

ENVIRONMENTAL CONCERNS “AT RECORD LOWS”: GLOBAL POLL

LONDON, UK (25 FEBRUARY 2013) - Environmental concerns among citizens around the world have been falling since 2009 and have now reached twenty-year lows, according to a multi-country GlobeScan poll.

The findings are drawn from the [GlobeScan Radar](#) annual tracking poll of citizens across 22 countries. A total of 22,812 people were interviewed face-to-face or by telephone during the second half of 2012. Twelve of these countries have been regularly polled on environmental issues since 1992.

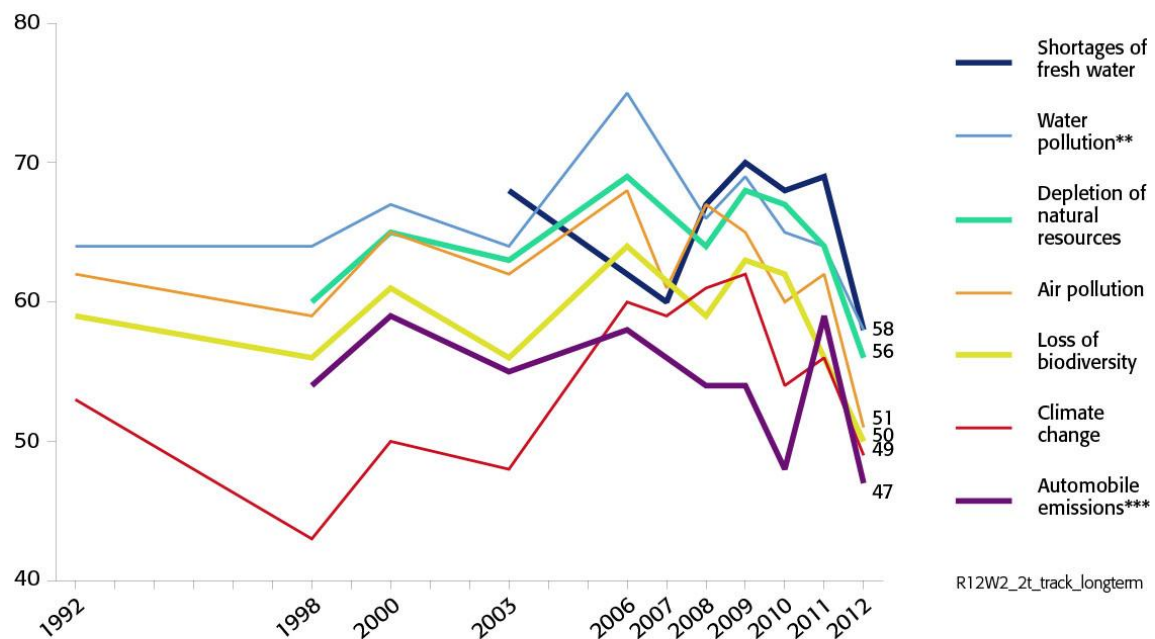
Asked how serious they consider each of six environmental problems to be—air pollution, water pollution, species loss, automobile emissions, fresh water shortages, and climate change—fewer people now consider them “very serious” than at any time since tracking began twenty years ago.

Climate change is the only exception, where concern was lower from 1998 to 2003 than it is now. Concern about air and water pollution, as well as biodiversity, is significantly below where it was even in the 1990s. Many of the sharpest falls have taken place in the past two years.

The perceived seriousness of climate change has fallen particularly sharply since the unsuccessful UN Climate Summit in Copenhagen in December 2009. Climate concern dropped first in industrialized countries, but this year’s figures show that concern has now fallen in major developing economies such as Brazil and China as well.

Seriousness of Issues

“Very Serious,” Average of 12 Countries,* 1992–2012



*Average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Nigeria, Turkey, UK, and USA.

Not all questions were asked in all countries in all years.

**Not asked in Brazil, Canada, and France

***Not asked in Brazil and Canada

* The chart shows average findings across the 12 countries for which tracking data is available since 1992. 6,774 citizens across these 12 countries were interviewed face-to-face or by telephone on this question between July 3, 2012 and September 3, 2012. Polling was conducted by the international research consultancy GlobeScan and its partners in each country. In 4 of the 12 countries, the sample was limited to major urban areas. The margin of error per country ranges from +/- 4.3 to 4.8 percent, 19 times out of 20.

** Question wording and 1992 fieldwork done by The Gallup Institute, Princeton.

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Despite the steep fall in environmental concern over the past three years, majorities still consider most of these environmental problems to be “very serious,” Water pollution is viewed as the most serious environmental problem among those tested, rated by 58 percent as very serious. Climate change is rated second least serious out of the six, with one in two (49%) viewing it as “very serious.”

GlobeScan Chairman Doug Miller comments: “Scientists report that evidence of environmental damage is stronger than ever—but our data shows that economic crisis and a lack of political leadership mean that the public are starting to tune out.

Those who care about mobilizing public opinion on the environment need to find new messages in order to reinvigorate a stalled debate.”

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About GlobeScan:

For 25 years, GlobeScan has helped clients measure and build value-generating relationships with their stakeholders. Uniquely placed at the nexus of reputation, brand and sustainability, we partner with clients to build trust, drive engagement, and inspire innovation within, around, and beyond their organizations.

For more information, visit www.GlobeScan.com

Methodology:

Country	Sample Size (unweighted)	Field dates	Sample frame	Survey methodology	Type of sample
Australia	1009	July 27 – August 11, 2012	18+	Telephone	National
Brazil	828	July 26 – August 23, 2012	18–69	Telephone	Urban ¹
Canada	1007	July 20 – August 8, 2012	18+	Telephone	National
China	1000	July 30 – August 15, 2012	18+	Telephone	Urban ²
France	825	July 5 – 12, 2012	15+	Telephone	National
Germany	1002	July 13 – August 6, 2012	16–70	Telephone	National
India	1010	August 7 – 16, 2012	18+	Face-to-face	National
Indonesia	1000	July 3 – 18, 2012	18+	Face-to-face	Urban ³

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Japan	1000	August 1 – 5, 2012	20-69	Online	National
Kenya	1000	August 19 – 25, 2012	18+	Face-to-face	Urban ⁴
Malaysia	1212	July 3 – 31, 2012	21+	Face-to-face	National
Mexico	1000	August 9 – 13, 2012	18+	Face-to-face	National
Nigeria	1000	August 13 – 19, 2012	18+	Face-to-face	National
Pakistan	2375	July 22 – 28, 2012	18+	Face-to-face	National
Panama	1005	July 28 – August 10, 2012	18+	Telephone	Urban ⁵
Peru	1007	August 10 – 18, 2012	18–70	Face-to-face	National
Poland	1011	August 14 – 22, 2012	18+	Face-to-face	National
South Korea	703	August 13 – 17, 2012	18+	Telephone	National
Spain	800	July 12 – 20, 2012	18+	Telephone	National
Turkey	1002	July 12 – September 3, 2012	15+	Face-to-face	Urban ⁶
United Kingdom	1001	July 3 – August 18, 2012	18+	Telephone	National
USA	1015	July 20 – August 9, 2012	18+	Telephone	National

¹ In Brazil the survey was conducted in Belo Horizonte, Brasilia, Curitiba, Goiânia, Porto Alegre, Recife, Rio de Janeiro, Salvador, and São Paulo, representing 18 per cent of the national population.

² In China the survey was conducted in Beijing, Beiliu, Chengdu, Dujiangyan, Fenyang, Fuyang, Guangzhou, Hangzhou, Manzhouli, Quanzhou, Qujing, Shanghai, Shenyang, Shuangcheng, Wuhan, Xi'an, Xining, and Zhengzhou, representing 45 per cent of the national adult population.

³ In Indonesia the survey was conducted in Bandung, Jakarta, Makassar, Medan, and Surabaya, representing 27 per cent of the national adult population.

⁴ In Kenya the survey was conducted in Nairobi, Nyanza, Riff Valley, and the Central, Coast, Eastern and Western Regions, representing 37 per cent of the national adult population.

⁵ In Panama the survey was conducted in Panamá, Chiriquí, Colón, Coclé, Veraguas, Herrera, Bocas del Toro and Los Santos, representing 70 per cent of the adult population.

⁶ In Turkey the survey was conducted in Adana, Ankara, Antalya, Bursa, Diyarbakir, Erzurum, Istanbul, Izmir, Konya, Samsun, and Zonguldak, representing 56 per cent of the national adult population.

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