

The following data are based on a survey of 1,500 Soft-Ts subscribers. Each cell presents the percentage of respondents who selected the indicated importance of a characteristic.

For Soft-Ts packaging, rate the importance of the following characteristics on a scale of 1-5, with one being not important at all and five being very important. (Select all that apply.)

| | | Packaging Characteristics | | | | | | | | |
|------------|---|---------------------------|----------|--------|------------|-------------|---------------|-------------------------------|------------------------|----------------------------|
| | | Durable | Recycled | Secure | Recyclable | Compostable | Biodegradable | Made from renewable resources | Aesthetically pleasing | Has small carbon footprint |
| Importance | 1 | 21% | — | 26% | — | 2% | 11% | 7% | 10% | — |
| | 2 | 45% | 4% | 43% | 7% | 7% | 11% | 10% | 24% | 2% |
| | 3 | 22% | 8% | 14% | 9% | 28% | 27% | 12% | 35% | 4% |
| | 4 | 10% | 33% | 12% | 29% | 33% | 28% | 32% | 12% | 43% |
| | 5 | 2% | 55% | 5% | 55% | 30% | 23% | 39% | 19% | 51% |