

Diversity & Sustainable Living:

**Global Public Opinion
Research on How
Different Populations
Engage on
Sustainability**

March 2022



**Globe
Scan** 

Summary (1/2)



The composition of minority groups varies across markets surveyed

- Globally, among the 30 markets surveyed, around 20 percent say they are part of one or more minority groups. Some markets are very diverse, such as India, Kenya, Nigeria, and South Africa, where more than 30 percent are self-described minorities. Hong Kong, Italy, Portugal, and Russia are the least diverse of the markets surveyed.
- People belonging to ethnic and/or religious minority groups generally tend to lean politically conservative, while LGBTQI+ and other minority groups tend to lean more progressive.
- Not surprisingly, those who belong to a minority group are usually also more concerned about discrimination against minority ethnic, racial, or religious groups as a global problem. However, this is not the case in all markets surveyed.

People in minority groups are more concerned about discrimination

- Those who say they belong to one or more minority groups are more likely to say that discrimination against minority ethnic, racial, or religious groups is a “very serious” global issue and are also more likely to feel “greatly” personally affected by such discrimination.
- Although minority females are slightly more likely than minority males to say they are greatly personally affected by discrimination, this varies widely by market with many claiming similar levels of discrimination between minority males and females and some showing the reverse pattern with males feeling more affected.

Summary (2/2)



Minority groups are disproportionately affected by issues like climate change and air pollution

- Those who say they belong to one or more minority groups are more likely to be greatly affected by environmental issues like climate change and air pollution, as well as the COVID-19 pandemic, economic recession, lack of access to healthcare, and discrimination.
- In 25 out of the 31 markets surveyed, minorities feel more personally affected by climate change, with large differences in the USA, the UK, and Germany between minorities and non-minorities in terms of feeling “greatly” affected. For air pollution, differences are largest in Argentina, China, Germany, India, Japan, the USA, and the UK.

Those belonging to minority groups are more engaged on sustainability

- Perhaps as a result of being more directly affected by issues like climate change and air pollution, those who say they belong to one or more minority groups are also more likely to say that they would like to make significant changes to be more sustainable. More than half of minority respondents (55%) would like to change their lifestyle “a great deal” to be more environmentally friendly compared to 44 percent of others.
- Minority respondents are also more likely to say that they have made major changes in the past year to become more environmentally friendly – almost one-third (32%) compared to one in five (20%) of others. This is the case in almost all markets surveyed, showing a clear pattern of higher sustainability engagement among minority populations around the world.

Respondent diversity varies widely across markets surveyed

Belonging to Minority Group, by Market, 2021

	Total	Argentina	Australia	Brazil	Canada	China	Colombia	France	Germany	Hong Kong	India	Indonesia	Italy	Japan	Kenya	Mexico	Netherlands	Nigeria	Peru	Portugal	Russia	Saudi Arabia**	Singapore	South Africa	South Korea	Spain	Sweden	Thailand	Turkey	UK	USA	Vietnam
Minority ethnic/racial group	10	3	9	9	17	5	7	6	2	1	15	15	1	6	19	4	4	27	8	3	3	-	14	28	10	3	7	14	8	9	14	16
Religious minority	8	5	7	11	6	4	6	4	5	3	19	17	2	3	25	5	5	24	10	4	3	-	8	18	4	2	4	9	7	6	10	8
LGBTQI+*	4	5	8	6	7	2	3	4	4	1	3	-	3	2	-	4	5	-	2	3	-	-	-	6	2	5	4	7	-	8	6	8
Another minority group	1	1	1	0	1	0	1	1	1	0	1	0	1	0	1	1	1	0	1	1	1	-	1	1	0	1	2	0	1	2	1	0
Prefer not to say	4	4	4	3	2	2	4	4	8	2	9	6	1	2	5	3	2	6	8	2	2	-	1	4	2	2	4	2	7	2	5	5
None	70	74	71	63	69	87	74	77	77	89	50	64	88	76	49	77	78	41	64	82	81	-	72	41	77	83	78	64	66	75	64	68
Don't know	7	10	5	10	3	1	6	6	4	4	10	5	5	12	6	6	7	8	10	7	10	-	6	9	6	4	5	10	12	3	5	5

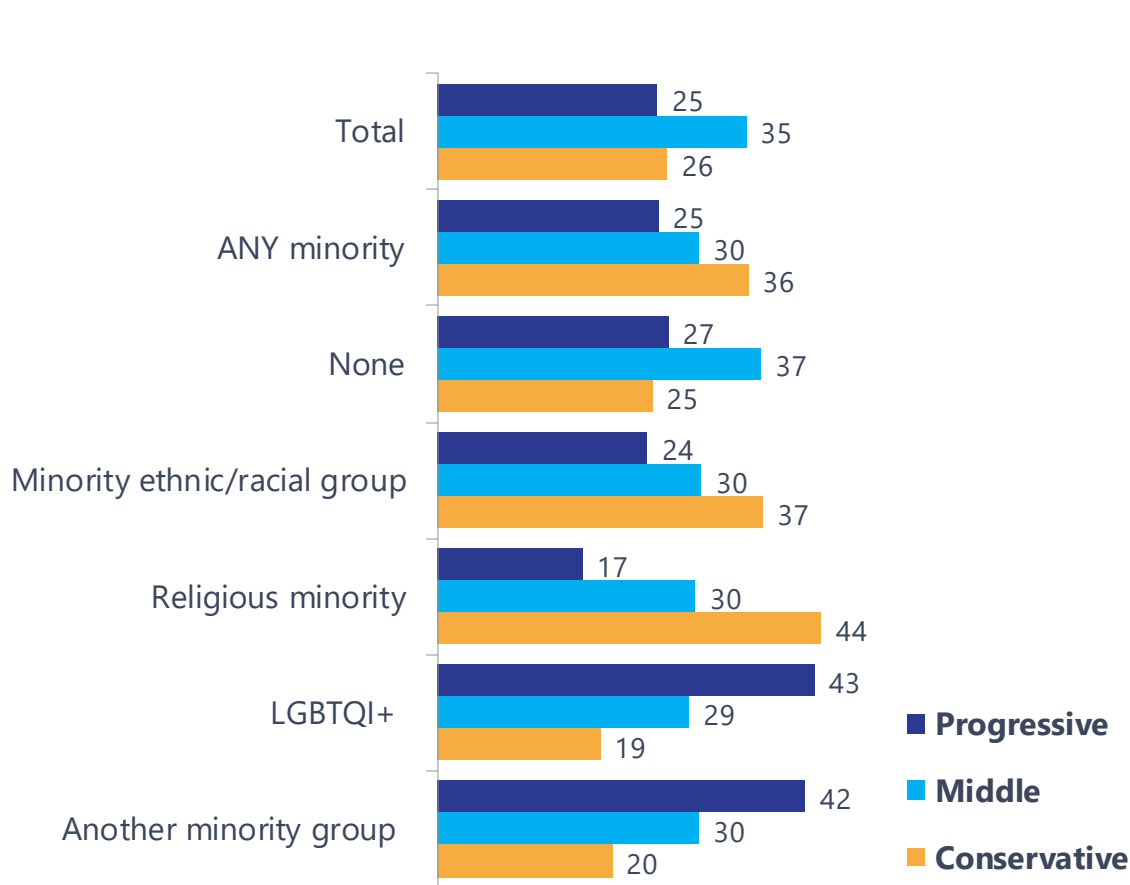
*Not asked in Indonesia, Kenya, Nigeria, Russia, Saudi Arabia, Singapore, and Turkey.

**Not asked in Saudi Arabia

D10_1. Thinking about where you live, do you consider yourself to be part of any of the following?

People belonging to ethnic and/or religious minority groups generally lean politically conservative, while LGBTQI+ and others tend to lean progressive

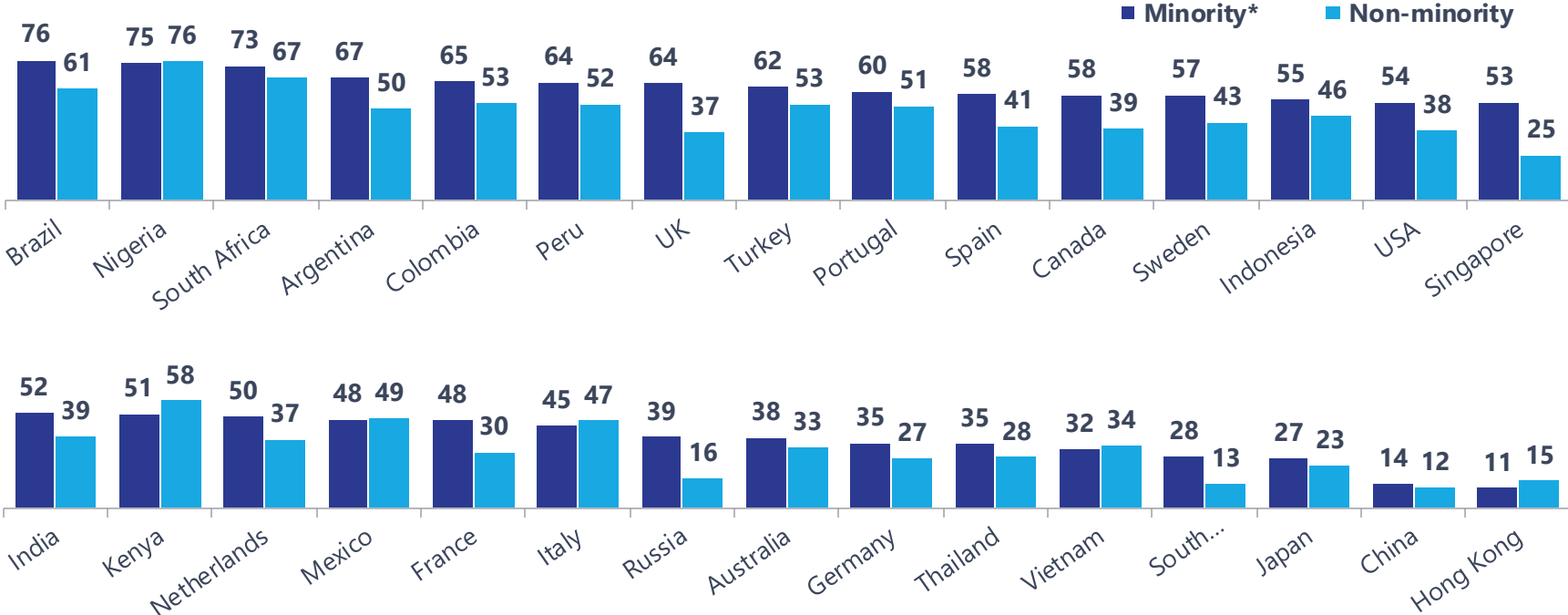
Political Leaning, by Minority Group, 2021



D11. Would you say that your political opinions tend to be more conservative (Right) or progressive (Left)?

Those who belong to a minority group are usually also more concerned about discrimination against minority ethnic, racial, or religious groups

Seriousness of Discrimination, "Very Serious," by Market, 2021

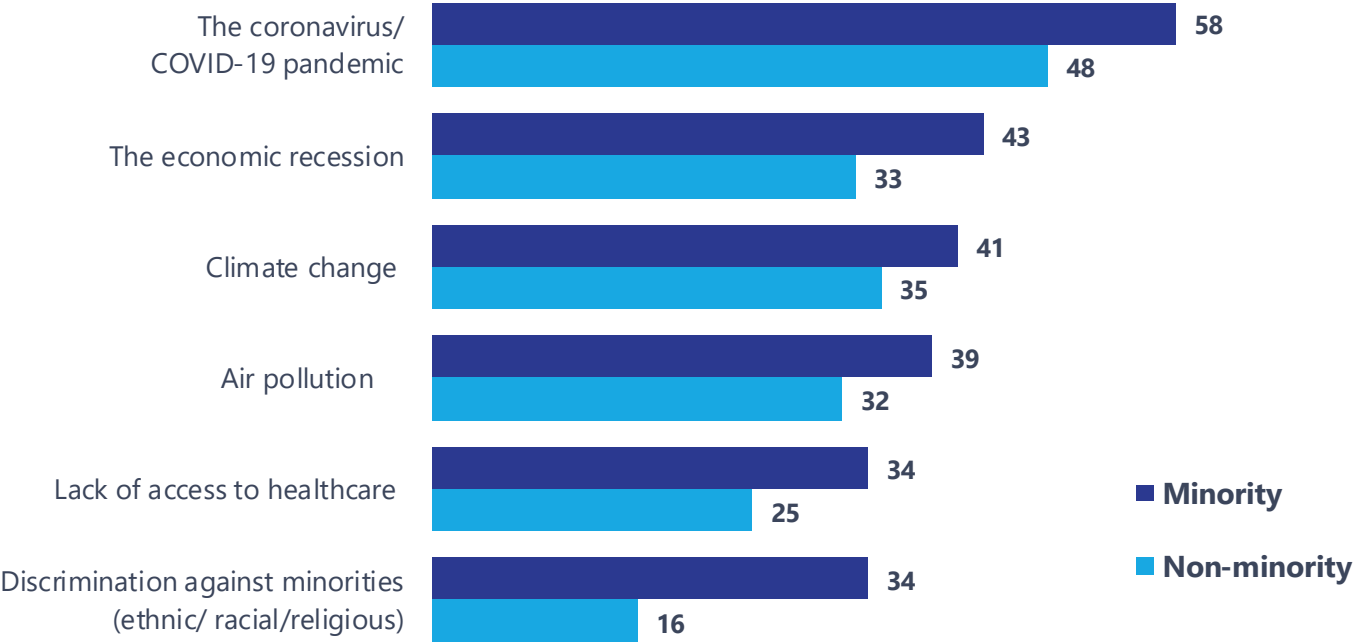


*Minority groups include minority ethnic/racial group, religious minority, LGBTQI+, and "another minority group."

T1. For each of the following possible global problems, please indicate if you see it as a very serious, somewhat serious, not very serious, or not at all serious problem. -- Discrimination against minority ethnic, racial or religious groups

People in minority groups tend to be more personally affected than others by both social and environmental issues, especially discrimination

Extent Personally Affected by Issues, "Greatly," Average of 31 Markets, 2021

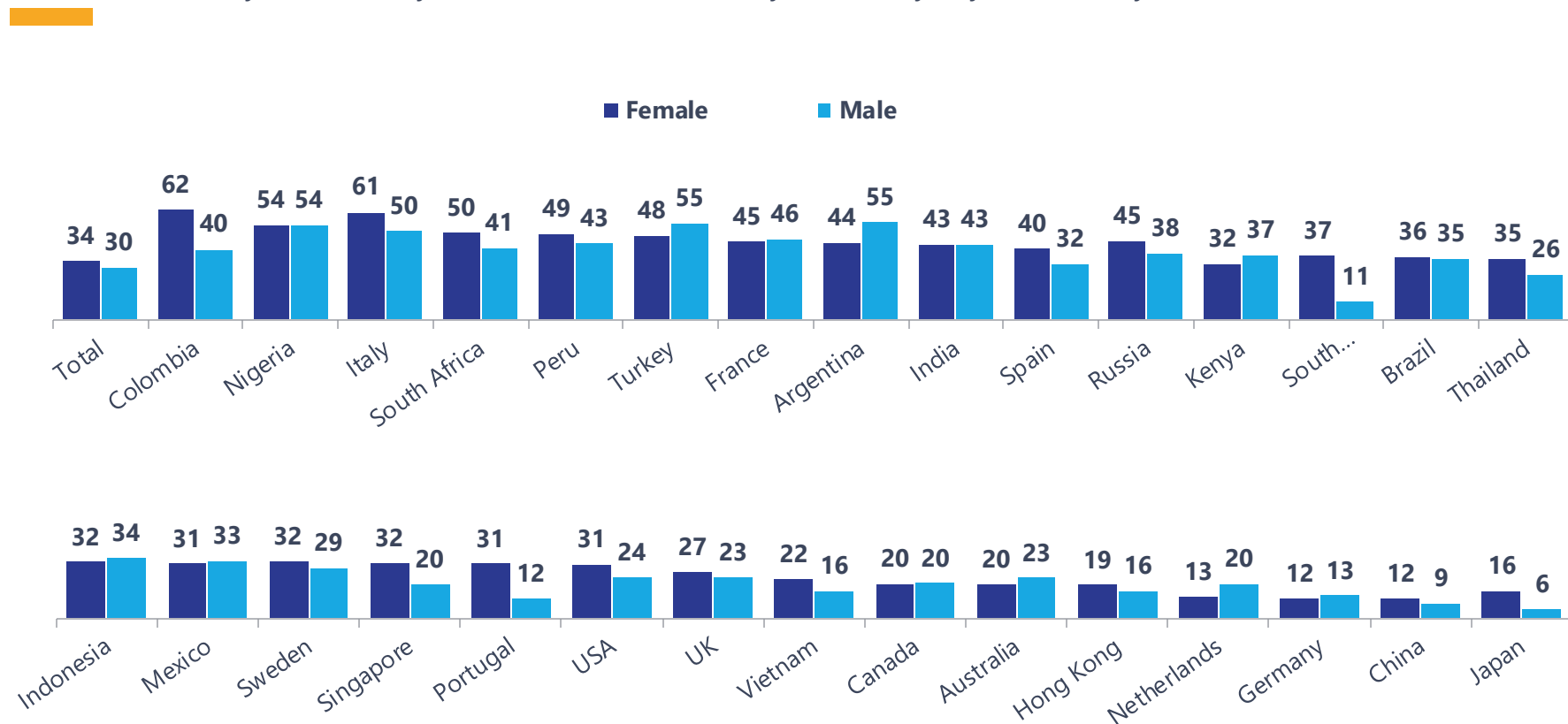


*Minority groups include minority ethnic/racial group, religious minority, LGBTQI+, and "another minority group."

T2. How much are you personally affected by each of the following?

Overall, females that are part of minority groups tend to have experienced more discrimination than minority males, but this pattern varies by market

Extent Personally Affected by Discrimination, "Greatly," Minority* by Gender, by Market, 2021

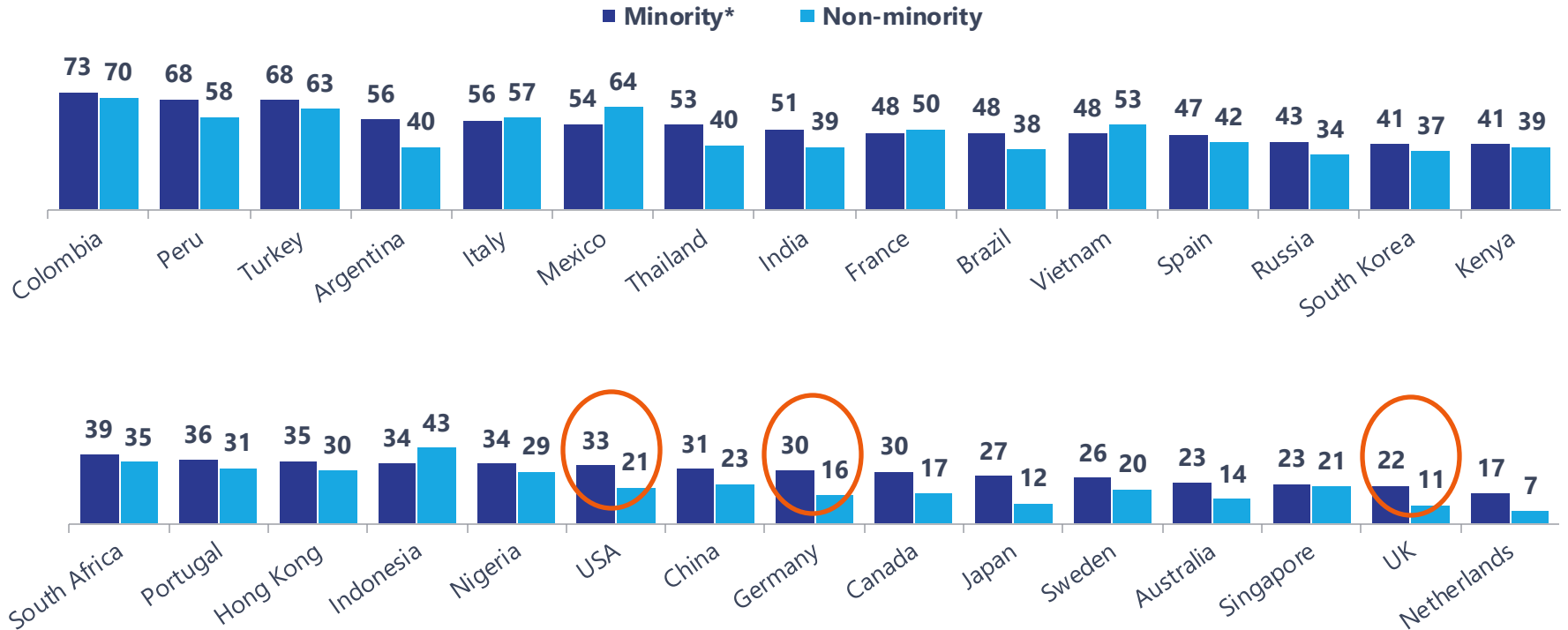


*Minority groups include minority ethnic/racial group, religious minority, LGBTQI+, and "another minority group."

T2. How much are you personally affected by each of the following?

In 25 out of 31 markets, minorities feel more personally affected by climate change, with large differences in the USA, the UK, and Germany

Extent Personally Affected by Climate Change, "Greatly," by Market, 2021

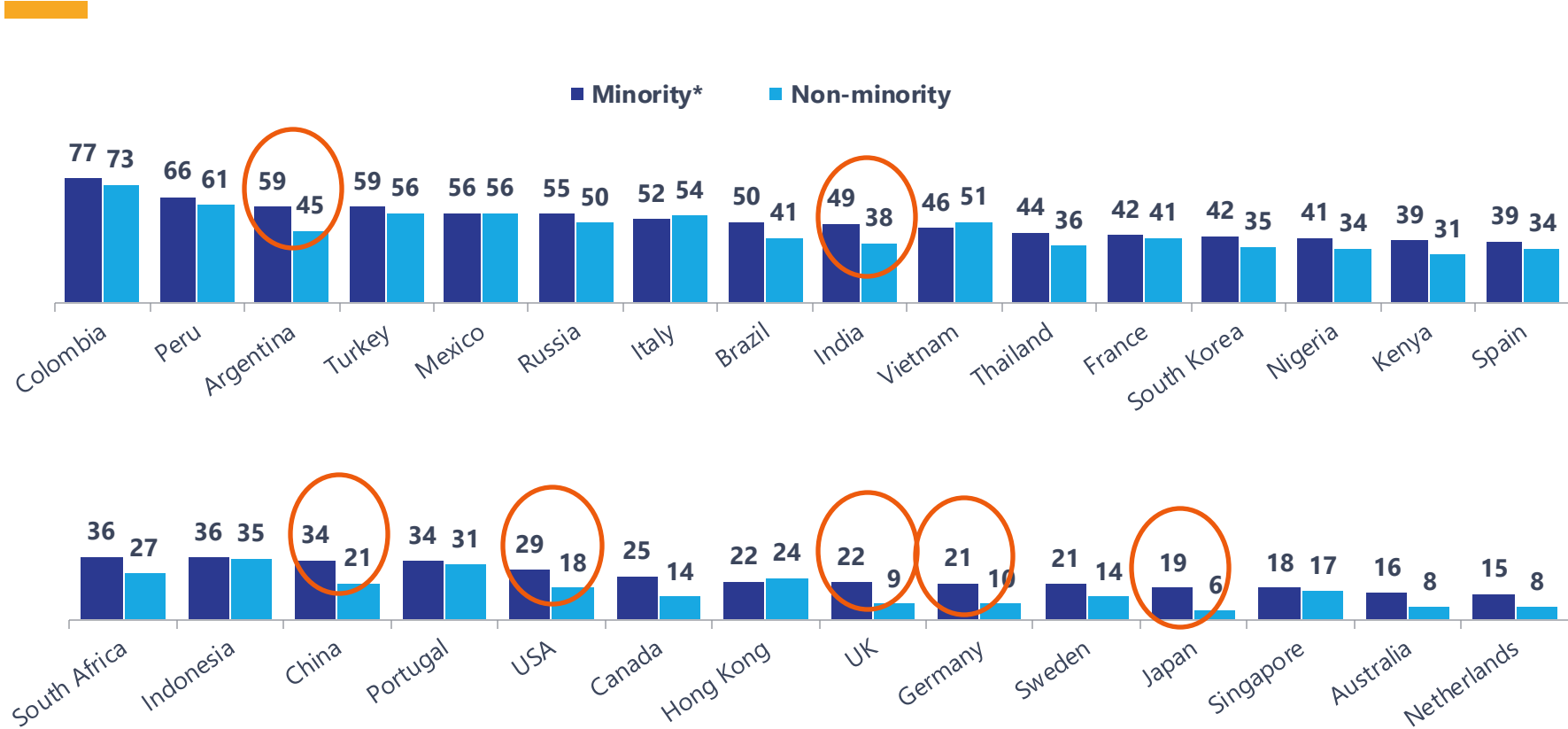


*Minority groups include minority ethnic/racial group, religious minority, LGBTQI+, and "another minority group."

T2. How much are you personally affected by each of the following?

In 26 out of 31 markets minorities also feel more personally affected by air pollution, with differences largest in Argentina, China, Germany, India, Japan, USA, and UK

Extent Personally Affected by Air Pollution, "Greatly," by Market, 2021



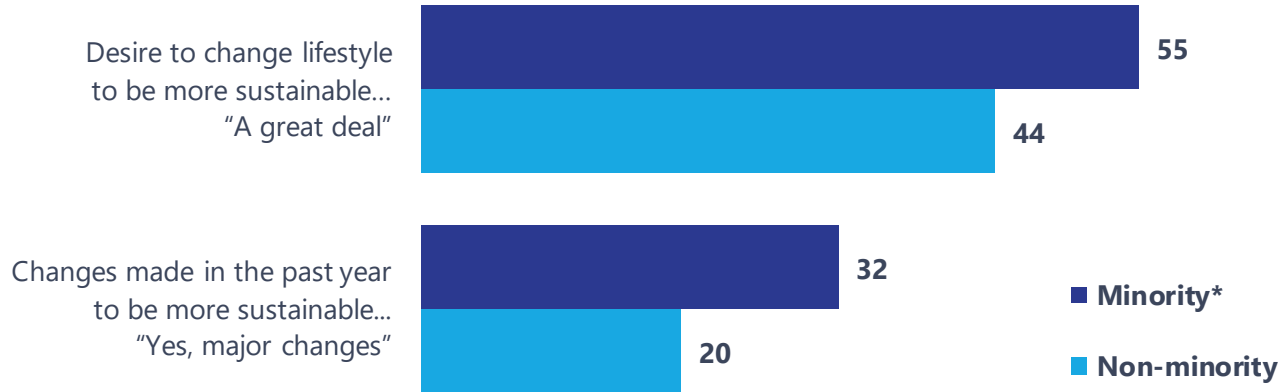
*Minority groups include minority ethnic/racial group, religious minority, LGBTQI+, and "another minority group."

T2. How much are you personally affected by each of the following?



Minorities are highly engaged in sustainable living

Desire to Change vs Changes Made to Lifestyle, Average of 31 Markets, 2021

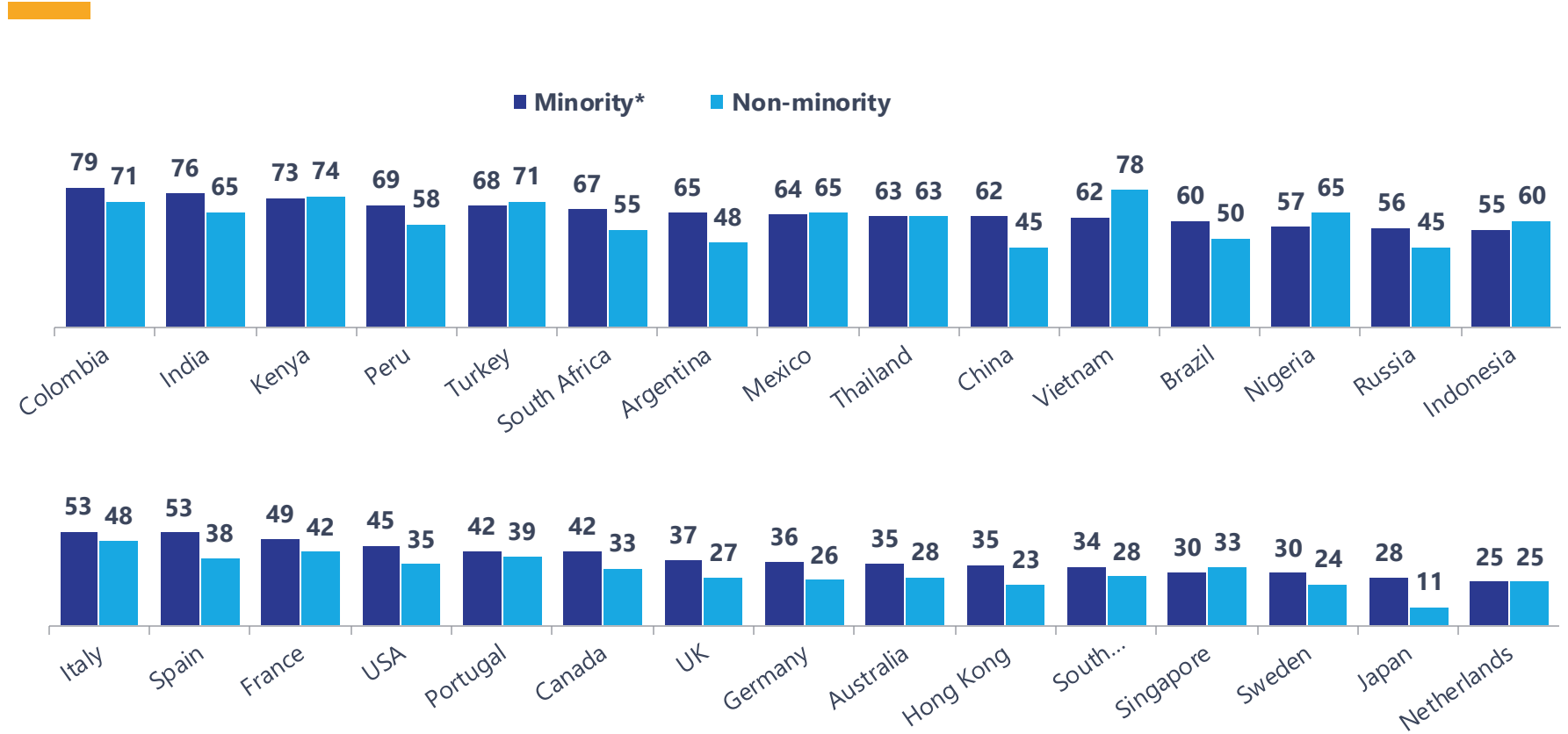


*Minority groups include minority ethnic/racial group, religious minority, LGBTQI+, and "another minority group."

Q2. How much would you like to change your lifestyle to be more...? Q3. Have you made any changes to your lifestyle in the past year to be more...?

Minorities are more motivated than others to be sustainable in 21 out of 30 markets surveyed

Desire to Change to Be More Sustainable, "A Great Deal," by Market, 2021

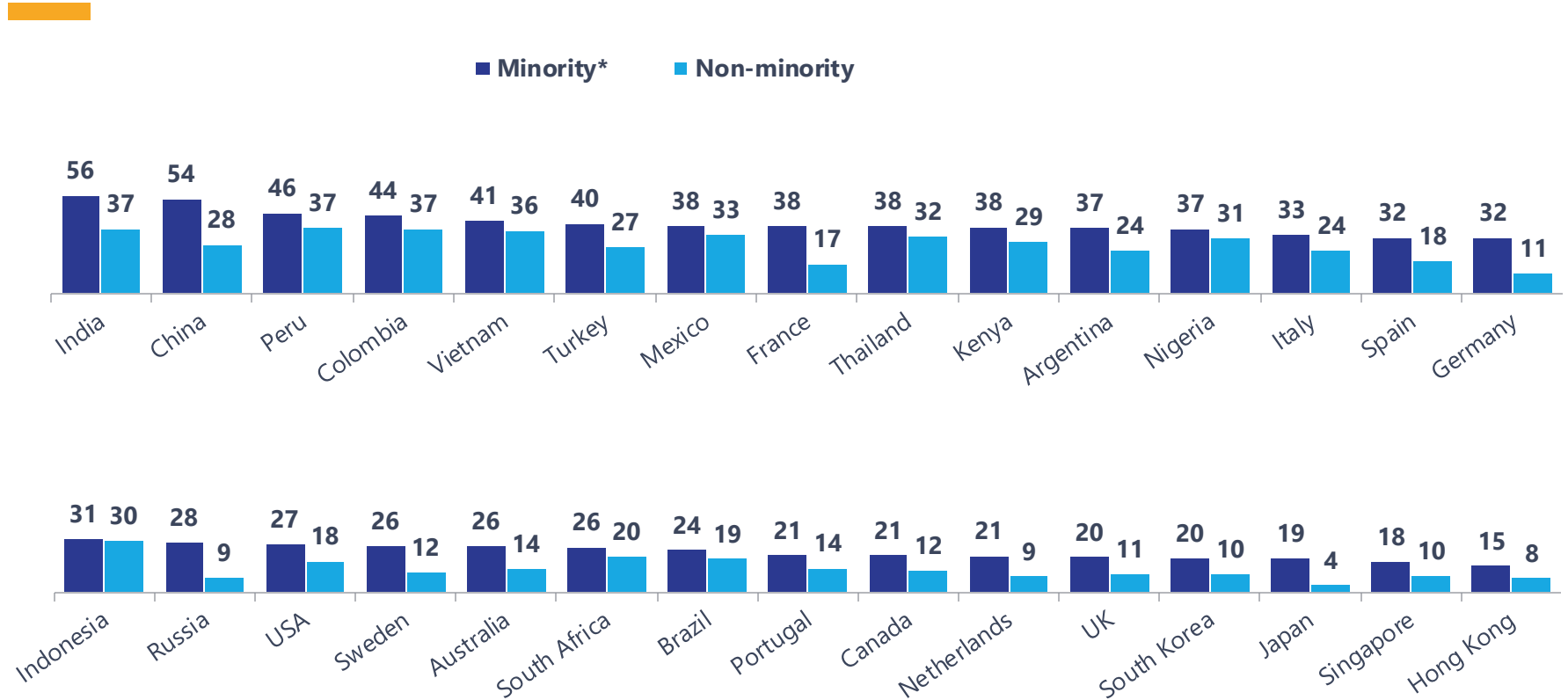


*Minority groups include minority ethnic/racial group, religious minority, LGBTQI+, and "another minority group."

Q2. How much would you like to change your lifestyle to be more...?

Minorities in almost all markets surveyed are more likely than others to have made major efforts to be more sustainable

Changes Made to Lifestyle to Be More Sustainable in Past Year, "Yes, Major Changes," by Market, 2021

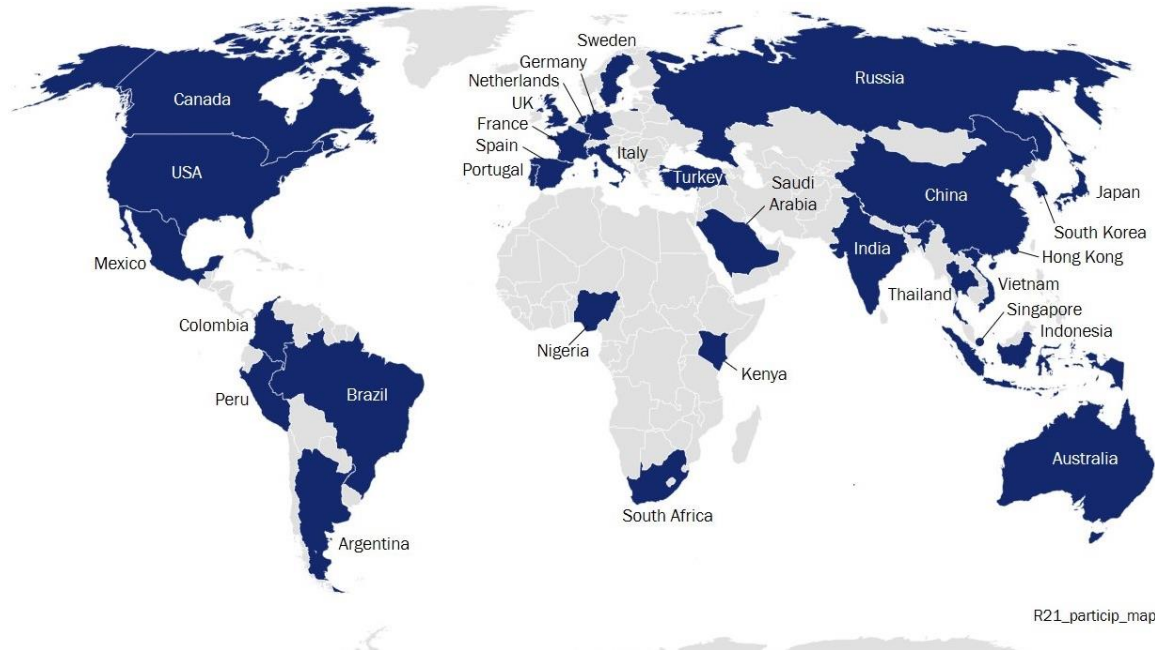


*Minority groups include minority ethnic/racial group, religious minority, LGBTQI+, and "another minority group."

Q3. Have you made any changes to your lifestyle in the past year to be more...?

Appendix

Methodology Summary



- Representative online samples of approximately 1,000 adults in each of 31 markets (500 each in Hong Kong and Singapore) ($n=30,352$)
- Samples representative of online population, weighted to reflect general population census data
- Online surveying in June and July 2021
- Where historical data are shown, questions were asked using an in-person and telephone methodology before 2019.

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