The progress bar below indicates approximately what portion of the survey you have completed.

Thank you for agreeing to take this survey. Our first few questions will help us determine which questions to ask you.

In which country or region do you currently reside?

- United States of America
- Australia
- Austria
- Belgium
- Canada
- Denmark
- England
- France
- Germany
- Greece
- Ireland (Republic of Ireland)
- Italy
- Netherlands
- New Zealand
- Northern Ireland
- Norway
- Portugal
- Scotland
- Spain
- Sweden
- Switzerland
- Wales
- Other country
Are you...?
- Male
- Female

In what year were you born? Please enter your response as a four-digit number (for example, 1977).

1980
Are you of Hispanic or Latino origin?

- Yes, of Hispanic origin
- No, not of Hispanic origin
- Decline to answer
Please choose one or more categories to indicate your race. Are you...?

- White
- Black or African American
- Asian
- American Indian or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Decline to Answer
Thank you for taking the time to share your opinions with us. This survey contains questions about advertising and labeling for different products. You will see information that might appear in an advertisement or product label. Please answer the questions based on the information provided. There are no right or wrong answers - we are just interested in what you think.
Suppose you see kitchen flooring advertised or labeled as "Green: Made with Renewable Energy." What, if anything, does this statement suggest or imply to you about the kitchen flooring?
Below are some characteristics that a product might have. Again, suppose you see kitchen flooring advertised or labeled as "Green: Made with Renewable Energy." Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

<table>
<thead>
<tr>
<th>The kitchen flooring is...</th>
<th>Definitely Not Suggested</th>
<th>Probably Not Suggested</th>
<th>Probably Suggested</th>
<th>Definitely Suggested</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>made with renewable materials</td>
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<tr>
<td>biodegradable</td>
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<tr>
<td>made with renewable energy</td>
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<tr>
<td>non-toxic</td>
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<tr>
<td>recyclable</td>
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<tr>
<td>compostable</td>
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</tr>
<tr>
<td>made from recycled materials</td>
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</tr>
</tbody>
</table>
Thinking again about kitchen flooring advertised or labeled as “Green: Made with Renewable Energy,” which of the following most accurately describes what this statement suggests or implies to you about any negative environmental impact that may come from this kitchen flooring?

- The statement suggests or implies that there is no negative environmental impact from this kitchen flooring.
- The statement suggests or implies that this kitchen flooring causes less negative environmental impact than other kitchen flooring, but may still cause some negative impact to the environment.
- The statement does not suggest or imply anything about the negative environmental impact from this kitchen flooring or how it may compare to other kinds of kitchen flooring.
- Other
- Not sure
Negative impact to the environment can happen at various stages in a product's lifecycle - for example, from production/manufacture, transportation/distribution, usage/consumption, or disposal of the product. When you indicated that the statement "Green: Made with Renewable Energy" suggests or implies that the kitchen flooring has less negative impact than other kitchen flooring, how were you thinking about the negative environmental impact that may result from the kitchen flooring?

- I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.
- I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.
- I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.
- Other
- Not sure
Thinking once again about kitchen flooring that is advertised or labeled as being "Green: Made with Renewable Energy," which of the following most accurately describes what this statement suggests or implies to you about how much of the energy used in making the kitchen flooring were renewable?

- The statement suggests or implies that all of the energy was renewable.
- The statement suggests or implies that most of the energy was renewable.
- The statement suggests or implies that some of the energy was renewable.
- The statement does not suggest or imply anything about how much of the energy was renewable.
- Not sure
Now suppose you see wrapping paper advertised or labeled as "Made with Recycled Materials." What, if anything, does this statement suggest or imply to you about the wrapping paper?
Below are some characteristics that a product might have. Again, suppose you see wrapping paper advertised or labeled as "Made with Recycled Materials." Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

<table>
<thead>
<tr>
<th>The wrapping paper is...</th>
<th>Definitely Not Suggested</th>
<th>Probably Not Suggested</th>
<th>Probably Suggested</th>
<th>Definitely Suggested</th>
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</thead>
<tbody>
<tr>
<td>recyclable</td>
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<tr>
<td>made with renewable materials</td>
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</tbody>
</table>
Thinking again about wrapping paper advertised or labeled as "Made with Recycled Materials," which of the following most accurately describes what this statement suggests or implies to you about any negative environmental impact that may come from this wrapping paper?

- The statement suggests or implies that there is no negative environmental impact from this wrapping paper.
- The statement suggests or implies that this wrapping paper causes less negative environmental impact than other wrapping paper, but may still cause some negative impact to the environment.
- The statement does not suggest or imply anything about the negative environmental impact from this wrapping paper or how it may compare to other kinds of wrapping paper.
- Other
- Not sure
Thinking once again about wrapping paper that is advertised or labeled as being "Made with Recycled Materials," which of the following most accurately describes what this statement suggests or implies to you about how much of the materials used in making the wrapping paper were recycled?

- The statement suggests or implies that all of the materials were recycled.
- The statement suggests or implies that most of the materials were recycled.
- The statement suggests or implies that some of the materials were recycled.
- The statement does not suggest or imply anything about how much of the materials were recycled.
- Not sure
Suppose an advertisement for a company's laundry basket includes the statement "Our manufacturing plant hosts a wind power facility." Which of the following, if any, do you think are suggested or implied by this statement?

<table>
<thead>
<tr>
<th></th>
<th>Definitely Not Suggested</th>
<th>Probably Not Suggested</th>
<th>Probably Suggested</th>
<th>Definitely Suggested</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wind power is used in making the laundry basket</td>
<td>☐</td>
<td>☐</td>
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</tr>
<tr>
<td>A group of wind power producers meets in the company's conference room</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>There is a wind power facility on the company's premises</td>
<td>☐</td>
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<td>☐</td>
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</tbody>
</table>
As far as you know, what does it mean to say that a product or service is "carbon neutral"?
Thinking a bit more about a product being carbon neutral, which of the following best describes what "carbon neutral" means?

- Greenhouse gases such as carbon dioxide were offset
- Clothing that resists pencil and ink stains
- Soft drinks that were made without carbonation
- Water pollutants were reduced to improve water quality
- No pollution was generated in making the product
- Carbon resources were not used to produce the product
- None of the above
- Not sure
Have you ever purchased a product or service at least partly because it was advertised or labeled as being "carbon neutral"?

- Yes
- No
- Not sure
Have you ever noticed advertisements for "carbon neutral" products or services?

- Yes
- No
- Not sure
If you remember, what product or service was being advertised as carbon neutral? If you have seen more than one product or service being advertised as carbon neutral, please tell me about the item you most recently saw as being carbon neutral.
Suppose you see a product labeled or advertised as "carbon neutral." You indicated that you think "carbon neutral" means greenhouse gases such as carbon dioxide were offset. Which of the following statements most accurately describes what this suggests or implies to you about the greenhouse gases that were offset?

- The statement suggests or implies that all of the greenhouse gases resulting from the product have been offset.
- The statement suggests or implies that some, but not necessarily all, of the greenhouse gases resulting from the product have been offset.
- The statement does not suggest anything about how much of the greenhouse gases associated with this product were offset.
- Other
- Not sure
Greenhouse gases can be produced at various stages in a product's lifecycle - for example, in production/manufacture, transportation/distribution, usage/consumption, or disposal of the product. When you indicated that the statement "carbon neutral" suggests that all of the greenhouse gases associated with a product were offset, how did you think about the greenhouse gases that were offset?

- I thought about the greenhouse gases that may occur at each of the stages of the lifecycle.
- I thought about the greenhouse gases that may occur at some, but not all of the stages of the lifecycle.
- I thought about the greenhouse gases in a general sense, but did not think about greenhouse gases occurring at specific stages of the lifecycle.
- Other
- Not sure
Throughout the course of taking this survey, did you consult any outside reference materials, including online resources?

- Yes
- No
How concerned are you personally about the current state of the environment?

- Not at all concerned
- Somewhat concerned
- Fairly concerned
- Very concerned
- Extremely concerned
In the past year, have you made financial contributions to, or volunteered at, any organizations whose objective is improving the environment?

- Yes
- No
- Not sure
In the past six months, have you chosen to purchase one product rather than another because the product is better for the environment?

- Yes
- No
- Not sure
How many times in the past six months have you purchased a particular product because of its environmental benefits?

- 1
- 2 - 5
- 6 - 10
- More than 10
- Not sure
Thinking a little more about the times you purchased a product because of its environmental benefits, how many times did you have to pay more or make a special trip to another store to get it?

- For all of the environmental products I bought
- For at least half of the environmental products I bought
- For less than half of the environmental products I bought
- For none of the environmental products I bought
- Not sure
Next we have a few more general questions for you.

On how many separate occasions would you say you watched news programs on TV during the past 30 days?

23

On how many different occasions did you do vigorous physical exercise during the past 30 days?

23
Which of these practices, if any, do you consider to be a serious violation of privacy? Please select all that apply.

- The use of programs such as "cookies" to track what an individual does on the Internet
- Thorough searches at airport checkpoints based on visual profiles
- Unsolicited phone calls for the purpose of selling products or services
- Screening of employees for AIDS
- None of these

Do you own a non-retirement investment account?

- Yes
- No
In what state or territory do you currently reside?

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- District of Columbia
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
- Wyoming
- American Samoa
- Armed Forces - stationed abroad
- Employee or government worker posted abroad
- Guam
- Northern Mariana Islands
- Puerto Rico
- Student studying abroad
- U.S. Virgin Islands
- Other place
What is your zip code? 99999 - 99999
Are you currently connected to the Internet using a wireless connection (such as WiFi) to take this survey?

- Yes
- No
Which of the following are you using to connect to the Internet for this survey?

- A telephone line (either dial-up, DSL, ADSL, IDSN, or RDSI)
- A cable modem
- A T1/T3 line
- A satellite dish connection
- Cellular/Mobile phone connection (PDA, etc.)
- Other
- Not at all sure
Which type of Internet connection do you have?

- 14.4Kbps modem
- 28.8 Kbps modem
- 33.6Kbps modem
- 56Kbps modem
- ISDN line
- ADSL/DSL line
- RDSI
- Other
- Not Sure
Excluding email, how many hours per week do you typically spend on the Internet or World Wide Web?

23
Does anyone else use the email address to which this survey's invitation was sent?

- Yes, someone else uses the same email address as I do.
- No, no one else uses my email address.
- I am not sure if anyone else uses my email address.
What is your marital status?

- Never married
- Married or civil union
- Divorced
- Separated
- Widow/Widower
- Living with partner
Including yourself, how many people age 18 or older live in your household?

2
How many people under the age of 18 live in your household?

1
Next, for each person under the age of 18, in what year was the person born? If you do not want to provide the age of a given person, you may leave the answer blank.

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<tbody>
<tr>
<td>Child 1</td>
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</tr>
</tbody>
</table>
Next, we have a few employment and economic questions.

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you employed full time for pay with an organization or company?</td>
<td>🟢</td>
<td></td>
</tr>
<tr>
<td>Are you employed part time for pay with an organization or company?</td>
<td>🟢</td>
<td></td>
</tr>
<tr>
<td>Are you self-employed full time?</td>
<td>🟢</td>
<td></td>
</tr>
<tr>
<td>Are you self-employed part time?</td>
<td>🟢</td>
<td></td>
</tr>
</tbody>
</table>
Do any of the following describe you? Please select all that apply.

- Retired and collecting retirement benefits/pension
- A student
- A stay-at-home spouse or partner
- None of these
Are you the **primary income earner** in your household, that is, the person with the largest income, whether from employment, pensions, state benefits, investments or any other source?

- Yes, I am the primary income earner.
- I and another member of my household are the primary income earners of about equal amounts.
- No, I am not the primary income earner.
What is the highest level of education you have completed or the highest degree you have received? If you received your education in another country, please indicate the equivalent level below.

- Less than high school
- Completed some high school
- Completed high school
- Completed some college
- Associate Degree
- Completed College
- Completed some graduate school
- Completed graduate school
Which of the following income categories best describes your total 2008 household income before taxes?

- Less than $15,000
- $15,000 to $24,999
- $25,000 to $34,999
- $35,000 to $49,999
- $50,000 to $74,999
- $75,000 to $99,999
- $100,000 to $124,999
- $125,000 to $149,999
- $150,000 to $199,999
- $200,000 to $249,999
- $250,000 or more
- Decline to answer

Why do we ask this question?
Which of the following languages are spoken in your household? Please select all that apply.

- Afrikaans
- Albanian
- American Sign Language
- Amoy
- Arabic
- Armenian
- Bengali
- Bulgarian
- Burmese
- Cantonese
- Chinese
- Czech
- Danish
- Dutch
- English
- Estonian
- Finnish
- Flemish
- French Canadian
- French European
- German
- Greek
- Gujarati
- Hebrew
- Hindi
- Hungarian
- Ilu
- Indonesian
- isiXhosa
- isiZulu
- Italian
- Japanese
- Kannada
- Korean
- Latvian
- Lithuanian
- Luganda
- Malay
- Mandarin
- Marathi
- Nepali
- Norwegian
- Nyanja
- Oriya
- Persian
- Polish
- Portuguese
- Punjabi
- Quechua
- Rajasthani
- Romanian
- Russian
- Serbian
- seSotho
- Sinhalese
- Slovak
- Spanish
- Swahili
- Swedish
- Tagalog
- Telegu
- Thai
- Turkish
- Ukrainian
- Urdu
- Vietnamese
- Welsh
- Other Language
- Decline to Answer
Which of these is the **primary** language spoken in your household?

- Afrikaans
- French Canadian
- Decline to Answer
As part of our continual effort to improve your survey-taking experience, we would like to ask you about your experience with this survey.

Thinking about your experience with this survey, how much do you agree or disagree with the following statement?

Some of the questions in this survey seemed redundant.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree
How frequently would you like to receive survey invitations from the Harris Poll Online?

- Every 3 days
- Every 4 days
- Every 5-6 days
- Every 7-10 days
- None of the above
If invited, how likely are you to complete another survey for the Harris Poll Online in the next 3 months?

- Definitely will not
- Will not
- Probably will not
- Uncertain if I will
- Probably will
- Will
- Definitely will

PROGRESS

|| RESUME LATER
Thank you for your interest in this survey.

Have any comments or questions about this survey?

Need to change your email address?

Want to visit our Corporate website?

Want to be excluded from Harris Poll Online mailings?