



# CONSUMER MARKET STUDY ON ENVIRONMENTAL CLAIMS FOR NON-FOOD PRODUCTS

## APPENDIX 3

*Consumer understanding*

*Issue: July 2014*



*Justice and  
Consumers*

**EUROPEAN COMMISSION**

Directorate-General for Justice and Consumers

*European Commission  
B-1049 Brussels*

# **Consumer market study on environmental claims for non-food products**

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## **LEGAL NOTICE**

This report was produced under the Consumer Programme (2007-2013) in the frame of a specific contract with the Consumers, Health and Food Executive Agency (CHAFAEA) acting on behalf of the European Commission.

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# 1 Introduction

One of the key tenets of the European Consumer Agenda<sup>1</sup> is that **consumers** should be **empowered, assisted and encouraged to make sustainable purchasing choices**. This will lead to cost savings for themselves and for society as a whole. For consumers to make sustainable choices, they need to have **clear and reliable information** in order to be able to easily identify the 'right' product or service to purchase. Information of this nature is provided by business by means of a range of environmental/green claims. The expressions '**environmental claims**' or '**green claims**' refer to the practice of suggesting or otherwise creating the impression (in the context of a commercial communication, marketing or advertising) that **a product or a service, is environmentally friendly** (i.e. it has a positive impact on the environment) **or is less damaging to the environment than competing goods or services**. This may be due to, for example, its composition, the way it has been manufactured or produced, the way it can be disposed of and the reduction in energy or pollution which can be expected from its use.<sup>2</sup>

To unlock the untapped potential for green growth there are some key challenges ahead that need special attention.

- Consumers are confronted with an increasing number of environmental claims<sup>3</sup>
- While the interest in purchasing green products is high, the Eurobarometer from June 2011<sup>4</sup> also shows that consumer trust in environmental labelling has decreased.
- Cases of **misleading and unsubstantiated environmental claims** (e.g. 'greenwashing') in certain product markets have been reported by businesses, as well as by consumers and environmental NGOs. These undermine consumers' ability to contribute to green growth by means of their purchasing choices.
- Consumers not always truly understand the green claims they are confronted with<sup>5</sup>

In this context, the Consumers, Health and Food Executive Agency acting on behalf of European Commission (Directorate-General Health and Consumers) commissioned this **Consumer Market Study on environmental claims for non-food products**.

The **objective of the assignment** was to provide information on the current state of play on the presence of green claims in the Single Market for non-food markets, at the level of products (goods and services) and marketing strategies. It investigated the presence of green claims in consumer markets, and the different types of claims made e.g. general claims vs. more specific claims, self-declarations vs. verified claims, claim categories (general, climate, air, water etc.), explicit vs. implicit claims (marketing strategies that give a green impression through the use of colours, pictures, word-usage) etc. The assignment also examined the level of compliance with EU legal and

<sup>1</sup> European Commission (2012). *A European Consumer Agenda - Boosting confidence and growth*. Retrieved from [http://ec.europa.eu/consumers/strategy/docs/consumer\\_agenda\\_2012\\_en.pdf](http://ec.europa.eu/consumers/strategy/docs/consumer_agenda_2012_en.pdf)

<sup>2</sup> The working definition of 'environmental claims' used in this report is taken from the Guidance on the implementation/application of the Unfair Commercial Practices Directive (Commission Staff Working Document SEC (2009) 1666).

<sup>3</sup> - OECD (2011). *Environmental Claims - Findings and Conclusions of the OECD Committee on Consumer Policy*.

- DEFRA (2010). *Assessment of Green Claims on Product Packaging*.

- DEFRA (2010). *An assessment of green claims in marketing*.

- BEUC/ANEC position papers X/2011/067 of 14/12/11 and X/022/2011 of 28/02/11.

<sup>4</sup> European Commission (2011). *Attitudes of European citizens towards the environment*. Retrieved from [http://ec.europa.eu/environment/pdf/ebs\\_365\\_en.pdf](http://ec.europa.eu/environment/pdf/ebs_365_en.pdf)

<sup>5</sup> DEFRA. *Consumer understanding of green terms*, p. 6.

regulatory requirements for a random selection of claims and assessed consumer understanding and behaviour vis-à-vis different types of green claims on the market. Furthermore, an analysis of the effectiveness of the enforcement and self-regulatory instruments available in selected countries was also part of this assignment. Lastly, based on a thorough understanding of the current dynamics of green claims operating in key markets, the assignment provides policy recommendations for possible future EU policy initiatives in this field.

In particular **Appendix 3** provides further information on the **online consumer survey and online behavioural experiment** carried out to determine the extent to which consumers make use of environmental claims to which they are exposed. **Awareness, understanding, importance, trust and willingness to pay** are surveyed for a selection of environmental claims.

The following **information** can be retrieved for the consumer survey and behavioural experiment:

- The overall methodology
  - Countries surveyed
  - Product categories assessed<sup>6</sup>
  - Sampling
  - Weighting
  - Fieldwork period
  - Questionnaire
  - Data validation measures
- Country results

The **summary** of results of the consumer survey can be found in **chapter 3 of the main report**.

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<sup>6</sup> Only applicable for the mystery shopping exercise.

## 2 Consumer perceptions

### 2.1 Methodology

The consumer survey and behavioral experiment aimed at identifying the extent to which consumers make use of the environmental claims to which they are exposed when making a decision on the purchase of a product or service, as well as the barriers and drivers that affect this usage.

The relationship between consumer background, knowledge, understanding, opinion and trust and the usage of environmental claims are investigated both at a general level as well as for some specific product categories. The fieldwork was undertaken online. Respondents completed both the behavioral experiment and the consumer survey. The total length of the questionnaire was about 20 minutes, with about half the time assigned to the consumer survey and the other half to the behavioral experiment. This duration allowed consumers to answer the research questions without causing respondent fatigue.

Several valuable reports exist on the topic of environmental claims, labels in general, and the EU directive in relation to consumer surveys and behavioral experiments. We list hereunder the ones that were investigated to determine if parts of these studies could be copied in this study, allowing for a benchmark against other data on the one hand and a validated set of questions on the other hand:

- A 2012 study by BIO et al focused on available options to communicate environmental claims to consumers.<sup>7</sup> Based on a literature review, the study concluded that the use of too many environmental indicators confuses consumers and that for several product groups (e.g. household cleaning products), consumers make purchasing decisions without a high level of consideration of environmental performance. It also found that information is best received when coming from a trusted source and through multiple channels, that the quality and clarity of information is more important than the level of detail of the information, and that information at the point of purchase is most likely to impact on behaviour. When using focus groups in three key countries (Italy, Poland, Sweden), the study showed that some concepts (e.g. multi-criteria environmental impacts) are not understood by consumers, that ambiguity in language and design can lead to confusion, that aggregated indicators can help with understanding, and that consumers have a good understanding of letter scales (e.g. the EU Energy Label). Through the focus groups, the researchers also identified that quantitative claims have different values for different consumer groups (i.e. quantitative indicators were more often appreciated by younger generations than older ones).
- In order to contribute to the reduction of greenhouse gas emissions from the transport sector, the European Union has set target values for CO<sub>2</sub> emissions from new passenger cars and made efforts to ensure that information on the CO<sub>2</sub> performance of new passenger cars is readily available for citizens. A 2010 study focused on passenger vehicles and the implementation of EU Directive 1999/94/EC relating to availability of consumer information on fuel economy and CO<sub>2</sub> emissions with respect to the marketing of new passenger cars.<sup>8</sup> The research found that EU Member States were using a variety of options (e.g. labels) to meet the requirements of the Directive. It also determined that ambiguity in the Directive's language was leading to some misunderstandings by the Member States, particularly in regard to adverts. The study was based on a literature review, expert opinion, and interviews with responsible Member State authorities and NGO groups.

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<sup>7</sup> BIO et al (2012). *Study on different options for communicating environmental information for products, Final report.*

<sup>8</sup> Grünig, M. et al. (2010). *Study on consumer information on fuel economy and CO<sub>2</sub> emissions of new passenger cars.*



- In 2011, a UK study produced by DEFRA<sup>9</sup> investigated the use and understanding of environmental claims.<sup>10,11</sup> It provided a number of results, such as the influence of familiarity on a consumers' feeling of understanding a claim, that consumers responded positively to terms they found meaningful, and that consumers seemed to rely on intuition to derive meaning from emerging terms. The study also found that qualifying or explanatory information may make claims more trustworthy and meaningful, though this is not always the case. Other interesting aspects of the study were that consumers use environmental labels infrequently, only for specific products, and mostly linked to issues that are most important to them. It also found that the EU energy label was recognized as familiar and well understood by respondents. The study used an in-depth literature review, a series of discussion groups, and an online survey.
- Environmental claims such as 'climate neutral' are an area where consumers are likely be led astray<sup>12</sup>, as well as claims on CO<sub>2</sub> emissions such as carbon 'neutral', 'zero' or 'negative'. Compared to nutritional information on food products, green claims on other items can seem vague and difficult to measure across products, with current advertising codes providing little help.<sup>13</sup>

### 1.1.1 Countries surveyed

The consumer survey was carried out in the following **11 countries**; 10 EU Member states (Croatia, Czech Republic, Denmark, France, Germany, Italy, Poland, UK, the Netherlands and Spain) and 1 third country (Norway). The country selection was kept consistent with other data collection methodologies throughout the study, particularly the mystery shopping and the inventory and analysis of enforcement instruments.

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<sup>9</sup> DEFRA, Department for Environment Food & Rural Affairs, is a UK government department responsible for policy and regulations on environmental, food and rural issues.

<sup>10</sup> DEFRA (2011). *Consumer understanding of green terms*.

<sup>11</sup> DEFRA (2011). *Consumer understanding of green terms – A supplementary report on consumer responses to environmental labels*.

<sup>12</sup> Ombudsman (2009) Guidelines on Using Claims such as "Climate Neutral" etc. in Marketing

<sup>13</sup> Consumer Focus (2009) Green expectations: Consumers' understanding of green claims in advertising

### 1.1.2 Product categories surveyed

The inclusion of all 30 products/services within the consumer survey and/or behavioral experiment is not possible given the limitation in duration. Also, the inclusion of different types of products/services is needed to determine if there are differences in what guides consumer choice, if the understanding of specific terms and environmental claims is different depending on the product/service, if their behaviour is different depending on the product/service, etc. A **selection of products/services** has been decided in the Steering Group. Firstly three product categories have been chosen for the behavioral experiment:

1. Washing machines
2. Shampoo
3. Electricity












The willingness to pay is limited to the washing machines and shampoo.

In addition, the extent to which consumers take into account the environmental friendliness of a product/services is evaluated for 11 product categories.

1. A light bulbs/lamp
2. A washing machine
3. A t-shirt
4. A cleaning detergent
5. A bottle of shampoo
6. Paint
7. A car
8. Toilet paper
9. An airline trip
10. Electricity
11. A stay in a hotel

### 1.1.3 Sampling

The target was n=500 online interviews per country of consumers between 18 and 65 year, with quota on age and gender, who all respondents participated in both the consumer survey and the behavioral experiment. This target sample size was exceeded in the majority of the countries, resulting in following numbers:

FIELDWORK PERIOD											
	EU	North		East		South	South	West			
											
n=	5281	535	528	537	500	561	500	528	524	541	527

### 1.1.4 Weighting

The data are weighted on the distribution of age and gender per country, and on population size.

Eurostat data 2013 (Italy:2012)	Male 18-29years	Male 30-39years	Male 40-49years	Male 50-59years	Male 60-65years	Female 18-29years	Female 30-39years	Female 40-49years	Female 50-59years	Female 60-65years	Total	
<b>CZ</b>	Population	821.813	889.918	746.071	678.641	420.314	781.097	850.019	710.012	686.559	464.348	7.048.792
	Percentages	11,7%	12,6%	10,6%	9,6%	6,0%	11,1%	12,1%	10,1%	9,7%	6,6%	100,0%
<b>DE</b>	Population	5.934.717	4.966.094	6.722.598	6.156.469	2.895.552	5.657.299	4.816.246	6.441.745	6.102.406	3.021.137	52.714.263
	Percentages	11,3%	9,4%	12,8%	11,7%	5,5%	10,7%	9,1%	12,2%	11,6%	5,7%	100,0%
<b>DK</b>	Population	420.350	350.817	412.036	364.797	205.609	407.016	349.217	403.858	362.954	210.172	3.486.826
	Percentages	12,1%	10,1%	11,8%	10,5%	5,9%	11,7%	10,0%	11,6%	10,4%	6,0%	100,0%
<b>ES</b>	Population	3.150.084	3.959.117	3.814.579	3.011.902	1.442.360	3.071.685	3.792.619	3.703.716	3.067.918	1.532.290	30.546.270
	Percentages	10,3%	13,0%	12,5%	9,9%	4,7%	10,1%	12,4%	12,1%	10,0%	5,0%	100,0%
<b>FR</b>	Population	4.748.957	4.092.014	4.506.458	4.155.122	2.360.537	4.733.167	4.184.544	4.600.977	4.381.267	2.546.948	40.309.991
	Percentages	11,8%	10,2%	11,2%	10,3%	5,9%	11,7%	10,4%	11,4%	10,9%	6,3%	100,0%
<b>IT</b>	Population	3.954.301	4.349.254	4.886.364	3.923.410	2.178.514	3.817.626	4.301.576	4.926.958	4.113.404	2.343.667	38.795.074
	Percentages	10,2%	11,2%	12,6%	10,1%	5,6%	9,8%	11,1%	12,7%	10,6%	6,0%	100,0%
<b>NL</b>	Population	1.257.814	1.019.598	1.289.060	1.178.148	638.144	1.229.543	1.020.683	1.273.154	1.171.940	637.355	10.715.439
	Percentages	11,7%	9,5%	12,0%	11,0%	6,0%	11,5%	9,5%	11,9%	10,9%	5,9%	100,0%
<b>PL</b>	Population	3.461.127	3.103.150	2.432.057	2.749.187	1.378.491	3.341.576	3.020.359	2.406.379	2.907.464	1.609.393	26.409.183
	Percentages	13,1%	11,8%	9,2%	10,4%	5,2%	12,7%	11,4%	9,1%	11,4%	6,1%	100,0%
<b>UK</b>	Population	5.193.263	4.123.380	4.539.217	3.954.979	2.145.842	5.091.813	4.158.592	4.664.354	4.048.305	2.236.489	40.156.234
	Percentages	12,9%	10,3%	11,3%	9,8%	5,3%	12,7%	10,4%	11,6%	10,1%	5,6%	100,0%
<b>NO</b>	Population	409.649	350.180	379.190	323.896	172.898	391.387	330.356	357.080	311.380	169.629	3.195.645
	Percentages	12,8%	11,0%	11,9%	10,1%	5,4%	12,2%	10,3%	11,2%	9,7%	5,3%	100,0%

### 1.1.5 Fieldwork period

The fieldwork started on August 12th and was completed on August 19th. The fieldwork period deviates per country, as shown below.

FIELDWORK PERIOD											
EU	North		East		South	South	West				
	Denmark	Norway	Czech Republic	Poland	Italy	Spain	France	Germany	Netherlands	United Kingdom	
Start	12/08/2013	12/08/2013	12/08/2013	12/08/2013	12/08/2013	12/08/2013	12/08/2013	12/08/2013	12/08/2013	12/08/2013	12/08/2013
End	19/08/2013	17/08/2013	19/08/2013	19/08/2013	16/08/2013	16/08/2013	19/08/2013	15/08/2013	17/08/2013	19/08/2013	15/08/2013

### 1.1.6 Questionnaire

#### SOCIO-DEMOGRAPHICS

##### Country

DP: background variable

1. Czech Republic
2. Denmark
3. France
4. Germany
5. Italy
6. Poland
7. UK
8. The Netherlands
9. Spain
10. Norway
11. Croatia<sup>14</sup>

##### Region

DP: automatically recode country into region, background variable

8. North (country = 2, 10)
9. South (Q1 = 5, 9)
10. East (Q1 = 1, 6)
11. West (Q1 = 3, 4, 7, 8)

#### S1. Indicate your gender

<sup>14</sup> Croatia was covered via a separate contract in a later phase.

1. Male
2. Female

**S2. Can you please indicate your age?**

(DP: min = 18, max = 65)

**Basic knowledge**

**Q1. Have you ever seen the following labels or terms?**

DP: Randomize

		Yes	No
A	Carbon-neutral		
B	Sustainable		
C	Recyclable		
D	(DP: show logo Eco-label)		
E	(DP: show logo Nordic swan only for country=2 )		
F	(DP: show logo Blue Angel, only for country = 4)		
G	Environmental friendly		
H	(DP: show logo Green dot )		
I	(DP: show logo Mobius loop)		
J	Organic		
K	Bio-degradable		
L	(DP: show logo Fairtrade)		
M	(DP: show logo FSC)		

DP: text on separate screen

**These labels or terms will reappear later in the questionnaire. Please answer the questions regardless of whether or not you have seen these labels or terms before.**





DP: text on separate screen

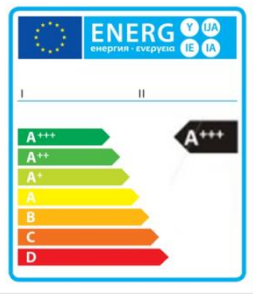


**In the following questions the term “environmental claims” will sometimes be used. Environmental claims** suggest that a product is better or less damaging to the environment than some other products in the same category. It could be more environmentally friendly because of what it is made of, the way it has been produced, the way it can be disposed of or because it uses less energy or is less polluting.





**Behavioural tests**

**Q2. Please imagine that you are buying a washing machine. Customize the product to your needs by selecting the environmental claims that you would pay attention to when buying, all other things being equal (price, quality, etc.). You can tick multiple aspects.**

DP: multiple response, randomize, keeping the none option in the last position

A	B	C	D
			
The indication of	The indication of	The presence of	

<p>the energy efficiency class (DP: show energy label, but only the part of the energy efficiency class A+++)</p> 	<p>the annual energy consumption in kilowatt hours (DP: show energy label, the kw/h part)</p> 	<p>(DP: show EU Ecolabel)</p> 	<p>The indication "Carbon neutral washing machine"</p>
<p>0</p>	<p>0</p>	<p>0</p>	<p>0</p>







E	F	G	H
			
<p>The indication "Automatic energy and water saving"</p>	<p>The indication "Low environmental impact washing machine"</p>	<p>The indication "Environmentally-friendly washing machine"</p>	<p>None of these are important to me (DP: single answer)</p>
O	O	O	O

**Q3. You have indicated the following environmental claims are important for you when buying a washing machine. Please rank them in the order of importance for you. 1 means this claim is most important to you.**

DP: show selection of environmental claims based on previous exercise (Q2), if more than 1 was selected

**Q4. Please imagine that you are buying a shampoo. Customize the product to your needs by selecting the environmental claims that you would pay attention to when buying, all other thing being equal (price, quality, softening effect, shining effect, etc.). You can tick multiple aspects.**

DP: multiple response, randomize, keeping the none option in the last position

A	B	C	D
			
<p>The presence of the EU Ecolabel (DP: show EU Ecolabel)</p> 	<p>The presence of following image (DP: show green image)</p> 	<p>The indication "paraben free"</p>	<p>The indication "natural shampoo"</p>
O	O	O	O
E	F	G	H

 <p>The indication "environmental-friendly shampoo"</p>	 <p>The indication "low environmental impact shampoo"</p>	 <p>The indication "bio degradable shampoo"</p>	 <p>None of these are important to me (DP: single answer)</p>
<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

**Q5. You have indicated that the following environmental claims are important for you when buying shampoo. Please rank them in the order of importance for you. 1 means this claim is most important to you.**

*DP: show selection of environmental claims based on previous exercise (Q4), if more than 1 was selected*

**Q6. Please imagine that you are subscribing to a new electricity tariff plan. Customize the tariff plan to your needs by selecting the environmental claims that you would pay attention to when subscribing, all other thing being equal (price, quality, etc.). You can tick multiple aspects.**

*DP: multiple response, randomize, keeping the none option in the last position – layout identical to Q2 and Q4*

- A. The indication "green energy"
- B. The indication "eco"
- C. The indication "the only energy sources used are: water, wind, sun and biomass"
- D. The indication "sustainable energy"
- E. The indication "renewable energy"
- F. The presence of the TÜV SÜD Mark EE01/EE02 (DP: show TÜV SÜD Mark EE01/EE02 if country = 4)
- G. The indication "environmental-friendly energy"
- H. None of the above are important to me (DP: single option)




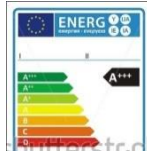



**Q7. You have indicated that the following environmental claims are important for you when subscribing to a new electricity tariff plan. Please rank them in the order of importance for you. 1 means this claim is most important to you.**

*DP: show selection of environmental claims based on previous exercise, if more than 1 was selected*

**Willingness to pay**

**Q8. Please imagine that you are buying a washing machine, which one would you buy taking into account the specifications and cost indicated.**








*DP: randomize*

	
<p><b>Miele – 7kg - 1400</b></p>	<p><b>Miele – 7kg - 1400</b></p>
<p>The indication of the energy efficiency class (<i>DP: show energy label, but only the part of the energy efficiency class A+</i>)</p>  <p><b>A+</b></p>	<p>The indication of the energy efficiency class (<i>DP: show energy label, but only the part of the energy efficiency class A+++</i>)</p>  <p><b>A+++</b></p>
<p>The indication of the annual energy consumption in kilowatt hours (DP: show energy label, the kw/h part - 199)</p>  <p><b>199</b></p>	<p>The indication of the annual energy consumption in kilowatt hours (DP: show energy label, the kw/h part - 160)</p>  <p><b>160</b></p>
	<p>The presence of (<i>DP: show EU Ecolabel</i>)</p> 
	<p>The indication "Automatic energy and water saving"</p>
<p><b>Purchasing price incl. VAT</b> <b>799€</b></p>	<p><b>Purchasing price incl. VAT</b> <b>1.099€</b></p>
<p><b>0</b></p>	<p><b>0</b></p>



**Q9. Please imagine that you are buying a shampoo, which one would you buy taking into account the specifications and cost indicated.**


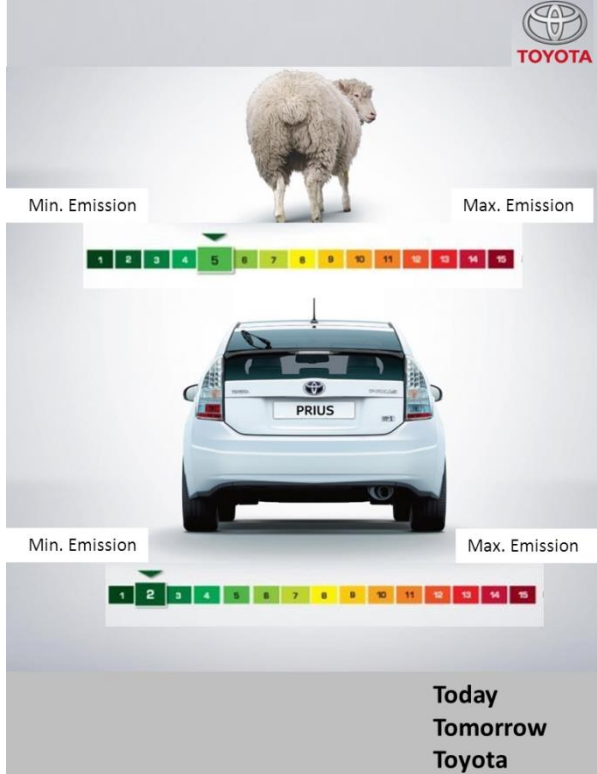
*DP: randomize*

	
<p><b>Pantene – 400ml – normal hair</b></p>	<p><b>Pantene – 400ml – normal hair</b></p>
<p>The presence of <i>(DP: show green dot)</i></p> 	<p>The presence of <i>(DP: show green dot)</i></p> 
<p>The presence of following image <i>(DP: show green image)</i></p> 	<p>The presence of following image <i>(DP: show green image)</i></p> 
	<p>The indication "natural shampoo"</p>
	<p>The presence of <i>(DP: show EU Ecolabel)</i></p> 
<p><b>5,68€</b></p>	<p><b>5,84€</b></p>
<p><b>0</b></p>	<p><b>0</b></p>

**Indirect claim exercise with picture!**

**Q10. Imagine you're looking at an advertisement from a car manufacturer. Which advertisement makes you think most that the product is environmentally friendly?**

*DP: randomize*

 <p style="font-size: small; margin-top: 10px;"> <b>Recycles Sunshine.</b>              Harmony between man, nature and machine         </p> <p style="text-align: right; font-weight: bold; font-size: 2em; margin-top: 10px;">PRIUS</p>	 <p style="text-align: right; font-weight: bold; margin-top: 10px;">Today Tomorrow Toyota</p>
0	0

**Q11. Why did you choose this one? Please select maximal three reasons for picking this advertisement and rank them in order of importance. The advertisement I chose gave the most environmental friendly impression because of ...**






*DP: randomize answer options, let them move their 3 answer options to the right and order them from 1 to 3: indicate next to 1: main reason, 2 second reason, 3 third reason – they are not obliged to give 3 answers → if another visualization is better, please implement accordingly*

1. The background colour of the advertisement
2. The blue text (*DP: only show if left add is chosen*)
3. The sea (*DP: only show if left add is chosen*)
4. The green grass (*DP: only show if left add is chosen*)
5. The trees (*DP: only show if left add is chosen*)
6. The blue sky (*DP: only show if left add is chosen*)
7. The sheep on the picture (*DP: only show if right add is chosen*)
8. The green to red scale (*DP: only show if right add is chosen*)
9. The wavy landscape (*DP: only show if left add is chosen*)

10. The sun (DP: only show if left add is chosen)
11. The text "Today Tomorrow Toyota" (DP: only show if right add is chosen)
12. The text "Recycles Sunshine" (DP: only show if left add is chosen)
13. The text "Toyota moving forward" (DP: only show if left add is chosen)
14. The text "Harmony between man, nature and machine" (DP: only show if left add is chosen)
15. The emission scale provided for sheep and car (DP: only show if right add is chosen)
16. Gives me the impression of being run on solar power (DP: only show if left add is chosen)

**Trust exercise**

**Q12. Please indicate** how much trust you have that products that bear the below labels or terms are really environmentally friendly.  
 DP: randomize order

	High trust	Some trust	Little trust	No trust	Don't know
					
					
 (DP: only show in country =4)					
 (DP: only show in country =2)					
					
The indication "Recyclable"					
The indication "Sustainable"					
The indication					

"Carbon-neutral"					
------------------	--	--	--	--	--

### Knowledge of logos exercise 1

**Q13. Certain environmental labels are "third party certified labels" (certified by independent controllers), and others are "non-certified labels". Please put the "third party certified labels" in the left pile and the "non-certified labels" in the right pile. If you have no clue, you can put them in the middle pile. You can do this by dragging and dropping the cards.**

**DP: randomize order A to L**

	Third party certified labels	No clue	Non-certified labels	
A	(DP: show label EU Ecolabel)		Green dot (DP: show label)	K
B	(DP: only show Nordic Swan if country = 2)		Recycled content/Mobius loop (DP: show label)	L
C	(DP: only show Blue Angel if country = 4)			
D	(DP: only show Polish Eco Mark - Znak EKO if country = 6)			
E	(DP: only show Aenor if country = 9)			
F	(DP: only show Environmentally Friendly Products label if country = 1)			
G	(DP: only show NF Environment label if country = 3)			
H	(DP: only show Milieukeur label if country = 8)			
I	(DP: show OekoTex label)			
J	(DP: show label Carbon trust)			

### Understanding

**Q14. Please indicate which of the below statement(s) you think corresponds to the meaning of this label. You can indicate multiple statements per label:**

*DP: Multiple response, randomize answers, but keep none option always last*



1. The product that bears it is among the most environmentally friendly products in its category (*correct<sup>15</sup>*)

<sup>15</sup> For more information, see the following websites: <http://ec.europa.eu/environment/ecolabel/the-ecolabel-scheme.html>, <http://ec.europa.eu/environment/ecolabel/information-and-contacts.html>, <http://ec.europa.eu/environment/ecolabel/products-groups-and-criteria.html>, [http://ec.europa.eu/consumers/consumer\\_empowerment/docs/report\\_eurobarometer\\_342\\_en.pdf](http://ec.europa.eu/consumers/consumer_empowerment/docs/report_eurobarometer_342_en.pdf)

2. Ensures that products carrying the label have high quality and a long service life (*correct*)
3. It's a voluntary label (*correct*)
4. This label is only used on electronic products (washing machines, refrigerators, computers, etc.)
5. This label means that the product is made in the European Union (EU)
6. None of these (*DP: single response*)

**Q15. Could you indicate which of the below statement(s) you think corresponds to the meaning of this label? You can indicate multiple statements:**

*DP: Multiple response, randomize answers, but keep none option always last; only show if country = 4*



1. It's the German eco-label (Correct<sup>16</sup>)
2. The label is awarded to companies as a reward for their commitment to environmental protection. They use it to promote their eco-friendly products in the market. (correct)
3. Ensures that products/services carrying the label feature high quality and a long service life. (correct)
4. It's an obligatory label
5. None of these (*DP: single response*)

**Q16. Could you indicate which of the below statement(s) you think corresponds to the meaning of this label? You can indicate multiple statements:**

*DP: Multiple response, randomize answers, but keep none option always last*



1. It means that the manufacturer of the product contributes to the cost of recovery and recycling. (correct<sup>17</sup>)
2. It means the packaging is recyclable
3. It means the product is recyclable
4. Companies that bear the label indicate they comply to the requirements under European Packaging Waste Directive (*correct*)
5. None of these (*DP: single response*)

**Q17. Could you indicate which of the below statement(s) you think corresponds to the meaning of this label? You can indicate multiple statements:**

*DP: Multiple response, randomize answers, but keep none option always last*

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<sup>16</sup> For more information, see the following websites:

<http://www.blauer-engel.de/en/index.php>, <http://ec.europa.eu/environment/ecolabel/other-ecolabels.html>,  
<http://ec.europa.eu/environment/ecolabel/other-ecolabels.html>, <http://www.ecolabelindex.com/ecolabel/blue-angel>,  
[http://www.blauer-engel.de/en/consumer/faq\\_consumer.php](http://www.blauer-engel.de/en/consumer/faq_consumer.php)

<sup>17</sup> For more information, see the following websites:

<http://www.greendotcompliance.eu/en/common-questions.php>; [http://en.wikipedia.org/wiki/Green\\_Dot\\_\(symbol\)](http://en.wikipedia.org/wiki/Green_Dot_(symbol));  
<http://www.greendotcompliance.eu/en/common-questions.php>



1. The logo means that the manufacturer of the product contributes to the cost of recovery and recycling
2. The logo means the packaging is recyclable (correct<sup>18</sup>)
3. The logo means the product is recyclable
4. There is no external verification of the label, everyone can introduce it on its packaging (correct)
5. None of these (DP: single response)

### Attitudes and awareness

#### Q18. To what extent do you agree or disagree with the following statements related to environmental claims?

DP: randomize

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
A	When purchasing a product, I look for information on the packaging about whether the product is environmentally friendly					
B	For me it is normal to take environmental considerations into account in daily life					
C	I cannot afford to purchase environmentally friendly products/services					
D	It is difficult to find out which products are really environmentally friendly					
E	In order to be "carbon-neutral", manufacturers must remove the same amount of carbon dioxide as was put in when making a product					
F	Biodegradable products can always be composted in home gardens					
G	Environmental information on products is often unclear.					
H	I prefer buying a product with an environmental					

<sup>18</sup> For more information, see the following websites:

[http://rcbc.bc.ca/files/u3/add\\_Mobius\\_Loop.pdf](http://rcbc.bc.ca/files/u3/add_Mobius_Loop.pdf); [http://www.labelinfo.be/label/lange\\_fiche/1066/](http://www.labelinfo.be/label/lange_fiche/1066/)

	label compared to a product without an environmental label					
I	Environmental claims and logos are marketing tricks to increase sales					
J	It is easy to assess whether an environmental claim is correct					
K	I trust the environmental information displayed on products or in advertisements					
L	I have made a complaint about an environmental claim because I thought was incorrect					
M	There are too many environmental labels and logos to be able to make a good decision					



**Q19.**

**DP: For people without Java, who see it as a fill out question:**

**Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service? Please answer with a value between 0 and 100. 0 meaning that you don't pay attention to the environmental friendliness of the product/service, 100 meaning that the environmental friendliness of the product/service is the only aspect you pay attention to.**

**DP: For people with Java, who see it as a slider question:**

**Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service? Please move the ruler to the right to the extent you pay attention to the environmental friendliness. The outer left meaning that you don't pay attention to the environmental friendliness of the product/service. The outer right meaning that the environmental friendliness of the product/service is the only aspect you pay attention to.**

*DP: either display this as a grid or with rulers (depending on the outcome of the test)*

		0 I don't pay attention to the environmental friendliness of this product/service at all	1	2	3	4	5	6	7	8	9	10 The environmental friendliness of this product/service is the only thing I pay attention to
<b>A</b>	A light bulbs/lamp											
<b>B</b>	A washing machine											
<b>C</b>	A t-shirt											
<b>D</b>	A cleaning detergent											
<b>E</b>	A bottle of shampoo											
<b>F</b>	Paint											
<b>G</b>	A car											
<b>H</b>	Toilet paper											
<b>I</b>	An airline trip											
<b>J</b>	Electricity											
<b>K</b>	A stay in a hotel											

**Verification of claims**

**Q20. Have you ever verified the evidence of environmental claims to check that it was correct?** By verify we mean that you did extra research to assess correctness of this information.

1. Yes, always
2. Yes, sometimes
3. Yes, once

4. No, never

*DP: if Q20 = 1, 2, 3*

**Q21. Which channels did you use to verify the correctness of environmental claims (including environmental labels)? You can indicate multiple answers:**

*DP: multiple response, randomize items, keep code 13 at the bottom*

1. Visited the website of the manufacturer/service provider
2. Visited the eco-label website [www.eco-label.com](http://www.eco-label.com)
3. Visited another specific website (*DP: open end box*)
4. Browsed on the internet in general
5. Talked to friends or family
6. Talked to staff at the retailer/service provider
7. Contacted the manufacturer/service provider
8. Contacted the organisation providing the green claims (scheme owner)
9. Contacted the relevant national authority
10. Contacted the self-regulatory body on advertising
11. Contacted the European authorities
12. Contacted a consumer organisation
13. Other specify (*DP: open end box*)

*DP: if Q20 = 1, 2, 3*

**Q22. What was the result of your verification?**

1. All claims were correct (*DP: only show if > once*)/ the claim was correct (*DP: only show if = once*)
2. Most of the claims were correct (*DP: only show if > once*)
3. Most of the claims were incorrect (*DP: only show if > once*)
4. None was correct (*DP: only show if > once*)/ the claim was not correct (*DP: only show if = once*)

*DP: if Q20 = 1, 2, 3*

**Q23. Did you verify this before making your purchase or afterwards**

1. Before my purchase
2. After my purchase
3. Sometimes before, sometimes afterwards (*DP: only show if > once*)

**S3. How old were you when you stopped full-time education?** When you have stopped studying for a while, went working and afterwards restarted in full time education, please indicate the age when you stopped the first time.

*DP: include check: S3 <= S2*

1. \_\_\_\_ (*DP: min 16, max 120*)
2. Still studying
3. Never been in full time education, beyond mandatory education

**S4. What is your current occupation?**

1. Self-employed
2. Manager
3. Other white collar
4. Blue collar
5. Student
6. House-person

7. Unemployed
8. Retired

**S5a. Please indicate who's living with you. Multiple answers can be applicable to you.**

1. My partner
2. My (step)children
3. Other family members
4. Other people
5. I live alone (*DP: single response*)

**DP: if S5a = 2**

**S5. Can you indicate how many children live in your household aged:**

1. 0-4 (*DP: min 0, max 6*)
2. 5-9 (*DP: min 0, max 6*)
3. 10-14 (*DP: min 0, max 6*)
4. Above 14 (*DP: min 0, max 6*)

*DP: automatically recode S5 into children, background variable; the sum of S5 + show error message if sum > 7 "Are these figures correct?"*

**S6. Can you give me the postal code of your official place of residence?**

**S7. A household may have different sources of income and more than one household member may contribute to it. Thinking of your household's total monthly income: is your household able to make ends meet....?**

1. Very easily
2. Easily
3. Fairly easily
4. With some difficulty
5. With difficulty
6. With great difficulty

**Q24. Are you a member of an environmental association? (e.g. WWF, Greenpeace, Friends of the Earth, your local/national environmental association)**

1. Yes, I'm an active member
2. Yes, I'm a passive member
3. No

**1.1.7 Data validation measures**

The following actions were taken in order to increase the validity of the data collected:

- A computer-assisted script was applied, allowing consumers to fill in the survey online and complete the behavioral experiment online.
- The application of a computer-assisted script ensured that questions were routed appropriately, and illogical or missing answers were prevented.
- Respondents were, within the timeframe of August 12th and August 19th, allowed to freely choose the moment best suited to respond to the online questionnaire. Having the freedom to choose when to participate generates a more equal spread of respondents in comparison to the population.
- The questionnaire content was agreed with the European Commission.
- Prior to going in field, a pilot exercise was carried out in order to verify if all questions appeared correctly to respondents and no issues were flagged by them.
- In terms of translation<sup>19</sup> of the questionnaire, the following process was applied:
  - Translation by a translation agency from English to the source language
  - Review by a second translator
  - Second review by a native researcher
- Checks on straight lining, speeding (duration) and overall interview variance.
- Weighting to correct for biases in population size and eventual biases introduced on age and gender.

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<sup>19</sup> The translations are available on following link: [http://www.significant.be/presentaties/GfK\\_EU3C/Translations\\_Environmental\\_Claims\\_Consumer\\_Survey.zip](http://www.significant.be/presentaties/GfK_EU3C/Translations_Environmental_Claims_Consumer_Survey.zip)

## 2.2 Country results

Country


































	Sample size unweigh ted	Sample size weighte d	Czech Republi c	Denmark	France	Germany	Italy	Poland	UK	The Netherl ands
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>159</b> 2,80%	<b>79</b> 1,40%	<b>910</b> 15,70%	<b>1190</b> 20,60%	<b>876</b> 15,10%	<b>596</b> 10,30%	<b>906</b> 15,70%	<b>242</b> 4,20%
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	159 100,00%	-	-	-	-	-	-	-
DK 	535 100,00%	79 100,00%	-	79 100,00%	-	-	-	-	-	-
FR 	528 100,00%	910 100,00%	-	-	910 100,00%	-	-	-	-	-
DE 	524 100,00%	1190 100,00%	-	-	-	1190 100,00%	-	-	-	-
IT 	561 100,00%	876 100,00%	-	-	-	-	876 100,00%	-	-	-
PL 	500 100,00%	596 100,00%	-	-	-	-	-	596 100,00%	-	-
UK 	527 100,00%	906 100,00%	-	-	-	-	-	-	906 100,00%	-
NL 	541 100,00%	242 100,00%	-	-	-	-	-	-	-	242 100,00%
ES 	500 100,00%	689 100,00%	-	-	-	-	-	-	-	-
NO 	528 100,00%	72 100,00%	-	-	-	-	-	-	-	-
HR 	500 100,00%	62 100,00%	-	-	-	-	-	-	-	-

Table continues on the next page >>












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		Sample size unweigh ted	Sample size weighte d	Spain	Norway	Croatia
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>689</b> <b>11,90%</b>	<b>72</b> <b>1,20%</b>	<b>62</b> <b>1,10%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	- -	- -	- -
DK		535 100,00%	79 100,00%	- -	- -	- -
FR		528 100,00%	910 100,00%	- -	- -	- -
DE		524 100,00%	1190 100,00%	- -	- -	- -
IT		561 100,00%	876 100,00%	- -	- -	- -
PL		500 100,00%	596 100,00%	- -	- -	- -
UK		527 100,00%	906 100,00%	- -	- -	- -
NL		541 100,00%	242 100,00%	- -	- -	- -
ES		500 100,00%	689 100,00%	689 100,00%	- -	- -
NO		528 100,00%	72 100,00%	- -	72 100,00%	- -
HR		500 100,00%	62 100,00%	- -	- -	62 100,00%

Region












		Sample size unweighted	Sample size weighted	North	East	South	West
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>151</b> <b>2,60%</b>	<b>1565</b> <b>27,10%</b>	<b>817</b> <b>14,10%</b>	<b>3248</b> <b>56,20%</b>
<b>Country</b>							
CZ		537 100,00%	159 100,00%	- -	- -	159 100,00%	- -
DK		535 100,00%	79 100,00%	79 100,00%	- -	- -	- -
FR		528 100,00%	910 100,00%	- -	- -	- -	910 100,00%
DE		524 100,00%	1190 100,00%	- -	- -	- -	1190 100,00%
IT		561 100,00%	876 100,00%	- -	876 100,00%	- -	- -
PL		500 100,00%	596 100,00%	- -	- -	596 100,00%	- -
UK		527 100,00%	906 100,00%	- -	- -	- -	906 100,00%
NL		541 100,00%	242 100,00%	- -	- -	- -	242 100,00%
ES		500 100,00%	689 100,00%	- -	689 100,00%	- -	- -
NO		528 100,00%	72 100,00%	72 100,00%	- -	- -	- -
HR		500 100,00%	62 100,00%	- -	- -	62 100,00%	- -

## Region (recoded)












		Sample size unweighted	Sample size weighted	North	South	East	West
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>151</b> <b>2,60%</b>	<b>1565</b> <b>27,10%</b>	<b>817</b> <b>14,10%</b>	<b>3248</b> <b>56,20%</b>
<b>Country</b>							
CZ		537 100,00%	159 100,00%	- -	- -	159 100,00%	- -
DK		535 100,00%	79 100,00%	79 100,00%	- -	- -	- -
FR		528 100,00%	910 100,00%	- -	- -	- -	910 100,00%
DE		524 100,00%	1190 100,00%	- -	- -	- -	1190 100,00%
IT		561 100,00%	876 100,00%	- -	876 100,00%	- -	- -
PL		500 100,00%	596 100,00%	- -	- -	596 100,00%	- -
UK		527 100,00%	906 100,00%	- -	- -	- -	906 100,00%
NL		541 100,00%	242 100,00%	- -	- -	- -	242 100,00%
ES		500 100,00%	689 100,00%	- -	689 100,00%	- -	- -
NO		528 100,00%	72 100,00%	72 100,00%	- -	- -	- -
HR		500 100,00%	62 100,00%	- -	- -	62 100,00%	- -














## S1. Indicate your gender

		Sample size unweighted	Sample size weighted	Male	Female
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>2889</b> <b>50,00%</b>	<b>2892</b> <b>50,00%</b>
<b>Country</b>					
CZ		537 100,00%	159 100,00%	80 50,40%	79 49,60%
DK		535 100,00%	79 100,00%	40 50,30%	39 49,70%
FR		528 100,00%	910 100,00%	448 49,30%	461 50,70%
DE		524 100,00%	1190 100,00%	602 50,60%	588 49,40%
IT		561 100,00%	876 100,00%	435 49,70%	441 50,30%
PL		500 100,00%	596 100,00%	296 49,70%	300 50,30%
UK		527 100,00%	906 100,00%	451 49,70%	456 50,30%
NL		541 100,00%	242 100,00%	122 50,30%	120 49,70%
ES		500 100,00%	689 100,00%	347 50,30%	342 49,70%
NO		528 100,00%	72 100,00%	37 51,20%	35 48,80%
HR		500 100,00%	62 100,00%	31 49,80%	31 50,20%












## S2. Can you please indicate your age?

		Sample size unweighted	Sample size weighted	18 to 34y	35 to 44y	45 to 65y
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1942</b> <b>33,60%</b>	<b>1295</b> <b>22,40%</b>	<b>2544</b> <b>44,00%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	56 34,90%	37 23,50%	66 41,60%
DK		535 100,00%	79 100,00%	25 31,80%	20 25,40%	34 42,90%
FR		528 100,00%	910 100,00%	301 33,00%	214 23,50%	395 43,40%
DE		524 100,00%	1190 100,00%	389 32,70%	236 19,90%	564 47,40%
IT		561 100,00%	876 100,00%	272 31,10%	206 23,50%	398 45,40%
PL		500 100,00%	596 100,00%	225 37,70%	127 21,20%	245 41,10%
UK		527 100,00%	906 100,00%	327 36,10%	196 21,60%	383 42,20%
NL		541 100,00%	242 100,00%	80 33,30%	47 19,50%	114 47,20%
ES		500 100,00%	689 100,00%	219 31,80%	182 26,50%	288 41,70%
NO		528 100,00%	72 100,00%	25 34,70%	17 24,00%	30 41,30%
HR		500 100,00%	62 100,00%	22 35,70%	12 19,10%	28 45,20%












## S2. Can you please indicate your age?

		Sample size unweighted	Sample size weighted	18-24	25-34	35-44	45-54	55-65
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>763</b> <b>13,20%</b>	<b>1178</b> <b>20,40%</b>	<b>1295</b> <b>22,40%</b>	<b>1373</b> <b>23,80%</b>	<b>1171</b> <b>20,30%</b>
<b>Country</b>								
CZ		537 100,00%	159 100,00%	19 12,20%	36 22,70%	37 23,50%	31 19,50%	35 22,10%
DK		535 100,00%	79 100,00%	12 14,70%	13 17,00%	20 25,40%	15 19,60%	18 23,30%
FR		528 100,00%	910 100,00%	115 12,70%	185 20,40%	214 23,50%	217 23,90%	178 19,60%
DE		524 100,00%	1190 100,00%	141 11,80%	248 20,90%	236 19,90%	309 26,00%	255 21,40%
IT		561 100,00%	876 100,00%	100 11,40%	172 19,70%	206 23,50%	205 23,40%	193 22,00%
PL		500 100,00%	596 100,00%	100 16,80%	124 20,90%	127 21,20%	125 20,90%	120 20,10%
UK		527 100,00%	906 100,00%	128 14,10%	200 22,00%	196 21,60%	205 22,60%	178 19,60%
NL		541 100,00%	242 100,00%	43 17,80%	37 15,50%	47 19,50%	75 31,00%	39 16,30%
ES		500 100,00%	689 100,00%	86 12,50%	133 19,30%	182 26,50%	161 23,30%	127 18,40%
NO		528 100,00%	72 100,00%	13 18,60%	12 16,10%	17 24,00%	14 19,80%	15 21,40%
HR		500 100,00%	62 100,00%	6 9,80%	16 25,90%	12 19,10%	15 24,50%	13 20,80%












Q1.1 Have you ever seen the following labels or terms?  
Carbon-neutral

		Sample size unweighted	Sample size weighted	Yes	No
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>2031</b> <b>35,10%</b>	<b>3750</b> <b>64,90%</b>
<b>Country</b>					
CZ		537 100,00%	159 100,00%	14 9,10%	145 90,90%
DK		535 100,00%	79 100,00%	48 61,40%	30 38,60%
FR		528 100,00%	910 100,00%	270 29,60%	640 70,40%
DE		524 100,00%	1190 100,00%	199 16,70%	991 83,30%
IT		561 100,00%	876 100,00%	589 67,20%	287 32,80%
PL		500 100,00%	596 100,00%	213 35,80%	383 64,20%
UK		527 100,00%	906 100,00%	443 48,90%	463 51,10%
NL		541 100,00%	242 100,00%	36 15,00%	206 85,00%
ES		500 100,00%	689 100,00%	197 28,60%	492 71,40%
NO		528 100,00%	72 100,00%	16 21,60%	57 78,40%
HR		500 100,00%	62 100,00%	5 7,80%	57 92,20%












Q1.2 Have you ever seen the following labels or terms?  
Sustainable

		Sample size unweighted	Sample size weighted	Yes	No
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>3491</b> <b>60,40%</b>	<b>2290</b> <b>39,60%</b>
<b>Country</b>					
CZ		537 100,00%	159 100,00%	78 48,90%	81 51,10%
DK		535 100,00%	79 100,00%	32 40,80%	47 59,20%
FR		528 100,00%	910 100,00%	589 64,80%	321 35,20%
DE		524 100,00%	1190 100,00%	713 59,90%	477 40,10%
IT		561 100,00%	876 100,00%	607 69,40%	268 30,60%
PL		500 100,00%	596 100,00%	224 37,60%	372 62,40%
UK		527 100,00%	906 100,00%	605 66,70%	301 33,30%
NL		541 100,00%	242 100,00%	158 65,20%	84 34,80%
ES		500 100,00%	689 100,00%	427 62,00%	262 38,00%
NO		528 100,00%	72 100,00%	34 47,20%	38 52,80%
HR		500 100,00%	62 100,00%	23 37,70%	39 62,30%












Q1.3 Have you ever seen the following labels or terms?  
Recyclable

		Sample size unweighted	Sample size weighted	Yes	No
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>4612</b> <b>79,80%</b>	<b>1169</b> <b>20,20%</b>
<b>Country</b>					
CZ		537 100,00%	159 100,00%	149 93,60%	10 6,40%
DK		535 100,00%	79 100,00%	47 59,50%	32 40,50%
FR		528 100,00%	910 100,00%	771 84,80%	139 15,20%
DE		524 100,00%	1190 100,00%	705 59,30%	485 40,70%
IT		561 100,00%	876 100,00%	765 87,40%	111 12,60%
PL		500 100,00%	596 100,00%	490 82,20%	106 17,80%
UK		527 100,00%	906 100,00%	835 92,10%	72 7,90%
NL		541 100,00%	242 100,00%	149 61,50%	93 38,50%
ES		500 100,00%	689 100,00%	602 87,30%	88 12,70%
NO		528 100,00%	72 100,00%	51 70,60%	21 29,40%
HR		500 100,00%	62 100,00%	49 79,40%	13 20,60%

Q1.4 Have you ever seen the following labels or terms?  
Eco-label












		Sample size unweighted	Sample size weighted	Yes	No
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>2076</b> <b>35,90%</b>	<b>3705</b> <b>64,10%</b>
<b>Country</b>					
CZ		537 100,00%	159 100,00%	26 16,20%	133 83,80%
DK		535 100,00%	79 100,00%	28 35,20%	51 64,80%
FR		528 100,00%	910 100,00%	603 66,30%	307 33,70%
DE		524 100,00%	1190 100,00%	287 24,20%	902 75,80%
IT		561 100,00%	876 100,00%	406 46,30%	470 53,70%
PL		500 100,00%	596 100,00%	137 23,10%	459 76,90%
UK		527 100,00%	906 100,00%	232 25,60%	674 74,40%
NL		541 100,00%	242 100,00%	74 30,50%	168 69,50%
ES		500 100,00%	689 100,00%	248 36,00%	441 64,00%
NO		528 100,00%	72 100,00%	14 18,80%	59 81,20%
HR		500 100,00%	62 100,00%	21 34,00%	41 66,00%

Q1.5 Have you ever seen the following labels or terms?  
Nordic swan












		Sample size unweighted	Sample size weighted	Yes	No
<b>TOTAL</b>		<b>535</b> <b>100,00%</b>	<b>79</b> <b>100,00%</b>	<b>65</b> <b>82,90%</b>	<b>13</b> <b>17,10%</b>
<b>Country</b>					
CZ		- -	- -	- -	- -
DK		535 100,00%	79 100,00%	65 82,90%	13 17,10%
FR		- -	- -	- -	- -
DE		- -	- -	- -	- -
IT		- -	- -	- -	- -
PL		- -	- -	- -	- -
UK		- -	- -	- -	- -
NL		- -	- -	- -	- -
ES		- -	- -	- -	- -
NO		- -	- -	- -	- -
HR		- -	- -	- -	- -














Q1.6 Have you ever seen the following labels or terms?  
Blue Angel

		Sample size unweighted	Sample size weighted	Yes	No
<b>TOTAL</b>		<b>524</b> <b>100,00%</b>	<b>1190</b> <b>100,00%</b>	<b>1088</b> <b>91,50%</b>	<b>102</b> <b>8,50%</b>
<b>Country</b>					
CZ		-	-	-	-
DK		-	-	-	-
FR		-	-	-	-
DE		524 100,00%	1190 100,00%	1088 91,50%	102 8,50%
IT		-	-	-	-
PL		-	-	-	-
UK		-	-	-	-
NL		-	-	-	-
ES		-	-	-	-
NO		-	-	-	-
HR		-	-	-	-












Q1.7 Have you ever seen the following labels or terms?  
Environmental friendly

		Sample size unweighted	Sample size weighted	Yes	No
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>3980</b> <b>68,80%</b>	<b>1801</b> <b>31,20%</b>
<b>Country</b>					
CZ		537 100,00%	159 100,00%	145 91,50%	14 8,50%
DK		535 100,00%	79 100,00%	55 70,50%	23 29,50%
FR		528 100,00%	910 100,00%	670 73,60%	240 26,40%
DE		524 100,00%	1190 100,00%	854 71,70%	336 28,30%
IT		561 100,00%	876 100,00%	169 19,20%	707 80,80%
PL		500 100,00%	596 100,00%	523 87,80%	73 12,20%
UK		527 100,00%	906 100,00%	738 81,50%	168 18,50%
NL		541 100,00%	242 100,00%	166 68,80%	76 31,20%
ES		500 100,00%	689 100,00%	559 81,00%	131 19,00%
NO		528 100,00%	72 100,00%	54 74,90%	18 25,10%
HR		500 100,00%	62 100,00%	46 74,20%	16 25,80%












Q1.8 Have you ever seen the following labels or terms?  
Green dot

		Sample size unweighted	Sample size weighted	Yes	No
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>4321</b> <b>74,80%</b>	<b>1460</b> <b>25,20%</b>
<b>Country</b>					
CZ		537 100,00%	159 100,00%	119 75,00%	40 25,00%
DK		535 100,00%	79 100,00%	58 73,10%	21 26,90%
FR		528 100,00%	910 100,00%	787 86,60%	122 13,40%
DE		524 100,00%	1190 100,00%	1138 95,70%	51 4,30%
IT		561 100,00%	876 100,00%	491 56,10%	385 43,90%
PL		500 100,00%	596 100,00%	427 71,60%	169 28,40%
UK		527 100,00%	906 100,00%	532 58,70%	374 41,30%
NL		541 100,00%	242 100,00%	143 59,10%	99 40,90%
ES		500 100,00%	689 100,00%	532 77,20%	157 22,80%
NO		528 100,00%	72 100,00%	48 66,60%	24 33,40%
HR		500 100,00%	62 100,00%	46 73,90%	16 26,10%












Q1.9 Have you ever seen the following labels or terms?  
Mobius loop

		Sample size unweighted	Sample size weighted	Yes	No
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>5010</b> <b>86,70%</b>	<b>771</b> <b>13,30%</b>
<b>Country</b>					
CZ		537 100,00%	159 100,00%	140 87,90%	19 12,10%
DK		535 100,00%	79 100,00%	67 85,60%	11 14,40%
FR		528 100,00%	910 100,00%	751 82,60%	158 17,40%
DE		524 100,00%	1190 100,00%	1041 87,50%	148 12,50%
IT		561 100,00%	876 100,00%	737 84,20%	139 15,80%
PL		500 100,00%	596 100,00%	505 84,70%	91 15,30%
UK		527 100,00%	906 100,00%	823 90,80%	84 9,20%
NL		541 100,00%	242 100,00%	201 83,30%	40 16,70%
ES		500 100,00%	689 100,00%	619 89,70%	71 10,30%
NO		528 100,00%	72 100,00%	66 91,50%	6 8,50%
HR		500 100,00%	62 100,00%	59 94,90%	3 5,10%












Q1.10 Have you ever seen the following labels or terms?  
Organic

		Sample size unweighted	Sample size weighted	Yes	No
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>4447</b> <b>76,90%</b>	<b>1334</b> <b>23,10%</b>
<b>Country</b>					
CZ		537 100,00%	159 100,00%	120 75,40%	39 24,60%
DK		535 100,00%	79 100,00%	67 85,70%	11 14,30%
FR		528 100,00%	910 100,00%	627 68,90%	283 31,10%
DE		524 100,00%	1190 100,00%	1005 84,50%	184 15,50%
IT		561 100,00%	876 100,00%	660 75,40%	216 24,60%
PL		500 100,00%	596 100,00%	372 62,30%	224 37,70%
UK		527 100,00%	906 100,00%	807 89,10%	99 10,90%
NL		541 100,00%	242 100,00%	179 73,80%	63 26,20%
ES		500 100,00%	689 100,00%	521 75,50%	169 24,50%
NO		528 100,00%	72 100,00%	43 59,40%	29 40,60%
HR		500 100,00%	62 100,00%	46 74,50%	16 25,50%












Q1.11 Have you ever seen the following labels or terms?  
Bio-degradable

		Sample size unweighted	Sample size weighted	Yes	No
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>4448</b> <b>76,90%</b>	<b>1333</b> <b>23,10%</b>
<b>Country</b>					
CZ		537 100,00%	159 100,00%	104 65,60%	55 34,40%
DK		535 100,00%	79 100,00%	43 54,30%	36 45,70%
FR		528 100,00%	910 100,00%	702 77,20%	207 22,80%
DE		524 100,00%	1190 100,00%	824 69,30%	366 30,70%
IT		561 100,00%	876 100,00%	749 85,60%	126 14,40%
PL		500 100,00%	596 100,00%	464 77,90%	132 22,10%
UK		527 100,00%	906 100,00%	748 82,50%	158 17,50%
NL		541 100,00%	242 100,00%	150 62,10%	92 37,90%
ES		500 100,00%	689 100,00%	576 83,60%	113 16,40%
NO		528 100,00%	72 100,00%	38 52,70%	34 47,30%
HR		500 100,00%	62 100,00%	48 76,90%	14 23,10%

Q1.12 Have you ever seen the following labels or terms?  
Fairtrade












		Sample size unweighted	Sample size weighted	Yes	No
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>2906</b> <b>50,30%</b>	<b>2875</b> <b>49,70%</b>
<b>Country</b>					
CZ		537 100,00%	159 100,00%	51 32,20%	108 67,80%
DK		535 100,00%	79 100,00%	64 81,10%	15 18,90%
FR		528 100,00%	910 100,00%	347 38,20%	562 61,80%
DE		524 100,00%	1190 100,00%	916 77,00%	274 23,00%
IT		561 100,00%	876 100,00%	212 24,20%	664 75,80%
PL		500 100,00%	596 100,00%	122 20,50%	474 79,50%
UK		527 100,00%	906 100,00%	852 94,00%	55 6,00%
NL		541 100,00%	242 100,00%	195 80,70%	47 19,30%
ES		500 100,00%	689 100,00%	83 12,10%	606 87,90%
NO		528 100,00%	72 100,00%	53 73,30%	19 26,70%
HR		500 100,00%	62 100,00%	11 17,00%	52 83,00%

Q1.13 Have you ever seen the following labels or terms?  
FSC












		Sample size unweighted	Sample size weighted	Yes	No
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>2361</b> <b>40,80%</b>	<b>3420</b> <b>59,20%</b>
<b>Country</b>					
CZ		537 100,00%	159 100,00%	17 10,40%	143 89,60%
DK		535 100,00%	79 100,00%	35 44,50%	44 55,50%
FR		528 100,00%	910 100,00%	299 32,80%	611 67,20%
DE		524 100,00%	1190 100,00%	633 53,20%	557 46,80%
IT		561 100,00%	876 100,00%	298 34,10%	577 65,90%
PL		500 100,00%	596 100,00%	128 21,40%	468 78,60%
UK		527 100,00%	906 100,00%	561 61,90%	345 38,10%
NL		541 100,00%	242 100,00%	183 75,80%	59 24,20%
ES		500 100,00%	689 100,00%	176 25,60%	513 74,40%
NO		528 100,00%	72 100,00%	14 19,70%	58 80,30%
HR		500 100,00%	62 100,00%	17 27,50%	45 72,50%



Q1.14 Have you ever seen the following labels or terms?  
Environmentally friendly label (Croatia only)

		Sample size unweighted	Sample size weighted	Yes	No
<b>TOTAL</b>		<b>500</b> <b>100,00%</b>	<b>62</b> <b>100,00%</b>	<b>49</b> <b>78,10%</b>	<b>14</b> <b>21,90%</b>
<b>Country</b>					
CZ		-	-	-	-
DK		-	-	-	-
FR		-	-	-	-
DE		-	-	-	-
IT		-	-	-	-
PL		-	-	-	-
UK		-	-	-	-
NL		-	-	-	-
ES		-	-	-	-
NO		-	-	-	-
HR		500 100,00%	62 100,00%	49 78,10%	14 21,90%












Q2. Please imagine that you are buying a washing machine. Customize the product to your needs by selecting the environmental claims that you would pay attention to when buying, all other things being equal (price, quality, etc.).

	Sample size unweighted	Sample size weighted	The indication of the energy efficiency class	The indication of the annual energy consumption in kilowatt hours	The presence of EU Ecolabel	The indication "Carbon neutral washing machine"	The indication "Automatic energy and water saving"	The indication "Low environmental impact washing machine"	The indication "Environmentally friendly washing machine"	None of these are important to me
<b>TOTAL</b>	<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>4739</b> <b>82,00%</b>	<b>2089</b> <b>36,10%</b>	<b>1334</b> <b>23,10%</b>	<b>1030</b> <b>17,80%</b>	<b>3184</b> <b>55,10%</b>	<b>1554</b> <b>26,90%</b>	<b>1661</b> <b>28,70%</b>	<b>173</b> <b>3,00%</b>
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	143 90,20%	56 35,10%	22 13,90%	6 3,90%	95 59,60%	46 28,90%	66 41,40%	1 0,40%
DK 	535 100,00%	79 100,00%	69 87,80%	22 27,50%	10 12,20%	17 22,20%	38 48,80%	21 26,90%	23 28,70%	3 3,30%
FR 	528 100,00%	910 100,00%	783 86,00%	322 35,40%	268 29,50%	130 14,30%	488 53,70%	212 23,30%	261 28,70%	25 2,80%
DE 	524 100,00%	1190 100,00%	996 83,70%	374 31,40%	189 15,90%	142 11,90%	530 44,60%	274 23,00%	251 21,10%	65 5,40%
IT 	561 100,00%	876 100,00%	744 84,90%	342 39,10%	273 31,10%	301 34,40%	528 60,30%	334 38,20%	219 25,00%	10 1,10%
PL 	500 100,00%	596 100,00%	434 72,90%	344 57,70%	132 22,10%	99 16,60%	424 71,20%	93 15,60%	259 43,50%	7 1,10%
UK 	527 100,00%	906 100,00%	713 78,70%	279 30,80%	179 19,80%	167 18,40%	492 54,30%	280 30,90%	258 28,50%	31 3,40%
NL 	541 100,00%	242 100,00%	202 83,70%	50 20,70%	49 20,10%	10 4,20%	86 35,50%	23 9,60%	36 15,00%	15 6,30%
ES 	500 100,00%	689 100,00%	544 78,90%	253 36,70%	187 27,10%	146 21,20%	423 61,40%	235 34,10%	247 35,80%	12 1,70%
NO 	528 100,00%	72 100,00%	55 76,20%	18 25,60%	10 13,20%	5 7,50%	36 49,20%	15 20,40%	19 25,80%	5 6,50%
HR 	500 100,00%	62 100,00%	54 87,60%	28 45,60%	16 25,00%	6 9,00%	43 69,20%	21 33,70%	22 35,20%	1 1,60%

Q3.1 You have indicated the following environmental claims are important for you when buying a washing machine.

Please rank them in the order of importance for you. 1 means this claim is most important to you












The indication of the energy efficiency class

	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>4798</b> 100,00%	<b>4739</b> 100,00%	<b>2442</b> 51,50%	<b>685</b> 14,50%	<b>261</b> 5,50%	<b>118</b> 2,50%	<b>57</b> 1,20%	<b>18</b> 0,40%	<b>7</b> 0,10%
<b>Country</b>									
CZ 	485 100,00%	143 100,00%	69 47,90%	24 16,70%	9 6,30%	4 2,60%	2 1,40%	1 0,40%	0 0,20%
DK 	473 100,00%	69 100,00%	36 51,40%	6 9,40%	2 3,50%	1 1,70%	1 0,80%	0 0,30%	- -
FR 	454 100,00%	783 100,00%	433 55,30%	106 13,50%	33 4,20%	16 2,00%	4 0,50%	2 0,20%	- -
DE 	440 100,00%	996 100,00%	524 52,60%	80 8,00%	30 3,00%	9 0,90%	7 0,70%	- -	2 0,20%
IT 	477 100,00%	744 100,00%	399 53,60%	111 14,90%	40 5,40%	31 4,10%	16 2,20%	3 0,40%	3 0,40%
PL 	365 100,00%	434 100,00%	149 34,20%	143 33,00%	71 16,40%	22 5,20%	10 2,30%	6 1,30%	2 0,30%
UK 	416 100,00%	713 100,00%	401 56,20%	87 12,10%	39 5,40%	17 2,40%	6 0,90%	2 0,30%	- -
NL 	453 100,00%	202 100,00%	88 43,70%	16 8,00%	3 1,70%	2 0,80%	1 0,50%	0 0,20%	- -
ES 	395 100,00%	544 100,00%	287 52,70%	96 17,70%	26 4,80%	14 2,50%	11 2,00%	4 0,70%	- -
NO 	402 100,00%	55 100,00%	24 43,80%	8 15,40%	4 8,00%	1 1,70%	0 0,20%	- -	- -
HR 	438 100,00%	54 100,00%	34 61,70%	8 13,90%	3 6,10%	1 1,80%	1 0,90%	0 0,20%	- -

Q3.2 You have indicated the following environmental claims are important for you when buying a washing machine.

Please rank them in the order of importance for you. 1 means this claim is most important to you












The indication of the annual energy consumption in kilowatt hours

	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>2023</b> 100,00%	<b>2089</b> 100,00%	<b>250</b> 12,00%	<b>763</b> 36,50%	<b>553</b> 26,50%	<b>201</b> 9,60%	<b>107</b> 5,10%	<b>74</b> 3,60%	<b>38</b> 1,80%
<b>Country</b>									
CZ 	191 100,00%	56 100,00%	8 13,60%	19 33,20%	15 26,80%	5 9,50%	6 9,90%	2 4,10%	0 0,60%
DK 	152 100,00%	22 100,00%	2 8,20%	10 46,80%	5 21,40%	1 6,80%	1 4,90%	1 5,40%	1 3,50%
FR 	187 100,00%	322 100,00%	27 8,40%	104 32,30%	115 35,60%	36 11,30%	9 2,80%	10 3,20%	8 2,60%
DE 	164 100,00%	374 100,00%	12 3,20%	171 45,70%	105 28,10%	39 10,40%	18 4,80%	9 2,50%	5 1,30%
IT 	221 100,00%	342 100,00%	31 8,90%	126 36,90%	78 22,70%	33 9,70%	32 9,40%	20 5,90%	6 1,80%
PL 	286 100,00%	344 100,00%	103 29,80%	111 32,20%	64 18,60%	18 5,10%	11 3,20%	8 2,30%	1 0,30%
UK 	162 100,00%	279 100,00%	30 10,70%	106 38,10%	75 26,80%	25 8,90%	14 4,90%	12 4,30%	4 1,30%
NL 	114 100,00%	50 100,00%	6 11,00%	20 39,60%	17 33,30%	3 7,00%	0 0,70%	1 1,90%	- -
ES 	183 100,00%	253 100,00%	28 10,90%	80 31,40%	68 26,70%	33 13,10%	14 5,40%	9 3,70%	12 4,90%
NO 	135 100,00%	18 100,00%	4 20,40%	6 31,00%	4 21,00%	2 8,30%	1 5,00%	1 4,40%	0 0,70%
HR 	228 100,00%	28 100,00%	1 5,20%	11 37,60%	9 32,00%	5 15,90%	2 6,10%	0 0,90%	0 0,90%

Q3.3 You have indicated the following environmental claims are important for you when buying a washing machine.

Please rank them in the order of importance for you. 1 means this claim is most important to you












The presence of EU Ecolabel

	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>1210</b> 100,00%	<b>1334</b> 100,00%	<b>152</b> 11,40%	<b>371</b> 27,80%	<b>284</b> 21,30%	<b>192</b> 14,40%	<b>120</b> 9,00%	<b>87</b> 6,50%	<b>44</b> 3,30%
<b>Country</b>									
CZ 	76 100,00%	22 100,00%	2 9,40%	5 24,20%	5 22,00%	4 18,00%	3 15,70%	1 4,10%	0 1,10%
DK 	67 100,00%	10 100,00%	1 8,90%	3 26,50%	1 15,50%	1 13,90%	1 11,20%	1 13,20%	1 6,10%
FR 	155 100,00%	268 100,00%	31 11,60%	82 30,70%	41 15,40%	46 17,00%	31 11,50%	14 5,20%	5 2,00%
DE 	83 100,00%	189 100,00%	14 7,20%	65 34,50%	41 21,40%	19 9,80%	16 8,70%	18 9,60%	5 2,70%
IT 	173 100,00%	273 100,00%	28 10,40%	63 23,10%	65 24,00%	51 18,70%	24 8,80%	19 6,90%	13 4,60%
PL 	109 100,00%	132 100,00%	17 13,20%	20 15,50%	37 27,80%	27 20,50%	12 9,30%	6 4,20%	6 4,30%
UK 	105 100,00%	179 100,00%	31 17,40%	51 28,20%	28 15,60%	11 5,90%	13 7,00%	15 8,60%	8 4,70%
NL 	111 100,00%	49 100,00%	4 8,10%	23 46,80%	8 17,40%	7 13,50%	2 3,90%	1 1,90%	0 1,00%
ES 	136 100,00%	187 100,00%	21 11,40%	51 27,20%	52 27,70%	23 12,50%	15 8,00%	11 5,90%	5 2,80%
NO 	69 100,00%	10 100,00%	1 8,40%	4 45,00%	1 11,90%	1 13,20%	1 12,50%	0 2,80%	0 1,70%
HR 	126 100,00%	16 100,00%	1 6,40%	4 23,20%	5 29,50%	3 18,00%	2 11,80%	1 7,20%	0 0,80%

Q3.4 You have indicated the following environmental claims are important for you when buying a washing machine.

Please rank them in the order of importance for you. 1 means this claim is most important to you












The indication "Carbon neutral washing machine"

	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>865</b> 100,00%	<b>1030</b> 100,00%	<b>90</b> 8,80%	<b>173</b> 16,80%	<b>239</b> 23,20%	<b>205</b> 19,90%	<b>140</b> 13,60%	<b>106</b> 10,30%	<b>48</b> 4,70%
<b>Country</b>									
CZ 	22 100,00%	6 100,00%	0 5,00%	1 9,20%	1 9,40%	1 8,90%	1 17,90%	2 31,20%	1 18,40%
DK 	120 100,00%	17 100,00%	1 5,50%	3 15,10%	5 27,80%	4 25,60%	2 12,00%	1 5,50%	0 2,30%
FR 	76 100,00%	130 100,00%	8 6,50%	26 19,80%	28 21,10%	22 16,90%	18 13,50%	17 13,00%	10 7,90%
DE 	61 100,00%	142 100,00%	7 5,00%	12 8,40%	41 29,10%	28 19,60%	14 9,80%	19 13,50%	11 8,10%
IT 	193 100,00%	301 100,00%	37 12,40%	61 20,30%	78 26,00%	60 20,00%	34 11,20%	20 6,50%	3 1,10%
PL 	83 100,00%	99 100,00%	8 8,50%	11 10,70%	22 22,40%	19 19,30%	29 29,70%	8 8,20%	1 1,30%
UK 	96 100,00%	167 100,00%	15 9,20%	42 25,50%	33 20,10%	39 23,50%	18 11,00%	12 7,50%	3 2,10%
NL 	23 100,00%	10 100,00%	1 13,40%	2 21,50%	2 15,30%	0 4,50%	1 8,00%	1 9,30%	2 18,40%
ES 	107 100,00%	146 100,00%	11 7,30%	14 9,50%	27 18,70%	29 20,10%	21 14,30%	25 16,90%	14 9,40%
NO 	39 100,00%	5 100,00%	0 8,00%	1 18,60%	1 12,40%	1 18,30%	1 17,20%	0 7,60%	1 10,20%
HR 	45 100,00%	6 100,00%	- -	1 9,20%	1 15,90%	1 19,80%	1 19,70%	1 17,70%	1 17,60%

Q3.5 You have indicated the following environmental claims are important for you when buying a washing machine.

Please rank them in the order of importance for you. 1 means this claim is most important to you












The indication "Automatic energy and water saving"

	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>3197</b> 100,00%	<b>3184</b> 100,00%	<b>783</b> 24,60%	<b>1327</b> 41,70%	<b>573</b> 18,00%	<b>189</b> 5,90%	<b>85</b> 2,70%	<b>26</b> 0,80%	<b>13</b> 0,40%
<b>Country</b>									
CZ 	322 100,00%	95 100,00%	27 28,10%	41 43,70%	17 17,50%	2 2,50%	2 2,40%	0 0,20%	- -
DK 	265 100,00%	38 100,00%	6 15,50%	19 49,90%	8 21,10%	2 6,30%	1 3,60%	0 0,90%	0 0,40%
FR 	283 100,00%	488 100,00%	105 21,60%	221 45,30%	96 19,70%	31 6,30%	9 1,80%	2 0,30%	5 1,10%
DE 	233 100,00%	530 100,00%	97 18,20%	252 47,60%	94 17,80%	36 6,80%	15 2,80%	4 0,80%	- -
IT 	337 100,00%	528 100,00%	117 22,20%	207 39,20%	116 21,90%	36 6,70%	20 3,80%	6 1,20%	3 0,60%
PL 	358 100,00%	424 100,00%	163 38,40%	115 27,00%	79 18,70%	23 5,50%	4 0,90%	3 0,70%	1 0,30%
UK 	288 100,00%	492 100,00%	104 21,10%	226 46,00%	81 16,40%	20 4,10%	21 4,30%	3 0,70%	- -
NL 	197 100,00%	86 100,00%	17 19,80%	43 49,90%	14 16,20%	4 5,10%	2 2,10%	0 0,50%	- -
ES 	308 100,00%	423 100,00%	125 29,50%	168 39,80%	56 13,20%	29 6,80%	9 2,20%	5 1,30%	3 0,70%
NO 	260 100,00%	36 100,00%	10 28,80%	15 41,00%	5 15,40%	2 5,40%	0 0,80%	0 1,30%	- -
HR 	346 100,00%	43 100,00%	12 27,40%	19 44,00%	7 15,60%	2 5,50%	1 2,30%	0 0,90%	- -

Q3.6 You have indicated the following environmental claims are important for you when buying a washing machine.

Please rank them in the order of importance for you. 1 means this claim is most important to you

The indication "Low environmental impact washing machine"












	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>1499</b> 100,00%	<b>1554</b> 100,00%	<b>126</b> 8,10%	<b>323</b> 20,80%	<b>422</b> 27,20%	<b>367</b> 23,60%	<b>190</b> 12,20%	<b>65</b> 4,20%	<b>18</b> 1,20%
<b>Country</b>									
CZ 	158 100,00%	46 100,00%	2 4,40%	8 18,40%	11 25,00%	18 39,50%	5 10,90%	0 0,50%	- -
DK 	146 100,00%	21 100,00%	2 9,50%	3 14,70%	6 29,00%	6 26,10%	3 12,60%	1 2,50%	0 0,50%
FR 	123 100,00%	212 100,00%	14 6,50%	48 22,80%	43 20,40%	50 23,60%	38 17,90%	10 4,90%	5 2,30%
DE 	119 100,00%	274 100,00%	24 8,80%	67 24,40%	81 29,50%	55 20,20%	21 7,70%	7 2,70%	2 0,80%
IT 	214 100,00%	334 100,00%	43 12,90%	60 17,90%	95 28,40%	80 23,80%	36 10,70%	13 3,80%	5 1,40%
PL 	77 100,00%	93 100,00%	2 2,40%	12 13,20%	14 14,60%	26 28,40%	22 23,90%	9 10,00%	3 3,70%
UK 	163 100,00%	280 100,00%	20 7,20%	60 21,40%	86 30,70%	65 23,10%	29 10,20%	14 5,00%	- -
NL 	51 100,00%	23 100,00%	2 8,20%	6 27,40%	6 26,20%	3 14,00%	4 16,20%	1 3,80%	- -
ES 	171 100,00%	235 100,00%	14 6,00%	49 20,90%	70 29,70%	57 24,10%	29 12,40%	8 3,50%	3 1,10%
NO 	108 100,00%	15 100,00%	2 12,40%	5 33,70%	4 26,80%	3 17,50%	1 4,00%	0 1,80%	0 1,00%
HR 	169 100,00%	21 100,00%	1 4,20%	4 18,40%	6 29,70%	5 23,60%	3 16,00%	1 4,60%	0 1,80%














Q3.7 You have indicated the following environmental claims are important for you when buying a washing machine.

Please rank them in the order of importance for you. 1 means this claim is most important to you

The indication "Environmentally-friendly washing machine"

	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>1728</b> 100,00%	<b>1661</b> 100,00%	<b>137</b> 8,30%	<b>339</b> 20,40%	<b>526</b> 31,70%	<b>356</b> 21,50%	<b>181</b> 10,90%	<b>59</b> 3,60%	<b>32</b> 1,90%
<b>Country</b>									
CZ 	227 100,00%	66 100,00%	7 10,80%	16 24,40%	25 38,20%	12 18,60%	4 5,40%	1 1,70%	- -
DK 	156 100,00%	23 100,00%	1 5,50%	4 18,70%	7 29,90%	5 21,20%	3 13,40%	1 5,90%	0 1,40%
FR 	151 100,00%	261 100,00%	19 7,40%	50 19,30%	98 37,70%	40 15,40%	36 13,80%	12 4,60%	3 1,30%
DE 	110 100,00%	251 100,00%	14 5,50%	45 17,70%	91 36,20%	58 23,00%	27 10,90%	10 3,90%	2 0,90%
IT 	141 100,00%	219 100,00%	9 3,90%	36 16,30%	58 26,40%	48 21,80%	40 18,30%	18 8,30%	9 4,10%
PL 	215 100,00%	259 100,00%	30 11,80%	61 23,40%	63 24,10%	75 29,10%	14 5,40%	5 2,00%	1 0,50%
UK 	152 100,00%	258 100,00%	26 10,20%	56 21,70%	85 32,90%	57 22,00%	15 5,90%	5 1,90%	9 3,50%
NL 	83 100,00%	36 100,00%	2 5,50%	10 27,70%	14 39,80%	6 17,30%	3 7,10%	- -	- -
ES 	179 100,00%	247 100,00%	25 10,00%	52 20,90%	73 29,50%	47 19,00%	35 14,40%	6 2,30%	6 2,30%
NO 	137 100,00%	19 100,00%	3 16,20%	5 27,80%	5 28,20%	2 12,80%	1 7,60%	0 0,80%	0 2,30%
HR 	177 100,00%	22 100,00%	1 2,80%	4 19,30%	7 31,50%	6 27,20%	3 11,90%	1 3,90%	0 1,70%












Q4. Please imagine that you are buying a shampoo. Customize the product to your needs by selecting the environmental claims that you would pay attention to when buying, all other thing being equal (price, quality, softening effect, shining effect, etc.).

	Sample size unweighted	Sample size weighted	The presence of the EU Ecolabel	The presence of following image	The indication "paraben free"	The indication "natural shampoo"	The indication "environmentally friendly shampoo"	The indication "low environmental impact shampoo"	The indication "biodegradable shampoo"	None of these are important to me
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>1659</b> 28,70%	<b>626</b> 10,80%	<b>1498</b> 25,90%	<b>2320</b> 40,10%	<b>1747</b> 30,20%	<b>1470</b> 25,40%	<b>2212</b> 38,30%	<b>1013</b> 17,50%
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	24 15,30%	10 6,40%	25 15,60%	96 60,30%	69 43,40%	42 26,50%	67 42,20%	19 11,80%
DK 	535 100,00%	79 100,00%	14 17,50%	4 5,20%	37 47,30%	15 19,30%	19 23,90%	17 21,50%	27 34,50%	19 24,10%
FR 	528 100,00%	910 100,00%	304 33,40%	81 8,90%	414 45,60%	373 41,00%	307 33,80%	185 20,40%	299 32,80%	139 15,30%
DE 	524 100,00%	1190 100,00%	314 26,40%	116 9,80%	207 17,40%	327 27,40%	124 10,50%	299 25,10%	457 38,40%	289 24,30%
IT 	561 100,00%	876 100,00%	300 34,20%	104 11,80%	276 31,50%	404 46,10%	311 35,50%	308 35,10%	453 51,70%	56 6,40%
PL 	500 100,00%	596 100,00%	188 31,60%	67 11,30%	133 22,40%	325 54,40%	281 47,20%	99 16,70%	275 46,10%	54 9,00%
UK 	527 100,00%	906 100,00%	186 20,50%	112 12,30%	157 17,30%	350 38,60%	282 31,10%	232 25,60%	244 27,00%	240 26,50%
NL 	541 100,00%	242 100,00%	35 14,40%	15 6,20%	23 9,50%	60 24,70%	38 15,80%	21 8,50%	47 19,20%	117 48,50%
ES 	500 100,00%	689 100,00%	259 37,60%	104 15,10%	183 26,50%	314 45,50%	274 39,80%	231 33,50%	288 41,70%	57 8,30%
NO 	528 100,00%	72 100,00%	10 14,30%	5 7,10%	23 32,30%	25 34,10%	19 26,10%	14 18,70%	22 30,80%	18 24,30%
HR 	500 100,00%	62 100,00%	24 39,00%	8 12,90%	19 31,20%	32 51,30%	21 34,50%	22 35,60%	33 53,90%	5 8,70%

Q5.1 You have indicated that the following environmental claims are important for you when buying shampoo.

Please rank them in the order of importance for you. 1 means this claim is most important to you.












The presence of the EU Ecolabel

	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>1483</b> 100,00%	<b>1659</b> 100,00%	<b>437</b> 26,40%	<b>373</b> 22,50%	<b>236</b> 14,20%	<b>160</b> 9,60%	<b>86</b> 5,20%	<b>33</b> 2,00%	<b>11</b> 0,70%
<b>Country</b>									
CZ 	84 100,00%	24 100,00%	3 13,60%	6 26,10%	5 19,30%	2 8,30%	3 10,50%	1 4,80%	- -
DK 	94 100,00%	14 100,00%	2 16,50%	4 30,20%	2 16,20%	1 8,80%	0 3,60%	0 1,80%	0 1,80%
FR 	177 100,00%	304 100,00%	78 25,60%	68 22,30%	45 14,80%	26 8,40%	21 6,90%	5 1,70%	3 1,10%
DE 	138 100,00%	314 100,00%	88 27,90%	66 20,90%	35 11,00%	31 10,00%	8 2,40%	2 0,80%	- -
IT 	190 100,00%	300 100,00%	74 24,70%	68 22,80%	57 19,10%	23 7,60%	15 5,00%	13 4,50%	2 0,60%
PL 	157 100,00%	188 100,00%	41 22,00%	50 26,50%	28 14,90%	23 12,00%	7 3,90%	5 2,70%	2 1,20%
UK 	108 100,00%	186 100,00%	45 24,40%	41 21,80%	24 13,00%	24 12,90%	12 6,40%	2 0,90%	2 1,00%
NL 	77 100,00%	35 100,00%	9 26,10%	10 29,60%	3 8,20%	2 5,90%	0 0,90%	0 1,30%	- -
ES 	188 100,00%	259 100,00%	88 33,90%	51 19,80%	32 12,20%	24 9,10%	18 6,80%	3 1,00%	1 0,50%
NO 	75 100,00%	10 100,00%	2 22,60%	3 27,90%	2 15,50%	1 10,40%	0 4,10%	0 1,30%	- -
HR 	195 100,00%	24 100,00%	6 26,10%	6 24,20%	4 17,90%	3 14,30%	2 6,60%	0 1,60%	0 1,50%

Q5.2 You have indicated that the following environmental claims are important for you when buying shampoo.

Please rank them in the order of importance for you. 1 means this claim is most important to you.












The presence of following image

	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>561</b> 100,00%	<b>626</b> 100,00%	<b>104</b> 16,70%	<b>184</b> 29,30%	<b>87</b> 13,90%	<b>53</b> 8,40%	<b>37</b> 5,90%	<b>25</b> 4,00%	<b>35</b> 5,60%
<b>Country</b>									
CZ 	36 100,00%	10 100,00%	1 8,90%	2 19,70%	2 16,00%	2 19,80%	1 12,20%	0 3,10%	1 5,30%
DK 	28 100,00%	4 100,00%	1 18,20%	1 16,40%	1 22,90%	0 11,20%	- -	0 5,90%	- -
FR 	47 100,00%	81 100,00%	7 8,10%	19 23,40%	14 16,80%	12 15,20%	5 6,50%	5 6,40%	3 4,30%
DE 	51 100,00%	116 100,00%	31 27,00%	30 26,10%	14 12,00%	4 3,80%	2 2,00%	2 2,10%	7 5,80%
IT 	68 100,00%	104 100,00%	16 15,50%	33 31,40%	15 14,30%	6 5,90%	3 3,20%	5 4,80%	13 12,90%
PL 	56 100,00%	67 100,00%	11 15,70%	21 30,60%	10 15,50%	11 16,50%	6 9,00%	1 1,70%	2 3,50%
UK 	65 100,00%	112 100,00%	17 15,30%	38 33,90%	21 18,70%	5 4,20%	14 12,60%	3 2,70%	2 1,60%
NL 	32 100,00%	15 100,00%	4 28,30%	3 18,80%	1 8,90%	0 3,00%	1 9,20%	1 6,40%	0 3,00%
ES 	75 100,00%	104 100,00%	14 13,60%	35 33,70%	8 7,70%	9 9,00%	3 2,60%	5 5,20%	6 5,40%
NO 	38 100,00%	5 100,00%	2 29,70%	1 17,70%	0 5,30%	1 12,80%	0 2,60%	0 3,20%	- -
HR 	65 100,00%	8 100,00%	1 15,40%	2 21,80%	1 12,30%	1 13,60%	1 7,70%	1 12,20%	0 6,00%

Q5.3 You have indicated that the following environmental claims are important for you when buying shampoo.

Please rank them in the order of importance for you. 1 means this claim is most important to you.












The indication "paraben free"

	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>1558</b> 100,00%	<b>1498</b> 100,00%	<b>482</b> 32,20%	<b>393</b> 26,20%	<b>185</b> 12,40%	<b>106</b> 7,10%	<b>43</b> 2,90%	<b>42</b> 2,80%	<b>11</b> 0,70%
<b>Country</b>									
CZ 	84 100,00%	25 100,00%	6 24,60%	8 31,30%	3 11,60%	3 11,30%	2 7,30%	1 4,40%	0 1,20%
DK 	256 100,00%	37 100,00%	19 50,20%	5 14,00%	2 6,20%	2 5,40%	0 0,40%	- -	- -
FR 	239 100,00%	414 100,00%	163 39,20%	90 21,80%	41 10,00%	24 5,90%	10 2,50%	14 3,30%	2 0,40%
DE 	89 100,00%	207 100,00%	33 16,00%	75 36,20%	23 11,20%	14 6,80%	2 1,20%	7 3,20%	- -
IT 	176 100,00%	276 100,00%	88 32,00%	74 26,80%	43 15,70%	14 4,90%	11 3,90%	3 1,20%	2 0,60%
PL 	110 100,00%	133 100,00%	40 29,70%	38 28,60%	24 18,20%	15 10,90%	4 2,90%	6 4,30%	2 1,10%
UK 	92 100,00%	157 100,00%	56 35,80%	38 24,50%	19 11,90%	11 6,70%	3 2,20%	4 2,30%	- -
NL 	52 100,00%	23 100,00%	8 34,10%	5 21,30%	4 17,60%	1 3,40%	0 2,00%	0 2,20%	0 2,00%
ES 	133 100,00%	183 100,00%	52 28,60%	49 26,70%	22 12,00%	22 11,90%	8 4,50%	7 3,80%	5 3,00%
NO 	171 100,00%	23 100,00%	9 38,20%	6 23,70%	2 9,30%	1 3,50%	0 1,20%	0 0,60%	- -
HR 	156 100,00%	19 100,00%	8 42,30%	5 26,20%	2 7,80%	1 7,00%	1 4,50%	0 1,90%	- -

Q5.4 You have indicated that the following environmental claims are important for you when buying shampoo.

Please rank them in the order of importance for you. 1 means this claim is most important to you.












The indication "natural shampoo"

	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>2326</b> 100,00%	<b>2320</b> 100,00%	<b>941</b> 40,60%	<b>512</b> 22,10%	<b>210</b> 9,10%	<b>97</b> 4,20%	<b>54</b> 2,30%	<b>23</b> 1,00%	<b>5</b> 0,20%
<b>Country</b>									
CZ 	327 100,00%	96 100,00%	43 44,70%	15 16,10%	6 6,60%	4 4,10%	1 0,60%	0 0,30%	- -
DK 	102 100,00%	15 100,00%	4 23,60%	5 32,60%	2 14,50%	1 4,20%	1 4,60%	0 0,60%	- -
FR 	216 100,00%	373 100,00%	132 35,30%	101 27,20%	48 12,90%	10 2,70%	10 2,80%	5 1,40%	- -
DE 	142 100,00%	327 100,00%	122 37,30%	89 27,10%	29 8,90%	4 1,30%	7 2,20%	3 0,80%	- -
IT 	259 100,00%	404 100,00%	175 43,40%	83 20,70%	39 9,50%	20 4,90%	11 2,70%	8 2,10%	3 0,80%
PL 	273 100,00%	325 100,00%	163 50,30%	60 18,40%	22 6,70%	14 4,40%	4 1,10%	- -	- -
UK 	205 100,00%	350 100,00%	133 37,90%	74 21,30%	27 7,80%	18 5,10%	1 0,40%	2 0,50%	2 0,50%
NL 	135 100,00%	60 100,00%	12 20,60%	11 18,10%	4 6,50%	4 6,00%	1 2,40%	0 0,50%	- -
ES 	229 100,00%	314 100,00%	136 43,20%	59 18,90%	27 8,70%	19 6,20%	16 5,20%	4 1,30%	- -
NO 	181 100,00%	25 100,00%	8 34,20%	6 25,30%	2 8,00%	1 4,60%	0 1,10%	0 0,50%	- -
HR 	257 100,00%	32 100,00%	13 40,10%	8 24,50%	3 10,50%	2 5,40%	1 3,10%	0 0,80%	0 0,80%

Q5.5 You have indicated that the following environmental claims are important for you when buying shampoo.

Please rank them in the order of importance for you. 1 means this claim is most important to you.












The indication "environmental-friendly shampoo"

	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>1793</b> 100,00%	<b>1747</b> 100,00%	<b>363</b> 20,80%	<b>556</b> 31,80%	<b>398</b> 22,80%	<b>184</b> 10,60%	<b>76</b> 4,40%	<b>13</b> 0,80%	<b>3</b> 0,10%
<b>Country</b>									
CZ 	234 100,00%	69 100,00%	11 15,90%	25 36,20%	16 23,20%	7 10,30%	1 1,30%	0 0,70%	0 0,40%
DK 	130 100,00%	19 100,00%	4 18,90%	6 30,80%	5 26,70%	2 8,20%	1 6,40%	0 0,50%	- -
FR 	178 100,00%	307 100,00%	60 19,50%	87 28,40%	81 26,40%	43 14,10%	17 5,50%	- -	- -
DE 	54 100,00%	124 100,00%	26 20,70%	37 29,90%	20 16,00%	9 7,40%	9 7,50%	- -	- -
IT 	199 100,00%	311 100,00%	73 23,40%	76 24,40%	72 23,10%	44 14,20%	20 6,40%	4 1,40%	2 0,50%
PL 	236 100,00%	281 100,00%	58 20,70%	108 38,40%	63 22,30%	20 7,00%	9 3,10%	1 0,40%	- -
UK 	165 100,00%	282 100,00%	64 22,80%	98 34,60%	59 21,10%	26 9,10%	2 0,60%	3 1,20%	- -
NL 	88 100,00%	38 100,00%	10 25,60%	12 31,60%	7 19,40%	2 6,00%	0 0,80%	0 1,20%	0 1,30%
ES 	199 100,00%	274 100,00%	51 18,80%	95 34,70%	65 23,70%	26 9,60%	15 5,40%	3 1,00%	- -
NO 	137 100,00%	19 100,00%	3 18,20%	6 33,00%	4 20,50%	2 10,70%	0 2,30%	0 0,70%	- -
HR 	173 100,00%	21 100,00%	3 14,50%	5 25,50%	5 24,90%	3 15,70%	2 9,80%	1 2,80%	0 0,60%

Q5.6 You have indicated that the following environmental claims are important for you when buying shampoo.

Please rank them in the order of importance for you. 1 means this claim is most important to you.

The indication "low environmental impact shampoo"












	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>1403</b> 100,00%	<b>1470</b> 100,00%	<b>323</b> 22,00%	<b>361</b> 24,60%	<b>349</b> 23,70%	<b>182</b> 12,40%	<b>89</b> 6,10%	<b>33</b> 2,30%	<b>7</b> 0,50%
<b>Country</b>									
CZ 	143 100,00%	42 100,00%	4 9,40%	12 27,70%	12 28,00%	7 17,00%	3 6,70%	1 2,60%	1 1,30%
DK 	116 100,00%	17 100,00%	2 13,40%	5 28,90%	4 24,50%	2 11,60%	1 6,00%	0 2,40%	- -
FR 	108 100,00%	185 100,00%	26 13,90%	31 16,80%	52 28,00%	22 11,80%	33 17,60%	10 5,40%	2 1,00%
DE 	132 100,00%	299 100,00%	106 35,60%	82 27,50%	50 16,60%	19 6,30%	2 0,70%	2 0,80%	- -
IT 	196 100,00%	308 100,00%	86 28,10%	79 25,70%	58 19,00%	44 14,30%	16 5,30%	6 2,10%	- -
PL 	81 100,00%	99 100,00%	10 10,20%	22 22,40%	25 25,30%	20 20,60%	8 8,00%	4 3,70%	1 1,30%
UK 	135 100,00%	232 100,00%	43 18,70%	52 22,30%	67 29,10%	25 10,90%	9 3,90%	4 1,50%	2 0,70%
NL 	47 100,00%	21 100,00%	2 10,40%	7 36,30%	4 18,80%	3 12,50%	0 1,60%	1 3,80%	- -
ES 	168 100,00%	231 100,00%	37 16,20%	61 26,60%	66 28,50%	35 15,00%	15 6,60%	4 1,80%	1 0,60%
NO 	99 100,00%	14 100,00%	2 13,20%	4 31,40%	4 27,30%	2 15,10%	0 2,00%	0 2,00%	0 1,00%
HR 	178 100,00%	22 100,00%	3 14,10%	5 23,20%	7 31,90%	3 15,70%	1 5,60%	1 2,70%	0 0,60%














Q5.7 You have indicated that the following environmental claims are important for you when buying shampoo.

Please rank them in the order of importance for you. 1 means this claim is most important to you.

The indication "bio degradable shampoo"












	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>2212</b> 100,00%	<b>2212</b> 100,00%	<b>447</b> 20,20%	<b>719</b> 32,50%	<b>488</b> 22,10%	<b>192</b> 8,70%	<b>70</b> 3,20%	<b>25</b> 1,10%	<b>16</b> 0,70%
<b>Country</b>									
CZ 	230 100,00%	67 100,00%	22 32,70%	22 32,60%	12 18,00%	4 6,50%	2 3,40%	- -	0 0,40%
DK 	191 100,00%	27 100,00%	5 17,20%	10 37,20%	6 20,30%	2 7,90%	0 1,60%	- -	- -
FR 	174 100,00%	299 100,00%	41 13,80%	109 36,40%	59 19,80%	40 13,50%	10 3,40%	9 2,90%	5 1,70%
DE 	202 100,00%	457 100,00%	91 19,80%	118 25,80%	91 19,80%	29 6,30%	14 3,00%	4 1,00%	2 0,50%
IT 	290 100,00%	453 100,00%	71 15,70%	171 37,70%	105 23,30%	45 10,00%	21 4,60%	5 1,00%	2 0,40%
PL 	233 100,00%	275 100,00%	63 23,00%	88 31,80%	76 27,50%	21 7,50%	7 2,70%	- -	- -
UK 	143 100,00%	244 100,00%	63 25,70%	81 33,30%	52 21,20%	21 8,40%	5 2,00%	2 0,80%	4 1,50%
NL 	107 100,00%	47 100,00%	15 32,30%	12 25,80%	6 12,60%	2 4,80%	0 1,00%	- -	- -
ES 	210 100,00%	288 100,00%	62 21,50%	90 31,20%	70 24,40%	24 8,40%	8 2,90%	5 1,80%	3 0,90%
NO 	162 100,00%	22 100,00%	6 29,00%	7 30,70%	4 19,40%	1 3,20%	1 4,80%	0 0,60%	0 0,60%
HR 	270 100,00%	33 100,00%	8 23,40%	12 34,40%	8 23,30%	3 9,70%	1 2,60%	0 0,70%	- -

Q6. Please imagine that you are subscribing to a new electricity tariff plan. Customize the tariff plan to your needs by selecting the environmental claims that you would pay attention to when subscribing, all other thing being equal (price, quality, etc.).

	Sample size unweighted	Sample size weighted	The indication "green energy"	The indication "eco"	The indication "the only energy sources used are: water, wind, sun and biomass"	The indication "sustainable energy"	The indication "renewable energy"	The presence of the TÜV SÜD Mark EE01/EE 02	The indication "environmentally friendly energy"	None of the above are important to me
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>1779</b> 30,80%	<b>1342</b> 23,20%	<b>2255</b> 39,00%	<b>1906</b> 33,00%	<b>2738</b> 47,40%	<b>472</b> 8,20%	<b>2222</b> 38,40%	<b>762</b> 13,20%
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	49 30,80%	30 18,80%	45 28,40%	33 20,70%	68 42,70%	- -	69 43,20%	27 17,20%
DK 	535 100,00%	79 100,00%	34 42,90%	9 11,80%	34 42,70%	34 42,60%	8 9,70%	- -	28 35,60%	15 18,40%
FR 	528 100,00%	910 100,00%	292 32,10%	316 34,70%	360 39,60%	327 36,00%	454 49,90%	- -	389 42,70%	113 12,40%
DE 	524 100,00%	1190 100,00%	227 19,10%	133 11,20%	399 33,50%	304 25,60%	465 39,10%	472 39,70%	366 30,70%	177 14,80%
IT 	561 100,00%	876 100,00%	266 30,40%	203 23,20%	451 51,50%	275 31,40%	523 59,70%	- -	294 33,60%	51 5,80%
PL 	500 100,00%	596 100,00%	175 29,30%	218 36,60%	262 44,00%	128 21,40%	352 59,10%	- -	319 53,60%	41 6,80%
UK 	527 100,00%	906 100,00%	323 35,70%	209 23,10%	268 29,60%	371 40,90%	393 43,30%	- -	350 38,70%	198 21,80%
NL 	541 100,00%	242 100,00%	103 42,70%	34 14,00%	63 26,20%	85 35,00%	17 6,90%	- -	45 18,60%	76 31,60%
ES 	500 100,00%	689 100,00%	276 40,00%	164 23,80%	316 45,90%	307 44,50%	380 55,20%	- -	303 44,00%	47 6,80%
NO 	528 100,00%	72 100,00%	13 18,00%	11 14,70%	22 30,60%	18 24,70%	36 50,60%	- -	26 36,30%	15 20,70%
HR 	500 100,00%	62 100,00%	20 32,80%	16 25,30%	34 54,80%	26 41,40%	42 67,80%	- -	32 51,70%	4 5,80%












Q7.1 You have indicated that the following environmental claims are important for you when subscribing to a new electricity tariff plan. Please rank them in the order of importance for you. 1 means this claim is most important to you.

The indication "green energy"

	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>1856</b> 100,00%	<b>1779</b> 100,00%	<b>294</b> 16,50%	<b>520</b> 29,20%	<b>393</b> 22,10%	<b>236</b> 13,30%	<b>106</b> 6,00%	<b>44</b> 2,50%	-
<b>Country</b>									
CZ 	164 100,00%	49 100,00%	7 14,70%	17 33,80%	10 21,00%	5 9,70%	2 3,50%	1 1,20%	-
DK 	228 100,00%	34 100,00%	5 16,20%	12 35,00%	7 22,20%	3 9,20%	1 2,00%	0 1,00%	-
FR 	169 100,00%	292 100,00%	43 14,80%	103 35,40%	50 17,20%	43 14,80%	19 6,50%	12 4,20%	-
DE 	99 100,00%	227 100,00%	29 12,90%	74 32,70%	44 19,30%	38 16,70%	16 7,20%	9 4,10%	-
IT 	170 100,00%	266 100,00%	49 18,20%	81 30,30%	61 23,00%	28 10,50%	10 3,70%	8 3,00%	-
PL 	147 100,00%	175 100,00%	26 15,00%	45 25,50%	50 28,70%	28 16,10%	8 4,50%	6 3,40%	-
UK 	189 100,00%	323 100,00%	53 16,30%	69 21,40%	87 26,80%	45 13,90%	27 8,50%	5 1,70%	-
NL 	231 100,00%	103 100,00%	29 27,70%	28 27,10%	9 9,10%	6 5,50%	0 0,40%	0 0,40%	-
ES 	201 100,00%	276 100,00%	49 17,80%	82 29,90%	64 23,20%	35 12,50%	21 7,50%	-	-
NO 	94 100,00%	13 100,00%	1 10,70%	3 23,10%	4 31,30%	2 11,90%	1 5,20%	1 4,30%	-
HR 	164 100,00%	20 100,00%	2 10,50%	6 28,70%	5 26,90%	4 20,50%	1 6,60%	1 4,90%	-












Q7.2 You have indicated that the following environmental claims are important for you when subscribing to a new electricity tariff plan. Please rank them in the order of importance for you. 1 means this claim is most important to you.

The indication "eco"

	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>1239</b> 100,00%	<b>1342</b> 100,00%	<b>258</b> 19,30%	<b>266</b> 19,80%	<b>260</b> 19,40%	<b>148</b> 11,00%	<b>128</b> 9,50%	<b>113</b> 8,40%	<b>9</b> 0,70%
<b>Country</b>									
CZ 	103 100,00%	30 100,00%	4 12,50%	8 25,20%	9 29,20%	4 14,50%	1 3,70%	1 3,10%	- -
DK 	64 100,00%	9 100,00%	1 6,70%	2 22,20%	1 15,40%	1 12,40%	2 16,30%	1 6,30%	- -
FR 	183 100,00%	316 100,00%	90 28,50%	52 16,40%	44 14,10%	19 6,10%	27 8,50%	28 8,80%	- -
DE 	58 100,00%	133 100,00%	16 12,00%	23 17,20%	22 16,60%	16 12,20%	15 10,90%	12 8,80%	9 6,90%
IT 	130 100,00%	203 100,00%	39 19,10%	41 20,20%	45 22,00%	20 10,10%	21 10,10%	14 6,90%	- -
PL 	182 100,00%	218 100,00%	37 17,20%	49 22,60%	56 25,50%	34 15,60%	16 7,20%	10 4,60%	- -
UK 	122 100,00%	209 100,00%	40 19,20%	46 22,10%	38 18,10%	28 13,20%	19 9,10%	23 10,90%	- -
NL 	75 100,00%	34 100,00%	5 15,00%	10 29,50%	7 20,20%	4 13,00%	3 9,40%	1 2,70%	- -
ES 	117 100,00%	164 100,00%	23 14,10%	29 17,90%	33 20,30%	16 9,50%	22 13,30%	22 13,70%	- -
NO 	78 100,00%	11 100,00%	2 21,90%	3 26,10%	1 14,10%	1 10,10%	1 7,90%	1 5,00%	- -
HR 	127 100,00%	16 100,00%	1 8,70%	3 17,90%	4 23,70%	3 20,60%	3 16,50%	1 8,60%	- -












Q7.3 You have indicated that the following environmental claims are important for you when subscribing to a new electricity tariff plan. Please rank them in the order of importance for you. 1 means this claim is most important to you.

The indication "the only energy sources used are: water, wind, sun and biomass"

	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>2240</b> 100,00%	<b>2255</b> 100,00%	<b>955</b> 42,30%	<b>483</b> 21,40%	<b>264</b> 11,70%	<b>117</b> 5,20%	<b>59</b> 2,60%	<b>43</b> 1,90%	<b>2</b> 0,10%
<b>Country</b>									
CZ 	152 100,00%	45 100,00%	19 42,80%	10 21,60%	6 13,40%	1 2,40%	1 1,20%	1 2,00%	- -
DK 	232 100,00%	34 100,00%	16 48,50%	5 15,20%	3 8,50%	1 2,60%	0 0,50%	0 0,50%	- -
FR 	209 100,00%	360 100,00%	156 43,30%	66 18,30%	60 16,50%	19 5,20%	11 3,00%	10 2,90%	- -
DE 	176 100,00%	399 100,00%	148 37,20%	85 21,40%	34 8,40%	26 6,60%	14 3,60%	7 1,70%	2 0,60%
IT 	288 100,00%	451 100,00%	212 47,10%	91 20,10%	44 9,80%	19 4,10%	3 0,60%	7 1,50%	- -
PL 	219 100,00%	262 100,00%	102 39,10%	73 27,80%	30 11,40%	14 5,30%	9 3,40%	2 0,90%	- -
UK 	156 100,00%	268 100,00%	96 35,70%	59 21,90%	34 12,90%	18 6,60%	12 4,40%	9 3,40%	- -
NL 	144 100,00%	63 100,00%	28 43,70%	15 23,40%	6 9,80%	3 4,10%	1 1,50%	- -	- -
ES 	229 100,00%	316 100,00%	152 48,10%	66 20,90%	39 12,40%	15 4,80%	8 2,60%	5 1,70%	- -
NO 	161 100,00%	22 100,00%	8 35,60%	7 30,10%	3 14,90%	0 1,80%	1 3,60%	- -	- -
HR 	274 100,00%	34 100,00%	17 48,60%	6 19,00%	5 14,30%	2 5,00%	0 1,40%	1 2,20%	- -












Q7.4 You have indicated that the following environmental claims are important for you when subscribing to a new electricity tariff plan. Please rank them in the order of importance for you. 1 means this claim is most important to you.

The indication "sustainable energy"

	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>1912</b> 100,00%	<b>1906</b> 100,00%	<b>393</b> 20,60%	<b>516</b> 27,00%	<b>411</b> 21,60%	<b>241</b> 12,60%	<b>88</b> 4,60%	<b>50</b> 2,60%	-
<b>Country</b>									
CZ 	112 100,00%	33 100,00%	8 25,60%	8 23,50%	4 12,50%	4 11,00%	2 6,60%	0 0,70%	-
DK 	227 100,00%	34 100,00%	10 29,30%	12 36,80%	4 13,30%	2 5,90%	0 1,40%	0 0,40%	-
FR 	189 100,00%	327 100,00%	75 22,90%	78 23,70%	66 20,10%	56 17,00%	21 6,40%	7 2,00%	-
DE 	133 100,00%	304 100,00%	43 14,30%	84 27,70%	98 32,30%	33 10,70%	9 3,00%	2 0,70%	-
IT 	176 100,00%	275 100,00%	55 20,00%	82 29,90%	63 22,90%	32 11,60%	16 5,80%	5 1,70%	-
PL 	107 100,00%	128 100,00%	20 15,70%	37 28,70%	22 17,40%	17 13,30%	7 5,50%	8 6,10%	-
UK 	218 100,00%	371 100,00%	100 27,00%	99 26,80%	64 17,20%	43 11,70%	12 3,20%	7 1,90%	-
NL 	190 100,00%	85 100,00%	25 30,00%	25 30,00%	10 12,20%	5 6,10%	1 1,10%	0 0,50%	-
ES 	222 100,00%	307 100,00%	47 15,30%	77 25,10%	69 22,60%	44 14,30%	19 6,20%	19 6,20%	-
NO 	131 100,00%	18 100,00%	4 23,20%	5 26,20%	4 22,20%	2 13,00%	0 1,50%	0 0,70%	-
HR 	207 100,00%	26 100,00%	5 17,80%	8 32,40%	6 22,20%	3 12,00%	1 4,50%	1 5,30%	-












Q7.5 You have indicated that the following environmental claims are important for you when subscribing to a new electricity tariff plan. Please rank them in the order of importance for you. 1 means this claim is most important to you.

The indication "renewable energy"

	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>2526</b> 100,00%	<b>2738</b> 100,00%	<b>812</b> 29,60%	<b>908</b> 33,10%	<b>428</b> 15,60%	<b>171</b> 6,20%	<b>54</b> 2,00%	<b>23</b> 0,90%	<b>5</b> 0,20%
<b>Country</b>									
CZ 	229 100,00%	68 100,00%	23 34,20%	21 30,30%	8 12,50%	3 4,50%	1 1,80%	1 0,80%	- -
DK 	51 100,00%	8 100,00%	1 13,50%	2 24,60%	2 22,10%	1 7,40%	1 9,20%	1 11,70%	- -
FR 	263 100,00%	454 100,00%	119 26,30%	147 32,40%	75 16,60%	40 8,70%	14 3,10%	10 2,30%	- -
DE 	205 100,00%	465 100,00%	89 19,20%	169 36,40%	81 17,40%	38 8,20%	10 2,10%	5 1,00%	5 1,00%
IT 	334 100,00%	523 100,00%	174 33,30%	182 34,80%	74 14,20%	16 3,10%	5 0,90%	2 0,30%	- -
PL 	296 100,00%	352 100,00%	129 36,60%	115 32,70%	53 15,20%	8 2,20%	6 1,70%	1 0,30%	- -
UK 	228 100,00%	393 100,00%	128 32,60%	121 30,80%	55 14,00%	31 8,00%	12 3,00%	3 0,80%	- -
NL 	37 100,00%	17 100,00%	3 19,60%	3 18,70%	4 22,20%	2 13,30%	1 8,50%	1 4,70%	- -
ES 	276 100,00%	380 100,00%	112 29,40%	123 32,30%	68 17,90%	29 7,80%	3 0,70%	- -	- -
NO 	268 100,00%	36 100,00%	16 42,80%	10 27,30%	2 5,70%	1 2,90%	0 0,70%	0 0,50%	- -
HR 	339 100,00%	42 100,00%	16 39,10%	15 34,50%	5 11,80%	2 3,90%	1 2,10%	0 0,30%	- -

Q7.6 You have indicated that the following environmental claims are important for you when subscribing to a new electricity tariff plan. Please rank them in the order of importance for you. 1 means this claim is most important to you.












The presence of the TÜV SÜD Mark EE01/EE02

	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>206</b> 100,00%	<b>472</b> 100,00%	<b>171</b> 36,20%	<b>54</b> 11,40%	<b>40</b> 8,40%	<b>21</b> 4,50%	<b>12</b> 2,50%	<b>8</b> 1,60%	<b>5</b> 1,10%
<b>Country</b>									
CZ 	-	-	-	-	-	-	-	-	-
DK 	-	-	-	-	-	-	-	-	-
FR 	-	-	-	-	-	-	-	-	-
DE 	206 100,00%	472 100,00%	171 36,20%	54 11,40%	40 8,40%	21 4,50%	12 2,50%	8 1,60%	5 1,10%
IT 	-	-	-	-	-	-	-	-	-
PL 	-	-	-	-	-	-	-	-	-
UK 	-	-	-	-	-	-	-	-	-
NL 	-	-	-	-	-	-	-	-	-
ES 	-	-	-	-	-	-	-	-	-
NO 	-	-	-	-	-	-	-	-	-
HR 	-	-	-	-	-	-	-	-	-














Q7.7 You have indicated that the following environmental claims are important for you when subscribing to a new electricity tariff plan. Please rank them in the order of importance for you. 1 means this claim is most important to you.












The indication "environmental-friendly energy"

	Sample size unweighted	Sample size weighted	1	2	3	4	5	6	7
<b>TOTAL</b>	<b>2248</b> 100,00%	<b>2222</b> 100,00%	<b>501</b> 22,60%	<b>639</b> 28,70%	<b>464</b> 20,90%	<b>210</b> 9,50%	<b>126</b> 5,70%	<b>31</b> 1,40%	<b>2</b> 0,10%
<b>Country</b>									
CZ 	235 100,00%	69 100,00%	18 26,80%	18 26,50%	10 14,70%	5 6,90%	2 2,20%	1 0,80%	- -
DK 	192 100,00%	28 100,00%	6 23,20%	6 23,20%	6 22,40%	3 12,30%	1 2,10%	0 1,10%	- -
FR 	225 100,00%	389 100,00%	77 19,90%	115 29,70%	85 21,80%	26 6,80%	36 9,30%	2 0,40%	- -
DE 	161 100,00%	366 100,00%	102 28,00%	110 30,00%	67 18,20%	27 7,40%	25 6,80%	2 0,70%	2 0,60%
IT 	190 100,00%	294 100,00%	45 15,30%	97 33,00%	73 24,90%	34 11,60%	10 3,50%	5 1,70%	- -
PL 	268 100,00%	319 100,00%	82 25,60%	78 24,40%	69 21,50%	36 11,30%	9 2,90%	3 1,10%	- -
UK 	203 100,00%	350 100,00%	82 23,40%	104 29,80%	77 21,90%	28 8,00%	23 6,60%	7 2,00%	- -
NL 	102 100,00%	45 100,00%	6 13,70%	15 33,20%	14 30,20%	3 6,60%	2 3,70%	1 2,00%	- -
ES 	221 100,00%	303 100,00%	72 23,60%	77 25,40%	51 16,70%	42 13,80%	15 5,00%	10 3,20%	- -
NO 	192 100,00%	26 100,00%	5 18,80%	9 35,10%	5 18,80%	2 5,80%	1 2,20%	0 0,50%	- -
HR 	259 100,00%	32 100,00%	5 17,00%	9 26,60%	9 27,40%	4 12,00%	2 7,70%	0 0,80%	- -












Q8. Please imagine that you are buying a washing machine, which one would you buy taking into account the specifications and cost indicated.

		Sample size unweighted	Sample size weighted	Washing machine A+, 199kwh	Washing machine A++, 160kwh, Ecolabel, automatic energy & water saving, €+37,5%
<b>TOTAL</b>		<b>5781</b>	<b>5781</b>	<b>2351</b>	<b>3430</b>
		<b>100,00%</b>	<b>100,00%</b>	<b>40,70%</b>	<b>59,30%</b>
<b>Country</b>					
CZ		537 100,00%	159 100,00%	44 27,70%	115 72,30%
DK		535 100,00%	79 100,00%	26 33,20%	53 66,80%
FR		528 100,00%	910 100,00%	397 43,60%	513 56,40%
DE		524 100,00%	1190 100,00%	507 42,60%	682 57,40%
IT		561 100,00%	876 100,00%	247 28,30%	628 71,70%
PL		500 100,00%	596 100,00%	168 28,10%	428 71,90%
UK		527 100,00%	906 100,00%	521 57,50%	385 42,50%
NL		541 100,00%	242 100,00%	129 53,20%	113 46,80%
ES		500 100,00%	689 100,00%	254 36,90%	435 63,10%
NO		528 100,00%	72 100,00%	36 49,30%	37 50,70%
HR		500 100,00%	62 100,00%	22 35,70%	40 64,30%

Q9. Please imagine that you are buying a shampoo, which one would you buy taking into account the specifications and cost indicated.

		Sample size unweighted	Sample size weighted	shampoo , green dot, flower	shampoo , green dot, flower, natural shampoo , ecolabel, €+0,028 %
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1557</b> <b>26,90%</b>	<b>4224</b> <b>73,10%</b>
<b>Country</b>					
CZ		537 100,00%	159 100,00%	25 15,60%	134 84,40%
DK		535 100,00%	79 100,00%	28 35,00%	51 65,00%
FR		528 100,00%	910 100,00%	278 30,60%	631 69,40%
DE		524 100,00%	1190 100,00%	317 26,60%	873 73,40%
IT		561 100,00%	876 100,00%	195 22,30%	680 77,70%
PL		500 100,00%	596 100,00%	69 11,50%	527 88,50%
UK		527 100,00%	906 100,00%	353 38,90%	553 61,10%
NL		541 100,00%	242 100,00%	123 50,90%	119 49,10%
ES		500 100,00%	689 100,00%	139 20,10%	551 79,90%
NO		528 100,00%	72 100,00%	24 32,90%	48 67,10%
HR		500 100,00%	62 100,00%	6 10,20%	56 89,80%

Q10. Imagine you're looking at an advertisement from a car manufacturer. Which advertisement makes you think most that the product is environmentally friendly?

		Sample size unweighted	Sample size weighted	Toyota - left advertism ent	Toyota - right advertism ent
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>2724</b> <b>47,10%</b>	<b>3057</b> <b>52,90%</b>
<b>Country</b>					
CZ		537 100,00%	159 100,00%	72 45,00%	88 55,00%
DK		535 100,00%	79 100,00%	28 36,20%	50 63,80%
FR		528 100,00%	910 100,00%	401 44,00%	509 56,00%
DE		524 100,00%	1190 100,00%	480 40,30%	710 59,70%
IT		561 100,00%	876 100,00%	540 61,60%	336 38,40%
PL		500 100,00%	596 100,00%	340 57,10%	256 42,90%
UK		527 100,00%	906 100,00%	338 37,30%	568 62,70%
NL		541 100,00%	242 100,00%	102 42,30%	139 57,70%
ES		500 100,00%	689 100,00%	359 52,10%	330 47,90%
NO		528 100,00%	72 100,00%	26 36,30%	46 63,70%
HR		500 100,00%	62 100,00%	38 61,50%	24 38,50%

## Q11A. Why did you choose this one?

Please select maximal three reasons for picking this advertisement and rank them in order of importance. The advertisement I chose gave the most environmental friendly impression because of ...























		Sample size unweighted	Sample size weighted	The background colour of the advertisement	The blue text	The sea	The green grass	The trees	The blue sky	The sheep on the picture	The green to red scale
<b>TOTAL</b>		<b>5781</b>	<b>5781</b>	<b>1450</b>	<b>104</b>	<b>335</b>	<b>424</b>	<b>350</b>	<b>566</b>	<b>1229</b>	<b>2338</b>
		<b>100,00%</b>	<b>100,00%</b>	<b>25,10%</b>	<b>1,80%</b>	<b>5,80%</b>	<b>7,30%</b>	<b>6,10%</b>	<b>9,80%</b>	<b>21,30%</b>	<b>40,40%</b>
<b>Country</b>											
CZ		537	159	44	1	6	10	8	19	41	70
		100,00%	100,00%	27,80%	0,50%	3,70%	6,20%	4,80%	12,10%	25,70%	44,20%
DK		535	79	16	1	3	6	4	7	18	43
		100,00%	100,00%	19,90%	1,40%	4,20%	7,50%	5,60%	8,30%	22,30%	54,20%
FR		528	910	387	17	64	66	62	104	158	363
		100,00%	100,00%	42,50%	1,90%	7,00%	7,20%	6,80%	11,40%	17,30%	39,90%
DE		524	1190	250	19	72	99	77	109	360	488
		100,00%	100,00%	21,00%	1,60%	6,00%	8,40%	6,50%	9,20%	30,20%	41,00%
IT		561	876	176	17	48	72	58	74	147	263
		100,00%	100,00%	20,10%	2,00%	5,50%	8,30%	6,60%	8,40%	16,80%	30,00%
PL		500	596	126	5	32	55	27	77	127	185
		100,00%	100,00%	21,10%	0,90%	5,40%	9,20%	4,60%	12,90%	21,40%	31,00%
UK		527	906	222	22	49	44	48	55	172	492
		100,00%	100,00%	24,50%	2,50%	5,50%	4,90%	5,30%	6,00%	19,00%	54,30%
NL		541	242	55	8	13	17	12	23	57	114
		100,00%	100,00%	22,90%	3,40%	5,30%	7,10%	4,90%	9,40%	23,60%	47,30%
ES		500	689	144	11	40	44	47	85	121	262
		100,00%	100,00%	21,00%	1,60%	5,80%	6,40%	6,90%	12,40%	17,60%	38,00%
NO		528	72	17	2	5	6	4	9	20	38
		100,00%	100,00%	23,60%	2,60%	7,00%	8,00%	5,90%	12,30%	28,00%	53,20%
HR		500	62	13	0	2	5	2	5	8	21
		100,00%	100,00%	20,50%	0,40%	3,60%	7,50%	3,80%	7,80%	13,40%	33,50%












Table continues on the next page >>

&lt;&lt; Continued Table from previous page

		Sample size unweigh ted	Sample size weighte d	The way landsca pe	The sun	The text "Today Tomorro w Toyota"
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>239</b> <b>4,10%</b>	<b>1091</b> <b>18,90%</b>	<b>1473</b> <b>25,50%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	3 2,10%	29 18,30%	27 17,20%
DK		535 100,00%	79 100,00%	4 4,90%	14 17,80%	16 20,80%
FR		528 100,00%	910 100,00%	43 4,70%	138 15,20%	323 35,50%
DE		524 100,00%	1190 100,00%	36 3,00%	226 19,00%	257 21,60%
IT		561 100,00%	876 100,00%	42 4,80%	191 21,80%	163 18,70%
PL		500 100,00%	596 100,00%	12 2,00%	165 27,70%	88 14,70%
UK		527 100,00%	906 100,00%	31 3,40%	126 13,90%	322 35,50%
NL		541 100,00%	242 100,00%	19 7,80%	38 15,70%	55 22,70%
ES		500 100,00%	689 100,00%	42 6,10%	134 19,40%	187 27,10%
NO		528 100,00%	72 100,00%	4 4,90%	13 17,50%	24 33,60%
HR		500 100,00%	62 100,00%	2 2,40%	17 26,90%	11 17,00%

Q11A. Why did you choose this one?












Please select maximal three reasons for picking this advertisement and rank them in order of importance. The advertisement I chose gave the most environmental friendly impression because of ...

	Sample size unweigh ted	Sample size weighte d	The text "Recycl es Sunshin e"	The text "Toyota moving forward "	The text "Harmon y between man, nature and machine "	The emissio n provide d for sheep and car	Gives me the impress ion of being run on solar power
<b>TOTAL</b>	<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1427</b> <b>24,70%</b>	<b>323</b> <b>5,60%</b>	<b>1289</b> <b>22,30%</b>	<b>2511</b> <b>43,40%</b>	<b>1506</b> <b>26,10%</b>
<b>Country</b>							
CZ 	537 100,00%	159 100,00%	30 19,00%	8 4,90%	45 28,50%	74 46,30%	36 22,80%
DK 	535 100,00%	79 100,00%	12 15,60%	4 4,60%	11 14,00%	35 45,10%	13 16,20%
FR 	528 100,00%	910 100,00%	213 23,40%	55 6,10%	179 19,70%	278 30,50%	208 22,90%
DE 	524 100,00%	1190 100,00%	214 18,00%	47 4,00%	239 20,10%	633 53,20%	238 20,00%
IT 	561 100,00%	876 100,00%	361 41,20%	60 6,80%	288 32,90%	300 34,20%	317 36,30%
PL 	500 100,00%	596 100,00%	142 23,80%	37 6,20%	135 22,60%	223 37,50%	240 40,20%
UK 	527 100,00%	906 100,00%	203 22,40%	59 6,50%	153 16,90%	505 55,80%	161 17,80%
NL 	541 100,00%	242 100,00%	49 20,30%	12 5,10%	46 19,10%	108 44,70%	44 18,20%
ES 	500 100,00%	689 100,00%	171 24,80%	33 4,80%	165 24,00%	300 43,50%	213 30,90%
NO 	528 100,00%	72 100,00%	9 12,20%	5 6,30%	7 10,20%	36 49,50%	10 13,30%
HR 	500 100,00%	62 100,00%	23 37,60%	3 5,20%	21 33,50%	19 30,90%	27 43,20%

## Q11.1 Why did you choose this one?

Please select maximal three reasons for picking this advertisement and rank them in order of importance. The advertisement I chose gave the most environmental friendly impression because of ...

The background colour of the advertisement












		Sample size unweighted	Sample size weighted	1	2	3
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>292</b> <b>5,00%</b>	<b>446</b> <b>7,70%</b>	<b>712</b> <b>12,30%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	9 5,40%	12 7,40%	24 14,90%
DK		535 100,00%	79 100,00%	2 3,10%	4 4,90%	9 11,80%
FR		528 100,00%	910 100,00%	128 14,10%	149 16,30%	110 12,10%
DE		524 100,00%	1190 100,00%	37 3,10%	65 5,50%	148 12,50%
IT		561 100,00%	876 100,00%	25 2,80%	50 5,70%	101 11,50%
PL		500 100,00%	596 100,00%	18 3,00%	41 7,00%	66 11,10%
UK		527 100,00%	906 100,00%	38 4,20%	66 7,30%	118 13,00%
NL		541 100,00%	242 100,00%	9 3,70%	17 6,90%	30 12,30%
ES		500 100,00%	689 100,00%	22 3,20%	32 4,70%	90 13,10%
NO		528 100,00%	72 100,00%	3 4,00%	6 8,90%	8 10,60%
HR		500 100,00%	62 100,00%	2 2,40%	3 4,80%	8 13,30%



## Q11.2 Why did you choose this one?

Please select maximal three reasons for picking this advertisement and rank them in order of importance. The advertisement I chose gave the most environmental friendly impression because of ...












The blue text

		Sample size unweighted	Sample size weighted	1	2	3
<b>TOTAL</b>		<b>2698</b> <b>100,00%</b>	<b>2724</b> <b>100,00%</b>	<b>25</b> <b>0,90%</b>	<b>30</b> <b>1,10%</b>	<b>49</b> <b>1,80%</b>
<b>Country</b>						
CZ		241 100,00%	72 100,00%	1 0,70%	- -	0 0,50%
DK		191 100,00%	28 100,00%	0 1,00%	0 1,00%	1 1,80%
FR		232 100,00%	401 100,00%	5 1,30%	5 1,30%	7 1,70%
DE		211 100,00%	480 100,00%	- -	7 1,40%	12 2,50%
IT		345 100,00%	540 100,00%	3 0,60%	9 1,60%	6 1,00%
PL		288 100,00%	340 100,00%	3 0,80%	- -	2 0,70%
UK		198 100,00%	338 100,00%	7 2,10%	2 0,50%	14 4,00%
NL		231 100,00%	102 100,00%	2 2,20%	2 2,30%	4 3,50%
ES		261 100,00%	359 100,00%	3 0,80%	4 1,20%	4 1,20%
NO		192 100,00%	26 100,00%	1 2,50%	1 3,70%	0 1,00%
HR		308 100,00%	38 100,00%	0 0,30%	0 0,30%	- -

## Q11.3 Why did you choose this one?

Please select maximal three reasons for picking this advertisement and rank them in order of importance. The advertisement I chose gave the most environmental friendly impression because of ...












The sea

		Sample size unweighted	Sample size weighted	1	2	3
<b>TOTAL</b>		<b>2698</b> <b>100,00%</b>	<b>2724</b> <b>100,00%</b>	<b>62</b> <b>2,30%</b>	<b>123</b> <b>4,50%</b>	<b>151</b> <b>5,50%</b>
<b>Country</b>						
CZ		241 100,00%	72 100,00%	1 1,20%	4 6,20%	1 0,80%
DK		191 100,00%	28 100,00%	1 2,30%	1 4,80%	1 4,60%
FR		232 100,00%	401 100,00%	19 4,70%	19 4,80%	26 6,50%
DE		211 100,00%	480 100,00%	14 2,90%	34 7,20%	23 4,90%
IT		345 100,00%	540 100,00%	8 1,50%	15 2,70%	26 4,70%
PL		288 100,00%	340 100,00%	4 1,10%	13 3,90%	15 4,50%
UK		198 100,00%	338 100,00%	7 1,90%	15 4,60%	27 8,10%
NL		231 100,00%	102 100,00%	3 3,40%	4 3,90%	5 5,20%
ES		261 100,00%	359 100,00%	4 1,20%	14 3,90%	22 6,10%
NO		192 100,00%	26 100,00%	1 4,10%	2 6,30%	2 8,90%
HR		308 100,00%	38 100,00%	0 0,60%	1 1,60%	1 3,60%

## Q11.4 Why did you choose this one?

Please select maximal three reasons for picking this advertisement and rank them in order of importance. The advertisement I chose gave the most environmental friendly impression because of ...












The green grass

		Sample size unweighted	Sample size weighted	1	2	3
<b>TOTAL</b>		<b>2698</b> <b>100,00%</b>	<b>2724</b> <b>100,00%</b>	<b>90</b> <b>3,30%</b>	<b>162</b> <b>5,90%</b>	<b>172</b> <b>6,30%</b>
<b>Country</b>						
CZ		241 100,00%	72 100,00%	2 2,50%	5 7,40%	3 3,80%
DK		191 100,00%	28 100,00%	1 4,50%	2 7,10%	3 9,20%
FR		232 100,00%	401 100,00%	16 4,00%	21 5,20%	29 7,20%
DE		211 100,00%	480 100,00%	18 3,70%	38 7,90%	44 9,10%
IT		345 100,00%	540 100,00%	7 1,20%	34 6,30%	32 5,90%
PL		288 100,00%	340 100,00%	15 4,50%	20 5,80%	20 5,90%
UK		198 100,00%	338 100,00%	9 2,60%	22 6,60%	13 3,80%
NL		231 100,00%	102 100,00%	4 4,00%	6 5,80%	7 7,00%
ES		261 100,00%	359 100,00%	15 4,20%	11 3,20%	17 4,90%
NO		192 100,00%	26 100,00%	2 5,90%	1 5,30%	3 10,90%
HR		308 100,00%	38 100,00%	1 2,90%	2 4,90%	2 4,50%

## Q11.5 Why did you choose this one?

Please select maximal three reasons for picking this advertisement and rank them in order of importance. The advertisement I chose gave the most environmental friendly impression because of ...












The trees

		Sample size unweighted	Sample size weighted	1	2	3
<b>TOTAL</b>		<b>2698</b> <b>100,00%</b>	<b>2724</b> <b>100,00%</b>	<b>109</b> <b>4,00%</b>	<b>117</b> <b>4,30%</b>	<b>123</b> <b>4,50%</b>
<b>Country</b>						
CZ		241 100,00%	72 100,00%	2 2,40%	3 3,80%	3 4,60%
DK		191 100,00%	28 100,00%	2 5,60%	2 5,60%	1 4,10%
FR		232 100,00%	401 100,00%	23 5,70%	24 5,90%	15 3,80%
DE		211 100,00%	480 100,00%	20 4,20%	19 4,10%	37 7,70%
IT		345 100,00%	540 100,00%	11 2,00%	16 2,90%	32 5,90%
PL		288 100,00%	340 100,00%	4 1,30%	17 5,00%	6 1,80%
UK		198 100,00%	338 100,00%	27 8,00%	14 4,10%	7 2,10%
NL		231 100,00%	102 100,00%	4 3,70%	4 4,20%	4 3,70%
ES		261 100,00%	359 100,00%	15 4,20%	17 4,60%	15 4,30%
NO		192 100,00%	26 100,00%	1 4,20%	2 5,80%	2 6,10%
HR		308 100,00%	38 100,00%	1 2,90%	1 1,90%	0 1,30%

## Q11.6 Why did you choose this one?

Please select maximal three reasons for picking this advertisement and rank them in order of importance. The advertisement I chose gave the most environmental friendly impression because of ...












The blue sky

		Sample size unweighted	Sample size weighted	1	2	3
<b>TOTAL</b>		<b>2698</b> <b>100,00%</b>	<b>2724</b> <b>100,00%</b>	<b>143</b> <b>5,20%</b>	<b>207</b> <b>7,60%</b>	<b>217</b> <b>8,00%</b>
<b>Country</b>						
CZ		241 100,00%	72 100,00%	3 4,50%	8 10,70%	8 11,70%
DK		191 100,00%	28 100,00%	2 5,80%	2 8,80%	2 8,40%
FR		232 100,00%	401 100,00%	32 8,10%	38 9,60%	33 8,30%
DE		211 100,00%	480 100,00%	36 7,60%	36 7,40%	37 7,70%
IT		345 100,00%	540 100,00%	16 3,00%	25 4,70%	32 5,90%
PL		288 100,00%	340 100,00%	15 4,50%	27 8,10%	34 9,90%
UK		198 100,00%	338 100,00%	12 3,60%	16 4,80%	27 7,80%
NL		231 100,00%	102 100,00%	8 7,70%	8 7,80%	7 6,80%
ES		261 100,00%	359 100,00%	13 3,50%	41 11,40%	32 8,90%
NO		192 100,00%	26 100,00%	3 13,30%	3 10,20%	3 10,30%
HR		308 100,00%	38 100,00%	1 2,90%	2 4,90%	2 4,80%

## Q11.7 Why did you choose this one?

Please select maximal three reasons for picking this advertisement and rank them in order of importance. The advertisement I chose gave the most environmental friendly impression because of ...












The sheep on the picture

		Sample size unweighted	Sample size weighted	1	2	3
<b>TOTAL</b>		<b>3083</b> <b>100,00%</b>	<b>3057</b> <b>100,00%</b>	<b>249</b> <b>8,20%</b>	<b>410</b> <b>13,40%</b>	<b>570</b> <b>18,60%</b>
<b>Country</b>						
CZ		296 100,00%	88 100,00%	13 15,30%	10 11,50%	17 19,80%
DK		344 100,00%	50 100,00%	3 6,20%	5 9,40%	10 19,40%
FR		296 100,00%	509 100,00%	35 6,80%	68 13,30%	55 10,90%
DE		313 100,00%	710 100,00%	61 8,60%	133 18,80%	165 23,30%
IT		216 100,00%	336 100,00%	25 7,30%	46 13,60%	76 22,70%
PL		212 100,00%	256 100,00%	38 14,80%	43 16,80%	47 18,20%
UK		329 100,00%	568 100,00%	31 5,50%	41 7,20%	100 17,60%
NL		310 100,00%	139 100,00%	17 12,10%	16 11,50%	24 17,40%
ES		239 100,00%	330 100,00%	20 6,20%	41 12,50%	60 18,10%
NO		336 100,00%	46 100,00%	5 11,20%	5 10,20%	10 22,50%
HR		192 100,00%	24 100,00%	1 6,20%	3 11,00%	4 17,70%

## Q11.8 Why did you choose this one?

Please select maximal three reasons for picking this advertisement and rank them in order of importance. The advertisement I chose gave the most environmental friendly impression because of ...












The green to red scale

		Sample size unweighted	Sample size weighted	1	2	3
<b>TOTAL</b>		<b>3083</b> <b>100,00%</b>	<b>3057</b> <b>100,00%</b>	<b>945</b> <b>30,90%</b>	<b>903</b> <b>29,60%</b>	<b>490</b> <b>16,00%</b>
<b>Country</b>						
CZ		296 100,00%	88 100,00%	22 24,80%	35 39,40%	14 16,10%
DK		344 100,00%	50 100,00%	27 53,40%	13 25,90%	3 5,60%
FR		296 100,00%	509 100,00%	125 24,50%	109 21,40%	130 25,50%
DE		313 100,00%	710 100,00%	178 25,10%	200 28,20%	109 15,30%
IT		216 100,00%	336 100,00%	109 32,40%	112 33,40%	42 12,40%
PL		212 100,00%	256 100,00%	60 23,50%	74 28,80%	51 19,80%
UK		329 100,00%	568 100,00%	260 45,70%	174 30,70%	58 10,20%
NL		310 100,00%	139 100,00%	59 41,90%	40 28,30%	16 11,80%
ES		239 100,00%	330 100,00%	74 22,50%	128 38,60%	60 18,20%
NO		336 100,00%	46 100,00%	19 42,00%	13 28,10%	6 13,40%
HR		192 100,00%	24 100,00%	12 52,00%	6 26,70%	2 8,30%

## Q11.9 Why did you choose this one?

Please select maximal three reasons for picking this advertisement and rank them in order of importance. The advertisement I chose gave the most environmental friendly impression because of ...

The wavy landscape












		Sample size unweighted	Sample size weighted	1	2	3
<b>TOTAL</b>		<b>2698</b> <b>100,00%</b>	<b>2724</b> <b>100,00%</b>	<b>65</b> <b>2,40%</b>	<b>80</b> <b>2,90%</b>	<b>94</b> <b>3,50%</b>
<b>Country</b>						
CZ		241 100,00%	72 100,00%	1 0,90%	2 3,00%	1 0,90%
DK		191 100,00%	28 100,00%	1 2,50%	2 5,60%	2 5,30%
FR		232 100,00%	401 100,00%	7 1,70%	17 4,30%	19 4,80%
DE		211 100,00%	480 100,00%	18 3,80%	11 2,30%	7 1,40%
IT		345 100,00%	540 100,00%	14 2,50%	14 2,70%	14 2,70%
PL		288 100,00%	340 100,00%	5 1,40%	5 1,40%	3 0,80%
UK		198 100,00%	338 100,00%	9 2,50%	4 1,00%	19 5,70%
NL		231 100,00%	102 100,00%	3 2,50%	7 6,70%	9 9,20%
ES		261 100,00%	359 100,00%	7 2,00%	17 4,60%	19 5,20%
NO		192 100,00%	26 100,00%	1 3,60%	1 4,00%	2 5,80%
HR		308 100,00%	38 100,00%	0 1,00%	1 1,30%	1 1,60%



## Q11.10 Why did you choose this one?

Please select maximal three reasons for picking this advertisement and rank them in order of importance. The advertisement I chose gave the most environmental friendly impression because of ...












The sun

		Sample size unweighted	Sample size weighted	1	2	3
<b>TOTAL</b>		<b>2698</b> <b>100,00%</b>	<b>2724</b> <b>100,00%</b>	<b>434</b> <b>15,90%</b>	<b>340</b> <b>12,50%</b>	<b>317</b> <b>11,60%</b>
<b>Country</b>						
CZ		241 100,00%	72 100,00%	11 15,10%	9 12,10%	10 13,60%
DK		191 100,00%	28 100,00%	6 21,80%	4 15,10%	3 12,20%
FR		232 100,00%	401 100,00%	53 13,30%	39 9,80%	45 11,40%
DE		211 100,00%	480 100,00%	102 21,30%	63 13,10%	61 12,70%
IT		345 100,00%	540 100,00%	77 14,20%	59 10,90%	55 10,30%
PL		288 100,00%	340 100,00%	46 13,40%	57 16,90%	62 18,20%
UK		198 100,00%	338 100,00%	49 14,50%	42 12,40%	35 10,50%
NL		231 100,00%	102 100,00%	16 15,90%	12 12,00%	10 9,30%
ES		261 100,00%	359 100,00%	63 17,40%	47 13,00%	25 6,90%
NO		192 100,00%	26 100,00%	6 22,20%	3 13,20%	3 12,80%
HR		308 100,00%	38 100,00%	5 13,70%	4 11,00%	7 19,10%

## Q11.11 Why did you choose this one?

Please select maximal three reasons for picking this advertisement and rank them in order of importance. The advertisement I chose gave the most environmental friendly impression because of ...












The text "Today Tomorrow Toyota"

		Sample size unweighted	Sample size weighted	1	2	3
<b>TOTAL</b>		<b>3083</b> <b>100,00%</b>	<b>3057</b> <b>100,00%</b>	<b>299</b> <b>9,80%</b>	<b>412</b> <b>13,50%</b>	<b>763</b> <b>25,00%</b>
<b>Country</b>						
CZ		296 100,00%	88 100,00%	7 8,50%	5 6,20%	15 16,60%
DK		344 100,00%	50 100,00%	3 6,60%	5 9,90%	8 16,10%
FR		296 100,00%	509 100,00%	117 22,90%	102 19,90%	105 20,60%
DE		313 100,00%	710 100,00%	34 4,80%	89 12,50%	134 18,80%
IT		216 100,00%	336 100,00%	29 8,70%	44 13,20%	90 26,70%
PL		212 100,00%	256 100,00%	19 7,40%	23 9,10%	46 17,80%
UK		329 100,00%	568 100,00%	37 6,50%	71 12,40%	215 37,80%
NL		310 100,00%	139 100,00%	15 10,70%	16 11,70%	24 16,90%
ES		239 100,00%	330 100,00%	30 9,00%	46 13,90%	111 33,60%
NO		336 100,00%	46 100,00%	6 12,70%	7 16,20%	11 23,80%
HR		192 100,00%	24 100,00%	1 6,20%	3 12,90%	6 25,20%

## Q11.12 Why did you choose this one?

Please select maximal three reasons for picking this advertisement and rank them in order of importance. The advertisement I chose gave the most environmental friendly impression because of ...












The text "Recycles Sunshine"

		Sample size unweighted	Sample size weighted	1	2	3
<b>TOTAL</b>		<b>2698</b> <b>100,00%</b>	<b>2724</b> <b>100,00%</b>	<b>589</b> <b>21,60%</b>	<b>474</b> <b>17,40%</b>	<b>364</b> <b>13,40%</b>
<b>Country</b>						
CZ		241 100,00%	72 100,00%	12 16,50%	9 12,20%	10 13,60%
DK		191 100,00%	28 100,00%	5 17,70%	4 14,40%	3 11,10%
FR		232 100,00%	401 100,00%	82 20,40%	75 18,70%	56 14,10%
DE		211 100,00%	480 100,00%	70 14,60%	71 14,90%	73 15,10%
IT		345 100,00%	540 100,00%	170 31,60%	108 20,00%	83 15,30%
PL		288 100,00%	340 100,00%	49 14,40%	61 17,80%	32 9,40%
UK		198 100,00%	338 100,00%	101 29,90%	57 16,80%	45 13,30%
NL		231 100,00%	102 100,00%	24 23,60%	15 14,40%	10 9,90%
ES		261 100,00%	359 100,00%	64 17,80%	62 17,30%	45 12,50%
NO		192 100,00%	26 100,00%	2 9,00%	5 18,40%	2 6,30%
HR		308 100,00%	38 100,00%	9 24,10%	8 20,20%	6 16,80%

## Q11.13 Why did you choose this one?

Please select maximal three reasons for picking this advertisement and rank them in order of importance. The advertisement I chose gave the most environmental friendly impression because of ...












The text "Toyota moving forward"

		Sample size unweighted	Sample size weighted	1	2	3
<b>TOTAL</b>		<b>2698</b> <b>100,00%</b>	<b>2724</b> <b>100,00%</b>	<b>67</b> <b>2,50%</b>	<b>97</b> <b>3,60%</b>	<b>159</b> <b>5,80%</b>
<b>Country</b>						
CZ		241 100,00%	72 100,00%	1 1,70%	3 4,10%	4 5,10%
DK		191 100,00%	28 100,00%	1 2,10%	1 4,20%	2 6,50%
FR		232 100,00%	401 100,00%	12 3,00%	19 4,70%	24 6,10%
DE		211 100,00%	480 100,00%	7 1,40%	18 3,80%	22 4,60%
IT		345 100,00%	540 100,00%	14 2,50%	12 2,30%	34 6,30%
PL		288 100,00%	340 100,00%	9 2,70%	10 3,00%	17 5,10%
UK		198 100,00%	338 100,00%	14 4,20%	13 4,00%	32 9,40%
NL		231 100,00%	102 100,00%	1 1,10%	4 3,90%	7 7,00%
ES		261 100,00%	359 100,00%	7 2,00%	14 3,80%	12 3,40%
NO		192 100,00%	26 100,00%	1 5,10%	1 4,70%	2 7,40%
HR		308 100,00%	38 100,00%	0 0,30%	1 2,60%	2 5,60%

## Q11.14 Why did you choose this one?

Please select maximal three reasons for picking this advertisement and rank them in order of importance. The advertisement I chose gave the most environmental friendly impression because of ...












The text "Harmony between man, nature and machine"

		Sample size unweighted	Sample size weighted	1	2	3
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>442</b> <b>7,60%</b>	<b>425</b> <b>7,40%</b>	<b>423</b> <b>7,30%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	19 11,80%	12 7,50%	15 9,20%
DK		535 100,00%	79 100,00%	3 4,40%	3 3,90%	5 5,80%
FR		528 100,00%	910 100,00%	54 5,90%	66 7,30%	59 6,50%
DE		524 100,00%	1190 100,00%	107 9,00%	69 5,80%	62 5,20%
IT		561 100,00%	876 100,00%	98 11,20%	101 11,60%	89 10,10%
PL		500 100,00%	596 100,00%	44 7,30%	47 7,80%	45 7,50%
UK		527 100,00%	906 100,00%	35 3,90%	55 6,10%	62 6,90%
NL		541 100,00%	242 100,00%	17 7,10%	13 5,20%	16 6,80%
ES		500 100,00%	689 100,00%	54 7,80%	49 7,10%	62 9,00%
NO		528 100,00%	72 100,00%	3 3,90%	2 3,20%	2 3,00%
HR		500 100,00%	62 100,00%	8 12,10%	7 11,60%	6 9,80%

## Q11.15 Why did you choose this one?

Please select maximal three reasons for picking this advertisement and rank them in order of importance. The advertisement I chose gave the most environmental friendly impression because of ...












The emission scale provided for sheep and car

		Sample size unweighted	Sample size weighted	1	2	3
<b>TOTAL</b>		<b>3083</b> <b>100,00%</b>	<b>3057</b> <b>100,00%</b>	<b>1341</b> <b>43,90%</b>	<b>833</b> <b>27,30%</b>	<b>337</b> <b>11,00%</b>
<b>Country</b>						
CZ		296 100,00%	88 100,00%	40 45,70%	24 26,90%	10 11,60%
DK		344 100,00%	50 100,00%	15 30,70%	15 29,50%	5 10,40%
FR		296 100,00%	509 100,00%	118 23,20%	70 13,80%	89 17,50%
DE		313 100,00%	710 100,00%	405 57,00%	174 24,50%	54 7,70%
IT		216 100,00%	336 100,00%	163 48,50%	102 30,50%	34 10,20%
PL		212 100,00%	256 100,00%	128 50,00%	69 26,80%	27 10,50%
UK		329 100,00%	568 100,00%	213 37,50%	234 41,20%	59 10,30%
NL		310 100,00%	139 100,00%	44 31,30%	41 29,40%	23 16,80%
ES		239 100,00%	330 100,00%	194 58,60%	82 25,00%	24 7,20%
NO		336 100,00%	46 100,00%	14 29,80%	14 29,90%	8 18,00%
HR		192 100,00%	24 100,00%	8 33,50%	8 35,40%	3 11,30%

## Q11.16 Why did you choose this one?












Please select maximal three reasons for picking this advertisement and rank them in order of importance. The advertisement I chose gave the most environmental friendly impression because of ...

Gives me the impression of being run on solar power

		Sample size unweighted	Sample size weighted	1	2	3
<b>TOTAL</b>		<b>2698</b> <b>100,00%</b>	<b>2724</b> <b>100,00%</b>	<b>631</b> <b>23,20%</b>	<b>491</b> <b>18,00%</b>	<b>384</b> <b>14,10%</b>
<b>Country</b>						
CZ		241 100,00%	72 100,00%	17 23,10%	12 16,20%	8 11,50%
DK		191 100,00%	28 100,00%	6 21,40%	4 15,00%	2 8,40%
FR		232 100,00%	401 100,00%	86 21,40%	61 15,20%	62 15,40%
DE		211 100,00%	480 100,00%	82 17,00%	88 18,40%	68 14,10%
IT		345 100,00%	540 100,00%	108 20,10%	113 20,90%	96 17,90%
PL		288 100,00%	340 100,00%	139 40,90%	55 16,10%	46 13,40%
UK		198 100,00%	338 100,00%	58 17,20%	69 20,50%	34 10,00%
NL		231 100,00%	102 100,00%	16 15,60%	18 17,10%	11 10,30%
ES		261 100,00%	359 100,00%	105 29,20%	59 16,50%	49 13,50%
NO		192 100,00%	26 100,00%	4 15,70%	3 11,60%	2 9,30%
HR		308 100,00%	38 100,00%	11 28,90%	10 25,90%	6 15,30%

Q12.1 Please indicate how much trust you have that products that bear the below labels or terms are really environmentally friendly.












EU Ecolabel

		Sample size unweighted	Sample size weighted	High trust	Some trust	Little trust	No trust	Don't know
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1504</b> <b>26,00%</b>	<b>2223</b> <b>38,50%</b>	<b>1078</b> <b>18,70%</b>	<b>249</b> <b>4,30%</b>	<b>727</b> <b>12,60%</b>
<b>Country</b>								
CZ		537 100,00%	159 100,00%	17 10,50%	66 41,30%	25 15,40%	6 3,90%	46 28,80%
DK		535 100,00%	79 100,00%	16 20,50%	22 28,50%	15 18,70%	5 6,00%	21 26,40%
FR		528 100,00%	910 100,00%	202 22,20%	380 41,80%	204 22,40%	59 6,50%	64 7,10%
DE		524 100,00%	1190 100,00%	239 20,10%	422 35,50%	313 26,30%	66 5,50%	149 12,60%
IT		561 100,00%	876 100,00%	394 45,00%	306 34,90%	88 10,00%	24 2,80%	63 7,20%
PL		500 100,00%	596 100,00%	164 27,50%	223 37,30%	127 21,30%	31 5,10%	52 8,70%
UK		527 100,00%	906 100,00%	171 18,90%	337 37,20%	182 20,10%	29 3,10%	187 20,60%
NL		541 100,00%	242 100,00%	46 19,00%	101 41,60%	37 15,10%	13 5,40%	46 18,90%
ES		500 100,00%	689 100,00%	225 32,70%	316 45,90%	68 9,90%	10 1,50%	69 10,00%
NO		528 100,00%	72 100,00%	12 16,10%	21 29,80%	12 17,30%	5 7,10%	21 29,70%
HR		500 100,00%	62 100,00%	17 28,20%	29 46,00%	7 11,20%	1 2,20%	8 12,40%














Q12.2 Please indicate how much trust you have that products that bear the below labels or terms are really environmentally friendly.

Green dot

		Sample size unweighted	Sample size weighted	High trust	Some trust	Little trust	No trust	Don't know
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1823</b> <b>31,50%</b>	<b>2330</b> <b>40,30%</b>	<b>867</b> <b>15,00%</b>	<b>207</b> <b>3,60%</b>	<b>554</b> <b>9,60%</b>
<b>Country</b>								
CZ		537 100,00%	159 100,00%	43 27,20%	75 47,10%	17 10,80%	4 2,40%	20 12,40%
DK		535 100,00%	79 100,00%	20 25,20%	29 37,30%	13 17,00%	4 5,40%	12 15,10%
FR		528 100,00%	910 100,00%	260 28,50%	346 38,00%	187 20,60%	46 5,00%	71 7,80%
DE		524 100,00%	1190 100,00%	417 35,10%	438 36,80%	197 16,60%	63 5,30%	74 6,30%
IT		561 100,00%	876 100,00%	315 36,00%	362 41,40%	108 12,30%	25 2,80%	66 7,50%
PL		500 100,00%	596 100,00%	200 33,60%	240 40,20%	101 16,90%	18 3,10%	38 6,30%
UK		527 100,00%	906 100,00%	198 21,90%	380 41,90%	135 14,90%	27 3,00%	167 18,40%
NL		541 100,00%	242 100,00%	43 17,60%	109 45,30%	35 14,60%	10 4,20%	44 18,30%
ES		500 100,00%	689 100,00%	287 41,60%	294 42,70%	57 8,20%	7 1,00%	44 6,50%
NO		528 100,00%	72 100,00%	23 31,30%	28 38,20%	9 12,50%	3 3,60%	10 14,40%
HR		500 100,00%	62 100,00%	18 28,20%	30 47,60%	7 11,90%	1 1,00%	7 11,40%












Q12.3 Please indicate how much trust you have that products that bear the below labels or terms are really environmentally friendly.

Blue Angel

		Sample size unweighted	Sample size weighted	High trust	Some trust	Little trust	No trust	Don't know
<b>TOTAL</b>		<b>524</b> <b>100,00%</b>	<b>1190</b> <b>100,00%</b>	<b>535</b> <b>45,00%</b>	<b>427</b> <b>35,90%</b>	<b>114</b> <b>9,60%</b>	<b>43</b> <b>3,60%</b>	<b>70</b> <b>5,90%</b>
<b>Country</b>								
CZ		-	-	-	-	-	-	-
DK		-	-	-	-	-	-	-
FR		-	-	-	-	-	-	-
DE		524 100,00%	1190 100,00%	535 45,00%	427 35,90%	114 9,60%	43 3,60%	70 5,90%
IT		-	-	-	-	-	-	-
PL		-	-	-	-	-	-	-
UK		-	-	-	-	-	-	-
NL		-	-	-	-	-	-	-
ES		-	-	-	-	-	-	-
NO		-	-	-	-	-	-	-
HR		-	-	-	-	-	-	-












Q12.4 Please indicate how much trust you have that products that bear the below labels or terms are really environmentally friendly.

Nordic Swan












		Sample size unweighted	Sample size weighted	High trust	Some trust	Little trust	No trust	Don't know
<b>TOTAL</b>		<b>535</b> <b>100,00%</b>	<b>79</b> <b>100,00%</b>	<b>36</b> <b>45,30%</b>	<b>24</b> <b>30,80%</b>	<b>8</b> <b>9,60%</b>	<b>2</b> <b>2,90%</b>	<b>9</b> <b>11,30%</b>
<b>Country</b>								
CZ		-	-	-	-	-	-	-
DK		535 100,00%	79 100,00%	36 45,30%	24 30,80%	8 9,60%	2 2,90%	9 11,30%
FR		-	-	-	-	-	-	-
DE		-	-	-	-	-	-	-
IT		-	-	-	-	-	-	-
PL		-	-	-	-	-	-	-
UK		-	-	-	-	-	-	-
NL		-	-	-	-	-	-	-
ES		-	-	-	-	-	-	-
NO		-	-	-	-	-	-	-
HR		-	-	-	-	-	-	-

Q12.5 Please indicate how much trust you have that products that bear the below labels or terms are really environmentally friendly.












Mobius loop

		Sample size unweighted	Sample size weighted	High trust	Some trust	Little trust	No trust	Don't know
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>2079</b> <b>36,00%</b>	<b>2349</b> <b>40,60%</b>	<b>726</b> <b>12,60%</b>	<b>180</b> <b>3,10%</b>	<b>446</b> <b>7,70%</b>
<b>Country</b>								
CZ		537 100,00%	159 100,00%	49 30,70%	78 49,10%	12 7,60%	2 1,10%	18 11,50%
DK		535 100,00%	79 100,00%	24 30,20%	30 37,60%	13 16,00%	2 3,10%	10 13,20%
FR		528 100,00%	910 100,00%	266 29,20%	337 37,00%	173 19,00%	55 6,00%	80 8,70%
DE		524 100,00%	1190 100,00%	321 27,00%	493 41,40%	222 18,60%	59 5,00%	95 8,00%
IT		561 100,00%	876 100,00%	423 48,30%	302 34,40%	84 9,60%	15 1,70%	52 6,00%
PL		500 100,00%	596 100,00%	236 39,60%	252 42,30%	66 11,10%	12 1,90%	30 5,00%
UK		527 100,00%	906 100,00%	335 37,00%	387 42,70%	79 8,80%	23 2,50%	82 9,00%
NL		541 100,00%	242 100,00%	59 24,50%	115 47,50%	25 10,10%	7 3,10%	36 14,70%
ES		500 100,00%	689 100,00%	309 44,90%	303 43,90%	41 6,00%	3 0,40%	34 4,90%
NO		528 100,00%	72 100,00%	30 41,70%	27 37,20%	7 9,90%	2 3,20%	6 7,90%
HR		500 100,00%	62 100,00%	27 43,00%	27 43,30%	5 7,50%	1 1,40%	3 4,80%












Q12.6 Please indicate how much trust you have that products that bear the below labels or terms are really environmentally friendly.  
The indication "Recyclable"

		Sample size unweighted	Sample size weighted	High trust	Some trust	Little trust	No trust	Don't know
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1627</b> <b>28,10%</b>	<b>2131</b> <b>36,90%</b>	<b>1032</b> <b>17,80%</b>	<b>350</b> <b>6,00%</b>	<b>641</b> <b>11,10%</b>
<b>Country</b>								
CZ		537 100,00%	159 100,00%	43 27,00%	87 54,50%	15 9,60%	3 2,10%	11 6,80%
DK		535 100,00%	79 100,00%	10 12,30%	23 29,70%	22 27,80%	9 11,90%	14 18,40%
FR		528 100,00%	910 100,00%	260 28,60%	376 41,40%	176 19,30%	51 5,60%	47 5,10%
DE		524 100,00%	1190 100,00%	73 6,10%	239 20,10%	365 30,70%	168 14,10%	344 28,90%
IT		561 100,00%	876 100,00%	395 45,20%	311 35,50%	100 11,40%	29 3,30%	40 4,60%
PL		500 100,00%	596 100,00%	217 36,30%	235 39,40%	97 16,30%	20 3,40%	27 4,60%
UK		527 100,00%	906 100,00%	291 32,10%	379 41,80%	116 12,80%	33 3,70%	87 9,60%
NL		541 100,00%	242 100,00%	46 19,20%	107 44,20%	41 17,10%	13 5,20%	35 14,30%
ES		500 100,00%	689 100,00%	252 36,50%	317 45,90%	80 11,60%	18 2,60%	23 3,40%
NO		528 100,00%	72 100,00%	18 25,20%	30 41,80%	10 14,10%	3 4,80%	10 14,10%
HR		500 100,00%	62 100,00%	22 35,70%	27 42,90%	9 15,10%	1 2,30%	2 4,00%

Q12.7 Please indicate how much trust you have that products that bear the below labels or terms are really environmentally friendly.  
The indication "Sustainable"












		Sample size unweighted	Sample size weighted	High trust	Some trust	Little trust	No trust	Don't know
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>907</b> <b>15,70%</b>	<b>2215</b> <b>38,30%</b>	<b>1581</b> <b>27,30%</b>	<b>476</b> <b>8,20%</b>	<b>603</b> <b>10,40%</b>
<b>Country</b>								
CZ		537 100,00%	159 100,00%	9 5,50%	51 32,00%	46 29,00%	16 10,20%	37 23,30%
DK		535 100,00%	79 100,00%	6 7,20%	20 25,30%	23 29,30%	11 13,90%	19 24,20%
FR		528 100,00%	910 100,00%	145 15,90%	321 35,30%	281 30,90%	90 9,90%	73 8,00%
DE		524 100,00%	1190 100,00%	97 8,10%	414 34,80%	410 34,40%	119 10,00%	150 12,60%
IT		561 100,00%	876 100,00%	237 27,10%	386 44,10%	166 19,00%	47 5,40%	39 4,40%
PL		500 100,00%	596 100,00%	59 9,90%	156 26,20%	223 37,40%	86 14,40%	72 12,00%
UK		527 100,00%	906 100,00%	155 17,10%	387 42,70%	203 22,40%	51 5,60%	110 12,10%
NL		541 100,00%	242 100,00%	29 12,10%	96 39,70%	62 25,40%	20 8,10%	35 14,70%
ES		500 100,00%	689 100,00%	159 23,10%	333 48,40%	133 19,30%	21 3,10%	42 6,10%
NO		528 100,00%	72 100,00%	7 9,80%	23 31,30%	17 23,80%	9 12,00%	17 23,10%
HR		500 100,00%	62 100,00%	4 6,40%	27 43,50%	16 26,20%	6 9,70%	9 14,30%

Q12.8 Please indicate how much trust you have that products that bear the below labels or terms are really environmentally friendly.  
The indication "Carbon-neutral"

		Sample size unweighted	Sample size weighted	High trust	Some trust	Little trust	No trust	Don't know
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>839</b> <b>14,50%</b>	<b>1996</b> <b>34,50%</b>	<b>1665</b> <b>28,80%</b>	<b>494</b> <b>8,50%</b>	<b>786</b> <b>13,60%</b>
<b>Country</b>								
CZ		537 100,00%	159 100,00%	3 2,00%	34 21,20%	44 27,60%	13 8,30%	65 40,80%
DK		535 100,00%	79 100,00%	9 11,60%	25 31,50%	23 29,50%	8 10,40%	13 17,10%
FR		528 100,00%	910 100,00%	103 11,30%	257 28,30%	303 33,30%	130 14,30%	117 12,80%
DE		524 100,00%	1190 100,00%	79 6,70%	304 25,60%	452 38,00%	134 11,20%	221 18,60%
IT		561 100,00%	876 100,00%	277 31,60%	374 42,70%	144 16,50%	39 4,50%	41 4,70%
PL		500 100,00%	596 100,00%	95 16,00%	217 36,50%	209 35,10%	38 6,30%	37 6,20%
UK		527 100,00%	906 100,00%	122 13,40%	375 41,30%	217 23,90%	54 6,00%	139 15,30%
NL		541 100,00%	242 100,00%	16 6,70%	64 26,50%	73 30,00%	28 11,70%	61 25,10%
ES		500 100,00%	689 100,00%	127 18,50%	309 44,80%	162 23,50%	36 5,20%	55 8,00%
NO		528 100,00%	72 100,00%	5 6,90%	18 25,30%	19 26,10%	8 11,40%	22 30,30%
HR		500 100,00%	62 100,00%	2 2,80%	19 31,30%	20 31,70%	5 8,30%	16 25,90%

Q12.9 Please indicate how much trust you have that products that bear the below labels or terms are really environmentally friendly.

Environmentally friendly label (Croatia only)

		Sample size unweighted	Sample size weighted	High trust	Some trust	Little trust	No trust	Don't know
<b>TOTAL</b>		<b>500</b> 100,00%	<b>62</b> 100,00%	<b>22</b> 35,70%	<b>30</b> 47,80%	<b>6</b> 9,60%	<b>1</b> 1,40%	<b>3</b> 5,40%
<b>Country</b>								
CZ		-	-	-	-	-	-	-
DK		-	-	-	-	-	-	-
FR		-	-	-	-	-	-	-
DE		-	-	-	-	-	-	-
IT		-	-	-	-	-	-	-
PL		-	-	-	-	-	-	-
UK		-	-	-	-	-	-	-
NL		-	-	-	-	-	-	-
ES		-	-	-	-	-	-	-
NO		-	-	-	-	-	-	-
HR		500 100,00%	62 100,00%	22 35,70%	30 47,80%	6 9,60%	1 1,40%	3 5,40%



Q13A. Certain environmental labels are "third party certified labels (certified by independent controllers)", and others are "non-certified labels". Please put the "third party certified labels" in the left pile and the "non-certified labels" in the right pile.

If you have no clue, you can put them in the middle pile. You can do this by dragging and dropping the cards.

Correctly assigned the label























	Sample size unweigh ted	Sample size weichte d	EU Ecolabe l	Nordic Swan	Blue Angel	Polish Eco Mark Znak EKO	Aenor	Environ mental y Friendl y Product s label	NF Environ ment label	Milieuk eur label
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>3562</b> 61,60%	<b>55</b> 0,90%	<b>983</b> 17,00%	<b>390</b> 6,70%	<b>470</b> 8,10%	<b>94</b> 1,60%	<b>469</b> 8,10%	<b>60</b> 1,00%
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	83 51,90%	- -	- -	- -	- -	94 59,40%	- -	- -
DK 	535 100,00%	79 100,00%	44 56,10%	55 69,80%	- -	- -	- -	- -	- -	- -
FR 	528 100,00%	910 100,00%	708 77,80%	- -	- -	- -	- -	- -	469 51,50%	- -
DE 	524 100,00%	1190 100,00%	624 52,40%	- -	983 82,60%	- -	- -	- -	- -	- -
IT 	561 100,00%	876 100,00%	615 70,30%	- -	- -	- -	- -	- -	- -	- -
PL 	500 100,00%	596 100,00%	388 65,10%	- -	- -	390 65,50%	- -	- -	- -	- -
UK 	527 100,00%	906 100,00%	446 49,20%	- -	- -	- -	- -	- -	- -	- -
NL 	541 100,00%	242 100,00%	126 52,00%	- -	- -	- -	- -	- -	- -	60 24,80%
ES 	500 100,00%	689 100,00%	450 65,30%	- -	- -	- -	470 68,10%	- -	- -	- -
NO 	528 100,00%	72 100,00%	33 45,70%	- -	- -	- -	- -	- -	- -	- -
HR 	500 100,00%	62 100,00%	46 73,50%	- -	- -	- -	- -	- -	- -	- -

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		Sample size unweigh ted	Sample size weighte d	OekoTex label	label Carbon trust	Green dot
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1906</b> <b>33,00%</b>	<b>1309</b> <b>22,60%</b>	<b>485</b> <b>8,40%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	53 33,20%	19 11,90%	15 9,70%
DK		535 100,00%	79 100,00%	31 39,30%	7 9,40%	8 10,50%
FR		528 100,00%	910 100,00%	173 19,00%	135 14,80%	38 4,20%
DE		524 100,00%	1190 100,00%	695 58,40%	137 11,50%	101 8,50%
IT		561 100,00%	876 100,00%	314 35,90%	253 28,90%	76 8,60%
PL		500 100,00%	596 100,00%	200 33,60%	125 21,00%	73 12,20%
UK		527 100,00%	906 100,00%	167 18,40%	443 48,80%	88 9,70%
NL		541 100,00%	242 100,00%	52 21,40%	27 11,10%	25 10,40%
ES		500 100,00%	689 100,00%	176 25,50%	146 21,10%	47 6,70%
NO		528 100,00%	72 100,00%	16 22,20%	8 11,20%	6 8,70%
HR		500 100,00%	62 100,00%	30 48,70%	10 16,30%	8 13,00%

Q13A. Certain environmental labels are "third party certified labels (certified by independent controllers)", and others are "non-certified labels". Please put the "third party certified labels" in the left pile and the "non-certified labels" in the right pile.

If you have no clue, you can put them in the middle pile. You can do this by dragging and dropping the cards.

Correctly assigned the label

		Sample size unweigh ted	Sample size weighte d	Recycle d content /Mobius loop
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>449</b> <b>7,80%</b>
<b>Country</b>				
CZ		537 100,00%	159 100,00%	10 6,60%
DK		535 100,00%	79 100,00%	7 8,30%
FR		528 100,00%	910 100,00%	43 4,80%
DE		524 100,00%	1190 100,00%	133 11,20%
IT		561 100,00%	876 100,00%	72 8,20%
PL		500 100,00%	596 100,00%	39 6,50%
UK		527 100,00%	906 100,00%	86 9,50%
NL		541 100,00%	242 100,00%	15 6,10%
ES		500 100,00%	689 100,00%	36 5,30%
NO		528 100,00%	72 100,00%	3 3,90%
HR		500 100,00%	62 100,00%	5 8,60%

Q13B. Certain environmental labels are "third party certified labels (certified by independent controllers)", and others are "non-certified labels". Please put the "third party certified labels" in the left pile and the "non-certified labels" in the right pile.

If you have no clue, you can put them in the middle pile. You can do this by dragging and dropping the cards.

No clue























	Sample size unweigh ted	Sample size weichte d	EU Ecolabe l	Nordic Swan	Blue Angel	Polish Eco Mark Znak EKO	Aenor	Environ mental y Friend ly Product s label	NF Environ ment label	Milieuk eur label
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>1769</b> 30,60%	<b>21</b> 0,40%	<b>176</b> 3,00%	<b>141</b> 2,40%	<b>170</b> 2,90%	<b>51</b> 0,90%	<b>330</b> 5,70%	<b>147</b> 2,50%
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	63 39,70%	- -	- -	- -	- -	51 31,80%	- -	- -
DK 	535 100,00%	79 100,00%	31 39,00%	21 26,40%	- -	- -	- -	- -	- -	- -
FR 	528 100,00%	910 100,00%	166 18,20%	- -	- -	- -	- -	- -	330 36,30%	- -
DE 	524 100,00%	1190 100,00%	417 35,00%	- -	176 14,80%	- -	- -	- -	- -	- -
IT 	561 100,00%	876 100,00%	229 26,10%	- -	- -	- -	- -	- -	- -	- -
PL 	500 100,00%	596 100,00%	160 26,80%	- -	- -	141 23,70%	- -	- -	- -	- -
UK 	527 100,00%	906 100,00%	366 40,40%	- -	- -	- -	- -	- -	- -	- -
NL 	541 100,00%	242 100,00%	96 39,90%	- -	- -	- -	- -	- -	- -	147 60,60%
ES 	500 100,00%	689 100,00%	193 28,00%	- -	- -	- -	170 24,60%	- -	- -	- -
NO 	528 100,00%	72 100,00%	35 48,60%	- -	- -	- -	- -	- -	- -	- -
HR 	500 100,00%	62 100,00%	14 21,70%	- -	- -	- -	- -	- -	- -	- -

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		Sample size unweigh ted	Sample size weighte d	OekoTex label	label Carbon trust	Green dot
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>2707</b> <b>46,80%</b>	<b>2866</b> <b>49,60%</b>	<b>1934</b> <b>33,40%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	78 49,30%	92 57,70%	59 36,80%
DK		535 100,00%	79 100,00%	37 46,70%	46 58,70%	32 40,90%
FR		528 100,00%	910 100,00%	482 53,00%	527 57,90%	226 24,90%
DE		524 100,00%	1190 100,00%	276 23,20%	537 45,20%	225 18,90%
IT		561 100,00%	876 100,00%	428 48,90%	436 49,80%	385 43,90%
PL		500 100,00%	596 100,00%	284 47,70%	308 51,70%	201 33,80%
UK		527 100,00%	906 100,00%	538 59,30%	311 34,30%	410 45,30%
NL		541 100,00%	242 100,00%	140 58,00%	155 64,00%	112 46,50%
ES		500 100,00%	689 100,00%	377 54,70%	371 53,80%	229 33,30%
NO		528 100,00%	72 100,00%	42 58,50%	45 62,00%	32 44,10%
HR		500 100,00%	62 100,00%	23 37,10%	37 59,30%	22 35,10%

Q13B. Certain environmental labels are "third party certified labels (certified by independent controllers)", and others are "non-certified labels". Please put the "third party certified labels" in the left pile and the "non-certified labels" in the right pile.

If you have no clue, you can put them in the middle pile. You can do this by dragging and dropping the cards.












No clue

		Sample size unweigh ted	Sample size weighte d	Recycle d content /Mobius loop
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1772</b> <b>30,70%</b>
<b>Country</b>				
CZ		537 100,00%	159 100,00%	51 31,90%
DK		535 100,00%	79 100,00%	35 44,80%
FR		528 100,00%	910 100,00%	253 27,80%
DE		524 100,00%	1190 100,00%	375 31,50%
IT		561 100,00%	876 100,00%	302 34,50%
PL		500 100,00%	596 100,00%	161 27,00%
UK		527 100,00%	906 100,00%	271 29,90%
NL		541 100,00%	242 100,00%	90 37,40%
ES		500 100,00%	689 100,00%	196 28,40%
NO		528 100,00%	72 100,00%	26 35,40%
HR		500 100,00%	62 100,00%	13 20,30%

Q13.1 Certain environmental labels are "third party certified labels (certified by independent controllers)", and others are "non-certified labels". Please put the "third party certified labels" in the left pile and the "non-certified labels" in the right pile.

If you have no clue, you can put them in the middle pile. You can do this by dragging and dropping the cards.












EU Ecolabel

		Sample size unweighted	Sample size weighted	Third party certified labels	No clue	Non- certified labels
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>3562</b> <b>61,60%</b>	<b>1769</b> <b>30,60%</b>	<b>450</b> <b>7,80%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	83 51,90%	63 39,70%	13 8,30%
DK		535 100,00%	79 100,00%	44 56,10%	31 39,00%	4 4,80%
FR		528 100,00%	910 100,00%	708 77,80%	166 18,20%	36 4,00%
DE		524 100,00%	1190 100,00%	624 52,40%	417 35,00%	149 12,50%
IT		561 100,00%	876 100,00%	615 70,30%	229 26,10%	31 3,60%
PL		500 100,00%	596 100,00%	388 65,10%	160 26,80%	48 8,10%
UK		527 100,00%	906 100,00%	446 49,20%	366 40,40%	95 10,40%
NL		541 100,00%	242 100,00%	126 52,00%	96 39,90%	20 8,20%
ES		500 100,00%	689 100,00%	450 65,30%	193 28,00%	46 6,70%
NO		528 100,00%	72 100,00%	33 45,70%	35 48,60%	4 5,70%
HR		500 100,00%	62 100,00%	46 73,50%	14 21,70%	3 4,80%

Q13.2 Certain environmental labels are "third party certified labels (certified by independent controllers)", and others are "non-certified labels". Please put the "third party certified labels" in the left pile and the "non-certified labels" in the right pile.

If you have no clue, you can put them in the middle pile. You can do this by dragging and dropping the cards.

Nordic Swan












		Sample size unweighted	Sample size weighted	Third party certified labels	No clue	Non-certified labels
<b>TOTAL</b>		<b>535</b> <b>100,00%</b>	<b>79</b> <b>100,00%</b>	<b>55</b> <b>69,80%</b>	<b>21</b> <b>26,40%</b>	<b>3</b> <b>3,80%</b>
<b>Country</b>						
CZ		-	-	-	-	-
DK		535 100,00%	79 100,00%	55 69,80%	21 26,40%	3 3,80%
FR		-	-	-	-	-
DE		-	-	-	-	-
IT		-	-	-	-	-
PL		-	-	-	-	-
UK		-	-	-	-	-
NL		-	-	-	-	-
ES		-	-	-	-	-
NO		-	-	-	-	-
HR		-	-	-	-	-



Q13.3 Certain environmental labels are "third party certified labels (certified by independent controllers)", and others are "non-certified labels". Please put the "third party certified labels" in the left pile and the "non-certified labels" in the right pile.

If you have no clue, you can put them in the middle pile. You can do this by dragging and dropping the cards.












Blue Angel

		Sample size unweighted	Sample size weighted	Third party certified labels	No clue	Non- certified labels
<b>TOTAL</b>		<b>524</b> <b>100,00%</b>	<b>1190</b> <b>100,00%</b>	<b>983</b> <b>82,60%</b>	<b>176</b> <b>14,80%</b>	<b>31</b> <b>2,60%</b>
<b>Country</b>						
CZ		-	-	-	-	-
DK		-	-	-	-	-
FR		-	-	-	-	-
DE		524 100,00%	1190 100,00%	983 82,60%	176 14,80%	31 2,60%
IT		-	-	-	-	-
PL		-	-	-	-	-
UK		-	-	-	-	-
NL		-	-	-	-	-
ES		-	-	-	-	-
NO		-	-	-	-	-
HR		-	-	-	-	-

Q13.4 Certain environmental labels are "third party certified labels (certified by independent controllers)", and others are "non-certified labels". Please put the "third party certified labels" in the left pile and the "non-certified labels" in the right pile.

If you have no clue, you can put them in the middle pile. You can do this by dragging and dropping the cards.












Polish Eco Mark - Znak EKO

		Sample size unweighted	Sample size weighted	Third party certified labels	No clue	Non- certified labels
<b>TOTAL</b>		<b>500</b> <b>100,00%</b>	<b>596</b> <b>100,00%</b>	<b>390</b> <b>65,50%</b>	<b>141</b> <b>23,70%</b>	<b>64</b> <b>10,80%</b>
<b>Country</b>						
CZ		-	-	-	-	-
DK		-	-	-	-	-
FR		-	-	-	-	-
DE		-	-	-	-	-
IT		-	-	-	-	-
PL		500 100,00%	596 100,00%	390 65,50%	141 23,70%	64 10,80%
UK		-	-	-	-	-
NL		-	-	-	-	-
ES		-	-	-	-	-
NO		-	-	-	-	-
HR		-	-	-	-	-

Q13.5 Certain environmental labels are "third party certified labels (certified by independent controllers)", and others are "non-certified labels". Please put the "third party certified labels" in the left pile and the "non-certified labels" in the right pile.

If you have no clue, you can put them in the middle pile. You can do this by dragging and dropping the cards.












Aenor

		Sample size unweighted	Sample size weighted	Third party certified labels	No clue	Non- certified labels
<b>TOTAL</b>		<b>500</b> <b>100,00%</b>	<b>689</b> <b>100,00%</b>	<b>470</b> <b>68,10%</b>	<b>170</b> <b>24,60%</b>	<b>50</b> <b>7,30%</b>
<b>Country</b>						
CZ		-	-	-	-	-
DK		-	-	-	-	-
FR		-	-	-	-	-
DE		-	-	-	-	-
IT		-	-	-	-	-
PL		-	-	-	-	-
UK		-	-	-	-	-
NL		-	-	-	-	-
ES		500 100,00%	689 100,00%	470 68,10%	170 24,60%	50 7,30%
NO		-	-	-	-	-
HR		-	-	-	-	-

Q13.6 Certain environmental labels are "third party certified labels (certified by independent controllers)", and others are "non-certified labels". Please put the "third party certified labels" in the left pile and the "non-certified labels" in the right pile.

If you have no clue, you can put them in the middle pile. You can do this by dragging and dropping the cards.












Environmentally Friendly Products label

		Sample size unweighted	Sample size weighted	Third party certified labels	No clue	Non- certified labels
<b>TOTAL</b>		<b>537</b> <b>100,00%</b>	<b>159</b> <b>100,00%</b>	<b>94</b> <b>59,40%</b>	<b>51</b> <b>31,80%</b>	<b>14</b> <b>8,80%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	94 59,40%	51 31,80%	14 8,80%
DK		- -	- -	- -	- -	- -
FR		- -	- -	- -	- -	- -
DE		- -	- -	- -	- -	- -
IT		- -	- -	- -	- -	- -
PL		- -	- -	- -	- -	- -
UK		- -	- -	- -	- -	- -
NL		- -	- -	- -	- -	- -
ES		- -	- -	- -	- -	- -
NO		- -	- -	- -	- -	- -
HR		- -	- -	- -	- -	- -

Q13.7 Certain environmental labels are "third party certified labels (certified by independent controllers)", and others are "non-certified labels". Please put the "third party certified labels" in the left pile and the "non-certified labels" in the right pile.

If you have no clue, you can put them in the middle pile. You can do this by dragging and dropping the cards.












NF Environment label

		Sample size unweighted	Sample size weighted	Third party certified labels	No clue	Non-certified labels
<b>TOTAL</b>		<b>528</b> <b>100,00%</b>	<b>910</b> <b>100,00%</b>	<b>469</b> <b>51,50%</b>	<b>330</b> <b>36,30%</b>	<b>111</b> <b>12,20%</b>
<b>Country</b>						
CZ		-	-	-	-	-
DK		-	-	-	-	-
FR		528 100,00%	910 100,00%	469 51,50%	330 36,30%	111 12,20%
DE		-	-	-	-	-
IT		-	-	-	-	-
PL		-	-	-	-	-
UK		-	-	-	-	-
NL		-	-	-	-	-
ES		-	-	-	-	-
NO		-	-	-	-	-
HR		-	-	-	-	-

Q13.8 Certain environmental labels are "third party certified labels (certified by independent controllers)", and others are "non-certified labels". Please put the "third party certified labels" in the left pile and the "non-certified labels" in the right pile.

If you have no clue, you can put them in the middle pile. You can do this by dragging and dropping the cards.












Milieukeur label

		Sample size unweighted	Sample size weighted	Third party certified labels	No clue	Non-certified labels
<b>TOTAL</b>		<b>541</b> <b>100,00%</b>	<b>242</b> <b>100,00%</b>	<b>60</b> <b>24,80%</b>	<b>147</b> <b>60,60%</b>	<b>35</b> <b>14,60%</b>
<b>Country</b>						
CZ		-	-	-	-	-
DK		-	-	-	-	-
FR		-	-	-	-	-
DE		-	-	-	-	-
IT		-	-	-	-	-
PL		-	-	-	-	-
UK		-	-	-	-	-
NL		541 100,00%	242 100,00%	60 24,80%	147 60,60%	35 14,60%
ES		-	-	-	-	-
NO		-	-	-	-	-
HR		-	-	-	-	-

Q13.9 Certain environmental labels are "third party certified labels (certified by independent controllers)", and others are "non-certified labels". Please put the "third party certified labels" in the left pile and the "non-certified labels" in the right pile.

If you have no clue, you can put them in the middle pile. You can do this by dragging and dropping the cards.












OekoTex label

		Sample size unweighted	Sample size weighted	Third party certified labels	No clue	Non- certified labels
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1906</b> <b>33,00%</b>	<b>2707</b> <b>46,80%</b>	<b>1168</b> <b>20,20%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	53 33,20%	78 49,30%	28 17,50%
DK		535 100,00%	79 100,00%	31 39,30%	37 46,70%	11 14,00%
FR		528 100,00%	910 100,00%	173 19,00%	482 53,00%	255 28,00%
DE		524 100,00%	1190 100,00%	695 58,40%	276 23,20%	219 18,40%
IT		561 100,00%	876 100,00%	314 35,90%	428 48,90%	133 15,20%
PL		500 100,00%	596 100,00%	200 33,60%	284 47,70%	111 18,70%
UK		527 100,00%	906 100,00%	167 18,40%	538 59,30%	202 22,30%
NL		541 100,00%	242 100,00%	52 21,40%	140 58,00%	50 20,60%
ES		500 100,00%	689 100,00%	176 25,50%	377 54,70%	137 19,80%
NO		528 100,00%	72 100,00%	16 22,20%	42 58,50%	14 19,30%
HR		500 100,00%	62 100,00%	30 48,70%	23 37,10%	9 14,20%

Q13.10 Certain environmental labels are "third party certified labels (certified by independent controllers)", and others are "non-certified labels". Please put the "third party certified labels" in the left pile and the "non-certified labels" in the right pile.

If you have no clue, you can put them in the middle pile. You can do this by dragging and dropping the cards.

label Carbon trust












		Sample size unweighted	Sample size weighted	Third party certified labels	No clue	Non-certified labels
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1309</b> <b>22,60%</b>	<b>2866</b> <b>49,60%</b>	<b>1606</b> <b>27,80%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	19 11,90%	92 57,70%	48 30,40%
DK		535 100,00%	79 100,00%	7 9,40%	46 58,70%	25 31,90%
FR		528 100,00%	910 100,00%	135 14,80%	527 57,90%	248 27,20%
DE		524 100,00%	1190 100,00%	137 11,50%	537 45,20%	516 43,40%
IT		561 100,00%	876 100,00%	253 28,90%	436 49,80%	186 21,30%
PL		500 100,00%	596 100,00%	125 21,00%	308 51,70%	162 27,30%
UK		527 100,00%	906 100,00%	443 48,80%	311 34,30%	153 16,80%
NL		541 100,00%	242 100,00%	27 11,10%	155 64,00%	60 24,90%
ES		500 100,00%	689 100,00%	146 21,10%	371 53,80%	173 25,10%
NO		528 100,00%	72 100,00%	8 11,20%	45 62,00%	19 26,80%
HR		500 100,00%	62 100,00%	10 16,30%	37 59,30%	15 24,40%



Q13.11 Certain environmental labels are "third party certified labels (certified by independent controllers)", and others are "non-certified labels". Please put the "third party certified labels" in the left pile and the "non-certified labels" in the right pile.

If you have no clue, you can put them in the middle pile. You can do this by dragging and dropping the cards.












Green dot

		Sample size unweighted	Sample size weighted	Third party certified labels	No clue	Non- certified labels
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>3362</b> <b>58,20%</b>	<b>1934</b> <b>33,40%</b>	<b>485</b> <b>8,40%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	85 53,50%	59 36,80%	15 9,70%
DK		535 100,00%	79 100,00%	38 48,60%	32 40,90%	8 10,50%
FR		528 100,00%	910 100,00%	645 70,90%	226 24,90%	38 4,20%
DE		524 100,00%	1190 100,00%	864 72,60%	225 18,90%	101 8,50%
IT		561 100,00%	876 100,00%	415 47,40%	385 43,90%	76 8,60%
PL		500 100,00%	596 100,00%	322 54,00%	201 33,80%	73 12,20%
UK		527 100,00%	906 100,00%	408 45,00%	410 45,30%	88 9,70%
NL		541 100,00%	242 100,00%	104 43,10%	112 46,50%	25 10,40%
ES		500 100,00%	689 100,00%	413 60,00%	229 33,30%	47 6,70%
NO		528 100,00%	72 100,00%	34 47,20%	32 44,10%	6 8,70%
HR		500 100,00%	62 100,00%	32 51,90%	22 35,10%	8 13,00%

Q13.12 Certain environmental labels are "third party certified labels (certified by independent controllers)", and others are "non-certified labels". Please put the "third party certified labels" in the left pile and the "non-certified labels" in the right pile.

If you have no clue, you can put them in the middle pile. You can do this by dragging and dropping the cards.












Recycled content/Mobius loop

		Sample size unweighted	Sample size weighted	Third party certified labels	No clue	Non- certified labels
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>3559</b> <b>61,60%</b>	<b>1772</b> <b>30,70%</b>	<b>449</b> <b>7,80%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	98 61,60%	51 31,90%	10 6,60%
DK		535 100,00%	79 100,00%	37 46,90%	35 44,80%	7 8,30%
FR		528 100,00%	910 100,00%	614 67,50%	253 27,80%	43 4,80%
DE		524 100,00%	1190 100,00%	682 57,30%	375 31,50%	133 11,20%
IT		561 100,00%	876 100,00%	501 57,30%	302 34,50%	72 8,20%
PL		500 100,00%	596 100,00%	396 66,50%	161 27,00%	39 6,50%
UK		527 100,00%	906 100,00%	549 60,60%	271 29,90%	86 9,50%
NL		541 100,00%	242 100,00%	137 56,50%	90 37,40%	15 6,10%
ES		500 100,00%	689 100,00%	457 66,30%	196 28,40%	36 5,30%
NO		528 100,00%	72 100,00%	44 60,60%	26 35,40%	3 3,90%
HR		500 100,00%	62 100,00%	44 71,10%	13 20,30%	5 8,60%

Q13.13 Certain environmental labels are "third party certified labels (certified by independent controllers)", and others are "non-certified labels". Please put the "third party certified labels" in the left pile and the "non-certified labels" in the right pile.

If you have no clue, you can put them in the middle pile. You can do this by dragging and dropping the cards.












Environmentally friendly label (Croatia only)

		Sample size unweighted	Sample size weighted	Third party certified labels	No clue	Non- certified labels
<b>TOTAL</b>		<b>500</b> <b>100,00%</b>	<b>62</b> <b>100,00%</b>	<b>37</b> <b>59,70%</b>	<b>19</b> <b>30,50%</b>	<b>6</b> <b>9,80%</b>
<b>Country</b>						
CZ		-	-	-	-	-
DK		-	-	-	-	-
FR		-	-	-	-	-
DE		-	-	-	-	-
IT		-	-	-	-	-
PL		-	-	-	-	-
UK		-	-	-	-	-
NL		-	-	-	-	-
ES		-	-	-	-	-
NO		-	-	-	-	-
HR		500 100,00%	62 100,00%	37 59,70%	19 30,50%	6 9,80%

Q14A. Please indicate which of the below statement(s) you think corresponds to the meaning of this label. You can indicate multiple statements per label:












EU Ecolabel

Correct answers

		Sample size unweighted	Sample size weighted	Correct answers	Wrong answers
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>8</b> <b>0,10%</b>	<b>5773</b> <b>99,90%</b>
<b>Country</b>					
CZ		537 100,00%	159 100,00%	- -	159 100,00%
DK		535 100,00%	79 100,00%	0 0,20%	79 99,80%
FR		528 100,00%	910 100,00%	2 0,20%	908 99,80%
DE		524 100,00%	1190 100,00%	2 0,20%	1187 99,80%
IT		561 100,00%	876 100,00%	2 0,20%	874 99,80%
PL		500 100,00%	596 100,00%	- -	596 100,00%
UK		527 100,00%	906 100,00%	- -	906 100,00%
NL		541 100,00%	242 100,00%	1 0,60%	241 99,40%
ES		500 100,00%	689 100,00%	- -	689 100,00%
NO		528 100,00%	72 100,00%	0 0,20%	72 99,80%
HR		500 100,00%	62 100,00%	0 0,20%	62 99,80%












Q14B. Please indicate which of the below statement(s) you think corresponds to the meaning of this label. You can indicate multiple statements per label:

EU Ecolabel

	Sample size unweighted	Sample size weighted	The product that bears it ensures to be amongst the most environmentally friendly products in its category (correct)	Ensures that products carrying the label have high quality and a long service life (correct)	It's a voluntary label (correct)	This label is only applicable on electronic products (washing machines, refrigerators, computers, etc.)	This label means that the product is made in European Union (EU)	None of these
<b>TOTAL</b>	<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>2179</b> <b>37,70%</b>	<b>778</b> <b>13,50%</b>	<b>1065</b> <b>18,40%</b>	<b>617</b> <b>10,70%</b>	<b>2339</b> <b>40,50%</b>	<b>820</b> <b>14,20%</b>
<b>Country</b>								
CZ 	537 100,00%	159 100,00%	67 42,10%	21 13,00%	18 11,40%	13 7,90%	55 34,40%	23 14,60%
DK 	535 100,00%	79 100,00%	27 33,80%	8 10,50%	13 16,60%	4 4,90%	29 37,10%	16 20,70%
FR 	528 100,00%	910 100,00%	403 44,30%	142 15,60%	174 19,10%	107 11,80%	415 45,70%	115 12,60%
DE 	524 100,00%	1190 100,00%	178 15,00%	153 12,90%	385 32,40%	138 11,60%	406 34,10%	273 23,00%
IT 	561 100,00%	876 100,00%	402 46,00%	132 15,10%	96 11,00%	75 8,60%	380 43,40%	80 9,10%
PL 	500 100,00%	596 100,00%	266 44,70%	102 17,10%	96 16,10%	88 14,80%	274 46,00%	43 7,20%
UK 	527 100,00%	906 100,00%	348 38,40%	96 10,60%	157 17,30%	77 8,50%	341 37,60%	132 14,60%
NL 	541 100,00%	242 100,00%	75 31,00%	28 11,70%	33 13,60%	30 12,20%	87 36,00%	51 21,10%
ES 	500 100,00%	689 100,00%	352 51,10%	81 11,80%	77 11,20%	74 10,70%	297 43,10%	65 9,40%
NO 	528 100,00%	72 100,00%	23 32,50%	8 10,70%	11 15,20%	7 9,50%	26 35,40%	18 24,50%
HR 	500 100,00%	62 100,00%	36 57,60%	7 12,00%	4 7,00%	6 9,10%	29 47,20%	4 5,80%












Q15. Could you indicate which of the below statement(s) you think corresponds to the meaning of this label? You can indicate multiple statements:

Blue Angel

		Sample size unweighted	Sample size weighted	It's the German ecolabel (Correct )	The label is awarded to companies as a reward for their commitment to environmental protection. (correct)	Ensures that products/services carrying the label feature high quality and a long service life. (correct)	It's an obligatory label	None of these
<b>TOTAL</b>		<b>524</b> <b>100,00%</b>	<b>1190</b> <b>100,00%</b>	<b>689</b> <b>57,90%</b>	<b>574</b> <b>48,20%</b>	<b>195</b> <b>16,40%</b>	<b>77</b> <b>6,50%</b>	<b>123</b> <b>10,30%</b>
<b>Country</b>								
CZ		-	-	-	-	-	-	-
DK		-	-	-	-	-	-	-
FR		-	-	-	-	-	-	-
DE		524 100,00%	1190 100,00%	689 57,90%	574 48,20%	195 16,40%	77 6,50%	123 10,30%
IT		-	-	-	-	-	-	-
PL		-	-	-	-	-	-	-
UK		-	-	-	-	-	-	-
NL		-	-	-	-	-	-	-
ES		-	-	-	-	-	-	-
NO		-	-	-	-	-	-	-
HR		-	-	-	-	-	-	-












Q16. Could you indicate which of the below statement(s) you think corresponds to the meaning of this label? You can indicate multiple statements:

Green dot

			it means that manufacturer of the product contributes to the cost of recovery and recycling. (correct )	it means the packaging is recyclable	it means the product is recyclable	companies that bear the label indicate they comply to the requirements under European Packaging Waste Directive	None of these
	Sample size unweighted	Sample size weighted					
<b>TOTAL</b>	<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1348</b> <b>23,30%</b>	<b>2857</b> <b>49,40%</b>	<b>2054</b> <b>35,50%</b>	<b>1228</b> <b>21,30%</b>	<b>486</b> <b>8,40%</b>
<b>Country</b>							
CZ 	537 100,00%	159 100,00%	30 18,60%	79 49,90%	68 42,70%	29 18,20%	10 6,50%
DK 	535 100,00%	79 100,00%	12 14,70%	43 54,80%	26 33,00%	5 6,20%	8 10,60%
FR 	528 100,00%	910 100,00%	312 34,30%	441 48,50%	319 35,10%	216 23,70%	74 8,10%
DE 	524 100,00%	1190 100,00%	264 22,20%	734 61,70%	337 28,30%	259 21,80%	92 7,70%
IT 	561 100,00%	876 100,00%	201 22,90%	337 38,50%	305 34,90%	205 23,40%	76 8,60%
PL 	500 100,00%	596 100,00%	176 29,50%	303 50,80%	272 45,60%	138 23,20%	28 4,60%
UK 	527 100,00%	906 100,00%	141 15,50%	391 43,20%	333 36,80%	165 18,20%	117 12,90%
NL 	541 100,00%	242 100,00%	53 21,80%	112 46,40%	86 35,50%	31 12,80%	40 16,70%
ES 	500 100,00%	689 100,00%	135 19,70%	357 51,70%	251 36,50%	147 21,40%	28 4,10%
NO 	528 100,00%	72 100,00%	12 16,40%	33 45,10%	33 45,30%	15 20,80%	9 12,20%
HR 	500 100,00%	62 100,00%	14 22,90%	27 43,30%	24 39,10%	18 28,20%	4 6,40%

Q17. Could you indicate which of the below statement(s) you think corresponds to the meaning of this label? You can indicate multiple statements:












Mobius loop

		Sample size unweighted	Sample size weighted	The logo means that the manufacturer of the product contributes to the cost of recovery and recycling.	The logo means the packaging is recyclable (correct)	The logo means the product is recyclable	there is no external verification on the labels, everyone can introduce it on its packaging whenever they feel like it	None of these
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1262</b> <b>21,80%</b>	<b>2883</b> <b>49,90%</b>	<b>2408</b> <b>41,60%</b>	<b>447</b> <b>7,70%</b>	<b>517</b> <b>9,00%</b>
<b>Country</b>								
CZ		537 100,00%	159 100,00%	29 18,40%	81 51,10%	78 49,00%	6 3,50%	8 4,90%
DK		535 100,00%	79 100,00%	11 13,80%	42 53,90%	29 36,90%	4 4,50%	8 10,30%
FR		528 100,00%	910 100,00%	270 29,70%	396 43,50%	408 44,90%	87 9,60%	79 8,70%
DE		524 100,00%	1190 100,00%	230 19,40%	544 45,70%	350 29,40%	141 11,90%	217 18,20%
IT		561 100,00%	876 100,00%	183 20,90%	433 49,50%	350 40,00%	61 6,90%	48 5,50%
PL		500 100,00%	596 100,00%	166 27,90%	346 58,00%	291 48,80%	35 5,80%	26 4,30%
UK		527 100,00%	906 100,00%	117 12,90%	508 56,10%	444 49,00%	59 6,50%	52 5,70%
NL		541 100,00%	242 100,00%	49 20,30%	115 47,60%	108 44,70%	16 6,70%	29 12,10%
ES		500 100,00%	689 100,00%	176 25,50%	348 50,40%	284 41,20%	32 4,60%	42 6,10%
NO		528 100,00%	72 100,00%	14 19,20%	37 51,30%	38 52,40%	5 6,40%	6 8,50%
HR		500 100,00%	62 100,00%	17 27,10%	33 53,00%	28 45,10%	2 3,80%	2 3,30%



Q17BIS. Could you indicate which of the below statement(s) you think corresponds to the meaning of this label? You can indicate multiple statements:

Croatia

		Sample size unweighted	Sample size weighted	The logo provides an indication of the environmental friendliness of a product (correct)	The logo means the packaging is recyclable	The logo is primarily focused on product groups potentially harmful to the environment (correct)	There is no external verification of the label, everyone can introduce it on its packaging	None of these
<b>TOTAL</b>		<b>500</b> 100,00%	<b>62</b> 100,00%	<b>43</b> 68,90%	<b>10</b> 16,30%	<b>14</b> 23,00%	<b>6</b> 9,30%	<b>5</b> 7,60%
<b>Country</b>								
CZ		-	-	-	-	-	-	-
DK		-	-	-	-	-	-	-
FR		-	-	-	-	-	-	-
DE		-	-	-	-	-	-	-
IT		-	-	-	-	-	-	-
PL		-	-	-	-	-	-	-
UK		-	-	-	-	-	-	-
NL		-	-	-	-	-	-	-
ES		-	-	-	-	-	-	-
NO		-	-	-	-	-	-	-
HR		500 100,00%	62 100,00%	43 68,90%	10 16,30%	14 23,00%	6 9,30%	5 7,60%

Q18.1 To what extent do you agree or disagree with the following statements related to environmental claims?

When purchasing a product, I look for information on the packaging about whether the product is environmentally friendly













	Sample size unweight ed	Sample size weighted	Strongly agree (5)	Tend to agree (4)	Neither agree nor disagree (3)	Tend to Disagree (2)	Strongly disagree (1)			
								TOP (4-5)	BOT (1-2)	MEAN
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>933</b> 16,10%	<b>1959</b> 33,90%	<b>1918</b> 33,20%	<b>720</b> 12,50%	<b>251</b> 4,30%	<b>2891</b> 50,00%	<b>971</b> 16,80%	<b>3,4</b>
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	17 10,80%	51 32,10%	54 34,20%	27 16,70%	10 6,20%	68 42,90%	36 22,90%	3,2
DK 	535 100,00%	79 100,00%	8 10,60%	26 32,90%	28 35,70%	12 15,50%	4 5,30%	34 43,60%	16 20,80%	3,3
FR 	528 100,00%	910 100,00%	132 14,50%	303 33,30%	324 35,60%	107 11,80%	45 4,90%	435 47,80%	152 16,70%	3,4
DE 	524 100,00%	1190 100,00%	204 17,20%	398 33,50%	377 31,70%	167 14,00%	43 3,60%	602 50,60%	210 17,70%	3,5
IT 	561 100,00%	876 100,00%	200 22,80%	323 36,90%	270 30,90%	70 8,00%	12 1,40%	523 59,70%	82 9,40%	3,7
PL 	500 100,00%	596 100,00%	118 19,90%	210 35,20%	168 28,20%	76 12,80%	24 4,00%	328 55,10%	100 16,80%	3,5
UK 	527 100,00%	906 100,00%	108 11,90%	288 31,70%	329 36,30%	129 14,20%	53 5,90%	395 43,60%	182 20,10%	3,3
NL 	541 100,00%	242 100,00%	12 5,10%	50 20,70%	108 44,60%	40 16,60%	31 12,90%	62 25,80%	72 29,60%	2,9
ES 	500 100,00%	689 100,00%	116 16,90%	265 38,40%	214 31,00%	74 10,70%	21 3,00%	381 55,30%	94 13,70%	3,6
NO 	528 100,00%	72 100,00%	7 10,20%	19 26,80%	28 39,40%	10 14,30%	7 9,40%	27 37,00%	17 23,70%	3,1
HR 	500 100,00%	62 100,00%	9 15,20%	26 41,60%	18 28,50%	8 12,70%	1 2,00%	35 56,80%	9 14,70%	3,6

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		Sample size unweight ed	Sample size weighted	SD
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1</b>
<b>Country</b>				
CZ		537 100,00%	159 100,00%	1,1
DK		535 100,00%	79 100,00%	1
FR		528 100,00%	910 100,00%	1
DE		524 100,00%	1190 100,00%	1
IT		561 100,00%	876 100,00%	1
PL		500 100,00%	596 100,00%	1,1
UK		527 100,00%	906 100,00%	1
NL		541 100,00%	242 100,00%	1
ES		500 100,00%	689 100,00%	1
NO		528 100,00%	72 100,00%	1,1
HR		500 100,00%	62 100,00%	1

Q18.2 To what extent do you agree or disagree with the following statements related to environmental claims?

For me it is normal to take environmental considerations into account in daily life























	Sample size unweight ed	Sample size weighted	Strongly agree (5)	Tend to agree (4)	Neither agree nor disagree (3)	Tend to Disagree (2)	Strongly disagree (1)	TOP (4-5)	BOT (1-2)	MEAN
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>1465</b> 25,30%	<b>2389</b> 41,30%	<b>1525</b> 26,40%	<b>280</b> 4,80%	<b>122</b> 2,10%	<b>3854</b> 66,70%	<b>402</b> 6,90%	<b>3,8</b>
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	50 31,40%	67 42,20%	34 21,30%	6 3,60%	2 1,40%	117 73,70%	8 5,00%	4
DK 	535 100,00%	79 100,00%	14 17,60%	29 36,50%	27 34,30%	7 8,50%	2 3,10%	43 54,10%	9 11,60%	3,6
FR 	528 100,00%	910 100,00%	244 26,80%	405 44,60%	212 23,30%	27 3,00%	21 2,30%	650 71,40%	48 5,30%	3,9
DE 	524 100,00%	1190 100,00%	376 31,60%	515 43,30%	251 21,10%	38 3,20%	9 0,80%	891 74,90%	47 4,00%	4
IT 	561 100,00%	876 100,00%	277 31,70%	344 39,30%	212 24,20%	27 3,10%	15 1,70%	621 71,00%	42 4,80%	4
PL 	500 100,00%	596 100,00%	173 29,10%	246 41,30%	127 21,30%	38 6,30%	12 2,00%	419 70,40%	50 8,30%	3,9
UK 	527 100,00%	906 100,00%	134 14,80%	350 38,60%	322 35,50%	71 7,80%	29 3,20%	484 53,40%	101 11,10%	3,5
NL 	541 100,00%	242 100,00%	31 12,70%	90 37,30%	97 40,00%	11 4,50%	13 5,50%	121 50,00%	24 10,00%	3,5
ES 	500 100,00%	689 100,00%	135 19,60%	289 41,90%	205 29,80%	46 6,70%	14 2,00%	424 61,50%	60 8,70%	3,7
NO 	528 100,00%	72 100,00%	11 15,50%	26 36,70%	25 34,70%	6 8,20%	4 4,90%	38 52,20%	9 13,10%	3,5
HR 	500 100,00%	62 100,00%	19 30,20%	27 44,20%	12 20,10%	3 5,00%	0 0,60%	46 74,30%	3 5,60%	4

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		Sample size unweight ed	Sample size weighted	SD
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>0,9</b>
<b>Country</b>				
CZ		537 100,00%	159 100,00%	0,9
DK		535 100,00%	79 100,00%	1
FR		528 100,00%	910 100,00%	0,9
DE		524 100,00%	1190 100,00%	0,9
IT		561 100,00%	876 100,00%	0,9
PL		500 100,00%	596 100,00%	1
UK		527 100,00%	906 100,00%	0,9
NL		541 100,00%	242 100,00%	1
ES		500 100,00%	689 100,00%	0,9
NO		528 100,00%	72 100,00%	1
HR		500 100,00%	62 100,00%	0,9

Q18.3 To what extent do you agree or disagree with the following statements related to environmental claims?

I cannot afford to purchase environmentally friendly products/services













	Sample size unweight ed	Sample size weighted	Strongly agree (5)	Tend to agree (4)	Neither agree nor disagree (3)	Tend to Disagree (2)	Strongly disagree (1)	TOP (4-5)	BOT (1-2)	MEAN
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>535</b> 9,20%	<b>1320</b> 22,80%	<b>2369</b> 41,00%	<b>1062</b> 18,40%	<b>496</b> 8,60%	<b>1854</b> 32,10%	<b>1558</b> 27,00%	<b>3,1</b>
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	8 5,10%	37 23,40%	67 42,30%	37 23,50%	9 5,70%	45 28,50%	46 29,20%	3
DK 	535 100,00%	79 100,00%	8 9,60%	13 16,80%	30 38,60%	20 25,70%	7 9,40%	21 26,40%	28 35,10%	2,9
FR 	528 100,00%	910 100,00%	82 9,00%	206 22,60%	394 43,30%	142 15,60%	86 9,40%	288 31,60%	228 25,10%	3,1
DE 	524 100,00%	1190 100,00%	95 8,00%	271 22,70%	454 38,10%	235 19,80%	136 11,40%	365 30,70%	371 31,20%	3
IT 	561 100,00%	876 100,00%	101 11,50%	176 20,10%	343 39,20%	179 20,40%	77 8,80%	277 31,60%	256 29,20%	3,1
PL 	500 100,00%	596 100,00%	55 9,20%	137 23,10%	209 35,10%	133 22,30%	62 10,30%	192 32,20%	194 32,60%	3
UK 	527 100,00%	906 100,00%	96 10,60%	249 27,50%	385 42,50%	131 14,40%	45 5,00%	345 38,10%	176 19,40%	3,2
NL 	541 100,00%	242 100,00%	26 10,60%	49 20,20%	106 43,90%	44 18,00%	18 7,30%	74 30,70%	61 25,40%	3,1
ES 	500 100,00%	689 100,00%	53 7,70%	156 22,70%	318 46,20%	115 16,70%	47 6,80%	209 30,40%	162 23,50%	3,1
NO 	528 100,00%	72 100,00%	7 9,30%	15 20,80%	31 42,90%	13 17,50%	7 9,50%	22 30,10%	19 27,00%	3
HR 	500 100,00%	62 100,00%	5 8,40%	11 17,10%	30 48,80%	13 21,60%	3 4,20%	16 25,40%	16 25,80%	3

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		Sample size unweight ed	Sample size weighted	SD
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1,1</b>
<b>Country</b>				
CZ		537 100,00%	159 100,00%	1
DK		535 100,00%	79 100,00%	1,1
FR		528 100,00%	910 100,00%	1,1
DE		524 100,00%	1190 100,00%	1,1
IT		561 100,00%	876 100,00%	1,1
PL		500 100,00%	596 100,00%	1,1
UK		527 100,00%	906 100,00%	1
NL		541 100,00%	242 100,00%	1
ES		500 100,00%	689 100,00%	1
NO		528 100,00%	72 100,00%	1,1
HR		500 100,00%	62 100,00%	0,9

Q18.4 To what extent do you agree or disagree with the following statements related to environmental claims?

It is difficult to find out which products are really environmentally friendly













	Sample size unweight ed	Sample size weighted	Strongly agree (5)	Tend to agree (4)	Neither agree nor disagree (3)	Tend to Disagree (2)	Strongly disagree (1)	TOP (4-5)	BOT (1-2)	MEAN
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>1239</b> 21,40%	<b>2336</b> 40,40%	<b>1616</b> 28,00%	<b>470</b> 8,10%	<b>120</b> 2,10%	<b>3575</b> 61,80%	<b>590</b> 10,20%	<b>3,7</b>
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	36 22,50%	63 39,40%	48 30,20%	11 6,80%	2 1,10%	99 62,00%	13 7,90%	3,8
DK 	535 100,00%	79 100,00%	15 19,30%	28 35,10%	28 35,30%	7 9,00%	1 1,30%	43 54,40%	8 10,30%	3,6
FR 	528 100,00%	910 100,00%	182 20,00%	379 41,60%	251 27,60%	68 7,40%	31 3,40%	561 61,60%	98 10,80%	3,7
DE 	524 100,00%	1190 100,00%	312 26,20%	526 44,20%	283 23,80%	55 4,60%	14 1,20%	838 70,40%	69 5,80%	3,9
IT 	561 100,00%	876 100,00%	225 25,70%	347 39,60%	221 25,30%	66 7,50%	17 1,90%	572 65,40%	82 9,40%	3,8
PL 	500 100,00%	596 100,00%	74 12,40%	235 39,40%	191 32,10%	77 13,00%	18 3,00%	309 51,90%	95 16,00%	3,5
UK 	527 100,00%	906 100,00%	164 18,10%	345 38,10%	282 31,10%	98 10,80%	17 1,90%	509 56,20%	115 12,70%	3,6
NL 	541 100,00%	242 100,00%	45 18,80%	92 38,10%	79 32,60%	18 7,50%	7 3,10%	137 56,80%	26 10,60%	3,6
ES 	500 100,00%	689 100,00%	156 22,60%	268 38,90%	193 28,00%	61 8,90%	11 1,60%	424 61,50%	72 10,50%	3,7
NO 	528 100,00%	72 100,00%	14 19,70%	26 35,90%	24 33,40%	6 8,00%	2 3,00%	40 55,60%	8 11,00%	3,6
HR 	500 100,00%	62 100,00%	15 24,50%	27 44,00%	15 24,90%	4 6,40%	0 0,20%	43 68,40%	4 6,60%	3,9

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		Sample size unweight ed	Sample size weighted	SD
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1</b>
<b>Country</b>				
CZ		537 100,00%	159 100,00%	0,9
DK		535 100,00%	79 100,00%	0,9
FR		528 100,00%	910 100,00%	1
DE		524 100,00%	1190 100,00%	0,9
IT		561 100,00%	876 100,00%	1
PL		500 100,00%	596 100,00%	1
UK		527 100,00%	906 100,00%	1
NL		541 100,00%	242 100,00%	1
ES		500 100,00%	689 100,00%	1
NO		528 100,00%	72 100,00%	1
HR		500 100,00%	62 100,00%	0,9

Q18.5 To what extent do you agree or disagree with the following statements related to environmental claims?

Being "carbon-neutral" means removing as much carbon dioxide from the atmosphere as being put in























	Sample size unweight ed	Sample size weighted	Strongly agree (5)	Tend to agree (4)	Neither agree nor disagree (3)	Tend to Disagree (2)	Strongly disagree (1)	TOP (4-5)	BOT (1-2)	MEAN
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>1072</b> 18,50%	<b>1765</b> 30,50%	<b>2513</b> 43,50%	<b>290</b> 5,00%	<b>141</b> 2,40%	<b>2837</b> 49,10%	<b>431</b> 7,50%	<b>3,6</b>
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	20 12,30%	37 23,10%	88 55,30%	11 7,00%	4 2,30%	56 35,30%	15 9,40%	3,4
DK 	535 100,00%	79 100,00%	19 23,90%	25 32,20%	27 34,50%	4 5,10%	3 4,30%	44 56,00%	7 9,40%	3,7
FR 	528 100,00%	910 100,00%	157 17,20%	265 29,10%	400 44,00%	59 6,50%	29 3,20%	422 46,30%	88 9,70%	3,5
DE 	524 100,00%	1190 100,00%	244 20,50%	364 30,60%	512 43,00%	54 4,50%	15 1,30%	609 51,20%	69 5,80%	3,6
IT 	561 100,00%	876 100,00%	184 21,00%	288 32,90%	338 38,60%	36 4,10%	29 3,40%	472 53,90%	65 7,50%	3,6
PL 	500 100,00%	596 100,00%	110 18,40%	162 27,10%	270 45,40%	38 6,30%	17 2,80%	271 45,50%	54 9,10%	3,5
UK 	527 100,00%	906 100,00%	171 18,80%	300 33,00%	368 40,60%	42 4,70%	26 2,80%	470 51,90%	68 7,50%	3,6
NL 	541 100,00%	242 100,00%	20 8,30%	51 21,20%	143 59,00%	15 6,20%	13 5,30%	71 29,50%	28 11,60%	3,2
ES 	500 100,00%	689 100,00%	132 19,10%	237 34,40%	295 42,80%	23 3,30%	3 0,40%	369 53,50%	26 3,70%	3,7
NO 	528 100,00%	72 100,00%	10 14,20%	16 22,40%	40 56,00%	3 4,80%	2 2,60%	26 36,50%	5 7,50%	3,4
HR 	500 100,00%	62 100,00%	7 11,50%	19 30,90%	31 49,70%	4 6,90%	1 1,00%	26 42,40%	5 7,90%	3,4

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		Sample size unweight ed	Sample size weighted	SD
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>0,9</b>
<b>Country</b>				
CZ		537 100,00%	159 100,00%	0,9
DK		535 100,00%	79 100,00%	1
FR		528 100,00%	910 100,00%	1
DE		524 100,00%	1190 100,00%	0,9
IT		561 100,00%	876 100,00%	1
PL		500 100,00%	596 100,00%	1
UK		527 100,00%	906 100,00%	0,9
NL		541 100,00%	242 100,00%	0,9
ES		500 100,00%	689 100,00%	0,8
NO		528 100,00%	72 100,00%	0,9
HR		500 100,00%	62 100,00%	0,8

Q18.6 To what extent do you agree or disagree with the following statements related to environmental claims?

Biodegradable products can be always composted in home gardens












	Sample size unweight ed	Sample size weighted	Strongly agree (5)	Tend to agree (4)	Neither agree nor disagree (3)	Tend to Disagree (2)	Strongly disagree (1)	TOP (4-5)	BOT (1-2)	MEAN
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>884</b> 15,30%	<b>1613</b> 27,90%	<b>2232</b> 38,60%	<b>746</b> 12,90%	<b>305</b> 5,30%	<b>2497</b> 43,20%	<b>1052</b> 18,20%	<b>3,4</b>
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	23 14,50%	51 32,20%	56 34,90%	24 15,00%	5 3,30%	74 46,70%	29 18,30%	3,4
DK 	535 100,00%	79 100,00%	8 10,40%	14 17,30%	32 40,80%	17 21,70%	8 9,80%	22 27,80%	25 31,50%	3
FR 	528 100,00%	910 100,00%	158 17,40%	265 29,10%	343 37,70%	104 11,40%	39 4,30%	423 46,50%	143 15,70%	3,4
DE 	524 100,00%	1190 100,00%	185 15,50%	293 24,60%	461 38,70%	172 14,50%	80 6,70%	477 40,10%	252 21,20%	3,3
IT 	561 100,00%	876 100,00%	147 16,80%	236 27,00%	319 36,40%	109 12,40%	65 7,40%	384 43,80%	173 19,80%	3,3
PL 	500 100,00%	596 100,00%	100 16,80%	185 31,00%	205 34,40%	72 12,00%	35 5,80%	284 47,70%	107 17,90%	3,4
UK 	527 100,00%	906 100,00%	131 14,50%	265 29,20%	346 38,20%	130 14,30%	35 3,80%	396 43,70%	165 18,20%	3,4
NL 	541 100,00%	242 100,00%	14 5,80%	49 20,40%	113 46,60%	44 18,30%	21 8,90%	63 26,20%	66 27,20%	3
ES 	500 100,00%	689 100,00%	97 14,00%	217 31,50%	303 43,90%	59 8,60%	14 2,00%	314 45,60%	73 10,60%	3,5
NO 	528 100,00%	72 100,00%	10 13,50%	17 23,90%	33 45,60%	9 12,40%	3 4,70%	27 37,40%	12 17,10%	3,3
HR 	500 100,00%	62 100,00%	11 17,00%	21 33,10%	23 37,50%	6 10,40%	1 2,00%	31 50,10%	8 12,40%	3,5

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		Sample size unweight ed	Sample size weighted	SD
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1,1</b>
<b>Country</b>				
CZ		537 100,00%	159 100,00%	1
DK		535 100,00%	79 100,00%	1,1
FR		528 100,00%	910 100,00%	1
DE		524 100,00%	1190 100,00%	1,1
IT		561 100,00%	876 100,00%	1,1
PL		500 100,00%	596 100,00%	1,1
UK		527 100,00%	906 100,00%	1
NL		541 100,00%	242 100,00%	1
ES		500 100,00%	689 100,00%	0,9
NO		528 100,00%	72 100,00%	1
HR		500 100,00%	62 100,00%	1

Q18.7 To what extent do you agree or disagree with the following statements related to environmental claims?

Environmental information on products is often unclear.






















	Sample size unweight ed	Sample size weighted	Strongly agree (5)	Tend to agree (4)	Neither agree nor disagree (3)	Tend to Disagree (2)	Strongly disagree (1)	TOP (4-5)	BOT (1-2)	MEAN
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>1104</b> 19,10%	<b>2312</b> 40,00%	<b>1736</b> 30,00%	<b>521</b> 9,00%	<b>108</b> 1,90%	<b>3416</b> 59,10%	<b>629</b> 10,90%	<b>3,7</b>
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	22 14,00%	67 42,00%	52 32,80%	16 10,30%	2 0,90%	89 56,00%	18 11,20%	3,6
DK 	535 100,00%	79 100,00%	10 12,50%	29 37,20%	32 41,00%	6 7,20%	2 2,20%	39 49,70%	7 9,30%	3,5
FR 	528 100,00%	910 100,00%	154 16,90%	375 41,20%	265 29,10%	85 9,30%	31 3,40%	529 58,20%	116 12,70%	3,6
DE 	524 100,00%	1190 100,00%	257 21,60%	482 40,50%	336 28,20%	106 8,90%	9 0,70%	739 62,10%	115 9,70%	3,7
IT 	561 100,00%	876 100,00%	210 24,00%	355 40,50%	245 28,00%	53 6,10%	13 1,50%	565 64,50%	66 7,50%	3,8
PL 	500 100,00%	596 100,00%	116 19,50%	244 40,90%	147 24,60%	73 12,30%	16 2,70%	360 60,40%	89 15,00%	3,6
UK 	527 100,00%	906 100,00%	152 16,70%	382 42,10%	274 30,20%	87 9,60%	12 1,30%	533 58,80%	99 10,90%	3,6
NL 	541 100,00%	242 100,00%	30 12,40%	72 29,90%	109 44,90%	23 9,70%	7 3,00%	102 42,30%	31 12,70%	3,4
ES 	500 100,00%	689 100,00%	133 19,30%	250 36,20%	230 33,40%	61 8,90%	15 2,20%	383 55,50%	76 11,10%	3,6
NO 	528 100,00%	72 100,00%	9 12,90%	27 37,90%	29 40,70%	4 6,00%	2 2,60%	37 50,70%	6 8,50%	3,5
HR 	500 100,00%	62 100,00%	11 16,90%	29 47,40%	17 26,80%	5 8,40%	0 0,40%	40 64,40%	5 8,80%	3,7

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		Sample size unweight ed	Sample size weighted	SD
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>0,9</b>
<b>Country</b>				
CZ		537 100,00%	159 100,00%	0,9
DK		535 100,00%	79 100,00%	0,9
FR		528 100,00%	910 100,00%	1
DE		524 100,00%	1190 100,00%	0,9
IT		561 100,00%	876 100,00%	0,9
PL		500 100,00%	596 100,00%	1
UK		527 100,00%	906 100,00%	0,9
NL		541 100,00%	242 100,00%	0,9
ES		500 100,00%	689 100,00%	1
NO		528 100,00%	72 100,00%	0,9
HR		500 100,00%	62 100,00%	0,9

Q18.8 To what extent do you agree or disagree with the following statements related to environmental claims?

I prefer buying a product with an environmental label compared to a product without an environmental label.














	Sample size unweight ed	Sample size weighted	Strongly agree (5)	Tend to agree (4)	Neither agree nor disagree (3)	Tend to Disagree (2)	Strongly disagree (1)	TOP (4-5)	BOT (1-2)	MEAN
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>1181</b> 20,40%	<b>2070</b> 35,80%	<b>1945</b> 33,60%	<b>424</b> 7,30%	<b>162</b> 2,80%	<b>3251</b> 56,20%	<b>586</b> 10,10%	<b>3,6</b>
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	14 8,80%	56 34,90%	66 41,70%	19 12,00%	4 2,70%	69 43,70%	23 14,60%	3,4
DK 	535 100,00%	79 100,00%	13 16,20%	27 34,20%	30 37,90%	6 7,30%	3 4,40%	40 50,40%	9 11,70%	3,5
FR 	528 100,00%	910 100,00%	163 17,90%	340 37,30%	307 33,80%	66 7,20%	34 3,70%	503 55,20%	100 11,00%	3,6
DE 	524 100,00%	1190 100,00%	212 17,80%	382 32,10%	448 37,60%	121 10,20%	27 2,30%	594 49,90%	148 12,50%	3,5
IT 	561 100,00%	876 100,00%	292 33,30%	326 37,30%	219 25,00%	22 2,50%	16 1,90%	618 70,60%	38 4,40%	4
PL 	500 100,00%	596 100,00%	152 25,40%	235 39,50%	155 25,90%	42 7,00%	13 2,20%	387 64,90%	55 9,20%	3,8
UK 	527 100,00%	906 100,00%	141 15,60%	312 34,50%	343 37,80%	82 9,00%	28 3,10%	454 50,10%	110 12,10%	3,5
NL 	541 100,00%	242 100,00%	23 9,30%	62 25,70%	113 46,80%	25 10,50%	19 7,70%	85 35,10%	44 18,20%	3,2
ES 	500 100,00%	689 100,00%	147 21,40%	277 40,10%	220 32,00%	32 4,70%	12 1,80%	424 61,50%	45 6,50%	3,7
NO 	528 100,00%	72 100,00%	12 16,70%	24 32,70%	27 37,80%	6 8,20%	3 4,60%	36 49,40%	9 12,70%	3,5
HR 	500 100,00%	62 100,00%	13 21,00%	29 46,70%	17 26,60%	3 4,30%	1 1,40%	42 67,60%	4 5,70%	3,8

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		Sample size unweight ed	Sample size weighted	SD
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1</b>
<b>Country</b>				
CZ		537 100,00%	159 100,00%	0,9
DK		535 100,00%	79 100,00%	1
FR		528 100,00%	910 100,00%	1
DE		524 100,00%	1190 100,00%	1
IT		561 100,00%	876 100,00%	0,9
PL		500 100,00%	596 100,00%	1
UK		527 100,00%	906 100,00%	1
NL		541 100,00%	242 100,00%	1
ES		500 100,00%	689 100,00%	0,9
NO		528 100,00%	72 100,00%	1
HR		500 100,00%	62 100,00%	0,9

Q18.9 To what extent do you agree or disagree with the following statements related to environmental claims?

Environmental claims and logos are marketing tricks to increase sales












	Sample size unweight ed	Sample size weighted	Strongly agree (5)	Tend to agree (4)	Neither agree nor disagree (3)	Tend to Disagree (2)	Strongly disagree (1)	TOP (4-5)	BOT (1-2)	MEAN
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>784</b> 13,60%	<b>1815</b> 31,40%	<b>2120</b> 36,70%	<b>818</b> 14,10%	<b>245</b> 4,20%	<b>2598</b> 44,90%	<b>1063</b> 18,40%	<b>3,4</b>
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	21 13,30%	54 34,00%	59 37,00%	22 13,70%	3 2,10%	75 47,30%	25 15,70%	3,4
DK 	535 100,00%	79 100,00%	8 10,70%	24 30,00%	30 38,60%	12 15,30%	4 5,50%	32 40,60%	16 20,70%	3,3
FR 	528 100,00%	910 100,00%	138 15,10%	287 31,50%	320 35,10%	111 12,20%	55 6,00%	425 46,70%	165 18,20%	3,4
DE 	524 100,00%	1190 100,00%	173 14,50%	438 36,80%	401 33,70%	149 12,50%	29 2,50%	611 51,30%	179 15,00%	3,5
IT 	561 100,00%	876 100,00%	111 12,70%	263 30,00%	325 37,10%	128 14,60%	48 5,50%	374 42,70%	176 20,10%	3,3
PL 	500 100,00%	596 100,00%	77 12,90%	165 27,60%	211 35,40%	112 18,70%	32 5,30%	242 40,50%	143 24,00%	3,2
UK 	527 100,00%	906 100,00%	111 12,20%	265 29,30%	369 40,80%	129 14,20%	32 3,60%	376 41,50%	161 17,80%	3,3
NL 	541 100,00%	242 100,00%	40 16,70%	75 31,20%	97 40,10%	22 9,00%	7 3,00%	116 47,90%	29 12,00%	3,5
ES 	500 100,00%	689 100,00%	87 12,60%	202 29,30%	257 37,20%	115 16,60%	29 4,30%	289 41,90%	144 20,90%	3,3
NO 	528 100,00%	72 100,00%	10 14,00%	24 33,20%	26 35,40%	10 13,50%	3 3,90%	34 47,20%	13 17,40%	3,4
HR 	500 100,00%	62 100,00%	7 11,60%	18 29,20%	26 41,40%	9 14,80%	2 2,80%	25 40,90%	11 17,70%	3,3

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		Sample size unweight ed	Sample size weighted	SD
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1</b>
<b>Country</b>				
CZ		537 100,00%	159 100,00%	1
DK		535 100,00%	79 100,00%	1
FR		528 100,00%	910 100,00%	1,1
DE		524 100,00%	1190 100,00%	1
IT		561 100,00%	876 100,00%	1
PL		500 100,00%	596 100,00%	1,1
UK		527 100,00%	906 100,00%	1
NL		541 100,00%	242 100,00%	1
ES		500 100,00%	689 100,00%	1
NO		528 100,00%	72 100,00%	1
HR		500 100,00%	62 100,00%	1

Q18.10 To what extent do you agree or disagree with the following statements related to environmental claims?

It is easy to assess whether an environmental claim is correct
















	Sample size unweight ed	Sample size weighted	Strongly agree (5)	Tend to agree (4)	Neither agree nor disagree (3)	Tend to Disagree (2)	Strongly disagree (1)	TOP (4-5)	BOT (1-2)	MEAN
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>697</b> 12,10%	<b>1405</b> 24,30%	<b>2085</b> 36,10%	<b>1187</b> 20,50%	<b>407</b> 7,00%	<b>2102</b> 36,40%	<b>1594</b> 27,60%	<b>3,1</b>
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	3 1,90%	28 17,70%	65 40,90%	48 30,50%	14 9,00%	31 19,60%	63 39,50%	2,7
DK 	535 100,00%	79 100,00%	4 4,70%	8 10,30%	30 38,50%	23 29,10%	14 17,50%	12 15,00%	37 46,60%	2,6
FR 	528 100,00%	910 100,00%	86 9,50%	166 18,30%	316 34,70%	255 28,00%	87 9,60%	252 27,80%	342 37,60%	2,9
DE 	524 100,00%	1190 100,00%	286 24,00%	498 41,90%	298 25,10%	85 7,10%	23 1,90%	784 65,90%	108 9,00%	3,8
IT 	561 100,00%	876 100,00%	104 11,90%	251 28,70%	318 36,30%	160 18,30%	43 4,90%	355 40,50%	203 23,20%	3,2
PL 	500 100,00%	596 100,00%	58 9,70%	106 17,80%	275 46,10%	116 19,50%	42 7,00%	164 27,50%	157 26,40%	3
UK 	527 100,00%	906 100,00%	75 8,30%	141 15,60%	340 37,50%	266 29,40%	84 9,30%	216 23,80%	350 38,60%	2,8
NL 	541 100,00%	242 100,00%	11 4,60%	27 11,10%	107 44,30%	62 25,70%	34 14,20%	38 15,80%	97 39,90%	2,7
ES 	500 100,00%	689 100,00%	66 9,60%	162 23,50%	283 41,00%	127 18,40%	52 7,50%	228 33,10%	178 25,90%	3,1
NO 	528 100,00%	72 100,00%	4 5,00%	9 12,40%	29 40,10%	20 27,70%	11 14,80%	13 17,40%	31 42,50%	2,7
HR 	500 100,00%	62 100,00%	2 2,60%	8 12,20%	24 38,80%	25 40,20%	4 6,20%	9 14,80%	29 46,40%	2,6

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		Sample size unweight ed	Sample size weighted	SD
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1,1</b>
<b>Country</b>				
CZ		537 100,00%	159 100,00%	0,9
DK		535 100,00%	79 100,00%	1
FR		528 100,00%	910 100,00%	1,1
DE		524 100,00%	1190 100,00%	1
IT		561 100,00%	876 100,00%	1
PL		500 100,00%	596 100,00%	1
UK		527 100,00%	906 100,00%	1,1
NL		541 100,00%	242 100,00%	1
ES		500 100,00%	689 100,00%	1
NO		528 100,00%	72 100,00%	1
HR		500 100,00%	62 100,00%	0,9

Q18.11 To what extent do you agree or disagree with the following statements related to environmental claims?

I trust the environmental information displayed on products or in advertisements
















	Sample size unweight ed	Sample size weighted	Strongly agree (5)	Tend to agree (4)	Neither agree nor disagree (3)	Tend to Disagree (2)	Strongly disagree (1)	TOP (4-5)	BOT (1-2)	MEAN
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>604</b> 10,50%	<b>1943</b> 33,60%	<b>2183</b> 37,80%	<b>792</b> 13,70%	<b>258</b> 4,50%	<b>2547</b> 44,10%	<b>1051</b> 18,20%	<b>3,3</b>
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	4 2,80%	49 31,10%	69 43,50%	28 17,60%	8 5,00%	54 33,90%	36 22,60%	3,1
DK 	535 100,00%	79 100,00%	6 7,20%	23 29,10%	36 45,50%	11 13,80%	3 4,30%	29 36,30%	14 18,10%	3,2
FR 	528 100,00%	910 100,00%	95 10,40%	345 37,90%	313 34,40%	107 11,80%	50 5,40%	440 48,30%	157 17,30%	3,4
DE 	524 100,00%	1190 100,00%	112 9,40%	336 28,30%	457 38,40%	222 18,70%	62 5,20%	449 37,70%	284 23,90%	3,2
IT 	561 100,00%	876 100,00%	116 13,30%	324 37,00%	298 34,00%	110 12,50%	28 3,20%	440 50,30%	138 15,70%	3,4
PL 	500 100,00%	596 100,00%	76 12,80%	213 35,80%	221 37,00%	66 11,00%	20 3,40%	289 48,60%	86 14,40%	3,4
UK 	527 100,00%	906 100,00%	100 11,00%	310 34,20%	362 39,90%	94 10,40%	40 4,50%	410 45,20%	135 14,90%	3,4
NL 	541 100,00%	242 100,00%	13 5,50%	50 20,70%	115 47,50%	43 17,90%	20 8,50%	63 26,20%	64 26,40%	3
ES 	500 100,00%	689 100,00%	75 10,90%	259 37,60%	253 36,70%	85 12,40%	17 2,50%	334 48,40%	103 14,90%	3,4
NO 	528 100,00%	72 100,00%	6 8,10%	20 27,50%	29 40,50%	12 16,90%	5 7,10%	26 35,50%	17 24,00%	3,1
HR 	500 100,00%	62 100,00%	1 1,80%	13 20,10%	31 50,40%	13 21,00%	4 6,60%	14 21,90%	17 27,70%	2,9

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		Sample size unweight ed	Sample size weighted	SD
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1</b>
<b>Country</b>				
CZ		537 100,00%	159 100,00%	0,9
DK		535 100,00%	79 100,00%	0,9
FR		528 100,00%	910 100,00%	1
DE		524 100,00%	1190 100,00%	1
IT		561 100,00%	876 100,00%	1
PL		500 100,00%	596 100,00%	1
UK		527 100,00%	906 100,00%	1
NL		541 100,00%	242 100,00%	1
ES		500 100,00%	689 100,00%	0,9
NO		528 100,00%	72 100,00%	1
HR		500 100,00%	62 100,00%	0,9

Q18.12 To what extent do you agree or disagree with the following statements related to environmental claims?

I have made a complaint about an environmental claim because I thought was incorrect












	Sample size unweight ed	Sample size weighted	Strongly agree (5)	Tend to agree (4)	Neither agree nor disagree (3)	Tend to Disagree (2)	Strongly disagree (1)	TOP (4-5)	BOT (1-2)	MEAN
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>393</b> 6,80%	<b>691</b> 11,90%	<b>1716</b> 29,70%	<b>1193</b> 20,60%	<b>1788</b> 30,90%	<b>1084</b> 18,70%	<b>2982</b> 51,60%	<b>2,4</b>
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	4 2,70%	10 6,30%	44 27,40%	40 25,00%	62 38,70%	14 8,90%	101 63,70%	2,1
DK 	535 100,00%	79 100,00%	3 3,80%	3 4,30%	21 26,60%	11 14,20%	40 51,20%	6 8,10%	51 65,30%	2
FR 	528 100,00%	910 100,00%	57 6,30%	130 14,30%	252 27,70%	209 23,00%	261 28,70%	187 20,50%	471 51,70%	2,5
DE 	524 100,00%	1190 100,00%	92 7,70%	171 14,40%	477 40,10%	244 20,50%	206 17,30%	263 22,10%	450 37,80%	2,7
IT 	561 100,00%	876 100,00%	89 10,10%	113 12,90%	267 30,50%	161 18,40%	245 28,00%	202 23,10%	406 46,40%	2,6
PL 	500 100,00%	596 100,00%	38 6,40%	57 9,60%	138 23,20%	124 20,70%	239 40,10%	95 15,90%	363 60,90%	2,2
UK 	527 100,00%	906 100,00%	54 6,00%	89 9,80%	240 26,40%	191 21,00%	333 36,80%	142 15,70%	524 57,80%	2,3
NL 	541 100,00%	242 100,00%	7 2,70%	19 7,80%	57 23,50%	37 15,20%	123 50,70%	25 10,50%	159 65,90%	2
ES 	500 100,00%	689 100,00%	44 6,30%	86 12,50%	184 26,60%	143 20,70%	233 33,80%	130 18,90%	376 54,50%	2,4
NO 	528 100,00%	72 100,00%	3 4,50%	7 10,30%	22 30,90%	13 18,40%	26 35,90%	11 14,80%	39 54,30%	2,3
HR 	500 100,00%	62 100,00%	2 3,80%	5 7,50%	14 23,10%	21 34,30%	19 31,30%	7 11,30%	41 65,60%	2,2

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		Sample size unweight ed	Sample size weighted	SD
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1,2</b>
<b>Country</b>				
CZ		537 100,00%	159 100,00%	1,1
DK		535 100,00%	79 100,00%	1,1
FR		528 100,00%	910 100,00%	1,2
DE		524 100,00%	1190 100,00%	1,1
IT		561 100,00%	876 100,00%	1,3
PL		500 100,00%	596 100,00%	1,2
UK		527 100,00%	906 100,00%	1,2
NL		541 100,00%	242 100,00%	1,1
ES		500 100,00%	689 100,00%	1,2
NO		528 100,00%	72 100,00%	1,2
HR		500 100,00%	62 100,00%	1,1

Q18.13 To what extent do you agree or disagree with the following statements related to environmental claims?

There are too many environmental labels and logos to be able to make an informed decision












	Sample size unweight ed	Sample size weighted	Strongly agree (5)	Tend to agree (4)	Neither agree nor disagree (3)	Tend to Disagree (2)	Strongly disagree (1)	TOP (4-5)	BOT (1-2)	MEAN
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>1209</b> 20,90%	<b>2172</b> 37,60%	<b>1783</b> 30,80%	<b>491</b> 8,50%	<b>127</b> 2,20%	<b>3381</b> 58,50%	<b>618</b> 10,70%	<b>3,7</b>
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	34 21,10%	67 42,30%	46 28,70%	11 7,00%	1 0,90%	101 63,40%	13 7,90%	3,8
DK 	535 100,00%	79 100,00%	17 21,20%	28 35,40%	25 32,20%	7 8,90%	2 2,30%	45 56,60%	9 11,20%	3,6
FR 	528 100,00%	910 100,00%	191 21,00%	361 39,60%	259 28,40%	71 7,80%	29 3,20%	552 60,60%	99 10,90%	3,7
DE 	524 100,00%	1190 100,00%	260 21,90%	466 39,20%	335 28,10%	101 8,50%	27 2,30%	727 61,10%	129 10,80%	3,7
IT 	561 100,00%	876 100,00%	190 21,70%	325 37,10%	271 30,90%	73 8,30%	16 1,80%	515 58,90%	89 10,20%	3,7
PL 	500 100,00%	596 100,00%	126 21,10%	219 36,80%	182 30,60%	57 9,50%	12 2,00%	345 57,80%	69 11,60%	3,7
UK 	527 100,00%	906 100,00%	170 18,80%	321 35,40%	314 34,60%	86 9,50%	15 1,70%	491 54,20%	101 11,20%	3,6
NL 	541 100,00%	242 100,00%	51 21,20%	91 37,80%	81 33,40%	13 5,40%	5 2,20%	143 59,00%	18 7,60%	3,7
ES 	500 100,00%	689 100,00%	145 21,10%	242 35,10%	226 32,80%	59 8,60%	17 2,50%	387 56,10%	76 11,10%	3,6
NO 	528 100,00%	72 100,00%	14 19,40%	25 34,40%	26 36,10%	5 7,50%	2 2,60%	39 53,90%	7 10,10%	3,6
HR 	500 100,00%	62 100,00%	10 16,50%	26 42,40%	19 29,80%	7 10,50%	0 0,80%	37 58,90%	7 11,30%	3,6

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		Sample size unweight ed	Sample size weighted	SD
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>1</b>
<b>Country</b>				
CZ		537 100,00%	159 100,00%	0,9
DK		535 100,00%	79 100,00%	1
FR		528 100,00%	910 100,00%	1
DE		524 100,00%	1190 100,00%	1
IT		561 100,00%	876 100,00%	1
PL		500 100,00%	596 100,00%	1
UK		527 100,00%	906 100,00%	1
NL		541 100,00%	242 100,00%	0,9
ES		500 100,00%	689 100,00%	1
NO		528 100,00%	72 100,00%	1
HR		500 100,00%	62 100,00%	0,9

Q19.1 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

A light bulbs/lamp























	Sample size unweigh ted	Sample size weighte d	0 I don't pay attenti on to the environ mental friendl iness of a product / service at all	1-9	10-19	20-29	30-39	40-49	50-59	60-69
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>43</b> 0,70%	<b>353</b> 6,10%	<b>262</b> 4,50%	<b>265</b> 4,60%	<b>272</b> 4,70%	<b>523</b> 9,00%	<b>685</b> 11,90%	<b>596</b> 10,30%
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	1 0,80%	14 8,50%	9 5,80%	11 6,90%	7 4,50%	17 10,70%	16 9,90%	17 10,70%
DK 	535 100,00%	79 100,00%	1 1,00%	6 7,50%	5 5,80%	3 3,90%	3 4,20%	7 9,30%	8 9,80%	10 12,60%
FR 	528 100,00%	910 100,00%	7 0,70%	55 6,10%	34 3,80%	21 2,30%	37 4,10%	78 8,50%	113 12,50%	107 11,70%
DE 	524 100,00%	1190 100,00%	14 1,20%	48 4,10%	79 6,60%	82 6,90%	65 5,40%	124 10,40%	177 14,90%	101 8,50%
IT 	561 100,00%	876 100,00%	- -	26 2,90%	6 0,70%	22 2,50%	26 3,00%	61 6,90%	85 9,70%	98 11,10%
PL 	500 100,00%	596 100,00%	4 0,70%	35 5,90%	28 4,70%	37 6,20%	32 5,30%	51 8,60%	61 10,30%	50 8,40%
UK 	527 100,00%	906 100,00%	7 0,80%	92 10,10%	53 5,80%	53 5,80%	46 5,00%	84 9,30%	111 12,20%	91 10,00%
NL 	541 100,00%	242 100,00%	2 0,90%	32 13,40%	12 5,00%	9 3,80%	12 5,00%	27 11,20%	31 12,80%	24 9,90%
ES 	500 100,00%	689 100,00%	4 0,60%	34 5,00%	31 4,40%	19 2,70%	36 5,20%	60 8,80%	67 9,80%	88 12,80%
NO 	528 100,00%	72 100,00%	1 2,00%	8 11,10%	4 5,60%	6 8,90%	6 8,00%	7 10,30%	10 14,10%	6 8,00%
HR 	500 100,00%	62 100,00%	1 1,60%	3 4,80%	3 4,60%	2 3,60%	2 3,60%	5 8,60%	6 10,40%	5 8,20%












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		Sample size unweigh ted	Sample size weighte d	70-79	80-89	90-99
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>728</b> <b>12,60%</b>	<b>731</b> <b>12,70%</b>	<b>609</b> <b>10,50%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	17 10,70%	18 11,50%	14 8,80%
DK		535 100,00%	79 100,00%	12 14,70%	9 10,90%	8 9,90%
FR		528 100,00%	910 100,00%	123 13,50%	143 15,80%	86 9,40%
DE		524 100,00%	1190 100,00%	125 10,50%	123 10,30%	138 11,60%
IT		561 100,00%	876 100,00%	129 14,80%	124 14,20%	135 15,40%
PL		500 100,00%	596 100,00%	50 8,30%	87 14,60%	49 8,30%
UK		527 100,00%	906 100,00%	142 15,60%	93 10,20%	73 8,00%
NL		541 100,00%	242 100,00%	27 11,40%	24 10,10%	21 8,60%
ES		500 100,00%	689 100,00%	88 12,70%	96 14,00%	76 11,00%
NO		528 100,00%	72 100,00%	8 10,60%	6 8,70%	4 5,20%
HR		500 100,00%	62 100,00%	8 12,80%	7 11,30%	6 10,00%

Q19.1 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

A light bulbs/lamp

	Sample size unweighted	Sample size weighted	100 The environmental friendliness of the product / service is the only thing I take into account	TOP (80-100)	MID (50-79)	BOT (0-49)	MEAN	SD
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>712</b> 12,30%	<b>2052</b> 35,50%	<b>2009</b> 34,80%	<b>1720</b> 29,80%	<b>63,2</b>	<b>29,1</b>
<b>Country</b>								
CZ 	537 100,00%	159 100,00%	18 11,10%	50 31,40%	50 31,30%	59 37,30%	58,6	30,9
DK 	535 100,00%	79 100,00%	8 10,40%	25 31,20%	29 37,00%	25 31,80%	61	30
FR 	528 100,00%	910 100,00%	105 11,60%	334 36,80%	343 37,70%	232 25,50%	64,9	28
DE 	524 100,00%	1190 100,00%	116 9,70%	376 31,60%	402 33,80%	411 34,60%	60,1	28,9
IT 	561 100,00%	876 100,00%	162 18,60%	422 48,20%	312 35,60%	142 16,20%	73,5	24,5
PL 	500 100,00%	596 100,00%	112 18,70%	248 41,60%	161 27,00%	187 31,40%	64,3	30,7
UK 	527 100,00%	906 100,00%	64 7,00%	229 25,30%	343 37,90%	334 36,90%	56,6	30
NL 	541 100,00%	242 100,00%	19 7,90%	64 26,60%	82 34,10%	95 39,30%	55,2	31,1
ES 	500 100,00%	689 100,00%	90 13,10%	262 38,00%	243 35,30%	184 26,70%	65,7	27,8
NO 	528 100,00%	72 100,00%	5 7,50%	15 21,40%	24 32,70%	33 45,90%	51	30,5
HR 	500 100,00%	62 100,00%	13 20,40%	26 41,70%	20 31,50%	17 26,80%	66,9	30,3

Q19.2 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

A washing machine























	Sample size unweigh ted	Sample size weighte d	0 I don't pay attenti on to the environ mental friendl iness of a product / service at all	1-9	10-19	20-29	30-39	40-49	50-59	60-69
<b>TOTAL</b>	<b>5781</b>	<b>5781</b>	<b>32</b>	<b>242</b>	<b>166</b>	<b>197</b>	<b>228</b>	<b>612</b>	<b>730</b>	<b>716</b>
	100,00%	100,00%	0,60%	4,20%	2,90%	3,40%	3,90%	10,60%	12,60%	12,40%
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	0 0,20%	6 4,10%	6 4,10%	8 4,80%	8 5,10%	17 11,00%	21 13,30%	16 10,30%
DK 	535 100,00%	79 100,00%	1 1,20%	3 3,90%	3 3,40%	3 3,90%	3 4,10%	7 8,70%	9 11,30%	11 14,30%
FR 	528 100,00%	910 100,00%	5 0,50%	38 4,20%	24 2,60%	36 4,00%	33 3,60%	101 11,10%	117 12,80%	131 14,40%
DE 	524 100,00%	1190 100,00%	5 0,40%	29 2,50%	33 2,80%	44 3,70%	39 3,30%	118 9,90%	148 12,40%	127 10,60%
IT 	561 100,00%	876 100,00%	- -	6 0,70%	15 1,70%	12 1,30%	27 3,10%	77 8,80%	98 11,20%	100 11,40%
PL 	500 100,00%	596 100,00%	7 1,10%	34 5,60%	14 2,40%	38 6,30%	28 4,70%	52 8,70%	94 15,80%	56 9,50%
UK 	527 100,00%	906 100,00%	7 0,80%	70 7,70%	30 3,30%	27 3,00%	46 5,10%	127 14,00%	111 12,30%	138 15,30%
NL 	541 100,00%	242 100,00%	2 0,80%	20 8,30%	12 4,90%	7 2,80%	11 4,60%	25 10,40%	36 14,90%	32 13,10%
ES 	500 100,00%	689 100,00%	4 0,60%	26 3,80%	22 3,10%	15 2,20%	25 3,60%	74 10,70%	79 11,40%	91 13,10%
NO 	528 100,00%	72 100,00%	1 1,40%	7 9,60%	5 7,20%	5 6,80%	4 5,90%	8 10,90%	10 13,80%	7 10,00%
HR 	500 100,00%	62 100,00%	0 0,80%	2 2,60%	2 2,80%	2 3,60%	3 4,70%	4 6,80%	8 12,40%	7 11,00%

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		Sample size unweigh ted	Sample size weighte d	70-79	80-89	90-99
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>876</b> <b>15,20%</b>	<b>791</b> <b>13,70%</b>	<b>597</b> <b>10,30%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	21 13,50%	23 14,40%	16 10,20%
DK		535 100,00%	79 100,00%	12 15,70%	13 16,70%	7 8,90%
FR		528 100,00%	910 100,00%	147 16,20%	127 13,90%	70 7,70%
DE		524 100,00%	1190 100,00%	172 14,50%	182 15,30%	177 14,90%
IT		561 100,00%	876 100,00%	140 16,00%	134 15,30%	126 14,40%
PL		500 100,00%	596 100,00%	82 13,80%	69 11,50%	43 7,20%
UK		527 100,00%	906 100,00%	143 15,80%	99 10,90%	61 6,70%
NL		541 100,00%	242 100,00%	39 16,10%	29 12,00%	17 7,20%
ES		500 100,00%	689 100,00%	101 14,60%	99 14,40%	66 9,60%
NO		528 100,00%	72 100,00%	9 12,90%	7 9,90%	5 6,50%
HR		500 100,00%	62 100,00%	8 13,20%	9 14,10%	8 12,70%



Q19.2 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

A washing machine

	Sample size unweighted	Sample size weighted	100 The environmental friendliness of the product / service is the only thing I take into account	TOP (80-100)	MID (50-79)	BOT (0-49)	MEAN	SD
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>593</b> 10,30%	<b>1980</b> 34,30%	<b>2322</b> 40,20%	<b>1479</b> 25,60%	<b>65,2</b>	<b>26,2</b>
<b>Country</b>								
CZ 	537 100,00%	159 100,00%	15 9,10%	54 33,70%	59 37,10%	46 29,20%	63,2	26,9
DK 	535 100,00%	79 100,00%	6 7,80%	26 33,40%	33 41,30%	20 25,30%	64,4	26,4
FR 	528 100,00%	910 100,00%	81 8,90%	278 30,50%	395 43,40%	237 26,00%	64,1	25,4
DE 	524 100,00%	1190 100,00%	116 9,70%	474 39,80%	447 37,50%	269 22,60%	67,9	25,3
IT 	561 100,00%	876 100,00%	139 15,80%	399 45,60%	337 38,50%	139 15,90%	73,3	22,2
PL 	500 100,00%	596 100,00%	79 13,30%	191 32,00%	233 39,10%	173 28,90%	62,4	28,2
UK 	527 100,00%	906 100,00%	46 5,10%	206 22,70%	393 43,30%	308 33,90%	58,4	26,6
NL 	541 100,00%	242 100,00%	12 4,90%	58 24,10%	107 44,10%	77 31,80%	58,2	27,4
ES 	500 100,00%	689 100,00%	88 12,70%	253 36,70%	270 39,10%	167 24,20%	66,7	26,1
NO 	528 100,00%	72 100,00%	4 5,00%	15 21,40%	26 36,70%	30 41,90%	53	29,4
HR 	500 100,00%	62 100,00%	9 15,20%	26 42,10%	23 36,60%	13 21,30%	68,5	26,6

Q19.3 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

A t-shirt























	Sample size unweighted	Sample size weighted	0 I don't pay attention to the environ- mental friendl- iness of a product / service at all	1-9	10-19	20-29	30-39	40-49	50-59	60-69
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>96</b> 1,70%	<b>1072</b> 18,50%	<b>605</b> 10,50%	<b>500</b> 8,60%	<b>455</b> 7,90%	<b>800</b> 13,80%	<b>840</b> 14,50%	<b>437</b> 7,60%
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	3 1,70%	35 21,80%	20 12,40%	14 9,00%	13 8,40%	20 12,70%	22 14,00%	7 4,40%
DK 	535 100,00%	79 100,00%	3 3,20%	24 30,50%	10 13,30%	8 10,50%	7 8,50%	11 14,20%	7 9,20%	4 4,50%
FR 	528 100,00%	910 100,00%	14 1,50%	192 21,10%	92 10,10%	93 10,20%	84 9,20%	115 12,60%	144 15,80%	60 6,60%
DE 	524 100,00%	1190 100,00%	19 1,60%	140 11,80%	122 10,20%	96 8,00%	88 7,40%	205 17,20%	167 14,10%	102 8,60%
IT 	561 100,00%	876 100,00%	8 0,90%	111 12,70%	83 9,50%	83 9,50%	53 6,10%	107 12,30%	138 15,80%	100 11,40%
PL 	500 100,00%	596 100,00%	15 2,50%	121 20,30%	62 10,40%	52 8,70%	55 9,20%	66 11,10%	77 12,90%	37 6,20%
UK 	527 100,00%	906 100,00%	18 1,90%	254 28,00%	105 11,60%	63 6,90%	72 7,90%	124 13,70%	113 12,50%	55 6,10%
NL 	541 100,00%	242 100,00%	5 2,20%	68 28,30%	37 15,40%	22 9,10%	20 8,30%	27 11,30%	24 10,00%	9 3,60%
ES 	500 100,00%	689 100,00%	7 1,00%	97 14,10%	58 8,40%	55 8,00%	52 7,50%	112 16,20%	129 18,80%	56 8,20%
NO 	528 100,00%	72 100,00%	3 3,70%	18 25,00%	10 14,20%	10 13,30%	7 9,50%	6 8,90%	8 11,20%	4 5,60%
HR 	500 100,00%	62 100,00%	2 3,40%	11 17,80%	6 8,90%	4 6,50%	5 7,60%	6 9,80%	9 15,10%	4 5,80%












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		Sample size unweigh ted	Sample size weighte d	70-79	80-89	90-99
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>393</b> <b>6,80%</b>	<b>262</b> <b>4,50%</b>	<b>136</b> <b>2,30%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	8 5,00%	7 4,20%	5 3,00%
DK		535 100,00%	79 100,00%	2 3,10%	1 1,40%	1 0,90%
FR		528 100,00%	910 100,00%	46 5,10%	36 4,00%	14 1,50%
DE		524 100,00%	1190 100,00%	101 8,50%	74 6,30%	27 2,30%
IT		561 100,00%	876 100,00%	72 8,20%	61 7,00%	30 3,40%
PL		500 100,00%	596 100,00%	34 5,70%	27 4,50%	15 2,50%
UK		527 100,00%	906 100,00%	55 6,10%	21 2,40%	15 1,70%
NL		541 100,00%	242 100,00%	14 6,00%	8 3,20%	4 1,50%
ES		500 100,00%	689 100,00%	54 7,90%	21 3,00%	23 3,30%
NO		528 100,00%	72 100,00%	2 2,70%	2 2,50%	1 1,30%
HR		500 100,00%	62 100,00%	4 6,80%	4 5,80%	2 3,00%

Q19.3 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

A t-shirt

	Sample size unweighted	Sample size weighted	100 The environmental friendliness of the product / service is the only thing I take into account	TOP (80-100)	MID (50-79)	BOT (0-49)	MEAN	SD
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>184</b> 3,20%	<b>581</b> 10,10%	<b>1671</b> 28,90%	<b>3529</b> 61,00%	<b>40,3</b>	<b>28,2</b>
<b>Country</b>								
CZ 	537 100,00%	159 100,00%	5 3,40%	17 10,70%	37 23,30%	105 66,00%	37	28,8
DK 	535 100,00%	79 100,00%	1 0,80%	2 3,00%	13 16,80%	63 80,10%	27,6	24,4
FR 	528 100,00%	910 100,00%	20 2,30%	71 7,80%	250 27,50%	589 64,70%	37,1	26,9
DE 	524 100,00%	1190 100,00%	48 4,00%	149 12,50%	370 31,10%	670 56,40%	45,1	27,6
IT 	561 100,00%	876 100,00%	27 3,10%	118 13,50%	310 35,40%	447 51,10%	46	27,8
PL 	500 100,00%	596 100,00%	36 6,00%	77 13,00%	148 24,80%	371 62,20%	39,9	30,4
UK 	527 100,00%	906 100,00%	12 1,30%	49 5,40%	223 24,60%	635 70,10%	33,3	27
NL 	541 100,00%	242 100,00%	3 1,10%	14 5,80%	47 19,60%	180 74,50%	31	26,8
ES 	500 100,00%	689 100,00%	24 3,60%	68 9,90%	240 34,80%	381 55,30%	44,2	27,2
NO 	528 100,00%	72 100,00%	2 2,10%	4 5,90%	14 19,40%	54 74,70%	30,7	26,2
HR 	500 100,00%	62 100,00%	6 9,50%	11 18,30%	17 27,70%	34 54,00%	44,8	32,6

Q19.4 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

A cleaning detergent























	Sample size unweighted	Sample size weighted	0 I don't pay attention to the environmental friendliness of a product / service at all	1-9	10-19	20-29	30-39	40-49	50-59	60-69
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>52</b> 0,90%	<b>427</b> 7,40%	<b>283</b> 4,90%	<b>290</b> 5,00%	<b>337</b> 5,80%	<b>649</b> 11,20%	<b>696</b> 12,00%	<b>616</b> 10,70%
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	1 0,60%	10 6,30%	8 5,20%	7 4,50%	11 7,10%	16 10,30%	19 12,00%	18 11,60%
DK 	535 100,00%	79 100,00%	1 1,00%	9 12,00%	4 5,10%	2 2,90%	5 5,80%	11 14,30%	11 13,30%	7 8,30%
FR 	528 100,00%	910 100,00%	7 0,70%	71 7,80%	36 4,00%	49 5,40%	57 6,30%	88 9,70%	111 12,20%	105 11,60%
DE 	524 100,00%	1190 100,00%	12 1,00%	63 5,30%	61 5,20%	61 5,20%	73 6,20%	170 14,30%	123 10,30%	110 9,30%
IT 	561 100,00%	876 100,00%	2 0,20%	19 2,20%	14 1,60%	26 2,90%	30 3,40%	89 10,20%	109 12,40%	116 13,20%
PL 	500 100,00%	596 100,00%	6 0,90%	45 7,60%	35 5,80%	35 5,80%	31 5,30%	56 9,30%	63 10,50%	49 8,20%
UK 	527 100,00%	906 100,00%	16 1,70%	127 14,00%	68 7,50%	57 6,30%	59 6,50%	102 11,30%	135 14,90%	88 9,70%
NL 	541 100,00%	242 100,00%	5 2,10%	37 15,30%	21 8,50%	18 7,50%	16 6,60%	35 14,60%	31 13,00%	20 8,30%
ES 	500 100,00%	689 100,00%	1 0,20%	32 4,60%	26 3,80%	28 4,10%	47 6,70%	69 10,00%	79 11,40%	90 13,00%
NO 	528 100,00%	72 100,00%	1 1,50%	8 11,20%	7 9,20%	5 6,70%	5 6,90%	7 10,30%	10 13,50%	7 10,30%
HR 	500 100,00%	62 100,00%	1 1,00%	5 8,10%	2 3,20%	2 3,60%	2 3,60%	5 8,30%	6 9,60%	6 9,10%












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		Sample size unweigh ted	Sample size weighte d	70-79	80-89	90-99
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>668</b> <b>11,60%</b>	<b>670</b> <b>11,60%</b>	<b>505</b> <b>8,70%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	20 12,30%	14 9,10%	18 11,10%
DK		535 100,00%	79 100,00%	9 10,80%	8 9,60%	7 9,50%
FR		528 100,00%	910 100,00%	107 11,70%	106 11,60%	88 9,60%
DE		524 100,00%	1190 100,00%	121 10,20%	146 12,30%	130 10,90%
IT		561 100,00%	876 100,00%	110 12,60%	147 16,80%	85 9,70%
PL		500 100,00%	596 100,00%	63 10,50%	74 12,40%	53 9,00%
UK		527 100,00%	906 100,00%	105 11,50%	68 7,50%	48 5,30%
NL		541 100,00%	242 100,00%	23 9,50%	17 6,90%	12 4,90%
ES		500 100,00%	689 100,00%	96 13,90%	78 11,30%	56 8,10%
NO		528 100,00%	72 100,00%	8 11,00%	5 7,20%	5 6,50%
HR		500 100,00%	62 100,00%	8 12,20%	8 13,20%	5 7,40%

Q19.4 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

A cleaning detergent

	Sample size unweighted	Sample size weighted	100 The environmental friendliness of the product / service is the only thing I take into account	TOP (80-100)	MID (50-79)	BOT (0-49)	MEAN	SD
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>586</b> 10,10%	<b>1761</b> 30,50%	<b>1981</b> 34,30%	<b>2039</b> 35,30%	<b>59,5</b>	<b>29,2</b>
<b>Country</b>								
CZ 	537 100,00%	159 100,00%	16 10,10%	48 30,20%	57 35,80%	54 34,00%	60,3	28,9
DK 	535 100,00%	79 100,00%	6 7,20%	21 26,30%	26 32,50%	32 41,20%	55,4	30,7
FR 	528 100,00%	910 100,00%	85 9,40%	279 30,60%	323 35,50%	309 33,90%	59,7	29,1
DE 	524 100,00%	1190 100,00%	117 9,90%	393 33,10%	355 29,80%	442 37,10%	60,5	28,8
IT 	561 100,00%	876 100,00%	128 14,60%	360 41,10%	335 38,30%	181 20,70%	69,7	24,1
PL 	500 100,00%	596 100,00%	87 14,70%	214 36,00%	175 29,30%	207 34,70%	60,8	31,2
UK 	527 100,00%	906 100,00%	34 3,80%	150 16,50%	327 36,10%	429 47,40%	48,5	29,3
NL 	541 100,00%	242 100,00%	7 2,70%	35 14,60%	75 30,80%	132 54,60%	45,2	29,2
ES 	500 100,00%	689 100,00%	89 12,90%	222 32,20%	265 38,40%	203 29,40%	63,5	27,2
NO 	528 100,00%	72 100,00%	4 5,60%	14 19,40%	25 34,80%	33 45,80%	50,4	30,2
HR 	500 100,00%	62 100,00%	13 20,60%	26 41,20%	19 31,00%	17 27,90%	65,4	30,7

Q19.5 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

A bottle of shampoo























	Sample size unweighted	Sample size weighted	0 I don't pay attention to the environ- mental friendl- iness of a product / service at all	1-9	10-19	20-29	30-39	40-49	50-59	60-69
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>65</b> 1,10%	<b>681</b> 11,80%	<b>427</b> 7,40%	<b>382</b> 6,60%	<b>396</b> 6,90%	<b>697</b> 12,10%	<b>808</b> 14,00%	<b>576</b> 10,00%
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	2 0,90%	23 14,40%	14 8,80%	16 9,80%	9 5,90%	20 12,80%	24 15,00%	12 7,50%
DK 	535 100,00%	79 100,00%	2 2,20%	12 15,80%	8 9,90%	6 8,20%	5 6,10%	12 15,50%	11 13,50%	5 6,30%
FR 	528 100,00%	910 100,00%	8 0,90%	119 13,10%	60 6,60%	61 6,70%	76 8,30%	113 12,50%	131 14,40%	78 8,60%
DE 	524 100,00%	1190 100,00%	12 1,00%	117 9,80%	120 10,10%	100 8,40%	82 6,90%	169 14,20%	169 14,20%	113 9,50%
IT 	561 100,00%	876 100,00%	- -	33 3,70%	33 3,80%	39 4,40%	46 5,30%	97 11,10%	119 13,60%	112 12,70%
PL 	500 100,00%	596 100,00%	7 1,10%	65 10,90%	43 7,20%	36 6,10%	45 7,50%	53 8,90%	83 14,00%	56 9,40%
UK 	527 100,00%	906 100,00%	19 2,10%	182 20,10%	77 8,50%	48 5,30%	68 7,50%	102 11,30%	121 13,40%	100 11,00%
NL 	541 100,00%	242 100,00%	7 2,90%	63 26,10%	32 13,30%	18 7,40%	15 6,20%	30 12,60%	24 10,10%	14 5,60%
ES 	500 100,00%	689 100,00%	6 0,80%	51 7,40%	33 4,80%	46 6,60%	38 5,60%	86 12,50%	109 15,70%	75 10,90%
NO 	528 100,00%	72 100,00%	2 2,70%	12 16,00%	6 7,90%	9 12,60%	8 11,20%	8 11,30%	9 12,50%	6 8,60%
HR 	500 100,00%	62 100,00%	1 1,20%	5 7,90%	2 3,20%	4 6,00%	4 6,00%	5 8,10%	8 12,20%	6 8,90%

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		Sample size unweigh ted	Sample size weighte d	70-79	80-89	90-99
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>638</b> <b>11,00%</b>	<b>460</b> <b>8,00%</b>	<b>286</b> <b>4,90%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	12 7,50%	11 7,10%	9 5,80%
DK		535 100,00%	79 100,00%	7 8,80%	5 6,20%	3 3,80%
FR		528 100,00%	910 100,00%	112 12,30%	71 7,80%	34 3,80%
DE		524 100,00%	1190 100,00%	97 8,20%	83 7,00%	67 5,60%
IT		561 100,00%	876 100,00%	119 13,60%	119 13,60%	73 8,30%
PL		500 100,00%	596 100,00%	56 9,40%	49 8,30%	34 5,80%
UK		527 100,00%	906 100,00%	102 11,20%	45 5,00%	15 1,60%
NL		541 100,00%	242 100,00%	17 7,10%	10 4,00%	7 3,00%
ES		500 100,00%	689 100,00%	104 15,00%	58 8,40%	36 5,30%
NO		528 100,00%	72 100,00%	5 7,20%	2 3,30%	2 2,40%
HR		500 100,00%	62 100,00%	8 12,80%	6 10,00%	5 8,40%

Q19.5 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

A bottle of shampoo

	Sample size unweighted	Sample size weighted	100 The environmental friendliness of the product / service is the only thing I take into account	TOP (80-100)	MID (50-79)	BOT (0-49)	MEAN	SD
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>361</b> 6,30%	<b>1108</b> 19,20%	<b>2022</b> 35,00%	<b>2651</b> 45,90%	<b>50,8</b>	<b>29,6</b>
<b>Country</b>								
CZ 	537 100,00%	159 100,00%	7 4,50%	28 17,30%	48 30,00%	84 52,70%	46,2	29,9
DK 	535 100,00%	79 100,00%	3 3,60%	11 13,70%	22 28,50%	45 57,80%	43,7	29,5
FR 	528 100,00%	910 100,00%	46 5,10%	151 16,60%	321 35,30%	438 48,10%	49,1	29
DE 	524 100,00%	1190 100,00%	60 5,10%	210 17,70%	378 31,80%	601 50,50%	48,8	28,7
IT 	561 100,00%	876 100,00%	84 9,60%	276 31,50%	350 40,00%	249 28,40%	63,5	26
PL 	500 100,00%	596 100,00%	68 11,40%	152 25,50%	195 32,80%	249 41,70%	54	31,1
UK 	527 100,00%	906 100,00%	27 3,00%	87 9,60%	323 35,60%	496 54,70%	42,4	29,3
NL 	541 100,00%	242 100,00%	4 1,60%	21 8,60%	55 22,90%	166 68,50%	34,8	28,9
ES 	500 100,00%	689 100,00%	49 7,20%	143 20,80%	287 41,60%	259 37,60%	56,1	27,4
NO 	528 100,00%	72 100,00%	3 4,10%	7 9,90%	20 28,40%	44 61,70%	40,6	28,4
HR 	500 100,00%	62 100,00%	10 15,50%	21 33,80%	21 33,80%	20 32,40%	61,6	30,8

Q19.6 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

Paint























	Sample size unweighted	Sample size weighted	0 I don't pay attenti on to the environ mental friendl iness of a product / service at all	1-9	10-19	20-29	30-39	40-49	50-59	60-69
<b>TOTAL</b>	<b>5781</b>	<b>5781</b>	<b>53</b>	<b>555</b>	<b>344</b>	<b>312</b>	<b>339</b>	<b>616</b>	<b>767</b>	<b>602</b>
	100,00%	100,00%	0,90%	9,60%	6,00%	5,40%	5,90%	10,70%	13,30%	10,40%
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	1 0,70%	23 14,20%	11 7,10%	13 8,20%	10 6,30%	16 9,90%	18 11,60%	16 10,30%
DK 	535 100,00%	79 100,00%	1 1,80%	14 17,80%	5 6,80%	5 6,50%	7 8,30%	10 13,10%	10 12,50%	8 9,80%
FR 	528 100,00%	910 100,00%	5 0,60%	89 9,80%	43 4,80%	55 6,10%	46 5,00%	80 8,80%	135 14,80%	107 11,70%
DE 	524 100,00%	1190 100,00%	10 0,80%	69 5,80%	65 5,50%	58 4,80%	77 6,50%	120 10,10%	134 11,30%	130 11,00%
IT 	561 100,00%	876 100,00%	5 0,50%	73 8,40%	43 4,90%	36 4,20%	40 4,60%	102 11,60%	128 14,60%	105 12,00%
PL 	500 100,00%	596 100,00%	2 0,40%	53 8,80%	37 6,30%	32 5,30%	42 7,10%	45 7,60%	55 9,20%	43 7,30%
UK 	527 100,00%	906 100,00%	17 1,90%	131 14,40%	83 9,20%	68 7,50%	58 6,40%	118 13,00%	136 15,10%	80 8,90%
NL 	541 100,00%	242 100,00%	3 1,40%	36 14,70%	18 7,50%	18 7,50%	19 7,90%	38 15,70%	27 11,00%	23 9,40%
ES 	500 100,00%	689 100,00%	5 0,80%	53 7,70%	28 4,10%	20 2,80%	31 4,50%	71 10,30%	108 15,70%	79 11,40%
NO 	528 100,00%	72 100,00%	1 2,10%	9 12,50%	4 6,10%	4 5,70%	5 6,90%	9 12,60%	9 12,00%	6 9,00%
HR 	500 100,00%	62 100,00%	1 1,80%	6 10,30%	5 7,40%	3 5,20%	4 5,70%	5 8,20%	7 11,90%	4 6,60%












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		Sample size unweigh ted	Sample size weighte d	70-79	80-89	90-99
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>640</b> <b>11,10%</b>	<b>625</b> <b>10,80%</b>	<b>416</b> <b>7,20%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	16 10,10%	12 7,70%	10 6,20%
DK		535 100,00%	79 100,00%	7 8,90%	5 5,80%	3 4,30%
FR		528 100,00%	910 100,00%	104 11,40%	120 13,20%	57 6,30%
DE		524 100,00%	1190 100,00%	118 9,90%	168 14,20%	122 10,30%
IT		561 100,00%	876 100,00%	94 10,80%	106 12,10%	56 6,40%
PL		500 100,00%	596 100,00%	73 12,20%	58 9,80%	61 10,20%
UK		527 100,00%	906 100,00%	101 11,20%	52 5,70%	31 3,40%
NL		541 100,00%	242 100,00%	26 10,90%	17 6,90%	10 4,20%
ES		500 100,00%	689 100,00%	87 12,60%	74 10,70%	57 8,30%
NO		528 100,00%	72 100,00%	7 10,30%	7 9,00%	5 6,30%
HR		500 100,00%	62 100,00%	7 10,80%	6 10,00%	4 6,40%

Q19.6 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

Paint

	Sample size unweighted	Sample size weighted	100 The environmental friendliness of the product / service is the only thing I take into account	TOP (80-100)	MID (50-79)	BOT (0-49)	MEAN	SD
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>510</b> 8,80%	<b>1551</b> 26,80%	<b>2009</b> 34,80%	<b>2221</b> 38,40%	<b>56,3</b>	<b>30</b>
<b>Country</b>								
CZ 	537 100,00%	159 100,00%	12 7,80%	34 21,60%	51 32,00%	74 46,30%	50,7	31,4
DK 	535 100,00%	79 100,00%	4 4,50%	11 14,60%	25 31,10%	43 54,30%	45,2	30,2
FR 	528 100,00%	910 100,00%	69 7,50%	246 27,00%	345 37,90%	319 35,10%	57	29,2
DE 	524 100,00%	1190 100,00%	118 9,90%	409 34,40%	382 32,10%	399 33,50%	61	29
IT 	561 100,00%	876 100,00%	85 9,70%	247 28,20%	327 37,40%	301 34,40%	58,5	28,6
PL 	500 100,00%	596 100,00%	94 15,80%	213 35,80%	171 28,70%	212 35,50%	61	32
UK 	527 100,00%	906 100,00%	30 3,30%	112 12,40%	318 35,10%	476 52,50%	45,1	28,7
NL 	541 100,00%	242 100,00%	7 2,90%	34 14,00%	76 31,30%	132 54,70%	46,1	28,9
ES 	500 100,00%	689 100,00%	76 11,10%	207 30,10%	273 39,70%	209 30,30%	61,1	28,7
NO 	528 100,00%	72 100,00%	5 7,50%	16 22,90%	23 31,20%	33 45,90%	51,7	30,9
HR 	500 100,00%	62 100,00%	10 15,80%	20 32,10%	18 29,30%	24 38,60%	57,2	33

Q19.7 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

A car























	Sample size unweighted	Sample size weighted	0 I don't pay attention to the environmental friendliness of a product / service at all	1-9	10-19	20-29	30-39	40-49	50-59	60-69
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>37</b> 0,60%	<b>368</b> 6,40%	<b>237</b> 4,10%	<b>244</b> 4,20%	<b>286</b> 4,90%	<b>632</b> 10,90%	<b>868</b> 15,00%	<b>687</b> 11,90%
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	1 0,40%	13 8,10%	6 4,00%	11 6,90%	9 5,90%	19 11,70%	23 14,70%	19 11,80%
DK 	535 100,00%	79 100,00%	1 1,00%	6 7,70%	3 3,30%	3 4,10%	4 5,30%	11 14,00%	10 12,20%	10 13,10%
FR 	528 100,00%	910 100,00%	3 0,40%	51 5,60%	44 4,80%	52 5,70%	48 5,20%	104 11,50%	150 16,40%	122 13,40%
DE 	524 100,00%	1190 100,00%	7 0,60%	58 4,90%	69 5,80%	39 3,30%	80 6,70%	129 10,80%	196 16,50%	130 11,00%
IT 	561 100,00%	876 100,00%	- -	19 2,20%	20 2,30%	31 3,50%	30 3,40%	78 8,90%	111 12,70%	118 13,50%
PL 	500 100,00%	596 100,00%	7 1,10%	66 11,10%	22 3,60%	25 4,30%	33 5,60%	68 11,40%	88 14,70%	48 8,00%
UK 	527 100,00%	906 100,00%	11 1,20%	92 10,10%	36 4,00%	43 4,70%	38 4,10%	99 10,90%	138 15,30%	121 13,40%
NL 	541 100,00%	242 100,00%	1 0,60%	30 12,30%	13 5,20%	8 3,40%	16 6,80%	31 12,80%	41 16,90%	33 13,50%
ES 	500 100,00%	689 100,00%	4 0,60%	21 3,10%	18 2,60%	24 3,50%	20 2,90%	78 11,40%	89 13,00%	71 10,20%
NO 	528 100,00%	72 100,00%	1 1,60%	6 9,00%	5 6,30%	4 5,50%	5 7,20%	9 13,00%	11 15,30%	9 11,90%
HR 	500 100,00%	62 100,00%	1 1,20%	5 7,90%	3 4,80%	3 4,80%	3 4,80%	6 9,10%	10 16,70%	7 11,20%












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		Sample size unweigh ted	Sample size weighte d	70-79	80-89	90-99
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>731</b> <b>12,60%</b>	<b>725</b> <b>12,50%</b>	<b>474</b> <b>8,20%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	18 11,60%	18 11,10%	12 7,40%
DK		535 100,00%	79 100,00%	11 14,60%	10 12,90%	5 6,00%
FR		528 100,00%	910 100,00%	102 11,20%	109 12,00%	64 7,00%
DE		524 100,00%	1190 100,00%	124 10,40%	163 13,70%	105 8,90%
IT		561 100,00%	876 100,00%	131 14,90%	124 14,20%	102 11,70%
PL		500 100,00%	596 100,00%	73 12,20%	62 10,50%	44 7,40%
UK		527 100,00%	906 100,00%	122 13,40%	106 11,70%	58 6,40%
NL		541 100,00%	242 100,00%	28 11,40%	21 8,70%	12 5,00%
ES		500 100,00%	689 100,00%	106 15,30%	100 14,50%	65 9,40%
NO		528 100,00%	72 100,00%	8 11,70%	5 7,50%	4 5,00%
HR		500 100,00%	62 100,00%	8 13,40%	6 9,30%	4 7,00%

Q19.7 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

A car

	Sample size unweighted	Sample size weighted	100 The environmental friendliness of the product / service is the only thing I take into account	TOP (80-100)	MID (50-79)	BOT (0-49)	MEAN	SD
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>491</b> 8,50%	<b>1690</b> 29,20%	<b>2286</b> 39,50%	<b>1805</b> 31,20%	<b>60,5</b>	<b>27,6</b>
<b>Country</b>								
CZ 	537 100,00%	159 100,00%	10 6,50%	40 25,00%	61 38,10%	59 36,90%	56,5	28,2
DK 	535 100,00%	79 100,00%	4 5,60%	19 24,50%	31 39,90%	28 35,60%	58,2	27,4
FR 	528 100,00%	910 100,00%	60 6,60%	233 25,60%	374 41,10%	303 33,30%	58,4	26,7
DE 	524 100,00%	1190 100,00%	88 7,40%	357 30,00%	451 37,90%	382 32,10%	60,2	27,2
IT 	561 100,00%	876 100,00%	111 12,70%	337 38,50%	360 41,10%	179 20,40%	69	24,3
PL 	500 100,00%	596 100,00%	60 10,00%	166 27,90%	208 35,00%	221 37,10%	57	30,2
UK 	527 100,00%	906 100,00%	44 4,80%	207 22,90%	381 42,10%	318 35,00%	56,1	28,3
NL 	541 100,00%	242 100,00%	8 3,50%	41 17,10%	101 41,70%	99 41,10%	52	27,9
ES 	500 100,00%	689 100,00%	94 13,70%	259 37,50%	266 38,50%	165 24,00%	67,3	25,9
NO 	528 100,00%	72 100,00%	4 6,10%	13 18,60%	28 38,80%	31 42,60%	52,5	28,5
HR 	500 100,00%	62 100,00%	6 9,80%	16 26,00%	26 41,40%	20 32,60%	58,5	28,9



Q19.8 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

Toilet paper























	Sample size unweighted	Sample size weighted	0 I don't pay attention to the environmental friendliness of a product / service at all	1-9	10-19	20-29	30-39	40-49	50-59	60-69
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>72</b> 1,20%	<b>722</b> 12,50%	<b>373</b> 6,40%	<b>372</b> 6,40%	<b>346</b> 6,00%	<b>664</b> 11,50%	<b>781</b> 13,50%	<b>567</b> 9,80%
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	3 1,90%	31 19,80%	11 7,00%	9 5,40%	10 6,50%	14 9,00%	18 11,10%	9 5,50%
DK 	535 100,00%	79 100,00%	1 1,80%	13 16,90%	7 8,50%	7 9,10%	5 6,90%	10 12,90%	11 13,40%	7 8,80%
FR 	528 100,00%	910 100,00%	12 1,30%	133 14,70%	76 8,40%	67 7,40%	45 4,90%	92 10,10%	141 15,50%	101 11,10%
DE 	524 100,00%	1190 100,00%	17 1,40%	94 7,90%	88 7,40%	82 6,90%	85 7,10%	135 11,30%	176 14,80%	115 9,70%
IT 	561 100,00%	876 100,00%	3 0,30%	65 7,50%	40 4,60%	40 4,50%	56 6,40%	97 11,00%	100 11,40%	100 11,40%
PL 	500 100,00%	596 100,00%	12 2,00%	91 15,20%	44 7,40%	36 6,00%	23 3,90%	54 9,10%	66 11,00%	35 5,90%
UK 	527 100,00%	906 100,00%	10 1,20%	157 17,30%	35 3,90%	62 6,80%	59 6,50%	114 12,50%	125 13,80%	95 10,40%
NL 	541 100,00%	242 100,00%	5 2,10%	57 23,70%	23 9,40%	18 7,30%	14 5,70%	40 16,70%	32 13,10%	15 6,20%
ES 	500 100,00%	689 100,00%	6 0,80%	62 9,00%	42 6,10%	45 6,60%	41 5,90%	90 13,10%	98 14,20%	79 11,40%
NO 	528 100,00%	72 100,00%	2 2,90%	10 14,00%	6 7,60%	4 5,60%	6 8,70%	11 14,80%	9 12,70%	7 9,40%
HR 	500 100,00%	62 100,00%	1 1,00%	7 10,80%	2 3,00%	3 5,00%	2 3,40%	7 10,70%	7 11,10%	5 7,60%












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		Sample size unweigh ted	Sample size weighte d	70-79	80-89	90-99
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>552</b> <b>9,60%</b>	<b>538</b> <b>9,30%</b>	<b>346</b> <b>6,00%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	13 8,40%	14 9,00%	13 8,40%
DK		535 100,00%	79 100,00%	6 7,50%	5 6,10%	3 4,40%
FR		528 100,00%	910 100,00%	75 8,20%	83 9,10%	30 3,30%
DE		524 100,00%	1190 100,00%	109 9,10%	139 11,70%	63 5,30%
IT		561 100,00%	876 100,00%	104 11,80%	101 11,60%	88 10,00%
PL		500 100,00%	596 100,00%	52 8,80%	47 7,80%	48 8,00%
UK		527 100,00%	906 100,00%	93 10,30%	76 8,40%	45 5,00%
NL		541 100,00%	242 100,00%	14 6,00%	11 4,60%	8 3,20%
ES		500 100,00%	689 100,00%	74 10,70%	51 7,40%	38 5,60%
NO		528 100,00%	72 100,00%	6 8,50%	5 6,50%	3 4,70%
HR		500 100,00%	62 100,00%	6 9,60%	6 10,10%	6 9,60%

Q19.8 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

Toilet paper

	Sample size unweigh ted	Sample size weighte d	100 The environ mental friendl iness of the product / service is the only thing I take into account	TOP (80-100)	MID (50-79)	BOT (0-49)	MEAN	SD
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>447</b> 7,70%	<b>1331</b> 23,00%	<b>1900</b> 32,90%	<b>2550</b> 44,10%	<b>52,2</b>	<b>30,7</b>
<b>Country</b>								
CZ 	537 100,00%	159 100,00%	13 8,00%	40 25,40%	40 24,90%	79 49,60%	48,5	34
DK 	535 100,00%	79 100,00%	3 3,70%	11 14,20%	23 29,60%	44 56,20%	43,7	29,7
FR 	528 100,00%	910 100,00%	55 6,00%	167 18,40%	317 34,80%	426 46,80%	48,1	30,3
DE 	524 100,00%	1190 100,00%	88 7,40%	290 24,40%	399 33,60%	500 42,00%	54,1	29,2
IT 	561 100,00%	876 100,00%	81 9,20%	270 30,80%	303 34,60%	302 34,50%	60,2	28,9
PL 	500 100,00%	596 100,00%	88 14,80%	183 30,70%	153 25,80%	260 43,60%	53,8	34,7
UK 	527 100,00%	906 100,00%	35 3,90%	157 17,30%	313 34,50%	436 48,20%	48,4	29,9
NL 	541 100,00%	242 100,00%	5 2,10%	24 9,80%	61 25,20%	157 64,90%	37,9	28,8
ES 	500 100,00%	689 100,00%	65 9,40%	154 22,30%	251 36,30%	285 41,30%	54,6	29,4
NO 	528 100,00%	72 100,00%	3 4,50%	11 15,70%	22 30,60%	39 53,70%	46,4	29,8
HR 	500 100,00%	62 100,00%	11 18,10%	23 37,80%	18 28,30%	21 33,90%	61,7	32,7

Q19.9 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

An airline trip























	Sample size unweighted	Sample size weighted	0 I don't pay attention to the environmental friendliness of a product / service at all	1-9	10-19	20-29	30-39	40-49	50-59	60-69
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>139</b> 2,40%	<b>1310</b> 22,70%	<b>591</b> 10,20%	<b>505</b> 8,70%	<b>441</b> 7,60%	<b>666</b> 11,50%	<b>812</b> 14,00%	<b>347</b> 6,00%
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	6 3,60%	50 31,20%	17 10,80%	12 7,80%	12 7,60%	18 11,50%	17 10,50%	6 3,60%
DK 	535 100,00%	79 100,00%	3 3,50%	32 40,20%	11 14,20%	8 10,80%	5 6,50%	8 10,80%	5 5,80%	3 3,70%
FR 	528 100,00%	910 100,00%	19 2,10%	240 26,40%	87 9,50%	56 6,10%	72 7,90%	106 11,60%	150 16,50%	60 6,60%
DE 	524 100,00%	1190 100,00%	19 1,60%	211 17,80%	136 11,50%	110 9,20%	91 7,60%	145 12,20%	176 14,80%	61 5,10%
IT 	561 100,00%	876 100,00%	6 0,70%	140 16,00%	78 8,90%	91 10,40%	72 8,20%	102 11,70%	132 15,00%	56 6,40%
PL 	500 100,00%	596 100,00%	36 6,00%	210 35,20%	85 14,20%	50 8,40%	37 6,20%	53 8,90%	54 9,10%	28 4,70%
UK 	527 100,00%	906 100,00%	28 3,10%	212 23,30%	67 7,40%	78 8,60%	71 7,80%	101 11,10%	135 14,90%	58 6,40%
NL 	541 100,00%	242 100,00%	7 3,00%	75 31,00%	27 11,20%	21 8,50%	19 8,00%	26 10,70%	31 12,80%	16 6,70%
ES 	500 100,00%	689 100,00%	8 1,20%	104 15,10%	65 9,50%	65 9,40%	53 7,60%	93 13,50%	100 14,50%	54 7,80%
NO 	528 100,00%	72 100,00%	3 3,70%	18 24,70%	9 12,90%	9 12,00%	6 8,70%	9 12,10%	7 9,20%	3 4,30%
HR 	500 100,00%	62 100,00%	4 6,80%	19 30,10%	9 14,50%	6 9,40%	3 5,20%	6 9,10%	6 9,20%	3 4,80%












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		Sample size unweigh ted	Sample size weighte d	70-79	80-89	90-99
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>360</b> <b>6,20%</b>	<b>248</b> <b>4,30%</b>	<b>145</b> <b>2,50%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	5 3,30%	6 3,70%	4 2,20%
DK		535 100,00%	79 100,00%	1 1,60%	1 1,30%	1 0,70%
FR		528 100,00%	910 100,00%	41 4,50%	29 3,20%	17 1,90%
DE		524 100,00%	1190 100,00%	96 8,00%	56 4,70%	34 2,90%
IT		561 100,00%	876 100,00%	84 9,60%	56 6,30%	28 3,10%
PL		500 100,00%	596 100,00%	15 2,50%	7 1,20%	6 1,00%
UK		527 100,00%	906 100,00%	63 7,00%	40 4,40%	27 3,00%
NL		541 100,00%	242 100,00%	7 3,00%	7 3,00%	3 1,30%
ES		500 100,00%	689 100,00%	42 6,10%	43 6,20%	23 3,40%
NO		528 100,00%	72 100,00%	4 4,90%	2 2,50%	1 1,90%
HR		500 100,00%	62 100,00%	1 2,20%	1 2,20%	1 2,20%

Q19.9 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

An airline trip

	Sample size unweighted	Sample size weighted	100 The environmental friendliness of the product / service is the only thing I take into account	TOP (80-100)	MID (50-79)	BOT (0-49)	MEAN	SD
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>217</b> 3,70%	<b>609</b> 10,50%	<b>1518</b> 26,30%	<b>3654</b> 63,20%	<b>38,2</b>	<b>29,3</b>
<b>Country</b>								
CZ 	537 100,00%	159 100,00%	7 4,20%	16 10,20%	28 17,40%	115 72,50%	32	29,8
DK 	535 100,00%	79 100,00%	1 0,90%	2 2,90%	9 11,10%	68 86,10%	22,7	23,5
FR 	528 100,00%	910 100,00%	34 3,80%	81 8,90%	250 27,50%	578 63,60%	36,7	28,9
DE 	524 100,00%	1190 100,00%	55 4,60%	144 12,10%	333 28,00%	712 59,90%	41,4	29,2
IT 	561 100,00%	876 100,00%	30 3,40%	113 12,90%	272 31,00%	491 56,10%	43,9	28,6
PL 	500 100,00%	596 100,00%	16 2,70%	29 4,90%	97 16,30%	470 78,90%	25,7	26,5
UK 	527 100,00%	906 100,00%	28 3,10%	95 10,40%	256 28,30%	555 61,30%	38,8	29,5
NL 	541 100,00%	242 100,00%	2 0,80%	13 5,20%	54 22,50%	175 72,40%	30,3	26,5
ES 	500 100,00%	689 100,00%	40 5,80%	106 15,30%	196 28,40%	388 56,30%	44,4	29,5
NO 	528 100,00%	72 100,00%	2 3,10%	5 7,40%	13 18,30%	54 74,20%	32,3	27,8
HR 	500 100,00%	62 100,00%	3 4,30%	5 8,70%	10 16,20%	47 75,10%	29,3	29,4

Q19.10 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

Electricity























	Sample size unweighted	Sample size weighted	0 I don't pay attention to the environ- mental friendl- iness of a product / service at all	1-9	10-19	20-29	30-39	40-49	50-59	60-69
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>56</b> 1,00%	<b>442</b> 7,60%	<b>273</b> 4,70%	<b>293</b> 5,10%	<b>341</b> 5,90%	<b>675</b> 11,70%	<b>799</b> 13,80%	<b>646</b> 11,20%
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	1 0,80%	17 10,60%	12 7,60%	10 6,60%	10 6,00%	20 12,60%	23 14,80%	16 10,30%
DK 	535 100,00%	79 100,00%	2 2,50%	9 11,70%	4 4,70%	5 5,70%	4 5,70%	12 14,80%	13 16,30%	9 11,40%
FR 	528 100,00%	910 100,00%	8 0,90%	86 9,50%	49 5,40%	74 8,10%	54 5,90%	124 13,60%	150 16,50%	85 9,30%
DE 	524 100,00%	1190 100,00%	13 1,10%	71 6,00%	42 3,50%	54 4,50%	79 6,60%	160 13,50%	142 11,90%	138 11,60%
IT 	561 100,00%	876 100,00%	- -	20 2,30%	23 2,60%	28 3,20%	34 3,80%	61 6,90%	135 15,40%	116 13,20%
PL 	500 100,00%	596 100,00%	8 1,30%	57 9,50%	36 6,00%	46 7,70%	35 5,80%	50 8,40%	65 11,00%	56 9,40%
UK 	527 100,00%	906 100,00%	11 1,20%	95 10,50%	63 6,90%	42 4,60%	61 6,70%	125 13,80%	140 15,50%	116 12,80%
NL 	541 100,00%	242 100,00%	2 1,00%	31 12,70%	11 4,60%	11 4,60%	12 4,80%	33 13,60%	35 14,50%	29 12,20%
ES 	500 100,00%	689 100,00%	8 1,20%	44 6,40%	26 3,80%	16 2,40%	46 6,70%	76 11,00%	78 11,30%	68 9,90%
NO 	528 100,00%	72 100,00%	2 2,20%	8 10,80%	6 7,80%	5 7,20%	5 6,90%	8 11,60%	9 13,10%	7 10,20%
HR 	500 100,00%	62 100,00%	1 1,40%	4 7,10%	2 4,00%	2 4,00%	3 4,40%	7 10,60%	9 13,90%	5 7,90%

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		Sample size unweigh ted	Sample size weighte d	70-79	80-89	90-99
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>699</b> <b>12,10%</b>	<b>601</b> <b>10,40%</b>	<b>427</b> <b>7,40%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	13 8,00%	14 9,00%	8 5,00%
DK		535 100,00%	79 100,00%	7 9,30%	6 7,50%	4 4,80%
FR		528 100,00%	910 100,00%	88 9,70%	75 8,20%	52 5,70%
DE		524 100,00%	1190 100,00%	144 12,10%	128 10,80%	97 8,20%
IT		561 100,00%	876 100,00%	126 14,40%	125 14,20%	99 11,30%
PL		500 100,00%	596 100,00%	78 13,20%	56 9,40%	34 5,70%
UK		527 100,00%	906 100,00%	98 10,80%	74 8,20%	48 5,30%
NL		541 100,00%	242 100,00%	31 12,80%	20 8,40%	12 5,00%
ES		500 100,00%	689 100,00%	98 14,10%	88 12,80%	64 9,30%
NO		528 100,00%	72 100,00%	7 10,30%	6 8,90%	4 4,90%
HR		500 100,00%	62 100,00%	9 14,80%	7 11,60%	5 7,40%



Q19.10 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

Electricity

	Sample size unweighted	Sample size weighted	100 The environmental friendliness of the product / service is the only thing I take into account	TOP (80-100)	MID (50-79)	BOT (0-49)	MEAN	SD
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>528</b> 9,10%	<b>1555</b> 26,90%	<b>2144</b> 37,10%	<b>2082</b> 36,00%	<b>58,1</b>	<b>28,8</b>
<b>Country</b>								
CZ 	537 100,00%	159 100,00%	14 8,80%	36 22,90%	52 33,00%	70 44,10%	52,5	30,2
DK 	535 100,00%	79 100,00%	4 5,60%	14 17,90%	29 37,00%	36 45,10%	50,7	29
FR 	528 100,00%	910 100,00%	65 7,10%	192 21,10%	323 35,50%	395 43,40%	52,8	28,7
DE 	524 100,00%	1190 100,00%	122 10,30%	348 29,20%	423 35,60%	419 35,20%	60,1	28,1
IT 	561 100,00%	876 100,00%	109 12,40%	332 38,00%	376 42,90%	167 19,10%	68,5	24,4
PL 	500 100,00%	596 100,00%	77 12,90%	166 27,90%	200 33,50%	230 38,60%	56,7	31,4
UK 	527 100,00%	906 100,00%	34 3,80%	157 17,30%	354 39,10%	395 43,60%	51,6	27,9
NL 	541 100,00%	242 100,00%	14 5,80%	47 19,20%	96 39,50%	100 41,30%	53	29
ES 	500 100,00%	689 100,00%	76 11,10%	229 33,20%	244 35,40%	217 31,40%	62,5	28,4
NO 	528 100,00%	72 100,00%	4 6,00%	14 19,90%	24 33,70%	34 46,50%	50,5	30,1
HR 	500 100,00%	62 100,00%	8 13,00%	20 32,00%	23 36,50%	20 31,50%	61	29,6

Q19.11 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

A stay in a hotel























	Sample size unweigh ted	Sample size weighte d	0 I don't pay attenti on to the environ mental friendl iness of a product / service at all	1-9	10-19	20-29	30-39	40-49	50-59	60-69
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>148</b> 2,60%	<b>1389</b> 24,00%	<b>637</b> 11,00%	<b>492</b> 8,50%	<b>468</b> 8,10%	<b>741</b> 12,80%	<b>746</b> 12,90%	<b>380</b> 6,60%
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	7 4,40%	51 32,10%	17 10,90%	17 10,80%	16 10,30%	15 9,50%	14 8,80%	7 4,50%
DK 	535 100,00%	79 100,00%	3 3,70%	32 40,30%	10 13,00%	7 8,60%	5 5,70%	10 13,10%	7 8,60%	2 1,90%
FR 	528 100,00%	910 100,00%	26 2,90%	241 26,50%	94 10,30%	74 8,10%	79 8,70%	118 13,00%	136 14,90%	41 4,50%
DE 	524 100,00%	1190 100,00%	24 2,00%	234 19,70%	129 10,90%	109 9,20%	129 10,80%	175 14,70%	163 13,70%	80 6,70%
IT 	561 100,00%	876 100,00%	5 0,60%	145 16,50%	87 9,90%	87 10,00%	61 6,90%	111 12,70%	124 14,10%	77 8,80%
PL 	500 100,00%	596 100,00%	31 5,10%	183 30,70%	74 12,50%	47 7,80%	38 6,30%	73 12,30%	59 9,90%	27 4,60%
UK 	527 100,00%	906 100,00%	26 2,80%	261 28,80%	108 11,90%	65 7,10%	61 6,80%	100 11,10%	108 11,90%	72 8,00%
NL 	541 100,00%	242 100,00%	10 4,00%	92 37,80%	34 14,00%	20 8,20%	12 5,10%	30 12,20%	20 8,30%	9 3,80%
ES 	500 100,00%	689 100,00%	11 1,70%	117 16,90%	63 9,20%	53 7,60%	57 8,20%	95 13,80%	103 14,90%	59 8,60%
NO 	528 100,00%	72 100,00%	3 3,90%	19 26,20%	11 14,60%	9 12,00%	7 9,60%	7 9,90%	7 9,20%	3 4,10%
HR 	500 100,00%	62 100,00%	3 4,60%	15 24,40%	10 15,50%	6 9,40%	4 6,80%	7 11,30%	7 10,50%	2 3,30%












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		Sample size unweigh ted	Sample size weighte d	70-79	80-89	90-99
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>318</b> <b>5,50%</b>	<b>199</b> <b>3,40%</b>	<b>129</b> <b>2,20%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	5 3,30%	3 1,70%	3 1,80%
DK		535 100,00%	79 100,00%	2 2,60%	1 1,20%	0 0,60%
FR		528 100,00%	910 100,00%	44 4,90%	21 2,30%	9 1,00%
DE		524 100,00%	1190 100,00%	62 5,20%	34 2,90%	28 2,40%
IT		561 100,00%	876 100,00%	72 8,20%	55 6,30%	26 3,00%
PL		500 100,00%	596 100,00%	28 4,80%	12 2,00%	12 2,10%
UK		527 100,00%	906 100,00%	50 5,50%	19 2,10%	25 2,80%
NL		541 100,00%	242 100,00%	6 2,70%	4 1,70%	4 1,60%
ES		500 100,00%	689 100,00%	41 6,00%	47 6,80%	19 2,80%
NO		528 100,00%	72 100,00%	4 5,50%	1 2,00%	1 0,90%
HR		500 100,00%	62 100,00%	3 5,20%	2 3,70%	1 1,60%












Q19.11 Now, please imagine that you are buying the following products. How important is the environmental friendliness of the product/service?

A stay in a hotel

	Sample size unweighted	Sample size weighted	100 The environmental friendliness of the product / service is the only thing I take into account	TOP (80-100)	MID (50-79)	BOT (0-49)	MEAN	SD
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>131</b> 2,30%	<b>459</b> 7,90%	<b>1445</b> 25,00%	<b>3877</b> 67,10%	<b>35,7</b>	<b>27,9</b>
<b>Country</b>								
CZ 	537 100,00%	159 100,00%	3 2,10%	9 5,70%	26 16,50%	124 77,80%	28,2	26,6
DK 	535 100,00%	79 100,00%	1 0,60%	2 2,50%	10 13,10%	66 84,40%	23,4	23,8
FR 	528 100,00%	910 100,00%	27 3,00%	57 6,20%	221 24,30%	632 69,50%	33,6	27,3
DE 	524 100,00%	1190 100,00%	23 1,90%	85 7,20%	305 25,60%	800 67,20%	37	26,3
IT 	561 100,00%	876 100,00%	25 2,80%	106 12,10%	273 31,20%	497 56,70%	43	28,1
PL 	500 100,00%	596 100,00%	11 1,90%	36 6,00%	115 19,30%	445 74,70%	29,9	27,6
UK 	527 100,00%	906 100,00%	11 1,20%	55 6,10%	230 25,40%	621 68,50%	33,1	28
NL 	541 100,00%	242 100,00%	2 0,70%	10 4,00%	36 14,70%	197 81,30%	25	25,1
ES 	500 100,00%	689 100,00%	24 3,50%	91 13,10%	203 29,50%	396 57,40%	43	28,7
NO 	528 100,00%	72 100,00%	2 2,10%	4 5,00%	14 18,80%	55 76,20%	29,9	26,4
HR 	500 100,00%	62 100,00%	2 3,70%	6 9,00%	12 19,00%	45 72,00%	32,7	28,9

Q20. Have you ever verified the evidence of environmental claims to check that it was correct?

By verify we mean that you did extra research to either find out the correctness of this information.

		Sample size unweighted	Sample size weighted	Yes, always	Yes, sometimes	Yes, once	No, never
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>372</b> <b>6,40%</b>	<b>1791</b> <b>31,00%</b>	<b>384</b> <b>6,60%</b>	<b>3234</b> <b>55,90%</b>
<b>Country</b>							
CZ		537 100,00%	159 100,00%	1 0,80%	40 25,10%	13 8,40%	105 65,70%
DK		535 100,00%	79 100,00%	1 1,50%	18 22,60%	6 7,80%	54 68,10%
FR		528 100,00%	910 100,00%	50 5,50%	247 27,10%	74 8,20%	539 59,20%
DE		524 100,00%	1190 100,00%	66 5,50%	464 39,00%	88 7,40%	572 48,10%
IT		561 100,00%	876 100,00%	103 11,80%	383 43,70%	44 5,00%	345 39,50%
PL		500 100,00%	596 100,00%	31 5,10%	178 29,80%	37 6,10%	351 59,00%
UK		527 100,00%	906 100,00%	66 7,30%	175 19,30%	44 4,90%	621 68,50%
NL		541 100,00%	242 100,00%	12 5,00%	26 10,80%	8 3,30%	195 80,80%
ES		500 100,00%	689 100,00%	38 5,50%	221 32,00%	60 8,70%	371 53,80%
NO		528 100,00%	72 100,00%	2 3,40%	15 21,00%	5 7,30%	49 68,30%
HR		500 100,00%	62 100,00%	1 1,80%	25 40,00%	4 7,10%	32 51,10%

Q21. Which channels did you use to verify the correctness of environmental claims (including environmental labels)?


































	Sample size unweighted	Sample size weighted	Visited the website of the manufacturer/ service provider	Visited the ecolabel website www.ecolabel.com	Visited another specific website	Browsed on the internet in general	Talked to friends or family	Talked to staff at the retailer/ service provider	Contacted the manufacturer/ service provider	Contacted the organisation providing the green claims (scheme owner)
<b>TOTAL</b>	<b>2287</b> 100,00%	<b>2547</b> 100,00%	<b>891</b> 35,00%	<b>591</b> 23,20%	<b>43</b> 1,70%	<b>1448</b> 56,80%	<b>868</b> 34,10%	<b>534</b> 21,00%	<b>233</b> 9,10%	<b>185</b> 7,30%
<b>Country</b>										
CZ 	186 100,00%	54 100,00%	25 45,80%	8 14,70%	1 1,50%	42 77,00%	23 41,70%	13 24,00%	6 11,50%	2 3,90%
DK 	163 100,00%	25 100,00%	8 31,40%	4 15,60%	1 2,50%	15 59,00%	7 26,50%	5 18,90%	2 9,40%	3 10,40%
FR 	216 100,00%	371 100,00%	111 29,90%	110 29,80%	4 0,90%	218 58,90%	111 29,90%	53 14,20%	27 7,40%	31 8,40%
DE 	271 100,00%	618 100,00%	231 37,40%	134 21,60%	21 3,40%	374 60,50%	279 45,20%	108 17,50%	74 11,90%	55 8,90%
IT 	338 100,00%	530 100,00%	204 38,40%	113 21,20%	7 1,40%	281 53,10%	170 32,10%	129 24,30%	30 5,60%	13 2,50%
PL 	204 100,00%	245 100,00%	83 34,00%	66 27,10%	2 1,00%	147 60,10%	98 40,20%	73 29,80%	20 8,20%	24 9,80%
UK 	165 100,00%	285 100,00%	89 31,10%	63 21,90%	2 0,60%	143 50,30%	74 25,90%	54 19,10%	37 12,80%	36 12,60%
NL 	103 100,00%	46 100,00%	12 25,70%	7 15,40%	1 1,90%	24 51,60%	12 25,30%	6 12,80%	6 13,90%	5 10,80%
ES 	229 100,00%	319 100,00%	102 32,00%	76 23,90%	4 1,30%	166 52,00%	71 22,40%	76 24,00%	25 7,90%	13 4,00%
NO 	168 100,00%	23 100,00%	8 34,50%	4 16,80%	0 0,50%	13 57,30%	7 30,30%	7 29,20%	3 12,60%	2 8,80%
HR 	244 100,00%	30 100,00%	19 63,10%	6 20,90%	1 1,70%	25 80,70%	16 53,70%	11 36,10%	3 9,00%	1 4,50%

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	Sample size unweigh ted	Sample size weighte d	Contact ed the relevan t nationa l authori ty	Contact ed the selfregula t ory body on adverti sing	Contact ed the Europea n authori ties
<b>TOTAL</b>	<b>2287</b> <b>100,00%</b>	<b>2547</b> <b>100,00%</b>	<b>146</b> <b>5,70%</b>	<b>137</b> <b>5,40%</b>	<b>132</b> <b>5,20%</b>
<b>Country</b>					
CZ 	186 100,00%	54 100,00%	2 4,30%	1 1,60%	1 2,20%
DK 	163 100,00%	25 100,00%	2 7,00%	1 4,90%	0 1,00%
FR 	216 100,00%	371 100,00%	16 4,20%	15 4,10%	19 5,00%
DE 	271 100,00%	618 100,00%	36 5,90%	28 4,50%	35 5,60%
IT 	338 100,00%	530 100,00%	27 5,10%	27 5,10%	16 3,00%
PL 	204 100,00%	245 100,00%	11 4,60%	9 3,80%	9 3,50%
UK 	165 100,00%	285 100,00%	29 10,30%	28 9,70%	28 9,80%
NL 	103 100,00%	46 100,00%	3 7,10%	5 11,80%	5 10,20%
ES 	229 100,00%	319 100,00%	16 5,10%	20 6,20%	18 5,80%
NO 	168 100,00%	23 100,00%	2 9,10%	1 6,50%	2 7,40%
HR 	244 100,00%	30 100,00%	1 2,00%	1 2,50%	0 1,20%

Q21. Which channels did you use to verify the correctness of environmental claims (including environmental labels)?












		Sample size unweigh ted	Sample size weighte d	Contact ed a consume r organis ation	Other specify
<b>TOTAL</b>		<b>2287</b> <b>100,00%</b>	<b>2547</b> <b>100,00%</b>	<b>326</b> <b>12,80%</b>	<b>38</b> <b>1,50%</b>
<b>Country</b>					
CZ		186 100,00%	54 100,00%	3 4,80%	1 2,20%
DK		163 100,00%	25 100,00%	4 16,90%	1 3,20%
FR		216 100,00%	371 100,00%	61 16,50%	4 1,00%
DE		271 100,00%	618 100,00%	37 6,00%	12 1,90%
IT		338 100,00%	530 100,00%	80 15,20%	5 0,90%
PL		204 100,00%	245 100,00%	25 10,10%	4 1,60%
UK		165 100,00%	285 100,00%	55 19,40%	5 1,80%
NL		103 100,00%	46 100,00%	5 10,90%	1 2,00%
ES		229 100,00%	319 100,00%	49 15,40%	4 1,30%
NO		168 100,00%	23 100,00%	4 16,20%	0 1,20%
HR		244 100,00%	30 100,00%	3 9,00%	1 2,40%














## Q22. What was the result of your verification?

		Sample size unweighted	Sample size weighted	All claims were correct (DP: only show if > once)/ the claim was correct (DP: only show if = once)	Most of the claims were correct (DP: only show if > once)	Most of the claims were incorrect (DP: only show if > once)	None was correct (DP: only show if > once)/ the claim was not correct (DP: only show if = once)
<b>TOTAL</b>		<b>2287</b> <b>100,00%</b>	<b>2547</b> <b>100,00%</b>	<b>795</b> <b>31,20%</b>	<b>1502</b> <b>59,00%</b>	<b>173</b> <b>6,80%</b>	<b>76</b> <b>3,00%</b>
<b>Country</b>							
CZ		186 100,00%	54 100,00%	13 24,70%	35 63,40%	4 7,60%	2 4,30%
DK		163 100,00%	25 100,00%	7 29,40%	14 54,10%	1 5,00%	3 11,50%
FR		216 100,00%	371 100,00%	107 28,80%	223 60,00%	22 6,00%	19 5,20%
DE		271 100,00%	618 100,00%	155 25,00%	391 63,20%	54 8,70%	19 3,00%
IT		338 100,00%	530 100,00%	141 26,60%	343 64,70%	40 7,60%	6 1,20%
PL		204 100,00%	245 100,00%	96 39,30%	134 54,90%	12 4,90%	2 1,00%
UK		165 100,00%	285 100,00%	129 45,10%	139 48,70%	12 4,30%	5 1,90%
NL		103 100,00%	46 100,00%	15 31,90%	21 44,30%	5 11,00%	6 12,80%
ES		229 100,00%	319 100,00%	119 37,30%	172 53,90%	17 5,30%	11 3,50%
NO		168 100,00%	23 100,00%	8 35,10%	11 49,80%	2 9,30%	1 5,80%
HR		244 100,00%	30 100,00%	5 16,10%	21 70,30%	3 10,60%	1 3,00%












Q23. Did you verify this before making your purchase or afterwards

		Sample size unweighted	Sample size weighted	Before my purchase	After my purchase	Sometim es before, sometim es afterward s
<b>TOTAL</b>		<b>2287</b> <b>100,00%</b>	<b>2547</b> <b>100,00%</b>	<b>996</b> <b>39,10%</b>	<b>984</b> <b>38,60%</b>	<b>567</b> <b>22,30%</b>
<b>Country</b>						
CZ		186 100,00%	54 100,00%	19 34,90%	21 38,60%	14 26,40%
DK		163 100,00%	25 100,00%	10 38,60%	8 33,80%	7 27,60%
FR		216 100,00%	371 100,00%	149 40,00%	141 38,10%	81 21,80%
DE		271 100,00%	618 100,00%	254 41,10%	193 31,30%	171 27,60%
IT		338 100,00%	530 100,00%	180 33,90%	236 44,60%	114 21,50%
PL		204 100,00%	245 100,00%	119 48,70%	75 30,70%	50 20,50%
UK		165 100,00%	285 100,00%	144 50,50%	94 32,90%	47 16,60%
NL		103 100,00%	46 100,00%	17 37,00%	20 43,20%	9 19,80%
ES		229 100,00%	319 100,00%	90 28,20%	171 53,60%	58 18,20%
NO		168 100,00%	23 100,00%	8 36,80%	8 37,10%	6 26,10%
HR		244 100,00%	30 100,00%	6 20,50%	15 49,10%	9 30,40%












## S3. How old were you when you stopped full-time education?

	Sample size unweighted	Sample size weighted	16-19y	20-25	26-120	Still studying	Never been in full time education , beyond mandatory education
<b>TOTAL</b>	<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>2108</b> <b>36,50%</b>	<b>1674</b> <b>29,00%</b>	<b>320</b> <b>5,50%</b>	<b>846</b> <b>14,60%</b>	<b>833</b> <b>14,40%</b>
<b>Country</b>							
CZ 	537 100,00%	159 100,00%	71 44,90%	46 29,10%	9 5,50%	17 10,60%	16 9,90%
DK 	535 100,00%	79 100,00%	9 11,30%	26 33,00%	18 23,30%	12 15,60%	13 16,70%
FR 	528 100,00%	910 100,00%	283 31,10%	412 45,30%	45 5,00%	85 9,40%	84 9,30%
DE 	524 100,00%	1190 100,00%	632 53,20%	85 7,20%	32 2,70%	138 11,60%	302 25,40%
IT 	561 100,00%	876 100,00%	324 37,00%	228 26,10%	77 8,80%	138 15,80%	108 12,30%
PL 	500 100,00%	596 100,00%	74 12,40%	212 35,60%	36 6,00%	137 23,00%	136 22,90%
UK 	527 100,00%	906 100,00%	432 47,70%	278 30,70%	30 3,30%	107 11,80%	59 6,60%
NL 	541 100,00%	242 100,00%	58 24,10%	73 30,40%	18 7,30%	52 21,40%	41 16,80%
ES 	500 100,00%	689 100,00%	197 28,50%	267 38,70%	34 4,90%	137 19,80%	56 8,10%
NO 	528 100,00%	72 100,00%	9 12,90%	20 27,10%	14 19,30%	16 21,90%	14 18,70%
HR 	500 100,00%	62 100,00%	18 28,20%	27 42,70%	7 11,80%	7 11,60%	4 5,60%












## S4. What is your current occupation?

	Sample size unweighted	Sample size weighted	Selfemployed	Manager	Other white collar	Blue collar	Student	Houseper son	Unemplo ye d	Retired
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>544</b> 9,40%	<b>478</b> 8,30%	<b>1682</b> 29,10%	<b>875</b> 15,10%	<b>522</b> 9,00%	<b>465</b> 8,00%	<b>629</b> 10,90%	<b>587</b> 10,10%
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	21 12,90%	9 5,90%	39 24,40%	34 21,60%	13 8,20%	8 5,30%	12 7,40%	23 14,20%
DK 	535 100,00%	79 100,00%	2 2,90%	0 0,60%	29 37,40%	14 17,80%	12 15,10%	2 3,00%	9 10,90%	10 12,20%
FR 	528 100,00%	910 100,00%	59 6,50%	132 14,50%	242 26,70%	141 15,50%	59 6,50%	63 6,90%	92 10,10%	121 13,30%
DE 	524 100,00%	1190 100,00%	104 8,80%	34 2,90%	530 44,50%	156 13,10%	101 8,50%	84 7,10%	62 5,20%	119 10,00%
IT 	561 100,00%	876 100,00%	104 11,90%	34 3,90%	268 30,60%	102 11,70%	88 10,10%	86 9,90%	123 14,10%	69 7,90%
PL 	500 100,00%	596 100,00%	47 7,80%	51 8,60%	149 25,00%	96 16,10%	73 12,30%	34 5,70%	49 8,20%	97 16,30%
UK 	527 100,00%	906 100,00%	92 10,20%	149 16,40%	200 22,10%	130 14,40%	65 7,20%	101 11,20%	91 10,00%	78 8,60%
NL 	541 100,00%	242 100,00%	20 8,20%	18 7,40%	50 20,60%	55 22,80%	28 11,40%	26 10,70%	30 12,60%	15 6,30%
ES 	500 100,00%	689 100,00%	86 12,40%	40 5,80%	153 22,20%	112 16,30%	66 9,50%	53 7,70%	142 20,70%	37 5,40%
NO 	528 100,00%	72 100,00%	4 5,50%	7 9,10%	12 17,00%	19 25,80%	11 15,60%	5 6,80%	6 7,90%	9 12,40%
HR 	500 100,00%	62 100,00%	5 8,00%	3 4,40%	10 16,70%	15 24,10%	5 8,70%	1 2,00%	14 22,00%	9 14,20%












S5. Can you indicate how many children live in your household aged:  
0-4

		Sample size unweighted	Sample size weighted	0	1	2	3	4	5	6
<b>TOTAL</b>		<b>1903</b>	<b>1863</b>	<b>1362</b>	<b>427</b>	<b>60</b>	<b>14</b>	-	-	-
		100,00%	100,00%	73,10%	22,90%	3,20%	0,70%	-	-	-
<b>Country</b>										
CZ		239	73	45	23	5	-	-	-	-
		100,00%	100,00%	61,50%	31,70%	6,80%	-	-	-	-
DK		127	19	13	4	2	-	-	-	-
		100,00%	100,00%	68,50%	22,90%	8,60%	-	-	-	-
FR		118	203	142	47	11	4	-	-	-
		100,00%	100,00%	69,90%	23,20%	5,30%	1,70%	-	-	-
DE		149	341	260	69	8	5	-	-	-
		100,00%	100,00%	76,20%	20,10%	2,20%	1,40%	-	-	-
IT		231	368	277	77	11	3	-	-	-
		100,00%	100,00%	75,40%	20,80%	3,00%	0,90%	-	-	-
PL		191	221	161	55	5	-	-	-	-
		100,00%	100,00%	72,90%	25,00%	2,10%	-	-	-	-
UK		150	263	187	64	10	2	-	-	-
		100,00%	100,00%	71,20%	24,20%	3,90%	0,70%	-	-	-
NL		127	57	46	10	2	-	-	-	-
		100,00%	100,00%	79,50%	17,10%	3,30%	-	-	-	-
ES		199	270	197	68	5	-	-	-	-
		100,00%	100,00%	72,80%	25,20%	2,00%	-	-	-	-
NO		135	19	13	4	1	0	-	-	-
		100,00%	100,00%	71,00%	22,20%	5,40%	1,40%	-	-	-
HR		237	29	21	7	1	0	-	-	-
		100,00%	100,00%	73,30%	22,50%	3,80%	0,40%	-	-	-












S5. Can you indicate how many children live in your household aged:  
9/05/2014

	Sample size unweighted	Sample size weighted	0	1	2	3	4	5	6
<b>TOTAL</b>	<b>1903</b> 100,00%	<b>1863</b> 100,00%	<b>1309</b> 70,20%	<b>446</b> 23,90%	<b>99</b> 5,30%	<b>9</b> 0,50%	<b>0</b> 0,00%	<b>-</b> -	<b>1</b> 0,10%
<b>Country</b>									
CZ 	239 100,00%	73 100,00%	50 68,60%	19 25,50%	4 5,90%	- -	- -	- -	- -
DK 	127 100,00%	19 100,00%	13 69,20%	4 23,60%	1 7,20%	- -	- -	- -	- -
FR 	118 100,00%	203 100,00%	133 65,70%	56 27,40%	12 6,10%	2 0,80%	- -	- -	- -
DE 	149 100,00%	341 100,00%	248 72,70%	69 20,20%	20 5,70%	4 1,30%	- -	- -	- -
IT 	231 100,00%	368 100,00%	270 73,40%	75 20,40%	23 6,30%	- -	- -	- -	- -
PL 	191 100,00%	221 100,00%	162 73,40%	49 22,00%	9 4,10%	- -	- -	- -	1 0,50%
UK 	150 100,00%	263 100,00%	167 63,50%	76 29,10%	18 6,70%	2 0,70%	- -	- -	- -
NL 	127 100,00%	57 100,00%	43 74,30%	10 17,70%	4 7,20%	0 0,70%	- -	- -	- -
ES 	199 100,00%	270 100,00%	187 69,20%	76 28,30%	7 2,50%	- -	- -	- -	- -
NO 	135 100,00%	19 100,00%	12 66,60%	6 31,10%	0 1,60%	0 0,80%	- -	- -	- -
HR 	237 100,00%	29 100,00%	23 78,40%	6 19,10%	0 1,70%	0 0,40%	0 0,40%	- -	- -

S5. Can you indicate how many children live in your household aged:  
14/10/2014

	Sample size unweighted	Sample size weighted	0	1	2	3	4	5	6
<b>TOTAL</b>	<b>1903</b> 100,00%	<b>1863</b> 100,00%	<b>1234</b> 66,20%	<b>529</b> 28,40%	<b>95</b> 5,10%	<b>6</b> 0,30%	-	-	-
<b>Country</b>									
CZ 	239 100,00%	73 100,00%	59 80,40%	13 17,80%	1 1,70%	- -	- -	- -	- -
DK 	127 100,00%	19 100,00%	12 61,30%	6 31,60%	1 6,30%	0 0,80%	- -	- -	- -
FR 	118 100,00%	203 100,00%	116 57,00%	70 34,60%	17 8,40%	- -	- -	- -	- -
DE 	149 100,00%	341 100,00%	224 65,50%	87 25,50%	28 8,20%	3 0,80%	- -	- -	- -
IT 	231 100,00%	368 100,00%	253 68,80%	100 27,10%	15 4,10%	- -	- -	- -	- -
PL 	191 100,00%	221 100,00%	161 72,90%	53 24,00%	6 2,60%	1 0,50%	- -	- -	- -
UK 	150 100,00%	263 100,00%	158 60,00%	91 34,50%	13 4,80%	2 0,70%	- -	- -	- -
NL 	127 100,00%	57 100,00%	42 72,90%	13 23,20%	2 3,10%	0 0,70%	- -	- -	- -
ES 	199 100,00%	270 100,00%	174 64,50%	86 32,00%	9 3,50%	- -	- -	- -	- -
NO 	135 100,00%	19 100,00%	13 71,30%	4 21,40%	1 7,30%	- -	- -	- -	- -
HR 	237 100,00%	29 100,00%	23 78,90%	5 17,30%	1 3,80%	- -	- -	- -	- -

S5. Can you indicate how many children live in your household aged:  
Above 14

		Sample size unweighted	Sample size weighted	0	1	2	3	4	5	6
<b>TOTAL</b>		<b>1903</b>	<b>1863</b>	<b>966</b>	<b>580</b>	<b>268</b>	<b>37</b>	<b>13</b>	<b>0</b>	<b>-</b>
		100,00%	100,00%	51,90%	31,10%	14,40%	2,00%	0,70%	0,00%	-
<b>Country</b>										
CZ		239	73	41	20	10	2	0	-	-
		100,00%	100,00%	56,00%	27,70%	13,70%	2,10%	0,40%	-	-
DK		127	19	10	6	2	0	-	-	-
		100,00%	100,00%	54,20%	33,80%	9,60%	2,40%	-	-	-
FR		118	203	125	51	21	3	3	-	-
		100,00%	100,00%	61,30%	25,30%	10,10%	1,60%	1,60%	-	-
DE		149	341	181	122	35	-	2	-	-
		100,00%	100,00%	53,20%	35,80%	10,40%	-	0,60%	-	-
IT		231	368	177	99	73	13	7	-	-
		100,00%	100,00%	48,00%	27,00%	19,80%	3,40%	1,80%	-	-
PL		191	221	96	79	40	7	-	-	-
		100,00%	100,00%	43,30%	35,70%	18,00%	3,00%	-	-	-
UK		150	263	149	78	31	5	-	-	-
		100,00%	100,00%	56,50%	29,50%	11,90%	2,00%	-	-	-
NL		127	57	26	19	11	2	-	-	-
		100,00%	100,00%	44,90%	33,00%	18,90%	3,20%	-	-	-
ES		199	270	141	91	35	3	-	-	-
		100,00%	100,00%	52,30%	33,80%	12,90%	1,00%	-	-	-
NO		135	19	9	6	4	0	0	-	-
		100,00%	100,00%	46,30%	29,80%	21,80%	1,40%	0,70%	-	-
HR		237	29	13	8	7	2	0	0	-
		100,00%	100,00%	42,90%	27,20%	22,70%	5,90%	0,40%	0,80%	-



S7. A household may have different sources of income and more than one household member may contribute to it.  
Thinking of your household's total monthly income: is your household able to make ends meet....?


































	Sample size unweighted	Sample size weighted	Very easily (6)	Easily (5)	Fairly easily (4)	With some difficu lty (3)	With difficu lty (2)	With great difficu lty (1)	TOP (5-6)	BOT (1-2)
<b>TOTAL</b>	<b>5781</b> 100,00%	<b>5781</b> 100,00%	<b>448</b> 7,70%	<b>730</b> 12,60%	<b>1726</b> 29,90%	<b>1778</b> 30,80%	<b>645</b> 11,20%	<b>454</b> 7,90%	<b>1178</b> 20,40%	<b>1099</b> 19,00%
<b>Country</b>										
CZ 	537 100,00%	159 100,00%	4 2,60%	27 16,80%	67 42,30%	41 25,50%	15 9,20%	6 3,60%	31 19,40%	20 12,80%
DK 	535 100,00%	79 100,00%	12 14,70%	13 16,80%	22 28,30%	19 23,70%	6 7,90%	7 8,60%	25 31,40%	13 16,60%
FR 	528 100,00%	910 100,00%	42 4,60%	102 11,20%	288 31,60%	288 31,60%	101 11,10%	90 9,90%	144 15,80%	190 20,90%
DE 	524 100,00%	1190 100,00%	130 10,90%	127 10,70%	465 39,00%	286 24,00%	122 10,30%	59 5,00%	258 21,70%	182 15,30%
IT 	561 100,00%	876 100,00%	45 5,10%	64 7,30%	184 21,00%	378 43,20%	124 14,10%	81 9,30%	108 12,40%	205 23,40%
PL 	500 100,00%	596 100,00%	44 7,40%	71 11,90%	162 27,20%	199 33,40%	71 12,00%	48 8,10%	115 19,30%	119 20,00%
UK 	527 100,00%	906 100,00%	103 11,30%	140 15,40%	292 32,20%	238 26,20%	72 8,00%	62 6,80%	243 26,80%	134 14,80%
NL 	541 100,00%	242 100,00%	16 6,50%	41 16,80%	70 28,80%	63 26,00%	27 11,00%	27 11,00%	56 23,30%	53 22,00%
ES 	500 100,00%	689 100,00%	38 5,60%	130 18,80%	144 21,00%	222 32,30%	91 13,30%	63 9,10%	168 24,40%	154 22,40%
NO 	528 100,00%	72 100,00%	12 16,40%	12 17,30%	24 32,80%	17 23,10%	4 5,00%	4 5,40%	24 33,60%	8 10,40%
HR 	500 100,00%	62 100,00%	2 3,00%	4 5,80%	8 12,60%	28 45,80%	12 19,20%	8 13,60%	5 8,80%	20 32,70%

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		Sample size unweigh ted	Sample size weighte d	MEAN	SD
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>3,5</b>	<b>1,3</b>
<b>Country</b>					
CZ		537 100,00%	159 100,00%	3,7	1,1
DK		535 100,00%	79 100,00%	3,8	1,4
FR		528 100,00%	910 100,00%	3,4	1,2
DE		524 100,00%	1190 100,00%	3,7	1,3
IT		561 100,00%	876 100,00%	3,2	1,2
PL		500 100,00%	596 100,00%	3,5	1,3
UK		527 100,00%	906 100,00%	3,8	1,3
NL		541 100,00%	242 100,00%	3,5	1,4
ES		500 100,00%	689 100,00%	3,4	1,3
NO		528 100,00%	72 100,00%	4	1,3
HR		500 100,00%	62 100,00%	2,9	1,2

Q24. Are you a member of an environmental association? (e.g. WWF, Greenpeace, Friends of the Earth, your local/national environmental association...)

		Sample size unweighted	Sample size weighted	Yes, I'm an active member	Yes, I'm a passive member	No
<b>TOTAL</b>		<b>5781</b> <b>100,00%</b>	<b>5781</b> <b>100,00%</b>	<b>412</b> <b>7,10%</b>	<b>645</b> <b>11,20%</b>	<b>4724</b> <b>81,70%</b>
<b>Country</b>						
CZ		537 100,00%	159 100,00%	2 1,30%	5 3,30%	152 95,40%
DK		535 100,00%	79 100,00%	2 3,00%	8 9,70%	69 87,30%
FR		528 100,00%	910 100,00%	83 9,10%	113 12,40%	714 78,50%
DE		524 100,00%	1190 100,00%	41 3,40%	130 11,00%	1019 85,60%
IT		561 100,00%	876 100,00%	81 9,20%	117 13,30%	678 77,50%
PL		500 100,00%	596 100,00%	43 7,30%	38 6,40%	514 86,30%
UK		527 100,00%	906 100,00%	86 9,40%	111 12,20%	710 78,30%
NL		541 100,00%	242 100,00%	10 4,20%	36 15,00%	195 80,80%
ES		500 100,00%	689 100,00%	60 8,80%	75 10,90%	554 80,40%
NO		528 100,00%	72 100,00%	3 4,80%	9 12,50%	60 82,70%
HR		500 100,00%	62 100,00%	1 0,80%	3 4,60%	59 94,60%

