

# Consumer Behaviour Quiz



# Consumerism



Q1: How much water is needed to produce one pair of jeans?



A: 100 l

B: 500 l

C: 5 000 l

D: 12 000 l

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Q2: In order to retrieve 1 gram of gold for the production of 50 smartphones, how much ore needs to be dislodged?



A: ½ ton

B: 1 ton

C: 1.5 tons

D: 2 tons

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Q3: How many resources does every German citizen use each day through consumption?



A: 50 kg

B: 200 kg

C: 350 kg

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Q3: How many resources does every German citizen use each day through consumption?



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Q4: The resources each human being consumes should not exceed what can be produced on 1.7 ha of land. How much land does each German require?



A: 5.1 ha

B: 7.3 ha

C: 8.9 ha

D: 10 ha

Q4: The resources each human being consumes should not exceed what can be produced on 1.7 ha of land. How much land does each German require?



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Q5: Which of the following options are **NOT** sustainable?



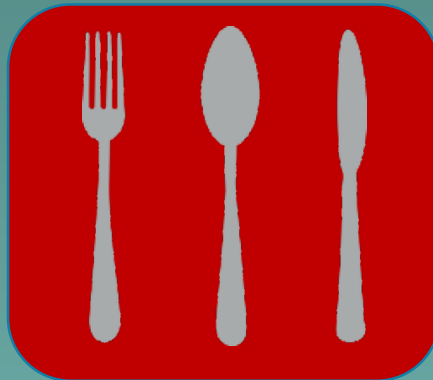
- A: Buying unpackaged groceries and avoiding packaged products.
- B: Using electronic devices until the end of their lifespan.
- C: Buying only the newest and cheapest clothes.
- D: Reselling or giving away unwanted clothes.

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# Foodstuff



Q6: How much more CO<sub>2</sub> per kg is emitted by transporting food by ship from overseas instead of using regional produce?



- A: Half as much. Ships are very energy efficient these days!
- B: Twice as much
- C: Eightfold the amount
- D: Eleven times as much

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Q7: How much CO<sub>2</sub>-equivalents\* could be saved, if only bananas, coffee, and tea would be imported from overseas to Germany?



A: 7%

B: 14%

C: 22%

D: 29%

\*This index expresses the warming effect of a certain amount of a greenhouse gas over a set period of time in comparison to CO<sub>2</sub>. In this way, greenhouse gases can be calculated as CO<sub>2</sub> equivalents.



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Q8: How much CO<sub>2</sub> emissions per capita do the current eating habits of Germans produce per year?



A: 0.6 tons

B: 1.5 tons

C: 2.1 tons

D: 2.5 tons

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Q9: How much regional vegetables could be transported within Germany for each kilo of overseas vegetables flown in by airplane?



A: 12 kg

B: 37 kg

C: 75 kg

D: 90 kg

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B: 37 kg

C: 75 kg

D: 90 kg

Q10: How can CO<sub>2</sub> emissions in the food sector **NOT** be efficiently reduced?



- A: By buying seasonal and regional fruits and vegetables.
- B: By using sailing transport ships instead of motorized ones.
- C: By buying mainly plant-based and unprocessed food.
- D: By buying fruits/vegetables without or in recycled packages.

Q10: How can CO<sub>2</sub> emissions in the food sector **NOT** be efficiently reduced?



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# Diet





Q11: Which diet produces the smallest amount of CO<sub>2</sub>?



- A: Vegetarian based on conventional agriculture.
- B: Vegetarian based on organic agriculture.
- C: Vegan based on conventional agriculture.
- D: Vegan based on organic agriculture.

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Q12: What are **NO** advantages of organic agriculture?



- A: The farm animals get daily massages.
- B: Less CO<sub>2</sub> emissions (no synthetic fertilizer/pesticides).
- C: Ideally, animals are kept in a near-natural habitat.
- D: No use of genetic engineering.

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Q13: By how much can you reduce the CO<sub>2</sub> emissions of your diet by increasing consumption of organic products? By...



A: 5%

B: 10%

C: 15%

D: 20%

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A: 5%

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# Q14: How can you go shopping in a more sustainable way?



- A: Always buy organic, seasonal, regional groceries.
- B: Vegetables should only be watered with groundwater.
- C: Fruits/vegetables should be organic, seasonal, regional.
- D: Organic all the way. Nothing else matters!

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- D: Organic all the way. Nothing else matters!



# Q15: Why can you reduce CO<sub>2</sub> with a meal made out of organic food?



- Organic groceries do not use energy-intensive chemical fertilizers and toxic pesticides.
- A cow from an organic farm emits less methane.
- Shorter cooking time for organic food.
- Less transport emissions because the food is growing locally.

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# Meat Consumption



Q16: What percentage of global CO<sub>2</sub> emissions is produced due to global livestock farming?



A: 3%

B: 7%

C: 20%

D: 36%

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# Q17: Why is global livestock farming responsible for so much CO<sub>2</sub> emissions?



- A: Cows produce lots of methane, a very potent greenhouse gas.
- B: Goats burp tremendous amounts of CO<sub>2</sub>.
- C: Deforestation for livestock fodder results in CO<sub>2</sub> emissions.
- D: Chickens release CO<sub>2</sub> deposited in the ground by picking.

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Q18: How much CO<sub>2</sub> is released in the process of producing 1 kg of beef?



A: 5.2 kg

B: 13.3 kg

C: 15 kg

D: 17.1 kg



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Q19: What percentage of greenhouse gases is being caused by animal husbandry in German agriculture?



A: 21%

B: 35%

C: 57%

D: 71%

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## Q20: How can you reduce CO<sub>2</sub>-emissions from meat consumption?



- A: Only consume meat from cows with reduced carbon emissions.
- B: Reduce your meat consumption to 300 – 600 g per week.
- C: Eat meat from conventional livestock farming.
- D: Eat the bones.

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# Food Waste



Q21: How much of the globally produced groceries get thrown away every year?



A: None

B: 1/3

C: Half

D: 75%

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Q22: How much agricultural land is wasted globally for groceries that get thrown away?



A: 10%

B: 20%

C: 30%

D: 40%

Q22: How much agricultural land is wasted globally for groceries that get thrown away?



A: 10%

B: 20%

C: 30%

D: 40%

Q23: How much groceries are thrown away in Germany each year?



A: 1 million tons

B: 5 million tons

C: 7 million tons

D: 11 million tons

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Q24: Considering the waste in the production chain of groceries, how much food is thrown away in Europe per capita each year?



A: 280-300 kg

B: 320-350 kg

C: 410-430 kg

D: 480-500 kg

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Q25: Which of these is the least efficient way to avoid food waste?



- A: Don't buy too much groceries so you can finish them in time.
- B: Buy "ugly" fruits and vegetables. They also taste good.
- C: Level 5 vegan. Don't eat anything that casts a shadow.
- D: Check if the product is still eatable after it expired.

Q25: Which of these is the least efficient way to avoid food waste?



- A: Don't buy too much groceries so you can finish them in time.
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# Energy Consumption



Q26: Worldwide Iceland has the highest energy consumption per capita/year. Why do Icelanders not worry about this?



- A: They have ample nuclear plants and high safety standards.
- B: Due to the small population the consumption is irrelevant.
- C: They obtain their energy from hydro- and geothermal energy.
- D: Iceland receives oil from Saudi Arabia in exchange for ice.

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Q27: How much CO<sub>2</sub> emissions are caused by the production of 1 kWh in Germany?



A: 121 g

B: 564 g

C: 638 g

D: 1244 g

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Q28: How much CO<sub>2</sub> emissions are caused by a single Google search query?



A: 0.8 g

B: 1.6 g

C: 2 g

D: 2.7 g

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B: 1.6 g

C: 2 g

D: 2.7 g

Q29: Which of the following are ineffective measures to reduce CO<sub>2</sub> emissions in the energy sector?



- A: Make sure your devices have an energy rating of at least “A”.
- B: Stay fit and save money by using a bike generator at home.
- C: No stand-by mode! It'll save you money and the environment.
- D: Heat max. to 21°C! Every degree more requires 6% more energy.



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Q30: How much money can you save annually by using a 15-watt lightbulb instead of a 70-watt?



A: 10 Euro

B: 20 Euro

C: None

D: 35 Euro

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C: None

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# Water



Q31: How much has the global water consumption increased between 1930 and 2000? It has...



A: not changed.

B: doubled.

C: sextupled.

D: increased tenfold.

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Q32: What does the term “virtual water consumption” stand for?



- A: Only water necessary to run household appliances.
- B: The water used by my Second Life character.
- C: The water consumption of an entire household.
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Q33: How much water does a German consume on average each day?



A: 53 l

B: 96 l

C: 121 l

D: 300 l

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A: 53 l

B: 96 l

C: 121 l

D: 300 l

Q34: Which of the following makes up the biggest part of the water usage in private households?



- A: Flushing the toilet
- B: Watering plants
- C: Bathing and showering
- D: Drinking and cooking

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Q35: Which of the following is an ineffective way of saving water?



- A: Taking a shower instead of taking a bath.
- B: Switching off the shower while soaping.
- C: Taking a bath instead of taking a shower.
- D: Using rain water for watering the plants.

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# Traffic



Q36: What does **NOT** cause the increase of global road traffic?



- A: Price increase of train tickets
- B: Urbanisation
- C: Population growth
- D: Economic growth



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Q37: What are **NO** consequences of global traffic growth?



- A: Increased environmental pollution.
- B: More beautiful night skies around the globe.
- C: The increase in CO<sub>2</sub>-emissions.
- D: The increase in traffic jams.

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Q38: Which is the most climate friendly public transport?



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C: Airplane

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Q39: Which city in Germany has the highest volume of traffic and the highest fine dust pollution?



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B: Stuttgart

C: Hamburg

D: Köln

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# Q40: What are ineffective measures in reducing CO<sub>2</sub> emissions in the traffic sector?



- A: Travel with the train instead of an airplane.
- B: Use the bike for short distances or walk.
- C: Use public transport for getting around in your city.
- D: Purchase a solar powered jet.



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