

	April 2009	April 2008
Sample size	Total 1,170	Total 863
<i>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? Please select one response only.</i>		
Very important	21%	24%
Somewhat important	53%	53%
Not very important	19%	17%
Not at all important	5%	5%
Don't know	2%	1%
Total important	74%	77%
Total not important	24%	22%
<i>Compared to a year or so ago, have a retailer's actions in helping to preserve and protect the environment become more or less important in your decision where to shop, or has there been no change? Please select one response only.</i>		
A lot more important	13%	-
A little more important	36%	-
No change	49%	-
A little less important	1%	-
A lot less important	<1%	-
Don't know	<1%	-
Total agree	49%	-
Total disagree	1%	-
<i>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? Please select one response only.</i>		
Very well	3%	3%
Fairly well	35%	34%
Not very well	44%	45%
Not at all well	12%	13%
Don't know	6%	5%
Well	38%	37%
Not well	56%	58%
<i>In the current economic times, many Canadians are cutting back on their spending in many areas. Thinking specifically about products that claim to be environmentally sustainable, do you think you are cutting back on spending on these products more, less or about the same compared with other products? Please select one response.</i>		
Cutting back on environmentally sustainable products MORE than others	7%	-
Cutting back on environmentally sustainable products LESS than others	16%	-
Cutting back on environmentally sustainable products ABOUT THE SAME AS others	40%	-
Not cutting back on spending	23%	-
Don't know	14%	-

Survey fielded April 10 to 15, 2009.

Margin of error $\pm 2.9\%$, 19 times out of 20.