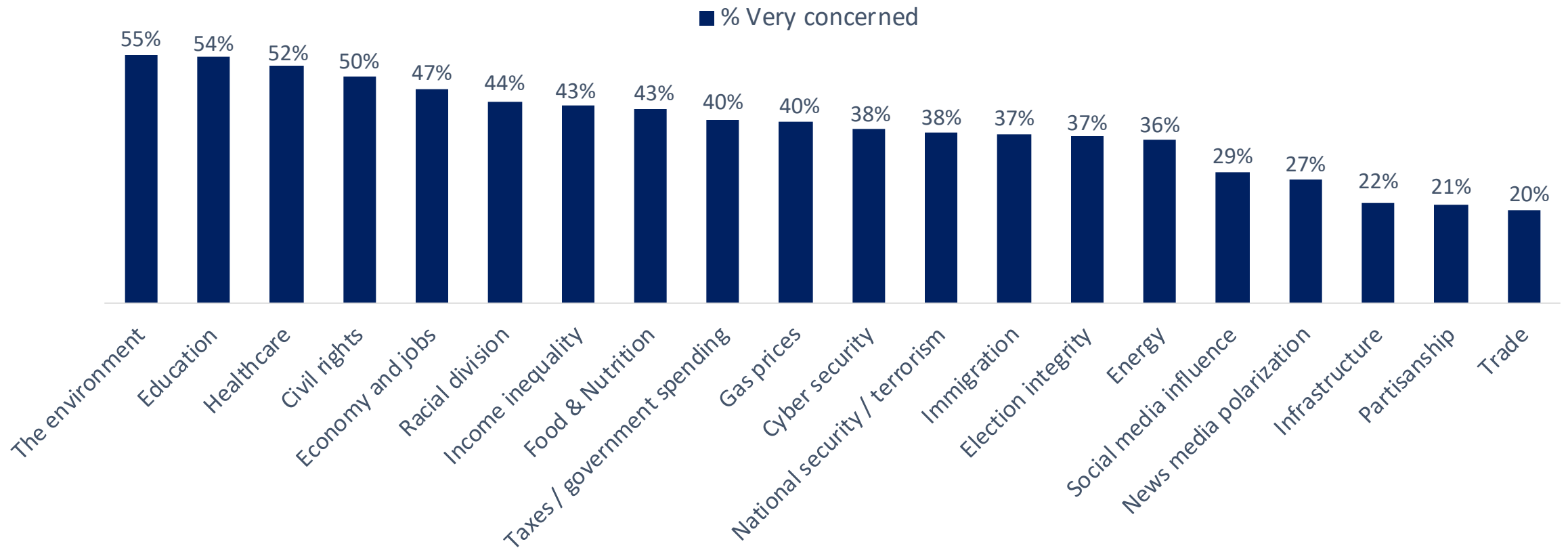


Millennial Attitudes Toward Bioplastics

August 2018

Bioplastics address Millennials concern: the environment.

Are you concerned or unconcerned with the following issues?

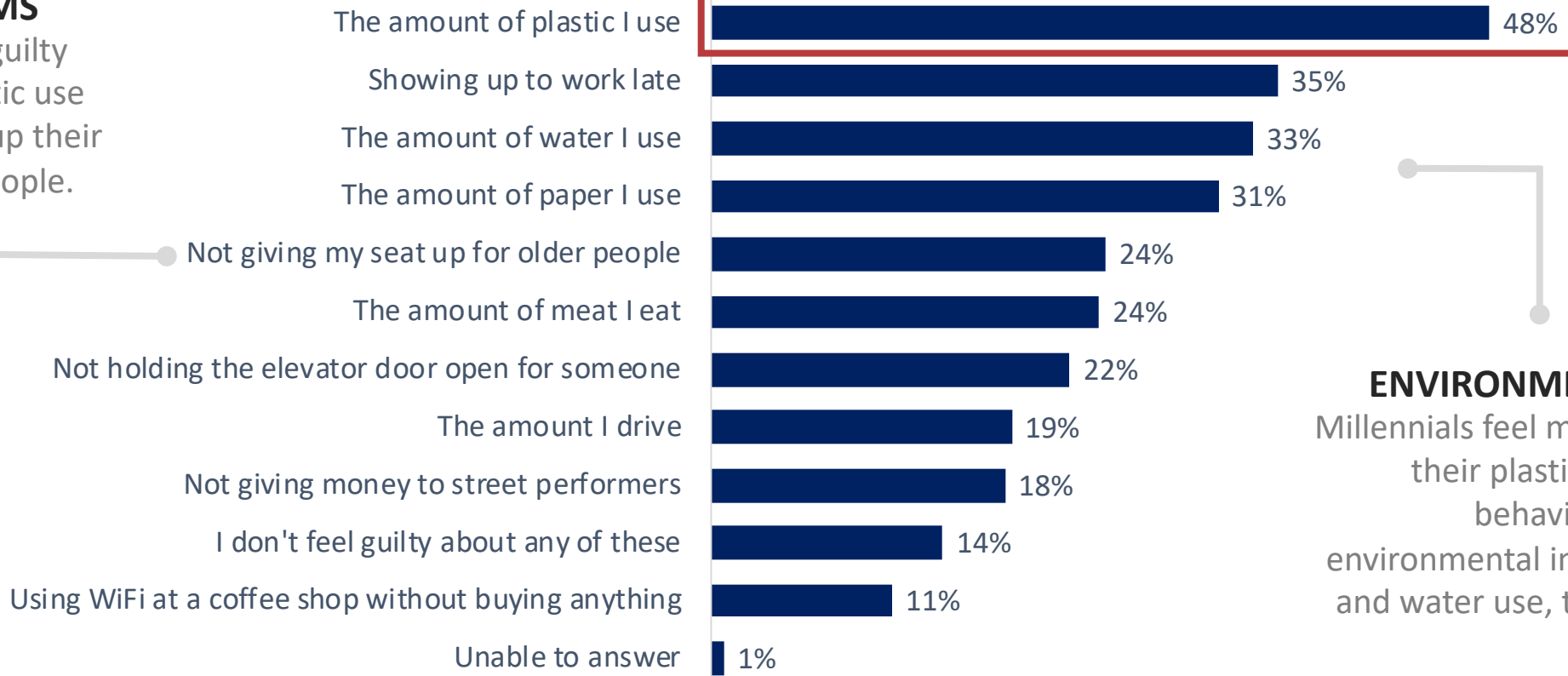


Millennials feel guilty about their plastic use.

Which of the following, if any, do you feel guilty about?

MORAL QUALMS

They feel more guilty about their plastic use than not giving up their seat for older people.

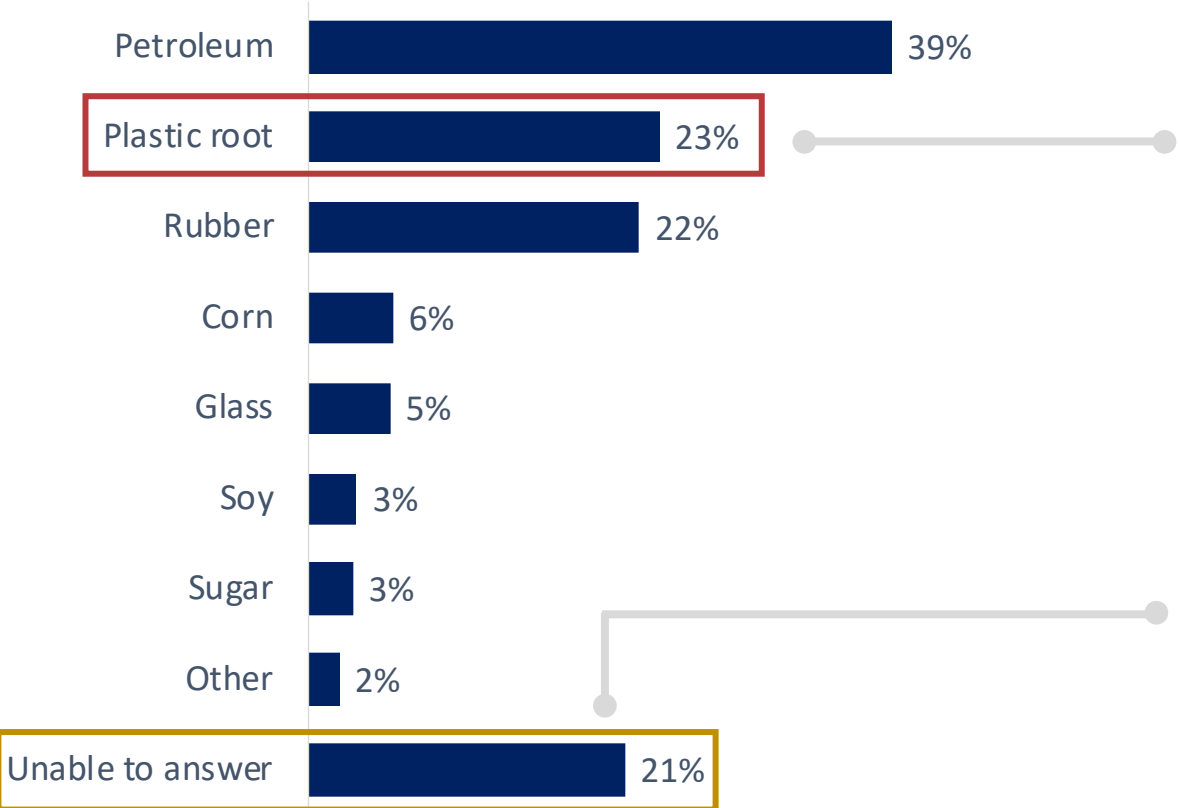


ENVIRONMENTAL IMPACT

Millennials feel more guilty about their plastic use than other behaviors that have an environmental impact (i.e. paper and water use, the amount they drive)

The first step is to educate Millennials about plastic.

To the best of your knowledge, what is traditional plastic made of?



23%

“PLASTIC ROOT”

Almost a quarter of Millennials cite the fictional “plastic root” as an ingredient in traditional plastic.

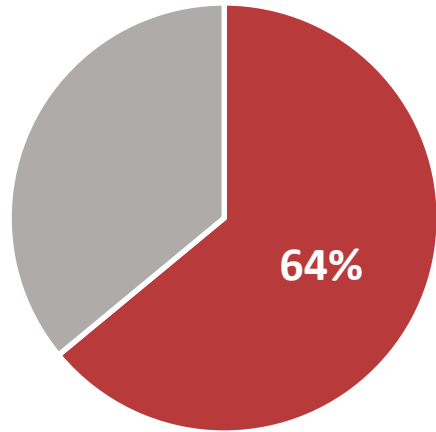
21%

UNABLE TO ANSWER

A significant portion of Millennials are unable to answer the question.

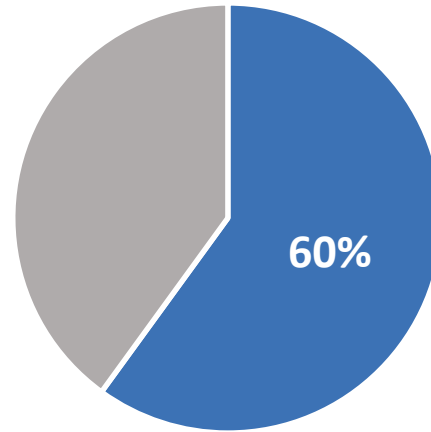
There's an appetite for alternatives to plastic.

Which of the following statements, if any, do you agree with?



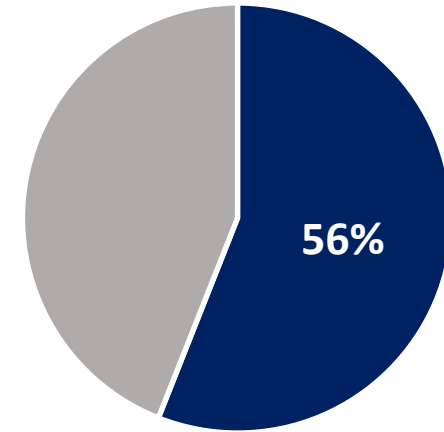
WILLINGNESS TO USE

Most Millennials are willing to use easy alternatives to traditional plastic.



SURPRISED BY LACK OF OPTIONS

Most Millennials are surprised by the lack of alternatives to plastic available to them.

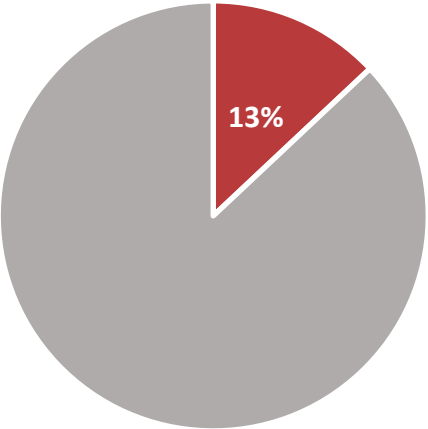


WANT FOR ALTERNATIVES

Over half of Millennials actively want more alternatives to traditional plastic.

But few are familiar with bioplastics.

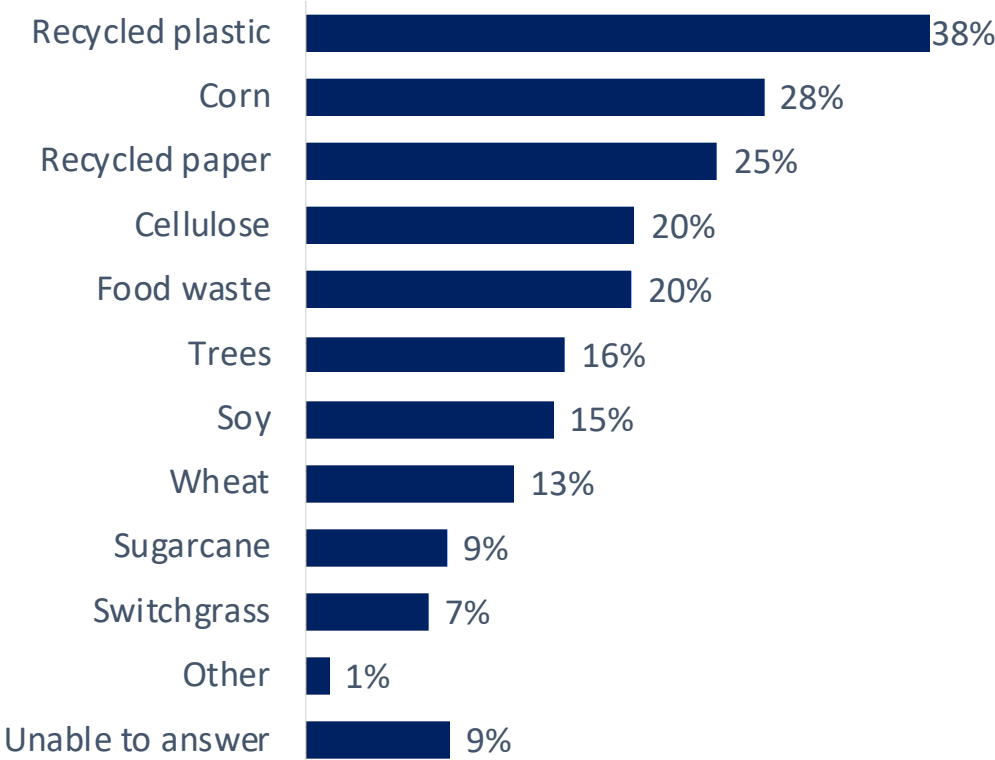
How familiar are you with plant-based plastics, known as bioplastics?



“VERY FAMILIAR”

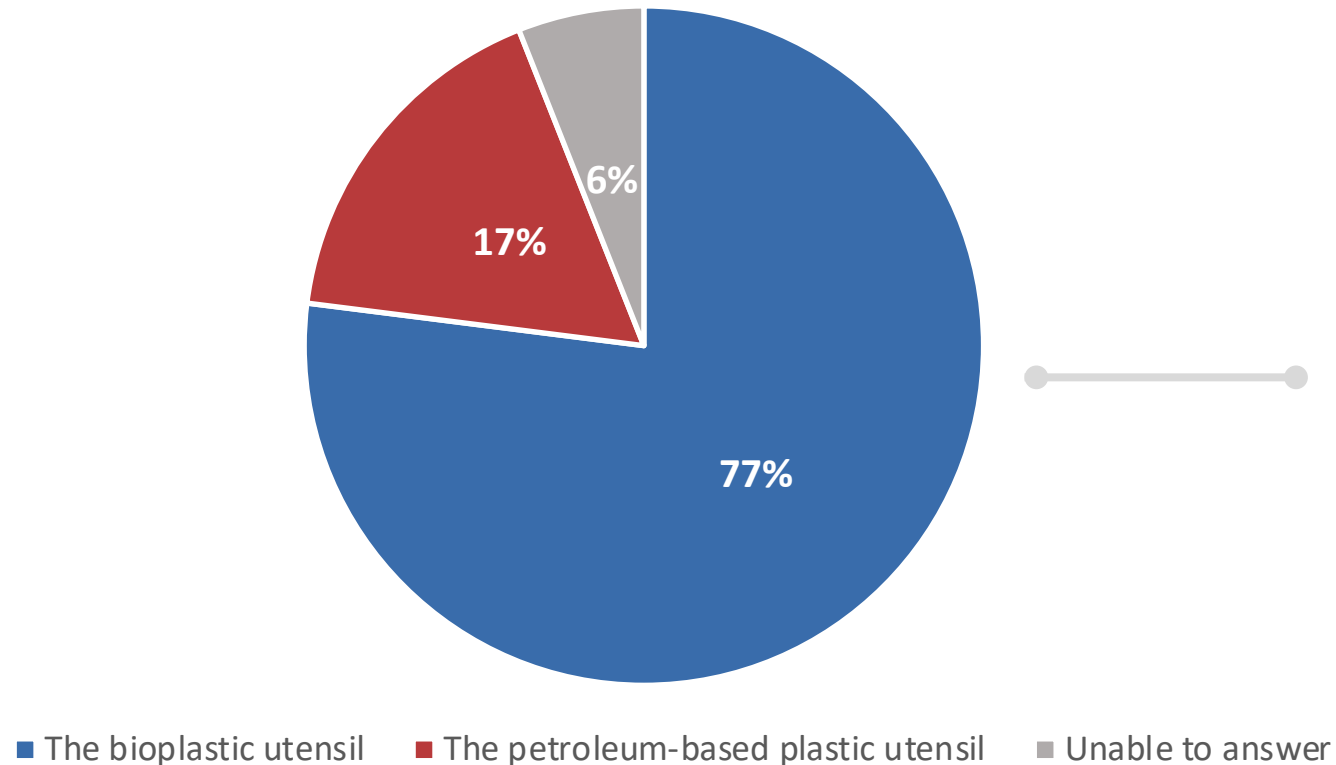
Only a small number of Millennials report being “very familiar” with bioplastics.

To the best of your knowledge, what are bioplastics made of?



Once informed, Millennials overwhelmingly prefer bioplastic.

If a food service venue had both bioplastic and petroleum-based plastic utensils, which utensil would you choose?

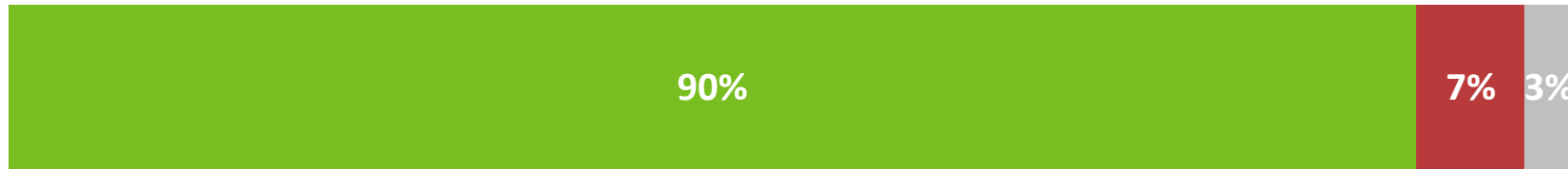


Even with just a small amount of information about bioplastics, most Millennials would make the switch.

Across the board, Millennials are favorable toward bioplastic.

Based on what you know now, how favorable are you toward bioplastic?

■ Favorable ■ Unfavorable ■ Unable to answer



VOTERS

An even number of Clinton and Trump voters are favorable toward bioplastic.

EDUCATION

An even number of college educated and non-college educated Millennials are favorable toward bioplastic.

RACE

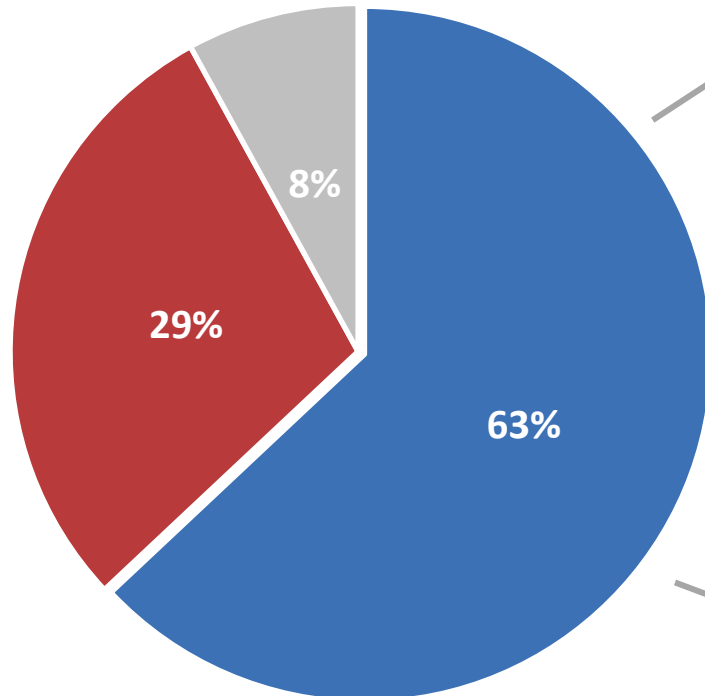
Comparable numbers of White, Black, and Hispanic Millennials are favorable towards bioplastics.

URBAN/RURAL

Comparable numbers of Urban, Suburban, and Rural Millennials are favorable toward bioplastics.

And they're willing to pay more for it.

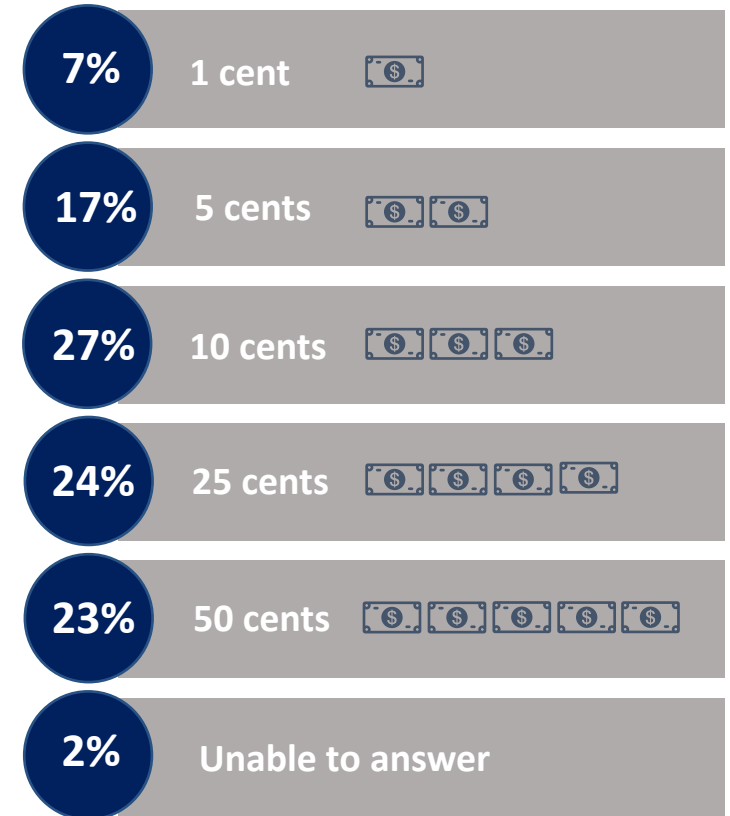
If a bioplastic utensil costs slightly more than the petroleum-based plastic utensil in a food service venue, which utensil would you choose?



■ Bioplastic utensil ■ Petroleum-based plastic utensil ■ Unable to answer

WILLINGNESS TO PAY

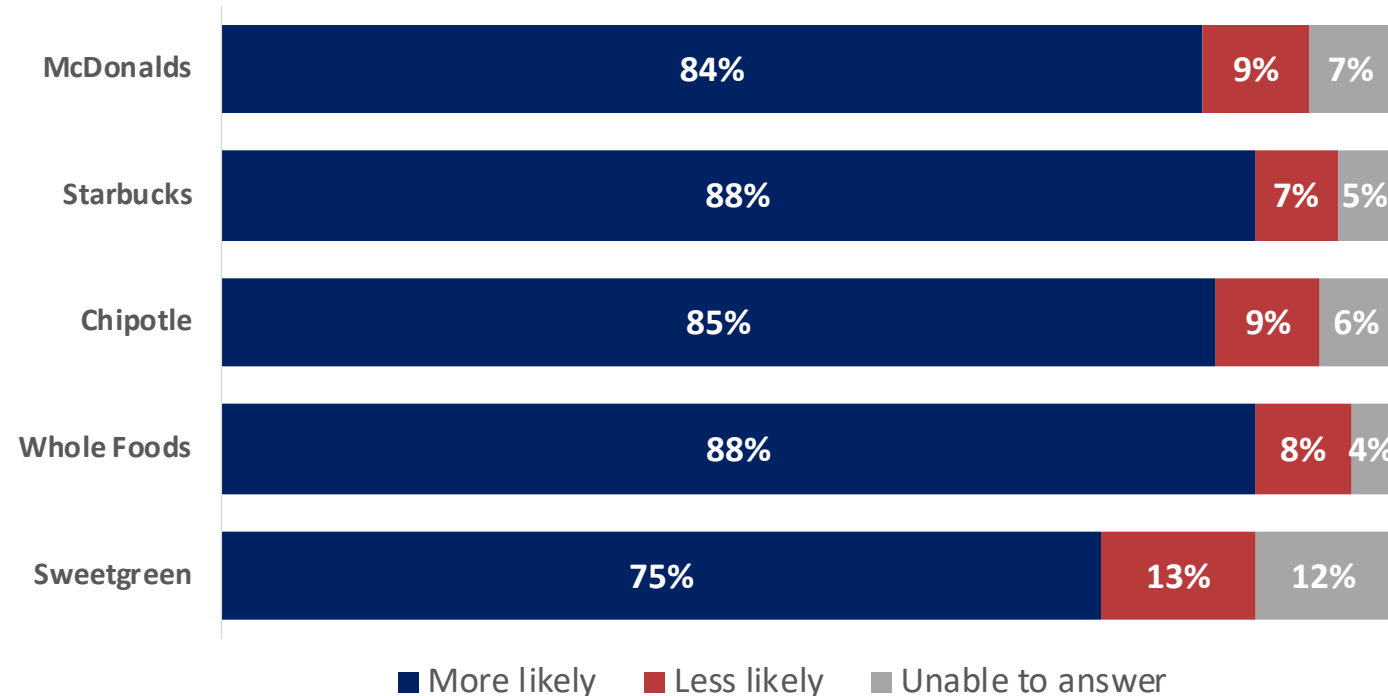
74% of those willing to pay extra for a bioplastic utensil would pay 10 cents or more



There's significant potential for partnering with restaurants.

How much more likely would you be to visit a restaurant that uses compostable plastics rather than petroleum-based plastics?

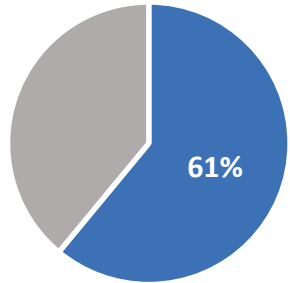
Restaurants ranked by # of frequent Millennials customers.



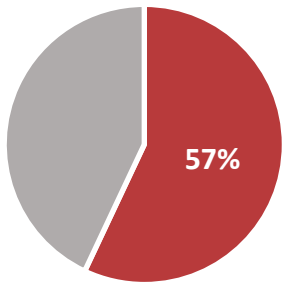
CUSTOMER SUPPORT

The customers of potential partners are overwhelmingly more likely to visit restaurants that use compostable plastics.

Organic food is a clear market for bioplastic.



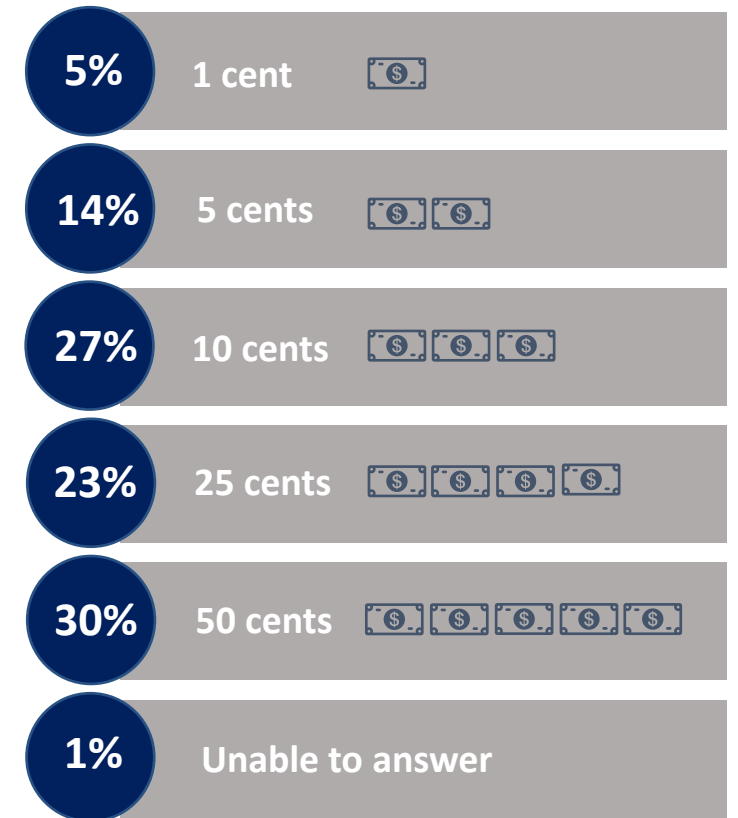
61% of Millennials would pay more for organic foods with bioplastic packaging.



57% of Millennials think it's against the mission of the organic food movement if their packaging is made of petroleum-based plastic and is non-compostable.

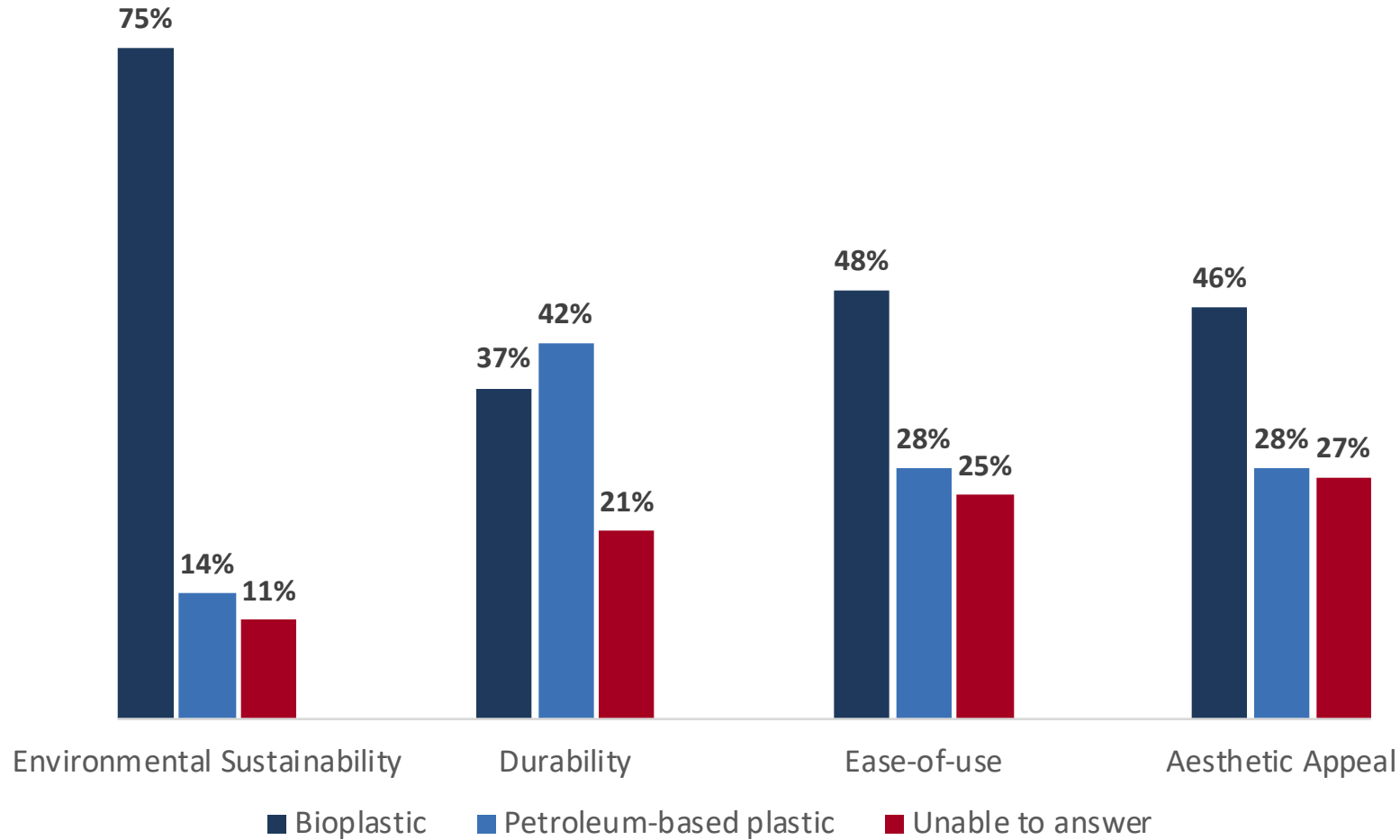
WILLINGNESS TO PAY

80% of those willing to pay extra for bioplastic packaging would pay 10 cents or more



The main concern to address is durability.

To the best of your knowledge, which type of plastic performs better on each of the following?



Materials producers aren't the obvious champion for plastics.

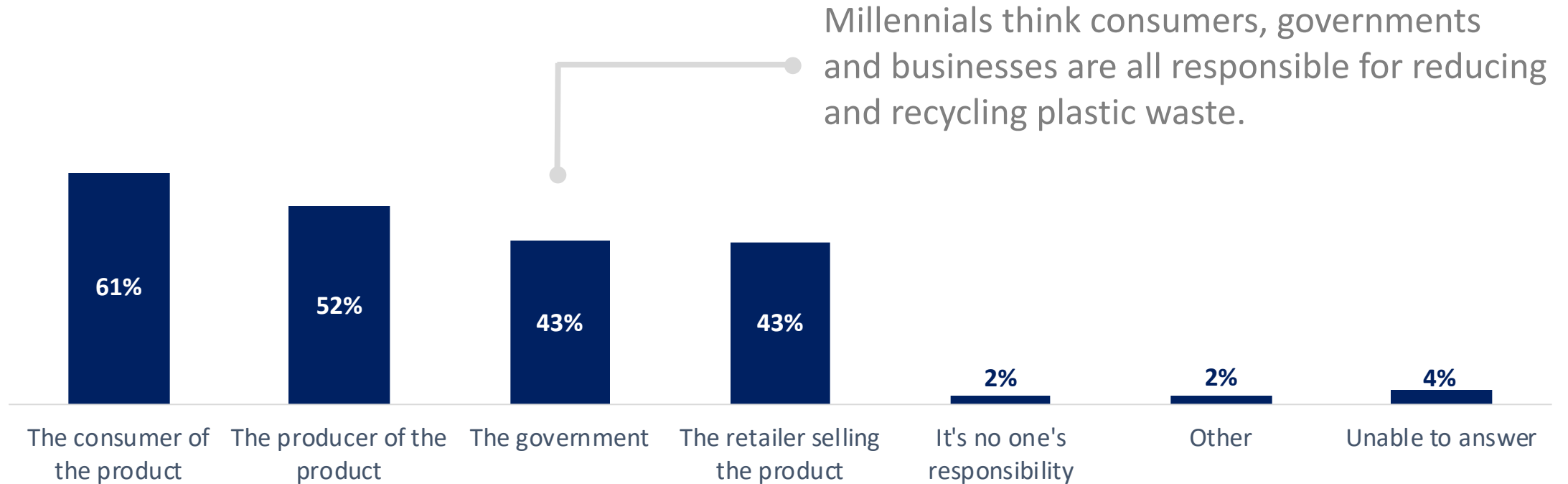
Which organization would you most trust to handle the responsible stewardship and disposal of plastics?



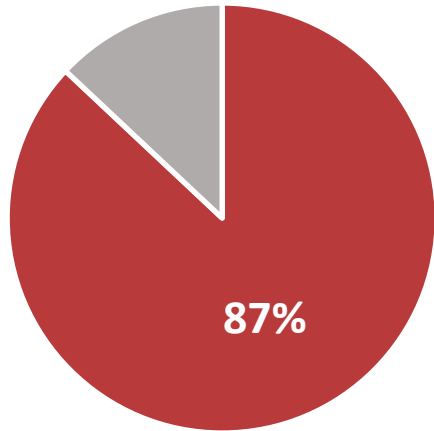
There's a sense that environmental groups or product makers should lead the charge.

Reducing plastic use is everyone's responsibility.

Who do you think is responsible for reducing and recycling plastic waste?

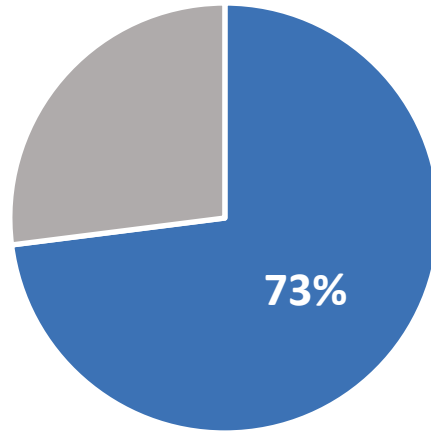


Millennials support government intervention.



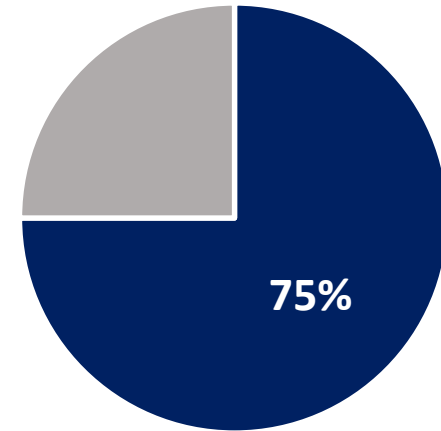
ENCOURAGE BIOPLASTIC USE

87% of Millennials think the government should encourage replacing oil-based plastic with plant-based packaging.



BAN OIL-BASED

73% of Millennials agree with efforts by local governments to ban certain products based on their plastic content, like plastic straws



INVITE BIOPLASTIC

75% of Millennials agree that their local government should ban petroleum-based plastics, but should allow and invite plant-based alternatives.