



# **SUSTAINABLE AMERICA**

## **Food 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*
<b>National (All)</b>	<b>1,001</b>	<b>+/- 3.10%</b>
<b>18-24 year-olds</b>	129	+/- 8.63%
<b>25-29</b>	100	+/- 9.80%
<b>30-34</b>	110	+/- 9.34%
<b>35-44</b>	200	+/- 6.93%
<b>45-54</b>	200	+/- 6.93%
<b>55-64</b>	170	+/- 7.52%
<b>65+</b>	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.*

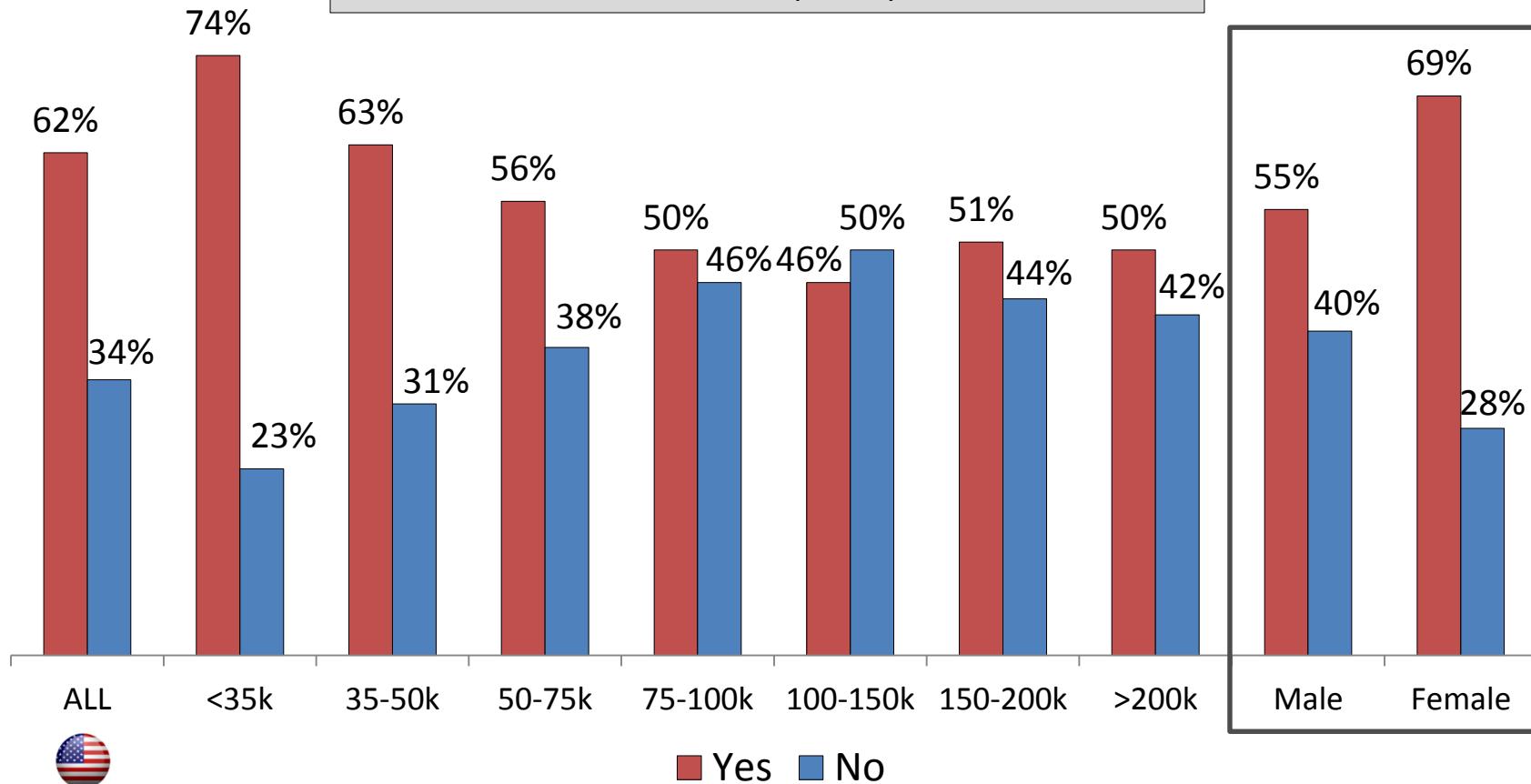


# 6 in 10 Americans know someone personally who has struggled recently to afford food



- 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

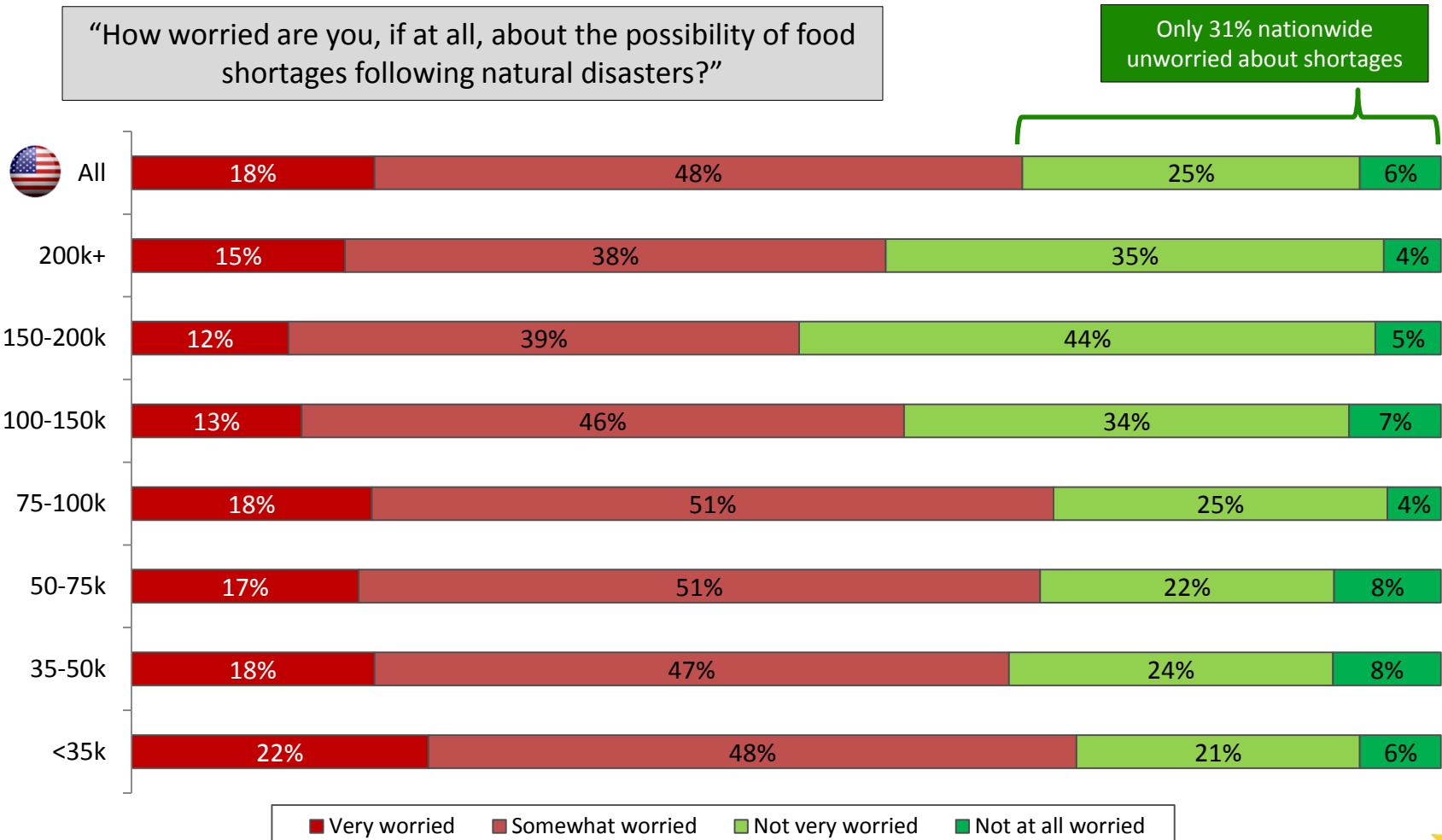
“Do you personally know anyone who has struggled to afford food in the past 5 years?”



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

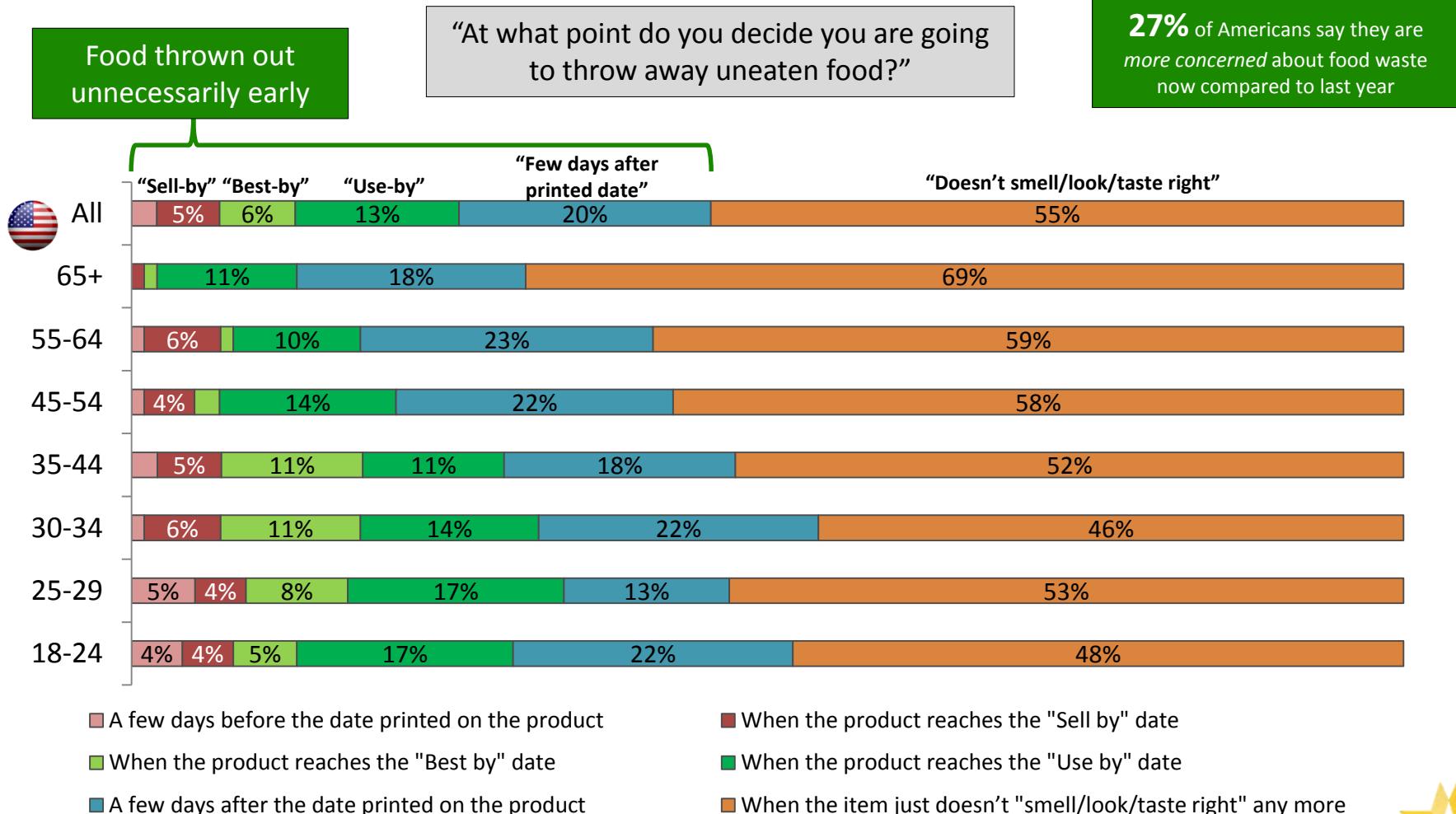


- Fear about food shortages is closely aligned with income; 70% of respondents making less than \$35k/year are at least somewhat worried



# 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

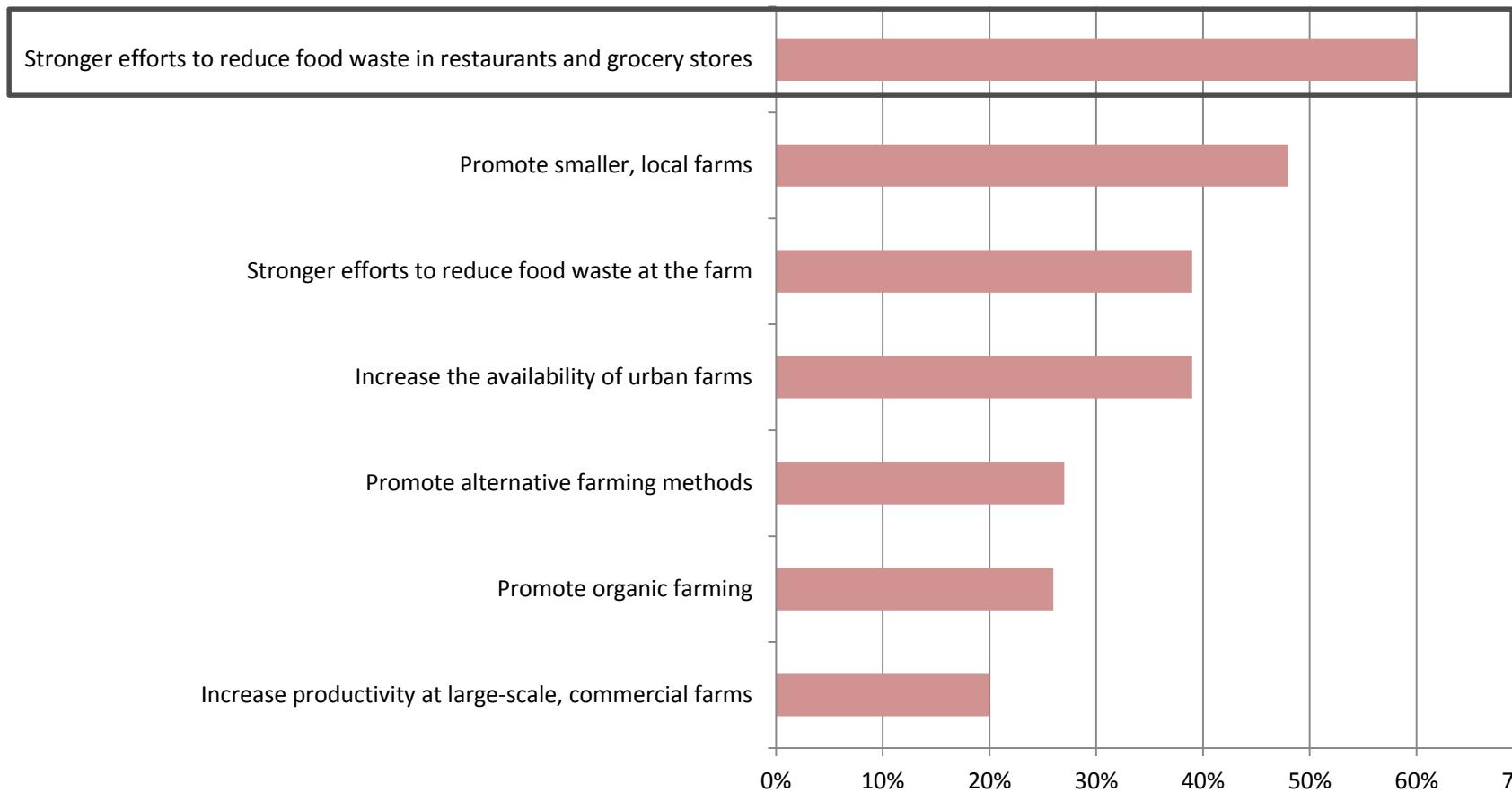


# 60% say reducing food waste at restaurants and grocery stores is the best way to increase food availability in the U.S.



- 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.”

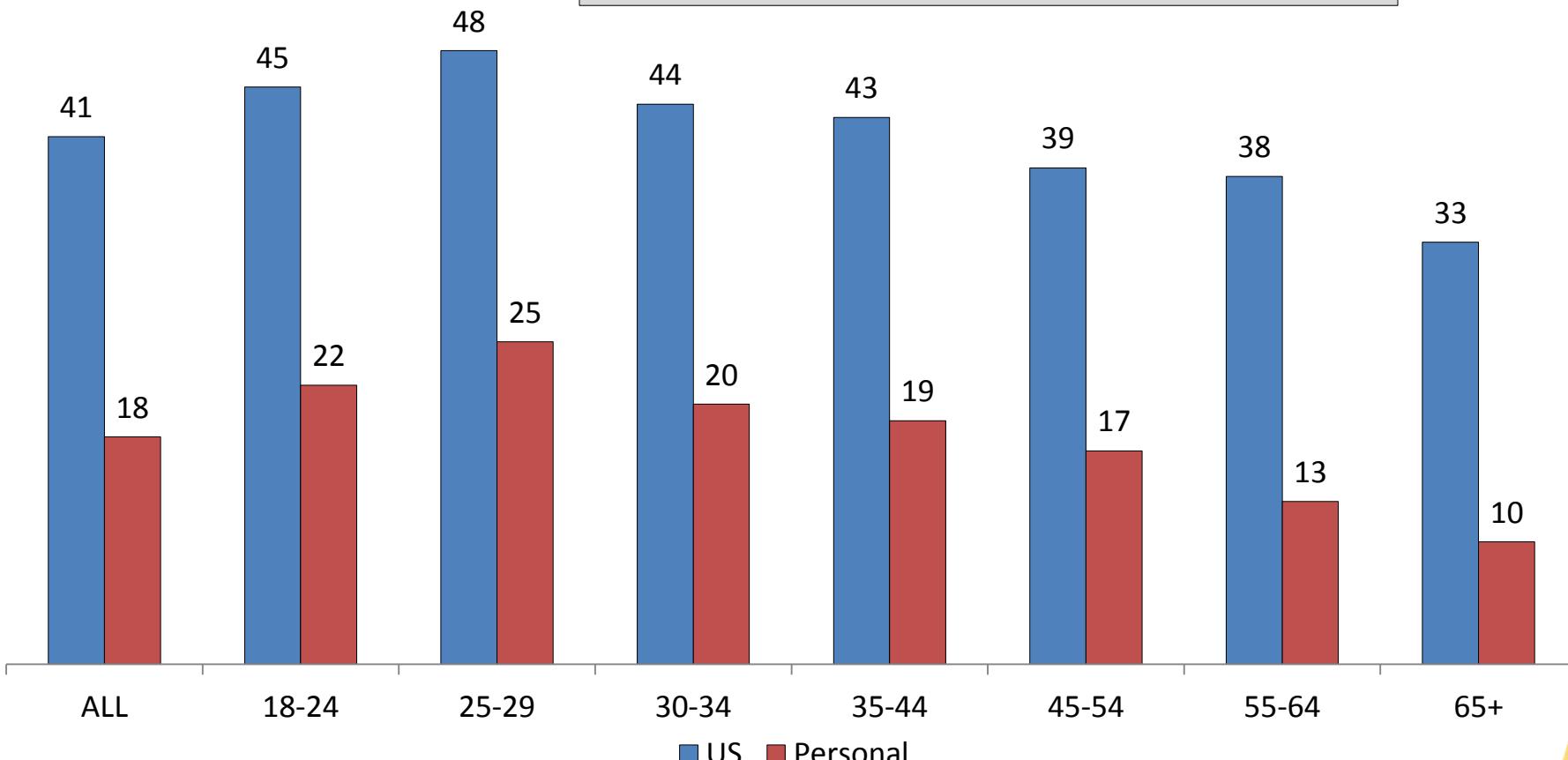


# Food Waste: National vs. Personal



- 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.)?”



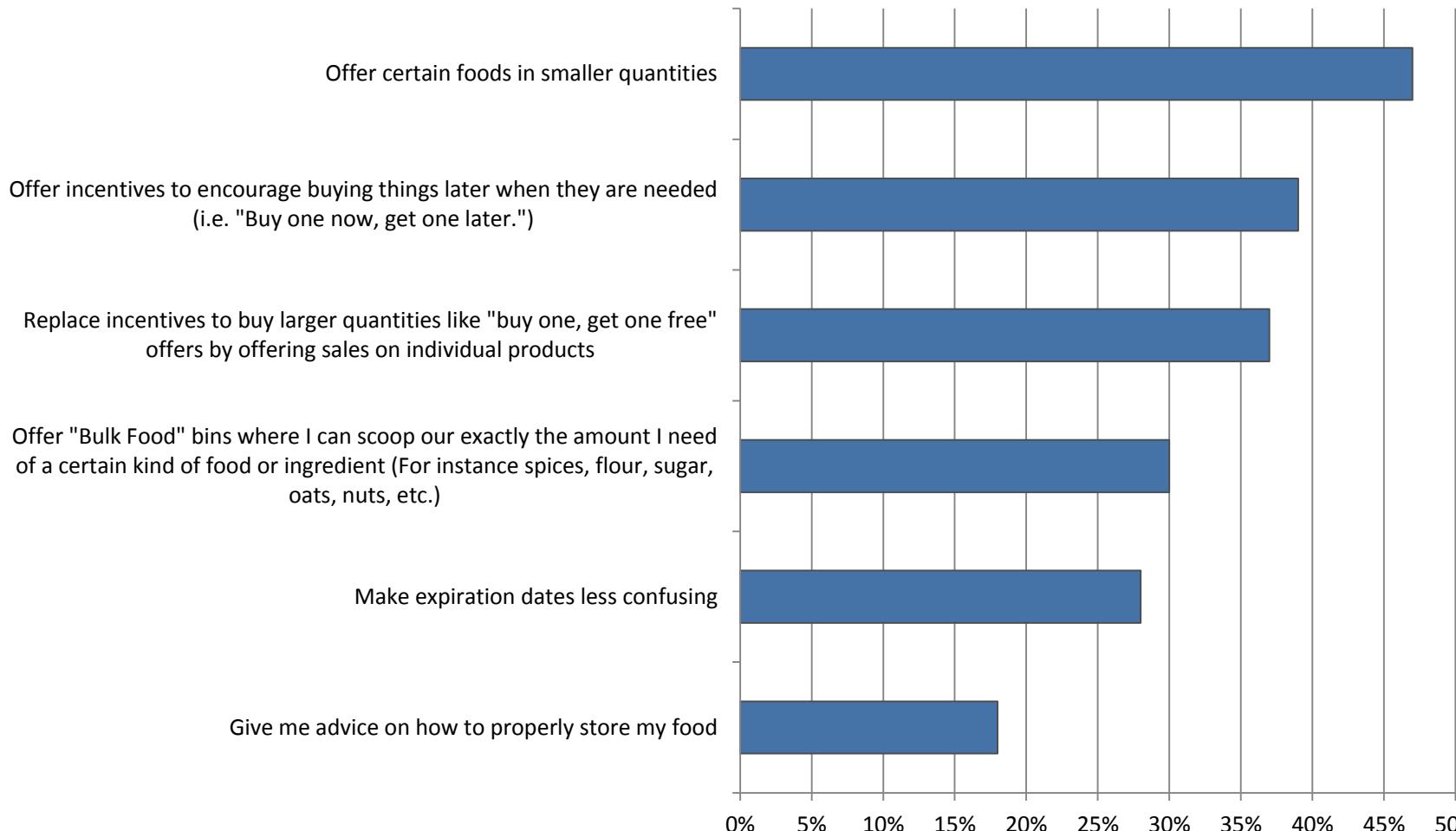
Q36 - What percent of all of the food produced every year in the United States do you think goes to waste (uneaten, spoils, etc.)?

Q38. What percent of the 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: Food Store Choice

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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: 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

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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

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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

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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

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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

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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	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	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

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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: Food Availability

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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: Demographics

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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%

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

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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

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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

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<b>Q118. What is your race?</b>	<b>ALL</b>	<b>18-24</b>	<b>25-29</b>	<b>30-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>	<b>City</b>	<b>Suburb</b>	<b>Rural</b>
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%

<b>Q119. What is your current marital status?</b>	<b>ALL</b>	<b>18-24</b>	<b>25-29</b>	<b>30-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>	<b>City</b>	<b>Suburb</b>	<b>Rural</b>
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%

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

<b>Q5/Q6. Region</b>	<b>ALL</b>	<b>18-24</b>	<b>25-29</b>	<b>30-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>	<b>City</b>	<b>Suburb</b>	<b>Rural</b>
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%

# Appendix: Demographics

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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%