

Consumer Climate Change Perceptions and Purchase Impacts

October 2023

Methodology

One thousand interviews were conducted among adults ages 18+ from June 9–13, 2023, and were weighted to ensure proportional results. Totals may not equal 100% due to rounding.

The Bayesian confidence level for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error ± 3.1 at the 95% confidence level.

Statistical Significance

Something is statistically significant if the result cannot be attributed to random chance. Statistical significance in this presentation should be compared within each demographic group (e.g. age, race, gender, etc.).

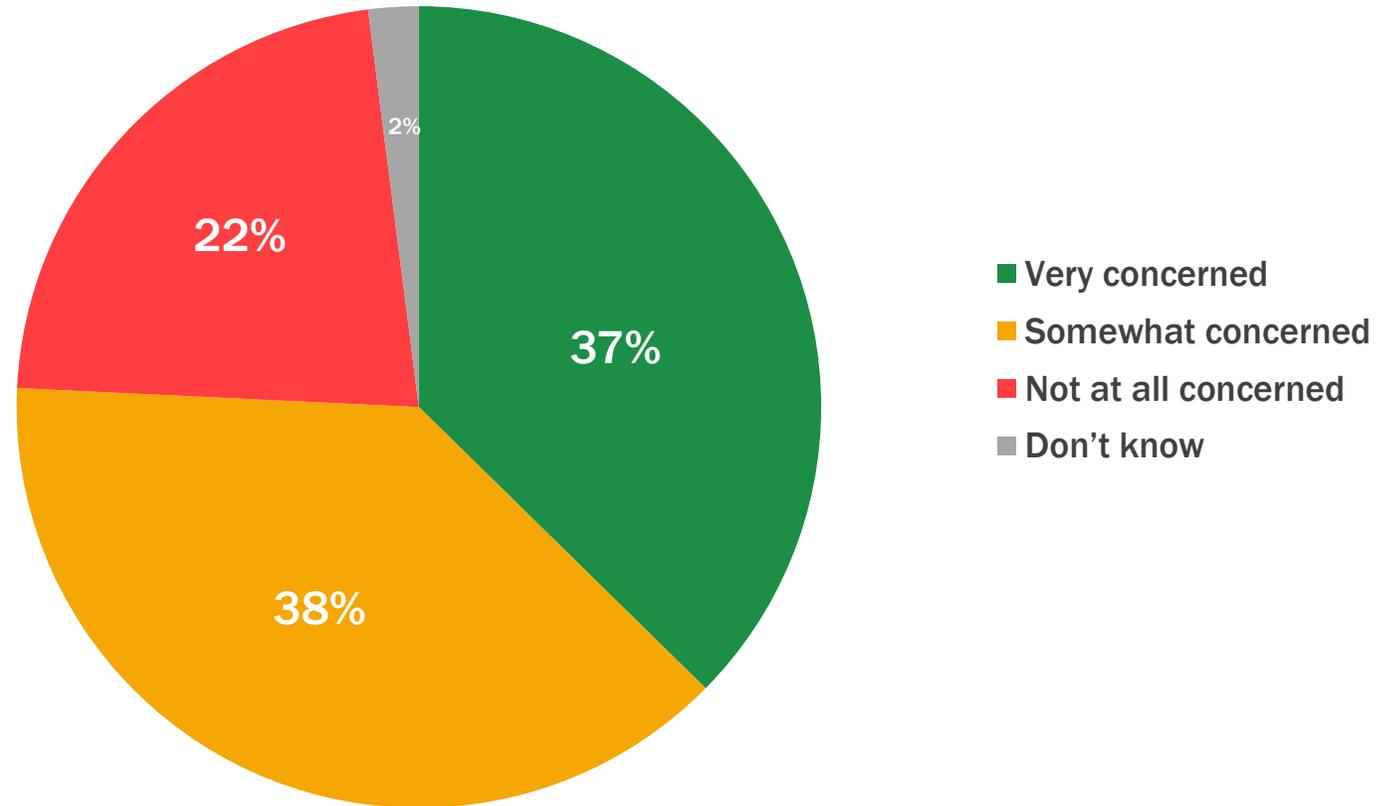
For example, if the responses from female respondents are considered to be significant, they are so in relation to male respondents—not necessarily other demographic groups.



Three in 4 Americans are concerned about climate change

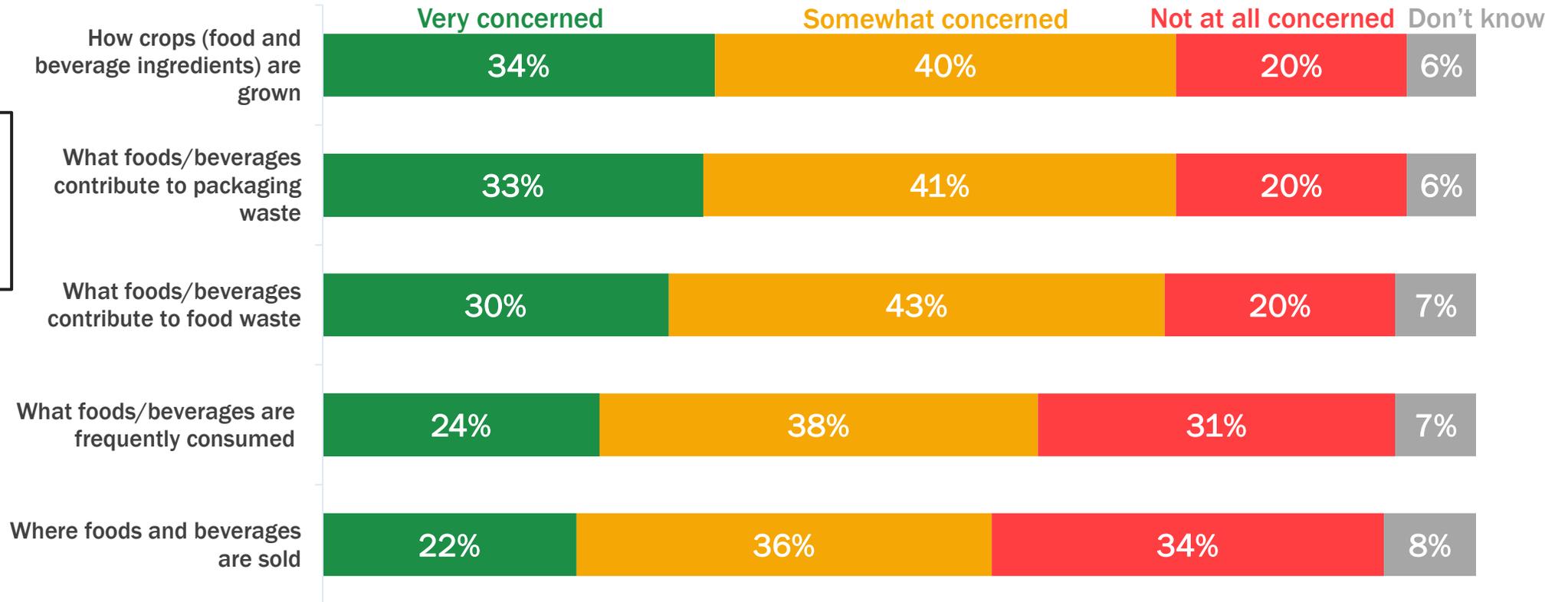
Level of Concern Towards Climate Change

Those with higher incomes and college degrees were more likely to say they are **very concerned about climate change**, compared with their respective counterparts.



The majority of consumers are at least somewhat concerned about the diverse ways in which foods and beverages can impact climate change

Level of Concern Towards Impact on Climate Change



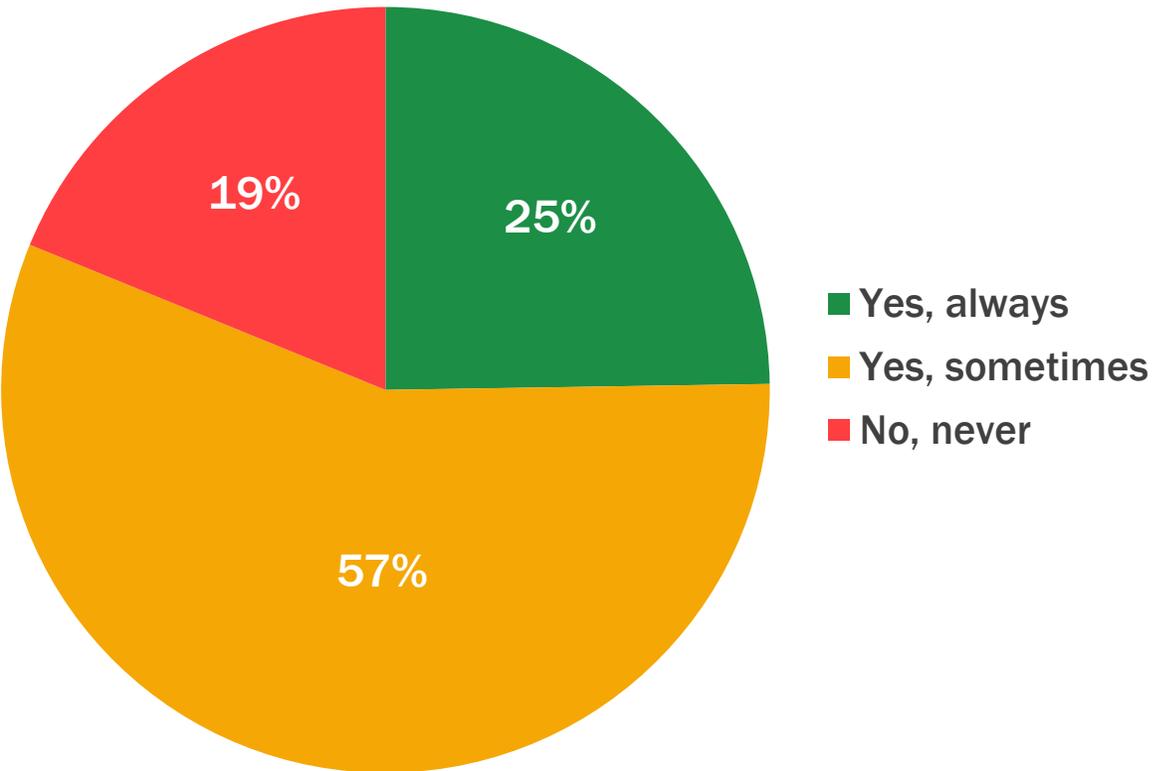
Those with college degrees were more likely to say they are **very concerned** about each of these factors, compared with their respective counterparts.

Q2. How concerned are you about the following when it comes to foods and beverages and their impact on climate change? n=1,000

Among those at least somewhat concerned about the impact of food products on climate change, 1 in 4 say this concern always impacts which foods and beverages they purchase

Impact of Climate Change Concern on Foods/Beverages Purchased

Men, those under age 45, those with higher incomes, and those with college degrees were more likely to say their concern **always** impacts the foods/beverages they purchase, compared with their respective counterparts.

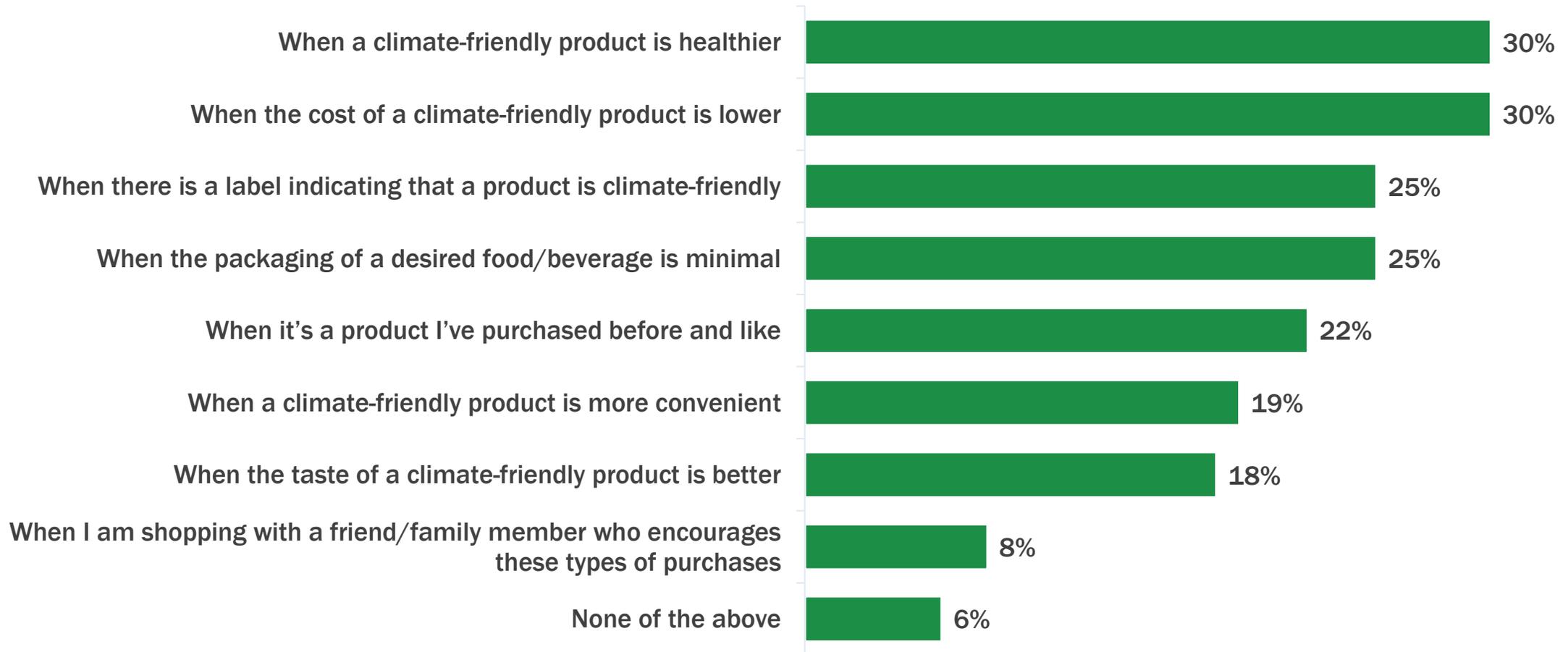


Q3. [If 2 very or somewhat concerned for any] You mentioned that you were at least somewhat concerned about the impact of foods/beverages on climate change. Does this concern impact what food/beverages you purchase? n=845



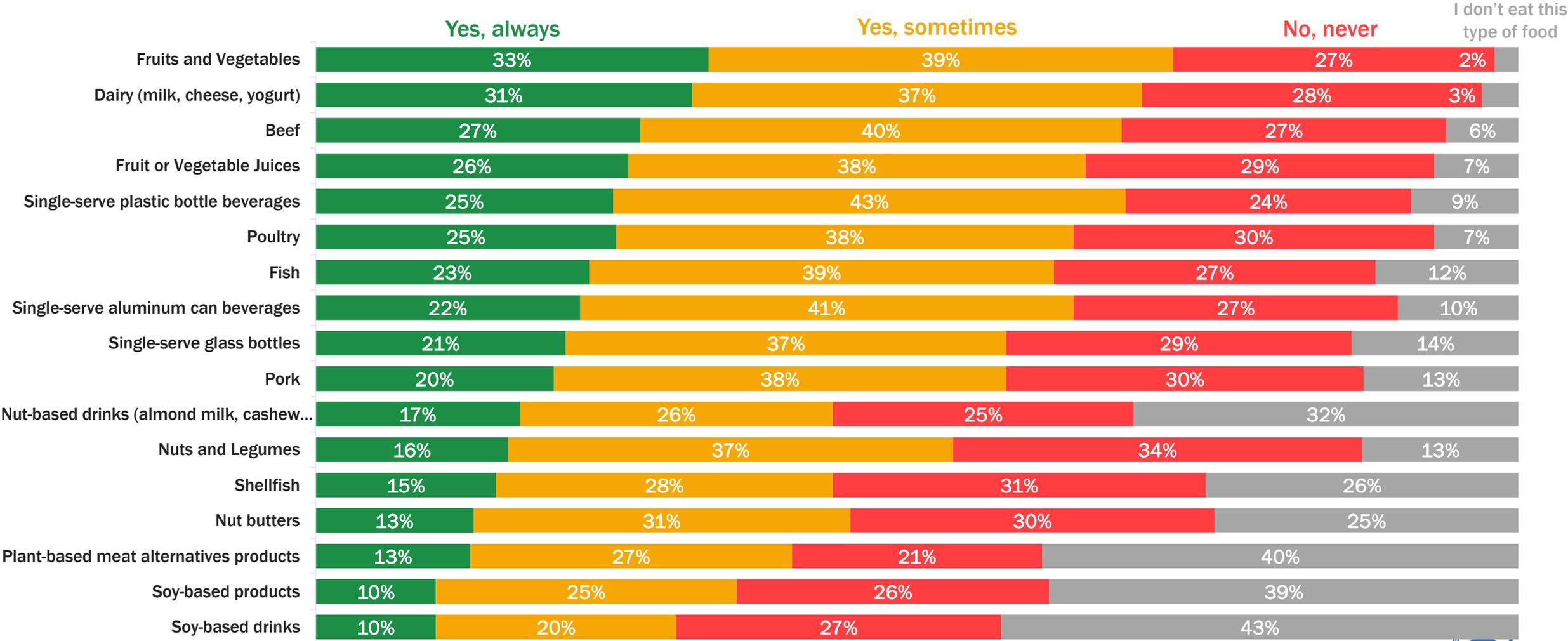
Among those who adjust their food purchasing habits because of climate concerns, 3 in 10 share they are more likely to do so when a climate-friendly product is healthier—or when the price is lower

Occasions When Consumers Are More Likely To Adjust What Foods They Purchase Due to Their Impact on Climate Change



Q4. [If 3b] You mentioned that you sometimes adjust what foods/beverages you purchase because of their impact on climate change. When would you be most likely to adjust your purchasing because of this? Select top two. n=481

Consumers most commonly always consider the climate friendliness of fruits and vegetables, dairy, and beef

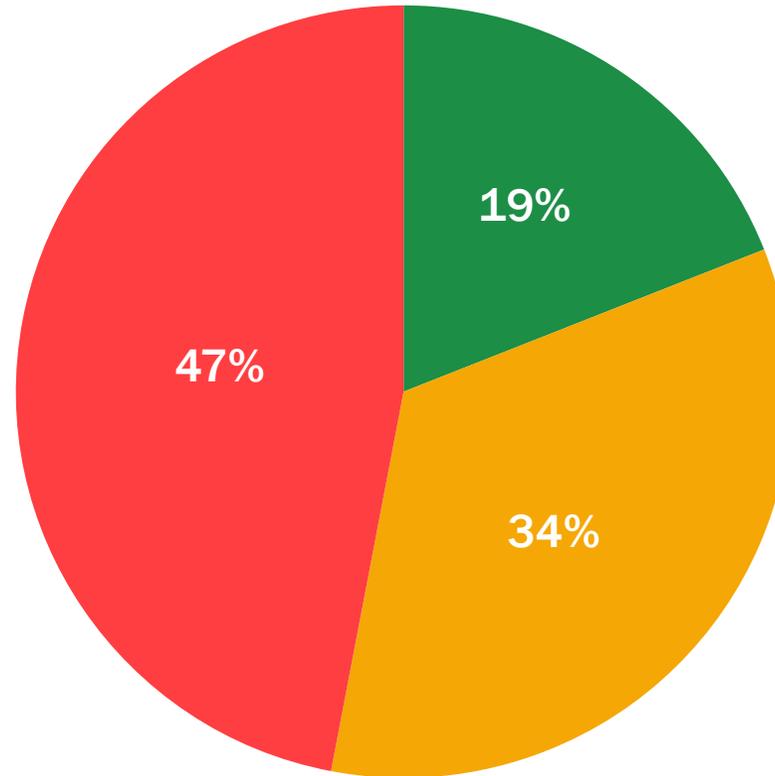


Q5. Do you consider the climate-friendliness of any of these foods/beverages when deciding which foods or beverages to purchase? Select the response that best fits your shopping and/or eating habits. n=1,000



Consumers are relatively split on whether they have heard or read anything in the news or social media about about the impact of food on climate change

Read/Heard About the Impact of Food on Climate Change in News or Social Media



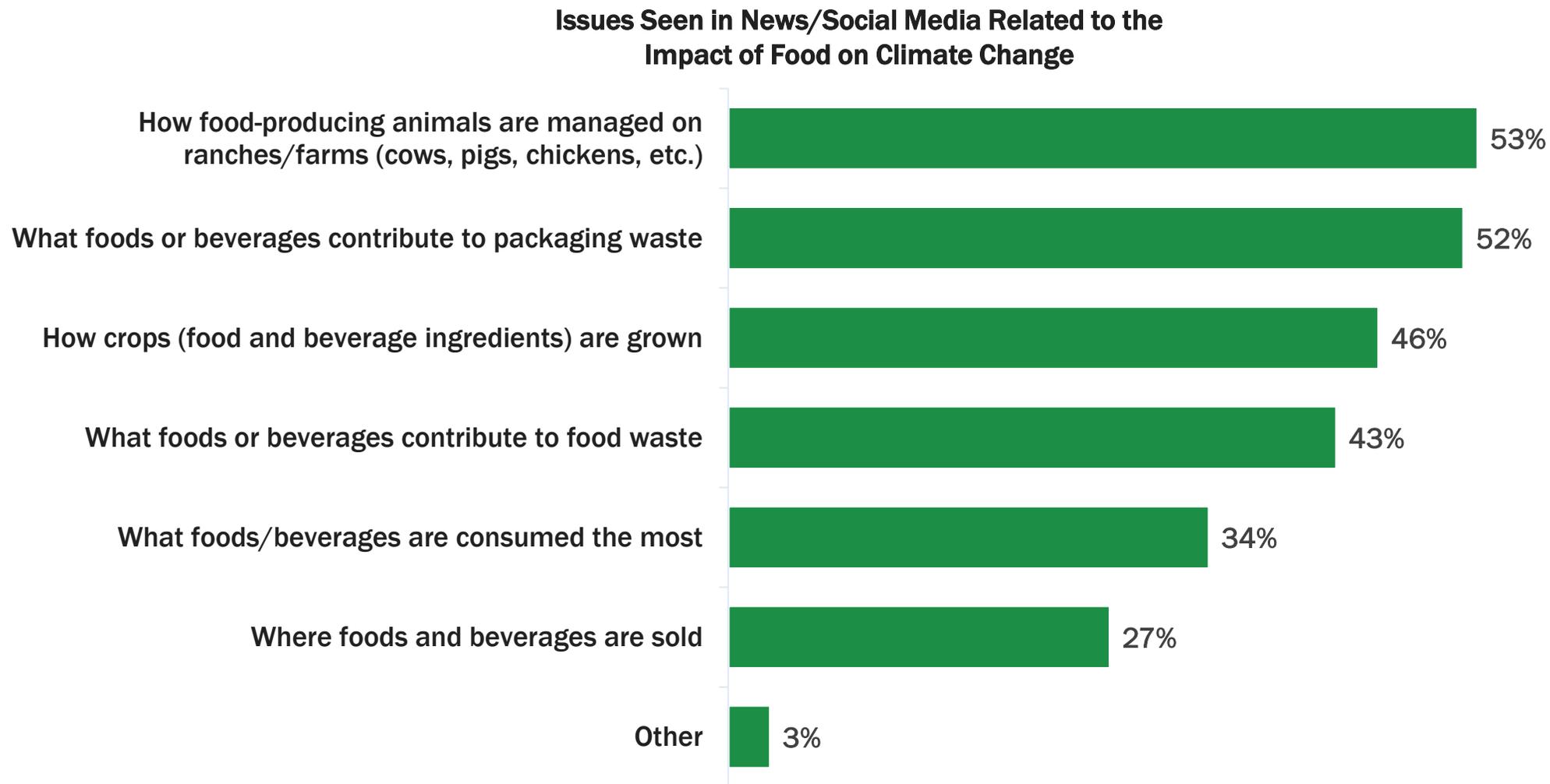
- Yes, I have heard or read a lot about it
- Yes, I have heard or read a little about it
- No, I have not heard or read about it

Men, those under age 45, those with higher incomes, and those with college degrees were more likely to say they have **heard/read a lot** about the impact of food on climate change in the media, compared with their respective counterparts.

Those ages 45–64 and those who do not have college degrees were more likely to say they have **not heard/read** about the impact of food on climate change in the media, compared with their respective counterparts.

Q6. Over the past year, have you read or heard anything in the news or social media about the impact of food/beverages on climate change? n=1,000

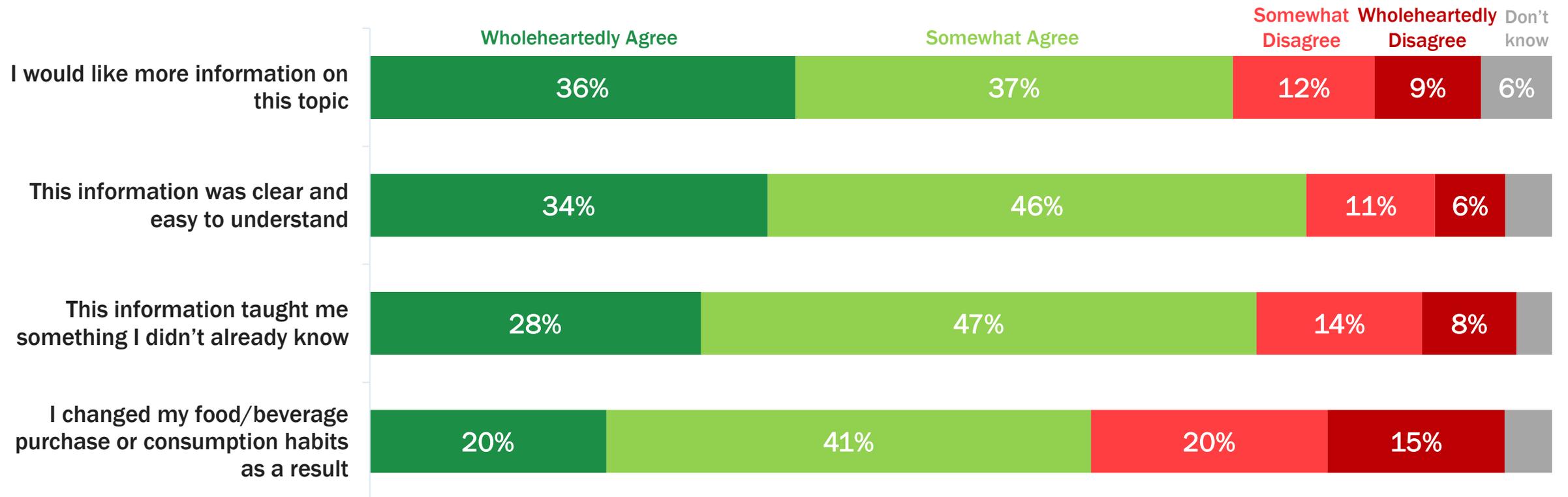
Among those who have seen news/social media content about the impact of food on climate change, consumers have most commonly heard about livestock management and packaging waste



Q7. [If 6 a or b] When thinking about what you read or heard when it comes to food/beverages and climate change, what issues did you read or hear about? Select all that apply. n=527

Of those who have seen news/social media content about the impact of food on climate change, 1 in 3 strongly agree that they want to learn more

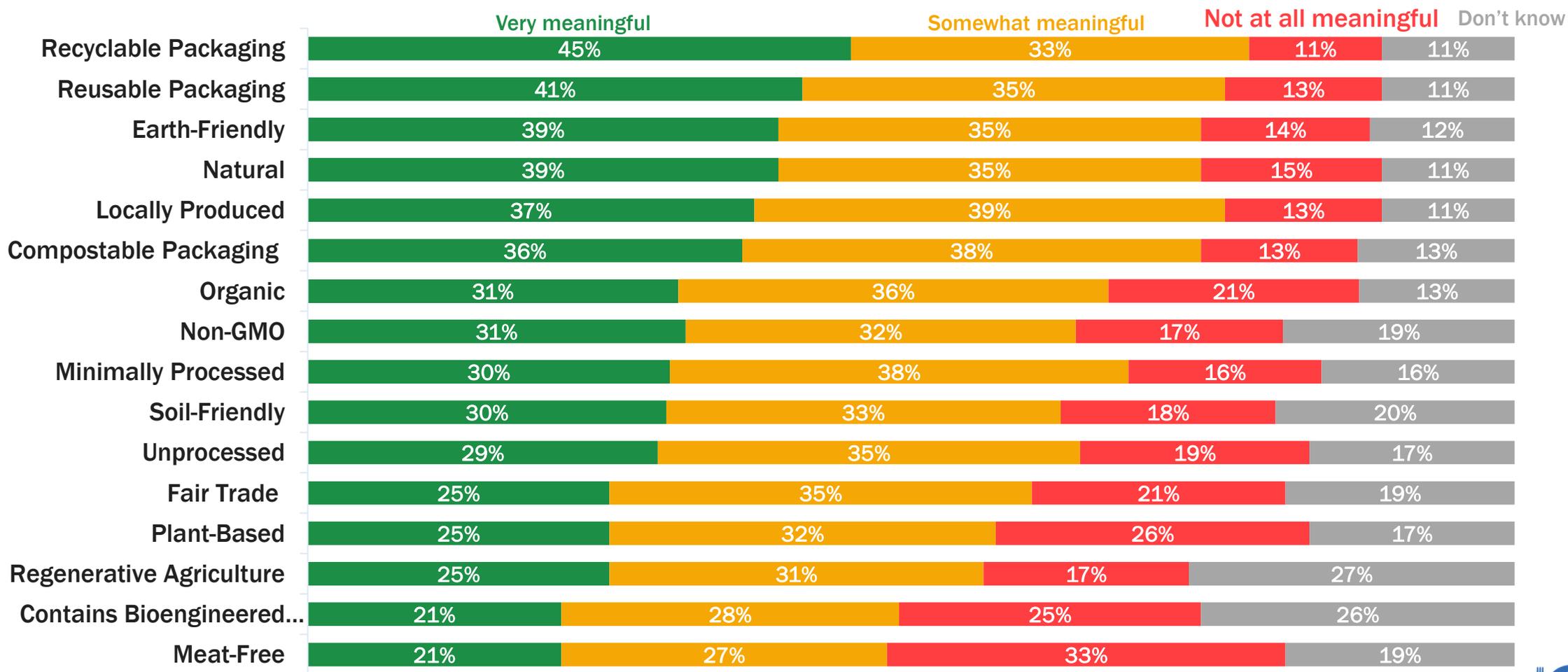
Level of Agreement With the Following Statements Related to Media Content About the Impact of Food on Climate Change



Q8. [If 6 a or b] You mentioned that you have read or heard about the impact of food/beverages on climate change. Select all that apply. n=527

Labels stating recyclable or reusable packaging most commonly communicate climate friendliness

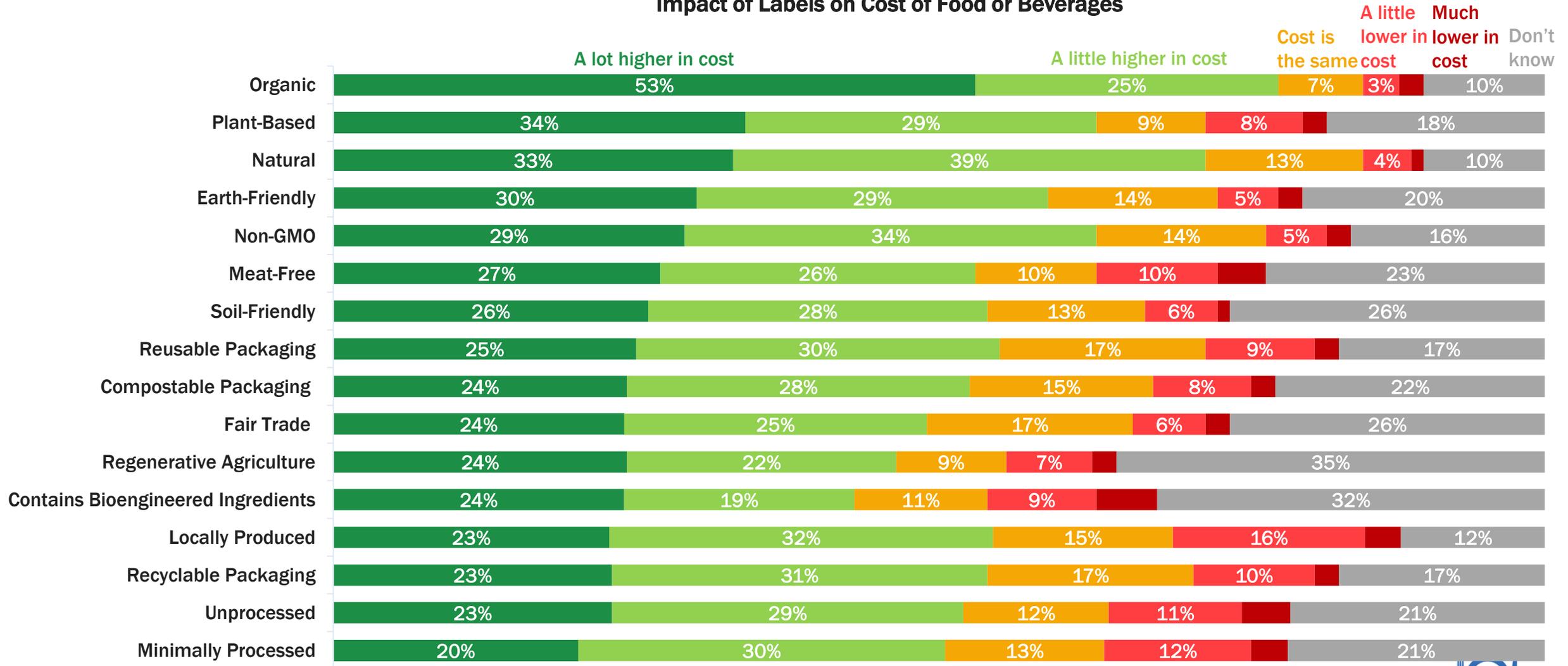
Extent to Which the Following Labels Indicate Climate Friendliness



Q9. Imagine you are grocery shopping (in a store or online) looking for climate-friendly food and beverage options. To what extent do you think each of these label statements below indicates a product's climate friendliness? n=1,000

Three in 10 consumers perceive products with an “earth-friendly” label to be much higher in cost

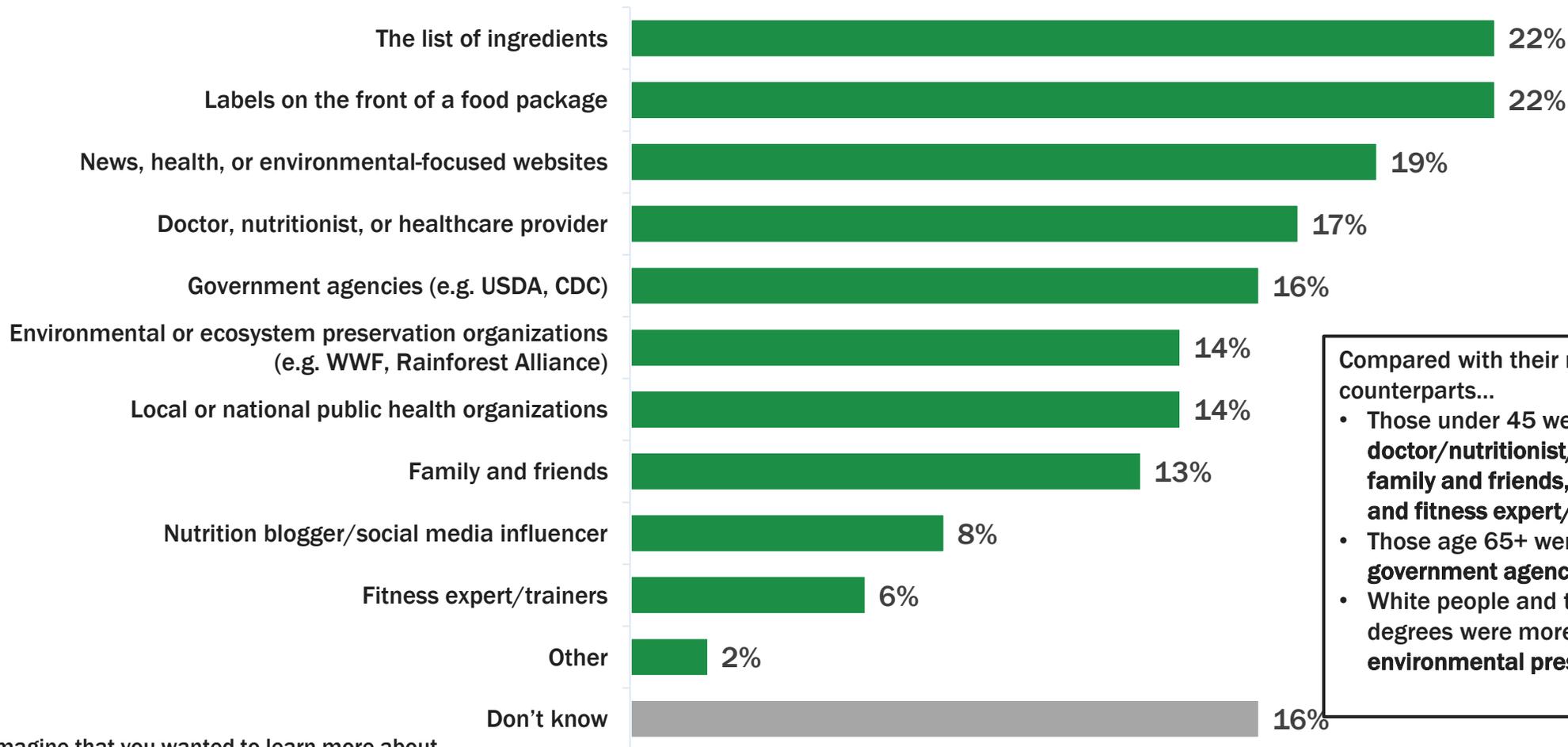
Impact of Labels on Cost of Food or Beverages



Q10. Imagine you are grocery shopping (in a store or online) and you are viewing label statements. How do you think the cost of the food or beverages is affected with each of these label statements? n=1,000

Consumers would most commonly seek out information on the product package itself to learn more about choosing foods that are part of a climate-friendly diet

Sources for Learning More About Choosing Foods as Part of Climate-Friendly Diet



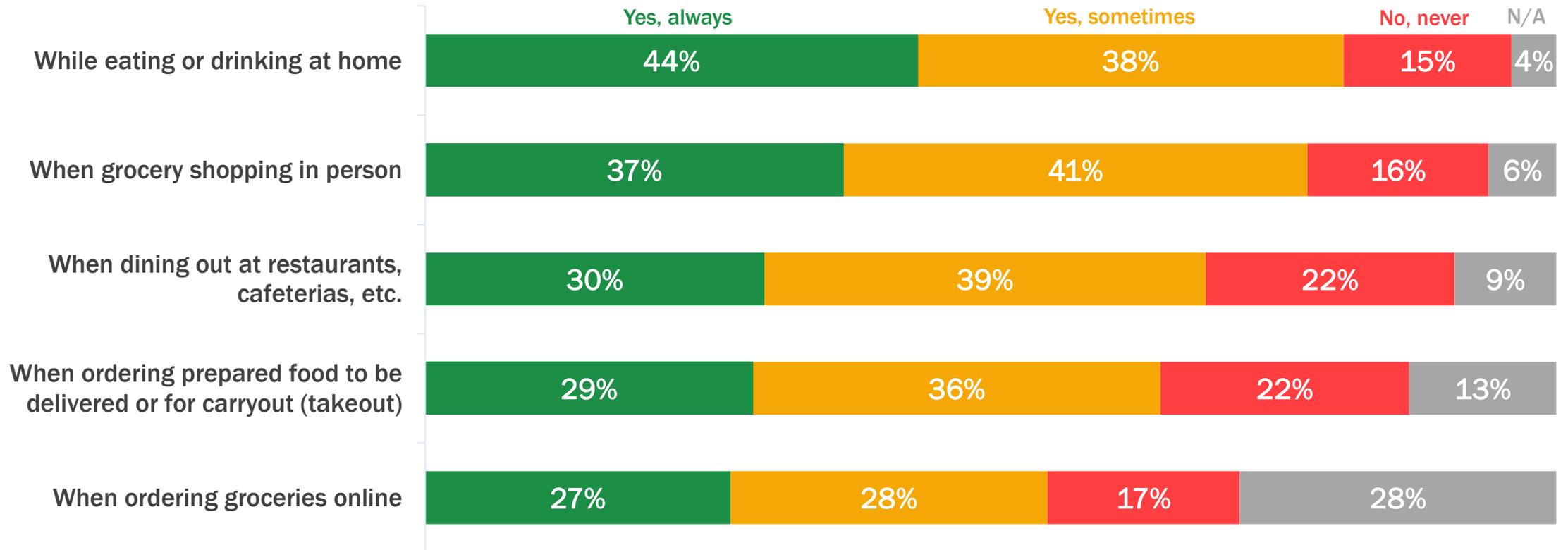
Compared with their respective counterparts...

- Those under 45 were more likely to say **doctor/nutritionist/healthcare provider, family and friends, nutrition influencers, and fitness expert/trainers**
- Those age 65+ were more likely to say **government agencies**
- White people and those with college degrees were more likely to say **environmental preservation organizations**

Q11. Imagine that you wanted to learn more about choosing foods and beverages that are part of a climate-friendly diet. Where would you seek out additional information? Select top two. n=1,000

Consumers most commonly make efforts to reduce food waste when eating or drinking at home, followed by in-person grocery shopping

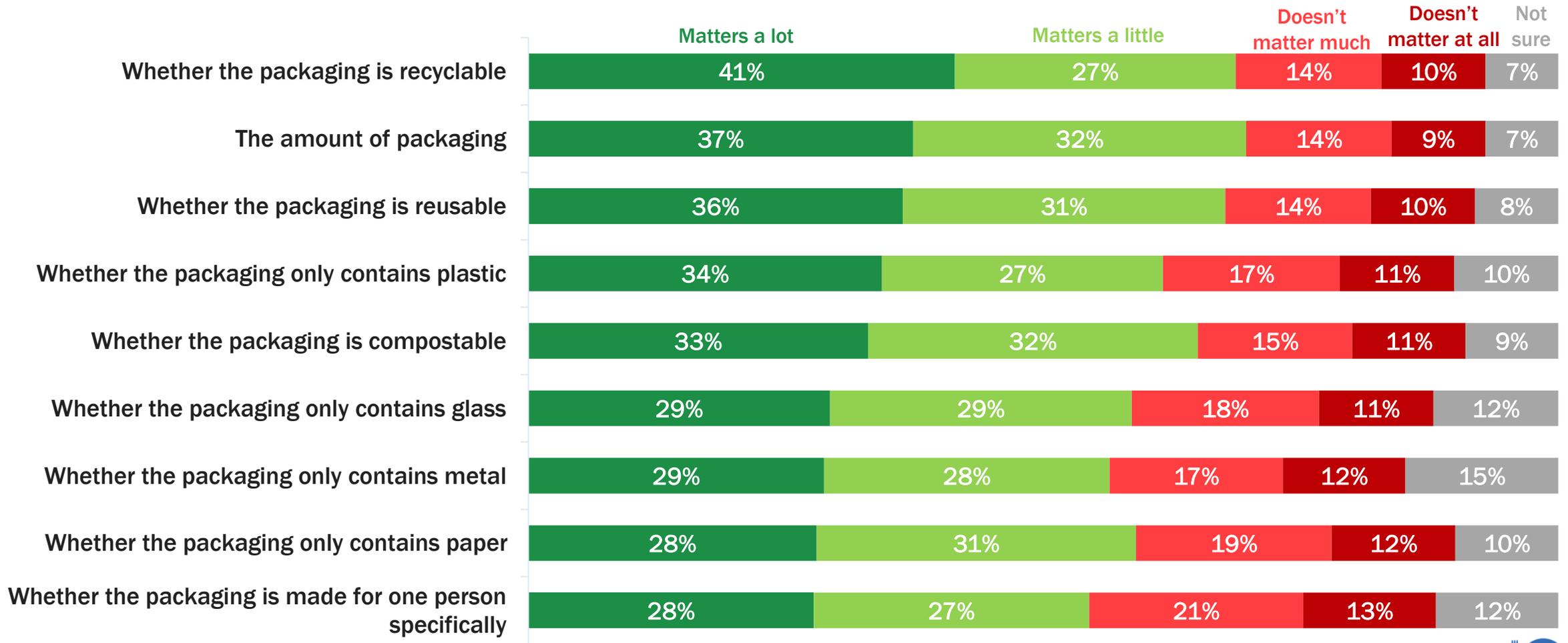
Efforts To Reduce Food Waste in the Following Settings



Q12. When choosing foods or beverages, do you try to reduce the amount of food waste in any of these settings? n=1,000

When it comes to food packaging, **recyclability**, **packaging amount**, and **reusability** are the most important to consumers when deciding whether a food is climate-friendly

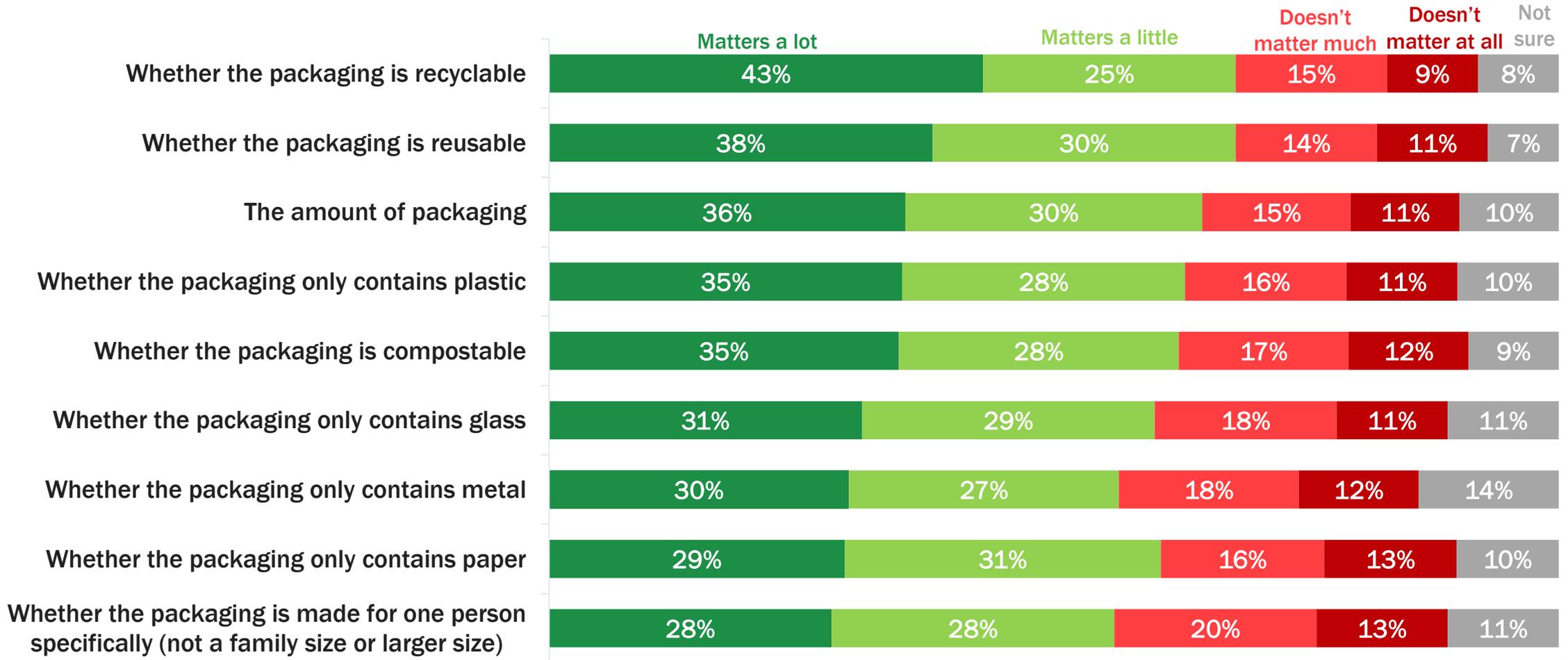
Extent to Which Packaging Attributes Matter When Deciding if Food Is Climate-Friendly



Q13. Consider the types of food packaging you might find in a grocery store or restaurant. To what extent do you think the type or amount of packaging matters when deciding whether a food is climate-friendly? n=1,000

Similarly, when it comes to beverage packaging, **recyclability**, **packaging amount**, and **reusability** are the most important to consumers when deciding whether a food is climate-friendly

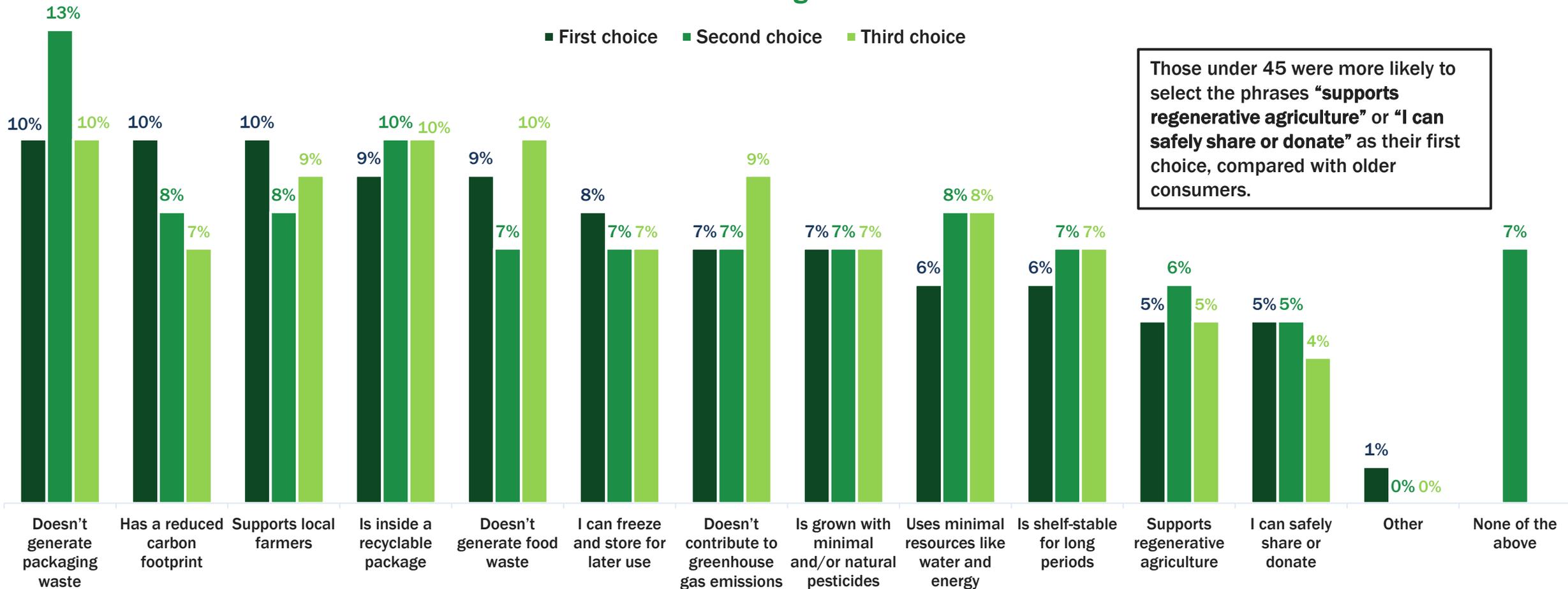
Extent to Which Packaging Attributes Matter When Deciding if Beverage is Climate-Friendly



Q14. Consider the types of beverage packaging you might find in a grocery store or restaurant. To what extent do you think the type or amount of packaging matters when deciding whether a beverage is climate-friendly? n=1,000

Consumers are mixed on what a "climate-friendly food or beverage" means, but not generating packing waste is most commonly ranked in the top two

Phrases that Best Describe a "Climate-Friendly Food or Beverage": Food or beverage that...



Those under 45 were more likely to select the phrases "supports regenerative agriculture" or "I can safely share or donate" as their first choice, compared with older consumers.

Q15. Having thought about the phrase during this survey "Climate-Friendly Food or Beverage," consider what it means to you. Rank order your top 3 that you believe best fit how you would describe this phrase. Food or beverage that... n=1,000

Appendix

Q1. In general, how concerned are you about climate change?

	Very concerned	Somewhat concerned	Not at all concerned	Don't know
Total	37%	38%	22%	2%
Men	38%	36%	25%	1%
Women	36%	41%	20%	3%
Less than \$40K	35%	41%	21%	3%
\$40K-\$79K	35%	39%	25%	1%
\$80K+	48% ↑	32%	20%	0%
White	39%	35%	23%	2%
African American	41%	41%	15%	4%
Hispanic/Latinx	31%	50%	17%	2%
Under 45	39%	42%	16% ↓	3%
45-64	33%	39%	26%	2%
65+	41%	29% ↓	31% ↑	0%
College	50% ↑	30% ↓	19%	1%
Non-college	31% ↓	42% ↑	24%	3%

Q2. How concerned are you about the following when it comes to foods and beverages and their impact on climate change?

% Very concerned

	How crops are grown	Where foods and beverages are sold	What foods/beverages are frequently consumed	What foods/beverages contribute to food waste	What foods/beverages contribute to packaging waste	How crops are grown	Where foods and beverages are sold	What foods/beverages are frequently consumed	What foods/beverages contribute to food waste	What foods/beverages contribute to packaging waste
Total	34%	22%	24%	30%	33%	34%	22%	24%	30%	33%
Men	34%	23%	26%	29%	31%	34%	23%	26%	29%	31%
Women	33%	21%	22%	31%	35%	33%	21%	22%	31%	35%
Less than \$40K	33%	21%	21%	29%	33%	33%	21%	21%	29%	33%
\$40K-\$79K	31%	19%	24%	29%	30%	31%	19%	24%	29%	30%
\$80K+	40%	30% ↑	32%	37%	38%	40%	30% ↑	32%	37%	38%
White	34%	22%	23%	31%	32%	34%	22%	23%	31%	32%
African American	41%	31%	36%	38%	41%	41%	31%	36%	38%	41%
Hispanic/Latinx	31%	18%	21%	24%	34%	31%	18%	21%	24%	34%
Under 45	37%	28% ↑	31% ↑	37% ↑	40% ↑	37%	28% ↑	31% ↑	37% ↑	40% ↑
45-64	35%	20%	19%	24% ↓	26% ↓	35%	20%	19%	24% ↓	26% ↓
65+	25% ↓	13% ↓	15% ↓	24%	28%	25% ↓	13% ↓	15% ↓	24%	28%
College	40% ↑	30% ↑	31% ↑	38% ↑	43% ↑	40% ↑	30% ↑	31% ↑	38% ↑	43% ↑
Non-college	31% ↓	18% ↓	20% ↓	26% ↓	28% ↓	31% ↓	18% ↓	20% ↓	26% ↓	28% ↓



Q3. [If 2 very or somewhat concerned for any] You mentioned that you were at least somewhat concerned about the impact of foods/beverages on climate change. Does this concern impact what food/beverages you purchase?

	Yes, always	Yes, sometimes	No, never
Total	25%	57%	19%
Men	29% ↑	51% ↓	20%
Women	20% ↓	63% ↑	17%
Less than \$40K	23%	61%	16%
\$40K-\$79K	19%	60%	21%
\$80K+	38% ↑	44% ↓	19%
White	23%	56%	21%
African American	39%	51%	11%
Hispanic/Latinx	19%	67%	13%
Under 45	33% ↑	53%	14% ↓
45-64	19%	60%	20%
65+	11% ↓	61%	28% ↑
College	35% ↑	48% ↓	16%
Non-college	19% ↓	62% ↑	20%

Q4. [If 3b] You mentioned that you sometimes adjust what foods/ beverages you purchase because of their impact on climate change. When would you be most likely to adjust your purchasing because of this? Select top two.

	When the cost of a climate-friendly product is lower	When the taste of a climate-friendly product is better	When the packaging of a desired food/beverage is minimal	When there is a label indicating that a product is climate-friendly	When a climate-friendly product is healthier	When a climate-friendly product is more convenient	When it's a product I've purchased before and like	When I am shopping with a friend/family member who encourages these types of purchases	None of the above
Total	30%	18%	25%	25%	30%	19%	22%	8%	6%
Men	26%	18%	28%	27%	31%	16%	19%	8%	5%
Women	32%	17%	23%	23%	29%	20%	24%	8%	6%
Less than \$40K	33%	14%	25%	25%	30%	16%	21%	8%	7%
\$40K-\$79K	30%	21%	24%	26%	31%	20%	22%	5%	4%
\$80K+	18%	20%	33%	24%	24%	20%	22%	14%	6%
White	31%	15%	27%	27%	24%	20%	25%	8%	5%
African American	41%	20%	19%	16%	31%	12%	19%	13%	5%
Hispanic/Latinx	16%	20%	26%	28%	37%	21%	16%	8%	7%
Under 45	34%	20%	23%	19%	33%	20%	20%	12%	2% ↓
45-64	26%	12%	23%	31%	24%	16%	23%	7%	10% ↑
65+	25%	20%	33%	28%	31%	19%	26%	2% ↓	7%
College	32%	20%	28%	26%	30%	21%	20%	8%	3%
Non-college	29%	17%	24%	24%	29%	17%	23%	8%	7%

Q5. Do you consider the climate-friendliness of any of these foods/beverages when deciding which foods or beverages to purchase? Select the response that best fits your shopping and/or eating habits.

% Yes, always

	Fruits and Vegetables	Dairy	Beef	Fruit or Vegetable Juices	Poultry	Single-serve plastic bottle beverages	Fish	Single-serve aluminum can beverages
Total	33%	31%	27%	26%	25%	25%	23%	22%
Men	31%	32%	29%	26%	26%	24%	25%	25%
Women	34%	29%	26%	26%	24%	25%	21%	20%
Less than \$40K	33%	31%	28%	24%	24%	25%	19%	23%
\$40K-\$79K	28%	28%	24%	23%	23%	23%	23%	17%
\$80K+	38%	37%	31%	35% ↑	33%	29%	32% ↑	30%
White	32%	32%	28%	24%	27%	25%	21%	24%
African American	39%	36%	36%	35%	26%	28%	40% ↑	22%
Hispanic/Latinx	30%	25%	22%	25%	22%	23%	16%	19%
Under 45	41% ↑	37% ↑	32% ↑	32% ↑	28%	30% ↑	29% ↑	24%
45-64	29%	27%	26%	24%	24%	21%	18%	21%
65+	21% ↓	24%	19% ↓	15% ↓	21%	20%	16% ↓	21%
College	34%	36%	27%	29%	32% ↑	28%	28% ↑	29% ↑
Non-college	32%	28%	27%	24%	22% ↓	23%	20% ↓	19% ↓

Q5. Do you consider the climate-friendliness of any of these foods/beverages when deciding which foods or beverages to purchase? Select the response that best fits your shopping and/or eating habits. % Yes, always

	Single-serve glass bottles	Pork	Nut-based drinks	Nuts and Legumes	Shellfish	Nut butters	Plant-based meat alternative products	Soy-based products	Soy-based drinks
Total	21%	20%	17%	16%	15%	13%	13%	10%	10%
Men	22%	20%	16%	18%	17%	15%	15%	12%	12%
Women	20%	19%	17%	14%	14%	12%	10%	8%	7%
Less than \$40K	19%	19%	13%	14%	11% ↓	10%	10%	7% ↓	6% ↓
\$40K-\$79K	18%	19%	13%	12%	12%	11%	11%	7%	7%
\$80K+	28%	25%	30% ↑	27% ↑	29% ↑	25% ↑	23% ↑	22% ↑	22% ↑
White	22%	18%	17%	18%	16%	15%	14%	10%	10%
African American	21%	30%	18%	16%	24%	11%	14%	9%	9%
Hispanic/Latinx	19%	16%	15%	9%	10%	13%	6%	9%	10%
Under 45	25% ↑	25% ↑	22% ↑	19%	19%	17% ↑	17% ↑	16% ↑	13% ↑
45-64	16%	16%	14%	14%	12%	11%	11%	6% ↓	8%
65+	18%	13%	10% ↓	13%	13%	9%	5% ↓	4% ↓	6%
College	27% ↑	21%	23% ↑	23% ↑	22% ↑	19% ↑	19% ↑	17% ↑	15% ↑
Non-college	18% ↓	19%	13% ↓	13% ↓	12% ↓	11% ↓	9% ↓	6% ↓	7% ↓

Q6. Over the past year, have you read or heard anything in the news or social media about the impact of food/ beverages on climate change?

	Yes, I have heard or read a lot about it	Yes, I have heard or read a little about it	No, I have not heard or read about it
Total	19%	34%	47%
Men	24% ↑	33%	43%
Women	14% ↓	35%	51%
Less than \$40K	14% ↓	34%	51%
\$40K-\$79K	16%	36%	48%
\$80K+	33% ↑	33%	34% ↓
White	18%	33%	49%
African American	22%	37%	41%
Hispanic/Latinx	17%	36%	48%
Under 45	28% ↑	35%	37% ↓
45-64	12% ↓	31%	57% ↑
65+	8% ↓	38%	55%
College	30% ↑	40% ↑	30% ↓
Non-college	13% ↓	31% ↓	56% ↑

Q7. [If 6 a or b] When thinking about what you read or heard when it comes to food/beverages and climate change, what issues did you read or hear about? Select all that apply.

	How crops (food and beverage ingredients) are grown	Where foods and beverages are sold	What foods/beverages are consumed the most	What foods or beverages contribute to food waste	What foods or beverages contribute to packaging waste	How food-producing animals are managed on ranches/farms (cows, pigs, chickens, etc.)	Other
Total	46%	27%	34%	43%	52%	53%	3%
Men	53% ↑	30%	36%	44%	54%	56%	2%
Women	39% ↓	25%	32%	42%	50%	50%	4%
Less than \$40K	44%	26%	26% ↓	38%	57%	52%	2%
\$40K-\$79K	42%	25%	33%	37%	47%	50%	3%
\$80K+	53%	30%	48% ↑	55% ↑	51%	57%	2%
White	48%	24%	34%	44%	58%	57%	3%
African American	43%	31%	32%	41%	38%	44%	4%
Hispanic/Latinx	39%	33%	36%	36%	49%	47%	2%
Under 45	47%	36% ↑	42% ↑	45%	54%	48%	2%
45-64	45%	20%	29%	40%	48%	57%	6% ↑
65+	47%	12% ↓	16% ↓	41%	54%	62%	1%
College	49%	29%	38%	47%	53%	56%	3%
Non-college	44%	26%	31%	40%	52%	51%	3%

Q8. [If 6 a or b] You mentioned that you have read or heard about the impact of food/beverages on climate change.
% Wholeheartedly agree

	I would like more information on this topic	This information was clear and easy to understand	This information taught me something I didn't already know	I changed my food/beverage purchase or consumption habits as a result
Total	36%	34%	28%	20%
Men	40%	35%	28%	22%
Women	31%	33%	27%	17%
Less than \$40K	34%	34%	26%	16%
\$40K-\$79K	32%	29%	23%	15%
\$80K+	46%	43%	37%	32% ↑
White	37%	33%	30%	21%
African American	40%	35%	27%	27%
Hispanic/Latinx	39%	39%	25%	17%
Under 45	41%	43% ↑	32%	25% ↑
45-64	31%	27%	23%	15%
65+	30%	19% ↓	20%	9% ↓
College	39%	39%	33%	22%
Non-college	34%	30%	23%	18%

Q9. Imagine you are grocery shopping (in a store or online) looking for climate-friendly food and beverage options. To what extent do you think each of these label statements below indicates a product's climate friendliness?

% Very meaningful

	Recyclable packaging	Reusable packaging	Earth-friendly	Natural	Locally produced	Compostable Packaging	Organic	Non-GMO
Total	45%	41%	39%	39%	37%	36%	31%	31%
Men	45%	40%	39%	39%	35%	36%	31%	31%
Women	44%	42%	38%	38%	38%	36%	31%	31%
Less than \$40K	45%	39%	39%	40%	36%	35%	29%	30%
\$40K-\$79K	43%	38%	38%	35%	34%	36%	29%	29%
\$80K+	50%	56% ↑	43%	45%	44%	40%	40%	37%
White	45%	41%	39%	35%	41%	37%	29%	29%
African American	43%	34%	40%	50%	31%	32%	34%	32%
Hispanic/Latinx	50%	48%	43%	45%	28%	36%	33%	41%
Under 45	48%	45%	44% ↑	45% ↑	36%	40%	37% ↑	39% ↑
45-64	42%	39%	37%	35%	38%	32%	27%	27%
65+	41%	36%	31%	31%	36%	33%	23%	22% ↓
College	49%	46%	41%	41%	39%	42% ↑	38% ↑	36%
Non-college	43%	38%	38%	38%	35%	33% ↓	27% ↓	29%

Q9. Imagine you are grocery shopping (in a store or online) looking for climate-friendly food and beverage options. To what extent do you think each of these label statements below indicates a product's climate friendliness?

% Very meaningful

	Minimally processed	Soil-friendly	Unprocessed	Fair trade	Plant-based	Regenerative agriculture	Contains bioengineered ingredients	Meat-free
Total	30%	30%	29%	25%	25%	25%	21%	21%
Men	31%	32%	31%	25%	28%	28%	25%	24%
Women	28%	27%	28%	26%	22%	23%	17%	19%
Less than \$40K	29%	29%	29%	25%	23%	22%	20%	17%
\$40K-\$79K	26%	26%	26%	23%	22%	23%	16%	21%
\$80K+	38%	38%	36%	31%	36% ↑	39% ↑	30% ↑	33% ↑
White	27%	31%	26%	24%	23%	25%	21%	20%
African American	33%	30%	29%	31%	26%	27%	27%	23%
Hispanic/Latinx	37%	29%	38%	26%	33%	26%	20%	26%
Under 45	37% ↑	36% ↑	35% ↑	29% ↑	32% ↑	32% ↑	27% ↑	29% ↑
45-64	25%	26%	26%	21%	20%	22%	17%	16%
65+	21% ↓	21% ↓	22%	22%	18%	17% ↓	15% ↓	13% ↓
College	34%	33%	32%	33% ↑	31% ↑	33% ↑	29% ↑	27% ↑
Non-college	27%	28%	28%	21% ↓	22% ↓	22% ↓	17% ↓	18% ↓

Q10. Imagine you are grocery shopping (in a store or online) and you are viewing label statements. How do you think the cost of the food or beverages is affected with each of these label statements?

% A lot higher in cost

	Recyclable packaging	Reusable packaging	Earth-friendly	Natural	Locally produced	Compostable Packaging	Organic	Non-GMO
Total	23%	25%	30%	33%	23%	24%	53%	29%
Men	23%	24%	27%	33%	21%	22%	49%	32%
Women	23%	25%	32%	34%	25%	26%	57%	27%
Less than \$40K	21%	24%	28%	33%	20%	22%	53%	29%
\$40K-\$79K	23%	26%	32%	36%	25%	27%	57%	27%
\$80K+	28%	27%	29%	30%	25%	28%	49%	32%
White	24%	26%	31%	34%	23%	25%	56%	29%
African American	21%	25%	31%	25%	21%	22%	45%	24%
Hispanic/Latinx	22%	22%	23%	34%	21%	21%	49%	31%
Under 45	24%	26%	28%	32%	23%	26%	45% ↓	31%
45-64	23%	24%	31%	36%	25%	24%	58%	31%
65+	21%	22%	31%	31%	17%	20%	65% ↑	23%
College	26%	24%	32%	34%	24%	27%	53%	33%
Non-college	21%	25%	29%	33%	22%	23%	53%	28%

Q10. Imagine you are grocery shopping (in a store or online) and you are viewing label statements. How do you think the cost of the food or beverages is affected with each of these label statements?

% A lot higher in cost

	Minimally processed	Soil-friendly	Unprocessed	Fair trade	Plant-based	Regenerative agriculture	Contains bioengineered ingredients	Meat-free
Total	20%	26%	23%	24%	34%	24%	24%	27%
Men	20%	26%	20%	21%	32%	22%	26%	27%
Women	21%	26%	26%	25%	37%	25%	22%	27%
Less than \$40K	16% ↓	27%	21%	20%	35%	23%	23%	27%
\$40K-\$79K	23%	25%	25%	26%	35%	24%	25%	31%
\$80K+	27%	27%	23%	27%	33%	26%	27%	25%
White	20%	25%	24%	24%	36%	23%	24%	29%
African American	19%	27%	20%	21%	35%	30%	29%	27%
Hispanic/Latinx	20%	30%	20%	23%	30%	21%	25%	20%
Under 45	21%	26%	24%	22%	33%	24%	25%	25%
45-64	22%	27%	23%	26%	35%	25%	24%	28%
65+	17%	26%	20%	22%	35%	21%	23%	29%
College	24%	29%	25%	29% ↑	36%	27%	28%	29%
Non-college	18%	25%	22%	21% ↓	33%	22%	22%	26%

Q11. Imagine that you wanted to learn more about choosing foods and beverages that are part of a climate-friendly diet. Where would you seek out additional information? Select top two.

	The list of ingredients	Labels on the front of a food package	News, health, or environmental-focused websites	Doctor, nutritionist, or healthcare provider	Government agencies (e.g. USDA, CDC)	Local or national public health organizations
Total	22%	22%	19%	17%	16%	14%
Men	23%	20%	17%	17%	16%	15%
Women	22%	24%	20%	17%	17%	13%
Less than \$40K	22%	21%	17%	19%	17%	14%
\$40K-\$79K	28%	22%	20%	16%	15%	13%
\$80K+	16%	22%	23%	18%	18%	18%
White	23%	21%	20%	17%	17%	12%
African American	18%	24%	13%	16%	21%	13%
Hispanic/Latinx	21%	25%	17%	20%	17%	20%
Under 45	21%	19%	17%	21% ↑	13% ↓	15%
45-64	24%	26%	18%	14%	18%	13%
65+	22%	20%	24%	13%	23% ↑	13%
College	22%	21%	22%	21%	16%	17%
Non-college	23%	22%	17%	16%	16%	13%

Q11. Imagine that you wanted to learn more about choosing foods and beverages that are part of a climate-friendly diet. Where would you seek out additional information? Select top two.

	Environmental or ecosystem preservation organizations (e.g. WWF, Rainforest Alliance)	Family and friends	Nutrition blogger/social media influencer	Fitness expert/trainers	Other	Don't know
Total	14%	13%	8%	6%	2%	16%
Men	13%	14%	9%	7%	3%	17%
Women	14%	13%	7%	4%	2%	15%
Less than \$40K	12%	14%	6%	4%	3%	16%
\$40K-\$79K	13%	12%	7%	7%	2%	16%
\$80K+	20%	13%	12%	8%	2%	10%
White	17% ↑	12%	8%	4%	1%	18%
African American	9%	19%	12%	7%	2%	15%
Hispanic/Latinx	7%	16%	6%	10%	3%	10%
Under 45	16%	17% ↑	12% ↑	9% ↑	2%	12% ↓
45-64	9% ↓	10%	5%	3%	3%	20%
65+	17%	10%	2% ↓	1% ↓	1%	19%
College	20% ↑	12%	9%	8%	2%	9% ↓
Non-college	11% ↓	14%	7%	5%	3%	19% ↑

Q12. When choosing foods or beverages, do you try to reduce the amount of food waste in any of these settings?

% Yes, always

	While eating or drinking at home	When dining out at restaurants, cafeterias, etc.	When ordering groceries online	When grocery shopping in person	When ordering prepared food to be delivered or for carry-out (takeout)
Total	44%	30%	27%	37%	29%
Men	44%	31%	28%	36%	29%
Women	43%	29%	26%	39%	28%
Less than \$40K	44%	30%	24%	40%	27%
\$40K–\$79K	40%	25%	23%	31%	25%
\$80K+	48%	37%	39% ↑	39%	40% ↑
White	42%	28%	25%	36%	27%
African American	43%	34%	36%	42%	36%
Hispanic/Latinx	44%	31%	29%	39%	31%
Under 45	42%	33%	34% ↑	38%	34% ↑
45–64	43%	26%	23%	36%	25%
65+	49%	29%	18% ↓	39%	24%
College	47%	32%	33% ↑	41%	34%
Non-college	42%	29%	24% ↓	35%	26%

Q13. Consider the types of food packaging you might find in a grocery store or restaurant. To what extent do you think the type or amount of packaging matters when deciding whether a food is climate-friendly?

% Matters a lot

	Whether the packaging is recyclable	The amount of packaging	Whether the packaging is reusable	Whether the packaging only contains plastic	Whether the packaging is compostable	Whether the packaging only contains glass	Whether the packaging only contains metal	Whether the packaging only contains paper	Whether the packaging is for one person specifically
Total	41%	37%	36%	34%	33%	29%	29%	28%	28%
Men	40%	36%	35%	33%	31%	29%	30%	25%	27%
Women	42%	37%	37%	36%	34%	29%	28%	30%	28%
Less than \$40K	42%	39%	37%	31%	32%	26%	27%	27%	26%
\$40K-\$79K	36%	31%	31%	35%	30%	28%	26%	25%	25%
\$80K+	48%	41%	43%	44%	39%	37%	39% ↑	34%	37% ↑
White	43%	37%	35%	35%	35%	30%	30%	28%	28%
African American	39%	38%	41%	37%	31%	35%	35%	34%	32%
Hispanic/Latinx	35%	40%	37%	29%	27%	26%	25%	25%	25%
Under 45	39%	36%	36%	33%	32%	29%	28%	30%	29%
45-64	40%	34%	37%	36%	32%	30%	28%	27%	26%
65+	47%	43%	36%	34%	35%	26%	31%	26%	27%
College	47% ↑	40%	40%	40% ↑	38% ↑	33%	35% ↑	30%	33% ↑
Non-college	38% ↓	35%	34%	31% ↓	30% ↓	27%	26% ↓	27%	25% ↓



Q14. Consider the types of beverage packaging you might find in a grocery store or restaurant. To what extent do you think the type or amount of packaging matters when deciding whether a beverage is climate-friendly?

% Matters a lot

	Whether the packaging is recyclable	The amount of packaging	Whether the packaging is reusable	Whether the packaging only contains plastic	Whether the packaging is compostable	Whether the packaging only contains glass	Whether the packaging only contains metal	Whether the packaging only contains paper	Whether the packaging is for one person specifically
Total	43%	36%	38%	35%	35%	31%	30%	29%	28%
Men	44%	33%	36%	36%	34%	30%	30%	29%	27%
Women	43%	38%	40%	34%	36%	31%	29%	29%	29%
Less than \$40K	43%	35%	37%	32%	32%	31%	27%	27%	28%
\$40K-\$79K	40%	32%	38%	33%	34%	25%	28%	27%	24%
\$80K+	52%	42%	42%	45% ↑	43%	39%	40% ↑	38% ↑	36%
White	46%	38%	38%	36%	36%	31%	30%	29%	29%
African American	42%	40%	43%	40%	37%	43%	41%	37%	38%
Hispanic/Latinx	40%	26%	33%	31%	31%	23%	26%	26%	21%
Under 45	41%	34%	37%	37%	35%	31%	32%	30%	29%
45-64	43%	35%	37%	31%	32%	29%	27%	28%	25%
65+	49%	40%	40%	37%	41%	31%	29%	29%	31%
College	50% ↑	43% ↑	44% ↑	42% ↑	39%	34%	35%	32%	33%
Non-college	40% ↓	32% ↓	35% ↓	31% ↓	33%	29%	27%	28%	26%



Q15. Having thought about the phrase during this survey “Climate-Friendly Food or Beverage,” consider what it means to you. Rank order your top 3 that you believe best fit how you would describe this phrase. Food or beverage that...

% First choice

	Doesn't generate packaging waste	Has a reduced carbon footprint	Supports local farmers	Is inside a recyclable package	Doesn't generate food waste	I can freeze and store for later use	Doesn't contribute to greenhouse gas emissions
Total	10%	10%	10%	9%	9%	8%	7%
Men	9%	11%	9%	10%	9%	9%	7%
Women	12%	9%	11%	9%	10%	8%	7%
Less than \$40K	12%	9%	9%	10%	9%	9%	6%
\$40K-\$79K	9%	12%	11%	8%	12%	6%	8%
\$80K+	11%	7%	10%	8%	6%	10%	8%
White	9%	11%	11%	10%	9%	7%	8%
African American	8%	9%	6%	8%	9%	14%	3%
Hispanic/Latinx	15%	8%	9%	10%	10%	8%	7%
Under 45	11%	9%	8%	9%	10%	7%	6%
45-64	9%	10%	10%	11%	9%	9%	7%
65+	12%	11%	13%	9%	9%	10%	9%
College	10%	9%	9%	8%	11%	7%	9%
Non-college	11%	10%	10%	10%	8%	9%	6%

Q15. Having thought about the phrase during this survey “Climate-Friendly Food or Beverage,” consider what it means to you. Rank order your top 3 that you believe best fit how you would describe this phrase. Food or beverage that...

% First choice

	Is grown with minimal and/or natural pesticides	Uses minimal resources like energy and water	Is shelf-stable for long periods	Supports regenerative agriculture	I can safely share or donate	Other	Don't know
Total	7%	6%	6%	5%	5%	1%	7%
Men	7%	7%	5%	4%	6%	1%	8%
Women	6%	6%	6%	5%	4%	1%	6%
Less than \$40K	5%	6%	7%	4%	5%	1%	7%
\$40K-\$79K	10%	6%	6%	3%	4%	0%	6%
\$80K+	10%	7%	3%	7%	7%	1%	5%
White	7%	7%	4%	4%	4%	1%	7%
African American	10%	2%	12%	7%	5%	0%	8%
Hispanic/Latinx	3%	6%	6%	7%	7%	0%	4%
Under 45	7%	6%	5%	7% ↑	8% ↑	1%	6%
45-64	6%	6%	7%	4%	3%	2%	9%
65+	9%	8%	4%	1% ↓	1% ↓	0%	4%
College	9%	9%	4%	5%	6%	1%	2% ↓
Non-college	6%	5%	6%	4%	4%	1%	9% ↑



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