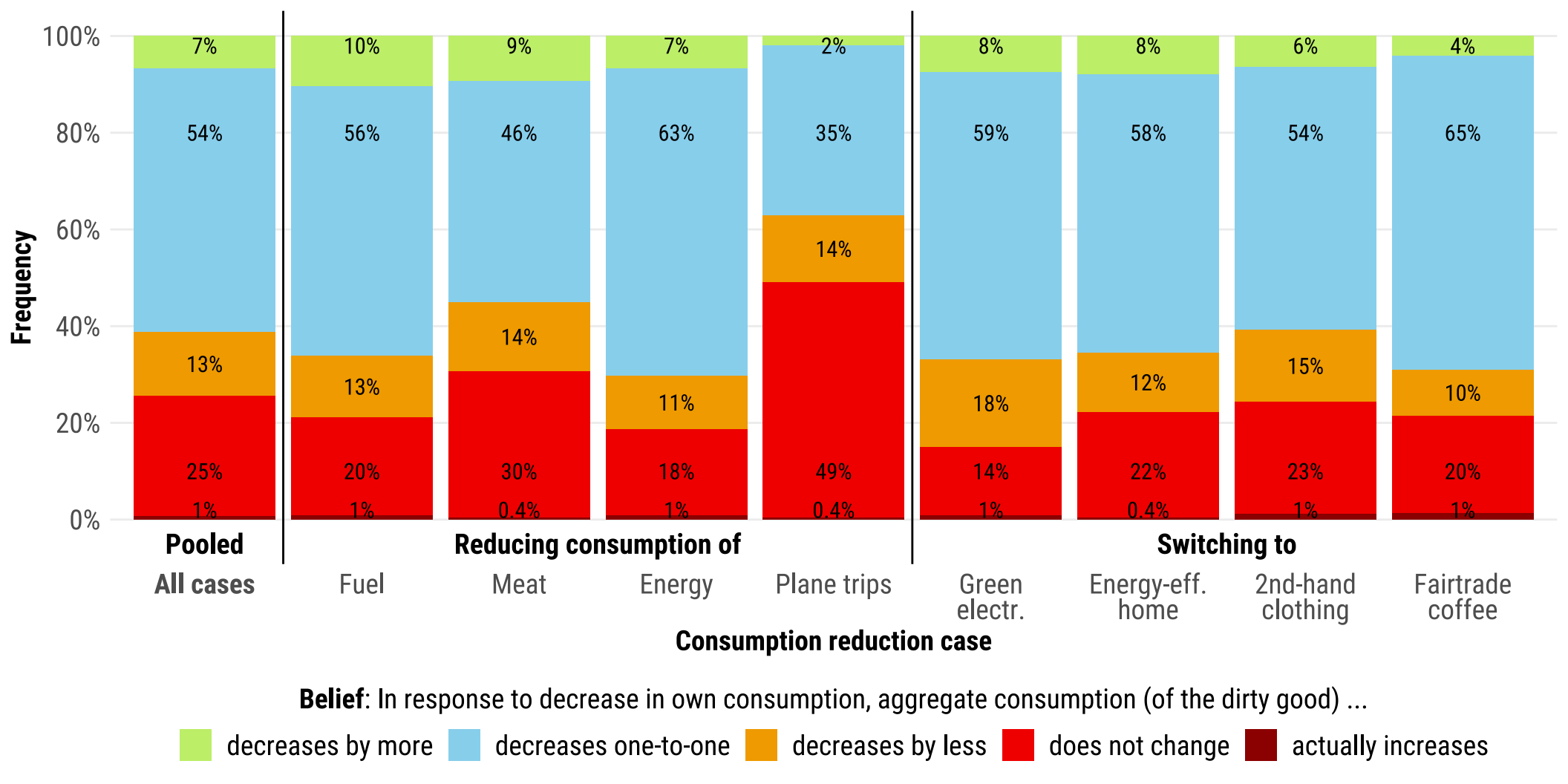
100%
80%
60%
40%
20%
0%
Frequency
7%
54%
13%
25%
1%
10%
56%
13%
20%
1%
9%
46%
14%
30%
0.4%
7%
63%
11%
18%
1%
2%
35%
14%
49%
0.4%
8%
59%
18%
14%
1%
8%
58%
12%
22%
0.4%
6%
54%
15%
23%
1%
4%
65%
10%
20%
1%
Pooled
All cases
Reducing consumption of
Fuel
Meat
Energy
Plane trips
Switching to
Green electr.
Energy-eff. home
2nd-hand clothing
Fairtrade coffee
Consumption reduction case
Belief: In response to decrease in own consumption, aggregate consumption (of the dirty good) ...
decreases by more
decreases one-to-one
decreases by less
does not change
actually increases