

# VIEWS ON SUSTAINABILITY

**Qatar Edition**

August 2023

**GAME CHANGERS**



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SUSTAINABILITY**



# HOW CONCERNED ARE PEOPLE ABOUT ENVIRONMENTAL ISSUES?

# 3 In 5 Mention Environmental Issues As A Primary Global Concern



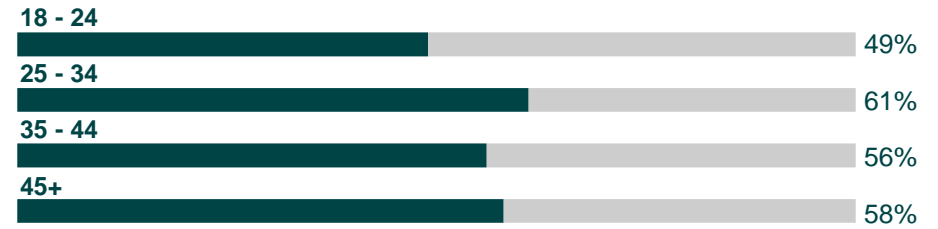
# 58%

## Have Concerns About The Environment

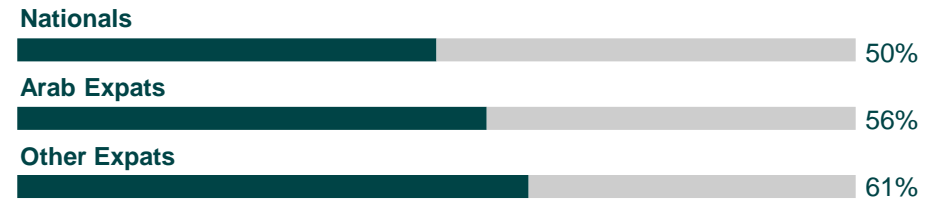
### By Gender



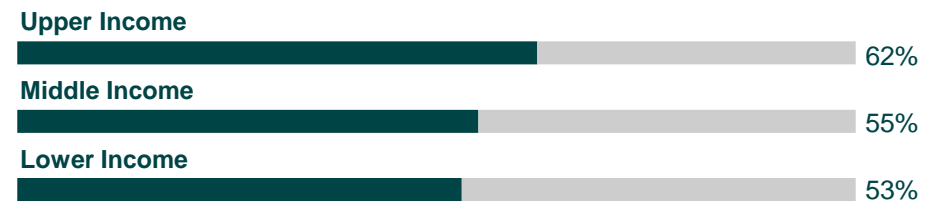
### By Age



### By Nationality



### By Income Level



# Nonetheless, A Brand's Dedication To Ethical Practices Impacts The Brand Selection Of Only 3 In 10 People



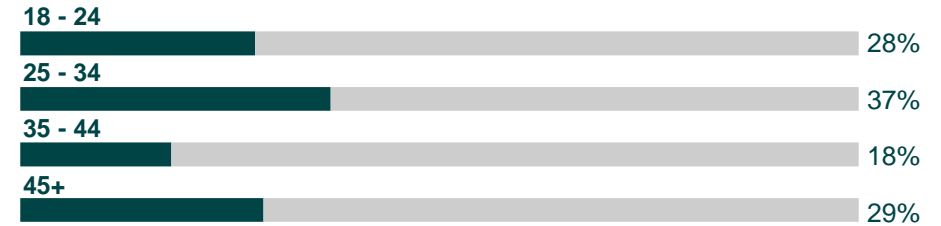
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## Prioritize Socially Responsible & Eco-Friendly Brands

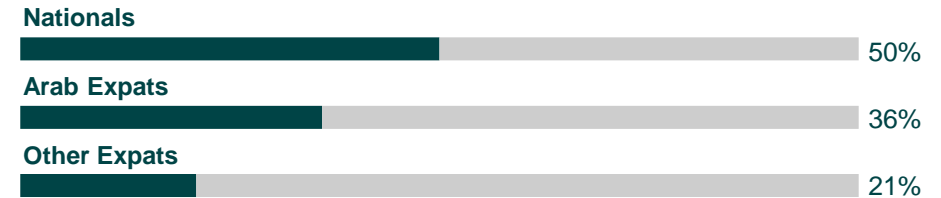
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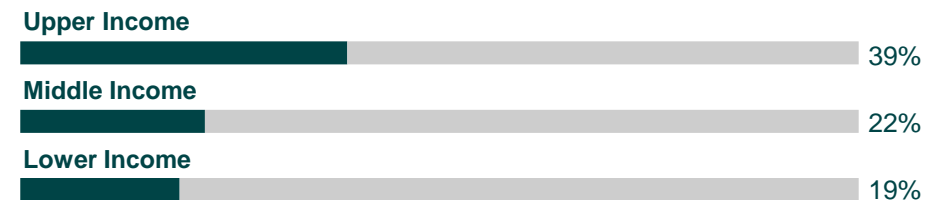
### By Age



### By Nationality



### By Income Level





# THE PUBLIC'S UNDERSTANDING OF SUSTAINABILITY

# The Vast Majority Say That They Are Aware Of The Term Sustainability



97%

Are Aware Of The Term Sustainability

## By Gender



## By Age



## By Nationality

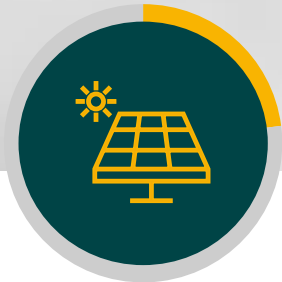


## By Income Level



# Sustainability Is Linked To A Variety Of Topics With Renewable Energy Sources And Recycling Being The First Aspects That Come To Mind

## Top Topics Associated With Sustainability



**23%**

Using Renewable Energy Sources



**19%**

Recycling



**14%**

Ethical Consumption



**13%**

Natural Resources Conservation



**8%**

Nature Preservation



**7%**

Reducing Pollution



**6%**

Plastic-Free Products



**6%**

Water Saving



# Sustainability Topic Associations By Demographics



Using Renewable Energy Sources

**23%**

23%



Recycling

**19%**

21%



Ethical Consumption

**14%**

12%



Natural Resources Conservation

**13%**

12%



Nature Preservation

**8%**

9%



Reducing Pollution

**7%**

6%



Plastic-Free Products

**6%**

7%



Water Saving

**6%**

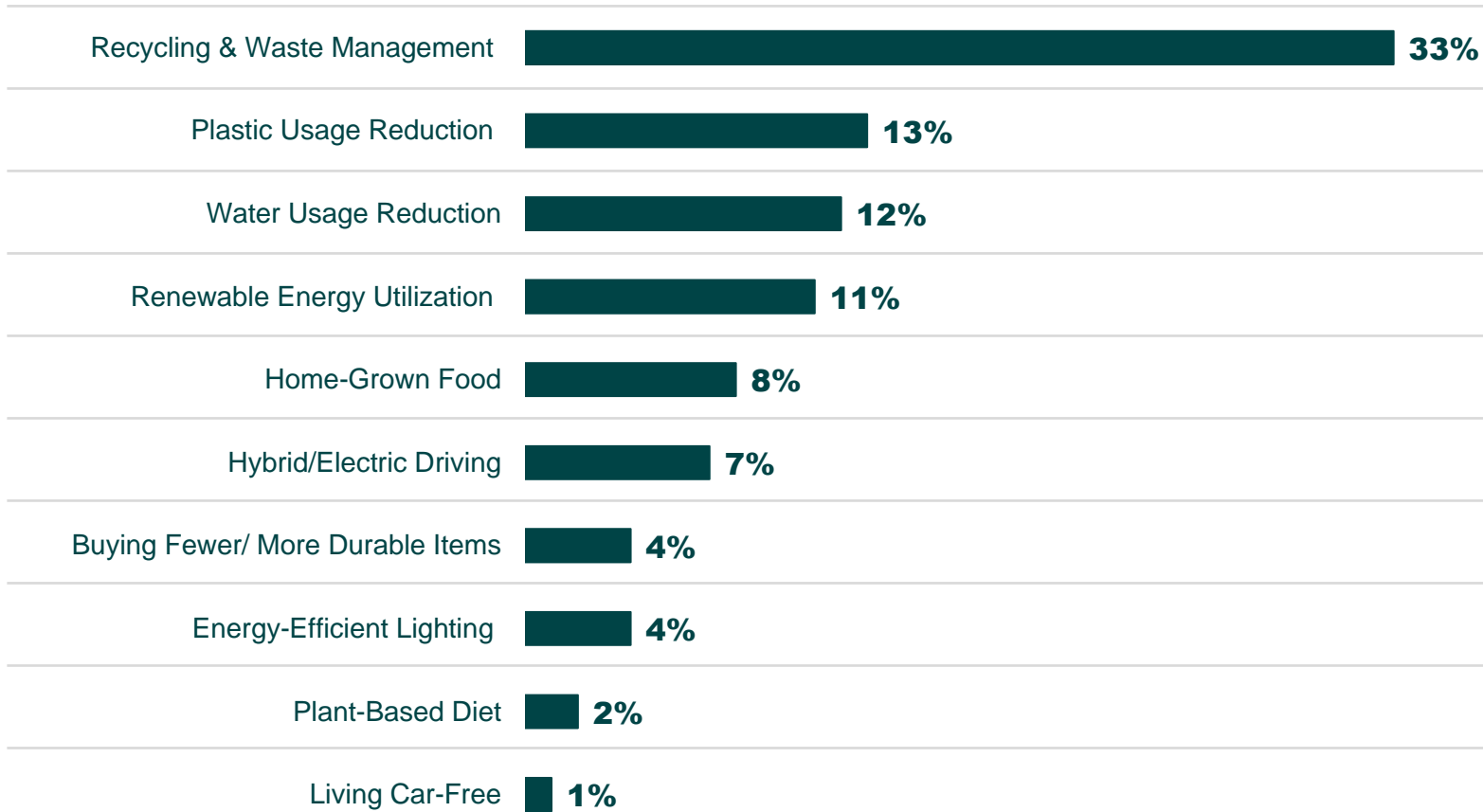
7%

-

<b>Male</b>	23%	21%	12%	12%	9%	6%	7%	7%
<b>Female</b>	24%	14%	20%	18%	6%	9%	3%	-
<b>18 - 24</b>	20%	19%	5%	19%	9%	6%	9%	9%
<b>25 - 34</b>	25%	25%	11%	13%	9%	5%	5%	3%
<b>35 - 44</b>	22%	14%	19%	13%	6%	9%	9%	3%
<b>45+</b>	24%	12%	18%	10%	7%	10%	3%	13%
<b>Nationals</b>	39%	9%	10%	8%	18%	9%	3%	1%
<b>Arab Expats</b>	24%	26%	12%	14%	6%	6%	2%	4%
<b>Other Expats</b>	20%	15%	15%	14%	8%	7%	10%	8%
<b>Upper Income</b>	25%	20%	12%	14%	9%	6%	5%	6%
<b>Middle Income</b>	20%	19%	14%	14%	8%	9%	7%	7%
<b>Lower Income</b>	27%	15%	19%	11%	6%	6%	5%	2%

# Nonetheless, There Is A Misconception Among Individuals, Where They Underestimate Some Of The Most Impactful Sustainable 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	13
Living Car-Free	2	10
Avoiding Long-Distance Air Travel	3	12
Renewable Energy Utilization	4	4
Hybrid/ Electric Driving	5	6



# **ACTIONS TAKEN TO LIVE MORE SUSTAINABLY**

# The Majority Have Incorporated Sustainability Practices Into Their Lifestyle In One Way Or Another



# 96%

## Have Taken Steps That Are Linked To A More Sustainable Lifestyle

### By Gender



### By Age



### By Nationality



### By Income Level



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

# People Implement Many Sustainability-positive Actions, Such As Using Low-energy Lightbulbs, Reducing Plastic Consumption, And Recycling

## Sustainability Actions Taken



**38%**

Recycle & Manage Waste



**32%**

Use Low-Energy Lightbulbs



**31%**

Buy/ Use Products With Less Plastic



**26%**

Reduce Water Usage



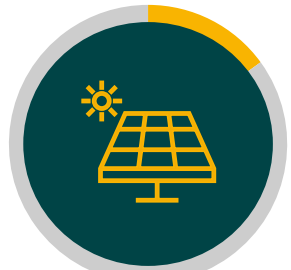
**26%**

Walk More For Transportation



**21%**

Consciously Buy Fewer Items



**15%**

Switched To Renewable Electricity



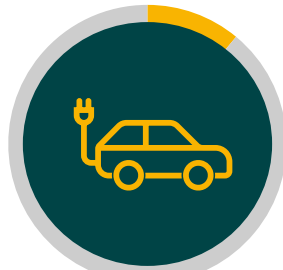
**14%**

Grow Their Own Food



**13%**

Eat Less Meat/ Have A Plant-Based Diet



**11%**

Drive Hybrid/ Electric Cars



**5%**

Avoid Long-Distance Air Travel



**4%**

Avoid Having/Have Less Children

# People Would Be Motivated To Live A More Sustainable Lifestyle If They Were More Aware Of Sustainable Practices, And If Such Practices Are Also Applied By Others

## Motivators For Sustainable Living



**42%**

Being More Aware Of Sustainable Practices Implementation



**40%**

If Sustainable Practices Are Also Applied by Others



**39%**

If Sustainable Practices Are Convenient



**38%**

If There's An Economic Incentive



**32%**

If Sustainable Practices Don't Have An Extra Cost



**26%**

If The Law Requires It

# Motivators For Sustainable Living By Demographics



Being More Aware Of Sustainable Practices Implementation

**42%**



If Sustainable Practices Are Also Applied by Others

**40%**



If Sustainable Practices Are Convenient

**39%**



If There's An Economic Incentive

**38%**



If Sustainable Practices Don't Have An Extra Cost

**32%**



If The Law Requires It

**26%**

<b>Male</b>	39%	44%	38%	39%	29%	27%
<b>Female</b>	51%	29%	40%	32%	43%	22%
<b>18 - 24</b>	22%	46%	45%	37%	33%	20%
<b>25 - 34</b>	41%	46%	41%	39%	29%	22%
<b>35 - 44</b>	43%	25%	35%	37%	37%	30%
<b>45+</b>	57%	46%	34%	35%	33%	32%
<b>Nationals</b>	28%	36%	43%	38%	43%	40%
<b>Arab Expats</b>	35%	49%	50%	53%	27%	19%
<b>Other Expats</b>	49%	35%	30%	27%	34%	28%
<b>Upper Income</b>	36%	46%	46%	43%	36%	25%
<b>Middle Income</b>	49%	36%	34%	34%	30%	27%
<b>Lower Income</b>	41%	37%	28%	28%	28%	26%



# **SUSTAINABILITY RESPONSIBILITY & INDUSTRY PERCEPTIONS**



# 3 In 5 People Think Governments Should Bear The Cost Of Sustainable Practices, While A Quarter Believe It Should Be Businesses



**60%**

Governments



**25%**

Businesses



**15%**

Consumers

# The Sectors Perceived To Be Most Sustainably Responsible Are Household Goods Manufacturers, Oil & Gas Companies And The Hospitality Industry

Industries People Think Are Most Active On Sustainability



**39%**

Household Goods  
Manufacturers



**37%**

Oil & Gas  
Companies



**36%**

Hospitality



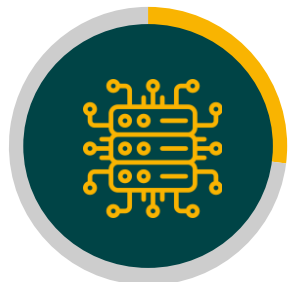
**35%**

Public Transport  
Providers



**34%**

Clothing &  
Fashion Brands



**27%**

Technology  
Companies



**26%**

Airlines



**26%**

Automotive  
Manufacturers



**25%**

E-commerce  
Companies



**16%**

Financial Service  
Providers

# Out Of The Top 10 Brands Most Associated With Sustainability, 3 Are Local Brands, with Baladna Taking The Lead

Top 10 Brands Associated With Sustainable Practices



1



2



3



4



5



6



7



8



9



10



# ATTITUDES TOWARDS SUSTAINABILITY

# Economic Prioritization And Skepticism



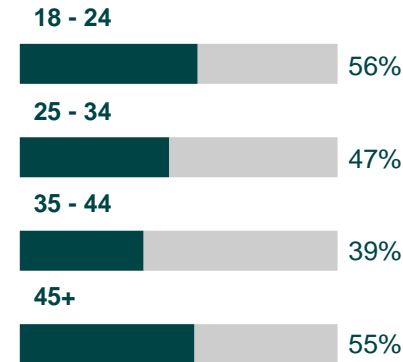
**48%**

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

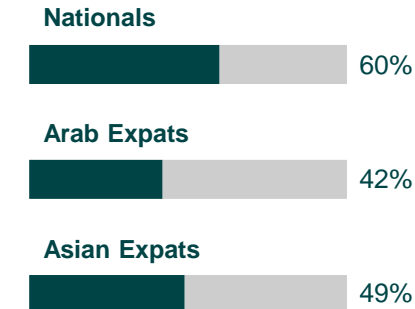
## By Gender



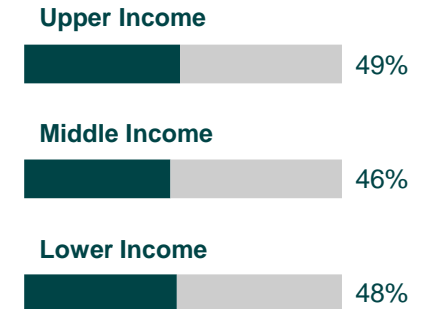
## By Age



## By Nationality

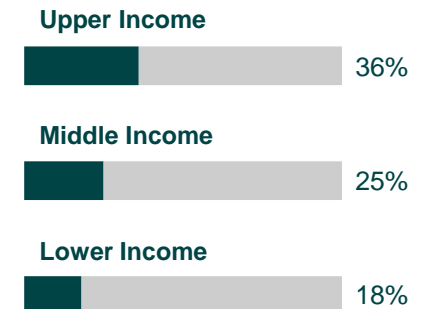
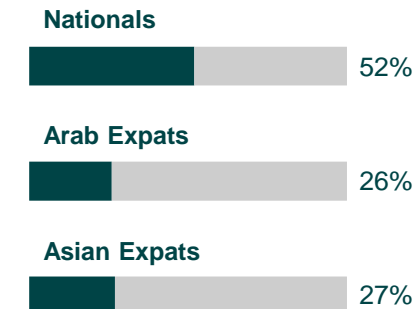
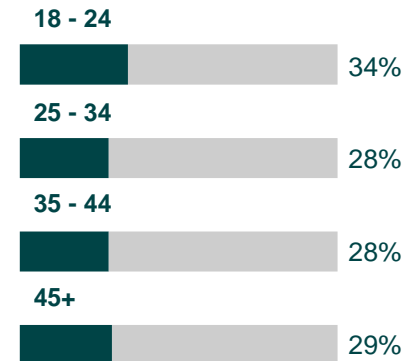
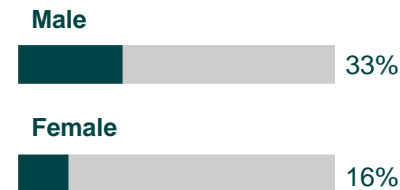


## By Income Level

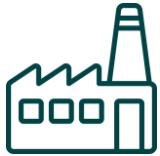


**29%**

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



# Corporate Accountability And Consumerism



**48%**

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



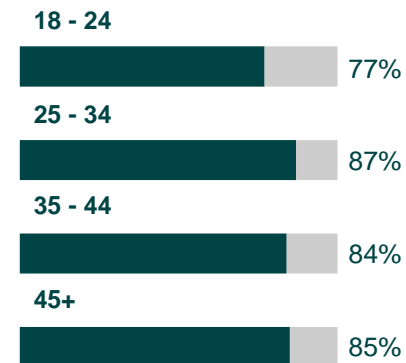
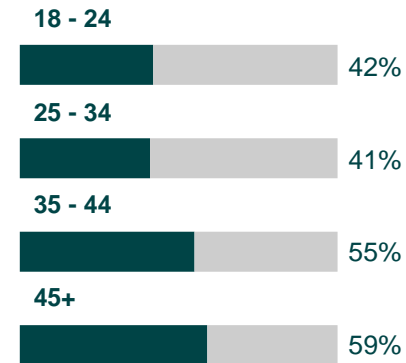
**85%**

Consider Themselves To Be Sustainable/Ethical Consumers

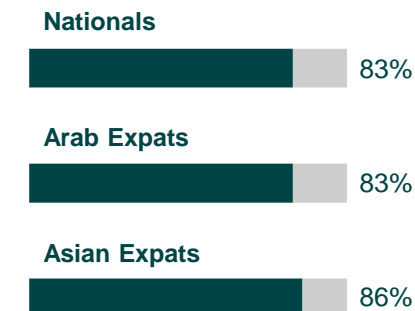
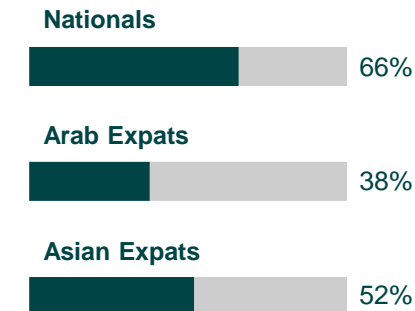
## By Gender



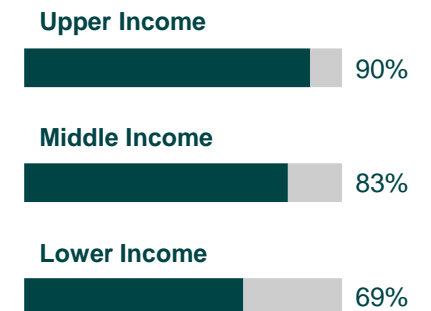
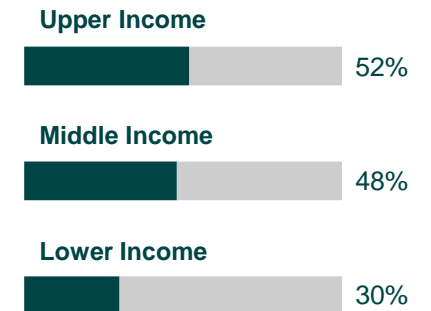
## By Age



## By Nationality



## By Income Level



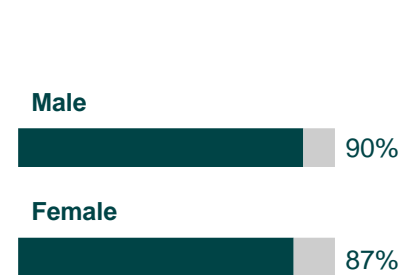
# Personal Commitment And Actions



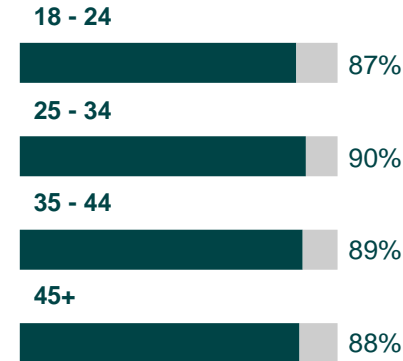
**89%**

Are Prepared To Make Lifestyle Compromises To Benefit The Environment

## By Gender



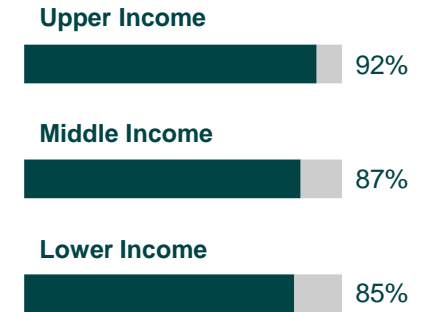
## By Age



## By Nationality

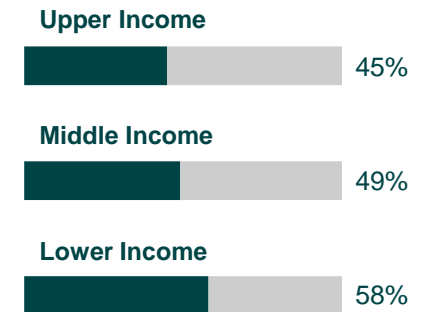
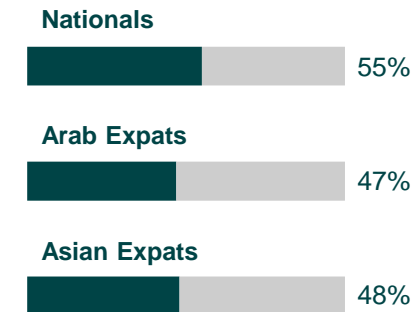
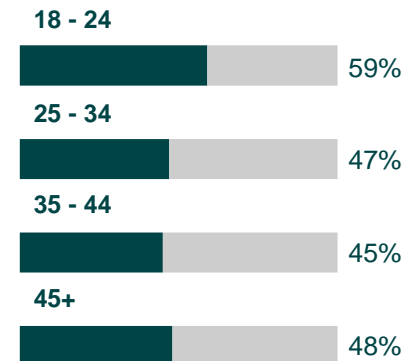


## By Income Level



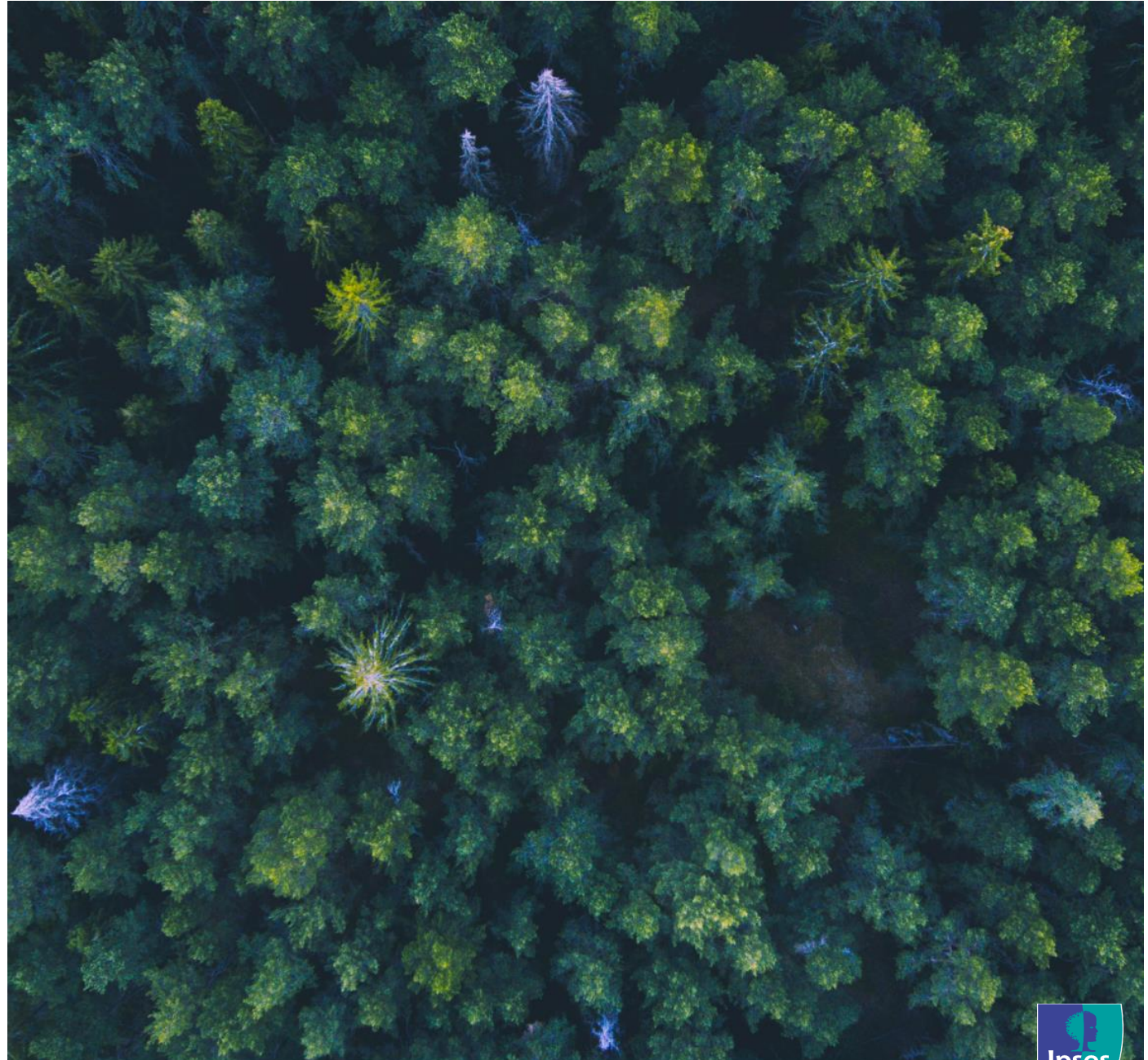
**48%**

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





# FOR MORE INFORMATION:

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**GAME CHANGERS**

