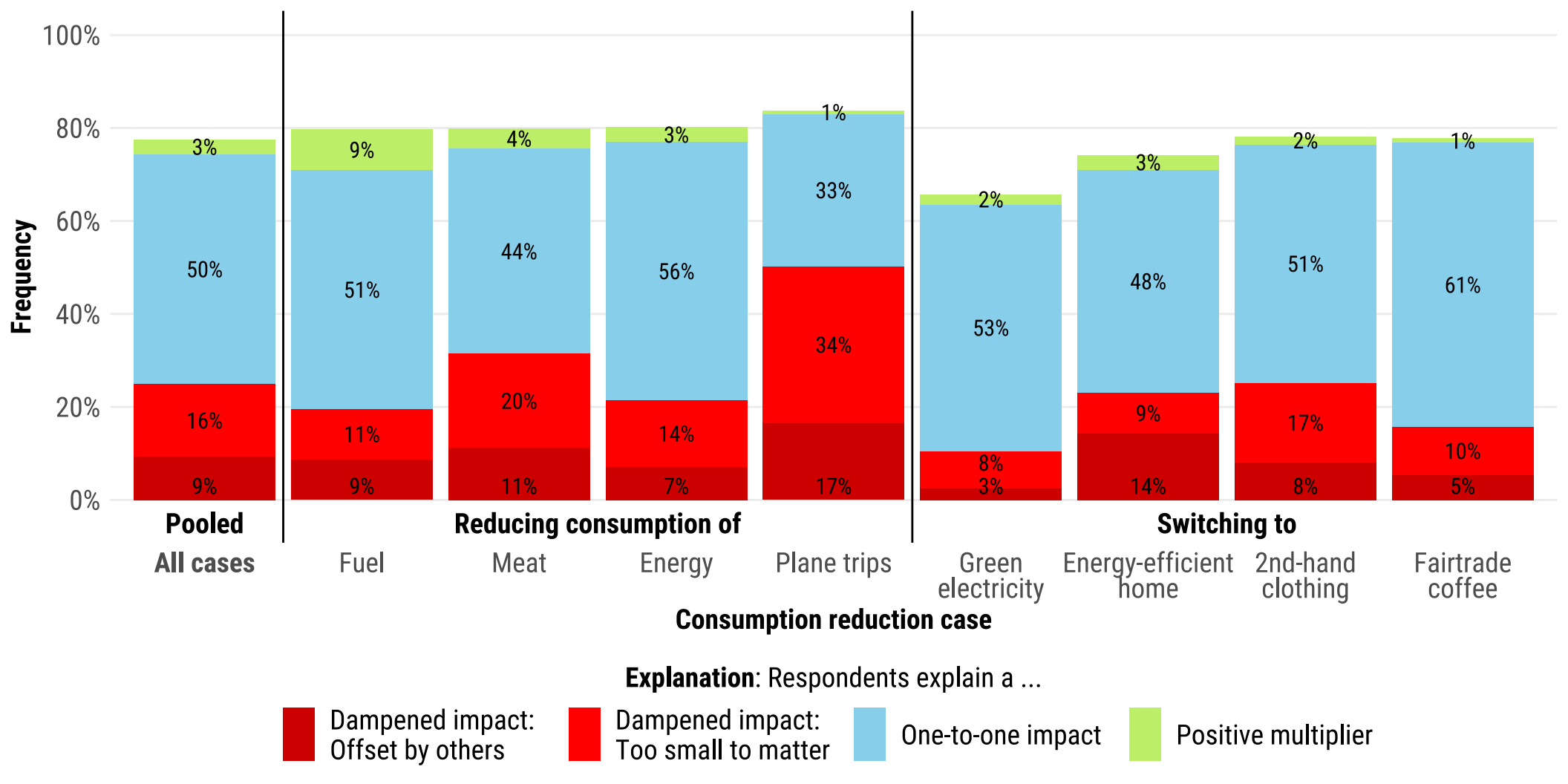
100%
80%
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Frequency
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48%
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14%
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51%
17%
8%
1%
61%
10%
5%
Pooled
All cases
Reducing consumption of
Fuel
Meat
Energy
Plane trips
Switching to
Green electricity
Energy-efficient home
2nd-hand clothing
Fairtrade coffee
Consumption reduction case
Explanation: Respondents explain a ...
Dampened impact: Offset by others
Dampened impact: Too small to matter
One-to-one impact
Positive multiplier