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

[Bar chart showing 62% Yes and 38% No]
L2. Do you want toilet paper and tissue sector companies to use more environmentally responsible materials?

Yes: 85%
No: 15%

[Base = (Total Respondents) Total: N = 1004]
L3. Do you typically factor environmental consideration into your decision-making when purchasing products?

[Bar chart showing 55% Yes and 45% No]

[Base = (Total Respondents) Total: N = 1004]
L4. Is it important to you that tissue products meet your quality expectations when manufacturers innovate and develop products that reduce pressure on forests?

Yes: 83%
No: 17%

[Base = (Total Respondents) Total: N = 1004]
CHARTS - DEMOGRAPHICS
Demo1. Are you...?

[Base = (Total Respondents) Total: N = 1004]
Demo2. What is your age?

[Base = (Total Respondents) Total: N = 1004]
Demo3. What state do you live in? (Region)

- North East: 18%
- Midwest: 21%
- South: 38%
- West: 24%

[Base = (Total Respondents) Total: N = 1004]
Demo5. What is your marital status?

- Married: 48%
- Living with a partner: 12%
- Single and never been married: 24%
- Separated: 1%
- Divorced: 9%
- Widowed: 6%

(Base = Total Respondents) Total: N = 1004
Demo6. Do you own or rent the dwelling in which you live?

- Own: 62%
- Rent: 38%

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

[Base = (Total Respondents) Total: N = 1004]
Demo 9 A/B/C. Total Children in the Household

<table>
<thead>
<tr>
<th>Number of Children</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>14%</td>
</tr>
<tr>
<td>2</td>
<td>11%</td>
</tr>
<tr>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>4 or more</td>
<td>2%</td>
</tr>
<tr>
<td>None</td>
<td>70%</td>
</tr>
</tbody>
</table>

[Base = (Total Respondents) Total: N = 1004]
Demo 7/Demo 9A-C. Household Size

[Base = (Total Respondents) Total: N = 1004]
Demo10. What is the highest level of formal education you have completed?

[Bar chart showing the percentage of respondents in each education level from least to most: Grad school or less (1%), Some high school (4%), High school graduate (36%), Some college (16%), 2-year college/technical school (10%), 4-year college (20%), Some postgraduate work (3%), Postgraduate degree (10%).]
Demo11. Which of the following best describes your current employment status?

- Work full-time: 39%
- Work part-time: 10%
- Self-employed: 6%
- Student: 3%
- Homemaker: 7%
- Retired: 22%
- Not employed currently/unable to work: 12%

[Base = (Total Respondents) Total: N = 1004]
Demo12. Which of the following includes your TOTAL household income before taxes in 2018?

- Less than $25,000: 21%
- $25,000-$29,999: 9%
- $30,000-$34,999: 7%
- $35,000-$39,999: 6%
- $40,000-$44,999: 8%
- $45,000-$49,999: 9%
- $50,000-$54,999: 9%
- $55,000-$59,999: 10%
- $60,000-$64,999: 4%
- $65,000-$69,999: 5%
- $70,000-$74,999: 2%
- $75,000-$79,999: 0%
- $80,000-$84,999: 5%
- $85,000-$89,999: 10%
- $90,000-$94,999: 9%
- $95,000-$99,999: 9%
- $100,000-$124,999: 20%
- $125,000-$149,999: 4%
- $150,000-$179,999: 5%
- $200,000 or more: 2%

[Base = (Total Respondents) Total: N = 1004]
Demo13. Do you consider yourself to be of Hispanic/Spanish/Latino descent?

- Yes: 16%
- No: 84%

[Base = (Total Respondents) Total: N = 1004]
Demo14. What race do you consider yourself?

- **White**: 75%
- **Black or African-American**: 13%
- **Native American or Alaska Native**: 4%
- **Asian**: 5%
- **Other**: 6%

(Base = Total Respondents) Total: N = 1004