HARRIS INTERACTIVE

Researcher(s): Aaron Heffron, Kathy Steinberg
Email: aheffron@harrisinteractive.com; ksteinberg@harrisinteractive.com
Phone: (571) 262-3116; (212) 539-9563

Project Manager: Michael Shields
Email: mishields@harrisinteractive.com
Phone: (212) 539-9763

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

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

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

BASE: ONLINE SURVEY AND COUNTRY KNOWN
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

BASE: ONLINE SURVEY AND (RESIDES IN DIFFERENT COUNTRY OR COUNTRY UNKNOWN)
Q258   [IF COUNTRY UNKNOWN (Q159/>990) INSERT <center>The progress bar below indicates approximately
what portion of the survey you have completed.</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]

|__|__|__|__|

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 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?

Q656	**1**	**2**	**3**	**4**	**8**
	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?

Q711	**1**	**2**	**3**	**4**	**8**
	Definitely Not Suggested	Probably Not Suggested	Probably Suggested	Definitely 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.

Q831	**1**	**2**	**3**	**4**	**5**	**8**
	Strongly Disagree	Somewhat Disagree	Neither Agree Nor disagree	Somewhat Agree	Strongly Agree	Not sure

[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: WEBOGRAPHICS

[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]