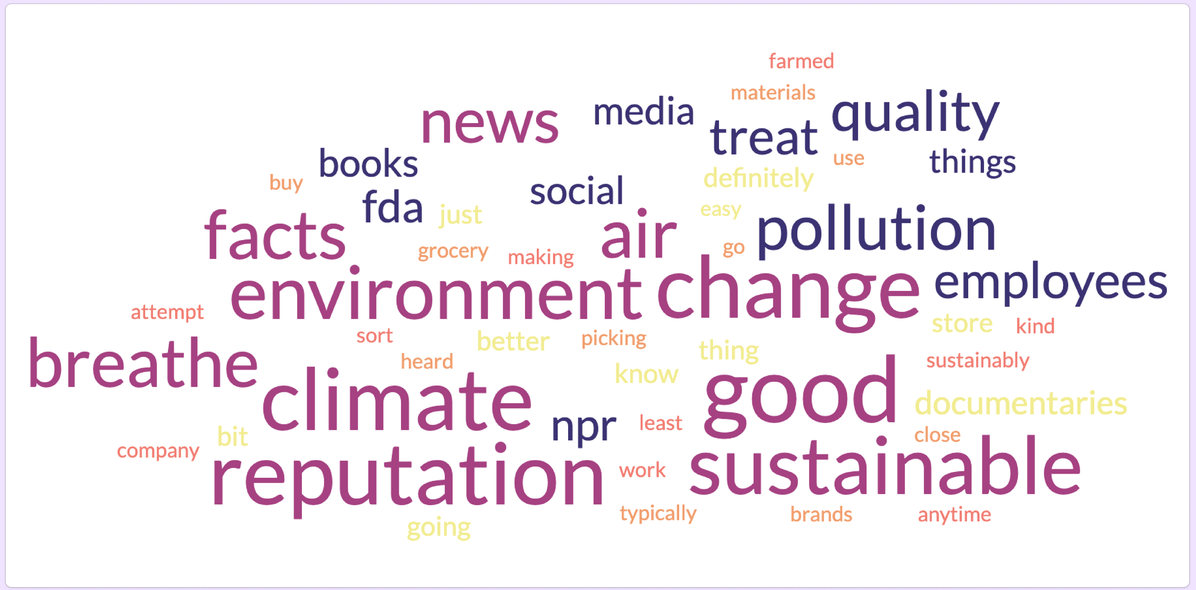
Themes

Themes

I placed the responses from the "Ideate and Group" section into a word cloud generator revealing some interesting themes.



Themes

Do value sustainable companies

Will boycott or support companies based on news

Most affected by climate change, pollution, air quality, and company culture

Believe in purchasing power and its larger effects

Top factors when deciding where to shop

1. **Sustainability**
2. Quality
3. Convenience
4. Price
5. Good reputation

Has news about a company changed your thoughts on a company? Have you ever boycotted a company?

3/3 - Yes. Each participant gave 1-2 examples of how bad press about a company lessened, if not stopped, their buying from that company.
3/3 - Yes. All gave similar examples

Do you think your spending habits impact social and environmental issues?

3/3 - Yes.
"As a group, we can make a big impact."
"We need to put our money where our mouth is."

In regards to companies' social and environmental impact, participants:

Look to news outlets (NPR), websites (EWG), and social media

Find it difficult to access such information.

Would change their shopping habits based on access to such information.

Participants find information through the following avenues:

1. News - TV and radio/podcasts
2. Websites of the companies and/or Environmental Working Group
3. Social media

Do you find it easy or difficult to find information?

- "I don't really go searching for it"
- "It takes a lot of time"
- "I feel like you really have to dig"

Sources you trust:

- Science-based information
- FDA
- NPR
- "I just want the facts"
- "I feel like you really have to dig"

Would you consider changing your shopping habits if you had easy access to information about a company's social and environmental impact

3/3 - Yes
"If I got into the habit of it and I knew it was making a difference, I would definitely use it."
" It opens the door to helping people make a change in their spending habits which will hold companies accountable to making more positive social and environmental changes."

What social and environmental causes do you believe have the most significant impact on the future world as a whole?

1. climate change
2. pollution
3. company culture
4. affordable housing

What social or environmental causes affect you the most?

1. air quality
2. climate change