Questions about consumption habits and daily life (Surveys 1 and 2)

Answer the questions below, according to your own habits as a consumer.
1. Do you know what this label means? If you know, please write it down.

2. Indicate which of the product categories shown below you would buy (select only one option in each category).
   2.1. Rice
   □ Hacendado  □ Día  □ SOS  □ Brillante  □ Nomen
   2.2. Toothpaste
   □ Deliplus  □ Colgate  □ Oral-B  □ Licor del Polo  □ Signal
   2.3. Mobile phones
   □ Apple  □ Samsung  □ Lenovo  □ LG  □ Sony
   2.4 Soap
   □ Sanex  □ Cien  □ La Toja  □ Palmolive  □ Dove

Answer the questions below, bearing in mind your habits around issues relating to energy, water, transport, and waste.
3. Do you turn off your computer when you are not going to use it for a reasonable length of time (for example, when you leave the house, the library, etc.)?
   □ Never  □ Rarely  □ Sometimes  □ Often  □ Always
4. At home, do you use low-energy consumption light bulbs?
   □ Never  □ Rarely  □ Sometimes  □ Often  □ Always
5. Which of the following statements reflects how you use the sink or shower tap?
   □ I turn off the tap whenever I can
   □ I turn on the tap when I start, and I do not turn it off until I have finished
6. When you use the washing machine at home, do you fill it completely?
   □ Always
   □ Not always
7. What form of transport do you use to get to university?
   □ Car  □ Motorbike  □ Public transport  □ Bicycle  □ On foot
8. What form of transport do you tend to use to move around your home town?
   □ Car  □ Motorbike  □ Public transport  □ Bicycle  □ On foot
9. What types of domestic waste do you take for recycling?
   Glass (green container) □ Yes □ No  Card/paper (blue container) □ Yes □ No
   Packaging (yellow container) □ Yes □ No  Batteries □ Yes □ No
   Oil □ Yes □ No  Medicines □ Yes □ No
10. When you are recycling domestic waste, do you take the tops and corks off glass jars and bottles?
    □ Yes  □ No

Questions about corporate social responsibility management (Surveys 1 and 2)

Please indicate your level of agreement or disagreement with the statements below, bearing in mind that the possible answer may vary in an increasing scale of 1 to 5 points, as it appears in the following table:

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

11. Being ethical and socially responsible is the most important thing a firm can do.  1 2 3 4 5
12. Communication is more important to the overall effectiveness of an organization than whether or not it is concerned with ethics and social responsibility.

13. Corporate planning and goal setting sessions should include discussions of ethics and social responsibility.

14. The most important concern for a firm is making a profit, even if it means bending or breaking the rules.

15. The ethics and social responsibility of a firm are essential to its long-term profitability.

16. The overall effectiveness of a business can be determined to a great extent by the degree to which it is ethical and socially responsible.

17. To remain competitive in a global environment, business firms will have to disregard ethics and social responsibility.

18. Social responsibility and profitability can be compatible.

19. Business ethics and social responsibility are critical to the survival of a business enterprise.

20. A firm’s first priority should be employee morale.

21. Business has a social responsibility beyond making a profit.

22. If survival of a business enterprise is at stake, then you must forget about ethics and social responsibility.

23. Efficiency is much more important to a firm than whether or not the firm is seen as ethical or socially responsible.

24. Good ethics is often good business.

25. If the stockholders are unhappy, nothing else matters.

---

**Evaluation of the teaching initiative (Survey 2)**

Assess the value of what you have learned from nothing (1) to a lot (5) from the teaching initiative you undertook.

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>How much do you believe you learned during the practical session on corporate social responsibility from using “responsible apps”?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>How much do you believe you would have learned about corporate social responsibility from a more traditional methodology?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Assess your attitude from very negative (1) to very positive (5) toward the contents taught in the teaching initiative.

<table>
<thead>
<tr>
<th>Very Negative</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Very Positive</th>
</tr>
</thead>
</table>

Assess the contents taught from not at all useful (1) to very useful (5) in the teaching initiative.

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
</table>
Assess the likelihood, from very unlikely (1) to very likely (5), of signing up for a course or seminar on a similar subject (CSR), if you had the opportunity to do so.

<table>
<thead>
<tr>
<th>Not at all Useful</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Very Useful</th>
</tr>
</thead>
</table>

Assess the likelihood, from very unlikely (1) to very likely (5), of signing up for a course or seminar using a similar methodology (apps), if you had the opportunity to do so.

<table>
<thead>
<tr>
<th>Very Unlikely</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Very Likely</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Very Unlikely</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Very Likely</th>
</tr>
</thead>
</table>