

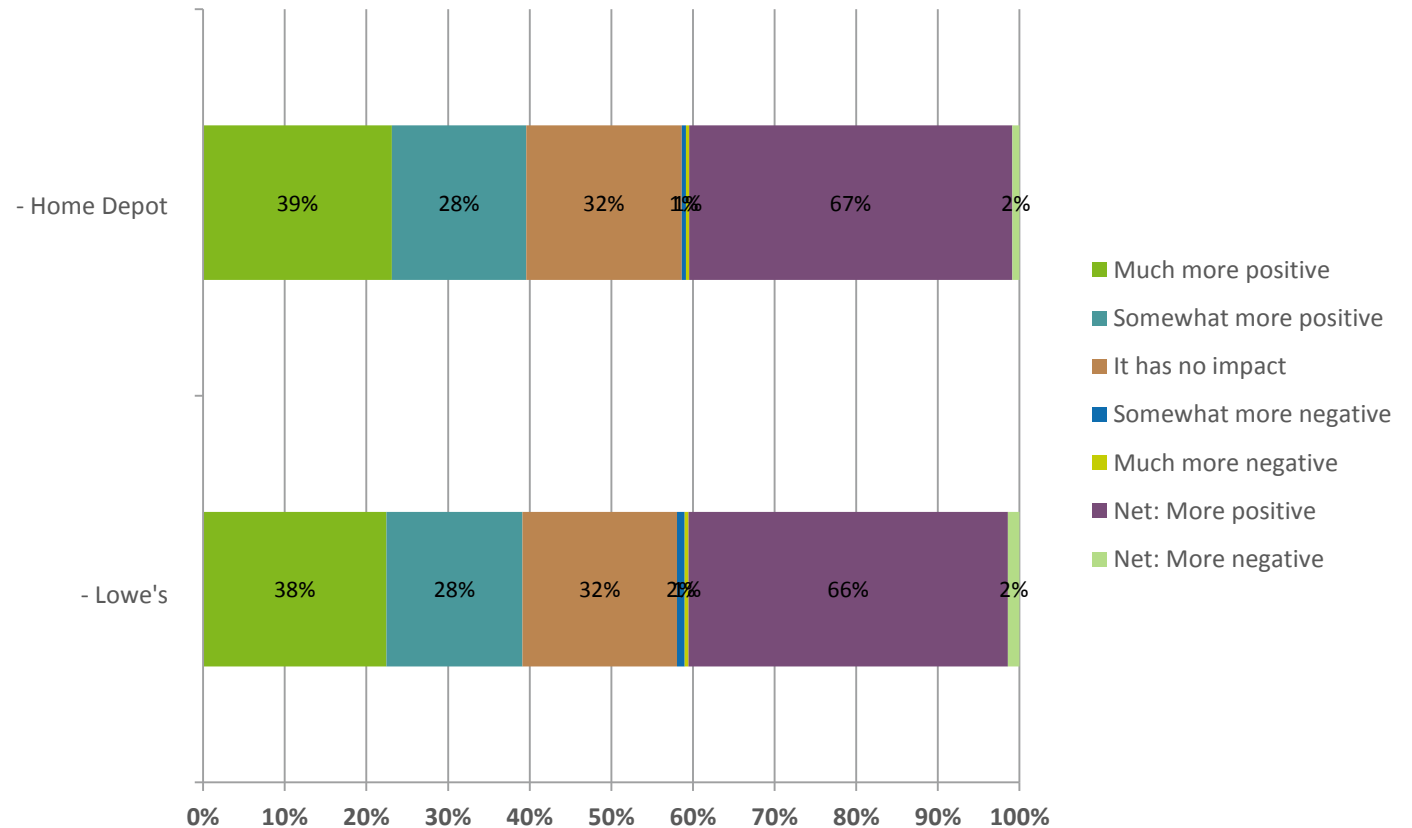


Neonicotinoids

On behalf of Sum of Us and Friends of the Earth
April 2016

Perception of Home Depot and Lowe's

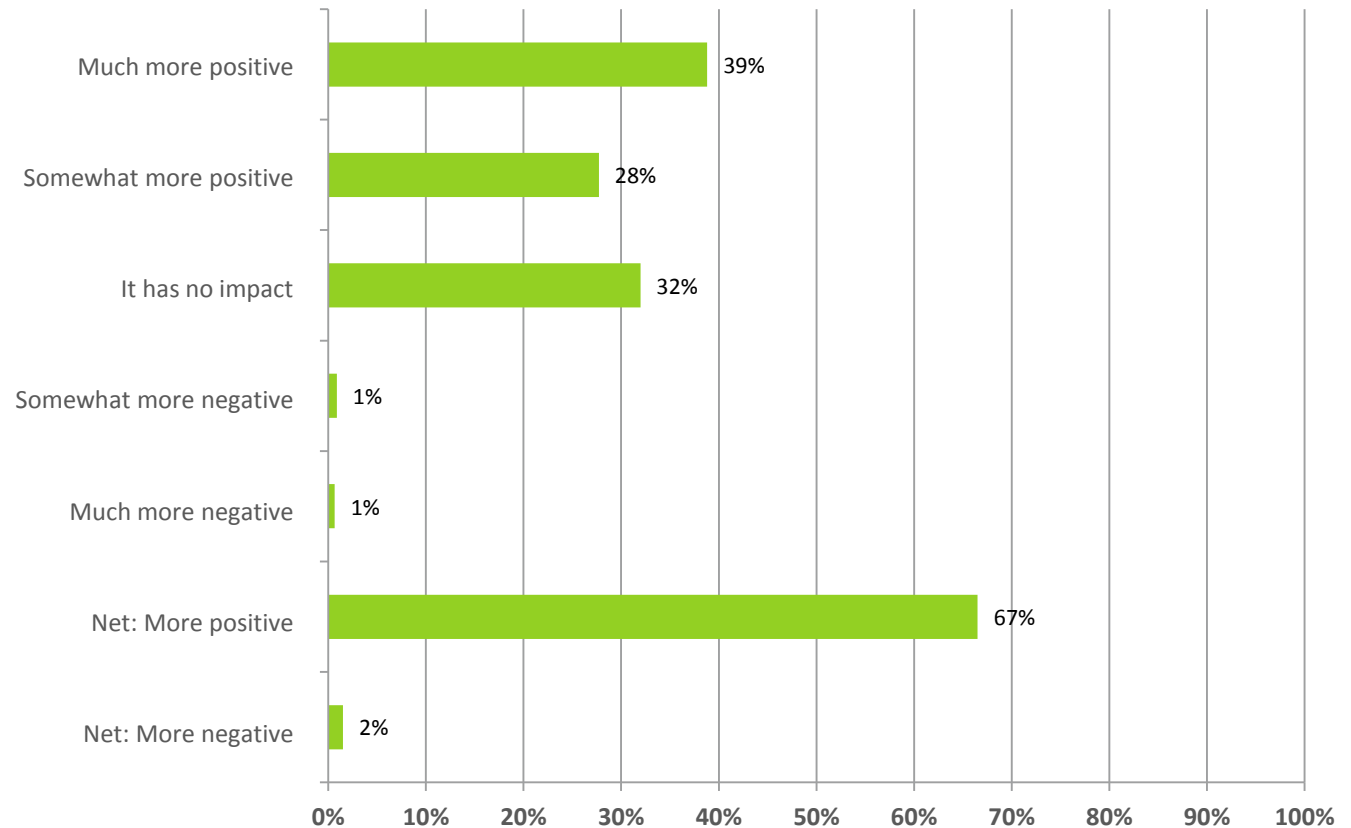
TSN_q4_grid. Home Depot and Lowe's have recently formally committed to eliminating neonics from their products and plants that are pre-treated with them. Knowing this, to what extent is your overall perception of Home Depot and Lowe's more positive or more negative, or does it have no impact? Please select one option on each row. If you were already aware of this commitment, please let us know to what extent your impression changed when you learned about it.



Unweighted base: All US Adults (1119)

Perception of Home Depot

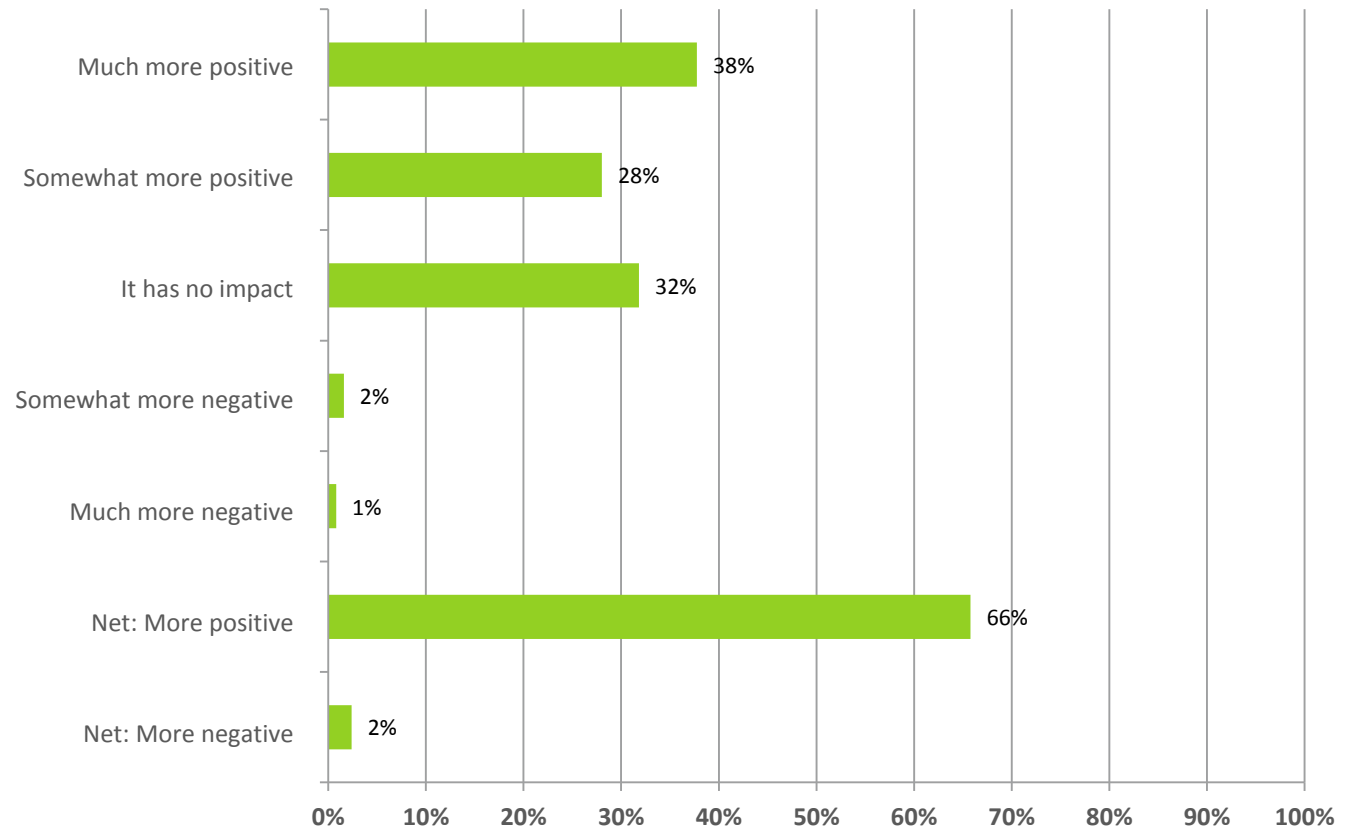
TSN_q4_1. Home Depot and Lowe's have recently formally committed to eliminating neonics from their products and plants that are pre-treated with them. Knowing this, to what extent is your overall perception of Home Depot and Lowe's more positive or more negative, or does it have no impact? Please select one option on each row. If you were already aware of this commitment, please let us know to what extent your impression changed when you learned about it. - Home Depot



Unweighted base: All US Adults (1119)

Perception of Lowe's

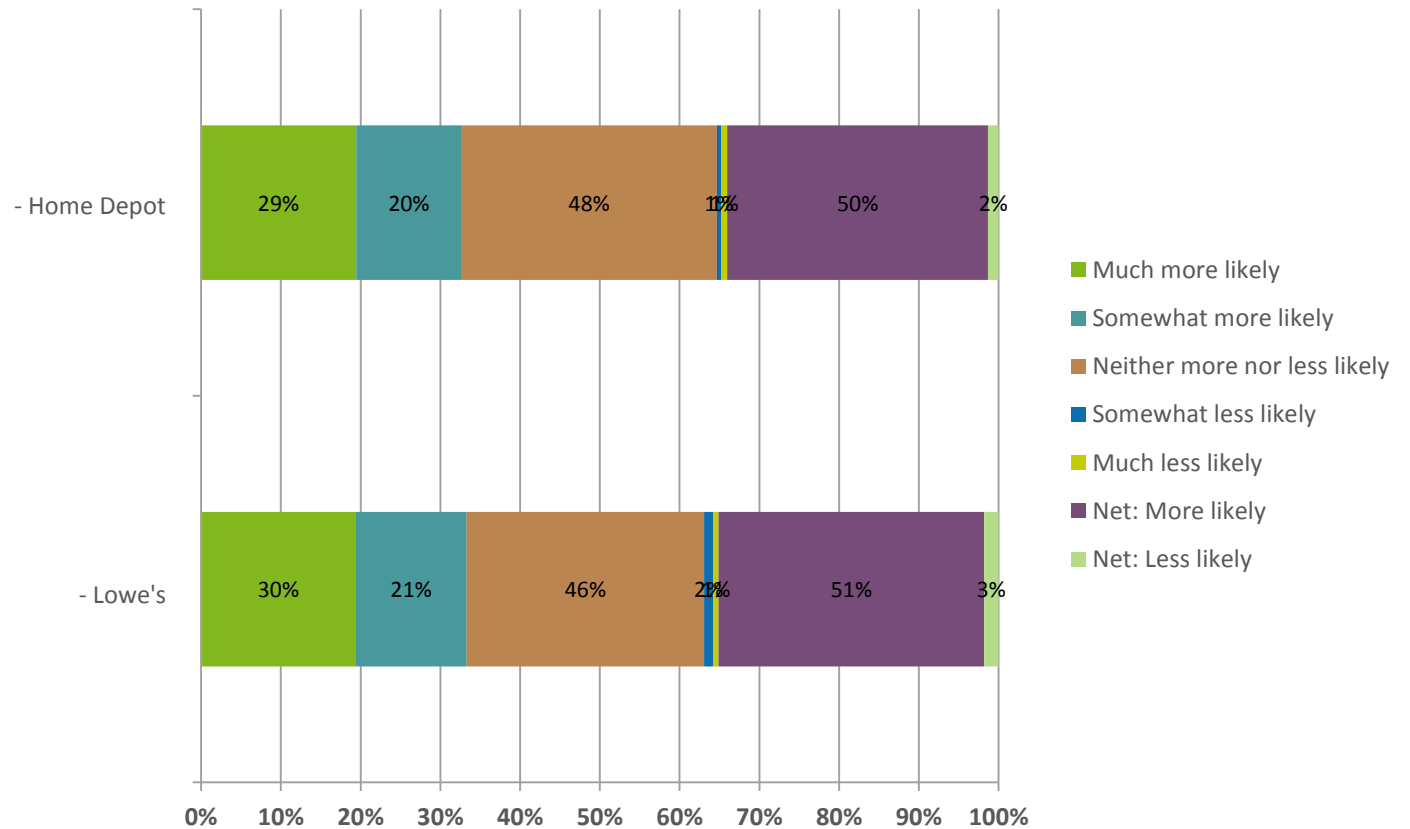
TSN_q4_2. Home Depot and Lowe's have recently formally committed to eliminating neonics from their products and plants that are pre-treated with them. Knowing this, to what extent is your overall perception of Home Depot and Lowe's more positive or more negative, or does it have no impact? Please select one option on each row. If you were already aware of this commitment, please let us know to what extent your impression changed when you learned about it. - Lowe's



Unweighted base: All US Adults (1119)

Likelihood to Shop at Home Depot and Lowe's

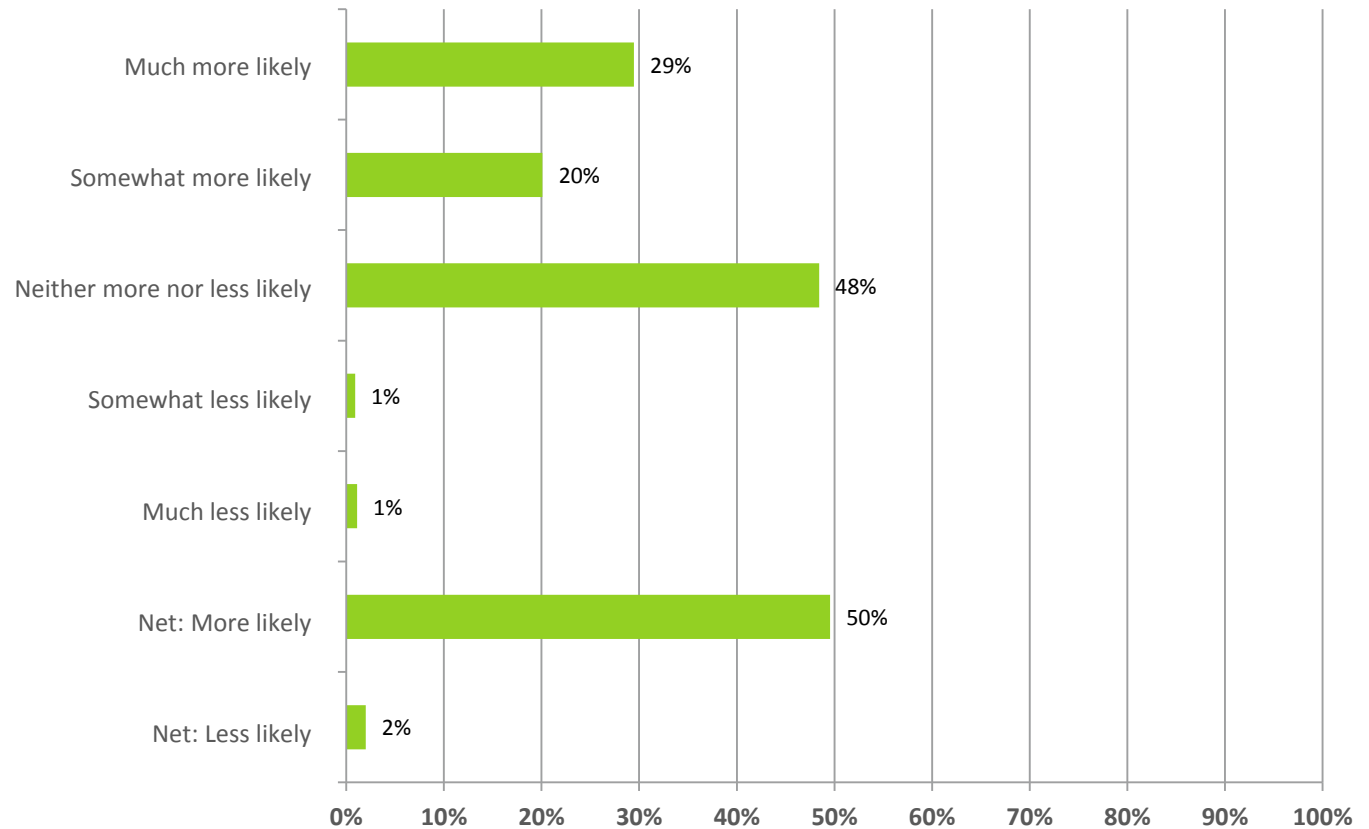
TSN_q5_grid. Based on the fact that Home Depot and Lowe's have formally committed to eliminating neonics...To what extent are you more or less likely to shop at each location? Please select one option on each row.



Unweighted base: All US Adults (1119)

Likelihood to Shop at Home Depot

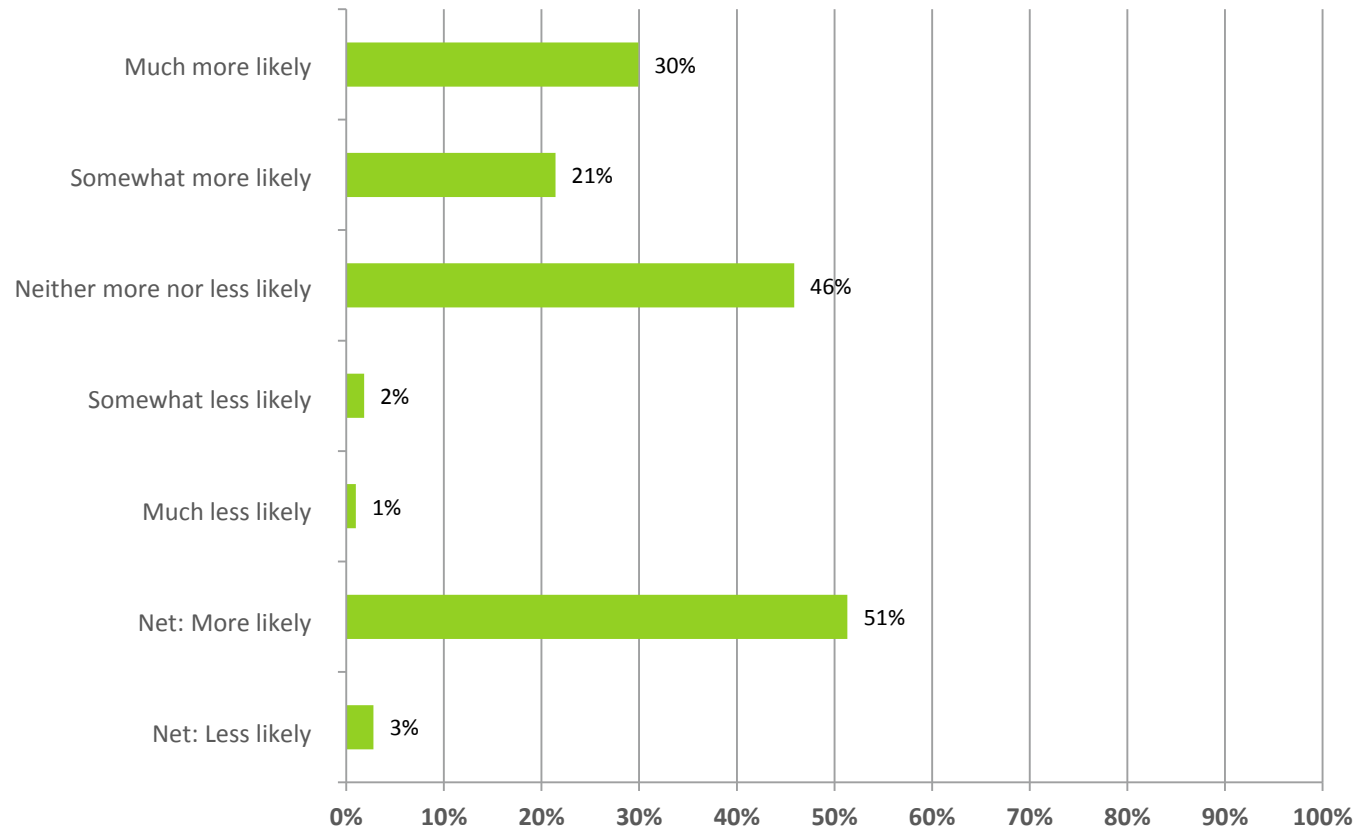
TSN_q5_1. Based on the fact that Home Depot and Lowe's have formally committed to eliminating neonics...To what extent are you more or less likely to shop at each location? Please select one option on each row. - Home Depot



Unweighted base: All US Adults (1119)

Likelihood to Shop at Lowe's

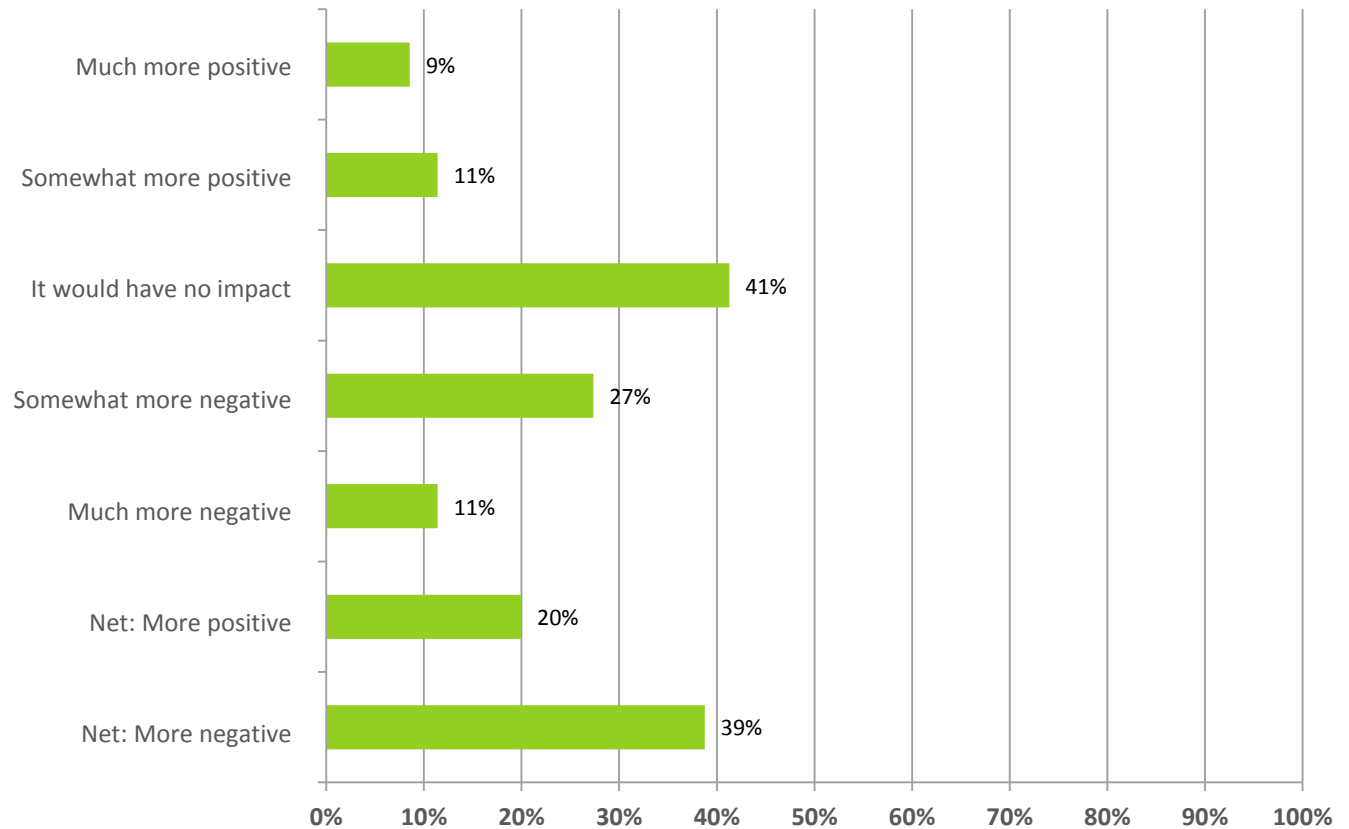
TSN_q5_2. Based on the fact that Home Depot and Lowe's have formally committed to eliminating neonics...To what extent are you more or less likely to shop at each location? Please select one option on each row. - Lowe's



Unweighted base: All US Adults (1119)

Perception of Non-Committing Hardware Stores

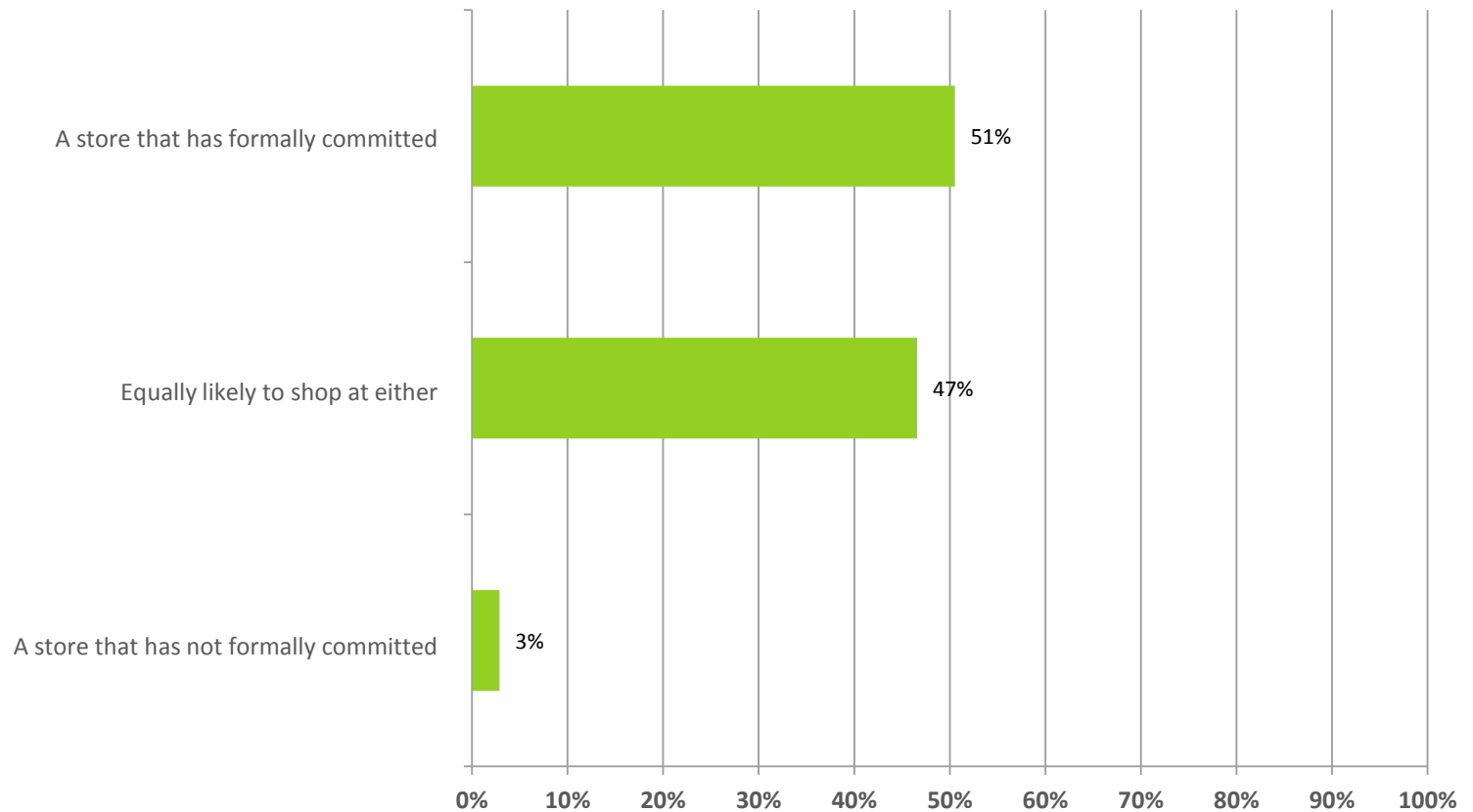
TSN_q6. Some hardware stores have said that they are willing to eliminate neonics from their products, but have not formally committed to doing so. To what extent would you feel more positively or more negatively towards a hardware store that had not formally committed to eliminating neonics from their products, or would it have no impact?



Unweighted base: All US Adults (1119)

Likelihood of Shopping at a Formally Committed vs. Not Formally Committed Store

TSN_q7. Would you be more likely to shop at a hardware store that has formally committed to eliminating neonics from their products or one that has not, or would you be equally likely to shop at either?



Unweighted base: All US Adults (1119)