



Perceptions of the ocean and environment

Mexico 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.

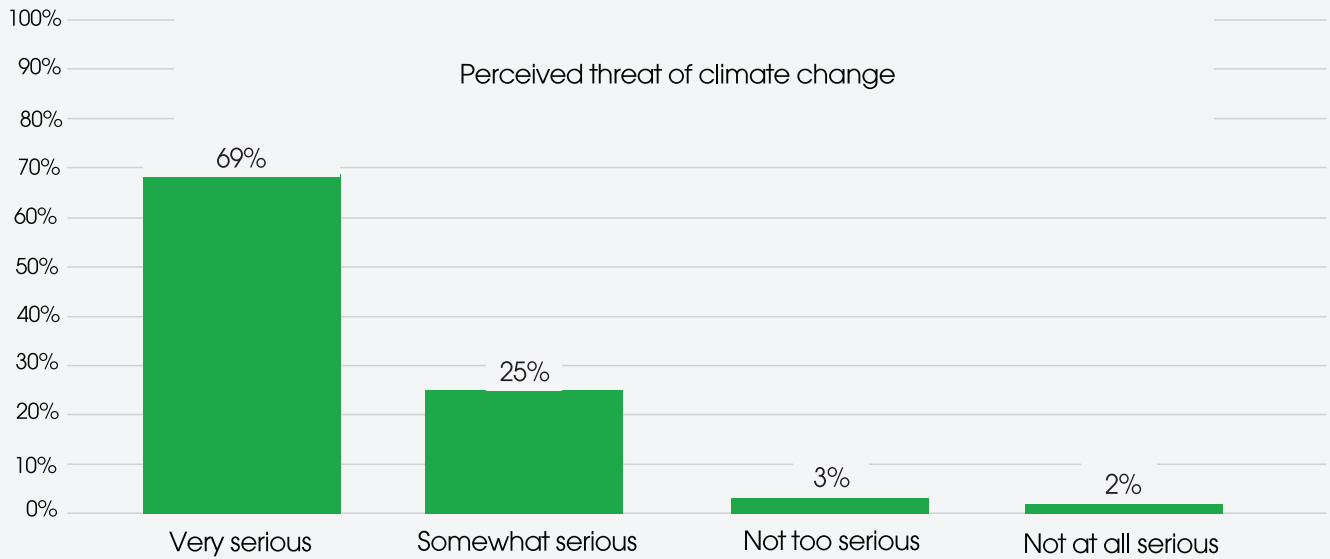
Findings revealed that people see the condition of the ocean as important to their country's economy and their family's well-being, because it is a source of food and home to wildlife. The vast majority of people across all six countries also see climate change as a serious threat.

In Mexico, 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, conducted between May and August of 2019, covered people living in 64 settlements across 28 states in Mexico, representing over 79% of the population.¹

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

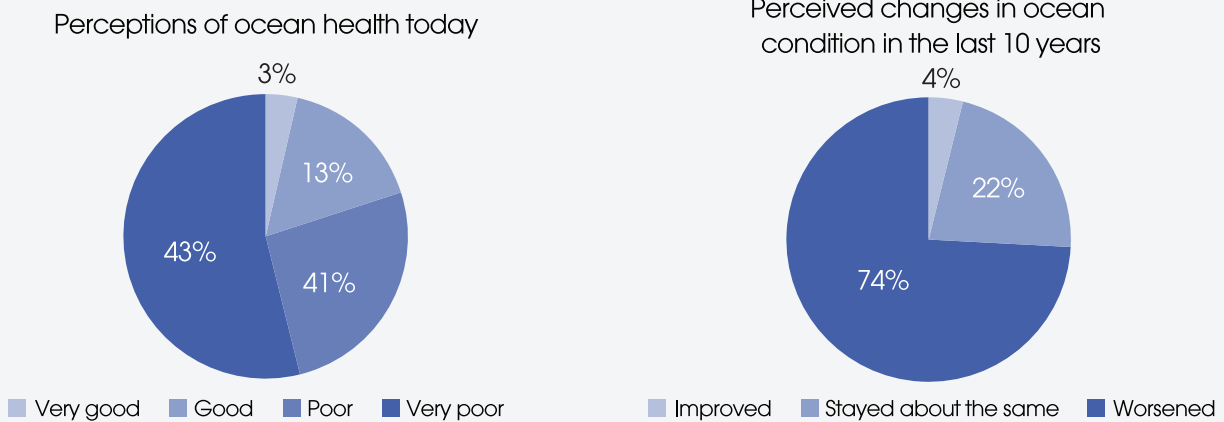
Mexicans are concerned about the environment and climate change

More than 80% of Mexicans believe the environment is a major concern for them.² Among a list of possible issues “that may be problems” (including the economy, education, healthcare, and immigration), the environment ranks third in priority behind crime/corruption, and poverty.³ When asked how serious a threat climate change is to the quality of life in Mexico, 69% of Mexicans perceive it to be a “very serious” threat, and a further 26% believe it is a “somewhat serious” threat. Just 5% of Mexicans 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 and among adults between the ages of 18 and 24 years.



Mexicans believe ocean health is important

Mexicans widely believe the condition of the ocean is important to Mexico’s economy (96%).⁵ Nearly all adults rate ocean health today as “poor” or “very poor,” (84%),⁶ and 74% of Mexicans think the condition of the ocean has “worsened” in the last 10 years.⁷

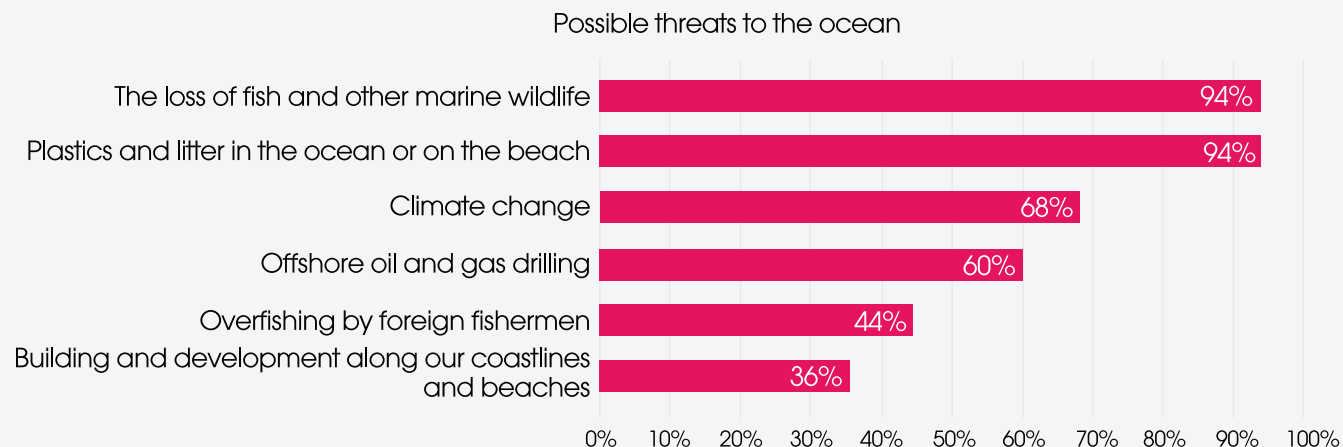


Over 80% of Mexicans think the ocean is being negatively impacted by human activities, and this belief is particularly pronounced among younger and more educated Mexicans.⁸

Mexicans believe more should be done to protect the ocean

Nearly all Mexicans believe government regulations are necessary to protect the ocean⁹ Specifically, 98% of Mexicans support establishing marine protected areas—areas off-limits for fishing and commercial use—to protect ocean wildlife and habitats.¹⁰ Further, 97% of Mexicans think the government should establish more environmental conservation regulations to protect the ocean and 69% say the government has not done enough to address this issue.

In terms of threats to the ocean, 96% of Mexicans consider both the loss of fish and other marine wildlife and plastics and litter in the ocean or on the beach as a major threat.¹¹



Mexicans 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. Mexicans most frequently selected scientists (28%) and non-governmental organizations (NGOs) (24%).¹²

¹ With some exceptions, 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 Mexicans. Those with a high school education or higher and those in the 25-34 age group expressed consistently higher levels of concern for the environment and the ocean.

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 Mexico?

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

⁶ Question 7: Thinking about the overall health of the ocean today surrounding Mexico, 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 Mexico 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 Mexico. 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?