

**ZA4983**

**Flash Eurobarometer 256  
(Europeans' attitudes towards the issue  
of sustainable consumption and production)**

**Country Specific Questionnaire  
Ireland**

# 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