Flash Eurobarometer

European Commission

EUROBAROMETER

Europeans' attitudes towards the issue of sustainable consumption and production

Analytical report

Fieldwork: April 2009

Publication: July 2009

This survey was requested by the Directorate-General for the Environment and coordinated by the Directorate-General for Communication.

Flash Eurobarometer 256 – *The Gallup Organisation*

Flash EB Series #256

Europeans' attitudes towards the issue of sustainable consumption and production

Conducted by
The Gallup Organisation, Hungary
at the request of the Directorate-General
for the Environment

EUROBAROMETER

Survey co-ordinated by the
Directorate-General for Communication

This document does not represent the point of view of the European Commission.
The interpretations and opinions contained in it are solely those of the authors.

THE GALLUP ORGANISATION

Contents

Introduction

Sustainable development is a key objective of the European Union which aims to continually improve the quality of life and well-being for present and future generations. The action plan on *sustainable consumption and production* and *sustainable industrial policy* presented by the Commission in July 2008[1] are important in driving forward this objective.

The Flash Eurobarometer *"Europeans' attitudes towards the issue of sustainable consumption and production"* (Flash Nº 256) was conducted in order to examine EU citizens' knowledge and levels of concern about sustainable consumption and production. In detail, the survey examined:

- citizens' awareness of the environmental impact of products bought or used
- environmental impact and energy efficiency as deciding factors when buying products
- the importance of ecolabelling in purchasing decisions
- citizens' preference for the information provided on environmental labels – including a product's carbon footprint
- citizens' awareness of the EU Ecolabel and its *Flower* logo
- the trust in the claims made by producers about the environmental performance of their products and trust in companies' environmental and social performance reporting
- citizens' support for a voluntary environmental "code of conduct" for retailers
- the preferred ways of promoting environmentally-friendly products – the retailers' role and taxation systems.

The fieldwork for this Flash Eurobarometer was conducted between 21 and 25 April 2009. Over 26,500 randomly-selected citizens, aged 15 and over, were interviewed in the 27 EU Member States and Croatia. The interviews were predominantly carried out via fixed-line telephone, reaching approximately 1,000 EU citizens in each country (in Cyprus, Luxembourg and Malta the targeted size was 500). Parts of the interviews in Austria, Finland, Italy, Portugal and Spain were conducted over mobile telephones. Due to the relatively low fixed-line telephone coverage in Bulgaria, the Czech Republic, Estonia, Latvia, Lithuania, Hungary, Poland, Romania and Slovakia, 300 individuals were sampled and interviewed on a face-to-face basis.

To correct for sampling disparities, a post-stratification weighting of the results was implemented, based on key socio-demographic variables. More details on the survey methodology are included in the Annex of this report.

Please note that due to rounding, the percentages shown in the charts and tables do not always add up exactly to the totals mentioned in the text.

[1] Ibid.

Main findings

Influence of environmental impact on consumption habits

- EU citizens were most likely to select minimising waste and recycling as the actions having the greatest impact on solving environmental problems (selected by 30%); they were somewhat less likely to believe that buying products produced by eco-friendly methods or energy-efficient home appliances would have the greatest impact (selected by 21% and 19%, respectively).

- A slim majority (55%) of EU citizens claimed that when buying or using products they are – generally – fully aware or know about the most significant impacts of these products on the environment. In Cyprus, Lithuania and Bulgaria, however, around 6 in 10 respondents said they know little or nothing about such impacts.

- Slightly more than 8 in 10 EU citizens felt that a product's impact on the environment is an important element when deciding which products to buy (34% "very important" and 49% "rather important"); only 4% said this is not important at all.

- Although a large majority of respondents in all EU Member States and Croatia said that a product's impact on the environment is important in their purchasing decisions; in only three Member States did more than half say that this aspect is very important: Greece (58%), Cyprus (57%) and Italy (54%).

- Almost 6 in 10 interviewees rated environmental impact as more important than a product's brand name in terms of influencing their product purchasing decisions. Nevertheless, only a minority rated environmental impact as more important than a product's quality or price (7% and 19%, respectively).

- A large majority of respondents in all countries in this study said they often, or always, take energy-efficiency into consideration when buying products that use electricity or fuel – ranging from 59% in Cyprus to 85% in Germany.

Ecolabelling – general perceptions

- Almost half of EU citizens said that ecolabelling plays an important role in their purchasing decisions; the proportion saying this is important ranged from 22% in the Czech Republic to 64% in Greece.

- EU citizens were the most likely to say that the most important information on environmental labels is whether possible to recycle or reuse a product. Information about the total amount of greenhouse gas emissions released by a product – i.e. the carbon footprint – was considered to be the least important (selected by 10%, compared to 38% for "recycle and reuse").

- Support for introducing a mandatory label indicating a product's carbon footprint ranged from 47% in the Czech Republic – the only country where less than half of respondents were in favour of such labelling – to 9 in 10 respondents in Croatia and Greece.

The EU Ecolabel

- Almost 4 in 10 EU citizens in the survey had seen the EU Ecolabel, or had heard about it; nevertheless, only roughly a fifth (19%) said they have also bought products bearing the label.

- Awareness of the EU Ecolabel was the highest in Lithuania, Denmark and Estonia (between 49% and 51%) and the lowest in the UK, Italy and Sweden (between 26% and 31%).

Producers' and companies' claims about environmental performance

- EU citizens were divided in their opinions as to whether they trust producers' claims about the environmental performance of their own products: 49% said they trust such claims and 48% did not trust them.

- Respondents in the Netherlands and Bulgaria stood out from the pack with, respectively, the highest and lowest proportions saying they trust producers' claims about the environmental performance of their products (78% in the Netherlands vs. 26% in Bulgaria).

- While 3 in 10 EU citizens said they trust companies' own environmental and social performance reporting, a considerably higher proportion (47%) said they do not trust companies' reports on this topic.

- Trust in companies' environmental and social performance reporting was the highest in Portugal and Malta (52% and 47%, respectively), but was – once again – lowest in Bulgaria (13%). Polish interviewees most frequently said that companies' reports on their environmental and social performance are of no interest to them (42% compared to an EU average of 19%).

A voluntary environmental "code of conduct" for retailers

- Four out of 10 EU citizens agreed that it is a good idea to develop a voluntary environmental "code of conduct" for EU retailers. A similar proportion, nevertheless, thought that binding legislations would be more effective.

- Only a minority of respondents in all EU Member States – and Croatia – thought that a voluntary environmental "code of conduct" is not needed as retailers already do a lot for the environment (ranging from 3% in Bulgaria to 17% in Finland).

Promotion of environmentally-friendly products

- Around 3 in 10 EU citizens answered that the best way for retailers to promote environmentally-friendly products is to provide better information to consumers.

- Roughly half of EU citizens thought that retailers should promote environmentally-friendly products by increasing their visibility on store shelves (selected by 25%) or by having a green corner dedicated to eco-friendly products (24%).

- Unsurprisingly, in all countries in the survey, a taxation system – to promote eco-friendly products – based on reducing taxes for more environmentally-friendly products received more support than a system based on increasing taxes for environmentally-damaging products.

- Nevertheless, in almost half of the countries surveyed, at least half of interviewees answered that the best taxation system to promote environmentally-friendly products would be to reduce taxation for the more environmentally-friendly products, in combination with increasing taxes for environmentally-damaging products; British, Irish and Slovene respondents were the most likely to select this response (65%, 59% and 58%, respectively).

- Only 4% of EU citizens spontaneously said that introducing a taxation system to promote eco-friendly products is not a good idea.

1. Influence of environmental impact on consumption habits

EU citizens were most likely to select minimising waste and recycling as the actions having the ***greatest impact on solving environmental problems*** *(selected by 30%); they were somewhat less likely to believe that buying products produced by eco-friendly methods or energy-efficient home appliances would have the greatest impact (selected by 21% and 19%, respectively).*

A slim majority (55%) of EU citizens claimed that, when buying or using products, they are – generally – ***fully aware or know about the most significant impacts of these products on the environment****. In Cyprus, Lithuania and Bulgaria, however, around 6 in 10 respondents said they know little or nothing about such impacts.*

Slightly more than 8 in 10 EU citizens felt that ***a product's impact on the environment is an important element when deciding which products to buy*** *(34% "very important" and 49% "rather important"); only 4% said this is not important at all.*

Although a large majority of respondents in all EU Member States and Croatia said that a product's impact on the environment is important in their purchasing decisions; in only three Member States did more than half say that this aspect is very important: Greece (58%), Cyprus (57%) and Italy (54%).

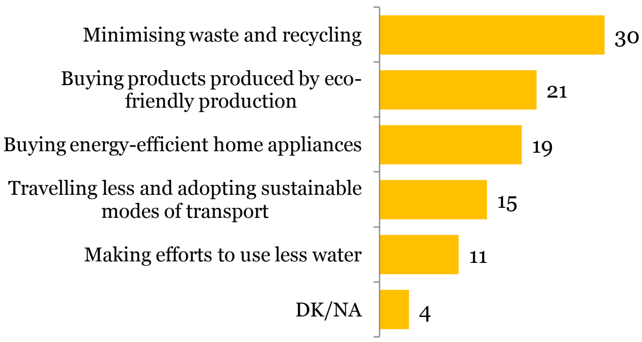
Almost 6 in 10 interviewees rated environmental impact as more important than a product's brand name in terms of influencing their product purchasing decisions. Nevertheless, only a minority rated environmental impact as more important than a product's quality or price (7% and 19%, respectively).

A large majority of respondents in all countries in this study said they often, or always, take ***energy-efficiency into consideration when buying products*** *that use electricity or fuel – ranging from 59% in Cyprus to 85% in Germany.*

1.1 Actions with the greatest impact on solving environmental problems

When asked which actions have the greatest impact on solving environmental problems, the largest proportion of EU citizens (30%) selected minimising waste and recycling. Approximately a fifth (21%) of interviewees mentioned buying products produced by eco-friendly methods and a similar proportion (19%) selected buying energy-efficient home appliances as actions that could have the most impact.

Actions with the greatest impact on solving environmental problems



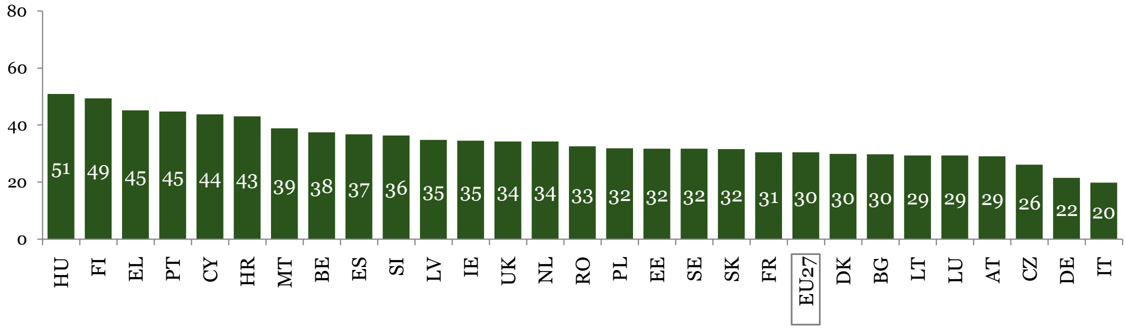
Q8. In your opinion, which one of the following actions would have the highest impact on solving environmental problems?
Base: all respondents, % EU27

Only 15% of interviewees answered that adopting sustainable modes of transport and travelling less frequently are the most important actions to solve environmental problems and 11% mentioned making efforts to use less water as the action with the greatest impact.

Country variations[2]

Similar to results obtained for the EU overall, respondents in almost all EU Member States and Croatia were most likely to mention **minimising waste and recycling** as the action having the greatest impact on solving environmental problems. The proportion selecting this response ranged from less than a quarter in Italy and Germany (20% and 22%, respectively) to roughly half of respondents in Hungary and Finland (51% and 49%, respectively).

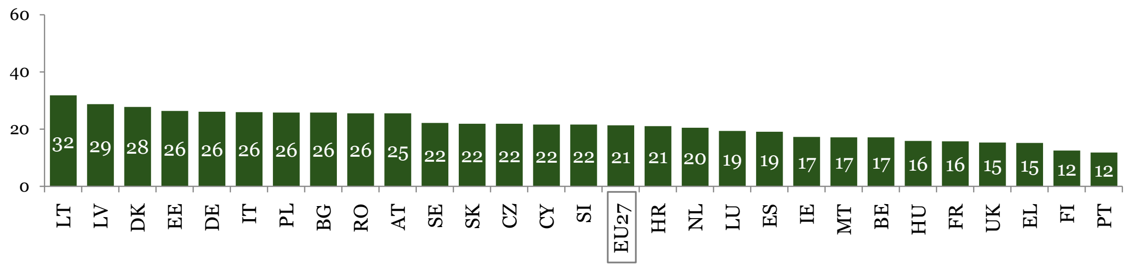
Actions with the greatest impact on solving environmental problems:
Minimising waste and recycling



Q8. In your opinion, which one of the following actions would have the highest impact on solving environmental problems?
Base: all respondents, % by country

While roughly a third (32%) of Lithuanians and almost 3 in 10 Latvians (29%) and Danes (28%) thought that **buying products produced by eco-friendly methods** would have the greatest impact on solving environmental problems; only slightly more than a tenth of Portuguese and Finnish respondents shared this opinion (both 12%).

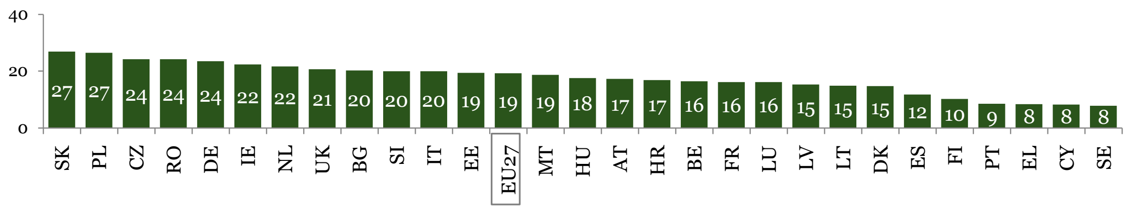
Actions with the greatest impact on solving environmental problems:
Buying products produced by eco-friendly production



Q8. In your opinion, which one of the following actions would have the highest impact on solving environmental problems?
Base: all respondents, % by country

The proportion of respondents who believed that **buying energy-efficient home appliances** would have the greatest impact ranged from less than a tenth in Sweden, Cyprus, Greece and Portugal (8%-9%) to slightly more than a quarter in Slovakia and Poland (both 27%).

Actions with the greatest impact on solving environmental problems:
Buying energy-efficient home appliances

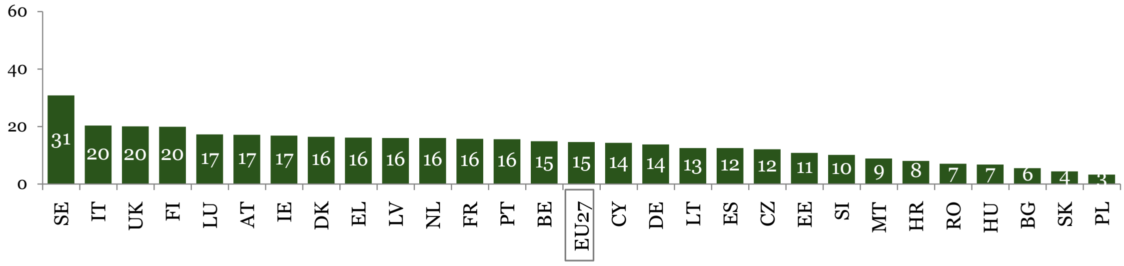


Q8. In your opinion, which one of the following actions would have the highest impact on solving environmental problems?
Base: all respondents, % by country

[2] Country charts in this report show the results for each of the 27 EU Member States and for the candidate country Croatia. The "EU27" results present the average result for the 27 EU Member States (without Croatia) – taking into account differences in population size across the individual Member States.

In all of the countries surveyed – with the exception of Sweden – not more than a fifth of respondents thought that **travelling less frequently and adopting sustainable modes of transport** would have the greatest impact on solving environmental problems (ranging from 3% in Poland to 20% in Finland, the UK and Italy). In Sweden, 31% of respondents believed that sustainable modes of transport and travelling less frequently would have the greatest impact.

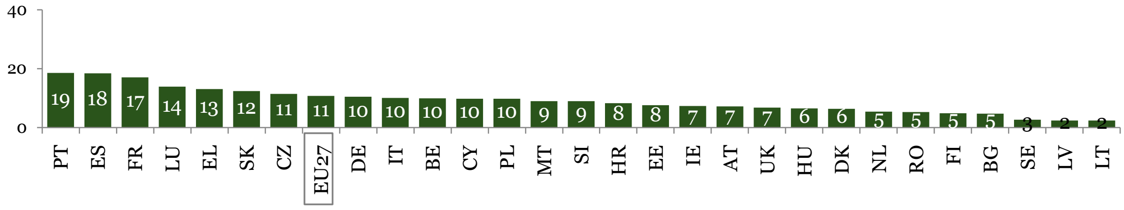
Actions with the greatest impact on solving environmental problems:
Travelling less and adopting sustainable modes of transport



Q8. In your opinion, which one of the following actions would have the highest impact on solving environmental problems?
Base: all respondents, % by country

Finally, respondents in almost all of the countries surveyed were the least likely to select **making efforts to use less water** as having the greatest impact on solving environmental problems. The proportion selecting this possibility ranged from virtually none of the Lithuanian, Latvian and Swedish respondents (2%-3%) to roughly a sixth of respondents in France, Spain and Portugal (between 17% and 19%).

Actions with the greatest impact on solving environmental problems:
Making efforts to use less water



Q8. In your opinion, which one of the following actions would have the highest impact on solving environmental problems?
Base: all respondents, % by country

Socio-demographic considerations

In regard to opinions about actions having the greatest impact on solving environmental problems, the analysis by socio-demographic groups showed that:

- Men, slightly more often than women, thought that travelling less frequently and adopting sustainable modes of transport would have the greatest impact on solving environmental problems (17% vs. 13%).

- The youngest respondents (under 25) were slightly more likely than their older counterparts to select buying energy-efficient home appliances (22% vs. 17%-20% in the other age groups) or travelling less often and adopting sustainable modes of transport (18% vs. 14%-15%) as actions with the greatest impact on solving environmental problems; but they less frequently selected minimising waste and recycling.

- While respondents with higher levels of education most frequently selected minimising waste and recycling as having the greatest impact on solving environmental problems, respondents with lower levels of education were slightly more likely to believe that making efforts to use less water would have the greatest impact (14% vs. 10% of respondents with higher levels of education).

- A similar pattern of differences was observed when comparing non-working respondents with those in other occupational categories: 13% of the former chose making efforts to use less water from the list of activities, compared to only 8%-9% of other respondents. Employees, on the other hand, less frequently selected buying energy-efficient home appliances, but slightly more often thought that travelling less often and adopting sustainable modes of transport would have the greatest impact on solving environmental problems (17% vs. 12%-14% in the other occupational categories).

For more details, see annex table 11b.

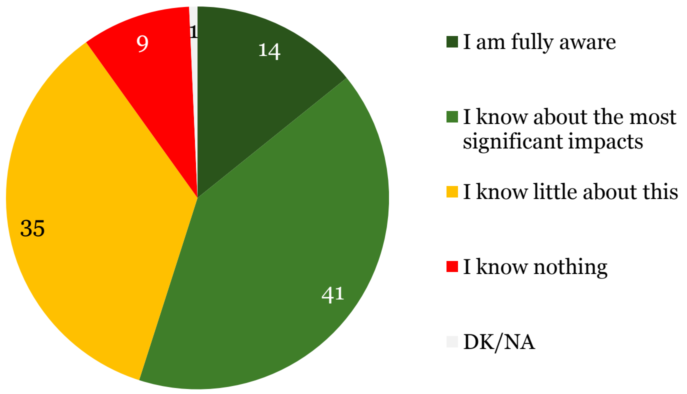
1.2 The environmental impact of products bought or used

1.2.1 Awareness about the environmental impact of products bought or used

Roughly 4 in 10 (41%) EU citizens answered that, when buying or using products, they are generally *aware of the most significant impacts* of these products on the environment; however, only 14% said they are *fully aware* of the total impact on the environment.

Slightly more than one-third (35%) admitted knowing little about the environmental impacts of the products they buy and use and 9% said they know nothing about such impacts.

Awareness about the environmental impact of products bought or used



Q1. In general, how much do you know about the environmental impact of the products you buy and use?
Base: all respondents, % EU27

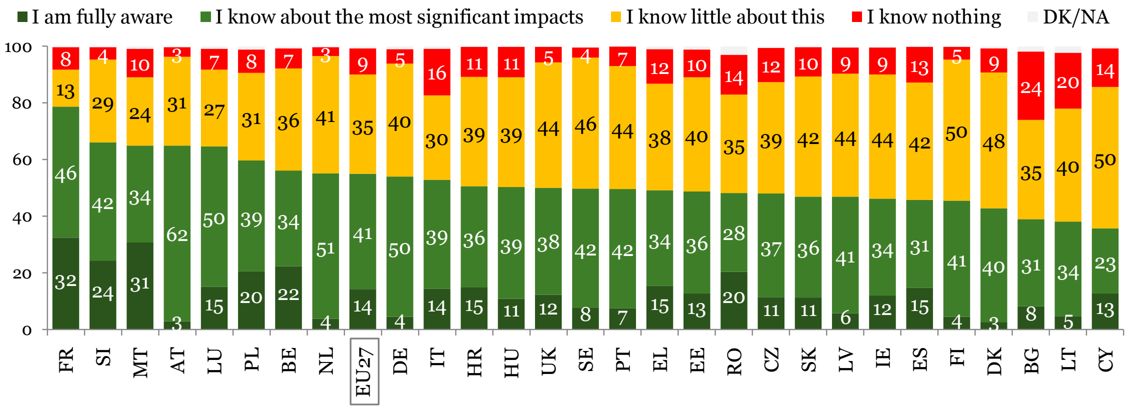
Country variations

French respondents were the most likely to answer that they are generally aware of the impact on the environment of the products they buy or use: 32% said they are *fully aware* and 46% answered that they *know about the most significant impacts*. Other countries at the higher end of the scale were Slovenia, Malta, Austria and Luxembourg, with approximately two-thirds of respondents claiming they are *at least* aware of the most significant environmental impacts of the products they buy or use (between 65% and 66%).

Austria was, nevertheless, somewhat different from the other above-mentioned countries. Almost equal proportions of respondents in Malta said they are *fully aware* or *know about the most significant environmental impacts* of the products they buy or use (31% and 34%, respectively) while only 3% of Austrians claimed to be *fully aware*, compared to 62% who said they generally *know about the most significant impacts*.

In Cyprus, Lithuania and Bulgaria, around 6 in 10 respondents said they know *little* – or *nothing* – about the environmental impact of the products they buy or use (64%, 60% and 59%, respectively). Furthermore, at least a fifth of Lithuanian and Bulgarian interviewees admitted they generally know *nothing at all* about the impact on the environment (20% and 24%, respectively) – in all other countries, however, less than one-sixth of respondents selected this response.

Awareness about the environmental impact of products bought or used



Q1. In general, how much do you know about the environmental impact of the products you buy and use?
Base: all respondents, % by country

Socio-demographic considerations

The 15-24 year-olds, respondents still in education, those with lower levels of education, manual workers, non-working respondents and rural residents were the most likely to admit that they know *little* – or *nothing* – about the environmental impact of the products they buy or use. Conversely, older respondents, those with higher levels of education, self-employed respondents, employees and city dwellers more frequently said they are generally aware of the impact on the environment of the products they buy or use.

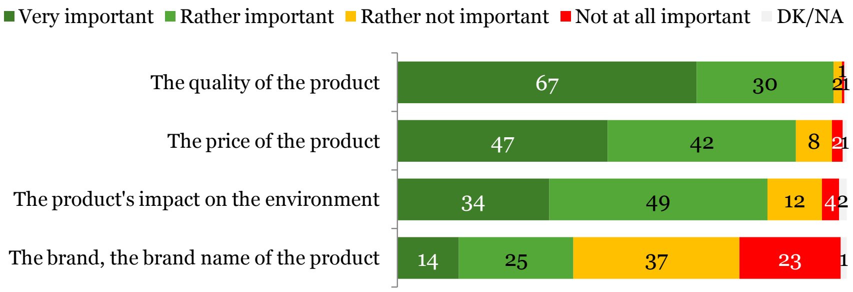
For example, 17% of those with the highest level of education said they are *fully aware* and 50% answered that they *know about the most significant environmental impacts* of the products they buy or use. By comparison, only 11% of respondents with the lowest level of education said they are *fully aware* of a product's total impact on the environment and 31% answered they are *aware of the most significant impacts*.

For more details, see annex table 1b.

1.2.2 Environmental impact as a deciding factor when buying products

Slightly more than 8 in 10 EU citizens answered that a product's impact on the environment is an important element when deciding which products to buy (49% "rather important" and 34% "very important"); only 4% said this is *not* important *at all*.

Importance of various aspects of products when deciding which ones to buy



Q2. How important are the following aspects when making a decision on which products to buy? Very important, rather important, rather not important, not at all important?
Base: all respondents, % EU27

A product's impact on the environment was viewed as more important than the brand, or brand name, of a product: only 39% of EU citizens answered that a product's brand name is an important element when making buying decisions (25% "rather important" and 14% "very important").

The environmental impact, nevertheless, appeared to be somewhat less important than a product's quality or price: virtually all respondents (97%) said that quality is an important element when buying something and 89% said the same about the price of a product. Furthermore, two-thirds answered that the former aspect is *very* important and almost one in two (47%) said the same about the latter.

Comparing individual respondents' answers

In the following table, respondents' ratings of the importance of a product's environmental impact in buying decisions are compared to their ratings of the importance of other characteristics – a product's quality, price and brand name[3].

While 44% of EU citizens rated environmental impact as less important than product quality in terms of influencing their product purchasing decisions, this proportion decreased to 12% for a product's brand name. The corresponding proportion for a product's price was 33%.

Furthermore, while less than a tenth (7%) of EU citizens rated a product's impact on the environment as a more important element than a product's quality when making purchasing decisions, almost a fifth (19%) rated the former characteristic as more important than a product's price. Finally, a majority (59%) of respondents rated a product's impact on the environment as more important than its brand name.

Importance of environmental impact in purchasing decisions

(Column %)	*Quality of the product*	*Price of the product*	*Brand of the product*
More important than...[1]	7%	19%	59%
As (un)important as...	46%	45%	26%
Less important than...	44%	33%	12%
DK/NA[2]	2%	2%	3%

Q2. How important are the following aspects when making a decision on which products to buy?
[1] i.e. environmental impact was rated as more important than the comparison characteristic (e.g. environmental impact was rated as "very important" and the second characteristic as "rather important")
[2] a "don't know" response for the question about environmental impact or for the comparison characteristic
Base: all respondents, % EU27

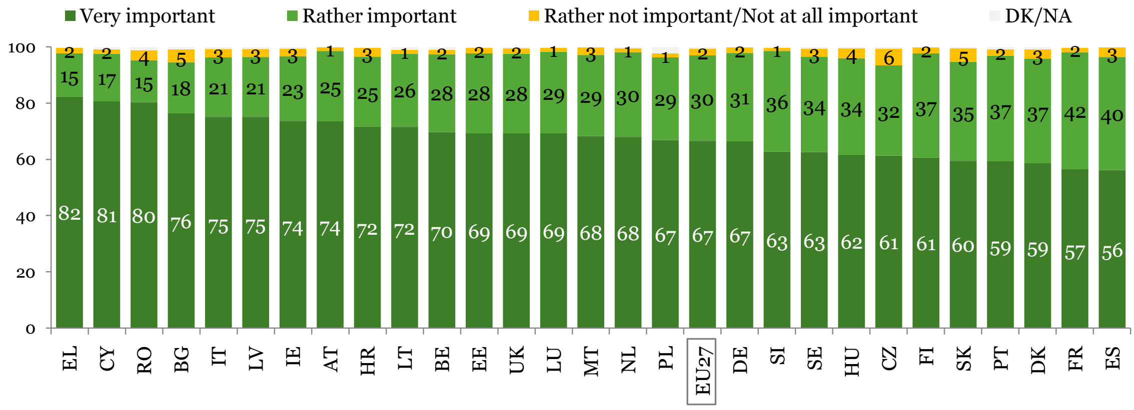
Country variations

Virtually all respondents in each country in this study answered that **a product's quality** is *very* or *rather* important when making decisions on which products to buy. Furthermore, a majority of

[3] The percentages were calculated by cross-tabulating respondents' answers for the importance of various characteristics of a product – respondents' ratings of the importance of a product's environmental impact were compared to their ratings of the importance of a product's quality, price and brand name. These calculations show, for example, that 44% of interviewees rated environmental impact as less important than product quality – this percentage was calculated by summing the following percentages:
- 29.1% – the proportion of respondents who rated a product's quality as *very important* when buying something, but its environmental impact as *rather important*
- 7.1% – the proportion who rated quality as *very important* and environmental impact as *rather not important*
- 2.2% – the proportion who rated quality as *very important* and environmental impact as *not at all important*
- 4.5% – the proportion who rated quality as *rather important* and environmental impact as *rather not important*
- 1.2% – the proportion who rated quality as *rather important* and environmental impact as *not at all important*
- 0.2% – the proportion who rated quality as *rather not important* and environmental impact a *not at all important.*

interviewees in all countries said that this aspect is *very* important – ranging from 56% in Spain to 82% in Greece.

Importance of a product's quality

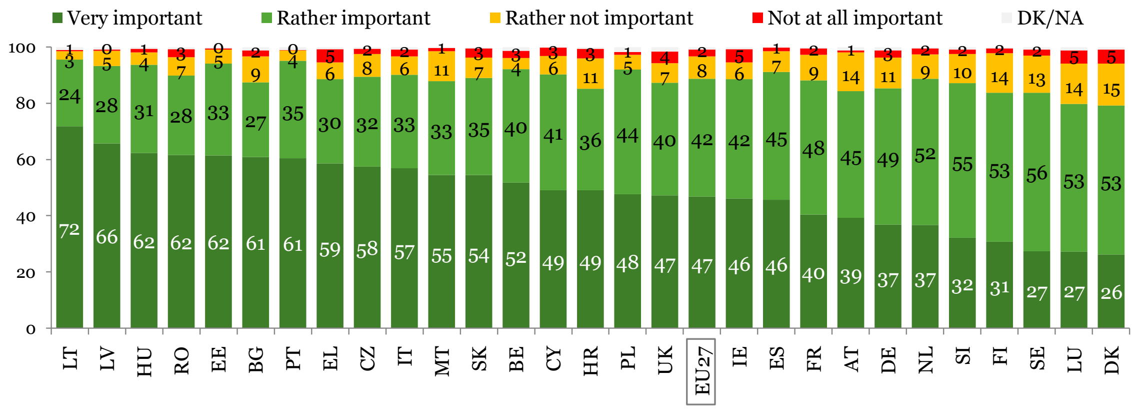


Q2. How important are the following aspects when making a decision on what products to buy? Very important, rather important, rather not important, not at all important?
Base: all respondents, % by country

A large majority of respondents in all EU Member States and Croatia also said that **a product's price** is *very* or *rather* important when making purchasing decisions – ranging from 79% in Denmark to 96% in Lithuania and Portugal. The proportions selecting the "very important" response were, nevertheless, somewhat lower than the corresponding proportions for product quality in almost all countries – ranging from 26% in Denmark to 72% in Lithuania.

The exceptions to this trend were Hungary and Portugal – the proportion of respondents viewing a product's price as *very* important was as large, or even slightly larger, in these countries than the proportion saying the same about product quality (Hungary: 62% for price and quality; Portugal: 61% for price and 59% for quality).

Importance of a product's price

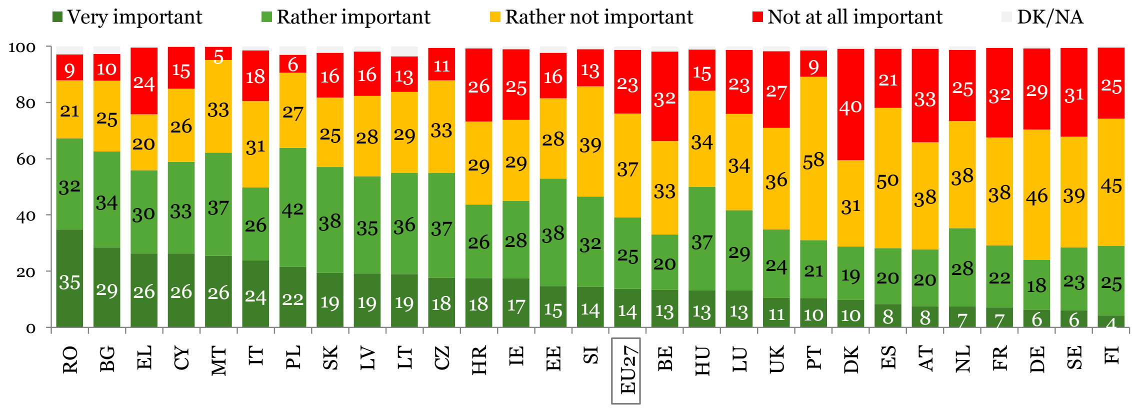


Q2. How important are the following aspects when making a decision on what products to buy? Very important, rather important, rather not important, not at all important?
Base: all respondents, % by country

In all of the countries in this study, less than 7 out of 10 respondents say that **a product's brand, or brand name,** is *very* or *rather* important when deciding which products to buy. Furthermore, in nine countries, only a third – or less – of interviewees said that a product's brand is an important element; in most of these countries, at least a quarter said that this is *not* important *at all*.

Danish respondents were the most likely to answer that the brand name of a product is *not* important *at all* when making decisions on which products to buy (40%), followed by Swedish, Belgian, French and Austrian interviewees (between 31% and 33%). In Malta and Poland, however, only roughly 1 in 20 (5%-6%) respondents said that this aspect is *not* important *at all*.

Importance of a product's brand or brand name



Q2. How important are the following aspects when making a decision on what products to buy? Very important, rather important, rather not important, not at all important?
Base: all respondents, % by country

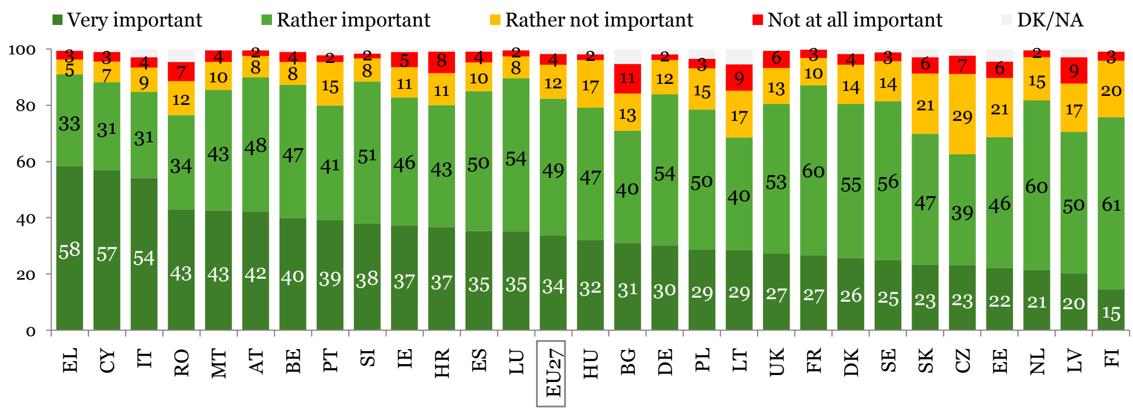
A large majority of respondents in all EU Member States and Croatia also said that **a product's impact on the environment** is important when making decisions on which products to buy: the proportion of "very" and "rather important" responses ranged from 62% in the Czech Republic to 91% in Greece. Nevertheless, in only three Member States did more than half of respondents say that this aspect is *very* important in their purchasing decisions: Greece (58%), Cyprus (57%) and Italy (54%).

Similar to the results obtained for the EU overall, in almost all countries surveyed, the proportion viewing a product's impact on the environment as *very* important was smaller than that saying the same about a product's quality or price, while the proportion selecting the "very important" response for a product's brand was lower than that stressing the importance of environmental impact.

For example, almost 8 in 10 Hungarians answered that a product's impact on the environment is an important element when deciding which products to buy (47% "rather important" and 32% "very important"); however, more than 9 in 10 said the same about a product's price (62% "rather important" and 28% "very important") and only half said this about a product's brand name (37% "rather important" and 13% "very important").

There were again, nevertheless, a few exceptions to this trend. For example, although 8 in 10 Luxembourgish respondents reported that a product's price is an important element in their purchasing decisions (53% "rather important" and 27% "very important"), an even higher proportion said the same about a product's environmental impact (54% "rather important" and 35% "very important").

Importance of a product's impact on the environment



Q2. How important are the following aspects when making a decision on what products to buy? Very important, rather important, rather not important, not at all important?
Base: all respondents, % by country

The link between awareness about environmental impact and purchasing decisions

A product's environmental impact is perceived as being more important in purchasing decisions by respondents who are generally more aware of the impact on the environment of products they buy or use. For example, while 55% of respondents who are *fully aware* of the environmental impact of the products they buy or use also said that this aspect is *very* important in their purchasing decisions, this proportion decreased to 27% for those admitting knowing *nothing* about the impact on the environment of the products they buy or use. Similarly, while only 2% of the former said that environmental impact is *not important at all* when deciding which products to buy, this proportion increased to 16% for the latter group of respondents.

Importance of environmental impact in purchasing decisions

(Row %)	*Very important*	*Rather important*	*Rather not important*	*Not at all important*	*DK/NA*
Awareness about a product's environmental impact					
Is fully aware	55%	38%	4%	2%	0%
Knows about most significant impacts	33%	56%	9%	1%	1%
Knows little about this	28%	48%	18%	5%	2%
Knows nothing	27%	32%	18%	16%	7%

Q2. How important are the following aspects when making a decision on which products to buy?
Q1. In general, how much do you know about the environmental impact of the products you buy and use?
Base: all respondents, % EU27

Socio-demographic considerations

Women were more likely than men to state that a product's impact on the environment is a *very* important element when deciding which products to buy (37% vs. 31% of men). For the other characteristics – price, quality and brand – almost no differences were observed between the sexes.

The older the respondents, the more likely they were to answer that a product's environmental impact, quality, price or brand are *very* important when making buying decisions: for example, while 42% of over 54 year-olds said that a product's environmental impact is *very* important, this proportion decreased to 24% for 15-24 year-olds. The differences in the perceived importance of the above-mentioned characteristics, nevertheless, diminished when looking at the sum of "very" and "very important" responses.

Respondents with different levels of education did not differ much in terms of the total importance they gave to a product's environmental impact, price and quality (i.e. summing "very" and "very important" responses); those with the lowest levels of education, nonetheless, were more likely to answer that a characteristic is *very* important, while those with higher levels of education more frequently selected the "rather important" response.

Looking at the results for the importance of a product's brand name, however, it appeared that respondents with different levels of education did not differ in their likelihood of saying that this aspect is *rather* important, but those with the lowest level of education were almost twice as likely as those with the highest level to select the "very important" response (19% vs. 11%).

Similarly, respondents in different occupational categories did not differ much in terms of the total importance given to a product's environmental impact, price and quality when making purchasing decisions; however, self-employed respondents were most likely to say that a product's environmental impact is *very* important (38% vs. an EU average of 34%) or that its quality is *very* important (73% vs. an EU average of 67%), while manual workers were more likely to answer that a product's price is *very* important (60% vs. an EU average of 47%).

Manual workers, together with those not working, were also more likely than their counterparts to answer that a product's brand is an important element when deciding which products to buy: for example, 18% of manual workers said this aspect is *very* important and 28% said this is *rather* important; the corresponding proportions for employees were, respectively, 9% and 24%.

The results by respondents' place of residence only showed minor differences in terms of the perceived importance of various aspects of products when deciding which ones to buy; the largest difference was found when looking at the results for the importance of a product's price: while 49% of rural residents and 47% of urban residents answered that price is *very* important when making purchasing decisions, only 43% of metropolitan residents shared this opinion.

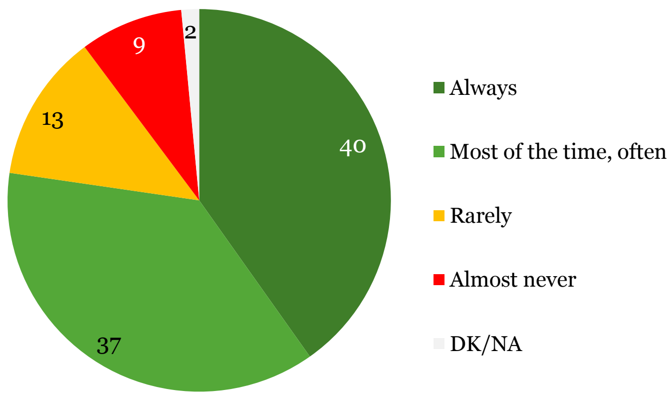
For more details, see annex tables 2b through 5b.

1.3 Buying energy-efficient products

Almost 4 in 10 respondents (37%) said that, when buying products that use fuel or electricity, they *often* take into account how energy efficient these products are, and a slightly higher proportion (40%) answered they *always* consider energy efficiency.

Only slightly more than a fifth of EU citizens said they *almost never* or only *rarely* take energy efficiency into account when buying products that use fuel or electricity (9% "almost never" and 13% "rarely").

Impact of energy efficiency on purchasing decisions



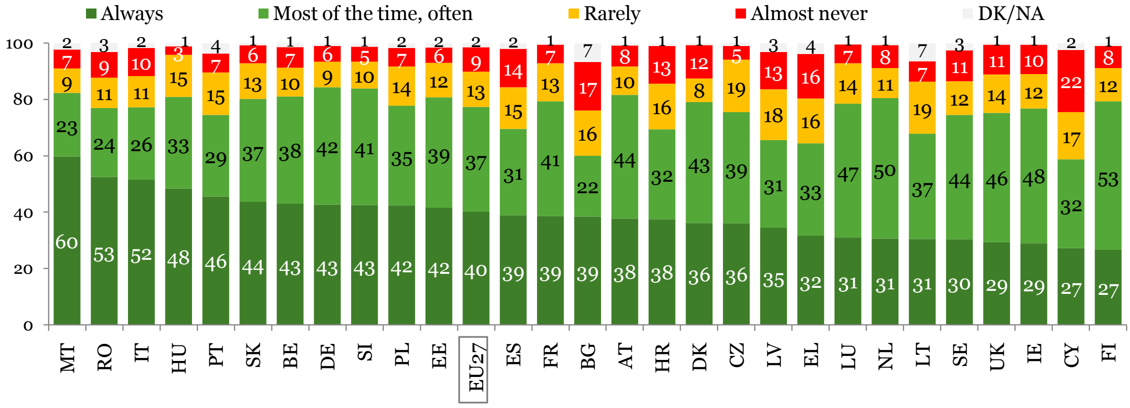
Q12. When buying products that use electricity (like TVs or computers) or fuel (boilers, cars), do you take into account how energy efficient they are? An energy-efficient product is one that can perform the same task as another while using less energy to do so.
Base: all respondents, % EU27

Country variations

A large majority of respondents in all countries in this study said they *often* – or *always* – consider energy efficiency when buying products that use electricity or fuel. More than half of Maltese, Romanian and Italian respondents said they *always* take energy efficiency into account when making purchasing decisions (60%, 53% and 52%, respectively) and approximately a quarter said they *often* do so (between 23% and 26%). Although Finns were the least likely to answer that energy efficiency *always* has an impact on their purchasing decisions, they were the most likely to say this is *often* the case (27% "always" and 53% "most of the time, often").

Focusing on the likelihood of choosing one of the lower frequency categories (i.e. *rarely* or *almost never*), it appeared that respondents in Germany and Slovenia were the least likely to say they *rarely*, or *almost never*, take energy efficiency into account when buying products that use fuel or electricity (both 15%). In Cyprus, Bulgaria, Greece and Latvia, on the other hand, at least twice as many respondents *rarely*, or *almost never*, consider energy efficiency when making purchasing decisions (between 31% and 39%). Furthermore, more than a fifth (22%) of Cypriots said they *never* take energy efficiency into account (compared to an EU average of 9%).

Impact of energy efficiency on purchasing decisions



Q12. When buying products that use electricity (like TVs or computers) or fuel (boilers, cars), do you take into account how energy efficient they are? An energy-efficient product is one that can perform the same task as another while using less energy to do so.
Base: all respondents, % by country

The link between awareness about environmental impact and impact of energy efficiency on purchasing decisions

The impact of energy efficiency on purchasing decisions was larger for respondents who are generally more aware of the environmental impact of the products that they buy or use. For example, 55% of respondents who said that they are *fully aware* of the environmental impact of the products they buy or use, and 44% of those who *know about the most significant impacts*, reported that they *always* take energy efficiency into account when making purchasing decisions. The corresponding proportions for those who *know little*, or *nothing at all*, about such impacts were 33% and 30%, respectively.

Furthermore, 40% of respondents who admitted knowing *nothing at all* about the environmental impact of the products they buy or use, also said they *rarely*, or *almost never*, consider energy efficiency when buying products that use fuel or electricity. This proportion, however, decreased to 13% for those who claimed they are *fully aware* of such impacts.

Impact of energy efficiency on purchasing decisions

(Row %)	*Always*	*Most of the time, often*	*Rarely*	*Almost never*	*DK/NA*
Awareness about a product's environmental impact					
Is fully aware	55%	31%	8%	5%	1%
Knows about most significant impacts	44%	41%	10%	4%	1%
Knows little about this	33%	38%	16%	12%	2%
Knows nothing	30%	26%	18%	22%	4%

Q12. When buying products that use electricity or fuel, do you take into account how energy efficient they are?
Q1. In general, how much do you know about the environmental impact of the products you buy and use?
Base: all respondents, % EU27

Socio-demographic considerations

The attention paid to energy efficiency, when buying products that use fuel or electricity, increased with age, educational level and the occupational status of respondents. For example, while a quarter of respondents with the lowest level of education said they *rarely*, or *almost never*, consider energy efficiency when making purchasing decisions, this proportion decreased to 15% for those with the highest level of education. More than 4 in 10 (45%) of the latter group of respondents said they *always* take energy efficiency into account and an additional 39% said they do this *often*; the corresponding proportions of respondents with the lowest level of education were, respectively, 39% and 33%.

For more details, see annex table 15b.

2. Ecolabelling – general perceptions

*Almost half of EU citizens said that **ecolabelling** plays an important role in their **purchasing decisions**; the proportion saying this is important ranged from 22% in the Czech Republic to 64% in Greece.*

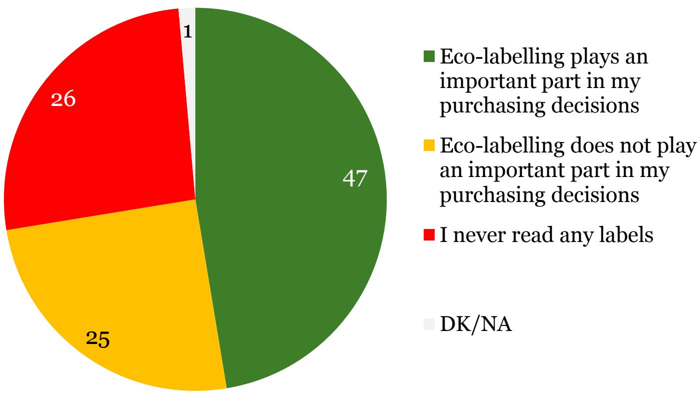
*EU citizens were the most likely to say that **the most important information on environmental labels** is whether it is possible to recycle or reuse a product; information about the total amount of greenhouse gas emissions created by a product – i.e. the carbon footprint – was considered to be the least important (selected by 10%, compared to 38% for "recycle and reuse").*

*Support for introducing **a mandatory label indicating a product's carbon footprint** ranged from 47% in the Czech Republic – the only country where less than half of respondents were in favour of such labelling – to 9 in 10 respondents in Croatia and Greece.*

2.1 Importance of ecolabelling in purchasing decisions

Before discussing the importance of ecolabelling, it is necessary to define the concept. In a general sense, an ecolabelled product (or service) is entitled to bear a logo that can claim that the product (or service) is of good environmental quality.

Importance of eco-labels in purchasing decisions



Q3. Some products have an eco-label which certifies that they are environmentally-friendly. Which statement characterises you the best?
Base: all respondents, % EU27

Almost half (47%) of EU citizens said that ecolabelling plays an important role in their purchasing decisions. A quarter of interviewees answered that ecolabels are not important when making decisions on which products to buy and a similar proportion (26%) said they never pay attention to labels.

Country variations

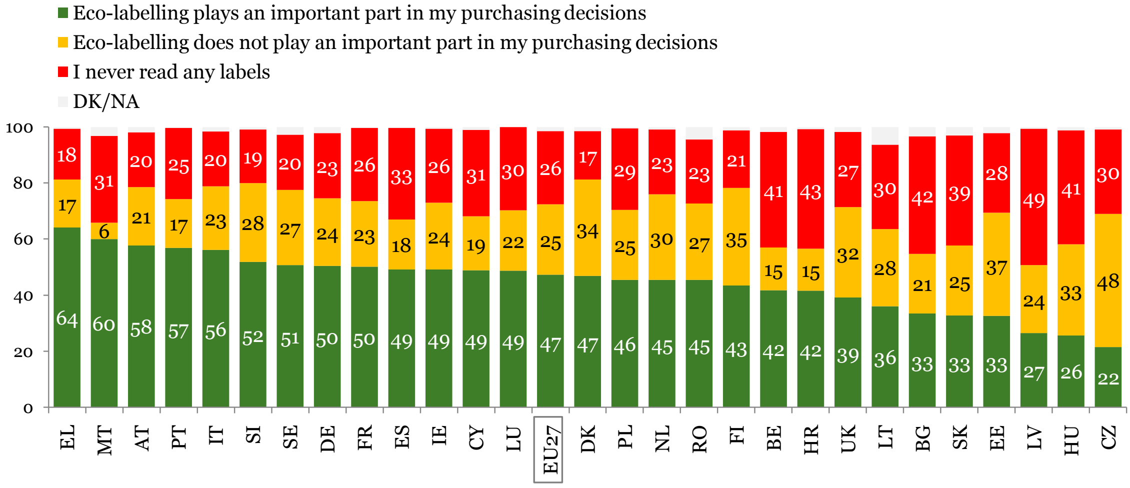
At least 6 in 10 Greek and Maltese interviewees (64% and 60%, respectively) answered that ecolabelling plays an important role in their purchasing decisions. In the Czech Republic, on the other hand, respondents were almost three times less likely to express this opinion: only 22% of Czechs said that ecolabels are important in their purchasing decisions.

Furthermore, almost half (48%) of Czechs said that ecolabels are not important when making their decisions on which products to buy. In all other countries, less than 4 in 10 respondents shared this view. Comments ranged from less than a tenth in Malta (6%) to more than a third in Denmark (34%), Finland (35%) and Estonia (37%).

Hungary and Latvia were close to the Czech Republic with slightly more than a quarter of respondents saying that ecolabelling plays an important role in their purchasing decisions (26% and 27% of respondents, respectively). However, while 48% of Czechs said that ecolabels are not important (see above), only a third of Hungarians and roughly a quarter (24%) of Latvians said the same. Almost half

(49%) of Latvians and 41% of Hungarians said that they never read labels when making decisions on which products to buy. Other countries with more than 4 in 10 respondents selecting this response were Croatia (43%), Bulgaria (42%) and Belgium (41%).

Importance of eco-labels in purchasing decisions



Q3. Some products have an eco-label which certifies that they are environmentally-friendly. Which statement characterises you the best?
Base: all respondents, % by country

The link between environmental purchasing decisions and ecolabelling

Ecolabelling was seen to play a more important role in the purchasing decisions of those respondents:

- with a higher level of awareness about the environmental impact of the products they buy or use,
- who said that a product's environmental impact is important when making purchasing decisions, and/or
- who always, or at least often, take energy efficiency into account when making purchasing decisions.

For example, two-thirds of respondents for whom the impact on the environment is a *very* important element when deciding which products to buy said that ecolabelling also plays an important role when making such decisions, compared to only 15% of those who said that a product's environmental impact is *rather not* important and 10% of those who said this aspect is *not* important *at all*. The latter respondents were the most likely to say that ecolabels do not play a role in their purchasing decisions or that they never read labels.

Similarly, while 57% of respondents who *always* take energy efficiency into account when buying products that use fuel or electricity said that ecolabels are an important aid in their purchasing decisions, this proportion decreased to 23% of those who *almost never* consider energy efficiency. Slightly more than a quarter (27%) of the last-named respondents answered that they do not pay attention to ecolabels and almost half (49%) of them do not read any type of labels.

Importance of ecolabels in purchasing decisions

(Row %)	*Ecolabelling plays an important part in purchasing decisions*	*Ecolabelling does not play an important part in purchasing decisions*	*I never read any labels*	*DK/NA*
Awareness about a product's environmental impact				
Is fully aware	65%	19%	15%	1%
Knows about most significant impacts	54%	27%	18%	1%
Knows little about this	38%	28%	33%	1%
Knows nothing	29%	19%	50%	2%
Importance of a product's impact on the environment				
Very important	66%	15%	18%	1%
Rather important	46%	27%	25%	1%
Rather not important	15%	41%	43%	1%
Not at all important	10%	33%	57%	1%
Impact of energy efficiency				
Always	57%	22%	19%	1%
Most of the time, often	48%	27%	24%	1%
Rarely	33%	27%	38%	2%
Almost never	23%	27%	49%	1%

Q3. Some products have an ecolabel. Which statement characterises you the best?
Q1. In general, how much do you know about the environmental impact of the products you buy and use?
Q2. How important are the following aspects when making a decision on which products to buy?
Q12. When buying products that use electricity or fuel, do you take into account how energy efficient they are?
Base: all respondents, % EU27

Socio-demographic considerations

Ecolabelling plays a more important role in purchasing decisions of women, the over 39 year-olds, those with the highest level of education and the self-employed. For example, while 55% of self-employed respondents said that ecolabels are important when making decisions on which products to buy, only 43% of manual workers shared this opinion.

Conversely, men and younger respondents more frequently said that ecolabels are not important when making purchasing decisions or that they never pay attention to any type of labels. For example, 28% of men said they do not pay attention to ecolabels and a similar proportion answered that they do not read any type of labels; the corresponding proportions for women were, respectively, 23% and 25%.

Respondents with lower levels of education, manual workers, non-working respondents and rural residents were more likely than their counterparts to admit that they never read any type of labels when making purchasing decisions, while metropolitan residents and employees were more likely to explicitly state that they do not pay attention to ecolabels. For example, 31% of respondents with the lowest level of education said they never pay attention to any type of labels, but only 19% of respondents with the highest level of education said the same.

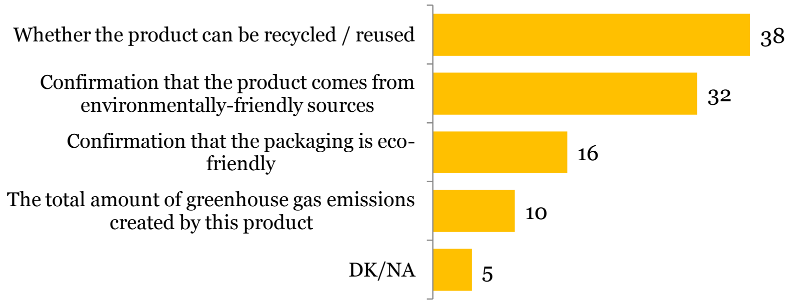
For more details, see annex table 6b.

2.2 Information provided on environmental labels

Almost 4 in 10 EU citizens (38%) thought that whether a product can be recycled or reused is the most important information that an environmental label should contain. The second most important piece of information provided on an environmental label – in the view of EU citizens – is a confirmation that the product comes from environmentally-friendly sources (selected by 32% of respondents).

EU citizens were less likely to think that that the most important information on environmental labels is a confirmation that the packaging is eco-friendly (selected by 16%) or the total amount of greenhouse gas emission created by the product (10%).

Most important information on environmental labels

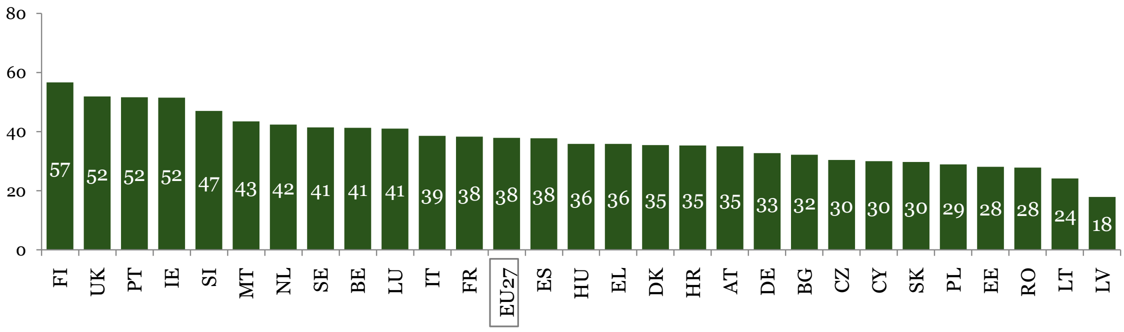


Q4. Environmental labels should be concise. From the list I am going to read you what environmental information is the most important that a label should contain?
Base: all respondents, % EU27

Country variations

A majority of Finnish (57%), British, Portuguese and Irish respondents (all 52%) answered that **whether a product can be recycled or reused** is the most important information that an environmental label should contain. In Latvia and Lithuania, on the other hand, less than a quarter of respondents selected this response (18% and 24%, respectively).

Most important information on environmental labels:
Whether the product can be recycled / reused

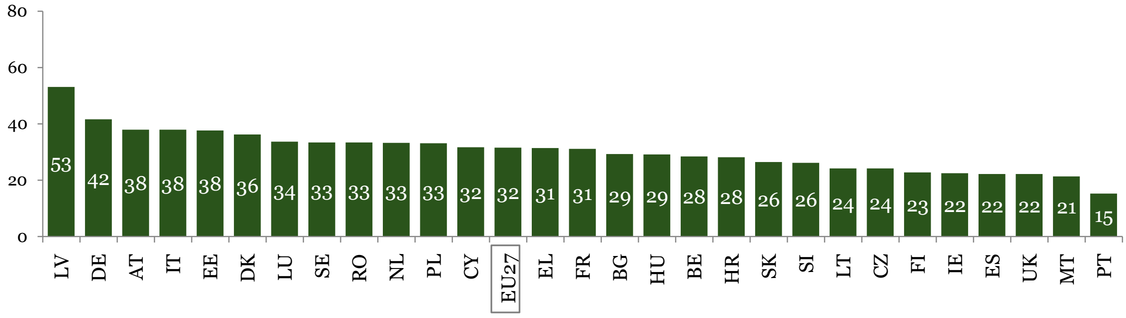


Q4. Environmental labels should be concise. From the list I am going to read you what environmental information is the most important that a label should contain?
Base: all respondents, % by country

Latvia was the only country where a slim majority (53%) of interviewees **confirmed that whether a product comes from eco-friendly sources** is the most important element on an environmental label. In Denmark, Estonia, Italy, Austria and Germany, between 36% and 42% of respondents selected this type of information as the most important. In the above-mentioned countries, the proportion selecting this response was higher – or equal to – the proportion stressing the importance of information about a product's recycling and reusing possibilities.

Respondents in Portugal were the least likely to say that whether a product comes from environmentally-friendly sources is the most important information on environmental labels (15%).

Most important information on environmental labels:
Confirmation that the product comes from environmentally-friendly sources

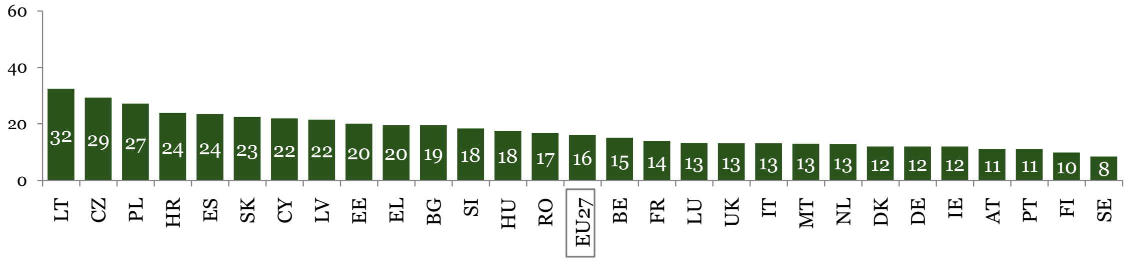


Q4. Environmental labels should be concise. From the list I am going to read you what environmental information is the most important that a label should contain?
Base: all respondents, % by country

Lithuania also stood out from the pack somewhat as the only country with a relative majority (32%) selecting **that whether the packaging is eco-friendly** is the most important information that on environmental labels should contain. The proportion selecting this response was, nevertheless, almost as high in the Czech Republic and Poland (29% and 27%, respectively).

Respondents in Sweden and Finland were the least prone to say that information on whether the packaging is eco-friendly is the most important information on environmental labels (8% and 10%, respectively).

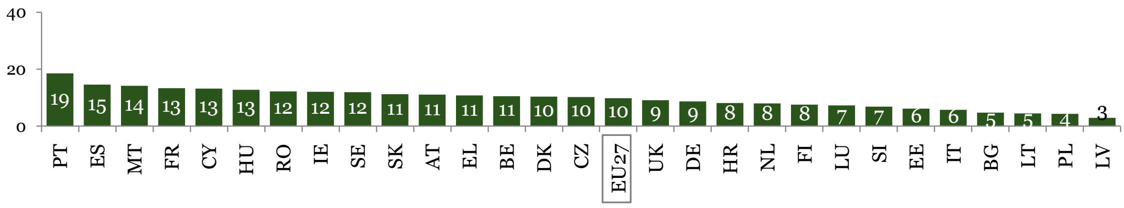
Most important information on environmental labels:
Confirmation that the packaging is eco-friendly



Q4. Environmental labels should be concise. From the list I am going to read you what environmental information is the most important that a label should contain?
Base: all respondents, % by country

Finally, in almost all countries surveyed, the proportion of interviewees selecting the **total amount of greenhouse gas emissions created by a product** – i.e. the carbon footprint – as the most important information on environmental labels was lower than that selecting each of the alternative possibilities listed in the survey. The proportion stressing the importance of information about a product's carbon footprint was the highest in Portugal (19%) and the lowest in Latvia and Poland (3% and 4%, respectively).

Most important information on environmental labels:
The total amount of greenhouse gas emissions created by this product



Q4. Environmental labels should be concise. From the list I am going to read you what environmental information is the most important that a label should contain?
Base: all respondents, % by country

The link between importance of ecolabels and preferred information on such labels

Respondents who pay more attention to ecolabels when making purchasing decisions were less likely than their counterparts to answer that whether a product could be recycled or reused is the most important information that an environmental label should contain, and they appeared to be more interested in whether products come from environmentally-friendly sources (37% vs. 29% for those who said that ecolabels are not important and 25% for those who never read labels).

Most important information on environmental labels

(Row %)	Whether the product can be recycled / reused	Confirmation about eco-friendly sources	Confirmation that the packaging is eco-friendly	Amount of greenhouse gas emissions	DK/NA
Importance of ecolabels in purchasing decisions					
Ecolabelling plays an important role	35%	37%	15%	11%	2%
Ecolabelling does not play an important role	41%	29%	17%	10%	4%
I never read any labels	40%	25%	17%	9%	9%

Q4. What environmental information is the most important that a label should contain?
Q3. Some products have an ecolabel. Which statement characterises you the best?
Base: all respondents, % EU27

Socio-demographic considerations

Women and older respondents were slightly less likely than men and younger respondents to select advice about whether a product could be recycled or reused as the most important information that an environmental label should contain, but they were more likely to select confirmation that the product comes from environmentally-friendly sources as the most important piece of advice. For example, 41% of 15-24 year-olds selected the former type of information and 30% the latter; the corresponding proportions for those over 54 were, respectively, 36% and 33%.

Manual workers, on the other hand, were the least likely to select a product's eco-friendly sources as the most important element on an environmental label (27% vs. 31%-33% in other occupational groups), but rather saw eco-friendly packaging as more important (selected by 19% compared to, for example, 14% for employees).

Finally, respondents with higher levels of education more frequently mentioned the total amount of greenhouse gas emissions created by a product as the most important information on environmental labels: this type of information was selected by 12% of respondents with the highest level of education and by only 7% of those with the lowest level of education.

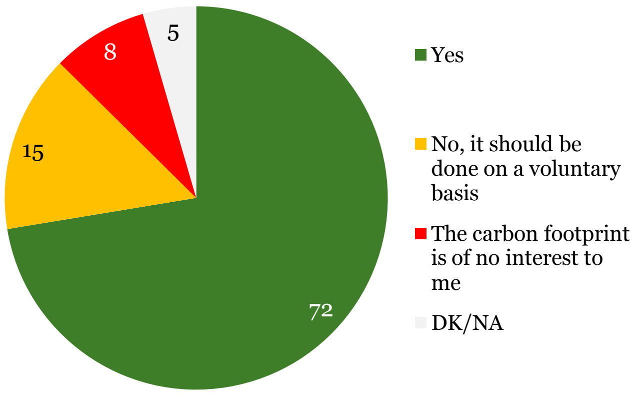
For more details, see annex table 7b.

2.3 Support for mandatory carbon footprint labels

Although only one-tenth of EU citizens selected the total amount of greenhouse gas emissions created by a product – i.e. the carbon footprint – as the *most important* piece of information on environmental labels (see section 2.2), more than 7 in 10 (72%) EU citizens thought that a label indicating a product's carbon footprint should be mandatory in the future.

Only 15% of interviewees thought that such labelling should be voluntary and 8% said a product's carbon footprint does not interest them. Finally, 1 in 20 respondents either had no opinion on the topic or did not know what to answer.

Should a label indicating a product's carbon footprint be mandatory?



Q5. Should a label indicating the carbon footprint of a product be mandatory in the future?
Base: all respondents, % EU27

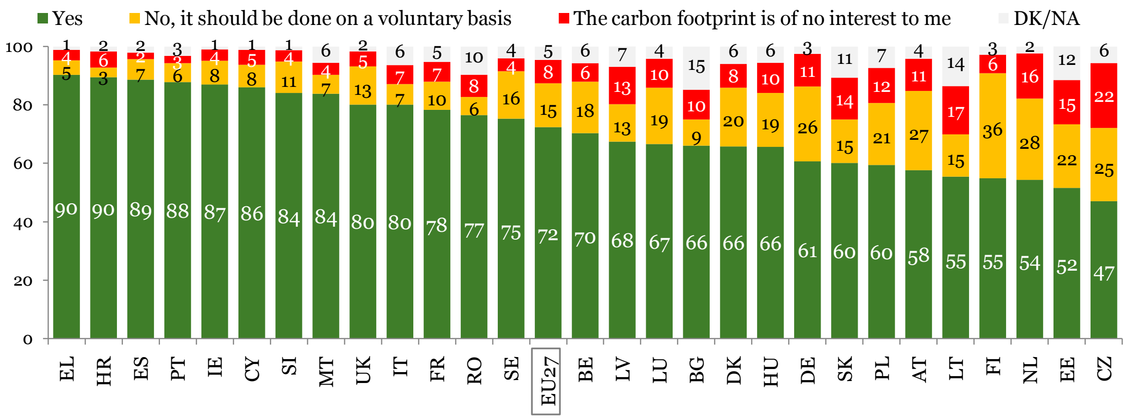
Country variations

Support for introducing a mandatory label indicating a product's carbon footprint ranged from 47% in the Czech Republic – the only country where less than half of respondents were in favour of such labelling – to 9 in 10 respondents in Greece and Croatia.

Other countries at the lower end of the distribution were Estonia and the Netherlands: 52% and 54%, respectively, of respondents in these countries confirmed that a label indicating a product's carbon footprint should be mandatory. Ireland, Portugal and Spain, on the other hand, were close to Greece and Croatia at the higher end of the distribution with between 87% and 89% of respondents giving a positive answer to this question.

Finnish respondents were the most likely to prefer a *voluntary* labelling system (36%), followed by Dutch, Austrian and German respondents (28%, 27% and 26%, respectively). Czech respondents, on the other hand, were the most likely to answer that a product's carbon footprint is of no interest to them (22%). In all other countries, not more than one in six respondents selected this response (ranging from 2% in Spain to 17% in Lithuania).

Should a label indicating a product's carbon footprint be mandatory?



Q5. Should a label indicating the carbon footprint of a product be mandatory in the future?
Base: all respondents, % by country

The link between the importance of ecolabels and support for carbon footprint labels

Respondents who said that ecolabels play an important role when making purchasing decisions were more likely than their counterparts to think that a label indicating a product's carbon footprint should be mandatory in the future (82% vs. 63%-65%). Respondents who said that ecolabelling does not play an important role in their purchasing decisions were the most likely to prefer a *voluntary* labelling system (22% vs. 11% for those who said that ecolabels are important and 16% for those who never read labels), while those who never read labels most frequently said that a product's carbon footprint does not interest them (15% vs. 4% for those who said that ecolabels are important and 10% for those who said the opposite).

Should a label indicating a product's carbon footprint be mandatory?

(Row %)	*Yes*	*No, it should be done voluntary*	*The carbon footprint is of no interest to me*	*DK/NA*
Importance of ecolabels in purchasing decisions				
Ecolabelling plays an important role	82%	11%	4%	4%
Ecolabelling does not play an important role	65%	22%	10%	4%
I never read any labels	63%	16%	15%	7%

Q5. Should a label indicating the carbon footprint of a product be mandatory in the future?
Q3. Some products have an ecolabel. Which statement characterises you the best?
Base: all respondents, % EU27

Socio-demographic considerations

Across almost all socio-demographic groups, at least 7 in 10 respondents agreed that a label indicating a product's carbon footprint should be mandatory in the future – with women, employees and urban residents being the most likely to express this opinion (all 75%). The only exceptions were the 15-24 year-olds and those still in education – only roughly two-thirds (67%-68%) of these respondents gave a positive answer to this question.

For more details, see annex table 8b.

3. The EU Ecolabel

Almost 4 in 10 EU citizens in the survey had seen the EU Ecolabel, or had heard about it; only roughly a fifth (19%) *said they have also bought products bearing the label.*

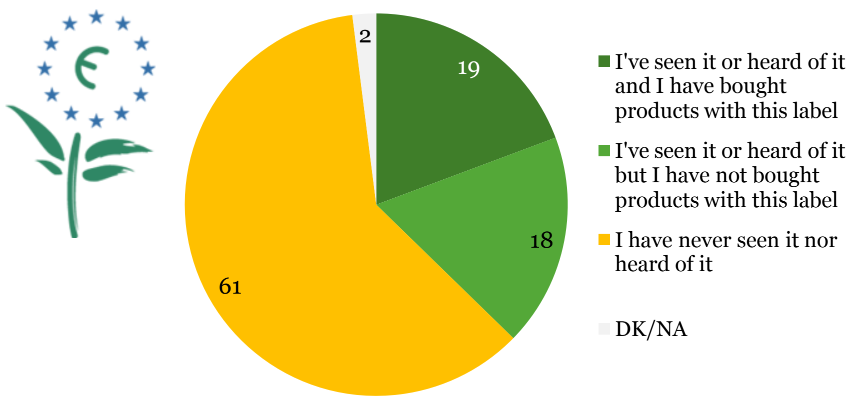
Awareness of the EU Ecolabel was the highest in Lithuania, Denmark and Estonia (between 49% and 51%) and the lowest in the UK, Italy and Sweden (between 26% and 31%).

The *Flower* is the symbol of the EU Ecolabel. It is a voluntary scheme designed to encourage businesses to market products and services that are kinder to the environment and help European consumers – including public and private purchasers – make environmentally-friendly choices when they choose products and services[4].

Roughly 6 in 10 (61%) EU citizens interviewed in the survey admitted never having seen – or heard about – the EU Ecolabel and its *Flower* logo.

Almost a fifth (19%) of interviewees said they have seen the EU Ecolabel, or have heard about it, and have also bought products bearing the *Flower*. A similar proportion of interviewees (18%) had seen the label, or had heard about it, but had not bought *Flower-labelled* products.

Awareness of the *Flower*, the symbol of the EU Eco-label



Q9. Are you aware of the Flower, the symbol of the EU Eco-label?
Base: all respondents, % EU27

Country variations

Awareness of the EU Ecolabel was low in most of the individual countries surveyed; in only two countries did roughly half of the interviewees say that they have seen – or heard about – the EU Ecolabel: Estonia (51%) and Denmark (50%). In the UK, Sweden and Italy, on the other hand, at least two-thirds of respondents had never seen – or heard about – the EU Ecolabel (73%, 67% and 66%, respectively). Note: although Estonian respondents were among the least likely to state that ecolabels are important in their purchasing decisions (see section 2.1), they were the most likely in the EU to have seen – or heard about – the EU Ecolabel.

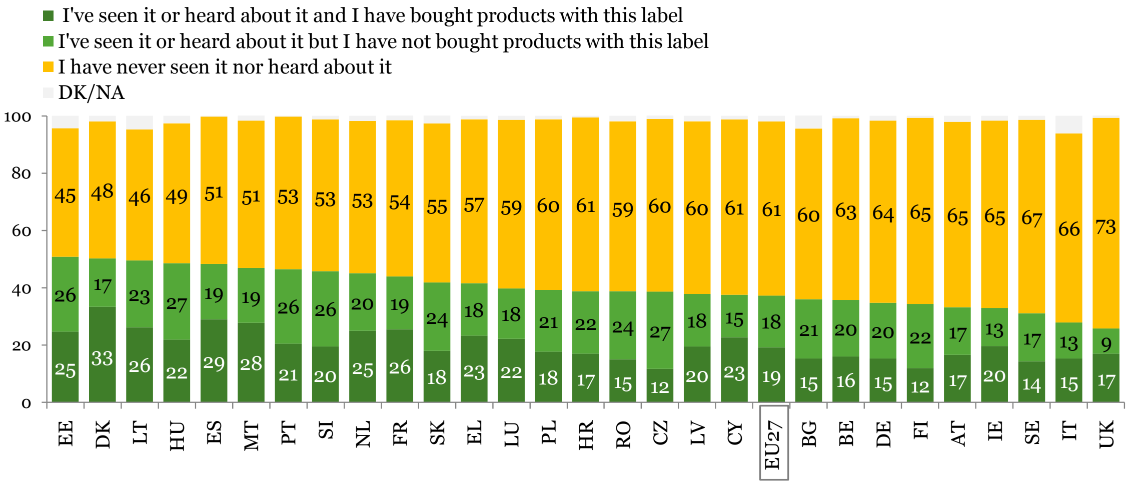
At least a quarter of respondents in Denmark (33%), Spain (29%), Malta (28%), Lithuania and France (both 26%), the Netherlands and Estonia (both 25%) said they have seen the EU Ecolabel, or have

[4] http://ec.europa.eu/environment/ecolabel/index_en.htm

heard about it, and have also bought products bearing the *Flower*. By comparison, in Finland and the Czech Republic, only 12% of respondents selected this response.

Although Hungary, Portugal and Slovenia were close to the above-mentioned countries in terms of awareness about the EU Ecolabel, respondents in these countries were less likely to have actually bought products bearing the label (between 20% and 22%). More than a quarter of Hungarians, Portuguese and Slovenes had seen – or heard about – the EU Ecolabel, but had not bought *Flower-labelled* products (between 26% and 27%).

Awareness of the *Flower*, the symbol of the EU Eco-label



Q9. Are you aware of the Flower, the symbol of the EU Eco-label?
Base: all respondents, % by country

The link between environmental purchasing decisions and awareness of the EU Ecolabel

Respondents with a higher level of awareness about the environmental impact of the products they buy or use and those who pay more attention to a product's environmental impact, energy efficiency and/or ecolabels when making purchasing decisions were not only more likely than their counterparts to answer that they have seen – or heard about – the EU Ecolabel, but were also the most likely to have actually bought products bearing this label.

For example, while only around half (49%) of respondents who claimed to be *fully aware* of the environmental impact of the products they buy or use had never seen – or heard about – the EU Ecolabel, this proportion increased to slightly more than three-quarters (77%) of those admitting knowing *nothing* about the impact on the environment of the products they buy and use. Similarly, only slightly more than half (52%) of respondents who said that ecolabelling plays an important role in their purchasing decisions said that they have never seen the EU Ecolabel, or have never heard about it; the corresponding proportion for those who do not pay attention to ecolabels and for those who never read any type of labels were, respectively, 63% and 73%.

Furthermore, while more than a quarter of respondents who claimed to be *fully aware* of the environmental impact of the products they buy or use and of those who pay attention to ecolabels had bought *Flower-labelled* products (both 28%), respondents admitting knowing *nothing* about the environmental impact of the products they buy or use, those saying that ecolabels played no role in their purchasing decisions and respondents who never pay attention to any type of labels were between two and three times less likely to have done so (11%, 15% and 9%, respectively).

Awareness of the *Flower*, the symbol of the EU Ecolabel

(Row %)	*I've seen it or heard about it and I have bought products with this label*	*I've seen it or heard about it but I have not bought products with this label*	*I have never seen it nor heard about it*	*DK/NA*
Awareness about a product's environmental impact				
Is fully aware	28%	21%	49%	2%
Knows about most significant impacts	23%	19%	56%	2%
Knows little about this	14%	18%	67%	2%
Knows nothing	11%	10%	77%	3%
Importance of a product's impact on the environment				
Very important	24%	18%	56%	3%
Rather important	20%	19%	60%	2%
Rather not important	12%	15%	71%	2%
Not at all important	7%	14%	78%	2%
Impact of energy efficiency				
Always	23%	18%	57%	2%
Most of the time, often	20%	19%	60%	2%
Rarely	14%	19%	65%	2%
Almost never	12%	13%	73%	2%
Importance of ecolabels in purchasing decisions				
Ecolabelling plays an important role	28%	18%	52%	2%
Ecolabelling does not play an important role	15%	20%	63%	2%
I never read any labels	9%	15%	73%	2%

Q9. Are you aware of the Flower, the symbol of the EU Ecolabel?
Q1. In general, how much do you know about the environmental impact of the products you buy and use?
Q2. How important are the following aspects when making a decision on which products to buy?
Q12. When buying products that use electricity or fuel, do you take into account how energy efficient they are?
Q3. Some products have an ecolabel. Which statement characterises you the best?
Base: all respondents, % EU27

Socio-demographic considerations

Awareness of the *Flower*, the EU Ecolabel, was the lowest among respondents with the lowest level of education: while 69% of these respondents said they have never seen – or heard about – the EU Ecolabel, this proportion decreased to 56% for respondents with the highest level of education. Other socio-demographic groups with lower awareness levels were both the youngest (under 25) and oldest (over 54) respondents, and those not working[5].

The 25-54 year-olds, those with the highest level of education, self-employed respondents and employees, on the other hand, were the most likely to have bought products with the EU Ecolabel. For example, while 23% of both employees and self-employed respondents said they have seen the EU Ecolabel, or have heard about it, and have also bought products bearing the *Flower*, this proportion was only 17% for manual workers and non-working respondents.

For more details, see annex table 12b.

[5] Around a fifth of non-working respondents were full-time students (mostly under 25) and almost half of them were retirees (mostly over 54).

4. Claims by producers and companies claims about their environmental performance

*EU citizens were divided in their opinions as to whether they trust **producers' claims about the environmental performance of their products**: 49% said they trust such claims and 48% did not trust them.*

Respondents in the Netherlands and Bulgaria stood out from the pack with, respectively, the highest and lowest proportions saying they trust producers' claims about the environmental performance of their products (78% in the Netherlands vs. 26% in Bulgaria).

*While 3 in 10 EU citizens said they trust **companies' own environmental and social performance reporting**, a considerably higher proportion (47%) said they do not trust companies' reports on this topic.*

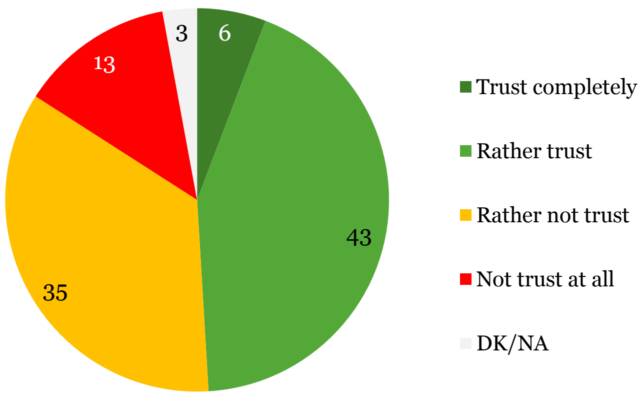
Trust in companies' environmental and social performance reporting was the highest in Portugal and Malta (52% and 47%, respectively), but was – once again – lowest in Bulgaria (13%). Polish interviewees most frequently said that companies' reports on their environmental and social performance are of no interest to them (42% compared to an EU average of 19%).

4.1 Claims by producers about the environmental performance of their products

EU citizens were divided in their opinion as to whether they trust producers' claims about the environmental performance of their products: 49% said they *completely* or *rather* trust such claims about environmental performance and 48%, in total, said they do not trust such claims.

Only 6% of EU citizens said they *completely* trust producers' claims about their products' environmental performance, while twice as many respondents (13%) answered that they do *not* trust such claims *at all*.

Trust in producers' claims about the environmental performance of their own products



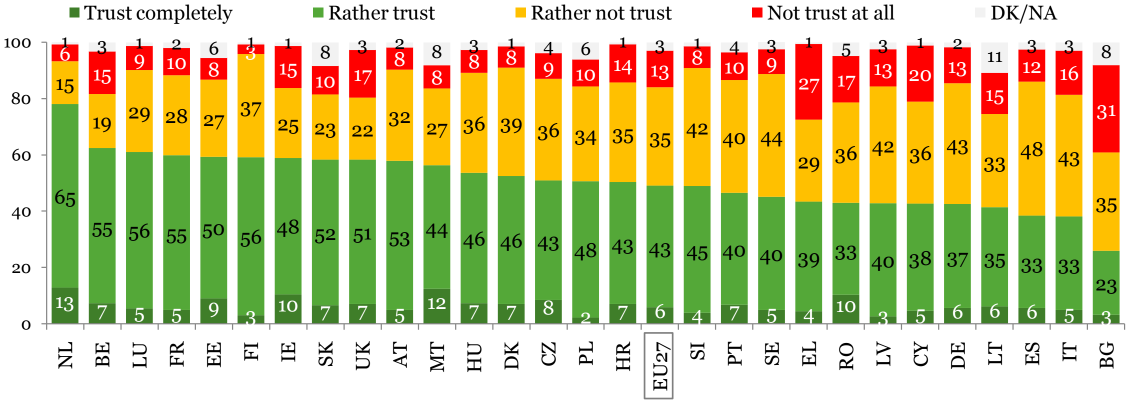
Q10. How much do you trust producers' claims about the environmental performance of their own products?
Base: all respondents, % EU27

Country variations

Only a minority of respondents in all EU Member States – and Croatia – said they *completely* trust producers' claims about the environmental performance of their products (ranging from 2% in Poland to 13% in the Netherlands). Summing the "completely" and "rather trust" responses, it was, nevertheless, noted that a majority of respondents in 14 Member States said they *rather* or *completely* trust producers' environmental claims. Respondents in the Netherlands stood out from the pack with more than three-quarters (78%) of respondents saying they *completely* or *rather* trust producers on this topic. Other countries with higher levels of trust were Belgium (62%), Luxembourg (61%) and France (60%).

Furthermore, while only 21% of Dutch respondents said they *rather do not* – or *not at all* – trust producers' claims about the environmental performance of their products, in the countries at the lower end of the distribution more than half of interviewees did not trust such claims. Distrust was the highest in Bulgaria (66% "rather not" and "not trust at all" responses), followed by Italy and Spain (59% and 60%, respectively). Approximately 3 in 10 (31%) Bulgarians said they do *not* trust producers' claims about the environmental performance of their products *at all* – as did 27% of Greeks.

Trust in producers' claims about the environmental performance of their own products



Q10. How much do you trust producers' claims about the environmental performance of their own products?
Base: all respondents, % by country

The link between environmental purchasing decisions and trust in producers' claims about their products' environmental performance

Respondents who said that ecolabelling plays an important role when making decisions on which products to buy and those who have seen – or heard about – the EU Ecolabel were the most likely to say that they trust producers' claims about the environmental performance of their products.

For example, slightly more than 6 in 10 respondents who have seen the EU Ecolabel and bought products bearing the *Flower*, said they trust producers on this topic (8% "trust completely" and 54% "rather trust"); respondents who have seen the EU Ecolabel but have not bought products bearing the label followed with a slim majority expressing trust (6% "trust completely" and 48% "rather trust"). Those who have never seen – or heard about – the label, however, were considerably less likely to trust producers' environmental claims – 44% said they trust such claims, while 53% said they do not.

Trust in producers' claims about the environmental performance of their products also appeared to increase with the importance attached to a product's environmental impact when making purchasing decisions; this relationship, however, was not linear. Focusing on the proportion of respondents who selected the "rather trust" response, it was noted that only 24% of respondents who said that a product's environmental impact is *not* important *at all* selected this response; this proportion, however, increased to 48% for those saying that a product's environmental impact is *rather* important, but then decreased again to 42% for those saying that a product's impact on the environment is *very* important.

Trust in producers' claims about the environmental performance of their products

(Row %)	*Trust completely*	*Rather trust*	*Rather not trust*	*Not trust at all*	*DK/NA*
Importance of a product's impact on the environment					
Very important	8%	42%	35%	14%	3%
Rather important	5%	48%	35%	10%	3%
Rather not important	5%	36%	40%	15%	4%
Not at all important	7%	24%	28%	36%	5%
Importance of ecolabels in purchasing decisions					
Ecolabelling plays an important role	7%	48%	33%	9%	2%
Ecolabelling does not play an important role	5%	41%	37%	15%	2%
I never read any labels	5%	37%	36%	18%	5%
Awareness of the EU Ecolabel					
I've seen it and have bought products	8%	54%	29%	7%	2%
I've seen it but have not bought products	6%	48%	36%	9%	2%
I have never seen it nor heard about it	5%	39%	37%	16%	3%

Q10. How much do you trust producers' claims about the environmental performance of their own products?
Q2. How important are the following aspects when making a decision on which products to buy?
Q3. Some products have an ecolabel. Which statement characterises you the best?
Q9. Are you aware of the Flower, the symbol of the EU Ecolabel?
Base: all respondents, % EU27

Socio-demographic considerations

Only a minority of respondents in all socio-demographic groups said they *completely* trust producers' claims about the environmental performance of their products (between 5% and 7%). By aggregating "completely" and "rather trust" responses it was nevertheless noted that women, younger respondents (and those still in education), those with higher levels of education, employees and manual workers were more likely than their counterparts to say that they trust producers' environmental claims. For example, while a slim majority (52%) of women said they *completely* or *rather* trust producers on this topic, only 46% of men said the same.

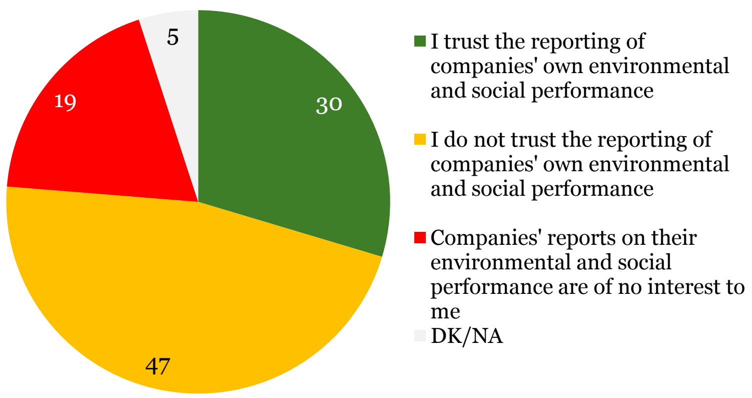
For more details, see annex table 13b.

4.2 Companies' environmental and social performance reporting

While 3 in 10 EU citizens said they trust companies' own environmental and social performance reporting, a considerably higher proportion (47%) said they do not trust companies' reports on this topic.

Roughly a fifth (19%) of interviewees said that companies' reports on their environmental and social performance do not interest them.

Trust in companies' environmental and social performance reporting



Q11. Which statement best reflects your view on current reporting by companies of their own environmetal and social performance:
Base: all respondents, % EU27

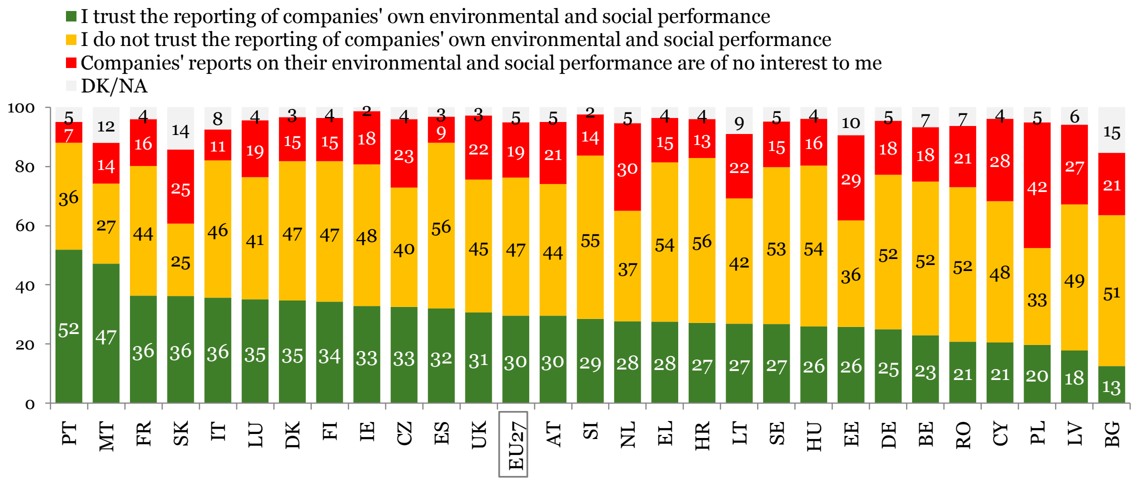
Country variations

Trust in companies' environmental and social performance reporting was the highest in Portugal and Malta (52% and 47%, respectively). Only 27% of Maltese and 36% of Portuguese respondents said the opposite, i.e. that they do not trust such reporting – Slovaks, however, were the least likely to express distrust (25%).

Bulgarians were not only the least likely to trust producers' claims about the environmental performance of their products (see section 4.1), they were also the least likely to trust companies' environmental and social performance reporting: only 13% showed a level of trust, while 51% said they do not trust companies' reports on this topic. In nine other countries more than half of respondents said they do not trust companies' environmental and social performance reports, with Croatian and Spanish respondents being the most likely to express distrust (both 56%).

Finally, Polish interviewees stood out with 42% saying that companies' reports on their environmental and social performance are of no interest to them (compared to an EU average of 19%). In the Netherlands and Estonia, roughly 3 in 10 respondents selected this response (30% and 29%, respectively).

Trust in companies' environmental and social performance reporting



Q11. Which statement best reflects your view on current reporting by companies of their own environmental and social performance:
Base: all respondents, % by country

The link between environmental purchasing decisions and trust in companies' environmental and social performance reporting

Respondents who pay no (or less) attention to ecolabels or a product's environmental impact when making purchasing decisions and those who have never seen – or heard about – the EU Ecolabel most frequently said that companies' reports on their environmental and social performance are of no interest to them. Trust in companies' reports on environmental and social performance was the highest among those who pay more attention to ecolabels or a product's environmental impact when making purchasing decisions and those who have seen – or heard about – the EU Ecolabel.

For example, 22% of those who have never seen – or heard about – the EU Ecolabel answered that companies' reports on their environmental and social performance are of no interest to them, compared to 12% of those who have bought products bearing the EU Ecolabel. Furthermore, only 26% of the former said they trust companies' reports on this topic (and 47% said the opposite), while 40% of the latter said they trust such reports (and 45% expressed distrust).

Trust in companies' environmental and social performance reporting

(Row %)	*I trust the reporting of companies' own environmental and social performance*	*I do not trust the reporting of companies' own environmental and social performance*	*Companies' reports on their environmental and social performance are of no interest to me*	*DK/NA*
Importance of a product's impact on the environment				
Very important	35%	48%	13%	5%
Rather important	30%	47%	18%	5%
Rather not important	22%	46%	28%	5%
Not at all important	12%	42%	39%	7%
Importance of ecolabels in purchasing decisions				
Ecolabelling plays an important role	37%	47%	12%	5%
Ecolabelling does not play an important role	25%	52%	20%	3%
I never read any labels	22%	42%	30%	6%
Awareness of the EU Ecolabel				
I've seen it and have bought products	40%	45%	12%	4%
I've seen it but have not bought products	32%	47%	18%	3%
I have never seen it nor heard about it	26%	47%	22%	6%

Q11. Which statement best reflects your view on current reporting by companies on their own environmental and social performance:
Q2. How important are the following aspects when making a decision on which products to buy?
Q3. Some products have an ecolabel. Which statement characterises you the best?
Q9. Are you aware of the Flower, the symbol of the EU Ecolabel?
Base: all respondents, % EU27

Socio-demographic considerations

Younger respondents, those still in education, respondents with lower levels of education and manual workers most frequently said that companies' reports on their environmental and social performance are of no interest to them. For example, 27% of 15-24 year-olds said companies' reports on their environmental and social performance are of no interest, compared to 20% of 25-39 year-olds, 15% of 40-54 year-olds and 18% of the over 54s.

Focusing solely on respondents who formulated an opinion about trust in companies' reports on environmental and social performance, it appeared that trust (vs. distrust) was the highest among the 15-24 year-olds and those still in education. For example, slightly over a third (34%) of the 15-24 year-olds said they trust companies' reports on this topic, and only 36% said the opposite (i.e. that they do not trust such reports). By comparison, only 26% of over 54 year-olds expressed trust in companies' reports on environmental and social performance and almost twice as many expressed distrust (49%).

For more details, see annex table 14b.

5. A voluntary environmental "code of conduct" for retailers

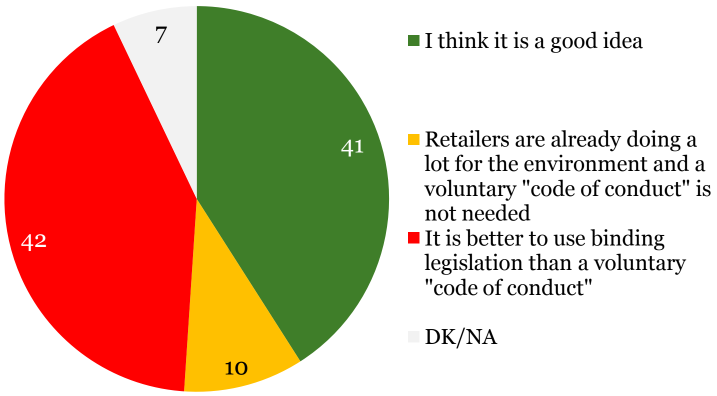
Four out of 10 EU citizens agreed that it is a good idea to develop a voluntary environmental "code of conduct" for EU retailers. A similar proportion, nevertheless, thought that binding legislations would be more effective.

Only a minority of respondents in all EU Member States – and Croatia – thought that a voluntary environmental "code of conduct" is not needed as retailers already do a lot for the environment (ranging from 3% in Bulgaria to 17% in Finland).

Roughly 4 in 10 EU citizens (41%) agreed that it is a good idea to develop a voluntary environmental "code of conduct" for retailers in the EU. A similar proportion (42%), nevertheless, thought that binding legislation would be more effective than a voluntary "code of conduct".

Only 10% thought that a voluntary environmental "code of conduct" is not needed because retailers are already doing a lot for the environment.

Opinions about a voluntary environmental "code of conduct" for retailers



Q13. It has been proposed by the EU that retailers develop a voluntary environmental code of conduct. Which opinion is closer to your view?
Base: all respondents, % EU27

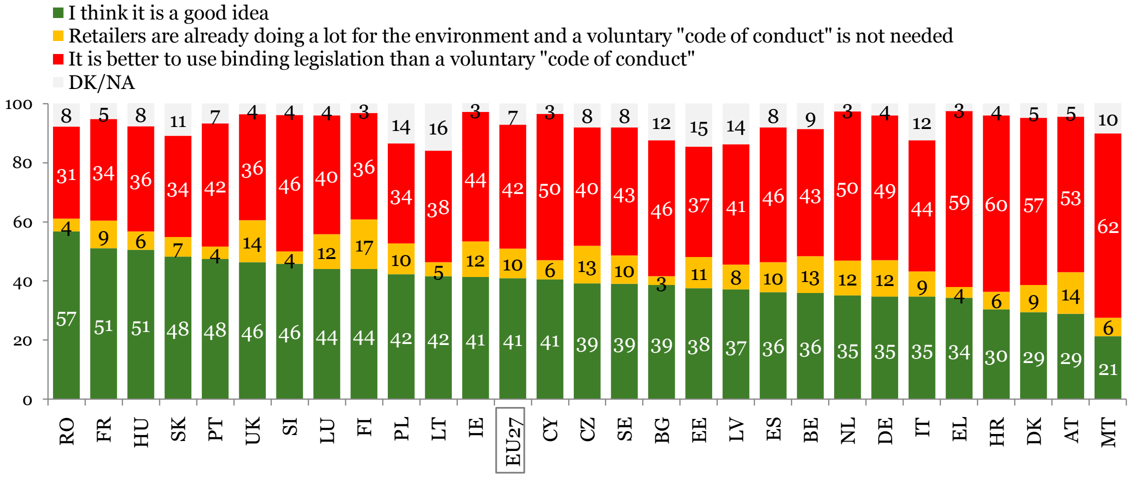
Country variations

While almost 6 in 10 (57%) Romanians and slightly more than half of French and Hungarian respondents (both 51%) answered that it is a good idea to develop a voluntary environmental "code of conduct" for EU retailers, only roughly a fifth (21%) of Maltese respondents and around 3 in 10 Austrian, Danish and Croatian respondents (29%-30%) shared this opinion.

In the last-named countries, more than half of respondents thought that binding legislations on environmental issues would be more effective than a voluntary "code of conduct" for retailers: 62% in Malta, 60% in Croatia, 57% in Denmark and 53% in Austria. The proportion of respondents expressing this opinion was, nevertheless, just as high in Greece (59%).

Similar to the results obtained for the EU overall, only a minority of respondents in all individual Member States – and Croatia – thought that a voluntary environmental "code of conduct" is not needed as retailers are already doing a lot for the environment (ranging from 3% in Bulgaria to 17% in Finland).

Opinions about a voluntary environmental "code of conduct" for retailers



13. It has been proposed by the EU that retailers develop a voluntary environmental code of conduct. Which opinion is closer to your view?
Base: all respondents, % by country

The link between environmental purchasing decisions and support for a voluntary environmental "code of conduct" for retailers

The following table shows that around 4 in 10 (or more) respondents, across all groups, thought that it is a good idea to develop a voluntary environmental "code of conduct" for EU retailers – with the exception of those who said that the impact on the environment is *not* important *at all* when they make decisions on which products to buy.

Only 34% of the last-named respondents agreed that it is a good idea to develop a voluntary environmental "code of conduct" for EU retailers. These respondents, however, were the most likely to think that a voluntary environmental "code of conduct" is not needed because retailers are already doing a lot for the environment (14% vs. 9%-12% of other respondents) or to say that they "do not know" whether such a "code of conduct" is a good idea or not (13% vs. 6%-9%).

Opinions about a voluntary environmental "code of conduct" for retailers

(Row %)	*I think it is a good idea*	*Retailers are already doing a lot for the environment, a voluntary "code of conduct" is not needed*	*It is better to use binding legislation than a voluntary "code of conduct"*	*DK/NA*
Importance of a product's impact on the environment				
Very important	41%	9%	43%	7%
Rather important	42%	10%	42%	6%
Rather not important	41%	12%	39%	9%
Not at all important	34%	14%	40%	13%
Importance of ecolabels in purchasing decisions				
Ecolabelling plays an important role	43%	9%	43%	5%
Ecolabelling does not play an important role	40%	11%	43%	6%
I never read any labels	39%	12%	39%	11%
Awareness of the EU Ecolabel				
I've seen it and have bought products	44%	9%	43%	4%
I've seen it but have not bought products	42%	11%	41%	6%
I have never seen it nor heard about it	40%	10%	41%	8%

Q13. It has been proposed by the EU that retailers develop a voluntary environmental code of conduct. Which opinion is closer to your view?
Q2. How important are the following aspects when making a decision on which products to buy?
Q3. Some products have an ecolabel. Which statement characterises you the best?
Q9. Are you aware of the Flower, the symbol of the EU Ecolabel?
Base: all respondents, % EU27

Socio-demographic considerations

Women, younger respondents, those still in education and manual workers were the most likely to agree that it is a good idea to develop a voluntary environmental "code of conduct" for EU retailers. For example, around half (49%) of 15-24 year-olds expressed support for a voluntary environmental "code of conduct", compared to only 38% of over 54 year-olds.

Men, the 40-54 year-olds, respondents with higher levels of education, self-employed respondents, employees and city dwellers, on the other hand, thought that binding legislation would be more effective than a voluntary environmental "code of conduct". Half of respondents with the highest level of education had a preference for binding legislation while this proportion decreased to 36% for those with the lowest level of education.

For more details, see annex table 16b.

6. Promoting environmentally-friendly products

*Around 3 in 10 EU citizens answered that the **best way for retailers to promote environmentally-friendly products** is to provide better information to consumers.*

Roughly half of EU citizens thought that retailers should promote environmentally-friendly products by increasing their visibility on store shelves (selected by 25%) or by having a green corner dedicated to eco-friendly products (24%).

*Unsurprisingly, in all countries in the survey, **a taxation system – to promote eco-friendly products** – based on reducing taxes for more environmentally-friendly products received more support than a system based on increasing taxes for environmentally-damaging products.*

Nevertheless, in almost half of the countries surveyed, at least half of interviewees answered that the best taxation system to promote environmentally-friendly products would be to reduce taxation for the more environmentally-friendly products, in combination with increasing taxes for environmentally-damaging products; British, Irish and Slovene respondents were the most likely to select this response (65%, 59% and 58%, respectively).

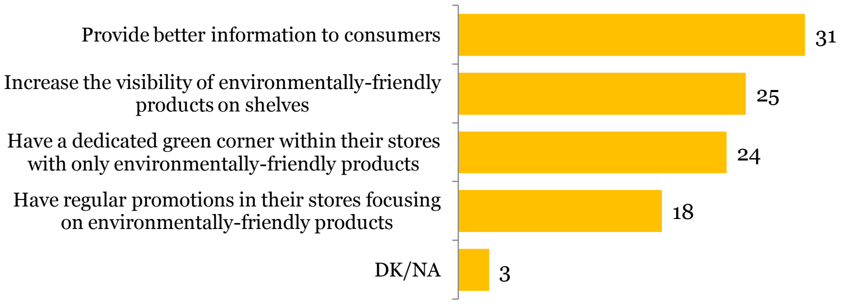
Only 4% of EU citizens spontaneously said that introducing a taxation system to promote eco-friendly products is not a good idea.

6.1 Retailers' role in promoting environmentally-friendly products

Around 3 in 10 (31%) EU citizens answered that the best way for retailers to promote environmentally-friendly products is to provide better information to consumers.

Approximately half of EU citizens thought that retailers should promote environmentally-friendly products in their stores: by increasing the visibility of these products on store shelves (25%) or by having a green corner dedicated to such products (24%). Almost a fifth (18%) of interviewees felt that regular promotions focusing on environmentally-friendly products would be the best way to promote green purchasing.

Best way for retailers to promote environmentally-friendly products

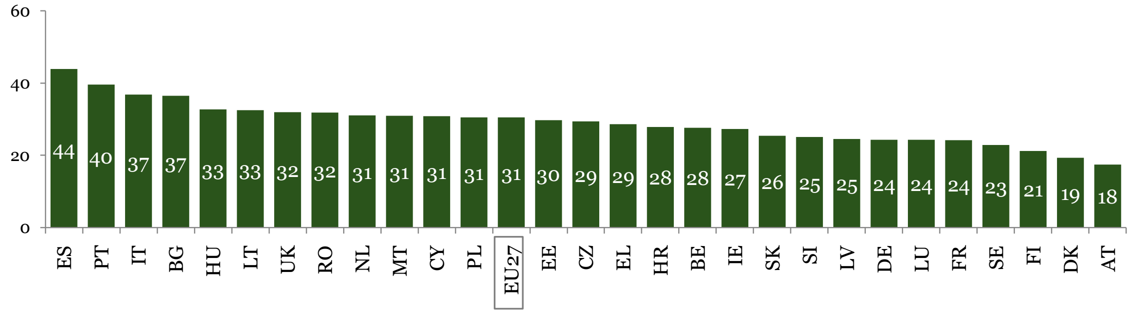


Q6. How can retailers best contribute to promoting environmentally-friendly products?
Base: all respondents, % EU27

Country variations

The proportion of respondents saying that **providing better information to consumers** is the best way for retailers to promote environmentally-friendly products ranged from less than a fifth in Austria and Denmark (18% and 19%, respectively) to at least 4 in 10 respondents in Portugal and Spain (40% and 44%, respectively).

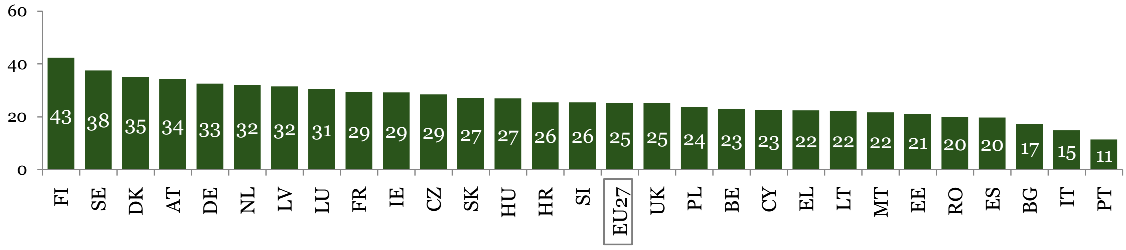
Best way for retailers to promote environmentally-friendly products:
Provide better information to consumers



Q6. How can retailers best contribute to promoting environmentally friendly products?
Base: all respondents, % by country

Finnish respondents most frequently said that retailers can contribute most to the promotion of eco-friendly products by **increasing the visibility** of these products **on store shelves** (43%). In sharp contrast, only 11% of Portuguese and 15% of Italians believed that this is the best approach.

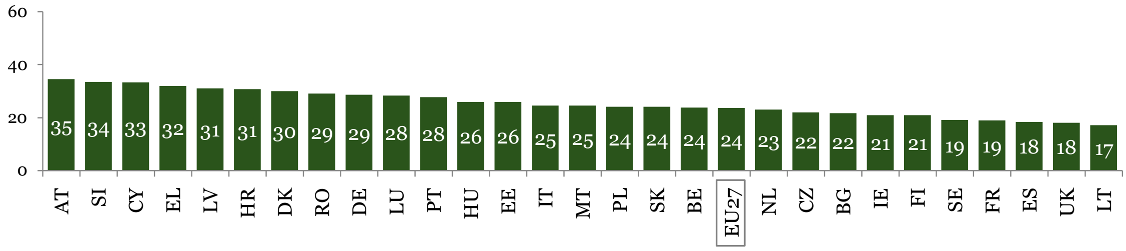
Best way for retailers promote environmentally-friendly products:
Increase the visibility of environmentally-friendly products on shelves



Q6. How can retailers best contribute to promoting environmentally-friendly products?
Base: all respondents, % by country

The proportion of interviewees who thought the best way for retailers to promote eco-friendly products is to have **a green corner** in their stores (i.e. a corner dedicated to eco-friendly products) was the lowest in Lithuania, the UK, and Spain (17%-18%) and the highest in Cyprus, Slovenia and Austria (between 33% and 35%).

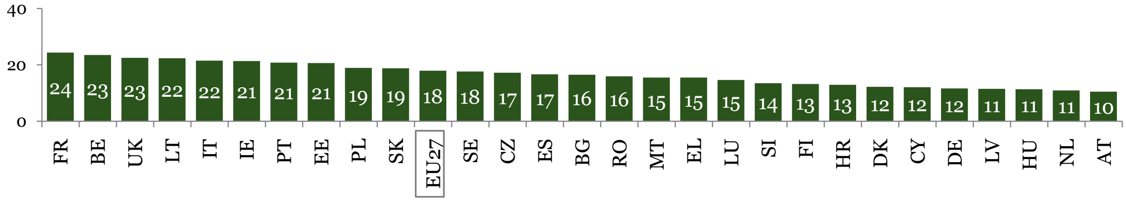
Best way for retailers promote environmentally-friendly products: **Have a dedicated green corner within their stores with only environmentally-friendly products**



Q6. How can retailers best contribute to promoting environmentally-friendly products?
Base: all respondents, % by country

Finally, in all countries surveyed less than a quarter of respondents said that the best approach for retailers to promote environmentally-friendly products is to have **regular promotions** focusing on such products (ranging from 10% in Austria to 24% in France).

Best way for retailers promote environmentally-friendly products: **Have regular promotions in their stores focusing on environmentally-friendly products**



Q6. How can retailers best contribute to promoting environmentally-friendly products?
Base: all respondents, % by country

The link between environmental purchasing decisions and the best way for retailers to promote eco-friendly products

Respondents who said that a product's impact on the environment plays a *very* important role in their purchasing decisions were more likely to say that providing better information to consumers is the best way for retailers to contribute to the promotion of environmentally-friendly products (34% vs. 27%-29% for other respondents). Increasing the visibility of eco-friendly products on store shelves, on the other hand, was somewhat more favoured among respondents who answered that a product's impact on the environment is *rather* (un)important in their purchasing decisions (26%-28% vs. 21%-24%), while those who answered that a product's impact on the environment is *not* important *at all* in their purchasing decisions most frequently gave a "don't know" response (12% vs. 2%-3%).

No large differences were observed in the opinions about the best approach for retailers to promote environmentally-friendly products when comparing respondents who use ecolabels to inform purchasing decisions and those who do not, and when comparing respondents who are aware of the EU Ecolabel and those who are not.

Best way for retailers to promote environmentally-friendly products

(Row %)	*Provide better information to consumers*	*Increase the visibility of eco-friendly products on shelves*	*Have a green corner dedicated to eco-friendly products*	*Have regular promotions focusing on eco-friendly products*	*DK/NA*
Importance of a product's impact on the environment					
Very important	34%	24%	24%	16%	2%
Rather important	29%	26%	24%	19%	2%
Rather not important	29%	28%	22%	18%	3%
Not at all important	27%	21%	22%	19%	12%
Importance of ecolabels in purchasing decisions					
Ecolabelling plays an important role	31%	26%	24%	17%	2%
Ecolabelling does not play an important role	30%	25%	23%	20%	2%
I never read any labels	30%	25%	23%	18%	4%
Awareness of the EU Ecolabel					
I've seen it and have bought products	29%	28%	22%	20%	1%
I've seen it but have not bought products	31%	25%	24%	17%	2%
I have never seen it nor heard about it	31%	25%	24%	18%	3%

Q6. How can retailers best contribute to promoting environmentally-friendly products?
Q2. How important are the following aspects when making a decision on which products to buy?
Q3. Some products have an ecolabel. Which statement characterises you the best?
Q9. Are you aware of the Flower, the symbol of the EU Ecolabel?
Base: all respondents, % EU27

Socio-demographic considerations

In regard to opinions about the best way for retailers to promote environmentally-friendly products, the analysis by socio-demographic groups showed that:

- Younger respondents more frequently than older ones said that the best approach for retailers to promote environmentally-friendly products is to have regular promotions focusing on such products (23% of 15-24 year-olds and 22% of 25-39 year-olds compared to 17% of 40-54 year-olds and 14% of the over 54 year-olds).

- While respondents with the lowest level of education were more likely to select the provision of better information as the best way to promote eco-friendly products than they were to mention an increase in the visibility of eco-friendly products on store shelves (37% vs. 19%), those with the highest level of education appeared not to distinguish between these approaches: 27% selected the provision of better information and 29% mentioned an increase in the visibility of environmentally-friendly products on store shelves.

- Similarly, while the proportion of self-employed respondents, manual workers and non-working respondents selecting the provision of better information to consumers as the best way for retailers to promote environmentally-friendly products was higher than the proportion selecting each of the alternative approaches, this was not the case for employees – they more frequently selected an increase in the visibility of environmentally-friendly products on store shelves (30% vs. 27% who selected the provision of better information to consumers)

For more details, see annex table 9b.

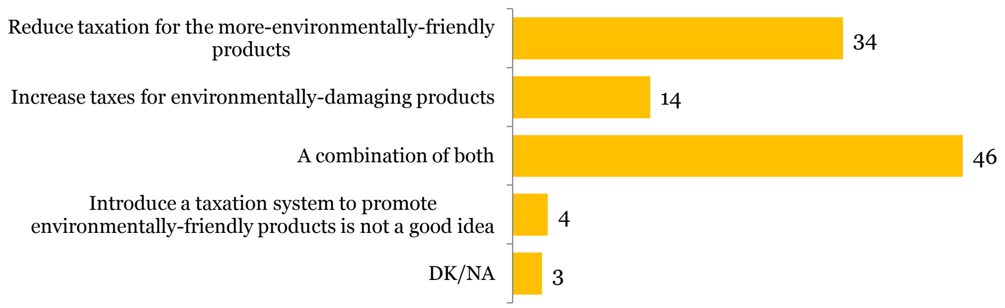
6.2 Taxation to promote environmentally-friendly products

Almost half (46%) of EU citizens thought that any changes in taxation to promote environmentally-friendly products should lead to a reduction of taxes on such products, combined with increasing taxes on environmentally-damaging products.

Roughly a third (34%) were more in favour of limiting a change in the taxation system to reducing taxes for more environmentally-friendly products, while 14% would only increase taxes on environmentally-damaging products.

Only 4% of EU citizens spontaneously said that introducing a taxation system to promote eco-friendly products is not a good idea, and 3% said they do not know which taxation system public authorities should consider.

Best type of taxation system to promote environmentally-friendly products



Q7. What type of taxation system should public authorities consider using in order to promote environmentally friendly products?
Base: all respondents, % EU27

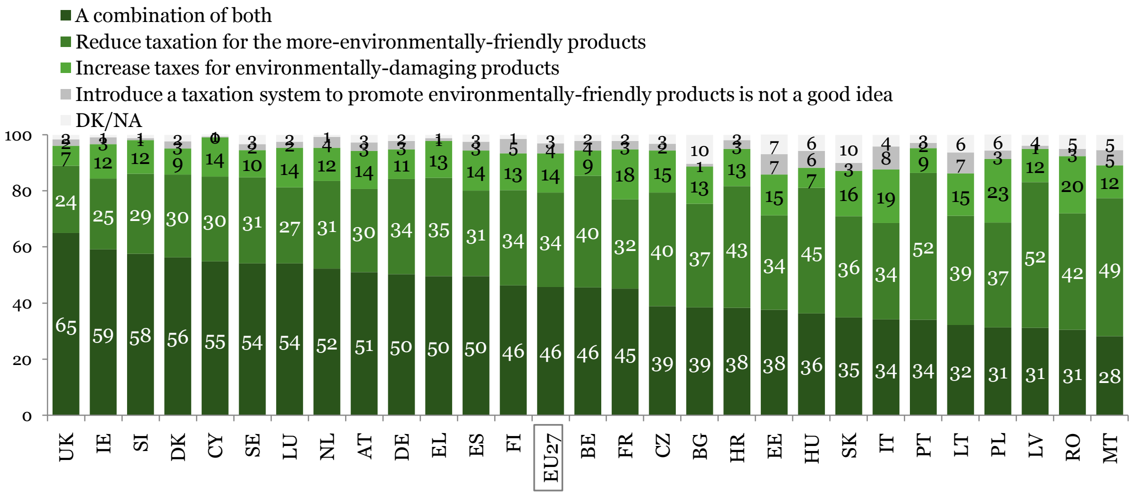
Country variations

The survey found a high level of support for a taxation system that would promote environmentally-friendly products in all EU Member States and Croatia: less than 5% of respondents in 22 countries, and between 5% and 7% in all others in the survey, spontaneously said that introducing a taxation system to promote eco-friendly products is not a good idea.

In almost half of the countries surveyed, at least half of interviewees answered that the best taxation system to promote environmentally-friendly products is to reduce taxation on these products, in combination with increasing taxes for the environmentally-damaging products; with British, Irish and Slovene respondents being the most likely to select this response (65%, 59% and 58%, respectively). Respondents in Malta, Latvia and Portugal were the most likely to give backing to a taxation system that is limited to reducing taxes for more environmentally-friendly products (between 49% and 52%), while respondents in France, Italy, Romania and Poland were somewhat more likely than EU citizens on average to prefer a taxation system that only increases taxes for environmentally-damaging products (between 18% and 23%, compared to an EU average of 14%).

Unsurprisingly, in all of the countries surveyed, a taxation system based on *reducing taxes* for the more environmentally-friendly products received more support than a system based on *increasing taxes* for environmentally-damaging products: support for the former ranged from 68%[6] in Poland and Italy to 89% in the UK, while support for the latter ranged from 40%[7] in Malta to 72% in the UK.

Best type of taxation system to promote environmentally-friendly products



Q7. What type of taxation system should public authorities consider using in order to promote environmentally friendly products?
Base: all respondents, % by country

The link between environmental purchasing decisions and the best type of taxation system to promote eco-friendly products

Respondents who described a product's impact on the environment as a *rather* important factor in their buying decisions were the most likely to favour a system that combined a tax decrease for environmentally-friendly products and a tax increase for environmentally-damaging products (49% compared to 40%-44% for other respondents).

Taxation systems that are limited to either reducing taxes for the more environmentally-friendly products or increasing taxes for environmentally-damaging products were more often selected by

[6] This figure for Poland is derived from 37% of Poles who wanted to reduce taxes for the more environmentally-friendly products, and 31% who wanted to do this in combination with increasing taxes for environmentally-damaging ones.
[7] This figure is derived from 12% who wanted to increase taxes for environmentally-damaging products, and 28% who wanted to do this in combination with decreasing taxes for the more environmentally-friendly ones.

those describing a product’s impact on the environment as a *very* important or a *rather not* important factor. Respondents who said a product’s environmental impact is *not* important *at all* were – once again – most likely to not answer the question (10% vs. 3% in the other groups)

Only small differences were observed in opinions about the best type of taxation system for the variables about the importance of ecolabels in purchasing decisions and about the awareness of the EU Ecolabel.

Best type of taxation system to promote environmentally-friendly products

(Row %)	*A combination of both*	*Reduce taxation for the more eco-friendly products*	*Increase taxes for eco-damaging products*	*Introducing a taxation system to promote eco-friendly products is not a good idea*	*DK/NA*
Importance of a product's impact on the environment					
Very important	43%	35%	16%	3%	3%
Rather important	49%	32%	13%	3%	3%
Rather not important	44%	36%	14%	4%	3%
Not at all important	40%	32%	10%	8%	10%
Importance of ecolabels in purchasing decisions					
Ecolabelling plays an important role	47%	33%	15%	3%	2%
Ecolabelling does not play an important role	46%	34%	14%	4%	2%
I never read any labels	44%	35%	13%	4%	5%
Awareness of the EU Ecolabel					
I've seen it and have bought products	49%	33%	14%	3%	2%
I've seen it but have not bought products	47%	35%	13%	3%	2%
I have never seen it nor heard about it	45%	34%	14%	4%	4%

Q7. What type of taxation system should public authorities consider using in order to promote environmentally-friendly products?
Q2. How important are the following aspects when making a decision on which products to buy?
Q3. Some products have an ecolabel. Which statement characterises you the best?
Q9. Are you aware of the Flower, the symbol of the EU Ecolabel?
Base: all respondents, % EU27

Socio-demographic considerations

A taxation system to promote environmentally-friendly products received support among all socio-demographic groups: the proportion saying that the introduction of such a taxation system is not a good idea was between 2% and 6% across all groups.

Some socio-demographic groups – women, respondents under 55 years of age, those with higher levels of education, employees, self-employed respondents and metropolitan residents – were more in favour of a system that combined a tax decrease for environmentally-friendly products and a tax increase for environmentally-damaging products; their counterparts favoured limiting a change in the taxation system to either reducing taxes for the more environmentally-friendly products or increasing taxes for eco-damaging products – but they did not want to combine these approaches.

For example, only 39% of over 54 year-olds thought that the best taxation system to promote environmentally-friendly products is to reduce taxation for the more environmentally-friendly products, in combination with increasing taxes for environmentally-damaging products, compared to approximately half of respondents in the younger age groups (48%-51%). Slightly more than a third (35%) of over 54-year-olds were in favour of limiting a change in the taxation system to a reduction in taxes for the more environmentally-friendly products and 16% would only increase taxes for environmentally-damaging products; the corresponding proportions for younger respondents were somewhat lower.

For more details, see annex table 10b.

Flash EB Series #256

Europeans' attitudes towards the issue of sustainable consumption and production

Annex tables and survey details

THE GALLUP ORGANISATION

I. Annex tables

Table 1a. Awareness about the environmental impact of a product that is bought or used – *by country*

QUESTION: Q1. In general, how much do you know about the environmental impact of the products you buy and use?

	Total N	% I know nothing	% I know little about this	% I know about the most significant impacts	% I am fully aware	% DK/NA
EU27	25633	9.2	35.2	40.7	14.2	0.7
COUNTRY						
Belgium	1003	7	36.2	33.7	22.4	0.7
Bulgaria	1004	24.2	35.1	30.8	8.1	1.8
Czech Rep.	1002	12.1	39.4	36.6	11.3	0.5
Denmark	1000	8.5	48	40.1	2.6	0.7
Germany	1010	5.2	39.8	49.7	4.4	1
Estonia	1015	9.8	40.3	36	12.7	1.2
Greece	1004	12.3	37.6	33.8	15.4	1
Spain	1002	12.5	41.5	31	14.7	0.2
France	1006	8	13	46.3	32.4	0.3
Ireland	1003	9.5	43.9	34.2	12	0.5
Italy	1011	16.4	29.9	38.5	14.3	0.8
Cyprus	501	13.6	50.1	23	12.7	0.7
Latvia	1005	9.2	43.5	41.2	5.7	0.4
Lithuania	1005	19.7	39.9	33.5	4.6	2.3
Luxembourg	504	7.4	27	49.6	15.1	0.9
Hungary	1007	10.8	38.8	39.4	10.8	0.2
Malta	503	10	24.2	34.3	30.6	0.9
Netherlands	1010	3.2	41.5	51.4	3.7	0.3
Austria	1002	3.4	31.5	62	2.8	0.3
Poland	1005	8.2	31	39.2	20.5	1.1
Portugal	1009	6.9	43.5	42.2	7.4	0
Romania	1009	14	34.9	27.8	20.3	3
Slovenia	1005	4.4	29.3	41.7	24.3	0.2
Slovakia	1007	10.3	42.4	35.8	11.2	0.4
Finland	1000	4.7	49.9	41	4.4	0.1
Sweden	1000	3.5	46.3	42.1	7.7	0.4
United Kingdom	1001	5.5	44.3	37.7	12.3	0.2
Croatia	1009	10.6	38.6	35.7	14.8	0.2

Table 1b. Awareness about the environmental impact of a product that is bought or used – *by segment*

QUESTION: Q1. In general, how much do you know about the environmental impact of the products you buy and use?

	Total N	% I know nothing	% I know little about this	% I know about the most significant impacts	% I am fully aware	% DK/NA
EU27	25633	9.2	35.2	40.7	14.2	0.7
SEX						
Male	12393	9.6	34.9	40.2	14.6	0.7
Female	13240	8.8	35.5	41.2	13.8	0.7
AGE						
15 - 24	3585	12.7	42.4	35.3	9.4	0.2
25 - 39	6237	7.6	38.1	41.8	12	0.5
40 - 54	6914	6.9	33.1	44.9	14.6	0.4
55 +	8731	10.6	32.1	38.8	17.3	1.2
EDUCATION (end of)						
Until 15 years of age	4099	16.2	40.9	30.5	10.8	1.5
16 - 20	11063	8.8	35.9	40.2	14.6	0.6
20 +	7252	4.4	28.2	49.8	17.1	0.5
Still in education	2493	10.1	43.4	36.5	9.8	0.3
URBANISATION						
Metropolitan	4524	8.7	32	45	14.1	0.2
Urban	10644	8.8	35.1	40.8	14.4	0.8
Rural	10321	9.8	36.6	38.8	14.1	0.7
OCCUPATION						
Self-employed	2109	8.1	26.1	47.8	17.8	0.2
Employee	8305	4.9	34.3	46.8	13.7	0.3
Manual worker	2247	11	40.5	33.9	14.1	0.6
Not working	12850	11.8	36.4	36.8	13.9	1.1

Table 2a. Importance of a product's impact on the environment in purchasing decisions – *by country*

QUESTION: Q2_A. The product's impact on the environment - How important are the following aspects when making a decision on what products to buy? Very important, rather important, rather not important, not at all important?

	Total N	% Not at all important	% Rather not important	% Rather important	% Very important	% DK/NA
EU27	25633	3.9	12.1	48.5	33.8	1.7
COUNTRY						
Belgium	1003	3.6	8	47.4	40	1
Bulgaria	1004	10.5	13.2	39.9	31.1	5.2
Czech Rep.	1002	6.5	28.5	39.4	23.2	2.3
Denmark	1000	3.9	14	54.8	25.7	1.7
Germany	1010	1.9	12.2	53.7	30.2	1.9
Estonia	1015	5.8	21.1	46.5	22.2	4.4
Greece	1004	3.2	5.1	32.7	58.4	0.5
Spain	1002	3.9	10.2	49.8	35.3	0.8
France	1006	3.1	9.6	60.5	26.8	0.1
Ireland	1003	5.3	10.9	45.5	37.3	1
Italy	1011	3.8	8.6	30.7	54.1	2.8
Cyprus	501	3.4	7.4	31.2	57	1
Latvia	1005	9.3	17.3	50.3	20.3	2.9
Lithuania	1005	9.4	16.6	40	28.6	5.5
Luxembourg	504	2	7.8	54.4	35.3	0.5
Hungary	1007	2	17	47.2	32	1.8
Malta	503	4.1	9.9	43	42.6	0.4
Netherlands	1010	2.4	15.3	60.5	21.4	0.4
Austria	1002	2	7.5	47.8	42.2	0.4
Poland	1005	3.3	14.7	49.9	28.7	3.5
Portugal	1009	2.5	15.4	40.8	39.2	2.1
Romania	1009	6.9	12	33.6	43	4.5
Slovenia	1005	1.7	8.2	50.6	37.9	1.6
Slovakia	1007	5.8	21.4	46.5	23.4	2.8
Finland	1000	3.4	20	61.3	14.5	0.8
Sweden	1000	3.2	14.1	56.5	25.1	1.1
United Kingdom	1001	6.1	12.9	53	27.5	0.5
Croatia	1009	7.7	11.3	43.4	36.8	0.8

Table 2b. Importance of a product's impact on the environment in purchasing decisions – *by segment*

QUESTION: Q2_A. The product's impact on the environment - How important are the following aspects when making a decision on what products to buy? Very important, rather important, rather not important, not at all important?

	Total N	% Not at all important	% Rather not important	% Rather important	% Very important	% DK/NA
EU27	25633	3.9	12.1	48.5	33.8	1.7
SEX						
Male	12393	4.7	14.5	48.5	30.5	1.8
Female	13240	3.1	9.8	48.5	37	1.6
AGE						
15 - 24	3585	3.9	20.1	51.1	23.5	1.4
25 - 39	6237	3.7	15.1	50.3	29.5	1.4
40 - 54	6914	3.6	10.2	51.7	33.1	1.3
55 +	8731	4.2	8.2	43.7	41.5	2.3
EDUCATION (end of)						
Until 15 years of age	4099	5.4	10.1	39.4	42.3	2.8
16 - 20	11063	3.4	12.6	49.1	33.3	1.6
20 +	7252	3.3	9.7	52.9	33.4	0.8
Still in education	2493	3.5	20.9	50.8	23.2	1.6
URBANISATION						
Metropolitan	4524	3.9	13.3	49.3	31.9	1.5
Urban	10644	3.8	12	47.7	35.1	1.5
Rural	10321	3.9	11.6	49.1	33.5	2
OCCUPATION						
Self-employed	2109	3.9	8.9	48.4	37.8	1
Employee	8305	3	12.7	54.6	28.4	1.3
Manual worker	2247	5.2	13.6	48.1	32.1	1
Not working	12850	4.2	11.8	44.8	37	2.2

Table 3a. Importance of a product's price in purchasing decisions – *by country*

QUESTION: Q2_B. The price of the product - How important are the following aspects when making a decision on what products to buy? Very important, rather important, rather not important, not at all important?

	Total N	% Not at all important	% Rather not important	% Rather important	% Very important	% DK/NA
EU27	25633	2.4	8	41.9	46.8	0.9
COUNTRY						
Belgium	1003	2.5	4	40.4	51.8	1.3
Bulgaria	1004	2.1	9.2	26.5	61	1.2
Czech Rep.	1002	1.9	8	32	57.5	0.6
Denmark	1000	5	14.9	53.1	26.2	0.8
Germany	1010	2.6	10.9	48.5	36.9	1.1
Estonia	1015	0.4	5	32.7	61.5	0.4
Greece	1004	4.7	6	30	58.6	0.7
Spain	1002	1.2	7.4	45.5	45.8	0.2
France	1006	2.3	9.1	47.8	40.4	0.4
Ireland	1003	4.6	6	42.4	46.2	0.8
Italy	1011	2.4	6.4	33.3	57	0.9
Cyprus	501	3	6.5	41.3	49.1	0.2
Latvia	1005	0.4	5.5	27.5	65.7	0.8
Lithuania	1005	0.5	3	23.7	71.8	1
Luxembourg	504	4.6	14.3	52.6	27.3	1.2
Hungary	1007	1.3	4.5	31.3	62.4	0.5
Malta	503	1.1	10.7	33.3	54.6	0.3
Netherlands	1010	2.1	8.7	51.9	36.8	0.5
Austria	1002	0.7	13.8	45	39.3	1.2
Poland	1005	1.1	5.2	44.2	47.8	1.6
Portugal	1009	0.2	3.8	34.6	60.5	0.9
Romania	1009	2.8	6.6	28.2	61.6	0.7
Slovenia	1005	1.6	10.4	55	32.2	0.8
Slovakia	1007	3.2	7.2	34.6	54.5	0.5
Finland	1000	1.8	14	53	30.8	0.4
Sweden	1000	2.2	13.2	56.4	27.4	0.8
United Kingdom	1001	4	7	40.1	47.3	1.6
Croatia	1009	3.4	10.8	36.2	49.1	0.6

Table 3b. Importance of a product's price in purchasing decisions – *by segment*

QUESTION: Q2_B. The price of the product - How important are the following aspects when making a decision on what products to buy? Very important, rather important, rather not important, not at all important?

	Total N	% Not at all important	% Rather not important	% Rather important	% Very important	% DK/NA
EU27	25633	2.4	8	41.9	46.8	0.9
SEX						
Male	12393	2.9	9.2	41.6	45.4	1
Female	13240	1.9	6.9	42.2	48.2	0.8
AGE						
15 - 24	3585	3	10.6	44.7	40.8	0.9
25 - 39	6237	1.6	7.1	43.6	47	0.7
40 - 54	6914	2.2	8.4	42.5	46.1	0.8
55 +	8731	2.8	7.3	39.2	49.6	1
EDUCATION (end of)						
Until 15 years of age	4099	2.8	5.4	32.4	58.3	1.1
16 - 20	11063	2.1	7.2	40.5	49.6	0.6
20 +	7252	2	10.6	48.1	38.5	0.7
Still in education	2493	3.4	9.1	47.4	38.8	1.4
URBANISATION						
Metropolitan	4524	2.5	9.4	44.1	43	0.9
Urban	10644	2.5	7.9	42.3	46.6	0.8
Rural	10321	2.1	7.6	40.6	48.7	0.9
OCCUPATION						
Self-employed	2109	3	9.7	44.2	41.9	1.2
Employee	8305	1.7	9.2	49.2	39.3	0.7
Manual worker	2247	2.7	7	30.4	59.5	0.5
Not working	12850	2.6	7.1	38.8	50.4	1

Table 4a. Importance of a product's quality in purchasing decisions – *by country*

QUESTION: Q2_C. The quality of the product - How important are the following aspects when making a decision on what products to buy? Very important, rather important, rather not important, not at all important?

	Total N	% Not at all important	% Rather not important	% Rather important	% Very important	% DK/NA
EU27	25633	0.5	1.9	30.4	66.6	0.6
COUNTRY						
Belgium	1003	0.3	1.3	27.7	69.8	1
Bulgaria	1004	2.5	2	18.2	76.4	0.9
Czech Rep.	1002	1.1	4.9	32.1	61.4	0.5
Denmark	1000	0.5	2.7	37.2	58.7	0.9
Germany	1010	0.5	1.5	31.4	66.5	0.1
Estonia	1015	0.4	1.5	28.4	69.4	0.3
Greece	1004	0.9	1.2	15.3	82.4	0.3
Spain	1002	0.1	3.3	40.3	56.2	0.1
France	1006	0.3	1.3	41.7	56.5	0.2
Ireland	1003	1.1	1.6	23	73.7	0.5
Italy	1011	0.4	2.7	21.1	75.1	0.7
Cyprus	501	0.2	1.3	17	80.6	0.9
Latvia	1005	0.3	2.6	21.4	75.1	0.7
Lithuania	1005	0.5	0.8	26	71.6	1
Luxembourg	504	0.9	0.4	29	69.3	0.3
Hungary	1007	0.1	3.4	34.2	61.9	0.4
Malta	503	0.6	2.1	28.8	68.3	0.1
Netherlands	1010	0	1.5	30.1	68	0.4
Austria	1002	0.7	0.7	25	73.6	0
Poland	1005	0.4	1	29.4	66.9	2.3
Portugal	1009	0	2.4	37.5	59.3	0.8
Romania	1009	1.3	2.4	14.9	80.4	1.1
Slovenia	1005	0.3	0.9	35.7	62.8	0.2
Slovakia	1007	1	3.8	35.2	59.6	0.4
Finland	1000	0.1	2.1	37.2	60.6	0.1
Sweden	1000	0.4	2.5	34	62.6	0.6
United Kingdom	1001	0.8	1.3	28.2	69.3	0.4
Croatia	1009	1.2	1.8	24.9	71.7	0.3

Table 4b. Importance of a product's quality in purchasing decisions – *by segment*

QUESTION: Q2_C. The quality of the product - How important are the following aspects when making a decision on what products to buy? Very important, rather important, rather not important, not at all important?

	Total N	% Not at all important	% Rather not important	% Rather important	% Very important	% DK/NA
EU27	25633	0.5	1.9	30.4	66.6	0.6
SEX						
Male	12393	0.6	2.2	30.1	66.5	0.5
Female	13240	0.4	1.6	30.7	66.7	0.6
AGE						
15 - 24	3585	0.6	2.8	34.5	61.7	0.4
25 - 39	6237	0.7	1.4	33.8	63.5	0.6
40 - 54	6914	0.3	2	30.9	66.6	0.3
55 +	8731	0.5	1.9	26	70.9	0.7
EDUCATION (end of)						
Until 15 years of age	4099	0.7	2.6	26.8	69.1	0.7
16 - 20	11063	0.6	1.7	31	66.4	0.4
20 +	7252	0.2	1.4	30.8	67.4	0.2
Still in education	2493	0.7	3	32.7	62.8	0.9
URBANISATION						
Metropolitan	4524	0.6	1.9	30.9	65.7	0.9
Urban	10644	0.5	2.1	30.4	66.6	0.4
Rural	10321	0.5	1.7	30.4	66.9	0.5
OCCUPATION						
Self-employed	2109	0.2	2.2	24	73	0.6
Employee	8305	0.3	1.2	36.1	62	0.4
Manual worker	2247	0.9	1.8	29.4	67.7	0.1
Not working	12850	0.6	2.4	28.1	68.3	0.7

Table 5a. Importance of a product's brand or brand name in purchasing decisions – *by country*

QUESTION: Q2_D. The brand, the brand name of the product - How important are the following aspects when making a decision on what products to buy? Very important, rather important, rather not important, not at all important?

	Total N	% Not at all important	% Rather not important	% Rather important	% Very important	% DK/NA
EU27	25633	22.6	37	25.4	13.7	1.3
COUNTRY						
Belgium	1003	31.8	33.3	19.6	13.5	1.9
Bulgaria	1004	9.6	25.1	34	28.6	2.7
Czech Rep.	1002	11.5	32.9	37.1	17.8	0.6
Denmark	1000	39.6	30.7	18.8	10	0.8
Germany	1010	28.9	46.3	17.6	6.4	0.7
Estonia	1015	16.2	28.5	38.3	14.8	2.3
Greece	1004	23.7	20	29.5	26.4	0.4
Spain	1002	21	49.8	20	8.3	0.9
France	1006	31.8	38.4	22	7.3	0.6
Ireland	1003	25.1	28.9	27.6	17.5	1
Italy	1011	18	30.7	25.9	23.9	1.4
Cyprus	501	14.9	25.9	32.6	26.4	0.2
Latvia	1005	15.9	28.4	34.5	19.4	1.8
Lithuania	1005	12.6	28.8	35.9	19.1	3.6
Luxembourg	504	22.8	34.2	28.5	13.2	1.3
Hungary	1007	14.6	34.2	36.8	13.2	1.1
Malta	503	4.6	33.1	36.6	25.5	0.2
Netherlands	1010	25.2	38.1	27.8	7.5	1.3
Austria	1002	33.3	38.1	20.3	7.5	0.8
Poland	1005	6.5	26.6	42.4	21.6	3
Portugal	1009	9.4	58	20.6	10.5	1.4
Romania	1009	9.2	20.6	32.4	34.9	2.9
Slovenia	1005	13.3	39.2	32	14.5	1
Slovakia	1007	15.8	24.8	37.6	19.4	2.3
Finland	1000	25.2	45.1	24.8	4.4	0.5
Sweden	1000	31.5	39.3	22.5	6.1	0.6
United Kingdom	1001	27.3	36.2	24.2	10.7	1.7
Croatia	1009	25.9	29.5	26.2	17.6	0.8

Table 5b. Importance of a product's brand or brand name in purchasing decisions – *by segment*

QUESTION: Q2_D. The brand, the brand name of the product - How important are the following aspects when making a decision on what products to buy? Very important, rather important, rather not important, not at all important?

	Total N	% Not at all important	% Rather not important	% Rather important	% Very important	% DK/NA
EU27	25633	22.6	37	25.4	13.7	1.3
SEX						
Male	12393	22.9	36.3	25.8	13.7	1.2
Female	13240	22.3	37.5	25.1	13.7	1.4
AGE						
15 - 24	3585	18.8	41.3	28	10.8	1.1
25 - 39	6237	22	38.5	25.5	13	1
40 - 54	6914	25.1	38.5	24.1	11.3	1.1
55 +	8731	22.4	33.2	25.5	17.2	1.7
EDUCATION (end of)						
Until 15 years of age	4099	19.5	33.3	26.1	19.1	1.9
16 - 20	11063	22.8	36.2	25.6	14.2	1.2
20 +	7252	25.2	38.7	24.6	11	0.6
Still in education	2493	19.9	42.4	26.4	9.6	1.7
URBANISATION						
Metropolitan	4524	23.1	38	25.3	12.7	1
Urban	10644	21.5	36.5	26.2	14.6	1.2
Rural	10321	23.4	37.1	24.7	13.3	1.5
OCCUPATION						
Self-employed	2109	25.1	37.1	21.3	15.4	1.2
Employee	8305	25.7	40.3	23.9	9.3	0.9
Manual worker	2247	20.2	33	28.2	17.8	0.8
Not working	12850	20.5	35.6	26.6	15.6	1.7

Table 6a. Importance of ecolabels in purchasing decisions – *by country*

QUESTION: Q3. Some products have an ecolabel which certifies that they are environmentally-friendly. Which statement characterises you the best?

	Total N	% Ecolabelling plays an important part in my purchasing decisions	% Ecolabelling does not play an important part in my purchasing decisions	% I never read any labels	% DK/NA
EU27	25633	47.4	25	26.2	1.4
COUNTRY					
Belgium	1003	41.7	15.4	41.2	1.7
Bulgaria	1004	33.5	21.4	41.9	3.3
Czech Rep.	1002	21.5	47.5	30.1	0.8
Denmark	1000	47	34.4	17.2	1.4
Germany	1010	50.5	24.1	23.3	2.1
Estonia	1015	32.7	36.8	28.4	2.1
Greece	1004	64.2	17.1	18.2	0.5
Spain	1002	49.2	17.8	32.7	0.3
France	1006	50.3	23.4	26.1	0.3
Ireland	1003	49.2	23.8	26.5	0.5
Italy	1011	56.3	22.6	19.6	1.5
Cyprus	501	49	19.2	30.8	1.1
Latvia	1005	26.5	24.2	48.6	0.6
Lithuania	1005	36	27.6	30	6.3
Luxembourg	504	48.8	21.5	29.7	0
Hungary	1007	25.7	32.5	40.6	1.2
Malta	503	60.1	5.8	30.9	3.2
Netherlands	1010	45.5	30.5	23.2	0.9
Austria	1002	57.8	20.8	19.6	1.8
Poland	1005	45.5	25	29	0.5
Portugal	1009	56.9	17.4	25.3	0.3
Romania	1009	45.5	27.2	22.9	4.4
Slovenia	1005	51.9	28.2	19.1	0.9
Slovakia	1007	32.8	25	39.2	3
Finland	1000	43.5	34.8	20.6	1.1
Sweden	1000	50.8	26.9	19.6	2.8
United Kingdom	1001	39.3	32.1	26.9	1.7
Croatia	1009	41.7	14.9	42.8	0.7

Table 6b. Importance of ecolabels in purchasing decisions – *by segment*

QUESTION: Q3. Some products have an ecolabel which certifies that they are environmentally-friendly. Which statement characterises you the best?

	Total N	% Ecolabelling plays an important part in my purchasing decisions	% Ecolabelling does not play an important part in my purchasing decisions	% I never read any labels	% DK/NA
EU27	25633	47.4	25	26.2	1.4
SEX					
Male	12393	43.4	27.5	27.6	1.5
Female	13240	51.1	22.8	24.8	1.3
AGE					
15 - 24	3585	35.4	25.4	38.3	0.9
25 - 39	6237	43.4	29.4	26	1.2
40 - 54	6914	51.1	26.7	20.9	1.3
55 +	8731	52.1	20.7	25.4	1.8
EDUCATION (end of)					
Until 15 years of age	4099	48.1	19	31	1.9
16 - 20	11063	46.5	25.6	26.8	1.1
20 +	7252	53.3	26.2	18.7	1.7
Still in education	2493	36.2	29.5	33.6	0.8
URBANISATION					
Metropolitan	4524	46.9	28.6	23.4	1.2
Urban	10644	47.6	25.1	25.9	1.4
Rural	10321	47.5	23.5	27.4	1.5
OCCUPATION					
Self-employed	2109	55.2	24.8	18	2
Employee	8305	46.8	28.9	23.4	0.9
Manual worker	2247	43.4	24.3	31.1	1.1
Not working	12850	47.2	22.7	28.4	1.7

Table 7a. Most important information on environmental labels – *by country*

QUESTION: Q4. Environmental labels should be concise. From the list I am going to read you what environmental information is the most important that a label should contain?

	Total N	% Confirmation that the product comes from environmentally-friendly sources	% Confirmation that the packaging is eco-friendly	% The total amount of greenhouse gas emissions created by this product	% Whether the product can be recycled / reused	% DK/NA
EU27	25633	31.6	16	9.8	37.9	4.7
COUNTRY						
Belgium	1003	28.5	15.1	10.6	41.3	4.5
Bulgaria	1004	29.2	19.5	4.8	32.2	14.3
Czech Rep.	1002	24.1	29.4	10.3	30.4	5.8
Denmark	1000	36.3	12	10.4	35.5	5.8
Germany	1010	41.6	12	8.8	32.7	5
Estonia	1015	37.6	20.1	6.3	28.1	8
Greece	1004	31.4	19.5	10.9	35.8	2.4
Spain	1002	22.2	23.6	14.6	37.7	1.9
France	1006	31.1	13.9	13.4	38.3	3.2
Ireland	1003	22.5	11.9	12.1	51.5	2
Italy	1011	37.9	13.1	5.8	38.6	4.6
Cyprus	501	31.8	21.9	13.2	30.1	3
Latvia	1005	53.2	21.5	3	17.9	4.4
Lithuania	1005	24.1	32.5	4.5	24.1	14.7
Luxembourg	504	33.6	13.3	7.3	41	4.7
Hungary	1007	29.2	17.6	12.8	35.9	4.6
Malta	503	21.3	13	14.3	43.5	8
Netherlands	1010	33.2	12.8	8.1	42.4	3.5
Austria	1002	38	11.2	11.1	35	4.8
Poland	1005	33.2	27.2	4.4	28.9	6.4
Portugal	1009	15.2	11.1	18.6	51.6	3.5
Romania	1009	33.4	16.8	12.2	27.8	9.8
Slovenia	1005	26.2	18.3	6.9	46.9	1.6
Slovakia	1007	26.5	22.6	11.3	29.8	9.9
Finland	1000	22.7	9.9	7.6	56.6	3.2
Sweden	1000	33.4	8.4	12	41.4	4.8
United Kingdom	1001	22.1	13.1	9.2	51.9	3.6
Croatia	1009	28.1	24	8.1	35.4	4.4

Table 7b. Most important information on environmental labels – *by segment*

QUESTION: Q4. Environmental labels should be concise. From the list I am going to read you what environmental information is the most important that a label should contain?

	Total N	% Confirmation that the product comes from environmentally- friendly sources	% Confirmation that the packaging is eco-friendly	% The total amount of greenhouse gas emissions created by this product	% Whether the product can be recycled / reused	% DK/NA
EU27	25633	31.6	16	9.8	37.9	4.7
SEX						
Male	12393	29	16.3	10.2	39.6	4.8
Female	13240	34	15.8	9.4	36.3	4.5
AGE						
15 - 24	3585	29.7	17.2	8.3	41.2	3.6
25 - 39	6237	29.2	17.1	11	38.7	3.9
40 - 54	6914	33.2	14.4	10.9	38.2	3.3
55 +	8731	32.9	16.2	8.5	35.6	6.7
EDUCATION (end of)						
Until 15 years of age	4099	32.4	15.5	7.4	37.7	7
16 - 20	11063	31.3	16.7	9.6	38	4.3
20 +	7252	32.8	14.8	11.8	37	3.6
Still in education	2493	30.8	16.8	8.8	39.6	4
URBANISATION						
Metropolitan	4524	30	16.8	11.6	37.3	4.2
Urban	10644	31.3	16.5	9.6	38.5	4.1
Rural	10321	32.7	15.2	9.2	37.5	5.4
OCCUPATION						
Self-employed	2109	32.3	15.1	9.5	39.5	3.5
Employee	8305	31	14.4	11.4	40.6	2.6
Manual worker	2247	26.5	19.2	10.6	38.3	5.4
Not working	12850	32.8	16.7	8.7	35.8	6

Table 8a. Should a label indicating a product's carbon footprint be mandatory? – *by country*

QUESTION: Q5. Should a label indicating the carbon footprint of a product be mandatory in the future?

	Total N	% Yes	% No, it should be done on a voluntary basis	% The carbon footprint is of no interest to me	% DK/NA
EU27	25633	72.4	15	8.1	4.5
COUNTRY					
Belgium	1003	70.3	17.7	6.3	5.7
Bulgaria	1004	66.1	8.9	10.2	14.8
Czech Rep.	1002	47	25.2	22.2	5.6
Denmark	1000	65.8	20.1	8.1	6
Germany	1010	60.7	25.6	11.2	2.5
Estonia	1015	51.6	21.8	15.1	11.6
Greece	1004	90.3	5	3.6	1.1
Spain	1002	88.7	7	2.3	2
France	1006	78.3	9.7	6.7	5.3
Ireland	1003	87.1	8.1	3.8	1
Italy	1011	80.1	7.1	6.5	6.3
Cyprus	501	86.1	7.7	5.1	1
Latvia	1005	67.5	12.8	12.8	7
Lithuania	1005	55.4	14.6	16.5	13.5
Luxembourg	504	66.6	19.3	9.9	4.2
Hungary	1007	65.6	18.5	10.4	5.5
Malta	503	83.9	6.5	4.1	5.5
Netherlands	1010	54.3	27.9	15.5	2.2
Austria	1002	57.6	27.2	11	4.2
Poland	1005	59.5	21.2	12	7.3
Portugal	1009	87.9	6.4	2.5	3.1
Romania	1009	76.6	6.2	7.6	9.6
Slovenia	1005	84.1	10.8	3.9	1.2
Slovakia	1007	60.1	15	14.3	10.6
Finland	1000	54.9	36	6.3	2.8
Sweden	1000	75.3	16.3	4.4	4
United Kingdom	1001	80.2	13.1	5.1	1.7
Croatia	1009	89.5	3.3	5.5	1.7

Table 8b. Should a label indicating a product's carbon footprint be mandatory? – *by segment*

QUESTION: Q5. Should a label indicating the carbon footprint of a product be mandatory in the future?

	Total N	% Yes	% No, it should be done on a voluntary basis	% The carbon footprint is of no interest to me	% DK/NA
EU27	25633	72.4	15	8.1	4.5
SEX					
Male	12393	69.6	17.1	9.3	4
Female	13240	75.1	13	6.9	5
AGE					
15 - 24	3585	67.2	18.6	11.1	3.1
25 - 39	6237	73.5	15.6	7.7	3.2
40 - 54	6914	73.9	15.5	6.9	3.7
55 +	8731	72.9	12.5	8	6.5
EDUCATION (end of)					
Until 15 years of age	4099	73	11.2	7.9	8
16 - 20	11063	72.7	15.2	7.6	4.5
20 +	7252	73.6	15.8	7.7	2.9
Still in education	2493	68.2	18.3	11.7	1.8
URBANISATION					
Metropolitan	4524	73	16.2	7.9	2.9
Urban	10644	74.8	14.1	7.1	4
Rural	10321	69.9	15.3	9.2	5.6
OCCUPATION					
Self-employed	2109	70.6	15.7	10.2	3.5
Employee	8305	74.6	16	6.8	2.6
Manual worker	2247	70.7	17.2	6.1	6.1
Not working	12850	71.8	13.8	8.9	5.6

Table 9a. Best way for retailers to promote environmentally-friendly products – *by country*

QUESTION: Q6. How can retailers best contribute to promoting environmentally-friendly products?

	Total N	% Provide better informatio n to consumers	% Have regular promotions in their stores focusing on environmentally -friendly products	% Have a dedicated green corner within their stores with only environmentally -friendly products	% Increase the visibility of environmentally -friendly products on shelves	% DK/N A
EU27	2563 3	30.5	17.9	23.6	25.3	2.7
COUNTRY						
Belgium	1003	27.7	23.4	23.8	23	2
Bulgaria	1004	36.5	16.4	21.7	17.2	8.2
Czech Rep.	1002	29.4	17.2	21.9	28.5	3
Denmark	1000	19.4	12.1	30	35.2	3.4
Germany	1010	24.3	11.6	28.6	32.5	3
Estonia	1015	29.8	20.6	25.9	21.1	2.7
Greece	1004	28.7	15.4	32	22.4	1.4
Spain	1002	44	16.5	18.3	19.7	1.5
France	1006	24.2	24.3	19	29.4	3.1
Ireland	1003	27.3	21.3	20.9	29.3	1.2
Italy	1011	36.9	21.5	24.6	14.9	2.2
Cyprus	501	30.9	12	33.3	22.5	1.4
Latvia	1005	24.6	11.4	31	31.5	1.5
Lithuania	1005	32.6	22.3	17.1	22.2	5.8
Luxembour g	504	24.3	14.6	28.3	30.6	2.1
Hungary	1007	32.8	11.3	25.9	26.9	3.1
Malta	503	31	15.4	24.5	21.6	7.5
Netherlands	1010	31.1	10.9	23.1	32	2.8
Austria	1002	17.5	10.4	34.6	34.3	3.2
Poland	1005	30.6	18.9	24.1	23.6	2.8
Portugal	1009	39.6	20.7	27.8	11.3	0.6
Romania	1009	31.9	15.8	29.1	19.8	3.4
Slovenia	1005	25.1	13.5	33.5	25.5	2.5
Slovakia	1007	25.5	18.7	24.1	27.1	4.7
Finland	1000	21.3	13.2	20.9	42.5	2.1
Sweden	1000	22.9	17.6	19.1	37.5	2.9
United Kingdom	1001	32	22.5	18	25.1	2.5
Croatia	1009	27.9	12.8	30.8	25.5	2.9

Table 9b. Best way for retailers to promote environmentally-friendly products – *by segment*

QUESTION: Q6. How can retailers best contribute to promoting environmentally friendly products?

	Total N	% Provide better information to consumers	% Have regular promotions in their stores focusing on environmentally -friendly products	% Have a dedicated green corner within their stores with only environmentally - friendly products	% Increase the visibility of environmentally -friendly products on shelves	% DK/NA
EU27	25633	30.5	17.9	23.6	25.3	2.7
SEX						
Male	12393	31.7	16.3	22.2	26.6	3.2
Female	13240	29.3	19.5	24.9	24.2	2.3
AGE						
15 - 24	3585	30.7	22.9	24.2	21.5	0.8
25 - 39	6237	28.5	21.6	22.4	26	1.5
40 - 54	6914	31.1	17	22.6	27.3	2
55 +	8731	31.2	14.2	25	24.8	4.7
EDUCATION (end of)						
Until 15 years of age	4099	37.3	15.6	23.1	18.9	5.1
16 - 20	11063	30.2	17.6	23.3	26.5	2.4
20 +	7252	26.8	18.2	23.9	28.9	2.2
Still in education	2493	30.7	21.5	26	21.2	0.6
URBANISATION						
Metropolitan	4524	28.8	19.5	22.9	26.3	2.4
Urban	10644	30.9	18.1	24	24.5	2.5
Rural	10321	30.6	17.2	23.5	25.8	2.9
OCCUPATION						
Self-employed	2109	30.4	15	25	26.3	3.3
Employee	8305	26.9	20	22.1	29.6	1.4
Manual worker	2247	35.7	19	19.9	22.4	3
Not working	12850	31.7	16.9	25.1	23	3.3

Table 10a. Best type of taxation system to promote environmentally-friendly products – *by country*

QUESTION: Q7. What type of taxation system should public authorities consider using in order to promote environmentally-friendly products?

	Total N	% to reduce taxation for more environmentally -friendly products	% to increase taxes for environmentally -damaging products	% a combinatio n of both	% Introducing a taxation system to promote environmentally -friendly products is not a good idea	% DK/N A
EU27	2563 3	33.6	14	45.8	3.6	3
COUNTRY						
Belgium	1003	39.9	8.9	45.6	3.5	2.1
Bulgaria	1004	37	13.2	38.5	1	10.3
Czech Rep.	1002	40.4	15.1	39	2.3	3.3
Denmark	1000	29.5	9.2	56.4	2.6	2.3
Germany	1010	34	10.5	50.3	3.1	2.1
Estonia	1015	33.7	14.6	37.6	7.3	6.9
Greece	1004	35.2	13.1	49.6	0.9	1.1
Spain	1002	30.6	14.3	49.6	3.1	2.5
France	1006	31.9	17.8	45.2	3	2.1
Ireland	1003	25.2	12.3	59.2	2.5	0.7
Italy	1011	34.4	19.1	34.2	8.1	4.2
Cyprus	501	30.2	14	54.9	0.4	0.6
Latvia	1005	51.8	11.9	31.3	1.2	3.8
Lithuania	1005	39	15.1	32.2	7.4	6.2
Luxembour g	504	27.1	14.1	54.2	2.2	2.3
Hungary	1007	44.7	7.2	36.4	6	5.7
Malta	503	49.3	11.7	28.2	5.4	5.4
Netherlands	1010	31.2	11.8	52.4	3.9	0.7
Austria	1002	29.8	13.5	51	3	2.7
Poland	1005	37.4	22.6	31.4	3.1	5.6
Portugal	1009	52.3	8.9	34.1	1.8	2.9
Romania	1009	41.6	20.4	30.5	2.5	5
Slovenia	1005	28.5	11.9	57.7	0.7	1.2
Slovakia	1007	36.1	16.2	34.9	2.8	10
Finland	1000	33.9	13.2	46.4	5.1	1.4
Sweden	1000	30.7	9.7	54.2	2.1	3.3
United Kingdom	1001	23.9	7.1	65.1	2.3	1.6
Croatia	1009	43.3	13.3	38.4	3.1	1.8

Table 10b. Best type of taxation system to promote environmentally-friendly products – *by segment*

QUESTION: Q7. What type of taxation system should public authorities consider using in order to promote environmentally-friendly products?

	Total N	% to reduce taxation for more environmentally - friendly products	% to increase taxes for environmentally -damaging products	% a combination of both	% Introducing a taxation system to promote environmentally -friendly products is not a good idea	% DK/NA
EU27	25633	33.6	14	45.8	3.6	3
SEX						
Male	12393	34.8	15.2	43.6	3.8	2.5
Female	13240	32.4	12.9	47.9	3.3	3.5
AGE						
15 - 24	3585	31.5	12.9	50.5	2.8	2.3
25 - 39	6237	34.1	11.4	50.5	2.2	1.9
40 - 54	6914	32	14.4	48.1	3.5	2
55 +	8731	35.2	16.2	39	4.8	4.8
EDUCATION (end of)						
Until 15 years of age	4099	34.9	16.2	36.3	5.7	6.9
16 - 20	11063	36	13.1	45.8	3	2.2
20 +	7252	30.6	14.8	49.7	3.2	1.7
Still in education	2493	29.2	12.1	53.2	2.4	3.1
URBANISATION						
Metropolitan	4524	33.2	12.7	49.3	2.8	2
Urban	10644	32.7	14.7	45	4.1	3.5
Rural	10321	34.6	14	45.2	3.3	2.9
OCCUPATION						
Self-employed	2109	32.9	15.2	47.1	2.6	2.2
Employee	8305	32.2	12	51.8	2.6	1.3
Manual worker	2247	37.2	14.3	42.4	3.2	2.9
Not working	12850	33.9	15.2	42.4	4.3	4.3

Table 11a. Actions with the greatest impact on solving environmental problems – *by country*

QUESTION: Q8. In your opinion, which one of the following actions would have the highest impact on solving environmental problems?

	Total N	% Buying products produced by eco-friendly production	% Buying energy efficient-home appliances	% Making efforts to use less water	% Minimising waste and recycling	% Travelling less and adopting sustainable modes of transport	% DK/NA
EU27	25633	21.2	19.2	10.7	30.4	14.5	4
COUNTRY							
Belgium	1003	17.1	16.4	9.9	37.5	14.8	4.2
Bulgaria	1004	25.7	20.2	4.7	29.7	5.5	14.2
Czech Rep.	1002	21.8	24.2	11.4	26.1	12	4.4
Denmark	1000	27.7	14.7	6.3	29.9	16.3	5.1
Germany	1010	26	23.5	10.4	21.5	13.7	4.8
Estonia	1015	26.3	19.4	7.5	31.7	10.8	4.3
Greece	1004	15.1	8.4	13	45.2	16.1	2.2
Spain	1002	19	11.7	18.4	36.8	12.4	1.7
France	1006	15.6	16.1	17.1	30.5	15.7	5.1
Ireland	1003	17.2	22.4	7.3	34.5	16.8	1.7
Italy	1011	25.9	19.9	10	19.8	20.3	4.1
Cyprus	501	21.6	8.2	9.8	43.8	14.3	2.4
Latvia	1005	28.7	15.2	2.3	34.8	16	3
Lithuania	1005	31.7	14.8	2.3	29.4	12.5	9.3
Luxembourg	504	19.3	16.1	13.9	29.4	17.2	4.2
Hungary	1007	15.8	17.5	6.4	51	6.7	2.7
Malta	503	17.1	18.7	9	38.9	8.8	7.5
Netherlands	1010	20.4	21.6	5.3	34.2	15.9	2.6
Austria	1002	25.4	17.2	7.2	29	17	4.3
Poland	1005	25.7	26.5	9.7	31.8	3.2	3.2
Portugal	1009	11.8	8.5	18.5	44.8	15.5	1.1
Romania	1009	25.5	24.1	5.2	32.6	7	5.5
Slovenia	1005	21.6	19.9	9	36.3	10.1	3
Slovakia	1007	21.8	26.8	12.4	31.6	4.4	2.9
Finland	1000	12.4	10.2	4.8	49.4	19.9	3.4
Sweden	1000	22.1	7.8	2.6	31.7	30.7	5
United Kingdom	1001	15.3	20.6	6.7	34.3	20	3.2
Croatia	1009	21	16.8	8.2	43.1	8	2.8

Table 11b. Actions with the greatest impact on solving environmental problems – *by segment*

QUESTION: Q8. In your opinion, which one of the following actions would have the highest impact on solving environmental problems?

	Total N	% Buying products produced by eco-friendly production	% Buying energy-efficient home appliances	% Making efforts to use less water	% Minimising waste and recycling	% Travelling less and adopting sustainable modes of transport	% DK/NA
EU27	25633	21.2	19.2	10.7	30.4	14.5	4
SEX							
Male	12393	20.1	19.9	9.1	29.9	16.7	4.3
Female	13240	22.2	18.5	12.2	30.9	12.5	3.7
AGE							
15 - 24	3585	20.4	22.3	10.8	27.8	17.6	1
25 - 39	6237	22.1	17.4	8.9	33.9	14.3	3.5
40 - 54	6914	22.1	18.5	9.5	31.9	14.5	3.5
55 +	8731	20.4	19.7	12.9	27.7	13.6	5.8
EDUCATION (end of)							
Until 15 years of age	4099	19.5	17.9	13.7	27.3	15.3	6.3
16 - 20	11063	22.2	19.9	9.8	30.9	13.5	3.7
20 +	7252	21.5	17.5	9.9	32.7	14.8	3.5
Still in education	2493	19.9	23.3	10.9	26.3	18	1.6
URBANISATION							
Metropolitan	4524	21.2	17.5	10.9	30.7	15.7	4
Urban	10644	22.4	19.2	11.1	29.9	13.7	3.6
Rural	10321	19.9	20	10.1	30.7	14.9	4.3
OCCUPATION							
Self-employed	2109	20.5	18.8	9.2	33.2	14	4.3
Employee	8305	21.6	16.6	8.2	34.1	16.6	2.9
Manual worker	2247	20.5	20.8	9.4	31.8	12.2	5.3
Not working	12850	21.2	20.7	12.8	27.3	13.7	4.3

Table 12a. Awareness of the Flower, the symbol of the EU Ecolabel – *by country*

QUESTION: Q9. Are you aware of the Flower, the symbol of the EU Ecolabel?

	Total N	% I've seen it or heard of it and I have bought products with this label	% I've seen it or heard of it but I have not bought products with this label	% I have never seen it nor heard of it	% DK/NA
EU27	25633	19.3	18	60.7	2
COUNTRY					
Belgium	1003	16.1	19.6	63.4	0.9
Bulgaria	1004	15.4	20.6	59.6	4.5
Czech Rep.	1002	11.7	27	60.2	1.2
Denmark	1000	33.4	16.9	47.7	2
Germany	1010	15.3	19.5	63.5	1.7
Estonia	1015	24.7	26.2	44.8	4.3
Greece	1004	23.3	18.3	57.2	1.2
Spain	1002	29.1	19.2	51.4	0.3
France	1006	25.5	18.5	54.4	1.7
Ireland	1003	19.7	13.2	65.4	1.7
Italy	1011	15.4	12.6	65.8	6.2
Cyprus	501	22.7	14.8	61.2	1.3
Latvia	1005	19.5	18.4	60.2	1.9
Lithuania	1005	26.3	23.3	45.6	4.8
Luxembourg	504	22.2	17.6	58.8	1.3
Hungary	1007	21.9	26.7	48.8	2.5
Malta	503	27.8	19.1	51.4	1.8
Netherlands	1010	25	20.1	53.1	1.8
Austria	1002	16.6	16.6	64.7	2.1
Poland	1005	17.8	21.4	59.6	1.2
Portugal	1009	20.6	25.9	53.2	0.3
Romania	1009	15.1	23.7	59.3	1.9
Slovenia	1005	19.6	26.2	52.9	1.3
Slovakia	1007	18	23.9	55.4	2.8
Finland	1000	12	22.3	65	0.6
Sweden	1000	14.4	16.8	67.4	1.3
United Kingdom	1001	17.1	8.8	73.4	0.8
Croatia	1009	17	21.8	60.6	0.6

Table 12b. Awareness of the Flower, the symbol of the EU Ecolabel – *by segment*

QUESTION: Q9. Are you aware of the Flower, the symbol of the EU Ecolabel?

	Total N	% I've seen it or heard of it and I have bought products with this label	% I've seen it or heard of it but I have not bought products with this label	% I have never seen it nor heard of it	% DK/NA
EU27	25633	19.3	18	60.7	2
SEX					
Male	12393	17.8	18.1	61.9	2.2
Female	13240	20.7	17.8	59.7	1.8
AGE					
15 - 24	3585	16.6	20.5	61.6	1.3
25 - 39	6237	20	17.7	59.7	2.6
40 - 54	6914	22.7	17.4	57.9	2
55 +	8731	17.3	17.6	63.2	1.9
EDUCATION (end of)					
Until 15 years of age	4099	14.8	13.5	69.1	2.6
16 - 20	11063	19.2	18.3	60.3	2.2
20 +	7252	23.9	18.8	56	1.3
Still in education	2493	15.9	20.9	61.4	1.8
URBANISATION					
Metropolitan	4524	20.4	17.2	61.1	1.3
Urban	10644	19.5	18.3	59.9	2.3
Rural	10321	18.8	18	61.2	2
OCCUPATION					
Self-employed	2109	22.8	18.8	55.5	2.9
Employee	8305	22.8	17.5	58.4	1.4
Manual worker	2247	17	20.6	57.2	5.2
Not working	12850	17	17.7	63.7	1.7

Table 13a. Trust in producers' claims about the environmental performance of their own products – *by country*

QUESTION: Q10. How much do you trust producers' claims about the environmental performance of their own products?

	Total N	% Not trust at all	% Rather not trust	% Rather trust	% Trust completely	% DK/NA
EU27	25633	13	35	43.2	5.8	2.9
COUNTRY						
Belgium	1003	15.2	19.2	55.1	7.2	3.3
Bulgaria	1004	31.1	34.9	22.8	3.1	8.1
Czech Rep.	1002	9.1	36.1	42.5	8.4	3.8
Denmark	1000	7.6	38.5	45.5	6.9	1.4
Germany	1010	12.9	42.8	37	5.5	1.7
Estonia	1015	7.8	27.3	50.3	9	5.6
Greece	1004	27	29.1	38.9	4.4	0.5
Spain	1002	11.5	47.5	32.9	5.5	2.6
France	1006	9.8	28.4	55	4.8	1.9
Ireland	1003	15.1	24.8	48.4	10.4	1.3
Italy	1011	15.7	43.2	33.2	4.9	2.9
Cyprus	501	19.9	36.3	38.1	4.5	1.2
Latvia	1005	13.2	41.6	40.2	2.5	2.5
Lithuania	1005	14.7	33.1	35.2	6.1	10.9
Luxembourg	504	8.6	29.1	55.6	5.4	1.3
Hungary	1007	8.2	35.6	46.3	7.2	2.7
Malta	503	8.3	27.2	44	12.3	8.2
Netherlands	1010	6	15.2	65.2	12.8	0.9
Austria	1002	7.9	32.4	53	4.8	1.9
Poland	1005	9.6	33.8	48.4	2.1	6.1
Portugal	1009	9.9	40.1	39.7	6.7	3.5
Romania	1009	16.5	35.7	32.7	10.2	4.9
Slovenia	1005	7.9	41.9	45	3.8	1.3
Slovakia	1007	10.2	23.2	51.6	6.6	8.4
Finland	1000	3.4	36.7	56.1	3	0.7
Sweden	1000	8.9	43.6	40.2	4.8	2.6
United Kingdom	1001	17.1	22	51.2	7	2.6
Croatia	1009	13.7	35.3	43.4	6.9	0.7

Table 13b. Trust in producers' claims about the environmental performance of their own products – *by segment*

QUESTION: Q10. How much do you trust producers' claims about the environmental performance of their own products?

	Total N	% Not trust at all	% Rather not trust	% Rather trust	% Trust completely	% DK/NA
EU27	25633	13	35	43.2	5.8	2.9
SEX						
Male	12393	16	35.5	39.8	6.2	2.5
Female	13240	10.2	34.6	46.5	5.4	3.3
AGE						
15 - 24	3585	8.4	31.2	51.1	6	3.3
25 - 39	6237	10.9	33.3	46.4	6.8	2.6
40 - 54	6914	13.3	33.5	46	5.1	2.1
55 +	8731	15.8	39.3	35.7	5.7	3.5
EDUCATION (end of)						
Until 15 years of age	4099	16.9	40.6	31.4	6.6	4.5
16 - 20	11063	12.8	33.7	44.6	5.7	3.2
20 +	7252	11.5	34.7	47.6	5.1	1.2
Still in education	2493	9.4	32.6	47.9	7	3.1
URBANISATION						
Metropolitan	4524	12.7	34	45.3	6	2
Urban	10644	13.5	34.2	43.9	5.5	3
Rural	10321	12.4	36.5	41.8	6.1	3.2
OCCUPATION						
Self-employed	2109	17.5	34.1	39.8	6.1	2.5
Employee	8305	10.5	32.7	49.2	6	1.5
Manual worker	2247	11.7	33.3	46	5.3	3.6
Not working	12850	13.9	37.1	39.6	5.7	3.7

Table 14a. Trust in companies' environmental and social performance reporting – *by country*

QUESTION: Q11. Which statement best reflects your view on current reporting by companies on their own environmental and social performance:

	Total N	% I trust the reporting of companies' own environmental and social performance	% I do not trust the reporting of companies' own environmental and social performance	% Companies' reports on their environmental and social performance are of no interest to me	% DK/NA
EU27	25633	29.6	46.6	18.7	5
COUNTRY					
Belgium	1003	23	51.9	18.3	6.9
Bulgaria	1004	12.6	50.9	21.1	15.4
Czech Rep.	1002	32.6	40.2	23.1	4
Denmark	1000	34.7	47	14.9	3.4
Germany	1010	25	52.1	18.3	4.5
Estonia	1015	25.8	35.9	28.8	9.5
Greece	1004	27.6	53.7	15.1	3.5
Spain	1002	32	56	8.8	3.1
France	1006	36.3	43.8	15.8	4.2
Ireland	1003	32.9	47.8	17.9	1.5
Italy	1011	35.7	46.3	10.5	7.5
Cyprus	501	20.6	47.6	27.9	3.9
Latvia	1005	17.8	49.3	27	5.8
Lithuania	1005	26.9	42.3	21.8	9
Luxembourg	504	35.1	41.3	19.2	4.3
Hungary	1007	25.9	54.4	15.8	3.9
Malta	503	47.2	27	13.8	12
Netherlands	1010	27.7	37.3	29.6	5.4
Austria	1002	29.6	44.4	21	4.9
Poland	1005	19.7	32.7	42.4	5.2
Portugal	1009	51.9	36.1	7	5
Romania	1009	20.8	52.2	20.6	6.5
Slovenia	1005	28.5	55.1	14	2.4
Slovakia	1007	36.2	24.5	25	14.3
Finland	1000	34.3	47.4	14.6	3.8
Sweden	1000	26.7	53	15.4	4.9
United Kingdom	1001	30.7	44.8	21.6	3
Croatia	1009	27.2	55.7	13.1	4

Table 14b. Trust in companies' environmental and social performance reporting – *by segment*

QUESTION: Q11. Which statement best reflects your view on current reporting by companies on their own environmental and social performance:

	Total N	% I trust the reporting of companies' own environmental and social performance	% I do not trust the reporting of companies' own environmental and social performance	% Companies' reports on their environmental and social performance are of no interest to me	% DK/NA
EU27	25633	29.6	46.6	18.7	5
SEX					
Male	12393	28.7	48.2	19.1	4
Female	13240	30.5	45.2	18.4	5.9
AGE					
15 - 24	3585	34.1	35.5	27	3.4
25 - 39	6237	30.3	45.7	19.6	4.4
40 - 54	6914	30.9	50.7	14.7	3.7
55 +	8731	26.3	48.8	17.9	7
EDUCATION (end of)					
Until 15 years of age	4099	26.7	46.8	17.9	8.6
16 - 20	11063	29	46.1	19.9	5
20 +	7252	31.3	50.1	15.3	3.3
Still in education	2493	33.6	39.3	24	3.1
URBANISATION					
Metropolitan	4524	29.8	48.8	17.3	4.1
Urban	10644	30.7	45.4	18.9	5
Rural	10321	28.5	46.9	19.2	5.3
OCCUPATION					
Self-employed	2109	29.9	49	16.5	4.6
Employee	8305	31.3	47.9	17.9	2.9
Manual worker	2247	32	43.4	20.6	3.9
Not working	12850	28.1	46	19.3	6.6

Table 15a. Impact of energy efficiency on purchasing decisions – *by country*

QUESTION: Q12. When buying products that use electricity (like TVs or computers) or fuel (boilers, cars), do you take into account how energy efficient they are? An energy-efficient product is a product that can perform the same task as another by using less energy to do so.

	Total N	% Almost never	% Rarely	% Most of the time, often	% Always	% DK/NA
EU27	25633	8.7	12.5	37.1	40.2	1.5
COUNTRY						
Belgium	1003	7.4	10.2	38	43	1.4
Bulgaria	1004	17.3	16	21.5	38.5	6.7
Czech Rep.	1002	5	18.6	39.4	36	1.1
Denmark	1000	11.9	8.4	42.8	36.2	0.6
Germany	1010	5.6	9.1	41.6	42.7	1
Estonia	1015	5.5	12.2	39.2	41.5	1.7
Greece	1004	15.8	15.9	32.8	31.6	3.8
Spain	1002	13.6	14.8	30.7	38.8	2.1
France	1006	6.7	13.4	40.7	38.6	0.6
Ireland	1003	10.4	12.3	47.8	28.9	0.6
Italy	1011	10	11.1	25.6	51.5	1.8
Cyprus	501	22.1	16.8	31.5	27.2	2.4
Latvia	1005	13.3	18.1	31	34.5	3.1
Lithuania	1005	7.2	18.5	37.3	30.5	6.5
Luxembourg	504	6.8	14.3	47.4	31	0.5
Hungary	1007	3	14.9	32.6	48.3	1.2
Malta	503	6.8	8.6	22.6	59.7	2.3
Netherlands	1010	8.2	10.7	49.8	30.6	0.6
Austria	1002	7.5	10	43.8	37.8	0.9
Poland	1005	6.5	13.9	35.4	42.4	1.8
Portugal	1009	6.8	15	28.9	45.6	3.7
Romania	1009	9.2	10.8	24.4	52.5	3.2
Slovenia	1005	5.4	9.5	41.3	42.5	1.2
Slovakia	1007	6.4	12.6	36.5	43.7	0.9
Finland	1000	7.8	11.8	52.7	26.6	1
Sweden	1000	11	11.9	44.2	30.3	2.6
United Kingdom	1001	10.6	13.6	45.9	29.3	0.7
Croatia	1009	13.4	16.1	31.9	37.5	1.1

Table 15b. Impact of energy efficiency on purchasing decisions – *by segment*

QUESTION: Q12. When buying products that use electricity (like TVs or computers) or fuel (boilers, cars), do you take into account how energy efficient they are? An energy-efficient product is a product that can perform the same task as another by using less energy to do so.

	Total N	% Almost never	% Rarely	% Most of the time, often	% Always	% DK/NA
EU27	25633	8.7	12.5	37.1	40.2	1.5
SEX						
Male	12393	9.7	13	36	40.1	1.2
Female	13240	7.7	12	38.1	40.4	1.8
AGE						
15 - 24	3585	15.4	21.1	40.4	21.4	1.6
25 - 39	6237	8.1	12.6	38.3	40.4	0.6
40 - 54	6914	5.8	9	38.7	45.8	0.8
55 +	8731	8.6	11.7	33.7	43.4	2.7
EDUCATION (end of)						
Until 15 years of age	4099	11.4	13.7	32.8	38.6	3.5
16 - 20	11063	8	12.1	36.5	42.4	0.9
20 +	7252	5.5	9.1	39.3	45.4	0.8
Still in education	2493	15.4	20.2	42.7	19.7	2
URBANISATION						
Metropolitan	4524	8.3	13.7	38.8	37.7	1.5
Urban	10644	8.4	13.2	36.1	40.7	1.6
Rural	10321	9	11.2	37.5	41	1.4
OCCUPATION						
Self-employed	2109	7.8	10	36.8	45.3	0.2
Employee	8305	6.5	11	39.1	42.9	0.4
Manual worker	2247	9.1	12.5	37.1	40.6	0.7
Not working	12850	10.1	13.8	35.9	37.7	2.6

Table 16a. Opinions about a voluntary environmental "code of conduct" for retailers – *by country*

QUESTION: Q13. It has been proposed by the EU that retailers develop a voluntary environmental code of conduct. Which opinion is closer to your view?

	Total N	% It is better to use binding legislation than a voluntary "code of conduct"	% Retailers are already doing a lot for the environment and a voluntary "code of conduct" is not needed	% I think it is a good idea	% DK/NA
EU27	25633	41.8	10.1	40.9	7.1
COUNTRY					
Belgium	1003	42.9	12.5	35.9	8.8
Bulgaria	1004	46	2.9	38.7	12.4
Czech Rep.	1002	40	12.7	39.2	8.1
Denmark	1000	56.6	9.2	29.4	4.9
Germany	1010	49	12.3	34.7	4
Estonia	1015	37.3	10.5	37.6	14.6
Greece	1004	59.4	3.7	34.3	2.6
Spain	1002	45.6	10.1	36.2	8.1
France	1006	34.3	9.3	51.1	5.4
Ireland	1003	43.7	12.1	41.3	3
Italy	1011	44.4	8.5	34.7	12.4
Cyprus	501	49.5	6.4	40.6	3.4
Latvia	1005	40.7	8.4	37.1	13.8
Lithuania	1005	37.6	4.8	41.6	16
Luxembourg	504	40.1	11.8	44	4
Hungary	1007	35.5	6.3	50.5	7.8
Malta	503	62.4	6.2	21.3	10.2
Netherlands	1010	50.4	11.8	35.1	2.7
Austria	1002	52.5	14.1	28.9	4.5
Poland	1005	33.8	10.4	42.3	13.5
Portugal	1009	41.6	4.1	47.5	6.8
Romania	1009	31.1	4.3	56.8	7.8
Slovenia	1005	46.1	4.2	45.8	3.9
Slovakia	1007	34.2	6.6	48.3	10.9
Finland	1000	36	16.8	44	3.2
Sweden	1000	43.3	9.5	39.1	8.1
United Kingdom	1001	35.9	14.2	46.3	3.6
Croatia	1009	59.7	5.9	30.4	4

Table 16b. Opinions about a voluntary environmental "code of conduct" for retailers – *by segment*

QUESTION: Q13. It has been proposed by the EU that retailers develop a voluntary environmental code of conduct. Which opinion is closer to your view?

	Total N	% It is better to use binding legislation than a voluntary "code of conduct"	% Retailers are already doing a lot for the environment and a voluntary "code of conduct" is not needed	% I think it is a good idea	% DK/NA
EU27	25633	41.8	10.1	40.9	7.1
SEX					
Male	12393	45.2	10.1	38.4	6.2
Female	13240	38.6	10.2	43.3	7.9
AGE					
15 - 24	3585	35.4	9.7	49	5.8
25 - 39	6237	43	10.4	40.9	5.7
40 - 54	6914	46.1	8.6	40.1	5.2
55 +	8731	40.5	11.4	38.3	9.8
EDUCATION (end of)					
Until 15 years of age	4099	36	11.9	38.4	13.7
16 - 20	11063	40.3	11.2	42.3	6.2
20 +	7252	50.2	7.9	38.1	3.8
Still in education	2493	36.7	9.4	47.6	6.3
URBANISATION					
Metropolitan	4524	44.7	10.3	39.9	5.1
Urban	10644	43.3	9.1	40.7	6.9
Rural	10321	39.1	11.1	41.7	8
OCCUPATION					
Self-employed	2109	47	8.2	39	5.8
Employee	8305	45.7	9.4	41.1	3.8
Manual worker	2247	36.3	11.3	44.4	7.9
Not working	12850	39.4	10.7	40.7	9.2

II. Survey details

This general population survey on "*Europeans' attitudes towards the issue of sustainable consumption and production*" (Flash Nº 256) was conducted for the European Commission, DG Environment – Communication & Governance Unit.

Telephone interviews were conducted in each country, with the exception of the Bulgaria, Czech Republic, Estonia, Latvia, Lithuania, Hungary, Poland, Romania and Slovakia where both telephone and face-to-face interviews were conducted (70% webCATI and 30% F2F interviews).

Telephone interviews were conducted in each country between the 21/04/2009 and the 25/04/2009 by the following institutes:

Belgium	BE	Gallup Europe	(Interviews: 21/04/2009 - 25/04/2009)
Czech Republic	CZ	Focus Agency	(Interviews: 21/04/2009 - 25/04/2009)
Denmark	DK	Hermelin	(Interviews: 21/04/2009 - 25/04/2009)
Germany	DE	IFAK	(Interviews: 21/04/2009 - 25/04/2009)
Estonia	EE	Saar Poll	(Interviews: 21/04/2009 - 25/04/2009)
Greece	EL	Metroanalysis	(Interviews: 21/04/2009 - 25/04/2009)
Spain	ES	Gallup Spain	(Interviews: 21/04/2009 - 25/04/2009)
France	FR	Efficience3	(Interviews: 21/04/2009 - 25/04/2009)
Ireland	IE	Gallup UK	(Interviews: 21/04/2009 - 25/04/2009)
Italy	IT	Demoskopea	(Interviews: 21/04/2009 - 25/04/2009)
Cyprus	CY	CYMAR	(Interviews: 21/04/2009 - 25/04/2009)
Latvia	LV	Latvian Facts	(Interviews: 21/04/2009 - 25/04/2009)
Lithuania	LT	Baltic Survey	(Interviews: 21/04/2009 - 25/04/2009)
Luxembourg	LU	Gallup Europe	(Interviews: 21/04/2009 - 25/04/2009)
Hungary	HU	Gallup Hungary	(Interviews: 21/04/2009 - 25/04/2009)
Malta	MT	MISCO	(Interviews: 21/04/2009 - 25/04/2009)
Netherlands	NL	MSR	(Interviews: 21/04/2009 - 25/04/2009)
Austria	AT	Spectra	(Interviews: 21/04/2009 - 25/04/2009)
Poland	PL	Gallup Poland	(Interviews: 21/04/2009 - 25/04/2009)
Portugal	PT	Consulmark	(Interviews: 21/04/2009 - 25/04/2009)
Slovenia	SI	Cati d.o.o	(Interviews: 21/04/2009 - 25/04/2009)
Slovakia	SK	Focus Agency	(Interviews: 21/04/2009 - 25/04/2009)
Finland	FI	Norstat Finland Oy	(Interviews: 21/04/2009 - 25/04/2009)
Sweden	SE	Hermelin	(Interviews: 21/04/2009 - 25/04/2009)
United Kingdom	UK	Gallup UK	(Interviews: 21/04/2009 - 25/04/2009)
Bulgaria	BG	Vitosha	(Interviews: 21/04/2009 - 25/04/2009)
Romania	RO	Gallup Romania	(Interviews: 21/04/2009 - 25/04/2009)
Croatia	HR	Gallup Croatia	(Interviews: 21/04/2009 - 25/04/2009)

Representativeness of the results

Each national sample is representative of the population aged 15 years and above.

Sample sizes

In most EU countries and Croatia the target sample size was 1000 respondents, except Malta, Cyprus and Luxembourg where the target size was 500 interviews, the table below shows the achieved sample size by country.

A weighting factor was applied to the national results in order to compute a marginal total where each country contributes to the European Union result in proportion to its population.

The table below presents, for each of the countries:
(1) the number of interviews actually carried out
(2) the population-weighted total number of interviews

Total interviews

	Total Interviews			
	Conducted	% of Total	EU27 weighted	% of Total (weighted)
Total	**26642**	**100**	**25633**	**100**
BE	1003	3.8	540	2.1
BG	1004	3.8	409	1.6
CZ	1002	3.8	542	2.1
DK	1000	3.8	273	1.1
DE	1010	3.8	4357	17.0
EE	1015	3.8	70	0.3
EL	1004	3.8	589	2.3
ES	1002	3.8	2337	9.1
FR	1006	3.8	3174	12.4
IE	1003	3.8	211	0.8
IT	1011	3.8	3124	12.2
CY	501	1.9	39	0.2
LV	1005	3.8	121	0.5
LT	1005	3.8	175	0.7
LU	504	1.9	24	0.1
HU	1007	3.8	525	2.0
MT	503	1.9	21	0.1
NL	1010	3.8	824	3.2
AT	1002	3.8	431	1.7
PL	1005	3.8	1974	7.7
PT	1009	3.8	551	2.1
RO	1009	3.8	1122	4.4
SI	1005	3.8	106	0.4
SK	1007	3.8	278	1.1
FI	1000	3.8	269	1.0
SE	1000	3.8	465	1.8
UK	1001	3.8	3083	12.0
HR	1009	3.8		

Questionnaires

1. The questionnaire prepared for this survey is reproduced at the end of this results volume, in English.
2. The institutes listed above translated the questionnaire in their respective national language(s).
3. One copy of each national questionnaire is annexed to the results (volume tables).

Tables of results

VOLUME A: COUNTRY BY COUNTRY
The VOLUME A tables present the European Union results country by country.

VOLUME B: RESPONDENTS’ DEMOGRAPHICS
The VOLUME B tables present the European Union results with the following socio-demographic characteristics of respondents as breakdowns:

Volume B:
Sex *(Male, Female)*
Age *(15-24, 25-39, 40-54, 55+)*
Subjective urbanisation *(Metropolitan zone, Other town/urban centre, Rural zone)*
Occupation *(Self-employed, Employee, Manual worker, Non-active)*
Education (*-15, 16-20, 21+, Still in full-time education*)

Sampling error

Surveys are designed and conducted to provide an estimate of a true value of characteristics of a population at a given time. An estimate of a survey is unlikely to exactly equal the true population quantity of interest for a variety of reasons. One of these reasons is that data in a survey are collected from only some – a sample of – members of the population, this to make data collection cheaper and faster. The "margin of error" is a common summary of sampling error, which quantifies uncertainty about (or confidence in) a survey result.

Usually, one calculates a 95 percent confidence interval of the format: survey estimate +/- margin of error. This interval of values will contain the true population value at least 95% of time.

For example, if it was estimated that 45% of EU citizens are in favour of a single European currency and this estimate is based on a sample of 100 EU citizens, the associated margin of error is about 10 percentage points. The 95 percent confidence interval for support for a European single currency would be (45%-10%) to (45%+10%), suggesting that in the EU the support for a European single currency could range from 35% to 55%. Because of the small sample size of 100 EU citizens, there is considerable uncertainty about whether or not the citizens of the EU support a single currency.

As a general rule, the more interviews conducted (sample size), the smaller the margin of error. Larger samples are more likely to give results closer to the true population quantity and thus have smaller margins of error. For example, a sample of 500 will produce a margin of error of no more than about 4.5 percentage points, and a sample of 1,000 will produce a margin of error of no more than about 3 percentage points.

Margin of error (95% confidence interval)

Survey estimate	Sample size (n)									
	10	50	100	150	200	400	800	1000	2000	4000
5%	13.5%	6.0%	4.3%	3.5%	3.0%	2.1%	1.5%	1.4%	1.0%	0.7%
10%	18.6%	8.3%	5.9%	4.8%	4.2%	2.9%	2.1%	1.9%	1.3%	0.9%
25%	26.8%	12.0%	8.5%	6.9%	6.0%	4.2%	3.0%	2.7%	1.9%	1.3%
50%	31.0%	13.9%	9.8%	8.0%	6.9%	4.9%	3.5%	3.1%	2.2%	1.5%
75%	26.8%	12.0%	8.5%	6.9%	6.0%	4.2%	3.0%	2.7%	1.9%	1.3%
90%	18.6%	8.3%	5.9%	4.8%	4.2%	2.9%	2.1%	1.9%	1.3%	0.9%
95%	13.5%	6.0%	4.3%	3.5%	3.0%	2.1%	1.5%	1.4%	1.0%	0.7%

(The values in the table are the margin of error – at 95% confidence level – for a given survey estimate and sample size)

The examples show that the size of a sample is a crucial factor affecting the margin of error. Nevertheless, once past a certain point – a sample size of 800 or 1,000 – the improvement is small. For example, to reduce the margin of error to 1.5% would require a sample size of 4,000.

III. Questionnaire

FLASH - 256
"SUSTAINABLE CONSUMPTION & PRODUCTION"

Q1. In general, how much do you know about the environmental impact of the products you buy and use?
[READ OUT – ONLY ONE ANSWER POSSIBLE]

- I am fully aware 4
- I know about the most significant impacts 3
- I know little about this 2
- I know nothing 1
- [DK/NA] 9

Q2. How important are the following aspects when making a decision on what products to buy? Very important, rather important, rather not important, not at all important?
[READ OUT – ONE ANSWER PER LINE]

- Very important.................... 4
- Rather important.................... 3
- Rather not important.................... 2
- Not at all important.................... 1
- [DK/NA].................... 9

A. The product's impact on the environment	4 3 2 1 9
B. The price of the product	4 3 2 1 9
C. The quality of the product	4 3 2 1 9
D. The brand, the brand name of the product	4 3 2 1 9

Q3. Some products have an ecolabel which certifies that they are environmentally-friendly. Which statement characterises you the best?
[READ OUT – ONLY ONE ANSWER POSSIBLE]

- Ecolabelling plays an important part in my purchasing decisions 1
- Ecolabelling does not play an important part in my purchasing decisions 2
- I never read any labels 3
- [DK/NA]....................9

Q4. Environmental labels should be concise. From the list I am going to read you what environmental information is the most important that a label should contain?
[READ OUT – ROTATE – ONLY ONE ANSWER POSSIBLE]

- Confirmation that the product comes from environmentally-friendly sources 1
- Confirmation that the packaging is eco-friendly 2
- The total amount of greenhouse gas emissions created by this product........................3
- Whether the product can be recycled / reused...4
- [DK/NA] 9

The total amount of greenhouse gas emissions produced directly and indirectly by the product is called the carbon footprint of a product. It measures the impact on the environment from its production, sale and use, and in particular climate change. (SHOULD BE READ BEFORE FOR Q5)

Q5. Should a label indicating the carbon footprint of a product be mandatory in the future?
[READ OUT – ONLY ONE ANSWER POSSIBLE]

- Yes 1
- No, it should be done on a voluntary basis 2
- The carbon footprint is of no interest to me 3
- [DK/NA] 9

Q6. How can retailers best contribute to promoting environmentally-friendly products?
[READ OUT – ROTATE – ONLY ONE ANSWER POSSIBLE]

- Provide better information to consumers 1
- Have regular promotions in their stores focusing on environmentally-friendly products 2
- Have a dedicated green corner within their stores with only environmentally-friendly products 3
- Increase the visibility of environmentally-friendly products on shelves......................... 4
- [DK/NA] 9

Q7. What type of taxation system should public authorities consider using in order to promote environmentally-friendly products?
[READ OUT – ONLY ONE ANSWER POSSIBLE]

- … to reduce taxation for more environmentally-friendly products 1
- … to increase taxes for environmentally-damaging products......................................2
- … a combination of both 3
- [Introducing a taxation system to promote environmentally-friendly products is not a good idea] 4
- [DK/NA] 9

Q8. In your opinion, which one of the following actions would have the highest impact on solving environmental problems?

[Interviewer, if respondents ask: "Sustainable modes of transport" are means of transport that do not cause damage/do less damage to the environment (e.g. emit less greenhouse gas emissions, use of renewable resources etc.), and therefore promote sustainable development and contribute to the fight against climate change. Some real life examples are: taking the train instead of an airplane when travelling abroad, going to work by bicycle or public transport and not by car, or car sharing]

[READ OUT – ROTATE – ONLY ONE ANSWER POSSIBLE]

- Buying products produced by eco-friendly production..1
- Buying energy-efficient home appliances..2
- Making efforts to use less water..3
- Minimising waste and recycling..4
- Travelling less and adopting sustainable modes of transport..5
- [DK/NA]..9

The EU Ecolabel (the Flower) is a certification scheme that helps European consumers distinguish greener, more environmentally-friendly products and services. (SHOULD BE READ BEFORE FOR Q9)

Q9. Are you aware of the Flower, the symbol of the EU Ecolabel?
[READ OUT – ONLY ONE ANSWER POSSIBLE]

- I've seen it or heard of it and I have bought products with this label..1
- I've seen it or heard of it but I have not bought products with this label..2
- I have never seen it nor heard of it..3
- [DK/NA]..9

Q10. How much do you trust producers' claims about the environmental performance of their own products?

[INTERVIEWER: "the environmental performance of (...) a product" = how well (or badly) a product performs from an environmental point of view. That includes the ecological/carbon footprint of the product, the ecological-friendliness of the production, distribution/sale, use of the product and the possibility to reuse/recycle it.]

[READ OUT – ONLY ONE ANSWER POSSIBLE]

-Trust completely..4
-Rather trust..3
-Rather not trust..2
-Not trust at all..1
- [DK/NA]..9

Q11. Which statement best reflects your view on current reporting by companies on their own environmental and social performance:
[READ OUT – ONLY ONE ANSWER POSSIBLE]

- I trust the reporting of the companies' own environmental and social performance 1
- I do not trust the reporting of the companies' own environmental and social performance 2
- Companies' reporting on their environmental and social performance is of no interest to me 3
- [DK/NA] 9

Q12. When buying products that use electricity (like TVs or computers) or fuel (boilers, cars), do you take into account how energy efficient they are? An energy-efficient product is a product that can perform the same task as another by using less energy to do so.
[READ OUT – ONLY ONE ANSWER POSSIBLE]

-Always 4
-Most of the time, often 3
-Rarely..2
-Almost never 1
- [DK/NA] 9

Q13. It has been proposed by the EU that retailers develop a voluntary environmental code of conduct. Which opinion is closer to your view?
[READ OUT – ONLY ONE ANSWER POSSIBLE]

- I think it is a good idea..3
- Retailers are already doing a lot for the environment and a voluntary code of conduct is not needed..2
- It is better to use binding legislation than a voluntary code of conduct 1
- [DK/NA] 9

D1. Gender
[DO NOT ASK - MARK APPROPRIATE]
[1] Male
[2] Female

D2. How old are you?
[_][_] years old
[00][REFUSAL/NO ANSWER]

D3. How old were you when you stopped full-time education?
[WRITE IN THE AGE WHEN EDUCATION WAS TERMINATED]
[_][_] years old
[**00**] [STILL IN FULL TIME EDUCATION]
[01] [NEVER BEEN IN FULL TIME EDUCATION]
[99] [REFUSAL/NO ANSWER]

D4. As far as your current occupation is concerned, would you say you are self-employed, an employee, a manual worker or would you say that you are without a professional activity? Does it mean that you are a(n)...

[IF A RESPONSE TO THE MAIN CATEGORY IS GIVEN, READ OUT THE RESPECTIVE SUB-CATEGORIES]

- Self-employed

→ i.e. :
- farmer, forester, fisherman 11
- owner of a shop, craftsman 12
- professional (lawyer, medical practitioner, accountant, architect,...)... 13
- manager of a company 14
- other 15

- Employee

→ i.e. :
- professional (employed doctor, lawyer, accountant, architect)........ 21
- general management, director or top management........ 22
- middle management 23
- civil servant........ 24
- office clerk 25
- other employee (salesman, nurse, etc...) 26
- other 27

- Manual worker

→ i.e. :
- supervisor / foreman (team manager, etc...) 31
- manual worker 32
- unskilled manual worker 33
- other 34

- Without a professional activity

→ i.e. :
- looking after the home........ 41
- student (full time) 42
- retired 43
- seeking a job 44
- other 45

- [Refusal]........ 99

D6. Would you say you live in a ...?

metropolitan zone........1

other town/urban centre........2

rural zone........3

[Refusal] 9