

Special Eurobarometer 468

Summary

Attitudes of European citizens towards the environment

September-October 2017
Publication
November 2017

Survey requested by the European Commission, Directorate-General for Environment and co-ordinated by the Directorate-General for Communication

This document does not represent the point of view of the European Commission. The interpretations and opinions contained in it are solely those of the authors.

Special Eurobarometer 468 - Wave EB88.1 - TNS opinion & social

Special Eurobarometer 468

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Attitudes of European citizens towards the environment

October 2017

Project number 2017.6399
Project title Special Eurobarometer 468 - October 2017
"Attitudes of European citizens towards the environment"
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ΕN

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INTRODUCTION

This report presents the results of the Special Eurobarometer public opinion survey on the environment in the 28 European Union countries. This follows three previous Eurobarometer surveys on the environment: Special Eurobarometer 295 (November-December 2007), Special Eurobarometer 365 (April-May 2011) and Special Eurobarometer 416 (April-May 2014).

The Directorate-General for Environment is the European Commission department responsible for EU policy on the environment. It aims to protect, preserve and improve the environment for present and future generations, proposing and implementing policies that ensure a high level of environmental protection and preserve the quality of life of EU citizens. It also makes sure that Member States apply EU environmental law correctly and represents the European Union in environmental matters at international meetings¹. The 7th Environment Action Programme (EAP) will be guiding European environment policy until 2020, with the three following key objectives:

- to protect, conserve and enhance the Union's natural capital
- to turn the Union into a resource-efficient, green, and competitive low-carbon economy
- to safeguard the Union's citizens from environment-related pressures and risks to health and wellbeing

To help address the environmental problems facing Europe and the world, the EU's Europe 2020 strategy contains critical environmental objectives, as well as a commitment to sustainability. In particular, the strategy's flagship initiative of engendering a resource-efficient Europe supports a shift towards a low-carbon, low-impact economy.

To inform this process, and to assist the European Commission in delivering the environmental goals of Europe 2020, this survey examines citizens' perceptions of the environment and environmental issues, and asks people how they think these issues might best be addressed.

The report covers the following issues:

- General attitudes towards the environment and sources of information;
- The impact of environmental issues, and the impact of plastic products and chemicals;
- Ways of taking action to tackle environmental issues;
- The role of the EU in environmental protection;
- Awareness of and attitudes towards ecolabels;
- Perceptions of air quality and ways of tackling air pollution.

This survey was carried out by TNS Political & Social network in the 28 Member States of the European Union (EU) between 23 September and 2 October 2017. Some 27,881 EU citizens from different social and demographic categories were interviewed face-to-face at home and in their native language on behalf of the Directorate-General for Communication. The methodology used is that of the Standard Eurobarometer surveys carried out by the Directorate-General for Communication ("Media monitoring and analysis" Unit)². It is the same for all countries and territories covered in the survey. A technical note concerning the interviews conducted by the member institutes of the TNS Opinion & Social network is annexed to this report. It also specifies the confidence intervals³.

¹ http://ec.europa.eu/dgs/environment/index_en.htm

² http://ec.europa.eu/commfrontoffice/publicopinion

³ The results tables are annexed. It should be noted that the total of the percentages indicated in the tables in this report may exceed 100% when the respondent has the possibility of giving several answers to the question.

<u>Note:</u> In this report, countries are referred to by their official abbreviation. The abbreviations used in this report correspond to:

Belgium	BE	Lithuania	LT				
Bulgaria	BG	Luxembourg	LU				
Czech Republic	CZ	Hungary	HU				
Denmark	DK	Malta	MT				
Germany	DE	The Netherlands	NL				
Estonia	EE	Austria	AT				
Ireland	IE	Poland	PL				
Greece	EL	Portugal	PT				
Spain	ES	Romania	RO				
France	FR	Slovenia	SI				
Croatia	HR	Slovakia	SK				
Italy	IT	Finland	FI				
Republic of Cyprus	CY *	Sweden	SE				
Latvia	LV	United Kingdom	UK				
European Union – weighted average for the 28 Member States EU28							

^{*} Cyprus as a whole is one of the 28 European Union Member States. However, the 'acquis communautaire' has been suspended in the part of the country which is not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews carried out in the part of the country controlled by the government of the Republic of Cyprus are included in the 'CY' category and in the EU28 average.

We wish to thank the people throughout the European Union
who have given their time to take part in this survey.
Without their active participation, this study would not have been possible.

I. GENERAL ATTITUDES OF EUROPEANS TOWARDS THE ENVIRONMENT

1 Importance of environmental protection

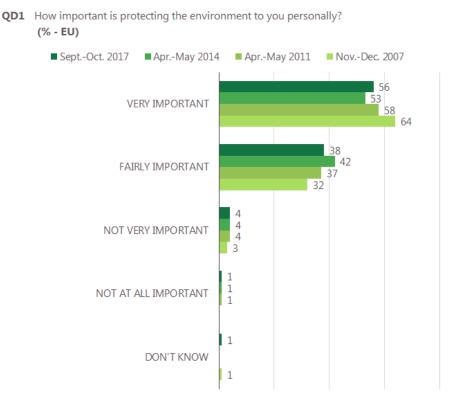
A majority of Europeans think that protecting the environment is very important to them personally

More than nine in ten respondents (94%) say that the protection of the environment is important to them personally, and among these more than half (56%) say it is very important.

The findings have remained broadly consistent over the last ten years, although it can be observed some shifts in the proportions of those describing environmental protection as 'very' rather than

'fairly' important to them. Since the 2014 survey, there been a slight increase in the proportion of respondents saying it is 'very important' (+3 percentage points) and an almost equal decrease in the proportion saving it is 'fairly important' (-4 pp). This reverses the trend seen between 2007 and 2014, in the reverse which shifts occurred.

Just 5% of respondents do not regard environmental protection as important to them, a proportion unchanged since 2014.



Base: all respondents (n=27,881)

At national level, the view that protecting the environment is important ranges from 99% in Portugal, Sweden and Cyprus to 85% in Austria and 87% in Romania and Croatia. There is greater variation in the proportions that say environmental protection is 'very important'. This is highest in Sweden and Cyprus (both 87%) and lowest in Croatia (40%), Poland (40%), Austria (41%) and Lithuania (42%).

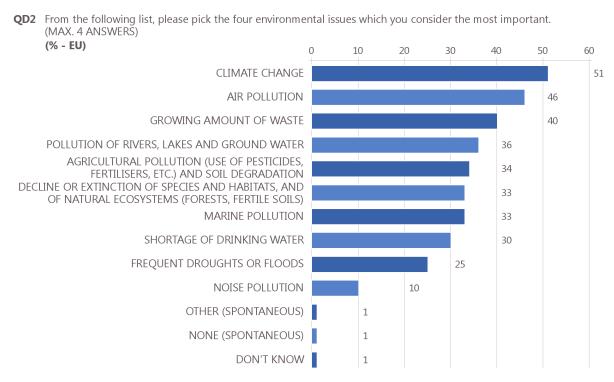
2 Main environmental concerns

Climate change and air pollution are considered the most important environmental issues

Europeans are most likely to say that climate change is one of the most important environmental issues (51%), followed by air pollution (46%) and the growing amount of waste (40%).

More than a third consider the pollution of rivers, lakes and ground water an important issue (36%), while around a third choose the following issues: agricultural pollution and soil degradation (34%), the decline or extinction of species and habitats, and of natural ecosystems (33%) and marine pollution (33%).

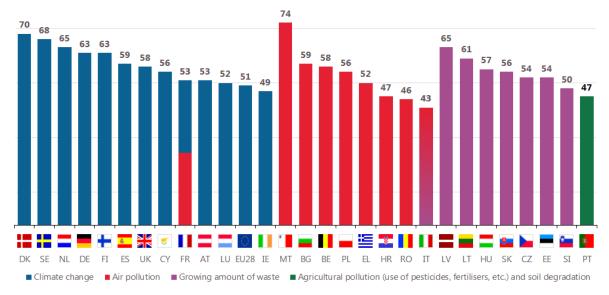
Three in ten respondents (30%) say that the shortage of drinking water is one of the most important issues, while respondents are less likely to choose frequent droughts or floods (25%) or noise pollution (10%).



In 11 Member States, climate change is ranked as the most important environmental issue, while air pollution is most frequently chosen as an important issue in eight countries; in France, an equal proportion of respondents choose these two issues. In seven countries, the growing amount of waste is considered as the most important environmental issue, while in one country (Portugal) agricultural pollution and soil degradation is the most frequently-chosen issue.

QD2 From the following list, please pick the four environmental issues which you consider the most important. (MAX. 4 ANSWERS)

(% - THE MOST MENTIONED ANSWER BY COUNTRY)



3 Main sources of information about the environment

Television remains the main source of information about the environment, followed by social networks and the Internet

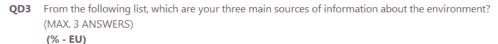
Television news remains the main source of information about the environment, although its use has declined substantially since 2011: 58% of respondents now mention this, down from 73% in 2011 and 65% in 2014.

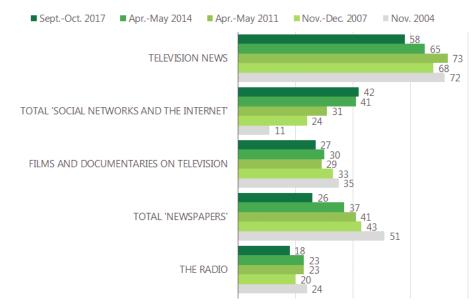
The overall proportion of respondents that mentions either the Internet or online social networks (42%) is similar to the observed in 2014 (41%), but there has been an increase in the longer term, from 11% in 2004^4 .

Around one in four respondents say they get information about the environment from films and documentaries on television (27%) and from newspapers⁵ (26%). There has been a steady and significant decline in the importance of newspapers, from 51% in 2004 and 37% in 2014 to 26% in this year's survey. The proportion of respondents mentioning films and documentaries on television has been declining slowly over time, from 35% in 2004 to 27% in this survey.

Around one in six respondents mentions radio as one of their main sources of information about the environment (18%, -5 percentage points since 2014).

Relatively few people say that their main sources of information include conversations with family, friends, neighbours or relatives (14%, +1 pp), magazines (9%, -3 pp), books or scientific publications (8%, +2 pp), brochures of information materials (5%, -4 pp), events (4%, +1 pp) or museums, national or regional parks (3%, a new option in this year's survey).





Top 5 answers Base: all respondents (n=27,881)

⁴ The wording of individual response categories has changed slightly over time. In this year's survey, respondents were asked about 'Online social networks' and 'The Internet (other web sites, blogs, forums, etc.)'; these two responses have been combined in the analysis. The figure for 2014 combines responses for 'the Internet' and 'social media', while figures for previous years are based on a single response item 'The Internet and social media'.

⁵ In this year's survey, respondents were asked about 'national newspapers' and 'regional or local newspapers'; these two responses have been combined in the analysis. The figure for previous years is based on a single response item 'Newspapers'.

II. THE IMPACT OF ENVIRONMENTAL ISSUES

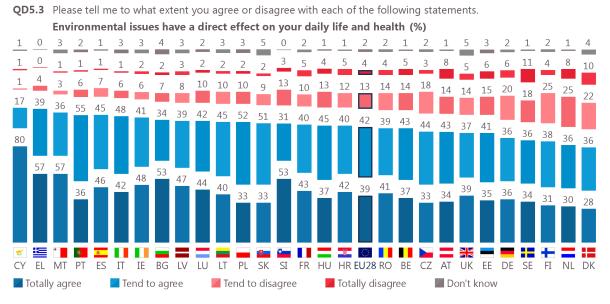
1 Environmental issues and their effects on life and health

Four in five Europeans feel that environmental issues have an impact on their daily life and health

Four in five Europeans (81%) agree that environmental issues have a direct effect on their daily life and their health. This includes 39% who 'totally agree'. Less than one in five respondents (17%) disagree that environmental issues have a direct effect on their daily life and health. This question was included in previous waves of the survey. However, because of changes to the question wording (specifically the addition of 'and health' in 2017), findings are not fully comparable with previous waves. Nonetheless, it can be noted that this year's results are fairly similar to the results of the previous survey, when over three-quarters of Europeans agreed that environmental problems have a direct effect on their daily lives (77%), while a fifth of the respondents disagreed with the statement (20%).

In some Member States, the vast majority of respondents agree that environmental issues have a direct effect on their daily life and health. The highest proportions can be seen in Cyprus (97%), Greece (96%) and Malta (93%). In each of these countries, as well as in Bulgaria and Slovenia, more than half of respondents 'totally agree' and this proportion reaches 80% in Cyprus.

By contrast, the level of agreement is lowest among people in Denmark (64%), the Netherlands (66%) and Finland (69%).

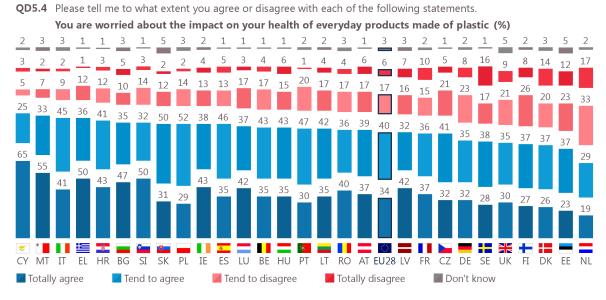


2 The impact of plastic products

Large majorities of Europeans are worried about the impact of plastic products on their health and on the environment

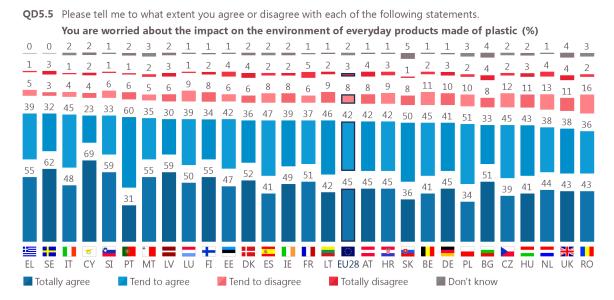
Three in four Europeans (74%) agree that they are worried about the impact on their heath of everyday products made of plastic, including 34% who 'totally agree'.

Across the EU as a whole, three in four respondents (74%) agree that they are worried about the impact on their heath of everyday products made of plastic.



Base: all respondents (n=27,881)

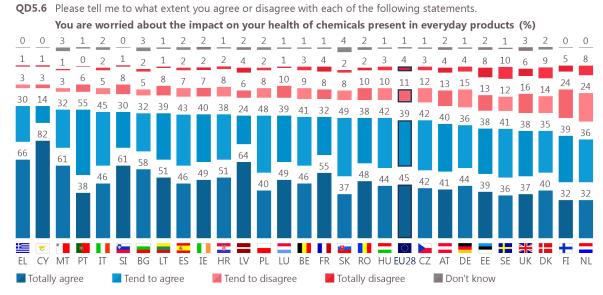
There is even greater consensus on the impact of plastic products on the environment. The vast majority of respondents (87%) agree that they are worried about this, including 45% who 'totally agree'. Attitudes towards the impact of plastic products on the environment are generally consistent across Member States. The proportion that agrees that they are worried about the impact is highest in Greece (94%), Sweden (94%) and Italy (93%).



3 The impact of chemicals

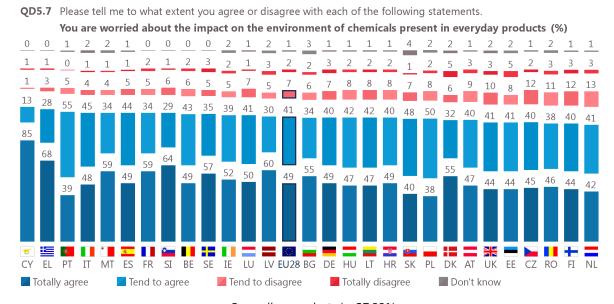
Most Europeans are worried about the impact of chemicals present in everyday products

More than four in five Europeans (84%) agree that they are worried about the impact on their health of chemicals present in everyday products, including 45% who 'totally agree'. There are some countries where almost all respondents agree that that they are worried about the impact on their heath of chemicals present in everyday products: Greece (96%), Cyprus (96%), Malta (93%) and Portugal (93%).



Base: all respondents (n=27,881)

Nine in ten respondents (90%) agree that they are worried about the impact on the environment of chemicals present in everyday products, and half (49%) say that they 'totally agree'. In every country, more than four in five respondents agree that they are worried about the impact on the environment of chemicals present in everyday products. Respondents are most likely to say this in Cyprus (98%), Greece (96%) and Portugal (94%).

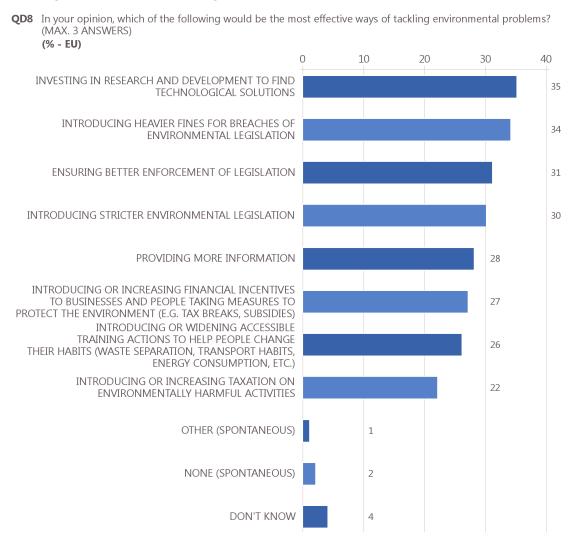


III. TAKING ACTION TO TACKLE ENVIRONMENTAL ISSUES

1 Most effective ways of tackling environmental problems

A range of measures are seen as potentially effective in tackling environmental problems

The two most mentioned measures as potentially effective in tackling environmental problems are investing in research and development to find technological solutions (35%) and introducing heavier fines for breaches of environmental legislation (34%). These are closely followed by two other measures concerned with legislation: ensuring better enforcement of legislation (31%) and introducing stricter environmental legislation (30%).



2 Individual action to tackle environmental issues

a. Can individuals play a role?

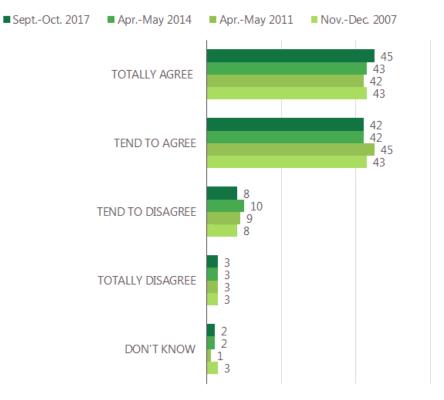
A large majority of Europeans believe they can play a role in protecting the environment

More than eight out of ten Europeans (87%) agree that they can play a role; of these, 45% 'totally agree' with the statement, and 42% 'tend to agree'. Just 11% disagree.

Findings have been very consistent over time since the 2007 survey, with agreement ranging between 85% and 87% over the ten-year period.

QD5.1 Please tell me to what extent you agree or disagree with each of the following statements.

As an individual, you can play a role in protecting the environment in (OUR COUNTRY) (% - EU)



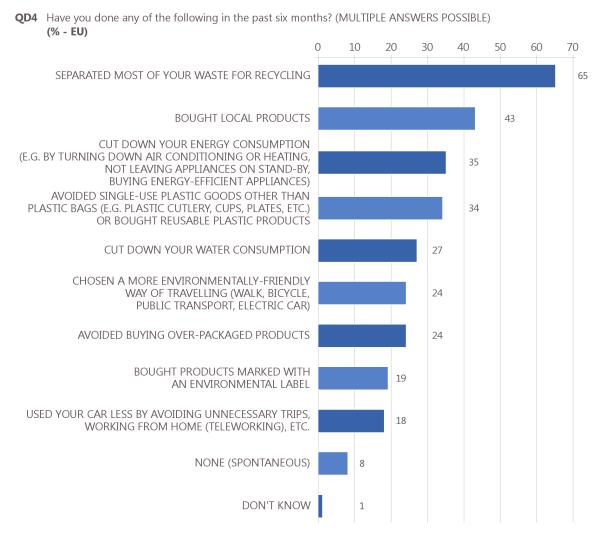
Base: all respondents (n=27,881)

Respondents in the Netherlands (97%), Sweden and Ireland (both 96%) are the most likely to agree that they can play a role in protecting the environment. These countries also have large proportions that 'totally agree' (76%, 70% and 64% respectively). The lowest levels of agreement can be seen in Bulgaria (73%), Latvia (76%) and Estonia (77%).

b. Personal actions to tackle environmental issues

Two-thirds of Europeans separate most of their waste for recycling

Around two-thirds of Europeans say they have separated most of their waste for recycling (65%), while at least one third have bought local products (43%), cut down their energy consumption (35%) and avoided single-use plastic goods other than plastic bags (34%)⁶.

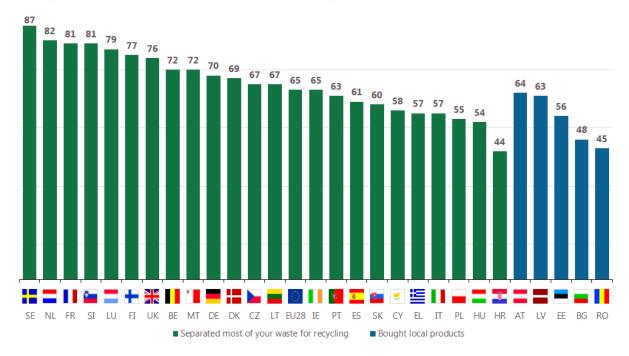


 $^{^{\}rm 6}$ QD4 Have you done any of the following in the past six months? (MULTIPLE ANSWERS POSSIBLE)

In 23 of the 28 Member States, the most common environmental activity is separating waste for recycling. In some of these countries, this is by far the most common activity. For example, 63% of respondents in Portugal say they have done this in the past six months, while just 32% have done the next most common activity (cutting down water consumption). A similar pattern can be seen in Belgium, France, Italy, Luxembourg, the Netherlands, Poland and Slovenia: in each of these countries, the proportion that has separated waste for recycling is higher by at least 25 percentage points, compared with the next most common activity.

In the other five countries, the most common activity is buying local products: Austria (64%), Latvia (63%), Estonia (56%), Bulgaria (48%) and Romania (45%).

QD4 Have you done any of the following in the past six months? (MULTIPLE ANSWERS POSSIBLE) (% - THE MOST MENTIONED ANSWER BY COUNTRY)

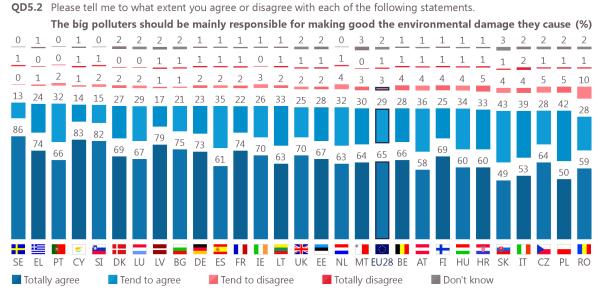


3 Should big polluters be responsible for repairing the damages they create?

Almost all Europeans agree that big polluters have primary responsibility for repairing the damage they cause

Around two-thirds of Europeans (65%) 'totally agree' that big polluters should be mainly responsible for making good the environmental damage they cause, while 29% 'tend to agree'. In total, 94% agree with the statement. Just 4% of respondents do not agree that big polluters should be mainly responsible. These findings are similar to those seen in the 2014 survey, with a minimal increase in agreement (+1 pp) and a corresponding decrease in the proportion that disagree (-1 pp). However, there has been a shift since 2014, with fewer respondents now saying they 'totally agree' (-5 pp) and a greater proportion saying they 'tend to agree' (+6 pp).

At national level, in all Member States but one at least nine out of ten respondents agree that big polluters should be mainly responsible for making good the environmental damage they The exception is Romania where 87% of the respondents agree. The highest levels of agreement can be seen in Sweden (99%), Greece (98%), Portugal (98%), Cyprus (97%) and Slovenia (97%). Respondents are most likely to say they 'totally agree' in Sweden (86%), Cyprus (83%) and Slovenia (82%).



4 The role of different actors in protecting the environment

a. Companies and citizens

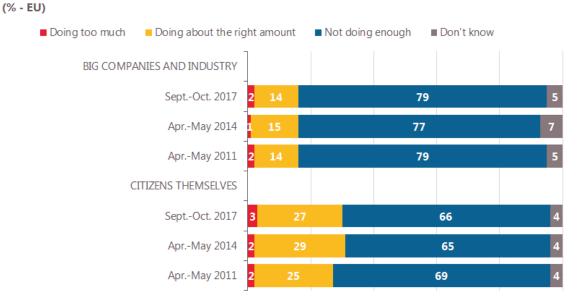
The majority of Europeans think that both big companies and industry, and citizens themselves, are not doing enough to protect the environment

Almost four in five respondents (79%) say that big companies and industry are not doing enough to protect the environment, while around one in seven (14%) feel that they are doing about the right amount and 2% say that they are doing too much.

Around two-thirds of Europeans (66%) also feel that citizens themselves are not doing enough, although more than one in four (27%) feel that they are doing about the right amount and 3% think they are doing too much.

There has been little change from previous surveys. Compared with the 2014 survey, respondents are now slightly more likely to say that big companies and industry are not doing enough (+2 pp), while the proportion that say they are doing the right amount shows a marginal decrease (-1 pp). Similarly, there has been a marginal increase in the proportion that say citizens themselves are not doing enough (+1 pp) and a slight decrease in the proportion that feel they are doing about the right amount (-2 pp).

QD7 In your opinion, is each of the following currently doing too much, doing about the right amount, or not doing enough to protect the environment?



b. Local, national and European institutions

The majority of Europeans say that both the EU and national governments are not doing enough to protect the environment

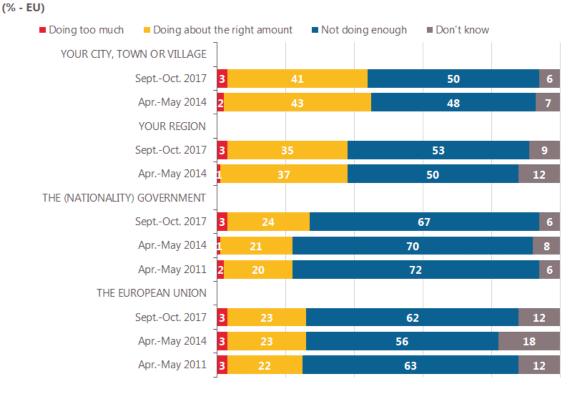
Around two-thirds of respondents (67%) say that their national government is not doing enough to protect the environment, while a quarter (24%) think that it is doing about the right amount and 3% say it is doing too much.

A slightly lower proportion (62%) think that the EU is not doing enough, although this is partly due to a higher proportion of 'don't know' responses (12% compared with 6% for the national government). The proportions of respondents saying that the EU is doing about the right amount (23%) or too much (3%) are very similar to the corresponding figures for the national government.

Half of respondents (50%) say that their city, town or village is not doing enough to protect the environment, and a similar proportion (53%) say this about their region. However, respondents are more likely to say that their city, town or village is doing about the right amount (41%) than say this about their region (35%). In each case, just 3% say that they are doing too much.

Since the 2014 survey, there have been slight increases in the proportions saying that different actors are not doing enough. This applies to the EU (+6 pp), the region (+3 pp) and the city, town or village (+2 pp).

QD7 In your opinion, is each of the following currently doing too much, doing about the right amount, or not doing enough to protect the environment?

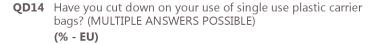


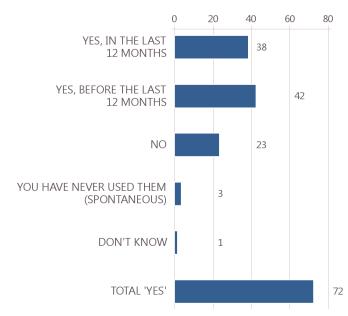
5 Tackling plastic waste and littering

a. Reducing the use of plastic carrier bags

Around three-quarters of Europeans say they have cut down on their use of single use plastic carrier bags

When asked about their personal use of single use plastic carrier bags, more than a third (38%) say they have cut down on their use in the last 12 months, while a similar proportion (42%) say that they cut down their use before the last 12 months. Respondents were able to give both answers (i.e. to indicate that they cut down in the last 12 months and also before the last 12 months); overall, 72% of respondents say that they have cut down on their use of single use plastic carrier bags at some point. A further 3% of respondents spontaneously say that they have never used them, while 23% have not cut down on their use.





Respondents are most likely to say that they have cut down on their use of single use plastic carrier bags at some point in the UK (92%), the Netherlands (91%) and Ireland (87%). The UK also displays the highest proportion that have cut down in the last 12 months (56%), followed by Sweden (51%) and the Netherlands (50%).

Less than half of the respondents have cut down on their use of single use plastic carrier bags at some point in Cyprus (41%), Greece (41%) and Romania (42%). The lowest proportions that have cut down in the last 12 months can be observed in Bulgaria (21%) and Greece (22%).

QD14 Have you cut down on your use of single use plastic carrier bags? (MULTIPLE ANSWERS POSSIBLE)

(%)

(70)					
		Total 'Yes'	°Z	You have never used them (SPONTANEOUS)	Don't know
EU28		72	23	3	1
BE		76	22	2	0
BG		50	40	3	7
CZ		56	41	2	1
DK	\blacksquare	71	23	5	2
DE		76	14	9	1
EE		63	31	3	3
IE		87	11	2	0
EL	:=	41	58	1	0
ES	20	72	27	0	0
FR	0	83	15	1	0
HR	3	55	45	0	0
IT		66	25	6	3
CY	5	41	58	0	1
LV		55	43	0	1
LT		52	46	2	0
LU		86	13	1	0
HU		58	38	4	1
MT	*	84	11	2	3
NL		91	9	0	0
AT		65	24	10	1
PL		58	39	1	2
PT		81	17	2	0
RO		42	54	2	1
SI		79	19	2	0
SK	(3)	65	29	3	3
FI	-	72	26	2	0
SE		79	20	1	0
UK		92	7	0	1
		Highest percent	age per country	Lowest percent	age per country

Base: all respondents (n=27,881)

Lowest percentage per item

Highest percentage per item

b. Measures to reduce pl astic waste and littering

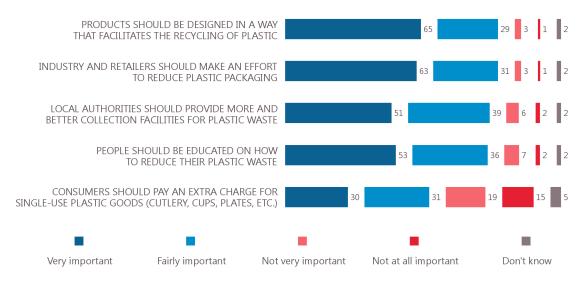
Respondents were shown a list of five measures of reducing plastic waste and littering and asked which ones they considered important..

The majority of respondents consider important all the proposed measures to reduce plastic waste and littering

At least half of respondents think that four of the measures are 'very important': products should be designed in a way that facilitates the recycling of plastic (65%), industry and retailers should make an effort to reduce plastic packaging (63%), people should be educated on how to reduce their plastic waste (53%) and local authorities should provide more and better collection facilities for plastic waste (51%). In each case, around nine out of ten respondents say that these measures are either 'very' or 'fairly important' (between 89% and 94% for the four measures), and very few respondents say that these measures are not important (between 4% and 9%).

A lower proportion (61%) consider important that *consumers should pay an extra charge for single-use plastic goods*: 30% say this is 'very important' and 31% 'fairly important', while around a third (34%) do not think it is important.

QD15 In your opinion, how important is each of the following in reducing plastic waste and littering? (% - EU)



IV. THE EU AND ENVIRONMENTAL PROTECTION

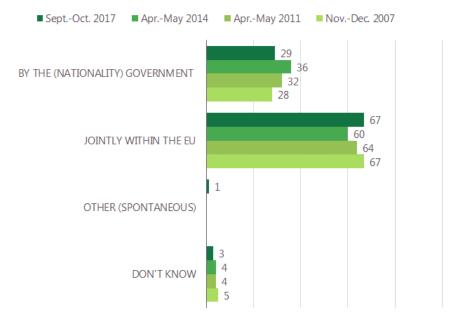
1 Preferred level of decision-making

Most Europeans think that decisions to protect the environment should be taken jointly within the EU

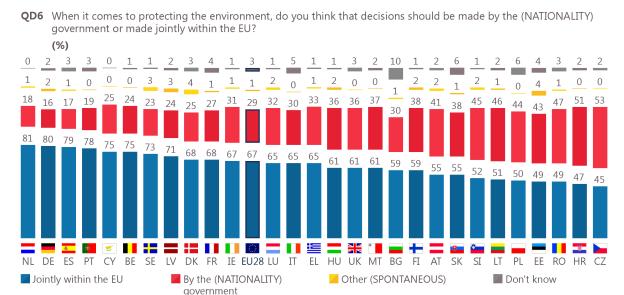
Around two-thirds of Europeans (67%) think that environmental decisions should be taken jointly within the EU. Less than a third (29%) believe that only the national government should take such decisions.

Since the 2014 survey, there has been an increase in support for joint decision-making (+7 percentage points) and a corresponding fall in support for decision-making by the national government (-7 pp). These changes reverse the trends seen between 2007 and 2014, when support for joint decision-making fell from 67% to 60%.





In six Member States, at least three-quarters of respondents think that decisions should be made jointly within the EU: the Netherlands (81%), Germany (80%), Spain (79%), Portugal (78%), Cyprus (75%) and Belgium (75%). Support for joint decision making is lowest in the Czech Republic (45%), Croatia (47%), Romania (49%) and Estonia (49%). In two of these countries, a majority favours decision-making only by the national government: the Czech Republic (53%) and Croatia (51%).

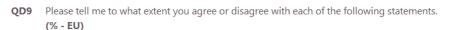


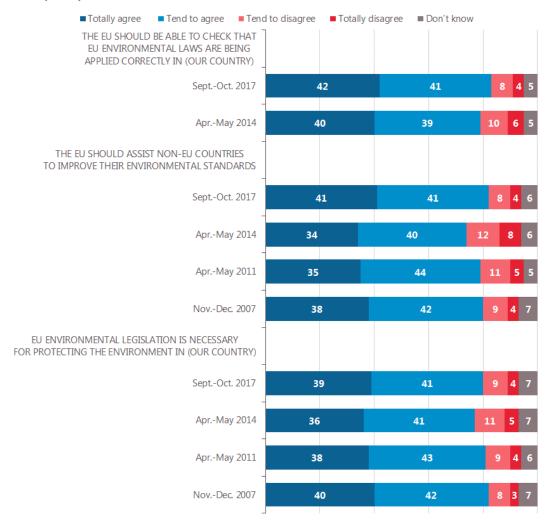
2 Attitudes towards the role of the EU in environmental protection

There is strong support for the role of EU legislation in protecting the environment

More than four in five respondents (83%) agree that the EU should be able to check that environmental laws are being applied correctly in their country. A similar proportion (82%) agree that the EU should assist non-EU countries to improve their environmental standards, while a slightly lower proportion (80%) agree that EU environmental legislation is necessary for protecting the environment in their country. For each statement, at least eight in ten respondents agree (between 80% and 83%), while around one in eight respondents disagree with each of the statements (between 12% and 13%).

There have been increases in agreement since the 2014 survey, most notably in relation to the EU assisting non-EU countries to improve their environmental standards (+8 pp). Smaller increases can be observed in the proportions agreeing that the EU should be able to check that environmental laws are being applied correctly (+4 pp) and that EU environmental legislation is necessary for protecting the environment (+3 pp). Where trends are available before 2014, there is a pattern of declining agreement between 2007 and 2014, which has been reversed by the latest increases in agreement.





3 Attitudes towards EU financial support to environmental protection

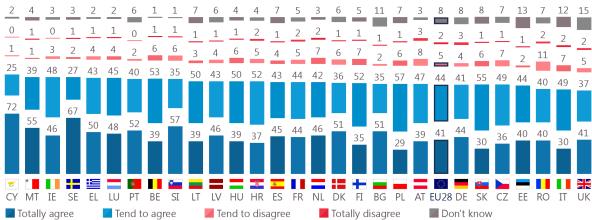
There is widespread support for greater EU investment in environmental protection

More than four in five Europeans (85%) agree that the EU should invest more money in projects and programmes supporting the environment, nature conservation and climate action throughout the EU. This includes 41% who 'totally agree' and 44% who 'tend to agree'. Just 7% of respondents disagree with the statement, and 8% do not know.

In every Member State, more than three-quarters of respondents agree that the EU should invest more money in projects and programmes supporting the environment, nature conservation and climate action throughout the EU. Agreement is highest in Cyprus (97%), Malta (94%), Ireland (94%) and Sweden (94%).

The lowest levels of agreement are seen in the UK (78%), Italy (79%) and Romania (80%), with respondents in Romania (13%) and Austria (11%) the most likely to disagree with the statement.





V. FOCUS ON THE ECOLABELS

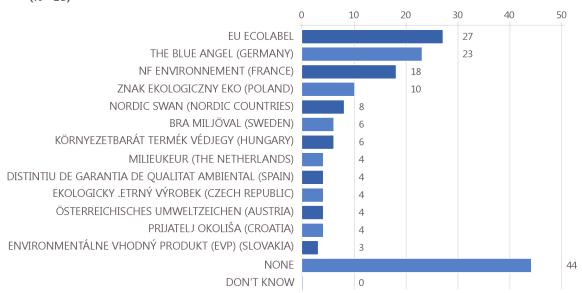
1 EU and national ecolabels: aided recall

Respondents were shown a list of labels and asked which ones they had seen or heard about. For each item, respondents were shown the logo and the name of the label in the original language, followed by the country of the label displayed in the local language.

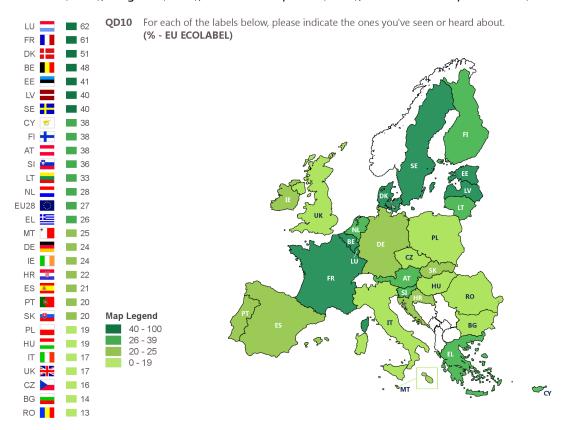
More than a quarter of respondents have seen or heard about the EU ecolabel

More than a quarter of respondents (27%) say that they have seen or heard about the EU ecolabel, while other country-specific labels have a high level of awareness across the EU, notably the Blue Angel (23%) and NF Environment (18%).

QD10 For each of the labels below, please indicate the ones you've seen or heard about: (% - EU)



There is considerable variation between Member States in levels of awareness of the EU ecolabel. In three countries, at least half of respondents have seen or heard about the EU ecolabel: Luxembourg (62%), France (61%) and Denmark (51%). Awareness of the EU ecolabel is lowest in Romania (13%), Bulgaria (14%), the Czech Republic (16%), the UK and Italy both 17%).



Base: all respondents (n=27,881)

In what concerns country-specific labels, there were high levels of awareness of some in the relevant countries, as well as in some neighbouring countries.

QD10 For each of the labels below, please indicate the ones you've seen or heard about:

(%)																
		EU Ecolabel	The Blue Angel (Germany)	NF Environnement (France)	Znak ekologiczny EKO (Poland)	Nordic Swan (Nordic countries)	Bra Miljöval (Sweden)	Környezetbarát Termék Védjegy (Hungary)	Milieukeur (The Netherlands)	Distintiu de garantia de qualitat ambiental (Spain)	Ekologicky .etrný výrobek (Czech Republic)	Österreichisches Umweltzeichen (Austria)	Prijatelj Okoliša (Croatia)	Environmentálne vhodný produkt (EVP) (Slovakia)	None	Don't know
EU28	$\langle 0 \rangle$	27	23	18	10	8	6	6	4	4	4	4	4	3	44	0
BE		48	11	18	5	4	4	4	10	5	2	2	3	2	46	0
BG		14	7	3	8	1	2	2	2	2	2	1	2	2	78	0
CZ		16	9	3	14	4	3	3	2	1	54	5	3	17	42	0
DK		51	15	12	9	93	24	4	4	4	3	1	4	2	4	0
DE		24	86	9	6	5	7	4	5	4	3	6	4	3	11	0
EE IE		41 24	14	8	24 9	25 4	10	7 5	2	2	3	2	3	3	43 65	1
EL		26	10 7	10 5	5	2	3	2	2	1	1	2	1	1	69	0
ES	£	21	9	8	7	2	3	3	2	8	2	1	3	2	69	0
FR	n	61	12	85	6	6	4	6	3	5	2	1	4	2	10	0
HR	- 8	22	12	5	16	4	4	7	3	3	5	6	44	5	44	0
IT		17	6	6	1	1	1	1	2	6	1	3	2	1	77	1
CY	'	38	13	11	11	3	6	8	5	3	4	2	4	4	50	1
LV		40	24	13	48	13	13	13	4	3	9	3	9	8	32	0
LT		33	17	11	45	9	8	9	3	3	6	2	4	5	43	0
LU		62	49	32	9	7	4	6	4	6	3	6	5	4	21	1
HU		19	9	4	9	2	3	68	4	2	5	6	5	8	30	0
MT	*	25	11	11	11	4	7	7	5	4	3	2	4	3	63	1
NL		28	12	11	14	7	3	3	38	2	2	2	2	1	42	0
AT		38	49	8	4	5	3	6	3	3	4	68	8	4	23	0
PL		19	10	6	47	6	3	6	4	3	8	2	4	7	48	0
PT	(1)	20	5	5	3	1	2	2	1	5	1	1	2	1	76	0
RO	2	13 36	7 17	6	6 13	3	3 6	8 7	3	3	3	2 8	3	3	76 49	0
SI SK	63	20	9	6	15	4	3	11	3	3	26	9	5	33	59	1
FI	+	38	14	10	16	92	25	8	3	4	3	2	4	5	6	0
SE		40	17	12	14	98	97	5	4	3	3	2	5	2	0	0
UK		17	10	14	7	5	4	5	3	4	2	2	3	3	66	1
									OITM							
2nd MOST FREQUENTLY MENTIONED ITEM																

Base: all respondents (n=27,881)

3rd MOST FREQUENTLY MENTIONED ITEM

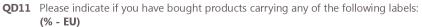
2 Ecolabels and products purchases

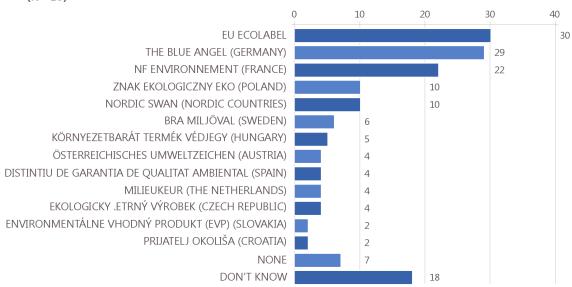
a. Ecolabels and Europeans' purchasing habits

Three in ten Europeans who are aware of ecolabels have bought a product carrying the EU ecolabel

The respondents who said they had seen or heard about any of the ecolabels were asked whether they had bought products carrying any of the labels.

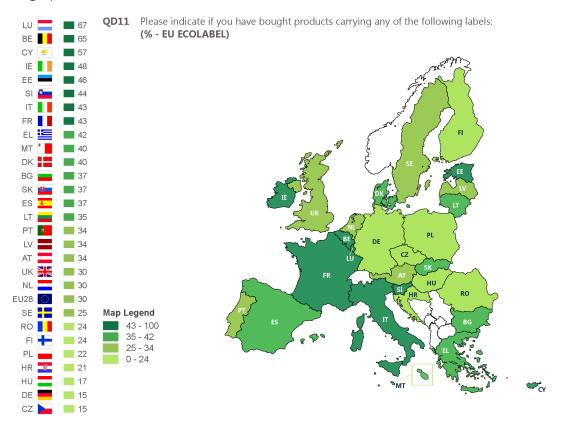
Among these respondents, 30% say they have bought a product carrying the EU ecolabel, while a similar proportion (29%) have bought a product carrying the Blue Angel symbol, and 22% have bought a product carrying the NF Environment label.





Base: respondents who have seen or heard about any of the ecolabels (n=15,386)

This proportion varies across different Member States: more than half of respondents in Luxembourg (67%), Belgium (65%) and Cyprus (57%) have bought a product carrying the EU ecolabel. The lowest proportions can be observed in the Czech Republic (15%), Germany (15%) and Hungary (17%).



Base: respondents who have seen or heard about any of the ecolabels (n=15,386)

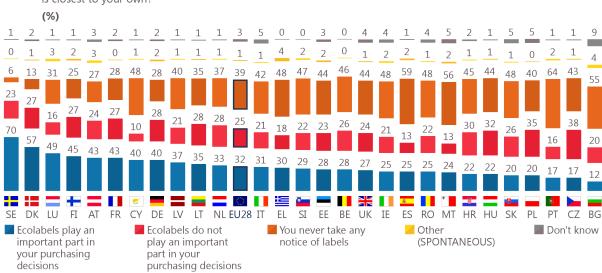
b. Ecolabels and Europeans' purchasing decisions

A third of Europeans say that ecolabels play an important part in their purchasing decisions

Around a third of respondents (32%) say that ecolabels play an important part in their purchasing decisions, while a quarter (25%) say that they do not play an important part. A further 39% say that they never take any notice of labels.

Attitudes towards ecolabels vary considerably by country. At one extreme, the majority of respondents in Sweden (70%) and Denmark (57%) say that ecolabels play an important part in their purchasing decisions, whereas less than one in five respondents say this in Bulgaria (12%), the Czech Republic and Portugal (both 17%).

Respondents in the Czech Republic (38%), Poland (35%) and Hungary (32%) are the most likely to say that ecolabels do not play an important part in their purchasing decisions. More than half of respondents say that they never take any notice of labels in Portugal (64%), Spain (59%), Malta (56%) and Bulgaria (55%), while only small proportions say this in Sweden (6%) and Denmark (13%).



QD13 Some products have an ecolabel which certifies that they are environmentally-friendly. Which of the following views is closest to your own?

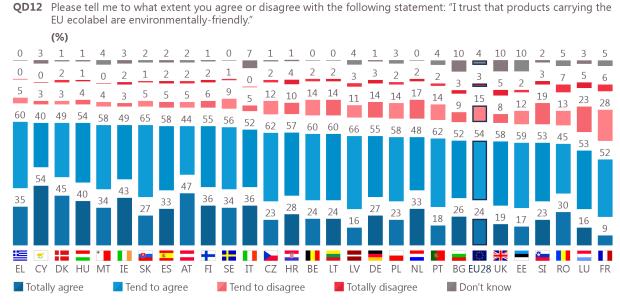
3 Trust in the EU ecolabel

More than three-quarters of respondents trust the EU ecolabel as being environmentally friendly

Respondents were asked whether they agree or disagree that they "trust that products carrying the EU ecolabel are environmentally friendly" More than three-quarters (78%) of respondents agree, including 24% who 'totally agree', while 18% of respondents disagree.

In 11 countries, at least nine out of ten respondents agree that they trust that products carrying the EU ecolabel are environmentally friendly. The highest proportions can be found in Greece (95%), Cyprus, Denmark and Hungary (all 94%). Respondents in Cyprus and Austria are the most likely to say they 'totally agree' (54% and 47% respectively).

Agreement is lowest in France (61%) and Luxembourg (69%), and in these countries more than a quarter of respondents disagree with the statement (34% in France and 28% in Luxembourg).



Base: respondents who have seen or heard about the EU ecolabel (n=7,590)

VI. FOCUS ON AIR POLLUTION

1 Europeans' perceptions on air quality in their country

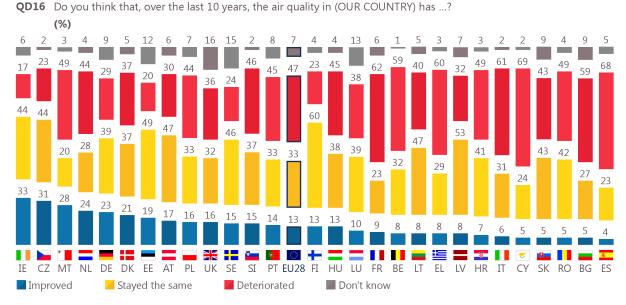
A relative majority of Europeans think air quality has deteriorated in the last 10 years

Almost half (47%) of the respondents think that the air quality in their country has deteriorated over the last 10 years, while a third (33%) say that air quality has stayed the same, and 13% say that it has improved. The remainder (7%) do not know.

Respondents in Ireland and the Czech Republic are the most positive about air quality in their country, with 33% and 31% respectively saying that it has improved in the past ten years. The proportion that say air quality has improved is also relatively high in Malta (28%), the Netherlands (24%) and Germany (23%).

By contrast, at least six in ten respondents in Cyprus (69%), Spain (68%), France (62%), Italy (61%), Greece (60%) think that the air quality has deteriorated in their country.

Respondents are most likely to say that the air quality has stayed the same in their country in Finland (60%) and Latvia (53%).



2 Most effective ways of tackling air pollution

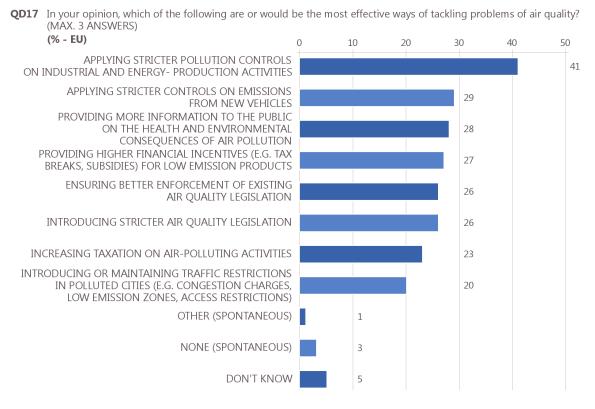
Stricter pollution controls on industrial and energy production activities are considered to be the most effective way to tackle problems of air quality

Respondents were asked to identify what they thought are or would be the most effective ways of tackling problems of air quality, choosing up to three items from a list of eight.

The most popular option is applying stricter pollution controls on industrial and energy production activities (41%).

The other options have broadly similar levels of support. Five of the measures are chosen by just over a quarter of respondents: applying stricter controls on emissions from new vehicles (29%), providing more information to the public on the health and environmental consequences of air pollution (28%), providing higher financial incentives for low emission products (27%), ensuring better enforcement of existing air quality legislation (26%) and introducing stricter air quality legislation (26%).

Respondents are slightly less likely to favour increasing taxation on air polluting activities (23%) and introducing or maintaining traffic restrictions in polluted cities (20%).



Base: all respondents (n=27,881)

In 23 out of 28 countries, the most popular measure is applying stricter pollution controls on industrial and energy production activities. At least half of respondents choose this measure in Greece (53%), France (53%), the Netherlands (51%) and Sweden (50%).

3 Personal action to reduce harmful emissions

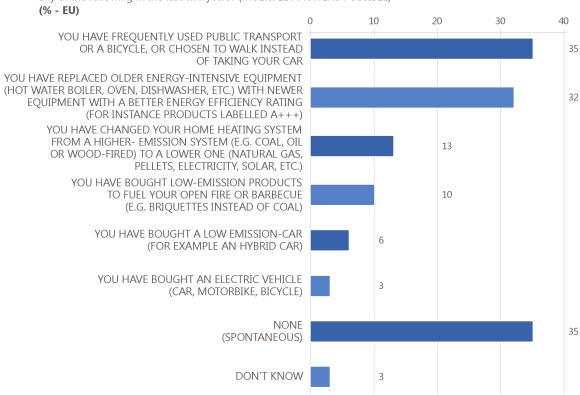
Reducing car use and upgrading to more energy efficient equipment are the most commonly taken individual actions to reduce emissions

Respondents were asked to identify the actions they had personally taken in the past two years to reduce harmful emissions into the air. They were presented with six activities and asked to choose all that are applicable to them.

The two most mentioned actions are frequently using public transport or a bicycle, or choosing to walk instead of taking the car (35%) and replacing older energy-intensive equipment (hot water boiler, oven, dishwasher, etc.) with newer equipment with a better energy efficiency rating (for instance products labelled A+++) (32%).

Around one in eight respondents (13%) say they have changed their home heating system from a higher-emission system (e.g. coal, oil, or wood-fired) to a lower one (natural gas, pellets, electricity, solar, etc.). One in ten (10%) have bought low-emission products to fuel their open fire or barbecue (e.g. briquettes instead of coal), while 6% have bought a low emission car (for example a hybrid car) and 3% have bought an electric vehicle (car, motorbike, bicycle).

More than a third of respondents (35%) say they have not done any of these things.



QD19 There are different ways to reduce harmful emissions into the air. In order to reduce these problems have you done any of the following in the last two years? (MULTIPLE ANSWERS POSSIBLE)

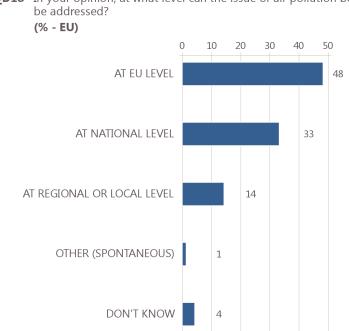
Base: all respondents (n=27,881)

Overall, more than six in ten respondents in the EU (62%) say that they have undertaken at least one action to reduce harmful emissions into the air. They are most likely to have done one or two of the activities (54%), while 8% have done three or more.

4 Addressing the issue of air pollution: preferred level of decisionmaking

Almost half of Europeans think the issue of air pollution can best be addressed at the EU

Just under half of Europeans (48%) think that the issue of air pollution can best be addressed at the EU level. A third (33%) think that it is better addressed at the national level, while 14% favour action at the regional or local level. A small minority mention another level (1%), or do not know (4%).



QD18 In your opinion, at what level can the issue of air pollution best

Base: all respondents (n=27,881)

In 20 Member States, the EU level is seen as the best suited to address the issue of air pollution. Respondents in the Netherlands are the most likely to say this (70%).

There are eight countries where respondents think that the issue of air pollution can best be addressed at the national level - Czech Republic, Estonia, Croacia, Latvia, Malta, Poland, Romania and the United Kingdom. Malta has the highest proportion of respondents giving this answer (50%).

CONCLUSION

This report has examined awareness, attitudes and experiences of respondents in the EU regarding the environment. It has confirmed many of the existing findings on this issue, and highlighted emerging trends.

Europeans continue to express high levels of concern about the environment and to see it as an issue that affects them personally. Findings have been consistent over the past ten years, and there is very little variation between socio-demographic groups. However, there are differences between countries; for example, respondents in Sweden and Cyprus are more than twice as likely as those in Croatia and Poland to say that protecting the environment is very important to them.

Behind climate change, air pollution is the environmental issue that is considered the most important. Around half of Europeans think air quality has deteriorated in the last 10 years, and stricter pollution controls on industrial and energy production activities is considered to be the most effective way to tackle problems of air quality.

The third most important environmental issue mentioned is the growing amount of waste. There is a solid support for all proposed measures aimed at reducing plastic waste and littering: products should be designed in a way that facilitates the recycling of plastic; industry and retailers should make an effort to reduce plastic packaging; people should be educated on how to reduce their plastic waste; and local authorities should provide more and better collection facilities for plastic waste.

In general, there is support for stricter legislation to tackle environmental problems, specifically by introducing heavier fines for breaches of environmental legislation, ensuring better enforcement of legislation, and introducing stricter environmental legislation. Respondents also support investment in research and development to find technological solutions, as a way of tackling environmental problems.

The survey findings indicate that respondents want more to be done to protect the environment, and that responsibility should be shared. This includes personal responsibility - two-thirds feel that citizens themselves are not doing enough. However, they also feel that more should be done by big companies and industry, national governments and the EU.

In terms of the EU's role, most Europeans think that decisions to protect the environment should be taken jointly by national governments and the EU, and there has been an increase in support for joint decision making since 2014. Respondents are also more likely to think that the issue of air pollution can best be addressed at the EU level rather than the national level. A vast majority of Europeans agree that the EU should invest more money in projects and programmes supporting the environment, nature conservation and climate action throughout the EU.

There is strong support for the role of EU legislation in protecting the environment, and a growing proportion of respondents think that the EU should assist non-EU countries to improve their environmental standards.

The survey examined awareness of ecolabels, and found that more than a quarter of respondents are aware of the EU ecolabel and, among these, three in ten have bought a product carrying the EU ecolabel. Also, and perhaps unsurprisingly, very high levels of awareness of many country-specific ecolabels can be observed in their country of origin. There is a high degree of trust in the EU ecolabel as a guarantee of products that are environmentally-friendly. More generally, ecolabels play an important role in the purchasing decisions of a third of Europeans, although this varies considerably across Member States.

TECHNICAL SPECIFICATIONS

Between the 23rd of September and the 2nd of October 2017, TNS opinion & social, a consortium created between TNS political & social, TNS UK and Kantar Belgium, and represented by the Kantar Belgium S.A. coordination centre, carried out the wave 88.1 of the EUROBAROMETER survey, at the request of the European Commission, Directorate-General for Communication, "Media monitoring and analysis" Unit.

The wave 88.1 includes the SPECIAL EUROBAROMETER 468 and covers the population of the respective nationalities of the European Union Member States, resident in each of the 28 Member States and aged 15 years and over.

	COUNTRIES	INSTITUTES	N° INTERVIEWS	DA ⁻ FIELD ¹		POPULATION 15+	PROPORTION EU28
BE	Belgium	TNS Dimarso	1,000	23/09/2017	02/10/2017	9,693,779	2.25%
BG	Bulgaria	TNS BBSS	1,036	23/09/2017	02/10/2017	6,537,535	1.52%
CZ	Czech Rep.	TNS Aisa	1,007	23/09/2017	02/10/2017	9,238,431	2.14%
DK	Denmark	TNS Gallup DK	1,002	23/09/2017	02/10/2017	4,838,729	1.12%
DE	Germany	TNS Infratest	1,535	23/09/2017	02/10/2017	70,160,634	16.26%
EE	Estonia	TNS Emor	1,007	23/09/2017	02/10/2017	1,160,064	0.27%
IE	Ireland	Behaviour & Attitudes	1,002	23/09/2017	02/10/2017	3,592,162	0.83%
EL	Greece	TNS ICAP	1,008	23/09/2017	02/10/2017	9,937,810	2.30%
ES	Spain	TNS Spain	1,009	23/09/2017	02/10/2017	39,445,245	9.14%
FR	France	TNS Sofres	1,016	23/09/2017	02/10/2017	54,097,255	12.54%
HR	Croatia	HENDAL	1,020	23/09/2017	02/10/2017	3,796,476	0.88%
IT	Italy	TNS Italia	1,027	23/09/2017	02/10/2017	52,334,536	12.13%
CY	Rep. Of Cyprus	CYMAR	501	23/09/2017	02/10/2017	741,308	0.17%
LV	Latvia	TNS Latvia	1,002	23/09/2017	02/10/2017	1,707,082	0.40%
LT	Lithuania	TNS LT	1,003	23/09/2017	02/10/2017	2,513,384	0.58%
LU	Luxembourg	TNS ILReS	504	23/09/2017	02/10/2017	457,127	0.11%
HU	Hungary	TNS Hoffmann	1,050	23/09/2017	02/10/2017	8,781,161	2.04%
MT	Malta	MISCO	497	23/09/2017	02/10/2017	364,171	0.08%
NL	Netherlands	TNS NIPO	1,013	23/09/2017	02/10/2017	13,979,215	3.24%
AT	Austria	ipr Umfrageforschung	1,026	23/09/2017	02/10/2017	7,554,711	1.75%
PL	Poland	TNS Polska	1,009	23/09/2017	02/10/2017	33,444,171	7.75%
PT	Portugal	TNS Portugal	1,062	23/09/2017	02/10/2017	8,480,126	1.97%
RO	Romania	TNS CSOP	1,031	23/09/2017	02/10/2017	16,852,701	3.91%
SI	Slovenia	Mediana	1,025	23/09/2017	02/10/2017	1,760,032	0.41%
SK	Slovakia	TNS Slovakia	1,084	23/09/2017	02/10/2017	4,586,024	1.06%
FI	Finland	TNS Gallup Oy	1,010	23/09/2017	02/10/2017	4,747,810	1.10%
SE	Sweden	TNS Sifo	1,027	23/09/2017	02/10/2017	7,998,763	1.85%
UK	United Kingdom	TNS UK	1,368	23/09/2017	02/10/2017	52,651,777	12.20%
-		TOTAL EU28	27,881	23/09/2017	02/10/2017	431,452,219	100%*

 $^{^{*}}$ It should be noted that the total percentage shown in this table may exceed 100% due to rounding

The basic sample design applied in all states is a multi-stage, random (probability) one. In each country, a number of sampling points was drawn with probability proportional to population size (for a total coverage of the country) and to population density.

In order to do so, the sampling points were drawn systematically from each of the "administrative regional units", after stratification by individual unit and type of area. They thus represent the whole territory of the countries surveyed according to the EUROSTAT NUTS II¹ (or equivalent) and according to the distribution of the resident population of the respective nationalities in terms of metropolitan, urban and rural areas.

In each of the selected sampling points, a starting address was drawn, at random. Further addresses (every Nth address) were selected by standard "random route" procedures, from the initial address. In each household, the respondent was drawn, at random (following the "closest birthday rule"). All interviews were conducted face-to-face in people's homes and in the appropriate national language. As far as the data capture is concerned, CAPI (*Computer Assisted Personal Interview*) was used in those countries where this technique was available.

For each country a comparison between the sample and the universe was carried out. The Universe description was derived from Eurostat population data or from national statistics offices. For all countries surveyed, a national weighting procedure, using marginal and intercellular weighting, was carried out based on this Universe description. In all countries, gender, age, region and size of locality were introduced in the iteration procedure. For international weighting (i.e. EU averages), TNS opinion & social applies the official population figures as provided by EUROSTAT or national statistic offices. The total population figures for input in this post-weighting procedure are listed here.

Readers are reminded that survey results are <u>estimations</u>, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

Statistical Margins due to the sampling process
(at the 95% level of confidence)

various sample sizes are in rows various observed results are in colum											e in columns
	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	
N=50	6.0	8.3	9.9	11.1	12.0	12.7	13.2	13.6	13.8	13.9	N=50
N=500	1.9	2.6	3.1	3.5	3.8	4.0	4.2	4.3	4.4	4.4	N=500
N=1000	1.4	1.9	2.2	2.5	2.7	2.8	3.0	3.0	3.1	3.1	N=1000
N=1500	1.1	1.5	1.8	2.0	2.2	2.3	2.4	2.5	2.5	2.5	N=1500
N=2000	1.0	1.3	1.6	1.8	1.9	2.0	2.1	2.1	2.2	2.2	N=2000
N=3000	0.8	1.1	1.3	1.4	1.5	1.6	1.7	1.8	1.8	1.8	N=3000
N=4000	0.7	0.9	1.1	1.2	1.3	1.4	1.5	1.5	1.5	1.5	N=4000
N=5000	0.6	0.8	1.0	1.1	1.2	1.3	1.3	1.4	1.4	1.4	N=5000
N=6000	0.6	0.8	0.9	1.0	1.1	1.2	1.2	1.2	1.3	1.3	N=6000
N=7000	0.5	0.7	0.8	0.9	1.0	1.1	1.1	1.1	1.2	1.2	N=7000
N=7500	0.5	0.7	0.8	0.9	1.0	1.0	1.1	1.1	1.1	1.1	N=7500
N=8000	0.5	0.7	0.8	0.9	0.9	1.0	1.0	1.1	1.1	1.1	N=8000
N=9000	0.5	0.6	0.7	8.0	0.9	0.9	1.0	1.0	1.0	1.0	N=9000
N=10000	0.4	0.6	0.7	0.8	0.8	0.9	0.9	1.0	1.0	1.0	N=10000
N=11000	0.4	0.6	0.7	0.7	0.8	0.9	0.9	0.9	0.9	0.9	N=11000
N=12000	0.4	0.5	0.6	0.7	0.8	0.8	0.9	0.9	0.9	0.9	N=12000
N=13000	0.4	0.5	0.6	0.7	0.7	0.8	0.8	0.8	0.9	0.9	N=13000
N=14000	0.4	0.5	0.6	0.7	0.7	0.8	0.8	0.8	0.8	0.8	N=14000
N=15000	0.3	0.5	0.6	0.6	0.7	0.7	0.8	0.8	0.8	0.8	N=15000
	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	

TS2

¹ Figures updated in August 2015