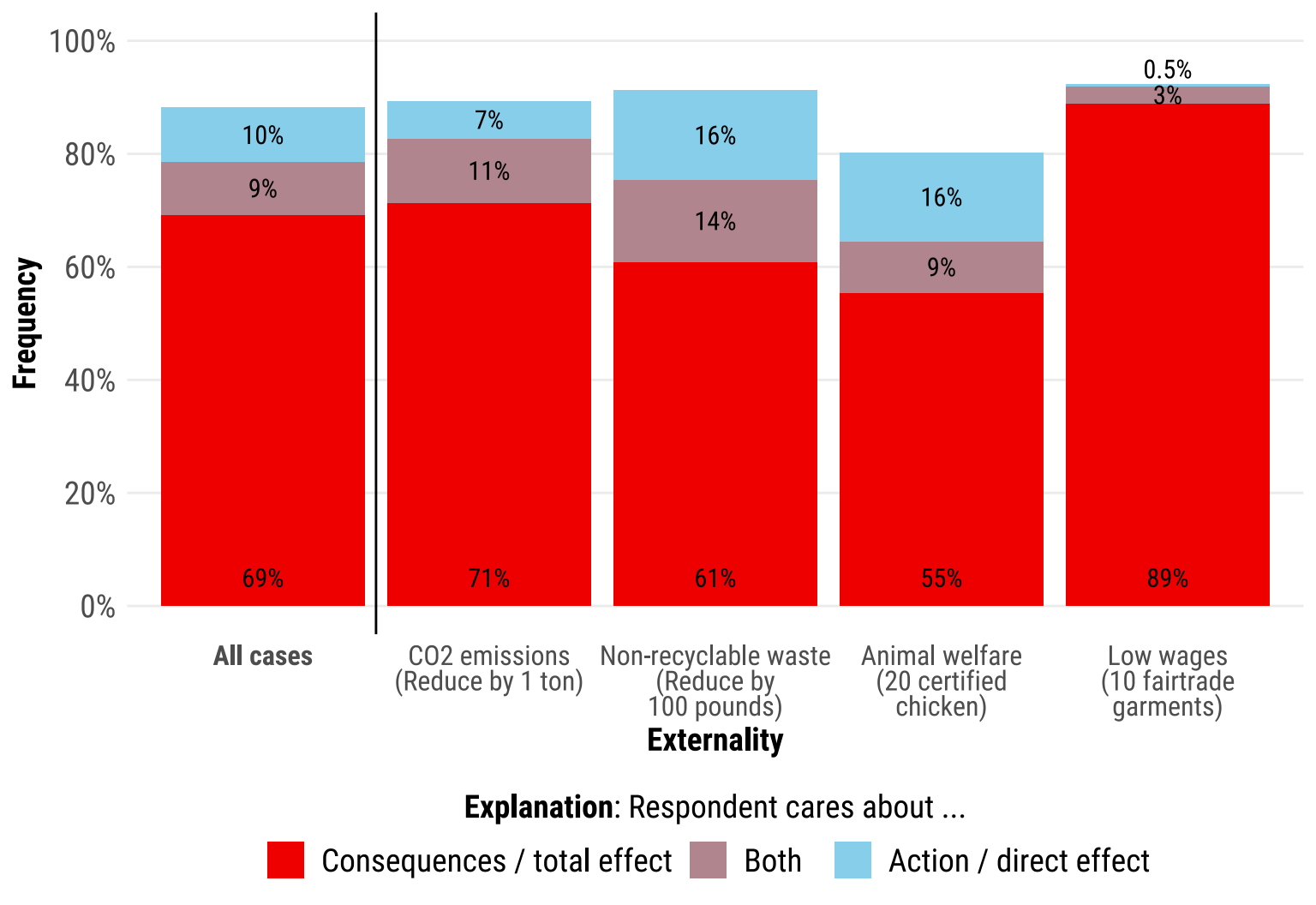
100%
80%
60%
40%
20%
0%
Frequency
10%
9%
69%
7%
11%
71%
16%
14%
61%
16%
9%
55%
0.5%
3%
89%
All cases
CO2 emissions (Reduce by 1 ton)
Non-recyclable waste (Reduce by 100 pounds)
Animal welfare (20 certified chicken)
Low wages (10 fairtrade garments)
Externality
Explanation: Respondent cares about ...
Consequences / total effect
Both
Action / direct effect