

ZA 5798

Flash Eurobarometer 367
(Attitudes of Europeans towards building the single
market for green products)

Country Questionnaire
United Kingdom

Building the Single Market for Green Product - UK

D1 How old are you?

(WRITE DOWN - IF "REFUSAL" CODE '99')

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D2 Gender.

Male	1
Female	2

ASK ALL

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

(READ OUT - ONE ANSWER ONLY)

You know a lot	1
You know about the most significant impacts	2
You know little about this	3
You know nothing	4
DK/NA	5

FL256 Q1 TREND MODIFIED

PROG: ROTATE ITEMS 1-4

Q2 Would you say that, when making a decision on what products you buy, the following aspects are important or not?

(READ OUT - ONE ANSWER ONLY)

		Very important	Fairly important	Not very important	Not at all important	DK/NA
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1	The product's impact on the environment	1	2	3	4	5
2	The price of the product	1	2	3	4	5
3	The quality of the product	1	2	3	4	5
4	The brand, the brand name of the product	1	2	3	4	5

FL256 Q2 TREND MODIFIED

INTERVIEWER, READ OUT IF THE RESPONDENT DOES NOT UNDERSTAND THE TERM 'ENVIRONMENTALLY FRIENDLY' in Q3: Environmentally-friendly products are products that have less negative impacts on the environment during production, use and disposal compared to other products (with the same functionality, addressing the same need, etc.)

Q3 Here are some statements about environmentally-friendly products. Which of the following statements best describes your behaviour towards these products in general?

(READ OUT - ONE ANSWER ONLY)

- | | |
|---|---|
| You often buy environmentally-friendly products | 1 |
| You sometimes buy environmentally-friendly products | 2 |
| You do not buy environmentally-friendly products but you definitely intend to do so in the future | 3 |
| You do not buy environmentally-friendly products but you may do so in the future | 4 |
| You used to buy environmentally-friendly products but you stopped | 5 |
| You have not bought environmentally-friendly products and do not intend to do so | 6 |
| You don't know what environmentally friendly products are (DO NOT READ OUT) | 7 |
| DK/NA | 8 |

NEW

ASK Q4.1-8 AND Q5 IF Q3=1-6

PROG: ROTATE ITEMS 1-9 Q4.9: ASK ALL

Q4 Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.

(READ OUT - ONE ANSWER ONLY)

		Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	DK/NA
1	Environmentally-friendly products are good value for money	1	2	3	4	5
2	Environmentally-friendly products are as effective as regular products	1	2	3	4	5
3	You feel that using environmentally-friendly products is 'the right thing to do'	1	2	3	4	5
4	Environmentally-friendly products are easily available in shops	1	2	3	4	5
5	Buying environmentally-friendly products sets a good example	1	2	3	4	5

6	Buying environmentally-friendly products can make a real difference to the environment	1	2	3	4	5
7	Your family or friends will think it's a good thing if you use environmentally-friendly products	1	2	3	4	5
8	It is easy to differentiate environmentally-friendly products from other products	1	2	3	4	5
9	You think that concerns about the environment are exaggerated	1	2	3	4	5

NEW

Q5 How confident are you that when you buy a product labelled or otherwise indicated as environmentally friendly it will cause less damage to the environment than other products?

(READ OUT - ONE ANSWER ONLY)

Fully confident	1
Fairly confident	2
Not very confident	3
Not at all confident	4
DK/NA	5

NEW

ASK ALL

Q6 How much more, if anything, would you be willing to pay for products if you were confident that they were more environmentally friendly?

(READ OUT - ONE ANSWER ONLY)

You would not be willing to pay more	1
You would be willing to pay 5% more	2
You would be willing to pay 6% to 10% more	3
You would be willing to pay 11% to 20% more	4
You would be willing to pay more than 20%	5
DK/NA	6

NEW

PROG: ROTATE ANSWER CODES 1 TO 8

PROG: CODE 10 "None" IS A SINGLE CODE

Q7	Have you done any of the following during the past month for environmental reasons?
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(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Chosen a more environmentally friendly way of travelling (on foot, by bicycle, by public transport)	1,
Reduced the consumption of disposable items (plastic bags, certain kinds of packaging, etc.)	2,
Separated most of your waste for recycling	3,
Cut down your water consumption (for example not leaving water running when washing the dishes or taking a shower)	4,
Cut down your energy consumption (for example turning down air conditioning or heating, not leaving appliances on stand-by, buying energy saving light bulbs, buying energy efficient appliances)	5,
Bought environmentally friendly products marked with an environmental label	6,
Chosen locally produced products or groceries	7,
Used your car less without replacing it by another means of travelling	8,
Other (DO NOT READ OUT)	9,
None (DO NOT READ OUT)	10,
DK/ NA	11,

EB75.2 QB12 TREND MODIFIED

PROG: ROTATE ANSWER CODES 1 TO 7

PROG: CODE 9 "None" IS A SINGLE CODE

Q8	In your opinion, which of the following actions would have the greatest impact on solving the environmental problems in the UK?
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(READ OUT – MAX. 3 ANSWERS)

Buying products produced by eco-friendly producers	1,
Buying low energy consumption home appliances	2,
Making efforts to use less water	3,
Recycling and minimizing waste	4,
Travelling less and adopting sustainable modes of transport	5,
Buying local agricultural products	6,
Insulating houses/apartments	7,
Other (DO NOT READ OUT)	8,
None (DO NOT READ OUT)	9,
DK/NA	10,

FL256 Q8 TREND MODIFIED

Q9	Do you think that lower taxes on environmentally-friendly raw material and products can play a role in reducing our impact on the environment in the UK?"
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(READ OUT - ONE ANSWER ONLY)

Yes, to a great extent	1
Yes, to some extent	2
No, not really	3
No, not at all	4
DK/NA	5

NEW

Q10 Do you think that current products labels provide enough information about their environmental impact in the UK?

(READ OUT - ONE ANSWER ONLY)

Yes, and the information is clear for all products	1
Yes, but the information is unclear for some products	2
No, the current labels are not clear	3
No, you did not know about the existence of such labels	4
DK/NA	5

NEW

PROG: ROTATE ITEMS 1-6

Q11 Where would you like to find environmental information about a product?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

On the shelf where the product is placed	1,
In advertisements about the product on TV/radio/newspapers	2,
On the Internet	3,
In a leaflet in the shop	4,
On a bar code that can be scanned by a smart phone or a device provided in the shop	5,
On the product itself on a label	6,
Other (DO NOT READ OUT)	7,
DK/NA	8,

NEW

Q12 Have you come across exaggerated or misleading statements about the beneficial effects of products on the environment in the last twelve months?

Yes	1
No	2
DK/NA	3

FL332 Q7.6 TREND MODIFIED

Q13 In general, how much do you trust producers' claims about the environmental performance of their own products?

(READ OUT – ONE ANSWER ONLY)

Trust completely	1
Tend to trust	2
Tend not to trust	3
Do not trust at all	4
DK/NA	5

FL256 Q10 TREND MODIFIED

Q14 In general, how much do you trust companies' reports on their own environmental performance?

(READ OUT – ONE ANSWER ONLY)

Trust completely	1
Tend to trust	2
Tend not to trust	3
Do not trust at all	4
DK/NA	5

NEW BASED ON FL256 Q11 TREND MODIFIED

Q15 Do you think that companies should be obliged to publish reports on their overall environmental performance and the environmental performance of their products?

(READ OUT – ONE ANSWER ONLY)

Yes, for both companies and products	1
Yes, but only for the companies	2
Yes, but only for their products	3
No, it should be done on a voluntary basis	4
DK/NA	5

NEW

Q16 Do you think it is safe to consume food products after the "best before" date stated on the label?

Yes	1
No	2
DK/NA	3

NEW

Q17 How many times a week do you eat meat (beef, pork, poultry, etc.)?

(READ OUT – ONE ANSWER ONLY)

Less than once a week	1
Once a week	2
Two or three times a week	3
Four or five times a week	4

More than five times a week	5
Never	6
DK/NA	7

EB64.4 QD2 TREND MODIFIED

ASK Q18 IF Q17=1-5

INTERVIEWER READ OUT: Some people say large scale meat production has a negative impact on the environment.

Q18 Would you be willing to do the following for environmental reasons ...?

(READ OUT – ONE ANSWER ONLY)

		Yes	No	Not applicable (DO NOT READ OUT)	DK/NA
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1	Replace most of the meat you eat by vegetables	1	2	3	4
2	Eat less meat but of certified origin	1	2	3	4
3	Replace beef or pork with poultry or fish	1	2	3	4

NEW

ASK ALL

INTERVIEWER READ OUT: Building apartments and houses requires the use of a lot of materials, energy, water and land and this has a negative impact on the environment. There are ways of constructing buildings so that this impact is reduced.

Q19 Suppose it was easy to find out the environmental impact of the construction of buildings. If you were to buy a house or an apartment, how important would this information be to your decision?

(READ OUT - ONE ANSWER ONLY)

Very important	1
Fairly important	2
Not very important	3
Not at all important	4
DK/NA	5

NEW

Q20 In general, how well informed do you feel about the lifespan of the products you buy?

(READ OUT - ONE ANSWER ONLY)

Very well informed	1
Fairly well informed	2
Not very well informed	3
Not informed at all	4
DK/NA	5

NEW

Q21 Do you think that the lifespan of products available on the market should be indicated?

Yes	1
No	2
DK/NA	3

NEW

INTERVIEWER READ OUT: Under current EU legislation, every product must have a reliability of 2 years. This means that if your product was to break within 2 years of your purchase, you have the right to get it repaired or replaced free of charge without having to buy an extended commercial guarantee.

Q22 How much more, if anything, would you be willing to pay for a product if its guarantee of reliability was extended to 5 years?

(READ OUT - ONE ANSWER ONLY)

You would not be willing to pay more	1
You would be willing to pay 5% more	2
You would be willing to pay 6% to 10% more	3
You would be willing to pay 11% to 20% more	4
You would be willing to pay more than 20%	5
DK/NA	6

NEW

Q23 In the last 12 months, have you decided not to have a faulty product repaired because the repair costs were too high?

(READ OUT - ONE ANSWER ONLY)

Yes, for only one product	1
Yes, for two products	2
Yes, for more than two products	3
No	4
DK/NA	5

NEW

D4 How old were you when you stopped full-time education?

(INT.: IF "STILL STUDYING", CODE '00' - IF "NO EDUCATION" CODE '01' - IF "REFUSAL" CODE '98' - IF "DK" CODE '99')

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D5a	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?
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(ONE ANSWER ONLY)

Self-employed	1
Employee	2
Manual worker	3
Without a professional activity	4
Refusal (DO NOT READ OUT)	5

ASK D5b IF SELF-EMPLOYED, CODE 1 IN D5a

D5b	Would you say you are...?
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(READ OUT – ONE ANSWER ONLY)

Farmer, forester, fisherman	1
Owner of shop, craftsman	2
Professional (lawyer, medical practitioner, accountant, architect,...)	3
Manager of a company	4
Other\ Refusal (DO NOT READ OUT)	5

ASK D5c IF EMPLOYEE, CODE 2 IN D5a

D5c	Would you say you are...?
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(READ OUT – ONE ANSWER ONLY)

Professional (employed doctor, lawyer, accountant, architect, ...)	1
General management, director or top management	2
Middle management	3
Civil servant	4
Office clerk	5
Other employee (salesman, nurse, ...)	6
Other\ Refusal (DO NOT READ OUT)	7

ASK D5d IF MANUAL WORKER, CODE 3 IN D5a

D5d	Would you say you are...?
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(READ OUT – ONE ANSWER ONLY)

Supervisor\ foreman (team manager, ...)	1
Manual worker	2
Unskilled manual worker	3
Other\ Refusal (DO NOT READ OUT)	4

ASK D5e IF WITHOUT A PROFESSIONAL ACTIVITY, CODE 4 IN D5a

D5e	Would you say you are...?
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(READ OUT – ONE ANSWER ONLY)

Looking after the home	1
Student (full time)	2
Retired	3
Seeking a job	4
Other\ Refusal (DO NOT READ OUT)	5

D12 | What county do you live in?

(READ OUT IF NECESSARY - ONE ANSWER ONLY)

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D13 | Would you say you live in a...?

(READ OUT - SINGLE CODE)

Rural area or village	1
Small or medium-sized town	2
Large town/city	3
DK (DO NOT READ OUT)	4

D18 | Have you got a mobile phone?

(DO NOT READ OUT)

Yes	1
No	2

D20 | Have you got a landline phone?

(DO NOT READ OUT)

Yes	1
No	2

D22 | Could you tell me how many people aged 15 years or more live in your household, yourself included?

(WRITE DOWN - IF "DK" CODE '98' - IF "REFUSAL" CODE '99')

		Number of people aged 15 or more in the household
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