

Q2201\_2 To what extent are you concerned about the following things?

GRID SUMMARY TABLE

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

To what extent are you concerned about the following things?

	Global warming/Climate change	Crime levels in Great Britain	Pollution levels in Great Britain	Public Health Provision in Great Britain	Standard of British education	Terrorism / National Security	Ensuring Fair Trade	The British economy	Immigration
	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted Base	1117	1117	1117	1117	1117	1117	1117	1117	1117
Weighted Base	1117	1117	1117	1117	1117	1117	1117	1117	1117
(5) Extremely concerned	173 16% DH	341 31% BDEFGHI	131 12%	278 25% BDGHI	244 22% BDHI	223 20% BDHI	113 10%	146 13%	482 43% BCDEFGHI
(4) Very concerned	238 21% H	243 22% H	242 22% H	290 26% GHIJ	274 25% GHIJ	223 20% H	137 12%	199 18% H	194 17% H
(3) Concerned	351 31% FJ	318 28% J	357 32% FJ	319 29% J	287 26% J	350 31% FJ	345 31% FJ	330 30% J	169 15%
(2) Somewhat concerned	178 16%	161 14%	278 25% BCEFGJ	163 15%	203 18% EJ	221 20% CEJ	296 27% BCEFGJ	291 26% BCEFGJ	156 14%
(1) Not at all concerned	135 12% CDEFGIJ	24 2%	71 6% CE	27 2%	59 5% CE	62 6% CE	150 13% CDEFGIJ	87 8% CEF	86 8% CE
Not sure	41 4%	31 3%	38 3%	40 4% C	49 4% CJ	39 3%	75 7% BCDEFGJ	64 6% BCDEGJ	29 3%
Very/Extremely concerned (NET)	412 37% HI	583 52% BDFGHI	373 33% H	568 51% BDFGHI	518 46% BDGHI	446 40% DHI	251 22%	345 31% H	676 61% BCDEFGHI
Mean	3.1 H	3.7 BDFGHI	3.1 H	3.6 BDFGHI	3.4 BDHI	3.3 BDHI	2.8	3.0 H	3.8 BCDEFGHI
Std. Dev.	1.23	1.13	1.11	1.10	1.19	1.17	1.17	1.16	1.35
Sigma	1117 100%	1117 100%	1117 100%	1117 100%	1117 100%	1117 100%	1117 100%	1117 100%	1117 100%

Proportions/Mean: All Columns Tested (5% risk level)  
 Overlap formulae used.

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Q2201\_3 To what extent are you concerned about the following things?

GRID SUMMARY TABLE

Base: All French Adults 16-64

This Question Was Weighted To The General Population

To what extent are you concerned about the following things?

	Global warming/Climate change (B)	Crime levels in France (C)	Pollution levels in France (D)	Public Health Provision in France (E)	Standard of French education (F)	Terrorism / National Security (G)	Ensuring Fair Trade (H)	The French economy (I)	Immigration (J)
Unweighted Base	1075	1075	1075	1075	1075	1075	1075	1075	1075
Weighted Base	1075	1075	1075	1075	1075	1075	1075	1075	1075
(5) Extremely concerned	398 37% CDEFGHIJ	132 12% H	294 27% CFGHIJ	331 31% CFGHIJ	206 19% CH	185 17% CH	89 8% H	218 20% CHJ	167 16% H
(4) Very concerned	303 28% HJ	252 23% J	367 34% BCFGHJ	352 33% CFGHJ	290 27% HJ	251 23% J	202 19% H	348 32% CFGHJ	201 19% H
(3) Concerned	264 25% HJ	378 35% BDEFGJ	279 26% HJ	258 24% HJ	316 29% E	312 29% E	371 35% BDEGJ	361 34% BDEJ	282 26% HJ
(2) Somewhat concerned	82 8% HJ	246 23% BDEFI	91 8% HJ	89 8% HJ	153 14% BDEI	252 23% BDEFI	267 25% BDEFI	110 10% HJ	242 22% BDEFI
(1) Not at all concerned	19 2% HJ	54 5% BDEI	28 3% HJ	26 2% HJ	71 7% BDEI	63 6% BDEI	111 10% BCDEFGI	26 2% HJ	170 16% BCDEFGHI
Not sure	9 1% HJ	13 1% HJ	16 1% HJ	20 2% B	39 4% BCDEGIJ	13 1% HJ	35 3% BCDEGIJ	13 1% HJ	13 1% HJ
Very/Extremely concerned (NET)	701 65% CDFGHIJ	385 36% H	661 61% CFGHIJ	683 64% CFGHIJ	496 46% CHJ	435 40% CHJ	291 27% HJ	566 53% CFGHJ	368 34% H
Mean	3.9 CDFGHIJ	3.2 HJ	3.8 CFGHIJ	3.8 CFGHIJ	3.4 CGHJ	3.2 HJ	2.9 HJ	3.6 CFGHJ	3.0 HJ
Std. Dev.	1.04	1.07	1.03	1.04	1.16	1.16	1.10	1.00	1.30
Sigma	1075 100%	1075 100%	1075 100%	1075 100%	1075 100%	1075 100%	1075 100%	1075 100%	1075 100%

Proportions/Mean: All Columns Tested (5% risk level)  
 Overlap formulae used.

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Q2201\_4 To what extent are you concerned about the following things?

GRID SUMMARY TABLE

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

To what extent are you concerned about the following things?

	Global warming/Climate change (B)	Crime levels in Italy (C)	Pollution levels in Italy (D)	Public Health Provision in Italy (E)	Standard of Italian education (F)	Terrorism / National Security (G)	Ensuring Fair Trade (H)	The Italian economy (I)	Immigration (J)
Unweighted Base	1100	1100	1100	1100	1100	1100	1100	1100	1100
Weighted Base	1100	1100	1100	1100	1100	1100	1100	1100	1100
(5) Extremely concerned	380 35% DFH	539 49% BDEFGHIJ	337 31% H	340 31% H	291 26% H	379 34% FH	118 11% FH	385 35% FH	415 38% DEFH
(4) Very concerned	285 26% HJ	278 25% HJ	335 30% BCFGHJ	284 26% HJ	241 22% HJ	254 23% HJ	192 17% HJ	318 29% FGHJ	202 18% HJ
(3) Concerned	224 20% C	174 16% C	260 24% C	262 24% C	301 27% BCJ	259 24% C	349 32% BCDEGIJ	256 23% C	245 22% C
(2) Somewhat concerned	157 14% CI	72 7% C	140 13% C	136 12% C	154 14% CI	135 12% C	204 19% BCDEFGIJ	106 10% C	136 12% C
(1) Not at all concerned	39 4% DI	23 2% C	14 1% C	62 6% CDI	81 7% BCDI	55 5% CDI	164 15% BCDEFGIJ	18 2% C	74 7% BCDI
Not sure	15 1% C	13 1% C	14 1% C	16 1% C	32 3% BCDEGI	18 2% C	73 7% BCDEFGIJ	16 1% C	28 3% BCDEI
Very/Extremely concerned (NET)	665 60% FH	817 74% BDEFGHIJ	672 61% FH	624 57% FH	532 48% H	634 58% FH	311 28% FH	704 64% EFGHJ	617 56% FH
Mean	3.7 FH	4.1 BDEFGHIJ	3.8 EFGHJ	3.6 FH	3.5 H	3.7 FH	2.9 FH	3.9 BEFGHJ	3.7 FH
Std. Dev.	1.18	1.05	1.06	1.20	1.24	1.21	1.21	1.06	1.29
Sigma	1100 100%	1100 100%	1100 100%	1100 100%	1100 100%	1100 100%	1100 100%	1100 100%	1100 100%

Proportions/Means: All Columns Tested (5% risk level)  
 Overlap formulae used.

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Q2201\_5 To what extent are you concerned about the following things?

GRID SUMMARY TABLE

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

To what extent are you concerned about the following things?

	Global warming/Climate change (B)	Crime levels in Spain (C)	Pollution levels in Spain (D)	Public Health Provision in Spain (E)	Standard of Spanish education (F)	Terrorism / National Security (G)	Ensuring Fair Trade (H)	The Spanish economy (I)	Immigration (J)
Unweighted Base	1076	1076	1076	1076	1076	1076	1076	1076	1076
Weighted Base	1076	1076	1076	1076	1076	1076	1076	1076	1076
(5) Extremely concerned	421 39% CDEHIJ	365 34% HJ	346 32% H	360 33% HJ	486 45% BCDEHIJ	470 44% CDEHIJ	110 10% H	322 30% H	305 28% H
(4) Very concerned	299 28% G	305 28% G	341 32% G	322 30% G	320 30% G	278 26% G	298 28% G	360 33% BCGH	315 29% G
(3) Concerned	229 21% F	269 25% FG	296 28% BFG	253 24% FG	169 16% FG	197 18% FG	380 35% BCDEFGIJ	256 24% FG	247 23% FG
(2) Somewhat concerned	86 8% DF	100 9% DF	46 4% DF	88 8% DF	48 4% DF	86 8% DF	178 17% BCDEFGIJ	110 10% DF	123 11% BDFG
(1) Not at all concerned	21 2% BI	22 2% BI	29 3% BI	37 3% BI	30 3% BI	29 3% BI	60 6% BCDFGI	16 2% BI	70 6% BCDEFGI
Not sure	20 2% I	15 1% I	19 2% I	16 1% I	22 2% I	16 1% I	51 5% BCDEFGIJ	12 1% I	16 1% I
Very/Extremely concerned (NET)	721 67% HJ	670 62% HJ	686 64% HJ	682 63% HJ	807 75% BCDEGHJ	748 70% CDEHIJ	408 38% HJ	682 63% HJ	620 58% H
Mean	4.0 CEHIJ	3.8 HJ	3.9 HJ	3.8 HJ	4.1 BCDEGHJ	4.0 CDEHIJ	3.2 HJ	3.8 HJ	3.6 H
Std. Dev.	1.06	1.07	1.01	1.09	1.02	1.10	1.04	1.03	1.20
Sigma	1076 100%	1076 100%	1076 100%	1076 100%	1076 100%	1076 100%	1076 100%	1076 100%	1076 100%

Proportions/Means: All Columns Tested (5% risk level)  
 Overlap formulae used.

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Q2201\_6 To what extent are you concerned about the following things?

GRID SUMMARY TABLE

Base: All German Adults 16-64

This Question Was Weighted To The General Population

To what extent are you concerned about the following things?

	Global warming/Climate change (B)	Crime levels in Germany (C)	Pollution levels in Germany (D)	Public Health Provision in Germany (E)	Standard of German education (F)	Terrorism / National Security (G)	Ensuring Fair Trade (H)	The German economy (I)	Immigration (J)
Unweighted Base	1114	1114	1114	1114	1114	1114	1114	1114	1114
Weighted Base	1114	1114	1114	1114	1114	1114	1114	1114	1114
(5) Extremely concerned	220 20% CDGHI	139 12%	106 10%	213 19% CDGHI	282 25% BCDEGHIJ	153 14% DHI	108 10%	107 10%	197 18% CDGHI
(4) Very concerned	290 26% CDGHIJ	205 18%	224 20% J	259 23% CGHIJ	295 26% CDGHIJ	209 19%	203 18%	192 17%	176 16%
(3) Concerned	297 27% J	307 28% J	352 32% BEFJ	269 24% J	286 26% J	326 29% EJ	309 28% J	305 27% J	216 19%
(2) Somewhat concerned	194 17%	323 29% BEFJ	305 27% BEF	248 22% BF	158 14%	299 27% BF	320 29% BEFJ	356 32% BEFGJ	259 23% BF
(1) Not at all concerned	86 8%	120 11% F	105 9% F	104 9% F	70 6%	104 9% F	125 11% BF	129 12% BF	230 21% BCDEFGHI
Not sure	28 3%	21 2%	22 2%	22 2%	23 2%	24 2%	49 4% BCDEFGI	25 2%	37 3% CDEFGI
Very/Extremely concerned (NET)	510 46% CDGHIJ	343 31%	330 30%	472 42% CDGHIJ	577 52% BCDEGHIJ	361 32% I	311 28%	299 27%	373 33% HI
Mean	3.3 CDEGHIJ	2.9 I	2.9 I	3.2 CDGHIJ	3.5 BCDEGHIJ	3.0 HIJ	2.9	2.8	2.9
Std. Dev.	1.21	1.19	1.12	1.26	1.20	1.19	1.16	1.16	1.40
Sigma	1114 100%	1114 100%	1114 100%	1114 100%	1114 100%	1114 100%	1114 100%	1114 100%	1114 100%

Proportions/Means: All Columns Tested (5% risk level)  
 Overlap formulae used.

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Q2201\_7 To what extent are you concerned about the following things?

GRID SUMMARY TABLE

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

To what extent are you concerned about the following things?

	Global warming/Climate change	Crime levels in the U.S.	Pollution levels in the U.S.	Public Health Provision in the U.S.	Standard of U.S. education	Terrorism / National Security	Ensuring Fair Trade	The U.S. economy	Immigration
	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted Base	1108	1108	1108	1108	1108	1108	1108	1108	1108
Weighted Base	1108	1108	1108	1108	1108	1108	1108	1108	1108
(5) Extremely concerned	284 26% H	292 26% H	297 27% H	330 30% BH	454 41% BCDEGHIJ	325 29% H	131 12% H	347 31% BCDH	344 31% BH
(4) Very concerned	199 18% H	283 26% BHJ	238 21% H	272 25% BHJ	303 27% BDGHJ	247 22% J	211 19% H	304 27% BDGHJ	187 17% H
(3) Concerned	286 26% F	326 29% FIJ	332 30% BFIJ	291 26% F	219 20% H	302 27% FJ	392 35% BCDEFGIJ	253 23% H	245 22% H
(2) Somewhat concerned	151 14% F	148 13% F	168 15% F	130 12% F	69 6% H	146 13% F	220 20% BCDEFGI	131 12% F	204 18% BCEFGI
(1) Not at all concerned	152 14% CDEFGHIJ	29 3% H	36 3% H	46 4% H	33 3% H	54 5% CI	79 7% CDEFI	30 3% H	81 7% CDEFI
Not sure	36 3% H	29 3% H	37 3% H	39 4% H	29 3% H	33 3% H	75 7% BCDEFGIJ	43 4% C	47 4% CFG
Very/Extremely concerned (NET)	484 44% H	575 52% BH	534 48% BH	602 54% BDHJ	757 68% BCDEGHIJ	572 52% BH	342 31% H	651 59% BCDGHJ	532 48% H
Mean	3.3 H	3.6 BHJ	3.6 BH	3.7 BDHJ	4.0 BCDEGHIJ	3.6 BHJ	3.1 H	3.8 BCDGHJ	3.5 BH
Std. Dev.	1.37	1.10	1.15	1.16	1.07	1.19	1.11	1.12	1.32
Sigma	1108 100%	1108 100%	1108 100%	1108 100%	1108 100%	1108 100%	1108 100%	1108 100%	1108 100%

Proportions/Mean: All Columns Tested (5% risk level)  
 Overlap formulae used.

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Q2205\_1 How 'green' do you consider yourself to be? By 'green' we mean how environmentally conscious you are. e.g. make efforts to recycle, to buy products that cause less harm to the environment or conserve energy usage.

13 Dec 2007  
 Table 135

Base: All EU and US Adults

This Question Was Weighted To The General Population

	Country						
	Total	Great Britain	France	Italy	Spain	Germany	United States
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted Base	6590	1117	1075	1100	1076	1114	1108
Weighted Base	6590	1117	1075	1100	1076	1114	1108
(5) Extremely green	326 5%	46 4%	30 3%	95 9%	25 2%	74 7%	56 5%
				BCEG		CE	E
(4) Very green	1210 18%	185 17%	223 21%	249 23%	231 21%	206 18%	117 11%
		G	G	BG	BG	G	
(3) Green	2168 33%	290 26%	376 35%	366 33%	400 37%	499 45%	237 21%
		BG	BG	BG	BG	BCDEG	
(2) Somewhat green	2427 37%	482 43%	373 35%	347 32%	366 34%	282 25%	577 52%
		CDEF	F	F	F		BCDEF
(1) Not at all green	294 4%	73 7%	44 4%	27 2%	36 3%	38 3%	75 7%
		DEF					DEF
Not sure	166 3%	39 4%	29 3%	16 1%	19 2%	16 1%	46 4%
		DF					DEF
Extremely/ Very Green (NET)	1536 23%	231 21%	253 24%	344 31%	256 24%	280 25%	173 16%
		G	G	BCEFG	G	G	
Mean	2.8	2.7 G	2.8 BG	3.0 BCEG	2.9 BG	3.0 BCEG	2.5
Std. Dev.	0.96	0.98	0.91	1.00	0.88	0.92	0.96
Sigma	6590 100%	1117 100%	1075 100%	1100 100%	1076 100%	1114 100%	1108 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G  
 Overlap formulae used.

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Q2210\_2 To what extent do you agree or disagree with the following statements relating to green issues?

GRID SUMMARY TABLE

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Agree or disagree									
	I never think about 'green' issues	Any 'green' steps I take are too small to make a difference	I am cynical of businesses that promote their 'green' credentials	Consumers don't care whether they buy 'green' products or not	Businesses are doing what they can to help tackle 'green' issues	My government is doing all it can to help tackle 'green' issues	'Green' and ethical issues need to be tackled globally, not just in my country	I am doing all I can to make a difference environmentally	I am prepared to spend a bit more on products and services that are 'greener'	
	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	
Unweighted Base	1117	1117	1117	1117	1117	1117	1117	1117	1117	
Weighted Base	1117	1117	1117	1117	1117	1117	1117	1117	1117	
(5) Strongly Agree	38 3%	82 7%	177 16%	92 8%	10 1%	21 2%	583 52%	98 9%	62 6%	
(4) Agree	80 7%	187 17%	368 33%	445 40%	148 13%	100 9%	334 30%	386 35%	355 32%	
(3) Neither agree nor disagree	223 20%	298 27%	386 35%	362 32%	386 35%	353 32%	138 12%	355 32%	345 31%	
(2) Disagree	480 43%	384 34%	124 11%	157 14%	383 34%	385 34%	12 1%	194 17%	233 21%	
(1) Strongly Disagree	277 25%	134 12%	28 3%	17 1%	136 12%	206 18%	19 2%	54 5%	98 9%	
Not sure	19 2%	32 3%	33 3%	44 4%	54 5%	52 5%	31 3%	29 3%	24 2%	
Agree (NET)	118 11%	268 24%	545 49%	537 48%	158 14%	121 11%	917 82%	484 43%	417 37%	
Disagree (NET)	757 68%	518 46%	152 14%	174 16%	519 46%	591 53%	31 3%	249 22%	331 30%	
Mean	2.2	2.7	3.5	3.4	2.5	2.4	4.3	3.3	3.0	
Std. Dev.	1.01	1.12	0.98	0.89	0.92	0.96	0.87	1.01	1.06	
Sigma	1117 100%	1117 100%	1117 100%	1117 100%	1117 100%	1117 100%	1117 100%	1117 100%	1117 100%	

Proportions/Means: All Columns Tested (5% risk level)  
 Overlap formulae used.

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Q2210\_3 To what extent do you agree or disagree with the following statements relating to green issues?

GRID SUMMARY TABLE

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Agree or disagree								
	I never think about 'green' issues	Any 'green' steps I take are too small to make a difference	I am cynical of businesses that promote their 'green' credentials	Consumers don't care whether they buy 'green' products or not	Businesses are doing what they can to help tackle 'green' issues	My government is doing all it can to help tackle 'green' issues	'Green' and ethical issues need to be tackled globally, not just in my country	I am doing all I can to make a difference environmentally	I am prepared to spend a bit more on products and services that are 'greener'
	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted Base	1075	1075	1075	1075	1075	1075	1075	1075	1075
Weighted Base	1075	1075	1075	1075	1075	1075	1075	1075	1075
(5) Strongly Agree	23 2%	205 19% BDFGJ	86 8% BFG	214 20% BDFGJ	13 1%	33 3% F	686 64% BCDEFGIJ	177 16% BDFGJ	127 12% BDFG
(4) Agree	26 2%	431 40% BDFGHJ	303 28% BF	454 42% BDFGHJ	128 12% B	277 26% BF	269 25% BF	525 49% BCDEFGHJ	366 34% BDFGH
(3) Neither agree nor disagree	115 11% H	217 20% BH	452 42% BCEFGHIJ	280 26% BCH	301 28% BCH	330 31% BCH	69 6%	275 26% BCH	296 28% BCH
(2) Disagree	369 34% CDEFGHIJ	162 15% EHI	168 16% EHI	88 8% H	431 40% CDEFGHIJ	282 26% CDEHIJ	10 1%	66 6% H	172 16% EHI
(1) Strongly Disagree	533 50% CDEFGHIJ	42 4% EHI	33 3% H	20 2%	178 17% CDEFGHIJ	138 13% CDEHI	12 1%	21 2%	101 9% CDEHI
Not sure	9 1%	18 2%	34 3% BGJ	19 2% B	24 2% B	15 1%	29 3% BIJ	11 1%	12 1%
Agree (NET)	49 5%	636 59% BDFGJ	389 36% BFG	668 62% BDFGJ	141 13% B	310 29% BF	955 89% BCDEFGIJ	702 65% BCDFGJ	493 46% BDFG
Disagree (NET)	903 84% CDEFGHIJ	204 19% EHI	201 19% EHI	108 10% H	609 57% CDEFGHIJ	420 39% CDEHIJ	22 2%	87 8% H	274 25% CDEHI
Mean	1.7	3.6 BDFGJ	3.2 BFG	3.7 BCDFGJ	2.4 B	2.8 BF	4.5 BCDEFGIJ	3.7 BCDFGJ	3.2 BFG
Std. Dev.	0.91	1.09	0.92	0.94	0.95	1.06	0.76	0.88	1.15
Sigma	1075 100%	1075 100%	1075 100%	1075 100%	1075 100%	1075 100%	1075 100%	1075 100%	1075 100%

Proportions/Means: All Columns Tested (5% risk level)  
 Overlap formulae used.

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Q2210\_4 To what extent do you agree or disagree with the following statements relating to green issues?

GRID SUMMARY TABLE

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Agree or disagree									
	I never think about 'green' issues	Any 'green' steps I take are too small to make a difference	I am cynical of businesses that promote their 'green' credentials	Consumers don't care whether they buy 'green' products or not	Businesses are doing what they can to help tackle 'green' issues	My government is doing all it can to help tackle 'green' issues	'Green' and ethical issues need to be tackled globally, not just in my country	I am doing all I can to make a difference environmentally	I am prepared to spend a bit more on products and services that are 'greener'	
	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	
Unweighted Base	1100	1100	1100	1100	1100	1100	1100	1100	1100	
Weighted Base	1100	1100	1100	1100	1100	1100	1100	1100	1100	
(5) Strongly Agree	16 1%	141 13%	89 8%	136 12%	18 2%	17 2%	726 66%	136 12%	154 14%	
(4) Agree	38 3%	245 22%	236 21%	365 33%	125 11%	100 9%	249 23%	458 42%	474 43%	
(3) Neither agree nor disagree	143 13%	213 19%	417 38%	288 26%	255 23%	277 25%	74 7%	358 33%	298 27%	
(2) Disagree	414 38%	371 34%	239 22%	228 21%	422 38%	407 37%	20 2%	99 9%	108 10%	
(1) Strongly Disagree	474 43%	117 11%	99 9%	53 5%	249 23%	268 24%	12 1%	22 2%	48 4%	
Not sure	14 1%	14 1%	20 2%	31 3%	32 3%	32 3%	18 2%	27 2%	17 2%	
Agree (NET)	55 5%	386 35%	325 30%	501 46%	143 13%	117 11%	976 89%	594 54%	629 57%	
Disagree (NET)	889 81%	487 44%	338 31%	281 26%	671 61%	675 61%	32 3%	121 11%	156 14%	
Mean	1.8	2.9 BFG	3.0 BFG	3.3 BCDFG	2.3 B	2.2 B	4.5 BCDEFGIJ	3.5 BCDEFG	3.5 BCDEFG	
Std. Dev.	0.90	1.23	1.07	1.09	1.00	0.98	0.80	0.90	1.00	
Sigma	1100 100%	1100 100%	1100 100%	1100 100%	1100 100%	1100 100%	1100 100%	1100 100%	1100 100%	

Proportions/Means: All Columns Tested (5% risk level)  
 Overlap formulae used.

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Q2210\_5 To what extent do you agree or disagree with the following statements relating to green issues?

GRID SUMMARY TABLE

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Agree or disagree								
	I never think about 'green' issues	Any 'green' steps I take are too small to make a difference	I am cynical of businesses that promote their 'green' credentials	Consumers don't care whether they buy 'green' products or not	Businesses are doing what they can to help tackle 'green' issues	My government is doing all it can to help tackle 'green' issues	'Green' and ethical issues need to be tackled globally, not just in my country	I am doing all I can to make a difference environmentally	I am prepared to spend a bit more on products and services that are 'greener'
	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted Base	1076	1076	1076	1076	1076	1076	1076	1076	1076
Weighted Base	1076	1076	1076	1076	1076	1076	1076	1076	1076
(5) Strongly Agree	31 3%	63 6%	87 8%	154 14%	22 2%	27 2%	557 52%	213 20%	95 9%
(4) Agree	53 5%	110 10%	272 25%	367 34%	106 10%	113 10%	310 29%	489 45%	346 32%
(3) Neither agree nor disagree	189 18%	228 21%	525 49%	317 29%	278 26%	301 28%	141 13%	282 26%	378 35%
(2) Disagree	407 38%	386 36%	117 11%	189 18%	406 38%	391 36%	30 3%	60 6%	148 14%
(1) Strongly Disagree	391 36%	280 26%	45 4%	36 3%	254 24%	237 22%	20 2%	21 2%	93 9%
Not sure	5 *	10 1%	30 3%	14 1%	11 1%	9 1%	19 2%	12 1%	17 2%
Agree (NET)	84 8%	173 16%	359 33%	521 48%	127 12%	139 13%	866 80%	702 65%	440 41%
Disagree (NET)	798 74%	666 62%	162 15%	225 21%	661 61%	628 58%	50 5%	80 7%	241 22%
Mean	2.0	2.3 B	3.2 BCFG	3.4 BCDFGJ	2.3 B	2.3 B	4.3 BCDEFGIJ	3.8 BCDEFGJ	3.2 BCFG
Std. Dev.	1.00	1.14	0.91	1.04	1.00	1.02	0.93	0.90	1.07
Sigma	1076 100%	1076 100%	1076 100%	1076 100%	1076 100%	1076 100%	1076 100%	1076 100%	1076 100%

Proportions/Means: All Columns Tested (5% risk level)  
 Overlap formulae used.

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Q2210\_6 To what extent do you agree or disagree with the following statements relating to green issues?

GRID SUMMARY TABLE

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Agree or disagree									
	I never think about 'green' issues	Any 'green' steps I take are too small to make a difference	I am cynical of businesses that promote their 'green' credentials	Consumers don't care whether they buy 'green' products or not	Businesses are doing what they can to help tackle 'green' issues	My government is doing all it can to help tackle 'green' issues	'Green' and ethical issues need to be tackled globally, not just in my country	I am doing all I can to make a difference environmentally	I am prepared to spend a bit more on products and services that are 'greener'	
	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	
Unweighted Base	1114	1114	1114	1114	1114	1114	1114	1114	1114	1114
Weighted Base	1114	1114	1114	1114	1114	1114	1114	1114	1114	1114
(5) Strongly Agree	24 2%	90 8%	108 10%	62 6%	14 1%	35 3%	586 53%	82 7%	88 8%	
(4) Agree	48 4%	246 22%	307 28%	364 33%	98 9%	146 13%	327 29%	378 34%	375 34%	
(3) Neither agree nor disagree	150 13%	317 28%	470 42%	342 31%	285 26%	329 30%	137 12%	433 39%	340 31%	
(2) Disagree	385 35%	325 29%	173 15%	261 23%	470 42%	407 37%	27 2%	159 14%	165 15%	
(1) Strongly Disagree	496 45%	120 11%	32 3%	58 5%	225 20%	179 16%	19 2%	45 4%	127 11%	
Not sure	11 1%	17 2%	24 2%	27 2%	22 2%	18 2%	18 2%	18 2%	19 2%	
Agree (NET)	72 7%	335 30%	416 37%	426 38%	112 10%	181 16%	914 82%	460 41%	463 42%	
Disagree (NET)	881 79%	445 40%	205 18%	319 28%	695 62%	586 53%	46 4%	203 18%	292 26%	
Mean	1.8	2.9 BFG	3.3 BCEFGJ	3.1 BCFG	2.3 B	2.5 BF	4.3 BCDEFGIJ	3.3 BCEFGJ	3.1 BCFG	
Std. Dev.	0.97	1.13	0.94	1.00	0.93	1.02	0.90	0.94	1.12	
Sigma	1114 100%	1114 100%	1114 100%	1114 100%	1114 100%	1114 100%	1114 100%	1114 100%	1114 100%	

Proportions/Means: All Columns Tested (5% risk level)  
 Overlap formulae used.

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Q2210\_7 To what extent do you agree or disagree with the following statements relating to green issues?

GRID SUMMARY TABLE

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

Agree or disagree

	I never think about 'green' issues	Any 'green' steps I take are too small to make a difference	I am cynical of businesses that promote their 'green' credentials	Consumers don't care whether they buy 'green' products or not	Businesses are doing what they can to help tackle 'green' issues	My government is doing all it can to help tackle 'green' issues	'Green' and ethical issues need to be tackled globally, not just in my country	I am doing all I can to make a difference environmentally	I am prepared to spend a bit more on products and services that are 'greener'
	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted Base	1108	1108	1108	1108	1108	1108	1108	1108	1108
Weighted Base	1108	1108	1108	1108	1108	1108	1108	1108	1108
(5) Strongly Agree	43 4%	40 4%	98 9%	91 8%	23 2%	34 3%	495 45%	76 7%	86 8%
(4) Agree	82 7%	122 11% B	233 21% BCFG	387 35% BCDFGI	174 16% BCG	92 8%	376 34% BCDFGI	290 26% BCDFG	387 35% BCDFGI
(3) Neither agree nor disagree	195 18% H	264 24% BH	445 40% BCEFGHIJ	322 29% BCH	343 31% BCH	314 28% BCH	132 12%	364 33% BCH	326 29% BCH
(2) Disagree	530 48% CDEFGHIJ	448 40% DEFGHIJ	253 23% HJ	242 22% HJ	383 35% DEHIJ	335 30% DEHJ	36 3%	304 27% EHJ	183 17% H
(1) Strongly Disagree	219 20% DEFHIJ	201 18% DEFHIJ	39 4%	24 2%	135 12% DEHIJ	278 25% BCDEFHIJ	28 3%	47 4% E	86 8% DEHI
Not sure	39 3% I	31 3%	39 4% I	41 4% I	49 4% CI	54 5% CIJ	41 4%	27 2%	39 3% I
Agree (NET)	125 11%	163 15%	331 30% BCFG	478 43% BCDFGI	198 18% BG	126 11%	871 79% BCDEFGIJ	366 33% BCFG	474 43% BCDFGI
Disagree (NET)	749 68% CDEFGHIJ	649 59% DEFGHIJ	292 26% H	266 24% H	518 47% DEHIJ	613 55% DEFHIJ	64 6%	350 32% DEHJ	269 24% H
Mean	2.3	2.4 B	3.1 BCFG	3.3 BCDFGI	2.6 BCG	2.3	4.2 BCDEFGIJ	3.0 BCFG	3.2 BCFGI
Std. Dev.	1.00	1.03	0.98	0.98	0.98	1.05	0.96	1.00	1.07
Sigma	1108 100%	1108 100%	1108 100%	1108 100%	1108 100%	1108 100%	1108 100%	1108 100%	1108 100%

Proportions/Means: All Columns Tested (5% risk level)  
 Overlap formulae used.

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Q2215\_1 Which of the following actions, if any, have you undertaken over the last 6 months?

Base: All EU and US Adults

This Question Was Weighted To The General Population

	Country						
	Total	Great Britain	France	Italy	Spain	Germany	United States
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted Base	6590	1117	1075	1100	1076	1114	1108
Weighted Base	6590	1117	1075	1100	1076	1114	1108
Recycled on a regular basis	5009 76%	891 80% EG	858 80% EG	836 76% G	777 72% G	922 83% DEG	725 65%
Taken energy efficiency steps (for green reasons), for example, trying to reduce heating bills etc	4095 62%	671 60%	659 61%	750 68% BCEG	621 58%	735 66% BEG	660 60%
Bought an environmentally friendly product	3359 51%	511 46%	604 56% BG	600 55% BG	548 51%	573 51%	523 47%
Cut down consumption of natural resources such as Petrol, Coal, Gas, Water	3069 47%	424 38%	549 51% BG	530 48% BG	570 53% BG	538 48% BG	457 41%
Bought a 'Fair trade' product	2339 35%	600 54% DEFG	514 48% DEFG	428 39% EG	266 25% G	396 36% EG	134 12%
Used public transport (for 'green' reasons)	1917 29%	259 23% G	339 32% BDG	267 24% G	412 38% BCDG	490 44% BCDG	151 14%
Not bought a product due to its excessive packaging	1391 21%	263 24% EG	291 27% EG	269 24% EG	147 14%	259 23% EG	161 15%
Signed a 'green' petition	767 12%	112 10% F	177 16% BFG	167 15% BFG	135 13% F	63 6%	113 10% F
Donated to a 'green' charity	449 7%	96 9% CD	35 3%	59 5%	89 8% C	75 7% C	94 8% CD
Taken part in 'green' charity or voluntary work	405 6%	54 5%	42 4%	97 9% BCF	74 7% C	54 5%	85 8% CF
Bought 'Green energy' from my supplier	348 5%	66 6% C	28 3%	74 7% C	49 5%	74 7% C	57 5% C
Offset carbon emissions for flights/travel	347 5%	59 5%	54 5%	65 6% G	93 9% BCFG	39 4%	37 3%
None of these	577 9%	101 9% DF	74 7%	61 6%	88 8%	64 6%	188 17% BCDEF
Sigma	24072 365%	4107 368%	4224 393%	4204 382%	3870 360%	4283 384%	3385 306%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G  
 Overlap formulae used.

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Q2225\_1 How 'green' do you consider your employer to be?

Base: All EU and US Adults Who Work  
 This Question Was Weighted To The General Population

	Country						
	Total	Great Britain	France	Italy	Spain	Germany	United States
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted Base	4018	677	715	654	652	666	654
Weighted Base	3900	699	639	605	622	715	621
(5) Extremely green	69 2%	7 1%	9 1%	14 2% E	2 *	21 3% E	16 3% E
(4) Very green	214 5%	33 5%	18 3%	34 6%	25 4%	67 9% BCE	37 6% C
(3) Green	773 20%	102 15%	94 15%	132 22% BCG	147 24% BCG	224 31% BCDEG	75 12%
(2) Somewhat green	1404 36%	285 41% DF	243 38% D	165 27%	247 40% DF	223 31%	241 39% DF
(1) Not at all green	932 24%	171 24% F	197 31% EF	195 32% BEF	120 19% F	83 12%	165 27% EF
Not sure	509 13%	101 14%	78 12%	66 11%	81 13%	97 14%	87 14%
Extremely/ Very Green (NET)	282 7%	40 6%	26 4%	48 8% C	27 4%	88 12% BCE	53 9% CE
Mean	2.1	2.0	1.9	2.1 C	2.2 C	2.5 BCDEG	2.1
Std. Dev.	0.96	0.88	0.88	1.04	0.83	0.97	1.00
Sigma	3900 100%	699 100%	639 100%	605 100%	622 100%	715 100%	621 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G  
 Overlap formulae used.

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Q2230\_1 Does your company have a corporate responsibility policy/ environmental policy which tackles 'green' issues?

13 Dec 2007  
 Table 331

Base: All EU and US Adults Who Work

This Question Was Weighted To The General Population

	Country						
	Total	Great Britain	France	Italy	Spain	Germany	United States
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted Base	4018	677	715	654	652	666	654
Weighted Base	3900	699	639	605	622	715	621
Yes	1212 31%	226 32% G	192 30% G	184 30% G	187 30% G	293 41% BCDEG	131 21%
No	1455 37%	202 29%	314 49% BEF	261 43% BEF	211 34%	202 28%	266 43% BEF
Not sure	1233 32%	271 39% CDF	133 21%	160 26%	225 36% CD	221 31% C	223 36% CD
Sigma	3900 100%	699 100%	639 100%	605 100%	622 100%	715 100%	621 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G  
 Overlap formulae used.

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Q2235\_1 Which of the following, if any, do you think should be responsible for taking steps to reduce climate change/global warming?

13 Dec 2007  
 Table 359

Base: All EU and US Adults

This Question Was Weighted To The General Population

	Country						
	Total	Great Britain	France	Italy	Spain	Germany	United States
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted Base	6590	1117	1075	1100	1076	1114	1108
Weighted Base	6590	1117	1075	1100	1076	1114	1108
The government	5599 85%	889 80%	975 91% BFG	988 90% BFG	971 90% BFG	939 84% BG	837 76%
Businesses	5292 80%	860 77%	988 92% BDEFG	845 77%	835 78%	938 84% BDEG	827 75%
Consumers	5017 76%	798 71%	891 83% BDEFG	838 76%	793 74%	848 76%	849 77%
None of these	186 3%	52 5% CDE	10 1%	14 1%	13 1%	31 3% C	66 6% CDEF
Not sure	297 5%	89 8% CDEF	12 1%	25 2%	31 3% C	46 4% C	93 8% CDEF
Sigma	16391 249%	2689 241%	2875 267%	2710 246%	2643 246%	2802 251%	2673 241%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G  
 Overlap formulae used.

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