

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?

- | | |
|---|--|
| <input checked="" type="radio"/> United States of America | <input type="radio"/> Netherlands |
| <input type="radio"/> Australia | <input type="radio"/> New Zealand |
| <input type="radio"/> Austria | <input type="radio"/> Northern Ireland |
| <input type="radio"/> Belgium | <input type="radio"/> Norway |
| <input type="radio"/> Canada | <input type="radio"/> Portugal |
| <input type="radio"/> Denmark | <input type="radio"/> Scotland |
| <input type="radio"/> England | <input type="radio"/> Spain |
| <input type="radio"/> France | <input type="radio"/> Sweden |
| <input type="radio"/> Germany | <input type="radio"/> Switzerland |
| <input type="radio"/> Greece | <input type="radio"/> Wales |
| <input type="radio"/> Ireland (Republic of Ireland) | <input type="radio"/> Other country |
| <input type="radio"/> Italy | |



PROGRESS



Are you...?

- Male
- Female

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

1980



|| RESUME LATER

Are you of Hispanic or Latino origin?

- Yes, of Hispanic origin
- No, not of Hispanic origin
- Decline to answer

PROGRESS

|| RESUME LATER

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



PROGRESS



|| RESUME LATER

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.



PROGRESS



|| RESUME LATER

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**?

dfg

PROGRESS

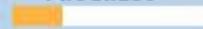
|| RESUME LATER

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?

The kitchen flooring is...	<i>Definitely Not Suggested</i>	<i>Probably Not Suggested</i>	<i>Probably Suggested</i>	<i>Definitely Suggested</i>	<i>Not sure</i>
made with renewable materials	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
biodegradable	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
made with renewable energy	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
non-toxic	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
recyclable	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
compostable	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
made from recycled materials	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



PROGRESS



|| RESUME LATER

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



PROGRESS



|| RESUME LATER

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



PROGRESS



|| RESUME LATER

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**?

sdf



PROGRESS

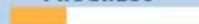
|| RESUME LATER

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?

The wrapping paper is...	<i>Definitely Not Suggested</i>	<i>Probably Not Suggested</i>	<i>Probably Suggested</i>	<i>Definitely Suggested</i>	<i>Not sure</i>
recyclable	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
made with renewable energy	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
non-toxic	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
compostable	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
biodegradable	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
made from recycled materials	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
made with renewable materials	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



PROGRESS



|| RESUME LATER

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



PROGRESS



|| RESUME LATER

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?

	<i>Definitely Not Suggested</i>	<i>Probably Not Suggested</i>	<i>Probably Suggested</i>	<i>Definitely Suggested</i>	<i>Not sure</i>
Wind power is used in making the laundry basket	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A group of wind power producers meets in the company's conference room	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a wind power facility on the company's premises	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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|| RESUME LATER

As far as you know, what does it mean to say that a product or service is "carbon neutral"?

dfg

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|| RESUME LATER

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

PROGRESS

|| RESUME LATER

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



PROGRESS

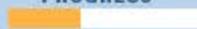


|| RESUME LATER

Have you ever noticed advertisements for "carbon neutral" products or services?

- Yes
- No
- Not sure

PROGRESS



|| RESUME LATER

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.

dfg

PROGRESS

|| RESUME LATER

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

PROGRESS

|| RESUME LATER

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

PROGRESS

|| RESUME LATER

Throughout the course of taking this survey, did you consult any outside reference materials, including online resources?

- Yes
- No

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|| RESUME LATER

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



|| RESUME LATER

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



PROGRESS



|| RESUME LATER

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?

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

PROGRESS

|| RESUME LATER

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



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|| RESUME LATER

In what state or territory do you currently reside?

- | | | |
|--|--------------------------------------|---|
| <input checked="" type="radio"/> Alabama | <input type="radio"/> Maryland | <input type="radio"/> South Carolina |
| <input type="radio"/> Alaska | <input type="radio"/> Massachusetts | <input type="radio"/> South Dakota |
| <input type="radio"/> Arizona | <input type="radio"/> Michigan | <input type="radio"/> Tennessee |
| <input type="radio"/> Arkansas | <input type="radio"/> Minnesota | <input type="radio"/> Texas |
| <input type="radio"/> California | <input type="radio"/> Mississippi | <input type="radio"/> Utah |
| <input type="radio"/> Colorado | <input type="radio"/> Missouri | <input type="radio"/> Vermont |
| <input type="radio"/> Connecticut | <input type="radio"/> Montana | <input type="radio"/> Virginia |
| <input type="radio"/> Delaware | <input type="radio"/> Nebraska | <input type="radio"/> Washington |
| <input type="radio"/> District of Columbia | <input type="radio"/> Nevada | <input type="radio"/> West Virginia |
| <input type="radio"/> Florida | <input type="radio"/> New Hampshire | <input type="radio"/> Wisconsin |
| <input type="radio"/> Georgia | <input type="radio"/> New Jersey | <input type="radio"/> Wyoming |
| <input type="radio"/> Hawaii | <input type="radio"/> New Mexico | <input type="radio"/> American Samoa |
| <input type="radio"/> Idaho | <input type="radio"/> New York | <input type="radio"/> Armed Forces - stationed abroad |
| <input type="radio"/> Illinois | <input type="radio"/> North Carolina | <input type="radio"/> Employee or government worker posted abroad |
| <input type="radio"/> Indiana | <input type="radio"/> North Dakota | <input type="radio"/> Guam |
| <input type="radio"/> Iowa | <input type="radio"/> Ohio | <input type="radio"/> Northern Mariana Islands |
| <input type="radio"/> Kansas | <input type="radio"/> Oklahoma | <input type="radio"/> Puerto Rico |
| <input type="radio"/> Kentucky | <input type="radio"/> Oregon | <input type="radio"/> Student studying abroad |
| <input type="radio"/> Louisiana | <input type="radio"/> Pennsylvania | <input type="radio"/> U.S. Virgin Islands |
| <input type="radio"/> Maine | <input type="radio"/> Rhode Island | <input type="radio"/> Other place |

What is your zip code? -



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|| RESUME LATER

Are you currently connected to the Internet using a wireless connection (such as WiFi) to take this survey?

- Yes
- No



|| RESUME LATER

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

PROGRESS

|| RESUME LATER

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

A progress bar at the bottom of the page shows the current question's progress. The bar is labeled "PROGRESS" and has an orange segment on the left and a white segment on the right. A blue arrow points to the right on the left side of the bar, and another blue arrow points to the left on the right side of the bar. Below the progress bar is a dark blue bar with a white pause icon and the text "RESUME LATER".

Excluding email, how many hours per week do you typically spend on the Internet or World Wide Web?



|| RESUME LATER

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.

PROGRESS

|| RESUME LATER

What is your marital status?

- Never married
- Married or civil union
- Divorced
- Separated
- Widow/Widower
- Living with partner



|| RESUME LATER

Including yourself, how many people age 18 or older live in your household?

PROGRESS

|| RESUME LATER

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

PROGRESS

|| RESUME LATER

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.

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Child 1	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>																	



A blue progress bar with a white segment and the word "PROGRESS" above it. A right-pointing arrow is on the left, and a left-pointing arrow is on the right. Below the bar is a dark blue footer with a pause icon and the text "RESUME LATER".

Next, we have a few employment and economic questions.

	Yes	No
Are you employed full time for pay with an organization or company?	<input checked="" type="radio"/>	<input type="radio"/>
Are you employed part time for pay with an organization or company?	<input checked="" type="radio"/>	<input type="radio"/>
Are you self-employed full time?	<input checked="" type="radio"/>	<input type="radio"/>
Are you self-employed part time?	<input checked="" type="radio"/>	<input type="radio"/>



A blue decorative bar at the bottom of the page. On the left, a dark blue arrow points right. On the right, a dark blue arrow points left. In the center, the word "PROGRESS" is written above a horizontal bar that is partially filled with orange. Below this bar, the text "|| RESUME LATER" is displayed in white on a dark blue background.

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



PROGRESS



|| RESUME LATER

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.

PROGRESS

|| RESUME LATER

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

PROGRESS



|| RESUME LATER

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?](#)

PROGRESS

|| RESUME LATER

Which of the following languages are spoken in your household? Please select all that apply.

- | | | | |
|---|---|-------------------------------------|--|
| <input checked="" type="checkbox"/> Afrikaans | <input checked="" type="checkbox"/> French Canadian | <input type="checkbox"/> Luganda | <input type="checkbox"/> seSotho |
| <input type="checkbox"/> Albanian | <input type="checkbox"/> French European | <input type="checkbox"/> Malay | <input type="checkbox"/> Sinhalese |
| <input type="checkbox"/> American Sign Language | <input type="checkbox"/> German | <input type="checkbox"/> Mandarin | <input type="checkbox"/> Slovak |
| <input type="checkbox"/> Amoy | <input type="checkbox"/> Greek | <input type="checkbox"/> Marathi | <input type="checkbox"/> Spanish |
| <input type="checkbox"/> Arabic | <input type="checkbox"/> Gujarati | <input type="checkbox"/> Nepali | <input type="checkbox"/> Swahili |
| <input type="checkbox"/> Armenian | <input type="checkbox"/> Hebrew | <input type="checkbox"/> Norwegian | <input type="checkbox"/> Swedish |
| <input type="checkbox"/> Bengali | <input type="checkbox"/> Hindi | <input type="checkbox"/> Nyanja | <input type="checkbox"/> Tagalog |
| <input type="checkbox"/> Bulgarian | <input type="checkbox"/> Hungarian | <input type="checkbox"/> Oriya | <input type="checkbox"/> Telegu |
| <input type="checkbox"/> Burmese | <input type="checkbox"/> Ila | <input type="checkbox"/> Persian | <input type="checkbox"/> Thai |
| <input type="checkbox"/> Cantonese | <input type="checkbox"/> Indonesian | <input type="checkbox"/> Polish | <input type="checkbox"/> Turkish |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> isiXhosa | <input type="checkbox"/> Portuguese | <input type="checkbox"/> Ukrainian |
| <input type="checkbox"/> Czech | <input type="checkbox"/> isiZulu | <input type="checkbox"/> Punjabi | <input type="checkbox"/> Urdu |
| <input type="checkbox"/> Danish | <input type="checkbox"/> Italian | <input type="checkbox"/> Quechua | <input type="checkbox"/> Vietnamese |
| <input type="checkbox"/> Dutch | <input type="checkbox"/> Japanese | <input type="checkbox"/> Rajasthani | <input type="checkbox"/> Welsh |
| <input type="checkbox"/> English | <input type="checkbox"/> Kannada | <input type="checkbox"/> Romanian | <input type="checkbox"/> Other Language |
| <input type="checkbox"/> Estonian | <input type="checkbox"/> Korean | <input type="checkbox"/> Russian | <input type="checkbox"/> Decline to Answer |
| <input type="checkbox"/> Finnish | <input type="checkbox"/> Latvian | <input type="checkbox"/> Serbian | |
| <input type="checkbox"/> Flemish | <input type="checkbox"/> Lithuanian | | |

Which of these is the primary language spoken in your household?

- Afrikaans
- French Canadian
- Decline to Answer



PROGRESS



|| RESUME LATER

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



|| RESUME LATER

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?**