

Some people have begun using the word “Green” very commonly in today’s vocabulary and headlines. Please indicate what you feel is the best description of the word “Green.” (ranked by total %)

	Total
Refers to being a good steward of the earth who cares about ecology	92%
Refers to American money	3%
Refers to the economy	2%
Refers to something not-ripe or someone not practiced	1%
Haven’t heard it used	1%
Don’t know/unsure	0%

Which of the following statements do you most agree with? (ranked by total %)

	Total
Global Warming is a scientifically proven fact	62%
Global Warming is just a theory	26%
I am not familiar enough with global warming to know if it's fact or theory	12%
I am not at all familiar with global warming	0%

Do you recycle or practice green behaviors at home? (ranked by total %)

	Total
Yes	87%
No	13%

Thinking about recycling and green practices observed in your home, please rate how green your home is using a 5-point scale where one is “not green at all” and five is “completely green.”

N = those respondents who practice green behaviors at home

	Total
1- Not at all green	0%
2- A little green	30%
3- More than a little green	44%
4- Very green	23%
5- Completely green	3%

How does the area in which you live offer recycling? (ranked by total %)

Note: more than one response was accepted

	Total
Curbside pickup of all recyclable materials	36%
Self drop-off recycling	35%
Curbside pickup of some recyclable materials	28%
Curbside pickup provided by a private company	11%
No recycling options are offered	10%
Internal recycling practices in apartment or condo building for some recyclable materials	5%
Internal recycling practices in apartment or condo building for all recyclable materials	4%
Don't know	2%
Other	1%

Which of the following do you do? (ranked by total %)

Note: more than one response was accepted

	Total
Conserve electricity at home	82%
Recycle paper, newspapers and/or cardboard	73%
Recycle plastic or glass	71%
Conserve water at home	70%
Use energy efficient light bulbs	69%
Use online banking/bill paying/bill receipt to avoid paper use	62%
Reuse products, such as reusing a butter container as a storage container	60%
Purchase products made of recyclable materials	48%
Use reusable grocery bags	47%
Purchase biodegradable products	39%
Purchase products which indicate on their labels they are "green"	29%

(continued)

Which of the following do you do? (continued) *(ranked by total %)*

Note: more than one response was accepted

	Total
Water-wise landscaping or xeriscaping	24%
Take public transportation, or bike/walk to work	20%
Composting	18%
Carpool to work	10%
Solar energy	4%
Use cloth diapers rather than disposable diapers	4%
Drive a hybrid or electric car	3%
Alternative energy	3%
Use recycled bio-fuel	2%
Other	7%
None of the above	1%

Do you plan to participate in any of the items previously mentioned? Please use a 5-point scale, where one means "definitely not" and five means "definitely will".

N = those respondents who don't participate in any green behaviors listed

	Total
1 - Definitely not	30%
2 - Probably not	10%
3 - Maybe	40%
4 - Probably will	20%
5 - Definitely will	0%

Are you aware that the government offers tax credits for purchasing energy efficient appliances? (ranked by total %)

	Total
Yes	65%
No	35%

How long have you been living a more earth-friendly lifestyle?

N = those respondents who participate in at least one of the green behaviors listed

	Total
Less than one year	8%
1-2 years	23%
3-4 years	24%
5-10 years	21%
More than 10 years	19%
Don't know	6%

Do you see the amount of green practices you partake in increasing, decreasing or staying the same in the future? (ranked by total %)

N = those respondents who participate in at least one of the green behaviors listed

	Total
Increasing	83%
Staying the same	13%
Decreasing	1%
Don't know	3%

Which of the following statements do you find to be true: (ranked by total %)

N = those respondents who participate in at least one of the green behaviors listed

	Total
Living green saves me money	44%
I see no financial difference by living green	28%
Living green costs me money	22%
Don't know	7%

Are you willing to pay more money for products that are green – such as products that are organic, biodegradable or made of recyclable materials? Please use a 5-point scale, where one means "not at all willing" and five is "completely willing."

N = those respondents who participate in at least one of the green behaviors listed

	Total
1- Not at all willing	9%
2	15%
3	44%
4	23%
5- Completely willing	9%

How much does the slowing economy affect your purchasing habits of products that are organic, biodegradable or made of recyclable materials? Please use a 5-point scale, where one is “doesn’t affect at all” and five is “completely affects” your purchasing habits.

N = those respondents who participate in at least one of the green behaviors listed

	Total
1 - Doesn't affect at all	13%
2	12%
3	37%
4	25%
5 - Completely affects	13%

What motivates you to recycle and practice a green lifestyle? (ranked by total %)

Note: more than one response was accepted

N = those respondents who participate in at least one of the green behaviors listed

	Total
I know it's the right thing to do to save the earth	77%
I want a better future for our children	64%
I feel guilty if I don't	32%
I'm scared of what will happen if I don't	26%
Information printed on products suggesting that I recycle or how to recycle	25%
Public service or advertising reminders	21%
Social pressure	8%
None of the above	7%

What do you consider to be the largest benefit to living green? (ranked by total %)

N = those respondents who participate in at least one of the green behaviors listed

	Total
Improving the world for generations to come	73%
Personal gratification	15%
Financial benefit	6%
Socially popular	2%
Something else	4%

Why don't you recycle or practice green behaviors? (ranked by total %)

Note: more than one response was accepted

N = those respondents who don't participate in any green behaviors listed

	Total
It's too much work and effort	40%
I'm not sure how to or what to do	30%
I don't think it's important or necessary	30%
Takes too much time	20%
Costs too much money	10%
Community I live in doesn't offer recycling	0%
Other	10%

Do you plan on starting to recycle or practice earth friendly living in the future?
(ranked by total %)

N = those respondents who don't participate in any green behaviors listed

	Total
No	40%
Unsure	40%
Yes	20%

Are you aware that many green practices can actually save you money?
(ranked by total %)

N = those respondents who don't participate in any green behaviors listed

	Total
No	60%
I've heard that, but don't believe it.	30%
Yes	10%

Does the company you work for recycle or practice green behaviors?
(ranked by total %)

	Total
Yes	43%
No	18%
Don't know	11%
Not formally employed	28%

Which of the following best describes how you feel about approaching the appropriate people to go green? *(ranked by total %)*

N = those respondents whose company's don't practice green behaviors

	Total
It's not something I care to do	23%
I have tried and the idea has been rejected	19%
I have tried and we are in the process of doing so	18%
Our organization is too big for me to create change	12%
I would be intimidated to bring it up	3%
None of the above	26%

Which of the following does your company do? (ranked by total %)

Note: more than one response was accepted

N = those respondents whose company's do practice green behaviors

	Total
Recycle paper, newspapers and/or cardboard	88%
Recycle plastic or glass	70%
Conserve electricity on off-hours	57%
Use energy efficient light bulbs	47%
Conserve water	34%
Allow "work from home" days	32%
Use online banking/bill paying to avoid paper use	28%
Water-wise landscaping or xeriscaping	23%
Purchase products made of recyclable materials	23%
Use vendors who are also green	23%
Purchase biodegradable products	22%
Organized carpools to work	19%
Energy conservation programs through utility provider	18%
Pays for public transportation or bike/walk initiatives	16%

(continued)

Which of the following does your company do? (continued) (ranked by total %)

Note: more than one response was accepted

N = those respondents whose company's do practice green behaviors

	Total
Solar energy	9%
Alternative energy	8%
Use recycled bio-fuels	6%
Require "work from home" days	5%
None of the above	1%
Don't know	4%

If your company paid for public transportation for employees, would you take public transportation to work? (ranked by total %)

N = those respondents whose company's don't pay for public transportation

	Total
Yes	46%
No	28%
Don't know	14%
Not Applicable	12%

How long has your company been green?

N = those respondents whose company's do practice green behaviors

	Total
More than 10 years	12%
5-10 years	23%
3-4 years	16%
1-2 years	17%
Less than one year	5%
Don't know	28%

Why do you think more companies are going green? (ranked by total %)

	Total
Just following the trend	31%
Genuine concern for the earth	30%
As a marketing ploy	26%
To improve employee moral	7%
Other	6%

Do you have children under the age of 18? (ranked by total %)

	Total
No	56%
Yes	44%

Which of the following statements best describes how you feel your children have influenced your thoughts and practices in living green?

(ranked by total %)

N = those respondents who have children under the age of 18

	Total
They're not old enough to influence	31%
They've taken the initiative and made the changes in our house	22%
I've never heard them mention it	16%
They've swayed us to make changes in our house	14%
I don't feel influenced by my children	11%
They've tried, but we haven't made any changes	1%
Other	4%

Who of the following do you find influential in practicing green living? Please use a 5-point scale, where one is “not at all influential” and five is “highly influential”.

	1 = Not influential	2	3	4	5 = Highly influential	Mean
Celebrities	40%	13%	22%	17%	9%	2.4
Politicians	34%	13%	24%	18%	10%	2.6
Print news/media	15%	11%	29%	29%	15%	3.2
Television news/media	14%	10%	27%	30%	18%	3.3
Advertising or promos on items purchased	15%	11%	28%	30%	15%	3.2
Websites/blogs	25%	19%	28%	20%	9%	2.7
Neighbors	19%	17%	28%	25%	12%	2.9
Co-workers	23%	15%	29%	22%	11%	2.8
Friends	11%	9%	24%	33%	23%	3.5
Family	9%	7%	22%	33%	27%	3.6

What *first* influenced you to become aware of the earth & the need to practice green living? (ranked by total %)

	Total
Media	24%
Friend or family member	19%
Advertisements	13%
Non-profit organizations, such as greenpeace (etc)	11%
Teacher	9%
Child/ children	4%
Co-worker	2%
Other	18%

How much influence do you have on others to live green? Please use a 5-point scale, where one is “not at all influential” and five is “completely influential.”

	Total
1 - Not at all influential	10%
2	18%
3	45%
4	22%
5 - Completely influential	4%

How much involvement do you think the government should have in regulation of green practices of companies? Please use a 5-point scale, where one means “no regulation at all” and five means “heavy regulation”.

	Total
1 - No regulation at all	8%
2	9%
3	35%
4	30%
5 - Heavy regulation	18%

How much involvement do you think the government should have in regulation of green practices of consumers? Please use a 5-point scale, where one means “no regulation at all” and five means “heavy regulation”.

	Total
1 - No regulation at all	15%
2	16%
3	38%
4	22%
5 - Heavy regulation	10%

Overall, which of the following best describes your outlook for the future of the earth? (ranked by total %)

	Total
I'm not sure if enough people are contributing to make a difference or if a difference is even possible	36%
I feel that all of the current efforts and increased publicity mean we are heading in the right direction.	31%
I think the damage is already done, but if everyone pulls together it can make a change	27%
I think the damage is already done and it is only going to get worse	6%

Which country do you think is the largest polluter in the world? (ranked by total %)

	Total
United States	58%
China	35%
Japan	1%
United Kingdom	1%
India	1%
Iraq	1%
Mexico	1%

Which country do you think is the leading the way in practicing green living?
(ranked by total %)

	Total
United States	45%
Canada	11%
Sweden	8%
United Kingdom	6%
Germany	4%
Australia	3%
Switzerland	3%
Denmark	2%
France	2%
Japan	2%
Iceland	2%
Netherlands	2%
Norway	2%
Finland	1%
New Zealand	1%
Brazil	1%

(continued)

Which country do you think is the leading the way in practicing green living?
(continued) *(ranked by total %)*

	Total
China	1%
Costa Rica	1%

What is your gender? (ranked by total %)

	Total
Female	61%
Male	39%

What is your age?

	Total
Under 18	0%
19-24	8%
25-34	25%
35-44	25%
45-54	24%
55-64	14%
65-74	3%
75 or older	0%
Refused	0%

Which of the following best describes the area in which you live? (ranked by total %)

	Total
Suburban	46%
Urban	32%
Small town	11%
Rural	10%
Refused	0%

Which of the following best describes the population of the city or town where you live?

	Total
Under 25,000	17%
25,000 – 100,000	33%
100,000 – 500,000	20%
500,000 – 1,000,000	10%
1,000,000+	18%
Refused	2%

What political party are you affiliated with? (ranked by total %)

	Total
Democrat	36%
Republican	27%
Independent	21%
Other	5%
Refused	10%

What is your highest level of education completed?

	Total
Some high school	1%
High school graduate/GED	13%
Some college coursework	25%
Associates Degree	9%
Bachelors Degree	33%
Masters Degree	13%
Doctoral Degree	4%
Refused	1%

What is your employment status? (ranked by total %)

	Total
Employed full-time	53%
Employed part-time	17%
Unemployed, not seeking employment	12%
Retired	8%
Unemployed, but seeking employment	7%
Refused	3%

What is your ethnic heritage? (ranked by total %)

	Total
White/Caucasian	78%
African American	7%
Hispanic	5%
Asian	4%
Native American	1%
Other	2%
Refused	3%

What range does your annual household income fall under?

	Total
Under \$25,000	9%
\$25,001 - \$50,000	19%
\$50,001 - \$75,000	23%
\$75,001 - \$100,000	18%
\$100,001 - \$125,000	11%
More than \$125,000	10%
Refused	9%

What is your current living situation? (ranked by total %)

	Total
Married	57%
Single – live alone	14%
Single – live with roommate(s)	9%
Living with partner/significant other	9%
Separated/Divorced	6%
Widowed	2%
Refused	3%

