









Likely (Net)	52%	52%	51%	56%	gh	62%	FGH	50%	GH	44%	45%	62%	KLM	74%	KLM	40%	46%	hi	8%	50%	52%	58%	q	43%	53%	50%	51%	54%	53%	
Very likely	22%	23%	21%	25%	GH	36%	qGH	29%	GH	13%	11%	29%	LM	43%	KLM	26%	15%	hi	6%	22%	29%	31%	QR	10%	10%	22%	21%	16%	16%	
Somewhat likely	30%	29%	30%	31%		27%	21%	32%	f	34%	F	33%	K	31%	K	15%	15%	K	30%	28%	23%	27%	33%	33%	30%	28%	30%	37%	V	
Not very likely	16%	19%	15%	14%		18%	15%	18%		19%	18%	14%		20%	20%	19%	22%		22%	12%	21%	10%	15%	14%	20%	16%	19%	12%		
Not at all likely	16%	15%	17%	19%	E	9%	14%	19%		15%	15%	19%	J	3%	17%	J	14%	J	16%	19%	15%	12%	24%	13%	11%	15%	16%	21%	S	
Not applicable	16%	14%	18%	11%		11%	21%	DE		18%	22%	DE	3%	10%	22%	I	17%	I	25%	19%	12%	20%	18%	19%	19%	19%	11%	14%		

\* Table Base: Shopify

U.S. RESPONDENTS (IF ALCOHOL BRAND, U.S. RESPONDENTS 21+)

	Gender		Age													Region																
	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	Male Age				Female Age				Region														
Total	N=1093	N=513	N=566	N=313	N=179	N=188	N=244	N=153	N=85	N=77	N=91	N=111	N=160	N=93	N=98	N=133	N=195	N=434	N=225	N=259												
Total (Unweighted)	N=1093	N=513	N=566	N=313	N=179	N=188	N=244	N=153	N=85	N=77	N=91	N=111	N=160	N=93	N=98	N=133	N=195	N=434	N=225	N=259												
Likely (Net)	43%	44%	41%	50%	FGH	64%	FGH	41%	gh	29%	h	30%	57%	KLM	76%	KLM	37%	M	34%	M	16%	57%	QR	53%	QR	44%	QR	24%	23%	45%	46%	
Very likely	16%	20%	14%	26%	GH	33%	FGH	15%	GH	7%	3%	28%	KLM	46%	KLM	13%	M	5%	3%	20%	QR	21%	QR	17%	R	8%	3%	18%	U	13%	7%	29%
Somewhat likely	26%	24%	27%	33%	GH	31%	H	25%	h	22%	17%	29%	M	30%	M	23%	M	13%	3%	36%	QR	32%	Q	27%	16%	20%	27%	V	29%	30%	V	17%
Not very likely	19%	21%	17%	14%		20%	17%	17%		22%	24%	D	17%	17%	17%	26%		28%	12%	22%	n	17%	18%	21%	18%	21%	24%	S	21%			
Not at all likely	20%	20%	20%	14%		7%	20%	E	30%	DEF	28%	DE	16%	J	3%	22%	J	25%	J	31%	U	12%	11%	19%	31%	NOp	25%	NO	20%	23%	16%	
Not applicable	19%	15%	22%	B		9%	22%	E	19%	E	28%	DEg	10%	4%	24%	U	16%	J	24%	U	19%	13%	20%	23%	31%	HO	20%	21%	15%	17%		

\* Table Base: SodaStream

U.S. RESPONDENTS (IF ALCOHOL BRAND, U.S. RESPONDENTS 21+)

	Gender		Age													Region																	
	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	Male Age				Female Age				Region															
Total	N=1093	N=513	N=566	N=313	N=179	N=188	N=244	N=153	N=85	N=77	N=91	N=111	N=160	N=93	N=98	N=133	N=195	N=434	N=225	N=259													
Total (Unweighted)	N=1093	N=513	N=566	N=313	N=179	N=188	N=244	N=153	N=85	N=77	N=91	N=111	N=160	N=93	N=98	N=133	N=195 <td>N=434</td> <td>N=225</td> <td>N=259</td>	N=434	N=225	N=259													
Likely (Net)	37%	38%	36%	50%	FGH	58%	FGH	34%	H	25%	H	16%	50%	KLM	65%	KLM	32%	M	29%	M	13%	49%	QR	51%	QR	37%	QR	22%	18%	40%	34%	34%	43%
Very likely	15%	15%	14%	22%	GH	24%	FGH	13%	H	7%	6%	26%	KLM	28%	KLM	10%	M	5%	1%	19%	qr	20%	qr	15%	8%	9%	13%	10%	26%	20%	17%	26%	
Somewhat likely	23%	23%	22%	28%	GH	34%	FGH	22%	H	19%	H	10%	23%	M	17%	M	22%	24%	M	12%	30%	QR	32%	QR	22%	R	14%	9%	26%	V	23%	17%	
Not very likely	19%	18%	18%	12%		21%	21%	24%	E	20%	e	18%	8%	19%	19%	26%	J	23%	J	15%	16%	23%	23%	23%	18%	14%	18%	25%	S	17%			
Not at all likely	24%	23%	23%	18%		17%	19%	20%	DEF	38%	DEF	22%	16%	22%	28%	UK	36%	UK	16%	17%	17%	17%	31%	31%	31%	NOp	31%	NOp	29%	25%	24%	21%	
Not applicable	21%	18%	23%	13%		13%	20%	DE	21%	21%	30%	DEg	10%	11%	28%	U	17%	17%	27%	U	20%	15%	24%	24%	33%	HO	21%	23%	17%	19%			

\* Table Base: The North Face

U.S. RESPONDENTS (IF ALCOHOL BRAND, U.S. RESPONDENTS 21+)

	Gender		Age													Region																	
	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	Male Age				Female Age				Region															
Total	N=1093	N=513	N=566	N=313	N=179	N=188	N=244	N=153	N=85	N=77	N=91	N=111	N=160	N=93	N=98	N=133	N=195	N=434	N=225	N=259													
Total (Unweighted)	N=1093	N=513	N=566	N=313	N=179	N=188	N=244	N=153	N=85	N=77	N=91	N=111	N=160	N=93	N=98	N=133	N=195 <td>N=434</td> <td>N=225</td> <td>N=259</td>	N=434	N=225	N=259													
Likely (Net)	54%	56%	52%	61%	GH	70%	FGH	54%	h	45%	41%	64%	LM	76%	KLM	52%	M	13%	m	5%	57%	qr	63%	QR	55%	44%	44%	61%	T	47%	58%	T	56%
Very likely	23%	23%	23%	31%	GH	37%	37%	32%	h	16%	h	9%	16%	LM	43%	KLM	19%	M	13%	m	5%	30%	qr	32%	QR	26%	18%	12%	27%	T	20%	23%	27%
Somewhat likely	31%	33%	29%	30%		32%	31%	30%		33%	33%	33%	33%		33%	33%				22%	22%	29%	29%	29%	26%	32%	35%	28%	30%	30%	30%	30%	
Not very likely	19%	15%	15%	12%		10%	15%	19%	e	18%	e	12%	8%	15%	23%	J	19%	13%	12%	16%	16%	12%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%
Not at all likely	16%	17%	15%	16%		12%	13%	19%		18%		18%	8%	18%	18%	21%	J	14%	16%	18%	8%	20%	P	17%	17%	11%	16%	16%	20%	S	13%	13%	
Not applicable	15%	11%	18%	B		8%	17%	e	22%	DE	6%	7%	15%	13%	20%	U	14%	9%	21%	O	20%	20%	20%	24%	O	13%	19%	U	11%	15%			

\* Table Base: U.S. RESPONDENTS (IF ALCOHOL BRAND, U.S. RESPONDENTS 21+)



	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Education	College Grad+ (H)	Yes (I)	Employed	Yes (J)	Children in HH	Parent of Child Under 18	Home Ownership	Married (Q)	Not married (R)	White (S)	Race/Ethnicity	Hispanic (U)
	N=1093	N=305	N=132	N=117	N=111	N=348	N=207	N=138	N=413	N=492	N=413	N=150	N=208	N=366	N=308	N=334	N=559	N=111	N=165
Total (Unweighted)	1093	305	132	117	111	348	207	138	413	492	413	150	208	366	308	334	559	111	165
Yes	444	135	58	51	52	164	93	60	181	228	176	63	98	166	146	156	256	44	58
No	566	170	74	66	59	184	114	78	232	264	237	87	110	200	162	178	303	67	107

\* Table Base: U.S. RESPONDENTS

Q51Q4: Where have you seen or heard Earth Day communications (e.g., emails, commercials, social media posts) from brands between 2019 and 2021? Please select all that apply.

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Education	College Grad+ (H)	Yes (I)	Employed	Yes (J)	Children in HH	Parent of Child Under 18	Home Ownership	Married (Q)	Not married (R)	White (S)	Race/Ethnicity	Hispanic (U)
	N=643	N=156	N=90	N=82	N=80	N=294	N=207	N=138	N=413	N=520	N=527	N=181	N=277	N=366	N=308	N=334	N=559	N=111	N=165
Total (Unweighted)	643	156	90	82	80	294	207	138	413	520	527	181	277	366	308	334	559	111	165
Social media (e.g., Facebook, Twitter, YouTube)	526	146	86	78	76	268	193	126	351	430	430	146	228	308	256	276	446	76	106
Ad on a streaming service (e.g., Hulu, Amazon Prime, Pe, Netflix)	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Radio	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Print (e.g., magazine, newspaper)	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Connected TV (e.g., Roku, Apple TV, Amazon Fire)	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Billboard or poster	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Podcast	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Other	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
I don't remember	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Count	2.39	2.15	2.08	2.18	2.26	2.29	2.21	2.40	2.71	1.82	2.72	2.06	2.79	2.09	2.45	2.29	2.49	2.30	2.69

\* Table Base: REMEMBER SEEING OR HEARING A COMMUNICATION ABOUT EARTH DAY BETWEEN 2019 AND 2021

Q51Q5: Have you made a purchase from a brand after seeing or hearing its communications (e.g., emails, commercials, social media posts) about Earth Day between 2019 and 2021?

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Education	College Grad+ (H)	Yes (I)	Employed	Yes (J)	Children in HH	Parent of Child Under 18	Home Ownership	Married (Q)	Not married (R)	White (S)	Race/Ethnicity	Hispanic (U)
	N=643	N=156	N=90	N=82	N=80	N=294	N=207	N=138	N=413	N=520	N=527	N=181	N=277	N=366	N=308	N=334	N=559	N=111	N=165
Total (Unweighted)	643	156	90	82	80	294	207	138	413	520	527	181	277	366	308	334	559	111	165
Yes	486	136	76	76	76	276	193	126	351	430	430	146	228	308	256	276	446	76	106
No	156	20	14	6	4	118	114	12	62	97	87	35	49	60	52	58	113	35	59
I don't remember	216	20	10	6	0	106	90	10	56	80	110	10	20	100	100	100	100	0	50

\* Table Base: REMEMBER SEEING OR HEARING A COMMUNICATION ABOUT EARTH DAY BETWEEN 2019 AND 2021

Q51Q6: Which of the following brands have you seen or heard share communications about Earth Day between 2019 and 2021? Please select all that apply.

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Education	College Grad+ (H)	Yes (I)	Employed	Yes (J)	Children in HH	Parent of Child Under 18	Home Ownership	Married (Q)	Not married (R)	White (S)	Race/Ethnicity	Hispanic (U)
	N=643	N=156	N=90	N=82	N=80	N=294	N=207	N=138	N=413	N=520	N=527	N=181	N=277	N=366	N=308	N=334	N=559	N=111	N=165
Total (Unweighted)	643	156	90	82	80	294	207	138	413	520	527	181	277	366	308	334	559	111	165
National Geographic	326	86	56	56	56	206	146	86	296	376	376	126	206	296	256	276	446	76	106
CVS	326	86	56	56	56	206	146	86	296	376	376	126	206	296	256	276	446	76	106
Discover+	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Apple TV	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
The North Face	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
NASA	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Hydralife	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Natural Grocers	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Shredz	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Busch	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Fossil	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Absolut	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Michoud Ultra	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Bombay Sapphire	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Peanuts (i.e., Charlie Brown and Friends)	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Sodastream	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
None of these	276	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Count	2.97	2.65	2.22	2.23	2.24	2.57	2.87	3.03	3.43	2.13	3.51	2.43	3.69	2.42	3.20	2.71	3.18	2.69	3.31

\* Table Base: REMEMBER SEEING OR HEARING A COMMUNICATION ABOUT EARTH DAY BETWEEN 2019 AND 2021

Q51Q7: Where did you first see or hear the Earth Day communication from each of the following brands between 2019 and 2021?

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Education	College Grad+ (H)	Yes (I)	Employed	Yes (J)	Children in HH	Parent of Child Under 18	Home Ownership	Married (Q)	Not married (R)	White (S)	Race/Ethnicity	Hispanic (U)
	N=643	N=156	N=90	N=82	N=80	N=294	N=207	N=138	N=413	N=520	N=527	N=181	N=277	N=366	N=308	N=334	N=559	N=111	N=165
Total (Unweighted)	643	156	90	82	80	294	207	138	413	520	527	181	277	366	308	334	559	111	165
Social media (e.g., Facebook, Twitter, YouTube)	266	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Ad on a streaming service (e.g., Hulu, Amazon Prime, Pe, Netflix)	266	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Cable TV	266	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Podcast	266	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Connected TV (e.g., Roku, Apple TV, Amazon Fire)	266	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Billboard or poster	266	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Print (e.g., magazine, newspaper)	266	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Radio	266	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
Other	266	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36
I don't remember	266	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	36

\* Table Base: REMEMBER SEEING OR HEARING THIS BRAND COMMUNICATE ABOUT EARTH DAY BETWEEN 2019 AND 2021

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Education	College Grad+ (H)	Yes (I)	Employed	Yes (J)	Children in HH	Parent of Child Under 18	Home Ownership	Married (Q)	Not married (R)	White (S)	Race/Ethnicity	Hispanic (U)
	N=643	N=156	N=90	N=82	N=80	N=294	N=207	N=138	N=413	N=520	N=527	N=181	N=277	N=366	N=308	N=334	N=559	N=111	N=165
Total (Unweighted)	643	156	90	82	80	294	207	138	413	520	527	181	277	366	308	334	559	111	165
Social media (e.g., Facebook, Twitter, YouTube)	266	76	46	46	46	106	76	46	106	136	136	46	76	106	76	76	136	26	

Billboard or poster	2%	0%	0%	12%	2%	0%	0%	5%	2%	4%	4%	0%	0%	3%	0%	2%	3%	5%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
I don't remember	2%	0%	7%	0%	3%	0%	0%	12%	0%	0%	0%	0%	0%	5%	1%	4%	3%	4%	0%

\* Table Base:  
NASA

REMEMBER SEEING OR HEARING THIS BRAND COMMUNICATE ABOUT EARTH DAY BETWEEN 2019 AND 2021

	Total	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed (J)	Yes (K)	Children in HH (L)	Yes (M)	Parent of Child Under 18 (N)	Home Ownership (O)	Renter (P)	Married (Q)	Marital Status (R)	White (S)	Race/Ethnicity (T)	Hispanic (U)
Total	N=103	N=26	N=13	N=10	N=51	N=31	N=24	N=22	N=77	N=26	N=11	N=42	N=49	N=54	N=86	N=16	N=51	N=52	N=72	AA (T)	N=13
Total (Unweighted)	N=102	N=34	N=18	N=11	N=36	N=25	N=24	N=29	N=72	N=25	N=10	N=46	N=50	N=52	N=79	N=20	N=56	N=46	N=76	AA (T)	N=9
Social media (e.g., Facebook, Twitter, YouTube)	13%	24%	40%	55%	34%	38%	52%	34%	38%	38%	32%	42%	37%	34%	34%	46%	42%	31%	37%	AA (T)	47%
Cable TV	17%	12%	7%	29%	12%	12%	18%	21%	44%	15%	5%	27%	27%	27%	17%	14%	18%	20%	20%	AA (T)	20%
Connected TV (e.g., Roku, Apple TV, Amazon Fire)	13%	21%	0%	0%	14%	5%	16%	6%	16%	2%	14%	10%	22%	4%	12%	16%	14%	11%	13%	AA (T)	10%
Radio	10%	20%	3%	8%	18%	1%	18%	7%	13%	9%	12%	9%	11%	9%	11%	3%	12%	10%	8%	AA (T)	13%
Billboard or poster	8%	0%	10%	0%	13%	16%	4%	4%	10%	1%	1%	4%	11%	9%	3%	4%	12%	4%	3%	AA (T)	3%
Ad on a streaming service (e.g., Hulu, Amazon Prime, Pe, Netflix)	7%	4%	10%	0%	3%	3%	7%	7%	7%	4%	10%	2%	10%	3%	6%	11%	11%	2%	9%	AA (T)	0%
Podcast	0%	0%	4%	0%	4%	3%	3%	3%	3%	0%	4%	0%	3%	0%	6%	3%	6%	3%	10%	AA (T)	0%
Print (e.g., magazine, newspaper)	3%	4%	0%	0%	4%	3%	0%	0%	4%	0%	5%	0%	6%	0%	1%	0%	6%	1%	29%	AA (T)	0%
Other	1%	0%	0%	0%	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%	1%	0%	1%	2%	2%	AA (T)	0%
I don't remember	3%	0%	6%	0%	0%	0%	3%	1%	2%	4%	3%	0%	0%	5%	1%	13%	0%	0%	0%	AA (T)	0%

\* Table Base:  
National Geographic

REMEMBER SEEING OR HEARING THIS BRAND COMMUNICATE ABOUT EARTH DAY BETWEEN 2019 AND 2021

	Total	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed (J)	Yes (K)	Children in HH (L)	Yes (M)	Parent of Child Under 18 (N)	Home Ownership (O)	Renter (P)	Married (Q)	Marital Status (R)	White (S)	Race/Ethnicity (T)	Hispanic (U)
Total	N=242	N=54	N=24	N=31	N=137	N=66	N=75	N=56	N=171	N=67	N=137	N=105	N=105	N=132	N=188	N=52	N=123	N=119	N=129	AA (T)	N=21
Total (Unweighted)	N=210	N=60	N=29	N=25	N=76	N=42	N=57	N=62	N=135	N=75	N=137	N=105	N=90	N=120	N=160	N=46	N=113	N=94	N=155	AA (T)	N=26
Social media (e.g., Facebook, Twitter, YouTube)	25%	14%	21%	6%	35%	14%	31%	14%	31%	9%	32%	35%	34%	22%	24%	34%	24%	26%	19%	AA (T)	34%
Cable TV	41%	39%	45%	49%	38%	51%	37%	49%	39%	47%	44%	33%	44%	43%	33%	44%	38%	42%	37%	AA (T)	34%
Connected TV (e.g., Roku, Apple TV, Amazon Fire)	5%	7%	9%	6%	4%	2%	5%	6%	6%	3%	5%	6%	6%	6%	2%	5%	5%	7%	6%	AA (T)	4%
Ad on a streaming service (e.g., Hulu, Amazon Prime, Pe, Netflix)	35%	24%	40%	2%	45%	3%	4%	3%	4%	4%	3%	5%	3%	4%	3%	4%	3%	4%	3%	AA (T)	3%
Print (e.g., magazine, newspaper)	7%	7%	10%	7%	8%	9%	7%	12%	7%	14%	3%	11%	3%	5%	5%	11%	4%	11%	0%	AA (T)	8%
Billboard or poster	9%	11%	2%	0%	4%	7%	4%	4%	3%	7%	0%	2%	8%	2%	8%	3%	6%	3%	23%	AA (T)	0%
Radio	6%	0%	21%	21%	0%	0%	21%	0%	13%	2%	0%	13%	2%	0%	10%	7%	3%	3%	0%	AA (T)	0%
Podcast	2%	0%	0%	0%	3%	4%	1%	2%	3%	1%	4%	0%	5%	0%	3%	0%	4%	1%	3%	AA (T)	2%
Other	1%	0%	0%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	AA (T)	0%
I don't remember	4%	11%	0%	0%	2%	3%	8%	2%	4%	3%	0%	3%	4%	4%	7%	2%	2%	5%	4%	AA (T)	0%

\* Table Base:  
Natural Grocers

REMEMBER SEEING OR HEARING THIS BRAND COMMUNICATE ABOUT EARTH DAY BETWEEN 2019 AND 2021

	Total	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed (J)	Yes (K)	Children in HH (L)	Yes (M)	Parent of Child Under 18 (N)	Home Ownership (O)	Renter (P)	Married (Q)	Marital Status (R)	White (S)	Race/Ethnicity (T)	Hispanic (U)
Total	N=79	N=15	N=6	N=7	N=40	N=20	N=19	N=16	N=64	N=15	N=40	N=39	N=41	N=39	N=63	N=16	N=33	N=46	N=9	AA (T)	N=11
Total (Unweighted)	N=79	N=12	N=8	N=8	N=31	N=11	N=15	N=12	N=46	N=13	N=33	N=26	N=33	N=26	N=48	N=11	N=27	N=43	N=4	AA (T)	N=10
Social media (e.g., Facebook, Twitter, YouTube)	27%	0%	0%	0%	16%	0%	16%	0%	16%	0%	16%	0%	16%	0%	16%	0%	16%	0%	16%	AA (T)	30%
Cable TV	13%	0%	0%	43%	0%	12%	17%	9%	0%	33%	1%	4%	24%	3%	14%	17%	17%	18%	0%	AA (T)	0%
Connected TV (e.g., Roku, Apple TV, Amazon Fire)	5%	30%	0%	0%	2%	0%	23%	0%	6%	7%	2%	11%	7%	6%	8%	0%	4%	10%	4%	AA (T)	0%
Ad on a streaming service (e.g., Hulu, Amazon Prime, Pe, Netflix)	18%	10%	34%	12%	19%	13%	16%	17%	21%	13%	5%	31%	5%	11%	11%	43%	13%	24%	17%	AA (T)	24%
Billboard or poster	4%	6%	0%	0%	11%	3%	0%	10%	5%	0%	8%	0%	7%	1%	5%	0%	4%	4%	7%	AA (T)	0%
Radio	0%	0%	9%	13%	3%	0%	0%	10%	3%	0%	9%	0%	3%	0%	2%	0%	2%	0%	0%	AA (T)	0%
Podcast	7%	0%	0%	0%	11%	2%	0%	14%	0%	0%	14%	0%	0%	0%	5%	0%	1%	15%	0%	AA (T)	24%
Other	5%	6%	0%	0%	5%	4%	0%	3%	0%	4%	0%	0%	0%	0%	6%	0%	0%	0%	2%	AA (T)	0%
I don't remember	5%	18%	0%	16%	0%	15%	6%	0%	7%	0%	11%	0%	0%	11%	7%	0%	8%	8%	0%	AA (T)	12%

\* Table Base:  
New Belgium Brewing

REMEMBER SEEING OR HEARING THIS BRAND COMMUNICATE ABOUT EARTH DAY BETWEEN 2019 AND 2021

	Total	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed (J)	Yes (K)	Children in HH (L)	Yes (M)	Parent of Child Under 18 (N)	Home Ownership (O)	Renter (P)	Married (Q)	Marital Status (R)	White (S)	Race/Ethnicity (T)	Hispanic (U)
Total	N=34	N=8	N=2	N=0	N=23	N=2	N=9	N=10	N=26	N=8	N=27	N=7	N=27	N=7	N=4	N=4	N=20	N=14	N=18	AA (T)	N=5
Total (Unweighted)	N=34	N=9	N=3	N=0	N=23	N=2	N=8	N=10	N=25	N=8	N=22	N=9	N=22	N=9	N=5	N=6	N=20	N=11	N=19	AA (T)	N=5
Social media (e.g., Facebook, Twitter, YouTube)	13%	0%	0%	0%	16%	0%	16%	0%	16%	0%	16%	0%	16%	0%	16%	0%	16%	0%	16%	AA (T)	30%
Cable TV	16%	26%	0%	0%	15%	100%	23%	0%	22%	0%	20%	0%	20%	0%	19%	0%	17%	15%	15%	AA (T)	26%
Connected TV (e.g., Roku, Apple TV, Amazon Fire)	5%	16%	19%	0%	0%	0%	20%	2%	7%	3%	0%	31%	0%	31%	17%	0%	15%	0%	16%	AA (T)	8%
Ad on a streaming service (e.g., Hulu, Amazon Prime, Pe, Netflix)	20%	0%	0%	0%	2%	0%	2%	0%	2%	0%	2%	0%	2%	0%	2%	0%	2%	0%	2%	AA (T)	14%
Print (e.g., magazine, newspaper)	7%	0%	0%	0%	10%	0%	0%	12%	9%	0%	9%	0%	9%	0%	8%	0%	12%	0%	13%	AA (T)	0%
Billboard or poster	4%	0%	0%	0%	0%	0%	0%	11%	5%	0%	5%	0%	5%	0%	5%	0%	7%	0%	0%	AA (T)	0%
Radio	0%	0%	6%	29%	13%	0%	23%	0%	10%	0%	32%	0%	32%	0%	29%	16%	10%	69%	0%	AA (T)	0%
Podcast	5%	6%	0%	0%	6%	0%	4%	7%	0%	0%	7%	0%	7%	0%	5%	12%	9%	0%	7%	AA (T)	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	AA (T)	0%
I don't remember	4%	0%	15%	0%	4%	0%	13%	15%	7%	0%	4%	0%	13%	0%	0%	0%	6%	0%	7%	AA (T)	0%

\* Table Base:  
Peanuts (i.e., Charlie Brown and friends)

REMEMBER SEEING OR HEARING THIS BRAND COMMUNICATE ABOUT EARTH DAY BETWEEN 2019 AND 2021

	Total	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed (J)	Yes (K)	Children in HH (L)	Yes (M)	Parent of Child Under 18 (N)	Home Ownership (O)	Renter (P)	Married (Q)	Marital Status (R)	White (S)	Race/Ethnicity (T)	Hispanic (U)
Total	N=52	N=12	N=7	N=4	N=28	N=14	N=10	N=13	N=42	N=9	N=34	N=18	N=34	N=18	N=43	N=9	N=34	N=18	N=31	AA (T)	N=18
Total (Unweighted)	N=54	N=14	N=10	N=4	N=24	N=8	N=10	N=17	N=38	N=16	N=32	N=22	N=32	N=22	N=40	N=14	N=37	N=17	N=39	AA (T)	N=10
Social media (e.g., Facebook, Twitter, YouTube)	25%	0%	0%	0%	24%	0%	24%	0%	24%	0%	24%	0%	24%	0%	24%	0%	24%	0%	24%	AA (T)	40%
Cable TV	15%	46%	0%	77%	0%	5%	64%	10%	20%	1%	19%	37%	19%	38%	23%	38%	11%	53%	0%	AA (T)	21%
Connected TV (e.g., Roku, Apple TV, Amazon Fire)	17%	0%	0%	13%	30%	11%	20%	22%	20%	6%	24%	5%	24%	5%	18%	16%	25%	3%	27%	AA (T)	28%
Ad on a streaming service (e.g., Hulu, Amazon Prime, Pe, Netflix)	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	AA (T)	0%
Print (e.g., magazine, newspaper)	9%	5%	9%	21%	9%	6%	5%	11%	6%	7%	13%	7%	13%	9%	5%	12%	3%	7%	0%	AA (T)	11%
Billboard or poster	5%	22%	0%	0%	0%	19%	0%	0%	6%	0%	14%	0%	14%	0							



	N=2	N=6	N=4	N=4	N=28	N=5	N=16	N=6	N=37	N=5	N=28	N=14	N=27	N=15	N=36	N=6	N=22	N=11	N=24	N=6	N=9
Total	N=2	N=6	N=4	N=4	N=28	N=5	N=16	N=6	N=37	N=5	N=28	N=14	N=27	N=15	N=36	N=6	N=22	N=11	N=24	N=6	N=9
Total (Unweighted)	66%	91%	74%	69%	87%	63%	57%	63%	61%	79%	47%	43%	78%	65%	60%	56%	62%	70%	63%	30%	100%
Yes	28%	32%	0%	26%	31%	0%	35%	18%	29%	19%	21%	1%	22%	40%	33%	3%	18%	33%	3%	49%	0%
I don't remember	6%	3%	9%	0%	0%	13%	9%	6%	4%	20%	0%	17%	0%	16%	5%	3%	3%	13%	4%	21%	0%

\* Table Base: NANA

REMEMBER SEEING OR HEARING THIS BRAND COMMUNICATE ABOUT EARTH DAY BETWEEN 2019 AND 2021

	Household Income		Education		Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	Some College (G)	College Grad+ (H)	Yes (I)	Yes (J)	Yes (K)	Yes (L)	Yes (M)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=17	N=27	N=15	N=7	N=85	N=30	N=19	N=13	N=27	N=113	N=22	N=76	N=60	N=32	N=48
Total (Unweighted)	N=45	N=17	N=11	N=4	N=12	N=15	N=11	N=14	N=23	N=51	N=13	N=38	N=27	N=50	N=4
Yes	60%	27%	72%	8d	0%	73%	61%	49%	62%	66%	36%	74%	28%	1%	1%
No	36%	58%	e	28%	100%	30%	47%	30%	24%	33%	64%	31%	42%	85%	40%
I don't remember	3%	15%	e	0%	0%	8%	4%	2%	1%	1%	0%	6%	12%	0%	3%

\* Table Base: National Geographic

REMEMBER SEEING OR HEARING THIS BRAND COMMUNICATE ABOUT EARTH DAY BETWEEN 2019 AND 2021

	Household Income		Education		Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	Some College (G)	College Grad+ (H)	Yes (I)	Yes (J)	Yes (K)	Yes (L)	Yes (M)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=137	N=27	N=15	N=7	N=105	N=30	N=19	N=13	N=27	N=113	N=22	N=76	N=60	N=32	N=48
Total (Unweighted)	N=123	N=24	N=13	N=5	N=104	N=37	N=24	N=17	N=32	N=59	N=44	N=68	N=50	N=29	N=43
Yes	71%	52%	57%	73%	81%	bc	73%	57%	79%	75%	60%	84%	44%	83%	N
No	24%	38%	35%	27%	17%	37%	21%	34%	27%	16%	34%	16%	27%	16%	1%
I don't remember	4%	9%	9%	0%	3%	20%	6%	3%	4%	5%	6%	2%	8%	7%	0%

\* Table Base: Natural Grocers

REMEMBER SEEING OR HEARING THIS BRAND COMMUNICATE ABOUT EARTH DAY BETWEEN 2019 AND 2021

	Household Income		Education		Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	Some College (G)	College Grad+ (H)	Yes (I)	Yes (J)	Yes (K)	Yes (L)	Yes (M)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=4	N=7	N=5	N=2	N=11	N=4	N=3	N=2	N=7	N=23	N=7	N=19	N=14	N=7	N=11
Total (Unweighted)	N=11	N=5	N=5	N=2	N=26	N=2	N=11	N=7	N=27	N=14	N=7	N=29	N=11	N=29	N=3
Yes	83%	40%	100%	b	79%	79%	87%	87%	84%	81%	88%	80%	88%	79%	81%
No	16%	54%	0%	21%	13%	0%	13%	13%	16%	19%	12%	20%	12%	21%	19%
I don't remember	2%	26%	e	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

\* Table Base: New Belgium Brewing

REMEMBER SEEING OR HEARING THIS BRAND COMMUNICATE ABOUT EARTH DAY BETWEEN 2019 AND 2021

	Household Income		Education		Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	Some College (G)	College Grad+ (H)	Yes (I)	Yes (J)	Yes (K)	Yes (L)	Yes (M)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=27	N=7	N=5	N=2	N=0	N=27	N=2	N=7	N=22	N=4	N=23	N=4	N=23	N=4	N=23
Total (Unweighted)	N=27	N=7	N=5	N=2	N=0	N=27	N=2	N=7	N=22	N=4	N=23	N=4	N=23	N=4	N=23
Yes	88%	82%	19%	0%	100%	C	100%	72%	87%	91%	J	46%	91%	76%	91%
No	8%	8%	66%	e	0%	0%	0%	19%	8%	9%	0%	9%	0%	9%	0%
I don't remember	4%	10%	15%	0%	0%	0%	0%	54%	1	0%	0%	24%	K	0%	24%

\* Table Base: Peas (i.e., Charlie Brown and friends)

REMEMBER SEEING OR HEARING THIS BRAND COMMUNICATE ABOUT EARTH DAY BETWEEN 2019 AND 2021

	Household Income		Education		Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	Some College (G)	College Grad+ (H)	Yes (I)	Yes (J)	Yes (K)	Yes (L)	Yes (M)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=34	N=6	N=4	N=2	N=22	N=3	N=5	N=2	N=7	N=25	N=9	N=29	N=13	N=27	N=4
Total (Unweighted)	N=34	N=6	N=4	N=2	N=22	N=3	N=5	N=2	N=7	N=25	N=9	N=29	N=13	N=27	N=4
Yes	72%	61%	86%	32%	76%	100%	e	10%	88%	71%	76%	71%	76%	68%	100%
No	28%	39%	14%	68%	24%	0%	0%	0%	12%	29%	24%	29%	24%	32%	0%
I don't remember	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

\* Table Base: Shopify

REMEMBER SEEING OR HEARING THIS BRAND COMMUNICATE ABOUT EARTH DAY BETWEEN 2019 AND 2021

	Household Income		Education		Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	Some College (G)	College Grad+ (H)	Yes (I)	Yes (J)	Yes (K)	Yes (L)	Yes (M)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=2	N=15	N=5	N=2	N=0	N=2	N=15	N=5	N=2	N=15	N=5	N=2	N=15	N=5	N=2
Total (Unweighted)	N=2	N=15	N=5	N=2	N=0	N=2	N=15	N=5	N=2	N=15	N=5	N=2	N=15	N=5	N=2
Yes	72%	75%	88%	100%	69%	58%	54%	80%	73%	73%	80%	81%	64%	81%	100%
No	25%	15%	12%	0%	28%	40%	38%	27%	27%	27%	20%	19%	31%	19%	0%
I don't remember	3%	0%	0%	0%	3%	4%	0%	24%	1	0%	0%	0%	0%	0%	0%

\* Table Base: SodaStream

REMEMBER SEEING OR HEARING THIS BRAND COMMUNICATE ABOUT EARTH DAY BETWEEN 2019 AND 2021

	Household Income		Education		Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	Some College (G)	College Grad+ (H)	Yes (I)	Yes (J)	Yes (K)	Yes (L)	Yes (M)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=31	N=7	N=2	N=3	N=30	N=3	N=7	N=2	N=7	N=30	N=3	N=21	N=13	N=23	N=3
Total (Unweighted)	N=34	N=8	N=4	N=3	N=19	N=3	N=7	N=2	N=7	N=30	N=3	N=21	N=13	N=23	N=3
Yes	70%	23%	0%	0%	75%	100%	bcg	25%	25%	61%	100%	e	9%	56%	62%
No	3%	38%	50%	e	100%	e	9%	25%	61%	100%	0%	13%	56%	62%	4%
I don't remember	9%	15%	27%	0%	6%	0%	24%	0%	9%	0%	0%	16%	16%	13%	0%

\* Table Base: The North Face

REMEMBER SEEING OR HEARING THIS BRAND COMMUNICATE ABOUT EARTH DAY BETWEEN 2019 AND 2021

	Household Income		Education		Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	Some College (G)	College Grad+ (H)	Yes (I)	Yes (J)	Yes (K)	Yes (L)	Yes (M)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=66	N=10	N=12	N=1	N=43	N=10	N=25	N=11	N=4	N=49	N=16	N=39	N=27	N=41	N=3
Total (Unweighted)	N=66	N=10	N=12	N=1	N=43	N=10	N=25	N=11	N=4	N=49	N=16	N=39	N=27	N=41	N=3
Yes	64%	59%	67%	0%	100%	6%	67%	67%	67%	63%	66%	63%	62%	65%	48%
No	23%	22%	6%	0%	28%	13%	24%	13%	20%	33%	26%	37%	23%	24%	0%
I don't remember	13%	20%	0%	0%	25%	12%	13%	14%	13%	4%	8%	12%	10%	10%	52%

\* Table Base: QSIQ: For each of the following brands, how likely would you be to purchase a product or service from that brand after seeing or hearing its communications (e.g., emails, commercials, social media posts) about Earth Day this year?

	Household Income		Education		Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	Some College (G)	College Grad+ (H)	Yes (I)	Yes (J)	Yes (K)	Yes (L)	Yes (M)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=1015	N=288	N=159	N=128	N=568	N=447	N=366	N=450	N=330	N=738	N=235	N=534	N=481	N=676	N=120
Total (Unweighted)	N=1039	N=343	N=231	N=148	N=564	N=429	N=319	N=250	N=292	N=760	N=250	N=595	N=444	N=616	N=145
Likely (Net)	39%	32%	33%	35%	35%	44%	47%	42%	39%	42%	39%	43%	34%	39%	50%
Very likely	16%	13%	8%	10%	12%	19%	18%	12%	10%	16%	19%	21%	11%	15%	23%
Somewhat likely	22%	24%	C	15%	22%	24%	18%	23%	18%	22%	23%	21%	23%	21%	22%
Somewhat unlikely	19%	17%	24%	e	16%	19%	19%	16%	20%	18%	20%	18%	20%	18%	10%
Not very likely	21%	19%	e	28%	15%	20%	23%	18%	19%	20%	21%	18%	24%	23%	13%
Not at all likely	21%	26%	E	24%	e	20%	15%	20%	26%	22%	17%	18%	25%	Q	23%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

\* Table Base: Apple TV

U.S. RESPONDENTS (IF ALCOHOL BRAND, U.S. RESPONDENTS 21+)

	Household Income		Education		Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	Some College (G)	College Grad+ (H)	Yes (I)	Yes (J)	Yes (K)	Yes (L)	Yes (M)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=1093	N=359	N=240	N=154	N=573	N=520	N=346	N=474	N=298	N=796	N=263	N=595	N=498	N=665	N=62
Total (Unweighted)	N=1093	N=359	N=240	N=154	N=573	N=520	N=346	N=474	N=298	N=796	N=263	N=595	N=498	N=665	N=62
Likely (Net)	49%	47%	41%	50%	57%	bc	50%	68%	L	38%	47%	49%	49%	41%	59

	N=1093	N=359	N=240	N=154	N=274	N=264	N=328	N=300	N=573	N=520	N=346	N=747	N=298	N=795	N=796	N=263	N=595	N=498	N=865	N=62	N=89
<b>Total (Unweighted)</b>	58%	57%	57%	58%	62%	55%	57%	60%	61%	54%	69%	51%	70%	52%	59%	58%	61%	55%	56%	57%	61%
<b>Likely (Net)</b>	29%	27%	21%	28%	35%	BC	29%	24%	29%	22%	43%	L	20%	29%	21%	24%	24%	26%	28%	28%	37%
<b>Very likely</b>	29%	29%	36%	e	30%	27%	26%	33%	30%	29%	29%	32%	24%	32%	m	28%	27%	31%	30%	29%	25%
<b>Somewhat likely</b>	17%	16%	19%	15%	17%	15%	20%	17%	17%	17%	13%	10%	13%	19%	16%	21%	17%	18%	18%	13%	15%
<b>Not very likely</b>	13%	13%	11%	19%	11%	ce	14%	19%	12%	14%	10%	15%	10%	14%	11%	12%	14%	13%	10%	15%	15%
<b>Not at all likely</b>	12%	16%	de	13%	8%	10%	16%	13%	10%	16%	I	8%	15%	K	7%	10%	10%	14%	13%	15%	8%

\* Table Base: U.S. RESPONDENTS (IF ALCOHOL BRAND, U.S. RESPONDENTS 21+)

**Natural Grocers**

	Household Income										Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)				
<b>Total</b>	N=1093	N=305	N=172	N=137	N=111	N=348	N=354	N=228	N=601	N=492	N=413	N=480	N=345	N=748	N=792	N=255	N=534	N=559	N=700	N=111	N=165				
<b>Total (Unweighted)</b>	N=1093	N=359	N=240	N=154	N=274	N=264	N=328	N=300	N=573	N=520	N=346	N=747	N=298	N=795	N=796	N=263	N=595	N=498	N=865	N=62	N=89				
<b>Likely (Net)</b>	49%	52%	C	40%	54%	C	51%	C	46%	45%	44%	60%	L	42%	61%	N	43%	49%	52%	48%	51%				
<b>Very likely</b>	20%	17%	16%	22%	25%	BC	15%	15%	19%	24%	F	25%	J	14%	31%	L	14%	24%	21%	18%	20%				
<b>Somewhat likely</b>	39%	36%	24%	33%	27%	27%	32%	30%	28%	31%	28%	30%	30%	29%	28%	29%	31%	29%	31%	27%	31%				
<b>Not very likely</b>	17%	13%	16%	18%	15%	16%	13%	16%	13%	16%	13%	16%	13%	19%	12%	19%	12%	16%	15%	13%	10%				
<b>Not at all likely</b>	16%	14%	17%	16%	16%	16%	16%	16%	16%	16%	16%	16%	17%	18%	14%	16%	17%	15%	17%	18%	14%				
<b>Not applicable</b>	18%	18%	25%	14%	15%	28%	17%	18%	15%	21%	I	13%	21%	K	13%	21%	M	18%	16%	16%	14%				

\* Table Base: U.S. RESPONDENTS (IF ALCOHOL BRAND, U.S. RESPONDENTS 21+)

**New Belgium Brewing**

	Household Income										Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)				
<b>Total</b>	N=1015	N=288	N=159	N=128	N=148	N=299	N=330	N=223	N=568	N=447	N=382	N=450	N=299	N=685	N=738	N=235	N=534	N=510	N=700	N=110	N=145				
<b>Total (Unweighted)</b>	N=1039	N=343	N=231	N=148	N=264	N=229	N=332	N=298	N=551	N=488	N=319	N=720	N=292	N=747	N=760	N=250	N=595	N=481	N=841	N=105	N=145				
<b>Likely (Net)</b>	39%	34%	27%	39%	49%	BC	34%	43%	51%	J	22%	61%	L	63%	29%	41%	43%	33%	34%	29%	61%				
<b>Very likely</b>	16%	10%	10%	14%	22%	BC	14%	22%	IG	J	9%	30%	L	8%	1%	8%	1%	1%	1%	1%	24%				
<b>Somewhat likely</b>	23%	20%	17%	25%	27%	22%	21%	22%	30%	J	14%	31%	L	18%	32%	N	18%	23%	23%	23%	36%				
<b>Not very likely</b>	16%	17%	14%	19%	13%	14%	19%	13%	19%	I	12%	18%	K	11%	18%	M	16%	13%	17%	14%	11%				
<b>Not at all likely</b>	23%	21%	33%	22%	21%	21%	25%	22%	19%	30%	I	13%	29%	K	11%	29%	M	24%	23%	22%	28%				
<b>Not applicable</b>	22%	28%	E	20%	16%	28%	h	22%	23%	29%	I	14%	27%	K	15%	26%	M	22%	23%	22%	24%				

\* Table Base: U.S. RESPONDENTS (IF ALCOHOL BRAND, U.S. RESPONDENTS 21+)

**Peasants (i.e., Charlie Brown and Friends)**

	Household Income										Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)				
<b>Total</b>	N=1093	N=305	N=172	N=137	N=111	N=348	N=354	N=228	N=601	N=492	N=413	N=480	N=345	N=748	N=792	N=255	N=534	N=559	N=700	N=111	N=165				
<b>Total (Unweighted)</b>	N=1093	N=359	N=240	N=154	N=274	N=264	N=328	N=300	N=573	N=520	N=346	N=747	N=298	N=795	N=796	N=263	N=595	N=498	N=865	N=62	N=89				
<b>Likely (Net)</b>	52%	57%	C	48%	57%	52%	53%	47%	57%	J	45%	63%	L	45%	60%	N	45%	53%	53%	56%	54%				
<b>Very likely</b>	22%	20%	21%	21%	27%	25%	16%	27%	G	J	16%	35%	L	15%	39%	N	15%	24%	19%	27%	25%				
<b>Somewhat likely</b>	30%	36%	CE	26%	37%	ce	25%	28%	31%	J	29%	30%	27%	31%	29%	30%	31%	29%	33%	29%	31%				
<b>Not very likely</b>	16%	13%	13%	15%	19%	14%	21%	13%	16%	16%	14%	18%	13%	18%	15%	18%	17%	15%	18%	11%	10%				
<b>Not at all likely</b>	16%	12%	20%	18%	16%	15%	18%	14%	15%	17%	13%	18%	12%	18%	12%	15%	16%	13%	15%	18%	18%				
<b>Not applicable</b>	16%	18%	d	10%	13%	19%	14%	16%	12%	21%	I	10%	20%	K	9%	19%	M	16%	14%	17%	16%				

\* Table Base: U.S. RESPONDENTS (IF ALCOHOL BRAND, U.S. RESPONDENTS 21+)

**Shopify**

	Household Income										Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)				
<b>Total</b>	N=1093	N=305	N=172	N=137	N=111	N=348	N=354	N=228	N=601	N=492	N=413	N=480	N=345	N=748	N=792	N=255	N=534	N=559	N=700	N=111	N=165				
<b>Total (Unweighted)</b>	N=1093	N=359	N=240	N=154	N=274	N=264	N=328	N=300	N=573	N=520	N=346	N=747	N=298	N=795	N=796	N=263	N=595	N=498	N=865	N=62	N=89				
<b>Likely (Net)</b>	43%	43%	39%	38%	47%	41%	38%	48%	E	J	33%	61%	L	32%	64%	N	33%	40%	43%	38%	50%				
<b>Very likely</b>	16%	14%	9%	8%	26%	15%	12%	26%	19%	J	9%	30%	L	8%	33%	N	9%	17%	16%	21%	23%				
<b>Somewhat likely</b>	26%	29%	e	30%	30%	21%	26%	29%	29%	J	22%	30%	24%	30%	24%	33%	21%	30%	25%	25%	23%				
<b>Not very likely</b>	19%	18%	e	20%	27%	18%	23%	17%	17%	21%	17%	21%	14%	22%	M	19%	20%	20%	18%	19%	15%				
<b>Not at all likely</b>	20%	16%	21%	22%	22%	20%	20%	18%	16%	24%	I	12%	24%	K	11%	24%	M	21%	16%	21%	15%				
<b>Not applicable</b>	19%	23%	de	20%	13%	23%	19%	17%	14%	24%	I	11%	23%	K	11%	22%	M	20%	14%	17%	18%				

\* Table Base: U.S. RESPONDENTS (IF ALCOHOL BRAND, U.S. RESPONDENTS 21+)

**Sodastream**

	Household Income										Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)				
<b>Total</b>	N=1093	N=305	N=172	N=137	N=111	N=348	N=354	N=228	N=601	N=492	N=413	N=480	N=345	N=748	N=792	N=255	N=534	N=559	N=700	N=111	N=165				
<b>Total (Unweighted)</b>	N=1093	N=359	N=240	N=154	N=274	N=264	N=328	N=300	N=573	N=520	N=346	N=747	N=298	N=795	N=796	N=263	N=595	N=498	N=865	N=62	N=89				
<b>Likely (Net)</b>	37%	43%	CD	32%	30%	41%	39%	41%	G	J	28%	54%	L	27%	55%	N	29%	38%	40%	36%	32%				
<b>Very likely</b>	15%	16%	D	13%	7%	20%	13%	19%	IG	J	11%	27%	L	7%	28%	N	9%	16%	12%	11%	10%				
<b>Somewhat likely</b>	22%	27%	21%	22%	21%	26%	21%	21%	26%	J	17%	27%	L	20%	27%	N	20%	21%	28%	20%	28%				
<b>Not very likely</b>	19%	16%	17%	24%	19%	16%	23%	18%	19%	18%	17%	19%	20%	17%	19%	20%	20%	20%	17%	21%	23%				
<b>Not at all likely</b>	24%	18%	26%	B	25%	23%	28%	22%	21%	22%	I	17%	28%	K	16%	27%	M	23%	24%	23%	26%				
<b>Not applicable</b>	21%	23%	e	26%	18%	23%	23%	19%	16%	26%	I	13%	26%	K	14%	24%	M	20%	20%	19%	22%				

\* Table Base: U.S. RESPONDENTS (IF ALCOHOL BRAND, U.S. RESPONDENTS 21+)

**The North Face**

	Household Income										Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)				
<b>Total</b>	N=1093	N=305	N=172	N=137	N=111	N=348	N=354	N=228	N=601	N=492	N=413	N=480	N=345	N=748	N=792	N=255	N=534	N=559	N=700	N=111	N=165</				

041421 - HOD FLASH (24 Hour) Survey

QS1Q1: Which of the following statements are true for you? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=1093	N=122	N=310	N=266	N=316	N=80
<b>Total (Unweighted)</b>	N=1093	N=98	N=253	N=272	N=370	N=100
In general, I try to (e.g., recycling, shopping from sustainable brands, carpooling).	44%	40%	37%	46%	47% c	50% c
It's important that brands and companies make environmentally conscious decisions (e.g., reducing carbon footprint, supporting environmentally friendly causes).	37%	38%	41% D	30%	38%	39%
I seek out environmentally conscious or "green" brands.	26%	21%	32% eF	28%	23%	18%
I seek out socially conscious brands (e.g., supports marginalized communities, social impact, nonprofits).	21%	25% f	27% adEF	19%	16%	13%
I try to make environmentally conscious decisions (e.g., recycling, shopping from sustainable brands, carpooling) more than I normally would around Earth Day (i.e., during the month of April).	20% F	29% deF	27% aDEF	17% F	17% f	7%
I have started making more environmentally conscious decisions because of an Earth Day communication (e.g., emails, commercials, social media posts).	20% EF	33% ADEF	32% ADEF	16% e	10%	10%
I would be more likely to purchase from a brand if they shared communications (e.g., emails, commercials, social media posts) about Earth Day.	20% Ef	27% EF	30% ADEF	17%	13%	11%
It's important that brands or companies advertise about Earth Day.	20% f	25% f	26% dEF	17%	16%	12%
I often make "green" or environmentally friendly purchases around or during Earth Day.	18%	17%	28% ADEF	13%	15%	11%
None of these	27% bc	15%	19%	33% BC	31% BC	37% aBC
<b>Count</b>	2.66	2.97	3.20	2.45	2.34	2.13

\* Table Base: U.S. RESPONDENTS

QS1Q2: How much more or less likely would you be to buy a product or service from a brand if it ran each of the following types of ads?

Ads that talk about taking preventive measures to protect the environment (e.g., recycling, buying eco-friendly appliances, using public transportation)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=1093	N=122	N=310	N=266	N=316	N=80
<b>Total (Unweighted)</b>	N=1093	N=98	N=253	N=272	N=370	N=100
<b>More likely (Net)</b>	55%	54%	58%	50%	58%	48%
Much more likely	23% e	26%	32% ADEF	20%	16%	16%
Somewhat more likely	32%	28%	26%	30%	41% AbCD	33%
No more or less likely	34% B	20%	33% b	39% B	33% b	45% aBce
<b>Less likely (Net)</b>	11%	27% ACDEF	9%	11%	10%	6%
Somewhat less likely	6%	21% ACDEF	2%	3%	6%	1%
Much less likely	6%	6%	6%	8% e	4%	5%

\* Table Base: U.S. RESPONDENTS

Ads that talk about taking reactive measures to protect the environment (e.g., planting trees, picking up litter)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=1093	N=122	N=310	N=266	N=316	N=80
<b>Total (Unweighted)</b>	N=1093	N=98	N=253	N=272	N=370	N=100
<b>More likely (Net)</b>	56% d	54%	59% d	48%	60% D	56%
Much more likely	22% e	21%	29% aE	22%	17%	19%
Somewhat more likely	34% D	33%	30%	25%	44% ACD	38% d
No more or less likely	32%	23%	26%	39% BC	34%	40% BC
<b>Less likely (Net)</b>	12% EF	23% AdEF	15% EF	13% EF	6%	4%
Somewhat less likely	7% EF	19% ACDEF	8% EF	6% F	3%	0%
Much less likely	5%	4%	7% e	7% E	3%	4%

\* Table Base: U.S. RESPONDENTS

Ads that talk about a brand's promises to become waste-free or carbon-neutral in the future

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=1093	N=122	N=310	N=266	N=316	N=80
<b>Total (Unweighted)</b>	N=1093	N=98	N=253	N=272	N=370	N=100
<b>More likely (Net)</b>	54%	53%	61% De	50%	52%	49%
Much more likely	24% EF	21%	38% ABDEF	22%	17%	13%
Somewhat more likely	29%	31%	23%	28%	35% C	36% C
No more or less likely	33% c	28%	25%	35% C	38% C	42% C
<b>Less likely (Net)</b>	13%	19% ef	14%	15%	10%	8%
Somewhat less likely	7% f	15% AcDEF	7% f	8% f	6%	1%
Much less likely	6%	4%	7%	7%	5%	7%

\* Table Base: U.S. RESPONDENTS

Ads that talk about a brand's donations to an environmental cause

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=1093	N=122	N=310	N=266	N=316	N=80
<b>Total (Unweighted)</b>	N=1093	N=98	N=253	N=272	N=370	N=100
<b>More likely (Net)</b>	49%	56%	57% DEF	43%	46%	44%
Much more likely	20% E	22%	32% ADEF	16%	13%	15%
Somewhat more likely	29%	35%	25%	27%	33%	29%
No more or less likely	38%	27%	32%	42% bc	43% BC	48% BC
<b>Less likely (Net)</b>	12%	17%	11%	15%	11%	8%
Somewhat less likely	6%	8%	7%	7% f	5%	2%
Much less likely	6%	9%	4%	7%	6%	7%