
Understanding Biodiversity Awareness in 9 countries (wave 2)

WWF

With funding from International Climate Initiative (IKI)

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Contents

Introduction & methodology

Results:

- Identifying the current levels of **understanding of biodiversity**
- Determining attitudes toward and the **relevance of biodiversity** to people
- Assessing **willingness to act** in protecting biodiversity and nature
- Gauging levels of **engagement with media** and specific initiatives related to biodiversity and its preservation
- Gauging the level of concern regarding the link between **deforestation and viruses** such as Coronavirus, **support for deforestation prevention** and **awareness of the One Health** approach



Comparing the above with the results of the 2018 study to assess movement in understanding, relevance and behaviour

Key takeaways & implications

Research methodology and coverage

WHAT

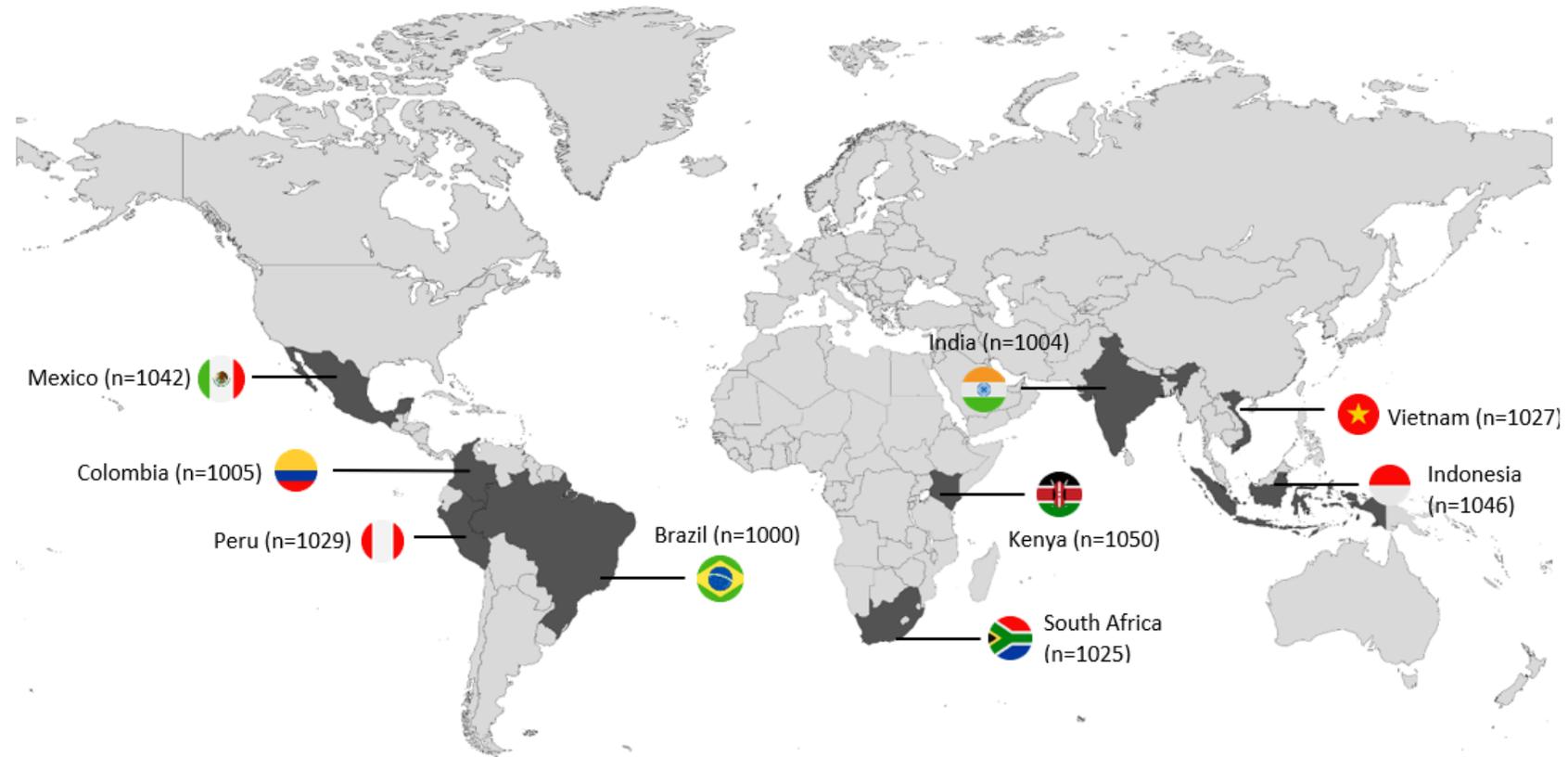
25 minute online quantitative survey

Fieldwork period: 25th November – 9th
December 2021

WHO

A total of **9,228 respondents**
across 9 countries.

Surveys were conducted in the **local language among the representative of online population (18+) for each country**



- Quotas were set on age, gender and area (urban vs rural) to ensure a representative spread and match with the previous wave
- Unlike the 2018 study, we did not exclude rejecters of environmental issues this wave. However, this only amounted to 1% of the total sample, and we have removed these respondents from analysis when comparing with 2018 data

Key questions of the biodiversity awareness survey



Knowledge and Understanding

Are people familiar with the term biodiversity (claimed)?

Do they comprehend the elements that make up biodiversity (spontaneous or unaided versus aided)



Attitude and Relevance

What are the perceived benefits of biodiversity?

Do they understand the threat to biodiversity, and see the importance of taking relevant steps to protect it?



Willingness to Act

What is their willingness to behave, going forward?

What steps are they willing to take?



Media Engagement

What issues are people hearing about and from which sources?

Are they aware of various initiatives (claimed)?



Health / COVID Attitudes

Are people concerned about the link between deforestation and viruses? Do they support deforestation prevention?

Are they aware of the One Health approach?

→ Added this wave



1

Biodiversity knowledge and understanding

2

**Biodiversity
Attitude &
Relevance**

3

**Behaviour &
Willingness to
Act**

We asked respondents to tell us in their own words what they felt the term 'biodiversity' meant...

Can you please explain the term 'biodiversity' in your own words?

The term 'biodiversity' was translated to local language



"Biodiversity"



"जैवविविधता"



"Biodiversidade"



"Aina mbalimbali ya viumbe hai"



"đa dạng sinh học"



"Biodiversidad"



"Keanekaragaman hayati"

Biodiversity

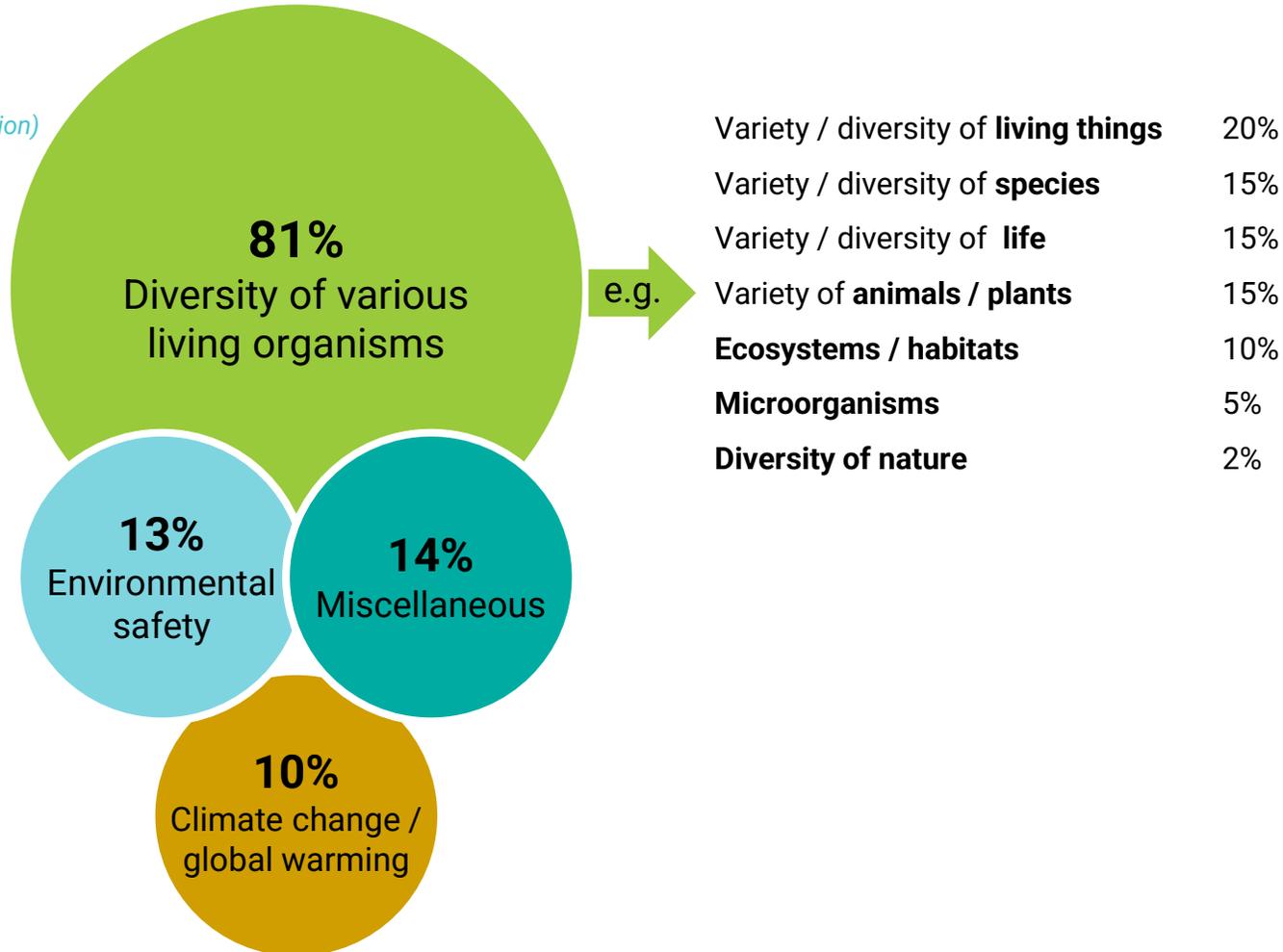


Most people spontaneously describe biodiversity as the variety of animals, plants and living organisms

Unaided familiarity of the term 'biodiversity' – All countries combined



(Top of mind association)



"Everything that exists on the face of the earth, our planet, plants, animals, etc."

"All the variety of life that can be found on earth (plants, animals, fungi and micro-organisms)."

"Co-existence of different species of plants and animals."

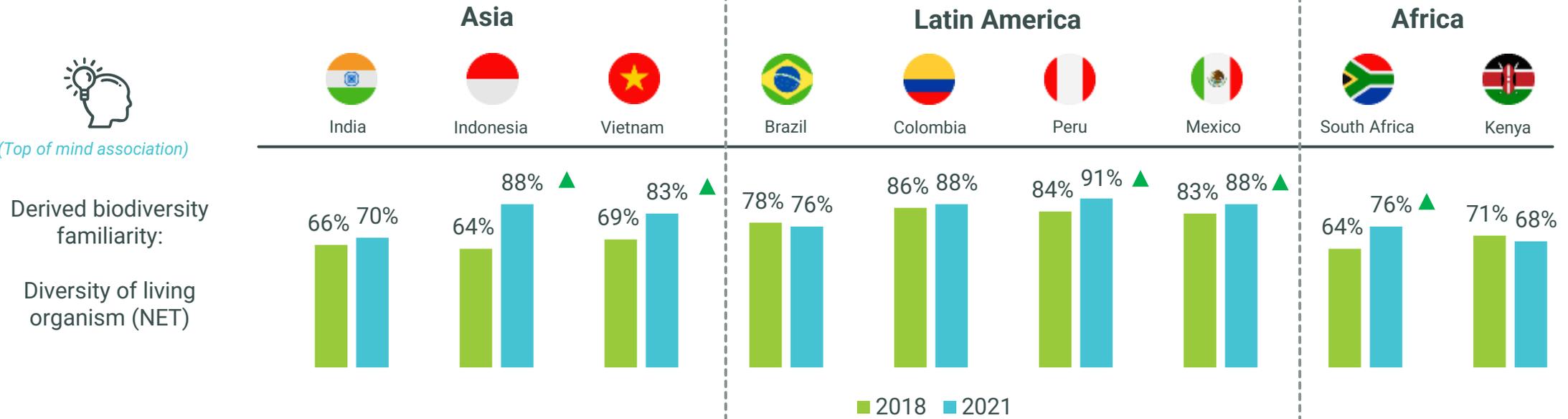
"An organism is a living thing such as a human, an animal, a plant or a bacteria."

"The variety of plants and animal life in the world or in a particular habitat that is considered important and desirable."

Understanding of 'biodiversity'

As seen in 2018, the majority of people across countries partially understand the term 'biodiversity' as **diversity of living beings/animals/plants**. This likely reflects the literal translation of the term 'biodiversity' into 'diversity of living organisms' in different languages.


(Top of mind association)



QK2: Can you please explain the term 'biodiversity' in your own words?
Base Total sample- India (1004), Indonesia (1046), Vietnam (1027), Brazil (1000), Colombia (1005), Peru (1029), Mexico (1042), South Africa (1025), Kenya (1050)



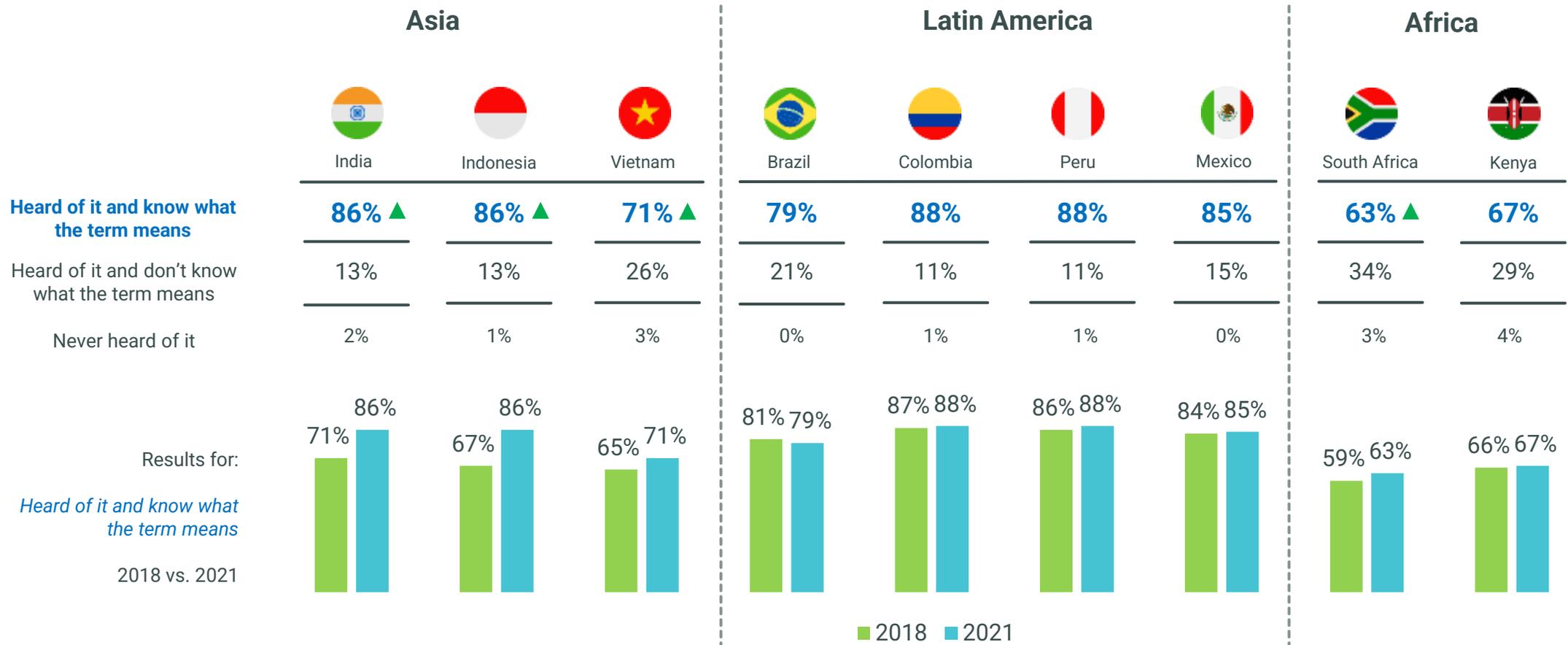
Claimed familiarity with the term 'biodiversity' remains high across countries

79% Of respondents surveyed across the 9 countries claim that they have heard of 'biodiversity' and know what it means, up 6% from 2018

QK1: How familiar you are with the term 'biodiversity'? (3 point scale)
Base Total sample- All countries combined (9228)

Claimed familiarity remains highest in Latin America, although notable increases in Asian countries reflect those in spontaneous understanding

Biodiversity familiarity and association (aided question) – Total sample per country



QK1: How familiar you are with the term 'biodiversity'? (3 point scale)
 Base Total sample- India (1004), Indonesia (1046), Vietnam (1027), Brazil (1000), Colombia (1005), Peru (1029), Mexico (1042), South Africa (1025), Kenya (1050)



Awareness of the threat to biodiversity has risen since 2018

58% Of respondents surveyed across the 9 countries say they are 'very convinced' that biodiversity on earth is in decline, up 9% from 2018

QK4A: How convinced are you that biodiversity on earth is in decline? Are you...? (T2B)
Base Total sample- All countries combined (9228)



THREE THINGS
SUMMARY

1

**Biodiversity
Knowledge &
Understanding**

2

**Biodiversity attitude and
relevance**

3

**Behaviour &
Willingness to
Act**

Environmental benefits were most linked with biodiversity, with 8 in 10 citing generic living benefits (e.g. balance natural order, climate control) and half specifically citing resource availability (e.g. food, oxygen)



(Top of mind association)

HOW DOES BIODIVERSITY BENEFIT YOU AND YOUR FAMILY?

| | 2021 | 2018 |
|--|------------|------|
| Environment/Atmosphere benefits | 79% | |
| Balance natural order/helps co-existence | 13% | 20% |
| Healthy environment / enable us to live | 7% | 18% |
| Assists in wellbeing | 7% | |
| Quality of life | 4% | |
| Climate control | 3% | |
| Environment Resource Availability/Attribute | 64% | |
| Source of food | 32% | 17% |
| Source of oxygen | 8% | |
| Source of medicine | 7% | 5% |
| Raw materials | 4% | |
| Source of water | 3% | |
| Miscellaneous | 30% | |
| Important for research / learning | 4% | |
| Visually attractive landscapes | 2% | 3% |
| Resource security | 2% | |

More mentions of the below...

“It benefits us through food, nutrition and fresh water.”

Fewer mentions of ...

“Our lives revolves around biodiversity from the food we eat, to the pants that give us medication and oxygen. Biodiversity sustains all living organisms.”

QK3A. How does biodiversity benefit you and your family?
Base Total sample- All countries combined (9228)

Despite 79% of people claiming familiarity with biodiversity, only a small proportion can connect how it can impact their livelihood

The perceived benefits of biodiversity vary strongly between countries, though the least value is seen in Vietnam overall. The link with environmental resource availability is generally higher in Latin America

Benefit of biodiversity – Total sample per country

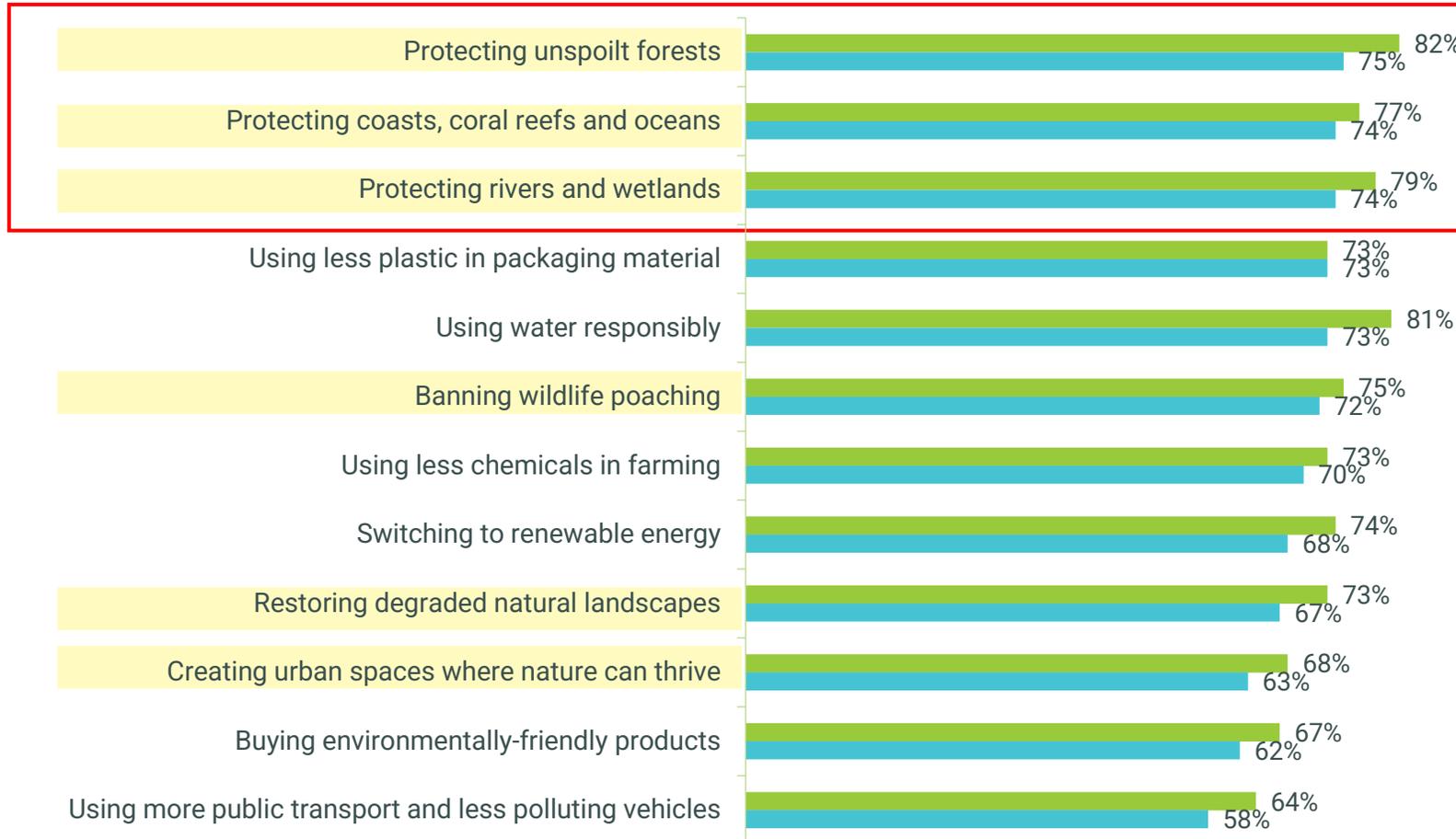
| |  | Asia | | | Latin America | | | | Africa | |
|---|---|---|--|---|---|---|---|---|---|---|
| | |  |  |  |  |  |  |  |  |  |
| | All countries | India | Indonesia | Vietnam | Brazil | Colombia | Peru | Mexico | South Africa | Kenya |
| Environmental/Atmosphere benefits (NET) | 79% | 69% ▼ | 72% ▼ | 71% ▼ | 71% ▼ | 88% ▲ | 88% ▲ | 88% ▲ | 78% | 87% ▲ |
| Environment resource availability/attribute (NET) | 65% | 54% ▼ | 45% ▼ | 45% ▼ | 44% ▼ | 80% ▲ | 81% ▲ | 73% ▲ | 66% | 91% ▲ |
| Miscellaneous (NET) | 29% | 42% ▲ | 35% ▲ | 29% | 34% ▲ | 29% | 27% | 24% ▼ | 31% | 16% ▼ |
| Availability/source of food | 33% | 19% ▼ | 18% ▼ | 22% ▼ | 23% ▼ | 43% ▲ | 48% ▲ | 38% ▲ | 29% ▼ | 55% ▲ |
| Healthy environment/enables us to live | 7% | 6% | 6% | 6% | 6% | 6% | 4% ▼ | 5% ▼ | 6% | 6% |
| Balance order of life, nature, ecosystem, climate | 13% | 21% ▲ | 15% | 8% ▼ | 16% ▲ | 13% | 10% ▼ | 12% | 17% ▲ | 1% ▼ |
| Availability/source of oxygen | 8% | 9% | 4% ▼ | 1% ▼ | 5% ▼ | 13% ▲ | 11% ▲ | 15% ▲ | 12% ▲ | 3% ▼ |
| Availability/source of medicine | 7% | 8% | 5% ▼ | 4% ▼ | 8% | 7% | 10% ▲ | 5% ▼ | 7% | 4% ▼ |
| Availability/source of raw materials | 4% | 4% | 0% ▼ | 0% ▼ | 4% | 9% ▲ | 11% ▲ | 5% | 3% | 0% ▼ |
| Aesthetic value of biodiversity / Provides natural beauty | 2% | 0% ▼ | 4% ▲ | 3% ▲ | 0% ▼ | 1% ▼ | 2% | 0% ▼ | 0% ▼ | 5% ▲ |

← Absolute scores for each country →

QK3A. How does biodiversity benefit you and your family?
 Base Total sample- India (1004), Indonesia (1046), Vietnam (1027), Brazil (1000), Colombia (1005), Peru (1029), Mexico (1042), South Africa (1025), Kenya (1050)

Policy-relevant interventions continue to be perceived as having greater impact on biodiversity protection than individual methods

Factors driving greatest impact of biodiversity protection – All countries combined



■ 2018 ■ 2021

Across all countries, less than 7% of respondents rate any of the above interventions to be 'not have impact at all', up from 2% in 2018

QK6: There are various ways to protect biodiversity and nature. In your opinion how much of an impact does each of the following have? (Top box- Has very high impact)
Base Total sample – All countries combined (9228)

Policy-relevant interventions and individual methods continue to be perceived as having higher relevance for biodiversity protection in Latin America than in Asian countries

Factors driving greatest impact of biodiversity protection – Total sample per country – Top box ‘has very high impact’

| | | Asia | | | Latin America | | | | Africa | |
|---|---|---|--|---|---|---|---|---|---|---|
| |  |  |  |  |  |  |  |  |  |  |
| | All countries | India | Indonesia | Vietnam | Brazil | Colombia | Peru | Mexico | South Africa | Kenya |
| Protecting unspoilt forests | 74% | -4% ▼ | 4% ▲ | 10% ▲ | 4% ▲ | 13% ▲ | 7% ▲ | 12% ▲ | 1% | -42% ▼ |
| Protecting rivers and wetlands | 73% | 0% | 1% | -6% ▼ | 6% ▲ | 14% ▲ | 5% ▲ | 12% ▲ | 7% ▲ | -40% ▼ |
| Protecting coasts, coral reefs and oceans | 73% | -4% ▼ | 4% ▲ | 3% ▲ | 3% ▲ | 15% ▲ | 5% ▲ | 12% ▲ | 4% ▲ | -44% ▼ |
| Banning wildlife poaching | 71% | -9% ▼ | 3% ▲ | 5% ▲ | 3% ▲ | 13% ▲ | 5% ▲ | 10% ▲ | 6% ▲ | -36% ▼ |
| Using water responsibly | 72% | -1% | -5% ▼ | -1% | 7% ▲ | 15% ▲ | 7% ▲ | 13% ▲ | 7% ▲ | -44% ▼ |
| Using less plastic in packaging material | 72% | -3% ▼ | 1% | 1% | 5% ▲ | 9% ▲ | 3% ▲ | 7% ▲ | 1% ▲ | -24% ▼ |
| Using less chemicals in farming | 69% | -1% | 1% | 1% | 6% ▲ | 10% ▲ | 3% ▲ | 7% ▲ | 4% ▲ | -32% ▼ |
| Switching to renewable energy | 68% | 0% | -1% | 2% | 4% ▲ | 12% ▲ | 6% ▲ | 10% ▲ | 5% ▲ | -40% ▼ |
| Restoring degraded natural landscapes | 67% | -3% | 13% ▲ | 3% | 3% | 12% ▲ | 4% ▲ | 8% ▲ | -1% | -40% ▼ |
| Creating urban spaces where nature can thrive | 62% | -3% | 1% | -3% | 7% ▲ | 11% ▲ | 4% ▲ | 8% ▲ | 6% ▲ | -33% ▼ |
| Buying environmentally-friendly products | 62% | 4% ▲ | 6% ▲ | 3% | -1% | 9% ▲ | -1% | 1% | 6% ▲ | -30% ▼ |
| Using more public transport | 57% | 8% ▲ | 7% ▲ | 1% | 7% ▲ | 2% | 0% | 4% ▲ | 1% | -27% ▼ |

← Shifts vs. all countries average →

QK6: There are various ways to protect biodiversity and nature. In your opinion how much of an impact does each of the following have? (Top box- Has very high impact)
 Base Total sample- India (1004), Indonesia (1046), Vietnam (1027), Brazil (1000), Colombia (1005), Peru (1029), Mexico (1042), South Africa (1025), Kenya (1050)

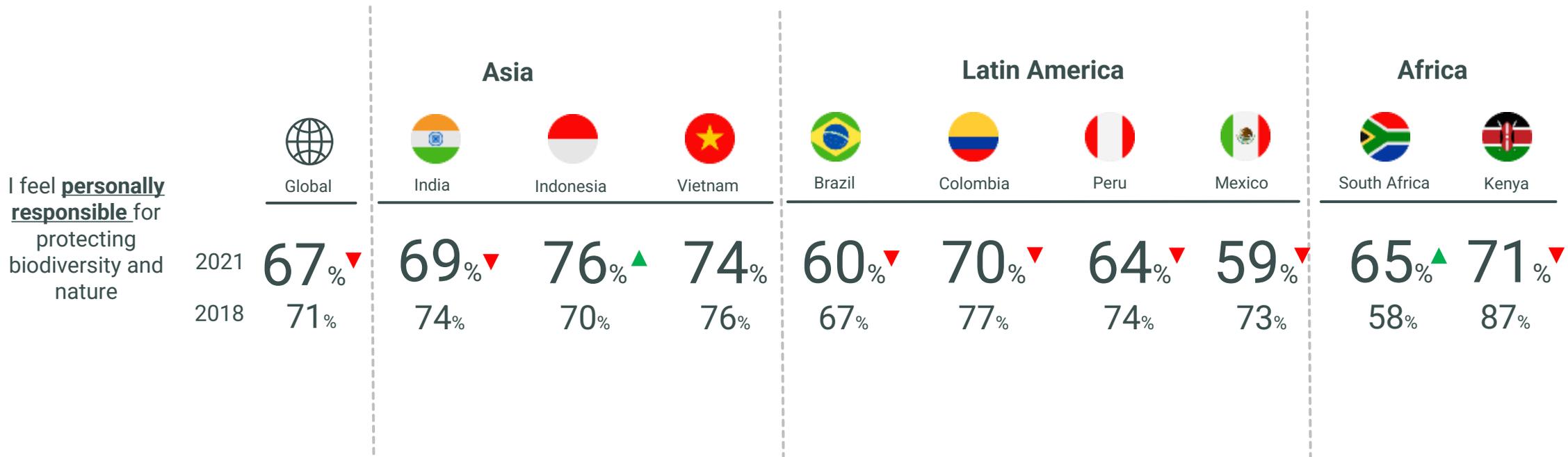


Sense of personal responsibility for protecting biodiversity has fallen since 2018

67% Of respondents surveyed across the 9 countries say they ‘feel personally responsible for protecting biodiversity and nature’, down 4% from 2018

Whilst sense of personal responsibility for protecting biodiversity is still high, it has fallen in many countries since 2018.

Personal responsibility for protecting biodiversity – Total sample per country – Top box 'agree completely'



Cultural differences in perception of responsibility – personal vs. others are recognised

Top box is reported in order to pull out key differences within and across countries

QA2: Thinking about your personal responsibility towards biodiversity and nature, how much do you agree to the following statements? (Top box- Agree completely)
 Base Total sample- India (1004), Indonesia (1046), Vietnam (1027), Brazil (1000), Colombia (1005), Peru (1029), Mexico (1042), South Africa (1025), Kenya (1050)

Who else must take responsibility to protect biodiversity and nature?

More respondents feel richer countries should help the poor.

Agreement with the following statements – Total sample per country – Top box 'agree completely'

| |  | Asia | | | Latin America | | | | Africa | |
|--|---|---|--|---|---|---|---|---|---|---|
| | All countries |  |  |  |  |  |  |  |  |  |
| <p>Poorer countries should receive financial support from richer countries in order to protect biodiversity and nature</p> <p>2018</p> | 62% ▲ | 63% | 62% ▲ | 60% ▲ | 62% ▼ | 72% | 61% ▼ | 57% | 65% ▲ | 59% ▲ |
| | 58% | 61% | 53% | 41% | 67% | 75% | 71% | 61% | 52% | 53% |
| <p>The amount of land used for homes, industry, factories, mining and roads should be reduced to protect biodiversity and nature</p> <p>2018</p> | 54% ▲ | 60% ▲ | 60% ▲ | 51% ▲ | 44% | 62% ▲ | 51% | 57% ▲ | 44% ▲ | 53% ▲ |
| | 47% | 52% | 54% | 38% | 41% | 53% | 50% | 49% | 36% | 48% |

Top box is reported in order to pull out key differences within and across countries

QA2: Thinking about your personal responsibility towards biodiversity and nature, how much do you agree to the following statements? (Top box- Agree completely)
 Base Total sample- India (1004), Indonesia (1046), Vietnam (1027), Brazil (1000), Colombia (1005), Peru (1029), Mexico (1042), South Africa (1025), Kenya (1050)

Protecting the environment / climate is considered one of the most important policy areas currently among all markets, with health a close second

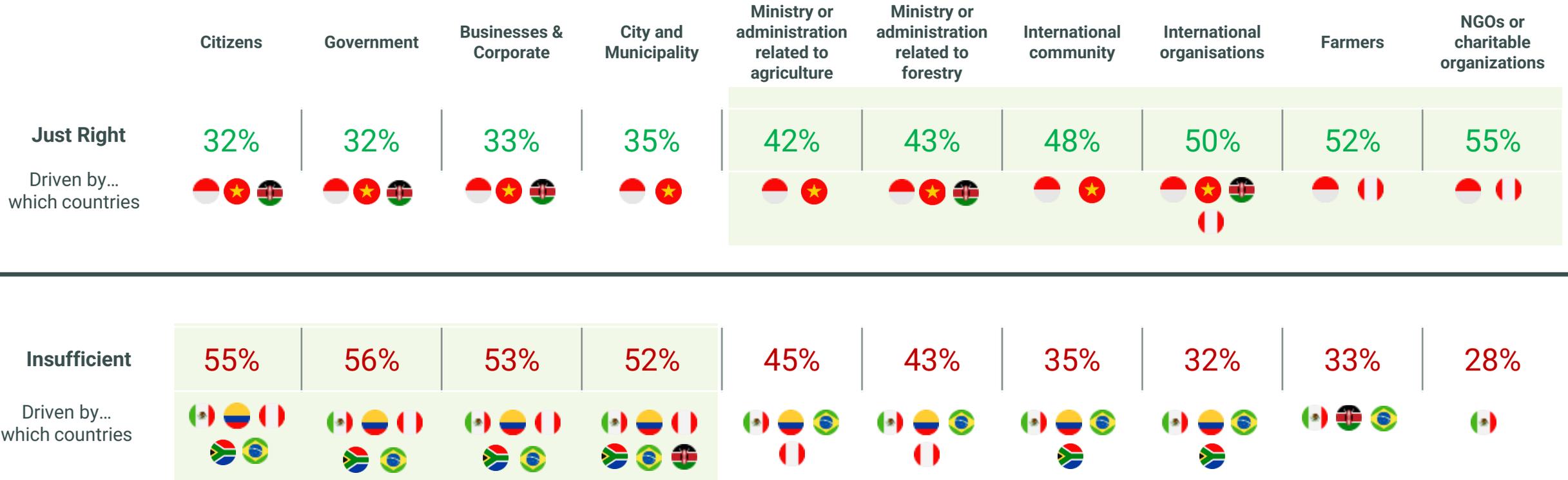
Policy areas rated among the top five most important – All countries

| |  | Asia | | | Latin America | | | | Africa | |
|---|---|---|---|---|---|---|---|---|---|-------|
| |  |  |  |  |  |  |  |  |  | |
| | All countries | India | Indonesia | Vietnam | Brazil | Colombia | Peru | Mexico | South Africa | Kenya |
| Protecting nature & the environment/climate | 81% | 73% ▼ | 90% ▲ | 83% | 78% ▼ | 82% | 82% | 80% | 75% ▼ | 82% |
| Health | 76% | 69% ▼ | 81% ▲ | 69% ▼ | 82% ▲ | 80% ▲ | 79% ▲ | 73% ▼ | 70% ▼ | 83% ▲ |
| Education | 70% | 62% ▼ | 74% ▲ | 61% ▼ | 80% ▲ | 76% ▲ | 77% ▲ | 64% ▼ | 65% ▼ | 75% ▲ |
| Economy, finance & the job market | 59% | 54% ▼ | 67% ▲ | 65% ▲ | 53% ▼ | 49% ▼ | 58% | 54% ▼ | 65% ▲ | 64% ▲ |
| Poverty, benefits & social justice | 59% | 55% ▼ | 76% ▲ | 53% ▼ | 63% ▲ | 65% ▲ | 57% | 63% ▲ | 58% | 43% ▼ |
| Crime & home security | 32% | 27% ▼ | 25% ▼ | 33% | 32% | 24% ▼ | 35% | 40% ▲ | 53% ▲ | 23% ▼ |
| Gender equality | 30% | 39% ▲ | 12% ▼ | 29% | 22% ▼ | 27% ▼ | 23% ▼ | 32% | 41% ▲ | 48% ▲ |
| Peace policy & stable foreign affairs | 23% | 28% ▲ | 23% | 38% ▲ | 16% ▼ | 20% ▼ | 18% ▼ | 16% ▼ | 15% ▼ | 28% ▲ |
| Xenophobia & racism | 15% | 12% ▼ | 8% ▼ | 16% | 20% ▲ | 18% ▲ | 16% | 16% | 22% ▲ | 9% ▼ |
| Pension scheme | 10% | 15% ▲ | 5% ▼ | 12% ▲ | 15% ▲ | 9% | 5% ▼ | 14% ▲ | 10% | 8% ▼ |
| Immigration & migration | 11% | 17% ▲ | 6% ▼ | 10% | 7% ▼ | 16% ▲ | 8% ▼ | 17% ▲ | 10% | 6% ▼ |
| Terrorism | 10% | 26% ▲ | 10% | 8% ▼ | 4% ▼ | 11% | 9% | 8% ▼ | 7% ▼ | 5% ▼ |

QA13: In your opinion, which of the following policy areas are currently the most important? Please indicate the five most important policy areas for you.
 Base Total sample- India (1004), Indonesia (1046), Vietnam (1027), Brazil (1000), Colombia (1005), Peru (1029), Mexico (1042), South Africa (1025), Kenya (1050)

The commitment of international organisations, agricultural / forestry ministries, farmers and NGOs is seen as adequate, while that of governmental institutions, businesses and indeed citizens are rated as ‘insufficient’

Current rating of commitment levels of stakeholders in biodiversity – Total sample – All countries



Respondents do expect a lot more from both the international stakeholders as well as national governments and businesses

QK7: The conservation of biodiversity and nature is the task of many actors in the country . How do you rate the current commitment of the following actors...
 Base Total sample- India (1004), Indonesia (1046), Vietnam (1027), Brazil (1000), Colombia (1005), Peru (1029), Mexico (1042), South Africa (1025), Kenya (1050)

In each country, over half of the respondents perceive that biodiversity conservation is a social priority

Consideration of biodiversity as a social priority – Total sample per country



Top box is reported in order to pull out key differences within and across countries

QK8: [Name of respective country] has committed itself to international agreements to conserve biodiversity. To what extent do you consider biodiversity conservation to be a social priority? Would you say...? (T2B)

Base Total sample- India (1004), Indonesia (1046), Vietnam (1027), Brazil (1000), Colombia (1005), Peru (1029), Mexico (1042), South Africa (1025), Kenya (1050)



THREE THINGS
SUMMARY

1

**Biodiversity
Knowledge &
Understanding**

2

**Biodiversity
Attitude &
Relevance**

3

**Behaviour and willingness to
act**

Ethical reasons remain more important than preserving raw material sources when thinking about protecting biodiversity

Top 3 Reasons for protecting biodiversity – Across all countries



Saving our basis of life

75%

89%
(2018)



Future generation to experience diversity of nature

69%

80%
(2018)



Animals and plants right of existence

64%

75%
(2018)

Fewer respondents (40%; 40% '2018) see biodiversity as a 'source of raw materials'

Attitudes are generally very compatible with biodiversity conservation

Lifestyle attitudes – All countries – Top box strongly agree

| |  All countries |  India | Asia | | | Latin America | | | Africa | |
|---|---|---|--|---|--|--|--|--|--|---|
| | | |  Indonesia |  Vietnam |  Brazil |  Colombia |  Peru |  Mexico |  South Africa |  Kenya |
| By destroying biodiversity, humans are endangering the very foundations of life | 74% | 63% ▼ | 71% ▼ | 67% ▼ | 78% ▲ | 82% ▲ | 77% ▲ | 78% ▲ | 76% | 70% ▼ |
| I am part of nature, not separate from it | 67% | 72% ▲ | 55% ▼ | 56% ▼ | 65% | 79% ▲ | 76% ▲ | 74% ▲ | 70% | 58% ▼ |
| I feel connected to nature | 63% | 69% ▲ | 50% ▼ | 56% ▼ | 63% | 71% ▲ | 65% | 64% | 65% | 59% ▼ |
| Biodiversity is decreasing on the earth | 63% | 57% ▼ | 51% ▼ | 64% | 59% ▼ | 75% ▲ | 66% | 69% ▲ | 54% ▼ | 73% ▲ |
| The way we live contributes to the global deterioration of biodiversity | 64% | 56% ▼ | 49% ▼ | 54% ▼ | 66% | 75% ▲ | 66% | 73% ▲ | 68% ▲ | 67% |
| In nature I feel connected with something greater | 62% | 63% | 54% ▼ | 58% ▼ | 63% | 71% ▲ | 63% | 66% ▲ | 64% | 51% ▼ |
| Contact with groups that are committed to the protection of nature/biodiversity is something I'm interested in/desire | 50% | 49% | 43% ▼ | 48% | 45% ▼ | 56% ▲ | 52% | 48% | 43% ▼ | 62% ▲ |
| I feel connected to groups that are actively committed to protecting biodiversity | 47% | 53% ▲ | 36% ▼ | 43% ▼ | 40% ▼ | 56% ▲ | 49% | 44% | 45% | 62% ▲ |
| I have a lot in common with people engaging in groups to support the sustainable use of nature/resources | 42% | 46% ▲ | 39% | 47% ▲ | 41% | 48% ▲ | 41% | 36% ▼ | 39% | 46% ▲ |

QA12a: "Below are some statements about biodiversity and nature. To what extent do you agree or disagree with each of the following statements? Please rate on a 5 point scale, where 1 is 'Don't agree at all' and 5 is 'Strongly agree'"

Base Total sample- India (1004), Indonesia (1046), Vietnam (1027), Brazil (1000), Colombia (1005), Peru (1029), Mexico (1042), South Africa (1025), Kenya (1050)

Most respondents feel that they associate themselves with people who are eco-conscious

Level of agreement – All countries
– Top 2 boxes - Agree

| |  | Asia | | | Latin America | | | | Africa | |
|--|---|---|---|---|---|---|---|---|---|-------|
| |  |  |  |  |  |  |  |  |  | |
| | All countries | India | Indonesia | Vietnam | Brazil | Colombia | Peru | Mexico | South Africa | Kenya |
| People who are important to me prefer buying products produced in an eco-friendly way | 67% | 83% ▲ | 77% ▲ | 83% ▲ | 52% ▼ | 54% ▼ | 61% ▼ | 50% ▼ | 61% ▼ | 80% ▲ |
| People who are important to me make most of their everyday trips, e.g. to work on foot/by bike | 60% | 79% ▲ | 66% ▲ | 64% ▲ | 49% ▼ | 54% ▼ | 55% ▼ | 45% ▼ | 51% ▼ | 77% ▲ |
| People who are important to me are willing to pay more for products that are produced in an eco-friendly way | 63% | 82% ▲ | 68% ▲ | 78% ▲ | 50% ▼ | 55% ▼ | 57% ▼ | 48% ▼ | 59% ▼ | 72% ▲ |

QA10: To what extent do you agree or disagree with the following statements?
Base Total sample- India (1004), Indonesia (1046), Vietnam (1027), Brazil (1000), Colombia (1005), Peru (1029), Mexico (1042), South Africa (1025), Kenya (1050)

The vast majority of respondents find it easy to buy eco-friendly and make most trips on foot.

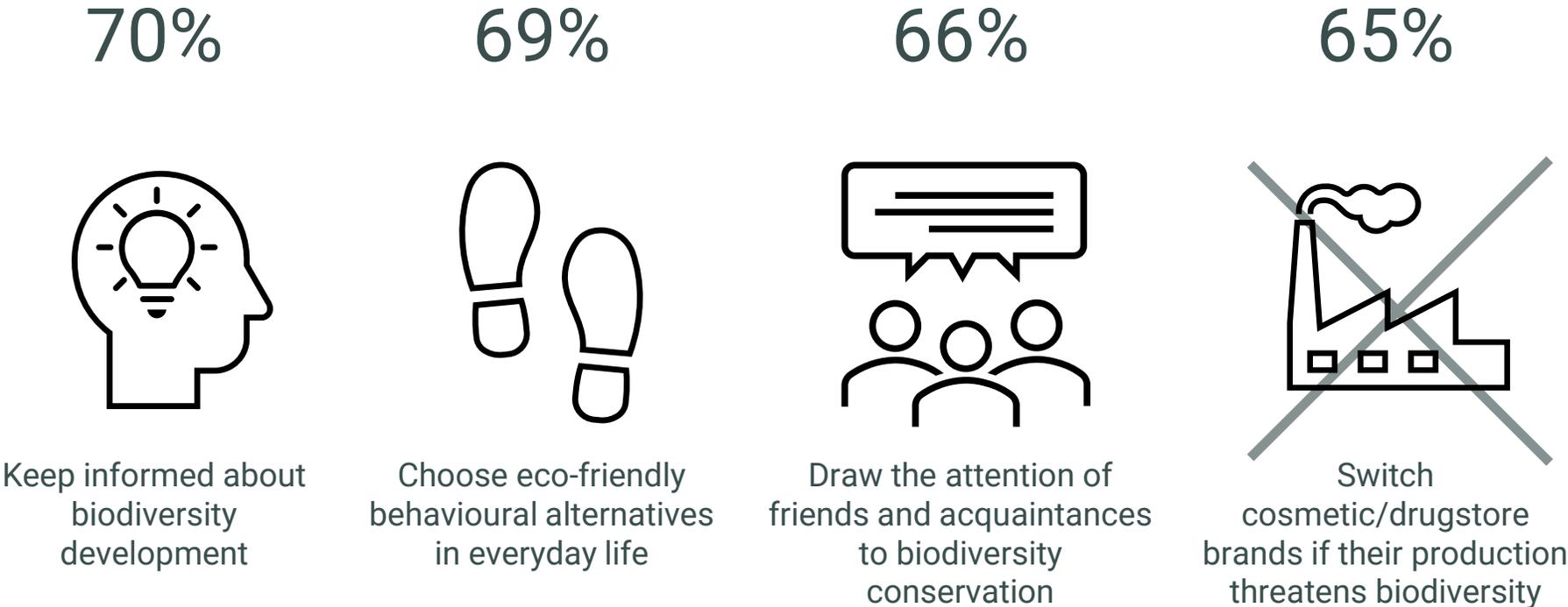
Level of agreement – All countries
– Top 2 boxes - Good

| |  | Asia | | | Latin America | | | | Africa | |
|--|---|---|---|---|---|---|---|---|---|-------|
| |  |  |  |  |  |  |  |  |  | |
| | All countries | India | Indonesia | Vietnam | Brazil | Colombia | Peru | Mexico | South Africa | Kenya |
| Preferring to buy products produced in an eco-friendly way for me is... | 88% | 90% | 91% ▲ | 91% ▲ | 83% ▼ | 89% | 87% | 84% ▼ | 85% ▼ | 89% |
| Making most everyday trips, e.g. to work or the shops, on foot or by bike for me is... | 81% | 83% | 83% | 80% | 77% ▼ | 85% ▲ | 86% ▲ | 79% | 71% ▼ | 80% |
| Paying more for products that are produced in an eco-friendly way for me is... | 73% | 86% ▲ | 79% ▲ | 83% ▲ | 67% ▼ | 68% ▼ | 68% ▼ | 66% ▼ | 66% ▼ | 76% ▼ |

QA11: What is your general opinion on the following behaviours?
Base Total sample- India (1004), Indonesia (1046), Vietnam (1027), Brazil (1000), Colombia (1005), Peru (1029), Mexico (1042), South Africa (1025), Kenya (1050)

Moving forward, the majority are willing to make changes to protect biodiversity, with keeping informed and spreading the word two of the top actions

Future lifestyle changes to preserve biodiversity and nature – All countries combined – Top box 'very willing'



QA5: Which of the following lifestyle changes, would you be prepared to make, in order to protect biodiversity and nature? (Top box- Very willing to)
Base Total sample – All countries combined (9228)

Across markets, people are willing to make changes to preserve biodiversity

Future lifestyle changes to preserve biodiversity and nature – Total sample per country – Top box

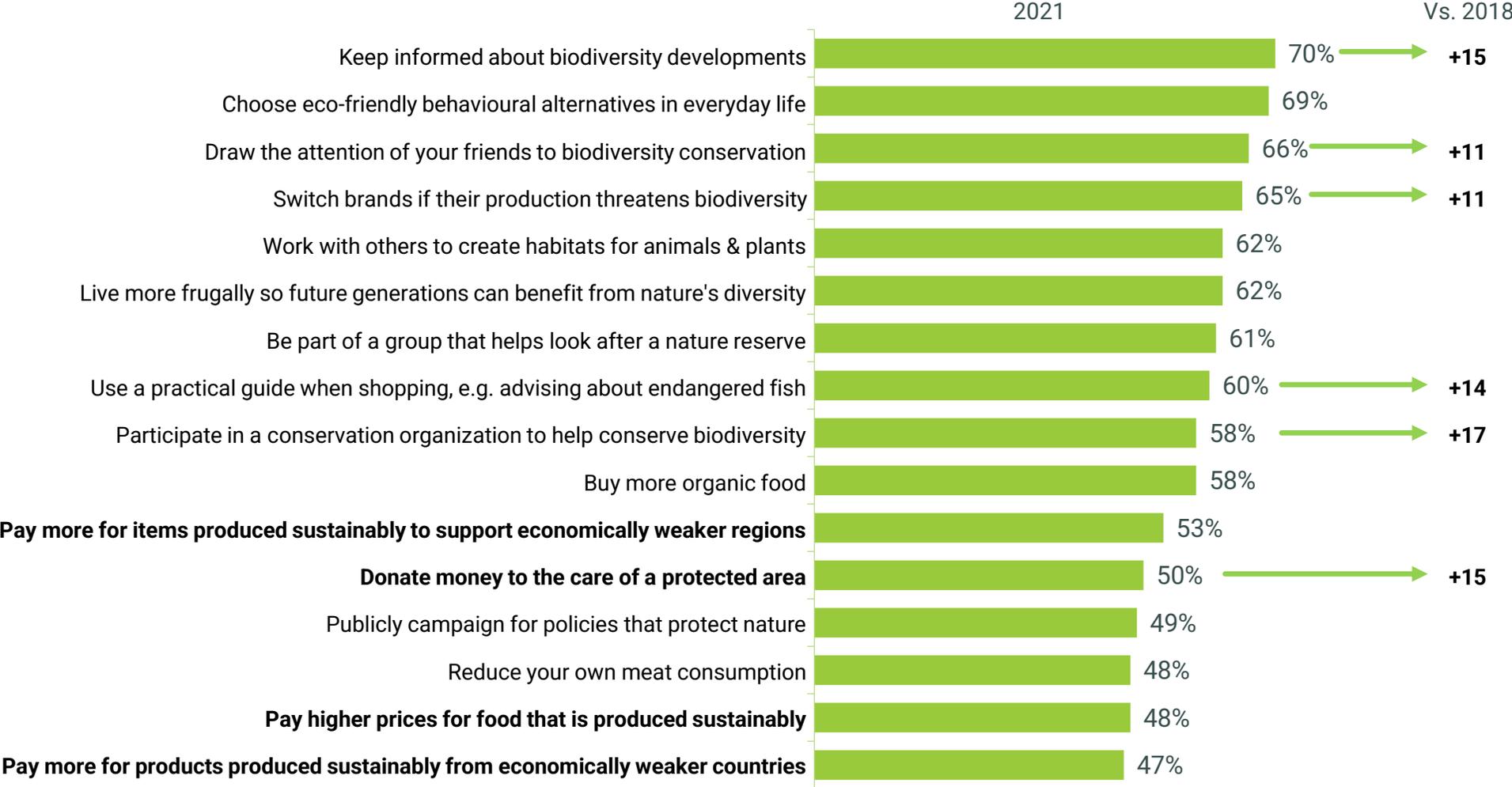
| |  | Asia | | | Latin America | | | | Africa | |
|---|---|---|---|---|---|---|---|---|---|---|
| | |  |  |  |  |  |  |  |  |  |
| | All countries | India | Indonesia | Vietnam | Brazil | Colombia | Peru | Mexico | South Africa | Kenya |
| Keep informed about biodiversity developments | 70% | -2% | -3% | -3% | -7% ▼ | 6% ▲ | 5% ▲ | 0% | -4% ▼ | 6% ▲ |
| Choose eco-friendly behavioural alternatives | 69% | -5% ▼ | 2% | -3% | -5% ▼ | 6% ▲ | 5% ▲ | 1% | -6% ▼ | 7% ▲ |
| Draw attention of friends to biodiversity | 66% | 0% | -8% ▼ | -2% | -2% | 6% ▲ | 6% ▲ | -3% | -3% | 9% ▲ |
| Switch brand products | 65% | -7% ▼ | -5% ▼ | -5% ▼ | -1% | 10% ▲ | 11% ▲ | 4% ▲ | -7% ▼ | -2% |
| Work together to create habitats for animals/plants | 63% | 1% | -5% ▼ | -2% | -12% ▼ | 8% ▲ | 4% ▲ | 0% | -5% ▼ | 10% ▲ |
| Live more frugally so others benefit from nature | 62% | 3% | 7% ▲ | -8% ▼ | -4% ▼ | 0% | -6% ▼ | -7% ▼ | -3% | 18% ▲ |
| Be part of a group that look after nature reserves | 61% | 4% ▲ | 0% | 1% | -11% ▼ | 2% | -1% | -6% ▼ | -3% | 13% ▲ |
| Use a practical guide when shopping | 60% | -6% ▼ | -2% | 5% ▲ | -11% ▼ | 9% ▲ | 9% ▲ | 0% | -6% ▼ | 4% ▲ |
| Work with biodiversity conservation charities | 59% | 4% ▲ | -2% | 3% | -13% ▼ | 0% | 0% | -5% ▼ | -2% | 10% ▲ |
| Buy more organic food | 57% | 10% ▲ | -1% | 9% ▲ | -1% | 3% | 3% | -2% | 3% | -19% ▼ |
| Pay higher for products to support poorer countries | 53% | 5% ▲ | 11% ▲ | 1% | -10% ▼ | 3% | -5% ▲ | -8% ▼ | -8% ▼ | 2% |
| Donate money to the care of a protected area | 50% | 10% ▲ | 4% ▲ | 12% ▲ | -14% ▼ | -5% ▼ | -4% ▼ | -6% ▼ | -3% | 8% ▲ |
| Publicly campaign for policies that protect nature | 49% | 5% ▲ | -8% ▼ | 2% | -6% ▼ | 1% | 0% | -8% ▼ | 0% | 17% ▲ |
| Reduce your own meat consumption | 48% | 16% ▲ | -12% ▼ | 3% | -2% | 0% | -3% | 1% | -16% ▼ | 2% |
| Pay higher for food produced sustainably | 48% | 8% ▲ | 20% ▲ | 10% ▲ | -17% ▼ | -1% | -4% ▼ | -7% ▼ | -12% ▼ | 2% |
| Pay higher for products from poorer countries | 47% | 6% ▲ | 14% ▲ | 8% ▲ | -10% ▼ | 0% | -4% ▼ | -6% ▼ | -6% ▼ | 3% |

Shifts vs. all countries average

QA5: Which of the following lifestyle changes, would you be prepared to make, in order to protect biodiversity and nature? (Top box- Very willing to)
 Base Total sample- India (1004), Indonesia (1046), Vietnam (1027), Brazil (1000), Colombia (1005), Peru (1029), Mexico (1042), South Africa (1025), Kenya (1050)

Openness to taking various actions to protect biodiversity is strong

Future lifestyle changes to preserve biodiversity and nature – All countries combined – Top box 'very willing'



QA5: Which of the following lifestyle changes, would you be prepared to make, in order to protect biodiversity and nature? (Top box- Very willing to)
 Base Total sample – All countries combined (9228)

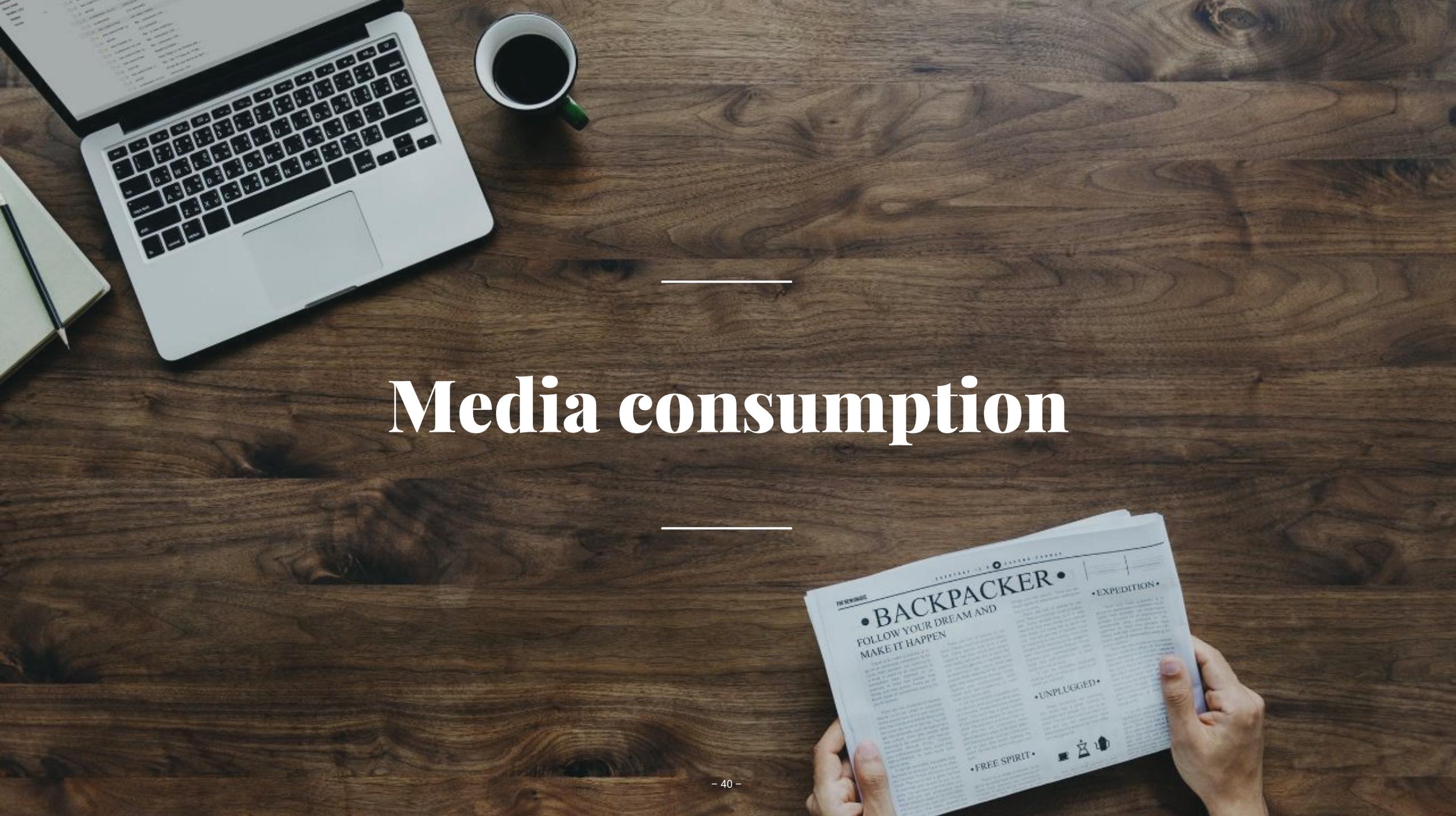
Actions which require people to pay more aren't as popular, and it's essential for people to feel that it's their choice to do so

Future lifestyle changes to preserve biodiversity and nature – All countries combined – Top box 'very willing'

| | |
|---|------------|
| Keep informed about biodiversity developments | 70% |
| Choose eco-friendly behavioural alternatives in everyday life | 69% |
| Draw the attention of your friends to biodiversity conservation | 66% |
| Switch brands if their production threatens biodiversity | 65% |
| Work with others to create habitats for animals & plants | 63% |
| Live more frugally so future generations can benefit from nature's diversity | 62% |
| Be part of a group that helps look after a nature reserve | 61% |
| Use a practical guide when shopping, e.g. advising about endangered fish | 60% |
| Participate in a conservation organization to help conserve biodiversity | 59% |
| Buy more organic food | 57% |
| Pay more for items produced sustainably to support economically weaker regions | 53% |
| Donate money to the care of a protected area | 50% |
| Publicly campaign for policies that protect nature | 49% |
| Reduce your own meat consumption | 48% |
| Pay higher prices for food that is produced sustainably | 48% |
| Pay more for products produced sustainably from economically weaker countries | 47% |

| | Preferring to buy products produced in an eco-friendly way for me is easy / quite easy | Paying more for products produced in an eco-friendly way for me is easy / quite easy |
|---|--|--|
|  | 67 | 51 |
|  | 81 | 76 |
|  | 76 | 57 |
|  | 79 | 67 |
|  | 50 | 35 |
|  | 58 | 41 |
|  | 60 | 41 |
|  | 60 | 41 |
|  | 66 | 47 |
|  | 76 | 57 |
|  | | |

QA5: Which of the following lifestyle changes, would you be prepared to make, in order to protect biodiversity and nature? (Top box- Very willing to)
 QA12: How easy or difficult is it for you to implement each of the following behaviours?
 Base Total sample- All countries combined (9228)



Media consumption



Claimed awareness of global communication initiatives is high, with knowledge of the International Day for Biological Diversity up versus 2018

Knowledge of current biodiversity-related communication initiatives – Total sample – All countries combined

Top 5 global communication initiatives 2021



QM2: Have you heard of, or know about the following...?
Base Total sample- India (1004), Indonesia (1046), Vietnam (1027), Brazil (1000), Colombia (1005), Peru (1029), Mexico (1042), South Africa (1025), Kenya (1050)

People have engaged with information related to biodiversity across a mix of traditional, digital and social media, with digital news and online streaming critical

Biodiversity information sources – Total sample per countries

| |  TV/Theatre |  Online Streaming |  Social |  Radio |  Digital news |  Newspapers / magazines | Other |
|---|--|--|--|---|--|--|-------|
|  | 57% | 68% | 53% | 40% | 66% | 36% | 59% |
|  | 54% | 74% | 52% | 40% | 68% | 58% | 61% |
|  | 63% | 77% | 54% | 34% | 68% | 28% | 50% |
|  | 62% | 79% | 63% | 41% | 69% | 37% | 61% |
|  | 54% | 55% | 47% | 33% | 54% | 26% | 54% |
|  | 55% | 40% | 51% | 35% | 68% | 28% | 65% |
|  | 53% | 62% | 54% | 33% | 69% | 33% | 63% |
|  | 48% | 45% | 51% | 39% | 64% | 25% | 52% |
|  | 46% | 56% | 45% | 50% | 64% | 35% | 58% |
|  | 76% | 78% | 60% | 59% | 69% | 56% | 68% |

Key

-  TV/Theatre
Standard broadcast TV/Movies at the theatre
-  Online Streaming
Shows/movies/videos online (Netflix, Youtube, etc.)
-  Social
Social media (Facebook, Twitter, etc.)
-  Radio
AM/FM Radio/digital radio/podcasts
-  Digital news
Digital articles/Newspapers/Magazines /Blogs
-  Newspapers / magazines
Magazines/Newspaper (paper copy)
- Other
Billboards/Friends/Family, direct mail, school, events, emails. Zoos etc.

QM1: Have you come across any information or news related to biodiversity and nature, in any of the following sources?
Base Total sample- India (1004), Indonesia (1046), Vietnam (1027), Brazil (1000), Colombia (1005), Peru (1029), Mexico (1042), South Africa (1025), Kenya (1050)

The majority of respondents have heard or seen stories relating to key areas of environmental issues in the last 12 months

Awareness of news relating to the following areas - Total sample per country

| |  | Asia | | | Latin America | | | | Africa | |
|---|---|---|---|---|---|---|---|---|---|---|
| | All countries |  |  |  |  |  |  |  |  |  |
| | | India | Indonesia | Vietnam | Brazil | Colombia | Peru | Mexico | South Africa | Kenya |
| Global warming through climate change | 78% | 66% ▼ | 79% | 75% ▲ | 80% | 84% ▲ | 84% ▲ | 78% | 83% ▲ | 76% |
| Air pollution due to vehicles & less green spaces | 71% | 65% ▼ | 71% | 74% ▲ | 69% | 73% | 71% | 64% ▼ | 73% | 74% ▲ |
| Pollution of rivers & oceans/declining fish | 71% | 64% ▼ | 57% ▼ | 68% | 74% ▲ | 78% ▲ | 77% ▲ | 72% | 74% ▲ | 76% ▲ |
| Deforestation & logging of forests | 71% | 56% ▼ | 72% | 69% | 79% ▲ | 79% ▲ | 76% ▲ | 71% | 57% ▼ | 79% ▲ |
| Poaching of wildlife | 63% | 44% ▼ | 59% | 64% | 63% | 69% ▲ | 59% ▼ | 54% ▼ | 76% ▲ | 76% ▲ |
| Damage to coasts, coral reefs & wetlands | 57% | 51% ▼ | 64% ▲ | 60% ▲ | 49% ▼ | 64% ▲ | 49% ▼ | 58% | 58% | 58% |
| Intensive farming, heavy use of chemicals | 54% | 56% | 44% ▼ | 55% | 51% | 61% ▲ | 54% | 48% ▼ | 50% ▼ | 66% ▲ |
| Environmental impact of growing cities | 52% | 57% ▲ | 46% ▼ | 52% | 52% | 59% ▲ | 52% | 52% | 51% | 49% |
| Natural habitats converted for agriculture | 45% | 47% | 46% | 49% ▲ | 47% | 45% | 36% ▼ | 38% ▼ | 48% | 49% ▲ |

Shifts vs. all countries average



QM: There are various issues in the world today that impact biodiversity and nature. Which of these have you seen or heard stories about online or in the news in the last 12 months?
 Base Total sample- India (1004), Indonesia (1046), Vietnam (1027), Brazil (1000), Colombia (1005), Peru (1029), Mexico (1042), South Africa (1025), Kenya (1050)

A photograph of four hands of different skin tones cupping a single, glossy red heart. The hands are positioned around the heart, with fingers slightly curled. The background is a solid, muted teal color. Two thin white horizontal lines are positioned above and below the text.

Health / COVID Attitudes

Just under half of respondents have heard of the ‘One Health’ approach to achieving better public health outcomes, with awareness notably higher in Asian countries

Awareness of “One Health” approach – All countries (Yes/No/Not sure)

| Have you heard of the “One Health” approach to achieving better public health outcomes? | All countries | Asia | | | Latin America | | | | Africa | |
|---|---------------|-------|-----------|---------|---------------|----------|-------|--------|--------------|-------|
| | | India | Indonesia | Vietnam | Brazil | Colombia | Peru | Mexico | South Africa | Kenya |
| Yes | 43% | 65% ▲ | 61% ▲ | 59% ▲ | 23% ▼ | 29% ▼ | 37% ▼ | 27% ▼ | 32% ▼ | 57% ▲ |
| No | 39% | 23% ▼ | 21% ▼ | 31% ▼ | 55% ▲ | 50% ▲ | 44% ▲ | 55% ▲ | 49% ▲ | 22% ▼ |
| Not sure | 18% | 12% ▼ | 18% | 10% ▼ | 23% ▲ | 21% ▲ | 20% | 18% | 19% | 20% |

D3: Have you heard of the “One Health” approach to achieving better public health outcomes?
 Base Total sample- India (1004), Indonesia (1046), Vietnam (1027), Brazil (1000), Colombia (1005), Peru (1029), Mexico (1042), South Africa (1025), Kenya (1050)



Thank you

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