



# RED C Sustainability Monitor

## *Environmental Attitudes and Behaviours in Ireland*

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# Monitoring Sustainability

RED C has been tracking behaviours pertaining to sustainability and the environment in the Republic of Ireland since July 2019.

## The RED C Sustainability Monitor – tracking behaviour since July 2019



This latest edition of RED C's Sustainability Monitor (previously published in April 2020) looks at consumer views on sustainability issues in Ireland.

Questions were tested on RED C's own online omnibus service, **RED Line**, in Ireland. A nationally representative sample of adults aged 18+ surveyed as follows:

/ n=1,002 in Ireland, with fieldwork in current wave conducted between 4<sup>th</sup>-10<sup>th</sup> March 2021.

Waves covered in RED C Sustainability Monitor

Jul '19	Mar '20	Sep '20	Mar '21
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# RED C Sustainability Monitor



## On the back of Covid, we see some signs of 'sustainability fatigue'

With no immediate end in sight to the pandemic in Ireland, and on the back of a long year of lockdowns and restrictions, we see some signs of a weakening of resolve on sustainability amongst the adult population in Ireland in March 2021.

This is despite overall belief remaining strong that we must act now on the environment, and also despite good intentions to increase eco-friendly behaviours while curbing those deemed not so eco-friendly.



## Opportunity for brands who can help consumers live more sustainably without significant life changes

Despite wanting to live more sustainably, half of consumers lack confidence on how to do so, with this pent up demand especially high amongst younger people.

While there is greater reluctance to make further changes to their lifestyle, and they are more likely to fly overseas than other groups, they also crave information on sustainability and seek out sustainably-sourced products. This suggests there is an opportunity for brands who are willing to take a nuanced approach when targeting this group.



## Environmental impact labelling and electric only cars are two such examples of this

We see further evidence of pent up demand for sustainable living amongst younger ages, with 75% of 18-34 year-olds claiming an environmental impact label would influence what they buy (compared to 62% nationally), and high potential uptake (37%) of electric only cars amongst men aged 18-34.

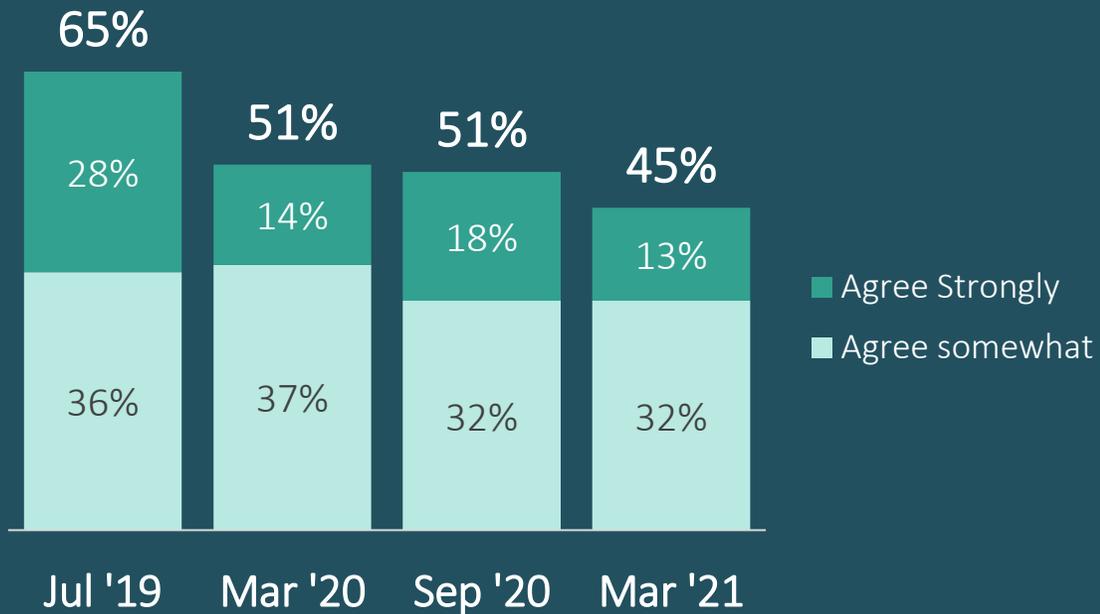
Regardless of the fact that younger people are not living sustainably in some ways, we see evidence that they are trying to make up for this in others.



On the back of a long pandemic, we see evidence of 'sustainability resolve' being tested amongst the Irish population.

# Firstly, we see decline in perceived effect of environmental problems on one's life

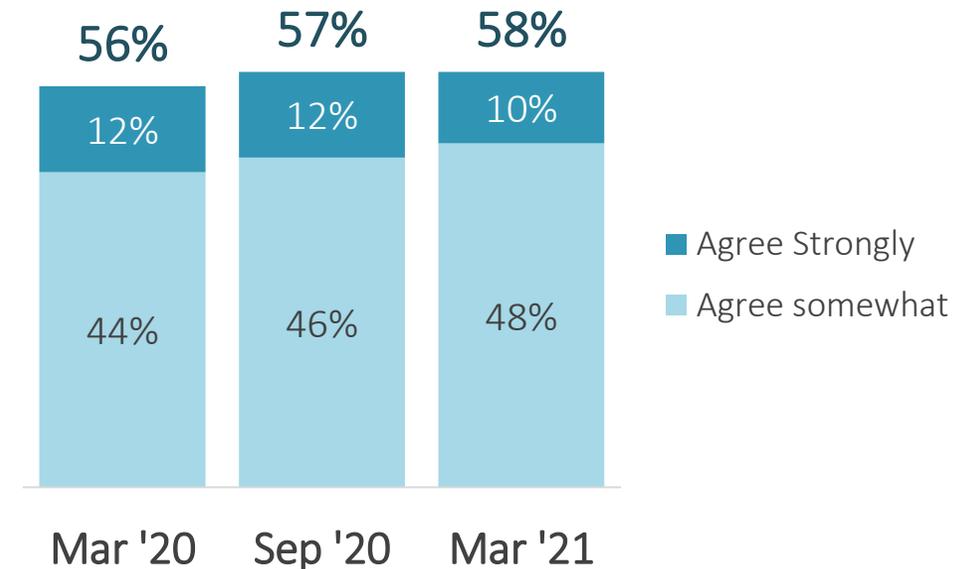
Environmental problems have a direct effect on my life today



# Meanwhile, high level of uncertainty remain as to how to live sustainably



I would like to live more sustainably, but I'm not sure how

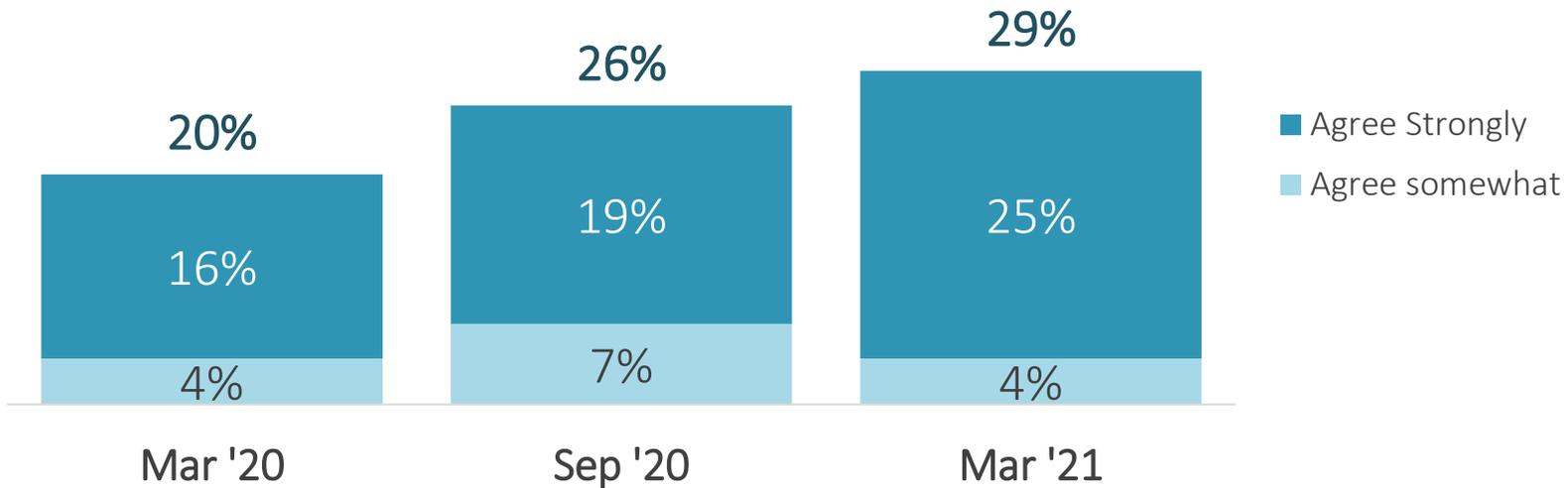


(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)

# While also seeing growing reluctance to change, despite desire to do it

I would like to live more sustainably, but I'm just not willing to make changes to my current lifestyle



Significantly higher/lower than national average

(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)

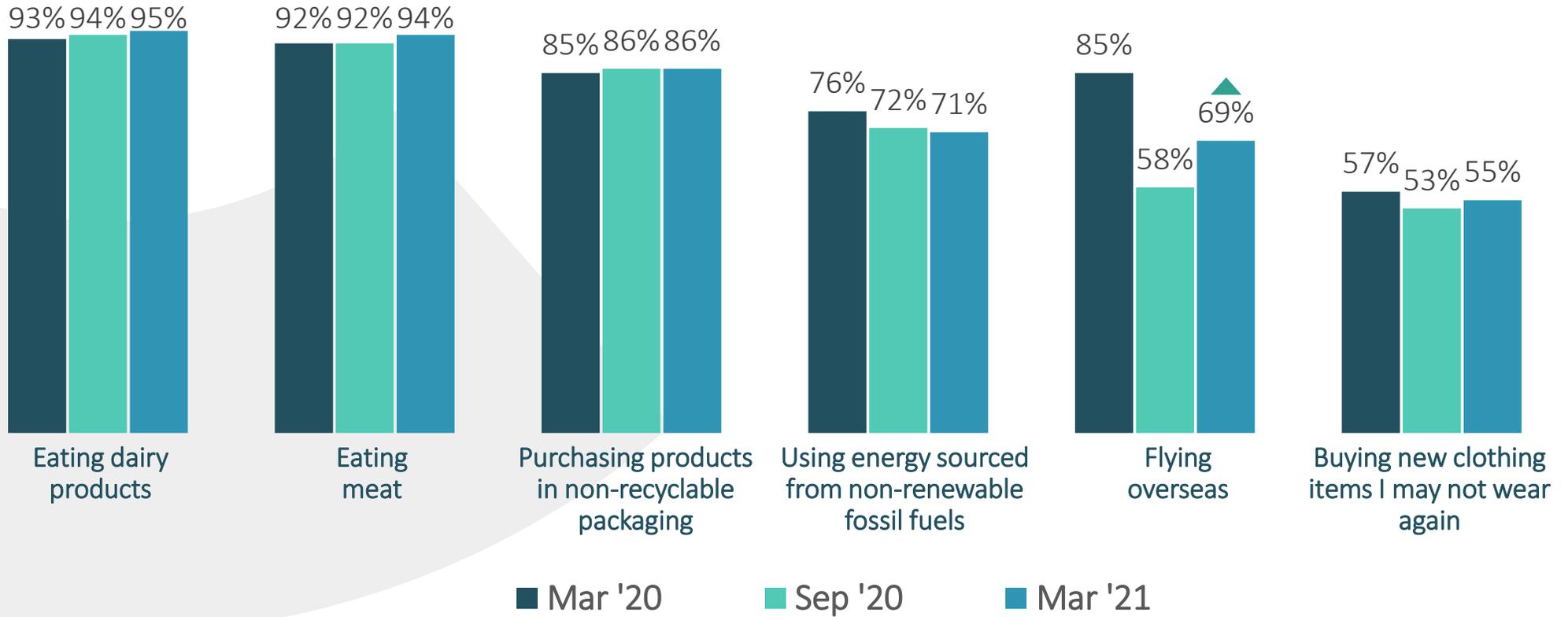
# Behavioural change has not taken hold



Of the behaviours considered to be less eco-friendly, we have seen very little change in behaviour since March '20 despite stated intentions to cut down on these.

Environmentally harmful behaviours: % doing or planning on doing in next 6 months

% Who do this or who are planning to do this in next 6 months



▲ ▼ Indicates significant difference vs. Sep '20

(Q.2 - **Thinking ahead over the next six months**, do you plan to increase, decrease or maintain the frequency with which you do each of the following?)

(Base: all adults aged 18+)



Young people are at the heart of the sustainability fight, wanting to do more but perhaps feeling they have either done enough or cannot do more.

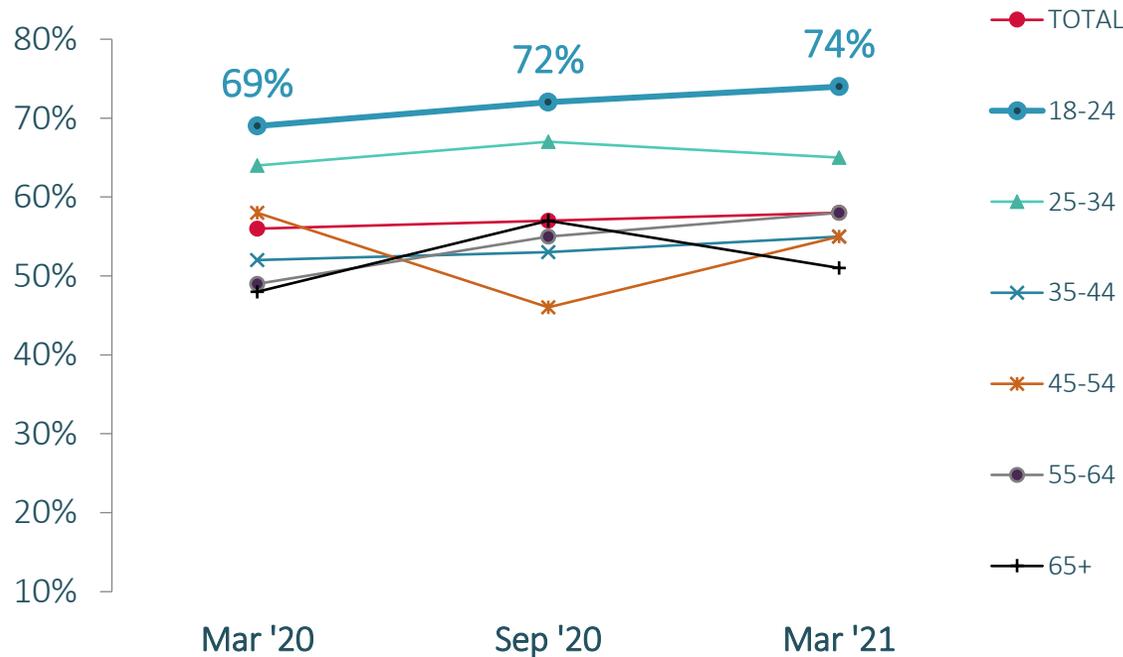
# There is a need to re-energize 18-24 year olds



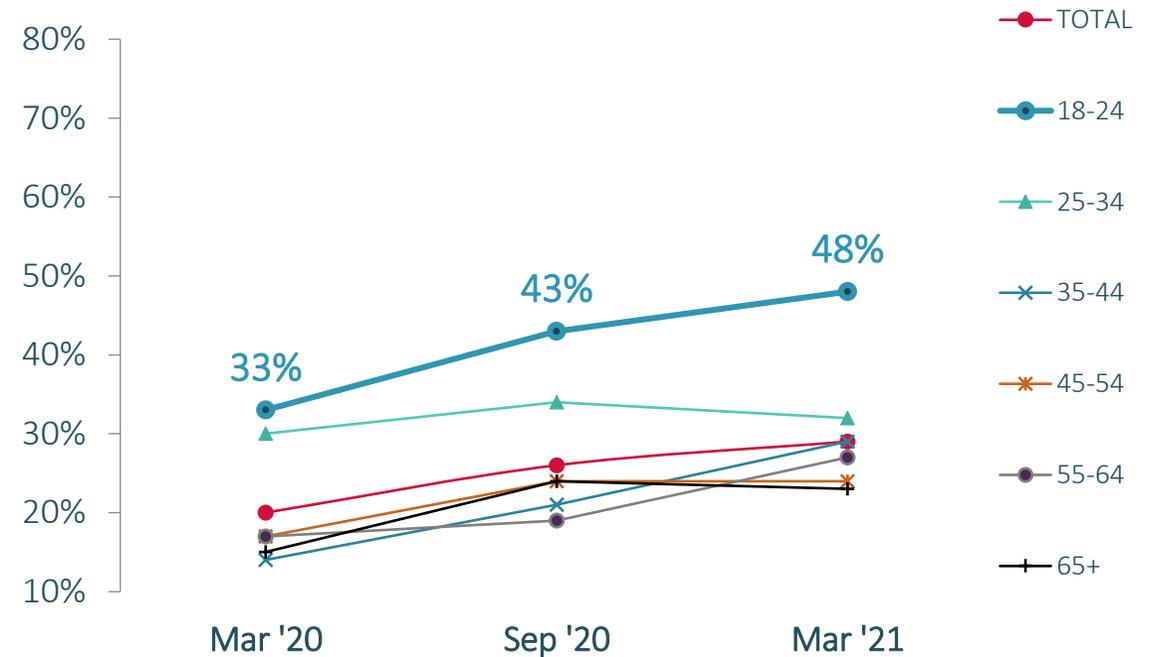
Amongst 18-24's, uncertainty over how to live sustainably has grown steadily, as has an unwillingness to make more changes to their lifestyle in order to do it. What brands can re-energize this group?

I would like to live more sustainably, BUT....

...I'm not sure how



...I'm not willing to make changes to my lifestyle

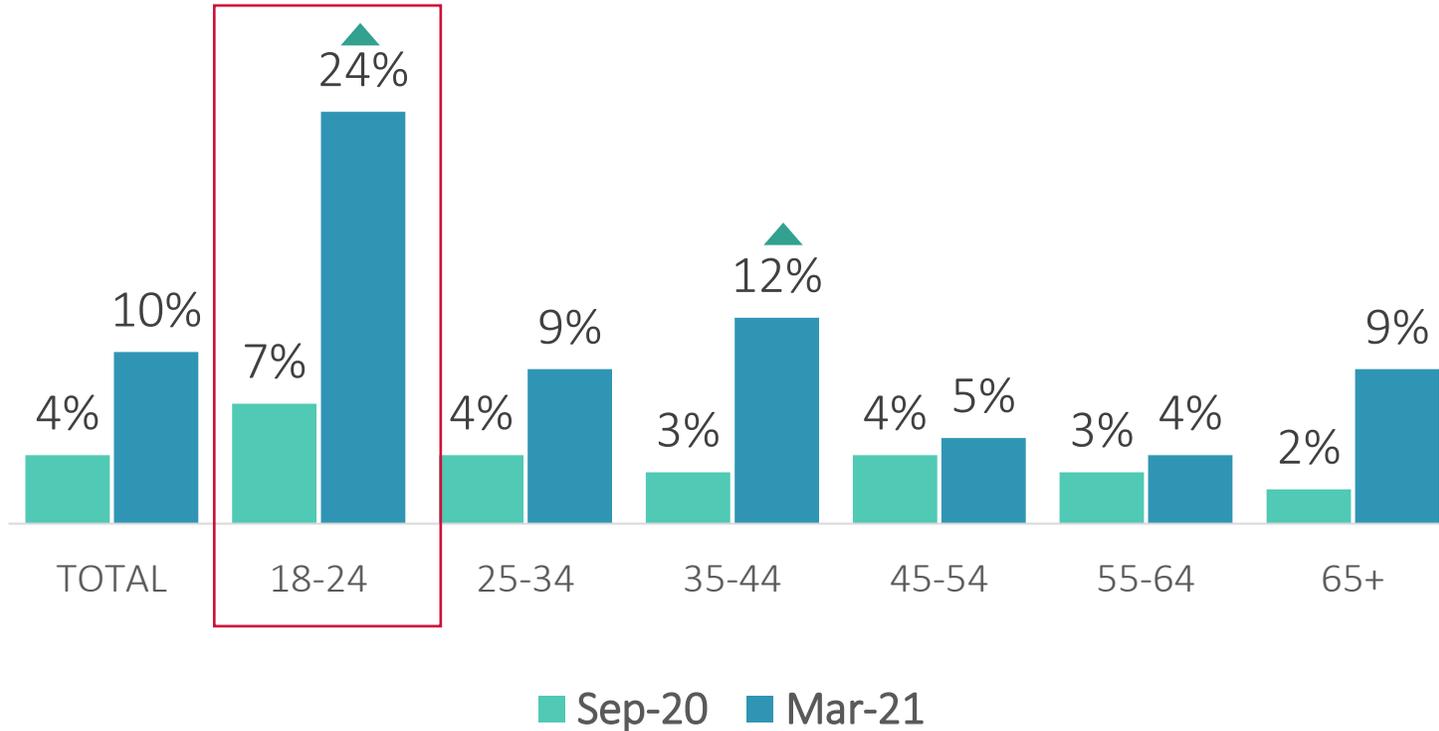


(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)

# And on the back of a long pandemic, this group is looking to increase overseas travel

% Plan on Flying Overseas More often in next 6 months



▲ ▼ Indicates significant difference vs. Sep '20

(Q.2 - **Thinking ahead over the next six months**, do you plan to increase, decrease or maintain the frequency with which you do each of the following?)

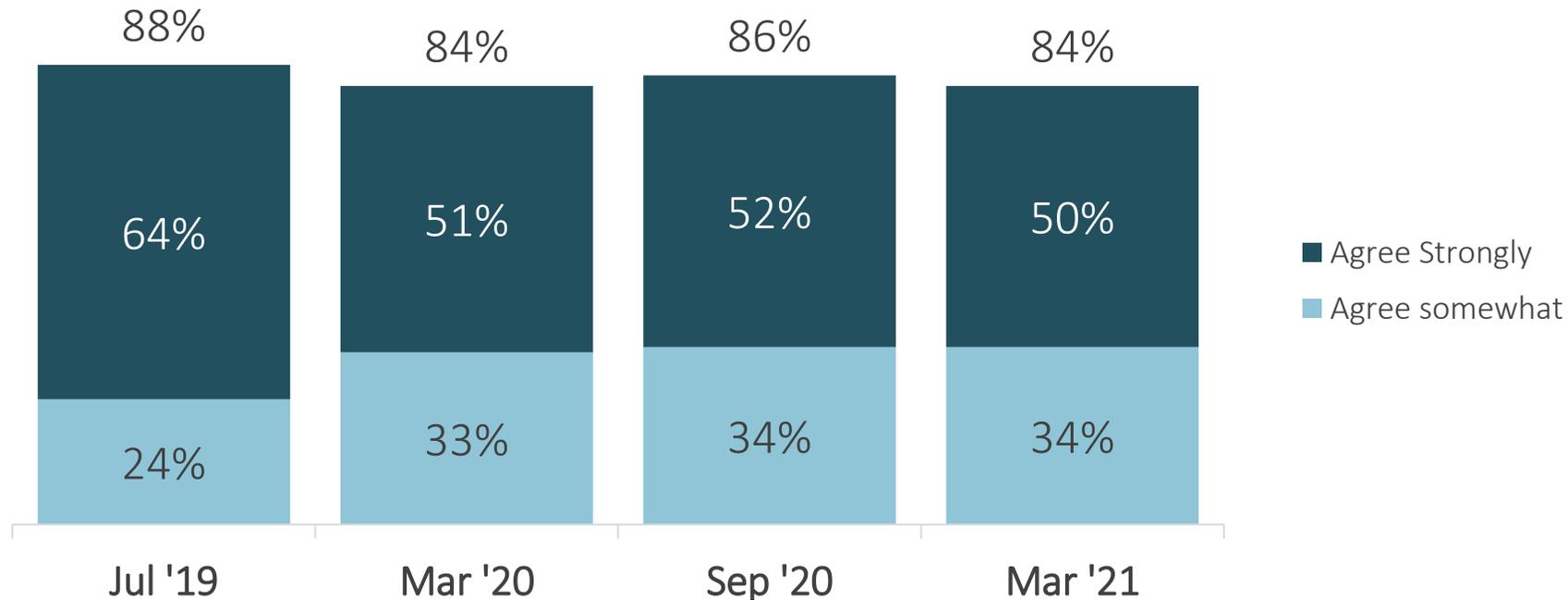
(Base: all adults aged 18+)



There is reason for positivity though, as the environment remains a critical issue for most people.

# A strong, widely held belief remains that immediate action is needed to protect children

We need to take action now on the environment to protect our children



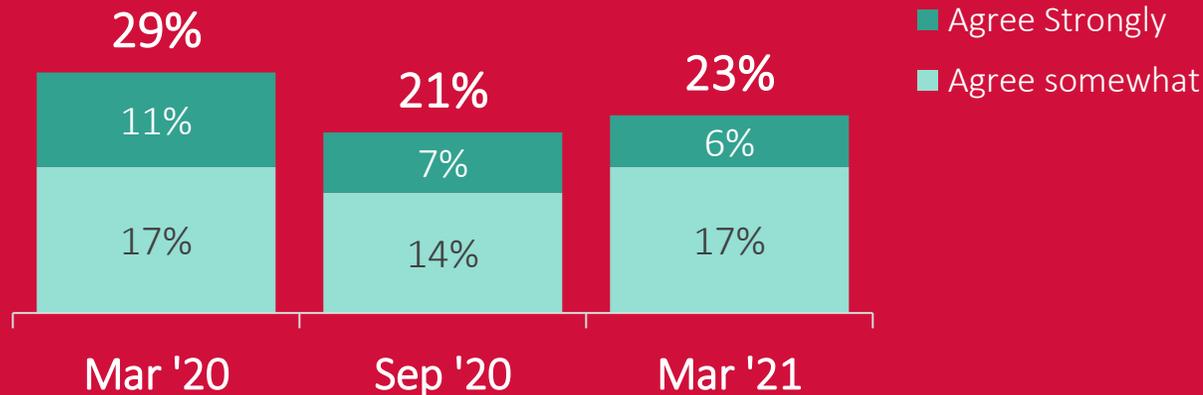
(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)

# Scepticism remains low and has not deteriorated

Scepticism about climate change and global warming

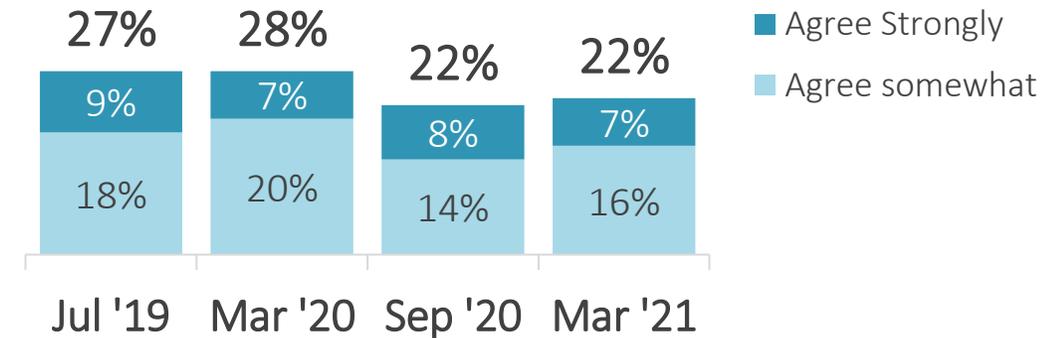
Climate change is over-hyped by the media



# Less than 1 in 5 believe climate change is over-hyped



I am sceptical about how real man-made global warming actually is



(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)



Opportunities exist for brands as consumers look to them for ways to live more sustainably

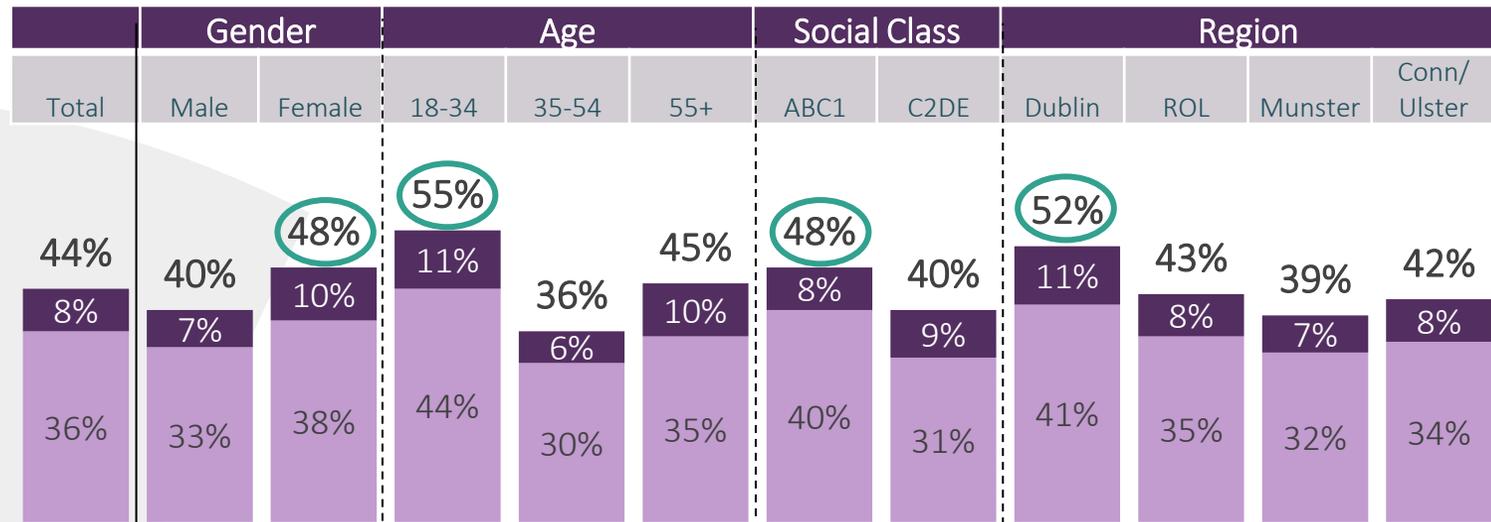
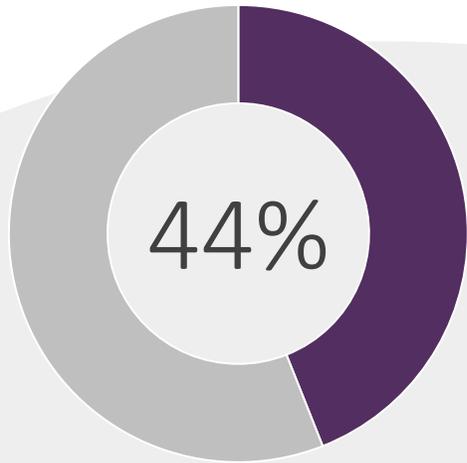
# 2 in 5 seek out sustainably sourced/produced products



Over 2 in 5 claim they specifically seek out products that are sustainably sourced/produced, with women, 18-34's, higher social grades, and those in Dublin being a strong driving force in this mindset.

% Seek out products that are sustainably sourced/produced

NET Agree  
 Strongly Agree  
 Somewhat Agree



○ Significantly higher/lower than national average

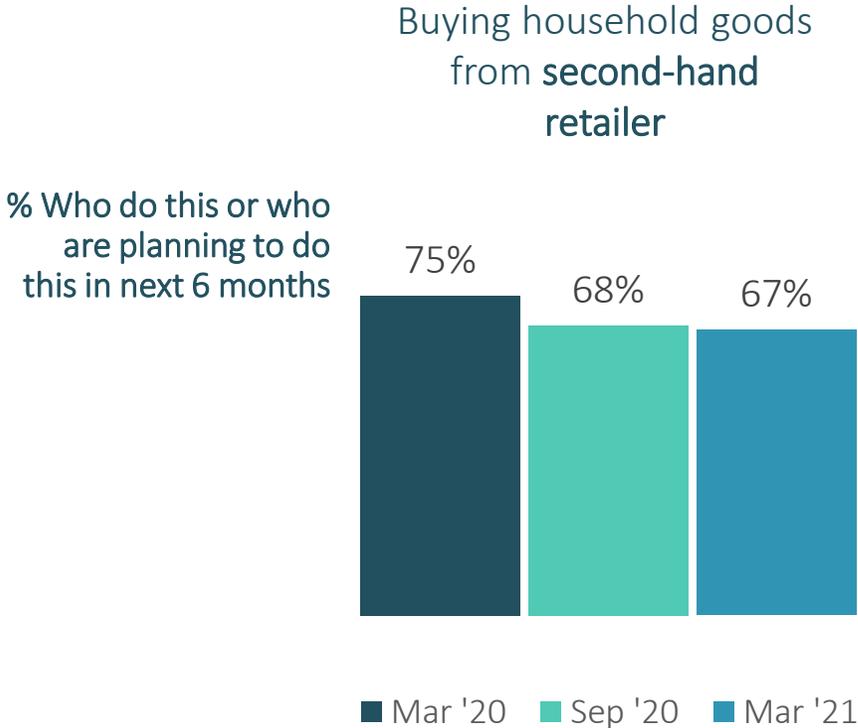
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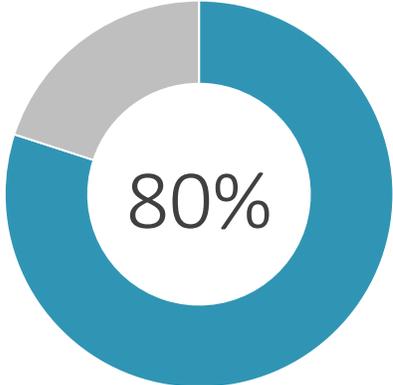
# High uptake and intentions to increase frequency of eco behaviours C

This could mean good things for brands that offer products catering to some of these behaviours, especially as we transition to springtime. Meanwhile, half the population claims to directly support eco groups in some way.

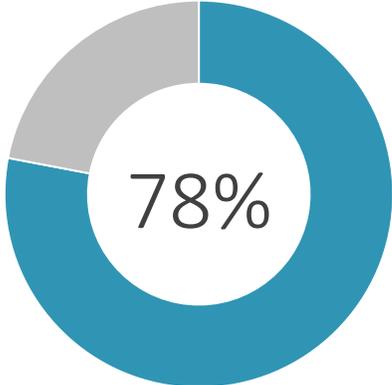
Environmentally friendly behaviours: % doing or planning on doing in next 6 months



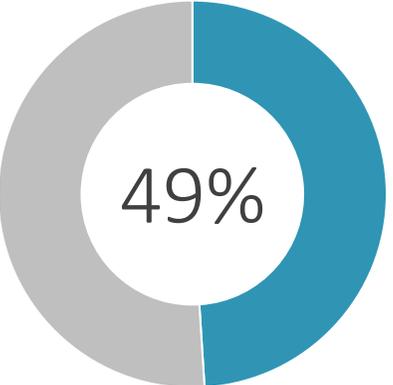
Using **public transport/walking/cycling** instead of driving petrol/diesel-powered vehicle



Substituting some of regular food shopping by **making it at home**



Being directly involved in supporting local/national **environmental organisations or groups**



(Q.2 - Thinking ahead over the next six months, do you plan to increase, decrease or maintain the frequency with which you do each of the following?)

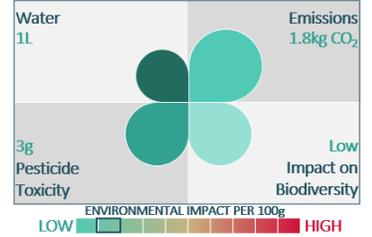
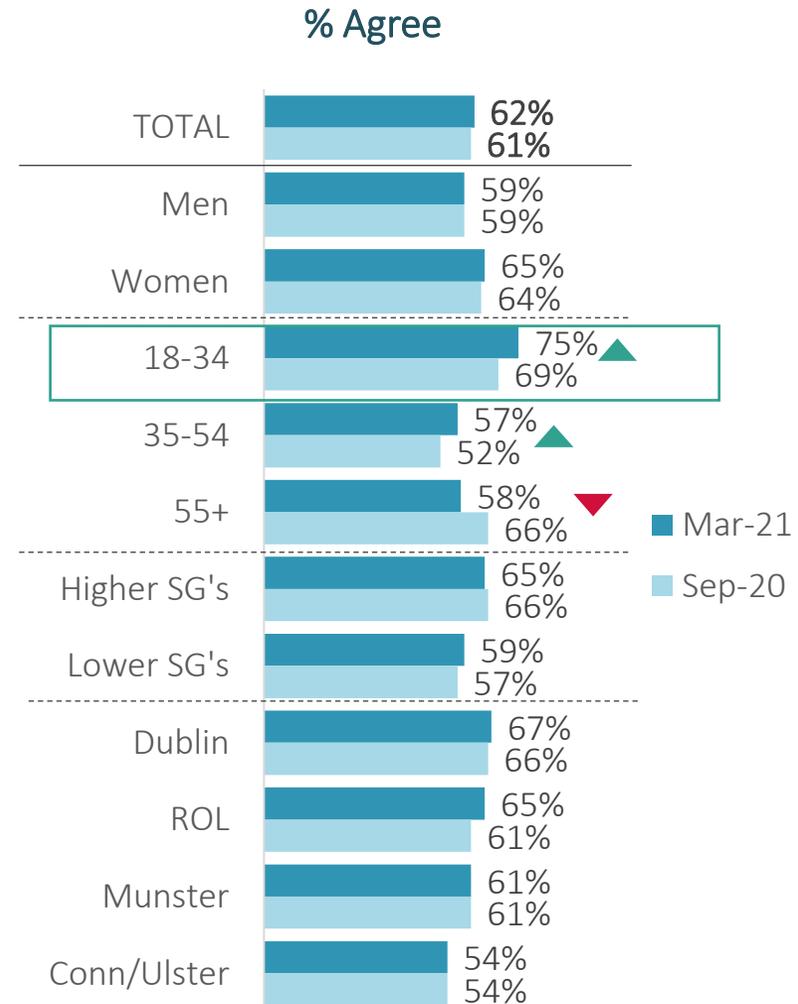
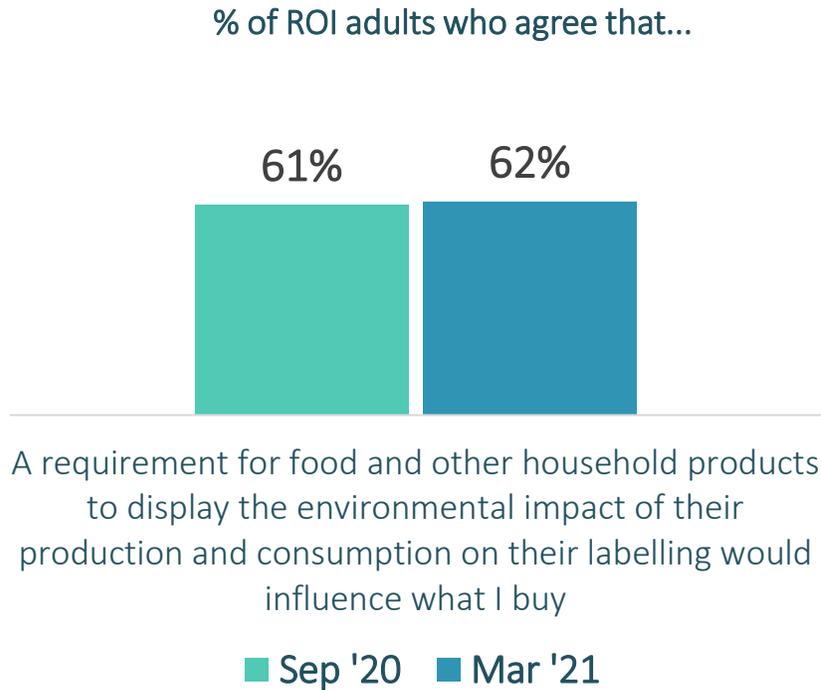
(Base: all adults aged 18+)

# Other opportunities for brands to cater to consumer need for info



We see evidence that environmental impact labelling would affect what consumers buy, with 18-34's making a stronger and growing claim that brands should look to their age group for this.

## Environmental Impact Labelling



▲ ▼ Indicates significant difference vs. Sep '20

(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)

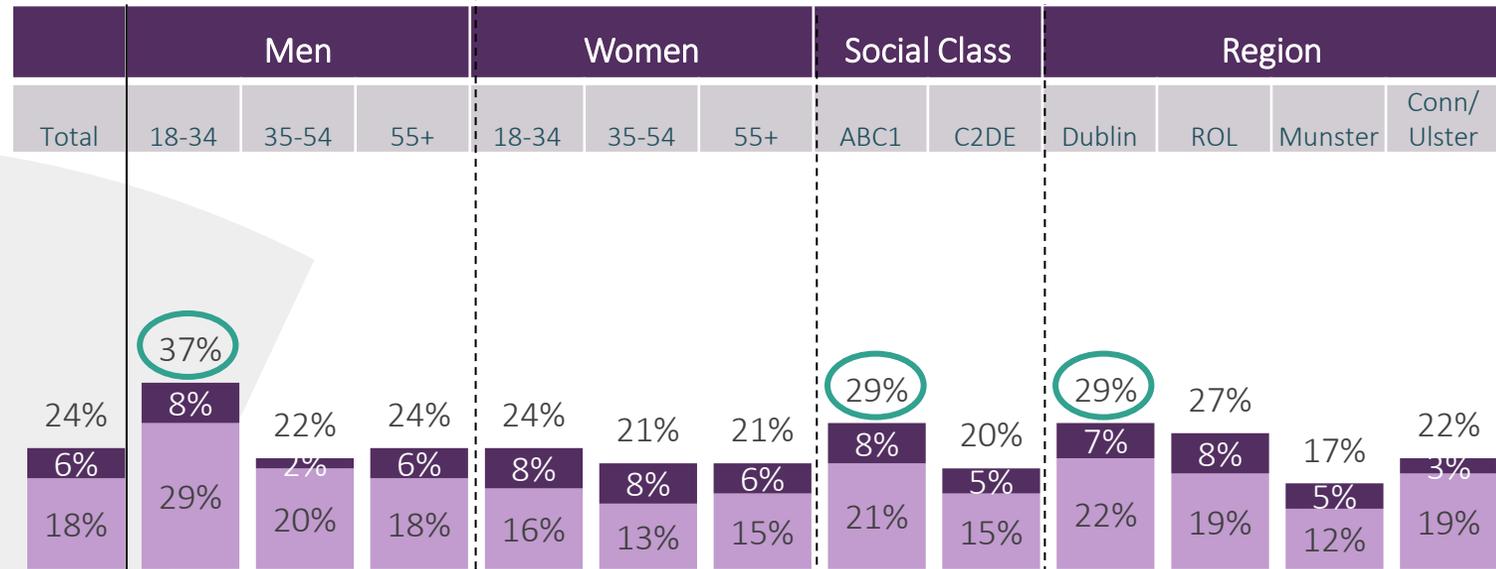
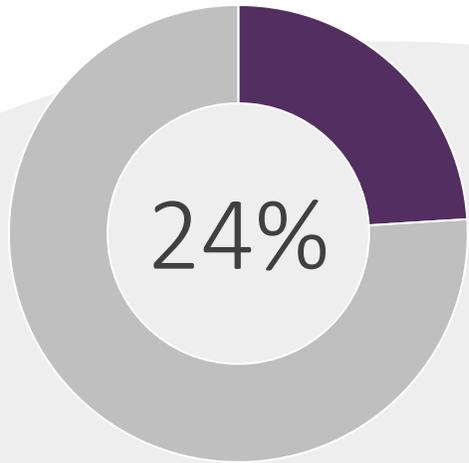
# We also see evidence of demand for e-cars in next 2-3 years



With regard to transport, 1 in 4 are ambitiously claiming they plan to get an e-car within the next 2-3 years, with 18-34 year old men leading this charge, along with higher social grades and those in Dublin.

% plan to get an electric-only car (either new or used) within the next 2-3 years

NET Agree  
 Strongly Agree  
 Somewhat Agree



○ Significantly higher/lower than national average

(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)

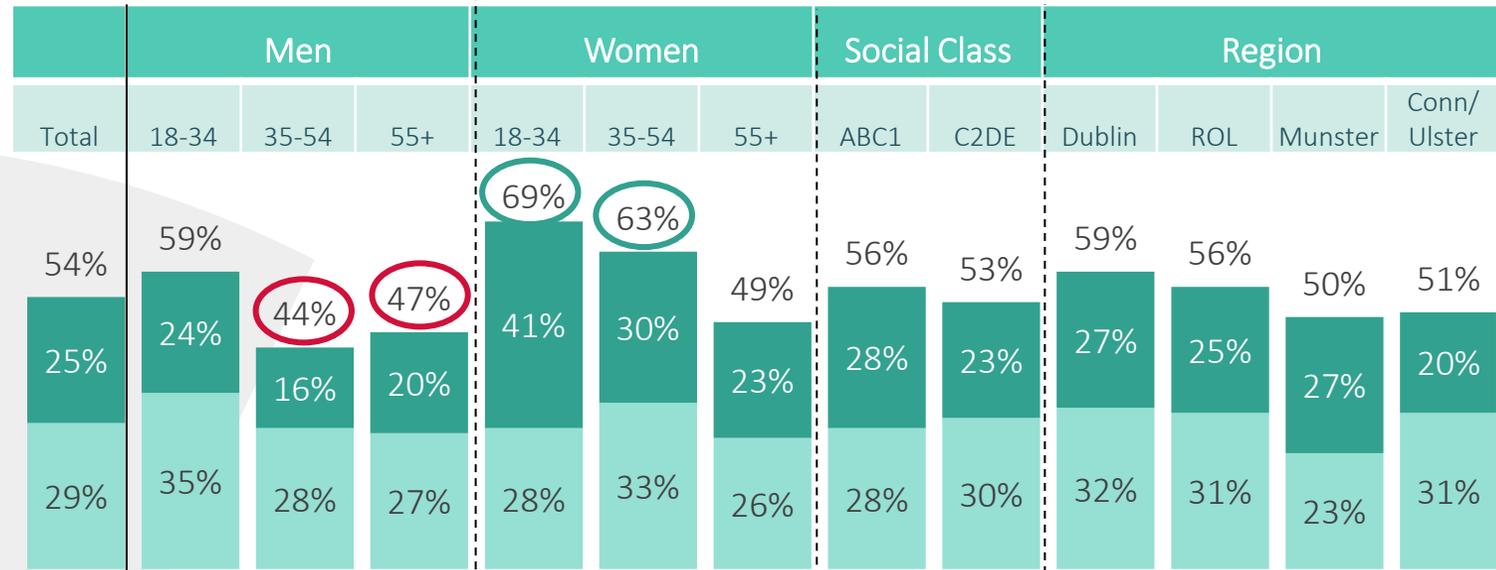
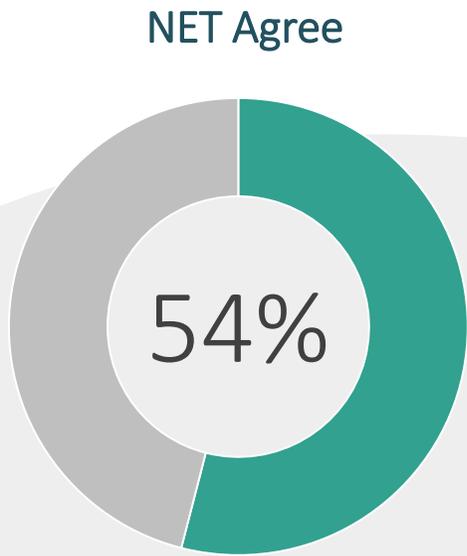
# Half favour allowing plant-based names to use same as animal



There are those who agree we should allow plant-based foods to use the same name, with this especially driven by women but lower levels of agreement amongst men.

## Allowing plant-based foods to use same names as animal-based equivalents

NET Agree  
Strongly Agree  
Somewhat Agree



○ Significantly higher/lower than national average

(Q.1 - How much do you agree or disagree with the following statements with regard to your personal views on the environment?)

(Base: all adults aged 18+)

RESEARCH  
EVALUATION  
DIRECTION  
**CLARITY**

*See More, Clearly*

**REDC**

