

Socialogue

HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	18503	9116	9387	6959	6338	5206	4972	7301	5161	9220	9283	5152	6555	6796	10239	8264	2081	16422	3403	15100	12829	5674	8152	5191	5160
Base: All Respondents (wtd)	12500	6231	6269	5478	3999	3023	3661	4775	3258	5712	6788	4380	4649	3471	6623	5877	1365	11135	2166	10334	8308	4192	5433	3690	3377
5 (Completely agree)	1862	885	976	869	589	403	575	695	524	898	963	685	603	574	986	876	273	1589	456	1405	1293	568	1043	512	307
	15%	14%	16%	16%	15%	13%	16%	15%	16%	16%	14%	16%	13%	17%	15%	15%	20%	14%	21%	14%	16%	14%	19%	14%	9%
		A	E				J			L					S		Q		S		U		WX		
4	2882	1419	1464	1238	923	722	682	1096	954	1375	1507	841	1046	995	1556	1326	338	2544	581	2301	2027	855	1421	849	613
	23%	23%	23%	23%	23%	24%	19%	23%	29%	24%	22%	19%	23%	29%	24%	23%	25%	23%	27%	22%	24%	20%	26%	23%	18%
							F	FG		J			K	KL					S		U		WX		
3	4218	2043	2175	1800	1368	1049	1226	1618	1053	1912	2306	1514	1592	1111	2177	2041	397	3821	629	3589	2719	1499	1665	1305	1248
	34%	33%	35%	33%	34%	35%	33%	34%	32%	33%	34%	35%	34%	32%	33%	35%	29%	34%	29%	35%	33%	36%	31%	35%	37%
		A										M	M		N			P		R		T		V	V
2	1926	980	945	877	609	440	598	778	425	830	1096	666	777	483	1026	899	191	1735	268	1658	1271	655	708	625	592
	15%	16%	15%	16%	15%	15%	16%	16%	13%	15%	16%	15%	17%	14%	15%	15%	14%	16%	12%	16%	15%	16%	13%	17%	18%
							H	H		I			M						R				V		V
1 (Completely disagree)	1613	904	709	694	510	409	580	588	303	697	916	674	630	308	878	735	168	1445	232	1381	998	615	596	400	617
	13%	15%	11%	13%	13%	14%	16%	12%	9%	12%	13%	15%	14%	9%	13%	13%	12%	13%	11%	13%	12%	15%	11%	11%	18%
		B					GH	H		I		LM	M						R		T		VW		
Sigma	12500	6231	6269	5478	3999	3023	3661	4775	3258	5712	6788	4380	4649	3471	6623	5877	1365	11135	2166	10334	8308	4192	5433	3690	3377
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	4744	2304	2440	2107	1512	1124	1257	1790	1478	2274	2470	1527	1649	1568	2542	2202	610	4133	1037	3707	3320	1424	2464	1360	919
	38%	37%	39%	38%	38%	37%	34%	37%	45%	40%	36%	35%	35%	45%	38%	37%	45%	37%	48%	36%	40%	34%	45%	37%	27%
							A	F	FG	J				KL			Q		S		U		WX		X
Low2Box - (2/1 Completely disagree)	3539	1884	1654	1571	1118	849	1178	1366	728	1527	2012	1340	1407	792	1905	1634	358	3180	500	3039	2269	1270	1304	1025	1209
	28%	30%	26%	29%	28%	28%	32%	29%	22%	27%	30%	31%	30%	23%	29%	28%	26%	29%	23%	29%	27%	30%	24%	28%	36%
		B					GH	H		I		M	M						R		T		V		VW

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Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y
Minimum Base: 30 (*), Small Base: 100 (*)

Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y
Minimum Base: 30 (*), Small Base: 100 (*)

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Norway	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	18503	501	1000	500	1000	1000	1000	1000	1000	1000	500	1000	500	1000	1000	500	500	501	500	501	500	500	1000	500	500	1000
Base: All Respondents (wtd)	12500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
5 (Completely agree)	1862	130	33	27	154	54	100	44	47	27	49	160	128	40	10	125	67	42	76	127	90	32	47	71	126	56
	15%	26%	7%	5%	31%	11%	20%	9%	9%	5%	10%	32%	26%	8%	2%	25%	13%	8%	15%	25%	18%	6%	9%	14%	25%	11%
		BCEGHJMN PQRTUVWY	N	N	BCEFGHJLM NPQRTUVWX Y	BCIMNU	BCEGHJMN PQRTUVWY	CIN	BCINU	N	CIN	ABCEFGHJL MNOPQRSTU VWXYZ	BCEGHJMN PQRTUVWY	IN		BCEGHJMN PQRTUVWY	BCGIMNQU	IN	BCEGHJMN PQRTUVWY	BCEGHJMN PQRTUVWY	BCEGHJMN PQRTUVWY	N	CIN	BCGIMNQU	BCEGHJMN PQRTUVWY	BCIMNU
4	2882	128	113	98	96	108	188	89	128	103	101	137	166	104	53	123	144	69	85	89	109	172	92	135	146	105
	23%	26%	23%	20%	19%	22%	38%	18%	26%	21%	20%	27%	33%	21%	11%	25%	29%	14%	17%	18%	22%	34%	18%	27%	29%	21%
		CDGNQRSV	GNQRV	NQ	NQ	GNQ	ABCEGHJUK MNPQRSTV WXYZ	N	CDEGIJMNQ RSVY	NQ	NQ	BCDEGIJMNQ RSTVY	ABCEGHJUK MNOQRSTVY	NQ		GNQRSV	BCDEGIJMNQ RSTVY		N	N	NQ	ABCEGHJUK MNOQRSTVY	NQ	CDGNQRSV	BCDEGIJMNQ RSTVY	NQ
3	4218	144	181	169	128	181	156	174	175	174	186	117	154	171	216	157	157	184	187	150	172	197	209	167	136	176
	34%	29%	36%	34%	26%	36%	31%	35%	35%	35%	37%	23%	31%	34%	43%	31%	31%	37%	37%	30%	34%	39%	42%	33%	27%	35%
			ADKX	DKX		ADKLX	K	ADKX	ADKX	ADKX	ADKLX		DK	DKX	ABCEDEFGHIUK LMOPQSTWXY	K	K	ADKX	ADKLX	K	DKX	ADFKLOPSX	ABCEDEFGHIUK LMOPSTWXY	DK		ADKX
2	1926	41	97	107	53	96	46	95	76	114	86	56	31	91	131	48	79	109	68	68	75	77	86	73	44	79
	15%	8%	19%	21%	11%	19%	9%	19%	15%	23%	17%	11%	6%	18%	26%	10%	16%	22%	14%	14%	15%	15%	17%	15%	9%	16%
			ADFKLORSX	ADFKLORST UWXYZ	L	ADFKLORSX		ADFKLORSX	ADFKLOX	ADFGHJKLM OPRSTUVWX Y	ADFKLOX	L		ADFKLOX	ABDEFGHIUKL MOPRSTUV WXYZ		ADFKLOX	ADFKLOPRS TUWXYZ	ALX	ALX	ADFKLOX	ADFKLOX	ADFKLOX	ALX		ADFKLOX
1 (Completely disagree)	1613	56	76	99	70	61	10	98	74	82	78	30	21	94	90	47	53	96	83	66	54	22	67	54	48	84
	13%	11%	15%	20%	14%	12%	2%	20%	15%	16%	16%	6%	4%	19%	18%	9%	11%	19%	17%	13%	11%	4%	13%	11%	10%	17%
		FKLU	FKLOPTUX	ABDEFGHKLOP STUVWXYZ	FKLOUX	FKLU		ABDEFGHKLOP STUVWXYZ	FKLOPTUX	AEFKLOPTUX WX	FKLOPTUX	F		ADEFGHKLOPS TUVWXYZ	ADEFGHKLOPTU VWXYZ	FLU	FKLU	ADEFGHKLOPS TUVWXYZ	AEFKLOPTUX	FKLU	FKLU		FKLUX	FKLU	FKLU	AEFKLOPTU VW
Sigma	12500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box - (5 Completely agree/4)	4744	259	147	125	250	162	288	133	175	130	150	297	294	144	63	248	211	111	161	216	200	204	139	206	272	161
	38%	52%	29%	25%	50%	32%	58%	27%	35%	26%	30%	59%	59%	29%	13%	50%	42%	22%	32%	43%	40%	41%	28%	41%	54%	32%
		BCEGHJMN PQRTUVWY	NQ	N	BCEGHJMN PQRTUVWY	CGINQV	BCEGHJMN PQRTUVWY	N	BCGIMNQV	N	NQ	ABCEDEGHJ MNOPQRSTU VWY	ABCEDEGHJ MNOPQRSTU VWY	NQ		BCEGHJMN PQRTUVWY	BCEGHJMN PQRTUVWY	N	CGINQ	BCEGHJMN PQRTUVWY	BCEGHJMN PQRTUVWY	BCEGHJMN PQRTUVWY	NQ	BCEGHJMN PQRTUVWY	BCEGHJMN PQRTUVWY	CGINQV
Low2Box - (2/1 Completely disagree)	3539	97	172	206	122	157	56	193	150	196	163	86	52	185	221	95	132	205	152	134	129	99	153	127	92	163
	28%	19%	34%	41%	24%	31%	11%	39%	30%	39%	33%	17%	10%	37%	44%	19%	26%	41%	30%	27%	26%	20%	31%	25%	18%	33%
		FL	ADFKLOPSTU WX	ABDEFGHKLO PRSTUVWXYZ	FKLX	ADFKLOTUX		ADEFGHKLOP RSTUVWXYZ	ADFKLOUX	ADEFGHKLOP RSTUVWXYZ	ADFKLOTUX	FL		ADEFGHKLOP RSTUVWXYZ	ABDEFGHJKL MOPRSTUV WXYZ	FL	AFKLOUX	ABDEFGHKLO PRSTUVWXYZ	ADFKLOUX	AFKLOUX	AFKLOUX	FL	ADFKLOUX	FKLX	FL	ADFKLOPSTU WX

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Proportions/Mean: - Column Proportions:

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Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18503	2000	2001	7501	5500	7500	3500	1501
Base: All Respondents (wtd)	12500	1000	1500	5000	3500	4000	2000	1500
5 (Completely agree)	1862	110	408	461	539	354	490	343
	15%	11%	27%	9%	15%	9%	24%	23%
		CE	ACDEG		ACE		ACDE	ACDE
4	2882	213	348	1062	915	774	506	344
	23%	21%	23%	21%	26%	19%	25%	23%
			E	E	ACEG		ACE	E
3	4218	356	428	1767	1209	1454	588	458
	34%	36%	29%	35%	35%	36%	29%	31%
		BFG		BFG	BFG	BFG		
2	1926	175	143	915	506	750	223	187
	15%	18%	10%	18%	14%	19%	11%	12%
		BDFG		BDFG	BF	BDFG		B
1 (Completely disagree)	1613	145	173	795	332	668	193	167
	13%	15%	12%	16%	9%	17%	10%	11%
		BDFG		BDFG		ABDFG		
Sigma	12500	1000	1500	5000	3500	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%
Summary								
Top2Box - (5 Completely agree/4)	4744	323	756	1523	1454	1128	996	687
	38%	32%	50%	30%	42%	28%	50%	46%
		E	ACDEG	E	ACE		ACDEG	ACDE
Low2Box - (2/1 Completely disagree)	3539	321	315	1710	838	1418	416	354
	28%	32%	21%	34%	24%	35%	21%	24%
		BDFG		BDFG	BF	ABDFG		

Sociologue
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Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																							
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media				
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	501	214	287	219	166	116	187	210	104	174	327	168	180	153	239	262	73	428	82	419	355	146	323	128	50
Base: All Respondents (wtd)	500	245	255	248	148	104	223	209	68	154	346	327	118	55	226	274	64	436	61	439	315	185	302	139	59
5 (Completely agree)	130	67	64	55	45	31	51	60	20	55	76	85	28	17	67	63	25	106	24	106	95	36	78	39	13
	26%	27%	25%	22%	30%	29%	23%	29%	29%	36%	22%	26%	24%	30%	30%	23%	39%	24%	39%	24%	30%	19%	26%	28%	23%
										J							Q*		S*		U				
	128	61	67	51	38	39	61	48	19	41	88	84	28	16	64	65	16	112	14	114	92	36	89	26	13
	26%	25%	26%	21%	26%	37%	27%	23%	28%	26%	25%	26%	24%	29%	28%	24%	25%	26%	23%	26%	29%	20%	30%	19%	22%
4	144	62	81	85	36	22	62	64	17	36	108	95	37	12	56	88	15	129	14	130	76	68	83	47	13
	29%	25%	32%	34%	24%	22%	28%	31%	25%	23%	31%	29%	31%	22%	25%	32%	24%	30%	23%	30%	24%	36%	28%	34%	23%
						*			*								*		*		T		*		*
	41	20	21	21	14	6	24	12	5	12	29	27	8	6	18	24	3	38	3	38	23	19	18	14	10
3	8%	8%	8%	8%	10%	6%	11%	6%	8%	8%	8%	8%	7%	11%	8%	9%	5%	9%	5%	9%	7%	10%	6%	10%	16%
						*			*								*		*				*		V*
	56	35	21	36	15	6	26	24	7	11	46	36	16	4	22	34	5	51	6	50	30	27	33	14	9
	11%	14%	8%	14%	10%	6%	11%	11%	10%	7%	13%	11%	14%	7%	10%	13%	7%	12%	10%	11%	9%	14%	11%	10%	16%
2	500	245	255	248	148	104	223	209	68	154	346	327	118	55	226	274	64	436	61	439	315	185	302	139	59
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	259	128	131	106	83	69	112	108	39	95	163	169	57	33	131	128	41	218	38	220	186	72	167	65	27
	52%	52%	51%	43%	56%	67%	50%	52%	57%	62%	47%	52%	48%	59%	58%	47%	64%	50%	63%	50%	59%	39%	55%	46%	45%
					C	C*			*	J				L	O		*		*		U		*		*
	97	55	42	57	29	12	49	36	12	23	75	62	25	10	39	58	8	89	9	88	52	45	51	27	19
Low2Box - (2/1 Completely disagree)	19%	22%	17%	23%	19%	12%	22%	17%	18%	15%	22%	19%	21%	19%	17%	21%	13%	20%	15%	20%	17%	24%	17%	20%	32%
						*			*								*		*			*		*	V*

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Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																															
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		METRO	NON-METRO	VIC/TAS	Region		Social Media						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed				NSW/ACT	QLD	SA/NT	WA	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	
Base: All Respondents (unwtd)	1000	421	579	336	341	323	222	511	267	516	484	304	317	379	525	475	107	893	123	877	623	377	614	386	291	322	214	90	83	384	270	346	
Base: All Respondents (wtd)	500	248	252	197	157	146	122	259	120	233	267	131	295	74	260	240	47	453	56	444	299	201	294	206	140	158	113	44	45	190	137	174	
5 (Completely agree)	33	16	17	11	12	10	7	17	9	14	16	6	19	8	14	19	5	28	6	27	17	15	23	10	10	9	4	3	8	17	8	8	
	7%	6%	7%	6%	8%	7%	6%	6%	6%	8%	7%	6%	5%	7%	10%	5%	8%	11%	6%	11%	6%	6%	8%	8%	5%	7%	5%	3%	8%	17%	9%	6%	5%
																		*	*	*	*								*	XYZ*			
4	113	52	61	45	35	34	27	56	30	47	66	21	72	21	60	53	10	103	14	99	71	42	63	50	31	39	27	9	8	52	30	31	
	23%	21%	24%	23%	22%	23%	22%	22%	25%	20%	25%	16%	24%	28%	23%	22%	22%	23%	25%	22%	24%	21%	21%	25%	22%	25%	24%	20%	18%	28%	22%	18%	
																		*	*	*	*								*	*			
3	181	84	97	77	55	49	44	94	43	81	100	54	102	25	91	90	16	165	18	163	102	79	105	76	47	58	43	15	18	55	55	71	
	36%	34%	39%	39%	35%	34%	36%	36%	36%	35%	37%	41%	35%	34%	35%	37%	33%	37%	32%	37%	34%	39%	36%	37%	34%	37%	38%	35%	40%	29%	40%	41%	
																		*	*	*	*								*	*			
2	97	50	47	41	30	26	24	50	23	50	47	29	55	13	50	46	11	86	10	87	62	35	58	39	31	29	22	8	7	36	31	30	
	19%	20%	19%	21%	19%	18%	20%	19%	19%	21%	17%	22%	19%	18%	19%	19%	22%	19%	17%	20%	21%	17%	20%	19%	22%	18%	19%	19%	19%	16%	19%	23%	17%
																	*	*	*	*									*	*			
1 (Completely disagree)	76	47	29	23	25	27	20	41	14	38	38	22	47	7	44	32	6	70	8	68	47	29	45	30	21	24	18	8	4	30	12	33	
	15%	19%	12%	12%	16%	19%	17%	16%	12%	16%	14%	16%	16%	10%	17%	13%	12%	15%	15%	15%	16%	15%	15%	15%	15%	15%	16%	19%	8%	16%	9%	19%	
																	*	*	*	*									*	*			
Sigma	500	248	252	197	157	146	122	259	120	233	267	131	295	74	260	240	47	453	56	444	299	201	294	206	140	158	113	44	45	190	137	174	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary	147	68	79	56	47	43	34	73	40	64	83	27	91	28	74	72	15	131	20	126	89	58	86	60	40	48	30	12	16	69	38	39	
Top2Box - (5 Completely agree/4)	29%	27%	31%	28%	30%	30%	28%	28%	33%	27%	31%	21%	31%	38%	29%	30%	32%	29%	36%	28%	30%	29%	29%	29%	29%	30%	27%	28%	36%	36%	28%	23%	
																		*	*	*	*								*	*			
Low2Box - (2/1 Completely disagree)	172	97	76	64	55	54	44	91	37	88	84	50	101	20	95	78	17	156	18	155	109	64	103	69	52	53	40	17	11	65	44	63	
	34%	39%	30%	33%	35%	37%	36%	35%	31%	38%	32%	38%	34%	28%	36%	32%	35%	34%	32%	35%	36%	32%	35%	34%	37%	33%	35%	37%	24%	35%	32%	36%	
																	*	*	*	*								*	*				

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Socialogue
HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	North	Center	South	French	Flemish	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	500	253	247	150	175	175	124	170	100	188	312	125	229	146	301	199	26	474	50	450	304	196	-	-	-	214	286	100	148	252
Base: All Respondents (wtd)	500	251	249	184	159	157	132	171	90	179	321	172	186	142	291	209	22	478	44	456	288	212	-	-	-	209	291	101	145	235
5 (Completely agree)	27	9	18	10	7	10	8	10	3	6	21	10	6	10	17	10	1	26	3	24	17	11	-	-	-	16	11	8	7	12
	5%	3%	7%	5%	4%	6%	6%	6%	3%	4%	6%	6%	3%	7%	6%	5%	6%	5%	6%	5%	6%	5%	-	-	-	8%	4%	8%	5%	5%
										*							**		*								*			
4	98	52	46	35	41	21	22	24	28	38	60	16	49	33	54	43	5	92	11	86	65	32	-	-	-	42	56	26	30	41
	20%	21%	18%	19%	26%	13%	16%	14%	31%	21%	19%	9%	26%	24%	19%	21%	23%	19%	26%	19%	23%	15%	-	-	-	20%	19%	26%	21%	16%
					E				FG*			K	K		**		*		*		U						c*			
3	169	83	86	58	56	55	41	59	29	57	119	55	57	57	97	72	7	162	15	154	105	64	-	-	-	71	98	28	44	98
	34%	33%	35%	32%	35%	35%	31%	34%	32%	28%	37%	32%	31%	40%	33%	35%	30%	34%	35%	34%	37%	30%	-	-	-	34%	34%	28%	30%	38%
								*									**		*								*			
2	107	58	49	42	32	33	23	51	16	41	67	48	35	24	66	41	7	100	9	98	53	54	-	-	-	42	65	21	39	47
	21%	23%	20%	23%	20%	21%	17%	30%	17%	23%	21%	28%	19%	17%	23%	20%	32%	21%	21%	21%	18%	26%	-	-	-	20%	22%	21%	27%	19%
								FH	*			M					**		*								*			
1 (Completely disagree)	99	50	49	38	22	38	38	28	16	44	55	43	39	17	57	42	2	97	5	94	47	51	-	-	-	38	61	17	25	57
	20%	20%	20%	21%	14%	24%	29%	16%	17%	25%	17%	25%	21%	12%	20%	20%	9%	20%	12%	21%	16%	24%	-	-	-	18%	21%	17%	17%	22%
					D	G			*			M	M				**		*		T						*			
Sigma	500	251	249	184	159	157	132	171	90	179	321	172	186	142	291	209	22	478	44	456	288	212	-	-	-	209	291	101	145	255
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	-	100%	100%	100%	100%	100%
Summary																														
Top2Box - (5 Completely agree/4)	125	61	64	45	48	31	30	34	30	44	80	26	55	44	71	53	6	118	14	110	82	43	-	-	-	58	67	35	37	53
	25%	24%	26%	25%	30%	20%	22%	20%	34%	25%	25%	15%	30%	31%	24%	26%	29%	25%	32%	24%	28%	20%	-	-	-	28%	23%	34%	26%	21%
					E				G*				K	K			**		*		U						c*			
Low2Box - (2/1 Completely disagree)	206	108	98	81	54	71	61	78	31	85	122	91	74	41	123	83	9	197	15	191	101	106	-	-	-	80	126	38	64	104
	41%	43%	40%	44%	34%	45%	46%	46%	34%	47%	38%	53%	40%	29%	42%	40%	41%	41%	33%	42%	35%	50%	-	-	-	38%	43%	38%	44%	41%
					D				*			LM	M				**		*		T						*			

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Socialogue
HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1000	422	578	557	277	166	236	727	37	396	604	146	556	298	417	583	130	870	191	809	709	291	717	179	104
Base: All Respondents (wtd)	500	232	268	285	144	71	143	343	14	194	306	157	262	81	205	295	63	437	91	409	346	154	344	90	66
5 (Completely agree)	154	73	80	79	47	27	57	94	3	66	87	57	79	18	67	86	21	133	28	126	108	46	107	28	18
	31%	32%	30%	28%	33%	39%	39%	27%	22%	34%	29%	37%	30%	22%	33%	29%	33%	30%	30%	31%	31%	30%	31%	32%	28%
4	96	41	55	55	26	14	23	69	5	34	62	26	50	21	44	52	15	81	21	75	72	24	67	18	11
	19%	18%	21%	19%	18%	20%	16%	20%	34%	18%	20%	16%	19%	26%	22%	18%	24%	19%	23%	18%	21%	16%	19%	20%	17%
3	128	52	75	76	38	14	27	98	2	50	78	29	74	25	52	76	14	114	22	105	88	40	90	24	14
	26%	23%	28%	27%	26%	19%	19%	29%	17%	26%	25%	18%	28%	31%	25%	26%	23%	26%	25%	26%	25%	26%	26%	26%	22%
2	53	25	28	31	18	4	13	39	1	18	35	18	25	10	16	37	6	47	8	45	33	20	40	7	6
	11%	11%	10%	11%	13%	6%	9%	11%	8%	9%	11%	11%	10%	12%	8%	12%	10%	11%	9%	11%	10%	13%	11%	8%	9%
1 (Completely disagree)	70	40	29	44	15	11	24	43	3	26	43	27	34	8	25	45	7	63	12	58	45	25	41	12	17
	14%	17%	11%	15%	10%	16%	17%	13%	19%	14%	14%	18%	13%	10%	12%	15%	11%	14%	13%	14%	13%	16%	12%	13%	25%
Sigma	500	232	268	285	144	71	143	343	14	194	306	157	262	81	205	295	63	437	91	409	346	154	344	90	66
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	250	114	136	135	74	42	79	162	8	100	150	83	129	38	112	138	35	214	49	201	180	70	174	47	29
	50%	49%	51%	47%	51%	59%	55%	47%	56%	52%	49%	53%	49%	47%	55%	47%	57%	49%	54%	49%	52%	45%	50%	52%	45%
Low2Box - (2/1 Completely disagree)	122	65	57	74	33	15	37	82	4	44	79	45	60	17	41	81	13	109	20	103	78	44	81	19	22
	24%	28%	21%	26%	23%	22%	26%	24%	27%	23%	26%	29%	23%	22%	20%	28%	21%	25%	22%	25%	23%	29%	23%	22%	34%

Socialogues
HA2.3. (I am willing to pay more for "green" or environmentally friendly products) Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																																
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							Social Media				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	Active	Passive	Inactive		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e		
Base: All Respondents (unwtd)	1000	443	557	345	347	308	182	408	410	469	531	385	454	161	492	508	92	908	122	878	677	323	49	68	95	109	-	404	275	352	296	352		
Base: All Respondents (wtd)	500	247	253	178	180	143	92	201	207	230	270	186	223	91	254	246	47	453	64	436	342	158	24	33	46	54	-	205	138	180	147	173		
5 (Completely agree)	54	27	27	21	20	13	14	22	18	24	30	19	21	14	25	29	6	48	7	47	34	20	*	3	4	5	-	23	19	22	17	15		
4	11%	11%	11%	12%	11%	9%	15%	11%	9%	10%	11%	10%	9%	16%	10%	12%	12%	11%	10%	11%	10%	13%	2%	8%	10%	9%	-	11%	13%	12%	11%	9%		
							H							L			*						*	*	*		V	V						
	108	49	59	41	35	32	16	41	50	54	53	33	51	24	55	53	6	102	14	94	75	33	6	12	8	9	-	45	27	44	29	35		
3	22%	20%	23%	23%	19%	23%	18%	20%	24%	24%	20%	18%	23%	27%	22%	22%	14%	22%	21%	22%	22%	21%	26%	36%	18%	17%	-	22%	20%	25%	20%	20%		
														K			*						XYab*	*	*									
	181	93	88	61	70	50	34	73	74	83	98	74	79	28	91	89	20	160	25	155	129	52	9	9	17	20	-	76	50	66	54	61		
2	36%	38%	35%	34%	39%	35%	37%	36%	36%	36%	36%	40%	35%	31%	36%	36%	43%	35%	40%	36%	38%	33%	35%	28%	36%	37%	-	37%	36%	37%	36%	35%		
																	*						*	*	*									
	96	43	53	34	32	30	16	40	40	42	54	33	46	17	45	51	8	88	9	87	63	33	3	6	10	14	-	37	27	28	31	38		
1 (Completely disagree)	19%	17%	21%	19%	18%	21%	18%	20%	19%	18%	20%	18%	21%	18%	18%	21%	17%	19%	15%	20%	18%	21%	12%	18%	22%	25%	-	18%	20%	16%	21%	22%		
																	*						*	*	*									
	61	35	26	20	23	18	11	25	24	26	35	27	27	7	38	23	7	54	9	53	41	20	6	3	6	6	-	24	15	20	17	25		
Sigma	12%	14%	10%	11%	13%	12%	12%	13%	12%	11%	13%	15%	12%	8%	15%	9%	15%	12%	14%	12%	12%	13%	25%	10%	14%	12%	-	12%	11%	11%	12%	14%		
			B											M			O	*					WYab*	*	*									
	500	247	253	178	180	143	92	201	207	230	270	186	223	91	254	246	47	453	64	436	342	158	24	33	46	54	-	205	138	180	147	173		
Summary	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%		
	Top2Box - (5 Completely agree/4)	162	76	86	62	55	45	30	63	69	78	84	52	71	38	79	83	12	150	20	142	109	53	7	15	13	14	-	68	46	66	46	50	
Low2Box - (2/1 Completely disagree)	32%	31%	34%	35%	31%	32%	33%	31%	33%	34%	31%	28%	32%	42%	31%	34%	25%	33%	32%	32%	32%	34%	28%	44%	28%	26%	-	33%	33%	37%	31%	29%		
														KL			*						*	XY*	*				e					
	157	78	79	55	55	48	28	65	64	69	89	60	73	24	83	74	15	143	18	139	104	53	9	9	17	20	-	61	42	48	48	62		
	31%	32%	31%	31%	31%	33%	30%	33%	31%	30%	33%	32%	33%	26%	33%	30%	32%	31%	28%	32%	30%	34%	37%	27%	36%	37%	-	30%	31%	27%	32%	36%		
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Socialogue

HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1000	518	482	425	425	150	56	273	671	719	281	94	293	613	672	328	86	914	306	694	877	123	632	286	82
Base: All Respondents (wtd)	500	249	251	200	188	111	53	201	246	346	154	295	155	50	300	200	34	466	114	386	391	109	263	146	92
5 (Completely agree)	100	57	44	50	26	25	9	49	43	67	33	67	22	11	56	44	8	92	36	64	84	16	69	18	13
	20%	23%	17%	25%	14%	22%	16%	24%	18%	19%	22%	23%	14%	23%	19%	22%	24%	20%	32%	17%	22%	15%	26%	12%	14%
	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	*	*	S*	*	*	W	*	*	*
	188	93	95	66	74	48	16	60	111	135	53	95	72	21	124	64	10	178	43	145	152	36	111	53	24
	38%	37%	38%	33%	40%	43%	31%	30%	45%	39%	34%	32%	47%	42%	41%	32%	29%	38%	38%	38%	39%	33%	42%	36%	26%
4	156	68	88	51	72	33	19	64	72	109	47	97	45	14	85	71	10	146	28	127	110	46	63	57	36
	31%	27%	35%	25%	38%	30%	36%	32%	30%	31%	31%	33%	29%	28%	28%	35%	29%	31%	25%	33%	28%	42%	24%	39%	39%
	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	V*	*	**
	46	26	20	30	11	5	5	27	14	32	14	30	13	3	29	17	6	40	6	40	39	7	11	16	18
	9%	11%	8%	15%	6%	4%	10%	13%	6%	9%	9%	10%	8%	5%	9%	9%	16%	9%	5%	10%	10%	7%	4%	11%	20%
3	10	5	5	4	5	1	4	1	5	3	6	5	3	1	6	3	*	9	*	9	6	4	8	1	*
	2%	2%	2%	2%	3%	1%	7%	1%	2%	1%	4%	2%	2%	2%	2%	2%	1%	2%	*	2%	1%	4%	3%	1%	*
	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	**
	500	249	251	200	188	111	53	201	246	346	154	295	155	50	300	200	34	466	114	386	391	109	263	146	92
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Sigma																									
	Summary																								
	Top2Box - (5 Completely agree/4)	288	150	138	116	100	72	25	109	154	202	86	162	94	32	180	108	18	270	79	209	237	52	181	71
Low2Box - (2/1 Completely disagree)	58%	60%	55%	58%	53%	65%	47%	54%	63%	58%	56%	55%	61%	64%	60%	54%	54%	58%	69%	54%	61%	47%	69%	49%	40%
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	56	31	25	34	16	6	9	28	19	36	20	36	16	4	35	21	6	50	6	49	44	11	19	18	19
	11%	12%	10%	17%	9%	5%	17%	14%	8%	10%	13%	12%	11%	8%	12%	10%	17%	11%	6%	13%	11%	10%	7%	12%	20%
	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	**

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Socialogue
HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1000	506	494	315	304	381	177	478	203	391	609	389	289	322	627	373	31	969	61	939	634	366	223	313	464
Base: All Respondents (wtd)	500	247	253	191	151	158	94	240	92	182	318	168	209	124	300	200	16	484	25	475	318	182	116	153	230
5 (Completely agree)	44	19	25	15	16	13	8	23	7	20	24	17	18	9	22	22	1	43	2	42	28	16	15	11	17
	9%	8%	10%	8%	11%	8%	8%	10%	7%	11%	7%	10%	9%	7%	7%	11%	6%	9%	8%	9%	9%	9%	13%	7%	8%
										J						N	**					WX			
	89	50	39	27	28	34	13	43	22	34	55	26	37	26	60	28	3	86	3	86	54	35	24	28	37
4	18%	20%	16%	14%	19%	21%	14%	18%	24%	19%	17%	16%	18%	21%	20%	14%	18%	18%	12%	18%	17%	19%	21%	18%	16%
						C			F						O		**		*						
	174	71	103	69	49	56	33	80	29	56	118	55	74	45	100	74	4	170	8	166	106	68	40	56	79
	35%	29%	41%	36%	32%	35%	35%	33%	32%	31%	37%	33%	35%	36%	33%	37%	27%	35%	31%	35%	33%	38%	34%	36%	34%
2			A														**		*						
	95	49	46	40	27	28	19	45	20	32	62	29	38	28	57	38	4	91	8	87	68	27	15	31	49
	19%	20%	18%	21%	18%	18%	21%	19%	21%	18%	20%	17%	18%	22%	19%	19%	27%	19%	31%	18%	21%	15%	13%	20%	21%
																	**		S*		U			V	V
1 (Completely disagree)	98	58	40	40	31	28	21	49	15	39	60	39	42	17	61	38	3	95	5	94	62	36	22	28	48
	20%	24%	16%	21%	20%	17%	22%	20%	16%	21%	19%	24%	20%	14%	20%	19%	22%	20%	18%	20%	20%	20%	19%	18%	21%
			B									M	M				**		*						
	500	247	253	191	151	158	94	240	92	182	318	168	209	124	300	200	16	484	25	475	318	182	116	153	230
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Summary																								
	Top2Box - (5 Completely agree/4)	133	68	64	41	45	47	21	66	29	54	79	44	55	34	82	51	4	129	5	128	82	51	39	39
Low2Box - (2/1 Completely disagree)	27%	28%	25%	22%	29%	30%	22%	28%	31%	30%	25%	26%	26%	28%	27%	25%	25%	27%	20%	27%	26%	28%	34%	25%	24%
						C											**		*			WX			
	193	107	86	80	58	56	40	94	34	71	122	69	80	45	118	75	8	186	13	181	131	63	37	59	97
	39%	43%	34%	42%	38%	35%	43%	39%	37%	39%	38%	41%	38%	36%	39%	38%	49%	38%	49%	38%	41%	34%	32%	38%	42%
			B														**		*		U				V

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Socialogue
HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1000	521	479	289	356	355	211	297	387	410	590	186	621	193	669	331	75	925	178	822	735	265	240	301	459
Base: All Respondents (wtd)	500	252	248	172	179	149	113	147	185	192	308	113	285	101	325	175	34	466	84	416	357	143	121	152	227
5 (Completely agree)	47	22	25	23	14	10	10	14	19	16	31	10	22	14	31	16	3	44	10	38	33	14	18	16	13
	9%	9%	10%	13%	8%	7%	9%	10%	10%	8%	10%	9%	8%	14%	10%	9%	10%	9%	11%	9%	10%	15%	10%	6%	
				DE										L								X	X		
4	128	61	67	43	50	35	23	42	50	45	83	23	74	31	83	45	9	119	20	107	92	36	34	45	49
	26%	24%	27%	25%	28%	24%	21%	29%	27%	24%	27%	20%	26%	30%	26%	25%	26%	26%	24%	26%	26%	25%	28%	29%	22%
														K			*						X		
3	175	86	89	58	59	58	40	45	66	72	102	40	101	33	111	64	12	163	26	149	120	55	32	55	88
	35%	34%	36%	34%	33%	39%	36%	30%	36%	38%	33%	35%	35%	33%	34%	36%	34%	35%	30%	36%	34%	38%	26%	36%	39%
																	*						V	V	
2	76	38	38	27	30	19	18	24	28	29	47	18	46	12	47	29	4	71	15	61	60	16	19	21	36
	15%	15%	15%	16%	17%	12%	16%	16%	15%	15%	15%	16%	16%	12%	15%	16%	13%	15%	18%	15%	17%	11%	16%	14%	16%
																					U				
1 (Completely disagree)	74	45	29	21	26	28	21	23	22	29	46	22	41	12	53	22	6	69	13	61	51	23	18	16	41
	15%	18%	12%	12%	14%	19%	19%	15%	12%	15%	15%	19%	14%	11%	16%	12%	16%	15%	16%	15%	14%	16%	15%	10%	18%
		B				C	H					M					*							W	
Sigma	500	252	248	172	179	149	113	147	185	192	308	113	285	101	325	175	34	466	84	416	357	143	121	152	227
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	175	83	92	66	64	45	34	56	69	62	114	34	97	45	114	61	12	163	30	145	126	49	52	61	62
	35%	33%	37%	38%	36%	30%	30%	38%	37%	32%	37%	30%	34%	44%	35%	35%	36%	35%	36%	35%	35%	35%	43%	40%	27%
				E											KL							X	X		
Low2Box - (2/1 Completely disagree)	150	83	67	48	56	47	39	46	50	57	93	40	87	23	100	50	10	140	28	122	111	39	36	37	77
	30%	33%	27%	28%	31%	31%	35%	31%	27%	30%	30%	35%	31%	23%	31%	29%	29%	30%	34%	29%	31%	27%	30%	24%	34%
		B										M	M				*								W

Socialogue

HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	261	239	190	151	159	162	243	16	201	299	156	228	116	281	219	28	472	27	473	292	208	182	220	98
Base: All Respondents (wtd)	500	244	256	202	139	159	163	245	13	198	302	129	294	77	272	228	26	474	26	474	284	216	180	223	97
5 (Completely agree)	49	13	36	15	13	21	18	22	1	21	28	16	26	7	24	25	7	42	4	44	23	26	20	20	10
	10%	5%	14%	7%	9%	13%	11%	9%	5%	10%	9%	13%	9%	9%	11%	11%	25%	9%	17%	9%	8%	12%	11%	9%	10%
			A							**								**		**					*
4	101	52	49	35	25	41	32	52	7	46	55	20	60	21	59	43	2	100	2	100	56	45	37	44	21
	20%	21%	19%	18%	18%	26%	20%	21%	54%	23%	18%	16%	21%	27%	22%	19%	6%	21%	7%	21%	20%	21%	20%	20%	21%
									**					K			**		**						*
3	186	104	82	79	51	57	60	94	3	73	114	48	107	31	108	79	10	176	12	175	116	70	71	76	39
	37%	43%	32%	39%	37%	36%	37%	38%	24%	37%	38%	37%	37%	41%	40%	35%	39%	37%	45%	37%	41%	33%	39%	34%	41%
			B						**								**		**						*
2	86	40	45	39	26	21	28	42	-	27	59	17	57	12	37	49	3	82	3	82	43	42	30	47	9
	17%	16%	18%	19%	19%	13%	17%	17%	-	13%	20%	13%	19%	16%	14%	21%	12%	17%	13%	17%	15%	20%	17%	21%	9%
									**					N			**		**						*
1 (Completely disagree)	78	34	43	34	23	20	25	35	2	32	46	28	44	6	45	33	5	73	4	73	46	32	22	37	19
	16%	14%	17%	17%	17%	13%	15%	14%	17%	16%	15%	21%	15%	8%	17%	14%	18%	15%	17%	15%	16%	15%	12%	16%	19%
									**			M					**		**						*
Sigma	500	244	256	202	139	159	163	245	13	198	302	129	294	77	272	228	26	474	26	474	284	216	180	223	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	150	65	85	50	38	62	50	74	8	66	84	37	86	27	82	68	8	142	6	144	79	71	56	63	30
	30%	27%	33%	25%	27%	39%	31%	30%	59%	34%	28%	29%	29%	36%	30%	30%	31%	30%	24%	30%	28%	33%	31%	28%	31%
						CO			**								**		**						*
Low2Box - (2/1 Completely disagree)	163	75	89	73	50	41	53	77	2	59	105	45	101	18	82	82	8	155	8	156	89	75	53	83	27
	33%	31%	35%	36%	36%	26%	32%	31%	17%	30%	35%	35%	34%	23%	30%	36%	30%	33%	30%	33%	31%	35%	29%	37%	28%
				E					**			M	M				**		**						*

Socialogue

HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1000	511	489	505	332	163	384	352	264	645	355	1	120	879	495	505	258	742	463	537	779	221	732	185	83
Base: All Respondents (wtd)	500	258	242	276	150	73	197	174	129	304	196	1	64	435	243	257	129	371	227	273	384	116	370	89	42
5 (Completely agree)	160	77	83	81	55	24	63	54	43	106	54	-	18	142	84	76	41	119	81	79	126	34	118	30	12
	32%	30%	34%	29%	37%	32%	32%	31%	33%	35%	28%	-	27%	33%	35%	29%	32%	32%	36%	29%	33%	29%	32%	34%	28%
		C										**						S							
4	137	70	67	71	46	20	49	53	35	85	52	1	20	116	67	70	33	104	60	77	105	32	105	25	7
	27%	27%	28%	26%	30%	28%	25%	30%	27%	28%	27%	100%	31%	27%	28%	27%	25%	28%	26%	28%	27%	27%	28%	28%	18%
												**						X					*		
3	117	59	58	66	31	20	44	39	34	68	49	-	13	103	54	63	24	93	48	69	85	32	83	22	12
	23%	23%	24%	24%	20%	27%	23%	22%	26%	22%	25%	-	21%	24%	22%	24%	19%	25%	21%	25%	22%	28%	22%	25%	29%
												**						P						*	
2	56	32	24	37	13	6	25	18	13	29	27	-	7	49	24	32	18	38	24	32	45	12	44	8	5
	11%	12%	10%	13%	8%	9%	13%	10%	10%	9%	14%	-	11%	11%	10%	12%	14%	10%	11%	12%	12%	10%	12%	9%	11%
				D								**												*	
1 (Completely disagree)	30	21	10	21	6	3	15	11	4	17	13	-	6	24	13	17	13	17	13	17	23	7	20	4	6
	6%	8%	4%	8%	4%	4%	8%	6%	3%	6%	7%	-	9%	6%	5%	7%	10%	5%	6%	6%	6%	6%	5%	5%	14%
		B		D			H					**					Q							VW*	
Sigma	500	258	242	276	150	73	197	174	129	304	196	1	64	435	243	257	129	371	227	273	384	116	370	89	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	297	147	150	152	101	44	112	107	78	191	106	1	38	259	152	145	74	223	141	156	231	66	223	55	19
	59%	57%	62%	55%	67%	60%	57%	61%	61%	63%	54%	100%	59%	59%	63%	56%	58%	60%	62%	57%	60%	57%	60%	61%	46%
				C						J		**						X					X	*	
Low2Box - (2/1 Completely disagree)	86	52	34	58	19	9	40	29	17	46	41	-	13	73	37	49	31	55	38	48	68	18	63	12	11
	17%	20%	14%	21%	12%	13%	21%	16%	13%	15%	21%	-	21%	17%	15%	19%	24%	15%	17%	18%	18%	16%	17%	14%	25%
		B		DE			H			I		**					Q							W*	

Sociologue

HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		Indonesia Total	Indonesia																							
			Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)		500	283	217	267	164	69	71	252	177	288	212	172	37	291	242	258	78	422	145	355	413	87	338	134	28
Base: All Respondents (wtd)		500	250	250	282	161	58	72	254	174	275	225	175	36	290	229	271	73	427	139	361	412	88	338	135	27
5 (Completely agree)		128	62	65	67	44	16	21	64	43	68	60	38	12	77	64	64	20	108	39	89	108	20	91	33	3
		26%	25%	26%	24%	27%	29%	30%	25%	24%	25%	27%	22%	35%	27%	28%	24%	27%	25%	28%	25%	26%	23%	27%	24%	13%
							*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**
4		166	86	80	102	43	20	20	81	66	99	67	55	8	103	79	87	20	146	45	122	143	23	107	49	11
		33%	34%	32%	36%	27%	35%	27%	32%	38%	36%	30%	32%	23%	35%	34%	32%	27%	34%	32%	34%	35%	26%	32%	36%	41%
					D		*	*						*				*				*	*		**	
3		154	79	76	79	60	16	24	81	50	83	71	63	11	80	64	90	23	131	42	112	117	37	109	38	8
		31%	31%	30%	28%	37%	27%	33%	32%	28%	30%	32%	36%	30%	28%	28%	33%	32%	31%	30%	31%	28%	42%	32%	28%	28%
					C		*	*						*				*				T*			**	
2		31	10	21	21	8	2	2	18	11	14	17	13	-	17	11	19	6	25	7	23	24	7	18	10	3
		6%	4%	8%	7%	5%	3%	3%	7%	6%	5%	7%	8%	-	6%	5%	7%	8%	6%	5%	6%	6%	8%	5%	7%	11%
				A		*	*	*						*				*				*	*		**	
1 (Completely disagree)		21	13	8	12	6	4	5	11	6	12	9	5	4	12	11	10	5	17	7	15	20	1	14	6	2
		4%	5%	3%	4%	3%	6%	7%	4%	3%	4%	4%	3%	12%	4%	5%	4%	6%	4%	5%	4%	5%	1%	4%	4%	7%
							*	*						K*				*				*	*		**	
Sigma		500	250	250	282	161	58	72	254	174	275	225	175	36	290	229	271	73	427	139	361	412	88	338	135	27
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box - (5 Completely agree/4)		294	148	146	170	87	37	41	144	108	167	127	94	21	180	142	152	40	254	83	211	251	43	198	81	14
		59%	59%	58%	60%	54%	64%	57%	57%	62%	61%	57%	54%	58%	62%	62%	56%	54%	60%	60%	58%	61%	49%	59%	60%	54%
						*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	U	*	*	*	**
Low2Box - (2/1 Completely disagree)		52	23	29	33	14	5	7	29	16	26	26	18	4	30	22	30	10	42	14	38	44	8	32	15	5
		10%	9%	11%	12%	8%	9%	10%	11%	9%	9%	12%	10%	12%	10%	10%	11%	14%	10%	10%	11%	11%	9%	9%	11%	17%
							*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**

Socialogue

HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																							
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media				
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1000	509	491	261	421	318	213	400	236	489	511	330	537	133	536	464	84	916	146	854	634	366	539	239	222
Base: All Respondents (wtd)	500	250	250	181	189	130	120	198	102	228	272	243	198	58	244	256	39	461	63	437	293	207	272	119	109
5 (Completely agree)	40	15	24	18	11	11	10	12	14	19	21	15	20	5	19	21	1	39	5	35	20	20	27	8	5
	8%	6%	10%	10%	6%	8%	8%	6%	6%	13%	8%	6%	10%	8%	8%	8%	2%	8%	8%	8%	7%	10%	10%	7%	5%
			A						G				K				*	P					X		
4	104	50	54	37	40	27	19	39	27	42	62	45	43	16	47	57	9	94	16	88	60	43	64	20	20
	21%	20%	22%	20%	21%	21%	16%	20%	26%	18%	23%	19%	21%	27%	19%	22%	24%	20%	25%	20%	21%	21%	24%	17%	18%
									F				K				*								
3	171	94	78	57	69	45	37	75	31	79	93	83	68	20	90	81	12	160	20	151	108	63	83	46	42
	34%	37%	31%	31%	37%	35%	31%	38%	30%	35%	34%	34%	34%	35%	37%	32%	30%	35%	32%	35%	37%	30%	31%	39%	38%
																	*						V		
2	91	49	42	35	33	23	19	38	19	45	46	43	39	9	51	40	8	83	11	79	58	33	46	27	17
	18%	19%	17%	19%	17%	18%	16%	19%	19%	20%	17%	18%	20%	16%	21%	16%	20%	18%	18%	20%	16%	17%	23%		16%
1 (Completely disagree)	94	42	52	35	36	24	35	33	11	44	51	57	29	8	38	57	9	85	11	84	46	48	52	17	25
	19%	17%	21%	19%	19%	18%	29%	17%	11%	19%	19%	23%	15%	14%	15%	22%	23%	18%	17%	19%	16%	23%	19%	15%	23%
							GH					LM			N	*						T			W
Sigma	500	250	250	181	189	130	120	198	102	228	272	243	198	58	244	256	39	461	63	437	293	207	272	119	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	144	65	78	55	51	38	29	51	41	61	83	60	62	21	66	78	10	134	21	123	80	63	91	28	25
	29%	26%	31%	30%	27%	29%	24%	26%	40%	27%	30%	25%	31%	36%	27%	30%	26%	29%	33%	28%	27%	31%	33%	24%	23%
									FG				K				*								
Low2Box - (2/1 Completely disagree)	185	91	94	70	68	47	54	71	30	88	97	100	68	17	89	96	17	168	22	163	104	81	98	45	42
	37%	36%	38%	39%	36%	36%	45%	36%	30%	39%	36%	41%	34%	29%	36%	38%	44%	36%	35%	37%	36%	39%	36%	37%	39%
							H					M				*									

Socialogue
HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents (unwtd)	1000	527	473	264	359	377	618	319	63	558	442	328	215	457	519	481	56	944	102	898	708	292	81	250	669	
Base: All Respondents (wtd)	500	251	249	185	149	166	339	138	23	248	252	295	90	115	230	270	27	473	41	459	334	166	38	115	347	
5 (Completely agree)	10	3	6	5	3	2	8	1	1	4	6	5	2	2	5	5	1	8	1	8	7	3	2	1	7	
	2%	1%	2%	2%	2%	1%	2%	1%	5%	1%	2%	2%	3%	2%	2%	2%	5%	2%	3%	2%	2%	2%	5%	1%	2%	
4	53	26	27	24	12	17	30	18	G*	26	27	27	11	15	27	26	5	48	7	46	36	17	5	15	33	
	11%	10%	11%	13%	8%	10%	9%	13%	20%	11%	11%	9%	12%	13%	12%	10%	18%	10%	16%	10%	11%	10%	14%	13%	9%	
3	216	105	111	68	66	83	144	62	F*	10	117	99	126	37	53	100	116	10	206	16	201	138	79	18	50	148
	43%	42%	45%	37%	44%	50%	43%	45%	42%	47%	39%	43%	42%	46%	43%	43%	37%	44%	38%	44%	41%	47%	47%	43%	43%	
2						C			*	J							*		*			*				
	131	65	66	53	37	41	91	35	4	61	70	76	26	29	51	79	6	125	11	120	87	44	4	33	94	
1 (Completely disagree)	26%	26%	27%	29%	25%	25%	27%	26%	19%	25%	28%	26%	29%	25%	22%	29%	22%	26%	26%	26%	27%	27%	10%	29%	27%	
									*						N		*		*			*		V	V	
Sigma	90	52	38	37	31	22	65	22	3	40	50	61	13	16	47	43	5	85	7	83	67	23	9	16	65	
	18%	21%	15%	20%	21%	13%	19%	16%	14%	16%	20%	21%	15%	14%	21%	16%	17%	18%	17%	18%	20%	14%	24%	14%	19%	
Sigma	500	251	249	185	149	166	339	138	23	248	252	295	90	115	230	270	27	473	41	459	334	166	38	115	347	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																										
Top2Box - (5 Completely agree/4)	63	29	33	28	15	20	38	19	6	30	33	33	13	17	31	31	6	56	8	55	43	20	7	16	40	
	13%	12%	13%	15%	10%	12%	11%	14%	F*	12%	13%	11%	14%	15%	14%	12%	23%	12%	19%	12%	13%	12%	20%	14%	11%	
																			*			*				
Low2Box - (2/1 Completely disagree)	221	117	104	90	69	63	157	57	8	101	120	136	40	45	99	122	11	210	18	203	154	68	12	49	159	
	44%	46%	42%	48%	46%	38%	46%	41%	33%	41%	48%	46%	44%	39%	43%	45%	39%	45%	43%	44%	46%	41%	33%	43%	46%	
				E					*								*		*			*				

Socialogue

HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	253	247	256	157	87	337	134	29	205	295	141	157	202	287	213	128	372	159	341	345	155	291	139	70
Base: All Respondents (wtd)	500	239	261	270	157	73	383	97	20	189	311	321	103	76	270	230	107	393	130	370	324	176	255	151	93
5 (Completely agree)	125	63	62	68	40	17	96	19	10	47	78	72	27	25	63	61	19	105	34	91	87	37	60	43	22
	25%	26%	24%	25%	25%	24%	25%	19%	50%	25%	22%	27%	33%	23%	27%	18%	27%	18%	27%	26%	27%	21%	23%	28%	24%
4	123	55	69	59	44	21	93	26	5	38	85	79	26	18	63	61	35	88	44	79	84	39	64	35	24
	25%	23%	26%	22%	28%	28%	24%	27%	24%	20%	27%	25%	25%	24%	23%	26%	33%	22%	34%	21%	26%	22%	25%	23%	26%
					*	*		*	**								*		S*			*	*	*	*
3	157	86	71	85	45	27	117	35	5	68	89	109	28	20	87	70	32	124	34	123	94	62	88	44	24
	31%	36%	27%	31%	29%	37%	31%	36%	23%	36%	28%	34%	27%	26%	32%	30%	30%	32%	26%	33%	29%	35%	35%	29%	26%
					*	*		*	**								*		*			*	*	*	*
2	48	20	29	25	17	6	38	10	*	18	31	33	10	5	35	13	8	41	12	36	30	19	26	13	10
	10%	8%	11%	9%	11%	9%	10%	10%	2%	9%	10%	10%	10%	6%	13%	6%	7%	10%	9%	10%	9%	11%	10%	9%	10%
					*	*		*	**						O		*		*		*	*	*	*	*
1 (Completely disagree)	47	16	31	34	11	1	39	8	*	18	29	28	12	8	22	25	12	35	6	41	29	18	17	17	13
	9%	7%	12%	13%	7%	2%	10%	8%	1%	10%	9%	9%	11%	10%	8%	11%	11%	9%	5%	11%	9%	10%	7%	11%	14%
				E	*	*		*	**								*		*			*	*	*	*
Sigma	500	239	261	270	157	73	383	97	20	189	311	321	103	76	270	230	107	393	130	370	324	176	255	151	93
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	248	117	131	126	84	38	189	45	14	85	163	151	53	44	126	122	55	193	78	170	171	77	124	78	46
	50%	49%	50%	47%	53%	52%	49%	46%	73%	45%	52%	47%	52%	58%	47%	53%	51%	49%	60%	46%	53%	44%	49%	51%	49%
					*	*		*	**								*		S*		*	*	*	*	*
Low2Box - (2/1 Completely disagree)	95	35	60	59	28	8	77	18	1	36	60	61	22	13	57	38	20	75	18	77	58	37	43	30	23
	19%	15%	23%	22%	18%	11%	20%	18%	3%	19%	19%	19%	21%	17%	21%	17%	19%	19%	14%	21%	18%	21%	17%	20%	24%
					*	*		*	**								*		*		*	*	*	*	*

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Sociologue
HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	501	244	257	188	153	160	329	102	8	255	246	49	362	90	248	253	44	457	66	435	308	193	235	177	89
Base: All Respondents (wtd)	500	248	252	215	149	136	339	90	9	236	264	104	327	69	229	271	42	458	62	438	280	220	235	173	92
5 (Completely agree)	42	15	27	10	17	15	27	9	1	21	21	14	23	5	18	24	3	39	4	38	17	25	21	11	10
	8%	6%	11%	5%	11%	11%	8%	10%	14%	9%	8%	13%	7%	7%	8%	9%	8%	8%	6%	9%	6%	11%	9%	7%	11%
				C	C	C		*	**			*		*		*	*		*						
4	69	39	30	27	21	21	41	16	1	32	37	11	44	14	39	30	4	65	8	62	36	34	31	27	11
	14%	16%	12%	13%	14%	15%	12%	18%	12%	14%	14%	11%	13%	21%	17%	11%	10%	14%	12%	14%	13%	15%	13%	16%	11%
							*	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3	184	87	98	83	52	49	120	35	3	85	99	34	125	26	78	106	14	170	22	162	100	84	81	69	35
	37%	35%	39%	39%	35%	36%	35%	39%	34%	36%	37%	32%	38%	37%	34%	39%	33%	37%	35%	37%	36%	38%	34%	40%	38%
							*	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2	109	50	58	44	33	31	80	16	3	57	51	24	71	14	47	61	5	103	9	99	68	41	42	43	23
	22%	20%	23%	21%	22%	23%	23%	17%	40%	24%	19%	23%	22%	21%	21%	23%	12%	23%	15%	23%	24%	19%	18%	25%	25%
							*	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
1 (Completely disagree)	96	57	39	50	25	21	71	14	-	40	56	22	64	10	47	49	15	81	20	76	59	37	60	23	14
	19%	23%	16%	23%	17%	16%	21%	16%	-	17%	21%	21%	20%	15%	21%	18%	36%	18%	32%	17%	21%	17%	25%	13%	15%
							*	**	*	*	*	*	*	*	*	*	Q*		S*			W			*
Sigma	500	248	252	215	149	136	339	90	9	236	264	104	327	69	229	271	42	458	62	438	280	220	235	173	92
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	111	54	57	37	38	35	69	26	2	53	58	25	67	19	57	55	8	103	11	100	53	58	52	39	20
	22%	22%	22%	17%	26%	26%	20%	28%	26%	22%	22%	24%	21%	28%	25%	20%	18%	23%	18%	23%	19%	26%	22%	22%	22%
							*	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Low2Box - (2/1 Completely disagree)	205	107	98	94	59	52	151	30	3	97	108	46	135	25	95	110	21	184	30	175	127	78	102	66	37
	41%	43%	39%	44%	39%	38%	44%	33%	40%	41%	41%	44%	41%	35%	41%	41%	49%	40%	47%	40%	45%	35%	44%	38%	40%
							*	**	*	*	*	*	*	*	*	*	*	*	*	*	U				*

Sociologue
HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Russia Total	Russia																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	259	241	156	173	171	38	246	190	267	233	82	270	148	274	226	39	461	64	436	346	154	137	212	151
Base: All Respondents (wtd)	500	241	259	211	165	124	40	265	166	251	249	146	265	89	238	262	37	463	59	441	319	181	135	207	158
5 (Completely agree)	76	34	42	36	26	13	7	34	30	40	36	27	39	9	38	38	6	70	11	65	49	27	19	37	20
	15%	14%	16%	17%	16%	11%	17%	13%	18%	16%	14%	19%	15%	11%	16%	14%	17%	15%	19%	15%	15%	15%	14%	18%	12%
4	85	43	42	38	23	23	5	52	24	44	41	22	42	21	33	52	4	81	6	80	54	31	22	40	24
	17%	18%	16%	18%	14%	19%	13%	20%	14%	18%	16%	15%	16%	24%	14%	20%	10%	18%	9%	18%	17%	17%	16%	19%	15%
3	187	84	103	70	69	48	10	90	75	88	99	45	109	34	90	97	15	172	25	163	117	70	60	63	64
	37%	35%	40%	33%	42%	39%	24%	34%	45%	35%	40%	31%	41%	38%	38%	37%	41%	37%	42%	37%	37%	39%	45%	30%	40%
2	68	30	39	30	20	18	10	44	13	31	38	18	38	12	35	33	6	63	7	61	47	22	14	37	18
	14%	12%	15%	14%	12%	15%	24%	17%	8%	12%	15%	12%	14%	14%	15%	13%	15%	14%	13%	14%	15%	12%	11%	18%	11%
1 (Completely disagree)	83	49	34	36	27	20	9	45	24	47	36	33	38	12	42	41	6	77	10	73	52	32	19	31	33
	17%	20%	13%	17%	16%	16%	22%	17%	15%	19%	14%	23%	14%	13%	18%	16%	16%	17%	18%	16%	16%	17%	14%	15%	21%
Sigma	500	241	259	211	165	124	40	265	166	251	249	146	265	89	238	262	37	463	59	441	319	181	135	207	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	161	78	83	75	50	37	12	86	54	85	76	50	81	31	71	90	10	151	17	145	103	58	41	77	43
	32%	32%	32%	35%	30%	30%	30%	33%	32%	34%	31%	34%	30%	35%	30%	34%	27%	33%	28%	33%	32%	32%	31%	37%	27%
Low2Box - (2/1 Completely disagree)	152	79	73	66	47	39	18	89	37	78	74	51	76	24	77	75	12	140	18	134	98	53	34	67	51
	30%	33%	28%	31%	28%	31%	46%	34%	22%	31%	30%	35%	29%	27%	32%	29%	31%	30%	30%	31%	29%	25%	32%	32%	
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Socialogue

HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		Saudi Arabia Total	Saudi Arabia																							
			Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)		501	261	240	297	161	43	247	130	48	277	224	127	135	239	218	283	62	439	71	430	282	219	256	155	90
Base: All Respondents (wtd)		500	283	217	295	147	57	277	112	27	252	248	290	145	65	203	297	54	446	59	441	241	259	217	161	122
5 (Completely agree)		127	75	52	60	41	25	83	23	7	76	51	74	38	15	68	58	14	113	14	112	80	47	58	46	23
		25%	27%	24%	20%	28%	44%	30%	21%	26%	30%	21%	26%	26%	23%	34%	20%	26%	25%	25%	25%	33%	18%	27%	29%	19%
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		89	56	33	50	27	13	41	26	6	52	38	42	31	17	38	51	14	75	18	71	41	48	37	33	19
		18%	20%	15%	17%	18%	23%	15%	24%	20%	20%	15%	14%	21%	26%	19%	17%	26%	17%	30%	16%	17%	19%	17%	21%	15%
						*	**		*	**					K			*		S*			*	*	*	
3		150	74	76	104	38	9	88	29	7	71	80	96	37	17	49	101	14	136	14	136	59	91	78	36	36
		30%	26%	35%	35%	26%	15%	32%	26%	26%	28%	32%	33%	25%	26%	24%	34%	27%	30%	24%	31%	24%	35%	36%	23%	29%
						*	**		*	**								*		*		T	W	*	*	
2		68	36	31	43	23	2	25	23	6	26	42	39	22	7	20	48	2	66	4	64	30	38	31	24	12
		14%	13%	14%	14%	15%	3%	9%	20%	12%	10%	17%	13%	15%	10%	10%	16%	4%	15%	7%	14%	12%	15%	14%	15%	10%
						*	**		*	**								*		*				*	*	
1 (Completely disagree)		66	41	25	39	19	9	39	11	2	29	37	39	17	10	28	39	9	57	8	58	32	34	13	21	33
		13%	14%	12%	13%	13%	15%	14%	9%	6%	11%	15%	13%	12%	15%	14%	13%	17%	13%	14%	13%	13%	13%	6%	13%	27%
						*	**		*	**								*		*			*	*	VW*	
Sigma		500	283	217	295	147	57	277	112	27	252	248	290	145	65	203	297	54	446	59	441	241	259	217	161	122
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box - (5 Completely agree/4)		216	132	84	110	68	38	124	49	13	127	89	116	69	31	107	109	28	188	32	184	121	95	95	79	42
		43%	47%	39%	37%	46%	66%	45%	44%	46%	50%	36%	40%	47%	48%	53%	37%	53%	42%	55%	42%	50%	37%	44%	49%	34%
						*	**		*	**	J				O			*		*		U		*	*	
Low2Box - (2/1 Completely disagree)		134	77	57	82	42	11	65	33	8	55	79	78	39	16	47	87	11	123	12	122	62	72	44	45	45
		27%	27%	26%	28%	28%	19%	23%	30%	28%	22%	32%	27%	27%	25%	23%	29%	21%	28%	21%	28%	26%	28%	20%	28%	36%
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Socialogue

HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		South Africa	South Africa																							
		Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	219	281	264	148	88	39	96	365	239	261	246	143	111	277	223	123	377	187	313	415	85	313	139	48	
Base: All Respondents (wtd)	500	240	260	287	126	88	51	96	354	213	287	261	132	107	259	241	113	387	173	327	388	112	316	137	47	
5 (Completely agree)	90	37	54	52	20	19	16	16	59	38	52	55	22	14	38	52	24	67	30	60	69	22	63	18	10	
	18%	15%	21%	18%	16%	21%	31%	17%	17%	18%	18%	21%	16%	13%	15%	22%	21%	16%	17%	17%	18%	19%	20%	13%	20%	
4	109	58	52	57	33	20	7	20	82	40	69	53	27	30	61	48	27	83	39	70	89	20	68	34	7	
	22%	24%	20%	20%	26%	23%	15%	20%	23%	19%	24%	20%	20%	28%	23%	20%	24%	21%	23%	23%	21%	23%	18%	21%	25%	16%
3	172	78	93	97	43	32	12	35	124	75	97	90	55	27	89	82	30	142	52	119	130	42	94	58	20	
	34%	33%	36%	34%	34%	36%	24%	36%	35%	35%	34%	34%	42%	25%	35%	34%	26%	37%	30%	36%	33%	37%	30%	43%	42%	
2						*	*	*					M					P			*		V		*	
	75	41	34	52	16	7	9	13	54	33	42	34	21	21	41	34	17	59	27	48	61	14	59	12	3	
	15%	17%	13%	18%	13%	8%	17%	13%	15%	15%	15%	13%	16%	19%	16%	14%	15%	15%	16%	15%	16%	13%	19%	9%	7%	
1 (Completely disagree)						*	*	*													*		W		*	
	54	26	27	29	14	10	6	13	35	27	27	29	8	16	30	24	16	38	24	29	40	14	33	14	7	
	11%	11%	11%	10%	11%	12%	13%	13%	10%	12%	9%	11%	6%	15%	12%	10%	14%	10%	14%	9%	10%	12%	10%	10%	15%	
Sigma	500	240	260	287	126	88	51	96	354	213	287	261	132	107	259	241	113	387	173	327	388	112	316	137	47	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																										
Top2Box - (5 Completely agree/4)	200	94	105	108	53	39	23	36	141	78	121	108	48	43	98	101	50	149	69	130	157	42	131	52	17	
	40%	39%	40%	38%	42%	44%	46%	37%	40%	37%	42%	41%	37%	40%	38%	42%	45%	39%	40%	40%	41%	38%	41%	38%	36%	
Low2Box - (2/1 Completely disagree)	129	67	62	81	30	17	15	25	89	59	69	63	29	37	71	58	33	96	52	77	101	28	92	26	11	
	26%	28%	24%	28%	24%	20%	30%	26%	25%	28%	24%	24%	22%	35%	27%	24%	29%	25%	30%	24%	26%	25%	29%	19%	22%	
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Socialogue
HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	238	262	172	196	132	63	193	244	318	182	9	128	363	269	231	63	437	99	401	376	124	184	206	110
Base: All Respondents (wtd)	500	252	248	211	186	103	67	199	234	290	210	10	135	354	261	239	60	440	91	409	366	134	185	203	112
5 (Completely agree)	32	12	20	12	12	8	2	7	23	19	13	-	11	21	14	18	6	25	11	21	24	8	15	12	5
	6%	5%	8%	6%	7%	7%	3%	3%	10%	7%	6%	-	8%	6%	5%	7%	11%	6%	12%	5%	6%	6%	8%	6%	4%
							*		G		**								5*						
4	172	90	82	70	59	43	17	68	87	106	66	3	39	130	96	76	21	151	36	136	130	42	78	67	27
	34%	35%	33%	33%	32%	41%	25%	34%	37%	37%	31%	33%	29%	37%	37%	32%	34%	34%	40%	33%	36%	31%	42%	33%	24%
							*				**						*		*			X			
3	197	98	99	72	86	39	24	84	89	121	76	3	49	146	103	94	22	175	33	164	148	50	63	87	48
	39%	39%	40%	34%	46%	38%	35%	42%	38%	42%	36%	27%	36%	41%	39%	40%	37%	40%	36%	40%	40%	37%	34%	43%	42%
				C			*				**						*		*						
2	77	40	37	41	22	13	14	33	30	34	43	1	26	50	38	39	8	68	8	68	53	23	27	33	17
	15%	16%	15%	19%	12%	13%	21%	17%	13%	12%	21%	13%	19%	14%	15%	16%	14%	16%	9%	17%	15%	17%	15%	16%	15%
1 (Completely disagree)	22	14	8	15	6	1	11	6	4	10	12	3	11	8	10	12	3	19	3	19	11	11	2	4	15
	4%	5%	3%	7%	3%	1%	16%	3%	2%	3%	6%	28%	8%	2%	4%	5%	4%	4%	3%	5%	3%	8%	1%	2%	14%
				E			GH*				**		M				*		*		T				VW
Sigma	500	252	248	211	186	103	67	199	234	290	210	10	135	354	261	239	60	440	91	409	366	134	185	203	112
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	204	101	103	82	71	50	19	75	110	125	78	3	49	151	110	94	27	177	47	157	153	50	93	79	32
	41%	40%	42%	39%	38%	49%	28%	38%	47%	43%	37%	33%	37%	43%	42%	39%	45%	40%	51%	38%	42%	38%	50%	39%	29%
							*		F		**						*		*			W			
Low2Box - (2/1 Completely disagree)	99	54	45	56	29	14	25	39	34	44	55	4	37	57	48	51	11	88	12	87	64	34	29	37	32
	20%	21%	18%	27%	15%	14%	37%	20%	15%	15%	26%	40%	27%	16%	18%	21%	18%	20%	13%	21%	18%	26%	16%	18%	29%
				DE			GH*				I	**	M				*		*						VW

Socialogae

HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1000	496	504	327	392	281	571	254	48	503	497	650	85	265	537	463	97	903	100	900	597	403	500	267	233
Base: All Respondents (wtd)	500	252	248	205	173	122	278	131	25	225	275	249	115	136	265	235	48	452	49	451	290	210	260	132	108
5 (Completely agree)	47	25	22	25	11	11	29	10	2	17	30	24	13	10	26	21	3	44	5	42	27	20	27	13	7
	9%	10%	9%	12%	6%	9%	11%	8%	6%	8%	11%	10%	11%	7%	10%	9%	6%	10%	11%	9%	9%	10%	10%	10%	7%
				D					*				*				*		*						
4	92	44	47	36	32	24	44	32	7	45	47	39	19	33	49	43	12	79	13	79	55	36	50	23	19
	18%	18%	19%	17%	18%	20%	16%	25%	30%	20%	17%	16%	17%	24%	18%	18%	25%	18%	25%	18%	19%	17%	19%	17%	17%
							F		F*				*	K			*		*						
3	209	105	104	85	70	53	113	53	8	96	113	105	47	56	112	97	17	192	19	190	125	83	102	56	51
	42%	42%	42%	42%	41%	43%	41%	40%	34%	42%	41%	42%	41%	41%	42%	41%	35%	42%	38%	42%	43%	40%	39%	42%	47%
									*				*				*		*						
2	86	49	37	31	37	17	53	23	4	36	50	41	24	21	45	41	10	76	6	80	50	36	45	23	18
	17%	19%	15%	15%	22%	14%	19%	17%	14%	16%	18%	16%	21%	16%	17%	17%	20%	17%	12%	18%	17%	17%	17%	17%	17%
				E					*				*				*		*						
1 (Completely disagree)	67	29	37	27	23	17	39	13	4	32	35	40	11	16	33	33	6	60	7	60	32	34	35	18	13
	13%	12%	15%	13%	13%	14%	14%	10%	15%	14%	13%	16%	10%	11%	13%	14%	13%	13%	14%	13%	11%	16%	13%	14%	13%
									*				*				*		*		T				
Sigma	500	252	248	205	173	122	278	131	25	225	275	249	115	136	265	235	48	452	49	451	290	210	260	132	108
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	139	69	69	61	43	35	73	42	9	62	77	63	32	43	75	64	15	123	18	121	82	57	78	35	26
	28%	28%	28%	30%	25%	29%	26%	32%	36%	27%	28%	25%	28%	32%	28%	27%	32%	27%	36%	27%	28%	27%	30%	27%	24%
Low2Box - (2/1 Completely disagree)	153	78	75	58	60	34	91	36	7	68	85	80	35	37	79	74	16	137	13	140	82	71	81	41	31
	31%	31%	30%	29%	35%	28%	33%	27%	30%	30%	31%	32%	31%	27%	30%	32%	33%	30%	26%	31%	28%	34%	31%	31%	29%
									*				*				*		*						

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Socialogue

HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	257	243	158	157	185	174	204	72	126	374	334	75	91	357	143	42	458	57	443	334	166	130	149	221
Base: All Respondents (wtd)	500	254	246	185	142	173	160	191	82	117	383	105	262	132	374	126	53	447	75	425	374	126	146	160	193
5 (Completely agree)	71	36	35	27	20	24	14	35	17	17	54	12	36	23	62	9	7	64	8	63	50	21	20	27	23
	14%	14%	14%	15%	14%	14%	8%	19%	21%	15%	14%	12%	14%	17%	16%	7%	14%	14%	10%	15%	13%	17%	14%	17%	12%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	**	**	**	*	*	*	*
4	135	58	77	59	25	50	41	57	22	38	97	25	69	40	84	50	12	123	23	111	104	31	50	32	52
	27%	23%	31%	32%	18%	29%	26%	30%	26%	33%	25%	24%	26%	31%	23%	40%	22%	28%	31%	26%	28%	25%	34%	20%	27%
		*	*	*	*	*	*	*	*	*	*	*	*	*	N*	**	**	**	**	**	*	*	*	*	*
3	167	87	80	52	50	64	57	52	26	40	127	34	93	40	128	39	20	147	26	141	127	40	42	63	62
	33%	34%	33%	28%	36%	37%	35%	27%	32%	34%	33%	33%	35%	30%	34%	31%	37%	33%	34%	33%	34%	32%	29%	39%	32%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	**	**	*	*	*	*	*
2	73	41	32	32	27	14	30	30	6	12	61	16	39	19	54	19	12	61	11	62	53	20	29	20	25
	15%	16%	13%	17%	19%	8%	19%	16%	7%	10%	16%	15%	15%	14%	15%	15%	24%	14%	14%	15%	14%	16%	20%	12%	13%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	**	**	*	*	*	*	*
1 (Completely disagree)	54	32	22	15	18	20	19	16	12	9	45	17	26	11	46	8	2	52	8	46	41	13	5	18	31
	11%	13%	9%	8%	13%	12%	12%	9%	14%	8%	12%	17%	10%	8%	12%	7%	3%	12%	10%	11%	11%	11%	3%	11%	16%
		*	*	*	*	*	*	*	*	*	*	M	*	*	*	*	**	**	**	**	*	*	*	*	V*
Sigma	500	254	246	185	142	173	160	191	82	117	383	105	262	132	374	126	53	447	75	425	374	126	146	160	193
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	206	93	112	86	46	74	54	92	39	55	151	38	105	64	146	60	19	187	31	175	153	53	70	60	76
	41%	37%	46%	47%	32%	43%	34%	49%	47%	47%	39%	36%	40%	48%	39%	48%	36%	42%	41%	41%	41%	42%	48%	37%	39%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	**	**	*	*	*	*	*
Low2Box - (2/1 Completely disagree)	127	73	54	47	46	35	49	46	18	21	106	33	65	29	100	27	14	113	19	109	94	33	34	38	56
	25%	29%	22%	25%	32%	20%	31%	24%	21%	18%	28%	32%	25%	22%	27%	21%	27%	25%	25%	26%	25%	27%	23%	24%	29%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	**	**	*	*	*	*	*

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Socialogue
HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	290	210	296	164	40	12	135	353	250	250	138	73	289	285	215	69	431	193	307	364	136	304	154	42
Base: All Respondents (wtd)	500	252	248	262	173	65	11	136	353	252	248	143	78	279	278	222	69	431	182	318	345	155	307	150	43
5 (Completely agree)	126	62	64	62	44	20	4	30	93	62	64	35	28	63	70	56	26	100	59	67	85	41	91	30	5
	25%	25%	26%	24%	25%	30%	32%	22%	26%	25%	26%	24%	37%	23%	25%	25%	37%	23%	33%	21%	24%	27%	30%	20%	12%
							**						M*				Q*		S			WX			*
	146	66	80	68	55	23	3	26	117	78	68	36	22	89	76	70	13	133	45	101	106	40	97	40	9
	29%	26%	32%	26%	32%	36%	25%	19%	33%	31%	27%	25%	28%	32%	27%	31%	19%	31%	25%	32%	31%	26%	31%	27%	22%
4							*						*				*								*
	136	66	70	73	48	15	4	45	88	70	66	46	14	77	77	59	16	121	41	96	92	44	69	51	17
	27%	26%	28%	28%	28%	23%	33%	33%	25%	28%	27%	32%	17%	28%	28%	27%	23%	28%	22%	30%	27%	29%	22%	34%	40%
						*	**					L	*				*						V	V*	
	44	28	16	28	13	3	1	16	27	22	22	14	6	24	30	14	7	37	17	27	31	13	20	19	5
3	9%	11%	7%	11%	8%	4%	10%	12%	8%	9%	9%	10%	8%	9%	11%	6%	10%	9%	9%	8%	9%	9%	7%	12%	12%
						*	**						*				*						V		*
	48	30	18	31	12	5	-	19	28	19	29	13	8	27	25	23	7	40	20	28	32	16	31	11	6
	10%	12%	7%	12%	7%	7%	-	14%	8%	8%	12%	9%	10%	10%	9%	10%	11%	9%	11%	9%	9%	10%	10%	7%	15%
						*	**						*				*								*
Sigma	500	252	248	262	173	65	11	136	353	252	248	143	78	279	278	222	69	431	182	318	345	155	307	150	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	272	128	144	130	99	43	6	56	209	141	131	71	50	151	146	126	38	233	105	167	191	81	187	70	15
	54%	51%	58%	50%	57%	66%	57%	41%	59%	56%	53%	49%	64%	54%	53%	57%	56%	54%	57%	53%	55%	52%	61%	47%	34%
						*	**		G				K*				*					WX			*
Low2Box - (2/1 Completely disagree)	92	57	34	59	25	7	1	35	55	41	50	27	14	51	54	37	15	77	37	55	63	29	51	29	11
	18%	23%	14%	22%	15%	11%	10%	26%	16%	16%	20%	19%	18%	18%	20%	17%	21%	18%	20%	17%	18%	19%	17%	20%	26%
		B		D		*	**	H					*				*								*

Socialogue
HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1000	501	499	329	347	324	181	499	216	429	571	223	326	451	618	382	93	907	136	864	651	349	382	259	359
Base: All Respondents (wtd)	500	246	254	185	168	147	91	247	108	206	294	108	168	224	300	200	46	454	66	434	324	176	195	131	175
5 (Completely agree)	27	12	15	13	8	7	5	13	8	11	17	2	13	12	18	10	5	23	5	22	18	9	18	6	3
	5%	5%	6%	7%	5%	5%	6%	5%	7%	5%	6%	2%	6%	6%	6%	5%	10%	5%	8%	5%	6%	5%	9%	5%	2%
4	103	48	55	39	36	29	17	48	31	49	54	12	24	67	61	42	13	90	19	84	70	32	47	28	27
	21%	19%	22%	21%	21%	19%	19%	19%	28%	24%	18%	11%	14%	30%	20%	21%	28%	20%	29%	19%	22%	18%	24%	22%	16%
									FG	J				KL			*		S				X		
3	174	81	93	66	56	52	32	87	35	72	102	37	66	71	96	78	12	162	18	157	106	68	61	48	65
	35%	33%	37%	36%	33%	35%	35%	35%	32%	35%	35%	35%	39%	32%	32%	39%	27%	36%	27%	36%	33%	39%	31%	37%	37%
									F					M			N	*		R					
2	114	57	57	45	39	29	15	64	22	42	72	28	40	47	70	44	11	104	15	99	81	33	40	34	40
	23%	23%	22%	24%	23%	20%	17%	26%	21%	20%	25%	26%	24%	21%	23%	22%	23%	23%	23%	23%	25%	19%	20%	26%	23%
																	*		U						
1 (Completely disagree)	82	47	34	22	29	30	21	35	12	33	49	29	26	27	55	27	6	76	9	73	48	34	29	14	39
	16%	19%	14%	12%	17%	21%	23%	14%	12%	16%	17%	27%	15%	12%	18%	13%	12%	17%	14%	17%	15%	19%	15%	11%	22%
		B				C	GH					LM			O		*								VW
Sigma	500	246	254	185	168	147	91	247	108	206	294	108	168	224	300	200	46	454	66	434	324	176	195	131	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	130	60	70	51	43	35	22	61	38	60	70	14	37	80	78	52	17	113	25	105	88	42	65	35	30
	26%	24%	28%	28%	26%	24%	25%	25%	36%	29%	24%	13%	22%	36%	26%	26%	38%	25%	37%	24%	27%	24%	33%	27%	17%
									FG					K			Q*	S					X		
Low2Box - (2/1 Completely disagree)	196	104	91	67	68	60	36	99	35	75	121	57	65	73	125	71	16	180	24	172	129	66	69	48	79
	39%	42%	36%	36%	41%	41%	40%	40%	32%	36%	41%	53%	39%	33%	42%	35%	36%	40%	36%	40%	40%	38%	35%	37%	45%
		B							H			LM			O		*								VW

Socialogue
HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	United States	the US																							
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1000	462	538	309	313	378	131	448	421	639	361	347	354	299	529	471	143	857	164	836	660	340	419	215	366
Base: All Respondents (wtd)	500	247	253	182	155	162	81	209	210	302	198	232	127	141	260	240	65	435	76	424	324	176	206	101	193
5 (Completely agree)	56	31	25	28	18	10	9	24	23	32	24	21	14	21	37	19	12	44	14	43	39	17	35	9	13
	11%	13%	10%	15%	12%	6%	12%	12%	11%	11%	12%	9%	11%	15%	14%	8%	19%	10%	18%	10%	12%	10%	17%	9%	7%
				E	E									K	O				S			WX			
	105	51	54	42	31	32	17	34	54	65	40	43	23	38	55	50	19	86	25	80	68	36	56	20	28
	21%	21%	21%	23%	20%	20%	21%	16%	26%	21%	20%	18%	18%	27%	21%	21%	30%	20%	33%	19%	21%	21%	27%	20%	15%
4									G					KL			Q		S			X			
	176	78	98	71	48	57	28	74	73	105	71	87	44	45	82	93	20	156	24	152	114	62	61	44	71
	35%	31%	39%	39%	31%	35%	35%	35%	35%	35%	36%	37%	34%	32%	32%	39%	31%	36%	31%	36%	35%	35%	29%	44%	37%
2			A												N								V		V
	79	37	42	24	23	32	11	37	32	50	29	34	28	18	42	37	8	71	8	71	54	25	28	16	34
	16%	15%	17%	13%	15%	20%	13%	18%	15%	17%	15%	15%	22%	12%	16%	15%	12%	16%	11%	17%	17%	14%	14%	16%	18%
1 (Completely disagree)					C										KL										
	84	50	34	17	35	31	16	40	28	50	34	48	18	18	43	41	6	78	5	79	49	35	26	12	46
	17%	20%	13%	9%	23%	19%	19%	19%	14%	17%	17%	21%	14%	13%	17%	17%	9%	18%	7%	19%	15%	20%	13%	11%	24%
Sigma		B			C	C		H				LM					P		R						VW
	500	247	253	182	155	162	81	209	210	302	198	232	127	141	260	240	65	435	76	424	324	176	206	101	193
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	161	82	79	70	49	42	26	58	76	97	64	64	37	60	92	69	31	130	39	122	107	54	91	29	41
	32%	33%	31%	38%	31%	26%	33%	28%	36%	32%	32%	28%	29%	42%	35%	29%	48%	30%	51%	29%	33%	31%	44%	29%	21%
				E				G							O		Q		S						
Low2Box - (2/1 Completely disagree)	163	88	76	42	58	63	26	77	60	100	63	82	46	35	85	78	14	150	14	150	103	60	55	28	81
	33%	35%	30%	23%	38%	39%	32%	37%	29%	33%	32%	35%	36%	25%	33%	32%	21%	34%	18%	35%	32%	34%	26%	27%	42%
				C	C			H				M	M				P		R						VW

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Socialogue
HA2.3. [I am willing to pay more for "green" or environmentally friendly products] Please indicate how much you agree or disagree with each statement below.
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Norway Total	Norway																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	247	253	84	159	257	7	220	232	268	232	22	371	107	325	175	54	446	111	389	411	89	158	170	172
Base: All Respondents (wtd)	500	253	247	189	165	146	21	223	208	217	283	19	376	105	306	194	50	450	106	394	369	131	161	196	143
5 (Completely agree)	67	24	43	26	19	22	-	33	30	31	36	*	46	21	39	28	7	60	15	52	51	16	24	25	18
	13%	9%	18%	14%	11%	15%	-	15%	14%	14%	13%	2%	12%	20%	13%	14%	14%	13%	14%	13%	14%	12%	15%	13%	13%
	A						**					**				*						*			
	144	69	76	62	42	40	4	63	64	62	83	3	108	34	79	66	21	124	36	109	114	30	53	58	33
4	29%	27%	31%	33%	26%	28%	20%	28%	31%	29%	29%	17%	29%	32%	26%	34%	42%	27%	34%	28%	31%	23%	33%	30%	23%
				*			**					**		*		*	*	*	*			*	*	*	
	157	79	78	58	52	48	11	71	58	63	94	9	123	25	84	73	7	150	29	128	105	52	47	63	47
	31%	31%	32%	30%	31%	33%	50%	32%	28%	29%	33%	49%	33%	24%	27%	38%	14%	33%	27%	33%	28%	40%	29%	32%	33%
3				*			**					**		*		*	*	p	*			*	*	*	
	79	46	33	31	26	23	6	32	35	37	42	3	58	18	65	14	7	72	17	63	57	22	16	37	26
	16%	18%	13%	16%	15%	16%	27%	14%	17%	17%	15%	18%	15%	17%	21%	7%	14%	16%	16%	16%	15%	17%	10%	19%	18%
				**			**					**		O	*	*	*	*	*			*	*	*	
2	53	35	17	12	27	14	1	23	21	24	29	2	43	8	38	14	8	45	10	42	43	10	20	13	19
	11%	14%	7%	7%	16%	9%	2	10%	10%	11%	10%	13%	11%	7%	12%	7%	15%	10%	10%	11%	12%	8%	13%	7%	13%
		B		*	C		**					**		*		*	*	*	*			*	*	*	
	500	253	247	189	165	146	21	223	208	217	283	19	376	105	306	194	50	450	106	394	369	131	161	196	143
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Summary																								
	Top2Box - (5 Completely agree/4)	211	92	119	88	61	62	4	96	94	93	119	4	153	54	118	93	28	183	51	161	165	46	78	83
Low2Box - (2/1 Completely disagree)	42%	36%	48%	47%	37%	42%	20%	43%	45%	43%	42%	20%	41%	52%	39%	48%	56%	41%	48%	41%	45%	36%	48%	42%	35%
				*			**	A				**		*		*	*	*	*	*	*	*	*	*	
	132	82	50	43	52	36	6	55	56	61	71	6	100	26	104	28	15	117	27	105	99	32	37	50	45
	26%	32%	20%	23%	32%	25%	30%	25%	27%	28%	25%	31%	27%	25%	34%	14%	30%	26%	25%	27%	27%	25%	23%	26%	32%
		B		*			**					**		*		O	*	*	*	*	*	*	*	*	

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HAZ.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	18503	9116	9387	6959	6338	5206	4972	7301	5161	9220	9283	5152	6555	6796	10239	8264	2081	16422	3403	15100	12829	5674	8152	5191	5160
Base: All Respondents (wtd)	12500	6231	6269	5478	3999	3023	3661	4775	3258	5712	6788	4380	4649	3471	6623	5877	1365	11135	2166	10334	8308	4192	5433	3690	3377
5 (Completely agree)	3098	1479	1619	1289	994	815	972	1183	786	1442	1656	1201	1087	810	1622	1476	412	2687	634	2464	2017	1082	1632	882	584
	25%	24%	26%	24%	25%	27%	27%	25%	24%	25%	24%	27%	23%	23%	24%	25%	30%	24%	29%	24%	24%	26%	30%	24%	17%
4			A			CD	H					LM					Q		S			WX			
	3410	1649	1761	1427	1117	867	873	1277	1062	1638	1771	977	1330	1103	1841	1569	358	3051	612	2798	2352	1058	1566	1053	791
3	27%	26%	28%	26%	28%	29%	24%	27%	33%	29%	26%	22%	29%	32%	28%	27%	26%	27%	28%	27%	28%	25%	29%	29%	23%
			C			F		FG		J			K	KL							U		X		
2	3818	1919	1899	1708	1226	884	1103	1492	942	1693	2125	1390	1402	1025	2004	1814	357	3461	552	3266	2513	1305	1412	1173	1232
	31%	31%	30%	31%	31%	29%	30%	31%	29%	30%	31%	32%	30%	30%	30%	31%	26%	31%	25%	32%	30%	31%	26%	32%	36%
1 (Completely disagree)								H		I		M											V	VW	
	1259	642	617	605	402	252	403	486	279	537	721	447	503	309	655	604	128	1131	204	1055	832	427	457	354	448
Sigma	10%	10%	10%	11%	10%	8%	11%	10%	9%	9%	11%	10%	11%	9%	10%	10%	9%	10%	9%	10%	10%	10%	8%	10%	13%
			E				H					I		M											VW
	915	543	373	449	261	206	310	337	190	402	513	365	326	224	501	414	111	804	164	752	594	322	365	228	322
	7%	9%	6%	8%	7%	7%	8%	7%	6%	7%	8%	8%	7%	6%	8%	7%	8%	7%	8%	7%	7%	8%	7%	6%	10%
			B				GH		H			LM													VW
	12500	6231	6269	5478	3999	3023	3661	4775	3258	5712	6788	4380	4649	3471	6623	5877	1365	11135	2166	10334	8308	4192	5433	3690	3377
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	6508	3128	3380	2716	2111	1682	1845	2460	1848	3080	3428	2178	2418	1913	3463	3045	770	5738	1246	5262	4369	2139	3199	1935	1375
	52%	50%	54%	50%	53%	56%	50%	52%	57%	54%	50%	50%	52%	55%	52%	52%	56%	52%	58%	51%	53%	51%	59%	52%	41%
Low2Box - (2/1 Completely disagree)			A			CD				FG	J			KL			Q		S			WX		X	
	2174	1185	989	1054	662	457	714	823	468	939	1235	812	829	533	1156	1018	239	1936	367	1807	1426	748	822	583	770
	17%	19%	16%	19%	17%	15%	19%	17%	14%	16%	18%	19%	18%	15%	17%	17%	17%	17%	17%	17%	17%	18%	15%	16%	23%
			B			DE				GH	H			M		M									VW

Socialogue
HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y
Minimum Base: 30 (*), Small Base: 100 (*)
Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y
Minimum Base: 30 (*), Small Base: 100 (*)

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Norway	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	18503	501	1000	500	1000	1000	1000	1000	1000	1000	500	1000	500	1000	1000	500	500	501	500	501	500	500	1000	500	500	1000
Base: All Respondents (wtd)	12500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
5 (Completely agree)	3098	249	100	79	194	109	122	84	134	82	109	139	156	117	16	237	96	86	133	164	157	55	109	94	178	102
	25%	50%	20%	16%	39%	22%	24%	17%	27%	16%	22%	28%	31%	23%	3%	47%	19%	17%	27%	33%	31%	11%	22%	19%	36%	20%
		BCDEFGHIJLMNOPQRSTUWVXY	NU	NU	BCDEFGHIJLMNOPQRSTUWVXY	CGINQU	CGINQU	NU	BCGUMNPQVWVY	NU	CGINU	BCGUMNPQUVVY	BCGUMNPQUVVY	CGINQU		BCDEFGHIJLMNOPQRSTUWVXY	NU	NU	BCGINPQUWY	BCGUMNPQUVVY	BCGUMNPQUVVY	N	CGINU	NU	BCGFGHUKMNPQRUVWY	CINU
4	3410	104	156	147	103	152	138	145	167	147	123	161	171	153	67	105	159	106	89	80	153	203	146	158	124	154
	27%	21%	31%	29%	21%	30%	28%	29%	33%	29%	25%	32%	34%	31%	13%	21%	32%	21%	18%	16%	31%	41%	29%	32%	25%	31%
		N	ADINOQRSX	ADNOQRS	N	ADINOQRSX	DNRS	ADNOQRS	ADGINOQRSX	ADINOQRS	NRS	ADINOQRSX	ADGINOQRSX	ADINOQRSX		N	ADINOQRSX	N			ADINOQRSX	ABCEFGHIJLMNOPQRSTVWXY	ADNOQRS	ADNOQRS	NRS	ADINOQRSX
3	3818	97	174	181	109	168	179	171	151	179	169	125	131	139	207	108	141	179	138	149	128	185	168	158	120	164
	31%	19%	35%	36%	22%	34%	36%	34%	30%	36%	34%	25%	26%	28%	41%	22%	28%	36%	28%	30%	26%	37%	34%	32%	24%	33%
			ADHKLMOPRTX	ADHKLMOPRTX		ADKLMORTX	ADKLMORTX	ADKLMOPRTX	ADKX	ADHKLMOPRTX	ADKLMOTX	A	A	ADO	ABDEGHIJLMOPRSTVWXY		AD	ADHKLMOPRTX	AD	ADO	A	ADHKLMOPRTX	ADKLMORTX	ADOX		ADKLMOTX
2	1259	33	43	47	44	39	47	56	30	62	54	41	29	46	118	26	74	77	73	59	32	42	44	59	36	47
	10%	7%	9%	9%	9%	8%	9%	11%	6%	12%	11%	8%	6%	9%	24%	5%	15%	15%	15%	12%	6%	8%	9%	12%	7%	9%
			H	HLO	HO			AEHKLOTX		ABDEHKLMOTUVXY	AHLOTX			HLO	ABCEFGHIJLMOPRSTUVWXY		ABCEDEHKLMOTUVXY	ABCEFGHIJLMOTUVXY	ABCEDEHKLMOTUVXY	AEHLOTX			HLO	AHLOT		HLO
1 (Completely disagree)	915	17	27	46	49	33	14	44	19	30	44	35	12	46	92	25	30	52	67	48	29	15	33	31	42	33
	7%	3%	5%	9%	10%	7%	3%	9%	4%	6%	9%	7%	2%	9%	18%	5%	6%	10%	13%	10%	6%	3%	7%	6%	8%	7%
			LU	ABFHILOU	ABEFHIKLOPTUVY	AFHLU		ABFHILOTU		FHLU	ABFHLOU	AFHLU		ABEFHILOTU	ABCEFGHIJLMOPRSTUVWXY		LU	ABEFHIKLOPTUVY	ABEFHIKLMOPTUVWXY	ABFHILOU	LU		AFHLU	L	AFHLU	AFHLU
Sigma	12500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box - (5 Completely agree/4)	6508	352	255	226	297	260	260	229	301	229	232	299	328	270	83	341	255	192	221	244	310	258	254	251	302	256
	52%	70%	51%	45%	59%	52%	52%	46%	60%	46%	46%	60%	66%	54%	17%	68%	51%	38%	44%	49%	62%	52%	51%	50%	60%	51%
		BCDEFGHIJLMNOPQRSTUWVXY	GINQR	NQ	BCGUMNPQRSUVWY	CGINQR	NQ	NQ	BCGUMNPQRSUVWY	NQ	NQ	BCGUMNPQRSUVWY	BCDEFGHIJLMNOPQRSTUWVXY	CGINQR		BCDEFGHIJLMNOPQRSTUWVXY	NQ	N	N	NQ	BCGUMNPQRSUVWY	GINQR	GINQR	NQ	BCGUMNPQRSUVWY	CGINQR
Low2Box - (2/1 Completely disagree)	2174	50	71	93	93	72	61	100	49	92	99	75	41	91	210	51	104	130	140	107	62	57	78	90	78	81
	17%	10%	14%	19%	19%	14%	12%	20%	10%	18%	20%	15%	8%	18%	42%	10%	21%	26%	28%	21%	12%	11%	16%	18%	16%	16%
			HL	AFHLOTU	ABEFHKLOTU	AHL		ABEFHKLOTU		ABEFHKLOTU	ABEFHKLOTU	AHLOU		ABEFHKLOTU	ABCEFGHIJLMOPRSTUWVXY		ABEFHKLOTU	ABCEFGHIJLMOTUVWXY	ABCEFGHIJLMOPTUVWXY	ABEFHKLOTU	L		AHLOU	AHLOU	AHLO	AHLOU

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HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18503	2000	2001	7501	5500	7500	3500	1501
Base: All Respondents (wtd)	12500	1000	1500	5000	3500	4000	2000	1500
5 (Completely agree)	3098	210	680	989	719	775	587	500
	25%	21%	45%	20%	21%	19%	29%	33%
			ACDEFG				ACDE	ACDEF
4	3410	305	312	1451	986	1074	491	356
	27%	31%	21%	29%	28%	27%	25%	24%
		BEFG		BEFG	BFG	BG	B	
3	3818	331	315	1635	1140	1315	552	397
	31%	33%	21%	33%	33%	33%	28%	26%
		BFG		BFG	BFG	BFG	B	B
2	1259	86	102	549	394	471	205	127
	10%	9%	7%	11%	11%	12%	10%	8%
				ABG	ABG	ABG	B	
1 (Completely disagree)	915	66	92	377	261	364	165	119
	7%	7%	6%	8%	7%	9%	8%	8%
						ABCD	B	
Sigma	12500	1000	1500	5000	3500	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%
Summary								
Top2Box - (5 Completely agree/4)	6508	516	991	2440	1705	1849	1078	856
	52%	52%	66%	49%	49%	46%	54%	57%
		CDE	ACDEFG	E	E		CDE	ACDE
Low2Box - (2/1 Completely disagree)	2174	153	194	925	655	835	370	247
	17%	15%	13%	19%	19%	21%	18%	16%
				AB	AB	ABCDFG	AB	B

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HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

		Argentina Total	Argentina																							
			Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)		501	214	287	219	166	116	187	210	104	174	327	168	180	153	239	262	73	428	82	419	355	146	323	128	50
Base: All Respondents (wtd)		500	245	255	248	148	104	223	209	68	154	346	327	118	55	226	274	64	436	61	439	315	185	302	139	59
5 (Completely agree)		249	119	130	104	83	62	119	96	33	84	165	170	57	22	128	121	37	212	32	217	156	93	159	67	24
		50%	49%	51%	42%	56%	59%	53%	46%	49%	54%	48%	52%	48%	40%	57%	44%	58%	49%	52%	49%	50%	50%	52%	48%	40%
					C	C*							M		O											
4		104	46	58	47	34	23	39	49	16	30	74	61	28	14	44	59	12	91	11	93	74	30	74	22	8
		21%	19%	23%	19%	23%	22%	17%	23%	24%	19%	21%	19%	24%	26%	20%	22%	19%	21%	17%	21%	23%	16%	24%	16%	14%
																		*		*						
3		97	52	45	66	22	10	42	50	5	23	74	68	20	10	38	60	11	86	11	87	56	41	42	38	18
		19%	21%	18%	27%	15%	9%	19%	24%	8%	15%	21%	21%	17%	18%	17%	22%	17%	20%	17%	20%	18%	22%	14%	27%	31%
					DE		*		H	*								*		*				V*	V*	
2		33	18	15	22	6	5	17	12	4	9	24	19	9	5	10	22	2	30	6	27	13	20	20	8	5
		7%	7%	6%	9%	4%	5%	7%	6%	6%	6%	7%	6%	7%	9%	5%	8%	4%	7%	9%	6%	4%	11%	7%	6%	8%
																		*		*				T	*	*
1 (Completely disagree)		17	10	7	9	3	5	7	1	9	9	9	8	5	4	6	12	2	16	2	15	16	2	8	5	4
		3%	4%	3%	4%	2%	5%	3%	1%	14%	6%	2%	3%	4%	7%	3%	4%	2%	4%	4%	3%	5%	1%	3%	4%	7%
							*			FG*						K		*		*				*		*
Sigma		500	245	255	248	148	104	223	209	68	154	346	327	118	55	226	274	64	436	61	439	315	185	302	139	59
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box - (5 Completely agree/4)		352	165	188	151	117	85	158	145	49	113	239	231	85	36	172	180	49	303	43	310	230	122	232	88	32
		70%	67%	74%	61%	79%	82%	71%	69%	73%	74%	69%	71%	72%	66%	76%	66%	77%	70%	69%	71%	73%	66%	77%	63%	54%
					C		C*			*					O			*		*				WX	*	*
Low2Box - (2/1 Completely disagree)		50	28	22	32	9	10	23	13	13	17	33	28	14	9	16	34	4	46	8	42	29	22	28	13	9
		10%	12%	9%	13%	6%	9%	10%	6%	20%	11%	9%	8%	12%	16%	7%	12%	6%	11%	13%	10%	9%	12%	9%	10%	15%
						*				G*					K			*		*				*	*	*

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HA2.4. (I care what efforts brands are making to help the environment) Please indicate how much you agree or disagree with each statement below.

Proportions/Means - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		METRO		NON-METRO		VIC/TAS		Region NSW/ACT		QLD		SA/NT		WA		Active		Social Media Passive		Inactive																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z	aa	ab	ac	ad	ae	af	ag	ah	ai	aj	ak	al	am	an	ao	ap	aq	ar	as	at	au	av	aw	ax	ay	az	ba	bb	bc	bd	be	bf	bg	bh	bi	bj	bk	bl	bm	bn	bo	bp	bq	br	bs	bt	bu	bv	bw	bx	by	bz	ca	cb	cc	cd	ce	cf	cg	ch	ci	cj	ck	cl	cm	cn	co	cp	cq	cr	cs	ct	cu	cv	cw	cx	cy	cz	da	db	dc	dd	de	df	dg	dh	di	dj	dk	dl	dm	dn	do	dp	dq	dr	ds	dt	du	dv	dw	dx	dy	dz	ea	eb	ec	ed	ee	ef	eg	eh	ei	ej	ek	el	em	en	eo	ep	eq	er	es	et	eu	ev	ew	ex	ey	ez	fa	fb	fc	fd	fe	ff	fg	fh	fi	fj	fk	fl	fm	fn	fo	fp	fq	fr	fs	ft	fu	fv	fw	fx	fy	fz	ga	gb	gc	gd	ge	gf	gg	gh	gi	gj	gk	gl	gm	gn	go	gp	gq	gr	gs	gt	gu	gv	gw	gx	gy	gz	ha	hb	hc	hd	he	hf	hg	hh	hi	hj	hk	hl	hm	hn	ho	hp	hq	hr	hs	ht	hu	hv	hw	hx	hy	hz	ia	ib	ic	id	ie	if	ig	ih	ii	ij	ik	il	im	in	io	ip	iq	ir	is	it	iu	iv	iw	ix	iy	iz	ja	jb	jc	jd	je	jf	jj	jk	jl	jm	jn	jo	jp	jq	jr	js	jt	ju	jv	jw	jx	ky	kz	la	lb	lc	ld	le	lf	lg	lh	li	lj	lk	ll	lm	ln	lo	lp	lq	lr	ls	lt	lu	lv	lw	lx	ly	lz	ma	mb	mc	md	me	mf	mg	mh	mi	mj	mk	ml	mm	mn	mo	mp	mq	mr	ms	mt	mu	mv	mw	mx	my	mz	na	nb	nc	nd	ne	nf	ng	nh	ni	nj	nk	nl	nm	nn	no	np	nq	nr	ns	nt	nu	nv	nw	nx	ny	nz	oa	ob	oc	od	oe	of	og	oh	oi	oj	ok	ol	om	on	oo	op	oq	or	os	ot	ou	ov	ow	ox	oy	oz	pa	pb	pc	pd	pe	pf	pg	ph	pi	pj	pk	pl	pm	pn	po	pp	pq	pr	ps	pt	pu	pv	pw	px	py	pz	qa	qb	qc	qd	qe	qf	qg	qh	qi	qj	qk	ql	qm	qn	qo	qp	qq	qr	qs	qt	qu	qv	qw	qx	qy	qz	ra	rb	rc	rd	re	rf	rg	rh	ri	rj	rk	rl	rm	rn	ro	rp	rq	rr	rs	rt	ru	rv	rw	rx	ry	rz	sa	sb	sc	sd	se	sf	sg	sh	si	sj	sk	sl	sm	sn	so	sp	sq	sr	ss	st	su	sv	sw	sx	sy	sz	ta	tb	tc	td	te	tf	tg	th	ti	tj	tk	tl	tm	tn	to	tp	tq	tr	ts	tt	tu	tv	tw	tx	ty	tz	ua	ub	uc	ud	ue	uf	ug	uh	ui	uj	uk	ul	um	un	uo	up	uq	ur	us	ut	uu	uv	uw	ux	uy	uz	va	vb	vc	vd	ve	vf	vg	vh	vi	vj	vk	vl	vm	vn	vo	vp	vq	vr	vs	vt	vu	vv	vw	vx	vy	vz	wa	wb	wc	wd	we	wf	wg	wh	wi	wj	wk	wl	wm	wn	wo	wp	wq	wr	ws	wt	wu	wv	ww	wx	wy	wz	xa	xb	xc	xd	xe	xf	yg	yh	yi	yj	yk	yl	ym	yn	yo	yp	yq	yr	ys	yt	yu	yv	yw	yx	yy	yz	za	zb	zc	zd	ze	zf	zg	zh	zi	zj	zk	zl	zm	zn	zo	zp	zq	zr	zs	zt	zu	zv	zw	zx	zy	zz																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
Base: All Respondents (unwtd)	1000	421	579	336	341	323	222	511	267	516	484	304	317	379	525	475	107	893	123	877	623	377	614	386	291	322	214	90	83	384	270	346																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Base: All Respondents (wtd)	500	248	252	197	157	146	122	259	120	233	267	131	295	74	260	47	453	56	444	299	201	294	206	140	158	113	44	45	190	137	174																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
5 (Completely agree)	100	52	48	32	38	30	27	56	16	49	51	17	67	15	50	9	91	9	90	57	42	56	44	29	33	17	8	12	45	25	30																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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HA2.4. [i care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	North	Center	South	French	Flemish	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	500	253	247	150	175	175	124	170	100	188	312	125	229	146	301	199	26	474	50	450	304	196	-	-	-	214	286	100	148	252
Base: All Respondents (wtd)	500	251	249	184	159	157	132	171	90	179	321	172	186	142	291	209	22	478	44	456	288	212	-	-	-	209	291	101	145	255
5 (Completely agree)	79	38	42	21	22	37	22	29	14	34	45	28	29	23	48	31	4	75	9	70	53	26	-	-	-	41	39	18	26	35
	16%	15%	17%	11%	14%	23%	16%	17%	15%	19%	14%	16%	15%	16%	17%	15%	20%	16%	20%	15%	18%	12%	-	-	-	19%	13%	18%	18%	14%
						CD			*								**		*							*				
4	147	77	70	50	51	46	39	45	28	49	98	45	62	40	92	55	4	143	11	136	85	63	-	-	-	58	89	29	45	74
	29%	31%	28%	27%	32%	30%	30%	26%	31%	28%	30%	26%	33%	28%	32%	26%	18%	30%	25%	30%	29%	29%	-	-	-	28%	31%	28%	31%	29%
									*								**		*							*				
3	181	93	88	69	62	50	41	63	34	61	120	62	61	57	97	84	12	169	19	162	100	81	-	-	-	73	108	38	48	95
	36%	37%	35%	37%	39%	32%	31%	37%	37%	34%	37%	36%	33%	40%	33%	40%	54%	35%	44%	35%	35%	38%	-	-	-	35%	37%	38%	33%	37%
									*								**		*							*				
2	47	24	22	20	17	9	13	19	8	18	29	16	20	11	28	19	2	45	4	43	26	21	-	-	-	20	27	7	13	27
	9%	10%	9%	11%	11%	6%	10%	11%	9%	10%	9%	9%	11%	8%	10%	9%	7%	9%	8%	9%	9%	10%	-	-	-	10%	9%	6%	9%	11%
									*								**		*							*				
1 (Completely disagree)	46	19	27	24	7	15	17	14	6	17	29	22	14	10	27	19	-	46	1	45	25	21	-	-	-	18	28	9	13	24
	9%	8%	11%	13%	4%	9%	13%	8%	7%	9%	9%	13%	7%	7%	9%	9%	-	10%	2%	10%	9%	10%	-	-	-	9%	10%	9%	9%	9%
						D			*							**		*		*						*				
Sigma	500	251	249	184	159	157	132	171	90	179	321	172	186	142	291	209	22	478	44	456	288	212	-	-	-	209	291	101	145	255
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	-	100%	100%	100%	100%	100%
Summary																														
Top2Box - (5 Completely agree/4)	226	115	111	71	72	83	61	75	42	84	143	72	91	63	140	86	9	218	20	206	138	89	-	-	-	98	128	47	71	108
	45%	46%	45%	38%	46%	53%	46%	44%	46%	47%	44%	42%	49%	45%	48%	41%	38%	46%	45%	45%	48%	42%	-	-	-	47%	44%	46%	49%	43%
Low2Box - (2/1 Completely disagree)	93	43	49	44	24	24	30	33	15	35	58	37	34	21	54	38	2	91	5	88	50	42	-	-	-	38	55	16	26	51
	19%	17%	20%	24%	15%	15%	23%	19%	16%	19%	18%	22%	18%	15%	19%	18%	7%	19%	11%	19%	18%	20%	-	-	-	18%	19%	15%	18%	20%

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Socialogue
HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1000	422	578	557	277	166	236	727	37	396	604	146	556	298	417	583	130	870	191	809	709	291	717	179	104
Base: All Respondents (wtd)	500	232	268	285	144	71	143	343	14	194	306	157	262	81	205	295	63	437	91	409	346	154	344	90	66
5 (Completely agree)	194	95	99	99	60	35	57	133	4	79	115	65	97	31	82	112	27	167	35	159	136	58	131	40	23
	39%	41%	37%	35%	41%	50%	40%	39%	28%	41%	37%	42%	39%	39%	40%	38%	44%	38%	39%	39%	39%	38%	38%	44%	35%
						C			*																
	103	44	60	59	30	14	28	71	4	39	65	24	56	23	47	57	10	93	16	88	74	29	78	12	13
4	21%	19%	22%	21%	21%	20%	20%	21%	28%	20%	21%	15%	21%	29%	23%	19%	16%	21%	17%	21%	21%	19%	23%	14%	19%
									*					KL			*						W		*
	109	48	61	70	29	10	27	78	4	38	71	27	68	14	42	67	12	98	21	89	72	38	78	18	13
	22%	21%	23%	24%	20%	14%	19%	23%	30%	20%	23%	17%	26%	17%	21%	23%	19%	22%	23%	22%	21%	24%	23%	21%	19%
3				E					*					KM			*								*
	44	21	23	29	10	4	15	27	2	19	25	17	18	8	16	28	7	36	12	32	28	15	23	11	9
	9%	9%	9%	10%	7%	6%	11%	8%	13%	10%	8%	11%	7%	10%	8%	9%	12%	8%	13%	8%	8%	10%	7%	12%	14%
									*								*							V	V*
2	49	25	25	28	14	7	16	33	*	18	31	22	23	4	17	32	6	43	7	42	35	14	33	8	8
	10%	11%	9%	10%	10%	10%	11%	10%	2%	10%	10%	14%	9%	6%	8%	11%	10%	10%	8%	10%	10%	9%	10%	9%	12%
									*					M			*								*
	500	232	268	285	144	71	143	343	14	194	306	157	262	81	205	295	63	437	91	409	346	154	344	90	66
1 (Completely disagree)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Sigma																									
Summary	297	138	159	158	90	49	85	204	8	118	179	90	153	55	129	168	37	260	51	246	210	87	210	52	36
	59%	60%	59%	55%	62%	70%	59%	60%	55%	61%	59%	57%	58%	67%	63%	57%	60%	59%	56%	60%	61%	57%	61%	58%	54%
									*					KL			*								*
	93	46	47	57	25	11	31	60	2	37	56	40	41	12	33	60	14	80	19	74	64	29	57	19	17
Low2Box - (2/1 Completely disagree)	19%	20%	18%	20%	17%	16%	22%	18%	15%	19%	18%	25%	16%	15%	16%	20%	22%	18%	21%	18%	18%	19%	16%	21%	26%
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Socialogue
HA2.4. (I care what efforts brands are making to help the environment) Please indicate how much you agree or disagree with each statement below.
Proportions/Means - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																															
		Gender		Age					Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					Social Media			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	
Base: All Respondents (unwtd)	1000	443	557	345	347	308	182	408	410	469	531	385	454	161	492	508	92	908	122	878	677	323	49	68	95	109	-	404	275	352	296	352	
Base: All Respondents (wtd)	500	247	253	178	180	143	92	201	207	230	270	186	223	91	254	246	47	453	64	436	342	158	24	33	46	54	-	205	138	180	147	173	
5 (Completely agree)	109	46	63	42	37	30	24	50	34	42	67	37	52	20	53	56	11	97	16	93	68	41	5	7	9	11	-	44	33	47	35	26	
	22%	19%	25%	24%	21%	21%	26%	25%	17%	18%	25%	20%	23%	22%	21%	23%	24%	22%	25%	21%	20%	26%	19%	20%	20%	21%	-	22%	24%	26%	24%	15%	
4		A	B				H	H			I						*				T	*	*	*	*						e	e	
	152	75	76	49	55	47	23	55	74	76	75	48	75	29	74	77	11	140	17	135	104	47	8	14	16	14	-	64	36	60	43	49	
	30%	31%	30%	28%	31%	33%	25%	27%		35%	33%	28%	26%	33%	32%	29%	31%	24%	31%	26%	31%	31%	30%	31%	43%	35%	26%	-	31%	26%	33%	29%	28%
							FG					K					*					*	Yb*	*									
3		168	85	83	58	62	47	32	69	67	81	87	72	67	29	84	84	17	151	19	148	122	46	8	9	14	20	-	69	47	50	49	68
	34%	34%	33%	33%	35%	33%	33%	34%	32%	35%	32%	39%	30%	33%	33%	34%	35%	33%	31%	34%	36%	29%	32%	28%	30%	37%	-	34%	34%	28%	34%	39%	
2		39	19	20	15	12	11	6	14	19	15	24	16	16	7	21	18	4	34	7	32	28	11	1	2	3	6	-	14	12	13	12	14
	8%	8%	8%	9%	7%	8%	7%	7%	9%	6%	9%	9%	7%	8%	7%	9%	8%	7%	9%	8%	7%	8%	7%	4%	6%	7%	11%	-	7%	9%	7%	8%	8%
1 (Completely disagree)		33	22	11	13	13	8	6	13	14	16	17	13	14	5	21	12	3	30	5	28	20	13	3	1	4	3	-	13	10	10	7	16
	7%	9%	5%	7%	7%	5%	6%	7%	7%	7%	6%	7%	6%	6%	8%	5%	7%	7%	8%	6%	6%	9%	13%	3%	3%	8%	5%	-	6%	7%	6%	5%	9%
		B													O		*					W*	*	*	*						d		
Sigma		500	247	253	178	180	143	92	201	207	230	186	223	91	254	246	47	453	64	436	342	158	24	33	46	54	-	205	138	180	147	173	
	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%
Summary																																	
Top2Box - (5 Completely agree/4)	260	121	139	91	92	77	47	105	108	118	142	85	127	49	127	133	23	238	33	228	172	88	12	21	25	25	-	108	69	107	78	75	
	52%	49%	55%	51%	51%	54%	51%	52%	52%	52%	52%	46%	57%	54%	50%	54%	48%	52%	51%	52%	50%	56%	50%	50%	54%	47%	-	53%	50%	59%	53%	43%	
												K					*					*	*	Y*	*					e	e		
Low2Box - (2/1 Completely disagree)	72	41	31	28	25	19	12	27	33	31	41	30	30	13	42	30	8	64	12	60	48	24	4	3	7	8	-	27	22	23	19	30	
	14%	17%	12%	16%	14%	13%	13%	14%	16%	13%	15%	16%	13%	14%	17%	12%	17%	14%	18%	14%	14%	15%	17%	9%	15%	16%	-	13%	16%	13%	13%	17%	

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HAZ.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

		China Total	China																							
			Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents (unwtd)		1000	518	482	425	425	150	56	273	671	719	281	94	293	613	672	328	86	914	306	694	877	123	632	286	82
Base: All Respondents (wtd)		500	249	251	200	188	111	53	201	246	346	154	295	155	50	300	200	34	466	114	386	391	109	263	146	92
5 (Completely agree)	122	95	26	57	37	28	15	60	47	86	36	88	21	12	82	40	10	112	38	84	98	24	75	20	26	
	24%	38%	11%	29%	19%	25%	28%	30%	19%	25%	23%	30%	14%	24%	27%	20%	28%	24%	33%	22%	25%	22%	28%	14%	29%	
	B*												L*									W			**	
	138	65	74	50	51	38	12	43	84	113	25	56	63	20	95	44	10	129	32	107	117	21	86	40	12	
	28%	26%	29%	25%	27%	34%	23%	21%	34%	33%	17%	19%	41%	39%	31%	22%	29%	28%	28%	28%	30%	19%	33%	27%	13%	
		*		*	*	*	**	*		*	*	*	K		*	*	**		*	*	*	*	*	*	*	*
4	179	65	114	70	77	33	24	70	85	108	71	115	50	14	89	90	14	165	39	140	122	56	77	67	34	
	36%	26%	46%	35%	41%	29%	45%	35%	35%	31%	46%	39%	33%	28%	30%	45%	41%	35%	34%	36%	31%	52%	29%	46%	37%	
	*	A	*	*	*	**	*	*	*	I*	*	*			N*	**	**	*	*	*	T*		V*	**	**	
2	47	14	33	17	21	10	*	25	23	32	16	26	17	4	31	17	*	47	5	43	44	3	19	13	15	
	9%	6%	13%	8%	11%	9%	*	12%	9%	9%	10%	9%	11%	8%	10%	8%	1%	10%	4%	11%	11%	3%	7%	9%	17%	
		*		*	*	*	**	*		*	*	*			*	*	**		*	*	*	*	*	*	**	
1 (Completely disagree)	14	10	4	6	4	4	2	4	8	8	5	10	3	1	4	9	*	13	*	13	9	5	5	6	3	
	3%	4%	1%	3%	2%	3%	4%	2%	3%	2%	3%	3%	2%	1%	1%	5%	1%	3%	*	3%	2%	4%	2%	4%	4%	
	*			*	*	*	**	*		*	*	*			*	*	**		*	*	*	*	*	*	**	
Sigma	500	249	251	200	188	111	53	201	246	346	154	295	155	50	300	200	34	466	114	386	391	109	263	146	92	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																										
Top2Box - (5 Completely agree/4)	260	160	100	107	87	65	27	103	130	199	61	144	84	32	176	84	20	240	69	190	215	45	161	60	39	
	52%	64%	40%	54%	46%	59%	50%	51%	53%	57%	40%	49%	54%	63%	59%	42%	57%	52%	61%	49%	55%	41%	61%	41%	42%	
		B*		*	*	*	**	*		J	*	*		KL	O	*	**		*	*	*		W	*	**	
Low2Box - (2/1 Completely disagree)	61	24	37	23	24	13	2	29	30	40	21	36	20	4	35	26	1	60	5	56	53	8	24	18	19	
	12%	10%	15%	12%	13%	12%	4%	14%	12%	12%	14%	12%	13%	9%	12%	13%	2%	13%	4%	14%	14%	7%	9%	12%	20%	
	*	*		*	*	*	**	*		*	*	*			*	*	**		*	*	*	*	*	*	**	

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HAZ.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1000	506	494	315	304	381	177	478	203	391	609	389	289	322	627	373	31	969	61	939	634	366	223	313	464
Base: All Respondents (wtd)	500	247	253	191	151	158	94	240	92	182	318	168	209	124	300	200	16	484	25	475	318	182	116	153	230
5 (Completely agree)	84	38	46	20	28	36	16	42	15	37	46	35	33	16	50	34	3	81	5	79	52	32	24	26	34
	17%	16%	18%	11%	19%	23%	17%	18%	16%	21%	15%	21%	16%	13%	17%	17%	17%	19%	17%	16%	17%	21%	17%	15%	
				C	C							M					**								
4	145	67	79	52	44	48	28	70	28	56	89	42	62	41	87	58	3	142	4	141	89	56	38	47	61
	29%	27%	31%	27%	29%	31%	30%	29%	31%	31%	28%	25%	30%	33%	29%	29%	23%	29%	15%	30%	28%	31%	32%	30%	26%
														K			**		*	R					
3	171	89	82	78	46	47	33	78	31	55	116	58	72	42	99	72	6	165	12	159	106	65	36	52	83
	34%	36%	33%	41%	30%	30%	36%	32%	34%	30%	36%	34%	34%	34%	33%	36%	38%	34%	45%	34%	33%	36%	31%	34%	36%
				DE													**		*						
2	56	29	27	22	18	16	10	26	9	18	38	17	23	16	35	21	1	54	3	53	40	16	9	19	28
	11%	12%	11%	12%	12%	10%	11%	11%	10%	10%	12%	10%	11%	13%	12%	10%	9%	11%	11%	11%	13%	9%	8%	12%	12%
																	**		*						
1 (Completely disagree)	44	24	20	18	15	11	7	24	8	15	29	15	19	10	29	15	2	42	2	42	31	13	10	10	24
	9%	10%	8%	10%	10%	7%	7%	10%	9%	8%	9%	9%	9%	8%	10%	8%	13%	9%	10%	9%	10%	7%	9%	6%	10%
																	**		*						
Sigma	500	247	253	191	151	158	94	240	92	182	318	168	209	124	300	200	16	484	25	475	318	182	116	153	230
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	229	105	124	72	72	84	44	113	43	93	136	78	95	57	137	92	6	223	9	220	141	88	62	72	95
	46%	42%	49%	38%	48%	53%	47%	47%	47%	51%	43%	46%	46%	46%	46%	46%	40%	46%	35%	46%	44%	48%	53%	47%	41%
				A	C	C				J							**		*		X				
Low2Box - (2/1 Completely disagree)	100	53	47	41	33	26	17	50	18	33	67	32	42	26	64	36	3	97	5	95	71	29	19	29	52
	20%	22%	18%	21%	22%	17%	18%	21%	19%	18%	21%	19%	20%	21%	21%	18%	22%	20%	20%	20%	22%	16%	16%	19%	23%
																	**		*		U				

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HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1000	521	479	289	356	355	211	297	387	410	590	186	621	193	669	331	75	925	178	822	735	265	240	301	459
Base: All Respondents (wtd)	500	252	248	172	179	149	113	147	185	192	308	113	285	101	325	175	34	466	84	416	357	143	121	152	227
5 (Completely agree)	134	68	66	41	45	48	30	48	46	51	83	32	72	31	89	45	8	126	21	113	88	46	37	47	50
	27%	27%	27%	24%	25%	32%	27%	32%	25%	27%	27%	28%	25%	30%	27%	26%	24%	27%	25%	27%	25%	32%	30%	31%	22%
						CD															T	X	X		
	167	80	86	53	61	53	37	48	64	64	102	34	98	35	108	58	14	153	29	138	121	45	36	58	72
4	33%	32%	35%	31%	34%	35%	33%	32%	35%	34%	33%	30%	34%	35%	33%	33%	40%	33%	34%	33%	34%	32%	30%	39%	32%
																	*							V	
	151	77	74	55	57	39	35	43	55	54	96	37	88	26	98	52	9	141	23	127	111	40	33	37	80
	30%	30%	30%	32%	32%	26%	31%	29%	30%	28%	31%	32%	31%	26%	30%	30%	27%	30%	28%	31%	31%	28%	28%	24%	35%
2																	*							W	
	30	15	15	16	9	5	7	5	12	12	18	5	21	3	15	15	1	29	5	25	23	7	9	6	14
	6%	6%	6%	9%	5%	3%	6%	4%	6%	6%	6%	4%	8%	3%	5%	8%	2%	6%	6%	6%	6%	5%	7%	4%	6%
				DE													N	*							
1 (Completely disagree)	19	12	7	7	7	4	3	4	9	10	9	6	6	6	14	5	2	17	6	13	14	5	6	3	11
	4%	5%	3%	4%	4%	3%	3%	3%	5%	3%	6%	2%	6%	4%	3%	3%	6%	4%	7%	3%	4%	3%	5%	2%	5%
										J							*		S				W		W
	500	252	248	172	179	149	113	147	185	192	308	113	285	101	325	175	34	466	84	416	357	143	121	152	227
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Summary																								
	Top2Box - (5 Completely agree/4)	301	149	152	94	106	101	67	96	110	116	185	65	170	66	198	103	22	279	50	251	209	91	73	106
Low2Box - (2/1 Completely disagree)	60%	59%	61%	55%	59%	68%	60%	65%	59%	60%	60%	58%	60%	65%	61%	59%	64%	60%	60%	60%	59%	64%	60%	70%	54%
						CD											*							VX	
	49	27	21	23	16	9	10	9	20	22	27	11	28	10	29	20	3	46	11	38	37	12	15	9	25
	10%	11%	9%	14%	9%	6%	9%	6%	11%	11%	9%	10%	10%	9%	9%	11%	8%	10%	13%	9%	10%	8%	12%	6%	11%
				E					G								*						W		W

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Socialogue
HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	261	239	190	151	159	162	243	16	201	299	156	228	116	281	219	28	472	27	473	292	208	182	220	98
Base: All Respondents (wtd)	500	244	256	202	139	159	163	245	13	198	302	129	294	77	272	228	26	474	26	474	284	216	180	223	97
5 (Completely agree)	109	52	57	37	24	47	42	45	2	51	59	30	64	15	54	56	7	102	6	103	53	56	44	48	17
	22%	21%	22%	18%	18%	30%	26%	18%	19%	26%	19%	23%	22%	19%	20%	24%	28%	22%	24%	22%	19%	26%	25%	22%	17%
					CD					**							**		**						
4	123	60	63	53	33	37	41	61	3	54	69	20	85	18	61	61	4	118	5	118	69	54	45	56	21
	25%	25%	25%	26%	24%	23%	25%	25%	25%	27%	23%	15%	29%	24%	23%	27%	17%	25%	19%	25%	24%	25%	25%	25%	22%
										**				K			**		**						*
3	169	78	91	64	52	53	51	89	6	57	113	51	84	34	102	67	6	163	7	162	103	66	60	66	42
	34%	32%	36%	32%	38%	33%	31%	36%	46%	29%	37%	40%	29%	44%	37%	30%	22%	34%	27%	34%	36%	31%	34%	30%	44%
										**			L				**		**						W*
2	54	28	27	25	18	11	17	28	1	18	36	11	37	7	28	26	4	50	3	51	34	20	17	29	9
	11%	11%	10%	12%	13%	7%	10%	11%	6%	9%	12%	8%	13%	9%	10%	11%	17%	11%	13%	11%	12%	9%	9%	13%	9%
										**							**		**						*
1 (Completely disagree)	44	26	18	22	11	11	12	23	1	19	25	18	23	3	27	17	4	40	4	40	24	20	14	22	8
	9%	11%	7%	11%	8%	7%	7%	9%	4%	10%	8%	14%	8%	4%	10%	8%	17%	8%	17%	8%	9%	9%	8%	10%	8%
									**				M				**		**						*
Sigma	500	244	256	202	139	159	163	245	13	198	302	129	294	77	272	228	26	474	26	474	284	216	180	223	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	232	112	120	90	58	84	84	106	6	104	128	50	149	33	115	117	12	220	11	221	122	110	89	105	38
	46%	46%	47%	45%	41%	53%	51%	43%	44%	53%	42%	39%	51%	43%	42%	51%	44%	47%	43%	47%	43%	51%	50%	47%	39%
									**	J			K			N	**		**						*
Low2Box - (2/1 Completely disagree)	99	54	45	47	29	22	28	50	1	37	61	28	60	10	55	43	9	90	8	91	59	40	30	51	17
	20%	22%	18%	24%	21%	14%	17%	21%	10%	19%	20%	22%	21%	13%	20%	19%	33%	19%	30%	19%	21%	19%	17%	23%	17%
				E					**							**		**	**						*

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Socialogue

HAZ.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																							
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media				
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1000	511	489	505	332	163	384	352	264	645	355	1	120	879	495	505	258	742	463	537	779	221	732	185	83
Base: All Respondents (wtd)	500	258	242	276	150	73	197	174	129	304	196	1	64	435	243	257	129	371	227	273	384	116	370	89	42
5 (Completely agree)	139	72	67	72	45	22	55	48	36	86	52	-	19	120	76	62	34	104	64	75	109	29	106	25	8
	28%	28%	27%	26%	30%	30%	28%	27%	28%	28%	27%	-	29%	28%	31%	24%	27%	28%	28%	27%	28%	25%	29%	28%	20%
												**			O										*
	161	74	86	83	53	25	58	58	45	102	58	-	16	144	76	84	41	120	79	81	125	36	125	26	9
4	32%	29%	36%	30%	35%	34%	29%	33%	35%	34%	30%	-	25%	33%	31%	33%	31%	32%	35%	30%	33%	31%	34%	30%	21%
			A								**											X		*	
	125	63	62	72	35	18	55	41	29	72	53	1	18	107	53	72	27	99	48	78	93	32	81	28	16
	25%	24%	26%	26%	23%	25%	28%	23%	23%	24%	27%	100%	27%	25%	22%	28%	21%	27%	21%	28%	24%	28%	22%	31%	39%
3												**			N				R			V		V*	
	41	24	17	28	10	4	16	12	12	23	18	-	6	35	19	22	14	26	18	22	30	11	32	6	3
	8%	9%	7%	10%	6%	5%	8%	7%	10%	8%	9%	-	9%	8%	8%	8%	11%	7%	8%	8%	9%	9%	6%	8%	8%
												**				Q									*
2	35	24	11	23	7	5	13	15	7	21	14	-	6	29	18	17	13	22	17	17	27	8	25	4	5
	7%	9%	4%	8%	5%	6%	7%	9%	5%	7%	7%	-	9%	7%	7%	7%	10%	6%	8%	6%	7%	7%	7%	5%	12%
			B								**						Q								W*
	500	258	242	276	150	73	197	174	129	304	196	1	64	435	243	257	129	371	227	273	384	116	370	89	42
1 (Completely disagree)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Summary																								
Top2Box - (5 Completely agree/4)	299	147	153	154	99	47	113	106	81	189	111	-	35	264	153	147	75	224	143	156	234	65	231	51	17
	60%	57%	63%	56%	66%	64%	57%	61%	63%	62%	57%	-	55%	61%	63%	57%	58%	60%	63%	57%	61%	56%	63%	58%	41%
			A									**											X		*
Low2Box - (2/1 Completely disagree)	75	48	27	50	17	8	29	27	19	44	32	-	11	64	37	39	27	48	36	40	57	19	57	10	8
	15%	19%	11%	18%	11%	11%	15%	16%	15%	14%	16%	-	18%	15%	15%	15%	21%	13%	16%	14%	15%	16%	15%	11%	20%
			B									**					Q								W*

Socialogue
HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

		Indonesia Total	Indonesia																							
			Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)		500	283	217	267	164	69	71	252	177	288	212	172	37	291	242	258	78	422	145	355	413	87	338	134	28
Base: All Respondents (wtd)		500	250	250	282	161	58	72	254	174	275	225	175	36	290	229	271	73	427	139	361	412	88	338	135	27
5 (Completely agree)		156	80	76	86	51	19	29	76	52	84	72	49	17	90	77	79	19	137	47	109	127	29	108	40	7
		31%	32%	30%	31%	32%	33%	39%	30%	30%	30%	32%	28%	47%	31%	34%	29%	26%	32%	34%	30%	31%	33%	32%	30%	27%
								*	*	*	*	*	*	KM*	*	*	*	*	*	*	*	*	*	*	*	*
4		171	92	80	88	57	27	21	82	69	106	66	62	6	103	80	91	25	146	51	120	139	33	111	50	11
		34%	37%	32%	31%	35%	47%	29%	32%	40%	38%	29%	36%	17%	36%	35%	34%	35%	34%	37%	33%	34%	37%	33%	37%	40%
							C*	*	*	*	J	*	L	*	*	*	*	*	*	*	*	*	*	*	*	**
3		131	56	75	82	40	8	17	69	45	63	68	48	7	76	57	74	22	109	33	98	111	20	86	39	6
		26%	22%	30%	29%	25%	14%	23%	27%	26%	23%	30%	27%	21%	26%	25%	27%	29%	26%	24%	27%	27%	23%	25%	29%	23%
					E	*	*	*	H	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**
2		29	12	17	19	9	2	5	20	4	16	13	12	2	15	7	23	6	23	5	24	23	6	25	3	2
		6%	5%	7%	7%	6%	3%	7%	8%	2%	6%	6%	7%	6%	5%	3%	8%	8%	6%	4%	7%	6%	7%	7%	2%	7%
						*	*	*	H	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**
1 (Completely disagree)		12	10	2	7	3	2	1	7	5	7	5	3	3	6	7	5	2	10	3	9	12	-	8	3	1
		2%	4%	1%	2%	2%	3%	1%	3%	3%	3%	2%	2%	9%	2%	3%	2%	2%	2%	2%	3%	3%	-	2%	3%	3%
			B	*	*	*	*	*	*	*	*	*	*	KM*	*	*	*	*	*	*	*	*	*	*	*	**
Sigma		500	250	250	282	161	58	72	254	174	275	225	175	36	290	229	271	73	427	139	361	412	88	338	135	27
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box - (5 Completely agree/4)		328	172	155	174	108	46	50	157	120	189	138	111	23	193	158	170	44	283	98	229	265	62	220	90	18
		66%	69%	62%	62%	67%	80%	68%	62%	69%	69%	62%	64%	65%	67%	69%	63%	60%	66%	71%	63%	64%	70%	65%	67%	67%
							C*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**
Low2Box - (2/1 Completely disagree)		41	22	20	26	13	3	6	27	8	23	18	16	5	20	14	28	8	34	8	34	35	6	32	6	3
		8%	9%	8%	9%	8%	6%	8%	11%	5%	8%	8%	9%	14%	7%	6%	10%	10%	8%	6%	9%	9%	7%	10%	5%	10%
							*	*	H	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**

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HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																							
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media				
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1000	509	491	261	421	318	213	400	236	489	511	330	537	133	536	464	84	916	146	854	634	366	539	239	222
Base: All Respondents (wtd)	500	250	250	181	189	130	120	198	102	228	272	243	198	58	244	256	39	461	63	437	293	207	272	119	109
5 (Completely agree)	117	50	67	36	44	37	30	38	31	51	66	56	48	12	58	59	10	107	17	100	60	57	70	28	19
	23%	20%	27%	20%	23%	29%	25%	19%	30%	22%	24%	23%	24%	21%	24%	23%	26%	23%	26%	23%	21%	27%	26%	24%	17%
			A			C				G							*					T	X		
	153	75	78	55	56	43	30	64	31	72	81	67	63	23	73	80	8	145	18	135	91	62	90	36	26
4	31%	30%	31%	30%	30%	33%	25%	32%	30%	31%	30%	27%	32%	40%	30%	31%	22%	31%	28%	31%	31%	30%	33%	30%	24%
														K			*					X			
	139	76	62	51	54	34	31	62	28	64	75	70	54	15	68	71	13	126	18	121	89	50	64	34	40
	28%	31%	25%	28%	29%	26%	26%	31%	27%	28%	27%	29%	27%	25%	28%	28%	32%	27%	28%	28%	30%	24%	24%	29%	37%
2																	*							V	
	46	24	21	21	16	9	10	21	8	21	24	25	18	3	25	20	4	42	6	40	29	17	23	11	12
	9%	10%	9%	12%	8%	7%	9%	11%	8%	9%	9%	10%	9%	5%	10%	8%	10%	9%	9%	10%	8%	8%	9%	11%	
1 (Completely disagree)	46	24	22	18	19	8	18	12	5	20	26	26	15	5	21	25	4	42	5	41	24	22	25	10	11
	9%	10%	9%	10%	10%	6%	15%	6%	5%	9%	9%	11%	8%	9%	9%	10%	10%	9%	8%	9%	8%	10%	9%	8%	10%
																	*								
	500	250	250	181	189	130	120	198	102	228	272	243	198	58	244	256	39	461	63	437	293	207	272	119	109
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	270	125	144	91	99	80	60	102	62	122	148	123	111	35	130	139	19	251	35	235	151	119	160	64	45
	54%	50%	58%	50%	53%	61%	50%	52%	60%	54%	54%	51%	56%	61%	53%	55%	48%	54%	55%	54%	52%	57%	59%	54%	41%
Low2Box - (2/1 Completely disagree)																									
	91	48	43	39	35	17	29	33	13	41	50	50	33	8	46	45	8	84	11	81	53	38	47	21	23
	18%	19%	17%	22%	19%	13%	24%	17%	13%	18%	18%	21%	17%	14%	19%	18%	20%	18%	17%	18%	18%	18%	17%	17%	21%
				E	E		H										*								

Socialogue
HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1000	527	473	264	359	377	618	319	63	558	442	328	215	457	519	481	56	944	102	898	708	292	81	250	669
Base: All Respondents (wtd)	500	251	249	185	149	166	339	138	23	248	252	295	90	115	230	270	27	473	41	459	334	166	38	115	347
5 (Completely agree)	16	8	8	6	4	6	13	2	1	7	8	10	3	3	8	8	*	15	*	15	10	5	1	3	11
	3%	3%	3%	3%	3%	3%	4%	2%	3%	3%	3%	3%	3%	2%	3%	3%	1%	3%	1%	3%	3%	3%	3%	3%	3%
4	67	31	37	29	14	25	49	13	5	33	35	40	12	16	29	38	2	65	5	63	37	30	9	21	37
	13%	12%	15%	16%	9%	15%	14%	10%	23%	13%	14%	13%	13%	14%	13%	14%	9%	14%	12%	14%	11%	18%	23%	19%	11%
				D		D			G*								*		*		T	X*	X		
3	207	110	96	71	66	70	136	61	10	104	103	122	37	47	101	106	15	192	20	187	140	67	15	47	145
	41%	44%	39%	38%	44%	42%	40%	44%	41%	42%	41%	41%	41%	41%	44%	39%	55%	41%	49%	41%	42%	40%	39%	41%	42%
									*								*		*			*			
2	118	51	68	41	38	39	81	34	4	63	55	68	24	27	49	69	4	114	8	110	79	40	4	25	89
	24%	20%	27%	22%	26%	23%	24%	24%	18%	25%	22%	23%	26%	24%	21%	26%	16%	24%	19%	24%	24%	24%	11%	22%	26%
			A						*								*		*			*			V
1 (Completely disagree)	92	51	41	38	27	27	60	28	4	41	51	56	15	21	43	49	5	87	8	84	68	24	9	17	65
	18%	20%	16%	21%	18%	16%	18%	20%	15%	17%	20%	19%	16%	19%	19%	18%	19%	18%	19%	18%	20%	14%	24%	15%	19%
									*								*		*			*			
Sigma	500	251	249	185	149	166	339	138	23	248	252	295	90	115	230	270	27	473	41	459	334	166	38	115	347
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	83	39	45	35	18	30	61	16	6	40	43	50	14	19	37	46	3	80	5	78	47	36	10	25	49
	17%	15%	18%	19%	12%	18%	18%	11%	26%	16%	17%	17%	16%	16%	16%	17%	10%	17%	13%	17%	14%	22%	26%	21%	14%
				D		D	G		G*								*		*		T	X*	X		
Low2Box - (2/1 Completely disagree)	210	102	108	80	65	65	141	61	8	104	106	123	38	49	92	118	9	201	16	194	147	63	13	43	154
	42%	41%	43%	43%	44%	40%	42%	45%	33%	42%	42%	42%	43%	42%	40%	44%	35%	42%	38%	42%	44%	38%	35%	37%	44%
									*								*		*			*			

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HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	253	247	256	157	87	337	134	29	205	295	141	157	202	287	213	128	372	159	341	345	155	291	139	70
Base: All Respondents (wtd)	500	239	261	270	157	73	383	97	20	189	311	321	103	76	270	230	107	393	130	370	324	176	255	151	93
5 (Completely agree)	237	113	123	120	75	42	174	50	13	101	136	145	51	41	120	117	56	181	66	171	151	86	121	76	40
	47%	48%	47%	44%	48%	57%	46%	51%	64%	53%	44%	45%	49%	54%	44%	51%	52%	46%	50%	46%	47%	49%	47%	50%	43%
4					*	*		*	**								*		*		*	*	*	*	
	105	45	60	64	26	15	81	20	4	38	67	63	25	16	61	44	25	80	30	75	75	30	56	34	15
	21%	19%	23%	24%	17%	21%	21%	20%	**	20%	21%	20%	25%	21%	23%	19%	23%	20%	23%	20%	23%	17%	22%	22%	16%
3					*	*		*	**								*		*		*	*	*	*	
	108	52	56	55	40	12	89	17	1	32	76	84	15	9	58	50	14	94	16	92	69	39	50	29	29
	22%	22%	21%	20%	26%	17%	23%	18%	6%	17%	25%	26%	15%	12%	22%	22%	13%	24%	12%	25%	21%	22%	19%	19%	31%
2					*	*		*	**			LM					*		*	R	*	*	*	*	
	26	17	9	16	8	2	21	5	-	7	18	19	4	3	15	11	5	21	12	14	11	15	14	6	6
	5%	7%	3%	6%	5%	3%	5%	5%	-	4%	6%	6%	4%	4%	5%	5%	5%	5%	9%	4%	3%	9%	5%	4%	7%
1 (Completely disagree)					*	*		*	**								*		*		*	*	*	*	
	25	11	14	16	8	2	17	6	2	11	14	10	8	7	16	9	8	17	7	18	18	7	14	7	4
	5%	5%	5%	6%	5%	2%	4%	6%	10%	6%	4%	3%	8%	9%	6%	4%	7%	4%	5%	5%	6%	4%	6%	5%	4%
Sigma					*	*		*	**			K	K				*		*		*	*	*	*	
	500	239	261	270	157	73	383	97	20	189	311	321	103	76	270	230	107	393	130	370	324	176	255	151	93
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	341	158	183	183	101	57	255	70	16	139	203	209	76	57	181	160	80	261	95	246	226	116	178	109	54
	68%	66%	70%	68%	64%	78%	67%	71%	84%	74%	65%	65%	74%	75%	67%	70%	75%	66%	73%	66%	70%	66%	70%	72%	58%
Low2Box - (2/1 Completely disagree)	51	28	23	32	15	4	38	11	2	18	32	29	12	10	31	20	13	38	19	32	29	22	28	13	10
	10%	12%	9%	12%	10%	5%	10%	11%	10%	10%	10%	9%	12%	13%	11%	9%	12%	10%	14%	9%	9%	12%	11%	9%	10%
					*	*		*	**								*		*		*	*	*	*	

Socialogue
HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	501	244	257	188	153	160	329	102	8	255	246	49	362	90	248	253	44	457	66	435	308	193	235	177	89
Base: All Respondents (wtd)	500	248	252	215	149	136	339	90	9	236	264	104	327	69	229	271	42	458	62	438	280	220	235	173	92
5 (Completely agree)	86	28	58	23	29	34	56	20	1	42	44	12	59	15	38	48	8	77	11	74	43	43	42	30	15
	17%	11%	23%	11%	20%	25%	16%	22%	8%	18%	17%	11%	18%	22%	16%	18%	20%	17%	18%	17%	15%	19%	18%	17%	16%
			A		C			*	**			*	*	*		18%		17%	*	*					*
4	106	53	53	45	33	28	77	17	2	50	56	18	75	13	50	56	7	99	9	97	61	45	50	39	16
	21%	21%	21%	21%	22%	20%	23%	19%	26%	21%	21%	18%	23%	18%	22%	21%	16%	22%	14%	22%	22%	20%	21%	23%	18%
							*	**				*	*	*		21%	*	22%	*						*
3	179	86	92	79	56	44	119	31	4	93	86	42	113	23	82	96	13	165	20	159	103	76	74	68	37
	36%	35%	37%	37%	38%	32%	35%	34%	47%	39%	32%	41%	35%	34%	36%	36%	32%	36%	32%	36%	37%	35%	31%	39%	40%
							*	**				*	*	*			*	*	*						*
2	77	50	28	38	20	19	51	13	1	29	48	19	47	12	31	47	5	72	10	68	43	35	36	24	18
	15%	20%	11%	18%	13%	14%	15%	15%	10%	12%	18%	18%	14%	17%	13%	17%	12%	16%	15%	15%	16%	15%	14%	14%	19%
		B					*	*	**			*	*	*			*	*	*						*
1 (Completely disagree)	52	31	22	30	11	12	36	9	1	22	31	13	33	7	28	24	9	43	13	39	31	21	34	12	6
	10%	12%	9%	14%	7%	8%	11%	10%	10%	9%	12%	12%	10%	10%	12%	9%	21%	9%	21%	9%	11%	10%	14%	7%	6%
							*	**				*	*	*			Q*		S*			W			*
Sigma	500	248	252	215	149	136	339	90	9	236	264	104	327	69	229	271	42	458	62	438	280	220	235	173	92
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	192	81	110	68	62	62	133	37	3	92	100	30	134	28	88	104	15	177	20	171	104	88	92	69	31
	38%	33%	44%	32%	42%	45%	39%	41%	34%	39%	38%	29%	41%	40%	38%	38%	35%	39%	33%	39%	37%	40%	39%	40%	34%
			A		C			*	**			*	*	*			*	*	*						*
Low2Box - (2/1 Completely disagree)	130	80	49	68	31	31	87	22	2	51	79	32	80	18	59	71	14	116	22	107	73	56	69	36	24
	26%	32%	20%	32%	20%	23%	26%	25%	20%	21%	30%	30%	24%	26%	26%	26%	33%	25%	36%	24%	26%	26%	30%	21%	26%
		B		D				*	**		I	*	*	*			*		*						*

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Socialogue
HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Russia Total	Russia																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	259	241	156	173	171	38	246	190	267	233	82	270	148	274	226	39	461	64	436	346	154	137	212	151
Base: All Respondents (wtd)	500	241	259	211	165	124	40	265	166	251	249	146	265	89	238	262	37	463	59	441	319	181	135	207	158
5 (Completely agree)	133	63	70	46	52	35	13	65	45	70	63	43	72	17	62	70	7	125	11	121	83	50	34	57	41
	27%	26%	27%	22%	31%	28%	33%	24%	27%	28%	25%	29%	27%	20%	26%	27%	20%	27%	19%	28%	26%	27%	26%	28%	26%
4	89	40	49	37	33	19	5	55	25	39	49	20	45	24	50	38	3	86	9	80	62	26	22	39	28
	18%	16%	19%	18%	20%	15%	11%	21%	15%	16%	20%	14%	17%	27%	21%	15%	8%	19%	15%	18%	20%	15%	16%	19%	18%
							*					*		KL			**		*				*		
3	138	66	72	63	38	37	5	77	45	69	69	31	82	26	59	79	9	129	16	122	90	48	37	59	43
	28%	27%	28%	30%	23%	30%	13%	29%	27%	28%	28%	21%	31%	29%	25%	30%	25%	28%	27%	28%	28%	27%	27%	28%	27%
							*					*					**		*			*			
2	73	26	47	33	27	14	9	33	31	35	39	21	40	13	29	45	10	63	12	61	44	29	24	28	21
	15%	11%	18%	16%	16%	11%	22%	13%	19%	14%	15%	14%	15%	14%	12%	17%	28%	14%	20%	14%	14%	16%	18%	14%	13%
		A					*					*					**		*				*		
1 (Completely disagree)	67	46	21	31	16	20	8	34	20	38	29	32	26	9	38	29	7	60	11	56	39	28	17	24	26
	13%	19%	8%	15%	10%	16%	21%	13%	12%	15%	12%	22%	10%	10%	16%	11%	19%	13%	18%	13%	12%	15%	13%	12%	16%
		B					*					LM*					**		*			*			
Sigma	500	241	259	211	165	124	40	265	166	251	249	146	265	89	238	262	37	463	59	441	319	181	135	207	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	221	103	119	84	84	53	18	120	70	109	112	63	117	41	113	108	10	211	20	201	145	76	56	96	69
	44%	43%	46%	40%	51%	43%	44%	45%	42%	43%	45%	43%	44%	47%	47%	41%	28%	46%	34%	46%	46%	42%	42%	46%	43%
							*					*					**		*			*			
Low2Box - (2/1 Completely disagree)	140	72	68	64	43	34	17	68	51	73	68	52	66	22	66	74	17	123	23	118	84	57	41	52	47
	28%	30%	26%	30%	26%	27%	43%	25%	31%	29%	27%	36%	25%	24%	28%	28%	47%	27%	38%	27%	26%	31%	31%	25%	29%
							G*					*					**		*			*			

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Socialogue
HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

		Saudi Arabia	Saudi Arabia																							
		Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	501	261	240	297	161	43	247	130	48	277	224	127	135	239	218	283	62	439	71	430	282	219	256	155	90	
Base: All Respondents (wtd)	500	283	217	295	147	57	277	112	27	252	248	290	145	65	203	297	54	446	59	441	241	259	217	161	122	
5 (Completely agree)	164	91	74	82	51	32	95	37	9	94	71	108	38	18	70	95	17	148	19	146	78	86	72	53	39	
	33%	32%	34%	28%	35%	55%	34%	33%	32%	37%	29%	37%	26%	28%	34%	32%	31%	33%	32%	33%	32%	33%	33%	33%	32%	
					*	**		*	**															*		
4	80	48	32	45	25	10	43	20	5	48	32	36	29	15	41	39	13	67	16	64	42	38	42	24	14	
	16%	17%	15%	15%	17%	18%	16%	18%	19%	19%	13%	12%	20%	23%	20%	13%	24%	15%	27%	14%	17%	15%	19%	15%	11%	
					*	**		*	**					K			*		*				*	*		
3	149	86	63	99	40	10	85	40	7	64	84	93	39	17	54	95	13	135	11	138	71	78	64	47	37	
	30%	30%	29%	34%	27%	17%	31%	36%	25%	26%	34%	32%	27%	26%	27%	32%	25%	30%	18%	31%	29%	30%	30%	29%	30%	
					*	**		*	**								*		*				*	*		
2	59	28	31	35	22	2	31	7	6	28	31	28	23	8	19	40	4	56	4	56	26	34	18	24	17	
	12%	10%	14%	12%	15%	3%	11%	6%	22%	11%	13%	10%	16%	13%	9%	14%	7%	12%	6%	13%	11%	13%	8%	15%	14%	
					*	**		*	**								*		*				*	*		
1 (Completely disagree)	48	30	18	35	9	4	22	8	1	18	30	25	16	6	19	28	7	41	9	39	24	24	21	11	16	
	10%	11%	8%	12%	6%	6%	8%	7%	2%	7%	12%	9%	11%	10%	10%	10%	13%	9%	16%	9%	10%	9%	10%	7%	13%	
					*	**		*	**								*		*				*	*		
Sigma	500	283	217	295	147	57	277	112	27	252	248	290	145	65	203	297	54	446	59	441	241	259	217	161	122	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																										
Top2Box - (5 Completely agree/4)	244	139	105	127	76	42	138	57	14	142	102	144	67	33	111	133	30	215	35	209	120	124	114	78	52	
	49%	49%	49%	43%	51%	73%	50%	51%	51%	56%	41%	50%	46%	51%	54%	45%	55%	48%	59%	47%	50%	48%	52%	49%	43%	
					*	**		*	**	J							*		*			*	*			
Low2Box - (2/1 Completely disagree)	107	58	49	70	32	6	54	15	7	46	61	53	39	15	39	69	11	96	13	94	50	57	39	36	33	
	21%	21%	22%	24%	22%	10%	19%	13%	24%	18%	25%	18%	27%	23%	19%	23%	20%	22%	22%	21%	21%	22%	18%	22%	27%	
					*	**		*	**								*		*				*	*		

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Socialogue
HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa																								
	South Africa Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	219	281	264	148	88	39	96	365	239	261	246	143	111	277	223	123	377	187	313	415	85	313	139	48
Base: All Respondents (wtd)	500	240	260	287	126	88	51	96	354	213	287	261	132	107	259	241	113	387	173	327	388	112	316	137	47
5 (Completely agree)	157	67	91	83	39	35	17	28	112	70	88	85	40	33	76	81	41	117	59	98	125	33	112	33	12
	31%	28%	35%	29%	31%	40%	33%	29%	32%	33%	30%	32%	30%	30%	29%	34%	36%	30%	34%	30%	32%	29%	35%	24%	26%
4	153	83	70	77	47	29	13	22	119	71	82	74	45	34	82	71	30	123	50	103	121	32	92	47	14
	31%	35%	27%	27%	37%	33%	25%	23%	34%	33%	29%	28%	34%	32%	32%	29%	27%	32%	29%	31%	31%	29%	29%	34%	29%
3					C	*	*	*													*				*
	128	58	70	85	29	14	11	31	86	49	79	71	36	21	61	67	26	102	37	91	98	30	69	45	14
2	26%	24%	27%	30%	23%	16%	21%	33%	24%	23%	27%	27%	28%	20%	24%	28%	23%	26%	21%	28%	25%	27%	22%	33%	30%
				E	*	*	*	*													*		V		*
1 (Completely disagree)	32	15	17	18	7	7	4	8	20	14	19	19	5	8	21	11	8	25	13	19	23	9	20	9	3
	6%	6%	7%	6%	6%	8%	8%	8%	6%	6%	7%	7%	4%	8%	8%	5%	7%	6%	7%	6%	6%	8%	6%	6%	7%
Sigma	29	17	12	24	3	2	6	7	16	9	20	13	5	12	18	11	8	21	13	16	21	8	24	2	3
	6%	7%	5%	8%	3%	2%	13%	7%	5%	4%	7%	5%	4%	11%	7%	5%	7%	5%	8%	5%	5%	7%	7%	2%	7%
				D	*	H*	*	*						KL							*	W			*
	500	240	260	287	126	88	51	96	354	213	287	261	132	107	259	241	113	387	173	327	388	112	316	137	47
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	310	150	160	160	86	65	30	49	231	141	170	159	85	67	159	152	71	239	110	200	245	65	204	80	26
	62%	63%	62%	56%	69%	73%	58%	52%	65%	66%	59%	61%	65%	62%	61%	63%	63%	62%	63%	61%	63%	58%	65%	59%	55%
Low2Box - (2/1 Completely disagree)				C	C*	G																			
	62	32	30	42	10	9	11	15	36	23	39	32	10	20	39	22	16	46	26	35	44	17	44	11	7
	12%	13%	11%	15%	8%	10%	21%	15%	10%	11%	14%	12%	8%	18%	15%	9%	14%	12%	15%	11%	11%	15%	14%	8%	15%
					*	*	*	*						L							*				*

Socialogue
HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

		South Korea	South Korea																							
		Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)		500	238	262	172	196	132	63	193	244	318	182	9	128	363	269	231	63	437	99	401	376	124	184	206	110
Base: All Respondents (wtd)		500	252	248	211	186	103	67	199	234	290	210	10	135	354	261	239	60	440	91	409	366	134	185	203	112
5 (Completely agree)		55	23	32	20	18	16	4	23	28	27	28	-	20	35	26	29	8	47	17	38	41	14	23	20	12
		11%	9%	13%	10%	10%	16%	6%	11%	12%	9%	13%	-	15%	10%	10%	12%	14%	11%	18%	9%	11%	11%	12%	10%	11%
								*				**						*		*						
4		203	95	108	71	86	45	27	74	102	134	69	3	45	155	107	96	27	176	40	163	155	48	74	95	34
		41%	38%	44%	34%	46%	44%	41%	37%	44%	46%	33%	26%	33%	44%	41%	40%	45%	40%	44%	40%	42%	36%	40%	47%	30%
						C		*			J		**		L			*		*					X	
3		185	108	78	83	67	35	20	86	80	106	80	2	51	132	103	83	18	167	28	157	136	50	71	74	40
		37%	43%	31%	39%	36%	34%	30%	43%	34%	36%	38%	21%	38%	37%	39%	35%	30%	38%	31%	38%	37%	37%	38%	37%	36%
			B					*				**						*		*						
2		42	17	24	24	12	5	9	11	21	18	24	3	12	27	18	23	4	37	5	36	26	16	13	12	16
		8%	7%	10%	12%	6%	5%	14%	6%	9%	6%	11%	26%	9%	8%	7%	10%	7%	9%	6%	9%	7%	12%	7%	6%	14%
								G*				**						*		*						W
1 (Completely disagree)		15	9	6	12	2	1	7	5	3	6	9	3	7	5	7	8	3	12	1	14	8	7	4	2	10
		3%	4%	2%	6%	1%	1%	10%	2%	1%	2%	4%	28%	5%	1%	3%	3%	4%	3%	1%	3%	2%	5%	2%	1%	9%
					DE			GH*				**	M					*		*						VW
Sigma		500	252	248	211	186	103	67	199	234	290	210	10	135	354	261	239	60	440	91	409	366	134	185	203	112
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box - (5 Completely agree/4)		258	119	140	91	105	62	31	97	130	161	97	3	65	190	133	125	35	223	57	201	196	62	97	115	46
		52%	47%	56%	43%	56%	60%	46%	49%	56%	55%	46%	26%	48%	54%	51%	52%	58%	51%	62%	49%	54%	46%	52%	57%	41%
						C		*				**						*		S*				X		
Low2Box - (2/1 Completely disagree)		57	26	30	36	14	6	16	16	24	24	33	6	19	32	26	31	7	50	6	50	34	22	17	14	26
		11%	10%	12%	17%	7%	6%	24%	8%	10%	8%	16%	53%	14%	9%	10%	13%	11%	11%	7%	12%	9%	17%	9%	7%	23%
					DE			GH*				I	**					*		*			T			VW

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Socialogue

HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																							
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media				
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1000	496	504	327	392	281	571	254	48	503	497	650	85	265	537	463	97	903	100	900	597	403	500	267	233
Base: All Respondents (wtd)	500	252	248	205	173	122	278	131	25	225	275	249	115	136	265	235	48	452	49	451	290	210	260	132	108
5 (Completely agree)	109	45	63	47	30	31	67	25	6	45	64	53	27	28	56	53	9	99	10	98	59	49	63	26	19
	22%	18%	26%	23%	18%	26%	24%	19%	22%	20%	23%	21%	24%	20%	21%	22%	19%	22%	20%	22%	20%	23%	24%	20%	18%
		A				D			*				*												
	146	68	77	59	52	35	77	45	7	67	79	68	39	39	77	69	13	133	15	131	90	55	75	41	30
	29%	27%	31%	29%	30%	28%	28%	34%	30%	30%	29%	27%	34%	29%	29%	29%	26%	29%	30%	29%	31%	26%	29%	31%	28%
4	168	92	76	66	63	39	92	41	9	77	91	87	32	49	92	76	14	154	13	155	101	67	82	45	41
	34%	36%	31%	32%	36%	32%	33%	31%	37%	34%	33%	35%	28%	36%	35%	32%	30%	34%	27%	34%	35%	32%	32%	34%	38%
									*				*				*		*						
2	44	27	17	17	16	12	24	13	1	21	24	25	9	11	26	18	7	37	8	37	24	20	23	11	10
	9%	11%	7%	8%	9%	10%	9%	10%	4%	9%	9%	10%	8%	8%	10%	8%	15%	8%	16%	8%	10%	9%	8%	10%	
1 (Completely disagree)									*				*				*		*						
	33	19	14	16	12	5	19	8	2	16	18	17	7	10	14	19	5	29	3	30	15	19	17	9	7
	7%	8%	6%	8%	7%	4%	7%	6%	7%	7%	6%	7%	6%	7%	5%	8%	10%	6%	7%	7%	5%	9%	7%	7%	7%
Sigma	500	252	248	205	173	122	278	131	25	225	275	249	115	136	265	235	48	452	49	451	290	210	260	132	108
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	254	113	141	106	82	66	143	69	13	112	143	121	66	67	132	122	22	232	25	229	150	104	138	67	49
	51%	45%	57%	52%	47%	54%	52%	53%	52%	50%	52%	49%	58%	49%	50%	52%	46%	51%	51%	51%	52%	50%	53%	51%	46%
Low2Box - (2/1 Completely disagree)									*				*				*		*						
	78	47	31	33	28	17	42	21	3	37	41	41	16	21	40	37	11	66	11	67	39	39	40	20	18
	16%	19%	13%	16%	16%	14%	15%	16%	11%	16%	15%	17%	14%	15%	15%	16%	24%	15%	22%	15%	13%	19%	15%	15%	16%
		B							*				*				Q*		*						

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Socialogue
HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	257	243	158	157	185	174	204	72	126	374	334	75	91	357	143	42	458	57	443	334	166	130	149	221
Base: All Respondents (wtd)	500	254	246	185	142	173	160	191	82	117	383	105	262	132	374	126	53	447	75	425	374	126	146	160	193
5 (Completely agree)	94	37	56	32	26	36	19	46	17	28	66	20	45	29	66	28	19	74	16	77	66	28	40	31	22
	19%	15%	23%	17%	18%	21%	12%	24%	21%	24%	17%	19%	17%	22%	18%	22%	36%	17%	21%	18%	18%	22%	27%	20%	11%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	**	**	**	*	x*	*	*
4	158	77	81	62	38	58	59	57	29	37	121	33	88	37	111	47	9	149	20	138	115	43	56	48	55
	32%	30%	33%	34%	27%	33%	37%	30%	35%	31%	32%	32%	33%	28%	30%	37%	17%	33%	26%	32%	31%	34%	38%	30%	28%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	**	**	*	*	*	*	*
3	158	87	71	50	47	62	46	51	26	38	120	28	79	51	122	36	14	145	20	138	116	43	31	59	68
	32%	34%	29%	27%	33%	36%	29%	27%	32%	33%	31%	27%	30%	38%	33%	29%	26%	32%	27%	32%	31%	34%	22%	37%	35%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	**	**	*	*	*	*	*
2	59	32	27	32	18	9	24	26	4	9	51	13	38	8	49	10	9	50	13	46	55	4	14	12	33
	12%	13%	11%	17%	13%	5%	15%	14%	5%	7%	13%	13%	14%	6%	13%	8%	17%	11%	17%	15%	3%	10%	7%	7%	17%
		E*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	**	**	U	*	*	*	*
1 (Completely disagree)	31	21	11	9	14	9	12	10	7	5	26	10	13	8	26	5	2	29	6	25	23	8	5	11	15
	6%	8%	4%	5%	10%	5%	7%	5%	8%	4%	7%	10%	5%	6%	7%	4%	4%	6%	8%	6%	6%	6%	3%	7%	8%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	**	**	*	*	*	*	*
Sigma	500	254	246	185	142	173	160	191	82	117	383	105	262	132	374	126	53	447	75	425	374	126	146	160	193
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	251	114	137	95	64	93	78	103	46	65	187	53	133	66	177	74	28	223	36	215	180	71	96	79	77
	50%	45%	56%	51%	45%	54%	49%	54%	55%	55%	49%	51%	51%	50%	47%	59%	53%	50%	48%	51%	48%	57%	65%	49%	40%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	**	**	*	x*	*	*	*
Low2Box - (2/1 Completely disagree)	90	53	38	41	31	18	36	37	11	14	77	23	51	16	75	15	11	79	19	71	78	12	19	23	48
	18%	21%	15%	22%	22%	10%	22%	19%	13%	12%	20%	22%	19%	12%	20%	12%	21%	18%	25%	17%	21%	9%	13%	14%	25%
		*	*	*	*	*	*	*	*	*	*	M	*	*	*	*	**	**	**	**	*	*	*	*	*

Socialogue

HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	290	210	296	164	40	12	135	353	250	250	138	73	289	285	215	69	431	193	307	364	136	304	154	42
Base: All Respondents (wtd)	500	252	248	262	173	65	11	136	353	252	248	143	78	279	278	222	69	431	182	318	345	155	307	150	43
5 (Completely agree)	178	80	98	76	64	38	4	38	136	88	90	53	31	95	91	87	26	152	69	109	121	57	119	49	10
	36%	32%	39%	29%	37%	59%	34%	28%	39%	35%	36%	37%	39%	34%	33%	39%	38%	35%	38%	34%	35%	37%	39%	32%	24%
						CD*	**		G					*											*
4	124	73	51	64	49	11	2	20	102	67	57	26	17	80	69	55	17	107	45	78	91	33	82	33	8
	25%	29%	20%	24%	28%	16%	15%	15%	29%	27%	23%	18%	22%	29%	25%	25%	25%	25%	25%	25%	26%	21%	27%	22%	19%
		B				*	**		G				*	K			*								*
3	120	58	62	67	43	10	3	48	70	66	54	39	20	61	75	45	16	105	38	82	82	38	62	46	12
	24%	23%	25%	25%	25%	15%	25%	35%	20%	26%	22%	27%	26%	22%	27%	20%	23%	24%	21%	26%	24%	25%	20%	31%	28%
						*	**	H					*				*						V		*
2	36	20	16	25	9	1	3	14	19	12	23	14	4	18	21	14	4	32	13	22	24	12	19	13	4
	7%	8%	7%	10%	5%	2%	25%	10%	5%	5%	9%	10%	5%	6%	8%	6%	5%	7%	7%	7%	7%	8%	6%	9%	9%
						*	**							*			*								*
1 (Completely disagree)	42	21	21	30	7	5	-	16	26	19	23	10	6	26	21	21	6	36	16	26	28	14	24	9	9
	8%	8%	9%	11%	4%	7%	-	12%	7%	7%	9%	7%	8%	9%	8%	9%	9%	8%	9%	8%	8%	9%	8%	6%	20%
				D		*	**						*				*								VW*
Sigma	500	252	248	262	173	65	11	136	353	252	248	143	78	279	278	222	69	431	182	318	345	155	307	150	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	302	153	149	140	113	49	6	58	238	155	147	79	48	175	160	142	43	259	114	188	212	90	201	82	18
	60%	61%	60%	53%	65%	75%	50%	43%	68%	62%	59%	55%	61%	63%	57%	64%	63%	60%	63%	59%	61%	58%	66%	55%	43%
				C		C*	**	G					*				*					WX			*
Low2Box - (2/1 Completely disagree)	78	40	38	55	17	6	3	30	45	31	47	25	10	43	43	35	10	68	30	48	52	26	43	22	13
	16%	16%	15%	21%	10%	9%	25%	22%	13%	12%	19%	17%	13%	16%	15%	16%	14%	16%	16%	15%	15%	17%	14%	15%	29%
				D		*	**	H			I		*				*								VW*

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Socialogue
HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1000	501	499	329	347	324	181	499	216	429	571	223	326	451	618	382	93	907	136	864	651	349	382	259	359
Base: All Respondents (wtd)	500	246	254	185	168	147	91	247	108	206	294	108	168	224	300	200	46	454	66	434	324	176	195	131	175
5 (Completely agree)	82	35	47	30	24	27	21	36	18	31	51	16	27	39	50	32	11	71	14	68	50	31	44	19	20
	16%	14%	18%	16%	14%	19%	23%	14%	17%	15%	17%	15%	16%	17%	17%	16%	Q*	16%	21%	16%	16%	18%	WX		
4	147	67	81	55	51	41	24	74	36	66	82	26	45	77	85	62	13	135	19	128	98	50	57	45	45
	29%	27%	32%	30%	30%	28%	26%	30%	33%	32%	28%	24%	27%	34%	28%	31%	28%	30%	29%	30%	30%	28%	29%	35%	26%
													KL				*						X		
3	179	86	92	66	60	53	28	92	38	72	106	44	63	72	104	75	13	165	20	159	115	64	62	43	74
	36%	35%	36%	36%	36%	36%	31%	37%	36%	35%	36%	41%	37%	32%	35%	37%	29%	36%	30%	37%	35%	36%	32%	33%	42%
												M					*								VW
2	62	36	26	24	22	16	11	34	12	24	38	13	24	25	40	22	5	57	8	54	44	18	21	16	24
	12%	15%	10%	13%	13%	11%	12%	14%	11%	11%	13%	12%	14%	11%	13%	11%	10%	13%	12%	12%	14%	10%	11%	13%	14%
	B																								
1 (Completely disagree)	30	22	9	9	11	10	8	12	4	14	17	10	10	11	21	9	4	27	6	25	17	14	11	8	12
	6%	9%	3%	5%	7%	7%	8%	5%	4%	7%	6%	9%	6%	5%	7%	5%	8%	6%	9%	6%	5%	8%	6%	6%	7%
	B						H					M					*								
Sigma	500	246	254	185	168	147	91	247	108	206	294	108	168	224	300	200	46	454	66	434	324	176	195	131	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	229	102	127	85	75	69	44	110	54	97	133	42	72	116	135	94	24	205	33	196	148	81	101	64	65
	46%	42%	50%	46%	45%	47%	49%	44%	50%	47%	45%	38%	43%	52%	45%	47%	52%	45%	50%	45%	46%	46%	52%	49%	37%
Low2Box - (2/1 Completely disagree)	92	58	34	34	33	26	18	46	16	37	55	22	33	36	61	31	8	84	13	79	61	32	32	24	36
	18%	23%	14%	18%	20%	17%	20%	19%	15%	18%	19%	21%	20%	16%	20%	16%	18%	18%	20%	18%	19%	18%	16%	18%	21%
	B																*								

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Socialogue
HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	the US																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1000	462	538	309	313	378	131	448	421	639	361	347	354	299	529	471	143	857	164	836	660	340	419	215	366
Base: All Respondents (wtd)	500	247	253	182	155	162	81	209	210	302	198	232	127	141	260	240	65	435	76	424	324	176	206	101	193
5 (Completely agree)	102	52	50	38	33	31	20	49	33	60	42	47	25	30	65	36	19	83	21	81	68	33	58	17	27
	20%	21%	20%	21%	21%	19%	19%	25%	23%	16%	20%	21%	20%	19%	22%	25%	15%	29%	27%	19%	21%	19%	28%	17%	14%
							H	H							O		Q		S			WX			
4	154	67	87	56	48	50	22	59	73	99	54	68	41	46	69	85	23	131	27	127	98	56	66	42	46
	31%	27%	34%	31%	31%	31%	27%	28%	35%	33%	27%	29%	32%	32%	27%	35%	35%	30%	36%	30%	30%	32%	32%	42%	24%
			A						G						N							X		VX	
3	164	81	83	58	47	58	27	65	72	98	66	79	40	45	87	76	17	147	19	145	103	60	52	28	84
	33%	33%	33%	32%	31%	36%	33%	31%	34%	32%	33%	34%	32%	32%	34%	32%	26%	34%	25%	34%	32%	34%	25%	28%	44%
																			R						VW
2	47	26	21	23	13	12	7	22	18	28	20	25	12	11	20	27	4	43	5	42	32	15	16	8	23
	9%	11%	8%	12%	8%	7%	9%	11%	9%	9%	10%	11%	9%	8%	8%	11%	6%	10%	7%	10%	10%	8%	8%	8%	12%
			E																						
1 (Completely disagree)	33	22	12	8	14	11	5	15	13	17	17	14	10	9	18	15	3	30	4	29	22	11	15	6	12
	7%	9%	5%	5%	9%	7%	6%	7%	6%	6%	8%	6%	8%	7%	7%	6%	4%	7%	5%	7%	7%	6%	7%	6%	6%
		B			C																				
Sigma	500	247	253	182	155	162	81	209	210	302	198	232	127	141	260	240	65	435	76	424	324	176	206	101	193
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	256	119	137	93	81	82	42	108	106	159	97	115	65	76	134	122	41	214	48	208	166	90	123	59	73
	51%	48%	54%	51%	52%	50%	52%	51%	51%	53%	49%	49%	51%	54%	52%	51%	63%	49%	63%	49%	51%	51%	60%	58%	38%
																	Q					X		X	
Low2Box - (2/1 Completely disagree)	81	48	33	31	27	23	12	37	32	45	36	39	22	20	38	42	7	74	9	71	55	26	31	14	35
	16%	19%	13%	17%	17%	14%	15%	18%	15%	15%	18%	17%	17%	14%	15%	18%	10%	17%	12%	17%	17%	15%	15%	14%	18%
		B																							

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Socialogue
HA2.4. [I care what efforts brands are making to help the environment] Please indicate how much you agree or disagree with each statement below.
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Norway Total	Norway																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	247	253	84	159	257	7	220	232	268	232	22	371	107	325	175	54	446	111	389	411	89	158	170	172
Base: All Respondents (wtd)	500	253	247	189	165	146	21	223	208	217	283	19	376	105	306	194	50	450	106	394	369	131	161	196	143
5 (Completely agree)	96	30	66	41	35	21	4	43	38	46	50	1	73	21	48	48	9	87	22	75	63	33	41	39	16
	19%	12%	27%	22%	21%	14%	20%	19%	18%	21%	18%	8%	19%	20%	16%	25%	18%	19%	20%	19%	17%	25%	25%	20%	11%
4	159	77	82	64	44	51	5	75	66	59	100	4	120	35	89	70	16	143	34	125	122	37	54	54	51
	32%	30%	33%	34%	27%	35%	26%	33%	32%	27%	35%	24%	32%	33%	29%	36%	32%	32%	32%	32%	33%	29%	34%	27%	36%
				*			**					**		*		*	*		*			*	*	*	
3	141	81	59	55	41	44	12	59	55	64	77	9	106	26	91	49	12	129	26	115	101	40	33	66	42
	28%	32%	24%	29%	25%	30%	54%	27%	26%	30%	27%	46%	28%	25%	30%	25%	24%	29%	24%	29%	27%	30%	21%	34%	29%
				*			**					**		*		*	*		*			*	*	V*	
2	74	46	28	25	30	19	-	34	33	31	43	2	54	17	56	17	7	67	16	58	59	15	24	25	25
	15%	18%	11%	13%	18%	13%	-	15%	16%	14%	15%	12%	14%	17%	18%	9%	14%	15%	15%	15%	16%	12%	15%	13%	17%
				*			**					**		*		O	*	*	*			*	*	*	
1 (Completely disagree)	30	19	11	5	15	11	-	13	16	16	14	2	23	5	21	10	6	24	9	21	25	5	9	12	9
	6%	8%	4%	2%	9%	7%	-	6%	8%	7%	5%	10%	6%	5%	7%	5%	12%	5%	9%	5%	7%	4%	6%	6%	7%
				*			**					**		*		*	*		*			*	*	*	
Sigma	500	253	247	189	165	146	21	223	208	217	283	19	376	105	306	194	50	450	106	394	369	131	161	196	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box - (5 Completely agree/4)	255	106	149	105	79	71	10	117	104	106	149	6	193	56	137	118	25	230	56	200	185	70	95	93	68
	51%	42%	60%	55%	48%	49%	46%	53%	50%	49%	53%	32%	51%	53%	45%	61%	51%	51%	52%	51%	50%	54%	59%	47%	47%
		A		*			**					**		*		N*	*	*	*	*		*	*	*	
Low2Box - (2/1 Completely disagree)	104	65	39	29	45	30	-	46	49	47	57	4	77	23	77	27	13	91	25	79	84	20	33	37	34
	21%	26%	16%	15%	27%	21%	-	21%	24%	22%	20%	22%	20%	22%	25%	14%	26%	20%	24%	20%	23%	16%	21%	19%	24%
		B		*			**					**		*		O	*	*	*	*		*	*	*	