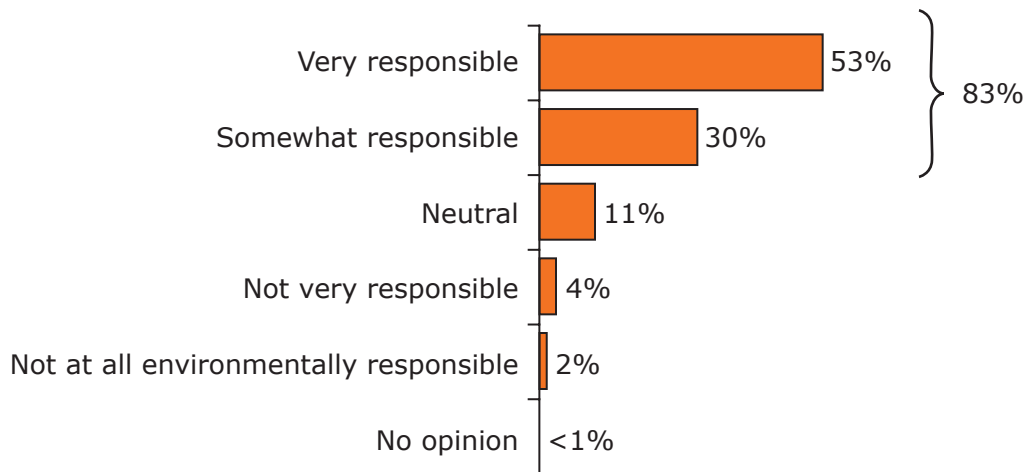




Perception of A&W as Environmentally Responsible



Base: Total (n=600)

A&W is viewed by the majority of staff as environmentally responsible, with more than half who believe them “very” responsible.

While regionally staff in BC are less likely than some other provinces to view A&W as environmentally responsible (75%), they are more likely than others to say “neutral” rather than view the as irresponsible.

Q.11) To what extent do you see A&W as an environmentally responsible company?