



National Tracking Poll #180737  
July 19-23, 2018

*Crosstabulation Results*

*Methodology:*

This poll was conducted from July 19-23, 2018, among a national sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table BR5:** As you may know, several chain restaurants have begun to implement policies to use recyclable paper straws, instead of plastic straws, in coming years. Based on what you know, do you support or oppose the new policy?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Dont know / No Opinion	Total N
Adults	40% (881)	27% (590)	9% (196)	7% (150)	17% (385)	2201
Gender: Male	40% (421)	29% (305)	9% (92)	8% (85)	15% (158)	1062
Gender: Female	40% (459)	25% (284)	9% (104)	6% (65)	20% (227)	1139
Age: 18-29	44% (227)	25% (127)	12% (60)	4% (18)	16% (80)	511
Age: 30-44	37% (185)	24% (122)	9% (47)	9% (45)	21% (103)	502
Age: 45-54	33% (114)	28% (97)	7% (25)	11% (40)	20% (71)	347
Age: 55-64	42% (169)	24% (99)	10% (42)	6% (23)	18% (71)	405
Age: 65+	43% (186)	33% (145)	5% (21)	6% (24)	14% (60)	436
Generation Z: 18-21	37% (78)	25% (52)	13% (27)	4% (9)	21% (44)	210
Millennial: Age 22-37	43% (237)	25% (138)	10% (57)	7% (40)	15% (85)	558
Generation X: Age 38-53	36% (201)	26% (146)	8% (47)	9% (52)	21% (118)	564
Boomers: Age 54-72	41% (304)	29% (217)	8% (57)	5% (40)	16% (119)	736
PID: Dem (no lean)	49% (360)	25% (186)	8% (59)	6% (42)	12% (91)	738
PID: Ind (no lean)	39% (301)	25% (194)	8% (64)	7% (53)	21% (166)	778
PID: Rep (no lean)	32% (219)	31% (210)	11% (73)	8% (55)	19% (128)	685
PID/Gender: Dem Men	51% (168)	25% (81)	8% (27)	6% (21)	9% (31)	326
PID/Gender: Dem Women	47% (192)	26% (105)	8% (32)	5% (22)	15% (61)	412
PID/Gender: Ind Men	41% (155)	24% (92)	7% (26)	7% (28)	20% (77)	379
PID/Gender: Ind Women	37% (146)	25% (101)	10% (38)	6% (25)	22% (89)	399
PID/Gender: Rep Men	28% (99)	37% (132)	11% (39)	10% (37)	14% (51)	357
PID/Gender: Rep Women	37% (121)	24% (78)	10% (34)	6% (18)	24% (77)	328
Ideo: Liberal (1-3)	53% (383)	25% (182)	8% (62)	5% (35)	9% (67)	728
Ideo: Moderate (4)	39% (187)	28% (135)	9% (41)	6% (27)	19% (91)	481
Ideo: Conservative (5-7)	30% (219)	32% (232)	10% (75)	10% (70)	17% (123)	719
Educ: < College	38% (574)	25% (382)	9% (143)	8% (113)	20% (301)	1513
Educ: Bachelors degree	43% (192)	30% (132)	8% (36)	6% (26)	13% (58)	444
Educ: Post-grad	47% (115)	31% (75)	7% (17)	4% (11)	11% (27)	244

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**Table BR5:** As you may know, several chain restaurants have begun to implement policies to use recyclable paper straws, instead of plastic straws, in coming years. Based on what you know, do you support or oppose the new policy?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Dont know / No Opinion		Total N
Adults	40%	(881)	27%	(590)	9%	(196)	7%	(150)	17%	(385)	2201
Income: Under 50k	38%	(503)	25%	(334)	8%	(105)	8%	(101)	20%	(269)	1311
Income: 50k-100k	43%	(270)	29%	(185)	10%	(63)	6%	(36)	13%	(80)	635
Income: 100k+	42%	(108)	27%	(70)	11%	(28)	5%	(12)	14%	(36)	255
Ethnicity: White	41%	(704)	28%	(479)	8%	(134)	7%	(113)	17%	(293)	1723
Ethnicity: Hispanic	44%	(154)	26%	(89)	8%	(29)	6%	(21)	16%	(57)	350
Ethnicity: Afr. Am.	31%	(85)	22%	(60)	14%	(39)	9%	(24)	24%	(67)	274
Ethnicity: Other	45%	(92)	25%	(51)	11%	(23)	7%	(13)	13%	(26)	204
Relig: Protestant	36%	(179)	30%	(150)	8%	(42)	10%	(51)	16%	(81)	503
Relig: Roman Catholic	46%	(197)	29%	(123)	8%	(32)	4%	(19)	13%	(54)	425
Relig: Ath./Agn./None	42%	(278)	24%	(159)	9%	(57)	5%	(35)	20%	(131)	659
Relig: Something Else	44%	(148)	25%	(86)	8%	(29)	5%	(17)	17%	(58)	338
Relig: Jewish	45%	(24)	30%	(16)	6%	(3)	—	(0)	19%	(10)	53
Relig: Evangelical	32%	(189)	28%	(163)	12%	(69)	10%	(58)	19%	(111)	589
Relig: Non-Evang. Catholics	43%	(265)	30%	(182)	7%	(41)	7%	(40)	14%	(85)	613
Relig: All Christian	38%	(454)	29%	(344)	9%	(110)	8%	(98)	16%	(196)	1202
Relig: All Non-Christian	43%	(426)	25%	(244)	9%	(86)	5%	(52)	19%	(189)	997
Community: Urban	42%	(230)	27%	(146)	8%	(46)	6%	(31)	17%	(93)	545
Community: Suburban	40%	(405)	28%	(279)	9%	(91)	7%	(69)	16%	(161)	1005
Community: Rural	38%	(246)	25%	(165)	9%	(59)	8%	(50)	20%	(131)	650
Military HH: Yes	41%	(186)	28%	(127)	9%	(42)	8%	(38)	14%	(65)	458
Military HH: No	40%	(695)	27%	(462)	9%	(154)	6%	(112)	18%	(320)	1743
RD/WT: Right Direction	32%	(296)	29%	(265)	12%	(109)	8%	(76)	19%	(177)	923
RD/WT: Wrong Track	46%	(585)	25%	(324)	7%	(86)	6%	(74)	16%	(208)	1278
Trump Job Approve	33%	(303)	28%	(260)	12%	(109)	9%	(84)	18%	(166)	922
Trump Job Disapprove	48%	(543)	27%	(305)	6%	(71)	5%	(62)	13%	(149)	1130
Trump Job Strongly Approve	31%	(153)	26%	(127)	12%	(56)	11%	(54)	20%	(96)	487
Trump Job Somewhat Approve	34%	(150)	31%	(133)	12%	(53)	7%	(29)	16%	(70)	436
Trump Job Somewhat Disapprove	35%	(107)	32%	(97)	9%	(29)	6%	(17)	18%	(53)	303
Trump Job Strongly Disapprove	53%	(436)	25%	(207)	5%	(43)	5%	(45)	12%	(96)	827

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**Table BR5:** As you may know, several chain restaurants have begun to implement policies to use recyclable paper straws, instead of plastic straws, in coming years. Based on what you know, do you support or oppose the new policy?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Dont know / No Opinion		Total N
Adults	40%	(881)	27%	(590)	9%	(196)	7%	(150)	17%	(385)	2201
#1 Issue: Economy	36%	(210)	27%	(156)	11%	(63)	9%	(50)	17%	(101)	581
#1 Issue: Security	33%	(155)	31%	(144)	10%	(48)	9%	(44)	17%	(80)	470
#1 Issue: Health Care	45%	(138)	23%	(71)	9%	(27)	5%	(14)	18%	(57)	307
#1 Issue: Medicare / Social Security	44%	(168)	28%	(106)	5%	(21)	5%	(19)	17%	(63)	377
#1 Issue: Women's Issues	46%	(61)	17%	(23)	15%	(19)	5%	(6)	17%	(23)	133
#1 Issue: Education	41%	(64)	29%	(46)	7%	(11)	3%	(5)	19%	(30)	156
#1 Issue: Energy	63%	(37)	15%	(8)	1%	(1)	7%	(4)	14%	(8)	58
#1 Issue: Other	40%	(48)	30%	(36)	5%	(5)	6%	(8)	19%	(23)	120
2016 Vote: Democrat Hillary Clinton	51%	(347)	25%	(172)	6%	(40)	6%	(40)	12%	(79)	678
2016 Vote: Republican Donald Trump	33%	(246)	31%	(233)	11%	(80)	9%	(66)	17%	(130)	755
2016 Vote: Someone else	40%	(64)	28%	(45)	6%	(10)	8%	(12)	19%	(30)	161
2012 Vote: Barack Obama	49%	(399)	26%	(213)	8%	(62)	6%	(48)	11%	(92)	815
2012 Vote: Mitt Romney	28%	(161)	32%	(180)	10%	(59)	11%	(61)	19%	(106)	566
2012 Vote: Other	37%	(31)	20%	(17)	10%	(8)	7%	(6)	26%	(21)	83
2012 Vote: Didn't Vote	39%	(287)	24%	(180)	9%	(67)	5%	(35)	23%	(166)	734
4-Region: Northeast	43%	(169)	29%	(114)	6%	(23)	5%	(20)	17%	(68)	394
4-Region: Midwest	42%	(196)	23%	(105)	9%	(40)	8%	(35)	19%	(86)	462
4-Region: South	36%	(295)	26%	(212)	11%	(87)	8%	(63)	20%	(168)	825
4-Region: West	42%	(221)	31%	(159)	9%	(46)	6%	(32)	12%	(63)	520
Favorable of Trump	33%	(308)	29%	(270)	11%	(100)	9%	(81)	18%	(165)	924
Unfavorable of Trump	49%	(543)	26%	(293)	7%	(81)	5%	(57)	13%	(145)	1119
Very Favorable of Trump	33%	(172)	27%	(141)	11%	(59)	11%	(58)	19%	(98)	527
Somewhat Favorable of Trump	34%	(136)	32%	(128)	11%	(42)	6%	(23)	17%	(68)	397
Somewhat Unfavorable of Trump	38%	(79)	33%	(69)	11%	(22)	5%	(10)	13%	(28)	207
Very Unfavorable of Trump	51%	(465)	25%	(224)	6%	(59)	5%	(47)	13%	(117)	912

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BR6:** How much do you think policies to use recyclable paper straws instead of plastic straws will help the environment long-term?

Demographic	A lot		Some		Not much		Not at all		Dont know / No Opinion		Total N
Adults	27%	(595)	35%	(772)	19%	(426)	7%	(149)	12%	(259)	2201
Gender: Male	28%	(296)	34%	(358)	21%	(221)	8%	(83)	10%	(103)	1062
Gender: Female	26%	(299)	36%	(414)	18%	(205)	6%	(65)	14%	(156)	1139
Age: 18-29	31%	(157)	37%	(190)	16%	(83)	4%	(22)	12%	(60)	511
Age: 30-44	29%	(144)	27%	(137)	23%	(113)	7%	(34)	15%	(74)	502
Age: 45-54	25%	(87)	33%	(114)	18%	(61)	9%	(33)	15%	(52)	347
Age: 55-64	24%	(96)	41%	(165)	20%	(80)	6%	(23)	10%	(41)	405
Age: 65+	26%	(111)	38%	(166)	20%	(89)	9%	(38)	7%	(31)	436
Generation Z: 18-21	27%	(57)	38%	(79)	17%	(36)	5%	(11)	13%	(27)	210
Millennial: Age 22-37	30%	(166)	32%	(179)	19%	(107)	6%	(34)	13%	(71)	558
Generation X: Age 38-53	28%	(159)	31%	(176)	19%	(109)	7%	(37)	15%	(83)	564
Boomers: Age 54-72	24%	(177)	41%	(299)	19%	(141)	7%	(53)	9%	(66)	736
PID: Dem (no lean)	31%	(229)	39%	(289)	15%	(114)	4%	(31)	10%	(75)	738
PID: Ind (no lean)	27%	(213)	32%	(251)	18%	(141)	7%	(52)	15%	(120)	778
PID: Rep (no lean)	22%	(153)	34%	(232)	25%	(172)	10%	(66)	9%	(63)	685
PID/Gender: Dem Men	35%	(113)	39%	(128)	15%	(48)	4%	(14)	7%	(24)	326
PID/Gender: Dem Women	28%	(116)	39%	(162)	16%	(66)	4%	(17)	12%	(51)	412
PID/Gender: Ind Men	28%	(108)	30%	(114)	18%	(70)	8%	(30)	15%	(57)	379
PID/Gender: Ind Women	26%	(106)	34%	(137)	18%	(71)	5%	(22)	16%	(63)	399
PID/Gender: Rep Men	21%	(75)	33%	(117)	29%	(103)	11%	(40)	6%	(22)	357
PID/Gender: Rep Women	24%	(78)	35%	(115)	21%	(68)	8%	(26)	13%	(41)	328
Ideo: Liberal (1-3)	34%	(244)	39%	(283)	17%	(121)	5%	(33)	7%	(47)	728
Ideo: Moderate (4)	26%	(124)	38%	(183)	20%	(94)	6%	(27)	11%	(54)	481
Ideo: Conservative (5-7)	20%	(146)	35%	(248)	25%	(181)	11%	(77)	9%	(66)	719
Educ: < College	29%	(434)	33%	(499)	18%	(265)	7%	(106)	14%	(209)	1513
Educ: Bachelors degree	23%	(104)	39%	(175)	23%	(101)	7%	(31)	8%	(34)	444
Educ: Post-grad	23%	(57)	40%	(98)	25%	(60)	5%	(12)	7%	(16)	244
Income: Under 50k	29%	(376)	31%	(412)	19%	(246)	7%	(88)	14%	(188)	1311
Income: 50k-100k	25%	(158)	41%	(263)	19%	(122)	7%	(44)	8%	(48)	635
Income: 100k+	24%	(61)	38%	(97)	23%	(58)	6%	(16)	9%	(24)	255

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**Table BR6:** How much do you think policies to use recyclable paper straws instead of plastic straws will help the environment long-term?

Demographic	A lot		Some		Not much		Not at all		Dont know / No Opinion		Total N
Adults	27%	(595)	35%	(772)	19%	(426)	7%	(149)	12%	(259)	2201
Ethnicity: White	25%	(436)	37%	(636)	20%	(344)	7%	(127)	10%	(180)	1723
Ethnicity: Hispanic	35%	(122)	31%	(107)	18%	(62)	5%	(17)	12%	(41)	350
Ethnicity: Afr. Am.	27%	(75)	29%	(79)	19%	(51)	5%	(14)	20%	(56)	274
Ethnicity: Other	41%	(84)	28%	(58)	15%	(32)	4%	(8)	11%	(23)	204
Relig: Protestant	22%	(111)	38%	(189)	23%	(117)	8%	(42)	9%	(45)	503
Relig: Roman Catholic	28%	(120)	35%	(150)	22%	(94)	5%	(23)	9%	(38)	425
Relig: Ath./Agn./None	27%	(179)	36%	(236)	17%	(113)	5%	(31)	15%	(100)	659
Relig: Something Else	35%	(119)	31%	(104)	17%	(56)	8%	(26)	10%	(32)	338
Relig: Jewish	32%	(17)	34%	(18)	24%	(13)	2%	(1)	7%	(4)	53
Relig: Evangelical	25%	(148)	34%	(200)	20%	(119)	9%	(53)	12%	(70)	589
Relig: Non-Evang. Catholics	24%	(149)	38%	(231)	23%	(139)	6%	(38)	9%	(56)	613
Relig: All Christian	25%	(297)	36%	(431)	21%	(257)	8%	(90)	11%	(126)	1202
Relig: All Non-Christian	30%	(298)	34%	(340)	17%	(169)	6%	(58)	13%	(132)	997
Community: Urban	30%	(164)	35%	(189)	19%	(103)	5%	(26)	11%	(63)	545
Community: Suburban	27%	(272)	36%	(360)	19%	(190)	7%	(69)	11%	(115)	1005
Community: Rural	24%	(159)	34%	(223)	20%	(133)	8%	(54)	13%	(82)	650
Military HH: Yes	28%	(129)	34%	(154)	21%	(96)	9%	(42)	8%	(36)	458
Military HH: No	27%	(466)	35%	(618)	19%	(330)	6%	(106)	13%	(223)	1743
RD/WT: Right Direction	23%	(214)	33%	(304)	24%	(220)	9%	(85)	11%	(100)	923
RD/WT: Wrong Track	30%	(381)	37%	(468)	16%	(206)	5%	(63)	12%	(158)	1278
Trump Job Approve	23%	(208)	32%	(295)	26%	(243)	10%	(93)	9%	(82)	922
Trump Job Disapprove	31%	(350)	39%	(445)	15%	(169)	4%	(50)	10%	(117)	1130
Trump Job Strongly Approve	25%	(120)	27%	(132)	27%	(132)	11%	(54)	10%	(49)	487
Trump Job Somewhat Approve	20%	(88)	37%	(163)	26%	(111)	9%	(39)	8%	(34)	436
Trump Job Somewhat Disapprove	26%	(79)	41%	(124)	15%	(45)	6%	(19)	12%	(35)	303
Trump Job Strongly Disapprove	33%	(271)	39%	(321)	15%	(123)	4%	(30)	10%	(82)	827

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**Table BR6:** How much do you think policies to use recyclable paper straws instead of plastic straws will help the environment long-term?

Demographic	A lot		Some		Not much		Not at all		Dont know / No Opinion		Total N
Adults	27%	(595)	35%	(772)	19%	(426)	7%	(149)	12%	(259)	2201
#1 Issue: Economy	25%	(145)	37%	(213)	21%	(121)	8%	(44)	10%	(57)	581
#1 Issue: Security	24%	(111)	33%	(154)	23%	(109)	10%	(47)	11%	(50)	470
#1 Issue: Health Care	26%	(79)	41%	(125)	19%	(57)	3%	(8)	12%	(38)	307
#1 Issue: Medicare / Social Security	30%	(112)	33%	(123)	17%	(66)	7%	(26)	13%	(49)	377
#1 Issue: Women's Issues	28%	(38)	39%	(51)	17%	(23)	4%	(5)	12%	(16)	133
#1 Issue: Education	38%	(59)	31%	(48)	13%	(20)	6%	(9)	13%	(20)	156
#1 Issue: Energy	47%	(27)	27%	(16)	11%	(6)	4%	(3)	11%	(6)	58
#1 Issue: Other	21%	(25)	35%	(42)	20%	(24)	6%	(7)	19%	(22)	120
2016 Vote: Democrat Hillary Clinton	31%	(210)	39%	(266)	15%	(105)	4%	(25)	11%	(72)	678
2016 Vote: Republican Donald Trump	22%	(165)	33%	(248)	26%	(193)	11%	(83)	9%	(66)	755
2016 Vote: Someone else	25%	(40)	32%	(51)	20%	(32)	10%	(17)	13%	(21)	161
2012 Vote: Barack Obama	31%	(249)	39%	(320)	17%	(141)	4%	(33)	9%	(72)	815
2012 Vote: Mitt Romney	19%	(106)	31%	(174)	27%	(155)	14%	(79)	9%	(52)	566
2012 Vote: Other	22%	(19)	31%	(26)	20%	(17)	7%	(6)	19%	(15)	83
2012 Vote: Didn't Vote	30%	(219)	34%	(252)	16%	(114)	4%	(30)	16%	(119)	734
4-Region: Northeast	30%	(116)	38%	(150)	17%	(67)	7%	(26)	9%	(34)	394
4-Region: Midwest	27%	(124)	37%	(170)	15%	(71)	7%	(34)	14%	(64)	462
4-Region: South	27%	(220)	32%	(265)	21%	(170)	7%	(60)	13%	(109)	825
4-Region: West	26%	(135)	36%	(186)	23%	(118)	6%	(29)	10%	(53)	520
Favorable of Trump	23%	(214)	32%	(299)	26%	(238)	10%	(92)	9%	(82)	924
Unfavorable of Trump	32%	(355)	39%	(440)	15%	(172)	4%	(43)	10%	(108)	1119
Very Favorable of Trump	24%	(125)	30%	(158)	26%	(139)	10%	(52)	10%	(53)	527
Somewhat Favorable of Trump	22%	(89)	35%	(141)	25%	(99)	10%	(40)	7%	(29)	397
Somewhat Unfavorable of Trump	28%	(58)	40%	(84)	16%	(34)	5%	(11)	10%	(20)	207
Very Unfavorable of Trump	33%	(297)	39%	(356)	15%	(138)	4%	(32)	10%	(88)	912

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BR7:** *If you had to pick one, whose responsibility do you believe it is to reduce waste that could make it into the environment?*

Demographic	Consumers	The companies creating the products	The government	Environmental groups	None of the above	Dont know / No Opinion	Total N
Adults	33% (737)	36% (799)	13% (279)	4% (89)	2% (46)	11% (251)	2201
Gender: Male	37% (393)	32% (341)	16% (171)	4% (43)	3% (27)	8% (89)	1062
Gender: Female	30% (345)	40% (458)	10% (109)	4% (46)	2% (19)	14% (162)	1139
Age: 18-29	23% (120)	36% (182)	18% (92)	6% (31)	2% (12)	15% (75)	511
Age: 30-44	31% (156)	34% (169)	12% (62)	6% (28)	2% (11)	15% (75)	502
Age: 45-54	35% (123)	36% (123)	10% (36)	5% (17)	3% (10)	11% (38)	347
Age: 55-64	39% (156)	40% (161)	9% (38)	2% (9)	2% (7)	8% (33)	405
Age: 65+	42% (183)	37% (163)	12% (51)	1% (4)	1% (5)	7% (30)	436
Generation Z: 18-21	17% (35)	36% (75)	17% (36)	10% (22)	2% (5)	18% (38)	210
Millennial: Age 22-37	29% (164)	35% (193)	16% (87)	4% (23)	2% (14)	14% (77)	558
Generation X: Age 38-53	33% (188)	35% (198)	12% (66)	5% (31)	3% (15)	12% (67)	564
Boomers: Age 54-72	40% (296)	37% (275)	11% (85)	2% (12)	2% (11)	8% (58)	736
PID: Dem (no lean)	28% (205)	40% (297)	18% (133)	4% (32)	1% (8)	9% (63)	738
PID: Ind (no lean)	32% (246)	33% (256)	12% (93)	3% (27)	3% (26)	17% (130)	778
PID: Rep (no lean)	42% (286)	36% (247)	8% (54)	4% (30)	2% (12)	8% (57)	685
PID/Gender: Dem Men	31% (101)	33% (107)	23% (76)	4% (12)	1% (3)	8% (27)	326
PID/Gender: Dem Women	25% (104)	46% (189)	14% (57)	5% (20)	1% (5)	9% (37)	412
PID/Gender: Ind Men	36% (136)	31% (116)	15% (55)	4% (15)	4% (15)	11% (42)	379
PID/Gender: Ind Women	28% (110)	35% (140)	9% (38)	3% (12)	3% (11)	22% (89)	399
PID/Gender: Rep Men	43% (155)	33% (118)	11% (39)	5% (16)	2% (9)	6% (20)	357
PID/Gender: Rep Women	40% (131)	39% (129)	4% (14)	4% (14)	1% (3)	11% (37)	328
Ideo: Liberal (1-3)	29% (210)	38% (276)	19% (138)	4% (29)	2% (13)	8% (62)	728
Ideo: Moderate (4)	33% (156)	40% (192)	13% (61)	5% (24)	2% (10)	8% (37)	481
Ideo: Conservative (5-7)	44% (314)	36% (257)	7% (53)	4% (26)	2% (17)	7% (51)	719
Educ: < College	32% (480)	36% (539)	12% (178)	5% (70)	2% (29)	14% (215)	1513
Educ: Bachelors degree	37% (162)	38% (169)	15% (66)	3% (12)	3% (11)	5% (24)	444
Educ: Post-grad	39% (95)	37% (91)	14% (35)	3% (6)	2% (5)	5% (12)	244

Continued on next page

**Table BR7: If you had to pick one, whose responsibility do you believe it is to reduce waste that could make it into the environment?**

Demographic	The							Total N
	Consumers	companies creating the products	The government	Environmental groups	None of the above	Dont know / No Opinion		
Adults	33% (737)	36% (799)	13% (279)	4% (89)	2% (46)	11% (251)	2201	
Income: Under 50k	30% (395)	35% (464)	13% (176)	5% (63)	2% (30)	14% (183)	1311	
Income: 50k-100k	38% (244)	38% (240)	11% (68)	3% (21)	2% (10)	8% (51)	635	
Income: 100k+	38% (98)	37% (94)	14% (35)	2% (5)	2% (6)	6% (16)	255	
Ethnicity: White	36% (613)	38% (656)	11% (193)	3% (57)	2% (32)	10% (172)	1723	
Ethnicity: Hispanic	30% (106)	34% (118)	19% (66)	4% (15)	2% (8)	11% (37)	350	
Ethnicity: Afr. Am.	22% (59)	32% (87)	18% (48)	9% (24)	3% (7)	18% (48)	274	
Ethnicity: Other	32% (65)	27% (56)	19% (38)	4% (8)	3% (6)	15% (31)	204	
Relig: Protestant	40% (202)	38% (189)	9% (46)	4% (18)	2% (12)	7% (35)	503	
Relig: Roman Catholic	40% (169)	38% (161)	11% (45)	3% (14)	1% (4)	8% (32)	425	
Relig: Ath./Agn./None	27% (179)	36% (234)	15% (100)	4% (23)	3% (19)	16% (103)	659	
Relig: Something Else	32% (110)	37% (126)	13% (44)	5% (16)	2% (6)	11% (37)	338	
Relig: Jewish	37% (20)	40% (21)	14% (8)	4% (2)	— (0)	6% (3)	53	
Relig: Evangelical	33% (193)	36% (211)	12% (69)	5% (32)	3% (15)	12% (69)	589	
Relig: Non-Evang. Catholics	42% (255)	37% (227)	11% (65)	3% (17)	1% (6)	7% (42)	613	
Relig: All Christian	37% (448)	36% (438)	11% (135)	4% (49)	2% (21)	9% (111)	1202	
Relig: All Non-Christian	29% (289)	36% (360)	14% (144)	4% (40)	2% (25)	14% (140)	997	
Community: Urban	29% (156)	35% (190)	16% (86)	6% (35)	3% (17)	11% (62)	545	
Community: Suburban	34% (340)	37% (372)	14% (140)	3% (27)	2% (18)	11% (108)	1005	
Community: Rural	37% (241)	36% (237)	8% (54)	4% (27)	2% (11)	12% (81)	650	
Military HH: Yes	39% (180)	37% (167)	11% (49)	2% (11)	2% (11)	8% (39)	458	
Military HH: No	32% (557)	36% (631)	13% (230)	4% (78)	2% (34)	12% (212)	1743	
RD/WT: Right Direction	39% (357)	36% (332)	10% (88)	4% (33)	2% (23)	10% (90)	923	
RD/WT: Wrong Track	30% (380)	37% (467)	15% (192)	4% (56)	2% (23)	13% (161)	1278	
Trump Job Approve	41% (380)	36% (329)	9% (79)	4% (37)	2% (20)	9% (78)	922	
Trump Job Disapprove	29% (330)	39% (437)	17% (187)	4% (49)	2% (19)	10% (108)	1130	
Trump Job Strongly Approve	43% (212)	35% (171)	7% (34)	3% (16)	3% (12)	9% (42)	487	
Trump Job Somewhat Approve	39% (168)	36% (158)	10% (45)	5% (20)	2% (7)	8% (37)	436	
Trump Job Somewhat Disapprove	31% (93)	39% (118)	15% (45)	3% (10)	2% (5)	10% (31)	303	
Trump Job Strongly Disapprove	29% (237)	39% (319)	17% (142)	5% (39)	2% (14)	9% (77)	827	

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**Table BR7: If you had to pick one, whose responsibility do you believe it is to reduce waste that could make it into the environment?**

Demographic	Consumers	The companies creating the products	The government	Environmental groups	None of the above	Dont know / No Opinion	Total N
Adults	33% (737)	36% (799)	13% (279)	4% (89)	2% (46)	11% (251)	2201
#1 Issue: Economy	35% (205)	39% (224)	10% (57)	4% (26)	2% (10)	10% (59)	581
#1 Issue: Security	40% (190)	37% (173)	8% (36)	4% (19)	3% (16)	8% (36)	470
#1 Issue: Health Care	30% (92)	32% (97)	17% (52)	6% (19)	1% (4)	14% (44)	307
#1 Issue: Medicare / Social Security	33% (123)	37% (138)	15% (58)	3% (11)	2% (8)	10% (39)	377
#1 Issue: Women's Issues	21% (27)	41% (55)	23% (30)	2% (2)	— (0)	14% (18)	133
#1 Issue: Education	32% (49)	31% (48)	16% (25)	2% (4)	1% (2)	18% (28)	156
#1 Issue: Energy	35% (20)	36% (21)	14% (8)	2% (1)	4% (2)	9% (5)	58
#1 Issue: Other	26% (31)	36% (43)	10% (12)	6% (7)	4% (5)	19% (23)	120
2016 Vote: Democrat Hillary Clinton	30% (205)	40% (269)	17% (112)	4% (27)	1% (9)	8% (55)	678
2016 Vote: Republican Donald Trump	43% (327)	37% (277)	8% (60)	3% (23)	2% (16)	7% (52)	755
2016 Vote: Someone else	34% (55)	37% (59)	12% (19)	3% (5)	5% (9)	9% (14)	161
2012 Vote: Barack Obama	32% (257)	38% (311)	18% (144)	4% (30)	1% (9)	8% (64)	815
2012 Vote: Mitt Romney	44% (251)	36% (202)	7% (38)	2% (12)	3% (17)	8% (47)	566
2012 Vote: Other	33% (28)	38% (31)	9% (8)	4% (3)	9% (8)	7% (6)	83
2012 Vote: Didn't Vote	27% (200)	35% (254)	12% (90)	6% (44)	2% (12)	18% (134)	734
4-Region: Northeast	30% (117)	42% (166)	16% (62)	3% (13)	1% (6)	8% (31)	394
4-Region: Midwest	36% (165)	35% (162)	13% (61)	3% (13)	3% (12)	11% (49)	462
4-Region: South	34% (281)	33% (270)	11% (91)	6% (45)	2% (18)	15% (120)	825
4-Region: West	34% (174)	39% (201)	13% (66)	3% (18)	2% (10)	10% (51)	520
Favorable of Trump	41% (383)	36% (333)	9% (81)	3% (31)	2% (20)	8% (76)	924
Unfavorable of Trump	29% (328)	39% (437)	16% (182)	5% (54)	2% (20)	9% (97)	1119
Very Favorable of Trump	43% (227)	34% (178)	8% (40)	4% (20)	3% (16)	9% (47)	527
Somewhat Favorable of Trump	39% (157)	39% (155)	10% (41)	3% (10)	1% (4)	7% (29)	397
Somewhat Unfavorable of Trump	33% (68)	42% (87)	11% (22)	3% (7)	4% (9)	7% (14)	207
Very Unfavorable of Trump	29% (260)	38% (350)	18% (160)	5% (47)	1% (11)	9% (83)	912

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BR8:** Among corporations rolling out initiatives to reduce waste, do you believe theyre doing more than enough, not enough or the right amount of work to accomplish their goals?

Demographic	More than enough		The right amount		Not enough		Dont know / No Opinion		Total N
Adults	5%	(109)	20%	(432)	55%	(1202)	21%	(458)	2201
Gender: Male	6%	(64)	21%	(220)	55%	(586)	18%	(191)	1062
Gender: Female	4%	(45)	19%	(211)	54%	(615)	23%	(267)	1139
Age: 18-29	5%	(27)	22%	(113)	50%	(254)	23%	(118)	511
Age: 30-44	8%	(39)	19%	(94)	49%	(248)	24%	(121)	502
Age: 45-54	5%	(17)	20%	(68)	54%	(186)	22%	(76)	347
Age: 55-64	4%	(15)	20%	(80)	59%	(237)	18%	(73)	405
Age: 65+	3%	(11)	18%	(77)	64%	(277)	16%	(71)	436
Generation Z: 18-21	7%	(14)	22%	(46)	46%	(98)	25%	(52)	210
Millennial: Age 22-37	7%	(39)	20%	(110)	49%	(272)	24%	(135)	558
Generation X: Age 38-53	5%	(27)	21%	(116)	53%	(300)	21%	(121)	564
Boomers: Age 54-72	3%	(23)	18%	(133)	61%	(452)	17%	(128)	736
PID: Dem (no lean)	4%	(30)	17%	(123)	63%	(465)	16%	(119)	738
PID: Ind (no lean)	5%	(35)	17%	(135)	52%	(406)	26%	(201)	778
PID: Rep (no lean)	6%	(44)	25%	(173)	48%	(331)	20%	(138)	685
PID/Gender: Dem Men	5%	(17)	16%	(52)	67%	(218)	12%	(39)	326
PID/Gender: Dem Women	3%	(13)	17%	(71)	60%	(248)	19%	(79)	412
PID/Gender: Ind Men	5%	(19)	17%	(63)	55%	(208)	24%	(89)	379
PID/Gender: Ind Women	4%	(17)	18%	(73)	50%	(198)	28%	(112)	399
PID/Gender: Rep Men	8%	(28)	29%	(105)	45%	(161)	18%	(63)	357
PID/Gender: Rep Women	5%	(15)	21%	(67)	52%	(170)	23%	(76)	328
Ideo: Liberal (1-3)	6%	(43)	18%	(128)	63%	(460)	13%	(97)	728
Ideo: Moderate (4)	4%	(17)	20%	(98)	57%	(275)	19%	(91)	481
Ideo: Conservative (5-7)	6%	(46)	25%	(177)	50%	(357)	19%	(138)	719
Educ: < College	5%	(76)	19%	(283)	52%	(793)	24%	(360)	1513
Educ: Bachelors degree	5%	(23)	21%	(92)	59%	(262)	15%	(67)	444
Educ: Post-grad	4%	(10)	23%	(57)	60%	(147)	12%	(30)	244

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**Table BR8:** Among corporations rolling out initiatives to reduce waste, do you believe theyre doing more than enough, not enough or the right amount of work to accomplish their goals?

Demographic	More than enough		The right amount		Not enough		Dont know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	5%	(109)	20%	(432)	55%	(1202)	21%	(458)	2201
Income: Under 50k	5%	(69)	19%	(247)	52%	(676)	24%	(319)	1311
Income: 50k-100k	4%	(26)	21%	(131)	60%	(380)	15%	(98)	635
Income: 100k+	6%	(14)	21%	(54)	57%	(145)	16%	(42)	255
Ethnicity: White	4%	(75)	20%	(346)	56%	(958)	20%	(343)	1723
Ethnicity: Hispanic	6%	(21)	23%	(81)	47%	(166)	24%	(82)	350
Ethnicity: Afr. Am.	7%	(19)	18%	(49)	50%	(137)	25%	(69)	274
Ethnicity: Other	7%	(15)	18%	(36)	52%	(107)	23%	(47)	204
Relig: Protestant	4%	(21)	21%	(105)	56%	(284)	19%	(93)	503
Relig: Roman Catholic	7%	(28)	20%	(86)	57%	(242)	16%	(70)	425
Relig: Ath./Agn./None	3%	(18)	17%	(113)	54%	(354)	27%	(175)	659
Relig: Something Else	7%	(25)	21%	(72)	54%	(184)	17%	(57)	338
Relig: Jewish	3%	(2)	29%	(16)	62%	(33)	5%	(3)	53
Relig: Evangelical	5%	(28)	22%	(128)	54%	(319)	19%	(114)	589
Relig: Non-Evang. Catholics	6%	(38)	19%	(119)	56%	(344)	18%	(112)	613
Relig: All Christian	5%	(66)	21%	(247)	55%	(663)	19%	(225)	1202
Relig: All Non-Christian	4%	(43)	18%	(184)	54%	(538)	23%	(232)	997
Community: Urban	7%	(39)	18%	(96)	54%	(296)	21%	(114)	545
Community: Suburban	4%	(40)	20%	(205)	56%	(566)	19%	(195)	1005
Community: Rural	5%	(31)	20%	(130)	52%	(340)	23%	(150)	650
Military HH: Yes	5%	(25)	18%	(84)	57%	(261)	19%	(88)	458
Military HH: No	5%	(85)	20%	(347)	54%	(941)	21%	(370)	1743
RD/WT: Right Direction	7%	(62)	28%	(262)	44%	(404)	21%	(196)	923
RD/WT: Wrong Track	4%	(48)	13%	(170)	62%	(798)	21%	(262)	1278
Trump Job Approve	6%	(58)	27%	(250)	47%	(433)	20%	(182)	922
Trump Job Disapprove	4%	(46)	15%	(166)	64%	(724)	17%	(194)	1130
Trump Job Strongly Approve	7%	(36)	26%	(126)	46%	(222)	21%	(103)	487
Trump Job Somewhat Approve	5%	(22)	28%	(124)	49%	(211)	18%	(79)	436
Trump Job Somewhat Disapprove	7%	(21)	22%	(66)	53%	(160)	18%	(56)	303
Trump Job Strongly Disapprove	3%	(25)	12%	(100)	68%	(564)	17%	(138)	827

Continued on next page

**Table BR8:** Among corporations rolling out initiatives to reduce waste, do you believe they're doing more than enough, not enough or the right amount of work to accomplish their goals?

Demographic	More than enough		The right amount		Not enough		Dont know / No Opinion		Total N
Adults	5%	(109)	20%	(432)	55%	(1202)	21%	(458)	2201
#1 Issue: Economy	5%	(27)	22%	(127)	53%	(309)	20%	(118)	581
#1 Issue: Security	7%	(33)	27%	(125)	47%	(220)	20%	(92)	470
#1 Issue: Health Care	4%	(11)	14%	(43)	59%	(180)	23%	(72)	307
#1 Issue: Medicare / Social Security	3%	(13)	18%	(67)	61%	(228)	18%	(68)	377
#1 Issue: Women's Issues	5%	(6)	19%	(25)	57%	(76)	19%	(25)	133
#1 Issue: Education	6%	(9)	20%	(30)	54%	(84)	21%	(33)	156
#1 Issue: Energy	8%	(4)	8%	(5)	65%	(38)	19%	(11)	58
#1 Issue: Other	4%	(5)	8%	(9)	56%	(67)	33%	(39)	120
2016 Vote: Democrat Hillary Clinton	4%	(30)	15%	(104)	65%	(441)	15%	(103)	678
2016 Vote: Republican Donald Trump	6%	(43)	25%	(192)	50%	(377)	19%	(142)	755
2016 Vote: Someone else	3%	(5)	16%	(25)	62%	(99)	20%	(32)	161
2012 Vote: Barack Obama	4%	(29)	16%	(134)	66%	(534)	14%	(117)	815
2012 Vote: Mitt Romney	7%	(40)	26%	(145)	46%	(261)	21%	(121)	566
2012 Vote: Other	1%	(1)	15%	(12)	63%	(52)	21%	(17)	83
2012 Vote: Didn't Vote	6%	(41)	19%	(140)	48%	(354)	27%	(199)	734
4-Region: Northeast	6%	(23)	19%	(73)	56%	(220)	20%	(78)	394
4-Region: Midwest	5%	(22)	17%	(77)	59%	(274)	19%	(89)	462
4-Region: South	4%	(37)	21%	(176)	52%	(433)	22%	(179)	825
4-Region: West	5%	(27)	20%	(106)	53%	(275)	22%	(113)	520
Favorable of Trump	7%	(66)	26%	(243)	47%	(432)	20%	(183)	924
Unfavorable of Trump	3%	(36)	14%	(161)	67%	(745)	16%	(176)	1119
Very Favorable of Trump	8%	(44)	27%	(141)	43%	(228)	22%	(114)	527
Somewhat Favorable of Trump	5%	(22)	26%	(102)	51%	(204)	17%	(69)	397
Somewhat Unfavorable of Trump	5%	(10)	19%	(39)	60%	(125)	16%	(34)	207
Very Unfavorable of Trump	3%	(26)	13%	(123)	68%	(620)	16%	(142)	912

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BR9\_1:** As companies roll out more sustainability efforts, how effective do you believe the following initiatives will be in their efforts to reduce waste?*Banning plastic straws*

Demographic	Mostly effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Mostly ineffective	Don't know / No Opinion	Total N
Adults	20% (438)	38% (841)	16% (355)	8% (180)	8% (165)	10% (222)	2201
Gender: Male	21% (221)	35% (374)	17% (185)	9% (91)	9% (95)	9% (95)	1062
Gender: Female	19% (217)	41% (467)	15% (170)	8% (88)	6% (70)	11% (127)	1139
Age: 18-29	19% (99)	39% (199)	16% (81)	7% (35)	4% (22)	15% (76)	511
Age: 30-44	23% (118)	28% (139)	18% (88)	10% (49)	9% (46)	12% (62)	502
Age: 45-54	15% (52)	38% (131)	17% (58)	10% (36)	9% (30)	11% (40)	347
Age: 55-64	21% (87)	42% (170)	14% (59)	8% (31)	8% (34)	6% (25)	405
Age: 65+	19% (82)	46% (203)	16% (68)	6% (28)	8% (34)	5% (21)	436
Generation Z: 18-21	17% (35)	38% (80)	17% (37)	6% (13)	4% (8)	18% (38)	210
Millennial: Age 22-37	21% (119)	35% (193)	16% (88)	9% (52)	7% (40)	12% (66)	558
Generation X: Age 38-53	20% (112)	33% (185)	18% (100)	9% (51)	8% (48)	12% (68)	564
Boomers: Age 54-72	20% (149)	44% (324)	15% (108)	7% (51)	8% (58)	6% (45)	736
PID: Dem (no lean)	24% (180)	43% (316)	14% (101)	6% (47)	5% (39)	7% (54)	738
PID: Ind (no lean)	19% (151)	34% (268)	15% (120)	9% (68)	7% (51)	15% (120)	778
PID: Rep (no lean)	16% (108)	37% (257)	19% (134)	9% (64)	11% (75)	7% (48)	685
PID/Gender: Dem Men	27% (87)	38% (125)	16% (52)	6% (21)	7% (24)	5% (16)	326
PID/Gender: Dem Women	22% (92)	46% (191)	12% (49)	6% (26)	4% (15)	9% (38)	412
PID/Gender: Ind Men	21% (79)	32% (120)	17% (64)	9% (33)	6% (22)	16% (61)	379
PID/Gender: Ind Women	18% (72)	37% (148)	14% (56)	9% (35)	7% (29)	15% (59)	399
PID/Gender: Rep Men	15% (55)	36% (129)	19% (69)	10% (37)	14% (49)	5% (18)	357
PID/Gender: Rep Women	16% (53)	39% (128)	20% (65)	8% (27)	8% (26)	9% (30)	328
Ideo: Liberal (1-3)	27% (197)	42% (307)	15% (107)	7% (47)	4% (31)	5% (38)	728
Ideo: Moderate (4)	19% (90)	40% (192)	17% (82)	9% (44)	5% (23)	10% (50)	481
Ideo: Conservative (5-7)	15% (109)	37% (266)	18% (129)	10% (75)	13% (93)	7% (47)	719

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**Table BR9\_1:** As companies roll out more sustainability efforts, how effective do you believe the following initiatives will be in their efforts to reduce waste?*Banning plastic straws*

Demographic	Mostly effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Mostly ineffective	Don't know / No Opinion	Total N
Adults	20% (438)	38% (841)	16% (355)	8% (180)	8% (165)	10% (222)	2201
Educ: < College	19% (289)	37% (555)	17% (252)	8% (115)	7% (113)	13% (189)	1513
Educ: Bachelors degree	21% (93)	42% (186)	14% (64)	9% (41)	9% (38)	5% (22)	444
Educ: Post-grad	23% (56)	41% (100)	16% (39)	10% (23)	6% (14)	5% (11)	244
Income: Under 50k	20% (256)	37% (487)	16% (214)	8% (100)	7% (94)	12% (160)	1311
Income: 50k-100k	21% (131)	40% (253)	16% (104)	8% (52)	8% (50)	7% (45)	635
Income: 100k+	20% (51)	40% (101)	15% (37)	11% (28)	8% (21)	7% (17)	255
Ethnicity: White	19% (324)	40% (692)	15% (265)	9% (147)	8% (136)	9% (158)	1723
Ethnicity: Hispanic	25% (88)	35% (124)	18% (62)	6% (21)	5% (17)	11% (38)	350
Ethnicity: Afr. Am.	21% (58)	31% (84)	19% (52)	7% (19)	8% (21)	15% (40)	274
Ethnicity: Other	27% (56)	32% (65)	19% (39)	6% (13)	4% (8)	12% (24)	204
Relig: Protestant	15% (78)	42% (211)	18% (91)	8% (42)	10% (52)	6% (29)	503
Relig: Roman Catholic	23% (96)	40% (169)	15% (65)	10% (41)	6% (24)	7% (31)	425
Relig: Ath./Agn./None	21% (140)	36% (235)	17% (113)	6% (38)	6% (39)	14% (95)	659
Relig: Something Else	23% (76)	38% (130)	12% (41)	11% (36)	8% (25)	9% (30)	338
Relig: Jewish	26% (14)	43% (23)	18% (9)	6% (3)	5% (3)	2% (1)	53
Relig: Evangelical	18% (104)	37% (220)	17% (102)	8% (46)	10% (59)	10% (58)	589
Relig: Non-Evang. Catholics	19% (118)	42% (257)	16% (98)	10% (60)	7% (41)	6% (39)	613
Relig: All Christian	18% (222)	40% (476)	17% (200)	9% (106)	8% (100)	8% (97)	1202
Relig: All Non-Christian	22% (216)	37% (365)	15% (153)	7% (74)	6% (64)	13% (125)	997
Community: Urban	23% (123)	38% (205)	16% (88)	8% (42)	4% (22)	12% (64)	545
Community: Suburban	21% (208)	39% (394)	15% (155)	8% (80)	8% (84)	8% (84)	1005
Community: Rural	16% (107)	37% (242)	17% (111)	9% (58)	9% (59)	11% (74)	650
Military HH: Yes	21% (98)	36% (165)	19% (88)	6% (29)	11% (49)	6% (30)	458
Military HH: No	20% (340)	39% (676)	15% (267)	9% (151)	7% (116)	11% (193)	1743
RD/WT: Right Direction	15% (135)	39% (356)	18% (166)	9% (85)	10% (95)	9% (86)	923
RD/WT: Wrong Track	24% (303)	38% (485)	15% (189)	7% (94)	6% (70)	11% (136)	1278
Trump Job Approve	15% (140)	38% (350)	18% (163)	10% (97)	11% (100)	8% (72)	922
Trump Job Disapprove	25% (286)	41% (463)	14% (162)	7% (75)	5% (55)	8% (88)	1130

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**Table BR9\_1:** As companies roll out more sustainability efforts, how effective do you believe the following initiatives will be in their efforts to reduce waste?*Banning plastic straws*

Demographic	Mostly effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Mostly ineffective	Don't know / No Opinion	Total N
Adults	20% (438)	38% (841)	16% (355)	8% (180)	8% (165)	10% (222)	2201
Trump Job Strongly Approve	18% (89)	33% (160)	16% (77)	10% (48)	16% (76)	8% (37)	487
Trump Job Somewhat Approve	12% (51)	44% (191)	20% (86)	11% (49)	6% (24)	8% (35)	436
Trump Job Somewhat Disapprove	18% (55)	46% (139)	17% (50)	5% (16)	5% (15)	9% (27)	303
Trump Job Strongly Disapprove	28% (231)	39% (324)	14% (112)	7% (59)	5% (40)	7% (61)	827
#1 Issue: Economy	16% (91)	40% (231)	18% (103)	9% (54)	8% (45)	10% (56)	581
#1 Issue: Security	16% (77)	37% (175)	16% (76)	11% (49)	11% (51)	9% (42)	470
#1 Issue: Health Care	22% (67)	43% (132)	12% (36)	8% (23)	5% (14)	11% (35)	307
#1 Issue: Medicare / Social Security	25% (94)	37% (139)	19% (70)	5% (21)	8% (29)	6% (24)	377
#1 Issue: Women's Issues	24% (32)	43% (57)	9% (13)	9% (12)	4% (5)	11% (14)	133
#1 Issue: Education	26% (40)	35% (55)	16% (25)	4% (7)	5% (8)	14% (21)	156
#1 Issue: Energy	34% (20)	23% (13)	23% (14)	2% (1)	8% (4)	10% (6)	58
#1 Issue: Other	15% (18)	32% (39)	16% (19)	10% (12)	7% (8)	20% (24)	120
2016 Vote: Democrat Hillary Clinton	24% (165)	43% (291)	14% (95)	6% (41)	6% (37)	7% (49)	678
2016 Vote: Republican Donald Trump	15% (113)	37% (278)	19% (144)	10% (79)	12% (90)	7% (51)	755
2016 Vote: Someone else	18% (30)	40% (64)	15% (24)	7% (12)	8% (12)	12% (19)	161
2012 Vote: Barack Obama	26% (209)	43% (352)	13% (106)	7% (59)	5% (42)	6% (47)	815
2012 Vote: Mitt Romney	13% (73)	34% (191)	20% (116)	11% (64)	15% (84)	7% (38)	566
2012 Vote: Other	10% (9)	39% (32)	16% (13)	9% (7)	10% (8)	16% (13)	83
2012 Vote: Didn't Vote	20% (148)	36% (266)	16% (118)	7% (49)	4% (30)	17% (123)	734
4-Region: Northeast	23% (91)	43% (169)	12% (48)	10% (38)	5% (19)	7% (29)	394
4-Region: Midwest	21% (95)	41% (190)	16% (72)	7% (30)	7% (34)	9% (41)	462
4-Region: South	18% (145)	35% (287)	18% (148)	9% (72)	9% (73)	12% (100)	825
4-Region: West	21% (107)	38% (195)	17% (87)	8% (40)	8% (39)	10% (52)	520
Favorable of Trump	15% (139)	38% (347)	18% (169)	10% (93)	11% (104)	8% (72)	924
Unfavorable of Trump	26% (291)	40% (452)	15% (163)	7% (81)	5% (52)	7% (80)	1119

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**Table BR9\_1:** As companies roll out more sustainability efforts, how effective do you believe the following initiatives will be in their efforts to reduce waste?

*Banning plastic straws*

Demographic	Mostly effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Mostly ineffective	Don't know / No Opinion	Total N
Adults	20% (438)	38% (841)	16% (355)	8% (180)	8% (165)	10% (222)	2201
Very Favorable of Trump	17% (92)	34% (179)	17% (89)	9% (47)	16% (83)	7% (38)	527
Somewhat Favorable of Trump	12% (47)	42% (168)	20% (80)	12% (46)	5% (21)	9% (34)	397
Somewhat Unfavorable of Trump	21% (43)	44% (91)	18% (36)	8% (17)	4% (8)	6% (12)	207
Very Unfavorable of Trump	27% (248)	40% (361)	14% (126)	7% (64)	5% (44)	7% (67)	912

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BR9\_4:** As companies roll out more sustainability efforts, how effective do you believe the following initiatives will be in their efforts to reduce waste?*Switching to paper bags from plastic bags*

Demographic	Mostly effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Mostly ineffective	Don't know / No Opinion	Total N
Adults	27% (592)	41% (906)	13% (282)	6% (129)	4% (85)	9% (208)	2201
Gender: Male	28% (300)	40% (423)	14% (153)	6% (65)	4% (47)	7% (75)	1062
Gender: Female	26% (292)	42% (483)	11% (128)	6% (64)	3% (38)	12% (134)	1139
Age: 18-29	27% (138)	38% (197)	12% (63)	5% (24)	5% (23)	13% (67)	511
Age: 30-44	27% (135)	38% (193)	12% (58)	7% (33)	4% (19)	13% (65)	502
Age: 45-54	22% (75)	39% (135)	18% (62)	8% (26)	4% (13)	10% (35)	347
Age: 55-64	30% (122)	43% (174)	12% (47)	6% (25)	4% (15)	5% (21)	405
Age: 65+	28% (120)	48% (207)	12% (52)	5% (21)	3% (15)	5% (21)	436
Generation Z: 18-21	26% (55)	33% (69)	12% (25)	7% (14)	6% (12)	16% (35)	210
Millennial: Age 22-37	27% (149)	40% (223)	12% (66)	6% (31)	4% (21)	12% (67)	558
Generation X: Age 38-53	24% (138)	39% (221)	16% (88)	6% (36)	4% (20)	11% (61)	564
Boomers: Age 54-72	28% (206)	45% (333)	12% (89)	5% (39)	4% (27)	6% (42)	736
PID: Dem (no lean)	31% (228)	44% (326)	11% (80)	4% (32)	2% (17)	8% (55)	738
PID: Ind (no lean)	24% (187)	39% (306)	12% (90)	6% (49)	4% (34)	14% (111)	778
PID: Rep (no lean)	26% (176)	40% (273)	16% (111)	7% (48)	5% (34)	6% (42)	685
PID/Gender: Dem Men	34% (110)	42% (138)	12% (38)	4% (14)	3% (9)	6% (19)	326
PID/Gender: Dem Women	29% (118)	46% (189)	10% (42)	4% (18)	2% (8)	9% (37)	412
PID/Gender: Ind Men	26% (99)	40% (151)	13% (50)	6% (21)	4% (15)	11% (43)	379
PID/Gender: Ind Women	22% (88)	39% (155)	10% (40)	7% (28)	5% (19)	17% (68)	399
PID/Gender: Rep Men	25% (91)	38% (134)	18% (65)	8% (30)	7% (24)	4% (14)	357
PID/Gender: Rep Women	26% (86)	42% (139)	14% (47)	6% (18)	3% (10)	9% (28)	328
Ideo: Liberal (1-3)	34% (245)	42% (305)	10% (73)	5% (37)	3% (21)	6% (47)	728
Ideo: Moderate (4)	25% (118)	45% (217)	14% (68)	6% (29)	2% (11)	8% (38)	481
Ideo: Conservative (5-7)	23% (166)	43% (309)	16% (112)	7% (53)	6% (40)	5% (39)	719

Continued on next page

**Table BR9\_4:** As companies roll out more sustainability efforts, how effective do you believe the following initiatives will be in their efforts to reduce waste?*Switching to paper bags from plastic bags*

Demographic	Mostly effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Mostly ineffective	Don't know / No Opinion	Total N
Adults	27% (592)	41% (906)	13% (282)	6% (129)	4% (85)	9% (208)	2201
Educ: < College	28% (418)	38% (578)	13% (197)	6% (84)	4% (60)	12% (176)	1513
Educ: Bachelors degree	25% (112)	48% (214)	12% (52)	7% (29)	3% (15)	5% (23)	444
Educ: Post-grad	25% (61)	47% (114)	13% (33)	7% (16)	4% (10)	4% (10)	244
Income: Under 50k	27% (359)	38% (499)	13% (171)	6% (77)	4% (50)	12% (155)	1311
Income: 50k-100k	27% (174)	47% (295)	12% (74)	6% (38)	3% (19)	6% (36)	635
Income: 100k+	23% (59)	44% (111)	14% (37)	5% (14)	6% (16)	7% (18)	255
Ethnicity: White	27% (469)	43% (734)	13% (220)	5% (93)	4% (62)	8% (144)	1723
Ethnicity: Hispanic	36% (126)	35% (124)	12% (42)	6% (20)	2% (8)	8% (30)	350
Ethnicity: Afr. Am.	20% (56)	37% (103)	12% (33)	9% (24)	5% (13)	17% (46)	274
Ethnicity: Other	33% (67)	34% (69)	14% (28)	6% (12)	5% (9)	9% (18)	204
Relig: Protestant	25% (127)	43% (219)	14% (72)	7% (37)	5% (24)	5% (24)	503
Relig: Roman Catholic	31% (133)	45% (193)	10% (42)	4% (18)	3% (14)	6% (25)	425
Relig: Ath./Agn./None	26% (170)	39% (254)	12% (79)	5% (32)	4% (27)	15% (97)	659
Relig: Something Else	29% (98)	39% (131)	14% (49)	7% (24)	3% (10)	8% (26)	338
Relig: Jewish	34% (18)	43% (23)	16% (8)	6% (3)	— (0)	1% (1)	53
Relig: Evangelical	25% (145)	43% (251)	13% (79)	6% (33)	5% (27)	9% (53)	589
Relig: Non-Evang. Catholics	29% (179)	44% (269)	12% (74)	7% (40)	3% (21)	5% (31)	613
Relig: All Christian	27% (324)	43% (520)	13% (154)	6% (73)	4% (48)	7% (83)	1202
Relig: All Non-Christian	27% (268)	39% (385)	13% (128)	6% (56)	4% (37)	12% (123)	997
Community: Urban	29% (157)	39% (212)	12% (63)	6% (34)	4% (22)	10% (56)	545
Community: Suburban	27% (267)	43% (428)	13% (130)	6% (56)	3% (34)	9% (91)	1005
Community: Rural	26% (167)	41% (266)	14% (89)	6% (40)	4% (28)	9% (61)	650
Military HH: Yes	29% (135)	40% (183)	16% (75)	5% (21)	4% (18)	6% (26)	458
Military HH: No	26% (457)	41% (722)	12% (207)	6% (108)	4% (66)	10% (183)	1743
RD/WT: Right Direction	25% (228)	41% (379)	16% (145)	6% (52)	5% (46)	8% (73)	923
RD/WT: Wrong Track	28% (364)	41% (527)	11% (136)	6% (77)	3% (38)	11% (135)	1278
Trump Job Approve	24% (222)	43% (393)	15% (136)	7% (60)	5% (45)	7% (66)	922
Trump Job Disapprove	31% (346)	43% (481)	11% (128)	5% (61)	3% (31)	7% (84)	1130

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**Table BR9\_4:** As companies roll out more sustainability efforts, how effective do you believe the following initiatives will be in their efforts to reduce waste?*Switching to paper bags from plastic bags*

Demographic	Mostly effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Mostly ineffective	Don't know / No Opinion	Total N
Adults	27% (592)	41% (906)	13% (282)	6% (129)	4% (85)	9% (208)	2201
Trump Job Strongly Approve	31% (149)	36% (175)	14% (70)	7% (32)	6% (28)	7% (32)	487
Trump Job Somewhat Approve	17% (73)	50% (218)	15% (66)	7% (29)	4% (17)	8% (34)	436
Trump Job Somewhat Disapprove	29% (87)	41% (124)	15% (46)	6% (17)	2% (5)	8% (24)	303
Trump Job Strongly Disapprove	31% (258)	43% (358)	10% (82)	5% (44)	3% (26)	7% (60)	827
#1 Issue: Economy	24% (141)	42% (244)	16% (91)	6% (33)	4% (24)	8% (47)	581
#1 Issue: Security	25% (115)	43% (202)	12% (58)	6% (27)	6% (31)	8% (38)	470
#1 Issue: Health Care	25% (76)	43% (131)	11% (33)	7% (23)	2% (7)	12% (37)	307
#1 Issue: Medicare / Social Security	33% (122)	41% (153)	13% (49)	6% (23)	2% (8)	6% (22)	377
#1 Issue: Women's Issues	31% (41)	40% (54)	9% (12)	6% (9)	3% (4)	10% (13)	133
#1 Issue: Education	31% (48)	37% (57)	14% (21)	4% (6)	3% (5)	11% (17)	156
#1 Issue: Energy	38% (22)	31% (18)	14% (8)	2% (1)	1% (1)	14% (8)	58
#1 Issue: Other	21% (26)	40% (48)	8% (9)	7% (8)	4% (5)	21% (25)	120
2016 Vote: Democrat Hillary Clinton	30% (203)	47% (316)	9% (62)	5% (31)	3% (19)	7% (47)	678
2016 Vote: Republican Donald Trump	26% (199)	41% (309)	16% (118)	7% (53)	5% (37)	5% (39)	755
2016 Vote: Someone else	22% (35)	40% (64)	15% (25)	7% (11)	3% (4)	13% (21)	161
2012 Vote: Barack Obama	30% (243)	46% (371)	10% (78)	6% (47)	2% (17)	7% (59)	815
2012 Vote: Mitt Romney	23% (133)	42% (236)	17% (94)	7% (40)	5% (29)	6% (34)	566
2012 Vote: Other	24% (20)	43% (36)	8% (7)	6% (5)	3% (2)	15% (12)	83
2012 Vote: Didn't Vote	27% (196)	36% (263)	14% (100)	5% (37)	5% (36)	14% (102)	734
4-Region: Northeast	31% (122)	44% (173)	9% (36)	6% (25)	1% (5)	8% (32)	394
4-Region: Midwest	25% (117)	43% (201)	14% (67)	5% (22)	4% (19)	8% (37)	462
4-Region: South	24% (200)	39% (322)	14% (112)	6% (51)	6% (46)	11% (94)	825
4-Region: West	29% (152)	40% (210)	13% (67)	6% (31)	3% (14)	9% (46)	520
Favorable of Trump	25% (229)	43% (394)	15% (136)	6% (56)	5% (46)	7% (62)	924
Unfavorable of Trump	30% (339)	43% (479)	11% (128)	6% (67)	3% (31)	7% (75)	1119

Continued on next page

**Table BR9\_4:** As companies roll out more sustainability efforts, how effective do you believe the following initiatives will be in their efforts to reduce waste?

*Switching to paper bags from plastic bags*

Demographic	Mostly effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Mostly ineffective	Don't know / No Opinion	Total N
Adults	27% (592)	41% (906)	13% (282)	6% (129)	4% (85)	9% (208)	2201
Very Favorable of Trump	28% (149)	37% (197)	15% (80)	6% (33)	7% (35)	6% (33)	527
Somewhat Favorable of Trump	20% (81)	50% (197)	14% (56)	6% (23)	3% (11)	7% (29)	397
Somewhat Unfavorable of Trump	29% (59)	42% (86)	14% (29)	8% (16)	3% (6)	5% (11)	207
Very Unfavorable of Trump	31% (280)	43% (393)	11% (99)	6% (50)	3% (26)	7% (64)	912

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BR9\_5:** As companies roll out more sustainability efforts, how effective do you believe the following initiatives will be in their efforts to reduce waste?

*Banning plastic utensils*

Demographic	Mostly effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Mostly ineffective	Don't know / No Opinion	Total N
Adults	19% (426)	39% (859)	16% (358)	9% (197)	6% (138)	10% (223)	2201
Gender: Male	21% (218)	37% (391)	17% (176)	10% (106)	7% (78)	9% (93)	1062
Gender: Female	18% (208)	41% (468)	16% (181)	8% (91)	5% (60)	11% (130)	1139
Age: 18-29	20% (104)	39% (197)	13% (68)	9% (45)	4% (21)	15% (76)	511
Age: 30-44	22% (112)	34% (169)	15% (74)	10% (49)	8% (38)	12% (60)	502
Age: 45-54	14% (48)	36% (125)	20% (70)	12% (43)	7% (23)	11% (37)	347
Age: 55-64	21% (84)	43% (172)	16% (67)	8% (32)	6% (26)	6% (24)	405
Age: 65+	18% (78)	45% (196)	18% (79)	6% (28)	7% (29)	6% (26)	436
Generation Z: 18-21	16% (33)	36% (75)	17% (35)	7% (15)	6% (13)	18% (38)	210
Millennial: Age 22-37	22% (121)	39% (216)	13% (71)	10% (56)	5% (28)	12% (66)	558
Generation X: Age 38-53	19% (107)	33% (189)	18% (102)	11% (62)	7% (40)	11% (64)	564
Boomers: Age 54-72	19% (141)	44% (325)	16% (119)	7% (54)	7% (48)	7% (50)	736
PID: Dem (no lean)	24% (179)	42% (309)	15% (113)	8% (56)	4% (28)	7% (53)	738
PID: Ind (no lean)	18% (140)	37% (288)	15% (113)	9% (73)	6% (43)	16% (121)	778
PID: Rep (no lean)	16% (107)	38% (263)	19% (132)	10% (68)	10% (67)	7% (49)	685
PID/Gender: Dem Men	28% (92)	37% (122)	17% (55)	9% (30)	3% (10)	5% (17)	326
PID/Gender: Dem Women	21% (87)	45% (187)	14% (58)	6% (26)	4% (18)	9% (36)	412
PID/Gender: Ind Men	19% (72)	36% (138)	14% (53)	10% (39)	6% (22)	15% (55)	379
PID/Gender: Ind Women	17% (68)	38% (150)	15% (60)	9% (34)	5% (22)	16% (65)	399
PID/Gender: Rep Men	15% (54)	37% (131)	19% (68)	10% (37)	13% (46)	6% (20)	357
PID/Gender: Rep Women	16% (53)	40% (132)	19% (64)	9% (31)	6% (21)	9% (29)	328
Ideo: Liberal (1-3)	26% (189)	41% (297)	16% (115)	7% (53)	4% (32)	6% (43)	728
Ideo: Moderate (4)	19% (93)	42% (201)	18% (85)	8% (37)	3% (16)	10% (48)	481
Ideo: Conservative (5-7)	14% (101)	39% (281)	18% (128)	12% (88)	11% (78)	6% (44)	719

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**Table BR9\_5:** As companies roll out more sustainability efforts, how effective do you believe the following initiatives will be in their efforts to reduce waste?

*Banning plastic utensils*

Demographic	Mostly effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Mostly ineffective	Don't know / No Opinion	Total N
Adults	19% (426)	39% (859)	16% (358)	9% (197)	6% (138)	10% (223)	2201
Educ: < College	18% (279)	37% (564)	17% (252)	9% (132)	6% (97)	13% (189)	1513
Educ: Bachelors degree	20% (88)	42% (187)	16% (72)	10% (46)	6% (28)	5% (23)	444
Educ: Post-grad	24% (59)	45% (109)	14% (34)	8% (18)	6% (13)	4% (11)	244
Income: Under 50k	19% (253)	37% (480)	17% (227)	9% (117)	6% (75)	12% (160)	1311
Income: 50k-100k	20% (125)	43% (272)	15% (92)	9% (58)	7% (42)	7% (45)	635
Income: 100k+	19% (48)	42% (108)	15% (39)	8% (21)	9% (22)	7% (17)	255
Ethnicity: White	19% (320)	41% (713)	16% (272)	9% (156)	6% (110)	9% (152)	1723
Ethnicity: Hispanic	26% (90)	39% (137)	11% (39)	8% (27)	6% (20)	10% (36)	350
Ethnicity: Afr. Am.	17% (48)	29% (78)	23% (62)	9% (26)	5% (13)	17% (48)	274
Ethnicity: Other	29% (59)	33% (68)	12% (23)	7% (15)	8% (16)	12% (24)	204
Relig: Protestant	14% (72)	42% (211)	20% (99)	10% (49)	8% (39)	6% (33)	503
Relig: Roman Catholic	23% (99)	40% (170)	16% (68)	9% (37)	5% (22)	7% (29)	425
Relig: Ath./Agn./None	20% (131)	38% (250)	15% (99)	7% (47)	6% (38)	14% (93)	659
Relig: Something Else	24% (82)	38% (128)	13% (45)	10% (35)	5% (17)	9% (30)	338
Relig: Jewish	31% (17)	38% (20)	18% (10)	7% (4)	3% (2)	2% (1)	53
Relig: Evangelical	16% (96)	38% (223)	18% (105)	10% (57)	8% (48)	10% (60)	589
Relig: Non-Evang. Catholics	19% (116)	42% (258)	18% (108)	9% (57)	6% (34)	6% (39)	613
Relig: All Christian	18% (213)	40% (481)	18% (213)	9% (113)	7% (83)	8% (98)	1202
Relig: All Non-Christian	21% (213)	38% (378)	15% (145)	8% (82)	6% (55)	12% (123)	997
Community: Urban	21% (117)	35% (191)	17% (90)	10% (54)	5% (27)	12% (66)	545
Community: Suburban	19% (194)	42% (419)	15% (150)	9% (91)	6% (62)	9% (90)	1005
Community: Rural	18% (116)	38% (249)	18% (118)	8% (52)	8% (49)	10% (67)	650
Military HH: Yes	21% (95)	38% (175)	18% (80)	8% (38)	8% (36)	7% (34)	458
Military HH: No	19% (331)	39% (685)	16% (277)	9% (159)	6% (102)	11% (189)	1743
RD/WT: Right Direction	14% (134)	39% (359)	19% (176)	10% (92)	9% (83)	9% (80)	923
RD/WT: Wrong Track	23% (292)	39% (500)	14% (182)	8% (105)	4% (55)	11% (143)	1278
Trump Job Approve	16% (147)	39% (357)	18% (169)	10% (96)	9% (85)	7% (68)	922
Trump Job Disapprove	23% (265)	41% (463)	15% (174)	8% (94)	4% (43)	8% (91)	1130

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**Table BR9\_5:** As companies roll out more sustainability efforts, how effective do you believe the following initiatives will be in their efforts to reduce waste?

*Banning plastic utensils*

Demographic	Mostly effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Mostly ineffective	Don't know / No Opinion	Total N
Adults	19% (426)	39% (859)	16% (358)	9% (197)	6% (138)	10% (223)	2201
Trump Job Strongly Approve	18% (89)	35% (170)	16% (79)	10% (51)	13% (65)	7% (33)	487
Trump Job Somewhat Approve	13% (58)	43% (186)	21% (90)	10% (45)	5% (20)	8% (36)	436
Trump Job Somewhat Disapprove	14% (41)	44% (133)	20% (60)	9% (27)	4% (12)	10% (29)	303
Trump Job Strongly Disapprove	27% (224)	40% (330)	14% (113)	8% (67)	4% (31)	8% (62)	827
#1 Issue: Economy	18% (104)	42% (244)	15% (88)	9% (51)	6% (36)	10% (57)	581
#1 Issue: Security	14% (67)	40% (188)	17% (81)	12% (54)	9% (43)	8% (38)	470
#1 Issue: Health Care	18% (56)	41% (125)	16% (51)	8% (25)	3% (11)	13% (40)	307
#1 Issue: Medicare / Social Security	23% (88)	37% (138)	18% (67)	8% (31)	6% (22)	8% (30)	377
#1 Issue: Women's Issues	25% (34)	39% (52)	17% (23)	6% (8)	3% (4)	9% (12)	133
#1 Issue: Education	24% (38)	32% (50)	17% (27)	8% (13)	6% (9)	13% (20)	156
#1 Issue: Energy	38% (22)	27% (16)	13% (7)	6% (3)	7% (4)	10% (6)	58
#1 Issue: Other	15% (17)	40% (47)	12% (15)	9% (11)	8% (10)	16% (19)	120
2016 Vote: Democrat Hillary Clinton	25% (166)	42% (287)	14% (98)	7% (48)	4% (25)	8% (54)	678
2016 Vote: Republican Donald Trump	15% (113)	39% (298)	19% (143)	11% (82)	10% (76)	6% (44)	755
2016 Vote: Someone else	20% (32)	33% (54)	19% (31)	10% (16)	7% (11)	11% (17)	161
2012 Vote: Barack Obama	25% (200)	41% (335)	15% (118)	9% (72)	4% (30)	7% (59)	815
2012 Vote: Mitt Romney	13% (73)	39% (219)	19% (110)	10% (57)	13% (72)	6% (35)	566
2012 Vote: Other	14% (12)	39% (32)	15% (12)	13% (11)	3% (3)	16% (13)	83
2012 Vote: Didn't Vote	19% (140)	37% (274)	16% (117)	8% (57)	4% (31)	16% (115)	734
4-Region: Northeast	21% (82)	44% (173)	15% (58)	9% (34)	3% (13)	8% (33)	394
4-Region: Midwest	21% (96)	39% (180)	18% (82)	8% (38)	5% (24)	9% (43)	462
4-Region: South	17% (140)	38% (316)	16% (130)	9% (77)	7% (61)	12% (101)	825
4-Region: West	21% (108)	37% (191)	17% (88)	9% (48)	8% (39)	9% (47)	520
Favorable of Trump	15% (143)	40% (371)	18% (162)	10% (94)	10% (89)	7% (65)	924
Unfavorable of Trump	25% (275)	40% (451)	16% (177)	8% (89)	3% (39)	8% (89)	1119

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**Table BR9\_5:** As companies roll out more sustainability efforts, how effective do you believe the following initiatives will be in their efforts to reduce waste?

*Banning plastic utensils*

Demographic	Mostly effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Mostly ineffective	Don't know / No Opinion	Total N
Adults	19% (426)	39% (859)	16% (358)	9% (197)	6% (138)	10% (223)	2201
Very Favorable of Trump	18% (92)	36% (188)	16% (87)	10% (53)	14% (73)	6% (34)	527
Somewhat Favorable of Trump	13% (50)	46% (184)	19% (75)	10% (41)	4% (16)	8% (31)	397
Somewhat Unfavorable of Trump	19% (39)	42% (87)	20% (41)	8% (16)	3% (7)	8% (16)	207
Very Unfavorable of Trump	26% (235)	40% (364)	15% (136)	8% (72)	3% (32)	8% (73)	912

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BR9\_6:** As companies roll out more sustainability efforts, how effective do you believe the following initiatives will be in their efforts to reduce waste?  
*Sourcing foods locally*

Demographic	Mostly effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Mostly ineffective	Don't know / No Opinion	Total N
Adults	24% (527)	39% (862)	17% (380)	4% (88)	4% (79)	12% (265)	2201
Gender: Male	23% (249)	37% (396)	20% (215)	5% (54)	5% (49)	9% (99)	1062
Gender: Female	24% (278)	41% (466)	15% (165)	3% (34)	3% (30)	15% (167)	1139
Age: 18-29	28% (144)	33% (169)	16% (80)	4% (22)	3% (17)	16% (80)	511
Age: 30-44	29% (147)	31% (158)	17% (84)	5% (24)	5% (25)	13% (63)	502
Age: 45-54	22% (75)	45% (155)	14% (49)	4% (13)	4% (13)	12% (41)	347
Age: 55-64	20% (82)	50% (201)	18% (73)	3% (11)	1% (5)	8% (32)	405
Age: 65+	18% (79)	41% (179)	21% (93)	4% (18)	4% (18)	11% (48)	436
Generation Z: 18-21	19% (40)	32% (68)	20% (43)	5% (11)	3% (7)	20% (42)	210
Millennial: Age 22-37	30% (165)	34% (189)	14% (78)	4% (23)	5% (30)	13% (72)	558
Generation X: Age 38-53	28% (160)	37% (209)	16% (89)	4% (24)	3% (19)	11% (65)	564
Boomers: Age 54-72	19% (137)	47% (348)	19% (136)	3% (23)	3% (19)	10% (71)	736
PID: Dem (no lean)	26% (192)	40% (298)	16% (121)	3% (24)	4% (30)	10% (72)	738
PID: Ind (no lean)	23% (182)	35% (275)	16% (127)	5% (35)	3% (20)	18% (139)	778
PID: Rep (no lean)	22% (153)	42% (289)	19% (133)	4% (28)	4% (29)	8% (54)	685
PID/Gender: Dem Men	27% (88)	38% (124)	20% (64)	5% (15)	5% (15)	6% (20)	326
PID/Gender: Dem Women	25% (105)	42% (174)	14% (56)	2% (9)	4% (15)	13% (52)	412
PID/Gender: Ind Men	23% (87)	32% (123)	19% (73)	5% (20)	3% (13)	17% (64)	379
PID/Gender: Ind Women	24% (95)	38% (152)	14% (54)	4% (16)	2% (7)	19% (75)	399
PID/Gender: Rep Men	21% (75)	42% (149)	22% (77)	5% (19)	6% (22)	4% (15)	357
PID/Gender: Rep Women	24% (78)	43% (140)	17% (55)	3% (9)	2% (7)	12% (40)	328
Ideo: Liberal (1-3)	29% (211)	42% (303)	15% (112)	4% (29)	4% (26)	7% (48)	728
Ideo: Moderate (4)	22% (104)	40% (191)	22% (106)	3% (13)	2% (8)	12% (60)	481
Ideo: Conservative (5-7)	22% (158)	42% (303)	18% (127)	5% (39)	5% (35)	8% (56)	719

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**Table BR9\_6:** As companies roll out more sustainability efforts, how effective do you believe the following initiatives will be in their efforts to reduce waste?

*Sourcing foods locally*

Demographic	Mostly effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Mostly ineffective	Don't know / No Opinion	Total N
Adults	24% (527)	39% (862)	17% (380)	4% (88)	4% (79)	12% (265)	2201
Educ: < College	23% (349)	37% (564)	18% (271)	4% (55)	3% (52)	15% (222)	1513
Educ: Bachelors degree	26% (117)	43% (189)	16% (69)	5% (23)	4% (19)	6% (27)	444
Educ: Post-grad	25% (60)	45% (109)	16% (40)	4% (10)	4% (9)	6% (16)	244
Income: Under 50k	24% (315)	37% (489)	16% (216)	4% (49)	4% (48)	15% (193)	1311
Income: 50k-100k	25% (160)	42% (264)	18% (115)	4% (24)	3% (19)	8% (53)	635
Income: 100k+	20% (51)	42% (108)	19% (49)	6% (15)	5% (12)	7% (19)	255
Ethnicity: White	23% (391)	43% (733)	17% (295)	4% (67)	3% (52)	11% (186)	1723
Ethnicity: Hispanic	29% (101)	31% (110)	17% (60)	6% (20)	4% (13)	13% (46)	350
Ethnicity: Afr. Am.	25% (69)	24% (66)	20% (55)	5% (15)	7% (20)	18% (49)	274
Ethnicity: Other	33% (67)	31% (63)	15% (30)	3% (6)	3% (7)	15% (31)	204
Relig: Protestant	20% (102)	47% (235)	16% (82)	4% (22)	3% (14)	10% (48)	503
Relig: Roman Catholic	23% (99)	42% (177)	19% (80)	4% (15)	3% (11)	10% (43)	425
Relig: Ath./Agn./None	25% (164)	36% (237)	17% (110)	3% (19)	4% (24)	16% (105)	659
Relig: Something Else	28% (94)	34% (116)	17% (57)	6% (21)	5% (17)	10% (33)	338
Relig: Jewish	31% (17)	31% (16)	23% (12)	8% (4)	3% (2)	4% (2)	53
Relig: Evangelical	25% (148)	40% (234)	17% (100)	4% (22)	3% (20)	11% (66)	589
Relig: Non-Evang. Catholics	20% (121)	45% (275)	19% (113)	4% (25)	3% (17)	10% (61)	613
Relig: All Christian	22% (269)	42% (509)	18% (213)	4% (47)	3% (37)	11% (127)	1202
Relig: All Non-Christian	26% (258)	35% (353)	17% (167)	4% (40)	4% (41)	14% (138)	997
Community: Urban	26% (143)	33% (181)	19% (103)	4% (23)	4% (22)	13% (72)	545
Community: Suburban	24% (238)	39% (396)	17% (169)	5% (46)	4% (37)	12% (118)	1005
Community: Rural	22% (145)	44% (285)	17% (107)	3% (19)	3% (20)	11% (75)	650
Military HH: Yes	24% (111)	40% (181)	18% (83)	5% (22)	4% (19)	9% (41)	458
Military HH: No	24% (416)	39% (681)	17% (297)	4% (66)	3% (60)	13% (224)	1743
RD/WT: Right Direction	22% (206)	40% (368)	18% (162)	5% (45)	5% (43)	11% (100)	923
RD/WT: Wrong Track	25% (321)	39% (494)	17% (218)	3% (43)	3% (36)	13% (165)	1278
Trump Job Approve	23% (213)	41% (378)	18% (165)	5% (42)	4% (39)	9% (86)	922
Trump Job Disapprove	26% (296)	40% (454)	17% (191)	3% (39)	3% (31)	11% (119)	1130

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**Table BR9\_6:** As companies roll out more sustainability efforts, how effective do you believe the following initiatives will be in their efforts to reduce waste?

*Sourcing foods locally*

Demographic	Mostly effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Mostly ineffective	Don't know / No Opinion	Total N
Adults	24% (527)	39% (862)	17% (380)	4% (88)	4% (79)	12% (265)	2201
Trump Job Strongly Approve	27% (133)	39% (190)	14% (68)	5% (22)	5% (26)	10% (48)	487
Trump Job Somewhat Approve	18% (81)	43% (188)	22% (97)	5% (20)	3% (13)	9% (37)	436
Trump Job Somewhat Disapprove	22% (66)	41% (124)	20% (60)	2% (7)	2% (7)	13% (38)	303
Trump Job Strongly Disapprove	28% (230)	40% (330)	16% (131)	4% (32)	3% (24)	10% (81)	827
#1 Issue: Economy	23% (136)	40% (230)	19% (108)	4% (23)	3% (16)	12% (67)	581
#1 Issue: Security	22% (103)	41% (194)	18% (84)	4% (18)	6% (27)	10% (45)	470
#1 Issue: Health Care	22% (68)	42% (129)	17% (52)	2% (7)	1% (3)	16% (48)	307
#1 Issue: Medicare / Social Security	20% (76)	41% (154)	21% (78)	4% (15)	5% (18)	9% (35)	377
#1 Issue: Women's Issues	29% (38)	40% (53)	9% (12)	6% (9)	3% (3)	14% (18)	133
#1 Issue: Education	35% (55)	35% (55)	11% (17)	4% (6)	3% (5)	12% (19)	156
#1 Issue: Energy	42% (24)	22% (13)	18% (10)	8% (5)	2% (1)	9% (5)	58
#1 Issue: Other	22% (27)	29% (35)	16% (19)	6% (7)	5% (5)	23% (28)	120
2016 Vote: Democrat Hillary Clinton	26% (178)	41% (276)	17% (114)	4% (27)	4% (24)	9% (59)	678
2016 Vote: Republican Donald Trump	24% (179)	43% (324)	17% (130)	5% (35)	4% (31)	7% (56)	755
2016 Vote: Someone else	18% (29)	42% (67)	14% (23)	5% (8)	4% (7)	16% (26)	161
2012 Vote: Barack Obama	25% (205)	42% (339)	17% (138)	4% (36)	3% (23)	9% (73)	815
2012 Vote: Mitt Romney	20% (115)	42% (241)	18% (104)	5% (28)	6% (32)	8% (48)	566
2012 Vote: Other	17% (14)	50% (41)	8% (7)	2% (1)	8% (6)	15% (13)	83
2012 Vote: Didn't Vote	26% (193)	33% (241)	18% (131)	3% (23)	2% (15)	18% (131)	734
4-Region: Northeast	27% (108)	38% (151)	17% (65)	4% (16)	3% (11)	11% (43)	394
4-Region: Midwest	24% (113)	41% (190)	16% (75)	4% (18)	2% (8)	13% (58)	462
4-Region: South	21% (175)	39% (323)	18% (145)	4% (32)	4% (32)	14% (116)	825
4-Region: West	25% (131)	38% (198)	18% (94)	4% (21)	5% (28)	9% (48)	520
Favorable of Trump	23% (213)	42% (390)	18% (162)	4% (39)	4% (39)	9% (81)	924
Unfavorable of Trump	26% (289)	40% (452)	17% (191)	4% (45)	3% (30)	10% (111)	1119

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**Table BR9\_6:** As companies roll out more sustainability efforts, how effective do you believe the following initiatives will be in their efforts to reduce waste?

*Sourcing foods locally*

Demographic	Mostly effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Mostly ineffective	Don't know / No Opinion	Total N
Adults	24% (527)	39% (862)	17% (380)	4% (88)	4% (79)	12% (265)	2201
Very Favorable of Trump	25% (134)	40% (210)	16% (82)	4% (23)	6% (30)	9% (48)	527
Somewhat Favorable of Trump	20% (78)	45% (180)	20% (80)	4% (17)	2% (9)	8% (33)	397
Somewhat Unfavorable of Trump	22% (47)	40% (83)	21% (44)	3% (7)	2% (5)	10% (21)	207
Very Unfavorable of Trump	27% (242)	40% (369)	16% (147)	4% (37)	3% (26)	10% (91)	912

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BR9\_7:** As companies roll out more sustainability efforts, how effective do you believe the following initiatives will be in their efforts to reduce waste?  
*Halting production of single-use products*

Demographic	Mostly effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Mostly ineffective	Don't know / No Opinion	Total N
Adults	20% (432)	37% (816)	18% (404)	8% (176)	4% (83)	13% (289)	2201
Gender: Male	21% (225)	36% (379)	20% (209)	9% (91)	4% (47)	11% (113)	1062
Gender: Female	18% (208)	38% (437)	17% (196)	8% (85)	3% (36)	16% (177)	1139
Age: 18-29	23% (118)	34% (175)	16% (82)	7% (35)	2% (12)	17% (89)	511
Age: 30-44	22% (109)	35% (176)	19% (93)	7% (36)	3% (17)	14% (70)	502
Age: 45-54	13% (46)	38% (132)	22% (77)	10% (35)	4% (15)	12% (42)	347
Age: 55-64	21% (87)	38% (154)	17% (69)	9% (38)	4% (18)	10% (39)	405
Age: 65+	17% (72)	41% (179)	19% (84)	7% (33)	5% (20)	11% (49)	436
Generation Z: 18-21	21% (44)	30% (64)	16% (34)	10% (21)	2% (5)	20% (42)	210
Millennial: Age 22-37	23% (128)	36% (202)	16% (91)	6% (31)	3% (19)	16% (87)	558
Generation X: Age 38-53	17% (99)	37% (208)	21% (119)	9% (52)	4% (21)	12% (66)	564
Boomers: Age 54-72	19% (142)	40% (292)	17% (129)	8% (60)	5% (35)	11% (77)	736
PID: Dem (no lean)	24% (180)	38% (282)	18% (129)	7% (50)	2% (18)	11% (78)	738
PID: Ind (no lean)	17% (136)	34% (266)	18% (138)	7% (57)	4% (35)	19% (146)	778
PID: Rep (no lean)	17% (116)	39% (268)	20% (137)	10% (69)	4% (30)	10% (65)	685
PID/Gender: Dem Men	26% (86)	37% (121)	20% (65)	9% (28)	2% (5)	7% (21)	326
PID/Gender: Dem Women	23% (94)	39% (161)	16% (65)	5% (22)	3% (13)	14% (57)	412
PID/Gender: Ind Men	19% (74)	32% (123)	20% (74)	7% (28)	4% (17)	17% (64)	379
PID/Gender: Ind Women	16% (62)	36% (143)	16% (64)	7% (29)	5% (18)	20% (82)	399
PID/Gender: Rep Men	18% (65)	38% (135)	20% (70)	10% (35)	7% (25)	8% (27)	357
PID/Gender: Rep Women	16% (52)	41% (133)	20% (67)	10% (34)	2% (5)	12% (38)	328
Ideo: Liberal (1-3)	27% (195)	37% (269)	17% (127)	7% (53)	3% (21)	9% (64)	728
Ideo: Moderate (4)	16% (77)	41% (199)	21% (102)	9% (41)	3% (12)	10% (48)	481
Ideo: Conservative (5-7)	16% (117)	40% (287)	19% (134)	10% (71)	6% (42)	9% (67)	719

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**Table BR9\_7:** As companies roll out more sustainability efforts, how effective do you believe the following initiatives will be in their efforts to reduce waste?

*Halting production of single-use products*

Demographic	Mostly effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Mostly ineffective	Don't know / No Opinion	Total N
Adults	20% (432)	37% (816)	18% (404)	8% (176)	4% (83)	13% (289)	2201
Educ: < College	19% (281)	36% (539)	18% (278)	8% (116)	4% (58)	16% (241)	1513
Educ: Bachelors degree	20% (90)	42% (186)	18% (81)	9% (39)	4% (17)	7% (29)	444
Educ: Post-grad	25% (61)	37% (91)	18% (45)	9% (21)	3% (7)	8% (19)	244
Income: Under 50k	19% (245)	36% (470)	19% (248)	7% (94)	4% (52)	15% (202)	1311
Income: 50k-100k	21% (134)	38% (240)	19% (119)	8% (52)	3% (20)	11% (70)	635
Income: 100k+	21% (53)	42% (107)	15% (37)	12% (30)	4% (10)	7% (18)	255
Ethnicity: White	19% (336)	38% (660)	18% (317)	8% (136)	4% (62)	12% (212)	1723
Ethnicity: Hispanic	24% (83)	39% (136)	16% (56)	7% (25)	2% (6)	12% (43)	350
Ethnicity: Afr. Am.	16% (45)	33% (90)	21% (58)	8% (23)	5% (13)	17% (46)	274
Ethnicity: Other	25% (52)	32% (66)	14% (29)	9% (17)	4% (7)	16% (32)	204
Relig: Protestant	17% (88)	40% (201)	19% (93)	8% (42)	5% (25)	11% (54)	503
Relig: Roman Catholic	18% (78)	40% (168)	20% (84)	11% (45)	2% (8)	10% (41)	425
Relig: Ath./Agn./None	21% (136)	36% (240)	17% (115)	4% (28)	4% (27)	17% (113)	659
Relig: Something Else	24% (82)	34% (114)	17% (59)	10% (34)	4% (12)	11% (37)	338
Relig: Jewish	28% (15)	37% (20)	18% (10)	9% (5)	— (0)	7% (4)	53
Relig: Evangelical	18% (107)	37% (217)	18% (107)	9% (50)	4% (26)	14% (81)	589
Relig: Non-Evang. Catholics	17% (107)	40% (243)	20% (124)	10% (64)	3% (17)	9% (58)	613
Relig: All Christian	18% (214)	38% (461)	19% (231)	9% (114)	4% (44)	12% (139)	1202
Relig: All Non-Christian	22% (217)	36% (355)	17% (173)	6% (62)	4% (39)	15% (150)	997
Community: Urban	21% (117)	36% (198)	18% (96)	8% (45)	3% (15)	13% (73)	545
Community: Suburban	20% (200)	38% (379)	18% (184)	8% (78)	4% (37)	13% (127)	1005
Community: Rural	18% (115)	37% (239)	19% (124)	8% (54)	5% (30)	14% (89)	650
Military HH: Yes	20% (92)	38% (176)	18% (84)	9% (39)	5% (21)	10% (46)	458
Military HH: No	20% (341)	37% (640)	18% (320)	8% (137)	4% (62)	14% (244)	1743
RD/WT: Right Direction	17% (161)	37% (343)	19% (179)	9% (83)	4% (40)	13% (118)	923
RD/WT: Wrong Track	21% (272)	37% (473)	18% (226)	7% (93)	3% (43)	13% (171)	1278
Trump Job Approve	17% (155)	38% (352)	19% (178)	9% (82)	5% (43)	12% (112)	922
Trump Job Disapprove	23% (261)	38% (432)	18% (206)	8% (88)	3% (31)	10% (112)	1130

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**Table BR9\_7:** As companies roll out more sustainability efforts, how effective do you believe the following initiatives will be in their efforts to reduce waste?

*Halting production of single-use products*

Demographic	Mostly effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Mostly ineffective	Don't know / No Opinion	Total N
Adults	20% (432)	37% (816)	18% (404)	8% (176)	4% (83)	13% (289)	2201
Trump Job Strongly Approve	20% (96)	36% (176)	19% (95)	8% (40)	6% (30)	10% (50)	487
Trump Job Somewhat Approve	14% (59)	41% (177)	19% (83)	10% (42)	3% (13)	14% (62)	436
Trump Job Somewhat Disapprove	19% (57)	40% (121)	21% (63)	9% (28)	2% (5)	9% (28)	303
Trump Job Strongly Disapprove	25% (204)	38% (312)	17% (143)	7% (60)	3% (25)	10% (83)	827
#1 Issue: Economy	19% (112)	37% (213)	20% (115)	8% (48)	3% (19)	13% (74)	581
#1 Issue: Security	16% (77)	37% (176)	20% (95)	9% (44)	6% (26)	11% (52)	470
#1 Issue: Health Care	19% (58)	36% (110)	20% (60)	7% (22)	3% (11)	15% (45)	307
#1 Issue: Medicare / Social Security	19% (72)	39% (148)	18% (68)	10% (36)	3% (11)	11% (42)	377
#1 Issue: Women's Issues	27% (35)	41% (54)	13% (17)	6% (8)	2% (2)	12% (16)	133
#1 Issue: Education	24% (37)	36% (56)	19% (30)	5% (7)	2% (3)	15% (23)	156
#1 Issue: Energy	39% (22)	29% (17)	11% (6)	7% (4)	2% (1)	13% (7)	58
#1 Issue: Other	15% (18)	35% (42)	11% (13)	6% (7)	8% (10)	25% (30)	120
2016 Vote: Democrat Hillary Clinton	22% (151)	41% (277)	17% (115)	7% (49)	3% (22)	10% (65)	678
2016 Vote: Republican Donald Trump	18% (138)	37% (280)	21% (157)	9% (68)	5% (37)	10% (74)	755
2016 Vote: Someone else	15% (24)	38% (62)	20% (32)	7% (12)	5% (8)	14% (23)	161
2012 Vote: Barack Obama	22% (183)	39% (315)	19% (152)	8% (62)	3% (24)	10% (79)	815
2012 Vote: Mitt Romney	14% (82)	40% (227)	18% (105)	10% (59)	6% (34)	11% (61)	566
2012 Vote: Other	16% (13)	40% (33)	19% (16)	4% (3)	3% (2)	18% (15)	83
2012 Vote: Didn't Vote	21% (154)	33% (241)	18% (129)	7% (52)	3% (23)	18% (134)	734
4-Region: Northeast	21% (84)	41% (162)	16% (65)	9% (35)	1% (4)	11% (44)	394
4-Region: Midwest	19% (87)	39% (181)	18% (82)	8% (36)	4% (17)	13% (60)	462
4-Region: South	19% (155)	35% (286)	17% (144)	8% (67)	6% (48)	15% (124)	825
4-Region: West	20% (106)	36% (187)	22% (114)	7% (38)	3% (14)	12% (62)	520
Favorable of Trump	17% (156)	39% (363)	19% (175)	9% (82)	5% (43)	11% (106)	924
Unfavorable of Trump	23% (260)	38% (424)	18% (206)	8% (85)	3% (37)	9% (106)	1119

Continued on next page

**Table BR9\_7:** As companies roll out more sustainability efforts, how effective do you believe the following initiatives will be in their efforts to reduce waste?

*Halting production of single-use products*

Demographic	Mostly effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Mostly ineffective	Don't know / No Opinion	Total N
Adults	20% (432)	37% (816)	18% (404)	8% (176)	4% (83)	13% (289)	2201
Very Favorable of Trump	20% (105)	35% (187)	20% (105)	8% (40)	6% (34)	11% (56)	527
Somewhat Favorable of Trump	13% (51)	45% (177)	18% (70)	10% (41)	2% (8)	12% (49)	397
Somewhat Unfavorable of Trump	19% (40)	38% (78)	20% (42)	10% (20)	3% (5)	11% (22)	207
Very Unfavorable of Trump	24% (220)	38% (346)	18% (164)	7% (65)	3% (32)	9% (85)	912

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BR10:** *If a company decides to implement a new recycling policy to reduce plastic waste, would it make you have a more or less favorable impression of that company?*

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No Opinion	Total N
Adults	30% (653)	36% (786)	20% (444)	2% (40)	2% (41)	11% (237)	2201
Gender: Male	29% (311)	37% (396)	21% (221)	3% (29)	2% (21)	8% (85)	1062
Gender: Female	30% (343)	34% (389)	20% (224)	1% (10)	2% (21)	13% (152)	1139
Age: 18-29	34% (172)	32% (162)	15% (75)	2% (8)	3% (16)	15% (79)	511
Age: 30-44	30% (153)	30% (153)	22% (108)	2% (10)	2% (10)	14% (68)	502
Age: 45-54	24% (85)	37% (129)	22% (75)	3% (11)	2% (8)	11% (39)	347
Age: 55-64	29% (116)	38% (153)	23% (93)	1% (5)	1% (5)	8% (32)	405
Age: 65+	29% (128)	43% (189)	21% (93)	1% (6)	1% (2)	4% (19)	436
Generation Z: 18-21	34% (72)	24% (50)	16% (33)	3% (5)	6% (12)	18% (38)	210
Millennial: Age 22-37	31% (174)	35% (197)	16% (91)	1% (8)	2% (12)	14% (77)	558
Generation X: Age 38-53	28% (158)	32% (182)	23% (132)	3% (16)	2% (10)	12% (66)	564
Boomers: Age 54-72	29% (213)	41% (299)	21% (156)	1% (9)	1% (5)	7% (54)	736
PID: Dem (no lean)	35% (257)	36% (266)	17% (128)	2% (13)	1% (10)	9% (63)	738
PID: Ind (no lean)	28% (217)	33% (259)	20% (155)	1% (11)	2% (15)	15% (120)	778
PID: Rep (no lean)	26% (179)	38% (260)	24% (161)	2% (16)	2% (16)	8% (54)	685
PID/Gender: Dem Men	36% (118)	37% (122)	17% (55)	3% (11)	2% (6)	4% (14)	326
PID/Gender: Dem Women	34% (139)	35% (144)	18% (73)	— (1)	1% (5)	12% (50)	412
PID/Gender: Ind Men	28% (107)	36% (137)	19% (72)	2% (9)	1% (5)	13% (50)	379
PID/Gender: Ind Women	28% (111)	31% (123)	21% (83)	— (2)	3% (11)	17% (70)	399
PID/Gender: Rep Men	24% (86)	38% (137)	26% (93)	2% (9)	3% (10)	6% (21)	357
PID/Gender: Rep Women	28% (93)	37% (123)	21% (68)	2% (7)	2% (5)	10% (33)	328
Ideo: Liberal (1-3)	38% (276)	38% (274)	13% (98)	2% (16)	2% (13)	7% (52)	728
Ideo: Moderate (4)	30% (142)	34% (164)	24% (114)	1% (7)	— (2)	11% (52)	481
Ideo: Conservative (5-7)	23% (164)	41% (292)	26% (186)	2% (17)	3% (19)	6% (40)	719
Educ: < College	29% (443)	33% (493)	20% (310)	2% (31)	2% (30)	14% (206)	1513
Educ: Bachelors degree	31% (139)	39% (175)	21% (94)	2% (7)	2% (10)	4% (19)	444
Educ: Post-grad	29% (71)	48% (117)	17% (41)	1% (2)	— (1)	5% (12)	244

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**Table BR10:** *If a company decides to implement a new recycling policy to reduce plastic waste, would it make you have a more or less favorable impression of that company?*

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No Opinion	Total N
Adults	30% (653)	36% (786)	20% (444)	2% (40)	2% (41)	11% (237)	2201
Income: Under 50k	31% (409)	32% (417)	20% (258)	2% (21)	2% (24)	14% (183)	1311
Income: 50k-100k	29% (182)	40% (255)	21% (135)	2% (15)	2% (11)	6% (36)	635
Income: 100k+	24% (62)	44% (113)	20% (51)	2% (4)	3% (7)	7% (17)	255
Ethnicity: White	28% (488)	38% (661)	20% (353)	2% (27)	1% (25)	10% (170)	1723
Ethnicity: Hispanic	38% (134)	28% (97)	18% (65)	2% (6)	3% (11)	11% (37)	350
Ethnicity: Afr. Am.	28% (76)	26% (73)	22% (61)	3% (9)	4% (11)	16% (44)	274
Ethnicity: Other	44% (90)	26% (52)	15% (31)	2% (3)	3% (5)	11% (23)	204
Relig: Protestant	26% (130)	40% (200)	24% (119)	2% (11)	2% (8)	7% (35)	503
Relig: Roman Catholic	33% (141)	39% (165)	19% (81)	1% (4)	1% (5)	7% (29)	425
Relig: Ath./Agn./None	29% (192)	33% (220)	18% (119)	1% (10)	2% (11)	16% (108)	659
Relig: Something Else	35% (117)	32% (107)	20% (68)	3% (10)	2% (8)	8% (27)	338
Relig: Jewish	31% (17)	37% (20)	29% (15)	— (0)	3% (2)	— (0)	53
Relig: Evangelical	29% (171)	35% (204)	22% (127)	2% (10)	3% (15)	11% (62)	589
Relig: Non-Evang. Catholics	28% (172)	41% (254)	21% (130)	2% (9)	1% (7)	7% (40)	613
Relig: All Christian	29% (344)	38% (457)	21% (257)	2% (20)	2% (22)	9% (102)	1202
Relig: All Non-Christian	31% (309)	33% (327)	19% (187)	2% (20)	2% (19)	13% (134)	997
Community: Urban	35% (190)	32% (174)	19% (102)	2% (10)	2% (8)	11% (62)	545
Community: Suburban	30% (298)	37% (374)	19% (195)	2% (19)	2% (18)	10% (102)	1005
Community: Rural	25% (166)	37% (238)	23% (148)	2% (11)	2% (15)	11% (74)	650
Military HH: Yes	30% (139)	33% (152)	24% (111)	2% (7)	3% (12)	8% (37)	458
Military HH: No	30% (515)	36% (634)	19% (334)	2% (32)	2% (29)	11% (199)	1743
RD/WT: Right Direction	26% (237)	35% (323)	26% (242)	2% (23)	2% (18)	9% (82)	923
RD/WT: Wrong Track	33% (417)	36% (463)	16% (203)	1% (17)	2% (24)	12% (155)	1278
Trump Job Approve	26% (238)	38% (348)	25% (231)	2% (21)	2% (20)	7% (66)	922
Trump Job Disapprove	35% (392)	36% (410)	17% (192)	1% (13)	1% (14)	10% (109)	1130
Trump Job Strongly Approve	29% (140)	35% (171)	23% (114)	2% (11)	3% (14)	7% (36)	487
Trump Job Somewhat Approve	22% (98)	40% (176)	27% (117)	2% (9)	1% (6)	7% (30)	436
Trump Job Somewhat Disapprove	30% (91)	35% (107)	21% (62)	1% (2)	2% (5)	11% (34)	303
Trump Job Strongly Disapprove	36% (300)	37% (303)	16% (130)	1% (11)	1% (9)	9% (74)	827

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**Table BR10:** *If a company decides to implement a new recycling policy to reduce plastic waste, would it make you have a more or less favorable impression of that company?*

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't know / No Opinion	Total N
Adults	30% (653)	36% (786)	20% (444)	2% (40)	2% (41)	11% (237)	2201
#1 Issue: Economy	28% (162)	36% (209)	23% (136)	1% (6)	2% (14)	9% (54)	581
#1 Issue: Security	25% (118)	38% (179)	25% (117)	2% (10)	3% (12)	7% (35)	470
#1 Issue: Health Care	30% (93)	35% (109)	17% (52)	2% (6)	1% (3)	14% (43)	307
#1 Issue: Medicare / Social Security	33% (123)	37% (138)	18% (66)	2% (9)	1% (5)	9% (35)	377
#1 Issue: Women's Issues	38% (51)	36% (48)	11% (14)	2% (2)	2% (2)	12% (15)	133
#1 Issue: Education	36% (57)	29% (45)	17% (26)	2% (2)	3% (4)	14% (21)	156
#1 Issue: Energy	47% (27)	27% (16)	13% (8)	3% (2)	— (0)	10% (6)	58
#1 Issue: Other	19% (23)	35% (42)	21% (25)	1% (2)	— (1)	23% (28)	120
2016 Vote: Democrat Hillary Clinton	36% (241)	37% (254)	17% (114)	2% (15)	1% (9)	7% (46)	678
2016 Vote: Republican Donald Trump	25% (192)	39% (296)	24% (183)	2% (17)	2% (15)	7% (52)	755
2016 Vote: Someone else	25% (40)	38% (61)	22% (36)	1% (2)	2% (3)	12% (19)	161
2012 Vote: Barack Obama	35% (284)	37% (303)	18% (145)	2% (14)	2% (15)	7% (55)	815
2012 Vote: Mitt Romney	21% (121)	39% (219)	28% (158)	3% (15)	2% (12)	7% (41)	566
2012 Vote: Other	21% (17)	37% (30)	18% (15)	2% (2)	4% (3)	19% (16)	83
2012 Vote: Didn't Vote	31% (229)	32% (233)	17% (127)	1% (9)	1% (10)	17% (125)	734
4-Region: Northeast	31% (123)	43% (168)	14% (57)	1% (3)	2% (8)	9% (35)	394
4-Region: Midwest	31% (142)	34% (156)	22% (102)	2% (9)	2% (10)	10% (44)	462
4-Region: South	27% (226)	33% (271)	22% (179)	2% (18)	2% (20)	13% (110)	825
4-Region: West	31% (162)	37% (191)	20% (106)	2% (9)	1% (4)	9% (47)	520
Favorable of Trump	26% (239)	38% (353)	25% (227)	2% (20)	2% (20)	7% (65)	924
Unfavorable of Trump	35% (394)	36% (407)	17% (186)	2% (18)	1% (13)	9% (100)	1119
Very Favorable of Trump	28% (150)	36% (189)	23% (122)	3% (17)	3% (14)	7% (35)	527
Somewhat Favorable of Trump	22% (89)	41% (164)	26% (105)	1% (4)	1% (6)	8% (30)	397
Somewhat Unfavorable of Trump	32% (66)	38% (78)	18% (37)	3% (6)	1% (1)	9% (19)	207
Very Unfavorable of Trump	36% (329)	36% (329)	16% (149)	1% (12)	1% (12)	9% (81)	912

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1139	52%
	N	2201	
age5	Age: 18-29	511	23%
	Age: 30-44	502	23%
	Age: 45-54	347	16%
	Age: 55-64	405	18%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	Generation Z: 18-21	210	10%
	Millennial: Age 22-37	558	25%
	Generation X: Age 38-53	564	26%
	Boomers: Age 54-72	736	33%
	N	2068	
xpid3	PID: Dem (no lean)	738	34%
	PID: Ind (no lean)	778	35%
	PID: Rep (no lean)	685	31%
	N	2201	
xpidGender	PID/Gender: Dem Men	326	15%
	PID/Gender: Dem Women	412	19%
	PID/Gender: Ind Men	379	17%
	PID/Gender: Ind Women	399	18%
	PID/Gender: Rep Men	357	16%
	PID/Gender: Rep Women	328	15%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	728	33%
	Ideo: Moderate (4)	481	22%
	Ideo: Conservative (5-7)	719	33%
	N	1928	
xeduc3	Educ: < College	1513	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1311	60%
	Income: 50k-100k	635	29%
	Income: 100k+	255	12%
	N	2201	
xdemWhite	Ethnicity: White	1723	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	503	23%
	Relig: Roman Catholic	425	19%
	Relig: Ath./Agn./None	659	30%
	Relig: Something Else	338	15%
	N	1925	
xreligion1	Relig: Jewish	53	2%
xreligion2	Relig: Evangelical	589	27%
	Relig: Non-Evang. Catholics	613	28%
	N	1202	
xreligion3	Relig: All Christian	1202	55%
	Relig: All Non-Christian	997	45%
	N	2199	
xdemUsr	Community: Urban	545	25%
	Community: Suburban	1005	46%
	Community: Rural	650	30%
	N	2201	
xdemMilHH1	Military HH: Yes	458	21%
	Military HH: No	1743	79%
	N	2201	
xnr1	RD/WT: Right Direction	923	42%
	RD/WT: Wrong Track	1278	58%
	N	2201	
Trump_Approve	Trump Job Approve	922	42%
	Trump Job Disapprove	1130	51%
	N	2052	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Approve2	Trump Job Strongly Approve	487	22%
	Trump Job Somewhat Approve	436	20%
	Trump Job Somewhat Disapprove	303	14%
	Trump Job Strongly Disapprove	827	38%
	N	2052	
xnr3	#1 Issue: Economy	581	26%
	#1 Issue: Security	470	21%
	#1 Issue: Health Care	307	14%
	#1 Issue: Medicare / Social Security	377	17%
	#1 Issue: Women's Issues	133	6%
	#1 Issue: Education	156	7%
	#1 Issue: Energy	58	3%
	#1 Issue: Other	120	5%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	678	31%
	2016 Vote: Republican Donald Trump	755	34%
	2016 Vote: Someone else	161	7%
	N	1594	
xsubVote12O	2012 Vote: Barack Obama	815	37%
	2012 Vote: Mitt Romney	566	26%
	2012 Vote: Other	83	4%
	2012 Vote: Didn't Vote	734	33%
	N	2198	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	825	37%
	4-Region: West	520	24%
	N	2201	
Trump_Fav	Favorable of Trump	924	42%
	Unfavorable of Trump	1119	51%
	N	2043	
Trump_Fav_FULL	Very Favorable of Trump	527	24%
	Somewhat Favorable of Trump	397	18%
	Somewhat Unfavorable of Trump	207	9%
	Very Unfavorable of Trump	912	41%
	N	2043	

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.





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