

Perceptions of the ocean and environment



Public opinion survey conducted in Chile, China, Indonesia, Mexico, Japan and the US

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Prepared by Kantar with the support of the David and Lucile Packard Foundation



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Executive summary





Executive summary Background and purpose

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, the Packard Foundation sought a robust public opinion study of people's perceptions on the ocean and related environmental issues in the six countries in which the Foundation supports work to promote ocean health: the US, China, Japan, Indonesia, Mexico, and Chile. Through support from the Foundation, Kantar conducted a multi-country public opinion survey using national, random probability samples across each of the six countries.

The research was designed to measure perceptions of the health and quality of the ocean, perceived human impacts on the ocean, prioritization of the environment and the ocean as issues, attitudes towards the ocean, and how to address ocean challenges.

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Executive summary Prioritization of the environment

Across the six countries, people are concerned about the environment but are similarly concerned with other issues such as education, healthcare, crime/corruption, and poverty. When asked directly, the vast majority of people in each country assert the environment is a major concern for them.

The research looked to understand how people perceive the relationship between the environment and the economy. Results from this study show that many people believe protecting the environment has a positive impact on the economy (47% to 81%). Among those who say protecting the environment has a negative impact on the economy, the majority agrees the environment should be given priority regardless. In the US, among those who believe protecting the environment has a negative impact on the economy, over half disagree that it should be given priority despite this.

Across the six countries, the vast majority of people consider climate change a serious threat (74% to 95%). Among a list of possible threats to the environment, people in China, Chile, and Mexico are most concerned about air pollution. In Indonesia, people are most concerned about waste/garbage disposal, and people in Japan are most concerned about climate change. People in the US are similarly concerned about air pollution, fresh water pollution, climate change, and waste/garbage disposal; notably, 15% of people in the US feel none of these are problems that affect their families.

More than half of people in the US, Japan, Chile, and Mexico think the quality of the ocean surrounding their country is "poor" or "very poor." People in China and Indonesia hold the most favorable views about the ocean surrounding their country, while people in Mexico and Chile hold the least favorable views. Of those who believe the health of the ocean surrounding their country is "poor" or "very poor," the overwhelming majority are concerned with plastics and litter in the ocean.

We were interested in comparing how people rate ocean health in their country with how people rate ocean health globally. People in five of the six countries rate ocean health in their country slightly higher than ocean health globally. In Indonesia, people rate ocean health in their country equally with ocean health globally. Public opinion on changes in ocean quality over time are relatively similar in the US, Japan, Chile, and Mexico, where about three-quarters of the people believe the condition of the ocean has "worsened" in the last 10 years. In China, the portion of people who believe the ocean condition has "improved" is roughly equivalent to the portion who believe it has "worsened," and in Indonesia, the largest portion of people believe it has "stayed about the same."

People across all six countries see the condition of the ocean as important to their country's economy (94% to 96%) and to their families (75% to 93%). The ocean is important to families because it is a source of food, and because it is home to wildlife. Concern that the ocean is a source of food is most pronounced in Japan, China, and Indonesia, where seafood is an important part of the national diet.

Executive summary Human impacts on the ocean

Across all countries, the vast majority of people agree the ocean is being impacted by human activities (71% to 95%). In particular, people are most concerned with plastics and litter in the ocean and on the beach (91% to 99%). People are also consistently concerned about the loss of fish and other marine wildlife. Results are more diverse across countries when it comes to threats posed to the ocean by building and development along coastlines and offshore drilling.

Survey results show that most people are aware of the negative impact of their country's fishing activities on the health of the ocean globally (50% to 70%). Across all countries, people tend to be more concerned about overfishing by foreign fishermen than overfishing by local fishermen.

How to address ocean challenges

The vast majority of people (92% to 99%) across all six countries support Marine Protected Areas (MPAs) – areas off-limits for fishing and commercial use – and think governmental regulations are necessary to protect the ocean (92% to 99%).

People view the national government as the most important actor responsible for environmental conservation of the ocean, except in Indonesia, where people hold communities most responsible. Expectations of individuals, private industry, communities, and environmental groups vary considerably in each of the country contexts. For example, people in Chile, Japan, and the US hold private industry responsible for environmental conservation at a higher rate than in Indonesia, China, and Mexico. We sought to understand not only if people support environmental regulations but also whether they perceive these regulations to be enforced. People in China and Indonesia are most likely to "strongly agree" that the government is strictly enforcing environmental conservation regulations. People in Chile, on the other hand, are quite skeptical about government enforcement of these regulations. Around half of the people in the US, Japan, and Mexico believe the government is enforcing environmental conservation regulations.

People in all countries overwhelmingly support further environmental conservation regulations (78% to 99%). In all countries except for Indonesia (19%), people believe the government is not doing enough to protect the ocean (64% to 75%).

Executive summary Key takeaways

Results from this public opinion research indicate widespread public recognition of threats to the ocean and environment and the need for protective measures. Further, the results contribute to the body of evidence indicating growing public concern on environmental issues. Finally, while substantial public opinion research on environmental concerns exists in Europe and the United States, such research is limited in Asian or Latin American countries. While country differences exist, notably, this research finds that people in Latin America and Asia are broadly similar in their concerns about environmental issues.

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Introduction





Introduction Background and purpose

The ocean covers more than two-thirds of the Earth's surface and plays an essential role in the Earth's ecosystem. Stressors such as climate change, overfishing, habitat conversion, nutrient loading, marine debris, and invasive species are examples of how humans are impacting ocean health and threatening sustainable development for people across the world.

The David and Lucile Packard Foundation works with partners to ensure the long-term health of the ocean by investing in country and global strategies that help improve our ocean's sustainability. Specifically, the Ocean Team at the Foundation seeks to: ensure that fishing and marine aquaculture are sustainable; protect biodiversity and wild fish stocks; promote global markets for sustainable seafood; eliminate illegal, unreported, and unregulated fishing; protect seabirds and shorebirds and their habitats; and understand and address the impacts of greenhouse gas emissions on the ocean. To better engage citizens and governments, the Packard Foundation sought a robust public opinion study of people's perceptions on the ocean and related environmental issues in the six countries in which the Foundation supports work to promote ocean health: the US, China, Japan, Indonesia, Mexico, and Chile. Through support from the Foundation, Kantar conducted a multi-country public opinion study using national, random probability samples across each of the six countries.

The survey was designed to measure perceptions of the health and quality of the ocean, perceived human impacts on the ocean, prioritization of the environment and the ocean as issues, attitudes towards the ocean, and how to address ocean challenges.

Methodology





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Methodology

A representative public opinion poll on ocean and other environmental issues in six countries

With the support of the David and Lucile Packard Foundation, Kantar conducted this research on ocean and other environmental issues with a nationally representative probability sample of people aged 18 years and above in each of the following six countries; US, Japan, China, Indonesia, Mexico, and Chile. Data were collected from May - August 2019.

We administered telephone interviews in three countries using a dual frame sample in Japan and the US and a single frame (mobile) in China. Multiple calls to the same number across different days and times of the day were scheduled to maximize contact rates.

We implemented face-to-face household interviews in Mexico, Chile, and Indonesia using a multi-stage clustered sample. Within each country the sample was drawn to be reflective of the 18+ population by region and urbanity.

Design weights and weights to account for differential non-response were calculated to ensure the survey estimates are generalizable to the population. Interviews lasted between 15 and 20 minutes each.







Across the six countries, people are concerned about the environment but are similarly concerned with other issues such as education, healthcare, crime/corruption, and poverty. When asked directly, the vast majority of people in each country assert the environment is a major concern for them.

We were interested to learn how people perceived the relationship between the environment and the economy. Results from this survey show that many people believe protecting the environment has a positive impact on the economy (47% to 81%). Among those who say protecting the environment has a negative impact on the economy, the majority agrees the environment should be given priority regardless. In the US, among those who believe protecting the environment has a negative impact on the economy, over half disagree that it should be given priority despite this. Across the six countries, the vast majority of people consider climate change a serious threat (74% to 95%). Among a list of possible threats to the environment, people in China, Chile, and Mexico are most concerned about air pollution. In Indonesia, people are most concerned about waste/garbage disposal, and people in Japan are most concerned about climate change. People in the US are relatively equally concerned about air pollution, fresh water pollution, climate change, and waste/garbage disposal; notably, 15% of people in the US feel none of these are problems that affect their families.







"Big" or "mo	derate" problem	S			
	Economy	Education	Environment	Healthcare	Crime/corruption
Chile					
China					
Indonesia					
Japan					
Mexico					
US			68		
	50%	60%		70%	80%





"Big" or "moderate" problems						
	Economy	Education	Environment	Healthcare	Crime/corruption	
Chile						
China						
Indonesia						
Japan						85
Mexico					82	
US					81	
	50%	60%		70%	80%	





In addition to their concern about the environment, people are also concerned about issues such as education, healthcare, crime/corruption, and poverty. Of the six countries, Chile and Mexico express the greatest concern for the environment Q1. 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.

"Big" or "moderate" problems						
	Economy	Education	Environment	Healthcare	Crime/corruption	
Chile						
China						
Indonesia				75		
Japan						
Mexico						
US					81	
	50%	60%		70%	80%	





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"Big" or "moderate" problems						
	Economy	Education	Environment	Healthcare	Crime/corruption	
Chile						
China						
Indonesia					82	
Japan					83	
Mexico						
US						
	50%	60%	7	70%	80%	





"Big" or "mo	derate" problem	S			
	Economy	Education	Environment	Healthcare	Crime/corruption
Chile					
China					
Indonesia					
Japan					
Mexico					
US					
	50%	60%		70%	80%









"Big" or "moderate" problems						
	Economy Education	on Environment	Healthcare C	rime/corruption		
Chile						
China				84		
Indonesia						
Japan				83		
Mexico						
US						
	50% 60)%	70%	80%		





The environment is a major concern for the vast majority of people across all six countries. This ranges from 80% in the US to 97% in Chile

Q2. Please indicate the extent to which you agree or disagree: the environment is a major concern for me.



A majority or near majority believe protecting the environment has a positive impact on the economy

Q3. Do you think that protecting the environment has a positive, neutral, or negative impact on the economy?



Of the portion of people who believe protecting the environment has a negative impact on the economy (3% to 29%), the majority agree that protecting the environment should be given priority regardless, with the exception of the US, where over half of people disagree

Q4. Please indicate the extent to which you agree or disagree: protecting the environment should be given priority, even if it negatively impacts the economy.



Across the six countries, the vast majority of people consider climate change a serious threat. Concern is highest in Chile and Mexico and lowest in the US

Q5. How serious a threat is climate change to the quality of life in our country?



People are most concerned about air pollution in China, Chile, and Mexico, waste/garbage disposal in Indonesia, and climate change in Japan. No particular issue stands out in the US

Q6. I am going to read you a list of some possible problems that affect the environment. Which one affects you and your family most?



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More than half of people in the US, Japan, Chile, and Mexico think the quality of the ocean surrounding their country is "poor" or "very poor."People in China and Indonesia hold the most favorable views about the ocean surrounding their country while people in Mexico and Chile hold the least favorable views. Of those who believe the health of the ocean surrounding their country is "poor" or "very poor," the overwhelming majority are concerned with plastics and litter in the ocean.

We were interested in comparing how people rate ocean health in their country with how people rate ocean health globally. People in five of the six countries rate ocean health in their country slightly higher than ocean health globally. In Indonesia, people rate ocean health in their country equally with ocean health globally. Public opinion on changes in ocean quality over time are relatively similar in the US, Japan, Chile, and Mexico, where about three-quarters of the people believe the condition of the ocean has "worsened" in the last 10 years. In China, the portion of people who believe the ocean condition has "improved" is roughly equivalent to the portion who believe it has "worsened," and in Indonesia, the largest portion of people believe it has "stayed about the same."

People across all six countries see the condition of the ocean as important to their country's economy (94% to 96%) and to their families (75% to 93%). The ocean is important to families because it is a source of food, and because it is home to wildlife. Concern that the ocean is a source of food is most pronounced in Japan, China, and Indonesia, where seafood is an important part of the national diet.

More than half of people in the US, Japan, Chile, and Mexico think the quality of the ocean surrounding their country is "poor" or "very poor"

Q7. Thinking about the overall health of the ocean today surrounding your country, would you rate it as very good, good, poor, or very poor?



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Views on ocean health vary considerably by country. People in China and Indonesia hold the most favorable views about the health of the ocean surrounding their country while people in Mexico and Chile hold the least favorable views.

Only a small minority of people in Chile and Mexico report the ocean health as "good" and nearly half believe it is "very poor." In contrast, about half of people in Indonesia and China believe the ocean health is "good."

Few people in any of the countries believe the quality of the ocean surrounding their country is "very good."

Of those who believe the health of the ocean surrounding their country is "poor" or "very poor," the majority are concerned with plastics and litter in the ocean

Q8. Of the following reasons, which would you say is the main reason you rate the health of the ocean surrounding your country as "poor/very poor" today?

Why they rate ocean health as poor/very poor





People in five of the six countries rate ocean health in their country slightly higher than ocean health globally

Q7. Thinking about the overall health of the ocean today surrounding your country, would you rate it as very good, good, good, poor, or very poor? Q9. Thinking about the health of the ocean today GLOBALLY, would you rate it as very good, good, poor, or very poor?





In four of the six countries, most people believe the ocean condition has "worsened" in the last 10 years, with China and Indonesia as the exceptions

Q10. Over the past 10 years, do you think the condition of the ocean has improved, stayed about the same, or worsened?



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Public opinion on changes in ocean quality over time are relatively similar in the US, Japan, Chile, and Mexico, where about three-quarters of the people believe the condition of the ocean has worsened in the last 10 years.

In China, the portion of people who believe the ocean condition has improved is roughly equivalent to the portion who believe it has worsened, and in Indonesia, the largest portion of people believe it has stayed about the same.

People see the condition of the ocean as important to their country's economy. Over 80% of people in Chile, Mexico, and Indonesia believe the condition of the ocean is "very important" to their country's economy

Q11. How important is the condition of the ocean surrounding our country to our economy?




Perception of ocean health and attitudes towards the ocean

People also believe the ocean is important to their families but comparatively less than its importance to the economy

Q12. How important is the condition of the ocean surrounding our country to you and your family?



Perception of ocean health and attitudes towards the ocean

The ocean is important to families because it is a source of food, and because it is home to wildlife. The ocean as a source of food is most pronounced in Japan, China, and Indonesia, where seafood is an important part of the national diet Q13: Which of the following best describes why the ocean is important to you and your family?

Importance of the ocean to families





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Across all countries, the vast majority of people agree the ocean is being impacted by human activities (71% to 95%). In particular, people are most concerned with plastics and litter in the ocean and on the beach (91% to 99%). People are also consistently concerned about the loss of fish and other marine wildlife. Results are more diverse across countries when it comes to threats posed to the ocean by building and development along coastlines and offshore drilling.

Survey results show that people are generally aware of the negative impact of their country's fishing activities on the health of the ocean globally (50% to 70%). Across all countries, people tend to be more concerned about overfishing by foreign fishermen than overfishing by local fishermen.

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Across all countries, the vast majority of people agree that the ocean is being impacted by human activities

Q14: Please indicate the extent to which you agree or disagree: The ocean surrounding our country is being negatively impacted by human activities.



Plastics and litter in the ocean or on the beach is considered the most important threat to the ocean across all countries





Plastics and litter in the ocean or on the beach is considered the most important threat to the ocean across all countries





Plastics and litter in the ocean or on the beach is considered the most important threat to the ocean across all countries





Plastics and litter in the ocean or on the beach is considered the most important threat to the ocean across all countries





Plastics and litter in the ocean or on the beach is considered the most important threat to the ocean across all countries

Q15: I'm now going to read you a list of possible threats to the ocean surrounding our country. For each one, please indicate if you think it is a major threat. Respondents who answered "yes."



Plastics and litter in the ocean or on the beach is considered the most important threat to the ocean across all countries





Plastics and litter in the ocean or on the beach is considered the most important threat to the ocean across all countries





Plastics and litter in the ocean or on the beach is considered the most important threat to the ocean across all countries







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Nearly everyone (92% to 99%) across all six countries supports Marine Protected Areas (MPAs) – areas off-limits for fishing and commercial use – and think governmental regulations are necessary to protect the ocean (92% to 99%).

People view the national government as the most important actor responsible for environmental conservation of the ocean, except in Indonesia, where people hold communities most responsible. Expectations of individuals, private industry, communities, and environmental groups vary considerably in each of the country contexts. For example, people in Chile, Japan, and the US hold private industry responsible for environmental conservation at a higher rate than in Indonesia, China, and Mexico. We sought to understand not only if people support environmental regulations but also whether they perceive these regulations to be enforced. People in China and Indonesia are most likely to "strongly agree" that the government is strictly enforcing environmental conservation regulations. People in Chile, on the other hand, are quite skeptical about government enforcement of these regulations. Around half of the people in the US, Japan, and Mexico believe the government is enforcing environmental conservation regulations.

People in all countries overwhelmingly support further environmental conservation regulations (78% to 99%). In all countries except for Indonesia (19%), people believe the government is not doing enough to protect the ocean (64% to 75%).

People view the national government as the most important actor responsible for environmental conservation of the ocean, except for Indonesians, who believe communities are most reponsible

Q17: Who is responsible for environmental conservation of the ocean surrounding our country?

Responsibility for ocean conservation







Local government

Communities



Across all six countries, people think governmental regulations are necessary to protect the ocean

Q18: Please indicate the extent to which you agree or disagree: Government regulations are necessary to protect the ocean.





The vast majority of people across all six countries support Marine Protected Areas (MPAs) – areas off-limits for fishing and commercial use

Q19: Marine Protected Areas are areas off-limits for fishing and commercial use. Do you support Marine Protected Areas to protect wildlife and habitats?



Except for Indonesians, people believe the government is not doing enough to protect the ocean

Q20: Do you think the government is doing more than enough, just enough, or not enough to protect the ocean surrounding our country?



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More than half of people in the US, Japan, China, Chile, and Mexico believe the government is not doing enough to protect the ocean surrounding the country.

In Indonesia, however, nearly half of people believe the government is doing just enough and 35% believe the government is doing more than enough.

People in China and Indonesia are most likely to believe the government is strictly enforcing environmental conservation regulations

Q21: Please indicate the extent to which you agree or disagree: The government is strictly enforcing environmental conservation regulations to protect the ocean.



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Around half of people in the US, Japan, and Mexico believe the government is enforcing environmental conservation regulations.

People in Chile, on the other hand, are quite skeptical about government enforcement of these regulations. People in all countries overwhelmingly support more environmental conservation regulations

Q22: Do you think the government should establish more environmental conservation regulations to protect the ocean?



Over half of Indonesians and nearly three-quarters of those in China believe people are "very aware" or "somewhat aware" of threats to the ocean. People in the US, Japan, Chile, and Mexico perceive lower levels of awareness within their countries

Q23: How aware do you think people in your country are about threats to the ocean?







































Internet and social media are important sources of information in all countries, but television is still relevant

In Indonesia, 69% of people report television as their most important source of information. Radio and print media are not of high importance in any of the countries.

Q25: Which is your most important source of information about threats to the ocean?





Keytakeaways





Results from this survey indicate widespread public recognition of threats to the ocean and environment and the need for protective measures. A majority of people in all six of the surveyed countries are concerned about both the environment and climate change and widely agree that the ocean is being impacted by human activities. Further, people see the condition of the ocean as important to their country's economy and to them and their family.

More than half of people in the US, Japan, Chile, and Mexico think the quality of the ocean surrounding their country is poor or very poor. In these same four countries, a large majority of people believe the condition of the ocean has worsened in the last 10 years. In contrast, people in China and Indonesia hold comparatively more favorable views about the quality of the ocean and are more likely to report the quality of the ocean as having improved or stayed the same in the last 10 years than people in the other four countries. Across all six countries, people are particularly concerned about plastics and litter in the ocean or on the beach, but also the loss of marine wildlife and overfishing.

Overwhelmingly, people across all six countries think government regulations are necessary to protect the ocean (92% to 99%) and there is widespread support for Marine Protected Areas (92% to 99%). In all countries except for Indonesia, people view the national government as the most important actor responsible for environmental conservation of the ocean. Similarly, in all countries except for Indonesia (19%), people believe the government is not doing enough to protect the ocean (64% to 75%). Results from this survey are broadly aligned with results from other public opinion questions on the environment around the world such as the 2018 Pew Research Global Attitudes survey, and contribute to the body of evidence indicating growing public concern on environmental issues. Further, while substantial public opinion research on environmental concerns exists in Europe and the United States, limited such research includes Asian or Latin American countries. While country differences exist, notably, this research finds that people in the Latin American and Asian countries included in this study are broadly similar in their concerns about environmental issues.

Details of the methodology





Country	Language(s)	Mode	Sample size	What does our sa
Chile	Spanish	Face-to-face	1,000	These results are n age 18+, with a ma
China	Mandarin, Cantonese, Sichuanese, Fujianese	Telephone	2,000	These results are n 18+, with a margin
Indonesia	Indonesian, Bahasa	Face-to-face	1,000	These results are re 21 provinces, with
Japan	Japanese	Telephone	1,000	These results are r adults 18+, with a
Mexico	Spanish	Face-to-face	1,000	These results are re excluding very rem density, with a ma
US	English	Telephone	1,000	These results are r adults 18+, with a

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ample represent?

- nationally representative of adults nargin of error of 3.96%.
- nationally representative of adults in of error of 3.30%.
- representative of adults 18+ living in a margin of error of 3.65%.
- nationally representative of margin of error of 3.62%.
- representative of adults 18+, mote areas with very low population argin of error of 3.49%.
- nationally representative of margin of error of 4.04%.

Country	Details of the sample design Kantar conducted a face-to-face survey with a representative, probability sample of 1,000 people. The survey covered per Those who could not respond to the survey in Spanish were excluded from the sample. Based on these exclusions, we est population. To mitigate for differential non-response, our responding sample was weighted to population estimates base attainment, and employment status.				
Chile					
China	The total sample of 2,000 people consisted of a nationally representative sample of 1,440 people supplemented by a rar coastal cities. The sample was drawn using random digit dialing and stratified by the mobile network provider (China Ma and tier (Tier 1, Tier 2, Tier 3+). Those without a mobile phone or who could not respond to the survey in one of the count from the sample. Based on these exclusions we estimate coverage to be just over 70% of the 18+ population. To mitigate responding sample was weighted to population estimates based on province, sex, age, and employment status. Education, however we chose not to weight on it as it had little effect on the key survey estimates but a large impact on the weight with the responding sample to those obtaining a higher level of education.				
Indonesia	Kantar conducted a face-to-face survey with a representative, probability sample of 1,000 people. The survey covered p Based on these exclusions, we estimate coverage to be 90% of the 18+ population. To mitigate for differential non-respo to population estimates based on province, sex, age, educational attainment, and employment status.				
Japan	Our nationally representative sample of 1,000 people was drawn using random digit dialing across landlines (50%) of Japan's 8 regions. Those without a mobile phone or who could not respond to the survey in Japanese were excluded we estimate coverage to be over 98% of the 18+ population. To mitigate for differential non-response, our respondin estimates based on province, sex, age, educational attainment, and employment status.				
Mexico	Kantar conducted a face-to-face survey with a representative, probability sample of 1,000 people. The survey covered p states in Mexico. Settlements with less than 5,000 inhabitants and people who could not respond to the survey in Spanis on these exclusions, we estimate coverage to be 79% of the 18+ population. To mitigate for differential non-response, ou population estimates based on province, sex, age, educational attainment, and employment status.				
US	Our nationally representative sample of 1,000 people was drawn using random digit dialing across landlines (30%) and Those without a mobile phone or who could not speak English were excluded from the sample. Based on these exclusion the 18+ population. To mitigate for differential non-response, our responding sample was weighted to population estimo attainment, and employment status.				

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people living in all 15 regions in Chile. estimate coverage to be 83% of the 18+ ased on province, sex, age, educational

andom sample of 560 people drawn from Mobile, China Unicom, and China Telecom) htry's four main languages were excluded ate for differential non-response, our ational attainment was available to weight eighting efficiency, due to the fairly large

people living in 21 provinces in Indonesia. Donse, our responding sample was weighted

d mobile phones (50%), stratified by om the sample. Based on these exclusions, sample was weighted to population

people living in 64 settlements across 28 hish were excluded from the sample. Based bur responding sample was weighted to

d mobile phones (70%), stratified by state. ons, we estimate coverage to be over 97% of nates based on state, sex, age, educational

Demographics





Demographics of the weighted sample

	Chile	China	Indonesia	Japan	Mexico	US
Female	51%	49%	50%	51%	53%	51%
Employed (30+ hours/week)	38%	57%	23%	43%	38%	47%
Coastal (30km from coast)	30%	24%	41%	60%	30%	28%
High school graduate	66%	86%	44%	93%	70%	94%
Average age (years)	45.3	39.0	40.7	52.1	40.9	48.3

About Kantar

Kantar is the world's leading data, insights and consulting company. We understand more about how people think, feel, shop, share, vote and view than anyone else. Combining our expertise in human understanding with advanced technologies, Kantar's 30,000 people help the world's leading organisations succeed and grow. Kantar's Public Division experts provide the evidence needed for successful decision-making in government and the public sector.

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