

	Sample Size	Region			Gender		Age		
		Total	LM	Non-LM	Males	Females	18-34	35-54	55+
		863	453	410	407	456	131	336	396
Please think about how you choose particular retailers on a day-to-day basis. When deciding where to shop, how important are a retailer's actions in helping to preserve and protect the environment?									
	1 Very important	24	22	27	21	27	22	24	26
	2 Somewhat important	53	53	52	50	56	54	52	52
	3 Not very important	17	18	15	21	14	18	17	17
	4 Not at all important	5	6	4	8	3	5	5	5
	5 Don't know	1	1	1	1	1	1	2	0
	Important	77	75	80	71	83	76	77	78
	Not Important	22	24	19	28	16	23	22	22
Overall, how well are you able to judge whether a retailer has done a good or poor job at helping to preserve and protect the environment?									
	1 Very well	3	3	4	7	1	7	2	3
	2 Fairly well	34	33	35	31	36	34	35	31
	3 Not very well	45	44	45	43	47	45	42	48
	4 Not at all well	13	15	11	15	12	11	14	14
	5 Don't know	5	5	4	5	5	3	6	5
	Well	37	36	39	38	37	41	37	34
	Not Well	58	59	57	58	59	56	57	61
Following are some actions a retailer can take for the environment. How important are each of these to you if at all, in deciding whether a retailer is doing a good job at helping to preserve and protect the environment?									
Considers the environment in their store building and design (e.g., uses building materials that are recycled, sustainably grown or free of harmful substances)	1 Very important	44	46	42	39	49	44	41	48
	2 Somewhat important	39	37	42	36	41	36	42	37
	3 Not very important	10	11	10	14	7	14	12	7
	4 Not at all important	3	4	3	5	1	2	3	4
	5 Don't know	4	4	3	5	2	4	3	4
	Important	83	82	84	76	90	79	83	86
	Not Important	14	14	13	20	8	16	14	11
Uses less energy in-store (e.g. lighting, low energy, etc.)	1 Very important	49	51	47	43	55	49	47	52
	2 Somewhat important	36	35	39	38	35	34	40	35
	3 Not very important	9	9	9	11	7	11	9	8
	4 Not at all important	3	3	3	5	1	2	2	4
	5 Don't know	2	3	2	3	2	4	2	2
	Important	86	85	87	81	90	83	87	87
	Not Important	12	12	12	16	8	13	11	12
Markets or advertises using recycled paper	1 Very important	50	51	50	42	59	47	49	55
	2 Somewhat important	36	35	36	37	35	40	35	33
	3 Not very important	8	8	9	14	3	7	10	7
	4 Not at all important	3	3	3	5	1	2	3	4
	5 Don't know	2	3	2	3	2	5	2	1
	Important	86	86	86	78	94	87	84	88
	Not Important	11	11	12	19	4	8	14	11
Has an environmentally sensitive plastic bag policy (e.g., doesn't provide them at all, charges an eco-fee for customers who want them or provides them free, but donates an eco-fee if a customer chooses not to use them)	1 Very important	52	53	50	41	61	53	48	55
	2 Somewhat important	29	28	31	32	27	29	31	27
	3 Not very important	10	10	10	13	7	8	12	9
	4 Not at all important	6	6	6	10	2	5	6	7
	5 Don't know	3	3	3	4	2	5	3	1
	Important	81	81	81	73	88	82	79	82
	Not Important	16	16	16	23	10	13	18	16
Provides recycling facilities for the packaging of their products (e.g., beverage containers, paper cups, plastic bags etc.)	1 Very important	67	68	65	58	75	61	67	72
	2 Somewhat important	24	23	26	30	20	30	25	20
	3 Not very important	4	4	5	6	3	4	5	5
	4 Not at all important	2	2	3	4	0	2	1	3
	5 Don't know	2	3	2	3	2	4	2	1
	Important	91	92	91	87	95	90	92	92
	Not Important	6	6	8	10	3	6	6	7
Provides recycling for durable products (e.g., furniture, consumer electronics etc.) once they are no longer useful	1 Very important	61	62	60	52	70	53	61	68
	2 Somewhat important	29	29	30	33	26	34	31	23
	3 Not very important	5	5	5	8	2	7	4	4
	4 Not at all important	2	1	2	3	0	2	1	2
	5 Don't know	3	3	2	3	2	4	3	2
	Important	91	90	91	85	96	87	92	92
	Not Important	7	6	7	12	2	9	6	6

	Sample Size	Region			Gender		Age		
		Total 863 %	LM 453 %	Non-LM 410 %	Males 407 %	Females 456 %	18-34 131 %	35-54 336 %	55+ 396 %
Offers products that have environmentally friendly packaging (e.g., no/minimal packaging, made of recycled or recyclable/ compostable materials etc.)	1 Very important	64	66	62	56	73	65	62	67
	2 Somewhat important	26	23	29	29	23	23	27	26
	3 Not very important	5	5	5	8	2	6	6	3
	4 Not at all important	2	2	3	4	1	2	2	3
	5 Don't know	3	3	2	3	2	4	2	1
	Important	90	90	91	84	95	88	89	93
	Not Important	7	7	7	12	3	8	8	6
Offers products that are manufactured/ grown in an environmentally friendly manner	1 Very important	52	53	51	45	58	51	48	57
	2 Somewhat important	35	32	38	36	34	37	38	31
	3 Not very important	7	7	6	9	5	5	8	7
	4 Not at all important	4	4	3	7	1	4	4	4
	5 Don't know	3	4	2	4	2	4	3	2
	Important	87	85	89	81	92	87	85	88
	Not Important	10	11	9	15	6	9	11	10
Offers products that are manufactured/ grown at a close distance to where they are sold	1 Very important	44	44	44	37	50	40	44	47
	2 Somewhat important	36	34	38	36	36	37	36	36
	3 Not very important	13	16	10	16	11	16	16	9
	4 Not at all important	4	4	5	7	1	4	3	6
	5 Don't know	3	3	2	3	2	4	2	3
	Important	80	78	83	73	86	77	79	83
	Not Important	17	19	15	23	12	20	18	14
Offers products that are free of toxic or otherwise harmful materials	1 Very important	65	66	64	56	74	56	65	73
	2 Somewhat important	26	25	27	30	22	36	25	19
	3 Not very important	4	3	4	6	1	3	4	4
	4 Not at all important	2	2	2	4	0	2	3	3
	5 Don't know	3	3	2	3	2	4	3	2
	Important	91	91	92	86	97	92	91	92
	Not Important	6	5	6	11	1	5	6	6
Offers products made from recycled or recyclable/ compostable materials	1 Very important	54	56	53	47	61	52	51	60
	2 Somewhat important	35	33	36	36	33	38	37	29
	3 Not very important	6	5	6	9	3	4	7	6
	4 Not at all important	3	3	3	5	1	2	3	4
	5 Don't know	2	3	2	2	2	4	2	1
	Important	89	89	89	84	94	90	88	89
	Not Important	9	8	9	14	4	6	10	10
Offers products that have available replacement parts so you can maintain the product rather than having to replace it	1 Very important	63	63	63	57	69	54	62	72
	2 Somewhat important	28	27	28	28	27	33	30	21
	3 Not very important	5	4	5	8	1	6	5	3
	4 Not at all important	2	2	3	4	1	3	2	3
	5 Don't know	2	3	2	3	2	4	2	1
	Important	91	91	91	85	96	87	91	93
	Not Important	7	6	7	12	2	9	6	6
Provides financial support to environmental causes	1 Very important	33	32	33	28	37	31	31	36
	2 Somewhat important	44	44	43	40	47	46	43	41
	3 Not very important	15	14	16	18	12	15	16	14
	4 Not at all important	6	6	4	9	2	3	6	6
	5 Don't know	3	3	3	5	2	5	3	3
	Important	76	76	76	68	84	77	75	77
	Not Important	20	20	21	27	14	18	23	20