HARRIS INTERACTIVE

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Number of Response Equivalents (REs):   [INSERT NUMBER OF REs]

SECTION 600: SAMPLE PRELOAD AND SCREENING QUESTIONS

[PROGRAMMER NOTE: PLEASE COORDINATE WITH THE SAMPLE PROGRAMMER ABOUT THE PROCESSING OF ANY PRELOADED VARIABLES INDICATED IN THIS SECTION.]

[STANDARD SAMPLE VARIABLE FOR ALL SURVEYS DO NOT CHANGE CODE LIST]
BASE: ALL RESPONDENTS
Q75   PRELOAD – SAMPLE SUPPLIER (QV7/ICW Field 23)

   1   HPOL

BASE: ALL RESPONDENTS
Q5   PRELOAD – INCENTIVE ID (QV8/ICW Field 25)

        [NUMERIC 5 DIGIT]
        |_|_|_|_|_|

BASE: ALL RESPONDENTS
Q600   PRELOAD – TO MARK IF THIS SAMPLE IS PULLED FOR PRETEST OR ACTUAL SURVEY (QV9)
   1   PRETEST
   2   ACTUAL SURVEY

BASE: ALL RESPONDENTS
Q23   HIDDEN QUESTION – DETERMINE CODE FROM Q5

        1   HPOL
        2   Harris/Decima Panel

BASE: ALL RESPONDENTS
Q148   INITIAL SURVEY MODE

[PROGRAMMER NOTE: CAPTURE INITIAL MODE OF SURVEY]

        1   WEB
        2   CATI-COW

BASE: ALL RESPONDENTS
Q149   FINAL SURVEY MODE

[PROGRAMMER NOTE: CAPTURE CURRENT/FINAL MODE OF SURVEY]

        1   WEB
        2   CATI-COW

Q256   \<center>\The progress bar below indicates approximately \
what portion of the survey you have completed. \\</center>\<P>

Thank you for agreeing to take this survey. Our first few questions will help us determine which questions to ask you.\<P>

In a previous survey, you indicated you lived in the following country or region: [INSERT PRELOADED COUNTRY]. Do you still live in this country or region?

1   Yes
2   No

Q258

BASE: ALL RESPONDENTS
Q264 [HIDDEN QUESTION – FINAL COUNTRY QUESTION FOR SURVEY LOGIC]

[IF U.K. (U.K., Scotland, Wales, England, Northern Ireland, Jersey, Isle of Man, Guernsey Island, Great Britain (Q260/266, 267, 268, 271, 285, 243, 127, 121, 105)) GET CODE 243. ELSE GET CODE FROM Q260.]

BASE: ONLINE SURVEY OR PHONE SCREENING ON GENDER
Q268 Are you…?

    1   Male
    2   Female

BASE: ONLINE SURVEY
Q270 In what year were you born? Please enter your response as a four-digit number (for example, 1977).

[RANGE: 1900 TO CURRENT YEAR-6]

|__|__|__|__|

BASE: ONLINE SURVEY

Q276 [HIDDEN PRELIMINARY COMPUTE FOR AGE]

[THE FOLLOWING IS FOR AGE CUSP DETERMINATION]

BASE: AGE IS ABOVE 11 AND BELOW 19
Q278 For clarification, how old are you?

[IF Q276/12 SELECT CODES 10,11,12,13,14,997. IF Q276/13 SELECT CODES 11,12,13,14,15,997. IF Q276/14 SELECT CODES 12,13,14,15,16,997. IF Q276/15 SELECT CODES 13,14,15,16,17,997. IF Q276/16 SELECT CODES 14,15,16,17,18,997. IF Q276/17 SELECT CODES 15,16,17,18,19,997. IF Q276/18 SELECT CODES 16,17,18,19,20,997.]

    10   10 years old
    11   11 years old
    12   12 years old
    13   13 years old
    14   14 years old
    15   15 years old
    16   16 years old
    17   17 years old
    18   18 years old
    19   19 years old
    20   20 years old
    997   None of these, I may have made an error. [JUMP BACK TO Q268/Q270]

[PROGRAMMER: IF PHONE SURVEY (Q149/2) ASK Q280. ELSE FILL Q280 WITH RESPONSES FROM Q276/Q278 BASED ON LOGIC IN QUESTION.]

BASE: ALL RESPONDENTS

Q280   [IF PHONE INSERT What is your current age (in years)?]
[IF PHONE INSERT: [INTERVIEWER: ENTER 998 FOR NOT SURE AND 999 FOR DECLINE TO ANSWER]

[IF ONLINE AND 19 OR OLDER (Q149/1 AND Q276/>18) OR ONLINE AND 11 OR YOUNGER (Q149/1 AND Q276/<12) ASSIGN VALUE BASED ON Q276. IF ONLINE AND LESS THAN 19 OR OLDER THAN 11 (Q149/1 AND Q276/>11 OR Q276/<19) ASSIGN AGE BASED ON Q278.]

[RANGE 0 -120, 998 FOR NOT SURE, 999 FOR DECLINE TO ANSWER, 999 FOR UNKNOWN]

|_|_|_|

BASE: US RESPONDENTS
Q4074 Are you of Hispanic or Latino origin?
1 Yes, of Hispanic origin
2 No, not of Hispanic origin
9 Decline to answer; E

BASE: US RESPONDENTS
Q4080 Please choose one or more categories to indicate your race. Are you…?
[MULTIPLE RESPONSE]

1 White
2 Black or African American
3 Asian
4 American Indian or Alaska Native
5 Native Hawaiian or Other Pacific Islander
9 Decline to Answer [ANCHOR; E]

[PN: THESE QUESTIONS REPLACE Q474 AND Q480]

BASE: US RESPONDENTS
Q4085
[FINAL RACE QUESTION]
[MULTIPLE RESPONSE]
1 White (Q4080/1)
2 Black or African American (Q4080/2)
3 Asian (Q4080/3)
4 American Indian or Alaska Native (Q4080/4)
5 Native Hawaiian or Other Pacific Islander (Q4080/5)
6 Hispanic (Q4074/1)
9 Decline to Answer/None of the above [ALL OTHERS]

[PN: IF THE RESPONDENT IS Q4074/1, THE RESPONDENT CAN ONLY nispw 0]TJI20.78 0 T0 T>8a33 >>BDC -0.0014 Tc 0.0036 T

BASE: PREQUALIFIED RESPONDENTS (Q8000/1)
[QUOTA TO CONTROL TOTAL AMOUNT OF COMPLETES]
Q8020

     1. Total amount of completes (Q8000/1) [QMS=100]

BASE: Q8020/1
Q8022 QUOTA CHECK QUESTION

    1   Quota cell met
    2   Quota cell not met
    3   Quota cell not found

BASE: ALL RESPONDENTS
Q98   END OF SCREENER DISPOSITION STATUS OF RESPONDENT

    [MULTIPLE RESPONSE]

    29   OVER QUOTA (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
    41   SCREENER REFUSAL #1 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
    42   SCREENER REFUSAL #2 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
    43   SCREENER REFUSAL #3 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
    44   SCREENER REFUSAL #4 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
    45   SCREENER REFUSAL #5 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
    61   NOT QUALIFIED #1 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
    62   NOT QUALIFIED #2 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
    63   NOT QUALIFIED #3 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
    64   NOT QUALIFIED #4 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
    65   NOT QUALIFIED #5 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
    66   NOT QUALIFIED #6 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
    67   NOT QUALIFIED #7 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
    68   NOT QUALIFIED #8 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
    69   NOT QUALIFIED #9 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
    70   NOT QUALIFIED #10 (INSERT DEFINITION AS QXXX/RESPONSE CHOICE)
    999   SCREENER COMPLETE (INSERT DEFINITION THAT MATCHES Q99/1 BELOW)

BASE: ALL RESPONDENTS
Q99   SCREENER QUALIFICATION IDENTIFICATION QUESTION (DOES NOT APPEAR ON SCREEN)

     1   SCREENER QUALIFIED RESPONDENTS, QUOTA OPEN (Q8007/2,3 AND Q8012/2,3 AND Q8017/2,3 AND Q8022/2,3)
     2   PARTIALLY SCREENER QUALIFIED, QUOTA OPEN
     3   SCREENER QUALIFIED RESPONDENTS, QUOTA CLOSED (Q8007/1 OR Q8012/1 OR Q8017/1 OR Q8022/1)
     4   PARTIALLY SCREENER QUALIFIED RESPONDENTS, QUOTA CLOSED
     5   OVERALL QUOTA CLOSED
     6   NOT SCREENER QUALIFIED [ALL OTHERS]

BASE: ALL RESPONDENTS
Q77   HIPOINTS VALUE (DOES NOT APPEAR ON SCREEN)

    [PROGRAMMER NOTE: GET 77/2 FOR QUALIFIED RESPONDENTS. (Q99/1)]

    [PROGRAMMER NOTE: GET Q77/1 FOR ALL OTHER RESPONDENTS.]

    1   30
    2   100

SECTION 650: QUALIFIED GENERAL ENVIRONMENTAL CLAIMS

BASE: QUALIFIED RESPONDENTS (Q99/1)
Q6010
[ASSIGN RESPONDENTS TO A QUOTA USING QUOTA TO GO]
[QUOTAS FOR COMBINATIONS]
1   New and Improved and Kitchen flooring [QMS = 9999]
2   Green and Kitchen flooring [QMS = 9999]
3   Green: Made with Renewable Materials and Kitchen flooring [QMS = 9999]
4   Green: Made with Renewable Energy and Kitchen flooring [QMS = 9999]
5   Green: Made with Recycled Materials and Kitchen flooring [QMS = 9999]
6   Eco-Friendly and Kitchen flooring [QMS = 9999]
7   Eco-Friendly: Made with Renewable Materials and Kitchen flooring [QMS = 9999]
8   Eco-Friendly: Made with Renewable Energy and Kitchen flooring [QMS = 9999]
9   Eco-Friendly: Made with Recycled Materials and Kitchen flooring [QMS = 9999]
10   Sustainable and Kitchen flooring [QMS = 9999]
11   Sustainable: Made with Renewable Materials and Kitchen flooring [QMS = 9999]
12   Sustainable: Made with Renewable Energy and Kitchen flooring [QMS = 9999]
13   Sustainable: Made with Recycled Materials and Kitchen flooring [QMS = 9999]
14   Made with Renewable Materials and Kitchen flooring [QMS = 9999]
15   Made with Renewable Energy and Kitchen flooring [QMS = 9999]
16   Made with Recycled Materials and Kitchen flooring [QMS = 9999]

17   New and Improved and A laundry basket [QMS = 9999]
18   Green and A laundry basket [QMS = 9999]
19   Green: Made with Renewable Materials and A laundry basket [QMS = 9999]
20   Green: Made with Renewable Energy and A laundry basket [QMS = 9999]
21   Green: Made with Recycled Materials and A laundry basket [QMS = 9999]
22   Eco-Friendly and A laundry basket [QMS = 9999]
23   Eco-Friendly: Made with Renewable Materials and A laundry basket [QMS = 9999]
24   Eco-Friendly: Made with Renewable Energy and A laundry basket [QMS = 9999]
25   Eco-Friendly: Made with Recycled Materials and A laundry basket [QMS = 9999]
26   Sustainable and A laundry basket [QMS = 9999]
27   Sustainable: Made with Renewable Materials and A laundry basket [QMS = 9999]
28   Sustainable: Made with Renewable Energy and A laundry basket [QMS = 9999]
29   Sustainable: Made with Recycled Materials and A laundry basket [QMS = 9999]
30   Made with Renewable Materials and A laundry basket [QMS = 9999]
31   Made with Renewable Energy and A laundry basket [QMS = 9999]
32   Made with Recycled Materials and A laundry basket [QMS = 9999]

33   New and Improved and Wrapping paper [QMS = 9999]
34   Green and Wrapping paper [QMS = 9999]
35   Green: Made with Renewable Materials and Wrapping paper [QMS = 9999]
36   Green: Made with Renewable Energy and Wrapping paper [QMS = 9999]
37   Green: Made with Recycled Materials and Wrapping paper [QMS = 9999]
38   Eco-Friendly and Wrapping paper [QMS = 9999]
39   Eco-Friendly: Made with Renewable Materials and Wrapping paper [QMS = 9999]
40   Eco-Friendly: Made with Renewable Energy and Wrapping paper [QMS = 9999]
41   Eco-Friendly: Made with Recycled Materials and Wrapping paper [QMS = 9999]
42   Sustainable and Wrapping paper [QMS = 9999]
43   Sustainable: Made with Renewable Materials and Wrapping paper [QMS = 9999]
44   Sustainable: Made with Renewable Energy and Wrapping paper [QMS = 9999]
45   Sustainable: Made with Recycled Materials and Wrapping paper [QMS = 9999]
46   Made with Renewable Materials and Wrapping paper [QMS = 9999]
47   Made with Renewable Energy and Wrapping paper [QMS = 9999]
48   Made with Recycled Materials and Wrapping paper [QMS = 9999]

Q6016
[ASSIGN RESPONDENTS TO A QUOTA USING QUOTA TO GO USING THE RULES BELOW]
[QUOTAS FOR COMBINATIONS]
[SECOND QUOTA ASSIGNMENT]
1   New and Improved and Kitchen flooring [QMS = 9999]
2   Green and Kitchen flooring [QMS = 9999]
3   Green: Made with Renewable Materials and Kitchen flooring [QMS = 9999]
4   Green: Made with Renewable Energy and Kitchen flooring [QMS = 9999]
5   Green: Made with Recycled Materials and Kitchen flooring [QMS = 9999]
6   Eco-Friendly and Kitchen flooring [QMS = 9999]
7   Eco-Friendly: Made with Renewable Materials and Kitchen flooring [QMS = 9999]
8   Eco-Friendly: Made with Renewable Energy and Kitchen flooring [QMS = 9999]

IF Q6010/41, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-4, 10-12, 14-15, 17-20, 26-28, 30-31
IF Q6010/42, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-9, 14-25, 30-32
IF Q6010/43, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-2, 4-6, 8-9,15-18, 20-22, 24-25, 31-32
IF Q6010/44, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-3, 5-7, 9, 14,16-19, 21-23, 25, 30,32
IF Q6010/45, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-4, 6-8, 14-15, 17-20, 22-24, 30-31
IF Q6010/46, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-2, 4-6, 8-10, 12-13, 15-18, 20-22, 24-26, 28-29, 31-32
IF Q6010/47, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-3, 5-7, 9-11, 13-14, 16-19, 21-23, 25-27, 29-30, 32
IF Q6010/48, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-4, 6-8, 10-12, 14-15, 17-20, 22-24, 26-28, 30-31

[PN: PLEASE DISPLAY THESE ALLOWANCES ON A HIDDEN TEST SCREEN SO WE CAN MAKE SURE THIS IS WORKING CORRECTLY IN TESTING]

BASE: ALL QUALIFIED RESPONDENTS ASSIGNED INTO A QUOTA (Q99/1)
Q6020
[FINAL CLAIM ASSIGNMENT]

1 New and Improved
2 Green
3 Green: Made with Renewable Materials
4 Green: Made with Renewable Energy
5 Green: Made with Recycled Materials
6 Eco-Friendly
7 Eco-Friendly: Made with Renewable Materials
8 Eco-Friendly: Made with Renewable Energy
9 Eco-Friendly: Made with Recycled Materials
10 Sustainable
11 Sustainable: Made with Renewable Materials
12 Sustainable: Made with Renewable Energy
13 Sustainable: Made with Recycled Materials
14 Made with Renewable Materials
15 Made with Renewable Energy
16 Made with Recycled Materials

GET CODE 1 IF Q6010/1, 17, 33 OR Q6016/1, 17, 33
GET CODE 2 IF Q6010/2, 18, 34 OR Q6016/2, 18, 34
GET CODE 3 IF Q6010/3, 19, 35 OR Q6016/3, 19, 35
GET CODE 4 IF Q6010/4, 20, 36 OR Q6016/4, 20, 36
GET CODE 5 IF Q6010/5, 21, 37 OR Q6016/5, 21, 37
GET CODE 6 IF Q6010/6, 22, 38 OR Q6016/6, 22, 38
GET CODE 7 IF Q6010/7, 23, 39 OR Q6016/7, 23, 39
GET CODE 8 IF Q6010/8, 24, 40 OR Q6016/8, 24, 40
GET CODE 9 IF Q6010/9, 25, 41 OR Q6016/9, 25, 41
GET CODE 10 IF Q6010/10, 26, 42 OR Q6016/10, 26, 42
42 OR Q6055(Rec)-8(y)5(cl)-6ed Materials

GET CODE 1 IF Q6010/1-16 OR Q6016/1-16
GET CODE 2 IF Q6010/17-32 OR Q6016/17-32
GET CODE 3 IF Q6010/33-48 OR Q6016/33-48

BASE: ALL QUALIFIED RESPONDENTS WHO WERE ASSIGNED INTO A QUOTA AND ASSIGNED A FINAL TEXT INSERT (Q99/1)
Q650   Thank you for taking the time to share your opinions with us. This survey contains questions about advertising and labeling for different products. You will see information that might appear in an advertisement or product label. Please answer the questions based on the information provided. There are no right or wrong answers – we are just interested in what you think.

[PN LOOP Q652-Q670 TWO TIMES FOR EACH CLAIM AND PRODUCT ASSIGNMENT AT Q6020 AND Q6025 RESPECTIVELY]

BASE: ALL QUALIFIED RESPONDENTS WHO WERE ASSIGNED INTO A QUOTA AND ASSIGNED A FINAL TEXT INSERT (Q99/1)
Q652   Suppose you see [IF SECOND LOOP, DISPLAY "Now suppose you see] [INSERT PRODUCT FROM Q6025/1-3 IN LOWERCASE] advertised or labeled as "[INSERT CLAIM FROM Q6020/1-16]." What, if anything, does this statement suggest or imply to you about the [INSERT PRODUCT FROM Q6025/1-3 IN LOWERCASE; IF Q6025/2, INSERT "laundry basket"]?

          [LARGE TEXT BOX; MANDATORY OPEN-END]

[DISABLE BACK BUTTON]

BASE: ALL QUALIFIED RESPONDENTS WHO WERE ASSIGNED INTO A QUOTA AND ASSIGNED A FINAL TEXT INSERT (Q99/1)
Q655   Below are some characteristics that a product might have. Again, suppose you see [INSERT PRODUCT FROM Q6025/1-3 IN LOWERCASE] advertised or labeled as "[INSERT CLAIM FROM Q6020/1-16]." Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

Q656	**1**	**2**	**3**	**4**	**8**
	Definitely Not Suggested	Probably Not Suggested	Probably Suggested	Definitely Suggested	Not sure

          [RANDOMIZE]

BASE: ALL QUALIFIED RESPONDENTS WHO WERE ASSIGNED INTO A QUOTA AND ASSIGNED A FINAL TEXT INSERT (Q99/1)

Q660 Thinking again about [INSERT PRODUCT FROM Q6025/1-3 IN LOWERCASE] advertised or labeled as "[INSERT CLAIM FROM Q6020/1-16]," 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 [INSERT PRODUCT FROM Q6025/1-3 IN LOWERCASE; IF Q6025/2, INSERT "laundry basket"]?

  1   The statement suggests or implies that there is no negative environmental impact from this [INSERT PRODUCT FROM Q6025/1-3 IN LOWERCASE; IF Q6025/2, INSERT "laundry basket"].
  2   The statement suggests or implies that this [INSERT PRODUCT FROM Q6025/1-3 IN LOWERCASE; IF Q6025/2, INSERT "laundry basket"] causes less negative environmental impact than other [INSERT PRODUCT FROM Q6025/1-3 IN LOWERCASE; IF Q6025/2, INSERT "laundry baskets"], but may still cause some negative impact to the environment.
  3   The statement does not suggest or imply anything about the negative environmental impact from this [INSERT PRODUCT FROM Q6025/1-3 IN LOWERCASE; IF Q6025/2, INSERT "laundry basket"] or how it may compare to other kinds of [INSERT PRODUCT FROM Q6025/1-3 IN LOWERCASE; IF Q6025/2, INSERT "laundry baskets"].
  6   Other   [**Q661** MANDATORY TEXT BOX]
  8   Not sure

BASE: RESPONDENTS WHO THINK CLAIM IMPLIES SOMETHING ABOUT NEGATIVE ENVIRONMENTAL IMPACT (Q660/1, 2)

Q665 Negative impact to the environment can happen at various stages in a product's lifecycle – for example, from production/manufacture, transportation/distribution, usage/consumption, or disposal of the product. When you indicated that the statement "[INSERT CLAIM FROM Q6020/1-16]" suggests or implies that the [INSERT PRODUCT FROM Q6025/1-3 IN LOWERCASE; IF Q6025/2, INSERT "laundry basket"] has [IF Q660/1, INSERT "no negative environmental impact"; IF Q660/2, INSERT "less negative impact than other [INSERT PRODUCT FROM Q6025/1-3 IN LOWERCASE; IF Q6025/2, INSERT "laundry baskets"]", how were you thinking about the negative environmental impact that may result from the [INSERT PRODUCT FROM Q6025/1-3 IN LOWERCASE; IF Q6025/2, INSERT "laundry basket"]?

  1   I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.
  2   I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.
  3   I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.
  6   Other   [**Q666** MANDATORY TEXT BOX]
  8   Not sure

BASE: RESPONDENTS WHO THOUGHT ABOUT SOME BUT NOT ALL LIFECYCLE STAGES (Q665/2)

Q668 You indicated that you thought about the negative environmental impact that may result from the [INSERT PRODUCT FROM Q6025/1-3 IN LOWERCASE; IF Q6025/2, INSERT "laundry basket"] at some of the lifecycle stages. Which stages in the product's lifecycle did you consider when thinking about the negative environmental impact that may result from this [INSERT PRODUCT FROM Q6025/1-3 IN LOWERCASE; IF Q6025/2, INSERT "laundry basket"]? Please select all that apply.

  [MULTIPLE RESPONSE; DO NOT RANDOMIZE]

  1   Production/manufacture
  2   Transportation/distribution
  3   Usage/consumption
  4   Disposal
  6   Other   [**Q669** MANDATORY TEXT BOX]
  8   Not sure   E

BASE: ALL QUALIFIED RESPONDENTS NOT ASSIGNED TO CERTAIN CLAIMS (Q99/1 AND Q6020/NE 1, 2, 6, 10)

Q670   Thinking once again about [INSERT PRODUCT FROM Q6025/1-3 IN LOWERCASE] that is advertised or labeled as being "[INSERT CLAIM FROM Q6020/1-16]," which of the following most accurately describes what this statement suggests or implies to you about how much of the [IF Q6020/3, 5, 7, 9, 11, 13, 14, 16, INSERT "materials"; IF Q6020/4, 8, 12, 15, INSERT "energy"] used in making the [INSERT PRODUCT FROM Q6025/1-3 IN LOWERCASE; IF Q6025/2, INSERT "laundry basket"] were [IF Q6020/3, 4, 7, 8, 11, 12, 14, 15, INSERT "renewable"; IF Q6020/5, 9, 13, 16, INSERT "recycled"]?

      1   The statement suggests or implies that all of the [IF Q6020/3, 5, 7, 9, 11, 13, 14, 16, INSERT "materials were"; IF Q6020/4, 8, 12, 15, INSERT "energy was"] [IF Q6020/3, 4, 7, 8, 11, 12, 14, 15, INSERT "renewable"; IF Q6020/5, 9, 13, 16, INSERT "recycled"].
      2   The statement suggests or implies that most of the [IF Q6020/3, 5, 7, 9, 11, 13, 14, 16, INSERT "materials were"; IF Q6020/4, 8, 12, 15, INSERT "energy was"] [IF Q6020/3, 4, 7, 8, 11, 12, 14, 15, INSERT "renewable"; IF Q6020/5, 9, 13, 16, INSERT "recycled"].
      3   The statement suggests or implies that some of the [IF Q6020/3, 5, 7, 9, 11, 13, 14, 16, INSERT "materials were"; IF Q6020/4, 8, 12, 15, INSERT "energy was"] [IF Q6020/3, 4, 7, 8, 11, 12, 14, 15, INSERT "renewable"; IF Q6020/5, 9, 13, 16, INSERT "recycled"].

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q710   Suppose an advertisement for a company's [I45.46 707.16 0.48 12f66.06 719.r scn0

BASE: RESPONDENTS WHO KNOW THAT A CARBON O

SECTION 850: CARBON NEUTRALITY

BASE: QUALIFIED RESPONDENTS ASSIGNED TO THIS SECTION (Q715/2)
Q850   As far as you know, what does it mean to say that a product or service is "carbon neutral"?

    [LARGE TEXT BOX; MANDATORY OPEN-END]

BASE: QUALIFIED RESPONDENTS ASSIGNED TO THIS SECTION (Q715/2)
Q855

BASE: RESPONDENTS WHO THINK CARBON NEUTRAL MEANS GREENHOUSE GASES WERE OFFSET (Q855/4)

Q875   Suppose you see a product labeled or advertised as "carbon neutral." You indicated that you think "carbon neutral" means greenhouse gases such as carbon dioxide were offset. Which of the following statements most accurately describes what this suggests or implies to you about the greenhouse gases that were offset?

       1   The statement suggests or implies that all of the greenhouse gases resulting from the product have been offset.

       2   The statement suggests or implies that some, but not necessarily all, of the greenhouse gases resulting from the product have been offset.

       7   The statement does not suggest anything about how much of the greenhouse gases associated with this product were offset.

       6   Other   [**Q876** MANDATORY TEXT BOX]

       8   Not sure

BASE: RESPONDENTS WHO THINK CLAIM IMPLIES THAT SOME OR ALL GREENHOUSE GASES WERE OFFSET (Q875/1, 2)

Q880   Greenhouse gases can be produced at various stages in a product's lifecycle – for example, in production/manufacture, transportation/distribution, usage/consumption, or disposal of the product. When you indicated that the statement "carbon neutral" suggests that [IF Q875/1, INSERT: "all"; IF Q875/2, INSERT: "some"] of the greenhouse gases associated with a product were offset, how did you think about the greenhouse gases that were offset?

       1   I thought about the greenhouse gases that may occur at each of the stages of the lifecycle.

       2   I thought about the greenhouse gases that may occur at some, but not all of the stages of the lifecycle.

       3   I thought about the greenhouse gases in a general sense, but did not think about greenhouse gases occurring at specific stages of the lifecycle.

       6   Other   [**Q881** MANDATORY TEXT BOX]

       8   Not sure

BASE: RESPONDENTS WHO THOUGHT ABOUT SOME BUT NOT ALL LIFECYCLE STAGES (Q880/2)

Q885   You indicated that you thought about the greenhouse gases that may occur at some stages of the carbon neutral product's lifecycle. Which of the following stages in a product's lifecycle did you consider when thinking about the greenhouse gases that might be offset? Please select all that apply.

       [MULTIPLE RESPONSE; DO NOT RANDOMIZE]

       1   Production/manufacture

       2   Transportation/distribution

       3   Usage/consumption

       4   Disposal

       6   Other   [**Q886** MANDATORY TEXT BOX]

       8   Not sure   E

BASE: ALL QUALIFIED RESPONDENTS

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

       1   Yes

       2   No

BASE: ALL QUALIFIED RESPONDENTS
Q900　How concerned are you personally about the current state of the environment?

　　1　　Not at all concerned
　　2　　Somewhat concerned
　　3　　Fairly concerned
　　4　　Very concerned
　　5　　Extremely concerned

BASE: ALL QUALIFIED RESPONDENTS
Q905　In the past year, have you made financial contributions to, or volunteered at, any organizations whose objective is improving the environment?

　　1　　Yes
　　2　　No
　　8　　Not sure

BASE: ALL QUALIFIED RESPONDENTS
Q910　In the past six months, have you chosen to purchase one product rather than another because the product is better for the environment?

　　1　　Yes
　　2　　No
　　8　　Not sure

BASE: RESPONDENTS WHO HAVE CHOSEN BETTER FOR THE ENVIRONMENT PRODUCT IN PAST SIX MONTHS (Q910/1)
Q915　How many times in the past six months have you purchased a particular product because of its environmental benefits?

　　1　　1
　　2　　2 – 5
　　3　　6 – 10
　　4　　More than 10
　　8　　Not sure

BASE: RESPONDENTS WHO HAVE CHOSEN BETTER FOR THE ENVIRONMENT PRODUCT IN PAST SIX MONTHS (Q910/1)
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?

　　1　　For all of the environmental products I bought
　　2　　For at least half of the environmental products I bought
　　3　　For less than half of the environmental products I bought
　　4　　For none of the environmental products I bought
　　8　　Not sure

SECTION 1100: WEBOGRAPHICS

BASE: ALL RESPONDENTS
Q59   STATUS OF RESPONDENT (LABELS ALSO USED