

GLOBAL VIEWS ON TAXING AND LABELING PRODUCTS USING SCARCE NATURAL RESOURCES

Ipsos survey for the World Economic Forum

June 2021

For more information, go to <https://www.ipsos.com/en/global-views-taxing-and-labelling-products-using-scarce-natural-resources>

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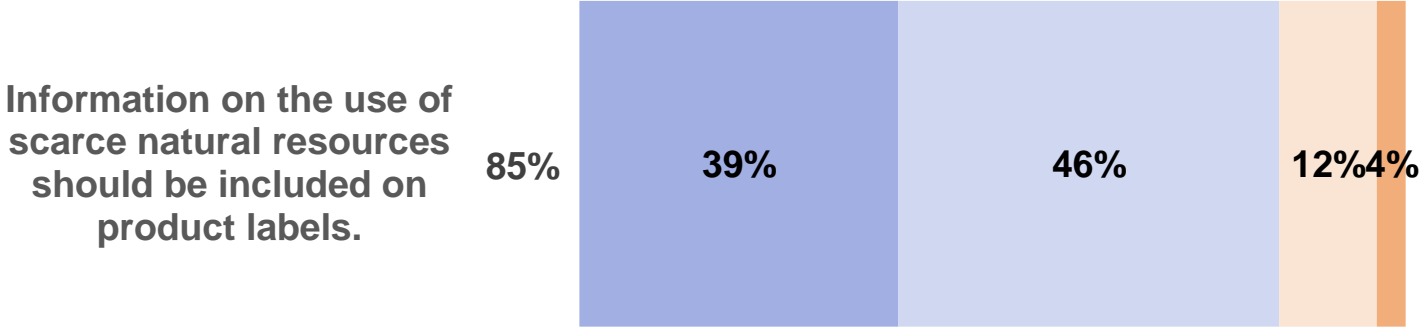
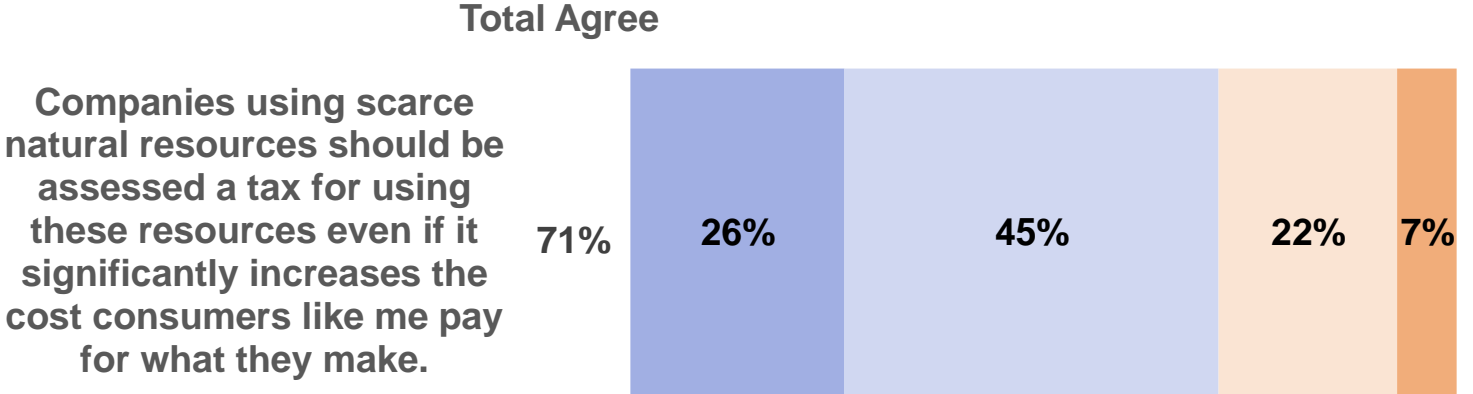
GAME CHANGERS



TAXING AND LABELING PRODUCTS USING SCARCE NATURAL RESOURCES (GLOBAL COUNTRY AVERAGE)

Q. Many companies use natural resources such as water or trees in the production of their products. Some of these resources can be scarce or limited. To what extent do you agree or disagree with each of the following regarding the use of these resources:

On average, across the 27 countries surveyed, 85% agree that information on the use of scarce natural resources should be included on product labels and 71% agree that companies using scarce natural resources should be assessed a tax for using them, even if it significantly increases the cost consumers pay for what these companies make.



■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree

Base: 19,510 online adults aged 16-74 across 28 countries, May 21- June 4, 2021
 * Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population
 The "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

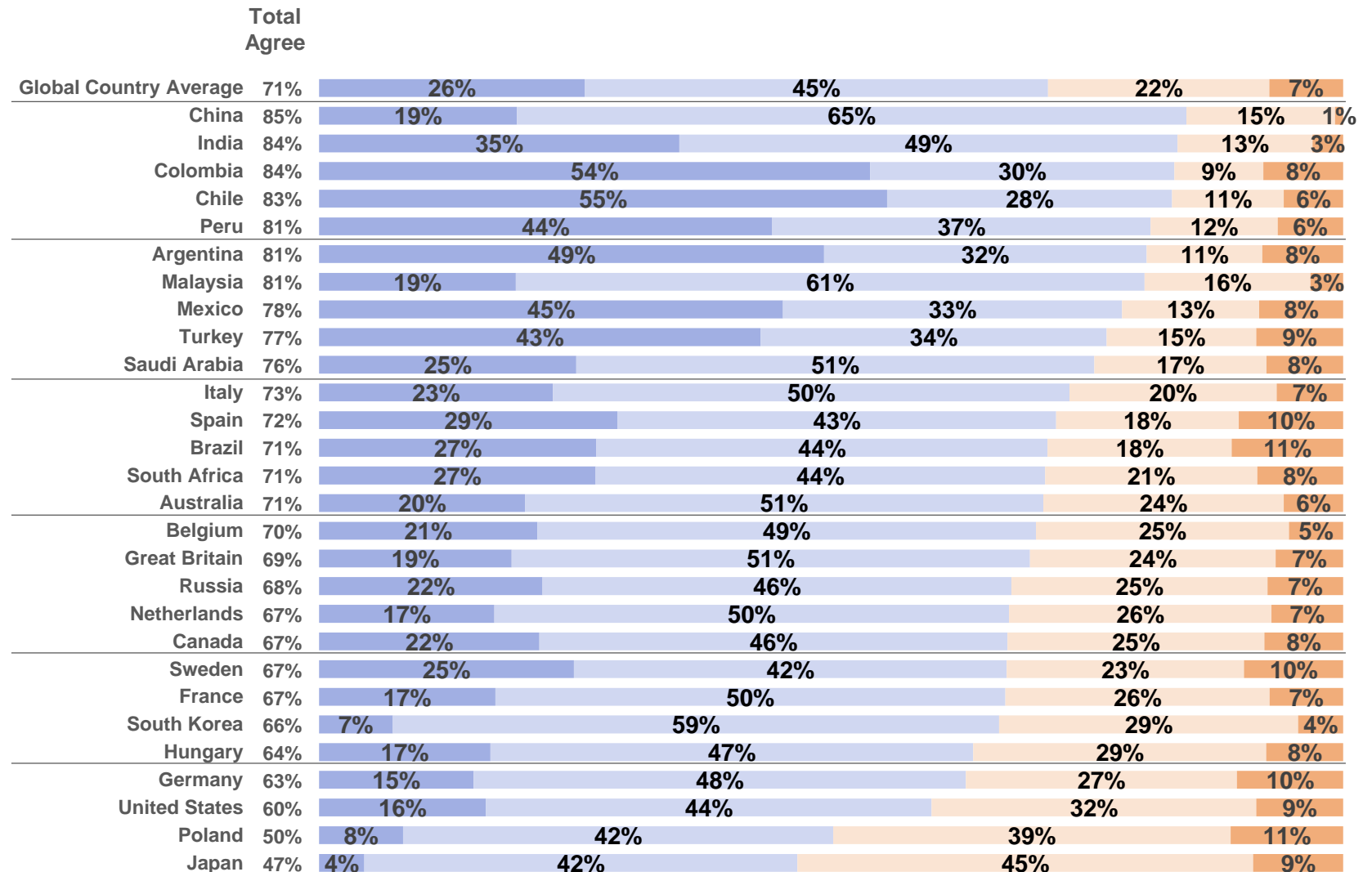


TAXING PRODUCTS USING SCARCE NATURAL RESOURCES (BY COUNTRY)

Q. Many companies use natural resources such as water or trees in the production of their products. Some of these resources can be scarce or limited. To what extent do you agree or disagree with the following regarding the use of these resources:

- Companies using scarce natural resources should be assessed a tax for using these resources even if it significantly increases the cost consumers like me pay for what they make

Support for taxing products using scarce natural resources is far more prevalent in emerging countries (e.g., China, India, Colombia) than it is in Japan, most European countries and the United States.



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■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

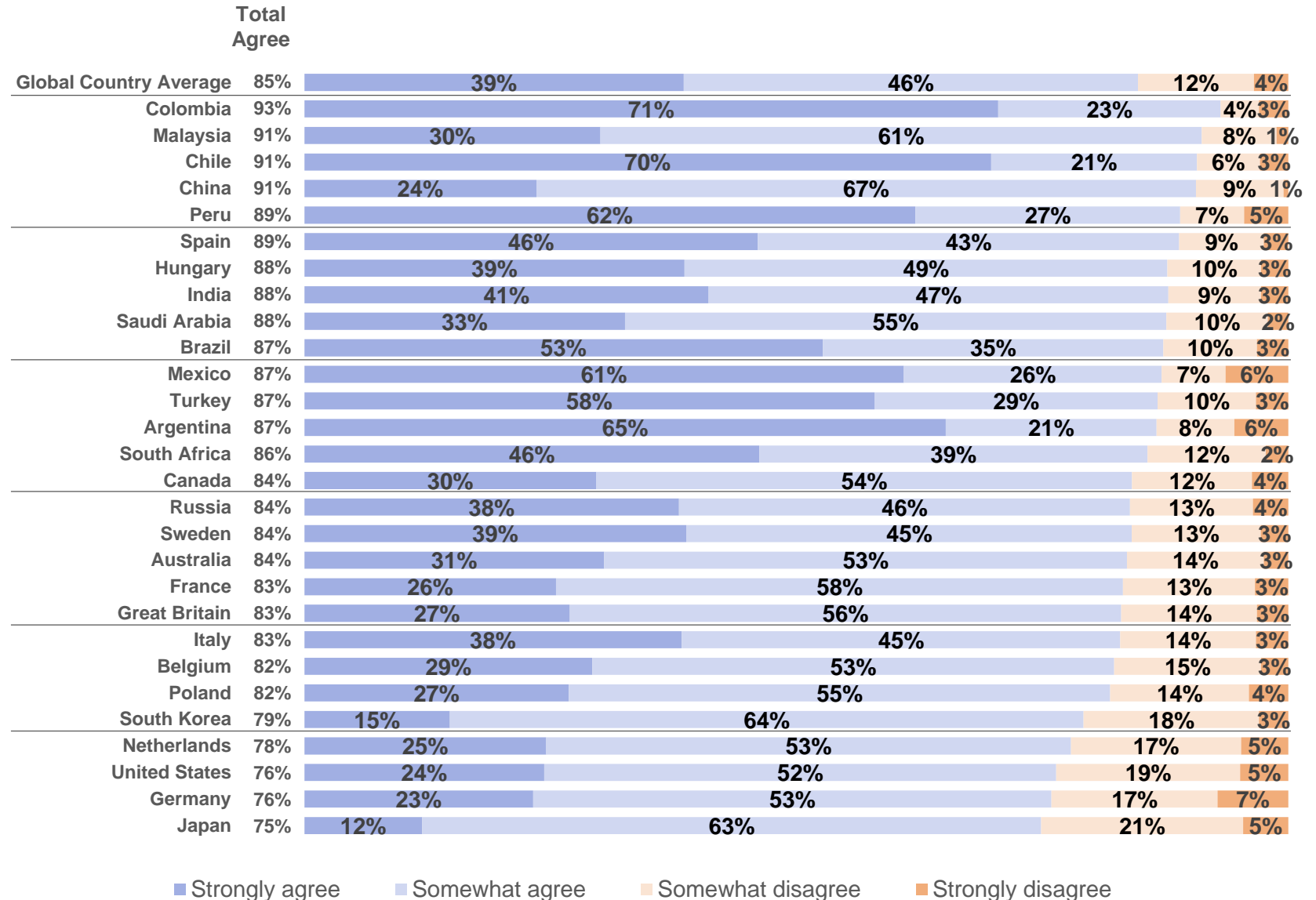
LABELING PRODUCTS USING SCARCE NATURAL RESOURCES (BY COUNTRY)

“Many companies use natural resources such as water or trees in the production of their products. Some of these resources can be scarce or limited.

Q. To what extent do you agree or disagree with the following regarding the use of these resources:

- Information on the use of scarce natural resources should be included on product labels.

Requiring that product labels include information on the use of natural resources is supported by at least 75% of adults in each one of the 28 countries surveyed.



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TAXING AND LABELING PRODUCTS USING SCARCE NATURAL RESOURCES BY KEY DEMOS (GLOBAL COUNTRY AVERAGE)

Q. Many companies use natural resources such as water or trees in the production of their products. Some of these resources can be scarce or limited. To what extent do you agree or disagree with each of the following regarding the use of these resources:

At a global level, views on taxing and labeling products using scarce natural resources vary little by gender, age or level of education.

	Global Country Average	Gender		Age			Education		
		Male	Female	Under 35	35 to 49	50 to 74	Low	Medium	High
Companies using scarce natural resources should be assessed a tax for using these resources even if it significantly increases the cost consumers like me pay for what they make.	71%	72%	70%	72%	72%	69%	67%	70%	76%
Information on the use of scarce natural resources should be included on product labels.	85%	83%	86%	84%	84%	87%	82%	85%	86%

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METHODOLOGY

These are findings from a 28-country survey conducted by Ipsos on its Global Advisor online platform, based on 19,510 interviews of adults aged 18-74 in the U.S., Canada, Malaysia, South Africa, and Turkey, and aged 16-74 in all other countries, between May 21 and June 4, 2021.

The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of these countries' general adult population under the age of 75.

The samples in Brazil, Chile, China (mainland), Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.

The data is weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

The "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of don't know or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of N=1,000 being accurate to +/- 3.5 percentage points and a poll of N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos's use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

ABOUT IPSOS

Ipsos is the third Insights and Analytics company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.