

**HARRIS INTERACTIVE**

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**J35309**

**Title for landing page (Required for online jobs):** Important Lifestyle Issues

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

**Demographics Template (Required for online jobs):** [PRELOAD]

PLEASE DISPLAY THE FOLLOWING ON THE LANDING PAGE:

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 3084-0152.

Expiration date: 07/31/2012

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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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**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]

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**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

**BASE: ONLINE SURVEY AND COUNTRY KNOWN**

**Q256** <center><font size=-1>The progress bar below indicates approximately <BR>what portion of the survey you have completed. </font></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

**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.]  
[DISPLAY CODE 244 FIRST]

- 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?

[CODES ALPHABETIZED WITH NATIVE COUNTRY DISPLAYED FIRST]  
[STANDARD COUNTRY DISPLAY LIST: 10, 14, 15, 24, 33, 42, 47, 48, 55, 60, 66, 75, 76, 85, 89, 112, 113, 114, 116, 122, 123, 125, 126, 148, 157, 168, 171, 177, 179, 187, 189, 190, 193, 196, 204, 208, 214, 215, 223, 224, 226, 244, 259, 261, 262, 263, 264, 265, 266, 267, 268, 285, 286, 115,191,229,235,59,63,67,117,141,142,172,186,241,248,996]  
[ANCHOR 996]  
[DISPLAYED IN 3 COLUMNS]  
[DISPLAY CODE 244 FIRST]

**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]

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**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]

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**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 FALL INTO Q4085/6]

**BASE: ALL RESPONDENTS**

**Q8000**

- 1. Prequalified respondents
- 2. All others [NOT QUALIFIED]

GET CODE 1 IF 18+ AND IN THE US (Q280/18+ AND Q264/244)  
ALL OTHERS GET CODE 2

**BASE: PREQUALIFIED RESPONDENTS (Q8000/1)**

[Gender Quota]

**Q8005**

1. Males (Q268/1) [QMS= 9999]
2. Females (Q268/2) [QMS= 9999]

**BASE: Q8005/1-2**

**Q8007** QUOTA CHECK QUESTION

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

**BASE: PREQUALIFIED RESPONDENTS (Q8000/1)**

[Race/Ethnicity Quota]

**Q8010**

**[MULTIPLE RESPONSE]**

- 1 White (Q4085/1) [QMS=9999]
- 2 Black or African American (Q4085/2) [QMS=9999]
- 3 Asian (Q4085/3) [QMS=9999]
- 4 American Indian or Alaska Native (Q4085/4) [QMS=9999]
- 5 Native Hawaiian or Other Pacific Islander (Q4085/5) [QMS=9999]
- 6 Hispanic (Q4085/6) [QMS=9999]
- 9 None of the above [QMS=9999] (ALL OTHERS)

**BASE: Q8000/1**

**Q8012** QUOTA CHECK QUESTION

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

**BASE: PREQUALIFIED RESPONDENTS (Q8000/1)**

[Age Quota]

**Q8015**

- 1 Male 18-29 (Q280/18-29 AND Q268/1) [QMS = 9999]
- 2 Male 30-39 (Q280/30-39 AND Q268/1) [QMS = 9999]
- 3 Male 40-49 (Q280/40-49 AND Q268/1) [QMS = 9999]
- 4 Male 50-64 (Q280/50-64 AND Q268/1) [QMS = 9999]
- 5 Male 65+ (Q280/65+ AND Q268/1) [QMS = 9999]
- 6 Female 18-29 (Q280/18-29 AND Q268/2) [QMS = 9999]
- 7 Female 30-39 (Q280/30-39 AND Q268/2) [QMS = 9999]
- 8 Female 40-49 (Q280/40-49 AND Q268/2) [QMS = 9999]
- 9 Female 50-64 (Q280/50-64 AND Q268/2) [QMS = 9999]
- 10 Female 65+ (Q280/65+ AND Q268/2) [QMS = 9999]

**BASE: Q8015/1-10**

**Q8017** QUOTA CHECK QUESTION

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

**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]



**BASE: QUALIFIED RESPONDENTS (Q99/1)**

**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]
- 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]

IF Q6010/1, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/18-32, 34-48

IF Q6010/2, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/17, 22-33, 38-48

IF Q6010/3, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/17, 22, 24-26, 28-29, 31-33, 38, 40-42, 44-45, 47-48

IF Q6010/4, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/17, 22-23, 25-27, 29-30, 32-33, 38-39, 41-43, 45-46, 48

IF Q6010/5, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/17, 22-24, 26-28, 30-31, 33, 38-40, 42-44, 46-47

IF Q6010/6, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/17-21, 26-37, 42-48

IF Q6010/7, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/17-18, 20-21, 26, 28-29, 31-34, 36-37, 42,44-45, 47-48

IF Q6010/8, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/17-19, 21, 26-27, 29-30, 32-35, 37, 42-43, 45-46, 48

IF Q6010/9, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/17-20, 26-28, 30-31, 33-36, 42-44, 46-47

IF Q6010/10, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/17-25, 30-41, 46-48

IF Q6010/11, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/17-18, 20-22, 24-25, 31-34, 36-38, 40-41, 47-48

IF Q6010/12, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/17-19, 21-23, 25, 30, 32-35, 37-39, 41, 46, 48

IF Q6010/13, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/17-20, 22-24, 30-31, 33-36, 38-40, 46-47

IF Q6010/14, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/17-18, 20-22, 24-26, 28-29, 31-34, 36-38, 40-42, 44-45, 47-48

IF Q6010/15, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/17-19, 21-23, 25-27, 29-30, 32-35, 37-39, 41-43, 45-46, 48

IF Q6010/16, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/17-20, 22-24, 26-28, 30-31, 33-36, 38-40, 42-44, 46-47

IF Q6010/17, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/2-16, 34-48

IF Q6010/18, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1, 6-16, 33, 38-48

IF Q6010/19, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1, 6, 8-10, 12-13, 15-16, 33, 38, 40-42, 44-45, 47-48

IF Q6010/20, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1, 6-7, 9-11, 13-14, 16, 33, 38-39, 41-43, 45-46, 48

IF Q6010/21, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1, 6-8, 10-12, 14-15, 33, 38-40, 42-44, 46-47

IF Q6010/22, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-5, 10-16, 33-37, 42-48

IF Q6010/23, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-2, 4-5, 10, 12-13, 15-16, 33-34, 36-37, 42, 44-45, 47-48

IF Q6010/24, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-3, 5, 10-11, 13-14, 16, 33-35, 37, 42-43, 45-46, 48

IF Q6010/25, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-4, 10-12, 14-15, 33-36, 42-44, 46-47

IF Q6010/26, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-9, 14-16, 33-41, 46-48

IF Q6010/27, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-2, 4-6, 8-9, 15-16, 33-34, 36-38, 40-41, 47-48

IF Q6010/28, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-3, 5-7, 9, 14,16, 33-35, 37-39, 41, 46,48

IF Q6010/29, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-4, 6-8, 14-15, 33-36, 38-40, 46-47

IF Q6010/30, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-2, 4-6, 8-10, 12-13, 15-16, 33-34, 36-38, 40-42, 44-45, 47-48

IF Q6010/31, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-3, 5-7, 9-11, 13-14, 16, 33-35, 37-39, 41-43, 45-46, 48

IF Q6010/32, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-4, 6-8, 10-12, 14-15, 33-36, 38-40, 42-44, 46-47

IF Q6010/33, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/2-16, 18-32

IF Q6010/34, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1, 6-17, 22-32

IF Q6010/35, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1, 6, 8-10, 12-13, 15-17, 22, 24-26, 28-29, 31-32

IF Q6010/36, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1, 6-7, 9-11, 13-14, 16-17, 22-23, 25-27, 29-30, 32

IF Q6010/37, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1, 6-8, 10-12, 14-15, 17, 22-24, 26-28, 30-31

IF Q6010/38, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-5, 10-16, 17-21, 26-32

IF Q6010/39, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-2, 4-5, 10, 12-13, 15-16, 17-18, 20-21, 26, 28-29, 31-32

IF Q6010/40, RESPONDENT IS ELIGIBLE TO BE ASSIGNED INTO Q6016/1-3, 5, 10-11, 13-14, 16-19, 21, 26-27, 29-30, 32

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  
 GET CODE 11 IF Q6010/11, 27, 43 OR Q6016/11, 27, 43  
 GET CODE 12 IF Q6010/12, 28, 44 OR Q6016/12, 28, 44  
 GET CODE 13 IF Q6010/13, 29, 45 OR Q6016/13, 29, 45  
 GET CODE 14 IF Q6010/14, 30, 46 OR Q6016/14, 30, 46  
 GET CODE 15 IF Q6010/15, 31, 47 OR Q6016/15, 31, 47  
 GET CODE 16 IF Q6010/16, 32, 48 OR Q6016/16, 32, 48

**BASE: ALL QUALIFIED RESPONDENTS ASSIGNED INTO A QUOTA (Q99/1)**

**Q6025**

[FINAL PRODUCT ASSIGNMENT]

- 1 Kitchen flooring
- 2 A laundry basket
- 3 Wrapping paper

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?

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

[RANDOMIZE]

The [INSERT PRODUCT FROM Q6025 IN LOWERCASE BLUE FONT; IF Q6025/2, INSERT “laundry basket”] 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 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”].

7 The statement does not suggest or imply anything about how much 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”].

8 Not sure

[PN: THE RESPONDENT IS ALLOWED TO SEE THIS QUESTION AS LONG AS THE CLAIM IS NOT “New and improved”, “Green”, “Eco-friendly” OR “Sustainable.” EVEN IF THE RESPONDENT GETS ASSIGNED INTO ONE OF THESE CLAIMS THE FIRST OR SECOND TIME, THE RESPONDENT SHOULD STILL BE ABLE TO SEE THIS QUESTION AS LONG AS THE RESPONDENT IS NOT RE-ASSIGNED TO ONE OF THOSE 4 CLAIMS.]

**SECTION 700: RENEWABLE ENERGY**

**BASE: ALL QUALIFIED RESPONDENTS (Q99/1)**

**Q710** Suppose an advertisement for a company's [INSERT PRODUCT WHICH IS NOT SELECTED AT Q6025/1-3 IN LOWERCASE; IF Q6025/2, INSERT "laundry basket"] includes the statement "Our manufacturing plant hosts a [RANDOMLY INSERT wind OR solar] 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<br>Not Suggested | Probably<br>Not Suggested | Probably<br>Suggested | Definitely<br>Suggested | Not sure |

[RANDOMIZE]

- 1 [INSERT Wind or Solar FROM QUESTION TEXT] power is used in making the [INSERT SAME PRODUCT FROM ABOVE IN LOWERCASE]
- 2 A group of [INSERT wind or solar FROM QUESTION TEXT] power producers meets in the company's conference room
- 3 There is a [INSERT wind or solar FROM QUESTION TEXT] power facility on the company's premises

**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: QUALIFIED RESPONDENTS ASSIGNED TO THIS SECTION (Q715/1)**

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

[LARGE TEXT BOX; MANDATORY OPEN-END]

**BASE: QUALIFIED RESPONDENTS ASSIGNED TO THIS SECTION (Q715/1)**

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

[SINGLE RESPONSE]

[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: QUALIFIED RESPONDENTS ASSIGNED TO THIS SECTION (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 carbon offsets more than once, please tell me about your most recent such purchase.

[LARGE 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 will offset the greenhouse gas emissions from your flight.

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

[THE NEXT QUESTION THAT RESPONDENTS FROM THIS SECTION WILL SEE IS Q895]

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

[SINGLE RESPONSE]

[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: QUALIFIED RESPONDENTS ASSIGNED TO THIS SECTION (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 your 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.”]

[LARGE 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.” 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

**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 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: 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**

**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) [PN: Q474 IS NOT BEING ASKED]
- 13 ETHNICITY (Q478-Q485) [PN: Q480 IS NOT BEING ASKED]
- 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;

**[PN: AS Q485 IS NOT BEING ASKED, PLEASE DO NOT UPDATE THE PANEL WITH THE RACE INFORMATION FROM THIS PROJECT]**

**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 [Q99/1]
- 2 PARTIALLY QUALIFIED, QUOTA OPEN
- 3 QUALIFIED RESPONDENTS, QUOTA CLOSED [Q99/3]
- 4 PARTIALLY QUALIFIED RESPONDENTS, QUOTA CLOSED
- 5 OVERALL QUOTA CLOSED
- 6 NOT QUALIFIED [Q99/6]