

The 2008 Wal-Mart Sustainability Live Better Index

To support Wal-Mart's ongoing commitment to helping customers save money and live better, Wal-Mart established the Live Better Index in April 2007 with its first focus on the environment. With 200 million shoppers annually and nearly 90% of American households shopping its stores, Wal-Mart is an indicator of American spending habits, preferences and attitudes. Recognizing that American attitudes are evolving with relation to the environment, Wal-Mart continues its dedication to the sustainability Live Better Index.

The sustainability Live Better Index follows the adoption rates, or penetration across a particular product category, of eco-friendly products based on Wal-Mart sales data. The overall adoption rate of these products serves as a nationwide trend indicator of consumer demand for green products.

Since the benchmark was set in April 2007, consumer adoption of the initial five sustainable products dramatically increased, with a 66 percent increase in average adoption rates across all categories. In 2008, Wal-Mart will add two new product categories to the sustainability Live Better Index – sustainable coffee and eco-friendly cleaning products. The sustainability Index will continue to monitor attitudes and track customer shopping habits to identify changes in behavior over time.

Live Better Index: Environmentally Friendly Products

The five sustainability Live Better Index products were selected in 2007 because consumers can make a conscious decision to purchase them for their environmentally friendly and cost-saving benefits versus conventional versions. The full list of products includes:

- ✓ Compact florescent light bulbs (CFLs)
- ✓ Organic milk
- ✓ Extended-life paper products
- ✓ Organic baby food formula
- ✓ Concentrated/reduced-packaging liquid laundry detergents

Live Better Index State Rankings and Average Adoption Rates

State Rankings

Wal-Mart data indicates that the following states lead the way in adoption rates with regards to the initial five sustainability Index products:

Live Better Product	State Leader	2008 Average Adoption Rate
Compact florescent light bulbs (CFLs)	Delaware	25.8%
Organic milk	Virginia	2.7%
Extended-life paper products	Minnesota	78.1%
Organic baby food and formula	California	8.58%
Concentrated/reduced-packaging liquid laundry detergents	Oklahoma	96.3%

According to 2008 Wal-Mart data, California is the "greenest" state when it comes to sustainability Live Better Index products, with an average adoption rate at more than 38%. Below is the full list of states ranked according to adoption rate:

Sustainability Live Better Index State Rankings, Based on Average Adoption Rates of Initial Five Products

1. California	13. Michigan	25. Iowa	37. Nevada
2. Vermont	14. Colorado	26. South Carolina	38. Rhode Island
3. Florida	15. Georgia	27. Tennessee	39. Delaware
4. New Mexico	16. Louisiana	28. Montana	40. Wyoming
5. Illinois	17. Washington	29. Ohio	41. Maine
6. Nevada	18. Oregon	30. South Dakota	42. Pennsylvania
7. Arizona	19. Arkansas	31. Kentucky	43. North Carolina
8. Texas	20. Kansas	32. New Hampshire	44. West Virginia
9. Oklahoma	21. Indiana	33. Massachusetts	45. Virginia
10. Minnesota	22. Alabama	34. Connecticut	46. Idaho
11. North Dakota	23. Mississippi	35. Maryland	47. New York
12. Wisconsin	24. Missouri	36. New Jersey	48. Utah

Average Adoption Rates

Rankings are based on percentage of the merchandise category penetration and reflect current adoption rates of the 48 contiguous United States. Following are the rankings for sustainability Live Better Index products ordered highest to lowest by state:

2007 vs. 2008 National Adoption Rates

Product	2007 Adoption Rate	2008 Adoption Rate
Compact florescent light bulbs (CFLs)	13.39%	19.7%
Organic milk	1.15%	1.58%
Extended-life paper products	50.77%	67.5%
Organic baby food formula	4.31%	4.12%
Concentrated/reduced-packaging liquid laundry detergents	22.86%	76.3%

Live Better Index 2008 Product Expansion

In 2008, Wal-Mart added products representative of consumer shopping habits to the Live Better Index. Within a few short months, the baseline adoption rate for the two new products shows the increased consumer dedication to sustainable merchandise:

2008 Benchmark Adoption Rates

Live Better Product	Average National Adoption Rate
Sustainable coffee	.35%
Eco-friendly cleaners	4.77%

Live Better Product	State Leader	Average Adoption Rate
Sustainable coffee	Washington	.70%
Eco-friendly cleaners	Vermont	12.14%

About The Sustainability Live Better Index and Report

Product adoption rates are based on Wal-Mart sales figures that represent the company's fiscal year 2009 year-to-date ending April 13, 2008 and are inclusive of the 48 contiguous United States.