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Harris Interactive Inc.
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Table 1

Q268. Gender

Base: All Qualified Respondents

	Total	New and Imp- roved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(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
Male	1823 48%	238 50% m	214 45%	232 49% m	218 46%	243 52% cmn	227 48%	223 47%	229 49% m	234 49% m	235 50% m	238 50% m	199 42%	215 45%	229 48%	248 53% cmn	224 47%
Female	1954 52%	235 50%	257 55% fp	238 51%	253 54%	225 48%	245 52%	248 53%	242 51%	239 51%	239 50%	236 50%	273 58% bdfijklp	260 55% fp	246 52%	223 47%	249 53%
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.

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Table 2

Q280. Age

Base: All Qualified Respondents

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(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
18 - 34 (NET)	1290 34%	177 37% ego	169 36%	174 37% eg	144 31%	149 32%	144 31%	167 35%	152 32%	176 37% ego	150 32%	170 36%	172 36% g	162 34%	148 31%	168 36%	158 33%
18 - 19	69 2%	10 2%	10 2%	9 2%	7 1%	7 1%	7 1%	10 2%	8 2%	12 3%	7 1%	9 2%	10 2%	15 3% op	5 1%	5 1%	7 1%
20 - 24	336 9%	47 10%	42 9%	45 10%	31 7%	42 9%	34 7%	49 10% e	44 9%	47 10% e	42 9%	40 8%	46 10%	41 9%	43 9%	42 9%	37 8%
25 - 29	579 15%	81 17% ik	83 18% ik	78 17%	62 13%	73 16%	73 15%	71 15%	59 13%	79 17%	60 13%	73 15%	72 15%	73 15%	73 15%	82 17% ik	66 14%
30 - 34	306 8%	39 8%	34 7%	42 9%	44 9% fo	27 6%	30 6%	37 8%	41 9%	38 8%	41 9%	48 10% fgo	44 9% fo	33 7%	27 6%	39 8%	48 10% fgo
35 - 44 (NET)	709 19%	92 19%	78 17%	71 15%	95 20% d	96 21% d	95 20% d	98 21% d	76 16%	97 21% d	98 21% d	82 17%	84 18%	89 19%	99 21% d	89 19%	79 17%
35 - 39	399 11%	58 12% dp	50 11%	39 8%	58 12% dp	50 11%	49 10%	50 11%	42 9%	64 14% dip	51 11%	48 10%	48 10%	53 11%	55 12% p	37 8%	46 10%
40 - 44	310 8%	34 7%	28 6%	32 7%	37 8%	46 10% c	46 10% c	48 10% c	34 7%	33 7%	47 10% c	34 7%	36 8%	36 8%	44 9% c	52 11% bcdijlq	33 7%
45 - 54 (NET)	693 18%	89 19%	78 17%	91 19%	90 19%	91 19%	95 20% o	74 16%	96 20% o	82 17%	87 18%	89 19%	83 18%	92 19%	73 15%	90 19%	86 18%
45 - 49	438 12%	55 12%	55 12%	50 11%	58 12%	58 12%	69 15% hjo	45 10%	55 12%	44 9%	53 11%	59 12%	57 12%	58 12%	44 9%	64 14% hjo	52 11%
50 - 54	255 7%	34 7%	23 5%	41 9% cgmp	32 7%	33 7%	26 6%	29 6%	41 9% c	38 8% c	34 7%	30 6%	26 6%	34 7%	29 6%	26 6%	34 7%
55 - 64 (NET)	532 14%	53 11%	77 16% blp	61 13%	71 15%	62 13%	76 16% bl	68 14%	68 14%	58 12%	75 16% bl	53 11%	67 14%	66 14%	75 16% bl	56 12%	78 16% blp
55 - 59	267 7%	30 6%	36 8% l	28 6%	36 8% l	34 7%	36 8% l	37 8% l	28 6%	33 7%	37 8% l	22 5%	35 7%	33 7%	43 9% lp	26 6%	40 8% l
60 - 64	265 7%	23 5%	41 9% bj	33 7%	35 7%	28 6%	40 8% b	31 7%	40 8% b	25 5%	38 8% b	31 7%	32 7%	33 7%	32 7%	30 6%	38 8% b
65 and over	553 15%	62 13%	69 15%	73 16%	71 15%	70 15%	62 13%	64 14%	79 17%	60 13%	64 14%	80 17%	66 14%	66 14%	80 17%	68 14%	72 15%
MEAN	44.2	42.6	44.1	44.1	45.2 bj	44.6 b	44.7 b	43.5	45.6 bj	42.7	44.7 bj	44.3	43.6	43.9	45.2 bj	43.7	45.1 bj
STD. DEV	16.41	16.07	16.81	16.87	15.96	16.71	15.76	16.53	16.98	16.37	15.99	16.57	16.27	16.41	16.78	16.29	16.10
STD. ERR	0.27	0.74	0.77	0.78	0.74	0.77	0.73	0.76	0.78	0.75	0.73	0.76	0.75	0.75	0.77	0.75	0.74
MEDIAN	43	40	42	43	44	43	44	41	46	39	44	43	41	43	43	43	44

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.

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Table 2

Q280. Age

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)
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
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.

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Table 3

Q4074. Are you of Hispanic or Latino origin?

Base: All Qualified Respondents

	Total	New and Imp- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(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, of Hispanic origin	213 6%	21 4%	21 4%	31 7%	30 6%	28 6%	30 6%	19 4%	23 5%	29 6%	27 6%	30 6%	28 6%	24 5%	27 6%	33 7% h	25 5%
No, not of Hispanic origin	3462 92%	435 92%	437 93%	422 90%	430 91%	426 91%	431 91%	439 93%	436 93%	431 91%	438 92%	437 92%	426 90%	440 93%	436 92%	424 90%	436 92%
Decline to answer	102 3%	17 4% l	13 3%	17 4% l	11 2%	14 3%	11 2%	13 3%	12 3%	13 3%	9 2%	7 1%	18 4% l	11 2%	12 3%	14 3%	12 3%
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.

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Table 4

Q4080. Please choose one or more categories to indicate your race. Are you...?

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
White	3269 87%	403 85%	403 86%	411 87%	409 87%	406 87%	404 86%	416 88%	406 86%	404 85%	414 87%	407 86%	403 85%	422 89%	405 85%	419 89%	406 86%
Black or African American	225 6%	35 7% p	29 6% p	23 5%	36 8% hp	27 6%	30 6% p	22 5%	29 6% p	25 5%	30 6% p	23 5%	34 7% p	24 5%	38 8% hlp	16 3%	29 6% p
Asian	131 3%	16 3%	14 3%	19 4%	12 3%	10 2%	22 5% f	15 3%	17 4%	19 4%	18 4%	23 5% ef	15 3%	17 4%	14 3%	15 3%	16 3%
American Indian or Alaska Native	53 1%	8 2%	4 1%	11 2% i	7 1%	6 1%	8 2%	4 1%	3 1%	8 2%	8 2%	8 2%	7 1%	7 1%	4 1%	6 1%	7 1%
Native Hawaiian or Other Pacific Islander	13 *	1 *	1 *	- -	2 *	1 *	3 1%	3 1%	- -	1 *	1 *	2 *	4 1% di	3 1%	1 *	2 *	1 *
Decline to Answer	157 4%	22 5%	26 6% kn	17 4%	14 3%	24 5%	21 4%	18 4%	21 4%	22 5%	14 3%	21 4%	23 5%	13 3%	18 4%	20 4%	20 4%
Sigma	3848 102%	485 103%	477 101%	481 102%	480 102%	474 101%	488 103%	478 101%	476 101%	479 101%	485 102%	484 102%	486 103%	486 102%	480 101%	478 101%	479 101%

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

Q4085. Final Race/Ethnicity

Base: All Qualified Respondents

	Total	New and Imp- roved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(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
White	3117 83%	390 82%	393 83%	387 82%	385 82%	384 82%	382 81%	403 86%	389 83%	385 81%	392 83%	386 81%	384 81%	404 85%	388 82%	393 83%	389 82%
Black or African American	217 6%	32 7% p	29 6% p	22 5%	36 8% hlnp	26 6%	28 6% p	22 5%	28 6% p	25 5%	28 6% p	21 4%	34 7% p	22 5%	37 8% dhlnp	15 3%	29 6% p
Hispanic	213 6%	21 4%	21 4%	31 7%	30 6%	28 6%	30 6%	19 4%	23 5%	29 6%	27 6%	30 6%	28 6%	24 5%	27 6%	33 7% h	25 5%
Asian	122 3%	16 3%	12 3%	18 4%	12 3%	10 2%	20 4%	14 3%	16 3%	17 4%	17 4%	22 5% f	11 2%	16 3%	14 3%	14 3%	15 3%
American Indian or Alaska Native	40 1%	6 1%	4 1%	8 2%	6 1%	6 1%	6 1%	4 1%	2 *	4 1%	6 1%	5 1%	7 1%	5 1%	2 *	4 1%	5 1%
Native Hawaiian or Other Pacific Islander	12 *	1 *	1 *	-	2 *	1 *	2 *	3 1%	-	1 *	1 *	2 *	4 1% di	2 *	1 *	2 *	1 *
Decline to Answer/None of the above	113 3%	18 4% e	17 4%	13 3%	8 2%	19 4% e	16 3%	13 3%	16 3%	16 3%	10 2%	14 3%	17 4%	9 2%	10 2%	15 3%	15 3%
Sigma	3834 102%	484 102%	477 101%	479 102%	479 102%	474 101%	484 103%	478 101%	474 101%	477 101%	481 101%	480 101%	485 103%	482 101%	479 101%	476 101%	479 101%

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.

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Table 6

Q652. Suppose you see a product advertised or labeled as .... What, if anything, does this statement suggest or imply to you about the product?

1. All Products

Base: All Qualified Respondents

	Total	New and Imp- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
SPECIFIC ENVIRONMENTAL RESPONSES (NET)	4050 54%	17 4%	241 51% bk	299 64% bcegijkm	260 55% bk	290 62% bcegikm	259 55% bk	306 65% bcegijkmp	254 54% bk	269 57% bk	117 25% b	299 63% bcegijkm	245 52% bk	309 65% bcegijkmp	318 67% bck	272 58% bck	295 62% bcegikm
Made from recycled materials	2352 31%	12 3%	164 35% beikmp	164 35% beikmp	98 21% bk	265 57% bcdeghijklmop	143 30% beikmp	149 32% beikmp	91 19% b	233 49% bcdeghiklmop	31 7% b	149 31% beikmp	76 16% bk	279 59% bcdeghijklmop	148 31% beikmp	79 17% b	271 57% bcdeghiklmop
Made with renewable/green/clean energy	579 8%	-	20 4% bdfghjklnoq	4 1% bfjn	112 24% bcdfghjklnoq	-	7 1% bfjkn	3 1%	121 26% bcdfghjklnoq	-	1 *	2 *	130 28% bcdfghjklnoq	-	3 1%	174 37% bcdefghijklnoq	2 *
Recyclable	463 6%	2 *	26 6% bfijpq	55 12% bcefgijkmpq	18 4% bp	11 2% b	36 8% befijkmpq	60 13% bcefgijkmnpq	13 3% b	13 3% b	19 4% bp	63 13% bcefgijkmnpq	18 4% bp	27 6% bfijpq	83 17% bcdefghijklmpq	7 1%	12 3% b
Made with renewable materials	420 6%	-	23 5% bfjq	57 12% bcefgijkmpq	20 4% bjq	10 2% b	21 4% bfjq	61 13% bcefgijkmnpq	19 4% bjq	5 1% b	36 8% befgijmnpq	58 12% bcefgijkmnpq	21 4% bfjq	12 3% b	58 12% bcefgijkmnpq	14 3% bjq	5 1% b
Degradable/biodegradable/dec omposes quickly	259 3%	3 1%	28 6% bdefklmnopq	13 3% bpq	13 3% bpq	8 2%	78 17% bcdefhijklmnopq	27 6% bdefklmnopq	23 5% bfkmnopq	21 4% bfkmnopq	9 2% pq	14 3% bmnpq	5 1%	5 1%	8 2%	2 *	2 *
Made from natural materials	91 1%	-	19 4% bdefijkmnpq	5 1% b	5 1% b	2 *	13 3% bfijmnpq	10 2% bfmnpq	3 1%	3 1%	5 1% b	10 2% bfmnpq	1 *	2 *	11 2% bfijmnpq	1 *	1 *
Made with plant materials	88 1%	-	5 1% bj	11 2% bfgijmnpq	6 1% bj	3 1%	3 1%	10 2% bjnp	3 1%	-	4 1% bj	18 4% bcefgijkmnpq	3 1%	3 1%	15 3% bcefgijkmnpq	1 *	3 1%
Non-toxic	82 1%	-	22 5% bdefhijklmq	6 1% bklmq	6 1% bklmq	3 1%	25 5% bcdefhijklmnopq	9 2% bklmnopq	3 1%	4 1% bklmq	-	-	-	1 *	1 *	2 *	-
Other specific environmental response mentions	73 1%	-	4 1% b	8 2% b	5 1% b	4 1% b	5 1% b	7 1% b	4 1% b	8 2% b	3 1% b	4 1% b	4 1% b	2 *	6 1% b	2 *	7 1% b
Made from sustainable resources	73 1%	-	5 1% bi	8 2% bijpq	2 *	3 1%	6 1% bi	4 1% bi	-	1 *	16 3% bcefghijmopq	10 2% beijpq	6 1% bi	7 1% bijpq	3 1%	1 *	1 *
Made from recyclable materials	69 1%	-	6 1% b	13 3% befijkmnpq	4 1% b	2 *	6 1% b	10 2% bfjkmnq	3 1%	1 *	1 *	9 2% bfjkmnq	2 *	1 *	6 1% b	3 1%	2 *
Reusable	45 1%	-	-	3 1%	6 1% bcp	2 *	1 *	6 1% bcp	2 *	1 *	5 1% bcp	5 1% bcp	1 *	1 *	10 2% bcfgijmnpq	-	2 *
Does not contain petroleum	15 *	-	-	3 1%	-	-	1 *	2 *	-	-	-	3 1%	-	2 *	4 1% bcefgijkmpq	-	-
Compostable	3 *	-	1 *	-	1 *	-	-	-	1 *	-	-	-	-	-	-	-	-
GENERAL ENVIRONMENTAL RESPONSES (NET)	1821 24%	7 1%	200 42% bdefghijklmnopq	122 26% bklop	128 27% bklop	148 32% bklmnop	151 32% bdhiklmnop	122 26% bklop	123 26% bklop	154 33% bdhiklmnop	57 12% b	88 19% bk	107 23% bkp	109 23% bkp	92 19% bk	80 17% bk	133 28% bklop

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.

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Table 6

Q652. Suppose you see a product advertised or labeled as .... What, if anything, does this statement suggest or imply to you about the product?

1. All Products

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)
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Good for/helps/benefits the environment	1159 15%	4 1%	128 27% bdefghijklmnopq	79 17% bkp	81 17% bkp	94 20% bklnop	73 15% bkp	77 16% bkp	80 17% bkp	101 21% bghklnop	32 7% b	63 13% bk	80 17% bkp	72 15% bkp	62 13% bk	47 10% b	86 18% bklop
No harm/harmless/safe for the environment/won't hurt the environment	396 5%	2 *	59 13% bdefhijklmnopq	25 5% bmopq	27 6% bmopq	28 6% blmnopq	77 16% bdefhijklmnopq	34 7% bklmnopq	28 6% blmnopq	30 6% bklmnopq	16 3% bm	15 3% bm	6 1%	15 3% bm	13 3% b	11 2% b	10 2% b
The company is environmentally conscious	124 2%	-	2 *	6 1% b	8 2% bl	12 3% bcgkl	4 1% b	5 1% b	10 2% bckl	7 1% bl	2 *	1 *	13 3% bcgkl	10 2% bckl	12 3% bcgkl	11 2% bckl	21 4% bcdeghijkln
Saves natural resources	105 1%	-	3 1%	11 2% bceghimp	2 *	11 2% bceghimp	2 *	3 1%	2 *	13 3% bceghimp	11 2% bceghimp	12 3% bceghimp	2 *	9 2% begim	6 1% b	3 1%	15 3% bceghimop
Saved/Used less energy to produce	56 1%	-	12 3% bdfghjklnoq	2 *	12 3% bdfghjklnoq	1 *	1 *	1 *	8 2% bfghjklo	-	-	1 *	6 1% bjk	2 *	1 *	7 1% bfghjklo	2 *
Better for environment than [other products]	50 1%	1 *	2 *	3 1%	3 1%	6 1% k	1 *	5 1% k	3 1%	8 2% bgkl	-	1 *	4 1% k	6 1% k	2 *	2 *	3 1%
Healthy/not harmful to my health	12 *	-	3 1%	2 *	1 *	-	1 *	-	2 *	1 *	1 *	-	-	1 *	-	-	-
GENERAL POSITIVE MENTIONS-NON-ENVIRONMENTAL (NET)	785 10%	318 67% cdefghijklmnopq	12 3%	18 4% e	6 1%	18 4% e	22 5% e	14 3%	19 4% e	25 5% ce	179 38% cdefghijmnopq	32 7% cdefhp	25 5% ce	43 9% cdefghijmopq	20 4% e	14 3%	20 4% e
Strong/Durable	223 3%	75 16% cdefghijmnopq	1 *	2 *	-	-	1 *	-	2 *	89 19% cdefghijmnopq	13 3% cdefghijop	10 2% cdefghijop	24 5% cdefghijmopq	1 *	1 *	4 1% efgi
New improved better design	147 2% cdefghijklmnopq	137 29% cdefghijklmnopq	-	-	1 *	1 *	-	-	1 *	2 *	1 *	-	2 *	-	1 *	-	1 *
Lasts a long time	118 2% cdefghijopq	12 3%	-	-	-	-	2 *	-	1 *	-	78 16% bcdefghijmnopq	6 1% cdefhjq	5 1% cdefhjq	11 2% cdefghijopq	2 *	1 *	-
Better than what was available before	84 1% cdefghijklmnopq	79 17%	-	-	1 *	-	-	1 *	-	-	1 *	-	-	-	1 *	1 *	-
Used a different/eco-friendly material	78 1% cdefghijklmnopq	27 6%	5 1% q	6 1% q	2 *	1 *	10 2% efmnopq	4 1% q	5 1% q	3 1%	3 1%	5 1% q	1 *	1 *	3 1%	2 *	-
Good/Good Idea	47 1%	2 *	1 *	3 1%	1 *	4 1%	2 *	3 1%	4 1%	6 1%	2 *	3 1%	2 *	4 1%	2 *	4 1%	4 1%
Better/Higher quality	39 1% cdefghijklmnopq	24 5%	1 *	3 1%	-	1 *	1 *	-	-	1 *	3 1%	-	3 1%	1 *	1 *	-	-
Easy to maintain/clean	37 * cdefhijlmnopq	12 3%	1 *	-	-	-	5 1% defhijmpq	-	-	-	12 3% cdefhijlmnopq	3 1%	-	1 *	3 1%	-	-
Cheap/Less expensive	36 *	2 *	1 *	-	1 *	6 1% dkmn	2 *	3 1%	3 1%	5 1% dkmn	-	1 *	-	-	5 1% dkmn	1 *	6 1% dkmn

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.

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Table 6

Q652. Suppose you see a product advertised or labeled as .... What, if anything, does this statement suggest or imply to you about the product?

1. All Products

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)
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Something I would be interested in purchasing	29 *	-	1 *	1 *	1 *	3 1%	-	2 *	4 1% bgkp	7 1% bcdegkop	-	2 *	2 *	3 1%	1 *	-	2 *
Other general positive mentions - non-environmental	39 1%	14 3% cdefghijklmnopq	2 *	3 1%	-	2 *	1 *	1 *	2 *	-	4 1% ejln	-	1 *	-	2 *	4 1% ejln	3 1%
NEGATIVE MENTIONS (NET)	508 7% cgklmop	46 10%	23 5%	41 9% cgkl	37 8% kl	36 8% kl	23 5%	35 7% k	42 9% cgklm	42 9% cgklm	16 3%	21 4%	26 6%	32 7% k	28 6%	28 6%	32 7% k
More expensive	192 3% k	8 2%	6 1%	19 4% bcgkl	16 3% ck	17 4% ck	8 2% k	15 3% ck	17 4% ck	26 5% bcgklmnopq	1 *	8 2% k	10 2% k	12 3% k	9 2% k	9 2% k	11 2% k
Other negative mentions	255 3% cdefghijklmnopq	37 8%	16 3% l	19 4% lq	20 4% lq	14 3%	14 3%	20 4% lq	18 4% lq	12 3%	14 3%	6 1%	16 3% l	12 3%	10 2%	20 4% lq	7 1%
Cheap/Less durable/not as good quality	104 1%	4 1%	1 *	7 1% cg	5 1%	8 2% cg	1 *	6 1%	9 2% cgkmp	8 2% cg	2 *	9 2% cgkmp	2 *	10 2% cgkmp	14 3% bcegkmp	2 *	16 3% bceghkmp
Don't understand/No idea of what the statement suggests	106 1%	5 1% q	4 1% q	2 *	14 3% bcdfghjnoq	1 *	5 1% q	2 *	14 3% bcdfghjnoq	1 *	14 3% bcdfghjnoq	5 1% q	18 4% bcdfghjnoq	5 1% q	4 1% q	11 2% dfhjq	-
More information needed	90 1%	7 1%	3 1%	9 2% ho	6 1%	11 2% cghop	3 1%	2 *	6 1%	8 2%	5 1%	5 1%	4 1%	11 2% cghop	2 *	3 1%	5 1%
Other	249 3% dfghijlmnopq	32 7% dfhmoq	24 5%	8 2%	21 4% dmq	12 3%	13 3%	12 3%	17 4% m	17 4% m	24 5% dfhmoq	14 3%	7 1%	16 3%	11 2%	13 3%	8 2%
None/Nothing	541 7%	50 11% cdefghijnoq	27 6%	28 6%	30 6%	22 5%	34 7%	25 5%	32 7%	23 5%	61 13% cdefghijlnoq	38 8% fjo	46 10% cdfhjno	26 5%	23 5%	46 10% cdfhjno	30 6%
Don't Know	272 4%	8 2%	14 3% j	6 1%	15 3% dfjq	6 1%	18 4% bdfjnq	14 3% j	23 5% bdfjnq	2 *	37 8% bcdefghjnoq	26 5% bdfjnq	38 8% bcdefghjnoq	9 2% j	16 3% dfjq	34 7% bcdefghjnoq	6 1%
Declined to answer	41 1%	2 *	2 *	3 1%	-	4 1% ekn	2 *	1 *	2 *	4 1% ekn	-	7 1% ehknq	-	7 1% ehknq	-	3 1%	3 1%
Sigma	9241 122%	561 119%	642 136%	597 127%	564 120%	578 124%	624 132%	594 126%	579 123%	577 122%	543 115%	590 124%	552 117%	603 127%	566 119%	522 111%	549 116%

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.

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Table 7

Q652. Suppose you see a product advertised or labeled as .... What, if anything, does this statement suggest or imply to you about the product?

2. Kitchen flooring

Base: All Qualified Respondents

	Total	New and Imp- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
SPECIFIC ENVIRONMENTAL RESPONSES (NET)	1213 48%	5 3%	69 44% bk	88 56% bcgk	85 53% bk	90 58% bcgikm	69 44% bk	94 60% bcgikm	71 45% bk	83 53% bk	37 24% b	97 62% bcgikm	73 46% bk	85 54% bk	89 56% bcgikm	85 54% bk	93 58% bcgikm
Made from recycled materials	622 25%	4 3%	32 20% bkmp	37 24% bikmp	31 19% bkm	80 51% bcdeghiklmop	26 16% bk	39 25% bikmp	23 15% bk	71 45% bcdeghiklmop	8 5%	43 28% bgikmp	16 10% b	75 47% bcdeghiklmop	35 22% bkmp	19 12% bk	83 52% bcdeghiklmop
Made with renewable materials	186 7%	-	8 5% b	25 16% bcfgijnpq	14 9% bijnpq	6 4% b	13 8% bjnq	25 16% bcfgijmnpq	5 3% b	4 3% b	21 13% bcfijnpq	22 14% bcfijmnpq	11 7% bq	4 3% b	21 13% bcfijnpq	5 3% b	2 1%
Made with renewable/green/clean energy	176 7%	-	7 4% bdfghjklnoq	1 1%	30 19% bcdfghjklnoq	-	1 1%	1 1%	38 24% bcdfghjklnoq	-	-	1 1%	35 22% bcdfghjklnoq	-	1 1%	60 38% bcdefghjklmnoq	1 1%
Recyclable	108 4%	1 1%	6 4% p	16 10% bcefijkmpq	5 3% p	2 1%	7 4% bkpq	14 9% befijkmpq	4 3% p	2 1%	1 1%	17 11% bcdfgijkmnpq	5 3% p	7 4% bkpq	20 13% bcefgijkmnpq	-	1 1%
Made from natural materials	51 2%	-	14 9% bdefgijklmnopq	3 2%	5 3% bfi	-	5 3% bfi	6 4% bfi	-	3 2%	2 1%	3 2%	1 1%	2 1%	5 3% bfi	1 1%	1 1%
Made with plant materials	45 2%	-	2 1%	6 3% bjp	3 2%	1 1%	2 1%	6 4% bjp	3 2%	-	2 1%	8 5% bfjmp	1 1%	3 2%	6 4% bjp	-	2 1%
Non-toxic	43 2%	-	11 7% bdfijklmnopq	3 2%	5 3% biklmnpq	1 1%	15 9% bdefhijklmnopq	4 3% biklmnpq	-	3 2%	-	-	-	-	1 1%	-	-
Degradable/biodegradable/dec omposes quickly	39 2%	-	5 3% bno	3 2%	1 1%	2 1%	11 7% bdefijklmnopq	4 3% bno	2 1%	1 1%	2 1%	3 2%	2 1%	-	-	1 1%	1 1%
Other specific environmental response mentions	24 1%	-	-	2 1%	1 1%	2 1%	2 1%	1 1%	-	3 2%	2 1%	1 1%	2 1%	-	1 1%	2 1%	5 3% bcin
Made from sustainable resources	31 1%	-	3 2%	3 2%	2 1%	2 1%	4 3% biop	2 1%	-	1 1%	3 2%	5 3% biop	3 2%	2 1%	-	-	1 1%
Made from recyclable materials	22 1%	-	2 1%	5 3% bipq	1 1%	2 1%	2 1%	2 1%	-	1 1%	1 1%	3 2%	1 1%	1 1%	1 1%	-	-
Reusable	11 *	-	-	1 1%	1 1%	-	-	3 2%	1 1%	-	-	1 1%	1 1%	-	3 2%	-	-
Does not contain petroleum	1 *	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
Compostable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GENERAL ENVIRONMENTAL RESPONSES (NET)	666 26%	1 1%	73 46% bdefhijklmnopq	49 31% bklnop	51 32% bklnop	48 31% bklnop	57 36% bklp	48 31% bklp	48 31% bklp	53 34% bklnop	24 15% b	31 20% b	48 30% bklp	33 21% b	33 21% b	23 15% b	46 29% bkp

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.

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Table 7

Q652. Suppose you see a product advertised or labeled as .... What, if anything, does this statement suggest or imply to you about the product?

2. Kitchen flooring

Base: All Qualified Respondents

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Good for/helps/benefits the environment	424 17%	1 1%	37 23% bklnop	33 21% bkp	38 24% bklnop	31 20% bkp	25 16% bk	32 20% bkp	32 20% bkp	33 21% bkp	11 7% b	20 13% b	38 24% bklnop	21 13% b	22 14% bk	17 11% b	33 21% bkp
No harm/harmless/safe for the environment/won't hurt the environment	161 6%	- -	32 20% bdefhijklmnopq	11 7% bmp	8 5% bp	12 8% blmp	31 20% bdefhijklmnopq	14 9% blmpq	12 8% blmp	8 5% bp	10 6% bmp	4 3% bp	2 1%	6 4% bp	6 4% bp	- -	5 3% bp
The company is environmentally conscious	39 2%	-	-	4 3% bc	2 1%	2 1%	2 1%	1 1%	3 2%	2 1%	1 1%	1 1%	4 3% bc	4 3% bc	4 3% bc	3 2%	6 4% bc
Saves natural resources	36 1%	-	1 1%	3 2%	1 1%	2 1%	-	1 1%	2 1%	6 4% bgm	4 3% bgm	8 5% bceghmn	-	1 1%	2 1%	2 1%	3 2%
Saved/Used less energy to produce	20 1%	-	6 4% bdfhjklq	-	4 3% bdfhjklq	-	1 1%	-	2 1%	-	-	-	4 3% bdfhjklq	1 1%	1 1%	1 1%	-
Better for environment than [other products]	14 1%	-	-	1 1%	-	2 1%	-	1 1%	1 1%	5 3% bcegklopq	-	-	2 1%	2 1%	-	-	-
Healthy/not harmful to my health	6 *	-	2 1%	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	1 1%	-	-	-
GENERAL POSITIVE MENTIONS-NON-ENVIRONMENTAL (NET)	306 12%	107 67% cdefghijklmnopq	6 4%	6 4%	3 2%	6 4%	14 9% e	7 4%	11 7% e	10 6% e	66 42% cdefghijklmnopq	14 9% e	9 6%	18 11% cdefhp	11 7% e	8 5%	10 6% e
Strong/Durable	68 3%	21 13% cdefghijlmnopq	1 1%	1 1%	-	-	-	1 1%	-	1 1%	23 15% cdefghijlmnopq	6 4% efgio	3 2%	8 5% cdefghijop	-	1 1%	2 1%
Lasts a long time	58 2%	7 4% cdefghijpq	-	-	-	-	1 1%	-	1 1%	-	32 20% bcdefghijlmnopq	4 3% cdefghjq	1 1%	8 5% cdefghijpq	2 1%	1 1%	-
New improved better design	44 2%	37 23% cdefghijklmnopq	-	-	1 1%	1 1%	-	-	-	1 1%	1 1%	-	1 1%	-	1 1%	-	1 1%
Easy to maintain/clean	37 1%	12 8% cdefghijlmnopq	1 1%	-	-	-	5 3% defhijpq	-	-	-	12 8% cdefhijlmnopq	3 2%	-	1 1%	3 2%	-	-
Used a different/eco-friendly material	35 1%	16 10% cdefghijklmnopq	2 1%	2 1%	2 1%	-	6 4% fklmq	1 1%	2 1%	1 1%	-	-	-	1 1%	1 1%	1 1%	-
Better than what was available before	31 1%	29 18% cdefghijklmnopq	-	-	-	-	-	1 1%	-	-	1 1%	-	-	-	-	-	-
Cheap/Less expensive	21 1%	2 1%	1 1%	-	1 1%	2 1%	1 1%	3 2%	2 1%	3 2%	-	-	-	-	2 1%	1 1%	3 2%
Good/Good Idea	20 1%	2 1%	-	-	-	3 2%	-	2 1%	3 2%	2 1%	-	1 1%	1 1%	2 1%	1 1%	-	3 2%
Better/Higher quality	17 1%	11 7% cdefghijklmnopq	-	1 1%	-	-	1 1%	-	-	-	2 1%	-	2 1%	-	-	-	-

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.

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Q652. Suppose you see a product advertised or labeled as .... What, if anything, does this statement suggest or imply to you about the product?

2. Kitchen flooring

Base: All Qualified Respondents

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Something I would be interested in purchasing	6 *	-	1 1%	-	-	-	-	-	2 1%	2 1%	-	1 1%	-	-	-	-	-
Other general positive mentions - non-environmental	15 1%	2 1%	-	2 1%	-	-	1 1%	-	1 1%	-	1 1%	-	1 1%	-	2 1%	4 3% cefhjln	1 1%
NEGATIVE MENTIONS (NET)	190 8%	13 8% k	7 4%	13 8% k	10 6%	18 12% cklp	10 6%	16 10% klp	19 12% cklp	18 11% cklp	4 3%	6 4%	10 6%	16 10% klp	12 8% k	5 3%	13 8% k
More expensive	71 3%	2 1%	1 1%	6 4% k	5 3% k	7 4% ck	5 3% k	6 4% k	7 4% ck	11 7% bcklp	-	2 1%	4 3% k	4 3% k	4 3% k	2 1%	5 3% k
Other negative mentions	80 3%	11 7% ejklpq	6 4% l	6 4% l	2 1%	6 4% l	4 3% l	9 6% elp	7 4% l	3 2%	3 2%	-	6 4% l	6 4% l	6 4% l	2 1%	3 2%
Cheap/Less durable/not as good quality	50 2%	-	-	3 2%	3 2%	7 4% bcgkmp	1 1%	3 2%	5 3% bc	4 3% bc	1 1%	4 3% bc	1 1%	8 5% bcgkmp	3 2%	1 1%	6 4% bc
More information needed	43 2%	3 2%	2 1%	4 3%	4 3%	2 1%	1 1%	1 1%	2 1%	3 2%	2 1%	3 2%	4 3%	9 6% cfghikopq	1 1%	1 1%	1 1%
Don't understand/No idea of what the statement suggests	31 1%	2 1%	2 1%	-	4 3% djq	1 1%	3 2%	1 1%	1 1%	-	3 2%	1 1%	6 4% djq	2 1%	3 2%	2 1%	-
Other	93 4% deghijklmnopq	15 9% gmq	11 7%	6 4%	6 4%	9 6% m	3 2%	5 3%	6 4%	5 3%	6 4%	4 3%	1 1%	4 3%	4 3%	5 3%	3 2%
None/Nothing	202 8%	12 8%	10 6%	9 6%	6 4%	5 3%	16 10% ef	12 8%	13 8%	11 7% bcdefhijmnoq	25 16% ef	17 11%	11 7%	12 8%	12 8%	19 12% ef	12 8%
Don't Know	110 4%	3 2%	7 4% j	2 1%	7 4% j	3 2%	9 6% dj	5 3%	11 7% bdfj	1 1%	4 3%	13 8% bdfjkq	14 9% bdfhjkq	6 4%	6 4%	15 9% bdfhjknoq	4 3%
Declined to answer	18 1%	1 1%	1 1%	1 1%	-	-	1 1%	-	2 1%	2 1%	-	4 3% efhknq	3 2%	-	2 1%	1 1%	-
Sigma	3109 123%	194 122%	214 135%	201 128%	193 121%	193 124%	206 130%	206 131%	195 124%	194 123%	184 117%	203 130%	188 119%	201 127%	182 115%	167 106%	188 118%

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.

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Table 8

Q652. Suppose you see a product advertised or labeled as .... What, if anything, does this statement suggest or imply to you about the product?

3. A laundry basket

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	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
SPECIFIC ENVIRONMENTAL RESPONSES (NET)	1361 54%	4 3%	81 52% bk	102 65% bcek	84 54% bk	96 62% bk	86 54% bk	97 62% bk	90 57% bk	89 57% bk	35 22% b	101 64% bck	87 55% bk	106 66% bcegkm	111 70% bcegijkmp	93 60% bk	99 63% bck
Made from recycled materials	810 32%	2 1%	57 37% beikmp	55 35% beikmp	36 23% bk	85 54% bcdeghiklmop	49 31% bikp	48 31% bikp	32 20% bk	79 50% bcdeghiklmop	7 4%	46 29% bkp	36 23% bk	99 62% bcdeghiklmop	60 38% beikmp	26 17% bk	93 60% bcdeghiklmop
Made with renewable/green/clean energy	202 8%	-	7 4% bfjklnoq	3 2%	37 24% bcdfghjklnoq	-	3 2%	2 1%	40 25% bcdfghjklnoq	-	-	-	50 32% bcdfghjklnoq	-	-	59 38% bcdefghjklnoq	1 1%
Recyclable	165 7%	1 1%	9 6% bp	22 14% bcefijkmnpq	6 4%	3 2%	17 11% befijmpq	18 11% befijmpq	5 3%	4 3%	9 6% bp	25 16% bcefijkmnpq	3 2%	9 6% bp	28 18% bcefijkmnpq	2 1%	4 3%
Made with renewable materials	128 5%	-	12 8% befjmnq	17 11% befgijmnpq	3 2%	3 2%	6 4% b	20 13% befgijkmnpq	7 4% bjq	1 1%	8 5% bjq	20 13% befgijkmnpq	2 1%	3 2% befgijkmnpq	19 12%	6 4% b	1 1%
Degradable/biodegradable/decomposes quickly	83 3%	1 1%	8 5% bmpq	3 2%	5 3% mq	6 4% mq	21 13% bcdefhijklmnopq	8 5% bmpq	9 6% bmnpq	6 4% mq	3 2%	5 3% mq	-	2 1%	5 3% mq	1 1%	-
Made from recyclable materials	30 1%	-	3 2%	6 4% bfjkn	2 1%	-	4 3% bfjkn	3 2%	1 1%	-	-	4 3% bfjkn	1 1%	-	3 2%	2 1%	1 1%
Made from natural materials	27 1%	-	2 1%	1 1%	-	2 1%	6 4% bejmnpq	2 1%	3 2%	-	1 1%	6 4% bejmnpq	-	-	4 3% bejmnpq	-	-
Non-toxic	23 1%	-	6 4% bklmoq	2 1%	1 1%	1 1%	4 3% bklmoq	3 2%	2 1%	1 1%	-	-	-	1 1%	-	2 1%	-
Other specific environmental response mentions	40 2%	-	4 3% bkmp	4 3% bkmp	4 3% bkmp	2 1%	3 2%	6 4% bkmp	2 1%	5 3% bkmp	-	3 2%	-	2 1%	3 2%	-	2 1%
Made from sustainable resources	18 1%	-	-	2 1%	-	1 1%	1 1%	2 1%	-	-	5 3% bceijq	2 1%	1 1%	2 1%	1 1%	1 1%	-
Made with plant materials	16 1%	-	-	2 1%	1 1%	-	1 1%	2 1%	-	-	1 1%	6 4% bcfijnpq	1 1%	-	2 1%	-	-
Reusable	13 1%	-	-	1 1%	1 1%	1 1%	1 1%	2 1%	-	1 1%	3 2%	1 1%	-	1 1%	1 1%	-	-
Does not contain petroleum	11 *	-	-	3 2%	-	-	-	1 1%	1 1%	-	-	3 2%	-	-	3 2%	-	-
Compostable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GENERAL ENVIRONMENTAL RESPONSES (NET)	593 24%	3 2%	70 45% bdeghijklmnopq	39 25% bk	38 24% bk	54 35% behklmop	48 30% bklmop	37 24% bk	40 25% bkp	52 33% bklmop	17 11% b	29 18% bk	29 18% bk	40 25% bkp	29 18% bk	25 16% b	43 28% bkp

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.

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Q652. Suppose you see a product advertised or labeled as .... What, if anything, does this statement suggest or imply to you about the product?

3. A laundry basket

Base: All Qualified Respondents

	Total	New and Imp- roved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Good for/helps/benefits the environment	381 15%	2 1%	48 31% bdeghiklmnopq	24 15% bk	23 15% bk	34 22% bkmop	25 16% bkp	25 16% bkp	22 14% b	36 23% bikmop	12 7% b	24 15% bk	19 12% b	28 18% bkp	20 13% b	13 8% b	26 17% bkp
No harm/harmless/safe for the environment/won't hurt the environment	130 5%	- -	15 10% bklmnopq	9 6% bmq	12 8% blmpq	9 6% bmq	24 15% bdefhijklmnopq	10 6% bmq	12 8% blmpq	11 7% bmq	5 3% b	4 3% b	1 1%	6 4% b	6 4% b	4 3% b	2 1%
The company is environmentally conscious	44 2%	- -	2 1%	- -	2 1%	8 5% bdghkl	1 1%	- -	2 1%	4 3% bdhkl	- -	- -	6 4% bdhkl	3 2%	2 1%	3 2%	11 7% bcdeghiklnop
Saves natural resources	22 1%	- -	2 1%	4 3% beghikp	- -	3 2%	- -	- -	- -	1 1%	- -	3 2%	1 1%	3 2%	2 1%	- -	2 1%
Saved/Used less energy to produce	20 1%	- -	5 3% bfghjkmno	1 1%	3 2%	- -	- -	- -	4 3% bfghjkmno	- -	- -	1 1%	- -	- -	- -	4 3% bfghjkmno	2 1%
Better for environment than [other products]	19 1%	1 1%	1 1%	2 1%	- -	2 1%	1 1%	2 1%	2 1%	2 1%	- -	- -	1 1%	1 1%	- -	2 1%	2 1%
Healthy/not harmful to my health	4 *	- -	1 1%	1 1%	1 1%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -
GENERAL POSITIVE MENTI ONS-N ON-ENVIRONMENTAL (NET)	268 11%	118 75% cdefghijklmnopq	4 3%	7 4%	2 1%	4 3%	5 3%	6 4%	4 3%	8 5%	66 41% cdefghijklmnopq	9 6% ep	9 6% ep	15 9% cefghiopq	6 4%	2 1%	3 2%
Strong/Durable	78 3%	20 13% cdefghijlmopq	- -	1 1%	- -	- -	- -	- -	- -	1 1%	34 21% bcdefghijlmnopq	5 3% cefghip	4 3% cefghip	11 7% cdefghijopq	1 1%	- -	1 1%
New improved better design	69 3%	69 44% cdefghijklmnopq	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lasts a long time	41 2%	4 3% cdefhijopq	- -	- -	- -	- -	1 1%	- -	- -	- -	32 20% bcdefghijmnopq	1 1%	2 1%	1 1%	- -	- -	- -
Better than what was available before	31 1%	29 18% cdefghijklmnopq	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -
Used a different/eco-friendly material	26 1%	5 3% emnpq	2 1%	2 1%	- -	1 1%	3 2%	2 1%	2 1%	2 1%	3 2%	3 2%	- -	- -	1 1%	- -	- -
Good/Good Idea	13 1%	- -	1 1%	2 1%	- -	- -	- -	1 1%	1 1%	2 1%	1 1%	- -	1 1%	2 1%	- -	2 1%	- -
Better/Higher quality	11 *	6 4% ceghiklnpq	- -	1 1%	- -	1 1%	- -	- -	- -	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -
Something I would be interested in purchasing	11 *	- -	- -	1 1%	1 1%	- -	- -	2 1%	- -	2 1%	- -	- -	1 1%	1 1%	1 1%	- -	2 1%
Cheap/Less expensive	6 *	- -	- -	- -	- -	1 1%	1 1%	- -	1 1%	1 1%	- -	- -	- -	- -	2 1%	- -	- -

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.

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Q652. Suppose you see a product advertised or labeled as .... What, if anything, does this statement suggest or imply to you about the product?

3. A laundry basket

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)
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Easy to maintain/clean	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other general positive mentions - non-environmental	11 *	5 3% degijlmnopq	1 1%	-	-	1 1%	-	1 1%	-	-	3 2%	-	-	-	-	-	-
NEGATIVE MENTIONS (NET)	163 6%	11 7%	9 6%	17 11% ikmn	13 8% k	11 7%	11 7%	13 8% k	7 4%	11 7%	5 3%	9 6%	7 4%	7 4%	8 5%	15 10% k	9 6%
More expensive	61 2%	3 2%	2 1%	11 7% bcegiklmop	3 2%	6 4%	3 2%	5 3%	3 2%	6 4%	1 1%	3 2%	2 1%	4 3%	2 1%	3 2%	4 3%
Other negative mentions	96 4%	9 6% no	6 4% o	6 4% o	11 7% lnoq	5 3% o	8 5% o	9 6% no	5 3% o	5 3% o	5 3% o	3 2%	6 4% o	2 1%	-	13 8% klnoq	3 2%
Cheap/Less durable/not as good quality	25 1%	1 1%	1 1%	2 1%	1 1%	1 1%	-	3 2%	-	-	-	4 3% gijkmp	-	1 1%	8 5% bcefgijkmnp	-	3 2%
Don't understand/No idea of what the statement suggests	41 2%	1 1%	1 1%	-	8 5% bcdfghjnoq	-	1 1%	1 1%	6 4% dfq	1 1%	8 5% bcdfghjnoq	3 2%	5 3% dfq	1 1%	1 1%	4 3% dfq	-
More information needed	18 1%	2 1%	1 1%	3 2%	-	3 2%	1 1%	-	3 2%	2 1%	1 1%	1 1%	-	-	-	-	1 1%
Other	75 3%	7 4% dfq	2 1%	1 1%	13 8% cdfhlmq	1 1%	5 3%	3 2%	5 3%	5 3%	8 5% dfq	2 1%	3 2%	8 5% dfq	5 3%	6 4%	1 1%
None/Nothing	166 7%	15 10% o	8 5%	9 6%	10 6%	8 5%	12 8%	7 4%	9 6%	8 5%	17 11% ho	12 8%	16 10% o	8 5%	5 3%	11 7%	11 7%
Don't Know	83 3%	2 1%	4 3%	2 1%	3 2%	1 1%	5 3%	6 4%	7 4% fj	1 1%	15 9% bcdefghjlnoq	5 3%	13 8% bcdefjnq	2 1%	5 3%	10 6% bdefjnq	2 1%
Declined to answer	10 *	-	1 1%	1 1%	-	1 1%	-	1 1%	-	-	-	-	2 1%	-	1 1%	2 1%	1 1%
Sigma	3058 122%	185 118%	212 136%	204 130%	188 121%	190 122%	207 131%	195 124%	187 119%	188 120%	182 113%	195 124%	179 114%	201 126%	193 122%	176 113%	176 113%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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Q652. Suppose you see a product advertised or labeled as .... What, if anything, does this statement suggest or imply to you about the product?

4. Wrapping paper

Base: All Qualified Respondents

	Total	New and Imp- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
SPECIFIC ENVIRONMENTAL RESPONSES (NET)	1476 59%	8 5%	91 58% bk	109 70% bcekm	91 58% bk	104 67% bkm	104 67% bkm	115 73% bceijklmp	93 59% bk	97 61% bk	45 29% b	101 63% bk	85 54% bk	118 75% bceijklmp	118 74% bk	94 60% bk	103 66% bkm
Made from recycled materials	920 37%	6 4%	75 48% beikmop	72 46% beikmop	31 20% bk	100 64% bcdeghijklmnop	68 44% beikmop	62 39% beikmp	36 23% bk	83 53% behiklmop	16 10% b	60 37% beikmop	24 15% b	105 67% bcdeghijklmop	53 33% beikmop	34 22% bk	95 61% bcdeghiklmop
Made with renewable/green/clean energy	201 8%	-	6 4% bdfhjnq	-	45 29% bcdfghjklnoq	-	3 2%	-	43 27% bcdfghjklnoq	-	1 1%	1 1%	45 29% bcdfghjklnoq	-	2 1%	55 35% bcdfghiklnoq	-
Recyclable	190 8%	-	11 7% b	17 11% befijpq	7 4% b	6 4% b	12 8% bi	28 18% bcefgijkmnpq	4 3% b	7 4% b	9 6% b	21 13% befijkmpq	10 6% b	11 7% b	35 22% bcdefgijklmnpq	5 3% b	7 4% b
Degradable/biodegradable/dec omposes quickly	137 5%	2 1%	15 10% bfklmnopq	7 4% fpq	7 4% fpq	-	46 29% bcdefhijklmnopq	15 10% bfklmnopq	12 8% bfkmnopq	13 8% bfkmnopq	4 3% fp	6 4% fp	3 2%	3 2%	3 2%	-	1 1%
Made with renewable materials	106 4%	-	3 2% bcefgjnpq	15 10% bcefgjnpq	3 2%	1 1%	2 1% bcefgjnpq	16 10% bfj	7 4%	-	7 4% bfj	16 10% bcefgjnpq	8 5% bfj	5 3% bj	18 11% bcefgijkmnpq	3 2%	2 1%
Made with plant materials	27 1%	-	3 2%	3 2%	2 1%	2 1%	-	2 1%	-	-	1 1%	4 2% bgijn	1 1%	-	7 4% bgijkmnpq	1 1%	1 1%
Made from sustainable resources	24 1%	-	2 1%	3 2%	-	-	1 1%	-	-	-	8 5% befghijpq	3 2%	2 1%	3 2%	2 1%	-	-
Reusable	21 1%	-	-	1 1% bcgjmnp	4 3%	1 1%	-	1 1%	1 1%	-	2 1%	3 2%	-	-	6 4% bcgjmnp	-	2 1%
Other specific environmental response mentions	9 *	-	-	2 1%	-	-	-	-	2 1%	-	1 1%	-	2 1%	-	2 1%	-	-
Made from recyclable materials	17 1%	-	1 1%	2 1%	1 1%	-	-	5 3% bfgjkmn	2 1%	-	-	2 1%	-	-	2 1%	1 1%	1 1%
Non-toxic	16 1%	-	5 3% bejklmnopq	1 1%	-	1 1%	6 4% bejklmnopq	2 1%	1 1%	-	-	-	-	-	-	-	-
Made from natural materials	13 1%	-	3 2%	1 1%	-	-	2 1%	2 1%	-	-	2 1%	1 1%	-	-	2 1%	-	-
Compostable	3 *	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-
Does not contain petroleum	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	1 1%	-
GENERAL ENVIRONMENTAL RESPONSES (NET)	562 22%	3 2%	57 36% bdehiklmnop	34 22% bk	39 25% bk	46 29% bklmo	46 29% bklmo	37 24% bk	35 22% bk	49 31% bklmop	16 10% b	28 17% b	30 19% bk	36 23% bk	30 19% bk	32 20% bk	44 28% bkl

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
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	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	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Good for/helps/benefits the environment	354 14%	1 1%	43 27% bdeghiklmnopq	22 14% bk	20 13% bk	29 19% bk	23 15% bk	20 13% bk	26 17% bk	32 20% bklp	9 6% b	19 12% b	23 15% bk	23 15% bk	20 13% bk	17 11% b	27 17% bk
No harm/harmless/safe for the environment/won't hurt the environment	105 4%	2 1%	12 8% bikmnoq	5 3%	7 4% ko	7 4% ko	22 14% bdefhijklmnopq	10 6% bkmnoq	4 3%	11 7% bkmnoq	1 1%	7 4%	3 2%	3 2%	1 1%	7 4% ko	3 2%
Saves natural resources	47 2%	-	-	4 3% bcim	1 1%	6 4% bcim	2 1%	2 1%	-	6 4% bcim	7 4% bceilmp	1 1%	-	5 3% bcim	2 1%	1 1%	10 6% bceghilmop
The company is environmentally conscious	41 2%	-	-	2 1%	4 3% bcl	2 1%	1 1%	4 3% bcl	5 3% bcl	1 1%	1 1%	-	3 2%	3 2%	6 4% bcl	5 3% bcl	4 3% bcl
Better for environment than [other products]	17 1%	-	1 1%	-	3 2%	2 1%	-	2 1%	-	1 1%	-	1 1%	1 1%	3 2%	2 1%	-	1 1%
Saved/Used less energy to produce	16 1%	-	1 1%	1 1%	5 3% bgjkloq	1 1%	-	1 1%	2 1%	-	-	-	2 1%	1 1%	-	2 1%	-
Healthy/not harmful to my health	2 *	-	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-
GENERAL POSITIVE MENTIONS-NON-ENVIRONMENTAL (NET)	211 8%	93 59% cdefghijklmnopq	2 1%	5 3%	1 1%	8 5% eh	3 2%	1 1%	4 3%	7 4% eh	47 30% cdefghijklmnopq	9 6% ceh	7 4% eh	10 6% cegho	3 2%	4 3%	7 4% eh
Strong/Durable	77 3% cdefghijlmnopq	34 22% cdefghijlmnopq	-	-	-	-	-	-	-	-	32 21% cdefghijlmnopq	2 1%	3 2%	5 3% cdefghijop	-	-	1 1%
New improved better design	34 1% cdefghijklmnopq	31 20% cdefghijklmnopq	-	-	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	-
Better than what was available before	22 1% cdefghijklmnopq	21 13% cdefghijklmnopq	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Lasts a long time	19 1%	1 1%	-	-	-	-	-	-	-	-	-	14 9% bcdefghijmnopq	1 1%	1 1%	2 1%	-	-
Used a different/eco-friendly material	17 1%	6 4% efjknq	1 1%	2 1%	-	-	1 1%	1 1%	1 1%	-	-	-	2 1%	1 1%	-	1 1%	1 1%
Good/Good Idea	14 1%	-	-	1 1%	1 1%	1 1%	2 1%	-	-	2 1%	1 1%	2 1%	-	-	1 1%	2 1%	1 1%
Something I would be interested in purchasing	12 *	-	-	-	-	3 2%	-	-	2 1%	3 2%	-	1 1%	1 1%	2 1%	-	-	-
Better/Higher quality	11 *	7 4% cdefghijklmnopq	1 1%	1 1%	-	-	-	-	-	-	-	1 1%	-	1 1%	-	-	-
Cheap/Less expensive	9 *	-	-	-	-	3 2%	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	3 2%

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.

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Table 9

Q652. Suppose you see a product advertised or labeled as .... What, if anything, does this statement suggest or imply to you about the product?

4. Wrapping paper

Base: All Qualified Respondents

	Total	New and Imp-proved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Easy to maintain/clean	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other general positive mentions - non-environmental	13 1% cdefghijklmnop	7 4%	1 1%	1 1%	-	1 1%	-	-	1 1%	-	-	-	-	-	-	-	2 1%
NEGATIVE MENTIONS (NET)	155 6% cdfghklmnopq	22 14%	7 4%	11 7% g	14 9% g	7 4%	2 1%	6 4%	16 10% ghl	13 8% g	7 4%	6 4%	9 6% g	9 6% g	8 5%	8 5%	10 6% g
More expensive	60 2%	3 2%	3 2%	2 1%	8 5% gk	4 3% gk	-	4 3% gk	7 4% gk	9 6% dgkq	-	3 2%	4 3% gk	4 3% gk	3 2%	4 3% gk	2 1%
Other negative mentions	79 3% cdefghijklmnopq	17 11%	4 3%	7 4% q	7 4% q	3 2%	2 1%	2 1%	6 4%	4 3%	6 4%	3 2%	4 3%	4 3%	4 3%	5 3%	1 1%
Cheap/Less durable/not as good quality	29 1%	3 2%	-	2 1%	1 1%	-	-	-	4 3% cfgh	4 3% cfgh	1 1%	1 1%	1 1%	1 1%	3 2%	1 1%	7 4% cefghklmnp
Don't understand/No idea of what the statement suggests	34 1%	2 1%	1 1%	2 1%	2 1%	-	1 1%	-	7 4% cfghjoq	-	3 2%	2 1%	7 4% cfghjoq	2 1%	-	5 3% fhjoq	-
More information needed	29 1%	2 1%	-	2 1%	2 1%	6 4% cm	1 1%	1 1%	1 1%	3 2%	2 1%	1 1%	-	2 1%	1 1%	2 1%	3 2%
Other	81 3%	10 6% defmop	11 7% defmop	1 1%	2 1%	2 1%	5 3%	4 3%	6 4%	7 4% d	10 6% defmop	8 5% d	3 2%	4 3%	2 1%	2 1%	4 3%
None/Nothing	173 7% cdfghijlnoq	23 15%	9 6%	10 6%	14 9% j	9 6%	6 4%	6 4%	10 6%	4 3%	19 12% cfghjlnoq	9 6%	19 12% cghjlnoq	6 4%	6 4%	16 10% ghjno	7 4%
Don't Know	79 3%	3 2%	3 2%	2 1%	5 3% jq	2 1%	4 3% jq	3 2%	5 3% jq	-	18 12% bcdefghijlnoq	8 5% jnq	11 7% bcdfhjnq	1 1%	5 3% jq	9 6% dfjnq	-
Declined to answer	13 1%	1 1%	-	1 1%	-	3 2%	1 1%	-	-	2 1%	-	3 2%	2 1%	-	-	-	-
Sigma	3074 122%	182 116%	216 138%	192 123%	183 117%	195 125%	211 135%	193 123%	197 125%	195 123%	177 113%	192 119%	185 118%	201 128%	191 120%	179 114%	185 118%

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.

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Table 10

Q656_1. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

1. All Products
SUMMARY OF SUGGESTED

Base: All Qualified Respondents

	Total	New and Imp-proved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
made from recycled materials	5107 68%	104 22%	390 83% bdehiklmop	345 73% beiklmop	271 58% bkmp	439 94% bcdeghiklmop	370 78% beiklmop	355 75% beiklmop	268 57% bkmp	446 94% bcdeghiklmop	180 38% b	306 65% beikmp	222 47% bk	447 94% bcdeghiklmop	317 67% beikmp	203 43% b	444 94% bcdeghiklmop
made with renewable materials	4955 66%	105 22%	359 76% befijkmnpq	431 92% bcefgijkmnpq	287 61% bkp	288 62% bkp	346 73% befijkmnpq	429 91% bcefgijkmnpq	278 59% bkp	291 62% bkp	234 49% b	433 91% bcefgijkmnpq	270 57% bkp	283 60% bkp	419 88% bcefgijkmnpq	234 50% b	268 57% bkp
recyclable	4814 64%	105 22%	383 81% befiklmnopq	361 77% befikmp	260 55% bkmp	330 71% beiklmp	374 79% befiklmnp	373 79% befiklmp	257 55% bkmp	365 77% befiklmp	202 43% b	339 72% beikmp	225 48% bp	346 73% beikmp	355 75% beikmp	187 40% b	352 74% beikmp
made with renewable energy	3777 50%	72 15%	298 63% bdfghjklnoq	210 45% bfjklnoq	413 88% bcdfghjklnoq	153 33% bq	241 51% bfjklnoq	215 46% bfjklnoq	412 87% bcdfghjklnoq	156 33% bq	162 34% bnq	174 37% bnq	418 89% bcdfghjklnoq	132 28% bnq	181 38% bnq	417 89% bcdfghjklnoq	123 26% b
biodegradable	3331 44%	87 18%	336 71% bdefhijklmnopq	245 52% befjkmnpq	205 44% bkmnpq	182 39% bnp	345 73% bdefhijklmnopq	270 57% befijklmnpq	223 47% bfkmnpq	216 46% bfkmnpq	160 34% b	221 47% bfkmnpq	164 35% b	153 32% b	218 46% bfkmnpq	139 30% b	167 35% b
non-toxic	2900 38%	109 23%	321 68% bdefhijklmnopq	204 43% bfklmnopq	185 39% bkmnopq	166 35% bkmnp	332 70% bdefhijklmnopq	222 47% befijklmnopq	183 39% bkmnopq	191 40% bklmnopq	139 29% b	162 34% bnp	137 29% b	134 28%	156 33% bp	112 24%	147 31% bp
compostable	2761 37%	74 16%	262 56% bdefhijklmnopq	199 42% bfkmnpq	174 37% bkmnp	159 34% bp	277 59% bdefhijklmnopq	202 43% bfkmnpq	181 38% bkmnpq	184 39% bkmnpq	135 28% b	193 41% bfkmnpq	134 28% b	142 30% bp	186 39% bkmnpq	109 23% b	150 32% bp

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.

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Table 11

Q656_1. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

1. All Products
SUMMARY OF NOT SUGGESTED

Base: All Qualified Respondents

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
non-toxic	3485 46% cdefghijklmnoq	302 64%	81 17%	207 44% cg	228 48% cgh	225 48% cgh	87 18%	183 39% cg	219 47% cgh	222 47% cgh	227 48% cgh	227 48% cgh	252 53% cdghij	264 56% cdefghijklo	229 48% cgh	282 60% cdefghijklmnoq	250 53% cdgh
compostable	3445 46% cdefghijklmnopq	335 71%	120 25%	189 40% cg	223 47% cdghl	225 48% cdghl	120 25%	190 40% cg	213 45% cg	223 47% cdghl	220 46% cg	192 41% cg	238 50% cdghlo	247 52% cdghilo	200 42% cg	274 58% cdefghijklmnoq	236 50% cdghlo
biodegradable	3141 42% cdefghijklmnopq	322 68%	78 17%	164 35% cg	211 45% cdghl	213 46% cdghl	77 16%	151 32% cg	195 41% cdgh	202 43% cdgh	203 43% cg	179 38% cg	226 48% cdghilo	249 52% cdghilo	185 39% cgh	258 55% cdefghijklmnoq	228 48% cdghilo
made with renewable energy	2700 36% cdefghijklmnopq	334 71%	90 19% eimp	203 43% cegimp	28 6%	234 50% cdeghikmp	152 32% ceimp	199 42% cegimp	25 5%	249 53% cdeghiklmop	204 43% cegimp	211 45% cegimp	18 4%	264 56% cdeghiklmop	214 45% cegimp	16 3%	259 55% cdeghiklmop
recyclable	2021 27% cdefghijklmnopq	307 65%	46 10%	76 16% cg	173 37% cdfghjlnoq	101 22% cdgh	55 12% c	70 15% cdfghjlnoq	169 36% cg	85 18% cdfghjlnoq	170 36% cg	91 19% cdfghjlnoq	184 39% cg	91 19% cgh	94 20% cdefghijklmnoq	225 48% cg	84 18% cg
made with renewable materials	1854 25% cdefghijklmnopq	308 65%	50 11% dhl	18 4%	144 31% cdghlo	125 27% cdghlo	73 15% cdhlo	23 5%	156 33% cdfghlo	138 29% cdghlo	145 31% cdghlo	15 3%	146 31% cdghlo	135 28% cdghlo	36 8% dl	186 39% cdefghijklmnoq	156 33% cdfghlo
made from recycled materials	1806 24% cdefghijklmnopq	309 65%	40 8% fjnq	96 20% cfgjnq	167 35% cdfghjlnoq	11 2%	60 13% cfjnq	87 18% cfgjnq	169 36% cdfghjlnoq	13 3%	185 39% cdfghjlnoq	129 27% cdfghjnq	189 40% cdfghjlnoq	9 2%	122 26% cfghjnq	210 45% cdefghijklmnoq	10 2%

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.

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Table 12

Q656_1. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

1. All Products
SUMMARY OF MEANS

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	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
made from recycled materials	3.1	1.8	3.3 bdeghiklmop	3.2 beiklmop	2.7 bkmp	3.8 bcdeghiklmop	3.2 beiklmop	3.1 beiklmop	2.7 bkmp	3.8 bcdeghiklmop	2.4 b	2.9 beikmp	2.5 b	3.8 bcdeghiklmop	3.0 beikmp	2.4 b	3.9 bcdeghiklmop
made with renewable materials	3.0	1.8	3.2 befgijkmnpq	3.7 bcefgijkmnopq	2.8 bp	2.9 bip	3.1 befijkmnpq	3.7 bcefgijkmnopq	2.7 b	2.9 bip	2.7 bp	3.7 bcefgijkmnopq	2.8 bp	2.9 bip	3.6 bcefgijkmnopq	2.5 b	2.8 bp
recyclable	2.9	1.8 bdefijklmnopq	3.3 beikmp	3.1 bp	2.6 beikmp	3.0 bp	3.2 befijklmnop	3.1 befiklmop	2.5 bmp	3.0 beikmp	2.5 bp	3.0 beikmp	2.5 b	3.1 beikmp	3.1 beikmp	2.3 b	3.1 beikmp
made with renewable energy	2.7	1.7	3.0 bdfghjklnoq	2.5 bfjklnoq	3.7 bcdfghjklnoq	2.2 bn	2.6 bfhjklnoq	2.5 bfjklnoq	3.7 bcdfghjklnoq	2.2 b	2.3 bnq	2.3 bnq	3.8 bcdfghjklnoq	2.0 b	2.3 bjnq	3.8 bcdefghjklnoq	2.1 b
biodegradable	2.4	1.7	3.1 bdefhijklmnopq	2.6 befijkmnpq	2.4 bmnp	2.3 bnp	3.1 bdefhijklmnpq	2.7 befijklmnpq	2.4 bkmnpq	2.5 bfkmnpq	2.3 bp	2.5 bfkmnpq	2.2 b	2.2 b	2.5 bfkmnpq	2.1 b	2.3 bp
non-toxic	2.3	1.8	3.1 bdefhijklmnopq	2.4 bklmnopq	2.3 bmnp	2.3 bmnp	3.1 bdefhijklmnopq	2.5 befijklmnopq	2.3 bmnp	2.3 bkmnpq	2.2 bp	2.2 bmp	2.0 b	2.1 bp	2.2 bmp	1.9	2.2 bp
compostable	2.3	1.7	2.9 bdefhijklmnopq	2.4 befikmnpq	2.2 bmp	2.2 bp	2.9 bdefhijklmnopq	2.5 befikmnpq	2.3 bmnp	2.3 bkmnpq	2.2 bp	2.4 bkmnpq	2.1 b	2.1 bp	2.3 bkmnpq	2.0 b	2.2 bp

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.

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Table 13

Q656_1_1. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

1. All Products
1. recyclable

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	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
SUGGESTED (NET)	4814 64%	105 22%	383 81% befiklmnopq	361 77% befiklmp	260 55% bkmp	330 71% beikmp	374 79% befiklmnp	373 79% befiklmnp	257 55% bkmp	365 77% befiklmp	202 43% b	339 72% beikmp	225 48% bp	346 73% beikmp	355 75% beikmp	187 40% b	352 74% beikmp
(4) Definitely Suggested	2329 31%	28 6%	184 39% beiklmp	180 38% beiklmp	120 25% bkmp	175 37% beiklmp	192 41% beiklmp	208 44% befiklmop	117 25% bkmp	190 40% beiklmp	71 15% b	146 31% bikmp	80 17% b	190 40% beiklmp	172 36% beiklmp	84 18% b	192 41% beiklmp
(3) Probably Suggested	2485 33%	77 16%	199 42% befhikmnpq	181 39% beikmp	140 30% bp	155 33% bp	182 39% beikmp	165 35% bkp	140 30% bp	175 37% beikmp	131 28% bp	193 41% befikmnpq	145 31% bp	156 33% bp	183 39% beikmp	103 22% b	160 34% bkp
NOT SUGGESTED (NET)	2021 27% cdefghijklmnopq	307 65%	46 10%	76 16% cg	173 37% cdfghjlnoq	101 22% cdgh	55 12% c	70 15% cg	169 36% cdfghjlnoq	85 18% cg	170 36% cdfghjlnoq	91 19% cg	184 39% cdfghijklnoq	91 19% cg	94 20% cgh	225 48% cdefghijklmnoq	84 18% cg
(2) Probably Not Suggested	808 11% cdefghijklmnoq	93 20%	29 6%	35 7%	55 12% cdghjn	44 9% gh	27 6%	27 6%	62 13% cdghjnq	37 8%	76 16% cdfghjlnoq	46 10% cgh	67 14% cdfghjlnq	36 8%	54 11% cdghn	81 17% cdefghijknoq	39 8%
(1) Definitely Not Suggested	1213 16% cdefghijklmnopq	214 45%	17 4%	41 9% c	118 25% cdfghjlnoq	57 12% cg	28 6%	43 9% c	107 23% cdfghjlnoq	48 10% cg	94 20% cg	45 9% cg	117 25% cdfghjlnoq	55 12% cg	40 8% c	144 31% cdefghijklmnoq	45 10% cg
Not sure	719 10% defhjnoq	61 13%	42 9% jo	33 7%	38 8% j	37 8%	43 9% jo	28 6%	45 10% hjo	23 5%	102 22% bcdefghijlmnopq	44 9% jo	63 13% cdefghijlnoq	38 8%	26 5%	59 13% defhjnoq	37 8%
MEAN	2.9	1.8	3.3 bdefijklmnopq	3.1 beikmp	2.6 bp	3.0 beikmp	3.3 befiklmnop	3.2 befiklmop	2.6 bmp	3.1 beikmp	2.5 bp	3.0 beikmp	2.5 b	3.1 beikmp	3.1 beikmp	2.3 b	3.1 beikmp
STD. DEV	1.07	0.97	0.76	0.92	1.16	1.02	0.84	0.94	1.14	0.96	1.07	0.93	1.10	1.01	0.92	1.15	0.96
STD. ERR	0.01	0.05	0.04	0.04	0.06	0.05	0.04	0.04	0.05	0.05	0.06	0.04	0.05	0.05	0.04	0.06	0.05
Sigma	7554 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.

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Table 14

Q656_1_2. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?
1. All Products
2. made from recycled materials

Base: All Qualified Respondents

	Total	New and Imp- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
SUGGESTED (NET)	5107 68%	104 22%	390 83% bdehiklmop	345 73% beiklmop	271 58% bkmp	439 94% bcdeghiklmop	370 78% beiklmop	355 75% beiklmop	268 57% bkmp	446 94% bcdeghiklmop	180 38% b	306 65% beikmp	222 47% bk	447 94% bcdeghiklmop	317 67% beikmp	203 43% b	444 94% bcdeghiklmop
(4) Definitely Suggested	3211 43%	27 6%	192 41% beiklmp	208 44% begiklmop	141 30% bkmp	388 83% bcdeghiklmop	172 36% beikmp	198 42% beiklmop	120 25% bkm	398 84% bcdeghiklmop	56 12% b	155 33% bikmp	83 18% bk	399 84% bcdeghiklmop	167 35% bikmp	102 22% bk	405 86% bcdeghiklmop
(3) Probably Suggested	1896 25%	77 16% fjnq	198 42% bdefhijklmnopq	137 29% bfjnpq	130 28% bfjnpq	51 11% bcdefhijklmnopq	198 42% bfjnpq	157 33% bfjknpq	148 31% bfjnpq	48 10%	124 26% bfjnq	151 32% bfjnpq	139 29% bfjnpq	48 10%	150 32% bfjnpq	101 21% bfjnq	39 8%
NOT SUGGESTED (NET)	1806 24% cdefghjlmnopq	309 65%	40 8% fjnq	96 20% cfgjnq	167 35% cdfghjlnoq	11 2%	60 13% cfjnq	87 18% cfgjnq	169 36% cdfghjlnoq	13 3%	185 39% cdfghjlnoq	129 27% cdfghjlnoq	189 40% cdfghjlnoq	9 2%	122 26% cfgjnq	210 45% cdefghjlnoq	10 2%
(2) Probably Not Suggested	772 10% cdefghijlnq	96 20%	25 5% fjnq	57 12% cfghjnq	64 14% cfghjnq	4 1%	29 6% fjnq	36 8% fjnq	66 14% cfghjnq	4 1%	90 19% cdefghijlnq	63 13% cfghjnq	77 16% cfghjnq	2 *	74 16% cfghjnq	82 17% cdefghijlnq	3 1%
(1) Definitely Not Suggested	1034 14% cdefghijklmnopq	213 45%	15 3%	39 8% cfjnq	103 22% cdfghjlnoq	7 1%	31 7% cfjnq	51 11% cfgjnq	103 22% cdfghjlnoq	9 2%	95 20% cdfghjlnoq	66 14% cdfghjlnoq	112 24% cdfghjlnoq	7 1%	48 10% cfgjnq	128 27% cdfghjlnoq	7 1%
Not sure	641 8% cdefhijlnoq	60 13%	41 9% fjnq	29 6%	33 7% fjnq	18 4%	42 9% fjnq	29 6% j	34 7% fjnq	14 3%	109 23% bcdefghijlmnopq	39 8% fjnq	61 13% cdefghijlnoq	19 4%	36 8% fjnq	58 12% defhijlnoq	19 4%
MEAN	3.1	1.8	3.3 bdeghiklmop	3.2 beiklmop	2.7 bkmp	3.8 bcdeghiklmop	3.2 beiklmop	3.1 beiklmop	2.7 bkmp	3.8 bcdeghiklmop	2.4 b	2.9 beikmp	2.5 b	3.8 bcdeghiklmop	3.0 beikmp	2.4 b	3.9 bcdeghiklmop
STD. DEV	1.08	0.96	0.74	0.96	1.15	0.51	0.85	0.99	1.12	0.53	1.03	1.05	1.10	0.49	0.99	1.17	0.48
STD. ERR	0.01	0.05	0.04	0.05	0.06	0.02	0.04	0.05	0.05	0.02	0.05	0.05	0.05	0.02	0.05	0.06	0.02
Sigma	7554 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.

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Table 15

Q656_1_3. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

1. All Products
3. biodegradable

Base: All Qualified Respondents

	Total	New and Imp- roved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
SUGGESTED (NET)	3331 44%	87 18%	336 71% bdefhijklmnopq	245 52% befjkmnpq	205 44% bkmnpq	182 39% bnp	345 73% bdefhijklmnopq	270 57% befjklmnopq	223 47% bfkmnpq	216 46% bfkmnpq	160 34% b	221 47% bfkmnpq	164 35% b	153 32% b	218 46% bfkmnpq	139 30% b	167 35% b
(4) Definitely Suggested	1205 16%	16 3%	141 30% bdefhijklmnopq	74 16% bkmn	88 19% bfklmnpq	64 14% bk	170 36% bdefhijklmnopq	94 20% bfklmnopq	76 16% bkmnp	90 19% bfklmnpq	42 9% b	66 14% bk	49 10% b	54 11% b	69 15% bkp	48 10% b	64 14% bk
(3) Probably Suggested	2126 28%	71 15%	195 41% befijklmnopq	171 36% befjkmnpq	117 25% bp	118 25% bp	175 37% befjkmnpq	176 37% befijkmnpq	147 31% befkmnpq	126 27% bnp	118 25% bp	155 33% befjkmnpq	115 24% b	99 21% b	149 31% befkmnpq	91 19% b	103 22% b
NOT SUGGESTED (NET)	3141 42%	322 68% cdefghijklmnopq	78 17%	164 35% cg	211 45% cdghl	213 46% cdghlo	77 16%	151 32% cg	195 41% cdgh	202 43% cdgh	203 43% cdgh	179 38% cg	226 48% cdghilo	249 52% cdefghijklmoq	185 39% cgh	258 55% cdefghijklmoq	228 48% cdghilo
(2) Probably Not Suggested	1384 18%	94 20% cg	54 11%	99 21% cghi	78 17% cg	96 21% cghi	45 10%	73 15% g	73 15% g	95 20% cg	96 20% cg	97 20% cghi	83 18% cg	108 23% ceghim	99 21% cghi	98 21% cghi	96 20% cg
(1) Definitely Not Suggested	1757 23% cdefghijklmnopq	228 48% cdefghijklmnopq	24 5%	65 14% cg	133 28% cdghjklo	117 25% cdghlo	32 7%	78 17% cg	122 26% cdghlo	107 23% cdghl	107 23% cdghl	82 17% cg	143 30% cdghjklo	141 30% cdghjklo	86 18% cg	160 34% cdfghijkloq	132 28% cdghlo
Not sure	1082 14%	64 14%	57 12%	61 13%	55 12%	73 16% gh	50 11%	50 11%	53 11%	55 12%	111 23% bcdefghijklmnopq	74 16% ghi	82 17% ceghij	73 15% gh	72 15% gh	74 16% ghi	78 16% eghij
MEAN	2.4	1.7	3.1 bdefhijklmnopq	2.6 befjkmnpq	2.4 bmnp	2.3 bnp	3.1 bdefhijklmnopq	2.7 befijklmnopq	2.4 bkmnpq	2.5 bfkmnpq	2.3 bp	2.5 bfkmnpq	2.2 b	2.2 b	2.5 bfkmnpq	2.1 b	2.3 bp
STD. DEV	1.08	0.89	0.83	0.96	1.14	1.07	0.89	1.02	1.09	1.09	1.01	1.00	1.07	1.05	1.01	1.06	1.09
STD. ERR	0.01	0.04	0.04	0.05	0.06	0.05	0.04	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05
Sigma	7554 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.

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Q656_1_4. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

1. All Products
4. non-toxic

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	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
SUGGESTED (NET)	2900 38%	109 23%	321 68% bdefhijklmnopq	204 43% bfklmnopq	185 39% bkmnopq	166 35% bkmnp	332 70% bdefhijklmnopq	222 47% befiklmnopq	183 39% bkmnpq	191 40% bklmnopq	139 29% b	162 34% bnp	137 29% b	134 28%	156 33% bp	112 24%	147 31% bp
(4) Definitely Suggested	1111 15%	34 7%	158 34% bdefhijklmnopq	67 14% bklmop	90 19% bdfklmnopq	62 13% bklmop	159 34% bdefhijklmnopq	91 19% bdfklmnopq	74 16% bklmnop	76 16% bklmnop	40 8%	43 9%	37 8%	50 11% p	41 9%	32 7%	57 12% bmp
(3) Probably Suggested	1789 24%	75 16%	163 35% bdefhijklmnopq	137 29% befikmnpq	95 20%	104 22% bp	173 37% bdefhijklmnopq	131 28% befkmnpq	109 23% bnp	115 24% bnpq	99 21% b	119 25% bnpq	100 21% b	84 18%	115 24% bnp	80 17%	90 19%
NOT SUGGESTED (NET)	3485 46%	302 64% cdefghijklmnoq	81 17%	207 44% cg	228 48% cgh	225 48% cgh	87 18%	183 39% cg	219 46% cgh	222 47% cgh	227 48% cgh	227 48% cgh	252 53% cdghij	264 56% cdefghijklo	229 48% cgh	282 60% cdefghijklmoq	250 53% cdgh
(2) Probably Not Suggested	1434 19% cg	94 20% cg	47 10%	96 20% cg	77 16% cg	96 21% cg	48 10%	80 17% cg	84 18% cg	90 19% cg	105 22% cegh	106 22% cegh	87 18% cg	111 23% ceghi	101 21% cg	105 22% cegh	107 23% cegh
(1) Definitely Not Suggested	2051 27% cdefghijklmnopq	208 44% cdefghijklmnopq	34 7%	111 24% cg	151 32% cdghkl	129 28% cgh	39 8%	103 22% cg	135 29% cgh	132 28% cgh	122 26% cg	121 26% cg	165 35% cdfghijklo	153 32% cdghkl	128 27% cg	177 38% cdefghijkloq	143 30% cdgh
Not sure	1169 15%	62 13%	69 15%	59 13%	58 12%	77 16% g	53 11%	66 14%	69 15%	60 13%	108 23% bcdefghijmnopq	85 18% bdegj	83 18% degj	77 16% g	90 19% bdeghj	77 16% g	76 16% g
MEAN	2.3	1.8	3.1 bdefhijklmnopq	2.4 bklmnopq	2.3 bmnp	2.3 bmnp	3.1 bdefhijklmnopq	2.5 befijklmnopq	2.3 bmnp	2.3 bkmnopq	2.2 bp	2.2 bmp	2.0 b	2.1 bp	2.2 bmp	1.9	2.2 bp
STD. DEV	1.10	1.00	0.92	1.05	1.17	1.08	0.93	1.10	1.12	1.11	1.01	1.01	1.03	1.05	1.01	0.99	1.07
STD. ERR	0.01	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05
Sigma	7554 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.

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Q656_1_5. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?
1. All Products
5. compostable

Base: All Qualified Respondents

	Total	New and Imp- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
SUGGESTED (NET)	2761 37%	74 16%	262 56% bdefghijklmnopq	199 42% bfkmnpq	174 37% bkmnp	159 34% bp	277 59% bdefhijklmnopq	202 43% bfkmnpq	181 38% bkmnpq	184 39% bkmnpq	135 28% b	193 41% bfkmnpq	134 28% b	142 30% bp	186 39% bkmnpq	109 23% b	150 32% bp
(4) Definitely Suggested	928 12%	21 4%	101 21% bdefijklmnopq	53 11% bk	66 14% bklmp	52 11% bk	111 24% bdefhijklmnopq	80 17% bdfklmnopq	62 13% bklmp	69 15% bklmp	35 7%	39 8% b	42 9% b	52 11% b	51 11% b	40 8% b	54 11% bk
(3) Probably Suggested	1833 24%	53 11%	161 34% befhijklmnopq	146 31% befijkmnpq	108 23% bp	107 23% bp	166 35% befhijklmnopq	122 26% bmnnp	119 25% bmnp	115 24% bnp	100 21% bp	154 32% befhijkmnpq	92 19% bp	90 19% b	135 28% bkmnpq	69 15%	96 20% bp
NOT SUGGESTED (NET)	3445 46%	335 71% cdefghijklmnopq	120 25%	189 40% cg	223 47% cdghl	225 48% cdghl	120 25%	190 40% cg	213 45% cg	223 47% cdghl	220 46% cg	192 41% cg	238 50% cdghlo	247 52% cdghlo	200 42% cg	274 58% cdefghijklmoq	236 50% cdghlo
(2) Probably Not Suggested	1531 20%	104 22% g	84 18%	107 23% egi	80 17%	100 21% g	74 16%	94 20%	82 17%	104 22% g	106 22% eg	97 20%	96 20%	105 22% eg	92 19%	106 23% eg	100 21% g
(1) Definitely Not Suggested	1914 25% cdefghijklmnopq	231 49%	36 8%	82 17% cg	143 30% cdghklo	125 27% cdghl	46 10%	96 20% cg	131 28% cdghl	119 25% cdg	114 24% cdg	95 20% cg	142 30% cdghklo	142 30% cdghklo	108 23% cdg	168 36% cdefghijkloq	136 29% cdghlo
Not sure	1348 18%	64 14%	89 19% bj	82 17%	74 16%	84 18%	75 16%	79 17%	77 16%	66 14%	119 25% bcdefghijlnopq	89 19% bj	100 21% begj	86 18%	89 19% bj	88 19% bj	87 18% b
MEAN	2.3	1.7	2.9 bdefhijklmnopq	2.4 befikmnpq	2.2 bmp	2.2 bp	2.9 bdefhijklmnopq	2.5 befikmnpq	2.3 bmnp	2.3 bkmnpq	2.2 bp	2.4 bkmnpq	2.1 b	2.1 bp	2.3 bkmnpq	2.0 b	2.2 bp
STD. DEV	1.06	0.89	0.92	0.97	1.11	1.05	0.96	1.07	1.09	1.07	0.99	0.96	1.04	1.06	1.02	1.02	1.06
STD. ERR	0.01	0.04	0.05	0.05	0.06	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05
Sigma	7554 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.

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Q656_1_6. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

1. All Products
6. made with renewable energy

Base: All Qualified Respondents

	Total	New and Im- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
SUGGESTED (NET)	3777 50%	72 15%	298 63% bdfghjklnoq	210 45% bfjklnoq	413 88% bcdfghjklnoq	153 33% bq	241 51% bfjklnoq	215 46% bfjklnoq	412 87% bcdfghjklnoq	156 33% bq	162 34% bnq	174 37% bnq	418 89% bnq	132 28% bcdfghjklnoq	181 38% b	417 89% bnq	123 26% bcdfghjklnoq b
(4) Definitely Suggested	2143 28%	18 4%	117 25% bdfghjklnoq	81 17% bfjklnoq	340 72% bcdfghjklnoq	52 11% b	76 16% bfjklnq	88 19% bfjklnoq	350 74% bcdfghjklnoq	53 11% b	46 10% b	51 11% b	358 76% bcdfghjklnoq	42 9% b	58 12% b	364 77% bcdfghjklnoq	49 10% b
(3) Probably Suggested	1634 22%	54 11%	181 38% bdefhijklmnopq	129 27% befijmnpq	73 15%	101 22% beimpq	165 35% bdefhijklmnpq	127 27% beimnpq	62 13%	103 22% beimpq	116 24% beimnpq	123 26% beimnpq	60 13%	90 19% bimp	123 26% beimnpq	53 11%	74 16% p
NOT SUGGESTED (NET)	2700 36%	334 71% cdefghjklmnopq	90 19% eimp	203 43% cdeghimp	28 6%	234 50% cdeghikmp	152 32% ceimp	199 42% cdeghimp	25 5%	249 53% cdeghiklmop	204 43% cdeghimp	211 45% cdeghimp	18 4%	264 56% cdeghikmop	214 45% cdeghimp	16 3%	259 55% cdeghiklmop
(2) Probably Not Suggested	1249 17%	103 22% ceimp	62 13% eimp	118 25% cegimp	18 4% mp	109 23% cegimp	84 18% ceimp	98 21% cegimp	14 3%	106 22% cegimp	95 20% cegimp	102 22% cegimp	8 2%	106 22% cegimp	101 21% cegimp	7 1%	118 25% cegimp
(1) Definitely Not Suggested	1451 19% cdefghijklmnopq	231 49%	28 6% eimp	85 18% ceimp	10 2%	125 27% cdegimp	68 14% ceimp	101 21% cegimp	11 2%	143 30% cdeghiklmop	109 23% cegimp	109 23% cegimp	10 2%	158 33% cdefghiklmop	113 24% cdegimp	9 2%	141 30% cdeghiklmop
Not sure	1077 14%	67 14%	83 18% dehimp	57 12% eimp	30 6%	81 17% dehimp	79 17% dehimp	57 12% eimp	34 7%	68 14% eimp	108 23% bcdefghijmnop	89 19% dehimp	36 8%	79 17% dehimp	80 17% dehimp	38 8%	91 19% bdehijmp
MEAN	2.7	1.7	3.0 bdfghjklnoq	2.5 bfjklnoq	3.7 bcdfghjklnoq	2.2 bn	2.6 bfhjklnoq	2.5 bfjklnoq	3.7 bcdfghjklnoq	2.2 b	2.3 bnq	2.3 bnq	3.8 bcdfghjklnoq	2.0 b	2.3 bjnq	3.8 bcdfghjklnoq	2.1 b
STD. DEV	1.15	0.87	0.87	1.03	0.66	1.04	0.98	1.08	0.65	1.05	1.02	1.02	0.60	1.03	1.04	0.57	1.04
STD. ERR	0.01	0.04	0.04	0.05	0.03	0.05	0.05	0.05	0.03	0.05	0.05	0.05	0.03	0.05	0.05	0.03	0.05
Sigma	7554 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.

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Table 19

Q656_1_7. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?
1. All Products
7. made with renewable materials

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	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
SUGGESTED (NET)	4955 66%	105 22%	359 76% befijkmnpq	431 92% bcefgijkmnpq	287 61% bkp	288 62% bkp	346 73% befijkmnpq	429 91% bcefgijkmnpq	278 59% bkp	291 62% bkp	234 49% b	433 91% bcefgijkmnpq	270 57% bkp	283 60% bkp	419 88% bcefgijkmnpq	234 50% b	268 57% bkp
(4) Definitely Suggested	2958 39%	32 7%	166 35% bfikp	358 76% bcefgijkmnpq	144 31% bkp	130 28% b	149 32% bkp	352 75% bcefgijkmnpq	129 27% b	145 31% bkp	112 24% b	353 74% bcefgijkmnpq	144 31% bkp	150 32% bkp	333 70% bcefgijkmnpq	114 24% b	147 31% bkp
(3) Probably Suggested	1997 26%	73 15%	193 41% bdefhijklmnopq	73 16%	143 30% bdhlo	158 34% bdhklmopq	197 42% bdefhijklmnopq	77 16%	149 32% bdhklopq	146 31% bdhlo	122 26% bdhlo	80 17%	126 27% bdhlo	133 28% bdhlo	86 18%	120 25% bdhlo	121 26% bdhlo
NOT SUGGESTED (NET)	1854 25%	308 65% cdefghijklmnopq	50 11% dhl	18 4%	144 31% cdghlo	125 27% cdghlo	73 15% cdghlo	23 5%	156 33% cdfghlo	138 29% cdghlo	145 31% cdghlo	15 3%	146 31% cdghlo	135 28% cdghlo	36 8% dl	186 39% cdefghijklmnoq	156 33% cdfghlo
(2) Probably Not Suggested	773 10%	91 19% cdefghilmno	32 7% dhl	9 2%	46 10% dhlo	59 13% cdhlo	41 9% dhlo	11 2%	53 11% cdhlo	70 15% cdeghlmo	71 15% cdeghilmo	6 1%	49 10% cdhlo	63 13% cdghlo	22 5% dl	69 15% cdeghlmo	81 17% cdeghilmo
(1) Definitely Not Suggested	1081 14%	217 46% cdefghijklmnopq	18 4%	9 2%	98 21% cdfghjklnoq	66 14% cdghlo	32 7% cdhlo	12 3%	103 22% cdfghjklnoq	68 14% cdghlo	74 16% cdghlo	9 2%	97 21% cdfghjklno	72 15% cdghlo	14 3% cdfghjklnoq	117 25% cdfghjklnoq	75 16% cdghlo
Not sure	745 10%	60 13% dehilo	62 13% dehilo	21 4%	40 8% dho	55 12% dhilo	53 11% dho	19 4%	37 8% dhlo	44 9% bcefgijkmnopq	95 20% bcefgijkmnopq	26 5%	56 12% dhilo	57 12% dhilo	20 4%	51 11% dhlo	49 10% dhlo
MEAN	3.0	1.8	3.2 befijkmnpq	3.7 bcefgijkmnpq	2.8 bp	2.9 bip	3.1 befijkmnpq	3.7 bcefgijkmnpq	2.7 b	2.9 bip	2.7 bp	3.7 bcefgijkmnpq	2.8 bp	2.9 bip	3.6 bcefgijkmnpq	2.5 b	2.8 bp
STD. DEV	1.09	0.99	0.78	0.60	1.14	1.04	0.87	0.65	1.13	1.06	1.09	0.59	1.16	1.09	0.72	1.16	1.10
STD. ERR	0.01	0.05	0.04	0.03	0.05	0.05	0.04	0.03	0.05	0.05	0.06	0.03	0.06	0.05	0.03	0.06	0.05
Sigma	7554 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.

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Table 20

Q656_2. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

2. Kitchen flooring
SUMMARY OF SUGGESTED

Base: All Qualified Respondents

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
made with renewable materials	1666 66%	29 18%	123 78% bfijkmnpq	145 92% bcefgijkmnpq	112 70% bfijkmnpq	92 59% b	119 75% bfijkmnpq	143 91% bcefgijkmnpq	90 57% b	89 56% b	84 54% b	141 90% bcefgijkmnpq	94 59% b	94 59% b	139 88% bcefgijkmnpq	80 51% b	92 58% b
made from recycled materials	1655 66%	28 18%	124 78% behiklmop	118 75% beiklmp	98 62% bkmp	146 94% bcdeghiklmop	123 78% beiklmop	107 68% bikmp	87 55% bkmp	147 93% bcdeghiklmop	55 35% b	98 63% bkmp	68 43% b	143 91% bcdeghiklmop	103 65% bkmp	60 38% b	150 94% bcdeghiklmop
recyclable	1482 59%	26 16%	115 73% befikmp	108 69% bkmp	93 58% bkmp	97 62% bkmp	116 73% befikmp	112 71% beikmp	82 52% bkp	105 66% bikmp	57 36% b	111 71% beikmp	72 46% b	100 63% bikmp	111 70% beikmp	55 35% b	122 76% befikmnp
made with renewable energy	1288 51%	22 14%	101 64% bdfhjklnoq	70 45% bjnq	138 87% bcdfghjklnoq	53 34% b	88 56% bdfjklnoq	74 47% bfjnq	137 87% bcdfghjklnoq	51 32% b	57 36% b	59 38% b	138 87% bcdfghjklnoq	45 28% b	68 43% bjnq	140 89% bcdfghjklnoq	47 29% b
biodegradable	1023 41%	23 14%	114 72% bdefhijklmnopq	78 50% bfkmnpq	77 48% bfkmnpq	52 33% bp	112 71% bdefhijklmnopq	72 46% bfkmnpq	70 45% bfknpq	62 39% bnpq	52 33% bp	70 45% bfknpq	54 34% bnp	37 23% b	69 44% bnpq	35 22% b	46 29% b
non-toxic	991 39%	31 19%	107 68% bdefhijklmnopq	69 44% bkmnpq	68 43% bknpq	53 34% bp	117 74% bdefhijklmnopq	75 48% bfklmnopq	69 44% bkmnpq	68 43% bknpq	48 31% bp	55 35% bp	52 33% bp	45 28% b	53 34% bp	32 20% b	49 31% bp
compostable	835 33%	17 11%	80 51% bdfhijknpq	58 37% bknpq	67 42% bfjkmnpq	47 30% bp	89 56% bdefhijklmnopq	57 36% bnpq	55 35% bnpq	49 31% bp	41 26% b	64 41% bfkmnpq	44 28% bp	36 23% b	65 41% bfkmnpq	28 18% b	38 24% b

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.

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Table 21

Q656_2. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

2. Kitchen flooring
SUMMARY OF NOT SUGGESTED

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	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
compostable	1193 47%	118 74% cdefghijklmnopq	44 28%	69 44% cg	67 42% cg	71 46% cg	43 27%	74 47% cg	74 47% cg	84 53% cglo	78 50% cglo	57 37%	82 52% cglo	85 54% ceglo	59 37%	99 63% cdefghiklo	89 56% cdeglo
non-toxic	1112 44%	106 67% cdefghijklmnoq	26 16%	66 42% cg	70 44% cg	68 44% cg	23 15%	60 38% cg	65 41% cg	70 44% cg	79 50% cgh	69 44% cg	77 49% cg	84 53% cdghi	69 44% cg	98 62% cdefghijklmno	82 51% cgh
biodegradable	1097 43%	116 73% cdefghijklmnopq	25 16%	60 38% cg	63 40% cg	71 46% cg	26 16%	65 41% cg	67 43% cg	76 48% cgl	69 44% cg	57 37%	77 49% cgl	87 55% cdeghiklo	63 40% cg	96 61% cdefghijklmnoq	79 49% cdgl
made with renewable energy	861 34%	115 72% cdefghijklmnopq	30 19% eimp	66 42% cegimp	11 7%	70 45% cegimp	47 30% ceimp	64 41% cegimp	8 5%	82 52% ceghilmp	66 42% cegimp	59 38% ceimp	6 4%	83 53% ceghilmp	66 42% cegimp	4 3%	84 53% ceghilmp
recyclable	751 30%	111 70% cdefghijklmnopq	24 15%	36 23%	54 34% cdghlnoq	39 25% cgq	24 15%	31 20%	60 38% cdfghjlnoq	42 27% cglq	63 40% cdfghjlnoq	27 17%	62 39% cdfghjlnoq	37 23%	34 22%	82 52% cdefghijklmnoq	25 16%
made from recycled materials	628 25%	111 70% cdefghijklmnopq	18 11% fjnq	27 17% fjnq	49 31% cdfgjnq	4 3%	20 13% fjnq	37 24% cfgjnq	61 39% cdfghjlnoq	3 2%	67 43% cdefghjlnoq	41 26% cfgjnq	67 42% cdfghjlnoq	3 2%	43 27% cdfgjnq	75 47% cdefghijlnoq	2 1%
made with renewable materials	595 24%	110 69% cdefghijklmnopq	16 10% l	7 4%	38 24% cdghlo	40 26% cdghlo	21 13% dhl	7 4%	57 36% cdefghlno	49 31% cdghlo	41 26% cdghlo	4 3%	44 28% cdghlo	40 25% cdghlo	11 7%	59 37% cdefghklno	51 32% cdghlo

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.

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Table 22

Q656_2. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

2. Kitchen flooring
SUMMARY OF MEANS

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	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
made from recycled materials	3.0	1.7	3.2 beiklmop	3.1 beiklmp	2.8 bkmp	3.8 bcdeghiklmop	3.1 beiklmp	3.0 bikmp	2.6 bkp	3.8 bcdeghiklmop	2.3 b	2.9 bikmp	2.4 b	3.8 bcdeghiklmop	3.0 bikmp	2.3 b	3.9 bcdeghiklmop
made with renewable materials	3.0	1.7	3.2 befijkmnpq	3.7 bcdfgjkmnpq	3.0 bip	2.8 bp	3.1 bfijkmnpq	3.7 bcefgijkmnpq	2.7 b	2.8 b	2.8 bp	3.7 bcefgijkmnpq	2.9 bp	2.8 b	3.6 bcefgijkmnpq	2.5 b	2.8 bp
recyclable	2.8	1.6	3.2 beijkmp	3.0 beikmp	2.7 bkp	2.9 beikmp	3.1 beijkmp	3.0 beikmp	2.6 bkp	3.2 bikmp	2.3 b	3.1 beikmp	2.5 b	3.0 beikmp	3.0 beikmp	2.2 b	3.2 beijkmp
made with renewable energy	2.7	1.6	3.0 bdfghjklnoq	2.5 bjnq	3.6 bcdfghjklnoq	2.3 bn	2.7 bfjklnoq	2.5 bjnq	3.7 bcdfghjklnoq	2.2 b	2.3 bn	2.4 bn	3.7 bcdfghjklnoq	2.0 bn	2.4 bn	3.8 bcdfghjklnoq	2.2 b
biodegradable	2.4	1.6	3.1 bdefhijklmnopq	2.5 bkmnp	2.5 bkmnpq	2.3 bnp	3.1 bdefhijklmnopq	2.5 bkmnpq	2.4 bmnp	2.3 bnp	2.2 b	2.5 bkmnpq	2.1 b	1.9 b	2.5 bkmnpq	2.0 b	2.2 b
non-toxic	2.3	1.8	3.1 bdefhijklmnopq	2.4 bkmnp	2.4 bkmnp	2.4 bmnp	3.2 bdefhijklmnopq	2.5 bkmnopq	2.4 bkmnp	2.4 bkmnp	2.1 b	2.3 bnp	2.1 b	2.0	2.2 bp	1.9	2.2 bp
compostable	2.2	1.5	2.8 bdefhijklmnopq	2.3 bknpq	2.4 bknpq	2.2 bnp	2.8 bdefhijklmnopq	2.3 bnpq	2.3 bnp	2.2 bnp	2.1 b	2.4 bkmnpq	2.1 b	1.9 b	2.4 bkmnpq	1.9 b	2.0 b

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.

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Table 23

Q656_2_1. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

2. Kitchen flooring
1. recyclable

Base: All Qualified Respondents

	Total	New and Im-proved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
SUGGESTED (NET)	1482 59%	26 16%	115 73% befikmp	108 69% bikmp	93 58% bkmp	97 62% bkmp	116 73% befikmp	112 71% beikmp	82 52% bkp	105 66% bikmp	57 36% b	111 71% beikmp	72 46% b	100 63% bikmp	111 70% beikmp	55 35% b	122 76% befikmnp
(4) Definitely Suggested	671 27%	5 3%	51 32% bkmp	50 32% bkmp	39 25% bkp	51 33% bkmp	51 32% bkmp	65 41% beiklmp	36 23% bkp	49 31% bkmp	14 9% b	46 29% bkmp	27 17% bk	52 33% bikmp	52 33% bikmp	21 13% b	62 39% beikmp
(3) Probably Suggested	811 32%	21 13%	64 41% bfikmp	58 37% bp	54 34% bp	46 29% b bfhikmnp	47 30% b	47 30% b	46 29% b	56 35% bp	43 27% b	65 42% bfhikmnp	45 28% b	48 30% b	59 37% bp	34 22% b	60 38% bp
NOT SUGGESTED (NET)	751 30% cdefghijklmnopq	111 70%	24 15%	36 23% cdghlnoq	54 34% cdghlnoq	39 25% cgq	24 15%	31 20%	60 38% cdfghjlnoq	42 27%	63 40% cglq	27 17%	62 39% cdfghjlnoq	37 23%	34 22%	82 52% cdefghijklmnoq	25 16%
(2) Probably Not Suggested	319 13%	28 18% ghq	19 12%	18 11%	19 12%	19 12%	13 8%	13 8%	25 16% ghq	18 11%	25 16% ghq	16 10%	24 15% q	16 10%	21 13%	33 21% cdefghjlnq	12 8%
(1) Definitely Not Suggested	432 17% cdefghijklmnopq	83 52%	5 3%	18 11% c	35 22% cdfghlnoq	20 13% c	11 7%	18 11% c	35 22% cdfghlnoq	24 15% cgl	38 24% cdfghjlnoq	11 7%	38 24% cdfghjlnoq	21 13% c	13 8%	49 31% cdfghjlnoq	13 8%
Not sure	291 12%	22 14% j	19 12%	13 8%	12 8%	20 13%	18 11%	14 9%	15 10%	11 7%	37 24% bcdefghijlnopq	18 12%	24 15% ej	21 13%	13 8%	21 13%	13 8%
MEAN	2.8	1.6	3.2 beijkmp	3.0 beikmp	2.7 bkp	2.9 beikmp	3.1 beijkmp	3.1 beikmp	2.6 bkp	2.9 bikmp	2.3 b	3.1 beikmp	2.5 b	3.0 beikmp	3.0 beikmp	2.2 b	3.2 beijkmp
STD. DEV	1.08	0.88	0.79	0.99	1.11	1.05	0.87	1.02	1.12	1.05	1.04	0.88	1.11	1.06	0.93	1.09	0.91
STD. ERR	0.02	0.07	0.07	0.08	0.09	0.09	0.07	0.09	0.09	0.09	0.09	0.07	0.10	0.08	0.08	0.09	0.08
Sigma	2524 100%	159 100%	158 100%	157 100%	159 100%	156 100%	158 100%	157 100%	157 100%	158 100%	157 100%	156 100%	158 100%	158 100%	158 100%	158 100%	160 100%

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.

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Table 24

Q656_2_2. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?
2. Kitchen flooring
2. made from recycled materials

Base: All Qualified Respondents

	Total	New and Imp- roved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
SUGGESTED (NET)	1655 66%	28 18%	124 78% behiklmop	118 75% beiklmp	98 62% bkmp	146 94% bcdeghiklmop	123 78% beiklmop	107 68% bikmp	87 55% bkmp	147 93% bcdeghiklmop	55 35% b	98 63% bkmp	68 43% b	143 91% bcdeghiklmop	103 65% bkmp	60 38% b	150 94% bcdeghiklmop
(4) Definitely Suggested	999 40%	6 4%	53 34% bkmp	58 37% bikmp	48 30% bkmp	126 81% bcdeghiklmop	48 30% bkmp	61 39% bikmp	37 24% bk	132 84% bcdeghiklmop	14 9%	47 30% bkmp	28 18% bk	123 78% bcdeghiklmop	54 34% bikmp	29 18% bk	135 84% bcdeghiklmop
(3) Probably Suggested	656 26%	22 14%	71 45% befhijklmnopq	60 38% bfjkmnpq	50 31% bfjnpq	20 13%	75 47% befhijklmnopq	46 29% bfjnpq	50 32% bfjnpq	15 9%	41 26% bfjnq	51 33% bfjnpq	40 25% bfjnq	20 13%	49 31% bfjnpq	31 20% jq	15 9%
NOT SUGGESTED (NET)	628 25%	111 70% cdefghijklmnopq	18 11% fjnq	27 17% fjnq	49 31% cdfgjnq	4 3%	20 13% fjnq	37 24% cfgjnq	61 39% cdfghjlnoq	3 2%	67 43% cdefghjlnoq	41 26% cfgjnq	67 42% cdefghjlnoq	3 2%	43 27% cdefghjlnoq	75 47% cdefghjlnoq	2 1%
(2) Probably Not Suggested	269 11%	30 19% cdfghjnq	13 8% fjnq	14 9% fjnq	19 12% fjnq	1 1%	10 6% fjnq	15 10% fjnq	29 18% cdfghjnq	1 1%	31 20% cdfghjnq	20 13% fjnq	25 16% cfgjnq	-	27 17% cdfghjnq	33 21% cdefghjnq	1 1%
(1) Definitely Not Suggested	359 14%	81 51% cdefghjklmnopq	5 3%	13 8% fjnq	30 19% cdfgjnoq	3 2%	10 6% jnq	22 14% cfgjnq	32 20% cdfghjnoq	2 1%	36 23% cdfghjlnoq	21 13% fjnq	42 27% cdfghjlnoq	3 2%	16 10% cfjnq	42 27% cdefghjlnoq	1 1%
Not sure	241 10%	20 13% fijq	16 10% f	12 8%	12 8%	6 4%	15 9%	13 8%	9 6%	8 5%	35 22% bcdeghijlnoq	17 11% f	23 15% efijnoq	12 8%	12 8%	23 15% efijnoq	8 5%
MEAN	3.0	1.7	3.2 beiklmop	3.1 beiklmp	2.8 bkmp	3.8 bcdeghiklmop	3.1 beiklmp	3.0 bikmp	2.6 bkp	3.8 bcdeghiklmop	2.3 b	2.9 bikmp	2.4 b	3.8 bcdeghiklmop	3.0 bikmp	2.3 b	3.9 bcdeghiklmop
STD. DEV	1.09	0.90	0.75	0.92	1.11	0.55	0.82	1.07	1.08	0.47	1.01	1.04	1.13	0.53	1.00	1.14	0.41
STD. ERR	0.02	0.08	0.06	0.08	0.09	0.04	0.07	0.09	0.09	0.04	0.09	0.09	0.10	0.04	0.08	0.10	0.03
Sigma	2524 100%	159 100%	158 100%	157 100%	159 100%	156 100%	158 100%	157 100%	157 100%	158 100%	157 100%	156 100%	158 100%	158 100%	158 100%	158 100%	160 100%

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.

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Table 25

Q656_2_3. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

2. Kitchen flooring
3. biodegradable

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	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
SUGGESTED (NET)	1023 41%	23 14%	114 72% bdefhijklmnopq	78 50% bfkmnpq	77 48% bfkmnpq	52 33% bp	112 71% bdefhijklmnopq	72 46% bfkmnpq	70 45% bfknpq	62 39% bnpq	52 33% bp	70 45% bfknpq	54 34% bnp	37 23% b	69 44% bnpq	35 22%	46 29% b
(4) Definitely Suggested	346 14%	5 3%	44 28% bdfhijklmnopq	16 10% b	32 20% bdklmnpq	21 13% bkn	47 30% bdefhijklmnopq	27 17% bkmnp	28 18% bkmnpq	24 15% bkn	9 6%	17 11% b	14 9% b	9 6%	22 14% bkn	15 9% b	16 10% b
(3) Probably Suggested	677 27%	18 11%	70 44% befhijklmnopq	62 39% befhijkmnpq	45 28% bnp	31 20% b	65 41% befhijklmnopq	45 29% bnpq	42 27% bp	38 24% bp	43 27% bnp	53 34% bfhijkmnpq	40 25% bp	28 18%	47 30% bfnpq	20 13%	30 19%
NOT SUGGESTED (NET)	1097 43% cdefghijklmnopq	116 73%	25 16%	60 38% cg	63 40% cg	71 46% cg	26 16%	65 41% cg	67 43% cg	76 48% cgl	69 44% cg	57 37% cg	77 49% cgl	87 55% cdeghiklo	63 40% cg	96 61% cdefghijklmoq	79 49% cdgl
(2) Probably Not Suggested	484 19% g	30 19% g	19 12%	36 23% cg	24 15%	32 21% cg	15 9%	29 18% g	25 16%	37 23% cg	28 18% g	30 19% g	28 18% g	34 22% cg	36 23% cg	43 27% cegikm	38 24% cg
(1) Definitely Not Suggested	613 24% cdefghijklmnopq	86 54% cdefghijklmnopq	6 4%	24 15% cg	39 25% cdg	39 25% cdg	11 7%	36 23% cg	42 27% cdglo	39 25% cdg	41 26% cdg	27 17% cg	49 31% cdglo	53 34% cdghlo	27 17% cg	53 34% cdghlo	41 26% cdg
Not sure	404 16%	20 13%	19 12%	19 12%	19 12%	33 21% bcdeghij	20 13%	20 13%	20 13%	20 13%	36 23% bcdeghij	29 19%	27 17%	34 22% bcdeghij	26 16%	27 17%	35 22% bcdeghij
MEAN	2.4	1.6	3.1 bdefhijklmnopq	2.5 bkmnpq	2.5 bkmnpq	2.3 bnp	3.1 bdefhijklmnopq	2.5 bkmnpq	2.4 bmnp	2.3 bnp	2.2 b	2.5 bkmnpq	2.1 b	1.9 b	2.5 bkmnpq	2.0 b	2.2 b
STD. DEV	1.07	0.85	0.79	0.91	1.13	1.09	0.88	1.08	1.13	1.07	0.99	0.97	1.05	0.97	1.00	1.01	1.03
STD. ERR	0.02	0.07	0.07	0.08	0.10	0.10	0.07	0.09	0.10	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.09
Sigma	2524 100%	159 100%	158 100%	157 100%	159 100%	156 100%	158 100%	157 100%	157 100%	158 100%	157 100%	156 100%	158 100%	158 100%	158 100%	158 100%	160 100%

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.

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Table 26

Q656_2_4. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

2. Kitchen flooring
4. non-toxic

Base: All Qualified Respondents

	Total	New and Imp- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
SUGGESTED (NET)	991 39%	31 19%	107 68% bdefhijklmnopq	69 44% bkmnpq	68 43% bknpq	53 34% bp	117 74% bdefhijklmnopq	75 48% bfklmnopq	69 44% bkmnpq	68 43% bknpq	48 31% bp	55 35% bp	52 33% bp	45 28%	53 34% bp	32 20%	49 31% bp
(4) Definitely Suggested	387 15%	13 8%	50 32% bdefhijklmnopq	25 16% bknop	32 20% bklmnopq	26 17% bknop	57 36% bdefhijklmnopq	33 21% bklmnopq	31 20% bklmnopq	25 16% bknop	12 8%	18 12%	15 9%	9 6%	11 7%	12 8%	18 11%
(3) Probably Suggested	604 24%	18 11%	57 36% befiklmnpq	44 28% bfp	36 23% bp	27 17%	60 38% befhijklmnpq	42 27% bfp	38 24% bp	43 27% bfp	36 23% bp	37 24% bp	37 23% bp	36 23% bp	42 27% bfp	20 13%	31 19% b
NOT SUGGESTED (NET)	1112 44%	106 67% cdefghijklmnoq	26 16%	66 42% cg	70 44% cg	68 44% cg	23 15%	60 38% cg	65 41% cg	70 44% cg	79 50% cgh	69 44% cg	77 49% cg	84 53% cdghi	69 44% cg	98 62% cdefghijklmo	82 51% cgh
(2) Probably Not Suggested	426 17%	28 18% g	18 11%	26 17%	24 15%	32 21% cg	15 9%	23 15%	22 14%	26 16%	31 20% cg	32 21% cg	20 13%	26 16%	28 18% g	35 22% cgm	40 25% ceghim
(1) Definitely Not Suggested	686 27% cdefghijklmnoq	78 49% cdefghijklmnoq	8 5%	40 25% cg	46 29% cg	36 23% cg	8 5%	37 24% cg	43 27% cg	44 28% cg	48 31% cg	37 24% cg	57 36% cdfghl	58 37% cdfghloq	41 26% cg	63 40% cdefghijloq	42 26% cg
Not sure	421 17%	22 14%	25 16%	22 14%	21 13%	35 22% begj	18 11%	22 14%	23 15%	20 13%	30 19% g	32 21%	29 18%	29 18%	36 23% bdeghj	28 18%	29 18%
MEAN	2.3	1.8	3.1 bdefhijklmnopq	2.4 bkmnp	2.4 bkmnp	2.4 bmnp	3.2 bdefhijklmnopq	2.5 bkmnopq	2.4 bkmnp	2.4 bkmnp	2.1 b	2.3 bnp	2.1 b	2.0	2.2 bp	1.9	2.2 bp
STD. DEV	1.11	1.01	0.86	1.10	1.17	1.12	0.84	1.14	1.17	1.11	1.02	1.05	1.09	1.01	1.01	1.00	1.04
STD. ERR	0.02	0.09	0.07	0.09	0.10	0.10	0.07	0.10	0.10	0.09	0.09	0.09	0.10	0.09	0.09	0.09	0.09
Sigma	2524 100%	159 100%	158 100%	157 100%	159 100%	156 100%	158 100%	157 100%	157 100%	158 100%	157 100%	156 100%	158 100%	158 100%	158 100%	158 100%	160 100%

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.

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Table 27

Q656_2_5. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

2. Kitchen flooring
5. compostable

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	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
SUGGESTED (NET)	835 33%	17 11%	80 51% bdfhijkmnpq	58 37% bknpq	67 42% bfjkmnpq	47 30% bp	89 56% bdefhijklmnopq	57 36% bnpq	55 35% bnpq	49 31% bp	41 26% b	64 41% bfkmnpq	44 28% bp	36 23% b	65 41% bfkmnpq	28 18%	38 24% b
(4) Definitely Suggested	251 10%	4 3%	27 17% bdfklmnpq	13 8% b	22 14% bklnq	14 9% b	33 21% bdfjklmnopq	22 14% bklnq	21 13% bkln	16 10% bn	9 6%	10 6%	15 9% bn	6 4%	16 10% bn	12 8% b	11 7%
(3) Probably Suggested	584 23%	13 8%	53 34% bfhijkmnpq	45 29% bmnpq	45 28% bmpq	33 21% bp	56 35% bfhijkmnpq	35 22% bp	34 22% bp	33 21% bp	32 20% bp	54 35% bfhijkmnpq	29 18% bp	30 19% bp	49 31% bfkmnpq	16 10%	27 17% b
NOT SUGGESTED (NET)	1193 47%	118 74% cdefghijklmnopq	44 28%	69 44% cg	67 42% cg	71 46% cg	43 27%	74 47% cg	74 47% cg	84 53% cglo	78 50% cglo	57 37%	82 52% cglo	85 54% ceglo	59 37%	99 63% cdefghiklo	89 56% cdeglo
(2) Probably Not Suggested	539 21%	29 18%	35 22%	40 25% ego	25 16%	32 21%	25 16%	36 23%	31 20%	45 28% beglo	35 22%	28 18%	35 22%	31 20%	25 16%	43 27% ego	44 28% eglo
(1) Definitely Not Suggested	654 26% cdefghijklmnopq	89 56%	9 6%	29 18% c	42 26% cg	39 25% cg	18 11%	38 24% cg	43 27% cg	39 25% cg	43 27% cg	29 19% c	47 30% cdgl	54 34% cdglo	34 22% cg	56 35% cdfghjlo	45 28% cdgl
Not sure	496 20%	24 15%	34 22%	30 19%	25 16%	38 24% b	26 16%	26 17%	28 18%	25 16%	38 24% b	35 22%	32 20%	37 23%	34 22%	31 20%	33 21%
MEAN	2.2	1.5	2.8 bdefhijklmnopq	2.3 bknpq	2.4 bknpq	2.2 bnp	2.8 bdefhijklmnopq	2.3 bnpq	2.3 bnp	2.2 bnp	2.1 b	2.4 bkmnpq	2.1 b	1.9 b	2.4 bkmnpq	1.9 b	2.0 b
STD. DEV	1.03	0.79	0.87	0.94	1.09	1.03	0.97	1.07	1.09	1.00	0.97	0.94	1.04	0.94	1.02	0.97	0.96
STD. ERR	0.02	0.07	0.08	0.08	0.09	0.09	0.08	0.09	0.10	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.09
Sigma	2524 100%	159 100%	158 100%	157 100%	159 100%	156 100%	158 100%	157 100%	157 100%	158 100%	157 100%	156 100%	158 100%	158 100%	158 100%	158 100%	160 100%

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.

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Table 28

Q656_2_6. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?
2. Kitchen flooring
6. made with renewable energy

Base: All Qualified Respondents

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
SUGGESTED (NET)	1288 51%	22 14%	101 64% bdfhjklnoq	70 45%	138 87% bjnq	53 34% bcdfghjklnoq	88 56% b	74 47% bdfjklnoq	137 87% bfjnq	51 32% bcdfghjklnoq	57 36% b	59 38% b	138 87% b bcdfghjklnoq	45 28% b	68 43% bjnq	140 89% bcdfghjklnoq	47 29% b
(4) Definitely Suggested	714 28%	6 4%	36 23% bdfjklln	22 14% bn	111 70% bcdfghjklnoq	16 10% b	30 19% bfjkln	33 21% bfjklnq	115 73% bcdfghjklnoq	15 9% b	16 10% b	16 10% b bcdfghjklnoq	117 74% bn	10 6%	23 15% bn	128 81% bcdefghjklnoq	20 13% b
(3) Probably Suggested	574 23%	16 10%	65 41% befhijklmnopq	48 31% beimp	27 17% p	37 24% bimp	58 37% befhijklmnopq	41 26% beimpq	22 14%	36 23% bimp	41 26% beimpq	43 28% beimpq	21 13%	35 22% bmp	45 28% beimpq	12 8%	27 17% p
NOT SUGGESTED (NET)	861 34%	115 72% cdefghijklmnopq	30 19% eimp	66 42% cegimp	11 7%	70 45% cegimp	47 30% ceimp	64 41% cegimp	8 5%	82 52% ceghilmp	66 42% cegimp	59 38% ceimp	6 4%	83 53% ceghilmp	66 42% cegimp	4 3%	84 53% ceghilmp
(2) Probably Not Suggested	387 15%	28 18% eimp	24 15% eimp	40 25% cegimp	7 4% m	34 22% eimp	23 15% eimp	30 19% eimp	5 3%	39 25% cegimp	27 17% eimp	31 20% eimp	1 1%	28 18% eimp	26 16% eimp	2 1%	42 26% cegimop
(1) Definitely Not Suggested	474 19%	87 55% cdefghijklmnopq	6 4%	26 17% ceimp	4 3%	36 23% ceimp	24 15% ceimp	34 22% ceimp	3 2%	43 27% cdegimp	39 25% cegimp	28 18% ceimp	5 3%	55 35% cdefghilmp	40 25% cegimp	2 1%	42 26% cdegimp
Not sure	375 15%	22 14% e	27 17% eimp	21 13%	10 6%	33 21% ehimp	23 15% e	19 12%	12 8%	25 16% ei	34 22% ehimp	38 24% bdeghimop	14 9%	30 19% eimp	24 15% ei	14 9%	29 18% eimp
MEAN	2.7	1.6	3.0 bdfghjklnoq	2.5 bjnq	3.6 bcdfghjklnoq	2.3 bn	2.7 bfjklnoq	2.5 bjnq	3.7 bcdfghjklnoq	2.2 b	2.3 bn	2.4 bn	3.7 bcdfghjklnoq	2.0 b	2.4 bn	3.8 bcdefghjklnoq	2.2 b
STD. DEV	1.15	0.86	0.80	0.98	0.70	1.02	1.01	1.11	0.63	1.01	1.05	1.00	0.65	1.01	1.09	0.49	1.05
STD. ERR	0.02	0.07	0.07	0.08	0.06	0.09	0.09	0.09	0.05	0.09	0.09	0.09	0.05	0.09	0.09	0.04	0.09
Sigma	2524 100%	159 100%	158 100%	157 100%	159 100%	156 100%	158 100%	157 100%	157 100%	158 100%	157 100%	156 100%	158 100%	158 100%	158 100%	158 100%	160 100%

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.

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Q656_2_7. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

2. Kitchen flooring
7. made with renewable materials

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	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
SUGGESTED (NET)	1666 66%	29 18%	123 78% bfijkmnpq	145 92% bcefgijkmnpq	112 70% bfijkmnpq	92 59% b	119 75% bfijkmnpq	143 91% bcefgijkmnpq	90 57% b	89 56% b	84 54% b	141 90% bcefgijkmnpq	94 59% b	94 59% b	139 88% bcefgijkmnpq	80 51% b	92 58% b
(4) Definitely Suggested	984 39%	11 7%	52 33% bp	119 76% bcefgijkmnpq	62 39% bfijknp	39 25% b	46 29% b	123 78% bcefgijkmnpq	44 28% b	45 28% b	42 27% b	114 73% bcefgijkmnpq	57 36% bfnp	39 25% b	111 70% bcefgijkmnpq	32 20% b	48 30% bp
(3) Probably Suggested	682 27%	18 11%	71 45% bdefhijklmopq	26 17%	50 31% bdhlo	53 34% bdhlmo	73 46% bdefhijklmopq	20 13%	46 29% bdhlo	44 28% bdhlo	42 27% bdhl	27 17%	37 23% bh	55 35% bdhlmo	28 18%	48 30% bdhlo	44 28% bdhlo
NOT SUGGESTED (NET)	595 24%	110 69% cdefghijklmnopq	16 10% l	7 4%	38 24% cdghlo	40 26% cdghlo	21 13% dhl	7 4%	57 36% cdefghlno	49 31% cdghlo	41 26% cdghlo	4 3%	44 28% cdghlo	40 25% cdghlo	11 7%	59 37% cdefghklno	51 32% cdghlo
(2) Probably Not Suggested	215 9%	29 18% cdefghlmno	11 7% dhl	3 2%	7 4% l	15 10% dhlo	10 6% dhl	2 1%	22 14% cdeghlmo	21 13% deghlo	17 11% dehlo	1 1%	11 7% dhl	13 8% dhl	5 3%	22 14% cdeghlmo	26 16% cdeghlmno
(1) Definitely Not Suggested	380 15%	81 51% cdefghijklmnopq	5 3%	4 3%	31 19% cdghlo	25 16% cdghlo	11 7% l	5 3%	35 22% cdghlo	28 18% cdghlo	24 15% cdghlo	3 2%	33 21% cdghlo	27 17% cdghlo	6 4%	37 23% cdghlo	25 16% cdghlo
Not sure	263 10%	20 13% deho	19 12% deho	5 3%	9 6%	24 15% dehlo	18 11% dho	7 4%	10 6%	20 13% deho	32 20% cdeghilopq	11 7%	20 13% deho	24 15% dehilo	8 5%	19 12% deho	17 11% dh
MEAN	3.0	1.7	3.2 befijkmnpq	3.7 bcefgijkmnpq	3.0 bip	2.8 bp	3.1 bfijkmnpq	3.7 bcefgijkmnpq	2.7 b	2.8 b	2.8 bp	3.7 bcefgijkmnpq	2.9 bp	2.8 b	3.6 bcefgijkmnpq	2.5 b	2.8 bp
STD. DEV	1.10	0.97	0.74	0.64	1.14	1.07	0.84	0.65	1.14	1.12	1.10	0.58	1.20	1.08	0.74	1.12	1.09
STD. ERR	0.02	0.08	0.06	0.05	0.09	0.09	0.07	0.05	0.09	0.09	0.10	0.05	0.10	0.09	0.06	0.09	0.09
Sigma	2524 100%	159 100%	158 100%	157 100%	159 100%	156 100%	158 100%	157 100%	157 100%	158 100%	157 100%	156 100%	158 100%	158 100%	158 100%	158 100%	160 100%

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.

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Table 30

Q656_3. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?
3. A laundry basket
SUMMARY OF SUGGESTED

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	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
made from recycled materials	1698 67%	36 23%	131 84% bdeiklmop	114 73% beikmp	89 57% bkp	148 95% bcdeghiklmop	120 76% beiklmp	121 77% beiklmp	79 50% b	145 92% bcdeghiklmop	65 40% b	102 65% bikmp	79 50% b	154 96% bcdeghiklmop	106 67% bikmp	67 43% b	142 91% bdeghiklmop
made with renewable materials	1623 65%	39 25%	114 73% beikmnpq	141 90% bcefgijkmnpq	89 57% b	99 63% bkpq	114 72% beikmnpq	139 89% bcefgijkmnpq	85 54% b	100 64% bkpq	76 47% b	145 92% bcefgijkmnpq	88 56% b	98 61% bkp	141 89% bcefgijkmnpq	75 48% b	80 51% b
recyclable	1582 63%	32 20%	129 83% beiklmop	123 78% bkp	79 51% beikmp	117 75% bkp	121 77% beikmpq	125 80% beikmp	79 50% b	124 79% beikmp	63 39% b	112 71% beikmp	74 47% b	125 78% beikmp	114 72% beikmp	58 37% b	107 69% beikmp
made with renewable energy	1246 50%	22 14%	98 63% bdfghjklnoq	69 44% bjnq	140 90% bcdfghjklnoq	54 35% bq	73 46% bfjknq	69 44% bjnq	133 85% bcdfghjklnoq	51 32% bq	55 34% bq	57 36% bq	143 91% bcdfghjklnoq	45 28% b	66 42% bnq	138 88% bcdfghjklnoq	33 21%
biodegradable	965 38%	23 15%	96 62% bdefiklmnopq	71 45% bkmnpq	56 36% bq	55 35% bq	98 62% bdefiklmnopq	87 55% befiklmnopq	62 39% bknpq	61 39% bknq	45 28% b	69 44% bkmnpq	49 31% b	45 28% b	66 42% bknpq	45 29% b	37 24% b
non-toxic	944 38%	32 20%	107 69% bdefhijklmnopq	68 43% bikmnpq	61 39% bmnpq	62 40% bmnpq	108 68% bdefhijklmnopq	81 52% befijklmnopq	51 32% b	58 37% bmpq	49 30% b	53 34% b	38 24%	44 28%	56 35% bmpq	37 24%	39 25%
compostable	745 30%	19 12%	75 48% bdefhijklmnopq	55 35% bkmnpq	44 28% b	50 32% bkpq	71 45% befijklmnopq	56 36% bkmnpq	45 29% b	51 32% bkmpq	34 21% b	54 34% bkmpq	35 22% b	39 24% b	50 32% bkpq	33 21% b	34 22% b

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.

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Q656_3. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?
3. A laundry basket
SUMMARY OF NOT SUGGESTED

Base: All Qualified Respondents

	Total	New and Impproved	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	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
compostable	1300 52%	122 78% cdefghijklmnopq	45 29%	71 45% c	88 56% cdgl	86 55% cg	58 37%	72 46% c	82 52% cg	79 50% cg	81 50% cg	70 45% c	85 54% cg	98 61% cdghklo	79 50% cg	94 60% cdghl	90 58% cdghl
non-toxic	1194 47%	106 68% cdefghijklo	24 15%	74 47% cg	79 51% cgh	79 51% cgh	33 21%	59 38% cg	80 51% cgh	73 46% cg	71 44% cg	75 48% cg	90 57% cdghk	95 59% cdghijklo	74 47% cg	92 59% cdghijklo	90 58% cghjk
biodegradable	1177 47%	114 73% cdefghijklmnopq	36 23%	61 39% cg	83 53% cdghl	82 53% cdghl	43 27%	54 34% c	73 46% cgh	73 46% cgh	74 46% cg	62 39% cg	80 51% cdghl	95 59% cdghijklo	70 44% cg	87 56% cdghlo	90 58% cdghijklo
made with renewable energy	931 37%	114 73% cdefghijklmnopq	27 17% eimp	73 46% ceimp	7 4%	84 54% cegikmp	59 37% ceimp	72 46% ceimp	11 7%	79 50% cegimp	68 42% cegimp	77 49% cegimp	5 3%	90 56% cegikmop	68 43% ceimp	6 4%	91 58% cdeghikmop
recyclable	693 28%	109 69% cdefghijklmnopq	11 7%	21 13% cdfghjlnoq	64 41% c	31 20% c	23 15% c	23 15% cdfghjlnoq	60 38% c	23 15% cdfghjlnoq	62 39% c	31 20% cdfghjlnoq	64 41% c	27 17% c	35 22% cd	75 48% cdfghjlnoq	34 22% c
made with renewable materials	637 25%	101 64% cdefghijklmnopq	20 13% dhl	5 3%	54 35% cdghlo	44 28% cdhlo	30 19% dhlo	9 6%	51 32% cdghlo	42 27% cdhlo	49 30% cdghlo	4 3%	52 33% cdghlo	46 29% cdghlo	12 8% l	61 39% cdfghjlo	57 37% cdghlo
made from recycled materials	607 24%	104 66% cdefghijklmnopq	11 7% f	34 22% cfjnq	59 38% cdfghjnoq	-	26 16% cfjnq	28 18% cfjnq	59 38% cdfghjnoq	7 4% f	58 36% cdfghjnoq	46 29% cfghjnq	60 38% cdfghjnoq	4 3% f	38 24% cfjnq	68 44% cdfghjnoq	5 3% f

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.

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Q656_3. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

3. A laundry basket
SUMMARY OF MEANS

Base: All Qualified Respondents

	Total	New and Imp- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
made from recycled materials	3.1	1.8	3.4 beghiklmop	3.2 beiklmp	2.7 bp	3.9 bcdeghiklmop	3.1 beiklmp	3.1 beiklmp	2.5 b	3.8 bcdeghiklmop	2.5 b	2.9 bikmp	2.6 b	3.9 bcdeghiklmop	3.0 b	2.4 b	3.8 bcdeghiklmop
made with renewable materials	3.0	1.8	3.2 befijkmnpq	3.7 bcefgijkmnpq	2.7 b	2.9 bipq	3.0 beikmpq	3.7 bcefgijkmnpq	2.6 b	2.9 bipq	2.7 b	3.8 bcefgijkmnopq	2.8 b	2.9 bip	3.6 bcefgijkmnpq	2.5 b	2.6 b
recyclable	2.8	1.8	3.3 befiklmnopq	3.2 beikmp	2.5 b	3.1 beikmp	3.2 beikmp	3.2 beikmp	2.5 b	3.0 beikmp	2.5 b	3.0 beikmp	2.5 b	3.1 beikmp	3.1 beikmp	2.3 b	3.0 beikmp
made with renewable energy	2.7	1.6	3.0 bdfghjklnoq	2.4 bnq	3.7 bcdfghjklnoq	2.3 bq	2.5 bfjlnq	2.4 bnq	3.7 bcdfghjklnoq	2.2 bq	2.3 bq	2.2 bq	3.8 bcdfghjklnoq	2.1 bnq	2.4 bnq	3.7 bcdfghjklnoq	1.9 b
biodegradable	2.3	1.6	3.0 bdefhijklmnopq	2.5 befikmnpq	2.2 bq	2.3 bdefhijklmnopq	2.9 befijkmnopq	2.6 befijkmnopq	2.2 bq	2.4 bnpq	2.2 bmnpq	2.5 bmnpq	2.2 b	2.1 b	2.4 bnpq	2.0 b	2.0 b
non-toxic	2.3	1.8	3.2 bdefhijklmnopq	2.3 bmpq	2.3 bmp	2.2 bmp	3.0 bdefhijklmnopq	2.6 befiklmnopq	2.2 b	2.3 bmpq	2.3 bmp	2.2 bp	2.0	2.2 b	2.3 bmp	1.9	2.0
compostable	2.1	1.6	2.8 bdefhijklmnopq	2.3 beikmnpq	2.0 b	2.1 beikmnpq	2.6 bdefhijklmnopq	2.3 beikmnpq	2.0 b	2.1 bp	2.1 b	2.2 bpq	2.0 b	2.0 b	2.1 b	1.9 b	1.9 b

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.

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Table 33

Q656_3_1. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

3. A laundry basket
1. recyclable

Base: All Qualified Respondents

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
SUGGESTED (NET)	1582 63%	32 20%	129 83% beiklmopq	123 78% beikmp	79 51% bkp	117 75% beikmp	121 77% beikmp	125 80% beikmpq	79 50% bkp	124 79% beikmpq	63 39% b	112 71% beikmp	74 47% b	125 78% beikmp	114 72% beikmp	58 37% b	107 69% beikmp
(4) Definitely Suggested	751 30%	8 5%	62 40% beikmp	58 37% beikmp	39 25% bm	59 38% beikmp	60 38% beikmp	61 39% beikmp	35 22% b	66 42% beiklmp	27 17% b	49 31% bkmp	24 15% b	60 38% beikmp	63 40% beikmp	27 17% b	53 34% bikmp
(3) Probably Suggested	831 33%	24 15%	67 43% beikmp	65 41% beikmp	40 26% b	58 37% bekp	61 39% beikmp	64 41% beikmp	44 28% b	58 37% bekp	36 22%	63 40% beikmp	50 32% bp	65 41% beikmp	51 32% bkp	31 20%	54 35% bkp
NOT SUGGESTED (NET)	693 28% cdefghjklmnopq	109 69% cdefghijklmnopq	11 7%	21 13% cdfghjlnoq	64 41%	31 20% c	23 15% c	23 15% c cdfghjlnoq	60 38% c	23 15% c cdfghjlnoq	62 39% c	31 20% c cdfghjlnoq	64 41% c	27 17% c	35 22% cd cdfghjlnoq	75 48% c	34 22% c
(2) Probably Not Suggested	283 11% cdefghijlnoq	35 22% cdefghijlnoq	5 3%	10 6%	18 12% cg	17 11% c	8 5%	9 6%	17 11% c	11 7%	32 20% cdefghijlnoq	17 11%	31 20% C cdefghijlnoq	12 8%	17 11% c	27 17% cdghjn	17 11% c
(1) Definitely Not Suggested	410 16% cdefghijklnopq	74 47% cdefghijklnopq	6 4%	11 7%	46 29% cdfghjklnoq	14 9%	15 9% c	14 9%	43 27% cdfghjlnoq	12 8%	30 19% cdfghjln	14 9%	33 21% cdfghjlnoq	15 9% c	18 11% c	48 31% cdfghjklnoq	17 11% c
Not sure	241 10%	16 10%	16 10%	13 8%	13 8%	8 5%	14 9%	9 6%	18 11% fn	10 6%	36 22% bcdefghijlmnoq	14 9%	19 12% fhno	8 5%	9 6%	23 15% fhjno	15 10%
MEAN	2.8	1.8	3.3 befiklmnopq	3.2 beikmp	2.5 b	3.1 beikmp	3.2 beikmp	3.2 beikmp	2.5 b	3.2 beikmp	2.5 b	3.0 beikmp	2.5 b	3.1 beikmp	3.1 beikmp	2.3 b	3.0 beikmp
STD. DEV	1.07	0.93	0.74	0.87	1.20	0.94	0.93	0.91	1.18	0.90	1.08	0.93	1.04	0.93	1.01	1.16	0.99
STD. ERR	0.02	0.08	0.06	0.07	0.10	0.08	0.08	0.07	0.10	0.07	0.10	0.08	0.09	0.08	0.08	0.08	0.08
Sigma	2516 100%	157 100%	156 100%	157 100%	156 100%	156 100%	158 100%	157 100%	157 100%	157 100%	161 100%	157 100%	157 100%	160 100%	158 100%	156 100%	156 100%

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.

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Q656_3_2. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?
3. A laundry basket
2. made from recycled materials

Base: All Qualified Respondents

	Total	New and Imp- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
SUGGESTED (NET)	1698 67%	36 23%	131 84% bdeiklmop	114 73% beikmp	89 57% bkp	148 95% bcdeghiklmop	120 76% beiklmp	121 77% beiklmp	79 50% b	145 92% bcdeghiklmop	65 40% b	102 65% bikmp	79 50% b	154 96% bcdeghiklmop	106 67% bikmp	67 43% b	142 91% bdeghiklmop
(4) Definitely Suggested	1068 42%	10 6%	65 42% bikmp	78 50% begiklmop	53 34% bikmp	131 84% bcdeghiklmop	54 34% bikmp	64 41% bikmp	35 22% bk	129 82% bcdeghiklmop	21 13% b	50 32% bkmp	26 17% b	142 89% bcdeghiklmop	54 34% bikmp	29 19% b	127 81% bcdeghiklmop
(3) Probably Suggested	630 25%	26 17% n	66 42% bdefijknpq	36 23% fjnq	36 23% fjnq	17 11%	66 42% bdefijknpq	57 36% bdefjnpq	44 28% bfjnq	16 10%	44 27% bfjnq	52 33% bdefjnq	53 34% bdefjnq	12 8%	52 33% bdefjnq	38 24% fjnq	15 10%
NOT SUGGESTED (NET)	607 24%	104 66% cdefghijklmnopq	11 7% f	34 22% cfjnq	59 38% cdfghjnq	-	26 16% cfjnq	28 18% cfjnq	59 38% cdfghjnoq	7 4% f	58 36% cdfghjnoq	46 29% cfghjnq	60 38% cdfghjnoq	4 3% f	38 24% cfjnq	68 44% cdfghjlnoq	5 3% f
(2) Probably Not Suggested	264 10%	30 19% cfghijnq	7 4% fn	22 14% cfgjnq	21 13% cfgjnq	-	10 6% fjnq	12 8% fjnq	17 11% cfjnq	2 1%	31 19% cfghijnq	27 17% cfghjnq	34 22% cfghijnq	1 1%	24 15% cfghjnq	24 15% cfghjnq	2 1%
(1) Definitely Not Suggested	343 14% cdefghijklmnopq	74 47% cdefghijklmnopq	4 3% f	12 8% cfnq	38 24% cdfghjlnoq	-	16 10% cfjnq	16 10% cfjnq	42 27% cdfghjklmnoq	5 3% f	27 17% cdfjnoq	19 12% cfjnq	26 17% cdfjnoq	3 2%	14 9% cfjnq	44 28% cdfghjlmnoq	3 2%
Not sure	211 8%	17 11% jn	14 9% jn	9 6%	8 5%	8 5%	12 8% n	8 5%	19 12% defhjln	5 3%	27 17% bcdefghijlmnopq	9 6% n	18 11% efhjn	2 1%	14 9% jn	21 13% defhjlnq	9 6% n
MEAN	3.1	1.8	3.4 beghiklmop	3.2 beiklmp	2.7 bp	3.9 bcdeghiklmop	3.1 beikmp	3.1 beiklmp	2.5 b	3.8 bcdeghiklmop	2.5 b	2.9 bikmp	2.6 b	3.9 bcdeghiklmop	3.0 beikmp	2.4 b	3.8 bcdeghiklmop
STD. DEV	1.08	0.98	0.71	0.98	1.20	0.32	0.94	0.96	1.17	0.64	1.02	1.02	1.00	0.50	0.97	1.15	0.55
STD. ERR	0.02	0.08	0.06	0.08	0.10	0.03	0.08	0.08	0.10	0.05	0.09	0.08	0.08	0.04	0.08	0.10	0.05
Sigma	2516 100%	157 100%	156 100%	157 100%	156 100%	156 100%	158 100%	157 100%	157 100%	157 100%	161 100%	157 100%	157 100%	160 100%	158 100%	156 100%	156 100%

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.

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Table 35

Q656_3_3. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

3. A laundry basket
3. biodegradable

Base: All Qualified Respondents

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
SUGGESTED (NET)	965 38%	23 15%	96 62% bdefijklmnopq	71 45% bkmnpq	56 36% bq	55 35% bq	98 62% bdefijklmnopq	87 55% befijklmnopq	62 39% bknpq	61 39% bknq	45 28% b	69 44% bkmnpq	49 31% b	45 28% b	66 42% bknpq	45 29% b	37 24% b
(4) Definitely Suggested	341 14%	2 1%	38 24% bdfijklmnopq	22 14% b	26 17% bkmp	23 15% b	45 28% bdefijklmnopq	27 17% bkmp	16 10% b	24 15% b	14 9% b	19 12% b	14 9% b	20 13% b	20 13% b	14 9% b	17 11% b
(3) Probably Suggested	624 25%	21 13%	58 37% befjkmnpq	49 31% befknpq	30 19%	32 21%	53 34% befkmnpq	60 38% befjknpq	46 29% beknq	37 24% bq	31 19%	50 32% befknpq	35 22% bq	25 16%	46 29% beknq	31 20%	20 13%
NOT SUGGESTED (NET)	1177 47% cdefghijklmnopq	114 73%	36 23%	61 39% cg	83 53% cdghl	82 53% cdghl	43 27% c	54 34% cgh	73 46% cgh	73 46% cgh	74 46% cgh	62 39% cg	80 51% cdghl	95 59% cdghijklo	70 44% cg	87 56% cdghlo	90 58% cdghijklo
(2) Probably Not Suggested	527 21%	30 19%	28 18%	37 24% g	31 20%	39 25% g	23 15%	27 17%	26 17%	37 24% g	41 25% g	33 21%	38 24% g	41 26% gi	33 21%	32 21%	31 20%
(1) Definitely Not Suggested	650 26% cdefghijklmnopq	84 54%	8 5%	24 15% c	52 33% cdghjkl	43 28% cdgh	20 13% c	27 17% c	47 30% cdghl	36 23% cg	33 20% c	29 18% c	42 27% cdgh	54 34% cdghjklo	37 23% cg	55 35% cdghjklo	59 38% cdghijklmo
Not sure	374 15%	20 13%	24 15%	25 16%	17 11%	19 12%	17 11%	16 10%	22 14%	23 15%	42 26% bcdefghijlnop	26 17%	28 18%	20 13%	22 14%	24 15%	29 19% h
MEAN	2.3	1.6	3.0 bdefhijklmnopq	2.5 befikmnpq	2.2 b	2.3 bq	2.9 bdefhijklmnopq	2.6 befijkmnopq	2.2 bq	2.4 bnpq	2.2 bnpq	2.5 bmnpq	2.2 b	2.1 b	2.4 bnpq	2.0 b	2.0 b
STD. DEV	1.07	0.80	0.86	0.98	1.14	1.08	1.02	1.00	1.06	1.07	0.98	0.99	1.01	1.07	1.04	1.04	1.08
STD. ERR	0.02	0.07	0.08	0.08	0.10	0.09	0.09	0.08	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.10
Sigma	2516 100%	157 100%	156 100%	157 100%	156 100%	156 100%	158 100%	157 100%	157 100%	157 100%	161 100%	157 100%	157 100%	160 100%	158 100%	156 100%	156 100%

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.

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Table 36

Q656_3_4. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

3. A laundry basket
4. non-toxic

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	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
SUGGESTED (NET)	944 38%	32 20%	107 69% bdefhijklmnopq	68 43% bikmnpq	61 39% bmnpq	62 40% bmnpq	108 68% bdefhijklmnopq	81 52% befijklmnopq	51 32% b	58 37% bmpq	49 30% b	53 34% b	38 24%	44 28%	56 35% bmpq	37 24%	39 25%
(4) Definitely Suggested	362 14%	9 6%	56 36% bdefhijklmnopq	19 12% bm	29 19% blmopq	18 12%	49 31% bdefhijklmnopq	32 20% bdfklmopq	23 15% blmp	24 15% blmp	18 11%	10 6%	9 6%	23 14% blmp	16 10%	11 7%	16 10%
(3) Probably Suggested	582 23%	23 15%	51 33% beijkmnpq	49 31% beikmnpq	32 21%	44 28% bimnpq	59 37% beijkmnpq	49 31% beikmnpq	28 18%	34 22% n	31 19%	43 27% binpq	29 18%	21 13%	40 25% bnq	26 17%	23 15%
NOT SUGGESTED (NET)	1194 47%	106 68% cdefghijklo	24 15%	74 47% cg	79 51% cg	79 51% cg	33 21%	59 38% cg	80 51% cg	73 46% cg	71 44% cg	75 48% cg	90 57% cghk	95 59% cdghjklo	74 47% cg	92 59% cdghjklo	90 58% cghjk
(2) Probably Not Suggested	519 21%	36 23% cg	13 8%	35 22% cg	24 15%	31 20% cg	18 11%	27 17% c	29 18% c	34 22% cg	37 23% cg	37 24% cg	41 26% ceg	50 31% cefghip	36 23% cg	33 21% cg	38 24% ceg
(1) Definitely Not Suggested	675 27%	70 45% cdfghijklmnoq	11 7%	39 25% cg	55 35% cdghjklo	48 31% cgh	15 9%	32 20% cg	51 32% cghk	39 25% cg	34 21% cg	38 24% cg	49 31% cghk	45 28% cg	38 24% cg	59 38% cdghjklo	52 33% cghk
Not sure	378 15%	19 12%	25 16%	15 10%	16 10%	15 10%	17 11%	17 11%	26 17%	26 17%	41 25% bcdefghn	29 18% def	29 18% def	21 13%	28 18% df	27 17% df	27 17% df
MEAN	2.3	1.8	3.2 bdefhijklmnopq	2.3 bmpq	2.3 bmp	2.2 bmp	3.0 bdefhijklmnopq	2.6 befiklmnopq	2.2 b	2.3 bmpq	2.3 bmp	2.2 bp	2.0	2.2 b	2.3 bmp	1.9	2.0
STD. DEV	1.09	0.95	0.92	1.02	1.18	1.06	0.95	1.08	1.13	1.09	1.04	0.96	0.95	1.06	1.02	1.00	1.04
STD. ERR	0.02	0.08	0.08	0.09	0.10	0.09	0.08	0.09	0.10	0.10	0.09	0.08	0.08	0.09	0.09	0.09	0.09
Sigma	2516 100%	157 100%	156 100%	157 100%	156 100%	156 100%	158 100%	157 100%	157 100%	157 100%	161 100%	157 100%	157 100%	160 100%	158 100%	156 100%	156 100%

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.

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Q656_3_5. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

3. A laundry basket
5. compostable

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	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
SUGGESTED (NET)	745 30%	19 12%	75 48% bdefhijklmnopq	55 35% bkmnpq	44 28% b	50 32% bkpq	71 45% befijklmnopq	56 36% bkmnpq	45 29% b	51 32% bkmpq	34 21% b	54 34% bkmpq	35 22% b	39 24% b	50 32% bkpq	33 21% b	34 22% b
(4) Definitely Suggested	249 10%	6 4%	32 21% bdfijklmopq	12 8%	20 13% blm	18 12% bl	25 16% bdiklmopq	22 14% bklmo	13 8%	16 10% b	11 7%	8 5%	9 6%	21 13% blm	11 7%	13 8%	12 8%
(3) Probably Suggested	496 20%	13 8%	43 28% bekmnpq	43 27% bekmnpq	24 15%	32 21% bn	46 29% bekmnpq	34 22% bnp	32 20% bn	35 22% bnp	23 14%	46 29% bekmnpq	26 17% b	18 11%	39 25% beknpq	20 13%	22 14%
NOT SUGGESTED (NET)	1300 52%	122 78% cdefghijklmnopq	45 29%	71 45% c	88 56% cdgl	86 55% cg	58 37%	72 46% c	82 52% cg	79 50% cg	81 50% cg	70 45% c	85 54% cg	98 61% cdghklo	79 50% cg	94 60% cdghl	90 58% cdghl
(2) Probably Not Suggested	559 22%	38 24%	30 19%	41 26%	28 18%	36 23%	34 22%	36 23%	27 17%	31 20%	42 26%	36 23%	41 26%	43 27% i	31 20%	33 21%	32 21%
(1) Definitely Not Suggested	741 29%	84 54% cdefghijklmnopq	15 10%	30 19% c	60 38% cdghkl	50 32% cdgl	24 15%	36 23% c	55 35% cdghkl	48 31% cdg	39 24% cg	34 22% c	44 28% cg	55 34% cdghkl	48 30% cdg	61 39% cdghklm	58 37% cdghkl
Not sure	471 19%	16 10%	36 23% bfn	31 20% b	24 15%	20 13%	29 18% b	29 18% b	30 19% b	27 17%	46 29% befghijnop	33 21% b	37 24% bfn	23 14%	29 18% b	29 19% b	32 21% b
MEAN	2.1	1.6	2.8 bdefhijklmnopq	2.3 beikmnpq	2.0 b	2.1 b	2.6 bdefijklmnopq	2.3 beikmnpq	2.0 b	2.1 bp	2.1 b	2.2 bpq	2.0 b	2.0 b	2.1 b	1.9 b	1.9 b
STD. DEV	1.04	0.83	0.99	0.94	1.12	1.06	1.01	1.07	1.05	1.06	0.96	0.93	0.94	1.07	1.01	1.02	1.02
STD. ERR	0.02	0.07	0.09	0.08	0.10	0.09	0.09	0.09	0.09	0.09	0.09	0.08	0.09	0.09	0.09	0.09	0.09
Sigma	2516 100%	157 100%	156 100%	157 100%	156 100%	156 100%	158 100%	157 100%	157 100%	157 100%	161 100%	157 100%	157 100%	160 100%	158 100%	156 100%	156 100%

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.

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Q656_3_6. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?
3. A laundry basket
6. made with renewable energy

Base: All Qualified Respondents

	Total	New and Imp- roved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
SUGGESTED (NET)	1246 50%	22 14%	98 63% bdfghjklnoq	69 44% bjnq	140 90% bcdfghjklnoq	54 35% bq	73 46% bfjknq	69 44% bjnq	133 85% bcdfghjklnoq	51 32% bq	55 34% bq	57 36% bq	143 91% bcdfghjklnoq	45 28% b	66 42% bnq	138 88% bcdfghjklnoq	33 21%
(4) Definitely Suggested	719 29%	7 4%	43 28% bdfghjklnoq	27 17% bq	117 75% bcdfghjklnoq	22 14% bq	22 14% bq	25 16% bq	116 74% bcdfghjklnoq	19 12% bq	16 10%	16 10%	125 80% bcdfghjklnoq	18 11% bq	23 15% bq	115 74% bcdfghjklnoq	8 5%
(3) Probably Suggested	527 21%	15 10%	55 35% befijkmnpq	42 27% beimnpq	23 15%	32 21% bim	51 32% befijmnpq	44 28% beimnpq	17 11%	32 20% bim	39 24% beimp	41 26% beimnpq	18 11%	27 17% beimnpq	43 27%	23 15%	25 16%
NOT SUGGESTED (NET)	931 37%	114 73% cdefghijklmnopq	27 17% eimp	73 46% ceimp	7 4%	84 54% cegikmp	59 37% ceimp	72 46% ceimp	11 7%	79 50% cegimp	68 42% ceimp	77 49% cegimp	5 3%	90 56% cegikmop	68 43% ceimp	6 4%	91 58% cdeghikmop
(2) Probably Not Suggested	443 18%	36 23% ceimp	16 10% eimp	39 25% ceimp	4 3%	43 28% ceimp	36 23% ceimp	39 25% ceimp	6 4%	37 24% ceimp	35 22% ceimp	35 22% ceimp	2 1%	42 26% ceimp	33 21% ceimp	3 2%	37 24% ceimp
(1) Definitely Not Suggested	488 19%	78 50% cdefghijklmnopq	11 7% emp	34 22% ceimp	3 2%	41 26% cegimp	23 15% ceimp	33 21% ceimp	5 3%	42 27% cegimp	33 20% ceimp	42 27% cegimp	3 2%	48 30% cegimp	35 22% ceimp	3 2%	54 35% cdeghikmop
Not sure	339 13%	21 13% em	31 20% defhimp	15 10%	9 6%	18 12%	26 16% eimp	16 10%	13 8%	27 17% deimp	38 24% bdefhilmp	23 15% em	9 6%	25 16% emp	24 15% emp	12 8%	32 21% defhimp
MEAN	2.7	1.6	3.0 bdfghjklnoq	2.4 bnq	3.7 bcdfghjklnoq	2.3 bq	2.5 bfjlnq	2.4 bnq	3.7 bcdfghjklnoq	2.2 bq	2.3 bq	2.2 bq	3.8 bcdfghjklnoq	2.1 b	2.4 bnq	3.7 bcdfghjklnoq	1.9 b
STD. DEV	1.15	0.87	0.91	1.05	0.61	1.05	0.97	1.04	0.71	1.06	1.01	1.03	0.56	1.04	1.06	0.60	0.94
STD. ERR	0.02	0.08	0.08	0.09	0.05	0.09	0.08	0.09	0.06	0.09	0.09	0.09	0.05	0.09	0.09	0.09	0.08
Sigma	2516 100%	157 100%	156 100%	157 100%	156 100%	156 100%	158 100%	157 100%	157 100%	157 100%	161 100%	157 100%	157 100%	160 100%	158 100%	156 100%	156 100%

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.

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Q656_3_7. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

3. A laundry basket
7. made with renewable materials

Base: All Qualified Respondents

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
SUGGESTED (NET)	1623 65%	39 25%	114 73% beikmnpq	141 90% bcefgijkmnpq	89 57% b	99 63% bkpq	114 72% beikmnpq	139 89% bcefgijkmnpq	85 54% b	100 64% bkpq	76 47% b	145 92% bcefgijkmnpq	88 56% b	98 61% bkp	141 89% bcefgijkmnpq	75 48% b	80 51% b
(4) Definitely Suggested	964 38%	12 8%	54 35% bkpq	116 74% bcefgijkmnpq	44 28% b	52 33% bk	49 31% bk	114 73% bcefgijkmnpq	39 25% b	49 31% bk	34 21% b	118 75% bcefgijkmnpq	43 27% b	57 36% bikpq	108 68% bcefgijkmnpq	37 24% b	38 24% b
(3) Probably Suggested	659 26%	27 17%	60 38% bdhklnopq	25 16%	45 29% bdhl	47 30% bdhl	65 41% bdefhiklmnopq	25 16%	46 29% bdhl	51 32% bdhlo	42 26% dh	27 17%	45 29% bdhl	41 26% dh	33 21%	38 24%	42 27% bdhl
NOT SUGGESTED (NET)	637 25%	101 64% cdefghijklmnopq	20 13% dhl	5 3%	54 35% cdghlo	44 28% cdghlo	30 19% dhlo	9 6%	51 32% cdghlo	42 27% cdghlo	49 30% cdghlo	4 3%	52 33% cdghlo	46 29% cdghlo	12 8% l	61 39% cdfghjlo	57 37% cdghlo
(2) Probably Not Suggested	270 11%	27 17% dghilo	15 10% dhl	3 2%	18 16% dhlo	25 16% dhilo	14 9% dhl	4 3%	10 6% dl	22 14% dhilo	25 16% dhilo	2 1%	27 17% dghilo	21 13% dhilo	8 5%	22 14% dhilo	27 17% cdghilo
(1) Definitely Not Suggested	367 15% cdefghijklmnopq	74 47%	5 3%	2 1%	36 23% cdfghjlo	19 12% cdhlo	16 10% cdhlo	5 3%	41 26% cdfghjklmno	20 13% cdhlo	24 15% cdhlo	2 1%	25 16% cdhlo	25 16% cdhlo	4 3%	39 25% cdfghjklmno	30 19% cdghlo
Not sure	256 10%	17 11% o	22 14% dhlo	11 7%	13 8%	13 8%	14 9% o	9 6%	21 13% o	15 10% o	36 22% bdefghijklmnopq	8 5%	17 11% o	16 10% o	5 3%	20 13% hlo	19 12% hlo
MEAN	3.0	1.8	3.2 befijkmnpq	3.7 bcefgijkmnpq	2.7 b	2.9 bipq	3.0 beikmpq	3.7 bcefgijkmnpq	2.6 b	2.9 bipq	2.7 b	3.8 bcefgijkmnpq	2.8 b	2.9 bip	3.6 bcefgijkmnpq	2.5 b	2.6 b
STD. DEV	1.09	1.02	0.79	0.56	1.16	1.04	0.94	0.69	1.19	1.03	1.07	0.54	1.08	1.11	0.71	1.17	1.11
STD. ERR	0.02	0.09	0.07	0.05	0.10	0.09	0.08	0.06	0.10	0.09	0.10	0.04	0.09	0.09	0.06	0.10	0.09
Sigma	2516 100%	157 100%	156 100%	157 100%	156 100%	156 100%	158 100%	157 100%	157 100%	157 100%	161 100%	157 100%	157 100%	160 100%	158 100%	156 100%	156 100%

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.

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Table 40

Q656_4. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

4. Wrapping paper
SUMMARY OF SUGGESTED

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	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
made from recycled materials	1754 70%	40 25%	135 86% bdeiklmop	113 72% bekmp	84 54% bk	145 93% bcdeghiklmop	127 81% beiklmop	127 81% beiklmop	102 65% bekmp	154 97% bcdeghiklmop	60 38% b	106 66% bekmp	75 48% b	150 96% bcdeghiklmop	108 68% bekmp	76 48% b	152 97% bcdeghiklmop
recyclable	1750 70%	47 30%	139 89% befiklmnpq	130 83% beiklmp	88 56% b	116 74% beiklmp	137 88% befiklmnpq	136 87% befiklmnp	96 61% bp	136 86% befiklmnp	82 53% b	116 72% beiklmp	79 50% b	121 77% beiklmp	130 82% beiklmp	74 47% b	123 78% beiklmp
made with renewable materials	1666 66%	37 24%	122 78% befijkmnpq	145 93% bcefgijkmnpq	86 55% b	97 62% bkp	113 72% bekmnpq	147 94% bcefgijkmnpq	103 66% bkp	102 65% bkp	74 47% b	147 91% bcefgijkmnpq	88 56% b	91 58% b	139 87% bcefgijkmnpq	79 50% b	96 61% bk
biodegradable	1343 53%	41 26%	126 80% bdeiklmnopq	96 62% befkmnp	72 46% b	75 48% b	135 87% bdefiklmnop	111 71% befijklmnp	91 58% bekmnp	93 59% bekmnp	63 40% b	82 51% bmp	61 39% b	71 45% b	83 52% bkmp	59 38% b	84 54% bkmp
made with renewable energy	1243 49%	28 18%	99 63% bdfghjklnoq	71 46% bfjknoq	135 87% bcdfghjklnoq	46 29% b	80 51% bfjklnoq	72 46% bfjknoq	142 90% bcdfghjklnoq	54 34% b	50 32% b	58 36% b	137 87% bcdfghjklnoq	42 27% b	47 30% b	139 89% bcdfghjklnoq	43 27% b
compostable	1181 47%	38 24%	107 68% bdefhijklmnopq	86 55% befkmnp	63 40% b	62 40% b	117 75% bdefhijklmnopq	89 57% befkmnop	81 52% befkmp	84 53% befkmp	60 38% b	75 47% bmp	55 35% b	67 43% bp	71 45% bp	48 31% b	78 50% bkmp
non-toxic	965 38%	46 29%	107 68% bdefhijklmnopq	67 43% bkmnop	56 36% b	51 33% b	107 69% bdefhijklmnopq	66 42% bkmnop	63 40% bknop	65 41% bkmnop	42 27% b	54 34% b	47 30% b	45 29% b	47 30% b	43 27% b	59 38% k

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.

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Table 41

Q656_4. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

4. Wrapping paper
SUMMARY OF NOT SUGGESTED

Base: All Qualified Respondents

	Total	New and Imp- roved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
non-toxic	1179 47%	90 57% cdgh	31 20%	67 43% cg	79 51% cg	78 50% cg	31 20%	64 41% cg	74 47% cg	79 50% cg	77 49% cg	83 52% cg	85 54% cdgh	85 54% cdgh	86 54% cdgh	92 59% cdghi	78 50% cg
compostable	952 38% cdefghijklmnoq	95 61%	31 20%	49 31% cg	68 44% cdgh	68 44% cdgh	19 12%	44 28% g	57 36% cg	60 38% cg	61 39% cgh	65 40% cgh	71 45% cdgh	64 41% cgh	62 39% cgh	81 52% cdghijkloq	57 36% cg
made with renewable energy	908 36% cdefghijklmopq	105 67% eimp	33 21%	64 41% cegimp	10 6%	80 51% ceghimp	46 29% eimp	63 40% cegimp	6 4%	88 56% cdeghimp	70 45% cegimp	75 47% cegimp	7 4%	91 58% cdeghiklmp	80 50% cegimp	6 4%	84 54% cdeghimp
biodegradable	867 34% cdefghijklmnoq	92 59%	17 11%	43 28% cg	65 42% cdgh	60 38% cdgh	8 5%	32 20% cg	55 35% cgh	53 34% cgh	60 38% cgh	60 37% cgh	69 44% cdgho	67 43% cdgh	52 33% cgh	75 48% cdghijo	59 38% cgh
made with renewable materials	622 25% cdefghijklmnopq	97 62%	14 9%	6 4%	52 33% cdghlo	41 26% cdghlo	22 14% dhl	7 4%	48 31% cdghlo	47 30% cdghlo	55 35% cdghlo	7 4%	50 32% cdghlo	49 31% cdghlo	13 8%	66 42% cdfghijlnoq	48 31% cdghlo
recyclable	577 23% cdefghijklmnopq	87 55%	11 7%	19 12% g	55 35% cdfghjlnoq	31 20% cgh	8 5%	16 10% cdfghjlnoq	49 31% g	20 13% cdghjnoq	45 29% cdgh	33 20% cdfghjlnoq	58 37% cg	27 17% cg	25 16% cdfghijklnoq	68 43% cgh	25 16% cgh
made from recycled materials	571 23% cdefghijklmnopq	94 60%	11 7% jnq	35 22% cfgjnq	59 38% cdfghjlnoq	7 4%	14 9% jnq	22 14% cfjnq	49 31% cfghjnq	3 2%	60 38% cdfghjlnoq	42 26% cfghjnq	62 39% cdfghjlnoq	2 1%	41 26% cfghjnq	67 43% cdfghijlnoq	3 2%

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.

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Table 42

Q656_4. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

4. Wrapping paper
SUMMARY OF MEANS

Base: All Qualified Respondents

	Total	New and Imp-proved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
made from recycled materials	3.1	1.9	3.4 bdeiklmop	3.2 beiklmp	2.6 b	3.8 bcdeghiklmop	3.4 bdeiklmop	3.3 beiklmp	2.8 bkm	3.8 bcdeghiklmop	2.4 b	2.9 bekmp	2.4 b	3.9 bcdeghiklmop	3.0 bekmp	2.5 b	3.9 bcdeghiklmop
made with renewable materials	3.0	1.9	3.3 befijkmnpq	3.8 bcefgijkmnpq	2.7 b	2.8 b	3.2 befijkmnpq	3.7 bcefgijkmnpq	2.8 b	2.9 bp	2.7 b	3.7 bcefgijkmnpq	2.7 b	2.9 bp	3.6 bcefgijkmnpq	2.6 b	3.0 bekmp
recyclable	3.0	2.0	3.4 befiklmop	3.3 beiklmp	2.7 b	3.5 beikmp	3.1 bdefijkmnopq	3.4 befiklmop	2.8 bmp	3.3 beiklmp	2.7 b	3.0 bekmp	2.5 b	3.2 beikmp	3.1 beikmp	2.4 b	3.3 beiklmp
made with renewable energy	2.7	1.8	3.0 bdfghjklnoq	2.6 bfjklnoq	3.7 bcdfghjklnoq	2.1 b	2.7 bfjklnoq	2.5 bfjklnoq	3.7 bcdfghjklnoq	2.1 b	2.2 b	2.3 bn	3.7 bcdfghjklnoq	2.0 b	2.2 b	3.8 bcdfghjklnoq	2.1 b
biodegradable	2.6	1.9	3.2 bdefhijklmnopq	2.8 befkmnp	2.4 b	2.4 b	3.5 bcdefhijklmnopq	3.0 befijklmnopq	2.6 bmp	2.7 befkmnp	2.4 b	2.6 bmp	2.2 b	2.4 b	2.7 bkmp	2.2 b	2.6 bmp
compostable	2.5	1.9	3.0 bdefijklmnopq	2.7 befkmp	2.4 b	2.4 bp	3.2 bcdefhijklmnopq	2.8 befklmnop	2.6 bmp	2.6 befkmp	2.4 bp	2.5 bmp	2.2	2.5 bmp	2.5 bmp	2.1	2.6 bmp
non-toxic	2.3	2.0	3.0 bdefhijklmnopq	2.4 bklmnop	2.3 bp	2.2	3.0 bdefhijklmnopq	2.4 bklmnop	2.3 bmp	2.3 bmp	2.1	2.2	2.0	2.1	2.1	2.0	2.2 bp

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.

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Table 43

Q656_4_1. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

4. Wrapping paper
1. recyclable

Base: All Qualified Respondents

	Total	New and Imp-proved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
SUGGESTED (NET)	1750 70%	47 30%	139 89% befiklmnpq	130 83% beiklmp	88 56% b	116 74% beikmp	137 88% befiklmnpq	136 87% befiklmnp	96 61% bp	136 86% befiklmnp	82 53% b	116 72% beikmp	79 50% b	121 77% beikmp	130 82% beiklmp	74 47% b	123 78% beikmp
(4) Definitely Suggested	907 36%	15 10%	71 45% beiklmp	72 46% beiklmp	42 27% b	65 42% beikmp	81 52% beiklmop	82 52% beiklmop	46 29% bkm	75 47% beiklmop	30 19% b	51 32% bkm	29 18% b	78 50% beiklmop	57 36% bkmp	36 23% b	77 49% beiklmop
(3) Probably Suggested	843 34%	32 20%	68 43% beimnpq	58 37% bp	46 29%	51 33% b	56 36% bp	54 34% bp	50 32% b	61 39% bnp	52 33% b	65 40% benpq	50 32% b	43 27% befhikmnpq	73 46% beiklmnp	38 24% b	46 29%
NOT SUGGESTED (NET)	577 23% cdefghijklmnnopq	87 55%	11 7%	19 12% g	55 35% cdfghijlnoq	31 20% cgh	8 5%	16 10%	49 31% cdfghijlnoq	20 13% g	45 29% cdgh	33 20% cdgh	58 37% cdfghijlnoq	27 17% cg	25 16% cg	68 43% cdfghijklnoq	25 16% cg
(2) Probably Not Suggested	206 8% cdfghjlmnoq	30 19%	5 3%	7 4%	18 12% cdfghjn	8 5%	6 4%	5 3%	20 13% cdfghjn	8 5%	19 12% cdfghjn	13 8%	12 8%	8 5%	16 10% cgh	21 13% cdfghjnq	10 6%
(1) Definitely Not Suggested	371 15% cdefghijklnoq	57 36%	6 4%	12 8% g	37 24% cdfghjlnoq	23 15% cdghjo	2 1%	11 7% g	29 18% cdghjoq	12 8% g	26 17% cgo	20 12% cdfghijklnoq	46 29% cgo	19 12% g	9 6% cdfghijklnoq	47 30% cdfghijklnoq	15 10% cg
Not sure	187 7% cdfghijlnoq	23 15%	7 4%	7 4%	13 8% jo	9 6% j	11 7% j	5 3%	12 8% jo	2 1%	29 19% cdefghijlnopq	12 7% jo	20 13% cdfhjnoq	9 6% j	4 3%	15 10% hjo	9 6% j
MEAN	3.0	2.0	3.4 befiklmop	3.3 beiklmp	2.7 b	3.1 beikmp	3.5 bdefijklmnnopq	3.4 befiklmop	2.8 bmp	3.3 beiklmp	2.7 b	3.0 bekmp	2.5 b	3.2 beikmp	3.1 beikmp	2.4 b	3.3 beiklmp
STD. DEV	1.06	1.06	0.74	0.88	1.16	1.06	0.65	0.86	1.10	0.88	1.05	0.99	1.16	1.03	0.83	1.19	0.97
STD. ERR	0.02	0.09	0.06	0.07	0.10	0.09	0.05	0.07	0.09	0.07	0.09	0.08	0.10	0.08	0.07	0.10	0.08
Sigma	2514 100%	157 100%	157 100%	156 100%	156 100%	156 100%	156 100%	157 100%	157 100%	158 100%	156 100%	161 100%	157 100%	157 100%	159 100%	157 100%	157 100%

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.

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Q656_4_2. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?
4. Wrapping paper
2. made from recycled materials

Base: All Qualified Respondents

	Total	New and Imp-proved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
SUGGESTED (NET)	1754 70%	40 25%	135 86% bdeiklmp	113 72% bekmp	84 54% bk	145 93% bcdeghiklmop	127 81% beiklmop	127 81% beiklmop	102 65% bekmp	154 97% bcdeghiklmop	60 38% b	106 66% bekmp	75 48% b	150 96% bcdeghiklmop	108 68% bekmp	76 48% b	152 97% bcdeghiklmop
(4) Definitely Suggested	1144 46%	11 7%	74 47% beiklmp	72 46% beikmp	40 26% bk	131 84% bcdeghiklmop	70 45% beikmp	73 46% beikmp	48 31% bkm	137 87% bcdeghiklmop	21 13%	58 36% bekm	29 18% b	134 85% bcdeghiklmop	59 37% bekm	44 28% bkm	143 91% bcdeghiklmop
(3) Probably Suggested	610 24%	29 18% fnq	61 39% bdefjknpq	41 26% fjnq	44 28% bfjnq	14 9%	57 37% bfjknpq	54 34% bfjnpq	54 34% bfjnpq	17 11%	39 25% fjnq	48 30% bfjnq	46 29% bfjnq	16 10%	49 31% bfjnpq	32 20% fjnq	9 6%
NOT SUGGESTED (NET)	571 23% cdefghijklmnopq	94 60%	11 7% jnq	35 22% cfgjnq	59 38% cdfghjlnoq	7 4%	14 9% jnq	22 14% cfgjnq	49 31% cfgjnq	3 2%	60 38% cdfghjlnoq	42 26% cfghjnq	62 39% cdfghjlnoq	2 1%	41 26% cfghjnq	67 43% cdfghjlnoq	3 2%
(2) Probably Not Suggested	239 10% cdfghijlmnq	36 23%	5 3% q	21 13% cfghjnq	24 15% cfghjnq	3 2%	9 6% jnq	9 6% jnq	20 13% cfghjnq	1 1%	28 18% cfghjlnq	16 10% cfjnq	18 11% cfjnq	1 1%	23 14% cfghjnq	25 16% cfghjnq	-
(1) Definitely Not Suggested	332 13% cdefghijklnoq	58 37%	6 4%	14 9% fgjnq	35 22% cdfghjnoq	4 3%	5 3%	13 8% fjnq	29 18% cdfghjnq	2 1%	32 21% cdfghjnoq	26 16% cfghjnq	44 28% cdfghijlnoq	1 1%	18 11% cfgjnq	42 27% cdfghjlnoq	3 2%
Not sure	189 8% cdfhijnoq	23 15%	11 7% jq	8 5%	13 8% fjq	4 3%	15 10% fijnoq	8 5% j	6 4%	1 1%	36 23% cdefghijlmnopq	13 8% fjq	20 13% dfhijnq	5 3%	10 6% jq	14 9% fjnq	2 1%
MEAN	3.1	1.9	3.4 bdeiklmop	3.2 beikmp	2.6 b	3.8 bcdeghiklmop	3.4 bdeiklmop	3.3 beiklmop	2.8 bkm	3.8 bcdeghiklmop	2.4 b	2.9 bekmp	2.4 b	3.9 bcdeghiklmop	3.0 bekmp	2.5 b	3.9 bcdeghiklmop
STD. DEV	1.08	0.99	0.75	0.99	1.14	0.60	0.76	0.92	1.09	0.47	1.07	1.10	1.15	0.42	1.02	1.21	0.47
STD. ERR	0.02	0.09	0.06	0.08	0.10	0.05	0.06	0.08	0.09	0.04	0.10	0.09	0.10	0.03	0.08	0.10	0.04
Sigma	2514 100%	157 100%	157 100%	156 100%	156 100%	156 100%	156 100%	157 100%	157 100%	158 100%	156 100%	161 100%	157 100%	157 100%	159 100%	157 100%	157 100%

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.

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Q656_4_3. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

4. Wrapping paper
3. biodegradable

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	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
SUGGESTED (NET)	1343 53%	41 26%	126 80% bdefijklmnopq	96 62% befkmnp	72 46% b	75 48% b	135 87% bcdefhijklmnopq	111 71% befijklmnopq	91 58% bekmnp	93 59% bekmnp	63 40% b	82 51% bmp	61 39% b	71 45% b	83 52% bkmp	59 38% b	84 54% bkmp
(4) Definitely Suggested	518 21%	9 6%	59 38% bdefhijklmnopq	36 23% bfkmp	30 19% b	20 13% b	78 50% bcdefhijklmnopq	40 25% bfkmnp	32 20% bp	42 27% bfkmnop	19 12% b	30 19% b	21 13% b	25 16% b	27 17% b	19 12% b	31 20% b
(3) Probably Suggested	825 33%	32 20%	67 43% bekmnp	60 38% bemp	42 27%	55 35% b	57 37% bmp	71 45% bejklmnpq	59 38% bemp	51 32% b	44 28%	52 32% b	40 25%	46 29% b	56 35% b	40 25%	53 34% b
NOT SUGGESTED (NET)	867 34%	92 59% cdefghijklmnoq	17 11%	43 28% cg	65 42% cdgh	60 38% cdgh	8 5%	32 20% cg	55 35% cgh	53 34% cgh	60 38% cgh	60 37% cgh	69 44% cdgho	67 43% cdgh	52 33% cgh	75 48% cdghijo	59 38% cgh
(2) Probably Not Suggested	373 15%	34 22% cghm	7 4%	26 17% cg	23 15% cg	25 16% cg	7 4%	17 11% cg	22 14% cg	21 13% cg	27 17% cg	34 21% cghm	17 11% cg	33 21% cghm	30 19% cghm	23 15% cg	27 17% cg
(1) Definitely Not Suggested	494 20% cdfghijklnoq	58 37% cdfghijklnoq	10 6% g	17 11% g	42 27% cdghlo	35 22% cdgho	1 1%	15 10% g	33 21% cdgh	32 20% cdgh	33 21% cdgh	26 16% cg	52 33% cdfghijklnoq	34 22% cdgh	22 14% cg	52 33% cdfghijklnoq	32 20% cdgh
Not sure	304 12%	24 15% ij	14 9%	17 11%	19 12%	21 13%	13 8%	14 9%	11 7%	12 8%	33 21% cdeghijlnq	19 12%	27 17% cghijq	19 12%	24 15% ij	23 15% ij	14 9%
MEAN	2.6	1.9	3.2 bdefhijklmnopq	2.8 befkmnpq	2.4 b	2.4 b	3.5 bcdefhijklmnopq	3.0 befijklmnopq	2.6 bmp	2.7 befkmnp	2.4 b	2.6 bmp	2.2 b	2.4 b	2.7 bkmp	2.2 b	2.6 bmp
STD. DEV	1.07	0.98	0.83	0.95	1.14	1.03	0.63	0.91	1.07	1.11	1.05	1.02	1.14	1.05	0.98	1.11	1.06
STD. ERR	0.02	0.08	0.07	0.08	0.10	0.09	0.05	0.08	0.09	0.09	0.09	0.09	0.10	0.09	0.08	0.10	0.09
Sigma	2514 100%	157 100%	157 100%	156 100%	156 100%	156 100%	156 100%	157 100%	157 100%	158 100%	156 100%	161 100%	157 100%	157 100%	159 100%	157 100%	157 100%

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.

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Table 46

Q656_4_4. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

4. Wrapping paper
4. non-toxic

Base: All Qualified Respondents

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
SUGGESTED (NET)	965 38%	46 29%	107 68% bdefhijklmnopq	67 43% bkmnop	56 36%	51 33%	107 69% bdefhijklmnopq	66 42% bkmnop	63 40% bknop	65 41% bkmnop	42 27%	54 34%	47 30%	45 29%	47 30%	43 27%	59 38% k
(4) Definitely Suggested	362 14%	12 8%	52 33% bdefhijklmnopq	23 15% bkp	29 19% bklmop	18 12%	53 34% bdefhijklmnopq	26 17% bkmop	20 13% p	27 17% bklmop	10 6%	15 9%	13 8%	18 11%	14 9%	9 6%	23 15% bkp
(3) Probably Suggested	603 24%	34 22%	55 35% befjklmnopq	44 28% en	27 17%	33 21%	54 35% befjklmnopq	40 25%	43 27% en	38 24%	32 21%	39 24%	34 22%	27 17%	33 21%	34 22%	36 23%
NOT SUGGESTED (NET)	1179 47%	90 57% cdgh	31 20%	67 43% cg	79 51% cg	78 50% cg	31 20%	64 41% cg	74 47% cg	79 50% cg	77 49% cg	83 52% cg	85 54% cdgh	85 54% cdgh	86 54% cdgh	92 59% cdghi	78 50% cg
(2) Probably Not Suggested	489 19%	30 19% cg	16 10%	35 22% cg	29 19% cg	33 21% cg	15 10%	30 19% cg	33 21% cg	30 19% cg	37 24% cg	37 23% cg	26 17%	35 22% cg	37 24% cg	37 24% cg	29 18% cg
(1) Definitely Not Suggested	690 27%	60 38% cdghik	15 10%	32 21% cg	50 32% cdgh	45 29% cg	16 10%	34 22% cg	41 26% cg	49 31% cdg	40 26% cg	46 29% cg	59 38% cdghik	50 32% cdgh	49 31% cdg	55 35% cdgh	49 31% cdg
Not sure	370 15%	21 13%	19 12%	22 14%	21 13%	27 17% j	18 12%	27 17% j	20 13%	14 9%	37 24% bcdegijlpq	24 15%	25 16%	27 17% j	26 16%	22 14%	20 13%
MEAN	2.3	2.0	3.0 bdefhijklmnopq	2.4 bklmnop	2.3 bp	2.2	3.0 bdefhijklmnopq	2.4 bklmnop	2.3 bmp	2.3 bmp	2.1	2.2	2.0	2.1	2.1	2.0	2.2 bp
STD. DEV	1.09	1.03	0.97	1.04	1.17	1.07	0.98	1.09	1.05	1.13	0.97	1.02	1.05	1.07	1.02	0.97	1.11
STD. ERR	0.02	0.09	0.08	0.09	0.10	0.09	0.08	0.10	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.08	0.10
Sigma	2514 100%	157 100%	157 100%	156 100%	156 100%	156 100%	156 100%	157 100%	157 100%	158 100%	156 100%	161 100%	157 100%	157 100%	159 100%	157 100%	157 100%

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.

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Q656_4_5. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

4. Wrapping paper
5. compostable

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	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
SUGGESTED (NET)	1181 47%	38 24%	107 68% bdefhijklmnopq	86 55% befkmnp	63 40% b	62 40% b	117 75% bdefhijklmnopq	89 57% befkmnop	81 52% befkmp	84 53% befkmp	60 38% b	75 47% bmp	55 35% b	67 43% bp	71 45% bp	48 31%	78 50% bkmp
(4) Definitely Suggested	428 17%	11 7%	42 27% befklmnop	28 18% bkp	24 15% b	20 13%	53 34% bdefhijklmnopq	36 23% bfklmp	28 18% bkp	37 23% bfklmp	15 10%	21 13%	18 11%	25 16% b	24 15% b	15 10%	31 20% bkmp
(3) Probably Suggested	753 30%	27 17%	65 41% befjkmnopq	58 37% bemnp	39 25%	42 27% b	64 41% befjkmnopq	53 34% bmp	53 34% bmp	47 30% b	45 29% bp	54 34% bp	37 24%	42 27% b	47 30% b	33 21%	47 30% b
NOT SUGGESTED (NET)	952 38%	95 61% cdefghijklmnoq	31 20%	49 31% cg	68 44% cdgh	68 44% cdgh	19 12%	44 28% g	57 36% cg	60 38% cg	61 39% cgh	65 40% cgh	71 45% cdgh	64 41% cgh	62 39% cgh	81 52% cdghijkloq	57 36% cg
(2) Probably Not Suggested	433 17%	37 24% cghm	19 12%	26 17%	27 17% g	32 21% cg	15 10%	22 14%	24 15%	28 18% g	29 19% g	33 20% cg	20 13%	31 20% g	36 23% cghm	30 19% g	24 15%
(1) Definitely Not Suggested	519 21% cdefghijklnoq	58 37%	12 8% g	23 15% cg	41 26% cdgho	36 23% cgh	4 3%	22 14% g	33 21% cg	32 20% cg	32 21% cg	32 20% cg	51 32% cdghijklnoq	33 21% cg	26 16% cg	51 32% cdghijklnoq	33 21% cg
Not sure	381 15%	24 15%	19 12%	21 13%	25 16%	26 17% j	20 13%	24 15%	19 12%	14 9%	35 22% cdgijl	21 13%	31 20% j	26 17%	26 16%	28 18%	22 14%
MEAN	2.5	1.9	3.0 bdefhijklmnopq	2.7 befkmp	2.4 b	2.4 bp	3.2 bcdefhijklmnopq	2.8 befklmnop	2.6 bmp	2.6 befkmp	2.4 bp	2.5 bmp	2.2	2.5 bmp	2.5 bmp	2.1	2.6 bmp
STD. DEV	1.07	0.99	0.89	0.99	1.11	1.05	0.76	1.03	1.07	1.10	1.01	1.01	1.12	1.07	1.00	1.06	1.10
STD. ERR	0.02	0.09	0.08	0.09	0.10	0.09	0.06	0.09	0.09	0.09	0.09	0.09	0.10	0.09	0.09	0.09	0.09
Sigma	2514 100%	157 100%	157 100%	156 100%	156 100%	156 100%	156 100%	157 100%	157 100%	158 100%	156 100%	161 100%	157 100%	157 100%	159 100%	157 100%	157 100%

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.

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Table 48

Q656_4_6. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

4. Wrapping paper
6. made with renewable energy

Base: All Qualified Respondents

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
SUGGESTED (NET)	1243 49%	28 18%	99 63% bdfghjklnoq	71 46% bfjknoq	135 87% bcdfghjklnoq	46 29% b	80 51% bfjklnoq	72 46% bfjknoq	142 90% bcdfghjklnoq	54 34% b	50 32% b	58 36% b	137 87% bcdfghjklnoq	42 27%	47 30% b	139 89% bcdfghjklnoq	43 27% b
(4) Definitely Suggested	710 28%	5 3%	38 24% bfjklnoq	32 21% bfjklno	112 72% bcdfghjklnoq	14 9% b	24 15% bo	30 19% bfjkno	119 76% bcdfghjklnoq	14 9% b	14 9% b	19 12% b	116 74% bcdfghjklnoq	14 9% b	12 8%	121 77% bcdfghjklnoq	21 13% b
(3) Probably Suggested	533 21%	23 15%	61 39% bdefhijklmnopq	39 25% beimpq	23 15%	32 21% p	56 36% bdefijklmnopq	42 27% beimpq	23 15%	35 22% mpq	36 23% mpq	39 24% beimpq	21 13%	28 18%	35 22% mp	18 11%	22 14%
NOT SUGGESTED (NET)	908 36%	105 67% cdefghijklmopq	33 21% eim	64 41% cegimp	10 6%	80 51% ceghimp	46 29% eim	63 40% cegimp	6 4%	88 56% cdeghimp	70 45% cegimp	75 47% cegimp	7 4%	91 58% cdeghiklmp	80 50% cegimp	6 4%	84 54% cdeghimp
(2) Probably Not Suggested	419 17%	39 25% ceimp	22 14% eimp	39 25% ceimp	7 4%	32 21% eimp	25 16% eimp	29 18% eimp	3 2%	30 19% eimp	33 21% eimp	36 22% eimp	5 3%	36 23% ceimp	42 26% cegimp	2 1%	39 25% ceimp
(1) Definitely Not Suggested	489 19%	66 42% cdefghiklmopq	11 7% eim	25 16% ceimp	3 2%	48 31% cdegimp	21 13% eimp	34 22% ceimp	3 2%	58 37% cdeghiklmop	37 24% cegimp	39 24% cegimp	2 1%	55 35% cdeghiklmop	38 24% cegimp	4 3%	45 29% cdegimp
Not sure	363 14%	24 15% eip	25 16% eimp	21 13% i	11 7%	30 19% eijmp	30 19% eijmp	22 14% ei	9 6%	16 10%	36 23% dehijmp	28 17% eimp	13 8%	24 15% eip	32 20% eijmp	12 8%	30 19% eijmp
MEAN	2.7	1.8	3.0 bdfghjklnoq	2.6 bfjklnoq	3.7 bcdfghjklnoq	2.1 b	2.7 bfjklnoq	2.5 bfjknoq	3.7 bcdfghjklnoq	2.1 b	2.2 b	2.3 bn	3.7 bcdfghjklnoq	2.0 b	2.2 b	3.8 bcdfghjklnoq	2.1 b
STD. DEV	1.15	0.87	0.89	1.05	0.66	1.04	0.97	1.10	0.60	1.09	1.02	1.04	0.59	1.03	0.97	0.61	1.08
STD. ERR	0.02	0.08	0.08	0.09	0.06	0.09	0.09	0.09	0.05	0.09	0.09	0.09	0.05	0.09	0.09	0.05	0.10
Sigma	2514 100%	157 100%	157 100%	156 100%	156 100%	156 100%	156 100%	157 100%	157 100%	158 100%	156 100%	161 100%	157 100%	157 100%	159 100%	157 100%	157 100%

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.

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Table 49

Q656_4_7. Suppose you see a product advertised or labeled as .... Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?
4. Wrapping paper
7. made with renewable materials

Base: All Qualified Respondents

	Total	New and Im-proved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
SUGGESTED (NET)	1666 66%	37 24%	122 78% befijkmnpq	145 93% bcefgijkmnpq	86 55% b	97 62% bkp	113 72% bekmnpq	147 94% bcefgijkmnpq	103 66% bkp	102 65% bkp	74 47% b	147 91% bcefgijkmnpq	88 56% b	91 58% b	139 87% bcefgijkmnpq	79 50% b	96 61% bk
(4) Definitely Suggested	1010 40%	9 6%	60 38% befk	123 79% bcefgijkmnpq	38 24% b	39 25% b	54 35% bek	115 73% bcefgijkmnpq	46 29% b	51 32% b	36 23% b	121 75% bcefgijkmnpq	44 28% b	54 34% bk	114 72% bcefgijkmnpq	45 29% b	61 39% befkm
(3) Probably Suggested	656 26%	28 18%	62 39% bdhklmnopq	22 14%	48 31% bdhklnopq	58 37% bdhklnopq	59 38% bdhklnopq	32 20%	57 36% bdhklnopq	51 32% bdhlopq	38 24% d	26 16%	44 28% bdlo	37 24% d	25 16%	34 22%	35 22%
NOT SUGGESTED (NET)	622 25%	97 62% cdefghijklmnopq	14 9%	6 4%	52 33% cdghlo	41 26% cdghlo	22 14% dhl	7 4%	48 31% cdghlo	47 30% cdghlo	55 35% cdghlo	7 4%	50 32% cdghlo	49 31% cdghlo	13 8%	66 42% cdfghijlnoq	48 31% cdghlo
(2) Probably Not Suggested	288 11%	35 22% cdefghilmo	6 4%	3 2%	21 13% cdhlo	19 12% cdhlo	17 11% cdhl	5 3%	21 13% cdhlo	27 17% cdhlmo	29 19% cdhlmo	3 2%	11 7% dl	29 18% cdhlmo	9 6%	25 16% cdhlmo	28 18% cdhlmo
(1) Definitely Not Suggested	334 13%	62 39% cdefghijklmnopq	8 5%	3 2%	31 20% cdghlo	22 14% cdghlo	5 3%	2 1%	27 17% cdghlo	20 13% cdghlo	26 17% cdghlo	4 2%	39 25% cdfghjklnoq	20 13% cdghlo	4 3%	41 26% cdfghjklnoq	20 13% cdghlo
Not sure	226 9%	23 15% dhijlop	21 13% dhijlo	5 3%	18 12% dhilo	18 12% dhilo	21 13% dhijlo	3 2%	6 4%	9 6% dhijlopq	7 4%	27 17% dhijlopq	7 4%	19 12% dhijlo	17 11% dhilo	7 4%	12 8% h	13 8% h
MEAN	3.0	1.9	3.3 befijkmnpq	3.8 bcefgijkmnpq	2.7 b	2.8 b	3.2 befijkmnpq	3.7 bcefgijkmnpq	2.8 b	2.9 bp	2.7 b	3.7 bcefgijkmnpq	2.7 b	2.9 bp	3.6 bcefgijkmnpq	2.6 b	3.0 bekmp
STD. DEV	1.07	0.97	0.80	0.59	1.11	1.02	0.80	0.60	1.06	1.03	1.09	0.63	1.20	1.08	0.71	1.20	1.09
STD. ERR	0.02	0.08	0.07	0.05	0.09	0.09	0.07	0.05	0.09	0.08	0.10	0.05	0.10	0.09	0.06	0.10	0.09
Sigma	2514 100%	157 100%	157 100%	156 100%	156 100%	156 100%	156 100%	157 100%	157 100%	158 100%	156 100%	161 100%	157 100%	157 100%	159 100%	157 100%	157 100%

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.

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Table 50

Q660_1. Thinking again about a product advertised or labeled as ..., 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 product?

1. All Products

Base: All Qualified Respondents

	Total	New and Im-proved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
STATEMENT SUGGESTS SOMETHING ABOUT NEGATIVE ENVIRONMENTAL IMPACT (NET)	4671 62%	67 14%	364 77% bdefijklmnopq	336 71% beklmnopq	304 65% bkp	312 67% bkp	364 77% bdefijklmnopq	346 73% befiklmnopq	312 66% bkp	325 69% bklmnopq	205 43% b	294 62% bk	292 62% bk	289 61% bk	297 63% bk	271 58% bk	293 62% bk
The statement suggests or implies that there is no negative environmental impact from this product.	1552 21%	32 7%	160 34% bdefhijklmnopq	130 28% bfiklmnopq	107 23% bkmnpq	87 19% b	161 34% bdefhijklmnopq	131 28% bfiklmnopq	99 21% bkmnq	109 23% bkmnopq	66 14% b	85 18% b	74 16% b	74 16% b	84 18% b	82 17% b	71 15% b
The statement suggests or implies that this product causes less negative environmental impact than other products, but may still cause some negative impact to the environment.	3119 41%	35 7%	204 43% bk	206 44% bk	197 42% bk	225 48% bkp	203 43% bk	215 46% bk	213 45% bk	216 46% bk	139 29% b	209 44% bk	218 46% bk	215 45% bk	213 45% bk	189 40% bk	222 47% bkp
The statement does not suggest or imply anything about the negative environmental impact from this product or how it may compare to other kinds of products.	2091 28%	349 74% cdefghijklmnopq	71 15%	100 21% cg	110 23% cg	114 24% cg	69 15%	96 20% cg	113 24% cg	100 21% cg	166 35% cdefghijlmo	120 25% cg	111 24% cg	149 31% cdefghijlm	131 28% cdghj	152 32% cdefghijlm	140 30% cdeghjm
Other	156 2%	15 3% cdgq	6 1%	6 1%	16 3% cdgq	8 2%	6 1%	9 2%	11 2%	7 1%	19 4% cdfgjnpq	9 2%	12 3%	8 2%	12 3%	7 1%	5 1%
Not sure	636 8%	42 9% h	30 6%	28 6%	41 9% h	34 7%	33 7%	20 4%	35 7% h	41 9% bcdefghijlmnopq	84 18% cdghn	51 11% cdfghinoq	57 12%	29 6%	35 7% h	41 9% h	35 7% h
Sigma	7554 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.

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Q660_2. Thinking again about a product advertised or labeled as ..., 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 product?

2. Kitchen flooring

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	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
STATEMENT SUGGESTS SOMETHING ABOUT NEGATIVE ENVIRONMENTAL IMPACT (NET)	1504 60%	24 15%	123 78% bfijklmnopq	110 70% bknopq	111 70% bknopq	102 65% bknp	120 76% bfijklmnopq	108 69% bknopq	102 65% bknp	101 64% bk	70 45%	93 60% bk	95 60% bk	85 54% b	88 56% bk	84 53% b	88 55% b
The statement suggests or implies that there is no negative environmental impact from this product.	489 19%	10 6%	48 30% bfijklmnopq	39 25% bknopq	43 27% bklmnopq	32 21% bn	51 32% bfijklmnopq	43 27% bklmnopq	32 20% bn	32 20% bn	22 14% b	27 17% b	26 16% b	18 11%	22 14% b	24 15% b	20 13%
The statement suggests or implies that this product causes less negative environmental impact than other products, but may still cause some negative impact to the environment.	1015 40%	14 9%	75 47% bk	71 45% bk	68 43% bk	70 45% bk	69 44% bk	65 41% bk	70 45% bk	69 44% bk	48 31% b	66 42% bk	69 44% bk	67 42% bk	66 42% bk	60 38% b	68 43% bk
The statement does not suggest or imply anything about the negative environmental impact from this product or how it may compare to other kinds of products.	736 29%	121 76% cdefghijklmnopq	18 11%	39 25% cg	27 17%	43 28% ceg	22 14%	39 25% cg	39 25% cg	40 25% cg	55 35% cdeghim	40 26% cg	37 23% cg	60 38% cdeghijlm	50 32% ceg	51 32% ceg	55 34% cegm
Other	57 2%	4 3%	4 3%	2 1%	4 3%	1 1%	3 2%	4 3%	4 3%	2 1%	6 4%	2 1%	4 3%	3 2%	8 5% f	4 3%	2 1%
Not sure	227 9%	10 6%	13 8%	6 4%	17 11% dh	10 6%	13 8%	6 4%	12 8%	15 9%	26 17% bcdfghino	21 13% bdfhn	22 14% bdfhn	10 6%	12 8%	19 12% dh	15 9% dh
Sigma	2524 100%	159 100%	158 100%	157 100%	159 100%	156 100%	158 100%	157 100%	157 100%	158 100%	157 100%	156 100%	158 100%	158 100%	158 100%	158 100%	160 100%

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.

Q660_3. Thinking again about a product advertised or labeled as ..., 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 product?

3. A laundry basket

Base: All Qualified Respondents

	Total	New and Imp- roved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
STATEMENT SUGGESTS SOMETHING ABOUT NEGATIVE ENVIRONMENTAL IMPACT (NET)	1563 62%	20 13%	119 76% beijklmnopq	111 71% bkp	99 63% bk	111 71% bkp	121 77% beijklmnopq	116 74% beklp	101 64% bk	103 66% bk	66 41% b	98 62% bk	100 64% bk	103 64% bk	104 66% bk	90 58% bk	101 65% bk
The statement suggests or implies that there is no negative environmental impact from this product.	506 20%	8 5%	54 35% befhijklmnopq	41 26% bfkmq	34 22% bk	25 16% b	57 36% befhijklmnopq	38 24% bkmq	32 20% b	37 24% bkmq	21 13% b	30 19% b	23 15% b	29 18% b	28 18% b	27 17% b	22 14% b
The statement suggests or implies that this product causes less negative environmental impact than other products, but may still cause some negative impact to the environment.	1057 42%	12 8%	65 42% bk	70 45% bk	65 42% bk	86 55% bcegijklp	64 41% bk	78 50% bk	69 44% bk	66 42% bk	45 28% b	68 43% bk	77 49% bk	74 46% bk	76 48% bk	63 40% bk	79 51% bk
The statement does not suggest or imply anything about the negative environmental impact from this product or how it may compare to other kinds of products.	698 28%	121 77% cdefghijklmnopq	27 17%	32 20%	37 24%	33 21%	29 18%	30 19%	38 24%	36 23%	56 35% cdefghijm	42 27% c	38 24%	43 27% c	43 27% c	51 33% cdfgh	42 27% c
Other	47 2%	7 4% cgnpq	- -	2 1%	8 5% cgnpq	3 2%	1 1%	3 2%	4 3% c	3 2%	4 3% c	3 2%	4 3% c	1 1%	2 1%	1 1%	1 1%
Not sure	208 8%	9 6%	10 6%	12 8%	12 8%	9 6%	7 4%	8 5%	14 9%	15 10%	35 22% bcdefghijlmnopq	14 9%	15 10%	13 8%	9 6%	14 9%	12 8%
Sigma	2516 100%	157 100%	156 100%	157 100%	156 100%	156 100%	158 100%	157 100%	157 100%	157 100%	161 100%	157 100%	157 100%	160 100%	158 100%	156 100%	156 100%

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.

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Q660_4. Thinking again about a product advertised or labeled as ..., 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 product?

4. Wrapping paper

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	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
STATEMENT SUGGESTS SOMETHING ABOUT NEGATIVE ENVIRONMENTAL IMPACT (NET)	1604 64%	23 15%	122 78% befklmnopq	115 74% bekmp	94 60% bk	99 63% bk	123 79% befklmnopq	122 78% befklmnopq	109 69% bk	121 77% befklmnopq	69 44% b	103 64% bk	97 62% bk	101 64% bk	105 66% bk	97 62% bk	104 66% bk
The statement suggests or implies that there is no negative environmental impact from this product.	557 22%	14 9%	58 37% befijklmnopq	50 32% befklmnopq	30 19% b	30 19% b	53 34% befklmnopq	50 32% befklmnopq	35 22% b	40 25% bkm	23 15%	28 17% b	25 16%	27 17% b	34 21% b	31 20% b	29 18% b
The statement suggests or implies that this product causes less negative environmental impact than other products, but may still cause some negative impact to the environment.	1047 42%	9 6%	64 41% bk	65 42% bk	64 41% bk	69 44% bk	70 45% bk	72 46% bk	74 47% bk	81 51% bk	46 29% b	75 47% bk	72 46% bk	74 47% bk	71 45% bk	66 42% bk	75 48% bk
The statement does not suggest or imply anything about the negative environmental impact from this product or how it may compare to other kinds of products.	657 26% cdefghijklmnopq	107 68% cdefghijklmnopq	26 17%	29 19%	46 29% cdghj	38 24% gj	18 12%	27 17%	36 23% g	24 15%	55 35% cdfghijklmo	38 24% g	36 23% g	46 29% cdghj	38 24% g	50 32% cdghj	43 27% cghj
Other	52 2%	4 3%	2 1%	2 1%	4 3%	4 3%	2 1%	2 1%	3 2%	2 1%	9 6% cdghjopq	4 2%	4 3%	4 3%	2 1%	2 1%	2 1%
Not sure	201 8%	23 15% cdhijnpq	7 4%	10 6%	12 8%	15 10% hn	13 8%	6 4%	9 6%	11 7%	23 15% cdehijnpq	16 10% hn	20 13% chinpq	6 4%	14 9%	8 5%	8 5%
Sigma	2514 100%	157 100%	157 100%	156 100%	156 100%	156 100%	156 100%	157 100%	157 100%	158 100%	156 100%	161 100%	157 100%	157 100%	159 100%	157 100%	157 100%

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.

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Q665_1. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact or less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product?

1. All Products

Base: Respondents Who Think Claim Implies Something About Negative Environmental Impact

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	4671	67*	364	336	304	312	364	346	312	325	205	294	292	289	297	271	293
Weighted Base	4671	67*	364	336	304	312	364	346	312	325	205	294	292	289	297	271	293
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	2675 57%	40 60%	218 60% o	190 57%	172 57%	166 53%	194 53%	194 56%	181 58%	177 54%	121 59%	166 56%	181 62% fgo	175 61% o	151 51%	179 66% defghijlo	170 58%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	949 20%	17 25% o	94 26% efloq	79 24% lo	54 18%	58 19%	83 23% o	70 20% o	62 20% o	64 20% o	43 21% o	50 17%	68 23% o	59 20% o	39 13%	55 20% o	54 18%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	1726 37%	23 34%	124 34%	111 33%	118 39% g	108 35%	111 30%	124 36%	119 38% g	113 35%	78 38%	116 39% g	113 39% g	116 40% g	112 38%	124 46% cdfghj	116 40% g
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	1632 35%	19 28%	121 33% p	119 35% p	108 36% p	120 38% mp	142 39% mp	123 36% p	109 35% p	118 36% p	65 32%	116 39% mp	86 29%	92 32%	124 42% bckmnp	67 25%	103 35% p
Other	78 2%	1 1%	4 1%	8 2%	6 2%	7 2%	5 1%	8 2%	4 1%	4 1%	1 *	2 1%	6 2%	6 2%	6 2%	7 3%	3 1%
Not sure	286 6%	7 10% l	21 6%	19 6%	18 6%	19 6%	23 6%	21 6%	18 6%	26 8% l	18 9% l	10 3%	19 7%	16 6%	16 5%	18 7%	17 6%
Sigma	4671 100%	67 100%	364 100%	336 100%	304 100%	312 100%	364 100%	346 100%	312 100%	325 100%	205 100%	294 100%	292 100%	289 100%	297 100%	271 100%	293 100%

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

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Q665_2. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact or less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product?

2. Kitchen flooring

Base: Respondents Who Think Claim Implies Something About Negative Environmental Impact

	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	1504	24**	123	110	111	102	120	108	102	101	70*	93*	95*	85*	88*	84*	88*
Weighted Base	1504	24**	123	110	111	102	120	108	102	101	70*	93*	95*	85*	88*	84*	88*
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	888 59%	13 54%	80 65% ef	66 60%	58 52%	52 51%	68 57%	67 62%	58 57%	55 54%	47 67% f	50 54%	63 66% ef	55 65%	50 57%	57 68% ef	49 56%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	306 20%	7 29%	35 28% efklo	26 24% l	19 17%	15 15%	28 23% l	23 21%	19 19%	22 22%	11 16%	11 12%	20 21%	18 21%	13 15%	21 25% l	18 20%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	582 39%	6 25%	45 37%	40 36%	39 35%	37 36%	40 33%	44 41%	39 38%	33 33%	36 51% cdegjq	39 42%	43 45%	37 44%	37 42%	36 43%	31 35%
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	501 33%	10 42%	34 28%	36 33%	43 39% kp	40 39% kp	40 33%	32 30%	37 36% p	36 36%	17 24%	39 42% ckmp	25 26%	27 32%	32 36%	19 23%	34 39% p
Other	26 2%	-	1 1%	3 3%	2 2%	3 3%	1 1%	5 5% nq	2 2%	2 2%	-	1 1%	1 1%	-	2 2%	3 4%	-
Not sure	89 6%	1 4%	8 7%	5 5%	8 7%	7 7%	11 9%	4 4%	5 5%	8 8%	6 9%	3 3%	6 6%	3 4%	4 5%	5 6%	5 6%
Sigma	1504 100%	24 100%	123 100%	110 100%	111 100%	102 100%	120 100%	108 100%	102 100%	101 100%	70 100%	93 100%	95 100%	85 100%	88 100%	84 100%	88 100%

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

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Q665_3. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact or less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product?

3. A laundry basket

Base: Respondents Who Think Claim Implies Something About Negative Environmental Impact

	Total	New and Imp- roved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1563	20**	119	111	99*	111	121	116	101	103	66*	98*	100	103	104	90*	101
Weighted Base	1563	20**	119	111	99*	111	121	116	101	103	66*	98*	100	103	104	90*	101
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	899 58%	13 65%	72 61%	62 56%	56 57%	59 53%	72 60%	71 61%	65 64%	55 53%	35 53%	53 54%	58 58%	53 51%	53 51%	59 66% no	63 62%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	340 22%	4 20%	34 29% eo	30 27%	17 17%	25 23%	33 27%	22 19%	21 21%	22 21%	16 24%	19 19%	24 24%	21 20%	17 16%	16 18%	19 19%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	559 36%	9 45%	38 32%	32 29%	39 39%	34 31%	39 32%	49 42% d	44 44% d	33 32%	19 29%	34 35%	34 34%	32 31%	36 35%	43 48% cdfgjkn	44 44% d
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	544 35%	5 25%	40 34%	41 37%	34 34%	45 41% ip	42 35%	38 33%	26 26%	41 40% ip	26 39% p	41 42% ip	32 32%	41 40% ip	41 39% ip	22 24%	29 29%
Other	27 2%	- -	3 3%	1 1%	2 2%	2 2%	1 1%	1 1%	2 2%	1 1%	1 2%	- -	3 3%	3 3%	3 3%	2 2%	2 2%
Not sure	93 6%	2 10%	4 3%	7 6%	7 7%	5 5%	6 5%	6 5%	8 8%	6 6%	4 6%	4 4%	7 7%	6 6%	7 7%	7 8%	7 7%
Sigma	1563 100%	20 100%	119 100%	111 100%	99 100%	111 100%	121 100%	116 100%	101 100%	103 100%	66 100%	98 100%	100 100%	103 100%	104 100%	90 100%	101 100%

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

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Table 57

Q665_4. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact or less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product?

4. Wrapping paper

Base: Respondents Who Think Claim Implies Something About Negative Environmental Impact

	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	1604	23**	122	115	94*	99*	123	122	109	121	69*	103	97*	101	105	97*	104
Weighted Base	1604	23**	122	115	94*	99*	123	122	109	121	69*	103	97*	101	105	97*	104
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	888 55%	14 61%	66 54%	62 54%	58 62% gho	55 56%	54 44%	56 46%	58 53%	67 55%	39 57%	63 61% gho	60 62% gho	67 66% gho	48 46%	63 65% gho	58 56%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	303 19%	6 26%	25 20% o	23 20% o	18 19% o	18 18% o	22 18% o	25 20% o	22 20% o	20 17%	16 23% o	20 19% o	24 25% o	20 20% o	9 9%	18 19% o	17 16%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	585 36%	8 35%	41 34%	39 34%	40 43% gh	37 37%	32 26%	31 25%	36 33%	47 39% gh	23 33%	43 42% gh	36 37%	47 47% ghi	39 37%	45 46% gh	41 39% gh
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	587 37%	4 17%	47 39% n	42 37% n	31 33%	35 35%	60 49% efjklmnp	53 43% mnp	46 42% np	41 34%	22 32%	36 35%	29 30%	24 24%	51 49% ejklmnp	26 27%	40 38% n
Other	25 2%	1 4%	- -	4 3% c	2 2%	2 2%	3 2%	2 2%	-	1 1%	-	1 1%	2 2%	3 3%	1 1%	2 2%	1 1%
Not sure	104 6%	4 17%	9 7%	7 6%	3 3%	7 7%	6 5%	11 9%	5 5%	12 10% l	8 12% el	3 3%	6 6%	7 7%	5 5%	6 6%	5 5%
Sigma	1604 100%	23 100%	122 100%	115 100%	94 100%	99 100%	123 100%	122 100%	109 100%	121 100%	69 100%	103 100%	97 100%	101 100%	105 100%	97 100%	104 100%

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

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Table 58

Q665_1. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact, how were you thinking about the negative environmental impact that may result from this product?

1. All Products

Base: Respondents Who Think Claim Implies There Is No Environmental Impact From Product

	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	1552	32*	160	130	107	87*	161	131	99*	109	66*	85*	74*	74*	84*	82*	71*
Weighted Base	1552	32*	160	130	107	87*	161	131	99*	109	66*	85*	74*	74*	84*	82*	71*
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	728 47%	19 59% e	87 54% ef	59 45%	42 39%	35 40%	79 49%	65 50%	44 44%	48 44%	27 41%	36 42%	35 47%	41 55% e	36 43%	43 52%	32 45%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	374 24%	13 41% efkopq	47 29% efko	34 26%	17 16%	14 16%	46 29% efo	33 25%	27 27% e	26 24%	11 17%	19 22%	19 26%	22 30% efo	13 15%	18 22%	15 21%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	354 23%	6 19%	40 25%	25 19%	25 23%	21 24%	33 20%	32 24%	17 17%	22 20%	16 24%	17 20%	16 22%	19 26%	23 27%	25 30% i	17 24%
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	624 40%	7 22%	60 38%	55 42% b	52 49% bmnp	38 44% b	67 42% b	48 37%	44 44% b	46 42% b	26 39%	42 49% bmnp	23 31%	23 31%	41 49% bmnp	26 32%	26 37%
Other	36 2%	1 3%	3 2%	7 5% o	2 2%	3 3%	3 2%	2 2%	1 1%	1 1%	1 2%	1 1%	3 4%	2 3%	-	5 6% jo	1 1%
Not sure	164 11%	5 16%	10 6%	9 7%	11 10%	11 13%	12 7%	16 12%	10 10%	14 13%	12 18% cdgl	6 7%	13 18% cdgl	8 11%	7 8%	8 10%	12 17% cdg
Sigma	1552 100%	32 100%	160 100%	130 100%	107 100%	87 100%	161 100%	131 100%	99 100%	109 100%	66 100%	85 100%	74 100%	74 100%	84 100%	82 100%	71 100%

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

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Q665_2. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact, how were you thinking about the negative environmental impact that may result from this product?

2. Kitchen flooring

Base: Respondents Who Think Claim Implies There Is No Environmental Impact From Product

	Total	New and Imp-proved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	489	10**	48*	39*	43*	32*	51*	43*	32*	32*	22**	27**	26**	18**	22**	24**	20**
Weighted Base	489	10**	48*	39*	43*	32*	51*	43*	32*	32*	22**	27**	26**	18**	22**	24**	20**
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	240 49%	7 70%	33 69% defj	14 36%	16 37%	10 31%	33 65% defj	27 63% defj	15 47%	12 38%	8 36%	11 41%	14 54%	8 44%	12 55%	11 46%	9 45%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	117 24%	5 50%	19 40% ef	8 21%	5 12%	3 9%	19 37% ef	12 28%	10 31% ef	7 22%	-	3 11%	8 31%	3 17%	6 27%	5 21%	4 20%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	123 25%	2 20%	14 29%	6 15%	11 26%	7 22%	14 27%	15 35% d	5 16%	5 16%	8 36%	8 30%	6 23%	5 28%	6 27%	6 25%	5 25%
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	182 37%	3 30%	11 23%	19 49% cgh	22 51% cgh	14 44%	13 25%	11 26%	14 44%	15 47% cg	9 41%	15 56%	9 35%	7 39%	7 32%	6 25%	7 35%
Other	10 2%	-	-	2 5%	1 2%	1 3%	-	1 2%	-	1 3%	-	-	1 4%	-	-	3 13%	-
Not sure	57 12%	-	4 8%	4 10%	4 9%	7 22%	5 10%	4 9%	3 9%	4 13%	5 23%	1 4%	2 8%	3 17%	3 14%	4 17%	4 20%
Sigma	489 100%	10 100%	48 100%	39 100%	43 100%	32 100%	51 100%	43 100%	32 100%	32 100%	22 100%	27 100%	26 100%	18 100%	22 100%	24 100%	20 100%

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

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Q665_3. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact, how were you thinking about the negative environmental impact that may result from this product?

3. A laundry basket

Base: Respondents Who Think Claim Implies There Is No Environmental Impact From Product

	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	506	8**	54*	41*	34*	25**	57*	38*	32*	37*	21**	30*	23**	29**	28**	27**	22**
Weighted Base	506	8**	54*	41*	34*	25**	57*	38*	32*	37*	21**	30*	23**	29**	28**	27**	22**
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	239 47%	4 50%	26 48%	21 51%	13 38%	12 48%	27 47%	21 55%	14 44%	21 57%	8 38%	10 33%	9 39%	16 55%	14 50%	13 48%	10 45%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	132 26%	3 38%	16 30%	14 34%	5 15%	6 24%	18 32%	11 29%	7 22%	10 27%	5 24%	7 23%	6 26%	12 41%	3 11%	5 19%	4 18%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	107 21%	1 13%	10 19%	7 17%	8 24%	6 24%	9 16%	10 26%	7 22%	11 30%	3 14%	3 10%	3 13%	4 14%	11 39%	8 30%	6 27%
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	206 41%	2 25%	23 43%	17 41%	15 44%	12 48%	25 44%	14 37%	13 41%	12 32%	10 48%	18 60% j	6 26%	9 31%	12 43%	11 41%	7 32%
Other	12 2%	- -	3 6%	1 2%	- -	- -	1 2%	- -	1 3%	- -	1 5%	- -	1 4%	1 3%	- -	2 7%	1 5%
Not sure	49 10%	2 25%	2 4%	2 5%	6 18% c	1 4%	4 7%	3 8%	4 13%	4 11%	2 10%	2 7%	7 30%	3 10%	2 7%	1 4%	4 18%
Sigma	506 100%	8 100%	54 100%	41 100%	34 100%	25 100%	57 100%	38 100%	32 100%	37 100%	21 100%	30 100%	23 100%	29 100%	28 100%	27 100%	22 100%

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

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Q665_4. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact, how were you thinking about the negative environmental impact that may result from this product?

4. Wrapping paper

Base: Respondents Who Think Claim Implies There Is No Environmental Impact From Product

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	557	14**	58*	50*	30*	30*	53*	50*	35*	40*	23**	28**	25**	27**	34*	31*	29**
Weighted Base	557	14**	58*	50*	30*	30*	53*	50*	35*	40*	23**	28**	25**	27**	34*	31*	29**
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	249 45%	8 57%	28 48%	24 48%	13 43%	13 43%	19 36%	17 34%	15 43%	15 38%	11 48%	15 54%	12 48%	17 63%	10 29%	19 61% gho	13 45%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	125 22%	5 36%	12 21%	12 24%	7 23%	5 17%	9 17%	10 20%	10 29%	9 23%	6 26%	9 32%	5 20%	7 26%	4 12%	8 26%	7 24%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	124 22%	3 21%	16 28%	12 24%	6 20%	8 27%	10 19%	7 14%	5 14%	6 15%	5 22%	6 21%	7 28%	10 37%	6 18%	11 35% h	6 21%
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	236 42%	2 14%	26 45%	19 38%	15 50%	12 40%	29 55% p	23 46%	17 49%	19 48%	7 30%	9 32%	8 32%	7 26%	22 65% dp	9 29%	12 41%
Other	14 3%	1 7%	- -	4 8% c	1 3%	2 7%	2 4%	1 2%	- -	- -	- -	1 4%	1 4%	1 4%	- -	- -	- -
Not sure	58 10%	3 21%	4 7%	3 6%	1 3%	3 10%	3 6%	9 18%	3 9%	6 15%	5 22%	3 11%	4 16%	2 7%	2 6%	3 10%	4 14%
Sigma	557 100%	14 100%	58 100%	50 100%	30 100%	30 100%	53 100%	50 100%	35 100%	40 100%	23 100%	28 100%	25 100%	27 100%	34 100%	31 100%	29 100%

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

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Table 62

Q665_1. When you indicated that the statement ... suggests or implies that the product has less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product?

1. All Products

Base: Respondents Who Think Claim Implies Product Causes Less Environmental Impact Than Other Products

	Total	New and Imp-proved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3119	35*	204	206	197	225	203	215	213	216	139	209	218	215	213	189	222
Weighted Base	3119	35*	204	206	197	225	203	215	213	216	139	209	218	215	213	189	222
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	1947 62%	21 60%	131 64% o	131 64% o	130 66% o	131 58%	115 57%	129 60%	137 64% o	129 60%	94 68% go	130 62%	146 67% go	134 62%	115 54%	136 72% fghjlnoq	138 62%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	575 18%	4 11%	47 23% lo	45 22% o	37 19%	44 20% o	37 18%	37 17%	35 16%	38 18%	32 23% o	31 15%	49 22% lo	37 17%	26 12%	37 20% o	39 18%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	1372 44%	17 49%	84 41%	86 42%	93 47%	87 39%	78 38%	92 43%	102 48%	91 42%	62 45%	99 47%	97 44%	97 45%	89 42%	99 52% cdfgjo	99 45%
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	1008 32%	12 34%	61 30%	64 31% p	56 28%	82 36% p	75 37% p	75 35% p	65 31%	72 33% p	39 28%	74 35% p	63 29%	69 32% p	83 39% ekmp	41 22%	77 35% p
Other	42 1%	- -	1 *	1 *	4 2%	4 2%	2 1%	6 3% k	3 1%	3 1%	- -	1 *	3 1%	4 2%	6 3% k	2 1%	2 1%
Not sure	122 4%	2 6%	11 5%	10 5%	7 4%	8 4%	11 5%	5 2%	8 4%	12 6% l	6 4%	4 2%	6 3%	8 4%	9 4%	10 5%	5 2%
Sigma	3119 100%	35 100%	204 100%	206 100%	197 100%	225 100%	203 100%	215 100%	213 100%	216 100%	139 100%	209 100%	218 100%	215 100%	213 100%	189 100%	222 100%

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

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Q665_2. When you indicated that the statement ... suggests or implies that the product has less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product?

2. Kitchen flooring

Base: Respondents Who Think Claim Implies Product Causes Less Environmental Impact Than Other Products

	Total	New and Im-proved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1015	14**	75*	71*	68*	70*	69*	65*	70*	69*	48*	66*	69*	67*	66*	60*	68*
Weighted Base	1015	14**	75*	71*	68*	70*	69*	65*	70*	69*	48*	66*	69*	67*	66*	60*	68*
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	648 64%	6 43%	47 63%	52 73% g	42 62%	42 60%	35 51%	40 62%	43 61%	43 62%	39 81% cefghijloq	39 59%	49 71% g	47 70% g	38 58%	46 77% fgloq	40 59%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	189 19%	2 14%	16 21%	18 25% o	14 21%	12 17%	9 13%	11 17%	9 13%	15 22%	11 23%	8 12%	12 17%	15 22%	7 11%	16 27% ilo	14 21%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	459 45%	4 29%	31 41%	34 48%	28 41%	30 43%	26 38%	29 45%	34 49%	28 41%	28 58% gq	31 47%	37 54%	32 48%	31 47%	30 50%	26 38%
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	319 31%	7 50%	23 31%	17 24%	21 31%	26 37% k	27 39% kmp	21 32%	23 33%	21 30%	8 17%	24 36% k	16 23%	20 30%	25 38% k	13 22%	27 40% dkmp
Other	16 2%	-	1 1%	1 1%	1 1%	2 3%	1 1%	4 6% mnq	2 3%	1 1%	-	1 2%	-	-	2 3%	-	-
Not sure	32 3%	1 7%	4 5%	1 1%	4 6% fn	-	6 9% fhn	-	2 3%	4 6% fn	1 2%	2 3%	4 6% fn	-	1 2%	1 2%	1 1%
Sigma	1015 100%	14 100%	75 100%	71 100%	68 100%	70 100%	69 100%	65 100%	70 100%	69 100%	48 100%	66 100%	69 100%	67 100%	66 100%	60 100%	68 100%

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

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Q665_3. When you indicated that the statement ... suggests or implies that the product has less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product?

3. A laundry basket

Base: Respondents Who Think Claim Implies Product Causes Less Environmental Impact Than Other Products

	Total	New and Imp-proved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1057	12**	65*	70*	65*	86*	64*	78*	69*	66*	45*	68*	77*	74*	76*	63*	79*
Weighted Base	1057	12**	65*	70*	65*	86*	64*	78*	69*	66*	45*	68*	77*	74*	76*	63*	79*
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	660 62%	9 75%	46 71% fjno	41 59%	43 66%	47 55%	45 70% jno	50 64%	51 74% fjno	34 52%	27 60%	43 63%	49 64%	37 50%	39 51%	46 73% fjno	53 67% no
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	208 20%	1 8%	18 28% hn	16 23%	12 18%	19 22%	15 23%	11 14%	14 20%	12 18%	11 24%	12 18%	18 23%	9 12%	14 18%	11 17%	15 19%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	452 43%	8 67%	28 43%	25 36%	31 48%	28 33%	30 47%	39 50% fjo	37 54% dfjo	22 33%	16 36%	31 46%	31 40%	28 38%	25 33%	35 56% dfjkno	38 48% f
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	338 32%	3 25%	17 26%	24 34% ip	19 29%	33 38% ip	17 27%	24 31%	13 19%	29 44% cgipq	16 36%	23 34% ip	26 34% ip	32 43% cgipq	29 38% ip	11 17%	22 28%
Other	15 1%	- -	- -	- -	2 3%	2 2%	- -	1 1%	1 1%	1 2%	- -	- -	2 3%	2 3%	3 4%	- -	1 1%
Not sure	44 4%	- -	2 3%	5 7% m	1 2%	4 5%	2 3%	3 4%	4 6% m	2 3%	2 4%	2 3%	- -	3 4%	5 7% m	6 10% m	3 4%
Sigma	1057 100%	12 100%	65 100%	70 100%	65 100%	86 100%	64 100%	78 100%	69 100%	66 100%	45 100%	68 100%	77 100%	74 100%	76 100%	63 100%	79 100%

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

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Table 65

Q665_4. When you indicated that the statement ... suggests or implies that the product has less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product?

4. Wrapping paper

Base: Respondents Who Think Claim Implies Product Causes Less Environmental Impact Than Other Products

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1047	9**	64*	65*	64*	69*	70*	72*	74*	81*	46*	75*	72*	74*	71*	66*	75*
Weighted Base	1047	9**	64*	65*	64*	69*	70*	72*	74*	81*	46*	75*	72*	74*	71*	66*	75*
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	639 61%	6 67%	38 59%	38 58%	45 70% go	42 61%	35 50%	39 54%	43 58%	52 64%	28 61%	48 64%	48 67% g	50 68% g	38 54%	44 67%	45 60%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	178 17%	1 11%	13 20% o	11 17%	11 17%	13 19% o	13 19% o	15 21% o	12 16%	11 14%	10 22% o	11 15%	19 26% joq	13 18%	5 7%	10 15%	10 13%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	461 44%	5 56%	25 39%	27 42%	34 53% gh	29 42%	22 31%	24 33%	31 42%	41 51% gh	18 39%	37 49% g	29 40%	37 50% gh	33 46%	34 52% gh	35 47%
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	351 34%	2 22%	21 33%	23 35%	16 25%	23 33%	31 44% ejnp	30 42% en	29 39% n	22 27%	15 33%	27 36%	21 29%	17 23%	29 41% n	17 26%	28 37%
Other	11 1%	- -	- -	- -	1 2%	- -	1 1%	1 1%	- -	1 1%	- -	- -	1 1%	2 3%	1 1%	2 3%	1 1%
Not sure	46 4%	1 11%	5 8% l	4 6%	2 3%	4 6%	3 4%	2 3%	2 3%	6 7% l	3 7%	- -	2 3%	5 7% l	3 4%	3 5%	1 1%
Sigma	1047 100%	9 100%	64 100%	65 100%	64 100%	69 100%	70 100%	72 100%	74 100%	81 100%	46 100%	75 100%	72 100%	74 100%	71 100%	66 100%	75 100%

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

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Table 66

Q668_1. Which stages in the product's lifecycle did you consider when thinking about the negative environmental impact that may result from this product?

1. All Products

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

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1726	23**	124	111	118	108	111	124	119	113	78*	116	113	116	112	124	116
Weighted Base	1726	23**	124	111	118	108	111	124	119	113	78*	116	113	116	112	124	116
Production/manufacture	1074 62%	8 35%	76 61%	67 60%	69 58%	61 56%	65 59%	76 61%	72 61%	73 65%	57 73% efg	71 61%	68 60%	80 69%	72 64%	79 64%	80 69%
Transportation/distribution	598 35%	7 30%	39 31%	36 32%	37 31%	44 41% gq	31 28%	39 31%	47 39%	37 33%	27 35%	45 39%	42 37%	46 40%	42 38%	47 38%	32 28%
Usage/consumption	572 33%	9 39%	48 39% o	35 32%	36 31%	42 39% o	42 38% o	42 34%	34 29%	31 27%	28 36%	37 32%	39 35%	45 39% o	28 25%	38 31%	38 33%
Disposal	958 56%	12 52%	79 64% ekl	58 52%	56 47%	62 57%	72 65% eklp	81 65% deklnp	63 53%	71 63% el	38 49%	56 48%	60 53%	61 53%	60 54%	64 52%	65 56%
Other	21 1%	- -	- -	2 2%	- -	2 2%	1 1%	3 2%	1 1%	- -	- -	1 1%	4 4% cej	2 2%	2 2%	2 2%	1 1%
Not sure	35 2%	1 4%	5 4% f	3 3%	1 1%	- -	1 1%	3 2%	5 4%	1 1%	- -	4 3%	3 3%	2 2%	2 2%	2 2%	2 2%
Sigma	3258 189%	37 161%	247 199%	201 181%	199 169%	211 195%	212 191%	244 197%	222 187%	213 188%	150 192%	214 184%	216 191%	236 203%	206 184%	232 187%	218 188%

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

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Table 67

Q668_2. Which stages in the product's lifecycle did you consider when thinking about the negative environmental impact that may result from this product?

2. Kitchen flooring

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

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	582	6**	45*	40*	39*	37*	40*	44*	39*	33*	36*	39*	43*	37*	37*	36*	31*
Weighted Base	582	6**	45*	40*	39*	37*	40*	44*	39*	33*	36*	39*	43*	37*	37*	36*	31*
Production/manufacture	377 65%	3 50%	29 64%	25 63%	24 62%	23 62%	21 53%	25 57%	22 56%	24 73%	26 72%	26 67%	31 72%	25 68%	24 65%	23 64%	26 84% eghi
Transportation/distribution	203 35%	3 50%	13 29%	8 20%	13 33%	15 41% q	11 28%	14 32%	15 38% q	10 30%	9 25%	17 44% dq	20 47% dq	17 46% dq	15 41% q	18 50% dgkq	5 16%
Usage/consumption	205 35%	1 17%	18 40%	11 28%	16 41%	16 43%	15 38%	16 36%	10 26%	10 30%	11 31%	13 33%	15 35%	17 46%	9 24%	15 42%	12 39%
Disposal	311 53%	4 67%	28 62%	20 50%	17 44%	19 51%	21 53%	27 61%	22 56%	23 70% em	18 50%	23 59%	18 42%	18 49%	18 49%	19 53%	16 52%
Other	13 2%	- -	- -	2 5%	- -	- -	1 3%	2 5%	1 3%	- -	- -	- -	4 9% c	1 3%	1 3%	1 3%	- -
Not sure	16 3%	1 17%	1 2%	1 3%	- -	- -	1 3%	2 5%	3 8%	1 3%	- -	- -	2 5%	2 5%	2 5%	- -	- -
Sigma	1125 193%	12 200%	89 198%	67 168%	70 179%	73 197%	70 175%	86 195%	73 187%	68 206%	64 178%	79 203%	90 209%	80 216%	69 186%	76 211%	59 190%

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

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Table 68

Q668_3. Which stages in the product's lifecycle did you consider when thinking about the negative environmental impact that may result from this product?

3. A laundry basket

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

	Total	New and Imp- roved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	559	9**	38*	32*	39*	34*	39*	49*	44*	33*	19**	34*	34*	32*	36*	43*	44*
Weighted Base	559	9**	38*	32*	39*	34*	39*	49*	44*	33*	19**	34*	34*	32*	36*	43*	44*
Production/manufacture	347 62%	3 33%	25 66%	19 59%	21 54%	19 56%	26 67%	33 67%	27 61%	21 64%	13 68%	22 65%	19 56%	21 66%	23 64%	30 70%	25 57%
Transportation/distribution	190 34%	2 22%	16 42%	10 31%	13 33%	17 50% ghlq	10 26%	12 24%	16 36%	10 30%	7 37%	8 24%	13 38%	9 28%	16 44%	19 44%	12 27%
Usage/consumption	149 27%	4 44%	11 29%	11 34%	7 18%	13 38% oq	15 38% eoq	15 31%	11 25%	9 27%	8 42%	7 21%	9 26%	8 25%	5 14%	9 21%	7 16%
Disposal	331 59%	5 56%	25 66%	21 66%	17 44%	25 74% elp	30 77% eilp	34 69% elp	23 52%	19 58%	8 42%	16 47%	20 59%	21 66%	20 56%	21 49%	26 59%
Other	3 1%	- -	- -	- -	- -	- -	- -	1 2%	- -	- -	- -	- -	- -	- -	1 3%	- -	1 2%
Not sure	9 2%	- -	2 5%	- -	- -	- -	- -	1 2%	1 2%	- -	- -	2 6%	- -	- -	- -	1 2%	2 5%
Sigma	1029 184%	14 156%	79 208%	61 191%	58 149%	74 218%	81 208%	96 196%	78 177%	59 179%	36 189%	55 162%	61 179%	60 188%	64 178%	80 186%	73 166%

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

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Table 69

Q668_4. Which stages in the product's lifecycle did you consider when thinking about the negative environmental impact that may result from this product?

4. Wrapping paper

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	585	8**	41*	39*	40*	37*	32*	31*	36*	47*	23**	43*	36*	47*	39*	45*	41*
Weighted Base	585	8**	41*	39*	40*	37*	32*	31*	36*	47*	23**	43*	36*	47*	39*	45*	41*
Production/manufacture	350 60%	2 25%	22 54%	23 59%	24 60%	19 51%	18 56%	18 58%	23 64%	28 60%	18 78%	23 53%	18 50%	34 72% m	25 64%	26 58%	29 71%
Transportation/distribution	205 35%	2 25%	10 24%	18 46% cp	11 28%	12 32%	10 31%	13 42%	16 44% p	17 36%	11 48%	20 47% cp	9 25%	20 43% p	11 28%	10 22%	15 37%
Usage/consumption	218 37%	4 50%	19 46% j	13 33%	13 33%	13 35%	12 38%	11 35%	13 36%	12 26%	9 39%	17 40%	15 42%	20 43%	14 36%	14 31%	19 46% j
Disposal	316 54%	3 38%	26 63% l	17 44%	22 55%	18 49%	21 66% l	20 65% l	18 50%	29 62% l	12 52%	17 40%	22 61%	22 47%	22 56%	24 53%	23 56%
Other	5 1%	-	-	-	-	2 5%	-	-	-	-	-	1 2%	-	-	1 3%	1 2%	-
Not sure	10 2%	-	2 5%	2 5%	1 3%	-	-	-	1 3%	-	-	2 5%	1 3%	-	-	1 2%	-
Sigma	1104 189%	11 138%	79 193%	73 187%	71 178%	64 173%	61 191%	62 200%	71 197%	86 183%	50 217%	80 186%	65 181%	96 204%	73 187%	76 169%	86 210%

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

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Table 70

Q670_1. Thinking once again about a product that is advertised or labeled as being ..., which of the following most accurately describes what this statement suggests or implies to you about how much of the ... used in making the product ...?

1. All Products

Base: All Qualified Respondents Not Assigned To Certain Claims

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	5664	-**	-**	470	471	468	-**	471	471	473	-**	474	472	475	475	471	473
Weighted Base	5664	-**	-**	470	471	468	-**	471	471	473	-**	474	472	475	475	471	473
STATEMENT SUGGESTS SOMETHING ABOUT PRODUCT (NET)	4484 79%	- -	- -	388 83% eimp	356 76%	371 79%	- -	399 85% efimnp	358 76%	389 82% eimp	- -	383 81% mp	351 74%	377 79% m	380 80% m	354 75%	378 80% m
The statement suggests or implies that all of the	2021 36%	- -	- -	184 39% oq	184 39% oq	167 36%	- -	180 38% o	169 36%	164 35%	- -	180 38% o	167 35%	166 35%	147 31%	159 34%	154 33%
The statement suggests or implies that most of the	1059 19%	- -	- -	96 20% p	79 17%	98 21% p	- -	101 21% p	80 17%	107 23% eilmnp	- -	79 17%	80 17%	82 17%	96 20% p	72 15%	89 19%
The statement suggests or implies that some of the	1404 25%	- -	- -	108 23%	93 20%	106 23%	- -	118 25%	109 23%	118 25%	- -	124 26% e	104 22%	129 27% e	137 29% defim	123 26% e	135 29% efm
The statement does not suggest or imply anything about how much of the ... were	860 15%	- -	- -	64 14%	85 18% hjl	74 16% hl	- -	51 11%	89 19% dhjl	60 13%	- -	53 11%	82 17% hjl	78 16% hl	72 15% h	80 17% hl	72 15% h
Not sure	320 6%	- -	- -	18 4%	30 6%	23 5%	- -	21 4%	24 5%	24 5%	- -	38 8% dhnoq	39 8% dfhjnoq	20 4%	23 5%	37 8% dhn	23 5%
Sigma	5664 100%	- -	- -	470 100%	471 100%	468 100%	- -	471 100%	471 100%	473 100%	- -	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. ** very small base (under 30) ineligible for sig testing

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Q670_2. Thinking once again about a product that is advertised or labeled as being ..., which of the following most accurately describes what this statement suggests or implies to you about how much of the ... used in making the product ...?

2. Kitchen flooring

Base: All Qualified Respondents Not Assigned To Certain Claims

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1892	-**	-**	157	159	156	-**	157	157	158	-**	156	158	158	158	158	160
Weighted Base	1892	-**	-**	157	159	156	-**	157	157	158	-**	156	158	158	158	158	160
STATEMENT SUGGESTS SOMETHING ABOUT PRODUCT (NET)	1463 77%	- -	- -	125 80%	116 73%	124 79%	- -	135 86% eilmp	118 75%	124 78%	- -	116 74%	116 73%	123 78%	123 78%	114 72%	129 81%
The statement suggests or implies that all of the	636 34%	- -	- -	53 34%	54 34%	59 38% o	- -	49 31%	62 39% o	51 32%	- -	52 33%	54 34%	54 34%	41 26%	52 33%	55 34%
The statement suggests or implies that most of the	341 18%	- -	- -	29 18% p	28 18%	37 24% ilp	- -	34 22% p	21 13%	35 22% ilp	- -	21 13%	29 18% p	27 17%	35 22% ilp	16 10%	29 18% p
The statement suggests or implies that some of the	486 26%	- -	- -	43 27% f	34 21%	28 18%	- -	52 33% efim	35 22%	38 24%	- -	43 28% f	33 21%	42 27%	47 30% f	46 29% f	45 28% f
The statement does not suggest or imply anything about how much of the ... were	306 16%	- -	- -	26 17%	31 19% h	26 17%	- -	18 11%	32 20% h	24 15%	- -	22 14%	29 18%	25 16%	25 16%	26 16%	22 14%
Not sure	123 7%	- -	- -	6 4%	12 8% h	6 4%	- -	4 3%	7 4%	10 6%	- -	18 12% dfhi	13 8% h	10 6%	10 6%	18 11% dfhi	9 6%
Sigma	1892 100%	- -	- -	157 100%	159 100%	156 100%	- -	157 100%	157 100%	158 100%	- -	156 100%	158 100%	158 100%	158 100%	158 100%	160 100%

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. ** very small base (under 30) ineligible for sig testing

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Table 72

Q670_3. Thinking once again about a product that is advertised or labeled as being ..., which of the following most accurately describes what this statement suggests or implies to you about how much of the ... used in making the product ...?

3. A laundry basket

Base: All Qualified Respondents Not Assigned To Certain Claims

	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	1884	-**	-**	157	156	156	-**	157	157	157	-**	157	157	160	158	156	156
Weighted Base	1884	-**	-**	157	156	156	-**	157	157	157	-**	157	157	160	158	156	156
STATEMENT SUGGESTS SOMETHING ABOUT PRODUCT (NET)	1481 79%	- -	- -	132 84% impq	119 76%	130 83% imp	- -	128 82% m	114 73%	129 82% im	- -	133 85% impq	112 71%	124 78%	130 82% im	114 73%	116 74%
The statement suggests or implies that all of the	684 36%	- -	- -	64 41% pq	61 39%	54 35%	- -	64 41% pq	53 34%	59 38%	- -	71 45% iopq	54 34%	60 38%	52 33%	46 29%	46 29%
The statement suggests or implies that most of the	345 18%	- -	- -	31 20%	28 18%	32 21%	- -	33 21%	30 19%	31 20%	- -	26 17%	25 16%	21 13%	37 23% n	25 16%	26 17%
The statement suggests or implies that some of the	452 24%	- -	- -	37 24%	30 19%	44 28%	- -	31 20%	31 20%	39 25%	- -	36 23%	33 21%	43 27%	41 26%	43 28%	44 28%
The statement does not suggest or imply anything about how much of the ... were	295 16%	- -	- -	19 12%	28 18% l	20 13%	- -	20 13%	33 21% djl	19 12%	- -	13 8%	30 19% l	29 18% l	25 16% l	29 19% l	30 19% l
Not sure	108 6%	- -	- -	6 4%	9 6%	6 4%	- -	9 6%	10 6% o	9 6%	- -	11 7% o	15 10% dfo	7 4%	3 2%	13 8% o	10 6% o
Sigma	1884 100%	- -	- -	157 100%	156 100%	156 100%	- -	157 100%	157 100%	157 100%	- -	157 100%	157 100%	160 100%	158 100%	156 100%	156 100%

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. ** very small base (under 30) ineligible for sig testing

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Table 73

Q670_4. Thinking once again about a product that is advertised or labeled as being ..., which of the following most accurately describes what this statement suggests or implies to you about how much of the ... used in making the product ...?

4. Wrapping paper

Base: All Qualified Respondents Not Assigned To Certain Claims

	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	1888	-**	-**	156	156	156	-**	157	157	158	-**	161	157	157	159	157	157
Weighted Base	1888	-**	-**	156	156	156	-**	157	157	158	-**	161	157	157	159	157	157
STATEMENT SUGGESTS SOMETHING ABOUT PRODUCT (NET)	1540 82%	- -	- -	131 84%	121 78%	117 75%	- -	136 87% ef	126 80%	136 86% f	- -	134 83%	123 78%	130 83%	127 80%	126 80%	133 85% f
The statement suggests or implies that all of the	701 37%	- -	- -	67 43%	69 44% n	54 35%	- -	67 43%	54 34%	54 34%	- -	57 35%	59 38%	52 33%	54 34%	61 39%	53 34%
The statement suggests or implies that most of the	373 20%	- -	- -	36 23%	23 15%	29 19%	- -	34 22%	29 18%	41 26% emo	- -	32 20%	26 17%	34 22%	24 15%	31 20%	34 22%
The statement suggests or implies that some of the	466 25%	- -	- -	28 18%	29 19%	34 22%	- -	35 22%	43 27% d	41 26%	- -	45 28% d	38 24%	44 28% de	49 31% de	34 22%	46 29% de
The statement does not suggest or imply anything about how much of the ... were	259 14%	- -	- -	19 12%	26 17% h	28 18% h	- -	13 8%	24 15%	17 11%	- -	18 11%	23 15%	24 15%	22 14%	25 16% h	20 13%
Not sure	89 5%	- -	- -	6 4%	9 6%	11 7% n	- -	8 5%	7 4%	5 3%	- -	9 6%	11 7% n	3 2%	10 6%	6 4%	4 3%
Sigma	1888 100%	- -	- -	156 100%	156 100%	156 100%	- -	157 100%	157 100%	158 100%	- -	161 100%	157 100%	157 100%	159 100%	157 100%	157 100%

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. ** very small base (under 30) ineligible for sig testing

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Table 74

Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a
solar/wind power facility." Which of the following, if any, do you think are
suggested or implied by this statement?

SUMMARY OF SUGGESTED

Base: All Qualified Respondents

	Total	New and Imp- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(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
There is a solar/wind power facility on the company's premises	3217 85%	405 86%	403 86%	409 87%	399 85%	389 83%	402 85%	399 85%	401 85%	399 84%	398 84%	403 85%	394 83%	402 85%	408 86%	415 88% fm	408 86%
Solar/Wind power is used in making the products	2332 62%	279 59%	306 65% hn	312 66% bfhlmnq	288 61%	276 59%	326 69% befhiklmnoq	277 59%	288 61%	303 64% n	296 62%	283 60%	281 60%	271 57%	294 62%	304 65% n	280 59%
A group of solar/wind power producers meets in the company's conference room	454 12%	61 13%	58 12%	54 11%	67 14% q	50 11%	62 13% q	53 11%	63 13% q	67 14% q	58 12%	57 12%	51 11%	53 11%	56 12%	55 12%	43 9%

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.

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Table 75

Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar/wind power facility." Which of the following, if any, do you think are suggested or implied by this statement?

SUMMARY OF NOT SUGGESTED

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
A group of solar/wind power producers meets in the company's conference room	2886 76%	373 79%	356 76%	376 80% eij	350 74%	354 76%	365 77%	355 75%	351 75%	354 75%	360 76%	363 77%	363 77%	357 75%	364 77%	357 76%	374 79%
Solar/Wind power is used in making the products	1111 29%	161 34% cdgp	116 25%	128 27%	145 31% cg	150 32% cgp	112 24%	150 32% cgp	145 31% cg	135 29%	139 29% g	141 30% g	142 30% cg	157 33% cdgp	141 30% g	121 26%	139 29% g
There is a solar/wind power facility on the company's premises	335 9%	47 10% p	38 8%	42 9%	42 9%	44 9%	43 9%	43 9%	46 10% p	47 10% p	43 9%	36 8%	47 10% p	44 9%	44 9%	29 6%	35 7%

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.

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Table 76

Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a
solar/wind power facility." Which of the following, if any, do you think are
suggested or implied by this statement?

SUMMARY OF MEANS

Base: All Qualified Respondents

	Total	New and Imp- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(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
There is a solar/wind power facility on the company's premises	3.5	3.4	3.5	3.5 b	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5 b	3.5	3.5	3.5	3.6 b	3.5 b
Solar/Wind power is used in making the products	2.8	2.7	2.9 befhilmnoq	2.8	2.7	2.7	2.9 befhilmnoq	2.7	2.7	2.8	2.8	2.7	2.8	2.7	2.7	2.8 bn	2.7
A group of solar/wind power producers meets in the company's conference room	1.5	1.6	1.6	1.5	1.6 q	1.5	1.6 q	1.5	1.6	1.5	1.5	1.5	1.5	1.5	1.6	1.6	1.5

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.

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Table 77

Q711_1. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar/wind power facility." Which of the following, if any, do you think are suggested or implied by this statement?

1. Solar/Wind power is used in making the product

Base: All Qualified Respondents

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(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
SUGGESTED (NET)	2332 62%	279 59%	306 65% hn	312 66% bfhlmnq	288 61%	276 59%	326 69% befhiklmnoq	277 59%	288 61%	303 64% n	296 62%	283 60%	281 60%	271 57%	294 62%	304 65% n	280 59%
(4) Definitely Suggested	894 24%	105 22%	116 25%	112 24%	115 24%	115 25%	130 28% lq	106 23%	106 23%	111 23%	120 25%	104 22%	107 23%	112 24%	111 23%	115 24%	103 22%
(3) Probably Suggested	1438 38%	174 37%	190 40%	200 43% n	173 37%	161 34%	196 42% fn	171 36%	182 39%	192 41% n	176 37%	179 38%	174 37%	159 33%	183 39%	189 40%	177 37%
NOT SUGGESTED (NET)	1111 29%	161 34% cdgp	116 25%	128 27%	145 31% cg	150 32% cgp	112 24%	150 32% cgp	145 31% cg	135 29%	139 29%	141 30% g	142 30% cg	157 33% cdgp	141 30% g	121 26%	139 29% g
(2) Probably Not Suggested	511 14%	75 16% gp	66 14%	59 13%	58 12%	68 15%	50 11%	77 16% gp	69 15%	57 12%	63 13%	62 13%	72 15% g	71 15% g	60 13%	54 11%	61 13%
(1) Definitely Not Suggested	600 16%	86 18% cg	50 11%	69 15%	87 18% cg	82 18% c	62 13%	73 15% c	76 16% c	78 16% c	76 16% c	79 17% c	70 15% c	86 18% cg	81 17% c	67 14%	78 16% c
Not sure	334 9%	33 7%	49 10% d	30 6%	38 8%	42 9%	34 7%	44 9%	38 8%	35 7%	39 8%	50 11% bd	49 10% d	47 10% d	40 8%	46 10% d	54 11% bdgj
MEAN	2.8	2.7	2.9 befhilmnoq	2.8	2.7	2.7	2.9 befhilmnoq	2.7	2.7	2.8	2.8	2.7	2.8	2.7	2.7	2.8 bn	2.7
STD. DEV	1.02	1.04	0.95	0.99	1.06	1.06	0.98	1.02	1.02	1.02	1.04	1.03	1.01	1.07	1.04	1.00	1.03
STD. ERR	0.02	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	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.

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Table 78

Q711_2. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar/wind power facility." Which of the following, if any, do you think are suggested or implied by this statement?

2. A group of solar/wind power producers meets in the company's conference room

Base: All Qualified Respondents

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(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
SUGGESTED (NET)	454 12%	61 13%	58 12%	54 11%	67 14% q	50 11%	62 13% q	53 11%	63 13% q	67 14% q	58 12%	57 12%	51 11%	53 11%	56 12%	55 12%	43 9%
(4) Definitely Suggested	116 3%	21 4% fjq	15 3%	14 3%	19 4% jq	9 2%	14 3%	16 3%	18 4% q	9 2%	13 3%	17 4%	11 2%	17 4%	14 3%	17 4%	8 2%
(3) Probably Suggested	338 9%	40 8%	43 9%	40 9%	48 10%	41 9%	48 10%	37 8%	45 10%	58 12% bdhlmnpq	45 9%	40 8%	40 8%	36 8%	42 9%	38 8%	35 7%
NOT SUGGESTED (NET)	2886 76%	373 79%	356 76%	376 80% eij	350 74%	354 76%	365 77%	355 75%	351 75%	354 75%	360 76%	363 77%	363 77%	357 75%	364 77%	357 76%	374 79%
(2) Probably Not Suggested	804 21%	111 23% jn	102 22%	104 22%	95 20%	91 19%	112 24% jn	89 19%	98 21%	86 18%	95 20%	96 20%	108 23%	86 18%	118 25% fhjn	109 23% jn	108 23%
(1) Definitely Not Suggested	2082 55%	262 55%	254 54%	272 58%	255 54%	263 56%	253 54%	266 56%	253 54%	268 57%	265 56%	267 56%	255 54%	271 57%	246 52%	248 53%	266 56%
Not sure	437 12%	39 8%	57 12% b	40 9%	54 11%	64 14% bdg	45 10%	63 13% bd	57 12% b	52 11%	56 12%	54 11%	58 12% bd	65 14% bdg	55 12%	59 13% bd	56 12%
MEAN	1.5	1.6	1.6	1.5	1.6 q	1.5	1.6 q	1.5	1.6	1.5	1.5	1.5	1.5	1.5	1.6	1.6	1.5
STD. DEV	0.81	0.85	0.82	0.80	0.86	0.77	0.82	0.82	0.85	0.81	0.81	0.83	0.78	0.82	0.80	0.82	0.73
STD. ERR	0.01	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04
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.

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Table 79

Q711_3. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar/wind power facility." Which of the following, if any, do you think are suggested or implied by this statement?

3. There is a solar/wind power facility on the company's premises

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
SUGGESTED (NET)	3217 85%	405 86%	403 86%	409 87%	399 85%	389 83%	402 85%	399 85%	401 85%	399 84%	398 84%	403 85%	394 83%	402 85%	408 86%	415 88% fm	408 86%
(4) Definitely Suggested	2263 60%	262 55%	273 58%	295 63% b	295 63% b	270 58%	275 58%	275 58%	290 62% b	281 59%	277 58%	291 61%	277 59%	294 62% b	295 62% b	288 61%	288 61%
(3) Probably Suggested	954 25%	143 30% deilno	130 28%	114 24%	104 22%	119 25%	127 27%	124 26%	111 24%	118 25%	121 26%	112 24%	117 25%	108 23%	113 24%	127 27%	120 25%
NOT SUGGESTED (NET)	335 9%	47 10% p	38 8%	42 9%	42 9%	44 9%	43 9%	43 9%	46 10%	47 10% p	43 9%	36 8%	47 10% p	44 9%	44 9%	29 6%	35 7%
(2) Probably Not Suggested	177 5%	24 5%	22 5%	27 6%	17 4%	27 6%	24 5%	24 5%	20 4%	26 5%	25 5%	17 4%	28 6%	20 4%	18 4%	17 4%	18 4%
(1) Definitely Not Suggested	158 4%	23 5%	16 3%	15 3%	25 5% p	17 4%	19 4%	19 4%	26 6% p	21 4%	18 4%	19 4%	19 4%	24 5%	26 5% p	12 3%	17 4%
Not sure	225 6%	21 4%	30 6%	19 4%	30 6%	35 7% bd	27 6%	29 6%	24 5%	27 6%	33 7% d	35 7% bd	31 7%	29 6%	23 5%	27 6%	30 6%
MEAN	3.5	3.4	3.5	3.5 b	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5 b	3.5	3.5	3.5	3.6 b	3.5 b
STD. DEV	0.79	0.81	0.75	0.75	0.82	0.78	0.78	0.79	0.83	0.81	0.78	0.77	0.80	0.81	0.82	0.70	0.75
STD. ERR	0.01	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.04
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.

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Table 80

Q711. Suppose an advertisement for a company's product 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?

SUMMARY OF SUGGESTED

Base: Respondents Assigned To Wind Power

	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	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
Weighted Base	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
There is a wind power facility on the company's premises	1575 84%	208 86%	205 86%	207 86%	196 84%	188 82%	184 81%	182 82%	211 85%	186 81%	201 83%	208 85%	192 84%	202 83%	178 83%	210 88% gj	192 85%
Wind power is used in making the products	1172 63%	153 63%	160 67%	167 70% efhmnoq	137 59%	139 61%	158 70% efhmnoq	132 59%	154 62%	142 62%	151 62%	150 61%	137 60%	148 61%	129 60%	152 63%	135 60%
A group of wind power producers meets in the company's conference room	219 12%	33 14%	27 11%	28 12%	34 15%	22 10%	30 13%	21 9%	34 14%	28 12%	31 13%	26 11%	25 11%	25 10%	23 11%	27 11%	24 11%

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.

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Table 81

Q711. Suppose an advertisement for a company's product 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?

SUMMARY OF NOT SUGGESTED

Base: Respondents Assigned To Wind Power

	Total	New and Imp- roved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
Weighted Base	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
A group of wind power producers meets in the company's conference room	1427 76%	191 79%	187 79%	191 80%	171 73%	176 77%	166 73%	169 76%	181 73%	176 77%	184 76%	186 76%	178 78%	181 74%	168 78%	178 74%	171 76%
Wind power is used in making the products	531 28%	72 30% g	57 24%	57 24%	75 32% dg	68 30% g	48 21%	68 30% g	73 29% g	73 32% dg	71 29% g	67 27%	68 30% g	72 30% g	66 31% g	66 28%	61 27%
There is a wind power facility on the company's premises	185 10%	25 10%	21 9%	22 9%	23 10%	22 10%	26 11% l	26 12% lp	26 10%	29 13% lp	26 11%	15 6%	21 9%	28 11% l	25 12% l	16 7%	19 8%

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.

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Table 82

Q711. Suppose an advertisement for a company's product 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?

SUMMARY OF MEANS

Base: Respondents Assigned To Wind Power

	Total	New and Imp- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
Weighted Base	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
There is a wind power facility on the company's premises	3.5	3.4	3.5	3.5	3.5	3.5	3.4	3.4	3.4	3.4	3.4	3.6 bghij	3.5	3.5	3.4	3.5	3.5
Wind power is used in making the products	2.8	2.8	2.9	2.9	2.7	2.8	3.0 ehijlmnopq	2.8	2.7	2.7	2.8	2.8	2.8	2.8	2.7	2.8	2.8
A group of wind power producers meets in the company's conference room	1.6	1.6	1.5	1.5	1.6	1.5	1.6	1.5	1.6	1.5	1.6	1.6	1.6	1.5	1.6	1.5	1.5

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.

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Table 83

Q711_1. Suppose an advertisement for a company's product 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?

1. Wind power is used in making the product

Base: Respondents Assigned to Wind Power

	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	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
Weighted Base	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
SUGGESTED (NET)	1172 63%	153 63%	160 67% efhmnoq	167 70% efhmnoq	137 59%	139 61%	158 70% efhmnoq	132 59%	154 62%	142 62%	151 62%	150 61%	137 60%	148 61%	129 60%	152 63%	135 60%
(4) Definitely Suggested	474 25%	68 28%	58 24%	58 24%	58 25%	66 29%	74 33% cdhijmnq	53 24%	54 22%	53 23%	67 28%	61 25%	56 24%	58 24%	53 25%	61 25%	50 22%
(3) Probably Suggested	698 37%	85 35%	102 43% ef	109 45% befhklmno	79 34%	73 32%	84 37%	79 35%	100 40% f	89 39%	84 35%	89 36%	81 35%	90 37%	76 35%	91 38%	85 38%
NOT SUGGESTED (NET)	531 28%	72 30% g	57 24%	57 24%	75 32% dg	68 30% g	48 21%	68 30% g	73 29%	73 32% dg	71 29% g	67 27%	68 30% g	72 30% g	66 31% g	66 28%	61 27%
(2) Probably Not Suggested	255 14%	37 15%	30 13%	29 12%	35 15%	33 14%	23 10%	37 17% g	32 13%	34 15%	36 15%	33 14%	37 16% g	35 14%	27 13%	28 12%	24 11%
(1) Definitely Not Suggested	276 15%	35 14%	27 11%	28 12%	40 17%	35 15%	25 11%	31 14%	41 17%	39 17%	35 14%	34 14%	31 14%	37 15%	39 18% cg	38 16%	37 16%
Not sure	172 9%	17 7%	21 9%	16 7%	22 9%	22 10%	21 9%	23 10%	21 8%	15 7%	20 8%	27 11%	24 10%	24 10%	20 9%	22 9%	29 13% bdj
MEAN	2.8	2.8	2.9	2.9	2.7	2.8	3.0 ehijlmnopq	2.8	2.7	2.7	2.8	2.8	2.8	2.8	2.7	2.8	2.8
STD. DEV	1.02	1.03	0.94	0.94	1.06	1.06	0.98	1.01	1.02	1.03	1.03	1.02	1.01	1.02	1.07	1.04	1.04
STD. ERR	0.02	0.07	0.06	0.06	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.08	0.07	0.07
Sigma	1875 100%	242 100%	238 100%	240 100%	234 100%	229 100%	227 100%	223 100%	248 100%	230 100%	242 100%	244 100%	229 100%	244 100%	215 100%	240 100%	225 100%

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.

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Table 84

Q711_2. Suppose an advertisement for a company's product 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?

2. A group of wind power producers meets in the company's conference room

Base: Respondents Assigned to Wind Power

	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	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
Weighted Base	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
SUGGESTED (NET)	219 12%	33 14%	27 11%	28 12%	34 15%	22 10%	30 13%	21 9%	34 14%	28 12%	31 13%	26 11%	25 11%	25 10%	23 11%	27 11%	24 11%
(4) Definitely Suggested	70 4%	12 5%	7 3%	8 3%	11 5%	8 3%	10 4%	7 3%	11 4%	4 2%	8 3%	13 5% j	7 3%	10 4%	8 4%	9 4%	7 3%
(3) Probably Suggested	149 8%	21 9%	20 8%	20 8%	23 10% l	14 6%	20 9%	14 6%	23 9%	24 10% l	23 10%	13 5%	18 8%	15 6%	15 7%	18 8%	17 8%
NOT SUGGESTED (NET)	1427 76%	191 79%	187 79%	191 80%	171 73%	176 77%	166 73%	169 76%	181 73%	176 77%	184 76%	186 76%	178 78%	181 74%	168 78%	178 74%	171 76%
(2) Probably Not Suggested	402 21%	59 24%	53 22%	52 22%	48 21%	48 21%	45 20%	42 19%	49 20%	45 20%	55 23%	53 22%	57 25%	46 19%	59 27% hijn	48 20%	45 20%
(1) Definitely Not Suggested	1025 55%	132 55%	134 56%	139 58%	123 53%	128 56%	121 53%	127 57%	132 53%	131 57%	129 53%	133 55%	121 53%	135 55%	109 51%	130 54%	126 56%
Not sure	229 12%	18 7%	24 10%	21 9%	29 12%	31 14% b	31 14% b	33 15% bd	33 13%	26 11%	27 11%	32 13% b	26 11%	38 16% bd	24 11%	35 15% bd	30 13% b
MEAN	1.6	1.6	1.5	1.5	1.6	1.5	1.6	1.5	1.6	1.5	1.6	1.6	1.6	1.5	1.6	1.5	1.5
STD. DEV	0.83	0.87	0.80	0.81	0.89	0.80	0.87	0.79	0.87	0.78	0.83	0.86	0.80	0.83	0.81	0.83	0.80
STD. ERR	0.02	0.06	0.05	0.05	0.06	0.06	0.06	0.06	0.06	0.05	0.06	0.06	0.06	0.06	0.06	0.06	0.06
Sigma	1875 100%	242 100%	238 100%	240 100%	234 100%	229 100%	227 100%	223 100%	248 100%	230 100%	242 100%	244 100%	229 100%	244 100%	215 100%	240 100%	225 100%

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.

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Table 85

Q711_3. Suppose an advertisement for a company's product 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?

3. There is a wind power facility on the company's premises

Base: Respondents Assigned to Wind Power

	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	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
Weighted Base	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
SUGGESTED (NET)	1575 84%	208 86%	205 86%	207 86%	196 84%	188 82%	184 81%	182 82%	211 85%	186 81%	201 83%	208 85%	192 84%	202 83%	178 83%	210 88% gj	192 85%
(4) Definitely Suggested	1091 58%	134 55%	130 55%	148 62%	145 62%	125 55%	126 56%	124 56%	147 59%	136 59%	139 57%	150 61%	130 57%	147 60%	125 58%	146 61%	130 58%
(3) Probably Suggested	484 26%	74 31% ejn	75 32% ejln	59 25%	51 22%	63 28%	58 26%	58 26%	64 26%	50 22%	62 26%	58 24%	62 27%	55 23%	53 25%	64 27%	62 28%
NOT SUGGESTED (NET)	185 10%	25 10%	21 9%	22 9%	23 10%	22 10%	26 11%	26 12% lp	26 10%	29 13% lp	26 11%	15 6%	21 9%	28 11% l	25 12% l	16 7%	19 8%
(2) Probably Not Suggested	107 6%	16 7%	14 6%	17 7%	12 5%	16 7%	14 6%	14 6%	11 4%	16 7%	15 6%	9 4%	15 7%	13 5%	13 6%	10 4%	9 4%
(1) Definitely Not Suggested	78 4%	9 4%	7 3%	5 2%	11 5%	6 3%	12 5%	12 5%	15 6% dl	13 6% d	11 5%	6 2%	6 3%	15 6% dlp	12 6%	6 3%	10 4%
Not sure	115 6%	9 4%	12 5%	11 5%	15 6%	19 8% b	17 7%	15 7%	11 4%	15 7%	15 6%	21 9% bi	16 7%	14 6%	12 6%	14 6%	14 6%
MEAN	3.5	3.4	3.5	3.5	3.5	3.5	3.4	3.4	3.4	3.4	3.4	3.6 bghij	3.5	3.5	3.4	3.5	3.5
STD. DEV	0.80	0.79	0.75	0.73	0.81	0.76	0.85	0.85	0.85	0.87	0.82	0.70	0.75	0.87	0.86	0.71	0.79
STD. ERR	0.02	0.05	0.05	0.05	0.06	0.05	0.06	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.06	0.05	0.05
Sigma	1875 100%	242 100%	238 100%	240 100%	234 100%	229 100%	227 100%	223 100%	248 100%	230 100%	242 100%	244 100%	229 100%	244 100%	215 100%	240 100%	225 100%

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.

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Table 86

Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar power facility." Which of the following, if any, do you think are suggested or implied by this statement?

SUMMARY OF SUGGESTED

Base: Respondents Assigned To Solar Power

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
Weighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
There is a solar power facility on the company's premises	1642 86%	197 85%	198 85%	202 88%	203 86%	201 84%	218 89%	217 88%	190 85%	213 88%	197 85%	195 85%	202 83%	200 87%	230 88%	205 89%	216 87%
Solar power is used in making the products	1160 61%	126 55%	146 63% n	145 63% n	151 64% bn	137 57%	168 69% bfhlmnq	145 58%	134 60%	161 66% bfln	145 63% n	133 58%	144 59%	123 53%	165 63% bn	152 66% bfn	145 58%
A group of solar power producers meets in the company's conference room	235 12%	28 12%	31 13% q	26 11%	33 14% q	28 12%	32 13% q	32 13% q	29 13% q	39 16% q	27 12%	31 13% q	26 11%	28 12%	33 13%	28 12%	19 8%

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.

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Table 87

Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar power facility." Which of the following, if any, do you think are suggested or implied by this statement?

SUMMARY OF NOT SUGGESTED

Base: Respondents Assigned To Solar Power

	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	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
Weighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
A group of solar power producers meets in the company's conference room	1459 77%	182 79%	169 73%	185 80% cj	179 76%	178 74%	199 81% cj	186 75%	170 76%	178 73%	176 76%	177 77%	185 76%	176 76%	196 75%	179 77%	203 82% cfj
Solar power is used in making the products	580 30% cegjkop	89 39%	59 25%	71 31%	70 30%	82 34% cgjp	64 26%	82 33% p	72 32% p	62 26%	68 29%	74 32% p	74 30%	85 37% cgjop	75 29%	55 24%	78 31%
There is a solar power facility on the company's premises	150 8%	22 10%	17 7%	20 9%	19 8%	22 9%	17 7%	17 7%	20 9%	18 7%	17 7%	21 9%	26 11% p	16 7%	19 7%	13 6%	16 6%

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.

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Table 88

Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar power facility." Which of the following, if any, do you think are suggested or implied by this statement?

SUMMARY OF MEANS

Base: Respondents Assigned To Solar Power

	Total	New and Imp- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
Weighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
There is a solar power facility on the company's premises	3.5	3.4	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.6	3.6	3.6 b	3.6 b
Solar power is used in making the products	2.7	2.5	2.9 bfhln	2.7 b	2.7 b	2.6	2.8 bn	2.7	2.7 b	2.8 b	2.7 b	2.6	2.7 b	2.6	2.8 b	2.9 bfln	2.7
A group of solar power producers meets in the company's conference room	1.5	1.6	1.6	1.5	1.6	1.5	1.6	1.6	1.6	1.6	1.5	1.5	1.5	1.5	1.6	1.6 q	1.5

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.

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Table 89

Q711_1. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar power facility." Which of the following, if any, do you think are suggested or implied by this statement?

1. Solar power is used in making the product

Base: Respondents Assigned to Solar Power

	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	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
Weighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
SUGGESTED (NET)	1160 61%	126 55%	146 63% n	145 63% n	151 64% bn	137 57%	168 69% bfhlmnq	145 58%	134 60%	161 66% bfln	145 63% n	133 58%	144 59%	123 53%	165 63% bn	152 66% bfn	145 58%
(4) Definitely Suggested	420 22%	37 16%	58 25% b	54 23% b	57 24% b	49 21%	56 23%	53 21%	52 23% b	58 24% b	53 23%	43 19%	51 21%	54 23% b	58 22%	54 23% b	53 21%
(3) Probably Suggested	740 39%	89 39% n	88 38%	91 40% n	94 40% n	88 37%	112 46% fnq	92 37%	82 37%	103 42% n	92 40% n	90 39% n	93 38%	69 30%	107 41% n	98 42% n	92 37%
NOT SUGGESTED (NET)	580 30%	89 39% cegjkop	59 25%	71 31%	70 30%	82 34% cgjp	64 26%	82 33% p	72 32% p	62 26%	68 29%	74 32% p	74 30%	85 37% cgjop	75 29%	55 24%	78 31%
(2) Probably Not Suggested	256 13%	38 16% ej	36 15% j	30 13%	23 10%	35 15%	27 11%	40 16% ej	37 17% ej	23 9%	27 12%	29 13%	35 14%	36 16% ej	33 13%	26 11%	37 15%
(1) Definitely Not Suggested	324 17%	51 22% cgp	23 10%	41 18% c	47 20% cp	47 20% cp	37 15%	42 17% c	35 16% c	39 16% c	41 18% c	45 20% cp	39 16% c	49 21% cp	42 16% c	29 13%	41 17% c
Not sure	162 9%	16 7%	28 12% dg	14 6%	16 7%	20 8%	13 5%	21 8%	17 8%	20 8%	19 8%	23 10%	25 10% g	23 10% g	20 8%	24 10%	25 10% g
MEAN	2.7	2.5	2.9 bfhln	2.7 b	2.7 b	2.6	2.8 bn	2.7	2.7 b	2.8 b	2.7 b	2.6	2.7 b	2.6	2.8 b	2.9 bfln	2.7
STD. DEV	1.03	1.04	0.95	1.04	1.07	1.06	0.98	1.03	1.02	1.01	1.04	1.04	1.02	1.11	1.01	0.96	1.03
STD. ERR	0.02	0.07	0.07	0.07	0.07	0.07	0.06	0.07	0.07	0.07	0.07	0.07	0.07	0.08	0.07	0.07	0.07
Sigma	1902 100%	231 100%	233 100%	230 100%	237 100%	239 100%	245 100%	248 100%	223 100%	243 100%	232 100%	230 100%	243 100%	231 100%	260 100%	231 100%	248 100%

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.

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Table 90

Q711_2. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar power facility." Which of the following, if any, do you think are suggested or implied by this statement?

2. A group of solar power producers meets in the company's conference room

Base: Respondents Assigned to Solar Power

	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	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
Weighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
SUGGESTED (NET)	235 12%	28 12%	31 13% q	26 11%	33 14% q	28 12%	32 13% q	32 13% q	29 13% q	39 16% q	27 12%	31 13% q	26 11%	28 12%	33 13%	28 12%	19 8%
(4) Definitely Suggested	46 2%	9 4% fq	8 3% fq	6 3% q	8 3% fq	1 *	4 2%	9 4% fq	7 3% fq	5 2%	5 2%	4 2%	4 2%	7 3% fq	6 2%	8 3% fq	1 *
(3) Probably Suggested	189 10%	19 8%	23 10%	20 9%	25 11%	27 11%	28 11%	23 9%	22 10%	34 14% bq	22 9%	27 12%	22 9%	21 9%	27 10%	20 9%	18 7%
NOT SUGGESTED (NET)	1459 77%	182 79%	169 73%	185 80% cj	179 76%	178 74%	199 81% cj	186 75%	170 76%	178 73%	176 76%	177 77%	185 76%	176 76%	196 75%	179 77%	203 82% cfj
(2) Probably Not Suggested	402 21%	52 23%	49 21%	52 23%	47 20%	43 18%	67 27% efhjkln	47 19%	49 22%	41 17%	40 17%	43 19%	51 21%	40 17%	59 23%	61 26% fhjkln	63 25% fjkn
(1) Definitely Not Suggested	1057 56%	130 56%	120 52%	133 58%	132 56%	135 56%	132 54%	139 56%	121 54%	137 56%	136 59%	134 58%	134 55%	136 59%	137 53%	118 51%	140 56%
Not sure	208 11%	21 9%	33 14% dg	19 8%	25 11% g	33 14% g	14 6%	30 12% g	24 11% g	26 11% g	29 13% g	22 10%	32 13% g	27 12% g	31 12% g	24 10%	26 10%
MEAN	1.5	1.6	1.6	1.5	1.6	1.5	1.6	1.6	1.6	1.6	1.5	1.5	1.5	1.5	1.6	1.6 q	1.5
STD. DEV	0.80	0.83	0.85	0.78	0.84	0.74	0.77	0.84	0.82	0.84	0.79	0.79	0.76	0.82	0.80	0.82	0.66
STD. ERR	0.02	0.06	0.06	0.05	0.06	0.05	0.05	0.06	0.06	0.06	0.06	0.05	0.05	0.06	0.05	0.06	0.04
Sigma	1902 100%	231 100%	233 100%	230 100%	237 100%	239 100%	245 100%	248 100%	223 100%	243 100%	232 100%	230 100%	243 100%	231 100%	260 100%	231 100%	248 100%

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.

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Q711_3. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar power facility." Which of the following, if any, do you think are suggested or implied by this statement?

3. There is a solar power facility on the company's premises

Base: Respondents Assigned to Solar Power

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
Weighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
SUGGESTED (NET)	1642 86%	197 85%	198 85%	202 88%	203 86%	201 84%	218 89%	217 88%	190 85%	213 88%	197 85%	195 85%	202 83%	200 87%	230 88%	205 89%	216 87%
(4) Definitely Suggested	1172 62%	128 55%	143 61%	147 64%	150 63%	145 61%	149 61%	151 61%	143 64% b	145 60%	138 59%	141 61%	147 60%	147 64%	170 65% b	142 61%	158 64%
(3) Probably Suggested	470 25% i	69 30%	55 24%	55 24%	53 22%	56 23%	69 28%	66 27%	47 21%	68 28%	59 25%	54 23%	55 23%	53 23%	60 23%	63 27%	58 23%
NOT SUGGESTED (NET)	150 8%	22 10%	17 7%	20 9%	19 8%	22 9%	17 7%	17 7%	20 9%	18 7%	17 7%	21 9%	26 11% p	16 7%	19 7%	13 6%	16 6%
(2) Probably Not Suggested	70 4%	8 3%	8 3%	10 4%	5 2%	11 5%	10 4%	10 4%	9 4%	10 4%	10 4%	8 3%	13 5% o	7 3%	5 2%	7 3%	9 4%
(1) Definitely Not Suggested	80 4%	14 6%	9 4%	10 4%	14 6%	11 5%	7 3%	7 3%	11 5%	8 3%	7 3%	13 6%	13 5%	9 4%	14 5%	6 3%	7 3%
Not sure	110 6%	12 5%	18 8% d	8 3%	15 6%	16 7%	10 4%	14 6%	13 6%	12 5%	18 8% d	14 6%	15 6%	15 6%	11 4%	13 6%	16 6%
MEAN	3.5	3.4	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.6	3.6	3.6 b	3.6 b
STD. DEV	0.77	0.84	0.76	0.78	0.82	0.80	0.72	0.72	0.81	0.74	0.74	0.83	0.84	0.75	0.79	0.69	0.71
STD. ERR	0.02	0.06	0.05	0.05	0.06	0.05	0.05	0.05	0.06	0.05	0.05	0.06	0.06	0.05	0.05	0.05	0.05
Sigma	1902 100%	231 100%	233 100%	230 100%	237 100%	239 100%	245 100%	248 100%	223 100%	243 100%	232 100%	230 100%	243 100%	231 100%	260 100%	231 100%	248 100%

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.

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Q715. Carbon Offsets vs. Carbon Neutral Section Assignment

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
Carbon Neutral	1898 50%	248 52%	233 49%	234 50%	245 52%	241 51%	230 49%	223 47%	238 51%	251 53%	227 48%	245 52%	241 51%	235 49%	236 50%	235 50%	234 49%
Carbon Offsets	1879 50%	225 48%	238 51%	236 50%	226 48%	227 49%	242 51%	248 53%	233 49%	222 47%	247 52%	229 48%	231 49%	240 51%	239 50%	236 50%	239 51%
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.

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Table 93

Q800. As far as you know, what is a carbon offset? How does one work?

Base: Respondents Assigned To Carbon Offsets Section

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1879	225	238	236	226	227	242	248	233	222	247	229	231	240	239	236	239
Weighted Base	1879	225	238	236	226	227	242	248	233	222	247	229	231	240	239	236	239
Financial way for a company to offset carbon emissions/greenhouse gases	189 10%	24 11%	23 10%	24 10%	20 9%	27 12% q	29 12% q	22 9%	26 11% q	24 11%	21 9%	22 10%	17 7%	31 13% mq	27 11% q	27 11% q	14 6%
Behavior to compensate for carbon produced	157 8%	20 9%	21 9%	21 9%	15 7%	21 9%	15 6%	22 9%	24 10% m	13 6%	16 6%	25 11% jm	12 5%	25 10% m	18 8%	22 9%	24 10% m
Planting trees to offset carbon output	104 6%	17 8%	12 5%	15 6%	11 5%	18 8%	10 4%	11 4%	12 5%	11 5%	16 6%	14 6%	11 5%	14 6%	15 6%	10 4%	11 5%
Reduces greenhouse gases/carbon emissions	104 6%	13 6%	20 8% fil	17 7% il	11 5%	8 4%	13 5%	11 4%	7 3%	12 5%	11 4%	7 3%	12 5%	23 10% efhikl	14 6%	12 5%	17 7% il
Payment to use carbon	73 4%	12 5% k	11 5%	10 4%	10 4%	7 3%	7 3%	7 3%	9 4%	9 4%	4 2%	8 3%	10 4%	11 5%	14 6% k	6 3%	11 5% k
Something that balances the negative effects of carbon in the atmosphere	67 4%	9 4%	7 3%	8 3%	9 4%	10 4%	5 2%	5 2%	9 4%	12 5% m	11 4%	13 6% ghm	4 2%	6 3%	7 3%	9 4%	10 4%
Measurement of carbon used/produced/emitted	60 3%	11 5% lm	7 3%	8 3%	8 4%	8 4%	6 2%	11 4% lm	12 5% lm	5 2%	9 4%	3 1%	3 1%	10 4%	6 3%	5 2%	8 3%
Reduces carbon footprint	59 3%	6 3%	9 4%	3 1%	9 4%	5 2%	8 3%	15 6% dfilnp	4 2%	7 3%	9 4%	5 2%	11 5% d	5 2%	7 3%	5 2%	10 4% d
Reduces negative impact on the environment	57 3%	3 1%	13 5% bf	7 3%	5 2%	4 2%	8 3%	8 3%	6 3%	6 3%	12 5% b	6 3%	5 2%	11 5% b	6 3%	8 3%	6 3%
Investing/Using alternative energy	57 3%	4 2%	7 3%	5 2%	8 4%	5 2%	5 2%	12 5% q	5 2%	4 2%	8 3%	9 4%	10 4% q	12 5% q	5 2%	12 5% q	3 1%
Way to comply with caps on carbon emissions/usage	49 3%	1 *	10 4% b	7 3% b	5 2%	10 4% b	4 2%	6 2%	7 3% b	3 1%	8 3% b	6 3%	4 2%	9 4% b	9 4% b	4 2%	5 2%
Compensating for pollution	47 3%	6 3%	4 2%	8 3%	8 4%	6 3%	5 2%	5 2%	7 3%	6 3%	6 2%	5 2%	5 2%	4 2%	6 3%	4 2%	9 4%
Scam/Fraud/Trick	40 2%	6 3%	3 1%	5 2%	5 2%	4 2%	3 1%	3 1%	3 1%	5 2%	5 2%	4 2%	2 1%	8 3%	7 3%	8 3%	9 4% m
Encourages/Creates environmentally friendly process	29 2%	3 1%	3 1%	8 3% jm	4 2%	3 1%	3 1%	5 2%	5 2%	2 1%	3 1%	3 1%	2 1%	4 2%	4 2%	3 1%	3 1%
Just another way to tax the public	27 1%	2 1%	4 2% i	3 1%	2 1%	4 2% i	1 *	6 2% i	-	5 2% i	4 2%	6 3% gi	1 *	4 2% i	1 *	6 3% gi	5 2% i
Tradeable commodity/instrument	26 1%	3 1%	1 *	5 2%	2 1%	6 3% ck	2 1%	4 2%	3 1%	4 2%	1 *	4 2%	4 2%	4 2%	2 1%	4 2%	3 1%
Gimmick/scam by Al Gore to make money	26 1%	- -	2 1%	6 3% bi	1 *	4 2% b	2 1%	4 2%	1 *	2 1%	3 1%	4 2%	2 1%	6 3% b	4 2%	6 3% b	5 2% b

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.

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Table 93

Q800. As far as you know, what is a carbon offset? How does one work?

Base: Respondents Assigned To Carbon Offsets Section

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	1879	225	238	236	226	227	242	248	233	222	247	229	231	240	239	236	239
Lip service to/Substitution for caring about environment	16 1%	2 1%	3 1%	3 1%	4 2% ikl	1 *	2 1%	3 1%	-	3 1%	-	-	1 *	5 2% ikl	2 1%	2 1%	1 *
Similar to/Same as/Related to carbon footprint	13 1%	1 *	2 1%	1 *	2 1%	3 1%	-	1 *	3 1%	3 1%	2 1%	1 *	4 2% go	1 *	-	1 *	1 *
Based on bad/junk science	10 1%	-	-	2 1%	-	1 *	1 *	3 1%	-	1 *	4 2% cq	2 1%	1 *	2 1%	1 *	2 1%	-
Minimizes the impact on the environment	10 1%	1 *	2 1%	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	2 1%	-	4 2% nq	2 1%	-
Carbon offset is measured in metric tons of carbon dioxide equivalent	9 *	1 *	-	2 1%	2 1%	2 1%	2 1%	3 1%	-	-	-	1 *	-	3 1%	-	1 *	1 *
Government ruse	8 *	1 *	1 *	2 1%	1 *	-	-	-	1 *	2 1%	1 *	1 *	1 *	1 *	3 1%	-	1 *
Other	124 7%	15 7%	12 5%	15 6%	15 7%	15 7%	10 4%	18 7% m	21 9% gm	12 5%	22 9% gm	17 7% m	7 3%	13 5%	17 7% m	24 10% cgjmn	15 6%
None	68 4%	7 3%	17 7% bdehjknpq	6 3%	5 2%	9 4%	11 5%	8 3%	10 4%	5 2%	7 3%	11 5%	11 5%	8 3%	8 3%	6 3%	7 3%
Don't Know	923 49%	105 47%	112 47%	112 47%	115 51%	104 46%	139 57% bcdfilnop	123 50%	110 47%	116 52% n	124 50%	109 48%	130 56% bcdfnop	102 43%	112 47%	110 47%	123 51%
Decline to answer	21 1%	3 1%	1 *	3 1%	1 *	4 2% q	4 2% q	3 1%	1 *	2 1%	1 *	2 1%	7 3% ceiknq	1 *	5 2% q	4 2% q	-
Sigma	2373 126%	276 123%	307 129%	307 130%	279 123%	290 128%	296 122%	320 129%	287 123%	275 124%	309 125%	289 126%	279 121%	323 135%	304 127%	303 128%	302 126%

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.

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Table 94

Q805. Thinking a bit more about carbon offsets, which of the following best describes what a 'carbon offset' is?

Base: Respondents Assigned To Carbon Offsets Section

	Total	New and Imp- roved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1879	225	238	236	226	227	242	248	233	222	247	229	231	240	239	236	239
Weighted Base	1879	225	238	236	226	227	242	248	233	222	247	229	231	240	239	236	239
INCORRECT (NET)	1109 59%	132 59%	137 58%	142 60%	138 61%	139 61%	141 58%	147 59%	128 55%	131 59%	151 61%	129 56%	147 64%	138 58%	143 60%	134 57%	141 59%
WRONG (NET)	442 24%	56 25%	55 23%	65 28% gij	57 25%	52 23%	44 18%	62 25%	42 18%	45 20%	65 26% gi	57 25%	48 21%	61 25% gi	60 25%	59 25%	56 23%
A way of eliminating all pollution that results from using a product or service	130 7%	18 8% i	22 9% iq	19 8% i	19 8% i	15 7% i	13 5%	15 6% i	5 2%	19 9% i	27 11% ghilnq	13 6% i	15 6% i	13 5%	16 7% i	20 8% i	11 5%
A method for replacing scarce carbon resources	77 4%	12 5%	10 4%	10 4%	11 5%	7 3%	10 4%	10 4%	7 3%	6 3%	7 3%	12 5%	9 4%	13 5%	8 3%	12 5%	10 4%
A way of reducing chemical pollutants in water	23 1%	3 1%	2 1%	2 1%	1 *	3 1%	4 2%	6 2%	1 *	3 1%	4 2%	3 1%	2 1%	5 2%	1 *	1 *	5 2%
A way of making carbonated soft drinks	8 *	2 1%	2 1%	1 *	1 *	1 *	-	1 *	3 1%	1 *	1 *	1 *	-	-	2 1%	-	-
A laundry additive for removing pencil and ink stains from clothing	7 *	-	2 1%	1 *	1 *	1 *	-	2 1%	2 1%	-	2 1%	-	-	-	2 1%	1 *	-
None of the above	197 10%	21 9%	17 7%	32 14% cgj	24 11%	25 11%	17 7%	28 11%	24 10%	16 7%	24 10%	28 12% g	22 10%	30 13% cgj	31 13% cgj	25 11%	30 13% cg
Not sure	667 35%	76 34%	82 34%	77 33%	81 36%	87 38%	97 40% ln	85 34%	86 37%	86 39%	86 35%	72 31%	99 43% bdhlnp	77 32%	83 35%	75 32%	85 36%
A way of reducing carbon dioxide and other greenhouse gases	770 41%	93 41%	101 42%	94 40%	88 39%	88 39%	101 42%	101 41%	105 45%	91 41%	96 39%	100 44%	84 36%	102 43%	96 40%	102 43%	98 41%
Sigma	1879 100%	225 100%	238 100%	236 100%	226 100%	227 100%	242 100%	248 100%	233 100%	222 100%	247 100%	229 100%	231 100%	240 100%	239 100%	236 100%	239 100%

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.

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Table 95

Q810. Have you ever purchased a carbon offset?

Base: Respondents Assigned To Carbon Offsets Section

	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	1879	225	238	236	226	227	242	248	233	222	247	229	231	240	239	236	239
Weighted Base	1879	225	238	236	226	227	242	248	233	222	247	229	231	240	239	236	239
Yes	33 2%	7 3% gn	3 1%	4 2%	2 1%	5 2%	1 *	8 3% gn	3 1%	3 1%	4 2%	2 1%	2 1%	1 *	6 3%	4 2%	11 5% cegijklmn
No	1176 63%	138 61%	153 64%	142 60%	138 61%	150 66% gi	139 57%	169 68% gij	133 57%	131 59%	159 64%	146 64%	142 61%	152 63%	156 65% gi	159 67%	145 61%
Not sure	670 36%	80 36%	82 34%	90 38% h	86 38% h	72 32%	102 42% fhop	71 29%	97 42% fhop	88 40% hp	84 34%	81 35%	87 38% h	87 36%	77 32%	73 31%	83 35%
Sigma	1879 100%	225 100%	238 100%	236 100%	226 100%	227 100%	242 100%	248 100%	233 100%	222 100%	247 100%	229 100%	231 100%	240 100%	239 100%	236 100%	239 100%

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.

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Table 96

Q820. Have you ever noticed advertisements for carbon offsets?

Base: Respondents Who Have Never Purchased A Carbon Offset Or Don't Know

	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	1846	218	235	232	224	222	241	240	230	219	243	227	229	239	233	232	228
Weighted Base	1846	218	235	232	224	222	241	240	230	219	243	227	229	239	233	232	228
Yes	195 11%	25 11%	26 11%	25 11%	17 8%	23 10%	19 8%	34 14% egmo	23 10%	24 11%	32 13% eo	21 9%	20 9%	35 15% egmoq	18 8%	28 12%	20 9%
No	1384 75%	157 72%	167 71%	172 74%	170 76%	171 77%	189 78%	172 72%	170 74%	167 76%	175 72%	172 76%	166 72%	177 74%	183 79%	176 76%	184 81% bchkm
Not sure	267 14%	36 17%	42 18% nq	35 15%	37 17%	28 13%	33 14%	34 14%	37 16%	28 13%	36 15%	34 15%	43 19% npq	27 11%	32 14%	28 12%	24 11%
Sigma	1846 100%	218 100%	235 100%	232 100%	224 100%	222 100%	241 100%	240 100%	230 100%	219 100%	243 100%	227 100%	229 100%	239 100%	233 100%	232 100%	228 100%

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.

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Table 97

Q825. What were you "offsetting" when you purchased the offset?

Base: Respondents Who Have Ever Purchased A Carbon 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	33*	7**	3**	4**	2**	5**	1**	8**	3**	3**	4**	2**	2**	1**	6**	4**	11**
Weighted Base	33*	7**	3**	4**	2**	5**	1**	8**	3**	3**	4**	2**	2**	1**	6**	4**	11**
PRODUCT TO OFFSET	25 76%	4 57%	2 67%	3 75%	1 50%	4 80%	-	6 75%	1 33%	3 100%	4 100%	1 50%	2 100%	1 100%	6 100%	3 75%	9 82%
Airline Travel	7 21%	1 14%	1 33%	-	1 50%	1 20%	-	1 13%	1 33%	1 33%	1 25%	-	-	1 100%	2 33%	-	3 27%
Automobile Travel	5 15%	-	1 33%	1 25%	-	-	-	2 25%	-	-	1 25%	-	-	-	2 33%	-	3 27%
Lightbulbs	5 15%	1 14%	-	2 50%	-	2 40%	-	2 25%	-	1 33%	-	-	1 50%	-	-	1 25%	-
Home heating	3 9%	-	1 33%	-	-	-	-	-	-	-	1 25%	1 50%	-	-	1 17%	1 25%	1 9%
Energy efficient appliances	3 9%	-	-	1 25%	-	-	-	-	-	-	1 25%	-	1 50%	-	1 17%	-	2 18%
Carbon output/emissions	2 6%	-	1 33%	-	-	-	-	1 13%	-	-	-	-	-	-	1 17%	1 25%	-
Planting trees	2 6%	1 14%	-	-	-	1 20%	-	-	-	1 33%	-	-	1 50%	-	-	-	-
Other product	2 6%	1 14%	-	-	-	-	-	-	-	-	1 25%	-	-	-	1 17%	-	1 9%
REASON FOR OFFSET	17 52%	4 57%	1 33%	2 50%	-	4 80%	-	5 63%	1 33%	1 33%	2 50%	1 50%	2 100%	1 100%	4 67%	2 50%	4 36%
Reduction in carbon emissions/footprint	8 24%	1 14%	1 33%	1 25%	-	1 20%	-	2 25%	1 33%	1 33%	1 25%	1 50%	1 50%	1 100%	2 33%	1 25%	1 9%
Use less energy consumption	4 12%	-	-	1 25%	-	1 20%	-	1 13%	-	-	1 25%	-	1 50%	-	1 17%	-	2 18%
Reduction in electric usage	1 3%	1 14%	-	-	-	1 20%	-	-	-	-	-	-	-	-	-	-	-
Do not have a new/hybrid vehicle	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 17%	-	1 9%
Other reason	3 9%	2 29%	-	-	-	1 20%	-	2 25%	-	-	-	-	-	-	-	1 25%	-
Other	1 3%	-	1 33%	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-
None	2 6%	-	-	1 25%	1 50%	-	-	-	1 33%	-	-	1 50%	-	-	-	-	-

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

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Table 97

Q825. What were you "offsetting" when you purchased the offset?

Base: Respondents Who Have Ever Purchased A Carbon Offset

	Total	New and Imp- roved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	33*	7**	3**	4**	2**	5**	1**	8**	3**	3**	4**	2**	2**	1**	6**	4**	11**
Don't know	2 6%	1 14%	- -	- -	- -	- -	1 100%	- -	- -	- -	- -	- -	- -	- -	- -	1 25%	1 9%
Sigma	51 155%	9 129%	6 200%	7 175%	2 100%	8 160%	1 100%	11 138%	4 133%	4 133%	7 175%	3 150%	5 250%	2 200%	12 200%	6 150%	15 136%

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

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Q831. For each of these, please indicate whether you agree or disagree with the airline's statement that the offsets it is purchasing will offset the greenhouse gas emissions from your flight.

SUMMARY OF AGREE

Base: Respondents Who Know That A Carbon Offset Is A Way Of Reducing Carbon Dioxide And Other Greenhouse Gases

	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	770	93*	101	94*	88*	88*	101	101	105	91*	96*	100	84*	102	96*	102	98*
Weighted Base	770	93*	101	94*	88*	88*	101	101	105	91*	96*	100	84*	102	96*	102	98*
The equipment to capture the methane is already installed and is operating. The methane represented by the offsets will be captured and destroyed in the next few months.	407 53%	50 54%	55 54%	54 57%	38 43%	45 51%	54 53%	44 44%	53 50%	53 58% ehk	42 44%	56 56%	46 55%	55 54%	52 54%	59 58% ehk	58 59% ehk
While the capture project has been designed, the equipment to capture the methane is not presently installed. The mining company is using the money raised from the sale of offsets to pay the cost of purchasing and installing the necessary equipment. It will be several years before the methane represented by the offsets will be captured and destroyed, because it will take that long to raise the necessary funds and install the equipment.	215 28%	24 26%	26 26%	22 23%	26 30%	20 23%	31 31%	25 25%	31 30%	22 24%	25 26%	32 32%	29 35%	32 31%	31 32%	28 27%	26 27%

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

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Table 99

Q831. For each of these, please indicate whether you agree or disagree with the airline's statement that the offsets it is purchasing will offset the greenhouse gas emissions from your flight.

SUMMARY OF DISAGREE

Base: Respondents Who Know That A Carbon Offset Is A Way Of Reducing Carbon Dioxide And Other Greenhouse Gases

	Total	New and Imp-proved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	770	93*	101	94*	88*	88*	101	101	105	91*	96*	100	84*	102	96*	102	98*
Weighted Base	770	93*	101	94*	88*	88*	101	101	105	91*	96*	100	84*	102	96*	102	98*
While the capture project has been designed, the equipment to capture the methane is not presently installed. The mining company is using the money raised from the sale of offsets to pay the cost of purchasing and installing the necessary equipment. It will be several years before the methane represented by the offsets will be captured and destroyed, because it will take that long to raise the necessary funds and install the equipment.	334 43%	39 42%	48 48%	41 44%	32 36%	44 50% hn	38 38%	37 37%	48 46%	43 47%	43 45%	44 44%	34 40%	36 35%	48 50% n	48 47%	45 46%
The equipment to capture the methane is already installed and is operating. The methane represented by the offsets will be captured and destroyed in the next few months.	152 20%	19 20%	19 19%	19 20%	23 26% j	16 18%	17 17%	20 20%	23 22%	13 14%	27 28% jpq	17 17%	14 17%	23 23%	22 23%	17 17%	15 15%

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

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Q831. For each of these, please indicate whether you agree or disagree with the airline's statement that the offsets it is purchasing will offset the greenhouse gas emissions from your flight.

SUMMARY OF MEANS

Base: Respondents Who Know That A Carbon Offset Is A Way Of Reducing Carbon Dioxide And Other Greenhouse Gases

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	770	93*	101	94*	88*	88*	101	101	105	91*	96*	100	84*	102	96*	102	98*
Weighted Base	770	93*	101	94*	88*	88*	101	101	105	91*	96*	100	84*	102	96*	102	98*
The equipment to capture the methane is already installed and is operating. The methane represented by the offsets will be captured and destroyed in the next few months.	3.6	3.5	3.7 k	3.6	3.3	3.6	3.7 k	3.4	3.5	3.8 ehk	3.2	3.7 ek	3.6	3.5	3.5	3.8 ehk	3.7 ek
While the capture project has been designed, the equipment to capture the methane is not presently installed. The mining company is using the money raised from the sale of offsets to pay the cost of purchasing and installing the necessary equipment. It will be several years before the methane represented by the offsets will be captured and destroyed, because it will take that long to raise the necessary funds and install the equipment.	2.6	2.6	2.5	2.5	2.7	2.5	2.8	2.7	2.6	2.4	2.5	2.7	2.9 j	2.8	2.7	2.6	2.6

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

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Q831_1. For each of these, please indicate whether you agree or disagree with the airline's statement that the offsets it is purchasing will offset the greenhouse gas emissions from your flight.

1. The equipment to capture the methane is already installed and is operating. The methane represented by the offsets will be captured and destroyed in the next few months.

Base: Respondents Who Know That A Carbon Offset Is A Way Of Reducing Carbon Dioxide And Other Greenhouse Gases

	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	770	93*	101	94*	88*	88*	101	101	105	91*	96*	100	84*	102	96*	102	98*
Weighted Base	770	93*	101	94*	88*	88*	101	101	105	91*	96*	100	84*	102	96*	102	98*
AGREE (NET)	407 53%	50 54%	55 54%	54 57%	38 43%	45 51%	54 53%	44 44%	53 50%	53 58% ehk	42 44%	56 56%	46 55%	55 54%	52 54%	59 58% ehk	58 59% ehk
(5) Strongly Agree	201 26%	20 22%	29 29%	25 27%	20 23%	21 24%	27 27%	24 24%	25 24%	29 32% k	18 19%	31 31%	22 26%	28 27%	22 23%	32 31% k	29 30%
(4) Somewhat Agree	206 27%	30 32% h	26 26%	29 31%	18 20%	24 27%	27 27%	20 20%	28 27%	24 26%	24 25%	25 25%	24 29%	27 26%	30 31%	27 26%	29 30%
(3) Neither Agree Nor disagree	127 16%	16 17%	15 15%	13 14%	16 18%	15 17%	16 16%	24 24%	19 18%	12 13%	17 18%	15 15%	13 15%	16 16%	16 17%	15 15%	16 16%
DISAGREE (NET)	152 20%	19 20%	19 19%	19 20%	23 26% j	16 18%	17 17%	20 20%	23 22%	13 14%	27 28% jpq	17 17%	14 17%	23 23%	22 23%	17 17%	15 15%
(2) Somewhat Disagree	79 10%	11 12%	13 13%	8 9%	9 10%	9 10%	11 11%	8 8%	12 11%	9 10%	15 16% l	6 6%	6 7%	7 7%	13 14%	13 13%	8 8%
(1) Strongly Disagree	73 9%	8 9%	6 6%	11 12% p	14 16% cgjp	7 8%	6 6%	12 12% p	11 10%	4 4%	12 13% jp	11 11% p	8 10%	16 16% cgjp	9 9%	4 4%	7 7%
Not sure	84 11%	8 9%	12 12%	8 9%	11 13%	12 14%	14 14%	13 13%	10 10%	13 14%	10 10%	12 12%	11 13%	8 8%	6 6%	11 11%	9 9%
MEAN	3.6	3.5	3.7 k	3.6	3.3	3.6	3.7 k	3.4	3.5	3.8 ehk	3.2	3.7 ek	3.6	3.5	3.5	3.8 ehk	3.7 ek
STD. DEV	1.31	1.25	1.26	1.34	1.44	1.27	1.24	1.34	1.32	1.20	1.35	1.35	1.30	1.43	1.28	1.20	1.23
STD. ERR	0.05	0.14	0.13	0.14	0.16	0.15	0.13	0.14	0.14	0.14	0.15	0.14	0.15	0.15	0.14	0.13	0.13
Sigma	770 100%	93 100%	101 100%	94 100%	88 100%	88 100%	101 100%	101 100%	105 100%	91 100%	96 100%	100 100%	84 100%	102 100%	96 100%	102 100%	98 100%

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

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Q831_2. For each of these, please indicate whether you agree or disagree with the airline's statement that the offsets it is purchasing will offset the greenhouse gas emissions from your flight.

2. While the capture project has been designed, the equipment to capture the methane is not presently installed. The mining company is using the money raised from the sale of offsets to pay the cost of purchasing and installing the necessary equipment. It will be several years before the methane represented by the offsets will be captured and destroyed, because it will take that long to raise the necessary funds and install the equipment.

Base: Respondents Who Know That A Carbon Offset Is A Way Of Reducing Carbon Dioxide And Other Greenhouse Gases

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	770	93*	101	94*	88*	88*	101	101	105	91*	96*	100	84*	102	96*	102	98*
Weighted Base	770	93*	101	94*	88*	88*	101	101	105	91*	96*	100	84*	102	96*	102	98*
AGREE (NET)	215 28%	24 26%	26 26%	22 23%	26 30%	20 23%	31 31%	25 25%	31 30%	22 24%	25 26%	32 32%	29 35%	32 31%	31 32%	28 27%	26 27%
(5) Strongly Agree	59 8%	4 4%	5 5%	6 6%	9 10%	8 9%	10 10%	7 7%	5 5%	5 5%	6 6%	13 13% bcip	12 14% bcip	7 7%	11 11% p	4 4%	6 6%
(4) Somewhat Agree	156 20%	20 22%	21 21%	16 17%	17 19%	12 14%	21 21%	18 18%	26 25% f	17 19%	19 20%	19 19%	17 20%	25 25%	20 21%	24 24%	20 20%
(3) Neither Agree Nor disagree	127 16%	18 19%	16 16%	19 20%	19 22% p	14 16%	16 16%	22 22% mp	16 15%	15 16%	14 15%	14 14%	9 11%	22 22% p	12 13%	11 11%	17 17%
DISAGREE (NET)	334 43%	39 42%	48 48%	41 44%	32 36%	44 50% hn	38 38%	37 37%	48 46%	43 47%	43 45%	44 44%	34 40%	36 35%	48 50% n	48 47%	45 46%
(2) Somewhat Disagree	144 19%	18 19%	22 22% e	15 16%	9 10%	20 23% e	18 18%	17 17%	20 19%	12 13%	16 17%	15 15%	17 20%	13 13%	26 27% ejln	25 25% ejn	25 26% ejn
(1) Strongly Disagree	190 25%	21 23%	26 26%	26 28%	23 26%	24 27%	20 20%	20 20%	28 27%	31 34% ghmq	27 28%	29 29%	17 20%	23 23%	22 23%	23 23%	20 20%
Not sure	94 12%	12 13%	11 11%	12 13%	11 13%	10 11%	16 16% o	17 17% o	10 10%	11 12%	14 15% o	10 10%	12 14% o	12 12%	5 5%	15 15% o	10 10%
MEAN	2.6	2.6	2.5	2.5	2.7	2.5	2.8	2.7	2.6	2.4	2.5	2.7	2.9 j	2.8	2.7	2.6	2.6
STD. DEV	1.34	1.25	1.28	1.32	1.40	1.35	1.36	1.28	1.31	1.36	1.35	1.47	1.45	1.31	1.37	1.27	1.25
STD. ERR	0.05	0.14	0.14	0.15	0.16	0.15	0.15	0.14	0.13	0.15	0.15	0.16	0.17	0.14	0.14	0.14	0.13
Sigma	770 100%	93 100%	101 100%	94 100%	88 100%	88 100%	101 100%	101 100%	105 100%	91 100%	96 100%	100 100%	84 100%	102 100%	96 100%	102 100%	98 100%

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

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Q850. As far as you know, what does it mean to say that a product or service is "carbon neutral"?

Base: Respondents Assigned To Carbon Neutral Section

	Total	New and Imp- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1898	248	233	234	245	241	230	223	238	251	227	245	241	235	236	235	234
Weighted Base	1898	248	233	234	245	241	230	223	238	251	227	245	241	235	236	235	234
Does not emit carbon/greenhouses gases into the atmosphere/ozone layer	574 30%	78 31% n	71 30% n	70 30% n	75 31% n	88 37% ijnq	75 33% n	77 35% n	65 27%	66 26%	70 31% n	74 30% n	75 31% n	50 21%	75 32% n	74 31% n	65 28%
Safe/Not harmful/No positive or negative impact on the environment	537 28%	68 27%	68 29%	68 29%	56 23%	74 31%	67 29%	71 32% e	70 29%	67 27%	58 26%	64 26%	67 28%	77 33% e	67 28%	74 31% e	58 25%
Carbon free/No Carbon added	366 19%	53 21% jq	45 19%	42 18%	51 21% j	55 23% jq	46 20%	53 24% jnq	45 19%	36 14%	47 21%	41 17%	52 22% jq	38 16%	46 19%	48 20%	34 15%
Does not leave a carbon footprint	185 10%	22 9%	15 6%	29 12% c	18 7%	22 9%	27 12% c	18 8%	25 11%	22 9%	17 7%	30 12% ce	24 10%	28 12% c	19 8%	25 11%	29 12% c
Carbon emissions are offset (i.e., planting trees, etc.)	111 6%	16 6%	14 6%	18 8% q	14 6%	14 6%	13 6%	11 5%	14 6%	24 10% klnpq	9 4%	11 4%	19 8% q	11 5%	15 6%	12 5%	7 3%
I don't understand/am not familiar with the term	38 2%	2 1%	3 1%	7 3% p	5 2% p	3 1%	7 3% p	4 2% p	5 2% p	5 2% p	4 2% p	5 2% p	3 1%	12 5% bcfhmop	4 2% p	-	7 3% p
Less/non-pollutant	35 2%	4 2%	5 2%	5 2%	6 2%	2 1%	4 2%	3 1%	4 2%	7 3%	4 2%	5 2%	4 2%	4 2%	4 2%	4 2%	5 2%
Carbon has a neutral part in production	33 2%	3 1%	4 2%	5 2%	5 2%	7 3% o	3 1%	6 3% o	4 2%	3 1%	2 1%	4 2%	6 2%	4 2%	1 *	5 2%	4 2%
Fossil fuel (petroleum products) not used to produce the product	27 1%	2 1%	6 3%	4 2%	3 1%	4 2%	2 1%	3 1%	5 2%	4 2%	1 *	5 2%	2 1%	4 2%	2 1%	4 2%	3 1%
Scam/Gimmick/Money-making ploy by Al Gore	26 1%	6 2%	2 1%	2 1%	3 1%	1 *	3 1%	4 2%	2 1%	4 2%	4 2%	4 2%	3 1%	6 3%	3 1%	3 1%	2 1%
A meaningless statement/doesn't make sense	25 1%	7 3% fop	3 1%	2 1%	2 1%	1 *	2 1%	4 2%	3 1%	3 1%	6 3% fo	4 2%	2 1%	6 3% p	1 *	1 *	3 1%
Doesn't waste energy/uses as much energy as it puts out	15 1%	-	-	1 *	3 1%	5 2% bcj	2 1%	3 1%	1 *	-	2 1%	1 *	4 2% bcj	3 1%	1 *	2 1%	2 1%
Environmentally friendly/Good for the environment	12 1%	1 *	1 *	1 *	2 1%	1 *	-	2 1%	4 2% gq	1 *	2 1%	2 1%	3 1%	1 *	1 *	1 *	-
Biodegradable	12 1%	-	1 *	-	2 1%	2 1%	-	1 *	2 1%	2 1%	1 *	2 1%	1 *	2 1%	3 1%	4 2% bdg	1 *
Recyclable	12 1%	-	3 1%	1 *	1 *	2 1%	1 *	1 *	-	2 1%	2 1%	1 *	1 *	2 1%	3 1%	3 1%	1 *
Does not contribute to global warming	11 1%	2 1%	1 *	-	1 *	-	1 *	-	4 2% df	1 *	1 *	2 1%	2 1%	3 1%	2 1%	1 *	1 *
Not coal based	9 *	-	1 *	2 1%	2 1%	2 1%	-	1 *	1 *	3 1%	-	1 *	2 1%	-	-	2 1%	1 *

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.

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Q850. As far as you know, what does it mean to say that a product or service is "carbon neutral"?

Base: Respondents Assigned To Carbon Neutral Section

	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	1898	248	233	234	245	241	230	223	238	251	227	245	241	235	236	235	234
Not toxic to the environment	7 *	2 1%	2 1%	1 *	1 *	- -	- -	- -	1 *	- -	1 *	3 1%	- -	- -	1 *	2 1%	- -
Clean energy	6 *	- -	1 *	- -	- -	1 *	- -	1 *	1 *	1 *	2 1%	1 *	2 1%	- -	2 1%	- -	- -
Other	31 2%	7 3% ci	1 *	2 1%	4 2%	4 2%	9 4% cdikq	4 2%	1 *	5 2%	2 1%	3 1%	6 2%	6 3% i	3 1%	3 1%	2 1%
None	97 5%	10 4%	14 6%	10 4%	12 5%	15 6%	17 7% hk	7 3%	11 5%	17 7% k	7 3%	12 5%	15 6%	11 5%	11 5%	13 6%	12 5%
Don't Know	498 26%	66 27%	64 27%	63 27%	68 28%	56 23%	50 22%	59 26%	59 25%	65 26%	69 30% g	62 25%	56 23%	58 25%	69 29%	61 26%	71 30% g
Decline to answer	14 1%	1 *	2 1%	2 1%	1 *	1 *	1 *	- -	1 *	2 1%	1 *	6 2% bhi	3 1%	1 *	1 *	2 1%	3 1%
Sigma	2681 141%	350 141%	327 140%	335 143%	335 137%	360 149%	330 143%	333 149%	328 138%	341 136%	312 137%	343 140%	352 146%	327 139%	334 142%	344 146%	311 133%

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.

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Q855. Thinking a bit more about a product being carbon neutral, which of the following best describes what "carbon neutral" means?

Base: Respondents Assigned To Carbon Neutral Section

	Total	New and Imp-proved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1898	248	233	234	245	241	230	223	238	251	227	245	241	235	236	235	234
Weighted Base	1898	248	233	234	245	241	230	223	238	251	227	245	241	235	236	235	234
INCORRECT (NET)	1157 61%	161 65% f	143 61%	140 60%	160 65% f	134 56%	143 62%	130 58%	138 58%	152 61%	147 65% f	153 62%	141 59%	145 62%	135 57%	145 62%	147 63%
WRONG (NET)	676 36%	101 41%	81 35%	87 37%	84 34%	80 33%	84 37%	84 38%	79 33%	86 34%	87 38%	87 36%	84 35%	81 34%	77 33%	94 40%	76 32%
No pollution was generated in making the product	313 16%	44 18%	40 17%	38 16%	34 14%	35 15%	38 17%	42 19%	41 17%	44 18%	40 18%	44 18%	32 13%	37 16%	33 14%	47 20% m	37 16%
Carbon resources were not used to produce the product	229 12%	36 15%	31 13%	29 12%	29 12%	33 14%	32 14%	33 15% q	24 10%	24 10%	28 12%	25 10%	29 12%	25 11%	30 13%	29 12%	21 9%
Water pollutants were reduced to improve water quality	17 1%	5 2% pq	2 1%	1 *	2 1%	1 *	4 2% pq	1 *	4 2% pq	3 1%	1 *	3 1%	3 1%	2 1%	2 1%	-	-
Clothing that resists pencil and ink stains	8 *	1 *	1 *	4 2% fijko	1 *	-	1 *	-	-	-	-	2 1%	2 1%	1 *	-	1 *	2 1%
Soft drinks that were made without carbonation	4 *	-	1 *	1 *	-	-	1 *	1 *	-	-	1 *	-	-	1 *	-	1 *	1 *
None of the above	105 6%	15 6%	6 3%	14 6%	18 7% ch	11 5%	8 3%	7 3%	10 4%	15 6%	17 7% ch	13 5%	18 7% cgh	15 6% c	12 5%	16 7% c	15 6% c
Not sure	481 25%	60 24%	62 27%	53 23%	76 31% dfhp	54 22%	59 26%	46 21%	59 25%	66 26%	60 26%	66 27%	57 24%	64 27%	58 25%	51 22%	71 30% dhp
Greenhouse gases such as carbon dioxide were offset	741 39%	87 35%	90 39%	94 40%	85 35%	107 44% bek	87 38%	93 42%	100 42%	99 39%	80 35%	92 38%	100 41%	90 38%	101 43%	90 38%	87 37%
Sigma	1898 100%	248 100%	233 100%	234 100%	245 100%	241 100%	230 100%	223 100%	238 100%	251 100%	227 100%	245 100%	241 100%	235 100%	236 100%	235 100%	234 100%

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.

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Q860. Have you ever purchased a product or service at least partly because it was advertised or labeled as being "carbon neutral"?

Base: Respondents Assigned To Carbon Neutral Section

	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	1898	248	233	234	245	241	230	223	238	251	227	245	241	235	236	235	234
Weighted Base	1898	248	233	234	245	241	230	223	238	251	227	245	241	235	236	235	234
Yes	73 4%	14 6% ilq	6 3%	12 5% l	14 6% ilq	9 4%	12 5% l	9 4%	5 2%	11 4%	11 5% l	3 1%	10 4%	9 4%	6 3%	10 4% l	5 2%
No	1251 66%	177 71% cefp	147 63%	157 67%	153 62%	149 62%	159 69%	151 68%	154 65%	165 66%	156 69%	158 64%	163 68%	156 66%	154 65%	146 62%	157 67%
Not sure	574 30%	57 23%	80 34% bg	65 28%	78 32% b	83 34% bg	59 26%	63 28%	79 33% b	75 30%	60 26%	84 34% bg	68 28%	70 30%	76 32% b	79 34% b	72 31% b
Sigma	1898 100%	248 100%	233 100%	234 100%	245 100%	241 100%	230 100%	223 100%	238 100%	251 100%	227 100%	245 100%	241 100%	235 100%	236 100%	235 100%	234 100%

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.

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Q865. Have you ever noticed advertisements for "carbon neutral" products or services?

Base: Respondents Who Have Never Purchased A Carbon Neutral Product/Service Or Don't Know

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1825	234	227	222	231	232	218	214	233	240	216	242	231	226	230	225	229
Weighted Base	1825	234	227	222	231	232	218	214	233	240	216	242	231	226	230	225	229
Yes	189 10%	25 11%	22 10%	24 11%	16 7%	26 11%	30 14% ep	24 11%	26 11%	28 12% p	20 9%	27 11%	26 11%	24 11%	25 11%	14 6%	21 9%
No	1290 71%	175 75% io	171 75% ino	154 69%	171 74% o	156 67%	151 69%	149 70%	153 66%	178 74% io	159 74%	170 70%	160 69%	152 67%	151 66%	165 73%	165 72%
Not sure	346 19%	34 15%	34 15%	44 20%	44 19%	50 22% bj	37 17%	41 19%	54 23% bcj	34 14%	37 17%	45 19%	45 19%	50 22% bcj	54 23% bcj	46 20%	43 19%
Sigma	1825 100%	234 100%	227 100%	222 100%	231 100%	232 100%	218 100%	214 100%	233 100%	240 100%	216 100%	242 100%	231 100%	226 100%	230 100%	225 100%	229 100%

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.

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Table 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?

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% j	-	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% g	-	-	-	-	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

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Table 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?

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

	Total	New and Imp- roved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(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% l	1 4%	4 11%	4 13%	3 9%	3 7%	5 15% l	2 6%	3 8%	5 16% l	-	4 11%	3 9%	4 13%	4 17%	2 8%
Environmental impact	7 3%	4 10% j	-	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%	-
Adverting 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/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

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Table 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?

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**
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/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

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Table 108

Q870. What did you buy that was advertised or labeled as being carbon neutral?

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%	2 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/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

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Q870. What did you buy that was advertised or labeled as being carbon neutral?

Base: Respondents Who Have Ever Purchased A Carbon Neutral Product/Service

	Total	New and Imp- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(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%	-
Adverting mentions (saw an ad, heard an ad, etc.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1 / 1%	-	-	-	1 / 7%	-	-	-	-	1 / 9%	-	-	-	-	-	-	-

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

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Q870. What did you buy that was advertised or labeled as being carbon neutral?

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)
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%

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

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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 Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(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%	-	-	-	-	-	-	-	-	-	-

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

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Table 109

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 Imp- roved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(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/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

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Table 109

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 Imp- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(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

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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 Imp- roved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(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/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

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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% cfhijklmopq	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/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

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Table 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?

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 66%	41 72%	39 74% o	43 72%	31 62%	39 66%	36 71%	33 65%	38 62%	41 65%	30 63%	37 60%	44 71%	42 71%	37 56%	35 67%	32 57%
I thought about the greenhouse gases that may occur at each of the stages of the lifecycle.	201 44%	30 53% o	24 45%	35 58% jkloq	23 46%	25 42%	26 51%	24 47%	26 43%	26 41%	18 38%	24 39%	27 44%	29 49%	22 33%	22 42%	21 38%
I thought about the greenhouse gases that may occur at some, but not all of the stages of the lifecycle.	98 22%	11 19%	15 28%	8 13%	8 16%	14 24%	10 20%	9 18%	12 20%	15 24%	12 25%	13 21%	17 27% d	13 22%	15 23%	13 25%	11 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 27%	13 23%	9 17%	14 23%	15 30%	14 24%	10 20%	15 29%	17 28%	19 30%	13 27%	22 35% c	14 23%	14 24%	21 32%	16 31%	22 39% cdgm
Other	16 4%	2 4%	2 4%	2 3%	3 6%	2 3%	2 4%	1 2%	2 3%	2 3%	3 6%	1 2%	1 2%	3 5%	5 8% p	-	1 2%
Not sure	16 4%	1 2%	3 6%	1 2%	1 2%	4 7% n	3 6%	2 4%	4 7% n	1 2%	2 4%	2 3%	3 5%	-	3 5%	1 2%	1 2%
Sigma	455 100%	57 100%	53 100%	60 100%	50 100%	59 100%	51 100%	51 100%	61 100%	63 100%	48 100%	62 100%	62 100%	59 100%	66 100%	52 100%	56 100%

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

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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 66%	15 83%	12 48%	17 81%	17 71%	24 65%	12 50%	22 65%	16 62%	18 72%	18 78%	11 61%	17 68%	15 75%	15 63%	19 59%	14 64%
I thought about the greenhouse gases that may occur at each of the stages of the lifecycle.	43 22%	7 39%	3 12%	6 29%	6 25%	9 24%	4 17%	6 18%	4 15%	5 20%	7 30%	4 22%	4 16%	7 35%	4 17%	6 19%	4 18%
I thought about the greenhouse gases that may occur at some, but not all of the stages of the lifecycle.	88 44%	8 44%	9 36%	11 52%	11 46%	15 41%	8 33%	16 47%	12 46%	13 52%	11 48%	7 39%	13 52%	8 40%	11 46%	13 41%	10 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 33%	3 17%	12 48%	4 19%	6 25%	12 32%	12 50%	11 32%	9 35%	7 28%	5 22%	6 33%	8 32%	5 25%	9 38%	13 41%	8 36%
Other	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Not sure	3 2%	- -	1 4%	- -	1 4%	1 3%	- -	1 3%	1 4%	- -	- -	1 6%	- -	- -	- -	- -	- -
Sigma	199 100%	18 100%	25 100%	21 100%	24 100%	37 100%	24 100%	34 100%	26 100%	25 100%	23 100%	18 100%	25 100%	20 100%	24 100%	32 100%	22 100%

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

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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

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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 Imp- roved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(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%	450 96%	448 95%	460 97%	463 98% in	460 97%	459 97%	448 94% n	462 97%	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/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.

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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%	54 11% bcdfijmpq	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.

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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/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.

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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/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.

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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% ejoq	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%	139 56% bdefilopq	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% cejk	27 12%	32 13%	33 13%	31 12%	48 19% bcefhjkn	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/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.

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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?

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
EVER (NET)	1315 66%	168 64%	160 65%	172 67%	155 66%	163 65%	165 66%	173 68%	153 62%	166 65%	166 66%	155 65%	168 67%	184 70% i	151 65%	169 66%	162 64%
HALF OR MORE (NET)	792 40%	103 39%	96 39%	98 38%	102 44%	91 37%	110 44%	93 37%	90 36%	99 39%	100 40%	99 42%	96 38%	109 42%	99 42%	97 38%	102 40%
For all of the environmental products I bought	254 13%	34 13%	37 15%	33 13%	26 11%	29 12%	37 15%	29 11%	30 12%	30 12%	38 15%	29 12%	35 14%	30 11%	26 11%	28 11%	37 15%
For at least half of the environmental products I bought	538 27%	69 26%	59 24%	65 25%	76 32% cikm	62 25%	73 29%	64 25%	60 24%	69 27%	62 25%	70 30%	61 24%	79 30%	73 31%	69 27%	65 26%
For less than half of the environmental products I bought	523 26%	65 25%	64 26%	74 29%	53 23%	72 29%	55 22%	80 31% egoq	63 26%	67 26%	66 26%	56 24%	72 29%	75 29%	52 22%	72 28%	60 24%
For none of the environmental products I bought	459 23%	72 27%	57 23%	54 21%	53 23%	55 22%	53 21%	54 21%	60 24%	68 27%	61 24%	52 22%	55 22%	54 21%	55 24%	56 22%	59 23%
Not sure	223 11%	22 8%	28 11%	29 11%	26 11%	31 12%	32 13%	27 11%	34 14%	22 9%	25 10%	30 13%	27 11%	24 9%	27 12%	30 12%	32 13%
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/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.

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Q320. U.S. Region-Harris Interactive Definition

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
East	976 26%	115 24%	136 29% h	117 25%	126 27%	115 25%	127 27%	106 23%	117 25%	121 26%	124 26%	118 25%	126 27%	113 24%	134 28% h	130 28%	127 27%
Midwest	975 26%	134 28%	113 24%	137 29% g	124 26%	122 26%	110 23%	116 25%	126 27%	121 26%	125 26%	133 28%	116 25%	117 25%	122 26%	115 24%	119 25%
South	1042 28%	144 30% d	125 27%	106 23%	137 29% d	138 29% d	130 28%	138 29% d	130 28%	144 30% d	122 26%	129 27%	123 26%	145 31% d	128 27%	121 26%	124 26%
West	784 21%	80 17%	97 21%	110 23% bej	84 18%	93 20%	105 22% b	111 24% be	98 21%	87 18%	103 22%	94 20%	107 23% b	100 21%	91 19%	105 22% b	103 22%
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.

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Q350. How many hours per week do you typically spend on the Internet or World Wide Web?

Base: All Qualified Respondents

	Total	New and Imp-proved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(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
LIGHT USERS (NET)	900 24%	116 25%	124 26% iq	114 24%	108 23%	112 24%	105 22%	119 25% i	92 20%	120 25% i	114 24%	121 26% i	115 24%	122 26% i	112 24%	109 23%	97 21%
0 hours	12 *	-	2 *	1 *	1 *	1 *	1 *	3 1%	1 *	2 *	4 1% bn	1 *	3 1%	-	2 *	1 *	1 *
1 - 7 hours	888 24%	116 25% i	122 26% iq	113 24%	107 23%	111 24%	104 22%	116 25% i	91 19%	118 25% i	110 23%	120 25% i	112 24%	122 26% iq	110 23%	108 23%	96 20%
MEDIUM USERS (NET)	1819 48%	224 47%	221 47%	226 48%	235 50%	224 48%	235 50%	223 47%	238 51% n	223 47%	235 50%	219 46%	227 48%	210 44%	224 47%	231 49%	243 51% n
8 - 14 hours	868 23%	111 23%	114 24%	114 24%	99 21%	106 23%	103 22%	110 23%	123 26% l	111 23%	113 24%	91 19%	116 25% l	104 22%	103 22%	117 25% l	101 21%
15 - 21 hours	951 25%	113 24%	107 23%	112 24%	136 29% cjn	118 25%	132 28% n	113 24%	115 24%	112 24%	122 26%	128 27%	111 24%	106 22%	121 25%	114 24%	142 30% bcdhijmnp
HEAVY USERS (NET)	1058 28%	133 28%	126 27%	130 28%	128 27%	132 28%	132 28%	129 27%	141 30%	130 27%	125 26%	134 28%	130 28%	143 30%	139 29%	131 28%	133 28%
22 - 28 hours	297 8%	44 9%	37 8%	37 8%	36 8%	37 8%	37 8%	32 7%	36 8%	34 7%	35 7%	41 9%	37 8%	43 9%	36 8%	32 7%	40 8%
29 - 35 hours	389 10%	50 11%	49 10%	46 10%	51 11%	42 9%	51 11%	40 8%	62 13% fhj	41 9%	46 10%	48 10%	45 10%	56 12%	55 12%	47 10%	49 10%
36 - 42 hours	177 5%	21 4%	18 4%	15 3%	21 4%	35 7% bcdgmnoq	19 4%	29 6% dmo	23 5%	22 5%	29 6% dmo	28 6% do	16 3%	20 4%	14 3%	24 5%	20 4%
43+ hours	195 5%	18 4%	22 5%	32 7% bfkl	20 4%	18 4%	25 5%	28 6% k	20 4%	33 7% befkl	15 3%	17 4%	32 7% bfkl	24 5%	34 7% befikl	28 6% k	24 5%
MEAN	18.3	17.3	17.5	18.8	18.1	18.0	18.2	18.2	18.9	18.4	17.5	18.1	18.1	17.9	19.0	19.0	19.1 b
STD. DEV	15.18	13.39	14.38	17.45	14.27	14.60	14.09	15.44	15.70	15.57	13.61	15.13	15.08	14.57	16.83	17.39	14.68
STD. ERR	0.25	0.62	0.66	0.80	0.66	0.67	0.65	0.71	0.72	0.72	0.62	0.69	0.69	0.67	0.77	0.80	0.68
MEDIAN	15.0	15.0	14.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	17.0
MEAN (without 0)	18.3	17.3	17.5	18.8	18.2	18.0	18.2	18.3	18.9	18.5	17.7	18.2	18.2	17.9	19.1	19.0	19.1 b
STD. DEV (without 0)	15.17	13.39	14.37	17.44	14.26	14.59	14.08	15.42	15.69	15.56	13.57	15.12	15.06	14.57	16.82	17.39	14.67
STD. ERR (without 0)	0.25	0.62	0.66	0.81	0.66	0.68	0.65	0.71	0.72	0.72	0.63	0.70	0.70	0.67	0.77	0.80	0.68
MEDIAN (without 0)	15.0	15.0	14.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	17.5
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.

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Table 123

Q406. What is your employment status?

Base: All Qualified Respondents

	Total	New and Imp- roved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(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
Employed full time	1860 49%	244 52% cl	207 44%	240 51% cl	238 51% cl	231 49%	243 51% cl	229 49%	227 48%	237 50% c	222 47%	210 44%	236 50%	234 49%	232 49%	251 53% ckl	239 51% cl
Employed part time	874 23%	110 23%	113 24%	101 21%	112 24%	96 21%	116 25%	98 21%	100 21%	124 26% fn	120 25%	117 25%	103 22%	98 21%	120 25%	108 23%	112 24%
Self-employed	512 14%	64 14%	47 10%	58 12%	72 15% cn	66 14%	61 13%	62 13%	67 14% c	69 15% cn	63 13%	71 15% cn	60 13%	49 10% cdghkmnq	85 18%	76 16% cnq	54 11%
Not employed, but looking for work	371 10%	44 9%	51 11%	51 11%	54 11% gkpq	44 9%	37 8%	59 13% gkpq	49 10%	43 9%	37 8%	51 11%	53 11%	54 11% gp	42 9%	36 8%	37 8%
Not employed and not looking for work	700 19%	73 15%	99 21% b	84 18%	78 17%	89 19%	80 17%	85 18%	92 20%	85 18%	94 20%	96 20% b	87 18%	93 20%	90 19%	81 17%	94 20%
Retired	679 18%	69 15%	85 18%	83 18%	77 16%	87 19%	91 19% b	85 18%	89 19%	79 17%	86 18%	92 19% b	82 17%	88 19%	95 20% b	78 17%	92 19% b
Not employed, unable to work due to a disability or illness	218 6%	34 7%	34 7%	25 5%	23 5%	28 6%	28 6%	28 6%	25 5%	22 5%	34 7%	33 7%	25 5%	26 5%	23 5%	24 5%	24 5%
Student	559 15%	76 16% k	68 14%	82 17% kq	62 13%	67 14%	72 15%	75 16% k	70 15%	68 14%	54 11%	75 16% k	85 18% ekoq	76 16% k	62 13%	68 14%	58 12%
Stay-at-home spouse or partner	381 10%	48 10%	60 13% eiloq	49 10%	38 8%	53 11%	50 11%	49 10%	38 8%	48 10%	52 11%	40 8%	54 11%	49 10%	41 9%	53 11%	40 8%
Sigma	6154 163%	762 161%	764 162%	773 164%	754 160%	761 163%	778 165%	770 163%	757 161%	775 164%	762 161%	785 166%	785 166%	767 161%	790 166%	775 165%	750 159%

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.

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Table 124

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Qualified Respondents

	Total	New and Imp- roved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(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
HIGH SCHOOL OR LESS (NET)	628 17%	79 17%	97 21% dijoq	72 15%	78 17%	74 16%	77 16%	93 20% joq	71 15%	67 14%	80 17%	80 17%	79 17%	87 18% o	61 13%	94 20% ijoq	67 14%
Less than high school	11 *	3 1%	2 *	1 *	-	2 *	2 *	2 *	2 *	-	2 *	1 *	-	1 *	1 *	3 1%	-
Completed some high school	64 2%	8 2%	9 2%	8 2%	12 3% g	8 2%	3 1%	10 2%	10 2%	5 1%	9 2%	5 1%	8 2%	8 2%	7 1%	10 2% g	8 2%
Completed high school	553 15%	68 14%	86 18% dijoq	63 13%	66 14%	64 14%	72 15%	81 17% ioq	59 13%	62 13%	69 15%	74 16% o	71 15%	78 16% o	53 11%	81 17% ioq	59 12%
ATTENDED COLLEGE OR COLLEGE DEGREE (NET)	2180 58%	273 58%	273 58%	274 58%	266 56%	284 61% hp	278 59%	258 55%	273 58%	277 59%	282 59% p	273 58%	278 59%	269 57%	282 59% p	250 53%	270 57%
Completed some college	1056 28%	137 29%	141 30% h	127 27%	123 26%	141 30% h	135 29%	113 24%	140 30% h	117 25%	132 28%	126 27%	153 32% ehjlp	134 28%	140 29%	118 25%	135 29%
Associate Degree	336 9%	41 9%	43 9%	43 9%	44 9%	40 9%	49 10%	47 10%	38 8%	38 8%	38 8%	56 12% ijo	40 8%	39 8%	33 7%	41 9%	42 9%
Completed College	788 21%	95 20%	89 19%	104 22%	99 21%	103 22%	94 20%	98 21%	95 20%	122 26% bcgilmnpq	112 24% m	91 19%	85 18%	96 20%	109 23% m	91 19%	93 20%
ATTENDED GRADUATE SCHOOL OR GRADUATE DEGREE (NET)	969 26%	121 26%	101 21%	124 26%	127 27% c	110 24%	117 25%	120 25%	127 27% c	129 27% c	112 24%	121 26%	115 24%	119 25%	132 28% c	127 27% c	136 29% c
Completed some graduate school	327 9%	45 10% i	39 8%	45 10% i	51 11% fik	32 7%	44 9% i	39 8%	27 6%	46 10% i	33 7%	44 9% i	40 8%	41 9%	42 9%	39 8%	47 10% i
Completed graduate school	366 10%	44 9%	37 8%	45 10%	35 7%	50 11%	42 9%	45 10%	62 13% cegkl	51 11%	42 9%	41 9%	45 10%	47 10%	49 10%	49 10%	48 10%
MA, MS, MFA	139 4%	17 4%	9 2%	20 4% c	22 5% c	13 3%	14 3%	22 5% c	15 3%	17 4%	19 4% c	19 4% c	18 4%	16 3%	21 4% c	15 3%	21 4% c
MBA	34 1%	2 *	4 1%	1 *	6 1%	1 *	5 1%	5 1%	6 1%	6 1%	5 1%	3 1%	4 1%	4 1%	7 1% df	4 1%	5 1%
Ph.D.,Psy.D.	22 1%	1 *	4 1%	2 *	5 1%	3 1%	3 1%	2 *	5 1%	6 1% m	2 *	3 1%	1 *	2 *	1 *	3 1%	1 *
J.D.	23 1%	1 *	2 *	4 1% j	1 *	4 1% j	3 1%	3 1%	2 *	-	3 1%	1 *	4 1% j	2 *	5 1% j	6 1% jl	5 1% j
M.D.	6 *	3 1%	2 *	1 *	2 *	-	-	-	-	-	-	-	2 *	-	1 *	-	1 *	-
Other graduate or professional degree	52 1%	8 2%	4 1%	6 1%	5 1%	7 1%	6 1%	4 1%	10 2%	3 1%	8 2%	8 2%	3 1%	6 1%	7 1%	10 2%	9 2%
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.

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Table 124

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Qualified Respondents

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473

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.

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Table 125

Q462. Which of the following income categories best describes your total household income after taxes?

Base: All Qualified Respondents

	Total	New and Imp- roved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(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
LESS THAN $35,000 (NET)	997 26%	127 27%	124 26%	114 24%	132 28%	133 28%	122 26%	124 26%	138 29% jp	109 23%	136 29% j	124 26%	134 28% j	114 24%	131 28%	111 24%	121 26%
Less than $15,000	285 8%	48 10% djnq	41 9%	28 6%	33 7%	38 8%	32 7%	36 8%	41 9%	31 7%	47 10% djnq	35 7%	36 8%	28 6%	35 7%	33 7%	28 6%
$15,000 to $24,999	288 8%	39 8%	32 7%	39 8%	35 7%	42 9%	41 9%	35 7%	31 7%	29 6%	30 6%	28 6%	48 10% ijkl	35 7%	39 8%	34 7%	39 8%
$25,000 to $34,999	424 11%	40 8%	51 11%	47 10%	64 14% bdp	53 11%	49 10%	53 11%	66 14% bdp	49 10%	59 12% b	61 13% b	50 11%	51 11%	57 12%	44 9%	54 11%
$35,000 TO LESS THAN $75,000 (NET)	1321 35%	156 33%	175 37%	177 38%	152 32%	160 34%	164 35%	163 35%	160 34%	155 33%	167 35%	159 34%	166 35%	175 37%	174 37%	174 37%	165 35%
$35,000 to $49,999	564 15%	72 15%	73 15%	69 15%	53 11%	73 16%	73 15% e	76 16% e	73 15%	63 13%	73 15% e	74 16% e	68 14%	74 16% e	65 14%	81 17% e	68 14%
$50,000 to $74,999	757 20%	84 18%	102 22%	108 23% b	99 21%	87 19%	91 19%	87 18%	87 18%	92 19%	94 20%	85 18%	98 21%	101 21%	109 23% b	93 20%	97 21%
$75,000 OR MORE (NET)	1028 27%	135 29%	119 25%	121 26%	123 26%	127 27%	129 27%	129 27%	118 25%	157 33% cdefiklmo	125 26%	122 26%	129 27%	130 27%	126 27%	134 28%	132 28%
$75,000 to $99,999	463 12%	61 13%	49 10%	55 12%	53 11%	57 12%	62 13%	61 13%	51 11%	78 16% cdeikop	49 10%	59 12%	63 13%	58 12%	54 11%	57 12%	59 12%
$100,000 to $124,999	264 7%	35 7%	33 7%	33 7%	38 8%	32 7%	33 7%	31 7%	29 6%	36 8%	38 8%	41 9% q	26 6%	33 7%	34 7%	30 6%	26 5%
$125,000 to $149,999	133 4%	22 5% hl	16 3%	15 3%	17 4%	14 3%	15 3%	11 2%	15 3%	19 4%	19 4%	10 2%	17 4%	15 3%	23 5% hl	16 3%	22 5% l
$150,000 to $199,999	110 3%	13 3%	11 2%	10 2%	11 2%	16 3% o	12 3%	16 3%	15 3%	13 3%	16 3% o	9 2%	15 3%	16 3%	7 1%	20 4% lo	20 4% lo
$200,000 to $249,999	23 1%	- -	5 1% b	1 *	3 1%	3 1%	3 1%	4 1%	4 1% b	4 1% b	2 *	1 *	4 1% b	4 1% b	3 1%	2 *	3 1%
$250,000 or more	35 1%	4 1%	5 1%	7 1% ek	1 *	5 1%	4 1%	6 1%	4 1%	7 1% ek	1 *	2 *	4 1%	4 1%	5 1%	9 2% eklq	2 *
Decline to answer	431 11%	55 12%	53 11%	58 12%	64 14% kmo	48 10%	57 12%	55 12%	55 12%	52 11%	46 10%	69 15% fkmo	43 9%	56 12%	44 9%	52 11%	55 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/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.

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Q364. What is your marital status?

Base: All Qualified Respondents

	Total	New and Imp-roved	Green	Green: Made with Renew-able Mater-ials	Green: Made with Renew-able Energy	Green: Made with Re-cycled Mater-ials	Eco-Friend-ly	Eco-friend-ly: Made with Renew-able Mater-ials	Eco-friend-ly: Made with Renew-able Energy	Eco-friend-ly: Made with Re-cycled Mater-ials	Sus-tain-able	Sus-tain-able: Made with Renew-able Mater-ials	Sus-tain-able: Made with Renew-able Energy	Sus-tain-able: Made with Re-cycled Mater-ials	Made with Renew-able Mater-ials	Made with Renew-able Energy	Made with Re-cycled Mater-ials
	(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
Never married	1198 32%	159 34% gn	140 30%	143 30%	149 32%	142 30%	129 27%	158 34% gn	156 33%	160 34% gn	162 34% gn	159 34% g	153 32%	132 28%	152 32%	154 33%	148 31%
Married or Civil union	1790 47%	233 49%	229 49%	226 48%	219 46%	225 48%	232 49%	220 47%	211 45%	215 45%	225 47%	221 47%	221 47%	235 49%	218 46%	221 47%	229 48%
Divorced	361 10%	41 9%	43 9%	47 10%	51 11%	42 9%	52 11%	38 8%	49 10%	44 9%	45 9%	43 9%	46 10%	54 11%	43 9%	39 8%	45 10%
Separated	52 1%	7 1%	6 1%	6 1%	8 2%	7 1%	9 2% p	9 2% p	5 1%	4 1%	5 1%	6 1%	7 1%	5 1%	10 2% p	2 *	8 2%
Widow/Widower	130 3%	12 3%	19 4%	16 3%	15 3%	12 3%	16 3%	17 4%	23 5% bf	14 3%	13 3%	19 4%	12 3%	15 3%	23 5%	18 4%	16 3%
Living with Partner	246 7%	21 4%	34 7%	32 7%	29 6%	40 9% bk	34 7%	29 6%	27 6%	36 8% b	24 5%	26 5%	33 7%	34 7%	29 6%	37 8% b	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/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.

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Q368. Including yourself, how many people age 18 or older live in your household?

Base: All Qualified Respondents

	Total	New and Imp- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(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
1	930 25%	112 24%	115 24%	110 23%	113 24%	120 26%	102 22%	120 25%	139 30% bdgnpq	113 24%	122 26%	118 25%	129 27% gp	104 22%	130 27% gnp	100 21%	113 24%
2	1965 52%	239 51%	244 52%	253 54%	244 52%	240 51%	256 54%	239 51%	239 51%	244 52%	248 52%	240 51%	248 53%	251 53%	236 50%	250 53%	259 55%
3	591 16%	76 16%	82 17%	68 14%	83 18%	71 15%	80 17%	75 16%	64 14%	79 17%	71 15%	81 17%	64 14%	77 16%	63 13%	82 17%	66 14%
4	216 6%	36 8% cm	21 4%	26 6%	25 5%	27 6%	29 6%	26 6%	23 5%	24 5%	27 6%	26 5%	20 4%	33 7%	37 8% cm	26 6%	26 5%
5+	75 2%	10 2%	9 2%	13 3%	6 1%	10 2%	5 1%	11 2%	6 1%	13 3%	6 1%	9 2%	11 2%	10 2%	9 2%	13 3% g	9 2%
MEAN	2.1	2.2 i	2.1	2.2 i	2.1	2.1	2.1 i	2.1	2.0	2.2 i	2.0	2.1 i	2.1	2.2 i	2.1	2.2 ik	2.1
STD. DEV	1.08	1.05	0.88	1.79	0.87	0.96	0.92	0.95	0.89	1.39	0.87	1.03	1.42	0.96	0.97	1.01	0.92
STD. ERR	0.02	0.05	0.04	0.08	0.04	0.04	0.04	0.04	0.04	0.06	0.04	0.05	0.07	0.04	0.04	0.05	0.04
MEDIAN	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
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.

J35309 - FTC Green Marketing Survey
Harris Interactive Inc.
Interview Dates: 8/18/09 - 8/26/09

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Table 128

Q372. How many people under the age of 18 live in your household?

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	3775	473	470	470	471	468	471	471	470	473	473	474	472	475	475	471	473
Weighted Base	3775	473	470	470	471	468	471	471	470	473	473	474	472	475	475	471	473
0	2704 72%	327 69%	328 70%	339 72%	347 74%	325 69%	321 68%	342 73% bcfgmnp	363 77%	343 73%	345 73%	348 73%	321 68%	326 69%	352 74% gmn	332 70%	349 74% gm
1	522 14%	65 14%	67 14%	69 15%	55 12%	80 17% eikloq	69 15%	65 14%	57 12%	71 15%	59 12%	56 12%	76 16% eo	76 16% eo	54 11%	68 14%	57 12%
2	400 11%	58 12% i	56 12%	51 11%	50 11%	46 10%	60 13% i	43 9%	39 8%	46 10%	48 10%	52 11%	52 11%	53 11%	47 10%	53 11%	46 10%
3	104 3%	14 3%	14 3%	8 2%	13 3%	9 2%	14 3%	16 3%	8 2%	12 3%	13 3%	13 3%	13 3%	14 3%	15 3%	15 3%	17 4%
4	34 1%	6 1%	4 1%	2 *	6 1%	7 1% j	5 1%	4 1%	2 *	1 *	6 1%	4 1%	7 1% j	4 1%	6 1%	2 *	2 *
5+	11 *	3 1%	1 *	1 *	- -	1 *	2 *	1 *	1 *	- -	2 *	1 *	3 1%	2 *	1 *	1 *	2 *
MEAN	0.5	0.6 dij	0.5 i	0.4	0.5	0.5 i	0.6 dij	0.5	0.4	0.4	0.5 i	0.5 i	0.6 dij	0.5	0.5 i	0.5	0.5
STD. DEV	0.90	1.01	0.90	0.81	0.88	0.90	1.00	0.88	0.77	0.79	0.95	0.89	0.97	0.95	0.92	0.88	0.92
STD. ERR	0.01	0.05	0.04	0.04	0.04	0.04	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04
MEDIAN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN (without 0)	1.7	1.8 dj	1.7	1.6	1.8 j	1.6	1.8 j	1.7	1.6	1.6	1.8 dj	1.8 j	1.7	1.7	1.8 dj	1.7	1.8 j
STD. DEV (without 0)	0.89	1.00	0.81	0.74	0.83	0.89	0.99	0.86	0.79	0.69	0.98	0.86	0.94	0.96	0.93	0.82	0.94
STD. ERR (without 0)	0.03	0.08	0.07	0.06	0.07	0.07	0.08	0.08	0.08	0.06	0.09	0.08	0.08	0.08	0.08	0.07	0.08
MEDIAN (without 0)	2	2	2	1	2	1	2	1	1	1	2	2	1	1	2	2	2
Sigma	3775 100%	473 100%	470 100%	470 100%	471 100%	468 100%	471 100%	471 100%	470 100%	473 100%	473 100%	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.