

NATIONAL POLL

A Survey of American Adults

July 10, 2019

Sample Size Total: 1,000

Gender	Total
Men	48%
Women	52%

1. In general, how much does helping the environment factor into which products you buy or don't buy?

	Total
The most important factor	11%
A very important factor	25%
A somewhat important factor	37%
Not a very important factor	14%
Not a factor at all	9%
Not sure	5%

2. And when it comes to the packaged food you buy at the store, in general, what percent tend to be in each type of packaging? Please make sure your answer adds up to 100%.

	Mean
Plastic containers	31.81
Cartons	17.59
Glass jars	16.20
Metal cans	15.55
Flexible pouches	8.78
Other	10.07

3. When it comes to food packaging, which of the following materials do you think is the most recyclable?

	Total
Cardboard	34%
Plastic	26%
Glass	21%
Metal	8%
Not sure	12%

Methodology: 1,000 interviews among American adults were conducted from July 8-9, 2019 online and the results were weighted to ensure proportional responses. The Bayesian confidence interval for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error of ± 3.1 at the 95% confidence level.

4. Based on what you know about this issue, do you believe the following materials are endlessly recyclable?

	Yes	No
Glass	75%	25%
Cardboard	71%	29%
Steel	65%	35%
Plastic	58%	42%

5. How familiar would you say you were with the process of recycling plastic food packaging's?

	Total
Very familiar	14%
Somewhat familiar	29%
Not very familiar	32%
Not familiar at all	18%
Never heard of it	2%
Unsure	6%

6. As you may already know, most plastic used for food packaging has limited recyclability, while glass and metal can be recycled indefinitely. Based on what you know, would you support companies moving their packaged goods from single-use plastic containers to containers made out of metal?

	Total
Strongly support	38%
Somewhat support	39%
Somewhat oppose	6%
Strongly oppose	3%
Not sure	14%

7. And would you support companies moving their packaged goods from single-use plastic containers to containers made out of glass?

	Total
Strongly support	41%
Somewhat support	37%
Somewhat oppose	8%
Strongly oppose	2%
Not sure	13%

8. As you may have heard, some municipalities are discussing ending their recycling programs due to the high cost of manual sorting of many plastics with limited recyclability. Based on what you know, how concerned are you about recycling programs ending?

	Total
Very concerned	41%
Somewhat concerned	37%
Not very concerned	8%
Not at all concerned	4%
Not sure	10%

9. Of the following types of products, which best describes your views on the packaging?

	Would be happy to buy in metal containers	Would consider buying in metal containers	Would never buy in metal containers
Pasta sauce	45%	35%	20%
Condiments (pickles, jalapenos, green olives)	44%	34%	22%
Fruit juice	32%	35%	34%
Sports drinks	30%	33%	36%
Water	29%	28%	43%

10. Thinking about the next few months, how likely are you to choose food products packaged in metal cans over those packaged in single-use plastic containers, where possible?

	Total
Very likely	22%
Somewhat likely	40%
Somewhat unlikely	15%
Very unlikely	10%
Not sure	14%

The last few questions are for statistical purposes only.

11. Starting out, we want to make sure we are talking to a lot of different kinds of people.
How do you identify yourself?

	Total
Male	48%
Female	52%

12. Please indicate in what year you were born.

	Total
Under 45	48%
45-64	36%
65+	17%

13. Please indicate in which state you live.

	Total
Northeast	23%
Midwest	27%
South	23%
West	27%

14. Could you please indicate which race/ethnicity best describes you?

	Total
White	63%
Black or African American	13%
Hispanic, Latinx, or of Spanish origin	13%
Asian	6%
American Indian/ Alaska Native	1%
Other race	1%
Mixed race	3%

15. What is the last year of schooling that you have completed?

	Total
Some high school or less	2%
High school graduate or equivalent	18%
Some college	20%
Technical/Vocational degree	4%
Associate degree	12%
Bachelor's degree	30%
Professional degree	1%
Master's degree	12%
PhD	1%

16. Are you married, unmarried living with partner, single, separated, divorced or widowed?

	Total
Married	45%
Unmarried with partner	33%
Single	8%
Separated/divorced	9%
Widowed	5%

17. What is your current employment status?

	Total
Employed full time	44%
Employed part time	9%
Owner, partner in a business	2%
Self-employed	7%
Not employed	6%
Homemaker	9%
Retired	15%
Student	4%
Not working/currently on disability	4%

18. What was your approximate annual income before taxes last year?

	Total
Less than \$20,000	20%
\$20,000-39,999	11%
\$40,000-\$59,999	15%
\$60,000-\$79,999	20%
\$80,000-\$99,999	13%
\$100,000-\$119,999	13%
\$120,000-\$149,999	5%
\$150,000-\$199,999	3%
\$200,000-\$249,999	0%
\$250,000+	0%
Not currently employed	0%
Prefer not to say	0%

19. Do you have any children 25 years of age or younger living in your household?

	Total
Yes	40%
No	60%