

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

45												x				0
46												x	x			0
47												x				0
48									x							0
49										x						0
50										x						0
51										x						0
52											x					0
53										x						0
54										x						0
55							x									1
56											x					0
57										x						0
58										x						0
59					x						x					0
60												x				0
61										x						0
62		x									x					0
63											x					0
64										x						0
65										x						0
66										x						0
67										x						0
68										x						0
69												x				0
70											x					0
71											x					0
72										x						0
73											x					0
74										x	x					0
75								x								0
76										x	x					0
77										x						0
78									x							0
79					x											0
80										x						0
81										x						0
82										x						0
83										x						0
84											x					0
85										x						0
86										x						0
87									x							0
88										x						0
89					x					x						0
90										x						0
91											x					0
92											x					0
93											x					0
94										x						0
95										x						0
96											x					0
97										x						0
98					x											0
99										x						0
100												x				0

101											x					0
102										x						0
103											x					0
104						x					x					0
105						x										0
106												x				0
107												x				0
108												x				0
109				x						x						0
110		x										x				0
111						x										0
112											x					0
113												x				0
114												x				0
115						x										0
116											x					0
117												x				0
118												x				0
119												x				0
120				x												0
121				x												0
122										x						0
123						x					x					0
124						x						x				0
125												x				0
126	x				x											1
127												x				0
128												x				0
129										x						0
130												x				0
131											x					0
132											x					0
133												x				0
134												x				0
135										x						0
136										x		x				0
137										x		x				0
138									x							0
139										x						0
140												x				0
141												x				0
142										x						0
143											x					0
144											x					0
145											x					0
146											x					0
147												x				0
148						x										0
149											x	x				0
150											x					0
151						x										0
152												x				0
153												x				0
154											x					0
155											x					0
156											x					0

[illegible]

213											x					0
214														x		0
215														x		0
216						x										0
217											x					0
218	x															0
219				x												0
220					x											0
221								x								0
222	x															0
223														x		0
224			x													0
225											x					0
226														x		0
227						x										0
228						x					x					0
229						x								x		0
230															x	0
231	x					x										0
232			x												x	0
233				x							x					0
234				x										x		0
235														x		0
236														x	x	0
237			x					x								0
238			x					x								0
239							x									0
240						x								x		0
241						x										0
242	x															0
243			x													0
244														x		0
245					x											0
246											x					0
247					x											0
248											x			x		0
249			x													0
250				x												0
251					x											0
252					x										x	0
253				x		x								x		0
254														x	x	0
255					x											0
256														x		0
257					x											0
258											x			x		0
259					x											0
260	x							x								0
261								x			x					0
262					x											0
263			x												x	0
264			x		x											0
265															x	0
266						x					x			x		0
267														x		0
268														x		0

[illegible]

[illegible]

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

[illegible]

[illegible]

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	