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## Highlights of Results

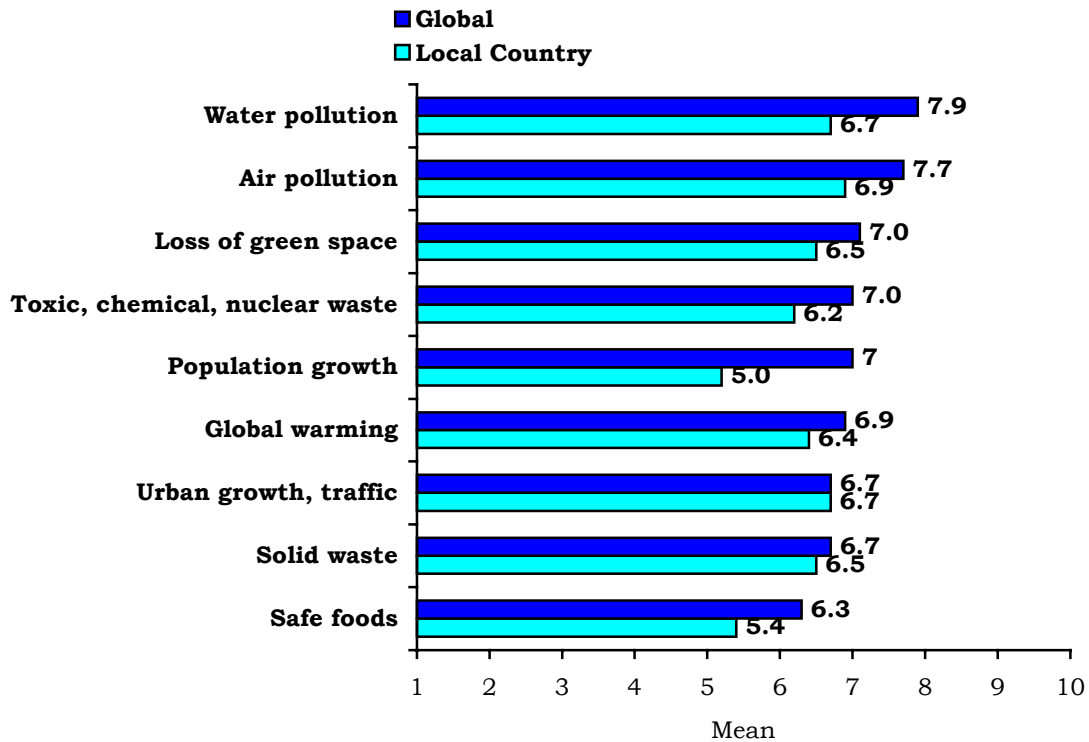
Aug. 19 to Sept 13, 2002

(25,164 people from 175 countries)

- There was a surprisingly strong consensus of opinion around the globe.
  - Overall people said they were very dissatisfied with the state of the world and the environment in particular.
  - They have little confidence in either their national governments or international organizations to solve the most pressing problems.
  - They see the answers coming from the people themselves and how we live our lives on a daily basis.
  - People say they are willing to pay a significant financial price for a cleaner environment.
1. **Global Conditions** - By 71-28%, respondents are more unhappy than happy with the world's general condition.
  2. **Issue Concerns** - Environment (28%) is the #2 issue to economic concerns (33%) such as poverty, jobs, and standard of living. Terrorism (13%) is a distant third. A 53% majority pick "environment" as the first or second most important problem in the world today.
  3. **Environmental Quality** - Quality of global environment is rated negative (55% bad, 15% good, 29% neutral) and getting worse (67%) not better (19%); meanwhile, quality of respondents' local country's environment is rated higher than planet's (34% good, 33% bad, 33% neutral), but still getting worse (53%) not better (28%).

4. **Biggest Problems** - Biggest global environmental problem is water pollution. For most issues, respondents perceive a bigger world threat than in their own country. This is especially true for population growth. Overall, air pollution is the top “local country” problem.

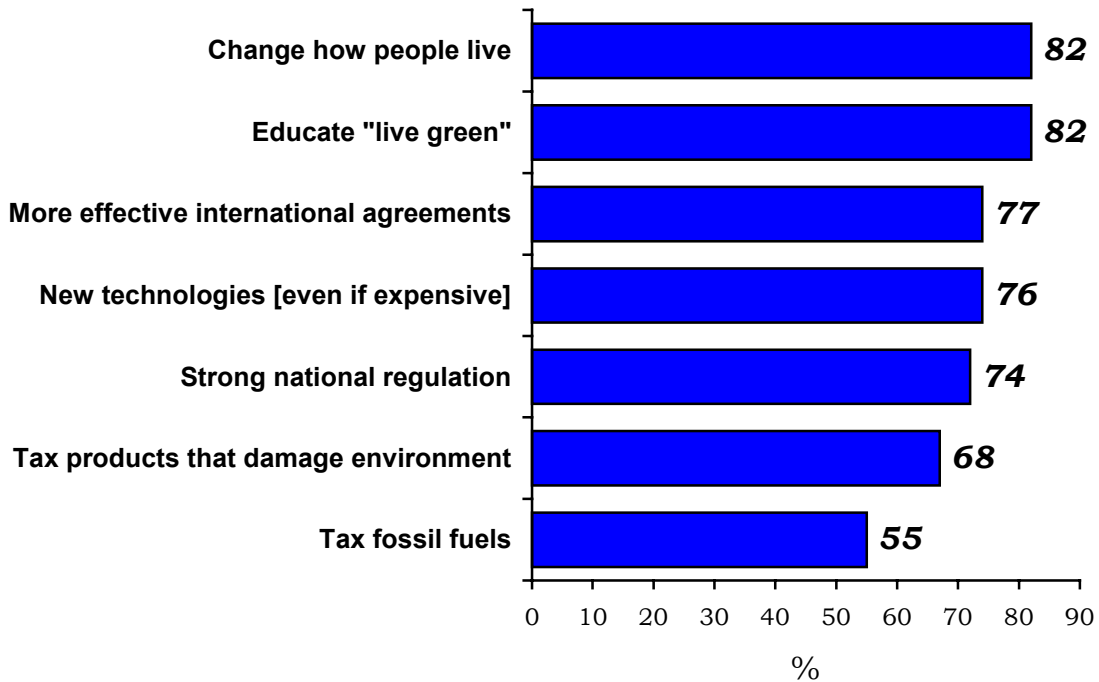
**Global and Local Country Environmental Issue Importance  
(Mean Score – 1-10 scale)**



5. **Responsible for Solving Problems** - Most responsible for solving the world’s environmental problems are local/national governments (74%) – even though they are rated negatively for the work they do today (29% positive, 54% negative) in protecting the environment. Second most responsible are “average citizens” (45%) followed by “international organizations” (34%). Large and international businesses are seen as much more of a negative (67%) than positive force on the global environment.

6. **Ideas for Improvement** - In rating various ideas to improve the environment, respondents are much more likely to see “people’s behavior” rather than “taxes” as the best path.

**Best Ways to Improve the Environment**



7. **Environment vs Economy** - By about three-to-one (74-23%), environmental protection is given priority over economic growth. About half (46%) say “environmental policies” are one of the top three issues in deciding how to vote in elections.
8. **Environmental Laws** - Half (51%) say current environmental laws are not strict enough, new national and international agreements are needed; one-third (33%) believes current law is sufficient, but enforcement is too lax.
9. **Paying for Improvements** - Two-thirds (68%) are willing to give up at least 1% of their income for real environmental quality improvement (23% would give “more than 5%” of their income).

10. **Sources of Environmental News** - The Internet (38%) is the number one source of news on the environment; newspaper (17%) and TV (17%) combine for less than Internet.
11. **Working for Change** - Sixty-one percent (61%) “regularly” do something in their daily lives to improve the environment.
12. **The WSSD Summit** - The Johannesburg Earth Summit is judged as valuable (and not a “waste of time”) by 60% to 36%.

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