

DRAFT

OMB No. 3084-NEW  
Expires: TBD

## **Environmental Marketing Study (Draft Pretest Version)**

### **Display of OMB Control Number**

This study is being conducted for a federal agency. A federal agency may not conduct or sponsor, and a person is not required to respond to, a collection of information, unless it displays a currently valid OMB control number. The OMB control number for this study is 3084-[\[Insert Upon Approval\]](#).

DRAFT

**FTC ENVIRONMENTAL MARKETING STUDY – DRAFT QUESTIONNAIRE**

Duration: 25 minutes

Respondents: 3600

Claim-Product Treatments (Section 650 and Section 700): 48

Responses per Treatment: 150

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SECTION 600: SCREENING  
SECTION 650: QUALIFIED GENERAL ENVIRONMENTAL CLAIMS  
SECTION 700: RENEWABLE ENERGY  
SECTION 800: CARBON OFFSETS  
SECTION 850: CARBON NEUTRALITY  
SECTION 900: ENVIRONMENTAL ISSUES  
SECTION 1100: WEBOGRAPHICS  
SECTION 300: DEMOGRAPHICS

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For Section 650 and Section 700, we have not yet inserted all the necessary programming language and skip patterns for the claims and products that will be tested. The claims to be tested are:

- 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

Each claim will be tested with three different products:

- Kitchen flooring
- A laundry basket
- Wrapping paper

For the purposes of this draft, we have chosen a few claims and products (e.g., wrapping paper, made with recycled materials) which are underlined throughout sections 650 and 700.

**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**

**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

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**BASE: ONLINE SURVEY AND (RESIDES IN DIFFERENT COUNTRY OR COUNTRY UNKNOWN)**

**Q258** [IF COUNTRY UNKNOWN (Q159/>990) INSERT <center><font size=-1>The progress bar below indicates approximately <BR>what portion of the survey you have completed.</font></center><P>]

[IF COUNTRY UNKNOWN (Q159/>990) INSERT "Thank you for agreeing to take this survey. Our first few questions will help us determine which questions to ask you."<P>]]

In which country or region do you currently reside?

[PROGRAMMER: DISPLAY CODES IN ALPHABETICAL ORDER]  
[DISPLAY RESPONSES IN TWO COLUMNS GOING DOWN.]

14	Australia
15	Austria
24	Belgium
42	Canada
60	Denmark
76	France
85	Germany
89	Greece
123	Italy
286	Ireland (Republic of Ireland)
168	Netherlands
171	New Zealand
179	Norway
190	Portugal
215	Spain
223	Sweden
224	Switzerland
244	United States of America
266	England
267	Scotland
268	Wales
285	Northern Ireland
996	Other country

**BASE: ALL RESPONDENTS**

**Q260** In which country or region do you currently reside?

**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: ALL RESPONDENTS**

**Q280** [HIDDEN QUESTION - FINAL AGE FOR SURVEY LOGIC AND/OR QUOTAS]

**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
- 2 PARTIALLY SCREENER QUALIFIED, QUOTA OPEN
- 3 SCREENER QUALIFIED RESPONDENTS, QUOTA CLOSED
- 4 PARTIALLY SCREENER QUALIFIED RESPONDENTS, QUOTA CLOSED
- 5 OVERALL QUOTA CLOSED
- 6 NOT SCREENER QUALIFIED

**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: ALL QUALIFIED RESPONDENTS**

**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.

**BASE: ALL QUALIFIED RESPONDENTS**

**Q652** Suppose you see some wrapping paper advertised or labeled as "Eco-Friendly – Made with Recycled Materials." What, if anything, does this statement suggest or imply to you about the wrapping paper?

[TEXT BOX; MANDATORY OPEN-END]

**BASE: ALL QUALIFIED RESPONDENTS**

**Q655** Below are some characteristics that a product might have. Again, suppose you see some wrapping paper advertised or labeled as "Eco-Friendly – Made with Recycled Materials." Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

<b>Q656</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>8</b>
	Definitely	Probably	Probably	<u>Definitely</u>	
	<u>Not Suggested</u>	<u>Not Suggested</u>	<u>Suggested</u>	<u>Suggested</u>	<u>Not sure</u>

[RANDOMIZE]

The wrapping paper is...

- 1 recyclable
- 2 made from recycled materials
- 3 biodegradable
- 4 non-toxic
- 5 compostable
- 6 made with renewable energy
- 7 made with renewable materials

**BASE: ALL QUALIFIED RESPONDENTS**

**Q660** Thinking again about wrapping paper advertised or labeled as "Eco-Friendly – Made with Recycled Materials." 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 wrapping paper?

- 1 The statement suggests or implies that there is no negative environmental impact from this wrapping paper.
- 2 The statement suggests or implies that this wrapping paper causes less negative environmental impact than other wrapping paper, 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 wrapping paper or how it may compare to other kinds of wrapping paper.
- 6 Other [SPECIFY]
- 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 "Eco-Friendly – Made with Recycled Materials" suggests or implies that the wrapping paper has [IF Q660/1, INSERT "no negative environmental impact"; IF Q660/2, INSERT "less negative impact than other wrapping paper"], how were you thinking about the negative environmental impact that may result from the wrapping paper?

- 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 [SPECIFY]
- 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 wrapping paper 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 product?

- 1 Production/manufacture
- 2 Transportation/distribution
- 3 Usage/consumption
- 4 Disposal
- 6 Other [SPECIFY]
- 8 Not sure

**BASE: ALL QUALIFIED RESPONDENTS (NOT ASKED WITH CLAIMS THAT ARE ONLY "NEW AND IMPROVED," "GREEN," "ECO-FRIENDLY," OR "SUSTAINABLE.")**

**Q670** Thinking once again about some wrapping paper that is advertised or labeled as being "made with recycled materials," which of the following most accurately describes what this statement suggests or implies to you about how much of the materials used in making the wrapping paper were recycled materials?

- 1 The statement suggests or implies that ALL of the materials were recycled.
- 2 The statement suggests or implies that MOST of the materials were recycled.
- 3 The statement suggests or implies that SOME of the materials were recycled.
- 7 The statement does not suggest or imply anything about how much of the materials were recycled.
- 8 Not sure

**SECTION 700: RENEWABLE ENERGY**

**BASE: ALL QUALIFIED RESPONDENTS**

**Q710** Suppose an advertisement for a company's wrapping paper 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?

<b>Q711</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>8</b>
	Definitely	Probably	Probably	<u>Definitely</u>	
	<u>Not Suggested</u>	<u>Not Suggested</u>	<u>Suggested</u>	<u>Suggested</u>	<u>Not sure</u>

[RANDOMIZE]

- 1 Wind power is used in making the wrapping paper
- 2 A group of wind power producers meets in the company's conference room
- 3 There is a wind power facility on the company's premises
- 4 Some of the company's other products are made with wind power

**\*\*PRE-TEST ONLY\*\***

**BASE: ALL RESPONDENTS**

**Q712** Now thinking specifically about the section of questions you just answered, was anything unclear? Were there any questions that you had difficulty with? Why? Please be as specific as possible.

[TEXT BOX; MANDATORY OPEN-END]

**BASE: ALL QUALIFIED RESPONDENTS**

**Q715** [HIDDEN QUESTION] Assign respondents randomly to section 800 (carbon offsets) or section 850 (carbon neutral)

- 1 CARBON OFFSETS
- 2 CARBON NEUTRAL

[PROGRAMMER NOTE: IF Q715/1, ASK Q800. IF Q715/2, SKIP TO Q850]



**SECTION 800: CARBON OFFSETS**

**BASE: HALF OF ALL QUALIFIED RESPONDENTS (Q715/1)**

**Q800** What is a carbon offset? How does one work?

[TEXT BOX; MANDATORY OPEN-END]

**BASE: HALF OF ALL QUALIFIED RESPONDENTS (Q715/1)**

**Q805** Thinking a bit more about carbon offsets, which of the following best describes what a “carbon offset” is?

[RANDOMIZE]

- 1 A method for replacing scarce carbon resources
- 2 A laundry additive for removing pencil and ink stains from clothing
- 3 A way of reducing carbon dioxide and other greenhouse gases
- 4 A way of making carbonated soft drinks
- 5 A way of eliminating all pollution that results from using a product or service
- 6 A way of reducing chemical pollutants in water
- 7 None of the above ANCHOR
- 8 Not sure ANCHOR

**BASE: HALF OF ALL QUALIFIED RESPONDENTS (Q715/1)**

**Q810** Have you ever purchased a carbon offset?

- 1 Yes
- 2 No
- 8 Not sure

**BASE: RESPONDENTS WHO HAVE NEVER PURCHASED A CARBON OFFSET OR DON'T KNOW (Q810/2, 8)**

**Q820** Have you ever noticed advertisements for carbon offsets?

- 1 Yes
- 2 No
- 8 Not sure

**BASE: RESPONDENTS WHO HAVE EVER PURCHASED A CARBON OFFSET (Q810/1)**

**Q825** What were you “offsetting” when you purchased the offset? Please describe why you purchased the carbon offset and how you compared the benefits and costs of this purchase. If you have purchased offsets more than once, please tell me about your most recent purchase.

[TEXT BOX; MANDATORY OPEN-END]

**BASE: RESPONDENTS WHO KNOW THAT A CARBON OFFSET IS A WAY OF REDUCING CARBON DIOXIDE AND OTHER GREENHOUSE GASES (Q805/3)**

**Q830** Suppose you are considering buying an airline ticket to travel a long distance. One airline advertises that “For every flight you take with us, we will buy carbon offsets to offset the greenhouse gas emissions from your flight.”

The airline chooses to purchase offsets that involve capturing and destroying methane, a greenhouse gas that is commonly released into the atmosphere as a result of certain mining operations. In order to capture the methane, special equipment must be installed at the mine.

Below are descriptions of two such mine methane capture projects that offer to sell offsets to the airline. Both projects result in reduced emissions of greenhouse gases. However, the timing of the reductions differs.

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

<b>Q831</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>8</b>
	Strongly <u>Disagree</u>	Somewhat <u>Disagree</u>	Neither Agree <u>Nor disagree</u>	Somewhat <u>Agree</u>	Strongly <u>Agree</u>	<u>Not sure</u>

[RANDOMIZE]

- 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.
- 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.

**\*\*PRE-TEST ONLY\*\***

**BASE: HALF OF ALL QUALIFIED RESPONDENTS (Q715/2)**

**Q840** Thinking specifically about the last few questions about carbon offsets was anything unclear? Were there any questions that you had difficulty with? Why? Please be as specific as possible.

[TEXT BOX; MANDATORY OPEN-END]

**SECTION 850: CARBON NEUTRALITY**

**BASE: HALF OF ALL QUALIFIED RESPONDENTS (Q715/2)**

**Q850** What does it mean to say that a product or service is carbon neutral?

[TEXT BOX; MANDATORY OPEN-END]

**BASE: HALF OF ALL QUALIFIED RESPONDENTS (Q715/2)**

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

[RANDOMIZE]

- 1 Carbon resources were not used to produce the product
- 2 No pollution was generated in making the product
- 3 Clothing that resists pencil and ink stains
- 4 Greenhouse gases such as carbon dioxide were offset
- 5 Soft drinks that were made without carbonation
- 6 Water pollutants were reduced to improve water quality
- 7 None of the above ANCHOR
- 8 Not sure ANCHOR

**BASE: HALF OF ALL QUALIFIED RESPONDENTS (Q715/2)**

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

- 1 Yes
- 2 No
- 8 Not sure

**BASE: RESPONDENTS WHO HAVE NEVER PURCHASED A CARBON NEUTRAL PRODUCT/SERVICE OR DON'T KNOW (Q860/2, 8)**

**Q865** Have you ever noticed advertisements for “carbon neutral” products or services?

- 1 Yes
- 2 No
- 8 Not sure

**BASE: RESPONDENTS WHO HAVE EVER PURCHASED A CARBON NEUTRAL PRODUCT/SERVICE (Q860/1) OR HAVE NOTICED ADVERTISEMENTS FOR CARBON NEUTRAL PRODUCTS/SERVICES (Q865/1)**

**Q870** [IF EVER PURCHASED CARBON NEUTRAL PRODUCT/SERVICE (Q860/1), ASK: “What did you buy that was advertised or labeled as being carbon neutral? Please describe why you chose to buy this carbon neutral product and how you compared the benefits and costs of this purchase. If you have purchased more than one item because it was carbon neutral, please tell me about the most recent such purchase.”]

[IF NOTICED ADVERTISEMENTS FOR CARBON NEUTRAL PRODUCTS/SERVICES (Q865/1), ASK: “If you remember, what product or service was being advertised as carbon neutral? If you have seen more than one product or service being advertised as carbon neutral, please tell me about the item you most recently saw as being carbon neutral.”]

[TEXT BOX; MANDATORY OPEN-END]

**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.” 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 [SPECIFY]
- 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 in various stages of the 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 [SPECIFY]
- 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 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?

- 1 Production/manufacture
- 2 Transportation/distribution
- 3 Usage/consumption
- 4 Disposal
- 6 Other [SPECIFY]
- 8 Not sure

**\*\*PRE-TEST ONLY\*\***

**BASE: HALF OF ALL QUALIFIED RESPONDENTS (Q715/2)**

**Q890** Thinking specifically about the last few questions about carbon neutral products was anything unclear? Were there any questions that you had difficulty with? Why? Please be as specific as possible.

[TEXT BOX; MANDATORY OPEN-END]

**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

**SECTION 900: ENVIRONMENTAL ISSUES**

**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 last 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

**\*\*PRE-TEST ONLY\*\***

**BASE: ALL QUALIFIED RESPONDENTS**

**Q950** Thinking specifically about the last few questions was anything unclear? Were there any questions that you had difficulty with? Why? Please be as specific as possible.

[TEXT BOX; MANDATORY OPEN-END]

**SECTION 1100: WEBGRAPHICS**

[PROGRAMMER NOTE: PLEASE DISPLAY Q1100 AND Q1105 ON ONE SCREEN]

**BASE: ALL U.S. RESPONDENTS AGE 18+**

**Q1100** Next we have a few more general questions for you.

On how many separate occasions would you say you watched news programs on TV during the past 30 days?

[RANGE: 0-120]

**BASE: ALL U.S. RESPONDENTS AGE 18+**

**Q1105** On how many different occasions did you do vigorous physical exercise during the past 30 days?

[RANGE: 0-120]

[PROGRAMMER NOTE: PLEASE DISPLAY Q1110 AND Q1120 ON ONE SCREEN]

**BASE: ALL U.S. RESPONDENTS AGE 18+**

**Q1110** Which of these practices, if any, do you consider to be a serious violation of privacy? Please select all that apply.

[MULTIPLE RESPONSE]

[RANDOMIZE]

- 1 Screening of employees for AIDS
- 2 Unsolicited phone calls for the purpose of selling products or services
- 3 The use of programs such as "cookies" to track what an individual does on the Internet
- 4 Thorough searches at airport checkpoints based on visual profiles
- 5 None of these ANCHOR; E

**BASE: ALL U.S. RESPONDENTS AGE 18+**

**Q1120** Do you own a non-retirement investment account?

- 1 Yes
- 2 No

**SECTION 300: DEMOGRAPHICS**

Note: Q308, Q310, Q59, and Q60 are standard behind-the-scenes questions that tell our programmers which demographic questions to ask. The actual demo questions themselves (Q318 through Q485) have been appended on the following pages for your reference, but will be removed from the final formatted version of the questionnaire that will be sent to our programmers.

**BASE: ALL RESPONDENTS**

**Q308** [HIDDEN QUESTION - MANDATORY QUESTION SELECTION.]

[MULTIPLE RESPONSE]

[PROGRAMMER:

IF ONLINE SURVEY AND HPOL SAMPLE (Q149/1 AND Q154/1) PICK CODES 1-16,18.

IF U.S. AND PHONE SURVEY (Q264/244 AND Q149/2) GET CODES 2, 3, 8, 11, 12, 13, 17. ELSE GET CODES SELECTED BY PM/RESEARCHER.]

- 01 GEOGRAPHICAL REGION (STATE/PROVINCE/REGION) (Q318)
- 02 SPOKEN HH LANGUAGE (Q488-Q490)
- 03 ZIP/POSTAL CODE (Q326)
- 04 INTERNET CONNECTION (Q336-Q346)
- 05 INTERNET USAGE (Q350,Q354)
- 06 SEQUENTIAL EMPLOYMENT (Q398-Q410)
- 07 SOCIAL CLASS (Q414,Q417,Q421)
- 08 EDUCATION (Q434-Q437)
- 09 SCHOOL LOCATION (Q440)
- 10 PARENTAL EDUCATION (Q444,Q446)
- 11 INCOME (Q450-Q466)
- 12 HISPANIC ORIGIN (Q474)
- 13 ETHNICITY (Q478-Q485)
- 14 LANGUAGE FOR WEIGHTING (Q492)
- 15 SWEEPSTAKES (Q510-514)
- 16 SURVEY EVALUATION (Q516,Q518,Q522)
- 17 HOUSEHOLD TELEPHONES (Q358.Q360)
- 18 INVITE FREQUENCY (Q519)
- 97 NONE E;

**BASE: ALL RESPONDENTS**

**Q310** [HIDDEN QUESTION – OPTIONAL QUESTION SELECTION.]

[PROGRAMMER NOTE: GET CODE 2.]

[MULTIPLE RESPONSE]

- 1 OPTIONAL BATCH 1 – HOUSEHOLD QUESTIONS (Q364, Q368, Q372)
- 2 OPTIONAL BATCH 2 – HOUSEHOLD QUESTIONS AND YEAR OF BIRTH OF CHILDREN (Q364, Q368, Q372, Q376-Q381)
- 3 OPTIONAL BATCH 3 – SINGLE EMPLOYMENT [CAN SELECT ONLY IF Q308/6 IS SELECTED] (Q410)
- 4 OPTIONAL BATCH 4 – EMPLOYMENT AND INVESTABLE ASSETS QUESTIONS (Q424,Q428, Q470)
- 5 OPTIONAL BATCH 5 – SEXUAL ORIENTATION QUESTIONS (Q498, Q500, Q504)
- 99 NO OPTIONAL QUESTIONS E;

**BASE: ALL RESPONDENTS**

**Q59** STATUS OF RESPONDENT (LABELS ALSO USED IN ICW SAMPLE DISPOSITION REPORTS)

- 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 COMPLETE (INSERT DEFINITION THAT MATCHES Q60/1 BELOW)

**BASE: ALL RESPONDENTS**

**Q60** STATUS OF RESPONDENT (DOES NOT APPEAR ON SCREEN)

- 1 QUALIFIED RESPONDENTS, QUOTA OPEN
- 2 PARTIALLY QUALIFIED, QUOTA OPEN
- 3 QUALIFIED RESPONDENTS, QUOTA CLOSED
- 4 PARTIALLY QUALIFIED RESPONDENTS, QUOTA CLOSED
- 5 OVERALL QUOTA CLOSED
- 6 NOT QUALIFIED



**BASE: ALL RESPONDENTS**

**Q318** In what state or territory do you currently reside?

101	Alabama	132	New Mexico
102	Alaska	133	New York
103	Arizona	134	North Carolina
104	Arkansas	135	North Dakota
105	California	136	Ohio
106	Colorado	137	Oklahoma
107	Connecticut	138	Oregon
108	Delaware	139	Pennsylvania
109	District of Columbia	140	Rhode Island
110	Florida	141	South Carolina
111	Georgia	142	South Dakota
112	Hawaii	143	Tennessee
113	Idaho	144	Texas
114	Illinois	145	Utah
115	Indiana	146	Vermont
116	Iowa	147	Virginia
117	Kansas	148	Washington
118	Kentucky	149	West Virginia
119	Louisiana	150	Wisconsin
120	Maine	151	Wyoming
121	Maryland	153	American Samoa
122	Massachusetts	154	Guam
123	Michigan	155	Northern Mariana Islands
124	Minnesota	156	Puerto Rico
125	Mississippi	157	U.S. Virgin Islands
126	Missouri	158	Armed Forces - stationed
127	Montana	abroad	
128	Nebraska	159	Employee or government
129	Nevada	worker posted abroad	
130	New Hampshire	160	Student studying abroad
131	New Jersey	9996	Other place

**base: ALL U.S. RESPONDENTS**

**Q320** U.S. Region-Harris Interactive Definition (Does not appear on screen)

1	East [318=107,120,122,130,140,146,121,131,133,139,109,149,108]
2	Midwest [318=114,115,123,136,150,116,117,124,126,128,135,142]
3	South [318=101,110,111,118,125,134,141,143,147,104,119,137,144]
4	West [318=103,106,113,127,129,132,145,151,105,138,148,102,112]
5	Non-U.S. State [318=153-160]
9	Unknown [ALL OTHERS]

**BASE: ALL RESPONDENTS**

**Q338** Are you currently connected to the Internet using a wireless connection (such as WiFi) to take this survey?

1	Yes
2	No

**BASE: ALL RESPONDENTS**

**Q340** Which of the following are you using to connect to the Internet for this survey?

- 1 A telephone line (either dial-up, DSL, ADSL, IDSN, or RDSI)
- 4 A cable modem
- 5 A T1/T3 line
- 6 A satellite dish connection
- 7 Cellular/Mobile phone connection (PDA, etc.)
- 96 Other [Q341: What other type of connection do you have?]
- 98 Not at all sure

**BASE: ALL RESPONDENTS**

**Q350** Excluding email, how many hours per week do you typically spend on the Internet or World Wide Web?

[RANGE: 0-168]

|||

**BASE: ALL RESPONDENTS**

**Q354** Does anyone else use the email address to which this survey's invitation was sent?

- 1 Yes, someone else uses the same email address as I do.
- 2 No, no one else uses my email address.
- 8 I am not sure if anyone else uses my email address.

**BASE: ALL RESPONDENTS**

**Q364** What is your marital status?

- 1 Never married
- 2 Married or Civil union
- 3 Divorced
- 4 Separated
- 5 Widow/Widower
- 6 Living with Partner

**BASE: ALL RESPONDENTS**

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

[RANGE: 1-50]

[NON-MANDATORY]

||

**BASE: ALL RESPONDENTS**

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

[RANGE: 0-15]

[NON-MANDATORY]

||

**BASE: HAVE CHILDREN AND AGE OF CHILDREN TO BE PRESENTED**

**Q376** Next, for each person under the age of 18, in what year was the person born? If you do not want to provide the age of a given person, you may leave the answer blank.

**Q377**

[non-mandatory response.

[DISPLAY CODES FROM CURRENT YEAR-19 TO CURRENT YEAR.]

1989	1989	2004	2004
1990	1990	2005	2005
1991	1991	2006	2006
1992	1992	2007	2007
1993	1993	2008	2008
1994	1994	2009	2009
1995	1995	2010	2010
1996	1996	2011	2011
1997	1997	2012	2012
1998	1998	2013	2013
1999	1999	2014	2014
2000	2000	2015	2015
2001	2001	2016	2016
2002	2002	2017	2017
2003	2003		

[GRID FLIP]

[KEEP NUMBER OF CHILDREN BASED ON Q372]

- 1 Child 1
- 2 Child 2
- 3 Child 3
- 4 Child 4
- 5 Child 5
- 6 Child 6
- 7 Child 7
- 8 Child 8
- 9 Child 9
- 10 Child 10
- 11 Child 11
- 12 Child 12
- 13 Child 13
- 14 Child 14
- 15 Child 15

DRAFT

**BASE: ALL RESPONDENTS**

**Q396** [hidden question]

[IF ASSIGNED SEQUENTIAL EMPLOYMENT QUESTIONS AND 18 OR OLDER SELECT CODE 1. ELSE SELECT CODE 2.]

- 1 ASK SEQUENTIAL EMPLOYMENT
- 2 DO NOT ASK SEQUENTIAL EMPLOYMENT

**BASE: ASK SEQUENTIAL EMPLOYMENT**

**Q398** Next, we have a few employment and economic questions.

**Q399**

- 1 Yes
- 2 No

- 1 Are you employed full time for pay with an organization/organization or company?
- 2 Are you employed part time for pay with an organization/organization or company?
- 3 Are you self-employed full time?
- 4 Are you self-employed part time?

**BASE: NOT AT ALL EMPLOYED**

**Q402** Which of the following best describes your current situation?

- 1 Looking for work
- 2 Not looking for work
- 3 Unable to work due to a disability or illness

**BASE: ASK SEQUENTIAL EMPLOYMENT**

**Q404** Do any of following describe you? Please select all that apply.

- 1 Retired and collecting retirement benefits/pension
- 2 A student
- 3 A stay-at-home spouse or partner/Housewife/husband
- 97 None of these E

**BASE: All respondents**

**Q406** [HIDDEN QUESTION FOR EMPLOYMENT]

[MULTIPLE RESPONSE]

[PROGRAMMER: IF FULL-TIME EMPLOYED ((Q398/1 AND Q399/1) OR (Q398/3 AND Q399/1)) SELECT CODE 1. IF PART-TIME EMPLOYED ((Q398/2 AND Q399/1) OR (Q398/4 AND Q399/1)) SELECT CODE 2. IF SELF-EMPLOYED ((Q398/3 AND Q399/1) OR (Q398/4 AND Q399/1)) SELECT CODE 3. IF NOT EMPLOYED AND LOOKING FOR WORK (Q402/1) SELECT CODE 4. IF NOT EMPLOYED AND NOT LOOKING FOR WORK (Q402/2) SELECT CODE 5. IF NOT EMPLOYED AND UNABLE TO WORK DUE TO DISABILITY (Q402/3) SELECT CODE 7. IF RETIRED (Q404/1) SELECT CODE 6. IF STUDENT (Q404/2) SELECT CODE 8. IF STAY-AT-HOME SPOUSE (Q404/3) SELECT CODE 9.]

- 1 Employed full time
- 2 Employed part time
- 3 Self-employed
- 4 Not employed, but looking for work
- 5 Not employed and not looking for work
- 7 Not employed, unable to work due to a disability or illness
- 6 Retired
- 8 Student
- 9 Stay-at-home spouse or partner/Housewife/husband
- 99 UNKNOWN

**BASE: 18 years old or older and (single employment item selected and more than 1 valid code from Q406)**

**Q410** Which one of the following best describes your employment status?  
[PROGRAMMER NOTE: KEEP ONLY RESPONSES SELECTED AT Q406. IF ONLY ONE RESPONSE SELECTED AT Q406, FORCE THAT RESPONSE AT Q410 WITHOUT ASKING QUESTION. IF SEQUENTIAL EMPLOYMENT ITEM NOT SELECTED (Q308/NE 6) PRESENT CODES 1-9.]

- 01 Employed full time
- 02 Employed part time
- 03 Self-employed
- 04 Not employed, but looking for work
- 05 Not employed and not looking for work
- 07 Not employed, unable to work due to a disability or illness
- 06 Retired
- 08 Student
- 09 Stay-at-home spouse or partner/Housewife/husband
- 99 UNKNOWN [DO NOT DISPLAY]

**BASE: ALL RESPONDENTS**

**Q434** What is the highest level of education you have completed or the highest degree you have received?

- 01 Less than high school
- 02 Completed some high school
- 03 Completed high school
- 04 Completed some college
- 05 Completed College
- 06 Completed some graduate school
- 07 Completed graduate school
- 70 Associate Degree

**BASE: U.S. AND INDICATED GRADUATE DEGREE**

**Q436** You indicated you completed a graduate degree. Which particular type of graduate degree did you complete? If you have more than one of the degrees listed below, please indicate the highest degree.

- 77 MA, MS, MFA
- 78 MBA
- 79 Ph.D., Psy.D. or other academic doctorate
- 80 J.D.
- 81 M.D.
- 82 Other graduate or professional degree

**BASE: ONLINE SURVEY AND OVER 18 YEARS OF AGE AND HOUSEHOLD income is to be presented and have HOUSEHOLD income codes**

**Q462** Which of the following income categories best describes your total [INSERT LAST YEAR] household income before taxes?

- 01 Less than \$15,000
- 02 \$15,000 to \$24,999
- 03 \$25,000 to \$34,999
- 04 \$35,000 to \$49,999
- 05 \$50,000 to \$74,999
- 06 \$75,000 to \$99,999
- 07 \$100,000 to \$124,999
- 08 \$125,000 to \$149,999
- 09 \$150,000 to \$199,999
- 10 \$200,000 to \$249,999
- 11 \$250,000 or more
- 99 Decline to answer

**BASE: OVER 18 YEARS OF AGE AND HOUSEHOLD income is to be presented**

**Q466** Compared to all households in your country in the year [INSERT LAST YEAR], would you estimate that your overall total household income was above or below the national average?

- 1 Very much below average (less than one-third the average income)
- 2 Below average (less than one-half the average income)
- 3 Somewhat below average
- 4 About average for my country
- 5 Somewhat above average
- 6 Above average (more than double the average income)
- 7 Very much above average (more than triple the average income)
- 9 Decline to answer

**BASE: HISPANIC ORIGIN IS TO BE PRESENTED AND U.S. RESPONDENTS**

**Q474** Are you of Hispanic or Latino origin? <BR><BR>

- 1 Yes, of Hispanic origin
- 2 No, not of Hispanic origin
- 9 Decline to answer

**BASE: ETHNICITY IS TO BE ASKED AND HAVE ETHNIC CODES**

**Q480** Please choose one or more categories to indicate your race. Are you...? <BR><BR>

- 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]