

Q870. What did you buy that was advertised or labeled as being carbon neutral? If you remember, what product or service was being advertised as carbon neutral?

Base: Respondents Who Have Ever Purchased A Carbon Neutral Product/Service Or Have Noticed Advertisements For Carbon Neutral Products/Services

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	262	39*	28**	36*	30*	35*	42*	33*	31*	39*	31*	30*	36*	33*	31*	24**	26**
Weighted Base	262	39*	28**	36*	30*	35*	42*	33*	31*	39*	31*	30*	36*	33*	31*	24**	26**
WHAT PURCHASED (NET)	94 36%	16 41%	10 36%	13 36%	13 43%	16 46%	13 31%	14 42%	9 29%	12 31%	9 29%	7 23%	15 42%	12 36%	10 32%	10 42%	9 35%
Automobiles	9 3%	2 5%	3 11%	-	1 3%	1 3%	-	1 3%	1 3%	1 3%	1 3%	1 3%	1 3%	3 9%	1 3%	1 4%	-
Food/Beverage	8 3%	4 10%	-	3 8%	-	2 6%	2 5%	1 3%	1 3%	-	-	1 3%	-	1 3%	-	1 4%	-
Laundry detergent/product	8 3%	2 5%	-	2 6%	-	1 3%	1 2%	2 6%	2 6%	1 3%	1 3%	-	2 6%	1 3%	-	1 4%	-
Furniture/Household goods	7 3%	-	2 7%	-	2 7%	-	1 2%	3 9%	1 3%	-	1 3%	-	1 3%	-	1 3%	1 4%	1 4%
Cleaning supplies/Household cleaner	6 2%	1 3%	-	-	1 3%	2 6%	2 5%	2 6%	-	-	-	-	3 8%	-	-	1 4%	-
Carbon offset/credits	6 2%	1 3%	2 7%	1 3%	3 10%	-	-	-	-	2 5%	-	-	-	2 6%	-	-	1 4%
Airplane flight	5 2%	-	-	1 3%	1 3%	2 6%	1 2%	-	-	1 3%	-	-	-	1 3%	2 6%	-	1 4%
Airline Tickets	5 2%	2 5%	-	1 3%	2 7%	2 6%	-	-	-	2 5%	-	-	-	-	1 3%	-	-
Appliances (dishwasher, air conditioner, etc.)	5 2%	-	-	1 3%	2 7%	-	1 2%	2 6%	-	1 3%	-	1 3%	2 6%	-	-	-	-
Utilities/Fuel	5 2%	1 3%	-	-	1 3%	-	1 2%	1 3%	1 3%	-	1 3%	-	-	1 3%	1 3%	-	2 8%
Flooring (rug, carpet, floor mats, flooring, etc.)	4 2%	-	1 4%	-	-	1 3%	-	-	-	-	2 6%	1 3%	-	-	-	2 8%	1 4%
Clothing	3 1%	-	-	-	-	1 3%	-	2 6%	-	-	-	-	1 3%	1 3%	-	1 4%	-
Concert/Event tickets	3 1%	-	1 4%	-	1 3%	1 3%	-	-	-	2 5%	-	1 3%	-	-	-	-	-
Paper goods/Office supplies	3 1%	1 3%	-	-	1 3%	-	-	-	-	1 3%	-	-	-	2 6%	1 3%	-	-
Conference/Meeting	3 1%	1 3%	-	-	-	-	-	-	-	1 3%	-	1 3%	2 6%	-	-	-	1 4%
CD/DVD	3 1%	-	-	-	-	1 3%	-	-	1 3%	-	-	2 7%	-	-	1 3%	-	1 4%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q870. What did you buy that was advertised or labeled as being carbon neutral? If you remember, what product or service was being advertised as carbon neutral?

Base: Respondents Who Have Ever Purchased A Carbon Neutral Product/Service Or Have Noticed Advertisements For Carbon Neutral Products/Services

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	262	39*	28**	36*	30*	35*	42*	33*	31*	39*	31*	30*	36*	33*	31*	24**	26**
Electronics (computer, cell phone, etc.)	2 1%	-	-	-	1 3%	-	2 5%	-	-	-	-	-	-	1 3%	-	-	-
Public transportation	2 1%	-	-	1 3%	-	1 3%	2 5%	-	-	-	-	-	-	-	-	-	-
Bottled water	2 1%	1 3%	-	-	-	-	-	-	1 3%	-	1 3%	-	-	-	1 3%	-	-
Light bulbs	2 1%	-	-	-	-	1 3%	-	-	-	1 3%	-	-	1 3%	-	1 3%	-	-
Personal items	1	1 3%	-	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other products	12 5%	1 3%	2 7%	3 8%	2 7%	2 6%	1 2%	1 3%	1 3%	2 5%	2 6%	-	2 6%	1 3%	1 3%	2 8%	1 4%
REASON FOR PURCHASE (NET)	27 10%	7 18%	1 4%	4 11%	4 13%	3 9%	3 7%	5 15%	2 6%	3 8%	5 16%	-	4 11%	3 9%	4 13%	4 17%	2 8%
Environmental impact	7 3%	4 10%	-	2 6%	-	1 3%	1 2%	-	1 3%	-	1 3%	-	1 3%	1 3%	1 3%	1 4%	-
Look for eco-friendly products	6 2%	2 5%	-	1 3%	1 3%	1 3%	1 2%	3 9%	-	-	-	-	-	2 6%	-	-	1 4%
Competitive price	5 2%	1 3%	1 4%	-	1 3%	1 3%	-	-	1 3%	-	1 3%	-	1 3%	1 3%	1 3%	-	1 4%
Protecting the environment	4 2%	-	-	-	-	2 6%	-	1 3%	1 3%	-	-	-	2 6%	-	1 3%	1 4%	-
To support companies trying to do the right thing	4 2%	2 5%	-	1 3%	1 3%	-	-	1 3%	-	1 3%	-	-	1 3%	-	-	-	1 4%
Seemed like a good idea	2 1%	1 3%	-	1 3%	1 3%	-	-	-	-	-	1 3%	-	-	-	-	-	-
Protecting the future	1	-	-	-	-	-	-	1 3%	-	-	-	-	1 3%	-	-	-	-
Other reason	6 2%	-	1 4%	-	-	-	1 2%	-	1 3%	2 5%	3 10%	-	-	-	2 6%	2 8%	-
Advertising mentions (saw an ad, heard an ad, etc.)	20 8%	2 5%	3 11%	3 8%	3 10%	2 6%	2 5%	2 6%	4 13%	4 10%	1 3%	2 7%	4 11%	3 9%	2 6%	1 4%	2 8%
Don't believe advertising/Don't believe crisis	9 3%	2 5%	-	1 3%	1 3%	1 3%	1 2%	-	-	1 3%	1 3%	1 3%	2 6%	3 9%	2 6%	2 8%	-
Other	8 3%	1 3%	1 4%	2 6%	3 10%	-	1 2%	2 6%	-	1 3%	-	-	1 3%	1 3%	-	1 4%	2 8%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/t/g/h/i/j/k/l/m/n/o/p/q
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	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	262	39*	28**	36*	30*	35*	42*	33*	31*	39*	31*	30*	36*	33*	31*	24**	26**
None	18 7%	1 3%	1 4%	1 3%	1 3%	4 11%	4 10%	2 6%	3 10%	1 3%	4 13%	3 10%	2 6%	3 9%	3 10%	2 8%	1 4%
Don't Know	94 36%	13 33%	13 46%	12 33%	5 17%	10 29%	19 45% e	10 30%	14 45% e	16 41% e	12 39%	16 53% ef	11 31%	10 30%	11 35%	7 29%	9 35%
Decline to answer	5 2%	1 3%	-	2 6%	2 7%	-	1 2%	-	-	1 3%	-	1 3%	-	1 3%	-	-	1 4%
Sigma	293 112%	48 123%	31 111%	40 111%	37 123%	40 114%	45 107%	37 112%	34 110%	42 108%	33 106%	31 103%	41 114%	39 118%	34 110%	27 113%	27 104%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/t/g/h/i/j/k/l/m/n/o/p/q
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Base: Respondents Who Have Ever Purchased A Carbon Neutral Product/Service

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	73*	14**	6**	12**	14**	9**	12**	9**	5**	11**	11**	3**	10**	9**	6**	10**	5**
Weighted Base	73*	14**	6**	12**	14**	9**	12**	9**	5**	11**	11**	3**	10**	9**	6**	10**	5**
WHAT PURCHASED (NET)	34 47%	7 50%	3 50%	7 58%	7 50%	4 44%	7 58%	4 44%	3 60%	2 18%	3 27%	2 67%	4 40%	4 44%	1 17%	7 70%	3 60%
Food/Beverage	6 8%	3 21%	-	3 25%	-	-	2 17%	-	1 20%	-	-	1 33%	-	1 11%	-	1 10%	-
Furniture/Household goods	6 8%	-	2 33%	-	1 7%	-	1 8%	2 22%	1 20%	-	1 9%	-	1 10%	-	1 17%	1 10%	1 20%
Laundry detergent/product	4 5%	1 7%	-	2 17%	-	-	-	1 11%	1 20%	1 9%	1 9%	-	1 10%	-	-	-	-
Cleaning supplies/Household cleaner	3 4%	-	-	-	1 7%	1 11%	1 8%	1 11%	-	-	-	-	2 20%	-	-	-	-
Flooring (rug, carpet, floor mats, flooring, etc.)	3 4%	-	1 17%	-	-	-	-	-	-	-	1 9%	1 33%	-	-	-	2 20%	1 20%
Automobiles	2 3%	1 7%	-	-	1 7%	-	-	-	-	-	-	-	-	1 11%	-	1 10%	-
Airline Tickets	2 3%	1 14%	-	-	1 7%	1 11%	-	-	-	-	-	-	-	-	-	-	-
Carbon offset/credits	1 1%	1 7%	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-
Appliances (dishwasher, air conditioner, etc.)	1 1%	-	-	-	1 7%	-	1 8%	-	-	-	-	-	-	-	-	-	-
Clothing	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 11%	-	1 10%	-
Paper goods/Office supplies	1 1%	-	-	-	1 7%	-	-	-	-	-	-	-	-	1 11%	-	-	-
Personal items	1 1%	1 7%	-	1 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Electronics (computer, cell phone, etc.)	1 1%	-	-	-	1 7%	-	1 8%	-	-	-	-	-	-	-	-	-	-
Airplane flight	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Concert/Event tickets	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Light bulbs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/t/g/h/i/j/k/l/m/n/o/p/q
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	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	73*	14**	6**	12**	14**	9**	12**	9**	5**	11**	11**	3**	10**	9**	6**	10**	5**
Conference/Meeting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CD/DVD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public transportation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bottled water	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Utilities/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other products	4 5%	-	-	1 8%	1 7%	2 22%	1 8%	-	-	1 9%	-	-	-	-	-	1 10%	1 20%
REASON FOR PURCHASE (NET)	27 37%	7 50%	1 17%	4 33%	4 29%	3 33%	3 25%	5 56%	2 40%	3 27%	5 45%	-	4 40%	3 33%	4 67%	4 40%	2 40%
Environmental impact	7 10%	4 29%	-	2 17%	-	1 11%	1 8%	-	1 20%	-	1 9%	-	1 10%	1 11%	1 17%	1 10%	-
Look for eco-friendly products	6 8%	2 14%	-	1 8%	1 7%	1 11%	1 8%	3 33%	-	-	-	-	-	2 22%	-	-	1 20%
Competitive price	5 7%	1 7%	1 17%	-	1 7%	1 11%	-	-	1 20%	-	1 9%	-	1 10%	1 11%	1 17%	-	1 20%
Protecting the environment	4 5%	-	-	-	-	2 22%	-	1 11%	1 20%	-	-	-	2 20%	-	1 17%	1 10%	-
To support companies trying to do the right thing	4 5%	2 14%	-	1 8%	1 7%	-	-	1 11%	-	1 9%	-	-	1 10%	-	-	-	1 20%
Seemed like a good idea	2 3%	1 7%	-	1 8%	1 7%	-	-	-	-	-	1 9%	-	-	-	-	-	-
Protecting the future	1 1%	-	-	-	-	-	-	1 11%	-	-	-	-	1 10%	-	-	-	-
Other reason	6 8%	-	1 17%	-	-	-	1 8%	-	1 20%	2 18%	3 27%	-	-	-	2 33%	2 20%	-
Don't believe advertising/Don't believe crisis	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 11%	-	1 10%	-
Advertising mentions (saw an ad, heard an ad, etc.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1 1%	-	-	-	1 7%	-	-	-	-	1 9%	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/t/g/h/i/j/k/l/m/n/o/p/q
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	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	73*	14**	6**	12**	14**	9**	12**	9**	5**	11**	11**	3**	10**	9**	6**	10**	5**
None	8 11%	1 7%	1 17%	-	1 7%	2 22%	2 17%	1 11%	1 20%	1 9%	1 9%	-	2 20%	1 11%	1 17%	1 10%	-
Don't Know	11 15%	2 14%	2 33%	2 17%	1 7%	1 11%	1 8%	1 11%	-	3 27%	3 27%	1 33%	3 30%	1 11%	1 17%	-	-
Decline to answer	3 4%	1 7%	-	1 8%	1 7%	-	1 8%	-	-	1 9%	-	-	-	1 11%	-	-	-
Sigma	95 130%	23 164%	8 133%	15 125%	17 121%	12 133%	14 117%	12 133%	8 160%	11 100%	13 118%	3 100%	15 150%	12 133%	8 133%	13 130%	6 120%

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Base: Have Noticed Advertisements For Carbon Neutral Products/Services

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	189	25**	22**	24**	16**	26**	30*	24**	26**	28**	20**	27**	26**	24**	25**	14**	21**
Weighted Base	189	25**	22**	24**	16**	26**	30*	24**	26**	28**	20**	27**	26**	24**	25**	14**	21**
WHAT PURCHASED (NET)	60 32%	9 36%	7 32%	6 25%	6 38%	12 46%	6 20%	10 42%	6 23%	10 36%	6 30%	5 19%	11 42%	8 33%	9 36%	3 21%	6 29%
Automobiles	7 4%	1 4%	3 14%	-	-	1 4%	-	1 4%	1 4%	1 4%	1 5%	1 4%	1 4%	2 8%	1 4%	-	-
Airplane flight	5 3%	-	-	1 4%	1 6%	2 8%	1 3%	-	-	1 4%	-	-	-	1 4%	2 8%	-	1 5%
Carbon offset/credits	5 3%	-	2 9%	1 4%	2 13%	-	-	-	-	2 7%	-	-	-	2 8%	-	-	1 5%
Utilities/Fuel	5 3%	1 4%	-	-	1 6%	-	1 3%	1 4%	1 4%	-	1 5%	-	-	1 4%	1 4%	-	2 10%
Laundry detergent/product	4 2%	1 4%	-	-	-	1 4%	1 3%	1 4%	1 4%	-	-	-	1 4%	1 4%	-	1 7%	-
Appliances (dishwasher, air conditioner, etc.)	4 2%	-	-	1 4%	1 6%	-	-	2 8%	-	1 4%	-	1 4%	2 8%	-	-	-	-
Cleaning supplies/Household cleaner	3 2%	1 4%	-	-	-	1 4%	1 3%	1 4%	-	-	-	-	1 4%	-	-	1 7%	-
Concert/Event tickets	3 2%	-	1 5%	-	1 6%	1 4%	-	-	-	2 7%	-	1 4%	-	-	-	-	-
Conference/Meeting	3 2%	1 4%	-	-	-	-	-	-	-	1 4%	-	1 4%	2 8%	-	-	-	1 5%
Airline Tickets	3 2%	-	-	1 4%	1 6%	1 4%	-	-	-	2 7%	-	-	-	-	1 4%	-	-
CD/DVD	3 2%	-	-	-	-	1 4%	-	-	1 4%	-	-	2 7%	-	-	1 4%	-	1 5%
Food/Beverage	2 1%	1 4%	-	-	-	2 8%	-	1 4%	-	-	-	-	-	-	-	-	-
Bottled water	2 1%	1 4%	-	-	-	-	-	-	1 4%	-	1 5%	-	-	-	1 4%	-	-
Light bulbs	2 1%	-	-	-	-	1 4%	-	-	-	1 4%	-	-	1 4%	-	1 4%	-	-
Paper goods/Office supplies	2 1%	1 4%	-	-	-	-	-	-	-	1 4%	-	-	-	1 4%	1 4%	-	-
Public transportation	2 1%	-	-	1 4%	-	1 4%	2 7%	-	-	-	-	-	-	-	-	-	-

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Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q870. If you remember, what product or service was being advertised as carbon neutral?

Base: Have Noticed Advertisements For Carbon Neutral Products/Services

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	189	25**	22**	24**	16**	26**	30*	24**	26**	28**	20**	27**	26**	24**	25**	14**	21**
Clothing	2 1%	-	-	-	-	1 4%	-	2 8%	-	-	-	-	1 4%	-	-	-	-
Furniture/Household goods	1 1%	-	-	-	1 6%	-	-	1 4%	-	-	-	-	-	-	-	-	-
Flooring (rug, carpet, floor mats, flooring, etc.)	1 1%	-	-	-	-	1 4%	-	-	-	-	1 5%	-	-	-	-	-	-
Electronics (computer, cell phone, etc.)	1 1%	-	-	-	-	-	1 3%	-	-	-	-	-	-	1 4%	-	-	-
Personal items	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other products	8 4%	1 4%	2 9%	2 8%	1 6%	-	-	1 4%	1 4%	1 4%	2 10%	-	2 8%	1 4%	1 4%	1 7%	-
Adverting mentions (saw an ad, heard an ad, etc.)	20 11%	2 8%	3 14%	3 13%	3 19%	2 8%	2 7%	2 8%	4 15%	4 14%	1 5%	2 7%	4 15%	3 13%	2 8%	1 7%	2 10%
Don't believe advertising/Don't believe crisis	8 4%	2 8%	-	1 4%	1 6%	1 4%	1 3%	-	-	1 4%	1 5%	1 4%	2 8%	2 8%	2 8%	1 7%	-
REASON FOR PURCHASE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Competitive price	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Environmental impact	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Look for eco-friendly products	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Protecting the environment	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Protecting the future	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Seemed like a good idea	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
To support companies trying to do the right thing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	7 4%	1 4%	1 5%	2 8%	2 13%	-	1 3%	2 8%	-	-	-	-	1 4%	1 4%	-	1 7%	2 10%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/t/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q870. If you remember, what product or service was being advertised as carbon neutral?

Base: Have Noticed Advertisements For Carbon Neutral Products/Services

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	189	25**	22**	24**	16**	26**	30*	24**	26**	28**	20**	27**	26**	24**	25**	14**	21**
None	10 5%	-	-	1 4%	-	2 8%	2 7%	1 4%	2 8%	-	3 15%	3 11%	-	2 8%	2 8%	1 7%	1 5%
Don't Know	83 44%	11 44%	11 50%	10 42%	4 25%	9 35%	18 60%	9 38%	14 54%	13 46%	9 45%	15 56%	8 31%	9 38%	10 40%	7 50%	9 43%
Decline to answer	2 1%	-	-	1 4%	1 6%	-	-	-	-	-	-	1 4%	-	-	-	-	1 5%
Sigma	198 105%	25 100%	23 105%	25 104%	20 125%	28 108%	31 103%	25 104%	26 100%	31 111%	20 100%	28 104%	26 100%	27 113%	26 104%	14 100%	21 100%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q875. Which of the following statements most accurately describes what this suggests or implies to you about the greenhouse gases that were offset?

Base: Respondents Who Think Carbon Neutral Means Greenhouse Gases Were Offset

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	741	87*	90*	94*	85*	107	87*	93*	100	99*	80*	92*	100	90*	101	90*	87*
Weighted Base	741	87*	90*	94*	85*	107	87*	93*	100	99*	80*	92*	100	90*	101	90*	87*
STATEMENT SUGGESTS SOMETHING ABOUT GREENHOUSE GASES (NET)	654 88%	75 86%	78 87%	81 86%	74 87%	96 90%	75 86%	85 91%	87 87%	88 89%	71 89%	80 87%	87 87%	79 88%	90 89%	84 93%	78 90%
The statement suggests or implies that all of the greenhouse gases resulting from the product have been offset.	455 61%	57 66%	53 59%	60 64%	50 59%	59 55%	51 59%	51 55%	61 61%	63 64%	48 60%	62 67%	62 62%	59 66%	66 65%	52 58%	56 64%
The statement suggests or implies that some, but not necessarily all, of the greenhouse gases resulting from the product have been offset.	199 27%	18 21%	25 28%	21 22%	24 28%	37 35% bl	24 28%	34 37% bdln	26 26%	25 25%	23 29%	18 20%	25 25%	20 22%	24 24%	32 36% bdln	22 25%
The statement does not suggest anything about how much of the greenhouse gases associated with this product were offset.	65 9%	8 9%	9 10%	7 7%	8 9%	10 9%	6 7%	6 6%	12 12%	8 8%	7 9%	10 11%	9 9%	9 10%	9 9%	4 4%	8 9%
Other	8 1%	3 3%	2 2%	3 3%	1 1%	-	3 3%	-	1 1%	1 1%	1 1%	-	1 1%	-	-	-	-
Not sure	14 2%	1 1%	1 1%	3 3%	2 2%	1 1%	3 3%	2 2%	-	2 2%	1 1%	2 2%	3 3%	2 2%	2 2%	2 2%	1 1%
Sigma	741 100%	87 100%	90 100%	94 100%	85 100%	107 100%	87 100%	93 100%	100 100%	99 100%	80 100%	92 100%	100 100%	90 100%	101 100%	90 100%	87 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base

Q880. When you indicated that the statement "carbon neutral" suggests that all/some of the greenhouse gases associated with a product were offset, how did you think about the greenhouse gases that were offset?

Base: Respondents Who Think Claim Implies That Some Or All Greenhouse Gases Were Offset

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-Friendly: Made with Renewable Materials	Eco-Friendly: Made with Renewable Energy	Eco-Friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	654	75*	78*	81*	74*	96*	75*	85*	87*	88*	71*	80*	87*	79*	90*	84*	78*
Weighted Base	654	75*	78*	81*	74*	96*	75*	85*	87*	88*	71*	80*	87*	79*	90*	84*	78*
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	430 66%	56 75% loq	51 65%	60 74% oq	48 65%	63 66%	48 64%	55 65%	54 62%	59 67%	48 68%	48 60%	61 70%	57 72% o	52 58%	54 64%	46 59%
I thought about the greenhouse gases that may occur at each of the stages of the lifecycle.	244 37%	37 49% iopq	27 35%	41 51% chijklmnopq	29 39%	34 35%	30 40%	30 35%	30 34%	31 35%	25 35%	28 35%	31 36%	36 46% o	26 29%	28 33%	25 32%
I thought about the greenhouse gases that may occur at some but not all of the stages of the lifecycle.	186 28%	19 25%	24 31%	19 23%	19 26%	29 30%	18 24%	25 29%	24 28%	28 32%	23 32%	20 25%	30 34%	21 27%	26 29%	26 31%	21 27%
I thought about the greenhouse gases in a general sense, but did not think about greenhouse gases occurring at specific stages of the lifecycle.	189 29%	16 21%	21 27%	18 22%	21 28%	26 27%	22 29%	26 31%	26 30%	26 30%	18 25%	28 35%	22 25%	19 24%	30 33%	29 35%	30 38% bd
Other	16 2%	2 3%	2 3%	2 2%	3 4%	2 2%	2 3%	1 1%	2 2%	2 2%	3 4%	1 1%	1 1%	3 4%	5 6% p	-	1 1%
Not sure	19 3%	1 1%	4 5% n	1 1%	2 3%	5 5% n	3 4%	3 4%	5 6% n	1 1%	2 3%	3 4%	3 3%	-	3 3%	1 1%	1 1%
Sigma	654 100%	75 100%	78 100%	81 100%	74 100%	96 100%	75 100%	85 100%	87 100%	88 100%	71 100%	80 100%	87 100%	79 100%	90 100%	84 100%	78 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base

Q880. 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?

Base: Respondents Who Think Claim Implies That All Greenhouse Gases Were Offset

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-Friendly: Made with Renewable Materials	Eco-Friendly: Made with Renewable Energy	Eco-Friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	455	57*	53*	60*	50*	59*	51*	51*	61*	63*	48*	62*	62*	59*	66*	52*	56*
Weighted Base	455	57*	53*	60*	50*	59*	51*	51*	61*	63*	48*	62*	62*	59*	66*	52*	56*
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	299	41	39	43	31	39	36	33	38	41	30	37	44	42	37	35	32
	66%	72%	74% o	72%	62%	66%	71%	65%	62%	65%	63%	60%	71%	71%	56%	67%	57%
I thought about the greenhouse gases that may occur at each of the stages of the lifecycle.	201	30	24	35	23	25	26	24	26	26	18	24	27	29	22	22	21
	44%	53% o	45%	58% jkloq	46%	42%	51%	47%	43%	41%	38%	39%	44%	49%	33%	42%	38%
I thought about the greenhouse gases that may occur at some, but not all of the stages of the lifecycle.	98	11	15	8	8	14	10	9	12	15	12	13	17	13	15	13	11
	22%	19%	28%	13%	16%	24%	20%	18%	20%	24%	25%	21%	27% d	22%	23%	25%	20%
I thought about the greenhouse gases in a general sense, but did not think about greenhouse gases occurring at specific stages of the lifecycle.	124	13	9	14	15	14	10	15	17	19	13	22	14	14	21	16	22
	27%	23%	17%	23%	30%	24%	20%	29%	28%	30%	27%	35% c	23%	24%	32%	31%	39% cdgm
Other	16	2	2	2	3	2	2	1	2	2	3	1	1	3	5	-	1
	4%	4%	4%	3%	6%	3%	4%	2%	3%	3%	6%	2%	2%	5%	8% p	-	2%
Not sure	16	1	3	1	1	4	3	2	4	1	2	2	3	-	3	1	1
	4%	2%	6%	2%	2%	7% n	6%	4%	7% n	2%	4%	3%	5%	-	5%	2%	2%
Sigma	455	57	53	60	50	59	51	51	61	63	48	62	62	59	66	52	56
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base

Q880. When you indicated that the statement "carbon neutral" suggests that some of the greenhouse gases associated with a product were offset, how did you think about the greenhouse gases that were offset?

Base: Respondents Who Think Claim Implies That Some But Not Necessarily All Greenhouse Gases Were Offset

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	199	18**	25**	21**	24**	37*	24**	34*	26**	25**	23**	18**	25**	20**	24**	32*	22**
Weighted Base	199	18**	25**	21**	24**	37*	24**	34*	26**	25**	23**	18**	25**	20**	24**	32*	22**
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	131	15	12	17	17	24	12	22	16	18	18	11	17	15	15	19	14
	66%	83%	48%	81%	71%	65%	50%	65%	62%	72%	78%	61%	68%	75%	63%	59%	64%
I thought about the greenhouse gases that may occur at each of the stages of the lifecycle.	43	7	3	6	6	9	4	6	4	5	7	4	4	7	4	6	4
	22%	39%	12%	29%	25%	24%	17%	18%	15%	20%	30%	22%	16%	35%	17%	19%	18%
I thought about the greenhouse gases that may occur at some, but not all of the stages of the lifecycle.	88	8	9	11	11	15	8	16	12	13	11	7	13	8	11	13	10
	44%	44%	36%	52%	46%	41%	33%	47%	46%	52%	48%	39%	52%	40%	46%	41%	45%
I thought about the greenhouse gases in a general sense, but did not think about greenhouse gases occurring at specific stages of the lifecycle.	65	3	12	4	6	12	12	11	9	7	5	6	8	5	9	13	8
	33%	17%	48%	19%	25%	32%	50%	32%	35%	28%	22%	33%	32%	25%	38%	41%	36%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3	-	1	-	1	1	-	1	1	-	-	1	-	-	-	-	-
	2%	-	4%	-	4%	3%	-	3%	4%	-	-	6%	-	-	-	-	-
Sigma	199	18	25	21	24	37	24	34	26	25	23	18	25	20	24	32	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/t/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q885. Which of the following stages in a product's lifecycle did you consider when thinking about the greenhouse gases that might be offset?

Base: Respondents Who Thought About Some But Not All Lifecycle Stages

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-Friendly: Made with Renewable Materials	Eco-Friendly: Made with Renewable Energy	Eco-Friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	186	19**	24**	19**	19**	29**	18**	25**	24**	28**	23**	20**	30*	21**	26**	26**	21**
Weighted Base	186	19**	24**	19**	19**	29**	18**	25**	24**	28**	23**	20**	30*	21**	26**	26**	21**
Production/manufacture	160 86%	15 79%	18 75%	15 79%	19 100%	23 79%	16 89%	21 84%	18 75%	26 93%	20 87%	16 80%	27 90%	18 86%	25 96%	23 88%	20 95%
Transportation/distribution	67 36%	4 21%	6 25%	8 42%	9 47%	11 38%	10 56%	9 36%	10 42%	12 43%	8 35%	6 30%	13 43%	4 19%	9 35%	6 23%	9 43%
Usage/consumption	58 31%	5 26%	9 38%	5 26%	8 42%	12 41%	5 28%	8 32%	5 21%	8 29%	8 35%	6 30%	12 40%	7 33%	8 31%	7 27%	3 14%
Disposal	44 24%	3 16%	8 33%	7 37%	6 32%	7 24%	5 28%	6 24%	5 21%	5 18%	7 30%	4 20%	8 27%	6 29%	4 15%	3 12%	4 19%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 1%	-	1 4%	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-
Sigma	330 177%	27 142%	42 175%	35 184%	42 221%	53 183%	36 200%	44 176%	38 158%	51 182%	43 187%	32 160%	61 203%	35 167%	46 177%	39 150%	36 171%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q895. Throughout the course of taking this survey, did you consult any outside reference materials, including online resources?

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Yes	132 3%	15 3%	17 4%	20 4%	15 3%	18 4%	12 3%	21 4%	23 5% k	13 3%	11 2%	14 3%	13 3%	27 6% egjklmoq	13 3%	18 4%	14 3%
No	3645 97%	458 97%	454 96%	450 96%	456 97% n	450 96%	460 97% n	450 96%	448 95%	460 97% n	463 98% in	460 97% n	459 97% n	448 94%	462 97% n	453 96%	459 97% n
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used.

Q900. How concerned are you personally about the current state of the environment?

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
AT LEAST SOMEWHAT CONCERNED (NET)	3480 92%	439 93% e	440 93% el	437 93% e	417 89%	440 94% el	434 92%	432 92%	443 94% el	437 92% e	431 91%	424 89%	437 93% e	436 92%	437 92%	435 92% e	441 93% el
EXTREMELY/VERY CONCERNED (NET)	1333 35%	167 35%	172 37%	173 37%	168 36%	163 35%	151 32%	178 38% o	170 36%	166 35%	171 36%	180 38% go	161 34%	163 34%	149 31%	155 33%	179 38% go
(5) Extremely concerned	441 12%	58 12% k	59 13% k	64 14% kp	61 13% k	56 12% k	51 11%	53 11%	60 13% k	54 11%	39 8%	64 14% kp	61 13% k	49 10%	50 11%	44 9%	59 12% k
(4) Very concerned	892 24%	109 23%	113 24%	109 23%	107 23%	107 23%	100 21%	125 27% mo	110 23%	112 24%	132 28% gmo	116 24%	100 21%	114 24%	99 21%	111 24%	120 25%
(3) Fairly concerned	1084 29%	138 29%	143 30% l	122 26%	118 25%	141 30% l	154 33% deln	131 28%	140 30% l	143 30% l	133 28%	114 24%	142 30% l	129 27%	142 30% l	140 30% l	138 29%
(2) Somewhat concerned	1063 28%	134 28%	125 27%	142 30%	131 28%	136 29%	129 27%	123 26%	133 28%	128 27%	127 27%	130 27%	134 28%	144 30%	146 31%	140 30%	124 26%
(1) Not at all concerned	297 8%	34 7%	31 7%	33 7% bcdijmpq	54 11%	28 6%	38 8%	39 8%	28 6%	36 8%	43 9%	50 11% cfiq	35 7%	39 8%	38 8%	36 8%	32 7%
MEAN	3.0	3.0	3.1 o	3.1	3.0	3.1	3.0	3.1	3.1	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.1 o
STD. DEV	1.14	1.14	1.12	1.17	1.22	1.11	1.11	1.14	1.12	1.13	1.11	1.22	1.14	1.13	1.12	1.10	1.13
STD. ERR	0.02	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.05	0.05
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used.

Q905. In the past year, have you made financial contributions to, or volunteered at, any organizations whose objective is improving the environment?

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Yes	737 20%	90 19%	92 20%	99 21% g	89 19%	94 20%	73 15%	104 22% go	87 18%	98 21% g	82 17%	104 22% go	92 19%	84 18%	79 17%	94 20%	113 24% gikno
No	2806 74%	350 74%	347 74%	349 74%	354 75%	341 73%	369 78% flpq	346 73%	351 75%	349 74%	367 77% lq	335 71%	353 75%	362 76% q	365 77% lq	341 72%	333 70%
Not sure	234 6%	33 7%	32 7%	22 5%	28 6%	33 7%	30 6%	21 4%	33 7%	26 5%	25 5%	35 7%	27 6%	29 6%	31 7%	36 8% dh	27 6%
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used.

Q910. In the past six months, have you chosen to purchase one product rather than another because the product is better for the environment?

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Yes	1997 53%	262 55% o	245 52%	255 54%	234 50%	249 53%	250 53%	254 54%	247 52%	256 54%	252 53%	237 50%	250 53%	262 55% o	233 49%	255 54%	253 53%
No	1352 36%	155 33%	172 37%	162 34%	179 38%	165 35%	179 38%	176 37%	156 33%	162 34%	181 38%	174 37%	166 35%	163 34%	188 40% bi	164 35%	162 34%
Not sure	428 11%	56 12%	54 11%	53 11%	58 12%	54 12%	43 9%	41 9%	68 14% ghk	55 12%	41 9%	63 13% ghk	56 12%	50 11%	54 11%	52 11%	58 12%
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used.

Q915. How many times in the past six months have you purchased a particular product because of its environmental benefits?

Base: Respondents Who Have Chosen Better For The Environment Product In Past Six Months

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1997	262	245	255	234	249	250	254	247	256	252	237	250	262	233	255	253
Weighted Base	1997	262	245	255	234	249	250	254	247	256	252	237	250	262	233	255	253
1	115 6%	18 7%	13 5%	13 5%	10 4%	19 8%	14 6%	15 6%	16 6%	10 4%	23 9%	12 5%	18 7%	14 5%	11 5%	12 5%	12 5%
2 - 5	946 47%	116 44%	129 53% io	115 45%	106 45%	113 45% bdefilopq	139 56%	126 50% i	99 40%	125 49% i	129 51% io	110 46%	122 49%	133 51% io	97 42%	116 45%	117 46%
6 - 10	311 16%	40 15%	38 16%	36 14%	43 18% m	40 16%	33 13%	39 15%	45 18% m	48 19% m	40 16%	36 15%	29 12%	33 13%	43 18% m	40 16%	39 15%
More than 10	356 18%	55 21% gk	37 15%	45 18%	48 21% gk	45 18%	31 12%	43 17%	39 16%	48 19% g	35 14%	47 20% g	48 19% g	49 19% g	50 21% gk	49 19% g	43 17%
Not sure	269 13%	33 13%	28 11%	46 18% cejik	27 12%	32 13%	33 13%	31 12% bcefjhjkn	48 19%	25 10%	25 10%	32 14%	33 13%	33 13%	32 14%	38 15%	42 17% jk
Sigma	1997 100%	262 100%	245 100%	255 100%	234 100%	249 100%	250 100%	254 100%	247 100%	256 100%	252 100%	237 100%	250 100%	262 100%	233 100%	255 100%	253 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 Overlap formulae used.

Page	Table	Title
117	105	Q860. Have you ever purchased a product or service at least partly because it was advertised or labeled as being "carbon neutral"?
118	106	Q865. Have you ever noticed advertisements for "carbon neutral" products or services?
119	107	Q870. What did you buy that was advertised or labeled as being carbon neutral? If you remember, what product or service was being advertised as carbon neutral?
122	108	Q870. What did you buy that was advertised or labeled as being carbon neutral?
125	109	Q870. If you remember, what product or service was being advertised as carbon neutral?
128	110	Q875. Which of the following statements most accurately describes what this suggests or implies to you about the greenhouse gases that were offset?
129	111	Q880. When you indicated that the statement "carbon neutral" suggests that all/some of the greenhouse gases associated with a product were offset, how did you think about the greenhouse gases that were offset?
130	112	Q880. 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?
131	113	Q880. When you indicated that the statement "carbon neutral" suggests that some of the greenhouse gases associated with a product were offset, how did you think about the greenhouse gases that were offset?
132	114	Q885. Which of the following stages in a product's lifecycle did you consider when thinking about the greenhouse gases that might be offset?
133	115	Q895. Throughout the course of taking this survey, did you consult any outside reference materials, including online resources?
134	116	Q900. How concerned are you personally about the current state of the environment?
135	117	Q905. In the past year, have you made financial contributions to, or volunteered at, any organizations whose objective is improving the environment?
136	118	Q910. In the past six months, have you chosen to purchase one product rather than another because the product is better for the environment?
137	119	Q915. How many times in the past six months have you purchased a particular product because of its environmental benefits?
138	120	Q920. 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?
139	121	Q320. U.S. Region-Harris Interactive Definition
140	122	Q350. How many hours per week do you typically spend on the Internet or World Wide Web?
141	123	Q406. What is your employment status?
142	124	Q437. What is the highest level of education you have completed or the highest degree you have received?
144	125	Q462. Which of the following income categories best describes your total household income after taxes?
145	126	Q364. What is your marital status?
146	127	Q368. Including yourself, how many people age 18 or older live in your household?
147	128	Q372. How many people under the age of 18 live in your household?