

Town of Fairfield Reusable Checkout Bag Ordinance

Chamber of Commerce Survey of Fairfield Businesses

December 2018

About This Survey

The Chamber of Commerce sent a survey regarding the proposed Reusable Checkout Bag Ordinance (“RCBO”) to Fairfield business proprietors with a requested response of mid-November 2018.

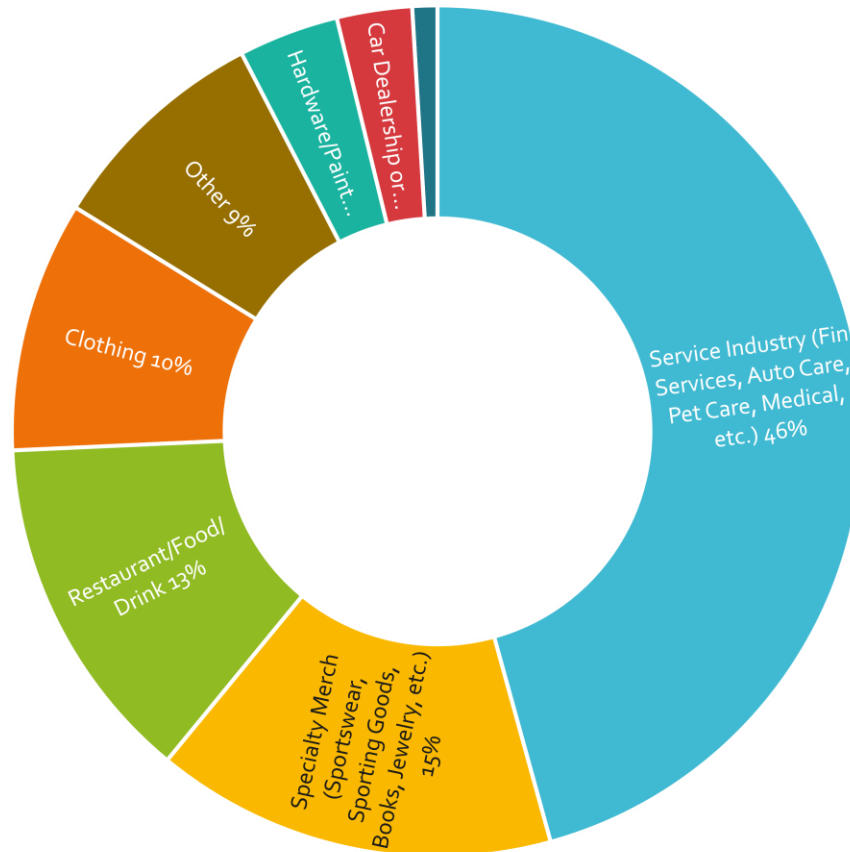
The survey’s objective was to ascertain the proposed RCBO’s impact on local businesses, and their attitudes about the potential implementation of this proposed ordinance.

The survey registered a total of 105 responses. Results are provided in the following pages.

Participating Organizations

Survey Participant Demographics

- Service Industry (Fin Services, Auto Care, Pet Care, Medical, etc.) 46%
- Specialty Merch (Sportswear, Sporting Goods, Books, Jewelry, etc.) 15%
- Restaurant/Food/Drink 13%
- Clothing 10%
- Hardware/Paint/Garden 4%
- Car Dealership or Auto Parts 3%
- Grocery 1%
- Other 9%



Types of Bags Provided to Customers

What type of bags do you currently provide your customers (please mark all that apply)?¹

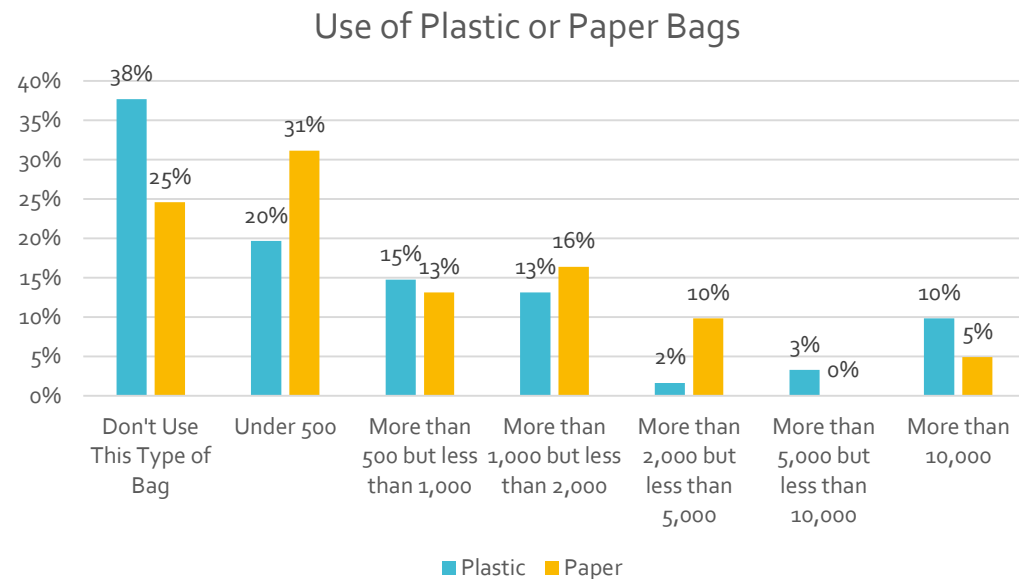
	Paper	Plastic	Reusable Bags (for Purchase)	Reusable Bags (At No Cost)	More Than One Type of Bag Provided
All Respondents Who Provide Bags (n=80)	59%	46%	3%	19%	25%
Clothing, Grocery, Hardware/Garden, Other Merch (n=30)	70%	47%	3%	10%	27%
Restaurants (n=13)	62%	62%	8%	0%	31%

¹Totals exceed 100% due to multiple responses.

How many plastic or paper bags do Fairfield businesses use annually?

Fifty-eight percent of respondents report using either plastic or paper bags (61 of 105 participants)

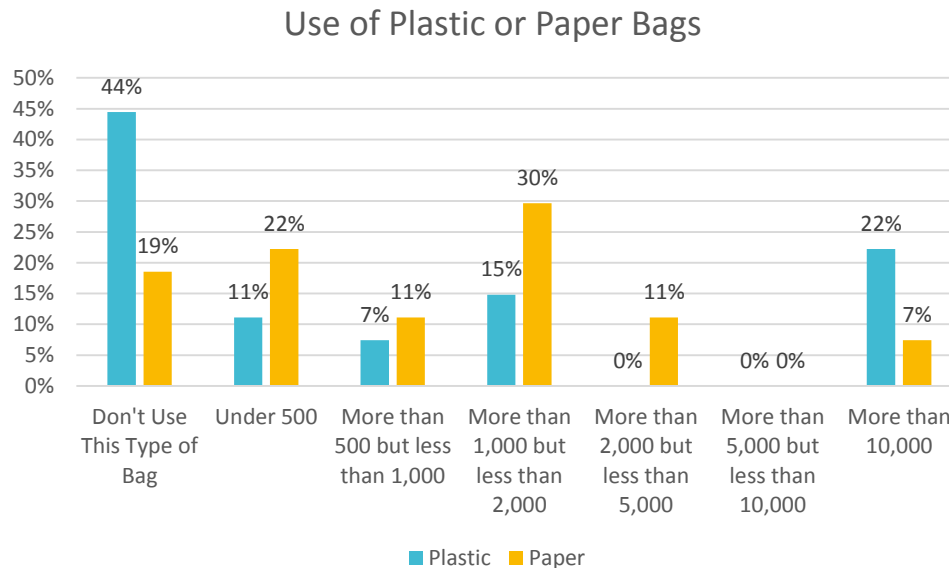
Of those who report using plastic or paper, below is the breakdown of the number of bags used:



- Note that 38% of respondents who use bags, do not use paper, while 25% of respondents who use bags, do not use plastic
- Any businesses who reported "Do Not Use" for BOTH paper and plastic were excluded from the above calculations

How many plastic or paper bags do Clothing/ Grocery/ Hardware/ Other stores use annually?

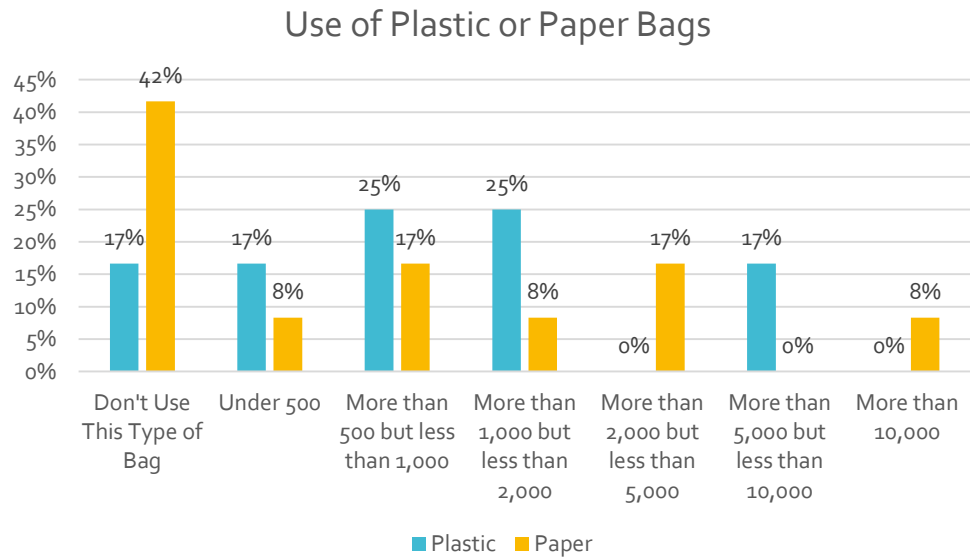
Of the 27 Clothing, Grocery, Hardware, Other Merchants who report using plastic or paper bags, this is the array of how many bags they use in a year.



Note that the above percentages reflect clothing, grocery, hardware, and other merchants who report using plastic or paper bags.

How many plastic or paper bags do Restaurants use annually?

- Twelve restaurants report using either plastic or paper bags of the 14 restaurant respondents
- Of those who report using plastic or paper, below is the breakdown of the number of bags used:



For those businesses who do use bags, how much are they spending on bags, annually?

	All Respondents	Clothing, Grocery, Hardware/Garden, Other Merchandise	Restaurants¹
	<i>n=51</i>	<i>n=22</i>	<i>n=10</i>
90th Percentile	\$5,140	\$5,760	\$18,150
75th Percentile	\$1,150	\$1,500	\$1,125
Median (50th Pctile)	\$500	\$1,000	\$400
25th Percentile	\$185	\$297	\$138
10th Percentile	\$65	\$65	\$100

¹Ninetieth percentile reflects one restaurant that uses a large amount of bags.

How Many Customers Bring Their Own Shopping Bags?

Hint: Most Aren't!

Currently what percentage of your customers brings their own bags?

All Respondents

n=79

More than half	6%
Less than half	94%

Clothing, Grocery, Hardware/Garden, Other Merchandise

n=29

More than half	7%
Less than half	93%

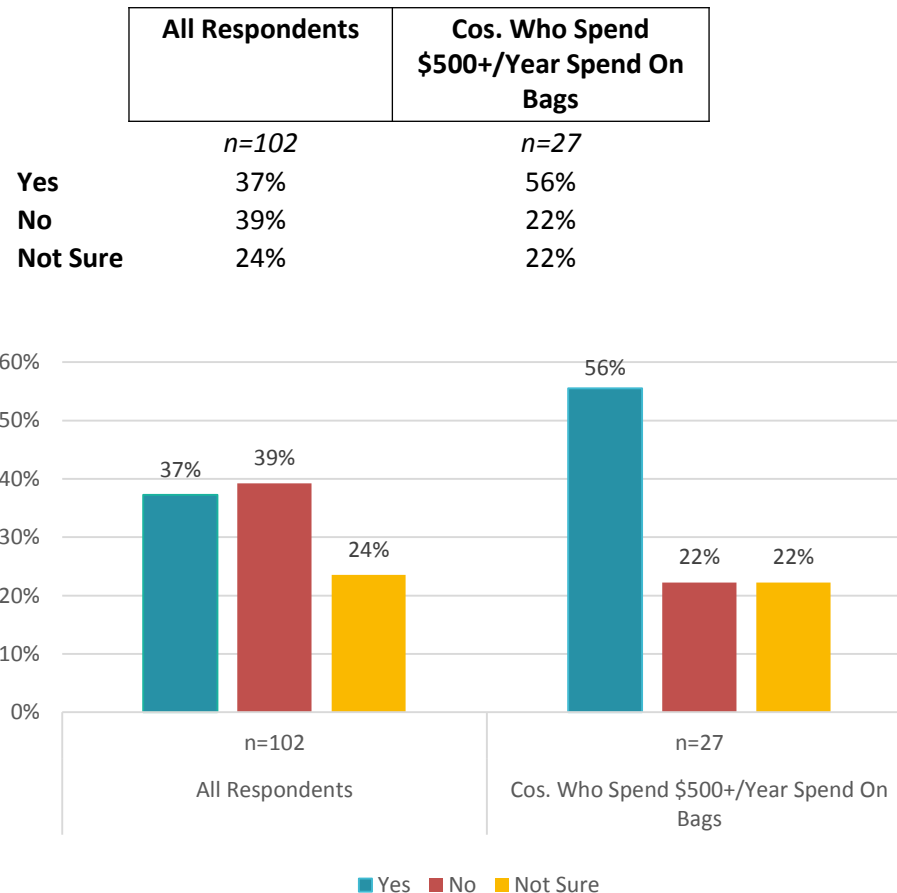
Restaurants

n=13

More than half	0%
Less than half	100%

Do Survey Participants Support a Hybrid RCBO Proposal (with fee)?

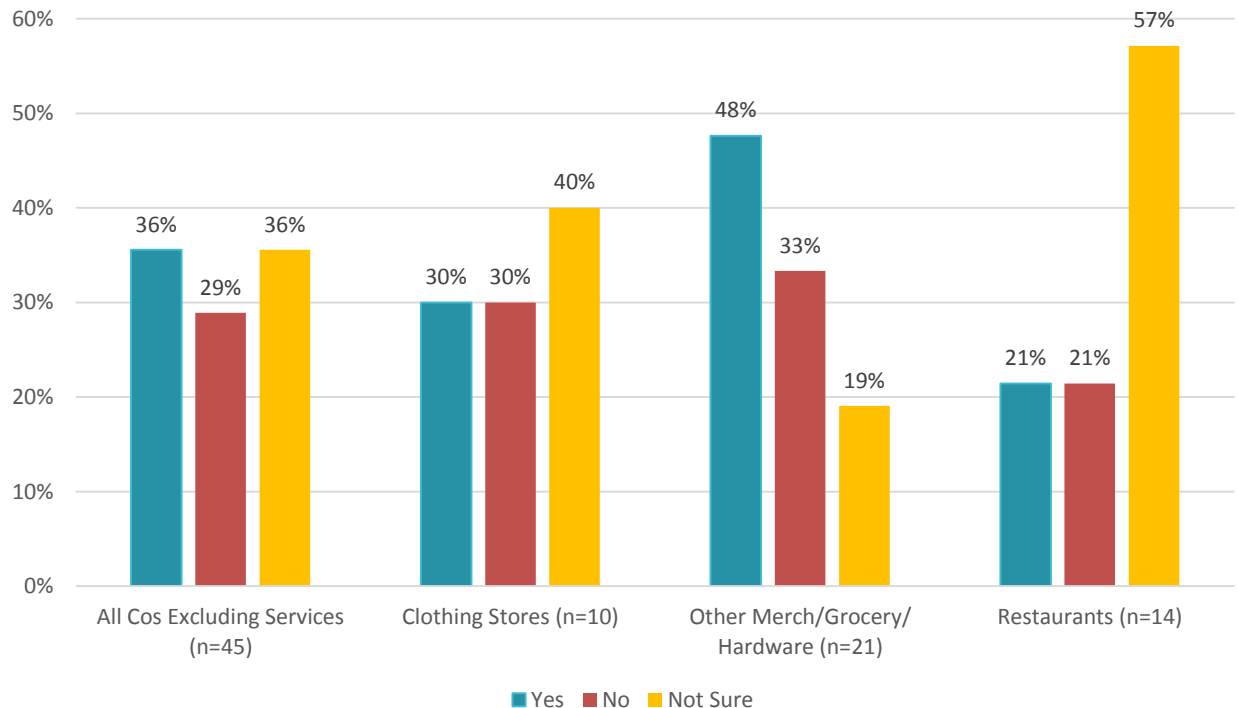
Currently two Connecticut towns, Stamford and Weston, have opted for a hybrid version of a RCBO which charges a 10 cent fee for each paper bag used instead of a reusable bag. This fee would be returned to the merchant to offset the cost for providing paper bags. Would you support this type of hybrid version if an ordinance were in place in Fairfield?



Do Survey Participants Support a Hybrid RCBO Proposal (with fee)?

Results Cut By Industry

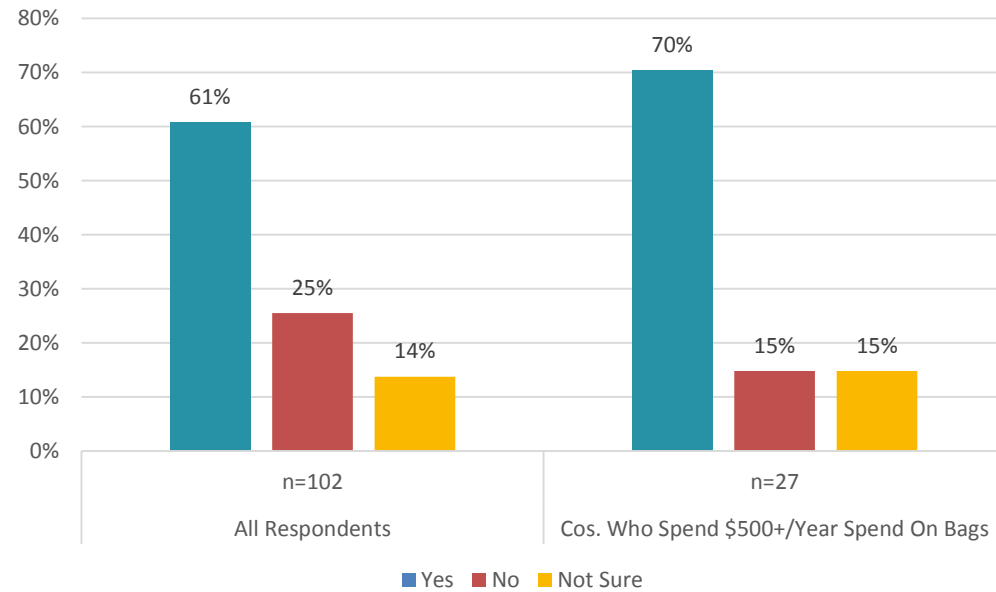
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Do Survey Participants Support RCBO Proposals?

Would you support an ordinance eliminating plastic checkout bags less than 12 mils?

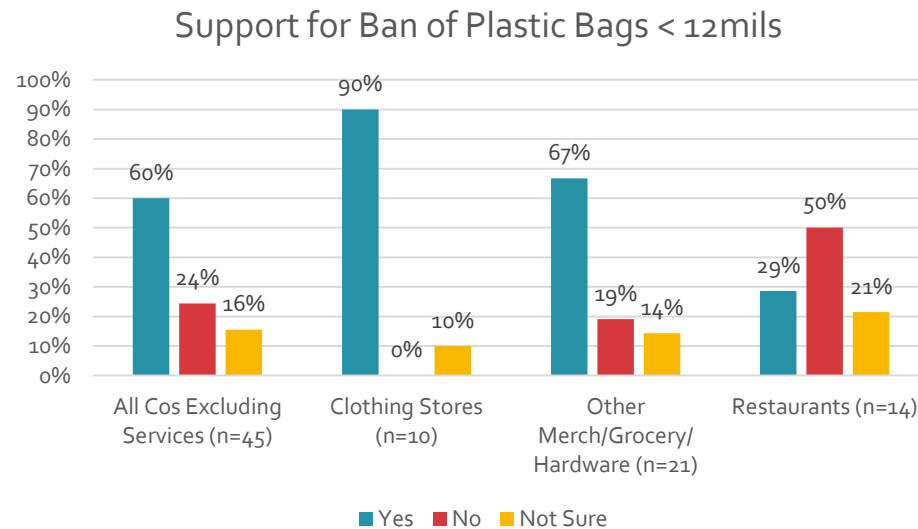
	All Respondents	Cos. Who Spend \$500+/Year Spend On Bags
	<i>n=102</i>	<i>n=27</i>
Yes	61%	70%
No	25%	15%
Not Sure	14%	15%



Do Survey Participants Support RCBO Proposals?

Results Cut By Industry

- **Would you support an ordinance eliminating plastic checkout bags less than 12 mils?**



Do Survey Participants Support RCBO Proposals?

Would your business be willing to underwrite a portion of the cost which could include your business logo to purchase and donate reusable bags for customers?

	All Respondents	Cos. Who Spend \$500+/Year Spend On Bags
	<i>n=101</i>	<i>n=27</i>
Yes	23%	52%
No	49%	26%
Not Sure	29%	22%

