VIEWS ON SUSTAINABILITY

United Arab Emirates Edition

August 2023

GAME CHANGERS

Ipsos

Report Overview

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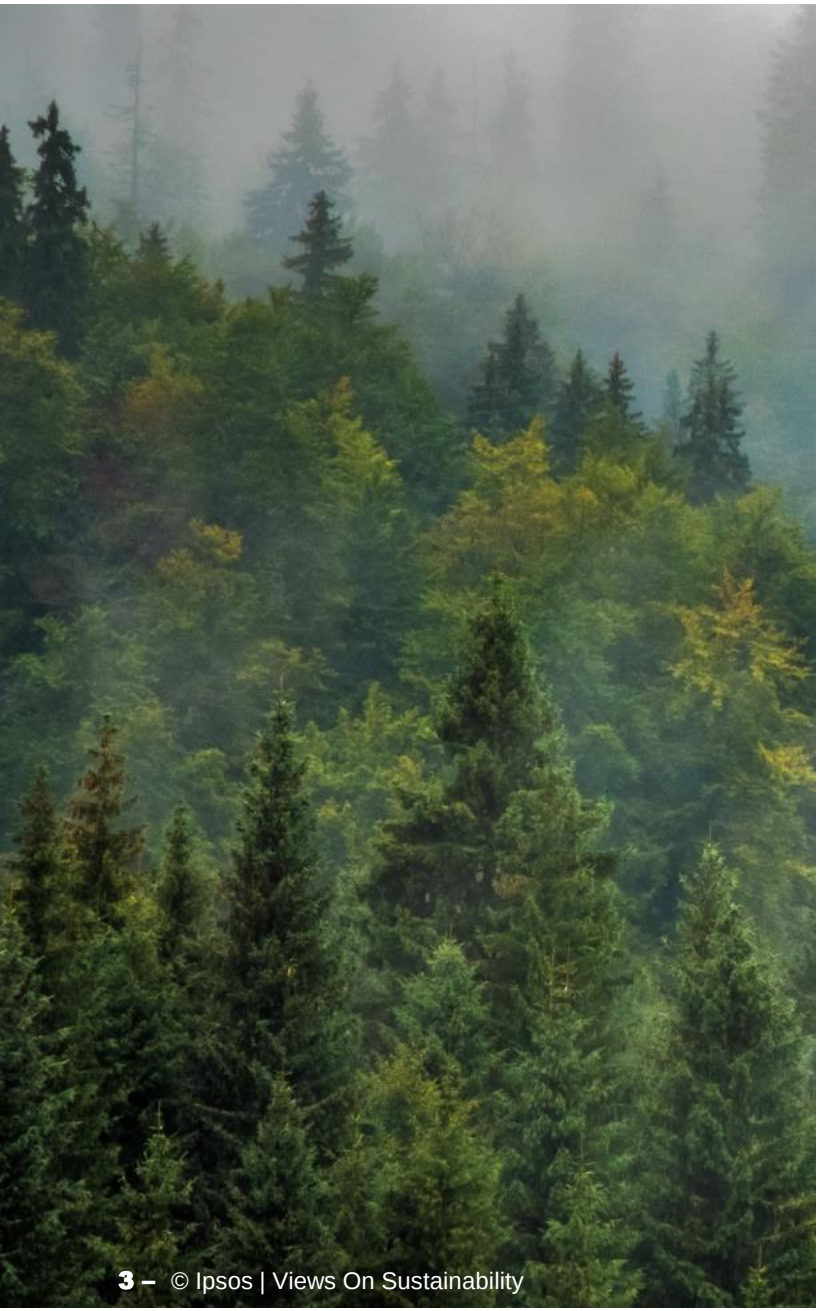
2 THE PUBLIC'S UNDERSTANDING OF SUSTAINABILITY

3 ACTIONS TAKEN TO LIVE MORE SUSTAINABLY

4 SUSTAINABILITY RESPONSIBILITY & INDUSTRY PERCEPTIONS

5 ATTITUDES TOWARDS SUSTAINABILITY



HOW CONCERNED ARE PEOPLE ABOUT ENVIRONMENTAL ISSUES?

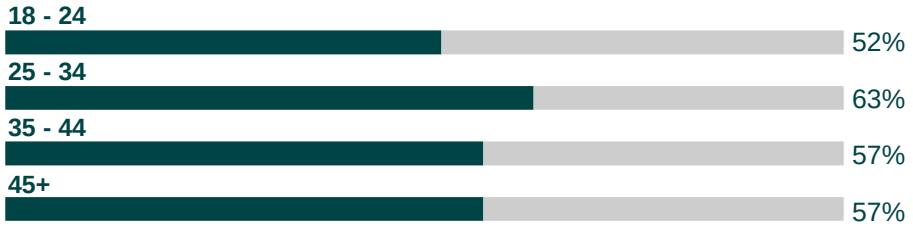
3 In 5 Acknowledge Environmental Issues As A Primary Global Concern

59%

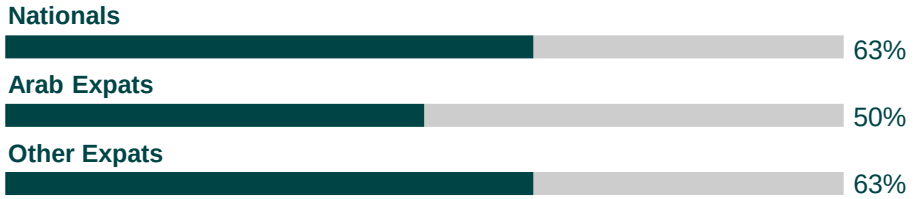
Have Concerns About The Environment

By Gender

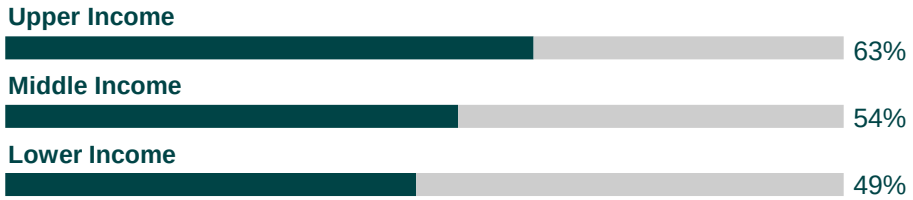
By Age



By Nationality



By Income Level



Q: Which do you think are the 3 biggest issues affecting the world today?

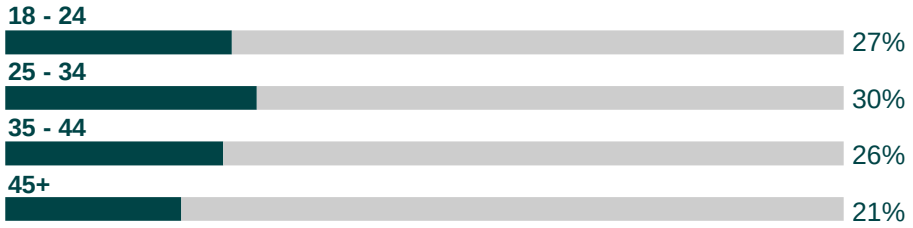
Yet, A Brand's Commitment To Sustainable Practices Only Influences The Brand Selection Of 1 In 4 People

27%

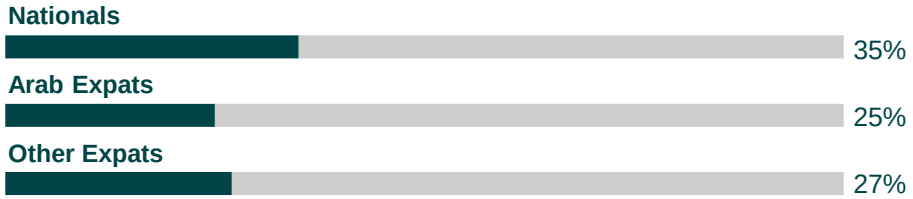
Prioritize Socially Responsible & Eco-Friendly Brands

By Gender

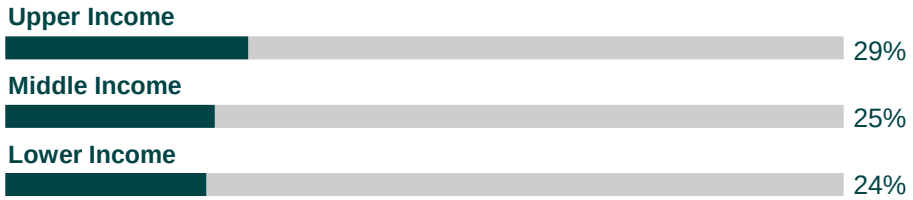
By Age



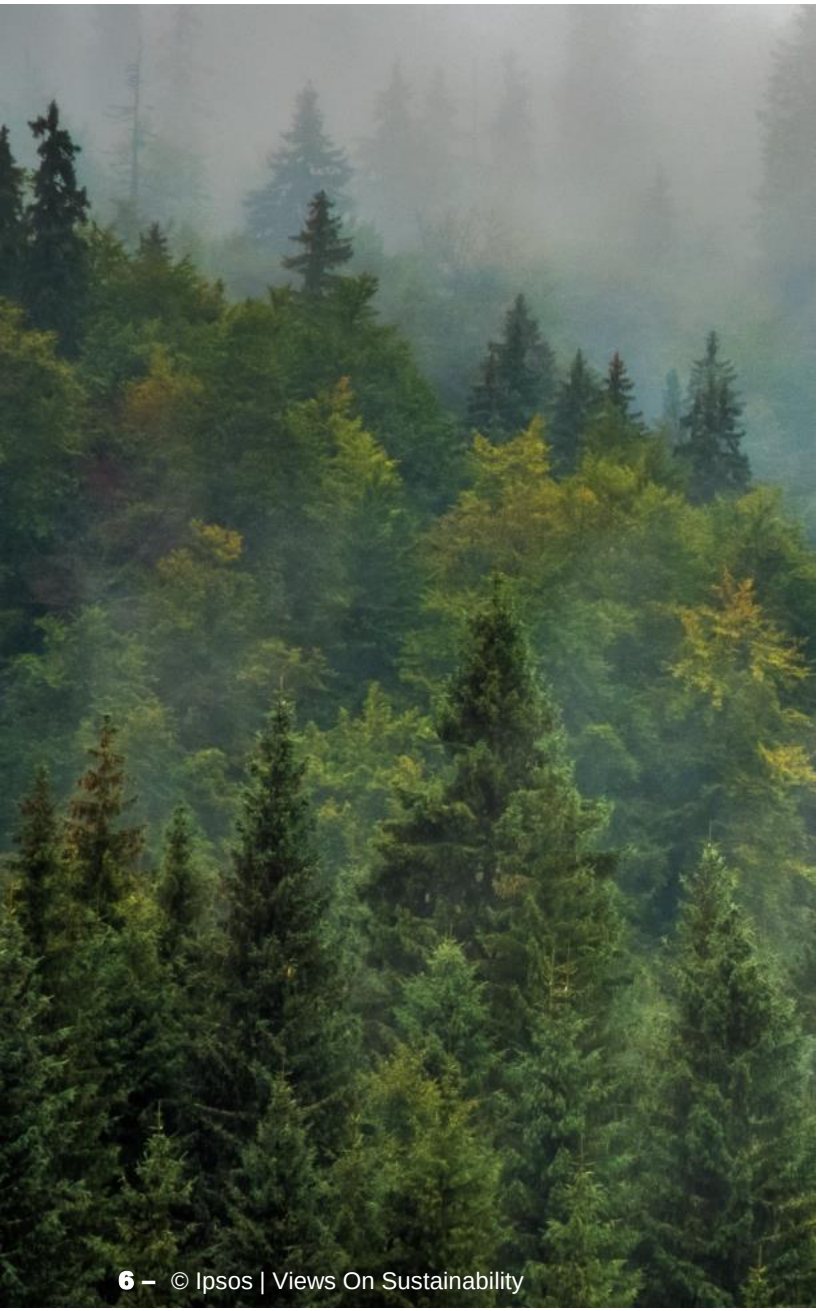
By Nationality



By Income Level



Q: What are the three most important criteria that you consider when purchasing/dealing with a brand in UAE?



THE PUBLIC'S UNDERSTANDING OF SUSTAINABILITY

The Vast Majority Say That They Are Aware Of The Term Sustainability

99%

Are Aware Of The Term Sustainability

By Gender

By Age

By Nationality

By Income Level

Q: Which of the following comes to mind first when hearing the word "Sustainability"?

Sustainability Is Linked To A Diverse Range Of Topics With Renewable Energy Sources Being The First Aspect That Comes To Mind

Top Topics Associated With Sustainability

20%
Using Renewable Energy Sources

14%
Recycling

14%
Reducing Pollution

13%
Nature Preservation

13%
Natural Resources Conservation

12%
Ethical Consumption

8%
Plastic-Free Products

5%
Water Saving

Q: Which of the following comes to mind first when hearing the word "Sustainability"?

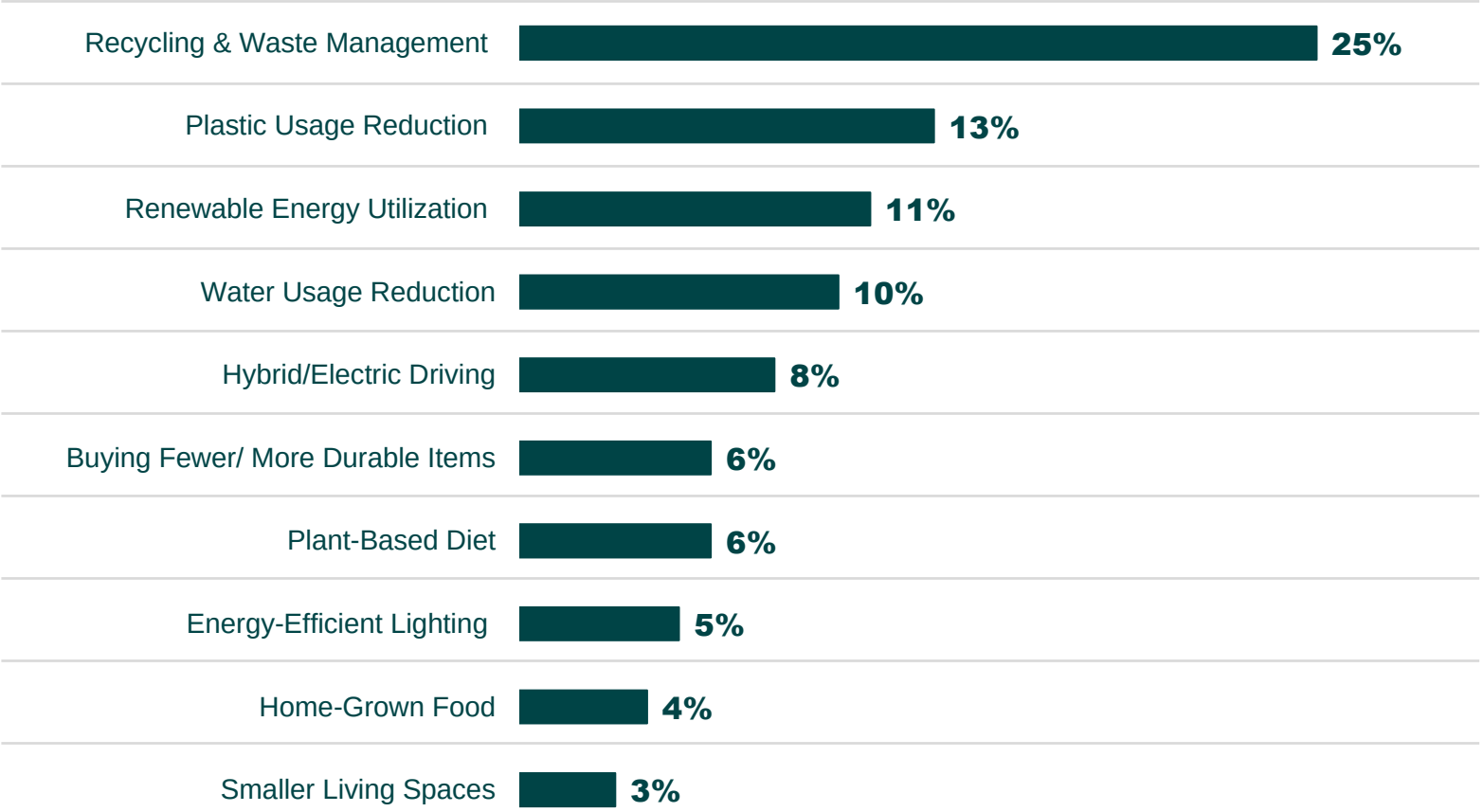
Sustainability Topic Associations By Demographics

	Using Renewable Energy Sources	Recycling	Reducing Pollution	Nature Preservation	Natural Resources Conservation	Ethical Consumption	Plastic-Free Products	Water Saving
	20%	**14%**	**14%**	**13%**	**13%**	**12%**	**8%**	**5%**
Male	21%	13%	15%	14%	12%	11%	8%	5%
Female	20%	15%	10%	11%	14%	14%	10%	6%
18 – 24	23%	13%	9%	16%	12%	12%	5%	6%
25 - 34	19%	12%	16%	13%	13%	12%	11%	3%
35 - 44	18%	12%	15%	16%	11%	13%	8%	5%
45+	24%	20%	12%	6%	13%	9%	6%	9%
Nationals	19%	13%	15%	15%	17%	7%	6%	4%
Arab Expats	22%	18%	10%	8%	18%	14%	6%	3%
Other Expats	20%	12%	15%	15%	9%	11%	10%	6%
Upper Income	22%	15%	15%	14%	11%	11%	6%	3%
Middle Income	19%	12%	11%	11%	16%	10%	11%	10%
Lower Income	14%	13%	14%	14%	9%	17%	12%	5%

Q: Which of the following comes to mind first when hearing the word "Sustainability"?

Yet, People Have A Misguided Assessment Of Impactful Actions On Sustainability Where They Tend Underestimate Impactful Measures

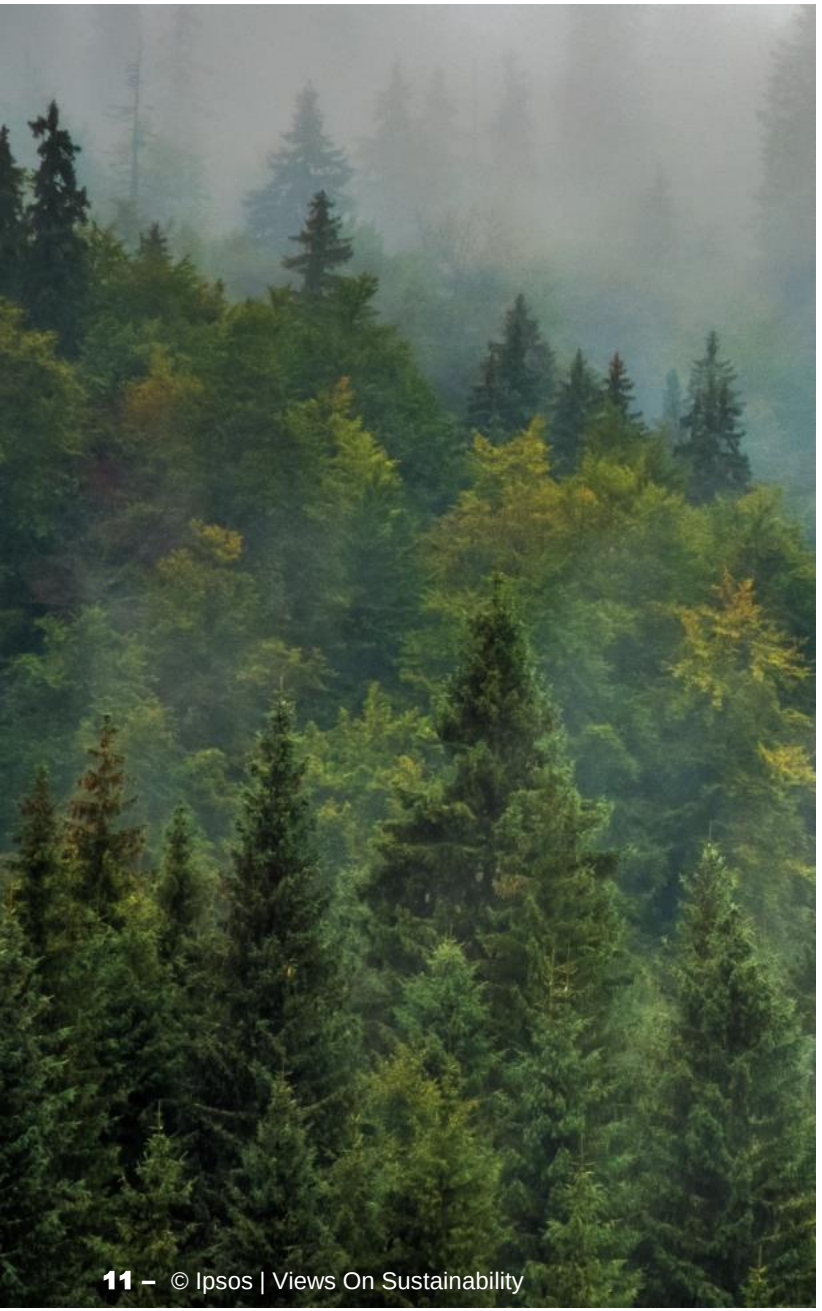
Top 10 Actions Perceived To Have The Most Impact



Top 5 Actual Impact Actions Rank*		Perceived Rank
Avoiding Having/ Having Less Children	1	13
Living Car-Free	2	12
Avoiding Long-Distance Air Travel	3	11
Renewable Energy Utilization	4	3
Hybrid/ Electric Driving	5	5

Source: Institute Of Physics 2017

Q: Which of the following actions, do you think would have the most impact on sustainability?



ACTIONS TAKEN TO LIVE MORE SUSTAINABLY

The Majority Have Embraced Sustainability Practices In Their Lives In One Way Or Another

98%

Have Taken Steps That Are Linked To A More Sustainable Lifestyle

By Gender

By Age

By Nationality

By Income Level

Q: What steps have you personally taken to live a more sustainable lifestyle?

People Implement Many Sustainability-positive Actions, Such As Recycling, Reducing Plastic Consumption, And Reducing Water Usage

Sustainability Actions Taken

35% Recycle & Manage Waste

34% Buy/ Use Products With Less Plastic

31% Reduce Water Usage

30% Use Low-Energy Lightbulbs

27% Walk More For Transportation

24% Consciously Buy Fewer Items

19% Eat Less Meat/ Have A Plant-Based Diet

18% Drive Hybrid/ Electric Cars

18% Grow Their Own Food

16% Switched To Renewable Electricity

14% Avoid Long-Distance Air Travel

10% Avoid Having/Have Less Children

Q: What steps have you personally taken to live a more sustainable lifestyle?

People Would Be Motivated To Live A More Sustainable Lifestyle If They Were More Aware Of Sustainable Practices, And If Such Practices Were More Convenient

Motivators For Sustainable Living

41%
If Sustainable Practices Are Convenient

40%
Being More Aware Of Sustainable Practices Implementation

36%
If There's An Economic Incentive

35%
If Sustainable Practices Don't Have An Extra Cost

31%
If Sustainable Practices Are Also Applied by Others

31%
If The Law Requires It

Q: What would encourage you the most to live a more sustainable lifestyle, and incorporate sustainable practices into your daily routine?

Motivators For Sustainable Living By Demographics

	If Sustainable Practices Are Convenient	Being More Aware Of Sustainable Practices Implementation	If There's An Economic Incentive	If Sustainable Practices Don't Have An Extra Cost	If Sustainable Practices Are Also Applied by Others	If The Law Requires It
	41%	**40%**	**36%**	**35%**	**31%**	**31%**
Male	41%	39%	37%	36%	33%	31%
Female	41%	43%	34%	34%	25%	29%
18 – 24	33%	31%	40%	30%	29%	20%
25 - 34	37%	43%	34%	34%	30%	34%
35 - 44	47%	42%	39%	35%	40%	33%
45+	50%	40%	34%	43%	21%	30%
Nationals	33%	58%	27%	32%	32%	30%
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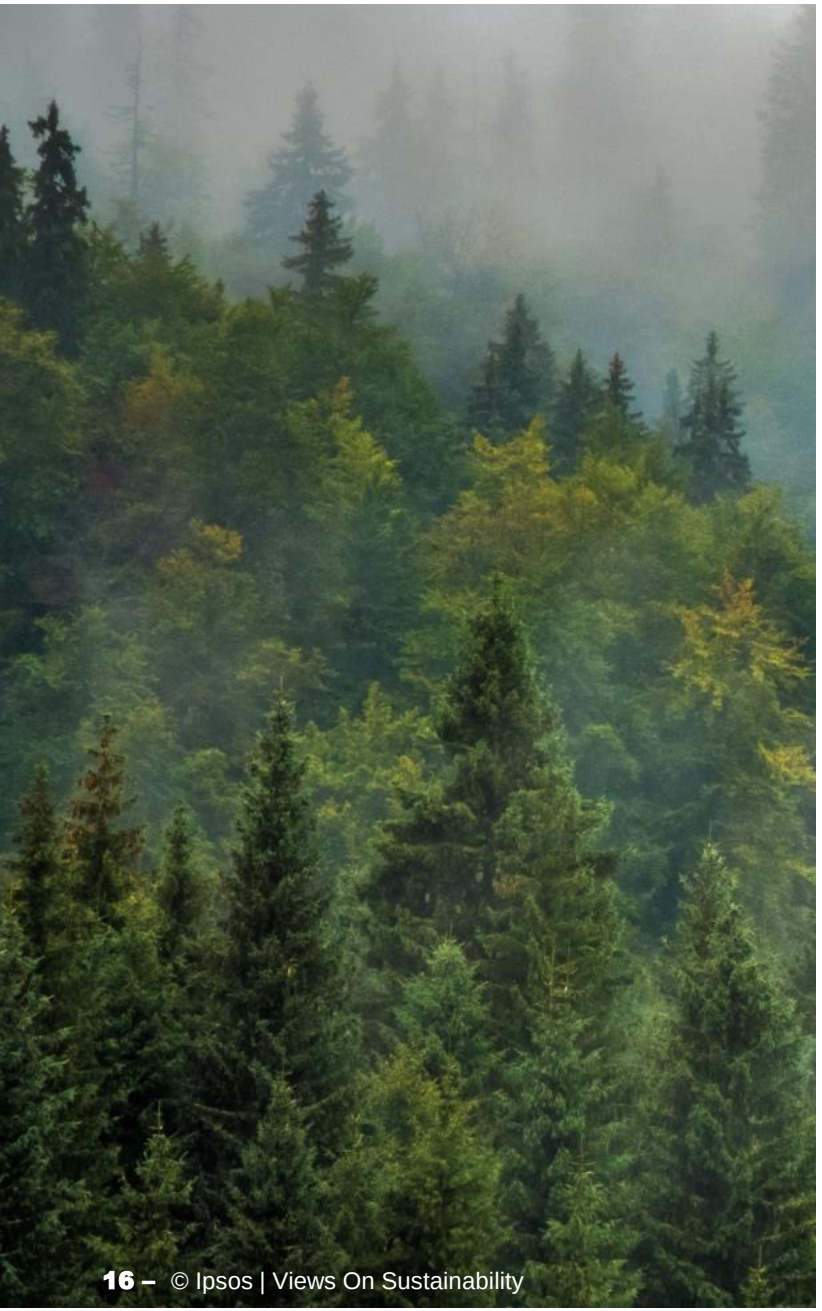
Upper Income	43%	44%	37%	36%	31%	31%
Middle Income	40%	39%	40%	35%	33%	31%
Lower Income	37%	23%	21%	33%	26%	28%

Q: What would encourage you the most to live a more sustainable lifestyle, and incorporate sustainable practices into your daily routine?



SUSTAINABILITY RESPONSIBILITY & INDUSTRY PERCEPTIONS

1 In 2 People Think Governments Should Bear The Cost Of Sustainable Practices, While The Other Half Believes It Should Be Businesses Or Individuals

49%

Governments

26%

Businesses

25%

Consumers

Q: In your opinion, who should bear the cost of sustainability practices?

The Sectors Perceived To Be Most Sustainably Responsible Are Technology Companies And The Hospitality Industry

Industries People Think Are Most Active On Sustainability

38%
Technology Companies

37%
Hospitality

33%
Oil & Gas Companies

33%
Clothing & Fashion Brands

30%
Household Goods Manufacturers

30%
Public Transport Providers

28%
E-commerce Companies

27%
Airlines

25%
Automotive Manufacturers

19%
Financial Service Providers

Q: When thinking about each of the sectors below, which do you consider to be the most responsible in terms of positively benefiting the environment through sustainable practices?

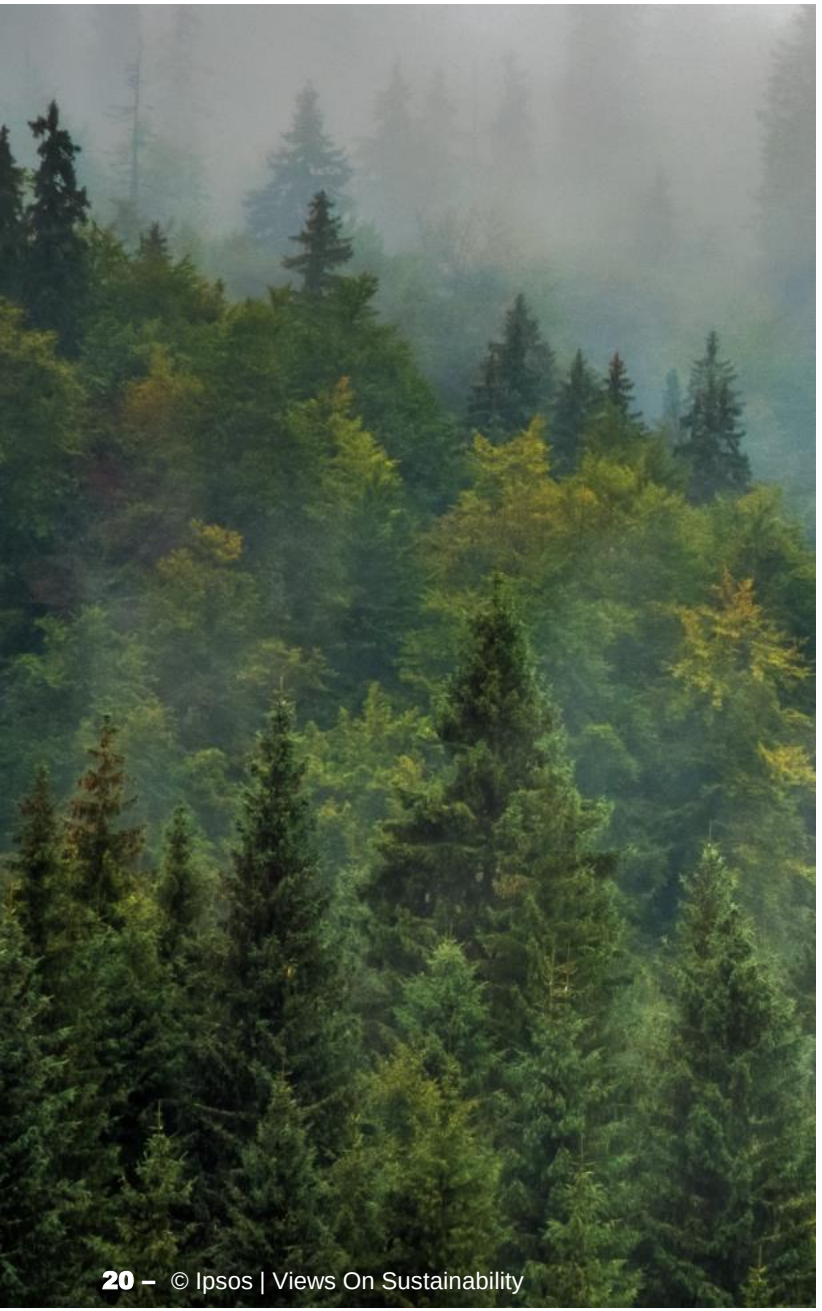
The Majority Of The Top 10 Brands Most Associated With Sustainability Practices Are Global Brands

Top 10 Brands Associated With Sustainable Practices

1 2 3 4 5

6 7 8 9 10

Q: Which companies or brands do you think are the most committed to and concerned with sustainable practices?



ATTITUDES TOWARDS SUSTAINABILITY

Economic Prioritization And Skepticism

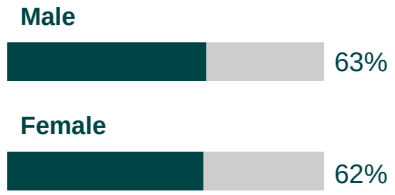
62%

Believe That The Economy Should Be Prioritized Even If It Means Compromising The Environment

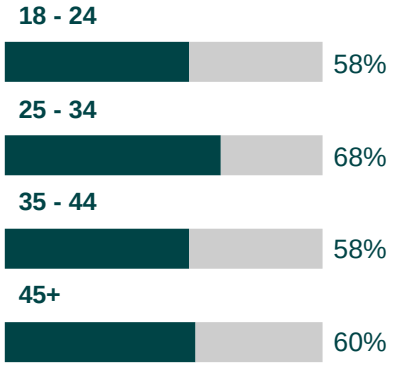
46%

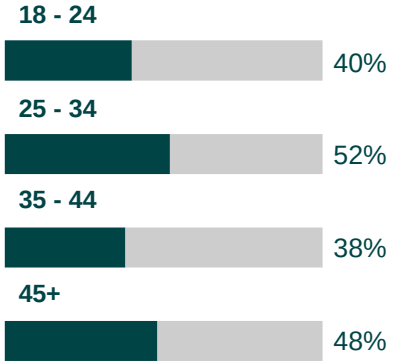
Don't Believe That Climate Change Is As Serious An Issue As It Is Made Out To Be

By Gender

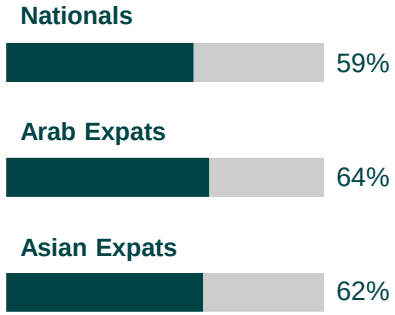


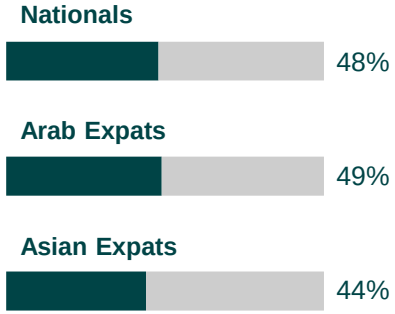
By Age



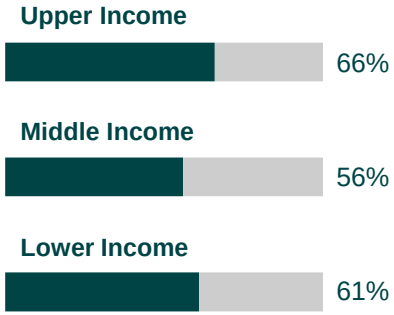


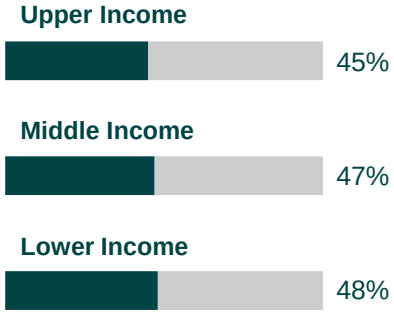
By Nationality





By Income Level





Q: To what extent do you agree or disagree with the following statements?

Corporate Accountability And Consumerism

54%

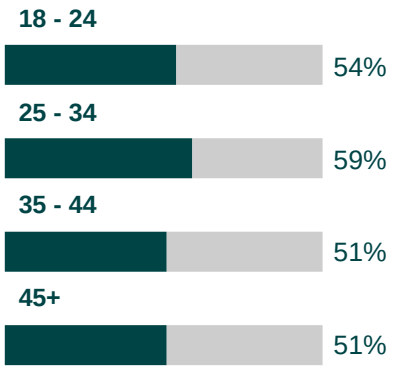
Believe That Companies In UAE Lack In Terms Of Supporting Sustainability And Ethical Best Practices

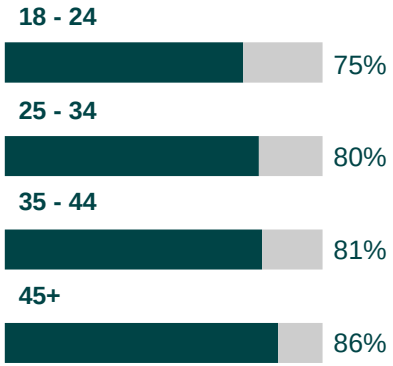
81%

Consider Themselves To Be Sustainable/Ethical Consumers

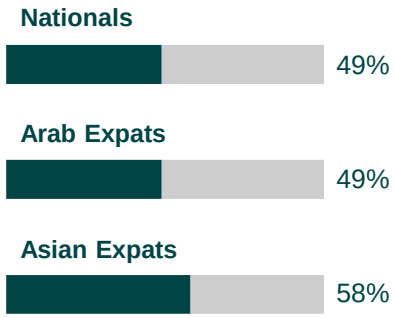
By Gender

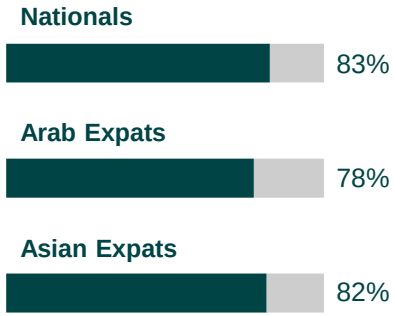
By Age



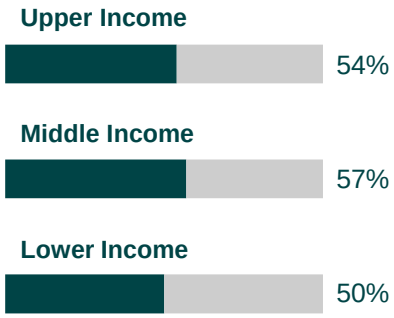


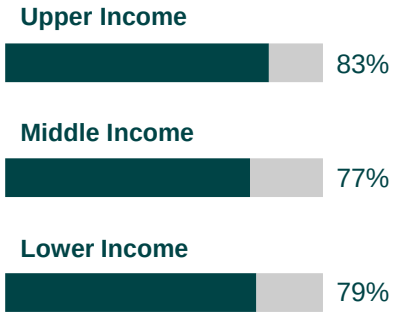
By Nationality





By Income Level





Q: To what extent do you agree or disagree with the following statements?

Personal Commitment And Actions

82%

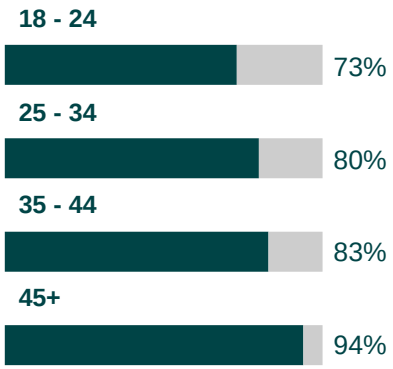
Are Prepared To Make Lifestyle Compromises To Benefit The Environment

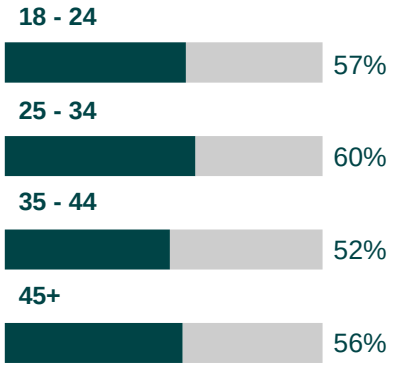
57%

Are Not Sure What They Can Do To Make A Difference When It Comes To Climate Change

By Gender

By Age





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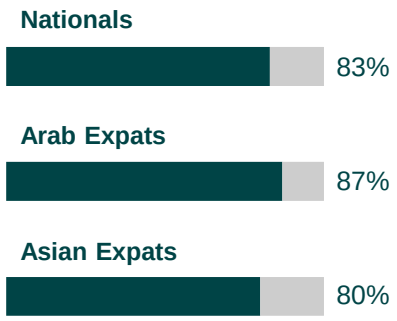
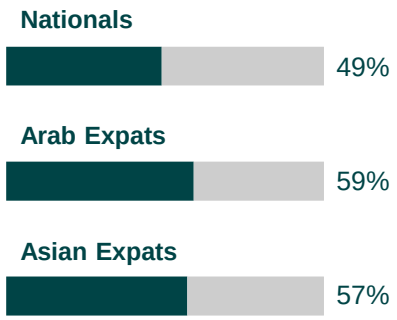
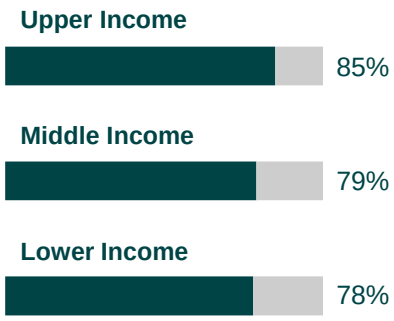
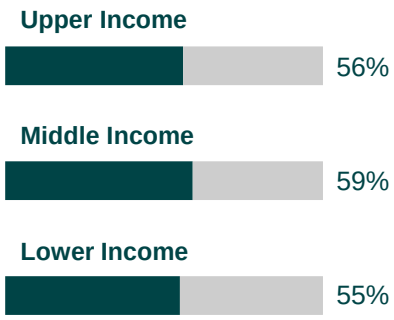




By Income Level

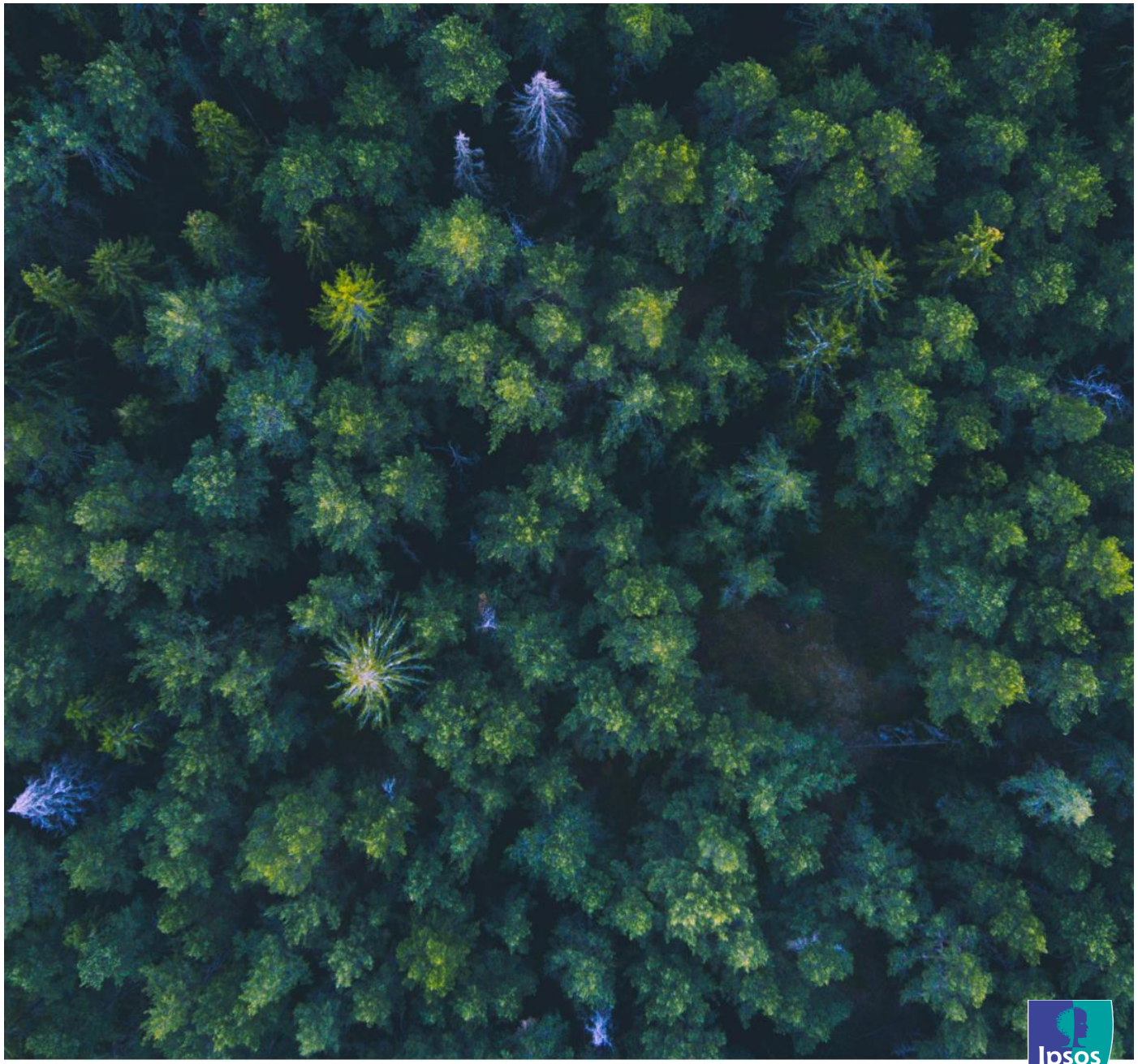




Q: To what extent do you agree or disagree with the following statements?

METHODOLOGICAL NOTES

- 500 Online Interviews
- Nationally Representative
- Males & Females
- 18 Years & Above
- Nationwide Coverage



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FOR MORE INFORMATION:

Saad Masri
Research Director
Ipsos in United Arab Emirates
saad.masri@ipsos.com

GAME CHANGERS