

## Questionnaire

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Q1 Thank you for agreeing to participate in this questionnaire. All answers are anonymous and cannot be traced back to you. I agree to participate in this questionnaire and that my information will be processed until the project is completed, approx. September 1, 2020.

Yes (1)

No (2)

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Q2 Age

18-22 (1)

23-38 (2)

39-54 (3)

55-73 (4)

74-91 (5)

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Q3 Gender

Male (1)

Female (2)

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Q4 How much time, per day, are you on Social Media (Instagram, Facebook, LinkedIn, Snapchat, etc.)?

+5 hours (1)

3 hours (2)

1-2 hours (3)

30 minutes (4)

None (5)

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Q5 Are you aware of the ongoing climate discussions?

Yes (1)

No (2)

Not sure (3)

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Q6 To what extent are you concerned about the environment?

A great deal (1)

A lot (2)

A moderate amount (3)

A little (4)

None at all (5)

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Q7 How often do you read or watch news?

- More than once a day (1)
  - Every day (2)
  - Every week (3)
  - Once a month (4)
  - Never (5)
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Q8 What is your favourite news source?

- Local newspaper (1)
  - Online news (BBC, CNN, Aftenposten, DN etc.) (2)
  - TV (3)
  - Twitter (4)
  - Facebook (5)
  - Instagram (6)
  - LinkedIn (7)
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Q9 To what extent do you feel like your actions affect the environment?

- A great deal (1)
  - A lot (2)
  - A moderate amount (3)
  - A little (4)
  - None at all (5)
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Q10 To what extent do you feel responsibility to care for the environment?

- A great deal (1)
  - A lot (2)
  - A moderate amount (3)
  - A little (4)
  - None at all (5)
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Q11 To what extent do you feel like you can contribute to a "greener" planet?

- A great deal (1)
  - A lot (2)
  - A moderate amount (3)
  - A little (4)
  - None at all (5)
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Q12 To what extent have you modified your behavior, including purchasing behavior, due to environmental reasons?

- A great deal (1)
  - A lot (2)
  - A moderate amount (3)
  - A little (4)
  - None at all (5)
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Q13 To what extent do you feel like traveling less, taking shorter showers, eating less meat etc. contribute to a "greener" planet?

- A great deal (1)
  - A lot (2)
  - A moderate amount (3)
  - A little (4)
  - None at all (5)
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Q14 Are you aware of sustainable products/ production?

- Definitely yes (1)
  - Probably yes (2)
  - Might or might not (3)
  - Probably not (4)
  - Definitely not (5)
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Q15 How likely are you to change your buying habits to contribute to a cleaner planet?

- Extremely likely (1)
  - Somewhat likely (2)
  - Neither likely nor unlikely (3)
  - Somewhat unlikely (4)
  - Extremely unlikely (5)
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Q16 Do you value companies that market "green" more than companies that don't?

- Definitely yes (1)
  - Probably yes (2)
  - Might or might not (3)
  - Probably not (4)
  - Definitely not (5)
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Q17 Would you stop buying products/ services from a company that does not value sustainability?

- Definitely yes (1)
  - Probably yes (2)
  - Might or might not (3)
  - Probably not (4)
  - Definitely not (5)
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Q18 Would you be willing to pay more for "green" products/ production?

- Definitely yes (1)
  - Probably yes (2)
  - Might or might not (3)
  - Probably not (4)
  - Definitely not (5)
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Q19 How much more would you be willing to pay for "green" products/ production?

- A great deal (1)
  - A lot (2)
  - A moderate amount (3)
  - A little (4)
  - None at all (5)
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Q20 Do you feel like buying products from a company that has a "green" focus helps contribute to a cleaner planet?

- Definitely yes (1)
- Probably yes (2)
- Might or might not (3)
- Probably not (4)
- Definitely not (5)