

Q42021 - MOD FLASH (24 Hour) Survey

Q52Q1: [res transfer_3]How concerned are you about how brands or companies handle each of the following?

Using single-use materials (e.g., Styrofoam, single-use plastics, cleaning wipes)

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=121	N=155	N=205	N=306	N=76
Total (Low N=1084)	N=122	N=161	N=229	N=378	N=94
Concerned 68%	B 53%	72%	B 68%	B 69%	B 61%
No 11%	30%	20%	23%	34%	30%
Not very c 37%	B 24%	44%	ABD 37%	B 35%	B 31%
Not very c 20%	13%	ACDE 17%	17%	20%	23%
Not at all 12%	13%	13%	16%	11%	12%

* Table 6a: US RESPONDENTS

Burning excess inventory or waste

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=121	N=155	N=205	N=306	N=76
Total (Low N=1084)	N=122	N=161	N=229	N=378	N=94
Concerned 69%	70%	72%	68%	68%	60%
No 32%	34%	32%	33%	31%	30%
Not very c 37%	35%	40%	33%	37%	33%
Not very c 20%	22%	19%	16%	21%	27%
Not at all 12%	8%	10%	16%	8%	8%

* Table 6a: US RESPONDENTS

Littering or polluting into public spaces (e.g., dumping waste in rivers, air pollution)

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=121	N=155	N=205	N=306	N=76
Total (Low N=1084)	N=122	N=161	N=229	N=378	N=94
Concerned 83%	B 69%	B 83%	B 83%	B 84%	B 83%
No 50%	48%	42%	50%	37%	AC 53%
No 13%	21%	41%	ABD 31%	24%	28%
Not very c 11%	17%	10%	9%	12%	6%
Not at all 8%	15%	ACD 7%	10%	5%	11%

* Table 6a: US RESPONDENTS

Using synthetic or genetically modified ingredients or materials

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=121	N=155	N=205	N=306	N=76
Total (Low N=1084)	N=122	N=161	N=229	N=378	N=94
Concerned 69%	59%	75%	B 67%	71%	B 63%
No 32%	35%	31%	33%	30%	27%
No 17%	28%	44%	B 45%	36%	38%
Not very c 38%	28%	AC 14%	20%	17%	23%
Not at all 12%	13%	12%	13%	12%	14%

* Table 6a: US RESPONDENTS

Water usage

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=121	N=155	N=205	N=306	N=76
Total (Low N=1084)	N=122	N=161	N=229	N=378	N=94
Concerned 70%	68%	76%	D 63%	70%	70%
No 11%	28%	14%	13%	13%	10%
No 39%	40%	42%	D 31%	42%	D 31%
Not very c 20%	21%	16%	16%	21%	18%
Not at all 11%	10%	8%	14%	10%	14%

* Table 6a: US RESPONDENTS

Waste or animal safety

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=121	N=155	N=205	N=306	N=76
Total (Low N=1084)	N=122	N=161	N=229	N=378	N=94
Concerned 83%	81%	82%	79%	77%	78%
No 42%	43%	41%	43%	42%	39%
No 38%	42%	42%	38%	35%	37%
Not very c 12%	9%	12%	11%	16%	12%
Not at all 8%	6%	6%	10%	7%	14%

* Table 6a: US RESPONDENTS

Recycling of company materials or packaging

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=121	N=155	N=205	N=306	N=76
Total (Low N=1084)	N=122	N=161	N=229	N=378	N=94
Concerned 69%	65%	72%	66%	70%	62%
No 34%	33%	33%	33%	30%	42%
No 35%	32%	30%	32%	33%	29%
Not very c 20%	23%	18%	20%	21%	17%
Not at all 11%	12%	10%	14%	10%	12%

* Table 6a: US RESPONDENTS

Q52Q2: How often do you currently consume food or beverages from a quick service or fast-food restaurant (e.g., Starbucks, McDonald's, KFC)?

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=121	N=155	N=205	N=306	N=76
Total (Low N=1084)	N=122	N=161	N=229	N=378	N=94
Served 6%	EF 7%	EF 10%	DEF 9%	EF 0%	0%
Once a mo 2%	E 3%	E 4%	E 3%	E 0%	1%
Served 72%	EF 29%	EF 32%	DEF 23%	EF 25%	6%
Once a mo 19%	28%	AC 20%	18%	15%	17%
Served 18%	22%	18%	17%	20%	17%
Once a mo 24%	BC 9%	13%	18%	43%	ABCD 34%
Never -1.6 7%	BC 2%	2%	11%	BC 8%	BC 23%

* Table 6a: US RESPONDENTS

Q52Q3: How much better or worse would your opinion of a quick service or fast-food restaurant be if you learned it engaged in each of the following activities?

Using single-use materials (e.g., Styrofoam, single-use plastics)

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=121	N=155	N=205	N=306	N=76
Total (Low N=1084)	N=122	N=161	N=229	N=378	N=94
Better 21%	EF 22%	F 13%	DEF 26%	EF 14%	8%
No 11%	F 9%	14%	F 16%	F 0%	0%
No 12%	E 13%	E 19%	DEF 10%	W 5%	8%
Neither 43%	38%	44%	42%	46%	44%
Worse 34%	C 40%	C 24%	33%	41%	AC 44%
No 21%	18%	18%	16%	24%	C 24%
No 14%	C 22%	ACD 8%	11%	17%	C 20%

* Table 6a: US RESPONDENTS

Burning excess inventory or unrecyclable waste

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=121	N=155	N=205	N=306	N=76
Total (Low N=1084)	N=122	N=161	N=229	N=378	N=94
Better 21%	EF 24%	EF 31%	DEF 23%	EF 9%	8%
No 9%	EF 7%	F 13%	DEF 10%	EF 5%	0%
No 12%	E 17%	E 18%	E 15%	E 4%	8%
Neither 36%	30%	33%	41%	E 37%	44%
Worse 43%	D 46%	37%	34%	54%	ACD 48%
No 22%	D 27%	D 27%	D 28%	24%	21%
No 22%	19%	15%	23%	26%	C 24%

* Table 6a: US RESPONDENTS

Littering or polluting into public spaces (e.g., dumping waste in rivers, air pollution)

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=121	N=155	N=205	N=306	N=76
Total (Low N=1084)	N=122	N=161	N=229	N=378	N=94
Better 28%	EF 17%	EF 31%	ABDEF 21%	EF 4%	6%
No 7%	E 8%	E 10%	EF 11%	EF 2%	1%
No 10%	9%	E 13%	ABDEF 11%	F 4%	1%
Neither 32%	21%	25%	23%	20%	13%
Worse 46%	D 51%	D 43%	43%	54%	79%
No 15%	C 16%	14%	15%	16%	17%
No 44%	C 45%	C 29%	38%	60%	ABCD 62%

* Table 6a: US RESPONDENTS

Phasing out the use of Styrofoam cups and containers

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=221	N=315	N=205	N=306	N=76
Total (low N=1084)	N=222	N=261	N=229	N=378	N=94
Better use 55%	48%	55%	48%	61%	BD
So 26%	26%	22%	24%	31%	E
No more 13%	22%	33%	23%	30%	33%
Neither 31%	34%	38%	38%	31%	27%
Worse use 12%	E 19%	E 16%	E 13%	E 6%	9%
So 7%	E 15%	E 13%	E 13%	E 7%	4%
MA 4%	3%	4%	6%	4%	1%

* Table 8a. US RESPONDENTS

Using genetically modified ingredients

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=221	N=315	N=205	N=306	N=76
Total (low N=1084)	N=222	N=261	N=229	N=378	N=94
Better use 18%	EF 21%	EF 32%	ADFF 21%	EF 5%	8%
So 8%	EF 8%	EF 12%	EF 14%	AF 2%	0%
No 10%	E 13%	E 20%	ADFF 7%	+	3%
Neither 38%	41%	32%	32%	40%	41%
Worse use 44%	38%	30%	39%	55%	ABCD 53%
So 22%	19%	20%	20%	28%	27%
MA 21%	20%	17%	18%	29%	ACD 26%

* Table 8a. US RESPONDENTS

Using organic ingredients

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=221	N=315	N=205	N=306	N=76
Total (low N=1084)	N=222	N=261	N=229	N=378	N=94
Better use 25%	62%	E 55%	+	46%	48%
So 23%	E 37%	E 26%	E 24%	+	13%
Neither 39%	B 25%	E 32%	E 41%	B 49%	ABC 42%
Worse use 9%	15%	E 12%	E 7%	6%	16%
So 5%	+	12%	8%	E 4%	1%
MA 4%	3%	4%	3%	3%	9%

* Table 8a. US RESPONDENTS

Offering vegetarian options

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=221	N=315	N=205	N=306	N=76
Total (low N=1084)	N=222	N=261	N=229	N=378	N=94
Better use 45%	E 50%	E 48%	E 50%	E 31%	49%
So 19%	E 26%	E 25%	E 18%	+	24%
Neither 43%	B 29%	E 39%	41%	56%	ABCD 39%
Worse use 12%	21%	AC 13%	19%	1%	12%
So 7%	15%	ADFF 8%	4%	5%	4%
MA 5%	6%	5%	5%	5%	9%

* Table 8a. US RESPONDENTS

Positive animals used for food in censored online videos

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=221	N=315	N=205	N=306	N=76
Total (low N=1084)	N=222	N=261	N=229	N=378	N=94
Better use 16%	EF 21%	EF 24%	ADFF 24%	ADFF 3%	3%
So 7%	EF 4%	4%	13%	ADFF 2%	0%
Neither 27%	E 17%	ADFF 14%	EF 11%	EF 3%	9%
Worse use 16%	CD 23%	30%	28%	26%	29%
So 20%	CD 17%	47%	48%	11%	ABCD
MA 15%	C 20%	20%	17%	24%	13%
					ACD 54%

* Table 8a. US RESPONDENTS

Using recyclable packaging and utensils

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=221	N=315	N=205	N=306	N=76
Total (low N=1084)	N=222	N=261	N=229	N=378	N=94
Better use 62%	b 51%	63%	63%	66%	B 60%
So 28%	23%	20%	19%	20%	21%
Neither 28%	28%	23%	30%	36%	29%
Worse use 9%	DE 26%	ACDE 23%	DE 3%	4%	12%
So 6%	E 16%	AD 8%	DE 3%	2%	9%
MA 3%	7%	E 3%	2%	2%	8%

* Table 8a. US RESPONDENTS

Q82(Q): How much more or less likely would you be to purchase from a quick service or fast-food restaurant if you learned it engaged in each of the following activities?

Using single-use materials (e.g., Styrofoam, single-use plastics)

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=221	N=315	N=205	N=306	N=76
Total (low N=996)	N=219	N=254	N=207	N=317	N=79
Likely 19%	EF 27%	AF 30%	ADFF 14%	EF 13%	9%
So 11%	EF 10%	E 17%	ADFF 13%	EF 5%	0%
Neither 33%	E 21%	20%	ADFF 15%	EF 7%	8%
No more 41%	34%	34%	46%	E 47%	BC 47%
Much less 14%	15%	11%	14%	18%	11%
Somewhat 21%	20%	18%	16%	23%	13%

* Table 8a. CONSUMES FAST FOOD

Burning excess inventory or unrecyclable waste

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=221	N=315	N=207	N=283	N=58
Total (low N=996)	N=219	N=254	N=207	N=317	N=79
Likely 16%	EF 22%	ADFF 35%	ADFF 21%	EF 7%	4%
So 9%	EF 11%	EF 14%	EF 11%	EF 3%	0%
No more 33%	29%	ADFF 21%	ADFF 10%	E 4%	3%
Neither 30%	30%	30%	37%	35%	43%
Much less 23%	19%	18%	24%	30%	ABC 27%
Somewhat 20%	C 21%	C 12%	18%	27%	AD 23%

* Table 8a. CONSUMES FAST FOOD

Littering or polluting into public spaces (e.g., dumping waste in rivers, air pollution)

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=221	N=315	N=207	N=283	N=58
Total (low N=996)	N=219	N=254	N=207	N=317	N=79
Likely 19%	EF 28%	EF 33%	ADFF 18%	EF 4%	2%
So 7%	EF 8%	EF 20%	EF 10%	EF 2%	0%
Neither 32%	EF 30%	ADFF 23%	ADFF 8%	E 3%	7%
No more 24%	E 20%	31%	AD 24%	+	16%
Much less 41%	C 40%	C 26%	39%	C 38%	ABCD 52%
Somewhat 16%	E 12%	10%	19%	C 21%	C 23%

* Table 8a. CONSUMES FAST FOOD

Phasing out the use of Styrofoam cups and containers

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=221	N=315	N=207	N=283	N=58
Total (low N=996)	N=219	N=254	N=207	N=317	N=79
Likely 16%	18%	46%	31%	46%	E
So 23%	26%	22%	29%	24%	23%
Neither 37%	27%	34%	33%	31%	41
No more 17%	29%	38%	39%	38%	33%
Much less 4%	E 10%	E 6%	E 4%	E 5%	2%
Somewhat 7%	9%	11%	DE 4%	5%	11%

* Table 8a. CONSUMES FAST FOOD

Using genetically modified ingredients

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-91 (F)
Total N=1084	N=221	N=315	N=207	N=283	N=58
Total (low N=996)	N=219	N=254	N=207	N=317	N=79
Likely 16%	EF 20%	EF 35%	ADFF 21%	EF 5%	5%
So 10%	EF 7%	+	18%	ADFF 13%	EF 2%
Neither 37%	E 14%	E 16%	ADFF 10%	E 3%	4%
Much less 17%	38%	38%	34%	39%	48%
	E 28%	C 15%	19%	32%	ACDF 14%

Somewhat 20% 14% 14% 23% c 23% C 33% aBC

* Table 8a. CONSUMES FAST FOOD

Using organic ingredients

Table with 7 columns: Total (N=1006), Gen 2 18-24 (N=119), Millennials 25-40 (N=254), Gen X 41-56 (N=207), Boomers 57-75 (N=137), Silent 76-93 (N=79). Rows include Total (low), Likelihood (45%), No 24%, No 25%, No more (41%), Much less (5%), Somewhat (5%).

* Table 8a. CONSUMES FAST FOOD

Offering vegetarian options

Table with 7 columns: Total (N=1006), Gen 2 18-24 (N=119), Millennials 25-40 (N=254), Gen X 41-56 (N=207), Boomers 57-75 (N=137), Silent 76-93 (N=79). Rows include Total (low), Likelihood (43%), No 22%, No 20%, No more (47%), Much less (6%), Somewhat (5%).

* Table 8a. CONSUMES FAST FOOD

Putting animals used for food in commensal bovine spaces

Table with 7 columns: Total (N=1006), Gen 2 18-24 (N=119), Millennials 25-40 (N=254), Gen X 41-56 (N=207), Boomers 57-75 (N=137), Silent 76-93 (N=79). Rows include Total (low), Likelihood (32%), No 7%, No 12%, No more (27%), Much less (32%), Somewhat (19%).

* Table 8a. CONSUMES FAST FOOD

Using recyclable packaging and materials (e.g., cups, containers, straws)

Table with 7 columns: Total (N=1006), Gen 2 18-24 (N=119), Millennials 25-40 (N=254), Gen X 41-56 (N=207), Boomers 57-75 (N=137), Silent 76-93 (N=79). Rows include Total (low), Likelihood (55%), No 26%, No 28%, No more (34%), Much less (5%), Somewhat (6%).

* Table 8a. CONSUMES FAST FOOD

Q32Q: Single-use plastics and unrecyclable waste have become a concern for many companies. You may have heard that quick service or fast-food restaurants, such as Starbucks and Burger King, are considering implementing programs that will allow customers to use reusable packaging for food and beverages for take-away orders. Customers will be charged a small fee with their order, and when the packaging is returned, they will receive a refund for that fee. The packaging will then be cleaned and reused with other customers. How likely would you be to participate in a reusable packaging program with a restaurant that offers this?

Table with 7 columns: Total (N=1084), Gen 2 18-24 (N=122), Millennials 25-40 (N=281), Gen X 41-56 (N=229), Boomers 57-75 (N=178), Silent 76-93 (N=104). Rows include Total (low), Likelihood (62%), No 22%, Not very (40%), Not at all (15%).

* Table 8a. US RESPONDENTS

Q32Q: Which of the following are reasons why you would be likely to participate in a restaurant's reusable packaging program? Please select all that apply.

Table with 7 columns: Total (N=674), Gen 2 18-24 (N=93), Millennials 25-40 (N=205), Gen X 41-56 (N=128), Boomers 57-75 (N=202), Silent 76-93 (N=46). Rows include It reduces costs, It conserves resources, I would be more likely, I would be more likely, Other, Count.

* Table 8a. LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Q32Q7: How likely would you be to participate in a reusable packaging program with each of the following brands?

Starbucks

Table with 7 columns: Total (N=674), Gen 2 18-24 (N=93), Millennials 25-40 (N=205), Gen X 41-56 (N=128), Boomers 57-75 (N=202), Silent 76-93 (N=46). Rows include Total (low), Likelihood (82%), No 48%, No 34%, Not very (17%), Not at all (8%), N/A - I am (3%).

* Table 8a. LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Chipotle

Table with 7 columns: Total (N=674), Gen 2 18-24 (N=93), Millennials 25-40 (N=205), Gen X 41-56 (N=128), Boomers 57-75 (N=202), Silent 76-93 (N=46). Rows include Total (low), Likelihood (73%), No 41%, No 32%, Not very (19%), Not at all (18%), N/A - I am (8%).

* Table 8a. LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Burger King

Table with 7 columns: Total (N=674), Gen 2 18-24 (N=93), Millennials 25-40 (N=205), Gen X 41-56 (N=128), Boomers 57-75 (N=202), Silent 76-93 (N=46). Rows include Total (low), Likelihood (65%), No 46%, No 34%, Not very (19%), Not at all (17%), N/A - I am (3%).

* Table 8a. LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

KFC

Table with 7 columns: Total (N=674), Gen 2 18-24 (N=93), Millennials 25-40 (N=205), Gen X 41-56 (N=128), Boomers 57-75 (N=202), Silent 76-93 (N=46). Rows include Total (low), Likelihood (73%), No 41%, No 32%, Not very (19%), Not at all (18%), N/A - I am (8%).

* Table 8a. LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Panera

Table with 7 columns: Total (N=674), Gen 2 18-24 (N=93), Millennials 25-40 (N=205), Gen X 41-56 (N=128), Boomers 57-75 (N=202), Silent 76-93 (N=46). Rows include Total (low), Likelihood (78%), No 41%, No 31%, Not very (19%), Not at all (15%), N/A - I am (4%).

Not at all 1%	5%	6%	9%	7%	11%
N/A - I am 6%	11%	3%	6%	7%	4%

* Table 8a: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

	Gen Z 18-24 (8)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=674	N=913	N=243	N=151	N=148
Total (Inv N=674)	N=674	N=913	N=243	N=151	N=148
Likely (Inv 76%)	65%	78%	79%	80%	70%
Yes 37%	32%	37%	37%	42%	23%
No 39%	34%	41%	37%	40%	50%
Not very 1 12%	24%	14%	8%	7%	15%
Not at all 17%	8%	6%	6%	6%	13%
N/A - I am 5%	2%	3%	5%	7%	13%

* Table 8a: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

	Gen Z 18-24 (8)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=674	N=913	N=243	N=151	N=148
Total (Inv N=674)	N=674	N=913	N=243	N=151	N=148
Likely (Inv 85%)	77%	90%	81%	87%	87%
Yes 48%	50%	51%	50%	45%	23%
No 37%	22%	39%	31%	42%	64%
Not very 1 7%	15%	8%	8%	8%	5%
Not at all 16%	6%	4%	10%	4%	8%
N/A - I am 2%	7%	1%	1%	1%	1%

* Table 8a: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

	Gen Z 18-24 (8)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=674	N=913	N=243	N=151	N=148
Total (Inv N=674)	N=674	N=913	N=243	N=151	N=148
Likely (Inv 72%)	41%	40%	40%	45%	19%
Yes 18%	13%	13%	13%	14%	4%
No 35%	27%	27%	27%	31%	15%
Not very 1 11%	18%	10%	10%	10%	17%
Not at all 19%	8%	7%	14%	6%	16%
N/A - I am 7%	3%	3%	5%	18%	17%

* Table 8a: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

	Gen Z 18-24 (8)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=674	N=913	N=243	N=151	N=148
Total (Inv N=674)	N=674	N=913	N=243	N=151	N=148
Likely (Inv 51%)	51%	51%	51%	51%	47%
Yes 27%	21%	24%	24%	24%	20%
No 24%	15%	15%	15%	14%	37%
Not very 1 9%	15%	12%	12%	12%	4%
Not at all 17%	11%	8%	8%	8%	11%
N/A - I am 33%	23%	21%	21%	21%	37%

* Table 8a: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Q822Q: Which of the following are reasons why you would not be likely to participate in a restaurant's reusable packaging program? Please select all that apply.

	Gen Z 18-24 (8)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=410	N=28	N=73	N=114	N=18
Total (Inv N=410)	N=410	N=28	N=73	N=114	N=18
I would be 55%	39%	38%	37%	39%	37%
I don't see 52%	32%	38%	30%	30%	42%
I don't see 48%	27%	38%	48%	61%	33%
I don't see 43%	44%	28%	36%	56%	42%
I would be 41%	35%	38%	36%	51%	20%
I don't see 39%	7%	33%	33%	48%	51%
I don't see 31%	21%	30%	28%	35%	32%
There are 17%	25%	12%	30%	32%	26%
I would be 13%	14%	9%	10%	16%	6%
Other	4%	4%	5%	5%	0%
Count	3.53	2.48	2.57	3.47	4.30

* Table 8a: Unlikely to participate in a reusable packaging program

Q822Q: Which of the following do you think are better alternatives than a reusable packaging program for quick service or fast-food restaurants looking to deal with the issue of single-use plastics and unrecyclable waste? Please select all that apply.

	Gen Z 18-24 (8)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1084	N=122	N=251	N=229	N=378
Total (Inv N=1084)	N=1084	N=122	N=251	N=229	N=378
Unrecyclable 55%	43%	43%	43%	43%	56%
Switching 53%	51%	54%	48%	59%	44%
Alternative 39%	54%	52%	45%	23%	20%
Providing 15%	35%	42%	28%	11%	3%
Other	1%	0%	1%	0%	0%
None - 18 12%	4%	11%	14%	12%	21%
Count	1.94	1.87	2.05	1.83	1.79

* Table 8a: U.S. RESPONDENTS

Q823Q: Which of the following would make you more likely to participate in a restaurant's reusable packaging program? Please select all that apply.

	Gen Z 18-24 (8)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1084	N=122	N=251	N=229	N=378
Total (Inv N=1084)	N=1084	N=122	N=251	N=229	N=378
I will reuse 46%	41%	52%	47%	47%	43%
The restaur 42%	45%	47%	41%	40%	29%
I can't reuse 28%	26%	26%	26%	26%	23%
The restaur 27%	39%	45%	25%	11%	10%
Other	1%	0%	1%	0%	1%
None - 18 22%	4%	7%	11%	12%	43%
Count	1.76	1.83	2.01	1.75	1.40

* Table 8a: U.S. RESPONDENTS

Q4231 : HOV FLASH (24 Hour) Survey

Q4231 : (vs transfer_3)How concerned are you about how brands or companies handle each of the following?

Using single-use materials (e.g., Styrofoam, single-use plastics, cleaning wipes)

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Region (U)	Midwest (V)	West (W)
Total	N=1044	N=515	N=560	N=309	N=380	N=310	N=187	N=237	N=113	N=88	N=40	N=30	N=111	N=154	N=92	N=60	N=97	N=127	N=189	N=412	N=225	N=238	
Total (Unweighted)	N=1044	N=515	N=560	N=309	N=380	N=310	N=187	N=237	N=113	N=88	N=40	N=30	N=111	N=154	N=92	N=60	N=97	N=127	N=189	N=412	N=225	N=238	
Concerned (Net)	68%	66%	69%	64%	74%	66%	69%	67%	61%	86%	59%	66%	61%	66%	62%	73%	71%	73%	72%	64%	66%	73%	
Very concerned	23%	22%	24%	18%	27%	22%	24%	24%	15%	43%	23%	25%	23%	23%	28%	33%	33%	33%	28%	19%	23%	30%	
Somewhat concerned	45%	44%	45%	46%	47%	44%	42%	43%	46%	43%	36%	41%	38%	43%	34%	40%	38%	40%	44%	45%	43%	43%	
Not very concerned	20%	19%	17%	22%	18%	20%	22%	20%	35%	13%	22%	21%	23%	17%	20%	17%	16%	17%	20%	23%	24%	19%	
Not at all concerned	11%	11%	10%	14%	8%	14%	10%	13%	23%	6%	11%	12%	16%	7%	10%	10%	10%	10%	10%	13%	14%	10%	

US RESPONDENTS

Burning excess inventory or waste

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Region (U)	Midwest (V)	West (W)
Total	N=1044	N=515	N=560	N=309	N=380	N=310	N=187	N=237	N=113	N=88	N=40	N=30	N=111	N=154	N=92	N=60	N=97	N=127	N=189	N=412	N=225	N=238	
Total (Unweighted)	N=1044	N=515	N=560	N=309	N=380	N=310	N=187	N=237	N=113	N=88	N=40	N=30	N=111	N=154	N=92	N=60	N=97	N=127	N=189	N=412	N=225	N=238	
Concerned (Net)	69%	66%	73%	64%	79%	70%	62%	70%	62%	86%	58%	66%	61%	67%	68%	76%	68%	68%	82%	79%	71%	68%	
Very concerned	23%	23%	29%	22%	37%	32%	26%	32%	22%	43%	23%	23%	23%	23%	29%	34%	33%	33%	31%	19%	23%	30%	
Somewhat concerned	46%	43%	44%	42%	42%	38%	40%	38%	43%	43%	34%	43%	38%	43%	35%	41%	39%	40%	45%	46%	44%	43%	
Not very concerned	20%	19%	15%	21%	18%	19%	22%	20%	33%	13%	22%	21%	23%	17%	20%	17%	16%	17%	20%	23%	24%	19%	
Not at all concerned	11%	14%	8%	15%	8%	13%	9%	17%	16%	4%	15%	12%	16%	7%	10%	10%	10%	10%	10%	13%	14%	10%	

US RESPONDENTS

Littering or polluting into public spaces (e.g., dumping waste in rivers, air pollution)

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Region (U)	Midwest (V)	West (W)
Total	N=1044	N=515	N=560	N=309	N=380	N=310	N=187	N=237	N=113	N=88	N=40	N=30	N=111	N=154	N=92	N=60	N=97	N=127	N=189	N=412	N=225	N=238	
Total (Unweighted)	N=1044	N=515	N=560	N=309	N=380	N=310	N=187	N=237	N=113	N=88	N=40	N=30	N=111	N=154	N=92	N=60	N=97	N=127	N=189	N=412	N=225	N=238	
Concerned (Net)	62%	60%	64%	53%	62%	60%	58%	61%	54%	74%	49%	56%	51%	60%	61%	66%	64%	64%	65%	53%	53%	48%	
Very concerned	20%	19%	24%	13%	24%	22%	17%	27%	16%	34%	19%	19%	19%	19%	24%	28%	28%	28%	25%	15%	19%	24%	
Somewhat concerned	42%	41%	40%	40%	38%	38%	41%	42%	38%	40%	30%	37%	32%	41%	37%	38%	36%	36%	40%	38%	39%	34%	
Not very concerned	20%	19%	16%	23%	19%	20%	23%	20%	35%	13%	22%	21%	23%	17%	20%	17%	16%	17%	20%	23%	24%	19%	
Not at all concerned	10%	10%	7%	11%	7%	10%	5%	12%	16%	4%	9%	6%	9%	6%	6%	6%	6%	6%	6%	9%	9%	6%	

US RESPONDENTS

Using synthetic or genetically modified ingredients or materials

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Region (U)	Midwest (V)	West (W)
Total	N=1044	N=515	N=560	N=309	N=380	N=310	N=187	N=237	N=113	N=88	N=40	N=30	N=111	N=154	N=92	N=60	N=97	N=127	N=189	N=412	N=225	N=238	
Total (Unweighted)	N=1044	N=515	N=560	N=309	N=380	N=310	N=187	N=237	N=113	N=88	N=40	N=30	N=111	N=154	N=92	N=60	N=97	N=127	N=189	N=412	N=225	N=238	
Concerned (Net)	69%	66%	74%	69%	78%	70%	65%	67%	72%	73%	49%	56%	51%	72%	71%	65%	71%	63%	81%	74%	61%	70%	
Very concerned	23%	23%	30%	28%	38%	33%	26%	33%	32%	28%	17%	21%	21%	27%	28%	26%	24%	24%	43%	38%	29%	37%	
Somewhat concerned	46%	43%	44%	41%	40%	37%	39%	40%	43%	45%	32%	35%	30%	44%	40%	39%	36%	36%	40%	43%	40%	43%	
Not very concerned	20%	19%	16%	23%	19%	20%	23%	20%	35%	13%	22%	21%	23%	17%	20%	17%	16%	17%	20%	23%	24%	19%	
Not at all concerned	10%	11%	7%	11%	7%	10%	5%	12%	16%	4%	9%	6%	9%	6%	6%	6%	6%	6%	6%	9%	9%	6%	

US RESPONDENTS

Water usage

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Region (U)	Midwest (V)	West (W)
Total	N=1044	N=515	N=560	N=309	N=380	N=310	N=187	N=237	N=113	N=88	N=40	N=30	N=111	N=154	N=92	N=60	N=97	N=127	N=189	N=412	N=225	N=238	
Total (Unweighted)	N=1044	N=515	N=560	N=309	N=380	N=310	N=187	N=237	N=113	N=88	N=40	N=30	N=111	N=154	N=92	N=60	N=97	N=127	N=189	N=412	N=225	N=238	
Concerned (Net)	72%	69%	70%	70%	84%	64%	60%	70%	66%	76%	50%	56%	51%	73%	68%	62%	73%	72%	73%	70%	66%	72%	
Very concerned	23%	22%	23%	22%	34%	25%	24%	24%	23%	27%	17%	20%	19%	24%	24%	27%	28%	28%	28%	19%	23%	30%	
Somewhat concerned	49%	47%	47%	48%	50%	39%	36%	41%	42%	32%	33%	34%	34%	44%	44%	35%	42%	36%	38%	40%	41%	38%	
Not very concerned	20%	19%	17%	22%	19%	20%	23%	20%	33%	13%	22%	21%	23%	17%	20%	17%	16%	17%	20%	23%	24%	19%	
Not at all concerned	11%	12%	9%	9%	9%	14%	7%	13%	14%	4%	15%	12%	16%	7%	10%	10%	10%	10%	10%	13%	14%	10%	

US RESPONDENTS

Wildlife or animal safety

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Region (U)	Midwest (V)	West (W)
Total	N=1044	N=515	N=560	N=309	N=380	N=310	N=187	N=237	N=113	N=88	N=40	N=30	N=111	N=154	N=92	N=60	N=97	N=127	N=189	N=412	N=225	N=238	
Total (Unweighted)	N=1044	N=515	N=560	N=309	N=380	N=310	N=187	N=237	N=113	N=88	N=40	N=30	N=111	N=154	N=92	N=60	N=97	N=127	N=189	N=412	N=225	N=238	
Concerned (Net)	62%	60%	64%	53%	62%	60%	58%	61%	54%	74%	49%	56%	51%	60%	61%	66%	64%	64%	65%	53%	53%	48%	
Very concerned	20%	19%	24%	13%	24%	22%	17%	27%	16%	34%	19%	19%	19%	19%	24%	28%	28%	28%	25%	15%	19%	24%	
Somewhat concerned	42%	41%	40%	40%	38%	38%	41%	42%	38%	40%	30%	37%	32%	41%	37%	38%	36%	36%	40%	38%	39%	34%	
Not very concerned	20%	19%	16%	23%	19%	20%	23%	20%	35%	13%	22%	21%	23%	17%	20%	17%	16%	17%	20%	23%	24%	19%	
Not at all concerned	10%	11%	7%	11%	7%	10%	5%	12%	16%	4%	9%	6%	9%	6%	6%	6%	6%	6%	6%	9%	9%	6%	

US RESPONDENTS

Recycling of company materials or packaging

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Region (U)	Midwest (V)	West (W)
Total	N=1044	N=515	N=560	N=309	N=380	N=310	N=187	N=237	N=113	N=88	N=40	N=30	N=111	N=154	N=92	N=60	N=97	N=127	N=189	N=412	N=225	N=238	
Total (Unweighted)	N=1044	N=515	N=560	N=309	N=380	N=310	N=187	N=237	N=113	N=88	N=40	N=30	N=111	N=154	N=92	N=60	N=97	N=127	N=189	N=412	N=225	N=238	
Concerned (Net)	64%	62%	66%	58%	70%	65%	60%	64%	57%	76%	50%	56%	51%	73%	68%	62%	73%	72%	73%	70%	66%	72%	
Very concerned	18%	18%	21%	14%	24%	20%	17%	20%	18%	23%	12%	14%	14%	21%	21%	24%	24%	24%	25%	19%	23%	30%	
Somewhat concerned	46%	45%	45%	44%	46%	45%	43%	44%	45%	58%	38%	45%	40%	44%									

Somewhat less likely 20% 18% 21% 15% 14% 35% 24% 26 25% 10% 30% U 27% I 28% U 21% 18% 20% 26% 22% 9% 20% 5 19% 5 29% 5u

* Table Base: CONSUMES FAST FOOD
Using organic ingredients

Table with columns for Gender (Male/Female), Age (18-34, 35-44, 45-54, 55-64, 65+), and Region (Northeast, South, Midwest, West). Rows include Total, Unweighted, and Likely (Very, Somewhat, Not, Not at all) for various categories like Total, Unweighted, and Likely.

* Table Base: CONSUMES FAST FOOD
Offering vegetarian options

Table with columns for Gender (Male/Female), Age (18-34, 35-44, 45-54, 55-64, 65+), and Region (Northeast, South, Midwest, West). Rows include Total, Unweighted, and Likely (Very, Somewhat, Not, Not at all) for various categories like Total, Unweighted, and Likely.

* Table Base: CONSUMES FAST FOOD
Packing utensils used for food in cramped dining spaces

Table with columns for Gender (Male/Female), Age (18-34, 35-44, 45-54, 55-64, 65+), and Region (Northeast, South, Midwest, West). Rows include Total, Unweighted, and Likely (Very, Somewhat, Not, Not at all) for various categories like Total, Unweighted, and Likely.

* Table Base: CONSUMES FAST FOOD
Using recyclable packaging and utensils (i.e., cups, compostable plates)

Table with columns for Gender (Male/Female), Age (18-34, 35-44, 45-54, 55-64, 65+), and Region (Northeast, South, Midwest, West). Rows include Total, Unweighted, and Likely (Very, Somewhat, Not, Not at all) for various categories like Total, Unweighted, and Likely.

Q32Q: Single-use plastics and unrecyclable waste have become a concern for many companies. You may have heard that quick service or fast-food restaurants, such as Starbucks and Burger King, are considering implementing programs that will allow customers to use reusable packaging for food and beverages for takeaway orders. Customers will be charged a small fee with their order, and when the packaging is returned, they will receive a refund for that fee. The packaging will then be cleaned and reused with other customers. How likely would you be to participate in a reusable packaging program with a restaurant that offers this?

Table with columns for Gender (Male/Female), Age (18-34, 35-44, 45-54, 55-64, 65+), and Region (Northeast, South, Midwest, West). Rows include Total, Unweighted, and Likely (Very, Somewhat, Not, Not at all) for various categories like Total, Unweighted, and Likely.

* Table Base: US RESPONDENTS

Q32Q: Which of the following are reasons why you would be likely to participate in a restaurant's reusable packaging program? Please select all that apply.

Table with columns for Gender (Male/Female), Age (18-34, 35-44, 45-54, 55-64, 65+), and Region (Northeast, South, Midwest, West). Rows include Total, Unweighted, and Likely (Very, Somewhat, Not, Not at all) for various categories like Total, Unweighted, and Likely.

* Table Base: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Q32Q7: How likely would you be to participate in a reusable packaging program with each of the following brands?

Table with columns for Gender (Male/Female), Age (18-34, 35-44, 45-54, 55-64, 65+), and Region (Northeast, South, Midwest, West). Rows include Total, Unweighted, and Likely (Very, Somewhat, Not, Not at all) for various categories like Total, Unweighted, and Likely.

* Table Base: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Chipotle

Table with columns for Gender (Male/Female), Age (18-34, 35-44, 45-54, 55-64, 65+), and Region (Northeast, South, Midwest, West). Rows include Total, Unweighted, and Likely (Very, Somewhat, Not, Not at all) for various categories like Total, Unweighted, and Likely.

* Table Base: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Burger King

Table with columns for Gender (Male/Female), Age (18-34, 35-44, 45-54, 55-64, 65+), and Region (Northeast, South, Midwest, West). Rows include Total, Unweighted, and Likely (Very, Somewhat, Not, Not at all) for various categories like Total, Unweighted, and Likely.

* Table Base: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

KFC

Table with columns for Gender (Male/Female), Age (18-34, 35-44, 45-54, 55-64, 65+), and Region (Northeast, South, Midwest, West). Rows include Total, Unweighted, and Likely (Very, Somewhat, Not, Not at all) for various categories like Total, Unweighted, and Likely.

* Table Base: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Panera

Table with columns for Gender (Male/Female), Age (18-34, 35-44, 45-54, 55-64, 65+), and Region (Northeast, South, Midwest, West). Rows include Total, Unweighted, and Likely (Very, Somewhat, Not, Not at all) for various categories like Total, Unweighted, and Likely.

Not at all likely	7%	6%	9%	7%	4%	11%	9%	7%	2%	6%	11%	6%	10%	11%	2%	10%	11%	6%	6%	7%	8%	8%
N/A. I am not familiar with this brand	6%	6%	7%	9%	3%	6%	4%	7%	10%	1	0%	6%	6%	8%	7%	3%	2%	8%	4%	7%	5%	7%

Table Base: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Demographics				Age								Male Age								Female Age								Region							
Total	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)														
Total	N=474	N=322	N=146	N=140	N=95	N=94	N=114	N=106	N=78	N=48	N=47	N=48	N=121	N=63	N=48	N=47	N=46	N=129	N=240	N=129	N=176														
Total (Unweighted)	N=474	N=266	N=402	N=215	N=111	N=113	N=165	N=73	N=49	N=34	N=33	N=34	N=109	N=52	N=42	N=42	N=41	N=148	N=246	N=148	N=144														
Like/ly likely	75%	78%	73%	72%	80%	80%	73%	71%	83%	80%	79%	73%	89%	76%	80%	82%	76%	87%	V	79%	V	77%													
Very likely	29%	32%	28%	27%	47%	47%	43%	41%	58%	57%	57%	47%	73%	60%	63%	65%	57%	82%	TW	47%	V	54%													
Somewhat likely	39%	42%	38%	42%	41%	34%	44%	41%	40%	41%	42%	39%	30%	39%	41%	40%	39%	35%	42%	37%	42%	33%													
Not very likely	12%	11%	11%	13%	12%	7%	8%	20%	12%	8%	8%	20%	13%	16%	12%	13%	16%	7%	7%	7%	11%														
N/A. I am not familiar with this brand	7%	7%	8%	7%	5%	5%	6%	10%	7%	5%	6%	11%	7%	6%	5%	7%	6%	13%	7%	6%	4%														
Count	35	24	13	12	8	9	10	26	12	7	6	10	23	11	10	10	10	20	40	20	28														

Table Base: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Demographics				Age								Male Age								Female Age								Region							
Total	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)														
Total	N=474	N=322	N=146	N=140	N=95	N=94	N=114	N=106	N=78	N=48	N=47	N=48	N=121	N=63	N=48	N=47	N=46	N=129	N=240	N=129	N=176														
Total (Unweighted)	N=474	N=266	N=402	N=215	N=111	N=113	N=165	N=73	N=49	N=34	N=33	N=34	N=109	N=52	N=42	N=42	N=41	N=148	N=246	N=148	N=144														
Like/ly likely	85%	85%	85%	83%	91%	91%	82%	79%	88%	82%	85%	79%	82%	90%	79%	78%	78%	93%	82%	80%	85%														
Very likely	48%	47%	48%	46%	60%	60%	49%	46%	66%	66%	64%	54%	66%	60%	54%	44%	53%	62%	58%	58%	62%														
Somewhat likely	37%	37%	37%	37%	37%	33%	33%	32%	33%	33%	32%	34%	40%	34%	35%	35%	34%	32%	37%	37%	40%														
Not very likely	7%	7%	8%	8%	4%	12%	10%	4%	9%	5%	10%	8%	8%	8%	8%	12%	12%	7%	4%	8%	7%														
N/A. I am not familiar with this brand	2%	2%	2%	4%	1%	0%	0%	0%	0%	0%	0%	1%	2%	2%	0%	0%	0%	3%	1%	3%	0%														
Count	21	15	8	8	5	5	7	2	4	2	2	3	8	4	3	3	3	8	16	8	10														

Table Base: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Demographics				Age								Male Age								Female Age								Region							
Total	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)														
Total	N=474	N=322	N=146	N=140	N=95	N=94	N=114	N=106	N=78	N=48	N=47	N=48	N=121	N=63	N=48	N=47	N=46	N=129	N=240	N=129	N=176														
Total (Unweighted)	N=474	N=266	N=402	N=215	N=111	N=113	N=165	N=73	N=49	N=34	N=33	N=34	N=109	N=52	N=42	N=42	N=41	N=148	N=246	N=148	N=144														
Like/ly likely	88%	87%	88%	86%	93%	93%	84%	81%	90%	84%	87%	81%	84%	86%	85%	84%	83%	94%	83%	81%	86%														
Very likely	38%	44%	37%	34%	51%	51%	47%	38%	63%	63%	61%	54%	66%	58%	58%	58%	53%	68%	58%	58%	60%														
Somewhat likely	35%	35%	35%	34%	34%	29%	28%	28%	30%	30%	28%	28%	35%	29%	29%	29%	28%	34%	34%	34%	37%														
Not very likely	11%	9%	11%	11%	11%	10%	9%	6%	10%	9%	11%	10%	11%	14%	10%	9%	9%	7%	9%	11%	9%														
N/A. I am not familiar with this brand	9%	6%	12%	13%	3%	11%	1%	3%	3%	4%	9%	3%	3%	1%	3%	1%	3%	1%	3%	9%	10%														
Count	7%	7%	8%	7%	4%	6%	4%	11%	4	2	2	3	11	6	5	5	5	11	21	11	14														

Table Base: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Demographics				Age								Male Age								Female Age								Region							
Total	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)														
Total	N=474	N=322	N=146	N=140	N=95	N=94	N=114	N=106	N=78	N=48	N=47	N=48	N=121	N=63	N=48	N=47	N=46	N=129	N=240	N=129	N=176														
Total (Unweighted)	N=474	N=266	N=402	N=215	N=111	N=113	N=165	N=73	N=49	N=34	N=33	N=34	N=109	N=52	N=42	N=42	N=41	N=148	N=246	N=148	N=144														
Like/ly likely	87%	87%	87%	85%	92%	92%	83%	80%	89%	83%	86%	80%	83%	86%	85%	84%	83%	94%	82%	80%	85%														
Very likely	38%	44%	37%	34%	51%	51%	47%	38%	63%	63%	61%	54%	66%	58%	58%	58%	53%	68%	58%	58%	60%														
Somewhat likely	35%	35%	35%	34%	34%	29%	28%	28%	30%	30%	28%	28%	35%	29%	29%	29%	28%	34%	34%	34%	37%														
Not very likely	11%	9%	11%	11%	11%	10%	9%	6%	10%	9%	11%	10%	11%	14%	10%	9%	9%	7%	9%	11%	9%														
N/A. I am not familiar with this brand	9%	6%	12%	13%	3%	11%	1%	3%	3%	4%	9%	3%	3%	1%	3%	1%	3%	1%	3%	9%	10%														
Count	7%	7%	8%	7%	4%	6%	4%	11%	4	2	2	3	11	6	5	5	5	11	21	11	14														

Table Base: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Demographics				Age								Male Age								Female Age								Region							
Total	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)														
Total	N=474	N=322	N=146	N=140	N=95	N=94	N=114	N=106	N=78	N=48	N=47	N=48	N=121	N=63	N=48	N=47	N=46	N=129	N=240	N=129	N=176														
Total (Unweighted)	N=474	N=266	N=402	N=215	N=111	N=113	N=165	N=73	N=49	N=34	N=33	N=34	N=109	N=52	N=42	N=42	N=41	N=148	N=246	N=148	N=144														
Like/ly likely	89%	89%	89%	87%	94%	94%	85%	82%	91%	85%	88%	82%	85%	88%	87%	86%	85%	95%	84%	82%	87%														
Very likely	38%	44%	37%	34%	51%	51%	47%	38%	63%	63%	61%	54%	66%	58%	58%	58%	53%	68%	58%	58%	60%														
Somewhat likely	35%	35%	35%	34%	34%	29%	28%	28%	30%	30%	28%	28%	35%	29%	29%	29%	28%	34%	34%	34%	37%														
Not very likely	11%	9%	11%	11%	11%	10%	9%	6%	10%	9%	11%	10%	11%	14%	10%	9%	9%	7%	9%	11%	9%														
N/A. I am not familiar with this brand	9%	6%	12%	13%	3%	11%	1%	3%	3%	4%	9%	3%	3%	1%	3%	1%	3%	1%	3%	9%	10%														
Count	7%	7%	8%	7%	4%	6%	4%	11%	4	2	2	3	11	6	5	5	5	11	21	11	14														

Table Base: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Demographics				Age								Male Age								Female Age								Region							
Total	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)														
Total	N=474	N=322	N=146	N=140	N=95	N=94	N=114	N=106	N=78	N=48	N=47	N=48	N=121	N=63	N=48	N=47	N=46	N=129	N=240	N=129	N=176														
Total (Unweighted)	N=474	N=266	N=402	N=215	N=111	N=113	N=165	N=73	N=49	N=34	N=33	N=34	N=109	N=52	N=42	N=42	N=41	N=148	N=246	N=148	N=144														
Like/ly likely	89%	89%	89%	87%	94%	94%	85%	82%	91%	85%	88%	82%	85%	88%	87%	86%	85%	95%	84%	82%	87%														
Very likely	38%	44%	37%	34%	51%	51%	47%	38%	63%	63%	61%	54%	66%	58%	58%	58%	53%	68%	58%	58%	60%														
Somewhat likely	35%	35%	35%	34%	34%	29%	28%	28%	30%	30%	28%	28%	35%	29%	29%	29%	28%	34%	34%	34%	37%														
Not very likely	11%	9%	11%	11%	11%	10%	9%	6%	10%	9%	11%	10%	11%	14%	10%	9%	9%	7%	9%	11%	9%														
N/A. I am not familiar with this brand	9%	6%	12%	13%	3%	11%	1%	3%	3%	4%	9%	3%	3%	1%	3%	1%	3%	1%	3%	9%	10%														
Count	7%	7%	8%	7%	4%	6%	4%	11%	4	2	2	3	11	6	5	5	5	11	21	11	14														

Table Base: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Demographics				Age								Male Age								Female Age								Region							
Total	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)														
Total																																			

Q42021 - MOD FLASH (24 Hour) Survey

Q52Q1: (yes transfer)How concerned are you about how brands or companies handle each of the following?

Using single-use materials (e.g., Styrofoam, single-use plastics, cleaning wipes)

Table for Q52Q1: Using single-use materials. Columns include Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), Employed (J), Children (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (P), AA (T), Hispanic (U).

* Table (a) US RESPONDENTS

Burning excess inventory or waste

Table for Burning excess inventory or waste. Columns include Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), Employed (J), Children (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (P), AA (T), Hispanic (U).

* Table (a) US RESPONDENTS

Littering or polluting into public spaces (e.g., dumping waste in rivers, or pollution)

Table for Littering or polluting into public spaces. Columns include Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), Employed (J), Children (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (P), AA (T), Hispanic (U).

* Table (a) US RESPONDENTS

Using cosmetics or genetically modified ingredients or materials

Table for Using cosmetics or genetically modified ingredients or materials. Columns include Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), Employed (J), Children (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (P), AA (T), Hispanic (U).

* Table (a) US RESPONDENTS

Water usage

Table for Water usage. Columns include Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), Employed (J), Children (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (P), AA (T), Hispanic (U).

* Table (a) US RESPONDENTS

Wildlife or animal safety

Table for Wildlife or animal safety. Columns include Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), Employed (J), Children (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (P), AA (T), Hispanic (U).

* Table (a) US RESPONDENTS

Recycling of company materials or packaging

Table for Recycling of company materials or packaging. Columns include Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), Employed (J), Children (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (P), AA (T), Hispanic (U).

* Table (a) US RESPONDENTS

Q52Q2: How often do you currently consume food or beverages from a quick service or fast food restaurant (e.g., Starbucks, McDonald's, KFC)?

Table for Q52Q2: How often do you currently consume food or beverages from a quick service or fast food restaurant. Columns include Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), Employed (J), Children (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (P), AA (T), Hispanic (U).

* Table (a) US RESPONDENTS

Q52Q3: How much better or worse would your opinion of a quick service or fast food restaurant be if you learned it engaged in each of the following activities?

Table for Q52Q3: How much better or worse would your opinion of a quick service or fast food restaurant be if you learned it engaged in each of the following activities. Columns include Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), Employed (J), Children (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (P), AA (T), Hispanic (U).

* Table (a) US RESPONDENTS

Burning excess inventory or unrecyclable waste

Table for Burning excess inventory or unrecyclable waste. Columns include Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), Employed (J), Children (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (P), AA (T), Hispanic (U).

* Table (a) US RESPONDENTS

Littering or polluting into public spaces (e.g., dumping waste in rivers, or pollution)

Table for Littering or polluting into public spaces. Columns include Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), Employed (J), Children (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (P), AA (T), Hispanic (U).

* Table (a) US RESPONDENTS

Phasing out the use of Styrofoam cups and containers

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), No (J), Yes (K), No (L), Yes (M), No (N), Homeowner (O), Renter (P), Married (Q), Not married (R), White (S), AA (T), Hispanic (U). Rows include Total, Total (inc), Better use, No, So, Neither, Worse, No, So, AA, MA.

* Table 6a. US RESPONDENTS

Using generally modified ingredients

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), No (J), Yes (K), No (L), Yes (M), No (N), Homeowner (O), Renter (P), Married (Q), Not married (R), White (S), AA (T), Hispanic (U). Rows include Total, Total (inc), Better use, No, So, Neither, Worse, No, So, AA, MA.

* Table 6a. US RESPONDENTS

Using organic ingredients

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), No (J), Yes (K), No (L), Yes (M), No (N), Homeowner (O), Renter (P), Married (Q), Not married (R), White (S), AA (T), Hispanic (U). Rows include Total, Total (inc), Better use, No, So, Neither, Worse, No, So, AA, MA.

* Table 6a. US RESPONDENTS

Offering vegetarian options

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), No (J), Yes (K), No (L), Yes (M), No (N), Homeowner (O), Renter (P), Married (Q), Not married (R), White (S), AA (T), Hispanic (U). Rows include Total, Total (inc), Better use, No, So, Neither, Worse, No, So, AA, MA.

* Table 6a. US RESPONDENTS

Positive material used for food in cleaned boiler waters

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), No (J), Yes (K), No (L), Yes (M), No (N), Homeowner (O), Renter (P), Married (Q), Not married (R), White (S), AA (T), Hispanic (U). Rows include Total, Total (inc), Better use, No, So, Neither, Worse, No, So, AA, MA.

* Table 6a. US RESPONDENTS

Using recycled packaging and utensils

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), No (J), Yes (K), No (L), Yes (M), No (N), Homeowner (O), Renter (P), Married (Q), Not married (R), White (S), AA (T), Hispanic (U). Rows include Total, Total (inc), Better use, No, So, Neither, Worse, No, So, AA, MA.

* Table 6a. US RESPONDENTS

Burning excess inventory or unrecyclable waste

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), No (J), Yes (K), No (L), Yes (M), No (N), Homeowner (O), Renter (P), Married (Q), Not married (R), White (S), AA (T), Hispanic (U). Rows include Total, Total (inc), Better use, No, So, Neither, Worse, No, So, AA, MA.

* Table 6a. US RESPONDENTS

Q22c) How much more or less likely would you be to purchase from a quick service or fast-food restaurant if you learned it engaged in each of the following activities?

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), No (J), Yes (K), No (L), Yes (M), No (N), Homeowner (O), Renter (P), Married (Q), Not married (R), White (S), AA (T), Hispanic (U). Rows include Total, Total (inc), Better use, No, So, Neither, Worse, No, So, AA, MA.

* Table 6a. US RESPONDENTS

Offering grab-and-go options

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), No (J), Yes (K), No (L), Yes (M), No (N), Homeowner (O), Renter (P), Married (Q), Not married (R), White (S), AA (T), Hispanic (U). Rows include Total, Total (inc), Better use, No, So, Neither, Worse, No, So, AA, MA.

* Table 6a. US RESPONDENTS

Phasing out the use of Styrofoam cups and containers

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), No (J), Yes (K), No (L), Yes (M), No (N), Homeowner (O), Renter (P), Married (Q), Not married (R), White (S), AA (T), Hispanic (U). Rows include Total, Total (inc), Better use, No, So, Neither, Worse, No, So, AA, MA.

* Table 6a. US RESPONDENTS

Using generally modified ingredients

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), No (J), Yes (K), No (L), Yes (M), No (N), Homeowner (O), Renter (P), Married (Q), Not married (R), White (S), AA (T), Hispanic (U). Rows include Total, Total (inc), Better use, No, So, Neither, Worse, No, So, AA, MA.

* Table 6a. US RESPONDENTS

Using organic ingredients

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad (H), Yes (I), No (J), Yes (K), No (L), Yes (M), No (N), Homeowner (O), Renter (P), Married (Q), Not married (R), White (S), AA (T), Hispanic (U). Rows include Total, Total (inc), Better use, No, So, Neither, Worse, No, So, AA, MA.

Somewhat 20%

18%

25%

19%

19%

21%

23%

17%

23%

15%

29%

15%

22%

21%

18%

21%

19%

21%

21%

21%

21%

21%

21%

21%

21%

21%

21%

21%

* Table 8a. CONSUMES FAST FOOD

Using organic ingredients

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), Employed (J), Children in HH (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (S), AA (T), Race/Ethnicity (U), Hispanic (V). Rows include Total, Total (low), Likelihood, No more, Match low, and Somewhat.

* Table 8a. CONSUMES FAST FOOD

Offering vegetarian options

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), Employed (J), Children in HH (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (S), AA (T), Race/Ethnicity (U), Hispanic (V). Rows include Total, Total (low), Likelihood, No more, Match low, and Somewhat.

* Table 8a. CONSUMES FAST FOOD

Patino animals used for food in cmeated bairn sauses

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), Employed (J), Children in HH (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (S), AA (T), Race/Ethnicity (U), Hispanic (V). Rows include Total, Total (low), Likelihood, No more, Match low, and Somewhat.

* Table 8a. CONSUMES FAST FOOD

Using recyclable packaging and labels (e.g., non, compostable, etc)

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), Employed (J), Children in HH (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (S), AA (T), Race/Ethnicity (U), Hispanic (V). Rows include Total, Total (low), Likelihood, No more, Match low, and Somewhat.

* Table 8a. CONSUMES FAST FOOD

QS20: Single-use plastics and unrecyclable waste have become a concern for many companies. You may have heard that quick service or fast-food restaurants, such as Starbucks and Burger King, are considering implementing programs that will allow customers to use reusable packaging for food and beverages for take-away orders. Customers will be charged a small fee with their order, when the packaging is returned, they will receive a refund for that fee. The packaging will then be cleaned and reused with other customers. How likely would you be to participate in a reusable packaging program with a restaurant that offers this?

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), Employed (J), Children in HH (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (S), AA (T), Race/Ethnicity (U), Hispanic (V). Rows include Total, Total (low), Likelihood, Not very, and Not at all.

* Table 8a. US RESPONDENTS

QS22: Which of the following are reasons why you would be likely to participate in a restaurant's reusable packaging program? Please select all that apply.

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), Employed (J), Children in HH (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (S), AA (T), Race/Ethnicity (U), Hispanic (V). Rows include Total, Total (low), It reduces, It costs less, I would like to, I would be able to, Other, and Count.

* Table 8a. LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

QS27: How likely would you be to participate in a reusable packaging program with each of the following brands?

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), Employed (J), Children in HH (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (S), AA (T), Race/Ethnicity (U), Hispanic (V). Rows include Total, Total (low), Likelihood, No more, and N/A - am.

* Table 8a. LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Chipotle

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), Employed (J), Children in HH (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (S), AA (T), Race/Ethnicity (U), Hispanic (V). Rows include Total, Total (low), Likelihood, No more, and N/A - am.

* Table 8a. LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Burger King

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), Employed (J), Children in HH (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (S), AA (T), Race/Ethnicity (U), Hispanic (V). Rows include Total, Total (low), Likelihood, No more, and N/A - am.

* Table 8a. LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

KFC

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), Employed (J), Children in HH (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (S), AA (T), Race/Ethnicity (U), Hispanic (V). Rows include Total, Total (low), Likelihood, No more, and N/A - am.

* Table 8a. LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Panera

Table with 15 columns: Total (A), Less than \$50K (B), \$50K - \$74.9K (C), \$75K - \$99.9K (D), \$100K+ (E), HS or Less (F), Some College (G), College Grad+ (H), Yes (I), Employed (J), Children in HH (K), Parent of Child Under 18 (L), Home Ownership (M), Married (N), Not married (O), White (S), AA (T), Race/Ethnicity (U), Hispanic (V). Rows include Total, Total (low), Likelihood, No more, and N/A - am.

Not at all 1%	7%	13%	6%	10%	6%	8%	7%	7%	7%	6%	8%	7%	7%	8%	6%	8%	8%	8%		
N/A - 1 am 2%	21%	7%	6%	6%	11%	H	8%	6%	7%	4%	8%	5%	7%	4%	3%	9%	Q	6%	14%	8%

* Table 1a: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Demographic	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Married Status		White (%)		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Race/Ethnicity	Hipanic (U)	
Total	N=674	N=154	N=254	N=199	N=254	N=199	N=218	N=401	N=271	N=255	N=379	N=242	N=412	N=453	N=186	N=225	N=149	N=183	N=79	N=79	N=112	N=79	N=112
Total (Low N=674)	N=219	N=115	N=161	N=103	N=218	N=115	N=127	N=218	N=123	N=221	N=143	N=102	N=218	N=212	N=106	N=115	N=103	N=149	N=103	N=63	N=63	N=85	N=63
Likely (Low 75%)	75%	65%	88%	82%	73%	72%	85%	77%	75%	77%	76%	80%	74%	80%	71%	81%	72%	79%	72%	43%	43%	72%	43%
Unlikely (Low 25%)	25%	35%	12%	18%	27%	28%	15%	23%	25%	23%	24%	20%	26%	20%	29%	19%	28%	21%	27%	57%	57%	28%	57%
Net w/ov 1 12%	12%	18%	3%	3%	13%	15%	5%	12%	11%	14%	10%	13%	11%	9%	16%	7%	16%	Q	9%	21%	5%	15%	
Net at all 17%	7%	13%	7%	6%	7%	7%	8%	7%	7%	7%	7%	7%	7%	8%	7%	8%	7%	7%	6%	6%	6%	6%	
N/A - 1 am 2%	6%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	4%	4%	4%	4%	4%	4%	4%	4%	

* Table 1b: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Demographic	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Married Status		White (%)		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Race/Ethnicity	Hipanic (U)	
Total	N=674	N=154	N=254	N=199	N=254	N=199	N=218	N=401	N=271	N=255	N=379	N=242	N=412	N=453	N=186	N=225	N=149	N=183	N=79	N=79	N=112	N=79	N=112
Total (Low N=674)	N=219	N=115	N=161	N=103	N=218	N=115	N=127	N=218	N=123	N=221	N=143	N=102	N=218	N=212	N=106	N=115	N=103	N=149	N=103	N=63	N=63	N=85	N=63
Likely (Low 85%)	85%	79%	90%	87%	82%	82%	88%	83%	84%	87%	83%	80%	82%	82%	80%	80%	84%	85%	85%	42%	42%	87%	42%
Unlikely (Low 15%)	15%	21%	10%	13%	18%	18%	12%	17%	16%	13%	17%	20%	18%	20%	20%	20%	16%	15%	15%	58%	58%	13%	58%
Net w/ov 1 7%	9%	5%	5%	5%	11%	11%	5%	10%	10%	11%	8%	11%	9%	10%	7%	7%	7%	7%	4%	4%	5%	4%	5%
Net at all 16%	5%	11%	5%	5%	6%	6%	5%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	
N/A - 1 am 2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%

* Table 1c: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Demographic	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Married Status		White (%)		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Race/Ethnicity	Hipanic (U)	
Total	N=674	N=154	N=254	N=199	N=254	N=199	N=218	N=401	N=271	N=255	N=379	N=242	N=412	N=453	N=186	N=225	N=149	N=183	N=79	N=79	N=112	N=79	N=112
Total (Low N=674)	N=219	N=115	N=161	N=103	N=218	N=115	N=127	N=218	N=123	N=221	N=143	N=102	N=218	N=212	N=106	N=115	N=103	N=149	N=103	N=63	N=63	N=85	N=63
Likely (Low 90%)	90%	82%	90%	87%	82%	82%	88%	83%	84%	87%	83%	80%	82%	82%	80%	80%	84%	85%	85%	42%	42%	87%	42%
Unlikely (Low 10%)	10%	18%	10%	13%	18%	18%	12%	17%	16%	13%	17%	20%	18%	20%	20%	20%	16%	15%	15%	58%	58%	13%	58%
Net w/ov 1 11%	12%	18%	3%	3%	13%	15%	5%	12%	11%	14%	10%	13%	11%	11%	16%	7%	16%	Q	9%	21%	5%	15%	
Net at all 19%	9%	7%	9%	9%	11%	11%	6%	10%	10%	11%	8%	11%	9%	10%	7%	7%	7%	7%	4%	4%	5%	4%	5%
N/A - 1 am 2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%

* Table 1d: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Demographic	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Married Status		White (%)		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Race/Ethnicity	Hipanic (U)	
Total	N=674	N=154	N=254	N=199	N=254	N=199	N=218	N=401	N=271	N=255	N=379	N=242	N=412	N=453	N=186	N=225	N=149	N=183	N=79	N=79	N=112	N=79	N=112
Total (Low N=674)	N=219	N=115	N=161	N=103	N=218	N=115	N=127	N=218	N=123	N=221	N=143	N=102	N=218	N=212	N=106	N=115	N=103	N=149	N=103	N=63	N=63	N=85	N=63
Likely (Low 51%)	50%	44%	42%	37%	52%	45%	60%	Q	56%	44%	64%	L	41%	65%	N	43%	51%	51%	46%	58%	36%	56%	36%
Unlikely (Low 49%)	49%	56%	58%	63%	48%	55%	40%	40%	44%	56%	36%	59%	35%	35%	59%	49%	49%	49%	42%	42%	64%	42%	
Net w/ov 1 11%	12%	18%	3%	3%	13%	15%	5%	12%	11%	14%	10%	13%	11%	11%	16%	7%	16%	Q	9%	21%	5%	15%	
Net at all 19%	9%	7%	9%	9%	11%	11%	6%	10%	10%	11%	8%	11%	9%	10%	7%	7%	7%	7%	4%	4%	5%	4%	5%
N/A - 1 am 33%	34%	44%	44%	44%	31%	40%	30%	26%	48%	L	67%	K	45%	61%	M	34%	31%	34%	32%	39%	20%	25%	20%

* Table 1e: LIKELY TO PARTICIPATE IN A REUSABLE PACKAGING PROGRAM

Demographic	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Married Status		White (%)		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Race/Ethnicity	Hipanic (U)	
Total	N=674	N=154	N=254	N=199	N=254	N=199	N=218	N=401	N=271	N=255	N=379	N=242	N=412	N=453	N=186	N=225	N=149	N=183	N=79	N=79	N=112	N=79	N=112
Total (Low N=674)	N=219	N=115	N=161	N=103	N=218	N=115	N=127	N=218	N=123	N=221	N=143	N=102	N=218	N=212	N=106	N=115	N=103	N=149	N=103	N=63	N=63	N=85	N=63
Likely (Low 22%)	22%	18%	22%	18%	20%	18%	22%	20%	18%	22%	18%	18%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%
Unlikely (Low 78%)	78%	82%	78%	82%	80%	82%	78%	80%	82%	78%	82%	82%	78%	78%	78%	78%	78%	78%	78%	78%	78%	78%	78%
Net w/ov 1 11%	12%	18%	3%	3%	13%	15%	5%	12%	11%	14%	10%	13%	11%	11%	16%	7%	16%	Q	9%	21%	5%	15%	
Net at all 19%	9%	7%	9%	9%	11%	11%	6%	10%	10%	11%	8%	11%	9%	10%	7%	7%	7%	7%	4%	4%	5%	4%	5%
N/A - 1 am 7%	8%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Count	3.53	3.23	3.71	3.91	3.51	3.64	3.47	3.54	3.68	3.18	3.78	3.11	3.66	3.37	3.61	3.67	3.54	3.89	3.16	3.89	2.71	2.82	2.82

* Table 1f: Unlikely to participate in a reusable packaging program

Demographic	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Married Status		White (%)		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Race/Ethnicity	Hipanic (U)	
Total	N=674	N=154	N=254	N=199	N=254	N=199	N=218	N=401	N=271	N=255	N=379	N=242	N=412	N=453	N=186	N=225	N=149	N=183	N=79	N=79	N=112	N=79	N=112
Total (Low N=674)	N=219	N=115	N=161	N=103	N=218	N=115	N=127	N=218	N=123	N=221	N=143	N=102	N=218	N=212	N=106	N=115	N=103	N=149	N=103	N=63	N=63	N=85	N=63
Likely (Low 35%)	35%	30%	35%	30%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%
Unlikely (Low 65%)	65%	70%	65%	70%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%
Net w/ov 1 9%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Net at all 17%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%
N/A - 1 am 12%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%
Count	1.94	1.91	1.92	2.02	1.95	1.85	1.91	1.96	1.89	2.09	1.89	2.04	1.89	2.05	1.64	1.77	1.80	1.75	1.77	1.72</			