

VIEWS ON SUSTAINABILITY

Jordan Edition

July 2023

GAME CHANGERS



Report Overview

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**HOW CONCERNED
ARE PEOPLE ABOUT
ENVIRONMENTAL
ISSUES?**

2

**THE PUBLIC'S
UNDERSTANDING
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**ACTIONS TAKEN
TO LIVE MORE
SUSTAINABLY**

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**SUSTAINABILITY
RESPONSIBILITY
& INDUSTRY
PERCEPTIONS**

5

**ATTITUDES
TOWARDS
SUSTAINABILITY**



HOW CONCERNED ARE PEOPLE ABOUT ENVIRONMENTAL ISSUES?

Around 1 In 4 Individuals Recognizes Environmental Issues As A Leading Global Concern



23%

Have Concerns About The
Environment

By Gender

Male



Female



By Age

18 - 24



25 - 34



35 - 44



45+



By Income Level

Upper Income



Middle Income



Lower Income



However, Only 1 In 7 People Consider A Brand's Ethical Practices When Making Their Selection



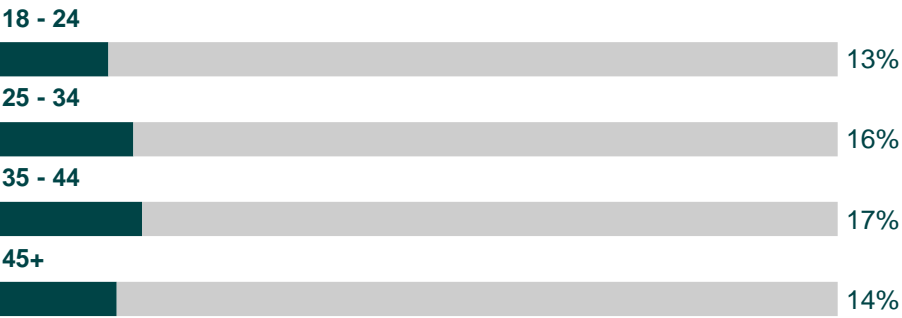
15%

Prioritize Socially Responsible & Eco-Friendly Brands

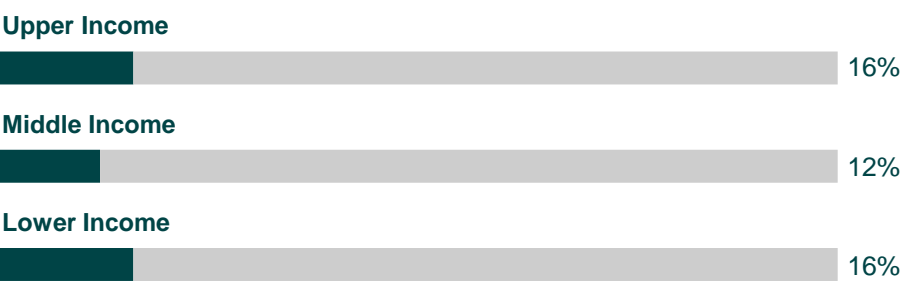
By Gender



By Age



By Income Level



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



THE PUBLIC'S UNDERSTANDING OF SUSTAINABILITY

The Majority Of People Say They Are Aware Of The Concept Of Sustainability



97%

Are Aware Of The Term Sustainability

By Gender

Male



Female



By Age

18 - 24



25 - 34



35 - 44



45+



By Income Level

Upper Income



Middle Income

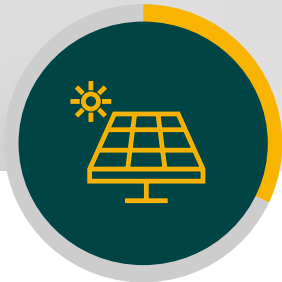


Lower Income



Sustainability Is Associated With A Wide Range Of Topics, With Renewable Energy Sources And Natural Resources Conservation Being The Primary Aspects That Come To Mind

Top Topics Associated With Sustainability



32%

Using Renewable
Energy Sources



21%

Natural Resources
Conservation



12%

Recycling



10%

Ethical
Consumption



9%

Nature
Preservation



4%

Reducing
Pollution



4%

Water
Saving



2%

Plastic-Free
Products

Sustainability Topic Associations By Demographics



Using Renewable
Energy Sources

Natural Resources
Conservation

Recycling

Ethical
Consumption

Nature
Preservation

Reducing
Pollution

Water
Saving

Plastic-Free
Products

32%

21%

12%

10%

9%

4%

4%

2%

Male

26%

18%

12%

15%

10%

7%

4%

3%

Female

38%

24%

12%

6%

8%

1%

4%

-

18 – 24

31%

15%

17%

7%

11%

8%

4%

2%

25 - 34

31%

25%

14%

7%

6%

2%

5%

2%

35 - 44

40%

24%

8%

11%

5%

3%

2%

1%

45+

30%

21%

7%

18%

11%

4%

4%

3%

Upper Income

29%

26%

15%

8%

9%

4%

5%

1%

Middle Income

36%

19%

7%

14%

11%

5%

3%

1%

Lower Income

32%

19%

13%

10%

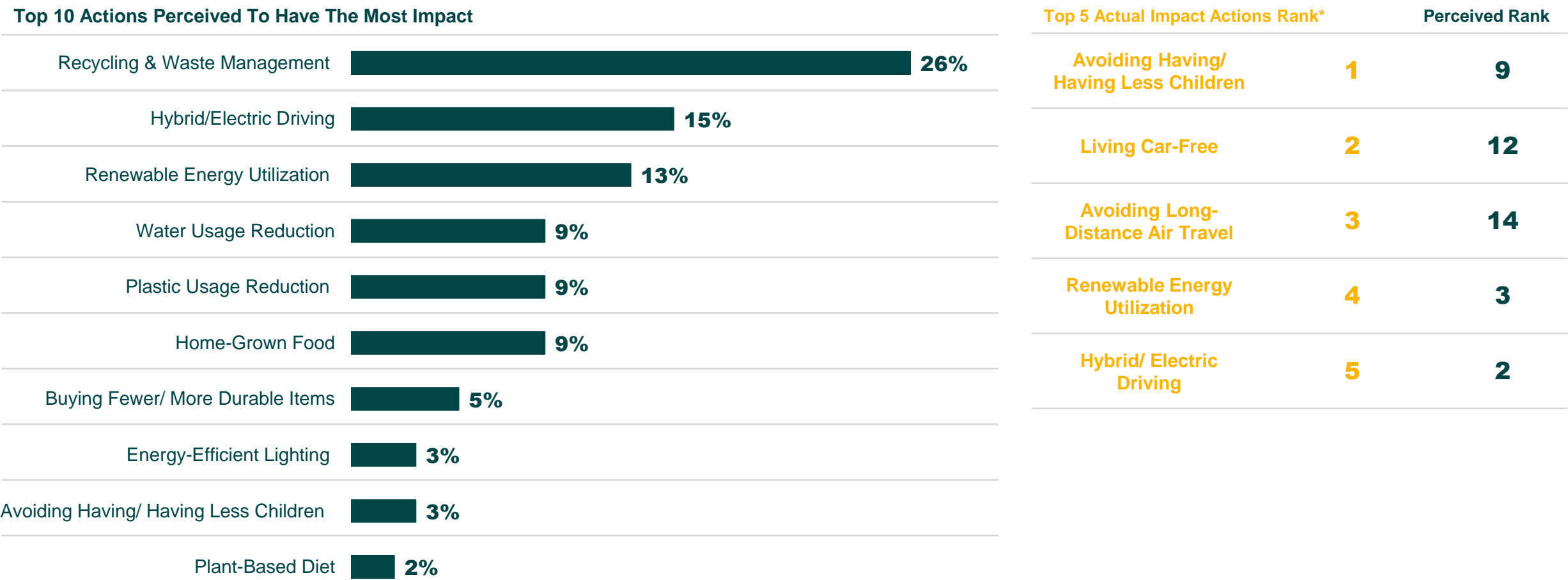
7%

4%

4%

3%

However, People Tend to Underestimate The Real Impact Of Some Of The Most Impactful Sustainability Practices





ACTIONS TAKEN TO LIVE MORE SUSTAINABLY

9 in 10 Have Incorporated Sustainability Actions Into Their Lifestyle In Some Way Or Another



92%

Have Taken Steps That Are Linked To A More Sustainable Lifestyle

By Gender



By Age

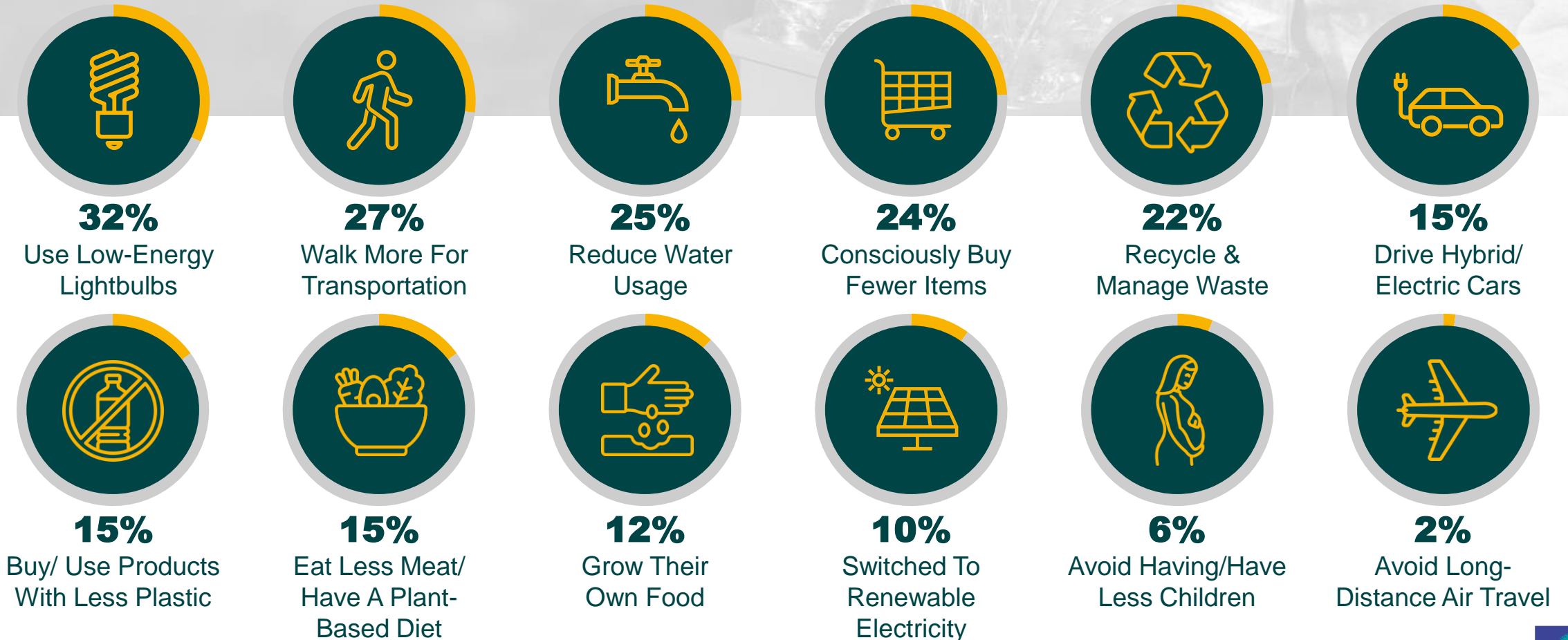


By Income Level



People Implement Diverse Sustainability-positive Actions, Prioritizing Easy To Medium Effort Practices Like Using Low-energy Lightbulbs And Walking More For Transportation

Sustainability Actions Taken



Among The Numerous Ways People Would Be Motivated To Live A More Sustainable Lifestyle, The Primary Approach Is To Increase Awareness Followed By Providing Economic Incentives

Motivators For Sustainable Living



43%

Being More Aware Of Sustainable Practices Implementation



40%

If There's An Economic Incentive



39%

If Sustainable Practices Are Convenient



39%

If Sustainable Practices Don't Have An Extra Cost



34%

If Sustainable Practices Are Also Applied by Others



18%

If The Law Requires It

Motivators For Sustainable Living By Demographics



Being More Aware Of Sustainable Practices Implementation

43%



If There's An Economic Incentive

40%



If Sustainable Practices Are Convenient

39%



If Sustainable Practices Don't Have An Extra Cost

39%



If Sustainable Practices Are Also Applied by Others

34%



If The Law Requires It

18%

	Being More Aware Of Sustainable Practices Implementation	If There's An Economic Incentive	If Sustainable Practices Are Convenient	If Sustainable Practices Don't Have An Extra Cost	If Sustainable Practices Are Also Applied by Others	If The Law Requires It
Male	42%	43%	33%	34%	33%	26%
Female	44%	38%	46%	45%	34%	10%
18 - 24	36%	25%	32%	45%	31%	18%
25 - 34	42%	48%	35%	38%	35%	19%
35 - 44	47%	46%	44%	38%	28%	15%
45+	49%	45%	48%	36%	38%	20%
Upper Income	44%	42%	49%	42%	40%	24%
Middle Income	40%	49%	42%	43%	37%	19%
Lower Income	44%	34%	32%	36%	28%	14%



SUSTAINABILITY RESPONSIBILITY & INDUSTRY PERCEPTIONS

The Majority Believe That It Is The Responsibility Of Governments To Bear The Costs Associated With Sustainable Practices



81%

Governments



12%

Businesses

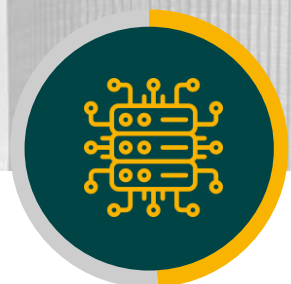


7%

Consumers

People Generally View Technology Companies As The Most Sustainably Responsible Across Sectors, Followed By Fashion Brands

Industries People Think Are Most Active On Sustainability



49%

Technology
Companies



44%

Clothing &
Fashion Brands



34%

Automotive
Manufacturers



31%

Household Goods
Manufacturers



30%

E-commerce
Companies



28%

Hospitality



24%

Financial Service
Providers



22%

Airlines



21%

Oil & Gas
Companies



17%

Public Transport
Providers

Out Of The Top 10 Brands Most Associated With Sustainability, 8 Are Global Brands

Top 10 Brands Associated With Sustainable Practices



1



2

SAMSUNG

3

ZARA

4



5

zain

6



7



8



9



10



ATTITUDES TOWARDS SUSTAINABILITY

Economic Prioritization And Skepticism

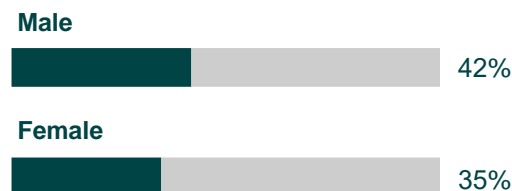


Believe That The Economy Should Be Prioritized Even If It Means Compromising The Environment

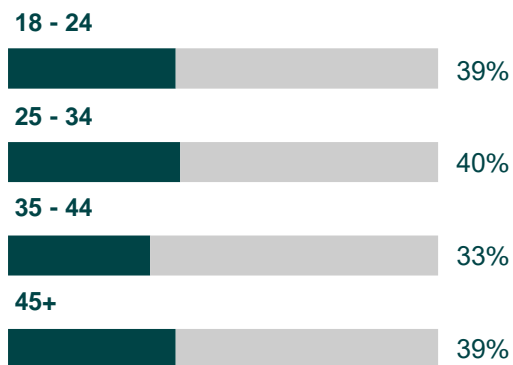
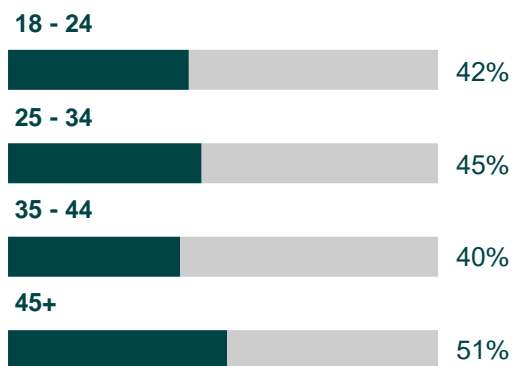


Don't Believe That Climate Change Is As Serious An Issue As It Is Made Out To Be

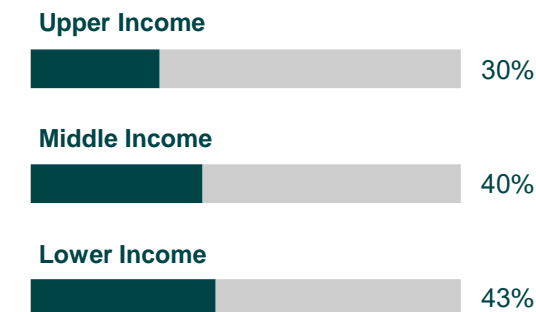
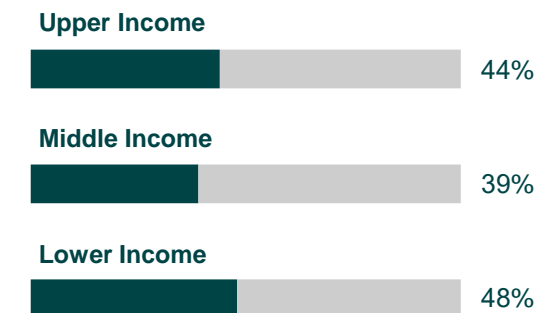
By Gender



By Age



By Income Level



Corporate Accountability And Consumerism



80%

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



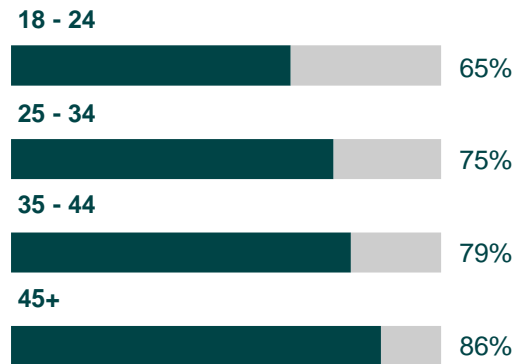
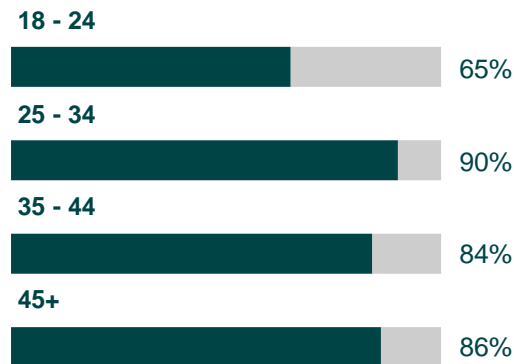
76%

Consider Themselves To Be Sustainable/Ethical Consumers

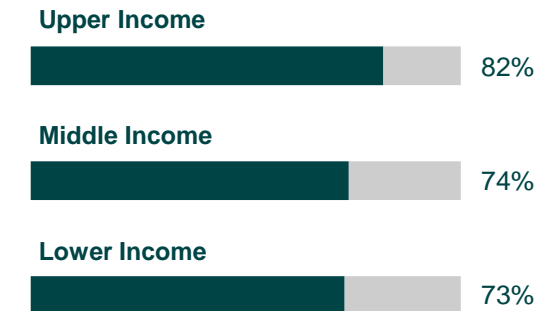
By Gender



By Age



By Income Level



Personal Commitment And Actions



Are Prepared To Make Lifestyle Compromises To Benefit The Environment

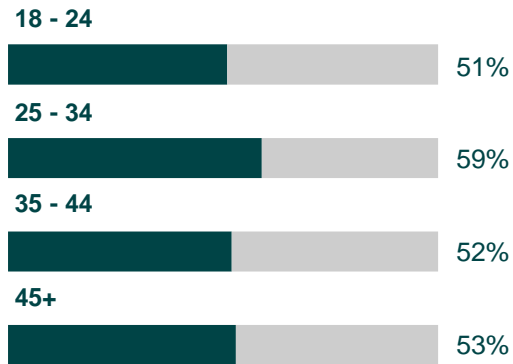
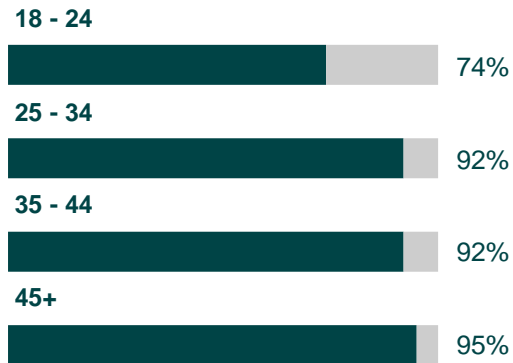
By Gender



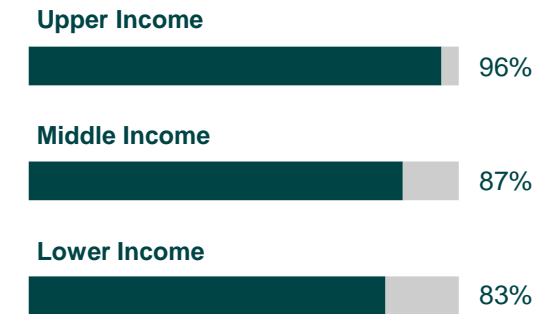
Are Not Sure What They Can Do To Make A Difference When It Comes To Climate Change



By Age



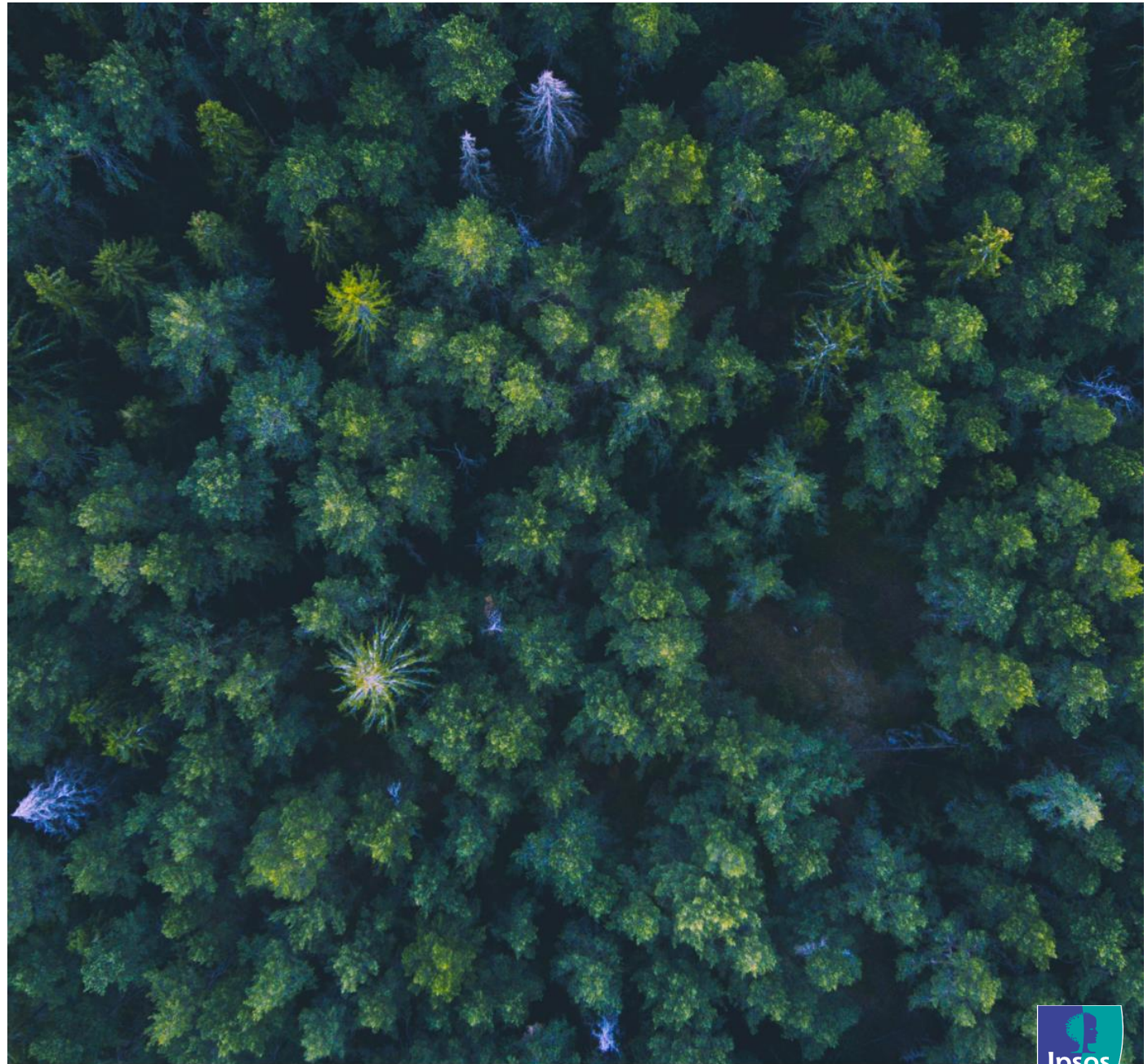
By Income Level



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



FOR MORE INFORMATION:

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GAME CHANGERS

