

Supplementary File 2: Table demonstrating theme occurrence and data saturation in analysed survey responses (response 1-610) with absence of new themes in response 610

Participant	Themes (n=16)															Number of new themes	
	Understanding terminology/ labels	Awareness of plastic waste problem	Attention to product packaging/labelling	Packaging preferences	Other product qualities take precedence	Access to BCPP waste management	Aspects of the shopping environment	Availability of BCPP	Social norms	Environmental concerns	Beliefs about environmental impact of BCPP	Resolve to behave pro-environmentally	Hope that BCPP will be beneficial	Scepticism over decomposition claims	No intention to buy BCPP		Beliefs around agency
1											X						1
2												X					1
3											X						0
4											X						0
5		X															1
6													X				1
7						X											1
8											X						0
9											X						0
10													X				0
11									X								1
12						X							X				0
13												X					0
14											X						0
15												X					0
16											X						0
17												X					0
18											X						0
19											X						0
20						X											0
21												X					0
22				X					X								1
23											X						0
24												X					0
25				X													0
26											X						0
27											X						0
28						X						X					0
29						X					X						0
30												X					0
31													X				0
32												X					0
33											X						0
34											X						0
35												X					0
36												X					0
37											X						0
38		X										X					0
39												X					0
40											X						0
41								X									1
42												X					0
43											X						0
44												X					0

381						x											0
382				x													0
383	x			x				x									0
384									x				x				0
385						x							x				0
386				x										x			0
387									x					x			0
388									x								0
389													x				0
390				x													0
391														x			0
392													x				0
393						x											0
394													x				0
395	x																0
396													x				0
397			x														0
398									x								0
399						x											0
400			x														0
401						x											0
402	x																0
403	x																0
404					x												0
405										x							0
406					x			x						x			0
407	x																0
408					x												0
409			x	x											x		0
410														x			0
411														x			0
412				x	x												0
413			x														0
414	x																0
415					x										x		0
416														x			0
417	x				x										x		0
418					x												0
419					x												0
420					x												0
421					x									x			0
422						x											0
423									x								0
424															x		0
425															x		0
426									x								0
427						x											0
428			x	x													0
429	x																0
430															x		0
431					x	x											0
432					x	x											0
433															x		0
434						x											0
435					x												0
436										x						x	0

437								x									0
438															x		0
439															x		0
440								x									0
441															x		0
442			x														0
443								x									0
444								x									0
445	x																0
446					x												0
447			x														0
448	x														x		0
449															x		0
450																x	0
451					x												0
452	x																0
453								x							x		0
454				x				x									0
455			x														0
456																x	0
457				x											x		0
458	x																0
459			x														0
460															x		0
461	x																0
462															x		0
463				x											x		0
464								x									0
465			x														0
466			x														0
467								x									0
468															x		0
469				x													0
470															x		0
471				x													0
472				x													0
473	x																0
474			x														0
475															x		0
476					x												0
477					x												0
478			x														0
479			x	x													0
480	x														x		0
481					x												0
482			x														0
483			x														0
484																x	0
485			x		x												0
486				x													0
487								x									0
488					x												0
489													x				0
490	x																0
491	x																0
492													x				0

605	x													x			0
606	x																0
607	x																0
608											x						0
609			x														0
610					x												0
TOTAL	61	4	55	71	71	64	14	27	2	20	112	74	9	112	33	4	