

Flash Eurobarometer 535


The EU Ecolabel



Portugal

Interviews: EU27 – 26 635 | PT – 1 037

Fieldwork: 5.9-13.9 2023

Methodology: 

Awareness of the EU Ecolabel

q1 Please take a close look at the logo shown below. Have you seen this logo before? (%)



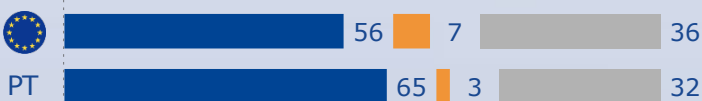
Portugal
(outer circle)

	EU27	Portugal
Yes	38	24
No	48	64
Don't know/No answer	14	12

— Yes
— No
— Don't know/No answer

q2 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



To get the EU Ecolabel, products have to comply to strict environmental criteria

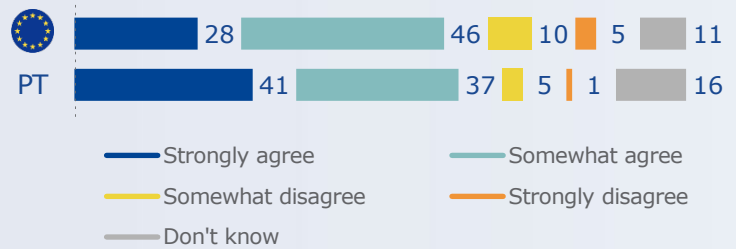


— True — False — Don't know

Trust in the EU Ecolabel

q7 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

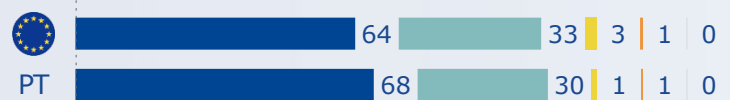


— Strongly agree — Somewhat agree
— Somewhat disagree — Strongly disagree
— Don't know

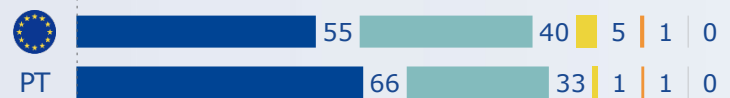
Purchasing decisions

dx1 How important are the following aspects when making a decision on what products (goods or services) to buy? (%)

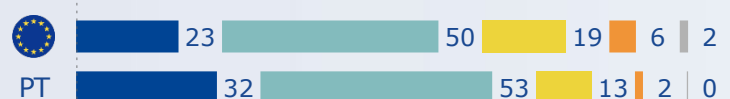
The quality of the product



The price of the product



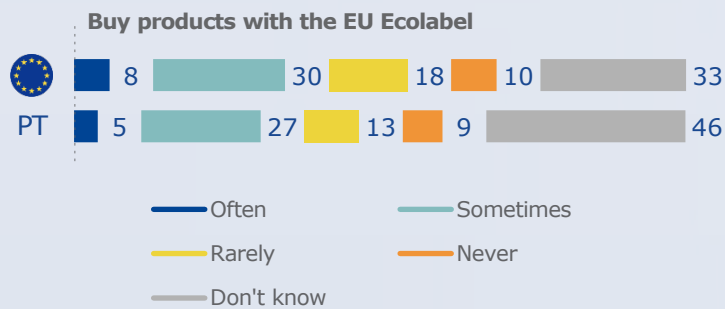
The impact on the environment of the product



— Very important — Rather important
— Rather not important — Not at all important
— Don't know

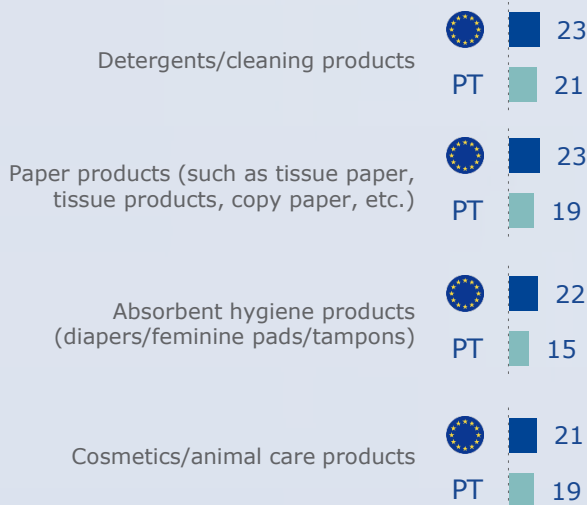
Buying products with the EU Ecolabel

q3 How often do you...? (%)



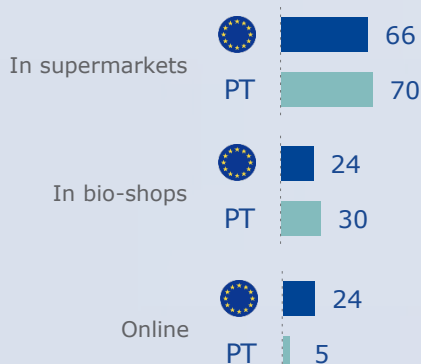
q4b Of the following products bought in the past 12 months, did you buy any with the EU Ecolabel? Select all that apply. (%)

Base: for each product, respondents who bought the product in the past 12 months



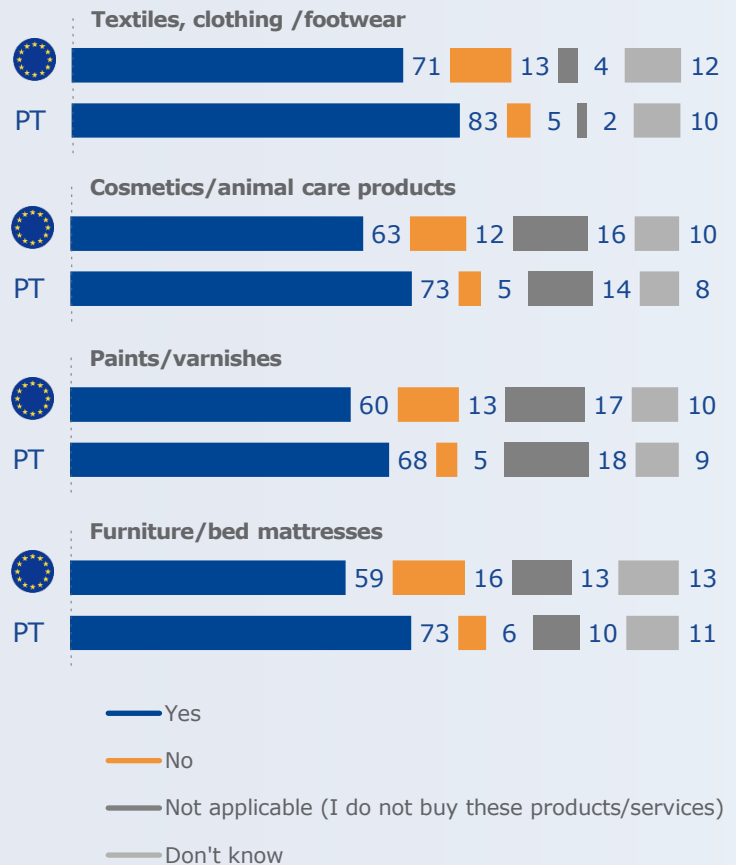
q5 Where do you most frequently buy products with the EU Ecolabel? (Multiple answers allowed, %)

Base: respondents who have bought products with the EU Ecolabel



Offering more products with the EU Ecolabel

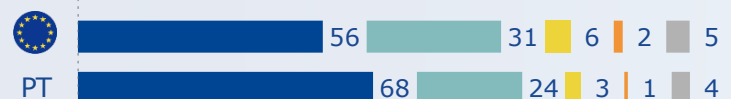
q6 Would you like to find more products with the EU Ecolabel in any of the following categories? (%)



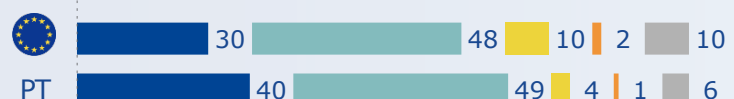
Environmental labels and claims

q7 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



Companies often make misleading environmental claims, leading customers to believe that their product or service is environmentally friendly



Legend for q7:
 Strongly agree (Dark Blue), Somewhat agree (Teal), Somewhat disagree (Yellow), Strongly disagree (Orange), Don't know (Grey)