

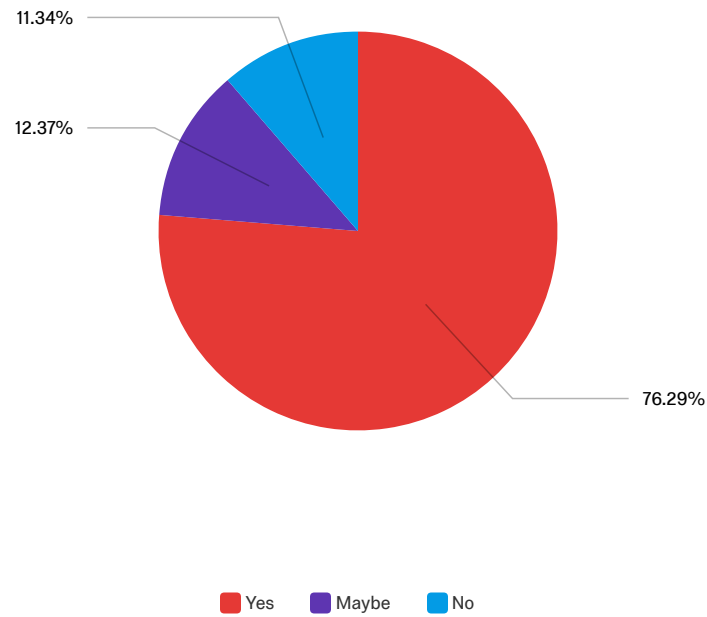
walters

Green Marketing - Walters

May 4, 2018 8:37 PM MDT

Q8 - Do you believe that Climate Change is a current issue?

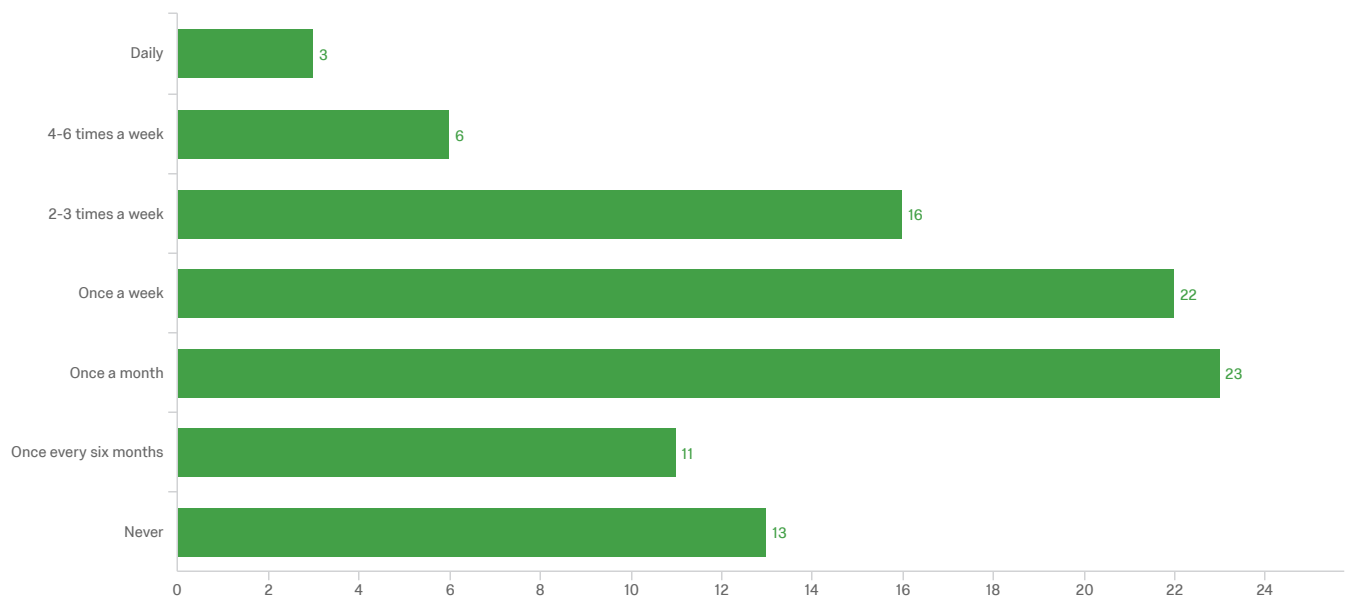
Do you believe that climate change is a current issue?



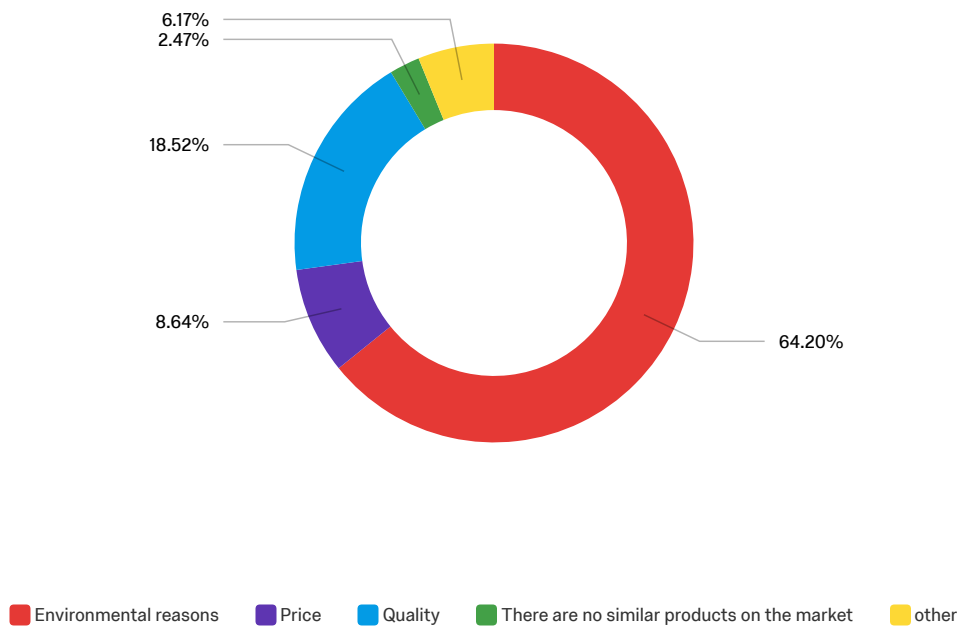
Q9 - Please elaborate your answer to the question "[QID8-QuestionText]"



Q10 - How often do you purchase products that are advertised as "environmentally friendly" or "green"?



Q11 - Why do you purchase Green products?



other

other

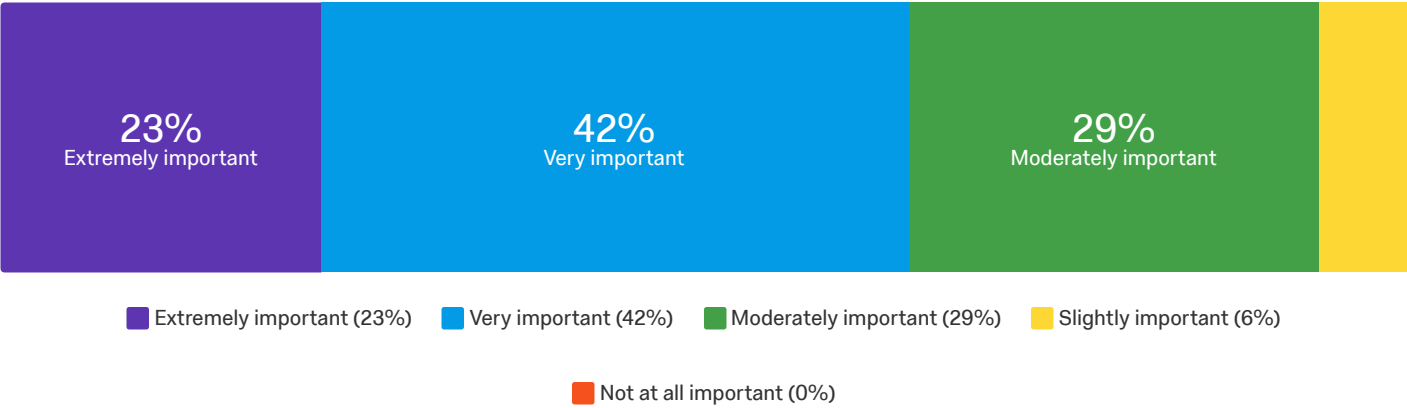
I do not intentionally differentiate green versus non green items.

Healthier for me and my family

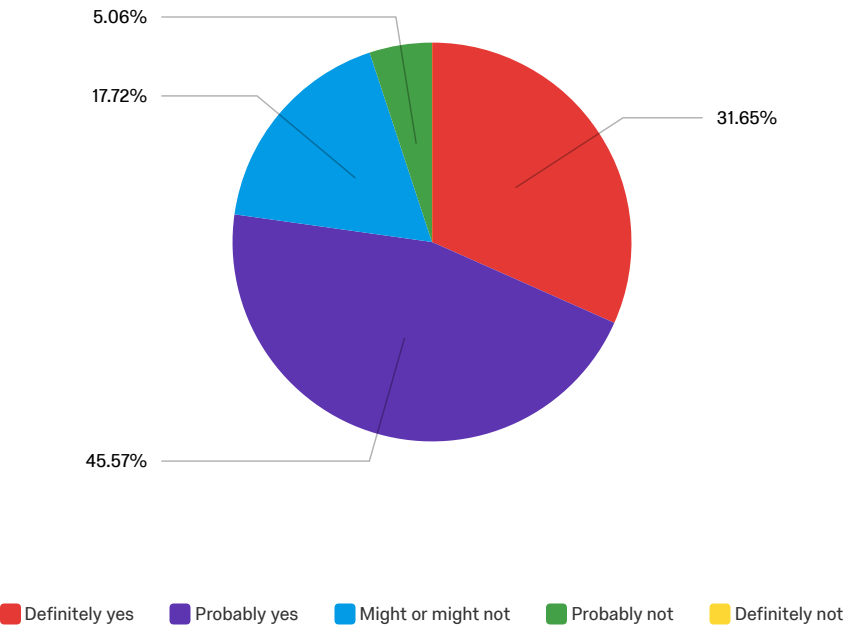
I don't seek green products but would buy them if price and quality are comparable to other options.

price and quality

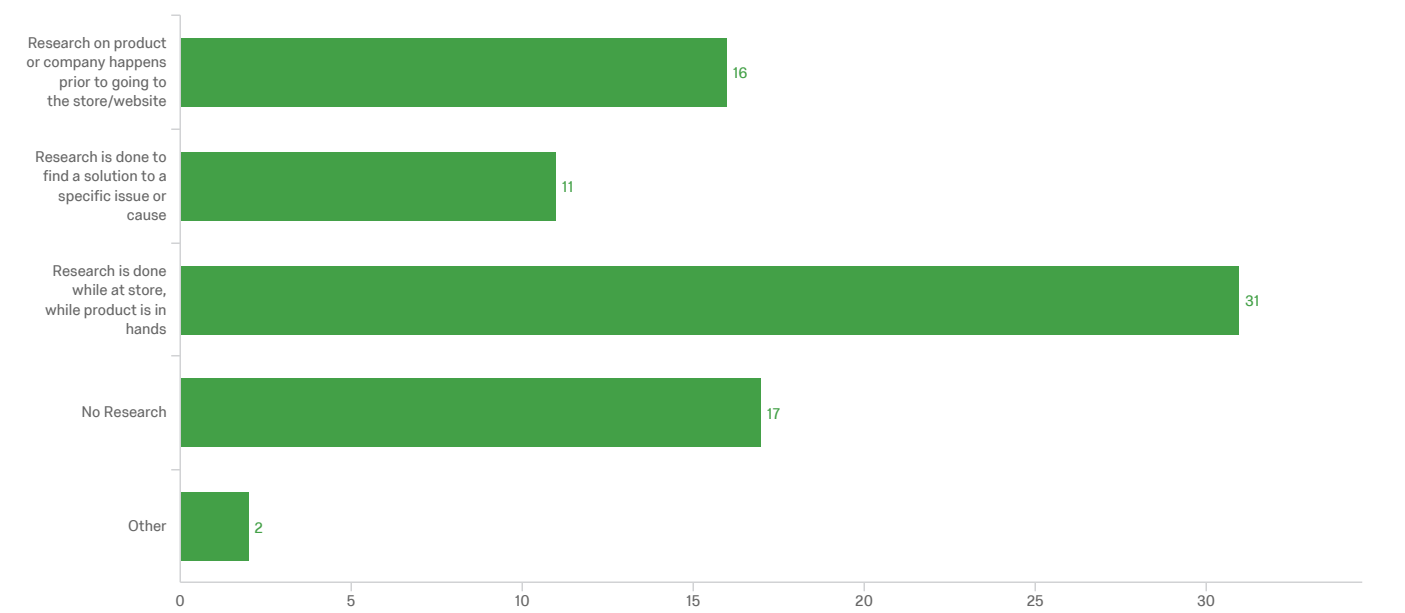
Q12 - How important is sustainability to you?



Q14 - Does a company's stance on sustainability and environmental impact alter your opinion of that company?



Q15 - What kind of research goes into adding a "green" product to your shopping cart?



Q15_5_TEXT - Other

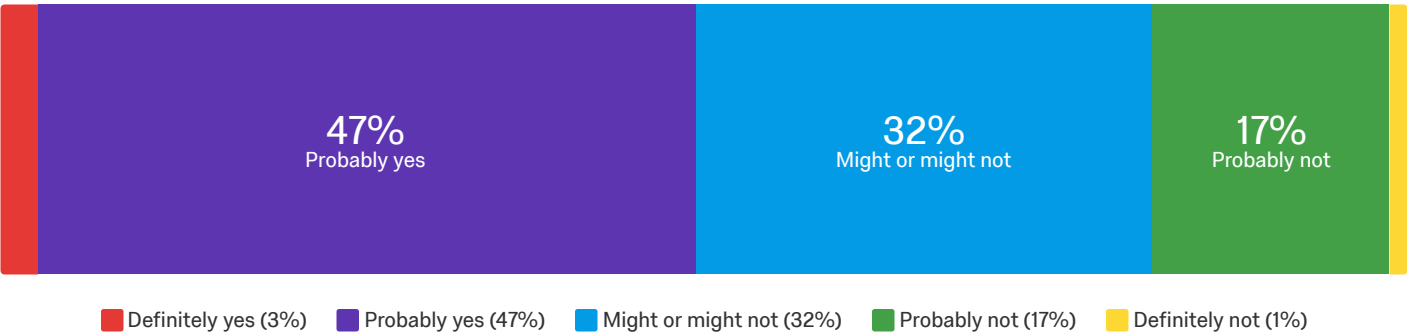
▲
Other

Word for mouth

Research I have done to find something better that will last

Showing Records: 1 - 2 Of 2

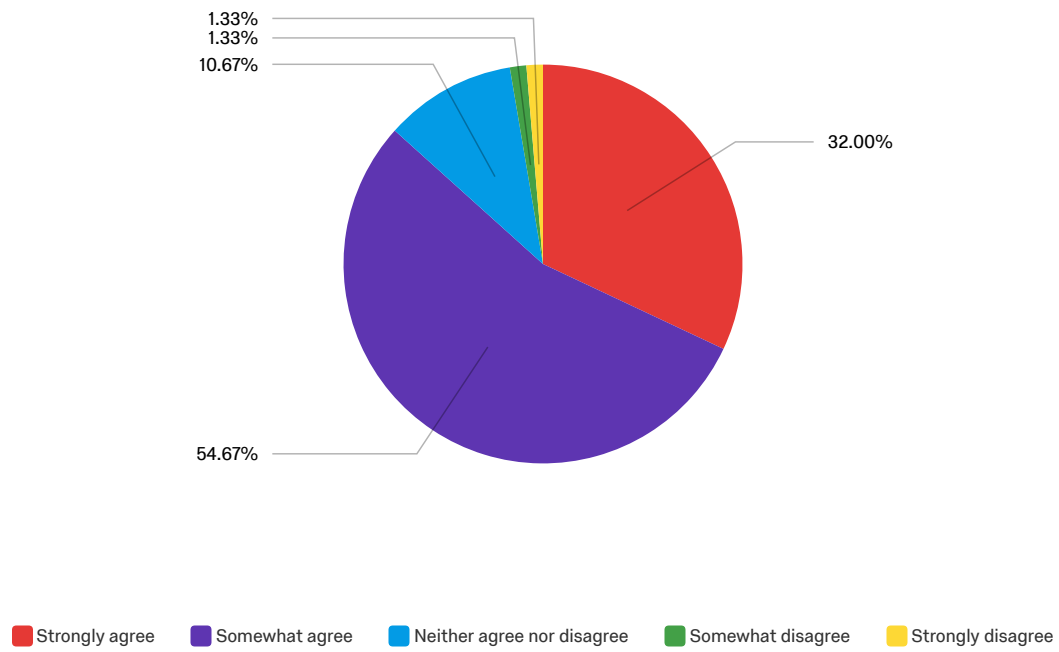
Q16 - Are you confident in the product's/company's claims that their product is truly "green"?



#	Field	Choice Count
1	Definitely yes	2.60% 2
2	Probably yes	46.75% 36
3	Might or might not	32.47% 25
4	Probably not	16.88% 13
5	Definitely not	1.30% 1
		77

Showing Rows: 1 - 6 Of 6

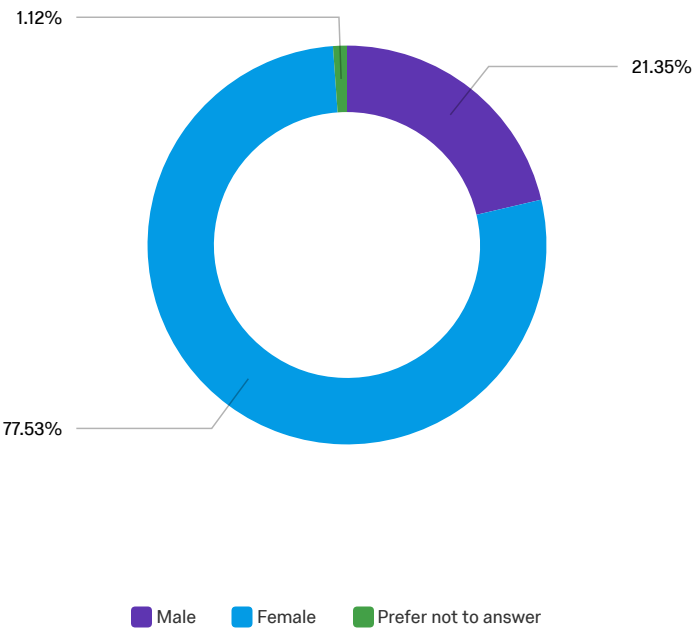
Q17 - Does "Green Marketing" often target a specific demographic or group?



Q18 - Please describe the the demographic or group you believe "Green Marketing" often targets.



Q3 - Are you...



#	Field	Choice Count
1	Male	21.35% 19
2	Female	77.53% 69
3	Prefer not to answer	1.12% 1
		89

Showing Rows: 1 - 4 Of 4

Q4 - Choose one or more races that you consider yourself to be:

#	Field	Choice Count
1	White	84.44% 76
2	Black or African American	0.00% 0
3	Hispanic	6.67% 6
4	American Indian or Alaska Native	1.11% 1
5	Asian	2.22% 2
6	Native Hawaiian or Pacific Islander	0.00% 0
7	Other	3.33% 3
8	Prefer not to answer	2.22% 2
		90

Showing Rows: 1 - 9 Of 9

Q5 - What is your year of birth?



Q6 - Information about income is very important to understand. Would you please give your best guess?

Count

#	Field	Choice Count
1	Less than \$10,000	7.95% 7
2	\$10,000 - \$19,999	6.82% 6
3	\$20,000 - \$29,999	1.14% 1
4	\$30,000 - \$39,999	1.14% 1
5	\$40,000 - \$49,999	4.55% 4
6	\$50,000 - \$59,999	7.95% 7
7	\$60,000 - \$69,999	6.82% 6
8	\$70,000 - \$79,999	2.27% 2
9	\$80,000 - \$89,999	1.14% 1
10	\$90,000 - \$99,999	4.55% 4
11	\$100,000 - \$149,999	14.77% 13
12	More than \$150,000	20.45% 18
13	Prefer not to answer	20.45% 18
		88

Q7 - What is your Zip Code?

What is your Zip Code?

60133

60517

60115

60107

60162

53120

60950

60107

60107

60004

15367

60126

60073

49242

60194

60175

98346

60614

60175

60175

60560

6520-

61008

53713

60560

98012

60545

60112

60175

60134

85297

56359

60107

60538

60538

60548

60545

85138

60510

46324

60560

60561

60540

60615

60543

60152

60098

60605

60177

60512

60545

60536

60081

60613

60560

60120

60560

30322

60107

33880

60107

60123

85234

60177

60655

60602

60107

60107

60175

60177

60123

60103

53703

60546

60175

60107

53212

60175

60115

60133

63021

60174

60540

60174

60115

60115

60175

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End of Report