
Sustainability: fashionable trend or real concern for Italian consumers?

OSSERVATORIO SULLA SOSTENIBILITÀ

Centro Studi
ASSIRM



Objectives

- To investigate on a representative sample of Italian consumers:
 - ✓ Attitudes towards sustainability (at environmental, economic and social level)
 - ✓ Main areas/topics of interest
 - ✓ Perceived interest and commitment
 - ✓ Perceived level of information on sustainability issues (in terms of both quantity and quality)

Methodology

- Online questionnaire (CAWI), including:
 - ✓ Ad-hoc measures
 - ✓ Validated measures (*The Attitudes toward Sustainable Development scale*, Biasutti & Frate, 2016)
- Field:
 - ✓ November 2018 (1° wave), N = 1437
 - ✓ November 2019 (2° wave), N = 1000
- Representative sample of Italian consumers

Note

When referring to environmental, economic, and social sustainability, the following definitions were provided to respondents:

- **ENVIRONMENTAL SUSTAINABILITY** → the maintenance of the factors and practices that contribute to the quality of environment on a long-term basis.
- **ECONOMIC SUSTAINABILITY** → the ability to generate quality employment and income for the population in order to promote secure economic growth.
- **SOCIAL SUSTAINABILITY** → the equal promotion of human wellbeing (such as safety, health, education, justice, etc.)

***ITALIANS' ATTITUDES
TOWARDS SUSTAINABILITY***



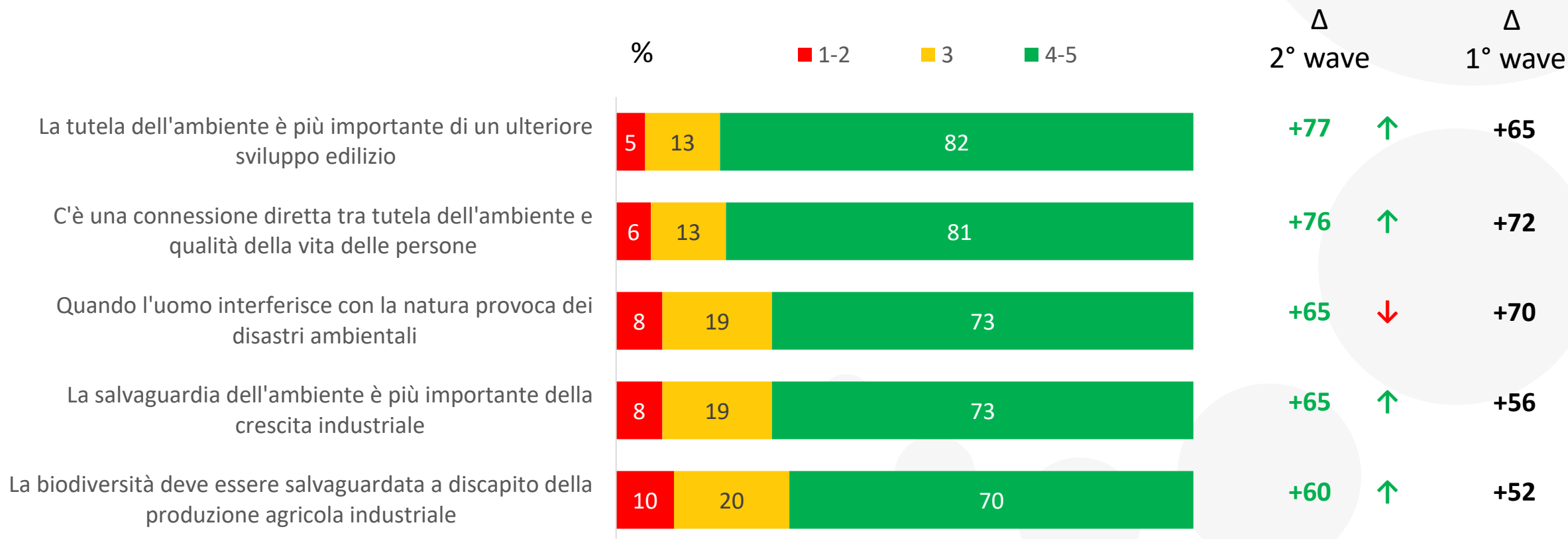


ENVIRONMENTAL SUSTAINABILITY

Italians have an overall positive attitude towards environmental protection. There are only a few concerns in relation to what extent the environment should be protected at the expenses of the industrial growth and agricultural production.

'Please indicate the extent of your agreement/disagreement with the following statements:'

N = 1000



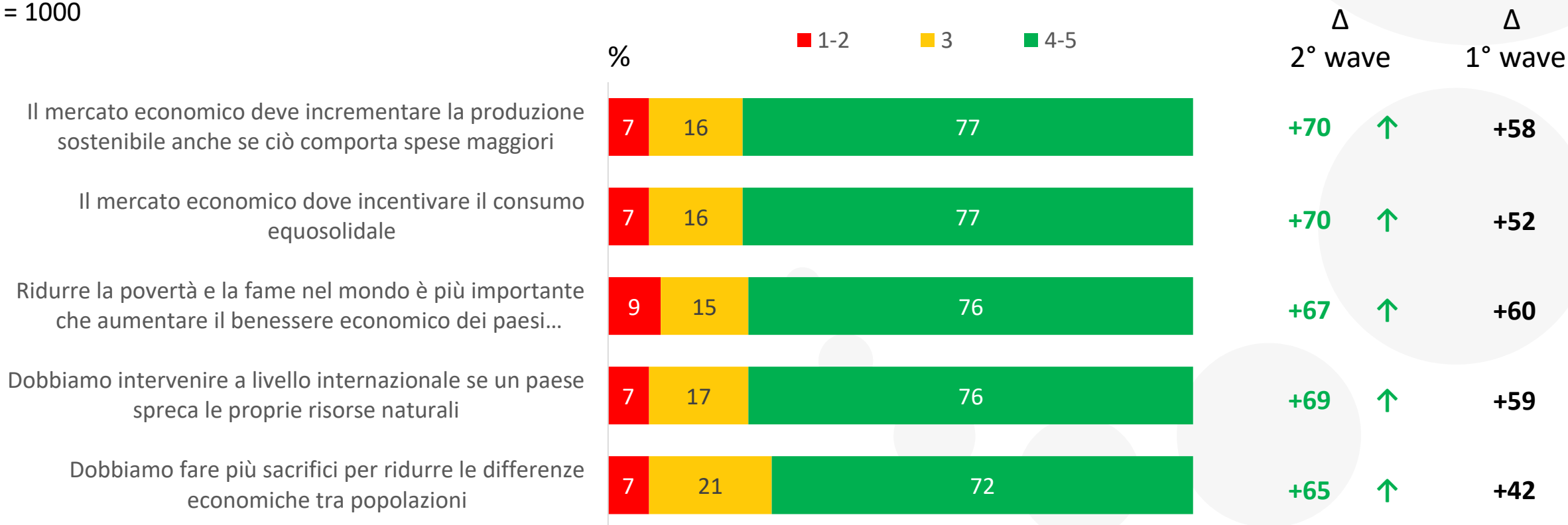


ECONOMIC SUSTAINABILITY

Italians show an overall positive attitude also towards economic sustainability, which has greatly improved compared to the first wave. Some concerns can be noted in relation to how much people should sacrifice to reduce economic differences.

'Please indicate the extent of your agreement/disagreement with the following statements:'

N = 1000



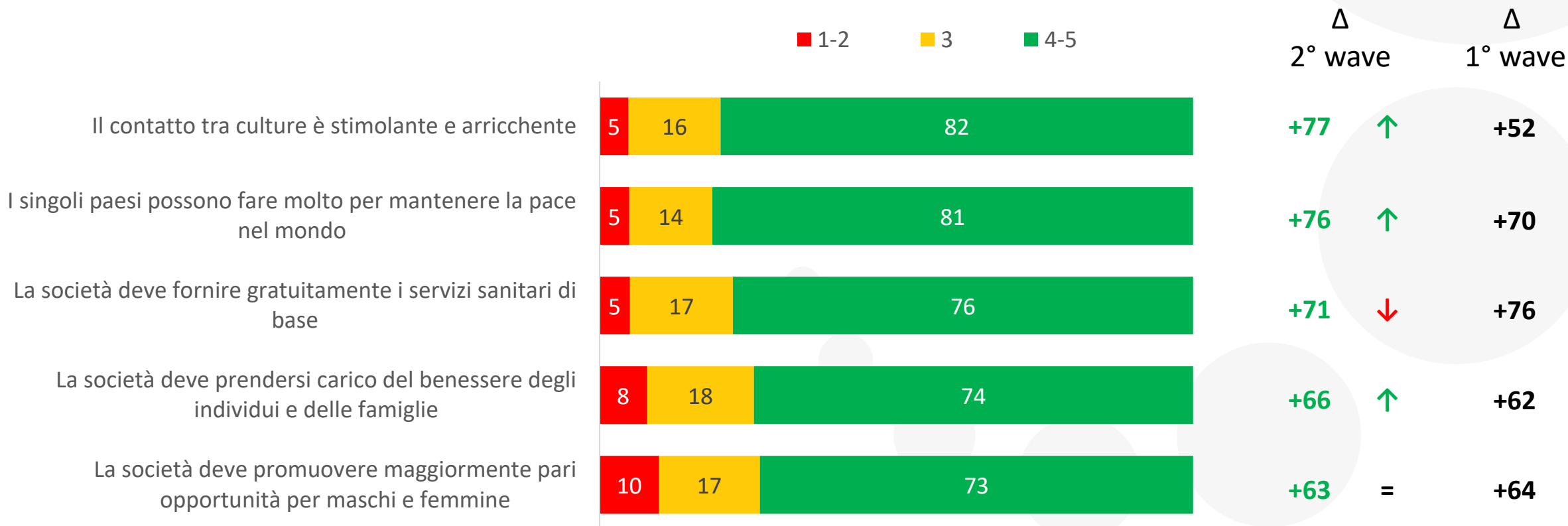


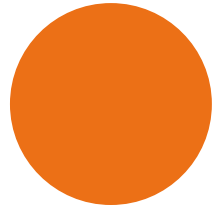
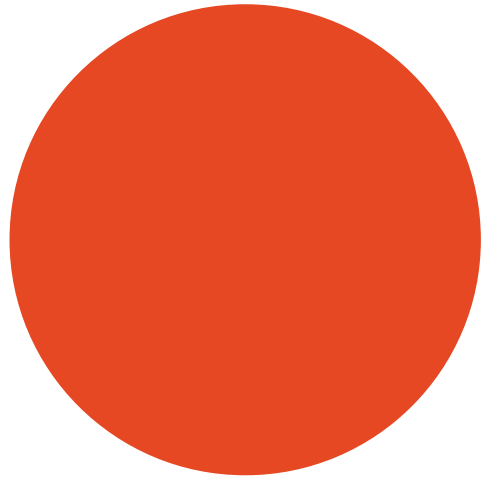
SOCIAL SUSTAINABILITY

Italians appear to have an overall attitudes towards social sustainability.

'Please indicate the extent of your agreement/disagreement with the following statements:'

N = 1000





***RELEVANCE, ATTENTION,
AND COMMITMENT
TOWARDS SUSTAINABILITY***

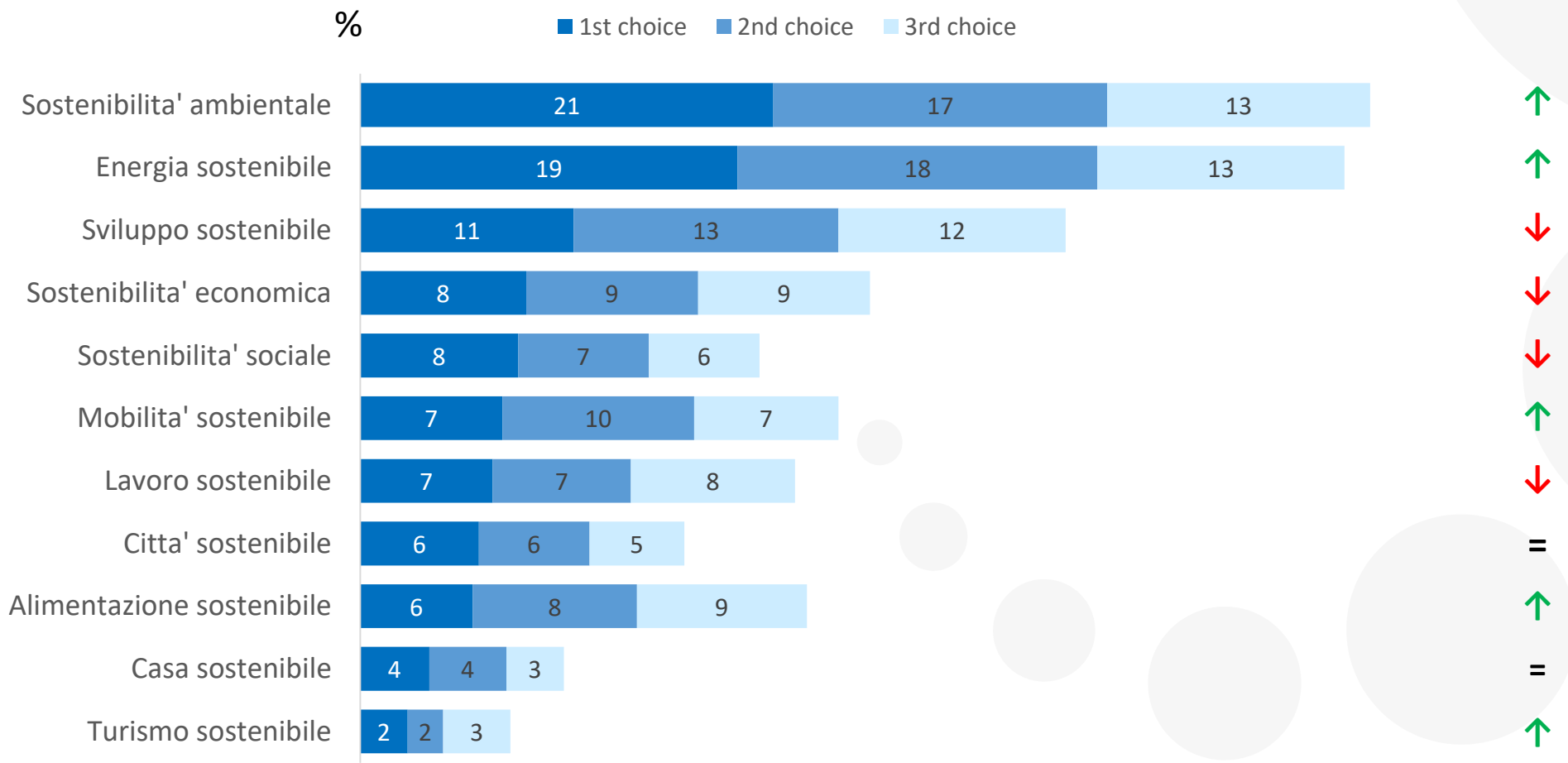


PRIORITY AREAS

According to Italian consumers, the priority areas are sustainable **environment, energy, and development**. The topics of sustainable tourism, nutrition, and housing appear to be less relevant.

'According to you, what are the three priority areas in relation to sustainability?'

N = 1000

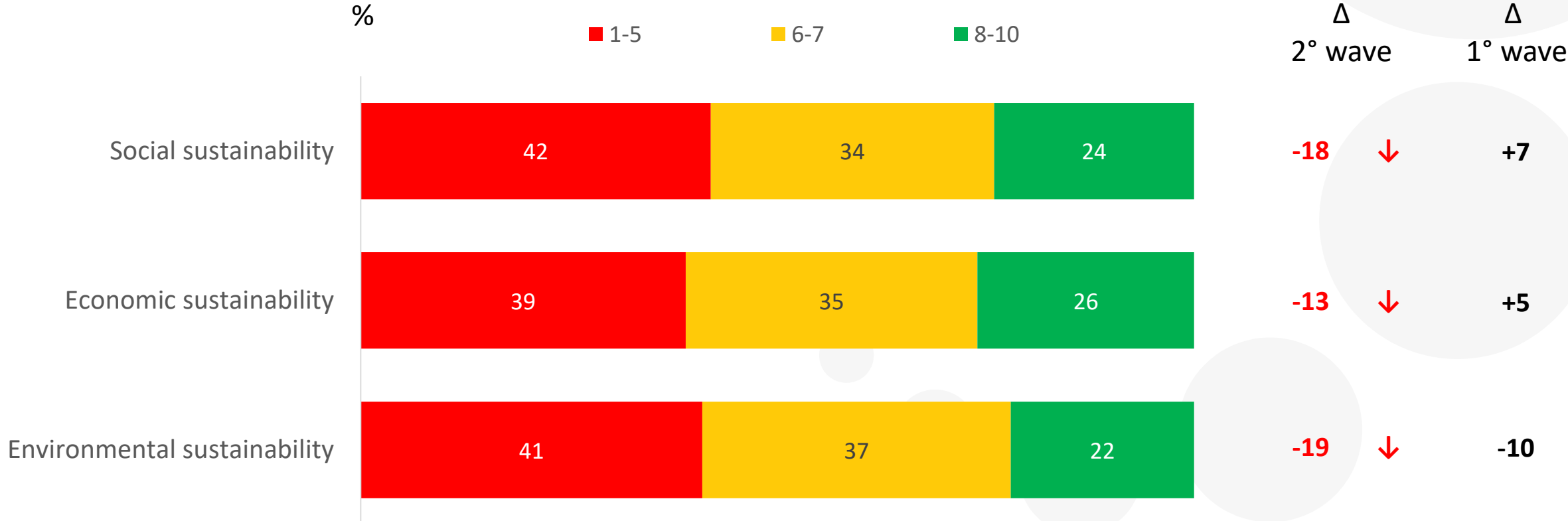


PERCEIVED INTEREST

Italians perceive other citizens as less interested in sustainability issues compared to the first wave.

'According to you, what is the level of attention and interest of Italian citizens towards...'

N = 1000



PERCEIVED COMMITMENT

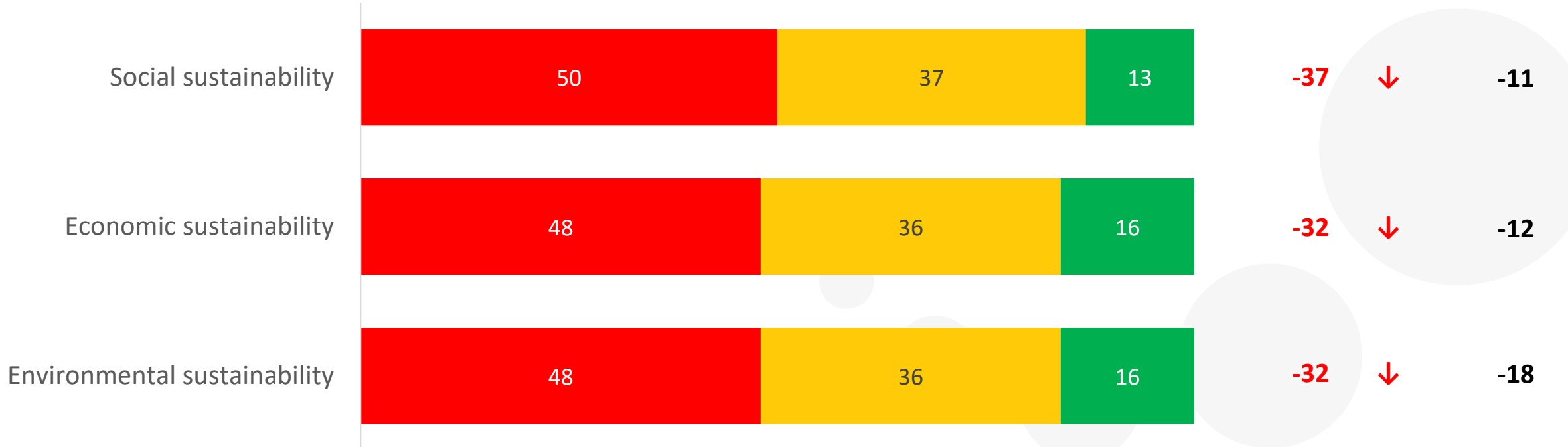
Half respondents believe that their co-citizens' commitment in making the difference in relation to sustainability issues is insufficient

'According to you, what is the level of commitment in making the difference of Italian citizens towards...'

N = 1000

%

■ 1-5 ■ 6-7 ■ 8-10



***PERCEIVED LEVEL OF
INFORMATION***



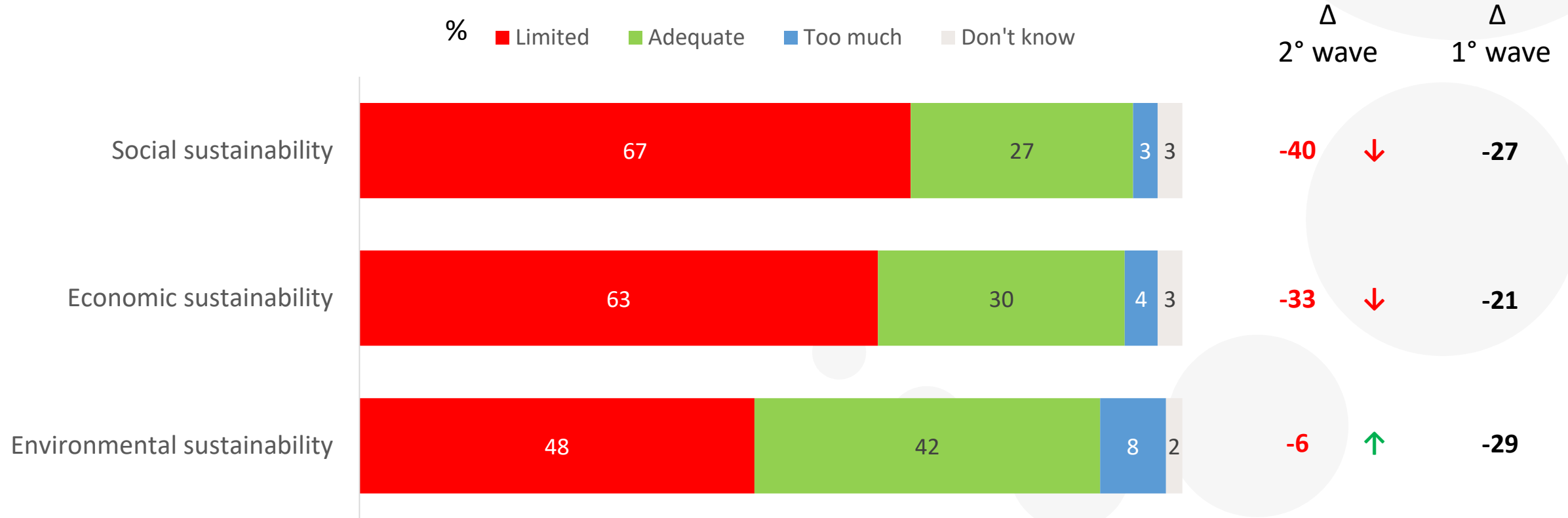


QUANTITY OF INFORMATION

The informational gap on environmental sustainability seems to be reduced, whereas the informational gap on social and economic sustainability increases.

'How do you evaluate the amount of available information?'

N = 1000





QUALITY OF INFORMATION

The majority of Italians believe that the available information on sustainable issues is not sufficiently correct, transparent and reliable.

'How do you evaluate the quality of information (correctness, transparency, reliability)?'

N = 1000

