



TOPLINE AND METHODOLOGY

Consumer Brand Association Election Survey

Conducted by Ipsos' KnowledgePanel®
A survey of American Registered Voters
Interview dates: September 27 – October 6, 2022
Number of interviews: 2,024

Margin of error for the total sample: +/- 2.37 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

1. Of the following issues, please rank them in order of importance to you as a voter in this year's election. Please assign each a rank from 1 to 11, where 1 is the most important issue and 11 is the least important.

Mean Ranking Summary Table

	Total (N=2,024)	Republican (N=603)	Democrat (N=705)	Independent (N=592)
Inflation	3.5	2.5	4.8	3.3
Healthcare	4.8	5.6	3.9	4.9
Gun rights/control	5.5	5.9	5.0	5.8
Abortion rights/restrictions	5.8	7.1	4.3	6.2
Taxes and tariffs	5.8	4.6	6.9	5.8
Education and childcare	5.8	6.2	5.3	5.8
Immigration	6.3	4.5	7.7	6.6
Supply chain delay of products I need	6.8	6.0	7.7	6.7
Environment and climate change	6.8	9.2	4.7	6.6
Infrastructure	7.0	7.1	7.2	6.7
Foreign policy	7.5	6.9	8.2	7.4

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2. How concerned are you, if at all, about availability or shortages of grocery products (e.g. food, beverage, cleaning, and personal care products)?

	Total	Republican	Democrat	Independent
Very concerned	21%	24%	21%	19%
Somewhat concerned	46%	53%	38%	44%
Not very concerned	26%	18%	31%	30%
Not at all concerned	7%	5%	9%	7%
Skipped	*	-	*	*
<i>Concerned (Net)</i>	67%	77%	60%	63%
<i>Not Concerned(Net)</i>	33%	23%	40%	37%

3. Are you more or less concerned about the availability of grocery products than about the availability of the following items...

More Concerned Summary Table

	Total	Republican	Democrat	Independent
Construction materials	42%	45%	39%	45%
Automobiles	38%	38%	37%	39%
Electronics, phones, computers, and video game consoles	35%	34%	32%	38%
Home good and large appliances	35%	37%	33%	36%
Clothing	31%	30%	32%	33%
Furniture	28%	30%	26%	28%

a. Automobiles

	Total	Republican	Democrat	Independent
Much more concerned	16%	16%	16%	17%
Somewhat more concerned	21%	22%	21%	22%
Neither more nor less concerned	27%	26%	29%	25%
Somewhat less concerned	15%	16%	14%	17%
Much less concerned	19%	19%	19%	18%
Skipped	1%	*	*	1%
<i>More concerned (Net)</i>	38%	38%	37%	39%
<i>Less concerned (Net)</i>	35%	35%	33%	35%

b. Electronics, phones, computers, and video game consoles

	Total	Republican	Democrat	Independent
Much more concerned	17%	16%	16%	20%
Somewhat more concerned	18%	18%	16%	19%
Neither more nor less concerned	27%	25%	30%	25%
Somewhat less concerned	17%	15%	20%	18%
Much less concerned	21%	25%	19%	18%
Skipped	1%	1%	-	*
<i>More concerned (Net)</i>	35%	34%	32%	38%
<i>Less concerned (Net)</i>	38%	40%	38%	36%



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3. Are you more or less concerned about the availability of grocery products than about the availability of the following items...*(Continued)*

c. Furniture

	Total	Republican	Democrat	Independent
Much more concerned	18%	20%	16%	20%
Somewhat more concerned	10%	10%	10%	8%
Neither more nor less concerned	28%	23%	32%	29%
Somewhat less concerned	15%	15%	15%	16%
Much less concerned	28%	32%	26%	27%
Skipped	1%	*	1%	*
<i>More concerned (Net)</i>	<i>28%</i>	<i>30%</i>	<i>26%</i>	<i>28%</i>
<i>Less concerned (Net)</i>	<i>44%</i>	<i>46%</i>	<i>42%</i>	<i>43%</i>

d. Construction materials

	Total	Republican	Democrat	Independent
Much more concerned	14%	14%	13%	15%
Somewhat more concerned	29%	30%	27%	31%
Neither more nor less concerned	30%	28%	32%	30%
Somewhat less concerned	15%	14%	15%	13%
Much less concerned	12%	12%	12%	10%
Skipped	1%	1%	1%	2%
<i>More concerned (Net)</i>	<i>42%</i>	<i>45%</i>	<i>39%</i>	<i>45%</i>
<i>Less concerned (Net)</i>	<i>26%</i>	<i>27%</i>	<i>28%</i>	<i>23%</i>

e. Clothing

	Total	Republican	Democrat	Independent
Much more concerned	15%	13%	16%	16%
Somewhat more concerned	16%	16%	15%	17%
Neither more nor less concerned	30%	28%	31%	30%
Somewhat less concerned	17%	16%	18%	19%
Much less concerned	21%	24%	19%	17%
Skipped	1%	1%	1%	1%
<i>More concerned (Net)</i>	<i>31%</i>	<i>30%</i>	<i>32%</i>	<i>33%</i>
<i>Less concerned (Net)</i>	<i>38%</i>	<i>41%</i>	<i>37%</i>	<i>36%</i>

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3. Are you more or less concerned about the availability of grocery products than about the availability of the following items...*(Continued)*

f. Home goods and large appliances (i.e., dishwashers and refrigerators)

	Total	Republican	Democrat	Independent
Much more concerned	15%	13%	15%	16%
Somewhat more concerned	21%	24%	18%	20%
Neither more nor less concerned	31%	28%	34%	31%
Somewhat less concerned	17%	17%	17%	17%
Much less concerned	16%	18%	15%	15%
Skipped	1%	*	*	*
<i>More concerned (Net)</i>	35%	37%	33%	36%
<i>Less concerned (Net)</i>	33%	35%	33%	32%

4. Some of the problems with the supply chain involve the lack of technologies that allow vulnerabilities to be spotted (i.e., shortages of critical ingredients, access to packaging materials, etc.). Companies can see their own supply chain but have a limited view beyond that. Do you think the federal government should invest in technologies to see across the supply chain to spot issues before they become crises?

	Total	Republican	Democrat	Independent
Yes, definitely	18%	12%	25%	17%
Yes, probably	39%	31%	52%	36%
No, probably not	18%	22%	11%	19%
No, definitely not	12%	20%	2%	15%
I'm not sure	13%	14%	10%	13%
Skipped	*	*	*	*
<i>Yes (Net)</i>	57%	43%	77%	53%
<i>No (Net)</i>	30%	43%	13%	34%

5. The pandemic exposed many supply chain problems that companies cannot fix alone. Over time, the pandemic also revealed solutions for the government to help fix or limit those problems. Do you agree or disagree that supply chain fixes should be a priority for Congress?

	Total	Republican	Democrat	Independent
Strongly agree	14%	12%	18%	13%
Somewhat agree	41%	35%	47%	42%
Neither agree nor disagree	23%	24%	22%	21%
Somewhat disagree	13%	16%	8%	13%
Strongly disagree	9%	12%	4%	10%
Skipped	1%	*	1%	1%
<i>Agree (Net)</i>	55%	48%	65%	55%
<i>Disagree (Net)</i>	21%	28%	12%	23%



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6. Of the following options, where have you made cuts in your household budget, if at all?
Please select all that apply.

	Total	Republican	Democrat	Independent
Groceries (buying less or switching to less expensive brands)	44%	46%	43%	43%
Clothes and shoes (buying less or buying less expensive options)	44%	40%	48%	44%
Vacations	43%	41%	42%	45%
Driving less or taking public transportation (mitigate gas prices)	30%	28%	31%	33%
Cars (chose a less expensive car or put off the purchase of a new car)	22%	21%	19%	26%
Housing (moved to a less expensive apartment or home or put off the purchase of a new home)	6%	5%	8%	6%
I'm not making cuts at this time	29%	32%	27%	28%
Skipped	1%	1%	*	1%

7. Where, if at all, have you cut back spending to minimize the impact of inflation on your household grocery budget? Please select all that apply.

	Total	Republican	Democrat	Independent
Forgoing extra items or limiting impulse buys	54%	55%	51%	57%
Choosing less expensive brands (i.e. store or bargain brands)	47%	48%	47%	48%
Buying less groceries overall	33%	33%	32%	34%
Buying more shelf-stable groceries instead of fresh produce	18%	17%	17%	20%
Forgoing organic or non-GMO items	13%	13%	11%	17%
I'm not cutting my grocery budget at this time	27%	27%	30%	25%
Skipped	1%	1%	*	1%

8. In your opinion, what are the top drivers of grocery price inflation? Please select the top three drivers.

	Total	Republican	Democrat	Independent
Supply chain slowdowns and shortages	49%	43%	55%	51%
Labor shortage and paying workers more	36%	38%	36%	36%
Energy prices	36%	41%	28%	38%
President Biden's policies	35%	70%	4%	33%
Drought and weather disasters reducing crop yields and creating shortages	27%	15%	37%	28%
Wars or other global/geopolitical challenges	25%	15%	36%	25%
Other	4%	4%	3%	3%

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None of the above	2%	2%	3%	1%
Skipped	1%	*	-	*

9. Are you recycling, on average, more or less than you were 5 years ago?

	Total	Republican	Democrat	Independent
Much more	14%	10%	16%	15%
Somewhat more	20%	16%	23%	21%
Neither more nor less	48%	53%	45%	48%
Somewhat less	5%	4%	5%	5%
Much less	2%	3%	2%	2%
I don't recycle	11%	15%	8%	9%
Skipped	*	-	-	*
<i>Much/Somewhat more (Net)</i>	<i>33%</i>	<i>26%</i>	<i>39%</i>	<i>36%</i>
<i>Somewhat/Much less (Net)</i>	<i>7%</i>	<i>7%</i>	<i>7%</i>	<i>7%</i>

10. How familiar are you, if at all, with the recycling rules where you live?

	Total	Republican	Democrat	Independent
Very familiar	42%	44%	41%	42%
Somewhat familiar	41%	38%	44%	40%
Not very familiar	10%	11%	9%	11%
Not at all familiar	7%	7%	6%	6%
Skipped	*	*	-	*
<i>Familiar (Net)</i>	<i>83%</i>	<i>82%</i>	<i>85%</i>	<i>83%</i>
<i>Not familiar (Net)</i>	<i>17%</i>	<i>18%</i>	<i>15%</i>	<i>17%</i>

11. If a package has the chasing arrows symbol otherwise known as the Universal Recycling Symbol (pictured below), can you put that package in the recycling bin?

	Total	Republican	Democrat	Independent
Yes	84%	84%	85%	83%
No	3%	3%	3%	4%
I'm not sure	13%	13%	11%	13%
Skipped	*	*	-	*

12. Do you think recycling rules are...

	Total	Republican	Democrat	Independent
Set at the local level	29%	27%	31%	31%
Set by companies that pick up or process recycling	22%	21%	19%	25%
Set at the state level	16%	17%	18%	15%
Set at the national level	7%	8%	8%	6%
Don't know	25%	27%	24%	22%
Skipped	1%	1%	*	1%

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13. What entity do you think should be responsible for setting recycling rules?

	Total	Republican	Democrat	Independent
Local government	25%	28%	21%	26%
Recycling processor	25%	31%	21%	22%
State government	22%	20%	23%	24%
Federal government	19%	11%	29%	20%
Packaging manufacturer	5%	6%	4%	4%
Other	3%	3%	2%	2%
Skipped	2%	2%	1%	2%

14. There are nearly 10,000 recycling systems across the U.S., all with their own rules for what can be recycled. In your opinion, should those the rules for what can and can't be recycled be the same across the U.S.?

	Total	Republican	Democrat	Independent
Yes, definitely	25%	19%	32%	25%
Yes, probably	47%	45%	52%	44%
No, probably not	21%	26%	15%	23%
No, definitely not	5%	9%	2%	6%
Skipped	1%	2%	*	1%
<i>Yes (Net)</i>	<i>72%</i>	<i>64%</i>	<i>83%</i>	<i>70%</i>
<i>No (Net)</i>	<i>26%</i>	<i>34%</i>	<i>16%</i>	<i>29%</i>

15. Do conflicting recycling rules and potential confusion make you more likely or less likely to recycle?

	Total	Republican	Democrat	Independent
Much more likely	3%	2%	3%	3%
Somewhat more likely	3%	3%	5%	3%
Neither more nor less likely	60%	62%	56%	61%
Somewhat less likely	24%	24%	28%	22%
Much less likely	9%	9%	8%	10%
Skipped	1%	1%	*	1%
<i>More likely (Net)</i>	<i>7%</i>	<i>5%</i>	<i>8%</i>	<i>6%</i>
<i>Less likely (Net)</i>	<i>33%</i>	<i>32%</i>	<i>36%</i>	<i>32%</i>

16. Would a single set of clear rules make you more likely or less likely to recycle?

	Total	Republican	Democrat	Independent
Much more likely	23%	15%	30%	24%
Somewhat more likely	28%	30%	29%	29%
Neither more nor less likely	44%	50%	37%	44%
Somewhat less likely	1%	1%	2%	1%
Much less likely	2%	2%	3%	2%
Skipped	1%	1%	*	*
<i>More likely (Net)</i>	<i>23%</i>	<i>15%</i>	<i>30%</i>	<i>24%</i>
<i>Less likely (Net)</i>	<i>3%</i>	<i>3%</i>	<i>4%</i>	<i>3%</i>

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17. In states like California, Maine, Oregon and a handful of others, laws have recently been passed around recycling, leading to a debate on whether it is better to handle recycling rules at the state or national level. Which of the following statements is closer to your view, even if neither is exactly right?

	Total	Republican	Democrat	Independent
The states should determine recycling rules, even if they are different from neighboring states' rules.	45%	57%	32%	47%
There should be a national standard for recycling rules to reduce confusion and create more efficiency.	53%	41%	66%	51%
Skipped	2%	2%	1%	2%

18. Many states have passed recent extended producer responsibility (EPR) laws that will charge a tax or a fee to manufacturers for every item sold. The taxes or fees should be used to increase recycling or to fund recycling system improvements, yet many of the bills that have passed do not require that or leave room for interpretation. In your opinion, should any revenue be restricted from going into a state's general fund where it could be used for anything or should it be dedicated to recycling improvement?

	Total	Republican	Democrat	Independent
It should be dedicated to recycling improvement	78%	73%	83%	81%
It should be allowed to go into a state's general fund to be spent on anything	19%	24%	16%	17%
Skipped	3%	3%	1%	2%

19. To what extent, if at all, do you agree or disagree with the following statements?

Total Agree Summary Table

	Total	Republican	Democrat	Independent
Recycling rules should be simpler to raise recycling rates.	75%	69%	81%	77%
I want to buy products that have recyclable packaging.	75%	64%	84%	79%
I want to buy products that have packaging made from recyclable material.	75%	66%	82%	78%
Different rules for 10,000 local systems are confusing and hurt recycling rates.	70%	63%	77%	70%
Recycling is a top priority for me because it helps reduce our environmental footprint, but the rules should be easy to follow.	70%	59%	80%	73%
I find all the different recycling rules confusing	55%	51%	60%	58%
I tend to throw items into the recycling that I think can be recycled even if I'm not sure	46%	44%	48%	47%



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To what extent, if at all, do you agree or disagree with the following statements? (Continued)

a. Recycling rules should be simpler to raise recycling rates

	Total	Republican	Democrat	Independent
Strongly agree	37%	26%	44%	39%
Somewhat agree	38%	43%	36%	38%
Somewhat disagree	10%	12%	7%	9%
Strongly disagree	4%	6%	2%	5%
Don't know	11%	12%	10%	9%
Skipped	1%	2%	*	*
<i>Agree (Net)</i>	<i>75%</i>	<i>69%</i>	<i>81%</i>	<i>77%</i>
<i>Disagree (Net)</i>	<i>14%</i>	<i>18%</i>	<i>9%</i>	<i>14%</i>

b. Different rules for 10,000 local systems are confusing and hurt recycling rates.

	Total	Republican	Democrat	Independent
Strongly agree	34%	25%	41%	36%
Somewhat agree	36%	38%	36%	34%
Somewhat disagree	13%	15%	9%	13%
Strongly disagree	5%	8%	3%	6%
Don't know	12%	12%	10%	11%
Skipped	1%	*	1%	*
<i>Agree (Net)</i>	<i>70%</i>	<i>63%</i>	<i>77%</i>	<i>70%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>24%</i>	<i>11%</i>	<i>19%</i>

c. I tend to throw items into the recycling that I think can be recycled even if I'm not sure

	Total	Republican	Democrat	Independent
Strongly agree	13%	12%	12%	15%
Somewhat agree	33%	31%	36%	32%
Somewhat disagree	26%	25%	25%	28%
Strongly disagree	20%	21%	19%	20%
Don't know	7%	9%	6%	5%
Skipped	1%	1%	1%	*
<i>Agree (Net)</i>	<i>46%</i>	<i>44%</i>	<i>48%</i>	<i>47%</i>
<i>Disagree (Net)</i>	<i>46%</i>	<i>46%</i>	<i>44%</i>	<i>48%</i>



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To what extent, if at all, do you agree or disagree with the following statements? (Continued)

d. I find all the different recycling rules confusing

	Total	Republican	Democrat	Independent
Strongly agree	18%	16%	20%	18%
Somewhat agree	38%	35%	40%	40%
Somewhat disagree	22%	21%	22%	21%
Strongly disagree	12%	15%	9%	12%
Don't know	10%	12%	9%	8%
Skipped	1%	1%	1%	1%
<i>Agree (Net)</i>	<i>55%</i>	<i>51%</i>	<i>60%</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>34%</i>	<i>36%</i>	<i>30%</i>	<i>33%</i>

e. Recycling is a top priority for me because it helps reduce our environmental footprint, but the rules should be easy to follow.

	Total	Republican	Democrat	Independent
Strongly agree	35%	21%	45%	39%
Somewhat agree	35%	38%	35%	34%
Somewhat disagree	13%	19%	9%	13%
Strongly disagree	8%	14%	3%	7%
Don't know	7%	7%	7%	6%
Skipped	1%	1%	1%	1%
<i>Agree (Net)</i>	<i>70%</i>	<i>59%</i>	<i>80%</i>	<i>73%</i>
<i>Disagree (Net)</i>	<i>22%</i>	<i>33%</i>	<i>13%</i>	<i>20%</i>

f. I want to buy products that have recyclable packaging.

	Total	Republican	Democrat	Independent
Strongly agree	35%	19%	48%	40%
Somewhat agree	40%	45%	36%	39%
Somewhat disagree	10%	16%	6%	9%
Strongly disagree	5%	8%	3%	3%
Don't know	9%	11%	7%	8%
Skipped	1%	1%	*	1%
<i>Agree (Net)</i>	<i>75%</i>	<i>64%</i>	<i>84%</i>	<i>79%</i>
<i>Disagree (Net)</i>	<i>15%</i>	<i>24%</i>	<i>9%</i>	<i>12%</i>



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To what extent, if at all, do you agree or disagree with the following statements? *(Continued)*

g. I want to buy products that have packaging made from recyclable material.

	Total	Republican	Democrat	Independent
Strongly agree	33%	19%	46%	36%
Somewhat agree	41%	47%	36%	42%
Somewhat disagree	10%	14%	7%	9%
Strongly disagree	5%	9%	2%	4%
Don't know	9%	11%	8%	8%
Skipped	1%	*	*	1%
<i>Agree (Net)</i>	<i>75%</i>	<i>66%</i>	<i>82%</i>	<i>78%</i>
<i>Disagree (Net)</i>	<i>15%</i>	<i>23%</i>	<i>10%</i>	<i>14%</i>



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About the Study

This Ipsos Poll was conducted September 27 – October 6, 2022, by Ipsos' KnowledgePanel® – a division of Ipsos. This poll is based on a nationally representative probability sample of 2023 registered voters. The sample includes 603 Republicans, 705 Democrats, and 592 Independents.

The survey was conducted using the web-enabled KnowledgePanel®, which is the largest and most well-established online panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households are randomly selected from all available households in the U.S. Persons in these households are invited to join and participate in the web-enabled KnowledgePanel®. For those potential panel members who do not already have internet access, Ipsos provides a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methods, samples from KnowledgePanel cover all households regardless of their phone or internet status and provide fully representative online samples to the research community.

The study was conducted in English. The data were weighted to adjust for gender by age, race, education, Census region, metropolitan status, household income, and party identification. The demographic benchmarks came from the 2022 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). Additionally, 2020 presidential vote choice based on official vote outcome was included in weighting. The weighting categories were as follows:

- Gender (Male and Female) by Age (18-29, 30-44, 45-59, 60+)
- Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, Hispanic, 2+ Races/Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Household Income (under \$25K, \$25K-\$49,999, \$50K-\$74,999, \$75K-\$99,999, \$100K-\$149,999, \$150K and over)
- Census Region (Northeast, Midwest, South, West) by Metropolitan Status (Metro, Non-Metro)
- 2020 Presidential Vote Choice (Voted for Trump, Voted for Biden, Voter for someone else, Did not Vote/Refused)

The margin of sampling error is plus or minus 2.37 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.18. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.



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