



## **Flash Eurobarometer 367**

# **ATTITUDES OF EUROPEANS TOWARDS BUILDING THE SINGLE MARKET FOR GREEN PRODUCTS**

## **REPORT**

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This survey has been requested by the European Commission, Directorate-General for Environment and co-ordinated by 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.

**Flash Eurobarometer 367**

**Attitudes of Europeans towards building the  
single market for green products**

Conducted by TNS Political & Social at the request of  
the European Commission,  
Directorate-General for Environment

Survey co-ordinated by the European Commission,  
Directorate-General for Communication  
(DG COMM "Research and Speechwriting" Unit)

## TABLE OF CONTENTS

INTRODUCTION .....	3
MAIN FINDINGS .....	6
1. BEHAVIOURS AND ATTITUDES TOWARDS ENVIRONMENTALLY-FRIENDLY PRODUCTS .....	9
1.1 Behaviours toward environmentally-friendly products.....	9
1.2 Reasons for buying environmentally-friendly products .....	14
1.3 Level of confidence regarding whether environmentally-friendly products cause less damage to the environment than other products.....	41
2. INFLUENCE OF ENVIRONMENTAL CONSIDERATIONS ON CONSUMPTION HABITS.....	45
2.1 The role of taxation in reducing people's impact on the environment .....	45
2.2 The environmental impact of products that are bought and used.....	48
2.2.1 Citizen's knowledge about the environmental impact of products that are bought and used.....	48
2.2.2 Environmental impact as an important factor when buying products	51
2.3 Willingness to pay more for environmentally-friendly products .....	55
2.4 Importance of the environmental impact of construction of buildings in the purchasing decision.....	59
3. ACTIONS FOR THE ENVIRONMENT .....	62
3.1 Actions with the greatest impact on solving environmental problems .....	62
3.2 Actions undertaken for environmental reasons.....	65
4. CONSUMERS CONFIDENCE ABOUT ENVIRONMENTAL CLAIMS .....	73
4.1 Opinions about the information provided by current products labels	73
4.2 Finding environmental information about a product .....	77
4.3 Experience of exaggerated or misleading statements about the beneficial effects of products on the environment.....	80
4.4 Trust in claims by producers about the environmental performance of their products.....	83

- 4.5 Trust in companies’ reports on their own environmental performance ..... 86
- 4.6 The obligation for companies to publish reports on environmental performance ..... 89
- 5. SUSTAINABLE CONSUMPTION – FOOD RELATED ISSUES..... 93
  - 5.1 The “best before” date ..... 93
  - 5.2 Frequency of meat consumption ..... 96
  - 5.3 Willingness to eat less meat for environmental reasons ..... 98
- 6. SUSTAINABLE CONSUMPTION – PRODUCTS LIFESPAN ISSUES..... 103
  - 6.1 Level of information about the lifespan of the products bought ..... 103
  - 6.2 Support for indicating the lifespan of all products available on the market..... 106
  - 6.3 Willingness to pay more for a product if its guarantee of reliability was extended ..... 108
  - 6.4 Frequency of faulty products not repaired ..... 112

**ANNEXES**

- Technical specifications
- Questionnaire
- Tables

## INTRODUCTION

The European Commission has adopted in April 2013 the Single Market for Green Products initiative, which introduces two methods for measurement and a set of principles for communicating the environmental performance of products and organisations. It is accompanied by a Commission Recommendation that encourages Member States and the private sector to use these methods. Better understanding consumer behaviour and attitudes is a key component to properly implement this new policy initiative.

This report presents the results of the Flash Eurobarometer "*Attitudes of Europeans towards building the single market for green products*" (Flash N° 367). This survey was conducted to examine EU citizens' knowledge of green products and their reasons for buying, or not buying, environmentally-friendly products.

This report focuses on EU citizens' attitudes towards environmentally-friendly products in six parts:

- The first section examines EU citizens' behaviours and attitudes towards environmentally-friendly products;
- The second section looks at the influence of environmental considerations on EU citizens' consumption habits;
- The third section deals with respondents' views on actions to solve environmental problems;
- The fourth section concentrates on consumers' confidence about environmental claims made about products;
- The fifth section deals with sustainable consumption issues related to food, including food expiry dates and meat consumption;
- The sixth section focuses on product lifespan issues, looking at consumer knowledge, product reliability and the willingness to repair products.

In this report, the analysis first focuses on the EU average. This is calculated on the average of the national results which is weighted according to the size of the population of the country<sup>1</sup>.

The second level of analysis describes the national results.

The third level of analysis looks at the inter-relations between different questions and the socio-demographic categories at EU level.

For some questions results are presented as percentages of subpopulations.

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<sup>1</sup> For instance, the weight of a country like Germany is bigger than the one of Luxembourg

For instance, when analysing the results for the first section, only the respondents who declared to know what environmentally friendly products are, were taken into account (95% of the EU-wide sample).

This survey was carried out by TNS Political & Social network in the 27 Member States of the European Union and in Croatia between 4th December and 10th December 2012. Some 26,573 respondents from different social and demographic groups were interviewed via telephone (landline and mobile phone) in their mother tongue on behalf of Directorate-General for Environment. The methodology used is that of Eurobarometer surveys as carried out by the Directorate-General for Communication ("Research and Speechwriting" Unit).<sup>2</sup> A technical note on the manner in which interviews were conducted by the Institutes within the TNS Political & Social network is appended as an annex to this report. Also included are the interview methods and confidence intervals.<sup>3</sup>

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<sup>2</sup> [http://ec.europa.eu/public\\_opinion/index\\_en.htm](http://ec.europa.eu/public_opinion/index_en.htm)

<sup>3</sup> The results tables are included in the annex. It should be noted that the total of the percentages in the tables of this report may exceed 100% when the respondent has the possibility of giving several answers to the question.

Note: In this report, countries are referred to by their official abbreviation. The abbreviations used in this report correspond to:

ABBREVIATIONS			
BE	Belgium	LV	Latvia
CZ	Czech Republic	LU	Luxembourg
BG	Bulgaria	HU	Hungary
DK	Denmark	MT	Malta
DE	Germany	NL	The Netherlands
EE	Estonia	AT	Austria
EL	Greece	PL	Poland
ES	Spain	PT	Portugal
FR	France	RO	Romania
IE	Ireland	SI	Slovenia
IT	Italy	SK	Slovakia
CY	Republic of Cyprus*	FI	Finland
LT	Lithuania	SE	Sweden
		UK	The United Kingdom
HR	Croatia	EU27	European Union – 27 Member States
		EU15	BE, IT, FR, DE, LU, NL, DK, UK, IE, PT, ES, EL, AT, SE, FI**
		NMS12	BG, CZ, EE, CY, LT, LV, MT, HU, PL, RO, SL, SK***
		EURO AREA	BE, FR, IT, LU, DE, AT, ES, PT, IE, NL, FI, EL, EE, SI, CY, MT, SK

\* Cyprus as a whole is one of the 27 European Union Member States. However, the 'acquis communautaire' has been suspended in the part of the country which is not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews carried out in the part of the country controlled by the government of the Republic of Cyprus are included in the 'CY' category and in the EU27 average.

\*\* EU15 refers to the 15 countries forming the European Union before the enlargements of 2004 and 2007

\*\*\* The NMS12 are the 12 'new Member States' which joined the European Union during the 2004 and 2007 enlargements

\*\*\*\*\*

*The Eurobarometer web site can be consulted at the following address:*

[http://ec.europa.eu/public\\_opinion/index\\_en.htm](http://ec.europa.eu/public_opinion/index_en.htm)

*We would like to take the opportunity to thank all the respondents across the continent who gave their time to take part in this survey.*

*Without their active participation, this study would not have been possible.*

## MAIN FINDINGS

**The behaviour change analysis suggests that actions on price and choice architecture<sup>4</sup> should be prioritised in order to change respondents' behaviour and stimulate a wider uptake of green products.**

- A majority of respondents consider themselves "occasional" environmentally-friendly products<sup>5</sup> consumers (54%). More than a quarter of respondents often buy environmentally-friendly products (26%). A majority of citizens in the EU 27 agree that green products are good value for money (55%).
- Respondents who often buy environmentally-friendly products are much more likely to agree that environmentally-friendly products are good value for money compared to those who only sometimes buy these products (68% and 53%, respectively). This is the only aspect where these two categories really differ, which suggests that lowering the price gap between green and non-green alternatives would enlarge the number of regular consumers.
- Large majorities of EU citizens believe that buying environmentally-friendly products can make a difference to the environment (89%) and that environmentally-friendly products are as effective as regular products (74%).
- There is strong agreement across the EU about the ethics of environmentally-friendly products: 95% of respondents agree that using environmentally products is 'the right thing to do', 91% agree that buying environmentally-friendly products sets a good example and 80% agree that their family and friends would think it was a good thing if they used environmentally-friendly products.
- Only just over half of EU citizens think that environmentally-friendly products are easily available in shops (54%) and a similar proportion believe that it is easy to differentiate environmentally-friendly products from other products (51%). Environmentally-friendly products are most likely to be seen as easily available in Sweden (81%) and least in Estonia (40%).
- Respondents who do not buy environmentally-friendly products but intend to, are significantly less likely to believe that environmentally-friendly products are easily available compared with those who sometimes buy them (42% versus 54%). This suggests that environmentally friendly products should be more carefully presented so that they could be more easily differentiated from other products. The availability of environmentally friendly products also needs to be targeted so that consumers who are in the 'contemplation stage' will buy these products in the future.
- Two-thirds of EU citizens (66%) are confident that products indicated as environmentally-friendly will cause less damage to the environment than other products. These results suggest that policies that increase consumer confidence in the environmental claims of green products would encourage greater consumption of these environmentally-friendly products across all behaviour groups, even if these products were somewhat more expensive.

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<sup>4</sup> Choice architecture includes the aspects of a product or brand of products which would directly influence a purchasing decision. This category comprises of the availability of environmentally-friendly products and how differentiable they are from normal products.

<sup>5</sup> Green products and environmentally-friendly products are considered to be the same and are defined as following: they have a less negative impact on the environment during production, use and disposal compared to other products (with the same functionality, addressing the same need, etc.)

**Most people are willing to consider environmental factors when making purchases, but fewer feel fully informed about these issues.**

- More than three-quarters of respondents are willing to pay more for environmentally-friendly products if they were confident that the products are truly environmentally-friendly (77%).
- Four out of five *regular maintenance* and *occasional maintenance* respondents report that they would be willing to pay more (83% and 79%, respectively). However, even among the *reluctant* respondents, more than half would be willing to pay more for products if they were confident that they were environmentally friendly (51%). These results suggest that policies that increase consumer confidence in the environmental claims of green products would encourage greater consumption of environmentally-friendly products across all behaviour groups, even if these products were somewhat more expensive.
- Four out of five think that lower taxes on environmentally-friendly materials and products can play a role in reducing people's impact on the environment (83%).
- Despite several policy and marketing initiatives, only slightly more than half of EU citizens feel informed (55%) about the environmental impacts of the products they buy and use, with 14% saying they 'know a lot' and 41% saying they know about the most significant impacts. These awareness levels are similar to those found in 2009.
- EU citizens take several considerations into account when buying products. The quality of the product is the most important consideration for consumers (97%) followed by the product's price (87%) and its environmental impact (84%). The least important factor to consumers is the brand name of the product (46%). There has been a significant increase in the number of respondents who say that the environmental impact is more important than price in a purchasing decision since 2009 (25%, + 6 points).
- 85% of those who think that price is important believe that the product's impact on the environment is important, while 80% of those who believe that price is not important believe that the product's impact on the environment is important. This finding is significant because it means that events (such as recessions) that make consumers more concerned about price will not necessarily reduce their concern with a product's environmental impact.
- Information on the environmental impact of the construction of buildings would be important for many EU citizens' decision to buy a house or apartment if the information was easily available (79%).

**Europeans support taking a variety of actions for environmental reasons, and they are increasingly changing their behaviour for environmental reasons.**

- EU citizens believe the actions that would have the greatest impact on solving environmental problems are recycling and minimizing waste (54%) and buying low energy consumption home appliances (39%).
- Most citizens also report engaging in actions for environmental reasons: 84% report separating most of their wastes for recycling, 80% say they have cut down their energy consumption and 70% report cutting down their water consumption during the last month.

**Although two-third of the respondents are confident about the labels stating that green products cause less damage to the environment than other products, they are less likely to trust producers' self-claims about the environmental performance of their products.**

- Only just over half of EU citizens generally trust producers' claims about the environmental performance of their products (52%). This represents a small increase in trust since the previous survey in 2009 (+3).
- A majority of EU citizens do not trust companies' reports on their own environmental performance (54%), with only 44% trusting these reports.
- There is strong support among EU citizens for obliging companies to publish reports on their overall environmental performance and the environmental performance of their products. (69%).

**Fewer than one in twenty citizens claim that they never consume meat (3%) but many say they would be willing to replace most of the meat they eat with vegetables for environmental reasons (50%).**

- There is greater support for changing the habits of meat consumption for environmental reasons: four out of five would be willing to eat less meat but of certified origin (80%) and three quarters would be willing to replace beef or pork with poultry or fish (72%).
- A large proportion of respondents (45%) believe that it is NOT safe to consume food products after the "best before" date stated on the label.

**More than nine out of ten respondents agree that the lifespan of products available on the market should be indicated (92%). Almost half of the respondents found the price a too high barrier to repair a faulty product (47%).**

- On average, 60% of EU citizens feel informed about the lifespan of the products they buy and 38% do not feel informed. But only 12% feel very well-informed.
- Almost half of the respondents report that they decided not to have a faulty product repaired in the past 12 months because the repair costs were too high (47%).
- Across the EU, two-thirds of people (66%) would be willing to pay more for a product if its guarantee of reliability was extended to five years.

# 1. BEHAVIOURS AND ATTITUDES TOWARDS ENVIRONMENTALLY-FRIENDLY PRODUCTS

This chapter examines how often EU citizens buy environmentally-friendly products and what motivates citizens to buy these products.

## *1.1 Behaviours toward environmentally-friendly products*

### ***- A high proportion of EU citizens buy environmentally-friendly products -***

Respondents were asked about their behaviour towards environmentally-friendly products in general. By environmentally-friendly products or green products we mean products that have a less negative impact on the environment during production, in terms of use and disposal compared to other products (with the same functionality, addressing the same need, etc.).

From this, they were categorised into one of six behaviour stages<sup>6</sup>:

- Regular maintenance: the respondent often buys environmentally-friendly products;
- Occasional maintenance: the respondent sometimes buys environmentally-friendly products;
- Ready for action: the respondent does not buy environmentally-friendly products but definitely intends to do so in the future;
- Contemplation: the respondent does not buy environmentally-friendly products but may do so in the future;
- Relapse: the respondent used to buy environmentally-friendly products but stopped;
- Reluctant: the respondent does not buy environmentally-friendly products and does not intend to do so.

These stages will be referred to throughout this report to help understand the consumer behaviour of EU citizens.

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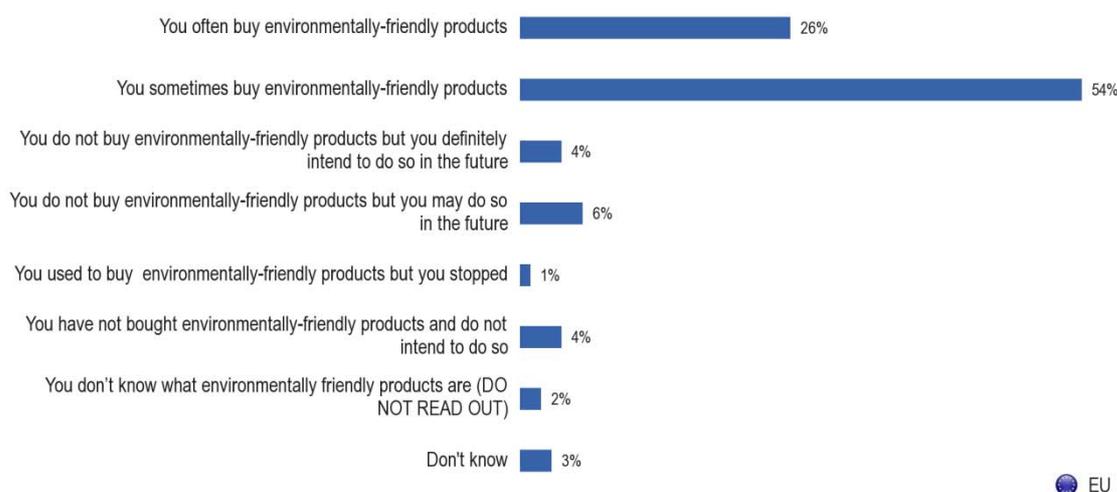
<sup>6</sup> This is the standard behavioural change index. The only difference is that the maintenance behaviour stage has been split into two: regular and occasional maintenance.

Across the EU, a very high proportion of citizens at least sometimes buy environmentally-friendly products so the category has been classified into the two *maintenance* categories (80%):

- More than half of respondents are classified as *occasional maintenance* (54%)
- And another quarter as *regular maintenance* (26%).

In total, 15% of EU citizens do not buy environmentally-friendly products. Breaking this down further into the different behaviour groups: 4% of respondents are classified as *ready for action*, 6% as *contemplation*, 1% as *relapse* and 4% as *reluctant*. Finally, only 2% of respondents say that they don't know what environmentally-friendly products are.

Q3. Here are some statements about environmentally-friendly products. Which of the following statements best describes your behaviour towards these products in general?



**Base: All respondents = 25568**

The *maintenance* behaviour stages are by far the most common in every EU Member State and Croatia with more than 60% of citizens are at this stage in every country.

Citizens are most likely to be at a *maintenance* behaviour stage in Austria (93%), Germany (90%) and Sweden (89%). The lowest proportion of *maintenance* stage citizens are in Bulgaria (61%), Malta (68%) and Lithuania (70%). Croatia almost exactly replicates the EU average with 55% at *occasional maintenance* and 24% at *regular maintenance*.

Austria is the only country where the relative majority of citizens are at the *regular maintenance* behaviour stage (48%). This behaviour is also prevalent in Germany (37%), Luxembourg (32%), Greece (31%) and Hungary (31%).

The *occasional maintenance* behaviour stage is by far the most common across Europe. It is most common in the Netherlands (65%), Finland (64%) and Sweden (62%). The behaviour stage is least common in Bulgaria (43%), Malta (44%), Romania (45%) and Austria (45%).

The *ready for action* behaviour stage is most common in Bulgaria (11%), Romania (8%), the Czech Republic (7%) and Slovakia (7%). Currently, there are more consumers who buy environmentally friendly products in other countries, but the green market in these three countries have the highest growth potential for attracting new consumers. The *ready for action* behaviour stage is least common in Austria (2%), Germany (2%) and Slovenia (2%), although this is mostly due to the high prevalence of the maintenance behaviour stage in these countries. In these three countries, the market for environmentally friendly products is more mature.

Citizens are most likely to be at the *contemplation* behaviour stage in Italy (11%), Bulgaria (10%) and Finland (9%). Once again, this behaviour stage is least common in Austria (1%), Germany (2%) and Slovenia (2%).

Citizens are most likely to be at the *relapse* behaviour stage in Bulgaria (4%), Greece (3%), the Czech Republic (3%) and Ireland (3%). This behaviour stage is almost completely absent in Austria, Finland, Germany, the Netherlands and Poland where 0% are in this category.<sup>7</sup>

Respondents are most likely to be *reluctant* in Romania, Malta and Bulgaria, where 8% of respondents indicate that they do not buy environmentally-friendly products and do not intend to do so. This behaviour stage is least common among Austrian, Estonian, Luxembourgian, Spanish, Swedish, Slovakian and Slovenian respondents (2% in each case).

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<sup>7</sup> Note that this is a rounded value and doesn't necessarily mean that no respondents gave this answer.

Q3 Here are some statements about environmentally-friendly products. Which of the following statements best describes your behaviour towards these products in general?

	Regular maintenance	Occasional maintenance	Ready for action	Contemplation	Relapse	Reluctant	You don't know what environmentally friendly products are (DO NOT READ OUT)	Don't know
	You often buy environmentally-friendly products	You sometimes buy environmentally-friendly products	You do not buy environmentally-friendly products but you definitely intend to do so in the future	You do not buy environmentally-friendly products but you may do so in the future	You used to buy environmentally-friendly products but you stopped	You have not bought environmentally-friendly products and do not intend to do so		
 EU27	26%	54%	4%	6%	1%	4%	2%	3%
 BE	23%	56%	4%	7%	1%	6%	1%	2%
 BG	18%	43%	11%	10%	4%	8%	1%	5%
 CZ	16%	57%	7%	7%	3%	4%	2%	4%
 DK	29%	56%	3%	5%	1%	4%	0%	2%
 DE	37%	53%	2%	2%	0%	3%	1%	2%
 EE	16%	60%	3%	7%	1%	2%	6%	5%
 IE	22%	56%	6%	8%	3%	3%	0%	2%
 EL	31%	49%	4%	5%	3%	5%	2%	1%
 ES	30%	48%	5%	8%	2%	2%	3%	2%
 FR	27%	54%	3%	6%	1%	4%	2%	3%
 IT	17%	57%	6%	11%	1%	5%	1%	2%
 CY	20%	54%	5%	6%	1%	6%	6%	2%
 LV	20%	55%	6%	8%	2%	4%	2%	3%
 LT	15%	55%	4%	8%	2%	6%	3%	7%
 LU	32%	51%	6%	5%	1%	2%	1%	2%
 HU	31%	52%	3%	5%	2%	3%	2%	2%
 MT	24%	44%	6%	3%	2%	8%	9%	4%
 NL	16%	65%	4%	5%	0%	5%	3%	2%
 AT	48%	45%	2%	1%	0%	2%	1%	1%
 PL	27%	51%	6%	5%	0%	3%	4%	4%
 PT	25%	57%	3%	6%	2%	3%	2%	2%
 RO	26%	45%	8%	6%	2%	8%	2%	3%
 SI	28%	60%	2%	2%	2%	2%	2%	2%
 SK	25%	56%	7%	4%	2%	2%	1%	3%
 FI	16%	64%	4%	9%	0%	3%	1%	3%
 SE	27%	62%	3%	4%	1%	2%	0%	1%
 UK	20%	57%	5%	8%	1%	4%	2%	3%
 HR	24%	55%	6%	6%	1%	5%	1%	2%

**Highest percentage per country**

*Lowest percentage per country*

Highest percentage per item

Lowest percentage per item

Base: All respondents = 25568

There are strong socio-demographic associations with age and education. 15-24 year olds are nine percentage points less likely than the EU average to be in a *maintenance* behaviour stage (71%). This could indicate that education campaigns aimed at promoting the value of environmentally friendly products would resonate well with this age group. Alternatively, it is possible that because of their lower income, young consumers in the EU are simply more likely to value cheaper products over products that have a better environmental impact.

There is a significant relationship between respondents' level of education and their decision to purchase green products. More educated respondents are more likely to be in the *regular maintenance* category, with 26% of those who finished education aged 15 or younger buying these products compared with 30% of those who finished aged 20 or older. The results for education fit with the findings on the willingness of respondents to pay more for environmentally-friendly products<sup>8</sup>. Respondents with more years of education claim that they are willing to pay more for these products. However, respondents with a higher level of education are in general those with a higher social status. Therefore this may be linked to the purchasing power of these respondents.

Respondents still in education are the least likely to be in the *regular maintenance* category (15%). This result confirms the fact that young people are less likely to buy green products than older respondents.

Q3 Here are some statements about environmentally-friendly products. Which of the following statements best describes your behaviour towards these products in general?

	You often buy environmentally-friendly products	You sometimes buy environmentally-friendly products	You do not buy environmentally-friendly products but you definitely intend to do so in the future	You do not buy environmentally-friendly products but you may do so in the future	You used to buy environmentally-friendly products but you stopped	You have not bought environmentally-friendly products and do not intend to do so	You don't know what environmentally-friendly products are (DO NOT READ OUT)	Don't know
EU27	26%	54%	4%	6%	1%	4%	2%	3%
<b>Age</b>								
15-24	15%	56%	9%	10%	1%	5%	2%	2%
25-39	22%	57%	5%	8%	1%	3%	2%	2%
40-54	28%	56%	3%	5%	1%	3%	1%	3%
55 +	32%	49%	3%	4%	1%	5%	2%	4%
<b>Education (End of)</b>								
15-	26%	48%	4%	8%	1%	8%	2%	3%
16-19	24%	54%	5%	7%	1%	4%	2%	3%
20+	30%	54%	4%	5%	1%	2%	2%	2%
Still studying	15%	60%	9%	8%	1%	5%	1%	1%

**Base: All respondents = 25568**

<sup>8</sup> The results of this question are analysed later on in this report

## 1.2 Reasons for buying environmentally-friendly products

### Costs and benefits

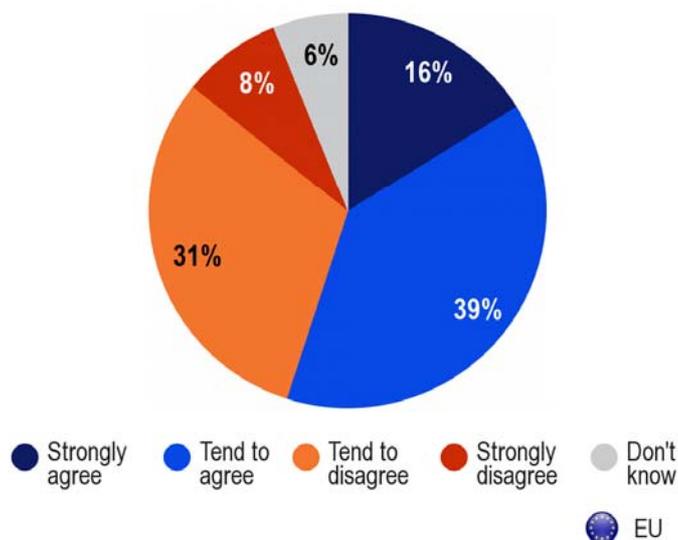
#### - Regular and occasional maintenance respondents have very different views on the value for money of environmental products -

After being categorised into behaviour groups, EU and Croatian citizens were asked a series of questions about environmentally-friendly products. The behaviour groups have been cross tabulated with these results to help determine what the common behaviours and attitudes of each group are.

Of the 95% of the respondents who know what environmentally-friendly products are, over five in ten generally agree that environmentally-friendly products are good value for money (55%) whereas around four in ten disagree (39%)<sup>9</sup>.

Q4.1. Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.

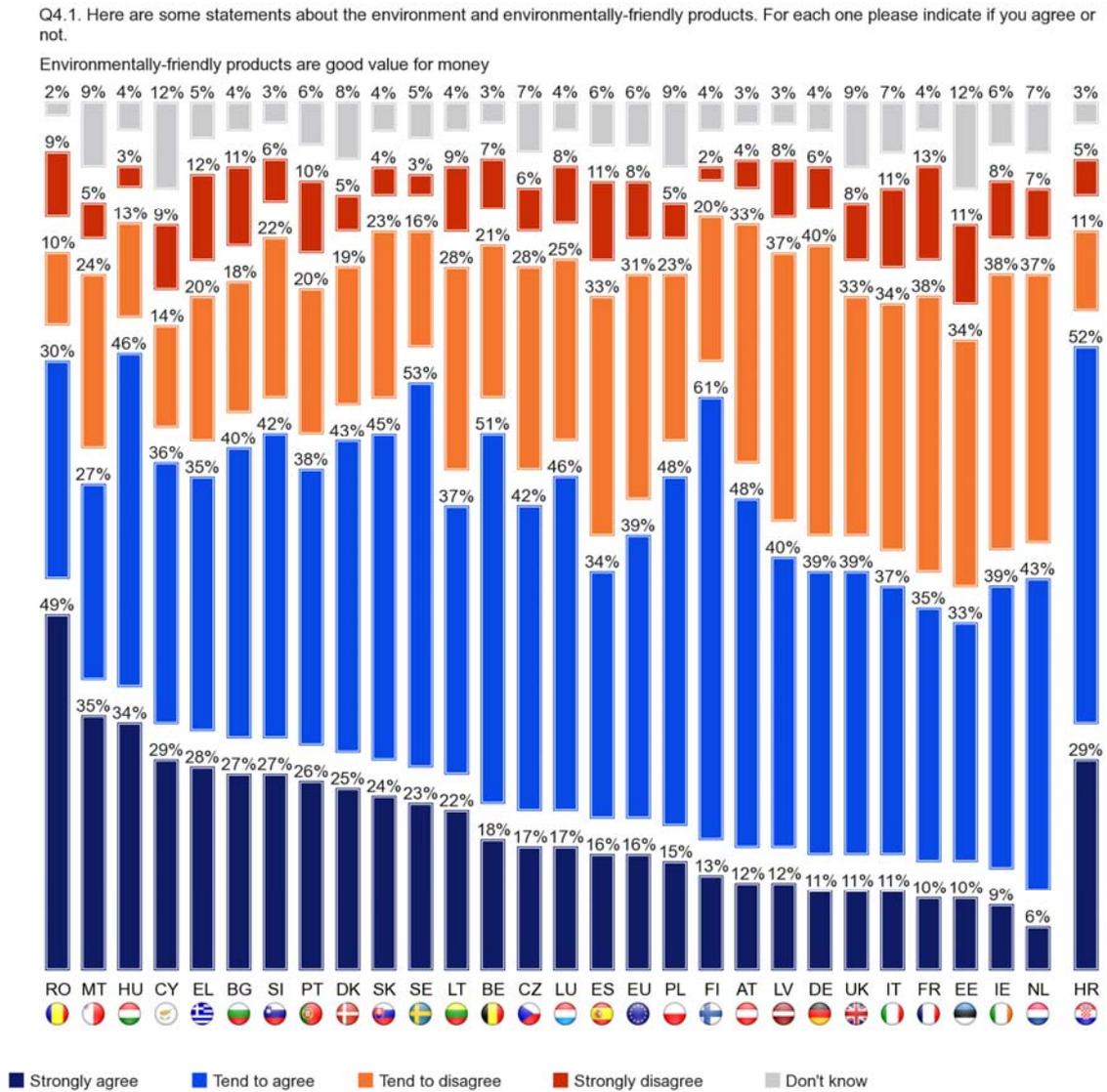
Environmentally-friendly products are good value for money



Base: Those who know what environmentally-friendly products are = 24458

<sup>9</sup> Throughout this section, only the results of the respondents who know what environmentally friendly products are were used (95% of the sample). Respondents who answer that they don't know what environmentally-friendly products are or they do not want to answer the question about environmentally-friendly products purchase are not asked those questions

In a country-by-country analysis it can be observed that EU respondents are most likely to agree with the statement in Hungary (80%), Romania (79%), Sweden (76%) and Finland (74%). By contrast, the lowest levels of agreement are in Estonia (43%), France (45%), Italy (48%) and Ireland (48%). Croatians show a higher level of agreement than any EU country at 81%.



Base: Those who know what environmentally-friendly products are = 24458

Respondents in the *regular maintenance* behaviour stage are significantly more likely to think environmentally-friendly products are good value for money with two-thirds of respondents agreeing (68%). This compares with just half of *occasional maintenance* behaviour stage respondents (53%) and just four in ten *reluctant* respondents (38%).

Price seems to be one of the key aspects that differentiate regular consumers from occasional consumers (difference of 15 percentage points). Despite many different reasons and variables being tested in this survey, the price of the products had one of the more significant impacts in differentiating the regular and occasional maintenance groups. Price seems to be the biggest barrier that prevents occasional users from becoming regular users.

Therefore, reducing the prices gap of green products versus non green alternatives could increase the consumption of the occasional users and make them become regular users.

Nevertheless, the fact that 38% of *reluctant* respondents say that environmentally-friendly products are good value for money suggests that cost is not the only consideration stopping some respondents from buying environmentally-friendly products. This is clear from *reluctant* respondents' answers to the other statements in question 4. In each case, they express substantially more negative or sceptical views towards environmentally-friendly products compared with respondents who buy environmentally-friendly products. These results show that there is no single explanation for *reluctant* consumers. Campaigns that aim to educate consumers about the importance of environmentally-friendly products will need to address multiple aspects of consumers' perceptions.

**Q4.1 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.**

**Environmentally-friendly products are good value for money**

	Total 'Agree'	Total 'Disagree'	Don't know
EU27	55%	39%	6%
<b>Buying environmentally-friendly products</b>			
Often	68%	29%	3%
Sometimes	53%	42%	5%
No, but intend	50%	42%	8%
No, but may do it	40%	44%	16%
Used to but stopped	44%	54%	2%
Never and do not intend	38%	49%	13%

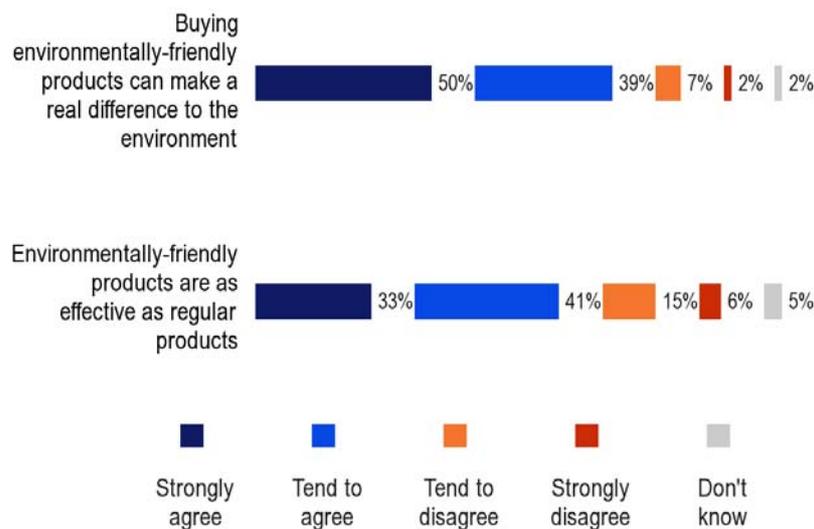
**Base: Those who know what environmentally-friendly products are = 24458**

## Efficacy

### - The European Public strongly believes that buying environmentally-friendly products can make a real difference to the environment-

Of the respondents who know what environmentally-friendly products are, a large majority believe that buying environmentally-friendly products can make a difference to the environment and that environmentally-friendly products are as effective as regular products (89% and 74%, respectively). Furthermore, a large proportion feel strongly about this, with half the respondents strongly agreeing that they can make a real difference (50%) and a third (33%) strongly agreeing that they are as effective as regular products.

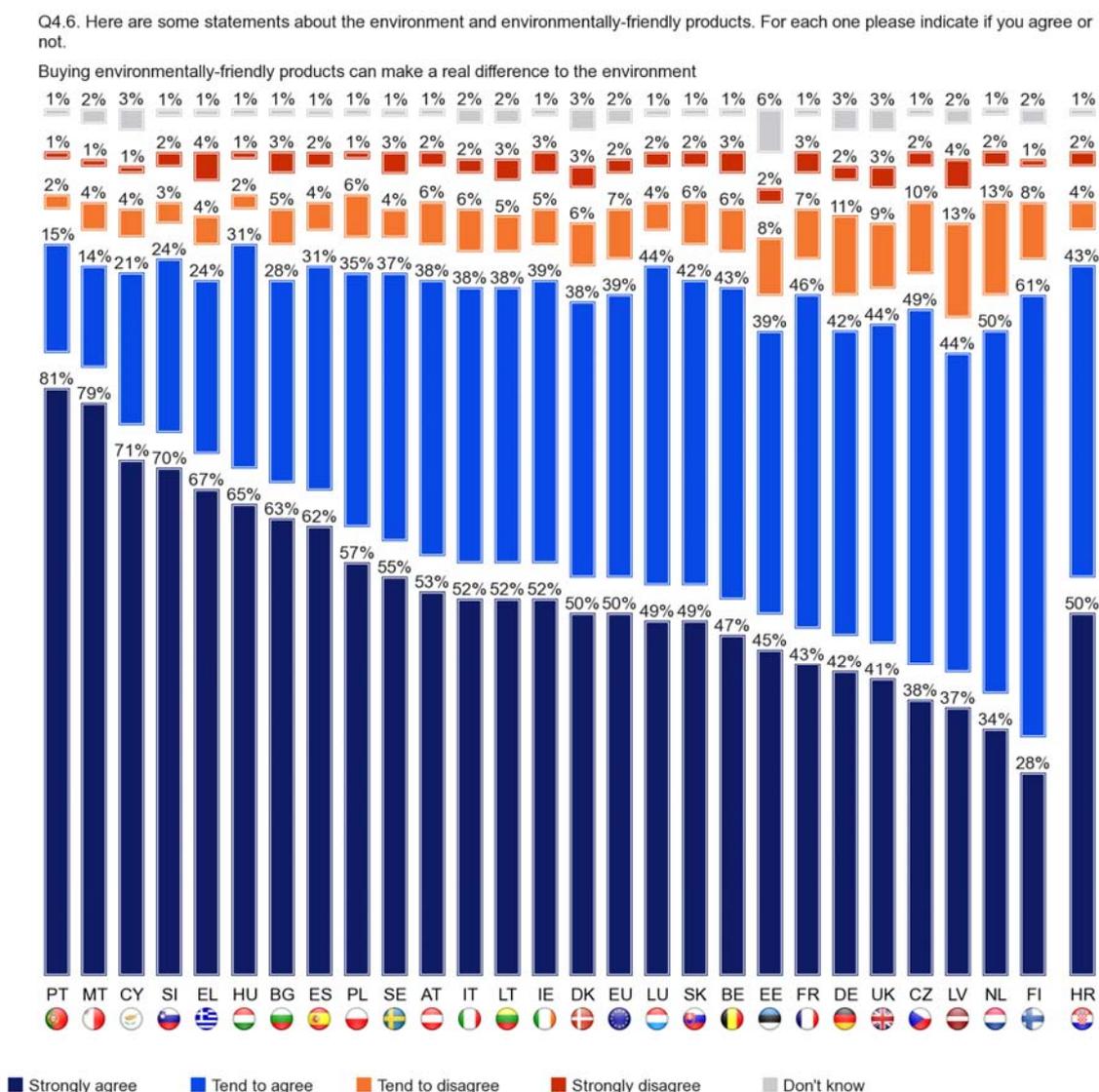
Q4. Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.



Base: Those who know what environmentally-friendly products are = 24458

Environmentally-friendly products can make a real difference

Across European countries, there is only a small amount of variation in agreement that buying environmentally-friendly products can make a difference to the environment. The highest levels of agreement are in Portugal and Hungary, where 96% of respondents agree, compared with the lowest level in Latvia, where 81% agree. However, among different European countries, there is greater variation in the proportion of respondents who *strongly* agree that environmentally-friendly products make a difference. The highest number of respondents strongly agreeing are in Portugal (81%), Malta (79%) and Cyprus (71%). The lowest levels of strong agreement are found in Finland (28%), the Netherlands (34%) and Latvia (37%). Croatia has somewhat higher levels of agreement than the EU average with half of Croatians strongly agreeing (50%) and four out of ten tending to agree (43%).



Base: Those who know what environmentally-friendly products are = 24458

There is almost unanimous agreement that buying environmentally-friendly products can make a real difference to the environment among EU citizens in the *regular maintenance* behaviour stage (95%). Agreement is somewhat lower among those in the *occasional maintenance, ready for action* and *contemplative* behaviour stages (89%, 89% and 87%, respectively). However, agreement drops more sharply in the *relapse* (77%) and *reluctant* (61%) behaviour stages.

**Q4.6 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.**

**Buying environmentally-friendly products can make a real difference to the environment**

	Total 'Agree'	Total 'Disagree'	Don't know
EU27	89%	9%	2%
<b>Buying environmentally-friendly products</b>			
Often	95%	4%	1%
Sometimes	89%	10%	1%
No, but intend	89%	10%	1%
No, but may do it	87%	11%	2%
Used to but stopped	77%	22%	1%
Never and do not intend	61%	34%	5%

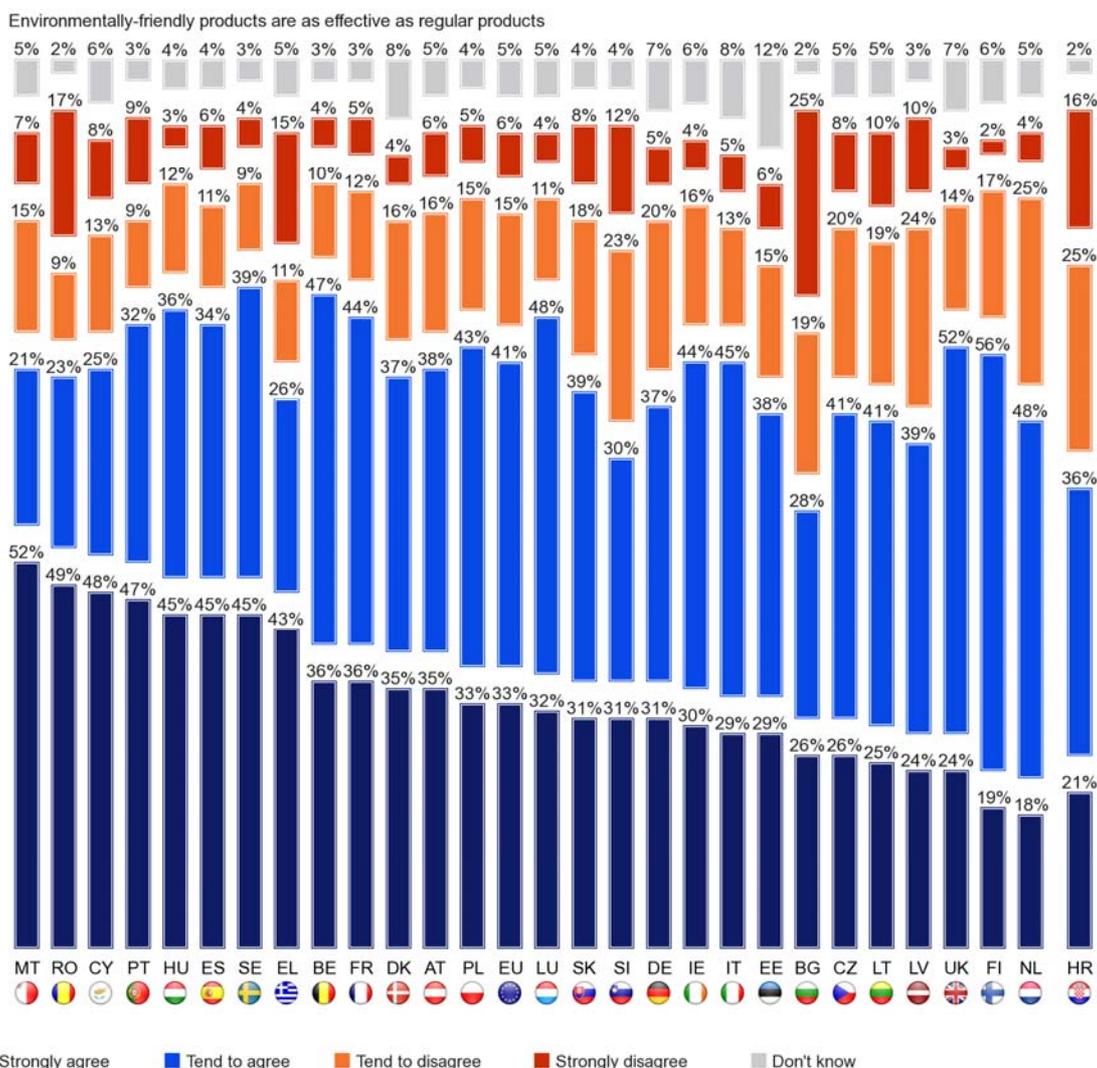
**Base: Those who know what environmentally-friendly products are = 24458**

*Environmentally-friendly products are as effective as regular products*

There is more variation in agreement with the statement that environmentally-friendly products are as effective as regular products. The highest levels of agreement with this statement are found in Sweden (84%), Belgium (83%) and Hungary (81%). The lowest levels of agreement are found in Bulgaria (54%), Slovenia (61%) and Latvia (63%). Agreement with the statement is also comparatively lower in Croatia, where 57% of respondents agree. These results show that the majority of EU citizens in all countries are convinced of the effectiveness of environmentally-friendly products.

The differences across countries could be driven by one or two factors: either there are different levels of awareness of the quality of environmentally-friendly products across EU countries, or the actual quality of environmentally-friendly products varies across EU countries.

Q4.2. Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.



Base: Those who know what environmentally-friendly products are = 24458

Belief in the effectiveness of environmentally-friendly products does not vary greatly between citizens in the *regular maintenance* (79%), *occasional maintenance* (75%) and *ready for action* (72%) behaviour stages. However, agreement with this statement is substantially lower in the *contemplation* (62%), *relapse* (62%) and *reluctant* (52%) behaviour stages.

**Q4.2 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.**

**Environmentally-friendly products are as effective as regular products**

	Total 'Agree'	Total 'Disagree'	Don't know
EU27	74%	21%	5%

**Buying environmentally-friendly products**

Often	79%	18%	3%
Sometimes	75%	21%	4%
No, but intend	72%	20%	8%
No, but may do it	62%	23%	15%
Used to but stopped	62%	35%	3%
Never and do not intend	52%	35%	13%

**Base: Those who know what environmentally-friendly products are = 24458**

Agreement with these two statements is not strongly related to socio-demographic factors. Respondents in single or two person households are slightly more likely to agree that environmentally-friendly products are as effective as regular products compared with respondents in households with four or more members (75% and 72%, respectively). However, citizens in households with four or members are more likely to agree that buying environmentally-friendly products can make a real difference to the environment compared with citizens in single person households (91% and 88%, respectively).

**Q4.2, 6 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.**

	Environmentally-friendly products are as effective as regular products			Buying environmentally-friendly products can make a real difference to the environment		
	Total 'Agree'	Total 'Disagree'	Don't know	Total 'Agree'	Total 'Disagree'	Don't know
EU27	74%	21%	5%	89%	9%	2%
<b>Household composition</b>						
1	75%	19%	6%	88%	10%	2%
2	75%	19%	6%	88%	10%	2%
3	73%	22%	5%	91%	8%	1%
4+	72%	24%	4%	91%	9%	-

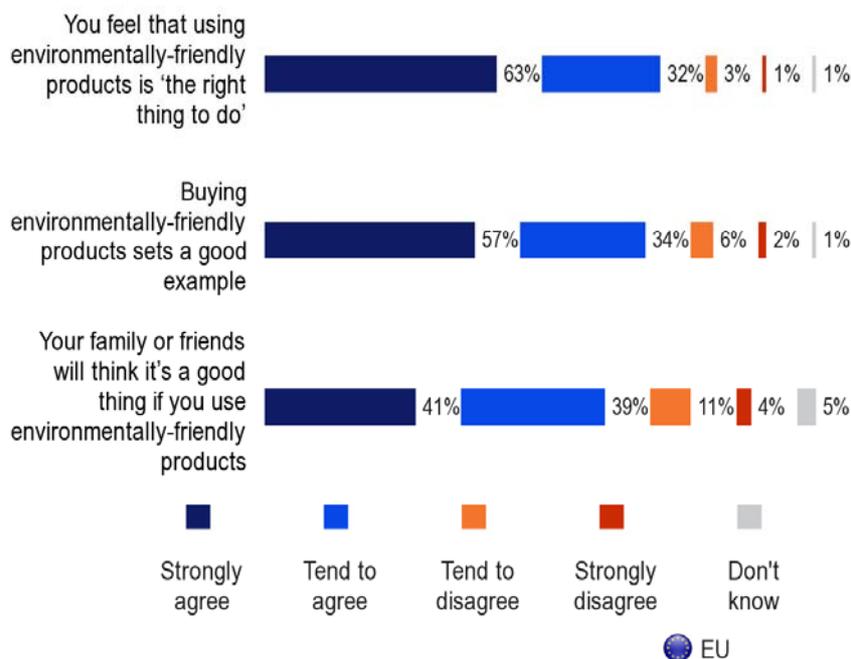
**Base: Those who know what environmentally-friendly products are = 24458**

### Social norms

**- Nearly all citizens agree that using environmentally-friendly products is 'the right thing to do' –**

There is near unanimous agreement on the ethics of environmentally-friendly products. Across the EU Member States, 95% of respondents agree that using environmentally products is 'the right thing to do', 91% agree that buying environmentally-friendly products sets a good example and 80% agree that their family and friends would think it was a good thing if they used environmentally-friendly products.

Q4. Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.



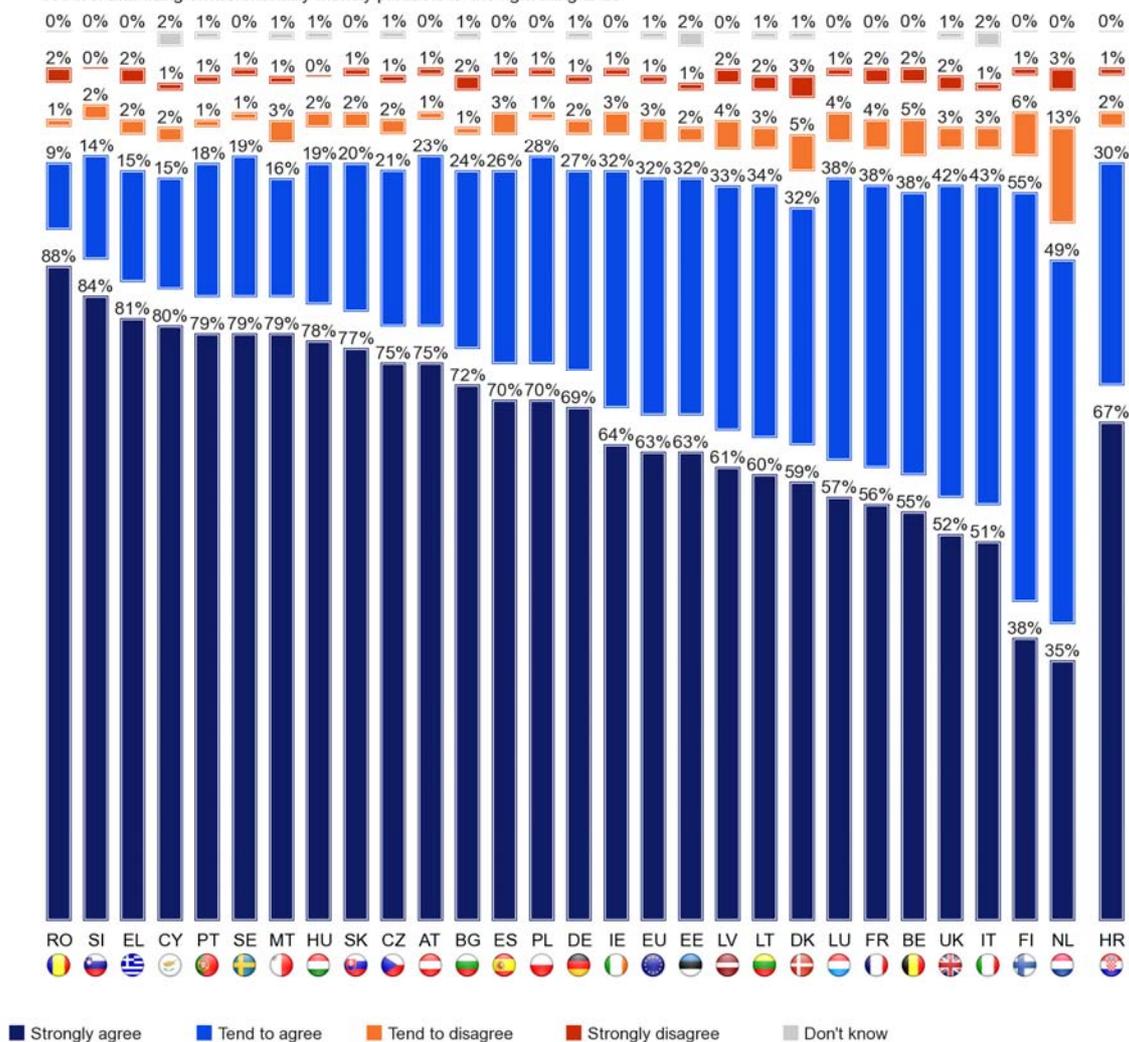
**Base: Those who know what environmentally-friendly products are = 24458**

The ‘right thing to do’

Overall agreement that using environmentally-friendly products is ‘the right thing to do’ varies little between Member States with the highest agreement in Sweden, Slovenia, Poland and Austria (all 98%) and the lowest in the Netherlands (84%). However, the proportion of respondents who strongly agree varies a lot from country to country. The strongest agreement is in Romania (88%), Slovenia (84%) and Greece (81%). The proportion of respondents strongly agreeing is substantially lower in the Netherlands (35%) and Finland (38%). Croatian respondents are close to the EU average with 67% strongly agreeing and 30% tending to agree.

Q4.3. Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.

You feel that using environmentally-friendly products is ‘the right thing to do’



Base: Those who know what environmentally-friendly products are = 24458

Respondents in nearly all behaviour stages agree that using environmentally-friendly products is 'the right thing to do' with at least 89% of respondents agreeing. The regular maintenance group, in particular, displays the highest support for this statement with 99% agreeing that using environmentally-friendly products is the 'the right thing to do'. Unsurprisingly, the one exception to this trend is the *reluctant* category where only 69% of respondents agree.

**Q4.3 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.**

**You feel that using environmentally-friendly products is 'the right thing to do'**

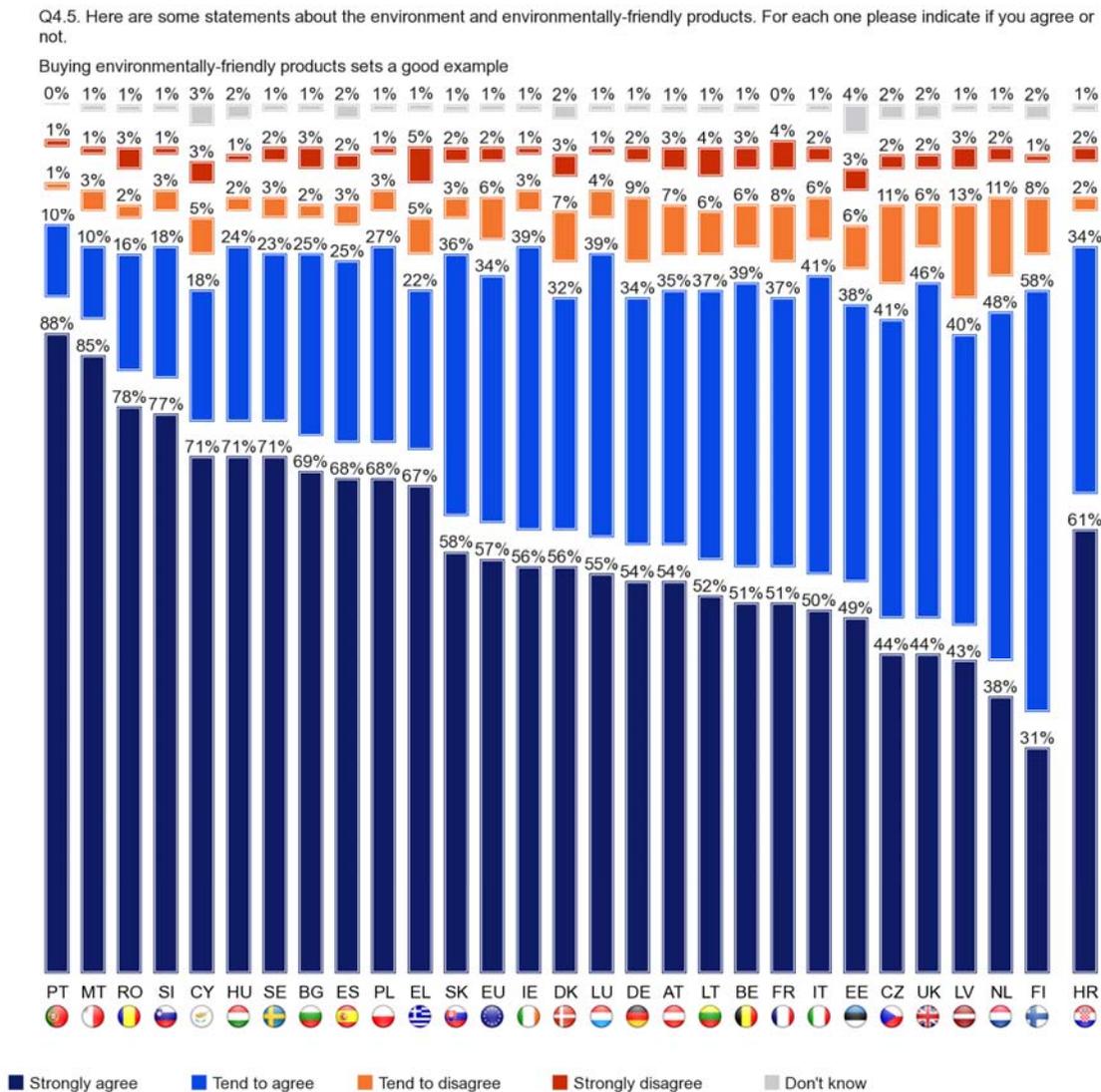
	Total 'Agree'	Total 'Disagree'	Don't know
EU27	95%	4%	1%
<b>Buying environmentally-friendly products</b>			
Often	99%	1%	-
Sometimes	95%	4%	1%
No, but intend	96%	4%	-
No, but may do it	89%	9%	2%
Used to but stopped	89%	10%	1%
Never and do not intend	69%	28%	3%

**Base: Those who know what environmentally-friendly products are = 24458**

*Sets a good example*

There is a similar pattern of overall agreement across the EU Member States with regards to the statement that buying environmentally-friendly products sets a good example. At one end of the spectrum, 98% of Portuguese respondents agree with the statement compared with 83% of Latvian respondents at the lower end. Croatian respondents find themselves at the higher end of the scale (95%).

However, the levels of strong agreement vary more across countries. The strongest agreement is found in Portugal (88%), Malta (85%), Romania (78%) and Slovenia (77%), while respondents are less likely to strongly agree in Finland (31%), the Netherlands (38%) and Latvia (43%).



Base: Those who know what environmentally-friendly products are = 24458

Between behaviour stages, there is a variation in the agreement that buying environmentally-friendly products sets a good example. 95% of *regular maintenance* and 91% of *occasional maintenance* respondents agree that buying environmentally-friendly products sets a good example. However, this view is shared by only two-thirds of *reluctant* respondents (64%).

**Q4.5 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.**

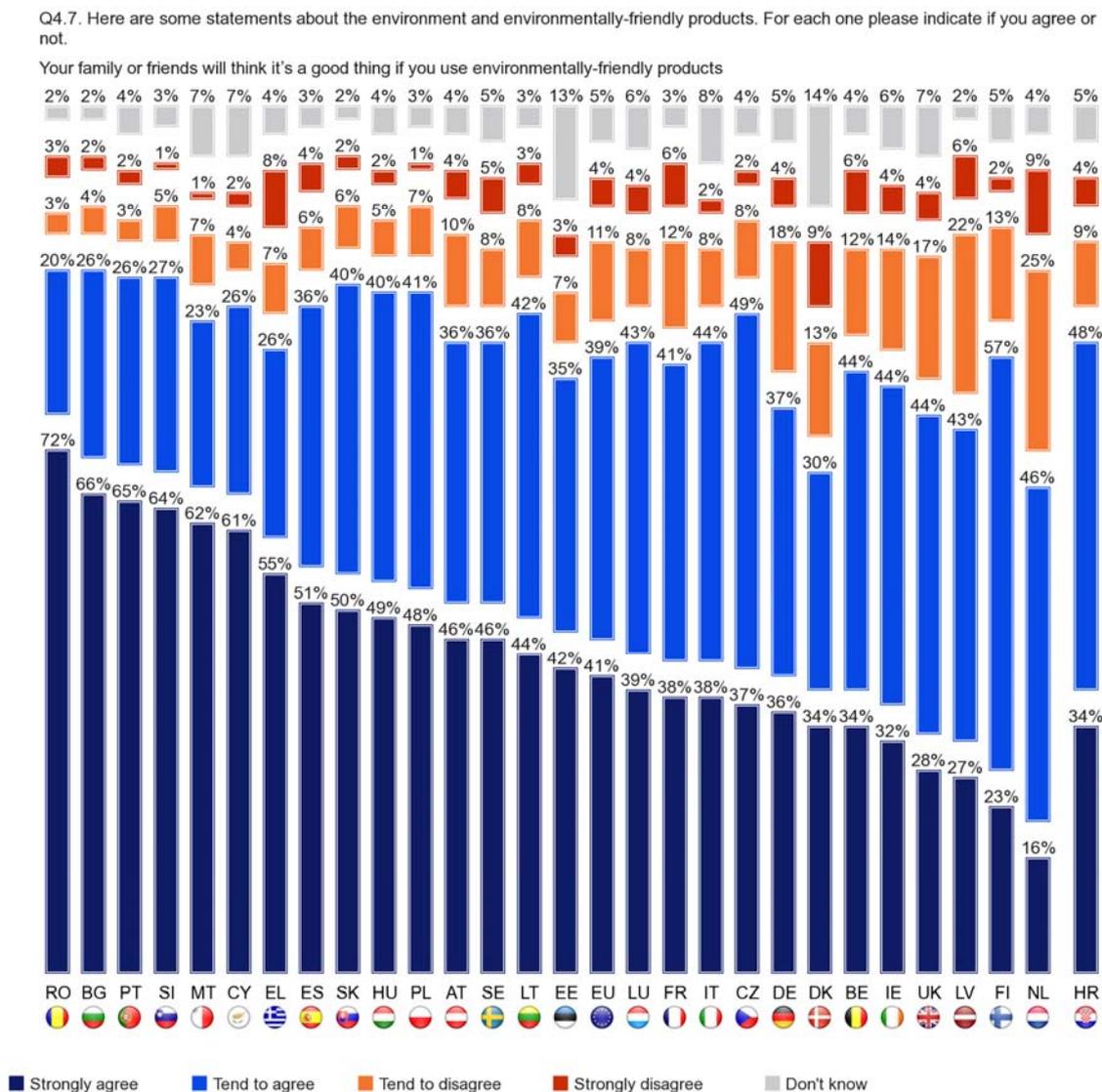
**Buying environmentally-friendly products sets a good example**

	Total 'Agree'	Total 'Disagree'	Don't know
EU27	91%	8%	1%
<b>Buying environmentally-friendly products</b>			
Often	95%	4%	1%
Sometimes	91%	8%	1%
No, but intend	93%	7%	-
No, but may do it	87%	11%	2%
Used to but stopped	78%	20%	2%
Never and do not intend	64%	32%	4%

**Base: Those who know what environmentally-friendly products are = 24458**

Family and friends think it's a good thing

The highest levels of agreement that family and friends would think that using environmentally-friendly products would be a good thing are found in Romania (92%), Bulgaria (92%), Slovenia (91%) and Portugal (91%). At the other end of the spectrum, only around two-thirds of Dutch (62%), Danish (64%) and Latvian (70%) respondents agree. These patterns are also reflected in the levels of strong agreement in each state.



Base: Those who know what environmentally-friendly products are = 24458

Once again, citizens in the *regular maintenance* behaviour stage are most likely to agree that their family or friends will think it's a good thing if they use environmentally-friendly products (88%).

Surprisingly, *ready for action* citizens are more likely to think that family and friends will think it's a good thing than those at the *occasional maintenance* behaviour stage (83% compared to 81%). Agreement is considerably lower among the other behaviour stages. In the *contemplative* behaviour stage agreement falls to 70%, and further still for the *relapse* (65%) and *reluctant* behaviour stages (48%).

The difference between *ready for action* respondents and the other respondent groups who have not previously used environmentally-friendly products suggests that social pressure may have been a factor that pushed *ready for action* respondents towards these products.

**Q4.7 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.**

**Your family or friends will think it's a good thing if you use environmentally-friendly products**

	Total 'Agree'	Total 'Disagree'	Don't know
EU27	80%	15%	5%
<b>Buying environmentally-friendly products</b>			
Often	88%	8%	4%
Sometimes	81%	15%	4%
No, but intend	83%	14%	3%
No, but may do it	70%	25%	5%
Used to but stopped	65%	31%	4%
Never and do not intend	48%	41%	11%

**Base: Those who know what environmentally-friendly products are = 24458**

Social pressure to buy environmentally-friendly products is felt more acutely in larger households. Respondents from households with four or more members are significantly more likely than those in single households to think that their family or friends will think it's a good thing if they use environmentally-friendly products (83% and 78%, respectively).

**Q4.7 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.**

**Your family or friends will think it's a good thing if you use environmentally-friendly products**

	Total 'Agree'	Total 'Disagree'	Don't know
EU27	80%	15%	5%
<b>Sex</b>			
Male	80%	16%	4%
Female	81%	14%	5%
<b>Household composition</b>			
1	78%	16%	6%
2	79%	16%	5%
3	80%	16%	4%
4+	83%	14%	3%

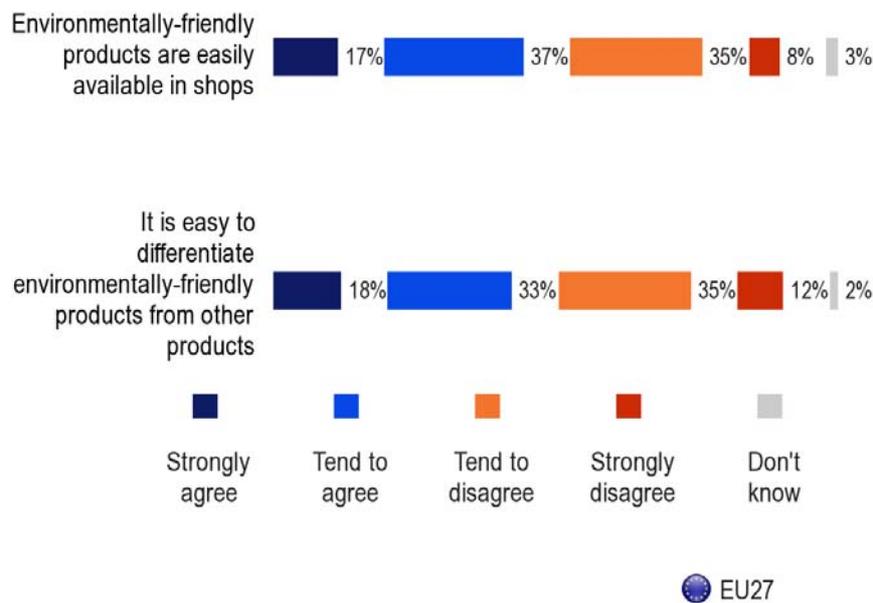
**Base: Those who know what environmentally-friendly products are = 24458**

## Choice architecture

### - Ready for action respondents are much less likely to believe that environmentally-friendly products are easily available -

Slightly more than half of EU citizens think that environmentally-friendly products are easily available in shops (54%), with 43% disagreeing. A similar proportion of EU citizens believe that it is easy to differentiate environmentally-friendly products from other products (51%), with 47% disagreeing.

Q4. Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.



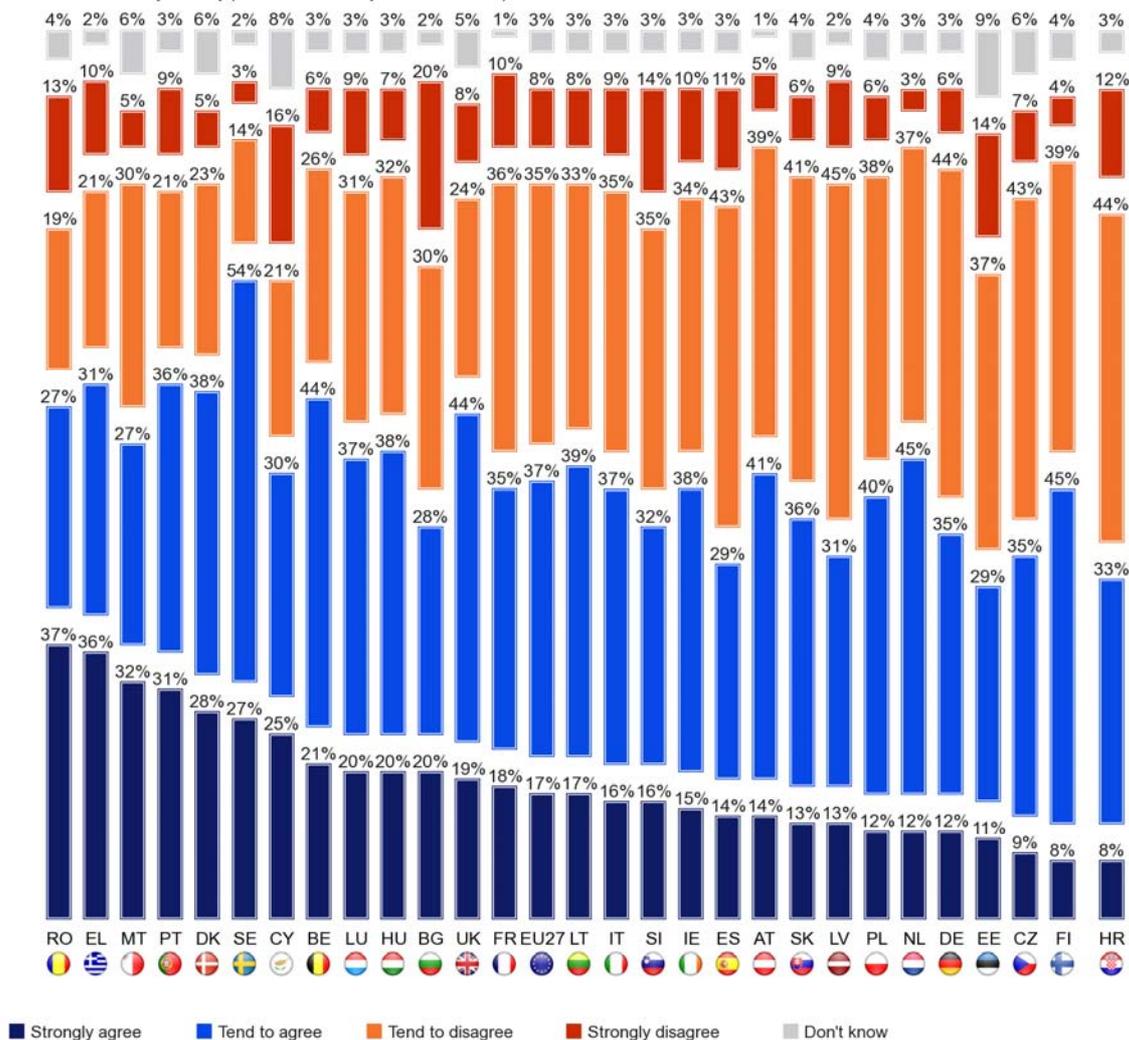
Base: Those who know what environmentally-friendly products are = 24458

Availability

Citizens’ perception of the availability of environmentally-friendly products varies across the EU. Four out of five Swedish respondents agree that these products are easily available (81%), along with two thirds of Portuguese (67%), Greek (67%) and Danish (66%) respondents. Conversely, only four out of ten Estonian (40%), Spanish (43%), Czech (44%) and Latvian (44%) respondents agree that environmentally-friendly products were easily available. Croatians had one of the lower rates of agreement (41%).

Q4.4. Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.

Environmentally-friendly products are easily available in shops



Base: Those who know what environmentally-friendly products are = 24458

Interestingly, agreement that environmentally-friendly products are easily available in shops is lowest (42%) among those in the *ready for action* behaviour stage. This suggests that availability is an issue for people who would otherwise be buying environmentally-friendly products. In particular, this agreement is much lower than the *occasional maintenance* category (54%) which implies that availability may be a key factor in preventing those in the *ready for action* category from buying environmentally-friendly products.

The highest agreement that environmentally-friendly products are easily available in shops comes from people in the *relapse* behaviour stage (61%). This suggests that the choice to stop buying environmentally-friendly products is not primarily driven by a lack of availability. Availability seems to prevent people from beginning to purchase environmentally-friendly products but does not seem to play a role for the individuals who stop consuming green products.

Instead, consumers who stop buying environmentally-friendly products are more driven by economic considerations. They are more likely to disagree that environmentally-friendly products are as effective as regular products (35% disagree with the statement) and that environmentally-friendly products are good value for money (54% disagree) than other respondents not buying those products.

**Q4.4 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.**

**Environmentally-friendly products are easily available in shops**

	Total 'Agree'	Total 'Disagree'	Don't know
EU27	54%	43%	3%
<b>Buying environmentally-friendly products</b>			
Often	59%	39%	2%
Sometimes	54%	43%	3%
No, but intend	42%	54%	4%
No, but may do it	50%	43%	7%
Used to but stopped	61%	35%	4%
Never and do not intend	47%	40%	13%

**Base: Those who know what environmentally-friendly products are = 24458**

More educated citizens are less likely to agree that environmentally-friendly products are easily available in shops. Six out of ten respondents who finished education aged 15 or younger agree with the statement (61%) compared with just half of those still in education (50%) or those who finished education aged 20 or older (50%). There are two possible explanations for these results. Citizens from these three demographic groups might be shopping in different stores, or more educated citizens could be more likely to be able to identify environmentally-friendly products.

**Q4.4 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.**

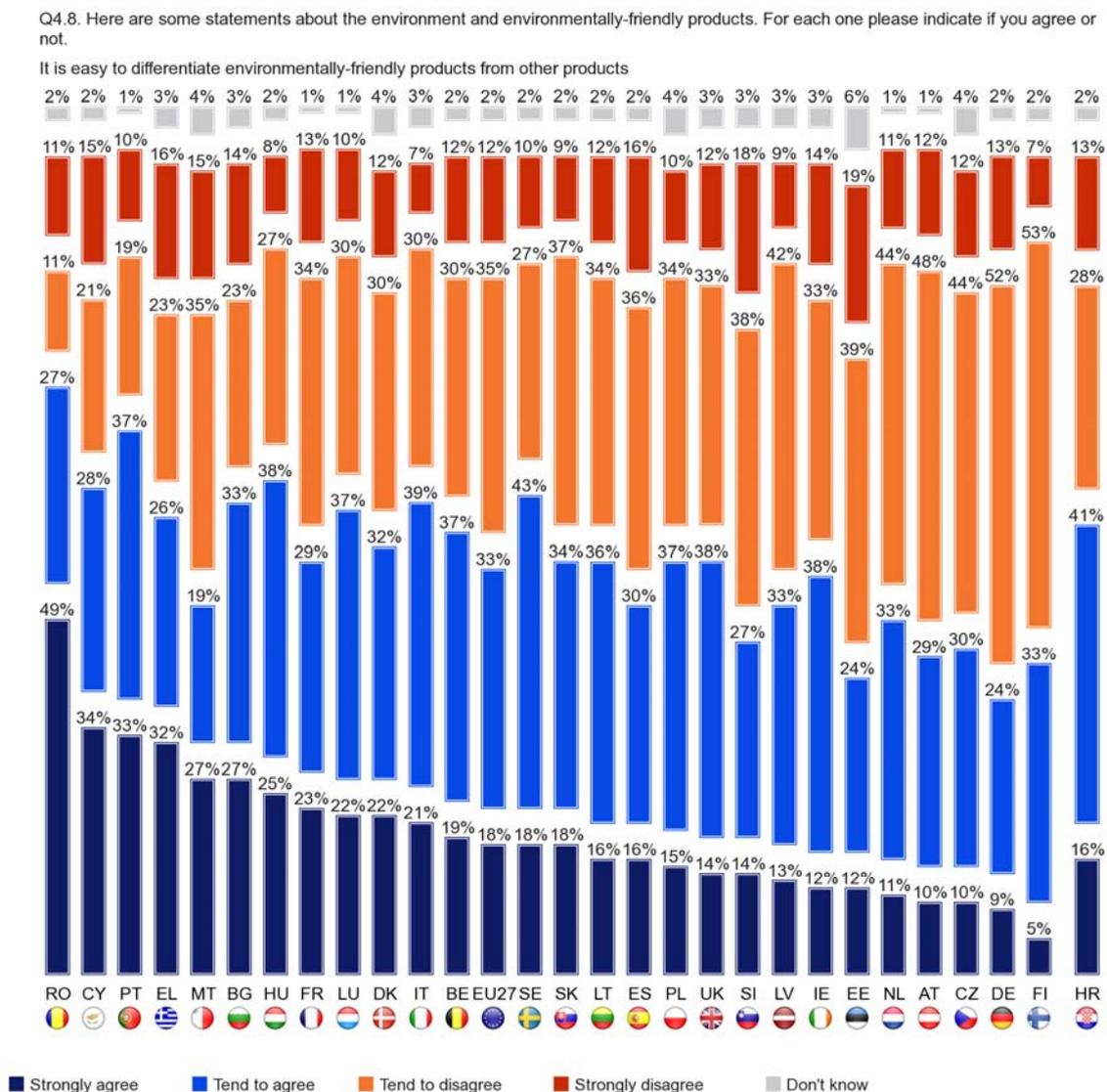
**Environmentally-friendly products are easily available in shops**

	Total 'Agree'	Total 'Disagree'	Don't know
EU27	54%	43%	3%
 <b>Education (End of)</b>			
15-	61%	34%	5%
16-19	58%	39%	3%
20+	50%	47%	3%
Still studying	50%	49%	1%

**Base: Those who know what environmentally-friendly products are = 24458**

Products are differentiable

EU citizens in Romania (76%), Portugal (70%) and Hungary (63%) agree that it is easy to differentiate environmentally-friendly products from other products. By contrast, only a third of citizens in Germany (33%), Estonia (36%) and Finland (38%) agree, which could indicate that in these countries, environmentally-friendly products should be made more recognisable by consumers in shops. The results are especially surprising in Germany where there is a large market for environmentally-friendly products and consumers will have had significant exposure to these products. Croatians are close to the EU average, with 57% agreeing that it is easy to differentiate environmentally-friendly products from other products.



Base: Those who know what environmentally-friendly products are = 24458

There is a moderate difference between *regular maintenance* and *occasional maintenance* consumers in terms of how easy they find differentiating between environmentally-friendly products and other products, with 57% of the former group agreeing that it is easy compared with 49% of the latter. However, *occasional maintenance* consumers do not differ much from other behaviour stages on this point, with agreement ranging from 42% to 50%.

**Q4.8 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.**

**It is easy to differentiate environmentally-friendly products from other products**

	Total 'Agree'	Total 'Disagree'	Don't know
EU27	51%	47%	2%
<b>Buying environmentally-friendly products</b>			
Often	57%	42%	1%
Sometimes	49%	49%	2%
No, but intend	48%	50%	2%
No, but may do it	42%	51%	7%
Used to but stopped	50%	48%	2%
Never and do not intend	44%	47%	9%

**Base: Those who know what environmentally-friendly products are = 24458**

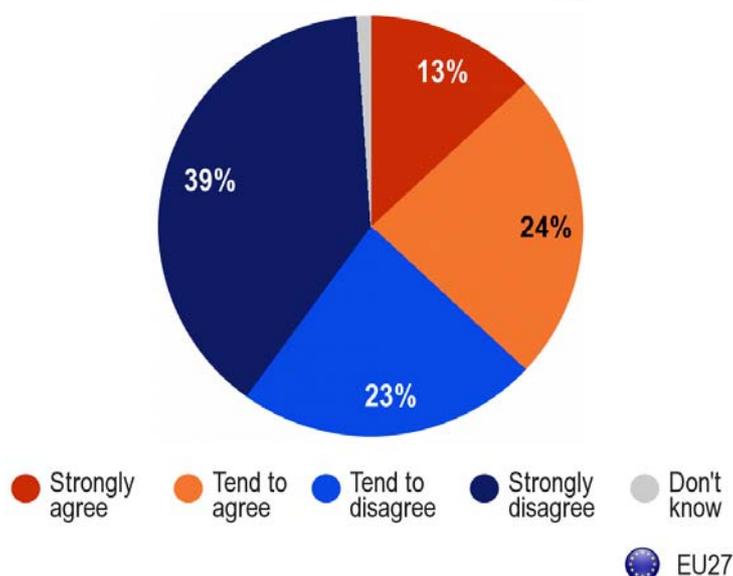
## Statements about the environment

**- Two-thirds of Europeans do not believe that concerns about the environment are exaggerated –**

Across the EU, slightly over a third of citizens agree with the statement that concerns about the environment are exaggerated (37%). However, two thirds of citizens reject this statement (62%), with 23% tending to disagree and 39% strongly disagreeing.

Q4.9. Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.

You think that concerns about the environment are exaggerated

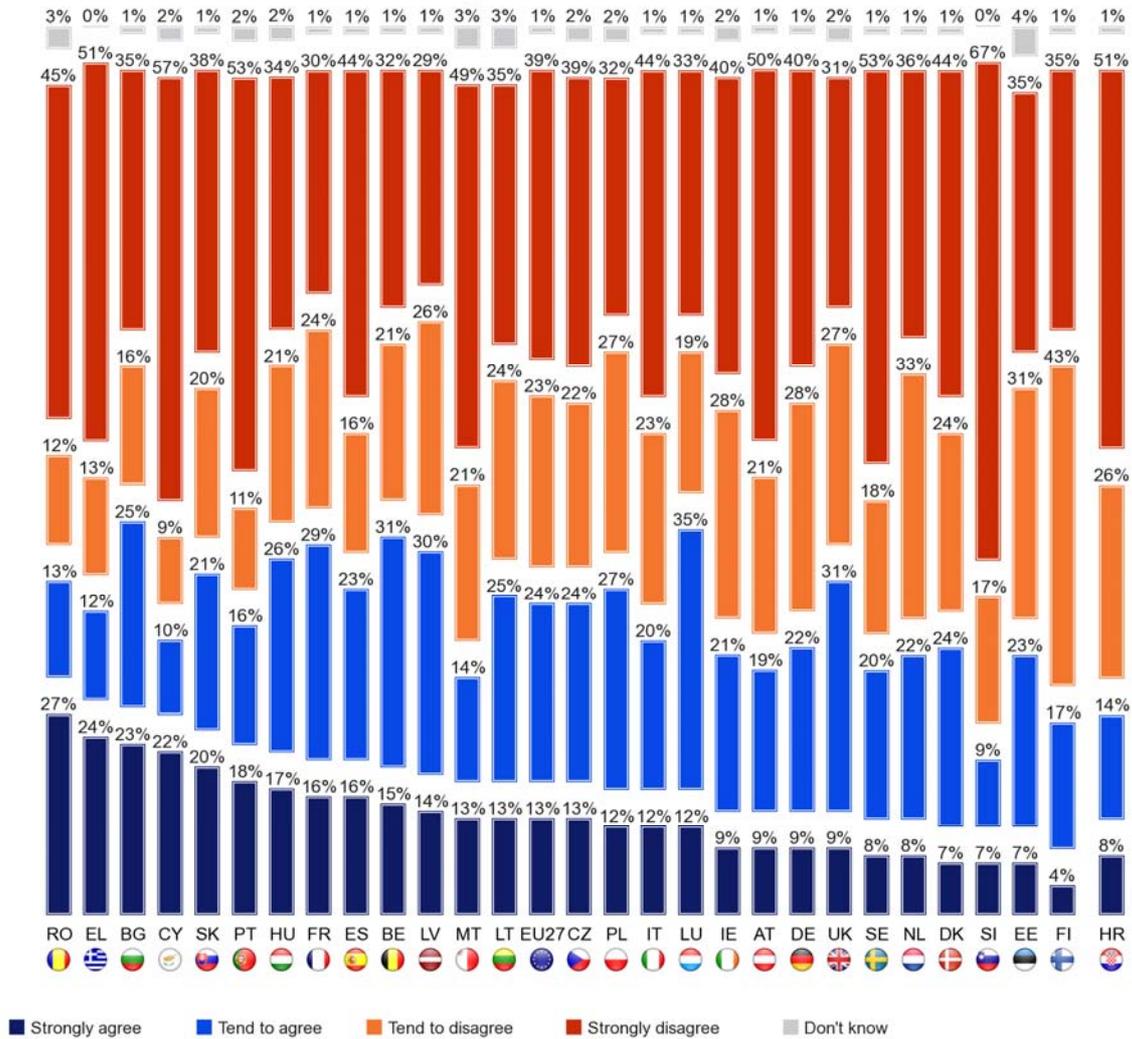


**Base: All respondents = 25568**

Scepticism about environmental concerns is most prevalent in Bulgaria (48%), Luxembourg (47%) and Belgium (46%), where nearly half of citizens agree strongly or tend to agree that statements about the environment are exaggerated. Citizens are least likely to agree that environmental statements are exaggerated in Slovenia (16%), Finland (21%) and Malta (27%). Croatia also has low levels of scepticism about environmental claims: only 22% of respondents agree with the statement.

Q4.9. Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.

You think that concerns about the environment are exaggerated



Base: All respondents = 25568

The belief that concerns over the environment are exaggerated is strongly related to behaviour stage. Fewer than a third of *regular maintenance* respondents agree with the statement (30%) compared with more than half of *reluctant* respondents (54%). The other behaviour stages of *occasional maintenance* (36%), *ready for action* (43%), *contemplative* (42%) and *relapse* (49%) showed scepticism between the two extremes.

**Q4.9 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.**

**You think that concerns about the environment are exaggerated**

	Total 'Agree'	Total 'Disagree'	Don't know
EU27	37%	62%	1%
<b>Buying environmentally-friendly products</b>			
Often	30%	69%	1%
Sometimes	36%	63%	1%
No, but intend	43%	56%	1%
No, but may do it	42%	56%	2%
Used to but stopped	49%	49%	2%
Never and do not intend	54%	44%	2%

**Base: All respondents = 25568**

More educated respondents are significantly less likely to agree that concerns about the environment are exaggerated: nearly half of respondents who finished education aged 15 or younger agree with the statement (48%) compared with fewer than a third of those who finished education aged 20 or older (32%).

**Q4.9 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.**

**You think that concerns about the environment are exaggerated**

	Total 'Agree'	Total 'Disagree'	Don't know
EU27	37%	62%	1%
 <b>Education (End of)</b>			
15-	48%	50%	2%
16-19	40%	59%	1%
20+	32%	67%	1%
Still studying	30%	69%	1%

**Base: All respondents = 25568**

## Behaviour change analysis: key findings

	Regular maintenance	Occasional maintenance	Ready for action	Contemplation	Relapse	Reluctant
	Often	Sometimes	No, but intend	No, but may do it	Used to but stopped	Never and do not intend
	26% of the sample	54% of the sample	4% of the sample	6% of the sample	1% of the sample	4% of the sample
<b>Costs and Benefits</b>						
Environmentally-friendly products are good value for money	68%	53%	50%	40%	44%	38%
<b>Efficacy</b>						
Environmentally-friendly products are as effective as regular products	79%	75%	72%	62%	62%	52%
Buying environmentally-friendly products can make a real difference to the environment	95%	89%	89%	87%	77%	61%
<b>Social norms</b>						
You feel that using environmentally-friendly products is 'the right thing to do'	99%	95%	96%	89%	89%	69%
Buying environmentally-friendly products sets a good example	95%	91%	93%	87%	78%	64%
Your family or friends will think it's a good thing if you use environmentally-friendly products	88%	81%	83%	70%	65%	48%
<b>Choice architecture</b>						
Environmentally-friendly products are easily available in shops	59%	54%	42%	50%	61%	47%
It is easy to differentiate environmentally-friendly products from other products	57%	49%	48%	42%	50%	44%
<b>Beliefs</b>						
You think that concerns about the environment are exaggerated	30%	36%	43%	42%	49%	54%

In this table, figures highlighted are those where it represents a majority of respondents in each group

The above table summarises the behaviour change analysis and the different aspects that explain respondents' behaviour towards environmentally-friendly products.

The main findings are as follows:

- **Cost and Benefits:** This aspect is crucial in differentiating respondents who regularly and occasionally purchase environmentally friendly products. 68% of consumers who regularly purchase environmentally-friendly products think that they are good value for money compared to 53% in occasional maintenance behaviour category. This is the only aspect among all those tested that creates such difference between the two groups and therefore suggests that lowering the price gap between green and non-green alternatives would enlarge the number of regular consumers.
- **Efficacy:** Although respondents who have regular and occasional maintenance behaviour are more convinced than non-consumers of the efficacy of the products, a majority of respondents in all behaviour groups are convinced of their effectiveness. This suggests that the effectiveness of environmentally-friendly products should not be prioritised compared to other solutions, such as the reduction of price gaps, availability and labelling of green products.

- **Social norms:** There seems to be a clear consensus on the fact that using environmentally-friendly products is the "right thing to do". A large majority of respondents, whether they have a regular maintenance or a reluctant behaviour agree with this (99% and 69%). This clearly suggests that working on social norms is not a priority since there is a consensus over the necessity for environmentally-friendly products in European society.
- **Choice architecture:** This seems to be a key point as a majority of respondents who have a "ready for action" attitude (meaning that they intend to definitely buy environmentally-friendly products) say that they are not easily available in shops and that they are hard to differentiate from other products. This suggests that work in choice architecture by enlarging the supply and making sure that environmentally friendly products are identifiable is important in making it easier for this category of respondents – who are the most convinced of buying environmentally-friendly products – adopt this behaviour. It is also important to note that a slim majority of regular and occasional consumers say that they are easily available in shops (59% and 54% respectively).
- **Beliefs:** A minority of respondents who are in the "ready for action" and "contemplation" category think that concerns about the environment have been exaggerated (respectively 43% and 42%). This suggests that this should not represent a barrier for them to buy green products and that actions on beliefs should not be a priority.

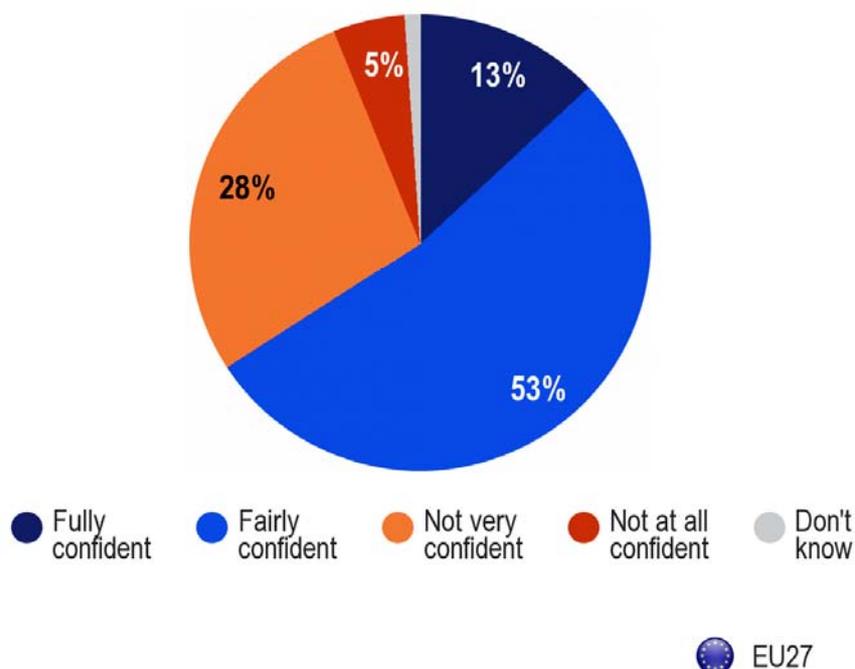
Therefore, the behaviour change analysis suggests that actions should be focused on prices and choice architecture to increase green products' consumption and not on efficacy, social norms or beliefs.

### 1.3 Level of confidence regarding whether environmentally-friendly products cause less damage to the environment than other products

**- Two-thirds of EU citizens are confident that products labelled as environmentally-friendly are less harmful to the environment -**

Around two-thirds of EU citizens (66%) are fully or fairly confident that products indicated as environmentally-friendly will cause less damage to the environment than other products. Around a quarter are not very confident (28%) and one in twenty are not at all confident (5%).

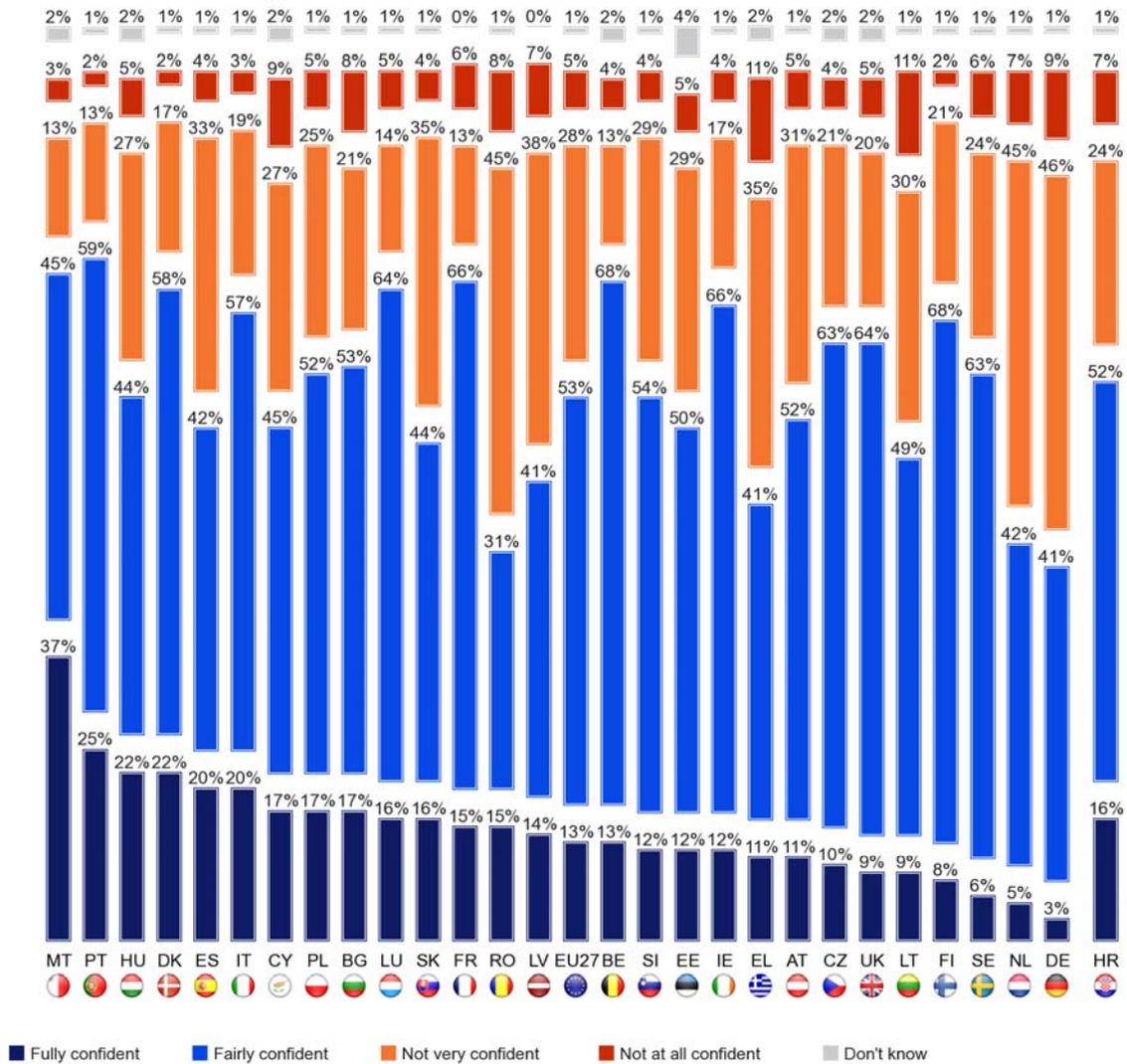
Q5. How confident are you that when you buy a product labelled or otherwise indicated as environmentally friendly it will cause less damage to the environment than other products?



Base: Those who know what environmentally-friendly products are = 24458

Confidence that products labelled environmentally-friendly are less harmful to the environment is highest in Portugal (84%), Malta (82%), France (81%) and Belgium (81%). However, confidence is significantly lower in Germany (44%), Romania (46%) and the Netherlands (47%). Confidence is close to the EU average in Croatia (68%).

Q5. How confident are you that when you buy a product labelled or otherwise indicated as environmentally friendly it will cause less damage to the environment than other products?



Base: Those who know what environmentally-friendly products are = 24458

One of the strongest predictors of a person's behaviour stage is their level of confidence about whether environmentally-friendly products cause less damage to the environment than other products. Nearly three quarters of *regular maintenance* respondents report that they are confident that environmentally-friendly labelled products cause less damage to the environment (73%). The confidence is substantially lower among respondents who occasionally purchase environmentally-friendly products (66%). This trend continues with even lower confidence among the *ready for action* (63%), *contemplative* (59%), *relapse* (45%) and *reluctant* (39%) behaviour stages.

These results indicate that EU citizens generally trust the labels on environmentally-friendly products. However, distrust in products labelled as environmentally-friendly increases significantly for those who do not purchase environmentally-friendly products. Therefore, it may be possible to increase the purchase of environmentally-friendly products by informing consumers that these products truly have a reduced environmental impact.

**Q5 How confident are you that when you buy a product labelled or otherwise indicated as environmentally friendly it will cause less damage to the environment than other products?**

	Total 'Confident'	Total 'Not confident'	Don't know
EU27	66%	33%	1%
<b>Buying environmentally-friendly products</b>			
Often	73%	26%	1%
Sometimes	66%	33%	1%
No, but intend	63%	36%	1%
No, but may do it	59%	39%	2%
Used to but stopped	45%	54%	1%
Never and do not intend	39%	57%	4%

**Base: Those who know what environmentally-friendly products are = 24458**

Education does not play a role in the confidence about environmentally-friendly labels. Two thirds of the respondents who studied until the year of 20 or older (66%) declare that they are confident when they buy a product labelled or otherwise indicated as environmentally-friendly product that it will cause less damage to the environment than other products, compared to 64% of those who stopped education before the age of 16.

However, age plays a role in confidence about environmentally-friendly labels. A split is seen across age groups, with 70% of 15-24 year old respondents confident that when they buy a product labelled or otherwise indicated as environmentally-friendly it will cause less damage to the environment than other products. However, 63% of respondents aged 55 or older are confident that environmentally-friendly labelled products cause less damage.

**Q5 How confident are you that when you buy a product labelled or otherwise indicated as environmentally friendly it will cause less damage to the environment than other products?**

	Total 'Confident'	Total 'Not confident'	Don't know
EU27	66%	33%	1%
<b>Age</b>			
15-24	70%	30%	-
25-39	68%	31%	1%
40-54	65%	34%	1%
55 +	63%	35%	2%
<b>Education (End of)</b>			
15-	64%	34%	2%
16-19	66%	33%	1%
20+	66%	33%	1%
Still studying	72%	28%	-

**Base: Those who know what environmentally-friendly products are = 244**

## 2. INFLUENCE OF ENVIRONMENTAL CONSIDERATIONS ON CONSUMPTION HABITS

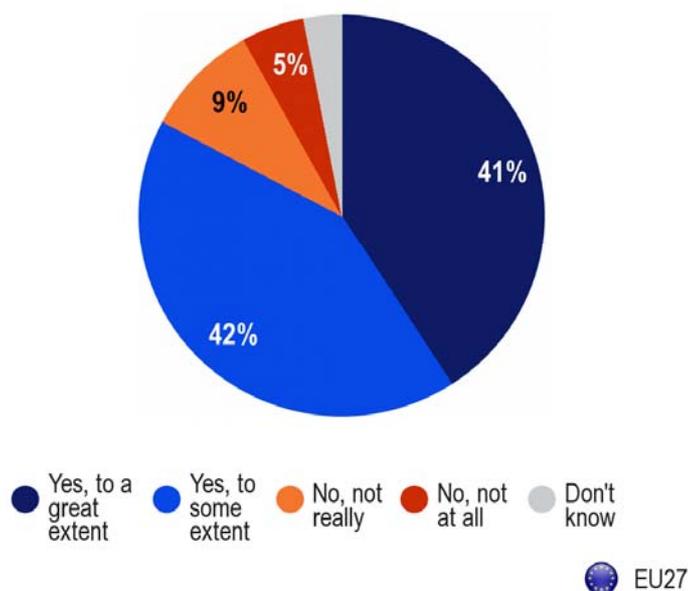
This chapter looks at European public opinion on measures to reduce the environmental impact of consumption. It also examines how large a role environmental concerns play in decisions to consume particular goods or services.

### 2.1 The role of taxation in reducing people's impact on the environment

#### - Most Europeans support lower taxes on environmentally-friendly products -

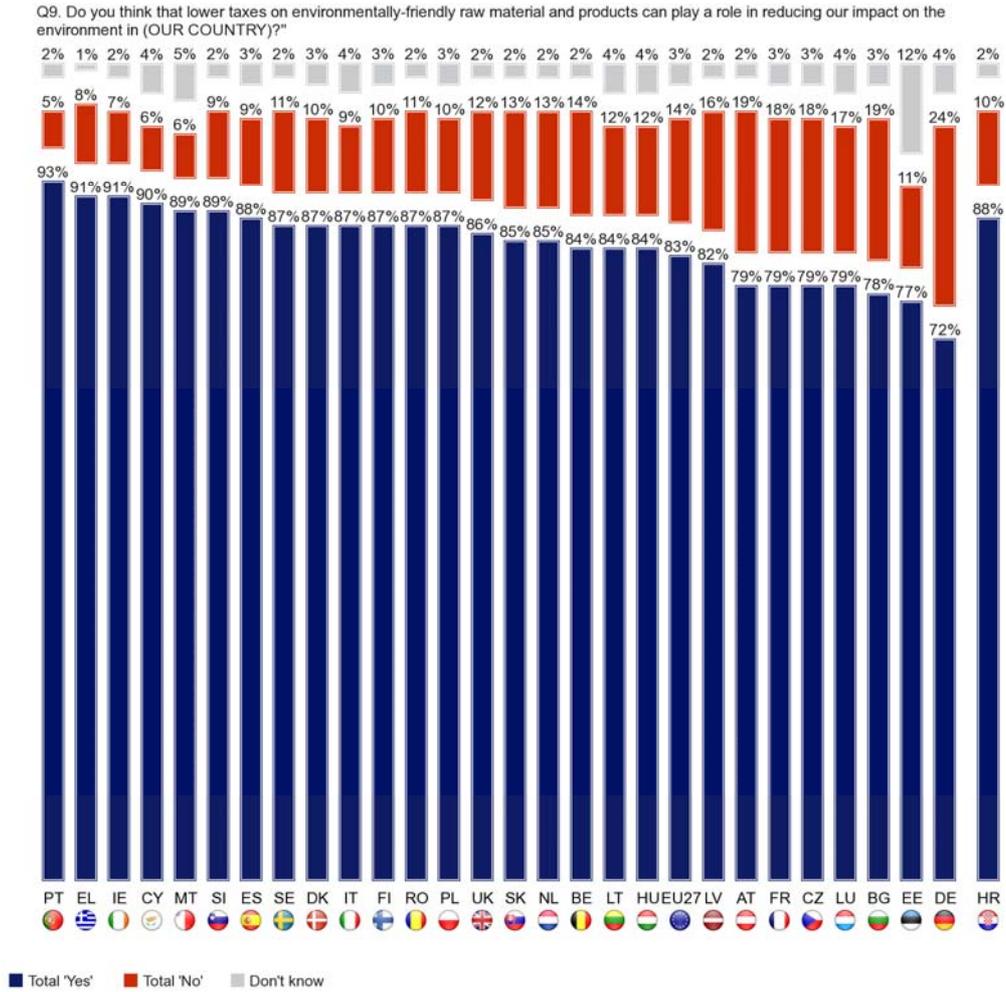
European citizens overwhelmingly agree that lower taxes on environmentally-friendly materials and products can play a role in reducing people's impact on the environment, with over eight out of ten respondents answering positively (83%).

Q9. Do you think that lower taxes on environmentally-friendly raw material and products can play a role in reducing our impact on the environment in (OUR COUNTRY)?"



Base: All respondents = 25568

Over nine out of ten citizens in Portugal (93%), Greece (91%) and Ireland (91%) believe that lower taxes on environmentally-friendly raw materials and products can play at least some role in reducing our impact on the environment. Citizens of Germany (72%), Estonia (77%) and Bulgaria (78%) are least likely to agree with this statement. Croatians are more likely to believe that lower taxes on environmentally-friendly raw materials and products can play a role in reducing our impact on the environment (88%) than the EU average.



Base: All respondents = 25568

There are no strong socio-demographic differences, although the eldest age group is somewhat less likely to think that lower taxes on environmentally-friendly materials and products would have a positive impact on the environment. 85% of citizens aged 15-54 think that lower taxes on environmentally-friendly raw material and products can play a role in reducing their impact on the environment in their country compared with 79% of citizens aged 55 years and above.

However, there is a strong relationship with other attitudes towards the environment. For instance, 86% of those who think that buying environmentally-friendly products can make a real difference to the environment also believe that lower taxes on environmentally-friendly raw material and products can play a role in reducing their impact on the environment. By contrast, only 65% of those who do not think that buying environmentally-friendly products can make a real difference take this view.

Q9 Do you think that lower taxes on environmentally-friendly raw material and products can play a role in reducing our impact on the environment in (OUR COUNTRY)?"

	Total 'Yes'	Total 'No'	Don't know
EU27	83%	14%	3%
<b>Age</b>			
15-24	85%	14%	1%
25-39	85%	13%	2%
40-54	85%	13%	2%
55 +	79%	16%	5%
<b>Can make a real difference</b>			
Agree	86%	11%	3%
Disagree	65%	32%	3%

**Base: All respondents = 25568**

## 2.2 The environmental impact of products that are bought and used

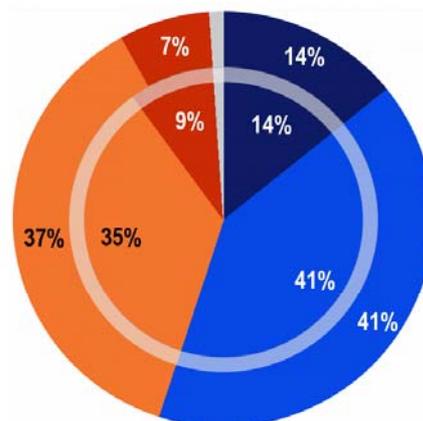
### 2.2.1 Citizen's knowledge about the environmental impact of products that are bought and used

**- Only a slight majority of EU citizens feel informed about the environmental impact of the products they buy and use –**

In this section, respondents are asked about how much they knew regarding the environmental impact of the products they use, a question previously asked in a 2009 survey.<sup>10</sup>

Slightly more than half of EU citizens say they know (55%) about the environmental impact of the products they buy and use, with 14% saying they 'know a lot' and 41% saying they know about the most significant impacts.

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



- You know a lot
- You know about the most significant impacts
- You know little about this
- You know nothing
- Don't know

Inner pie : FL256 Apr. 2009  
Outer pie : FL367 Dec. 2012

EU27

**Base: All respondents = 25568**

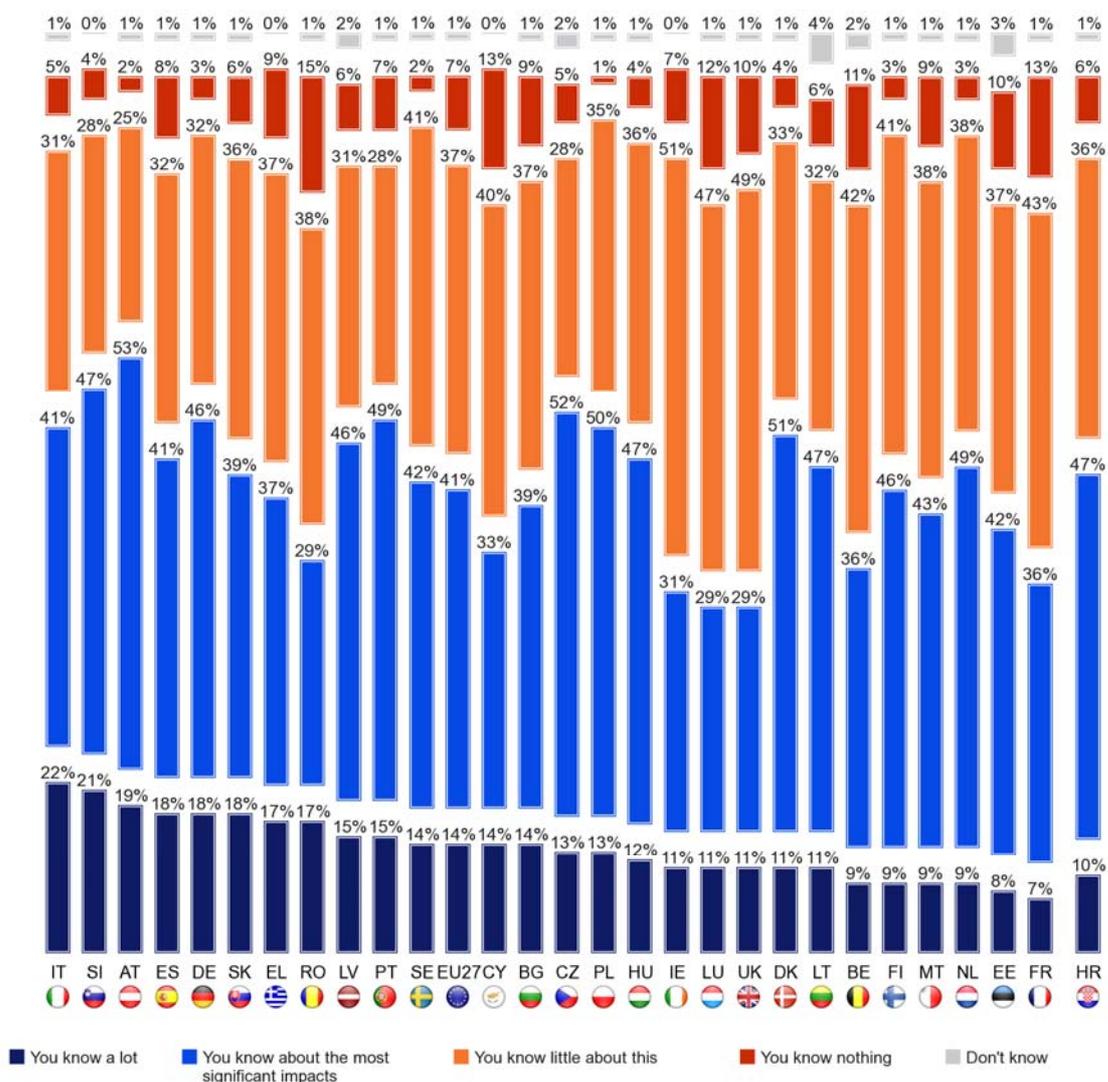
<sup>10</sup> Flash Eurobarometer n°256, Europeans' attitudes towards the issue of sustainable consumption and production, [http://ec.europa.eu/public\\_opinion/flash/fl\\_256\\_en.pdf](http://ec.europa.eu/public_opinion/flash/fl_256_en.pdf)

These levels of knowledge have not changed since the previous survey in 2009, when 55% said they knew a lot or about the most significant impacts and 44% knew little or nothing. This suggests that awareness campaigns have not had a substantial impact on how informed EU citizens feel about the environmental impact of the products they buy and use.

Citizens are most likely to know a lot about the environmental impact of the products they buy and use in Italy (22%), Slovenia (21%) and Austria (19%). By contrast, they are least likely to know a lot about these environmental impacts in France (7%), Estonia (8%), the Netherlands (9%), Malta (9%), Finland (9%) and Belgium (9%).

Looking at both those who know a lot and those who know about the most significant impacts, the most knowledgeable citizens are found in Austria (72%), Slovenia (68%) and the Czech Republic (65%). Citizens are least knowledgeable about the environmental impact of the products they buy and use in Luxembourg (40%), the United Kingdom (40%) and Ireland (42%). Croatians say they know about the environmental impacts of the products they buy and use (57%) at a higher than the EU average.

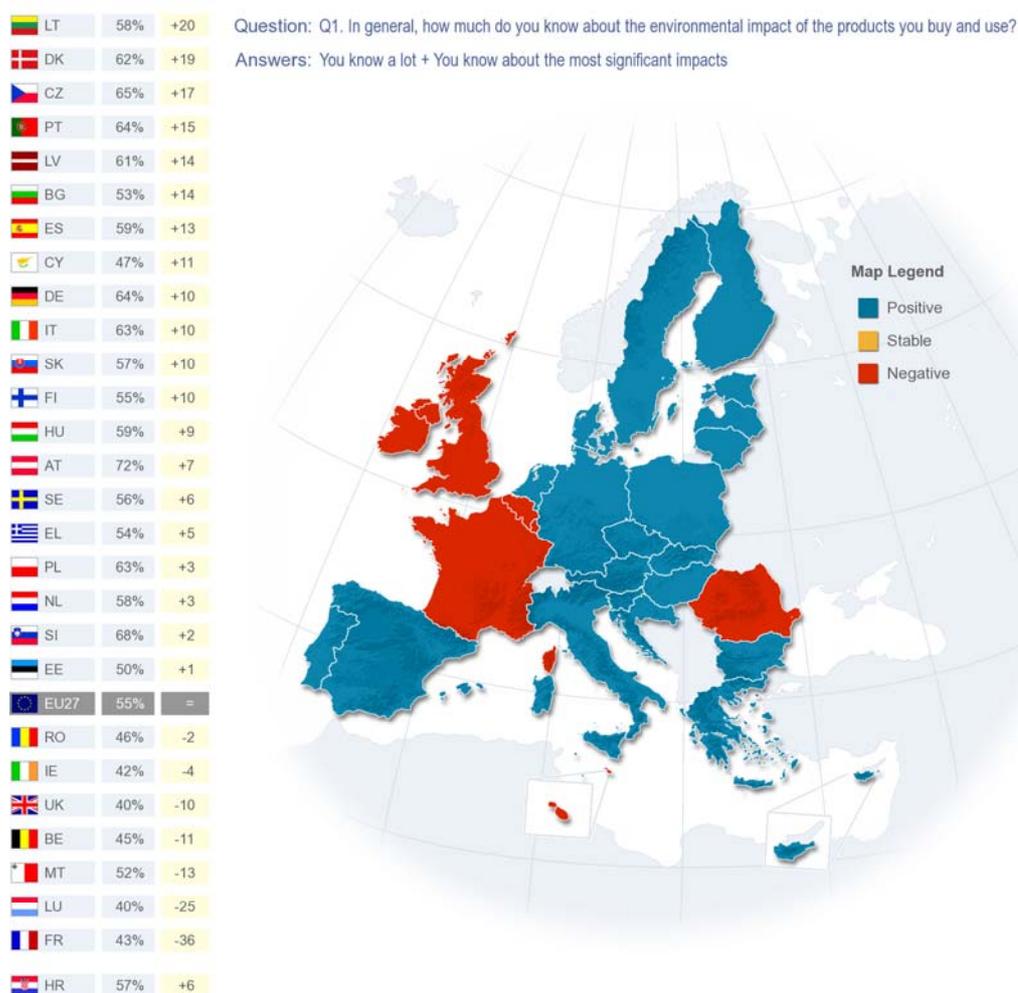
Q1. In general, how much do you know about the environmental impact of the products you buy and use?



Base: All respondents = 25568

The largest increases in knowledge of the environmental impact of consumer products since 2009 have taken place in Lithuania (+20), Denmark (+19), the Czech Republic (+17), Portugal (+15), Bulgaria and Latvia (both +14), Spain (+13) and Cyprus (+11). There are also smaller increases in Germany (+10), Italy (+10), Slovakia (+10), Finland (+10), Hungary (+9), Austria (+7), Sweden (+6), Greece (+5), Poland (+3) and the Netherlands (+3). However, there are also falls in awareness in several Member States. Levels of knowledge fell in France (-36), Luxembourg (-25), Malta (-13), Belgium (-11), the United Kingdom (-10) and Ireland (-4).

These results indicate that although on an aggregate level EU citizens have the same levels of knowledge about environmentally-friendly products compared with three years ago, there have been significant changes in the levels of knowledge about environmentally-friendly products in individual EU countries. These changes indicate that campaigns to increase knowledge of environmentally-friendly products may have to focus on different Member States over time.



Evolution Dec. 2012 - Apr. 2009

**Base: All respondents = 25568**

Knowledge of the environmental impact is strongly related to age. Among 15-24 year olds, only 46% of respondents report knowing the environmental impact of the products they buy or use, compared with 59% of those aged 55 or older. It is possible that older citizens simply have more experience buying environmentally-friendly products, and therefore have more knowledge about them. This interpretation is also consistent with the fact that citizens who regularly purchase environmentally-friendly products know more about the environmental impacts of the products they use compared to those who only purchase environmentally-friendly products occasionally (74% to 55%).

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

	Total 'Knows'	Total 'Doesn't know'	Don't know
EU27	55%	44%	1%
<b>Age</b>			
15-24	46%	54%	-
25-39	53%	46%	1%
40-54	58%	41%	1%
55 +	59%	39%	2%
<b>Buying environmentally-friendly products</b>			
Often	74%	25%	1%
Some-times	55%	44%	1%
No, but intend	41%	59%	-
No, but may do it	29%	71%	-
Used to but stopped	43%	57%	-
Never and do not intend	29%	69%	2%

*Base: All respondents = 25568*

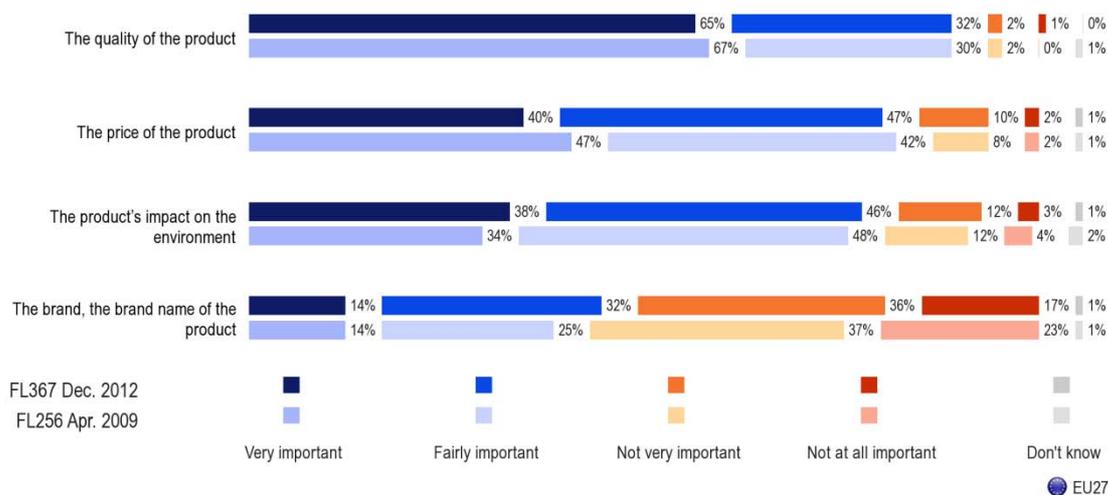
### 2.2.2 Environmental impact as an important factor when buying products

#### **- Environmental impact is an increasing concern for EU consumers –**

EU citizens take several considerations into account when buying products. The most important consideration is the quality of the product, which 97% believe to be very or fairly important. The next most important aspect is the product's price, believed to be important by 87%, followed by the product's environmental impact, which 84% believe to be important. The least important of these factors is the brand name of the product, which fewer than half of EU citizens believe to be important (46%).

The order of importance of these consumer considerations has not changed since the 2009 Eurobarometer survey on this topic, but there has been a slight fall in the perceived importance of price (-2), an increase in the importance of the product's brand (+7) and in its impact on the environment (+2). The importance that consumers place on product quality has not changed significantly since 2009.

Q2. Would you say that, when making a decision on what products you buy, the following aspects are important or not?



Base: All respondents = 25568

Within Member States, there have been significant changes since 2009 in the importance that consumers place on the different aspects of products they buy. Bulgarian citizens show the largest increase in viewing products' impact on the environment as important with an increase of 17 percentage points. However, Cyprus displayed nearly as large a fall in considering the importance of a product's environmental impact: 13 percentage points. The impact on the environment also increases in importance for Croatians (+3) while the price decreases in importance (-3).

Price fell in importance across most of the EU but most strongly in Lithuania (-14). Nonetheless, there is a small increase in the importance of price in Finland (+4).

Quality falls mostly as an important consideration in Lithuania (-3) but rises in importance in Bulgaria (+5).

Finally, the importance of product brands increases by 17 percentage points in Portugal while falling nearly as much in Cyprus and Estonia, with a fall of 12 percentage points in each.

**Q2. Would you say that, when making a decision on what products you buy, the following aspects are important or not?**  
Total 'Important'

	The quality of the product		The price of the product		The product's impact on the environment		The brand, the brand name of the product	
	FL367	Diff. 2012-2009	FL367	Diff. 2012-2009	FL367	Diff. 2012-2009	FL367	Diff. 2012-2009
 EU27	97%	=	87%	-2	84%	+2	46%	+7
 BE	96%	-2	87%	-5	82%	-5	40%	+7
 BG	99%	+5	87%	-1	88%	+17	76%	+13
 CZ	95%	+2	83%	-6	75%	+13	56%	+1
 DK	95%	-1	78%	-1	76%	-5	35%	+6
 DE	98%	=	81%	-4	85%	+1	25%	+1
 EE	97%	-1	90%	-5	63%	-6	41%	-12
 IE	98%	+1	90%	+2	79%	-4	50%	+5
 EL	96%	-2	91%	+3	83%	-8	52%	-4
 ES	97%	+1	91%	-1	80%	-5	43%	+15
 FR	97%	-2	87%	-2	82%	-5	43%	+14
 IT	97%	+1	91%	+1	92%	+7	56%	+6
 CY	97%	-1	93%	+3	75%	-13	47%	-12
 LV	96%	=	87%	-7	68%	-2	57%	+3
 LT	95%	-3	82%	-14	74%	+5	50%	-5
 LU	96%	-2	81%	+1	87%	-2	47%	+5
 HU	96%	=	92%	-1	86%	+7	44%	-6
 MT	96%	-1	86%	-2	78%	-8	61%	-1
 NL	98%	=	90%	+1	79%	-3	38%	+2
 AT	97%	-1	78%	-6	91%	+1	31%	+3
 PL	98%	+1	90%	-2	84%	+5	63%	-1
 PT	95%	-2	94%	-1	91%	+11	49%	+17
 RO	96%	+1	84%	-6	85%	+8	71%	+4
 SI	97%	-2	86%	-1	83%	-5	47%	=
 SK	96%	+1	85%	-5	83%	+13	56%	-1
 FI	97%	-1	88%	+4	73%	-3	34%	+5
 SE	98%	+1	80%	-4	85%	+3	39%	+10
 UK	96%	-1	89%	+2	79%	-1	48%	+13
 HR	95%	-2	82%	-3	83%	+3	44%	=

*Base: All respondents = 25568*

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.<sup>11</sup>

<sup>11</sup> The percentages were calculated by cross tabulating the answers respondents gave for how important the price, quality and the brand was with the importance of the environmental impact. Therefore, we can look at whether a respondent gives each attribute a higher or lower importance rating than their rating of the importance of environmental impact. E.g. if a respondent says that the price of the product was 'very

On average, Europeans see environmental impact as about as important as price with around half saying it is as important as price (45%), a quarter saying it is more important (25%) and a quarter saying it is less important (28%).

Around half of EU citizens see the quality of the products as equally important as its environmental impact. However, only one in ten see the environmental impact as more important than quality (9%), while four out of ten see it as less important (42%).

Finally, 57% of respondents think that the environmental impact of the product is more important than its brand, while 29% think it is equally important and 11% less important.

There has been a significant increase in the importance of the environmental impact of a product compared to its price since 2009. In 2009, one in five believed that environmental impact was more important than the price of the product (19%). However this figure has increased to a quarter in the current survey (25%). Over the same time period there has been a fall in the proportion of Europeans who believe that environmental impact is less important than price from 33% to 28%. There have also been small increases in the proportion of citizens who believe that environmental impact is more important than quality (+2) and who believe that environmental impact is more important than the brand of the product (-2).

#### Q2 Importance of environmental impact in purchasing decision

	Price of the product	Diff. 2012-2009	Quality of the product	Diff. 2012-2009	Brand of the product	Diff. 2012-2009
More important than...	25%	<b>+6</b>	9%	<b>+2</b>	57%	<b>-2</b>
As important as...	45%	=	47%	<b>+1</b>	29%	<b>+3</b>
Less important than...	28%	<b>-5</b>	42%	<b>-2</b>	11%	<b>-1</b>
Don't know	2%	=	2%	=	3%	=

**Base: All respondents = 25568**

Although the importance of different factors has changed over time, the importance of price is not strongly related to the importance of the environmental impact in purchasing decisions. 85% of those who think that price is important believe that the product's impact on the environment is important, while 80% of those who believe that price is not important believe that the product's impact on the environment is important. This finding is significant because it means that events (such as recessions) that make consumers more concerned about price will not necessarily reduce their concern with a product's environmental impact.

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important' and the environmental impact was 'fairly important', then that respondent would be classed as someone who thinks that the environmental impact is less important than the price.

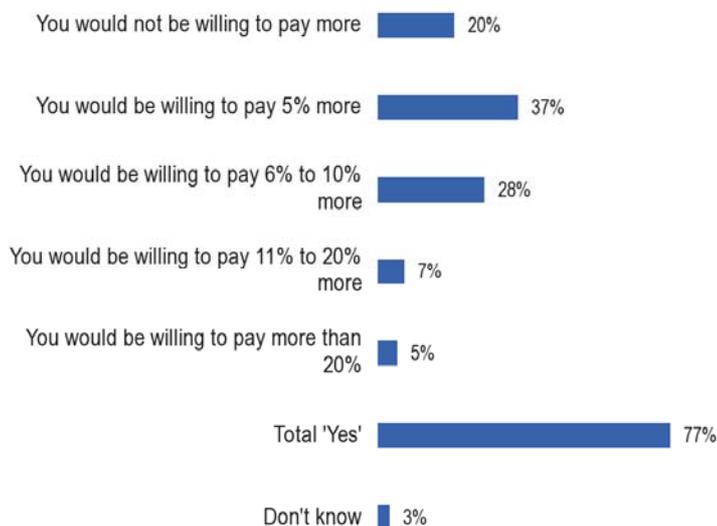
## 2.3 Willingness to pay more for environmentally-friendly products

### - Most Europeans are willing to pay more for products if they are confident they are environmentally-friendly –

EU citizens are generally willing to pay somewhat more for products if they are confident that they are environmentally-friendly (77%). However, one in five citizens (20%) is not willing to pay more for environmentally-friendly products.

The price premium that EU citizens are willing to pay for green products varies substantially. Four out of ten respondents say that they would be willing to pay 5% more for environmentally-friendly products (37%), three out of ten say that they would be willing to pay 6-10% more (28%). Seven percent of respondents say that they would be willing to pay 11-20% more, and just five percent of respondents would pay more than 20% extra for environmentally-friendly products.

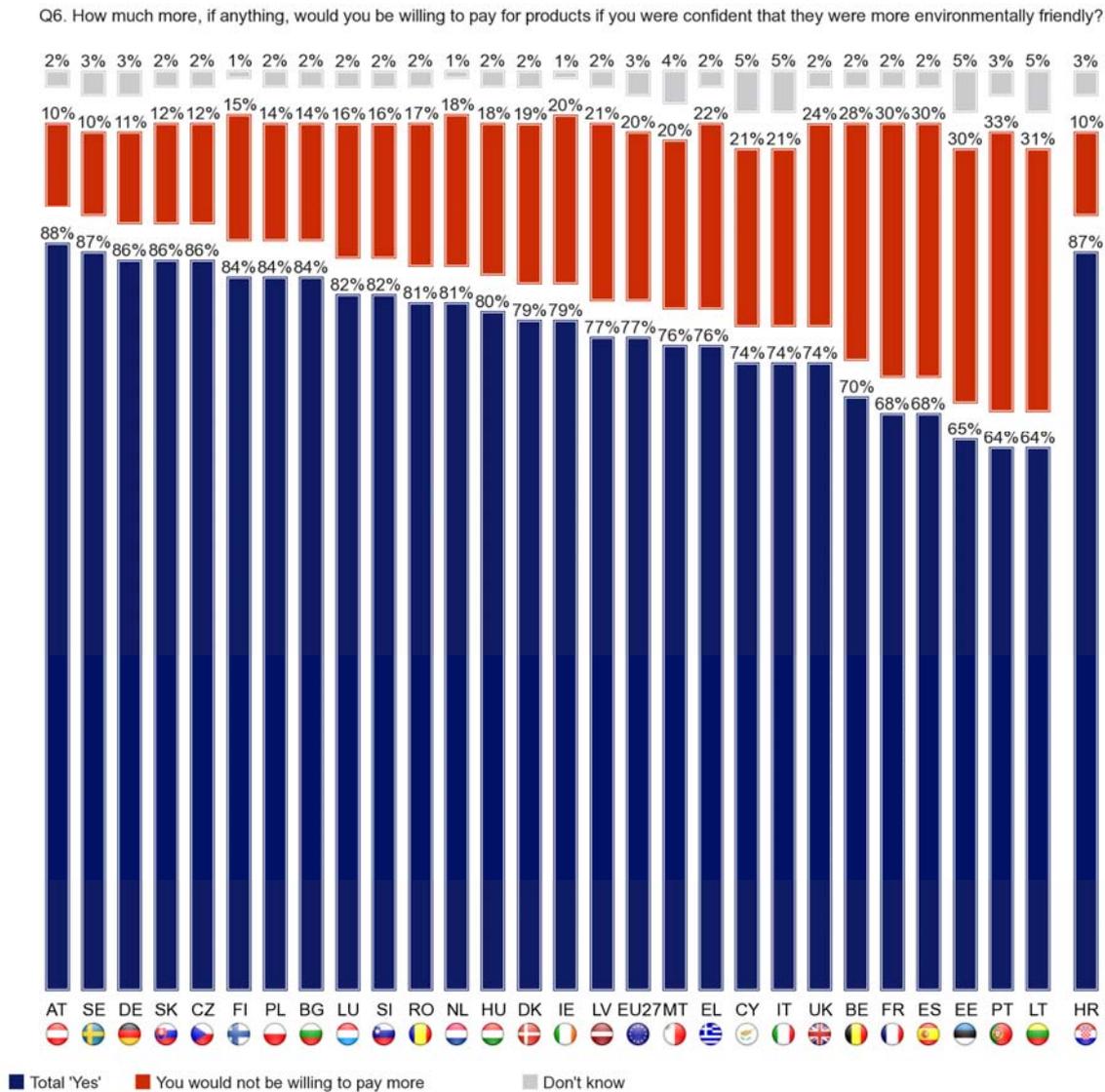
Q6. How much more, if anything, would you be willing to pay for products if you were confident that they were more environmentally friendly?



EU27

Base: All respondents = 25568

Citizens are most willing to pay more for products that they are confident are environmentally-friendly in Austria (88%), Sweden (87%), Germany (86%), Slovakia (86%) and the Czech Republic (86%) and are least willing to pay more in Lithuania (64%), Portugal (64%) and Estonia (65%). Croatians are particularly willing to pay more (87%).



Base: All respondents = 25568

Willingness to pay more for these products is related to the behaviour stages but not as strongly as one might expect. Four out of five *regular maintenance* and *occasional maintenance* respondents report that they would be willing to pay more (83% and 79%, respectively). However, even among the *reluctant* respondents, more than half would be willing to pay more for products if they were confident that they were environmentally friendly (51%). This fits with the strong relationship that was found between the behaviour stage and the level of confidence regarding whether environmentally-friendly products cause less damage to the environment (in question 5). Most respondents report that they are willing to pay more for products they genuinely believe will help the environment but *reluctant* respondents do not believe that these products are helpful.

These results suggest that policies that increase consumer confidence in the environmental claims of green products would encourage greater consumption of these environmentally-friendly products across all behaviour groups, even if these products were somewhat more expensive.

**Q6 How much more, if anything, would you be willing to pay for products if you were confident that they were more environmentally friendly?**

	You would be willing to pay more	You would not be willing to pay more	Don't know
EU27	77%	20%	3%
<b>Buying environmentally-friendly products</b>			
Often	83%	14%	3%
Sometimes	79%	19%	2%
No, but intend	78%	21%	1%
No, but may do it	69%	29%	2%
Used to but stopped	70%	29%	1%
Never and do not intend	51%	45%	4%

**Base: All respondents = 25568**

There are large educational differences that seem to have an effect on the willingness to pay more for environmentally-friendly products. 86% of those who are still studying are willing to pay more for environmentally-friendly products compared to only 68% of those who finished education aged 15 or less.

**Q6 How much more, if anything, would you be willing to pay for products if you were confident that they were more environmentally friendly?**

	Would pay more	Don't know
EU27	77%	3%
 <b>Education (End of)</b>		
15-	68%	4%
16-19	75%	2%
20+	81%	2%
Still studying	86%	1%

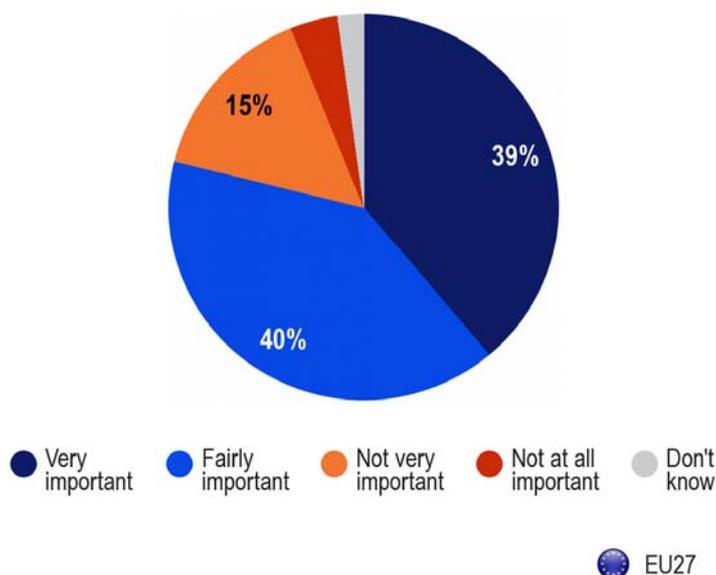
**Base: All respondents = 25568**

## 2.4 Importance of the environmental impact of construction of buildings in the purchasing decision

- **Nearly eight EU respondents out of ten would consider the environmental impact of the construction of the buildings important to their purchasing decision -**

Respondents were asked how important information on the environmental impact of the construction of buildings would be to their decision to buy a house or apartment if this information was easily available. Almost, four out of five (79%) respondents report that this information would be very or fairly important to their decision. A further 15% say it would not be very important and just 4% say that it would not be at all important.

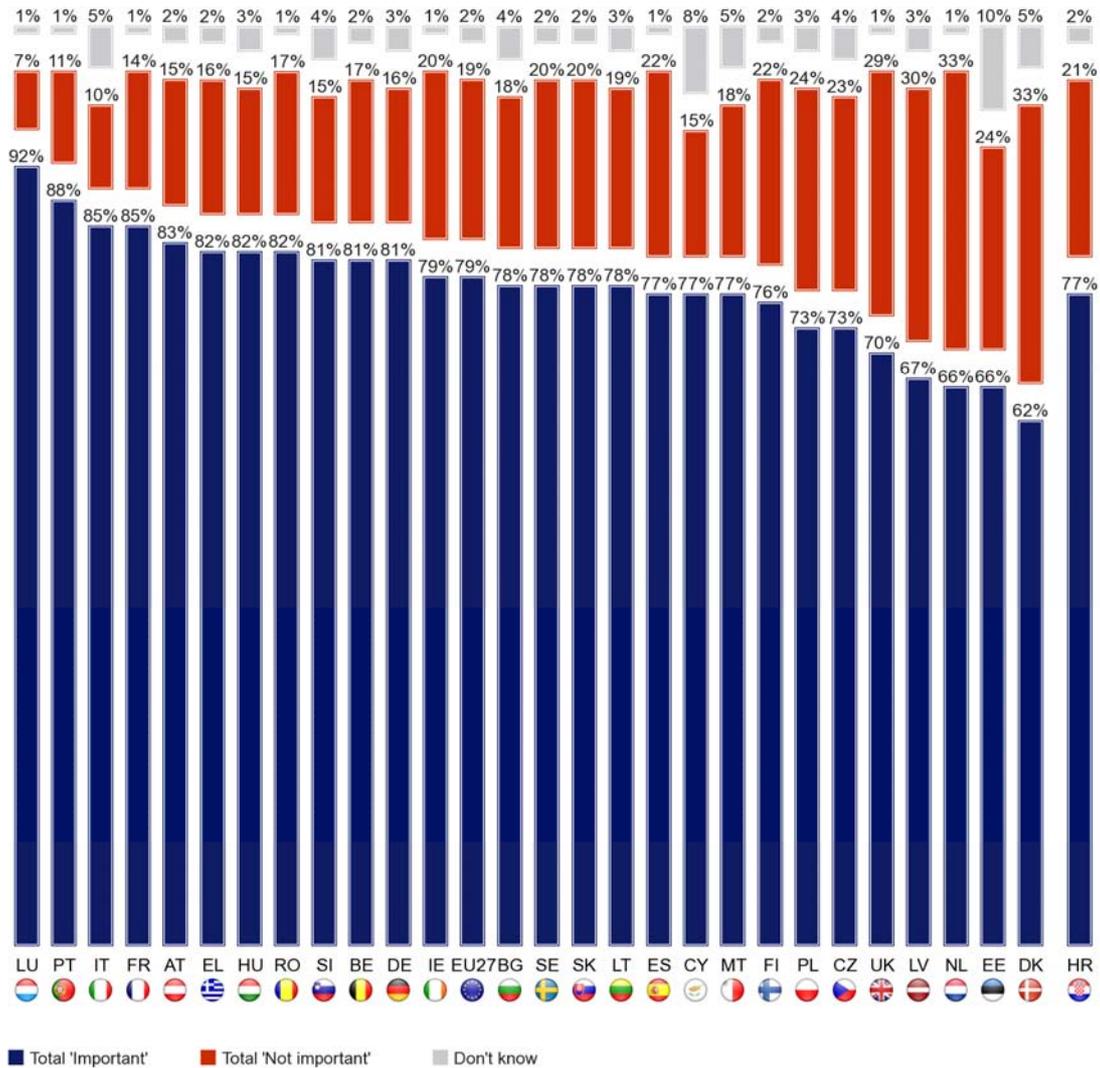
Q19. Suppose it was easy to find out the environmental impact of the construction of buildings. If you were to buy a house or an apartment, how important would this information be to your decision?



**Base: All respondents = 25568**

Citizens in Luxembourg (92%), Portugal (88%), France and Italy (both 85%) are the most likely to find the environmental impact of the construction of buildings important to their purchasing decision. Conversely, citizens from Latvia (67%), Estonia and the Netherlands (both 66%) and Denmark (62%) are the least likely to consider the environmental impact of the construction of buildings as important. Croatia is comparable to the EU average with 77% finding this aspect important to a purchasing decision.

Q19. Suppose it was easy to find out the environmental impact of the construction of buildings. If you were to buy a house or an apartment, how important would this information be to your decision?



Base: All respondents = 25568

Older respondents are more likely to say that the environmental impact of the construction of buildings would be important to their decision to buy a house or an apartment. Respondents aged 55 years or older are 11 percentage points more likely to say that this would be important to their decision compared with respondents aged 15 to 24 (83% and 72%, respectively).

**Q19 Suppose it was easy to find out the environmental impact of the construction of buildings. If you were to buy a house or an apartment, how important would this information be to your decision?**

	Total 'Important'	Total 'Not important'	Don't know
EU27	79%	19%	2%
 <b>Age</b>			
15-24	72%	28%	-
25-39	75%	23%	2%
40-54	80%	18%	2%
55 +	83%	13%	4%

**Base: All respondents = 25568**

### 3. ACTIONS FOR THE ENVIRONMENT

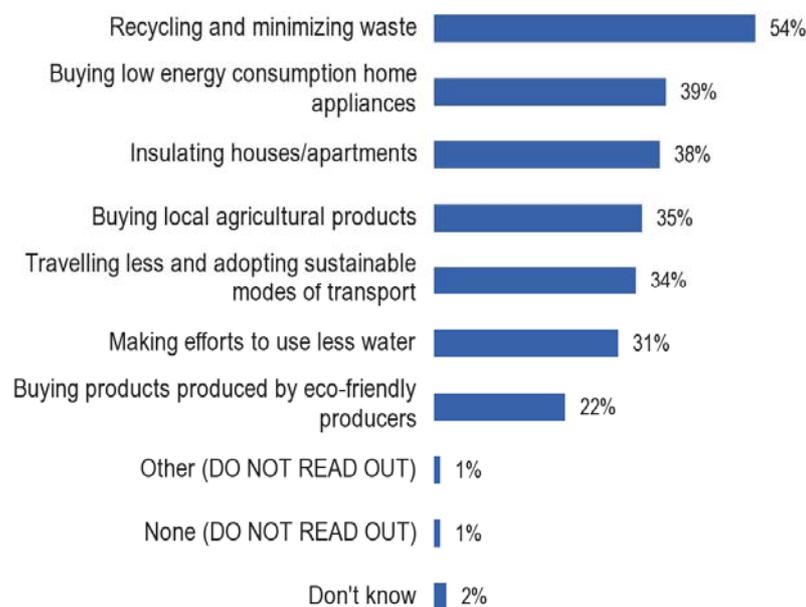
This chapter looks at the actions that Europeans take to address environmental problems and examines which of these they believe to be most effective.

#### 3.1 *Actions with the greatest impact on solving environmental problems*

##### *- Recycling is seen as the most effective action to solve environmental problems –*

EU citizens have a wide variety of views on the actions that would have the greatest impact on solving the environmental problems in their country. The actions mentioned most often<sup>12</sup> are recycling and minimizing waste (54%), buying low energy consumption home appliances (39%) and insulating houses/apartments (38%). However, substantial numbers of respondents also suggest that buying local agricultural products (35%), travelling less and adopting sustainable modes of transport (34%) and making efforts to use less water (31%) would have the greatest impact. Only one in five say that buying products produced by eco-friendly producers would have the greatest impact (22%).

Q8. In your opinion, which of the following actions would have the greatest impact on solving the environmental problems in (OUR COUNTRY)?



 EU27

(MAX. 3 ANSWERS)

**Base: All respondents = 25568**

<sup>12</sup> Survey respondents were allowed to mention up to three actions that would have the greatest impact on solving the environmental problems in their country. In the previous 2009 survey only one response was allowed, so the percentages cannot be compared directly.

When analysing the results on a country-by-country basis, we can see that the option that is most salient with the majority of the European countries is recycling and minimising waste. This option is most mentioned by Italian (72%), Slovakian (65%) and Cypriot (62%) respondents and least by Danish (43%), German (44%) and Spanish (45%) respondents. The least salient option is buying products produced by eco-friendly producers, with especially low results from the UK, Ireland and Estonia (all 15%).

Estonia, Ireland (both 52%) and Denmark (48%) instead prefer the insulation of housing as the best method to solve environmental problems. Buying low energy consumption home appliances is the most mentioned option amongst the Maltese (60%) and the Spanish (47%) respondents.

Q8 In your opinion, which of the following actions would have the greatest impact on solving the environmental problems in (OUR COUNTRY)?

		Recycling and minimizing waste	Buying low energy consumption home appliances	Insulating houses/apartments	Buying local agricultural products	Travelling less and adopting sustainable modes of transport	Making efforts to use less water	Buying products produced by eco-friendly producers	Other (DO NOT READ OUT)	None (DO NOT READ OUT)	Don't know
	EU27	54%	39%	38%	35%	34%	31%	22%	1%	1%	2%
	BE	48%	38%	47%	40%	35%	33%	23%	1%	0%	1%
	BG	49%	34%	33%	19%	19%	27%	23%	2%	0%	3%
	CZ	61%	36%	40%	42%	36%	27%	25%	1%	1%	2%
	DK	43%	38%	48%	25%	29%	30%	24%	1%	1%	3%
	DE	44%	46%	40%	48%	31%	25%	25%	0%	1%	2%
	EE	51%	33%	52%	41%	21%	18%	15%	2%	1%	5%
	IE	48%	26%	52%	31%	31%	23%	15%	1%	0%	0%
	EL	57%	43%	35%	31%	18%	34%	25%	1%	0%	1%
	ES	45%	47%	25%	33%	38%	36%	24%	3%	1%	2%
	FR	48%	31%	47%	43%	26%	38%	21%	2%	0%	2%
	IT	72%	37%	26%	29%	43%	27%	17%	1%	0%	2%
	CY	62%	43%	31%	21%	13%	40%	17%	1%	1%	5%
	LV	46%	37%	40%	46%	38%	16%	22%	0%	1%	2%
	LT	50%	36%	37%	34%	22%	17%	19%	3%	0%	4%
	LU	53%	41%	42%	35%	34%	35%	24%	1%	0%	1%
	HU	59%	39%	47%	36%	19%	26%	23%	2%	0%	1%
	MT	53%	60%	24%	32%	31%	34%	22%	1%	1%	2%
	NL	52%	48%	48%	26%	41%	28%	24%	3%	1%	1%
	AT	48%	37%	46%	54%	34%	26%	34%	1%	0%	1%
	PL	61%	44%	31%	22%	23%	41%	21%	1%	0%	2%
	PT	52%	48%	23%	38%	43%	44%	25%	1%	0%	1%
	RO	54%	43%	44%	29%	21%	28%	28%	2%	0%	2%
	SI	48%	33%	41%	32%	20%	30%	24%	2%	1%	1%
	SK	65%	39%	38%	38%	34%	33%	25%	1%	0%	0%
	FI	59%	28%	32%	35%	35%	24%	18%	2%	1%	2%
	SE	52%	29%	37%	39%	53%	17%	29%	1%	1%	2%
	UK	60%	33%	44%	28%	48%	31%	15%	2%	1%	2%
	HR	63%	33%	41%	26%	19%	34%	22%	2%	1%	1%

Highest percentage per country

Lowest percentage per country

Highest percentage per item

Lowest percentage per item

### 3.2 Actions undertaken for environmental reasons

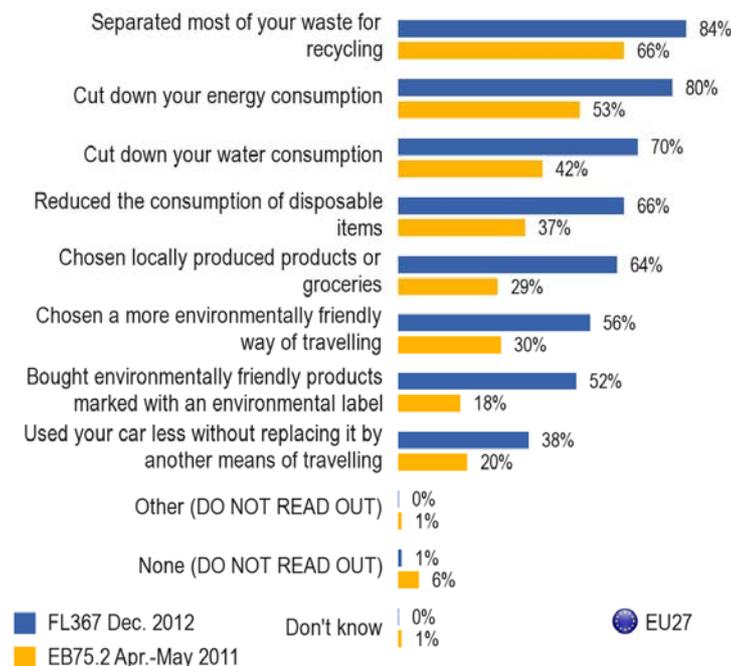
#### - Europeans are increasingly taking measures to help protect the environment -

A large majority of EU citizens report taking actions for environmental reasons in the past month. Four out of five respondents report separating most of their waste for recycling (84%) and a similar proportion report cutting down their energy consumption (80%). Many EU citizens also say they have cut down their water consumption (70%), have reduced their consumption of disposable items (66%), have chosen locally produced products or groceries (64%), or have bought environmentally-friendly products marked with an environmental label (52%).

More than half of respondents also report choosing a more environmentally-friendly way of travelling (56%). Four out of ten respondents say they have used their car less often, for environmental reasons, without replacing it with an alternative means of travelling (38%).

All of these actions have become much more popular since the previous survey in 2011.<sup>13</sup> Separating waste for recycling has increased by 18 percentage points, cutting energy consumption by 27 percentage points, cutting water consumption by 28 percentage points, reducing consumption of disposable items by 29 percentage points and choosing locally produced products by 35 percentage points.

Q7. Have you done any of the following during the past month for environmental reasons?



(MULTIPLE ANSWERS POSSIBLE)

**Base: All respondents = 25568**

<sup>13</sup> Please note that this question was asked in 2011 via face-to-face interviews and therefore the changes should be interpreted cautiously as previous research has suggested respondents are more likely to present themselves in a socially desirable way (such as reporting that they take actions to help the environment) in telephone surveys compared with face-to-face surveys)

In 17 countries of the EU, the first action mentioned is the separation of waste for recycling. It is especially the case in Belgium (94%), Luxembourg (92%) and the United Kingdom (91%). In 9 countries of the EU, cutting down energy consumption comes first. It is indeed the case of 88% of respondents in Spain, 86% in Greece and 85% in Portugal. In Latvia, the most mentioned action is "chosen locally produced products or groceries" (with 78% of them).

Respondents are most likely to report having separated most of their waste for recycling during the past month for environmental reasons in Belgium (94%), Luxembourg (92%) and the United Kingdom (91%). Respondents are least likely to report separating their waste in Latvia (47%), Bulgaria (50%) and Lithuania (57%).

Across the EU, respondents in Spain (88%), Greece (86%) and the Czech Republic (86%) are most likely to claim to have cut down their energy consumption in the past month. Respondents from Estonia (59%), Slovenia (62%) and Sweden (63%) are least likely to report this behaviour.

Respondents from Spain (87%), Greece (83%) and Portugal (82%) are most likely to report that they have reduced their water consumption in the last month. This behaviour is least reported in Sweden (43%), Estonia (50%) and Finland (51%).

In Luxembourg (79%), Spain (77%), Slovakia (76%) and the United Kingdom (76%), respondents mention they have reduced their consumption of disposable products in the last month. Cypriot (38%), Lithuanian (42%) and Swedish (45%) respondents are the least likely to report this behaviour.

Respondents from the Czech Republic (84%), Slovakia (79%), Greece (78%) and Latvia (78%) are the most likely to claim that they have chosen locally produced products or groceries in the past month. Respondents from Netherlands (33%), Poland (42%) and Cyprus (45%) are the least likely to claim that they have increased their consumption of these products. Latvia is the only country where choosing locally produced products or groceries is the most popular option.

More respondents from Czech Republic (74%), Romania (71%) and Greece (69%) report that they had chosen to use a more environmentally-friendly form of transportation in the past month, compared with respondents in every other EU country. Respondents from Cyprus (26%), Slovenia (44%) and Estonia (44%) are least likely to make this decision.

In Sweden (71%), Luxembourg (68%) and Denmark (66%) respondents are most likely to report that they have bought products marked with an environmentally-friendly label in the last month. In Lithuania (28%), Cyprus (30%) and Estonia (34%), this behaviour is least common.

Replacing a car with an alternative form of transportation for environmental reasons is the most salient option in Spain (53%), Greece (50%) and Portugal (44%). This behaviour is least common in Estonia (22%), Denmark (23%), Malta (24%) and Cyprus (24%).

Q7 Have you done any of the following during the past month for environmental reasons?

	Separated most of your waste for recycling	Cut down your energy consumption	Cut down your water consumption	Reduced the consumption of disposable items	Chosen locally produced products or groceries	Chosen a more environmentally friendly way of travelling	Bought environmentally friendly products marked with an environmental label	Used your car less without replacing it by another means of travelling
EU27	84%	80%	70%	66%	64%	56%	52%	38%
RO	65%	80%	71%	61%	73%	71%	56%	41%
BG	50%	78%	75%	74%	62%	61%	43%	35%
IT	88%	80%	68%	58%	62%	53%	44%	40%
EL	75%	86%	83%	60%	78%	69%	52%	50%
PT	84%	85%	82%	72%	66%	60%	62%	44%
ES	86%	88%	87%	77%	76%	66%	51%	53%
SK	86%	81%	71%	76%	79%	66%	51%	34%
CZ	90%	86%	80%	71%	84%	74%	48%	37%
HU	74%	79%	69%	60%	54%	67%	48%	37%
LV	47%	68%	62%	51%	78%	65%	41%	28%
PL	72%	75%	68%	61%	42%	49%	44%	26%
DK	72%	71%	61%	50%	46%	50%	66%	23%
DE	90%	78%	64%	63%	74%	55%	59%	41%
BE	94%	85%	75%	69%	56%	60%	54%	42%
LT	57%	66%	58%	42%	46%	52%	28%	26%
AT	87%	80%	60%	63%	77%	59%	63%	41%
FI	82%	69%	51%	58%	66%	55%	56%	36%
MT	88%	85%	72%	64%	73%	47%	48%	24%
UK	91%	81%	69%	76%	59%	49%	51%	33%
IE	90%	79%	64%	71%	72%	46%	53%	31%
CY	67%	80%	70%	38%	45%	26%	30%	24%
FR	90%	81%	78%	68%	62%	51%	56%	38%
NL	81%	73%	57%	57%	33%	58%	43%	30%
SI	85%	62%	55%	56%	52%	44%	39%	34%
SE	84%	63%	43%	45%	61%	59%	71%	31%
LU	92%	85%	81%	79%	66%	61%	68%	41%
EE	63%	59%	50%	52%	59%	44%	34%	22%
HR	57%	71%	62%	51%	41%	52%	31%	26%

**Highest percentage per country***Lowest percentage per country*

Highest percentage per item

Lowest percentage per item

Although there are large increases in these activities in nearly all Member States, some show particularly large increases. The proportion of respondents who have chosen a more environmentally-friendly way of travelling increased hugely in some Member States including Portugal (+50), Greece (+48) and Romania (+45), only Sweden showed a fall (-4).

Similarly large increase in reducing consumption of disposable items can be seen in Bulgaria (+57), Portugal (+52) and Slovakia (+49). No country shows a fall but Slovenia's rise was relatively insignificant at an increase of just four percentage points.

Increases in separating most waste for recycling are largest in Romania (+42), Bulgaria (+31) and Italy (+30). The smallest increase is in Estonia (+1).

The largest increases in cutting down water consumption were in Greece (+43), Romania (+41), Italy (+37) and Portugal (+37) and the smallest in Slovenia (+8).

Efforts to cut down energy consumption increase the most in Greece (+42), Portugal (+36) and Poland (+36) with small falls in Slovenia (-2) and Sweden (-1).

Respondents are more likely to have bought environmentally-friendly products marked with an environmental label everywhere but especially in Portugal (+54), Romania (+47) and Spain (+42). However, even the smallest increase was in double digits in Cyprus (+12). There has been a strong growth in the consumption of environmentally-friendly products across all European markets in the last three years.

Choosing locally produced products or groceries increase the most in Slovakia (+60), Portugal (+57) and Spain (+54) while increasing somewhat more modestly in the Netherlands (+13). Using a car less without replacing it by another means of travelling increase in Portugal (+38), Spain (+36) and Greece (+35) while declining somewhat in Sweden (-5) and the Netherlands (-2).

Q7 Have you done any of the following during the past month for environmental reasons?

	Separated most of your waste for recycling		Cut down your energy consumption		Cut down your water consumption		Reduced the consumption of disposable items		Chosen locally produced products or groceries		Chosen a more environmentally friendly way of travelling		Bought environmentally friendly products marked with an environmental label		Used your car less without replacing it by another means of travelling	
	FL367	Diff. 2012 - 2011	FL367	Diff. 2012 - 2011	FL367	Diff. 2012 - 2011	FL367	Diff. 2012 - 2011	FL367	Diff. 2012 - 2011	FL367	Diff. 2012 - 2011	FL367	Diff. 2012 - 2011	FL367	Diff. 2012 - 2011
 EU27	84%	+18	80%	+27	70%	+28	66%	+29	64%	+35	56%	+26	52%	+34	38%	+18
 RO	65%	+42	80%	+35	71%	+41	61%	+40	73%	+42	71%	+45	56%	+47	41%	+30
 BG	50%	+31	78%	+23	75%	+32	74%	+57	62%	+40	61%	+39	43%	+37	35%	+26
 IT	88%	+30	80%	+32	68%	+37	58%	+14	62%	+37	53%	+35	44%	+30	40%	+29
 EL	75%	+28	86%	+42	83%	+43	60%	+38	78%	+52	69%	+48	52%	+36	50%	+35
 PT	84%	+24	85%	+36	82%	+37	72%	+52	66%	+57	60%	+50	62%	+54	44%	+38
 ES	86%	+21	88%	+35	87%	+36	77%	+45	76%	+54	66%	+43	51%	+42	53%	+36
 SK	86%	+21	81%	+32	71%	+27	76%	+49	79%	+60	66%	+36	51%	+36	34%	+22
 CZ	90%	+20	86%	+29	80%	+34	71%	+41	84%	+53	74%	+41	48%	+32	37%	+23
 HU	74%	+20	79%	+16	69%	+21	60%	+27	54%	+32	67%	+31	48%	+36	37%	+21
 LV	47%	+19	68%	+19	62%	+31	51%	+27	78%	+31	65%	+25	41%	+25	28%	+18
 PL	72%	+18	75%	+36	68%	+34	61%	+30	42%	+32	49%	+25	44%	+32	28%	+21
 DK	72%	+17	71%	+8	61%	+12	50%	+22	46%	+24	50%	+11	66%	+27	23%	+2
 DE	90%	+17	78%	+16	64%	+16	63%	+21	74%	+31	55%	+22	59%	+39	41%	+14
 BE	94%	+16	85%	+32	75%	+28	69%	+19	56%	+28	60%	+19	54%	+31	42%	+12
 LT	57%	+15	66%	+26	58%	+23	42%	+19	46%	+19	52%	+26	28%	+15	26%	+13
 AT	87%	+14	80%	+20	60%	+25	63%	+16	77%	+26	59%	+25	63%	+32	41%	+20
 FI	82%	+13	69%	+11	51%	+10	58%	+17	66%	+33	55%	+6	56%	+33	36%	+9
 MT	88%	+12	85%	+10	72%	+10	64%	+20	73%	+31	47%	+15	48%	+19	24%	+11
 UK	91%	+12	81%	+29	69%	+32	76%	+32	59%	+28	49%	+12	51%	+30	33%	+8
 IE	90%	+11	79%	+27	64%	+18	71%	+23	72%	+36	46%	+24	53%	+28	31%	+19
 CY	67%	+10	80%	+13	70%	+9	38%	+15	45%	+16	26%	+7	30%	+12	24%	+9
 FR	90%	+8	81%	+22	78%	+20	68%	+30	62%	+32	51%	+22	56%	+36	38%	+11
 NL	81%	+6	73%	+21	57%	+22	57%	+19	33%	+13	58%	+8	43%	+18	30%	-2
 SI	85%	+6	62%	-2	55%	+8	56%	+4	52%	+20	44%	+14	39%	+18	34%	+18
 SE	84%	+6	63%	-1	43%	+13	45%	+9	61%	+14	59%	-4	71%	+21	31%	-5
 LU	92%	+5	85%	+28	81%	+31	79%	+23	66%	+29	61%	+21	68%	+30	41%	+18
 EE	63%	+1	59%	+12	50%	+17	52%	+22	59%	+16	44%	+17	34%	+14	22%	+4
 HR	57%	*	71%	*	62%	*	51%	*	41%	*	52%	*	31%	*	26%	*

\* Not asked in the previous wave

(MULTIPLE ANSWERS POSSIBLE)

Base: All respondents = 25568

Respondents aged 55 or older are more likely than those aged 15-24 to have cut down water consumption (75% versus 61%) and to have reduced consumption of disposable items (69% versus 58%). However, the younger age group are more likely to have chosen a more environmentally-friendly way of travelling (66% versus 58%).

All of these activities are reported significantly more often by respondents who say that quality is important to their purchasing decisions as well as by those who report that the impact on the environment is important to their purchasing decisions. Respondents who say that price is important to their decisions do not differ greatly in these behaviours from those who do not think that price is important.

## 4. CONSUMERS CONFIDENCE ABOUT ENVIRONMENTAL CLAIMS

This chapter looks at Europeans' views on the environmental claims of companies. It also examines what information Europeans would like to have available on the environmental impacts of companies and their products.

### *4.1 Opinions about the information provided by current products labels*

***- A majority of EU citizens do not think that the current product labels provide enough information about their environmental impact -***

EU citizens have mixed views on whether current product labels provide enough information about their environmental impact or not. Six out of ten think that current product labels do not provide enough information about their environmental impact (59%), with half who think the labels are not clear (48%) and one in ten do not know about the existence of product labels that provide information on environmental impact (11%).

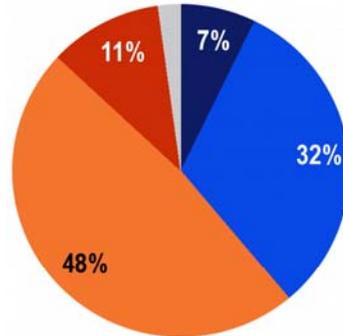
Just 7% believe that current product labels provide enough information about products' environmental impact and that the information is clear for all products, while 32% think that the labels provide enough information but that the information is unclear for some products.

Although citizens generally think that there is too little information on product labels about environmental impact, they are generally confident that products labelled as environmentally-friendly will cause less damage to the environment than other products (66%).<sup>14</sup> This may indicate that consumers feel environmental labels only give a vague indication of a product's environmental impact. Respondents trust the label but would also welcome more information.

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<sup>14</sup> See question 5 in section 1.3.

Q10. Do you think that current products labels provide enough information about their environmental impact in (OUR COUNTRY)?

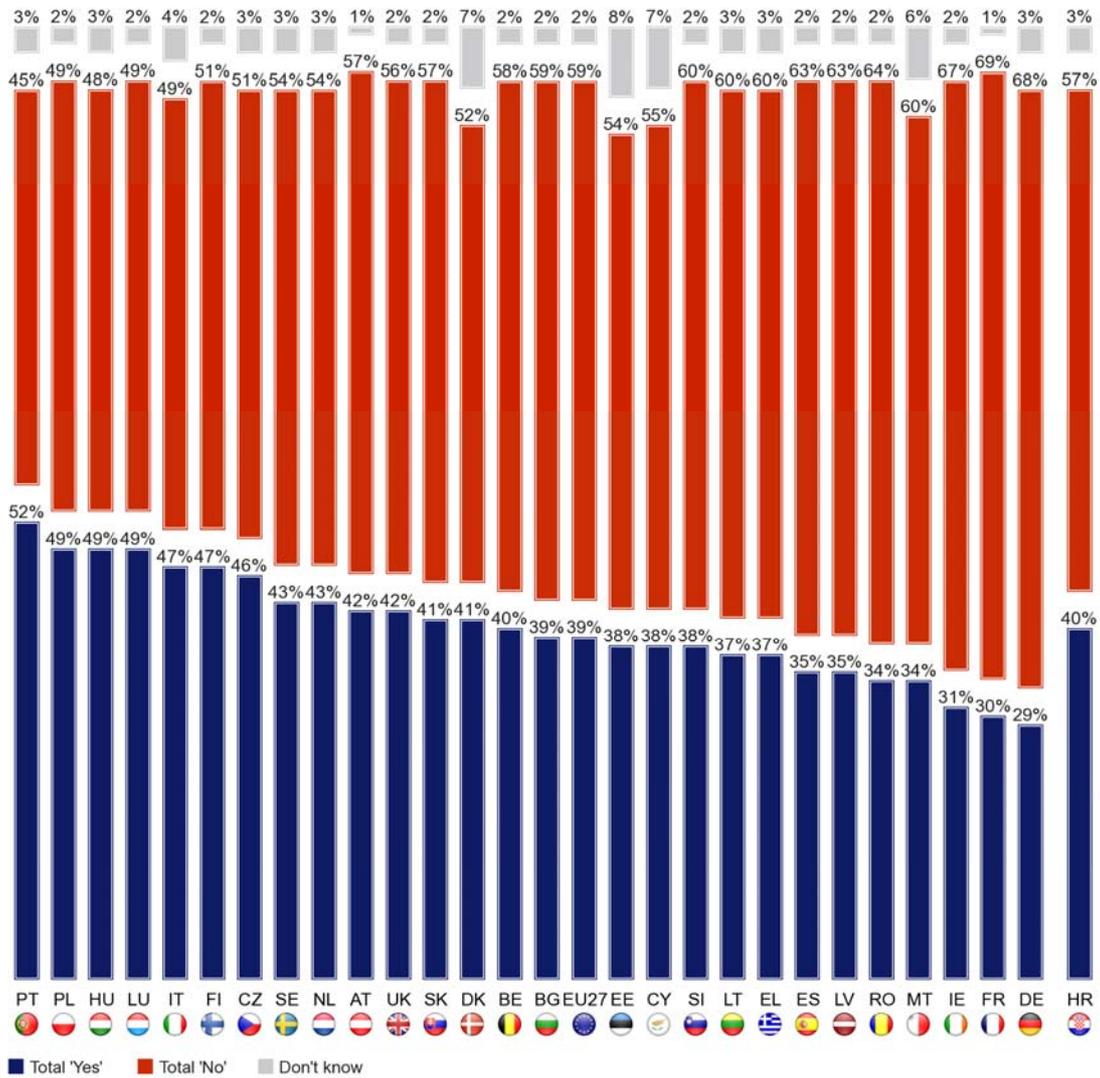


- Yes, and the information is clear for all products
  - Yes, but the information is unclear for some products
  - No, the current labels are not clear
  - No, you did not know about the existence of such labels
  - Don't know
- EU27

**Base: All respondents = 25568**

In almost all EU countries, fewer than half of respondents agree that current product labels provide enough information about their environmental impact. The only exception is Portugal, where 52% of respondents agree with the statement. The next highest level of agreement can be found in Poland (49%), Hungary (49%) and Luxembourg (49%). Conversely, the lowest levels of agreement can be found in Ireland (31%), France (30%) and Germany (29%), where fewer than a third of respondents agree. Croatia was close to the EU 27 average with 40% in agreement.

Q10. Do you think that current product labels provide enough information about their environmental impact in (OUR COUNTRY)?



Base: All respondents = 25568

Opinions about the information provided by current product labels do not vary greatly across demographic groups. The largest difference in opinion is found between different household sizes. 44% of citizens in households with four or more members think that current products labels provide enough information about their environmental impact in their country compared with 38% of citizens in single households.

**Q10 Do you think that current products labels provide enough information about their environmental impact in (OUR COUNTRY)?**

	Total 'Yes'	Total 'No'	Don't know
EU27	39%	59%	2%
<b>Household composition</b>			
1	38%	59%	3%
2	37%	61%	2%
3	42%	56%	2%
4+	44%	55%	1%

**Base: All respondents = 25568**

Respondents who declare that when they buy a product labelled environmentally-friendly they are confident that it will cause less damage to the environment than other products are more likely to say that current labels provide enough information than those who are not confident (45% vs. 29%).

However, a majority of the respondents who say that they are confident still think that it does not provide enough information (53%). This could mean that even if EU consumers are confident in product labels, they still believe that they do not provide enough information.

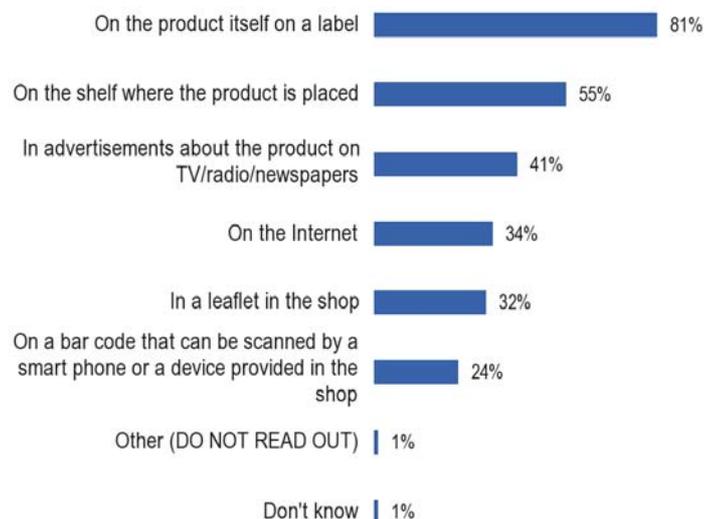
## 4.2 Finding environmental information about a product

### - Most Europeans would like to find environmental information about a product on its label -

Respondents were also asked where they would like to find environmental information about a product. By far the most popular place to find this information is on the product label itself (81%). More than half of EU citizens would like to find this information on the shelf where the product is placed (55%) and two out of five want the information listed in advertisements about the product (41%).

Fewer respondents report wanting to find the information on the Internet (34%) or in a leaflet in the shop (32%), and only a quarter would like to find the information on a bar code that could be scanned by a smart phone or a device provided in the shop (24%).

Q11. Where would you like to find environmental information about a product?



EU27

(MULTIPLE ANSWERS POSSIBLE)

**Base: All respondents = 25568**

Citizens in every Member State have a strong preference for environmental information being listed on product labels. The strongest preference for information being listed on labels is in the United Kingdom (93%) with the lowest support in Lithuania (58%). The highest support for information being available on the shelf where the product is placed is in Portugal, with three-quarters of respondents preferring this method (75%).

Support for this option is lowest in Ireland where only less than four in ten favour this option (38%). Finding environmental information in advertisements for the product has very different levels of support across Europe. Nearly three-quarters of the British support this approach, compared with just one in five Bulgarians (20%). A similar split is observed in a preference for finding the information on the Internet. Two-thirds of Britons (62%) would like to find environmental product information online, whereas fewer than a fifth of Estonian (18%), Italian (18%) and Polish (18%) citizens would like to find this information online. Croatians express lower than average support for all of the options.

This finding suggests that different communication channels must be taken in each Member State in order to effectively spread the information of the impact products have on the environment.

Q11 Where would you like to find environmental information about a product?

		On the product itself on a label	On the shelf where the product is placed	In advertisements about the product on TV/radio/newspapers	On the Internet	In a leaflet in the shop	On a bar code that can be scanned by a smart phone or a device provided in the shop
	EU27	81%	55%	41%	34%	32%	24%
	BE	88%	64%	59%	50%	51%	36%
	BG	74%	39%	20%	20%	20%	13%
	CZ	86%	64%	51%	58%	49%	26%
	DK	79%	40%	27%	39%	22%	28%
	DE	86%	55%	41%	31%	31%	19%
	EE	65%	55%	27%	18%	25%	8%
	IE	70%	38%	29%	19%	15%	13%
	EL	72%	48%	41%	40%	33%	16%
	ES	75%	64%	42%	29%	34%	24%
	FR	82%	51%	36%	31%	31%	26%
	IT	72%	45%	25%	18%	18%	13%
	CY	64%	40%	30%	22%	19%	7%
	LV	72%	54%	40%	39%	35%	27%
	LT	58%	44%	25%	23%	17%	11%
	LU	90%	71%	63%	60%	58%	47%
	HU	78%	44%	27%	24%	17%	10%
	MT	67%	50%	48%	25%	27%	16%
	NL	78%	54%	37%	48%	28%	26%
	AT	86%	58%	37%	26%	31%	18%
	PL	80%	43%	31%	18%	24%	13%
	PT	87%	75%	65%	53%	61%	49%
	RO	74%	54%	34%	30%	31%	21%
	SI	70%	44%	22%	20%	18%	8%
	SK	89%	67%	52%	55%	58%	31%
	FI	70%	57%	38%	35%	36%	16%
	SE	75%	58%	29%	29%	22%	27%
	UK	93%	70%	73%	62%	48%	47%
	HR	65%	43%	29%	24%	19%	14%

Highest percentage per country	Lowest percentage per country
Highest percentage per item	Lowest percentage per item

(MULTIPLE ANSWERS POSSIBLE)

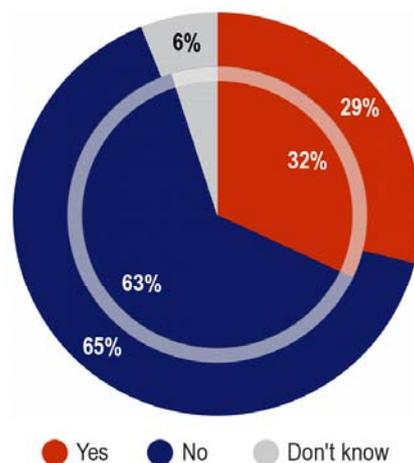
There were only small differences in preferences for displaying environmental information across socio-demographic groups. The main exception is the preference for finding environmental information about products on the Internet. Nearly half of those aged 15-24 would like to find the information on the Internet (48%) compared with just a third of those aged 40-54 (35%) and one in five of those aged 55 or older (22%). This suggests that products consumed by younger age groups should provide more environmental information online.

### 4.3 Experience of exaggerated or misleading statements about the beneficial effects of products on the environment

#### - Three in ten report coming across exaggerated or misleading statements about the beneficial effect of products on the environment –

Across the EU Member States, three in ten citizens have come across exaggerated or misleading statements about the beneficial effects of products on the environment in the last 12 months (29%). This proportion has slightly fallen since the previous survey in 2011 where 32% of respondents had come across misleading statements.

Q12. Have you come across exaggerated or misleading statements about the beneficial effects of products on the environment in the last twelve months?



Inner pie : FL332 Sept. 2011

Outer pie : FL367 Dec. 2012

EU27

**Base: All respondents = 25568**

EU citizens are most likely to believe that they have come across exaggerated or misleading statements in Romania (40%), Bulgaria (40%), Greece (39%) and Latvia (37%). This belief is least common in Malta (17%) and Estonia (20%).

Despite an overall fall in direct experience of misleading statements across the EU, citizens in some Member States are more likely to come across such statements than they were in 2011. For instance, Luxembourg experienced an increase of 11 percentage points. The largest decreases in encountering misleading environmental statements can be observed in Poland (-14) and Slovakia (-15).

Q12 Have you come across exaggerated or misleading statements about the beneficial effects of products on the environment in the last twelve months?

	Yes		No		Don't know	
	FL367	Diff. 2012-2011	FL367	Diff. 2012-2011	FL367	Diff. 2012-2011
 EU27	29%	-3	65%	+2	6%	+1
 PL	26%	-14	68%	+13	6%	+1
 SK	29%	-15	66%	+13	5%	+2
 FI	34%	-9	60%	+12	6%	-3
 SE	32%	-9	60%	+11	8%	-2
 SI	31%	-8	64%	+10	5%	-2
 CY	22%	-9	71%	+9	7%	=
 LT	22%	-8	74%	+9	4%	-1
 IE	24%	-8	71%	+7	5%	+1
 ES	31%	-10	61%	+7	8%	+3
 PT	27%	-7	67%	+7	6%	=
 CZ	32%	-4	63%	+6	5%	-2
 EE	20%	-6	64%	+4	16%	+2
 DE	30%	-3	66%	+3	4%	=
 MT	17%	-6	73%	+3	10%	+3
 BG	40%	=	55%	+2	5%	-2
 EL	39%	-3	56%	+2	5%	+1
 FR	31%	-3	65%	+2	4%	+1
 DK	26%	+1	68%	-1	6%	=
 HU	28%	-2	66%	-1	6%	+3
 UK	26%	+2	68%	-1	6%	-1
 AT	29%	=	67%	-2	4%	+2
 LV	37%	+6	59%	-3	4%	-3
 IT	26%	+5	68%	-7	6%	+2
 NL	32%	+3	58%	-7	10%	+4
 BE	29%	+6	67%	-8	4%	+2
 LU	33%	+11	64%	-8	3%	-3
 RO	40%	+7	57%	-9	3%	+2
 HR	38%	*	55%	*	7%	*

\* Not asked in the previous survey

*Base: All respondents = 25568*

There are substantial differences in exposure to misleading statements across socio-demographic different groups. Men are 10 percentage points more likely than women to report they have come across exaggerated or misleading statements about the beneficial effects of products on the environment in the last twelve months (35% to 25%). Self-employed respondents are significantly more likely to have come across exaggerated or misleading statements about the beneficial effects of products on the environment in the last twelve months compared with other occupation groups (38% among the self-employed vs. 28% for employees, 26% for manual workers and 29% among those who are not working).

**Q12 Have you come across exaggerated or misleading statements about the beneficial effects of products on the environment in the last twelve months?**

	Yes	No	Don't know
EU27	29%	65%	6%
<b>Sex</b>			
Male	35%	60%	5%
Female	25%	69%	6%
<b>Respondent occupation scale</b>			
Self-employed	38%	55%	7%
Employee	28%	67%	5%
Manual workers	26%	70%	4%
Not working	29%	65%	6%

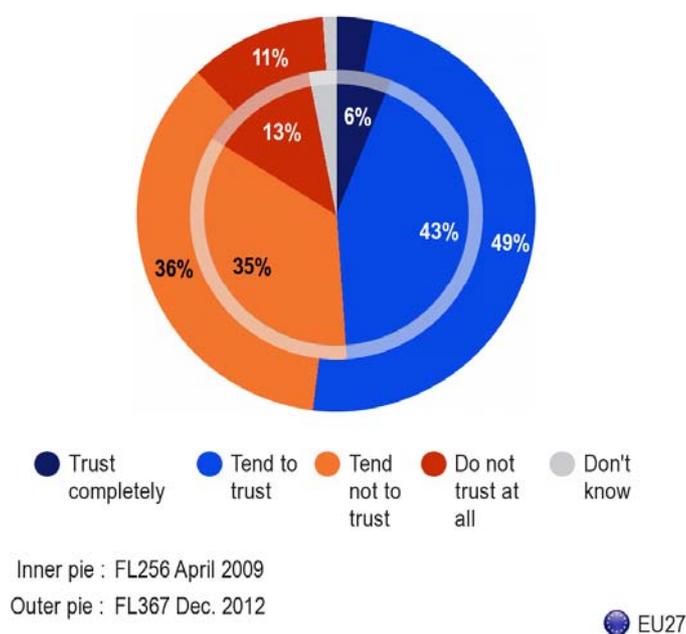
**Base: All respondents = 25568**

#### 4.4 Trust in claims by producers about the environmental performance of their products

##### - Almost half of EU citizens (47%) still do not trust claims made by producers about the environmental performance of their products -

Only just over half of EU citizens generally trust producers' claims about the environmental performance of their own products (52%). This represents a small increase in trust since the previous survey in 2009 (+3).

Q13. In general, how much do you trust producers' claims about the environmental performance of their own products?



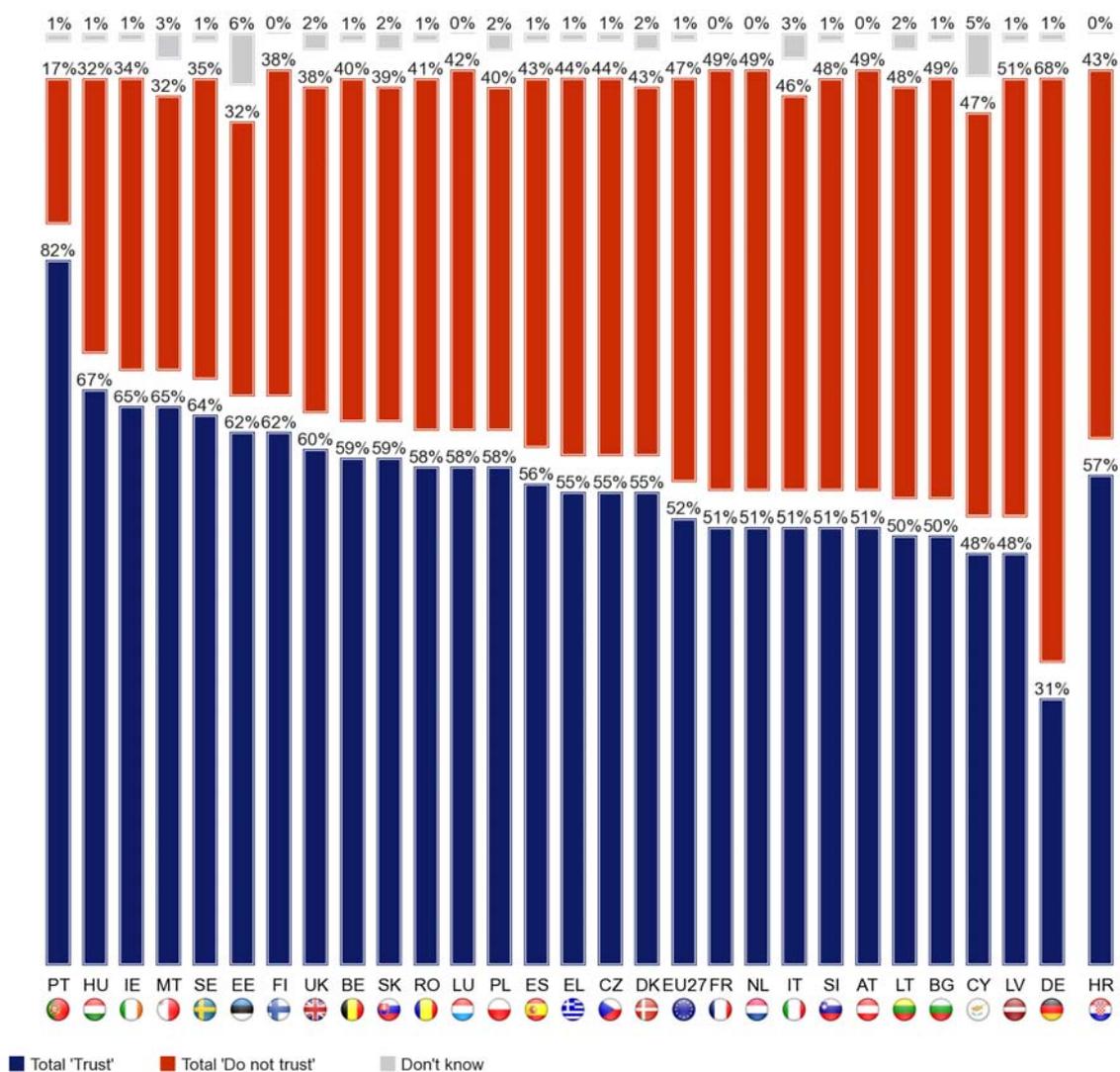
**Base: All respondents = 25568**

If we compare this finding with what was analysed earlier, it is interesting to note that EU citizens are more likely to be confident about products labelled as environmentally-friendly (66%) than to trust producers' claims about the environmental performance of their own products (52%). Here the difference between the two levels of trust may be explained by the fact that respondents are more likely to trust if the information comes from a third-party source than if it comes directly from the producers. The label or third party therefore seem to add a value of trust that the producers cannot inspire alone.

Also as we have analysed earlier in this report, EU citizens strongly believe that buying environmentally-friendly products can make a real difference to the environment (89%). This also underlines that they are confident in the products labelled as "green" or "environmentally-friendly" but are more sceptical of producers' claims. This could perhaps be seen more as an advertisement rather than undeniable information.

Respondents are most trusting of producers' claims about the environmental performance of their products in Portugal (82%), Hungary (67%), Ireland (65%) and Malta (65%). By contrast, respondents are substantially less trusting of producers' claims in Germany (31%), Latvia (48%) and Cyprus (48%). Croatian respondents are about as trusting of these claims (57%) as the EU average. Overall, the results are quite homogenous, with only a 19 percentage point difference from the second highest amount of trust in Hungary (67%) to the second lowest in Latvia and Cyprus (both 48%). In this respect, Portugal (82%) and Germany's (31%) results deviate far from the European average.

Q13. In general, how much do you trust producers' claims about the environmental performance of their own products?



Base: All respondents = 25568

The largest increases in trust since 2009 are seen in Portugal (+35), Bulgaria (+24), Sweden (+19), Spain (+18), Romania (+15), Hungary (+14), Italy (+13) and Greece (+12). There are also increases in Lithuania (+9), Malta (+8), Poland (+8), Ireland (+6), Latvia (+5), Cyprus (+5), the Czech Republic (+4), Finland (+3) and Estonia (+3).

The largest falls in trust are seen in the Netherlands (-27), Germany (-11) and France (-11), with smaller declines in Austria (-7), Luxembourg (-3) and Belgium (-3). Croatia also saw a significant increase in trust, with a gain of seven percentage points.

On average, younger citizens are more likely to trust claims made by producers about the environmental performance of their own products. Six out of ten of those aged 15-24 trust these claims (58%), whereas fewer than half of those aged 55 years or older trust the claims (47%).

**Q13 In general, how much do you trust producers' claims about the environmental performance of their own products?**

	Total 'Trust'	Total 'Do not trust'	Don't know
EU27	52%	47%	1%
 <b>Age</b>			
15-24	58%	41%	1%
25-39	58%	41%	1%
40-54	51%	48%	1%
55 +	47%	51%	2%

**Base: All respondents = 25568**

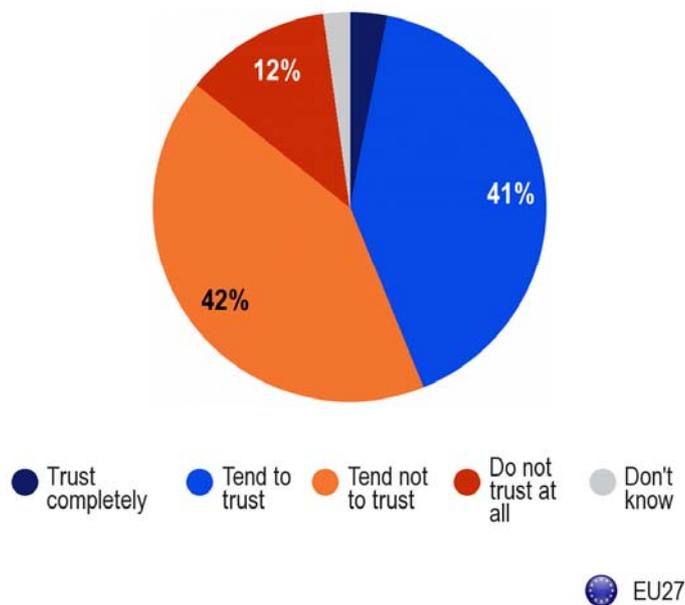
There is a clear link between the results observed in this question and the one observed earlier on the confidence in environmental labels. Indeed, 65% of the respondents are confident in environmental labels also trust producers' claims about the environmental performance of their own products compared to only 30% of those who are not confident in environmental labels.

#### 4.5 Trust in companies' reports on their own environmental performance

##### - Over half of EU citizens do not trust companies' reports on their own environmental performance -

A majority of EU citizens do not trust companies' reports on their own environmental performance (54%), with only 44% trusting these reports. Furthermore, those who do not trust, are more likely to feel strongly about their opinion, with 12% saying that they do not trust at all, compared to 3% who completely trust.

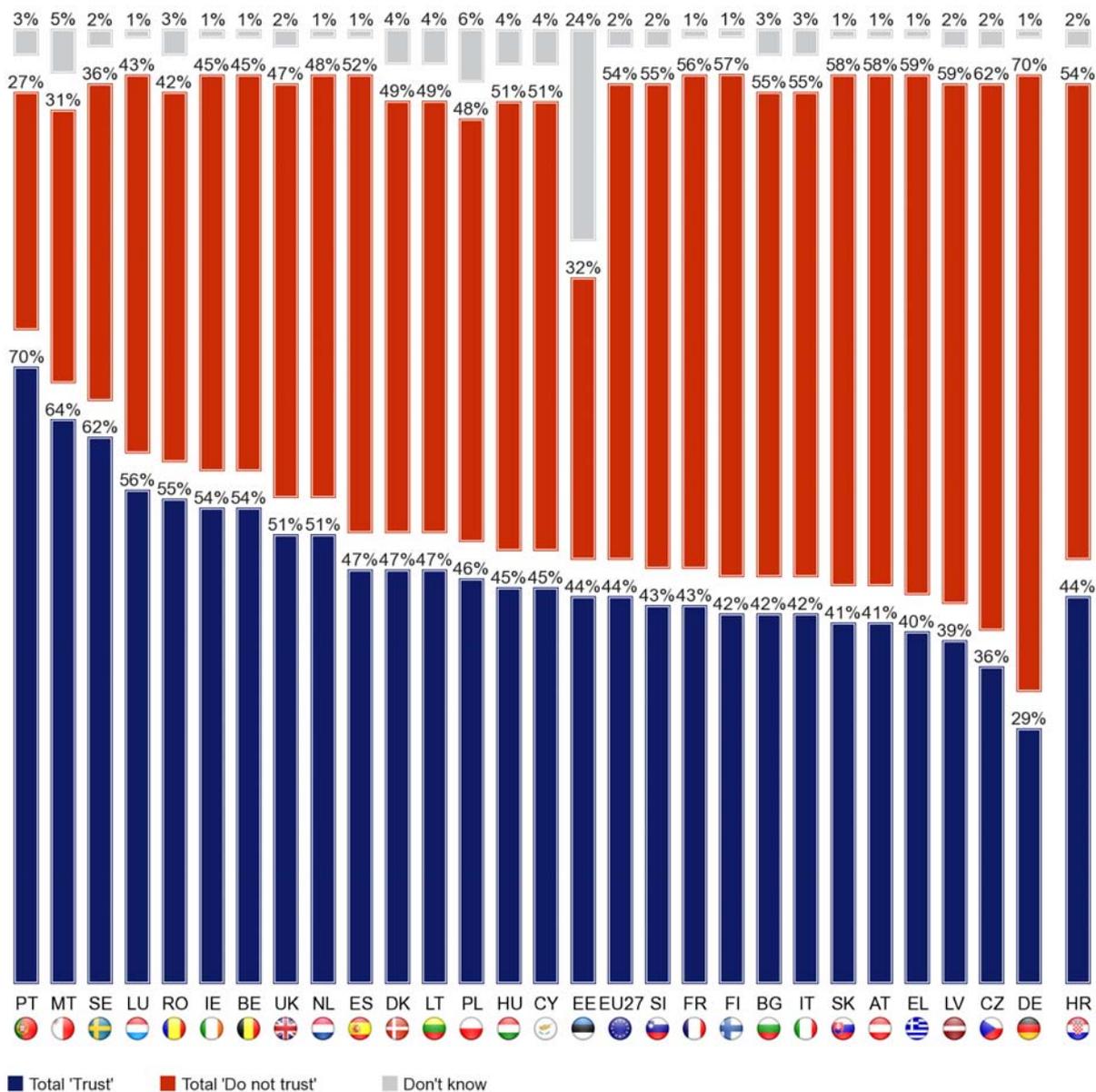
Q14. In general, how much do you trust companies' reports on their own environmental performance?



Base: All respondents = 25568

Within the EU, the highest levels of trust in companies' reports on their own environmental performance are found among Portuguese (70%), Maltese (64%) and Swedish (62%) citizens. Conversely, German (29%), Czech (36%) and Latvian (39%) citizens are least likely to trust these reports. Croatians levels of trust in these reports are similar to the EU average at 44%. The level of dispersion is quite high across Europe, encompassing a 41 percentage point difference in trust.

Q14. In general, how much do you trust companies' reports on their own environmental performance?



Base: All respondents = 25568

Once again, there is an age gap in EU citizens' trust of companies' report on their own environmental performance. 15-24 year olds are 6 percentage points more likely than those aged 55 or older to report that they trust companies' reports on their environmental performance.

**Q14 In general, how much do you trust companies' reports on their own environmental performance?**

	Total 'Trust'	Total 'Do not trust'	Don't know
EU27	44%	54%	2%
 <b>Age</b>			
15-24	47%	52%	1%
25-39	48%	51%	1%
40-54	43%	55%	2%
55 +	41%	55%	4%

**Base: All respondents = 25568**

Here again, there is a clear link between the results observed in this question and the one observed earlier on the confidence in environmental labels. Indeed, 54% of the respondents confident in environmental labels also trust companies' reports on their own environmental performance of their own products compared to 27% of those who are not confident in environmental labels.

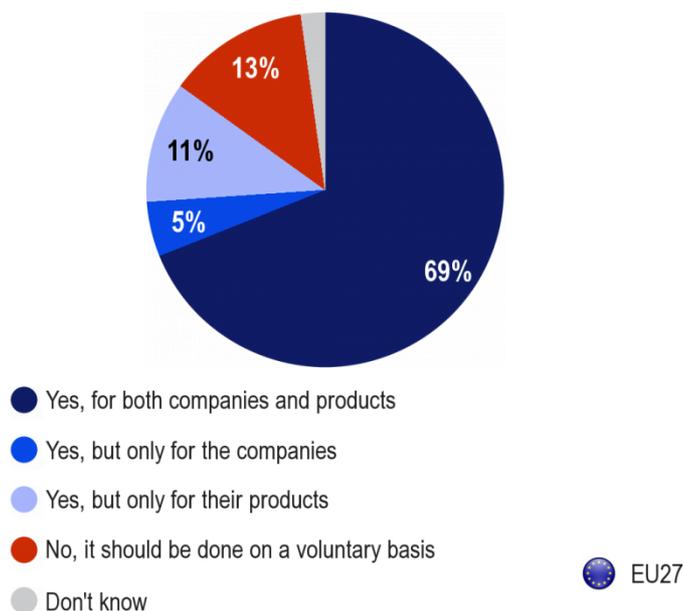
#### 4.6 The obligation for companies to publish reports on environmental performance

**- Obliging companies to publish reports on environmental performance has strong support within the European public -**

There is strong support among EU citizens for obliging companies to publish reports on their overall environmental performance and the performance of their products. Seven out of ten respondents are in favour of companies publishing reports on both their operations and their products (69%), whilst 11% think this should be required only for their products and 5% think that it should only be required for the companies themselves. Just 13% believe that environmental reporting by companies should be purely voluntary.

Although section 4.5 shows that EU citizens are often distrustful of companies' reports on their environmental performance, they are also strongly supportive of companies being obliged to publish reports on their environmental performance. This may suggest that citizens think that the reliability of companies' reports would increase if publishing reports was a requirement.

Q15. Do you think that companies should be obliged to publish reports on their overall environmental performance and the environmental performance of their products?



Base: All respondents = 25568

The level of public support for obliging companies to publish reports on their environmental performance varies across Member States. The lowest support for any type of reporting regulation is in Belgium (76%), Estonia (77%) and the Netherlands (77%). By contrast, support is near unanimous in Greece (95%) and Malta (94%).

Requiring companies to publish information on the environmental impact of their products only has the support of a small proportion of citizens in some states. Nearly one in five citizens in Luxembourg (19%), Latvia (18%), Lithuania (17%), Romania (17%) and Slovakia (17%) prefer this option. Requiring environmental reports only about the company, and not their products, has the support of no more than 7% of citizens in any Member State or Croatia.

Q15 Do you think that companies should be obliged to publish reports on their overall environmental performance and the environmental performance of their products?

	Yes, for both companies and products	Yes, but only for the companies	Yes, but only for their products	No, it should be done on a voluntary basis	Don't know
 EU27	69%	5%	11%	13%	2%
 BE	58%	5%	13%	23%	1%
 BG	66%	4%	16%	12%	2%
 CZ	73%	5%	9%	11%	2%
 DK	75%	3%	7%	13%	2%
 DE	68%	4%	12%	14%	2%
 EE	63%	2%	12%	13%	10%
 IE	79%	4%	8%	7%	2%
 EL	86%	1%	8%	4%	1%
 ES	75%	5%	8%	10%	2%
 FR	61%	4%	16%	17%	2%
 IT	83%	4%	5%	5%	3%
 CY	81%	3%	5%	6%	5%
 LV	62%	3%	18%	16%	1%
 LT	60%	4%	17%	15%	4%
 LU	57%	7%	19%	16%	1%
 HU	71%	5%	9%	11%	4%
 MT	84%	4%	6%	4%	2%
 NL	62%	6%	9%	21%	2%
 AT	72%	3%	11%	13%	1%
 PL	64%	7%	12%	14%	3%
 PT	75%	6%	8%	10%	1%
 RO	63%	4%	17%	14%	2%
 SI	78%	4%	8%	8%	2%
 SK	67%	6%	17%	9%	1%
 FI	61%	6%	15%	16%	2%
 SE	73%	3%	10%	12%	2%
 UK	67%	7%	9%	15%	2%
 HR	74%	4%	13%	7%	2%

**Highest percentage per country** *Lowest percentage per country*

Highest percentage per item      Lowest percentage per item

**Base: All respondents = 25568**

There is a strong relationship between respondents' support for obliging companies to publish reports on their overall environmental performance and the environmental performance of their products and respondents' belief that buying environmentally-friendly products can make a real difference to the environment. Nine out of ten citizens who believe buying environmentally-friendly products can make a real difference support obliging companies to report on their environmental performance (88%), whereas only three-quarters (73%) of those who do not believe buying these products can make a difference support this policy: a 15 percentage point difference.

**Q15 Do you think that companies should be obliged to publish reports on their overall environmental performance and the environmental performance of their products?**

	Total 'Yes'	No, it should be done on a voluntary basis	Don't know
EU27	85%	13%	2%
<b>Can make a real difference</b>			
Agree	88%	11%	1%
Disagree	73%	24%	3%

*Base: All respondents = 25568*

## 5. SUSTAINABLE CONSUMPTION – FOOD RELATED ISSUES

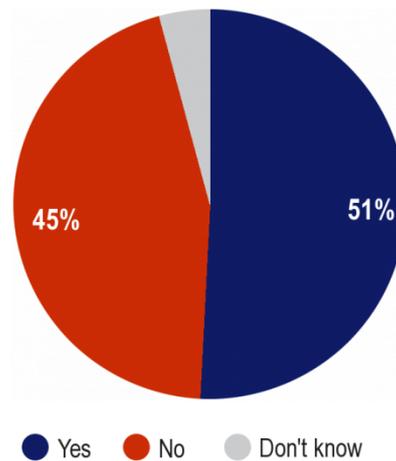
This chapter examines European citizens' views on environmental issues related to food. It specifically looks at views on "best before" dates and meat consumption.

### 5.1 The "best before" date

**- Nearly half of EU citizens believe it is not safe to consume food after the "best before" date -**

Nearly half of EU citizens (45%) believe that it is not safe to consume food products after the "best before" date stated on the label, with 51% believing that it is safe and 4% who don't know.

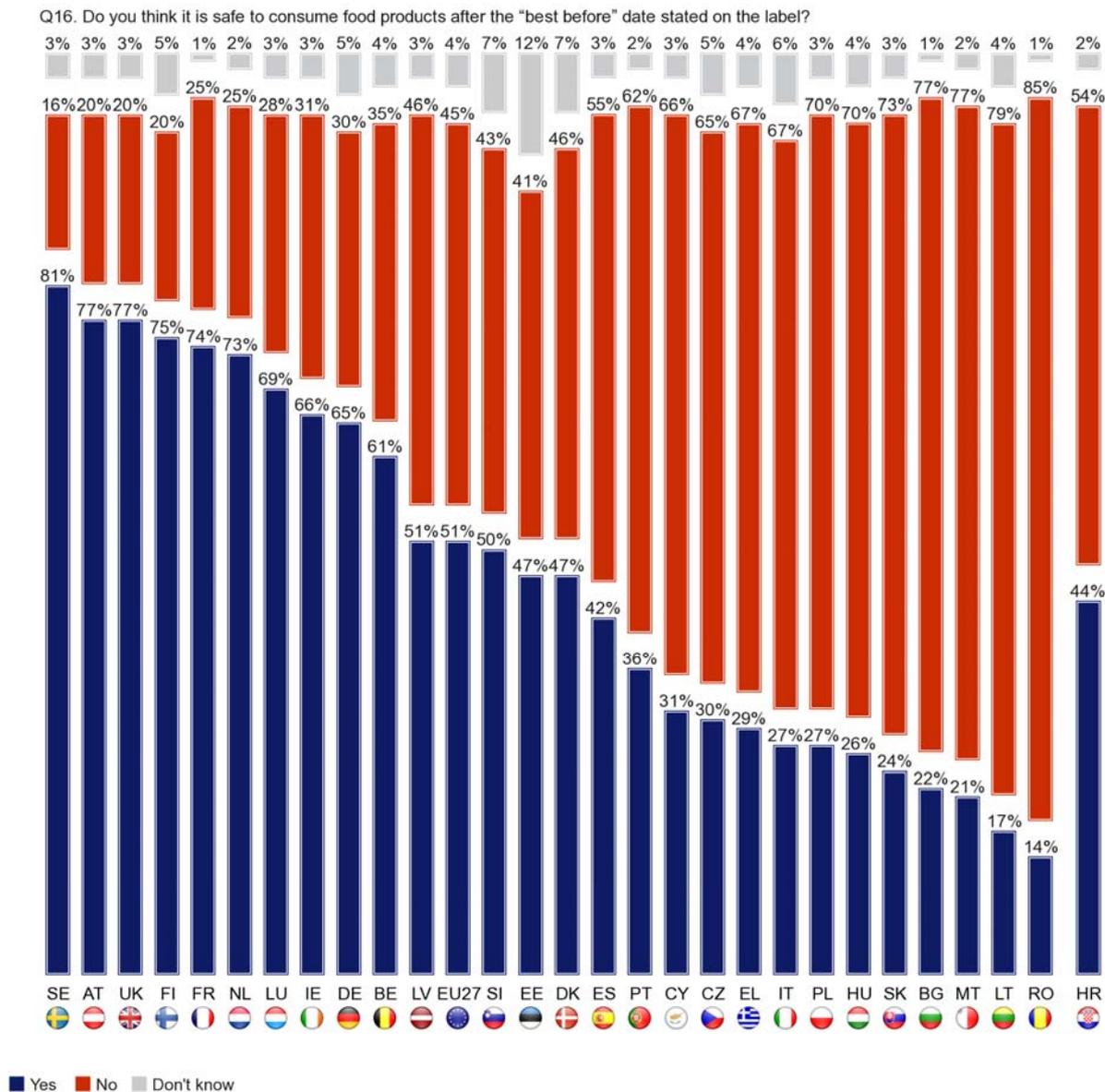
Q16. Do you think it is safe to consume food products after the "best before" date stated on the label?



 EU27

**Base: All respondents = 25568**

There are very large differences among citizens of Member States in their views on the safety of food past its “best before” date. More than three-quarters of citizens in Sweden (81%), Austria (77%) and the United Kingdom (77%) believe that it is safe to consume food products after the “best before” date stated on the label. This view is shared by just fewer than one in five citizens in Romania (14%) and Lithuania (17%).



Base: All respondents = 25568

The size of a respondent's household is related to whether they believe it is safe to consume food products after the "best before" date stated on the label. Respondents in single households are 14 percentage points more likely to answer that consuming product that are past their "best before" date is safe compared with respondents in households with four or more members (56% to 42%).

Education is also a key factor for the answers given to this question. 54% of the respondents with the highest educational level think that it is safe to consume food products after the "best before" date. Only 46% of those who finished their education before the age of 16.

**Q16 Do you think it is safe to consume food products after the "best before" date stated on the label?**

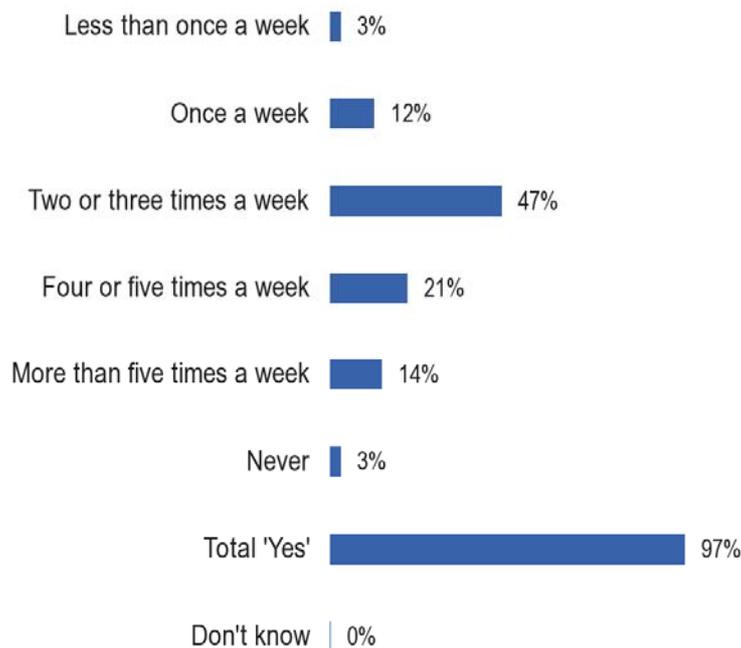
	Yes	No	Don't know
EU27	51%	45%	4%
<b>Education (End of)</b>			
15-	46%	51%	3%
16-19	51%	46%	3%
20+	54%	42%	4%
Still studying	48%	50%	2%
<b>Household composition</b>			
1	56%	39%	5%
2	54%	43%	3%
3	47%	49%	4%
4+	42%	56%	2%

**Base: All respondents = 25568**

## 5.2 Frequency of meat consumption

EU citizens regularly consume meat with just 3% claiming that they eat meat less than once a week and 3% saying they never eat meat. One in ten citizens report eating meat once a week (12%), around half of citizens eat meat two or three times a week (47%), a fifth eat it four or five times a week (21%) and 14% eat it more than five times a week.

Q17. How many times a week do you eat meat (beef, pork, poultry, etc.)?



 EU27

**Base: All respondents = 25568**

The highest proportion of EU citizens who claim to never eat meat are in the United Kingdom (6%). The highest meat consumption is in Denmark where more than half say that they eat meat more than five times a week (55%), with most of the remaining respondents reporting that they eat meat four or five times a week (26%).

Out of all EU countries, Greece is the country where most respondents claim to eat meat less than once a week (5%), once a week (20%) and two or three times a week (62%). It is also the country where the lowest proportion of respondents report they eat meat four of five times a week (9%) and more than five times a week (3%).

## Q17 How many times a week do you eat meat (beef, pork, poultry, etc.)?

	Less than once a week	Once a week	Two or three times a week	Four or five times a week	More than five times a week	Never	Total 'Yes'	Don't know
EU27	3%	12%	47%	21%	14%	3%	97%	0%
BE	2%	4%	34%	34%	24%	2%	98%	0%
BG	5%	14%	47%	18%	12%	3%	96%	1%
CZ	2%	9%	46%	27%	14%	2%	98%	0%
DK	1%	2%	15%	26%	55%	1%	99%	0%
DE	4%	19%	50%	17%	6%	3%	96%	1%
EE	5%	11%	39%	19%	23%	2%	97%	1%
IE	1%	3%	30%	33%	30%	3%	97%	0%
EL	5%	20%	62%	9%	3%	1%	99%	0%
ES	2%	14%	58%	18%	5%	3%	97%	0%
FR	2%	7%	37%	28%	24%	2%	98%	0%
IT	5%	19%	57%	12%	4%	2%	97%	1%
CY	2%	13%	59%	18%	7%	1%	99%	0%
LV	4%	9%	35%	25%	24%	3%	97%	0%
LT	2%	8%	39%	23%	25%	2%	97%	1%
LU	1%	9%	52%	26%	9%	3%	97%	0%
HU	1%	9%	59%	20%	9%	1%	98%	1%
MT	4%	17%	61%	11%	4%	3%	97%	0%
NL	2%	4%	21%	37%	34%	2%	98%	0%
AT	5%	15%	54%	17%	6%	3%	97%	0%
PL	1%	6%	51%	23%	16%	2%	97%	1%
PT	2%	7%	49%	25%	16%	1%	99%	0%
RO	4%	14%	49%	17%	14%	2%	98%	0%
SI	1%	8%	48%	24%	17%	2%	98%	0%
SK	2%	12%	53%	20%	12%	1%	99%	0%
FI	2%	9%	35%	28%	22%	4%	96%	0%
SE	2%	9%	38%	28%	21%	2%	98%	0%
UK	3%	10%	40%	24%	17%	6%	94%	0%
HR	1%	6%	46%	25%	21%	1%	99%	0%

Highest percentage per country

Lowest percentage per country

Highest percentage per item

Lowest percentage per item

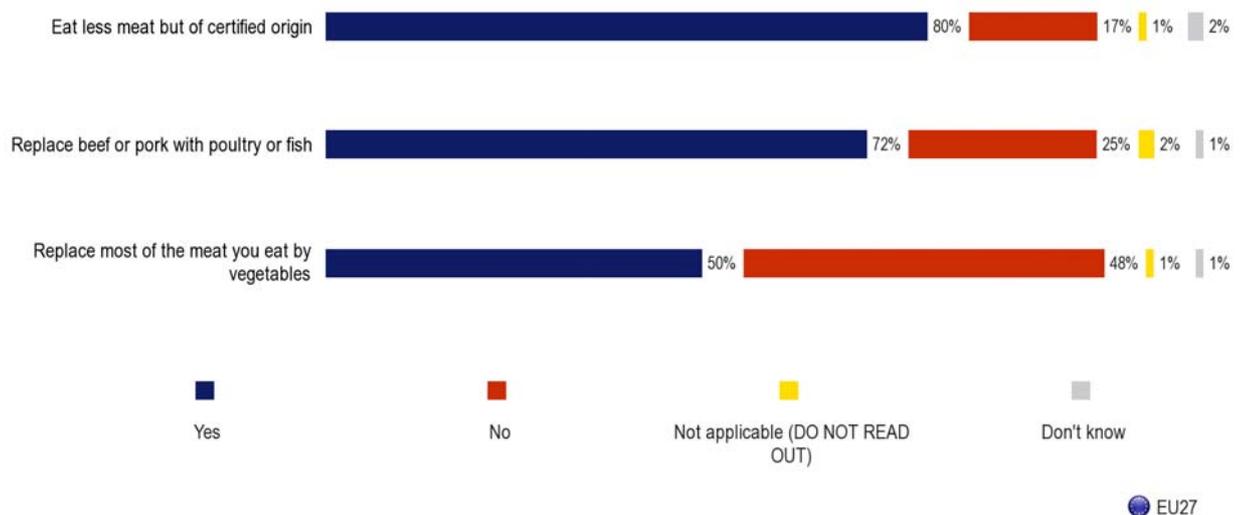
Base: All respondents = 25568

### 5.3 Willingness to eat less meat for environmental reasons

#### - Half of EU citizens would be willing to replace most of their meat consumption with vegetables -

Despite the high reported meat consumption overall, many EU citizens are willing to change their meat consumption habits for environmental reasons. Four out of five EU citizens would be willing to eat less meat but of certified origin (80%), three quarters would be willing to replace beef or pork with poultry or fish (72%) and half would be willing to replace most of the meat they eat with vegetables (50%).

Q18. Would you be willing to do the following for environmental reasons ...?

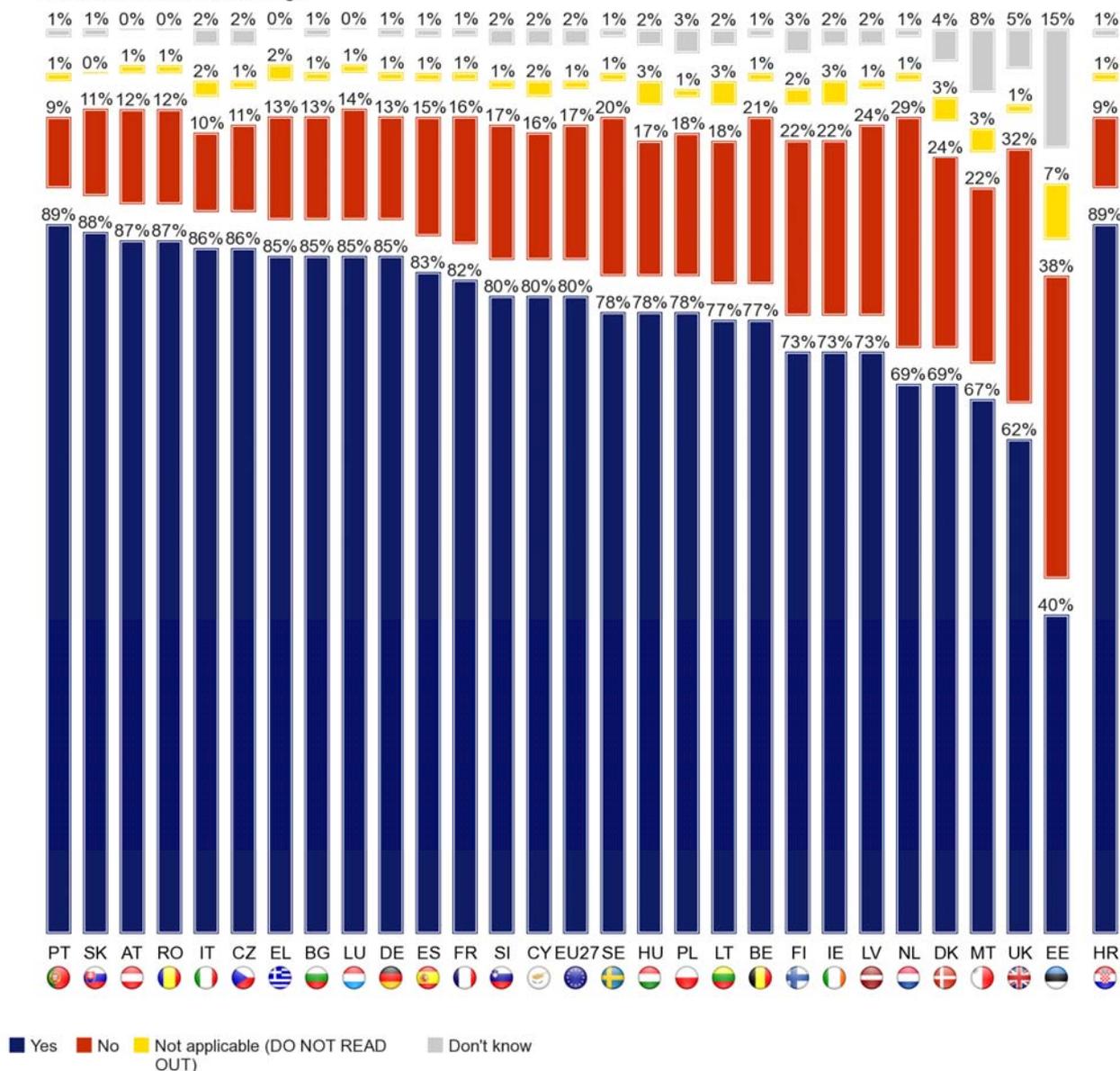


**Base: Respondents who eat meat= 24823**

The greatest willingness to eat less meat but of certified origin is reported by Portuguese (89%), Slovakian (88%), Austrian (87%), Romanian (87%), Italian and Czech respondents (both 86%). By contrast, fewer than half of Estonian (40%) respondents are willing to do so. Respondents in the United Kingdom (62%) and Malta (67%) are also less willing to change their meat consumption in this way. Respondents in Croatia also report a high level of willingness (89%).

Q18.2. Would you be willing to do the following for environmental reasons ...?

Eat less meat but of certified origin

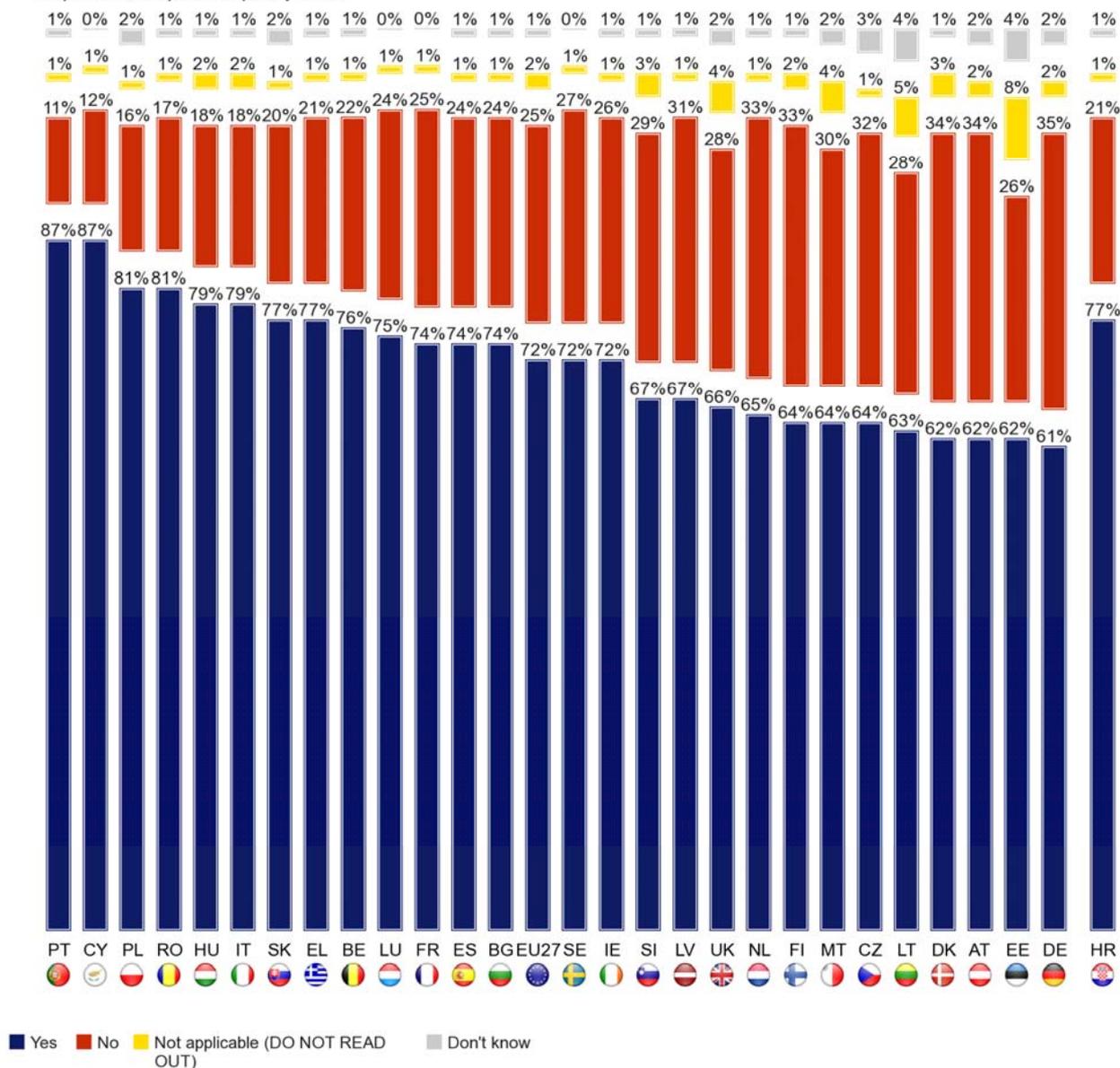


Base: Respondents who eat meat= 24823

More than half of citizens in every EU Member State are willing to replace beef with poultry or fish for environmental reasons. The greatest willingness is in Portugal (87%), Cyprus (87%), Poland (81%) and Romania (81%). Citizens in Germany (61%), Estonia (62%), Austria (62%) and Denmark (62%) are least willing to do so.

Q18.3. Would you be willing to do the following for environmental reasons ...?

Replace beef or pork with poultry or fish

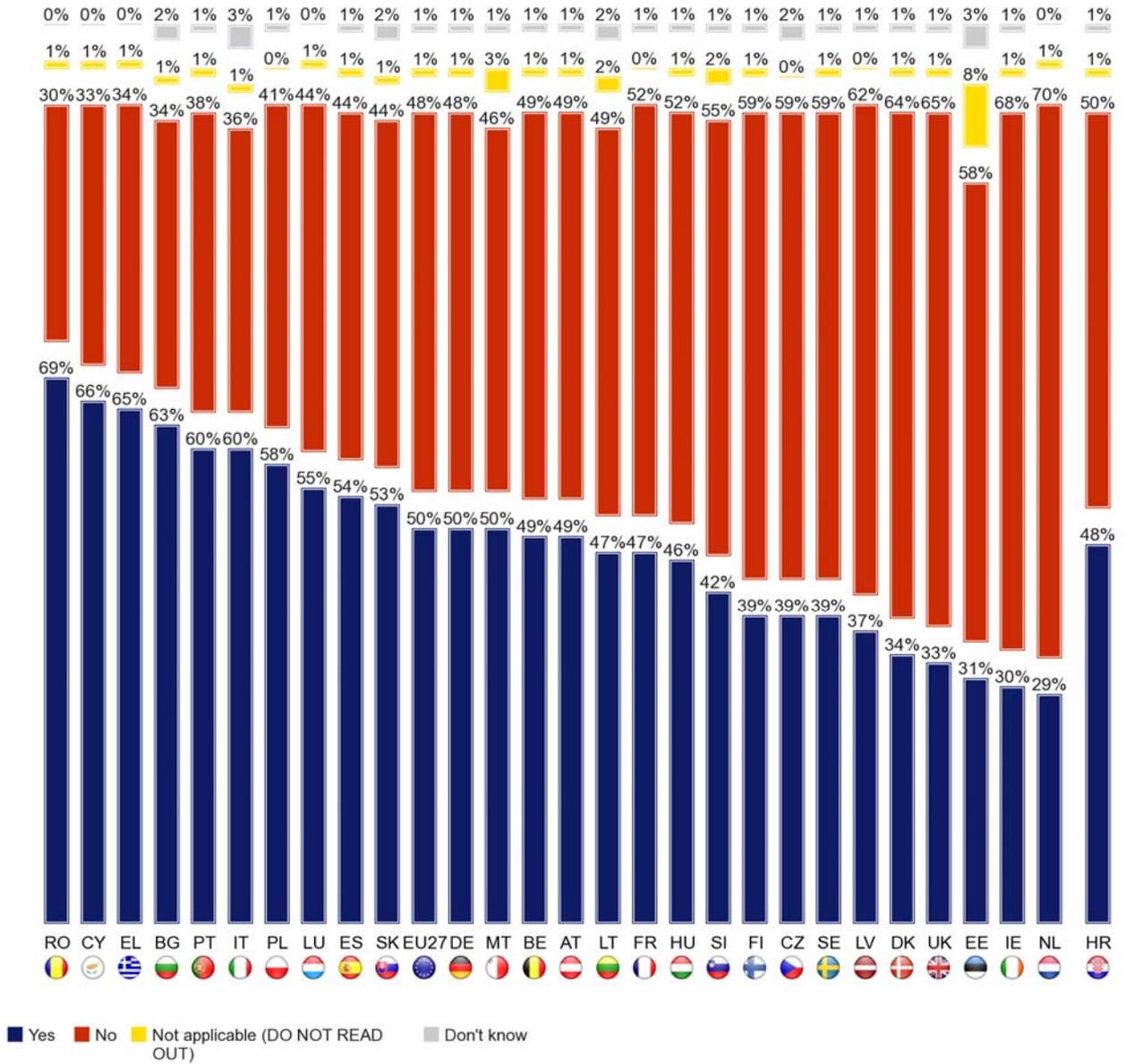


Base: Respondents who eat meat= 24823

Respondents are most willing to replace most of the meat they eat with vegetables in Romania (69%), Cyprus (66%) and Greece (65%). However, less than a third are willing to do so in the Netherlands (29%), Ireland (30%), Estonia (31%) and the United Kingdom (33%). Respondents in Croatia are about as willing to replace most of the meat they eat with vegetables (48%) as the EU average.

Q18.1. Would you be willing to do the following for environmental reasons ...?

Replace most of the meat you eat by vegetables



Base: Respondents who eat meat = 24823

The strongest socio-demographic factor linked to willingness to change one's meat consumption is gender. Female respondents are considerably more willing than male respondents to replace most of the meat they eat with vegetables (59% and 40%, respectively). Women are also more willing to replace beef or pork with poultry or fish (76% versus 67%) and eat less meat but of certified origin (83% versus 76%).

**Q18.1 Would you be willing to do the following for environmental reasons ...?**

**Replace most of the meat you eat by vegetables**

	Yes	No	Not applicable (DO NOT READ OUT)	Don't know
EU27	50%	48%	1%	1%
 <b>Sex</b>				
Male	40%	58%	1%	1%
Female	59%	39%	1%	1%

**Base: If respondent eats meat = 24823**

## 6. SUSTAINABLE CONSUMPTION – PRODUCTS LIFESPAN ISSUES

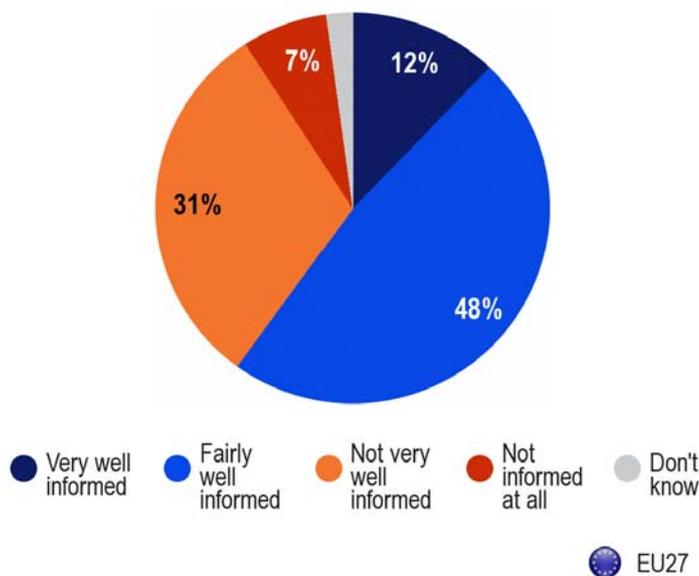
This chapter examines the European public's views on the lifespan of their products. This includes their opinions on the level of information on product labels, whether they would pay more or not for longer guarantees and how often they decide not to have a product repaired because the costs are too high.

### 6.1 Level of information about the lifespan of the products bought

#### - Most EU citizens feel informed about the lifespan of the products they buy -

On average, 60% of EU citizens feel informed about the lifespan of the products they buy and 38% do not feel informed. However, a similar proportion of EU respondents feel very well informed (12%) compared to those who do not feel informed at all (7%). 60% of respondents are informed of the lifespan of the products they buy to some extent but only 12% can confidently say that they are very well informed.

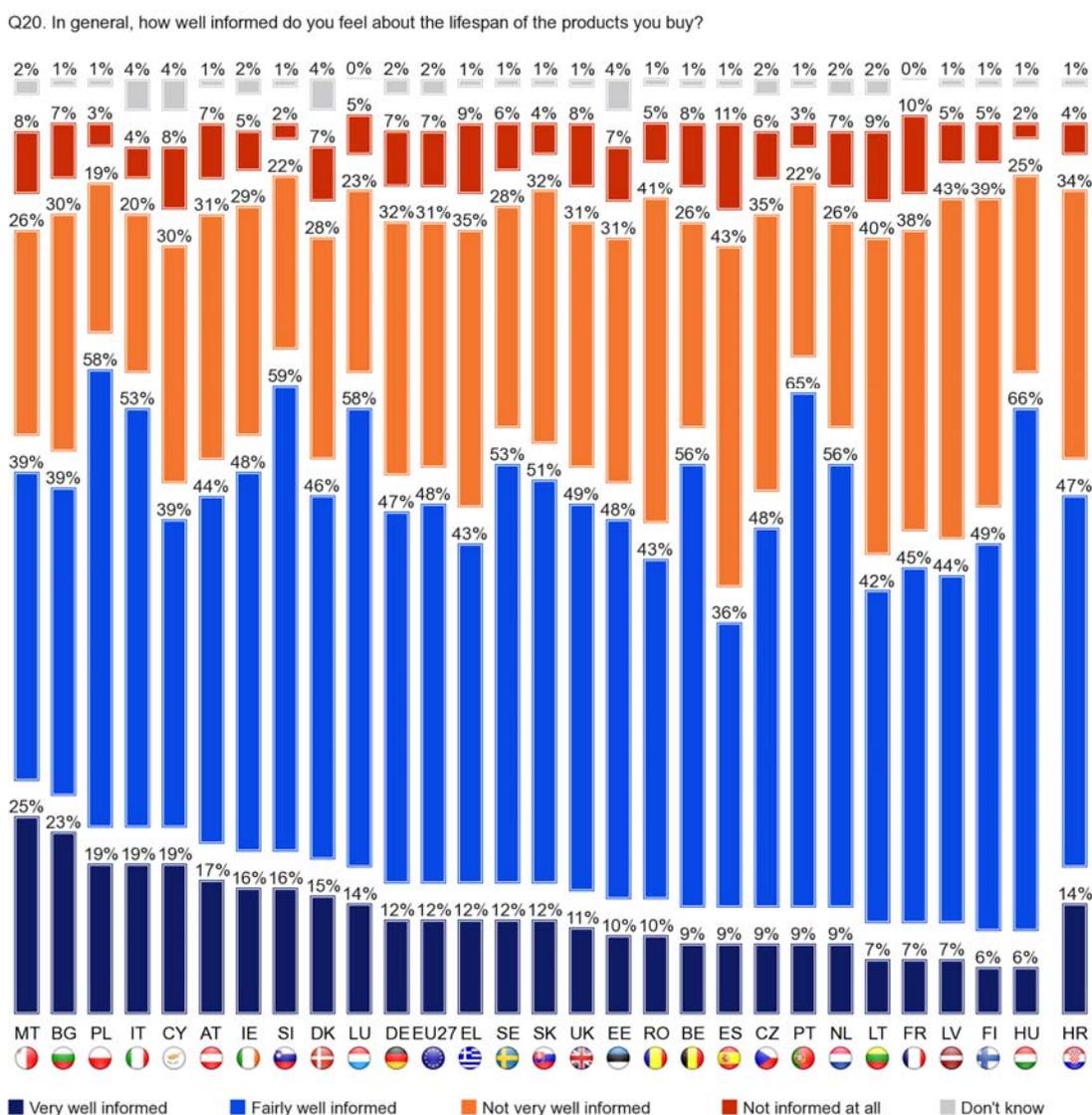
Q20. In general, how well informed do you feel about the lifespan of the products you buy?



Base: All respondents = 25568

EU citizens feel most informed about the lifespan of the products they buy in Poland (77%), Slovenia (75%) and Portugal (74%). Conversely, citizens feel significantly less informed in Spain (45%), Lithuania (49%) and Latvia (51%). Croatians feel about as informed about the lifespan of products (61%) as the EU average (60%).

Looking at the details, it can be observed that in only two countries, more than two respondents out of 10 say that they are “very well” informed: in Malta (25%) and in Bulgaria (23%). At the other end of the scale, less than one respondent out of 10 feels “very well”-informed in ten countries of the European Union: Belgium (9%), Spain (9%), Czech Republic (9%), Portugal (9%), the Netherlands (9%), Lithuania (7%), France (7%), Latvia (7%), Finland (6%) and Hungary (6%).



Base: All respondents = 25568

There are no large socio-demographic differences in how informed EU citizens feel about the lifespan of the products they buy. Women are only slightly more likely to feel informed than men (62% and 59%, respectively).

**Q20 In general, how well informed do you feel about the lifespan of the products you buy?**

	Total 'Informed'	Total 'Not informed'	Don't know
EU27	60%	38%	2%
 <b>Sex</b>			
Male	59%	39%	2%
Female	62%	36%	2%

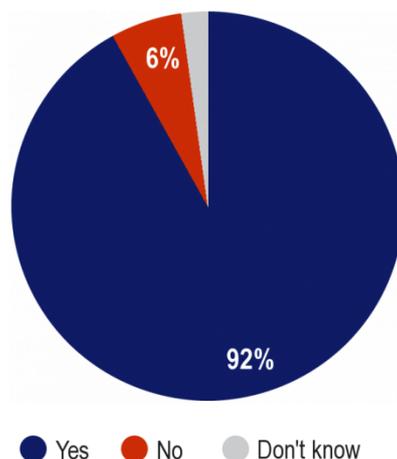
*Base: All respondents = 25568*

## 6.2 Support for indicating the lifespan of all products available on the market

### - Support for indicating the lifespan of products is almost universal -

Respondents overwhelmingly agree that the lifespan of products available on the market should be indicated: more than nine out of ten respond affirmatively (92%) and just 6% say that lifespan should not be indicated.

Q21. Do you think that the lifespan of products available on the market should be indicated?

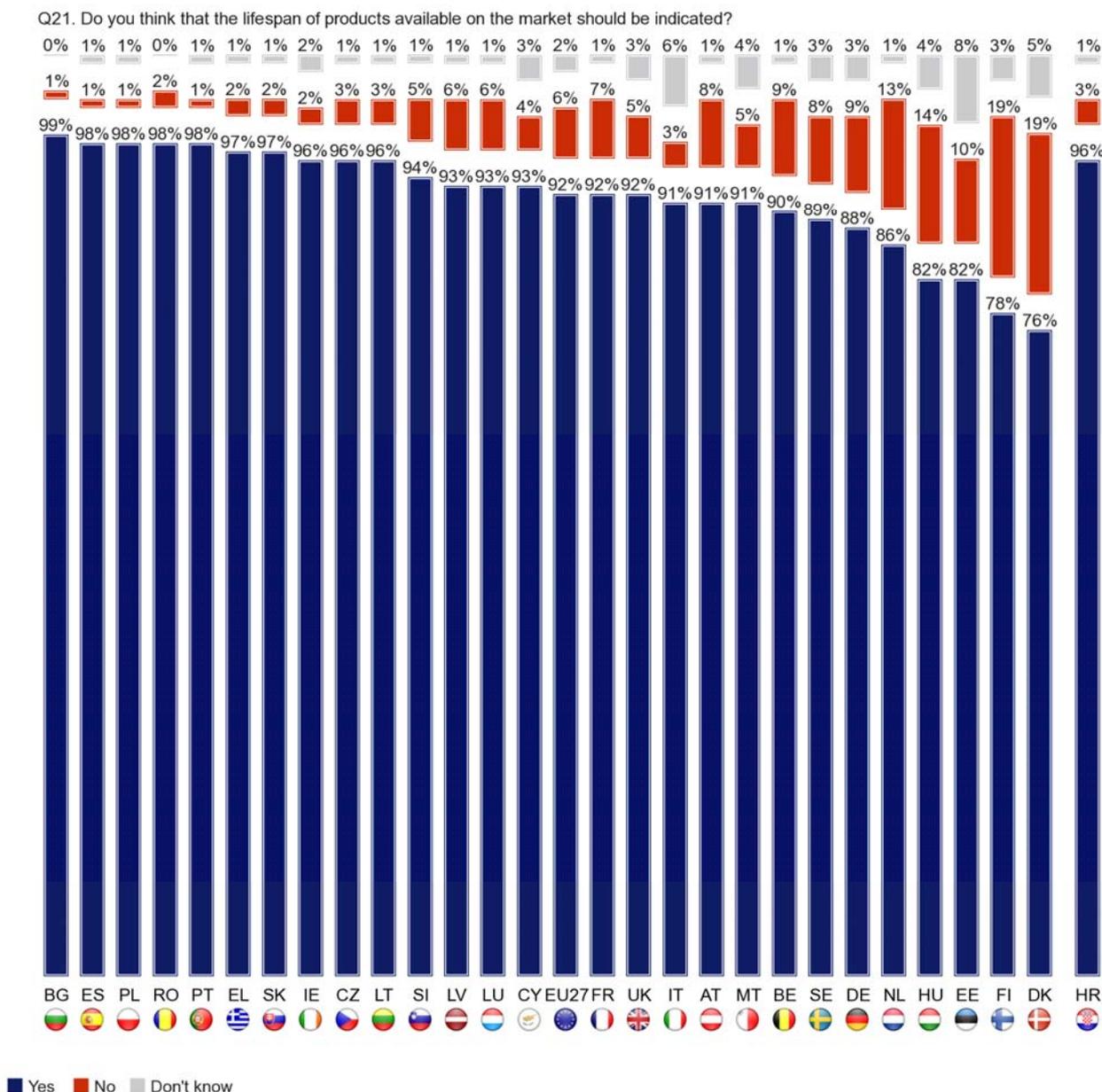


EU27

**Base: All respondents = 25568**

As analysed earlier, six respondents out of 10 declare that they are informed about the lifespan of the products – with only 12% saying that they are very well-informed compared to more than 9 respondents out of 10 who think that the lifespan of products available on the market should be indicated. Therefore one may conclude that the level of information on this is not linked to the fact that people think it should be a legal obligation. A similar proportion of respondents who are informed compared to those who are not informed believe that this should be indicated (92% and 94% respectively). The level of information and obligations are not linked. This could mean that respondents who feel informed about the lifespan of products they buy get this information from other sources than what is indicated on the products. EU citizens would like transparency of the products available on the market but that does not necessarily mean that they are more informed. In all but seven EU countries, 90% or more respondents agree that the

lifespan of products available on the market should be indicated. Lower levels of agreement with this statement are found in Denmark (76%), Finland (78%), Estonia (82%), Hungary (82%), the Netherlands (86%), Germany (88%) and Sweden (89%). However, even in these countries a large majority of respondents agree that lifespan of products should be indicated. At the other end of the scale support is nearly unanimous, with 99% of Bulgarian respondents agreeing that the lifespan of products should be indicated. Croatians’ support for the indication of the lifespan of products is higher than the EU average with 96% taking this view.



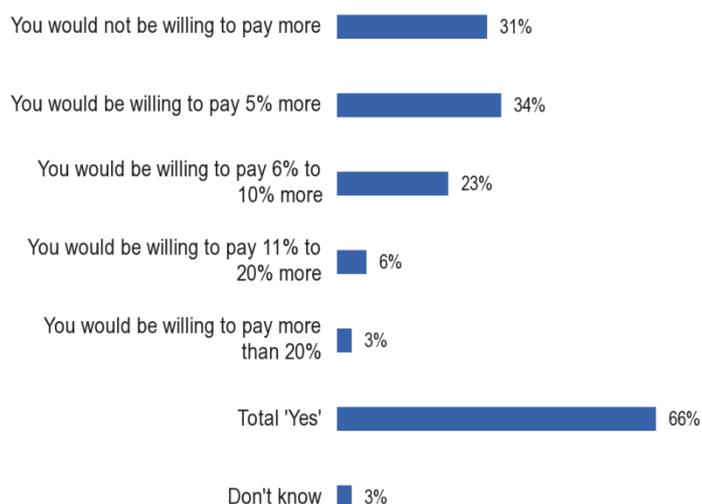
Base: All respondents = 25568

### 6.3 Willingness to pay more for a product if its guarantee of reliability was extended

#### - Two-thirds would be willing to pay more for a product with a guarantee of 5 years –

Across the EU, two-thirds of people (66%) would be willing to pay more for a product if its guarantee of reliability was extended to five years. Among these, a third of respondents would be willing to pay 5% more (34%), a quarter would be willing to pay 6-10% more (23%), one in twenty would be willing to pay 11-20% more (6%) and just 3% of respondents would be willing to pay more than 20% extra.

Q22. How much more, if anything, would you be willing to pay for a product if its guarantee of reliability was extended to 5 years?



EU27

**Base: All respondents = 25568**

Citizens are most willing to pay more for a product if its guarantee of reliability was extended to 5 years in Finland (79%), Ireland (76%), Hungary (76%) and Austria (76%). Citizens are least willing to pay any more in France (54%), Spain (58%) and Belgium (59%).

Among EU citizens, those in Austria and Finland are willing to pay the largest premium for a product if its guarantee of reliability was extended to 5 years with 30% in each country willing to pay 6-10% more and more than one in ten willing to pay 11% to 20% more (12% in Austria and 13% in Finland).

Three-quarters of Croatians would be willing to pay more for a product if its guarantee of reliability was extended to 5 years (75%), considerably higher than the EU average. They are also willing to pay a high premium: 28% would pay 6% to 10% more, 11% would be willing to pay 11% to 20% more and 10% would be willing to pay more than 20% (a higher proportion than in any EU 27 country).

Q22 How much more, if anything, would you be willing to pay for a product if its guarantee of reliability was extended to 5 years?

		You would not be willing to pay more	You would be willing to pay 5% more	You would be willing to pay 6% to 10% more	You would be willing to pay 11% to 20% more	You would be willing to pay more than 20%	Total 'Yes'	Don't know
	EU27	31%	34%	23%	6%	3%	66%	3%
	BE	39%	32%	20%	5%	2%	59%	2%
	BG	34%	28%	22%	7%	6%	63%	3%
	CZ	24%	32%	29%	8%	5%	74%	2%
	DK	35%	22%	23%	10%	6%	61%	4%
	DE	26%	31%	28%	9%	3%	71%	3%
	EE	30%	27%	25%	9%	2%	63%	7%
	IE	22%	35%	28%	7%	6%	76%	2%
	EL	31%	33%	22%	7%	3%	65%	4%
	ES	40%	35%	19%	2%	2%	58%	2%
	FR	44%	33%	17%	3%	1%	54%	2%
	IT	31%	38%	18%	5%	2%	63%	6%
	CY	25%	36%	21%	5%	4%	66%	9%
	LV	30%	30%	23%	10%	5%	68%	2%
	LT	33%	32%	22%	5%	3%	62%	5%
	LU	29%	36%	25%	5%	4%	70%	1%
	HU	22%	39%	26%	7%	4%	76%	2%
	MT	22%	39%	23%	7%	3%	72%	6%
	NL	33%	35%	22%	6%	2%	65%	2%
	AT	21%	30%	30%	12%	4%	76%	3%
	PL	23%	32%	28%	11%	4%	75%	2%
	PT	35%	40%	16%	3%	3%	62%	3%
	RO	28%	36%	21%	4%	9%	70%	2%
	SI	25%	31%	27%	9%	5%	72%	3%
	SK	27%	31%	26%	11%	3%	71%	2%
	FI	19%	31%	30%	13%	5%	79%	2%
	SE	22%	31%	29%	11%	4%	75%	3%
	UK	29%	35%	24%	7%	4%	70%	1%
	HR	22%	26%	28%	11%	10%	75%	3%

**Highest percentage per country**    *Lowest percentage per country*  
**Highest percentage per item**    *Lowest percentage per item*

*Base: All respondents = 25568*

Age is strongly related to willingness to pay more for a product with a guarantee of reliability of 5 years. Among EU citizens aged 15-24, eight out of ten are willing to pay more (78%) whereas only six in ten of those aged 55 years or older (59%) are willing to pay more.

Q22 How much more, if anything, would you be willing to pay for a product if its guarantee of reliability was extended to 5 years?

	Total 'Yes'	You would not be willing to pay more	Don't know
EU27	66%	31%	3%
<b>Age</b>			
15-24	78%	21%	1%
25-39	69%	29%	2%
40-54	66%	32%	2%
55 +	59%	36%	5%

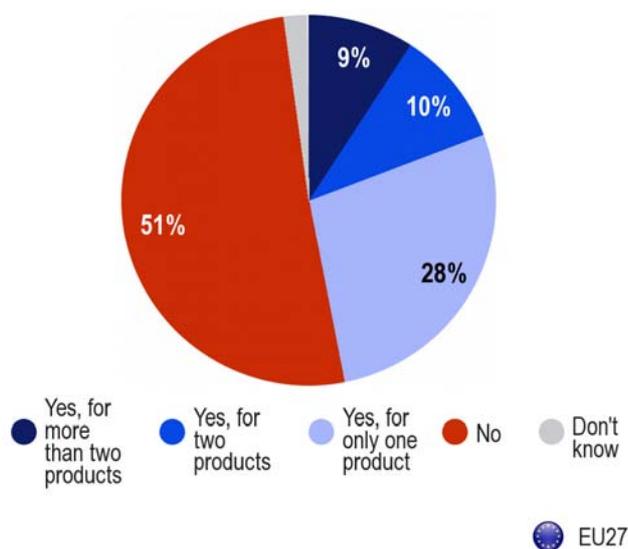
*Base: All respondents = 25568*

## 6.4 Frequency of faulty products not repaired

### - Nearly half of EU citizens have decided not to repair a faulty product because repair costs were too high -

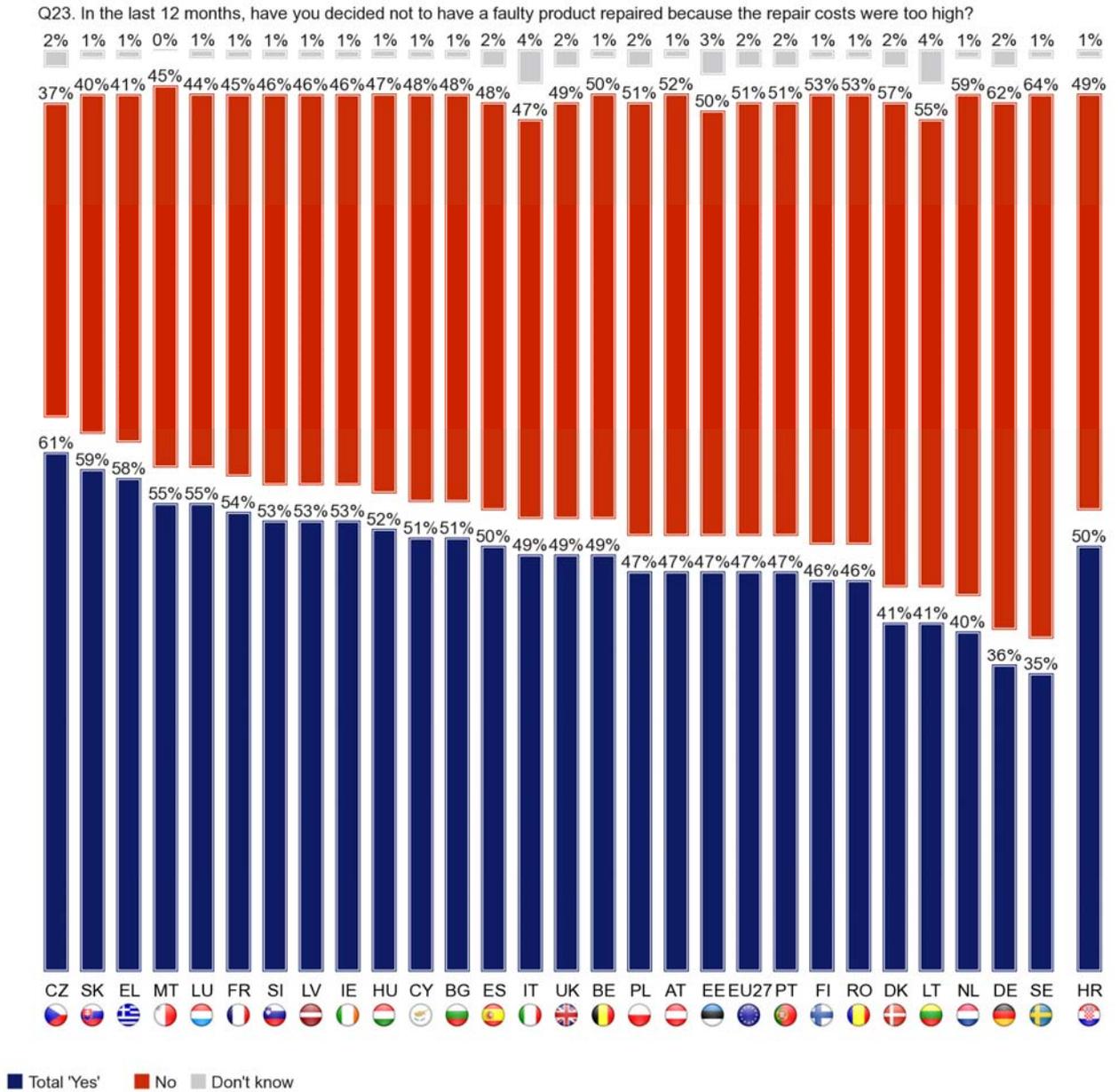
Just under half of survey respondents report that they decided not to have a faulty product repaired in the past 12 months because the repair costs were too high (47%).

Q23. In the last 12 months, have you decided not to have a faulty product repaired because the repair costs were too high?



**Base: All respondents = 25568**

Across Member States, respondents varied in their decisions not to repair faulty products. Respondents in the Czech Republic (61%), Slovakia (59%) and Greece (58%) are most likely to answer that they have not had products repaired for this reason. Respondents are least likely to answer that they have decided not have a product repaired because of cost in Sweden (35%), Germany (36%) and the Netherlands (40%). Half of Croatians have decided not to have a faulty product repaired for this reason (50%).



Base: All respondents = 25568

Self-employed respondents are particularly likely to report having not had a faulty product repaired within the last 12 months because the repair costs were too high, with nearly six in ten reporting this (57%).

**Q23 In the last 12 months, have you decided not to have a faulty product repaired because the repair costs were too high?**

	Total 'Yes'	No	Don't know
EU27	47%	51%	2%
<b>Respondent occupation scale</b>			
Self-employed	57%	41%	2%
Employee	49%	50%	1%
Manual workers	46%	52%	2%
Not working	44%	54%	2%

**Base: All respondents = 25568**

## **ANNEXES**

## **TECHNICAL SPECIFICATIONS**

**FLASH EUROBAROMETER 367**  
**"ATTITUDES OF EUROPEANS TOWARDS BUILDING THE SINGLE MARKET FOR**  
**GREEN PRODUCTS"**  
**TECHNICAL SPECIFICATIONS**

Between the 4th and the 10th of December 2012, TNS Political & Social, a consortium created between TNS political & social, TNS UK and TNS opinion, carried out the survey FLASH EUROBAROMETER 367 about "attitudes of Europeans towards building the single market for green products".

This survey has been requested by the EUROPEAN COMMISSION, Directorate-General for Environment. It is a general public survey co-ordinated by the Directorate-General for Communication ("Research and Speechwriting" Unit). The FLASH EUROBAROMETER 367 covers the population of the respective nationalities of the European Union Member States, resident in each of the 27 Member States and Croatia, aged 15 years and over. The survey covers the national population of citizens as well as the population of citizens of all the European Union Member States that are residents in these countries and have a sufficient command of the national languages to answer the questionnaire. All interviews were carried using the TNS e-Call center (our centralized CATI system). In every country respondents were called both on fixed lines and mobile phones. The basic sample design applied in all states is multi-stage random (probability). In each household, the respondent was drawn at random following the "last birthday rule".

TNS has developed its own RDD sample generation capabilities based on using contact telephone numbers from responders to random probability or random location face to face surveys, such as Eurobarometer, as seed numbers. The approach works because the seed number identifies a working block of telephone numbers and reduces the volume of numbers generated that will be ineffective. The seed numbers are stratified by NUTS2 region and urbanisation to approximate a geographically representative sample. From each seed number the required sample of numbers are generated by randomly replacing the last two digits. The sample is then screened against business databases in order to exclude as many of these numbers as possible before going into field. This approach is consistent across all countries.

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

Statistical Margins due to the sampling process (at the 95% level of confidence)											
<i>various sample sizes are in rows</i>						<i>various observed results are in columns</i>					
	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	
N=50	6,0	8,3	9,9	11,1	12,0	12,7	13,2	13,6	13,8	13,9	N=50
N=500	1,9	2,6	3,1	3,5	3,8	4,0	4,2	4,3	4,4	4,4	N=500
N=1000	1,4	1,9	2,2	2,5	2,7	2,8	3,0	3,0	3,1	3,1	N=1000
N=1500	1,1	1,5	1,8	2,0	2,2	2,3	2,4	2,5	2,5	2,5	N=1500
N=2000	1,0	1,3	1,6	1,8	1,9	2,0	2,1	2,1	2,2	2,2	N=2000
N=3000	0,8	1,1	1,3	1,4	1,5	1,6	1,7	1,8	1,8	1,8	N=3000
N=4000	0,7	0,9	1,1	1,2	1,3	1,4	1,5	1,5	1,5	1,5	N=4000
N=5000	0,6	0,8	1,0	1,1	1,2	1,3	1,3	1,4	1,4	1,4	N=5000
N=6000	0,6	0,8	0,9	1,0	1,1	1,2	1,2	1,2	1,3	1,3	N=6000
N=7000	0,5	0,7	0,8	0,9	1,0	1,1	1,1	1,1	1,2	1,2	N=7000
N=7500	0,5	0,7	0,8	0,9	1,0	1,0	1,1	1,1	1,1	1,1	N=7500
N=8000	0,5	0,7	0,8	0,9	0,9	1,0	1,0	1,1	1,1	1,1	N=8000
N=9000	0,5	0,6	0,7	0,8	0,9	0,9	1,0	1,0	1,0	1,0	N=9000
N=10000	0,4	0,6	0,7	0,8	0,8	0,9	0,9	1,0	1,0	1,0	N=10000
N=11000	0,4	0,6	0,7	0,7	0,8	0,9	0,9	0,9	0,9	0,9	N=11000
N=12000	0,4	0,5	0,6	0,7	0,8	0,8	0,9	0,9	0,9	0,9	N=12000
N=13000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,9	0,9	N=13000
N=14000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,8	0,8	N=14000
N=15000	0,3	0,5	0,6	0,6	0,7	0,7	0,8	0,8	0,8	0,8	N=15000
	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	

ABBR.	COUNTRIES	INSTITUTES	N° INTERVIEWS	FIELDWORK DATES		POPULATION 15+
BE	Belgium	TNS Dimarso	1.001	04/12/2012	06/12/2012	8.939.546
BG	Bulgaria	TNS BBSS	1.003	04/12/2012	06/12/2012	6.537.510
CZ	Czech Rep.	TNS Aisa s.r.o	1.000	04/12/2012	06/12/2012	9.012.443
DK	Denmark	TNS Gallup A/S	1.018	04/12/2012	06/12/2012	4.561.264
DE	Germany	TNS Infratest	1.001	05/12/2012	07/12/2012	64.336.389
EE	Estonia	TNS Emor	1.000	04/12/2012	06/12/2012	945.733
EL	Greece	TNS ICAP	1.002	04/12/2012	06/12/2012	8.693.566
ES	Spain	TNS Demoscopia S.A	1.000	03/12/2012	05/12/2012	39.127.930
FR	France	TNS Sofres	1.009	05/12/2012	07/12/2012	47.756.439
IE	Ireland	IMS Millward Brown	994	05/12/2012	10/12/2012	3.522.000
IT	Italy	TNS ITALIA	1.000	05/12/2012	07/12/2012	51.862.391
CY	Rep. of Cyprus	CYMAR	503	05/12/2012	07/12/2012	660.400
LV	Latvia	TNS Latvia	1.000	04/12/2012	06/12/2012	1.447.866
LT	Lithuania	TNS LT	1.000	04/12/2012	06/12/2012	2.829.740
LU	Luxembourg	TNS Dimarso	508	05/12/2012	07/12/2012	404.907
HU	Hungary	TNS Hoffmann Kft	1.006	04/12/2012	06/12/2012	8.320.614
MT	Malta	MISCO International Ltd	500	05/12/2012	07/12/2012	335.476
NL	Netherlands	TNS NIPO	1.006	03/12/2012	05/12/2012	13.371.980
AT	Austria	TNS Austria	1.002	04/12/2012	06/12/2012	7.009.827
PL	Poland	TNS OBOP	1.000	04/12/2012	06/12/2012	32.413.735
PT	Portugal	TNS EUROTESTE	1.000	04/12/2012	06/12/2012	8.080.915
RO	Romania	TNS CSOP	1.007	04/12/2012	06/12/2012	18.246.731
SI	Slovenia	RM PLUS	1.006	04/12/2012	06/12/2012	1.759.701
SK	Slovakia	TNS AISA Slovakia	1.000	04/12/2012	06/12/2012	4.549.956
FI	Finland	TNS Gallup Oy	1.001	03/12/2012	05/12/2012	4.440.004
SE	Sweden	TNS SIFO	1.000	04/12/2012	06/12/2012	7.791.240
UK	United Kingdom	TNS UK	1.001	04/12/2012	06/12/2012	51.848.010
<b>TOTAL EU27</b>			<b>25.568</b>	<b>04/12/2012</b>	<b>10/12/2012</b>	<b>408.806.313</b>
HR	Croatia	Puls	1.005	04/12/2012	06/12/2012	3.749.400
<b>TOTAL</b>			<b>26.573</b>	<b>04/12/2012</b>	<b>10/12/2012</b>	<b>412.555.713</b>

## QUESTIONNAIRE

EB FLASH 367 - Attitudes of Europeans towards building the single market for green products

D1 How old are you?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

D2 Gender.

Male	1
Female	2

ASK ALL

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

(READ OUT - ONE ANSWER ONLY)

You know a lot (M)	1
You know about the most significant impacts (M)	2
You know little about this (M)	3
You know nothing (M)	4
DK/NA	5

FL256 Q1 TREND MODIFIED

PROG: ROTATE ITEMS 1-4

Q2 Would you say that, when making a decision on what products you buy, the following aspects are important or not? (M)

(READ OUT - ONE ANSWER ONLY)

		Very important	Fairly important	Not very important	Not at all important	DK/NA
1	The product's impact on the environment	1	2	3	4	5
2	The price of the product	1	2	3	4	5
3	The quality of the product	1	2	3	4	5
4	The brand, the brand name of the product	1	2	3	4	5

FL256 Q2 TREND MODIFIED

Q3 Here are some statements about environmentally-friendly products. Which of the following statements best describes your behaviour towards these products in general?

INTERVIEWER, READ OUT IF THE RESPONDENT DOES NOT UNDERSTAND THE TERM 'ENVIRONMENTALLY FRIENDLY' in Q3: Environmentally-friendly products are products that have less negative impacts on the environment during production, use and disposal compared to other products (with the same functionality, addressing the same need, etc.)

(READ OUT - ONE ANSWER ONLY)

You often buy environmentally-friendly products	1
You sometimes buy environmentally-friendly products	2
You do not buy environmentally-friendly products but you definitely intend to do so in the future	3
You do not buy environmentally-friendly products but you may do so in the future	4
You used to buy environmentally-friendly products but you stopped	5
You have not bought environmentally-friendly products and do not intend to do so	6
You don't know what environmentally friendly products are (DO NOT READ OUT)	7
DK/NA	8

NEW

ASK Q4.1-8 AND Q5 IF Q3=1-6

PROG: ROTATE ITEMS 1-9  
Q4.9: ASK ALL

Q4 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.

(READ OUT - ONE ANSWER ONLY)

		Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	DK/NA
1	Environmentally-friendly products are good value for money	1	2	3	4	5
2	Environmentally-friendly products are as effective as regular products	1	2	3	4	5
3	You feel that using environmentally-friendly products is 'the right thing to do'	1	2	3	4	5
4	Environmentally-friendly products are easily available in shops	1	2	3	4	5
5	Buying environmentally-friendly products sets a good example	1	2	3	4	5
6	Buying environmentally-friendly products can make a real difference to the environment	1	2	3	4	5
7	Your family or friends will think it's a good thing if you use environmentally-friendly products	1	2	3	4	5
8	It is easy to differentiate environmentally-friendly products from other products	1	2	3	4	5
9	You think that concerns about the environment are exaggerated	1	2	3	4	5

NEW

Q5	How confident are you that when you buy a product labelled or otherwise indicated as environmentally friendly it will cause less damage to the environment than other products?
----	---

(READ OUT - ONE ANSWER ONLY)

Fully confident	1
Fairly confident	2
Not very confident	3
Not at all confident	4
DK/NA	5

NEW

ASK ALL

Q6	How much more, if anything, would you be willing to pay for products if you were confident that they were more environmentally friendly?
----	--

(READ OUT - ONE ANSWER ONLY)

You would not be willing to pay more	1
You would be willing to pay 5% more	2
You would be willing to pay 6% to 10% more	3
You would be willing to pay 11% to 20% more	4
You would be willing to pay more than 20%	5
DK/NA	6

NEW

PROG: ROTATE ANSWER CODES 1 TO 8, CODE 10 & 11 ARE SINGLE CODES

Q7	Have you done any of the following during the past month for environmental reasons?
----	---

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Chosen a more environmentally friendly way of travelling (on foot, by bicycle, by public transport)	1,
Reduced the consumption of disposable items (plastic bags, certain kinds of packaging, etc.)	2,
Separated most of your waste for recycling	3,
Cut down your water consumption (for example not leaving water running when washing the dishes or taking a shower)	4,
Cut down your energy consumption (for example turning down air conditioning or heating, not leaving appliances on stand-by, buying energy saving light bulbs, buying energy efficient appliances)	5,
Bought environmentally friendly products marked with an environmental label	6,
Chosen locally produced products or groceries	7,
Used your car less without replacing it by another means of travelling (M)	8,
Other (DO NOT READ OUT)	9,
None (DO NOT READ OUT)	10,
DK/ NA	11,

EB75.2 QB12 TREND MODIFIED

PROG: ROTATE ANSWER CODES 1 TO 7, CODE 9 & 10 ARE SINGLE CODES

Q8 In your opinion, which of the following actions would have the greatest impact on solving the environmental problems in (OUR COUNTRY)? (M)

(READ OUT – MAX. 3 ANSWERS)

Buying products produced by eco-friendly producers	1,
Buying low energy consumption home appliances (M)	2,
Making efforts to use less water	3,
Recycling and minimizing waste(M)	4,
Travelling less and adopting sustainable modes of transport	5,
Buying local agricultural products (N)	6,
Insulating houses/apartments	7,
Other (DO NOT READ OUT)	8,
None (DO NOT READ OUT)	9,
DK/NA	10,

FL256 Q8 TREND MODIFIED

Q9 Do you think that lower taxes on environmentally-friendly raw material and products can play a role in reducing our impact on the environment in (OUR COUNTRY)?"

(READ OUT - ONE ANSWER ONLY)

Yes, to a great extent	1
Yes, to some extent	2
No, not really	3
No, not at all	4
DK/NA	5

NEW

Q10 Do you think that current products labels provide enough information about their environmental impact in (OUR COUNTRY)?

(READ OUT - ONE ANSWER ONLY)

Yes, and the information is clear for all products
Yes, but the information is unclear for some products
No, the current labels are not clear
No, you did not know about the existence of such labels
DK/NA

NEW

PROG: ROTATE ANSWER CODES 1 TO 6, CODE 8 "DK/NA" IS A SINGLE CODE

Q11 Where would you like to find environmental information about a product?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

On the shelf where the product is placed	1,
In advertisements about the product on TV/radio/newspapers	2,
On the Internet	3,
In a leaflet in the shop	4,
On a bar code that can be scanned by a smart phone or a device provided in the shop	5,
On the product itself on a label	6,
Other (DO NOT READ OUT)	7,
DK/NA	8,

NEW

Q12	Have you come across exaggerated or misleading statements about the beneficial effects of products on the environment in the last twelve months? (M)
-----	--

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Yes	1
No	2
DK/NA	3

FL332 Q7.6 TREND MODIFIED
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Q13	In general, how much do you trust producers' claims about the environmental performance of their own products?
-----	--

(READ OUT – ONE ANSWER ONLY)
------------------------------

Trust completely	1
Tend to trust	2
Tend not to trust	3
Do not trust at all	4
DK/NA	5

FL256 Q10 TREND MODIFIED
--------------------------

Q14	In general, how much do you trust companies' reports on their own environmental performance?
-----	--

(READ OUT – ONE ANSWER ONLY)
------------------------------

Trust completely	1
Tend to trust	2
Tend not to trust	3
Do not trust at all	4
DK/NA	5

NEW BASED ON FL256 Q11 TREND MODIFIED
---------------------------------------

Q15	Do you think that companies should be obliged to publish reports on their overall environmental performance and the environmental performance of their products?
-----	--

(READ OUT – ONE ANSWER ONLY)
------------------------------

Yes, for both companies and products	1
Yes, but only for the companies	2
Yes, but only for their products	3
No, it should be done on a voluntary basis	4
DK/NA	5

NEW
-----

Q16 Do you think it is safe to consume food products after the “best before” date stated on the label?

(READ OUT – ONE ANSWER ONLY)

Yes	1
No	2
DK/NA	3

NEW

Q17 How many times a week do you eat meat (beef, pork, poultry, etc.)? (M)

(READ OUT – ONE ANSWER ONLY)

Less than once a week (N)	1
Once a week	2
Two or three times a week	3
Four or five times a week	4
More than five times a week	5
Never	6
DK/NA	7

EB64.4 QD2 TREND MODIFIED

ASK Q18 IF Q17=1-5

INTERVIEWER READ OUT: Some people say large scale meat production has a negative impact on the environment.

Q18 Would you be willing to do the following for environmental reasons ...?

(READ OUT – ONE ANSWER ONLY)

	Yes	No	Not applicable (DO NOT READ OUT)	DK/NA
--	-----	----	----------------------------------	-------

1	Replace most of the meat you eat by vegetables	1	2	3	4
2	Eat less meat but of certified origin	1	2	3	4
3	Replace beef or pork with poultry or fish	1	2	3	4

NEW

ASK ALL

INTERVIEWER READ OUT: Building apartments and houses requires the use of a lot of materials, energy, water and land and this has a negative impact on the environment. There are ways of constructing buildings so that this impact is reduced.

Q19 Suppose it was easy to find out the environmental impact of the construction of buildings. If you were to buy a house or an apartment, how important would this information be to your decision?

(READ OUT - ONE ANSWER ONLY)

Very important	1
Fairly important	2
Not very important	3
Not at all important	4
DK/NA	5

NEW

Q20 In general, how well informed do you feel about the lifespan of the products you buy?

(READ OUT - ONE ANSWER ONLY)

Very well informed	1
Fairly well informed	2
Not very well informed	3
Not informed at all	4
DK/NA	5

NEW

Q21 Do you think that the lifespan of products available on the market should be indicated?

(READ OUT - ONE ANSWER ONLY)

Yes	1
No	2
DK/NA	3

NEW

INTERVIEWER READ OUT: Under current EU legislation, every product must have a reliability of 2 years. This means that if your product was to break within 2 years of your purchase, you have the right to get it repaired or replaced free of charge without having to buy an extended commercial guarantee.

Q22 How much more, if anything, would you be willing to pay for a product if its guarantee of reliability was extended to 5 years?

(READ OUT - ONE ANSWER ONLY)

You would not be willing to pay more	1
You would be willing to pay 5% more	2
You would be willing to pay 6% to 10% more	3
You would be willing to pay 11% to 20% more	4
You would be willing to pay more than 20%	5
DK/NA	6

NEW

Q23 In the last 12 months, have you decided not to have a faulty product repaired because the repair costs were too high?

(READ OUT - ONE ANSWER ONLY)

Yes, for only one product	1
Yes, for two products	2
Yes, for more than two products	3
No	4
DK/NA	5

NEW

D4 How old were you when you stopped full-time education?

(INT.: IF "STILL STUDYING", CODE '00' - IF "NO EDUCATION" CODE '01' - IF "REFUSAL" CODE '98' - IF "DK" CODE '99')

FL908 D4

D5a 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? (M)

(ONE ANSWER ONLY)

Self-employed	1
Employee	2
Manual worker	3
Without a professional activity	4
Refusal (DO NOT READ OUT)	5

FL908 D5a

ASK D5b IF SELF-EMPLOYED, CODE 1 IN D5a

D5b Would you say you are...?

(READ OUT - ONE ANSWER ONLY)

Farmer, forester, fisherman	1
Owner of shop, craftsman	2
Professional (lawyer, medical practitioner, accountant, architect,...)	3
Manager of a company	4
Other/ Refusal (DO NOT READ OUT)	5

FL908 D5b

ASK D5c IF EMPLOYEE, CODE 2 IN D5a

D5c Would you say you are...?

(READ OUT - ONE ANSWER ONLY)

Professional (employed doctor, lawyer, accountant, architect, ...)	1
General management, director or top management	2
Middle management	3
Civil servant	4
Office clerk	5
Other employee (salesman, nurse, ...)	6
Other/ Refusal (DO NOT READ OUT)	7

FL908 D5c

ASK D5d IF MANUAL WORKER, CODE 3 IN D5a

D5d Would you say you are...?

(READ OUT – ONE ANSWER ONLY)

Supervisor\ foreman (team manager, ...)	1
Manual worker	2
Unskilled manual worker	3
Other\ Refusal (DO NOT READ OUT)	4

FL908 D5d

ASK D5e IF WITHOUT A PROFESSIONAL ACTIVITY, CODE 4 IN D5a

D5e Would you say you are...?

(READ OUT – ONE ANSWER ONLY)

Looking after the home	1
Student (full time)	2
Retired	3
Seeking a job	4
Other\ Refusal (DO NOT READ OUT)	5

FL908 D5e

D12 What region do you live in?

D13 Would you say you live in a...?

Rural area or village	1
Small or medium-sized town	2
Large town/city	3
DK/NA	4

D18 Have you got a mobile phone?

(DO NOT READ OUT)

Yes	1
No	2

D20 Have you got a landline phone?

(DO NOT READ OUT)

Yes	1
No	2

D22 Could you tell me how many people aged 15 years or more live in your household, yourself included?

Number of people aged 15 or more in the household

## TABLES

Q1 En général, que savez-vous de l'impact environnemental des produits que vous achetez et utilisez ?

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

Q1 Wie viel wissen Sie im Allgemeinen über die Auswirkungen der Produkte, die Sie kaufen und verwenden, auf die Umwelt?

		Vous en savez beaucoup		Vous en connaissez les impacts les plus significatifs		Vous en savez assez peu		Vous n'y connaissez rien		NSP/SR		Total 'Sait'		Total 'Ne sait pas'	
		You know a lot		You know about the most significant impacts		You know little about this		You know nothing		DK/NA		Total 'Knows'		Total 'Doesn't know'	
		Sie wissen viel		Sie wissen über die wichtigsten Auswirkungen Bescheid		Sie wissen wenig darüber		Sie wissen nichts		Weiß nicht / Keine Angabe		Gesamt 'Weiß'		Gesamt 'Weiß nicht'	
%		Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256
	EU 27	14	0	41	0	37	2	7	-2	1	0	55	0	44	0
	BE	9	-13	36	2	42	6	11	4	2	1	45	-11	53	10
	BG	14	6	39	8	37	2	9	-15	1	-1	53	14	46	-13
	CZ	13	2	52	15	28	-11	5	-7	2	1	65	17	33	-18
	DK	11	8	51	11	33	-15	4	-4	1	0	62	19	37	-19
	DE	18	14	46	-4	32	-8	3	-2	1	0	64	10	35	-10
	EE	8	-5	42	6	37	-3	10	0	3	2	50	1	47	-3
	IE	11	-1	31	-3	51	7	7	-3	0	0	42	-4	58	4
	EL	17	2	37	3	37	-1	9	-3	0	-1	54	5	46	-4
	ES	18	3	41	10	32	-9	8	-5	1	1	59	13	40	-14
	FR	7	-26	36	-10	43	30	13	5	1	1	43	-36	56	35
	IT	22	8	41	2	31	1	5	-11	1	0	63	10	36	-10
	CY	14	1	33	10	40	-10	13	0	0	-1	47	11	53	-10
	LV	15	9	46	5	31	-13	6	-3	2	2	61	14	37	-16
	LT	11	6	47	14	32	-8	6	-14	4	2	58	20	38	-22
	LU	11	-4	29	-21	47	20	12	5	1	0	40	-25	59	25
	HU	12	1	47	8	36	-3	4	-7	1	1	59	9	40	-10
	MT	9	-22	43	9	38	14	9	-1	1	0	52	-13	47	13
	NL	9	5	49	-2	38	-4	3	0	1	1	58	3	41	-4
	AT	19	16	53	-9	25	-7	2	-1	1	1	72	7	27	-8
	PL	13	-8	50	11	35	4	1	-7	1	0	63	3	36	-3
	PT	15	8	49	7	28	-16	7	0	1	1	64	15	35	-16
	RO	17	-3	29	1	38	3	15	1	1	-2	46	-2	53	4
	SI	21	-3	47	5	28	-1	4	-1	0	0	68	2	32	-2
	SK	18	7	39	3	36	-7	6	-4	1	1	57	10	42	-11
	FI	9	5	46	5	41	-9	3	-2	1	1	55	10	44	-11
	SE	14	6	42	0	41	-5	2	-2	1	1	56	6	43	-7
	UK	11	-1	29	-9	49	5	10	4	1	1	40	-10	59	9
	HR	10	-5	47	11	36	-3	6	-4	1	1	57	6	42	-7

Q2.1 Diriez-vous que les aspects suivants sont importants ou pas lorsque vous prenez une décision sur quels produits acheter ?

L'impact du produit sur l'environnement

Q2.1 Would you say that, when making a decision on what products you buy, the following aspects are important or not?

The product's impact on the environment

Q2.1 Würden Sie sagen, dass Ihnen die folgenden Aspekte wichtig oder nicht wichtig sind, wenn Sie entscheiden, welche Produkte Sie kaufen?

Die Auswirkung des Produkts auf die Umwelt

	%	Très important		Plutôt important		Pas très important		Pas important du tout		NSP/SR		Total 'Important'		Total 'Pas important'	
		Very important		Fairly important		Not very important		Not at all important		DK/NA		Total 'Important'		Total 'Not important'	
		Sehr wichtig		Ziemlich wichtig		Nicht sehr wichtig		Überhaupt nicht wichtig		Weiß nicht / Keine Angabe		Gesamt 'Wichtig'		Gesamt 'Nicht wichtig'	
		Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256
 EU 27		38	4	46	-2	12	0	3	-1	1	-1	84	2	15	-7
 BE		31	-9	51	4	14	6	3	-1	1	0	82	-5	17	5
 BG		55	24	33	-7	8	-5	2	-9	2	-3	88	17	10	-14
 CZ		27	4	48	9	18	-11	5	-2	2	0	75	13	23	-13
 DK		27	1	49	-6	17	3	4	0	3	2	76	-5	21	3
 DE		33	3	52	-2	13	1	1	-1	1	-1	85	1	14	0
 EE		15	-7	48	1	23	2	6	0	8	4	63	-6	29	2
 IE		33	-4	46	0	18	7	2	-3	1	0	79	-4	20	4
 EL		38	-20	45	12	11	6	4	1	2	1	83	-8	15	7
 ES		38	3	42	-8	16	6	3	-1	1	0	80	-5	19	5
 FR		36	9	46	-14	14	4	3	0	1	1	82	-5	17	4
 IT		54	0	38	7	6	-2	1	-3	1	-2	92	7	7	-5
 CY		40	-17	35	4	17	10	6	2	2	1	75	-13	23	12
 LV		24	4	44	-6	24	7	5	-5	3	0	68	-2	29	2
 LT		33	4	41	1	19	2	4	-5	3	-2	74	5	23	-3
 LU		40	5	47	-7	10	2	2	0	1	0	87	-2	12	2
 HU		37	5	49	2	11	-6	2	0	1	-1	86	7	13	-6
 MT		53	10	25	-18	15	5	5	1	2	2	78	-8	20	6
 NL		20	-1	59	-2	18	3	2	0	1	0	79	-3	20	3
 AT		48	6	43	-5	7	-1	1	-1	1	1	91	1	8	-2
 PL		40	11	44	-6	11	-4	3	0	2	-1	84	5	14	-4
 PT		44	5	47	6	7	-8	1	-2	1	-1	91	11	8	-10
 RO		48	5	37	3	11	-1	2	-5	2	-2	85	8	13	-6
 SI		44	6	39	-11	11	3	4	2	2	0	83	-5	15	5
 SK		40	17	43	-4	13	-8	3	-3	1	-2	83	13	16	-11
 FI		15	0	58	-3	22	2	3	0	2	1	73	-3	25	2
 SE		31	6	54	-3	11	-3	3	0	1	0	85	3	14	-3
 UK		32	5	47	-6	14	1	4	-2	3	2	79	-1	18	-1
 HR		44	7	39	-4	13	2	3	-5	1	0	83	3	16	-3

Q2.2 Diriez-vous que les aspects suivants sont importants ou pas lorsque vous prenez une décision sur quels produits acheter ?

Le prix du produit

Q2.2 Would you say that, when making a decision on what products you buy, the following aspects are important or not?

The price of the product

Q2.2 Würden Sie sagen, dass Ihnen die folgenden Aspekte wichtig oder nicht wichtig sind, wenn Sie entscheiden, welche Produkte Sie kaufen?

Der Preis des Produkts

	%	Très important		Plutôt important		Pas très important		Pas important du tout		NSP/SR		Total 'Important'		Total 'Pas important'	
		Very important		Fairly important		Not very important		Not at all important		DK/NA		Total 'Important'		Total 'Not important'	
		Sehr wichtig		Ziemlich wichtig		Nicht sehr wichtig		Überhaupt nicht wichtig		Weiß nicht / Keine Angabe		Gesamt 'Wichtig'		Gesamt 'Nicht wichtig'	
		Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256
 EU 27		40	-7	47	5	10	2	2	0	1	0	87	-2	12	2
 BE		37	-15	50	10	10	6	2	-1	1	0	87	-5	12	5
 BG		47	-14	40	13	9	0	3	1	1	0	87	-1	12	1
 CZ		33	-24	50	18	13	5	3	1	1	0	83	-6	16	6
 DK		27	1	51	-2	18	3	3	-2	1	0	78	-1	21	1
 DE		24	-13	57	9	16	5	2	-1	1	0	81	-4	18	4
 EE		51	-11	39	6	8	3	1	1	1	1	90	-5	9	4
 IE		49	3	41	-1	8	2	2	-3	0	-1	90	2	10	-1
 EL		46	-12	45	15	7	1	2	-3	0	-1	91	3	9	-2
 ES		49	3	42	-4	6	-1	2	1	1	1	91	-1	8	0
 FR		43	2	44	-4	11	2	2	0	0	0	87	-2	13	2
 IT		45	-12	46	13	6	0	2	-1	1	0	91	1	8	-1
 CY		58	9	35	-6	5	-2	1	-2	1	1	93	3	6	-4
 LV		36	-30	51	23	10	5	3	3	0	-1	87	-7	13	8
 LT		43	-29	39	15	12	9	4	4	2	1	82	-14	16	13
 LU		33	6	48	-5	13	-1	5	0	1	0	81	1	18	-1
 HU		43	-19	49	18	6	1	1	0	1	0	92	-1	7	1
 MT		58	3	28	-5	10	-1	3	2	1	1	86	-2	13	1
 NL		34	-3	56	4	9	0	1	-1	0	0	90	1	10	-1
 AT		30	-9	48	3	19	5	3	2	0	-1	78	-6	22	7
 PL		45	-3	45	1	7	2	2	1	1	-1	90	-2	9	3
 PT		54	-6	40	5	5	1	1	1	0	-1	94	-1	6	2
 RO		43	-19	41	13	13	7	2	-1	1	0	84	-6	15	6
 SI		44	12	42	-13	10	0	3	1	1	0	86	-1	13	1
 SK		38	-17	47	12	12	5	3	0	0	0	85	-5	15	5
 FI		28	-3	60	7	11	-3	1	-1	0	0	88	4	12	-4
 SE		19	-9	61	5	17	4	3	1	0	-1	80	-4	20	5
 UK		44	-3	45	5	7	0	3	-1	1	-1	89	2	10	-1
 HR		39	-10	43	7	15	4	3	0	0	-1	82	-3	18	4

Q2.3 Diriez-vous que les aspects suivants sont importants ou pas lorsque vous prenez une décision sur quels produits acheter ?

La qualité du produit

Q2.3 Would you say that, when making a decision on what products you buy, the following aspects are important or not?

The quality of the product

Q2.3 Würden Sie sagen, dass Ihnen die folgenden Aspekte wichtig oder nicht wichtig sind, wenn Sie entscheiden, welche Produkte Sie kaufen?

Die Qualität des Produkts

	%	Très important		Plutôt important		Pas très important		Pas important du tout		NSP/SR		Total 'Important'		Total 'Pas important'	
		Very important		Fairly important		Not very important		Not at all important		DK/NA		Total 'Important'		Total 'Not important'	
		Sehr wichtig		Ziemlich wichtig		Nicht sehr wichtig		Überhaupt nicht wichtig		Weiß nicht / Keine Angabe		Gesamt 'Wichtig'		Gesamt 'Nicht wichtig'	
		Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256
 EU 27		65	-2	32	2	2	0	1	1	0	-1	97	0	3	1
 BE		63	-7	33	5	3	2	1	1	0	-1	96	-2	4	3
 BG		86	10	13	-5	1	-1	0	-3	0	-1	99	5	1	-4
 CZ		57	-4	38	6	3	-2	1	0	1	0	95	2	4	-2
 DK		56	-3	39	2	4	1	1	1	0	-1	95	-1	5	2
 DE		61	-6	37	6	2	1	0	-1	0	0	98	0	2	0
 EE		62	-7	35	6	2	0	0	0	1	1	97	-1	2	0
 IE		69	-5	29	6	2	0	0	-1	0	0	98	1	2	-1
 EL		62	-21	34	19	3	2	1	0	0	0	96	-2	4	2
 ES		62	6	35	-5	3	-1	0	0	0	0	97	1	3	-1
 FR		64	7	33	-9	2	1	1	1	0	0	97	-2	3	2
 IT		70	-5	27	6	1	-2	1	1	1	0	97	1	2	-1
 CY		68	-13	29	12	2	1	0	0	1	0	97	-1	2	1
 LV		59	-16	37	16	3	0	1	1	0	-1	96	0	4	1
 LT		65	-7	30	4	3	2	1	1	1	0	95	-3	4	3
 LU		69	0	27	-2	2	1	2	1	0	0	96	-2	4	2
 HU		52	-10	44	10	4	0	0	0	0	0	96	0	4	0
 MT		82	14	14	-15	3	1	1	0	0	0	96	-1	4	1
 NL		59	-9	39	9	2	0	0	0	0	0	98	0	2	0
 AT		69	-4	28	3	2	1	1	0	0	0	97	-1	3	1
 PL		74	7	24	-6	1	0	0	0	1	-1	98	1	1	0
 PT		54	-5	41	3	3	1	1	1	1	0	95	-2	4	2
 RO		73	-7	23	8	2	-1	1	0	1	0	96	1	3	-1
 SI		68	5	29	-7	2	1	1	1	0	0	97	-2	3	2
 SK		69	9	27	-8	3	-1	1	0	0	0	96	1	4	-1
 FI		55	-6	42	5	2	0	0	0	1	1	97	-1	2	0
 SE		60	-3	38	4	1	-1	0	0	1	0	98	1	1	-1
 UK		65	-4	31	3	2	1	1	0	1	0	96	-1	3	1
 HR		63	-9	32	7	4	2	1	0	0	0	95	-2	5	2

Q2.4 Diriez-vous que les aspects suivants sont importants ou pas lorsque vous prenez une décision sur quels produits acheter ?

La marque, le nom de la marque du produit

Q2.4 Would you say that, when making a decision on what products you buy, the following aspects are important or not?

The brand, the brand name of the product

Q2.4 Würden Sie sagen, dass Ihnen die folgenden Aspekte wichtig oder nicht wichtig sind, wenn Sie entscheiden, welche Produkte Sie kaufen?

Die Marke, der Markenname des Produktes

	%	Très important		Plutôt important		Pas très important		Pas important du tout		NSP/SR		Total 'Important'		Total 'Pas important'	
		Very important		Fairly important		Not very important		Not at all important		DK/NA		Total 'Important'		Total 'Not important'	
		Sehr wichtig		Ziemlich wichtig		Nicht sehr wichtig		Überhaupt nicht wichtig		Weiß nicht / Keine Angabe		Gesamt 'Wichtig'		Gesamt 'Nicht wichtig'	
		Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256
 EU 27		14	0	32	7	36	-1	17	-6	1	0	46	7	53	-7
 BE		11	-2	29	9	42	9	17	-15	1	-1	40	7	59	-6
 BG		33	4	43	9	15	-10	8	-1	1	-2	76	13	23	-11
 CZ		17	-1	39	2	30	-3	13	2	1	0	56	1	43	-1
 DK		8	-2	27	8	38	7	26	-13	1	0	35	6	64	-6
 DE		5	-1	20	2	45	-1	29	0	1	0	25	1	74	-1
 EE		9	-6	32	-6	34	5	23	7	2	0	41	-12	57	12
 IE		16	-1	34	6	36	7	14	-11	0	-1	50	5	50	-4
 EL		18	-8	34	4	30	10	17	-7	1	1	52	-4	47	3
 ES		14	6	29	9	38	-12	18	-3	1	0	43	15	56	-15
 FR		11	4	32	10	36	-2	21	-11	0	-1	43	14	57	-13
 IT		20	-4	36	10	31	0	11	-7	2	1	56	6	42	-7
 CY		19	-7	28	-5	31	5	20	5	2	2	47	-12	51	10
 LV		15	-4	42	7	30	2	12	-4	1	-1	57	3	42	-2
 LT		19	0	31	-5	31	2	16	3	3	0	50	-5	47	5
 LU		15	2	32	3	36	2	17	-6	0	-1	47	5	53	-4
 HU		11	-2	33	-4	42	8	13	-2	1	0	44	-6	55	6
 MT		33	8	28	-9	28	-5	11	6	0	0	61	-1	39	1
 NL		6	-2	32	4	39	1	22	-3	1	0	38	2	61	-2
 AT		11	3	20	0	42	4	27	-6	0	-1	31	3	69	-2
 PL		21	-1	42	0	27	0	8	2	2	-1	63	-1	35	2
 PT		13	2	36	15	38	-20	12	3	1	0	49	17	50	-17
 RO		31	-4	40	8	23	2	4	-5	2	-1	71	4	27	-3
 SI		17	2	30	-2	34	-5	19	6	0	-1	47	0	53	1
 SK		20	1	36	-2	32	7	11	-5	1	-1	56	-1	43	2
 FI		4	0	30	5	45	0	20	-5	1	0	34	5	65	-5
 SE		7	1	32	9	40	1	20	-11	1	0	39	10	60	-10
 UK		12	1	36	12	35	-1	16	-11	1	-1	48	13	51	-12
 HR		18	0	26	0	37	8	18	-8	1	0	44	0	55	0

Q2b - Impact du produit sur l'environnement

Q2b - Product's impact on the environment

Q2b - Die Auswirkung des Produkts auf die Umwelt

		Plus important que le prix du produit	Aussi important que le prix du produit	Moins important que le prix du produit	Ne sait pas
		More important than the price of the product	As important as the price of the product	Less important than the price of the product	Don't know
		Wichtiger als der Preis des Produkts	Genauso wichtig wie der Preis des Produkts	Weniger wichtig als der Preis des Produkts	Weiß nicht
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	25	45	28	2
	BE	23	45	31	1
	BG	31	43	23	3
	CZ	22	43	32	3
	DK	31	36	30	3
	DE	31	45	22	2
	EE	10	34	49	7
	IE	20	39	40	1
	EL	21	45	32	2
	ES	19	44	35	2
	FR	24	41	34	1
	IT	29	49	20	2
	CY	15	43	39	3
	LV	19	37	41	3
	LT	21	42	33	4
	LU	34	38	26	2
	HU	21	46	31	2
	MT	21	47	29	3
	NL	17	45	36	2
	AT	41	43	15	1
	PL	22	47	29	2
	PT	18	52	29	1
	RO	28	46	23	3
	SI	26	44	28	2
	SK	28	44	27	1
	FI	17	44	37	2
	SE	33	45	20	2
	UK	20	41	35	4
	HR	30	43	25	2

Q2c - Impact du produit sur l'environnement

Q2c - Product's impact on the environment

Q2c - Die Auswirkung des Produkts auf die Umwelt

		Plus important que la qualité du produit	Aussi important que la qualité du produit	Moins important que la qualité du produit	Ne sait pas
		More important than the quality of the product	As important as the quality of the product	Less important than the quality of the product	Don't know
		Wichtiger als die Qualität des Produkts	Genauso wichtig wie die Qualität des Produkts	Weniger wichtig als die Qualität des Produkts	Weiß nicht
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	9	47	42	2
	BE	9	44	46	1
	BG	5	56	37	2
	CZ	8	42	47	3
	DK	10	40	47	3
	DE	8	50	41	1
	EE	3	31	58	8
	IE	7	42	50	1
	EL	11	49	38	2
	ES	11	46	42	1
	FR	9	47	43	1
	IT	12	56	30	2
	CY	9	44	44	3
	LV	5	41	51	3
	LT	8	41	47	4
	LU	10	48	41	1
	HU	13	52	34	1
	MT	6	55	37	2
	NL	7	36	55	2
	AT	11	55	33	1
	PL	6	48	44	2
	PT	14	57	27	2
	RO	9	52	37	2
	SI	8	53	37	2
	SK	8	49	42	1
	FI	4	37	57	2
	SE	8	47	43	2
	UK	11	39	47	3
	HR	11	52	35	2

Q2d - Impact du produit sur l'environnement

Q2d - Product's impact on the environment

Q2d - Die Auswirkung des Produkts auf die Umwelt

		Plus important que la marque du produit	Aussi important que la marque du produit	Moins important que la marque du produit	Ne sait pas
		More important than the brand of the product	As important as the brand of the product	Less important than the brand of the product	Don't know
		Wichtiger als die Marke des Produkts	Genauso wichtig wie die Marke des Produkts	Weniger wichtig als die Marke des Produkts	Weiß nicht
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
 EU 27		57	29	11	3
 BE		61	26	11	2
 BG		42	40	15	3
 CZ		41	37	18	4
 DK		60	25	11	4
 DE		74	19	5	2
 EE		46	29	16	9
 IE		50	33	16	1
 EL		53	30	15	2
 ES		56	28	14	2
 FR		59	28	12	1
 IT		57	31	9	3
 CY		50	30	17	3
 LV		39	36	22	3
 LT		45	35	15	5
 LU		57	31	11	1
 HU		60	29	9	2
 MT		44	35	18	3
 NL		60	27	11	2
 AT		75	17	6	2
 PL		44	39	14	3
 PT		60	31	8	1
 RO		40	40	17	3
 SI		58	29	11	2
 SK		48	36	14	2
 FI		56	30	12	2
 SE		63	26	9	2
 UK		51	31	14	4
 HR		58	28	12	2

Q3 Voici plusieurs affirmations portant sur les produits respectueux de l'environnement. Quelle affirmation, parmi les suivantes, décrit le mieux votre comportement à l'égard de ces produits en général ?

Q3 Here are some statements about environmentally-friendly products. Which of the following statements best describes your behaviour towards these products in general?

Q3 Hier nun einige Aussagen über umweltfreundliche Produkte. Welche der folgenden Aussagen beschreibt am besten, wie Sie sich in Bezug auf diese Produkte im Allgemeinen verhalten?

		Vous achetez souvent des produits respectueux de l'environnement  You often buy environmentally-friendly products  Sie kaufen häufig umweltfreundliche Produkte	Vous achetez parfois des produits respectueux de l'environnement  You sometimes buy environmentally-friendly products  Sie kaufen manchmal umweltfreundliche Produkte	Vous n'achetez pas de produits respectueux de l'environnement mais vous en avez la ferme intention à l'avenir  You do not buy environmentally-friendly products but you definitely intend to do so in the future  Sie kaufen keine umweltfreundlichen Produkte, beabsichtigen aber definitiv, dies in Zukunft zu tun	Vous n'achetez pas de produits respectueux de l'environnement mais vous le ferez peut-être à l'avenir  You do not buy environmentally-friendly products but you may do so in the future  Sie kaufen keine umweltfreundlichen Produkte, tun dies aber möglicherweise in der Zukunft	Vous achetez des produits respectueux de l'environnement mais vous avez arrêté  You used to buy environmentally-friendly products but you stopped  Sie haben früher umweltfreundliche Produkte gekauft, aber damit aufgehört
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	26	54	4	6	1
	BE	23	56	4	7	1
	BG	18	43	11	10	4
	CZ	16	57	7	7	3
	DK	29	56	3	5	1
	DE	37	53	2	2	0
	EE	16	60	3	7	1
	IE	22	56	6	8	3
	EL	31	49	4	5	3
	ES	30	48	5	8	2
	FR	27	54	3	6	1
	IT	17	57	6	11	1
	CY	20	54	5	6	1
	LV	20	55	6	8	2
	LT	15	55	4	8	2
	LU	32	51	6	5	1
	HU	31	52	3	5	2
	MT	24	44	6	3	2
	NL	16	65	4	5	0
	AT	48	45	2	1	0
	PL	27	51	6	5	0
	PT	25	57	3	6	2
	RO	26	45	8	6	2
	SI	28	60	2	2	2
	SK	25	56	7	4	2
	FI	16	64	4	9	0
	SE	27	62	3	4	1
	UK	20	57	5	8	1
	HR	24	55	6	6	1

Q3 Voici plusieurs affirmations portant sur les produits respectueux de l'environnement. Quelle affirmation, parmi les suivantes, décrit le mieux votre comportement à l'égard de ces produits en général ?

Q3 Here are some statements about environmentally-friendly products. Which of the following statements best describes your behaviour towards these products in general?

Q3 Hier nun einige Aussagen über umweltfreundliche Produkte. Welche der folgenden Aussagen beschreibt am besten, wie Sie sich in Bezug auf diese Produkte im Allgemeinen verhalten?

		Vous n'achetez pas de produits respectueux de l'environnement et vous n'avez pas l'intention de le faire	Vous ne savez pas ce que sont les produits respectueux de l'environnement (NE PAS LIRE)	NSP/SR	Total 'Achète'	Total 'N'achète pas'
		You have not bought environmentally-friendly products and do not intend to do so	You don't know what environmentally friendly products are (DO NOT READ OUT)	DK/NA	Total 'Buys'	Total 'Doesn't buy'
		Sie haben keine umweltfreundlichen Produkte gekauft und beabsichtigen auch nicht, dies zu tun	Sie wissen nicht, was umweltfreundliche Produkte sind (NICHT VORLESEN)	Weiß nicht / Keine Angabe	Gesamt 'Kauft'	Gesamt 'Kauft nicht'
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	4	2	3	80	15
	BE	6	1	2	79	18
	BG	8	1	5	61	33
	CZ	4	2	4	73	21
	DK	4	0	2	85	13
	DE	3	1	2	90	7
	EE	2	6	5	76	13
	IE	3	0	2	78	20
	EL	5	2	1	80	17
	ES	2	3	2	78	17
	FR	4	2	3	81	14
	IT	5	1	2	74	23
	CY	6	6	2	74	18
	LV	4	2	3	75	20
	LT	6	3	7	70	20
	LU	2	1	2	83	14
	HU	3	2	2	83	13
	MT	8	9	4	68	19
	NL	5	3	2	81	14
	AT	2	1	1	93	5
	PL	3	4	4	78	14
	PT	3	2	2	82	14
	RO	8	2	3	71	24
	SI	2	2	2	88	8
	SK	2	1	3	81	15
	FI	3	1	3	80	16
	SE	2	0	1	89	10
	UK	4	2	3	77	18
	HR	5	1	2	79	18

Q4.1 Voici plusieurs affirmations portant sur l'environnement et les produits respectueux de l'environnement. Pour chacune d'entre elles, veuillez indiquer si vous êtes d'accord ou pas ?

Les produits respectueux de l'environnement ont un bon rapport qualité-prix

Q4.1 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.

Environmentally-friendly products are good value for money

Q4.1 Hier nun einige Aussagen über die Umwelt und umweltfreundliche Produkte. Bitte geben Sie für jede der Aussagen an, ob Sie ihr zustimmen oder nicht.

Umweltfreundliche Produkte haben ein gutes Preis-Leistungs-Verhältnis

		Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	NSP/SR	Total 'D'accord'	Total 'Pas d'accord'
		Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	DK/NA	Total 'Agree'	Total 'Disagree'
		Stimme voll und ganz zu	Stimme eher zu	Stimme eher nicht zu	Stimme überhaupt nicht zu	Weiß nicht / Keine Angabe	Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	16	39	31	8	6	55	39
	BE	18	51	21	7	3	69	28
	BG	27	40	18	11	4	67	29
	CZ	17	42	28	6	7	59	34
	DK	25	43	19	5	8	68	24
	DE	11	39	40	6	4	50	46
	EE	10	33	34	11	12	43	45
	IE	9	39	38	8	6	48	46
	EL	28	35	20	12	5	63	32
	ES	16	34	33	11	6	50	44
	FR	10	35	38	13	4	45	51
	IT	11	37	34	11	7	48	45
	CY	29	36	14	9	12	65	23
	LV	12	40	37	8	3	52	45
	LT	22	37	28	9	4	59	37
	LU	17	46	25	8	4	63	33
	HU	34	46	13	3	4	80	16
	MT	35	27	24	5	9	62	29
	NL	6	43	37	7	7	49	44
	AT	12	48	33	4	3	60	37
	PL	15	48	23	5	9	63	28
	PT	26	38	20	10	6	64	30
	RO	49	30	10	9	2	79	19
	SI	27	42	22	6	3	69	28
	SK	24	45	23	4	4	69	27
	FI	13	61	20	2	4	74	22
	SE	23	53	16	3	5	76	19
	UK	11	39	33	8	9	50	41
	HR	29	52	11	5	3	81	16

Q4.2 Voici plusieurs affirmations portant sur l'environnement et les produits respectueux de l'environnement. Pour chacune d'entre elles, veuillez indiquer si vous êtes d'accord ou pas ?

Les produits respectueux de l'environnement sont aussi efficaces que les produits ordinaires

Q4.2 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.

Environmentally-friendly products are as effective as regular products

Q4.2 Hier nun einige Aussagen über die Umwelt und umweltfreundliche Produkte. Bitte geben Sie für jede der Aussagen an, ob Sie ihr zustimmen oder nicht.

Umweltfreundliche Produkte sind genauso wirksam wie herkömmliche Produkte

		Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	NSP/SR	Total 'D'accord'	Total 'Pas d'accord'
		Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	DK/NA	Total 'Agree'	Total 'Disagree'
		Stimme voll und ganz zu	Stimme eher zu	Stimme eher nicht zu	Stimme überhaupt nicht zu	Weiß nicht / Keine Angabe	Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	33	41	15	6	5	74	21
	BE	36	47	10	4	3	83	14
	BG	26	28	19	25	2	54	44
	CZ	26	41	20	8	5	67	28
	DK	35	37	16	4	8	72	20
	DE	31	37	20	5	7	68	25
	EE	29	38	15	6	12	67	21
	IE	30	44	16	4	6	74	20
	EL	43	26	11	15	5	69	26
	ES	45	34	11	6	4	79	17
	FR	36	44	12	5	3	80	17
	IT	29	45	13	5	8	74	18
	CY	48	25	13	8	6	73	21
	LV	24	39	24	10	3	63	34
	LT	25	41	19	10	5	66	29
	LU	32	48	11	4	5	80	15
	HU	45	36	12	3	4	81	15
	MT	52	21	15	7	5	73	22
	NL	18	48	25	4	5	66	29
	AT	35	38	16	6	5	73	22
	PL	33	43	15	5	4	76	20
	PT	47	32	9	9	3	79	18
	RO	49	23	9	17	2	72	26
	SI	31	30	23	12	4	61	35
	SK	31	39	18	8	4	70	26
	FI	19	56	17	2	6	75	19
	SE	45	39	9	4	3	84	13
	UK	24	52	14	3	7	76	17
	HR	21	36	25	16	2	57	41

Q4.3 Voici plusieurs affirmations portant sur l'environnement et les produits respectueux de l'environnement. Pour chacune d'entre elles, veuillez indiquer si vous êtes d'accord ou pas ?

Vous avez le sentiment que d'utiliser des produits respectueux de l'environnement est "la bonne chose à faire"

Q4.3 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.

You feel that using environmentally-friendly products is 'the right thing to do'

Q4.3 Hier nun einige Aussagen über die Umwelt und umweltfreundliche Produkte. Bitte geben Sie für jede der Aussagen an, ob Sie ihr zustimmen oder nicht.

Sie finden, dass es "eine gute Sache" ist, umweltfreundliche Produkte zu verwenden

		Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	NSP/SR	Total 'D'accord'	Total 'Pas d'accord'
	%	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	DK/NA	Total 'Agree'	Total 'Disagree'
		Stimme voll und ganz zu	Stimme eher zu	Stimme eher nicht zu	Stimme überhaupt nicht zu	Weiß nicht / Keine Angabe	Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
 EU 27		63	32	3	1	1	95	4
 BE		55	38	5	2	0	93	7
 BG		72	24	1	2	1	96	3
 CZ		75	21	2	1	1	96	3
 DK		59	32	5	3	1	91	8
 DE		69	27	2	1	1	96	3
 EE		63	32	2	1	2	95	3
 IE		64	32	3	1	0	96	4
 FI		81	15	2	2	0	96	4
 ES		70	26	3	1	0	96	4
 FR		56	38	4	2	0	94	6
 IT		51	43	3	1	2	94	4
 CY		80	15	2	1	2	95	3
 LV		61	33	4	2	0	94	6
 LT		60	34	3	2	1	94	5
 LU		57	38	4	1	0	95	5
 HU		78	19	2	0	1	97	2
 MT		79	16	3	1	1	95	4
 NL		35	49	13	3	0	84	16
 AT		75	23	1	1	0	98	2
 PL		70	28	1	1	0	98	2
 PT		79	18	1	1	1	97	2
 RO		88	9	1	2	0	97	3
 SI		84	14	2	0	0	98	2
 SK		77	20	2	1	0	97	3
 FI		38	55	6	1	0	93	7
 SE		79	19	1	1	0	98	2
 UK		52	42	3	2	1	94	5
 HR		67	30	2	1	0	97	3

Q4.4 Voici plusieurs affirmations portant sur l'environnement et les produits respectueux de l'environnement. Pour chacune d'entre elles, veuillez indiquer si vous êtes d'accord ou pas ?

Les produits respectueux de l'environnement sont faciles à trouver dans les magasins

Q4.4 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.

Environmentally-friendly products are easily available in shops

Q4.4 Hier nun einige Aussagen über die Umwelt und umweltfreundliche Produkte. Bitte geben Sie für jede der Aussagen an, ob Sie ihr zustimmen oder nicht.

Umweltfreundliche Produkte sind in Geschäften leicht erhältlich

		Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	NSP/SR	Total 'D'accord'	Total 'Pas d'accord'
		Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	DK/NA	Total 'Agree'	Total 'Disagree'
		Stimme voll und ganz zu	Stimme eher zu	Stimme eher nicht zu	Stimme überhaupt nicht zu	Weiß nicht / Keine Angabe	Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	17	37	35	8	3	54	43
	BE	21	44	26	6	3	65	32
	BG	20	28	30	20	2	48	50
	CZ	9	35	43	7	6	44	50
	DK	28	38	23	5	6	66	28
	DE	12	35	44	6	3	47	50
	EE	11	29	37	14	9	40	51
	IE	15	38	34	10	3	53	44
	EL	36	31	21	10	2	67	31
	ES	14	29	43	11	3	43	54
	FR	18	35	36	10	1	53	46
	IT	16	37	35	9	3	53	44
	CY	25	30	21	16	8	55	37
	LV	13	31	45	9	2	44	54
	LT	17	39	33	8	3	56	41
	LU	20	37	31	9	3	57	40
	HU	20	38	32	7	3	58	39
	MT	32	27	30	5	6	59	35
	NL	12	45	37	3	3	57	40
	AT	14	41	39	5	1	55	44
	PL	12	40	38	6	4	52	44
	PT	31	36	21	9	3	67	30
	RO	37	27	19	13	4	64	32
	SI	16	32	35	14	3	48	49
	SK	13	36	41	6	4	49	47
	FI	8	45	39	4	4	53	43
	SE	27	54	14	3	2	81	17
	UK	19	44	24	8	5	63	32
	HR	8	33	44	12	3	41	56

Q4.5 Voici plusieurs affirmations portant sur l'environnement et les produits respectueux de l'environnement. Pour chacune d'entre elles, veuillez indiquer si vous êtes d'accord ou pas ?

Acheter des produits respectueux de l'environnement montre le bon exemple

Q4.5 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.

Buying environmentally-friendly products sets a good example

Q4.5 Hier nun einige Aussagen über die Umwelt und umweltfreundliche Produkte. Bitte geben Sie für jede der Aussagen an, ob Sie ihr zustimmen oder nicht.

Durch den Kauf von umweltfreundlichen Produkten geht man mit gutem Beispiel voran

		Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	NSP/SR	Total 'D'accord'	Total 'Pas d'accord'
		Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	DK/NA	Total 'Agree'	Total 'Disagree'
		Stimme voll und ganz zu	Stimme eher zu	Stimme eher nicht zu	Stimme überhaupt nicht zu	Weiß nicht / Keine Angabe	Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	57	34	6	2	1	91	8
	BE	51	39	6	3	1	90	9
	BG	69	25	2	3	1	94	5
	CZ	44	41	11	2	2	85	13
	DK	56	32	7	3	2	88	10
	DE	54	34	9	2	1	88	11
	EE	49	38	6	3	4	87	9
	IE	56	39	3	1	1	95	4
	EL	67	22	5	5	1	89	10
	ES	68	25	3	2	2	93	5
	FR	51	37	8	4	0	88	12
	IT	50	41	6	2	1	91	8
	CY	71	18	5	3	3	89	8
	LV	43	40	13	3	1	83	16
	LT	52	37	6	4	1	89	10
	LU	55	39	4	1	1	94	5
	HU	71	24	2	1	2	95	3
	MT	85	10	3	1	1	95	4
	NL	38	48	11	2	1	86	13
	AT	54	35	7	3	1	89	10
	PL	68	27	3	1	1	95	4
	PT	88	10	1	1	0	98	2
	RO	78	16	2	3	1	94	5
	SI	77	18	3	1	1	95	4
	SK	58	36	3	2	1	94	5
	FI	31	58	8	1	2	89	9
	SE	71	23	3	2	1	94	5
	UK	44	46	6	2	2	90	8
	HR	61	34	2	2	1	95	4

Q4.6 Voici plusieurs affirmations portant sur l'environnement et les produits respectueux de l'environnement. Pour chacune d'entre elles, veuillez indiquer si vous êtes d'accord ou pas ?

Acheter des produits respectueux de l'environnement peut faire une vraie différence pour l'environnement

Q4.6 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.

Buying environmentally-friendly products can make a real difference to the environment

Q4.6 Hier nun einige Aussagen über die Umwelt und umweltfreundliche Produkte. Bitte geben Sie für jede der Aussagen an, ob Sie ihr zustimmen oder nicht.

Der Kauf von umweltfreundlichen Produkten kann tatsächlich etwas für die Umwelt bewirken

		Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	NSP/SR	Total 'D'accord'	Total 'Pas d'accord'
		Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	DK/NA	Total 'Agree'	Total 'Disagree'
		Stimme voll und ganz zu	Stimme eher zu	Stimme eher nicht zu	Stimme überhaupt nicht zu	Weiß nicht / Keine Angabe	Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
 EU 27		50	39	7	2	2	89	9
 BE		47	43	6	3	1	90	9
 BG		63	28	5	3	1	91	8
 CZ		38	49	10	2	1	87	12
 DK		50	38	6	3	3	88	9
 DE		42	42	11	2	3	84	13
 EE		45	39	8	2	6	84	10
 IE		52	39	5	3	1	91	8
 EL		67	24	4	4	1	91	8
 ES		62	31	4	2	1	93	6
 FR		43	46	7	3	1	89	10
 IT		52	38	6	2	2	90	8
 CY		71	21	4	1	3	92	5
 LV		37	44	13	4	2	81	17
 LT		52	38	5	3	2	90	8
 LU		49	44	4	2	1	93	6
 HU		65	31	2	1	1	96	3
 MT		79	14	4	1	2	93	5
 NL		34	50	13	2	1	84	15
 AT		53	38	6	2	1	91	8
 PL		57	35	6	1	1	92	7
 PT		81	15	2	1	1	96	3
 RO		74	21	2	3	0	95	5
 SI		70	24	3	2	1	94	5
 SK		49	42	6	2	1	91	8
 FI		28	61	8	1	2	89	9
 SE		55	37	4	3	1	92	7
 UK		41	44	9	3	3	85	12
 HR		50	43	4	2	1	93	6

Q4.7 Voici plusieurs affirmations portant sur l'environnement et les produits respectueux de l'environnement. Pour chacune d'entre elles, veuillez indiquer si vous êtes d'accord ou pas ?

Votre famille et vos amis penseront que c'est une bonne chose si vous utilisez des produits respectueux de l'environnement

Q4.7 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.

Your family or friends will think it's a good thing if you use environmentally-friendly products

Q4.7 Hier nun einige Aussagen über die Umwelt und umweltfreundliche Produkte. Bitte geben Sie für jede der Aussagen an, ob Sie ihr zustimmen oder nicht.

Ihre Familie oder Freunde werden denken, dass es eine gute Sache ist, wenn Sie umweltfreundliche Produkte verwenden

		Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	NSP/SR	Total 'D'accord'	Total 'Pas d'accord'
		Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	DK/NA	Total 'Agree'	Total 'Disagree'
		Stimme voll und ganz zu	Stimme eher zu	Stimme eher nicht zu	Stimme überhaupt nicht zu	Weiß nicht / Keine Angabe	Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	41	39	11	4	5	80	15
	BE	34	44	12	6	4	78	18
	BG	66	26	4	2	2	92	6
	CZ	37	49	8	2	4	86	10
	DK	34	30	13	9	14	64	22
	DE	36	37	18	4	5	73	22
	EE	42	35	7	3	13	77	10
	IE	32	44	14	4	6	76	18
	EL	55	26	7	8	4	81	15
	ES	51	36	6	4	3	87	10
	FR	38	41	12	6	3	79	18
	IT	38	44	8	2	8	82	10
	CY	61	26	4	2	7	87	6
	LV	27	43	22	6	2	70	28
	LT	44	42	8	3	3	86	11
	LU	39	43	8	4	6	82	12
	HU	49	40	5	2	4	89	7
	MT	62	23	7	1	7	85	8
	NL	16	46	25	9	4	62	34
	AT	46	36	10	4	4	82	14
	PL	48	41	7	1	3	89	8
	PT	65	26	3	2	4	91	5
	RO	72	20	3	3	2	92	6
	SI	64	27	5	1	3	91	6
	SK	50	40	6	2	2	90	8
	FI	23	57	13	2	5	80	15
	SE	46	36	8	5	5	82	13
	UK	28	44	17	4	7	72	21
	HR	34	48	9	4	5	82	13

Q4.8 Voici plusieurs affirmations portant sur l'environnement et les produits respectueux de l'environnement. Pour chacune d'entre elles, veuillez indiquer si vous êtes d'accord ou pas ?

Il est facile de différencier les produits respectueux de l'environnement des autres produits

Q4.8 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.

It is easy to differentiate environmentally-friendly products from other products

Q4.8 Hier nun einige Aussagen über die Umwelt und umweltfreundliche Produkte. Bitte geben Sie für jede der Aussagen an, ob Sie ihr zustimmen oder nicht.

Es ist einfach, umweltfreundliche Produkte von anderen Produkten zu unterscheiden

		Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	NSP/SR	Total 'D'accord'	Total 'Pas d'accord'
		Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	DK/NA	Total 'Agree'	Total 'Disagree'
		Stimme voll und ganz zu	Stimme eher zu	Stimme eher nicht zu	Stimme überhaupt nicht zu	Weiß nicht / Keine Angabe	Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	18	33	35	12	2	51	47
	BE	19	37	30	12	2	56	42
	BG	27	33	23	14	3	60	37
	CZ	10	30	44	12	4	40	56
	DK	22	32	30	12	4	54	42
	DE	9	24	52	13	2	33	65
	EE	12	24	39	19	6	36	58
	IE	12	38	33	14	3	50	47
	EL	32	26	23	16	3	58	39
	ES	16	30	36	16	2	46	52
	FR	23	29	34	13	1	52	47
	IT	21	39	30	7	3	60	37
	CY	34	28	21	15	2	62	36
	LV	13	33	42	9	3	46	51
	LT	16	36	34	12	2	52	46
	LU	22	37	30	10	1	59	40
	HU	25	38	27	8	2	63	35
	MT	27	19	35	15	4	46	50
	NL	11	33	44	11	1	44	55
	AT	10	29	48	12	1	39	60
	PL	15	37	34	10	4	52	44
	PT	33	37	19	10	1	70	29
	RO	49	27	11	11	2	76	22
	SI	14	27	38	18	3	41	56
	SK	18	34	37	9	2	52	46
	FI	5	33	53	7	2	38	60
	SE	18	43	27	10	2	61	37
	UK	14	38	33	12	3	52	45
	HR	16	41	28	13	2	57	41

Q4.9 Voici plusieurs affirmations portant sur l'environnement et les produits respectueux de l'environnement. Pour chacune d'entre elles, veuillez indiquer si vous êtes d'accord ou pas ?

Vous pensez que les préoccupations environnementales sont exagérées

Q4.9 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.

You think that concerns about the environment are exaggerated

Q4.9 Hier nun einige Aussagen über die Umwelt und umweltfreundliche Produkte. Bitte geben Sie für jede der Aussagen an, ob Sie ihr zustimmen oder nicht.

Sie sind der Ansicht, dass die Sorgen um die Umwelt übertrieben werden

		Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	NSP/SR	Total 'D'accord'	Total 'Pas d'accord'
		Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	DK/NA	Total 'Agree'	Total 'Disagree'
		Stimme voll und ganz zu	Stimme eher zu	Stimme eher nicht zu	Stimme überhaupt nicht zu	Weiß nicht / Keine Angabe	Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	13	24	23	39	1	37	62
	BE	15	31	21	32	1	46	53
	BG	23	25	16	35	1	48	51
	CZ	13	24	22	39	2	37	61
	DK	7	24	24	44	1	31	68
	DE	9	22	28	40	1	31	68
	EE	7	23	31	35	4	30	66
	IE	9	21	28	40	2	30	68
	EL	24	12	13	51	0	36	64
	ES	16	23	16	44	1	39	60
	FR	16	29	24	30	1	45	54
	IT	12	20	23	44	1	32	67
	CY	22	10	9	57	2	32	66
	LV	14	30	26	29	1	44	55
	LT	13	25	24	35	3	38	59
	LU	12	35	19	33	1	47	52
	HU	17	26	21	34	2	43	55
	MT	13	14	21	49	3	27	70
	NL	8	22	33	36	1	30	69
	AT	9	19	21	50	1	28	71
	PL	12	27	27	32	2	39	59
	PT	18	16	11	53	2	34	64
	RO	27	13	12	45	3	40	57
	SI	7	9	17	67	0	16	84
	SK	20	21	20	38	1	41	58
	FI	4	17	43	35	1	21	78
	SE	8	20	18	53	1	28	71
	UK	9	31	27	31	2	40	58
	HR	8	14	26	51	1	22	77

Q5 Dans quelle mesure êtes-vous confiant lorsque vous achetez un produit étiqueté ou sinon indiqué comme étant respectueux de l'environnement qu'il causera moins de dégâts à l'environnement que d'autres produits?

Q5 How confident are you that when you buy a product labelled or otherwise indicated as environmentally friendly it will cause less damage to the environment than other products?

Q5 Wenn Sie ein als umweltfreundlich gekennzeichnetes oder anderweitig als umweltfreundlich beschriebenes Produkt kaufen, wie sicher sind Sie sich, dass dieses weniger schädlich für die Umwelt sein wird als andere Produkte?

	%	Tout à fait confiant	Plutôt confiant	Plutôt pas confiant	Pas du tout confiant	NSP/SR	Total 'Confiant'	Total 'Pas confiant'
		Fully confident	Fairly confident	Not very confident	Not at all confident	DK/NA	Total 'Confident'	Total 'Not confident'
		Vollkommen sicher	Ziemlich sicher	Nicht sehr sicher	Überhaupt nicht sicher	Weiß nicht / Keine Angabe	Gesamt 'Zuversichtlich'	Gesamt 'Nicht zuversichtlich'
		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
 EU 27		13	53	28	5	1	66	33
 BE		13	68	13	4	2	81	17
 BG		17	53	21	8	1	70	29
 CZ		10	63	21	4	2	73	25
 DK		22	58	17	2	1	80	19
 DE		3	41	46	9	1	44	55
 EE		12	50	29	5	4	62	34
 IE		12	66	17	4	1	78	21
 EL		11	41	35	11	2	52	46
 ES		20	42	33	4	1	62	37
 FR		15	66	13	6	0	81	19
 IT		20	57	19	3	1	77	22
 CY		17	45	27	9	2	62	36
 LV		14	41	38	7	0	55	45
 LT		9	49	30	11	1	58	41
 LU		16	64	14	5	1	80	19
 HU		22	44	27	5	2	66	32
 MT		37	45	13	3	2	82	16
 NL		5	42	45	7	1	47	52
 AT		11	52	31	5	1	63	36
 PL		17	52	25	5	1	69	30
 PT		25	59	13	2	1	84	15
 RO		15	31	45	8	1	46	53
 SI		12	54	29	4	1	66	33
 SK		16	44	35	4	1	60	39
 FI		8	68	21	2	1	76	23
 SE		6	63	24	6	1	69	30
 UK		9	64	20	5	2	73	25
 HR		16	52	24	7	1	68	31

Q6 Combien seriez-vous prêt à payer en plus, le cas échéant, pour des produits si vous étiez confiants qu'ils étaient plus respectueux de l'environnement ?

Q6 How much more, if anything, would you be willing to pay for products if you were confident that they were more environmentally friendly?

Q6 Wie viel mehr, wenn überhaupt, wären Sie bereit für Produkte zu zahlen, wenn Sie sich sicher sein könnten, dass diese auch tatsächlich umweltfreundlicher sind?

		Vous ne seriez pas prêt à payer plus	Vous seriez prêt à payer 5% de plus	Vous seriez prêt à payer entre 6% et 10% de plus	Vous seriez prêt à payer entre 11% et 20% de plus	Vous seriez prêt à payer plus de 20% de plus	NSP/SR	Total 'Oui'
		You would not be willing to pay more	You would be willing to pay 5% more	You would be willing to pay 6% to 10% more	You would be willing to pay 11% to 20% more	You would be willing to pay more than 20%	DK/NA	Total 'Yes'
		Sie wären nicht bereit, mehr zu bezahlen	Sie wären bereit, 5 % mehr zu bezahlen	Sie wären bereit, 6-10 % mehr zu bezahlen	Sie wären bereit, 11-20 % mehr zu bezahlen	Sie wären bereit, mehr als 20% mehr zu bezahlen	Weiß nicht / Keine Angabe	Gesamt 'Ja'
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	20	37	28	7	5	3	77
	BE	28	40	24	4	2	2	70
	BG	14	31	33	9	11	2	84
	CZ	12	36	35	9	6	2	86
	DK	19	29	33	10	7	2	79
	DE	11	28	39	13	6	3	86
	EE	30	35	22	5	3	5	65
	IE	20	42	28	6	3	1	79
	EL	22	36	27	8	5	2	76
	ES	30	41	20	4	3	2	68
	FR	30	38	24	4	2	2	68
	IT	21	38	26	7	3	5	74
	CY	21	39	25	4	6	5	74
	LV	21	39	29	5	4	2	77
	LT	31	36	20	4	4	5	64
	LU	16	32	35	9	6	2	82
	HU	18	44	26	5	5	2	80
	MT	20	43	25	4	4	4	76
	NL	18	37	34	8	2	1	81
	AT	10	27	38	16	7	2	88
	PL	14	40	30	7	7	2	84
	PT	33	42	16	2	4	3	64
	RO	17	39	24	4	14	2	81
	SI	16	30	35	11	6	2	82
	SK	12	42	30	9	5	2	86
	FI	15	43	29	10	2	1	84
	SE	10	29	41	12	5	3	87
	UK	24	41	24	6	3	2	74
	HR	10	27	33	13	14	3	87

Q7 Avez-vous accompli l'une des actions suivantes au cours du mois dernier pour des raisons environnementales ?  
(PLUSIEURS REPONSES POSSIBLES)

Q7 Have you done any of the following during the past month for environmental reasons? (MULTIPLE ANSWERS POSSIBLE)

Q7 Haben Sie im letzten Monat der Umwelt zuliebe eines der folgenden Dinge getan? Haben Sie ...? (MEHRFACHNENNUNGEN MÖGLICH)

		Le choix d'un mode de déplacement plus respectueux de l'environnement (à pied, à bicyclette, en transports publics)		Réduire la consommation de produits jetables (sacs plastiques, certains types d'emballage, etc.)		Trier la plupart de vos déchets pour le recyclage	
		Chosen a more environmentally friendly way of travelling (on foot, by bicycle, by public transport)		Reduced the consumption of disposable items (plastic bags, certain kinds of packaging, etc.)		Separated most of your waste for recycling	
		Eine umweltfreundlichere Art des Reisens gewählt (zu Fuß, mit dem Fahrrad, mit öffentlichen Verkehrsmitteln)		Den Verbrauch von Wegwerfartikeln (Plastiktüten, bestimmte Verpackungsarten usw.) reduziert		Den größten Teil Ihres Abfalls für die Wiederverwertung getrennt	
%		Flash EB 367	Diff. Flash EB 752	Flash EB 367	Diff. Flash EB 752	Flash EB 367	Diff. Flash EB 752
	EU 27	56	26	66	29	84	18
	BE	60	19	69	19	94	16
	BG	61	39	74	57	50	31
	CZ	74	41	71	41	90	20
	DK	50	11	50	22	72	17
	DE	55	22	63	21	90	17
	EE	44	17	52	22	63	1
	IE	46	24	71	23	90	11
	EL	69	48	60	38	75	28
	ES	66	43	77	45	86	21
	FR	51	22	68	30	90	8
	IT	53	35	58	14	88	30
	CY	26	7	38	15	67	10
	LV	65	25	51	27	47	19
	LT	52	26	42	19	57	15
	LU	61	21	79	23	92	5
	HU	67	31	60	27	74	20
	MT	47	15	64	20	88	12
	NL	58	8	57	19	81	6
	AT	59	25	63	16	87	14
	PL	49	25	61	30	72	18
	PT	60	50	72	52	84	24
	RO	71	45	61	40	65	42
	SI	44	14	56	4	85	6
	SK	66	36	76	49	86	21
	FI	55	6	58	17	82	13
	SE	59	-4	45	9	84	6
	UK	49	12	76	32	91	12
	HR	52		51		57	

Q7 Avez-vous accompli l'une des actions suivantes au cours du mois dernier pour des raisons environnementales ?  
(PLUSIEURS REPONSES POSSIBLES)

Q7 Have you done any of the following during the past month for environmental reasons? (MULTIPLE ANSWERS POSSIBLE)

Q7 Haben Sie im letzten Monat der Umwelt zuliebe eines der folgenden Dinge getan? Haben Sie ...? (MEHRFACHNENNUNGEN MÖGLICH)

		Réduire votre consommation d'eau (p. ex. en ne laissant pas couler l'eau pendant la vaisselle ou la douche, etc.)		Réduire votre consommation d'énergie (p. ex. en baissant la climatisation ou le chauffage, en ne laissant pas des appareils en veille, en achetant des ampoules économiques, en choisissant des appareils à consommation énergétique efficace, etc.)	
		Cut down your water consumption (for example not leaving water running when washing the dishes or taking a shower)		Cut down your energy consumption (for example turning down air conditioning or heating, not leaving appliances on stand-by, buying energy saving light bulbs, buying energy efficient appliances)	
		Ihren Wasserverbrauch gesenkt (indem Sie z.B. das Wasser beim Geschirrspülen oder Duschen nicht laufen lassen usw.)		Ihren Energieverbrauch gesenkt (indem Sie z.B. die Klimaanlage oder Heizung herunterfahren, Haushaltsgeräte nicht im Standby lassen, Energiesparlampen kaufen, energieeffiziente Haushaltsgeräte kaufen usw.)	
%		Flash EB 367	Diff. Flash EB 752	Flash EB 367	Diff. Flash EB 752
 EU 27		<b>70</b>	<i>28</i>	<b>80</b>	<i>27</i>
 BE		<b>75</b>	<i>28</i>	<b>85</b>	<i>32</i>
 BG		<b>75</b>	<i>32</i>	<b>78</b>	<i>23</i>
 CZ		<b>80</b>	<i>34</i>	<b>86</b>	<i>29</i>
 DK		<b>61</b>	<i>12</i>	<b>71</b>	<i>8</i>
 DE		<b>64</b>	<i>16</i>	<b>78</b>	<i>16</i>
 EE		<b>50</b>	<i>17</i>	<b>59</b>	<i>12</i>
 IE		<b>64</b>	<i>18</i>	<b>79</b>	<i>27</i>
 FI		<b>83</b>	<i>43</i>	<b>86</b>	<i>42</i>
 ES		<b>87</b>	<i>36</i>	<b>88</b>	<i>35</i>
 FR		<b>78</b>	<i>20</i>	<b>81</b>	<i>22</i>
 IT		<b>68</b>	<i>37</i>	<b>80</b>	<i>32</i>
 CY		<b>70</b>	<i>9</i>	<b>80</b>	<i>13</i>
 LV		<b>62</b>	<i>31</i>	<b>68</b>	<i>19</i>
 LT		<b>58</b>	<i>23</i>	<b>66</b>	<i>26</i>
 LU		<b>81</b>	<i>31</i>	<b>85</b>	<i>28</i>
 HU		<b>69</b>	<i>21</i>	<b>79</b>	<i>16</i>
 MT		<b>72</b>	<i>10</i>	<b>85</b>	<i>10</i>
 NL		<b>57</b>	<i>22</i>	<b>73</b>	<i>21</i>
 AT		<b>60</b>	<i>25</i>	<b>80</b>	<i>20</i>
 PL		<b>68</b>	<i>34</i>	<b>75</b>	<i>36</i>
 PT		<b>82</b>	<i>37</i>	<b>85</b>	<i>36</i>
 RO		<b>71</b>	<i>41</i>	<b>80</b>	<i>35</i>
 SI		<b>55</b>	<i>8</i>	<b>62</b>	<i>-2</i>
 SK		<b>71</b>	<i>27</i>	<b>81</b>	<i>32</i>
 FI		<b>51</b>	<i>10</i>	<b>69</b>	<i>11</i>
 SE		<b>43</b>	<i>13</i>	<b>63</b>	<i>-1</i>
 UK		<b>69</b>	<i>32</i>	<b>81</b>	<i>29</i>
 HR		<b>62</b>		<b>71</b>	

Q7 Avez-vous accompli l'une des actions suivantes au cours du mois dernier pour des raisons environnementales ? (PLUSIEURS REPONSES POSSIBLES)

Q7 Have you done any of the following during the past month for environmental reasons? (MULTIPLE ANSWERS POSSIBLE)

Q7 Haben Sie im letzten Monat der Umwelt zuliebe eines der folgenden Dinge getan? Haben Sie ...? (MEHRFACHNENNUNGEN MÖGLICH)

		Acheter des produits écologiques qui portent un label environnemental		Le choix de produits ou denrées locaux		Moins utiliser votre voiture sans la remplacer par d'autres moyens de transport		Autres (NE PAS LIRE)		Aucune (NE PAS LIRE)		NSP/SR	
		Bought environmentally friendly products marked with an environmental label		Chosen locally produced products or groceries		Used your car less without replacing it by another means of travelling		Other (DO NOT READ OUT)		None (DO NOT READ OUT)		DK/ NA	
		Mit einem Umweltzeichen gekennzeichnete umweltfreundliche Produkte gekauft		In Ihrer Gegend produzierte Erzeugnisse oder Lebensmittel gewählt		Ihr Auto weniger benutzt, ohne auf ein anderes Verkehrsmittel auszuweichen		Andere (NICHT VORLESEN)		Nichts davon (NICHT VORLESEN)		Weiß nicht / Keine Angabe	
%		Flash EB 367	Diff. Flash EB 752	Flash EB 367	Diff. Flash EB 752	Flash EB 367	Diff. Flash EB 752	Flash EB 367	Diff. Flash EB	Flash EB 367	Diff. Flash EB	Flash EB 367	Diff. Flash EB
	EU 27	52	34	64	35	38	18	0	-1	1	-5	0	-1
	BE	54	31	56	28	42	12	0	-1	0	-2	0	0
	BG	43	37	62	40	35	26	0	-1	1	-15	0	-1
	CZ	48	32	84	53	37	23	0	0	0	-5	0	0
	DK	66	27	46	24	23	2	0	0	2	-8	0	0
	DE	59	39	74	31	41	14	0	-1	0	-4	1	0
	EE	34	14	59	16	22	4	1	1	3	-4	2	0
	IE	53	28	72	36	31	19	0	-2	1	-5	0	-1
	EL	52	36	78	52	50	35	0	-1	1	-12	0	0
	ES	51	42	76	54	53	36	0	0	1	-7	0	-1
	FR	56	36	62	32	38	11	1	0	1	-2	0	0
	IT	44	30	62	37	40	29	0	-1	0	-6	0	0
	CY	30	12	45	16	24	9	0	0	3	-4	0	0
	LV	41	25	78	31	28	18	0	-1	2	-5	0	-1
	LT	28	15	46	19	26	13	0	-4	3	-9	1	0
	LU	68	30	66	29	41	18	1	1	1	-1	0	0
	HU	48	36	54	32	37	21	0	-1	1	-3	0	0
	MT	48	19	73	31	24	11	0	0	1	-2	0	0
	NL	43	18	33	13	30	-2	1	-1	2	-2	0	0
	AT	63	32	77	26	41	20	1	0	1	-2	0	0
	PL	44	32	42	32	28	21	1	0	1	-9	0	-3
	PT	62	54	66	57	44	38	0	0	0	-8	0	-1
	RO	56	47	73	42	41	30	0	-1	1	-18	0	-3
	SI	39	18	52	20	34	18	1	-1	1	-2	0	0
	SK	51	36	79	60	34	22	0	-1	0	-4	0	0
	FI	56	33	66	33	36	9	0	-1	2	-1	0	0
	SE	71	21	61	14	31	-5	0	-1	1	-1	0	0
	UK	51	30	59	28	33	8	0	0	2	-3	0	-1
	HR	31		41		26		1		2		1	

Q8 A votre avis, parmi les actions suivantes lesquelles auraient le plus grand impact sur la résolution des problèmes environnementaux en (NOTRE PAYS) ? (MAX. 3 REPONSES)

Q8 In your opinion, which of the following actions would have the greatest impact on solving the environmental problems in (OUR COUNTRY)? (MAX. 3 ANSWERS)

Q8 Welche der folgenden Aktivitäten würden Ihrer Meinung nach die größten Auswirkungen darauf haben, die Umweltprobleme in (UNSEREM LAND) zu lösen? (Maximal 3 Nennungen!)

		Acheter des produits fabriqués dans le cadre d'une production respectueuse de l'environnement		Acheter des appareils électroménagers à faible consommation d'énergie		Faire des efforts pour utiliser moins d'eau		Recycler et minimiser les déchets		Voyager moins et adopter des modes de transport écologiques	
		Buying products produced by eco-friendly producers		Buying low energy consumption home appliances		Making efforts to use less water		Recycling and minimizing waste		Travelling less and adopting sustainable modes of transport	
		Produkte zu kaufen, die durch umweltfreundliche Hersteller produziert wurden		Haushaltsgeräte mit geringem Energieverbrauch zu kaufen		Sich zu bemühen, weniger Wasser zu verbrauchen		Zu recyceln und Abfall auf ein Mindestmaß zu reduzieren		Weniger zu reisen und eine umweltverträgliche Art der Fortbewegung zu wählen	
%		Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256
 EU 27		22	1	39	20	31	20	54	24	34	19
 BE		23	6	38	22	33	23	48	10	35	20
 BG		23	-3	34	14	27	22	49	19	19	14
 CZ		25	3	36	12	27	16	61	35	36	24
 DK		24	-4	38	23	30	24	43	13	29	13
 DE		25	-1	46	22	25	15	44	23	31	17
 EE		15	-11	33	14	18	10	51	19	21	10
 IE		15	-2	26	4	23	16	48	13	31	14
 EL		25	10	43	34	34	21	57	12	18	2
 ES		24	5	47	35	36	18	45	8	38	26
 FR		21	5	31	15	38	21	48	18	26	10
 IT		17	-9	37	17	27	17	72	52	43	23
 CY		17	-5	43	35	40	30	62	18	13	-1
 LV		22	-7	37	22	16	14	46	11	38	22
 LT		19	-13	36	21	17	15	50	21	22	9
 LU		24	5	41	25	35	21	53	23	34	17
 HU		23	7	39	22	26	20	59	8	19	12
 MT		22	5	60	41	34	25	53	14	31	22
 NL		24	4	48	26	28	23	52	18	41	25
 AT		34	8	37	20	26	19	48	19	34	17
 PL		21	-5	44	18	41	31	61	29	23	20
 PT		25	13	48	40	44	26	52	7	43	27
 RO		28	3	43	19	28	23	54	21	21	14
 SI		24	2	33	13	30	21	48	12	20	10
 SK		25	3	39	12	33	21	65	33	34	30
 FI		18	5	28	18	24	19	59	10	35	15
 SE		29	7	29	21	17	15	52	20	53	22
 UK		15	0	33	12	31	24	60	26	48	28
 HR		22	1	33	16	34	26	63	20	19	11

Q8 A votre avis, parmi les actions suivantes lesquelles auraient le plus grand impact sur la résolution des problèmes environnementaux en (NOTRE PAYS) ? (MAX. 3 REPONSES)

Q8 In your opinion, which of the following actions would have the greatest impact on solving the environmental problems in (OUR COUNTRY)? (MAX. 3 ANSWERS)

Q8 Welche der folgenden Aktivitäten würden Ihrer Meinung nach die größten Auswirkungen darauf haben, die Umweltprobleme in (UNSEREM LAND) zu lösen? (Maximal 3 Nennungen!)

		Acheter des produits agricoles locaux		Isoler des maisons/ appartements		Autre (NE PAS LIRE)		Aucun (NE PAS LIRE)		NSP/SR	
		Buying local agricultural products		Insulating houses/ apartments		Other (DO NOT READ OUT)		None (DO NOT READ OUT)		DK/NA	
		Regionale landwirtschaftliche Produkte zu kaufen		Häuser/Wohnungen zu isolieren		Andere (NICHT VORLESEN)		Nichts davon (NICHT VORLESEN)		Weiß nicht / Keine Angabe	
%		Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256
	EU 27	35	35	38	38	1	1	1	1	2	-2
	BE	40	40	47	47	1	1	0	0	1	-3
	BG	19	19	33	33	2	2	0	0	3	-11
	CZ	42	42	40	40	1	1	1	1	2	-3
	DK	25	25	48	48	1	1	1	1	3	-2
	DE	48	48	40	40	0	0	1	1	2	-3
	EE	41	41	52	52	2	2	1	1	5	1
	IE	31	31	52	52	1	1	0	0	0	-2
	EL	31	31	35	35	1	1	0	0	1	-1
	ES	33	33	25	25	3	3	1	1	2	0
	FR	43	43	47	47	2	2	0	0	2	-3
	IT	29	29	26	26	1	1	0	0	2	-2
	CY	21	21	31	31	1	1	1	1	5	3
	LV	46	46	40	40	0	0	1	1	2	-1
	LT	34	34	37	37	3	3	0	0	4	-5
	LU	35	35	42	42	1	1	0	0	1	-3
	HU	36	36	47	47	2	2	0	0	1	-2
	MT	32	32	24	24	1	1	1	1	2	-5
	NL	26	26	48	48	3	3	1	1	1	-2
	AT	54	54	46	46	1	1	0	0	1	-3
	PL	22	22	31	31	1	1	0	0	2	-1
	PT	38	38	23	23	1	1	0	0	1	0
	RO	29	29	44	44	2	2	0	0	2	-4
	SI	32	32	41	41	2	2	1	1	1	-2
	SK	38	38	38	38	1	1	0	0	0	-3
	FI	35	35	32	32	2	2	1	1	2	-1
	SE	39	39	37	37	1	1	1	1	2	-3
	UK	28	28	44	44	2	2	1	1	2	-1
	HR	26	26	41	41	2	2	1	1	1	-2

Q9 Pensez-vous que des taxes plus faibles sur les matières premières ou les produits respectueux de l'environnement peuvent jouer un rôle dans la réduction de notre impact sur l'environnement en (NOTRE PAYS) ?

Q9 Do you think that lower taxes on environmentally-friendly raw material and products can play a role in reducing our impact on the environment in (OUR COUNTRY)?"

Q9 Sind Sie der Meinung, dass niedrigere Steuern auf umweltfreundliche Rohstoffe und Produkte dazu beitragen können, unseren Einfluss auf die Umwelt in (UNSEREM LAND) zu verringern?"

		Oui, dans une large mesure	Oui, dans une certaine mesure	Non, pas vraiment	Non, pas du tout	NSP/SR	Total 'Oui'	Total 'Non'
		Yes, to a great extent	Yes, to some extent	No, not really	No, not at all	DK/NA	Total 'Yes'	Total 'No'
		Ja, in hohem Maße	Ja, teilweise	Nein, eher nicht	Nein, sicher nicht	Weiß nicht / Keine Angabe	Gesamt 'Ja'	Gesamt 'Nein'
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	41	42	9	5	3	83	14
	BE	34	50	9	5	2	84	14
	BG	45	33	9	10	3	78	19
	CZ	35	44	13	5	3	79	18
	DK	56	31	6	4	3	87	10
	DE	26	46	17	7	4	72	24
	EE	31	46	9	2	12	77	11
	IE	59	32	4	3	2	91	7
	EL	62	29	6	2	1	91	8
	ES	52	36	5	4	3	88	9
	FR	35	44	13	5	3	79	18
	IT	51	36	6	3	4	87	9
	CY	66	24	5	1	4	90	6
	LV	31	51	12	4	2	82	16
	LT	33	51	8	4	4	84	12
	LU	28	51	11	6	4	79	17
	HU	40	44	9	3	4	84	12
	MT	66	23	4	2	5	89	6
	NL	30	55	8	5	2	85	13
	AT	41	38	13	6	2	79	19
	PL	47	40	8	2	3	87	10
	PT	57	36	2	3	2	93	5
	RO	51	36	6	5	2	87	11
	SI	55	34	5	4	2	89	9
	SK	40	45	8	5	2	85	13
	FI	21	66	9	1	3	87	10
	SE	47	40	7	4	2	87	11
	UK	37	49	8	4	2	86	12
	HR	54	34	6	4	2	88	10

Q10 Pensez-vous que les étiquettes actuelles des produits fournissent suffisamment d'informations sur leur impact environnemental en (NOTRE PAYS) ?

Q10 Do you think that current products labels provide enough information about their environmental impact in (OUR COUNTRY)?

Q10 Sind Sie der Ansicht, dass die derzeitigen Produktkennzeichnungen ausreichend über die Auswirkungen der Produkte auf die Umwelt in (UNSEREM LAND) informieren?

		Oui, et les informations sont claires pour tous les produits	Oui, mais les informations ne sont pas claires pour certains produits	Non, les étiquettes actuelles ne sont pas claires	Non, vous n'avez pas connaissance de ces étiquettes	NSP/SR	Total 'Oui'	Total 'Non'
		Yes, and the information is clear for all products	Yes, but the information is unclear for some products	No, the current labels are not clear	No, you did not know about the existence of such labels	DK/NA	Total 'Yes'	Total 'No'
		Ja, und die Informationen sind für alle Produkte eindeutig	Ja, aber die Informationen sind für manche Produkte nicht eindeutig	Nein, die derzeitigen Kennzeichnungen sind nicht eindeutig	Nein, Sie wussten nicht, dass es derartige Kennzeichnungen gibt	Weiß nicht / Keine Angabe	Gesamt 'Ja'	Gesamt 'Nein'
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	7	32	48	11	2	39	59
	BE	8	32	43	15	2	40	58
	BG	7	32	51	8	2	39	59
	CZ	4	42	40	11	3	46	51
	DK	11	30	45	7	7	41	52
	DE	2	27	60	8	3	29	68
	EE	9	29	40	14	8	38	54
	IE	7	24	50	17	2	31	67
	EL	8	29	49	11	3	37	60
	ES	6	29	52	11	2	35	63
	FR	7	23	56	13	1	30	69
	IT	12	35	43	6	4	47	49
	CY	16	22	45	10	7	38	55
	LV	6	29	51	12	2	35	63
	LT	6	31	53	7	3	37	60
	LU	10	39	38	11	2	49	49
	HU	13	36	41	7	3	49	48
	MT	10	24	45	15	6	34	60
	NL	8	35	42	12	3	43	54
	AT	7	35	52	5	1	42	57
	PL	10	39	36	13	2	49	49
	PT	13	39	37	8	3	52	45
	RO	7	27	56	8	2	34	64
	SI	11	27	52	8	2	38	60
	SK	7	34	46	11	2	41	57
	FI	8	39	42	9	2	47	51
	SE	6	37	47	7	3	43	54
	UK	8	34	36	20	2	42	56
	HR	6	34	48	9	3	40	57

Q11 Où souhaiteriez-vous trouver des informations environnementales sur un produit ? (PLUSIEURS REPONSES POSSIBLES)

Q11 Where would you like to find environmental information about a product? (MULTIPLE ANSWERS POSSIBLE)

Q11 Wo möchten Sie Informationen über die Umweltfreundlichkeit eines Produkts finden? (MEHRFACHNENNUNGEN MÖGLICH)

		Sur le rayon où le produit est situé	Dans les publicités à la télévision/radio/dans les journaux	Sur Internet	Dans une brochure dans le magasin
		On the shelf where the product is placed	In advertisements about the product on TV/radio/newspapers	On the Internet	In a leaflet in the shop
		An dem Regal, auf dem das Produkt steht	In der Werbung über das Produkt im Fernsehen/Radio/Zeitungen	Im Internet	In Broschüren im Geschäft
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	55	41	34	32
	BE	64	59	50	51
	BG	39	20	20	20
	CZ	64	51	58	49
	DK	40	27	39	22
	DE	55	41	31	31
	EE	55	27	18	25
	IE	38	29	19	15
	EL	48	41	40	33
	ES	64	42	29	34
	FR	51	36	31	31
	IT	45	25	18	18
	CY	40	30	22	19
	LV	54	40	39	35
	LT	44	25	23	17
	LU	71	63	60	58
	HU	44	27	24	17
	MT	50	48	25	27
	NL	54	37	48	28
	AT	58	37	26	31
	PL	43	31	18	24
	PT	75	65	53	61
	RO	54	34	30	31
	SI	44	22	20	18
	SK	67	52	55	58
	FI	57	38	35	36
	SE	58	29	29	22
	UK	70	73	62	48
	HR	43	29	24	19

Q11 Où souhaiteriez-vous trouver des informations environnementales sur un produit ? (PLUSIEURS REPONSES POSSIBLES)

Q11 Where would you like to find environmental information about a product? (MULTIPLE ANSWERS POSSIBLE)

Q11 Wo möchten Sie Informationen über die Umweltfreundlichkeit eines Produkts finden? (MEHRFACHNENNUNGEN MÖGLICH)

		Par le code bar, pouvant être scanné avec un Smartphone ou un appareil mis à disposition par le magasin	Sur le produit lui-même, sur une étiquette	Autre (NE PAS LIRE)	NSP/SR
		On a bar code that can be scanned by a smart phone or a device provided in the shop	On the product itself on a label	Other (DO NOT READ OUT)	DK/NA
		Auf einem Barcode, der mit einem Smartphone oder einem Lesegerät im Geschäft gelesen werden kann	Auf einer Kennzeichnung direkt am Produkt	Andere (NICHT VORLESEN)	Weiß nicht / Keine Angabe
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	24	81	1	1
	BE	36	88	1	1
	BG	13	74	1	1
	CZ	26	86	0	1
	DK	28	79	1	1
	DE	19	86	1	1
	EE	8	65	2	2
	IE	13	70	1	0
	EL	16	72	2	1
	ES	24	75	1	1
	FR	26	82	1	1
	IT	13	72	0	3
	CY	7	64	1	2
	LV	27	72	0	1
	LT	11	58	2	2
	LU	47	90	0	0
	HU	10	78	0	0
	MT	16	67	2	1
	NL	26	78	0	1
	AT	18	86	1	0
	PL	13	80	0	1
	PT	49	87	0	1
	RO	21	74	0	1
	SI	8	70	1	1
	SK	31	89	0	0
	FI	16	70	1	2
	SE	27	75	1	1
	UK	47	93	0	1
	HR	14	65	1	1

Q12 Etes-vous tombé(e) sur des déclarations exagérées ou trompeuses vantant les effets bénéfiques de certains produits sur l'environnement au cours des douze derniers mois ?

Q12 Have you come across exaggerated or misleading statements about the beneficial effects of products on the environment in the last twelve months?

Q12 Sind Ihnen in den letzten zwölf Monaten überzogene oder irreführende Aussagen über die Umweltfreundlichkeit von Produkten aufgefallen?

		Oui		Non		NSP/SR	
		Yes		No		DK/NA	
		Ja		Nein		Weiß nicht / Keine Angabe	
%		Flash EB 367	Diff. Flash EB 332	Flash EB 367	Diff. Flash EB 332	Flash EB 367	Diff. Flash EB 332
	EU 27	<b>29</b>	-3	<b>65</b>	2	<b>6</b>	1
	BE	<b>29</b>	6	<b>67</b>	-8	<b>4</b>	2
	BG	<b>40</b>	0	<b>55</b>	2	<b>5</b>	-2
	CZ	<b>32</b>	-4	<b>63</b>	6	<b>5</b>	-2
	DK	<b>26</b>	1	<b>68</b>	-1	<b>6</b>	0
	DE	<b>30</b>	-3	<b>66</b>	3	<b>4</b>	0
	EE	<b>20</b>	-6	<b>64</b>	4	<b>16</b>	2
	IE	<b>24</b>	-8	<b>71</b>	7	<b>5</b>	1
	EL	<b>39</b>	-3	<b>56</b>	2	<b>5</b>	1
	ES	<b>31</b>	-10	<b>61</b>	7	<b>8</b>	3
	FR	<b>31</b>	-3	<b>65</b>	2	<b>4</b>	1
	IT	<b>26</b>	5	<b>68</b>	-7	<b>6</b>	2
	CY	<b>22</b>	-9	<b>71</b>	9	<b>7</b>	0
	LV	<b>37</b>	6	<b>59</b>	-3	<b>4</b>	-3
	LT	<b>22</b>	-8	<b>74</b>	9	<b>4</b>	-1
	LU	<b>33</b>	11	<b>64</b>	-8	<b>3</b>	-3
	HU	<b>28</b>	-2	<b>66</b>	-1	<b>6</b>	3
	MT	<b>17</b>	-6	<b>73</b>	3	<b>10</b>	3
	NL	<b>32</b>	3	<b>58</b>	-7	<b>10</b>	4
	AT	<b>29</b>	0	<b>67</b>	-2	<b>4</b>	2
	PL	<b>26</b>	-14	<b>68</b>	13	<b>6</b>	1
	PT	<b>27</b>	-7	<b>67</b>	7	<b>6</b>	0
	RO	<b>40</b>	7	<b>57</b>	-9	<b>3</b>	2
	SI	<b>31</b>	-8	<b>64</b>	10	<b>5</b>	-2
	SK	<b>29</b>	-15	<b>66</b>	13	<b>5</b>	2
	FI	<b>34</b>	-9	<b>60</b>	12	<b>6</b>	-3
	SE	<b>32</b>	-9	<b>60</b>	11	<b>8</b>	-2
	UK	<b>26</b>	2	<b>68</b>	-1	<b>6</b>	-1
	HR	<b>38</b>		<b>55</b>		<b>7</b>	

Q13 En général, dans quelle mesure avez-vous confiance dans les déclarations des fabricants concernant les performances environnementales de leurs propres produits ?

Q13 In general, how much do you trust producers' claims about the environmental performance of their own products?

Q13 Inwieweit vertrauen Sie ganz allgemein den Angaben der Hersteller über die Umweltbilanz ihrer eigenen Produkte?

	%	Totalement confiance		Plutôt confiance		Plutôt pas confiance		Pas du tout confiance		NSP/SR		Total 'Confiance'		Total 'Pas confiance'	
		Trust completely		Tend to trust		Tend not to trust		Do not trust at all		DK/NA		Total 'Trust'		Total 'Do not trust'	
		Vertraue voll und ganz		Vertraue eher		Vertraue eher nicht		Vertraue überhaupt nicht		Weiß nicht / Keine Angabe		Gesamt 'Vertrauen'		Gesamt 'Nicht vertrauen'	
		Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256	Flash EB 367	Diff. Flash EB 256
 EU 27		3	-3	49	6	36	1	11	-2	1	-2	52	3	47	-1
 BE		5	-2	54	-1	31	12	9	-6	1	-3	59	-3	40	6
 BG		2	-1	48	25	30	-5	19	-12	1	-7	50	24	49	-17
 CZ		3	-5	52	9	37	1	7	-2	1	-3	55	4	44	-1
 DK		4	-3	51	5	37	-1	6	-2	2	1	55	2	43	-3
 DE		4	-1	27	-10	53	10	15	2	1	-1	31	-11	68	12
 EE		3	-6	59	9	26	-1	6	-2	6	0	62	3	32	-3
 IE		4	-6	61	12	24	-1	10	-5	1	0	65	6	34	-6
 EL		8	4	47	8	25	-4	19	-8	1	0	55	12	44	-12
 ES		6	1	50	17	31	-17	12	1	1	-2	56	18	43	-16
 FR		1	-4	50	-5	37	9	12	2	0	-2	51	-9	49	11
 IT		2	-3	49	16	37	-6	9	-7	3	0	51	13	46	-13
 CY		8	3	40	2	27	-9	20	0	5	4	48	5	47	-9
 LV		2	-1	46	6	44	2	7	-6	1	-1	48	5	51	-4
 LT		1	-5	49	14	36	3	12	-3	2	-9	50	9	48	0
 LU		3	-2	55	-1	33	4	9	0	0	-1	58	-3	42	4
 HU		8	1	59	13	25	-11	7	-1	1	-2	67	14	32	-12
 MT		13	0	52	8	25	-2	7	-1	3	-5	65	8	32	-3
 NL		3	-10	48	-17	39	24	10	4	0	-1	51	-27	49	28
 AT		5	0	46	-7	38	6	11	3	0	-2	51	-7	49	9
 PL		2	0	56	8	34	0	6	-4	2	-4	58	8	40	-4
 PT		9	2	73	33	9	-31	8	-2	1	-2	82	35	17	-33
 RO		5	-5	53	20	26	-10	15	-1	1	-4	58	15	41	-11
 SI		5	1	46	1	40	-2	8	0	1	0	51	2	48	-2
 SK		3	-4	56	4	32	9	7	-3	2	-6	59	0	39	6
 FI		3	0	59	3	35	-2	3	0	0	-1	62	3	38	-2
 SE		3	-2	61	21	27	-16	8	-1	1	-2	64	19	35	-17
 UK		2	-5	58	7	27	5	11	-6	2	-1	60	2	38	-1
 HR		2	-5	55	12	35	0	8	-6	0	-1	57	7	43	-6

Q14 En général, dans quelle mesure avez-vous confiance dans les rapports des entreprises concernant leurs propres performances environnementales?

Q14 In general, how much do you trust companies' reports on their own environmental performance?

Q14 Inwieweit vertrauen Sie generell den Berichten von Unternehmen über ihre eigenen Bemühungen zum Schutz der Umwelt?

		Totalement confiance	Plutôt confiance	Plutôt pas confiance	Pas du tout confiance	NSP/SR	Total 'Confiance'	Total 'Pas confiance'
		Trust completely	Tend to trust	Tend not to trust	Do not trust at all	DK/NA	Total 'Trust'	Total 'Do not trust'
		Vertraue voll und ganz	Vertraue eher	Vertraue eher nicht	Vertraue überhaupt nicht	Weiß nicht / Keine Angabe	Gesamt 'Vertrauen'	Gesamt 'Nicht vertrauen'
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	3	41	42	12	2	44	54
	BE	5	49	35	10	1	54	45
	BG	1	41	33	22	3	42	55
	CZ	2	34	51	11	2	36	62
	DK	5	42	42	7	4	47	49
	DE	2	27	60	10	1	29	70
	EE	2	42	25	7	24	44	32
	IE	4	50	32	13	1	54	45
	EL	4	36	32	27	1	40	59
	ES	5	42	35	17	1	47	52
	FR	2	41	43	13	1	43	56
	IT	2	40	42	13	3	42	55
	CY	8	37	32	19	4	45	51
	LV	2	37	50	9	2	39	59
	LT	2	45	36	13	4	47	49
	LU	3	53	35	8	1	56	43
	HU	5	40	38	13	4	45	51
	MT	12	52	25	6	5	64	31
	NL	3	48	37	11	1	51	48
	AT	3	38	48	10	1	41	58
	PL	2	44	40	8	6	46	48
	PT	8	62	17	10	3	70	27
	RO	4	51	28	14	3	55	42
	SI	3	40	44	11	2	43	55
	SK	2	39	48	10	1	41	58
	FI	1	41	51	6	1	42	57
	SE	3	59	28	8	2	62	36
	UK	2	49	35	12	2	51	47
	HR	2	42	41	13	2	44	54

Q15 Pensez-vous que les entreprises devraient être obligées de publier des rapports sur leurs performances environnementales générales et sur leurs produits?

Q15 Do you think that companies should be obliged to publish reports on their overall environmental performance and the environmental performance of their products?

Q15 Sind Sie der Ansicht, dass Unternehmen verpflichtet sein sollten, Berichte über ihre allgemeinen Bemühungen zum Schutz der Umwelt sowie zur Umweltbilanz ihrer Produkte zu veröffentlichen?

		Oui, sur l'entreprise et les produits	Oui, mais seulement sur l'entreprise	Oui, mais seulement sur leurs produits	Non, elles devraient pouvoir le faire de façon volontaire	NSP/SR	Total 'Oui'
		Yes, for both companies and products	Yes, but only for the companies	Yes, but only for their products	No, it should be done on a voluntary basis	DK/NA	Total 'Yes'
		Ja, sowohl für die Unternehmen als auch für die Produkte	Ja, aber nur für die Unternehmen	Ja, aber nur für die Produkte	Nein, dies sollte auf freiwilliger Basis erfolgen	Weiß nicht / Keine Angabe	Gesamt 'Ja'
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	69	5	11	13	2	85
	BE	58	5	13	23	1	76
	BG	66	4	16	12	2	86
	CZ	73	5	9	11	2	87
	DK	75	3	7	13	2	85
	DE	68	4	12	14	2	84
	EE	63	2	12	13	10	77
	IE	79	4	8	7	2	91
	EL	86	1	8	4	1	95
	ES	75	5	8	10	2	88
	FR	61	4	16	17	2	81
	IT	83	4	5	5	3	92
	CY	81	3	5	6	5	89
	LV	62	3	18	16	1	83
	LT	60	4	17	15	4	81
	LU	57	7	19	16	1	83
	HU	71	5	9	11	4	85
	MT	84	4	6	4	2	94
	NL	62	6	9	21	2	77
	AT	72	3	11	13	1	86
	PL	64	7	12	14	3	83
	PT	75	6	8	10	1	89
	RO	63	4	17	14	2	84
	SI	78	4	8	8	2	90
	SK	67	6	17	9	1	90
	FI	61	6	15	16	2	82
	SE	73	3	10	12	2	86
	UK	67	7	9	15	2	83
	HR	74	4	13	7	2	91

Q16 Pensez-vous que l'on peut consommer en toute sécurité des produits après la date à consommer de préférence avant signalée sur l'emballage ?

Q16 Do you think it is safe to consume food products after the "best before" date stated on the label?

Q16 Sind Sie der Meinung, dass es ungefährlich ist, Lebensmittel nach Ablauf des angegebenen Mindesthaltbarkeitsdatums zu verzehren?

		Oui	Non	NSP/SR
		Yes	No	DK/NA
		Ja	Nein	Weiß nicht / Keine Angabe
%		Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	51	45	4
	BE	61	35	4
	BG	22	77	1
	CZ	30	65	5
	DK	47	46	7
	DE	65	30	5
	EE	47	41	12
	IE	66	31	3
	EL	29	67	4
	ES	42	55	3
	FR	74	25	1
	IT	27	67	6
	CY	31	66	3
	LV	51	46	3
	LT	17	79	4
	LU	69	28	3
	HU	26	70	4
	MT	21	77	2
	NL	73	25	2
	AT	77	20	3
	PL	27	70	3
	PT	36	62	2
	RO	14	85	1
	SI	50	43	7
	SK	24	73	3
	FI	75	20	5
	SE	81	16	3
	UK	77	20	3
	HR	44	54	2

Q17 Combien de fois par semaine mangez-vous de la viande (bœuf, porc, volaille, ...) ?

Q17 How many times a week do you eat meat (beef, pork, poultry, etc.)?

Q17 Wie oft pro Woche essen Sie Fleisch (Rindfleisch, Schweinefleisch, Hühnerfleisch usw.)?

		Moins d'une fois par semaine	Une fois par semaine	Deux ou trois fois par semaine	Quatre ou cinq fois par semaine	Plus de cinq fois par semaine	Jamais	NSP/SR	Total 'Oui'
		Less than once a week	Once a week	Two or three times a week	Four or five times a week	More than five times a week	Never	DK/NA	Total 'Yes'
		Weniger als einmal pro Woche	Einmal pro Woche	Zwei- bis dreimal pro Woche	Vier- bis fünfmal pro Woche	Mehr als fünfmal pro Woche	Nie	Weiß nicht / Keine Angabe	Gesamt 'Ja'
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
 BE		2	4	34	34	24	2	0	98
 BG		5	14	47	18	12	3	1	96
 CZ		2	9	46	27	14	2	0	98
 DK		1	2	15	26	55	1	0	99
 DE		4	19	50	17	6	3	1	96
 EE		5	11	39	19	23	2	1	97
 IE		1	3	30	33	30	3	0	97
 EL		5	20	62	9	3	1	0	99
 ES		2	14	58	18	5	3	0	97
 FR		2	7	37	28	24	2	0	98
 IT		5	19	57	12	4	2	1	97
 CY		2	13	59	18	7	1	0	99
 LV		4	9	35	25	24	3	0	97
 LT		2	8	39	23	25	2	1	97
 LU		1	9	52	26	9	3	0	97
 HU		1	9	59	20	9	1	1	98
 MT		4	17	61	11	4	3	0	97
 NL		2	4	21	37	34	2	0	98
 AT		5	15	54	17	6	3	0	97
 PL		1	6	51	23	16	2	1	97
 PT		2	7	49	25	16	1	0	99
 RO		4	14	49	17	14	2	0	98
 SI		1	8	48	24	17	2	0	98
 SK		2	12	53	20	12	1	0	99
 FI		2	9	35	28	22	4	0	96
 SE		2	9	38	28	21	2	0	98
 UK		3	10	40	24	17	6	0	94
 HR		1	6	46	25	21	1	0	99

Q18.1 Seriez-vous prêt à faire les choses suivantes pour des raisons environnementales...?

Remplacer la plupart de la viande que vous mangez par des légumes

Q18.1 Would you be willing to do the following for environmental reasons ...?

Replace most of the meat you eat by vegetables

Q18.1 Wären Sie bereit, der Umwelt zuliebe Folgendes zu tun?

Den größten Teil des Fleisches, das Sie essen, durch Gemüse ersetzen

		Oui	Non	Non applicable (NE PAS LIRE)	NSP/SR
		Yes	No	Not applicable (DO NOT READ OUT)	DK/NA
		Ja	Nein	Nicht zutreffend (NICHT VORLESEN)	Weiß nicht / Keine Angabe
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	50	48	1	1
	BE	49	49	1	1
	BG	63	34	1	2
	CZ	39	59	0	2
	DK	34	64	1	1
	DE	50	48	1	1
	EE	31	58	8	3
	IE	30	68	1	1
	EL	65	34	1	0
	ES	54	44	1	1
	FR	47	52	0	1
	IT	60	36	1	3
	CY	66	33	1	0
	LV	37	62	0	1
	LT	47	49	2	2
	LU	55	44	1	0
	HU	46	52	1	1
	MT	50	46	3	1
	NL	29	70	1	0
	AT	49	49	1	1
	PL	58	41	0	1
	PT	60	38	1	1
	RO	69	30	1	0
	SI	42	55	2	1
	SK	53	44	1	2
	FI	39	59	1	1
	SE	39	59	1	1
	UK	33	65	1	1
	HR	48	50	1	1

Q18.2 Seriez-vous prêt à faire les choses suivantes pour des raisons environnementales...?

Manger moins de viande mais d'une origine certifiée

Q18.2 Would you be willing to do the following for environmental reasons ...?

Eat less meat but of certified origin

Q18.2 Wären Sie bereit, der Umwelt zuliebe Folgendes zu tun?

Weniger Fleisch essen, aber dafür aus kontrollierter Herkunft

		Oui	Non	Non applicable (NE PAS LIRE)	NSP/SR
		Yes	No	Not applicable (DO NOT READ OUT)	DK/NA
		Ja	Nein	Nicht zutreffend (NICHT VORLESEN)	Weiß nicht / Keine Angabe
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	<b>80</b>	<b>17</b>	<b>1</b>	<b>2</b>
	BE	<b>77</b>	<b>21</b>	<b>1</b>	<b>1</b>
	BG	<b>85</b>	<b>13</b>	<b>1</b>	<b>1</b>
	CZ	<b>86</b>	<b>11</b>	<b>1</b>	<b>2</b>
	DK	<b>69</b>	<b>24</b>	<b>3</b>	<b>4</b>
	DE	<b>85</b>	<b>13</b>	<b>1</b>	<b>1</b>
	EE	<b>40</b>	<b>38</b>	<b>7</b>	<b>15</b>
	IE	<b>73</b>	<b>22</b>	<b>3</b>	<b>2</b>
	EL	<b>85</b>	<b>13</b>	<b>2</b>	<b>0</b>
	ES	<b>83</b>	<b>15</b>	<b>1</b>	<b>1</b>
	FR	<b>82</b>	<b>16</b>	<b>1</b>	<b>1</b>
	IT	<b>86</b>	<b>10</b>	<b>2</b>	<b>2</b>
	CY	<b>80</b>	<b>16</b>	<b>2</b>	<b>2</b>
	LV	<b>73</b>	<b>24</b>	<b>1</b>	<b>2</b>
	LT	<b>77</b>	<b>18</b>	<b>3</b>	<b>2</b>
	LU	<b>85</b>	<b>14</b>	<b>1</b>	<b>0</b>
	HU	<b>78</b>	<b>17</b>	<b>3</b>	<b>2</b>
	MT	<b>67</b>	<b>22</b>	<b>3</b>	<b>8</b>
	NL	<b>69</b>	<b>29</b>	<b>1</b>	<b>1</b>
	AT	<b>87</b>	<b>12</b>	<b>1</b>	<b>0</b>
	PL	<b>78</b>	<b>18</b>	<b>1</b>	<b>3</b>
	PT	<b>89</b>	<b>9</b>	<b>1</b>	<b>1</b>
	RO	<b>87</b>	<b>12</b>	<b>1</b>	<b>0</b>
	SI	<b>80</b>	<b>17</b>	<b>1</b>	<b>2</b>
	SK	<b>88</b>	<b>11</b>	<b>0</b>	<b>1</b>
	FI	<b>73</b>	<b>22</b>	<b>2</b>	<b>3</b>
	SE	<b>78</b>	<b>20</b>	<b>1</b>	<b>1</b>
	UK	<b>62</b>	<b>32</b>	<b>1</b>	<b>5</b>
	HR	<b>89</b>	<b>9</b>	<b>1</b>	<b>1</b>

Q18.3 Seriez-vous prêt à faire les choses suivantes pour des raisons environnementales...?

Remplacer le bœuf ou le porc par du poulet ou du poisson

Q18.3 Would you be willing to do the following for environmental reasons ...?

Replace beef or pork with poultry or fish

Q18.3 Wären Sie bereit, der Umwelt zuliebe Folgendes zu tun?

Rindfleisch oder Schweinefleisch durch Hühnerfleisch oder Fisch ersetzen

		Oui	Non	Non applicable (NE PAS LIRE)	NSP/SR
		Yes	No	Not applicable (DO NOT READ OUT)	DK/NA
		Ja	Nein	Nicht zutreffend (NICHT VORLESEN)	Weiß nicht / Keine Angabe
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	72	25	2	1
	BE	76	22	1	1
	BG	74	24	1	1
	CZ	64	32	1	3
	DK	62	34	3	1
	DE	61	35	2	2
	EE	62	26	8	4
	IE	72	26	1	1
	EL	77	21	1	1
	ES	74	24	1	1
	FR	74	25	1	0
	IT	79	18	2	1
	CY	87	12	1	0
	LV	67	31	1	1
	LT	63	28	5	4
	LU	75	24	1	0
	HU	79	18	2	1
	MT	64	30	4	2
	NL	65	33	1	1
	AT	62	34	2	2
	PL	81	16	1	2
	PT	87	11	1	1
	RO	81	17	1	1
	SI	67	29	3	1
	SK	77	20	1	2
	FI	64	33	2	1
	SE	72	27	1	0
	UK	66	28	4	2
	HR	77	21	1	1

Q19 Imaginez qu'il soit facile de connaître l'impact environnemental de la construction des bâtiments. Si vous deviez acheter une maison ou un appartement, quelle serait l'importance de cette information dans votre décision ?

Q19 Suppose it was easy to find out the environmental impact of the construction of buildings. If you were to buy a house or an apartment, how important would this information be to your decision?

Q19 Nehmen Sie einmal an, es wäre einfach herauszufinden, welche Auswirkungen das Bauen von Gebäuden auf die Umwelt hat. Wenn Sie ein Haus oder eine Wohnung kaufen würden, wie wichtig wäre diese Information für Ihre Entscheidung?

		Très importante	Plutôt importante	Plutôt pas importante	Pas du tout importante	NSP/SR	Total 'Important'	Total 'Pas important'
		Very important	Fairly important	Not very important	Not at all important	DK/NA	Total 'Important'	Total 'Not important'
		Sehr wichtig	Ziemlich wichtig	Nicht so wichtig	Überhaupt nicht wichtig	Weiß nicht / Keine Angabe		
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	39	40	15	4	2	79	19
	BE	31	50	13	4	2	81	17
	BG	38	40	11	7	4	78	18
	CZ	27	46	18	5	4	73	23
	DK	25	37	24	9	5	62	33
	DE	39	42	14	2	3	81	16
	EE	26	40	19	5	10	66	24
	IE	46	33	14	6	1	79	20
	EL	47	35	10	6	2	82	16
	ES	41	36	17	5	1	77	22
	FR	39	46	10	4	1	85	14
	IT	50	35	8	2	5	85	10
	CY	44	33	10	5	8	77	15
	LV	25	42	24	6	3	67	30
	LT	36	42	13	6	3	78	19
	LU	52	40	6	1	1	92	7
	HU	42	40	13	2	3	82	15
	MT	48	29	13	5	5	77	18
	NL	20	46	26	7	1	66	33
	AT	47	36	13	2	2	83	15
	PL	37	36	18	6	3	73	24
	PT	50	38	9	2	1	88	11
	RO	48	34	13	4	1	82	17
	SI	44	37	11	4	4	81	15
	SK	36	42	16	4	2	78	20
	FI	21	55	18	4	2	76	22
	SE	31	47	16	4	2	78	20
	UK	31	39	21	8	1	70	29
	HR	43	34	16	5	2	77	21

Q20 De façon générale, dans quelle mesure vous estimez-vous bien informé de la durée de vie des produits que vous achetez ?

Q20 In general, how well informed do you feel about the lifespan of the products you buy?

Q20 Wie gut fühlen Sie sich im Allgemeinen über die Lebensdauer der von Ihnen gekauften Produkte informiert?

		Très bien informé	Plutôt bien informé	Plutôt mal informé	Pas du tout informé	NSP/SR	Total 'Informé'	Total 'Pas informé'
		Very well informed	Fairly well informed	Not very well informed	Not informed at all	DK/NA	Total 'Informed'	Total 'Not informed'
		Sehr gut informiert	Ziemlich gut informiert	Nicht sehr gut informiert	Überhaupt nicht informiert	Weiß nicht / Keine Angabe	Gesamt 'Informiert'	Gesamt 'Nicht informiert'
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	12	48	31	7	2	60	38
	BE	9	56	26	8	1	65	34
	BG	23	39	30	7	1	62	37
	CZ	9	48	35	6	2	57	41
	DK	15	46	28	7	4	61	35
	DE	12	47	32	7	2	59	39
	EE	10	48	31	7	4	58	38
	IE	16	48	29	5	2	64	34
	EL	12	43	35	9	1	55	44
	ES	9	36	43	11	1	45	54
	FR	7	45	38	10	0	52	48
	IT	19	53	20	4	4	72	24
	CY	19	39	30	8	4	58	38
	LV	7	44	43	5	1	51	48
	LT	7	42	40	9	2	49	49
	LU	14	58	23	5	0	72	28
	HU	6	66	25	2	1	72	27
	MT	25	39	26	8	2	64	34
	NL	9	56	26	7	2	65	33
	AT	17	44	31	7	1	61	38
	PL	19	58	19	3	1	77	22
	PT	9	65	22	3	1	74	25
	RO	10	43	41	5	1	53	46
	SI	16	59	22	2	1	75	24
	SK	12	51	32	4	1	63	36
	FI	6	49	39	5	1	55	44
	SE	12	53	28	6	1	65	34
	UK	11	49	31	8	1	60	39
	HR	14	47	34	4	1	61	38

Q21 Pensez-vous que la durée de vie des produits disponibles sur le marché devrait être indiquée ?

Q21 Do you think that the lifespan of products available on the market should be indicated?

Q21 Sind Sie der Meinung, dass die Lebensdauer der auf dem Markt erhältlichen Produkte angegeben werden sollte?

		Oui	Non	NSP/SR
		Yes	No	DK/NA
		Ja	Nein	Weiß nicht / Keine Angabe
%		Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	92	6	2
	BE	90	9	1
	BG	99	1	0
	CZ	96	3	1
	DK	76	19	5
	DE	88	9	3
	EE	82	10	8
	IE	96	2	2
	EL	97	2	1
	ES	98	1	1
	FR	92	7	1
	IT	91	3	6
	CY	93	4	3
	LV	93	6	1
	LT	96	3	1
	LU	93	6	1
	HU	82	14	4
	MT	91	5	4
	NL	86	13	1
	AT	91	8	1
	PL	98	1	1
	PT	98	1	1
	RO	98	2	0
	SI	94	5	1
	SK	97	2	1
	FI	78	19	3
	SE	89	8	3
	UK	92	5	3
	HR	96	3	1

Q22 Combien seriez-vous prêt à payer en plus, le cas échéant, pour que la garantie de fiabilité d'un produit soit prolongée jusqu'à 5 ans après l'achat ?

Q22 How much more, if anything, would you be willing to pay for a product if its guarantee of reliability was extended to 5 years?

Q22 Wie viel mehr, wenn überhaupt, wären Sie bereit für ein Produkt zu zahlen, wenn die Garantie auf dessen Funktionsfähigkeit auf fünf Jahre verlängert werden würde?

		Vous ne seriez pas prêt à payer plus	Vous seriez prêt à payer 5% de plus	Vous seriez prêt à payer entre 6% et 10% de plus	Vous seriez prêt à payer entre 11% et 20% de plus	Vous seriez prêt à payer plus de 20% de plus	NSP/SR	Total 'Oui'
		You would not be willing to pay more	You would be willing to pay 5% more	You would be willing to pay 6% to 10% more	You would be willing to pay 11% to 20% more	You would be willing to pay more than 20%	DK/NA	Total 'Yes'
		Sie wären nicht bereit, mehr zu bezahlen	Sie wären bereit, 5% mehr zu bezahlen	Sie wären bereit, 6-10% mehr zu bezahlen	Sie wären bereit, 11-20% mehr zu bezahlen	Sie wären bereit, mehr als 20% mehr zu bezahlen	Weiß nicht / Keine Angabe	Gesamt 'Ja'
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	31	34	23	6	3	3	66
	BE	39	32	20	5	2	2	59
	BG	34	28	22	7	6	3	63
	CZ	24	32	29	8	5	2	74
	DK	35	22	23	10	6	4	61
	DE	26	31	28	9	3	3	71
	EE	30	27	25	9	2	7	63
	IE	22	35	28	7	6	2	76
	EL	31	33	22	7	3	4	65
	ES	40	35	19	2	2	2	58
	FR	44	33	17	3	1	2	54
	IT	31	38	18	5	2	6	63
	CY	25	36	21	5	4	9	66
	LV	30	30	23	10	5	2	68
	LT	33	32	22	5	3	5	62
	LU	29	36	25	5	4	1	70
	HU	22	39	26	7	4	2	76
	MT	22	39	23	7	3	6	72
	NL	33	35	22	6	2	2	65
	AT	21	30	30	12	4	3	76
	PL	23	32	28	11	4	2	75
	PT	35	40	16	3	3	3	62
	RO	28	36	21	4	9	2	70
	SI	25	31	27	9	5	3	72
	SK	27	31	26	11	3	2	71
	FI	19	31	30	13	5	2	79
	SE	22	31	29	11	4	3	75
	UK	29	35	24	7	4	1	70
	HR	22	26	28	11	10	3	75

Q23 Au cours des 12 derniers mois, avez-vous décidé de renoncer à faire réparer un produit défectueux parce que les coûts de réparation étaient trop élevés ?

Q23 In the last 12 months, have you decided not to have a faulty product repaired because the repair costs were too high?

Q23 Haben Sie sich innerhalb der letzten 12 Monate dagegen entschieden, ein fehlerhaftes Produkt reparieren zu lassen, weil die Reparaturkosten zu hoch waren?

		Oui, pour un seul produit Yes, for only one product Ja, bei einem einzigen Produkt	Oui, pour deux produits Yes, for two products Ja, bei zwei Produkten	Oui, pour plus de deux produits Yes, for more than two products Ja, bei mehr als zwei Produkten	Non No Nein	NSP/SR DK/NA Weiß nicht / Keine Angabe	Total 'Oui' Total 'Yes' Gesamt 'Ja'
%		Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367	Flash EB 367
	EU 27	28	10	9	51	2	47
	BE	31	8	10	50	1	49
	BG	31	10	10	48	1	51
	CZ	34	14	13	37	2	61
	DK	26	7	8	57	2	41
	DE	24	7	5	62	2	36
	EE	28	12	7	50	3	47
	IE	30	12	11	46	1	53
	EL	34	11	13	41	1	58
	ES	30	10	10	48	2	50
	FR	32	10	12	45	1	54
	IT	29	11	9	47	4	49
	CY	30	9	12	48	1	51
	LV	30	13	10	46	1	53
	LT	22	8	11	55	4	41
	LU	30	12	13	44	1	55
	HU	32	10	10	47	1	52
	MT	31	14	10	45	0	55
	NL	26	8	6	59	1	40
	AT	30	9	8	52	1	47
	PL	29	10	8	51	2	47
	PT	26	10	11	51	2	47
	RO	26	9	11	53	1	46
	SI	34	10	9	46	1	53
	SK	33	15	11	40	1	59
	FI	26	12	8	53	1	46
	SE	21	8	6	64	1	35
	UK	29	12	8	49	2	49
	HR	30	10	10	49	1	50