



Consumer Intentions and Actions Survey Results

Source: BIGresearch CIA, July 2008

© 2008, BIGresearch

	Adults 18+	Males	Females	<\$50K	\$50K+	18-34	35-54	55+
Respondents Selected:	8361	3712	4649	3752	3531	1526	3279	3556

To what extent would you describe yourself as environmentally responsible? Please use a scale of 1 to 5, where "1" is "Not At All Environmentally Responsible" and "5" is "Very Environmentally Responsible."

1 - Not At All Environmentally Responsible	3.3%	4.0%	2.6%	3.5%	2.9%	3.8%	3.2%	2.9%
2	6.5%	6.9%	6.2%	6.3%	6.8%	7.8%	6.7%	5.0%
3	43.0%	40.9%	44.9%	43.8%	42.8%	45.0%	44.2%	39.3%
4	34.8%	36.4%	33.3%	33.7%	35.7%	32.9%	32.9%	39.2%
5 - Very Environmentally Responsible	12.4%	11.8%	12.9%	12.7%	11.8%	10.5%	13.0%	13.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	3.5	3.5	3.5	3.5	3.5	3.4	3.5	3.6

As a result of fluctuating gas prices, are you doing any of the following? (Check all that apply)

Buying more store brand/generic products	35.6%	32.3%	38.7%	44.0%	32.1%	36.8%	37.9%	31.6%
Doing more comparative shopping online	23.8%	25.5%	22.1%	23.7%	26.9%	26.0%	25.6%	19.1%
Doing more comparative shopping with ad circulars/newspapers	31.9%	27.8%	35.8%	36.1%	32.0%	24.8%	35.3%	34.9%
Shopping closer to home	47.4%	43.1%	51.4%	53.1%	48.6%	42.7%	47.6%	51.8%
Shopping for sales more often	44.6%	39.6%	49.3%	50.9%	44.0%	42.6%	46.7%	44.0%
Shopping more online	16.4%	17.1%	15.8%	14.8%	20.2%	18.2%	17.0%	13.8%
Taking fewer shopping trips	52.2%	45.5%	58.5%	57.6%	54.3%	44.9%	52.5%	59.0%
Taking public transportation more	6.4%	7.3%	5.5%	7.8%	5.9%	8.7%	6.6%	3.9%
Using coupons more	36.1%	29.9%	41.9%	41.9%	35.4%	32.8%	37.7%	37.4%
Deferring auto maintenance/tires	12.7%	12.4%	13.1%	16.3%	11.0%	13.5%	15.0%	9.0%
Other:	4.2%	4.2%	4.2%	4.9%	4.3%	2.0%	4.6%	6.1%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

In the last 6 months, have you made any of the following changes? (Check all that apply.)

I have become more practical and realistic in my purchases	50.0%	44.7%	55.1%	55.1%	52.3%	48.5%	53.0%	47.8%
I have become less practical and more impulsive in my purchases	3.2%	3.7%	2.7%	3.8%	2.8%	5.7%	2.7%	1.4%
I focus more on what I NEED rather than what I WANT	58.1%	51.4%	64.4%	66.4%	58.2%	53.0%	59.7%	61.3%
I have become more conscious about food safety	22.5%	17.7%	27.1%	26.2%	21.6%	17.3%	21.8%	28.7%
I am spending more time and money on decorating my home	6.1%	6.7%	5.5%	4.7%	8.6%	8.2%	5.6%	4.5%
I worry more about political and national security issues	24.4%	23.8%	25.0%	26.0%	26.5%	18.7%	23.5%	31.3%
I have reordered priorities in my daily life	20.3%	18.8%	21.7%	23.6%	20.2%	21.3%	21.3%	18.0%
I have become more budget conscious	47.5%	42.5%	52.2%	54.2%	48.1%	45.6%	50.2%	46.0%
I am spending more time with my family	20.6%	18.3%	22.8%	22.8%	21.8%	23.1%	22.4%	15.8%
I am shopping less at enclosed shopping malls and more at free standing stores	14.9%	14.3%	15.4%	17.8%	13.9%	13.7%	15.0%	15.9%
I have become more environmentally responsible in my daily life	21.6%	17.6%	25.4%	23.5%	22.7%	19.7%	21.5%	23.7%
I have not made any changes	13.1%	16.2%	10.1%	12.3%	15.3%	9.4%	12.9%	17.0%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.