PUBLIC POLL FINDINGS AND METHODOLOGY

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Ipsos What the Future: Food Survey

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Topline Findings

New York, May 16, 2022 — *These are the findings of an Ipsos poll conducted between April 19-20, 2022, for the Ipsos* **Food** *issue of* **What the Future**. *For this survey, a sample of 1,129 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.6 percentage points for all respondents.*

For full results, please refer to the following annotated questionnaire:

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Full Annotated Questionnaire

1. Which of the following best describes your diet:

	Total (N=1,129)
You regularly eat both animal and non-animal products (omnivorous)	82%
You only occasionally eat meat or fish (flexitarian)	12%
You do not eat meat, but do eat other animal products (e.g. eggs, cheese, milk) (vegetarian)	3%
You do not eat meat but do eat fish (pescatarian)	2%
You do not eat any animal products at all (vegan)	2%

2. Looking into the future, do you think the following will get better or worse?

Total Better Summary

	Total
My access to healthy food	32%
The quality of the food I eat	32%
The environmental impact of the food I eat	29%
The cost of the food I eat	19%

The cost of the food I eat	Total
Will get much better	7%
Will get somewhat better	11%
Will stay the same	18%
Will get somewhat worse	40%
Will get much worse	23%
Better (Net)	*19%*
Worse (Net)	*63%*

The quality of the food I eat	Total
Will get much better	10%
Will get somewhat better	22%
Will stay the same	52%
Will get somewhat worse	13%
Will get much worse	3%
Better (Net)	*32%*
Worse (Net)	*17%*

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2. Looking into the future, do you think the following will get better or worse? *(Continued)*

My access to healthy food	Total
Will get much better	11%
Will get somewhat better	22%
Will stay the same	50%
Will get somewhat worse	15%
Will get much worse	3%
Better (Net)	*32%*
Worse (Net)	*18%*

The environmental impact of the food I eat	Total
Will get much better	8%
Will get somewhat better	21%
Will stay the same	50%
Will get somewhat worse	18%
Will get much worse	3%
Better (Net)	*29%*
Worse (Net)	*21%*

3. Please indicate how much you agree or disagree with each of the following statements.

Total Agree Summary

	Total
I would like more food packaging to be made from recycled materials	90%
Recycling makes a difference in reducing damage to the environment	90%
I would like more food packaging to be made of recyclable materials	89%
I would like to be able to recycle more packaging from fast food or delivery restaurants	87%
It's important to compost at home	74%
I trust that what I put in the recycling bin actually gets recycled	73%
My local government should ban restaurants from packaging food in Styrofoam or other materials that cannot be recycled	65%

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3. Please indicate how much you agree or disagree with each of the following statements. *(Continued)*

I would like to be able to recycle more packaging from fast food or delivery restaurants	Total
Strongly agree	38%
Somewhat agree	48%
Somewhat disagree	10%
Strongly disagree	3%
Agree (Net)	*87%*
Disagree (Net)	*14%*

I trust that what I put in the recycling bin actually gets recycled	Total
Strongly agree	23%
Somewhat agree	50%
Somewhat disagree	20%
Strongly disagree	7%
Agree (Net)	*73%*
Disagree (Net)	*27%*

It's important to compost at home	Total
Strongly agree	21%
Somewhat agree	53%
Somewhat disagree	21%
Strongly disagree	6%
Agree (Net)	*74%*
Disagree (Net)	*27%*

I would like more food packaging to be made from recycled materials	Total
Strongly agree	40%
Somewhat agree	50%
Somewhat disagree	8%
Strongly disagree	2%
Agree (Net)	*90%*
Disagree (Net)	*10%*

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3. Please indicate how much you agree or disagree with each of the following statements. *(Continued)*

I would like more food packaging to be made of recyclable materials	Total
Strongly agree	40%
Somewhat agree	49%
Somewhat disagree	8%
Strongly disagree	2%
Agree (Net)	*89%*
Disagree (Net)	*11%*

Recycling makes a difference in reducing damage to the environment	Total
Strongly agree	42%
Somewhat agree	48%
Somewhat disagree	8%
Strongly disagree	2%
Agree (Net)	*90%*
Disagree (Net)	*11%*

My local government should ban restaurants from packaging food in Styrofoam or other materials that cannot be recycled	Total
Strongly agree	25%
Somewhat agree	40%
Somewhat disagree	26%
Strongly disagree	9%
Agree (Net)	*65%*
Disagree (Net)	*35%*

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4. Please describe how you feel in the following situations.

Total Guilty Summary

	Total
When I throw out fruits or vegetables that I purchased but didn't prepare or eat	68%
When I throw out meat that I purchased but didn't prepare or eat	64%
When I throw away food that I put on my plate but didn't eat	58%
When I throw out milk that I purchased but didn't prepare or eat	56%
When I throw out an entire food package that I tried but didn't like	55%
When I use disposable cups, plates, or utensils to avoid having to wash dishes	43%
When I order too much food at a restaurant that I cannot finish	40%

When I throw out fruits or vegetables that I purchased but didn't prepare or eat	Total
Very guilty	35%
Somewhat guilty	33%
Not very guilty	13%
Not at all guilty	7%
Not applicable	10%
Don't know	2%
Guilty (Net)	*68%*
Not Guilty (Net)	*21%*

When I throw out meat that I purchased but didn't prepare or eat	Total
Very guilty	36%
Somewhat guilty	28%
Not very guilty	9%
Not at all guilty	9%
Not applicable	17%
Don't know	2%
Guilty (Net)	*64%*
Not Guilty (Net)	*18%*

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4. Please describe how you feel in the following situations. *(Continued)*

When I use disposable cups, plates, or utensils to avoid having to wash dishes	Total
Very guilty	14%
Somewhat guilty	29%
Not very guilty	22%
Not at all guilty	21%
Not applicable	13%
Don't know	1%
Guilty (Net)	*43%*
Not Guilty (Net)	*43%*

When I throw away food that I put on my plate but didn't eat	Total
Very guilty	23%
Somewhat guilty	36%
Not very guilty	18%
Not at all guilty	10%
Not applicable	13%
Don't know	2%
Guilty (Net)	*58%*
Not Guilty (Net)	*28%*

When I throw out an entire food package that I tried but didn't like	Total
Very guilty	24%
Somewhat guilty	30%
Not very guilty	18%
Not at all guilty	12%
Not applicable	13%
Don't know	2%
Guilty (Net)	*55%*
Not Guilty (Net)	*31%*

When I order too much food at a restaurant that I cannot finish	Total
Very guilty	15%
Somewhat guilty	25%
Not very guilty	23%
Not at all guilty	21%
Not applicable	14%
Don't know	2%
Guilty (Net)	*40%*
Not Guilty (Net)	*44%*

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4. Please describe how you feel in the following situations. *(Continued)*

When I throw out milk that I purchased but didn't prepare or eat	Total
Very guilty	25%
Somewhat guilty	31%
Not very guilty	15%
Not at all guilty	11%
Not applicable	16%
Don't know	2%
Guilty (Net)	*56%*
Not Guilty (Net)	*26%*

5. In what ways, if at all, do you try to personally limit the amount of food waste you create? Select all that apply.

	Total
I do not/none of these	12%
Buy food only as I need it	52%
Buy re-usable storage containers that preserve fresh food longer	49%
Prepare or make food in bulk that I can freeze and use as needed	39%
Refuse disposable utensils, napkins and straws for takeout	20%
Order extra or bulk servings for multiple meals to reduce packaging	19%
Bring reusable or returnable containers to restaurants for takeout	11%
Seek out restaurants that use paper-based containers instead of plastic or plastic-coated containers	10%
Ask restaurants what their package options are	8%
Something else	2%

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6. How often, if at all, do you do the following?

Total Often/Sometimes Summary

	Total
Eat their local foods when traveling to other states or regions in the U.S.	79%
Try foods from cultures other than your own when you go out to eat	76%
Eat their local foods when traveling internationally	68%
Use ingredients from cultures other than your own when cooking at home	66%
Try foods from cultures other than your own when cooking at home	66%

Try foods from cultures other than your own when you go out to eat	Total
Often	23%
Sometimes	53%
Rarely	18%
Never	7%
Often/Sometimes (Net)	*76%*
Rarely/Never (Net)	*24%*

Try foods from cultures other than your own when cooking at home	Total
Often	18%
Sometimes	48%
Rarely	27%
Never	7%
Often/Sometimes (Net)	*66%*
Rarely/Never (Net)	*34%*

Use ingredients from cultures other than your own when cooking at home	Total
Often	19%
Sometimes	47%
Rarely	26%
Never	9%
Often/Sometimes (Net)	*66%*
Rarely/Never (Net)	*34%*

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6. How often, if at all, do you do the following? *(Continued)*

Eat their local foods when traveling to other states or regions in the U.S.	Total
Often	34%
Sometimes	45%
Rarely	13%
Never	8%
Often/Sometimes (Net)	*79%*
Rarely/Never (Net)	*21%*

Eat their local foods when traveling internationally	Total
Often	30%
Sometimes	38%
Rarely	12%
Never	20%
Often/Sometimes (Net)	*68%*
Rarely/Never (Net)	*32%*

7. How familiar are you with each of the following terms?

Total Familiar Summary

	Total
Organic	90%
Gluten free	82%
GMO	74%
Sustainable food production	64%
CRISPR	25%

Gluten free	Total
Very familiar	33%
Somewhat familiar	49%
Not very familiar	14%
Not at all familiar	4%
Familiar (Net)	*82%*
Not Familiar (Net)	*18%*

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7. How familiar are you with each of the following terms? *(Continued)*

CRISPR	Total
Very familiar	7%
Somewhat familiar	17%
Not very familiar	25%
Not at all familiar	51%
Familiar (Net)	*25%*
Not Familiar (Net)	*75%*

GMO	Total
Very familiar	26%
Somewhat familiar	48%
Not very familiar	19%
Not at all familiar	7%
Familiar (Net)	*74%*
Not Familiar (Net)	*26%*

Organic	Total
Very familiar	44%
Somewhat familiar	46%
Not very familiar	8%
Not at all familiar	2%
Familiar (Net)	*90%*
Not Familiar (Net)	*10%*

Sustainable food production	Total
Very familiar	19%
Somewhat familiar	45%
Not very familiar	28%
Not at all familiar	8%
Familiar (Net)	*64%*
Not Familiar (Net)	*36%*

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8. As you may or may not know, CRISPR is a type of gene editing technology that is used in plant breeding or genome editing. This is different from the process used to make genetically modified organisms (GMOs). Based on what you may know or feel, please rank how important you find each of the following uses of plant genome editing, where 1 is the most important use for this technology, and 6 is the least important. Please rank each item, using each number only once.

Mean Summary

	Total
Plants with higher nutritional value	2.6
Crops with greater yields/output	2.9
Disease-resistant plants	3.1
Crops that need less fertilizer	3.4
Non-allergenic or less allergenic plants	4.0
Plants with "designer" characteristics (e.g. indigo roses)	5.1

Disease-resistant plants	Total
1 - Most Important (1)	15%
2	17%
3	18%
4	16%
5	11%
6 - Least Important (6)	6%
I do not believe we should use gene-editing technologies such as these.	18%
Mean	*3.1*

Plants with higher nutritional value	Total
1 - Most Important (1)	30%
2	17%
3	11%
4	12%
5	7%
6 - Least Important (6)	6%
I do not believe we should use gene-editing technologies such as these.	18%
Mean	*2.6*

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8. As you may or may not know, CRISPR is a type of gene editing technology that is used in plant breeding or genome editing. This is different from the process used to make genetically modified organisms (GMOs). Based on what you may know or feel, please rank how important you find each of the following uses of plant genome editing, where 1 is the most important use for this technology, and 6 is the least important. Please rank each item, using each number only once. *(Continued)*

Non-allergenic or less allergenic plants	Total
1 - Most Important (1)	7%
2	9%
3	12%
4	16%
5	28%
6 - Least Important (6)	10%
I do not believe we should use gene-editing technologies such as these.	18%
Mean	*4.0*

Crops with greater yields/output	Total
1 - Most Important (1)	17%
2	18%
3	18%
4	14%
5	9%
6 - Least Important (6)	5%
I do not believe we should use gene-editing technologies such as these.	18%
Mean	*2.9*

Crops that need less fertilizer	Total
1 - Most Important (1)	11%
2	16%
3	16%
4	18%
5	15%
6 - Least Important (6)	6%
I do not believe we should use gene-editing technologies such as these.	18%
Mean	*3.4*

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8. As you may or may not know, CRISPR is a type of gene editing technology that is used in plant breeding or genome editing. This is different from the process used to make genetically modified organisms (GMOs). Based on what you may know or feel, please rank how important you find each of the following uses of plant genome editing, where 1 is the most important use for this technology, and 6 is the least important. Please rank each item, using each number only once. *(Continued)*

Plants with "designer" characteristics (e.g. indigo roses)	Total
1 - Most Important (1)	3%
2	5%
3	6%
4	7%
5	12%
6 - Least Important (6)	49%
I do not believe we should use gene-editing technologies such as these.	18%
Mean	*5.1*

9. Do you have a pet in your household? Please select all that apply.

	Total
I have a dog (or dogs)	47%
I have a cat (or cats)	32%
I have fish, amphibian, etc.	10%
I have a pet that is a bird	5%
I have a pet that is a mammal (rabbit, gerbil, etc.)	4%
I have another kind of pet	2%
I don't have any pets	34%

10. How much of a positive or negative impact do the following have on the environment?

Total Positive Impact Summary

	Total
Recycling consumer goods	81%
Using sustainable farming practices	79%
Reusing consumer goods	77%
Raising livestock for food	46%
Growing almonds	46%
Using synthetic biology to create ingredients in a lab instead of growing them in nature	27%
Raising livestock for pet food	24%

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10. How much of a positive or negative impact do the following have on the environment? *(Continued)*

Using sustainable farming practices	Total
A very positive impact	43%
A somewhat positive impact	36%
Neither a positive nor negative impact	11%
A somewhat negative impact	3%
A very negative impact	1%
I don't know	6%
Positive Impact (Net)	*79%*
Negative Impact (Net)	*4%*

Recycling consumer goods	Total
A very positive impact	44%
A somewhat positive impact	37%
Neither a positive nor negative impact	11%
A somewhat negative impact	2%
A very negative impact	1%
I don't know	5%
Positive Impact (Net)	*81%*
Negative Impact (Net)	*3%*

Growing almonds	Total
A very positive impact	21%
A somewhat positive impact	25%
Neither a positive nor negative impact	24%
A somewhat negative impact	8%
A very negative impact	4%
I don't know	18%
Positive Impact (Net)	*46%*
Negative Impact (Net)	*11%*

Using synthetic biology to create ingredients in a lab instead of growing them in nature	Total
A very positive impact	9%
A somewhat positive impact	19%
Neither a positive nor negative impact	24%
A somewhat negative impact	17%
A very negative impact	14%
I don't know	17%
Positive Impact (Net)	*27%*
Negative Impact (Net)	*32%*

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10. How much of a positive or negative impact do the following have on the environment? *(Continued)*

Reusing consumer goods	Total
A very positive impact	37%
A somewhat positive impact	40%
Neither a positive nor negative impact	14%
A somewhat negative impact	2%
A very negative impact	1%
I don't know	6%
Positive Impact (Net)	*77%*
Negative Impact (Net)	*3%*

Raising livestock for food	Total
A very positive impact	21%
A somewhat positive impact	26%
Neither a positive nor negative impact	24%
A somewhat negative impact	13%
A very negative impact	7%
I don't know	9%
Positive Impact (Net)	*46%*
Negative Impact (Net)	*20%*

Raising livestock for pet food	Total
A very positive impact	9%
A somewhat positive impact	15%
Neither a positive nor negative impact	31%
A somewhat negative impact	15%
A very negative impact	12%
I don't know	19%
Positive Impact (Net)	*24%*
Negative Impact (Net)	*27%*

11. How familiar, if at all, are you with indoor farms or "vertical farms" that grow produce like greens, tomatoes and berries?

	Total
Very familiar	11%
Somewhat familiar	36%
Not very familiar	25%
Not at all familiar	29%
Familiar (Net)	*47%*
Not Familiar (Net)	*53%*

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12. How interested, if at all, would you be in purchasing the following items if they were available at your grocery store?

Total Interested Summary

	Total
Produce from an in-store vertical farm, like lettuce, herbs, berries, tomatoes, etc.	69%
Food or ingredients synthesized in a lab that can replace ingredients that are difficult or costly to grow sustainably in nature	41%
Foods that I order in the metaverse, but get delivered to me in person	33%
Lab-grown meats from wild animals such as tigers, giraffes, lizards, etc.	22%
Lab-grown fantasy foods that don't currently exist like unicorn meat, dragon meat, etc.	21%

Lab-grown meats from wild animals such as tigers, giraffes, lizards, etc.	Total
Very interested	9%
Somewhat interested	13%
Not very interested	18%
Not at all interested	54%
Don't know	6%
Interested (Net)	*22%*
Not Interested (Net)	*71%*

Lab-grown fantasy foods that don't currently exist like unicorn meat, dragon meat, etc.	Total
Very interested	10%
Somewhat interested	11%
Not very interested	16%
Not at all interested	57%
Don't know	7%
Interested (Net)	*21%*
Not Interested (Net)	*73%*

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12. How interested, if at all, would you be in purchasing the following items if they were available at your grocery store? *(Continued)*

Produce from an in-store vertical farm, like lettuce, herbs, berries, tomatoes, etc.	Total
Very interested	26%
Somewhat interested	42%
Not very interested	12%
Not at all interested	8%
Don't know	11%
Interested (Net)	*69%*
Not Interested (Net)	*20%*

Foods that I order in the metaverse, but get delivered to me in person	Total
Very interested	12%
Somewhat interested	21%
Not very interested	20%
Not at all interested	33%
Don't know	14%
Interested (Net)	*33%*
Not Interested (Net)	*53%*

Food or ingredients synthesized in a lab that can replace ingredients that are difficult or costly to grow sustainably in nature	Total
Very interested	13%
Somewhat interested	28%
Not very interested	22%
Not at all interested	29%
Don't know	9%
Interested (Net)	*41%*
Not Interested (Net)	*51%*

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13. For each of the pairs of statements, please select the statement that comes closest to your view, even if neither is exactly right.

	Total
I want to enjoy eating the foods I like, such as meat, without worrying about the environmental impact	68%
I consider the environmental impact of the foods I eat, and try to limit items, like meat, that have a negative impact	32%

	Total
When I buy and prepare foods, I prioritize convenience	67%
When I buy and prepare foods, I prioritize sustainability	33%

	Total
I buy the most affordable foods I can	54%
I try to buy the healthiest foods I can, regardless of cost	46%

	Total
I prefer to eat foods grown locally	57%
I prefer to eat foods with more variety	43%

	Total
I only trust foods that are naturally occurring	77%
I trust foods that are developed or created through science	23%

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About the Study

These are some of the findings of an Ipsos poll conducted between April 19-20, 2022. For this survey, a sample of 1,129 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,129, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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