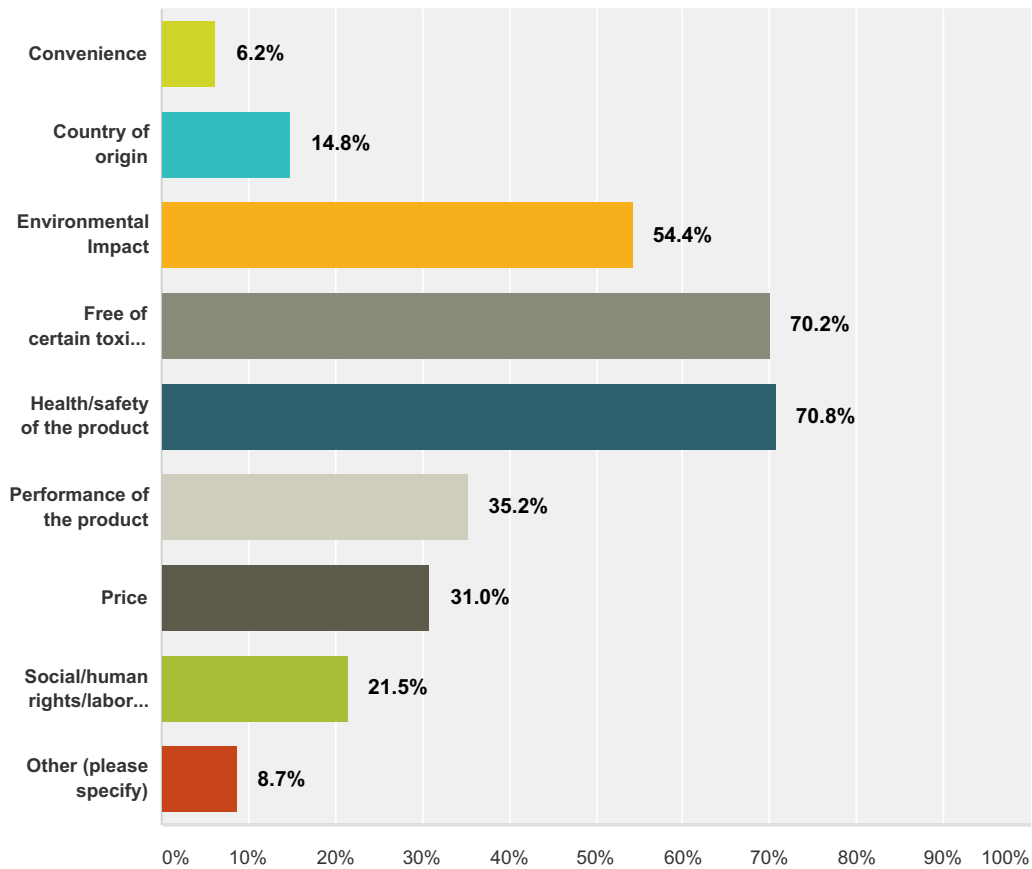


### Q1 When deciding between products, which top three factors do you prioritize?

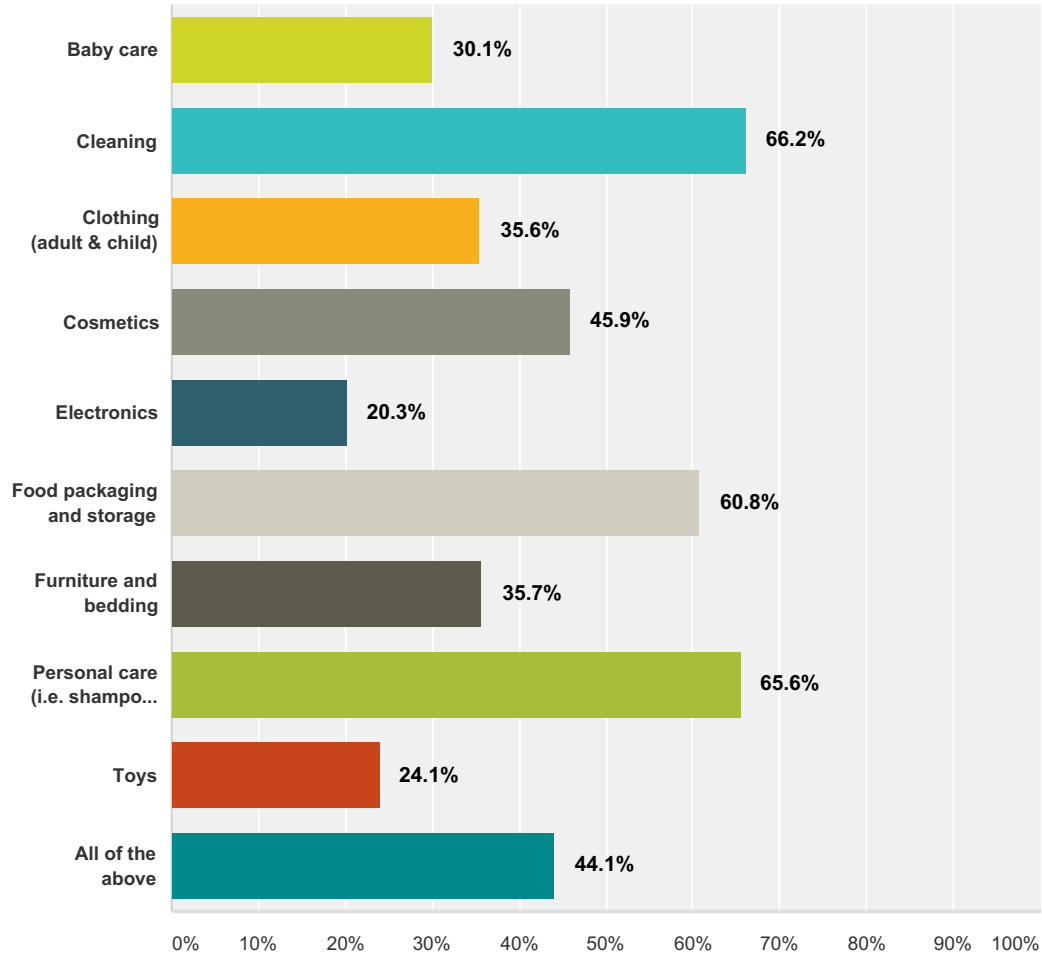
Answered: 1,626 Skipped: 1



Answer Choices	Responses
Convenience	6.2% 101
Country of origin	14.8% 241
Environmental Impact	54.4% 884
Free of certain toxic chemicals (e.g. BPA or phthalate-free)	70.2% 1,142
Health/safety of the product	70.8% 1,151
Performance of the product	35.2% 573
Price	31.0% 504
Social/human rights/labor Impact	21.5% 349
Other (please specify)	8.7% 141
<b>Total Respondents: 1,626</b>	

## Q2 In which categories do you prioritize buying products made of safer or healthier materials? (select all that apply)

Answered: 1,620 Skipped: 7

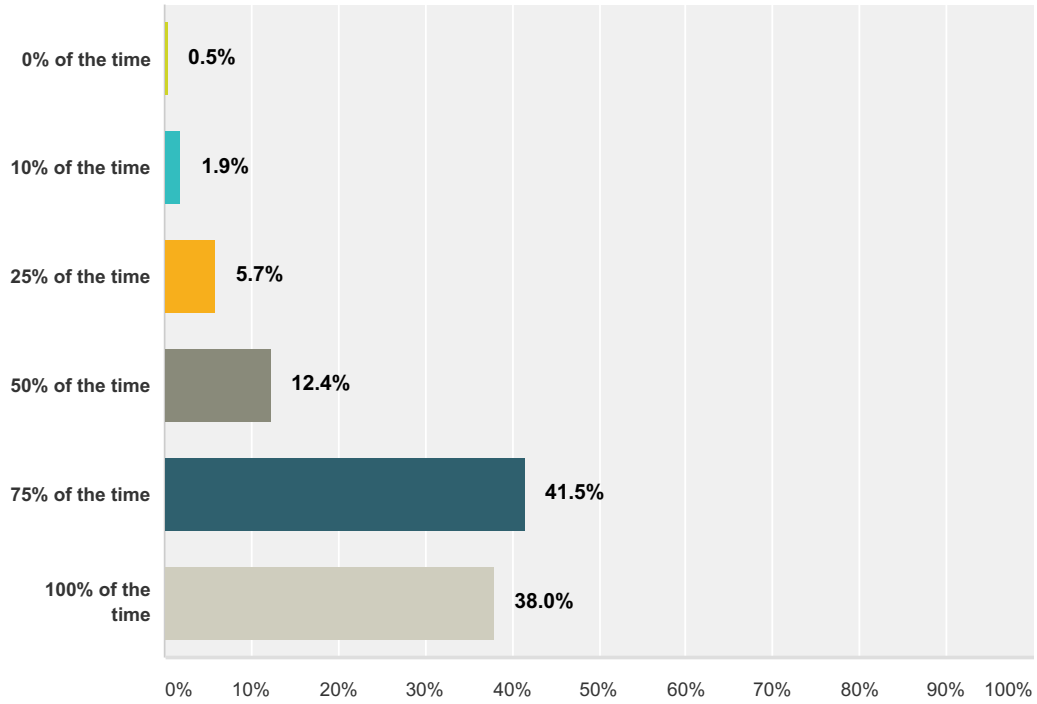


Answer Choices	Responses	Count
Baby care	30.1%	488
Cleaning	66.2%	1,073
Clothing (adult & child)	35.6%	576
Cosmetics	45.9%	743
Electronics	20.3%	329
Food packaging and storage	60.8%	985
Furniture and bedding	35.7%	578
Personal care (i.e. shampoo, lotion, etc.)	65.6%	1,062
Toys	24.1%	390
All of the above	44.1%	715

Total Respondents: 1,620

### Q3 Approximately how frequently do you buy household products you consider to be safer or healthier than average?

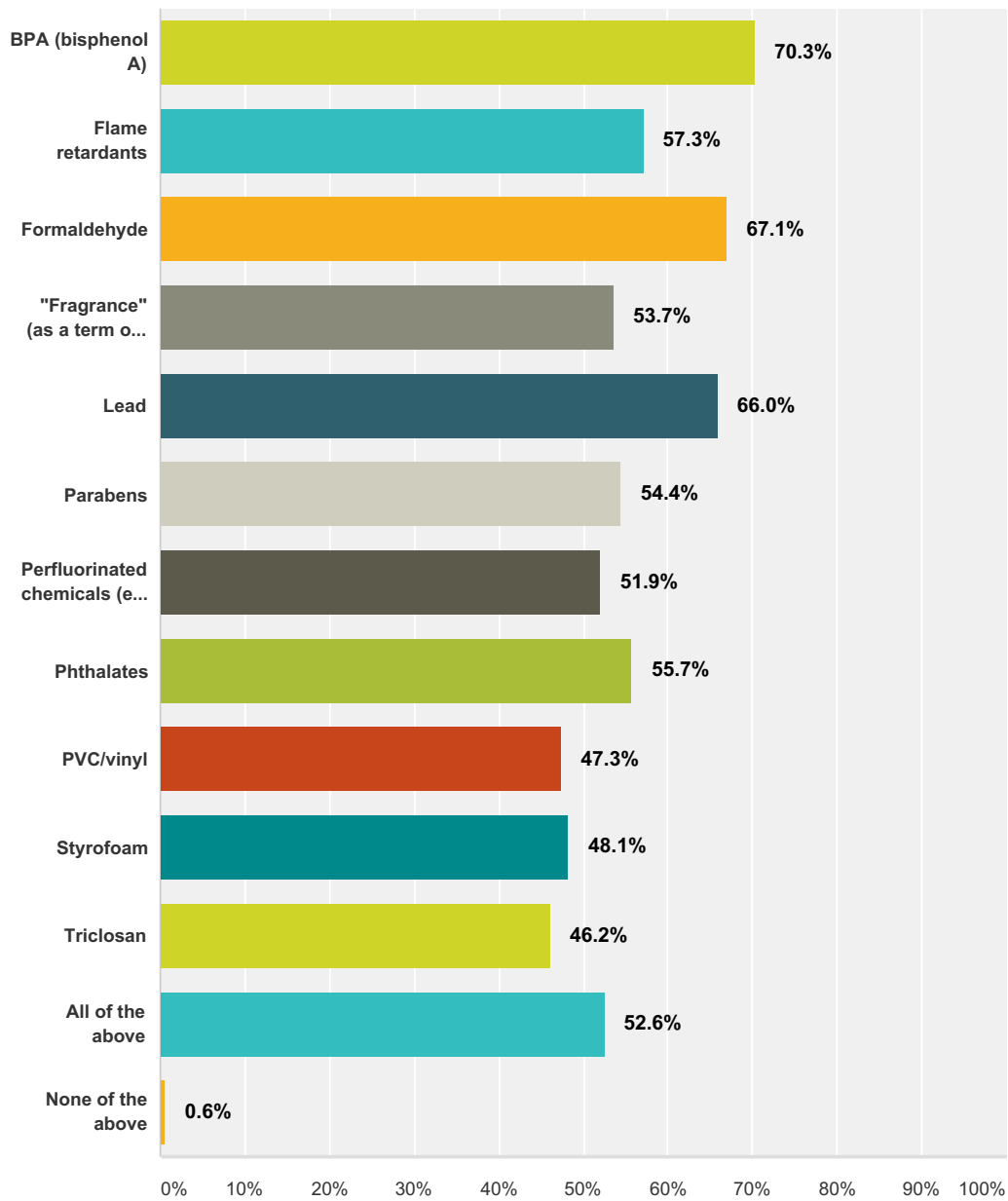
Answered: 1,619 Skipped: 8



Answer Choices	Responses	Count
0% of the time	0.5%	8
10% of the time	1.9%	31
25% of the time	5.7%	93
50% of the time	12.4%	200
75% of the time	41.5%	672
100% of the time	38.0%	615
<b>Total</b>		<b>1,619</b>

### Q4 Which of these chemicals do you recognize and avoid? (select all that apply)

Answered: 1,625 Skipped: 2



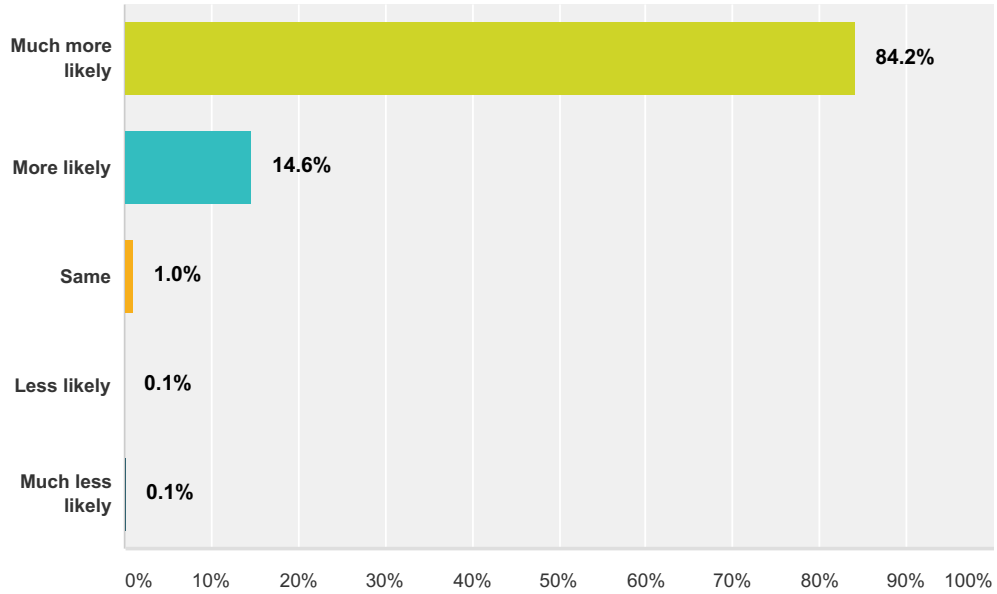
Answer Choices	Responses
BPA (bisphenol A)	70.3% 1,142
Flame retardants	57.3% 931
Formaldehyde	67.1% 1,090
"Fragrance" (as a term on an ingredient list)	53.7% 873
Lead	66.0% 1,072

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Parabens	54.4%	884
Perfluorinated chemicals (e.g. PFOA or Teflon)	51.9%	844
Phthalates	55.7%	905
PVC/vinyl	47.3%	769
Styrofoam	48.1%	782
Triclosan	46.2%	750
All of the above	52.6%	854
None of the above	0.6%	10
<b>Total Respondents: 1,625</b>		

### Q5 Would you be more or less likely to shop from retailers that have taken steps to eliminate toxic chemicals from the products they sell?

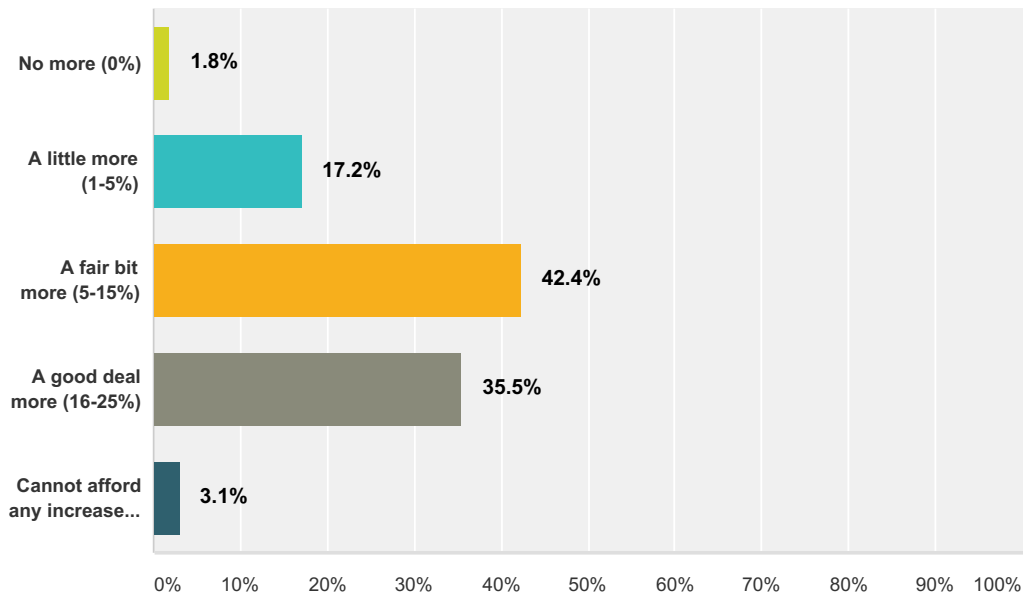
Answered: 1,622 Skipped: 5



Answer Choices	Responses	Count
Much more likely	84.2%	1,366
More likely	14.6%	237
Same	1.0%	16
Less likely	0.1%	1
Much less likely	0.1%	2
<b>Total</b>		<b>1,622</b>

### Q6 How much more are you willing/able to spend for a product you know is safer?

Answered: 1,619 Skipped: 8

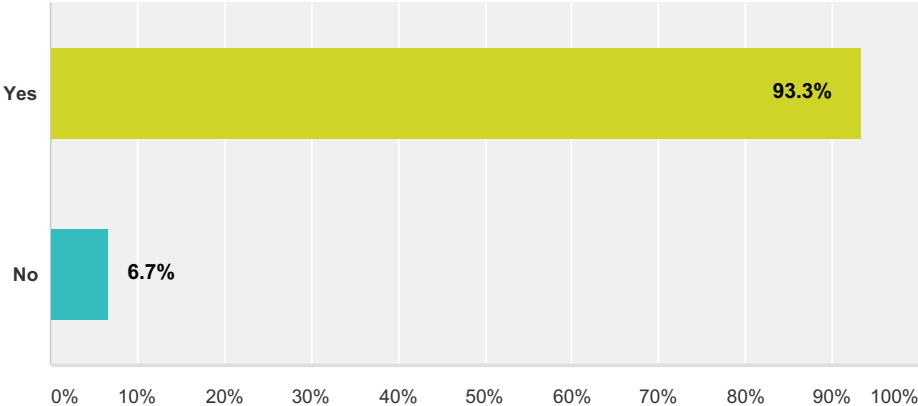


Answer Choices	Responses
No more (0%)	1.8% 29
A little more (1-5%)	17.2% 278
A fair bit more (5-15%)	42.4% 687
A good deal more (16-25%)	35.5% 575
Cannot afford any increased cost	3.1% 50
<b>Total</b>	<b>1,619</b>



### Q7 Are you more likely to buy a product if it has an independent third-party seal of approval?

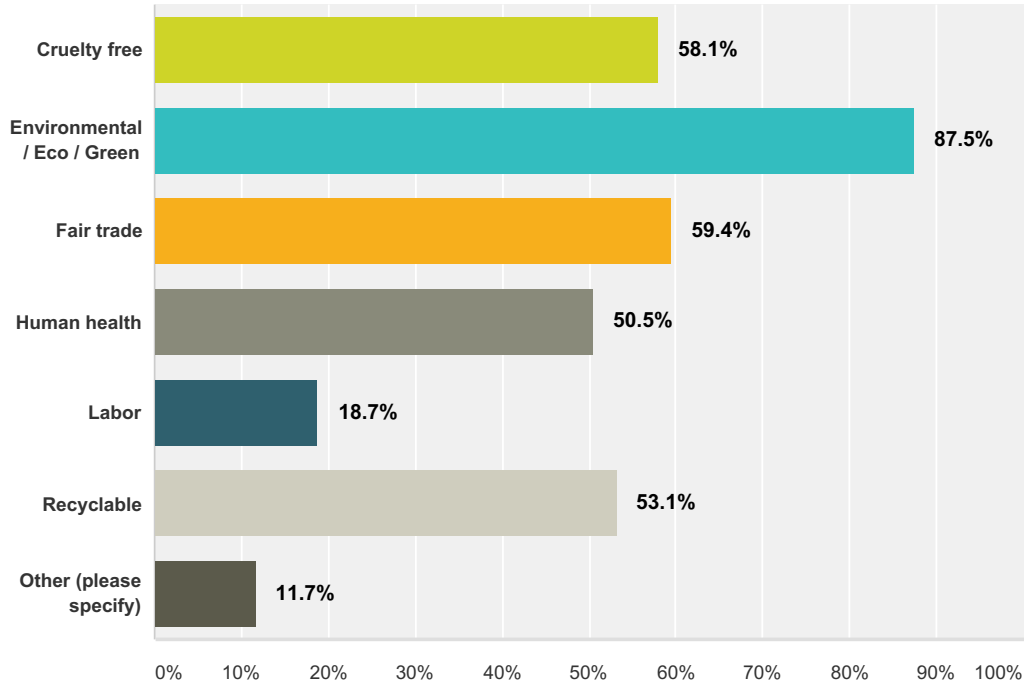
Answered: 1,586 Skipped: 41



Answer Choices	Responses	
Yes	93.3%	1,479
No	6.7%	107
<b>Total</b>		<b>1,586</b>

**Q8 If you answered Yes to the previous question, which of these types of seals is most important to you? (select top three)**

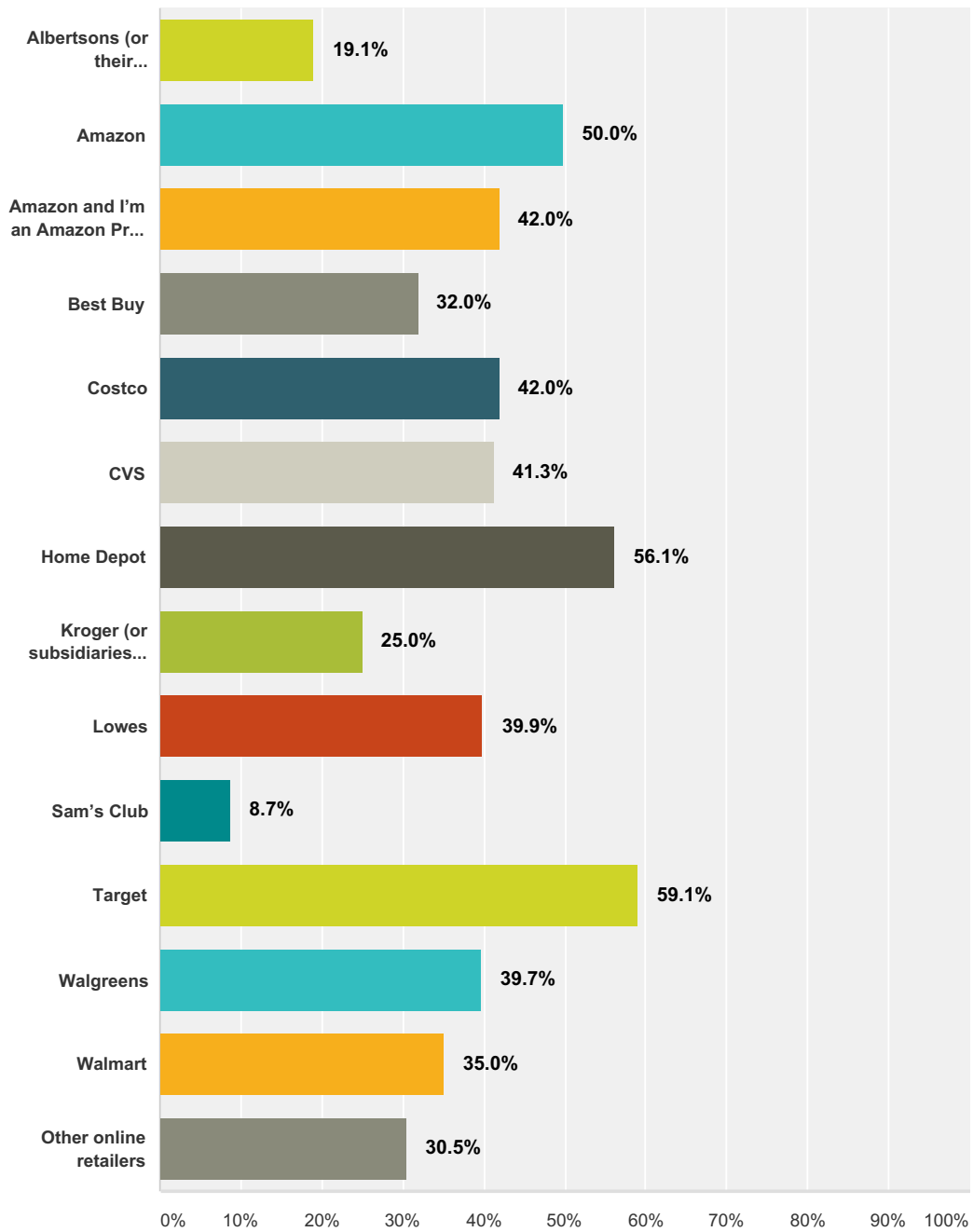
Answered: 1,498 Skipped: 129



Answer Choices	Responses	
Cruelty free	58.1%	870
Environmental / Eco / Green	87.5%	1,311
Fair trade	59.4%	890
Human health	50.5%	756
Labor	18.7%	280
Recyclable	53.1%	796
Other (please specify)	11.7%	176
<b>Total Respondents: 1,498</b>		

### Q9 Do you shop at any of these retailers? (select all that apply)

Answered: 1,573 Skipped: 54



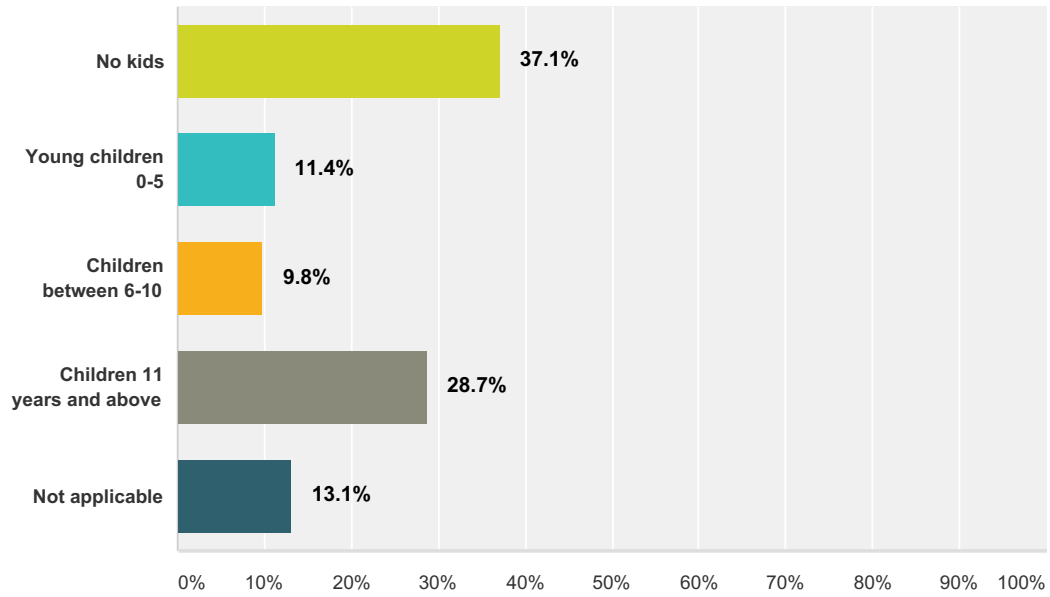
Answer Choices	Responses
Albertsons (or their subsidiaries such as Safeway, Jewel Osco, Acme or Shaw's)	19.1% 300
Amazon	50.0% 786
Amazon and I'm an Amazon Prime member	42.0% 660
Best Buy	32.0% 504

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Costco	42.0%	661
CVS	41.3%	650
Home Depot	56.1%	882
Kroger (or subsidiaries such as Ralphs, Harris Teeter or Fred Meyer)	25.0%	394
Lowes	39.9%	627
Sam's Club	8.7%	137
Target	59.1%	930
Walgreens	39.7%	624
Walmart	35.0%	551
Other online retailers	30.5%	479
<b>Total Respondents: 1,573</b>		

### Q10 Do you have children? (optional)

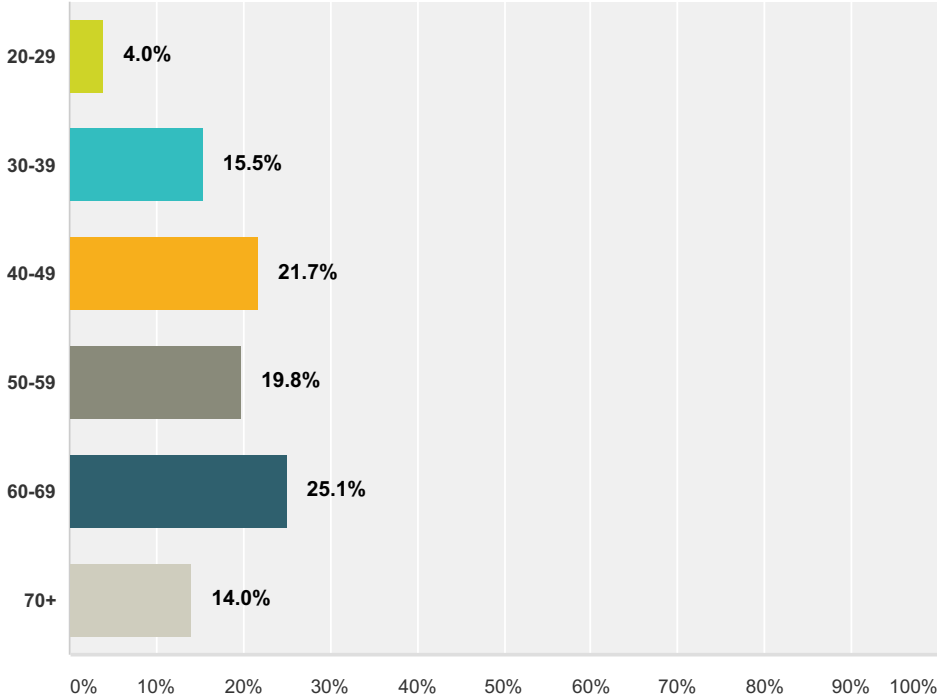
Answered: 1,515 Skipped: 112



Answer Choices	Responses
No kids	37.1% 562
Young children 0-5	11.4% 172
Children between 6-10	9.8% 148
Children 11 years and above	28.7% 435
Not applicable	13.1% 198
<b>Total</b>	<b>1,515</b>

### Q11 How old are you? (optional)

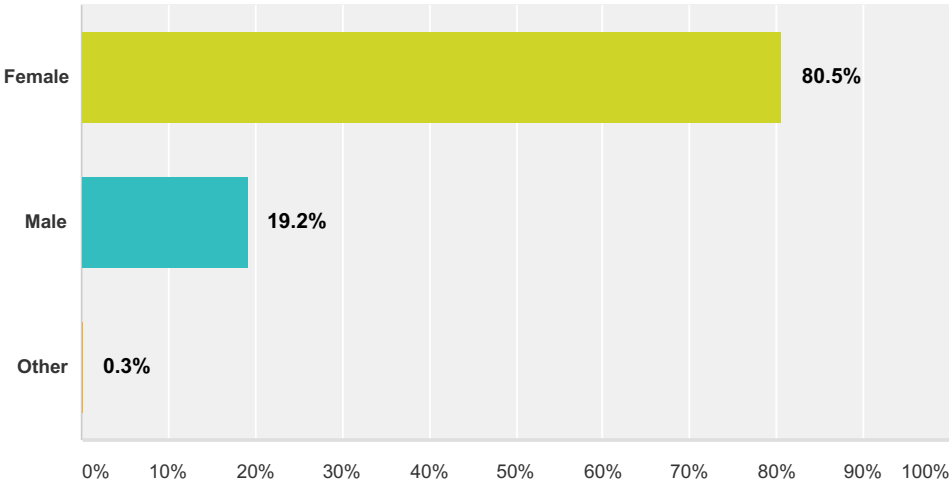
Answered: 1,496 Skipped: 131



Answer Choices	Responses	
20-29	4.0%	60
30-39	15.5%	232
40-49	21.7%	324
50-59	19.8%	296
60-69	25.1%	375
70+	14.0%	209
<b>Total</b>		<b>1,496</b>

### Q12 Gender (optional)

Answered: 1,487 Skipped: 140



Answer Choices	Responses	
Female	80.5%	1,197
Male	19.2%	286
Other	0.3%	4
<b>Total</b>		<b>1,487</b>

**Q13 Email (optional)**

Answered: 305 Skipped: 1,322