



# Perceptions of the ocean and environment

## Indonesia 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.**

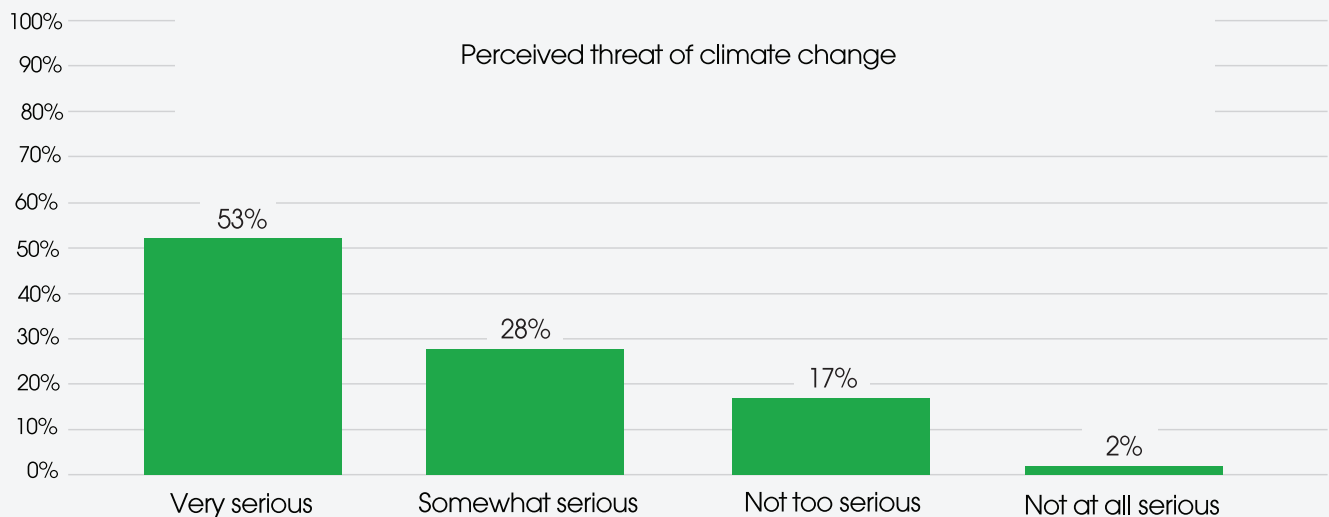
Findings revealed that people see the condition of the ocean as important to their country's economy and their family's well-being, because it is a source of food and home to wildlife. The vast majority of people across all six countries also see climate change as a serious threat.

In Indonesia, Kantar conducted a face-to-face survey with a representative, probability sample of 1,000 people aged 18+ on their perceptions of ocean and other environmental issues. The survey covered people living in 21 provinces in Indonesia, representing over 90% of the population.<sup>1</sup>

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

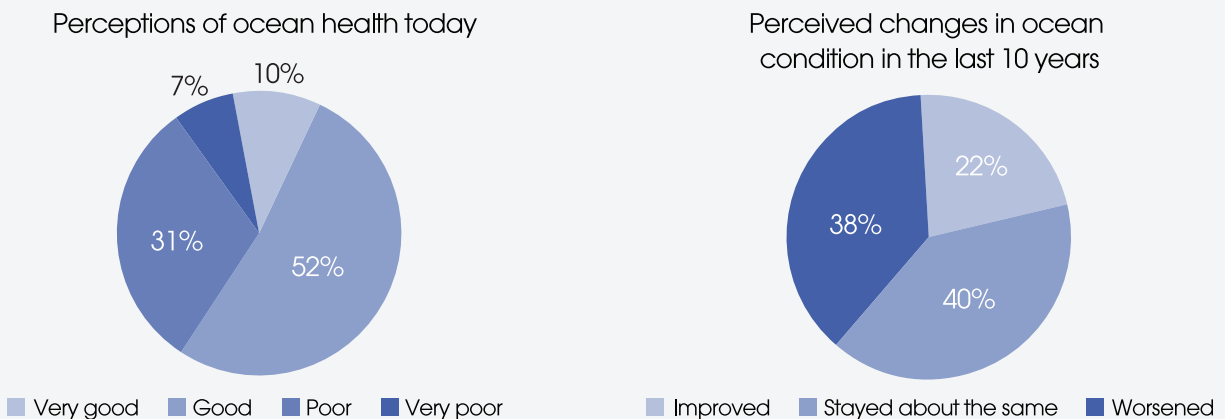
## Indonesians are concerned about the environment and climate change

Nearly all Indonesians (94%) believe the environment is a major concern for them, though it is a lesser concern than other issues such as the economy, poverty, education, and healthcare.<sup>2</sup> When asked how serious a threat climate change is to the quality of life in Indonesia, 53% of Indonesians perceive it to be a “very serious” threat, and a further 28% believe it is a “somewhat serious” threat. Just 17% of Indonesians think climate change is not a serious threat (“Not at all serious”/“Not too serious”).<sup>3</sup> Concerns about climate change are highest among those between the ages of 25 and 34.



## Indonesians believe the ocean health is important

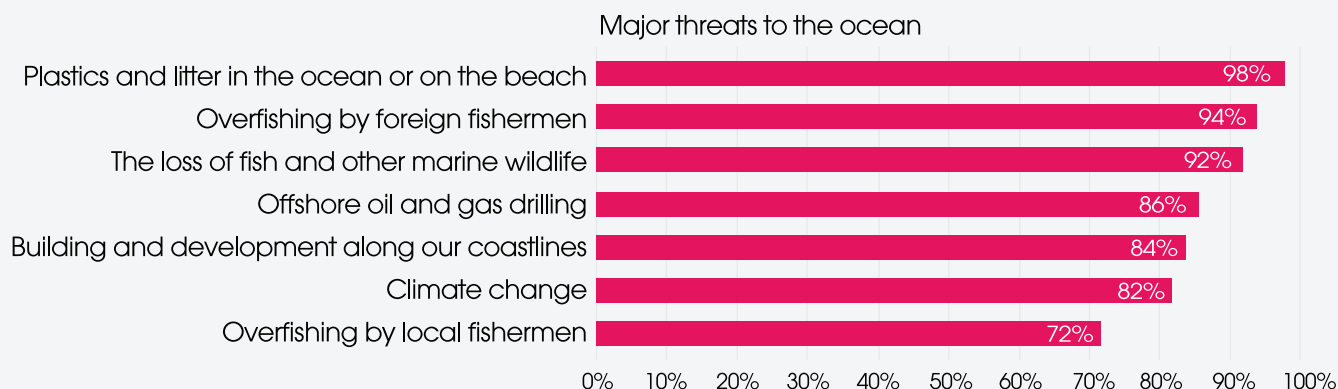
Indonesians widely believe the condition of the ocean is important to Indonesia’s economy (96%),<sup>4</sup> which may help explain why 81% of Indonesians, particularly those between the ages of 25 and 34, think protecting the environment has a positive impact on the economy.<sup>5</sup> While over half of Indonesians rate ocean health today as “good” or “very good,” 38% rate it as “poor” or “very poor.”<sup>6</sup> Similarly, 38% of Indonesians think the condition of the ocean has “worsened” in the last 10 years.<sup>7</sup>



Over two-thirds of Indonesians think the ocean is being negatively impacted by human activities, and this belief is particularly pronounced among younger and more educated Indonesians.<sup>8</sup>

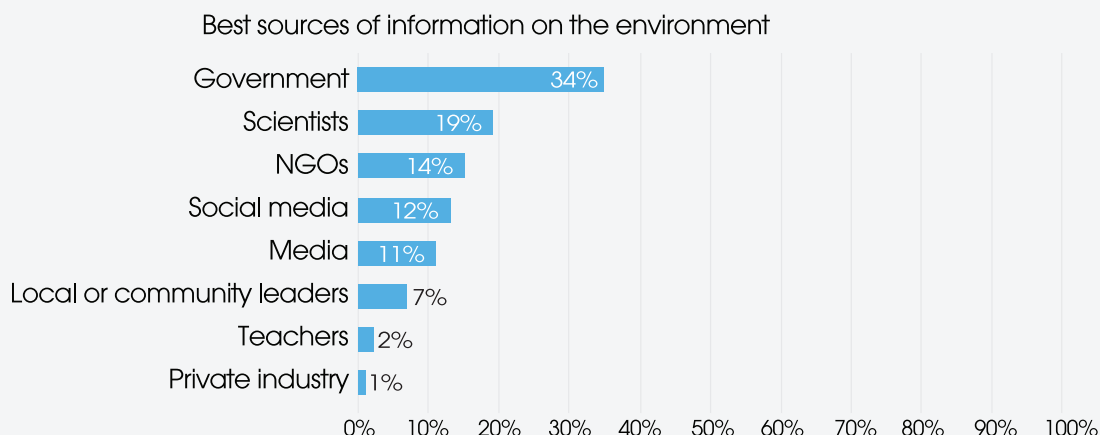
## Indonesians believe more should be done to protect the ocean

Nearly all Indonesians believe government regulations are necessary to protect the ocean.<sup>9</sup> Specifically, 96% of Indonesians support establishing marine protected areas—areas off-limits for fishing and commercial use—to protect ocean wildlife and habitats.<sup>10</sup> Further, 92% of Indonesians think the government should establish more environmental conservation regulations to protect the ocean.<sup>11</sup> In terms of threats to the ocean, Indonesians are most concerned with plastics and litter in the ocean or on the beach, as well as overfishing by foreign fishermen.



## Indonesians look to the government, scientists, and NGOs for information

Respondents were asked to select which of the following groups they consider to be the best source of information on the environment. Indonesians most frequently selected “government” (34%) followed by scientists (19%) and non-governmental organizations (NGOs) (13%).<sup>12</sup>



<sup>1</sup> 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 Indonesians. Responses differed on some questions for different age groups and levels of education.

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

<sup>3</sup> Question 5: How serious of a threat is climate change to the quality of life in Indonesia?

<sup>4</sup> Question 11: How important is the condition of the ocean surrounding Indonesia to our economy?

<sup>5</sup> Question 3: Do you think protecting the environment has a positive, neutral, or negative impact on the economy?

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

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

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

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

<sup>10</sup> 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?

<sup>11</sup> Question 22: Do you think the government should establish more environmental conservation regulations to protect the ocean?

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