



PUBLIC POLL FINDINGS AND METHODOLOGY

Consumers want brands to help them reduce their waste

New Ipsos “What the Future” survey finds consumers believe companies should take responsibility for making their products sustainable

Topline Findings

Washington, DC, November 16, 2020

These are the findings of an Ipsos poll conducted between September 29-30, 2020. For this study, a total of 1,115 adults age 18+ were interviewed online in English. The poll has a credibility interval of plus or minus 3.3 percentage points for all respondents.

Full Annotated Questionnaire

1. Think about your favorite brand; it can be any type of brand or company you choose. Now, how familiar are you of the following environmental impact policies for your favorite brand?

Total Familiar Summary

	Total (N=1115)
Packaging	41%
Water use	40%
Use of natural resources (besides water)	37%
Greenhouse gas emissions	34%
Transparency of supply chain	28%

a. Greenhouse gas emissions

	Total
Very familiar	11%
Somewhat familiar	23%
Not very familiar	42%
Have heard of it, know nothing about it	12%
Have not heard of it	12%
<i>Familiar (net)</i>	34%
<i>Have heard of it, know nothing about it / Have not heard of it (net)</i>	24%





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b. Water use

	Total
Very familiar	16%
Somewhat familiar	24%
Not very familiar	38%
Have heard of it, know nothing about it	10%
Have not heard of it	13%
<i>Familiar (net)</i>	40%
<i>Have heard of it, know nothing about it / Have not heard of it (net)</i>	22%

c. Packaging

	Total
Very familiar	15%
Somewhat familiar	26%
Not very familiar	38%
Have heard of it, know nothing about it	10%
Have not heard of it	11%
<i>Familiar (net)</i>	41%
<i>Have heard of it, know nothing about it / Have not heard of it (net)</i>	21%

d. Transparency of supply chain

	Total
Very familiar	9%
Somewhat familiar	19%
Not very familiar	48%
Have heard of it, know nothing about it	10%
Have not heard of it	14%
<i>Familiar (net)</i>	28%
<i>Have heard of it, know nothing about it / Have not heard of it (net)</i>	24%

e. Use of natural resources (besides water)

	Total
Very familiar	13%
Somewhat familiar	25%
Not very familiar	40%
Have heard of it, know nothing about it	10%
Have not heard of it	12%
<i>Familiar (net)</i>	37%
<i>Have heard of it, know nothing about it / Have not heard of it (net)</i>	23%





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2. To what extent to you agree or disagree with the following statements?

Total Agree Summary

	Total
Purchasing sustainable brands or products makes a difference for our environment	63%
I feel better when I buy sustainable brands or products	57%
I have purchased brands/products specifically because of their sustainability practices	44%
I have avoided brands because I disagreed with their sustainability practices	38%
I have researched brands to ensure they do what they say they will when it comes to sustainability	34%

a. I have purchased brands/products specifically because of their sustainability practices

	Total
Strongly agree	17%
Somewhat agree	27%
Neither agree or disagree	29%
Somewhat disagree	13%
Strongly disagree	11%
Don't know	4%
Agree (net)	44%
Disagree (net)	24%

b. I have avoided brands because I disagreed with their sustainability practices

	Total
Strongly agree	15%
Somewhat agree	23%
Neither agree or disagree	30%
Somewhat disagree	15%
Strongly disagree	14%
Don't know	3%
Agree (net)	38%
Disagree (net)	29%





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- c. I have researched brands to ensure they do what they say they will when it comes to sustainability

	Total
Strongly agree	10%
Somewhat agree	24%
Neither agree or disagree	30%
Somewhat disagree	16%
Strongly disagree	17%
Don't know	4%
Agree (net)	34%
Disagree (net)	33%

- d. I feel better when I buy sustainable brands or products

	Total
Strongly agree	23%
Somewhat agree	33%
Neither agree or disagree	26%
Somewhat disagree	9%
Strongly disagree	6%
Don't know	3%
Agree (net)	57%
Disagree (net)	14%

- e. Purchasing sustainable brands or products makes a difference for our environment

	Total
Strongly agree	23%
Somewhat agree	40%
Neither agree or disagree	22%
Somewhat disagree	6%
Strongly disagree	5%
Don't know	4%
Agree (net)	63%
Disagree (net)	12%

3. How much more are you willing to pay for your favorite brand if it is made from sustainable or more sustainable material?

	Total
Significantly more	10%
A little bit more	43%
I am not willing to pay more	43%
A little bit less	2%
Significantly less	2%
More (net)	53%
Less (net)	4%



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4. To what extent to you agree or disagree with the following statements?

Total Agree Summary

	Total
Companies have a moral obligation to use sustainable packaging	66%
Companies should be responsible for paying for the cost of recycling their products, instead of consumers or cities	65%
Companies should not use single-use plastics in their products	65%
Companies should use new materials to make their products only if recycled materials are not available	62%

a. Companies have a moral obligation to use sustainable packaging

	Total
Strongly agree	30%
Somewhat agree	35%
Neither agree or disagree	23%
Somewhat disagree	5%
Strongly disagree	3%
Don't know	3%
Agree (net)	66%
Disagree (net)	8%

b. Companies should be responsible for paying for the cost of recycling their products, instead of consumers or cities

	Total
Strongly agree	32%
Somewhat agree	34%
Neither agree or disagree	22%
Somewhat disagree	4%
Strongly disagree	4%
Don't know	3%
Agree (net)	65%
Disagree (net)	9%





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- c. Companies should not use single-use plastics in their products

	Total
Strongly agree	32%
Somewhat agree	33%
Neither agree or disagree	24%
Somewhat disagree	5%
Strongly disagree	3%
Don't know	3%
Agree (net)	65%
Disagree (net)	8%

- d. Companies should use new materials to make their products only if recycled materials are not available

	Total
Strongly agree	26%
Somewhat agree	35%
Neither agree or disagree	28%
Somewhat disagree	4%
Strongly disagree	3%
Don't know	4%
Agree (net)	62%
Disagree (net)	7%

5. Now, for something different. How often, if at all, do you throw away food that you bought but didn't prepare or eat before it expired or went bad?

	Total
Often	10%
Sometimes	32%
Rarely	47%
Never	9%
Don't know	2%



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6. Please describe how you feel in the following situations.

Total Guilty Summary

	Total
When I throw out fruits or vegetables that I purchased but didn't prepare or eat	69%
When I throw out meat that I purchased but didn't prepare or eat	64%
When I throw away food that I put on my plate but didn't eat	57%
When I throw out an entire food package that I tried but didn't like	56%
When I use disposable cups, plates, or utensils to avoid having to wash dishes	43%

a. When I throw out fruits or vegetables that I purchased but didn't prepare or eat

	Total
Very guilty	35%
Somewhat guilty	33%
Not very guilty	11%
Not at all guilty	7%
Not applicable	11%
Don't know	2%
Guilty (net)	69%
Not guilty (net)	18%

b. When I throw out meat that I purchased but didn't prepare or eat

	Total
Very guilty	38%
Somewhat guilty	26%
Not very guilty	8%
Not at all guilty	6%
Not applicable	19%
Don't know	2%
Guilty (net)	64%
Not guilty (net)	14%





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c. When I use disposable cups, plates, or utensils to avoid having to wash dishes

	Total
Very guilty	17%
Somewhat guilty	26%
Not very guilty	21%
Not at all guilty	20%
Not applicable	15%
Don't know	2%
Guilty (net)	43%
Not guilty (net)	40%

d. When I throw away food that I put on my plate but didn't eat

	Total
Very guilty	26%
Somewhat guilty	31%
Not very guilty	17%
Not at all guilty	10%
Not applicable	14%
Don't know	2%
Guilty (net)	57%
Not guilty (net)	27%

e. When I throw out an entire food package that I tried but didn't like

	Total
Very guilty	27%
Somewhat guilty	29%
Not very guilty	17%
Not at all guilty	10%
Not applicable	15%
Don't know	2%
Guilty (net)	56%
Not guilty (net)	28%





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7. In what ways do you try to personally limit the amount of food waste you create? Select all that apply.

	Total
Buy food only as I need it	55%
Buy re-usable storage containers that preserve fresh food longer	46%
Prepare or make food in bulk that I can freeze and use as needed	37%
Refuse disposable utensils, napkins and straws for takeout	19%
Order extra or bulk servings for multiple meals to reduce packaging	17%
Bring reusable or returnable containers to restaurants for takeout	11%
Seek out restaurants that use paper-based containers instead of plastic or plastic-coated containers	9%
Ask restaurants what their package options are	6%
Something else	2%
None of these	11%

8. To what extent do you agree or disagree with the following statements?

Total Agree Summary

	Total
I value experiences more than material possessions	67%
I wish my home used less energy due to costs	63%
If I could afford to, I would switch energy sources to lessen the environmental impact	59%
In the past year, I have worked to get rid of some possessions	58%
I wish my home used less energy due to the environmental impacts	57%
I feel too dependent on things that require electrical power	54%
I am comfortable with the amount of energy my home uses	53%
I feel like I own too much "stuff"	53%
I have researched how to use less electricity/power in my home	47%
I am interested in living 'off the grid'	36%



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a. I wish my home used less energy due to the environmental impacts

	Total
Strongly agree	22%
Somewhat agree	36%
Neither agree or disagree	27%
Somewhat disagree	9%
Strongly disagree	5%
Don't know	2%
Agree (net)	57%
Disagree (net)	14%

b. I wish my home used less energy due to costs

	Total
Strongly agree	27%
Somewhat agree	37%
Neither agree or disagree	23%
Somewhat disagree	7%
Strongly disagree	4%
Don't know	2%
Agree (net)	63%
Disagree (net)	11%

c. I am comfortable with the amount of energy my home uses

	Total
Strongly agree	16%
Somewhat agree	37%
Neither agree or disagree	25%
Somewhat disagree	17%
Strongly disagree	4%
Don't know	2%
Agree (net)	53%
Disagree (net)	20%

d. If I could afford to, I would switch energy sources to lessen the environmental impact

	Total
Strongly agree	28%
Somewhat agree	31%
Neither agree or disagree	24%
Somewhat disagree	9%
Strongly disagree	5%
Don't know	3%
Agree (net)	59%
Disagree (net)	14%





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e. I have researched how to use less electricity/power in my home

	Total
Strongly agree	14%
Somewhat agree	33%
Neither agree or disagree	26%
Somewhat disagree	16%
Strongly disagree	9%
Don't know	2%
Agree (net)	47%
Disagree (net)	25%

f. I am interested in living 'off the grid'

	Total
Strongly agree	15%
Somewhat agree	21%
Neither agree or disagree	24%
Somewhat disagree	17%
Strongly disagree	20%
Don't know	3%
Agree (net)	36%
Disagree (net)	37%

g. I feel too dependent on things that require electrical power

	Total
Strongly agree	16%
Somewhat agree	38%
Neither agree or disagree	25%
Somewhat disagree	13%
Strongly disagree	7%
Don't know	1%
Agree (net)	54%
Disagree (net)	20%

h. I feel like I own too much "stuff"

	Total
Strongly agree	19%
Somewhat agree	34%
Neither agree or disagree	23%
Somewhat disagree	14%
Strongly disagree	8%
Don't know	2%
Agree (net)	53%
Disagree (net)	22%





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i. I value experiences more than material possessions

	Total
Strongly agree	31%
Somewhat agree	36%
Neither agree or disagree	25%
Somewhat disagree	5%
Strongly disagree	2%
Don't know	2%
Agree (net)	67%
Disagree (net)	7%

j. In the past year, I have worked to get rid of some possessions

	Total
Strongly agree	20%
Somewhat agree	38%
Neither agree or disagree	22%
Somewhat disagree	12%
Strongly disagree	7%
Don't know	1%
Agree (net)	58%
Disagree (net)	19%

9. If someone were to give me an “experience” as a gift, I would be most interested in... (Select up to three)

	Total
Travel package	56%
A meal in a nice restaurant	34%
Spa day	22%
Concert tickets	19%
A shopping trip	19%
Sports tickets	16%
Museum tickets	14%
Golf outing	6%
Other	3%
None of these	7%





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About the Study

These are the findings of an Ipsos poll conducted September 29-30, 2020. For this study, a total of 1,115 adults age 18+ were interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the online sample for this poll has a credibility interval of plus or minus 3.3 percentage points for all online respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,115, DEFF=1.5, adjusted Confidence Interval=+/-4.8 percentage points).

For more information on this news release, please contact:

Mallory Newall
Director, US
Public Affairs
+1 202 420-2014
mallory.newall@ipsos.com

Kate Silverstein
Media Relations Specialist, US
Public Affairs
+1 718 755-8829
kate.silverstein@ipsos.com

Matt Carmichael
VP, Editorial Strategy, Ipsos in North America
+1 312 526 4786
matt.carmichael@ipsos.com





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