



## Home Sustainability:

A Nationally Representative Multi-Mode Survey

March 2022 Results

### *Overview of Methodology*

Consumer Reports fielded this Home Sustainability Survey to understand Americans' priorities and behaviors around environmentally sustainable choices in the home: water and energy use; how different categories of household items are disposed of; the use of reusable vs disposable products; acquiring goods secondhand; food choices and food waste; and priorities when it comes to cleaning products. These results are based on interviews conducted March 2<sup>nd</sup> – March 10<sup>th</sup>, 2022.

The survey was administered by NORC at the University of Chicago through its AmeriSpeak® Panel to a nationally representative sample. Interviews were conducted in English and in Spanish, and were administered both online and by phone. In total, NORC collected 2,240 interviews, 2,095 by web mode and 145 by phone mode, 2,178 in English and 62 in Spanish. Final data are weighted by age, gender, race/Hispanic ethnicity, housing tenure, telephone status, education, and Census Division to be proportionally representative of the US adult population.

The margin of error for results based on the total sample is +/-2.69 percentage points at the 95% confidence level. Smaller subgroups will have larger error margins, and only those subgroups for which there are at least 100 unweighted cases are included.

## TOPLINE RESULTS

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The questions presented below were shown to respondents in this order unless otherwise noted. Where appropriate, question verbiage, response answer choices, or direction of scales were alphabetized, randomized, or rotated. Those instances are noted below.

Prepared by CR Survey Research Department, March 2022

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## SURVEY TOPLINES

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HOMETYPE1. [RESPONSE OPTIONS DISPLAYED IN THIS ORDER: SINGLE FAMILY DETACHED HOUSE; SINGLE FAMILY ATTACHED HOUSE OR ROWHOUSE; APARTMENT OR CONDOMINIUM; MOBILE HOME; ANOTHER TYPE.]

What type of home do you live in?	
	Total
	%
Single family detached house	69
Apartment or condominium	18
Mobile home	6
Single family attached house or rowhouse	6
Another type of home	2
<b>Base: All respondents</b>	<b>2,227</b>

HOMETYPE2.

Do you, or someone in your household, own your primary home?	
	Total
	%
Own	72
Rent	27
Other	2
<b>Base: All respondents</b>	<b>2,236</b>

ACT\_INTRO.

Now we will ask questions about some specific ways that people can minimize their impact on the environment.

WATERUSE1. [RESPONSE OPTIONS DISPLAYED IN ALPHABETICAL ORDER, WITH 'OTHER,' 'I AM NOT ALLOWED TO MAKE CHANGES TO MY HOME' AND 'NONE OF THESE' AT END IN THAT ORDER. 'INSTALLED A RAIN COLLECTION BARREL' DID NOT SHOW IF HOMETYPE1 = 'APARTMENT OR CONDOMINIUM.' 'I AM NOT ALLOWED TO MAKE CHANGES TO MY HOME' AND 'NONE OF THESE' WERE EXCLUSIVE.]

In the past year, which, if any, of the following changes have you made to your home to limit the amount of water you or other household members use?

Select *all* that apply.

	Total
	%
Installed a more water-efficient appliance (dishwasher, washing machine, etc.)	30
Installed a low-flow showerhead or faucet	26
Installed a low-flow toilet	25
Installed a rain collection barrel*	5
Other, please specify	1
I am not allowed to make changes to my home	12
None of these	35
<b>Base: All respondents</b>	
<b>* Did not show to respondents who live in an apartment or condominium (percentage still shown out of all respondents). Out of those who saw it (n = 1766), it is 7%.</b>	2,240

WATERUSE1B. [RESPONSE OPTIONS DISPLAYED IN ALPHABETICAL ORDER, WITH 'OTHER' AND 'NONE OF THESE' AT END IN THAT ORDER. 'MINIMIZE WATER USE ON MY LAWN OR GARDEN' DID NOT SHOW IF HOMETYPE1 = 'APARTMENT OR CONDOMINIUM.' 'NONE OF THESE' WAS EXCLUSIVE.]

Which of the following do you do, at least sometimes, to reduce your water use?

Select *all* that apply.

	Total
	%
Turn off faucets unless absolutely necessary in activities such as brushing teeth or washing dishes	74
Take short showers (around five minutes)	50
Avoid flushing the toilet after every use	35
Minimize water use on my lawn or garden (for example, by watering at night or planting plants that require less water)*	22
Other, please specify	2
None of these	11
<b>Base: All respondents</b>	
<b>* Did not show to respondents who live in an apartment or condominium (percentage still shown out of all respondents). Out of those who saw it (n = 1766), it is 30%.</b>	2,240

WATERUSE2. [RESPONSE OPTIONS DISPLAYED IN ALPHABETICAL ORDER, WITH 'OTHER' AND 'I AM NOT AWARE OF ANY' AT END IN THAT ORDER. 'I AM NOT AWARE OF ANY' WAS EXCLUSIVE.]

As far as you know, which, if any, of the following does local law in your area require you to do to reduce water use?

Select all that apply.

	Total
	%
Reduce the amount I water my lawn or garden, for example by watering at night or planting plants that require less water	17
Install a low-flow showerhead or faucet	8
Install a low-flow toilet	7
Install a rain collection barrel	2
Other, please specify	2
I am not aware of any requirements in my area about water use	74
<b>Base: All respondents</b>	<b>2,240</b>

INTROENERGY.

The next set of questions are about energy use.

ENERGYUSE1. [SHOW IF HOMETYPE2 = 'OWN.' RESPONSE OPTIONS DISPLAYED IN ALPHABETICAL ORDER, WITH 'OTHER,' 'I AM NOT ALLOWED TO MAKE CHANGES TO MY HOME,' AND 'NONE OF THESE' AT END IN THAT ORDER. 'I AM NOT ALLOWED TO MAKE CHANGES TO MY HOME' AND 'NONE OF THESE' WERE EXCLUSIVE.]

In the past year, which, if any, of the following actions have you taken to limit your impact on the environment through energy usage?

Select all that apply.

	Total
	%
Installed a smart thermostat so I am better able to control how much heat or air conditioning I use	28
Added insulation to my home so that I need to use less heat and air conditioning	20
Installed new windows	15
Installed a heat pump to heat and cool my home	6
Installed solar panels	4
Other, please specify	3
I am not allowed to make changes to my home	2
None of these	48
<b>Base: Respondents who own their home</b>	<b>1,555</b>

ENERGYUSE2. [RESPONSE OPTIONS DISPLAYED IN ALPHABETICAL ORDER, WITH 'OTHER' AND 'NONE OF THESE' AT END IN THAT ORDER. 'NONE OF THESE' WAS EXCLUSIVE.]

Which of the following do you do, at least sometimes, to reduce your energy use?

Select *all* that apply.

	Total
	%
Adjust the temperature in your home to use less energy at night	68
Adjust the temperature in your home to use less energy when there is no one at home	67
Use a programmable or learning option on your thermostat to optimize your energy use	28
Seal your windows or window air conditioners with plastic or insulated covers for better insulation	22
Other, please specify	3
None of these	13
<b>Base: All respondents</b>	<b>2,240</b>

ENERGYUSE3.

In some parts of the country, consumers have the option to switch to a "green" energy provider (a utility that gets at least a portion of its electricity from renewable sources like solar, wind, or geothermal power).

Which statement is most true for you?

	Total
	%
I have never heard of this	33
I have heard of this, but I haven't heard of it being available in my area	38
I am aware that it is available in my area, but I don't want to use it	11
I am aware that it is available in my area, and I am thinking about switching to it	9
I already use a "green" utility company	9
<b>Base: All respondents</b>	<b>2,207</b>

INTROPURCHASE.

The next set of questions are about purchases you may make for your household.

APPLIANCE1.

Have you bought a new large appliance <u>within the past 5 years</u> , such as a refrigerator, range, dishwasher, or laundry machine?	
	<b>Total</b>
	%
Yes	58
No	42
<b>Base: All respondents</b>	<b>2,239</b>

APPLIANCE2. [SHOW IF APPLIANCE1 = 'YES.']

You said that you bought a new large appliance <u>within the past 5 years</u> . When you chose that appliance, how important to you were environmental concerns such as energy efficiency or water consumption?	
	<b>Total</b>
	%
Extremely important	21
Very important	34
Somewhat important	28
Slightly important	9
Not at all important	8
<b>Base: Respondents who purchased an appliance in the past 5 years</b>	<b>1,264</b>

APPLIANCE4. [SHOW IF APPLIANCE1 = 'YES.' SELECT UP TO THREE. RANDOMIZE RESPONSE OPTIONS.]

When thinking about your most recent purchase of a large appliance, which of the following were the most important factors to you?	
<i>Select up to three.</i>	
	<b>Total</b>
	%
Price	73
Performance	66
Reliability	66
Impact on the environment	24
Aesthetics	14
<b>Base: Respondents who purchased an appliance in the past 5 years</b>	<b>1,265</b>

APPLIANCE3.

If you had to buy a large appliance today, such as a refrigerator, range, dishwasher, or laundry machine, how important would environmental concerns (like energy efficiency or water consumption) be to you in choosing that appliance?

	Total
	%
Extremely important	23
Very important	35
Somewhat important	30
Slightly important	6
Not at all important	6
<b>Base: All respondents</b>	<b>2,230</b>

MATTRESS1.

When purchasing a mattress, how important, if at all, is it to you that it is made of organic or natural materials?

	Total
	%
Extremely important	7
Very important	13
Somewhat important	34
Slightly important	17
Not at all important	29
<b>Base: All respondents</b>	<b>2,228</b>

MATTRESS2.

When purchasing a mattress, how important, if at all, is it to you that it comes with a label or guarantee that it was not made with harmful materials, chemicals, emissions, or pollutants?

	Total
	%
Extremely important	23
Very important	27
Somewhat important	27
Slightly important	11
Not at all important	11
<b>Base: All respondents</b>	<b>2,217</b>

INTRODISPOSE.

The next set of questions is about how we dispose of items other than everyday household trash and recycling.

DISPOSE1. [RESPONSE OPTIONS DISPLAYED IN ALPHABETICAL ORDER, WITH 'NONE OF THESE' AT END. 'NONE OF THESE' WAS EXCLUSIVE.]

Which, if any, of the following items have you disposed of in the past two years?

Select all that apply.

	Total
	%
Clothing, shoes, outerwear, bedding, or towels	72
A small appliance like a toaster, blender, coffee machine, vacuum cleaner, or hair dryer	41
Electronics like computers, TVs, tablets, phones, game consoles, or cameras	38
Furniture	34
Pots and pans	29
A large appliance like a refrigerator, range, dishwasher, or laundry machine	27
Toys	27
Tableware, dishes, or flatware	24
A mattress	24
An air conditioner	11
Outdoor power equipment, such as a lawnmower, leaf blower, etc.	10
Exercise equipment	8
None of these	10
<b>Base: All respondents</b>	<b>2,240</b>



DISPOSE2. [SHOW QUESTION IF ANY DISPOSE1 OPTIONS OTHER THAN 'NONE OF THESE' WERE SELECTED. SHOW EACH TYPE OF ITEM IF THE CORRESPONDING OPTION WAS SELECTED IN DISPOSE1. ITEMS DISPLAYED IN SAME ORDER AS DISPOSE1; RESPONSE SCALE FOR EACH DISPLAYED IN ALPHABETICAL ORDER, WITH 'OTHER' AND 'UNSURE' AT END IN THAT ORDER.]

How did you dispose of these items?	
<i>If you have disposed of more than one item in a category, please answer about the one you disposed of most recently.</i>	
	Total
	%
<b>An air conditioner</b>	
Put it in the trash or took it to a dump	22
Recycled it	20
Gave it away to a friend, family member, or neighbor	14
Donated it (to a charity such as Goodwill or The Salvation Army)	14
Sold it	6
Gave it away through an organization that helps people exchange items for free, such as Freecycle or Buy Nothing groups	2
Other	15
Unsure	7
<b>Base: Respondents who disposed of an air conditioner in the last two years</b>	<b>225</b>
<b>A large appliance like a refrigerator, range, dishwasher, or laundry machine</b>	
Recycled it	26
Put it in the trash or took it to a dump	18
Gave it away to a friend, family member, or neighbor	11
Donated it (to a charity such as Goodwill or The Salvation Army)	11
Sold it	7
Gave it away through an organization that helps people exchange items for free, such as Freecycle or Buy Nothing groups	7
Other	14
Unsure	5
<b>Base: Respondents who disposed of a large appliance in the last two years</b>	<b>616</b>
<b>A small appliance like a toaster, blender, coffee machine, vacuum cleaner, or hair dryer</b>	
	Total
Put it in the trash or took it to a dump	32
Donated it (to a charity such as Goodwill or The Salvation Army)	31
Recycled it	14
Gave it away to a friend, family member, or neighbor	12
Sold it	4
Gave it away through an organization that helps people exchange items for free, such as Freecycle or Buy Nothing groups	4
Other	2
Unsure	2
<b>Base: Respondents who disposed of a small appliance in the last two years</b>	<b>944</b>

## DISPOSE2. [CONTINUED.]

<b><i>Clothing, shoes, outerwear, bedding, or towels</i></b>	
Donated it (to a charity such as Goodwill or The Salvation Army)	71
Gave it away to a friend, family member, or neighbor	9
Put it in the trash or took it to a dump	9
Gave it away through an organization that helps people exchange items for free, such as Freecycle or Buy Nothing groups	5
Sold it	3
Recycled it	3
Other	1
Unsure	1
<b>Base: Respondents who disposed of clothing, shoes, etc. in the past two years</b>	<b>1,647</b>
<b><i>Electronics like computers, TVs, tablets, phones, game consoles, or cameras</i></b>	
	<b>Total</b>
Recycled it	31
Donated it (to a charity such as Goodwill or The Salvation Army)	21
Put it in the trash or took it to a dump	19
Gave it away to a friend, family member, or neighbor	11
Sold it	7
Gave it away through an organization that helps people exchange items for free, such as Freecycle or Buy Nothing groups	5
Other	3
Unsure	2
<b>Base: Respondents who disposed of electronics in the past two years</b>	<b>850</b>
<b><i>Exercise equipment</i></b>	
	<b>Total</b>
Donated it (to a charity such as Goodwill or The Salvation Army)	24
Gave it away to a friend, family member, or neighbor	20
Sold it	18
Put it in the trash or took it to a dump	18
Recycled it	11
Gave it away through an organization that helps people exchange items for free, such as Freecycle or Buy Nothing groups	4
Other	2
Unsure	3
<b>Base: Respondents who disposed of exercise equipment in the past two years</b>	<b>188</b>
<b><i>Furniture</i></b>	
	<b>Total</b>
Put it in the trash or took it to a dump	29
Donated it (to a charity such as Goodwill or The Salvation Army)	27
Gave it away to a friend, family member, or neighbor	20
Sold it	11
Gave it away through an organization that helps people exchange items for free, such as Freecycle or Buy Nothing groups	5
Recycled it	3
Other	4
Unsure	1
<b>Base: Respondents who disposed of furniture in the past two years</b>	<b>778</b>

## DISPOSE2. [CONTINUED.]

<b>A mattress</b>	
	<b>Total</b>
Put it in the trash or took it to a dump	45
Gave it away to a friend, family member, or neighbor	11
Recycled it	11
Donated it (to a charity such as Goodwill or The Salvation Army)	8
Sold it	5
Gave it away through an organization that helps people exchange items for free, such as Freecycle or Buy Nothing groups	5
Other	10
Unsure	3
<b>Base: Respondents who disposed of a mattress in the past two years</b>	<b>516</b>
<b>Outdoor power equipment, such as a lawnmower, leaf blower, etc.</b>	
	<b>Total</b>
Sold it	23
Recycled it	21
Put it in the trash or took it to a dump	21
Gave it away to a friend, family member, or neighbor	17
Donated it (to a charity such as Goodwill or The Salvation Army)	5
Gave it away through an organization that helps people exchange items for free, such as Freecycle or Buy Nothing groups	4
Other	8
Unsure	1
<b>Base: Respondents who disposed of outdoor power equipment in the past two years</b>	<b>207</b>
<b>Pots and pans</b>	
	<b>Total</b>
Donated it (to a charity such as Goodwill or The Salvation Army)	43
Put it in the trash or took it to a dump	26
Gave it away to a friend, family member, or neighbor	15
Recycled it	8
Gave it away through an organization that helps people exchange items for free, such as Freecycle or Buy Nothing groups	4
Sold it	2
Other	1
Unsure	0
<b>Base: Respondents who disposed of pots and pans in the past two years</b>	<b>670</b>
<b>Tableware, dishes, or flatware</b>	
	<b>Total</b>
Donated it (to a charity such as Goodwill or The Salvation Army)	51
Put it in the trash or took it to a dump	21
Gave it away to a friend, family member, or neighbor	12
Gave it away through an organization that helps people exchange items for free, such as Freecycle or Buy Nothing groups	5
Sold it	5
Recycled it	4
Other	2
Unsure	0
<b>Base: Respondents who disposed of tableware, dishes, or flatware in the past two years</b>	<b>549</b>

DISPOSE2. [CONTINUED.]

<b>Toys</b>	
	<b>Total</b>
Donated it (to a charity such as Goodwill or The Salvation Army)	55
Gave it away to a friend, family member, or neighbor	17
Put it in the trash or took it to a dump	15
Sold it	4
Gave it away through an organization that helps people exchange items for free, such as Freecycle or Buy Nothing groups	4
Recycled it	3
Other	1
Unsure	1
<b>Base: Respondents who disposed of toys in the past two years</b>	<b>581</b>

SECONDHAND1. [RESPONSE OPTIONS DISPLAYED IN ALPHABETICAL ORDER, WITH 'NONE OF THESE' AT END. 'NONE OF THESE' WAS EXCLUSIVE.]

Which, if any, of the following have you ever obtained secondhand?

*This could mean purchasing secondhand, such as at a garage sale, thrift store, antique shop, or through a site like Facebook Marketplace or Craigslist. Or, it could mean getting it for free from a friend or family member who no longer needed it or in a community exchange.*

Select all that apply.

	<b>Total</b>
	%
Clothing, shoes, outerwear, bedding, or towels	48
Furniture	42
Electronics like computers, TVs, tablets, phones, game consoles, or cameras	29
Tableware, dishes, or flatware	28
A small appliance like a toaster, blender, coffee machine, vacuum cleaner, or hair dryer	28
A large appliance like a refrigerator, range, dishwasher, or laundry machine	25
Pots and pans	24
Toys	23
Exercise equipment	21
Outdoor power equipment, such as a lawnmower, leaf blower, etc.	19
An air conditioner	13
A mattress	12
None of these	25
<b>Base: All respondents</b>	<b>2,240</b>

REUSE1. [DISPLAYED ACROSS TWO SCREENS, WITH SIX ITEMS ON THE FIRST SCREEN AND FIVE ON THE SECOND. ITEMS DISPLAYED IN ALPHABETICAL ORDER.]

The following is a list of different kinds of products that have traditionally been disposable. For each of these, please say whether you have heard of a reusable version; if you would consider owning a reusable version; or if your household owns a reusable version.

	Total
	%
<b>Baggies, such as for sandwiches or snacks</b>	
I already own this	33
I have heard of this before and would consider getting it	24
I have heard of this before, but would <u>not</u> consider getting it	11
I have <u>not</u> heard of a reusable version of this before the survey	33
<b>Base: All respondents</b>	<b>2,213</b>
<b>Cling wrap/food wrap</b>	
	<b>Total</b>
I already own this	28
I have heard of this before and would consider getting it	20
I have heard of this before, but would <u>not</u> consider getting it	10
I have <u>not</u> heard of a reusable version of this before the survey	42
<b>Base: All respondents</b>	<b>2,197</b>
<b>Coffee filters</b>	
	<b>Total</b>
I already own this	34
I have heard of this before and would consider getting it	21
I have heard of this before, but would <u>not</u> consider getting it	15
I have <u>not</u> heard of a reusable version of this before the survey	30
<b>Base: All respondents</b>	<b>2,176</b>
<b>Grocery bags</b>	
	<b>Total</b>
I already own this	75
I have heard of this before and would consider getting it	14
I have heard of this before, but would <u>not</u> consider getting it	6
I have <u>not</u> heard of a reusable version of this before the survey	4
<b>Base: All respondents</b>	<b>2,195</b>
<b>Dryer sheets/balls</b>	
	<b>Total</b>
I already own this	39
I have heard of this before and would consider getting it	23
I have heard of this before, but would <u>not</u> consider getting it	11
I have <u>not</u> heard of a reusable version of this before the survey	26
<b>Base: All respondents</b>	<b>2,189</b>

REUSE1. [CONTINUED.]

<b>Insulated travel mug</b>		<b>Total</b>
I already own this		76
I have heard of this before and would consider getting it		9
I have heard of this before, but would <u>not</u> consider getting it		5
I have <u>not</u> heard of a reusable version of this before the survey		10
<b>Base: All respondents</b>		<b>2,202</b>
<b>Makeup removing pads or wipes</b>		<b>Total</b>
I already own this		24
I have heard of this before and would consider getting it		17
I have heard of this before, but would <u>not</u> consider getting it		17
I have <u>not</u> heard of a reusable version of this before the survey		42
<b>Base: All respondents</b>		<b>2,182</b>
<b>Napkins</b>		<b>Total</b>
I already own this		39
I have heard of this before and would consider getting it		21
I have heard of this before, but would <u>not</u> consider getting it		16
I have <u>not</u> heard of a reusable version of this before the survey		24
<b>Base: All respondents</b>		<b>2,197</b>
<b>Paper towels</b>		<b>Total</b>
I already own this		30
I have heard of this before and would consider getting it		20
I have heard of this before, but would <u>not</u> consider getting it		16
I have <u>not</u> heard of a reusable version of this before the survey		35
<b>Base: All respondents</b>		<b>2,201</b>
<b>Straws</b>		<b>Total</b>
I already own this		51
I have heard of this before and would consider getting it		20
I have heard of this before, but would <u>not</u> consider getting it		17
I have <u>not</u> heard of a reusable version of this before the survey		12
<b>Base: All respondents</b>		<b>2,186</b>
<b>Water bottle</b>		<b>Total</b>
I already own this		78
I have heard of this before and would consider getting it		11
I have heard of this before, but would <u>not</u> consider getting it		6
I have <u>not</u> heard of a reusable version of this before the survey		5
<b>Base: All respondents</b>		<b>2,200</b>

REUSE2. [SHOW QUESTION IF ANY REUSE1 = 'I HAVE HEARD OF THIS BEFORE AND WOULD CONSIDER GETTING IT' OR 'I HAVE HEARD OF THIS BEFORE, BUT WOULD NOT CONSIDER GETTING IT.' SHOW EACH ITEM IF THE CORRESPONDING OPTION IN REUSE1 WAS ONE OF THOSE ANSWERS, AND IN SAME ORDER AS REUSE1, INCLUDING DISPLAYING ACROSS TWO SCREENS. RESPONSE OPTIONS DISPLAYED IN THIS ORDER: NOT INTERESTED; DON'T THINK IT WOULD WORK AS WELL; TOO EXPENSIVE; TOO MUCH HASSLE; I DON'T USE THIS KIND OF PRODUCT; I MIGHT GET SOME EVENTUALLY; FEEL LIKE IT IS PRETENTIOUS.]

You said that you have heard of, but do not own, reusable versions of the following household products. Which, if any, of the following are reasons you do not own them?

Select all that apply.

	Total
	%
<b>Baggies, such as for sandwiches or snacks</b>	
Too much hassle to clean and store it	35
I might get some eventually, but I have a lot of disposable ones to use up first	22
Just not interested	17
Don't think it would work as well as the disposable version	16
Too expensive compared to the disposable version	15
I don't use this kind of product, disposable or otherwise	12
Feel like it is pretentious	3
<b>Base: Respondents who have heard of, but do not own, reusable baggies</b>	<b>780</b>
<b>Cling wrap/food wrap</b>	
	<b>Total</b>
Too much hassle to clean and store it	22
Just not interested	21
Don't think it would work as well as the disposable version	20
I might get some eventually, but I have a lot of disposable ones to use up first	20
I don't use this kind of product, disposable or otherwise	16
Too expensive compared to the disposable version	13
Feel like it is pretentious	2
<b>Base: Respondents who have heard of, but do not own, reusable cling wrap</b>	<b>693</b>
<b>Coffee filters</b>	
	<b>Total</b>
I don't use this kind of product, disposable or otherwise	28
Just not interested	25
I might get some eventually, but I have a lot of disposable ones to use up first	17
Too much hassle to clean and store it	15
Don't think it would work as well as the disposable version	15
Too expensive compared to the disposable version	6
Feel like it is pretentious	2
<b>Base: Respondents who have heard of, but do not own, reusable coffee filters</b>	<b>787</b>

REUSE2. [CONTINUED.]

<b>Grocery bags</b>		<b>Total</b>
I might get some eventually, but I have a lot of disposable ones to use up first		34
Too much hassle to clean and store it		23
Just not interested		22
Don't think it would work as well as the disposable version		10
Too expensive compared to the disposable version		9
I don't use this kind of product, disposable or otherwise		4
Feel like it is pretentious		3
<b>Base: Respondents who have heard of, but do not own, reusable grocery bags</b>		<b>433</b>
<b>Dryer sheets/balls</b>		<b>Total</b>
Just not interested		26
I might get some eventually, but I have a lot of disposable ones to use up first		24
Don't think it would work as well as the disposable version		19
I don't use this kind of product, disposable or otherwise		18
Too expensive compared to the disposable version		13
Too much hassle to clean and store it		5
Feel like it is pretentious		2
<b>Base: Respondents who have heard of, but do not own, reusable dryer sheets/dryer balls</b>		<b>762</b>
<b>Insulated travel mug</b>		<b>Total</b>
Just not interested		35
I don't use this kind of product, disposable or otherwise		22
I might get some eventually, but I have a lot of disposable ones to use up first		13
Too expensive compared to the disposable version		12
Too much hassle to clean and store it		11
Don't think it would work as well as the disposable version		8
Feel like it is pretentious		4
<b>Base: Respondents who have heard of, but do not own, reusable travel mugs</b>		<b>333</b>
<b>Makeup removing pads or wipes</b>		<b>Total</b>
Just not interested		34
I don't use this kind of product, disposable or otherwise		31
Too much hassle to clean and store it		13
I might get some eventually, but I have a lot of disposable ones to use up first		11
Don't think it would work as well as the disposable version		10
Too expensive compared to the disposable version		8
Feel like it is pretentious		1
<b>Base: Respondents who have heard of, but do not own, reusable makeup-removing pads or wipes</b>		<b>743</b>



REUSE2. [CONTINUED.]

<b><i>Napkins</i></b>	
	<b>Total</b>
Too much hassle to clean and store it	33
Just not interested	26
I might get some eventually, but I have a lot of disposable ones to use up first	16
Don't think it would work as well as the disposable version	15
Too expensive compared to the disposable version	11
I don't use this kind of product, disposable or otherwise	8
Feel like it is pretentious	2
<b>Base: Respondents who have heard of, but do not own, reusable napkins</b>	<b>806</b>
<b><i>Paper towels</i></b>	
	<b>Total</b>
Too much hassle to clean and store it	29
Just not interested	24
Don't think it would work as well as the disposable version	21
I might get some eventually, but I have a lot of disposable ones to use up first	20
Too expensive compared to the disposable version	13
I don't use this kind of product, disposable or otherwise	4
Feel like it is pretentious	2
<b>Base: Respondents who have heard of, but do not own, reusable equivalents of paper towels</b>	<b>792</b>
<b><i>Straws</i></b>	
	<b>Total</b>
Just not interested	29
I don't use this kind of product, disposable or otherwise	29
Too much hassle to clean and store it	18
I might get some eventually, but I have a lot of disposable ones to use up first	12
Don't think it would work as well as the disposable version	12
Too expensive compared to the disposable version	9
Feel like it is pretentious	5
<b>Base: Respondents who have heard of, but do not own, reusable straws</b>	<b>823</b>
<b><i>Water bottle</i></b>	
	<b>Total</b>
Just not interested	34
I might get some eventually, but I have a lot of disposable ones to use up first	21
I don't use this kind of product, disposable or otherwise	17
Too much hassle to clean and store it	13
Too expensive compared to the disposable version	9
Don't think it would work as well as the disposable version	9
Feel like it is pretentious	3
<b>Base: Respondents who have heard of, but do not own, reusable water bottles</b>	<b>355</b>

INTROFOOD.

The next set of questions is about food.

FOODCHOICES1. [RESPONSE OPTIONS DISPLAYED IN ALPHABETICAL ORDER, WITH 'NONE OF THESE' AT END. 'NONE OF THESE' WAS EXCLUSIVE.]

Now, thinking about food, which, if any, of the following do you do currently to minimize your impact on the environment?

Select all that apply.

	Total
	%
Buy locally grown or sourced foods	37
Buy food that doesn't contain chemical additives	35
Buy less meat or poultry than you used to	29
Buy less dairy than you used to	27
Buy organic foods	26
Buy food directly from sources where food is grown or produced with minimal chemicals, pesticides, and drugs	24
Grow your own food	21
Eat vegetarian or vegan	11
None of these	25
<b>Base: All respondents</b>	<b>2,240</b>

FOODCHOICES2. [RESPONSE OPTIONS DISPLAYED IN ALPHABETICAL ORDER, WITH 'NONE OF THESE' AT END. 'NONE OF THESE' WAS EXCLUSIVE.]

Which, if any, of the following would you consider doing in the next year to minimize your impact on the environment?

Select all that apply.

	Total
	%
Buy locally grown or sourced foods	48
Buy food that doesn't contain chemical additives	45
Buy food directly from sources where food is grown or produced with minimal chemicals, pesticides, and drugs	41
Grow your own food	34
Buy organic foods	29
Buy less meat or poultry than you used to	27
Buy less dairy than you used to	24
Eat vegetarian or vegan	15
None of these	19
<b>Base: All respondents</b>	<b>2,240</b>

FOODWASTE1.

Thinking about the past 6 months, about how often did you dispose of food that had spoiled or was no longer edible?	
	Total
	%
More than once a day	2
Once a day	3
More than once a week but not every day	14
Once a week	29
More than once a month but not every week	25
Once a month or less	20
Never	7
<b>Base: All respondents</b>	<b>2,230</b>

FOODWASTE2.

If you eat at a restaurant and have leftovers, about how often do you take them home?	
	Total
	%
Always	52
Almost always	24
Sometimes	14
Rarely	6
Never	4
<b>Base: All respondents</b>	<b>2,230</b>

FOODWASTE3. [SHOW IF FOODWASTE2 = 'ALWAYS,' 'ALMOST ALWAYS,' OR 'SOMETIMES.']

When you take your leftovers home, how often do they get eaten?	
	Total
	%
Always	46
Almost always	41
Sometimes	12
Rarely	1
Never	0
<b>Base: Respondents who sometimes, almost always, or always take leftovers home</b>	<b>2,011</b>

INTROCLEAN.

The final question is about cleaning products.

CLEANING1. [RESPONSE OPTIONS DISPLAYED IN ALPHABETICAL ORDER, WITH 'OTHER' AT END.]

What would you say is your highest priority when buying cleaning products for your home?

	Total
	%
Brands that I know work	52
Products that claim they are safe for children, allergy sufferers, or pets	14
Saving money	13
Products that claim they won't harm the environment	10
How it smells	5
Products that fit my style	3
Brands that my family or friends use	2
Recommendation from a celebrity or social media influencer or in an ad	0
Other, please specify	2
<b>Base: All respondents</b>	<b>2,229</b>

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