



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

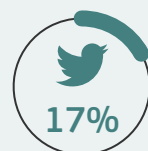


46%
Growing amount
of waste



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

Followed
by...





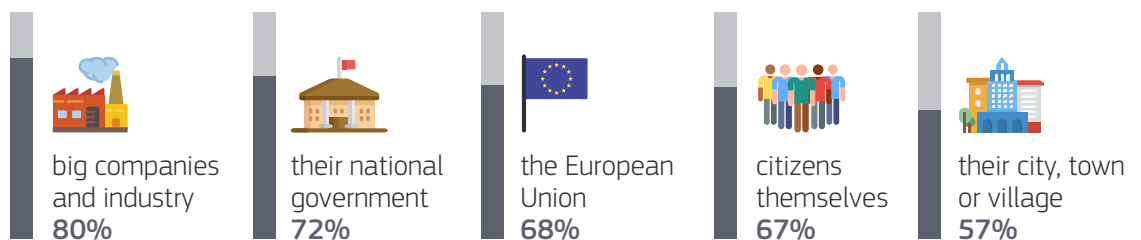
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WHAT ARE THE MOST EFFECTIVE WAYS OF TACKLING ENVIRONMENTAL PROBLEMS ACCORDING TO EUROPEANS?



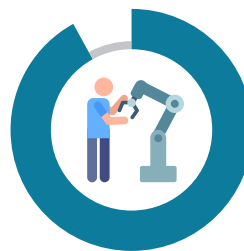
EUROPEANS WANT MORE TO BE DONE TO PROTECT THE ENVIRONMENT

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

