



SUSTAINABLE AMERICA

Food/Fuel Public Poll

Key Findings
March 2013

Methodology

Timing:

Quantitative Online Survey: February 22 – March 6, 2013

Objectives:

Measure public understanding and attitudes of the nature of the food and fuel supply in the United States, as well as the intersection of the two.

Audiences:



Registered voters in the United States spread across the country and distributed according to U.S. census data by age, gender, and income.

Geographies and Methodology:



United States

BAV Consulting conducted a national quantitative online survey with 1,001 respondents across the United States.

	Registered Voters	
	n-size	MoE*
National (All)	1,001	+/- 3.10%
18-24 year-olds	129	+/- 8.63%
25-29	100	+/- 9.80%
30-34	110	+/- 9.34%
35-44	200	+/- 6.93%
45-54	200	+/- 6.93%
55-64	170	+/- 7.52%
65+	92	+/- 10.22%

All of the results, except where indicated, are shown in percentages.

**Margin of error is shown at the 95% confidence level*

***In this report, 'All' refers to an census-weighted average of demographic groups.*



Key Findings

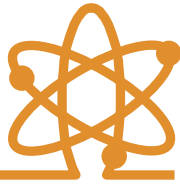
1. 56% think growing food to expand the fuel supply is a good thing, just 19% oppose
2. Half of American voters support using corn-based ethanol in the nation's transportation fuel supply, 18% oppose
3. 84% of voters think energy independence should be a national goal
4. 6 in 10 support an "all of the above" national energy strategy including fossil fuels and renewables
5. 7 in 10 say good fuel economy is 'very important' when thinking about their next vehicle
6. Battery issues and high cost dominate concerns about electric cars
7. Knowledge about where to buy alternative fuels for vehicles remains low
8. 6 in 10 Americans know someone personally who has struggled recently to afford food
9. Two-thirds of Americans are concerned about food shortages following natural disasters
10. 45% of Americans oppose the use of GMOs in food production, 36% support
11. Printed food expiration dates responsible for nearly half of discarded food in American homes
12. 60% say reducing food waste at restaurants and grocery stores is the best way to increase food availability in the U.S.



FOOD FUEL LINKAGE

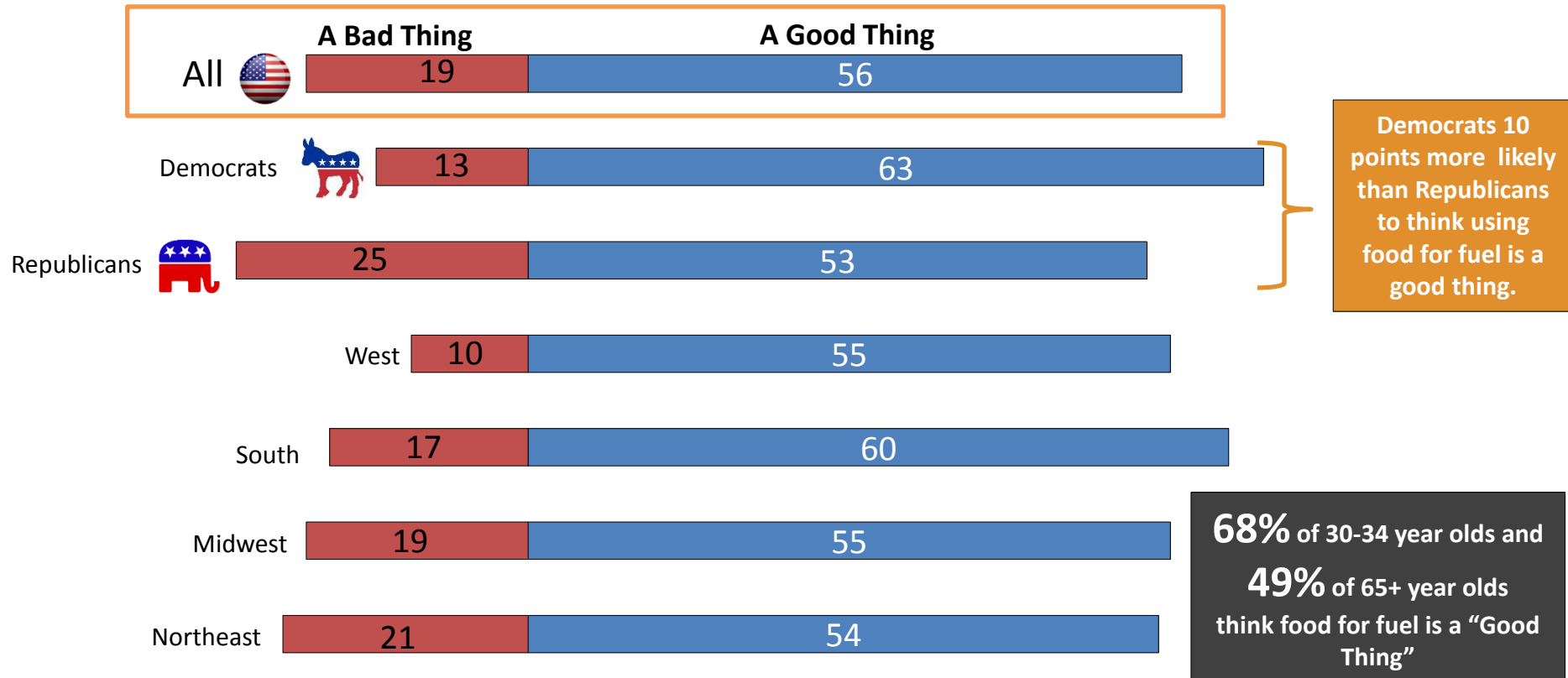


56% think growing food to expand the fuel supply is a good thing, just 19% oppose

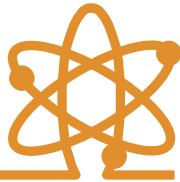


- Registered Democrats and voters in Southern states are more likely to support growing food to expand the fuel supply

In general, do you think growing food (corn, sugar, etc.) for the purpose of expanding the fuel supply is mostly a..."

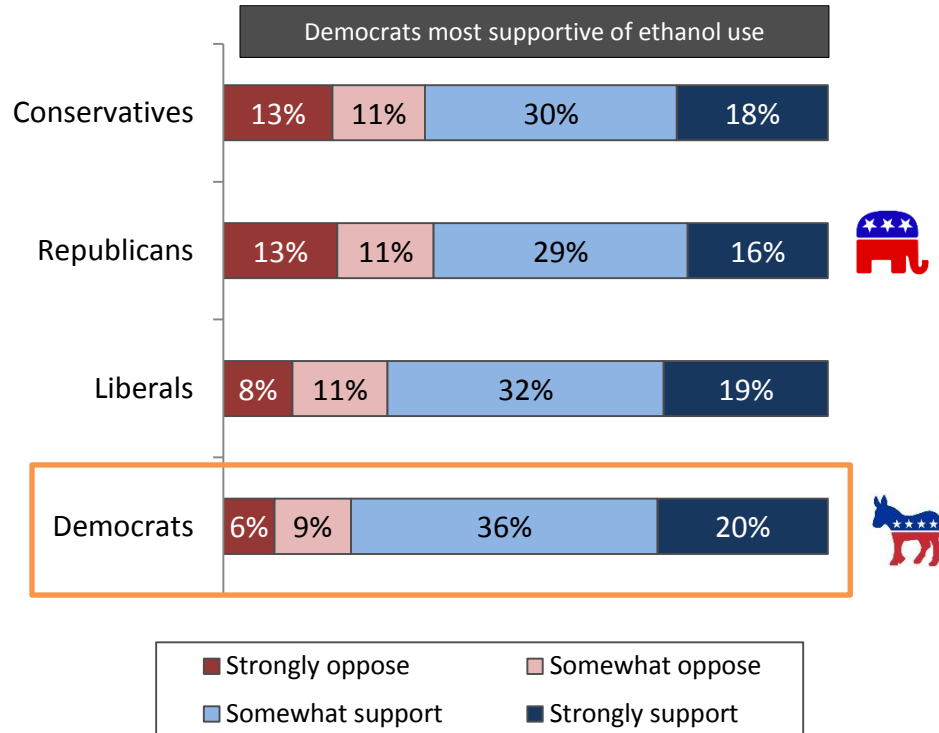
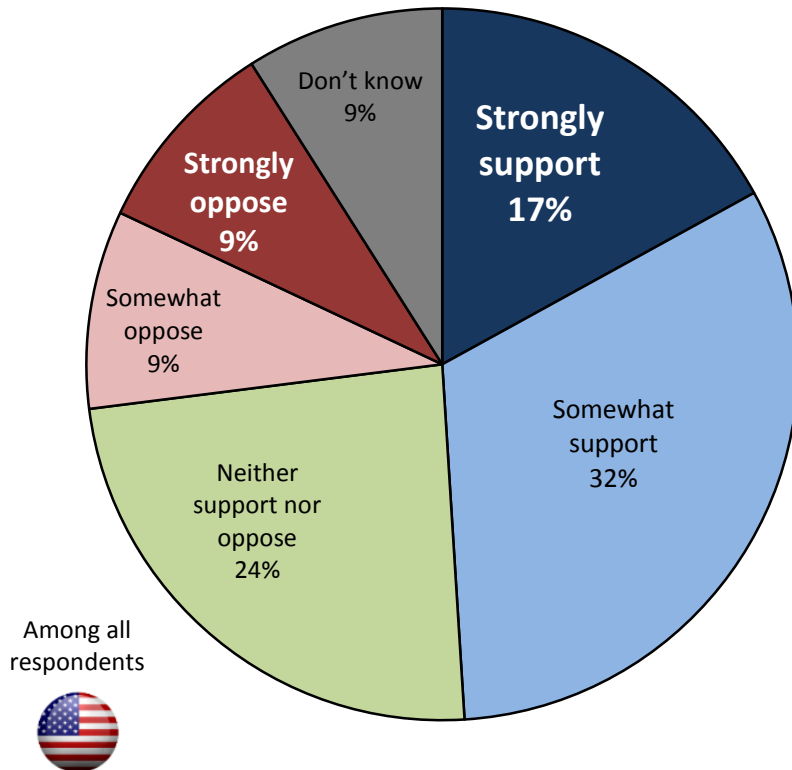


Half support using corn-based ethanol in the nation's transportation fuel supply, 18% oppose



- Support for ethanol varies more by ideological divides than demographic or geographic groups, which are largely consistent; strong opposition to ethanol is weak

Do you favor or oppose the use of **corn-based ethanol** in our nation's transportation fuel supply?



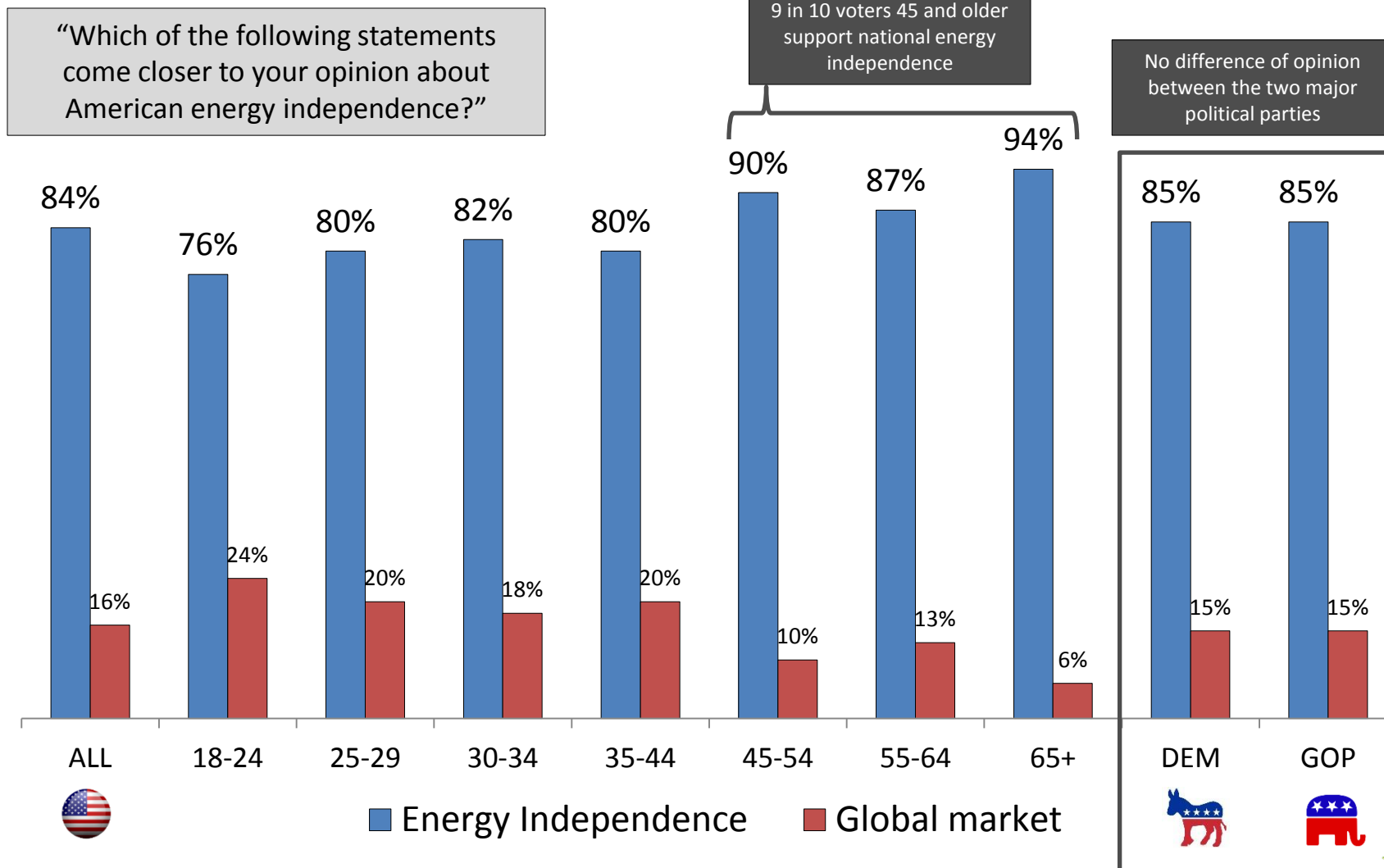
FUEL PRODUCTION AND CONSUMPTION



84% of voters think energy independence should be a national goal



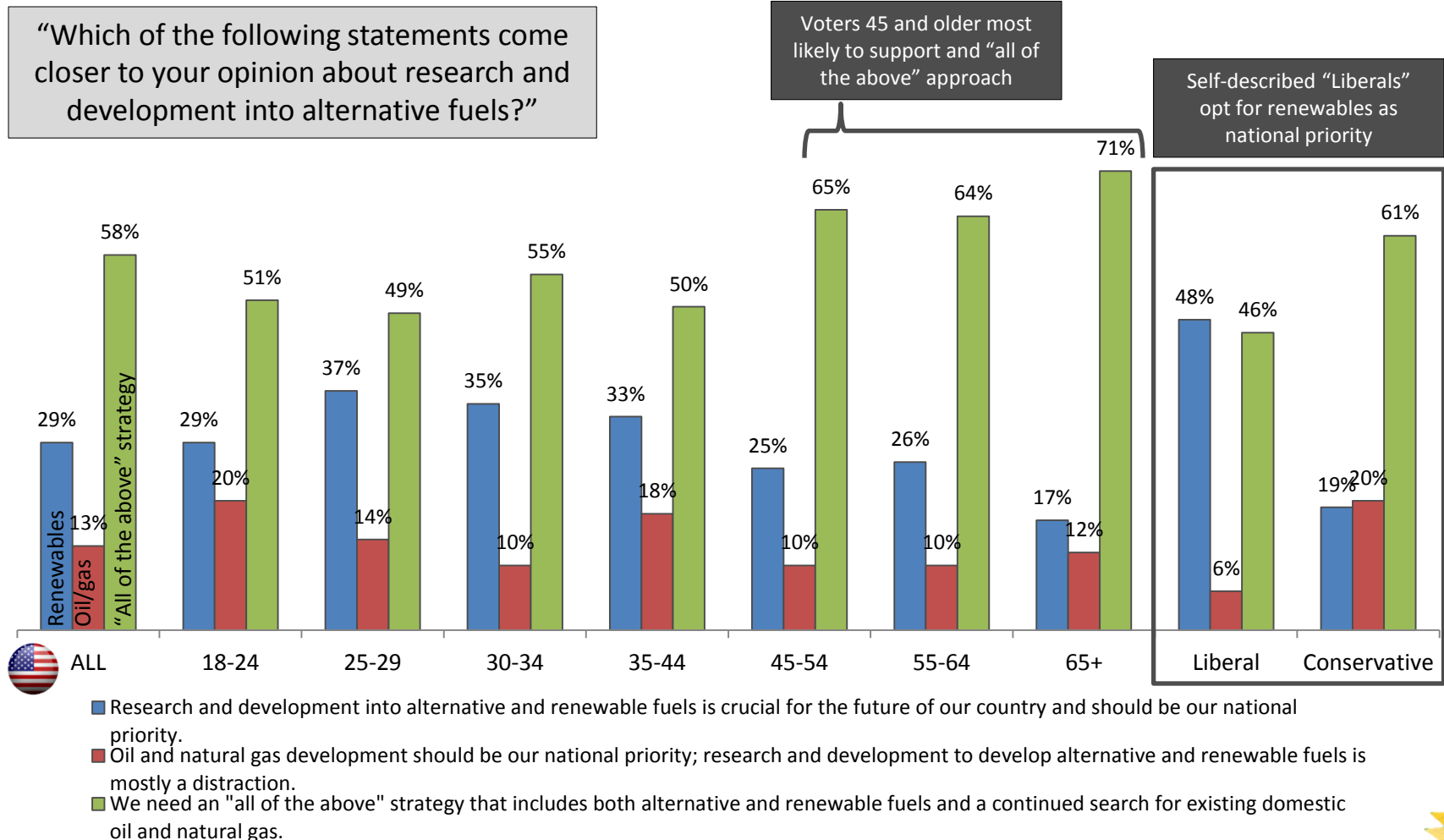
- Support for energy independence is bipartisan and is stronger among older voters



6 in 10 support an “all of the above” national energy strategy including fossil fuels and renewables



- Renewables-only drops with age, as “all of the above” rises. Liberal voters are far more likely to support prioritizing renewables than any other group.

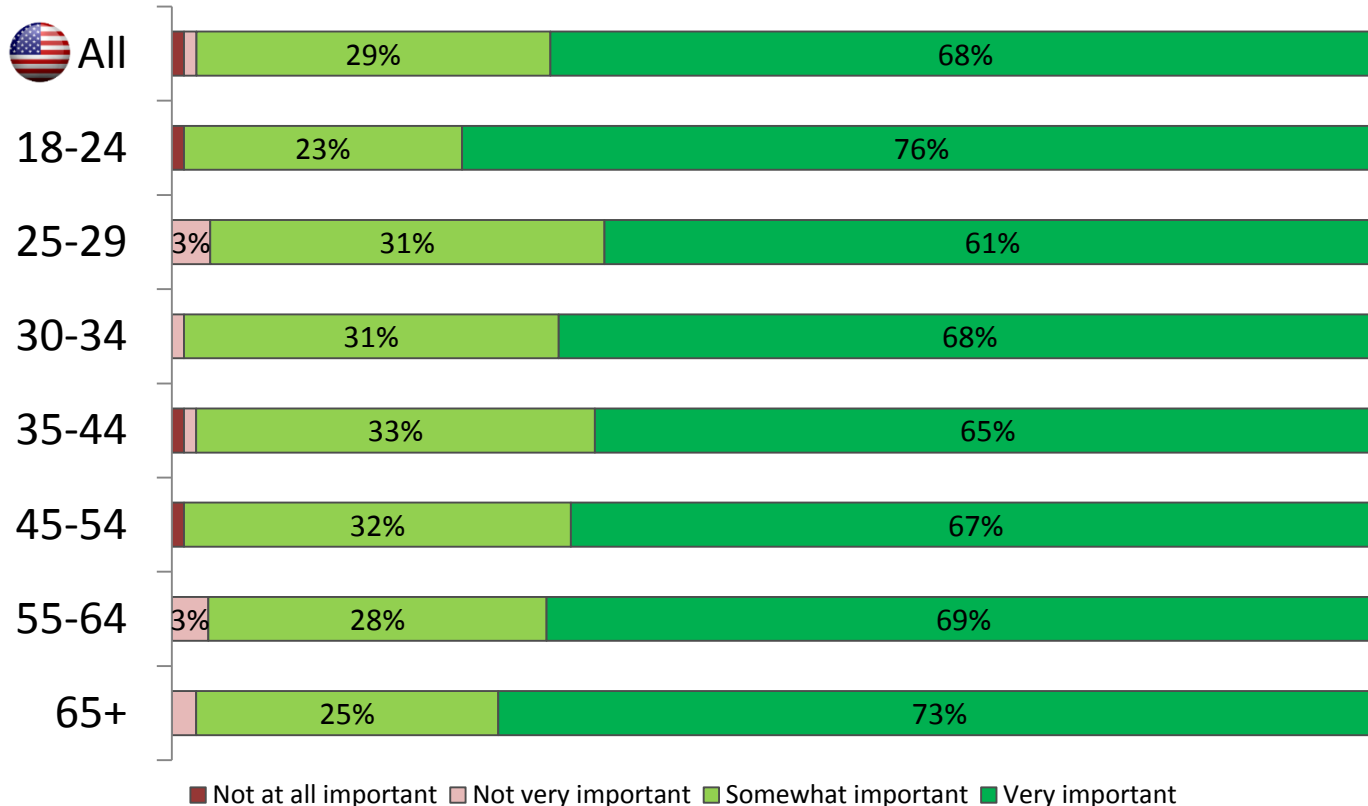


7 in 10 say good fuel economy is 'very important' when thinking about their next vehicle



- Fuel economy is seen as universally important, with the youngest and oldest respondents most likely to see it is "very important" to their purchasing decision

"When you think about the next vehicle you plan to buy/lease, how important is it to you that the vehicle gets good fuel economy (high number of miles traveled per gallon of gasoline or equivalent)?"



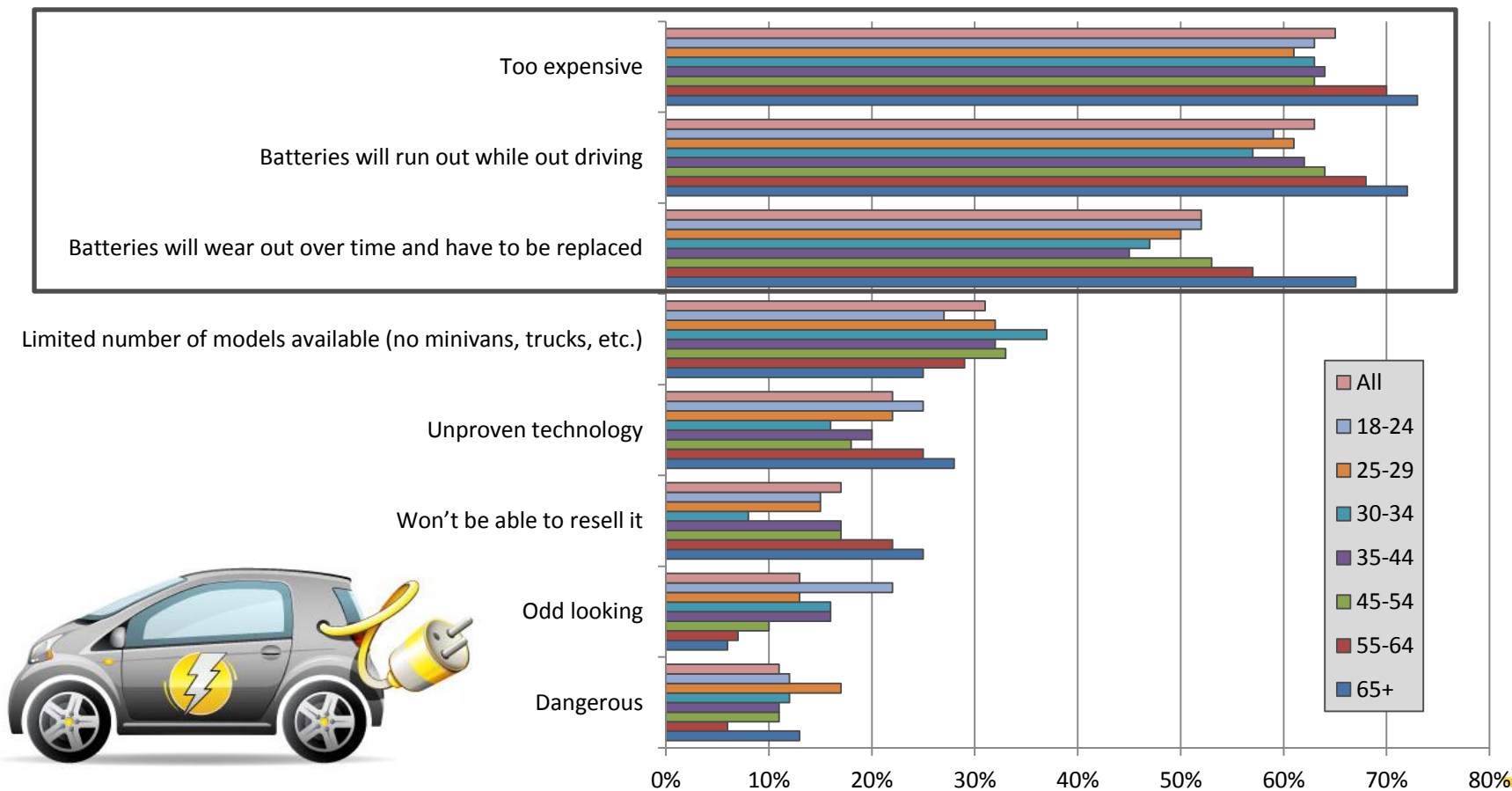
76% of Women
and
62% of Men say
good fuel economy is
"very important"

Battery issues and high cost dominate concerns about electric cars



- 70% of rural respondents expressed concern about batteries running out while driving, compared to 63% in the suburbs and 59% in the city

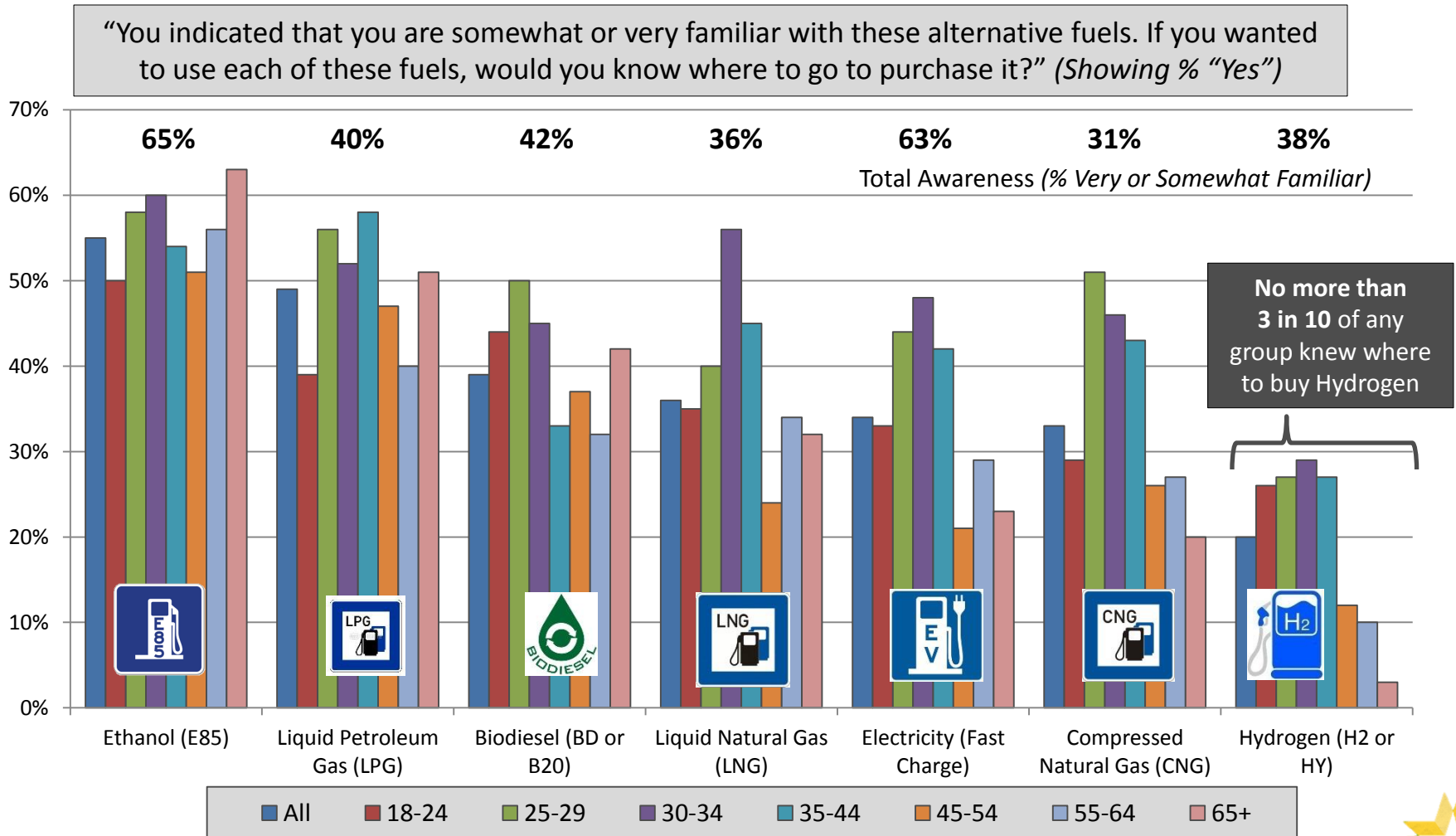
“What, if anything, concerns you about electric cars?”



Knowledge about where to buy alternative fuels for vehicles remains low



- Among respondents already familiar with alternative fuels, fewer than half in most cases know where they would go to buy each one.



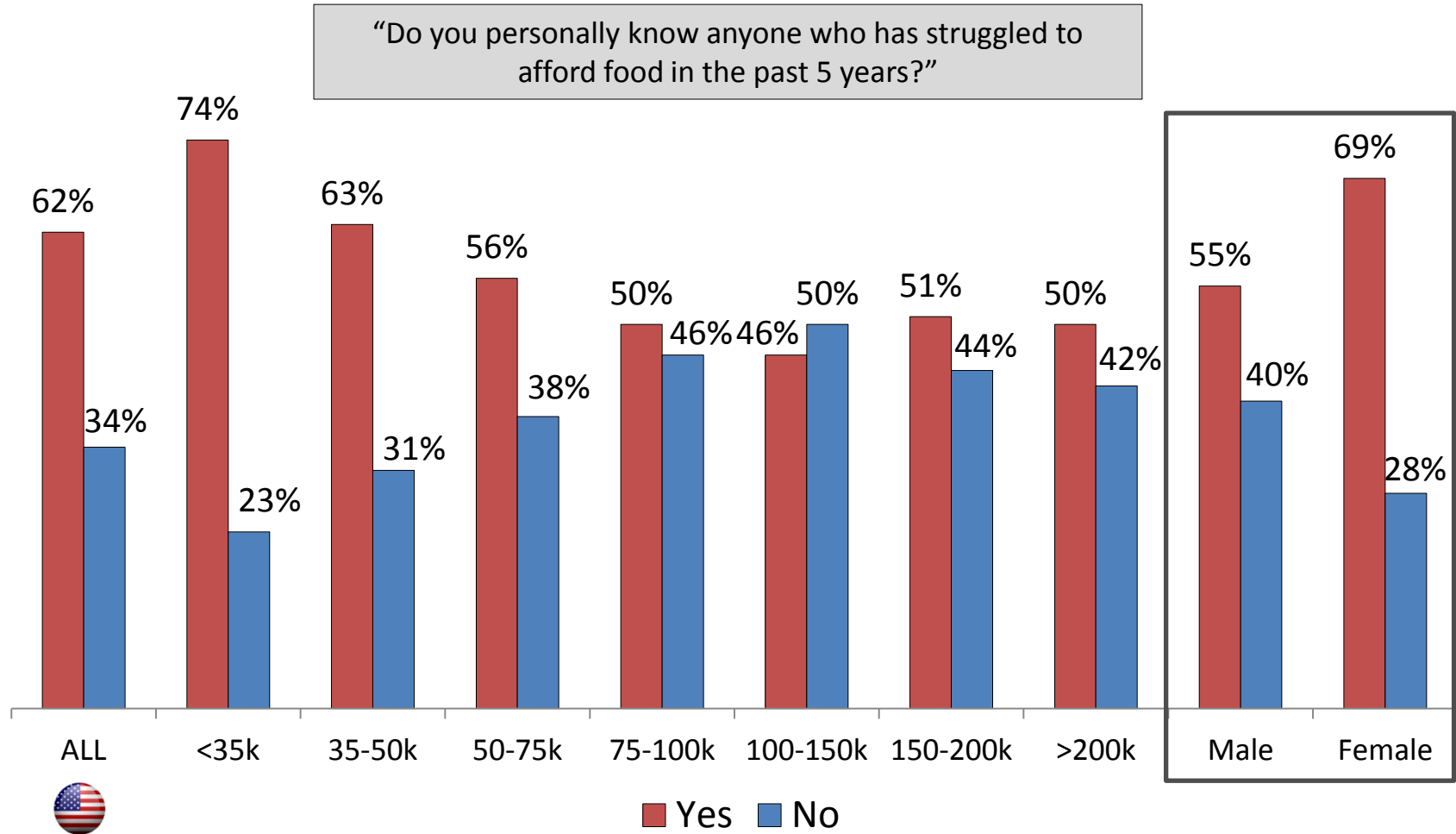
FOOD PRODUCTION, CONSUMPTION, AND WASTE



6 in 10 Americans know someone personally who has struggled recently to afford food



- Awareness of others struggling to afford food declines as incomes increase, however even 50% of top earners said they knew someone who had trouble paying to eat



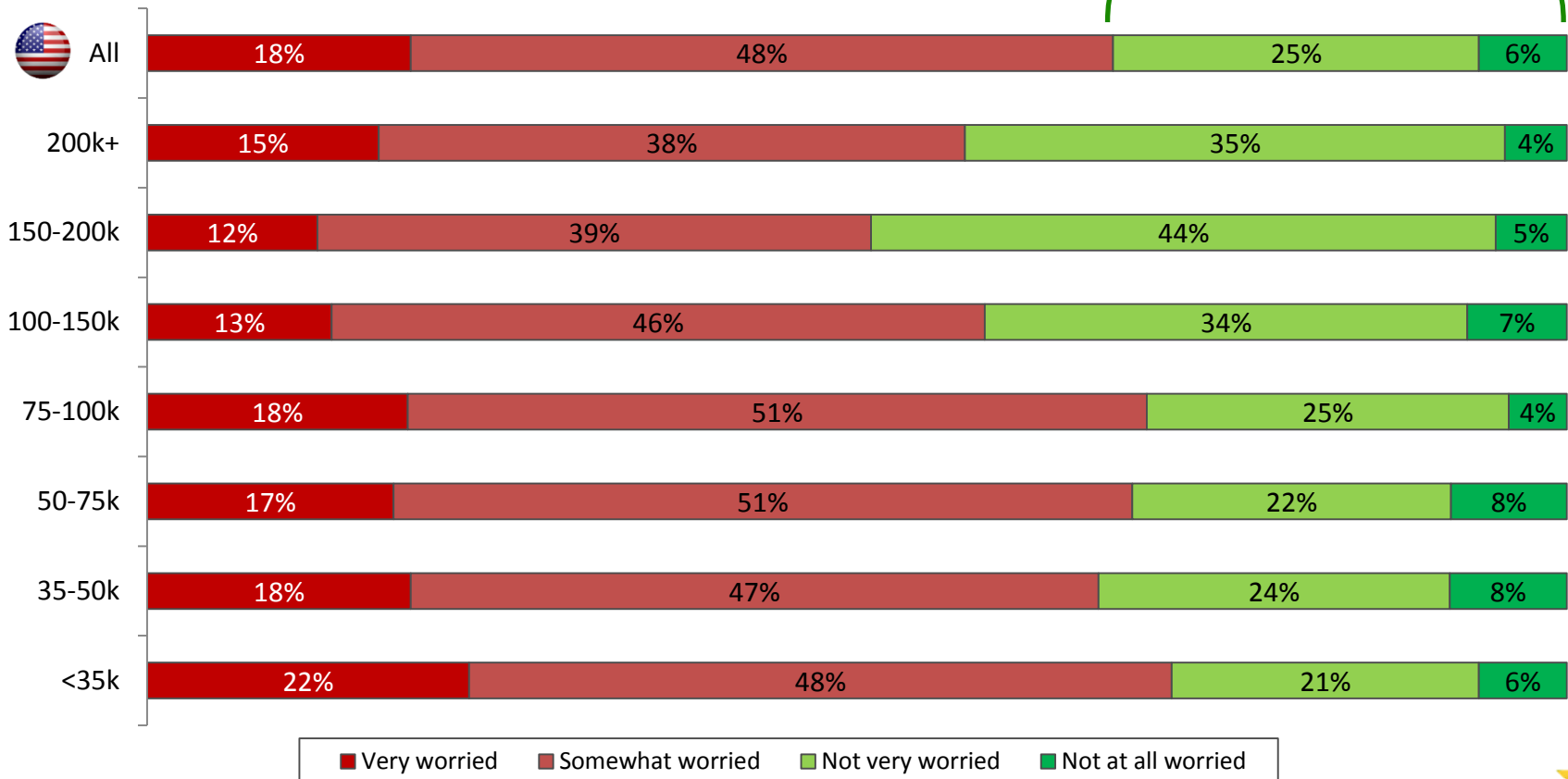
Two-thirds of Americans are concerned about food shortages following natural disasters



- Fear about food shortages is closely aligned with income; 70% of respondents making less than \$35k/year are at least somewhat worried

“How worried are you, if at all, about the possibility of food shortages following natural disasters?”

Only 31% nationwide
unworried about shortages

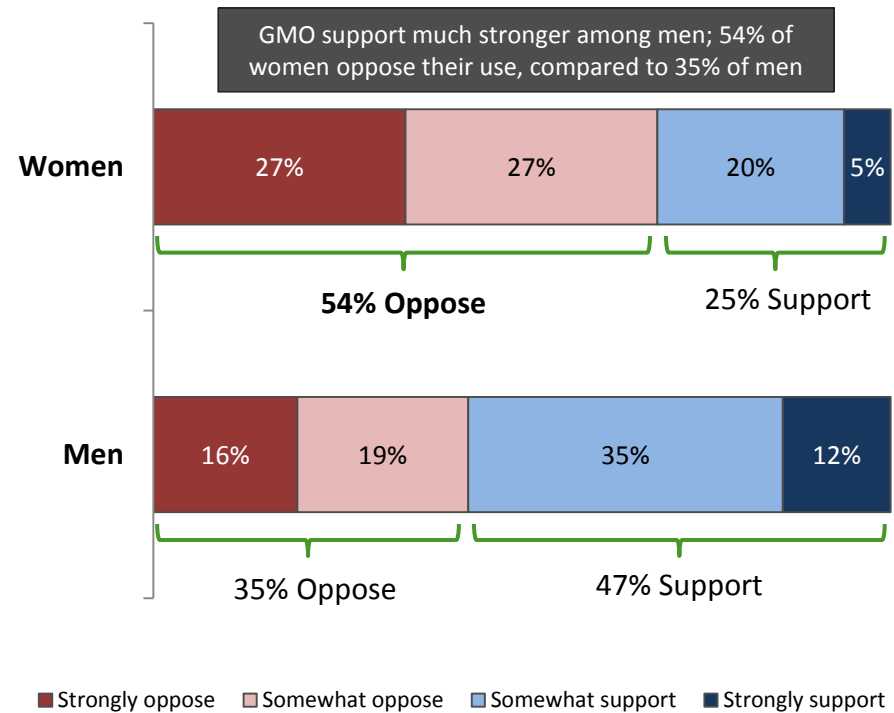
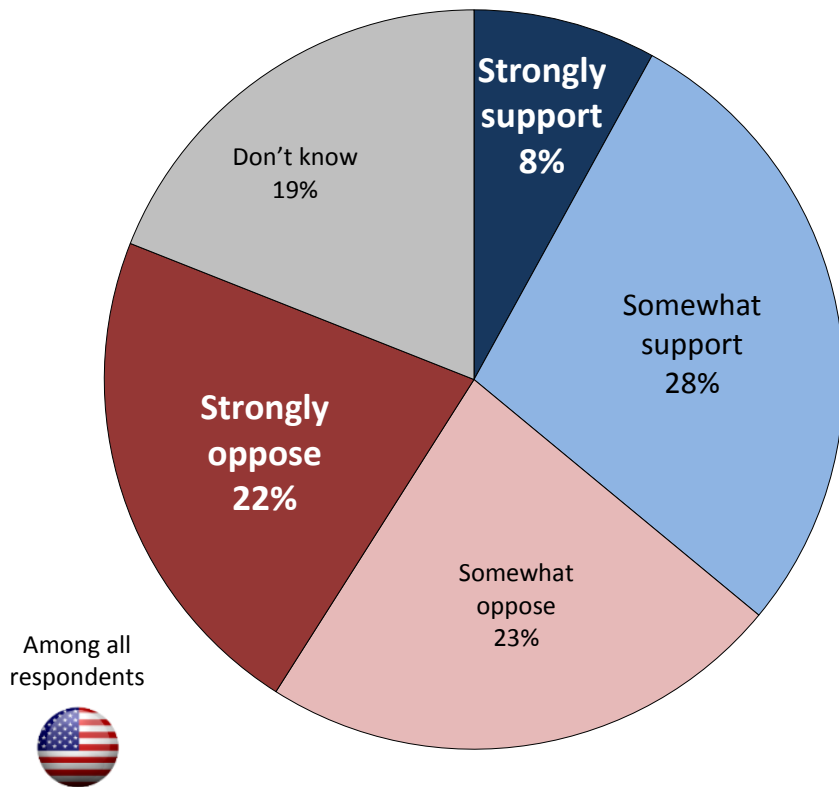


45% of Americans oppose the use of GMOs in food production, 36% support



- Those who “strongly oppose” GMOs outweigh those who “strongly support” their use by nearly 3:1

“Do you support the use of ‘Genetically Modified Organisms’ (GMO’s) in food production?”



16% of Americans say they are *very familiar* with GMOs
29% say they are *not at all familiar* with them.

Printed expiration dates responsible for nearly half of discarded food in American homes

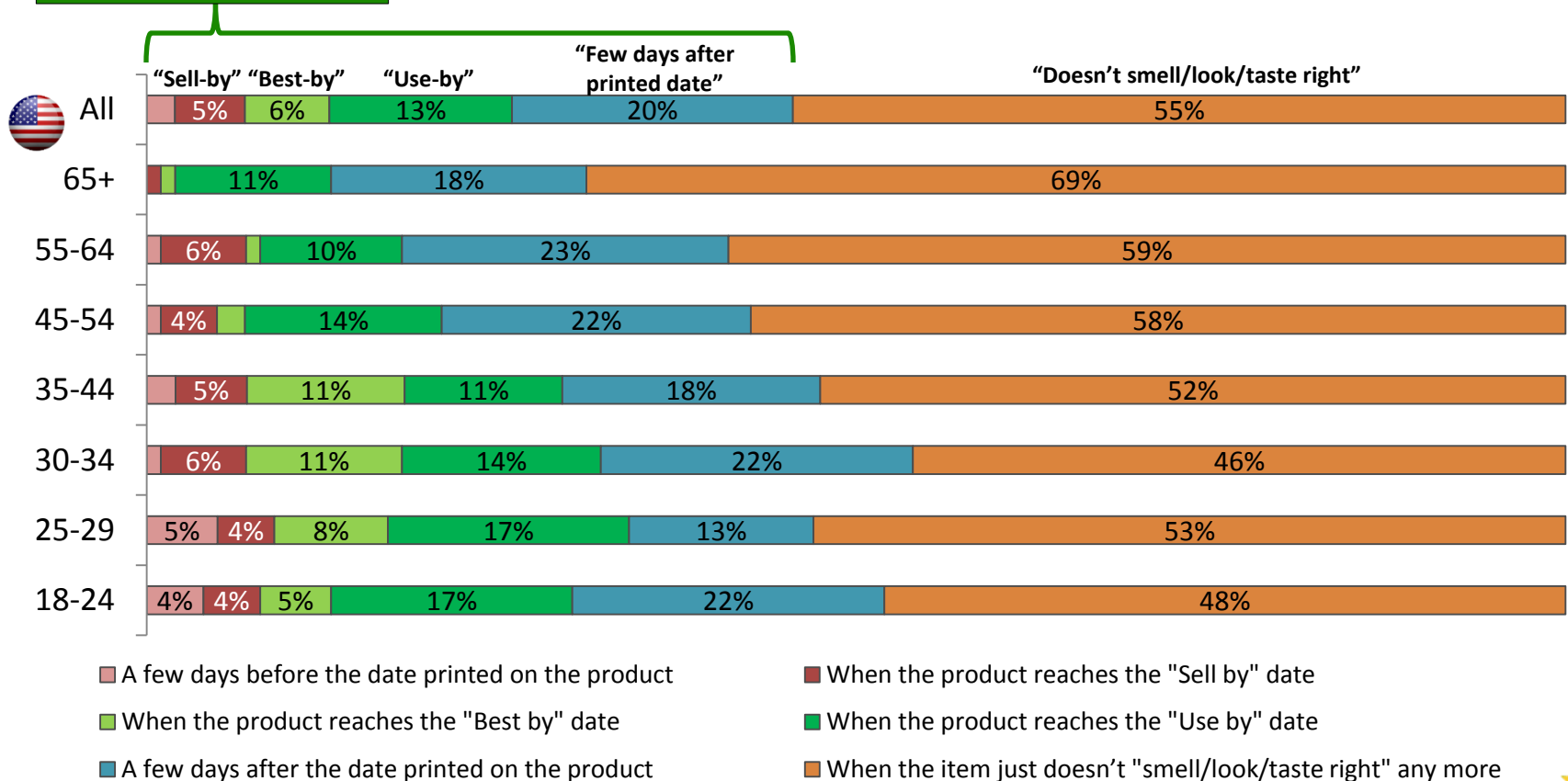


- 30-34 year olds are most likely to adhere to printed food expiration dates; respondents age 65 and older least likely to follow dates printed on food items

Food throw out unnecessarily early

"At what point do you decide you are going to throw away uneaten food?"

27% of Americans say they are *more concerned* about food waste now compared to last year

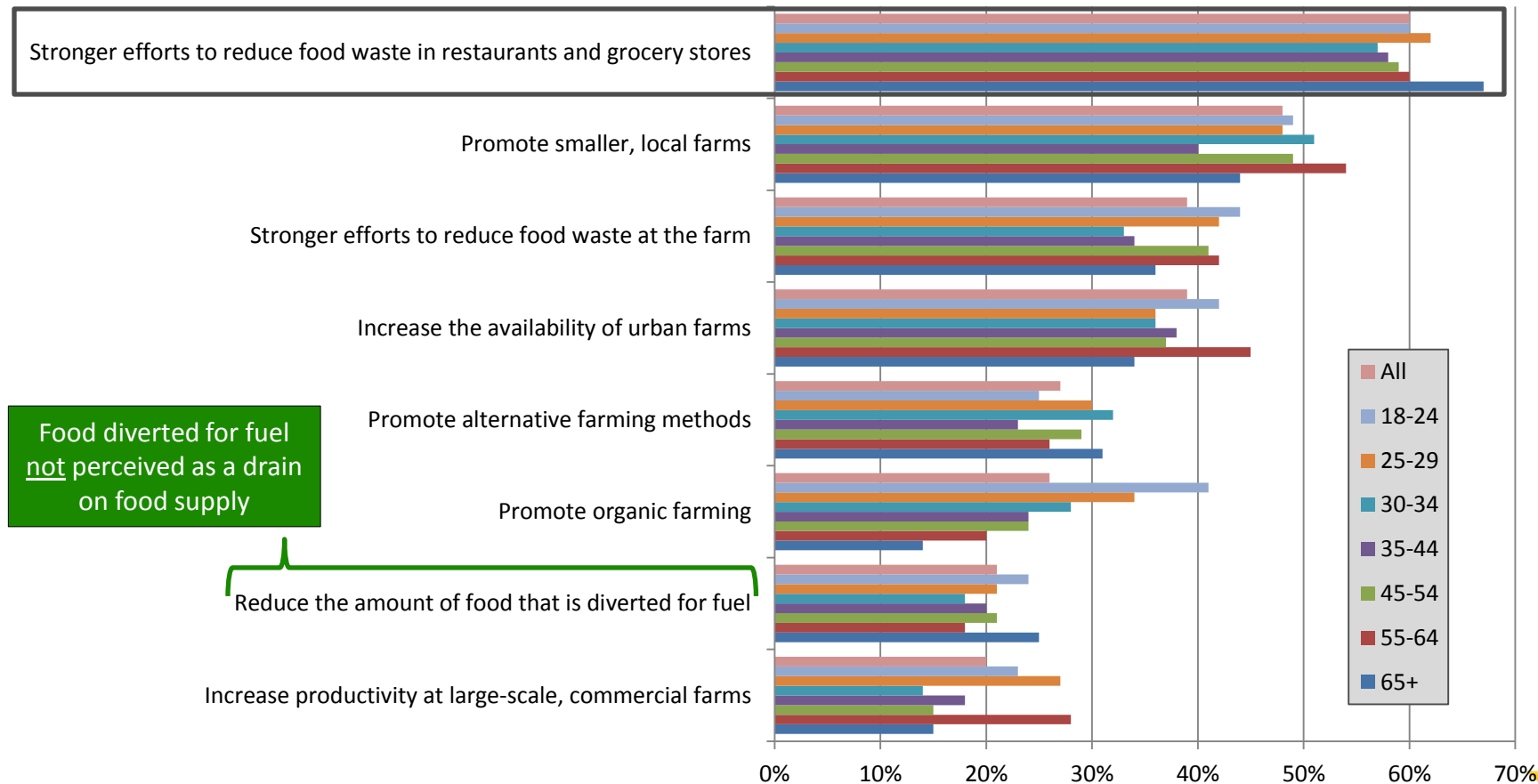


60% say reducing food waste at restaurants and grocery stores is the best way to increase food availability in the U.S.

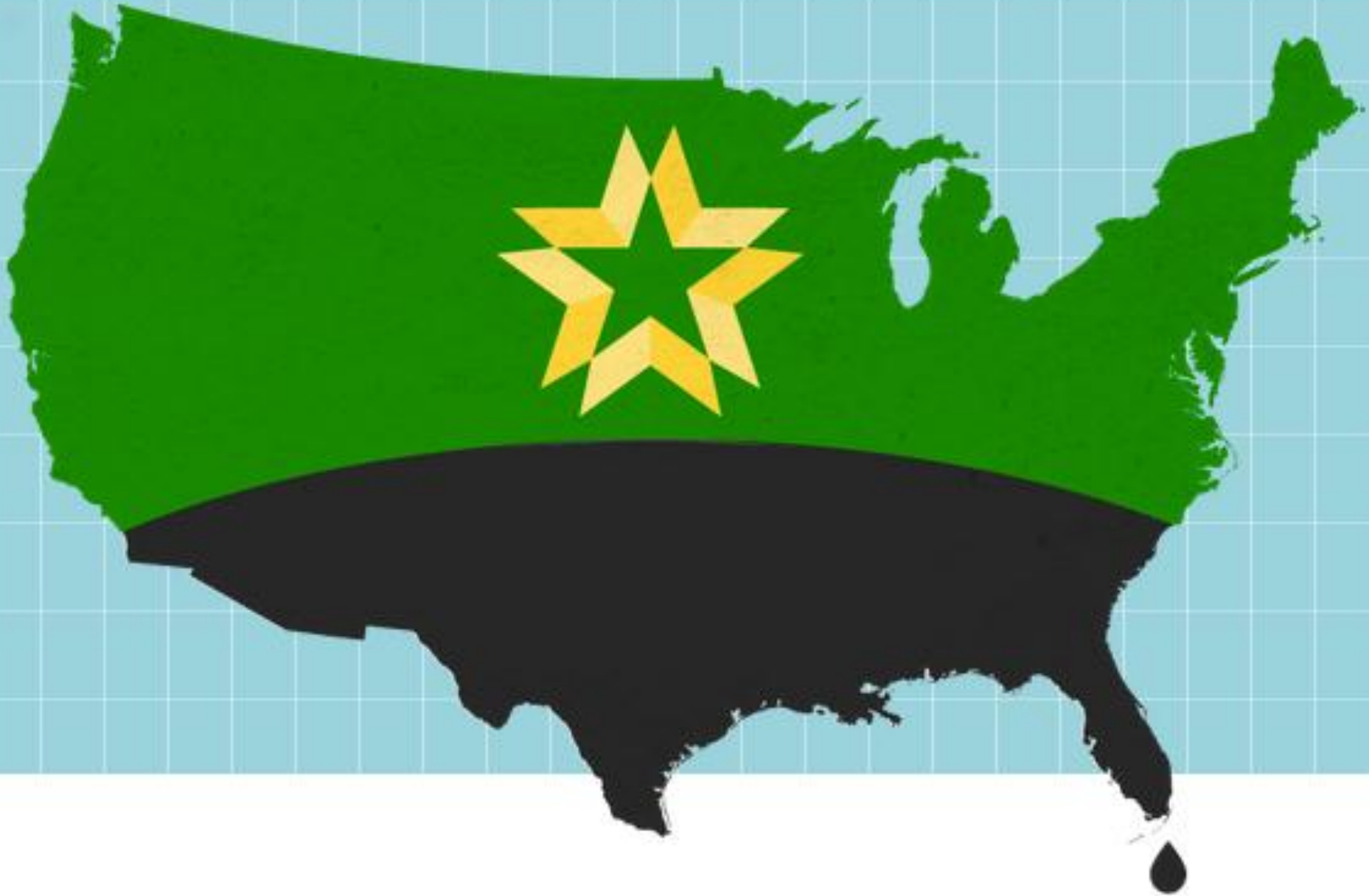


- Waste reduction trumps increasing efficiency as the best way to increase food availability in the U.S; just 2 in 10 see diverting food for fuel as a threat to food output

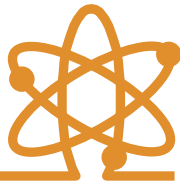
"What do you see as the best way to increase the availability of food in the U.S? Please select all that apply."



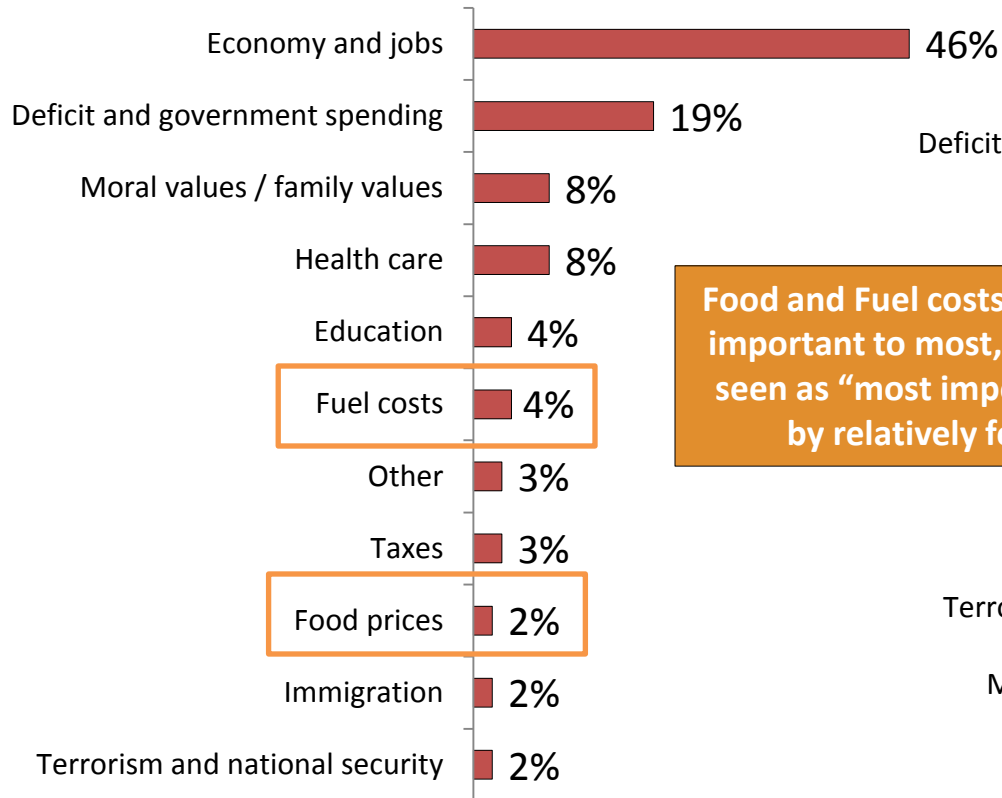
ADDITIONAL FINDINGS



Food and Fuel Issues Seen as Important, but Not Most Important to Americans



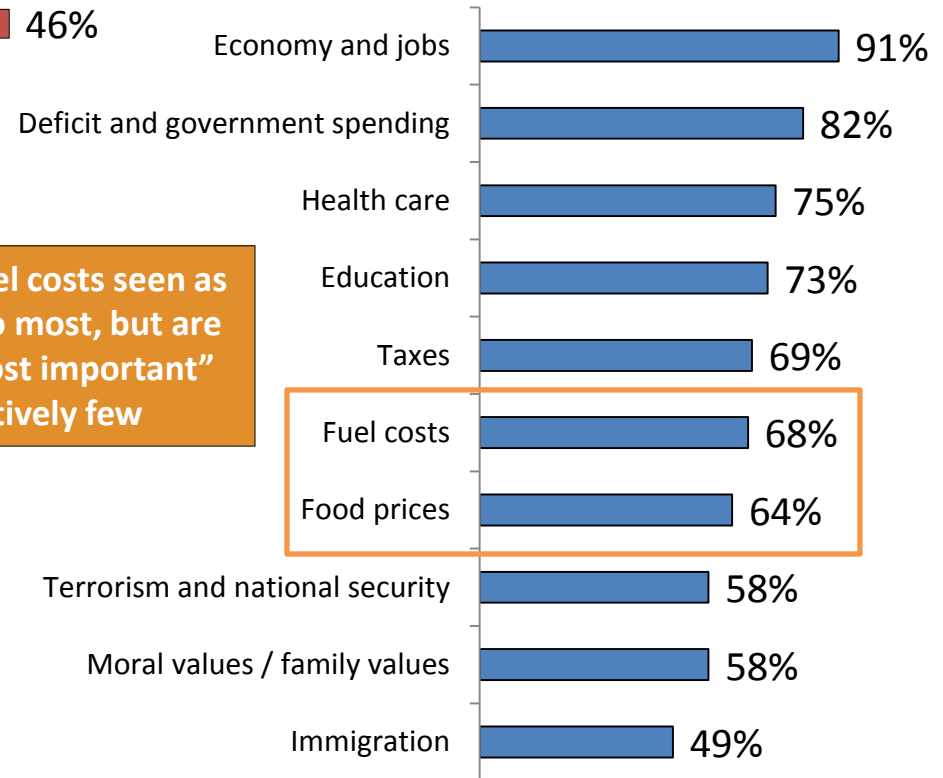
What do you think is the most important issue facing this country today?



Food and Fuel costs seen as important to most, but are seen as “most important” by relatively few



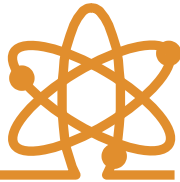
Now please tell us how important you think each of the following issues are to our country, in your opinion. Please use the scale below where 1 means “Not at all important” and 7 means “Extremely Important.” (Showing % answering 6 or 7)



Q9. What do you think is the most important issue facing this country today?

Q10-19. Now please tell us how important you think each of the following issues are to our country, in your opinion. Please use the scale below where 1 means “Not at all important” and 7 means “Extremely Important.”

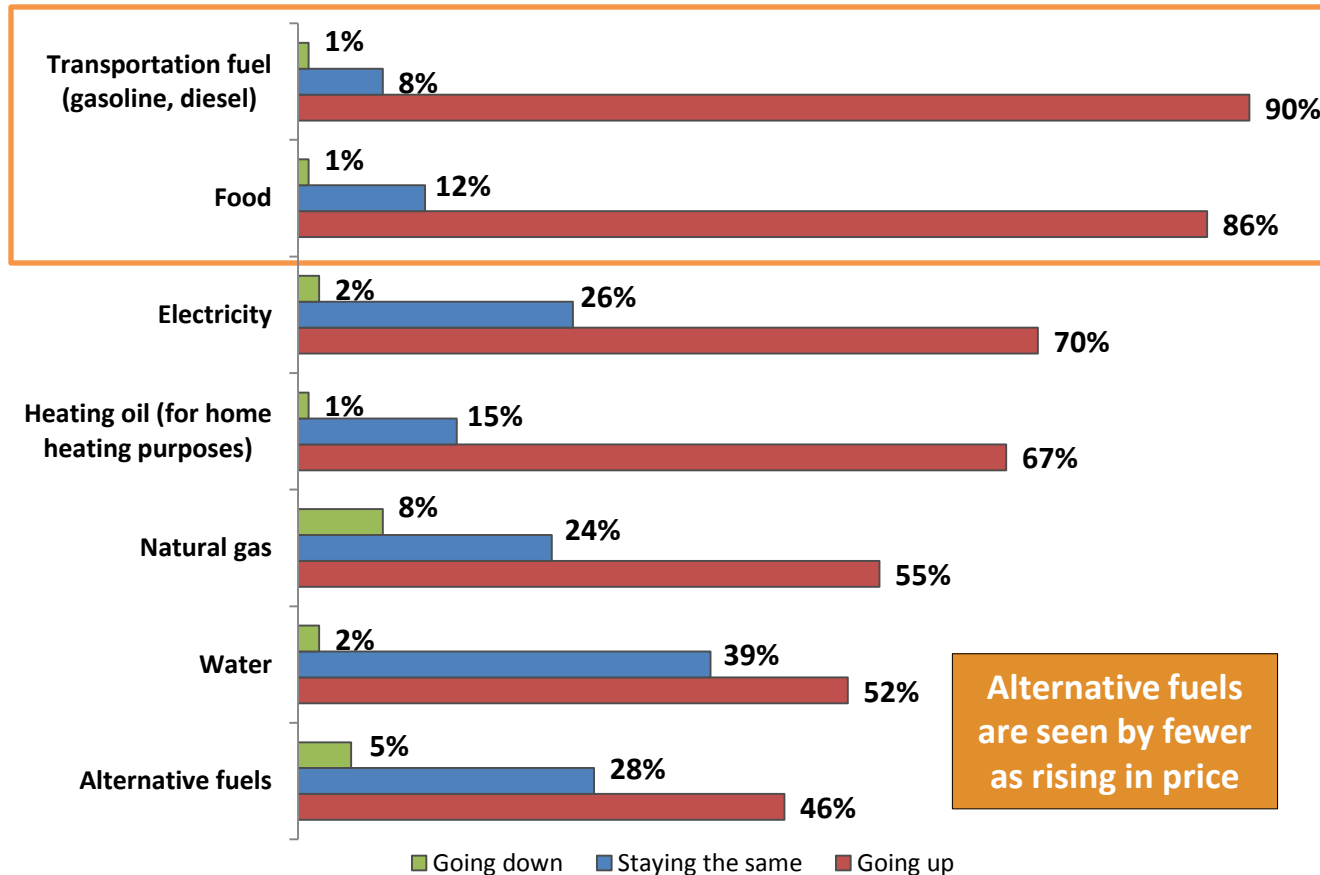
Resource Prices and Availability



In general, do you feel like the price of each of the following is going up, going down, or staying the same?



In general, do you feel like the availability of each of the following is getting better, getting worse, or staying the same?



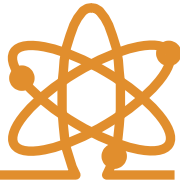
Alternative fuels are seen by fewer as rising in price

Availability

6%	36%
9%	26%
9%	16%
5%	21%
19%	18%
6%	23%
28%	16%
Getting Better	Getting Worse



Corn for Fuel, Fuel for Food

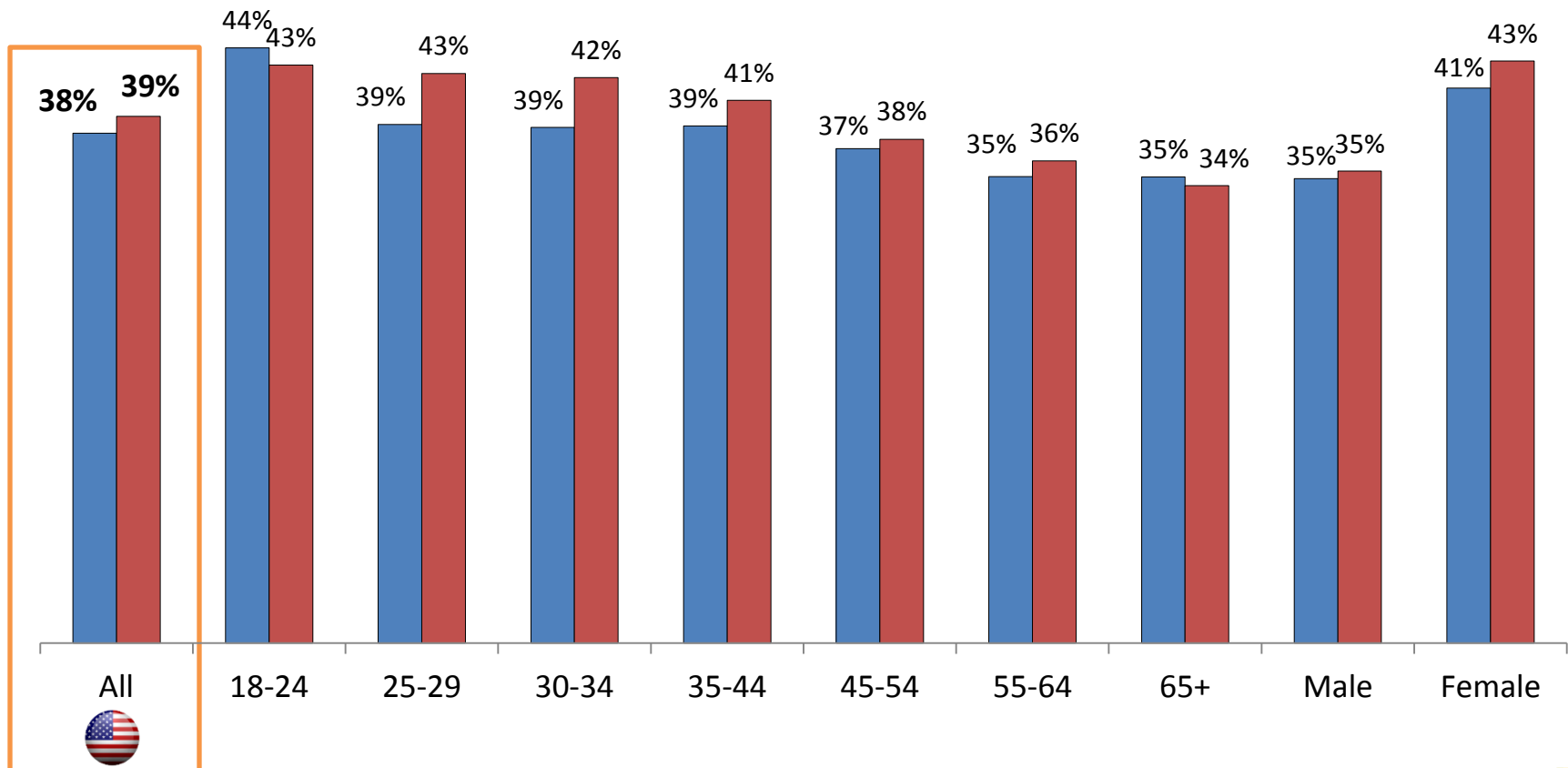


What percent of all of the corn produced each year in the United States do you think goes to produce fuel for transportation, etc.?

What percent of all of the energy resources used each year in the United States do you think is used to produce food?

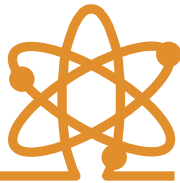
■ % of corn used for fuel

■ % of energy resources used for food



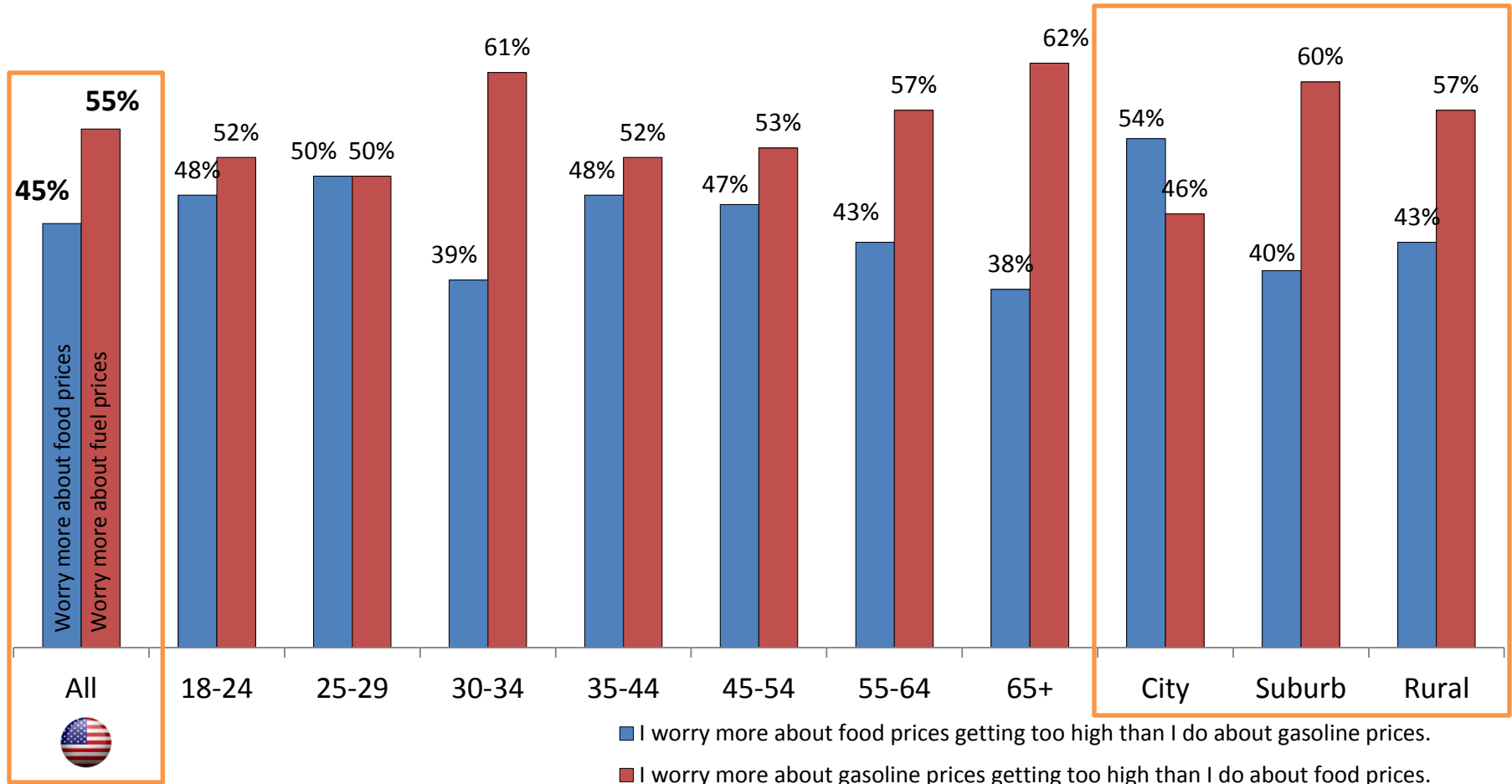
Q66. What percent of all of the corn produced each year in the United States do you think goes to produce fuel for transportation, etc.?
Q67. What percent of all of the energy resources used each year in the United States do you think is used to produce food?

Food, Fuel Price Worries

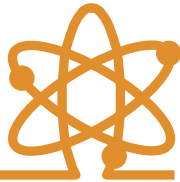


Which of the following two scenarios come closer to your opinion?

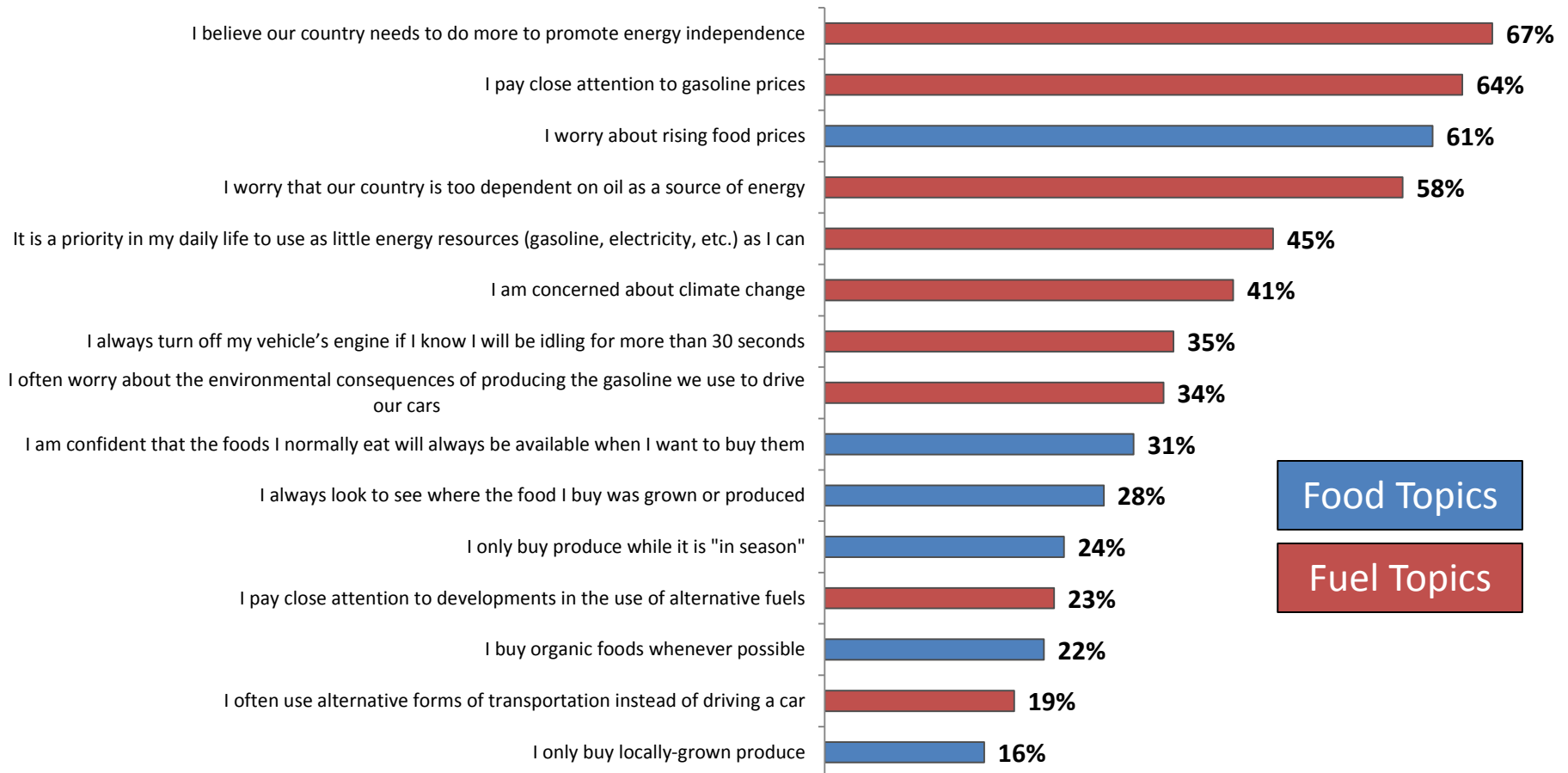
Suburban and rural voters are far more concerned about fuel prices than food prices



Attitudes and Behaviors



How well do each of these statements describe you? Please use the scale below where 1 means "Does not describe me at all" and 7 means "Describes me exactly." (Showing % 6 and 7)



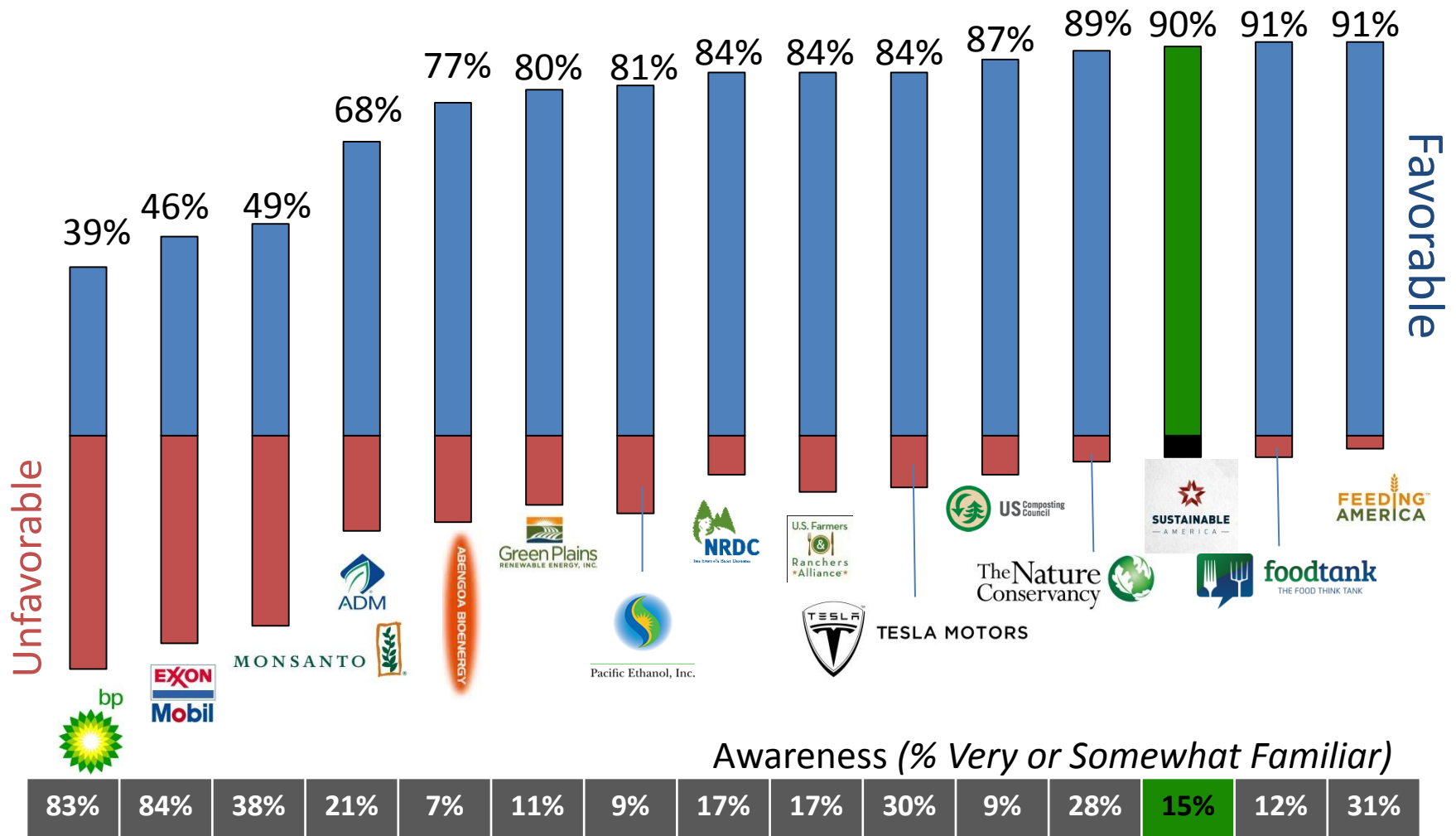
Food Topics

Fuel Topics

Organizational Favorability



How favorable are you toward this company or organization?



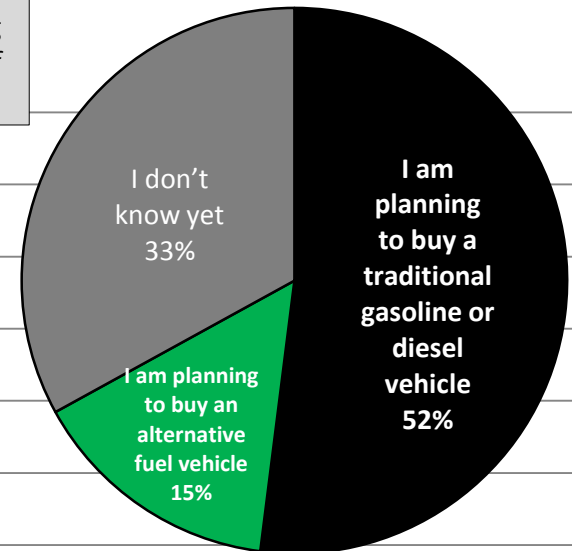
Awareness (% Very or Somewhat Familiar)

Interest in Alternative Fuel Vehicles

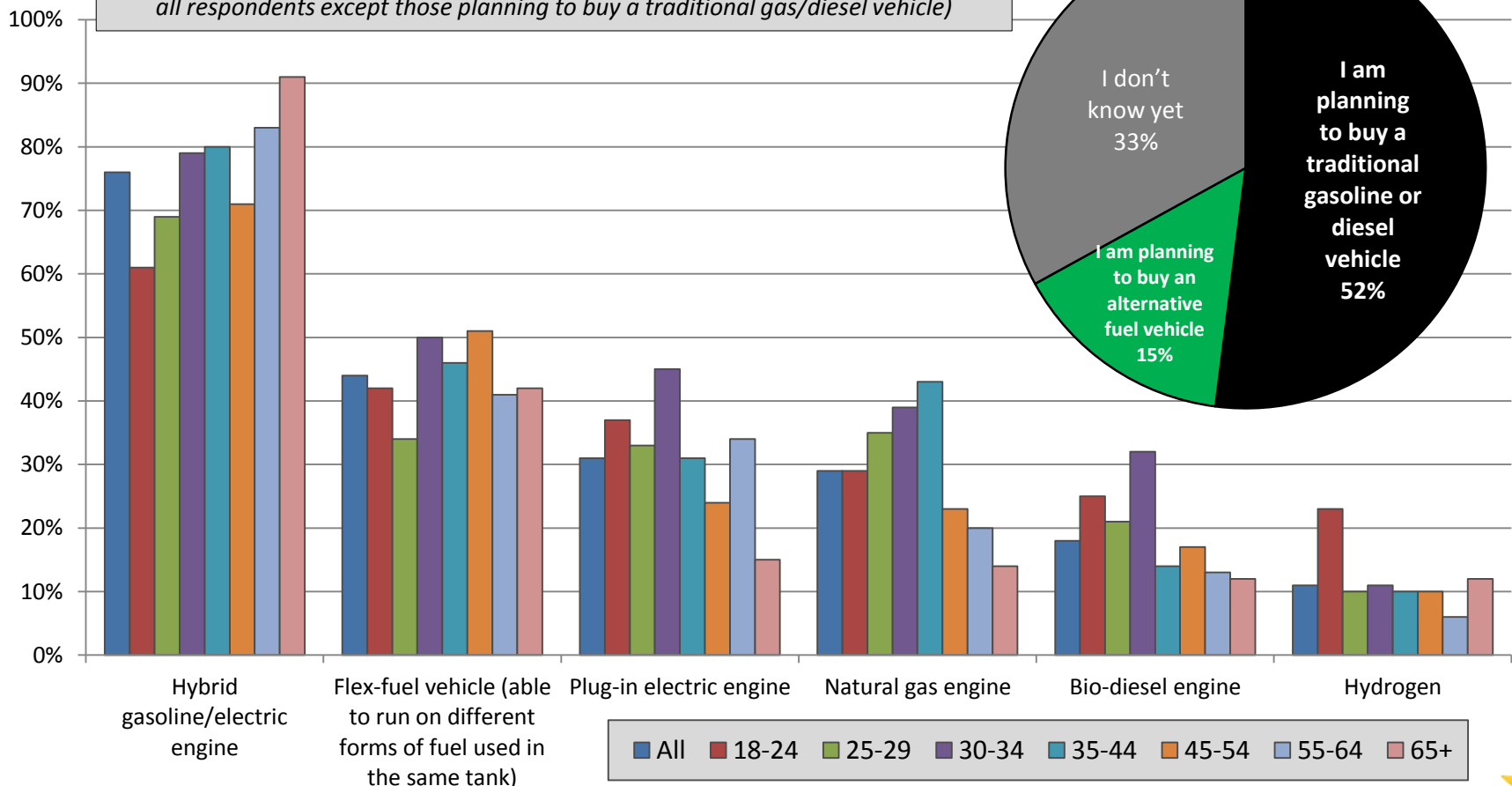


- Gas/electric hybrids remain most popular among non-gas/diesel-only vehicles

"Which of the following statements describes your next vehicle?"



"When you think about the next vehicle you plan to buy/lease, are you considering a vehicle with any of the following features? Please select all that apply." (Asked of all respondents except those planning to buy a traditional gas/diesel vehicle)



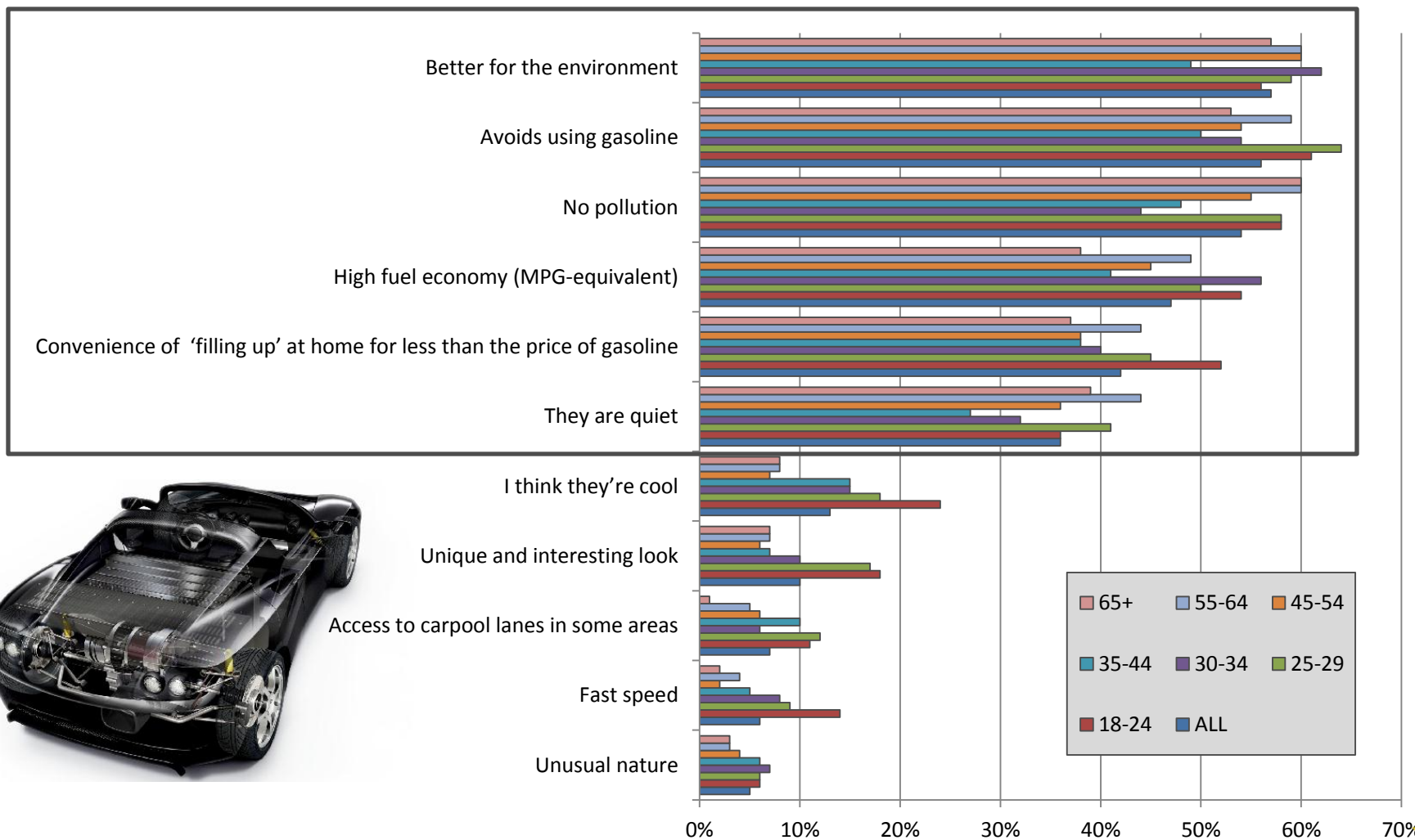
Q47 - Which of the following statements describes your next vehicle?

Q48 - When you think about the next vehicle you plan to buy/lease, are you considering a vehicle with any of the following features? Please select all that apply.

Environmental and Fuel Efficiency Benefits Most Appealing Features of Electric Cars



“What, if anything, appeals to you about electric cars?”

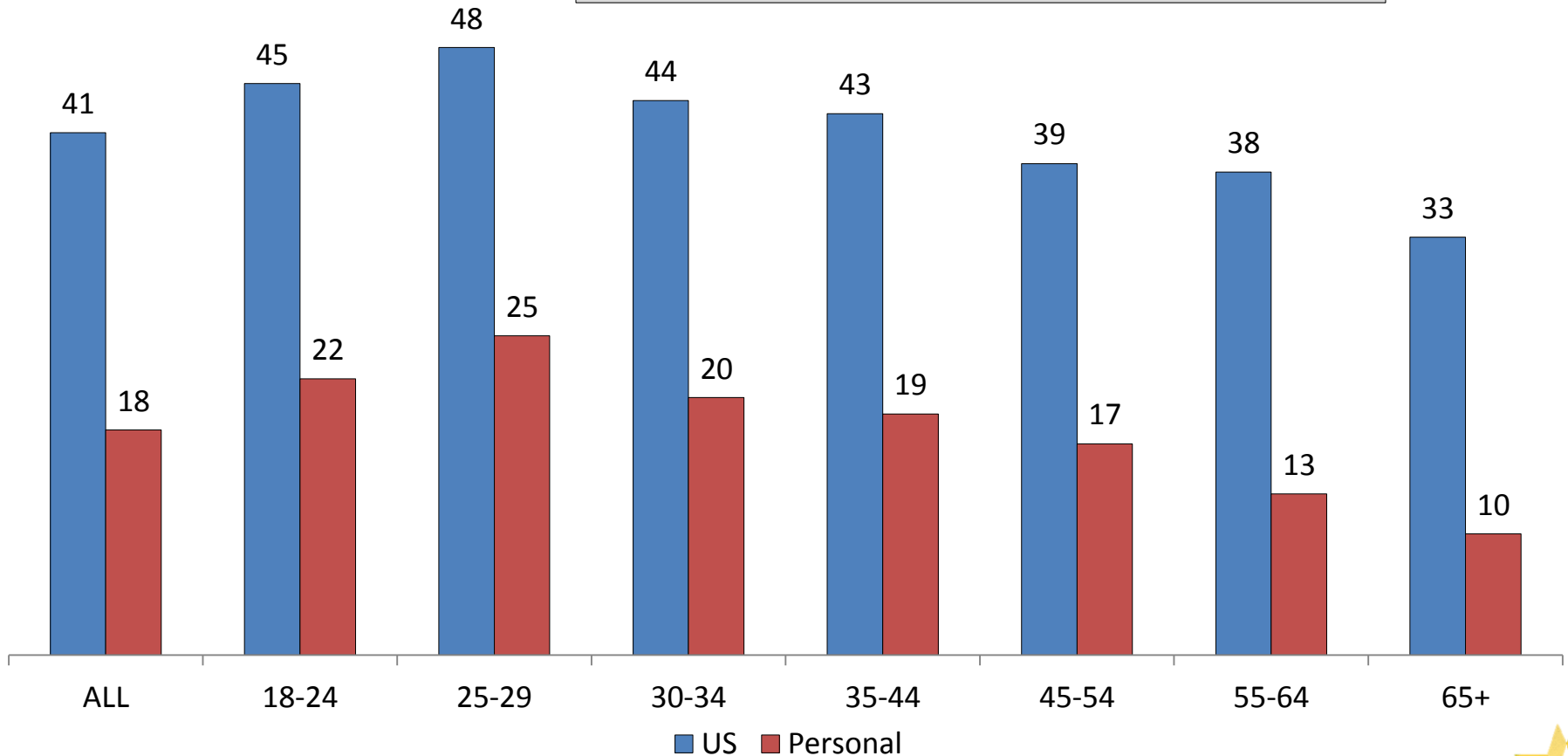


Food Waste: National vs. Personal



- Most Americans believe they waste significantly less food, on average, than the country does as a whole.

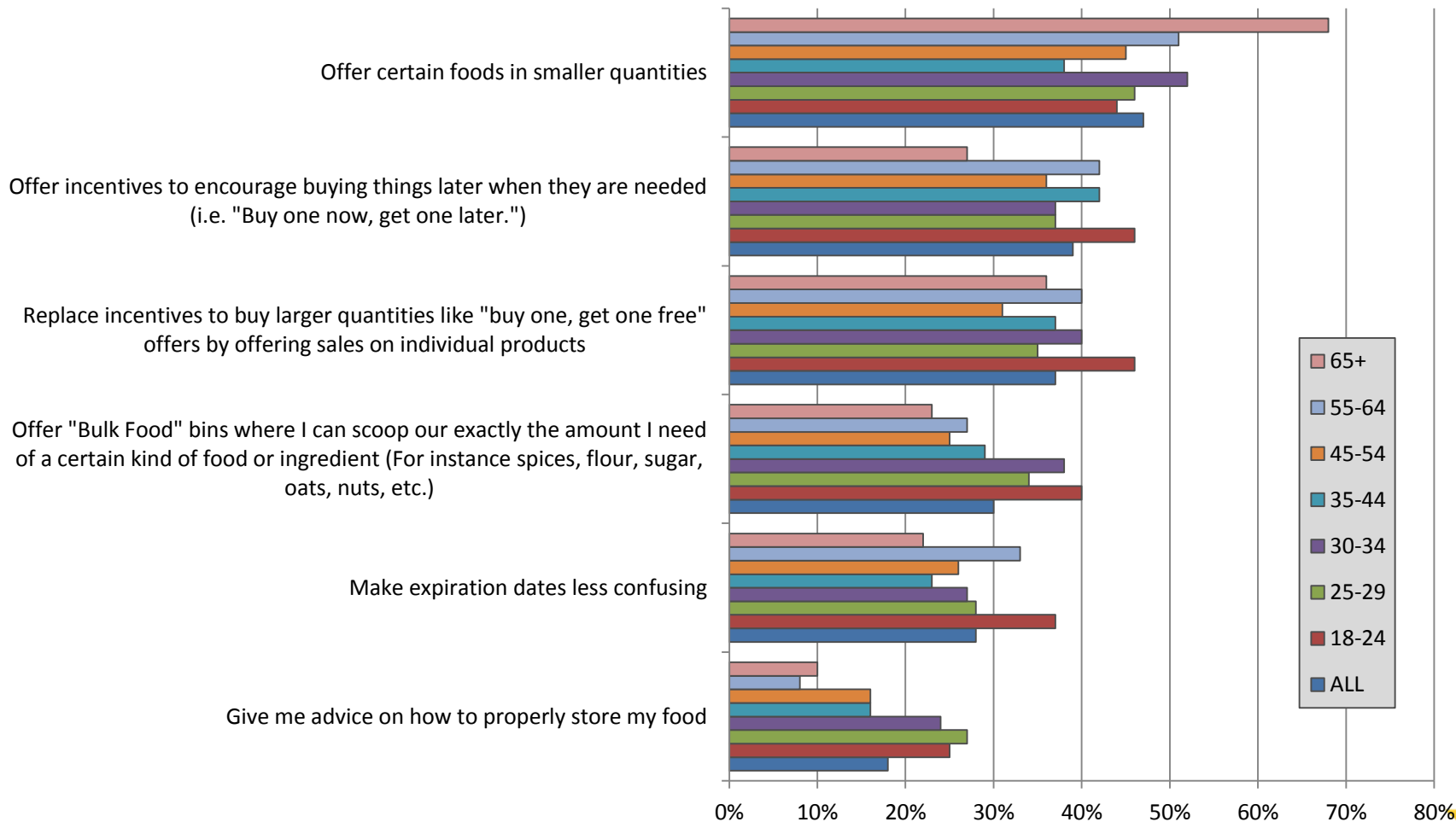
“What percent of all of the [food produced every year in the United States]/[food you bring home from the grocery store] do you think goes to waste (uneaten, spoils, etc.)?”



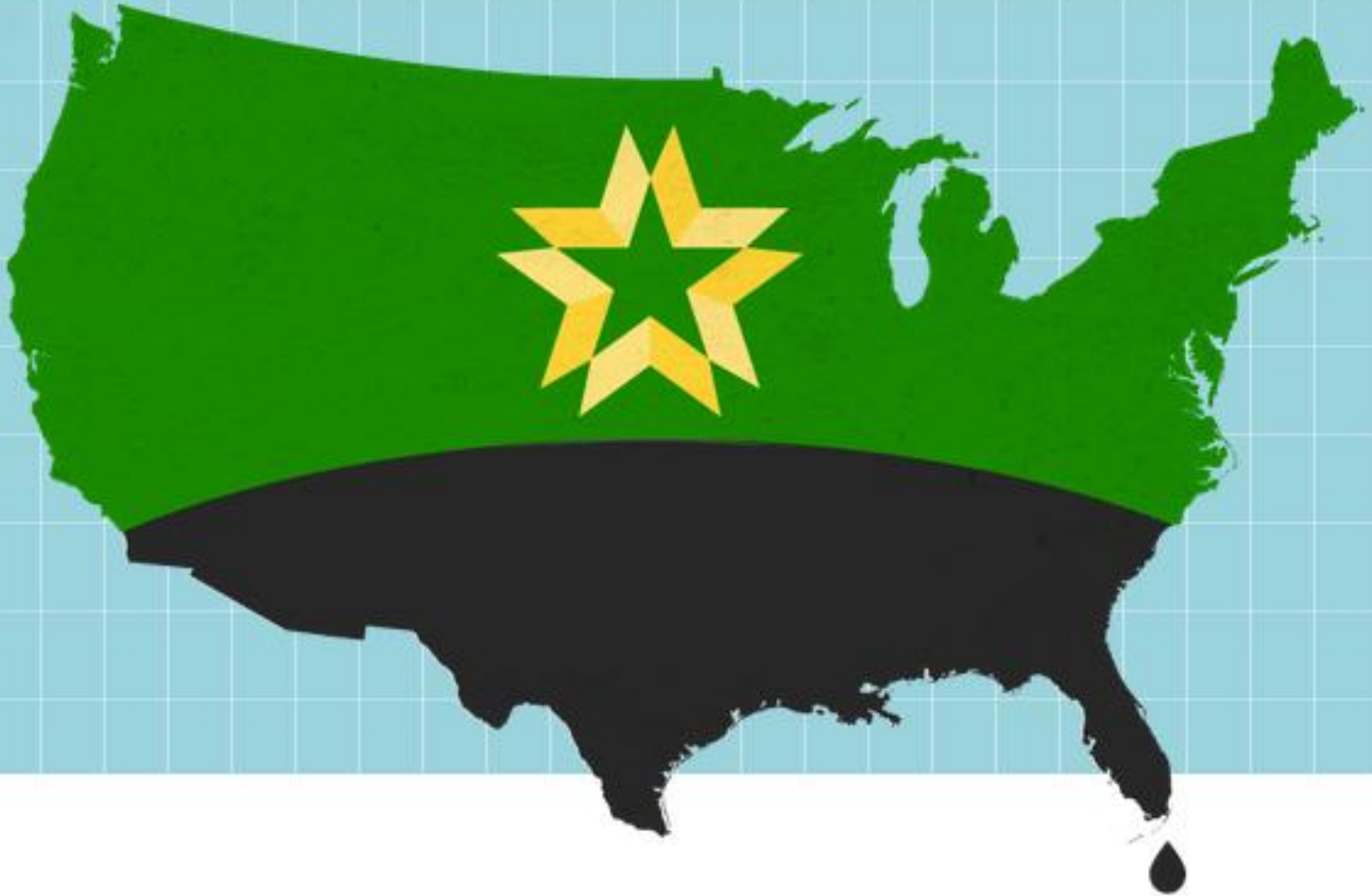
Most wish grocery stores offered smaller quantities of certain foods



“What, if anything, could grocery stores do to help you waste less food? Please select all that apply. “



APPENDIX



Appendix: Most Important Issue

Q9. What do you think is the most important issue facing this country today?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Economy and jobs	46%	42%	40%	47%	45%	50%	48%	45%	49%	46%	42%
Deficit and government spending	19%	14%	19%	21%	17%	19%	17%	30%	17%	19%	22%
Taxes	3%	5%	4%	3%	3%	2%	2%	0%	3%	3%	2%
Health care	8%	5%	10%	8%	7%	8%	11%	5%	8%	9%	7%
Fuel costs	4%	4%	4%	4%	4%	3%	4%	3%	3%	3%	6%
Education	4%	9%	6%	7%	5%	2%	1%	1%	6%	4%	3%
Terrorism and national security	2%	1%	3%	3%	3%	2%	3%	4%	3%	2%	2%
Immigration	2%	3%	1%	1%	1%	3%	2%	1%	2%	2%	2%
Moral values / family values	8%	10%	7%	3%	10%	7%	7%	6%	7%	7%	9%
Food prices	2%	4%	2%	1%	2%	3%	0%	0%	1%	2%	2%
Other	3%	2%	5%	3%	3%	2%	4%	5%	3%	3%	3%

Appendix: Issue Importance

Q10-19. Now please tell us how important you think each of the following issues are to our country, in your opinion. Please use the scale below where 1 means "Not at all important" and 7 means "Extremely Important." (Showing top 2 box)	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Economy and jobs	91%	88%	85%	90%	86%	95%	93%	95%	88%	92%	93%
Deficit and government spending	82%	81%	74%	82%	81%	81%	83%	85%	77%	82%	86%
Taxes	69%	69%	65%	66%	67%	72%	71%	70%	68%	69%	70%
Health care	75%	65%	73%	73%	72%	78%	88%	76%	77%	76%	74%
Fuel costs	68%	59%	57%	64%	71%	67%	78%	78%	62%	69%	76%
Education	73%	77%	72%	73%	69%	71%	79%	66%	76%	69%	74%
Terrorism and national security	58%	52%	46%	51%	59%	62%	65%	70%	57%	57%	63%
Immigration	49%	40%	46%	36%	48%	56%	52%	63%	50%	47%	52%
Moral values / family values	58%	55%	56%	49%	58%	61%	62%	65%	60%	55%	64%
Food prices	64%	57%	54%	59%	65%	68%	70%	74%	66%	59%	71%

Appendix: Resource Prices

Q20-25. In general, do you feel like the price of each of the following is going up, going down, or staying the same? (Showing "Going Up")	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Food	86%	79%	72%	79%	86%	94%	94%	91%	84%	85%	92%
Transportation fuel (gasoline, diesel)'	90%	81%	84%	85%	90%	93%	95%	98%	84%	91%	96%
Electricity	70%	58%	51%	65%	72%	79%	75%	74%	68%	67%	75%
Natural gas	55%	54%	43%	49%	56%	63%	56%	56%	55%	49%	67%
Heating oil (for home heating purposes)	67%	50%	52%	60%	71%	74%	78%	73%	63%	65%	77%
Water	52%	41%	42%	39%	57%	58%	61%	50%	52%	51%	53%

Q20-25. "Going Down"	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Food	1%	3%	1%	1%	3%	0%	1%	0%	2%	1%	0%
Transportation fuel (gasoline, diesel)'	1%	4%	0%	2%	1%	0%	1%	0%	2%	1%	0%
Electricity	2%	0%	7%	1%	2%	1%	2%	0%	2%	2%	1%
Natural gas	8%	8%	5%	6%	8%	6%	9%	11%	9%	8%	5%
Heating oil (for home heating purposes)	1%	2%	1%	1%	2%	1%	1%	1%	2%	2%	0%
Water	2%	3%	2%	1%	3%	1%	2%	1%	2%	3%	0%

Appendix: Resource Availability

Q20-25. In general, do you feel like the availability of each of the following is getting better, getting worse, or staying the same? (Showing "Getting Better")	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Food	9%	12%	18%	11%	9%	5%	5%	5%	12%	7%	7%
Transportation fuel (gasoline, diesel)	6%	6%	5%	6%	6%	4%	6%	8%	7%	5%	5%
Electricity	9%	11%	14%	8%	7%	5%	10%	9%	10%	8%	8%
Natural gas	19%	14%	20%	16%	16%	14%	22%	35%	18%	17%	21%
Heating oil (for home heating purposes)	5%	8%	9%	7%	7%	1%	3%	4%	8%	3%	5%
Water	28%	34%	32%	27%	25%	29%	29%	21%	27%	30%	25%

Q20-25. "Getting Worse"	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Food	26%	28%	22%	19%	24%	33%	27%	19%	25%	24%	29%
Transportation fuel (gasoline, diesel)	36%	44%	34%	30%	36%	37%	36%	34%	37%	35%	37%
Electricity	16%	14%	11%	13%	17%	24%	11%	12%	18%	14%	15%
Natural gas	18%	29%	12%	15%	20%	22%	10%	13%	19%	17%	19%
Heating oil (for home heating purposes)	21%	25%	15%	12%	23%	27%	21%	19%	22%	21%	22%
Water	16%	22%	12%	16%	16%	17%	12%	18%	17%	15%	17%

Appendix: Food Store Choice

Q26. Where do you normally buy your food? Please select all that apply.	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Traditional grocery store (Safeway, Walmart Supercenter, Albertson's, Food Lion, Ralph's, Kroger, etc.)	93%	88%	93%	93%	91%	94%	96%	93%	91%	93%	96%
Natural/health/organic foods grocery store (Whole Foods, Trader Joe's, etc.)	21%	25%	25%	28%	21%	21%	13%	16%	26%	22%	13%
Wholesalers (Costco, Sam's Club, etc.)	35%	45%	34%	41%	31%	33%	31%	33%	33%	38%	31%
Deep discount stores (Aldi, Dollar Tree, ShopRite, etc.)	26%	32%	20%	28%	27%	27%	26%	18%	28%	26%	25%
Convenience stores (7-11, Wawa, etc.)	10%	18%	13%	15%	10%	9%	5%	3%	14%	9%	8%
Food delivery services	3%	6%	3%	5%	4%	3%	1%	0%	5%	3%	2%
Farmers' markets	25%	20%	26%	30%	24%	25%	27%	28%	23%	25%	29%
I grow my own food	13%	12%	10%	16%	13%	13%	12%	13%	8%	10%	23%
Urban farms	2%	1%	1%	1%	4%	1%	2%	1%	2%	1%	3%
Community Supported Agriculture	3%	3%	6%	3%	4%	2%	2%	2%	5%	1%	4%
Other	3%	1%	2%	2%	3%	2%	5%	6%	3%	3%	2%
None of these	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%

Appendix: Food Transportation and Cost

Q27. What means of transportation do you use most to buy your food?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Drive my own car or ride in someone else's car	88%	78%	81%	90%	87%	89%	94%	93%	79%	90%	95%
Ride a bicycle	1%	1%	3%	1%	1%	1%	1%	1%	2%	1%	0%
Walk	5%	6%	11%	3%	6%	4%	2%	3%	9%	4%	2%
Take public transportation (bus or subway)	3%	6%	5%	3%	1%	4%	1%	1%	5%	2%	2%
Have food delivered by a service	1%	2%	0%	3%	0%	0%	0%	0%	1%	1%	0%
Someone else buys my food for me	1%	7%	0%	0%	2%	0%	0%	0%	2%	2%	0%
Other	1%	1%	0%	0%	2%	2%	2%	1%	3%	1%	1%

Q28. In miles, approximately how far do you normally travel (one way) to buy your food?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Average number of miles	8	10	6	11	13	6	5	6	10	5	12

Q29. Approximately how much does your household spend each month on groceries?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Average amount in dollars	352	314	344	369	368	364	347	335	335	350	375

Q30. Do you personally know anyone who has struggled to afford food in the past 5 years?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Yes	62%	66%	60%	62%	65%	57%	64%	57%	62%	59%	67%

Appendix: GMO Support

Q31. How familiar are you with the term "Genetically Modified Organisms" (GMOs) as they relate to food production?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Very familiar	16%	27%	21%	19%	17%	15%	9%	9%	19%	16%	14%
Somewhat familiar	32%	39%	37%	38%	29%	28%	26%	33%	34%	30%	32%
Not very familiar	19%	17%	20%	23%	18%	20%	19%	18%	21%	20%	17%
Not at all familiar	29%	13%	21%	19%	32%	35%	40%	36%	23%	32%	33%
Don't know	3%	3%	1%	1%	4%	2%	5%	4%	3%	2%	5%

Q32. Do you support the use of "Genetically Modified Organisms" (GMO's) in food production?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Strongly support	8%	7%	15%	8%	11%	6%	5%	10%	10%	8%	7%
Somewhat support	28%	28%	28%	33%	25%	23%	31%	32%	24%	31%	27%
Somewhat oppose	23%	30%	16%	28%	22%	21%	22%	20%	23%	24%	20%
Strongly oppose	22%	22%	26%	20%	23%	23%	19%	19%	22%	19%	28%
Don't know	19%	12%	15%	11%	20%	26%	22%	19%	20%	18%	18%

Appendix: Urban Farms and Farmers' Markets

Q33. In miles, how far is the closest urban farm from your home?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Less than a mile	4%	5%	3%	1%	4%	6%	3%	4%	3%	2%	9%
1 to 2 miles	7%	8%	6%	4%	7%	4%	12%	7%	8%	4%	11%
3 to 5 miles	10%	10%	14%	9%	6%	10%	11%	17%	8%	11%	11%
6 to 10 miles	11%	10%	12%	19%	9%	10%	9%	12%	11%	12%	8%
11 to 20 miles	9%	10%	8%	5%	6%	12%	5%	14%	10%	8%	8%
More than 20 miles	12%	11%	14%	12%	12%	12%	13%	6%	12%	11%	13%
I don't know	48%	47%	45%	50%	55%	45%	47%	40%	47%	52%	40%

Q35. In miles, approximately how far away is the closest farmers' market from your home?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Less than a mile	8%	4%	13%	7%	6%	11%	11%	6%	11%	5%	11%
1 to 2 miles	16%	17%	11%	14%	16%	14%	21%	18%	19%	15%	14%
3 to 5 miles	25%	22%	24%	26%	25%	26%	28%	23%	26%	28%	20%
6 to 10 miles	19%	17%	23%	23%	20%	20%	16%	16%	18%	18%	22%
11 to 20 miles	12%	18%	10%	15%	10%	9%	12%	16%	8%	13%	16%
More than 20 miles	7%	5%	8%	8%	8%	6%	4%	9%	6%	6%	9%
I don't know	12%	16%	12%	7%	15%	13%	8%	12%	12%	14%	8%

Q34. During the months that they are open, how often do you buy food from either a farmers' market or urban farm?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Every day	1%	1%	1%	1%	1%	0%	0%	0%	1%	0%	0%
A few times a week	6%	8%	8%	6%	6%	5%	3%	3%	7%	5%	6%
Once a week	16%	14%	16%	20%	13%	15%	15%	20%	14%	15%	19%
A few times a month	22%	22%	25%	24%	19%	21%	29%	12%	22%	20%	25%
Once a month	20%	15%	18%	21%	21%	22%	18%	28%	19%	22%	18%
Never	31%	37%	24%	25%	32%	31%	30%	33%	33%	31%	27%
Don't know	5%	3%	8%	3%	8%	6%	5%	3%	4%	7%	4%

Appendix: Food Waste Measures

Q36. What percent of all of the food produced every year in the United States do you think goes to waste (uneaten, spoils, etc.)?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Average	41%	45%	48%	44%	43%	39%	38%	33%	43%	39%	42%

Q38. What percent of the food you bring home from the grocery store do you think goes to waste (uneaten, spoils, etc.)?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Average	18%	22%	25%	20%	19%	17%	13%	10%	20%	17%	15%

Q39. At what point do you decide you are going to throw away uneaten food?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
A few days before the date printed on the product	2%	4%	5%	1%	2%	1%	1%	0%	3%	2%	0%
When the product reaches the "Sell by" date	5%	4%	4%	6%	5%	4%	6%	1%	6%	5%	2%
When the product reaches the "Best by" date	6%	5%	8%	11%	11%	2%	1%	1%	8%	5%	3%
When the product reaches the "Use by" date	13%	17%	17%	14%	11%	14%	10%	11%	14%	13%	10%
A few days after the date printed on the product	20%	22%	13%	22%	18%	22%	23%	18%	17%	21%	23%
When the item just doesn't "smell/look/taste right" any more	55%	48%	53%	46%	52%	58%	59%	69%	51%	54%	61%

Appendix: Food Waste

Q40. When you do have to throw away unused food, what do you regret about it? Please select all that apply.	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Wasted money I spent buying the food	80%	80%	77%	82%	77%	83%	83%	78%	74%	82%	84%
Energy resources it took to get the food to my plate	16%	23%	23%	19%	17%	11%	13%	13%	21%	14%	14%
Landfill space and other resources required to dispose of the food	15%	22%	17%	15%	16%	15%	13%	5%	17%	17%	9%
General environmental consequences of wasted food	20%	28%	29%	22%	17%	20%	16%	15%	22%	22%	16%
That there are people without enough to eat who could have used it	53%	55%	59%	59%	48%	50%	54%	49%	53%	56%	46%
That my refrigerator is disorganized and I didn't see it in time	19%	25%	13%	27%	21%	17%	16%	14%	17%	21%	19%
Other	1%	1%	0%	0%	2%	1%	2%	1%	0%	2%	2%
None that I can think of	4%	4%	4%	3%	4%	6%	2%	3%	5%	3%	3%

Appendix: Food Waste

Q41. What, if anything, could grocery stores do to help you waste less food? Please select all that apply.	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Offer certain foods in smaller quantities	47%	44%	46%	52%	38%	45%	51%	68%	47%	48%	46%
Replace incentives to buy larger quantities like ""buy one, get one free"" offers by offering sales on individual products	37%	46%	35%	40%	37%	31%	40%	36%	35%	40%	36%
Offer "Bulk Food" bins where I can scoop out exactly the amount I need of a certain kind of food or ingredient (For instance spices, flour, sugar, oats, nuts, etc.)	30%	40%	34%	38%	29%	25%	27%	23%	29%	31%	31%
Offer incentives to encourage buying things later when they are needed (i.e. ""Buy one now, get one later."")	39%	46%	37%	37%	42%	36%	42%	27%	35%	43%	36%
Make expiration dates less confusing	28%	37%	28%	27%	23%	26%	33%	22%	29%	30%	21%
Give me advice on how to properly store my food	18%	25%	27%	24%	16%	16%	8%	10%	17%	18%	18%
Other	3%	1%	1%	1%	4%	2%	4%	5%	4%	2%	2%
None of these	14%	8%	12%	11%	18%	17%	14%	15%	16%	14%	13%

Appendix: Food Waste

Q42. What, if anything, do you personally do to reduce the amount of food that goes to waste? Please select all that apply.	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Use see-through storage containers in the refrigerator	32%	40%	32%	32%	27%	31%	32%	37%	31%	30%	39%
Have a "clean-plate" club or other reward for finishing food that is served	7%	7%	14%	9%	7%	6%	5%	6%	12%	5%	6%
Freeze excess food for use at a later time	68%	57%	70%	59%	59%	72%	81%	80%	63%	66%	77%
Carefully plan meals and snacks	43%	38%	44%	48%	41%	43%	42%	48%	38%	43%	50%
Carefully plan shopping lists before going to the store	50%	48%	48%	52%	47%	45%	56%	55%	43%	50%	56%
Make sure my refrigerator is properly sealed and that the temperature is correct	31%	29%	31%	27%	26%	35%	37%	35%	28%	32%	33%
Find new ways to use food that is about to go bad	38%	42%	41%	40%	38%	37%	40%	31%	37%	34%	48%
Use leftovers as ingredients in future meals	62%	55%	57%	61%	57%	63%	69%	76%	55%	60%	74%
Serve smaller portions	26%	26%	25%	26%	20%	26%	33%	34%	25%	25%	31%
Compost what ultimately does go bad	17%	19%	20%	14%	16%	19%	17%	16%	15%	15%	25%
Eat at home rather than go to a restaurant	56%	57%	60%	58%	49%	57%	57%	62%	52%	55%	63%
Other	3%	1%	0%	2%	4%	4%	3%	3%	3%	3%	2%
None of these	2%	3%	3%	4%	4%	1%	0%	2%	4%	2%	0%

Appendix: Food Waste

Q42a. In thinking about wasting food, how would you describe your general concern about this issue relative to last year?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
More concerned	27%	32%	29%	24%	25%	27%	26%	30%	29%	24%	30%
Just as concerned	65%	57%	65%	69%	64%	65%	69%	64%	63%	67%	63%
Less concerned	5%	7%	2%	5%	6%	7%	3%	5%	5%	5%	5%
Don't know	3%	4%	4%	2%	4%	2%	3%	1%	2%	3%	3%

Q42b. Have you read anything or heard anything from your social networks to indicate that wasting food is an important environmental issue?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Yes	13%	20%	14%	17%	14%	12%	8%	11%	16%	13%	9%
No	76%	74%	80%	76%	77%	76%	79%	67%	73%	76%	80%
Don't know/Does not apply	11%	6%	6%	7%	9%	13%	12%	22%	11%	10%	10%

Appendix: Food Waste - Restaurants

Q42c. When you have food left on your plate at a restaurant, how often do you take it home?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Always	43%	50%	45%	40%	43%	45%	46%	28%	44%	41%	48%
Usually	34%	34%	32%	35%	31%	30%	38%	41%	35%	36%	29%
Sometimes	18%	13%	19%	18%	20%	20%	12%	29%	16%	18%	21%
Never	4%	1%	3%	6%	4%	5%	4%	2%	5%	4%	3%
Don't know	1%	2%	0%	1%	1%	0%	1%	0%	1%	1%	0%

Q42d. When you don't take restaurant leftovers home, what are your reasons? Please select all that apply.	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Not going straight home	40%	36%	40%	43%	36%	38%	39%	53%	34%	42%	44%
Don't like leftovers	5%	8%	9%	6%	5%	4%	4%	2%	5%	6%	4%
Don't like how it feels to ask	4%	6%	10%	2%	7%	2%	1%	2%	5%	4%	4%
Not enough to justify the trouble	50%	44%	45%	44%	40%	52%	62%	64%	46%	52%	51%
Don't want to use a disposable container	4%	5%	7%	5%	5%	4%	2%	1%	5%	3%	4%
It doesn't taste as good	20%	24%	20%	23%	23%	17%	19%	15%	21%	23%	13%
Other	7%	4%	5%	3%	8%	9%	7%	9%	6%	6%	8%
None of these	15%	16%	14%	19%	18%	16%	12%	10%	18%	14%	15%

Appendix: Fuel Issues

Q43. Approximately how much does your household spend each month on transportation fuels (gasoline/diesel/alternatives for personal cars/trucks)?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Average	209	200	200	218	292	210	154	129	220	195	219

Q43. Approximately how many miles per day do you drive? If you don't drive at all, please enter 0.	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Average	31	30	29	31	41	30	23	25	36	28	29

Q45. Are you considering buying/leasing a new or used vehicle for yourself or a member of your household in the next...?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
0 – 6 months	10%	13%	10%	11%	11%	11%	8%	6%	9%	11%	9%
6 months – 1 year	16%	22%	23%	18%	12%	19%	13%	10%	18%	17%	14%
1 – 2 years	18%	20%	15%	16%	21%	15%	18%	19%	17%	18%	18%
3 – 5 years	14%	13%	18%	14%	11%	11%	15%	25%	13%	16%	13%
More than 5 years	9%	4%	13%	13%	11%	8%	11%	6%	8%	10%	10%
Not planning to buy/lease a vehicle	24%	20%	17%	22%	27%	24%	29%	29%	28%	21%	27%
Don't know	8%	9%	4%	7%	7%	12%	7%	5%	7%	7%	10%

Appendix: Fuel Issues

Q46. When you think about the next vehicle you plan to buy/lease, how important is it to you that the vehicle gets good fuel economy (high number of miles traveled per gallon of gasoline or equivalent)?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Very important	68%	76%	61%	68%	65%	67%	69%	73%	76%	65%	64%
Somewhat important	29%	23%	31%	31%	33%	32%	28%	25%	22%	33%	32%
Not very important	1%	0%	3%	1%	1%	0%	3%	2%	1%	1%	2%
Not at all important	1%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%
Don't know/does not apply	1%	0%	5%	0%	0%	0%	0%	0%	0%	1%	1%

Q47. Which of the following statements describes your next vehicle?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
I am planning to buy a traditional gasoline or diesel vehicle	52%	58%	42%	58%	61%	50%	47%	39%	52%	48%	58%
I am planning to buy an alternative fuel vehicle	15%	16%	25%	18%	14%	12%	13%	8%	19%	14%	11%
I don't know yet	33%	27%	33%	24%	26%	37%	40%	52%	28%	38%	31%

Appendix: Fuel Issues

Q48. When you think about the next vehicle you plan to buy/lease, are you considering a vehicle with any of the following features? Please select all that apply.	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Hybrid gasoline/electric engine	76%	61%	69%	79%	80%	71%	83%	91%	80%	78%	65%
Plug-in electric engine	31%	37%	33%	45%	31%	24%	34%	15%	30%	33%	25%
Flex-fuel vehicle (able to run on different forms of fuel used in the same tank)	44%	42%	34%	50%	46%	51%	41%	42%	35%	46%	53%
Natural gas engine	29%	29%	35%	39%	43%	23%	20%	14%	26%	31%	27%
Bio-diesel engine	18%	25%	21%	32%	14%	17%	13%	12%	22%	16%	17%
Hydrogen	11%	23%	10%	11%	10%	10%	6%	12%	10%	13%	9%
Other	2%	0%	0%	0%	2%	7%	4%	0%	2%	3%	2%
None of these	8%	16%	13%	7%	2%	13%	4%	0%	7%	7%	11%

Q49. You mentioned that you are considering buying/leasing a vehicle that does not run on a standard gasoline or diesel engine. How far from your home is the closest fueling or charging station for the vehicle you are considering?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Less than a mile	7%	15%	12%	0%	0%	5%	16%	0%	16%	3%	4%
1 to 2 miles	10%	8%	14%	9%	9%	8%	13%	5%	15%	9%	5%
3 to 5 miles	11%	17%	8%	19%	15%	2%	7%	16%	15%	10%	8%
6 to 10 miles	9%	7%	22%	30%	5%	5%	3%	5%	7%	10%	12%
11 to 20 miles	7%	10%	8%	6%	11%	9%	3%	0%	9%	7%	8%
More than 20 miles	3%	0%	0%	5%	8%	3%	0%	5%	2%	3%	6%
I don't know	52%	44%	35%	30%	53%	68%	58%	68%	37%	58%	58%

Appendix: Electric Cars

Q50. Approximately how many miles do think the average all-electric car (non-hybrid or gasoline-assisted electric) is able to travel before it has to be recharged?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Average	167	266	170	134	196	167	109	102	145	196	138

Q51. What, if anything, appeals to you about electric cars?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Convenience of 'filling up' at home for less than the price of gasoline	42%	52%	45%	40%	38%	38%	44%	37%	35%	44%	46%
High fuel economy (MPG-equivalent)	47%	54%	50%	56%	41%	45%	49%	38%	45%	49%	46%
No pollution	54%	58%	58%	44%	48%	55%	60%	60%	55%	53%	55%
They are quiet	36%	36%	41%	32%	27%	36%	44%	39%	37%	35%	35%
Fast speed	6%	14%	9%	8%	5%	2%	4%	2%	7%	6%	4%
Unusual nature	5%	6%	6%	7%	6%	4%	3%	3%	4%	5%	5%
Unique and interesting look	10%	18%	17%	10%	7%	6%	7%	7%	11%	9%	9%
I think they're cool	13%	24%	18%	15%	15%	7%	8%	8%	12%	14%	12%
Better for the environment	57%	56%	59%	62%	49%	60%	60%	57%	58%	57%	55%
Access to carpool lanes in some areas	7%	11%	12%	6%	10%	6%	5%	1%	10%	8%	4%
Avoids using gasoline	56%	61%	64%	54%	50%	54%	59%	53%	55%	57%	55%
Other	1%	0%	0%	0%	1%	1%	2%	1%	1%	1%	2%
None of these	14%	10%	6%	11%	15%	16%	16%	22%	14%	13%	16%

Appendix: Electric Cars

Q52. What, if anything, concerns you about electric cars?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Too expensive	65%	63%	61%	63%	64%	63%	70%	73%	59%	67%	70%
Batteries will run out while out driving	63%	59%	61%	57%	62%	64%	68%	72%	59%	63%	70%
Batteries will wear out over time and have to be replaced	52%	52%	50%	47%	45%	53%	57%	67%	48%	53%	58%
Won't be able to resell it	17%	15%	15%	8%	17%	17%	22%	25%	17%	18%	16%
Dangerous	11%	12%	17%	12%	11%	11%	6%	13%	10%	11%	13%
Unproven technology	22%	25%	22%	16%	20%	18%	25%	28%	17%	25%	21%
Odd looking	13%	22%	13%	16%	16%	10%	7%	6%	12%	15%	12%
Limited number of models available (no minivans, trucks, etc.)	31%	27%	32%	37%	32%	33%	29%	25%	27%	32%	33%
Other	7%	5%	4%	5%	7%	11%	8%	7%	7%	6%	11%
None of these	6%	10%	6%	7%	6%	8%	4%	1%	8%	5%	5%

Appendix: Independence and Alternatives

Q53. Which of the following statements come closer to your opinion about American energy independence?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
The government should implement policies with the goal of achieving energy independence for the U.S.	84%	76%	80%	82%	80%	90%	87%	94%	81%	85%	86%
Energy independence is unattainable and the U.S. would be better served importing energy at the best price on the global market.	16%	24%	20%	18%	20%	10%	13%	6%	19%	15%	14%

Q54. Which of the following statements come closer to your opinion about research and development into alternative fuels?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Research and development into alternative and renewable fuels is crucial for the future of our country and should be our national priority.	29%	29%	37%	35%	33%	25%	26%	17%	33%	30%	22%
Oil and natural gas development should be our national priority; research and development to develop alternative and renewable fuels is mostly a distraction.	13%	20%	14%	10%	18%	10%	10%	12%	15%	12%	13%
We need an "all of the above" strategy that includes both alternative and renewable fuels and a continued search for existing domestic oil and natural gas.	58%	51%	49%	55%	50%	65%	64%	71%	52%	58%	64%

Appendix: Importance of Alternatives

Q55. How much do you agree or disagree with the following statement, "I would be willing to switch to a different company for shipping (e.g. Postal Service, UPS, FedEx) if I knew the company was incorporating more alternative fuel vehicles into its fleet."	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Strongly agree	15%	17%	17%	14%	18%	12%	11%	14%	19%	13%	13%
Somewhat agree	42%	44%	48%	51%	38%	42%	40%	31%	43%	44%	37%
Somewhat disagree	15%	18%	12%	14%	11%	12%	16%	22%	12%	16%	17%
Strongly disagree	8%	10%	7%	8%	10%	8%	7%	8%	8%	7%	12%
Don't know	20%	11%	15%	13%	22%	26%	26%	24%	18%	21%	21%

Appendix: Awareness of Alternatives

Q57-62a. Please look at the list of alternative fuels below and indicate how familiar you are with each. (Showing Very and Somewhat Familiar)	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Ethanol (E85)	65%	63%	65%	63%	60%	66%	66%	68%	61%	63%	71%
Biodiesel (BD or B20)	42%	49%	45%	38%	39%	43%	43%	38%	41%	42%	45%
Liquid Petroleum Gas (LPG)	40%	33%	38%	35%	32%	45%	47%	55%	42%	36%	45%
Compressed Natural Gas (CNG)	31%	27%	29%	27%	27%	34%	37%	39%	33%	30%	31%
Electricity (Fast Charge)	63%	71%	70%	68%	61%	61%	59%	61%	65%	62%	66%
Hydrogen (H2 or HY)	38%	51%	48%	42%	36%	33%	32%	32%	41%	37%	38%
Liquid Natural Gas (LNG)	36%	32%	38%	26%	30%	40%	43%	44%	37%	34%	38%

Q57-62a. You indicated that you are somewhat or very familiar with these alternative fuels. If you wanted to use each of these fuels, would you know where to go to purchase it?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Ethanol (E85)	55%	50%	58%	60%	54%	51%	56%	63%	56%	51%	61%
Biodiesel (BD or B20)	39%	44%	50%	45%	33%	37%	32%	42%	49%	32%	41%
Liquid Petroleum Gas (LPG)	49%	39%	56%	52%	58%	47%	40%	51%	58%	36%	57%
Compressed Natural Gas (CNG)	33%	29%	51%	46%	43%	26%	27%	20%	37%	31%	31%
Electricity (Fast Charge)	34%	33%	44%	48%	42%	21%	29%	23%	38%	33%	30%
Hydrogen (H2 or HY)	20%	26%	27%	29%	27%	12%	10%	3%	28%	14%	21%
Liquid Natural Gas (LNG)	36%	35%	40%	56%	45%	24%	34%	32%	45%	26%	41%

Appendix: Food Availability

Q63. What do you see as the best way to increase the availability of food in the U.S? Please select all that apply.	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Increase the availability of urban farms	39%	42%	36%	36%	38%	37%	45%	34%	37%	39%	42%
Promote organic farming	26%	41%	34%	28%	24%	24%	20%	14%	28%	26%	24%
Promote smaller, local farms	48%	49%	48%	51%	40%	49%	54%	44%	44%	48%	52%
Increase productivity at large-scale, commercial farms	20%	23%	27%	14%	18%	15%	28%	15%	22%	18%	20%
Stronger efforts to reduce food waste in restaurants and grocery stores	60%	60%	62%	57%	58%	59%	60%	67%	59%	61%	60%
Stronger efforts to reduce food waste at the farm	39%	44%	42%	33%	34%	41%	42%	36%	40%	37%	41%
Reduce the amount of food that is diverted for fuel	21%	24%	21%	18%	20%	21%	18%	25%	19%	22%	21%
Promote alternative farming methods	27%	25%	30%	32%	23%	29%	26%	31%	25%	26%	32%
Other	6%	6%	3%	5%	8%	5%	6%	9%	5%	6%	6%
Nothing, the U.S. has more than enough food to feed everyone	9%	6%	6%	12%	11%	10%	10%	11%	9%	10%	10%

Appendix: Food/Fuel Issues

Q64. How much, if at all, do you consider the fuel (oil, gasoline, diesel) inputs that went into the food you buy? (Fuel to transport the food, operate the tractors, etc.)	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
1 – I don't think about it at all when I buy food	30%	32%	34%	29%	28%	29%	31%	29%	29%	34%	24%
2	16%	20%	7%	14%	19%	14%	19%	10%	14%	17%	14%
3	24%	23%	28%	27%	22%	25%	22%	26%	27%	23%	23%
4	17%	10%	18%	21%	19%	19%	13%	20%	17%	14%	23%
5 – I think about it every time I buy food	9%	11%	8%	8%	9%	7%	8%	11%	9%	7%	11%
Don't know	4%	4%	5%	1%	2%	5%	6%	4%	4%	4%	5%

Q65. How worried are you, if at all, about the possibility of food shortages following natural disasters?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Very worried	18%	22%	17%	13%	22%	16%	19%	14%	18%	15%	24%
Somewhat worried	48%	40%	52%	47%	41%	51%	53%	53%	49%	46%	49%
Not very worried	25%	31%	22%	29%	26%	22%	22%	29%	23%	30%	20%
Not at all worried	6%	6%	4%	8%	8%	9%	4%	3%	8%	6%	5%
Don't know	2%	1%	5%	2%	4%	1%	2%	1%	2%	3%	2%

Food/Fuel	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Q66. What percent of all of the corn produced each year in the United States do you think goes to produce fuel for transportation, etc.? (Average)	38%	44%	39%	39%	39%	37%	35%	35%	39%	37%	39%
Q67. What percent of all of the energy resources used each year in the United States do you think is used to produce food? (Avg)	39%	43%	43%	42%	41%	38%	36%	34%	42%	38%	39%

Appendix: Food/Fuel Price Linkage

Q68. If the price of food goes up in America, how much of an effect do you think it has on the price of gasoline?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
1 – No effect at all	7%	5%	4%	5%	8%	9%	9%	9%	5%	7%	11%
2	13%	16%	10%	15%	11%	11%	17%	12%	11%	17%	10%
3	25%	27%	30%	31%	20%	26%	23%	22%	25%	28%	20%
4	23%	16%	31%	24%	29%	21%	17%	25%	27%	21%	22%
5 – Very strong effect	26%	29%	18%	26%	26%	27%	28%	27%	27%	22%	32%
Don't know	6%	8%	7%	0%	6%	6%	6%	5%	5%	6%	5%

Q69. If the price of gasoline goes up in America, how much of an effect do you think it has on the price of food?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
1 – No effect at all	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	0%
2	3%	4%	8%	4%	1%	2%	1%	1%	2%	3%	2%
3	11%	16%	16%	16%	14%	4%	10%	8%	13%	13%	7%
4	29%	27%	33%	33%	29%	31%	24%	26%	33%	31%	20%
5 – Very strong effect	54%	48%	38%	47%	52%	60%	63%	62%	49%	49%	71%
Don't know	2%	5%	5%	0%	2%	2%	2%	2%	3%	3%	1%

Appendix: Food/Fuel Supply

Q70. How much do you agree or disagree with the following statement, "There will always be enough food for people to eat in America."	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Agree completely	10%	14%	9%	10%	10%	8%	7%	14%	13%	9%	7%
Somewhat agree	31%	32%	25%	32%	32%	27%	34%	34%	30%	34%	25%
Somewhat disagree	33%	33%	38%	33%	27%	38%	32%	33%	35%	31%	35%
Disagree completely	21%	17%	24%	18%	24%	22%	20%	17%	17%	19%	28%
Don't know	6%	5%	4%	7%	7%	6%	7%	1%	5%	7%	5%

Q71. How much do you agree or disagree with the following statement, ""There will always be an ample supply of affordable energy (oil, gasoline, natural gas, alternatives, etc.) in America to maintain our current consumption habits."	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Agree completely	7%	8%	8%	6%	9%	7%	5%	9%	11%	6%	7%
Somewhat agree	19%	17%	24%	25%	22%	14%	19%	18%	24%	19%	14%
Somewhat disagree	34%	38%	34%	26%	32%	36%	36%	42%	33%	36%	34%
Disagree completely	33%	30%	32%	36%	32%	37%	34%	29%	29%	34%	38%
Don't know	5%	7%	2%	8%	5%	6%	6%	3%	4%	6%	7%

Appendix: Ethanol/Food for Fuel

Q72. In general, do you think growing food (corn, sugar, etc.) for the purpose of expanding the fuel supply is mostly a...	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Good thing	56%	54%	56%	68%	54%	56%	56%	49%	57%	56%	55%
Bad thing	19%	23%	17%	10%	18%	22%	20%	24%	20%	19%	21%
Don't know	25%	23%	27%	22%	27%	22%	24%	28%	24%	25%	25%

Q73. Do you favor or oppose the use of corn-based ethanol in our nation's transportation fuel supply?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Strongly support	17%	19%	19%	17%	16%	19%	16%	12%	19%	14%	20%
Somewhat support	32%	28%	39%	42%	27%	32%	32%	35%	28%	36%	31%
Neither support nor oppose	24%	26%	24%	24%	25%	21%	26%	16%	28%	23%	19%
Somewhat oppose	9%	9%	5%	5%	9%	10%	8%	17%	8%	9%	10%
Strongly oppose	9%	6%	5%	3%	10%	12%	11%	16%	7%	10%	12%
Don't know	9%	13%	9%	9%	13%	5%	7%	4%	10%	8%	8%

Q74. Which of the following two scenarios come closer to your opinion?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
I worry more about food prices getting too high than I do about gasoline prices.	45%	48%	50%	39%	48%	47%	43%	38%	54%	40%	43%
I worry more about gasoline prices getting too high than I do about food prices.	55%	52%	50%	61%	52%	53%	57%	62%	46%	60%	57%

Appendix: Personal Attitudes

Q75-89. : How well do each of these statements describe you? Please use the scale below where 1 means "Does not describe me at all" and 7 means "Describes me exactly." (Showing 6 and 7)	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
I worry about rising food prices	61%	52%	53%	53%	57%	64%	71%	68%	63%	54%	71%
I always look to see where the food I buy was grown or produced	28%	26%	27%	24%	28%	27%	32%	38%	29%	27%	31%
I am confident that the foods I normally eat will always be available when I want to buy them	31%	27%	29%	29%	37%	23%	37%	40%	34%	32%	27%
I buy organic foods whenever possible	22%	30%	30%	23%	27%	18%	10%	21%	27%	21%	19%
I only buy locally-grown produce	16%	15%	12%	19%	19%	13%	17%	16%	20%	14%	14%
I only buy produce while it is "in season"	24%	22%	33%	24%	24%	22%	24%	20%	28%	22%	24%
I am concerned about climate change	41%	29%	41%	45%	44%	39%	46%	43%	42%	41%	40%
I worry that our country is too dependent on oil as a source of energy	58%	50%	51%	52%	58%	57%	65%	69%	56%	59%	57%
I pay close attention to gasoline prices	64%	54%	53%	58%	63%	64%	74%	83%	62%	61%	73%
I often use alternative forms of transportation instead of driving a car	19%	25%	29%	20%	22%	14%	15%	11%	28%	17%	12%
I believe our country needs to do more to promote energy independence	67%	48%	55%	63%	65%	72%	82%	83%	66%	65%	75%
It is a priority in my daily life to use as little energy resources (gasoline, electricity, etc.) as I can'	45%	35%	37%	40%	45%	45%	56%	59%	47%	42%	49%
I pay close attention to developments in the use of alternative fuels	23%	27%	30%	20%	24%	17%	24%	25%	28%	20%	22%
I always turn off my vehicle's engine if I know I will be idling for more than 30 seconds	35%	36%	32%	30%	33%	32%	39%	42%	32%	36%	35%
I often worry about the environmental consequences of producing the gasoline we use to drive our cars	34%	40%	34%	31%	36%	29%	31%	38%	39%	32%	29%

Appendix: Organization Awareness

Q90-104. How familiar are you with this company or organization? Are you... (Showing Very and Somewhat Familiar)	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Sustainable America	15%	20%	25%	22%	18%	7%	10%	4%	18%	14%	12%
Natural Resources Defense Council	17%	18%	30%	20%	20%	15%	11%	10%	21%	15%	16%
The Nature Conservancy	28%	18%	34%	30%	34%	27%	27%	32%	29%	28%	29%
Feeding America	31%	33%	46%	42%	34%	23%	23%	22%	32%	29%	31%
Foodtank	12%	13%	22%	19%	12%	5%	12%	5%	18%	9%	9%
Tesla Motors	30%	36%	44%	32%	33%	20%	24%	30%	35%	30%	22%
US Farmers & Ranchers Alliance	17%	17%	23%	21%	21%	17%	9%	10%	20%	15%	17%
U.S. Composting Council	9%	10%	19%	18%	12%	4%	3%	0%	14%	8%	5%
Exxon Mobil	84%	73%	82%	88%	88%	88%	80%	85%	83%	82%	89%
BP	83%	74%	83%	83%	78%	93%	82%	86%	81%	83%	86%
Green Plains Renewable Energy	11%	14%	19%	17%	18%	4%	5%	6%	15%	9%	10%
Pacific Ethanol	9%	13%	22%	13%	12%	6%	4%	0%	13%	9%	8%
Abengoa Bioenergy	7%	12%	20%	14%	10%	3%	0%	0%	14%	6%	2%
Monsanto	38%	31%	44%	29%	31%	44%	41%	51%	34%	42%	35%
Archer Daniels Midland (ADM)	21%	16%	25%	20%	17%	26%	23%	24%	20%	25%	15%

Appendix: Organization Favorability

Q90-104. How favorable are you toward this company or organization? <i>(Showing Very and Somewhat Favorable)</i>	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Sustainable America	90%	85%	89%	95%	96%	88%	78%	100%	93%	90%	83%
Natural Resources Defense Council	84%	78%	83%	91%	96%	67%	94%	72%	86%	85%	82%
The Nature Conservancy	89%	72%	90%	97%	89%	89%	93%	82%	88%	90%	88%
Feeding America	91%	85%	84%	96%	97%	87%	93%	89%	90%	92%	88%
Foodtank	91%	95%	84%	90%	95%	100%	90%	100%	91%	94%	91%
Tesla Motors	84%	72%	74%	96%	95%	81%	83%	83%	86%	85%	77%
US Farmers & Ranchers Alliance	84%	68%	65%	100%	83%	81%	100%	100%	81%	85%	85%
U.S. Composting Council	87%	100%	66%	89%	100%	62%	100%	0%	93%	74%	100%
Exxon Mobil	46%	42%	51%	51%	52%	42%	41%	42%	49%	41%	51%
BP	39%	34%	41%	53%	35%	37%	33%	54%	44%	35%	41%
Green Plains Renewable Energy	80%	53%	87%	89%	95%	40%	100%	36%	86%	75%	70%
Pacific Ethanol	81%	73%	86%	76%	86%	100%	30%	0%	87%	79%	71%
Abengoa Bioenergy	77%	42%	77%	87%	88%	100%	0%	0%	78%	79%	50%
Monsanto	49%	31%	48%	59%	45%	42%	55%	70%	70%	39%	47%
Archer Daniels Midland (ADM)	68%	82%	68%	82%	63%	53%	79%	71%	65%	73%	62%

Appendix: Demographics

Q105. Approximately how many roundtrip commercial airline flights did you take in 2012?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
None	58%	53%	44%	46%	60%	62%	65%	69%	53%	51%	78%
1 to 2 trips	25%	31%	29%	37%	22%	22%	19%	19%	25%	29%	17%
3 to 5 trips	11%	7%	16%	12%	11%	10%	10%	9%	14%	12%	2%
6 to 10 trips	4%	4%	8%	2%	6%	3%	4%	2%	6%	4%	2%
11 to 20 trips	2%	2%	2%	3%	2%	2%	1%	1%	1%	2%	1%
More than 20 trips	1%	2%	1%	0%	1%	1%	1%	0%	1%	1%	0%

Q106. Approximately how many meals per month do you eat out (i.e. at a restaurant, out of your residence)?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
None	7%	3%	5%	2%	8%	5%	9%	16%	6%	6%	8%
1 to 2 meals	25%	21%	21%	23%	21%	28%	32%	22%	22%	24%	28%
3 to 5 meals	31%	39%	32%	30%	28%	35%	29%	24%	30%	31%	33%
6 to 10 meals	24%	22%	27%	32%	28%	20%	20%	27%	25%	26%	21%
11 to 20 meals	9%	11%	10%	10%	10%	9%	5%	10%	12%	9%	6%
More than 20 meals	4%	4%	5%	3%	6%	3%	4%	1%	4%	3%	5%

Appendix: Demographics

Q107. Do you own a "flex-fuel" vehicle? A "flex-fuel" vehicle is designed to burn regular fuel or a blend of up to 85% ethanol (called E85).	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Yes	9%	4%	12%	11%	9%	9%	13%	10%	11%	7%	12%
No	85%	86%	81%	85%	88%	87%	84%	82%	82%	89%	83%
Don't know	5%	10%	6%	4%	3%	5%	4%	8%	6%	4%	6%

Q108. How often do you fill your "flex-fuel" vehicle with E85?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
All the time	20%	18%	21%	10%	35%	28%	15%	0%	33%	9%	17%
Most of the time	14%	18%	29%	7%	27%	5%	9%	9%	24%	9%	10%
About half of the time	14%	0%	37%	32%	11%	0%	12%	0%	17%	20%	3%
Occasionally	8%	0%	7%	8%	0%	26%	4%	10%	0%	14%	13%
Almost never	10%	23%	7%	8%	17%	10%	4%	12%	6%	14%	10%
I've never put E85 in my "flex-fuel" vehicle	26%	41%	0%	34%	5%	25%	36%	57%	16%	30%	33%
I don't know	8%	0%	0%	0%	5%	5%	20%	12%	5%	5%	14%

Q109. Do you have a vegetable garden at home?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Yes	36%	32%	31%	35%	37%	35%	39%	39%	27%	33%	51%
No	64%	68%	69%	65%	63%	65%	61%	61%	73%	67%	49%

Q110. Do you have any children under the age of 18 living at home?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Yes	33%	24%	45%	54%	54%	28%	12%	5%	32%	33%	34%
No	67%	76%	55%	46%	46%	72%	88%	95%	68%	67%	66%

Appendix: Demographics

Q111. What is the last grade in school you completed?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Grade school	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Some high school	2%	3%	4%	2%	2%	2%	1%	0%	2%	2%	4%
High school graduate	17%	24%	11%	11%	16%	16%	17%	21%	16%	14%	21%
Some college	30%	51%	26%	27%	26%	25%	29%	29%	30%	29%	31%
Technical school	6%	1%	2%	6%	6%	8%	7%	7%	4%	5%	10%
College graduate	32%	18%	47%	44%	37%	30%	28%	26%	38%	32%	25%
Graduate school	13%	3%	10%	10%	13%	18%	17%	17%	10%	18%	8%

Q112. What is your current employment status?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Working full time	40%	24%	47%	52%	52%	53%	31%	8%	40%	46%	31%
Working part time	13%	19%	19%	13%	13%	11%	9%	6%	15%	12%	11%
Retired	17%	0%	0%	0%	1%	7%	45%	83%	14%	14%	25%
Student	6%	37%	7%	2%	3%	0%	1%	0%	8%	7%	4%
Not employed, but looking for work	12%	14%	12%	15%	15%	16%	7%	1%	13%	12%	11%
Not employed and not looking for work	12%	6%	15%	17%	16%	13%	9%	2%	10%	9%	19%

Q113. How do you usually get to work?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Drive my own vehicle by myself	75%	67%	70%	80%	76%	78%	75%	77%	68%	79%	78%
Drive my own vehicle with others or ride in a carpool with others.	6%	11%	6%	6%	8%	5%	3%	0%	7%	4%	10%
Take public transportation	7%	11%	13%	6%	4%	8%	4%	8%	11%	7%	1%
Walk	4%	7%	8%	1%	3%	2%	9%	0%	8%	2%	4%
I mostly telecommute	5%	0%	3%	5%	5%	5%	7%	9%	4%	6%	4%
None of the above	2%	4%	0%	3%	3%	1%	1%	7%	2%	2%	3%

Q114. Approximately how many miles, one-way, is your place of work from your home?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Average	15	13	10	17	20	14	11	18	14	16	15

Appendix: Demographics

Q115. Which of the following do you consider yourself?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Strong Democrat	18%	14%	21%	17%	18%	15%	25%	18%	21%	18%	16%
Lean Democrat	23%	28%	20%	25%	23%	21%	26%	17%	26%	24%	18%
Strong Republican	14%	13%	15%	13%	15%	13%	11%	18%	11%	14%	19%
Lean Republican	15%	12%	13%	15%	13%	20%	13%	23%	12%	16%	18%
Independent	26%	30%	27%	28%	26%	27%	22%	23%	27%	26%	25%
Other	3%	3%	3%	3%	5%	4%	2%	1%	3%	2%	5%

Q116. Regardless of political party, in terms of your political ideology, would you say you are...	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Very conservative	15%	16%	22%	11%	19%	15%	8%	14%	19%	11%	16%
Somewhat conservative	20%	19%	22%	17%	18%	21%	19%	25%	20%	19%	20%
Moderate	37%	39%	28%	39%	37%	37%	40%	36%	30%	40%	40%
Somewhat liberal	17%	14%	17%	19%	14%	17%	20%	19%	17%	19%	13%
Very liberal	12%	12%	11%	14%	12%	11%	13%	6%	14%	10%	11%

Q117. Do you live in a city, suburb just outside a city, or a less developed or rural area, not near a city?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
City	31%	36%	34%	28%	33%	33%	24%	28%	100%	0%	0%
Suburb	46%	44%	42%	54%	43%	48%	45%	43%	0%	100%	0%
More rural, less developed	23%	21%	24%	18%	24%	19%	31%	29%	0%	0%	100%

Appendix: Demographics

Q118. What is your race?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
White	82%	74%	81%	74%	85%	84%	89%	84%	73%	83%	94%
Black/African-American	7%	11%	8%	7%	5%	7%	6%	4%	13%	6%	0%
Caribbean-American	1%	1%	1%	0%	2%	0%	1%	2%	1%	1%	1%
Hispanic/Latino	3%	8%	3%	8%	3%	2%	1%	1%	4%	4%	2%
Asian-American	4%	5%	5%	9%	5%	3%	2%	2%	8%	4%	1%
American Indian or Alaska Native	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	1%
South Asian Indian American	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	1%	2%	1%	1%	0%	1%	0%	2%	1%	1%	1%
Prefer not to say	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%

Q119. What is your current marital status?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Married or living with an unmarried partner	56%	27%	46%	59%	61%	62%	64%	67%	48%	59%	60%
Separated or divorced	12%	2%	1%	5%	11%	17%	21%	16%	14%	10%	12%
Single	30%	71%	52%	36%	27%	18%	11%	3%	35%	28%	24%
Widowed	2%	0%	0%	0%	1%	2%	4%	14%	2%	2%	3%
Other	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%

Q1. Are you... ?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Male	50%	48%	48%	49%	50%	52%	51%	51%	49%	54%	44%
Female	50%	52%	52%	51%	50%	48%	49%	49%	51%	46%	56%

Appendix: Demographics

Age and Gender	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Male 18-24	6%	48%	0%	0%	0%	0%	0%	0%	7%	6%	6%
Female 18-24	7%	52%	0%	0%	0%	0%	0%	0%	8%	7%	6%
Male 25-29	5%	0%	48%	0%	0%	0%	0%	0%	6%	5%	3%
Female 25-29	5%	0%	52%	0%	0%	0%	0%	0%	5%	4%	7%
Male 30-34	5%	0%	0%	49%	0%	0%	0%	0%	5%	7%	3%
Female 30-34	6%	0%	0%	51%	0%	0%	0%	0%	5%	6%	5%
Male 35-44	10%	0%	0%	0%	50%	0%	0%	0%	12%	11%	8%
Female 35-44	10%	0%	0%	0%	50%	0%	0%	0%	10%	9%	13%
Male 45-54	10%	0%	0%	0%	0%	52%	0%	0%	10%	13%	6%
Female 45-54	10%	0%	0%	0%	0%	48%	0%	0%	11%	8%	10%
Male 55-64	8%	0%	0%	0%	0%	0%	51%	0%	6%	9%	12%
Female 55-64	8%	0%	0%	0%	0%	0%	49%	0%	7%	8%	10%
Male 65+	5%	0%	0%	0%	0%	0%	0%	51%	4%	5%	6%
Female 65+	4%	0%	0%	0%	0%	0%	0%	49%	5%	4%	6%

For statistical purposes only, we need to know your total family income before taxes for 2012. Which of the following categories best represents your total family income before taxes?	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Less than \$35,000	39%	52%	44%	40%	41%	32%	33%	37%	46%	30%	47%
\$35,000 to less than \$50,000	11%	13%	8%	9%	11%	10%	13%	14%	11%	10%	14%
\$50,000 to less than \$75,000	19%	16%	20%	25%	14%	22%	20%	17%	18%	20%	19%
\$75,000 to less than \$100,000	11%	7%	12%	11%	8%	13%	14%	12%	7%	13%	12%
\$100,000 to less than \$150,000	10%	3%	7%	9%	14%	11%	10%	14%	8%	13%	7%
\$150,000 to less than \$200,000	7%	5%	5%	2%	10%	9%	8%	6%	8%	10%	0%
\$200,000 or more	3%	4%	3%	5%	3%	3%	1%	1%	3%	4%	1%

Appendix: Demographics

Q5/Q6. Region	ALL	18-24	25-29	30-34	35-44	45-54	55-64	65+	City	Suburb	Rural
Northeast	26%	23%	28%	21%	27%	21%	32%	25%	23%	28%	24%
Midwest	24%	24%	27%	28%	27%	25%	20%	19%	24%	22%	30%
South	27%	28%	24%	26%	25%	31%	25%	32%	25%	29%	27%
West	23%	24%	21%	24%	21%	22%	23%	24%	28%	21%	18%