



WORLD ENVIRONMENT DAY: Consumer Insights for Driving Awareness & Action

OnePoll × Furthr.

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Introduction

World Environment Day serves as a global call to action for environmental protection. It's a day dedicated to encouraging worldwide awareness and promoting the need for a sustainable coexistence with nature. The importance of this day lies in its ability to unite individuals, communities, and governments to reflect on environmental issues and to foster a sense of collective responsibility, so that we are able to take a planet-first approach, every day.

Consumer awareness plays a pivotal role in environmental conservation. As consumers become more informed about the environmental impact of their choices, they can drive significant change. By opting for eco-friendly products, reducing waste, and supporting sustainable practices, consumers can contribute to a healthier planet.

We know that leading a more conscious lifestyle that prioritises the environment is crucial for long-term human prosperity. That's why OnePoll, working alongside Furthr, sought to understand more about consumer knowledge and awareness around environmental practices and targets, both as individuals and in the workplace. Our international research experts surveyed 1,000 consumers each from the UK, US and Australia from the 15th to 21st May 2024. These were the results.

Key findings



75%

describe themselves as passionate about the environment

Yet:

- only 50% wash clothing on a lower heat
- only 44% take shorter showers
- only 35% try to buy more locally produced food
- only 30% have insulated their home appropriately



60%

state that sustainability benefits as part of employment benefits packages are important to them

- UK respondents were least likely to state this at 52%
- Respondents from both the US and Australia valued these benefits more than those from the UK at 65% per country



Just
3%

of respondents said that they had personally funded an environmental/sustainability project

- 39% admit they would not have a clue about how to get involved in funding an environmental/sustainability project
- This was highest in the UK at 42% and lowest in the US at 37%

How eco-friendly are we?

Environmental position

The majority of people are 'doing their bit' right? However, there's a huge difference between those who recycle because their local council provide the means, and those that actively put eco-friendly actions and activities at the top of their list of priorities.

We wanted to learn more about how individuals from the three markets classified themselves against key segment descriptors. Analysis showed the following:



Devout environmentalist (6%)

You devote a lot of time and energy to improving the environment and have sustainability at the heart of the way you live, engaging in activism and putting eco-friendly choices first.



Environmental Advocate (37%)

You devote some time and energy to improving the environment, and it is a factor in your decisions but not the only thing you consider. Engage in some actions to promote sustainability and shop in an eco-conscious manner.



Environmentally Neutral (37%)

Don't actively support or oppose environmental causes – you may make some sustainable choices and other less sustainable choices but take a middle ground approach.



Environmental sceptic (6%)

Don't tend to make environmentally friendly choices, and are sceptical of the severity of environmental claims, may oppose some environmental legislation but not all.



Environmental naysayer (2%)

Actively opposed to environmentalism and sustainability legislation, believing these are unnecessary, and rejecting belief in climate change.

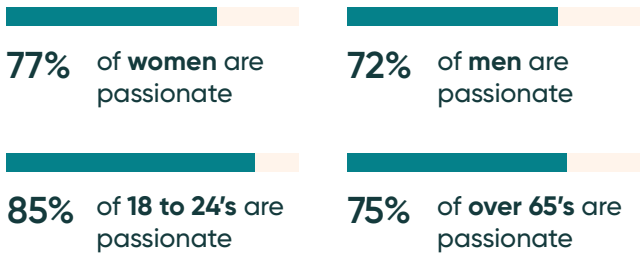


None of the above (12%)

Generally, how passionate would you say you are about the environment?



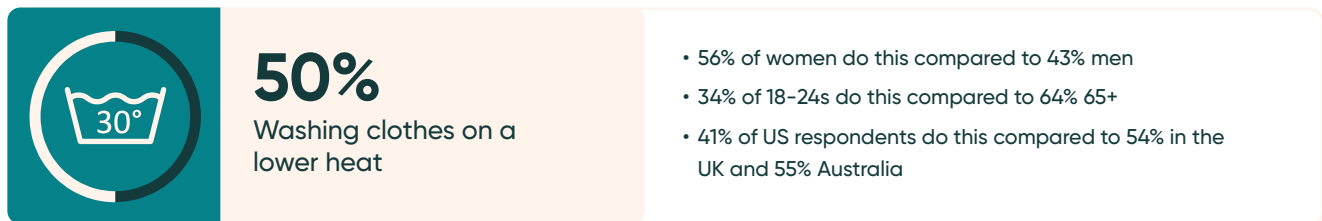
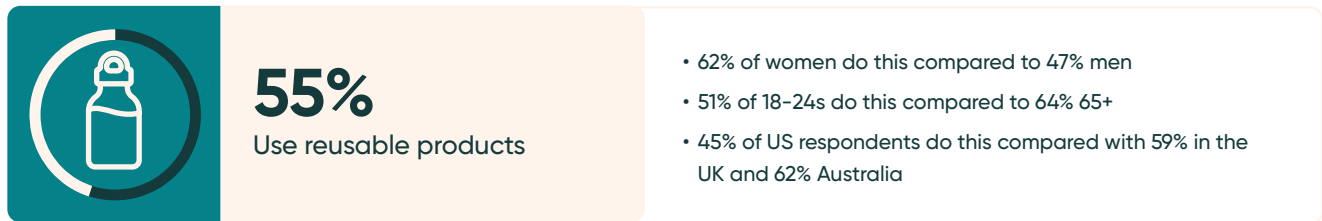
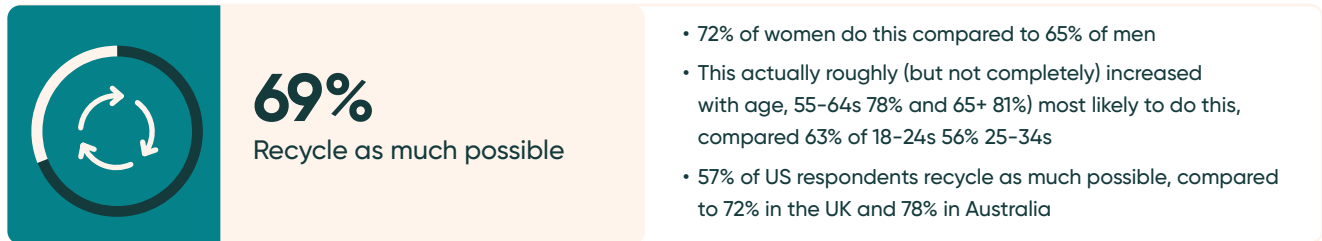
Gender and age differences



Most passionate countries



Which, if any, environmentally friendly choices do you make in your life? [Select all that apply]





Which, if any, of the following is most important to you?



55%

Say learning to live more sustainably is most important

- 58% of women selected this compared to 52% of men
- This was most important to 63% of 18-24s compared to 51% of 65+
- 52% of UK respondents picked this, compared to 54% in the US and 59% in Australia important them 55% say learning to live more sustainably is most important them



20%

Think funding clean energy is most important

- 18% of women selected this compared to 22% of men

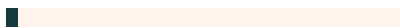


12%

Say funding reforestation is most important

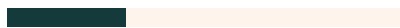
- 15% of UK respondents said this, compared to 10% in both USA and Australia

If you wanted to get involved in funding environmental / sustainability projects, would you know how to do this?



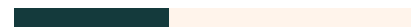
just 3% have already done this

- For devout environmentalists, this was at 8%



29% think they would have some idea

- 39% of 18-24s selected this compared to 22% of 65+



39% admit they wouldn't have a clue

- 33% of 18-24s selected this compared to 49% of 65+
- 43% of UK respondents selected this, compared to 38% in Australia and 37% in the US

How is our environmental awareness?

We, the human race, are living in the 'ANTHROPOCENE' period. A period described as when human impact is directly changing and impacting the earth's landscapes, ecosystems, geology and climate. Just 2% of those surveyed, the Environmental Naysayer's would actively disagree with this statement, 12% don't classify themselves against any descriptors. That means that 86% of respondents across the three countries are aware of this to a lesser or greater degree. But what targets and terms in relation to tackling the climate crisis do we know and understand?

How aware would you say you are of your countries own environmental targets?



Just over half are aware of their countries own environmental targets (very + fairly aware)

- With 10% being very aware
- And 42% being fairly aware
- 47% of women say they are aware of this, compared to 57% of men
- Awareness was highest among 25-34s (60%) and lowest among 55-64s (43%)
- Awareness was pretty stable by country sitting at 51/52/53%
- However there was variance in those saying they are "very" aware, with UK at 7%, Australia at 9%, and the US at 14%
- As may be expected, awareness was highest among the devout environmentalists (85%). It was lowest among the environmentally neutral (42%)

10% say they are not aware of these targets

How aware would you say you are of the environmental aims of the G20?



43% say they are aware of the environmental aims of the G20

- With 9% being very aware
- And 33% being fairly aware
- 37% of women say they are aware of these, compared to 49% of men
- 25-34s were most likely to be aware of this (51%), with 65+ least likely (35%)
- 40% of those in the US are aware, compared to 44% in both the UK and Australia
- However US were most likely to say they are very aware (11% compared to 8% in both UK & Australia)

20% say they are not aware of these targets

Which, if any, of the following environmental terms are you confident you know the meaning of?



52%

believe they know the meaning of reforestation

- This was highest among 55-64s (59%), and lowest among 35-44s (43%)
- Only 43% in the US selected this, compared with 55% in Australia and 59% in the UK



40%

think they know what net-zero means

- 47% of men say they know this compared to 33% of women
- Only 23% of Americans are confident they know the meaning of net-zero, compared to 44% of Australians and 53% of Brits.



21%

think they know the meaning of biomass

- 18% of women selected this compared to 25% of men

Overall, 74% are confident they know the meaning of at least one of the given terms

- 81% of men know the meaning of any of the given terms, compared to 68% of women
- 82% of 18-24s know the meaning of any term, and this then declines directly with age, with 70% of 65+ knowing any of the terms
- 82% of UK respondents know any of the terms, whilst 75% of Australians do and 65% of Americans

26% said they don't know the meaning of any of the given terms

- Only 18% of UK adults selected "none of the above" compared to 25% in Australia and 35% in the US

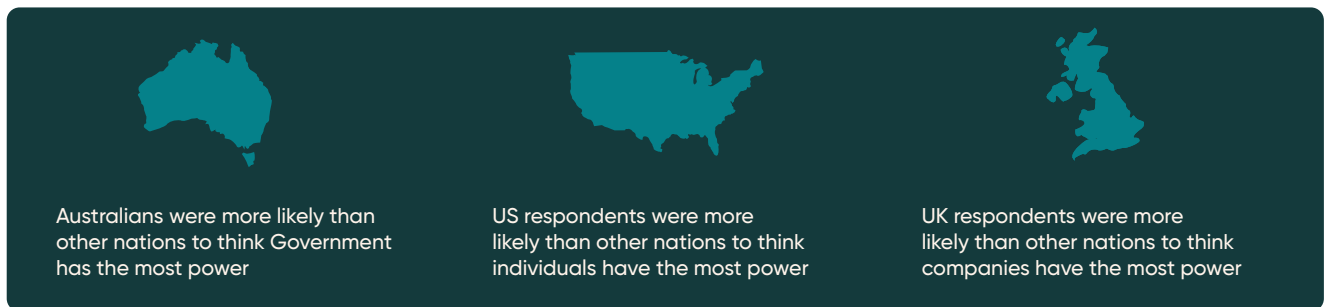
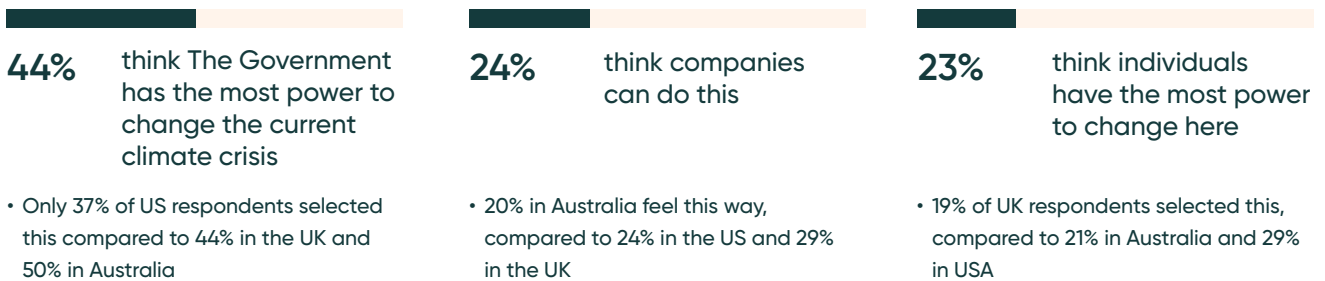
Which, if any, of the following environmental terms are you confident you know the meaning of? [Select all that apply]

Terminology	UK	US	Aus
Reforestation	59%	43%	55%
Net-zero	53%	23%	44%
Biomass	32%	16%	16%
Direct carbon capture	22%	15%	16%
Desertification	21%	12%	16%
Seaforestation	17%	14%	18%
Afforestation	13%	8%	10%
Carbon sequestration	13%	13%	13%
Agroforestry	12%	8%	10%
None of the above	18%	35%	25%

How do we power climate change?

The scale of the climate crisis can seem overwhelming. It has taken millennia for the human race to have had this impact on the earth, yet we are now in a race to protect and repair the planet with agreed targets for many countries by 2050. In short, if we are to save the future of humanity, then we have to be in this together. But who really has the power to make positive and lasting changes to our climate?

Who do you think has the most power to change the current climate crisis?



How do you think the majority of carbon offset projects are funded?



How eco-friendly are our workplaces?

With 24% of the three markets surveyed identifying companies as having the most power to affect climate change, we wanted to understand what those who either owned or worked for a company know about their organisations efforts to reduce or offset their carbon emissions.

As far as you know, has your company / the company you work for gained any of the following environmental accreditations? [Select all that apply]

UK



US



Aus



Which, if any, environmental practices has your company adopted? [Select all that apply]



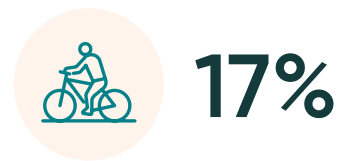
say their company has established recycling facilities on site

- 18% in the US have done so, compared to 22% in the UK and 27% in Australia



have implemented waste reduction strategies

- 14% of US respondents have this, compared to 16% in the UK and 23% in Australia



have a cycle to work scheme

- 8% of US respondents have a cycle to work scheme, compared to 13% of Australians and 29% of UK respondents

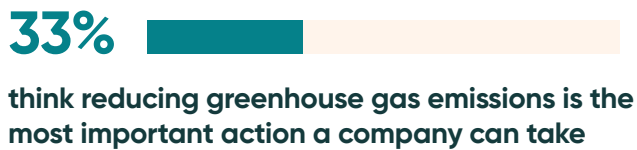
32% haven't adopted any of the listed practices

- This was highest in the US at 37%, while 32% in the UK haven't adopted any practices, along with 28% in Australia

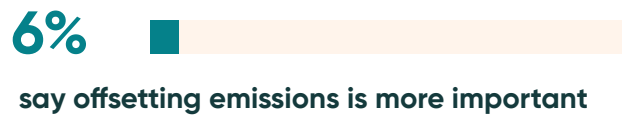
24% say their company works with third parties/consultants to measure environmental impact or build a decarbonisation strategy

- 28% of male respondents think their company works with these third parties, compared to 20% of women
- This was lowest in the UK (20%), compared to 26% in Australia and 27% in the US

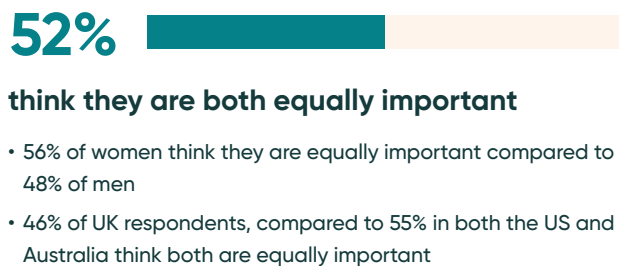
What do you think is the most important action a company can take to mitigate the amount of greenhouse gases into the atmosphere?



- 36% of men selected this compared to 30% of women
- 40% of UK respondents thought this was most important, compared to 30% in Australia and 29% in the US



- This was highest in the US at 37%, while 32% in the UK haven't adopted any practices, along with 28% in Australia



- 56% of women think they are equally important compared to 48% of men
- 46% of UK respondents, compared to 55% in both the US and Australia think both are equally important

Devout environmentalists were most likely to say that reducing was more important (49%), whilst those who are environmentally neutral were most likely to say both are equally important (59%)

How important to you are sustainability benefits as part of the overall benefits package offered by an employer?

60%

say sustainability benefits are important (very + fairly) to them as part of an overall benefits package

- With 16% saying this is very important
- 43% feel it is fairly important
- 72% of 18–24s say this is important, compared to 61% of 35–44s and 43% of 55–64s
- 52% in the UK feel this is important, compared to 65% in both the US and Australia

Would you be more or less likely to stay working for an employer who takes active steps towards office & company sustainability?



38%

would be more likely to stay working for an employer who takes active steps towards office & company sustainability

- This was at 49% for 18–24s, compared to 28% for 55–64s
- 30% in the UK selected this, compared to 42% in Australia and 46% in the US
- 47% say there would be no change for them here



About the research

Online quantitative research was conducted by OnePoll from 15th to 21st May 2024, in the UK, US, and Australia with 1,000 respondents per market.

In each market quotas were set to be nationally representative on the basis of age, gender, and region. Results were also weighted to match these statistics on a per market level. In each region those who had a gender identity other than male/female were weighted to a nominal 0.2% to match UK statistics.

BPC



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