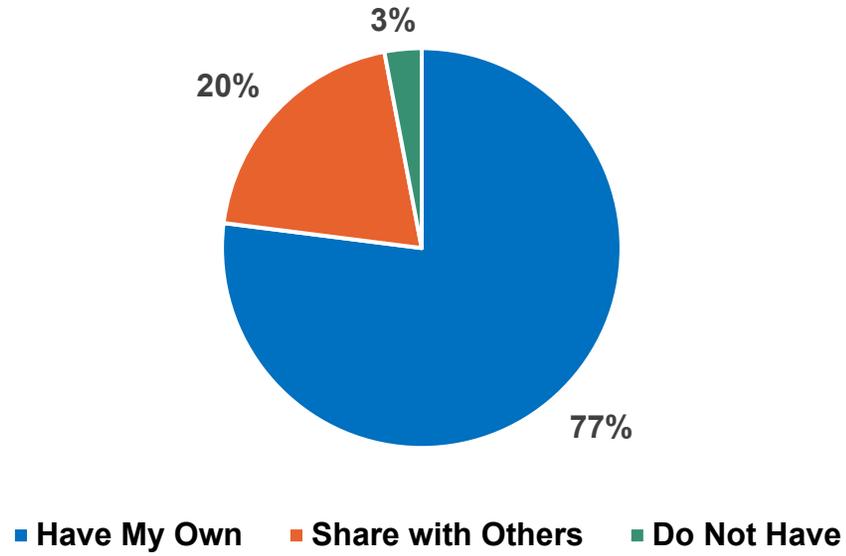
Among priority populations, the following patterns were identified:

- Low-income respondents are more likely to say they either do not have any trash, recycling, and/or green materials bins, or that they share with other households compared to mid-income and high-income respondents (see Exhibit 3A).
- Rural respondents are more likely to say they do not have any trash, recycling, and/or green materials bins (see Exhibit 3A).
- Multifamily respondents are more likely to say they either do not have any trash, recycling, and/or green materials bins, or that they share with other households (see Exhibit 3A).
- Seventy-four percent of tribal respondents have their own bins/dumpsters, while 22% share bins with other households (see Exhibit 3A).

### Exhibit 3 (Data Table 21)

#### Whether Own or Share Bins/Dumpsters

Q.3 Do you have your own trash, recycling, and/or green waste bins/dumpsters, or do you share with other households?



Base: Total respondents (n=2,297). Data Table 21

### Exhibit 3A (Data Table 21)

#### Whether Own or Share Bins/Dumpsters

Q.3 Do you have your own trash, recycling, and/or green waste bins/dumpsters, or do you share with other households?

	Low-income (n=970) (C)	Mid-Income (n=655) (D)	High-Income (n=635) (E)	Rural (n=334) (F)	Urban (n=937) (G)	Suburban (n=1,001) (H)	Multifamily Home (n=710) (I)	Single-family Home (n=1,458) (J)	Other Home (n=108) (K)	Tribes (n=54) (L)
Have my own bins/dumpsters	67%	83% <sup>C</sup>	88% <sup>CD</sup>	77%	73%	81% <sup>G</sup>	50%	91% <sup>IK</sup>	67% <sup>I</sup>	74%
Share with other households	28% <sup>DE</sup>	17% <sup>E</sup>	11%	16%	25% <sup>FH</sup>	17%	46% <sup>JK</sup>	7%	26% <sup>J</sup>	22%
Do not have bins/dumpsters	5% <sup>DE</sup>	<1%	1%	8% <sup>GH</sup>	2%	2%	4% <sup>J</sup>	2%	7% <sup>J</sup>	4%

Base: Total respondents (n=2,297). Data Table 21

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

## **2.4 Bin/Dumpster Utilization**

The following are findings for bin/dumpster utilization:

- Sixty-seven percent of respondents report that they place their trash, recycling, and green waste in separate bins (see Exhibit 4).
- Sixteen percent say they put all their trash, recycling, and green waste in the same bin/dumpster (see Exhibit 4).

### **2.4.1 Priority Populations**

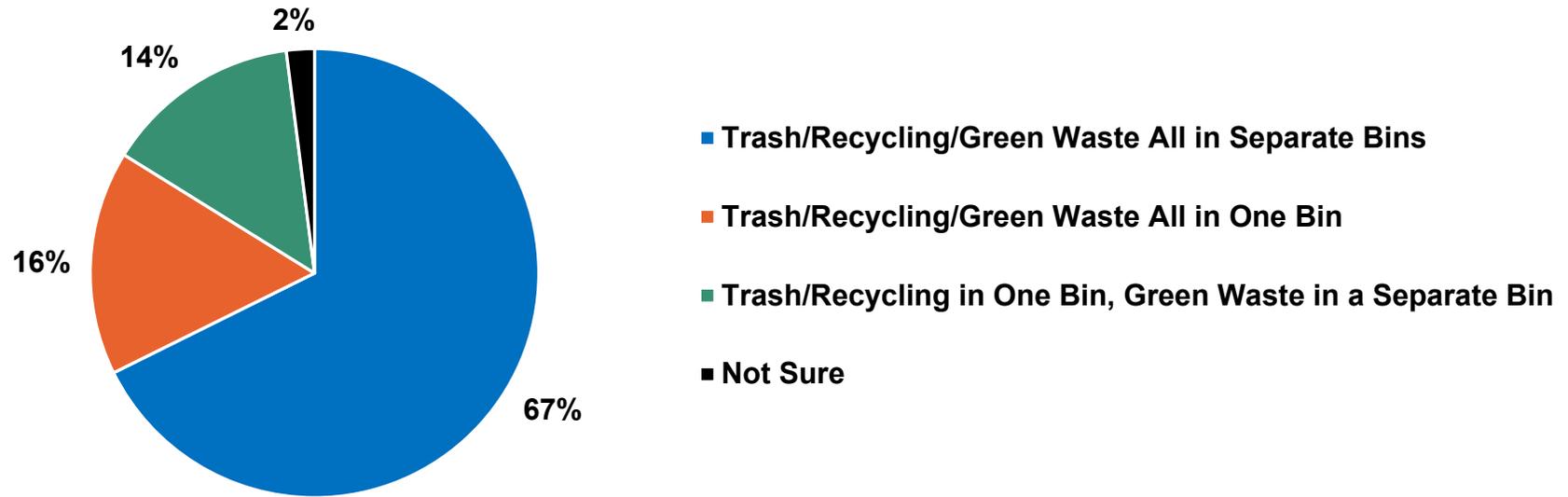
Among priority populations, the following patterns were identified:

- Low-income respondents are less likely than high-income respondents to say they place trash, recycling, and green waste in separate bins (see Exhibit 4A).
- Rural respondents are more likely than urban respondents to say they place trash, recycling, and green waste in separate bins. Rural respondents are also more likely than suburban respondents to place everything in one bin (see Exhibit 4A).
- Multifamily respondents are less likely to say they place trash, recycling, and green waste all in separate bins (see Exhibit 4A).
- Sixty-two percent of tribal respondents say they place trash, recycling, and green waste in separate bins, and 25% say they place everything in one bin (see Exhibit 4A).

**Exhibit 4 (Data Table 22)**

**How Trash, Recycling, and Green Waste are Placed in Bins/Dumpsters**

Question 4: How are trash, recycling, and green waste placed in your bins/dumpsters?



Base: Have own bin or share bins with others (n=2,235). Data Table 22

**Exhibit 4A (Data Table 22)**

**How Trash, Recycling, and Green Waste are Placed in Bins/Dumpsters**

Question 4: How are trash, recycling, and green waste placed in your bins/dumpsters?

	Low-income (n=917) (C)	Mid-Income (n=654) (D)	High-Income (n=631) (E)	Rural (n=308) (F)	Urban (n=919) (G)	Suburban (n=985) (H)	Multifamily Home (n=685) (I)	Single-family Home (n=1,436) (J)	Other Home (n=100) (K)	Tribes (n=52) (L)
Trash/Recycling/ Green Waste All in Separate Bins	65%	66%	72% <sup>CD</sup>	66% <sup>G</sup>	57%	78% <sup>FG</sup>	55% <sup>K</sup>	75% <sup>IK</sup>	43%	62%
Trash/Recycling/ Green Waste All in One Bin	16%	18%	16%	20% <sup>H</sup>	23% <sup>H</sup>	10%	23% <sup>J</sup>	12%	37% <sup>IJ</sup>	25%
Trash/Recycling in One Bin, Green Waste in a Separate Bin	14%	15%	12%	10%	18% <sup>FH</sup>	11%	17% <sup>J</sup>	12%	16%	12%
Not Sure	5% <sup>DE</sup>	1%	1%	4% <sup>H</sup>	2%	2%	4% <sup>J</sup>	1%	4% <sup>J</sup>	2%

Base: Have own bin or share bins with others (n=2,202). Data Table 22

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

## **2.5 Use of Alternative Recycling Methods**

Fifty-one percent of respondents say they utilize drop-off recycling centers, while more than 25% do not use any alternative recycling methods (see Exhibit 5). Alternative recycling methods include drop-off recycling centers, voluntary bottle deposit services, home composting, store drop-off, mail back containers, and subscription programs.

### **2.5.1 Priority Populations**

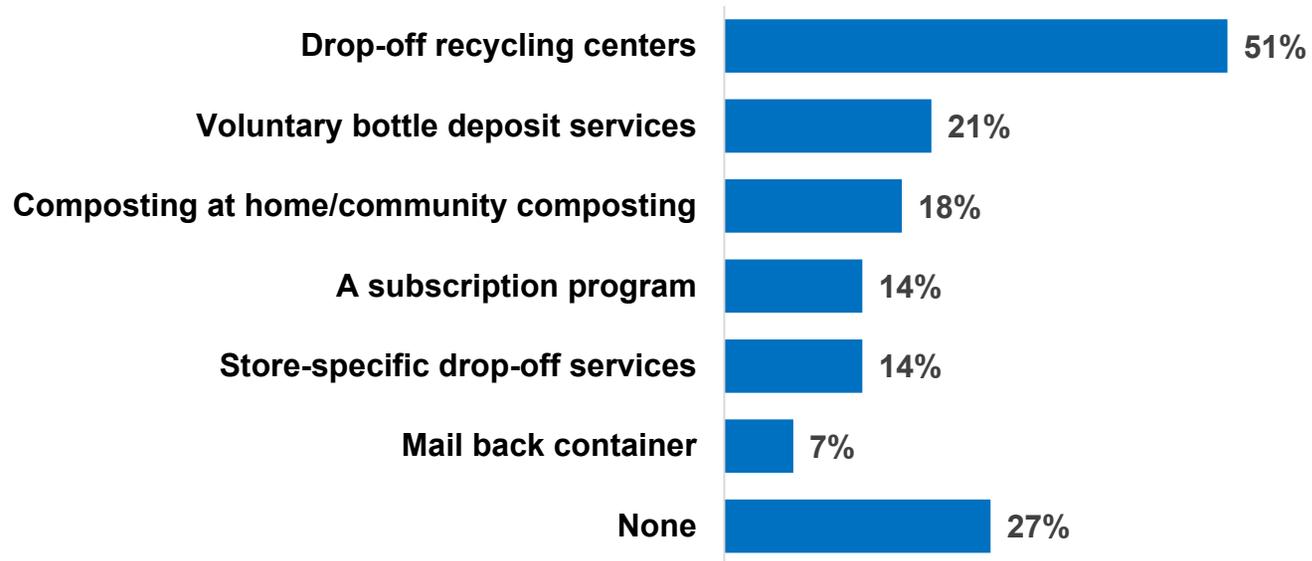
Among priority populations, the following patterns were identified:

- Forty-nine percent of low-income respondents indicate that they used drop-off recycling centers. However, low-income respondents say they are less likely to utilize any of the alternative recycling methods when compared to high-income and mid income respondents (see Exhibit 5A).
- Rural respondents are less likely than urban respondents to utilize several alternative recycling methods (see Exhibit 5A).
- Fifty-one percent of multifamily respondents indicate that they used drop-off recycling centers. However, multifamily respondents are more likely to say they do not utilize any of the alternative recycling methods (see Exhibit 5A).
- Fifty-six percent of tribal respondents report using drop-off recycling centers, and 31% say they use voluntary bottle deposit services (see Exhibit 5A).

### Exhibit 5 (Data Table 23)

#### Whether Use Any Alternative Recycling Methods<sup>2</sup>

Question 5: Do you use any of the following alternative recycling methods?



Base: Total respondents (n=2,297). Data Table 23

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<sup>2</sup> Responses with fewer than 10% mentions among total respondents are not shown.

## Exhibit 5A (Data Table 23)

### Whether Use Any Alternative Recycling Methods

Question 5: Do you use any of the following alternative recycling methods?

	Low-income (n=970) (C)	Mid-Income (n=655) (D)	High-Income (n=635) (E)	Rural (n=334) (F)	Urban (n=937) (G)	Suburban (n=1,001) (H)	Multifamily Home (n=710) (I)	Single-family Home (n=1,458) (J)	Other Home (n=108) (K)	Tribes (n=54) (L)
Drop-off recycling centers	49%	57% <sup>CE</sup>	48%	55% <sup>H</sup>	53% <sup>H</sup>	47%	48%	51%	62% <sup>IJ</sup>	56%
Voluntary bottle deposit services	18%	22% <sup>C</sup>	26% <sup>C</sup>	17%	26% <sup>FH</sup>	18%	20%	21%	25%	31%
Composting at home/community composting	11%	22% <sup>C</sup>	26% <sup>C</sup>	19%	20% <sup>H</sup>	16%	14%	21% <sup>IK</sup>	8%	19%
A subscription program	9%	17% <sup>C</sup>	20% <sup>C</sup>	12%	21% <sup>FH</sup>	9%	13%	16%	9%	30%
Store-specific drop-off services	8%	17% <sup>C</sup>	19% <sup>C</sup>	6%	21% <sup>FH</sup>	10% <sup>F</sup>	13%	14%	14%	19%
Mail back container	3%	10% <sup>C</sup>	11% <sup>C</sup>	3%	12% <sup>FH</sup>	5%	7%	8%	9%	11%
None	31% <sup>DE</sup>	20%	25%	25%	22%	31% <sup>FG</sup>	30% <sup>J</sup>	25%	21%	15%

Base: Total respondents (n=2,297). Data Table 23

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

## **2.6 Reasons for Not Using Alternative Recycling Methods**

The top reason for not using alternative recycling methods, mentioned by 43% of respondents, is that needs are already being met by available services (see Exhibit 6). Lack of local availability, difficulty of transport, and lack of awareness are important secondary reasons.

### **2.6.1 Priority Populations**

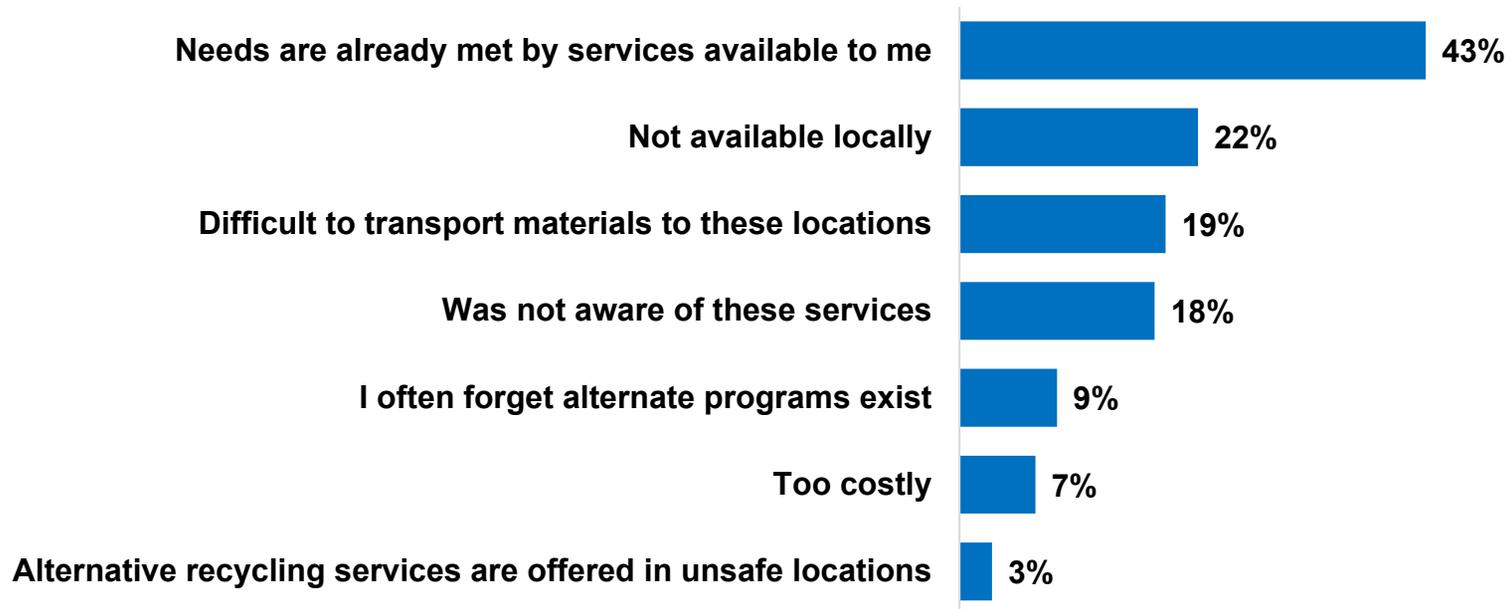
Among priority populations, the following patterns were identified:

- Low-income respondents are less likely than high-income respondents to say their needs are already being met by available services, and more likely to say alternative recycling methods are not available locally (see Exhibit 6A).
- Rural respondents are less likely than suburban respondents to say their needs are already being met, and more likely to say alternative recycling methods are not available locally (see Exhibit 6A).
- Multifamily respondents are less likely to say their needs are already being met by available services (see Exhibit 6A).

## Exhibit 6 (Data Table 24)

### Reasons Why Alternative Recycling Methods Not Used

Question 6: Why do you not use any alternative recycling methods?



Base: Don't use any alternative recycling methods (n=614). Data Table 24

## Exhibit 6A (Data Table 24)

### Reasons Why Alternative Recycling Methods Not Used

Question 6: Why do you not use any alternative recycling methods?

	Low-income (n=304) (C)	Mid-Income (n=133) (D)	High-Income (n=157) (E)	Rural (n=85) (F)	Urban (n=202) (G)	Suburban (n=313) (H)	Multifamily Home (n=212) (I)	Single-family Home (n=365) (J)	Other Home (n=23) <sup>♦</sup> (K)	Tribes (n=8) <sup>♦</sup> (L)
Needs are already met by services available to me	36%	44%	55% <sup>CD</sup>	33%	40%	48% <sup>F</sup>	35%	49% <sup>I</sup>	30%	(3)
Not available locally	26% <sup>E</sup>	23%	15%	34% <sup>H</sup>	24%	18%	23%	22%	26%	(1)
Difficult to transport materials to these locations	20%	17%	17%	19%	18%	19%	23%	17%	17%	(0)
Was not aware of these services	15%	18%	25% <sup>C</sup>	18%	18%	18%	20%	18%	17%	(2)
I often forget alternate programs exist	9%	9%	8%	8%	10%	9%	8%	9%	17%	(2)
Too costly	8%	7%	5%	7%	6%	7%	7%	5%	13%	(0)
Alternative recycling services are offered in unsafe locations	3%	4%	2%	0%	6% <sup>FH</sup>	2%	4%	2%	9%	(1)

Base: Don't use any alternative recycling methods (n=614). Data Table 24

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

<sup>♦</sup>Caution: Very small base size. For single-digit base size, frequencies shown instead of percentages.

## **2.7 Recycling Habits**

Of respondents, 95% say that they recycle, with only 5% indicating they do not (see Exhibit 7).

### **2.7.1 Priority Populations**

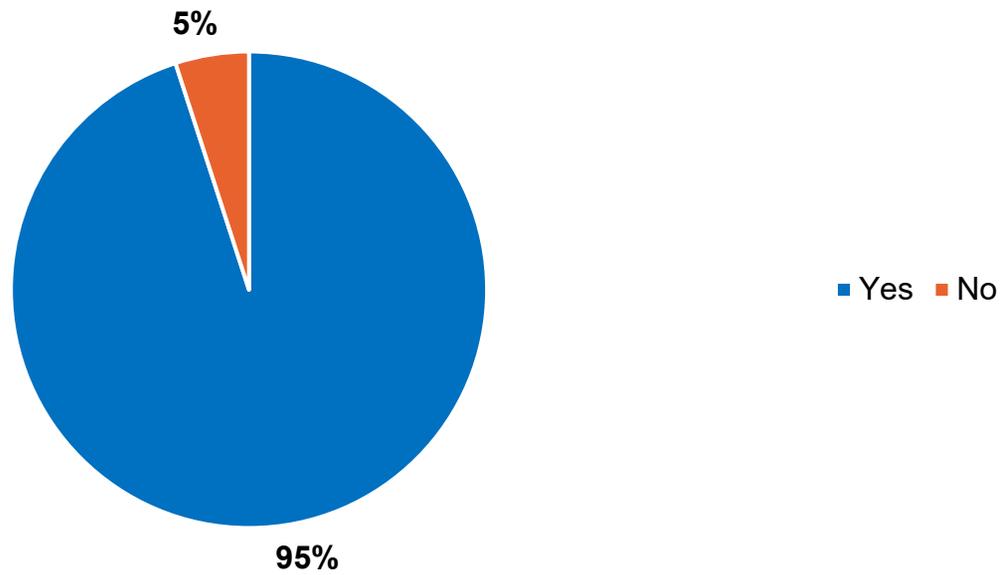
Among priority populations, the following patterns were identified:

- Ninety-three percent of low-income respondents indicate that they currently recycle. However, low-income respondents are less likely to say they recycle compared to mid-income and high-income respondents (see Exhibit 7A).
- Ninety-two percent of rural respondents indicate that they currently recycle. However, rural respondents are less likely than suburban respondents to say they recycle (see Exhibit 7A).
- Ninety-three percent of multifamily respondents indicate that they currently recycle. However, multifamily respondents are less likely to say they recycle than single-family respondents (see Exhibit 7A).
- Ninety-four percent of tribal respondents say they recycle (see Exhibit 7A).

**Exhibit 7 (Data Table 25)**

**Whether Recycle**

Question 7: Do you recycle?



Base: Total respondents (n=2,297). Data Table 25

**Exhibit 7A (Data Table 25)**

	<b>Low-income (n=970) (C)</b>	<b>Mid-Income (n=655) (D)</b>	<b>High-Income (n=635) (E)</b>	<b>Rural (n=334) (F)</b>	<b>Urban (n=937) (G)</b>	<b>Suburban (n=1,001) (H)</b>	<b>Multifamily Home (n=710) (I)</b>	<b>Single-family Home (n=1,458) (J)</b>	<b>Other Home (n=108) (K)</b>	<b>Tribes (n=54) (L)</b>
Yes	93%	96% <sup>C</sup>	96% <sup>C</sup>	92%	93%	97% <sup>FG</sup>	93%	96% <sup>IK</sup>	92%	94%

Base: Total respondents (n=2,297). Data Table 25

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

## 2.8 Reasons for Recycling

Of the respondents, 69% say they recycle because it is the right thing to do. Sixty-seven percent of respondents say that they want to reduce the amount of trash going to landfills (see Exhibit 8). Twelve percent say they are recycling to avoid fines. However, 4% of respondents wrote in as an “Other” option that they do it to make money (see Exhibit 8).

The survey did not offer an option for redeeming beverage containers for money (i.e., California Redemption Value or CRV) because this survey is focused on covered material under the Act (which does not include beverage containers subject to the Beverage Container Recycling Program). However, the fact that 4% of respondents wrote this in as an “Other” option indicates that people associate recycling with opportunities to redeem materials for money.

### 2.8.1 Priority Populations

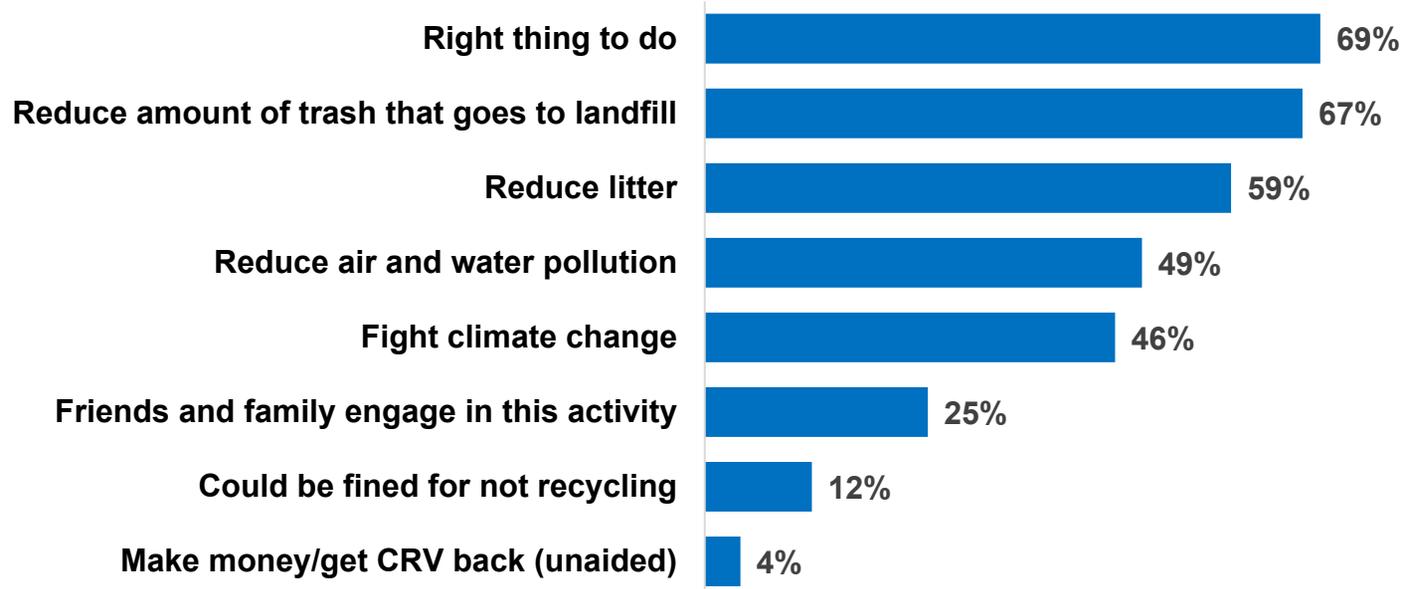
Among priority populations, the following patterns were identified:

- More than 50% of low-income respondents indicate that they engage in recycling because it is the right thing to do, to reduce the amount of trash that goes to landfills, and because it reduces litter. However, low-income respondents are less likely to say they recycle for most of the listed reasons, but more likely to say they recycle to make money/get CRV back compared to mid-income and high-income respondents (see Exhibit 8A).
- Rural respondents are less likely to say they recycle for several of the listed reasons, though a majority still say it is the right thing to do, it reduces the amount of trash going to landfills, and it reduces litter. They are more likely to say they recycle to make money/get CRV back than urban respondents (see Exhibit 8A).
- A majority of multifamily respondents say they recycle because it is the right thing to do, to reduce the amount of trash going to landfills, or to reduce litter. However, multifamily respondents are less likely to say they recycle for those reasons compared to single-family respondents (see Exhibit 8A).
- A majority of tribal respondents who recycle say they do so because it is the right thing to do, as well as to reduce litter and the amount of trash going to landfills (see Exhibit 8A).

**Exhibit 8 (Data Table 26)**

**Reasons Given for Recycling**

Question 8: Why do you engage in recycling?



Base: Those who recycle (n=2,174). Data Table 26

## Exhibit 8A (Data Table 26)

### Reasons Given for Recycling

Question 8: Why do you engage in recycling?

	Low-income (n=901) (C)	Mid-Income (n=629) (D)	High-Income (n=610) (E)	Rural (n=308) (F)	Urban (n=874) (G)	Suburban (n=969) (H)	Multifamily Home (n=661) (I)	Single-family Home (n=1,400) (J)	Other Home (n=99) (K)	Tribes (n=51) (L)
Right thing to do	65%	70% <sup>C</sup>	74% <sup>C</sup>	66%	65%	75% <sup>FG</sup>	64%	72% <sup>IK</sup>	58%	61%
Reduce amount of trash that goes to landfill	58%	70% <sup>C</sup>	76% <sup>CD</sup>	64%	62%	72% <sup>FG</sup>	61%	70% <sup>IK</sup>	59%	53%
Reduce litter	55%	61% <sup>C</sup>	64% <sup>C</sup>	55%	59%	61%	56%	62% <sup>IK</sup>	47%	63%
Reduce air and water pollution	41%	52% <sup>C</sup>	58% <sup>CD</sup>	41%	54% <sup>FH</sup>	47%	48%	50%	44%	49%
Fight climate change	40%	49% <sup>C</sup>	54% <sup>C</sup>	40%	52% <sup>FH</sup>	44%	45% <sup>K</sup>	48% <sup>K</sup>	32%	39%
Friends and family engage in this activity	24%	26%	26%	20%	31% <sup>FH</sup>	21%	25%	25%	24%	25%
Could be fined for not recycling	11%	13%	11%	11%	14% <sup>H</sup>	10%	11%	11%	22% <sup>IJ</sup>	12%
Make money/get CRV back (unaided)	6% <sup>DE</sup>	3% <sup>E</sup>	0%	8% <sup>GH</sup>	2%	4% <sup>G</sup>	4%	4%	10% <sup>IJ</sup>	6%

Base: Those who recycle (n=2,174). Data Table 26

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

## 2.9 Methods of Preparing Recyclables

The following was found for methods of preparing recyclables:

- Fifty-one percent of respondents say they scrape out food or other materials from recyclables or remove nonrecyclable pieces before placing recyclables in the bin (see Exhibit 9).
- Thirteen percent do nothing before placing their recyclables in the bin (see Exhibit 9).
- Forty-four percent of respondents indicate that they read product labels for instructions prior to placing it in the bin (see Exhibit 9).

### 2.9.1 Priority Populations

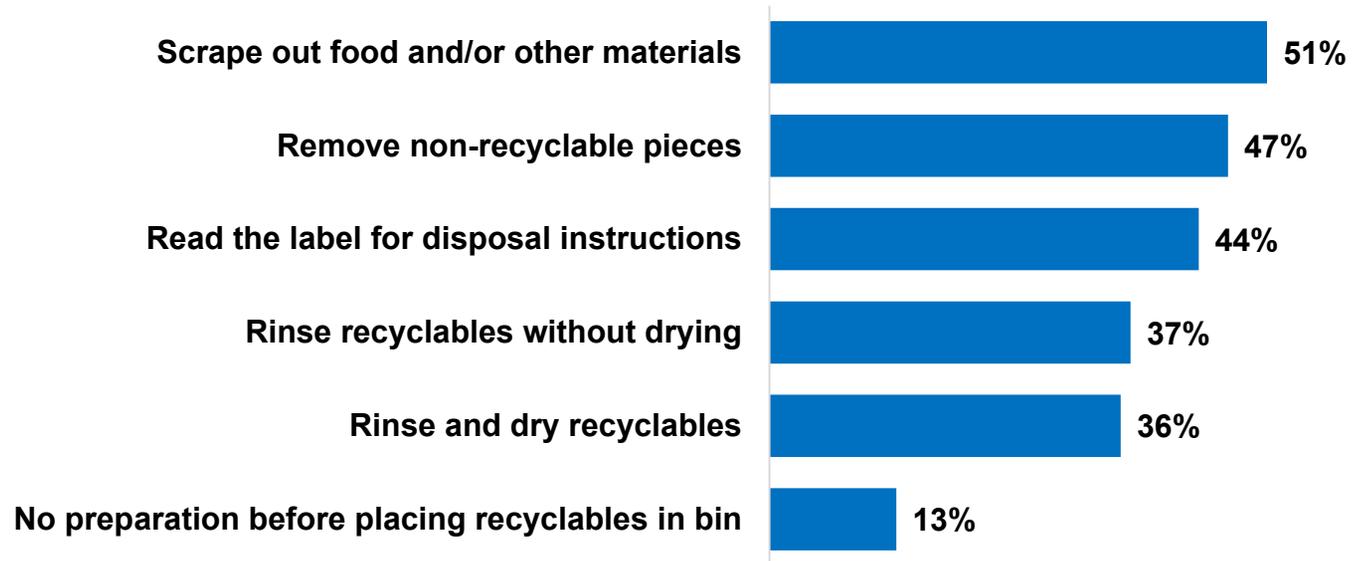
Among priority populations, the following patterns were identified:

- A vast majority of low-income respondents prepare their recyclables in some way prior to placing them in the bin. However, low-income respondents are more likely to say they make no preparations before placing recyclables in the bin compared to mid-income and high-income respondents (see Exhibit 9A).
- A vast majority of rural respondents prepare their recyclables in some way prior to placing them in the bin. However, rural respondents are more likely than urban respondents to say they make no preparations before placing recyclables in the bin (see Exhibit 9A).
- Single-family respondents are comparatively more likely to take some of the specific steps such as scraping out food, removing nonrecyclable pieces, or reading the label for disposal instructions. However, like all subgroups, the vast majority of multifamily respondents prepare their recyclables in some way prior to placing them in the bin (see Exhibit 9A).
- Forty-nine percent of tribal respondents say they prepare recyclables by scraping out food/other materials, removing nonrecyclable pieces, or reading the label for disposal instructions (see Exhibit 9A).

### Exhibit 9 (Data Table 27)

#### How Recyclables are Prepared Before Being Placed in Bins

Question 9: How do you prepare your recyclables before putting them in the recycling bin?



Base: Those who recycle (n=2,174). Data Table 27

## Exhibit 9A (Data Table 27)

### How Recyclables are Prepared Before Being Placed in Bins

Question 9: How do you prepare your recyclables before putting them in the recycling bin?

	Low-income (n=901) (C)	Mid-Income (n=629) (D)	High-Income (n=610) (E)	Rural (n=308) (F)	Urban (n=874) (G)	Suburban (n=969) (H)	Multifamily Home (n=661) (I)	Single-family Home (n=1,400) (J)	Other Home (n=99) (K)	Tribes (n=51) (L)
Scrape out food and/or other materials	42%	55% <sup>C</sup>	62% <sup>CD</sup>	44%	51% <sup>F</sup>	54% <sup>F</sup>	48%	54% <sup>IK</sup>	40%	49%
Remove nonrecyclable pieces	40%	48% <sup>C</sup>	56% <sup>CD</sup>	39%	52% <sup>FH</sup>	44%	43%	48% <sup>I</sup>	44%	51%
Read the label for disposal instructions	37%	48% <sup>C</sup>	50% <sup>C</sup>	37%	47% <sup>F</sup>	44%	40%	47% <sup>IK</sup>	33%	49%
Rinse recyclables without drying	33%	43% <sup>C</sup>	38% <sup>C</sup>	34%	39%	37%	38%	37%	33%	35%
Rinse and dry recyclables	30%	37% <sup>C</sup>	43% <sup>CD</sup>	30%	42% <sup>FH</sup>	32%	37%	36%	27%	45%
No preparation before placing recyclables in bin	17% <sup>DE</sup>	10%	8%	18% <sup>G</sup>	9%	15% <sup>G</sup>	10%	13%	20% <sup>IJ</sup>	12%

Base: Those who recycle (n=2,174). Data Table 27

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

## **2.10 Motivators to Engage in Recycling**

Among those who do not recycle, 39% say that they would be motivated if they had more recycling bins/dumpsters available (see Exhibit 10).

For those who do not recycle, 25% of respondents would like more accessible recycling information or clearer information on what to recycle (see Exhibit 10).

### **2.10.1 Priority Populations**

Due to the limited base sizes for this question, comparisons for these subgroups should be interpreted with caution.

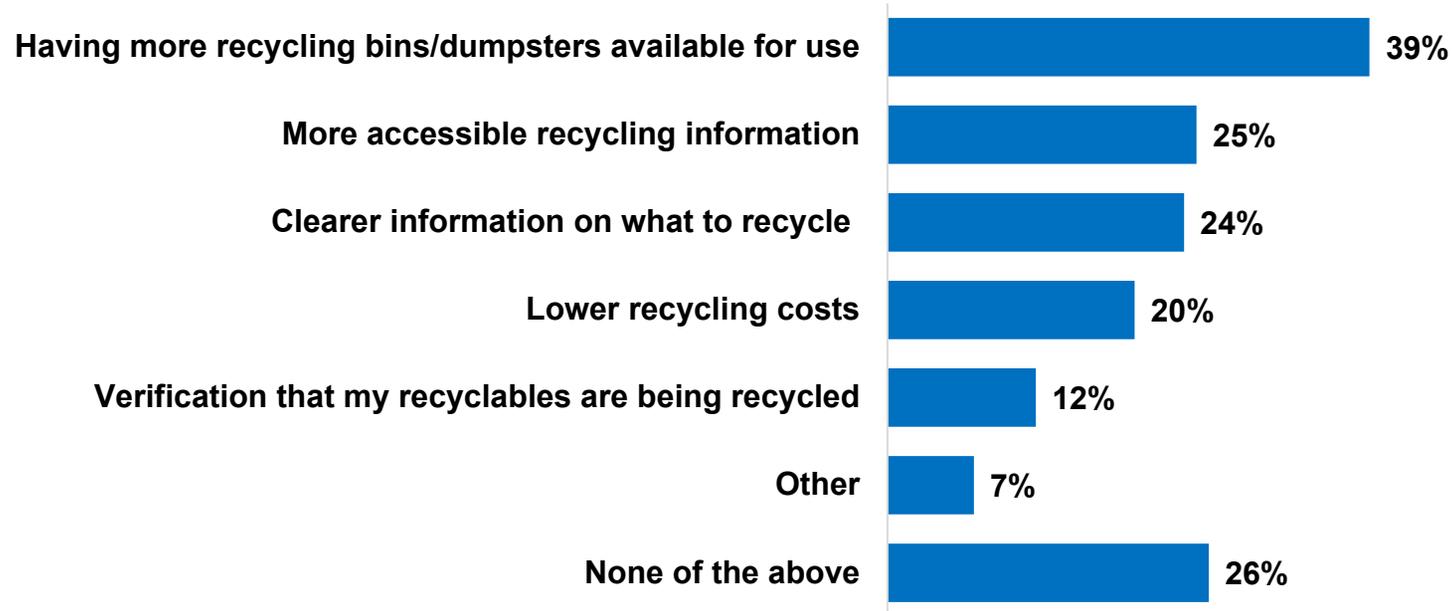
Among priority populations, the following patterns were identified:

- Thirty-three percent of low-income respondents would be motivated by more bin availability. However, low-income respondents are more likely to say none of the listed actions would motivate them to recycle more compared to mid-income and high-income respondents (see Exhibit 10A).
- Thirty-one percent of rural respondents would be motivated by more bin availability. However, rural respondents are more likely than urban respondents to say none of the listed actions would motivate them to recycle more (see Exhibit 10A).

**Exhibit 10 (Data Table 28)**

**Motivators to Recycle More (Among Those Who do Not Recycle)**

Question 10: What would motivate you to recycle more?



Base: Those who do not recycle (n=123). Data Table 28

**Exhibit 10A (Data Table 28)**

**Motivators to Recycle More (Among Those Who do Not Recycle)**

Question 10: What would motivate you to recycle more?

	Low-income (n=69) (C)	Mid-Income (n=26) <sup>♦</sup> (D)	High-Income (n=25) <sup>♦</sup> (E)	Rural (n=26) <sup>♦</sup> (F)	Urban (n=63) (G)	Suburban (n=32) (H)	Multifamily Home (n=49) (I)	Single-family Home (n=58) (J)	Other Home (n=9) <sup>♦</sup> (K)	Tribes (n=3) <sup>♦</sup> (L)
Having more recycling bins/dumpsters available for use	33%	58% <sup>C</sup>	40%	31%	46%	34%	37%	45%	(4)	(2)
More accessible recycling information	10%	42% <sup>C</sup>	52% <sup>C</sup>	15%	35%	16%	18%	34%	(2)	(2)
Clearer information on what to recycle	14%	31%	44% <sup>C</sup>	19%	30%	16%	24%	28%	(1)	(0)
Lower recycling costs	14%	23%	32%	19%	25% <sup>H</sup>	6%	18%	26%	(0)	(0)
Verification that my recyclables are being recycled	7%	12%	28% <sup>C</sup>	12%	19% <sup>H</sup>	0%	8%	19%	(0)	(1)
Other	12%	0%	0%	4%	5%	13%	8%	3%	(2)	(1)
None of the above	35% <sup>DE</sup>	12%	8%	46% <sup>G</sup>	17%	25%	24%	17%	(3)	(0)

Base: Those who do not recycle (n=123). Data Table 28

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

<sup>♦</sup>Caution: Very small base size. For single-digit base size, frequencies shown instead of percentages.

**Exhibit 10B (Data Table 28)**

**Motivators to Recycle More (Among Those Who do Not Recycle)**

Question 10: What would motivate you to recycle more?

	<b>Multifamily Dwelling Have Own Bins (n=12)*</b>	<b>Multifamily Dwelling Have Shared Bins (n=27)*</b>	<b>Multifamily Dwelling Don't Have Bins (n=10)*</b>	<b>Place Trash/Recycling/Green Waste All in One Bin (n=39)</b>	<b>Place Trash/Recycling in Same Bin (n=29)*</b>	<b>Place Trash/Recycling/Green All in Separate Bins (n=27)*</b>
Having more recycling bins/dumpsters available for use	67%	30%	20%	62%	34%	41%
More accessible recycling information	25%	19%	10%	21%	34%	41%
Clearer information on what to recycle	42%	19%	20%	28%	28%	26%
Lower recycling costs	33%	15%	10%	31%	28%	11%
Verification that my recyclables are being recycled	25%	4%	0%	18%	3%	19%
Other	8%	11%	0%	8%	3%	7%
None of the above	8%	22%	50%	13%	21%	11%

Base: Those who do not recycle (n=123). Data Table 28

\*Caution: Very small base size. Significant differences between subgroups not shown.

## **2.11 Considerations for Sorting Plastics**

Forty-three percent of respondents say they put all plastic items in recycling bins (see Exhibit 11). Roughly 25% of respondents say they look at the number in the chasing arrows symbol to decide whether to put it in the recycling bin while another 22% put the item in the bin if it has a chasing arrows symbol, regardless of the number (see Exhibit 11).

### **2.11.1 Priority Populations**

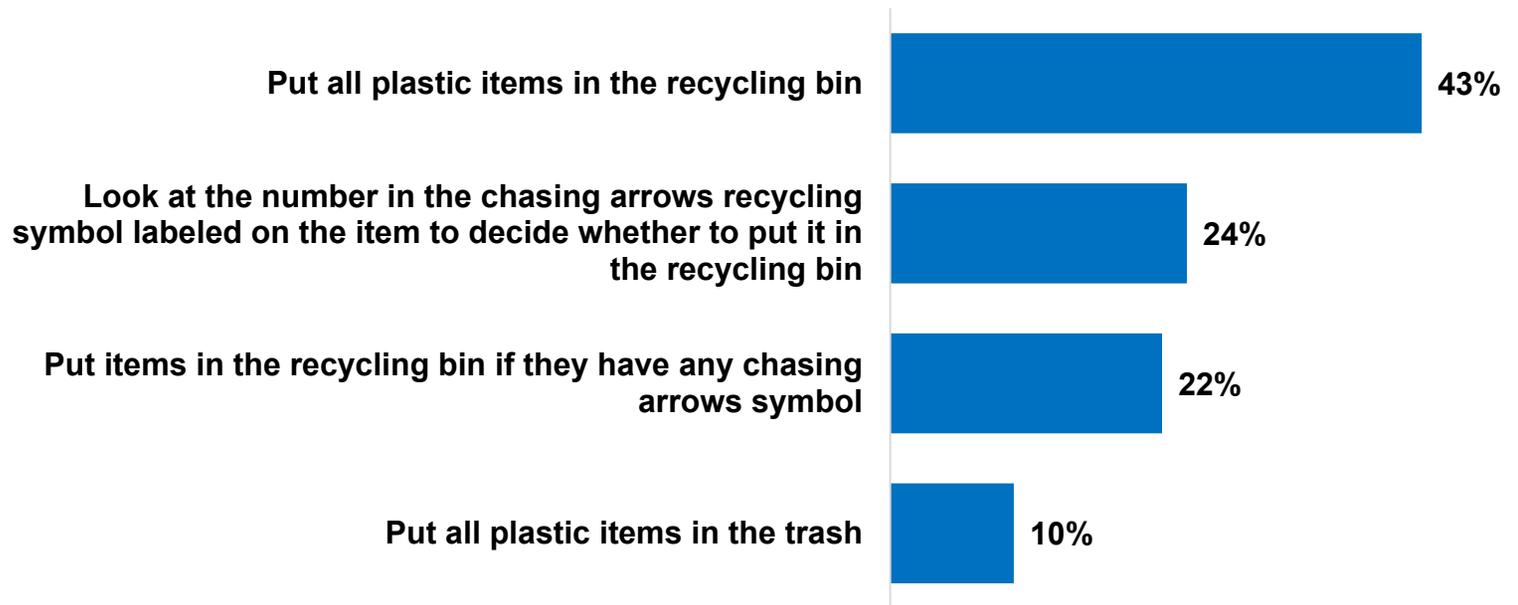
Among priority populations, the following patterns were identified:

- Low-income respondents are less likely than high-income respondents to say they look at the number in the chasing arrows symbol when deciding whether to put plastic items in the recycling bin, and more likely to put all plastic items in the recycling bin (see Exhibit 11A).
- Rural respondents are less likely than urban respondents to say they look at the number in the chasing arrows symbol when deciding whether to put items in the recycling bin, and more likely to put items in the recycling bin if they have any chasing arrows symbols (see Exhibit 11A).
- Multifamily respondents are less likely than single-family respondents to say they look at the number in the chasing arrows symbol when deciding whether to put items in the recycling bin (see Exhibit 11A).
- Thirty-nine percent of tribal respondents say they place all plastic items in the recycling bin, while 30% say they look at the numbers in the chasing arrows symbol to decide whether it goes in the recycling bin (see Exhibit 11A).

**Exhibit 11 (Data Table 29)**

**Behavior When Sorting Plastic**

Question 11: When choosing whether to put plastic items in the trash or recycling bin, do you...?



Base: Total respondents (n=2,297). Data Table 29

**Exhibit 11A (Data Table 29)**

**Behavior When Sorting Plastic**

Question 11: When choosing whether to put plastic items in the trash or recycling bin, do you...?

	<b>Low-income (n=970) (C)</b>	<b>Mid-Income (n=655) (D)</b>	<b>High-Income (n=635) (E)</b>	<b>Rural (n=334) (F)</b>	<b>Urban (n=937) (G)</b>	<b>Suburban (n=1,001) (H)</b>	<b>Multifamily Home (n=710) (I)</b>	<b>Single-family Home (n=1,458) (J)</b>	<b>Other Home (n=108) (K)</b>	<b>Tribes (n=54) (L)</b>
Put all plastic items in the recycling bin	46% <sup>E</sup>	44%	40%	43%	44%	43%	47% <sup>K</sup>	43%	36%	39%
Look at the number in the chasing arrows recycling symbol labeled on the item to decide whether to put it in the recycling bin	20%	24%	28% <sup>C</sup>	19%	26% <sup>F</sup>	23%	20%	26% <sup>I</sup>	20%	30%
Put items in the recycling bin if they have any chasing arrows symbol	20%	23%	23%	25% <sup>G</sup>	18%	24% <sup>G</sup>	20%	22%	19%	26%
Put all plastic items in the trash	12% <sup>D</sup>	9%	9%	10%	12% <sup>H</sup>	8%	12% <sup>J</sup>	8%	20% <sup>IJ</sup>	6%

Base: Total respondents (n=2,297). Data Table 29

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

## 2.12 Recycling Behaviors for Specific Plastic Items

The following analysis aims to estimate “correct” sorting behaviors. What is accepted in different bins varies within and between communities; however, the survey could not determine, for individual respondents, whether an item was sorted correctly for their specific community. Given this, CalRecycle provided a list of which items were considered recyclable and eligible to be labeled compostable in the [December 31, 2024 update to the CMC List](#). If an item falls into a CMC deemed recyclable, it was considered correct to place that item in the recycling bin. If an item falls into a CMC deemed eligible to be labeled compostable, it was considered correct to place that item in the green materials bin. The response key for correct sorting of items that was provided by CalRecycle and the assumptions can be found in Appendix F: Correct Response Key.

- A strong majority of respondents (correctly) say they are placing HDPE #2 and PP #5 plastics in recycling bins (see Exhibit 12).
- A majority of respondents are incorrectly recycling LDPE #4 and PS #6 plastics, and 48% say they place plastic utensils/straws and bags in the recycling bin (see Exhibit 12).
- Those who only speak English are more likely to correctly dispose of half of the types of plastic items listed, compared to those who speak English and Spanish (see Exhibit 12A).

### 2.12.1 Priority Populations

Among priority populations, the following patterns were identified:

- Mid-income and high-income respondents are more likely to properly dispose of PET #1 items compared to low-income respondents (see Exhibit 12B).
- Multifamily respondents are less likely to properly dispose of PET #1 and PP #5 items compared to single-family respondents (see Exhibit 12B).
- Seventy-five percent of tribal respondents are properly disposing of HDPE #2, though only 25% are properly disposing of PET #1 (see Exhibit 12B).

**Exhibit 12 (Data Tables 31/33/35/37/39/41/43/45/47/49)**

**Behavior when Disposing of Plastic Items<sup>3</sup>**

Question 12: Where would you discard the following plastic items?

	Recycling	Trash	Green Materials	Unsure
PET #1 (e.g., berry clamshells)	<b>41%</b>	27%	12%	19%
HDPE #2 (e.g., plastic milk jug)	<b>84%</b>	9%	2%	2%
PVC #3 (e.g., shrink wrap, stretch wrap)	35%	<b>49%</b>	3%	9%
LDPE #4 (e.g., rigid plastic lid, bubble wrap)	<b>53%</b>	32%	2%	8%
PP #5 (e.g., plastic yogurt tub)	<b>71%</b>	21%	3%	4%
PS #6 (e.g., plastic coffee cup lid)	<b>57%</b>	33%	3%	5%
Plastic labeled as compostable (e.g., bags or cups)	<b>42%</b>	21%	31%	5%
Styrofoam takeout container/cup	28%	<b>60%</b>	3%	7%
Plastic utensils/straws	<b>48%</b>	44%	3%	4%
Plastic bags	<b>48%</b>	35%	3%	3%

Base: Have separate bins for trash, recycling, and green waste (n=1,507). Data Tables 31/33/35/37/39/41/43/45/47/49

The response key for correct sorting of items was provided by CalRecycle (see Appendix F: Correct Response Key).

<sup>3</sup> Green shading and bold percent = top response and correct response.

Red shading and bold percent = top response and incorrect response.

**Exhibit 12A (Data Table 51)**

**Correct Disposal of Plastic Items**

Question 12: Where would you discard the following plastic items?

	<b>Total (n=1,507)</b>	<b>English Only Spoken at Home (n=1,162) (A)</b>	<b>English + Spanish Spoken at Home (n=246) (B)</b>
PET #1 (e.g., berry clamshells)	41%	41%	41%
HDPE #2 (e.g., plastic milk jug)	84%	85%	81%
PVC #3 (e.g., shrink wrap, stretch wrap)	49%	51% <sup>B</sup>	39%
LDPE #4 (e.g., rigid plastic lid, bubble wrap)	32%	34% <sup>B</sup>	22%
PP #5 (e.g., plastic yogurt tub)	71%	72%	67%
PS #6 (e.g., plastic coffee cup lid)	33%	34%	31%
Plastic labeled as compostable (e.g., bags or cups)	21%	22%	17%
Styrofoam takeout container/cup	60%	62% <sup>B</sup>	51%
Plastic utensils/straws	44%	46% <sup>B</sup>	37%
Plastic bags	35%	37% <sup>B</sup>	29%

Base: Have separate bins for trash, recycling, and green waste (n=1,507). Data Table 51

Capital letter means percentage is significantly higher than corresponding column at 95% confidence level.

The response key for correct sorting of items was provided by CalRecycle (see Appendix F: Correct Response Key).

## Exhibit 12B (Data Table 51)

### Correct Disposal of Plastic Items

Question 12: Where would you discard the following plastic items?

	Low-income (n=597) (C)	Mid-Income (n=430) (D)	High-Income (n=454) (E)	Rural (n=202) (F)	Urban (n=525) (G)	Suburban (n=768) (H)	Multifamily Home (n=380) (I)	Single-family Home (n=1,078) (J)	Other Home (n=43) (K)	Tribes (n=32) (L)
PET #1 (e.g., berry clamshells)	34%	45% <sup>C</sup>	46% <sup>C</sup>	43%	39%	42%	35%	43% <sup>I</sup>	35%	25%
HDPE #2 (e.g., plastic milk jug)	84%	85%	83%	83%	83%	85%	84%	85%	74%	75%
PVC #3 (e.g., shrink wrap, stretch wrap)	47%	48%	52%	49%	46%	51%	47%	50%	49%	50%
LDPE #4 (e.g., rigid plastic lid, bubble wrap)	31%	33%	31%	30%	30%	33%	32%	31%	35%	38%
PP #5 (e.g., plastic yogurt tub)	68%	72%	74% <sup>C</sup>	69%	71%	73%	68%	73%	63%	59%
PS #6 (e.g., plastic coffee cup lid)	34%	31%	34%	32%	36%	31%	32%	34%	35%	47%
Plastic labeled as compostable (e.g., bags or cups)	24% <sup>E</sup>	22%	18%	21%	22%	21%	18%	22%	37% <sup>IJ</sup>	22%
Styrofoam takeout container/cup	61%	59%	59%	62%	57%	62%	59%	60%	67%	53%
Plastic utensils/straws	43%	48%	42%	40%	45%	45%	42%	44%	49%	47%
Plastic bags	37%	34%	35%	35%	36%	35%	32%	35%	60% <sup>IJ</sup>	44%

Base: Have separate bins for trash, recycling, and green waste (n=1,507). Data Table 51

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

The response key for correct sorting of items was provided by CalRecycle (see Appendix F: Correct Response Key).

## 2.13 Recycling Behaviors for Specific Nonplastic Items

The following analysis aims to estimate “correct” sorting behaviors. What is accepted in different bins varies within and between communities; however, the survey could not allow individual respondent-specific designations to be established for their specific community. Given this, CalRecycle provided a list of which items were considered recyclable and eligible to be labeled compostable in the [December 31, 2024 update to the CMC List](#). If an item falls into a CMC deemed recyclable, it was considered correct to place that item in the recycling bin. If an item falls into a CMC deemed eligible to be labeled compostable, it was considered correct to place that item in the green materials bin. The response key for correct sorting of items that was provided by CalRecycle and assumptions can be found in Appendix F: Correct Response Key.

- A majority of respondents are correctly recycling each of the listed items, with more than 80% saying they recycle glass jars/bottles and paperboard/cardboard boxes (see Exhibit 13).
- Respondents are relatively split on whether to dispose of aseptic cartons and wooden boxes in the trash or recycling bins (see Exhibit 13).
- The majority of those who speak English and Spanish are properly sorting most nonplastic items. However, those who only speak English are more likely to correctly dispose of several nonplastic items (e.g., soup/metal cans), compared to those who speak English and Spanish (see Exhibit 13A).

### 2.13.1 Priority Populations

Among priority populations, the following patterns were identified:

- Low-income respondents are less likely to properly dispose of several of the listed nonplastic items but are more likely to properly dispose of aseptic cartons compared to mid-income and high-income respondents (see Exhibit 12B).
- Rural respondents are more likely to properly dispose of ceramic items, and more likely than urban respondents specifically to correctly dispose of aseptic cartons (see Exhibit 13B).
- Multifamily respondents are less likely to properly dispose of several of the listed nonplastic items (see Exhibit 13B).
- A majority of tribal respondents are properly disposing of nearly all types of the listed nonplastic items (see Exhibit 13B)

**Exhibit 13 (Data Tables 55/57/59/61/63/65/67/69/71/73/75/77/79)**

**Behavior when Disposing of Nonplastic Items <sup>4</sup>**

Question 13: Where would you discard the following items?

	Recycling	Trash	Green Materials	Unsure
Aluminum foil/tray	<b>55%</b>	36%	2%	5%
Soup/metal can	<b>70%</b>	24%	2%	2%
Glass jar/bottle	<b>82%</b>	11%	2%	2%
Ceramic item	22%	<b>55%</b>	3%	16%
Paper bag	<b>72%</b>	17%	8%	2%
Paper milk carton	<b>66%</b>	25%	5%	3%
Aseptic carton	39%	<b>44%</b>	6%	9%
Molded fiber container	<b>58%</b>	22%	12%	6%
Paper envelope	<b>69%</b>	24%	4%	2%
Cereal/paperboard box	<b>81%</b>	12%	5%	1%
Cardboard box	<b>83%</b>	9%	6%	2%
Cloth bag	23%	<b>47%</b>	7%	16%
Wooden box	<b>30%</b>	<b>29%</b>	22%	13%

Base: Have separate bins for trash, recycling, green waste (n=1,507). Data Tables 55/57/59/61/63/65/67/69/71/73/75/77/79

The response key for correct sorting of items was provided by CalRecycle (see Appendix F: Correct Response Key).

<sup>4</sup> Green shading and bold percent = top response and correct response.

Red shading and bold percent = top response and incorrect response.

**Exhibit 13A (Data Table 81)**

**Correct Disposal of Nonplastic Items**

Question 13: Where would you discard the following items?

	<b>Total (n=1,507)</b>	<b>English Only Spoken at Home (n=1,162) (A)</b>	<b>English and Spanish Spoken at Home (n=246) (B)</b>
Aluminum foil/tray	55%	56%	52%
Soup/metal can	70%	72% <sup>B</sup>	58%
Glass jar/bottle	82%	84% <sup>B</sup>	76%
Ceramic item	55%	56%	50%
Paper bag	80%	80%	78%
Paper milk carton	25%	27% <sup>B</sup>	19%
Aseptic carton	44%	46% <sup>B</sup>	33%
Molded fiber container	93%	93%	92%
Paper envelope	73%	74%	68%
Cereal/paperboard box	86%	86%	85%
Cardboard box	89%	89%	88%
Cloth bag	47%	49% <sup>B</sup>	39%
Wooden box	51%	51%	54%

Base: Have separate bins for trash, recycling, and green waste (n=1,507). Data Table 81

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

The response key for correct sorting of items was provided by CalRecycle (see Appendix F: Correct Response Key).

**Exhibit 13B (Data Table 81)**

**Correct Disposal of Nonplastic Items**

Question 13: Where would you discard the following items?

	Low- Income (n=597) (C)	Mid- Income (n=430) (D)	High- Income (n=454) (E)	Rural (n=202) (F)	Urban (n=525) (G)	Suburban (n=768) (H)	Multifamily Home (n=380) (I)	Single- Family Home (n=1,078) (J)	Other Home (n=43) (K)	Tribes (n=32) (L)
Aluminum foil/tray	53%	53%	60% <sup>C</sup>	51%	55%	56%	51%	56%	53%	59%
Soup/metal can	66%	71%	75% <sup>C</sup>	65%	69%	73% <sup>G</sup>	66% <sup>K</sup>	72% <sup>IK</sup>	49%	75%
Glass jar/bottle	81%	80%	86% <sup>CD</sup>	84%	79%	84% <sup>G</sup>	83%	82%	72%	63%
Ceramic item	53%	55%	57%	62% <sup>GH</sup>	52%	54%	48%	57% <sup>I</sup>	65% <sup>I</sup>	56%
Paper bag	77%	80%	85% <sup>C</sup>	80%	77%	83% <sup>G</sup>	81% <sup>K</sup>	80% <sup>K</sup>	65%	72%
Paper milk carton	25%	29% <sup>E</sup>	22%	27%	25%	25%	22%	26%	35%	28%
Aseptic carton	48% <sup>DE</sup>	42%	42%	51% <sup>G</sup>	40%	45% <sup>G</sup>	43%	44%	56%	41%
Molded fiber container	91%	93%	95% <sup>C</sup>	91%	92%	94%	91%	93%	91%	84%
Paper envelope	66%	77% <sup>C</sup>	80% <sup>C</sup>	72%	68%	78% <sup>G</sup>	69%	76% <sup>I</sup>	63%	66%
Cereal/ paperboard box	84%	86%	88%	88%	82%	88% <sup>G</sup>	85% <sup>K</sup>	87% <sup>K</sup>	72%	81%
Cardboard box	87%	92% <sup>C</sup>	89%	90%	86%	91% <sup>G</sup>	86%	90% <sup>IK</sup>	79%	88%
Cloth bag	48%	47%	46%	45%	44%	49%	39%	50% <sup>I</sup>	51%	50%
Wooden box	52%	52%	49%	58% <sup>H</sup>	51%	49%	47%	52%	53%	34%

Base: Have separate bins for trash, recycling, and green waste (n=1,507). Data Table 81

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

The response key for correct sorting of items was provided by CalRecycle (see Appendix F: Correct Response Key).

## **2.14 Communication Methods for Recycling/Sorting Information**

Nearly 40% of respondents say they are currently receiving information about appropriate waste sorting via labels on products, mail, and the internet (see Exhibit 14). There is no clear favorite method for receiving this information, with equal percentages preferring mail, labels on products, and email (see Exhibit 14).

There are no significant gaps between the communication methods respondents would prefer and those methods by which they currently receive the information. In fact, respondents are receiving appropriate sorting information more through labels, mail, and internet than through their preferred communication method (see Exhibit 14).

Among the few respondents that do not recycle who say they would be motivated to recycle more if they had clearer information on what to recycle or had more accessible recycling information, more would prefer information via emails and infographics on waste bins (see Exhibit 14A).

### **2.14.1 Priority Populations**

Among priority populations, the following patterns were identified:

- Low-income respondents are more likely to say they are not receiving appropriate sorting information through any of the listed methods compared to mid-income and high-income respondents, and their top current methods are internet, labels on product, and mail (see Exhibit 14B). Low-income respondents are also slightly more likely to say they would not like to receive this information through any of the listed methods compared to mid-income and high-income respondents (see Exhibit 14C).
- Rural respondents are more likely than urban respondents to say they are not receiving appropriate sorting information through any of the listed methods (see Exhibit 14B). Rural respondents are also more likely than urban respondents to say they would not like to receive this information through any of the listed methods (see Exhibit 14C). Rural, suburban, and urban respondents have some delineation in how they would like to receive information. Urban respondents are more likely than both rural and suburban respondents to prefer a wide range of outreach methods, including internet, social media, and email (see Exhibit 14C).
- Multifamily respondents are less likely to say they are receiving appropriate sorting information through mail and infographics on waste bins. Their top current methods for receiving information are labels on products and the internet, while their top preference is evenly spread among mail, internet, email, and labels on products (see Exhibit 14B).
- Among tribal respondents, the top methods for currently receiving information on appropriate sorting are social media, mail, and internet. Their preferred methods are internet, social media, email, and TV/radio advertisements (see Exhibits 14B and 14C).

**Exhibit 14 (Data Tables 84/85)**

**Current and Preferred Methods for Receiving Recycling Information<sup>5</sup>**

Question 14: How do you currently receive and/or would prefer to receive information about appropriately sorting your trash, recyclables, and green materials?

	<b>Current Method</b>	<b>Preferred Method</b>
Label on product	39%	31%
Mail	37%	32%
Internet	37%	28%
Email	29%	31%
Infographic on waste bin	28%	24%
Social media	26%	21%
TV or radio advertisements	21%	17%
Text messages	19%	18%
Billboard/outdoor advertisements	16%	13%
Educational materials from schools	14%	11%
Phone calls	12%	12%
None of the above	13%	11%

Base: Total respondents (n=2,297). Data Tables 84/85

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<sup>5</sup> Responses of fewer than 1% not shown.

**Exhibit 14A (Data Tables 84a/85a)**

**Current and Preferred Methods for Receiving Recycling Information – Those Who do Not Recycle<sup>6</sup>**

Question 14: How do you currently receive and/or would prefer to receive information about appropriately sorting your trash, recyclables, and green materials?

	<b>Current Method</b>	<b>Preferred Method</b>
Social media	52%	33%
Internet	46%	30%
TV or radio advertisements	41%	20%
Label on product	33%	26%
Mail	33%	24%
Text messages	33%	22%
Educational materials from schools	28%	17%
Email	26%	37%
Infographic on waste bin	24%	35%
Phone calls	24%	15%
Billboard/outdoor advertisements	22%	15%
None of the above	11%	7%

Base: Those who do not recycle and would be motivated to recycle more if they had clearer information on what to recycle or had more accessible recycling information (n=46). Data Tables 84a/85a

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<sup>6</sup> Responses of fewer than 1% not shown.

## Exhibit 14B (Data Table 84)

### Current Methods for Receiving Waste Sorting Information<sup>7</sup>

Question 14: How do you currently receive receive information about appropriately sorting your trash, recyclables, and green materials?

	Low-income (n=970) (C)	Mid-Income (n=655) (D)	High-Income (n=635) (E)	Rural (n=334) (F)	Urban (n=937) (G)	Suburban (n=1,001) (H)	Multifamily Home (n=710) (I)	Single-family Home (n=1,458) (J)	Other Home (n=108) (K)	Tribes (n=54) (L)
Internet	32%	38% <sup>C</sup>	42% <sup>C</sup>	32%	42% <sup>FH</sup>	33%	37%	36%	38%	37%
Label on product	33%	45% <sup>C</sup>	44% <sup>C</sup>	36%	39%	41%	39% <sup>K</sup>	41% <sup>K</sup>	25%	33%
Mail	32%	40% <sup>C</sup>	43% <sup>C</sup>	33%	36%	40% <sup>F</sup>	30%	42% <sup>IK</sup>	28%	37%
Social media	22%	30% <sup>C</sup>	31% <sup>C</sup>	22%	36% <sup>FH</sup>	19%	28% <sup>K</sup>	26% <sup>K</sup>	18%	44%
Email	24%	32% <sup>C</sup>	36% <sup>C</sup>	25%	34% <sup>FH</sup>	27%	30%	30%	24%	28%
Infographic on waste bin	20%	33% <sup>C</sup>	34% <sup>C</sup>	20%	29% <sup>F</sup>	30% <sup>F</sup>	25% <sup>K</sup>	30% <sup>IK</sup>	17%	26%
TV or radio advertisements	16%	25% <sup>C</sup>	25% <sup>C</sup>	18%	28% <sup>FH</sup>	16%	21%	21%	19%	35%
Text messages	16%	22% <sup>C</sup>	21% <sup>C</sup>	16%	25% <sup>FH</sup>	14%	19%	19%	18%	30%
Billboard/outdoor advertisements	12%	18% <sup>C</sup>	19% <sup>C</sup>	13%	21% <sup>FH</sup>	12%	16%	16%	15%	17%
Educational materials from schools	9%	17% <sup>C</sup>	17% <sup>C</sup>	10%	19% <sup>FH</sup>	10%	12%	15%	17%	15%
Phone calls	9%	14% <sup>C</sup>	14% <sup>C</sup>	10%	16% <sup>FH</sup>	8%	11%	12%	12%	13%
None of the above	18% <sup>DE</sup>	10%	9%	18% <sup>G</sup>	10%	15% <sup>G</sup>	14%	13%	18%	13%

<sup>7</sup> Responses of fewer than 1% not shown.

Base: Total respondents (n=2,297). Data Table 84

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

## Exhibit 14C (Data Table 85)

### Preferred Methods for Receiving Waste Sorting Information<sup>8</sup>

Question 14: How would prefer to receive information about appropriately sorting your trash, recyclables, and green materials?

	Low-income (n=970) (C)	Mid-Income (n=655) (D)	High-Income (n=635) (E)	Rural (n=334) (F)	Urban (n=937) (G)	Suburban (n=1,001) (H)	Multifamily Home (n=710) (I)	Single-family Home (n=1,458) (J)	Other Home (n=108) (K)	Tribes (n=54) (L)
Mail	32%	33%	34%	31%	31%	35%	30%	34% <sup>I</sup>	26%	28%
Internet	26%	30%	31% <sup>C</sup>	24%	34% <sup>FH</sup>	24%	30%	27%	29%	43%
Email	26%	34% <sup>C</sup>	37% <sup>C</sup>	25%	36% <sup>FH</sup>	29%	30%	32% <sup>K</sup>	23%	31%
Label on product	27%	33% <sup>C</sup>	35% <sup>C</sup>	28%	31%	32%	30%	32%	30%	24%
Infographic on waste bin	19%	27% <sup>C</sup>	28% <sup>C</sup>	20%	26% <sup>F</sup>	24%	24%	25%	18%	13%
Social media	18%	22% <sup>C</sup>	25% <sup>C</sup>	18%	28% <sup>FH</sup>	16%	22%	21%	20%	35%
Text messages	16%	21% <sup>C</sup>	18%	14%	22% <sup>FH</sup>	15%	17%	18%	22%	28%
TV or radio advertisements	15%	19% <sup>C</sup>	18%	12%	21% <sup>FH</sup>	15%	16%	17%	19%	30%
Billboard/outdoor advertisements	11%	16% <sup>C</sup>	15% <sup>C</sup>	10%	19% <sup>FH</sup>	9%	12%	14%	13%	22%
Phone calls	9%	14% <sup>C</sup>	14% <sup>C</sup>	9%	18% <sup>FH</sup>	7%	12%	12%	13%	24%
Educational materials from schools	9%	14% <sup>C</sup>	13% <sup>C</sup>	7%	15% <sup>FH</sup>	9%	12%	11%	9%	24%
None of the above	14% <sup>DE</sup>	9%	8%	16% <sup>G</sup>	8%	13% <sup>G</sup>	11%	11%	14%	13%

<sup>8</sup> Responses of fewer than 1% not shown.

Base: Total respondents (n=2,297). Data Table 85

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

## 2.15 Source of Information for Recycling/Sorting

Respondents' preferred sources for receiving appropriate sorting information relatively aligns with their current sources and 30% of respondents indicate they currently receive waste sorting information from a state government entity (see Exhibit 15). The most commonly indicated current and preferred source is information received from city/county sources, followed by the waste hauler, and then a state agency (see Exhibit 15).

Among the few respondents that do not recycle (n=46) who say they would be motivated to recycle more if they had clearer information on what to recycle or had more accessible recycling information, they are more likely than the entire group of respondents to currently receive and prefer to receive information from social media influencers. They are also less likely than total respondents to prefer receiving information from a state agency (see Exhibit 15A).

Among respondents that do not recycle, nearly 40% would prefer information via their city/county and waste haulers than are currently receiving information from those sources. However, the top two preferred sources among nonrecyclers and total respondents are the same: city/county and waste haulers (see Exhibit 15A).

### 2.15.1 Priority Populations

Among priority populations, the following patterns were identified:

- Low-income respondents are more likely than their higher income counterparts to say they are not receiving this information through any of the listed sources. However, 41% of low-income respondents say they receive appropriate sorting information from the city/county and 28% receive information from waste haulers (see Exhibit 15B). Low-income respondents are also more likely to say they would prefer not to receive this information through any of the listed sources (see Exhibit 15C).
- Forty-two percent of rural respondents cite the city/county as sources of sorting information, and 32% say they receive information from waste haulers. Rural and suburban respondents are more likely than urban respondents to say they are neither receiving nor preferring appropriate sorting information through any of the listed sources (see Exhibit 15B and 15C).
- Multifamily respondents compared to single-family respondents are less likely to cite their city/county (41% compared to 48%) or waste haulers (32% compared to 37%) as sources for receiving appropriate sorting information (see Exhibit 15B). Multifamily respondents are less likely compared to single family respondents to prefer waste haulers as a source for receiving this information (see Exhibit 15C).
- Forty-eight percent of tribal respondents say they currently receive information from the city/county, and 39% cite a state agency (see Exhibit 15B). While 28% would prefer to receive information from environmental organizations, and roughly 33% prefer city/county, state agency, or waste haulers (see Exhibit 15C).

### 2.15.1.1 Exhibit 15 (Data Tables 86/87)

#### Current and Preferred Sources for Receiving Waste Sorting Information<sup>9</sup>

Question 15: What are your current and preferred sources of information for appropriately sorting your trash, recyclables, and green materials?

	Current Sources	Preferred Sources
City/county	45%	41%
Waste hauler	35%	33%
State agency (CalRecycle)	30%	31%
Environmental organization	24%	26%
Social media influencer	18%	15%
K-12 schools	12%	12%
None of the above	20%	16%

Base: Total respondents (n=2,297). Data Tables 86/87

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<sup>9</sup> Responses of fewer than 1% not shown.

### 2.15.1.2 Exhibit 15A (Data Tables 86a/87a)

#### Current and Preferred Sources for Receiving Waste Sorting Information – Those Who do Not Recycle<sup>10</sup>

Question 15: What are your current and preferred sources of information for appropriately sorting your trash, recyclables, and green materials?

	Current Sources	Preferred Sources
Social media influencer	37%	26%
State agency (CalRecycle)	35%	17%
City/county	30%	39%
Environmental organization	28%	26%
Waste hauler	20%	35%
K-12 schools	17%	13%
None of the above	20%	13%

Base: Those who do not recycle and would be motivated to recycle more if they had clearer information on what to recycle or had more accessible recycling information (n=46). Data Tables 86a/87a

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<sup>10</sup> Responses of fewer than 1% not shown.

### 2.15.1.3 Exhibit 15B (Data Table 86)

#### Current Sources for Receiving Waste Sorting Information <sup>11</sup>

Question 15: What are your current sources of information for appropriately sorting your trash, recyclables, and green materials?

	Low-income (n=970) (C)	Mid-Income (n=655) (D)	High-Income (n=635) (E)	Rural (n=334) (F)	Urban (n=937) (G)	Suburban (n=1,001) (H)	Multifamily Home (n=710) (I)	Single-family Home (n=1,458) (J)	Other Home (n=108) (K)	Tribes (n=54) (L)
City/county	41%	48% <sup>C</sup>	48% <sup>C</sup>	42%	46%	44%	41% <sup>K</sup>	48% <sup>IK</sup>	29%	48%
Waste hauler	28%	39% <sup>C</sup>	43% <sup>C</sup>	32%	35%	36%	32%	37% <sup>IK</sup>	27%	31%
State agency (CalRecycle)	23%	37% <sup>C</sup>	35% <sup>C</sup>	25%	37% <sup>FH</sup>	25%	29%	31%	30%	39%
Environmental organization	20%	25% <sup>C</sup>	30% <sup>CD</sup>	20%	31% <sup>FH</sup>	20%	25%	25%	17%	28%
Social media influencer	15%	20% <sup>C</sup>	23% <sup>C</sup>	13%	28% <sup>FH</sup>	11%	21%	17%	18%	28%
K-12 schools	9%	16% <sup>C</sup>	12% <sup>C</sup>	12% <sup>H</sup>	16% <sup>FH</sup>	8%	13%	11%	15%	17%
None of the above	26% <sup>DE</sup>	14%	16%	25% <sup>G</sup>	16%	22% <sup>G</sup>	21%	18%	36% <sup>IJ</sup>	20%

Base: Total respondents (n=2,297). Data Table 86

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

<sup>11</sup> Responses of fewer than 1% not shown.

**2.15.1.4 Exhibit 15C (Data Table 87)**

**Preferred Sources for Receiving Waste Sorting Information<sup>12</sup>**

Question 15: What are your preferred sources of information for appropriately sorting your trash, recyclables, and green materials?

	Low-income (n=970) (C)	Mid-Income (n=655) (D)	High-Income (n=635) (E)	Rural (n=334) (F)	Urban (n=937) (G)	Suburban (n=1,001) (H)	Multifamily Home (n=710) (I)	Single-family Home (n=1,458) (J)	Other Home (n=108) (K)	Tribes (n=54) (L)
City/county	41%	42%	42%	38%	44%	41%	42% <sup>K</sup>	43% <sup>K</sup>	29%	33%
Waste hauler	25%	36% <sup>C</sup>	42% <sup>CD</sup>	27%	34% <sup>F</sup>	33% <sup>F</sup>	29%	35% <sup>I</sup>	33%	30%
State agency (CalRecycle)	27%	34% <sup>C</sup>	35% <sup>C</sup>	25%	37% <sup>FH</sup>	27%	29%	32%	31%	31%
Environmental organization	22%	28% <sup>C</sup>	31% <sup>C</sup>	18%	31% <sup>FH</sup>	25% <sup>F</sup>	27% <sup>K</sup>	27% <sup>K</sup>	18%	37%
Social media influencer	12%	16% <sup>C</sup>	20% <sup>C</sup>	13%	23% <sup>FH</sup>	9%	16%	15%	19%	28%
K-12 schools	8%	13% <sup>C</sup>	16% <sup>C</sup>	9%	17% <sup>FH</sup>	8%	12%	12%	13%	24%
None of the above	21% <sup>DE</sup>	11%	11%	22% <sup>GH</sup>	11%	17% <sup>G</sup>	16%	14%	22% <sup>J</sup>	20%

Base: Total respondents (n=2,297). Data Table 87

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

<sup>12</sup> Responses of fewer than 1% not shown.

## 2.16 Interest in Learning More on Recycling/Green Materials Topics

When asked which topics related to recycling and green material that respondents would like to learn more about:

- Of the respondents, 52% say they would like to learn more about which items to place in recycling bins (see Exhibit 16).
- Nearly 50% want more information about what to put in recycling and/or green materials bins (see Exhibit 16).
- Among the few respondents that do not recycle, 37% respondents say they would like to learn more about which items to place in the recycling bin (see Exhibit 16A).

### 2.16.1 Priority Populations

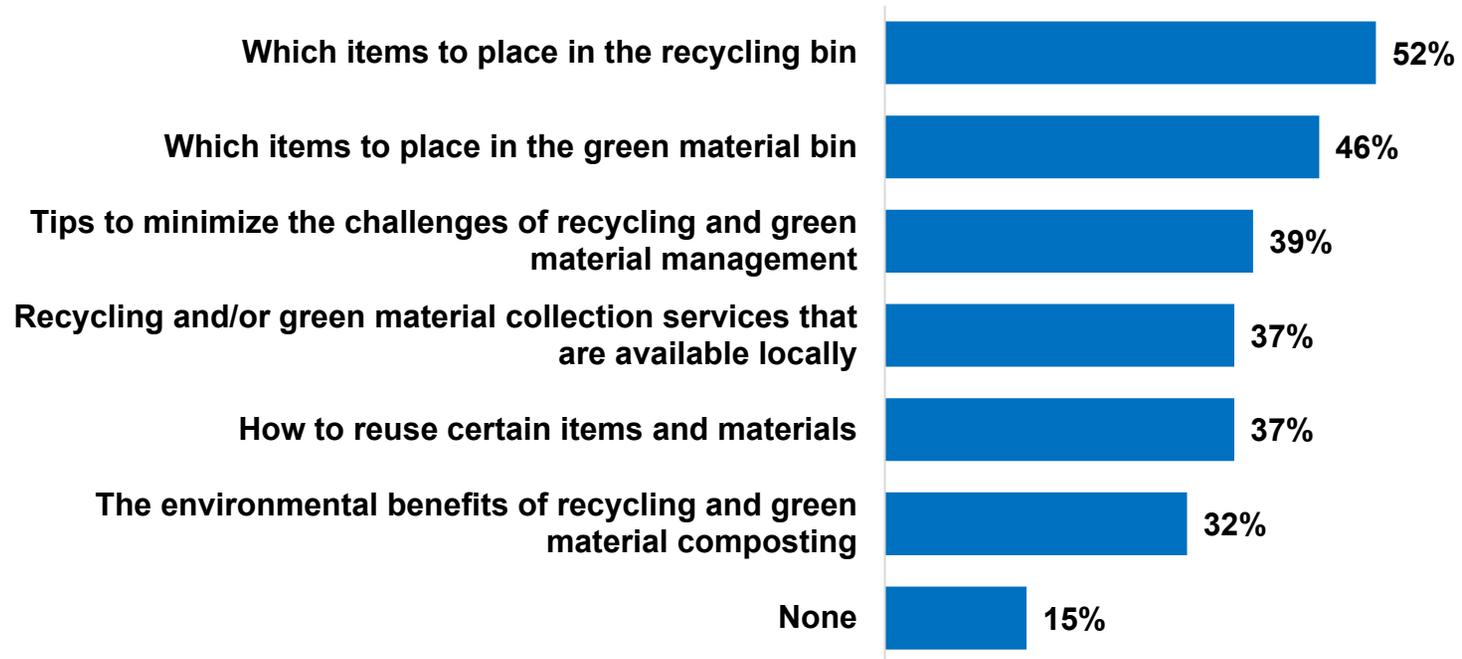
Among priority populations, the following patterns were identified:

- Low-income respondents are more likely to say they are not interested in learning about any of the listed topics regarding recycling/green material management compared to mid-income and high-income respondents. The topics with the highest interest are which items to place in the recycling bin and which to place in the green material bin (see Exhibit 16B).
- Rural respondents are more likely to say they are not interested in learning about any of the listed topics regarding recycling/green material management. The topics with the highest interest are which items to place in the recycling bin and which to place in the green material bin (see Exhibit 16B).
- Multifamily respondents are less likely to say they are interested in learning more about which items to place in recycling and green materials bins than single-family respondents. Still, 48% say they would like to learn more about which items to place in the recycling bin (see Exhibit 16B).
- Tribal respondents have relatively similar interest (41% to 46%) in learning more about each of the listed topics (see Exhibit 16B).

### Exhibit 16 (Data Table 88)

#### Interested in Learning More About Recycling/Green Materials Topics

Question 16: Which of the following topics related to recycling and/or green materials management would you like to learn more about?

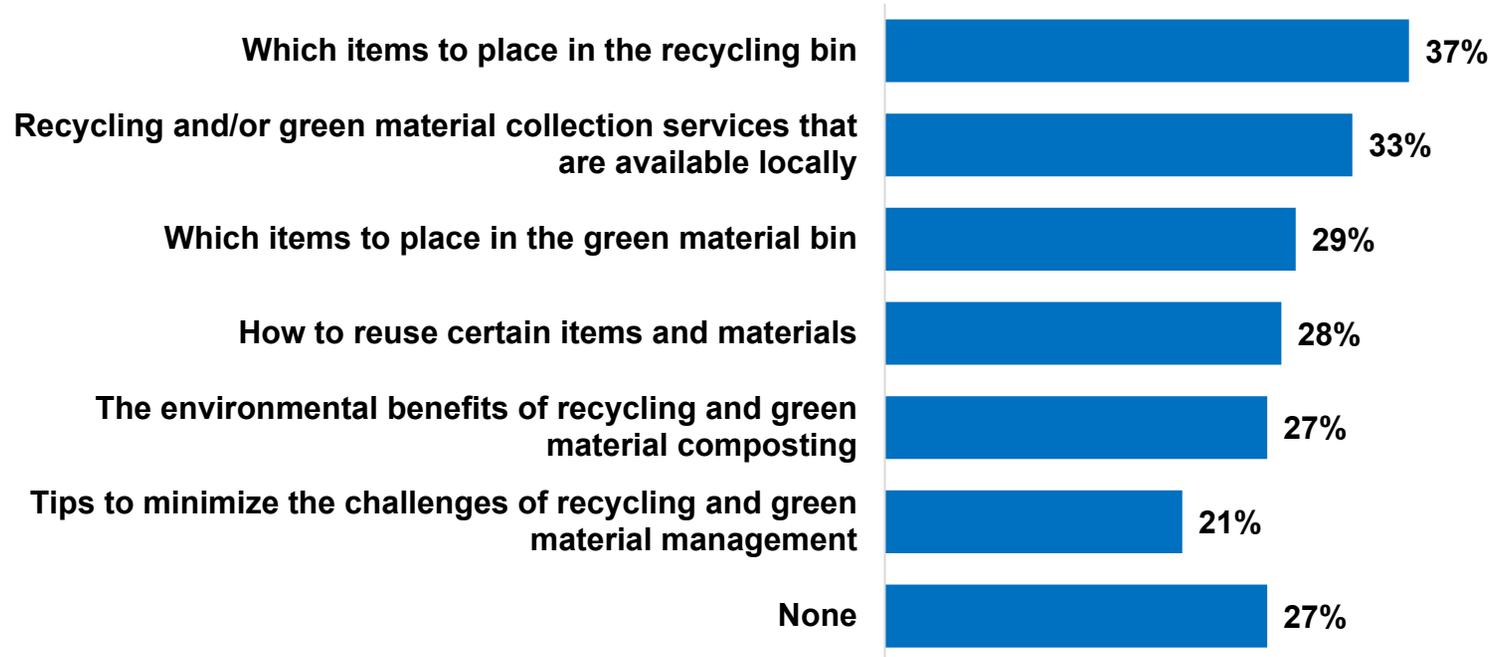


Base: Total respondents (n=2,297). Data Table 88

**Exhibit 16A (Data Table 88a)**

**Interested in Learning More About Recycling/Green Materials Topics – Those Who Do Not Recycle**

Question 16: Which of the following topics related to recycling and/or green materials management would you like to learn more about?



Base: Those who do not recycle (n=123). Data Table 88a

**Exhibit 16B (Data Table 88)**

**Interest in Learning More About Recycling/Green Materials Topics**

Question 16: Which of the following topics related to recycling and/or green materials management would you like to learn more about?

	<b>Low-income (n=970) (C)</b>	<b>Mid-Income (n=655) (D)</b>	<b>High-Income (n=635) (E)</b>	<b>Rural (n=334) (F)</b>	<b>Urban (n=937) (G)</b>	<b>Suburban (n=1,001) (H)</b>	<b>Multifamily Home (n=710) (I)</b>	<b>Single-family Home (n=1,458) (J)</b>	<b>Other Home (n=108) (K)</b>	<b>Tribes (n=54) (L)</b>
Which items to place in the recycling bin	45%	55% <sup>C</sup>	60% <sup>C</sup>	44%	54% <sup>F</sup>	52% <sup>F</sup>	48% <sup>K</sup>	55% <sup>IK</sup>	31%	46%
Which items to place in the green material bin	41%	47% <sup>C</sup>	55% <sup>CD</sup>	39%	49% <sup>F</sup>	46% <sup>F</sup>	44%	49% <sup>IK</sup>	37%	41%
Recycling and/or green material collection services that are available locally	31%	40% <sup>C</sup>	44% <sup>C</sup>	33%	44% <sup>FH</sup>	33%	38%	37%	31%	44%
Tips to minimize the challenges of recycling and green material management	31%	41% <sup>C</sup>	49% <sup>CD</sup>	28%	44% <sup>FH</sup>	37% <sup>F</sup>	38%	40%	32%	46%
How to reuse certain items and materials	35%	36%	42% <sup>CD</sup>	31%	43% <sup>FH</sup>	34%	37%	37%	32%	41%
The environmental benefits of recycling and green material composting	27%	33% <sup>C</sup>	39% <sup>CD</sup>	25%	40% <sup>FH</sup>	27%	32%	33% <sup>K</sup>	23%	46%
None of the above	20% <sup>DE</sup>	12%	9%	25% <sup>GH</sup>	10%	16% <sup>G</sup>	12%	15%	21% <sup>I</sup>	15%

Base: Total respondents (n=2,297). Data Table 88

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

## 3 Source Reduction

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The following findings from the survey on source reduction include reuse and refill, as well as other source reduction strategies that are applicable to covered material.

### 3.1 Returnable and Refillable Containers

A slight majority of respondents (53%) say they bring returnable/refillable containers back to participating locations (see Exhibit 17). The top reasons are that it is good for the environment, it produces less packaging waste, and rewards/incentives are offered (see Exhibit 18). Despite high willingness to participate in reuse/refill, this finding does not indicate that reuse/refill is extensively available and used in some communities (see Exhibit 19).

Among those who do not use them, the top motivators among total respondents would be more availability at local stores (45%) and more rewards/incentives for returning containers (44%) (see Exhibit 19).

#### 3.1.1 Priority Populations

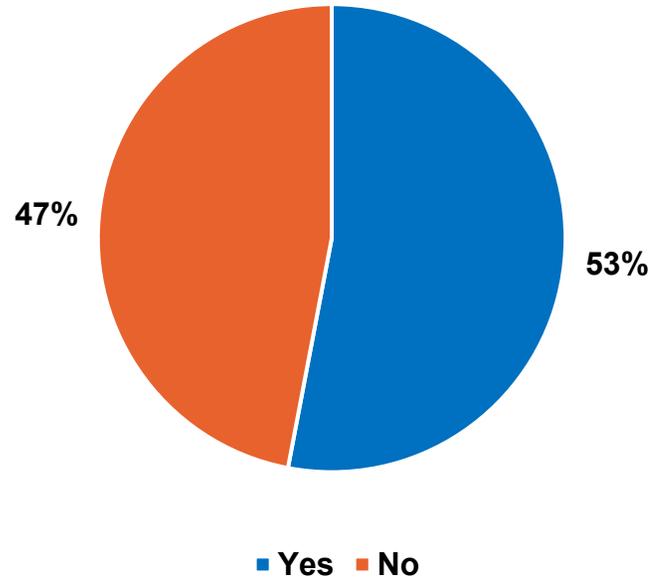
Among priority populations, the following patterns were identified:

- Low-income respondents are less likely to say they bring returnable/refillable containers back to participating locations compared to mid-income and high-income respondents (see Exhibit 17A). Low-income respondents who return containers are less likely to say they participate for most of the listed reasons (see Exhibit 18A). Low-income respondents who do not engage in this activity are more likely than high-income respondents to say none of the listed benefits would motivate them to participate (see Exhibit 19A).
- Urban respondents are more likely than rural or suburban respondents to say they bring returnable/refillable containers back to participating locations (see Exhibit 17A). Rural respondents who engage in this activity are less likely than urban respondents to cite most of the reasons for participating (see Exhibit 18A). Rural respondents who do not engage in this activity are less likely than urban respondents to say they would be motivated to participate if there were alternative methods beyond visiting stores (see Exhibit 19A).
- Multifamily respondents who engage in this activity are less likely than single family respondents to say they participate because it produces less packaging waste and locations offer rewards/incentives (see Exhibit 18A).
- Sixty-nine percent of tribal respondents bring returnable containers back to participating locations (see Exhibit 17A). While 57% of those who do say it is good for the environment or that it produces less packaging waste (see Exhibit 18A). The top motivators to participate among those who do not are more availability (35%) and more rewards programs (35%) (see Exhibit 19A).

**Exhibit 17 (Data Table 89)**

**Returnable and/or Refillable Containers**

Question 17: Do you bring returnable and/or refillable containers back to participating locations?



Base: Total respondents (n=2,297). Data Table 89

**Exhibit 17A (Data Table 89)**

	<b>Low-income (n=970) (C)</b>	<b>Mid-Income (n=655) (D)</b>	<b>High-Income (n=635) (E)</b>	<b>Rural (n=334) (F)</b>	<b>Urban (n=937) (G)</b>	<b>Suburban (n=1,001) (H)</b>	<b>Multifamily Home (n=710) (I)</b>	<b>Single-family Home (n=1,458) (J)</b>	<b>Other Home (n=108) (K)</b>	<b>Tribes (n=54) (L)</b>
Yes	49%	58% <sup>C</sup>	55% <sup>C</sup>	50%	64% <sup>FH</sup>	44%	55%	52%	60%	69%

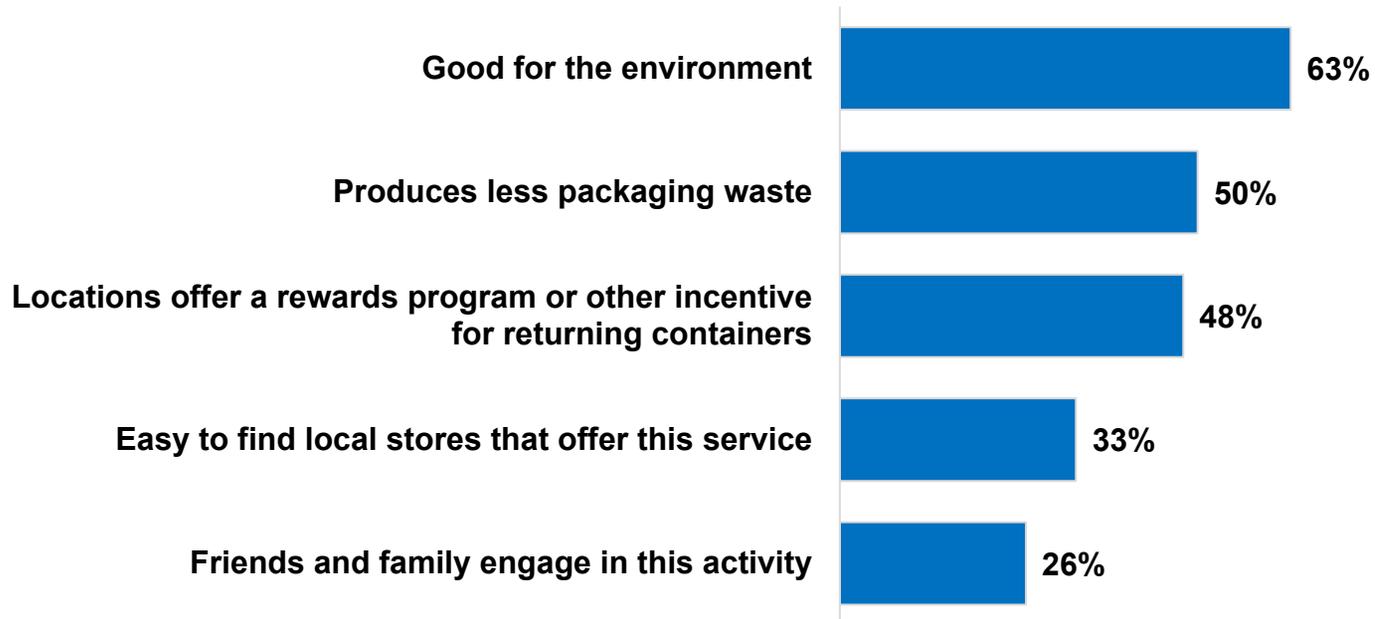
Base: Total respondents (n=2,297). Data Table 89

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

**Exhibit 18 (Data Table 90)**

**Reasons for Bringing Returnable and/or Refillable Containers Back to Participating Locations**

Question 18: Why do you engage in bringing returnable and/or refillable containers back to participating locations?



Base: Those who bring returnable and/or refillable containers back to participating locations (n=1,218). Data Table 90

**Exhibit 18A (Data Table 90)**

**Reasons for Bringing Returnable and/or Refillable Containers Back to Participating Locations**

Question 18: Why do you engage in bringing returnable and/or refillable containers back to participating locations?

	<b>Low-income (n=475) (C)</b>	<b>Mid-Income (n=377) (D)</b>	<b>High-Income (n=352) (E)</b>	<b>Rural (n=166) (F)</b>	<b>Urban (n=600) (G)</b>	<b>Suburban (n=436) (H)</b>	<b>Multifamily Home (n=389) (I)</b>	<b>Single-family Home (n=755) (J)</b>	<b>Other Home (n=65) (K)</b>	<b>Tribes (n=37) (L)</b>
Good for the environment	58%	64%	68% <sup>C</sup>	60%	65%	61%	60%	66% <sup>K</sup>	51%	57%
Produces less packaging waste	43%	53% <sup>C</sup>	59% <sup>C</sup>	43%	52% <sup>F</sup>	51%	43%	55% <sup>I</sup>	43%	57%
Locations offer a rewards program or other incentive for returning containers	44%	50%	49%	40%	49% <sup>F</sup>	50% <sup>F</sup>	43%	50% <sup>I</sup>	51%	41%
Easy to find local stores that offer this service	27%	37% <sup>C</sup>	39% <sup>C</sup>	29%	38% <sup>FH</sup>	29%	32%	35%	26%	41%
Friends and family engage in this activity	22%	29% <sup>C</sup>	30% <sup>C</sup>	22%	32% <sup>FH</sup>	20%	25%	26%	31%	35%

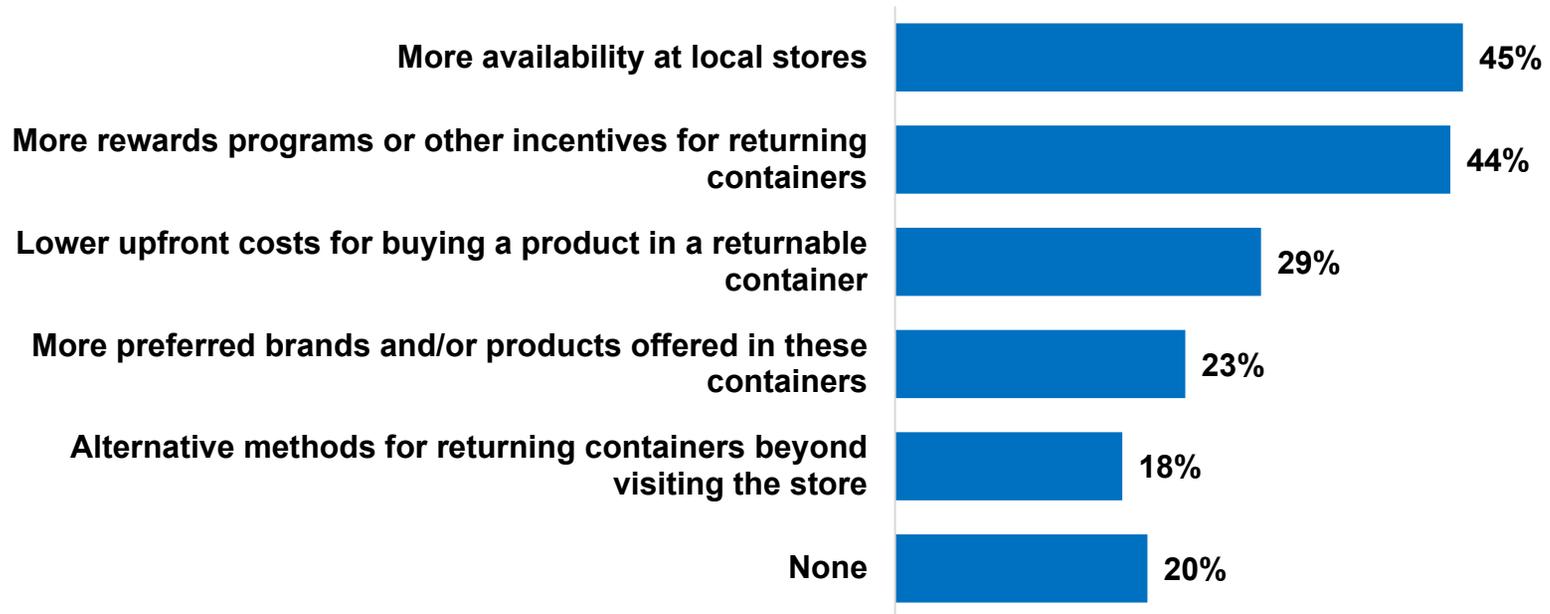
Base: Those who bring returnable and/or refillable containers back to participating locations (n=1,218). Data Table 90

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

### Exhibit 19 (Data Table 91)

#### Motivators for Bringing Returnable and/or Refillable Containers Back to Participating Locations

Question 19: What would motivate you to participate in bringing returnable and/or refillable containers back to participating locations?



Base: Those who do not bring returnable and/or refillable containers back to participating locations (n=1,079). Data Table 91

## Exhibit 19A (Data Table 91)

### Motivators for Bringing Returnable and/or Refillable Containers Back to Participating Locations

Question 19: What would motivate you to participate in bringing returnable and/or refillable containers back to participating locations?

	Low-income (n=495) (C)	Mid-Income (n=278) (D)	High-Income (n=283) (E)	Rural (n=168) (F)	Urban (n=337) (G)	Suburban (n=565) (H)	Multifamily Home (n=321) (I)	Single-family Home (n=703) (J)	Other Home (n=43) (K)	Tribes (n=17) <sup>♦</sup> (L)
More availability at local stores	41%	47%	52% <sup>C</sup>	43%	44%	47%	43%	47%	40%	35%
More rewards programs or other incentives for returning containers	41%	42%	51% <sup>C</sup>	39%	45%	45%	45%	43%	44%	35%
Lower upfront costs for buying a product in a returnable container	27%	30%	31%	30%	24%	32% <sup>G</sup>	28% <sup>K</sup>	31% <sup>K</sup>	9%	18%
More preferred brands and/or products offered in these containers	19%	26% <sup>C</sup>	27% <sup>C</sup>	24%	24%	22%	22%	24%	12%	18%
Alternative methods for returning containers beyond visiting the store	18%	17%	19%	17%	25% <sup>FH</sup>	15%	20%	18%	16%	35%
None	23% <sup>E</sup>	18%	15%	21%	20%	19%	21%	19%	21%	24%

Base: Those who do not bring returnable and/or refillable containers back to participating locations (n=1,079). Data Table 91

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

<sup>♦</sup>Caution: Very small base size.

## 3.2 Bulk Packaging

Seventy-four percent of respondents report purchasing products in bulk packaging (see Exhibit 20). Among those who purchase bulk products, 69% of respondents say it is due to cheaper costs, and 62% of respondents cite fewer trips to the store as a reason (see Exhibit 21).

Forty-three percent of respondents who do not buy in bulk would be motivated to do so if stores had lower upfront costs and 38% of respondents say they would buy in bulk if they had more storage space at home for the products (see Exhibit 22).

### 3.2.1 Priority Populations

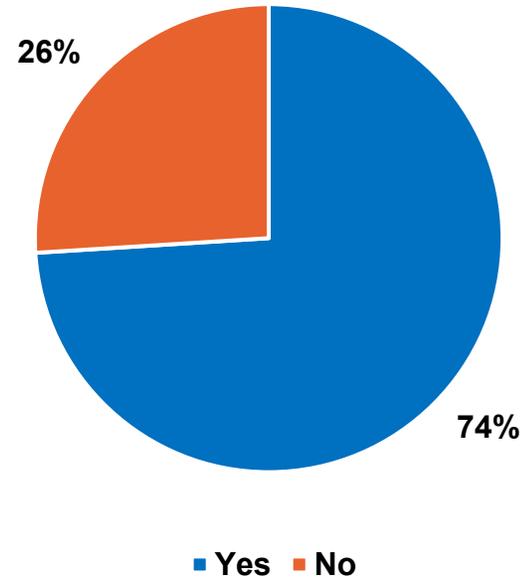
Among priority populations, the following were identified:

- Low-income respondents are less likely to say they purchase products in bulk packaging compared to mid-income and high-income respondents (see Exhibit 20A). A majority of low-income respondents who buy in bulk say it is due to it being cheaper overall, but they are less likely than higher income households to cite this reason for participating (see Exhibit 21A). Low-income respondents who do not buy in bulk are less likely to say more storage space at home would motivate them to participate (see Exhibit 22A). They are also less likely than high-income respondents to be motivated by the ability to have bulk products shipped to their residence (see Exhibit 22A). The primary motivator for low-income respondents is lower upfront costs for buying in bulk (see Exhibit 22A).
- Sixty-nine percent of rural respondents who purchase products in bulk packaging say it is due to it being cheaper overall. Rural and suburban respondents are less likely than urban respondents to say they buy in bulk packaging because it is good for the environment or because these products are easy to find locally (see Exhibit 21A). Rural respondents who do not engage in this activity are less likely than suburban respondents to say more storage space at home would motivate them to participate, and more likely than urban respondents to be uninterested in any of the motivators (see Exhibit 22A).
- Multifamily respondents are less likely to say they purchase products in bulk packaging (see Exhibit 20A). Multifamily respondents who engage in this activity are less likely to say they do so because it's cheaper overall, although 64% of multifamily respondents cite being cheaper as a reason for buying bulk packaging (see Exhibit 21A).
- Eighty percent of tribal respondents purchase products in bulk (see Exhibit 20A). A majority of those who do say it is cheaper overall or that it produces less packaging waste (see Exhibit 21A). A majority who do not participate say they would be motivated by lower upfront costs (see Exhibit 22A).

**Exhibit 20 (Data Table 92)**

**Purchasing Products in Bulk Packaging**

Question 20: Do you purchase products in bulk packaging (e.g., large 30-count of toilet paper)?



Base: Total respondents (n=2,297). Data Table 92

**Exhibit 20A (Data Table 92)**

	<b>Low-income (n=970) (C)</b>	<b>Mid-Income (n=655) (D)</b>	<b>High-Income (n=635) (E)</b>	<b>Rural (n=334) (F)</b>	<b>Urban (n=937) (G)</b>	<b>Suburban (n=1,001) (H)</b>	<b>Multifamily Home (n=710) (I)</b>	<b>Single-family Home (n=1,458) (J)</b>	<b>Other Home (n=108) (K)</b>	<b>Tribes (n=54) (L)</b>
Yes	66%	79% <sup>C</sup>	83% <sup>CD</sup>	72%	76%	74%	69% <sup>K</sup>	79% <sup>IK</sup>	58%	80%

Base: Total respondents (n=2,297). Data Table 92

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

**Exhibit 21 (Data Table 93)**

**Reasons for Purchasing Products in Bulk Packaging**

Question 21: Why do you engage in purchasing products in bulk packaging?



Base: Those who purchase products in bulk packaging (n=1,707). Data Table 93

## Exhibit 21A (Data Table 93)

### Reasons for Purchasing Products in Bulk Packaging

Question 21: Why do you engage in purchasing products in bulk packaging?

	Low-income (n=637) (C)	Mid-Income (n=517) (D)	High-Income (n=530) (E)	Rural (n=239) (F)	Urban (n=709) (G)	Suburban (n=745) (H)	Multifamily Home (n=489) (I)	Single-family Home (n=1,145) (J)	Other Home (n=63) (K)	Tribes (n=43) (L)
Cheaper overall than buying single units	64%	72% <sup>C</sup>	72% <sup>C</sup>	69%	63%	76% <sup>G</sup>	64%	73% <sup>IK</sup>	59%	63%
Requires fewer trips to the store	60%	63%	63%	63%	58%	66% <sup>G</sup>	60%	64% <sup>K</sup>	48%	49%
Produces less packaging waste	39%	47% <sup>C</sup>	45% <sup>C</sup>	39%	45%	42%	40%	45%	38%	51%
Good for the environment	27%	34% <sup>C</sup>	38% <sup>C</sup>	28%	39% <sup>FH</sup>	27%	31%	33%	33%	40%
Easy to find at a local store	22%	24%	34% <sup>CD</sup>	21%	34% <sup>FH</sup>	21%	29%	25%	27%	33%
Friends and family engage in this activity	18%	21%	18%	18% <sup>H</sup>	25% <sup>FH</sup>	12%	20%	17%	38% <sup>IJ</sup>	23%

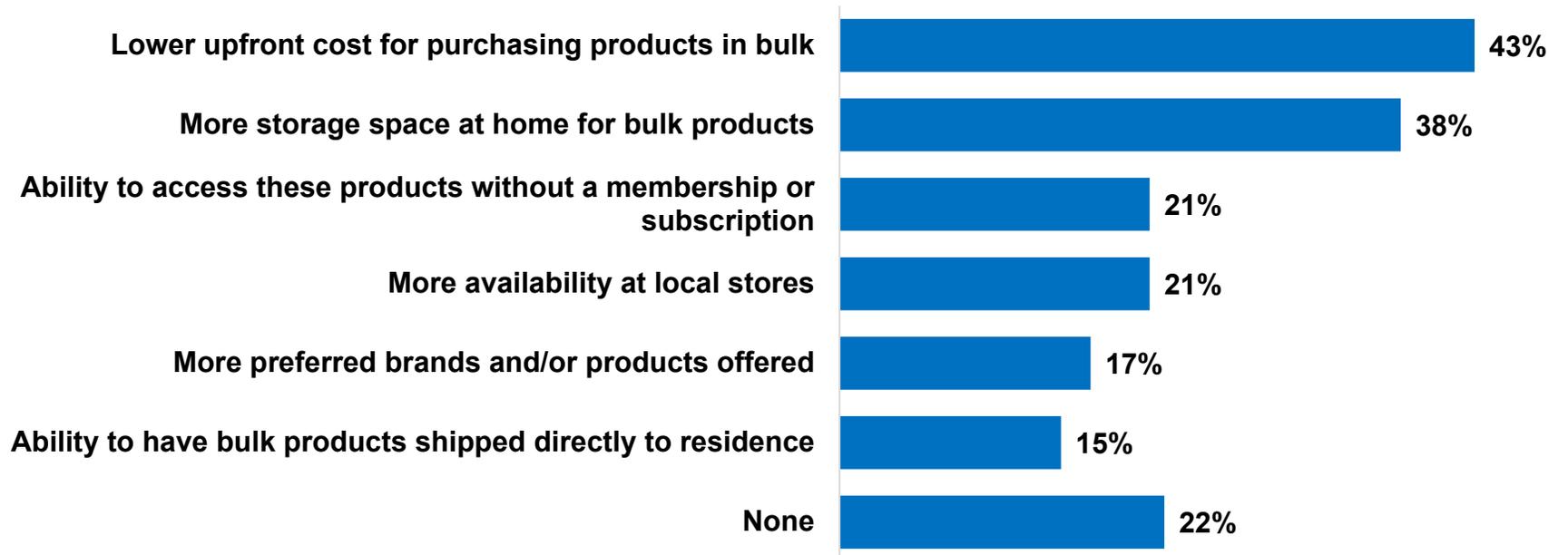
Base: Those who purchase products in bulk packaging (n=1,707). Data Table 93

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

**Exhibit 22 (Data Table 94)**

**Motivators for Purchasing Products in Bulk Packaging**

Question 22: What would motivate you to participate in purchasing products in bulk packaging?



Base: Those who do not purchase products in bulk packaging (n=590). Data Table 94

**Exhibit 22A (Data Table 94)**

**Motivators for Purchasing Products in Bulk Packaging**

Question 22: What would motivate you to participate in purchasing products in bulk packaging?

	<b>Low-income (n=333) (C)</b>	<b>Mid-Income (n=138) (D)</b>	<b>High-Income (n=105) (E)</b>	<b>Rural (n=95) (F)</b>	<b>Urban (n=228) (G)</b>	<b>Suburban (n=256) (H)</b>	<b>Multifamily Home (n=221) (I)</b>	<b>Single-family Home (n=313) (J)</b>	<b>Other Home (n=45) (K)</b>	<b>Tribes (n=11)<sup>♦</sup> (L)</b>
Lower upfront cost for purchasing products in bulk	44%	42%	38%	38%	44%	43%	43%	44%	38%	64%
More storage space at home for bulk products	32%	49% <sup>C</sup>	43% <sup>C</sup>	31%	37%	43% <sup>F</sup>	40%	37%	38%	27%
More availability at local stores	21%	20%	20%	18%	23%	20%	21%	22%	13%	18%
Ability to access these products without a membership or subscription	21%	24%	18%	21%	23%	20%	24%	20%	16%	18%
More preferred brands and/or products offered	16%	22%	12%	16%	20% <sup>H</sup>	13%	16%	18%	9%	27%
Ability to have bulk products shipped directly to residence	11%	17%	21% <sup>C</sup>	12%	21% <sup>H</sup>	11%	15%	15%	9%	18%
None	23%	18%	20%	27% <sup>G</sup>	18%	23%	17%	22%	27%	9%

Base: Those who do not purchase products in bulk packaging (n=590). Data Table 94

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

\*Caution: Very small base size.

### **3.3 Concentrated Products**

Sixty-four percent of respondents are purchasing concentrated products (see Exhibit 23). Roughly 50% of those who buy these products cite the cheaper cost, less packaging waste, and fewer trips to the store as reasons (see Exhibit 24).

The top motivator for those who do not buy concentrated products would be the lower upfront cost, followed by more availability at local stores (see Exhibit 25).

#### **3.3.1 Priority Populations**

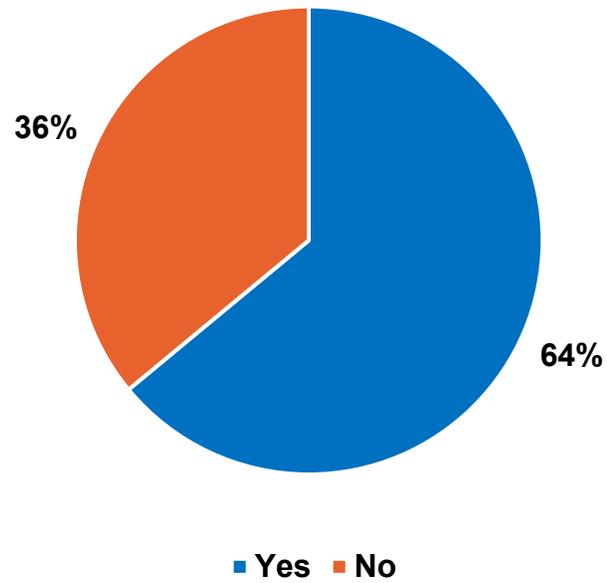
Among priority populations, the following patterns were identified:

- Low-income respondents are less likely to say they purchase concentrated products compared to mid-income and high-income respondents (see Exhibit 23A). Low-income respondents who engage in this activity are less likely to do so because it produces less packaging waste or because it is good for the environment (see Exhibit 24A). Low-income respondents who do not engage in this activity are less likely to say they would be motivated to participate if there was more availability at local stores or more brands/products were available (see Exhibit 25A).
- Rural respondents are less likely than urban respondents to say they purchase concentrated products (see Exhibit 23A). Rural respondents who purchase concentrated products are less likely than urban respondents to say they do so because it is good for the environment, easy to find these products locally, or because of friends/family (see Exhibit 24A). Rural respondents who do not purchase concentrated products are more likely to say that nothing would motivate them (see Exhibit 25A).
- Multifamily respondents who purchase concentrated products are less likely to say they participate because it is cheaper overall, it produces less packaging waste, and it requires fewer trips to the store (see Exhibit 24A).
- Among low-income, rural, and multifamily respondents, the number one motivator for purchasing concentrated products is lower upfront costs (see Exhibit 25A).
- Sixty-nine percent of tribal respondents say they purchase concentrated products (see Exhibit 23A). A majority of those who do say it is good for the environment or that it requires fewer trips to the store (see Exhibit 24A). The top motivators to participate among those who do not are the ability to access products without a membership and lower upfront costs (see Exhibit 25A).

**Exhibit 23 (Data Table 95)**

**Purchasing Concentrated Products**

Question 23: Do you purchase concentrated products, such as concentrated soaps or detergents that are sometimes diluted with water before use?



Base: Total respondents (n=2,297). Data Table 95

**Exhibit 23A (Data Table 95)**

	<b>Low-income (n=970) (C)</b>	<b>Mid-Income (n=655) (D)</b>	<b>High-Income (n=635) (E)</b>	<b>Rural (n=334) (F)</b>	<b>Urban (n=937) (G)</b>	<b>Suburban (n=1,001) (H)</b>	<b>Multifamily Home (n=710) (I)</b>	<b>Single-family Home (n=1,458) (J)</b>	<b>Other Home (n=108) (K)</b>	<b>Tribes (n=54) (L)</b>
<b>Yes</b>	59%	68% <sup>C</sup>	68% <sup>C</sup>	64%	72% <sup>FH</sup>	58%	62%	66%	64%	69%

Base: Total respondents (n=2,297). Data Table 95

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

**Exhibit 24 (Data Table 96)**

**Reasons for Purchasing Concentrated Products**

Question 24: Why do you engage in purchasing concentrated products?



Base: Those who purchase concentrated products (n=1,478). Data Table 96

**Exhibit 24A (Data Table 96)**

**Reasons for Purchasing Concentrated Products**

Question 24: Why do you engage in purchasing concentrated products?

	Low-income (n=577) (C)	Mid-Income (n=448) (D)	High-Income (n=434) (E)	Rural (n=213) (F)	Urban (n=670) (G)	Suburban (n=578) (H)	Multifamily Home (n=442) (I)	Single-family Home (n=956) (J)	Other Home (n=69) (K)	Tribes (n=37) (L)
Cheaper than buying unconcentrated products	50%	55%	51%	54%	48%	56% <sup>G</sup>	44%	55% <sup>I</sup>	64% <sup>I</sup>	41%
Produces less packaging waste	40%	53% <sup>C</sup>	57% <sup>C</sup>	47%	49%	51%	44%	53% <sup>IK</sup>	36%	41%
Requires fewer trips to the store	45%	53% <sup>C</sup>	50%	50%	48%	50%	45%	51% <sup>I</sup>	42%	51%
Good for the environment	34%	45% <sup>C</sup>	52% <sup>CD</sup>	33%	49% <sup>FH</sup>	40%	42% <sup>K</sup>	45% <sup>K</sup>	28%	54%
Easy to find at a local store	28%	29%	33%	23%	36% <sup>FH</sup>	25%	30%	30%	36%	24%
Friends and family engage in this activity	20%	21%	22%	16%	27% <sup>FH</sup>	14%	22%	19%	29%	32%

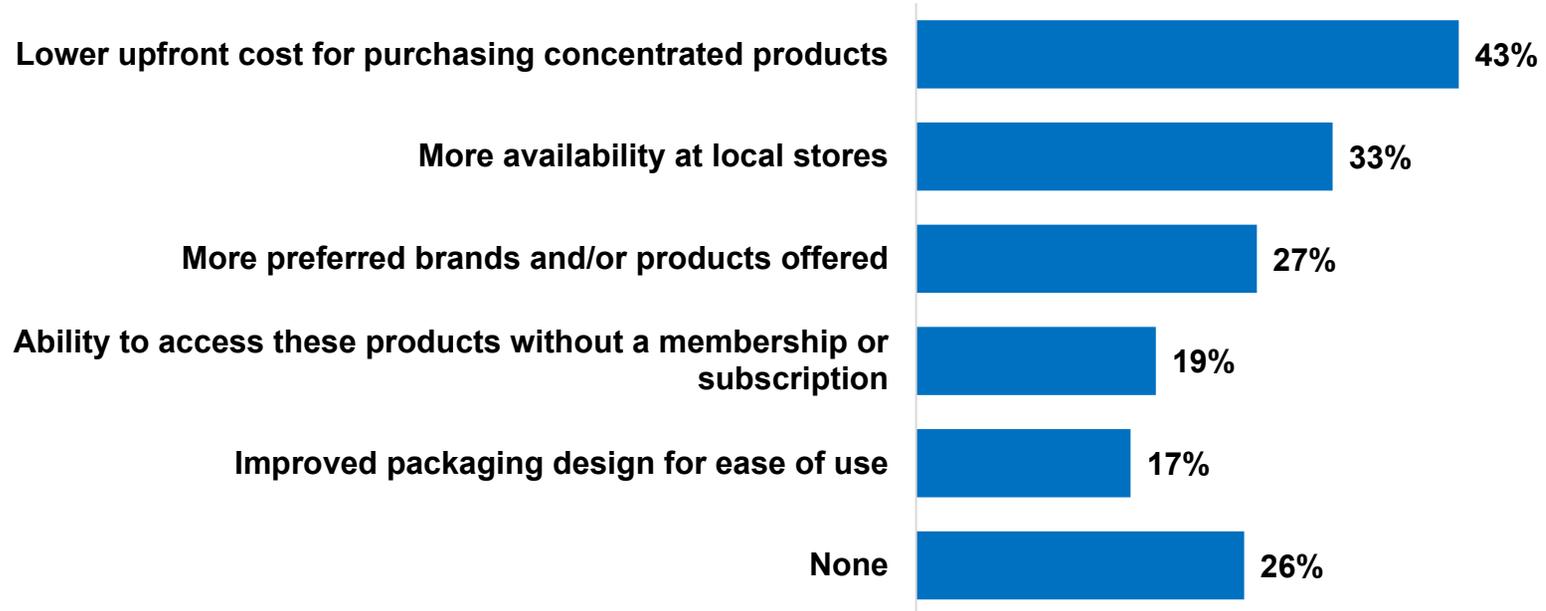
Base: Those who purchase concentrated products (n=1,478). Data Table 96

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

**Exhibit 25 (Data Table 97)**

**Motivators for Purchasing Concentrated Products**

Question 25: What would motivate you to participate in purchasing concentrated products?



Base: Those who do not purchase concentrated products (n=819). Data Table 97

**Exhibit 25A (Data Table 97)**

**Motivators for Purchasing Concentrated Products**

Q.25 What would motivate you to participate in purchasing concentrated products?

	<b>Low-income (n=393) (C)</b>	<b>Mid-Income (n=207) (D)</b>	<b>High-Income (n=201) (E)</b>	<b>Rural (n=121) (F)</b>	<b>Urban (n=267) (G)</b>	<b>Suburban (n=423) (H)</b>	<b>Multifamily Home (n=268) (I)</b>	<b>Single-family Home (n=502) (J)</b>	<b>Other Home (n=39) (K)</b>	<b>Tribes (n=17)<sup>♦</sup> (L)</b>
Lower upfront cost for purchasing concentrated products	44%	43%	44%	37%	42%	46%	40%	46%	33%	35%
More availability at local stores	28%	39% <sup>C</sup>	38% <sup>C</sup>	25%	36% <sup>F</sup>	34%	36%	32%	28%	18%
More preferred brands and/or products offered	21%	32% <sup>C</sup>	34% <sup>C</sup>	21%	30%	28%	29% <sup>K</sup>	28% <sup>K</sup>	10%	29%
Ability to access these products without a membership or subscription	20%	17%	19%	17%	19%	18%	18%	20%	15%	41%
Improved packaging design for ease of use	15%	16%	21%	12%	19%	17%	20%	16%	8%	18%
None	30% <sup>E</sup>	25%	20%	39% <sup>GH</sup>	22%	25%	25%	25%	38%	35%

Base: Those who do not purchase concentrated products (n=819). Data Table 97

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

\*Caution: Very small base size.

## 3.4 Buying in Bulk

Fifty-three percent say they purchase products by weight at the bulk section of a store (see Exhibit 26). Sixty-three percent who purchase bulk weight items cite the ability to purchase the exact amount they want as a motivator, and 47% say it is to produce less packaging waste (see Exhibit 27).

Among those not buying bulk items by weight, 44% say lower prices for those items would motivate them to purchase (see Exhibit 28).

### 3.4.1 Priority Populations

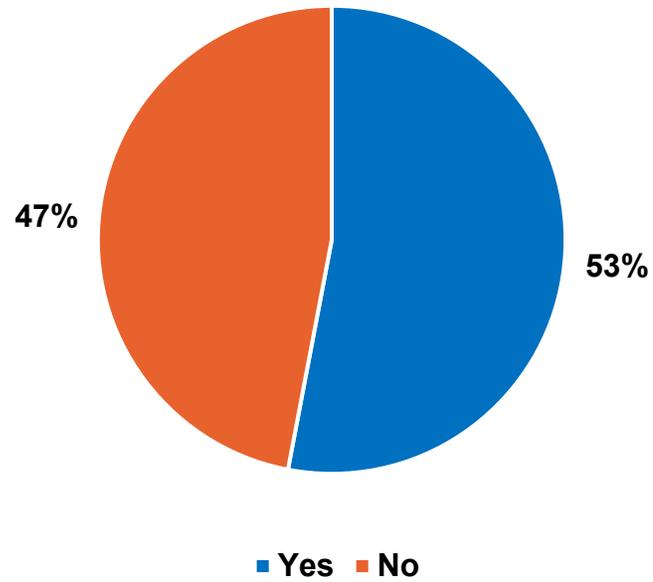
Among priority populations, the following were identified:

- Low-income respondents are less likely to say they purchase products by weight in bulk compared to mid-income and high-income respondents (see Exhibit 26A). Low-income respondents who do are less likely to say they participate because it produces less packaging waste (see Exhibit 27A). Low-income respondents who do not engage in this activity are less likely to say they would be motivated by assurances about product quality or more preferred brands/products being offered (see Exhibit 28A). However, they are more likely than high-income respondents to be motivated by lower prices for these products or not needing a membership/subscription (see Exhibit 28A).
- Rural respondents are less likely than urban respondents to say they purchase products by weight in bulk (see Exhibit 26A). Rural respondents who buy in bulk are less likely than urban respondents to say they do so because it is good for the environment (see Exhibit 27A).
- Multifamily respondents who purchase products by weight in bulk are less likely compared to single-family respondents to cite the ability to purchase an exact amount of the product, though more than half cite this reason, or that these products are easy to find at a local store (see Exhibit 27A).
- Among low-income, rural, and multifamily respondents, the number one motivator for buying in bulk is lower prices (see Exhibit 28A).
- Sixty-nine percent of tribal respondents say they purchase products by weight in bulk (see Exhibit 26A). A majority of those who do buy in bulk say they can purchase the exact amount they want or that it is good for the environment (see Exhibit 27A). The top motivator to participate among the small portion (n=17) who do not is assurance about the quality of bulk products (see Exhibit 28A).

**Exhibit 26 (Data table 98)**

**Purchasing Products by Weight in Bulk**

Question 26: Do you purchase products by weight at the bulk section of a store (e.g., nuts by the pound)?



Base: Total respondents (n=2,297). Data Table 98

**Exhibit 26A (Data Table 98)**

	<b>Low-income (n=970) (C)</b>	<b>Mid-Income (n=655) (D)</b>	<b>High-Income (n=635) (E)</b>	<b>Rural (n=334) (F)</b>	<b>Urban (n=937) (G)</b>	<b>Suburban (n=1,001) (H)</b>	<b>Multifamily Home (n=710) (I)</b>	<b>Single-family Home (n=1,458) (J)</b>	<b>Other Home (n=108) (K)</b>	<b>Tribes (n=54) (L)</b>
Yes	45%	59% <sup>C</sup>	58% <sup>C</sup>	46%	61% <sup>FH</sup>	47%	54%	52%	54%	69%

Base: Total respondents (n=2,297). Data Table 98

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

**Exhibit 27 (Data Table 99)**

**Reasons for Purchasing Products by Weight in Bulk**

Question 27: Why do you engage in purchasing products by weight at the bulk section of a store?



Base: Those who purchase products by weight in bulk (n=1,215). Data Table 99

**Exhibit 27A (Data Table 99)**

**Reasons for Purchasing Products by Weight in Bulk**

Question 27: Why do you engage in purchasing products by weight at the bulk section of a store?

	<b>Low-income (n=440) (C)</b>	<b>Mid-Income (n=389) (D)</b>	<b>High-Income (n=370) (E)</b>	<b>Rural (n=153) (F)</b>	<b>Urban (n=573) (G)</b>	<b>Suburban (n=475) (H)</b>	<b>Multifamily Home (n=385) (I)</b>	<b>Single-family Home (n=764) (J)</b>	<b>Other Home (n=58) (K)</b>	<b>Tribes (n=37) (L)</b>
Can purchase exact amount of desired product	59%	64%	65%	62%	58%	69% <sup>G</sup>	57%	66% <sup>IK</sup>	53%	68%
Produces less packaging waste	39%	51% <sup>C</sup>	53% <sup>C</sup>	42%	49%	47%	47%	48%	36%	41%
Can use reusable container	38%	44%	46% <sup>C</sup>	46%	45% <sup>H</sup>	38%	39%	44%	40%	35%
Easy to find at a local store	36%	39%	44% <sup>C</sup>	35%	43% <sup>H</sup>	36%	35%	41% <sup>I</sup>	40%	32%
Good for the environment	30%	37%	48% <sup>CD</sup>	29%	43% <sup>FH</sup>	34%	35%	39%	36%	51%
Friends and family engage in this activity	25%	24%	26%	24%	31% <sup>H</sup>	17%	26%	24%	29%	38%

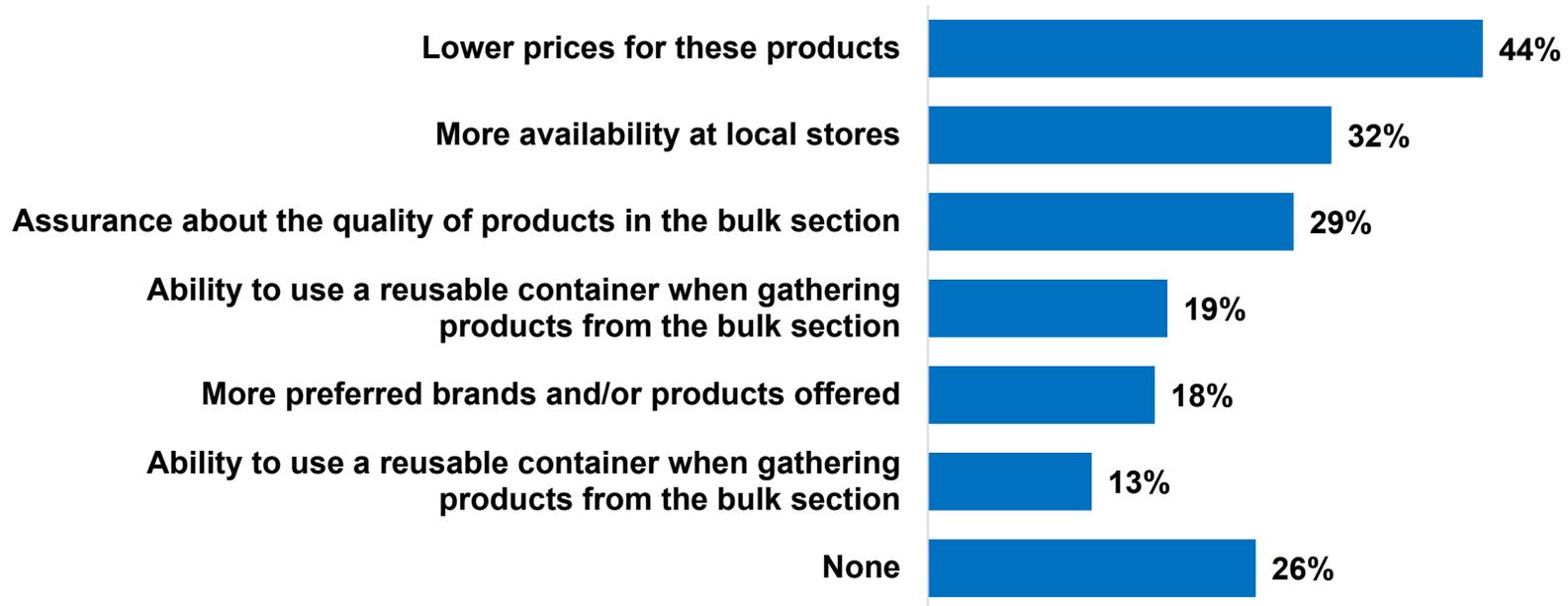
Base: Those who purchase products by weight in bulk (n=1,215). Data Table 99

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

**Exhibit 28 (Data Table 100)**

**Motivators for Purchasing Products by Weight in Bulk**

Question 28: What would motivate you to participate in purchasing products by weight at the bulk section of a store?



Base: Those who do not purchase products by weight in bulk (n=1,082). Data Table 100

**Exhibit 28A (Data Table 100)**

**Motivators for Purchasing Products by Weight in Bulk**

Question 28: What would motivate you to participate in purchasing products by weight at the bulk section of a store?

	Low-income (n=530) (C)	Mid-Income (n=266) (D)	High-Income (n=265) (E)	Rural (n=181) (F)	Urban (n=364) (G)	Suburban (n=526) (H)	Multifamily Home (n=325) (I)	Single-family Home (n=694) (J)	Other Home (n=50) (K)	Tribes (n=17) <sup>♦</sup> (L)
Lower prices for these products	46% <sup>E</sup>	46% <sup>E</sup>	38%	40%	46%	44%	45%	45%	38%	29%
More availability at local stores	30%	33%	35%	31%	33%	31%	31%	32%	32%	24%
Assurance about the quality of products in the bulk section	24%	33% <sup>C</sup>	35% <sup>C</sup>	27%	30%	29%	26%	30%	30%	35%
Ability to use a reusable container when gathering products from the bulk section	17%	17%	24% <sup>CD</sup>	20%	21%	17%	18%	19%	24%	24%
More preferred brands and/or products offered	16%	22% <sup>C</sup>	22% <sup>C</sup>	19%	23% <sup>H</sup>	15%	17%	20%	18%	12%
Ability to access these products without a membership or subscription	15% <sup>E</sup>	12%	10%	17% <sup>H</sup>	13%	11%	10%	14%	20%	12%
None	28%	23%	24%	29%	22%	27%	24%	26%	22%	18%

Base: Those who do not purchase products by weight in bulk (n=1,082). Data Table 100

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

<sup>♦</sup>Caution: Very small base size.

## 3.5 Minimal or No Plastic Packaging

Sixty-seven percent of respondents say they intentionally buy products with minimal or no plastic packaging (see Exhibit 29). The top reasons for those who choose to purchase products with minimal plastic are that it is good for the environment and produces less plastic waste (see Exhibit 30).

Forty-nine percent of those who do not seek out minimal plastic packaging say lower prices would motivate them to buy these products (see Exhibit 31).

### 3.5.1 Priority Populations

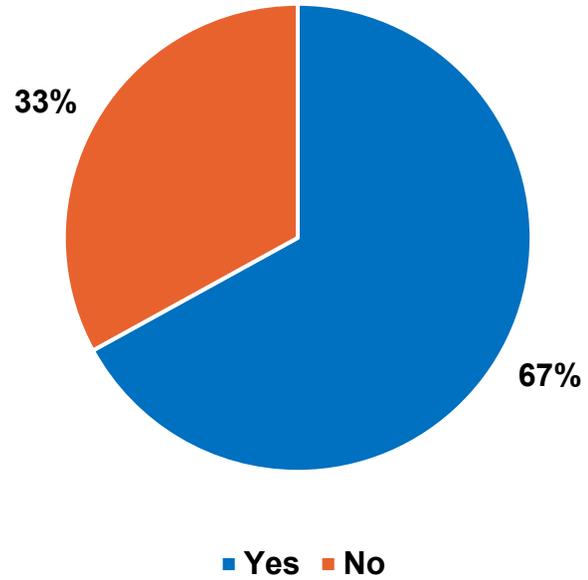
Among priority populations, the following patterns were identified:

- Low-income respondents are less likely to say they purchase products with minimal/no plastic packaging compared to mid-income and high-income respondents, despite 58% saying they purchase these products (see Exhibit 29A). Low-income respondents who buy these products are less likely to say they do so because the products are advertised as plastic free (see Exhibit 30A). Forty-seven percent of low-income respondents would be motivated by lower prices. However, low-income respondents who do not buy these products are more likely to say that nothing would motivate them to buy them (see Exhibit 31A).
- Urban respondents are more likely than rural and suburban respondents to say they purchase products with minimal/no plastic packaging (see Exhibit 29A). Rural respondents who buy products with minimal plastic packaging are less likely than urban respondents to say they do it for several reasons, but they are equally motivated by helping the environment and producing less plastic waste (see Exhibit 30A). 45% of rural respondents would be motivated by lower prices. However, rural respondents who do not purchase products with minimal plastic packaging are more likely to say that none of the listed motivators would influence them (see Exhibit 31A).
- Multifamily respondents who purchase products with less plastic packaging are less likely to say they buy them because it is good for the environment, with 63% citing this reason (see Exhibit 30A). Forty-nine percent of multifamily respondents who do not engage in this activity say they would be motivated by lower prices (see Exhibit 31A).
- Seventy-six percent of tribal respondents buy products with little to no plastic packaging (see Exhibit 29A). A majority of those who do purchase these products, say that it produces less packaging waste or that it is good for the environment (see Exhibit 30A). Among the few who do not buy products with little plastic packaging, the leading motivators to buy them would be lower prices or higher availability (see Exhibit 31A).

**Exhibit 29 (Data Table 101)**

**Buying Products with Minimal/No Plastic Packaging**

Question 29: Do you choose to buy products with minimal to no plastic packaging?



Base: Total respondents (n=2,297). Data Table 101

**Exhibit 29A (Data Table 101)**

	<b>Low-income (n=970) (C)</b>	<b>Mid-Income (n=655) (D)</b>	<b>High-Income (n=635) (E)</b>	<b>Rural (n=334) (F)</b>	<b>Urban (n=937) (G)</b>	<b>Suburban (n=1,001) (H)</b>	<b>Multifamily Home (n=710) (I)</b>	<b>Single-family Home (n=1,458) (J)</b>	<b>Other Home (n=108) (K)</b>	<b>Tribes (n=54) (L)</b>
Yes	58%	73% <sup>C</sup>	75% <sup>C</sup>	61%	73% <sup>FH</sup>	63%	66% <sup>K</sup>	68% <sup>K</sup>	54%	76%

Base: Total respondents (n=2,297). Data Table 101

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

**Exhibit 30 (Data Table 102)**

**Reasons for Buying Products with Minimal/No Plastic Packaging**

Question 30: Why do you engage in buying products with minimal to no plastic packaging?



Base: Those who buy products with minimal/no plastic packaging (n=1,534). Data Table 102

**Exhibit 30A (Data Table 102)**

**Reasons for Buying Products with Minimal/No Plastic Packaging**

Q.30 Why do you engage in buying products with minimal to no plastic packaging?

	Low-income (n=560) (C)	Mid-Income (n=476) (D)	High-Income (n=478) (E)	Rural (n=205) (F)	Urban (n=680) (G)	Suburban (n=635) (H)	Multifamily Home (n=467) (I)	Single-family Home (n=997) (J)	Other Home (n=58) (K)	Tribes (n=41) (L)
Good for the environment	65%	66%	72% <sup>C</sup>	67%	65%	70% <sup>G</sup>	63%	70% <sup>I</sup>	59%	56%
Produces less plastic packaging waste	58%	62%	66% <sup>C</sup>	62%	57%	68% <sup>G</sup>	61%	64% <sup>K</sup>	48%	63%
Cheaper than buying products packaged in plastic	30%	31%	30%	29%	34% <sup>H</sup>	27%	30%	30%	38%	44%
Advertised as plastic free	23%	30% <sup>C</sup>	35% <sup>C</sup>	21%	36% <sup>FH</sup>	23%	27%	30%	24%	41%
Easy to find at a local store	24%	28%	28%	20%	33% <sup>FH</sup>	23%	25%	27%	38% <sup>I</sup>	37%
Friends and family engage in this activity	18%	20%	19%	15%	25% <sup>FH</sup>	13%	20%	18%	24%	20%

Base: Those who buy products with minimal/no plastic packaging (n=1,534). Data Table 102

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

**Exhibit 31 (Data Table 103)**

**Motivators for Buying Products with Minimal/No Plastic Packaging**

Q.31 What would motivate you to participate in buying products with minimal to no plastic packaging?



Base: Those who do not buy products with minimal/no plastic packaging (n=763). Data Table 103

**Exhibit 31A (Data Table 103)**

**Motivators for Buying Products with Minimal/No Plastic Packaging**

Question 31: What would motivate you to participate in buying products with minimal to no plastic packaging?

	Low-income (n=410) (C)	Mid-Income (n=179) (D)	High-Income (n=157) (E)	Rural (n=129) (F)	Urban (n=257) (G)	Suburban (n=366) (H)	Multifamily Home (n=243) (I)	Single-family Home (n=461) (J)	Other Home (n=50) (K)	Tribes (n=13) <sup>♦</sup> (L)
Lower prices for these products	47%	56% <sup>C</sup>	48%	45%	47%	52%	49%	50%	54%	54%
More availability at local stores	30%	37%	38% <sup>C</sup>	35%	35%	31%	34%	32%	40%	46%
Product is easier to use with less plastic packaging	21%	25%	39% <sup>CD</sup>	26%	31% <sup>H</sup>	23%	25%	28%	16%	38%
More preferred brands and/or products offered	24%	31%	29%	17%	32% <sup>F</sup>	27% <sup>F</sup>	29%	27%	18%	31%
None	27% <sup>DE</sup>	15%	17%	30% <sup>GH</sup>	19%	21%	26%	20%	18%	15%

Base: Those who do not buy products with minimal/no plastic packaging (n=763). Data Table 103

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

\*Caution: Very small base size.

## 3.6 Opting Out of Plastic Single-Use Food Service Ware

Fifty-five percent of respondents indicated that they opt out of receiving plastic single-use utensils (see Exhibit 32). Among those who opt out, the top reasons are that it is good for the environment, it produces less plastic waste, and they would rather use their own utensils (see Exhibit 33).

Forty percent of those who accept plastic utensils say they would be motivated by a discount for opting out (see Exhibit 34).

### 3.6.1 Priority Populations

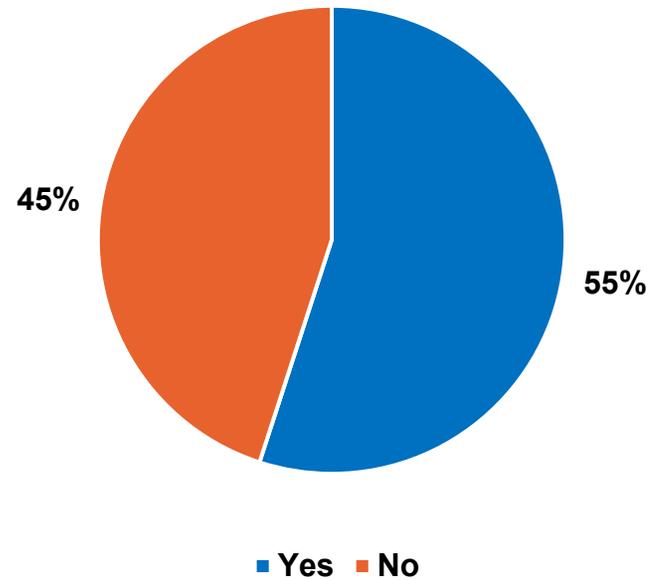
Among priority populations, the following patterns were identified:

- Low-income respondents are less likely to say they opt out of receiving plastic single-use food service ware, although nearly half do opt out compared to mid-income and high-income respondents (see Exhibit 32A). Low-income respondents who opt out are less likely to say they do so because it is good for the environment or that they would rather use their own utensils (see Exhibit 33A). Low-income respondents who do not opt out are more likely than high-income to say nothing would motivate them, although roughly two in five say discounts would motivate them (see Exhibit 34A).
- Despite 51% of rural respondents saying they opt out of receiving plastic single-use food service ware, they are less likely than urban respondents to engage in this activity (see Exhibit 32A). Rural respondents who opt out are less likely to say they do it because it is good for the environment (see Exhibit 33A). A discount on the purchase price would motivate 33% of rural respondents that were not currently opting out. However, rural respondents who do not opt out of plastic utensils are more likely to say nothing would motivate them (see Exhibit 34A).
- Fifty-six percent of multifamily respondents who opt out of plastic single-use utensils say they do it because it produces less plastic waste. Multifamily respondents compared to single-family respondents are also less likely to say they would rather use their own utensils (see Exhibit 33A). Multifamily respondents who do not opt out of plastic single-use utensils are more likely to say nothing would motivate them, although 38% would be motivated by discounts on their purchase (see Exhibit 34A).
- Fifty-four percent of tribal respondents say they opt out of receiving plastic single-use food service ware (see Exhibit 32A). A large majority of those who do opt out say it is because it produces less packaging waste and that it is good for the environment (see Exhibit 33A). Among those who say they do not opt out, the top motivators to do so would be having the ability to opt out when placing online orders or receiving a discount on the purchase (see Exhibit 34A).

**Exhibit 32 (Data Table 104)**

**Opting Out of Plastic Single-Use Food Service Ware**

Question 32: Do you opt out of receiving plastic single-use food service ware with takeout food or drink purchases?



Base: Total respondents (n=2,297). Data Table 104

**Exhibit 32A (Data Table 104)**

	<b>Low-income (n=970) (C)</b>	<b>Mid-Income (n=655) (D)</b>	<b>High-Income (n=635) (E)</b>	<b>Rural (n=334) (F)</b>	<b>Urban (n=937) (G)</b>	<b>Suburban (n=1,001) (H)</b>	<b>Multifamily Home (n=710) (I)</b>	<b>Single-family Home (n=1,458) (J)</b>	<b>Other Home (n=108) (K)</b>	<b>Tribes (n=54) (L)</b>
<b>Yes</b>	46%	60% <sup>C</sup>	65% <sup>C</sup>	51%	63% <sup>FH</sup>	50%	58%	54%	49%	54%

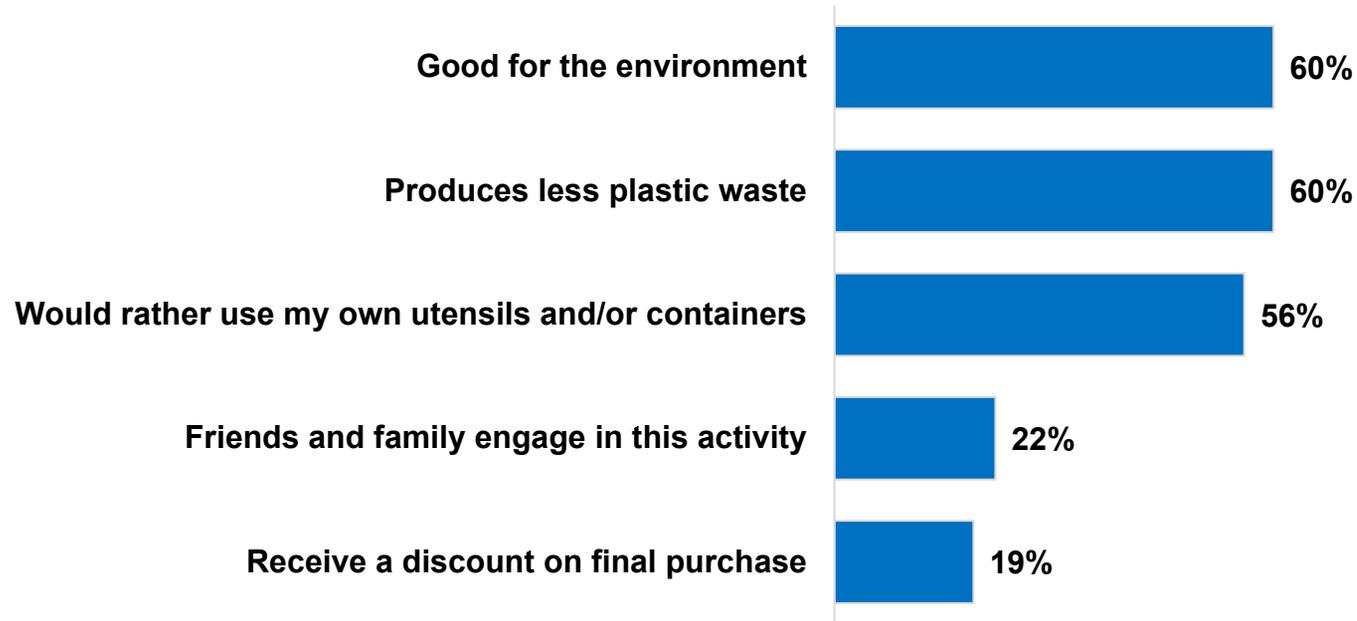
Base: Total respondents (n=2,297). Data Table 104

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

**Exhibit 33 (Data Table 105)**

**Reasons for Opting Out of Plastic Single-Use Food Service Ware**

Question 33: Why do you engage in opting out of receiving plastic single-use food service ware?



Base: Those who opt out of plastic single-use food service ware (n=1,272). Data Table 105

**Exhibit 33A (Data Table 105)**

**Reasons for Opting Out of Plastic Single-Use Food Service Ware**

Question 33: Why do you engage in opting out of receiving plastic single-use food service ware?

	Low-income (n=450) (C)	Mid-Income (n=395) (D)	High-Income (n=414) (E)	Rural (n=172) (F)	Urban (n=588) (G)	Suburban (n=500) (H)	Multifamily Home (n=414) (I)	Single-family Home (n=794) (J)	Other Home (n=53) (K)	Tribes (n=29) <sup>♦</sup> (L)
Good for the environment	53%	63% <sup>C</sup>	66% <sup>C</sup>	51%	62% <sup>F</sup>	62% <sup>F</sup>	60%	62%	49%	76%
Produces less plastic waste	57%	60%	62%	58%	57%	64% <sup>G</sup>	56%	62% <sup>I</sup>	55%	79%
Would rather use my own utensils and/or containers	49%	59% <sup>C</sup>	58% <sup>C</sup>	59%	53%	57%	48%	61% <sup>I</sup>	49%	38%
Friends and family engage in this activity	21%	22%	24%	19% <sup>H</sup>	30% <sup>FH</sup>	13%	25% <sup>J</sup>	20%	32% <sup>J</sup>	24%
Receive a discount on final purchase	17%	20%	22%	15%	26% <sup>FH</sup>	13%	21%	18%	26%	34%

Base: Those who opt out of plastic single-use food service ware (n=1,272). Data Table 105

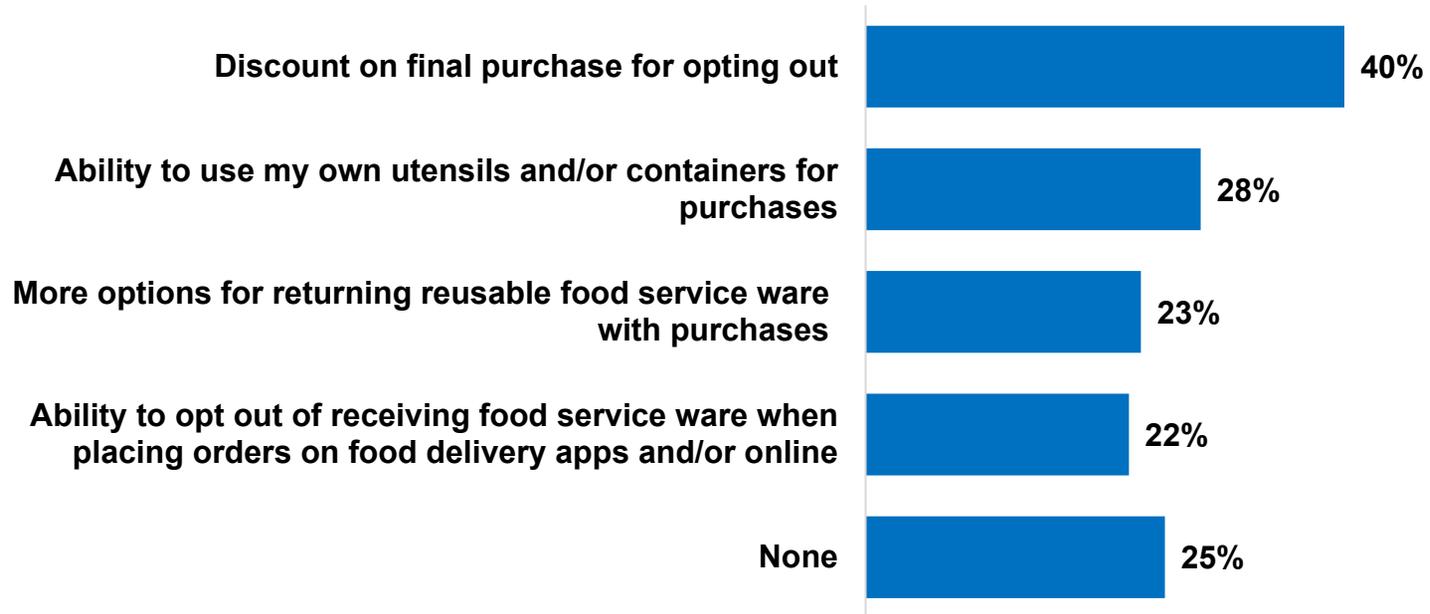
Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

<sup>♦</sup>Caution: Very small base size.

**Exhibit 34 (Data Table 106)**

**Motivators for Opting Out of Plastic Single-Use Food Service Ware**

Question 34: What would motivate you to participate in opting out of receiving plastic single-use food service?



Base: Those who do not opt out of plastic single-use food service ware (n=1,025). Data Table 106

**Exhibit 34A (Data Table 106)**

**Motivators for Opting Out of Plastic Single-Use Food Service Ware**

Question 34: What would motivate you to participate in opting out of receiving plastic single-use food service?

	Low-income (n=520) (C)	Mid-Income (n=260) (D)	High-Income (n=221) (E)	Rural (n=162) (F)	Urban (n=349) (G)	Suburban (n=501) (H)	Multifamily Home (n=296) (I)	Single-family Home (n=664) (J)	Other Home (n=55) (K)	Tribes (n=25) <sup>♦</sup> (L)
Discount on final purchase for opting out	37%	42%	49% <sup>C</sup>	33%	38%	45% <sup>FG</sup>	38%	43%	35%	36%
Ability to use my own utensils and/or containers for purchases	28%	26%	32%	25%	32% <sup>H</sup>	26%	26%	29%	27%	24%
More options for returning reusable food service ware with purchases	22%	19%	29% <sup>CD</sup>	17%	26% <sup>F</sup>	23%	23%	24%	15%	24%
Ability to opt out of receiving food service ware when placing orders on food delivery apps and/or online	20%	22%	27% <sup>C</sup>	17%	23%	23%	20%	24%	15%	40%
None	27% <sup>E</sup>	28% <sup>E</sup>	16%	32% <sup>GH</sup>	23%	24%	29% <sup>J</sup>	22%	27%	20%

Base: Those who do not opt out of plastic single-use food service ware (n=1,025). Data Table 106

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

\*Caution: Very small base size.

## 3.7 Refill Stores

Thirty-eight percent of respondents are purchasing products at refill stores (see Exhibit 35). Among those who purchase items at refill stores, 60% say they do so because it is good for the environment and over 50% cite reduced packaging waste and being able to purchase the exact amount desired (see Exhibit 36).

Of those who do not purchase items at refill stores, 49% say they would be more likely to do so if there were more availability of these stores, and 39% are motivated by lower prices (see Exhibit 37).

### 3.7.1 Priority Populations

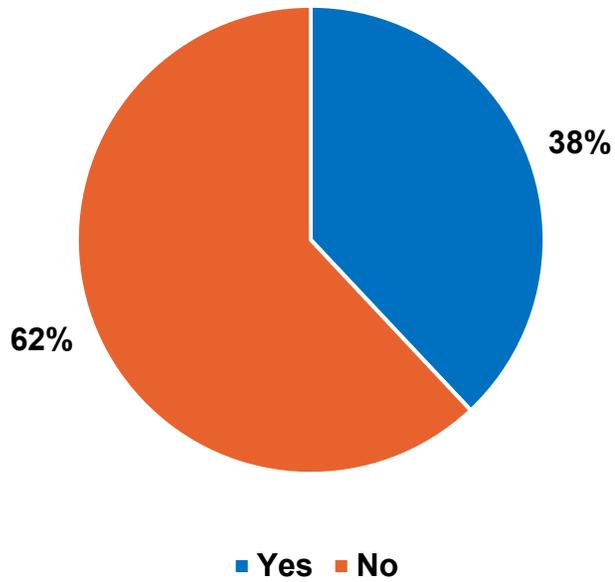
Among priority populations, the following patterns were identified:

- Low-income respondents are less likely to say they purchase products at refill stores compared to mid-income and high-income respondents (see Exhibit 35A). Fifty percent of low-income respondents who buy products at refill stores say it is good for the environment, but they are still less likely to cite that reason than their high-income counterparts (see Exhibit 36A). Low-income respondents who do not purchase refill products are more likely to say they would buy them if government assistance programs were accepted at refill stores (see Exhibit 37A).
- Rural respondents are substantially less likely than urban respondents, yet slightly more likely than suburban respondents, to say they purchase products at refill stores (see Exhibit 35A). Rural respondents who purchase refill products are less likely than urban respondents to cite ease of finding them locally or the influence of friends/family (see Exhibit 36A). Rural respondents who do not purchase refill products are less likely to say they would buy them if more preferred brands/products were offered (see Exhibit 37A).
- Single-family respondents who purchase refill products are more likely than multifamily respondents who purchase refill products to say they buy them because it is good for the environment (see Exhibit 36A).
- Among low-income, rural, and multifamily respondents, the top motivator to purchase products at refill stores would be more availability locally (see Exhibit 37A).
- Fifty-nine percent of tribal respondents say they purchase products at refill stores (see Exhibit 35A). A majority of those who buy these products say they do because they can buy the exact amount desired or that it is good for the environment (see Exhibit 36A). The top motivators among those who do not buy these products are the acceptance of government programs, more availability, or lower prices (see Exhibit 37A).

**Exhibit 35 (Data Table 107)**

**Purchasing Products at Refill Stores**

Question 35: Do you purchase products at refill stores?



Base: Total respondents (n=2,297). Data Table 107

**Exhibit 35A (Data Table 107)**

	<b>Low-income (n=970) (C)</b>	<b>Mid-Income (n=655) (D)</b>	<b>High-Income (n=635) (E)</b>	<b>Rural (n=334) (F)</b>	<b>Urban (n=937) (G)</b>	<b>Suburban (n=1,001) (H)</b>	<b>Multifamily Home (n=710) (I)</b>	<b>Single-family Home (n=1,458) (J)</b>	<b>Other Home (n=108) (K)</b>	<b>Tribes (n=54) (L)</b>
<b>Yes</b>	33%	41% <sup>C</sup>	43% <sup>C</sup>	32% <sup>H</sup>	53% <sup>FH</sup>	26%	40%	36%	43%	59%

Base: Total respondents (n=2,297). Data Table 107

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

**Exhibit 36 (Data Table 108)**

**Reasons for Purchasing Products at Refill Stores**

Question 36: Why do you engage in purchasing products at refill stores?



Base: Those who purchase refill products (n=867). Data Table 108

**Exhibit 36A (Data Table 108)**

**Reasons for Purchasing Products at Refill Stores**

Question 36: Why do you engage in purchasing products at refill stores?

	Low-income (n=318) (C)	Mid-Income (n=271) (D)	High-Income (n=272) (E)	Rural (n=106) (F)	Urban (n=496) (G)	Suburban (n=258) (H)	Multifamily Home (n=285) (I)	Single-family Home (n=528) (J)	Other Home (n=46) (K)	Tribes (n=32) (L)
Good for the environment	50%	65% <sup>C</sup>	69% <sup>C</sup>	56%	61%	61%	55%	65% <sup>IK</sup>	48%	59%
Produces less packaging waste	47%	51%	61% <sup>CD</sup>	58%	53%	50%	50%	55%	48%	50%
Can purchase exact amount of desired product	48%	50%	56%	52%	54% <sup>H</sup>	46%	48%	53%	54%	66%
Easy to find locally	31%	41% <sup>C</sup>	47% <sup>C</sup>	33%	44% <sup>FH</sup>	33%	39%	40%	33%	41%
Friends and family engage in this activity	27%	29%	35% <sup>C</sup>	24%	34% <sup>FH</sup>	24%	30%	30%	33%	28%

Base: Those who purchase refill products (n=867). Data Table 108

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

**Exhibit 37 (Data Table 109)**

**Motivators for Purchasing Products at Refill Stores**

Question 37: What would motivate you to participate in purchasing products at refill stores?



Base: Those who do not purchase refill products (n=1,430). Data Table 109

**Exhibit 37A (Data Table 109)**

**Motivators for Purchasing Products at Refill Stores**

Question 37: What would motivate you to participate in purchasing products at refill stores?

	Low-income (n=652) (C)	Mid-Income (n=384) (D)	High-Income (n=363) (E)	Rural (n=228) (F)	Urban (n=441) (G)	Suburban (n=743) (H)	Multifamily Home (n=425) (I)	Single-family Home (n=930) (J)	Other Home (n=62) (K)	Tribes (n=22) <sup>♦</sup> (L)
More availability locally	43%	54% <sup>C</sup>	54% <sup>C</sup>	48%	46%	52% <sup>G</sup>	46%	51%	50%	27%
Lower prices for these products	38%	38%	44%	33%	39%	41% <sup>F</sup>	39%	40%	31%	27%
Assurance about the quality of products sold	21%	32% <sup>C</sup>	33% <sup>C</sup>	21%	27%	29% <sup>F</sup>	27%	28% <sup>K</sup>	16%	14%
More preferred brands and/or products offered	20%	29% <sup>C</sup>	29% <sup>C</sup>	17%	27% <sup>F</sup>	26% <sup>F</sup>	24%	26%	16%	18%
Ability to access these products without memberships or subscriptions	24%	23%	22%	26%	25%	22%	23%	23%	26%	9%
Acceptance of government assistance programs	19% <sup>DE</sup>	8% <sup>E</sup>	1%	17% <sup>H</sup>	12%	9%	13%	10%	27% <sup>IJ</sup>	32%
None	23% <sup>E</sup>	21%	18%	23%	20%	22%	21%	21%	21%	27%

Base: Those who do not purchase refill products (n=1,430). Data Table 109

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

<sup>♦</sup>Caution: Very small base size.

## 3.8 Communication Methods for Information on Reducing Single-Use Plastic

Respondents currently receive information on reducing single-use plastics through a variety of methods, led by the internet, product labels, and mail. Sixteen percent of respondents indicate they are not currently receiving information on reducing single-use plastics (see Exhibit 38).

Local cities/counties are the top source for providing single-use plastic reduction information, followed by waste haulers and state agencies (see Exhibit 39). Thirty-nine percent say they prefer receiving information on reducing single-use plastics from the city/county, and 33% prefer information from state agencies (see Exhibit 39).

Respondent preferences for both methods and sources through which they would like to receive information on single-use plastics align relatively well with how they currently receive information (see Exhibits 38 and 39).

### 3.8.1 Priority Populations

Among priority populations, the following patterns were identified:

- Low-income respondents are less likely to say they are currently receiving information regarding ways to reduce usage of single-use plastics from most of the listed methods (see Exhibit 38A), and more likely to say they would not like to receive any of this information through any of the listed methods (see Exhibit 38B). Low-income respondents are more likely to say they are not currently receiving and do not prefer to receive this information via any of the listed sources (see Exhibits 39A and 39B).
- Rural respondents are less likely than urban respondents to say they are currently receiving information regarding ways to reduce usage of single-use plastics from most of the listed methods (see Exhibit 38A). Rural and suburban respondents are more likely than urban respondents to say they would not like to receive any of this information through any of the listed methods (see Exhibit 38B). Rural and suburban respondents are also more likely than urban respondents to say they are not currently receiving this information via any of the listed sources (see Exhibit 39A), and to say they do not prefer receiving this information via any of the listed sources (see Exhibit 39B).
- Multifamily respondents are slightly more likely to say they are currently receiving text messages regarding single-use plastics (see Exhibit 38A). Multifamily respondents are less likely to prefer receiving this type of information via mail, and more likely to prefer text messages (see Exhibit 38B). They are less likely to say they are currently receiving this information from waste haulers and slightly more likely to cite social media influencers (see Exhibit 39A).
- Forty-eight percent of tribal respondents say they currently receive information on ways to reduce usage of single-use plastics through the internet or social media (see Exhibit 38A), and 43% would prefer to receive this information via email or social media (see Exhibit 38B). Their current top sources for this information are

a state agency, the city/county, and environmental organizations (see Exhibit 39A), and their top-preferred sources are a state agency and the city/county (see Exhibit 39B).

**Exhibit 38 (Data Tables 110/111)**

**Current and Preferred Methods for Receiving Information on Reducing Single-Use Plastics<sup>13</sup>**

Question 38: How do you currently receive and/or would prefer to receive information about ways you can reduce your use of single-use plastic packaging and food service ware?

	<b>Current Method</b>	<b>Preferred Method</b>
Internet	37%	30%
Label on product	32%	30%
Mail	31%	29%
Email	29%	30%
Social media	28%	23%
Local jurisdiction website	25%	23%
Information displayed at stores	24%	23%
TV or radio advertisements	23%	19%
Text messages	18%	17%
Billboard/outdoor advertisements	15%	14%
Educational materials from schools	12%	13%
Phone calls	11%	9%
None of the above	16%	13%

Base: Total respondents (n=2,297). Data Tables 110/111

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<sup>13</sup> Responses of fewer than 1% not shown.

**Exhibit 38A (Data Table 110)**

**Current Methods for Receiving Information on Reducing Single-Use Plastics<sup>14</sup>**

Question 38: How do you currently receive information about ways you can reduce your use of single-use plastic packaging and food service ware?

	Low-income (n=970) (C)	Mid-Income (n=655) (D)	High-Income (n=635) (E)	Rural (n=334) (F)	Urban (n=937) (G)	Suburban (n=1,001) (H)	Multifamily Home (n=710) (I)	Single-family Home (n=1,458) (J)	Other Home (n=108) (K)	Tribes (n=54) (L)
Internet	34%	39% <sup>C</sup>	41% <sup>C</sup>	29%	43% <sup>FH</sup>	34%	38%	37%	32%	48%
Label on product	27%	36% <sup>C</sup>	33% <sup>C</sup>	25%	33% <sup>F</sup>	33% <sup>F</sup>	31%	32%	33%	37%
Mail	29%	33%	34% <sup>C</sup>	29%	33%	31%	30%	33%	28%	26%
Email	25%	28%	35% <sup>CD</sup>	22%	31% <sup>F</sup>	28% <sup>F</sup>	28%	29%	31%	33%
Social media	25%	28%	33% <sup>CD</sup>	23%	36% <sup>FH</sup>	22%	27%	28%	26%	48%
Local jurisdiction website	21%	27% <sup>C</sup>	28% <sup>C</sup>	23%	26%	24%	25%	26% <sup>K</sup>	17%	15%
Information displayed at stores	21%	26% <sup>C</sup>	28% <sup>C</sup>	22%	28% <sup>H</sup>	21%	26%	23%	28%	31%
TV or radio advertisements	20%	26% <sup>C</sup>	25% <sup>C</sup>	19%	30% <sup>FH</sup>	18%	23%	24%	21%	39%
Text messages	16%	19%	20%	16%	23% <sup>FH</sup>	13%	21% <sup>J</sup>	16%	23%	31%
Billboard/outdoor advertisements	12%	17% <sup>C</sup>	18% <sup>C</sup>	12%	22% <sup>FH</sup>	10%	16%	15%	16%	28%
Educational materials from schools	9%	14% <sup>C</sup>	14% <sup>C</sup>	9%	17% <sup>FH</sup>	8%	12%	13%	7%	19%
Phone calls	9%	12%	14% <sup>C</sup>	10% <sup>H</sup>	17% <sup>FH</sup>	5%	12%	11%	13%	24%
None of the above	17%	14%	14%	20% <sup>G</sup>	11%	19% <sup>G</sup>	13%	17% <sup>I</sup>	22% <sup>I</sup>	17%

<sup>14</sup> Responses of fewer than 1% not shown.

Base: Total respondents (n=2,297). Data Table 110

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

**Exhibit 38B (Data Table 111)**

**Preferred Methods for Information on Reducing Single-Use Plastics<sup>15</sup>**

Question 38: How would prefer to receive information about ways you can reduce your use of single-use plastic packaging and food service ware?

	Low-income (n=970) (C)	Mid-Income (n=655) (D)	High-Income (n=635) (E)	Rural (n=334) (F)	Urban (n=937) (G)	Suburban (n=1,001) (H)	Multifamily Home (n=710) (I)	Single-family Home (n=1,458) (J)	Other Home (n=108) (K)	Tribes (n=54) (L)
Internet	29%	31%	31%	28%	35% <sup>FH</sup>	27%	32%	29%	32%	33%
Label on product	26%	32% <sup>C</sup>	33% <sup>C</sup>	28%	32%	29%	31%	29%	32%	33%
Email	24%	32% <sup>C</sup>	36% <sup>C</sup>	24%	32% <sup>F</sup>	30% <sup>F</sup>	30%	30%	25%	43%
Mail	28%	31%	31%	28%	28%	31%	26%	31% <sup>I</sup>	24%	28%
Social media	21%	23%	28% <sup>CD</sup>	20%	31% <sup>FH</sup>	17%	24%	23%	22%	43%
Local jurisdiction website	21%	24%	26% <sup>C</sup>	18%	25% <sup>F</sup>	22%	25%	23%	18%	19%
Information displayed at stores	18%	24% <sup>C</sup>	28% <sup>C</sup>	22%	28% <sup>FH</sup>	18%	25%	22%	19%	30%
TV or radio advertisements	16%	22% <sup>C</sup>	19%	16%	23% <sup>FH</sup>	16%	19%	19%	15%	26%
Text messages	17%	17%	19%	16%	21% <sup>FH</sup>	14%	20% <sup>J</sup>	16%	25% <sup>J</sup>	30%
Billboard/outdoor advertisements	11%	14%	17% <sup>C</sup>	12%	18% <sup>FH</sup>	10%	13%	14%	18%	31%
Educational materials from schools	9%	15% <sup>C</sup>	16% <sup>C</sup>	10%	17% <sup>FH</sup>	10%	11%	14%	12%	20%
Phone calls	6%	10% <sup>C</sup>	12% <sup>C</sup>	7%	14% <sup>FH</sup>	5%	8%	9%	19% <sup>IJ</sup>	22%
None of the above	16% <sup>DE</sup>	10%	10%	18% <sup>G</sup>	8%	15% <sup>G</sup>	11%	13%	19% <sup>I</sup>	13%

<sup>15</sup> Responses of fewer than 1% not shown.

Base: Total respondents (n=2,297). Data Table 111

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

**Exhibit 39 (Data Tables 112/113)**

**Current and Preferred Sources for Information on Reducing Single-Use Plastics<sup>16</sup>**

Question 39: What are your current and preferred sources of information for strategies to reduce your use of single-use plastic packaging and food service ware?

	<b>Current Source</b>	<b>Preferred Source</b>
City/county	42%	39%
Waste hauler	29%	29%
State agency (CalRecycle)	28%	33%
Environmental organization	27%	30%
Social media influencer	20%	18%
K-12 schools	11%	12%
None of the above	25%	19%

Base: Total respondents (n=2,297). Data Tables 112/113

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<sup>16</sup> Responses of fewer than 1% not shown.

**Exhibit 39A (Data Table 112)**

**Current Sources for Information on Reducing Single-Use Plastics<sup>17</sup>**

Question 39: What are your current sources of information for strategies to reduce your use of single-use plastic packaging and food service ware?

	<b>Low-income (n=970) (C)</b>	<b>Mid-Income (n=655) (D)</b>	<b>High-Income (n=635) (E)</b>	<b>Rural (n=334) (F)</b>	<b>Urban (n=937) (G)</b>	<b>Suburban (n=1,001) (H)</b>	<b>Multifamily Home (n=710) (I)</b>	<b>Single-family Home (n=1,458) (J)</b>	<b>Other Home (n=108) (K)</b>	<b>Tribes (n=54) (L)</b>
City/county	35%	47% <sup>C</sup>	47% <sup>C</sup>	34%	47% <sup>FH</sup>	39%	41% <sup>K</sup>	43% <sup>K</sup>	23%	44%
Waste hauler	22%	34% <sup>C</sup>	37% <sup>C</sup>	26%	31%	29%	24%	33% <sup>IK</sup>	22%	26%
State agency (CalRecycle)	23%	31% <sup>C</sup>	33% <sup>C</sup>	23%	35% <sup>FH</sup>	24%	27% <sup>K</sup>	30% <sup>K</sup>	15%	48%
Environmental organization	20%	32% <sup>C</sup>	33% <sup>C</sup>	19%	33% <sup>FH</sup>	24% <sup>F</sup>	26% <sup>K</sup>	28% <sup>K</sup>	17%	44%
Social media influencer	16%	22% <sup>C</sup>	23% <sup>C</sup>	15%	27% <sup>FH</sup>	14%	22% <sup>J</sup>	18%	22%	30%
K-12 schools	9%	12%	14% <sup>C</sup>	10%	14% <sup>H</sup>	8%	11%	11%	15%	28%
None of the above	32% <sup>DE</sup>	19%	19%	32% <sup>G</sup>	18%	29% <sup>G</sup>	25%	23%	41% <sup>IJ</sup>	19%

Base: Total respondents (n=2,297). Data Table 112

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

<sup>17</sup> Responses of fewer than 1% not shown.

**Exhibit 39B (Data Table 113)**

**Preferred Sources for Information on Reducing Single-Use Plastics<sup>18</sup>**

Question 39: What are your preferred sources of information for strategies to reduce your use of single-use plastic packaging and food service ware?

	<b>Low-income (n=970) (C)</b>	<b>Mid-Income (n=655) (D)</b>	<b>High-Income (n=635) (E)</b>	<b>Rural (n=334) (F)</b>	<b>Urban (n=937) (G)</b>	<b>Suburban (n=1,001) (H)</b>	<b>Multifamily Home (n=710) (I)</b>	<b>Single-family Home (n=1,458) (J)</b>	<b>Other Home (n=108) (K)</b>	<b>Tribes (n=54) (L)</b>
City/county	38%	40%	41%	32%	42% <sup>F</sup>	39% <sup>F</sup>	41% <sup>K</sup>	40% <sup>K</sup>	23%	46%
State agency (CalRecycle)	26%	37% <sup>C</sup>	38% <sup>C</sup>	27%	38% <sup>FH</sup>	30%	31%	34%	32%	46%
Environmental organization	25%	32% <sup>C</sup>	35% <sup>C</sup>	22%	36% <sup>FH</sup>	27%	32% <sup>K</sup>	30% <sup>K</sup>	16%	39%
Waste hauler	22%	31% <sup>C</sup>	38% <sup>CD</sup>	26%	28%	31%	28%	30%	26%	30%
Social media influencer	14%	20% <sup>C</sup>	23% <sup>C</sup>	15%	25% <sup>FH</sup>	13%	21% <sup>J</sup>	17%	22%	26%
K-12 schools	10%	15% <sup>C</sup>	14% <sup>C</sup>	13% <sup>H</sup>	16% <sup>H</sup>	8%	11%	13%	13%	24%
None of the above	24% <sup>DE</sup>	15%	12%	26% <sup>G</sup>	12%	21% <sup>G</sup>	17%	18%	30% <sup>IJ</sup>	17%

Base: Total respondents (n=2,297). Data Table 113

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

<sup>18</sup> Responses of fewer than 1% not shown.

### **3.9 Interest in Single-Use Plastic Reduction**

There is moderate interest in each of the listed topics on reducing single-use plastics, with just over 40% respondents saying they would like to learn about each (see Exhibit 40).

Twenty percent of respondents are not interested in any of the topics (see Exhibit 40).

#### **3.9.1 Priority Populations**

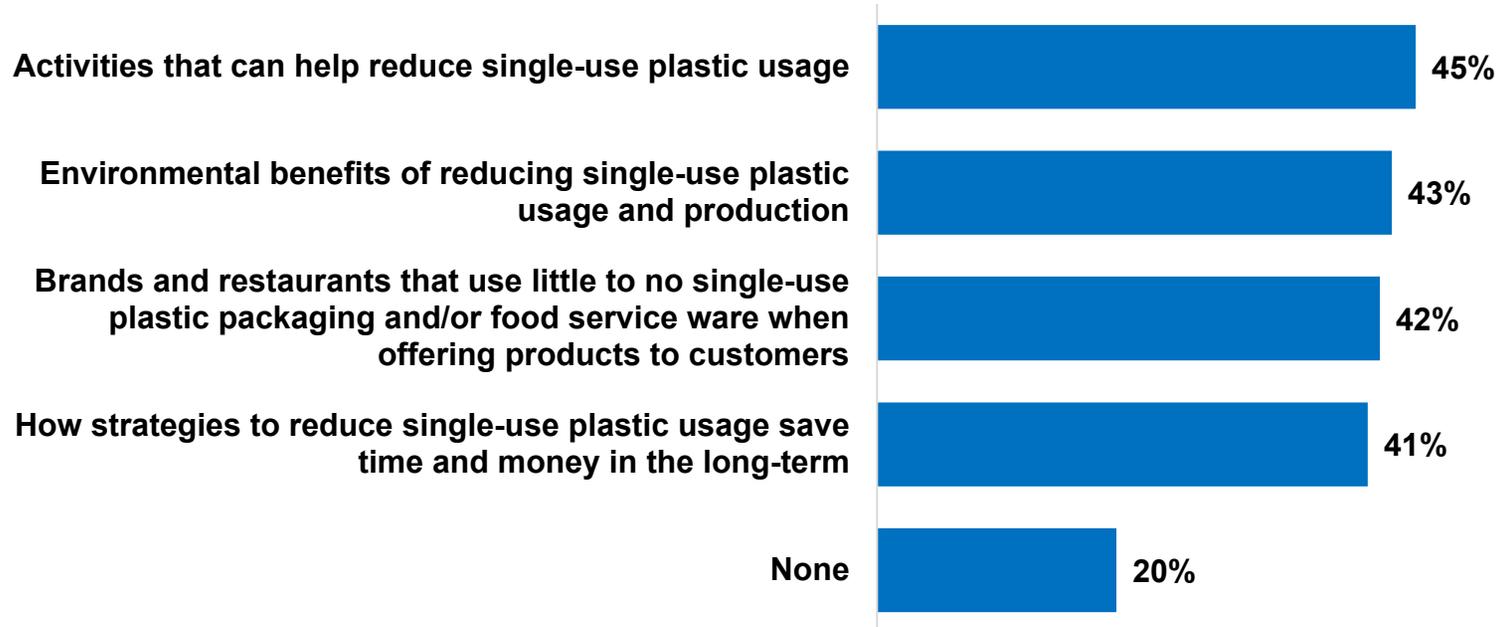
Among priority populations, the following patterns were identified:

- Low-income respondents are more likely to say they are not interested in learning about any of the listed topics regarding reducing single-use plastic usage compared to mid-income and high-income respondents (see Exhibit 40A).
- Rural and suburban respondents are more likely than urban respondents to say they are not interested in learning about any of the listed topics regarding reducing single-use plastic usage (see Exhibit 40A).
- Single-family respondents are more likely than multifamily respondents to say they are interested in learning more about how reducing single-use plastic usage can save time and money in the long run (see Exhibit 40A).
- Fifty-two percent of tribal respondents say they are interested in learning more about the environmental benefits of reducing single-use plastic usage/production, and 54% say they are interested in learning more about the brands and restaurants that use little to no single-use plastic packaging or single-use plastic service ware (see Exhibit 40A).

**Exhibit 40 (Data Table 114)**

**Interest in Topics on Reducing Single-Use Plastics**

Question 40: Which of the following topics related to reducing your use of single-use plastic packaging and food service ware would you like to learn more about?



Base: Total respondents (n=2,297). Data Table 114

**Exhibit 40A (Data Table 114)**

**Interest in Topics on Reducing Single-Use Plastics**

Question 40: Which of the following topics related to reducing your use of single-use plastic packaging and food service ware would you like to learn more about?

	<b>Low-income (n=970) (C)</b>	<b>Mid-Income (n=655) (D)</b>	<b>High-Income (n=635) (E)</b>	<b>Rural (n=334) (F)</b>	<b>Urban (n=937) (G)</b>	<b>Suburban (n=1,001) (H)</b>	<b>Multifamily Home (n=710) (I)</b>	<b>Single-family Home (n=1,458) (J)</b>	<b>Other Home (n=108) (K)</b>	<b>Tribes (n=54) (L)</b>
Activities that can help reduce single-use plastic usage	39%	47% <sup>C</sup>	52% <sup>C</sup>	43%	48% <sup>H</sup>	43%	45%	46%	38%	48%
Environmental benefits of reducing single-use plastic usage and production	40%	43%	50% <sup>CD</sup>	34%	53% <sup>FH</sup>	38%	46% <sup>K</sup>	43% <sup>K</sup>	32%	52%
How strategies to reduce single-use plastic usage save time and money in the long-term	34%	45% <sup>C</sup>	51% <sup>C</sup>	37%	45% <sup>F</sup>	40%	38%	44% <sup>IK</sup>	38%	41%
Brands and restaurants that use little to no single-use plastic packaging and/or food service ware when offering products to customers	33%	47% <sup>C</sup>	50% <sup>C</sup>	34%	46% <sup>FH</sup>	41% <sup>F</sup>	40%	44%	35%	54%
None	26% <sup>DE</sup>	16%	13%	27% <sup>G</sup>	14%	22% <sup>G</sup>	17%	20%	28% <sup>IJ</sup>	19%

Base: Total respondents (n=2,297). Data Table 114

Capital letter indicates significantly higher than the identified subgroup at the 95% confidence level.

## Abbreviations and Acronyms

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Abbreviation	Description
CalRecycle	California's Department of Resources Recycling and Recovery
CMC	Covered Material Categories
CRV	California Redemption Value
DAC	Disadvantaged Communities
EBT	Electronic Benefit Transfer
HDPE	High-Density Polyethylene
K-12	Kindergarten to 12th Grade
LDPE	Low-Density Polyethylene
NAHC	Native American Heritage Commission
OEHHA	Office of Environmental Health Hazard Assessment
PET	Polyethylene Terephthalate
PP	Polypropylene
PS	Polystyrene
PVC	Polyvinyl Chloride
SNAP	Supplemental Nutrition Assistance Program; also known as CalFresh
The Act	Plastic Pollution Prevention and Packaging Producer Responsibility Act (Senate Bill 54, Allen, 2022)
Tribe	California Native American Tribe

Abbreviation	Description
WIC	Women, Infants and Children

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