



Healthy & Sustainable Living

A Global Consumer
Insights Project

Panel Discussion

September 24, 2019

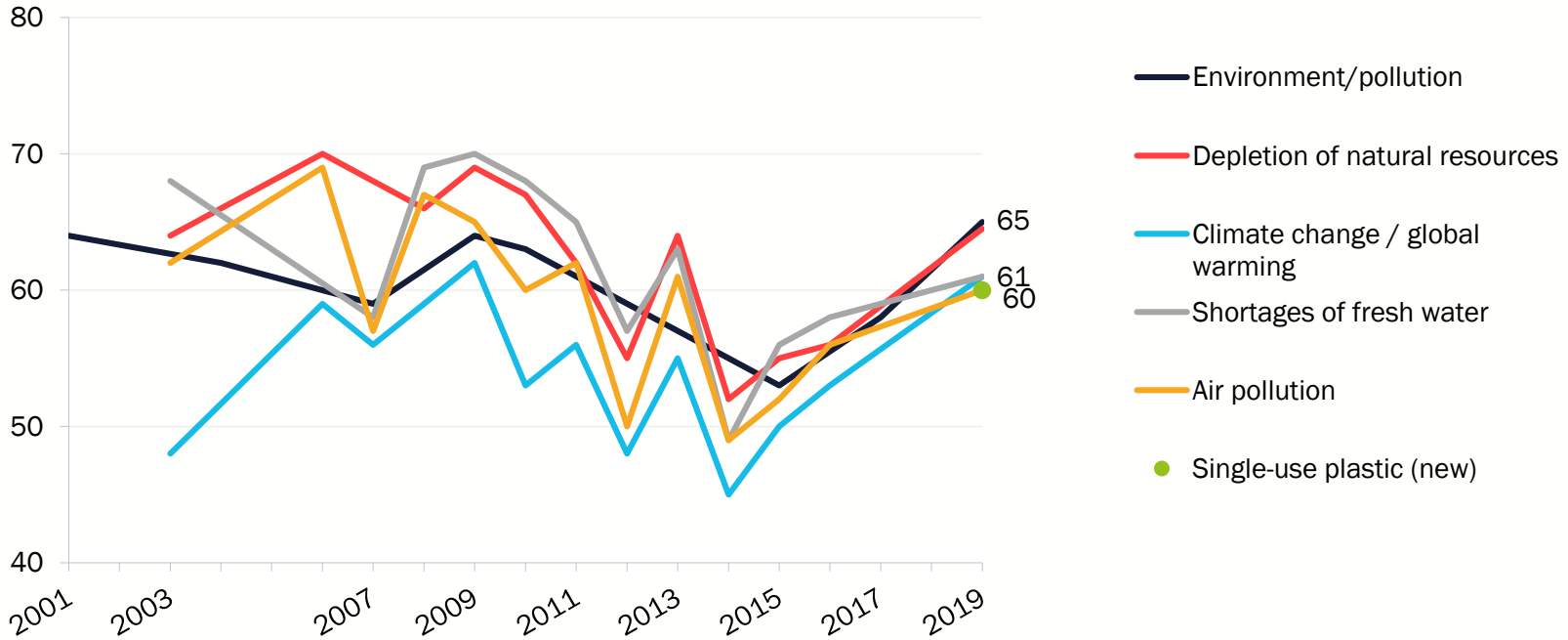
Participating Countries



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Seriousness of Environmental Problems

“Very Serious,” Average of 17 Countries,* 2001–2019



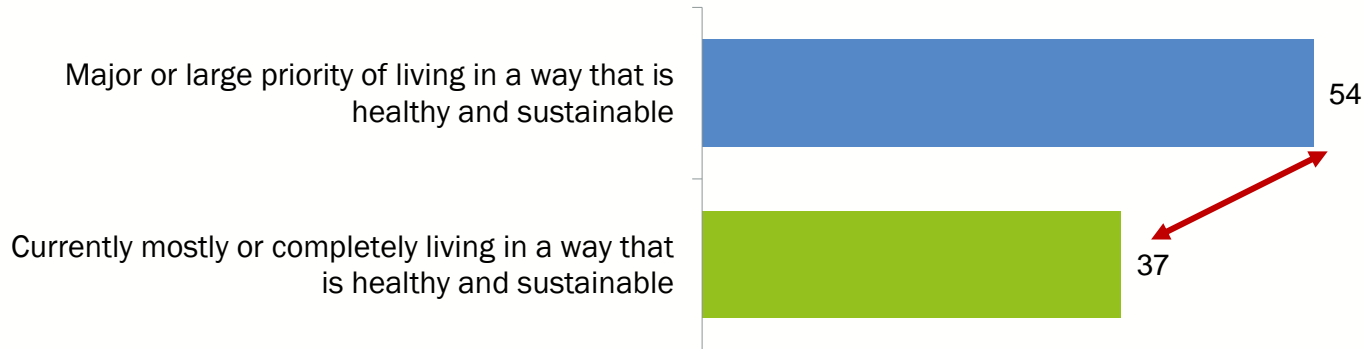
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*Includes Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Kenya, Mexico, Nigeria, Russia, Spain, Turkey, UK, and USA. Not all countries were asked in all years. This question was previously asked in GlobeScan’s Radar research programme, using an in-person and telephone methodology.

Q1. For each of the following possible *global* problems, please indicate if you see it as a very serious, somewhat serious, not very serious or not at all serious problem.

Assessment of One's Lifestyle and Healthy & Sustainable Living

Average of 25 Countries, 2019

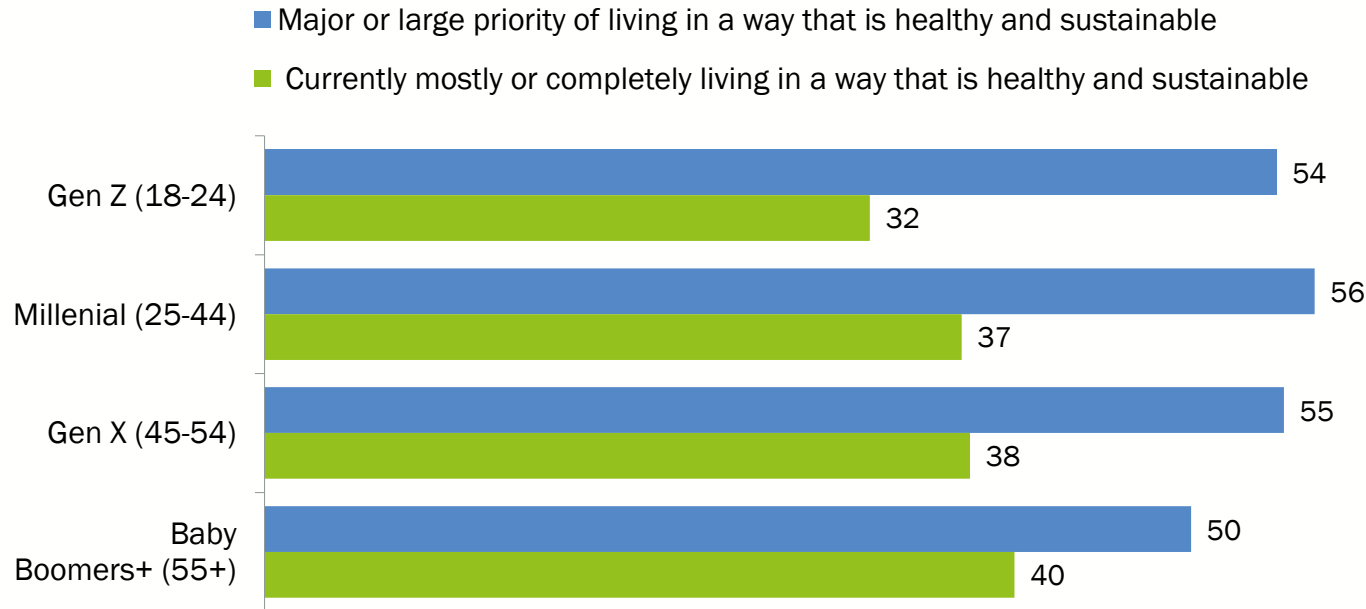


Q12a. Thinking of your life overall (especially what you eat, what you buy, how you go from place to place and how you consume energy), to what extent do you think you are living in a way that is good for **you**, good for **other people** and good for the **environment**, all at the same time?

Q12c. Compared with everything else that is happening in your life, how much of a priority is it for you to live in a way that is good for **you**, good for **other people** and good for the **environment**?

Priority of Healthy & Sustainable Living vs Current Lifestyle

Average of 25 Countries, by Generation, 2019

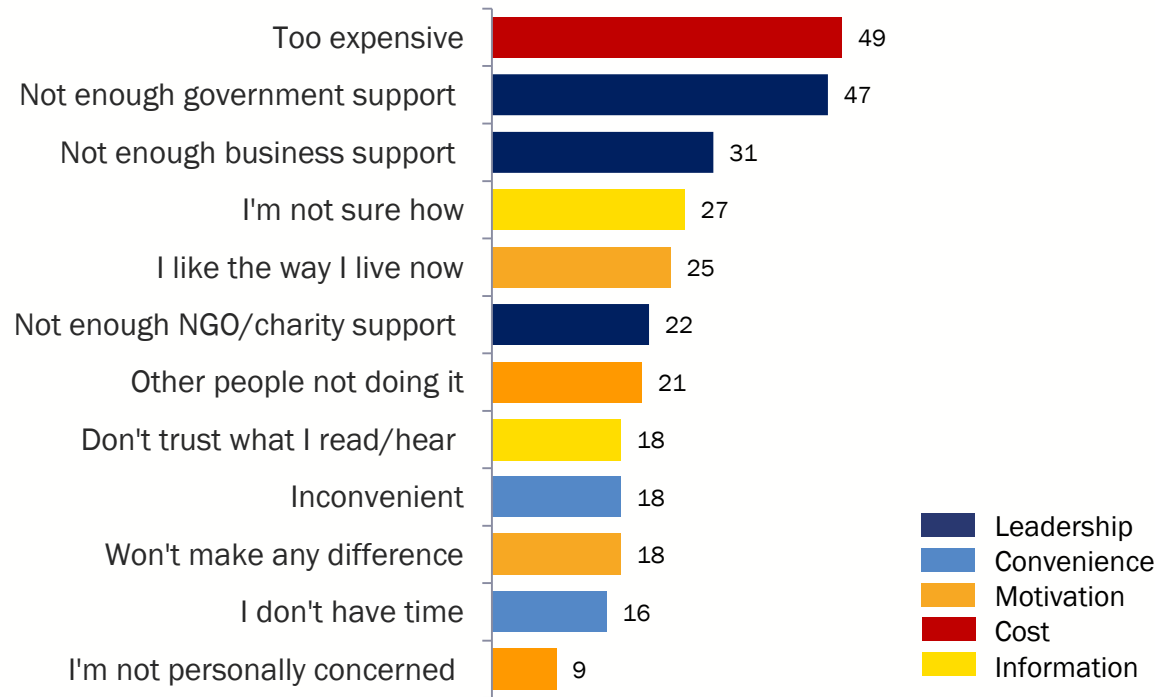


Q12a. Thinking of your life overall (especially what you eat, what you buy, how you go from place to place and how you consume energy), to what extent do you think you are living in a way that is good for **you**, good for **other people** and good for the **environment**, all at the same time?

Q12c. Compared with everything else that is happening in your life, how much of a priority is it for you to live in a way that is good for **you**, good for **other people** and good for the **environment**?

Barriers to Healthy & Sustainable Living

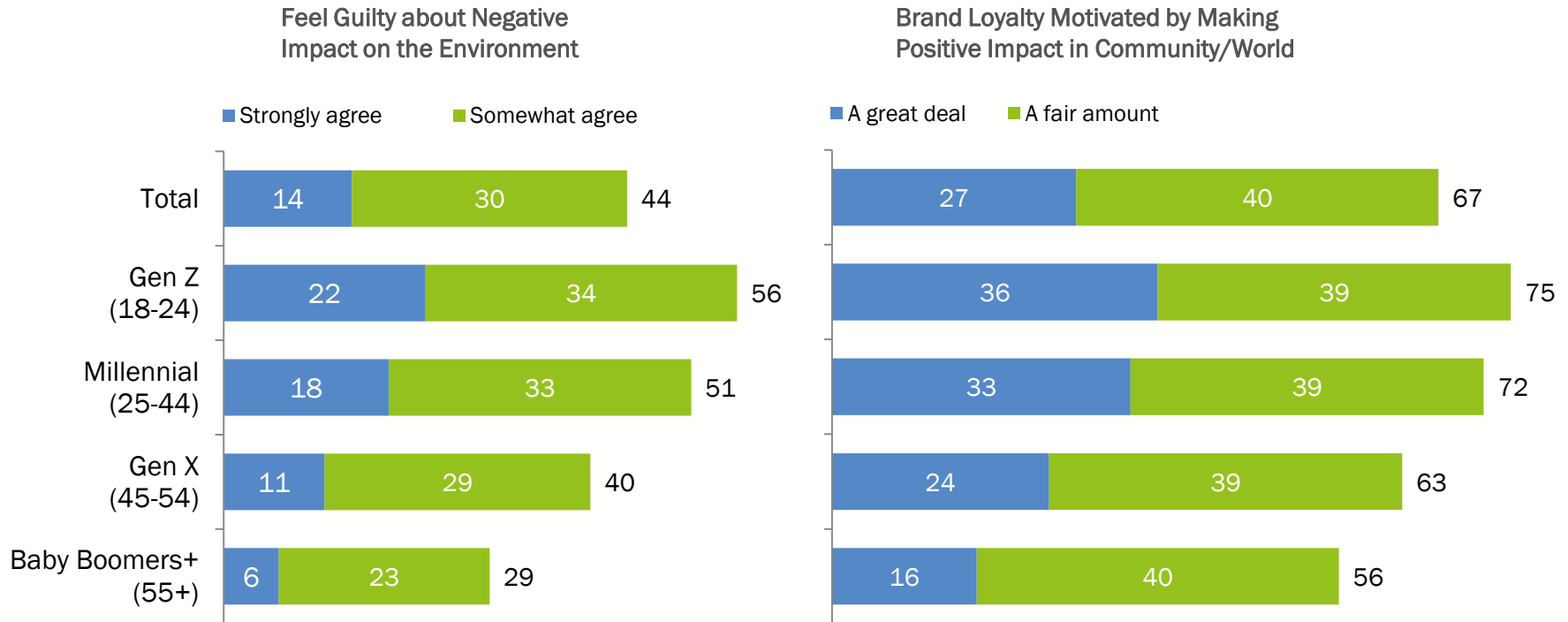
Total Mentions, Average of 25 Countries, 2019



Q13. What is preventing you from living in a way that is good for you, good for other people, and good for the environment? Please select 3 things from the following list in order of importance, with 1 being the most important, 2 the second most important, and 3 the third most important.

Generation Z: Especially in Need of Support

By Age, Average of 25 Countries, 2019



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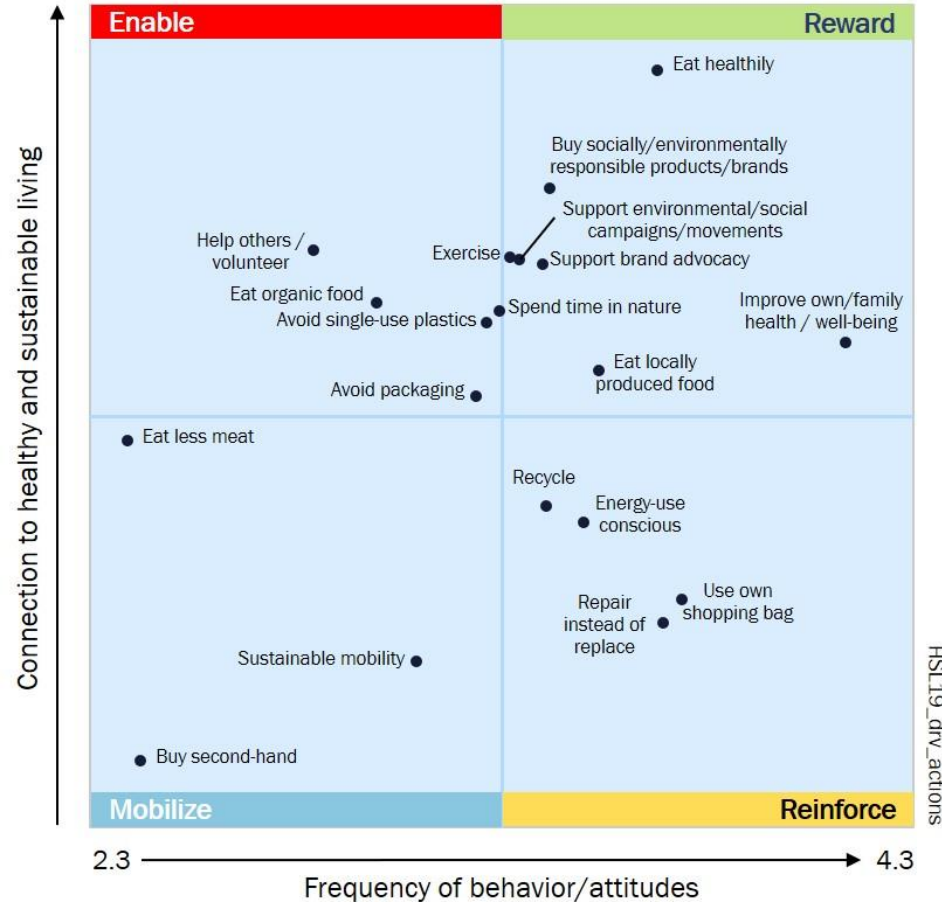
Q11a. Please indicate whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree with each of the following statements:

I actively support companies and/or brands that speak out on social and environmental problems

I feel guilty about my negative impact on the environment.

Drivers of a Healthy & Sustainable Lifestyle

Average of 25 Countries, 2019



Healthy & Sustainable Living: Panel Discussion



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Moderated by:
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