

Flash Eurobarometer 256  
April 2009

Europeans' attitudes towards the issue of sustainable  
consumption and production

Basic english questionnaire

The GALLUP Organization

# FLASH - 256

## “SUSTAINABLE CONSUMPTION & PRODUCTION”

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

**[READ OUT – ONLY ONE ANSWER POSSIBLE]**

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

**Q2. How important are the following aspects when making a decision on what products to buy? Very important, rather important, rather not important, not at all important?**

**[READ OUT – ONE ANSWER PER LINE]**

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

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

**Q3. Some products have an eco-label which certifies that they are environmentally friendly. Which statement characterizes you the best?**

**[READ OUT – ONLY ONE ANSWER POSSIBLE]**

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

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

***[READ OUT – ROTATE – ONLY ONE ANSWER POSSIBLE]***

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

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

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

***[READ OUT – ONLY ONE ANSWER POSSIBLE]***

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

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

***[READ OUT – ROTATE – ONLY ONE ANSWER POSSIBLE]***

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

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

**[READ OUT – ONLY ONE ANSWER POSSIBLE]**

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

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

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

**[READ OUT – ROTATE – ONLY ONE ANSWER POSSIBLE]**

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

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

**Q9. Are you aware of the Flower, the symbol of the EU Eco-label?**

**[READ OUT – ONLY ONE ANSWER POSSIBLE]**

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

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

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

**[READ OUT – ONLY ONE ANSWER POSSIBLE]**

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

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

**[READ OUT – ONLY ONE ANSWER POSSIBLE]**

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

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

***[READ OUT – ONLY ONE ANSWER POSSIBLE]***

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

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

***[READ OUT – ONLY ONE ANSWER POSSIBLE]***

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

**D1. Gender**

***[DO NOT ASK - MARK APPROPRIATE]***

- [1] Male
- [2] Female

**D2. How old are you?**

- [ ][ ] years old
- [00] [REFUSAL/NO ANSWER]

**D3. How old were you when you stopped full-time education?**

*[WRITE IN THE AGE WHEN EDUCATION WAS TERMINATED]*

- [ ][ ] ..... years old
- [ 00 ] ..... [STILL IN FULL TIME EDUCATION]
- [ 01 ] ..... [NEVER BEEN IN FULL TIME EDUCATION]
- [ 99 ] ..... [REFUSAL/NO ANSWER]

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

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

**- Self-employed**

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

**- Employee**

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

**- Manual worker**

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

**- Without a professional activity**

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

- [Refusal] ..... 99

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

- metropolitan zone .....1
- other town/urban centre .....2
- rural zone.....3
- [Refusal].....9

Flash EB Series #256

# Europeans' attitudes towards the issue of sustainable consumption and production

Conducted by  
The Gallup Organisation, Hungary  
upon the request of Directorate General  
Environment



Survey co-ordinated by  
Directorate General Communication

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

**THE GALLUP ORGANISATION**

## Survey details

This general population survey on “*Europeans’ attitudes towards the issue of sustainable consumption and production*” (Flash N° 256) was conducted for the European Commission, DG Environment – Communication & Governance Unit.

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

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

|                |    |                    |                                       |
|----------------|----|--------------------|---------------------------------------|
| Belgium        | BE | Gallup Europe      | (Interviews: 21/04/2009 - 25/04/2009) |
| Czech Republic | CZ | Focus Agency       | (Interviews: 21/04/2009 - 25/04/2009) |
| Denmark        | DK | Hermelin           | (Interviews: 21/04/2009 - 25/04/2009) |
| Germany        | DE | IFAK               | (Interviews: 21/04/2009 - 25/04/2009) |
| Estonia        | EE | Saar Poll          | (Interviews: 21/04/2009 - 25/04/2009) |
| Greece         | EL | Metroanalysis      | (Interviews: 21/04/2009 - 25/04/2009) |
| Spain          | ES | Gallup Spain       | (Interviews: 21/04/2009 - 25/04/2009) |
| France         | FR | Efficiencie3       | (Interviews: 21/04/2009 - 25/04/2009) |
| Ireland        | IE | Gallup UK          | (Interviews: 21/04/2009 - 25/04/2009) |
| Italy          | IT | Demoskopoea        | (Interviews: 21/04/2009 - 25/04/2009) |
| Cyprus         | CY | CYMAR              | (Interviews: 21/04/2009 - 25/04/2009) |
| Latvia         | LV | Latvian Facts      | (Interviews: 21/04/2009 - 25/04/2009) |
| Lithuania      | LT | Baltic Survey      | (Interviews: 21/04/2009 - 25/04/2009) |
| Luxembourg     | LU | Gallup Europe      | (Interviews: 21/04/2009 - 25/04/2009) |
| Hungary        | HU | Gallup Hungary     | (Interviews: 21/04/2009 - 25/04/2009) |
| Malta          | MT | MISCO              | (Interviews: 21/04/2009 - 25/04/2009) |
| Netherlands    | NL | MSR                | (Interviews: 21/04/2009 - 25/04/2009) |
| Austria        | AT | Spectra            | (Interviews: 21/04/2009 - 25/04/2009) |
| Poland         | PL | Gallup Poland      | (Interviews: 21/04/2009 - 25/04/2009) |
| Portugal       | PT | Consulmark         | (Interviews: 21/04/2009 - 25/04/2009) |
| Slovenia       | SI | Cati d.o.o         | (Interviews: 21/04/2009 - 25/04/2009) |
| Slovakia       | SK | Focus Agency       | (Interviews: 21/04/2009 - 25/04/2009) |
| Finland        | FI | Norstat Finland Oy | (Interviews: 21/04/2009 - 25/04/2009) |
| Sweden         | SE | Hermelin           | (Interviews: 21/04/2009 - 25/04/2009) |
| United Kingdom | UK | Gallup UK          | (Interviews: 21/04/2009 - 25/04/2009) |
| Bulgaria       | BG | Vitoshia           | (Interviews: 21/04/2009 - 25/04/2009) |
| Romania        | RO | Gallup Romania     | (Interviews: 21/04/2009 - 25/04/2009) |
| Croatia        | HR | Gallup Croatia     | (Interviews: 21/04/2009 - 25/04/2009) |

### ***Representativeness of the results***

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

### ***Sample sizes***

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

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

The table below presents, for each of the countries:

- (1) the number of interviews actually carried out
- (2) the population-weighted total number of interviews

***Total interviews***

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

***Questionnaires***

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

### ***Sampling error***

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

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

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

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

### ***Margin of error (95% confidence interval)***

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

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

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

## Evaluation of the samples

The attached tables (after the Technical Report tables) provide a detailed insight to the within country weighting of the study. (For cross-country weights please refer to the table on previous page) The weighting of the dataset is a three-fold exercise.

In the *first step* we will apply the basic **selection probability weights**, primarily to avoid the overcoverage of households with multiple telephone lines. In the same step, we calculate the weights that corrects the estimations based on the merged **dual frame** samples, i.e., weights that deal with phone owners;

In the *second step*, on a country-by-country basis, a **nonresponse population weighting** was carried out. As nonresponse rates vary by social segments, the sample characteristics reflect such differences as well (i.e., there are usually less males and especially less young people in the samples than in the universe.) In this step, we compensated for the nonresponse bias that stems from the field execution process. The most advanced method for eliminating such deviations is the so-called *Raking Adjustment for Nonresponse* (raking). Gallup applied this method. This procedure performs iterative proportional fitting in contingency table analysis. This method is also used to deal with the problem of large variability of weights. When weighting classes are formed based on full cross-classification of the auxiliary variables, the result is a large number of weighting classes with unstable response rates.

However, one drawback is that raking assumes that the variables used for adjustment are independent. Raking works in the following way:

- 1) sets initial weight factor values in each cross-classification term to 1;
- 2) adjusts the weight factors of the first cross-classification term so the weighted sample is representative for the variables involved;
- 3) adjusts the weight factors for the next cross-classification term so the weighted sample becomes representative with respect to the variables involved (this might disrupt the representativeness with respect to the variables involved);
- 4) repeats this adjustment for all cross-classification terms;
- 5) repeats all steps until the factors do not change.

A common approach to weighting is to determine the sample weights adjusting for unequal probabilities of selection, revise these weights to compensate for different sub-class response rates, and finally modify the weights again to conform the weighted sample distribution for certain variables (e.g., age, gender, activity etc.) to the known population distributions of the same variables.

The following variables will be used in all national raking procedures (with categories levels used):

### **Age X Sex**

male, 15-29  
male, 30-49  
male, 50-64  
male 65+  
female, 15-29  
female, 30-49  
female, 50-64  
female 65+

### **Activity**

Active worker  
retired  
Other non-active worker

### **Regions ( NUTS2)**

Please note that levels might be collapsed to achieve convergence or universe information is not available in the necessary detail.

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