

1. Frequency of environmental considerations in purchasing decisions

When you decide whether or not to buy something, how often do you consider the effects of your purchase on the environment?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Often	16%	16%	17%	16%	18%	14%	21%	23%	17%	7%
Sometimes	39%	37%	41%	44%	39%	40%	34%	39%	39%	41%
Rarely	24%	22%	26%	21%	23%	27%	25%	24%	22%	27%
Never	18%	23%	13%	19%	17%	18%	19%	11%	20%	24%
Not sure	2%	1%	3%	1%	4%	1%	2%	2%	3%	2%
Totals (Unweighted N)	100% (999)	100% (470)	100% (529)	100% (153)	100% (256)	100% (390)	100% (200)	100% (370)	100% (361)	100% (268)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Often	16%	17%	17%	14%	19%	12%	18%	17%	14%	17%	16%	18%
Sometimes	39%	40%	44%	34%	36%	47%	34%	48%	39%	38%	39%	41%
Rarely	24%	24%	25%	25%	28%	20%	32%	20%	23%	24%	25%	22%
Never	18%	18%	13%	21%	15%	19%	14%	16%	21%	17%	19%	15%
Not sure	2%	2%	1%	6%	2%	2%	2%	—	2%	3%	1%	3%
Totals (Unweighted N)	100% (999)	100% (797)	100% (102)	100% (100)	100% (345)	100% (281)	100% (74)	100% (144)	100% (163)	100% (208)	100% (327)	100% (301)

2. Purchase due to environment impact

In the past year, have you ever chosen to buy one product over another because of the environmental impact?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	36%	36%	37%	44%	32%	35%	36%	43%	41%	21%
No	50%	54%	46%	42%	53%	50%	54%	42%	45%	66%
Not sure	14%	11%	17%	14%	15%	16%	10%	15%	14%	13%
Totals (Unweighted N)	100% (996)	100% (468)	100% (528)	100% (152)	100% (255)	100% (388)	100% (201)	100% (367)	100% (360)	100% (269)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	36%	40%	30%	25%	31%	39%	41%	47%	37%	37%	34%	39%
No	50%	48%	53%	57%	52%	48%	45%	44%	50%	48%	53%	46%
Not sure	14%	13%	16%	18%	16%	13%	14%	9%	13%	15%	14%	14%
Totals (Unweighted N)	100% (996)	100% (794)	100% (102)	100% (100)	100% (345)	100% (281)	100% (74)	100% (142)	100% (161)	100% (208)	100% (327)	100% (300)

3. Shopping decisions help or hurt environment

How much of a difference do you think that your shopping decisions can make when it comes to helping or hurting the environment?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
A major difference	22%	20%	23%	21%	25%	20%	21%	28%	22%	13%
A minor difference	49%	47%	51%	61%	45%	46%	47%	49%	48%	50%
No difference	21%	27%	15%	10%	21%	24%	27%	12%	22%	31%
Not sure	9%	6%	11%	8%	9%	10%	6%	11%	8%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(470)	(529)	(152)	(256)	(390)	(201)	(369)	(361)	(269)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
A major difference	22%	19%	28%	28%	25%	18%	20%	22%	21%	16%	25%	22%
A minor difference	49%	52%	43%	40%	47%	53%	54%	56%	49%	54%	47%	48%
No difference	21%	22%	14%	19%	17%	21%	22%	20%	19%	20%	22%	20%
Not sure	9%	7%	15%	13%	11%	7%	5%	2%	11%	10%	6%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(797)	(102)	(100)	(346)	(281)	(74)	(144)	(162)	(208)	(327)	(302)

4. Support for new environmentally friendly product regulations

Would you support or oppose new regulations requiring businesses to make their products more environmentally friendly?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Strongly support	33%	31%	35%	37%	29%	33%	35%	50%	28%	17%
Somewhat support	30%	28%	32%	36%	28%	30%	27%	33%	33%	23%
Somewhat oppose	12%	14%	10%	12%	13%	12%	11%	3%	13%	23%
Strongly oppose	15%	20%	10%	5%	18%	16%	20%	4%	17%	27%
Not sure	10%	7%	13%	11%	11%	9%	7%	11%	8%	11%
Totals (Unweighted N)	100% (999)	100% (470)	100% (529)	100% (152)	100% (256)	100% (390)	100% (201)	100% (369)	100% (361)	100% (269)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Strongly support	33%	32%	42%	30%	38%	31%	28%	31%	31%	31%	33%	36%
Somewhat support	30%	29%	36%	34%	30%	30%	33%	37%	33%	31%	31%	26%
Somewhat oppose	12%	14%	4%	8%	11%	14%	10%	12%	9%	14%	11%	14%
Strongly oppose	15%	17%	8%	11%	11%	15%	21%	16%	14%	12%	17%	14%
Not sure	10%	8%	11%	17%	10%	10%	7%	5%	12%	11%	8%	9%
Totals (Unweighted N)	100% (999)	100% (797)	100% (102)	100% (100)	100% (346)	100% (281)	100% (74)	100% (144)	100% (162)	100% (208)	100% (327)	100% (302)