Neonicotinoids

On behalf of Sum of Us and Friends of the Earth
April 2016
Perception of Home Depot and Lowe’s

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

- Much more positive: 38%
- Somewhat more positive: 28%
- It has no impact: 32%
- Somewhat more negative: 2%
- Much more negative: 1%
- Net: More positive: 66%
- Net: More negative: 2%

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.*

<table>
<thead>
<tr>
<th></th>
<th>Much more likely</th>
<th>Somewhat more likely</th>
<th>Neither more nor less likely</th>
<th>Somewhat less likely</th>
<th>Much less likely</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Home Depot</strong></td>
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</tr>
<tr>
<td></td>
<td>29%</td>
<td>20%</td>
<td>48%</td>
<td>11%</td>
<td>50%</td>
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<tr>
<td><strong>Lowe’s</strong></td>
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<tr>
<td></td>
<td>30%</td>
<td>21%</td>
<td>46%</td>
<td>2%</td>
<td>51%</td>
</tr>
</tbody>
</table>

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

- Much more likely: 29%
- Somewhat more likely: 20%
- Neither more nor less likely: 48%
- Somewhat less likely: 1%
- Much less likely: 1%
- Net: More likely: 50%
- Net: Less likely: 2%

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

- Much more likely: 30%
- Somewhat more likely: 21%
- Neither more nor less likely: 46%
- Somewhat less likely: 2%
- Much less likely: 1%
- Net: More likely: 51%
- Net: Less likely: 3%

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?*

- A store that has formally committed: 51%
- Equally likely to shop at either: 47%
- A store that has not formally committed: 3%

Unweighted base: All US Adults (1119)