



Attitudes of European citizens towards the environment

94%

OF THE EUROPEANS SAY THAT PROTECTING THE ENVIRONMENT IS **IMPORTANT TO THEM PERSONALLY**



53%

SAY IT IS **VERY IMPORTANT**
41% SAY IT IS FAIRLY IMPORTANT

78%

agree that environmental issues **have a direct effect on their daily life and their health**



CLIMATE CHANGE IS PERCEIVED BY EUROPEANS AS A **VERY SERIOUS PROBLEM IN THEIR COUNTRY (76%) AND IN THE EU (77%)**

Respondents consider the **most important environmental issues** to be



53%
Climate change



46%
Air pollution



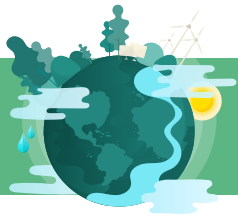
46%
Growing amount of waste



Large majority of Europeans use **Facebook (76%)** to get most of their information about the environment.

Followed by...





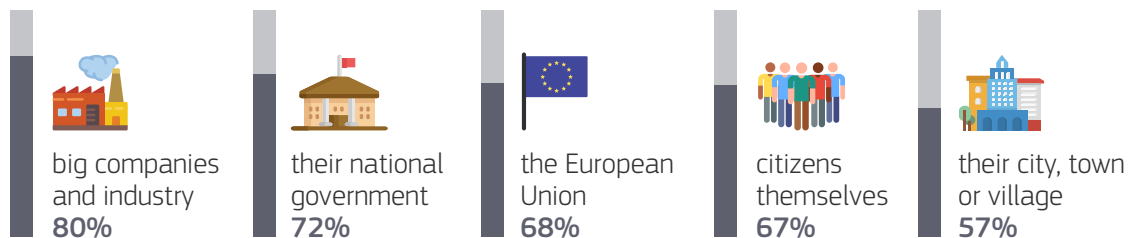
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WHAT ARE THE MOST EFFECTIVE WAYS OF TACKLING ENVIRONMENTAL PROBLEMS ACCORDING TO EUROPEANS?



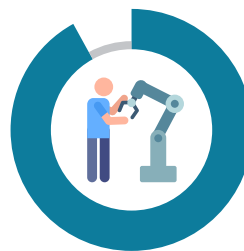
EUROPEANS WANT MORE TO BE DONE TO PROTECT THE ENVIRONMENT

The majority think that **not enough is being done** by:



SEVEN IN TEN EUROPEANS THINK THAT ENVIRONMENTAL DECISIONS SHOULD BE TAKEN JOINTLY WITHIN THE EU

EUROPEANS EXPRESS HIGH LEVELS OF CONCERN ABOUT ENVIRONMENTAL ISSUES AND WORKING CONDITIONS IN THE CLOTHING INDUSTRY



92% of Europeans agree that brands should be required to **ensure good working conditions** inside and outside the EU

However, around half of respondents (**49%**) say that clothes should be available at the lowest possible price, regardless of the environment or the working conditions under which they were made

