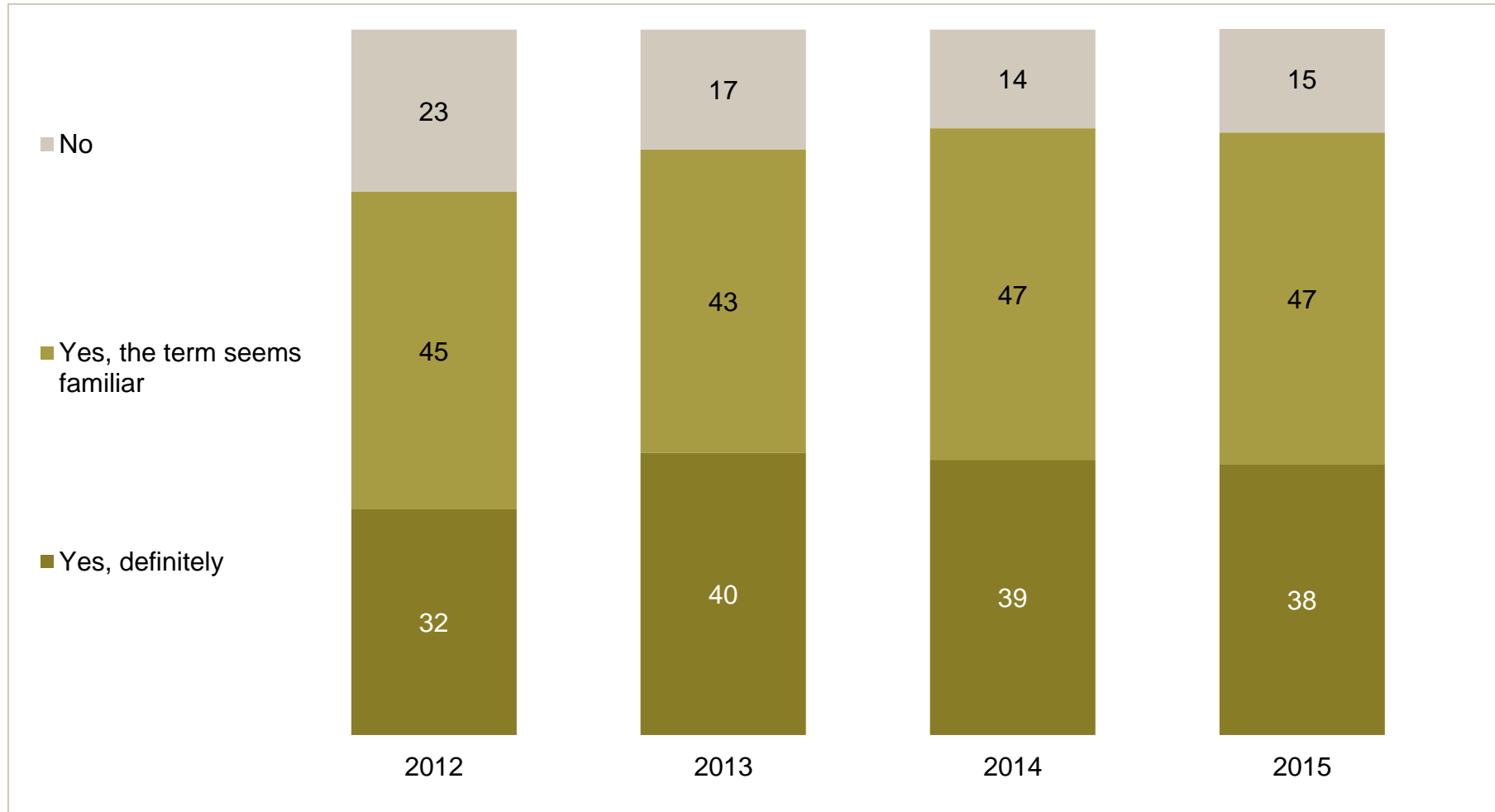


# No increase in awareness of the term 'sustainability'

## Awareness of the term 'sustainability'

Multiple-choice, figures in % (rounded)

Question: Have you ever heard, seen or read the term 'sustainability'?



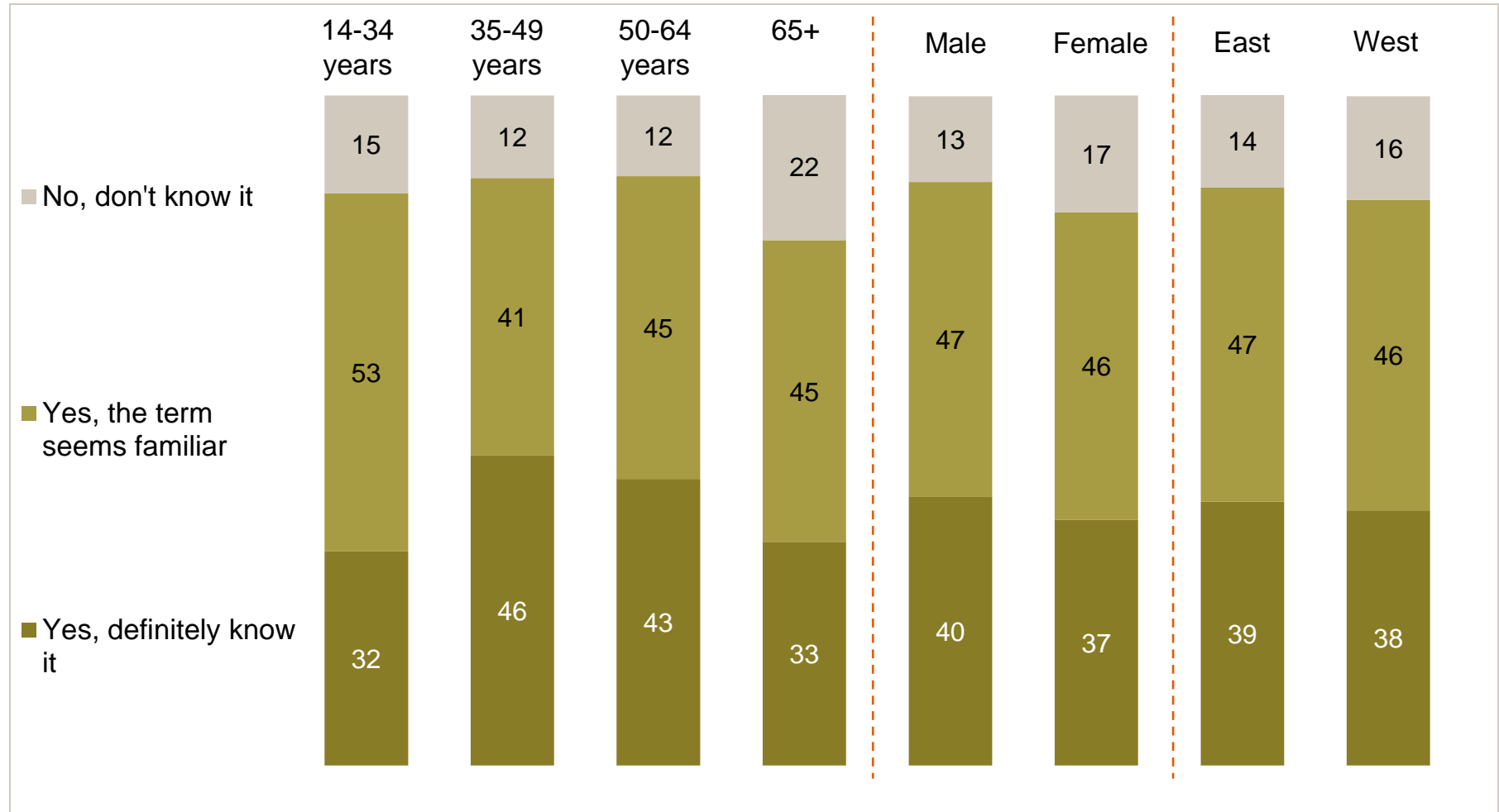
Source: omnibus survey on behalf of the GfK Verein (September 2015: 967 respondents, September 2014: 1,023 respondents, September 2013: 1,031 respondents, September 2012: 1,079 respondents)

# Level of awareness of the term 'sustainability' first increases with age but then decreases again

## Awareness of the term 'sustainability' by age group, region and gender (2015)

Multiple-choice, figures in % (rounded)

Question: Have you ever heard, seen or read the term 'sustainability'?

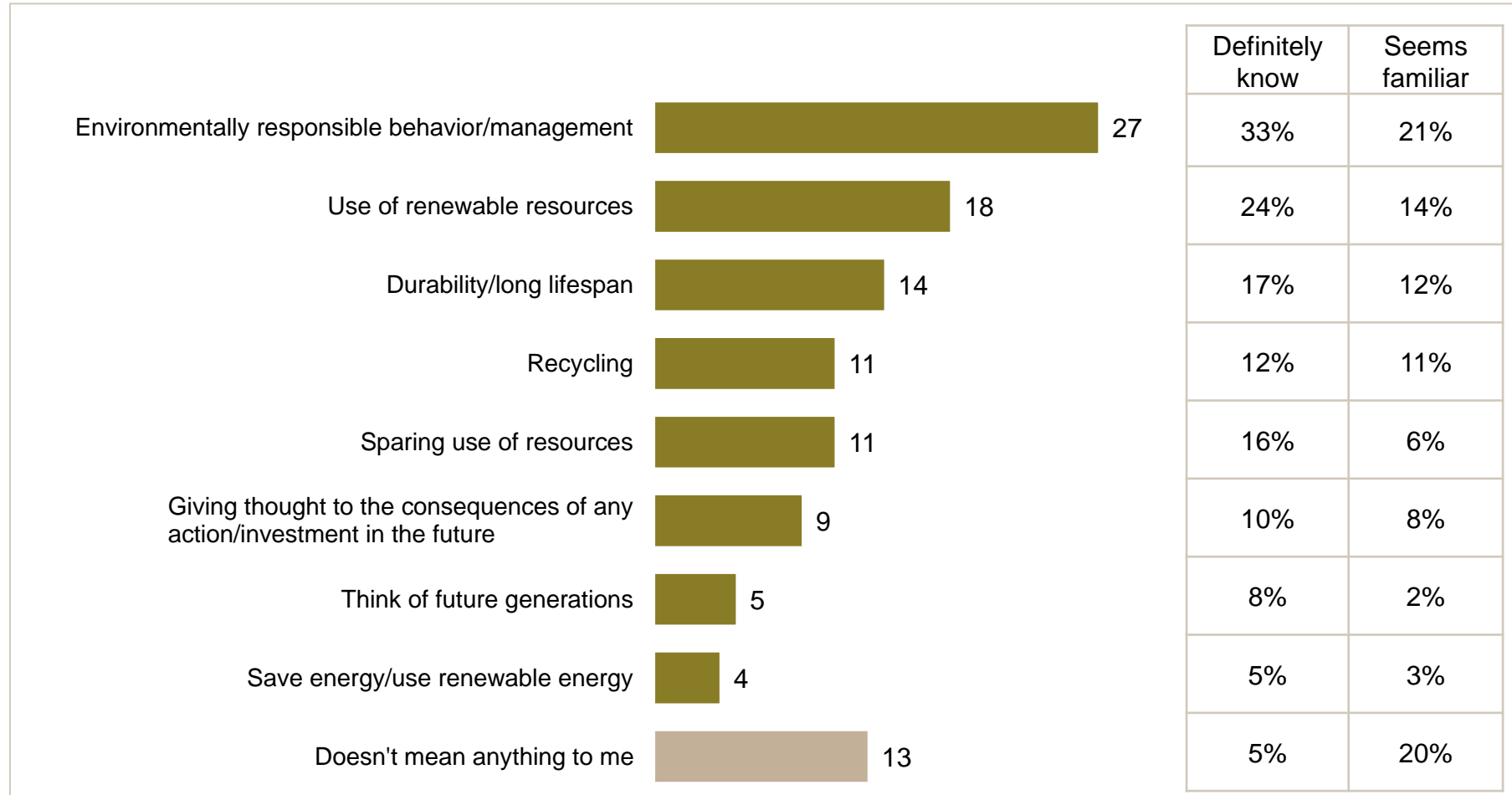


Source: omnibus survey on behalf of the GfK Verein (September 2015: 967 respondents)

# People who know the term 'sustainability' primarily associate it with environmental issues

## What people associate with the term 'sustainability' (2015)

Free responses, figures in % (rounded), **sub-group: definitely know the term/term seems familiar (those aware of the term)**  
Question: Irrespective of whether you do or don't know the term 'sustainability', when you hear it what springs to mind and what do you associate with it?



Source: omnibus survey on behalf of the GfK Verein (September 2014: 967 respondents, of whom 820 are aware of the term, with 371 stating they "definitely know the term" and 449 "the term seems familiar")

# 'Environmental responsibility' has replaced 'durability' as the key association since 2012

## What people associate with the term 'sustainability'

Free responses, figures in % (rounded), **sub-group: definitely know the term/term seems familiar (those aware of the term)**

Question: Irrespective of whether you do or don't know the term 'sustainability', when you here it what springs to mind and what do you associate with it?

<b>Sub-group: definitely know the term/ term seems familiar</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
Environmentally responsible behavior	14%	24%	25%	27%
Durability	21%	20%	19%	14%
Renewable resources	16%	16%	19%	18%
Sparing use of resources	16%	14%	15%	11%
Recycling	7%	6%	10%	11%
Giving thought to the consequences of any action	9%	10%	9%	9%
Future generations	6%	6%	5%	5%
Save energy	7%	7%	4%	4%
No idea	14%	11%	11%	13%
No. of those aware of the term	835	858	881	820

Source: omnibus survey on behalf of the GfK Verein (September 2015: 967 respondents, of whom 820 are aware of the term)

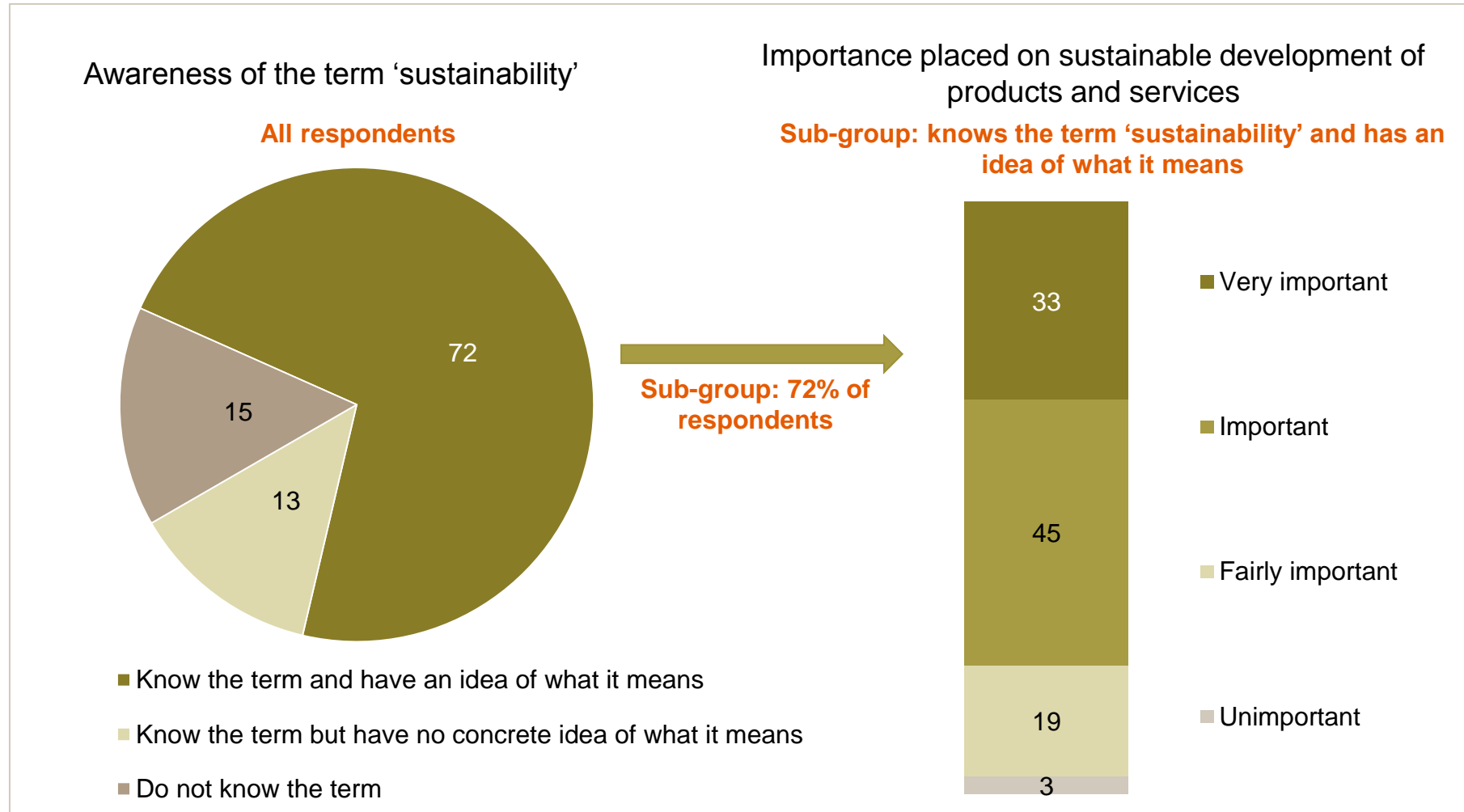
# Survey description

Source	GfK Verein / GfK Compact	GfK Verein / GfK Compact	GfK Verein / GfK Compact	GfK Verein / GfK Compact
Method	GfK Classic Bus, face-to-face interviews	GfK Classic Bus, face-to-face interviews	GfK Classic Bus, face-to-face interviews	GfK Classic Bus, face-to-face interviews
Survey period	September 2015	September 2014	September 2013	September 2012
Target groups	German population aged 14 or over (representative)	German population aged 14 or over (representative)	Population aged 14 or over (representative)	Population aged 14 or over (representative)
Sample	N = 967 respondents	N = 1,023 respondents	N = 1,031 respondents	N = 1,079 respondents
of which				
men	n = 474	n = 464	n = 456	n = 480
women	n = 493	n = 559	n = 575	n = 599
14-34 years	n = 275	n = 226	n = 229	n = 265
35-49 years	n = 235	n = 278	n = 271	n = 281
50-64 years	n = 232	n = 312	n = 311	n = 309
65+	n = 225	n = 207	n = 220	n = 224
West Germany	n = 771	n = 788	n = 815	n = 833
East Germany	n = 196	n = 235	n = 216	n = 246

# Sustainable products and services are very important to 33% of those who genuinely know the term

## Importance of sustainably developed products and services (2015)

Multiple-choice, figures in % (rounded)



Source: omnibus survey on behalf of the GfK Verein (September 2015: 967 respondents, of whom 691 know the term and what it means)