

Plant-Based Product Council Survey

Topline Results and Codebook

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This document reports the topline results of the responses to a U.S. nationwide survey of 1,498 respondents who met exclusionary criteria. This sample size provides a margin of error of plus or minus 2.5%. Responses are weighted to match the U.S. population in terms of gender, age, education, income, race, household size, and census region/division of residence. The survey was fielded December 1-4, 2022.

Q1 Today, a wide diversity of consumer products can be made with plant-derived ingredients including hard plastics used in toys, furniture or automobiles, soft plastics used in water bottles or packaging, cosmetics, construction materials, electronics, disposable diapers, bedding, disposable plates and cups, and much more. We want to know your thoughts about these products and the terms sometimes used to describe them.

Q2 Over the past five years, have your purchases of plant-based products increased or decreased?

Greatly increased (1)	13.9%
Somewhat increased (2)	42.4%
Stayed the same (3)	31.7%
Somewhat decreased (4)	3.8%
Greatly decreased (5)	1.3%
I don't know (6)	6.9%

Q3 How familiar are you with each of the following terms?

	Never heard of it (1)	Heard of it, but don't know what it means (2)	Somewhat knowledgeable (3)	Very knowledgeable (4)	I don't know (5)
Bioeconomy (Q3_1)	48.9%	28.6%	16.1%	4.7%	1.7%
Circular economy (Q3_2)	53.7%	24.8%	15.6%	3.8%	2.1%
Plant-based (Q3_3)	0.6%	3.1%	48.5%	46.6%	1.1%
Biobased (Q3_4)	40.4%	27.2%	25.5%	5.2%	1.7%
Bioplastics (Q3_5)	27.1%	34.3%	31.1%	5.9%	1.5%
Compostable (Q3_6)	2.5%	6.1%	44.7%	45.6%	1%
Biodegradable (Q3_7)	1.7%	5.0%	44.6%	47.3%	1.5%
Organic (Q3_8)	0.1%	1.7%	39.9%	57.7%	0.7%
Recyclable (Q3_9)	0.2%	0.7%	23.3%	73.1%	2.8%
Biopolymer (Q3_10)	51.3%	31.2%	13.4%	2.6%	1.5%
Fimeratable (Q3_11)	84.8%	6.6%	3.8%	0.5%	4.3%

Q4 Are the following products *compostable*?

	Never compostable (1)	Sometimes compostable (2)	Always compostable (3)	I don't know (4)
Products from the bioeconomy (Q4_1)	2.5%	28.1%	8.7%	60.8%
Products from the circular economy (Q4_2)	3.9%	23.1%	6.1%	66.9%
Plant-based products (Q4_3)	1.5%	35.9%	53.6%	9.1%
Biobased products (Q4_4)	2.6%	35.9%	14%	47.5%
Bioplastics (Q4_5)	16.7%	26.8%	8.6%	48%
Biodegradable products (Q4_6)	1.3%	30%	54.8%	13.9%
Recyclable products (Q4_7)	19.8%	52.7%	11.1%	16.5%
Biopolymers (Q4_8)	9.9%	17.4%	6.1%	66.6%
Fossil fuel-based products (Q4_9)	50%	16.2%	4.2%	29.7%
Organic products (Q4_10)	1%	38.9%	49.2%	10.9%
Animal-based products (Q4_11)	8.8%	41.3%	33.2%	16.7%

Q5 Are the following products *recyclable*?

	Never recyclable (1)	Sometimes recyclable (2)	Always recyclable (3)	I don't know (4)
Products from the bioeconomy (Q5_1)	2.8%	26.8%	11.4%	59%
Products from the circular economy (Q5_2)	2.5%	26.7%	12.3%	58.6%
Plant-based products (Q5_3)	8.5%	43.3%	28.6%	19.6%
Biobased products (Q5_4)	3.3%	34.8%	9%	52.9%
Bioplastics (Q5_5)	3.1%	34.6%	22.9%	39.4%
Biodegradable products (Q5_6)	11%	38.5%	27.3%	23.3%
Compostable products (Q5_7)	16.3%	33.8%	28.6%	21.3%
Biopolymers (Q5_8)	7.6%	23.8%	8.9%	59.7%
Fossil fuel-based products (Q5_9)	22.4%	41.8%	6.5%	29.4%
Organic products (Q5_10)	10.7%	45.6%	25.2%	18.5%
Animal-based products (Q5_11)	28.5%	33.9%	12.9%	24.7%

Q6 Are the following products *organic*?

	Never organic (1)	Sometimes organic (2)	Always organic (3)	I don't know (4)
Products from the bioeconomy (Q6_1)	4.4%	31.4%	4.9%	59.3%
Products from the circular economy (Q6_2)	4.9%	28.5%	3.8%	62.8%
Plant-based products (Q6_3)	1.1%	59.7%	30.9%	8.3%
Biobased products (Q6_4)	4.6%	31.2%	7.5%	56.7%
Bioplastics (Q6_5)	19.5%	19.3%	5.1%	56.1%
Biodegradable products (Q6_6)	4.2%	57.5%	8.9%	29.3%
Compostable products (Q6_7)	3%	58.9%	18%	20.2%

Biopolymers (Q6_8)	15%	19.5%	3.3%	62.2%
Fossil fuel-based products (Q6_9)	43.1%	17.0%	5%	35%
Recyclable products (Q6_10)	12.6%	56.0%	4.7%	26.8%
Animal-based products (Q6_11)	5.9%	59.9%	20.1%	14%

Q7 Are the following products *made from plants*?

	Never made from plants (1)	Sometimes made from plants (2)	Always made from plants (3)	I don't know (4)
Products from the bioeconomy (Q7_1)	4.6%	35.7%	4.1%	55.6%
Products from the circular economy (Q7_2)	5.0%	32.6%	2.3%	60.1%
Plant-based products (Q7_3)	0.7%	13.1%	83.2%	3.1%
Biobased products (Q7_4)	8.1%	36.6%	6.7%	48.7%
Bioplastics (Q7_5)	15.3%	30%	6.2%	48.5%
Biodegradable products (Q7_6)	3.9%	67.9%	6.2%	22%
Compostable products (Q7_7)	2.4%	67.6%	16.3%	13.7%
Biopolymers (Q7_8)	11.8%	23.1%	4.3%	60.8%
Fossil fuel-based products (Q7_9)	48.3%	18.1%	3.3%	30.2%
Recyclable products (Q7_10)	12.8%	62.8%	4.4%	20%
Animal-based products (Q7_11)	67%	11.6%	6.4%	15%
Organic products (Q7_12)	0.3%	68.7%	24.7%	6.3%

Q8 A product made with hemp is ...

	Never (1)	Rarely (2)	Sometime s (3)	Often (4)	Always (5)	I don't know (6)
A product of the bioeconomy (1)	2.9%	6.3%	17.5%	9.6%	8.9%	54.8%
A product of the circular economy (2)	3.0%	4.5%	15.9%	6.5%	7.2%	62.9%
Plant-based (3)	0.9%	2.0%	9.5%	19.4%	63.1%	5.2%
Biobased (4)	6.0%	3.5%	13.3%	12.4%	19.3%	45.4%
A bioplastic (5)	31.7%	5.8%	13.8%	4.2%	0.8%	43.8%
Biodegradable (6)	2.8%	3.0%	23.4%	27.5%	24.8%	18.5%
Compostable (7)	1.8%	2.2%	25.7%	30.2%	23.7%	16.5%
A biopolymer (8)	17.1%	5.0%	10.5%	3.2%	3.4%	60.9%
Fossil fuel-based (9)	55.6%	11.7%	6.0%	3.1%	0.9%	22.7%
Recyclable (10)	6.1%	5.2%	26.4%	23.7%	14.2%	24.4%
Animal-based (11)	65.0%	8.6%	5.4%	3.6%	0.8%	16.6%
Organic (12)	1.0%	2.5%	42.1%	23.0%	20.4%	11.0%

Q9 A product made with corn, soybeans, or sugarcane is ...

	Never (1)	Rarely (2)	Sometime s (3)	Often (4)	Always (5)	I don't know (6)
A product of the bioeconomy (1)	2.2%	6.9%	18.2%	10.7%	7.2%	54.8%

A product of the circular economy (2)	4.1%	3.5%	20.1%	7.3%	3.4%	61.6%
Plant-based (3)	1.1%	1.0%	16.9%	17.2%	60.1%	3.8%
Biobased (4)	2.5%	2.4%	20.1%	13.7%	14.2%	47.1%
A bioplastic (5)	28.4%	4.8%	17.1%	2.7%	2.2%	44.8%
Biodegradable (6)	3.8%	2.1%	25.4%	26.6%	24.0%	18.2%
Compostable (7)	2.1%	1.5%	26.0%	31.6%	26.6%	12.1%
A biopolymer (8)	17.7%	3.3%	13.6%	4.1%	3.0%	58.4%
Fossil fuel-based (9)	56.0%	7.5%	9.8%	2.9%	2.5%	21.4%
Recyclable (10)	13.3%	6.9%	28.6%	16.4%	12.2%	22.5%
Animal-based (11)	65.1%	8.5%	7.8%	3.1%	2.8%	12.7%
Organic (12)	0.6%	3.1%	54.6%	21.0%	14.0%	6.7%

Q10 A product made with petroleum is ...

	Never (1)	Rarely (2)	Sometimes (3)	Often (4)	Always (5)	I don't know (6)
A product of the bioeconomy (1)	21.9%	5.4%	8.3%	4.0%	5.4%	55.0%
A product of the circular economy (2)	17.3%	5.6%	10.3%	3.0%	5.3%	58.6%
Plant-based (3)	65.3%	6.9%	5.3%	2.6%	1.4%	18.5%
Biobased (4)	28.7%	7.9%	8.9%	2.6%	3.2%	48.7%
A bioplastic (5)	30.3%	6.8%	11.9%	5.3%	2.1%	43.7%
Biodegradable (6)	40.6%	14.8%	9.3%	2.7%	1.9%	30.8%
Compostable (7)	55.8%	11.5%	5.5%	2.6%	2.1%	22.4%
A biopolymer (8)	19.8%	9.3%	10.4%	3.5%	1.8%	55.3%
Fossil fuel-based (9)	7.5%	2.1%	6.7%	11.1%	60.5%	12.1%
Recyclable (10)	29.8%	13.7%	22.7%	5.1%	1.7%	26.9%
Animal-based (11)	58.1%	7.4%	7.9%	3.5%	3.5%	19.7%
Organic (12)	55.8%	8.9%	7.8%	2.7%	2.9%	21.9%

Q11 A product made with cattle by products (e.g., fat, bone, hoof, hide) is ...

	Never (1)	Rarely (2)	Sometimes (3)	Often (4)	Always (5)	I don't know (6)
A product of the bioeconomy (1)	8.7%	4.6%	19.2%	5.6%	3.7%	58.2%
A product of the circular economy (2)	6.9%	5.1%	17.5%	5.4%	2.6%	62.4%
Plant-based (3)	75.8%	4.4%	4.6%	2.3%	2.1%	10.7%
Biobased (4)	13.6%	5.1%	16.2%	6.6%	9.1%	49.5%
A bioplastic (5)	40.4%	8.7%	7.6%	1.9%	1.0%	40.4%
Biodegradable (6)	9.0%	8.8%	28.2%	17.4%	14.6%	22.0%
Compostable (7)	14.8%	7.6%	29.8%	15.3%	13.0%	19.5%
A biopolymer (8)	26.8%	5.7%	8.5%	1.8%	2.3%	55.0%

Fossil fuel-based (9)	53.0%	11.6%	8.2%	3.3%	2.8%	21.2%
Recyclable (10)	26.3%	14.9%	22.6%	7.6%	5.5%	23.1%
Animal-based (11)	1.1%	0.7%	5.3%	6.5%	82.9%	3.5%
Organic (12)	8.6%	7.8%	41.5%	13.6%	14.0%	14.5%

Q12 Are the following statements true or false?

	True (1)	False (2)	I don't know (3)
All biodegradable products are compostable (1)	43.8%	26.7%	29.5%
All compostable products are biodegradable (2)	63.1%	16.3%	20.6%
All biobased products are biodegradable (3)	21.0%	23.0%	56.0%
All recyclable products are biodegradable (4)	16.6%	62.8%	20.6%
All plant-based products are compostable (5)	58.0%	22.2%	19.8%
All plant-based products are biodegradable (6)	55.0%	21.0%	24.0%
All plant-based products are bioproducts (7)	37.1%	12.8%	50.2%
All bioproducts are plant-based (8)	11.4%	35.8%	52.8%
All plant-based products are biobased (9)	34.9%	14.2%	50.9%

Q13 How are the following terms defined? (click a definition/item on the left and drag it the box with the term that best matches it on the right; each box/term should have one and only one definition in it)

	Plant-based (0)	Biobased (1)	Bioplastics (2)	Compostable (3)	Biodegradable (4)	Recyclable (5)	Organic (6)
Partially or wholly derived from plants or other renewable agricultural, aquatic, or forestry inputs (1)	55.6%	14.1%	1.8%	3.7%	2.8%	1.3%	20.7%
Derived from plants and other renewable agricultural, marine, and forestry materials as demonstrated through a determination of carbon content (2)	37.4%	24.8%	3.6%	4.9%	2.0%	2.1%	25.1%
Plastic material that is either biobased, biodegradable, or features both properties (3)	1.9%	9.5%	76.4%	2.8%	3.0%	4.0%	2.4%
Materials that break down completely into water, carbon dioxide, and biomass (4)	1.3%	8.0%	3.4%	36.9%	36.7%	3.3%	10.5%
Materials will eventually break down into smaller and	1.6%	7.8%	2.0%	36.0%	43.2%	3.4%	6.0%

smaller pieces by natural processes (5)

Product can be collected, separated, or otherwise recovered from the waste stream for reuse (6)	0.7%	4.1%	3.3%	9.1%	3.3%	75.2%	4.2%
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Product has been produced through approved methods that attempt to integrate cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity (7)	1.6%	31.6%	9.5%	6.5%	9.1%	10.6%	31.1%
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Q13 Are the following products unsustainable or sustainable?

	Very unsustainable (1)	Somewhat unsustainable (2)	Neither unsustainable nor sustainable (3)	Somewhat sustainable (4)	Very sustainable (5)	I don't know (6)
Products from the bioeconomy (1)	0.5%	2.5%	10.3%	33.6%	10.5%	42.7%
Products from the circular economy (2)	1.0%	3.4%	9.3%	23.7%	11.5%	51.2%
Plant-based products (3)	1.1%	1.5%	4.9%	25.9%	61.6%	5.0%
Biobased products (4)	1.1%	3.6%	11.3%	33.8%	15.2%	35.0%
Bioplastics (5)	8.2%	8.3%	10.3%	25.4%	11.1%	36.7%
Compostable products (6)	1.2%	2.8%	4.3%	30.9%	52.1%	8.9%
Biodegradable products (7)	1.0%	3.4%	9.0%	35.4%	37.3%	13.8%
Recyclable products (8)	2.3%	4.2%	9.7%	40.2%	36.7%	6.9%
Biopolymers (9)	2.5%	5.4%	14.3%	21.7%	4.4%	51.8%
Fossil fuel-based products (10)	48.6%	20.7%	7.0%	9.1%	2.9%	11.7%
Organic products (11)	1.1%	2.5%	12.1%	32.0%	46.0%	6.3%
Animal-based products (12)	13.6%	20.7%	12.8%	24.4%	20.0%	8.5%

Q14 Are the following products environmentally friendly or unfriendly?

Very environmentally unfriendly (1)	Somewhat environmentally unfriendly (2)	Neither environmentally unfriendly or friendly (3)	Somewhat environmentally friendly (4)	Very environmentally friendly (5)	I don't know (6)
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Products from the bioeconomy (1)	1.0%	2.8%	11.7%	30.4%	11.9%	42.2%
Products from the circular economy (2)	2.1%	3.2%	9.6%	23.5%	11.6%	50.0%
Plant-based products (3)	1.1%	1.8%	3.7%	28.6%	61.4%	3.4%
Biobased products (4)	0.6%	2.7%	14.0%	34.2%	14.4%	34.1%
Bioplastics (5)	8.2%	9.3%	8.7%	28.5%	9.8%	35.5%
Compostable products (6)	0.7%	2.6%	2.9%	24.2%	64.7%	5.0%
Biodegradable products (7)	0.4%	2.2%	5.2%	34.4%	48.3%	9.6%
Recyclable products (8)	1.1%	5.8%	12.1%	44.4%	33.3%	3.3%
Biopolymers (9)	2.7%	10.4%	9.0%	23.5%	5.9%	48.5%
Fossil fuel-based products (10)	55.1%	16.6%	9.4%	7.0%	3.3%	8.7%
Organic products (11)	0.7%	2.2%	7.6%	34.0%	51.9%	3.6%
Animal-based products (12)	18.2%	24.1%	14.3%	20.9%	17.4%	5.0%

Q15 Are the following products unaffordable or affordable?

	Very unaffordable (1)	Somewhat unaffordable (2)	Neither unaffordable nor affordable (3)	Somewhat affordable (4)	Very affordable (5)	I don't know (6)
Products from the bioeconomy (1)	1.9%	10.5%	16.6%	16.2%	2.1%	52.8%
Products from the circular economy (2)	1.9%	8.3%	15.8%	15.4%	6.2%	52.4%
Plant-based products (3)	2.8%	25.5%	14.8%	33.9%	15.7%	7.3%
Biobased products (4)	2.1%	7.7%	22.7%	17.4%	2.2%	47.9%
Bioplastics (5)	2.6%	15.1%	15.4%	14.5%	6.2%	46.3%
Compostable products (6)	2.2%	10.7%	18.5%	38.8%	16.6%	13.3%
Biodegradable products (7)	1.6%	9.6%	21.6%	32.2%	12.6%	22.4%
Recyclable products (8)	1.5%	6.2%	18.9%	43.6%	22.8%	7.1%
Biopolymers (9)	2.7%	11.8%	16.8%	11.3%	1.9%	55.6%
Fossil fuel-based products (10)	7.8%	14.5%	19.2%	28.0%	16.9%	13.5%
Organic products (11)	11.0%	32.4%	14.2%	30.4%	6.0%	6.1%
Animal-based products (12)	2.7%	13.9%	17.7%	42.3%	17.4%	6.1%

Q16 Are the following products low or high quality?

	Very low quality (1)	Somewhat low quality (2)	Neither low nor high quality (3)	Somewhat high quality (4)	Very high quality (5)	I don't know (6)
Products from the bioeconomy (1)	0.4%	1.9%	19.0%	20.6%	5.8%	52.2%
Products from the circular economy (2)	1.2%	2.8%	17.0%	18.5%	7.5%	53.0%
Plant-based products (3)	0.3%	8.0%	22.3%	39.4%	20.7%	9.2%
Biobased products (4)	0.1%	2.6%	18.5%	25.0%	5.6%	48.3%
Bioplastics (5)	0.9%	3.8%	17.9%	26.0%	7.5%	43.9%
Compostable products (6)	0.6%	8.5%	26.6%	34.3%	15.4%	14.6%
Biodegradable products (7)	0.4%	11.6%	22.6%	30.4%	13.4%	21.7%
Recyclable products (8)	4.3%	7.8%	33.0%	33.5%	11.1%	10.3%
Biopolymers (9)	0.7%	2.8%	13.3%	21.9%	4.7%	56.7%
Fossil fuel-based products (10)	3.8%	11.6%	34.3%	21.7%	11.1%	17.4%
Organic products (11)	0.1%	2.6%	15.5%	31.3%	41.9%	8.6%
Animal-based products (12)	3.3%	9.9%	28.7%	34.7%	13.7%	9.7%

Q18 How would you group the following items in terms of their similarity to each other? *(click and drag each item into one of the group boxes on the right; put items you feel are similar to each other in the same box; use as many or as few boxes as you like)*

	Group 0	Group 1	Group 2	Group 3
Products from the bioeconomy (1)	25.0%	30.6%	22.0%	22.4%
Products from the circular economy (2)	21.8%	27.5%	25.7%	25.0%
Plant-based products (3)	40.6%	22.9%	23.8%	12.7%
Biobased products (4)	29.6%	29.7%	21.5%	19.2%
Bioplastics (5)	23.3%	31.8%	24.3%	20.6%
Compostable products (6)	35.7%	26.5%	25.6%	12.3%
Biodegradable products (7)	34.2%	27.4%	23.7%	14.7%
Recyclable products (8)	27.5%	28.3%	28.0%	16.3%
Biopolymers (9)	24.6%	28.3%	23.8%	23.2%
Fossil fuel-based products (10)	20.0%	25.7%	22.3%	32.0%
Organic products (11)	39.7%	21.6%	24.6%	14.1%
Animal-based products (12)	29.9%	23.8%	26.0%	20.3%

Q18 Do you oppose or support a federal policy that would require that a disclosure or definition be provided when a product is labeled as having the following characteristic or attribute?

	Strongly oppose (1)	Somewhat oppose (2)	Neither oppose nor support (3)	Somewhat support (4)	Strongly support (5)	I don't know (6)
x						
Recyclable (1)	0.7%	1.5%	10.1%	16.7%	68.6%	2.4%
Compostable (2)	1.0%	1.0%	14.3%	20.6%	60.1%	3.1%
Biodegradable (3)	0.9%	1.1%	14.0%	20.6%	59.5%	3.9%
Biobased (4)	0.9%	1.0%	18.6%	18.4%	44.9%	16.2%

Q92 Which of the shapes below is a circle? <<attention check; all responses that were not (1) were omitted>>

Image:Circle (1)

Image:Triangle (2)

Image:Square (3)

Image:Othershape (4)

Q19 Imagine you are ordering take-out lunch from a local restaurant. You must choose between three restaurants that are identical to each other except for the plates, forks, cups, and packaging material they use to serve and deliver the food.

Each restaurant makes different claims about the materials used to manufacture their dishware and packaging material. Otherwise, assume the food is exactly the same in type and quality for all three restaurants.

Below, you will make 8 choices that are similar except the mix of meal prices and type of dishware and packaging materials offered by competing restaurants.

CE_1_1 Which restaurant would you choose? (*Recall, the only difference between the restaurants is the meal price and type of packaging and dishware materials. The food is the same type and quality for all three restaurants.*)

- Restaurant A:** Recyclable materials; Price of meal is \$10 (1)
- Restaurant B:** Bioplastic materials; Price of meal is \$10 (2)
- Restaurant C:** Plant-based materials, Biobased materials, Bioplastic materials, Compostable materials, Recyclable materials; Price of meal is \$12 (3)

<<Example of same question but with definitions provided>>

Which restaurant would you choose? (*Recall, the only difference between the restaurants is the meal price and type of packaging and dishware materials. The food is the same type and quality for all three restaurants.*)

- Restaurant A:** Recyclable materials; Price of meal is \$10
- Restaurant B:** Bioplastic materials; Price of meal is \$10
- Restaurant C:** Plant-based materials, Biobased materials, Bioplastic materials, Compostable materials, Recyclable materials; Price of meal is \$12

**Plant Based means partially or wholly derived from plants or other renewable agricultural, aquatic, or forestry inputs.*

**Biobased means derived from plants and other renewable agricultural, marine, and forestry materials as demonstrated through a determination of carbon content.*

**Bioplastic means plastic material that is either biobased, biodegradable, or features both properties.*

**Compostable means materials that break down completely into water, carbon dioxide, and biomass.*

**Biodegradable means materials will eventually break down into smaller and smaller pieces by natural processes.*

**Recyclable means product can be collected, separated, or otherwise recovered from the waste stream for reuse.*

The percent choosing each option in each block and treatment is in parentheses after the description.

Q	Restaurant A (1)	Restaurant B (2)	Restaurant C (3)
<i>Block 1; No information (N=243)</i>			
CE_1_1	Recyclable materials Price of meal is \$10; (52%)	Bioplastic materials Price of meal is \$10; (9.3%)	Plant-based materials Biobased materials Bioplastic materials Compostable materials Recyclable materials Price of meal is \$12; (38.7%)
CE_1_2	Plant-based materials Bioplastic materials Compostable materials Price of meal is \$10; (56.2%)	Plant-based materials Biobased materials Bioplastic materials Compostable materials Biodegradable materials Recyclable materials Price of meal is \$12; (23.6%)	Plant-based materials Biobased materials Price of meal is \$10; (20.2%)
CE_1_3	Plant-based materials Biobased materials Bioplastic materials Compostable materials Biodegradable materials Recyclable materials Price of meal is \$20; (29.5%)	Bioplastic materials Recyclable materials Price of meal is \$18; (39.8%)	Bioplastic materials Compostable materials Biodegradable materials Price of meal is \$19; (30.7%)
CE_1_4	Plant-based materials Biobased materials Biodegradable materials Recyclable materials Price of meal is \$17; (33.6%)	Compostable materials Biodegradable materials Recyclable materials Price of meal is \$17; (33.3%)	Price of meal is \$15; (33.1%)
CE_1_5	Bioplastic materials Price of meal is \$13; (21.9%)	Plant-based materials Biobased materials Bioplastic materials Biodegradable materials Price of meal is \$14; (27.7%)	Plant-based materials Biodegradable materials Recyclable materials Price of meal is \$14; (50.4%)
CE_1_6	Biobased materials Compostable materials Price of meal is \$14; (49.9%)	Plant-based materials Biobased materials Bioplastic materials Biodegradable materials Price of meal is \$15; (22%)	Biobased materials Bioplastic materials Compostable materials Biodegradable materials Recyclable materials Price of meal is \$15; (28%)
CE_1_7	Biobased materials Bioplastic materials Biodegradable materials Recyclable materials Price of meal is \$19; (11.6%)	Biobased materials Compostable materials Recyclable materials Price of meal is \$19; (21.4%)	Plant-based materials Recyclable materials Price of meal is \$18; (67%)
CE_1_8	Biobased materials Biodegradable materials Price of meal is \$11; (13.4%)	Plant-based materials Biobased materials Compostable materials Recyclable materials Price of meal is \$11; (76.2%)	Biobased materials Bioplastic materials Compostable materials Price of meal is \$11; (10.4%)

Q	Restaurant A (1)	Restaurant B (2)	Restaurant C (3)
<i>Block 1; Definitions Provided (N=260)</i>			
CE_1a_1	Recyclable materials Price of meal is \$10; (34%)	Bioplastic materials Price of meal is \$10; (9.6%)	Plant-based materials Biobased materials Bioplastic materials Compostable materials Recyclable materials Price of meal is \$12; (56.4%)
CE_1a_2	Plant-based materials Bioplastic materials Compostable materials Price of meal is \$10; (50.5%)	Plant-based materials Biobased materials Bioplastic materials Compostable materials Biodegradable materials Recyclable materials Price of meal is \$12; (41.5%)	Plant-based materials Biobased materials Price of meal is \$10; (8%)
CE_1a_3	Plant-based materials Biobased materials Bioplastic materials Compostable materials Biodegradable materials Recyclable materials Price of meal is \$20; (38.7%)	Bioplastic materials Recyclable materials Price of meal is \$18; (39.6%)	Bioplastic materials Compostable materials Biodegradable materials Price of meal is \$19; (21.8%)
CE_1a_4	Plant-based materials Biobased materials Biodegradable materials Recyclable materials Price of meal is \$17; (33.9%)	Compostable materials Biodegradable materials Recyclable materials Price of meal is \$17; (30.3%)	Price of meal is \$15; (35.8%)
CE_1a_5	Bioplastic materials Price of meal is \$13; (32.8%)	Plant-based materials Biobased materials Bioplastic materials Biodegradable materials Price of meal is \$14; (27.7%)	Plant-based materials Biodegradable materials Recyclable materials Price of meal is \$14; (39.5%)
CE_1a_6	Biobased materials Compostable materials Price of meal is \$14; (39.9%)	Plant-based materials Biobased materials Bioplastic materials Biodegradable materials Price of meal is \$15; (24.3%)	Biobased materials Bioplastic materials Compostable materials Biodegradable materials Recyclable materials Price of meal is \$15; (35.8%)
CE_1a_7	Biobased materials Bioplastic materials Biodegradable materials Recyclable materials Price of meal is \$19; (26.3%)	Biobased materials Compostable materials Recyclable materials Price of meal is \$19; (28.2%)	Plant-based materials Recyclable materials Price of meal is \$18; (45.4%)
CE_1a_8	Biobased materials Biodegradable materials Price of meal is \$11; (13.5%)	Plant-based materials Biobased materials Compostable materials Recyclable materials Price of meal is \$11; (67.2%)	Biobased materials Bioplastic materials Compostable materials Price of meal is \$11; (19.2%)

Q	Restaurant A (1)	Restaurant B (2)	Restaurant C (3)
<i>Block 2; No information (N=244)</i>			
CE_2_1	Plant-based materials Bioplastic materials Biodegradable materials Price of meal is \$11; (22.2%)	Compostable materials Biodegradable materials Recyclable materials Price of meal is \$11; (50.5%)	Plant-based materials Biobased materials Bioplastic materials Compostable materials Recyclable materials Price of meal is \$13; (27.3%)
CE_2_2	Biobased materials Compostable materials Biodegradable materials Price of meal is \$16; (43.8%)	Plant-based materials Biodegradable materials Price of meal is \$16; (43.2%)	Biobased materials Bioplastic materials Biodegradable materials Recyclable materials Price of meal is \$17; (13%)
CE_2_3	Plant-based materials Biobased materials Biodegradable materials Recyclable materials Price of meal is \$15; (27.9%)	Biobased materials Bioplastic materials Compostable materials Biodegradable materials Price of meal is \$15; (28.9%)	Plant-based materials Bioplastic materials Price of meal is \$14; (43.2%)
CE_2_4	Plant-based materials Bioplastic materials Compostable materials Recyclable materials Price of meal is \$18; (12.7%)	Plant-based materials Price of meal is \$10; (72.3%)	Biobased materials Bioplastic materials Price of meal is \$10; (15%)
CE_2_5	Plant-based materials Bioplastic materials Compostable materials Biodegradable materials Recyclable materials Price of meal is \$16; (24.7%)	Compostable materials Price of meal is \$14; (61.1%)	Plant-based materials Biobased materials Compostable materials Biodegradable materials Price of meal is \$16; (14.2%)
CE_2_6	Recyclable materials Price of meal is \$20; (2.6%)	Plant-based materials Compostable materials Biodegradable materials Price of meal is \$11; (60%)	Biodegradable materials Recyclable materials Price of meal is \$10; (37.4%)
CE_2_7	Plant-based materials Biobased materials Compostable materials Price of meal is \$10; (56.9%)	Plant-based materials Bioplastic materials Recyclable materials Price of meal is \$10; (37.2%)	Plant-based materials Biodegradable materials Price of meal is \$20; (5.9%)
CE_2_8	Plant-based materials Compostable materials Biodegradable materials Price of meal is \$18; (58.9%)	Plant-based materials Biobased materials Recyclable materials Price of meal is \$18; (18.9%)	Compostable materials Recyclable materials Price of meal is \$18; (22.2%)

Q	Restaurant A (1)	Restaurant B (2)	Restaurant C (3)
<i>Block 2; Definitions Provided (N=255)</i>			
Q_2a_1	Plant-based materials Bioplastic materials Biodegradable materials Price of meal is \$11; (20.2%)	Compostable materials Biodegradable materials Recyclable materials Price of meal is \$11; (60.1%)	Plant-based materials Biobased materials Bioplastic materials Compostable materials Recyclable materials Price of meal is \$13; (19.8%)
Q_2a_2	Biobased materials Compostable materials Biodegradable materials Price of meal is \$16; (42.5%)	Plant-based materials Biodegradable materials Price of meal is \$16; (47.6%)	Biobased materials Bioplastic materials Biodegradable materials Recyclable materials Price of meal is \$17; (9.9%)
Q_2a_3	Plant-based materials Biobased materials Biodegradable materials Recyclable materials Price of meal is \$15; (33.8%)	Biobased materials Bioplastic materials Compostable materials Biodegradable materials Price of meal is \$15; (26.6%)	Plant-based materials Bioplastic materials Price of meal is \$14; (39.6%)
Q_2a_4	Plant-based materials Bioplastic materials Compostable materials Recyclable materials Price of meal is \$18; (9%)	Plant-based materials Price of meal is \$10; (64.6%)	Biobased materials Bioplastic materials Price of meal is \$10; (26.5%)
Q_2a_5	Plant-based materials Bioplastic materials Compostable materials Biodegradable materials Recyclable materials Price of meal is \$16; (20.3%)	Compostable materials Price of meal is \$14; (65.8%)	Plant-based materials Biobased materials Compostable materials Biodegradable materials Price of meal is \$16; (14%)
Q_2a_6	Recyclable materials Price of meal is \$20; (3.9%)	Plant-based materials Compostable materials Biodegradable materials Price of meal is \$11; (55%)	Biodegradable materials Recyclable materials Price of meal is \$10; (41.1%)
Q_2a_7	Plant-based materials Biobased materials Compostable materials Price of meal is \$10; (65.3%)	Plant-based materials Bioplastic materials Recyclable materials Price of meal is \$10; (29.3%)	Plant-based materials Biodegradable materials Price of meal is \$20; (5.3%)
Q_2a_8	Plant-based materials Compostable materials Biodegradable materials Price of meal is \$18; (52.9%)	Plant-based materials Biobased materials Recyclable materials Price of meal is \$18; (19.2%)	Compostable materials Recyclable materials Price of meal is \$18; (28%)

Q	Restaurant A (1)	Restaurant B (2)	Restaurant C (3)
<i>Block 3; No information (N=248)</i>			
Q_3_1	Plant-based materials Biobased materials Bioplastic materials Compostable materials Price of meal is \$13; (45.3%)	Biobased materials Bioplastic materials Biodegradable materials Price of meal is \$12; (30.2%)	Bioplastic materials Compostable materials Recyclable materials Price of meal is \$12; (24.5%)
Q_3_2	Biobased materials Bioplastic materials Compostable materials Recyclable materials Price of meal is \$11; (18.8%)	Compostable materials Price of meal is \$20; (10.1%)	Plant-based materials Bioplastic materials Compostable materials Biodegradable materials Price of meal is \$11; (71.1%)
Q_3_3	Plant-based materials Bioplastic materials Compostable materials Recyclable materials Price of meal is \$17; (33.5%)	Bioplastic materials Compostable materials Biodegradable materials Recyclable materials Price of meal is \$16; (22.6%)	Biobased materials Compostable materials Biodegradable materials Recyclable materials Price of meal is \$16; (43.9%)
Q_3_4	Bioplastic materials Biodegradable materials Price of meal is \$12; (20.2%)	Plant-based materials Biobased materials Bioplastic materials Compostable materials Price of meal is \$13; (41.7%)	Biobased materials Price of meal is \$11; (38.1%)
Q_3_5	Plant-based materials Biobased materials Bioplastic materials Recyclable materials Price of meal is \$14; (37.8%)	Biobased materials Biodegradable materials Price of meal is \$13; (51.9%)	Plant-based materials Biobased materials Biodegradable materials Price of meal is \$20; (10.2%)
Q_3_6	Biobased materials Recyclable materials Price of meal is \$12; (46.3%)	Plant-based materials Biobased materials Bioplastic materials Compostable materials Recyclable materials Price of meal is \$20; (11%)	Plant-based materials Bioplastic materials Biodegradable materials Recyclable materials Price of meal is \$13; (42.8%)
Q_3_7	Compostable materials Biodegradable materials Price of meal is \$19; (39.3%)	Biobased materials Recyclable materials Price of meal is \$19; (11.9%)	Plant-based materials Compostable materials Recyclable materials Price of meal is \$19; (48.8%)
Q_3_8	Biodegradable materials Price of meal is \$15; (53.4%)	Plant-based materials Bioplastic materials Biodegradable materials Recyclable materials Price of meal is \$17; (36.1%)	Biobased materials Bioplastic materials Compostable materials Biodegradable materials Price of meal is \$17; (10.5%)

Q	Restaurant A (1)	Restaurant B (2)	Restaurant C (3)
<i>Block 3; Definitions Provided (N=248)</i>			
Q_3a_1	Plant-based materials Biobased materials Bioplastic materials Compostable materials Price of meal is \$13; (50.7%)	Biobased materials Bioplastic materials Biodegradable materials Price of meal is \$12; (21%)	Bioplastic materials Compostable materials Recyclable materials Price of meal is \$12; (28.3%)
Q_3a_2	Biobased materials Bioplastic materials Compostable materials Recyclable materials Price of meal is \$11; (21.1%)	Compostable materials Price of meal is \$20; (10.8%)	Plant-based materials Bioplastic materials Compostable materials Biodegradable materials Price of meal is \$11; (68.1%)
Q_3a_3	Plant-based materials Bioplastic materials Compostable materials Recyclable materials Price of meal is \$17; (33.7%)	Bioplastic materials Compostable materials Biodegradable materials Recyclable materials Price of meal is \$16; (32.6%)	Biobased materials Compostable materials Biodegradable materials Recyclable materials Price of meal is \$16; (33.6%)
Q_3a_4	Bioplastic materials Biodegradable materials Price of meal is \$12; (13.7%)	Plant-based materials Biobased materials Bioplastic materials Compostable materials Price of meal is \$13; (59.4%)	Biobased materials Price of meal is \$11; (26.9%)
Q_3a_5	Plant-based materials Biobased materials Bioplastic materials Recyclable materials Price of meal is \$14; (49.5%)	Biobased materials Biodegradable materials Price of meal is \$13; (35%)	Plant-based materials Biobased materials Biodegradable materials Price of meal is \$20; (15.5%)
Q_3a_6	Biobased materials Recyclable materials Price of meal is \$12; (31%)	Plant-based materials Biobased materials Bioplastic materials Compostable materials Recyclable materials Price of meal is \$20; (21.2%)	Plant-based materials Bioplastic materials Biodegradable materials Recyclable materials Price of meal is \$13; (47.8%)
Q_3a_7	Compostable materials Biodegradable materials Price of meal is \$19; (25.3%)	Biobased materials Recyclable materials Price of meal is \$19; (11.2%)	Plant-based materials Compostable materials Recyclable materials Price of meal is \$19; (63.5%)
Q_3a_8	Biodegradable materials Price of meal is \$15; (36.7%)	Plant-based materials Bioplastic materials Biodegradable materials Recyclable materials Price of meal is \$17; (39%)	Biobased materials Bioplastic materials Compostable materials Biodegradable materials Price of meal is \$17; (24.3%)

Q66 What is your gender?

Male (1)	48.3%
Female (2)	51.0%
Other (3)	0.6%

Q67 What is your current age?

18 - 24 years old (1)	11.7%
25 - 34 years old (2)	17.4%
35 - 44 years old (3)	16.9%
45 - 54 years old (4)	15.7%
55 - 64 years old (5)	16.6%
65 - 74 years old (6)	19.6%
74 years or older (7)	2.1%

Q68 What is your current marital status?

Single, Never	
Married (1)	45.1%
Married (2)	37.3%
Separated (3)	2.5%
Divorced (4)	11.3%
Widowed (5)	3.9%

Q69 How many people (including yourself) live in your household?

1 (1)	28.3%
2 (2)	34.2%
3 (3)	15.4%
4 (4)	13.0%
5 or more (5)	9.1%

Q70 Are there children under the age of 12 living in your household?

Yes (1)	13.2%
No (2)	86.8%

Q71 Are you a vegetarian or vegan?

Yes (1)	11.0%
No (2)	89.1%

Q73 In what US state do you live?

Alabama (1)	2.0%
Alaska (2)	0.0%
Arizona (3)	2.7%
Arkansas (4)	0.7%
California (5)	11.8%
Colorado (6)	2.4%

Connecticut (7)	1.3%
Delaware (8)	0.2%
District of Columbia (9)	0.1%
Florida (10)	5.6%
Georgia (11)	3.0%
Hawaii (12)	1.1%
Idaho (13)	0.2%
Illinois (14)	3.0%
Indiana (15)	1.2%
Iowa (16)	1.7%
Kansas (17)	1.1%
Kentucky (18)	1.3%
Louisiana (19)	1.7%
Maine (20)	0.7%
Maryland (21)	2.5%
Massachusetts (22)	1.9%
Michigan (23)	3.1%
Minnesota (24)	1.3%
Mississippi (25)	0.4%
Missouri (26)	2.0%
Montana (27)	0.8%
Nebraska (28)	0.4%
Nevada (29)	0.6%
New Hampshire (30)	0.3%
New Jersey (31)	2.3%
New Mexico (32)	0.4%
New York (33)	6.6%
North Carolina (34)	3.5%
North Dakota (35)	0.0%
Ohio (36)	3.9%
Oklahoma (37)	1.4%
Oregon (38)	0.5%
Pennsylvania (39)	3.8%
Rhode Island (40)	0.1%
South Carolina (41)	1.7%
South Dakota (42)	0.1%
Tennessee (43)	2.2%
Texas (44)	8.6%
Utah (45)	0.3%
Vermont (46)	0.2%
Virginia (47)	3.1%
Washington (48)	2.7%
West Virginia (49)	0.5%

Wisconsin (50)	3.1%
Wyoming (51)	0.2%

Q74 What is the highest level of education you have completed?

Less than High School (1)	2.5%
High School/GED (2)	35.5%
Some College (3)	15.6%
2-Year College Degree (Associates) (4)	14.0%
4-Year College Degree (BA, BS) (5)	20.3%
Master's Degree (6)	8.6%
Professional Degree (Ph.D., J.D., M.D., etc.) (7)	3.6%

Q75 What is your approximate annual household income before taxes?

Less than \$20,000 (1)	17.7%
\$20,000 - \$39,999 (2)	14.5%
\$40,000 - \$59,999 (3)	11.4%
\$60,000 - \$79,999 (4)	13.6%
\$80,000 - \$99,999 (5)	8.8%
\$100,000 - \$119,999 (6)	14.4%
\$120,000 - \$139,999 (7)	6.9%
\$140,000 - \$159,999 (8)	3.4%
\$160,000 - \$179,999 (9)	3.6%
\$180,000 - \$199,999 (10)	2.3%
\$200,000 or greater (11)	3.5%

Q76 What has been you (or your household's) usual WEEKLY expense for meals or snacks from restaurants, fast food places, cafeterias, carryout or other such places?

less than \$20 (1)	30.4%
\$20 - \$39 (2)	20.0%
\$40 - \$59 (3)	14.8%
\$60 - \$79 (4)	7.2%
\$80 - \$99 (5)	6.8%
\$100 - \$119 (6)	11.7%
\$120 - \$139 (7)	3.2%
\$140 - \$159 (8)	1.5%
\$160 or more (9)	4.5%

Q77 What has been your (or your household's) usual WEEKLY expense for food bought during grocery shopping?

less than \$20 (1)	0.7%
\$20 - \$39 (2)	3.9%
\$40 - \$59 (3)	11.7%
\$60 - \$79 (4)	11.4%
\$80 - \$99 (5)	16.3%
\$100 - \$119 (6)	17.2%
\$120 - \$139 (7)	13.7%
\$140 - \$159 (8)	8.5%
\$160 or more (9)	16.7%

Q78 Are you of Hispanic, Latino, or Spanish origin?

No, not of Hispanic, Latino, or Spanish origin? (1)	81.2%
Yes, Mexican, Mexican Am., Chicano (2)	10.2%
Yes, Puerto Rican (3)	2.5%
Yes, Cuban (4)	1.9%
Yes, another Hispanic, Latino, or Spanish origin (5)	4.1%

Q79 What is your race?

White (1)	61.2%
Black or African American (2)	12.1%
American Indian or Alaskan Native (3)	2.8%
Asian Indian (4)	2.0%
Chinese (5)	4.2%
Filipino (6)	1.2%
Japanese (7)	2.0%
Korean (8)	1.4%
Vietnamese (9)	0.6%
Native Hawaiian (10)	0.0%
Guamanian or Chamorro (11)	0.0%
Samoan (12)	0.0%
Other Pacific Islander (13)	1.2%
Other (14)	11.4%

Q80 When it comes to politics, do you usually think of yourself as liberal or conservative?

Extremely liberal (1)	23.2%
Slightly liberal (2)	27.8%
Moderate or middle of the road (3)	19.2%
Slightly conservative (4)	19.9%
Extremely conservative (5)	8.5%
I don't know (6)	1.5%

Q81 Which political party do you most identify with?

Democratic (1)	46.6%
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Republican (2)	23.0%
I am an independent (4)	26.2%
Other (e.g., Green, Tea Party, Libertarian, etc.) (5)	4.3%

Q82 How much of the grocery shopping do you do for your household?

I buy almost all the groceries for my household (1)	58.9%
I buy most of the groceries for my household (2)	11.4%
I buy about half of the groceries for my household (3)	14.4%
I buy less than half the groceries for my household (4)	9.2%
I rarely buy the groceries for my household (5)	6.0%