



March 2017

# Global Views on World Water Day

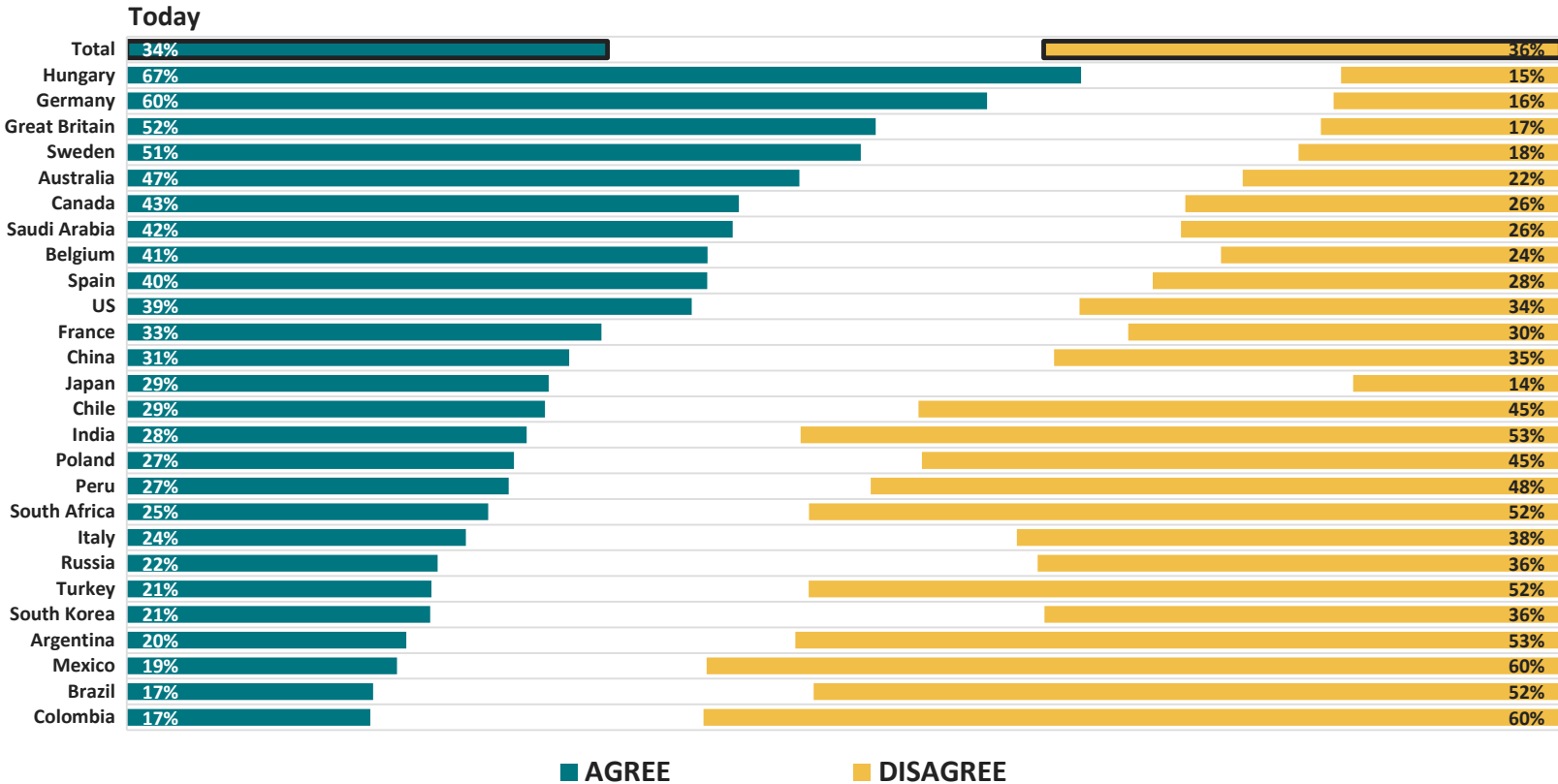
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## GLOBAL @ADVISOR: VIEWS ON WORLD WATER DAY

- World Water Day, on 22 March every year, is about taking action to tackle the global water crisis.
- This year's theme: “Why waste water?” is in support of the United Nation’s Sustainable Development Goal 6.3 to improve water quality by reducing, treating and reusing wastewater.
- Globally, the vast majority of all the wastewater from our homes, cities, industry and agriculture flows back to nature without being treated or reused and Global Citizens in the Ipsos Global @dvisor Study seem very well aware of the problem.
- ***Only 34% say they are confident that waste water does not pose a threat to the clean water supply in their country today and 48% say they are worried that residential and industrial growth in their country over the next 5 to 10 years will put their clean water supply at risk.***

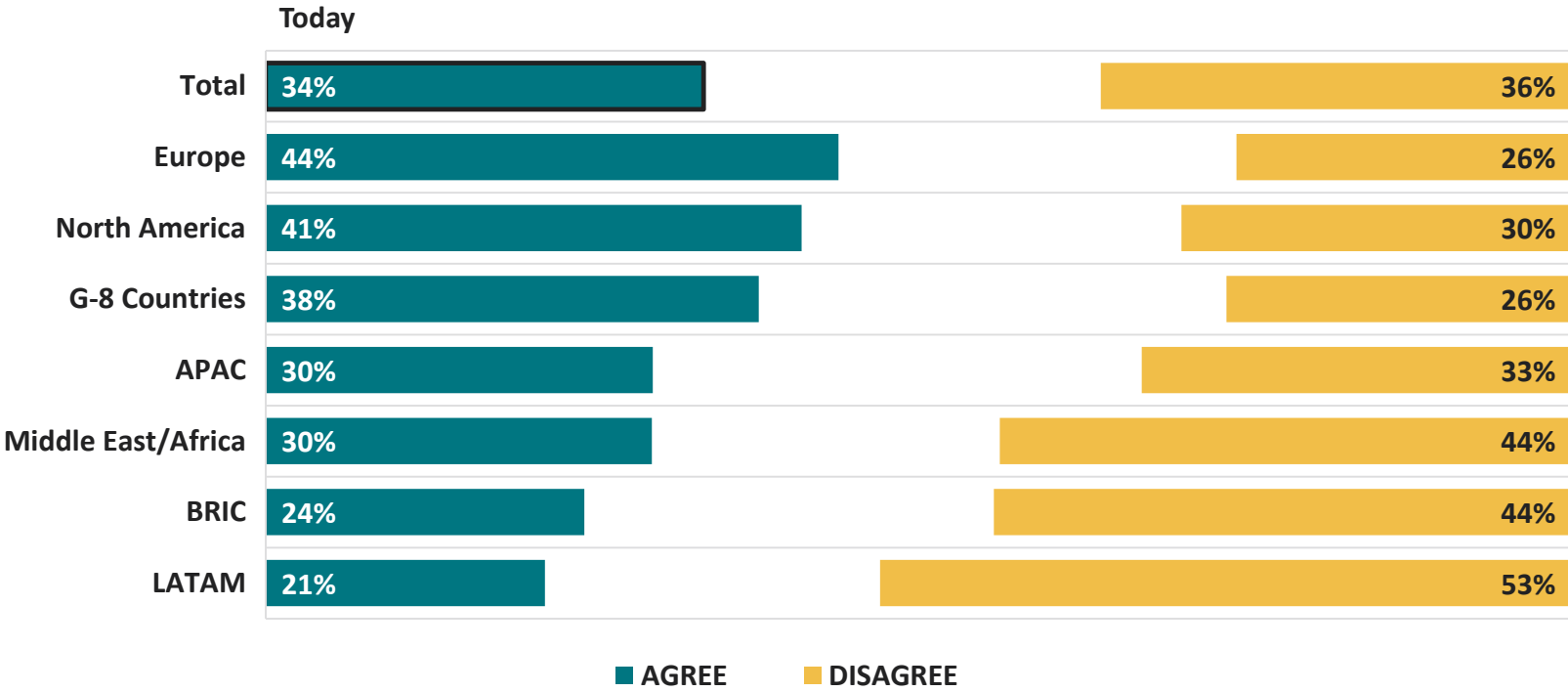
# Globally only 34% are confident that waste water does not pose a threat to clean water supply



Q. Waste water is water that has been used for washing, flushing, or a part of a manufacturing process and contains waste products, sewage, etc. - I am confident that the waste water from households and industry in ... is effectively treated and is not a threat to our clean water supply. Base: All Respondents (n=18,523)

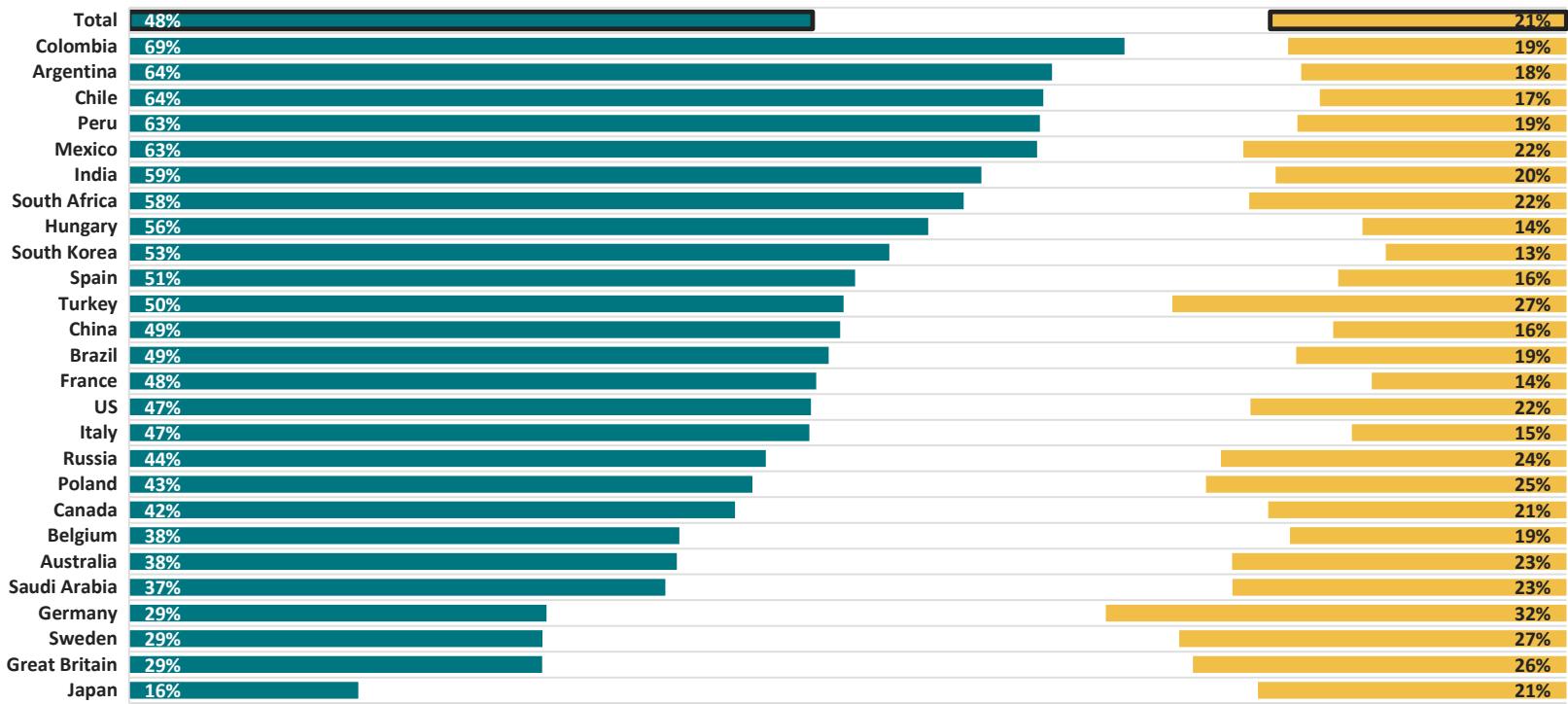
# GLOBALY ONLY 34% ARE CONFIDENT THAT WASTE WATER DOES NOT POSE A THREAT TO CLEAN WATER SUPPLY

## Developed, Western Countries More Confident but Not by a Wide Margin



Q. Waste water is water that has been used for washing, flushing, or a part of a manufacturing process and contains waste products, sewage, etc. - I am confident that the waste water from households and industry in ... is effectively treated and is not a threat to our clean water supply. Base: All Respondents (n=18,523)

# GLOBALLY 48% ARE WORRIED THAT INDUSTRIAL AND RESIDENTIAL GROWTH WILL PUT CLEAN WATER SUPPLY AT RISK WITHIN 5 TO 10 YEARS



■ AGREE                      ■ DISAGREE

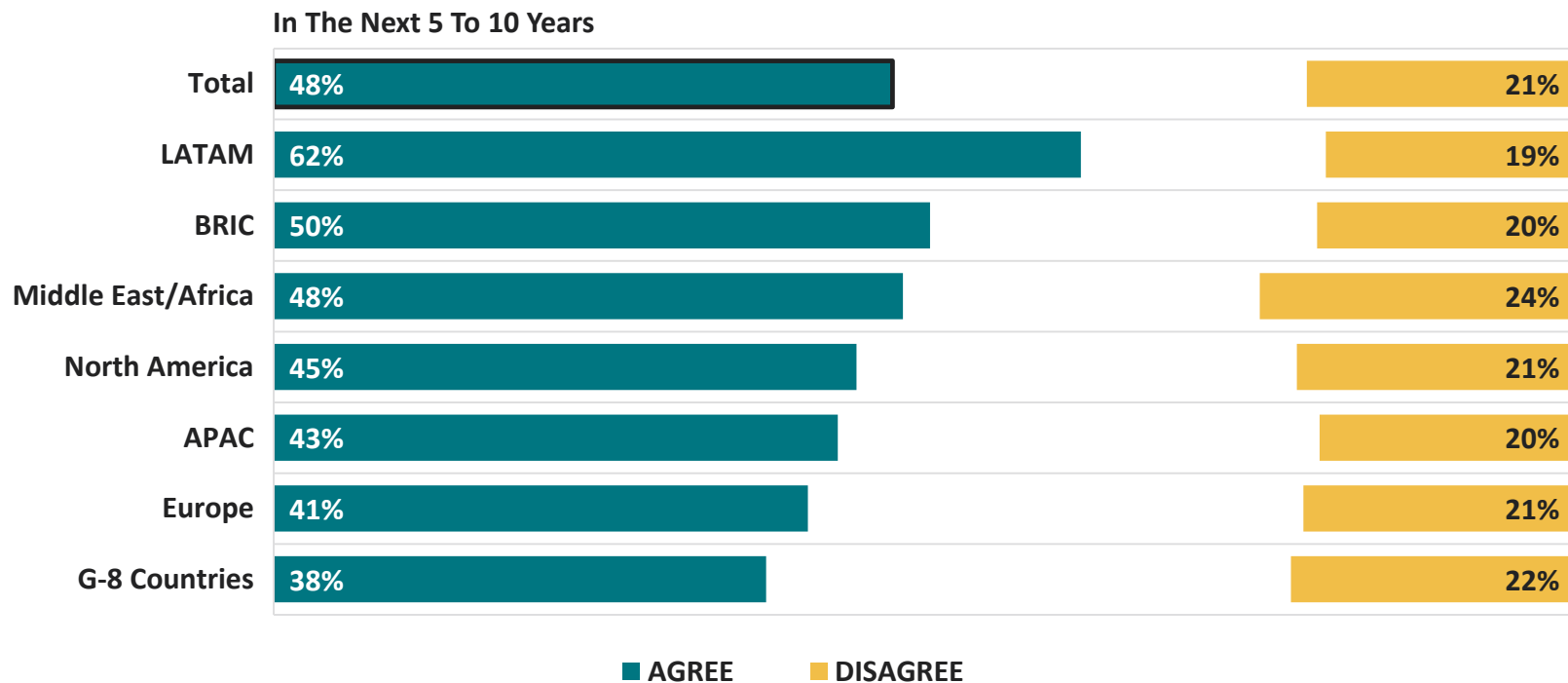
Q. Waste water is water that has been used for washing, flushing, or a part of a manufacturing process and contains waste products, sewage, etc. - I am worried that industrial and residential growth and an increase in waste water in ... will put our supply of clean water at risk in the next 5 to 10 years. Base: All Respondents (n=18,523)

GAME CHANGERS



# GLOBALLY 48% ARE WORRIED THAT INDUSTRIAL AND RESIDENTIAL GROWTH WILL PUT CLEAN WATER SUPPLY AT RISK WITHIN 5 TO 10 YEARS

## LATAM Countries Are Most Worried but only 2 in 10 Globally are Not Worried



# GLOBAL @ADVISOR: VIEWS ON WORLD WATER DAY

## Methodology

- These are the findings of a Global @dvisor survey run in March 2017. In total 18,070 interviews were conducted **between** February 17<sup>th</sup> – March 3<sup>rd</sup> among adults aged 18-64 in the US and Canada, and adults aged 16-64 in all other countries.
- The survey was conducted in 24 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hungary, India, Italy, Japan, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.
- Between 500 and 1000+ individuals participated on a country by country basis via the Ipsos Online Panel. The sample was 1000+ in Australia, Brazil, Canada, China, France, Germany, Great Britain, Italy, Japan, Spain and the United States of America. In all other countries the sample was 500+. The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.
- In countries where internet penetration is approximately 60% or higher the data output generally reflects the overall population. Of the 24 countries surveyed online, 17 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Russia, Saudi Arabia, Spain, Sweden, Great Britain and the United States. The 5 remaining countries surveyed – Brazil (58%), India (19%), Mexico (44%), South Africa (49%), Peru (53%) and China (50%) and Turkey (51%) - have lower levels of internet connectivity and reflect online populations that tend to be more urban and have higher education/income than the general population.
- Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.
- Data are weighted to match the profile of the population.

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