

VIEWS ON SUSTAINABILITY

Morocco Edition

August 2023

GAME CHANGERS



Report Overview

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**HOW CONCERNED
ARE PEOPLE ABOUT
ENVIRONMENTAL
ISSUES?**

2

**THE PUBLIC'S
UNDERSTANDING
OF SUSTAINABILITY**

3

**ACTIONS TAKEN
TO LIVE MORE
SUSTAINABLY**

4

**SUSTAINABILITY
RESPONSIBILITY
& INDUSTRY
PERCEPTIONS**

5

**ATTITUDES
TOWARDS
SUSTAINABILITY**



HOW CONCERNED ARE PEOPLE ABOUT ENVIRONMENTAL ISSUES?

1 in 2 People Believe Environmental Issues Are A Primary Global Concern



50%

Have Concerns About The Environment

By Gender

Male



Female



By Age

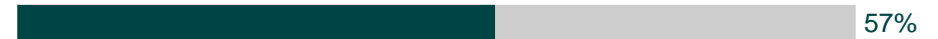
18 - 24



25 - 34



35 - 44



45+



By Income Level

Upper Income



Middle Income



Lower Income



However, A Brand's Commitment To Sustainable Practices Only Affects Brand Selection Of 1 In 5 People



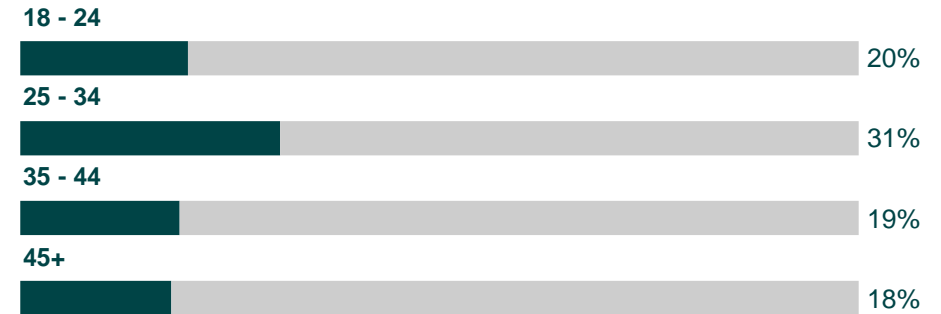
22%

Prioritize Socially Responsible & Eco-Friendly Brands

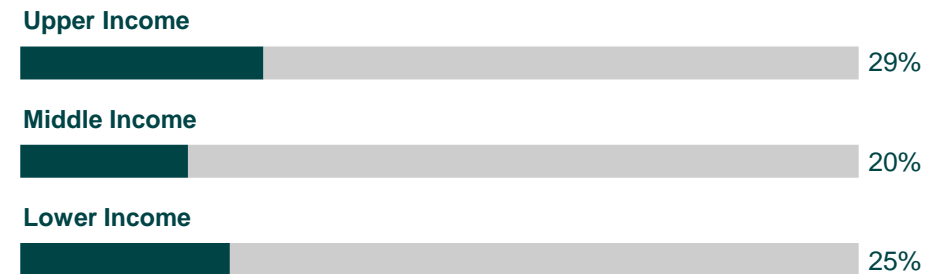
By Gender



By Age



By Income Level



Q: What are the three most important criteria that you consider when purchasing/dealing with a brand in Morocco?



THE PUBLIC'S UNDERSTANDING OF SUSTAINABILITY

The Majority Say That They Are Aware Of The Term Sustainability



96%

Are Aware Of The Term Sustainability

By Gender



By Age



By Income Level



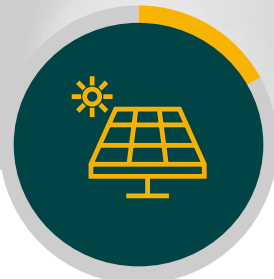
Natural Resources Conservation And Renewable Energy Sources Top The List Of Topics That Come To Mind First At The Mention Sustainability

Top Topics Associated With Sustainability



23%

Natural Resources
Conservation



17%

Using Renewable
Energy Sources



14%

Ethical
Consumption



12%

Water
Saving



10%

Recycling



9%

Reducing
Pollution



8%

Nature
Preservation



3%

Plastic-Free
Products

Sustainability Topic Associations By Demographics



Natural Resources Conservation

Using Renewable Energy Sources

Ethical Consumption

Water Saving

Recycling

Reducing Pollution

Nature Preservation

Plastic-Free Products

23%

17%

14%

12%

10%

9%

8%

3%

Male

25%

20%

15%

11%

9%

5%

10%

2%

Female

21%

15%

12%

13%

11%

12%

6%

3%

18 - 24

26%

16%

11%

9%

7%

14%

2%

4%

25 - 34

23%

20%

14%

11%

9%

8%

8%

2%

35 - 44

22%

25%

12%

6%

8%

9%

5%

4%

45+

21%

11%

16%

17%

14%

6%

12%

2%

Upper Income

33%

26%

3%

3%

10%

16%

2%

3%

Middle Income

21%

18%

14%

14%

11%

8%

9%

3%

Lower Income

27%

11%

20%

6%

7%

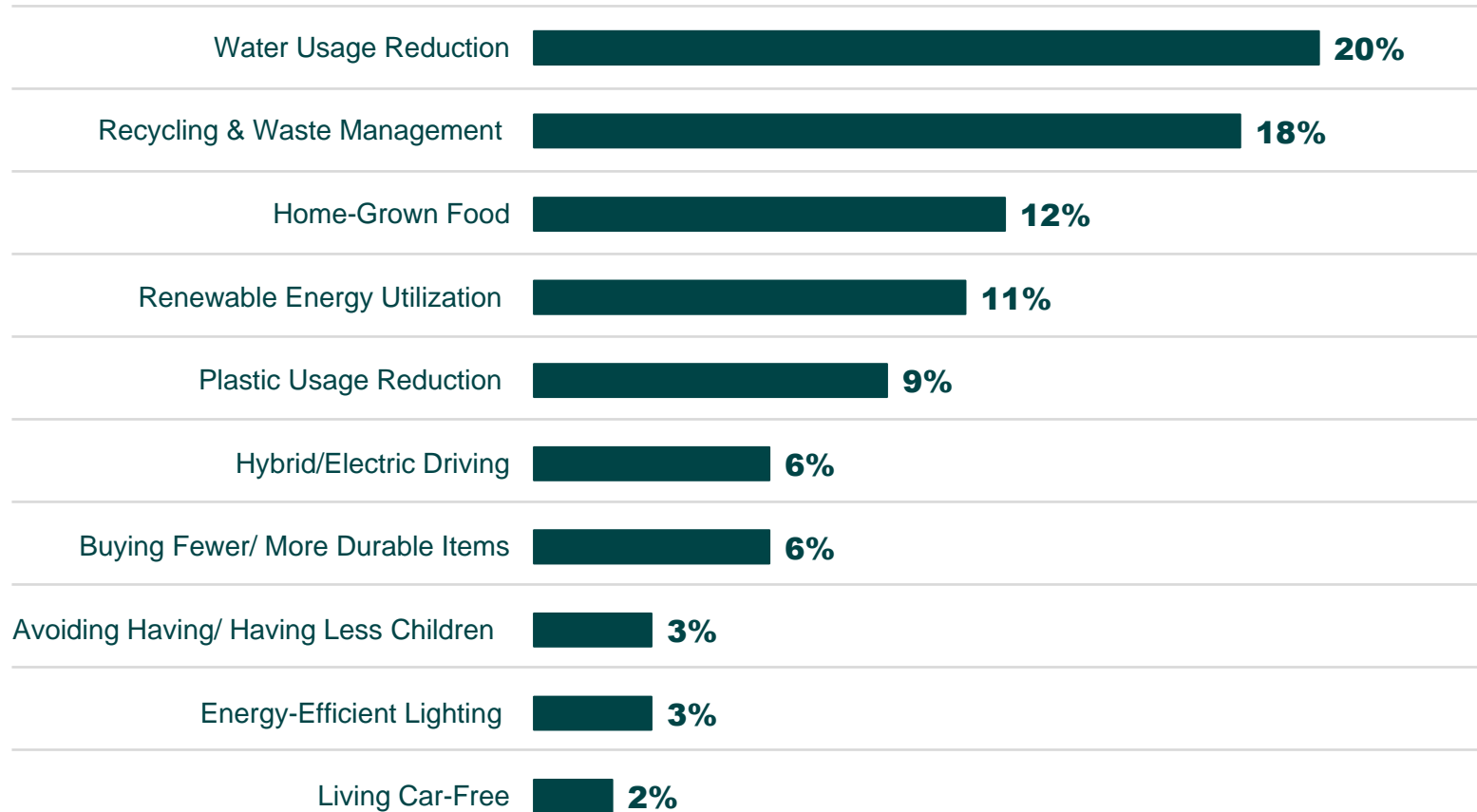
7%

7%

-

However, There Is A Misjudgment Regarding Impactful Actions On Sustainability, Where People Underestimate The Most Effective Measures

Top 10 Actions Perceived To Have The Most Impact



Top 5 Actual Impact Actions Rank*

Action	Actual Rank	Perceived Rank
Avoiding Having/ Having Less Children	1	8
Living Car-Free	2	10
Avoiding Long-Distance Air Travel	3	11
Renewable Energy Utilization	4	4
Hybrid/ Electric Driving	5	6



ACTIONS TAKEN TO LIVE MORE SUSTAINABLY

The Majority Have Incorporated Sustainability Actions Into Their Lifestyle In Some Way Or Another



95%

Have Taken Steps That Are Linked To A More Sustainable Lifestyle

By Gender



By Age



By Income Level



Q: What steps have you personally taken to live a more sustainable lifestyle?



Individuals Adopt A Range Of Sustainability-positive Actions, Focusing On Easy To Moderate Efforts Such As Water Usage Reduction And Use Of Low-energy Lightbulbs

Sustainability Actions Taken



40%

Reduce Water Usage



35%

Use Low-Energy Lightbulbs



34%

Walk More For Transportation



26%

Buy/ Use Products With Less Plastic



24%

Consciously Buy Fewer Items



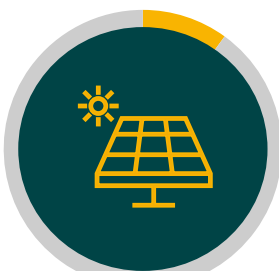
22%

Eat Less Meat/ Have A Plant-Based Diet



17%

Recycle & Manage Waste



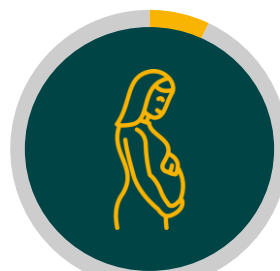
10%

Switched To Renewable Electricity



8%

Grow Their Own Food



7%

Avoid Having/Have Less Children



5%

Avoid Long-Distance Air Travel



5%

Drive Hybrid/ Electric Cars

Individuals Are More Likely To Embrace A Sustainable Lifestyle If They Are More Aware Of Its Practices And If It Doesn't Incur Additional Costs

Motivators For Sustainable Living



52%

Being More Aware Of Sustainable Practices Implementation



41%

If Sustainable Practices Don't Have An Extra Cost



39%

If Sustainable Practices Are Also Applied by Others



31%

If Sustainable Practices Are Convenient



23%

If There's An Economic Incentive



22%

If The Law Requires It

Motivators For Sustainable Living By Demographics



Being More Aware Of Sustainable Practices Implementation

52%



If Sustainable Practices Don't Have An Extra Cost

41%



If Sustainable Practices Are Also Applied by Others

39%



If Sustainable Practices Are Convenient

31%



If There's An Economic Incentive

23%



If The Law Requires It

22%

	Being More Aware Of Sustainable Practices Implementation	If Sustainable Practices Don't Have An Extra Cost	If Sustainable Practices Are Also Applied by Others	If Sustainable Practices Are Convenient	If There's An Economic Incentive	If The Law Requires It
Male	49%	36%	39%	27%	25%	29%
Female	56%	46%	40%	36%	21%	15%
18 - 24	59%	43%	38%	36%	27%	20%
25 - 34	52%	34%	38%	36%	21%	15%
35 - 44	51%	38%	42%	37%	22%	31%
45+	51%	46%	40%	22%	24%	22%
Upper Income	52%	33%	32%	43%	31%	28%
Middle Income	54%	43%	41%	30%	24%	23%
Lower Income	44%	33%	31%	32%	15%	10%



SUSTAINABILITY RESPONSIBILITY & INDUSTRY PERCEPTIONS

Two-Thirds Of Individuals Believe That The Responsibility Of Bearing The Cost Of Sustainable Practices Should Lie With Governments



63%

Governments



20%

Businesses

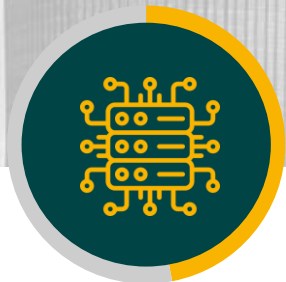


17%

Consumers

The Sectors Perceived To Be Most Sustainably Responsible Are Technology Companies, Followed By Fashion Brands And E-commerce Companies

Industries People Think Are Most Active On Sustainability



47%

Technology Companies



37%

Clothing & Fashion Brands



36%

E-commerce Companies



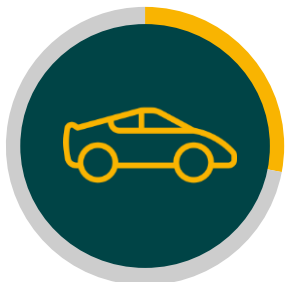
32%

Household Goods Manufacturers



30%

Hospitality



28%

Automotive Manufacturers



28%

Financial Service Providers



24%

Public Transport Providers



19%

Oil & Gas Companies



18%

Airlines

The Majority of The Top 10 Brands Most Associated With Sustainability Are Global Brands

Top 10 Brands Associated With Sustainable Practices



1



2



3



4



5



6



7



8



9



10



ATTITUDES TOWARDS SUSTAINABILITY

Economic Prioritization And Skepticism



43%

Believe That The Economy Should Be Prioritized Even If It Means Compromising The Environment



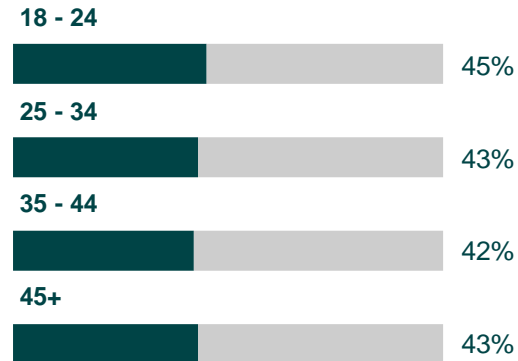
34%

Don't Believe That Climate Change Is As Serious An Issue As It Is Made Out To Be

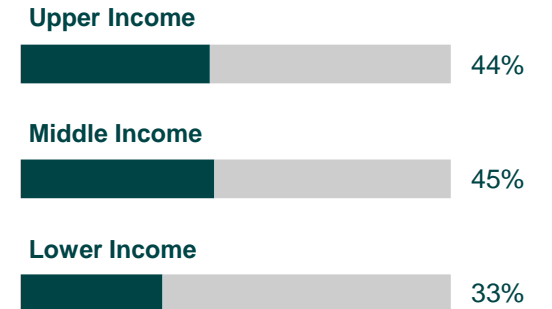
By Gender



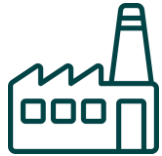
By Age



By Income Level



Corporate Accountability And Consumerism



72%

Believe That Companies In Morocco Lack In Terms Of Supporting Sustainability And Ethical Best Practices



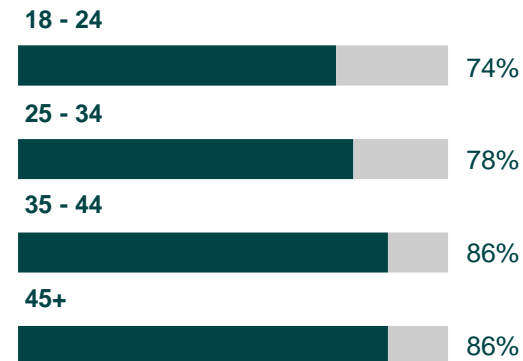
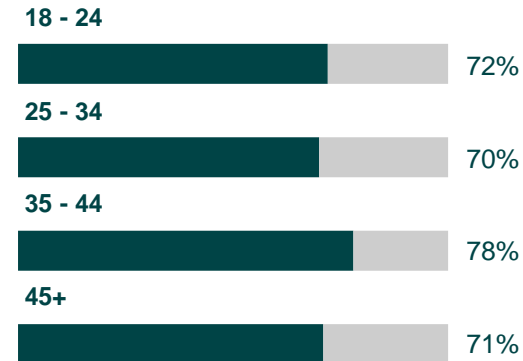
82%

Consider Themselves To Be Sustainable/Ethical Consumers

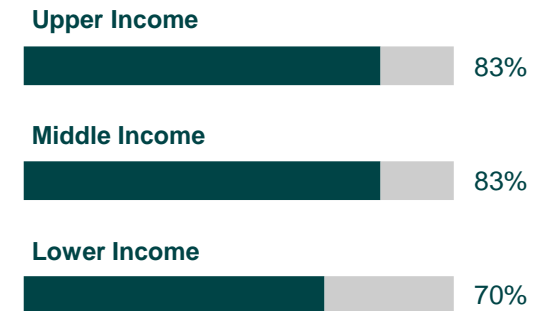
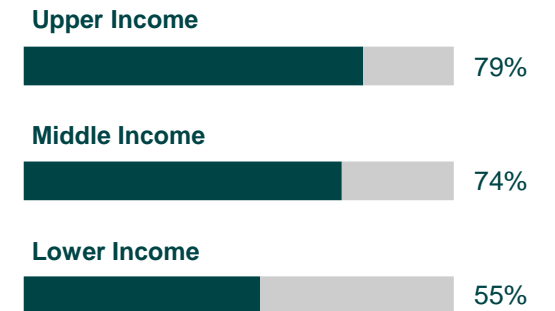
By Gender



By Age



By Income Level



Personal Commitment And Actions



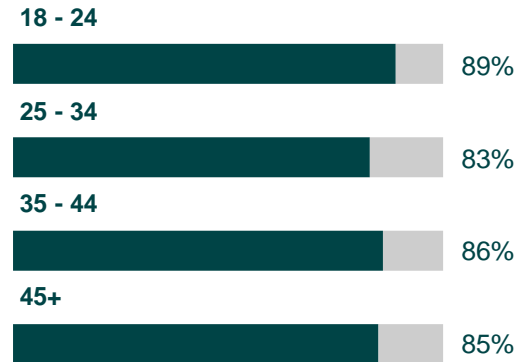
86%

Are Prepared To Make Lifestyle Compromises To Benefit The Environment

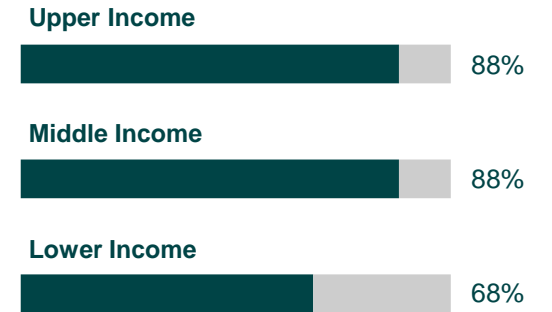
By Gender



By Age

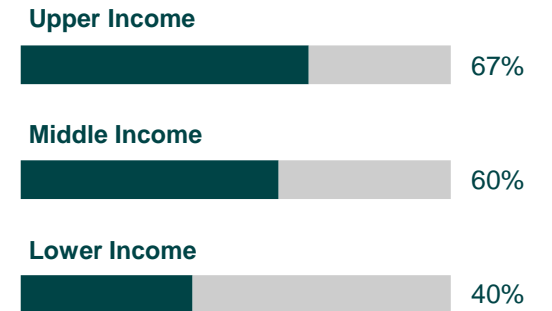
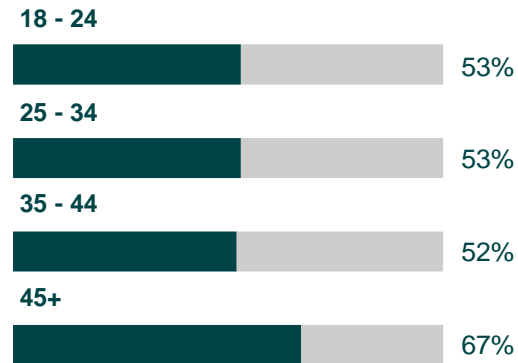


By Income Level



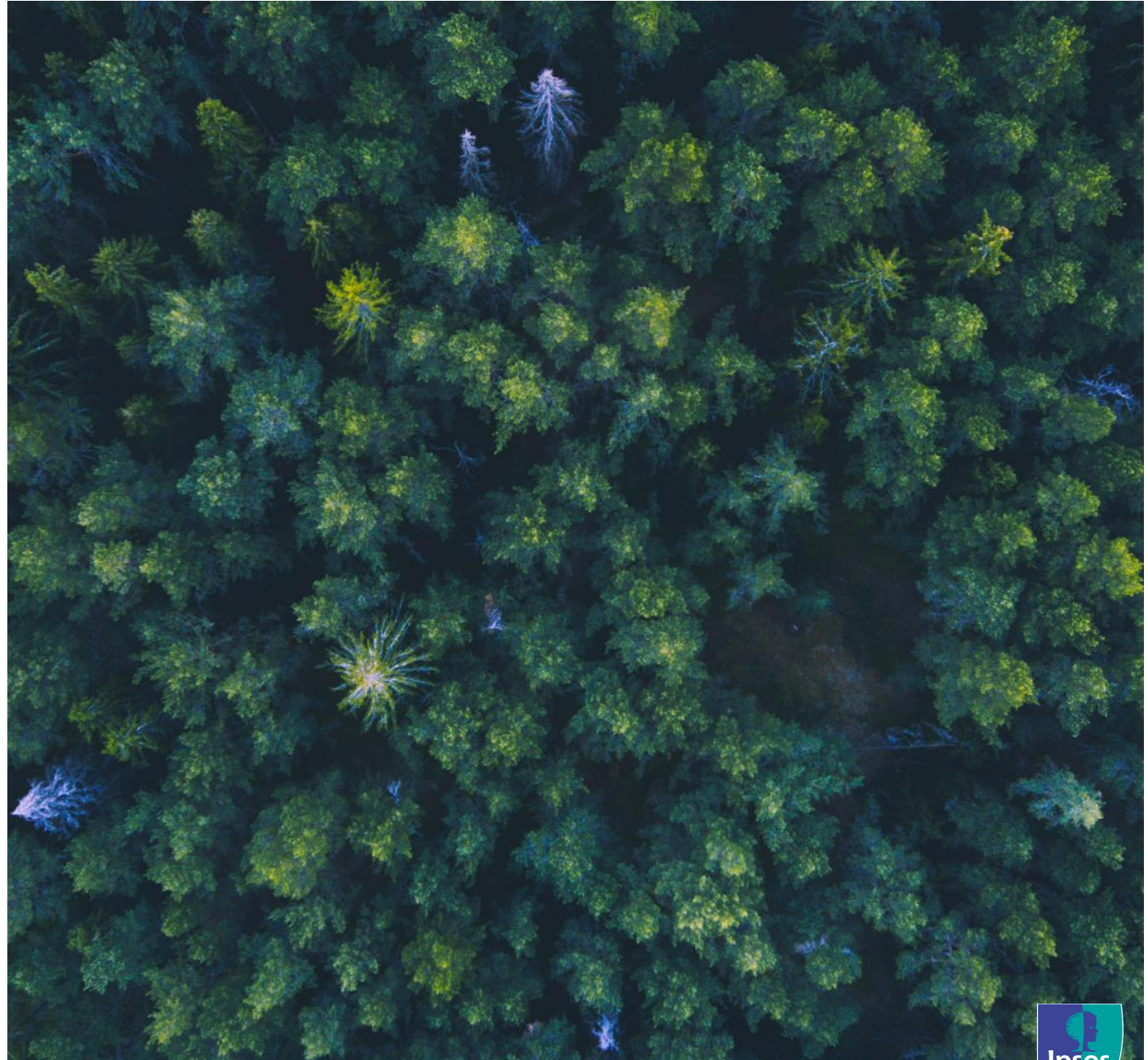
58%

Are Not Sure What They Can Do To Make A Difference When It Comes To Climate Change



METHODOLOGICAL NOTES

- 500 Online Interviews
- Nationally Representative
- Males & Females
- 18 Years & Above
- Nationwide Coverage



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GAME CHANGERS

