



Perceptions of the ocean and environment

Chile Country Brief

The David and Lucile Packard Foundation works with partners to ensure the long-term health of the ocean by investing in country-level and global strategies that help improve our ocean's sustainability. To better engage citizens and governments alike, the Foundation partnered with Kantar to conduct a robust public opinion study of people's perceptions on the ocean and related environmental issues in six Pacific Rim countries where the Foundation supports work to promote ocean health: The United States, China, Japan, Indonesia, Mexico, and Chile.

Unprecedented in scale and depth, Kantar's survey found near-unanimous support across all six countries for government action to protect the ocean.

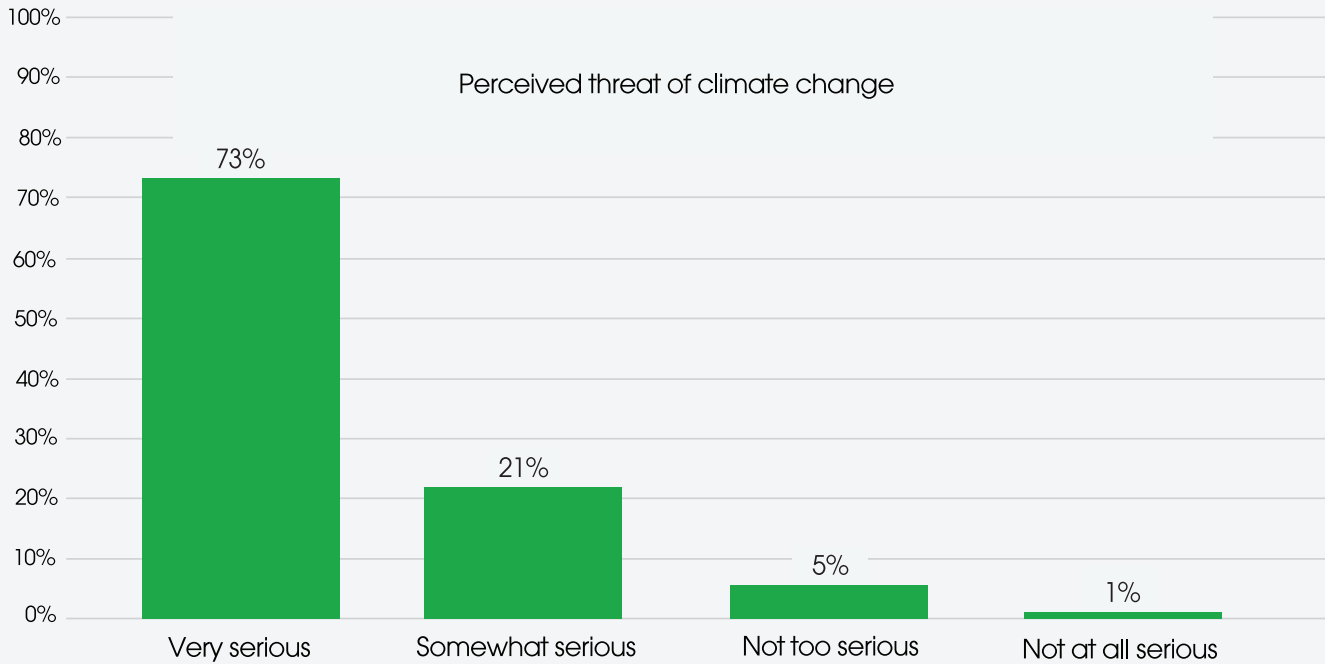
Findings revealed that people see the condition of the ocean as important to their country's economy and their family's well-being, because it is a source of food and home to wildlife. The vast majority of people across all six countries also see climate change as a serious threat.

In Chile, Kantar conducted a face-to-face survey with a national, probability sample of 1,000 people aged 18+ on their perceptions of ocean and other environmental issues. The survey, carried out between May and August of 2019, covered people living in all 15 regions in Chile, representing over 83% of the population.¹

You can find the full results of Kantar's six nation survey at: oursharedseas.com/insights/SupportForAction.

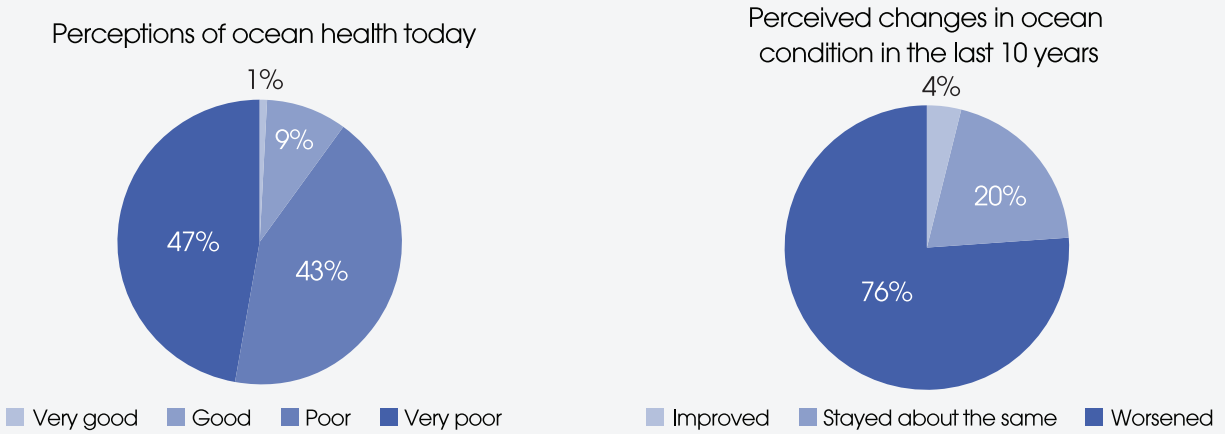
Chileans are concerned about the environment and climate change

Nearly all Chileans believe the environment is a major concern for them (97%),² and this is particularly pronounced among those between the ages of 25 and 34. Among a list of possible issues “that may be problems” (including the economy, education, healthcare, immigration and poverty), the environment ranks first, tied with crime and corruption.³ When asked how serious a threat climate change is to the quality of life in Chile, 73% of people perceive it to be a “very serious” threat, and a further 21% believe it is a “somewhat serious” threat. Just 6% of Chileans think climate change is not a serious threat (“Not at all serious”/“Not too serious”).⁴ Concerns about climate change are highest among those with a high school education or higher.



Chileans believe ocean health is important

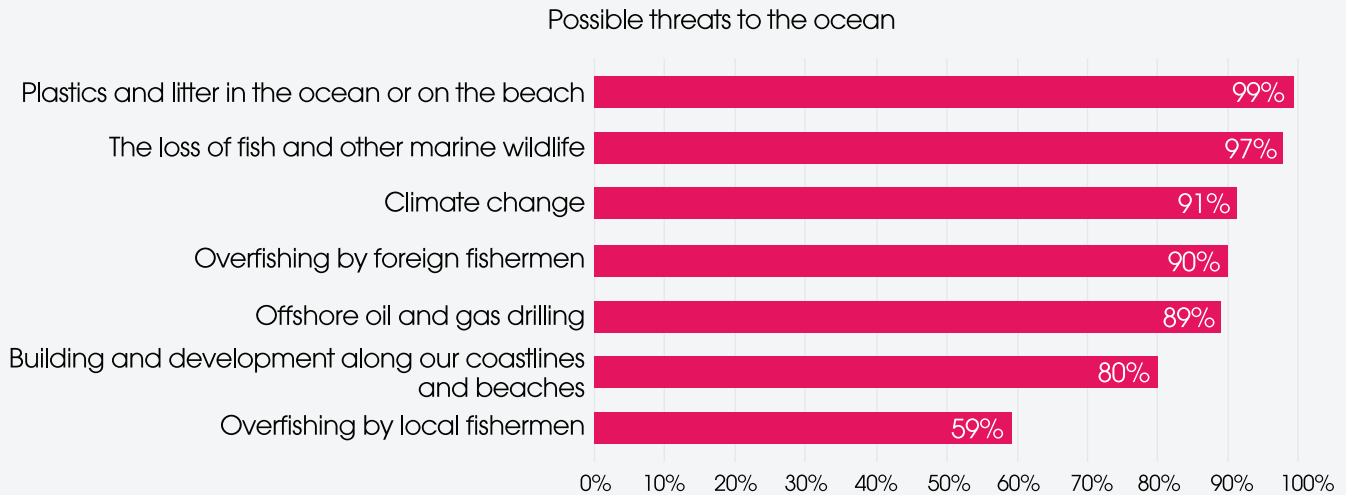
Chileans widely believe the condition of the ocean is important to Chile’s economy (96%).⁵ Nearly all Chileans rate ocean health today as “poor” or “very poor,” (90%),⁶ and 76% of Chileans think the condition of the ocean has “worsened” in the last 10 years.⁷



Chileans widely believe more should be done to protect the ocean

A total of 95% of Chileans think the ocean is being negatively impacted by human activities,⁸ and nearly all Chileans believe government regulations are necessary to protect the ocean (98%).⁹ Specifically, 99% of Chileans support establishing marine protected areas—areas off-limits for fishing and commercial use—to protect ocean wildlife and habitats.¹⁰ Further, 99% of Chileans think the government should establish more environmental conservation regulations to protect the ocean and 74% say the government is not doing enough to protect the ocean.

In terms of threats to the ocean, 99% of Chileans consider plastics and litter in the ocean or on the beach as a major threat, and 97% consider the loss of fish and other marine wildlife as a major threat.¹¹



Chileans look to the scientists and NGOs for information

Respondents were asked to select which groups they consider to be the best source of information on the environment. By far, Chileans most frequently selected scientists (45%), followed by non-governmental organizations (NGOs) (20%).¹²

¹ Results generally held consistent between men and women, coastal and non-coastal (defined as those living within 30km of the ocean), and urban and rural Chileans. Responses differed on some questions for different age groups and levels of education.

² Question 2: Please indicate the extent to which you agree or disagree: The environment is a major concern for me.

³ Question 1: I am going to read you a list of things that may be problems in our country. As I read each one, please tell me if you think it is a big problem, a moderate problem, a small problem, or not a problem at all (economy, education, environment, healthcare, crime/corruption, immigration, poverty).

⁴ Question 5: How serious of a threat is climate change to the quality of life in Chile?

⁵ Question 11: How important is the condition of the ocean surrounding Chile to our economy?

⁶ Question 7: Thinking about the overall health of the ocean today surrounding Chile, would you rate it as very good, good, poor, or very poor?

⁷ Question 10: Over the past 10 years, do you think the condition of the ocean has improved, stayed about the same, or worsened?

⁸ Question 14: Please indicate the extent to which you agree/disagree: The ocean surrounding Chile is being negatively impacted by human activities.

⁹ Question 18: Please indicate the extent to which you agree/disagree: Government regulations are necessary to protect the ocean.

¹⁰ Question 19: Marine protected areas are areas off-limits for fishing and commercial use. Do you support marine protected areas to protect wildlife and habitats?

¹¹ Question 15: I'm now going to read you a list of possible threats to the ocean surrounding Chile. For each one, please indicate if you think it is a major threat.

¹² Question 24: Whom do you consider the best source of information about the ocean?