

THE GREEN EFFECT

# Green In-Store: Making a Connection

We asked WAYPOINTS shoppers how much – if at all – a variety of green factors impacts their choice of where they shop or the products they buy.

Green topics ranging from in-store waste reduction efforts to whether or not the facility is constructed with recycled materials hold more sway for shoppers in the Northeast *across all of our green factors*. Also noteworthy: Women are more interested in recycling. —•



FACTORS INFLUENCING CHOICE OF PRODUCTS OR WHERE SHOPPERS SHOP	PERCENTAGE OF TOTAL SHOPPERS (TOP 2 BOX)
Waste reduction in-store	36
Locally sourced products	34
Use of recycled bags	34
Use of reusable bags	34
Bag recycling program	33
Availability of natural products	32
Energy conservation in-store	31
Availability of environmentally friendly packaged products	30
Efficient water use in-store	30
Availability of recycled products	29
Availability of organic products	28
Carbon emission consciousness	27
Store being constructed with recycled materials	25