

PUBLIC OPINION SURROUNDING PLASTIC
CONSUMPTION AND WASTE MANAGEMENT
OF CONSUMER PACKAGING

A REPORT TO WORLD WILDLIFE FUND | 2022 UPDATE



**PUBLIC OPINION SURROUNDING
PLASTIC CONSUMPTION AND
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CONSUMER PACKAGING**

2022 UPDATE

WWF

WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

Corona Insights

Corona Insights, a Denver-based research, evaluation, and consulting firm, designed the survey instrument, managed the execution of the survey, performed all analyses, and provided this report. Corona Insights would like to thank WWF for entrusting their research to us.

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CONTENTS

- Executive Summary2
 - Background2
 - Methodology2
 - Key Findings.....3
- Detailed Findings4
 - Plastic Waste in Context4
 - Attitudes Toward Plastics & Plastic Waste7
 - Attitudes About Personal Use & Disposal of Plastics ..9
 - Plastic Use & Recycling Behavior11
 - Responsible Parties & Support for Regulation19
 - Messaging22
- Appendix27
 - Deliverables.....28
 - Definition of Terms29
 - Methods30
 - Demographics31



I have always been totally frustrated by the fact that, though I recycle virtually **EVERYTHING**, I suspect that all of my efforts are in vain...

- Survey Respondent

EXECUTIVE SUMMARY

BACKGROUND

World Wildlife Fund (WWF) has made it a priority to combat plastic waste. To inform this work, WWF retained Corona Insights in 2020 and 2022 to develop and implement research to understand the public's awareness, attitudes, and behaviors around usage and recycling of plastics in the United States. Of particular interest were public views on plastic as a material, especially for consumer-packaged goods. The research also explored support for possible solutions to plastic waste as well as perceptions of the responsibilities of different entities.

The 2022 research also measured changes since the 2020 study. Question wording and survey methodology were held constant to allow accurate comparisons over time.

Though the results of this research can be used to inform messaging and campaigns directed toward the general public, this report was created to primarily inform WWF's efforts to craft legislation around producer responsibility for plastic waste management by providing a rigorous assessment of the current state of public awareness, opinion, and actions.

METHODOLOGY

Careful consideration was given to the design and sampling plan for this research to ensure the results would be representative of the overall U.S. adult population.

The questionnaire design was informed by a literature review (provided in a separate document in 2020). The survey sample, as in 2020, was a probability-based sample from NORC's AmeriSpeak® panel. The survey was fielded online between April 27 and May 10, 2022. In total, 1,028 survey responses were included in this analysis.

Additional detail can be found in the [Appendix](#).

The overall key findings are presented on the following page with additional analysis provided under the Detailed Findings section of this report.

KEY FINDINGS

01

More Americans now want congress to prioritize addressing pollution from plastic waste, compared to 2020.

23% of respondents chose addressing plastic waste pollution as a top-five issue that congress should address, up from 16% in 2020. Nearly one-third of Hispanic respondents chose addressing plastic waste pollution as a top-five issue. Democratic-leaning respondents tended to choose this issue more than Republican-leaning respondents.

02

An overwhelming majority of Americans believe that most of the country's plastic waste does not get recycled.

Over 75% of respondents believe that none or only a small portion of the plastic waste generated in the U.S. actually gets recycled.

Survey respondents thought their personal plastic waste was recycled at a greater rate than all the U.S. plastic waste generated. But a majority of respondents still believed that none or only a small portion of their personal plastic waste actually gets recycled.

03

Americans are willing to take actions to reduce their plastic waste, but many worry their efforts will have a minimal impact.

Across the board, a large majority of respondents expressed a willingness to reduce the amount of plastic waste they generate. Three-quarters of respondents expressed a desire to recycle more of their plastic waste. A large majority of respondents also indicated a preference for plastic products that can be reused (78%) and products with minimal plastic packaging (75%).

Though many Americans are willing to take actions to reduce their plastic waste, they also worry their efforts are in vain. Overall, more than 50% of respondents believe their actions will have no impact on the overall amount of plastic waste.

04

Compared to 2020, more Americans now believe that businesses that produce and sell plastic are the most responsible for reducing plastic waste.

More than 50% of survey respondents believe businesses that produce and sell plastic are most responsible for reducing plastic waste. Only 25% of respondents identified individuals who use plastic as most responsible for reducing plastic waste in 2022, a drop from 32% of respondents in 2020.

05

Nearly 50% of Americans have a positive impression of returnable container programs, and an additional 30% have a neutral impression.

A majority of respondents would be likely to try a returnable container program if it was offered at a store or restaurant they frequently visit. Respondents' likelihood of trying a returnable container program was strongly correlated with their overall impression of these programs – those with positive impressions of these programs would be more likely to try the program if it was offered.

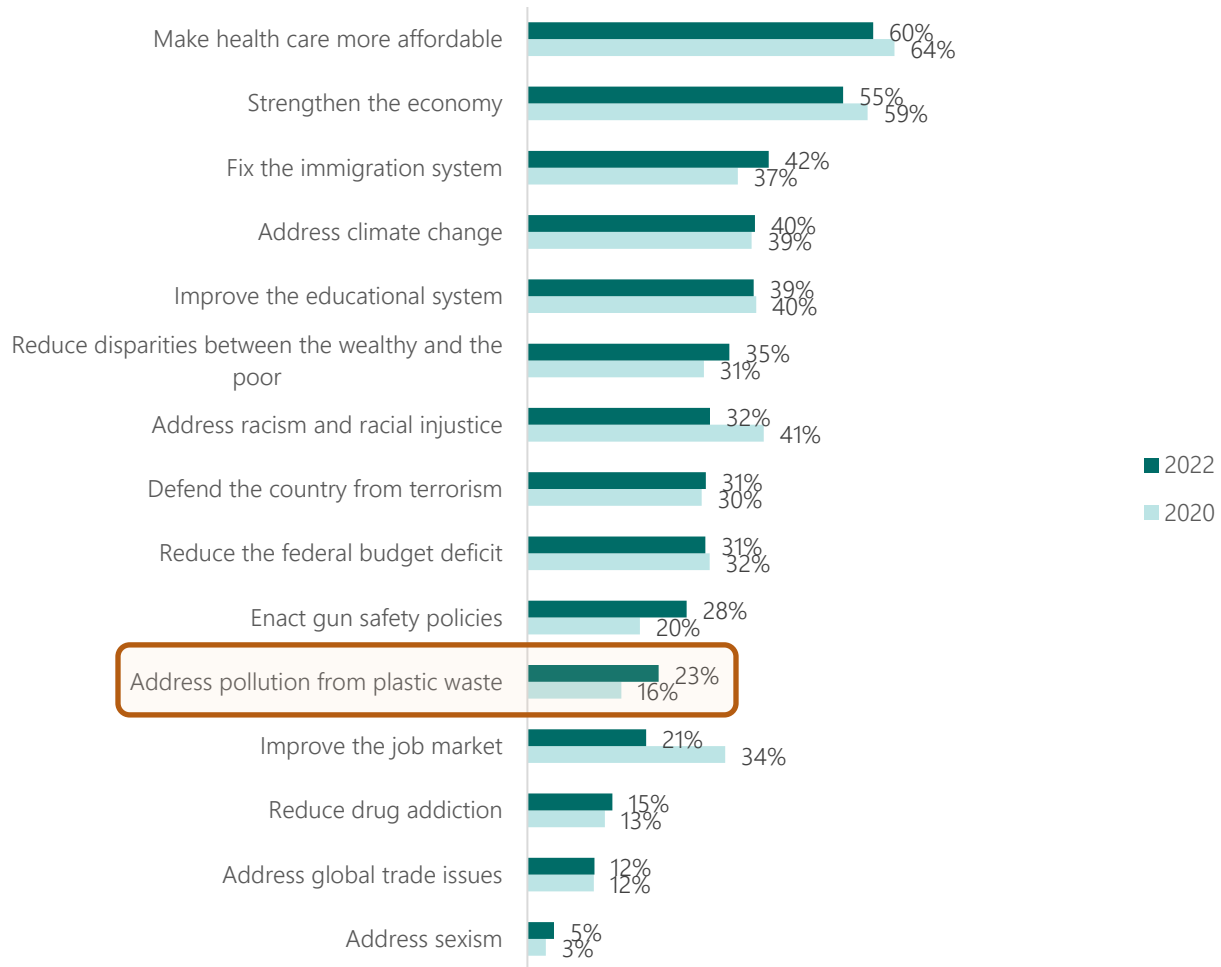
DETAILED FINDINGS

PLASTIC WASTE IN CONTEXT

To better understand how the issue of plastic waste pollution is viewed relative to other prominent national issues, survey respondents were asked to select up to five issues from a provided list of 15 issues that they believe the United States Congress should prioritize over the next two years. In 2022, 23% of respondents chose addressing plastic waste pollution as an issue that congress should prioritize, up from just 16% in 2020. Despite this rise, respondents continue to believe that congress should prioritize

other national issues over reducing plastic waste pollution. One such issue that is viewed as a greater priority than plastic waste pollution is addressing climate change. Two in every five respondents believe that congress should prioritize addressing climate change over the next two years, which suggests that linking plastic waste pollution to the overall issue of climate change may increase the perceived importance of reducing plastic waste among Americans.

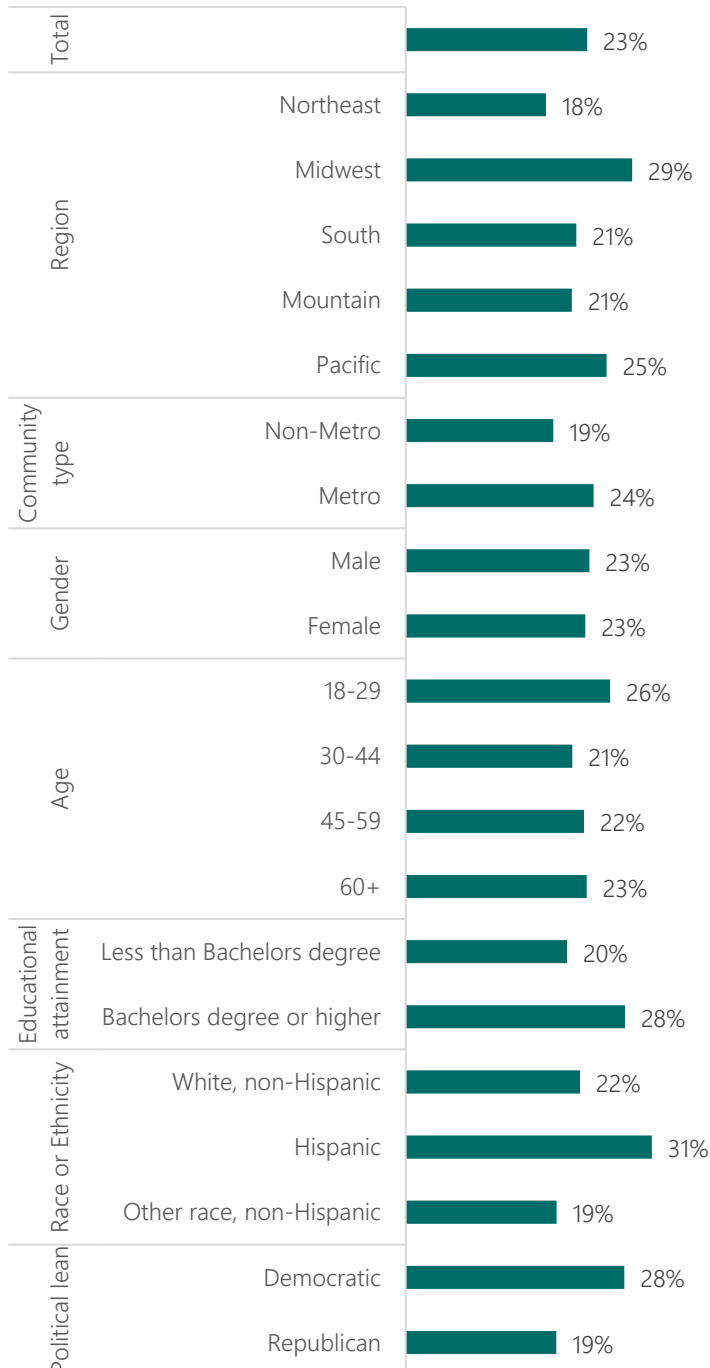
Percentage of Respondents Identifying Each Issue as a "Top 5" Priority for Congress in the Next Two Years



While only 23% percent of respondents identified plastic waste pollution as a top priority, some demographic groups were more likely to select plastic pollution as a priority than others. Hispanics were statistically more likely to select addressing plastic waste pollution as a “top 5” priority than non-Hispanics. There were also notable gaps in the selection of plastic pollution as a top priority based on

educational attainment and partisanship. Respondents with a college degree were more likely to identify plastic waste pollution as a priority than others. Meanwhile, 28% of Democratic-leaning respondents selected plastic waste pollution as a top priority compared to 19% of Republican-leaning respondents.

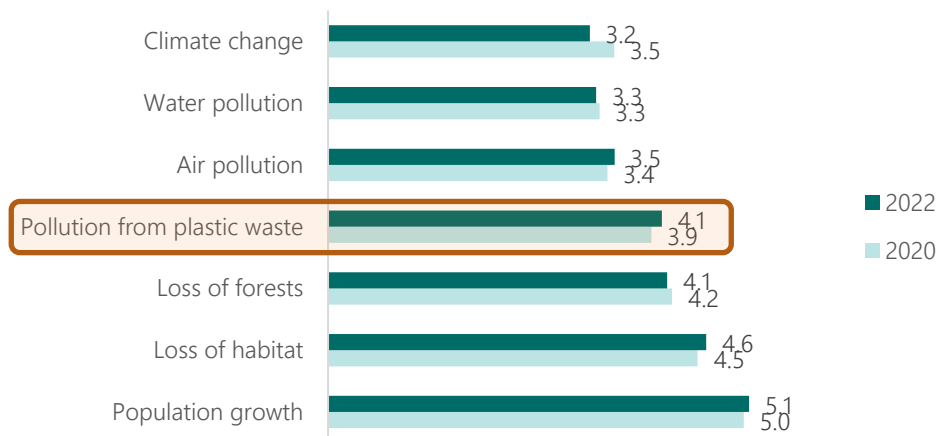
Addressing Pollution from Plastic Waste as a Top 5 Priority for Congress in the Next Two Years



When asked to rank the environmental challenges the country faces from 1 (biggest problem) to 7 (smallest problem), survey respondents placed pollution from plastic waste in the middle of the pack. Since the 2020 survey, the relative ranking of pollution from plastic waste as an environmental problem has not changed. Respondents continue to rank climate

change, water pollution, and air pollution as bigger problems than pollution from plastic waste. Issues such as loss of habitat and population growth were still seen as smaller environmental problems, while the average ranking of the issue of deforestation is now equal to the average ranking for pollution from plastic waste.

Average Ranking of Environmental Challenges (1=biggest problem to 7=smallest problem)

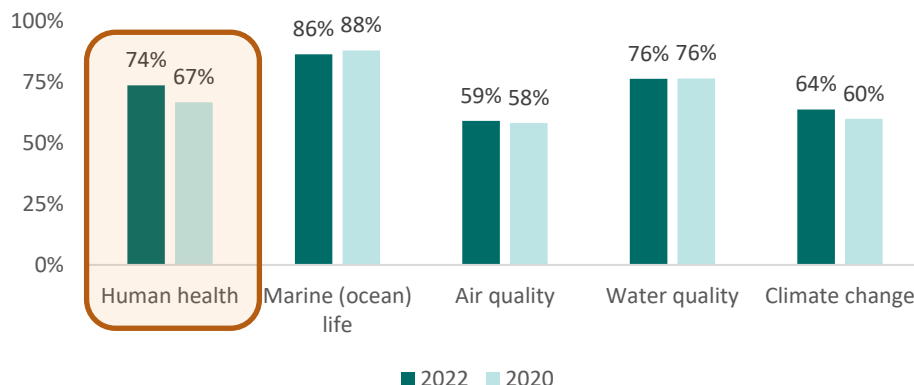


When it comes to considering the negative impacts of plastic waste, respondents were most concerned about plastic waste’s impact on marine life (86%) and water quality (76%). Nearly three-quarters of respondents also expressed moderate or significant concern over plastic waste’s impact on human health, an increase from 67% of respondents in 2020. This growing concern for plastic’s negative impact on human health coincides with increased media coverage on microplastics and their effects on human health over the past few years.

negative impact on the environment and human health, large gaps in concern exist by gender and political affiliation. For example, 72% of female respondents expressed concern over plastic’s impact on climate change, compared to 55% of male respondents. Similarly, 82% of Democratic-leaning respondents were concerned about plastic’s impact on climate change while only 44% of Republican-leaning respondents expressed similar concerns. Notable gaps in concern also exist for plastic waste’s impact on human health, air quality, and water quality – with women and Democratic-leaning respondents consistently expressing greater concern than others.

Though a large majority of respondents expressed moderate or significant concerns over plastic waste’s

Percentage of Respondents Concerned about Negative Impacts of Plastics



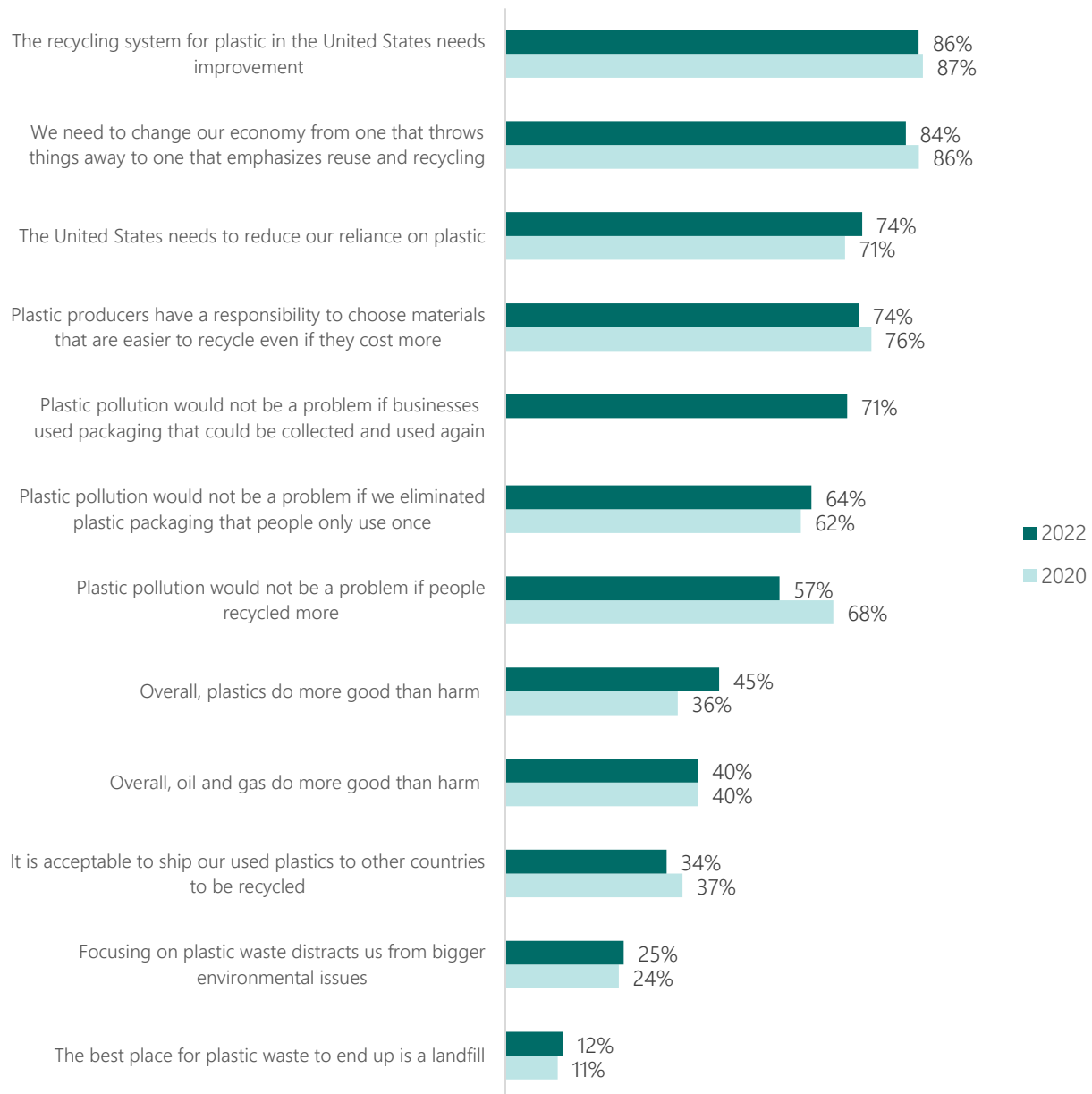
ATTITUDES TOWARD PLASTICS & PLASTIC WASTE

There is widespread agreement among Americans that when it comes to reducing the country’s plastic waste, there is a need for change. More than 80% of respondents agreed that the recycling system for plastic needs improvement (86%) and that our economy needs to embrace reusing and recycling plastics (84%). However, compared to 2020, fewer respondents believe that more recycling is the answer. In 2020, 68% of respondents agreed that plastic pollution would not be a problem if people recycled more. But in 2022, only 57% of respondents agreed with this statement – a decrease of eleven percentage-points over two years. Skeptical of

recycling’s *current* impact on plastic pollution, a large majority of respondents believe that the focus should be on reducing our reliance on plastic, eliminating single-use plastic packaging, and getting plastic producers to choose materials that are easier to recycle.

Despite a strong desire to reduce the country’s plastic waste, a fair share of Americans still see a value to plastics. The proportion of Americans who agree that plastics do more good than harm has increased by nine percentage-points since 2020, from 36% to 45% of respondents.

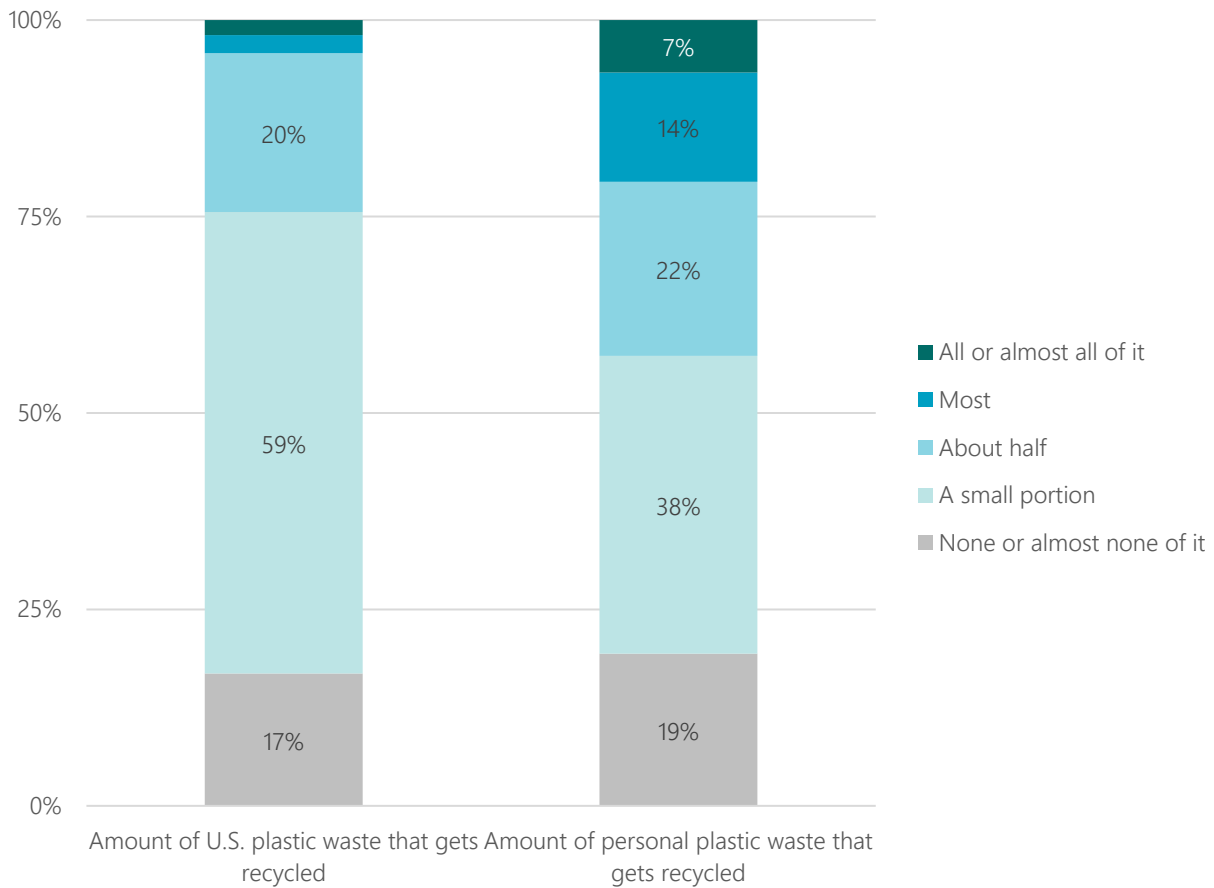
Agreement with Statements about Plastics and Plastic Waste



Over 75% of respondents believe that none or only a small portion of the plastic waste generated in the U.S. actually gets recycled. Less than 5% of respondents believe that most or all of the plastic waste generated in the U.S. ends up recycled. College-educated respondents were more likely than others to believe that none or only a small portion of the plastic waste generated in the U.S. gets recycled.

Survey respondents thought their personal plastic waste was recycled at a greater rate than all the U.S. plastic waste generated. For example, 21% of respondents thought most or all of their personal waste actually gets recycled, which is much higher than the 5% for the nation as a whole. Another 22% of respondents believed that about half of their personal waste gets recycled. But a majority of respondents still believed that none or only a small portion their personal plastic waste actually gets recycled.

How Much Plastic Waste is Actually Recycled?



ATTITUDES ABOUT PERSONAL USE & DISPOSAL OF PLASTICS

Across the board, Americans in 2022 expressed a willingness to reduce their personal plastic waste. More than three-quarters of respondents expressed a desire to recycle more of their plastic waste. A large majority of respondents also expressed a willingness to reduce the amount of plastic waste they generate. Over 75% of respondents indicated a preference for

plastic products that can be reused and products with minimal plastic packaging.

Additionally, more than two-thirds of respondents agreed that recycling their plastic waste (68%) and utilizing reusable containers instead of one-time use packaging (67%) is easy for them to do.

Agreement with Statements about Reducing Personal Plastic Waste

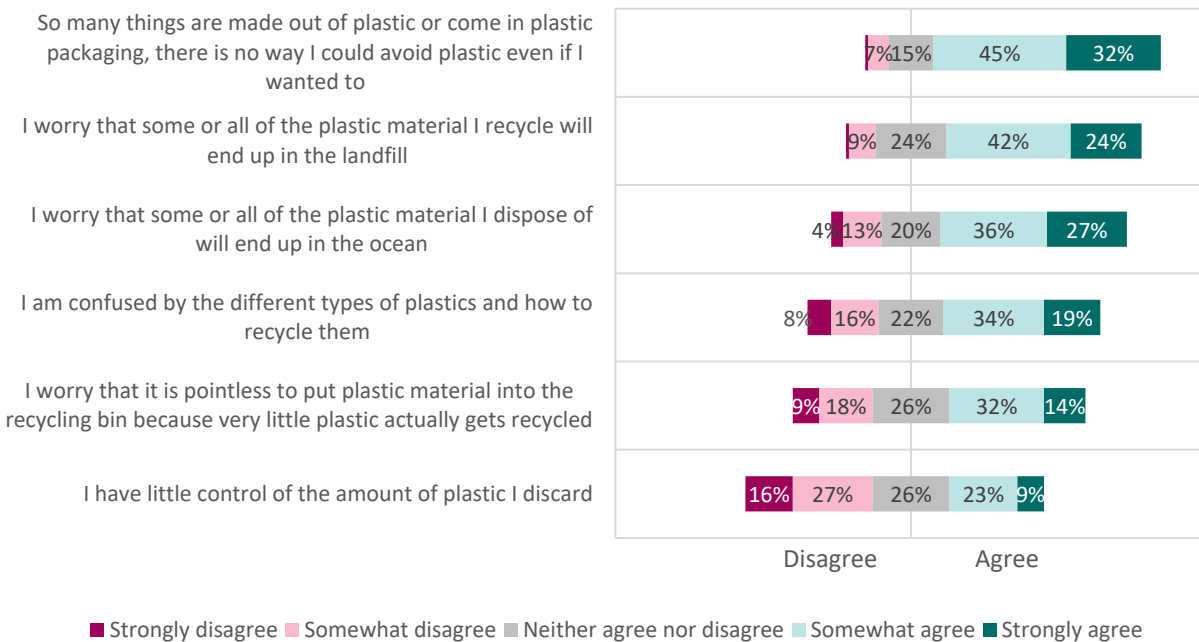


While many Americans are willing to take actions to reduce their plastic waste, they also worry their personal efforts are in vain. More than three-quarters of respondents believed that because plastic is ubiquitous, there is simply no way to avoid plastic. Despite a large majority of respondents expressing a desire to recycle more and agreeing that recycling their plastic waste is easy to do, more than half of respondents indicated that they are confused about how to recycle the many different types of plastics. Furthermore, nearly half of respondents (46%) agreed that it is pointless to recycle because little of their plastic waste actually gets recycled, compared to just 27% of respondents who disagreed. Instead, many

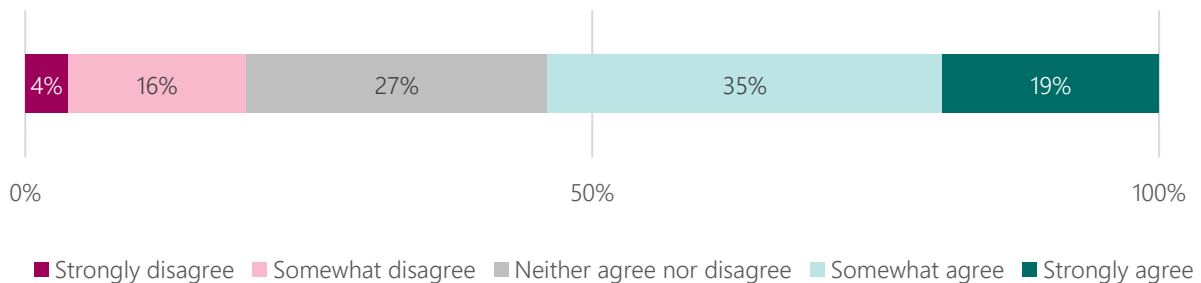
respondents believed that most of their recycled plastic waste ultimately ends up in the landfill (66%) or the ocean (63%). Though respondents generally have doubts about the efficacy of recycling, respondents were more split on whether they believe that they have control over the amount of plastic they discard. Just over 30% of respondents agreed that *I have little control over the amount of plastic I discard* while 43% of respondents disagreed with this statement.

Overall, more than 50% of respondents believe their actions will have no impact on the overall amount of plastic waste.

Agreement with Statements about Personal Impact on Plastic Waste



I worry my actions will not make an impact on the overall amount of plastic waste

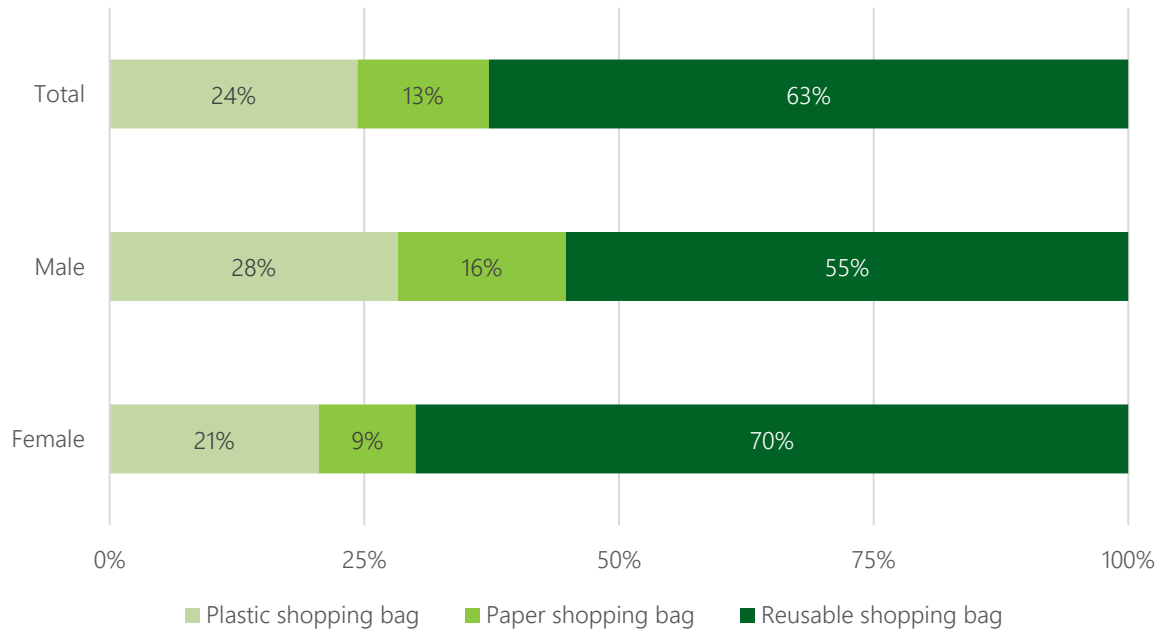


PLASTIC USE & RECYCLING BEHAVIOR

Nearly two-thirds of respondents reported that they prefer to use reusable shopping bags for regular shopping trips, such as for groceries. Plastic bags were the second most preferred shopping bag with roughly one-quarter of respondents indicating a preference for plastic bags, with only 13% of

respondents reporting a preference for paper shopping bags. Women were much more likely to prefer using reusable shopping bags while men were more likely to prefer plastic shopping bags. Overall, Americans' shopping bag preferences have changed very little since 2020.

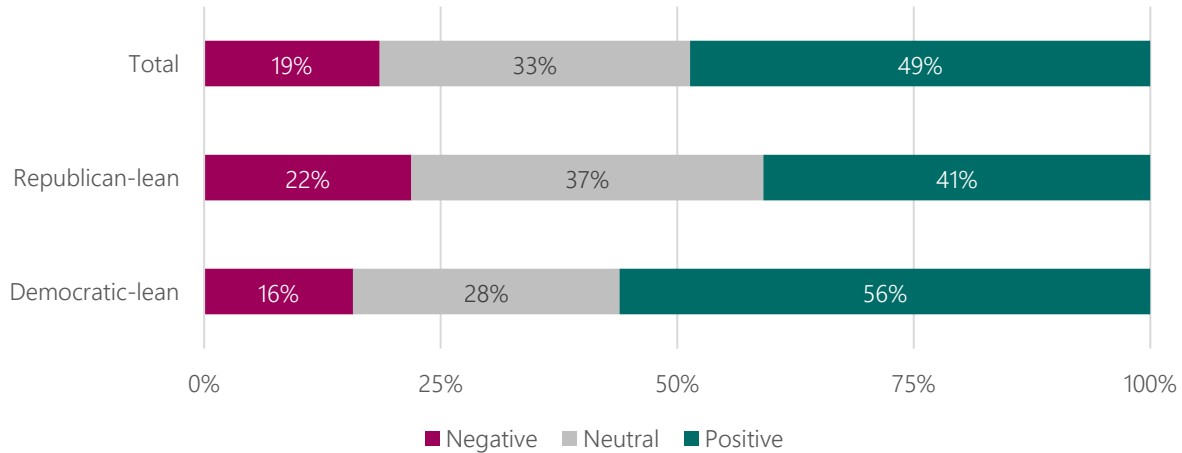
Preferred Shopping Bags for Groceries



In this year's survey, respondents were also asked for their impressions of the returnable container programs that an increasing number of businesses are offering. Nearly 50% of respondents held a positive impression of returnable container programs, with another 33% of respondents holding a neutral impression of these programs. Only about 1 in 5

respondents expressed negative sentiment toward these programs. Democratic-leaning respondents (56%) were more likely than Republican-leaning respondents (41%) to have a positive impression of these programs. Men were also more likely to have positive impressions of returnable container programs than women.

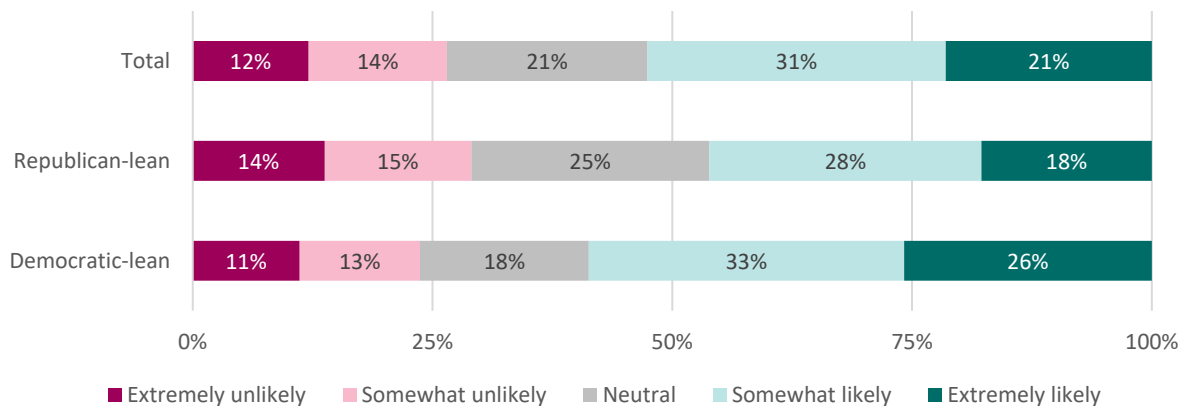
Impressions of Returnable Container Programs



A majority of respondents reported that they would be likely to try a returnable container if it was offered at a store or restaurant that they frequently visit. There were some partisan differences in the likelihood that respondents would try a returnable container program. Nearly 60% of Democratic-leaning respondents stated they were likely or extremely likely to try a returnable container program, compared to

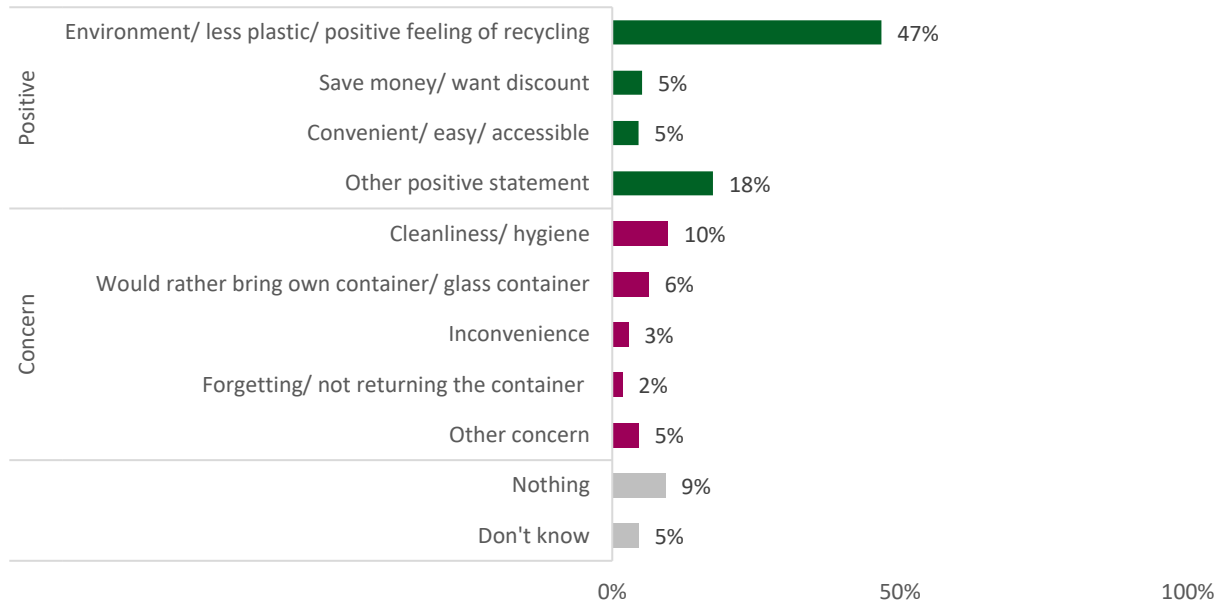
46% of Republican-leaning respondents. Overall, respondents' likelihood of trying a returnable container program was strongly correlated with their overall impression of these programs – those with positive impressions of these programs would be more likely to try the program if it was offered at a business they frequent.

How likely would you be to try a returnable container program?



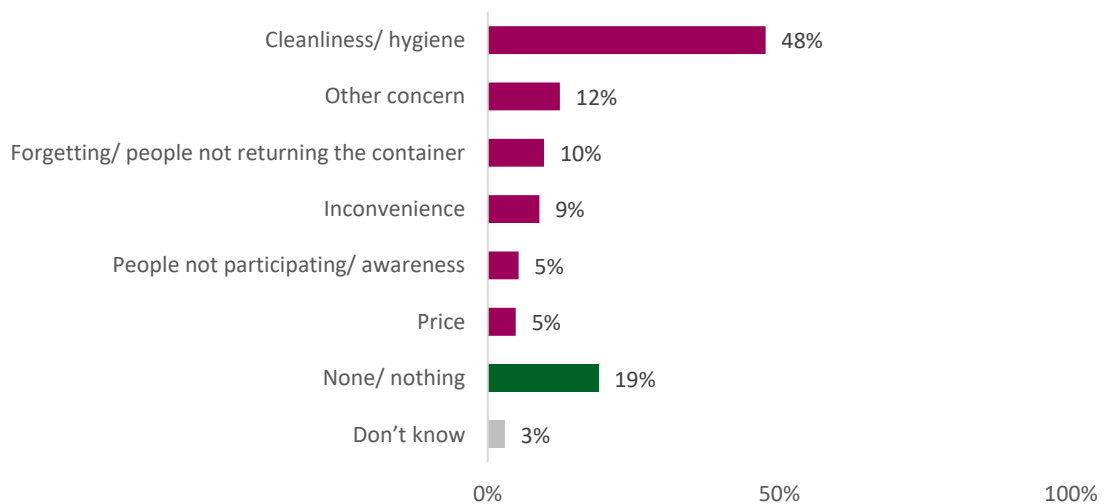
The most commonly mentioned positive attribute to a returnable container program was the environmental benefit, including using or needing less plastic and positive feelings about recycling. Saving money and convenience were mentioned as benefits by some respondents.

Opinions about returnable container program (Q14) (coded from open-ended responses)



Concerns about cleanliness and hygiene were clearly the most common negative attributes of a reusable container program.

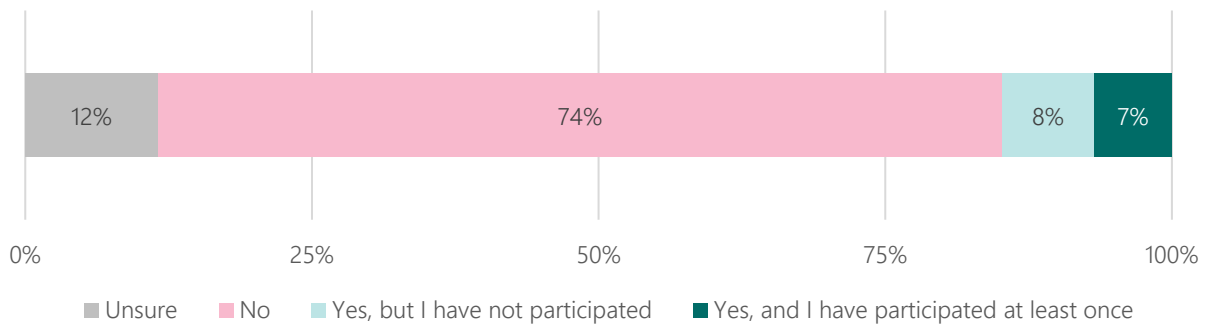
Concerns about returnable container program (Q15) (coded from open-ended responses)



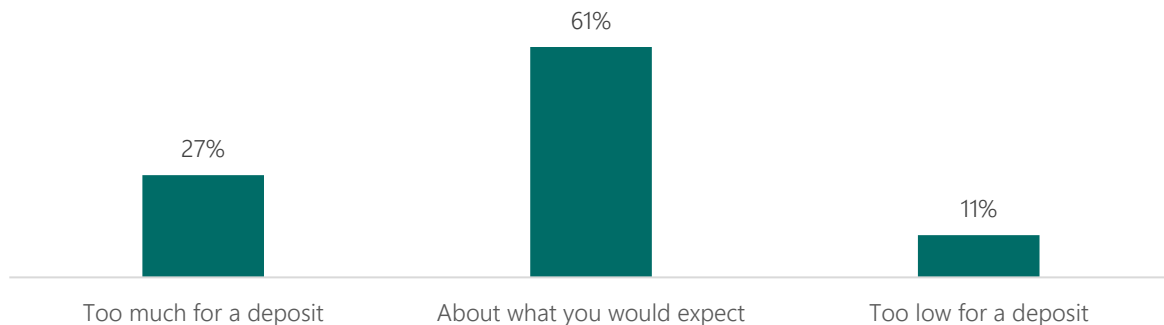
While a majority of respondents report that they would be like to try a returnable container program, few respondents currently have access to one of these programs. Nearly three-quarters of respondents stated that they do not currently have access to a returnable container program, with another 12% of respondents reporting that they are unsure whether such a program is offered at a business they frequent. A small minority of respondents (15%) reported that they currently have access to a returnable container program. However, more than half of the respondents that report having access to such a program have not yet participated themselves (8% of the overall sample). This aligns with findings from the previous page in which 52% respondents reported that they would be “somewhat likely” or “extremely likely” to try a returnable container program if it was offered at a store or restaurant they frequently visit.

One common component of returnable container programs is that participants pay a small deposit when they make their purchase which is then fully refunded when the container is returned. Respondents were asked whether a \$1 refundable deposit is too much, too low, or just right. A large majority of respondents thought that a \$1 refundable deposit for a returnable container program is about what they would expect. However, over 25% of respondents thought that \$1 was too much, while another 11% thought \$1 was too low. Democratic-leaning respondents (67%) were more likely to think that \$1 was the appropriate amount for a deposit than Republican-leaning respondents (55%). Though a majority of Republican-leaning respondents thought \$1 was an appropriate amount, Republican leaners were more likely than Democratic leaners to believe that \$1 was too much for a deposit. Somewhat surprisingly, opinions toward the \$1 deposit were similar across all household income levels.

Do you currently have access to a returnable container program at any of the places you shop?



Percentage of Respondents who Believe that \$1 for a Deposit is...

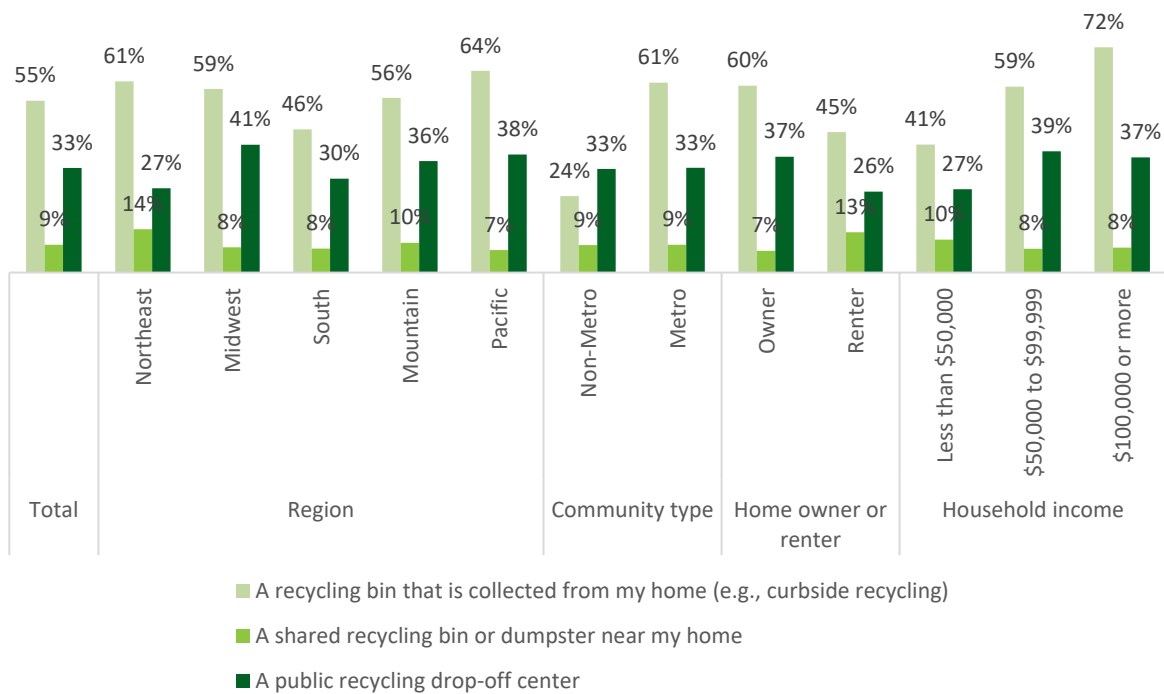


More than half of survey respondents said they have access to a recycling bin that is collected from their home (e.g., curbside recycling). Access to recycling collection services at one’s home does vary by region, with only 46% of respondents in the South stating that they have access to these services compared to 61% and 64% in the Northeast and Pacific regions, respectively. There are also large gaps in access to home recycling collection services based on where an individual lives and whether they are a homeowner or renter. Over 60% of respondents living in metro areas said they have a recycling bin that is collected from home compared to just 24% of respondents living in non-metro areas. Homeowners were also more likely

to have access to these services than renters. Disparities in access to home recycling also exist along socioeconomic lines, households with an income less than \$50,000 a year were less likely to have access to recycling collection services at one’s home than wealthier households. Meanwhile, households making \$100,000 or more had greater access to these services (72%) than households making less than \$100,000.

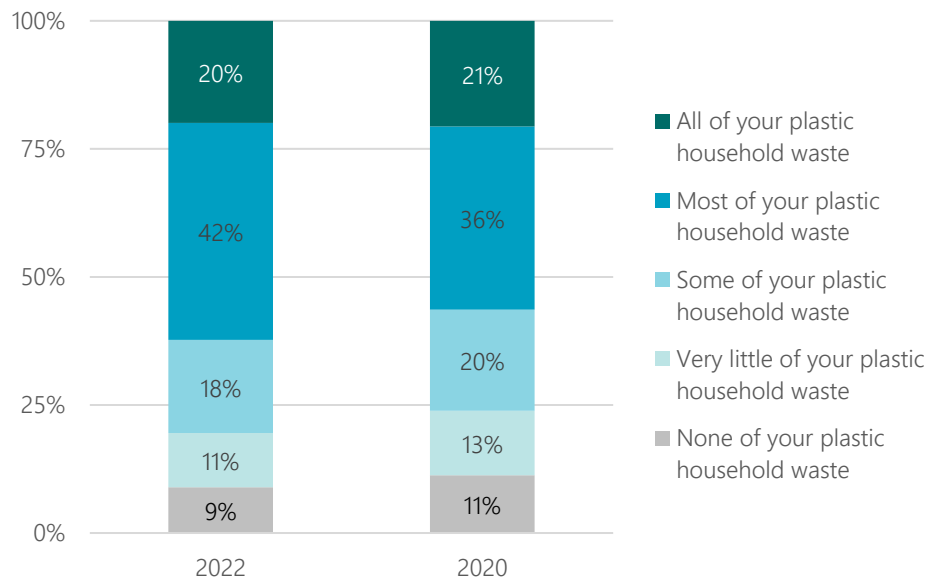
In addition to home collection services, a third of respondents said they have access to a public recycling drop-off center.

Access to Recycling



Over 60% of respondents in 2022 reported that they recycle most or all their household's plastic waste, a five percentage-point increase from 2020. However, one in five respondents still reported that they recycle very little or none of their household's plastic waste.

How Much of Your Plastic Household Waste Do You Currently Recycle?

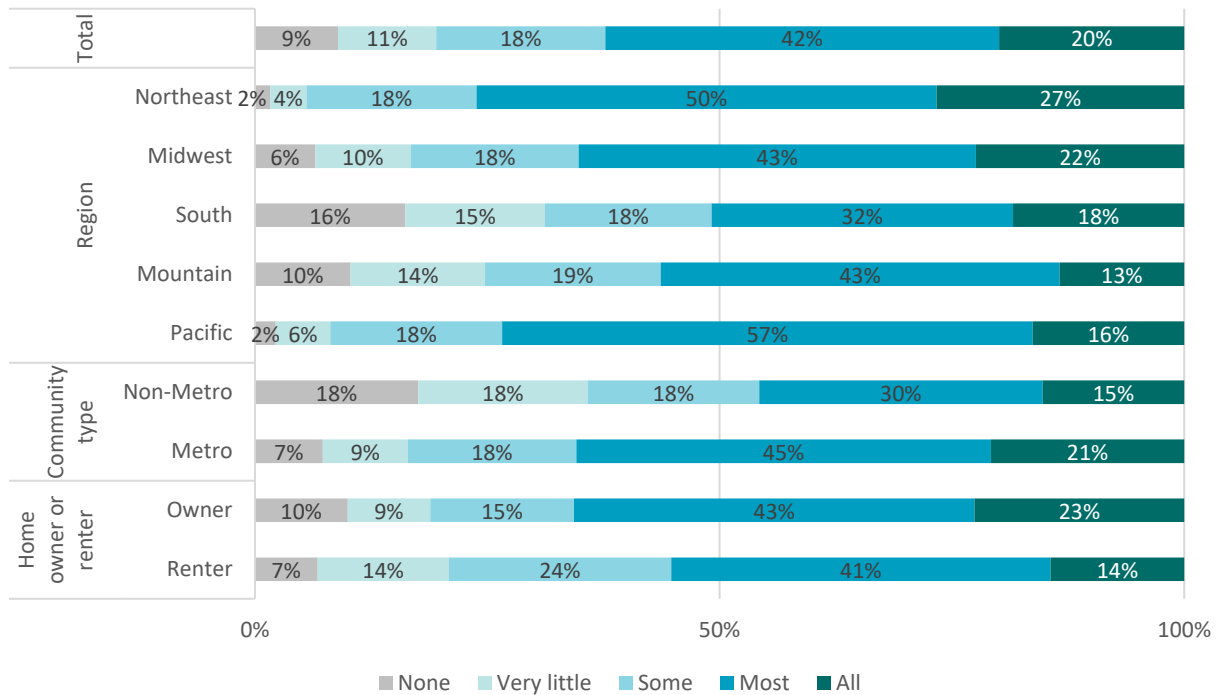


Overall, a clear majority of respondents reported that they recycle most or all of their plastic household waste but there is significant variation in the amount of plastic waste recycled according to where respondents live and whether they own or rent their home. Around 75% of respondents in the Northeast and Pacific regions reported that they recycled most or all of their household's plastic waste, compared to just 51% and 56% of respondents in the South and Mountain regions, respectively. Meanwhile, respondents from the South were much more likely to report that they recycle none of their plastic household waste than respondents residing in any other region in the country. Two-thirds of respondents

in metro areas reported that they recycle most or all of their plastic waste, compared to just 46% in non-metro areas. Nearly 20% of respondents residing in non-metro areas reported that they recycle none of their plastic waste, compared to only 7% of respondents residing in metro areas. Finally, homeowners were more likely to recycle most or all of their plastic waste (66%) than renters (55%).

These differences in recycling behavior are highly consistent with existing disparities in access to recycling services, suggesting that access to recycling services plays a key role in shaping individuals' subsequent recycling behaviors.

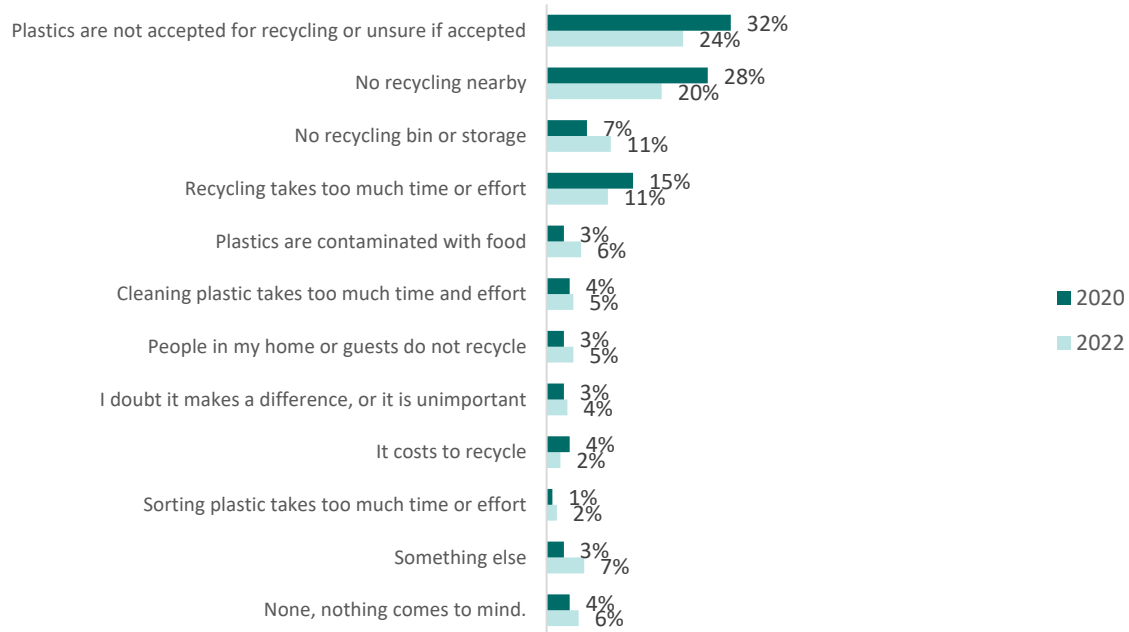
How Much of Your Plastic Household Waste Do You Currently Recycle?



Among people who did not report recycling all plastic waste, the most common reasons for not doing so included believing or expecting that not all plastics

were not accepted or because recycling was not available nearby. Less common barriers were sorting taking too much time or effort and the cost to recycle.

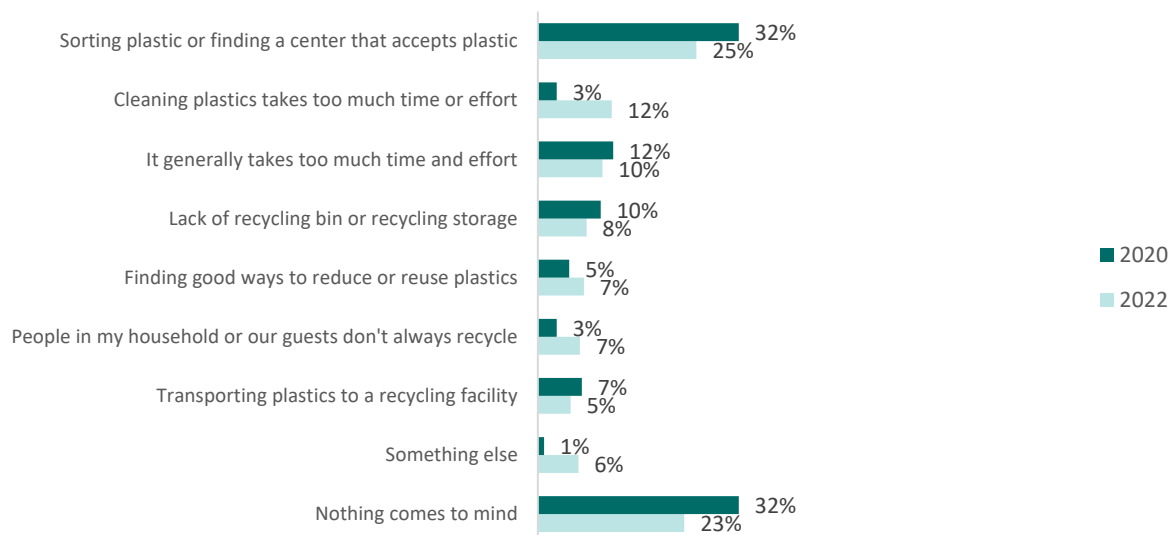
Barriers to Recycling More Household Plastic Waste (coded from open-ended responses)



Among people who did not report recycling all plastic waste, the most common recycling challenges they overcame included sorting or finding a place that

accepts plastics, challenge of cleaning plastics, and recycling generally taking too much time.

Barriers Overcome to Recycle All Household Plastic Waste (coded from open-ended responses)

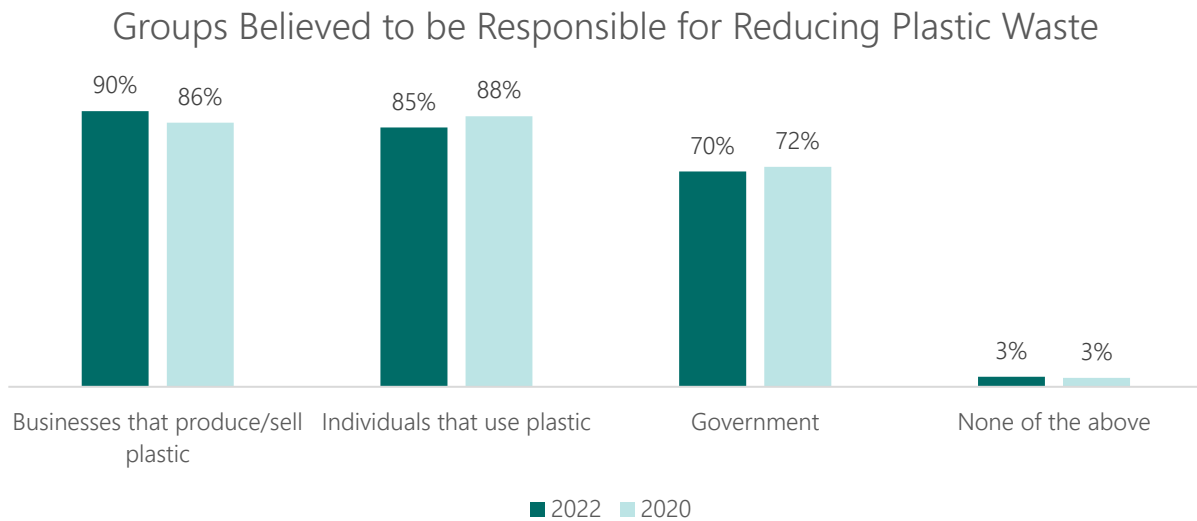


RESPONSIBLE PARTIES & SUPPORT FOR REGULATION

When asked to select all the groups that respondents believe have a responsibility to reduce plastic waste, 90% of respondents selected businesses that produce and/or sell plastic as having responsibility to reduce plastic waste, up four percentage-points since 2020. Although a large majority of respondents (88%) believed that individuals that use plastic are responsible for reducing plastic waste, the proportion of respondents identifying individuals as responsible

dropped slightly from 2020. Like 2020, fewer respondents identified the government as having a responsibility to reduce plastic waste relative to businesses or individuals. However, 70% of respondents still believed that the government shares some of the responsibility.

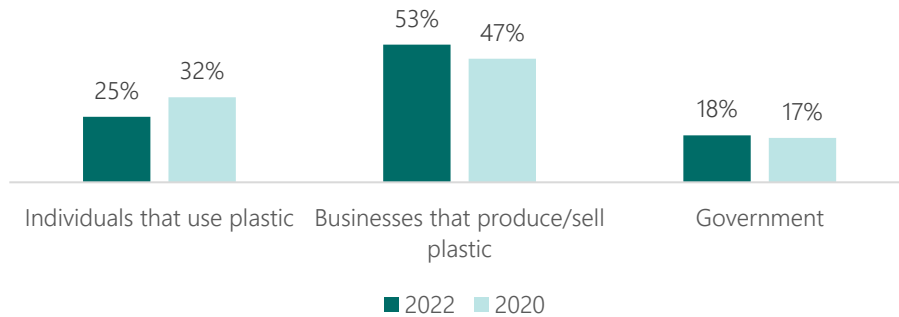
Overall, two-thirds of respondents selected all three groups as responsible for reducing plastic waste.



When asked to identify the group most responsible for reducing plastic waste, more than half of respondents (53%) believed that businesses that produce and/or sell plastic are most responsible, an increase of six percentage-points from 2020. Though an overwhelming majority of respondents agree that individuals and the government also hold some responsibility for reducing plastic waste, only a small

minority of respondents identified these groups as most responsible. One quarter of respondents believed that individuals that use plastic are most responsible for reducing plastic waste, a decrease from 32% of respondents in 2020. The proportion of respondents who identified the government as most responsible remains relatively small and changed very little since 2020.

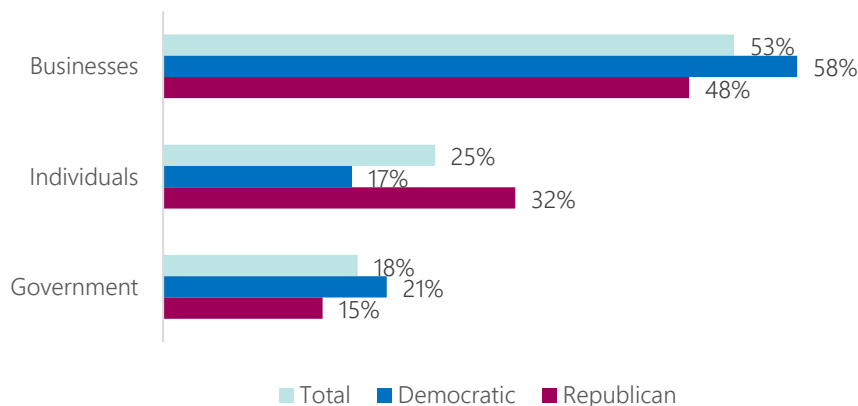
Group Believed to be Most Responsible for Reducing Plastic Waste



While a majority of overall respondents identified businesses that produce and/or sell plastic as most responsible for reducing plastic waste, Republican-leaning respondents (48%) were less likely to identify businesses as most responsible than Democratic-leaning respondents (58%). Nearly one-third of

Republican-leaning respondents identified individuals as most responsible for reducing plastic waste, compared to just 17% of Democratic-leaning respondents. These findings suggest that political ideology influences Americans' views of how best to reduce the country's plastic waste.

Group Believed to be Most Responsible for Reducing Plastic Waste



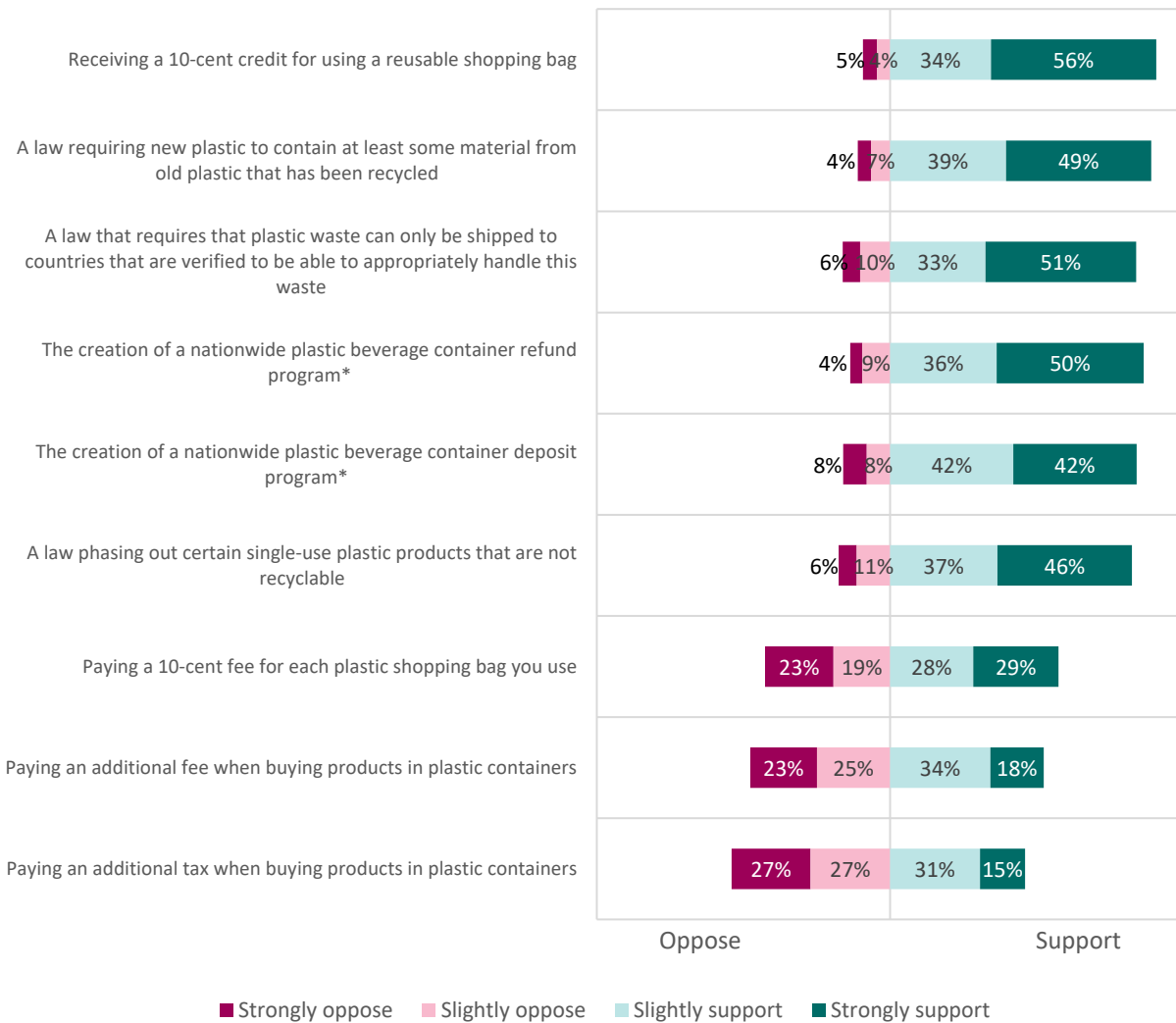
Survey respondents were most supportive of regulations aimed to reduce plastic waste with a positive frame, such as offering “credits” or “refunds”, while regulations that were negatively framed, such as introducing “taxes” and “fees” for products with plastic packaging, were less supported. Respondents were particularly opposed to the introduction of an additional “tax” on the purchase of products in plastic containers. Overall support for the various regulations and laws has changed very little since 2020.

Respondents were most supportive of policies that would offer a credit for using a reusable shopping bag (90%) and the creation a nationwide plastic beverage container refund (88%) or deposit (86%) program. Respondents were also highly supportive of laws that would bolster recycling efforts. A sizable majority of respondents supported laws that would require new

plastics to contain at least some material from old plastic that has been recycled (86%) and would phase out certain single-use plastic products that are not recyclable (80%). Respondents were also supportive of a law that would only allow plastic waste to be shipped to countries that are verified to be able to appropriately handle this waste (83%).

A majority of respondents opposed the introduction of an additional tax or fee when buying products in plastic containers. Respondents were more evenly split when it comes to support for a 10-cent fee for each plastic shopping bag they used. This relatively high support (57%) for the 10-cent plastic bag fee may be due to the fact that locales across the United States have already introduced these fees in recent years.

Support for Regulations



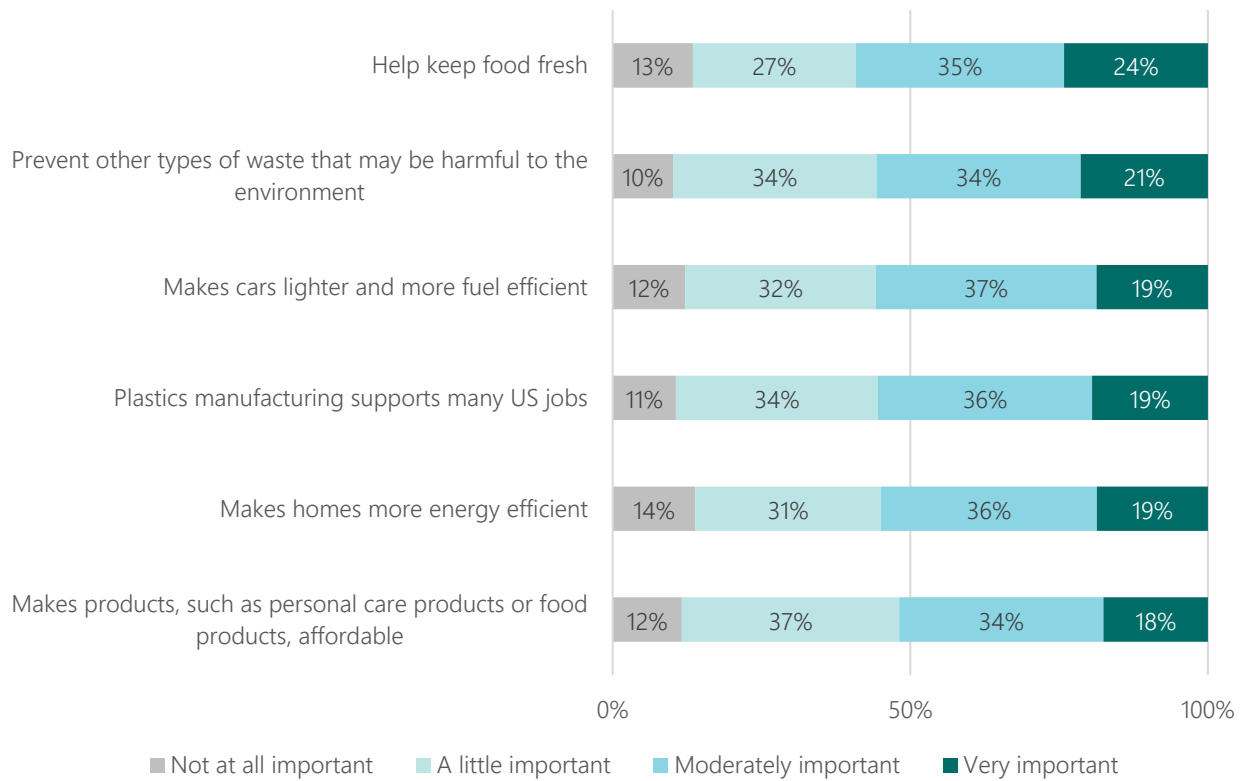
*Paired items were each shown to one-half of respondents in order to compare different wordings.

MESSAGING

Overall, there were minimal differences in the relative importance of the various benefits of plastics – a majority of respondents thought that all the listed benefits of plastic were moderately important or very important. Respondents thought that plastic’s most important benefit was its ability to help keep food fresh, with nearly one in four respondents stating that this benefit is “very important”. Republican-leaning respondents and respondents residing in non-metro areas were more likely to think this benefit was “very

important” than Democratic-leaning respondents and respondents residing in metro areas, respectively. Many respondents also valued the jobs that plastics manufacturing provides. Nearly 25% of Republican-leaning respondents thought this benefit was “very important” compared to just 16% of Democratic-leaning respondents. Compared to 2020, the perceived value of plastic’s benefits changed minimally

Value of Benefits of Plastic

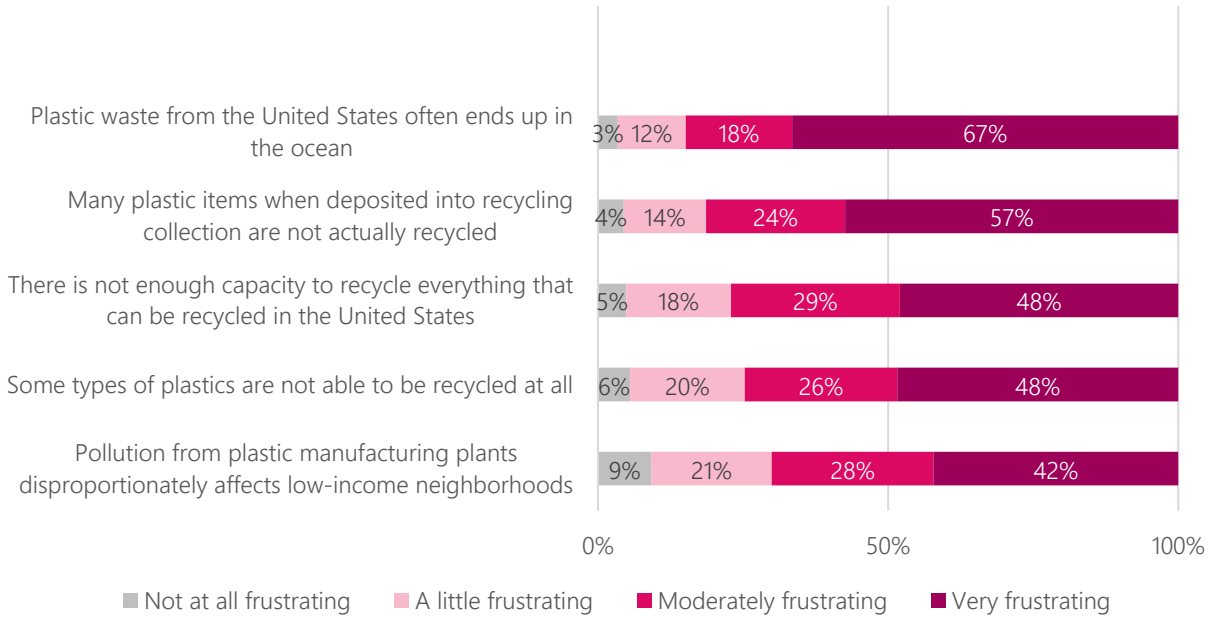


Americans expressed a high degree of frustration with many realities of recycling plastic. Respondents were most frustrated that plastic waste from the United States often ends up in the ocean, with two-thirds of respondents indicating that this reality is “very frustrating”. Women were most frustrated by plastic waste ending up in the ocean, with 73% of female respondents stating that this fact was “very frustrating” compared to just 59% of male respondents. A large majority of respondents also expressed a high degree of frustration with many

recycled items not actually being recycled and the United States’ lack of recycling capacity. Democratic-leaning respondents were more likely to state that these realities are “very frustrating” than Republican-leaning respondents.

Across all survey items, female respondents and Democratic-leaning respondents expressed more frustration than male and Republican-leaning respondents.

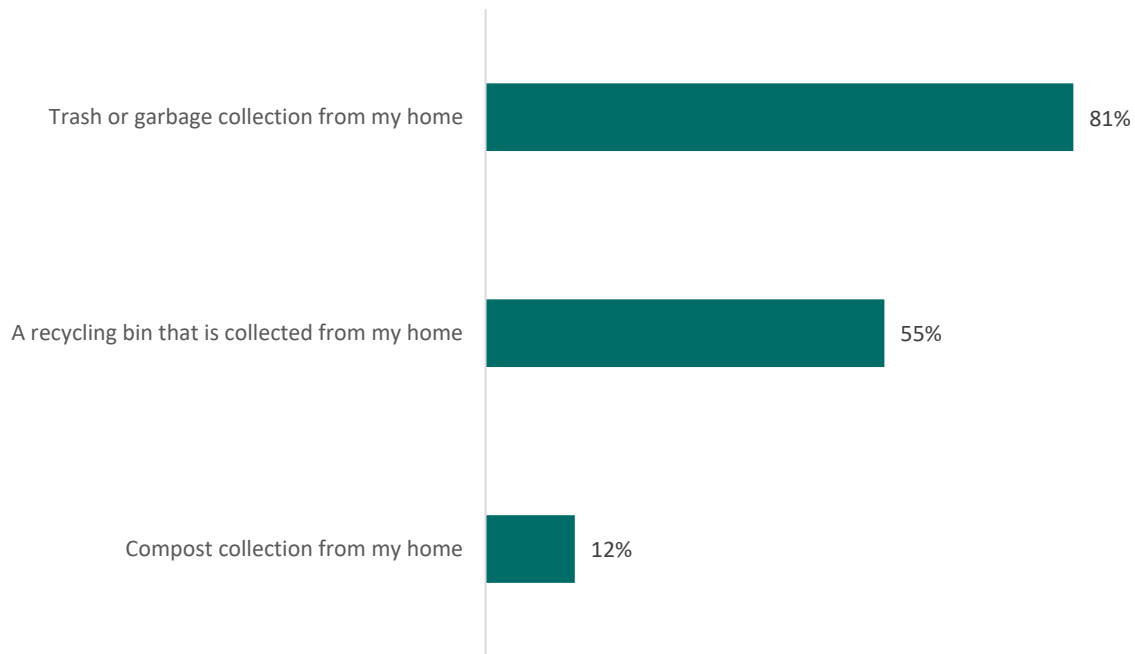
Extent of Frustration with Recycling Realities



As a highly trusted source of information about plastics for all respondents, local trash/recycle collection companies are an important source of information about plastic and plastic waste for many Americans. More than 80% of respondents reported having access to home trash collection services, with another 12% of respondents reporting that they also have access to compost collection services. As reported earlier, a majority of respondents also have access to home recycling collection services (55%).

While non-metro respondents reported were less likely to have access to trash collection services than those living in metro areas, nearly 70% of respondents residing in non-metro areas still reported having access to home trash collection services. White, non-Hispanic respondents were also more likely to report having access to home trash collection services than others, but the reported access to trash collections services was still above 70% for other racial/ethnic groups.

Access to Home Trash/Recycling Collection Services

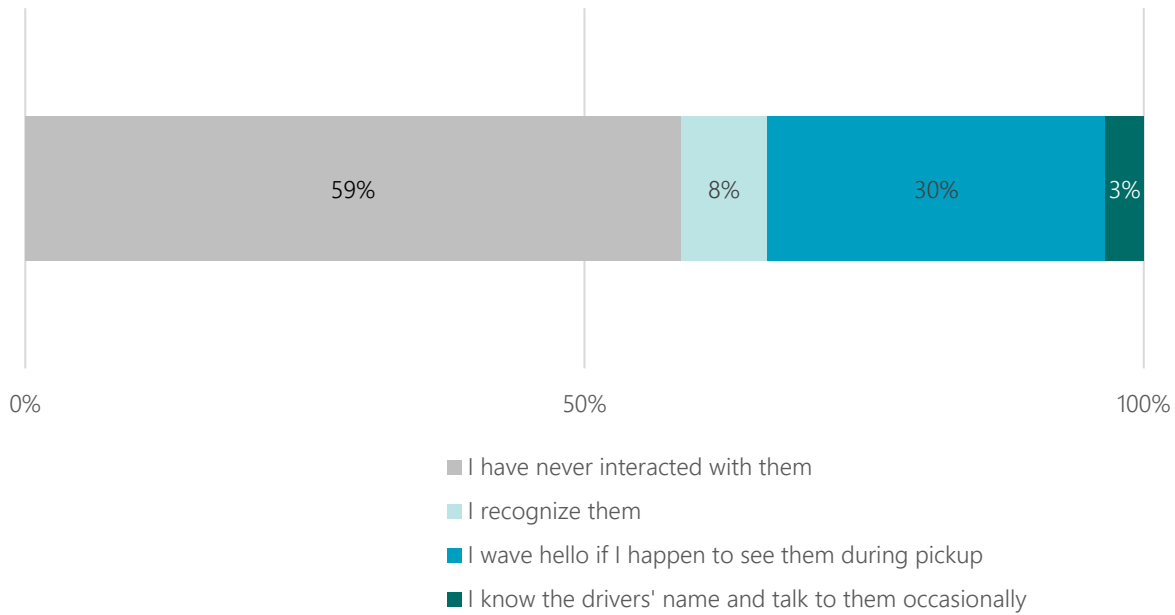


Though many Americans have access to home trash/recycling collections services, few Americans interact with their trash collector. Nearly 60% of respondents stated that they have never interacted with their trash collector. While 30% of respondents will wave to the trash collector if they see them, only 3% of respondents reported knowing their trash collectors' name and talking to them occasionally.

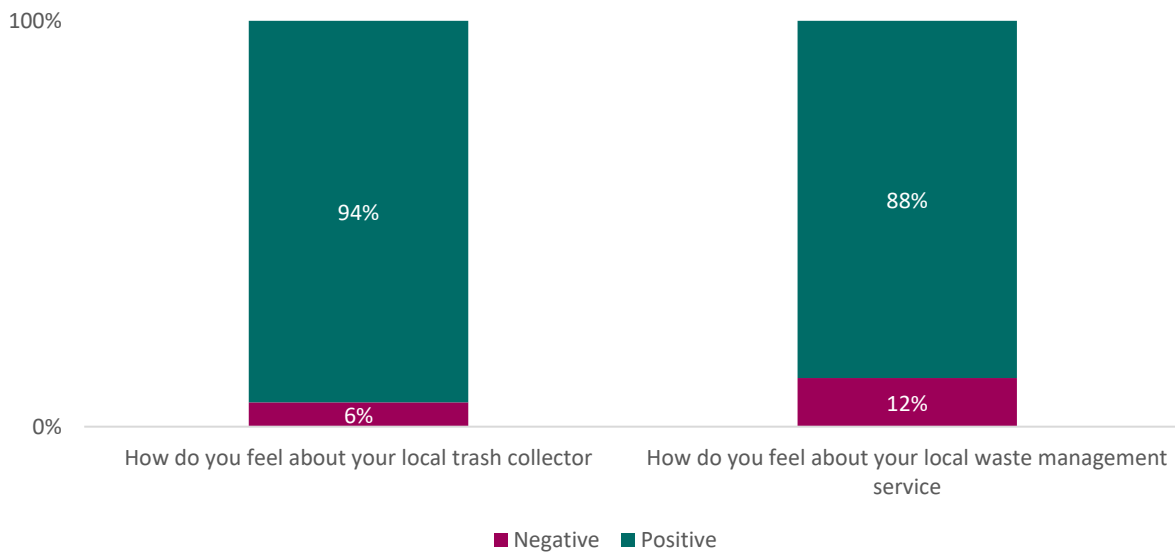
Despite this limited interaction, virtually all respondents reported having a positive opinion of their local trash collector (94%). Nearly 90% of respondents also reported having a positive view of their local waste management company.

Overall, as highly trusted and well-liked organizations, local trash/recycle collection companies may be particularly effective messengers for educating Americans about plastics and plastic waste.

How familiar are you with your trash collector?



Feelings Toward Local Trash Collection Services



APPENDIX

DELIVERABLES

The 2022 Public Opinion Surrounding Plastic Consumption and Waste Management of Consumer Packaging Report is comprised of the following deliverables:

Executive Summary: PDF including key findings of the report.

Detailed Findings: PDF including additional analyses of the survey results, including exhibits.

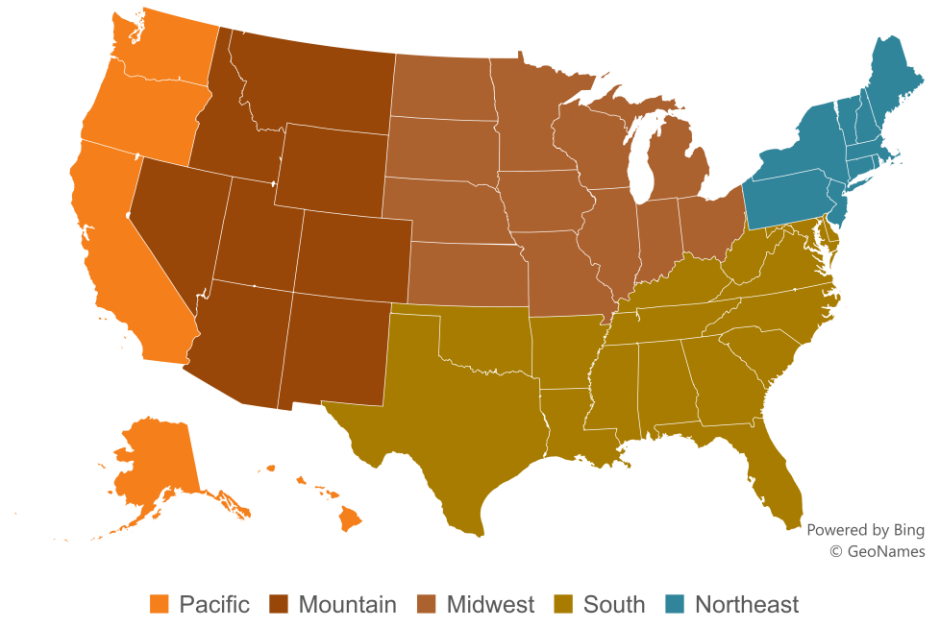
Tabulations: Excel file with all tabulations, and cross-tabulations by segments, of each survey question. Verbatim comments are also included.

Survey Instrument: A copy of the survey instrument used in this study is also included for reference.

DEFINITION OF TERMS

U.S. Region – Respondents' states of residence were coded into regions defined by the U.S. Census Bureau designations. The Western region was divided into Mountain and Pacific divisions.

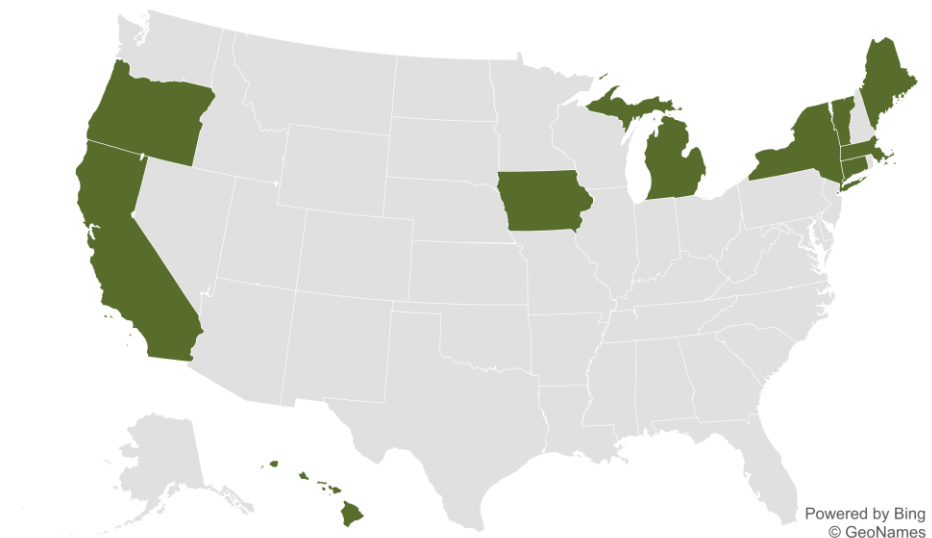
Analysis Regions



Metro/Non-metro Communities – Respondents' place of residence was identified as whether it was in a metropolitan statistical area as defined by the U.S. OMB Core-Based Statistical Area.

Bottle Deposit States – The following states were coded as states with beverage container deposit laws at the time of survey administration, per information obtained from the National Conference of State Legislatures (NCSL) website: California, Connecticut, Hawaii, Iowa, Maine, Massachusetts, Michigan, New York, Oregon, and Vermont.

Bottle Deposit States



METHODS

Survey sponsored & funded by: World Wildlife Fund (sponsor was blinded for survey respondents)

Survey conducted by: Corona Insights, contact David Kennedy at David@coronainsights.com

Survey population: Adult (age 18+) residents of U.S.

Fielding period: April 27 – May 10, 2022

Sampling: Probability-based sample from NORC AmeriSpeak® panel (detailed technical overview available [here](#)), stratified into 5 geographical regions

Mode: Online survey hosted by Corona Insights on the Alchemer survey platform, with email invitations from the AmeriSpeak® panel

Language: English language only

Screening: No additional screening was performed

Data quality procedures: Respondents were disqualified from analysis if their survey completion time was faster than 1/3 of the median survey completion time, or if they answered fewer than half of the median number of questions answered.

Incentives: Incentives were provided by the AmeriSpeak® panel. Panelists were offered the cash equivalent of \$5. To encourage participation toward the end of the survey fielding period, the incentive was increased to \$8 for respondents in the Pacific West and Mountain West.

Length: The median survey length was 15 minutes.

Sample size: 1,028 usable responses were collected.

Response rate: 3.7%

Weighting: Weighting was conducted by NORC and includes adjustments for non-response in panel recruitment, as well as survey non-response. Final weights align the survey population to the external population with regard to age (7 categories), gender (2 categories), education (4 categories), race/ethnicity (4 categories), telephone status (3 categories), and Census Division (9 categories). The average design effect is 1.88.

Margin of Error: ±4.55% for the overall results

Survey instrument: A copy of the survey instrument used in this study is also included for reference.

DEMOGRAPHICS

The tables in this section provide the weighted breakdown of survey respondents. Respondents were weighted to match the U.S. population.

	Total	Region				
		Northeast	Midwest	South	Mountain	Pacific
Number of respondents	1029	188	219	225	208	189
Weighted	1030	177	210	393	78	172
Region						
Northeast	17%	100%	-	-	-	-
Midwest	20%	-	100%	-	-	-
South	38%	-	-	100%	-	-
Mountain	8%	-	-	-	100%	-
Pacific	17%	-	-	-	-	100%
Community Type						
Non-metro	16%	9%	30%	18%	14%	2%
Metro	84%	91%	70%	82%	86%	98%
Gender						
Male	48%	48%	49%	48%	49%	48%
Female	52%	52%	51%	52%	51%	52%
Age Category						
18 to 29	20%	19%	20%	20%	21%	21%
30 to 44	24%	22%	22%	26%	26%	23%
45 to 59	25%	26%	26%	24%	23%	29%
60 or older	30%	33%	31%	30%	30%	27%
Race or Ethnicity						
White, non-Hispanic	63%	68%	78%	58%	66%	48%
Black, non-Hispanic	12%	11%	10%	18%	4%	5%
Asian, non-Hispanic	6%	7%	3%	3%	3%	16%
2+, non-Hispanic	2%	0%	2%	2%	1%	1%
Other, non-Hispanic	1%	2%	1%	0%	3%	1%
Hispanic	17%	13%	7%	17%	23%	29%
Educational Attainment						
Less than HS	10%	8%	8%	10%	9%	11%
HS graduate or equivalent	29%	28%	30%	30%	25%	27%
Vocational/tech school/some college/ associates	27%	23%	29%	27%	30%	27%
Bachelor's degree	21%	23%	19%	22%	21%	21%
Post grad study/professional degree	14%	18%	14%	11%	14%	15%
Political Party Lean						
Democratic	51%	60%	47%	46%	53%	57%
Republican	44%	34%	44%	51%	43%	36%
Did not answer	5%	5%	8%	3%	4%	7%
Voted in 2020 Presidential Election						
Yes	82%	84%	84%	81%	80%	79%
No	18%	16%	16%	19%	20%	21%
Home Type						
One-family house or townhome	74%	72%	78%	71%	79%	75%
Apartment, mobile home, or similar	26%	28%	22%	29%	21%	25%

	Total	Region				
		Northeast	Midwest	South	Mountain	Pacific
Household Income						
Less than \$30,000	23%	22%	21%	26%	22%	21%
\$30,000 to under \$60,000	26%	19%	32%	30%	27%	18%
\$60,000 to under \$100,000	27%	32%	29%	25%	24%	26%
\$100,000 or more	24%	28%	18%	20%	27%	34%
Housing Tenure						
Owner	68%	68%	69%	69%	76%	58%
Renter	32%	32%	31%	31%	24%	42%
Marital Status						
Married	49%	49%	51%	48%	56%	47%
Not married	51%	51%	49%	52%	44%	53%
Child(ren) in the Home						
Yes	32%	22%	30%	38%	32%	34%
No	68%	78%	70%	62%	68%	66%
Lives in a Bottle Deposit State						
Yes	26%	54%	14%	0%	0%	80%
No	74%	46%	86%	100%	100%	20%

Public Opinion Surrounding Plastic Consumption
and Waste Management of Consumer Packaging

2022 UPDATE