

# WHAT WOULD YOU PAY FOR A BAG?

In August 2018, the National Retail Association asked shoppers what they were willing to pay for 5 types of shopping bags if they forgot to bring their own bags.

**96%** of shoppers are willing to pay for a shopping bag if they forget their own

## PLASTIC BAGS

**3** of every 10 shoppers are willing to pay for a plastic shopping bag (if they forget their own bag)



Willing to pay for a 40 micron plastic singlet bag



Willing to pay for a heavyweight plastic bag



**92%** of shoppers reacted **negatively** to a plastic singlet bag, even though it was technically compliant and labelled 'reusable'

## ALTERNATIVE BAGS

**8** of every 10 shoppers are willing to pay for an alternative bag (if they forget their own bag)

Of those willing to pay:

**87%** are willing to pay **10c to 50c** for a paper bag



**75%** are willing to pay **at least \$1** for a non-woven bag



**83%** are willing to pay **at least \$1** for a cloth bag



If a business gives out 100 free plastic singlet bags every day for 5 years, it will cost them up to

**\$15,000**

If a business introduces an alternative bag that consumers value and charges a fair price for this bag, the amount of bags consumed (purchased) drops by

**up to 80%**

