



Consumption patterns and environmental awareness

– a survey of European tourists at the Christmas market of Cologne

1. Where are you from? _____
2. How old are you?
 - under 15
 - 16 to 25
 - 26 to 35
 - 36 to 50
 - 51 to 65
 - older
3. Gender? male female
4. For what reason have you come to Cologne?
 - business
 - tourism
 - Christmas shopping
 - visiting friends
 - other reasons: _____
5. Where do you go shopping in Cologne?
 - Christmas markets
 - big stores
 - smaller shops
6. Where do you do most of your shopping in your hometown?
 - in big malls
 - smaller shops
 - big stores
7. How much money (approximately) do you spend on shopping per month (in average)?

8. On which products do you spend most of your money?
 - food
 - clothes
 - gasoline
 - hygiene products
 - other items _____
9. Do you think about the environment when you do your shopping?
 - Yes
 - No

If **yes**, does it influence your decision for or against a product?



10. Do you consciously buy products that can be recycled?

- Yes
- No

11. How, do you think, does your consumption influence/damage the environment?

+ _____
+ _____
+ _____
+ _____

12. Is the protection of the environment an important issue in your country?

- No
- If yes: Which issues are discussed most often

+ _____
+ _____
+ _____
+ _____

13. How are you informed about environmental issues?

- at school
- through TV and radio
- through magazines/newspapers
- at home (in your family)
- other _____

14. Do you believe you can help the environment if you change your shopping behaviour?

- Yes
- No

15. What are your ideas about how you can stop the pollution of the environment?

