



RED C Sustainability Monitor

Environmental Attitudes and Behaviours in Ireland

Published: October 2021

REF: 394519



Monitoring Sustainability

RED C has been tracking behaviours pertaining to sustainability and the environment in the Republic of Ireland since July 2019.



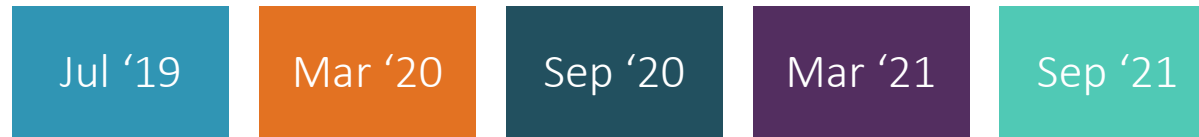
The RED C Sustainability Monitor – tracking behaviour since July 2019

This latest edition of RED C's Sustainability Monitor (previously published in March 2021) looks at consumer views on sustainability issues in Ireland.

Questions were tested on RED C's own online omnibus service, **RED Line**, in Ireland. A nationally representative sample of adults aged 18+ surveyed as follows:

/ n=1,012 in Ireland, with fieldwork in current wave conducted between 3rd – 9th September 2021

Waves covered in RED C Sustainability Monitor



Hope has faded slightly, with strong belief that we need to act now

RED C Consumer Sustainability Monitor – September '21



1

Although there is still a high level of positivity surrounding sustainable behaviour and the environment, hope is slowly beginning to fade that there is time left and that one's actions can make a difference, especially with younger people. 2 in 5 Irish adults see COP as the world's 'best last chance' to get climate change under control.

2

Consideration for future generations remains a significant concern and we see a resurgence in those who see the effects of environmental problems on their life today and an easing in reluctance to lifestyle changes in order to live sustainably. Extreme weather reporting appears to have played a role in this, especially with younger people.

3

There is, understandably, a conscious effort to cut back and save where possible, with over half also regularly using eco-friendly products. It is important to reinforce peoples' belief that one's actions make a difference, as those who hold this belief are significantly more likely to live sustainably than those do not hold it.

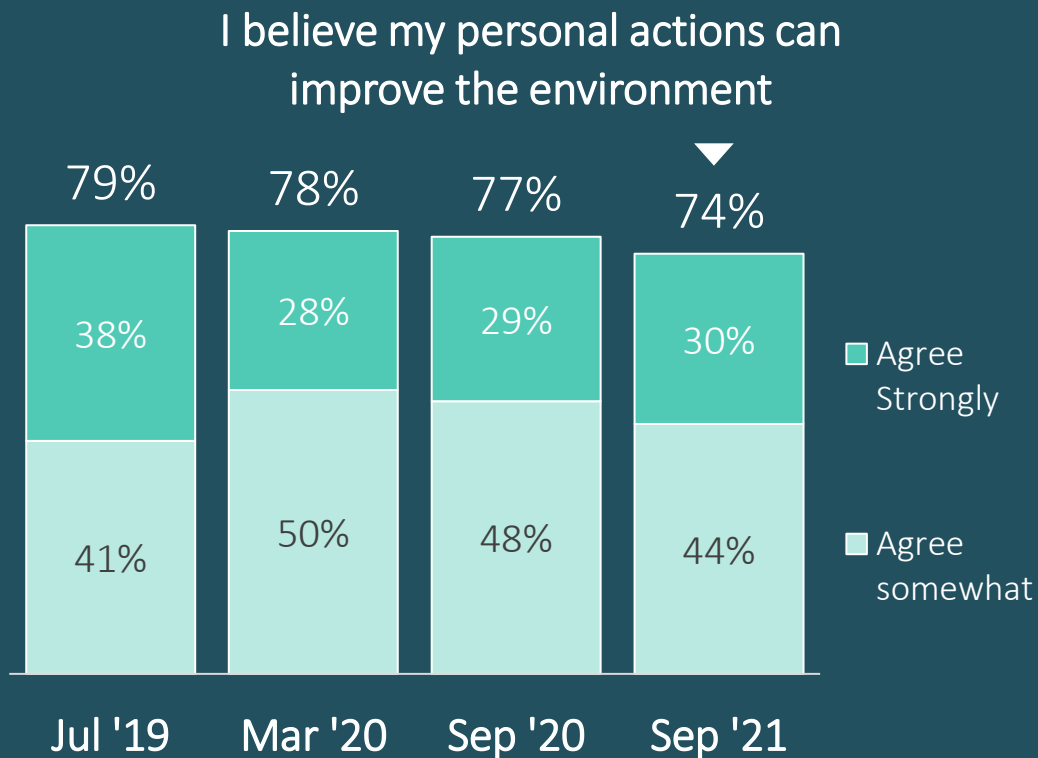
4

Although remote working is not possible for everyone and it remains to be seen the degree to which businesses can support this in the long term, there is strong support for this as a way to help reduce carbon emissions, with this belief especially supported by younger people.



Majority believe their actions matter and that there is time left to battle climate change, but this belief has faded recently

Steady decline in those who believe their personal actions can improve the environment

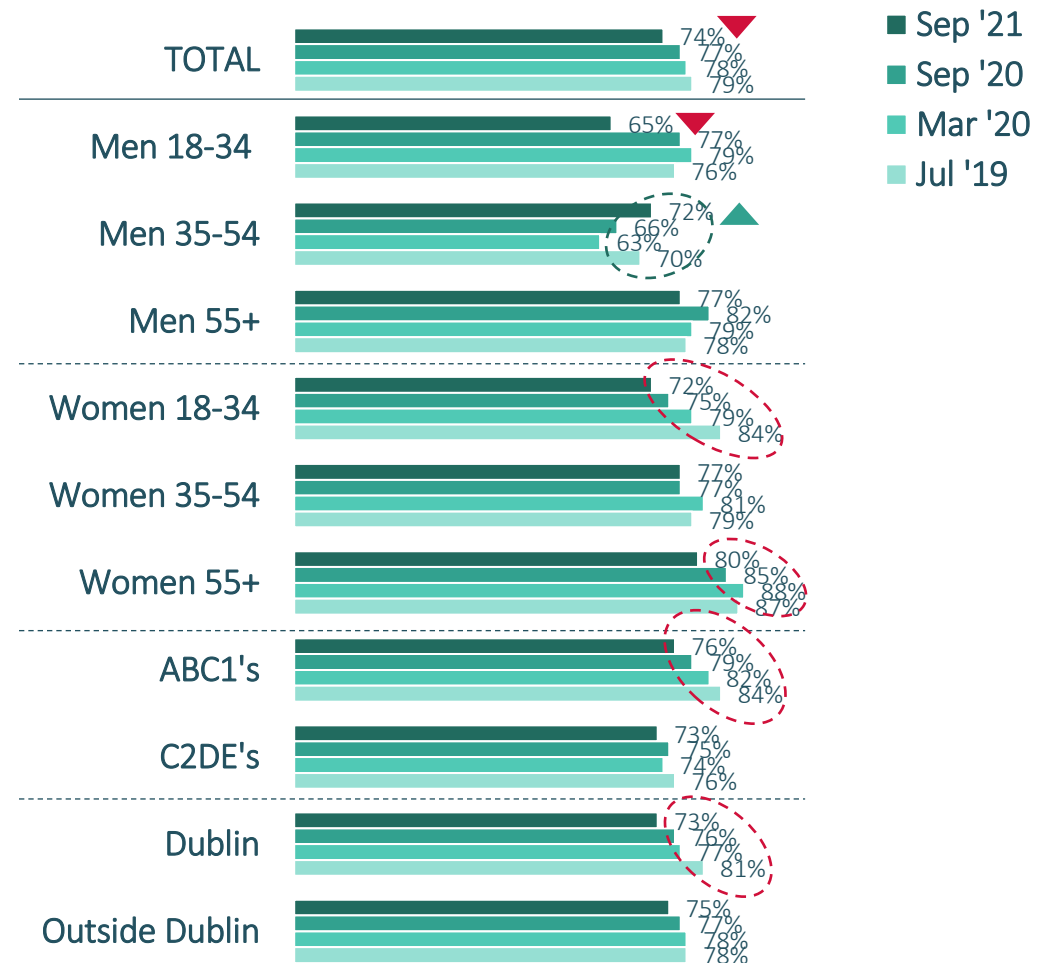


▲ ▼ Indicates significant difference vs. Sep '20

(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

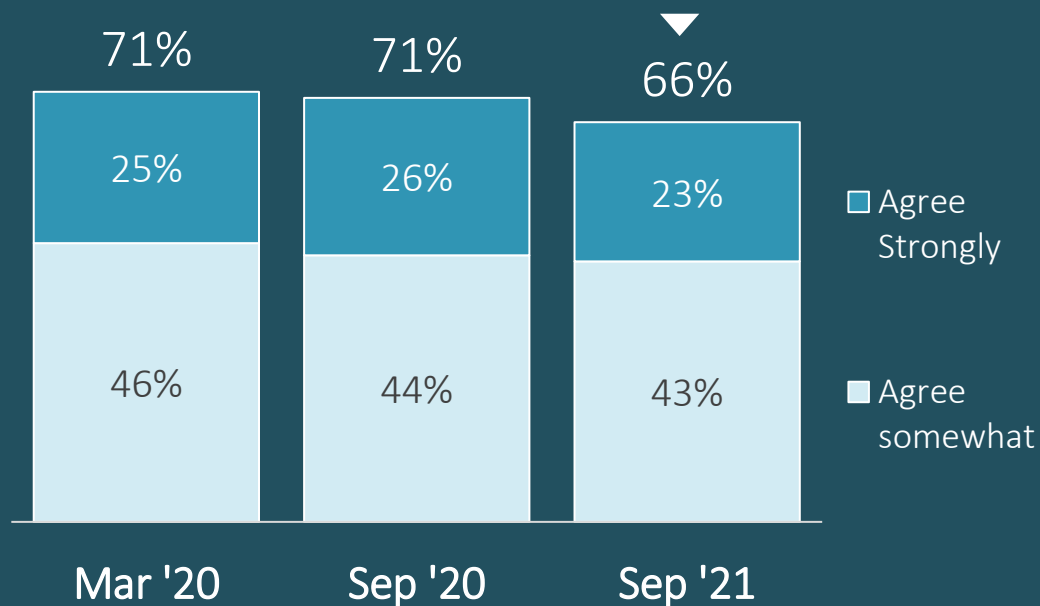
(Base: all adults aged 18+)

Younger men drive this decline, and we see other groups declining too



We also see decline in those who feel there is still time left to reverse climate change effects

There is still time left for us to reverse the effects of climate change

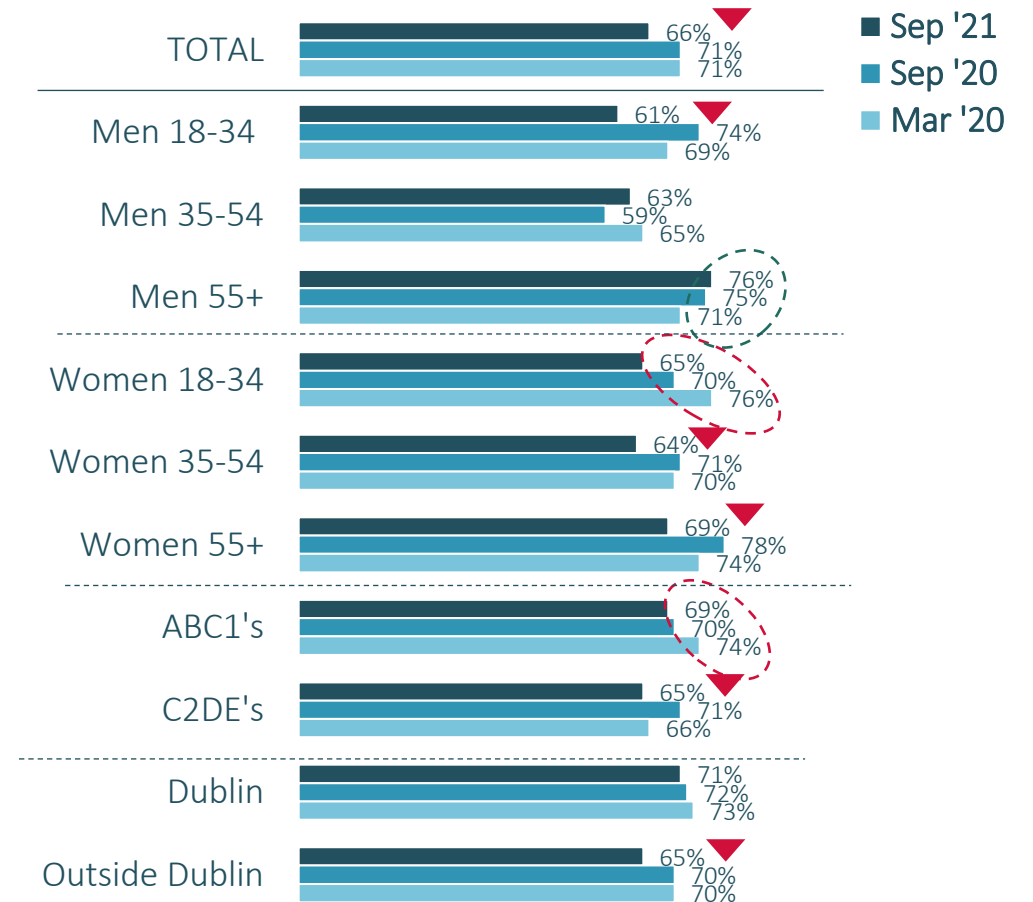


▲ ▼ Indicates significant difference vs. Sep '20

(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)



Younger men and women have grown more jaded since last year

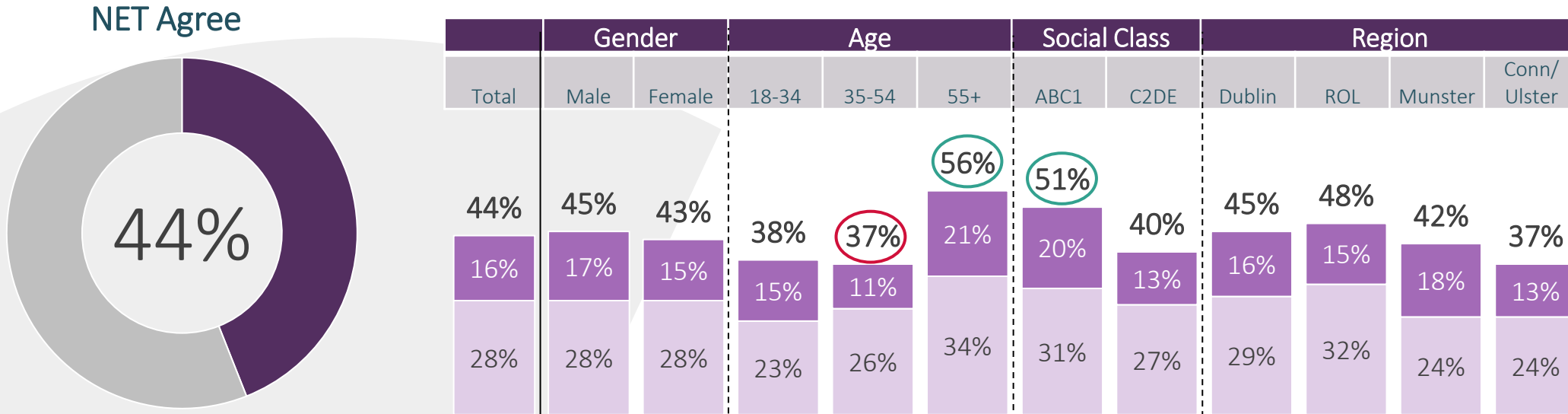


Some see COP 26 Conference as best last chance for climate action

Those aged over 55 and higher social grades are the most likely to believe the upcoming UN climate change conference is our best last chance to get climate change under control.

The COP 26 UN Climate Change Conference taking place from 31 Oct to 12 Nov 2021 is the world's best last chance to get runaway climate change under control

NET Agree
 Strongly Agree
 Somewhat Agree



 Significantly higher/lower than national average

(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)



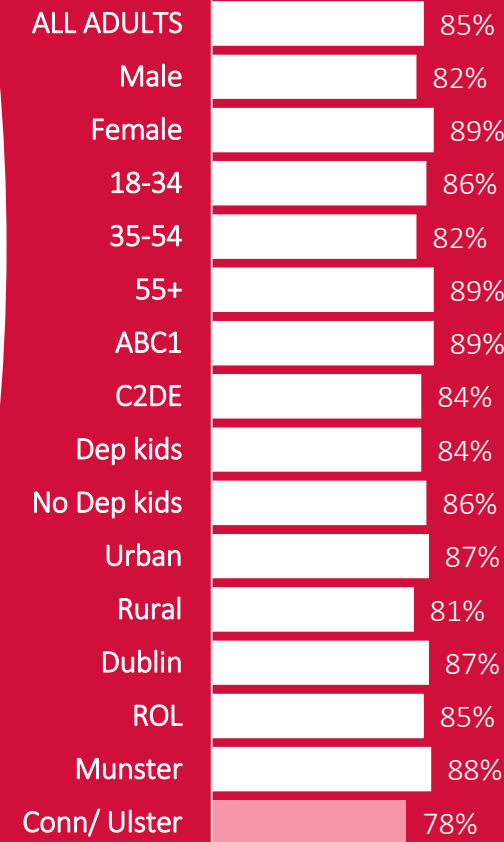
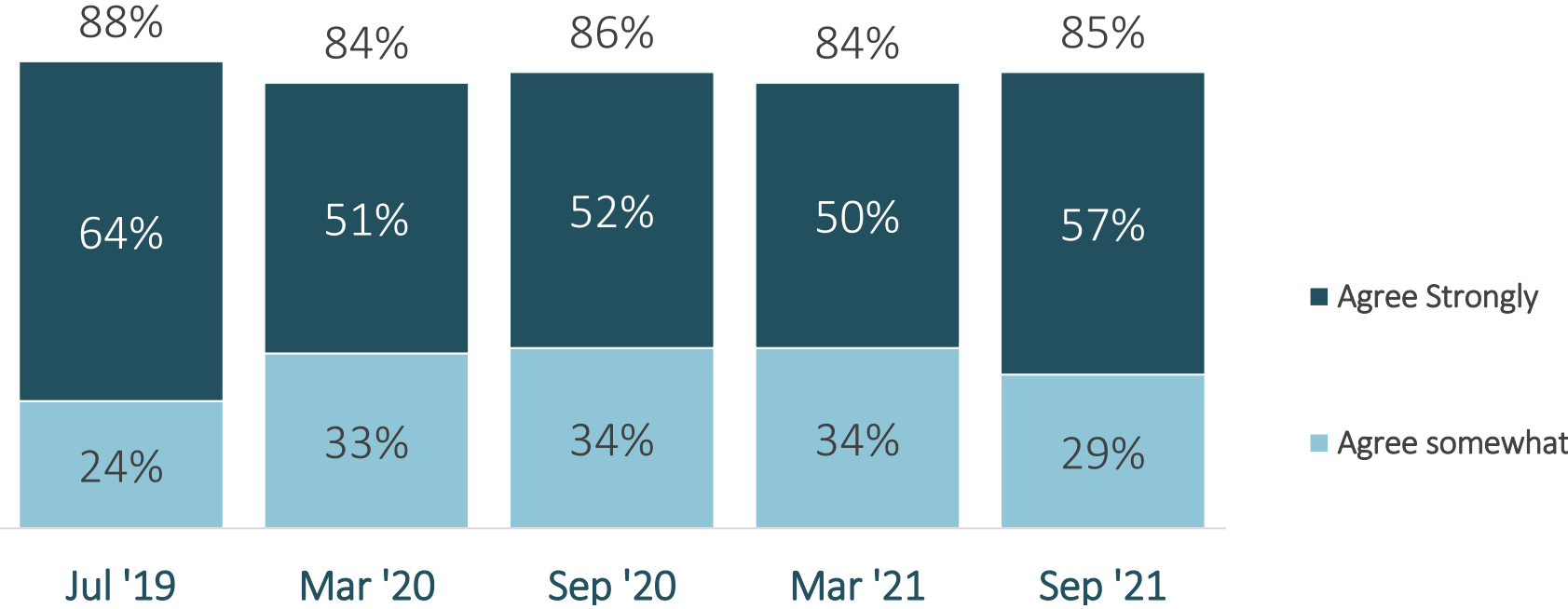
Good news is that climate crisis looms in peoples' minds, with resistance to change easing and half claiming to have changed behaviour due to weather reporting

People remain steadfast in belief that action is needed now in order to protect our children

Broad agreement across demographics that action is needed, with the exception being the Conn/Ulster



We need to take action now on the environment to protect our children



(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)

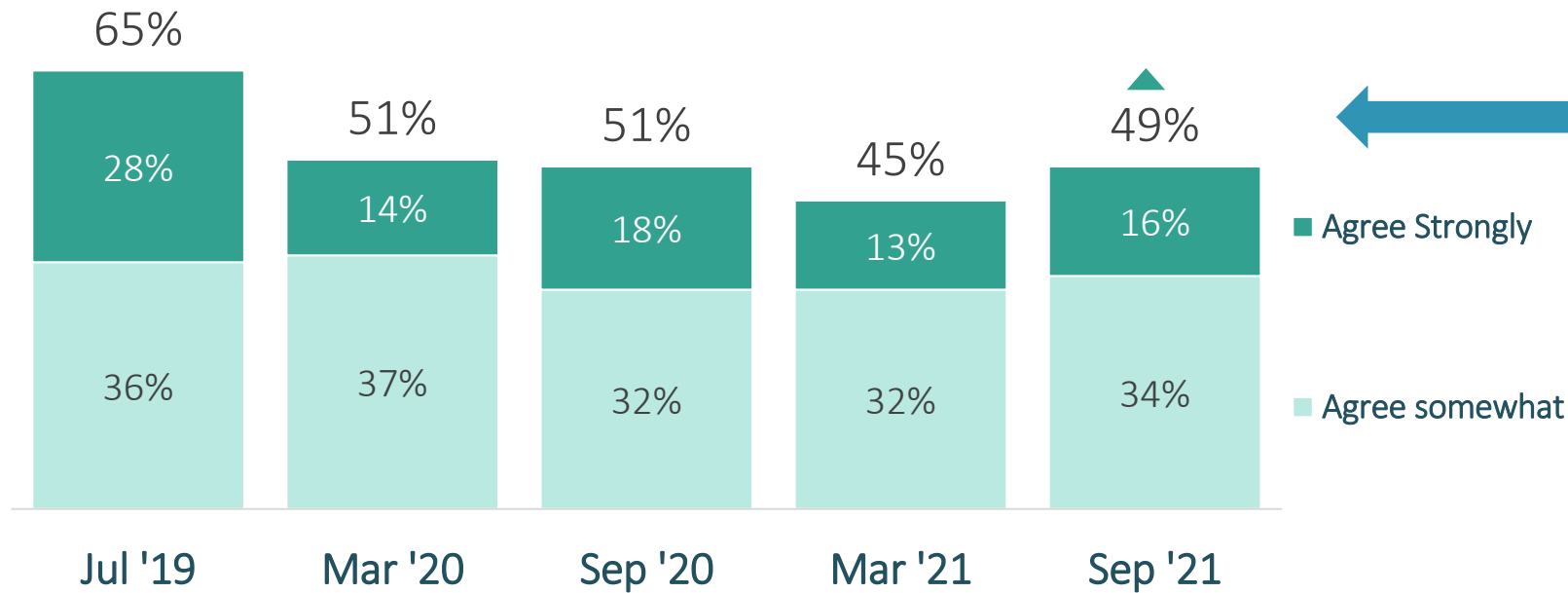


We also see resurgence in perceived effect of environmental problems on one's life

Despite this increase, however, half of the adult population still do not see environmental problems as having a direct effect on their life today.



Environmental problems have a direct effect on my life today



Recent increase is especially driven by:

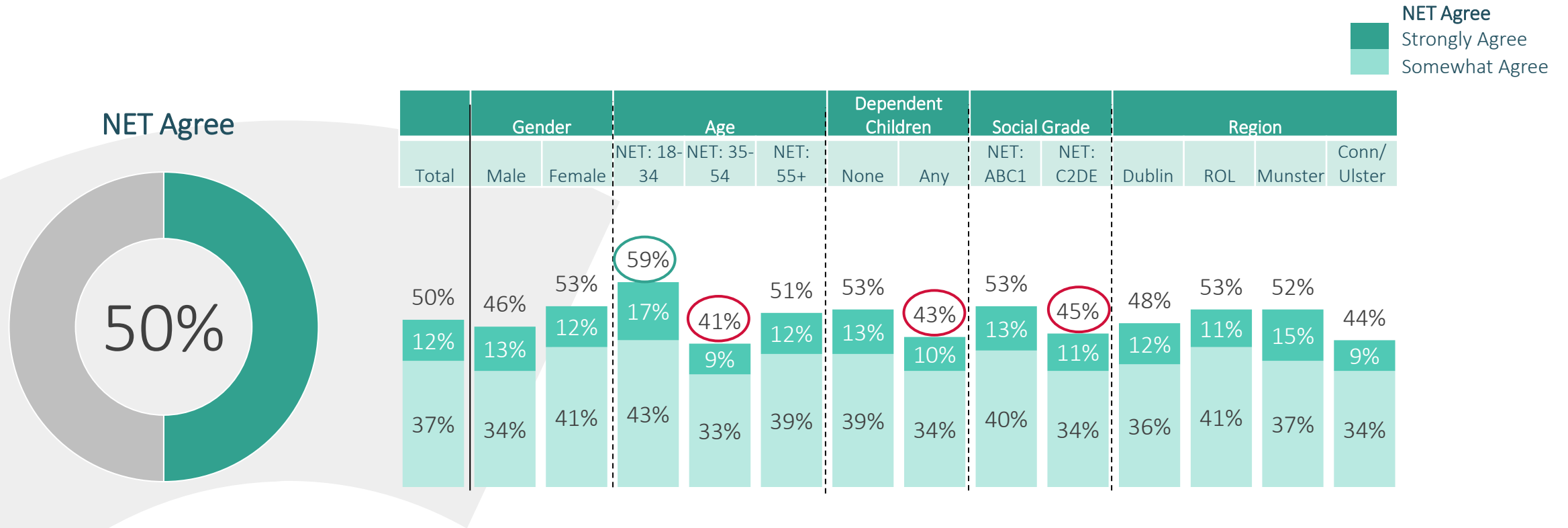
- Men aged 35-54
- C1-C2 social grades
- Munster and Conn/Ulster regions

Weather reporting seems to have positive effect on behaviour



Half of the ROI population claims to have changed their behaviour as a result of extreme weather reporting, with this especially prevalent amongst 18-34-year-olds who this messaging is cutting through to.

The reporting of extreme global weather events has prompted me to change my behaviour in the past 6 months and live more sustainably



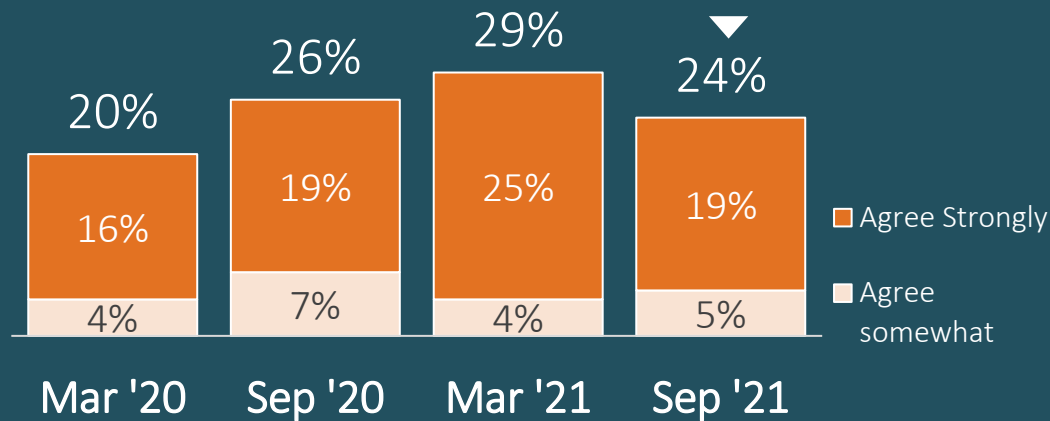
○ Significantly higher/lower than national average

(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)

Resistance to lifestyle changes has eased after a full year of growing resistance to change

I would like to live more sustainably, but I'm just not willing to make changes to my current lifestyle

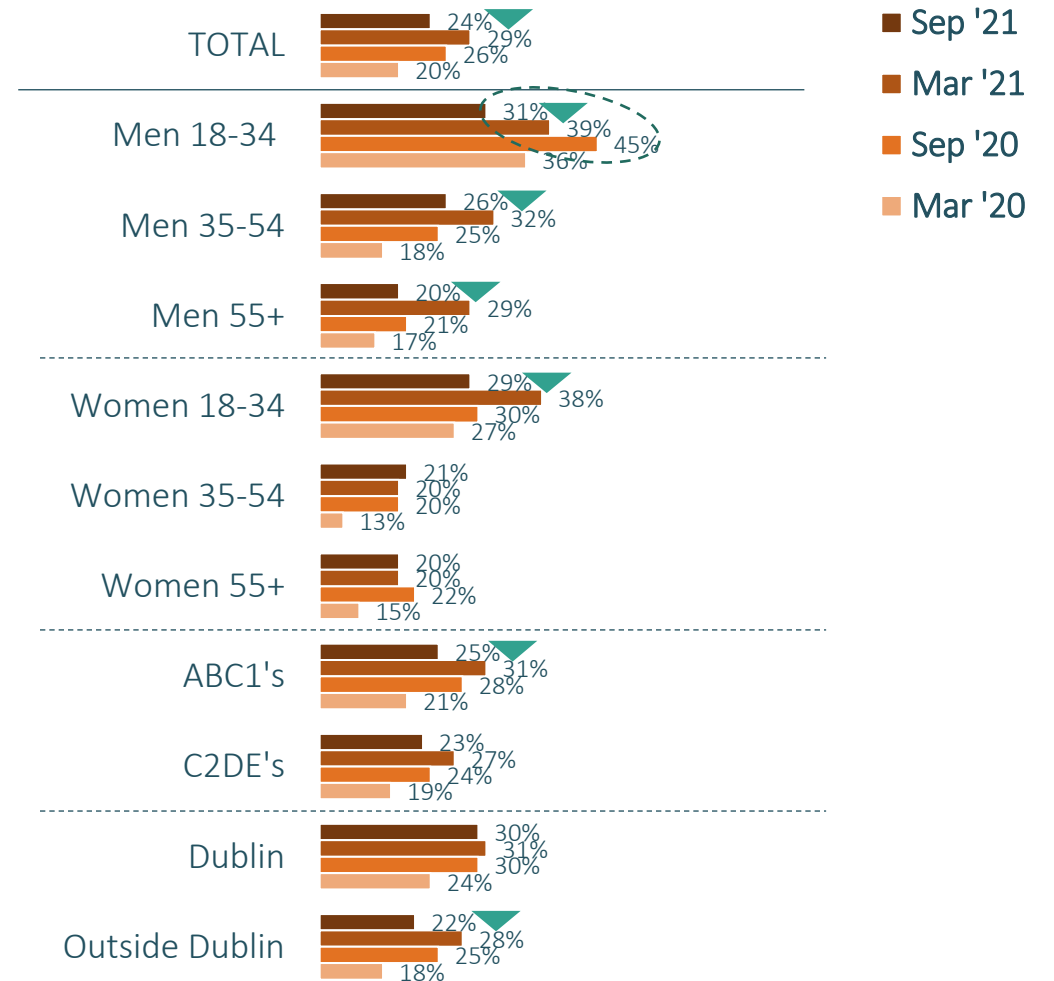


▲ ▼ Indicates significant difference vs. Mar '21

(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)

This lowered resistance to change is driven especially by younger people





Most people are consciously reducing food waste and energy usage at home, but need to remind others that their personal actions can make a difference

Majority of population is trying to limit food and energy waste



For brands with eco products, opportunity to target the nearly 3 in 5 who regularly using these products.

UN's Top 10 impact actions for tackling the climate crisis

83% 

Cut food waste, as well as compost leftovers and/or use brown bin

80% 

Save energy at home (e.g. lowering heating/cooling)

60% 

Reduce, reuse, repair and recycle

57% 

Regularly use eco-friendly products

43% 

Regularly walk, cycle, or take public transport instead of using petrol/diesel vehicle

38% 

Use energy supplier committed to renewables sources

34% 

Regularly eat plant-based foods and limit meat/dairy consumption

33% 

Avoid flying because of environmental impact

12% 

Engage with local/national leaders on climate action

5% 

Own electric vehicle (either new or used)

Q5. Below is a range of actions cited by the United Nations as ways to lower our environmental impact and help tackle the climate crisis. Please tell us to what extent you agree or disagree with each of the below statements.











(Base: all adults aged 18+)

18-34's and 55+ ages are leading the sustainability charge



Younger ages more likely than 35+ ages to partake in alternative impact actions, with this group and higher SG's more likely to use eco-friendly products and to regularly use plant-based foods.

UN's Top 10 impact actions for tackling the climate crisis

- Cut food waste, as well as compost leftovers and/or use brown bin  83%
- Save energy at home (e.g. lowering heating/cooling)  80%
- Reduce, reuse, repair and recycle  60%
- Regularly use eco-friendly products  57%
- Regularly walk, cycle, or take public transport instead of using petrol/diesel vehicle  43%
- Use energy supplier committed to renewables sources  38%
- Regularly eat plant-based foods and limit meat/dairy consumption  34%
- Avoid flying because of environmental impact  33%
- Engage with local/national leaders on climate action  12%
- Own electric vehicle (either new or used)  5%

Gender		Age			Social Grade		Region			
Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	ROL	Munster	Conn/ Ulster
		Red		Green					Green	
		Red		Green						
	Green	Green						Red		Green
		Green	Red		Green	Red				
		Green					Green	Red	Red	Red
Green	Red	Green								Red
Red	Green	Green	Red		Green	Red		Red		
			Red							
		Green		Red						Red
		Green								

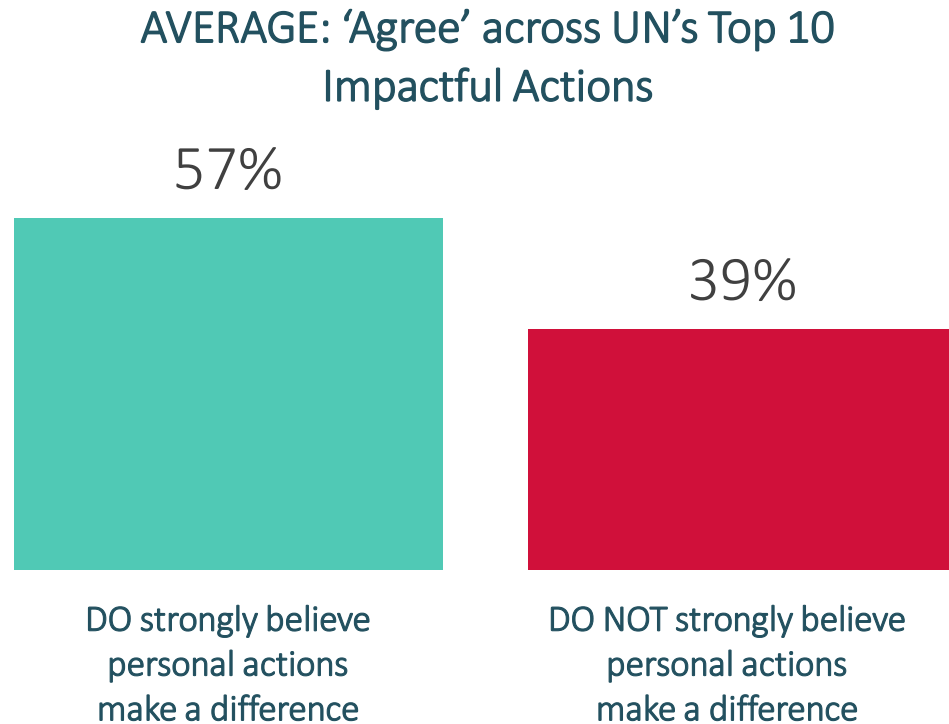
Q5. Below is a range of actions cited by the United Nations as ways to lower our environmental impact and help tackle the climate crisis. Please tell us to what extent you agree or disagree with each of the below statements.

(Base: all adults aged 18+)



How to spur further action? Need to reinforce belief that personal actions make a difference

We see higher incidence of Top 10 UN Impactful Environmental Actions amongst those who strongly believe their personal actions make a difference



Eco-Friendly products

Use of eco-friendly products is especially prevalent amongst those who strongly believe that their personal actions can make a difference with the environment

Q5. Below is a range of actions cited by the United Nations as ways to lower our environmental impact and help tackle the climate crisis. Please tell us to what extent you agree or disagree with each of the below statements.

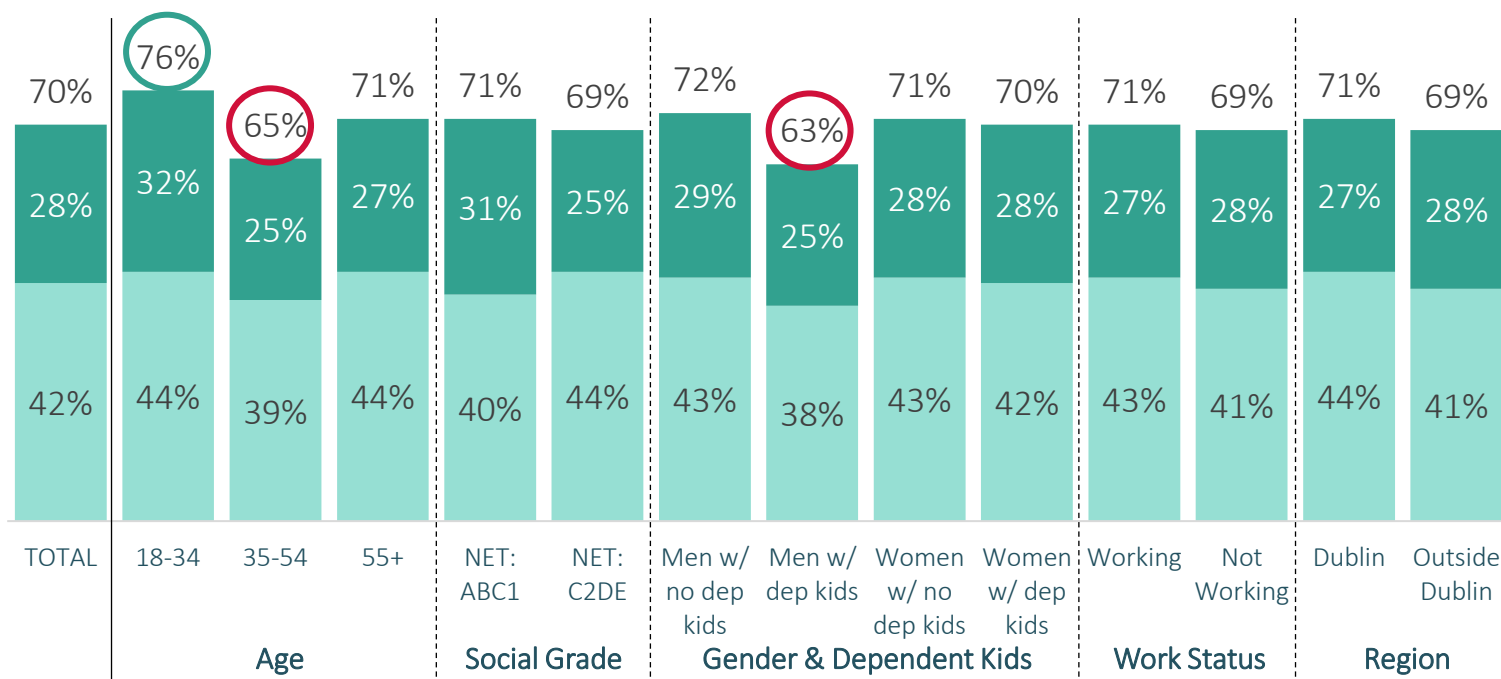
(Base: all adults aged 18+)

There is also appetite to use remote working to help reduce impact

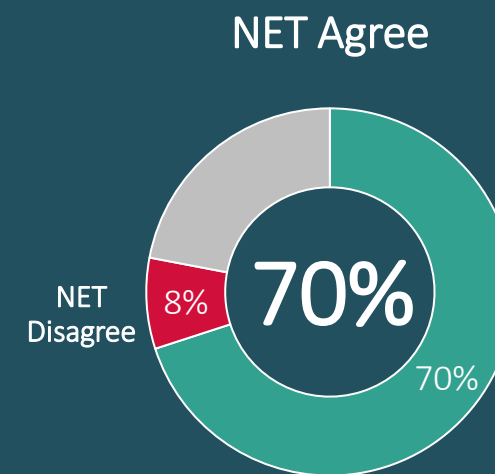


We see this appetite is especially strong amongst younger people, although there are those who may find this challenging with young children.

In order to reduce carbon emissions, people should work remotely as much as possible



Only 8% of the population disagree that we should work remotely to reduce carbon emissions



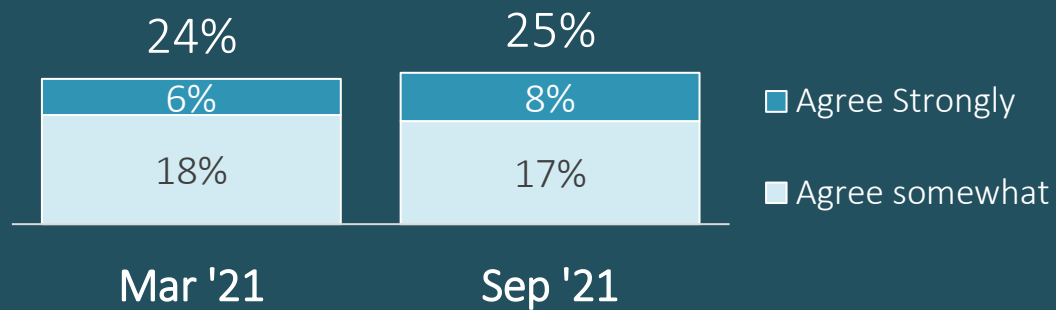
(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)

○ Significantly higher/lower than national average

And we see slight uptick in those interested in getting e-cars in next 2-3 years

I plan to get an electric-only car (either new or used) within the next 2-3 years

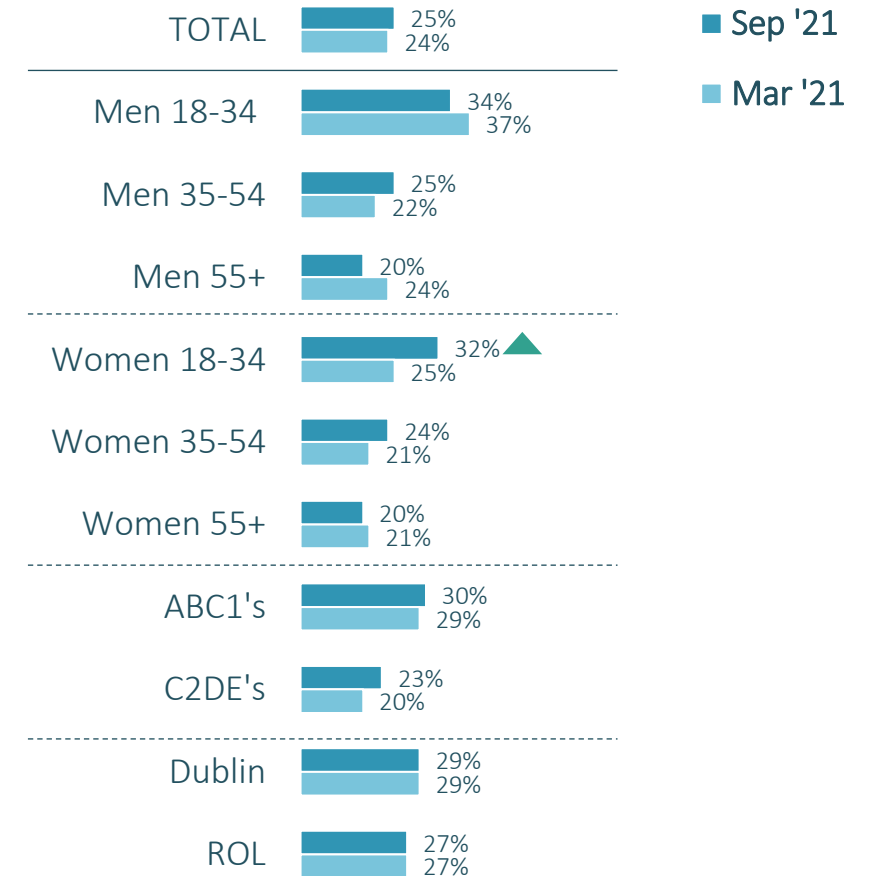


▲ ▼ Indicates significant difference vs. Mar '21

(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)

With significant growth in purchase intent amongst young women since March '21





Most people, especially lower social grades, feel they are not able to live more sustainably because of their financial situation

Many feel their ability to change is limited by finances



Those most likely to feel this way are lower social grades, those in Conn/Ulster, and women, especially those aged 35-54 and women with dependent children.

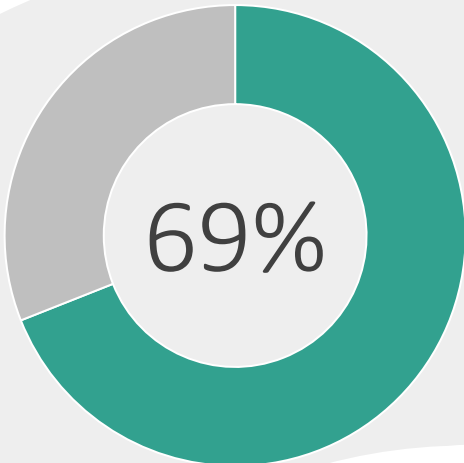
I would like to live more sustainably, but I cannot financially afford to make the changes needed to do so

Especially high amongst women aged 35-54 and those with dependent children



NET Agree
Strongly Agree
Somewhat Agree

NET Agree



Total	Gender		Age			Social Grade		Region			
	Male	Female	NET: 18-34	NET: 35-54	NET: 55+	NET: ABC1	NET: C2DE	Dublin	ROL	Munster	Conn/Ulster
69%	64%	73%	70%	71%	65%	64%	73%	66%	68%	68%	75%
25%	23%	27%	24%	29%	22%	20%	31%	23%	21%	28%	31%
43%	41%	46%	45%	42%	44%	43%	42%	42%	47%	41%	43%

○ Significantly higher/lower than national average

(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)



RESEARCH
EVALUATION
DIRECTION
CLARITY



See More, Clearly

REDC