

| | 2010 | 2009 | 2008 |
|---|------------|-------------|------------|
| Sample size | 677 | 1291 | 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 | 19% | 21% | 24% |
| Somewhat important | 53% | 53% | 53% |
| Not very important | 22% | 19% | 17% |
| Not at all important | 6% | 5% | 5% |
| Don't know | 1% | 1% | 1% |
| <i>Important</i> | 72% | 74% | 77% |
| <i>Not important</i> | 28% | 24% | 22% |
| <i>Overall, how well are you able to judge whether a retailer has done a good or poor job in helping to preserve and protect the environment? Please select one response only.</i> | | | |
| Very well | 3% | 3% | |
| Fairly well | 29% | 35% | |
| Not very well | 47% | 44% | |
| Not at all well | 15% | 12% | |
| Don't know | 7% | 6% | |
| <i>Well</i> | 32% | 38% | |
| <i>Not well</i> | 62% | 56% | |
| <i>How would you rate retailers in BC overall on how well they perform in helping to preserve and protect the environment? Please select one response only.</i> | | | |
| Very good | 1% | 2% | |
| Good | 43% | 43% | |
| Poor | 25% | 28% | |
| Very poor | 4% | 3% | |
| Don't know | 27% | 24% | |
| <i>Good</i> | 44% | 45% | |
| <i>Poor</i> | 29% | 31% | |
| <i>How would you rate retailers in BC overall on how well they communicate about their actions in helping to preserve and protect the environment? Please select one response only.</i> | | | |
| Very good | 1% | | |
| Good | 38% | | |
| Poor | 38% | | |
| Very poor | 8% | | |
| Don't know | 15% | | |
| <i>Good</i> | 39% | | |
| <i>Poor</i> | 46% | | |

Survey fielded March 8-14, 2010.

For 2010 data, an unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error $\pm 3.8\%$, 19 times out of 20.