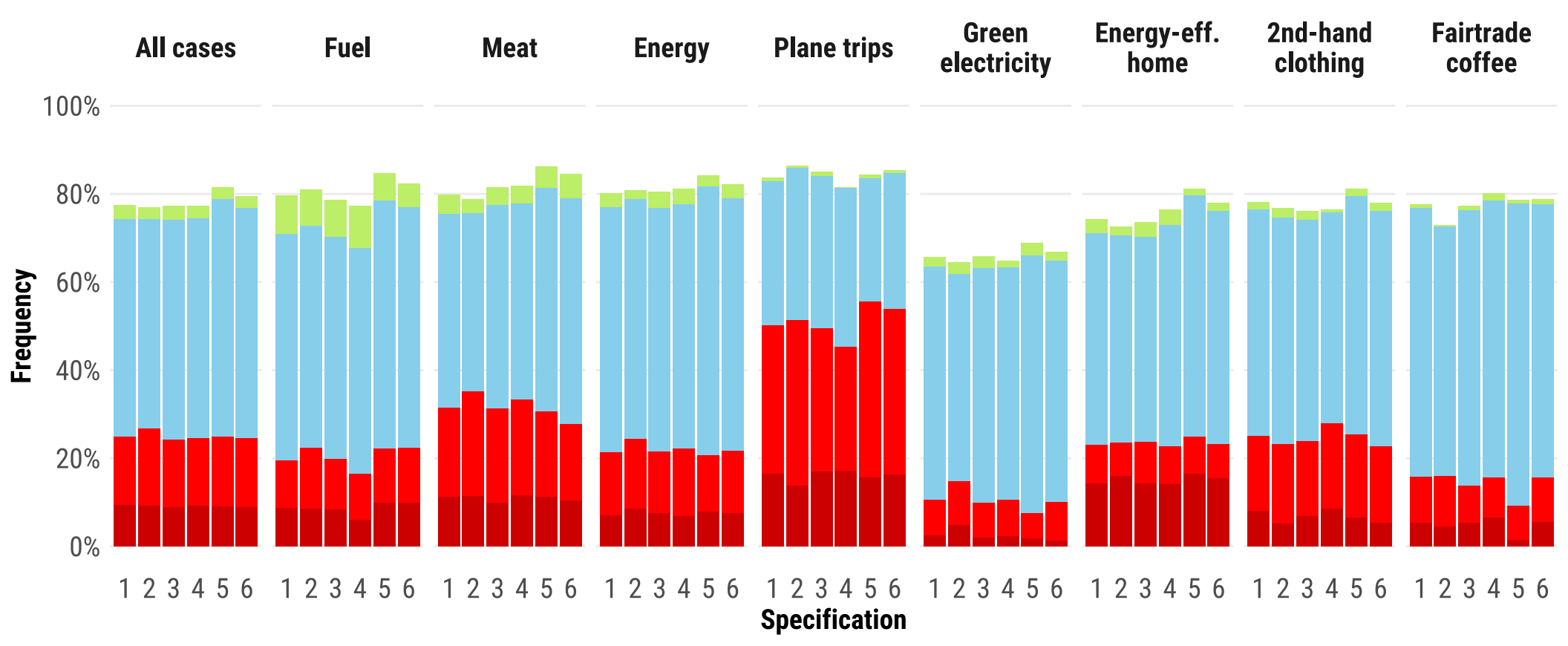
All cases
Fuel
Meat
Energy
Plane trips
Green electricity
Energy-eff. home
2nd-hand clothing
Fairtrade coffee
100%
80%
60%
40%
20%
0%
Frequency
1 2 3 4 5 6
Specification
Explanation: Respondents explain a ...
Dampened impact: Offset by others
Dampened impact: Too small to matter
One-to-one impact
Positive multiplier