



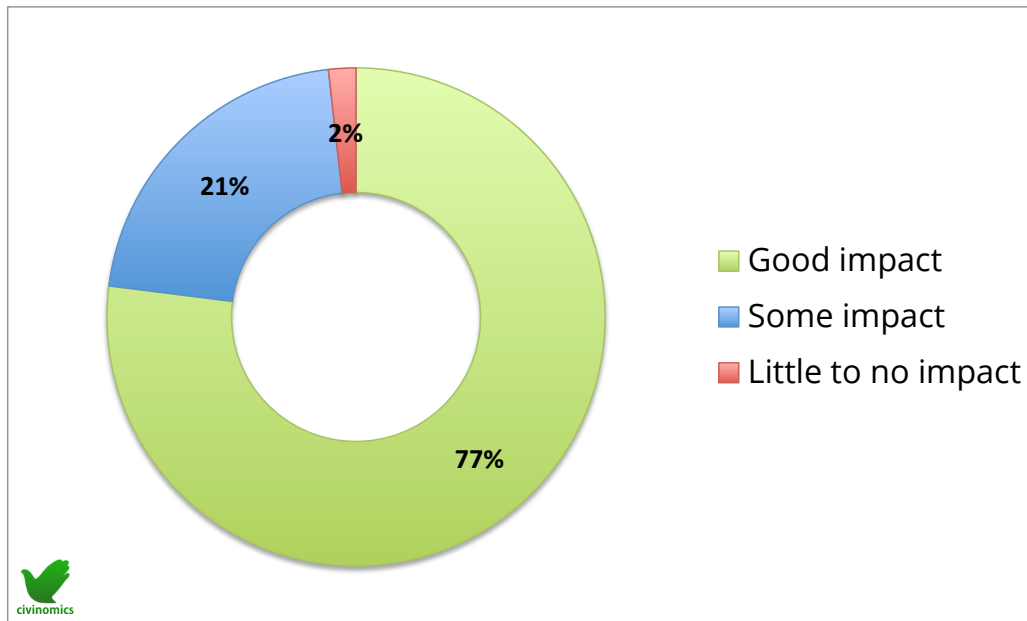
## Opinion: Santa Cruz County Bag Ban at One Year

This data was collected and compiled by Civonomics. Due to the sampling methodology employed it is not intended to be statistically representative.

**Date:** 3.22.13  
**Total Responses:** 120

### Q1: Do you think the bag ban has had a positive impact on the environment?

Good impact	Some impact	Little to no impact	Total Responses
87	24	2	113

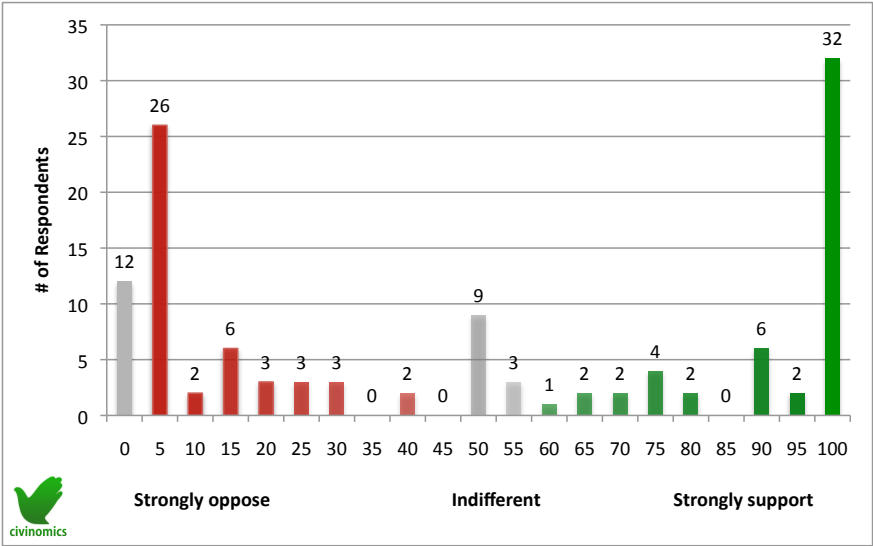


**Notes/Interpretation:** Since poll respondents were accepting a reusable bag from SOS at the time of the survey, it is likely that a higher percentage of respondents take a positive view of the ban's impact on the environment than might be found in a random sampling of the County's population.

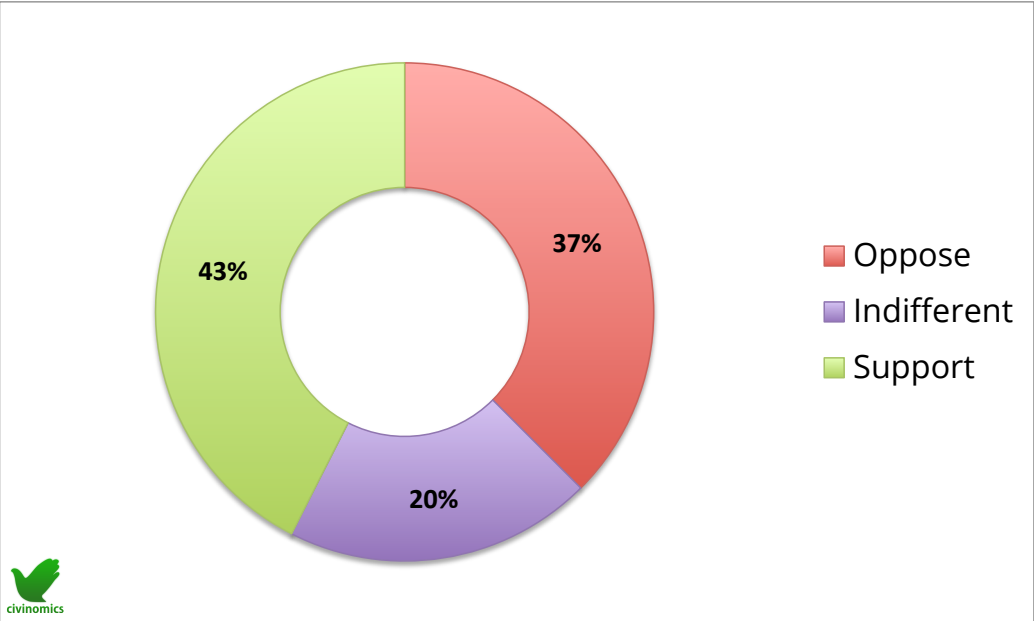
Also note that this question does not ask whether respondents support the ban. Among those respondents who replied that the ban has had "Some impact" or "Little to no impact," some still anecdotally expressed verbal support for the ban. They explained that they had answered the way they did because they simply weren't sure how effective it had been or that more types of plastic need to be banned for the law to be effective.

**Q2: How do you feel about the fee going up to \$0.25 starting today?**

Blank	0	12
1	5	26
6	10	2
11	15	6
16	20	3
21	25	3
26	30	3
31	35	0
36	40	2
41	45	0
46	50	9
51	55	3
56	60	1
61	65	2
66	70	2
71	75	4
76	80	2
81	85	0
86	90	6
91	95	2
96	100	32
Total		120



Oppose	Indifferent	Support	Total
45	24	51	120



**Notes/Interpretation:** As with the previous question, an answer of "Strongly oppose" does not indicate the respondent objects to the bag ban itself; it simply means the respondent opposes the fees. Reasons cited include profiteering by the stores providing the bag (they used to be free), increased hardship on low-income families, and the preference for using the bags for trash.

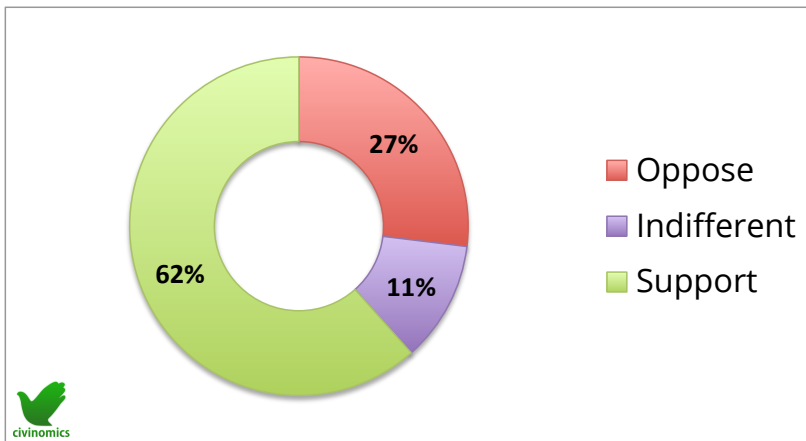
Opinions are highly polarized, with most respondents selecting one of the extremes.

## Q2: Segmentation by Region

### Deluxe Foods, Rio Del Mar

Blank	0	0
1	5	6
6	10	0
11	15	0
16	20	0
21	25	0
26	30	0
31	35	0
36	40	1
41	45	0
46	50	2
51	55	1
56	60	1
61	65	1
66	70	0
71	75	0
76	80	0
81	85	0
86	90	1
91	95	1
96	100	12
Total		26

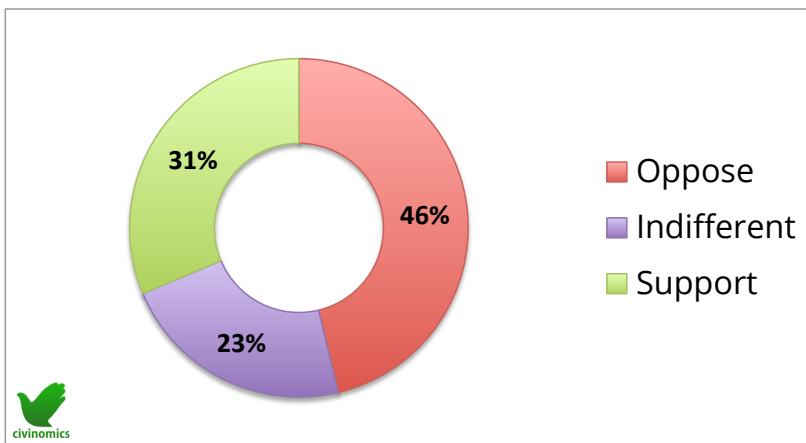
Oppose	Indifferent	Support	Total
7	3	16	26



### 41st Ave Safeway

Blank	0	8
1	5	15
6	10	2
11	15	5
16	20	3
21	25	2
26	30	3
31	35	0
36	40	1
41	45	0
46	50	6
51	55	1
56	60	0
61	65	1
66	70	2
71	75	2
76	80	2
81	85	0
86	90	3
91	95	1
96	100	10
Total		67

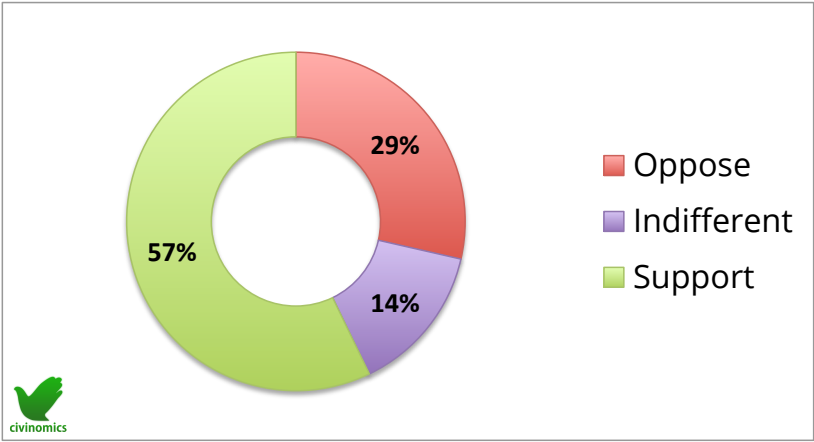
Oppose	Indifferent	Support	Total
31	15	21	67



**Felton Safeway**

Blank		0	0
1		5	4
6		10	0
11		15	0
16		20	0
21		25	0
26		30	0
31		35	0
36		40	0
41		45	0
46		50	1
51		55	1
56		60	0
61		65	0
66		70	0
71		75	1
76		80	0
81		85	0
86		90	0
91		95	0
96		100	7
Total			14

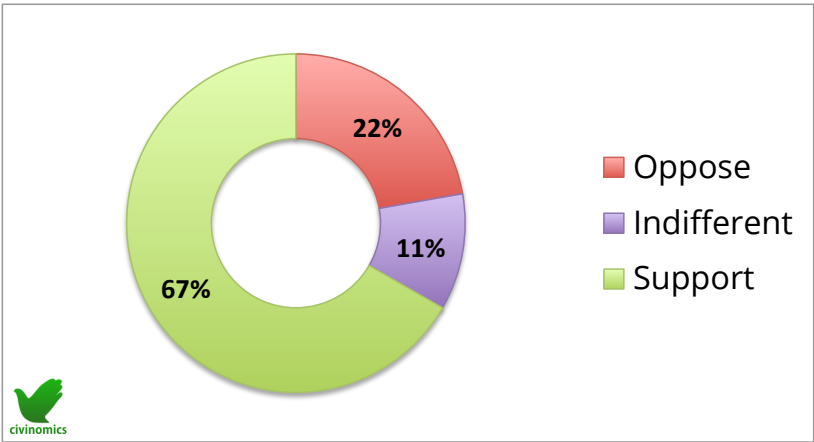
Oppose	Indifferent	Support	Total
4	2	8	14



**Ben Lomond Market**

Blank		0	1
1		5	1
6		10	0
11		15	0
16		20	0
21		25	1
26		30	0
31		35	0
36		40	0
41		45	0
46		50	0
51		55	0
56		60	0
61		65	0
66		70	0
71		75	1
76		80	0
81		85	0
86		90	2
91		95	0
96		100	3
Total			9

Oppose	Indifferent	Support	Total
2	1	6	9



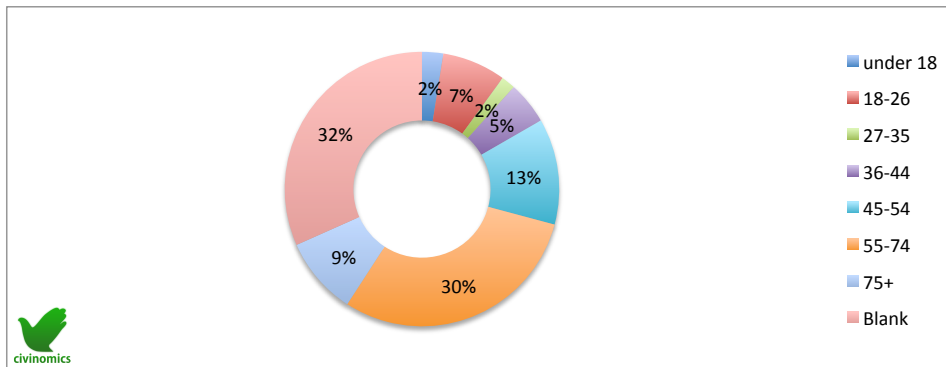
## Suggestions AND/OR Comments for Save Our Shores

I support the ban, but not the fee
I used plastic bags for my recycling and am sad to see them go
We need biodegradable bags for our veggies, there are still so many plastic bags being used for that.
I support the ban but have some serious problems with it. 1) It's arbitrary, we still use plastic in so many ways from meats and produce to all the plastic wrapping in commercial foods. Some people use 6-12 produce bags in a single visit. If you are going to ban plastic go all the way. 2) The ban puts the pressure on merchants to deal with it. We are the ones that take the heat from customers.

## Demographics

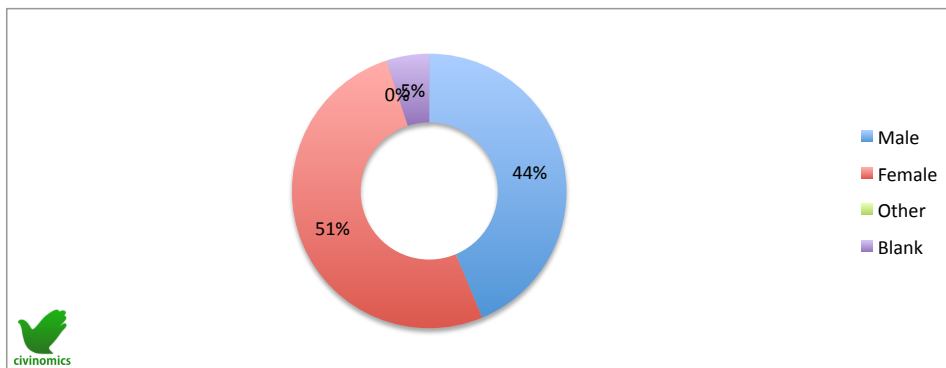
### Age

under 18	18-26	27-35	36-44	45-54	55-74	75+	Blank	Total
3	9	2	6	15	36	11	38	120



### Gender

Male	Female	Other	Blank	Total
27	50	0	43	120



### Ethnicity

Asian or pacific islander	African American	Caucasian	Latino	Other	Decline to state	Blank	Total
2	1	54	10	8	0	45	120

