

Global Views on the Environment – 2018

How does the world perceive our changing environment?

IPSOS GLOBAL ADVISOR

GAME CHANGERS



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Environmental Issues

Which environmental issues are most concerning to citizens?

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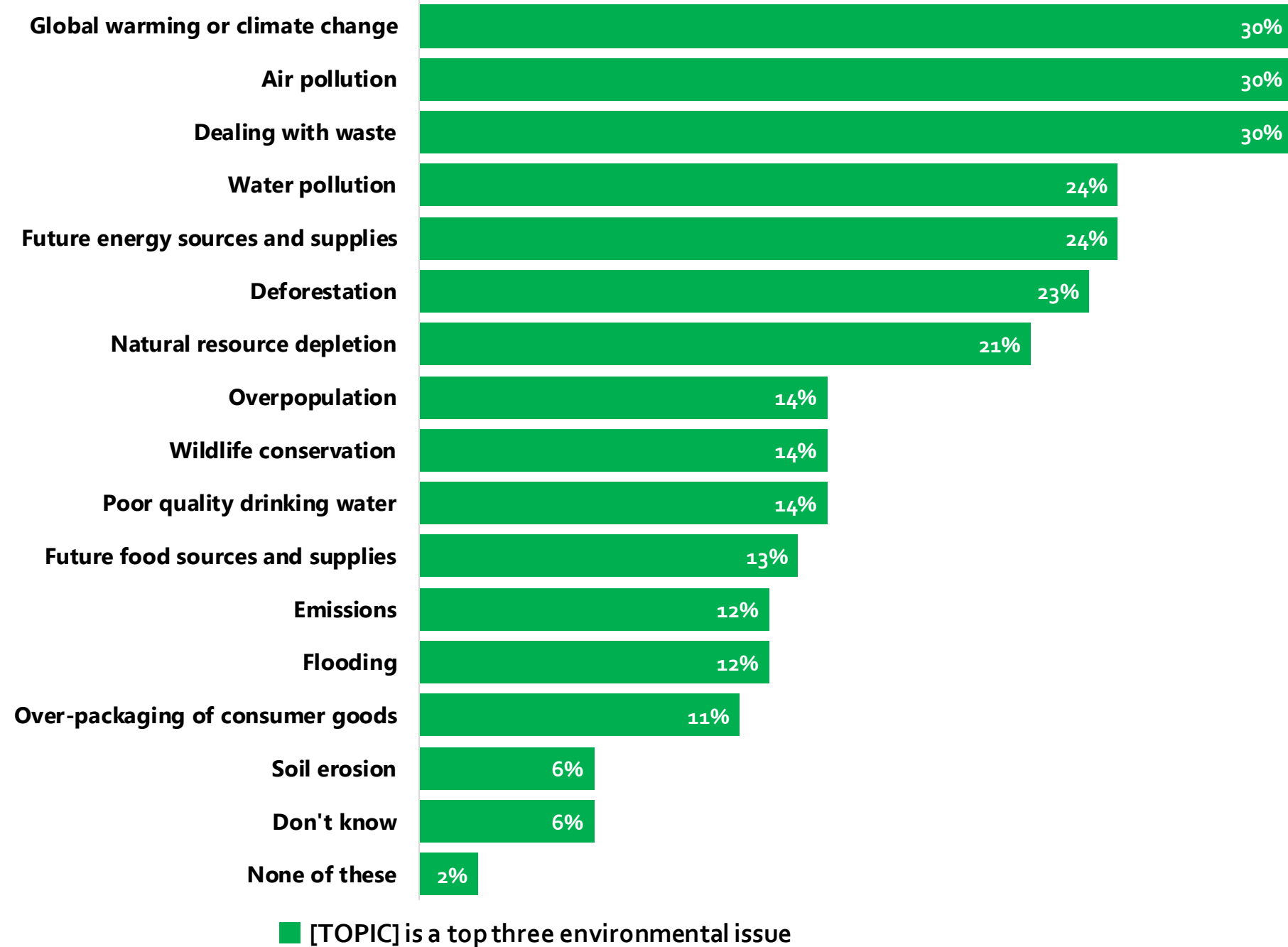


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Top environmental issues around the world

- Across the world, global warming/climate change, air pollution, and dealing with waste are the top three environmental issues of concern.
- Meanwhile, soil erosion, over-packaged consumer goods, flooding, and emissions are reported as less concerning issues.

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?



Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Top environmental issues around the world

- Global warming, air pollution, and dealing with waste tie for the top issue around the world.
- These issues are also mentioned as a top-three issue in the most countries.
- De-forestation is only a top-three issue in six countries. But for countries who label it a top-three issue, it is most likely to be the most pressing issue.

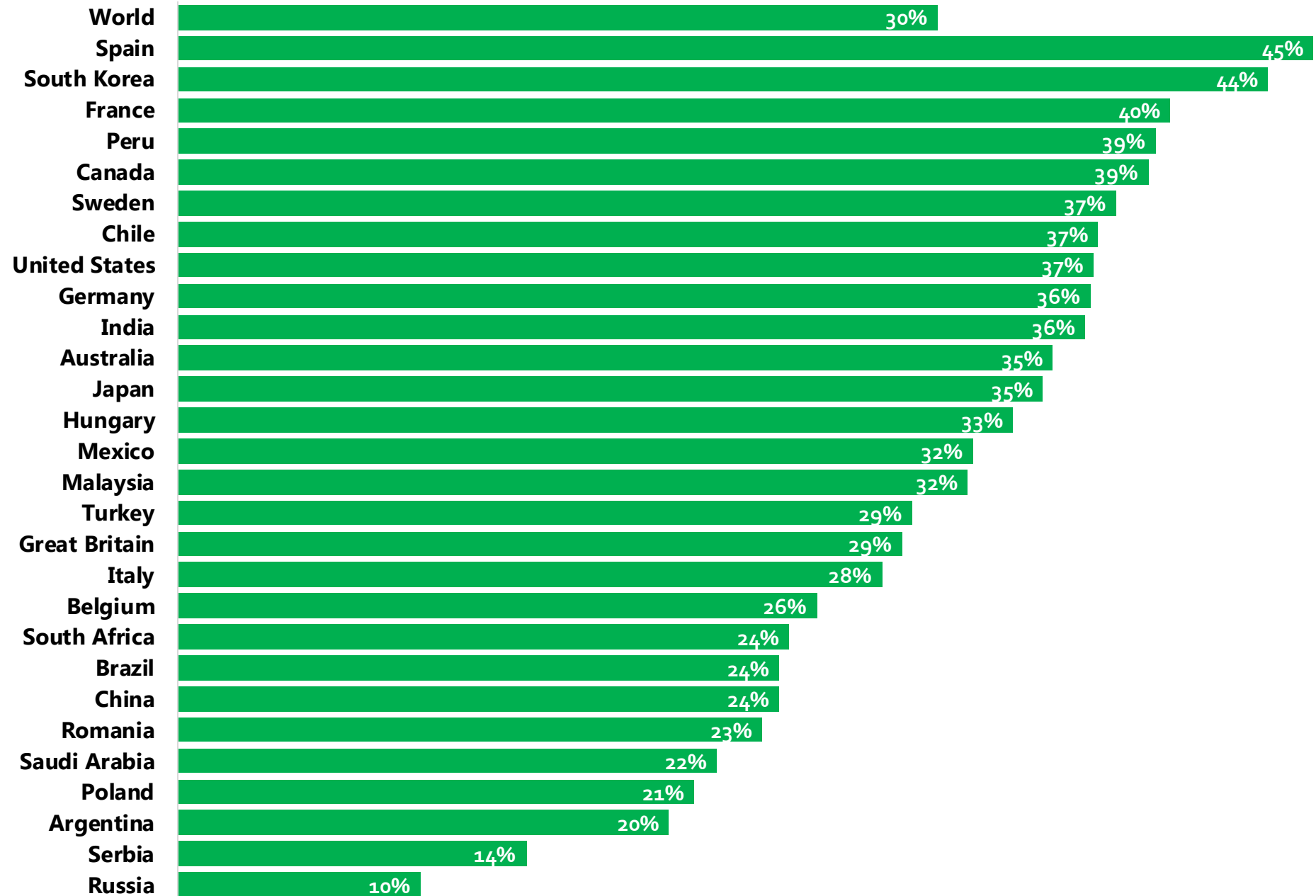
Top Issues in Each Country	WORLD	ARG	BEL	MEX	POL	RUS	SAU	ZAF	KOR	SWE	TUR	HUN	AUS	BRA	CAN	CHN	FRA	DEU	GBR	IND	ITA	JPN	ESP	USA	PER	CHL	MYS	ROU	SRB
Global warming	1								2	2		3	3		1		1	1	3	2		3	1	1	2	3	2		
Air pollution	1		1	3	1	3	3		1			1				1	2	3		1	2		2			1	3	3	
Water pollution		3		1										2		2					3				1				2
Overpopulation								2			3									3									
Dealing with waste	1		3		3	1			3	3		2	2	3	2	3	3		1		1	2	3	2				2	1
Emissions						2																							
De-forestation		1			2						1			1											3			1	
Soil erosion																													
Wildlife conservation																													
Depletion of natural resources				2			2				2															2			
Over-packaging of consumer goods																													
Poor quality drinking water								1																					3
Flooding		2																									1		
Future energy supplies and sources			2				1			1			1		3			2	2			1		3					
Future food supplies and sources								3																					

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Global warming or climate change

- Global warming, or climate change, is the observation that the Earth has seen an average global temperature increase over recent centuries. Scientists expect these changes to have a corresponding effect on the weather and climate systems of the Earth.

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders? – Global warming



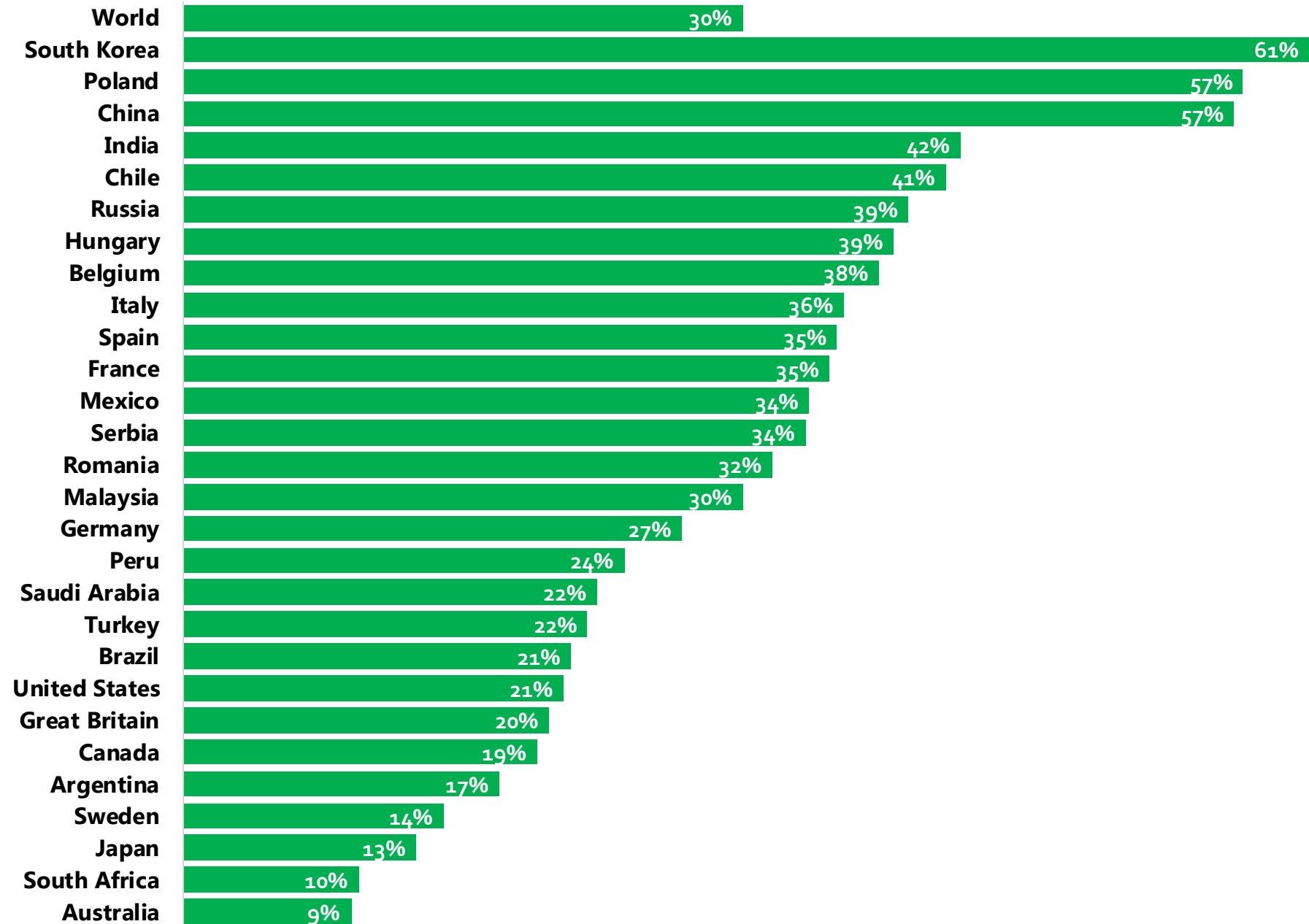
■ Global warming or climate change is a top three environmental issue

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Air pollution

- Air pollution refers to the existence of harmful or excessive quantities of gases or particulates in the atmosphere.*

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders? – Air pollution



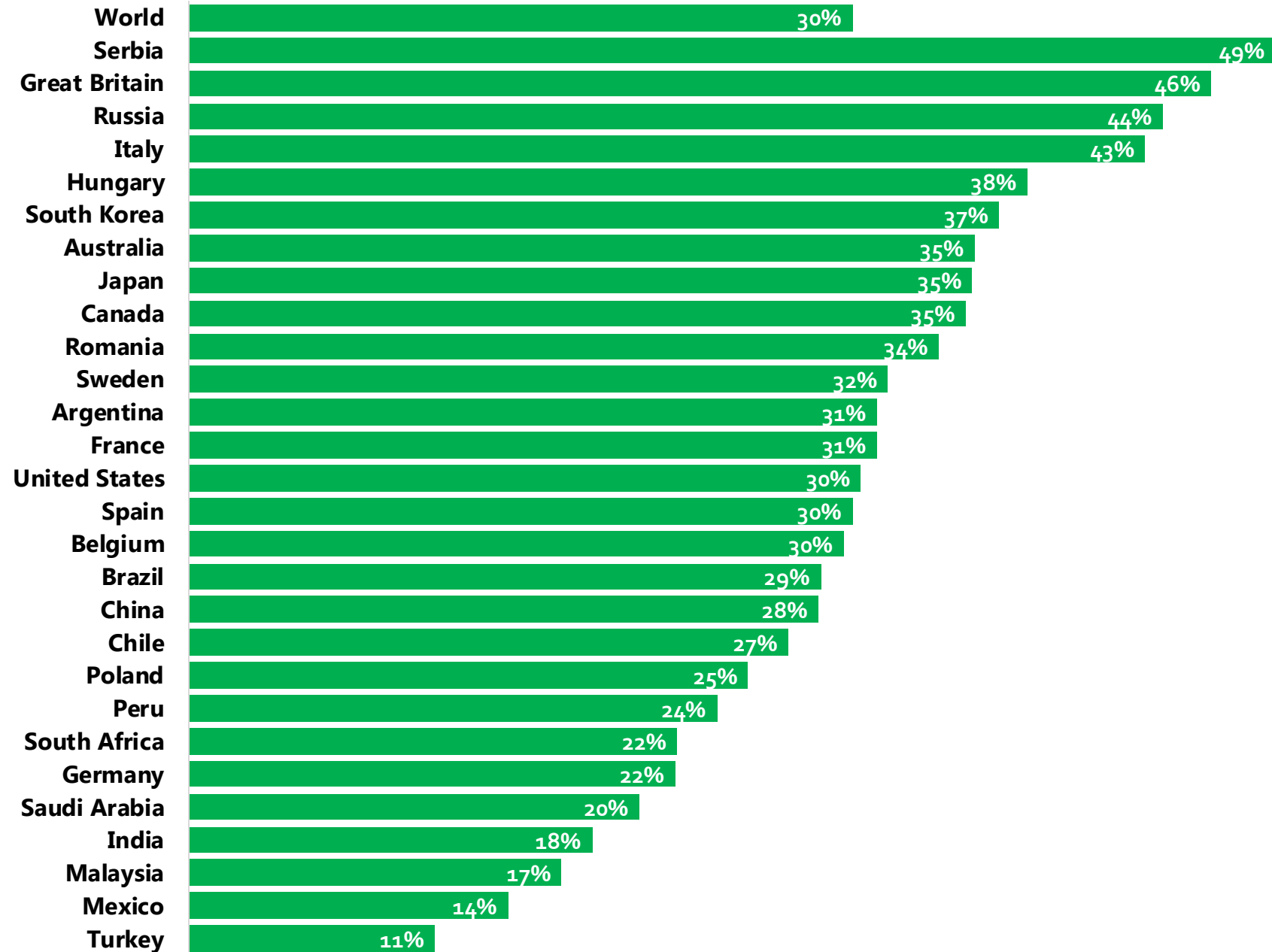
■ Air pollution is a top three environmental issue

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Dealing with waste

- As global income increases, so too will the demand for goods and the waste generated from their production and use.

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders? – Dealing with waste

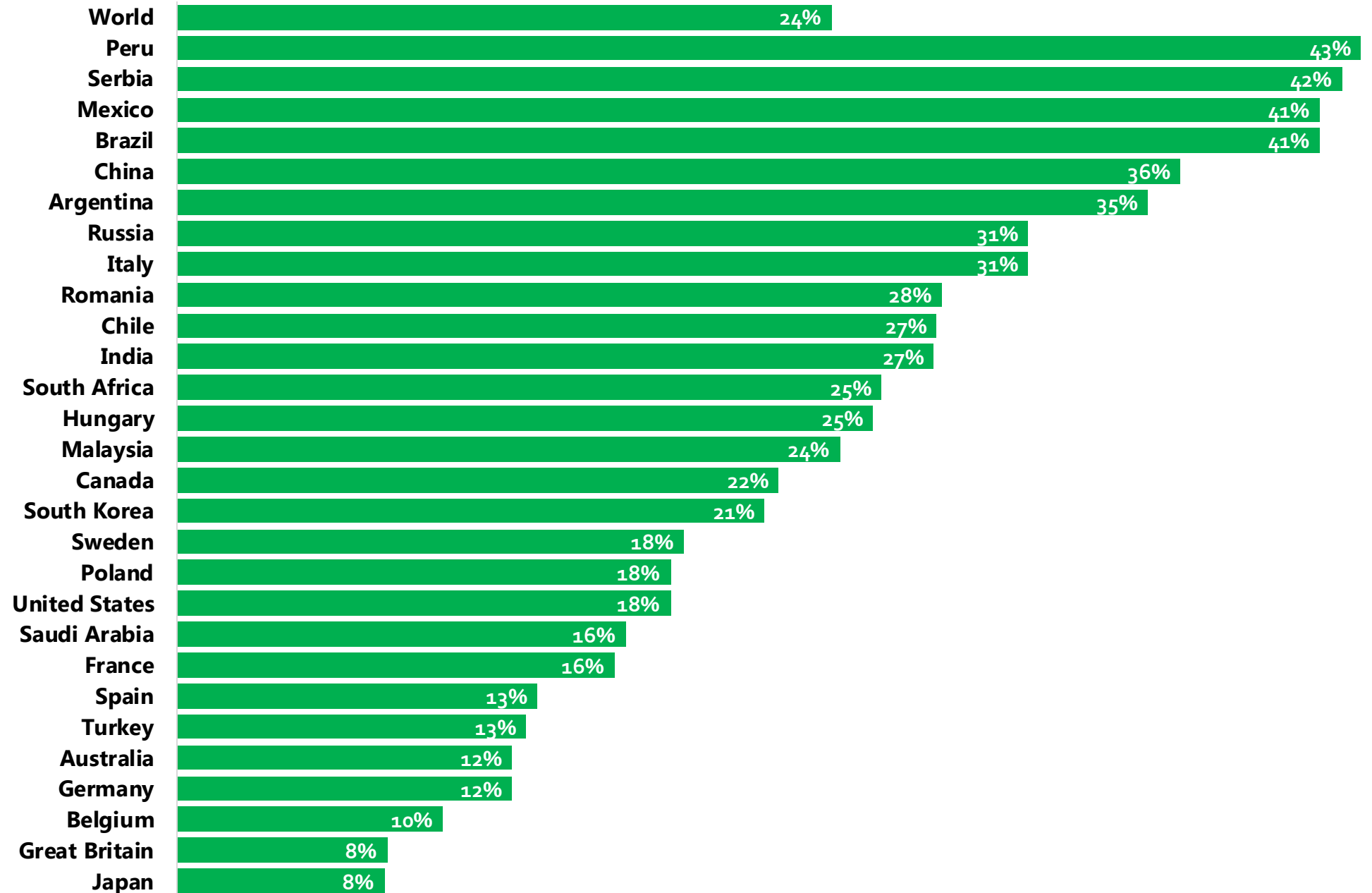


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Water pollution

- *Water pollution refers to the contamination of water bodies. Usually, contaminants are introduced by human activities such as farming or waste production.*

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders? – Water pollution



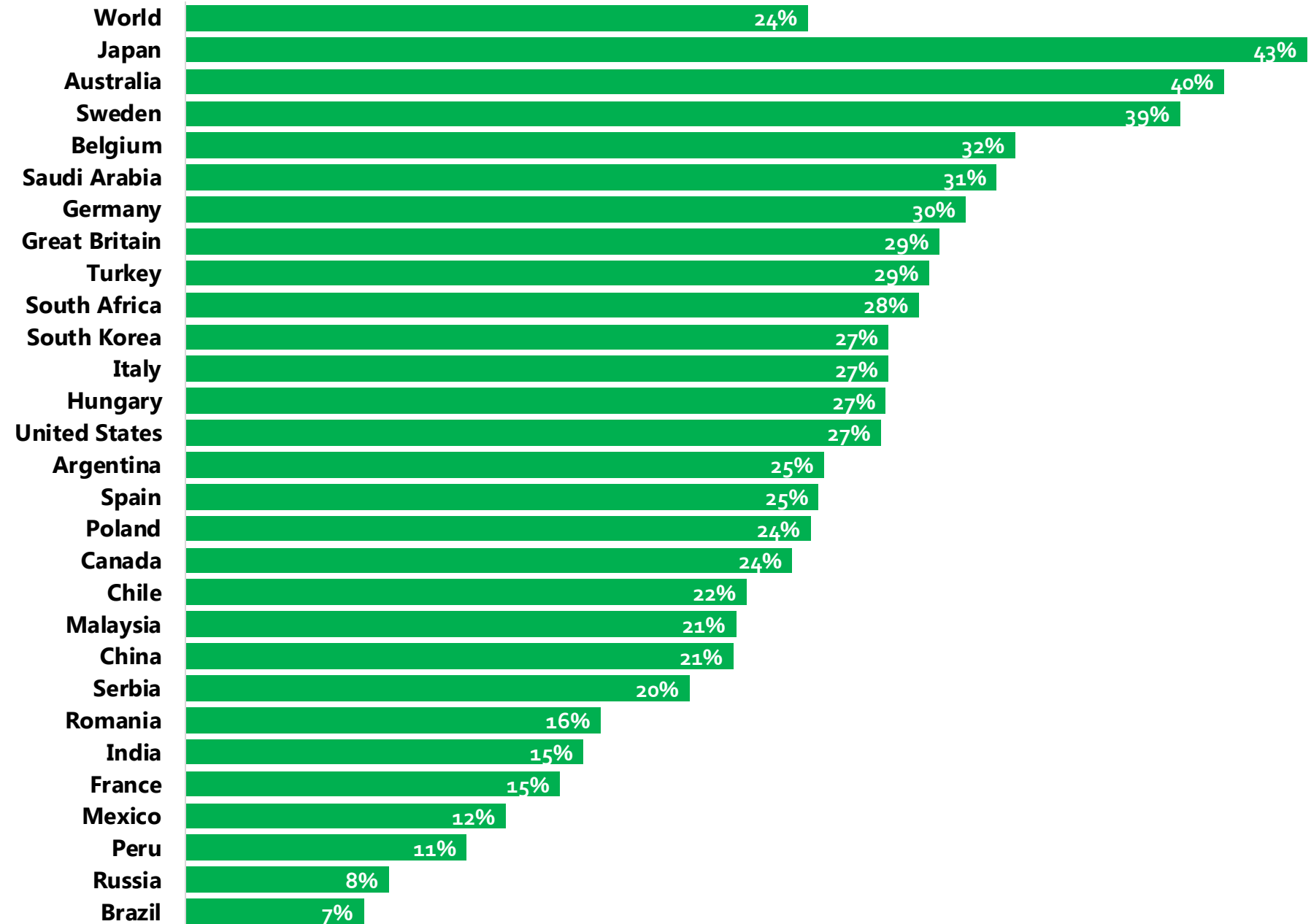
■ Water pollution is a top three environmental issue

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Future energy sources and supplies

- Some energy sources take millions of years to develop and are depleted after one use.
- Energy use of this form has a finite supply, whether it be in the short term or the long term.

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders? – Future energy sources and supplies



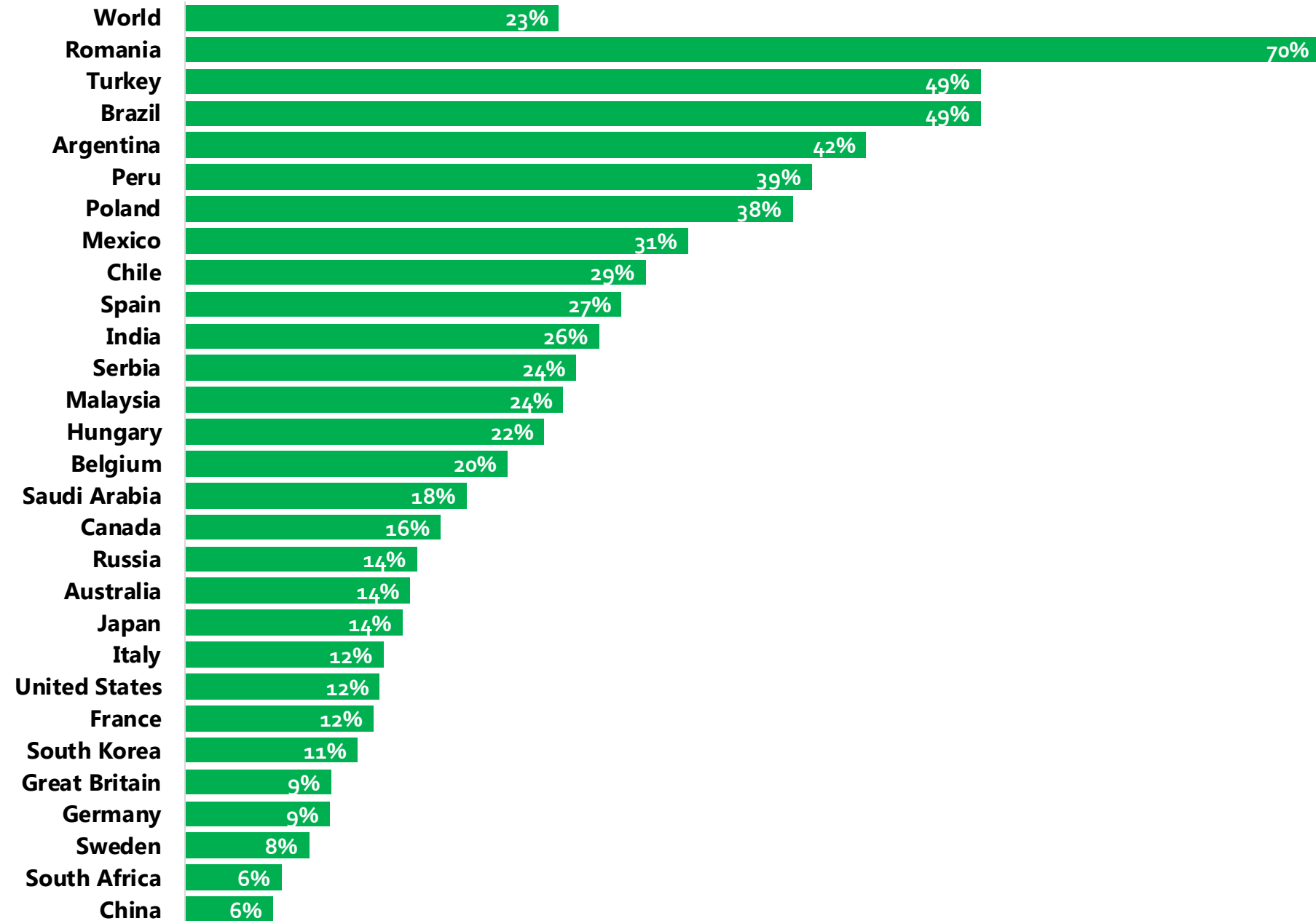
■ Future energy sources and supplies are a top three environmental issue

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Deforestation

- In recent years, the Romanian government has been forced to take policy action combatting widespread illegal logging.*

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders? – Deforestation



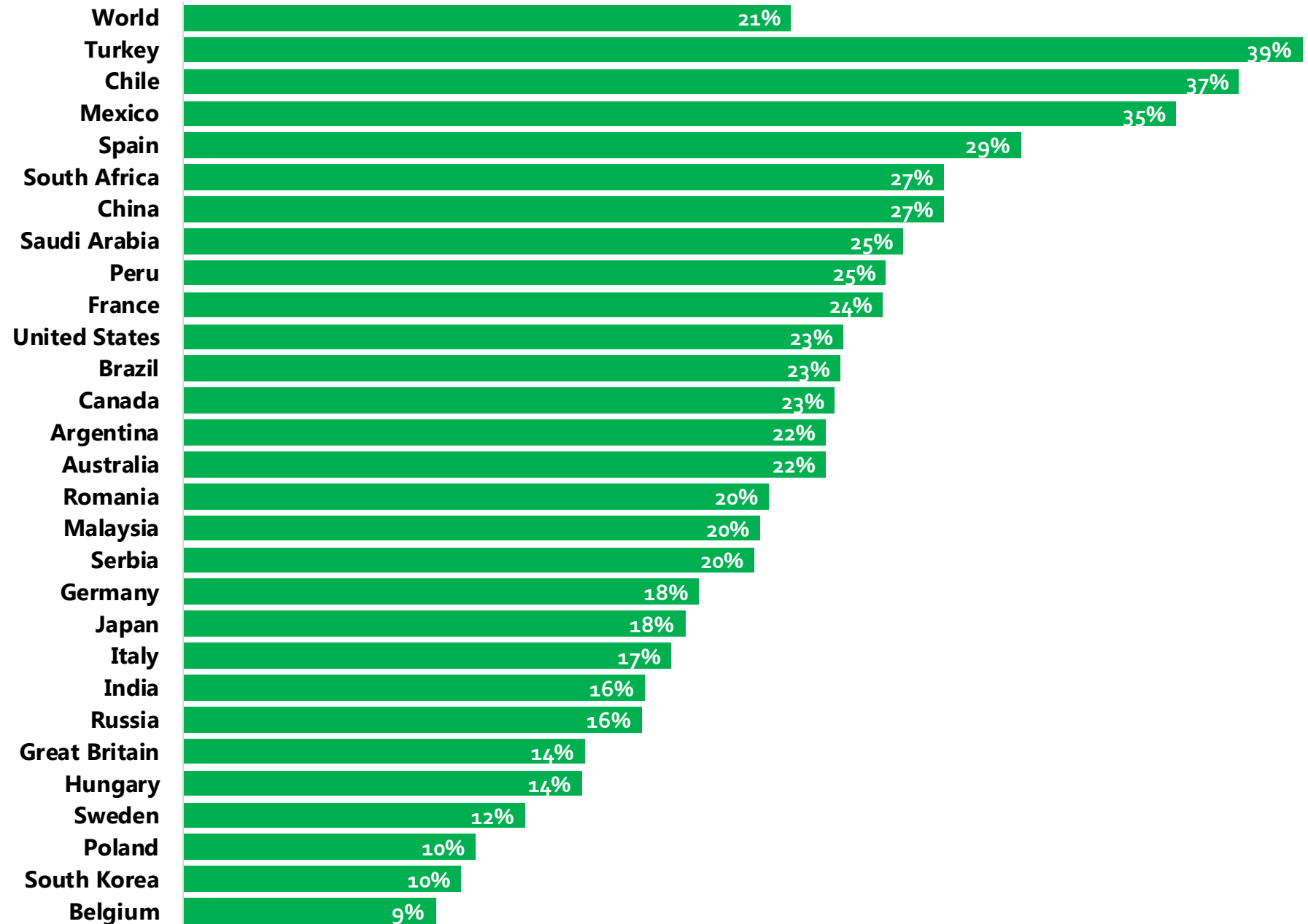
■ Deforestation is a top three environmental issue

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Natural resource depletion

- *Natural resource depletion is a difficult discussion topic.*
- *On the one hand natural resources are finite and rarely replenish at a sustainable rate compared to their demand.*
- *On the other hand, though, they are necessary to produce goods and services needed across the entire global population.*

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders? – Natural resource depletion



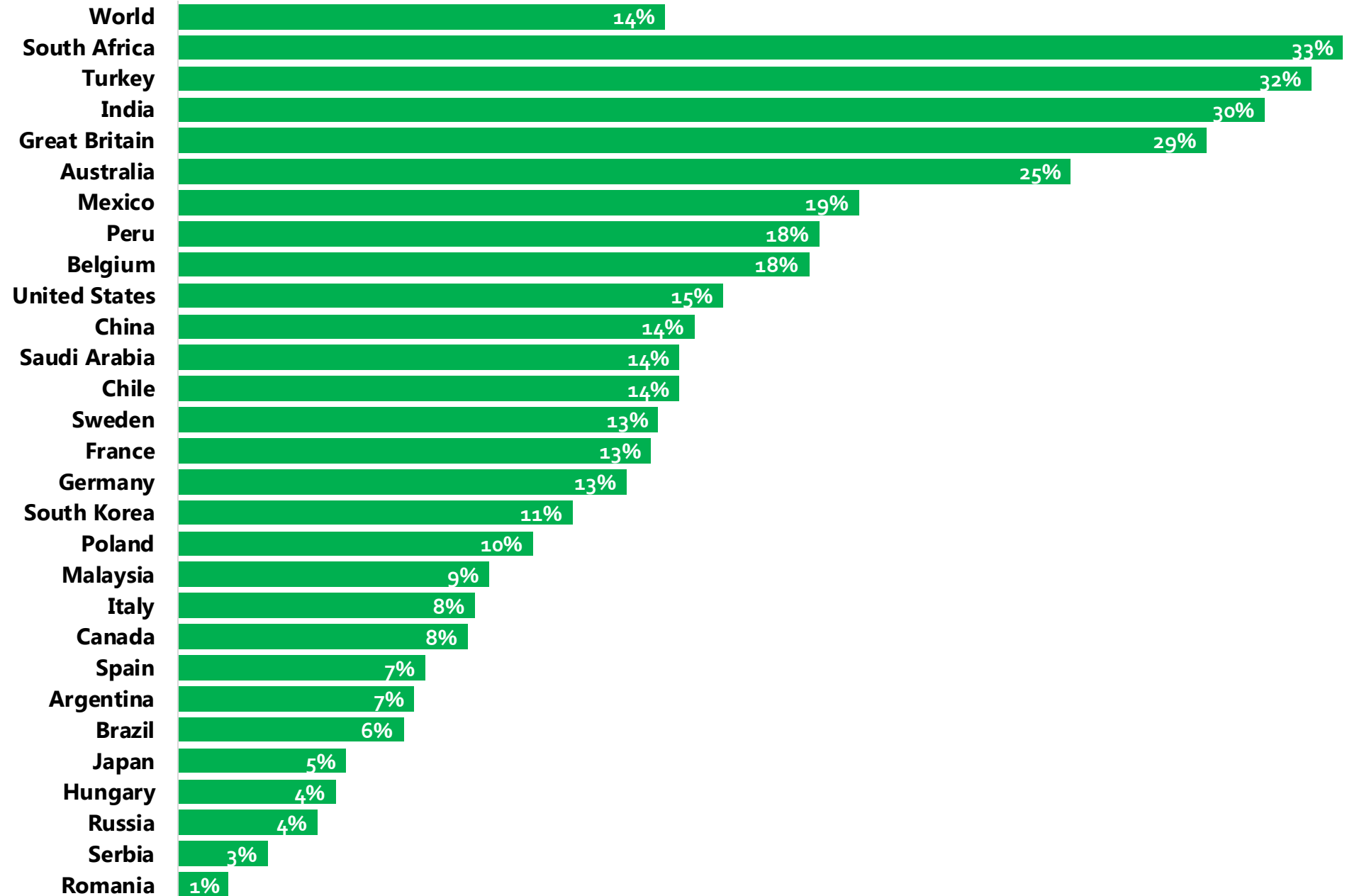
■ Natural resource depletion is a top three environmental issue

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Overpopulation

- As the global population grows, so too will competition for space and resources.

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders? – Overpopulation



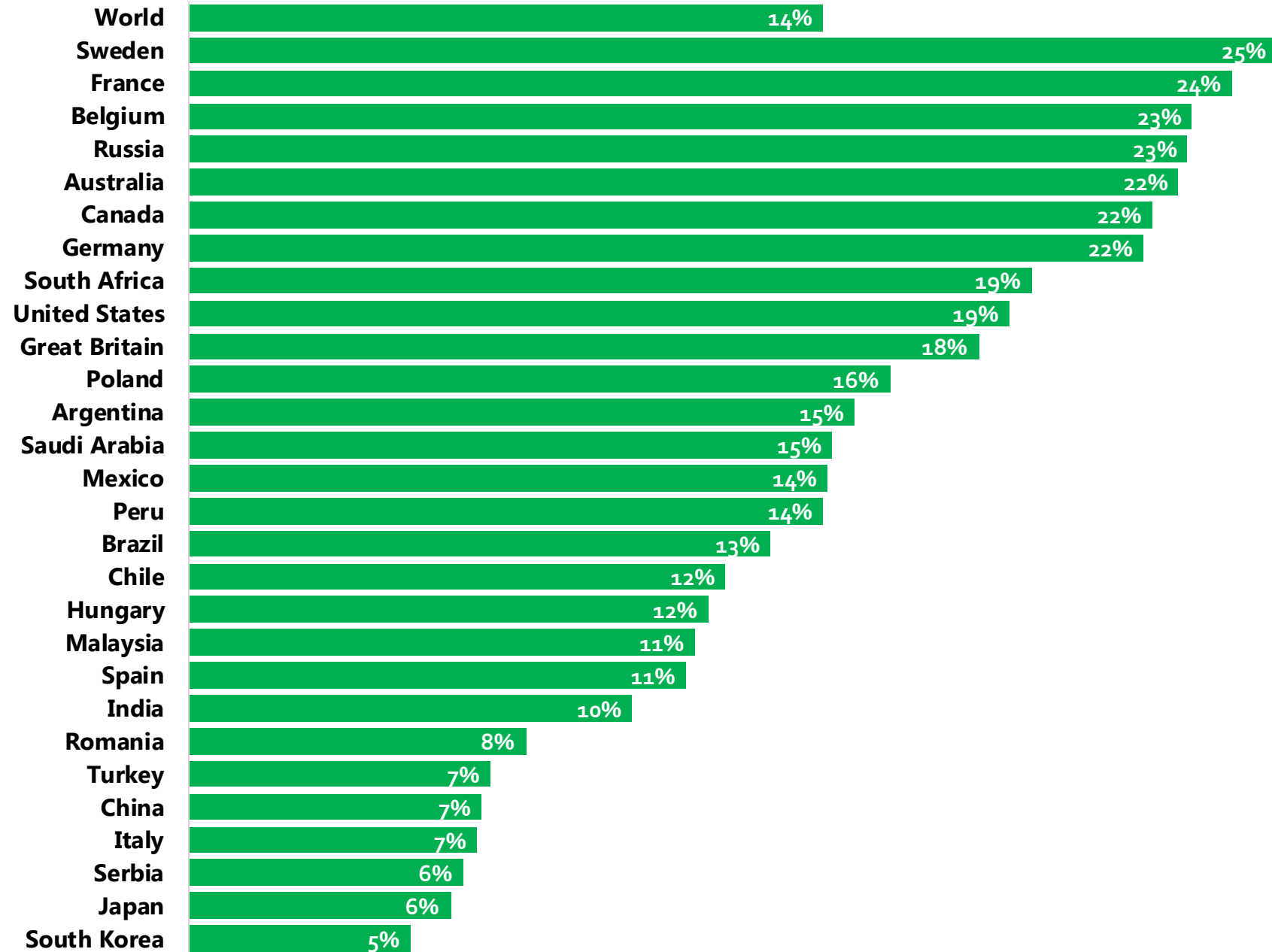
■ Overpopulation is a top three environmental issue

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Wildlife conservation

- According to the World Wildlife Foundation, the number of wild animals on Earth has halved in the past 40 years.

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders? – Wildlife conservation



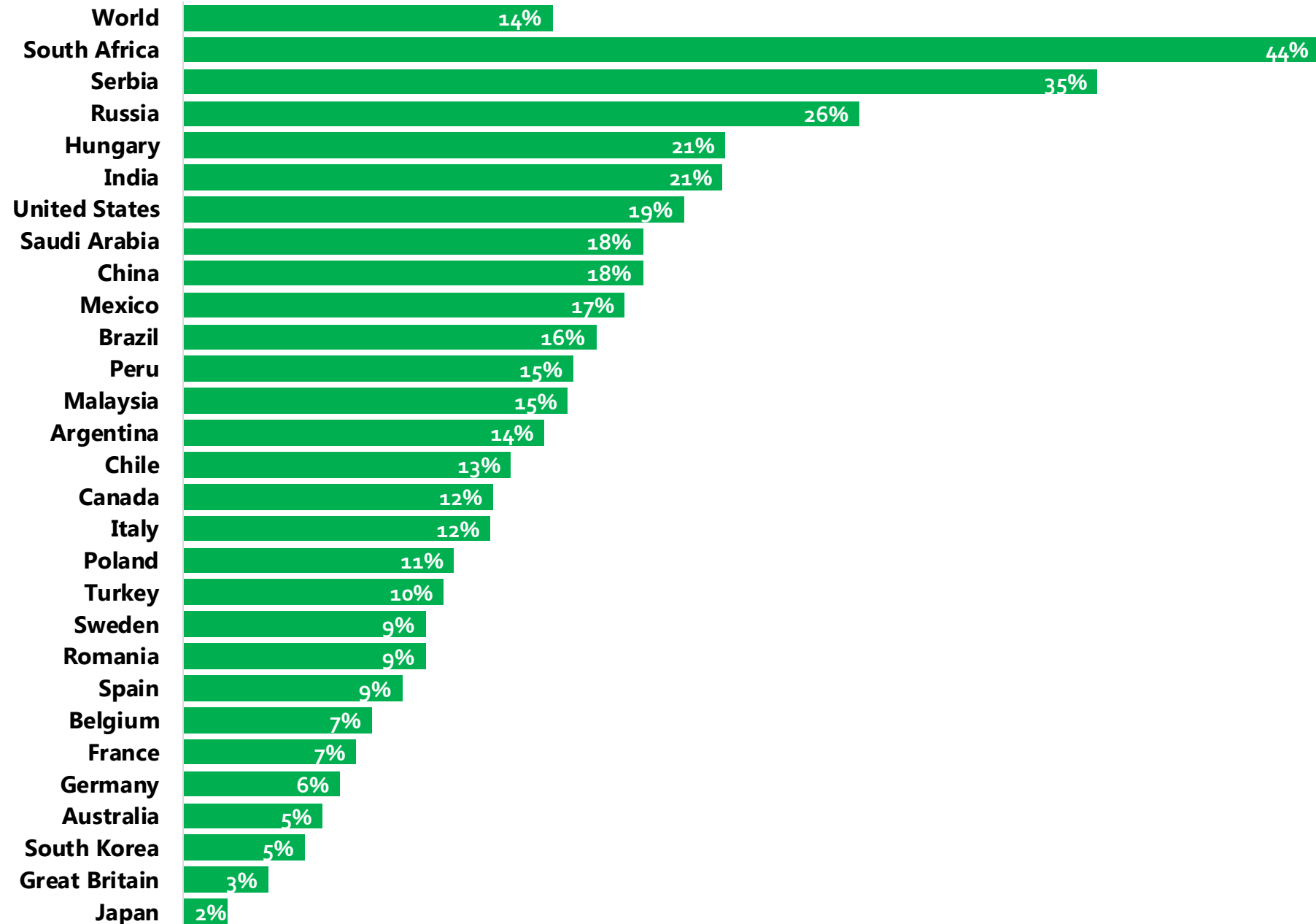
■ Wildlife conservation is a top three environmental issue

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Poor quality drinking water

- Cape Town, South Africa has been mired in a three-year drought.
- This drought and the infrastructure within Cape Town has citizens facing a real possibility of not having clean water for daily use in the near future.

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders? – Poor quality drinking water



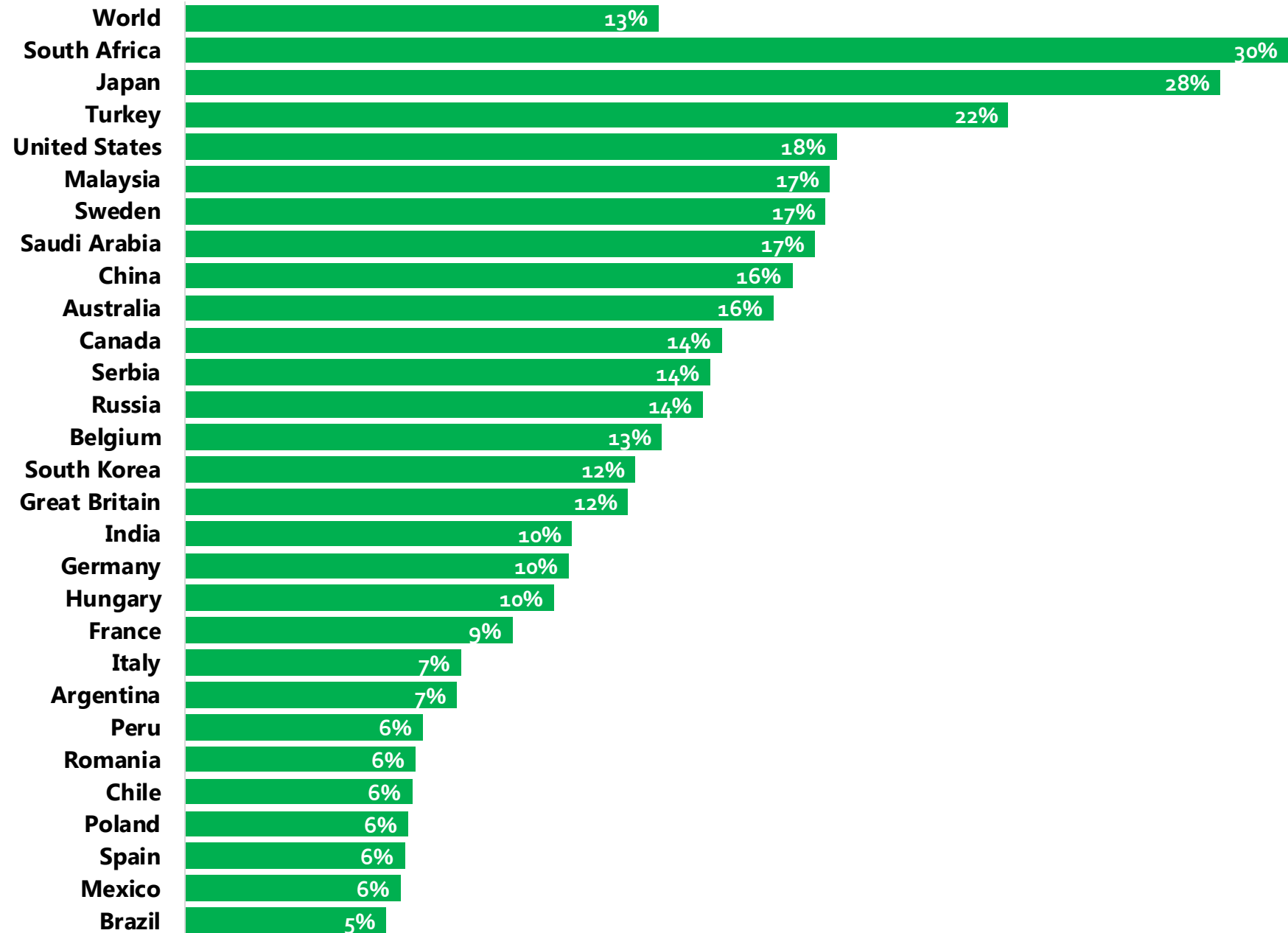
■ Poor quality drinking water is a top three environmental issue

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Future food sources and supplies

- The global population is expected to continue growing and to need to produce greater and greater quantities of food.

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders? – Future food sources and supplies



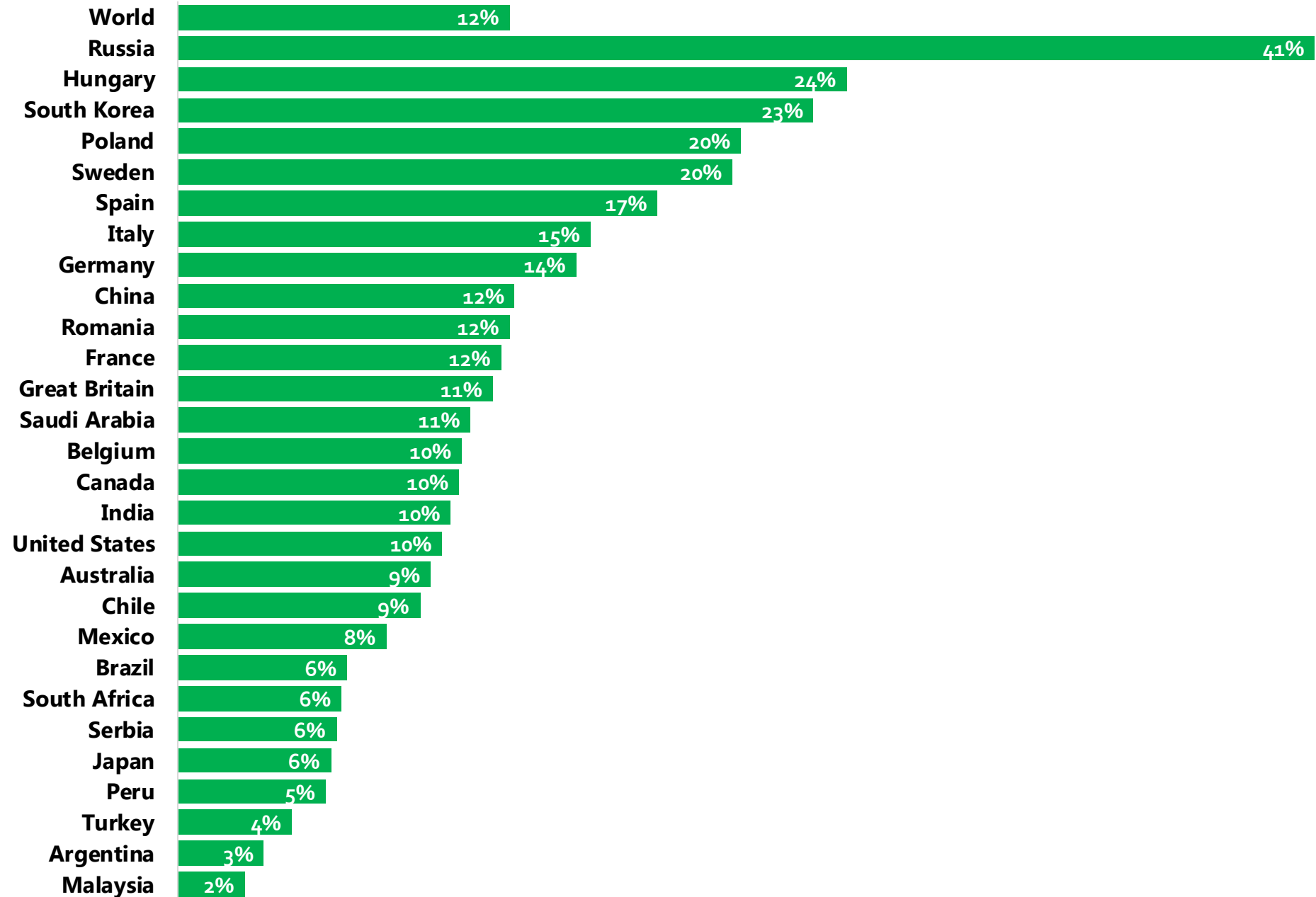
■ Future food sources and supplies are a top three environmental issue

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Emissions

- A common example of an emission can be seen in the gas discharged from a car's tailpipe.

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders? – Emissions



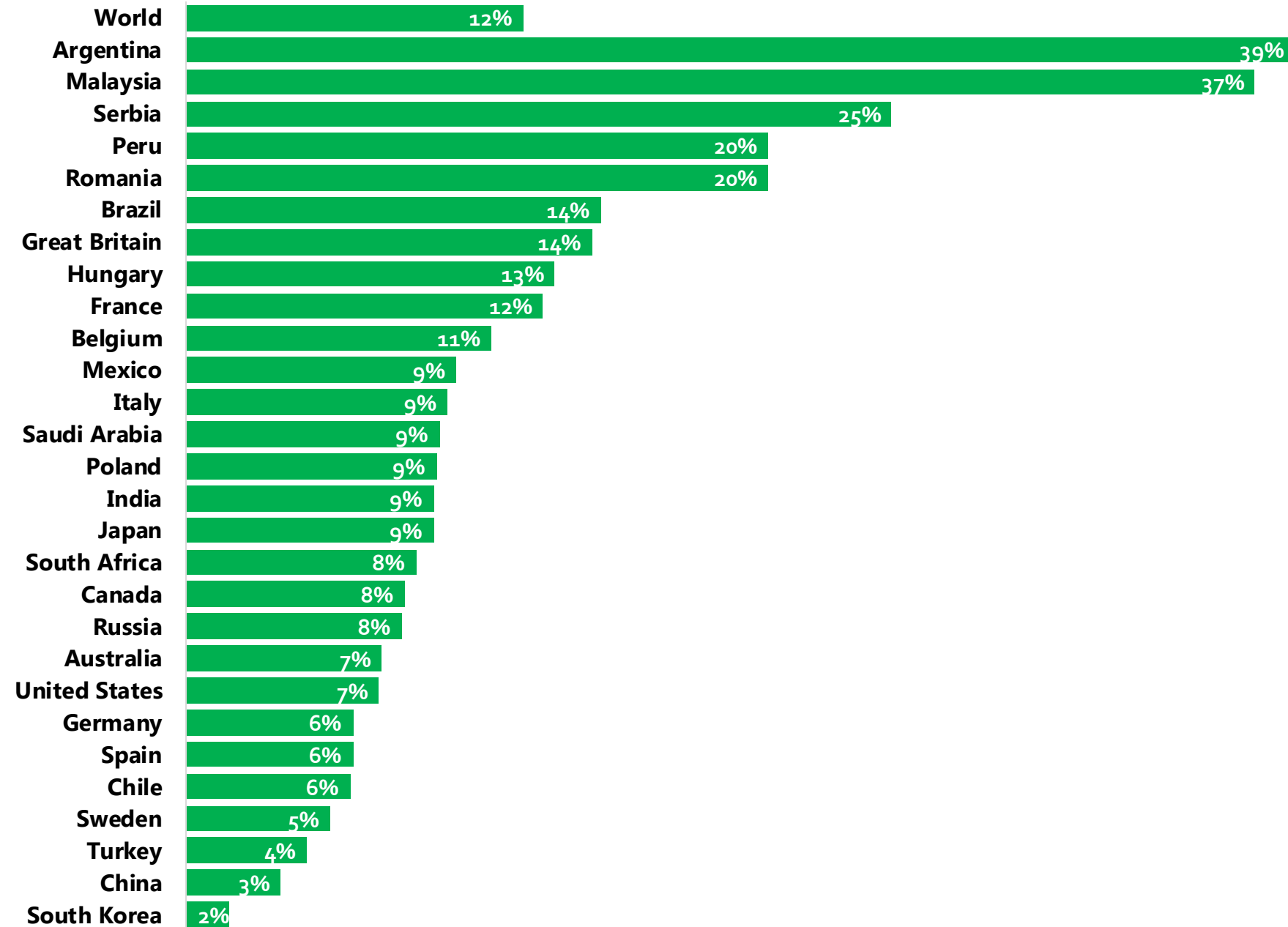
■ Emissions are a top three environmental issue

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Flooding

- The World Resources Institute estimates that 4.24% of the world's population is exposed to river flood risk.*

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders? – Flooding



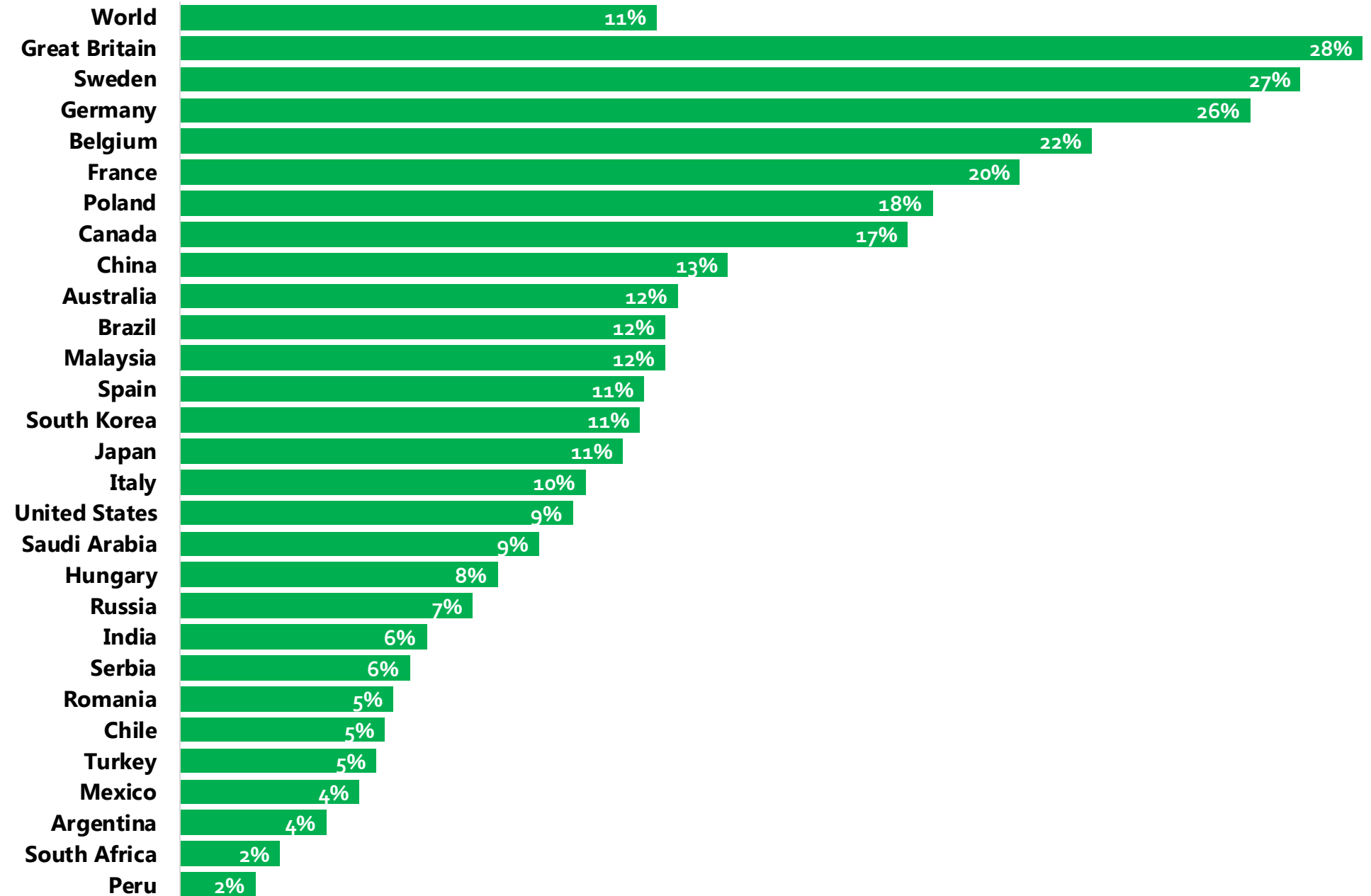
 Flooding is a top three environmental issue

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Over-packaging of consumer goods

- In a world that is increasingly reliant on e-commerce and shipping, overpackaged goods run the risk of creating unnecessary waste.*

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders? – Over-packaging of consumer goods



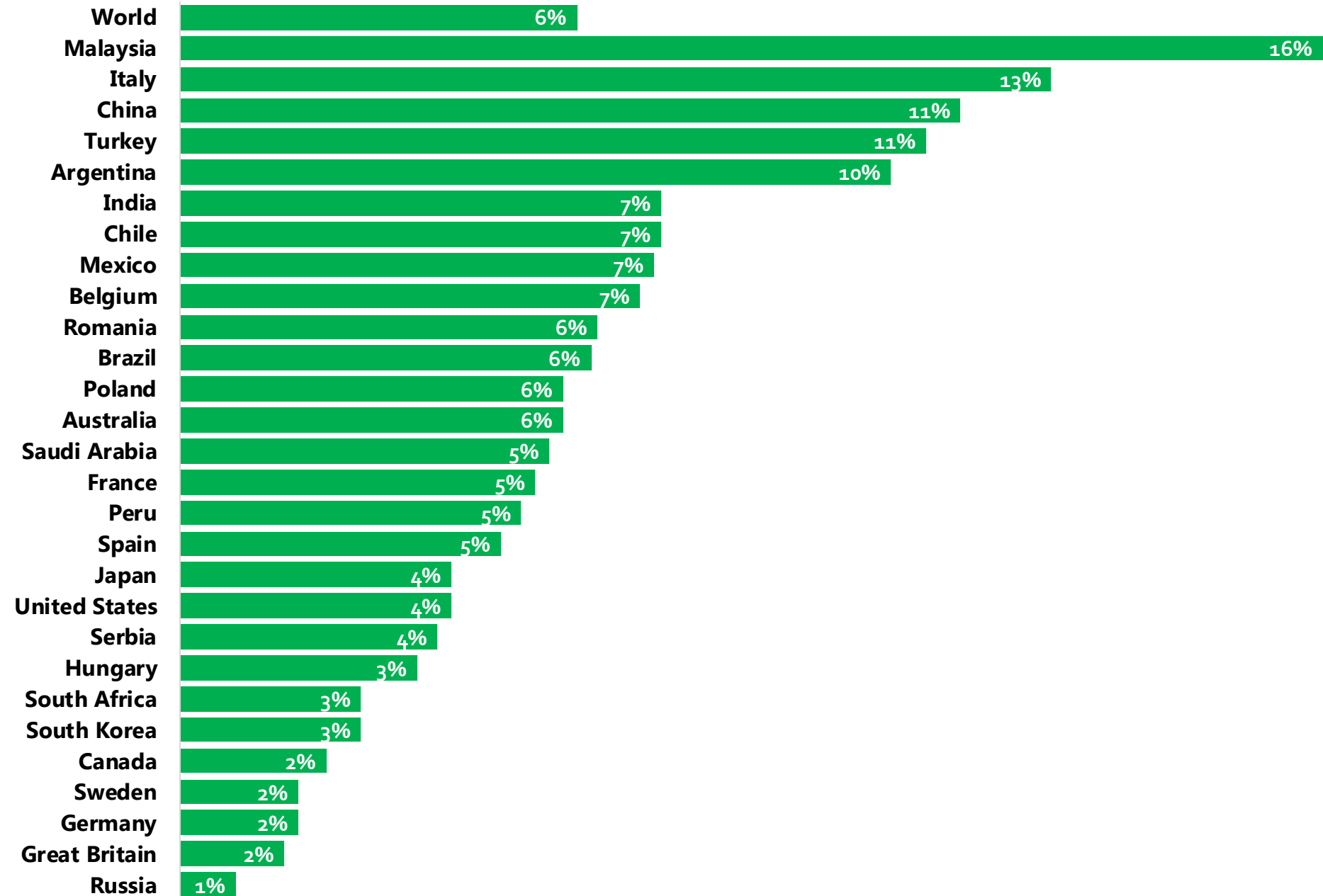
■ The over-packaging of consumer goods is a top three environmental issue

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Soil erosion

- *Soil erosion refers to the removal of the Earth's topsoil, the most fertile, uppermost layer of the ground.*

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders? – Soil erosion



■ Soil erosion is a top three environmental issue

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Climate Change

How do citizens perceive climate change?

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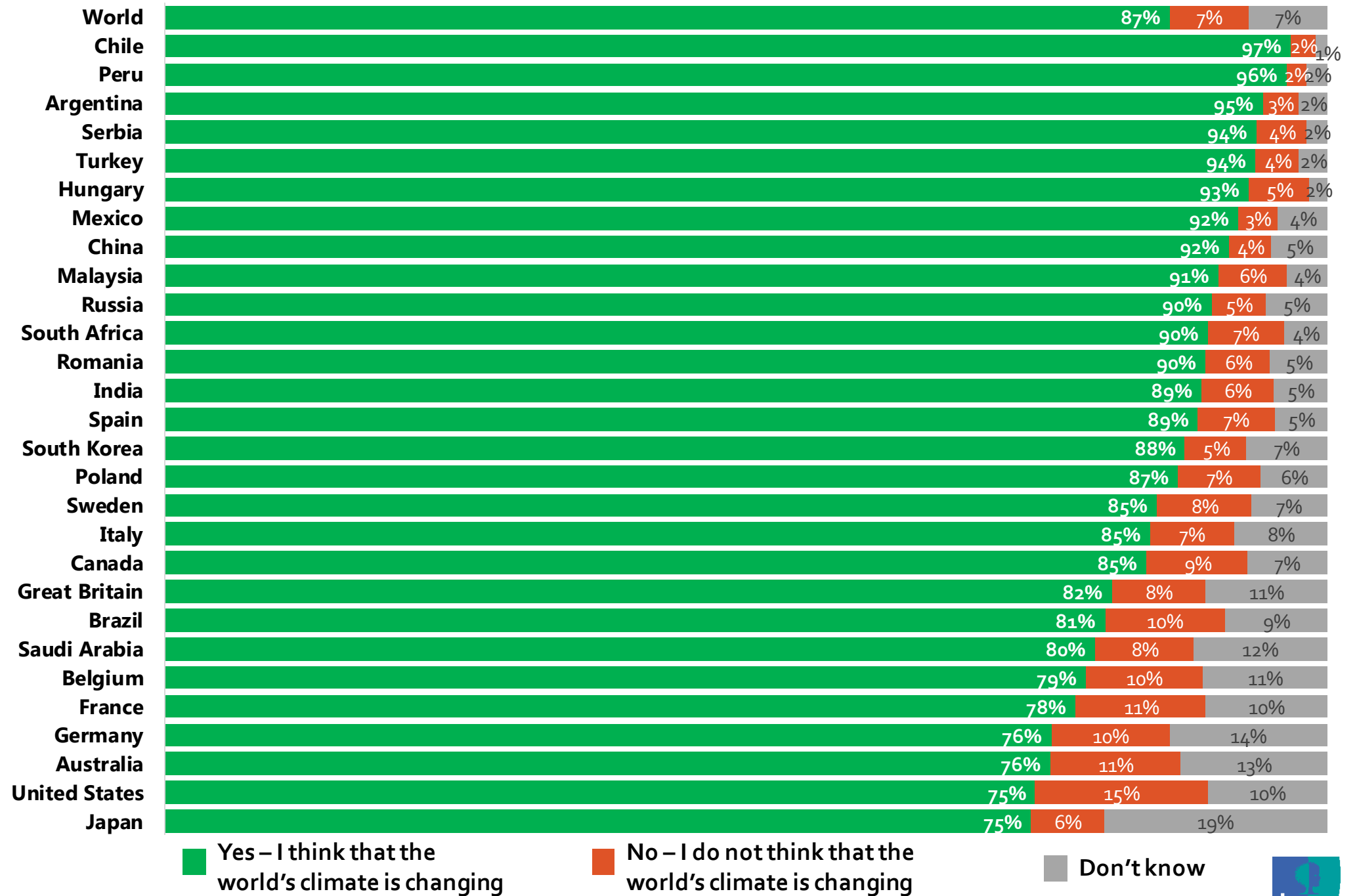


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Perceiving climate change

- The vast majority of the world's population believe climate change is occurring in some capacity.

Q. As far as you know, do you think the world's climate is changing or not?

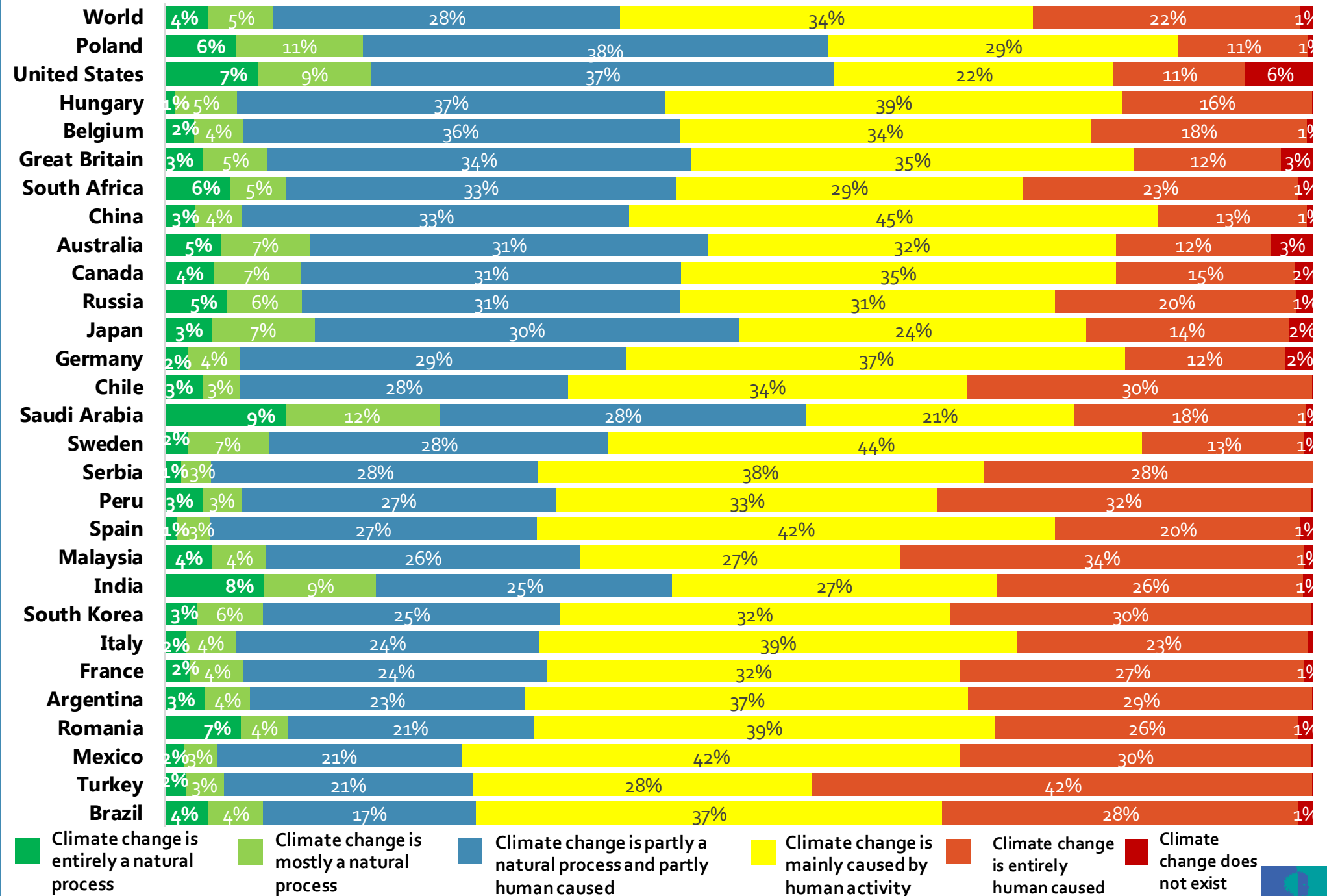


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Natural or human caused?

- Most global citizens agree that climate change is at least partly caused by human activity.

Q. Thinking about the causes of climate change, which, if any, of the following best describes your opinion?



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Non-Recyclable Product Waste

How can we deal with products like plastic and packaging that are non-recyclable?

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Non-Recyclable Product Waste

How concerned is the world with non-recyclable product waste?

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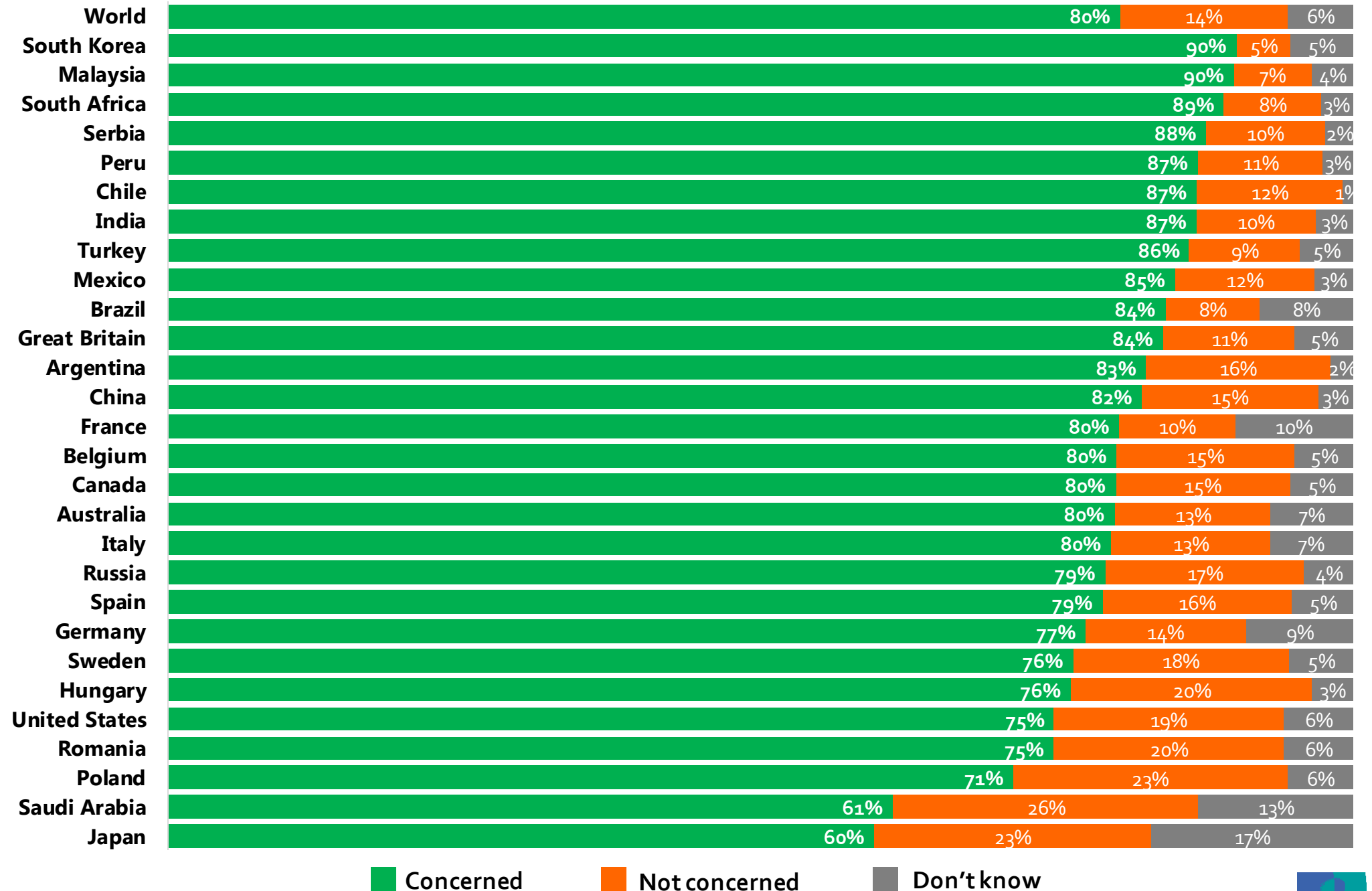


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Concern with the use of disposable, non-recyclable products

- Plastic straws, for example, are given by default in nearly every drink purchased at a restaurant, then thrown away.
- These straws are non-recyclable and take 200 years to degrade.
- In general, citizens across the world are at least somewhat concerned with the overuse of disposable, non-recyclable products.

Q. Some people have recently been discussing the effects on the environment of plastic packaging, plastic bags, and other disposable objects which cannot be recycled. How concerned, if at all, would you say you are about this issue?



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Non-Recyclable Product Waste

What kind of policy action should be taken?

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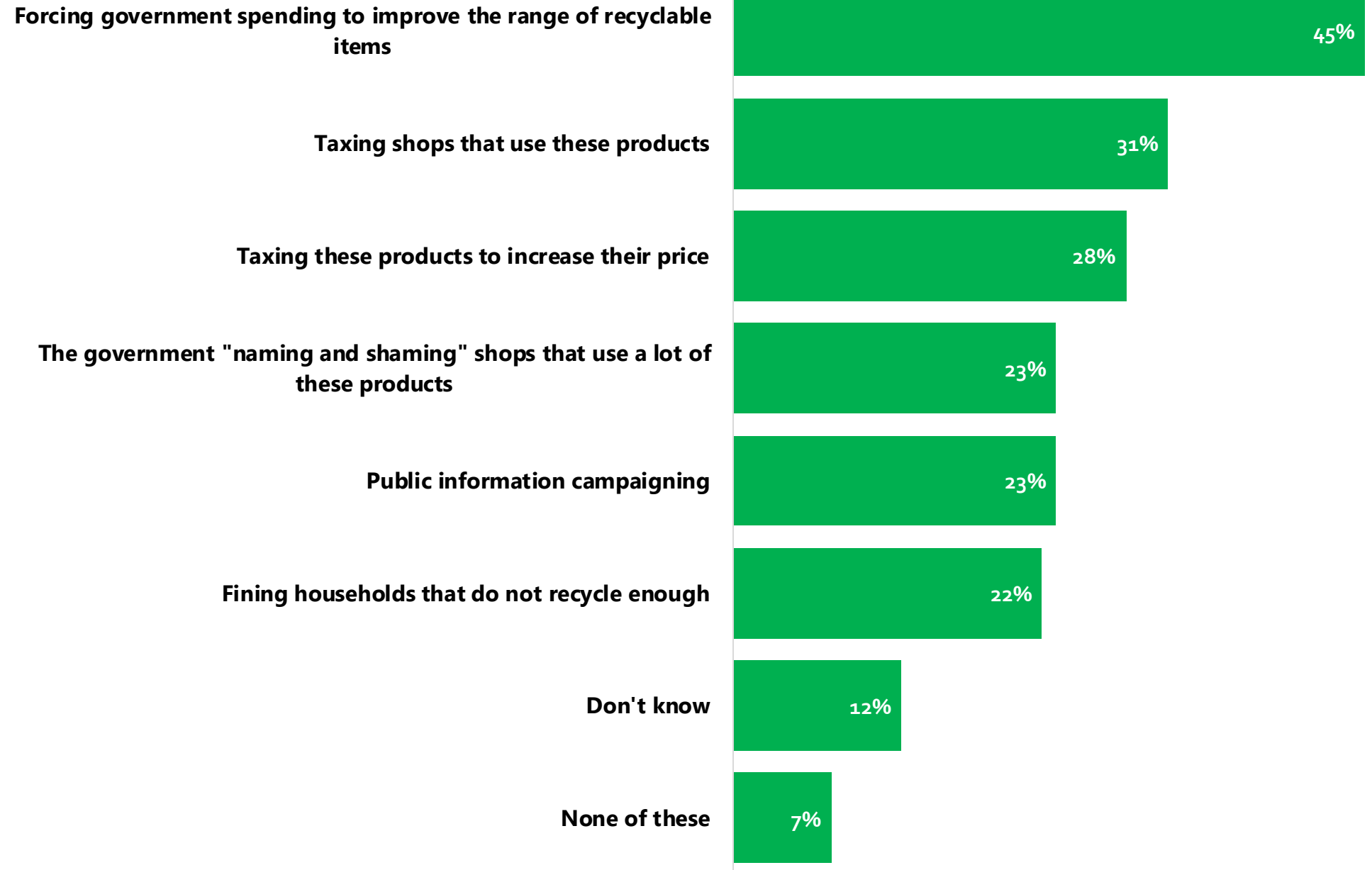


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Potential policy actions

- A plurality of global respondents believe increased government spending would help reduce the use of non-recyclable products.*

Q. Which if any of the following do you think would be effective at reducing the problems caused by unnecessary use of plastic and packaging that cannot be recycled?



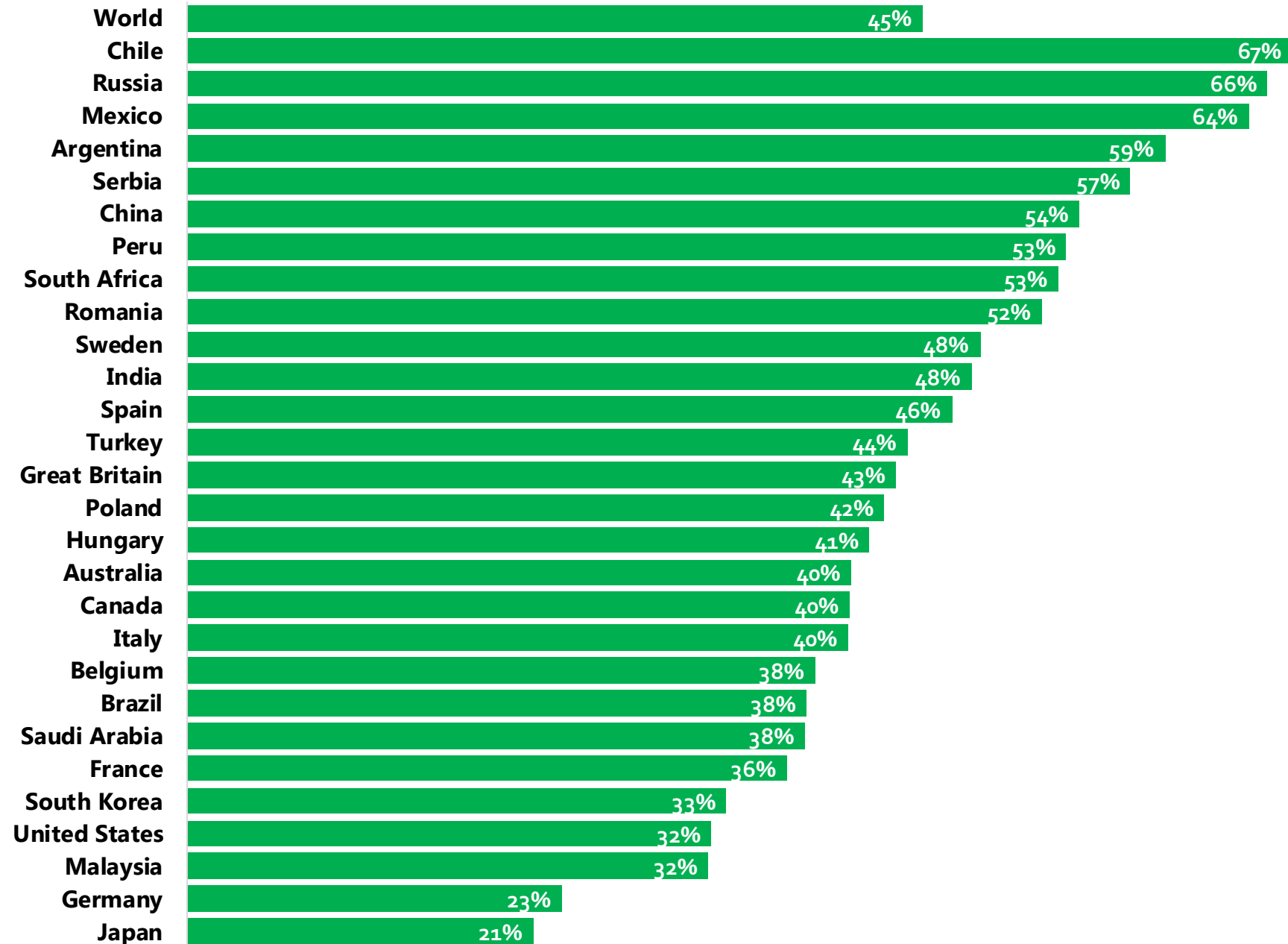
■ This policy would be effective in reducing the use of non-recyclable products

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Government investment to improve recycling

- Increasing government investment in recycling would require a tax increase, a decrease in funding for another sector, a loan from another country.

Q. Which if any of the following do you think would be effective at reducing the problems caused by unnecessary use of plastic and packaging that cannot be recycled? – Forcing local government to spend more on recycling so that a wider range of items can be recycled



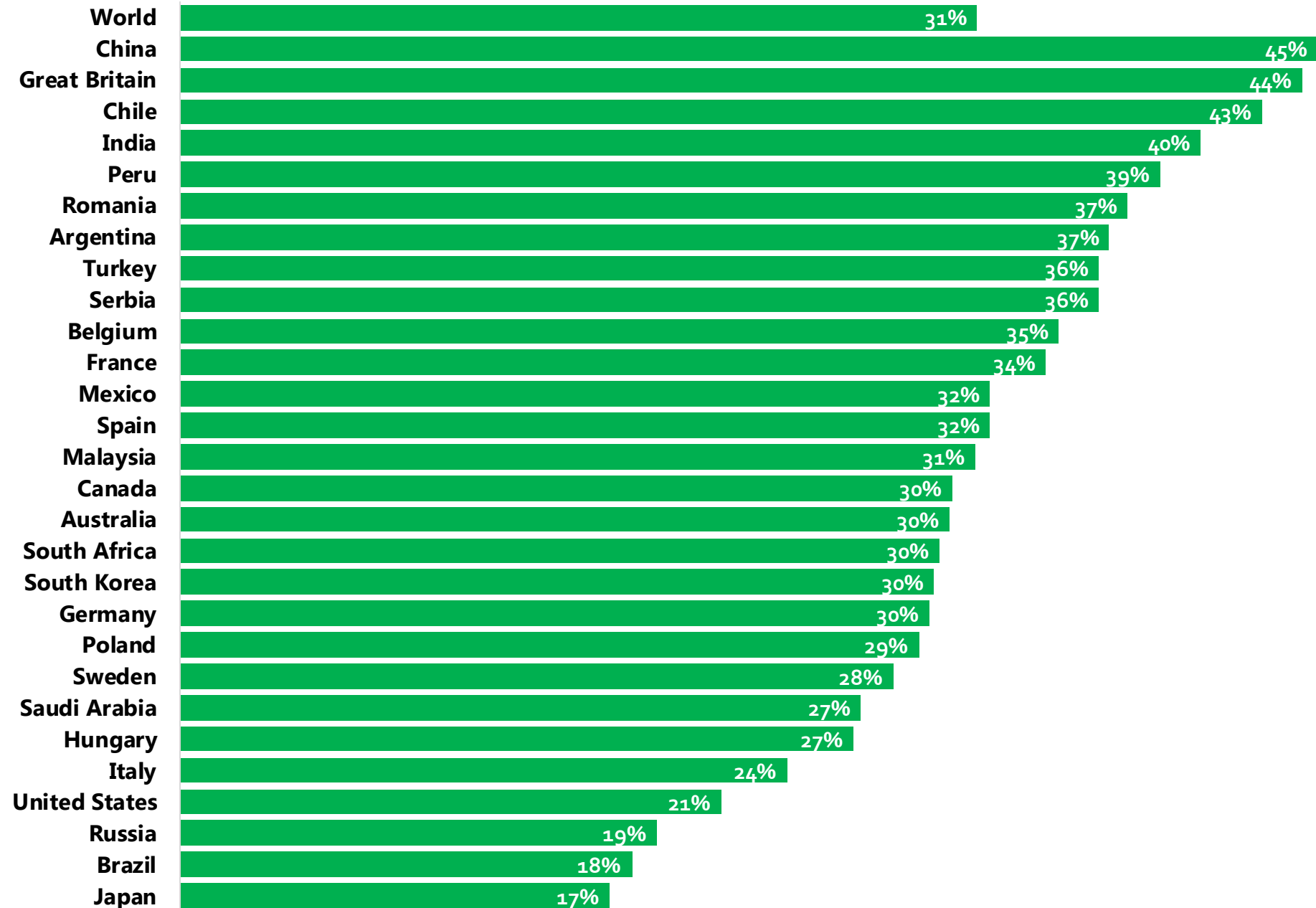
■ This policy would be effective in reducing the use of non-recyclable products

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Higher taxes on supermarkets and shops using a lot of non-recyclable packaging

- Increasing taxes on supermarkets or shops that use a lot of this kind of packaging would incentivize these businesses to find alternative products or to raise their prices.

Q. Which if any of the following do you think would be effective at reducing the problems caused by unnecessary use of plastic and packaging that cannot be recycled? – Higher taxes on supermarkets and shops which use a lot of packaging that cannot be recycled



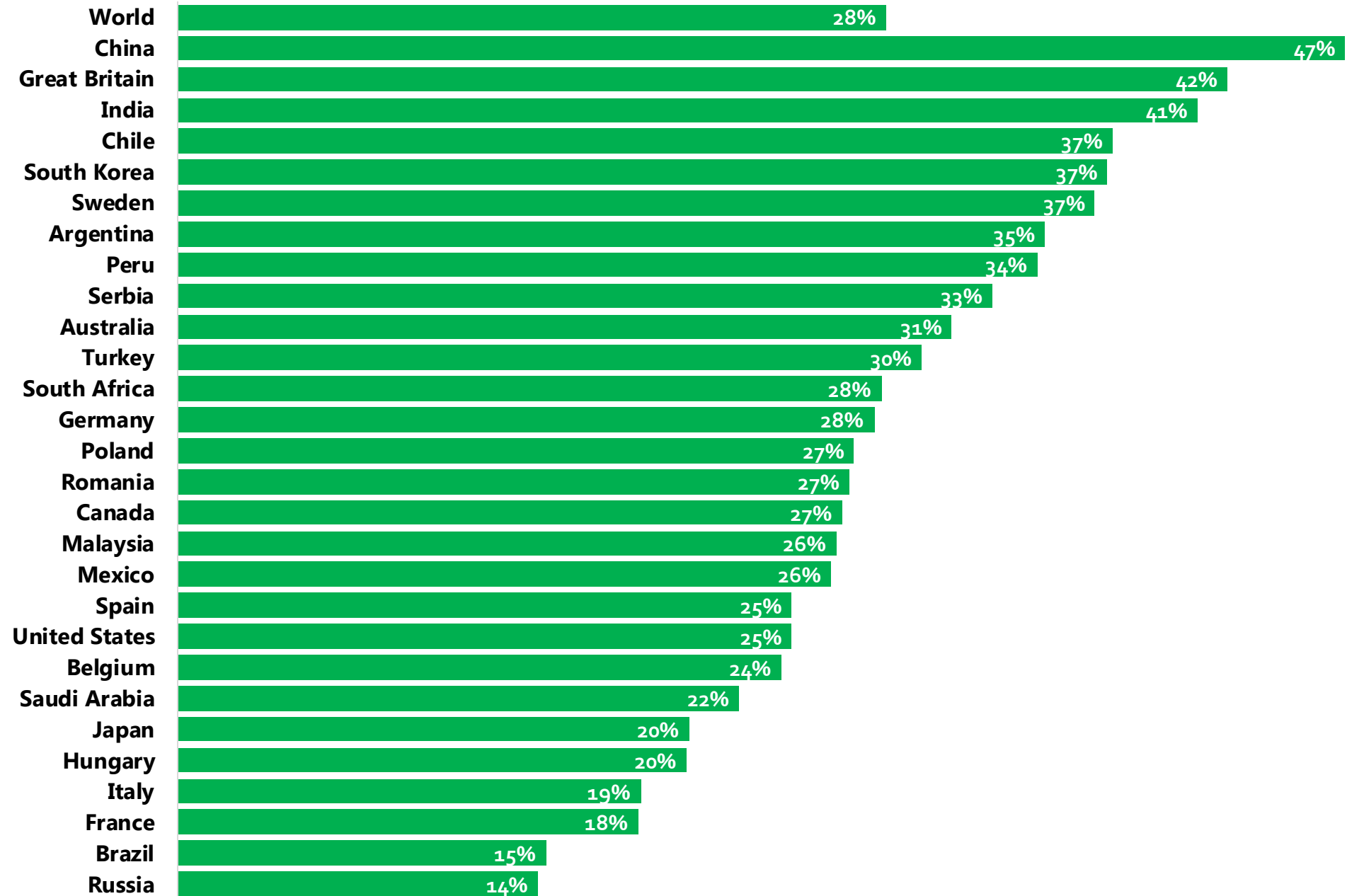
■ This policy would be effective in reducing the use of non-recyclable products

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Taxing non-recyclables

- Taxing non-recyclable containers would put the onus of reduction on the consumers of these goods.

Q. Which if any of the following do you think would be effective at reducing the problems caused by unnecessary use of plastic and packaging that cannot be recycled? – A tax on containers such as plastic drinks, bottles, and disposable coffee cups that cannot be recycled to increase their price



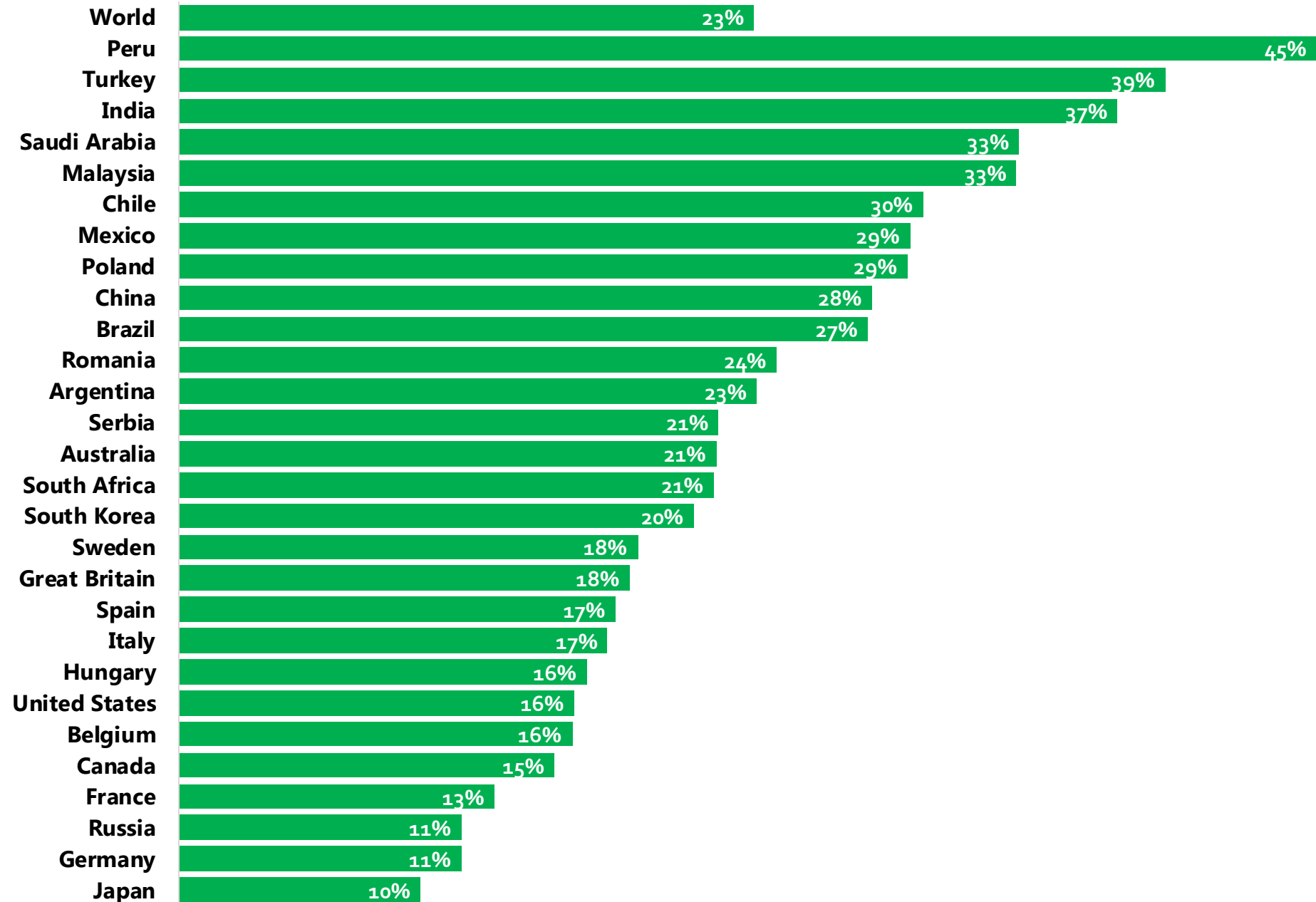
■ This policy would be effective in reducing the use of non-recyclable products

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Public information campaign

- A public information campaign seeks to educate consumers and producers about the consequences of their actions in the hope of changing behaviour without a financial incentive

Q. Which if any of the following do you think would be effective at reducing the problems caused by unnecessary use of plastic and packaging that cannot be recycled? – A public information campaign funded by taxpayers' money to tell people about the issue



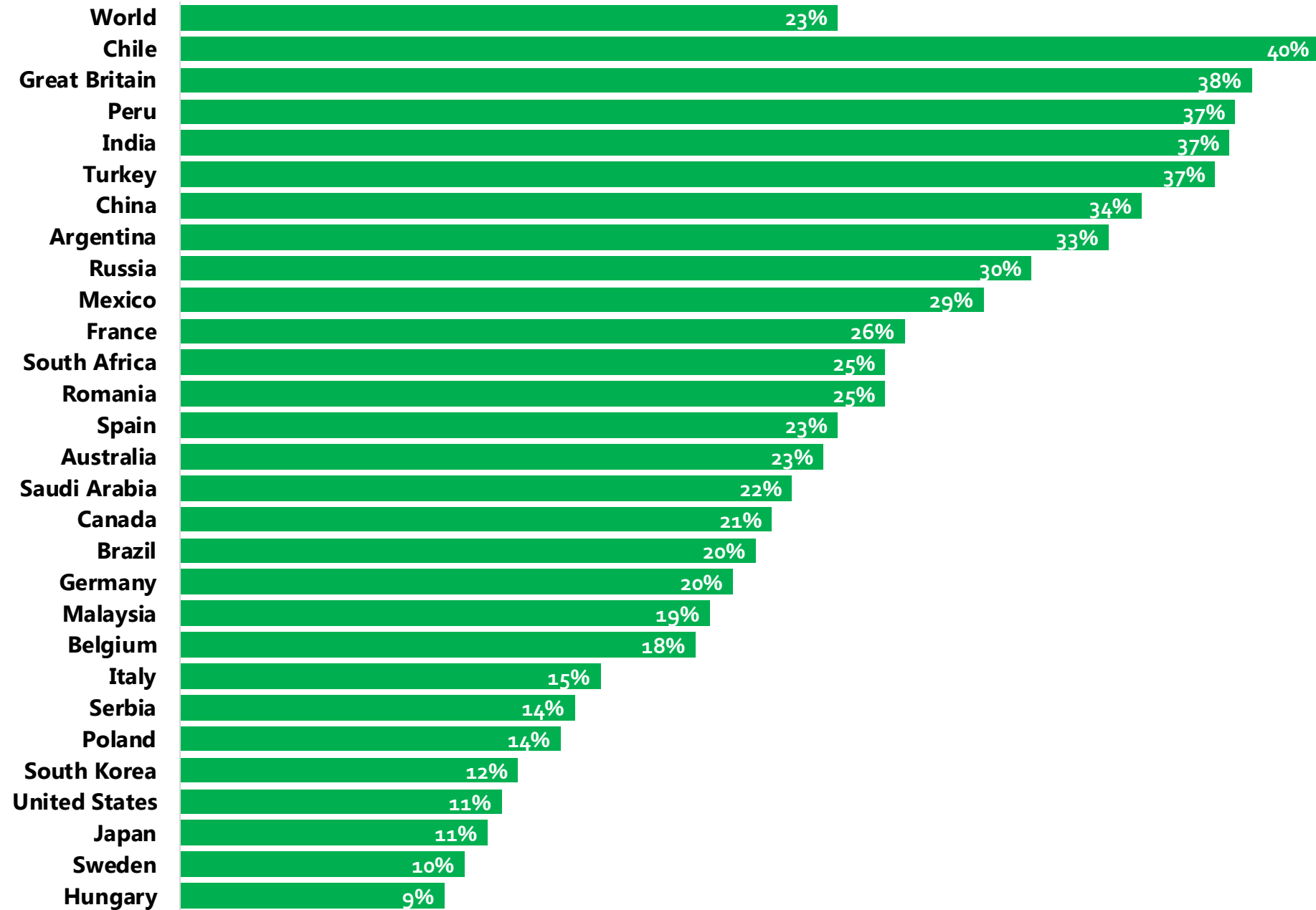
■ This policy would be effective in reducing the use of non-recyclable products

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

The government "naming and shaming" bad businesses

- "Naming and shaming" culpable businesses could incentivize decreased use if the negative publicity begins to have an effect on sales.

Q. Which if any of the following do you think would be effective at reducing the problems caused by unnecessary use of plastic and packaging that cannot be recycled? – The government "naming and shaming" supermarkets and shops which use a lot of packaging that cannot be recycled



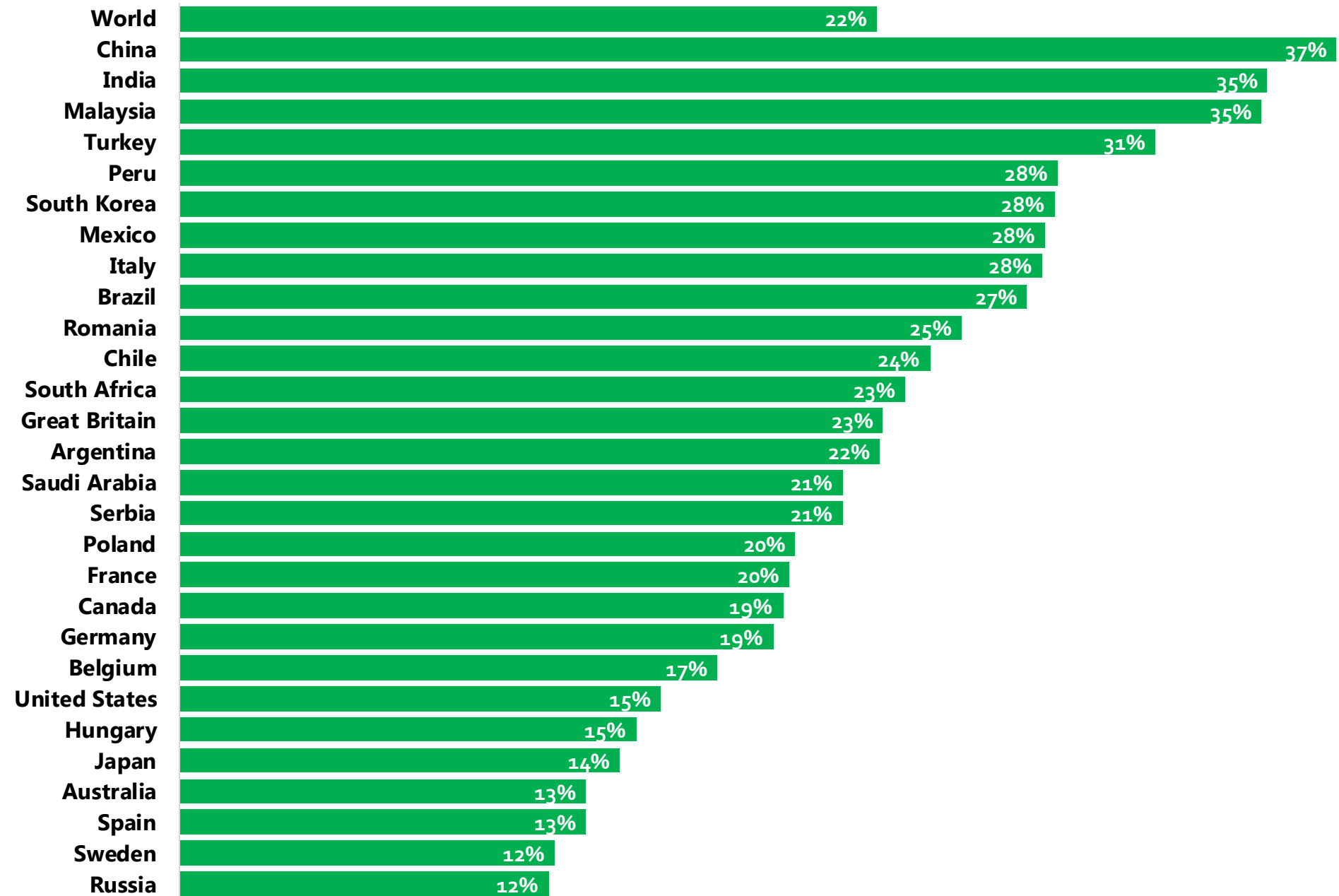
■ This policy would be effective in reducing the use of non-recyclable products

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Fines for households that do not recycle enough

- A fine policy would require investment in the infrastructure that provides households the opportunity to recycle.

Q. Which if any of the following do you think would be effective at reducing the problems caused by unnecessary use of plastic and packaging that cannot be recycled? – Big fines for householders who do not recycle enough of their rubbish



■ This policy would be effective in reducing the use of non-recyclable products

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Non-Recyclable Product Waste

What personal actions are citizens willing to take?

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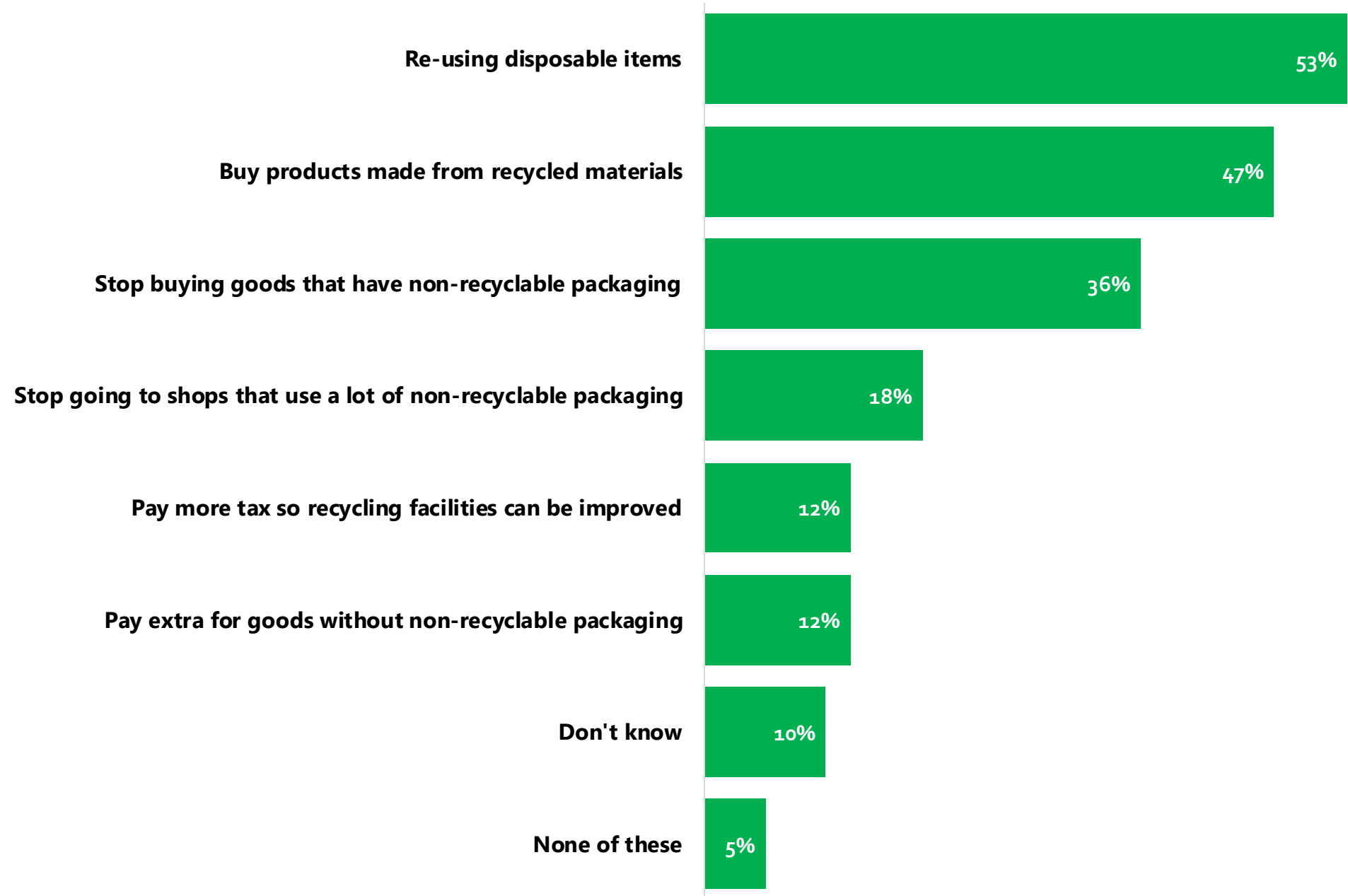



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Personal actions around the world

- *More than half of global respondents would re-use their disposable items to help cut down on waste.*

Q. Which if any of the following would you personally do to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled?



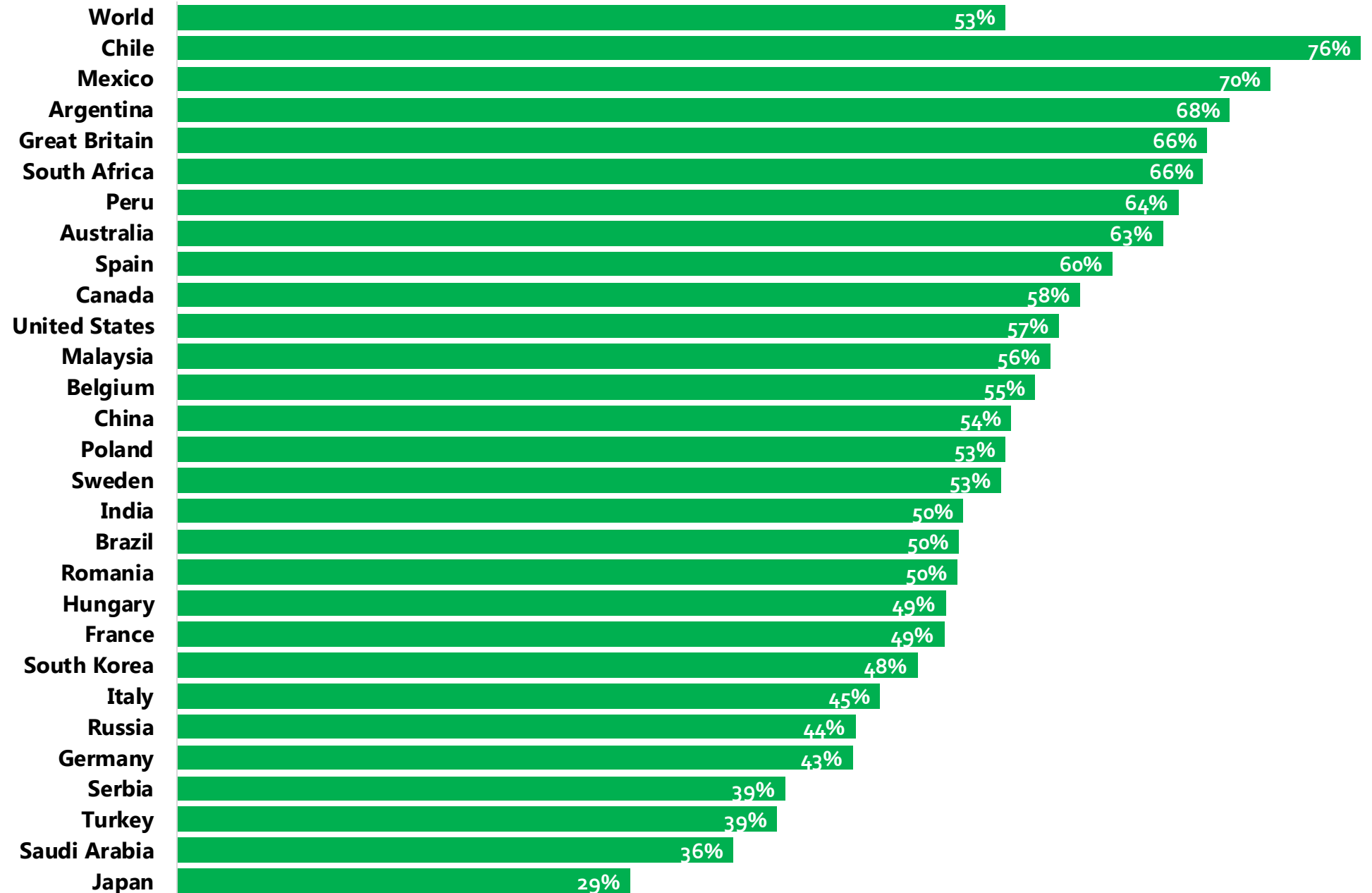
 I would personally do this to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Re-using disposable items

- National Geographic estimates that 40 percent of plastic produced is used once and then discarded.

Q. Which if any of the following would you personally do to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled? - Re-use disposable items such as plastic bags and plastic bottles



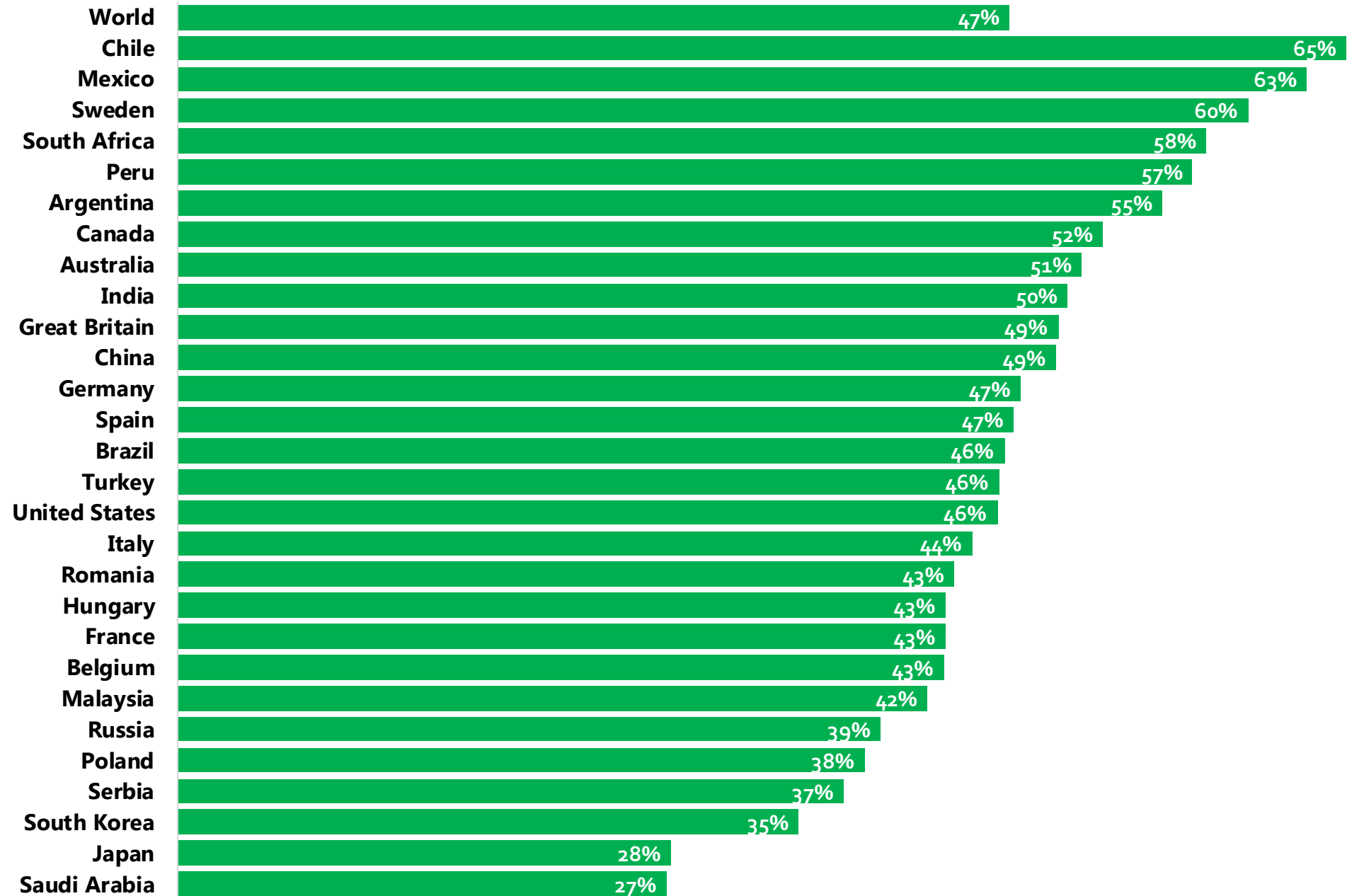
I would personally do this to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Buy products made from recycled materials

- Every ton of recycled plastic bottles saves 3.8 barrels of oil resources.

Q. Which if any of the following would you personally do to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled? - Buy more products made from recycled materials



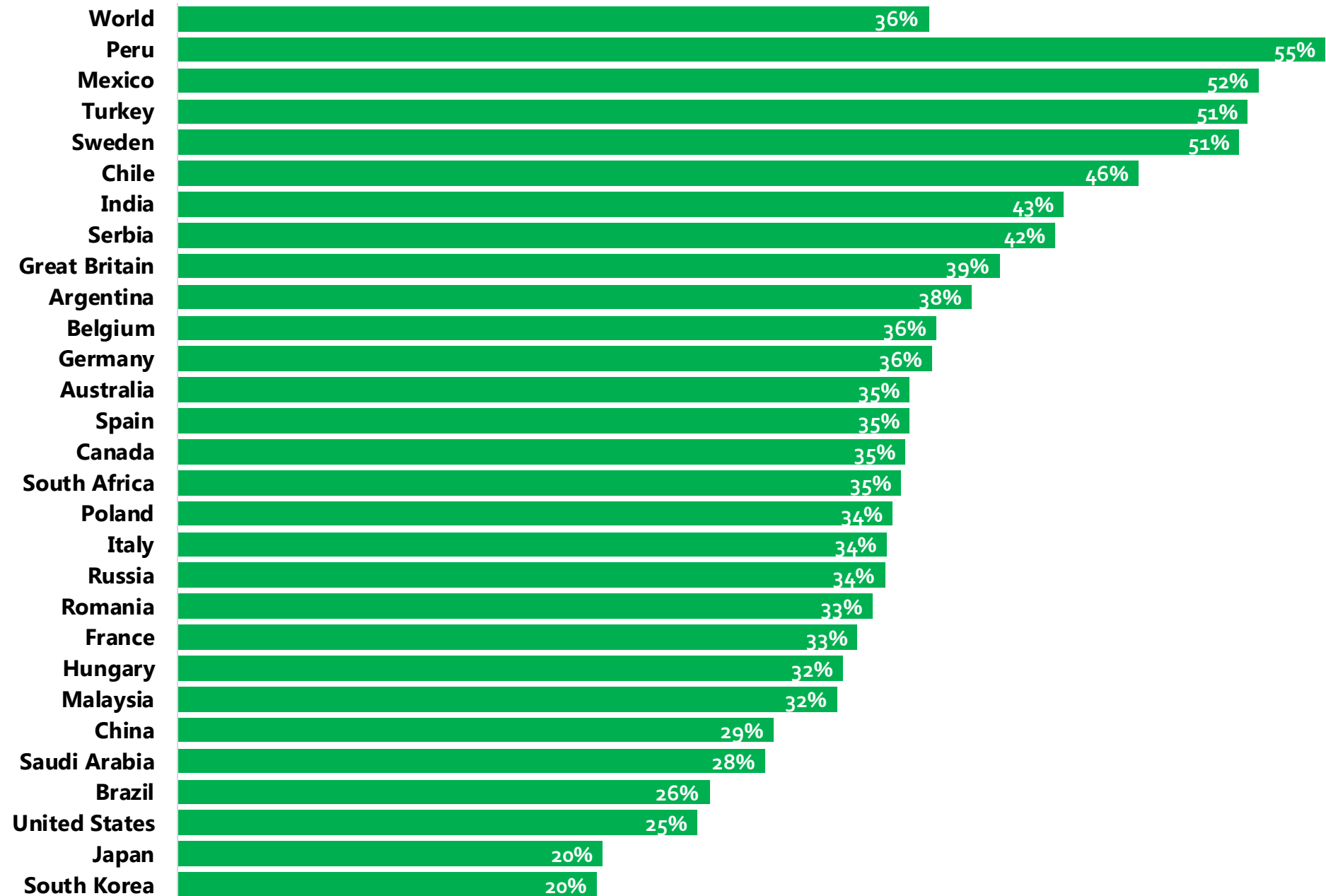
I would personally do this to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Stop buying goods that have non-recyclable packaging

- Styrofoam is an example of a product commonly used in packaging that is also very difficult to recycle.

Q. Which if any of the following would you personally do to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled? - Stop buying goods that have packaging that cannot be recycled



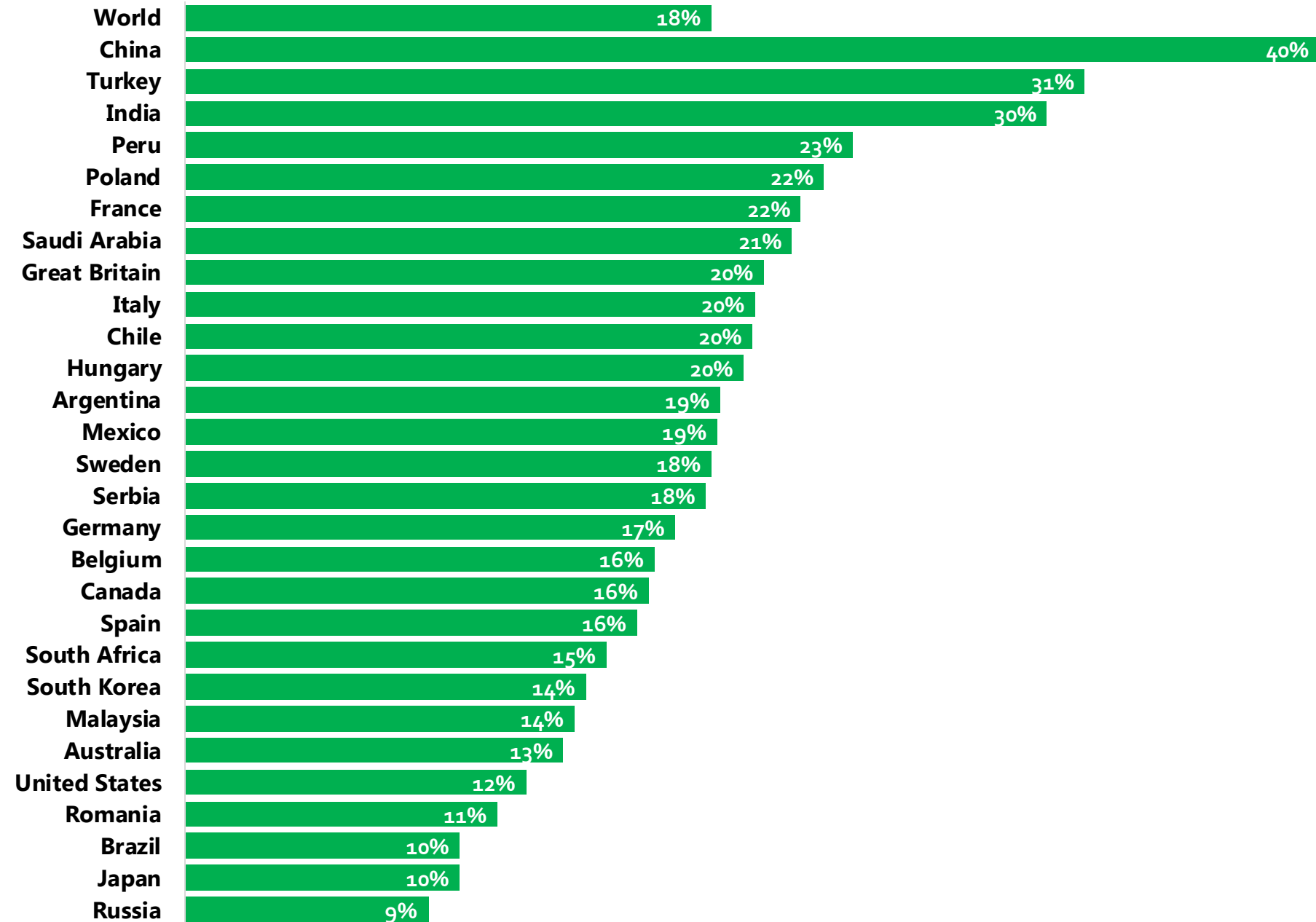
I would personally do this to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Stop going to supermarkets and shops that use a lot of non-recyclable packaging

- This is one of the actions that information campaigns rely on to make change.

Q. Which if any of the following would you personally do to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled? - Stop going to supermarkets and shops which use a lot of packaging that cannot be recycled



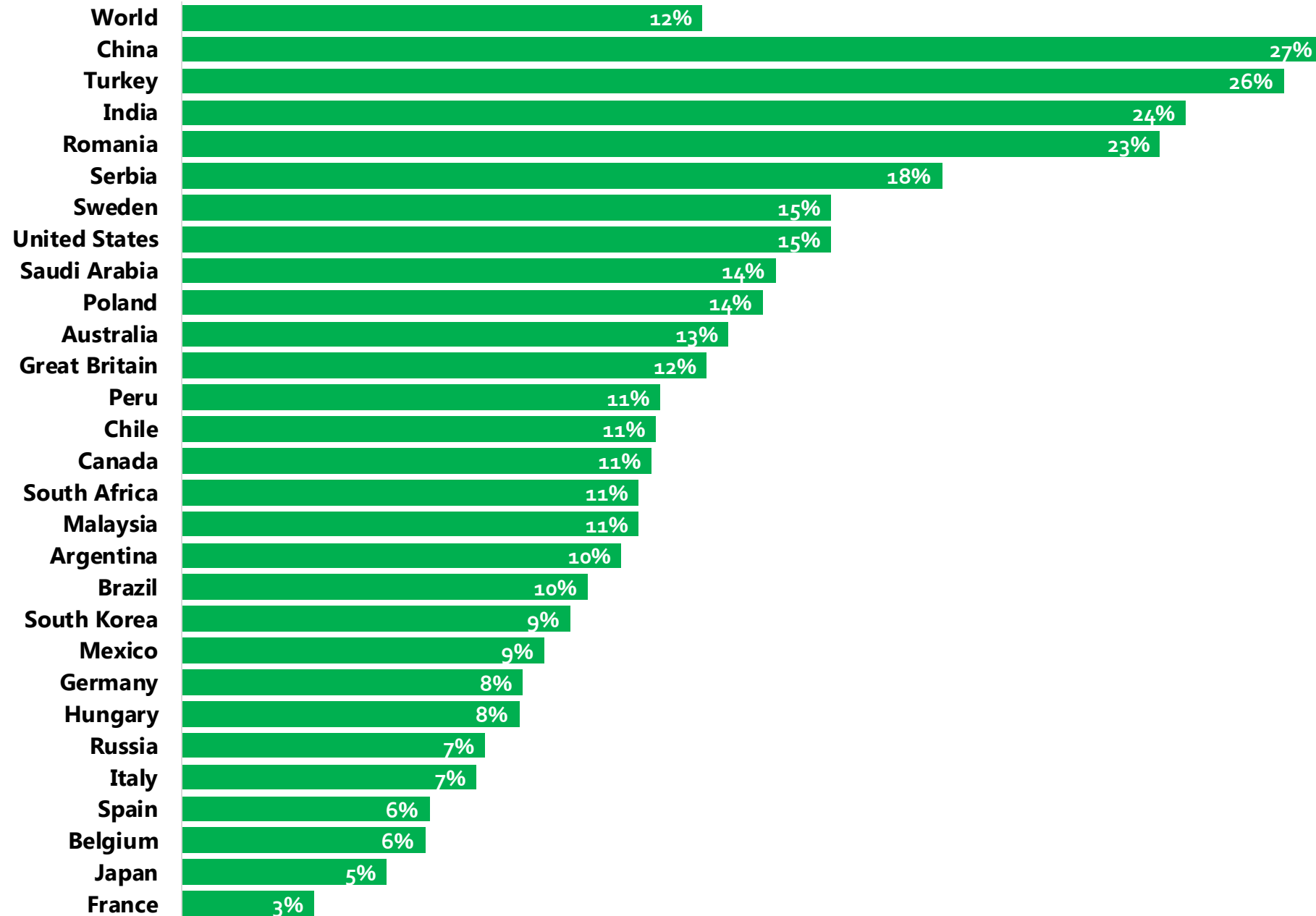
I would personally do this to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled


Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Pay higher taxes

- Paying higher taxes would aid the government in recycling facility investment.*

Q. Which if any of the following would you personally do to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled? - Pay more tax so recycling facilities can be improved, allowing a wider range of items to be recycled



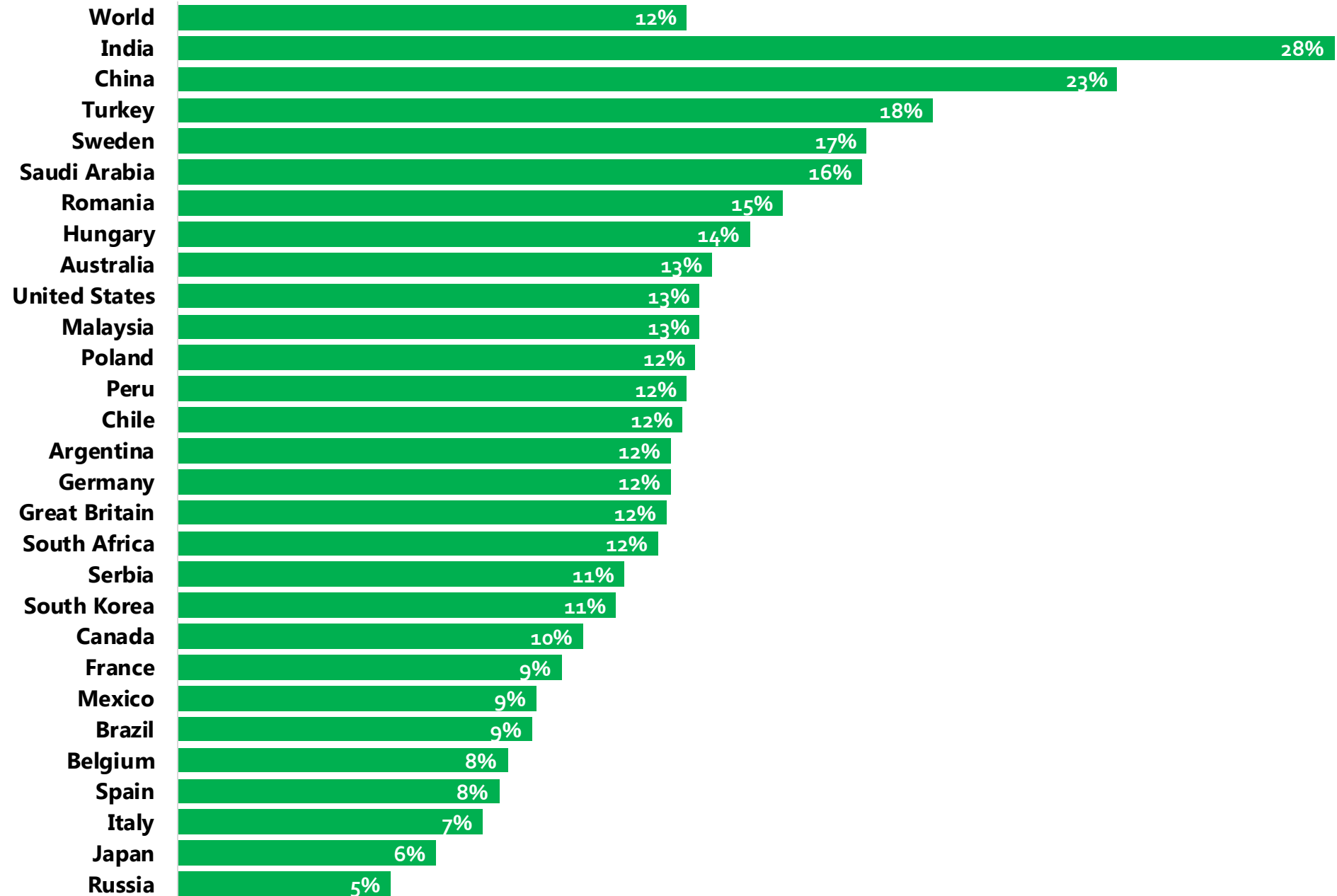
 I would personally do this to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled


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Pay extra for goods without non-recyclable packaging

- Those who pay extra for goods without non-recyclable packaging are said to be purchasing "utility" in the form of the feeling of environmental responsibility.*

Q. Which if any of the following would you personally do to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled? - Pay extra for goods that have no packaging that cannot be recycled



 I would personally do this to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled

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Non-Recyclable Product Waste

Who should lead efforts to reduce non-recyclable product waste?

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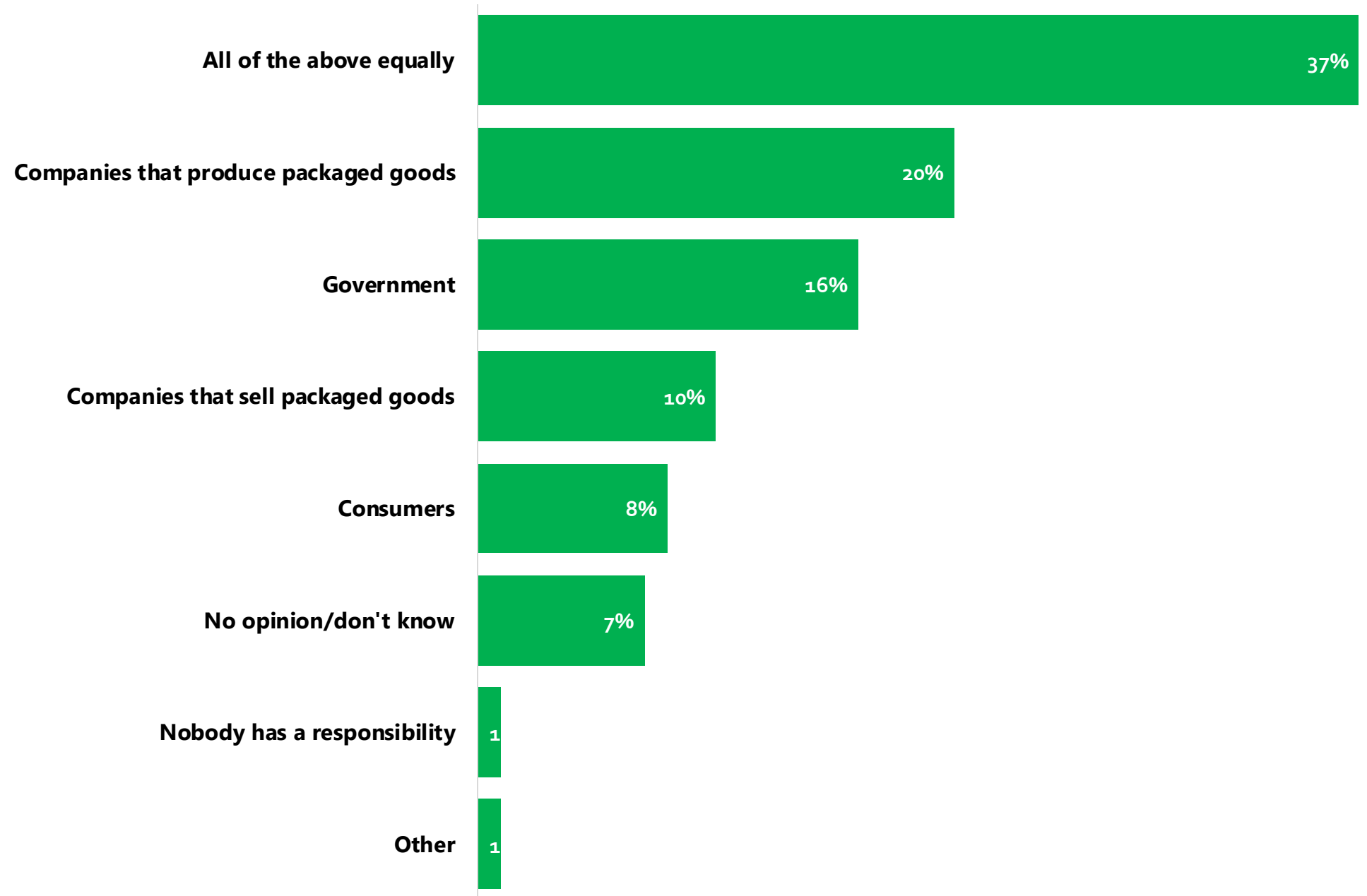


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Who's responsible?

- The plurality of global respondents believe the government, producers, and consumers should work together to take responsibility for the issue.*

Q. Who if anybody do you believe should take most responsibility for finding a way to reduce the amount of unnecessary packaging which is sold?

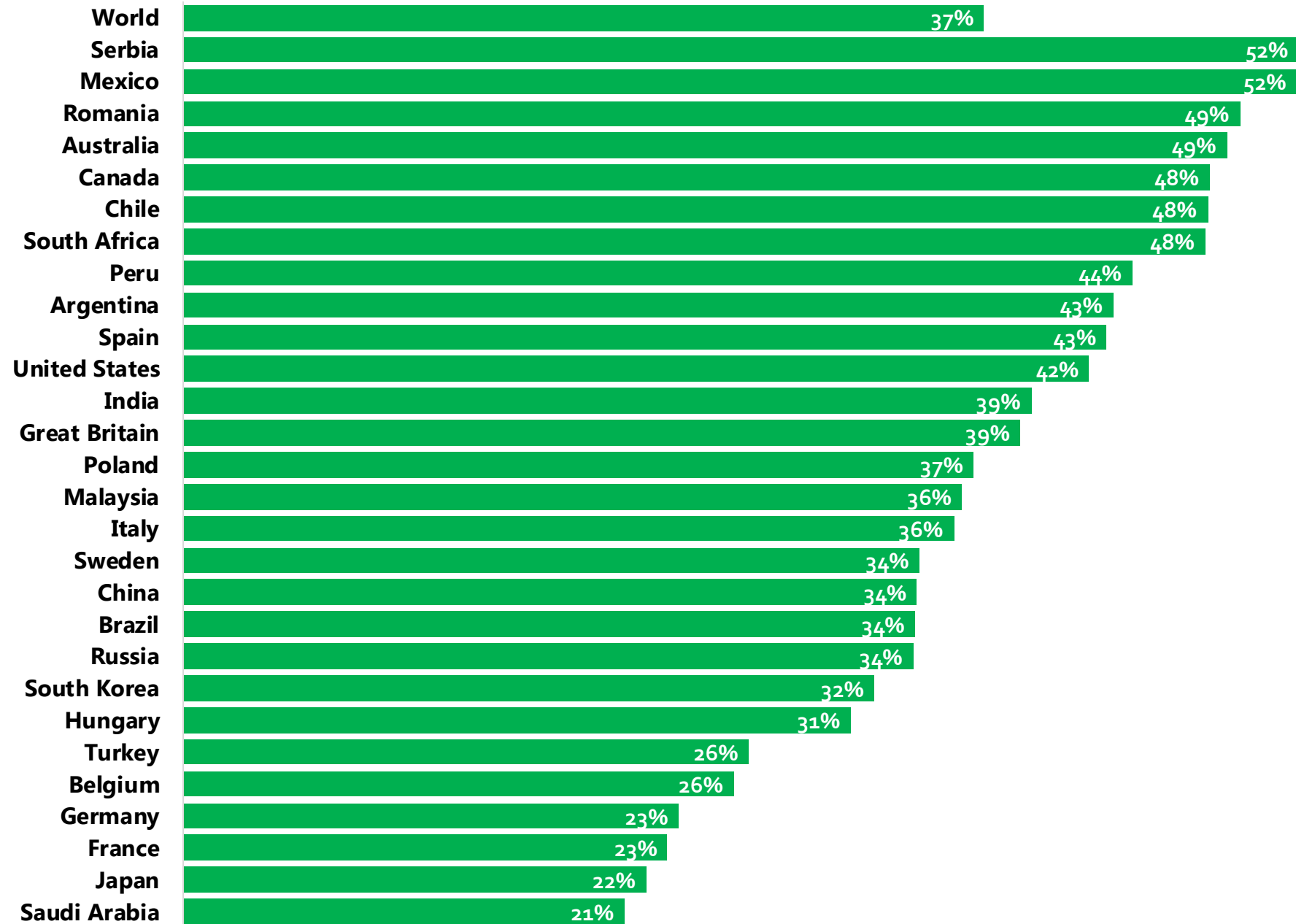


■ This entity should take responsibility

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

All of the above

Q. Who if anybody do you believe should take most responsibility for finding a way to reduce the amount of unnecessary packaging which is sold? - All of the above equally



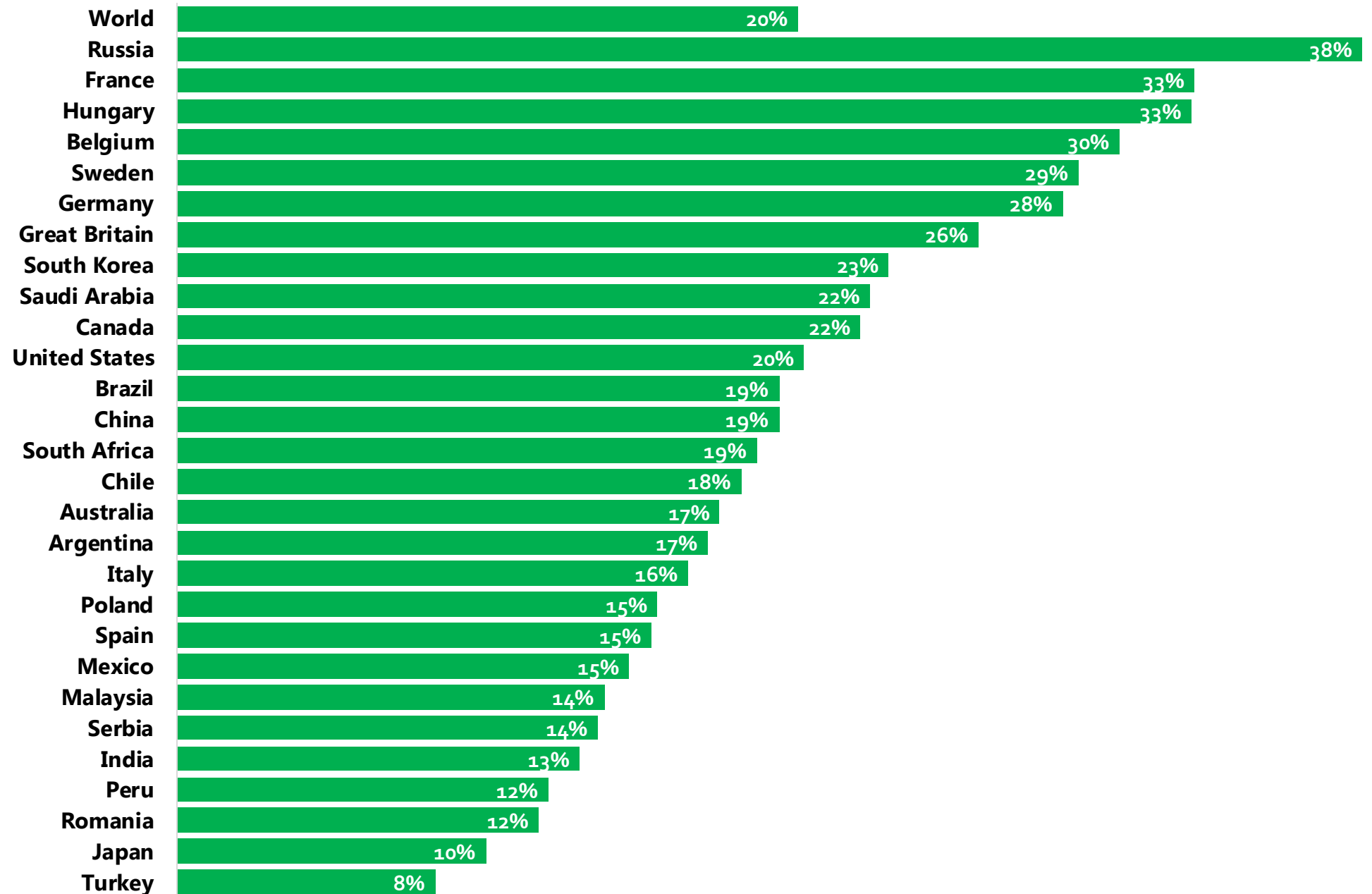
■ Everyone should take responsibility

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Packaged good producers

- If packaged good producers took the responsibility, they would need to reduce their production, which would harm profits, or find alternative methods of packaging.*

Q. Who if anybody do you believe should take most responsibility for finding a way to reduce the amount of unnecessary packaging which is sold? - Companies that produce packaged goods



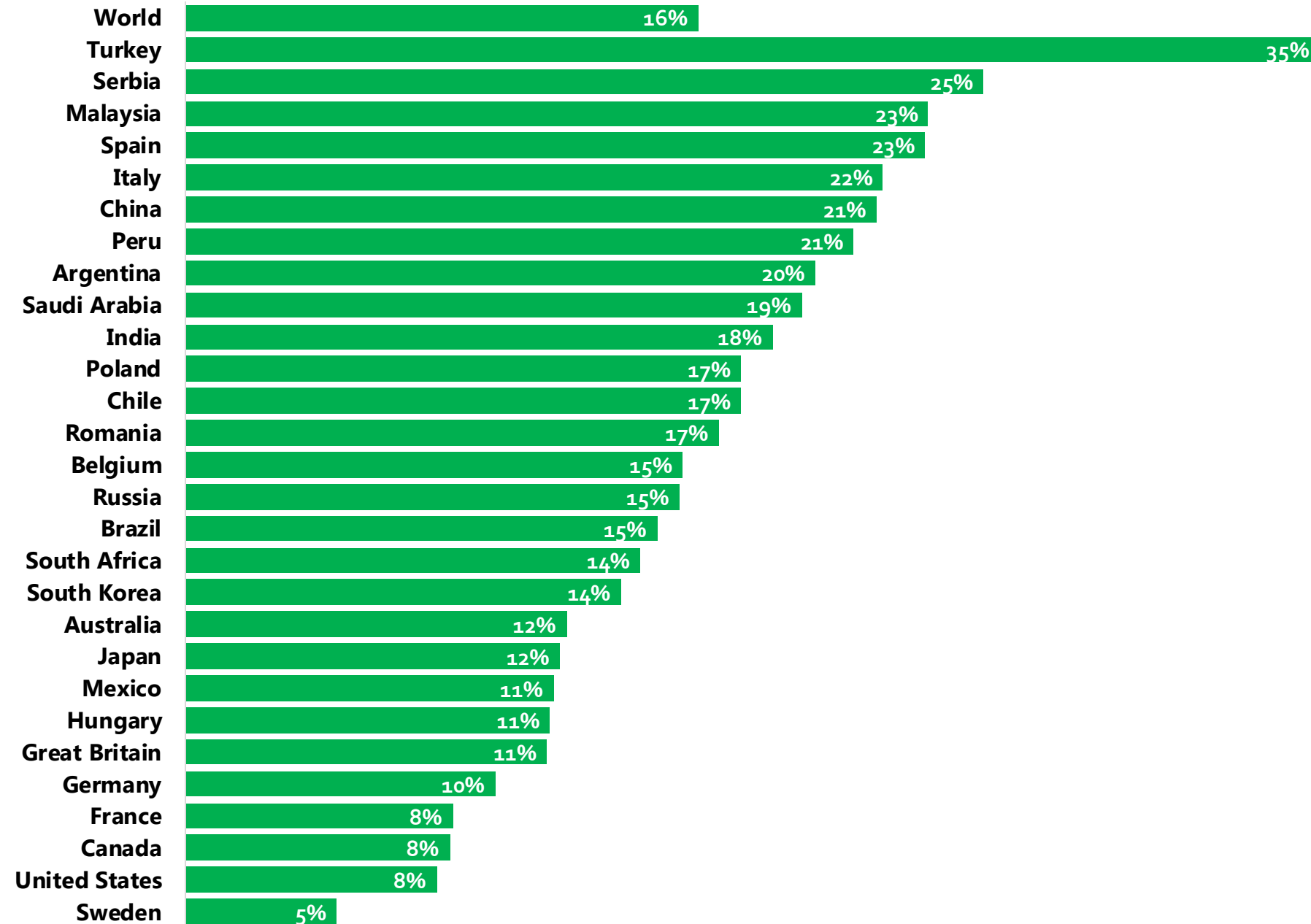
■ Companies that produce packaged goods should take responsibility

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

The government

- If the government takes responsibility for the issue, they would need to either invest in infrastructure to improve recycling capacity or create policy to incentivize producers, sellers, or consumers to purchase less of these items.*

Q. Who if anybody do you believe should take most responsibility for finding a way to reduce the amount of unnecessary packaging which is sold? - Government



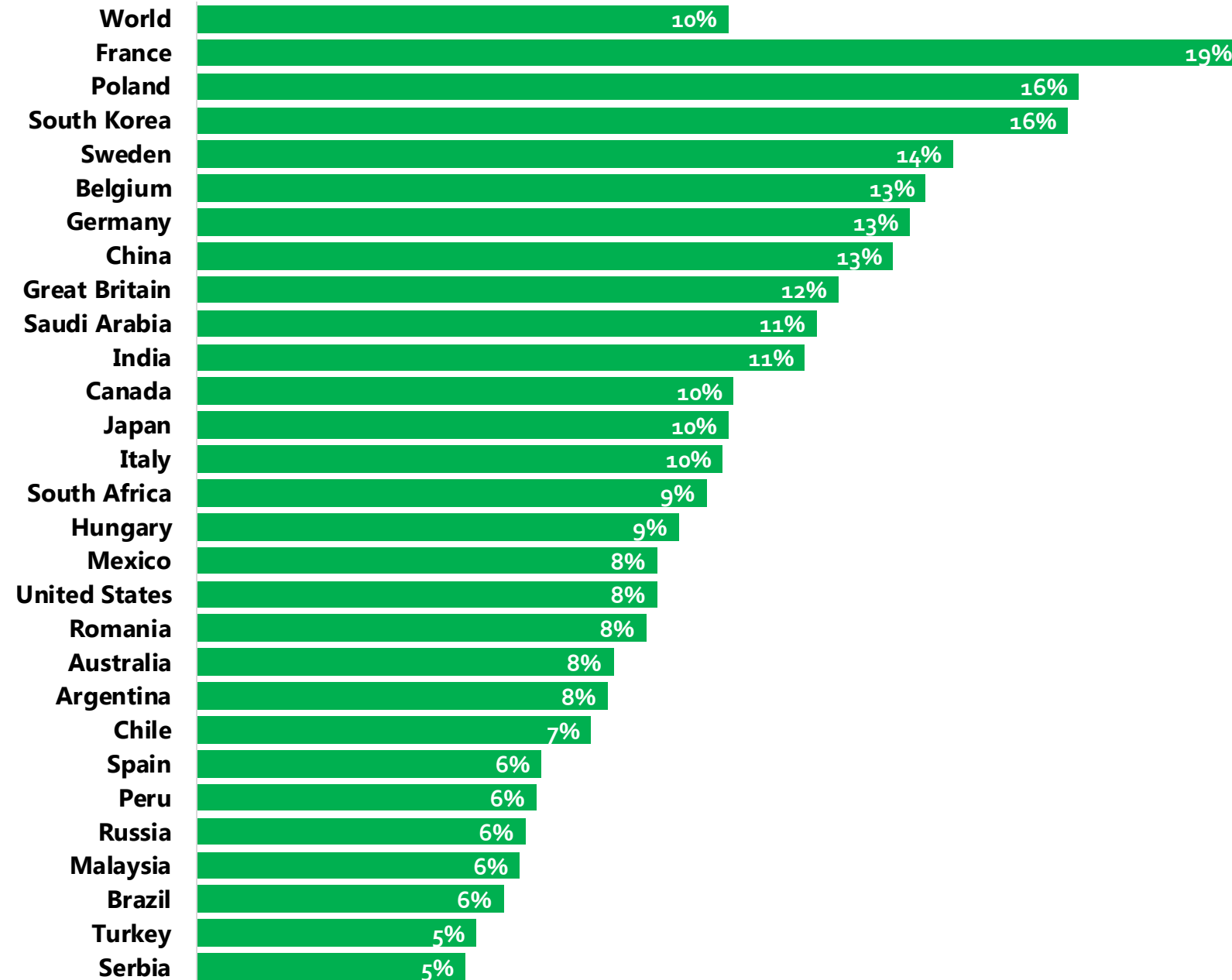
■ The government should take responsibility

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Sellers of packaged goods

- Sellers of packaged goods are the middlemen. They buy from those who produce packaged goods in order to sell to individual consumers.
- If they take responsibility, they would need to find alternative goods to sell to consumers.

Q. Who if anybody do you believe should take most responsibility for finding a way to reduce the amount of unnecessary packaging which is sold? - Companies that sell packaged goods



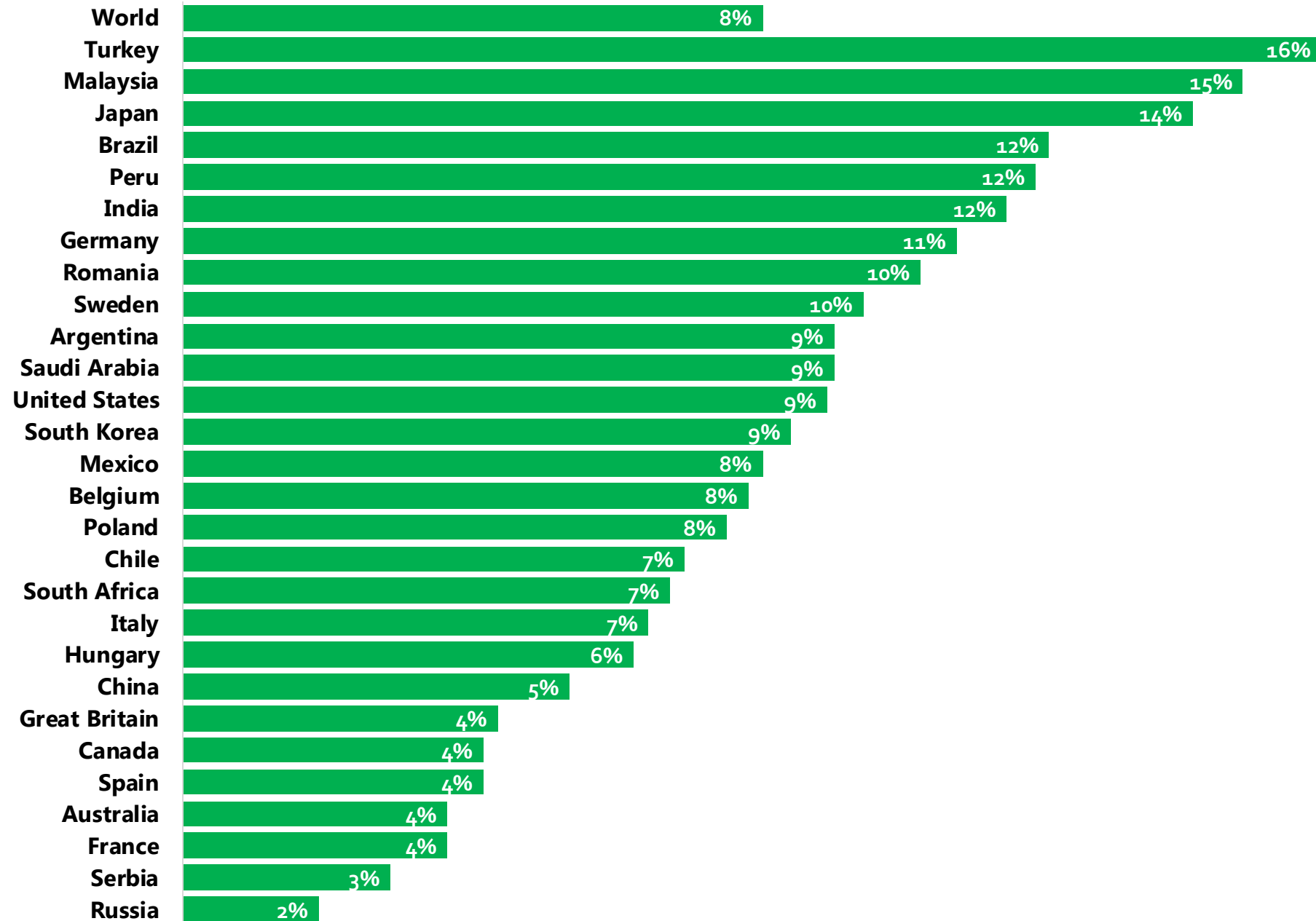
■ Companies that sell packaged goods should take responsibility

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

Consumers of packaged goods

- If consumers bear the responsibility for the issue, they would have to choose to buy from responsible sellers.*
- This would then incentivize sellers to become responsible, in turn incentivizing producers to decrease their production of unnecessary packaging.*

Q. Who if anybody do you believe should take most responsibility for finding a way to reduce the amount of unnecessary packaging which is sold? - Consumers



■ Consumers should take responsibility

Base: 20,794 online adults aged 16-64 across 28 countries March 23 – April 6, 2018

- In total 20,794 interviews were conducted between March 23 – April 6, 2018.
- The survey was conducted in 28 countries around the world, via the Ipsos Online Panel system in Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Romania, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey, Great Britain, and the USA.
- Approximately 1000 individuals aged 18-65 were surveyed in Australia, Brazil, Canada, China, France, Italy, Japan, Malaysia, Romania, Spain, Germany, Great Britain, and the USA. Approximately 500 individuals aged 18-65 were surveyed in Argentina, Belgium, Chile, Hungary, India, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Sweden, and Turkey.
- Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.
- The data are weighted to match the profile of the population. 17 of the 28 countries surveyed generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, Romania, Serbia, South Korea, Spain, Sweden, and United States). Brazil, Chile, China, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey produce a national sample that is considered to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class.

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