



Flash Eurobarometer 535

The EU Ecolabel

Report



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Flash Eurobarometer 535 – Ipsos European Public Affairs

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(DG COMM “Media Monitoring and Eurobarometer” Unit)

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Table of contents

Introduction	1
Key findings.....	2
Section 1. The eco-friendly consumer.....	5
1.1. Importance of price, quality and brand vs environmental impact.....	5
1.2. Buying products with a lower environmental impact	10
Section 2. Awareness of the EU Ecolabel.....	14
2.1. Awareness of the EU Ecolabel logo	14
2.2. General knowledge of the EU Ecolabel.....	15
2.3. Trust in the EU Ecolabel.....	19
Section 3. Buying products with the EU Ecolabel	20
3.1. Purchase frequency of products with environmental labels	20
3.2. Commonly purchased EU Ecolabel products.....	24
3.3. Offering more products with the EU Ecolabel.....	28
3.4. Buying EU Ecolabel products in supermarkets, bio-shops and online	33
3.5. Reasons not to buy products with the EU Ecolabel.....	36
Section 4. Environmental labels and claims.....	39
Technical specifications.....	42
Questionnaire	44
Data annex.....	48

Introduction

The EU Ecolabel is a world-renowned, voluntary scheme promoting goods and services that clearly demonstrate environmental excellence, based on standardized processes and scientific evidence. It was launched in 1992 to help consumers, retailers and businesses make truly sustainable choices. Today, it is one of the biggest and best-known schemes in many EU countries. Whether paper, cleaning products, cosmetics, clothes, do-it-yourself materials or hotels, there is a growing list of green product groups now open to certification.¹



30 years after the launch of the EU Ecolabel, a Flash Eurobarometer survey was commissioned by the European Commission's Directorate-General for Environment to assess EU citizens' awareness of the EU Ecolabel as well as their attitudes towards environmental labelling in general.

Ipsos European Public Affairs interviewed a representative sample of citizens, aged 15 and over, in each of the 27 Member States of the European Union. Between 5 September 2023 and 13 September 2023, 26 635 interviews were conducted via computer-assisted web interviewing (CAWI), using Ipsos online panels and their partner network.

Survey data presented in this report are weighted to known population proportions. The EU27 averages are weighted according to the size of the 15+ population of each EU Member State. Percentages may not add up to 100%, as they are rounded to the nearest percent. Due to rounding, it may happen that the percentages for separate response options shown in the charts do not exactly add up to the totals mentioned in the text. Response percentages exceed 100% if the question allowed respondents to select multiple responses. In this report, countries are referred to by their official abbreviation. The abbreviations used in this report correspond to:

BE		Belgium	FR		France	NL		Netherlands
BG		Bulgaria	HR		Croatia	AT		Austria
CZ		Czechia	IT		Italy	PL		Poland
DK		Denmark	CY		Rep. of Cyprus	PT		Portugal
DE		Germany	LV		Latvia	RO		Romania
EE		Estonia	LT		Lithuania	SI		Slovenia
IE		Ireland	LU		Luxembourg	SK		Slovakia
EL		Greece	HU		Hungary	FI		Finland
ES		Spain	MT		Malta	SE		Sweden

* Cyprus as a whole is one of the 27 EU Member States. However, the 'acquis communautaire' has been suspended in the part of the country not controlled by the government of the Republic of Cyprus. For practical reasons, interviews are only carried out in the part of the country controlled by the government of the Republic of Cyprus.

¹ Source: https://environment.ec.europa.eu/topics/circular-economy/eu-ecolabel-home/about-eu-ecolabel_en

Key findings

The eco-friendly consumer

- **Quality and price of the product are the two most important aspects in consumers' purchasing decisions**, with 97% of respondents replying that the quality of the product is 'very' or 'rather important' for them and 94% answering the same about the price of a product. **By comparison, 73% of respondents consider the product's impact on the environment to be 'very' or 'rather important'** when making decisions on what products to buy. The brand of the product is seen as less important, with 61% considering it to be 'very' or 'rather important'.
- Although **across all Member States, a majority of respondents reply that the environmental impact of a product is 'very' or 'rather important' in their purchasing decisions**, there is a large variation in the size of these majorities (from 53% in Estonia to 85% in Portugal).
- About eight in ten respondents, in total, agree that **buying products with a lower environmental impact makes a difference for the environment** (33% 'strongly agree' and 48% 'somewhat agree'). A smaller share – but still a majority – agree that they have **bought products specifically because of their lower environmental impact** (18% 'strongly agree' and 42% 'somewhat agree').

Awareness of the EU Ecolabel

- Respondents were shown the logo of the EU Ecolabel and asked whether they had seen the logo before. **A lower percentage of respondents across the EU (38%) report having seen the logo before, compared to those indicating not having seen it (48%)**. About one in seven respondents (14%) reply that they do not know whether they have seen the logo before.
- **France (61%) is the only country where more than half of respondents reply that they have seen the EU Ecolabel logo**. In the other Member States, the share of respondents replying 'yes' ranges between 20% (in Ireland) and 49% (in Denmark, Estonia and Italy).
- Respondents were next presented with four facts – and one false statement – about the EU Ecolabel and were asked whether these are true or false.
 - Presented with the statement **'to get the EU Ecolabel, products have to comply to strict environmental criteria'**, 69% of respondents give the correct answer and reply that the statement is true.
 - 60% reply that the statement that **'the EU Ecolabel is awarded to products with a lower environmental impact than similar products on the market'** is true.



- More than half of respondents (56%) confirm that **the EU Ecolabel is the European Union label for environmental excellence.**
- 50% answer that the statement **'the EU Ecolabel is an independently verified label that companies can decide to display on their products to show they are environmentally friendly'** is true.
- 41% reply that the statement **'the EU Ecolabel is awarded to organic food and beverage products'** is true, **although this statement is false** as there currently is no product group for food or feed products within the EU Ecolabel scheme.

Trust in the EU Ecolabel

- On average, across the EU, **three-quarters of respondents, in total, agree that they trust that products with the EU Ecolabel truly have a lower environmental impact than similar products on the market** (28% 'strongly agree' and 46% 'somewhat agree').
- At the individual country level, the level of agreement for this statement varies between 66% in Czechia and 88% in Romania.

Buying products with the EU Ecolabel

- More than six in ten respondents reply that they buy products with **environmental labels** either 'often' (16%) or 'sometimes' (47%). By comparison, **about four in ten respondents reply that they 'often' (8%) or 'sometimes' (30%) buy products with the EU Ecolabel.**
- **The share of respondents who 'often' buy products with the EU label is the highest in Romania (20%), followed by Italy (14%).** In Romania (41%), Italy (37%), France (37%) and Belgium (35%), more than a third of respondents 'sometimes' buy EU Ecolabel products.
- **The share of respondents who bought at least some products with the EU Ecolabel remains at or below a quarter for all categories of products covered in the survey.** For example, about a quarter of respondents (23%) who have bought 'detergents/cleaning products' in the past 12 months reply having bought at least some with the EU Ecolabel. The proportion of respondents who have bought at least some products with the EU Ecolabel is the lowest – at 11% – for tourist accommodation services (hotel/campsites).
- **For all product categories covered in the survey, respondents who would like to find more EU Ecolabel products vastly outnumber those saying the opposite.** The proportion who would like to find more EU Ecolabel products varies between 46% for floor coverings/tiles to 71% for textiles, clothing/footwear.
- Of the respondents who buy EU Ecolabel products, **66% reply that they most frequently buy such products in supermarkets.** About a quarter of respondents (24%) most frequently buy EU Ecolabel products in **bio-shops**; the same proportion (24%) buy EU Ecolabel products most frequently **online.**

- **Respondents who have never bought EU Ecolabel products** were asked about the reasons behind their decision. The reason selected most frequently is **'I don't look for environmental labels on the products I buy'** (40%). **'I don't feel concerned about environmental issues'** is selected by 14% of respondents. Three in ten respondents (30%) reply they **don't find products** with the EU Ecolabel where they shop; followed by 23% selecting as reason that products with the EU Ecolabel are **too expensive**.

Environmental labels and claims

- On average, across the EU, **about eight in ten respondents, in total, agree that companies often make misleading environmental claims**, leading customers to believe that their product or service is environmentally friendly (agreement varies between 68% in Czechia and 90% in Croatia).
- At the same time, **close to nine in ten respondents agree that, to be credible, an environmental label needs to be verified by an independent organisation** (agreement varies between 81% in Denmark and 93% in Romania).

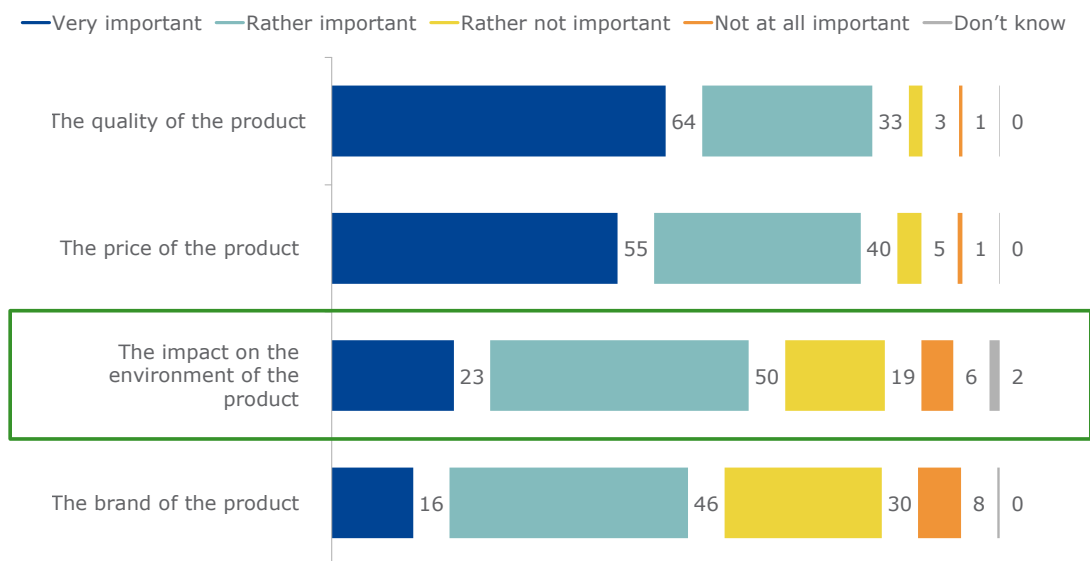
Section 1. The eco-friendly consumer

1.1. Importance of price, quality and brand vs environmental impact

Respondents were first asked about the importance they assign to a product's price, quality, brand and environmental impact when deciding on what products (goods or services) to buy.

Quality and price of the product are the two most important aspects in consumers' purchasing decisions, with 97% of respondents replying that the quality of the product is 'very' or 'rather important' for them and 94% answering the same about the price of a product. **By comparison, 73% of respondents consider the product's impact on the environment to be 'very' or 'rather important'** when making decisions on what products to buy. The brand of the product is seen as less important, with 61% considering it to be 'very' or 'rather important'.²

DX1 How important are the following aspects when making a decision on what products (goods or services) to buy? (% EU27)



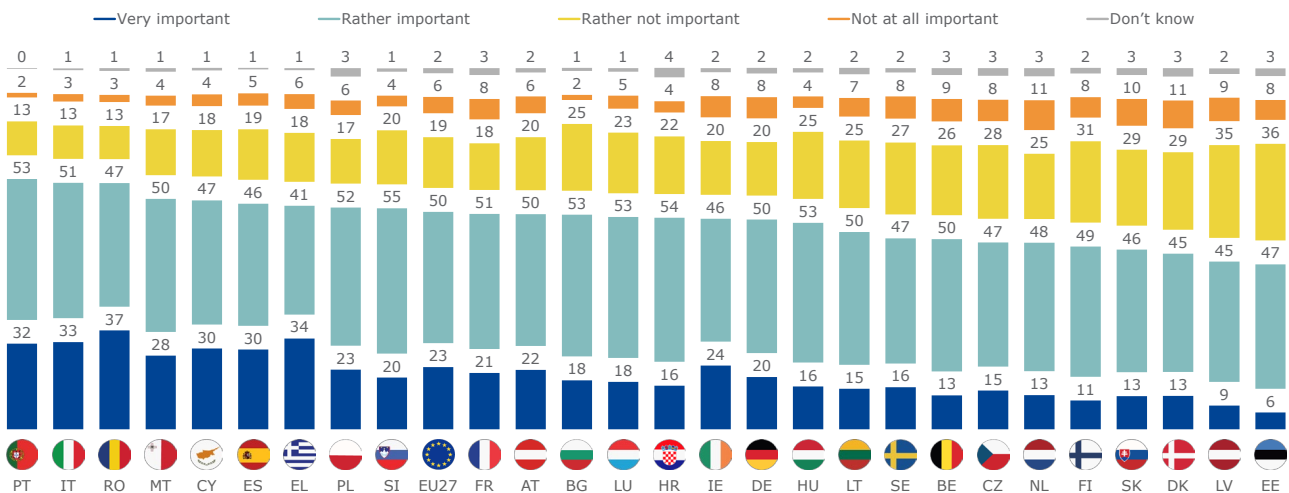
Base: all respondents (n=26 635)

² Due to rounding, the percentages for separate response options shown in the charts do not always exactly add up to the totals mentioned in the text.

Although **across all Member States, a majority of respondents reply that the environmental impact of a product is 'very' or 'rather important' in their purchasing decisions**, there is a large variation in the size of these majorities. The environmental impact of the product is considered a 'very' or 'rather important' aspect in purchasing decisions by over eight in ten respondents in Portugal (85%), Italy (84%) and Romania (84%), but by not much more than five in ten respondents in Estonia (53%) and Latvia (54%). Moreover, although between 41% and 55% of respondents in all Member States reply that a product's environmental impact is 'rather important' in their purchasing decisions, the proportion answering this is 'very important' in their purchasing decisions is much smaller in all Member States (between 6% in Estonia and 37% in Romania).

DX1_1 How important are the following aspects when making a decision on what products (goods or services) to buy?

The impact on the environment of the product (% by country)



Base: all respondents (n=26 635)

In line with the EU average results, across all Member States, **quality and price of the product are the two most important aspects in consumers' purchasing decisions** (see table on the next page). The total share of respondents replying that the quality of the product is an important aspect when making decisions on what products to buy ranges from 94% in Sweden to 99% in Bulgaria and Malta; for the price of the product, this proportion varies between 86% in Luxembourg and 98% in Portugal.

Additionally, across all Member States, as also seen in the EU average results, **respondents replying that the environmental impact of a product is 'very' or 'rather important' in their purchasing decisions outnumber those answering the same about the brand of the product**. The brand of the product is considered an important aspect by between 40% of respondents in Estonia and Finland, and 83% in Romania.

DX1 How important are the following aspects when making a decision on what products (goods or services) to buy? (% **Total 'Important'** by country)

		The quality of the product	The price of the product	The environmental impact of the product	The brand of the product
EU27		97	94	73	61
BE		96	95	63	51
BG		99	93	72	64
CZ		96	95	61	55
DK		95	92	57	42
DE		96	92	70	48
EE		96	94	53	40
IE		97	95	70	55
EL		98	96	75	61
ES		97	96	76	73
FR		95	94	72	61
HR		97	96	71	52
IT		98	94	84	74
CY		98	96	77	63
LV		96	94	54	43
LT		98	96	65	52
LU		97	86	71	51
HU		96	95	69	45
MT		99	96	78	61
NL		97	95	61	53
AT		97	93	72	47
PL		97	97	75	77
PT		98	98	85	62
RO		97	97	84	83
SI		97	94	74	54
SK		95	95	59	50
FI		95	93	60	40
SE		94	92	63	56

The higher the Total 'Important' proportion, the **darker blue** the cell. The most-frequently selected aspect for each country is shown in **green**.

Base: all respondents (n=26 635)

Socio-demographic considerations

Women (77%) are more likely than men (69%) to reply that the impact on the environment of a product is 'very' or 'rather important' when making decisions on what products to buy. In contrast, men (64%) are more likely than women (59%) to consider that the brand of the product important.

Older respondents are more likely than younger respondents to reply that a product's environmental impact is 'very' or 'rather important' in their purchasing decisions (from 69% for those aged 15-24 to 76% for those aged 55 and older); a similar picture emerges for the quality and the price of the product. Respondents aged 25-54, on the other hand, are more likely than both younger and older respondents to consider the brand of the product to be an important aspect (64%-65% vs 58%-59%).

Respondents who left school before the age of 16 are less likely than higher educated respondents to reply that the price (88% vs 95%-96%) and the quality of the product (88% vs 98%) are important aspects in their purchasing decisions. No significant differences are seen across educational groups for the environmental impact or brand of the product.

Manual workers answer to a lower extent than respondents in other occupational categories that a product's impact on the environment (67% vs 72%-74%) and product quality (91% vs 94%-98%) are important aspects when making decisions on what products to buy. Respondents who are not working are somewhat more likely to reply that the price of the product is 'very' or 'rather important' (96% vs 90%-94%), but they are less likely to answer the same about the brand of the product (59% vs 64%-65%).

Finally, the share of respondents who find that the brand of the product is an important aspect is higher among respondents living in large cities (64%) and in small and medium towns (63%) than among respondents living in rural areas (56%).

DX1 How important are the following aspects when making a decision on what products (goods or services) to buy? (% **Total 'Important'** by socio-demographics)

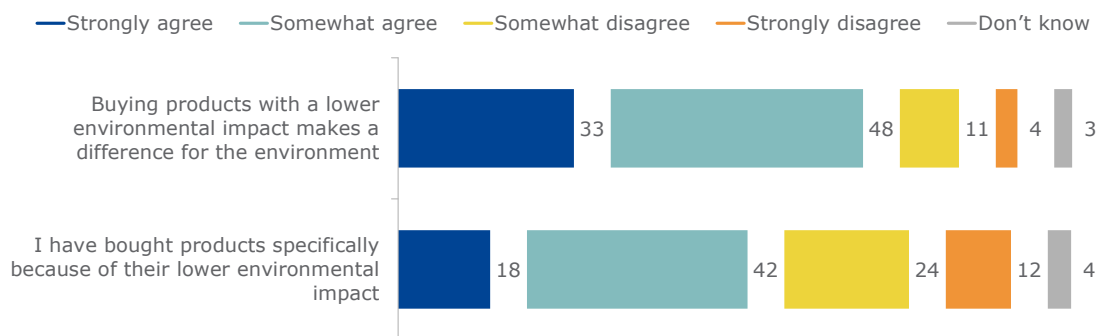
	The quality of the product	The price of the product	The impact on the environment of the product	The brand of the product
EU27	97	94	73	61
Gender				
Men	96	94	69	64
Women	97	95	77	59
Age				
15-24	91	89	69	58
25-39	95	93	71	64
40-54	98	96	72	65
55+	99	96	76	59
Education (age when completed)				
Up to 15 years	88	88	75	63
16-19 years	98	96	72	61
20+ years	98	95	74	62
Still studying	94	92	68	59
Occupation				
Self-employed	94	91	73	64
Employee	97	94	72	64
Manual worker	91	90	67	65
Not working	98	96	74	59
Urbanisation				
Rural area	96	93	71	56
Small/medium-sized town	96	95	73	63
Large town / city	98	95	74	64

Base: all respondents (n=26 635)

1.2. Buying products with a lower environmental impact

About eight in ten respondents, in total, agree that buying products with a lower environmental impact makes a difference for the environment (33% 'strongly agree' and 48% 'somewhat agree'). A smaller share – but still a majority – agree that they have bought products specifically because of their lower environmental impact (18% 'strongly agree' and 42% 'somewhat agree').

DX2 How important are the following aspects when making a decision on what products (goods or services) to buy? (% EU27)

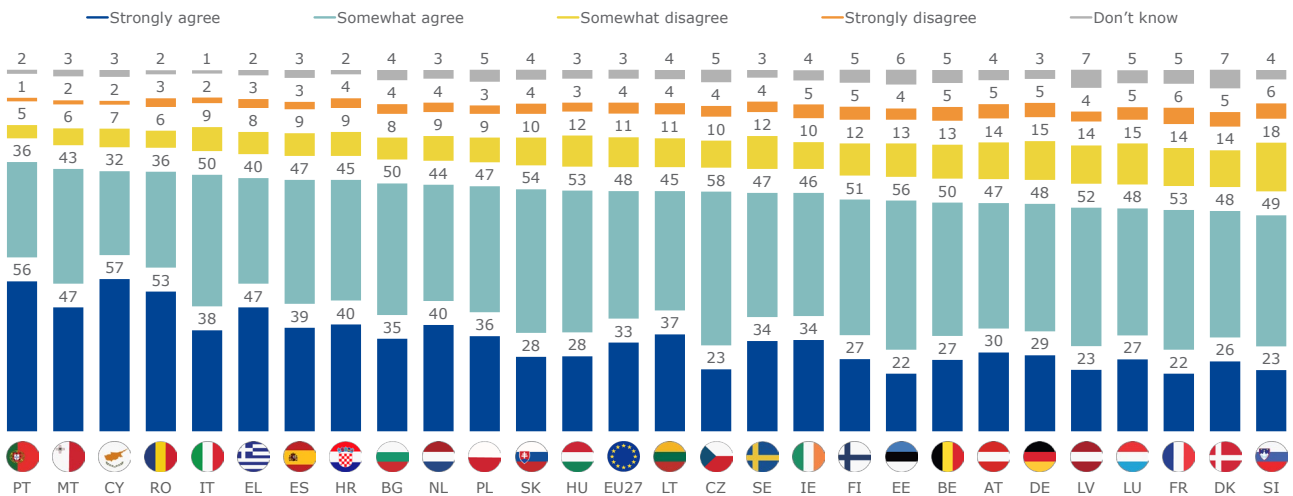


Base: all respondents (n=26 635)

In all Member States, more than seven in ten respondents, in total, agree that buying products with a lower environmental impact makes a difference for the environment. The highest shares of agreement are found in Malta (90%) and Portugal (92%), while the lowest ones are seen in Slovenia (72%), France and Denmark (both 74%).

DX2_1 How important are the following aspects when making a decision on what products (goods or services) to buy? (% by country)

Buying products with a lower environmental impact makes a difference for the environment

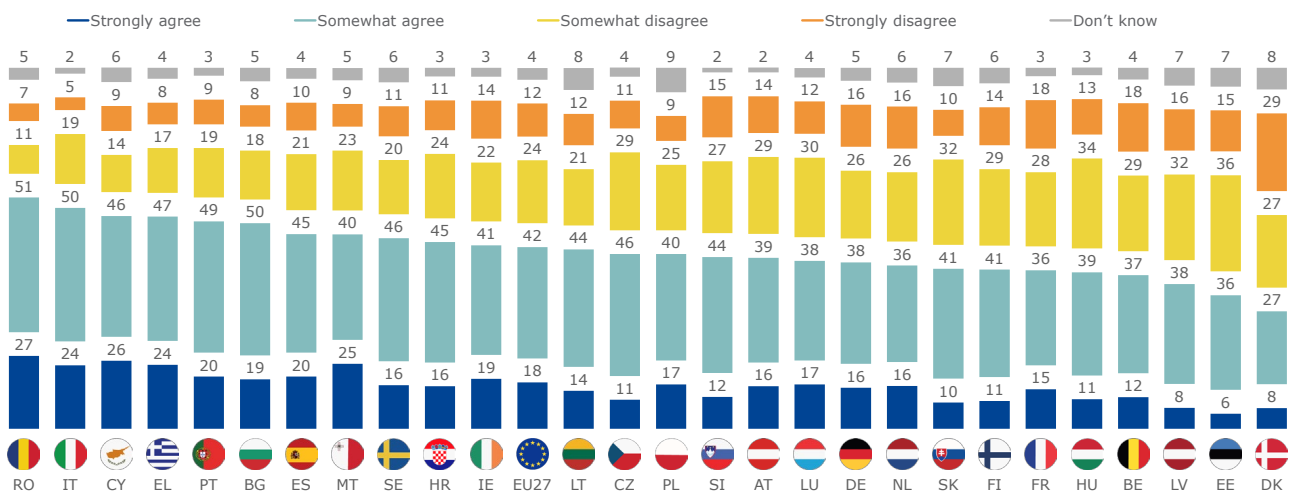


Base: all respondents (n=26 635)

In 23 Member States, at least half of respondents 'strongly' or 'somewhat agree' that they have bought products specifically because of their lower environmental impact. In Romania (78%) and Italy (74%), about three quarters – or more – of respondents agree with this statement; in contrast, less than half of respondents agree in Denmark (35%), Estonia (41%), Latvia (46%) and Belgium (49%).

DX2_2 How important are the following aspects when making a decision on what products (goods or services) to buy? (% by country)

I have bought products specifically because of their lower environmental impact



Base: all respondents (n=26 635)

Socio-demographic considerations

Women are somewhat more likely than men to agree that buying products with a lower environmental impact makes a difference for the environment (84% vs 79%) and that they have bought products specifically because of their lower environmental impact (61% vs 58%).

The share agreeing that buying products with a lower environmental impact makes a difference for the environment is slightly higher among respondents over 40 years (82% vs 79%-80%), while respondents aged 25-54 somewhat more frequently agree that they have bought products specifically because of their lower environmental impact (61% vs 57%-59%)

Respondents who have completed their education aged 20 or older are slightly more likely to agree that buying products with a lower environmental impact makes a difference for the environment (83% vs 80%-81%). Agreement with the statement 'I have bought products specifically because of their lower environmental impact' is somewhat lower among respondents who completed their education aged 16-19 (57% vs 62%).

Manual workers are the least likely to agree that buying products with a lower environmental impact makes a difference for the environment (75% vs 81%-83% in the other occupational groups) and that they have bought products specifically because of their lower environmental impact (55% vs 58%-62%).

Finally, respondents living in rural areas are less likely than respondents living in more urban areas to agree that buying products with a lower environmental impact makes a difference for the environment (79% vs 83%-82%) and that they have bought products specifically because of their lower environmental impact (56% vs 60%-62%).

DX2 To what extent do you agree or disagree with the following statements? (% Total 'Agree' by socio-demographics)

	Buying products with a lower environmental impact makes a difference for the environment	I have bought products specifically because of their lower environmental impact
EU27	81	59
Gender		
Men	79	58
Women	84	61
Age		
15-24	79	57
25-39	80	61
40-54	82	61
55+	82	59
Education (age when completed)		
Up to 15 years	80	62
16-19 years	81	57
20+ years	83	62
Still studying	81	59
Occupation		
Self-employed	82	62
Employee	81	61
Manual worker	75	55
Not working	83	58
Urbanisation		
Rural area	79	56
Small/medium-sized town	82	60
Large town / city	83	62

Base: all respondents (n=26 635)

Section 2. Awareness of the EU Ecolabel

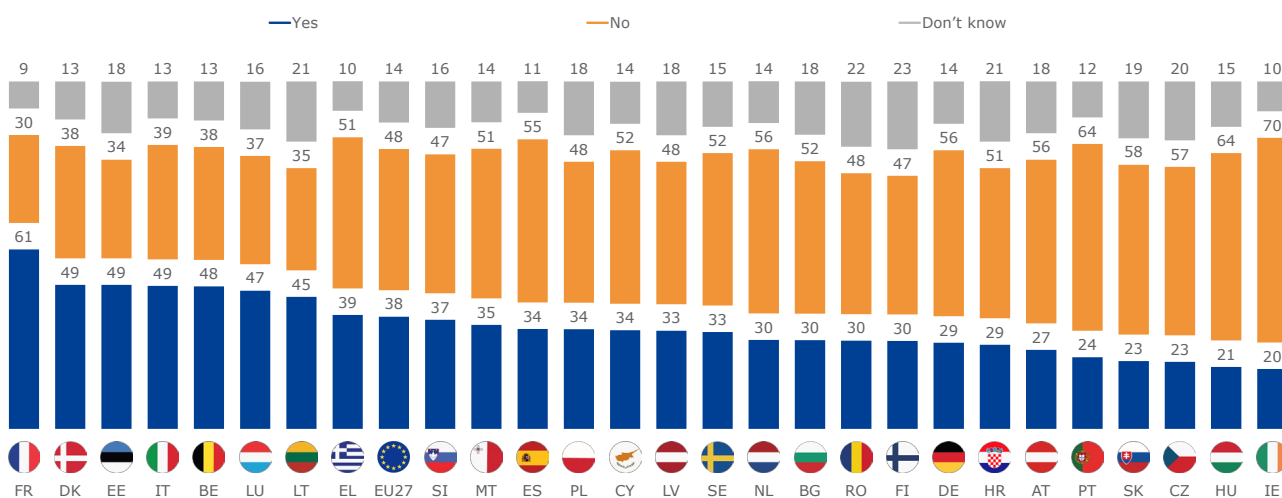
2.1. Awareness of the EU Ecolabel logo



Respondents were shown the logo of the EU Ecolabel and asked whether they had seen the logo before. The results indicate that **a higher percentage of respondents across the EU (48%) report not having seen the logo before, compared to those indicating having seen it (38%)**. In addition, about one in seven respondents (14%) reply that they do not know whether they have seen the logo before.

France (61%) is the only country where more than half of respondents reply that they have seen the EU Ecolabel logo. In the other Member States, the share of respondents replying 'yes' ranges from about a fifth of respondents in Ireland (20%) and Hungary (21%) to close to half of respondents in Belgium (48%), Denmark, Estonia and Italy (all 49%).

Q1 Please take a close look at the logo shown below. Have you seen this logo before?
(% by country)



Base: all respondents (n=26 635)

The share of respondents who have seen the EU Ecolabel logo is lowest among those aged 55 and over (33% vs 39% of 40-54 year-olds and 43%-44% for 15-39 year-olds) and among non-working respondents (33% vs e.g. 48% of self-employed respondents). Among respondents replying that the environmental impact of a product is important in their purchasing decisions, 43% report having seen the EU Ecolabel logo; this figure is 26% for those not concerned about the environmental impact of the products they buy.

2.2. General knowledge of the EU Ecolabel

Respondents were next presented with four facts – and one false statement – about the EU Ecolabel and were asked whether these are true or false. Presented with the statement **‘to get the EU Ecolabel, products have to comply to strict environmental criteria’**, 69% of respondents give the correct answer and reply that the statement is true, compared to 5% who think this statement is false and 27% who admit not knowing if the statement is true or false. Six in ten respondents (60%) reply that the statement that **‘the EU Ecolabel is awarded to products with a lower environmental impact than similar products on the market’** is true. By comparison, 8% answer that this statement is false and 32% ‘don’t know’. More than half of respondents (56%) confirm that **‘the EU Ecolabel is the European Union label for environmental excellence’**, while 7% reply that this statement is false and 36% ‘don’t know’. One in two respondents answer that the statement **‘the EU Ecolabel is an independently verified label that companies can decide to display on their products to show they are environmentally friendly’** is true; 11% reply that the statement is false and 39% ‘don’t know’.

About four in ten respondents (41%) reply that the statement **‘the EU Ecolabel is awarded to organic food and beverage products’** is true, although this statement is false as there currently is no product group for food or feed products within the EU Ecolabel scheme. About one in seven respondents (15%) give the correct answer and reply that the statement is false. More than four in ten respondents (44%) do not know if the statement is true or false.

Q2 The logo shown is that of the EU Ecolabel. Which of the following statements about the EU Ecolabel do you think are true or false? (% EU27)































There currently is no product group for food or feed products within the EU Ecolabel scheme.

Base: all respondents (n=26 635)

Across all Member States, a majority of respondents think that the statements **‘to get the EU Ecolabel, products have to comply to strict environmental criteria’** is true (from 53% in the Netherlands to 85% in Romania). In most countries, a somewhat lower proportion reply that the statement that **‘the EU Ecolabel is awarded to products with a lower environmental impact than similar products on the market’** is true (between 47% in Germany to 72% in Croatia). The share of respondents replying that the statement **‘the EU Ecolabel is the European Union label for environmental excellence’** is true is the highest in Croatia (71%), Denmark (69%) and Bulgaria (68%) and the lowest in the Netherlands (37%) and Czechia (39%). Similarly, between 38% of respondents in Hungary and 63% in Romania think that the statement **‘the EU Ecolabel is an independently verified label that companies can decide to display on their products to show they are environmentally friendly’** is true.

Across all countries, not more than one in five respondents know that the statement that **‘the EU Ecolabel is awarded to organic food and beverage products’** is false – from 6% in Lithuania, 7% in Poland and 8% in Bulgaria and Romania to 18% in Germany and Malta, 19% in Denmark and France, and 20% in Italy.

Q2 The logo shown is that of the EU Ecolabel. Which of the following statements about the EU Ecolabel do you think are true or false? (% **correct answers** by country)

		True			False	
		To get the EU Ecolabel, products have to comply to strict environmental criteria	The EU Ecolabel is awarded to products with a lower environmental impact than similar products on the market	The EU Ecolabel is the European Union label for environmental excellence	The EU Ecolabel is an independently verified label that companies can decide to display on their products to show they are environmentally friendly	The EU Ecolabel is awarded to organic food and beverage products
EU27		69	60	56	50	15
BE		67	60	49	49	15
BG		71	61	68	57	8
CZ		63	56	39	47	10
DK		67	62	69	43	19
DE		61	47	55	40	18
EE		63	54	48	40	11
IE		61	55	54	49	11
EL		74	64	55	52	11
ES		70	63	64	54	13
FR		73	71	54	53	19
HR		79	72	71	53	10
IT		73	67	57	55	20
CY		79	60	54	51	11
LV		62	54	46	45	10
LT		71	70	59	39	6
LU		69	65	53	49	16
HU		66	61	57	38	16
MT		77	66	66	57	18
NL		53	51	37	43	15
AT		67	53	60	48	13
PL		70	59	57	53	7
PT		74	62	65	52	10
RO		85	68	62	63	8
SI		72	68	64	59	10
SK		64	55	51	47	9
FI		64	60	59	57	9
SE		64	56	56	43	9

The higher the proportion selecting the correct response, the **darker blue** the cell.

Base: all respondents (n=26 635)

Socio-demographic considerations

Differences in the proportions of respondents correctly identifying the four facts about the EU Ecolabel tend to be mostly minor. The proportion replying that the statement **'the EU Ecolabel is awarded to organic food and beverage products' is false** is higher for younger respondents (from 12% for those aged 55 and over to 20% for those aged 15-24), lower-educated respondents (20% vs 14% of those who completed their education aged 20 or older) and respondents who have seen the EU Ecolabel (20% vs 12% of those who have not seen the logo).

Q2 The logo shown is that of the EU Ecolabel. Which of the following statements about the EU Ecolabel do you think are true or false? (% **correct answers** by socio-demographics)

	True				False
	To get the EU Ecolabel, products have to comply to strict environmental criteria	The EU Ecolabel is awarded to products with a lower environmental impact than similar products on the market	The EU Ecolabel is the European Union label for environmental excellence	The EU Ecolabel is an independently verified label that companies can decide to display on their products to show they are environmentally friendly	The EU Ecolabel is awarded to organic food and beverage products
EU27	69	60	56	50	15
Gender					
Men	68	60	57	51	15
Women	70	60	56	49	14
Age					
15-24	67	58	56	50	20
25-39	68	61	57	51	17
40-54	70	63	57	52	15
55+	69	59	55	48	12
Education (age when completed)					
Up to 15 years	66	56	56	52	20
16-19 years	69	59	56	47	20
20+ years	71	63	58	52	14
Still studying	68	59	55	52	18
Occupation					
Self-employed	69	62	58	54	16
Employee	69	62	58	52	16
Manual worker	68	58	58	49	16
Not working	69	59	55	48	13
Urbanisation					
Rural area	67	57	55	49	15
Small/medium-sized town	69	61	56	50	15
Large town / city	70	62	58	51	14
Importance of a product's environmental impact in purchasing decisions					
Total 'Important'	74	65	61	54	14
Total 'Not important'	56	49	44	39	17
Seen the EU Ecolabel before					
Yes	83	77	72	65	20
No	58	48	45	40	12

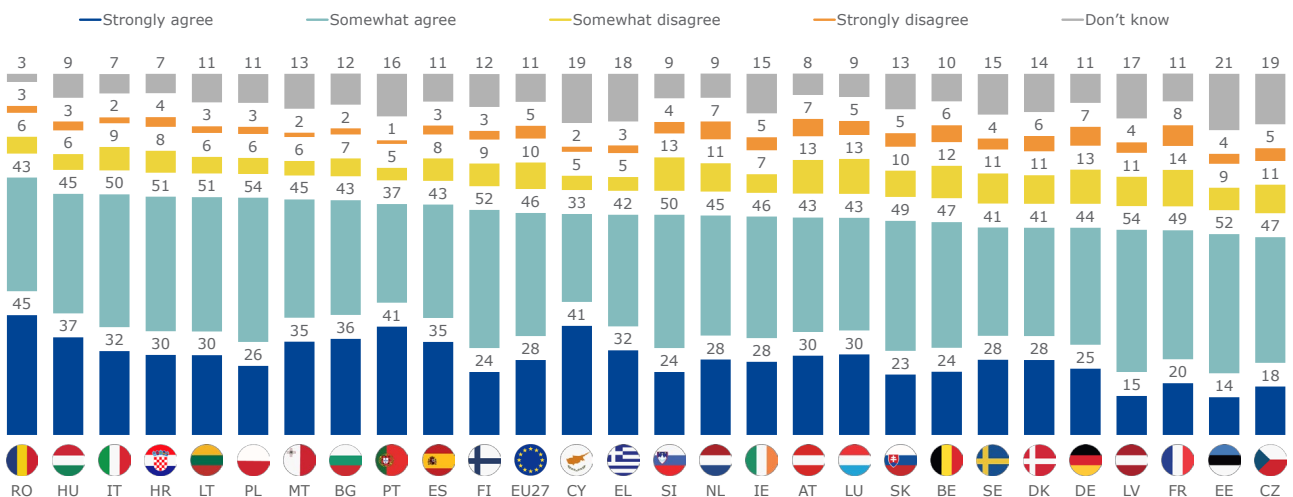
Base: all respondents (n=26 635)

2.3. Trust in the EU Ecolabel

On average, across the EU, **three-quarters of respondents, in total, agree that they trust that products with the EU Ecolabel truly have a lower environmental impact than similar products on the market** (28% 'strongly agree' and 46% 'somewhat agree').³

In Romania, 88% of respondents 'strongly' or 'somewhat agree' that they trust that products with the EU Ecolabel truly have a lower environmental impact than similar products on the market. **The level of agreement decreases to about two-thirds** of respondents in Czechia (66%) and Estonia (67%), France (68%) and Latvia (68%).⁴ The proportion 'strongly agreeing' varies between 14% in Estonia and 45% in Romania.

Q7_1 To what extent do you agree or disagree with the following statements? (% by country)
I trust that products with the EU Ecolabel truly have a lower environmental impact than similar products on the market



Base: all respondents (n=26 635)

There are few differences across socio-demographic groups in trust in the EU Ecolabel. Women (77%) are somewhat more likely than men (73%) to agree with the statement 'I trust that products with the EU Ecolabel truly have a lower environmental impact than similar products on the market'.

³ After respondents were asked if they have seen the EU Ecolabel before (Q1) and which statements about the EU Ecolabel are true or false (Q2), there were given a short explanation about the EU Ecolabel. After having received this information, respondents were asked various follow-up questions, such as whether they trust that products with the EU Ecolabel truly have a lower environmental impact.

⁴ Due to rounding, the percentages for separate response options shown in the charts do not always exactly add up to the totals mentioned in the text.

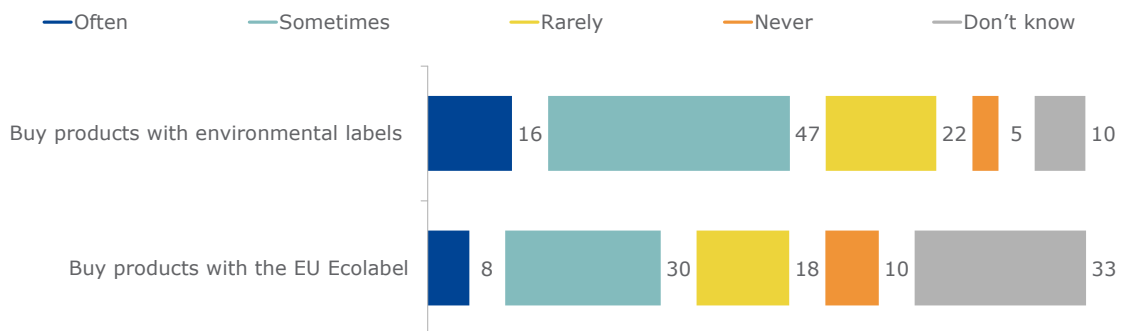
Section 3. Buying products with the EU Ecolabel

3.1. Purchase frequency of products with environmental labels

More than six in ten respondents reply that they **buy products with environmental labels** either 'often' (16%) or 'sometimes' (47%). In contrast, about one in five respondents (22%) rarely buy products with environmental labels and 5% never buy products with environmental labels. One in ten respondents (10%) are unsure if some of the products they buy have an environmental label.

Respondents were also asked how often they buy products with the EU Ecolabel. To this question, **about four in ten respondents reply that they 'often' (8%) or 'sometimes' (30%) buy products with the EU Ecolabel.** About one in six respondents (18%) answer that they rarely buy products with the EU Ecolabel and 10% that they never buy products with the EU Ecolabel. In line with the relatively high share of respondents who have never seen the EU Ecolabel logo, **33% of respondents 'don't know' whether or not they buy EU Ecolabel products.**

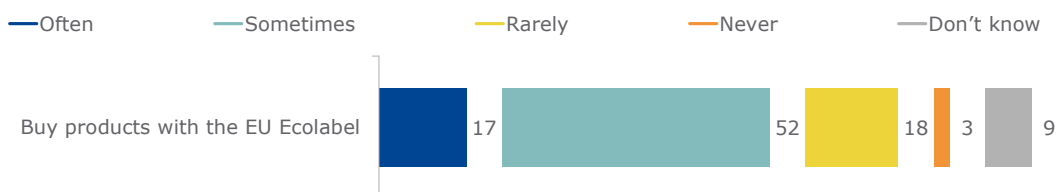
Q3 How often do you...? (% EU27)



Base: all respondents (n=26 635)

Among respondents who report having seen the EU Ecolabel before, about seven in ten reply that they buy products with the label either 'often' (17%) or 'sometimes' (52%). About one in six of these respondents (18%) answer that they rarely buy products with the EU Ecolabel and 3% that they never buy products with the EU Ecolabel. About one on ten (9%) 'don't know'.

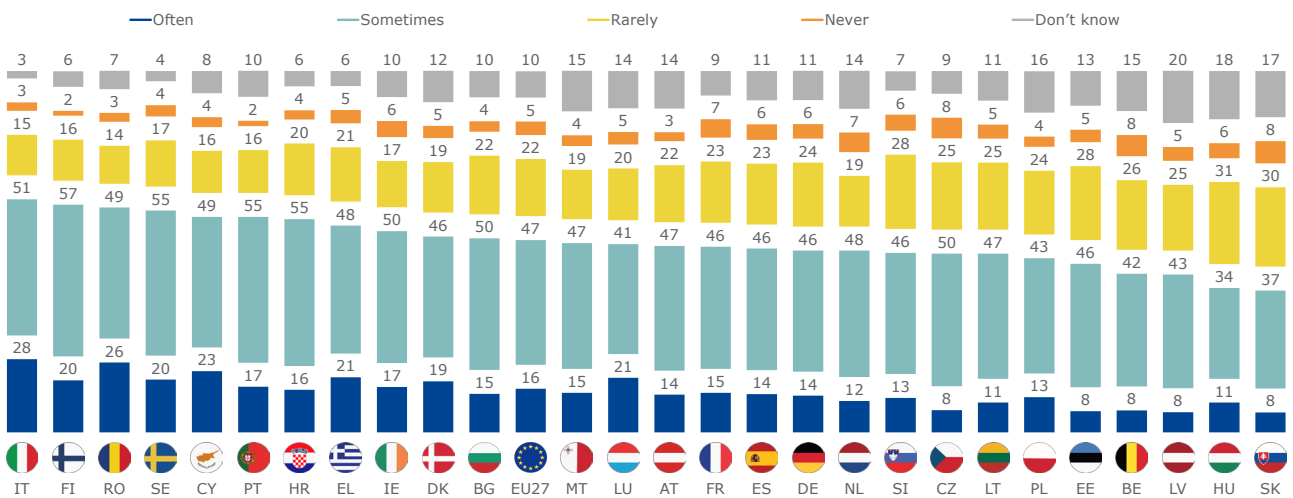
Q3 How often do you...? (% EU27)



Base: respondents who report having seen the EU Ecolabel (n=9 482)

In Italy (28%), Romania (26%) and Cyprus (23%), about a quarter – or more – of respondents answer that they 'often' buy products with environmental labels, in contrast with 8% of respondents who reply the same in Belgium, Czechia, Estonia, Latvia and Slovakia. The share of respondents replying that they 'sometimes' buy products with environmental labels is higher than 50% in Finland (57%), Croatia, Portugal and Sweden (all 55%), and Italy (51%). By comparison, about a third (34%) answer the same in Hungary.

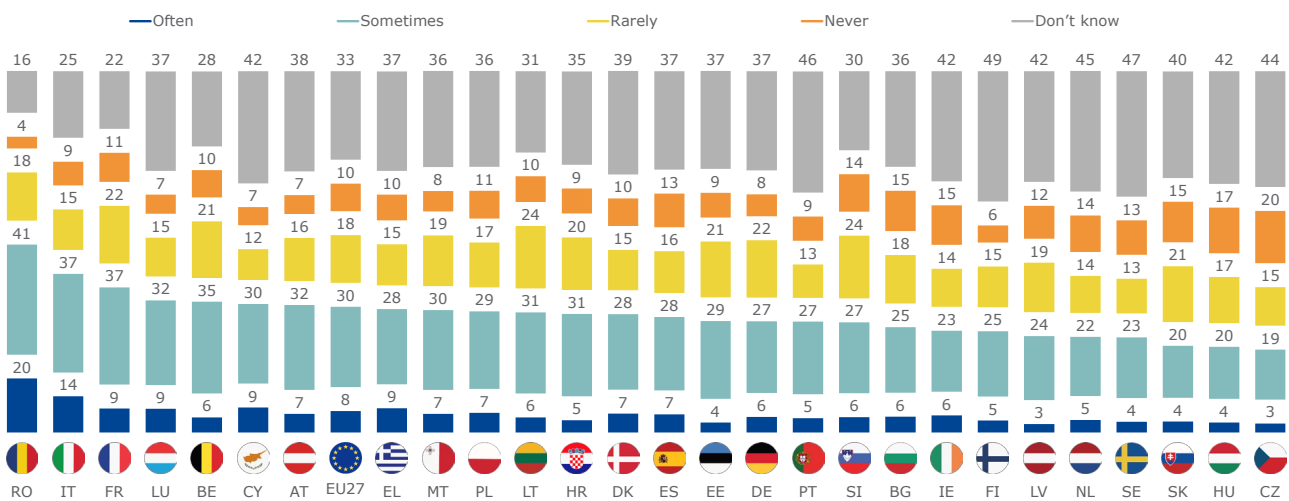
Q3_1 How often do you...? (% by country)
Buy products with environmental labels



Base: all respondents (n=26 635)

The share of respondents who 'often' buy products with the EU label is the highest in Romania (20%), followed by Italy (14%), while it is the lowest in Czechia and Latvia (both 3%). In Romania (41%), Italy (37%), France (37%) and Belgium (35%), more than a third of respondents 'sometimes' buy EU Ecolabel products, in contrast with about one in five respondents replying the same in Czechia (19%), Hungary (20%) and Slovakia (20%).⁵ Across all Member States, a considerable share of respondents reply not knowing how often they buy EU Ecolabel products (from 16% in Romania to 49% in Finland).

Q3_2 How often do you...? (% by country)
Buy products with the EU Ecolabel



Base: all respondents (n=26 635)

⁵ In Romania, the share having seen the EU Ecolabel logo is lower than the share 'often' or 'sometimes' buying EU Ecolabel products. Also, in the other countries, a small number of respondents who have never seen the EU Ecolabel, report buying EU Ecolabel products 'sometimes'. It may be that respondents have made an assumption that, given they do buy products with environmental labels, some of these may have had the EU Ecolabel. Another reason may be that there is confusion between different environmental labels.

Socio-demographic considerations

Women (66%) are more likely than men (61%) to report that they 'often' or 'sometimes' buy products with environmental labels; however, no difference is observed for the frequency of buying products with the EU Ecolabel.

Similarly, higher educated respondents are more likely to report that they 'often' or 'sometimes' buy products with environmental labels (from 59% for those who completed their education aged 15 or younger to 66% for those who completed their education aged 20 or older); this pattern, however, is not seen for buying products with the EU Ecolabel.

Although the proportion of respondents who 'often' or 'sometimes' buy products with environmental labels increases somewhat with age (from 60% for 15-24 year-olds to 65% for those aged 55 and over), the share buying EU Ecolabel products 'often' or 'sometimes', however, is lowest among those aged 55 and over (33% vs 40%-42% for 15-54 year-olds).

Q3 How often do you buy products with environmental labels? (% 'Often' + 'Sometimes' by socio-demographics)

	Products with environmental labels	Products with the EU Ecolabel
EU27	63	38
Gender		
Men	61	39
Women	66	38
Age		
15-24	60	40
25-39	62	42
40-54	64	40
55+	65	35
Education (age when completed)		
Up to 15 years	59	40
16-19 years	62	36
20+ years	66	40
Still studying	63	38
Occupation		
Self-employed	68	47
Employee	65	42
Manual worker	58	38
Not working	62	34
Urbanisation		
Rural area	61	37
Small/medium-sized town	64	39
Large town / city	65	39
Importance of a product's environmental impact in purchasing decisions		
Total 'Important'	76	47
Total 'Not important'	31	15

Base: all respondents (n=26 635)

Manual workers are less likely than their counterparts in other occupational groups to 'often' or 'sometimes' buy products with environmental labels (58% vs 62%-68%); together with those not working, they are also less likely to buy products with the EU Ecolabel (38% for manual workers and 34% of those not working, vs 42% of employees and 47% of self-employed respondents).

Respondents who report that the environmental impact of a product is important in their purchasing decisions are two to three times more likely to buy products with environmental labels (76% vs 31% of those who do not consider environmental impact important) and products with the EU Ecolabel (47% vs 18%, respectively).

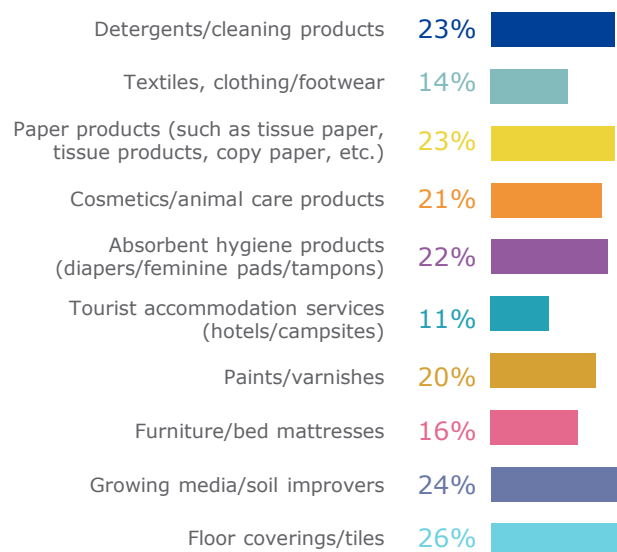
3.2. Commonly purchased EU Ecolabel products

In order to investigate what categories of EU Ecolabel products are purchased most frequently, respondents were first provided with a list of products and asked which of these products they have bought in the past 12 months. For the products they have bought in the past 12 months, they were asked if any of these had the EU Ecolabel. Important to note again is that, in line with the results discussed in the previous section, **about one in two respondents across the EU (48%) reply that they do not know if any of the products they bought had the EU Ecolabel.**

In the figure on the next page, for each product category, the focus is on respondents who have bought a product in that specific product category in the past 12 months. As such, the figure shows, for each product category, what proportion of 'buyers' report having bought at least some products with the EU Ecolabel.

Overall, it can be observed that **the share of respondents who bought at least some products with the EU Ecolabel remains at or below a quarter for all categories of products.** For example, about a quarter of respondents (23%) who have bought 'detergents/cleaning products' in the past 12 months reply having bought at least some with the EU Ecolabel. The proportion of respondents who have bought at least some products with the EU Ecolabel is the lowest – at 11% – for tourist accommodation services (hotel/campsites). It appears to be the highest for growing media/soil improvers and floor coverings/tiles, but some caution should be exercised when interpreting these figures as only a minority of respondents had bought products in these categories in the past 12 months.

Q4b Of the following products bought in the past 12 months, did you buy any with the EU Ecolabel? Select all that apply. (% EU27)



Base: from n=2 758 (Floor covering/tiles) to n=21 141 (Detergents/cleaning products) – Base varies by product, focusing on respondents who indicated they bought the product category in the past 12 months

The table on the next page presents the results across countries, still focussing, for each product category, on respondents who have bought that specific product category in the past 12 months. As a reminder, these figure shows, for each product category, what proportion of 'buyers' report having bought at least some products with the EU Ecolabel.

In line with the EU average results, across most countries, **the share of respondents who bought at least some products with the EU Ecolabel remains at or below a quarter for all categories of products.** For example, this share varies between 4% for tourist accommodation services (hotel/campsites) and 22% for detergents/cleaning products in Slovenia and between 8% for tourist accommodation services (hotel/campsites) and 22% for cosmetics/animal care products in Spain. In a small number of countries (e.g. France, Italy and Romania), the share of respondents who bought at least some products with the EU Ecolabel is higher than a quarter for many product categories. For example, in France, this share varies between 15% for tourist accommodation services (hotel/campsites) and 33% for absorbent hygiene products (diapers/feminine pads/tampons) – the corresponding figure is 44% for floor covering/tiles, but some caution should be exercised when interpreting this figure as few respondents have bought this type of product in the past 12 months.

Q4b Of the following products bought in the past 12 months, did you buy any with the EU Ecolabel?
Select all that apply. (% by country)

		Detergents/ cleaning products	Textiles, clothing/footwear	Paper products (e.g. tissue paper, tissue products, copy paper, etc.)	Cosmetics/ animal care products	Absorbent hygiene products (diapers/ feminine pads/tampons)	Tourist accommodation services (hotels/ campsites)	Paints/ varnishes	Furniture/ bed mattresses	Growing media/ soil improvers*	Floor coverings/ tiles*
EU27		23	14	23	21	22	11	19	16	24	26
BE		26	12	20	18	16	12	17	18	31	24
BG		19	12	22	19	17	6	13	11	20	15
CZ		16	7	15	16	14	6	12	9	11	16
DK		21	12	15	13	12	10	10	13	14	20
DE		19	13	21	17	17	10	21	14	29	22
EE		23	8	18	18	16	6	11	10	11	10
IE		17	10	16	12	14	8	11	15	16	14
EL		29	13	25	24	20	10	18	21	24	22
ES		19	13	21	22	20	8	20	11	19	22
FR		29	19	29	28	33	15	26	24	32	44
HR		18	11	18	18	12	4	9	8	14	5
IT		30	17	32	24	24	15	22	20	28	28
CY		25	12	25	20	16	10	26	13	26	12
LV		19	5	17	12	11	6	10	11	12	17
LT		30	11	20	20	20	9	17	13	18	17
LU		28	12	25	17	15	7	11	6	10	0
HU		17	9	18	11	13	8	9	8	19	10
MT		24	10	20	16	18	9	14	11	17	10
NL		16	10	14	12	11	8	10	13	27	22
AT		20	11	17	19	17	8	17	14	17	16
PL		21	12	21	22	20	9	16	15	27	23
PT		21	10	19	19	15	10	13	11	19	10
RO		42	33	39	39	40	18	30	33	43	40
SI		22	10	21	15	16	4	13	15	19	13
SK		15	10	16	15	11	7	13	13	15	15
FI		13	7	12	10	12	6	13	11	11	27
SE		18	12	13	13	16	11	18	12	14	26

The higher the proportion buying EU Ecolabel products, the **darker blue** the cell.

* Caution: small base sizes at the country level (<150)

Base: from n=2 758 (Floor covering/tiles) to n=21 141 (Detergents/cleaning products) – Base varies by product, focusing on respondents who indicated they bought the product category in the past 12 months

Socio-demographic considerations

Respondents aged 55 and over tend to be less likely than their younger counterparts to report buying products with the EU Ecolabel in the different product categories. For example, among respondents who buy paper products, 18% of over 54-years olds report buying products with the EU Ecolabel and this figure increases to 28% for 15-24 year-olds and 29% for 25-39 year-olds.

Self-employed respondents are overall the most likely, and non-working respondents the least likely, to report that they buy products with the EU Ecolabel in each of the product categories. For example, among respondents buying detergents/cleaning products, 31% of self-employed respondents report buying at least some of these products with the EU Ecolabel; this figure decreases to 19% for respondents who are not working.

There are also some differences by gender and across educational groups. For example, among respondents who buy cosmetics/animal care products, 23% of respondents who completed their education aged 20 or older report buying this type of products with the EU Ecolabel, compared to 15% of respondents who completed their education aged 15 or younger.

Q4b Of the following products bought in the past 12 months, did you buy any with the EU Ecolabel? Select all that apply. (% by socio-demographics)

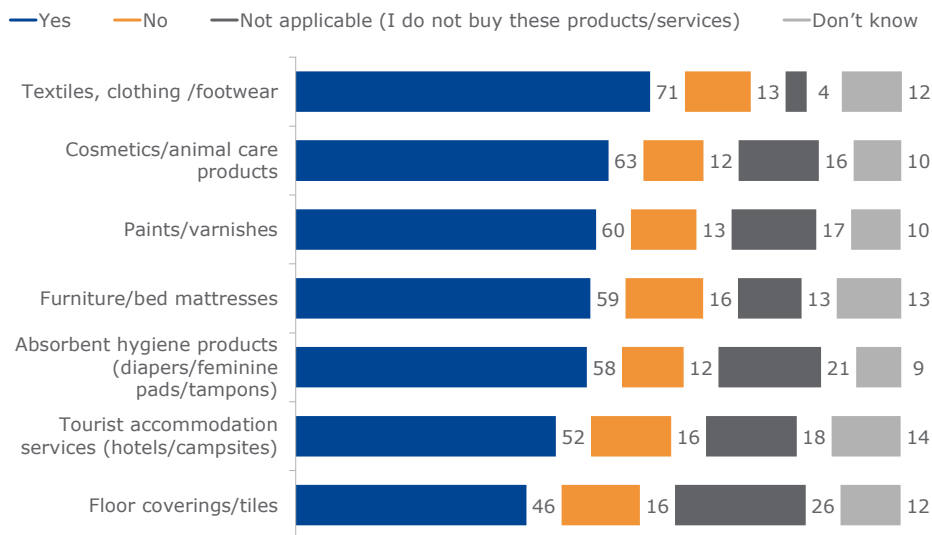
	Detergents/ cleaning products	Textiles, clothing/footwear	Paper products (e.g. tissue paper, tissue products, copy paper, etc.)	Cosmetics/ animal care products	Absorbent hygiene products (diapers/ feminine pads/tampons)	Tourist accommodation services (hotels/ campsites)	Paints/ varnishes	Furniture/ bed mattresses	Growing media/ soil improvers*	Floor coverings/ tiles*
EU27	23	14	23	21	22	11	19	16	24	26
Gender										
Men	23	16	24	22	28	12	22	18	27	29
Women	23	13	22	20	18	9	16	14	20	22
Age										
15-24	26	20	28	24	26	15	27	22	38	35
25-39	28	19	29	25	26	15	25	21	35	32
40-54	25	14	23	22	20	10	17	13	20	22
55+	19	10	18	16	17	7	16	12	13	16
Education (age when completed)										
Up to 15 years	23	17	26	15	29	16	17	19	31	27
16-19 years	20	11	21	17	19	8	16	13	19	21
20+ years	25	15	23	23	22	10	21	16	23	26
Still studying	26	17	27	23	23	17	21	19	31	32
Occupation										
Self-employed	31	23	32	29	31	19	29	25	31	39
Employee	27	17	26	24	25	13	22	18	28	25
Manual worker	24	14	26	20	25	13	17	17	28	33
Not working	19	10	18	16	16	6	15	11	16	19

Base: from n=2 758 (Floor covering/tiles) to n=21 141 (Detergents/cleaning products) – Base varies by product, focusing on respondents who indicated they bought the product category in the past 12 months

3.3. Offering more products with the EU Ecolabel

For each category of EU Ecolabel products, respondents were asked whether they would like to find more products labelled with the EU Ecolabel. **For all categories, respondents who would like to find more EU Ecolabel products vastly outnumber those saying the opposite.** For example, 71% reply that they would like to find more EU Ecolabel products in textiles, clothing/footwear, compared to 13% who do not want to find more products, 4% who state they do not buy this type of products and 12% who 'don't know'. For the other categories, the proportion who would like to find more EU Ecolabel products varies between 46% for floor coverings/tiles to 63% for cosmetics/ animal care products.

Q6 Would you like to find more products with the EU Ecolabel in any of the following categories? (% EU27)



Base: all respondents (n=26 635)

In all countries, a majority of respondents reply that they would like to find more products with the EU Ecolabel in the category of **textiles, clothing/footwear** (from 54% in Czechia to 83% in Portugal and Romania). A similar picture is observed for **cosmetics and animal care products**, with more than half of respondents in all countries expressing a desire to find more products with the EU Ecolabel within this category (from 51% in Czechia to 75% in Croatia).

The share of respondents who would like to find more EU Ecolabel products in the category of **paints/varnishes** is the highest in Bulgaria (72%), Greece (71%) and Spain (70%) and the lowest in Finland (43%), Latvia (46%), Estonia (47%), Czechia and Denmark (both 48%).

In 20 Member States, at least half of respondents reply that they would like to find more products with the EU Ecolabel within the category of **furniture/bed mattresses**. The share of respondents replying this ranges from 43% in Estonia to 73% in Portugal.

About seven in ten respondents in Cyprus (72%), Portugal (71%), Greece (71%), Bulgaria (70%), Spain (70%), Italy (69%) and Romania (68%) reply that they would like to find more products with the EU Ecolabel in the **absorbent hygiene products** category. In contrast, less than half of respondents mention the same in Denmark (42%), Estonia (44%), Germany (46%), the Netherlands (46%) and Belgium (49%).

More than two-thirds of respondents in Portugal (69%), Spain (68%) and Cyprus (67%) mention that they would like to find more products with the EU Ecolabel within the **tourist accommodation service** category. In Czechia, about a third of respondents (35%) reply the same.

Bulgaria (61%), Spain (59%), Italy (57%), Portugal (54%), Greece and Romania (53%) are the only countries where more than half of respondents reply that they would like to find more EU Ecolabel products in the **floor coverings/tiles** category. By comparison, less than a third of respondents give the same answer in Denmark (28%) and Estonia (32%).

Q6 Would you like to find more products with the EU Ecolabel in any of the following categories?
(% 'Yes' by country)

		Textiles, clothing /footwear	Cosmetics/ animal care products	Paints/ varnishes	Furniture/ bed mattresses	Absorbent hygiene products	Tourist accom- modation services	Floor coverings /tiles
EU27		71	63	60	59	58	52	46
BE		63	57	50	46	49	43	35
BG		78	71	72	67	70	62	61
CZ		54	51	48	45	50	35	33
DK		60	52	48	44	42	36	28
DE		65	57	53	52	46	42	37
EE		56	54	47	43	44	35	32
IE		72	66	61	59	59	58	47
EL		76	68	71	69	71	63	53
ES		76	69	70	70	70	68	59
FR		71	63	61	61	59	54	46
HR		79	75	68	65	64	52	46
IT		77	68	67	68	69	59	57
CY		77	73	66	72	72	67	49
LV		58	56	46	49	51	37	38
LT		62	61	52	49	52	41	42
LU		70	60	54	51	54	47	36
HU		65	66	52	50	55	45	39
MT		78	71	66	61	66	61	46
NL		61	56	54	47	46	43	41
AT		68	66	51	53	56	47	37
PL		73	56	61	53	58	48	47
PT		83	73	68	73	71	69	54
RO		83	68	65	67	68	61	53
SI		66	63	55	51	51	47	35
SK		67	62	58	51	57	44	36
FI		66	60	43	51	46	47	33
SE		67	57	53	56	52	46	37

The higher the proportion 'Yes' responses, the **darker blue** the cell. The most-frequently selected product for each country is shown in **green**.

Base: all respondents (n=26 635)

Socio-demographic considerations

Women are more likely than men to reply that they would like to find more products with the EU Ecolabel in the categories of textiles, clothing/footwear (74% vs 67%), cosmetics/animal care products (68% vs 57%) and absorbent hygiene products (65% vs 51%).

Respondents aged 55 or above are less likely to answer that they would like to find more products with the EU Ecolabel in cosmetics/animal care products (59% vs 65% in younger age groups), absorbent hygiene products (51% vs 61%-65%) and tourist accommodation services (48% vs 52%-56%). In contrast, respondents aged 15-24 have a lower tendency to answer that they want more EU Ecolabel products in the categories 'paints/varnishes' (52% vs 64%-59%) and 'furniture/bed mattresses' (54% vs 62%-59%).

Respondents with a higher level of education are generally more likely to answer that they want more products labelled with the EU Ecolabel. This is, for instance, the case for textiles, clothing/footwear for which 74% of respondents who completed their education aged 20 or older would like to find more products with the EU Ecolabel, in comparison to 71% of respondents who completed their education aged 16-19 and 61% of respondents who stopped education before the age of 16.

Employees answer to a larger extent than respondents in other occupational groups that they would like to find more products with the EU Ecolabel in the categories of absorbent hygiene products (63% vs 55%-58%), paints/varnishes (63% vs 56%-59%) and furniture/bed mattresses (61% vs 53%-58%).

Living in a more urban area is generally correlated with a stronger desire to find more products labelled with the EU Ecolabel. For example, 74% of respondents living in a large town reply that they would like to find more products with the EU Ecolabel in the textiles, clothing/footwear category, in contrast with 70% of respondents living in a small/medium sized town and 69% of respondents living in a rural area.

Respondents who think that the environmental impact is an important aspect of the decision to purchase a product and respondents who have seen the EU Ecolabel before would like to find more products with the EU Ecolabel in all categories of products.

Q6 Would you like to find more products with the EU Ecolabel in any of the following categories? (% Total 'Yes' by socio-demographics)

	Textiles, clothing /footwear	Cosmetics/animal care products	Paints/varnishes	Furniture/bed mattresses	Absorbent hygiene products (diapers/feminine pads/tampons)	Tourist accommodation services	Floor coverings/tiles
EU27	71	63	60	59	58	52	46
Gender							
Men	67	57	60	58	51	52	46
Women	74	68	60	60	65	52	46
Age							
15-24	67	65	52	54	61	52	42
25-39	68	65	59	59	65	55	48
40-54	72	65	64	62	63	56	51
55+	73	59	61	59	51	48	43
Education (age when completed)							
Up to 15 years	61	53	50	52	52	44	37
16-19 years	71	61	60	59	56	49	45
20+ years	74	66	64	62	62	57	50
Still studying	71	68	56	58	61	55	45
Occupation							
Self-employed	65	63	59	58	58	54	51
Employee	72	66	63	61	63	57	50
Manual worker	64	56	56	53	55	48	43
Not working	72	61	59	58	55	48	43
Urbanisation							
Rural area	69	61	59	56	56	48	43
Small/medium-sized town	70	62	59	59	58	52	46
Large town / city	74	64	62	61	61	56	48
Importance of a product's environmental impact in purchasing decisions							
Total 'Important'	80	70	67	67	66	60	53
Total 'Not important'	47	42	40	36	39	31	27
Seen the EU Ecolabel before							
Yes	79	72	70	69	68	62	56
No	64	55	52	51	51	45	40

Base: all respondents (n=26 635)

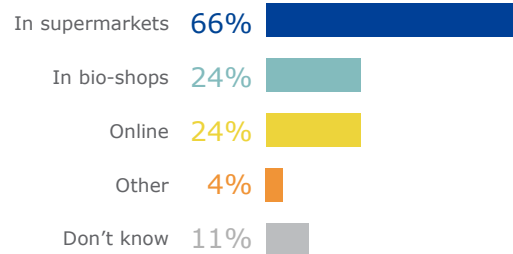
3.4. Buying EU Ecolabel products in supermarkets, bio-shops and online

Respondents who have bought products with the EU Ecolabel were asked where they most frequently buy these products.

By far the largest share (66%) reply that they most frequently buy products with the EU Ecolabel in supermarkets. About a quarter of respondents (24%) answer that they most frequently buy EU Ecolabel products in **bio-shops**; the same proportion (24%) reply they buy EU Ecolabel products most frequently **online**.





























Across all Member States, about half – or more – of respondents reply that they most frequently buy EU Ecolabel products in supermarkets (from 47% in Sweden to 80% in France). The proportion buying EU Ecolabel products most frequently in **bio-shops** varies between 12% in Denmark and 39% in Bulgaria. **Online shops** are mentioned by between 5% of respondents in Portugal and 37% in Poland.

Q5 Where do you most frequently buy products with the EU Ecolabel? (Multiple answers allowed) (% EU27)



Base: respondents who have bought products with the EU Ecolabel (n=14 194)

Q5 Where do you most frequently buy products with the EU Ecolabel? (Multiple answers allowed)
(% by country)

		In supermarkets	In bio-shops	Online	Other	Don't know
EU27		66	24	24	4	11
BE		69	22	20	2	13
BG		56	39	21	6	12
CZ		55	21	36	4	12
DK		67	12	18	3	18
DE		60	22	26	8	15
EE		64	19	15	3	17
IE		65	19	20	2	17
EL		67	29	20	1	9
ES		62	28	25	3	9
FR		80	24	19	3	7
HR		58	30	12	6	17
IT		64	28	27	3	10
CY		73	27	14	1	11
LV		62	16	20	3	16
LT		69	17	21	3	12
LU		71	31	13	3	14
HU		56	22	22	7	14
MT		67	20	13	3	21
NL		62	18	22	8	17
AT		65	26	25	6	12
PL		64	25	37	5	11
PT		70	30	5	2	14
RO		79	23	25	5	5
SI		62	19	19	4	17
SK		56	22	24	6	15
FI		67	13	14	3	21
SE		47	22	33	7	16

The higher the proportion selecting a response, the **darker blue** the cell. The most-frequently selected response for each country is shown in **green**.

Base: respondents who have bought products with the EU Ecolabel (n=14 194)

Socio-demographic considerations

The socio-demographic analysis shows that men (26%) are somewhat more likely than women (23%) to buy products with EU Ecolabel online. Additionally, respondents aged 25-39 (35%) are overall the most likely to frequently buy EU Ecolabel products online, while respondents aged 55 (16%) and over are the least likely to do so. Respondents aged 25-39 (31%), together with those aged 15-24 (29%), are also more likely to mention bio-shops (compared to 23% of those aged 40-54 and 19% of those aged 55+). The proportion most frequently buying products with the EU Ecolabel in supermarkets increases with age (from 58% for those aged 15-24 to 69% of those aged 55+).

The largest difference across educational groups is seen for the proportion buying EU Ecolabel products most frequently in supermarkets. While 56% of respondents who completed their education aged 15 or younger select 'in supermarkets', this figure increases to 69% for those who completed their education aged 20 or older.

Q5 Where do you most frequently buy products with the EU Ecolabel? (% by socio-demographics)

	In supermarkets	In bio-shops	Online	Other	Don't know
EU27	66	24	24	4	11
Gender					
Men	67	24	26	4	11
Women	66	25	23	5	11
Age					
15-24	58	29	28	5	9
25-39	65	31	35	5	8
40-54	68	23	25	4	10
55+	69	19	16	5	14
Education (age when completed)					
Up to 15 years	56	25	23	8	12
16-19 years	67	20	21	4	13
20+ years	69	27	27	5	10
Still studying	64	29	25	3	7
Occupation					
Self-employed	64	33	31	5	7
Employee	66	29	29	5	9
Manual worker	57	23	28	5	10
Not working	69	18	18	4	13
Urbanisation					
Rural area	65	22	23	4	11
Small/medium-sized town	67	24	24	4	11
Large town / city	66	27	26	6	11

Base: all respondents (n=14 194)

The share of respondents selecting 'in bio-shops' is the highest among the self-employed (33% vs e.g. 18% of non-working respondents), while the share of respondents mentioning 'in supermarkets' is the lowest among manual workers (57% vs 69% of non-working respondents). Non-working

respondents are less likely to mention buying EU Ecolabel products online (18% vs 28%-31% across the other occupational groups).

Buying products with the EU Ecolabel in bio-shops is also somewhat more common among respondents living in large towns/cities (27%) than among respondents living in more rural areas (22%-24%).

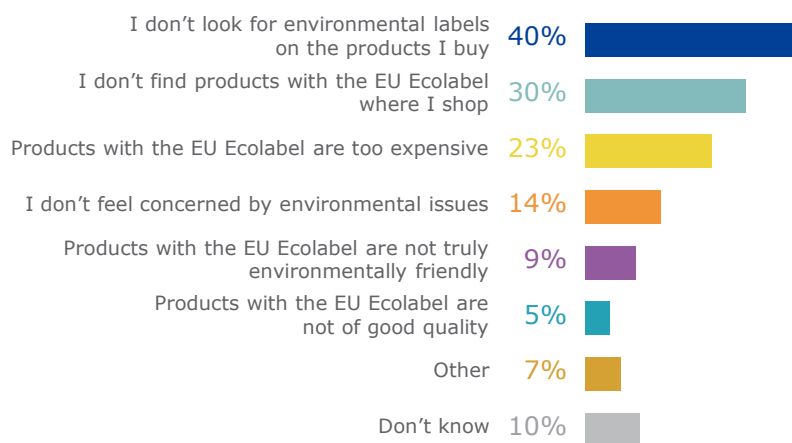
3.5. Reasons not to buy products with the EU Ecolabel

Respondents who have never bought EU Ecolabel products were asked about the reasons behind their decision. They could choose from a pre-defined list of reasons and could give multiple answers.

The reason selected most frequently by these respondents is **'I don't look for environmental labels on the products I buy'** (selected by 40%). **'I don't feel concerned about environmental issues'** is selected by 14% of respondents. **In total, 48% of respondents select one or both of the aforementioned reasons.**

Three in ten respondents (30%) reply they **don't find products** with the EU Ecolabel where they shop; followed by 23% selecting as reason that products with the EU Ecolabel are **too expensive**. Smaller numbers select as reason that products with the EU Ecolabel are **not truly environmentally friendly** (9%) or are **not of good quality** (5%).

Q8 Why do you not buy products with the EU Ecolabel? (% EU27)



Base: respondents who never buy products with the EU Ecolabel (n=2 882)⁶

⁶ Base size too small (n<150) to present results at individual country level.

Socio-demographic considerations

When asked why they do not buy products with the EU Ecolabel, men are more likely than women to reply with 'I don't feel concerned by environmental issues' (21% vs 8%), 'products with the EU Ecolabel are not truly environmentally friendly' (13% vs 6%) and 'products with the EU Ecolabel are not of good quality' (6% vs 3%). Respondents aged 15-24 (9%) are also more likely than respondents above 40 (3%-4%) to mention the latter – i.e. that 'products with the EU Ecolabel are not of good quality'. Another difference across the age groups, for example, is that respondents aged 15-24 more frequently state that they don't find products with the EU Ecolabel where they shop (36% vs 27%-30% across the older age groups).

The largest difference across education groups is seen for the share of respondents selecting 'products with the EU Ecolabel are not truly environmentally friendly', which is the highest among respondents who have stopped their education before the age of 16 (18% vs 8%-9% for higher educated respondents).

Q8 Why do you not buy products with the EU Ecolabel? (% by socio-demographics)

	I don't look for environmental labels on the products I buy	I don't find products with the EU Ecolabel where I shop	Products with the EU Ecolabel are too expensive	I don't feel concerned by environmental issues	Products with the EU Ecolabel are not truly environmentally friendly	Products with the EU Ecolabel are not of good quality
EU27	40	30	23	14	9	5
Gender						
Men	42	28	21	21	13	6
Women	38	32	25	8	6	3
Age						
15-24	40	36	24	14	10	9
25-39	41	28	24	16	12	6
40-54	34	27	23	16	8	4
55+	43	30	23	11	8	3
Education (age when completed)						
Up to 15 years	38	32	25	11	18	7
16-19 years	38	30	23	14	8	4
20+ years	41	30	24	15	9	4
Still studying	45	37	26	11	6	6
Occupation						
Self-employed	42	23	21	25	15	12
Employee	38	27	24	15	11	6
Manual worker	45	29	27	21	15	8
Not working	40	33	23	10	6	2
Urbanisation						
Rural area	42	28	25	12	10	5
Small/medium-sized town	39	29	24	16	9	5
Large town / city	39	32	21	13	9	4

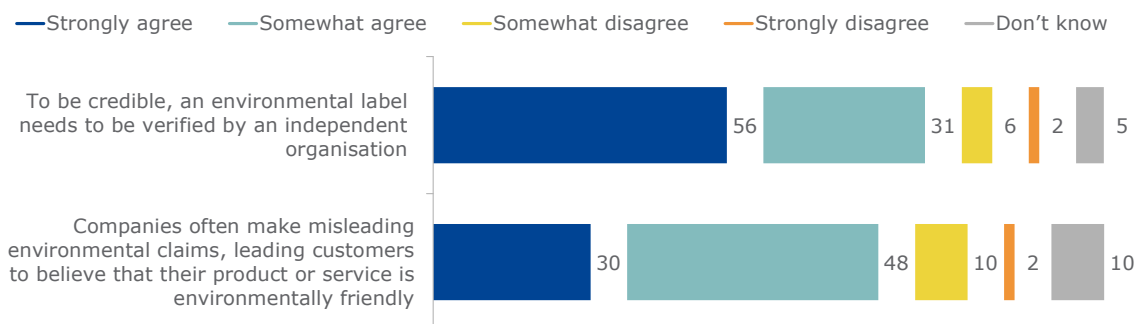
Base: all respondents (n=2 882)

Self-employed respondents (25%) and manual workers (21%) are more likely than employees (15%) and those not working (10%) not to buy products with the EU Ecolabel because they don't feel concerned by environmental issues; a similar pattern is seen for 'I don't look for environmental labels on the products I buy' and 'products with the EU Ecolabel are not truly environmentally friendly'. Manual workers also somewhat more frequently cite that products with the EU Ecolabel are too expensive (27% vs e.g. 21% of self-employed respondents). Those not working are more likely to say that they don't find products with the EU Ecolabel where they shop (33% vs e.g. 23% of self-employed respondents).

Section 4. Environmental labels and claims

On average, across the EU, **about eight in ten respondents, in total, agree that companies often make misleading environmental claims**, leading customers to believe that their product or service is environmentally friendly (30% 'strongly agree' and 48% 'somewhat agree'). At the same time, **close to nine in ten respondents agree that, to be credible, an environmental label needs to be verified by an independent organisation** (56% 'strongly agree' and 31% 'somewhat agree').

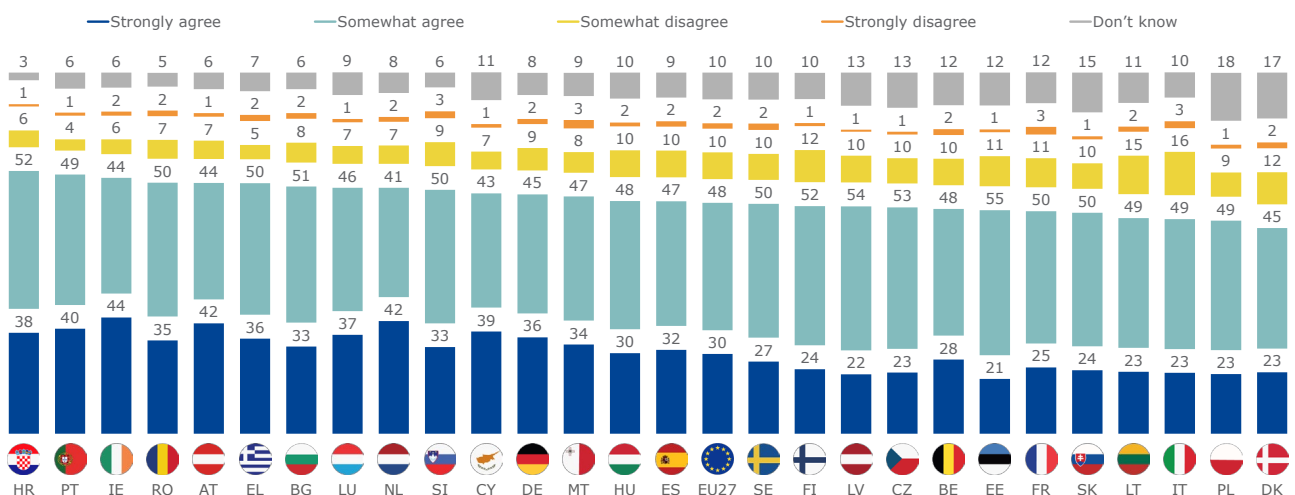
Q7 To what extent do you agree or disagree with the following statements? (% EU27)



Base: all respondents (n=26 635)

In all Member States, at least about two-thirds of respondents 'strongly' or 'somewhat agree' that **companies often make misleading environmental claims, leading customers to believe that their product or service is environmentally friendly**. The level of agreement ranges from 68% in Czechia to about 89% in Portugal and 90% in Croatia.

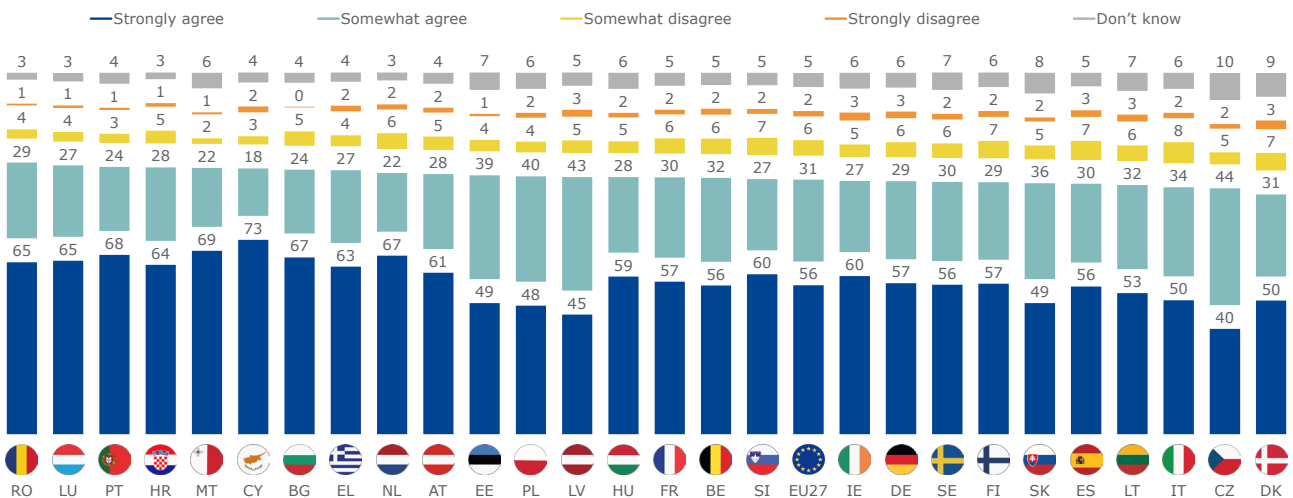
Q7_3 To what extent do you agree or disagree with the following statements? (% by country)
Companies often make misleading environmental claims, leading customers to believe that their product or service is environmentally friendly



Base: all respondents (n=26 635)

The total share agreeing that **an environmental label needs to be verified by an independent organisation to be credible** is the highest in Romania (93%), Luxembourg and Portugal (both 92%) Croatia, Bulgaria, Cyprus, and Malta (all 91%).⁷ The lowest – but still very high – level of agreement is observed in Denmark (81%). Moreover, across a vast majority of the Member States, a majority of respondents 'strongly agree' that, to be credible, an environmental label needs to be verified by an independent organisation (e.g. 73% in Cyprus, 69% in Malta and 68% in Portugal).

Q7_2 To what extent do you agree or disagree with the following statements? (% by country)
To be credible, an environmental label needs to be verified by an independent organisation



Base: all respondents (n=26 635)

Socio-demographic considerations

The total share agreeing that, to be credible, an environmental label needs to be verified by an independent organisation increases with age, from 78% for respondents aged 15-24 to 91% for those aged 55 and over. Agreement with this statement is also higher among respondents who completed their education aged 16 or older (89%-90%), in comparison with respondents who left school aged 15 or younger (76%). Lower educated respondents are also less likely to 'strongly' or 'somewhat agree' that companies often make misleading environmental claims, leading customers to believe that their product or service is environmentally friendly (74% vs 78%-80%, respectively).

Respondents who are not working (89%) and employees (87%) are more likely than self-employed respondents (83%) and manual workers (80%) to agree 'strongly' or 'somewhat agree' that, to be credible, an environmental label needs to be verified by an independent organisation. Moreover, employees (76%) agree to a larger extent than respondents in other occupational groups (71%-74%) with the statement 'I trust that products with the EU Ecolabel truly have a lower environmental impact than similar products on the market'.

⁷ Due to rounding, the percentages for separate response options shown in the charts do not always exactly add up to the totals mentioned in the text.

Respondents living in large towns and cities (89%) are more likely than respondents living in more rural areas (85%-86%) to agree that, to be credible, an environmental label needs to be verified by an independent organisation.

Respondents who consider that the impact on the environment of a product is an important aspect when buying a product are more likely to agree both statements. Finally, respondents who have seen the EU Ecolabel before are more likely to agree with the statements 'to be credible, an environmental label needs to be verified by an independent organisation' (90% vs 84%) and 'I trust that products with the EU Ecolabel truly have a lower environmental impact than similar products on the market' (84% vs 67%).

Q7 To what extent do you agree or disagree with the following statements? (% **Total 'Agree'** by socio-demographics)

	Companies often make misleading environmental claims, leading customers to believe that their product or service is environmentally friendly	To be credible, an environmental label needs to be verified by an independent organisation
EU27	78	87
Gender		
Men	79	87
Women	77	87
Age		
15-24	75	78
25-39	77	83
40-54	78	87
55+	79	91
Education (age when completed)		
Up to 15 years	74	76
16-19 years	78	89
20+ years	80	90
Still studying	76	82
Occupation		
Self-employed	79	83
Employee	79	87
Manual worker	76	80
Not working	77	89
Urbanisation		
Rural area	78	85
Small/medium-sized town	77	86
Large town / city	79	89
Importance of a product's environmental impact in purchasing decisions		
Total 'Important'	79	90
Total 'Not important'	76	80

Base: all respondents (n=26 635)

Technical specifications

Between 5 and 13 September 2023, Ipsos European Public affairs carried out Flash Eurobarometer 535 at the request of the European Commission, Directorate-General for Environment. It is a general public survey coordinated by the Directorate-General for Communication, “Media monitoring and Eurobarometer” Unit. Flash Eurobarometer 535 covers the population of EU citizens, residents in one of the 27 Member States and aged 15 years and over.





























All interviews were carried vi a **Computer-Assisted Web Interviewing (CAWI)**, using Ipsos online panels and their partner network. Respondents were selected from online access panels, groups of pre-recruited individuals who have agreed to take part in research. **Sampling quota** were set based on age (15-24, 18-24 year-olds, 25-34 year-olds, 25-44 year-olds, 45-54 year-olds, 55-64 year-olds and 65+ year-olds), gender and geographic region (NUTS1, NUTS2 or NUTS 3, depending on the size of the country and the number of NUTS regions).

Margin of error

Survey results are subject to sampling tolerances. The “margin of error” quantifies uncertainty about (or confidence in) a survey result. As a general rule, the more interviews conducted (sample size), the smaller the margin of error. A sample of 500 will produce a margin of error of not more than 4.4 percentage points, and a sample of 1 000 will produce a margin of error of not more than 3.1 percentage points.

Statistical margins due to sampling tolerances (at the 95% level of confidence)

	various sample sizes are in rows				various observed results are in columns			
	5%	10%	25%	50%	75%	90%	95%	
n=50	±6.0	±8.3	±12.0	±13.9	±12.0	±8.3	±6.0	
n=100	±4.3	±5.9	±8.5	±9.8	±8.5	±5.9	±4.3	
n=200	±3.0	±4.2	±6.0	±6.9	±6.0	±4.2	±3.0	
n=500	±1.9	±2.6	±3.8	±4.4	±3.8	±2.6	±1.9	
n=1000	±1.4	±1.9	±2.7	±3.1	±2.7	±1.9	±1.4	
n=1500	±1.1	±1.5	±2.2	±2.5	±2.2	±1.5	±1.1	
n=2000	±1.0	±1.3	±1.9	±2.2	±1.9	±1.3	±1.0	

	Number of interviews	Fieldwork dates	Population 15+ (absolute number)	Population 15+ (as % of EU27 population)
EU27 	26635	5.9.2023-13.9.2023	379 815 189	100%
BE 	1037	5.9.2023-11.9.2023	9 685 972	2.55%
BG 	1017	5.9.2023-11.9.2023	5 845 872	1.54%
CZ 	1010	5.9.2023-12.9.2023	8 823 299	2.32%
DK 	1096	5.9.2023-12.9.2023	4 927 589	1.30%
DE 	1049	5.9.2023-12.9.2023	71 630 189	18.86%
EE 	1045	5.9.2023-13.9.2023	1 113 997	0.29%
IE 	1044	5.9.2023-13.9.2023	4 063 488	1.07%
EL 	1078	5.9.2023-13.9.2023	9 030 796	2.38%
ES 	1001	5.9.2023-11.9.2023	40 804 956	10.74%
FR 	1034	5.9.2023-11.9.2023	55 994 788	14.74%
HR 	1018	5.9.2023-12.9.2023	3 310 094	0.87%
IT 	1049	5.9.2023-11.9.2023	51 540 338	13.57%
CY 	513	5.9.2023-12.9.2023	759 421	0.20%
LV 	1022	5.9.2023-13.9.2023	1 575 765	0.41%
LT 	1066	5.9.2023-12.9.2023	2 388 299	0.63%
LU 	518	5.9.2023-12.9.2023	542 724	0.14%
HU 	1017	5.9.2023-12.9.2023	8 278 842	2.18%
MT 	547	5.9.2023-13.9.2023	450 987	0.12%
NL 	1034	5.9.2023-12.9.2023	14 878 211	3.92%
AT 	1078	5.9.2023-12.9.2023	7 687 340	2.02%
PL 	1052	5.9.2023-12.9.2023	31 840 803	8.38%
PT 	1037	5.9.2023-12.9.2023	9 027 159	2.38%
RO 	1051	5.9.2023-12.9.2023	15 953 432	4.20%
SI 	1023	5.9.2023-12.9.2023	1 789 242	0.47%
SK 	1077	5.9.2023-12.9.2023	4 561 916	1.20%
FI 	1070	5.9.2023-12.9.2023	4 696 447	1.24%
SE 	1052	5.9.2023-11.9.2023	8 613 223	2.27%

Questionnaire

ASK ALL

DX1 How important are the following aspects when making a decision on what products (goods or services) to buy?

(ONE ANSWER PER LINE - RANDOMISE 1-4)

DX1_1 The impact on the environment of the product

DX1_2 The price of the product

DX1_3 The quality of the product

DX1_4 The brand of the product

RESPONSE SCALE

Very important	1
Rather important	2
Rather not important	3
Not at all important	4
Don't know	998

ASK ALL

DX2 To what extent do you agree or disagree with the following statements?

(ONE ANSWER PER LINE - RANDOMISE 1-4)

DX2_1 Buying products with a lower environmental impact makes a difference for the environment

DX2_2 I have bought products specifically because of their lower environmental impact

RESPONSE SCALE

Strongly agree	1
Somewhat agree	2
Somewhat disagree	3
Strongly disagree	4
Don't know	998

ASK ALL

Q1 Please take a close look at the logo shown below. Have you seen this logo before?



(SINGLE ANSWER)

Yes	1
No	2
Don't know	998

ASK ALL

Q2 The logo shown is that of the EU Ecolabel. Which of the following statements about the EU Ecolabel do you think are true or false?

(ONE ANSWER PER LINE – RANDOMISE 1-5)

- Q2_1 The EU Ecolabel is awarded to products with a lower environmental impact than similar products on the market
- Q2_2 The EU Ecolabel is an independently verified label that companies can decide to display on their products to show they are environmentally friendly
- Q2_3 The EU Ecolabel is awarded to organic food and beverage products
- Q2_4 The EU Ecolabel is the European Union label for environmental excellence
- Q2_5 To get the EU Ecolabel, products have to comply to strict environmental criteria

RESPONSE SCALE

True	1
False	2
Don't know	998

SHOW ALL

There are many products on the market with environmental labels, meaning labels related to the environmental characteristics of the product.

The EU Ecolabel is the official voluntary European Union label for environmental excellence. It is awarded to goods and services with proven lower environmental impacts compared to similar products on the market. It also acts as a guarantee of high quality. To get the EU Ecolabel, products have to comply with strict environmental and quality criteria. Compliance with the criteria is verified by an independent third party.

ASK ALL

Q3 How often do you...

(ONE ANSWER PER LINE)

- Q3_1 Buy products with environmental labels
- Q3_2 Buy products with the EU Ecolabel

RESPONSE SCALE





























Often	1
Sometimes	2
Rarely	3
Never	4
Don't know	998

	ASK ALL	
Q4a	Which of the following products have you bought in the past 12 months? Select all that apply	
	(MULTIPLE ANSWERS ALLOWED – RANDOMISE 1-10)	
	Detergents/cleaning products	1
	Paper products (such as tissue paper, tissue products, copy paper, etc.)	2
	Textiles, clothing/footwear	3
	Floor coverings/tiles	4
	Cosmetics/animal care products	5
	Absorbent hygiene products (diapers/feminine pads/tampons)	6
	Paints/varnishes	7
	Furniture/bed mattresses	8
	Growing media/soil improvers	9
	Tourist accommodation services (hotels/campsites)	10
	None of these	11
	Don't know	998
	ASK IF Q4a ne 11 or 998	
Q4b	Of the following products bought in the past 12 months, did you buy any with the EU Ecolabel? Select all that apply.	
	(MULTIPLE ANSWERS ALLOWED – ITEMS SHOWN IN SAME ORDER AS IN Q4a)	
	Detergents/cleaning products	1
	Paper products (such as tissue paper, tissue products, copy paper, etc.)	2
	Textiles, clothing/footwear	3
	Floor coverings/tiles	4
	Cosmetics/animal care products	5
	Absorbent hygiene products (diapers/feminine pads/tampons)	6
	Paints/varnishes	7
	Furniture/bed mattresses	8
	Growing media/soil improvers	9
	Tourist accommodation services (hotels/campsites)	10
	None of these	11
	Don't know	998
	ASK IF Q3_2=1,2,3	
Q5	Where do you most frequently buy products with the EU Ecolabel?	
	[MULTIPLE ANSWERS]	
	In supermarkets	1
	In bio-shops	2
	Online	3
	Other	4
	Don't know	998





























	ASK ALL	
Q6	Would you like to find more products with the EU Ecolabel in any of the following categories?	
	(ONE ANSWER PER LINE - RANDOMISE 1-7)	
Q6_1	Textiles, clothing /footwear	
Q6_2	Floor coverings/tiles	
Q6_3	Cosmetics/animal care products	
Q6_4	Absorbent hygiene products (diapers/feminine pads/tampons)	
Q6_5	Paints/varnishes	
Q6_6	Furniture/bed mattresses	
Q6_7	Tourist accommodation services (hotels/campsites)	
	RESPONSE SCALE	
	Yes	1
	No	2
	Not applicable (I do not buy these products/services)	997
	Don't know	998
	ASK ALL	
Q7	To what extent do you agree or disagree with the following statements?	
	(ONE ANSWER PER LINE - RANDOMISE 1-3)	
Q7_1	I trust that products with the EU Ecolabel truly have a lower environmental impact than similar products on the market	
Q7_2	Companies often make misleading environmental claims, leading customers to believe that their product or service is environmentally friendly	
Q7_3	To be credible, an environmental label needs to be verified by an independent organisation	
	RESPONSE SCALE	
	Strongly agree	1
	Somewhat agree	2
	Somewhat disagree	3
	Strongly disagree	4
	Don't know	998
	ASK IF Q3_2=4	
Q8	Why do you not buy products with the EU Ecolabel?	
	(MULTIPLE ANSWERS - RANDOMISE 1-6 BUT KEEP ITEMS 4-6 TOGETHER)	
	I don't look for environmental labels on the products I buy	1
	I don't feel concerned by environmental issues	2
	I don't find products with the EU Ecolabel where I shop	3
	Products with the EU Ecolabel are not truly environmentally friendly	4
	Products with the EU Ecolabel are too expensive	5
	Products with the EU Ecolabel are not of good quality	6
	Other	7
	Don't know	998

Data annex





























DX1_1 How important are the following aspects when making a decision on what products (goods or services) to buy? **The impact on the environment of the product**

		Very important	Rather important	Rather not important	Not at all important	Don't know
EU27		23	50	19	6	2
BE		13	50	26	9	3
BG		18	53	25	2	1
CZ		15	47	28	8	3
DK		13	45	29	11	3
DE		20	50	20	8	2
EE		6	47	36	8	3
IE		24	46	20	8	2
EL		34	41	18	6	1
ES		30	46	19	5	1
FR		21	51	18	8	3
HR		16	54	22	4	4
IT		33	51	13	3	1
CY		30	47	18	4	1
LV		9	45	35	9	2
LT		15	50	25	7	2
LU		18	53	23	5	1
HU		16	53	25	4	2
MT		28	50	17	4	1
NL		13	48	25	11	3
AT		22	50	20	6	2
PL		23	52	17	6	3
PT		32	53	13	2	0
RO		37	47	13	3	1
SI		20	55	20	4	1
SK		13	46	29	10	3
FI		11	49	31	8	2
SE		16	47	27	8	2





























DX1_2 How important are the following aspects when making a decision on what products (goods or services) to buy? **The price of the product**

		Very important	Rather important	Rather not important	Not at all important	Don't know
EU27		55	40	5	1	0
BE		50	44	5	1	0
BG		48	45	7	0	0
CZ		55	40	4	1	0
DK		44	48	7	1	0
DE		45	46	7	1	0
EE		41	52	5	1	0
IE		58	37	4	1	0
EL		76	20	4	1	0
ES		66	30	4	0	0
FR		54	40	4	1	0
HR		50	46	3	0	0
IT		52	42	5	1	0
CY		67	29	3	1	0
LV		51	44	4	1	0
LT		56	40	4	0	0
LU		36	49	13	2	0
HU		57	38	4	1	0
MT		57	39	3	1	0
NL		49	46	4	1	0
AT		53	41	6	1	0
PL		63	34	2	1	0
PT		66	33	1	1	0
RO		68	29	2	0	0
SI		49	45	5	1	0
SK		58	38	4	1	0
FI		44	49	6	1	0
SE		43	49	6	2	0




























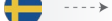
DX1_3 How important are the following aspects when making a decision on what products (goods or services) to buy? **The quality of the product**

	Very important	Rather important	Rather not important	Not at all important	Don't know
EU27 	64	33	3	1	0
BE 	58	38	4	1	0
BG 	68	30	1	0	0
CZ 	59	38	3	1	0
DK 	47	48	5	0	0
DE 	59	37	3	1	0
EE 	44	52	3	1	0
IE 	68	28	2	1	0
EL 	75	23	1	1	0
ES 	78	20	2	1	0
FR 	56	40	3	1	0
HR 	48	49	2	1	0
IT 	70	28	2	0	0
CY 	79	19	1	1	0
LV 	57	39	3	1	0
LT 	61	36	2	1	0
LU 	66	32	3	0	0
HU 	51	45	3	0	1
MT 	75	24	1	0	0
NL 	58	39	2	1	0
AT 	69	28	3	1	0
PL 	70	28	2	1	0
PT 	68	30	1	1	0
RO 	82	16	2	1	0
SI 	57	39	3	0	0
SK 	60	35	3	1	0
FI 	49	46	3	1	0
SE 	50	44	5	1	0




























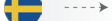
DX1_4 How important are the following aspects when making a decision on what products (goods or services) to buy? **The brand of the product**

		Very important	Rather important	Rather not important	Not at all important	Don't know
EU27		16	46	30	8	0
BE		8	43	35	12	1
BG		17	47	33	3	0
CZ		13	42	35	10	0
DK		6	36	38	17	3
DE		12	36	39	13	0
EE		5	34	49	11	1
IE		16	39	33	11	1
EL		20	41	30	9	0
ES		19	54	24	3	0
FR		13	48	29	10	0
HR		10	42	40	8	1
IT		23	50	23	3	0
CY		18	45	29	8	0
LV		5	38	47	10	1
LT		10	42	38	9	1
LU		7	43	37	12	0
HU		7	38	43	12	1
MT		18	43	28	11	0
NL		9	44	32	14	1
AT		11	36	40	12	1
PL		22	55	19	4	1
PT		15	47	34	4	0
RO		27	56	13	5	0
SI		11	43	37	9	0
SK		11	39	41	9	0
FI		6	34	46	15	0
SE		11	44	34	10	1

DX2_1 To what extent do you agree or disagree with the following statements?
Buying products with a lower environmental impact makes a difference for the environment





























		Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
EU27		33	48	11	4	3
BE		27	50	13	5	5
BG		35	50	8	4	4
CZ		23	58	10	4	5
DK		26	48	14	5	7
DE		29	48	15	5	3
EE		22	56	13	4	6
IE		34	46	10	5	4
EL		47	40	8	3	2
ES		39	47	9	3	3
FR		22	53	14	6	5
HR		40	45	9	4	2
IT		38	50	9	2	1
CY		57	32	7	2	3
LV		23	52	14	4	7
LT		37	45	11	4	4
LU		27	48	15	5	5
HU		28	53	12	3	3
MT		47	43	6	2	3
NL		40	44	9	4	3
AT		30	47	14	5	4
PL		36	47	9	3	5
PT		56	36	5	1	2
RO		53	36	6	3	2
SI		23	49	18	6	4
SK		28	54	10	4	4
FI		27	51	12	5	5
SE		34	47	12	4	3

DX2_2 To what extent do you agree or disagree with the following statements?
I have bought products specifically because of their lower environmental impact





























		Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
EU27		18	42	24	12	4
BE		12	37	29	18	4
BG		19	50	18	8	5
CZ		11	46	29	11	4
DK		8	27	27	29	8
DE		16	38	26	16	5
EE		6	36	36	15	7
IE		19	41	22	14	3
EL		24	47	17	8	4
ES		20	45	21	10	4
FR		15	36	28	18	3
HR		16	45	24	11	3
IT		24	50	19	5	2
CY		26	46	14	9	6
LV		8	38	32	16	7
LT		14	44	21	12	8
LU		17	38	30	12	4
HU		11	39	34	13	3
MT		25	40	23	9	5
NL		16	36	26	16	6
AT		16	39	29	14	2
PL		17	40	25	9	9
PT		20	49	19	9	3
RO		27	51	11	7	5
SI		12	44	27	15	2
SK		10	41	32	10	7
FI		11	41	29	14	6
SE		16	46	20	11	6

Q1 Please take a close look at the logo shown below.
Have you seen this logo before?































	Yes	No	Don't know
EU27 	38	48	14
BE 	48	38	13
BG 	30	52	18
CZ 	23	57	20
DK 	49	38	13
DE 	29	56	14
EE 	49	34	18
IE 	20	70	10
EL 	39	51	10
ES 	34	55	11
FR 	61	30	9
HR 	29	51	21
IT 	49	39	13
CY 	34	52	14
LV 	33	48	18
LT 	45	35	21
LU 	47	37	16
HU 	21	64	15
MT 	35	51	14
NL 	30	56	14
AT 	27	56	18
PL 	34	48	18
PT 	24	64	12
RO 	30	48	22
SI 	37	47	16
SK 	23	58	19
FI 	30	47	23
SE 	33	52	15





























Q2_1 The logo shown is that of the EU Ecolabel. Which of the following statements about the EU Ecolabel do you think are true or false? **The EU Ecolabel is awarded to products with a lower environmental impact than similar products on the market** (correct)

	True	False	Don't know
EU27 	60	8	32
BE 	60	7	33
BG 	61	7	32
CZ 	56	7	38
DK 	62	8	30
DE 	47	12	42
EE 	54	7	39
IE 	55	7	38
EL 	64	5	31
ES 	63	7	30
FR 	71	6	24
HR 	72	5	23
IT 	67	7	26
CY 	60	10	29
LV 	54	7	40
LT 	70	6	24
LU 	65	7	28
HU 	61	6	33
MT 	66	10	25
NL 	51	8	41
AT 	53	10	37
PL 	59	8	33
PT 	62	6	33
RO 	68	10	22
SI 	68	7	25
SK 	55	8	37
FI 	60	7	33
SE 	56	10	34





























Q2_2 The logo shown is that of the EU Ecolabel. Which of the following statements about the EU Ecolabel do you think are true or false? **The EU Ecolabel is an independently verified label that companies can decide to display on their products to show they are environmentally friendly** (correct)

	True	False	Don't know
EU27 	50	11	39
BE 	49	9	42
BG 	57	4	39
CZ 	47	9	44
DK 	43	20	37
DE 	40	13	47
EE 	40	16	44
IE 	49	8	44
EL 	52	9	39
ES 	54	7	39
FR 	53	11	36
HR 	53	13	35
IT 	55	11	34
CY 	51	10	40
LV 	45	8	47
LT 	39	19	42
LU 	49	11	40
HU 	38	21	42
MT 	57	11	32
NL 	43	10	48
AT 	48	13	39
PL 	53	10	37
PT 	52	10	38
RO 	63	8	29
SI 	59	10	32
SK 	47	10	42
FI 	57	5	37
SE 	43	15	42





























Q2_3 The logo shown is that of the EU Ecolabel. Which of the following statements about the EU Ecolabel do you think are true or false? **The EU Ecolabel is awarded to organic food and beverage products** (not correct)

	True	False	Don't know
EU27 	41	15	44
BE 	37	15	48
BG 	48	8	45
CZ 	39	10	52
DK 	42	19	39
DE 	33	18	49
EE 	39	11	51
IE 	37	11	53
EL 	47	11	43
ES 	41	13	47
FR 	40	19	42
HR 	46	10	44
IT 	39	20	42
CY 	45	11	45
LV 	43	10	47
LT 	64	6	30
LU 	40	16	44
HU 	31	16	52
MT 	34	18	48
NL 	30	15	54
AT 	42	13	45
PL 	60	7	34
PT 	40	10	50
RO 	67	8	25
SI 	54	10	36
SK 	36	9	55
FI 	36	9	55
SE 	48	9	44











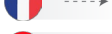
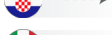

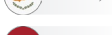
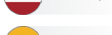
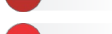


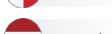

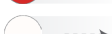







Q2_4 The logo shown is that of the EU Ecolabel. Which of the following statements about the EU Ecolabel do you think are true or false? **The EU Ecolabel is the European Union label for environmental excellence** (*correct*)

	True	False	Don't know
EU27 	56	7	36
BE 	49	10	41
BG 	68	3	29
CZ 	39	12	49
DK 	69	6	25
DE 	55	7	39
EE 	48	4	48
IE 	54	4	42
EL 	55	6	39
ES 	64	5	31
FR 	54	11	36
HR 	71	3	26
IT 	57	8	35
CY 	54	6	39
LV 	46	8	46
LT 	59	6	36
LU 	53	9	38
HU 	57	7	36
MT 	66	4	31
NL 	37	11	52
AT 	60	5	35
PL 	57	6	37
PT 	65	3	32
RO 	62	9	29
SI 	64	6	30
SK 	51	9	41
FI 	59	5	36
SE 	56	6	38











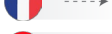
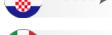

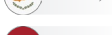
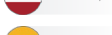
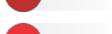


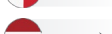

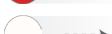







Q2_5 The logo shown is that of the EU Ecolabel. Which of the following statements about the EU Ecolabel do you think are true or false? **To get the EU Ecolabel, products have to comply to strict environmental criteria** (*correct*)

	True	False	Don't know
EU27 	69	5	27
BE 	67	5	28
BG 	71	3	26
CZ 	63	5	32
DK 	67	6	27
DE 	61	5	34
EE 	63	4	34
IE 	61	5	34
EL 	74	3	23
ES 	70	5	25
FR 	73	6	21
HR 	79	2	19
IT 	73	6	22
CY 	79	2	19
LV 	62	5	33
LT 	71	4	25
LU 	69	6	26
HU 	66	5	29
MT 	77	2	21
NL 	53	7	40
AT 	67	4	28
PL 	70	4	26
PT 	74	2	25
RO 	85	2	13
SI 	72	5	24
SK 	64	5	31
FI 	64	5	31
SE 	64	6	31





























Q3_1 How often do you... **Buy products with environmental labels**

		Often	Sometimes	Rarely	Never	Don't know
EU27		16	47	22	5	10
BE		8	42	26	8	15
BG		15	50	22	4	10
CZ		8	50	25	8	9
DK		19	46	19	5	12
DE		14	46	24	6	11
EE		8	46	28	5	13
IE		17	50	17	6	10
EL		21	48	21	5	6
ES		14	46	23	6	11
FR		15	46	23	7	9
HR		16	55	20	4	6
IT		28	51	15	3	3
CY		23	49	16	4	8
LV		8	43	25	5	20
LT		11	47	25	5	11
LU		21	41	20	5	14
HU		11	34	31	6	18
MT		15	47	19	4	15
NL		12	48	19	7	14
AT		14	47	22	3	14
PL		13	43	24	4	16
PT		17	55	16	2	10
RO		26	49	14	3	7
SI		13	46	28	6	7
SK		8	37	30	8	17
FI		20	57	16	2	6
SE		20	55	17	4	4





























Q3_2 How often do you... **Buy products with the EU Ecolabel**

		Often	Sometimes	Rarely	Never	Don't know
EU27		8	30	18	10	33
BE		6	35	21	10	28
BG		6	25	18	15	36
CZ		3	19	15	20	44
DK		7	28	15	10	39
DE		6	27	22	8	37
EE		4	29	21	9	37
IE		6	23	14	15	42
EL		9	28	15	10	37
ES		7	28	16	13	37
FR		9	37	22	11	22
HR		5	31	20	9	35
IT		14	37	15	9	25
CY		9	30	12	7	42
LV		3	24	19	12	42
LT		6	31	24	10	31
LU		9	32	15	7	37
HU		4	20	17	17	42
MT		7	30	19	8	36
NL		5	22	14	14	45
AT		7	32	16	7	38
PL		7	29	17	11	36
PT		5	27	13	9	46
RO		20	41	18	4	16
SI		6	27	24	14	30
SK		4	20	21	15	40
FI		5	25	15	6	49
SE		4	23	13	13	47




























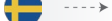
Q4a Which of the following products have you bought in the past 12 months? Select all that apply. [MULTIPLE ANSWERS]

		Detergents/cleaning products	Paper products (such as tissue paper, tissue products, copy paper, etc.)	Textiles, clothing/footwear	Floor coverings/tiles	Cosmetics/animal care products	Absorbent hygiene products (diapers/feminine pads/tampons)	Paints/varnishes	Furniture/bed mattresses	Growing media/soil improvers	Tourist accommodation services (hotels/campsites)	None of these	Don't know
EU27		79	72	72	10	44	40	27	23	14	32	2	1
BE		73	75	71	8	40	34	24	18	7	31	3	2
BG		81	63	66	17	42	40	31	21	29	38	2	1
CZ		81	84	73	10	43	42	34	23	33	33	1	1
DK		77	56	77	7	42	36	26	25	12	27	3	2
DE		81	78	71	10	50	31	25	25	8	35	2	1
EE		77	78	71	10	42	36	26	21	19	28	3	2
IE		77	79	76	14	51	43	39	26	24	46	2	1
EL		86	84	64	6	43	47	30	19	15	29	2	1
ES		82	59	78	8	36	48	25	26	17	41	2	1
FR		73	79	71	10	38	42	27	22	10	33	2	2
HR		87	85	77	11	66	46	37	26	18	26	1	1
IT		82	54	70	9	40	44	25	18	10	24	1	2
CY		84	79	63	7	45	47	28	16	15	35	3	2
LV		79	68	63	10	43	38	23	19	28	22	3	1
LT		60	55	62	8	53	34	23	16	23	20	5	3
LU		82	83	78	8	40	38	24	23	8	28	3	1
HU		83	84	66	10	58	39	29	16	20	27	2	1
MT		84	85	73	12	47	46	34	24	26	36	1	2
NL		76	81	78	11	48	34	25	23	9	43	3	1
AT		82	78	75	9	61	34	21	25	11	32	2	1
PL		74	79	74	15	40	43	39	25	23	30	2	2
PT		89	77	73	6	44	54	24	16	8	34	1	1
RO		86	63	76	10	44	47	30	23	14	30	2	1
SI		78	72	70	11	52	35	25	23	16	36	4	1
SK		76	78	74	10	49	37	31	22	18	26	2	2
FI		79	88	79	8	58	38	24	26	26	42	1	0
SE		81	60	75	8	43	34	24	28	30	31	2	1





























Q4b Of the following products bought in the past 12 months, did you buy any with the EU Ecolabel? Select all that apply. [MULTIPLE ANSWERS]

		Detergents/cleaning products	Paper products (such as tissue paper, tissue products, copy paper, etc.)	Textiles, clothing/footwear	Floor coverings/tiles	Cosmetics/animal care products	Absorbent hygiene products (diapers/feminine pads/tampons)	Paints/varnishes	Furniture/bed mattresses	Growing media/soil improvers	Tourist accommodation services (hotels/campsites)	None of these	Don't know
EU27		19	17	11	3	9	9	6	4	3	4	14	48
BE		20	16	9	2	8	6	4	3	2	4	14	49
BG		15	14	8	3	8	7	4	2	6	2	16	52
CZ		13	13	6	2	7	6	4	2	4	2	19	53
DK		17	9	10	2	6	5	3	4	2	3	19	51
DE		16	16	9	2	9	6	5	4	3	4	16	51
EE		18	15	6	1	8	6	3	2	2	2	16	51
IE		13	13	8	2	7	6	4	4	4	4	15	56
EL		26	21	8	2	11	10	6	4	4	3	15	43
ES		16	13	11	2	8	10	5	3	3	4	10	54
FR		22	24	14	4	11	14	8	5	3	5	17	37
HR		16	16	9	1	12	6	4	2	3	1	13	54
IT		25	18	12	3	10	11	6	4	3	4	12	41
CY		22	21	8	1	10	8	8	2	4	4	8	53
LV		16	12	3	2	5	4	2	2	4	1	20	51
LT		19	12	7	2	12	7	4	2	4	2	21	40
LU		24	21	10	0	7	6	3	1	1	2	13	52
HU		14	15	6	1	7	5	3	1	4	2	15	55
MT		21	17	8	1	8	8	5	3	5	3	16	53
NL		13	12	8	2	6	4	3	3	3	4	14	60
AT		17	14	8	1	12	6	4	4	2	3	13	56
PL		16	17	9	4	9	9	7	4	6	3	10	53
PT		19	15	8	1	9	8	3	2	2	4	13	57
RO		37	25	26	4	18	19	9	8	6	6	12	28
SI		18	16	7	2	8	6	4	4	3	2	18	49
SK		11	13	8	2	8	4	4	3	3	2	14	58
FI		10	11	5	2	6	5	3	3	3	2	16	61
SE		15	8	10	2	6	6	4	4	4	4	13	57





























Q5 Where do you most frequently buy products with the EU Ecolabel?
[MULTIPLE ANSWERS]

		In supermarkets	In bio-shops	Online	Other	Don't know
EU27		66	24	24	4	11
BE		69	22	20	2	13
BG		56	39	21	6	12
CZ		55	21	36	4	12
DK		67	12	18	3	18
DE		60	22	26	8	15
EE		64	19	15	3	17
IE		65	19	20	2	17
EL		67	29	20	1	9
ES		62	28	25	3	9
FR		80	24	19	3	7
HR		58	30	12	6	17
IT		64	28	27	3	10
CY		73	27	14	1	11
LV		62	16	20	3	16
LT		69	17	21	3	12
LU		71	31	13	3	14
HU		56	22	22	7	14
MT		67	20	13	3	21
NL		62	18	22	8	17
AT		65	26	25	6	12
PL		64	25	37	5	11
PT		70	30	5	2	14
RO		79	23	25	5	5
SI		62	19	19	4	17
SK		56	22	24	6	15
FI		67	13	14	3	21
SE		47	22	33	7	16





























Q6_1 Would you like to find more products with the EU Ecolabel in any of the following categories? **Textiles, clothing / footwear**

	Yes	No	Not applicable (I do not buy these products/services)	Don't know
EU27 	71	13	4	12
BE 	63	19	5	13
BG 	78	9	4	9
CZ 	54	19	7	19
DK 	60	19	5	17
DE 	65	15	4	17
EE 	56	16	7	21
IE 	72	14	4	9
EL 	76	12	4	8
ES 	76	9	5	9
FR 	71	15	5	10
HR 	79	10	3	8
IT 	77	8	4	11
CY 	77	10	3	11
LV 	58	13	8	22
LT 	62	11	6	20
LU 	70	15	3	12
HU 	65	14	8	14
MT 	78	9	3	10
NL 	61	19	4	16
AT 	68	16	3	13
PL 	73	17	3	8
PT 	83	5	2	10
RO 	83	10	3	4
SI 	66	18	6	9
SK 	67	13	4	16
FI 	66	13	6	15
SE 	67	13	4	16





























Q6_2 Would you like to find more products with the EU Ecolabel in any of the following categories? **Floor coverings/tiles**

	Yes	No	Not applicable (I do not buy these products/services)	Don't know
EU27 	46	16	26	12
BE 	35	22	30	13
BG 	61	11	16	11
CZ 	33	21	29	17
DK 	28	19	35	18
DE 	37	18	31	14
EE 	32	15	33	20
IE 	47	20	21	12
EL 	53	14	23	10
ES 	59	10	21	9
FR 	46	17	27	10
HR 	46	19	25	11
IT 	57	8	25	11
CY 	49	11	25	15
LV 	38	14	26	22
LT 	42	14	25	19
LU 	36	15	31	18
HU 	39	17	32	13
MT 	46	9	31	14
NL 	41	20	22	17
AT 	37	19	28	17
PL 	47	20	22	11
PT 	54	7	27	12
RO 	53	22	20	5
SI 	35	30	27	8
SK 	36	20	28	16
FI 	33	13	40	14
SE 	37	15	31	17





























Q6_3 Would you like to find more products with the EU Ecolabel in any of the following categories? **Cosmetics/animal care products**

	Yes	No	Not applicable (I do not buy these products/services)	Don't know
EU27 	63	12	16	10
BE 	57	15	18	10
BG 	71	8	14	7
CZ 	51	13	22	14
DK 	52	16	19	14
DE 	57	14	15	14
EE 	54	12	20	14
IE 	66	13	12	9
EL 	68	10	16	6
ES 	69	7	17	7
FR 	63	13	17	7
HR 	75	8	10	7
IT 	68	8	16	8
CY 	73	6	12	9
LV 	56	10	18	16
LT 	61	13	11	15
LU 	60	12	18	10
HU 	66	11	12	11
MT 	71	4	18	7
NL 	56	16	15	13
AT 	66	12	10	12
PL 	56	17	20	7
PT 	73	5	14	8
RO 	68	15	13	4
SI 	63	16	14	7
SK 	62	14	14	10
FI 	60	12	16	13
SE 	57	12	19	12





























Q6_4 Would you like to find more products with the EU Ecolabel in any of the following categories? **Absorbent hygiene products (diapers/feminine pads/tampons)**

	Yes	No	Not applicable (I do not buy these products/services)	Don't know
EU27 	58	12	21	9
BE 	49	16	26	10
BG 	70	7	16	7
CZ 	50	13	23	13
DK 	42	16	30	12
DE 	46	15	26	13
EE 	44	12	30	14
IE 	59	13	20	8
EL 	71	8	14	7
ES 	70	8	15	7
FR 	59	13	21	7
HR 	64	11	17	7
IT 	69	7	17	8
CY 	72	7	12	9
LV 	51	11	22	16
LT 	52	13	21	14
LU 	54	14	23	9
HU 	55	13	23	10
MT 	66	6	21	8
NL 	46	17	26	12
AT 	56	12	22	10
PL 	58	18	18	6
PT 	71	5	15	9
RO 	68	14	14	4
SI 	51	18	22	9
SK 	57	13	19	12
FI 	46	11	30	14
SE 	52	12	25	12











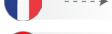
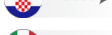

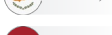
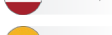
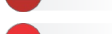


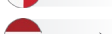

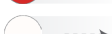







Q6_5 Would you like to find more products with the EU Ecolabel in any of the following categories? **Paints/varnishes**

	Yes	No	Not applicable (I do not buy these products/services)	Don't know
EU27 	60	13	17	10
BE 	50	18	20	11
BG 	72	9	11	9
CZ 	48	17	21	14
DK 	48	17	21	14
DE 	53	14	21	12
EE 	47	13	23	17
IE 	61	15	14	10
EL 	71	9	13	7
ES 	70	9	13	8
FR 	61	14	16	10
HR 	68	12	13	7
IT 	67	9	15	9
CY 	66	8	15	10
LV 	46	14	21	19
LT 	52	12	19	16
LU 	54	14	21	11
HU 	52	12	24	12
MT 	66	8	19	8
NL 	54	17	17	13
AT 	51	15	22	12
PL 	61	19	13	8
PT 	68	5	18	9
RO 	65	17	13	5
SI 	55	20	18	8
SK 	58	15	16	12
FI 	43	13	31	14
SE 	53	13	21	13




























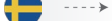
Q6_6 Would you like to find more products with the EU Ecolabel in any of the following categories? **Furniture/bed mattresses**

	Yes	No	Not applicable (I do not buy these products/services)	Don't know
EU27 	59	16	13	13
BE 	46	22	17	16
BG 	67	10	12	11
CZ 	45	19	19	18
DK 	44	19	17	20
DE 	52	17	14	17
EE 	43	17	21	20
IE 	59	16	14	10
EL 	69	12	11	9
ES 	70	12	8	10
FR 	61	16	11	12
HR 	65	14	12	9
IT 	68	10	12	11
CY 	72	9	10	10
LV 	49	13	18	21
LT 	49	15	17	19
LU 	51	17	17	15
HU 	50	15	22	13
MT 	61	11	15	13
NL 	47	22	14	17
AT 	53	18	14	16
PL 	53	22	15	10
PT 	73	6	10	11
RO 	67	18	10	5
SI 	51	22	16	11
SK 	51	17	15	17
FI 	51	15	16	18
SE 	56	15	11	18




























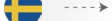
Q6_7 Would you like to find more products with the EU Ecolabel in any of the following categories? **Tourist accommodation services (hotels/campsites)**

	Yes	No	Not applicable (I do not buy these products/services)	Don't know
EU27 	52	16	18	14
BE 	43	23	20	14
BG 	62	10	15	13
CZ 	35	21	25	20
DK 	36	20	23	21
DE 	42	20	20	18
EE 	35	18	23	23
IE 	58	19	10	13
EL 	63	13	14	10
ES 	68	10	12	10
FR 	54	16	18	13
HR 	52	16	22	10
IT 	59	8	20	13
CY 	67	9	11	14
LV 	37	16	25	22
LT 	41	16	20	23
LU 	47	18	22	14
HU 	45	16	26	14
MT 	61	9	20	10
NL 	43	24	16	17
AT 	47	18	17	18
PL 	48	22	21	9
PT 	69	6	14	11
RO 	61	20	14	6
SI 	47	25	18	11
SK 	44	18	23	16
FI 	47	15	20	18
SE 	46	16	19	20




























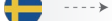
Q7_1 To what extent do you agree or disagree with the following statements? **I trust that products with the EU Ecolabel truly have a lower environmental impact than similar products on the market**

		Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
EU27		28	46	10	5	11
BE		24	47	12	6	10
BG		36	43	7	2	12
CZ		18	47	11	5	19
DK		28	41	11	6	14
DE		25	44	13	7	11
EE		14	52	9	4	21
IE		28	46	7	5	15
EL		32	42	5	3	18
ES		35	43	8	3	11
FR		20	49	14	8	11
HR		30	51	8	4	7
IT		32	50	9	2	7
CY		41	33	5	2	19
LV		15	54	11	4	17
LT		30	51	6	3	11
LU		30	43	13	5	9
HU		37	45	6	3	9
MT		35	45	6	2	13
NL		28	45	11	7	9
AT		30	43	13	7	8
PL		26	54	6	3	11
PT		41	37	5	1	16
RO		45	43	6	3	3
SI		24	50	13	4	9
SK		23	49	10	5	13
FI		24	52	9	3	12
SE		28	41	11	4	15





























Q7_2 To what extent do you agree or disagree with the following statements?
Companies often make misleading environmental claims, leading customers to believe that their product or service is environmentally friendly

		Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
EU27		30	48	10	2	10
BE		28	48	10	2	12
BG		33	51	8	2	6
CZ		23	53	10	1	13
DK		23	45	12	2	17
DE		36	45	9	2	8
EE		21	55	11	1	12
IE		44	44	6	2	6
EL		36	50	5	2	7
ES		32	47	10	2	9
FR		25	50	11	3	12
HR		38	52	6	1	3
IT		23	49	16	3	10
CY		39	43	7	1	11
LV		22	54	10	1	13
LT		23	49	15	2	11
LU		37	46	7	1	9
HU		30	48	10	2	10
MT		34	47	8	3	9
NL		42	41	7	2	8
AT		42	44	7	1	6
PL		23	49	9	1	18
PT		40	49	4	1	6
RO		35	50	7	2	5
SI		33	50	9	3	6
SK		24	50	10	1	15
FI		24	52	12	1	10
SE		27	50	10	2	10

Q7_3 To what extent do you agree or disagree with the following statements? **To be credible, an environmental label needs to be verified by an independent organisation**

		Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
EU27		56	31	6	2	5
BE		56	32	6	2	5
BG		67	24	5	0	4
CZ		40	44	5	2	10
DK		50	31	7	3	9
DE		57	29	6	3	6
EE		49	39	4	1	7
IE		60	27	5	3	6
EL		63	27	4	2	4
ES		56	30	7	3	5
FR		57	30	6	2	5
HR		64	28	5	1	3
IT		50	34	8	2	6
CY		73	18	3	2	4
LV		45	43	5	3	5
LT		53	32	6	3	7
LU		65	27	4	1	3
HU		59	28	5	2	6
MT		69	22	2	1	6
NL		67	22	6	2	3
AT		61	28	5	2	4
PL		48	40	4	2	6
PT		68	24	3	1	4
RO		65	29	4	1	3
SI		60	27	7	2	5
SK		49	36	5	2	8
FI		57	29	7	2	6
SE		56	30	6	2	7

Q8 Why do you not buy products with the EU Ecolabel? [MULTIPLE ANSWERS]

		I don't look for environmental labels on the products I buy	I don't feel concerned by environmental issues	I don't find products with the EU Ecolabel where I shop	Products with the EU Ecolabel are not truly environmentally friendly	Products with the EU Ecolabel are too expensive	Products with the EU Ecolabel are not of good quality	Other	Don't know
EU27		40	14	30	9	23	5	7	10
BE		41	31	17	10	29	5	0	10
BG		33	7	44	10	20	9	4	11
CZ		48	19	39	6	21	2	5	7
DK		45	19	17	13	11	7	12	16
DE		41	16	18	12	19	4	12	12
EE		51	19	44	12	31	4	2	3
IE		29	8	46	6	13	5	10	7
EL		40	10	40	14	32	6	1	9
ES		32	14	27	2	20	3	7	15
FR		46	12	21	15	39	5	2	8
HR		32	17	41	11	20	3	7	6
IT		32	11	36	4	14	5	6	14
CY		44	22	37	11	12	18	5	15
LV		35	13	37	5	13	8	7	10
LT		43	7	38	7	20	5	5	9
LU		39	20	21	18	37	11	14	6
HU		42	4	51	6	16	2	7	10
MT		51	7	46	7	21	6	3	3
NL		37	22	23	6	25	5	11	8
AT		50	26	28	24	40	12	9	3
PL		48	11	43	11	23	3	5	4
PT		33	6	42	6	19	4	6	10
RO		34	14	16	25	43	14	12	3
SI		38	4	35	12	19	3	7	15
SK		40	14	36	14	27	9	4	10
FI		29	26	33	7	29	5	4	10
SE		39	27	30	9	11	5	8	12

Note: Caution, small base size (n<150) for individual country results

Flash Eurobarometer 535 - The EU Ecolabel / Fieldwork: 5/9-13/9/2023

(%) Base: n=2 882 – Respondents who never buy products with the EU Ecolabel





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