

Attitudes of European citizens towards the environment



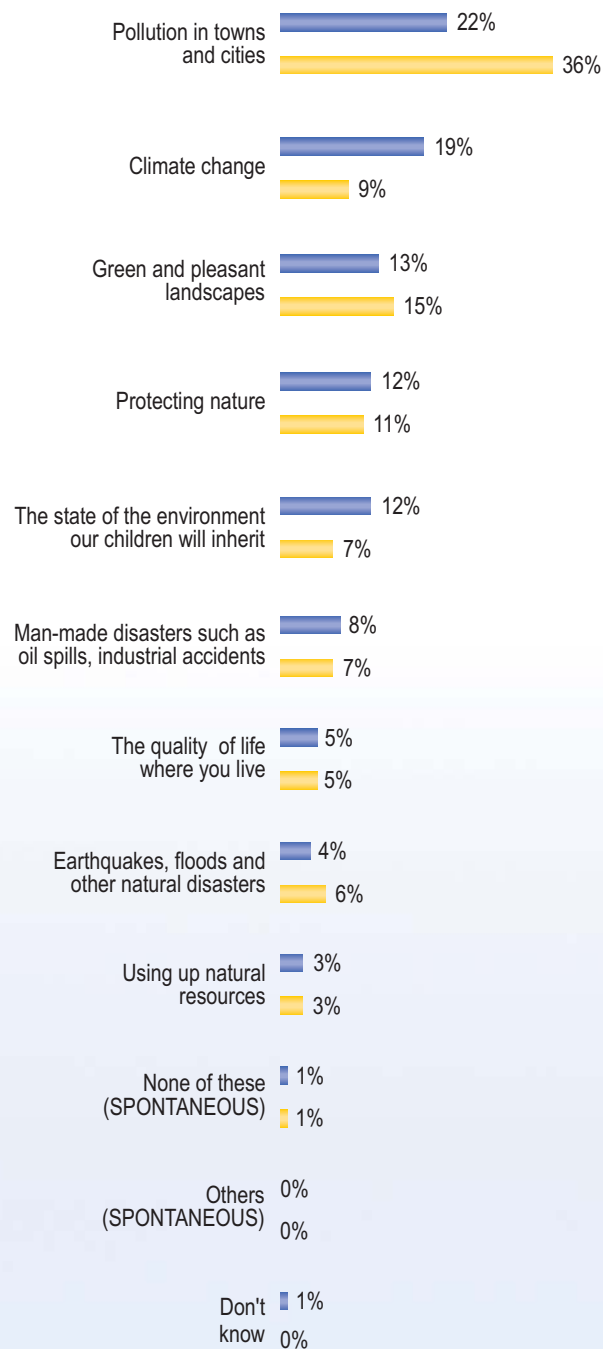
Results for Italy

Fieldwork: 12th November - 30th November 2007
 Publication: March 2008

This survey reveals that Europeans are increasingly concerned about the environment, but still reluctant to take individual action to protect it.



Q. When people talk about "the environment", which of the following do you think of first?

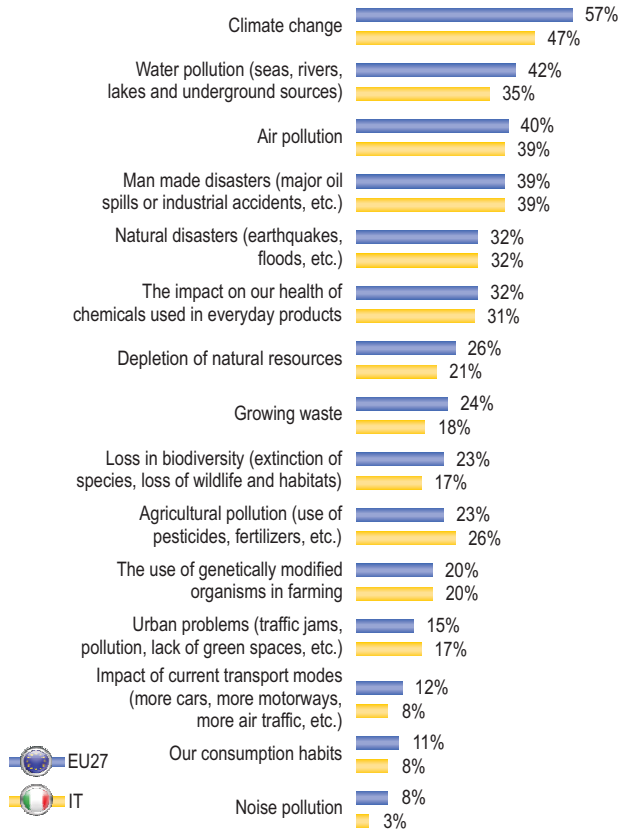


EU27 IT

Italians are most likely to associate "the environment" with pollution in towns and cities and compared to their European counterparts are much more likely to do so. Italian are relatively less likely to link the environment with climate change and the state of the environment the next generation will inherit.

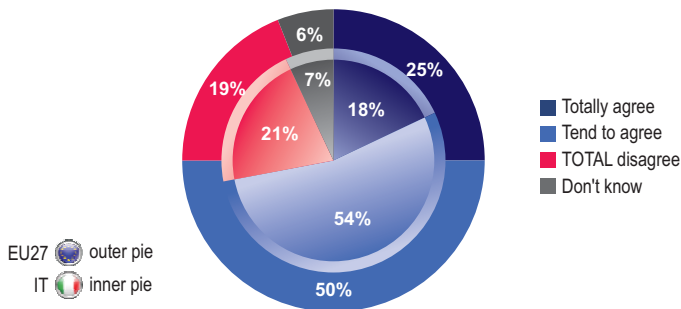
1. Environment in citizens' lives

Q. From the following list, please pick the five main environmental issues that you are worried about?



The environmental issue which worries both EU respondents and Italians the most is climate change. However, the proportion of Italians mentioning this is lower than the figure for the EU as a whole. Italians are also relatively less likely to worry about water pollution, the depletion of natural resources, growing waste and the loss of biodiversity.

Q. Please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree with the following statement: You are ready to buy environmentally friendly products even if they cost a little bit more?



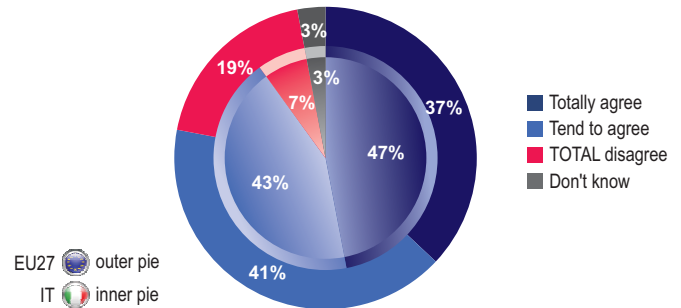
Total Agree

| | Education (End of) | | | |
|------|--------------------|-------|-----|----------------|
| | 15- | 16-19 | 20+ | Still Studying |
| EU27 | 65% | 76% | 84% | 79% |
| IT | 67% | 77% | 74% | 83% |

The majority of Italians agree that they would be prepared to buy environmentally friendly products, even if they cost a little more than they currently do. The share of Irish respondents saying this is a little lower than the EU average. In Italy, those who are still studying are the most likely to agree with this statement. Italians finishing their education between 16 and 19 are more likely to agree than those who studied until the age of at least 20. This is not the case at EU level.

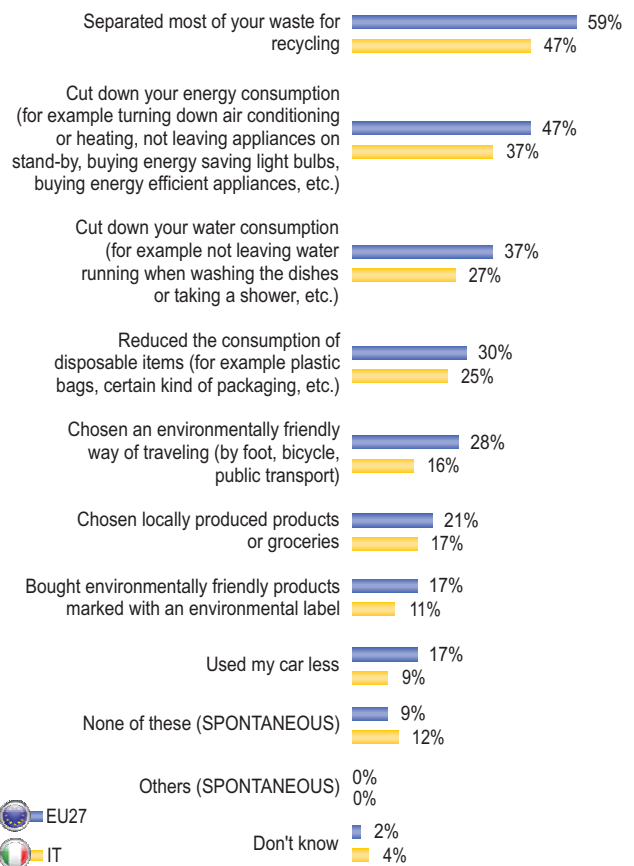
Q. For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree...?

Option: Environmental problems have a direct effect on your daily life



A majority of Italian respondents agree that they experience the direct effects of environmental problems in their daily lives. The level of Italian agreement with this proposition is higher than that seen in the EU average.

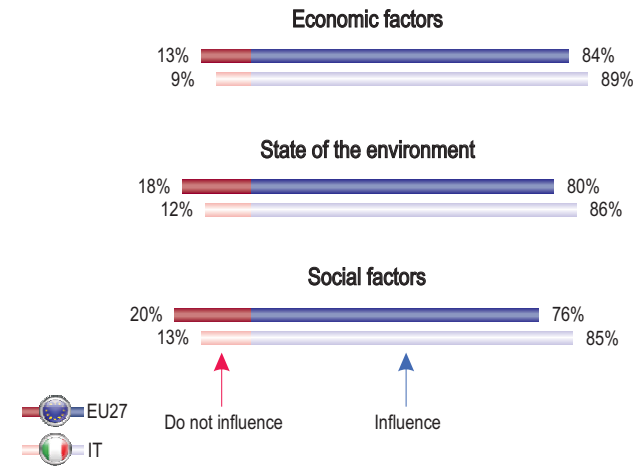
Q. Have you done any of the following during the past month for environmental reasons?



As in the EU altogether, the vast majority of Italians have taken concrete steps with the environment in mind. However, for all individual actions, the average figures for the shares of Italians carrying these out are lower than the corresponding EU averages. The activity which is most carried out in Italy is the separation of waste for recycling, as in the EU as a whole.

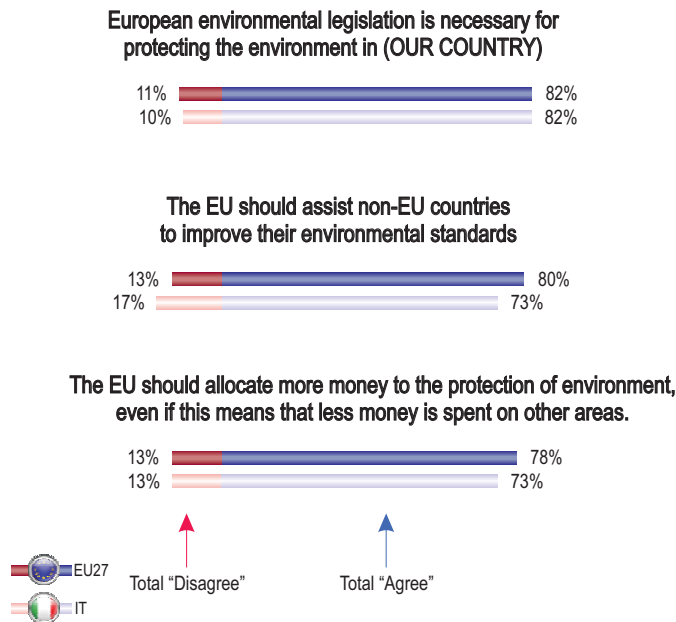
2. Environment in public life and decision making

Q. In your opinion, to what extent do the following factors influence your "quality of life"?



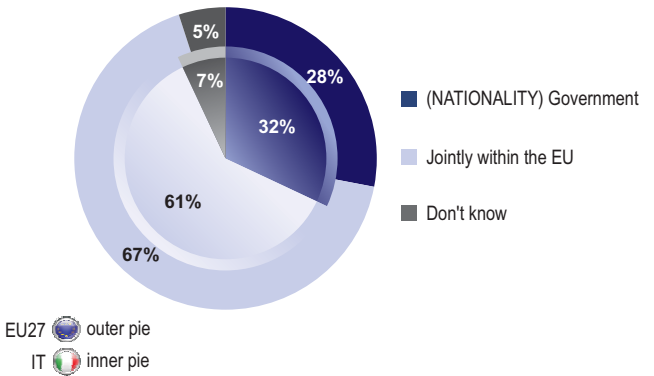
Compared to Europeans as a whole, a slightly higher share of Italians think that economic and social factors as well as the state of the environment influence their quality of life.

Q. For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree...?



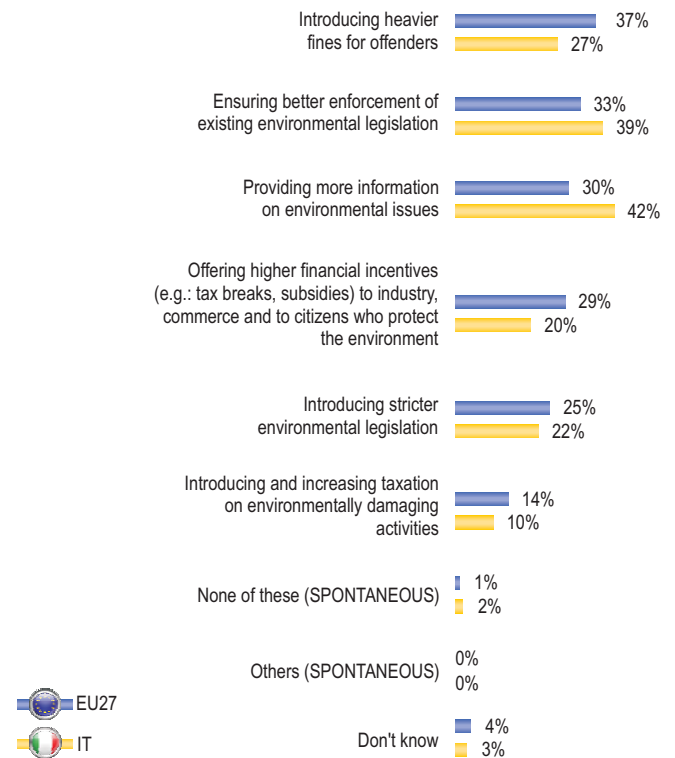
There is strong support in Italy for European environmental policies whether that is in terms of common European legislation, the EU's help for non-EU countries and higher budget shares for environmental protection in the EU. Nonetheless, the average Italian is more likely than the average European to oppose EU assistance to non-EU countries.

Q. When it comes to protecting the environment, do you think that decisions should be made by the (NATIONALITY) Government, or made jointly within the European Union?



As in the EU, a clear majority of Italians believe that when it comes to protecting the environment, decisions should be made jointly within the EU. However, the Italian figure is somewhat lower than the EU figure.

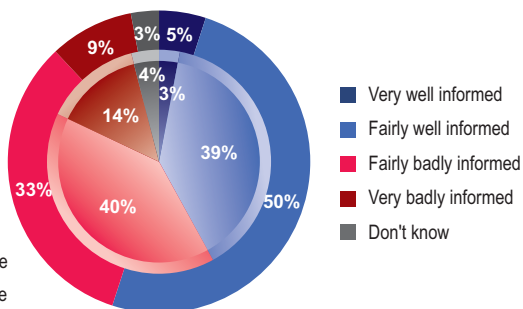
Q. In your opinion, which of the following would be the most effective way(s) of tackling environmental problems?



For the Italian public, the most effective way of tackling environmental problems is providing more information on environmental issues. The Italian figure is higher than the EU average here. Italian respondents are also relatively more likely to see the better enforcement of existing legislation as being effective in future. Compared to the EU averages, lower shares of Italian respondents think that heavier fines for offenders and financial incentivisation would be effective.

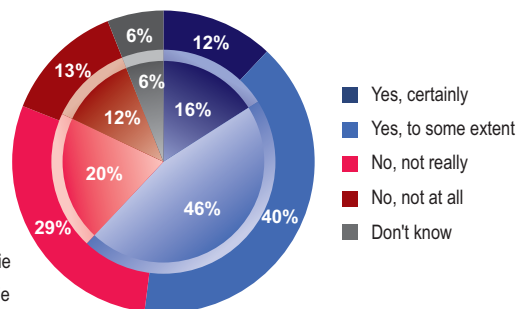
3. Information about the environment

Q. In general, how informed do you feel about environmental issues?



EU27 outer pie
IT inner pie

Q. Do you think that current labels on products allow you to identify those products that are genuinely environmentally friendly?



EU27 outer pie
IT inner pie

Total Informed

| | Gender | |
|------|--------|--------|
| | Male | Female |
| EU27 | 57% | 53% |
| IT | 43% | 41% |

| | Age | | | |
|------|-------|-------|-------|-----|
| | 15-24 | 25-39 | 40-54 | 55+ |
| EU27 | 54% | 57% | 57% | 54% |
| IT | 33% | 49% | 44% | 39% |

| | Education (End of) | | | |
|------|--------------------|-------|-----|----------------|
| | 15- | 16-19 | 20+ | Still Studying |
| EU27 | 44% | 54% | 68% | 61% |
| IT | 39% | 42% | 54% | 42% |

Total Yes

| | Gender | |
|------|--------|--------|
| | Male | Female |
| EU27 | 50% | 52% |
| IT | 60% | 63% |

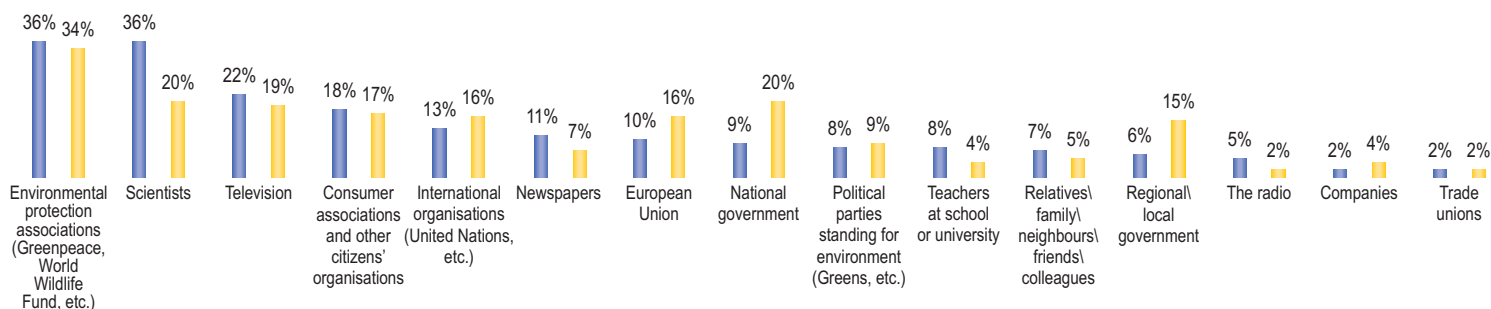
| | Age | | | |
|------|-------|-------|-------|-----|
| | 15-24 | 25-39 | 40-54 | 55+ |
| EU27 | 56% | 56% | 51% | 46% |
| IT | 65% | 67% | 58% | 58% |

| | Education (End of) | | | |
|------|--------------------|-------|-----|----------------|
| | 15- | 16-19 | 20+ | Still Studying |
| EU27 | 46% | 53% | 54% | 56% |
| IT | 60% | 65% | 56% | 67% |

Concerning environmental issues, more Italians feel badly informed than well informed. This is a reversal of EU results for this question. Italians aged between 25 and 54 are more likely to feel informed compared to those aged between 15 and 24, or 55 and over. The Italian respondents who spent the most time in education feel the most informed, with the same observation also holding true at EU level.

The majority of Italians say that current labelling allows them to identify environmentally friendly products. The same is true at the EU level, but to a lesser extent than in Italy. Italians aged between 15 and 39 are more likely than their older counterparts to say they can identify products from labelling. The same is also true at EU level. For the EU results, as the education of respondents increases, so does the proportion of respondents saying they can identify products. There is no such relationship in Italy, although Italian students are the most likely to say they can identify "green" products.

Q. From the following list, who do you trust most when it comes to environmental issues?



EU27 IT

In Italy, environmental protection associations are the most trusted actor for environmental issues. A higher than average proportion of Italians place their trust in institutional actors in the form of the EU, the national government and regional/local governments. A lower than average share of Italians trust scientists the most.