

**March
4+5 2019**

**Survey size:
1004
Americans**

TOILET PAPER CONSUMER POLL

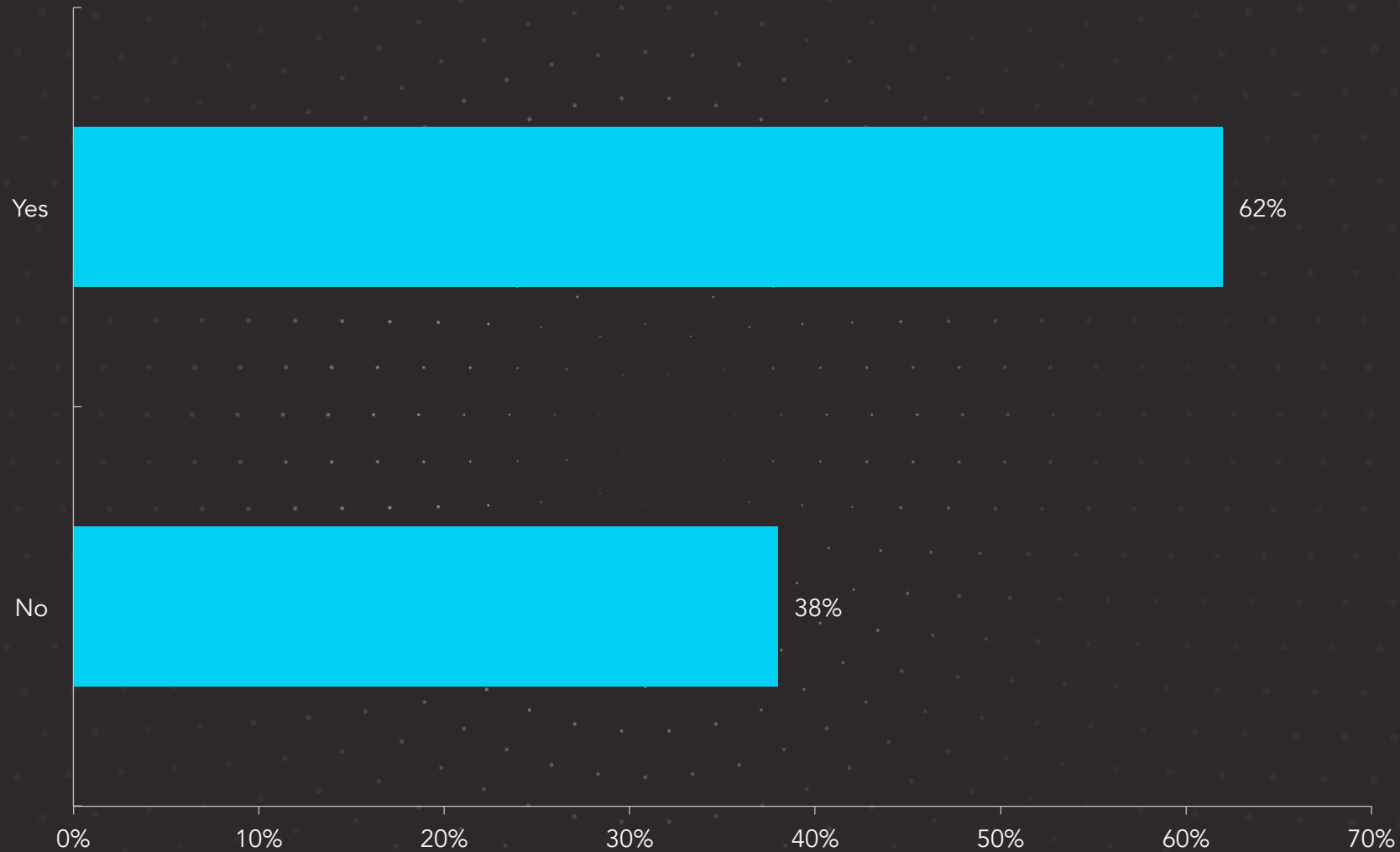
Prepared for:

STAND
.earth

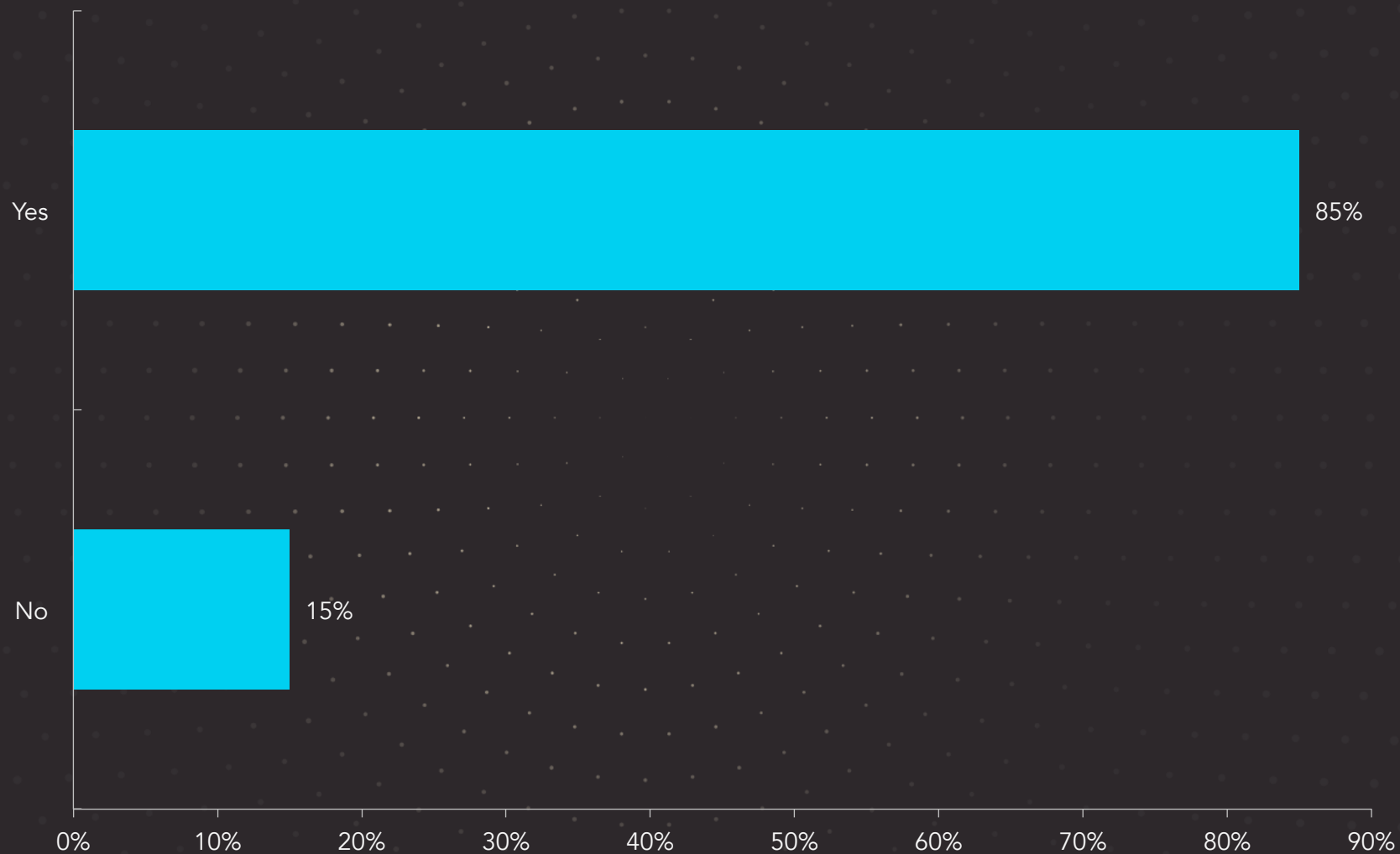


CHARTS - TOILET PAPER SURVEY

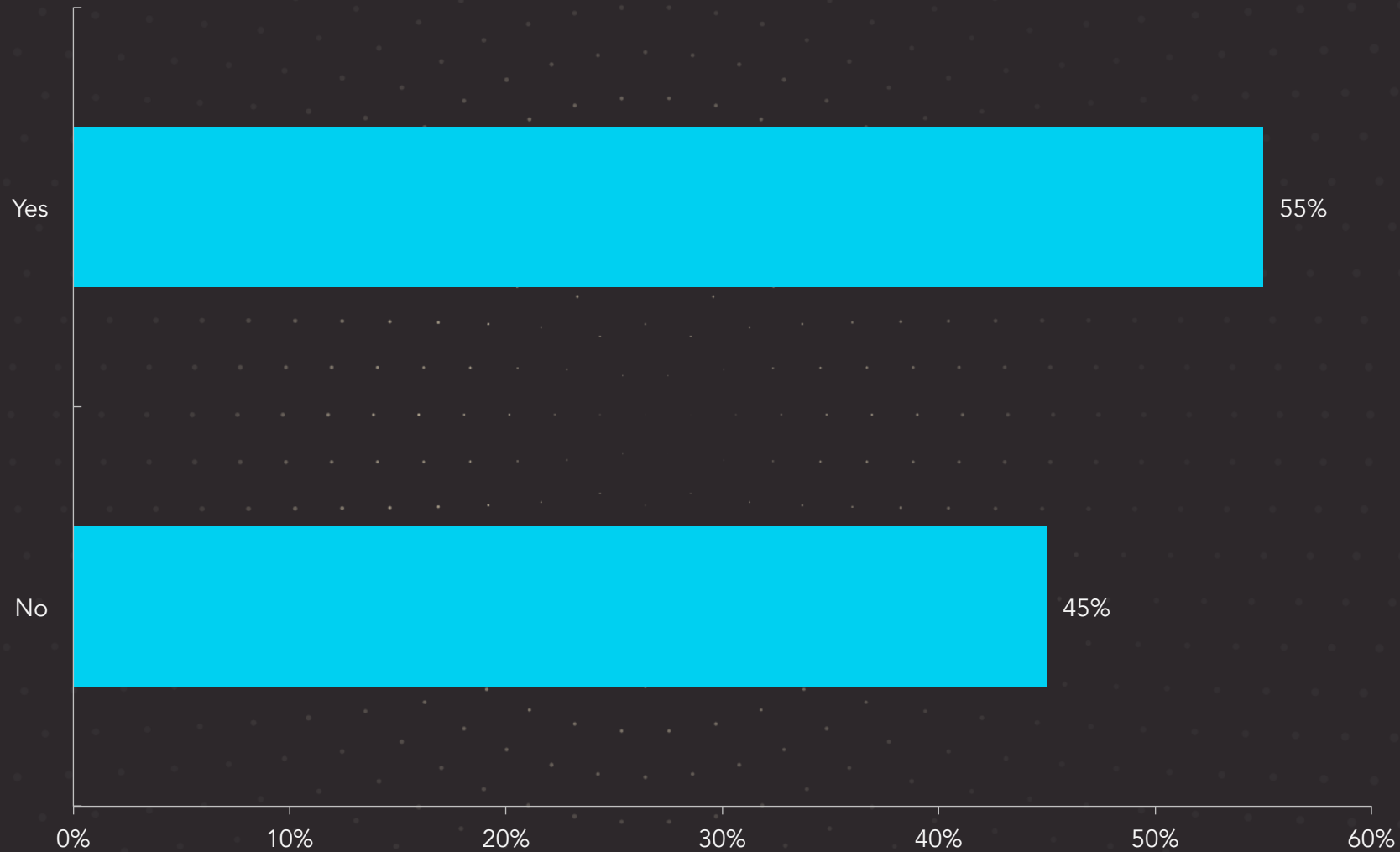
L1. If you knew that your toilet paper was made from clear-cutting globally important forests, would that be concern for you?



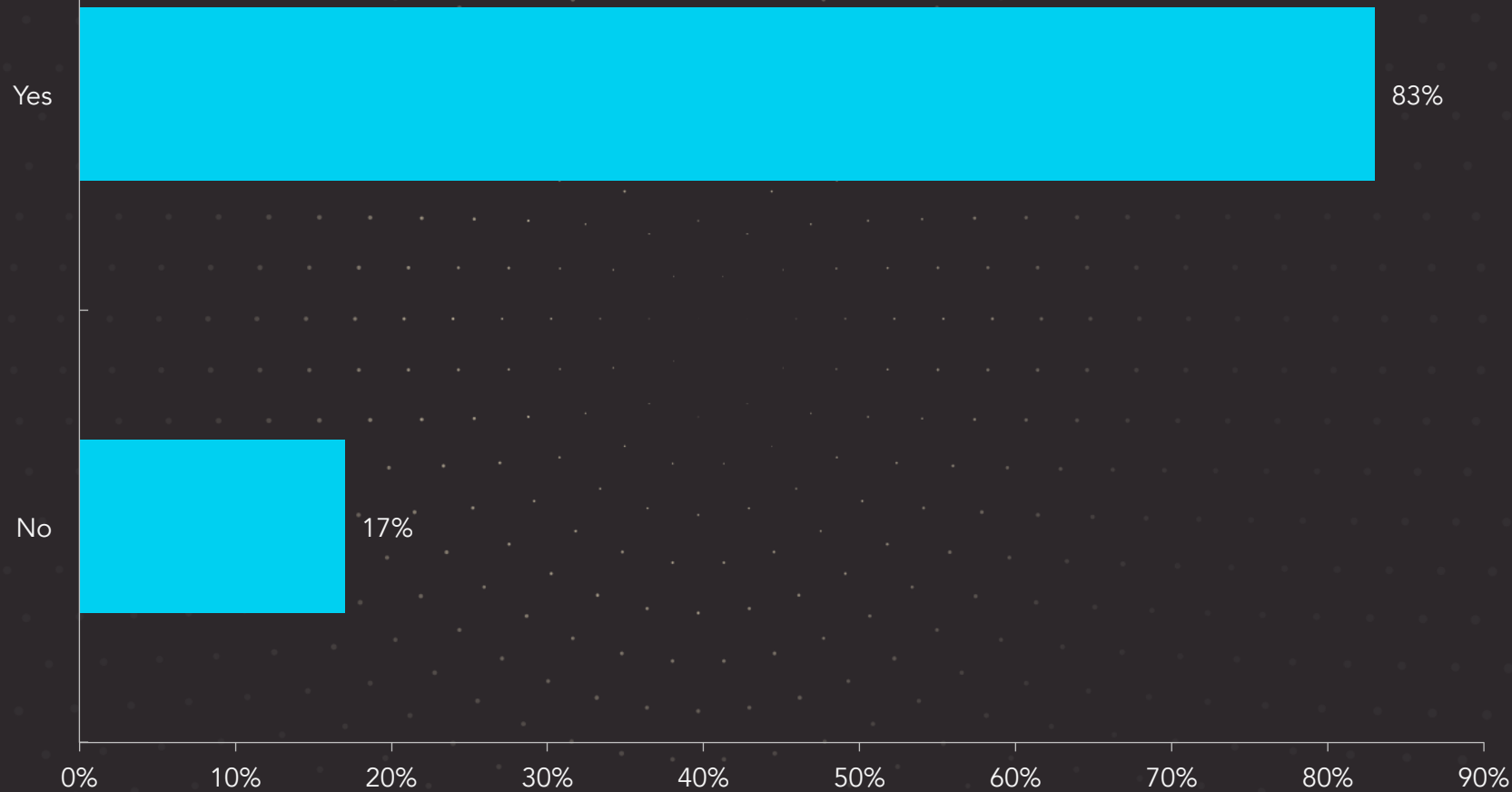
L2. Do you want toilet paper and tissue sector companies to use more environmentally responsible materials?



L3. Do you typically factor environmental consideration into your decision-making when purchasing products?



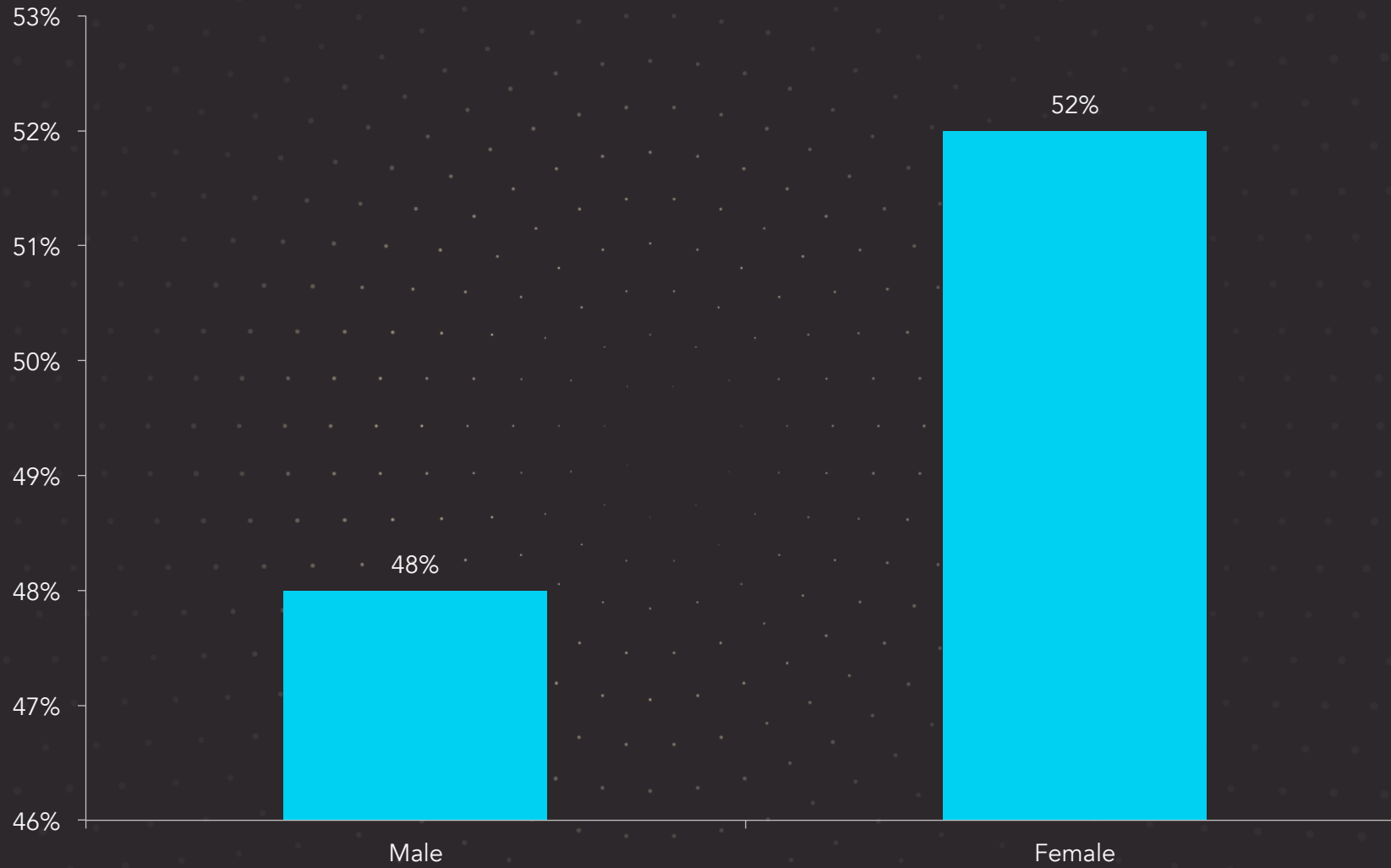
L4. Is it important to you that tissue products meet your quality expectations when manufacturers innovate and develop products that reduce pressure on forests?



CHARTS - DEMOGRAPHICS

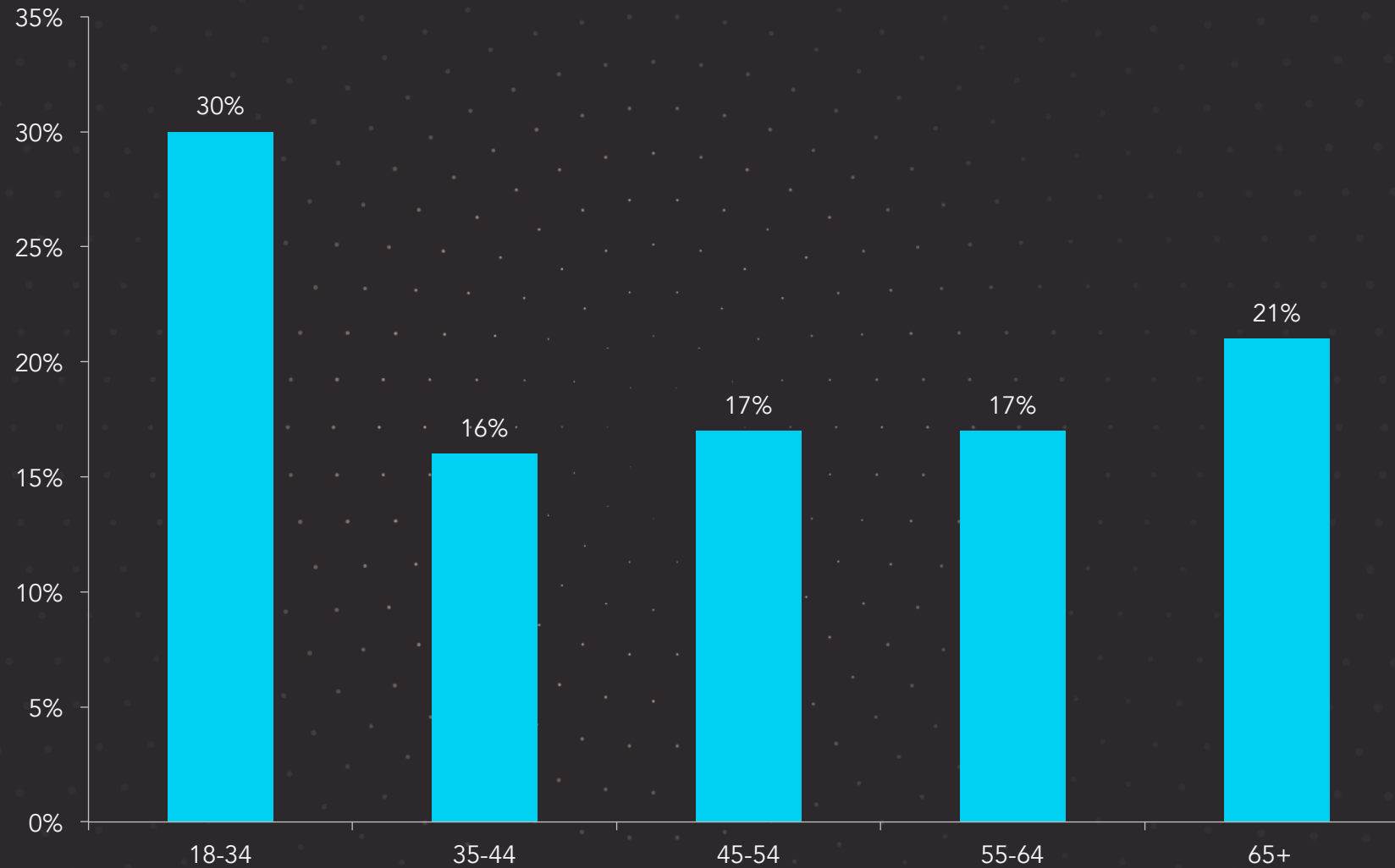
Demo1. Are you...?

ENGINE

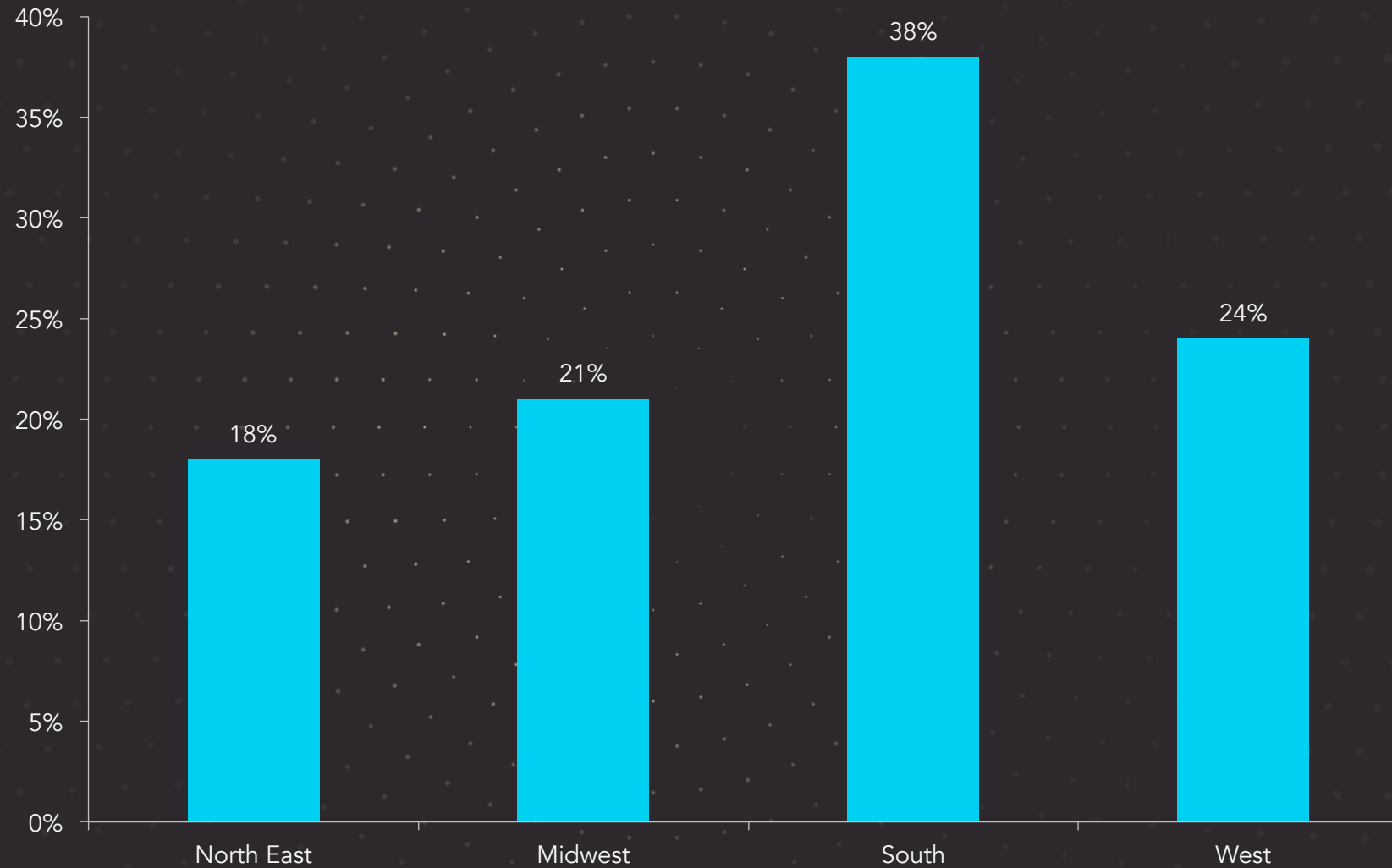


[Base = (Total Respondents) Total: N = 1004]

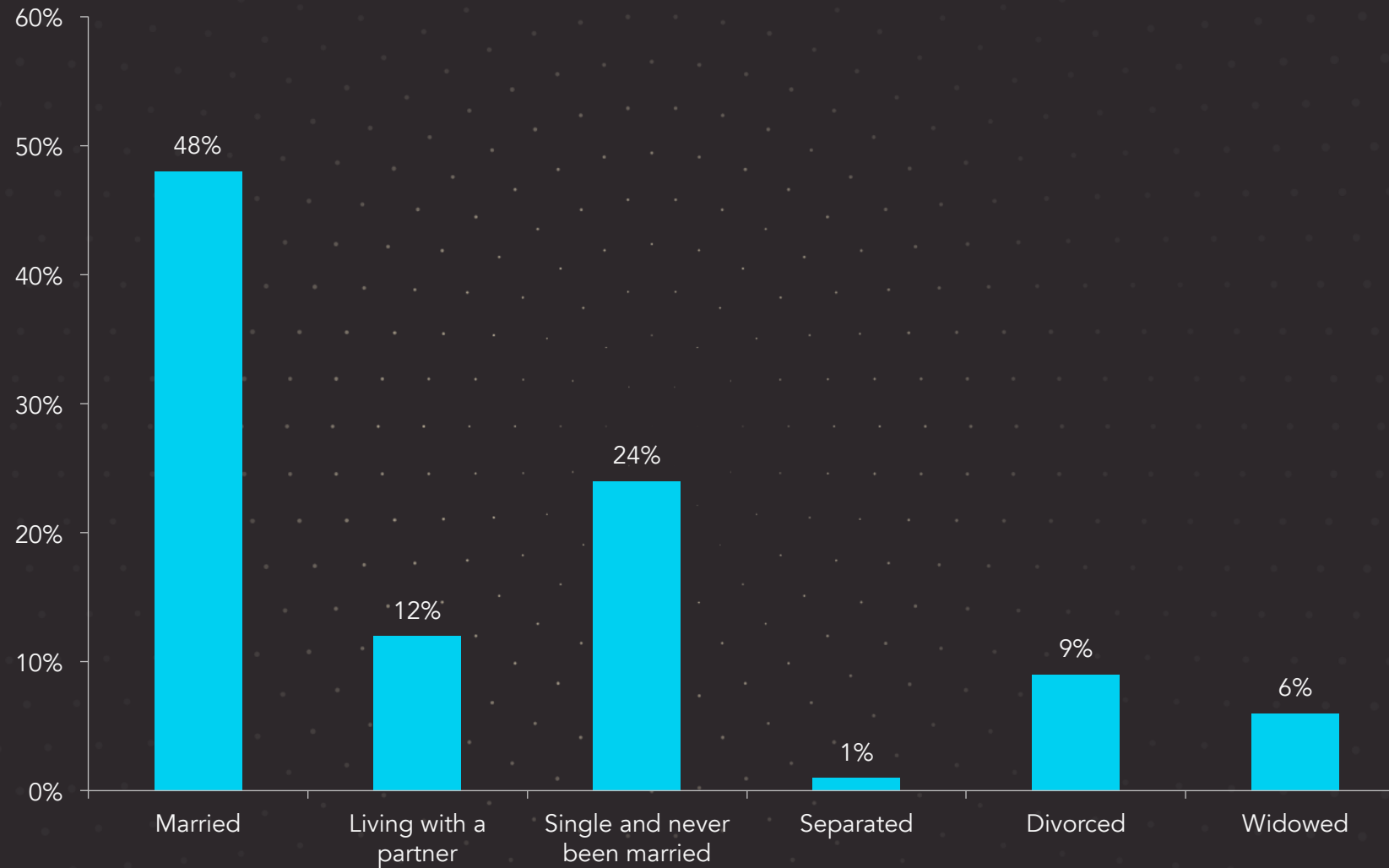
Demo2. What is your age?



Demo3. What state do you live in? (Region)

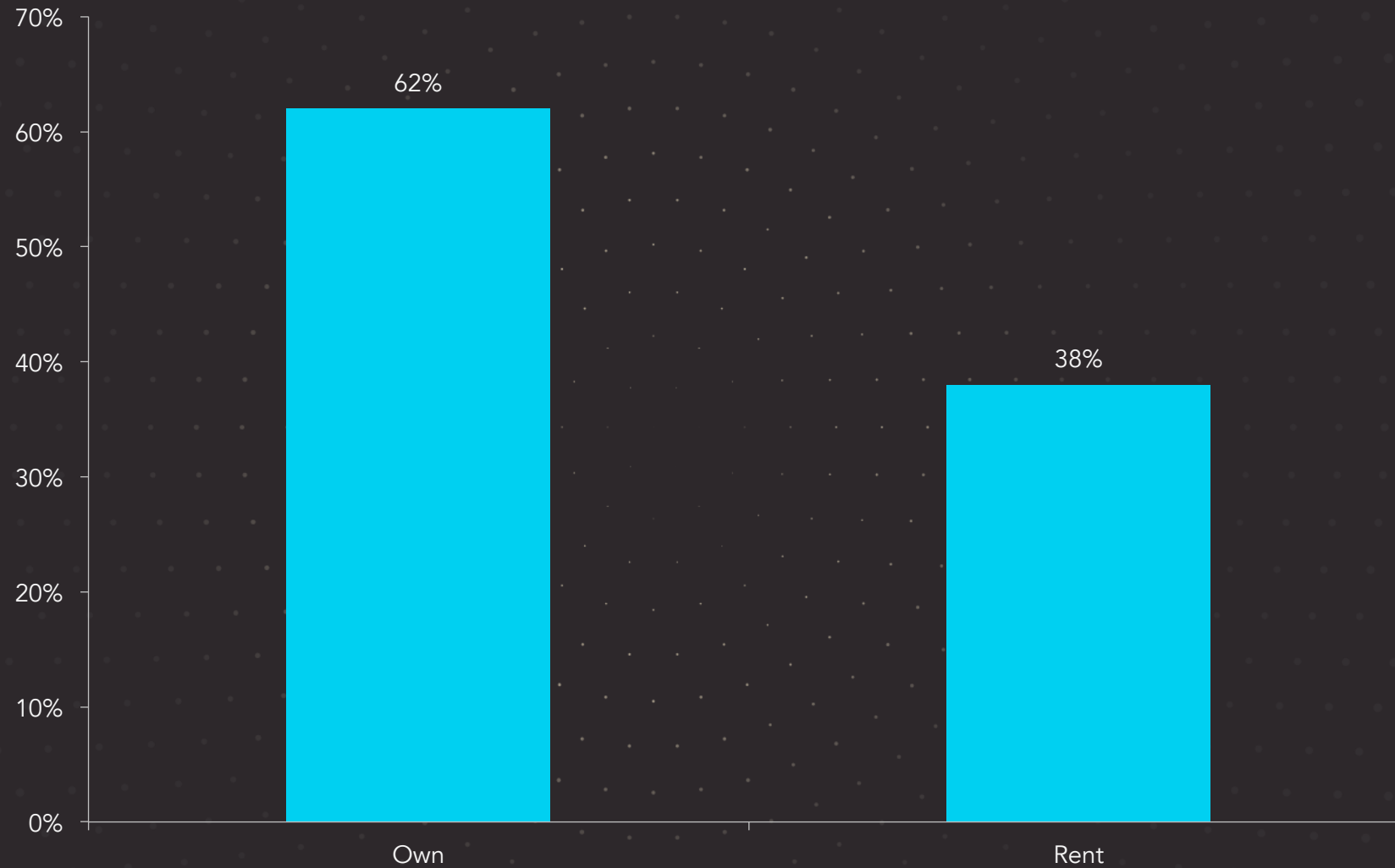


Demo5. What is your marital status?

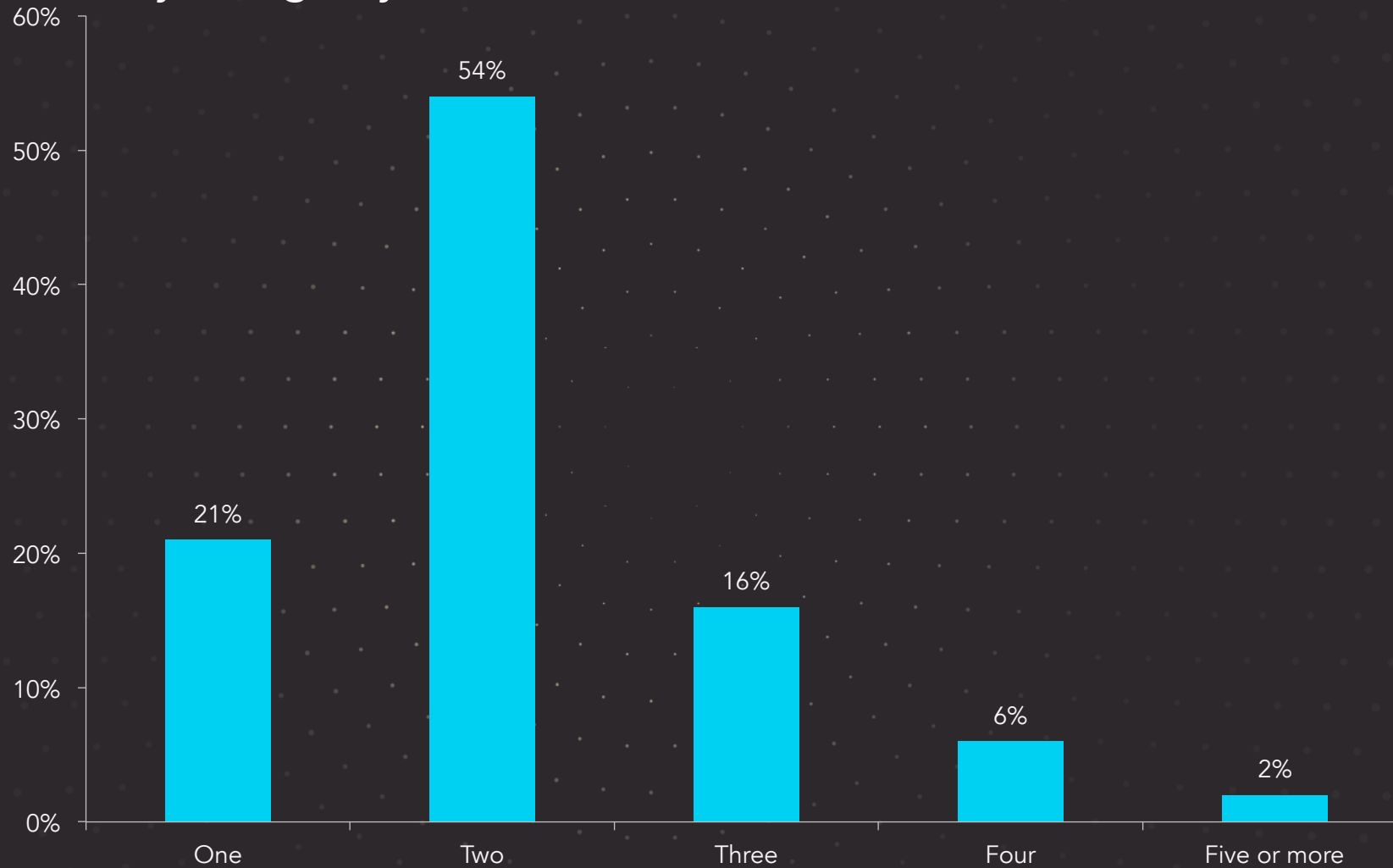


[Base = (Total Respondents) Total: N = 1004]

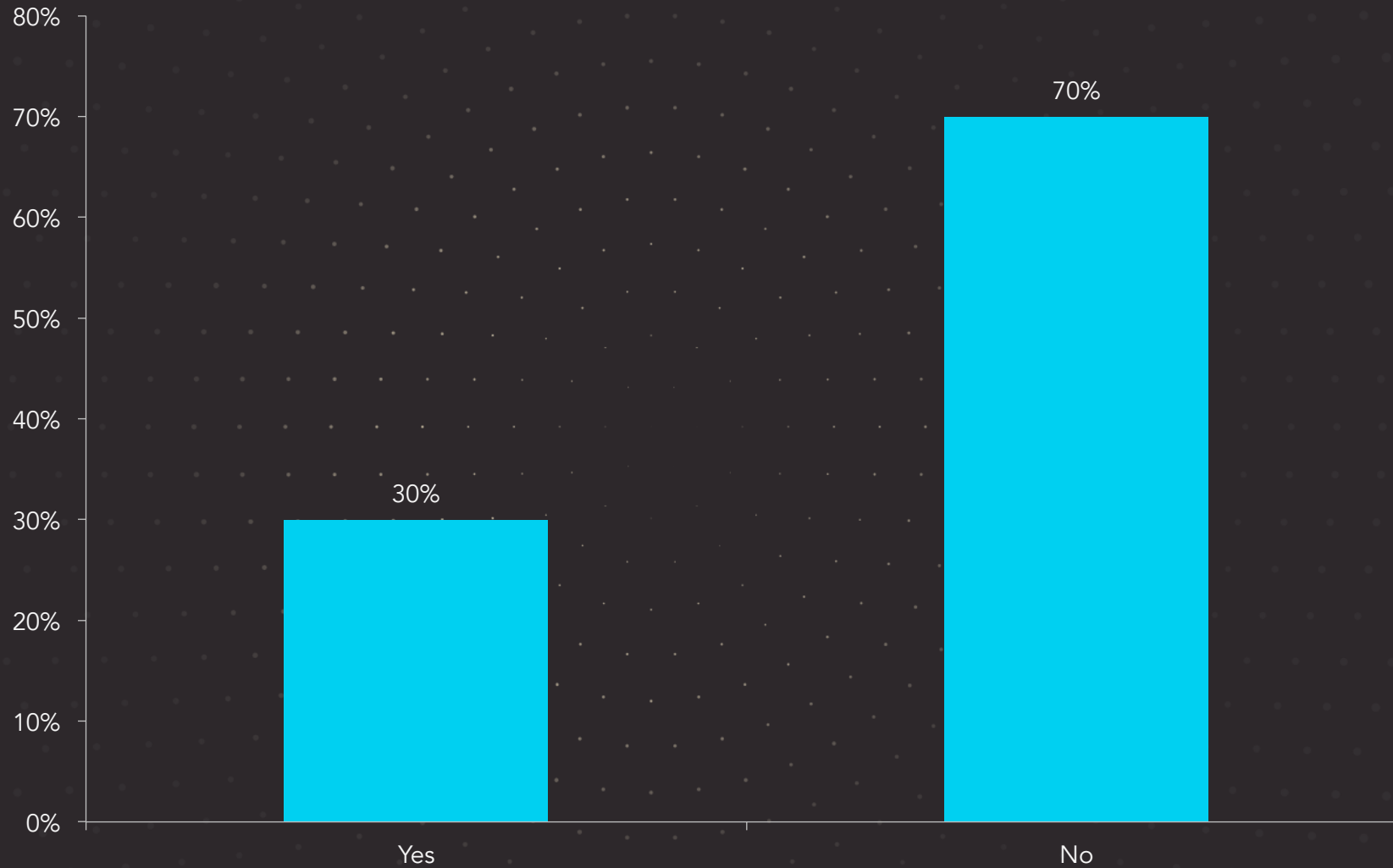
Demo6. Do you own or rent the dwelling in which you live?



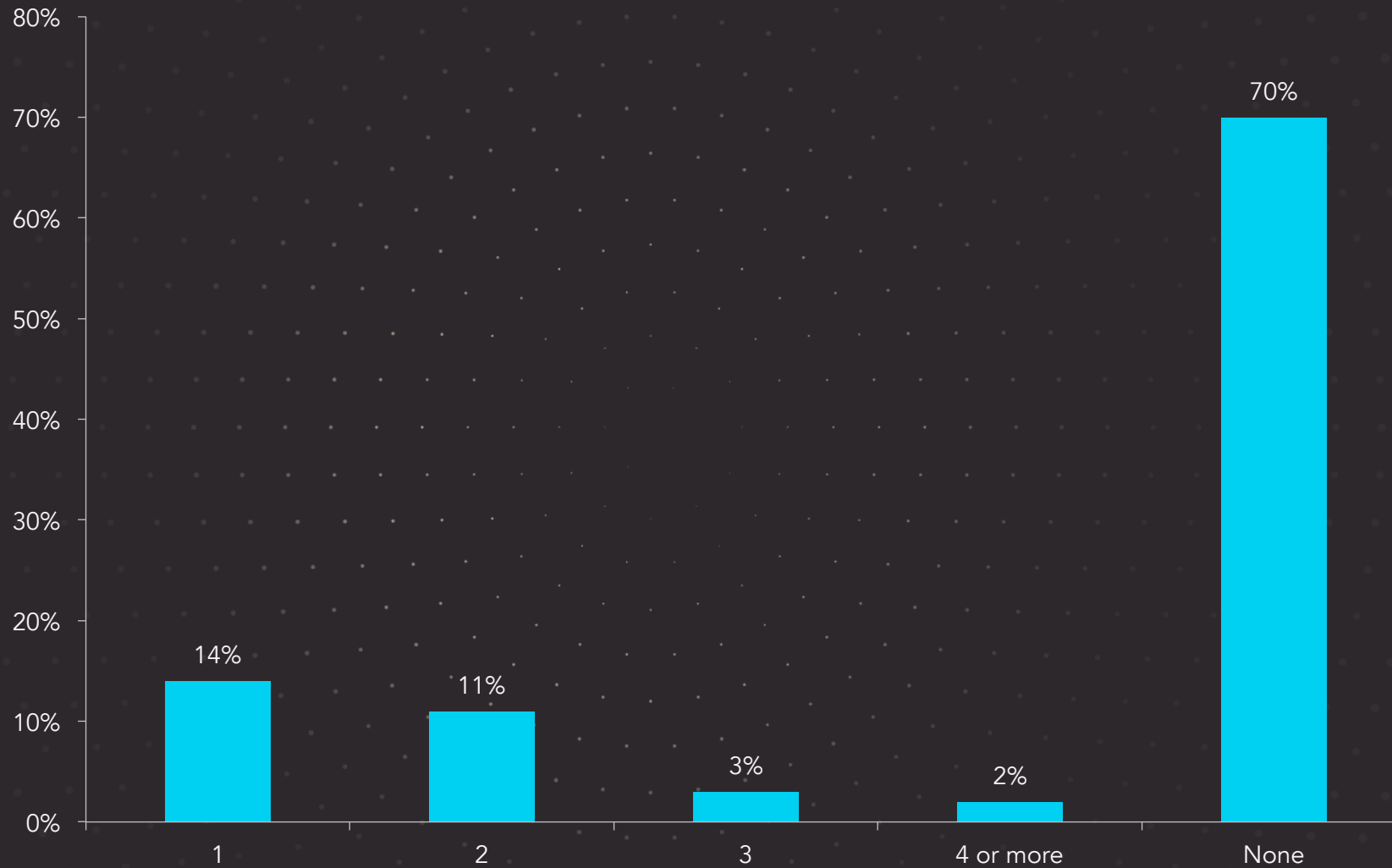
Demo7. Including yourself, how many adults 18 years of age and older are currently living in your household?



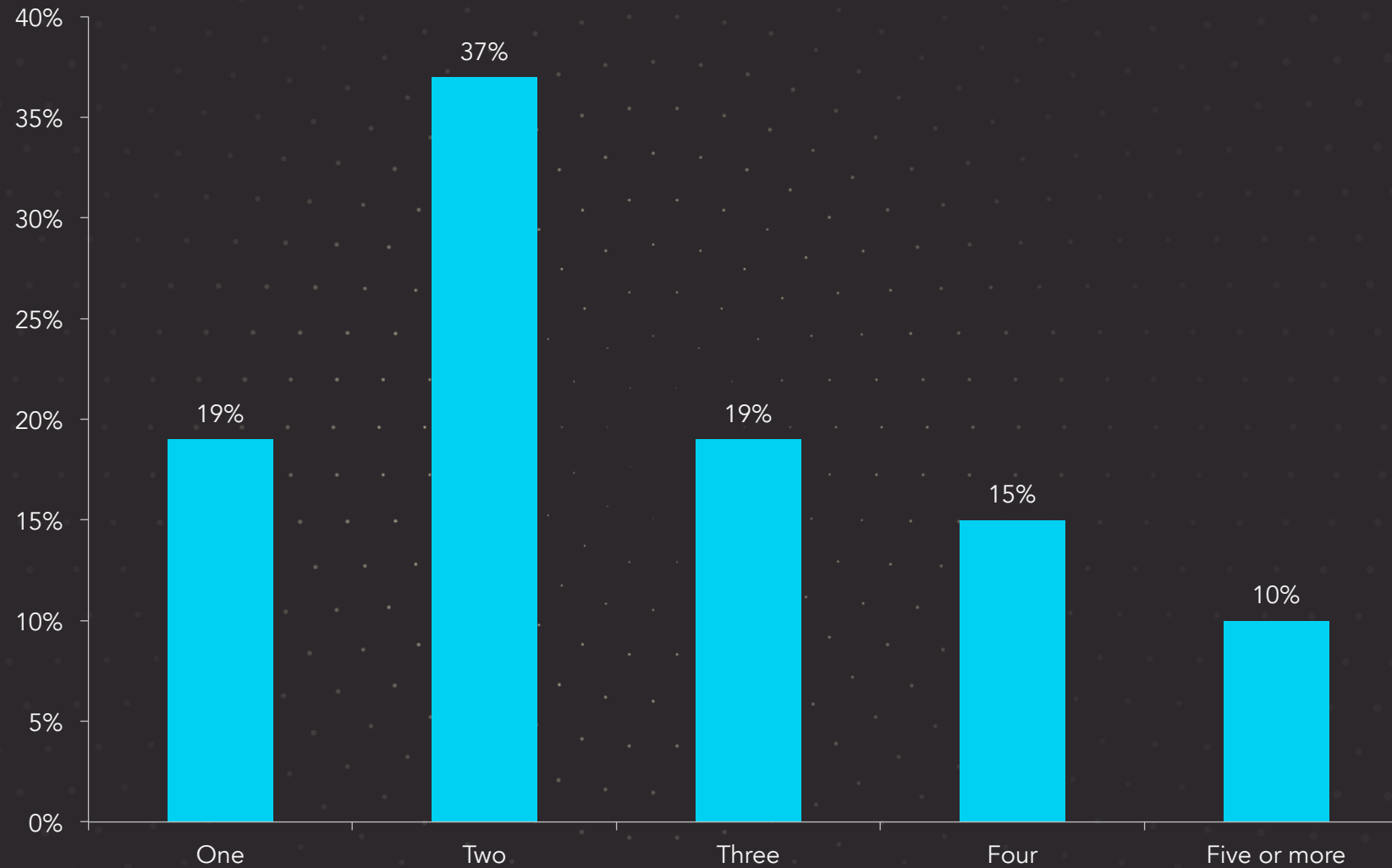
Demo8. Do you have any children under the age of 18 living at home?



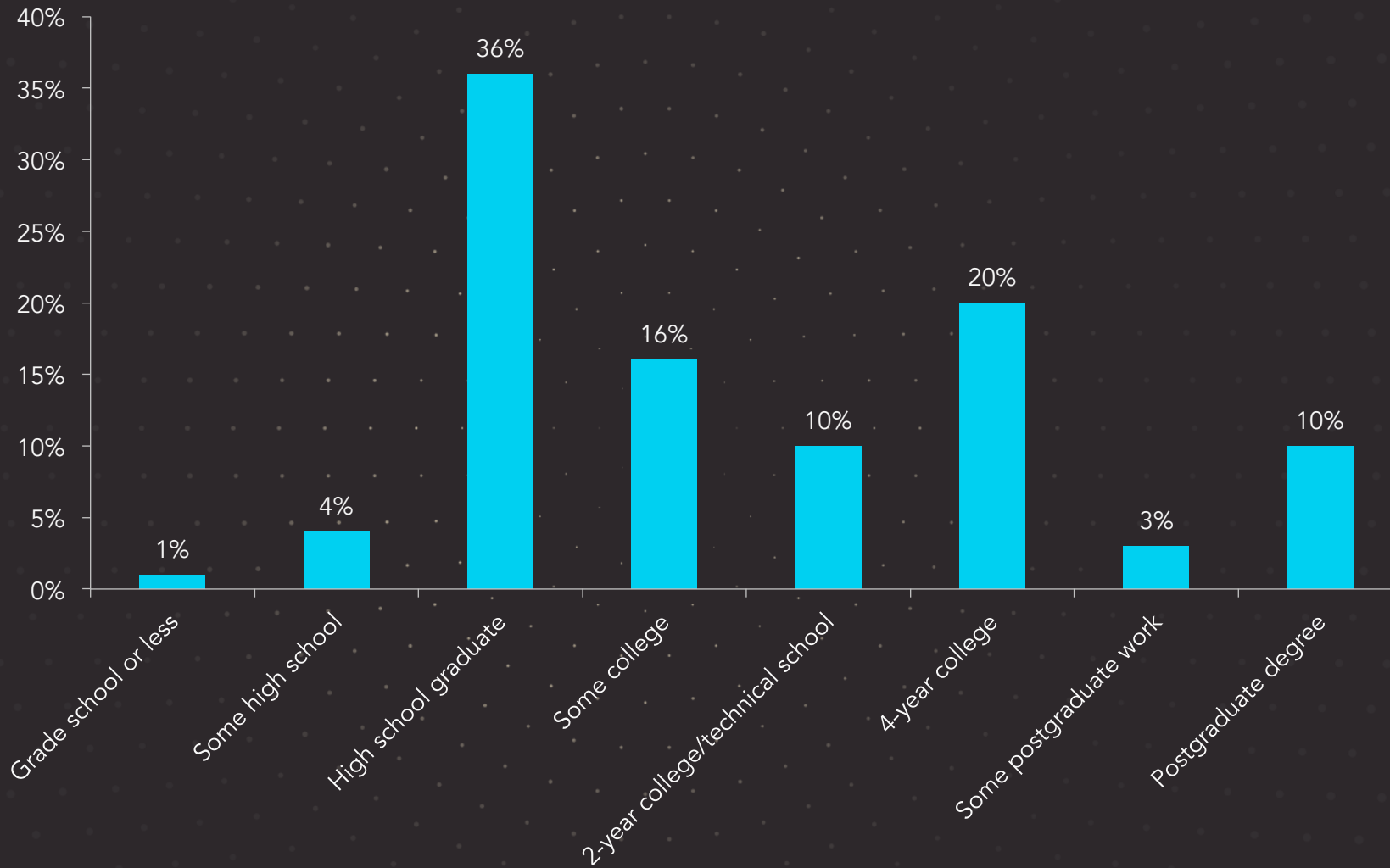
Demo 9 A/B/C. Total Children in the Household



Demo 7/Demo 9A-C. Household Size

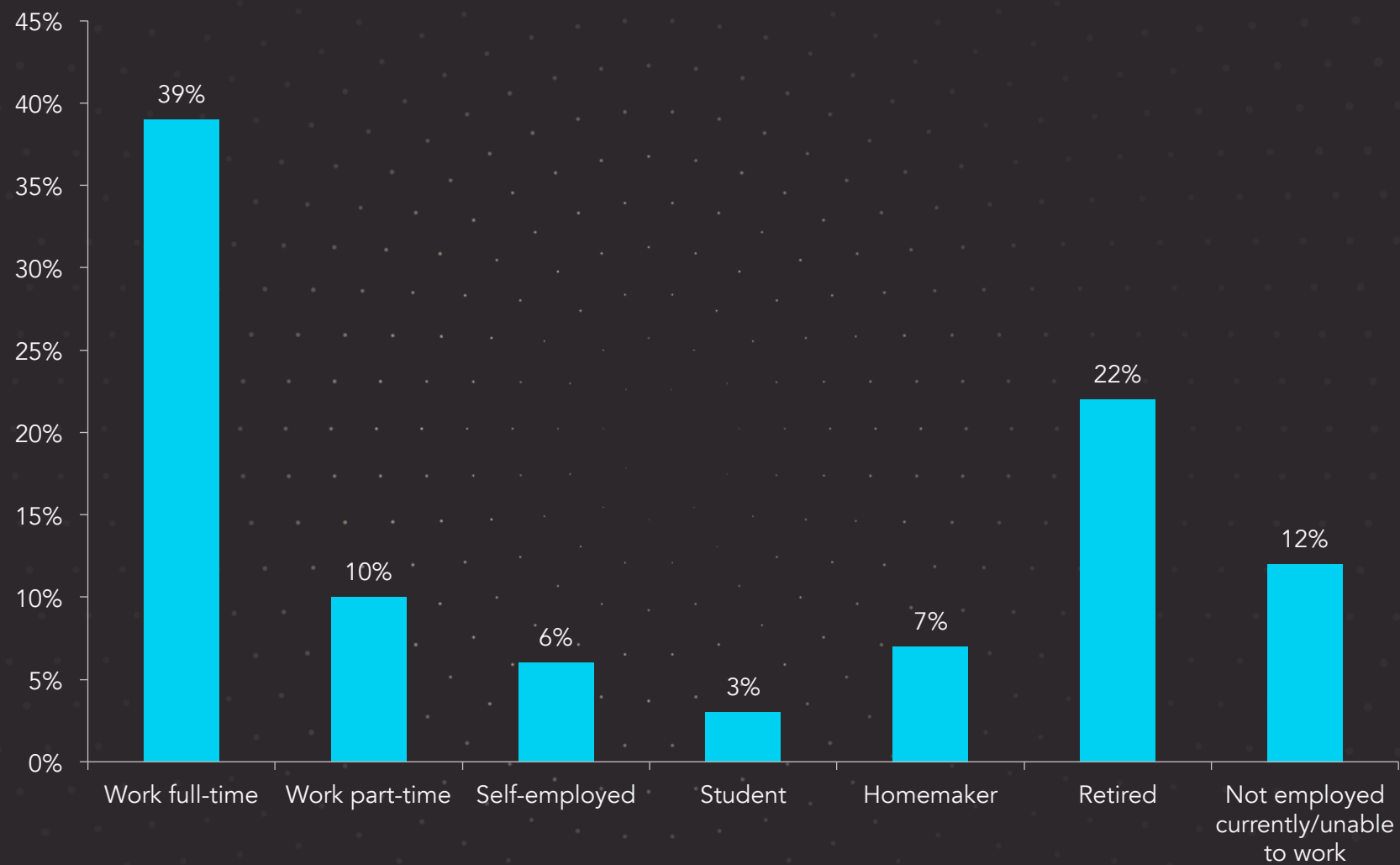


Demo10. What is the highest level of formal education you have completed?

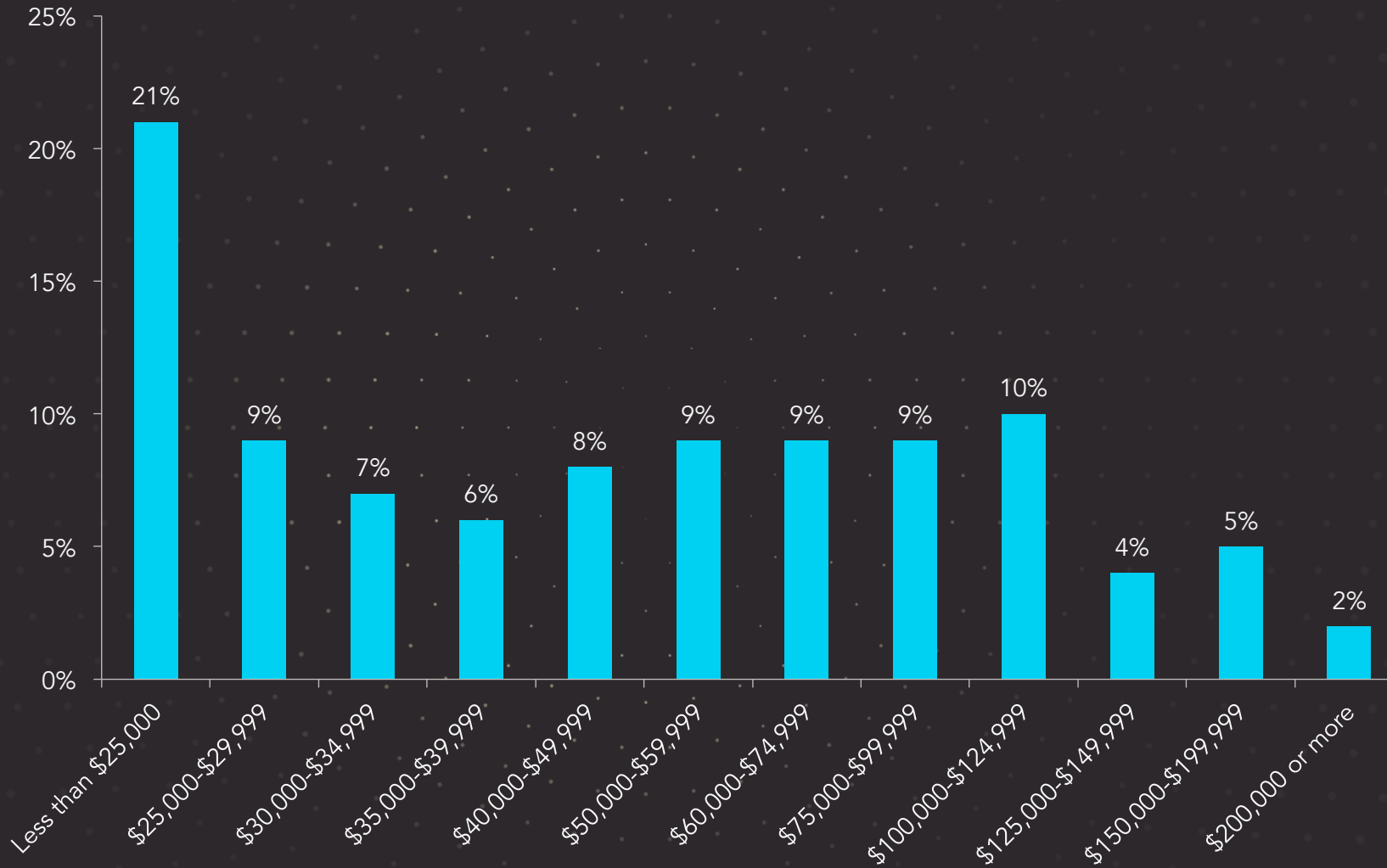


[Base = (Total Respondents) Total: N = 1004]

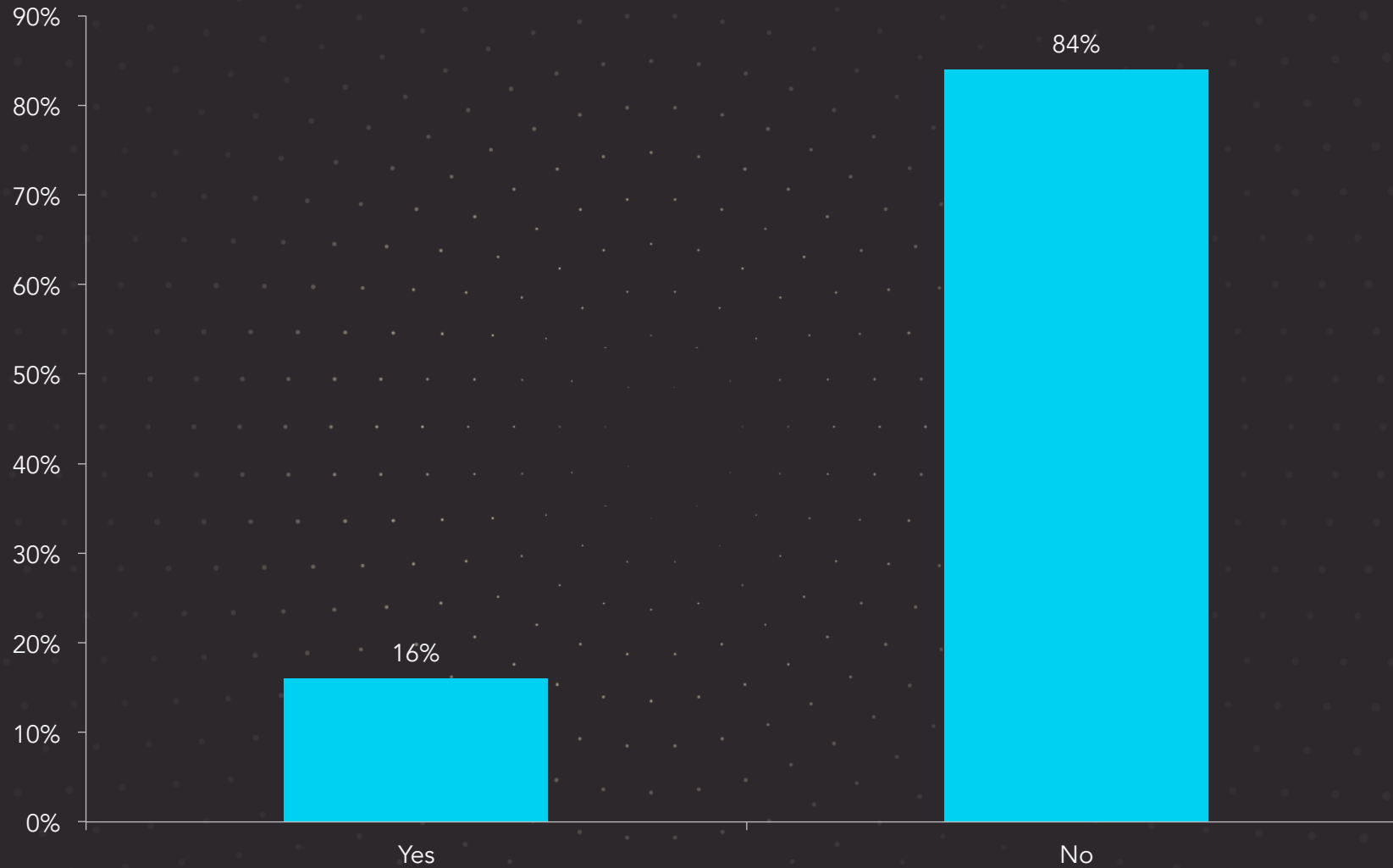
Demo11. Which of the following best describes your current employment status?



Demo12. Which of the following includes your TOTAL household income before taxes in 2018?



Demo13. Do you consider yourself to be of Hispanic/Spanish/Latino descent?



[Base = (Total Respondents) Total: N = 1004]

Demo14. What race do you consider yourself?

