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**1. Reusable plastic cup informed**

Before today, how much had you heard about the roll-out of this reusable plastic cup?

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
Heard a lot about this	6%	10%	6%	4%	4%	7%	15%	6%	6%	11%	2%	2%	3%
Heard a little about this	24%	19%	23%	28%	24%	19%	26%	22%	26%	20%	29%	24%	29%
Heard nothing at all	66%	62%	68%	68%	70%	63%	50%	67%	65%	64%	68%	72%	65%
Not sure	4%	9%	3%	1%	2%	12%	10%	5%	3%	4%	1%	1%	3%
Totals (Unweighted N)	100% (1,000)	100% (298)	100% (279)	100% (423)	100% (789)	100% (113)	100% (98)	100% (462)	100% (538)	100% (384)	100% (280)	100% (77)	100% (124)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
Heard a lot about this	6%	2%	6%	8%	7%	7%	7%	4%	4%
Heard a little about this	24%	27%	26%	23%	20%	25%	20%	27%	28%
Heard nothing at all	66%	67%	65%	64%	70%	63%	69%	67%	67%
Not sure	4%	4%	2%	5%	4%	5%	5%	1%	1%
Totals (Unweighted N)	100% (1,000)	100% (156)	100% (235)	100% (375)	100% (234)	100% (366)	100% (355)	100% (183)	100% (96)

	Total	Starbucks purchase frequency					Never	Not sure
		Every day	A few times a week	Once a week	Less than once a week			
Heard a lot about this	6%	47%	15%	26%	5%	2%	3%	
Heard a little about this	24%	20%	34%	31%	25%	23%	6%	
Heard nothing at all	66%	33%	47%	39%	67%	74%	36%	

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**Starbucks purchase frequency**

	Total	Every day	A few times a week	Once a week	Less than once a week	Never	Not sure
Not sure	4%	—	4%	4%	3%	1%	55%
Totals (Unweighted N)	100% (1,000)	100% (15)	100% (56)	100% (59)	100% (360)	100% (480)	100% (30)

**Purchase likelihood plastic cups**

	Total	I've already bought one	I'm definitely going to buy one, but haven't yet	I will probably buy one	I probably won't buy one	I definitely won't buy one	Not sure
Heard a lot about this	6%	65%	16%	7%	3%	3%	3%
Heard a little about this	24%	11%	33%	28%	32%	23%	8%
Heard nothing at all	66%	8%	47%	62%	65%	74%	73%
Not sure	4%	16%	4%	3%	1%	0%	16%
Totals (Unweighted N)	100% (1,000)	100% (22)	100% (61)	100% (192)	100% (243)	100% (338)	100% (144)

**2. Starbucks purchase frequency**

How frequently, if at all, do you purchase items from Starbucks?

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
Every day	1.4%	2.6%	2.0%	0.2%	1.0%	3.2%	1.8%	1.6%	1.2%	2.2%	0.5%	1.6%	1.7%
A few times a week	5.1%	6.5%	6.2%	3.5%	4.4%	9.9%	5.3%	4.7%	5.6%	4.9%	4.9%	3.8%	9.6%
Once a week	6.8%	8.8%	8.1%	4.5%	6.0%	2.7%	14.3%	6.8%	6.7%	8.3%	4.5%	5.8%	9.2%
Less than once a week	34.8%	39.0%	35.9%	31.2%	35.7%	25.2%	38.4%	34.9%	34.8%	29.3%	38.8%	41.2%	40.5%
Never	48.7%	37.5%	47.3%	57.8%	50.9%	49.7%	36.8%	48.6%	48.9%	52.2%	49.0%	46.3%	37.5%
Not sure	3.1%	5.6%	0.7%	2.8%	2.0%	9.4%	3.5%	3.5%	2.8%	3.0%	2.3%	1.3%	1.5%
Totals (Unweighted N)	100.0% (1,000)	100.0% (298)	100.0% (279)	100.0% (423)	100.0% (789)	100.0% (113)	100.0% (98)	100.0% (462)	100.0% (538)	100.0% (384)	100.0% (280)	100.0% (77)	100.0% (124)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
Every day	1.4%	1.5%	0.3%	1.5%	2.3%	0.7%	2.1%	2.4%	0.5%
A few times a week	5.1%	3.4%	6.0%	5.3%	5.4%	3.6%	4.6%	7.1%	11.0%
Once a week	6.8%	4.7%	6.9%	6.8%	8.1%	7.0%	5.8%	8.1%	6.4%
Less than once a week	34.8%	31.4%	35.3%	33.8%	38.7%	27.3%	38.2%	48.2%	34.7%
Never	48.7%	54.8%	50.7%	48.0%	43.2%	58.2%	45.1%	32.6%	45.6%
Not sure	3.1%	4.2%	0.8%	4.5%	2.3%	3.1%	4.2%	1.6%	1.8%
Totals (Unweighted N)	100.0% (1,000)	100.0% (156)	100.0% (235)	100.0% (375)	100.0% (234)	100.0% (366)	100.0% (355)	100.0% (183)	100.0% (96)

	Total	Starbucks purchase frequency					
		Every day	A few times a week	Once a week	Less than once a week	Never	Not sure
Every day	1.4%	100.0%	—	—	—	—	—
A few times a week	5.1%	—	100.0%	—	—	—	—
Once a week	6.8%	—	—	100.0%	—	—	—

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**Starbucks purchase frequency**

	Total	Every day	A few times a week	Once a week	Less than once a week	Never	Not sure
Less than once a week	34.8%	—	—	—	100.0%	—	—
Never	48.7%	—	—	—	—	100.0%	—
Not sure	3.1%	—	—	—	—	—	100.0%
Totals (Unweighted N)	100.0% (1,000)	100.0% (15)	100.0% (56)	100.0% (59)	100.0% (360)	100.0% (480)	100.0% (30)

**Purchase likelihood plastic cups**

	Total	I've already bought one	I'm definitely going to buy one, but haven't yet	I will probably buy one	I probably won't buy one	I definitely won't buy one	Not sure
Every day	1.4%	26.6%	7.5%	1.3%	—	—	—
A few times a week	5.1%	20.4%	23.8%	11.6%	1.1%	0.6%	2.6%
Once a week	6.8%	20.8%	26.8%	13.4%	5.8%	0.5%	2.4%
Less than once a week	34.8%	7.6%	35.2%	44.6%	53.6%	18.6%	32.7%
Never	48.7%	24.5%	5.3%	26.2%	38.7%	79.4%	49.1%
Not sure	3.1%	—	1.4%	2.9%	0.8%	0.8%	13.2%
Totals (Unweighted N)	100.0% (1,000)	100.0% (22)	100.0% (61)	100.0% (192)	100.0% (243)	100.0% (338)	100.0% (144)

### 3. Purchase likelihood plastic cups

How likely, if at all, are you to purchase one of these reusable plastic cups?

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
I've already bought one	2.5%	4.8%	2.3%	0.9%	1.9%	8.1%	1.1%	3.4%	1.6%	4.0%	1.9%	—	2.4%
I'm definitely going to buy one, but haven't yet	6.7%	10.1%	8.0%	3.4%	4.4%	9.0%	16.4%	6.5%	6.9%	10.5%	3.4%	4.9%	5.4%
I will probably buy one	18.8%	21.7%	19.5%	16.2%	16.8%	22.3%	26.1%	16.4%	21.1%	22.1%	16.7%	20.7%	16.7%
I probably won't buy one	23.7%	23.8%	21.7%	25.0%	25.7%	13.7%	21.6%	25.2%	22.3%	23.3%	26.2%	21.3%	23.5%
I definitely won't buy one	32.9%	22.1%	33.1%	40.5%	37.9%	18.2%	19.1%	33.5%	32.3%	25.8%	40.4%	35.8%	33.8%
Not sure	15.4%	17.5%	15.4%	13.9%	13.3%	28.6%	15.7%	15.1%	15.8%	14.3%	11.4%	17.4%	18.3%
Totals (Unweighted N)	100.0% (1,000)	100.0% (298)	100.0% (279)	100.0% (423)	100.0% (789)	100.0% (113)	100.0% (98)	100.0% (462)	100.0% (538)	100.0% (384)	100.0% (280)	100.0% (77)	100.0% (124)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
I've already bought one	2.5%	0.8%	2.7%	3.7%	1.6%	2.4%	3.0%	1.8%	2.4%
I'm definitely going to buy one, but haven't yet	6.7%	4.8%	6.1%	7.7%	7.1%	6.5%	7.3%	8.1%	2.9%
I will probably buy one	18.8%	20.4%	13.3%	21.7%	18.4%	19.0%	15.6%	23.8%	19.8%
I probably won't buy one	23.7%	15.8%	29.3%	22.7%	25.8%	21.9%	22.8%	31.1%	22.3%
I definitely won't buy one	32.9%	36.4%	32.3%	29.7%	36.1%	32.2%	34.9%	27.6%	38.8%
Not sure	15.4%	21.6%	16.3%	14.5%	11.0%	18.1%	16.4%	7.7%	13.7%
Totals (Unweighted N)	100.0% (1,000)	100.0% (156)	100.0% (235)	100.0% (375)	100.0% (234)	100.0% (366)	100.0% (355)	100.0% (183)	100.0% (96)

	Starbucks purchase frequency						
	Total	Every day	A few times a week	Once a week	Less than once a week	Never	Not sure
I've already bought one	2.5%	47.0%	9.8%	7.6%	0.5%	1.2%	—
I'm definitely going to buy one, but haven't yet	6.7%	35.7%	31.0%	26.5%	6.8%	0.7%	3.1%
I will probably buy one	18.8%	17.3%	42.3%	37.1%	24.1%	10.1%	17.8%
I probably won't buy one	23.7%	—	5.0%	20.5%	36.5%	18.8%	5.7%
I definitely won't buy one	32.9%	—	4.0%	2.6%	17.6%	53.6%	8.1%
Not sure	15.4%	—	7.9%	5.5%	14.5%	15.5%	65.3%
Totals (Unweighted N)	100.0% (1,000)	100.0% (15)	100.0% (56)	100.0% (59)	100.0% (360)	100.0% (480)	100.0% (30)

	Purchase likelihood plastic cups						
	Total	I've already bought one	I'm definitely going to buy one, but haven't yet	I will probably buy one	I probably won't buy one	I definitely won't buy one	Not sure
I've already bought one	2.5%	100.0%	—	—	—	—	—
I'm definitely going to buy one, but haven't yet	6.7%	—	100.0%	—	—	—	—
I will probably buy one	18.8%	—	—	100.0%	—	—	—
I probably won't buy one	23.7%	—	—	—	100.0%	—	—
I definitely won't buy one	32.9%	—	—	—	—	100.0%	—
Not sure	15.4%	—	—	—	—	—	100.0%
Totals (Unweighted N)	100.0% (1,000)	100.0% (22)	100.0% (61)	100.0% (192)	100.0% (243)	100.0% (338)	100.0% (144)

**4. Good or bad idea plastic cups**

Irrespective of your likelihood to purchase one, do you think it is a good or bad idea for Starbucks to have started selling reusable plastic cups?

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
A very good idea	40%	46%	39%	35%	40%	48%	31%	37%	42%	38%	43%	35%	49%
A fairly good idea	29%	29%	31%	28%	32%	18%	24%	32%	26%	29%	32%	31%	29%
Neither a good nor bad idea	16%	11%	17%	18%	14%	12%	28%	15%	16%	16%	13%	24%	13%
A fairly bad idea	4%	3%	3%	5%	4%	2%	8%	5%	3%	2%	5%	4%	1%
A very bad idea	3%	1%	1%	5%	3%	2%	1%	3%	3%	4%	2%	—	2%
Not sure	9%	10%	8%	9%	8%	18%	8%	8%	10%	11%	5%	7%	7%
Totals (Unweighted N)	100% (1,000)	100% (298)	100% (279)	100% (423)	100% (789)	100% (113)	100% (98)	100% (462)	100% (538)	100% (384)	100% (280)	100% (77)	100% (124)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
A very good idea	40%	31%	42%	43%	37%	35%	43%	42%	45%
A fairly good idea	29%	33%	27%	29%	27%	28%	27%	33%	32%
Neither a good nor bad idea	16%	22%	13%	13%	17%	19%	13%	13%	12%
A fairly bad idea	4%	2%	4%	4%	6%	5%	3%	5%	1%
A very bad idea	3%	3%	4%	2%	3%	4%	3%	2%	—
Not sure	9%	8%	10%	8%	11%	9%	11%	5%	9%
Totals (Unweighted N)	100% (1,000)	100% (156)	100% (235)	100% (375)	100% (234)	100% (366)	100% (355)	100% (183)	100% (96)

	Total	Starbucks purchase frequency					
		Every day	A few times a week	Once a week	Less than once a week	Never	Not sure
A very good idea	40%	89%	39%	50%	46%	33%	19%
A fairly good idea	29%	—	44%	34%	28%	29%	12%
Neither a good nor bad idea	16%	11%	4%	14%	11%	21%	7%
A fairly bad idea	4%	—	3%	2%	5%	4%	2%
A very bad idea	3%	—	2%	—	3%	4%	—

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**Starbucks purchase frequency**

	Total	Every day	A few times a week	Once a week	Less than once a week	Never	Not sure
Not sure	9%	–	8%	–	8%	8%	59%
Totals (Unweighted N)	100% (1,000)	100% (15)	100% (56)	100% (59)	100% (360)	100% (480)	100% (30)

**Purchase likelihood plastic cups**

	Total	I've already bought one	I'm definitely going to buy one, but haven't yet	I will probably buy one	I probably won't buy one	I definitely won't buy one	Not sure
A very good idea	40%	75%	68%	51%	41%	29%	28%
A fairly good idea	29%	21%	28%	28%	33%	31%	21%
Neither a good nor bad idea	16%	–	3%	18%	13%	19%	18%
A fairly bad idea	4%	–	1%	1%	7%	5%	3%
A very bad idea	3%	–	–	–	1%	7%	2%
Not sure	9%	3%	–	2%	6%	9%	26%
Totals (Unweighted N)	100% (1,000)	100% (22)	100% (61)	100% (192)	100% (243)	100% (338)	100% (144)

**5. Starbucks opinion**

Which of the following statements do you agree with? (Please check all that apply.)

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
Lots of people I know will probably buy these cups	18%	20%	20%	15%	17%	17%	25%	18%	18%	18%	19%	15%	31%
I doubt many people I know will buy these cups	19%	14%	20%	21%	21%	11%	16%	22%	16%	17%	23%	23%	12%
Starbucks should be applauded for its attempts to go green	38%	40%	38%	36%	40%	37%	29%	37%	39%	35%	44%	40%	46%
Starbucks isn't really going green it's just a publicity stunt	13%	12%	14%	13%	15%	8%	8%	17%	9%	11%	13%	15%	12%
Starbucks is generally an ethical company	23%	24%	23%	22%	24%	17%	23%	24%	22%	22%	21%	32%	34%
Starbucks is generally an unethical company	3%	3%	4%	3%	3%	3%	0%	3%	2%	3%	4%	—	4%
I love Starbucks coffee	16%	19%	18%	13%	16%	14%	18%	14%	18%	18%	14%	17%	14%
I'm not a fan of Starbucks coffee	33%	22%	37%	37%	36%	15%	31%	35%	30%	29%	34%	38%	33%
None of these	6%	8%	6%	6%	5%	13%	6%	7%	6%	9%	2%	8%	5%
Not sure	8%	12%	6%	7%	8%	15%	6%	7%	9%	8%	6%	5%	6%
<b>Totals</b>	<b>(1,000)</b>	<b>(298)</b>	<b>(279)</b>	<b>(423)</b>	<b>(789)</b>	<b>(113)</b>	<b>(98)</b>	<b>(462)</b>	<b>(538)</b>	<b>(384)</b>	<b>(280)</b>	<b>(77)</b>	<b>(124)</b>

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	Region				Education				
	Total	Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
Lots of people I know will probably buy these cups	18%	14%	16%	21%	19%	17%	16%	25%	21%
I doubt many people I know will buy these cups	19%	20%	22%	15%	21%	18%	18%	19%	24%
Starbucks should be applauded for its attempts to go green	38%	30%	40%	40%	38%	31%	38%	48%	52%
Starbucks isn't really going green it's just a publicity stunt	13%	11%	14%	11%	16%	12%	14%	11%	17%
Starbucks is generally an ethical company	23%	16%	22%	25%	25%	16%	24%	35%	29%
Starbucks is generally an unethical company	3%	3%	1%	2%	6%	3%	3%	2%	4%
I love Starbucks coffee	16%	15%	13%	18%	16%	12%	19%	17%	18%
I'm not a fan of Starbucks coffee	33%	38%	33%	28%	36%	33%	33%	28%	35%
None of these	6%	9%	7%	5%	5%	8%	6%	6%	2%
Not sure	8%	9%	8%	9%	7%	10%	10%	3%	4%
Totals	(1,000)	(156)	(235)	(375)	(234)	(366)	(355)	(183)	(96)

	Starbucks purchase frequency						
	Total	Every day	A few times a week	Once a week	Less than once a week	Never	Not sure
Lots of people I know will probably buy these cups	18%	33%	43%	33%	20%	13%	5%
I doubt many people I know will buy these cups	19%	19%	12%	22%	19%	20%	8%
Starbucks should be applauded for its attempts to go green	38%	54%	58%	54%	46%	29%	13%
Starbucks isn't really going green it's just a publicity stunt	13%	21%	5%	8%	12%	15%	3%
Starbucks is generally an ethical company	23%	55%	35%	50%	31%	11%	19%
Starbucks is generally an unethical company	3%	9%	—	3%	2%	4%	—
I love Starbucks coffee	16%	57%	50%	53%	23%	1%	12%
I'm not a fan of Starbucks coffee	33%	—	4%	6%	20%	51%	7%
None of these	6%	—	5%	—	2%	10%	5%
Not sure	8%	—	5%	—	6%	9%	50%
<b>Totals</b>	<b>(1,000)</b>	<b>(15)</b>	<b>(56)</b>	<b>(59)</b>	<b>(360)</b>	<b>(480)</b>	<b>(30)</b>

	Purchase likelihood plastic cups						Not sure
	Total	I've already bought one	I'm definitely going to buy one, but haven't yet	I will probably buy one	I probably won't buy one	I definitely won't buy one	
Lots of people I know will probably buy these cups	18%	19%	50%	32%	14%	9%	12%

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**Purchase likelihood plastic cups**

	Total	I've already bought one	I'm definitely going to buy one, but haven't yet	I will probably buy one	I probably won't buy one	I definitely won't buy one	Not sure
I doubt many people I know will buy these cups	19%	22%	8%	8%	24%	28%	9%
Starbucks should be applauded for its attempts to go green	38%	30%	62%	56%	44%	25%	25%
Starbucks isn't really going green it's just a publicity stunt	13%	16%	3%	6%	13%	21%	8%
Starbucks is generally an ethical company	23%	32%	44%	35%	26%	14%	12%
Starbucks is generally an unethical company	3%	13%	—	1%	2%	5%	0%
I love Starbucks coffee	16%	35%	50%	28%	15%	3%	12%
I'm not a fan of Starbucks coffee	33%	6%	1%	13%	33%	56%	25%
None of these	6%	11%	—	7%	2%	8%	10%
Not sure	8%	10%	2%	5%	5%	5%	25%
<b>Totals</b>	<b>(1,000)</b>	<b>(22)</b>	<b>(61)</b>	<b>(192)</b>	<b>(243)</b>	<b>(338)</b>	<b>(144)</b>