

# **APPENDIX A – Participant Online Survey Consumer Education and Access Technical Report**

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

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This document is not a waiver of any rights or remedies available to CalRecycle. Users are encouraged to seek the assistance of legal counsel regarding compliance with all laws applicable to their particular circumstances.

**Consumer Education Access Appendix A: Participant  
Online Survey**

**QUOTAS**

Zip/DMA (Q.A)

- 1 Los Angeles-Long Beach-Anaheim (Min. n=400)
- 2 Sacramento-Roseville-Arden/Arcade/Hanford-Corcoran/Visalia- Porterville/ Fresno/Madera/Merced/Vallejo-Fairfield (Min. n=400)
- 3 San Francisco-Oakland-Hayward/Stockton-Lodi/San Jose/Sunnyvale-Santa Clara-Santa Cruz-Watsonville/Modesto/Monterey-Salinas (Min. n=400)
- 4 Riverside-San Bernardino-Ontario/Bakersfield/San Luis Obispo/Santa Maria/Oxnard/El Centro/San Diego-Carlsbad/Palm Springs/El Centro-Yuma (Min. n=400)
- 5 Chico/Eureka/Redding/Ukiah/Clearlake/Napa/ Yuba City/Truckee/Santa Rosa (Min. n=200)

Age (Q.B)

- 1 18-44 (n=900 – 1,200)
- 2 45-64 (n=500 – 700)
- 3 65+ (n=300 – 500)

Pop. Density/Area Type (Q.D)

- 1 Rural (n=100 – 300)
- 2 Suburban (n=900 – 1,200)
- 3 Urban (n=900 – 1,200)

Type of Residence (Q.E)

- 1 Single-Family Home (n=1,100 – 1,500)
- 2 Multi-Family Dwelling (n=400 – 800)
- 3 Other (n=300 – 500)

Gender (Q.G)

- 1 Male (n=900 – 1,300)
- 2 Female (n=900 – 1,300)
- 3 Non-binary (track only, no quotas)

Income (Q.H)

- 1 Under \$70,000 (n=600 – 900)
- 2 \$70,000 - \$149,000 (n=600 – 900)
- 3 Over \$150,000 (n=600 – 900)

Hispanic (Hispanics can be any race) (Q.J)

- 1 Yes (n=700 – 1,000)
- 2 No (n=1,200 – 1,500)

Race (Q.K)

- 1 Caucasian/White (n=1,300 – 1,600)
- 2 African American/Black (n=200 – 400)
- 3 Asian or Pacific Islander (n=100 – 200)
- 4 Other (max n=150)

Household Composition (Q.L)

- 1 2 or fewer (n=1,100 – 1,500)
- 2 3 or more (n=700 – 1,100)

Has Children Under age 18 (Q.L)

- 1 Yes (Min. n=600 – 900)

Marital Status (Q.M)

- 1 Single (n=700 – 1,000)
- 2 Married (n=900 – 1,100)
- 3 Divorced/Widowed/Separated (n=100 – 300)

Language Spoken at Home (Q.N)

- 1 English (track only, no quotas)
- 2 Other (n=600 – 900)

Employment Status (Q.O)

- 1 Full or Part-Time (n=1,200 – 1,600)
- 2 All other (n=600 – 1,000)

Priority Population

- 1 Disadvantaged Communities (Min. n=300)
- 2 Low-Income (under \$70K) (n=600 – 800)
- 3 Rural Area (n=100 – 300)
- 4 Multi-Family Dwelling (4+ Units) (n=400 – 600)
- 5 CA Native American Tribes (track only, no quotas)

**DEMOGRAPHIC/SCREENING QUESTIONS**

**[NEW SCREEN]**

Thank you for taking the time to complete this survey. Please be assured that your responses will be kept confidential and the survey should take about 18 minutes to complete. Simply use your mouse to move ahead or scroll, and click the appropriate boxes to select your answers.

**[NEW SCREEN]**

A. Please enter the 5-digit ZIP code of your primary residence:

\_\_\_\_\_

**(TERMINATE ANY ZIP CODES THAT ARE NOT INCLUDED IN A CALIFORNIA DMA – CHECK QUOTAS)**

**[NEW SCREEN]**

B. Which of the following best describes your age? *(Please select one response)*

- (1) Under 18 → **(THANK AND TERMINATE)**
- (2) 18-24
- (3) 25-34
- (4) 35-44
- (5) 45-54
- (6) 55-64
- (7) 65-70
- (8) 71+
  
- (9) Prefer not to answer → **(THANK AND TERMINATE)**

**[NEW SCREEN]**

C. Are you currently employed in any of the following industries? *(Please select one response)*

- |   |                                |
|---|--------------------------------|
| <input type="checkbox"/> (1) State/local recycling agency/authority | → <b>(THANK AND TERMINATE)</b> |
| <input type="checkbox"/> (2) Waste management/recycling industry    |                                |
- (3) None of the above

**[NEW SCREEN]**

D. These next questions are simply to ensure we get a good mix of different types of people.

How would you describe your residential area? ***(Please select one response)***

- (1) Rural
- (2) Suburban
- (3) Urban
  
- (4) Other ***(Please specify:)*** \_\_\_\_\_
  
- (9) Prefer not to answer

**[NEW SCREEN]**

E. How would you describe your residence? ***(Please select one response)***

- (1) Single-family home
  

<input type="checkbox"/> (2) Apartment or condominium	→	<b>(MULTI-FAMILY DWELLING)</b>
<input type="checkbox"/> (3) Townhouse or duplex		

  
- (3) Mobile home → **(OTHER)**
- (4) Other ***(Please specify:)*** \_\_\_\_\_
- (9) Prefer not to answer

**[NEW SCREEN]**

F. Do you own or rent your current residence? ***(Please select one response)***

- (1) Own
- (2) Rent
- (9) Prefer not to answer

**[NEW SCREEN]**

G. How do you identify? ***(Please select one response)***

- (1) Male
- (2) Female
- (3) Non-binary
- (9) Prefer not to answer

**[NEW SCREEN]**

H. Which of the following best describes your total annual income? *(Please select one response)*

- (1) Less than \$25,000
- (2) \$25,000 to \$49,999
- (3) \$50,000 to \$69,999
- (4) \$70,000 to \$99,999
- (5) \$100,000 to \$149,999
- (6) \$150,000 to \$199,999
- (7) \$200,000+
- (99) Prefer not to answer

**[NEW SCREEN]**

I. Are you a member of a California Native American Tribe? *(Please select one response)*

- (1) Yes (Please specify the name of your Tribe: \_\_\_\_\_)
- (2) No

**[NEW SCREEN]**

J. Are you of Hispanic or Latino descent? *(Please select one response)*

- (1) Yes
- (2) No
- (9) Prefer not to answer

**[NEW SCREEN]**

K. Which of the following best describes your ethnicity? *(Please select one response)*

- (1) Caucasian/White
- (2) African American/Black
- (3) Asian American
- (4) Pacific Islander
- (5) American Indian or Alaska Native
- (6) Multiple or Other
- (9) Prefer not to answer

**[NEW SCREEN]**

L. ***Including yourself***, how many people in each of the following categories currently live in your household? (***Please record a response on each line. If the number is zero, please type in "0."***)

a.	17 years and under	_____
b.	18+ years*	_____
	<b>TOTAL IN HOUSEHOLD</b>	<b>(COMPUTER CALCULATION)</b>

(9) Prefer not to answer

**(\* MUST BE 1 OR MORE UNLESS [-9] IS SELECTED)**

**[NEW SCREEN]**

M. What is your marital status? (***Please select one response***)

- (1) Single
- (2) Married
- (3) Divorced
- (4) Separated
- (5) Widowed
- (6) Living with a partner
- (9) Prefer not to answer

**[NEW SCREEN]**

N. Which languages are spoken in your home? (***Please select one response***)

- (01) English
- (02) Spanish
- (03) Cantonese
- (04) Mandarin
- (05) Korean
- (06) Vietnamese
- (07) Tagalog
- (08) Russian
- (09) **(MAX ONE WORD)** Other \_\_\_\_\_
- (99) Prefer not to answer

**[NEW SCREEN]**

O. What is your current employment status? (*Please select one response*)

- (1) Employed full-time (35+ hours/week)
- (2) Employed part-time (<35 hours/week)
- (3) On active military duty
- (4) Student
- (5) Homemaker
- (6) Not currently employed
- (7) Retired
- (9) Prefer not to answer

**(IF QUALIFIED, GO TO MAIN QUESTIONNAIRE. DO NOT ALLOW RESPONDENT TO GO BACKWARDS IN SURVEY.)**



**[NEW SCREEN]**

3. Do you have your own trash, recycling and/or green waste bins/dumpsters, or do you share with other households? **(Please select one response)**

- (1) Have my own bins/dumpsters
- (2) Share with other households
- (3) Do not have bins/dumpsters → **(SKIP TO Q.5)**

**[NEW SCREEN]**

4. How are trash, recycling, and green waste placed in your bins/dumpsters? **(Please select one response)**

- (1) Trash, recycling, and green waste all placed in one bin/dumpster
- (2) Trash and recycling all in one bin/dumpster, green waste in a separate bin/dumpster
- (3) Trash, recycling, and green waste all in separate bins/dumpsters
- (9) Not sure

**[NEW SCREEN]**

5. Do you use any of the following alternative recycling methods? **(Please select all that apply)**

- (1) Drop-off recycling centers
- (2) **(IMAGE 10)** Store-specific drop-off services (e.g., makeup packaging recycling offered at a local beauty store)
- (3) Voluntary bottle deposit services
- (4) **(IMAGE 9)** Mail back container (e.g., mailing back empty makeup containers)
- (5) **(IMAGE 8)** Composting at home or community composting
- (6) A subscription program (e.g., you pay a monthly fee to a company to pick up hard to recycle material)
- (7) Other (please specify: \_\_\_\_\_)
- (89) None

**[NEW SCREEN]**

**(IF "NONE" [8] SELECTED AT Q.5, ASK Q.6. OTHERWISE, SKIP TO Q.7)**

6. Why do you not use any alternative recycling methods? **(Please select all that apply)**

- (1) Too costly
- (2) Not available locally
- (3) Was not aware of these services
- (4) Difficult to transport materials to these locations
- (5) Needs are already met by services available to me
- (6) Alternative recycling services are offered in unsafe locations
- (7) I often forget alternate programs exist
- (8) Other (please specify: \_\_\_\_\_)

**[NEW SCREEN]**

**Next, we will ask you some questions about your recycling habits.**

7. Do you recycle? **(Please select one response)**

- (1) Yes
- (2) No → **(SKIP TO Q.10)**

**[NEW SCREEN]**

8. Why do you engage in recycling? **(Please select all that apply)**

- (1) Reduce litter
- (2) Fight climate change
- (3) Reduce air and water pollution
- (4) Reduce amount of trash that goes to landfill
- (5) Friends and family engage in this activity
- (6) Right thing to do
- (7) Could be fined for not recycling
- (8) Other (please specify:)

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**[NEW SCREEN]**

9. How do you prepare your recyclables before putting them in the recycling bin? **(Please select all that apply)**

- (1) Rinse and dry recyclables
- (2) Rinse recyclables without drying
- (3) Scrape out food and/or other materials
- (4) Remove non-recyclable pieces (e.g., film, tape, adhesive labels, etc.)
- (5) Read the label for disposal instructions
- (6) No preparation before placing recyclables in bin

**(SKIP TO Q.11)**

**[NEW SCREEN]**

10. What would motivate you to recycle more? **(Please select all that apply)**

- (1) Clearer information on what to recycle
- (2) More accessible recycling information (e.g., through app or on bin)
- (3) Verification that my recyclables are being recycled
- (4) Having more recycling bins/dumpsters available for use
- (5) Lower recycling costs (e.g., for purchasing bins, curbside collection services, **(IMAGE 11)** self-hauling, etc.)
- (6) Other (please specify:)

---
- (7) None of the above

**[NEW SCREEN]**

**We will now ask you a few questions about how you sort your trash, recyclables, and green material.**

11. When choosing whether to put plastic items in the trash or recycling bin, do you...? **(Please select one response)**
- (1) Put all plastic items in the trash
  - (2) Put all plastic items in the recycling bin
  - (3) Look for chasing arrows recycling symbol **(IMAGE 4)** on the item to decide whether to put items in the recycling bin
  - (4) Look at the number in the chasing arrows recycling symbol labeled on the item **(IMAGE 12)** to decide whether to put it in the recycling bin
  - (5) Other (please specify: ) \_\_\_\_\_

**[NEW SCREEN]**

12. Where would you discard the following plastic items? **(Please select one response per row)**

	Item (RANDOMIZE)	Trash	Recycling	Green Materials	Drop-off/ Take-back	Unsure
a.	PET #1 (e.g., berry clamshells)	<input type="checkbox"/>				
b.	HDPE #2 (e.g., plastic milk jug)	<input type="checkbox"/>				
c.	PVC (#3) (e.g., shrink wrap, stretch wrap)	<input type="checkbox"/>				
d.	LDPE #4 (e.g., rigid plastic lid, bubble wrap)	<input type="checkbox"/>				
e.	PP #5 (e.g., plastic yogurt tub)	<input type="checkbox"/>				
f.	PS #6 (e.g., plastic coffee cup lid)	<input type="checkbox"/>				
g.	Plastic labeled as compostable (e.g., bags or cups)	<input type="checkbox"/>				
h.	Styrofoam takeout container/cup	<input type="checkbox"/>				
i.	Plastic utensils/straws	<input type="checkbox"/>				
j.	Plastic bags	<input type="checkbox"/>				

**[NEW SCREEN]**

13. Where would you discard the following items? *(Please select one response per row)*

	Item (RANDOMIZE)	Trash	Recycling	Green Materials	Drop-off/ Take-back	Unsure
a.	Aluminum foil/tray	<input type="checkbox"/>				
b.	Soup/metal can	<input type="checkbox"/>				
c.	Glass jar/bottle (e.g., pasta sauce)	<input type="checkbox"/>				
d.	Ceramic item (e.g., ceramic makeup jar)	<input type="checkbox"/>				
e.	Paper bag	<input type="checkbox"/>				
f.	Paper milk carton	<input type="checkbox"/>				
g.	<b>(IMAGE 1)</b> Aseptic carton (e.g., chicken, beef, or vegetable stock cartons)	<input type="checkbox"/>				
h.	<b>(IMAGE 13)</b> Molded fiber container (e.g., egg carton)	<input type="checkbox"/>				
i.	Paper envelope	<input type="checkbox"/>				
j.	Cereal/paperboard box	<input type="checkbox"/>				
k.	Cardboard box	<input type="checkbox"/>				
l.	Cloth bag (e.g., Fabric bag for bedding)	<input type="checkbox"/>				
m.	Wooden box	<input type="checkbox"/>				

**[NEW SCREEN]**

***This next set of questions will ask you about the ways in which you find and/or receive information about sorting your recyclables.***

14. How do you currently receive and/or would prefer to receive **information about appropriately sorting your trash, recyclables, and green materials?** *(Please select all that apply)*

	<b>Communication Method (RANDOMIZE a-k)</b>	<b>I <i>currently receive</i> information through this method</b>	<b>I <i>prefer</i> to receive information through this method</b>
a.	Mail	<input type="checkbox"/>	<input type="checkbox"/>
b.	Email	<input type="checkbox"/>	<input type="checkbox"/>
c.	Phone calls	<input type="checkbox"/>	<input type="checkbox"/>
d.	Text messages	<input type="checkbox"/>	<input type="checkbox"/>
e.	Social media (e.g., Facebook, Twitter/X, Instagram)	<input type="checkbox"/>	<input type="checkbox"/>
f.	TV or radio advertisements	<input type="checkbox"/>	<input type="checkbox"/>
g.	Billboard/outdoor advertisements	<input type="checkbox"/>	<input type="checkbox"/>
h.	Infographic on waste bin	<input type="checkbox"/>	<input type="checkbox"/>
i.	Educational materials from schools	<input type="checkbox"/>	<input type="checkbox"/>
j.	Label on product	<input type="checkbox"/>	<input type="checkbox"/>
k.	Internet	<input type="checkbox"/>	<input type="checkbox"/>
l.	Other (please specify:)	<input type="checkbox"/>	<input type="checkbox"/>
m.	None of the above	<input type="checkbox"/>	<input type="checkbox"/>

**[NEW SCREEN]**

15. What are your current and preferred **sources of information for appropriately sorting your trash, recyclables, and green materials?** *(Please select all that apply)*

	<b>Informational Source (RANDOMIZE a-f)</b>	<b>I <i>currently receive</i> information from this source</b>	<b>I <i>prefer</i> to receive information from this source</b>
a.	State agency (CalRecycle)	<input type="checkbox"/>	<input type="checkbox"/>
b.	City/County	<input type="checkbox"/>	<input type="checkbox"/>
c.	Waste hauler	<input type="checkbox"/>	<input type="checkbox"/>
d.	Environmental organization	<input type="checkbox"/>	<input type="checkbox"/>
e.	Social media influencer	<input type="checkbox"/>	<input type="checkbox"/>
f.	K-12 schools	<input type="checkbox"/>	<input type="checkbox"/>
g.	Other (please specify:)	<input type="checkbox"/>	<input type="checkbox"/>
h.	None of the above	<input type="checkbox"/>	<input type="checkbox"/>

**Environmental Organization Definition:** A non-governmental organization, often a non-profit, which advocates towards conservation efforts, climate action, and/or sustainable land or coastal management. Examples include World Wildlife Fund (WWF), The Nature Conservancy (TNC), or Surfrider Foundation.)







- (5) More preferred brands and/or products offered
- (6) Other (please specify:)

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- (7) None

**[NEW SCREEN]**

26. Do you purchase products by weight at the bulk section of a store **(IMAGE 3)** (e.g., nuts by the pound)? *(Please select one response)*

- (1) Yes
- (2) No → **(SKIP TO Q.28)**

**[NEW SCREEN]**

27. Why do you engage in purchasing products by weight at the bulk section of a store? *(Please select all that apply)*

**(RANDOMIZE 1-6)**

- (1) Can purchase exact amount of desired product
- (2) Good for the environment
- (3) Produces less packaging waste
- (4) Can use reusable container
- (5) Easy to find at a local store
- (6) Friends and family engage in this activity
- (7) Other (please specify:)

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**(SKIP TO Q.29)**

**[NEW SCREEN]**

28. What would motivate you to participate in purchasing products by weight at the bulk section of a store? *(Please select all that apply)*

**(RANDOMIZE 1-6)**

- (1) Assurance about the quality of products in the bulk section (e.g., hygiene safeguards, such as tongs or scoopers, to prevent cross contamination, containers designed to preserve freshness)
- (2) Ability to access these products without a membership or subscription
- (3) Lower prices for these products
- (4) Ability to use a reusable container when gathering products from the bulk section
- (5) More availability at local stores
- (6) More preferred brands and/or products offered
- (7) Other (please specify:)

---
- (8) None







**[NEW SCREEN]**

***This final set of questions will ask you about the ways in which you find and/or receive information about reducing your use of single-use plastic packaging and food service ware.***

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?** *(Please select all that apply)*

	<b>Communication Method (RANDOMIZE a-l)</b>	<b>I <i>currently receive</i> information through this method</b>	<b>I <i>prefer</i> to receive information through this method</b>
a.	Mail	<input type="checkbox"/>	<input type="checkbox"/>
b.	Email	<input type="checkbox"/>	<input type="checkbox"/>
c.	Phone calls	<input type="checkbox"/>	<input type="checkbox"/>
d.	Text messages	<input type="checkbox"/>	<input type="checkbox"/>
e.	Social media (e.g., Facebook, Twitter/X, Instagram)	<input type="checkbox"/>	<input type="checkbox"/>
f.	TV or radio advertisements	<input type="checkbox"/>	<input type="checkbox"/>
g.	Billboard/outdoor advertisements	<input type="checkbox"/>	<input type="checkbox"/>
h.	Information displayed at stores	<input type="checkbox"/>	<input type="checkbox"/>
i.	Educational materials from schools	<input type="checkbox"/>	<input type="checkbox"/>
j.	Label on product	<input type="checkbox"/>	<input type="checkbox"/>
k.	Local jurisdiction website	<input type="checkbox"/>	<input type="checkbox"/>
l.	Internet	<input type="checkbox"/>	<input type="checkbox"/>
m.	Other (please specify:)	<input type="checkbox"/>	<input type="checkbox"/>
n.	None of the above	<input type="checkbox"/>	<input type="checkbox"/>

**[NEW SCREEN]**

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?** *(Please select all that apply)*

	<b>Informational Source (RANDOMIZE a-f)</b>	<b>I <i>currently receive</i> information from this source</b>	<b>I <i>prefer</i> to receive information from this source</b>
a.	State agency (CalRecycle)	<input type="checkbox"/>	<input type="checkbox"/>
b.	City/County	<input type="checkbox"/>	<input type="checkbox"/>
c.	Waste Hauler	<input type="checkbox"/>	<input type="checkbox"/>
d.	Environmental Organization	<input type="checkbox"/>	<input type="checkbox"/>
e.	Social media influencer	<input type="checkbox"/>	<input type="checkbox"/>
f.	K-12 schools	<input type="checkbox"/>	<input type="checkbox"/>
g.	Other (please specify:)	<input type="checkbox"/>	<input type="checkbox"/>
h.	None of the above	<input type="checkbox"/>	<input type="checkbox"/>

**[NEW SCREEN]**

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? ***(Please select all that apply)***

**(RANDOMIZE 1-4)**

- (1) Activities that can help reduce single-use plastic usage
- (2) Environmental benefits of reducing single-use plastic usage and production
- (3) How strategies to reduce single-use plastic usage save time and money in the long-term
- (4) Brands and restaurants that use little to no single-use plastic packaging and/or food service ware when offering products to customers
- (5) Other (please specify:)

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- (6) None

**Closing**

Thank you very much for taking time out of your busy day to participate in our study!