



RIVERS are LIFE

Inaugural “State of Rivers Around the World” Survey

Embargoed until December 12, 2023 at 8 a.m. ET



Rivers are Life, imagined by BeAlive, is on a mission to raise public awareness of the importance of our planet's rivers through a unique movement that reaches an active, global audience. Through dynamic films, diverse partnerships, and hands-on projects, Rivers are Life is building a global movement that engages river advocates, activists and supporters every day.

BeAlive is an aggregator of all things meaningful. The digital and media production company was co-founded by Chris Keefer (a proven outdoor-adventure veteran) and Zach Green (executive with over 18 years in entertainment industry).

METHODOLOGY

Conducted by SAVANTA, a market research consultancy. Dates of fielding: October 3, 2023 to October 18, 2023. This survey was conducted in: U.S., Europe (UK, Germany, France, Italy, and Spain), South America (Brazil, Colombia, Argentina, and Peru), and Southeast Asia (Indonesia, Philippines, Vietnam, and Thailand).

The sample populations were: U.S. (n=1,590), Europe (n=1,925), South America (n=1,487), and SE Asia (n=1,643). The survey was in an online format and was conducted in English, German, Spanish, French, Portuguese (BR), Italian, Tagalog, Vietnamese, Thai, and Indonesian.

METHODOLOGY (CONTINUED)

DEMOGRAPHICS

US	1,590	North America	1,590
UK	385	South America	1,487
GERMANY	385	Asia	1,643
FRANCE	385	Europe	1,925
ITALY	385		
SPAIN	385	Male	3,279
INDONESIA	488	Female	3,351
PHILIPPINES	385	Prefer to self-describe	10
VIETNAM	385	Prefer not to answer	5
THAILAND	385		
BRAZIL	619	Gen Z (18-26 years old)	1,108
COLOMBIA	385	Millennials (27-42 years old)	2,032
ARGENTINA	385	Gen X (43-58 years old)	1,921
PERU	98	Boomers (59+ years old)	1,584

US-SPECIFIC

South	613
West	374
Northeast	270
Midwest	333

White or Caucasian	565
Black or African American	386
American Indian/Native American or Alaska Native	24
Asian	388
Native Hawaiian or Other Pacific Islander	9
Mixed race	114
Other (please specify)	82
Prefer not to say	22

HISPANIC?	
Yes	385
No	1,205

GLOBAL FINDINGS

RIVER POLLUTION IS A GLOBAL, URGENT ISSUE

- People acknowledge the urgent climate change and river pollution issues
- People do not rate their countries' river health well
- Globally, four in five people agree that rivers have an impact on their lives
- Despite knowing the importance of rivers for the food system and agriculture, people do not know how to solve these problems
- **91%** say climate change **needs to be acted** on
- **86%** agree that river pollution greatly affect human health
- **Majority** would **not** eat a fish out of their local river
- **Only 4%** of people around the world rank their river health **as excellent** and nearly **two-thirds** (65%) consider it **fair/poor**
- **Only 36%** of people agree that the health of their local rivers are getting better
- **57%** of people have little to no knowledge about how to clean up rivers
- **81%** of people consider rivers to be a vital part of the food system and **94% agree** that rivers are important to agriculture
- **Climate change is perceived as the #1 most concerning issue** (#2 pollution, #3 access to clean water, #4 education, #5 human rights)

GREATER EDUCATION IS NEEDED

- People want to know more about environmental issues and climate change
- Most people agree that a lack of attention to the issue is a major obstacle for reducing pollution
- Younger people (Gen Z and Millennials) are far more interested in learning about environmental issues than individuals 55+ around the world
- Nearly **50%** of participants admit **they don't know enough** about current environmental issues and would like to know a lot more
- **86%** agree that river **pollution greatly affects** human health
- When ranking who is responsible for polluting rivers, people in Asia (42%) and those in South America (36%) felt that **individuals were most at fault**, while those in North America (41%) and Europe (42%) were most likely to select **corporations**
- **63% say lack of attention** to the issue is a major obstacle to reducing water pollution
- **74%** participants believe more public awareness will improve the health of rivers (#2 greater law enforcement, #3 improved sanitation)

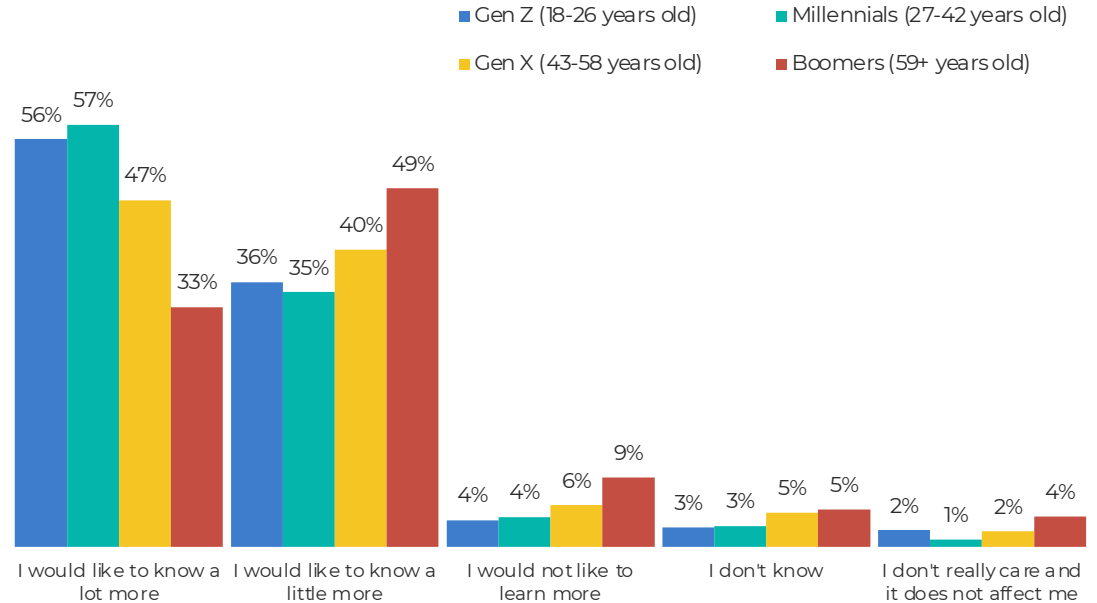
URGENT ACTION IS REQUIRED

- People want more adequate safeguards to prevent pollution
- People agree rivers can reduce the impacts of climate change
- People believe that addressing human behavior will help reduce pollution
- The majority of people (59%) are planning to take action in 2024
- Majority (51%) have **never taken action** to clean their local river
- Only 10% of participants strongly agree that their **countries' leaders care** about the health of rivers
- **50%** believe **no one is protecting** their local rivers
- Only **10%** of participants strongly agree that their **countries' leaders care** about the health of rivers
- **88%** believe there should be stronger legislation to prevent sewage drainage into rivers
- 76% believe **human behavior** is the **biggest obstacle** to reducing water pollution

GENERATIONAL TAKEAWAYS

KNOWLEDGE AND INTEREST IN ENVIRONMENTAL ISSUES

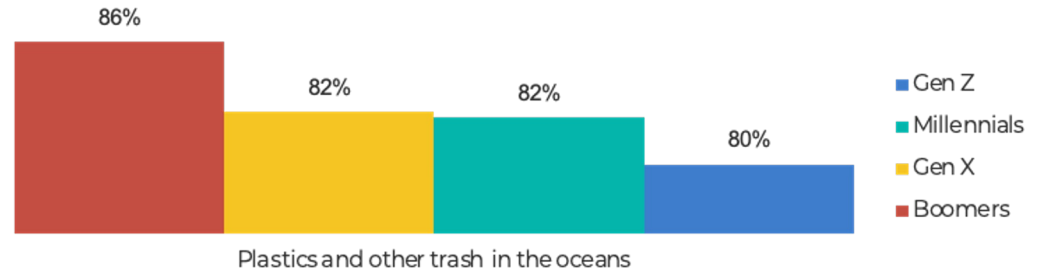
Younger generations (**33%**) across the board are more inclined to increase their knowledge compared to Baby Boomers (**14%**)*.



* Q1: How do you feel about your current level of knowledge of environmental issues?

PLASTICS AND TRASH IN OCEANS AND RIVERS

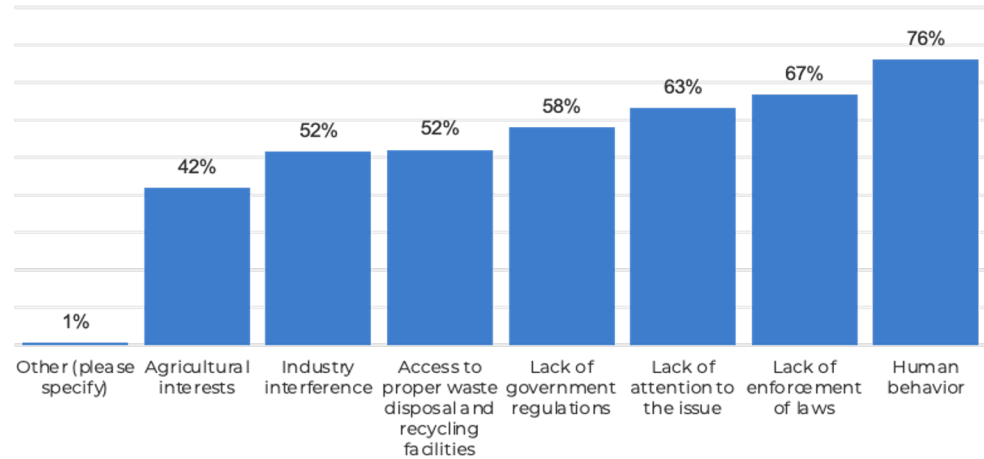
Plastics and other trash in the ocean is a top concern across all generations (**83%**), with sewage pollution in rivers being a significant worry (**>81% for all generations**).



* TOP 2: Q10: How concerned are you about the following?

AGRICULTURAL AND INDUSTRIAL INFLUENCE

The survey suggests that agricultural interests (**42%**) and industry interference (**52%**) are not seen as major roadblocks in reducing water pollution. Human behavior (**76%**) is the most to blame. This points to a possible lack of awareness of the impact those industries have on river health.*

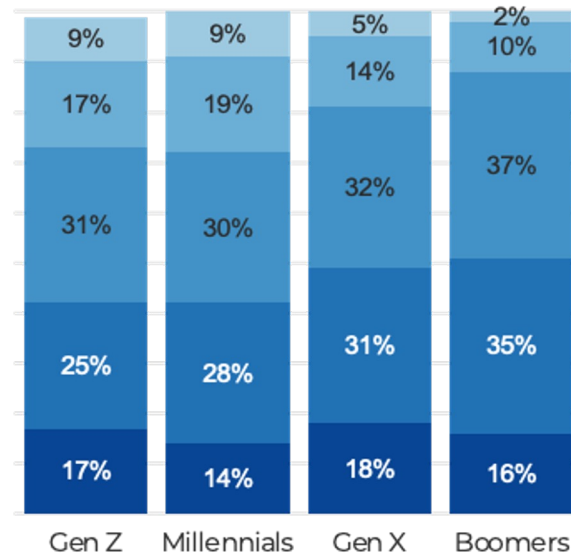


* Q16: Which of the following do you believe to be major obstacles to reducing water pollution?

OPTIMISM FOR FUTURE RIVER HEALTH

There is a sense of hopefulness for cleaner water in the future (27% agree/strongly agree that climate will improve in 2024) among younger generations.

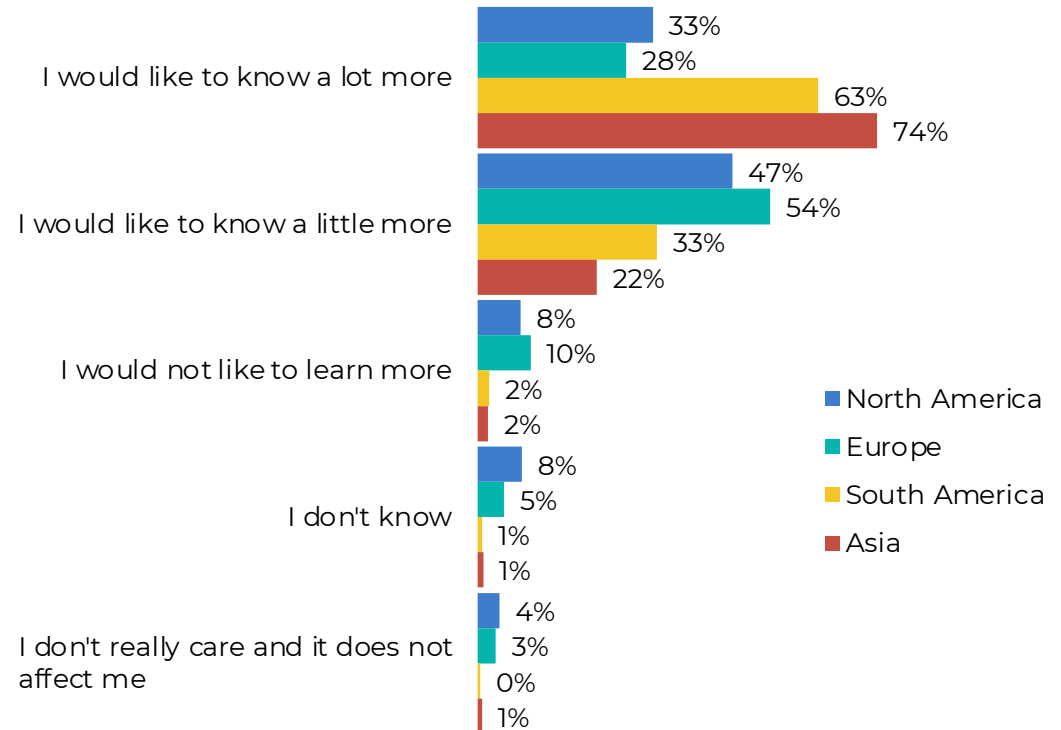
- I agree very strongly
- I mostly agree
- I do not agree nor disagree
- I mostly disagree
- I strongly disagree



* TOP 2: Q21: Will climate change get better or worse in 2024?

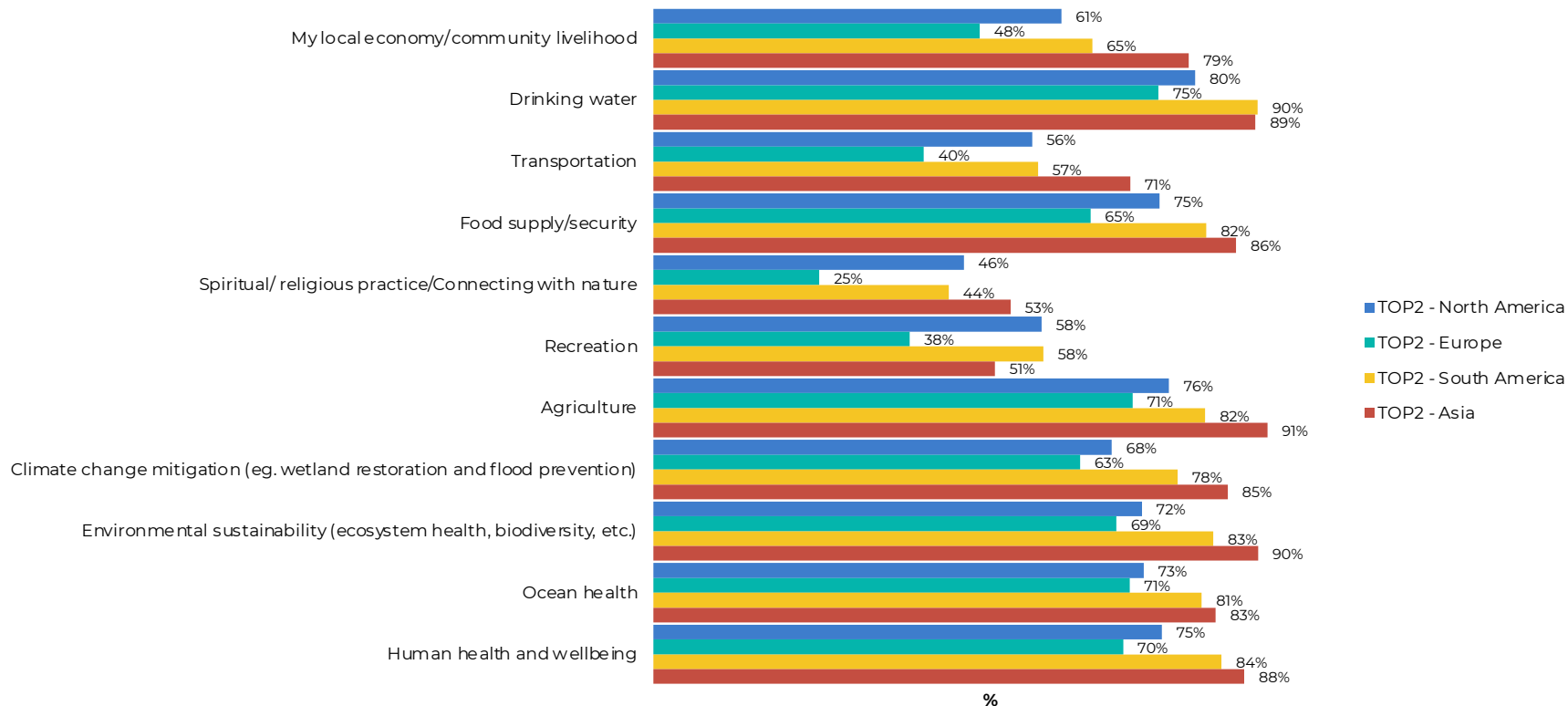
REGIONAL SPECIFIC

KNOWLEDGE AND INTEREST IN ENVIRONMENTAL ISSUES



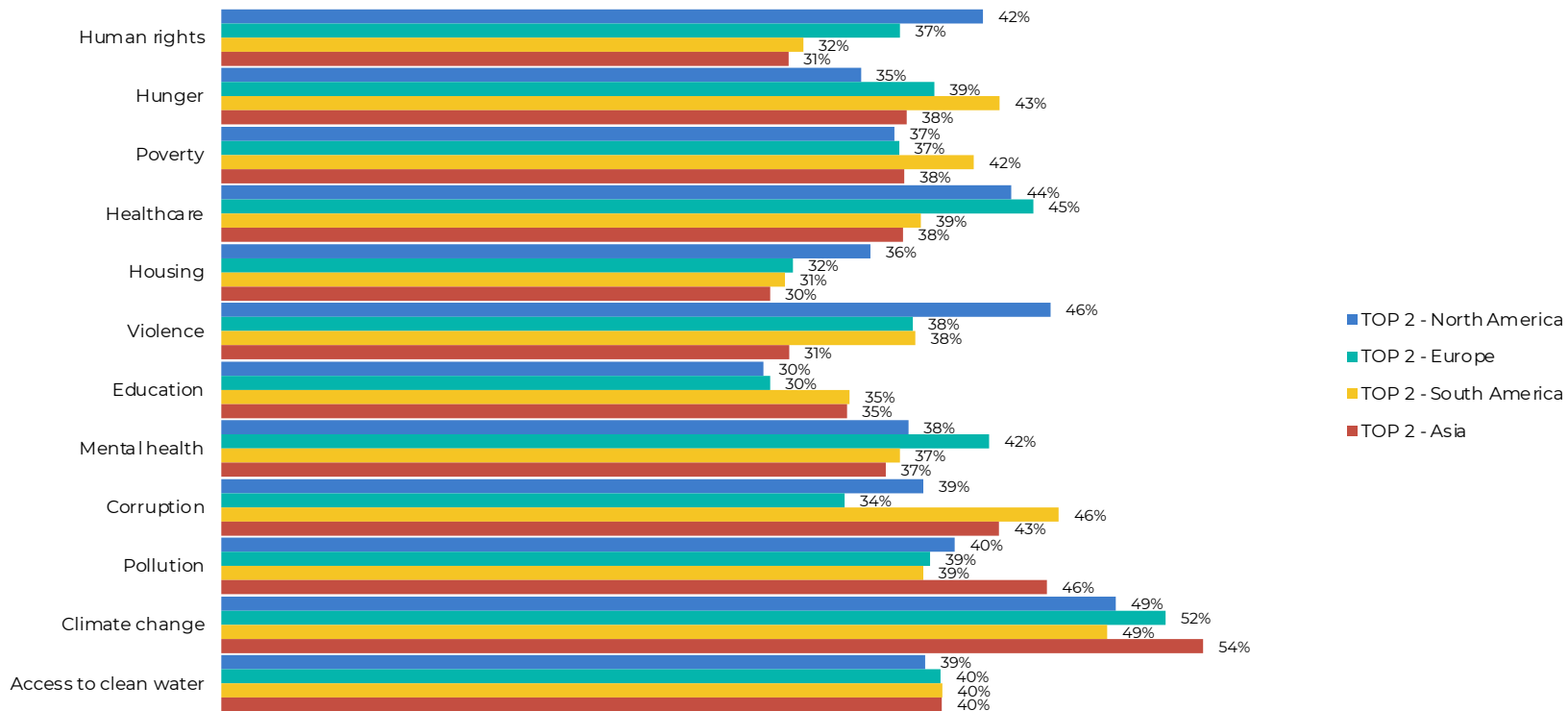
* Q1: How do you feel about your current level of knowledge of environmental issues?

IMPORTANCE OF RIVERS



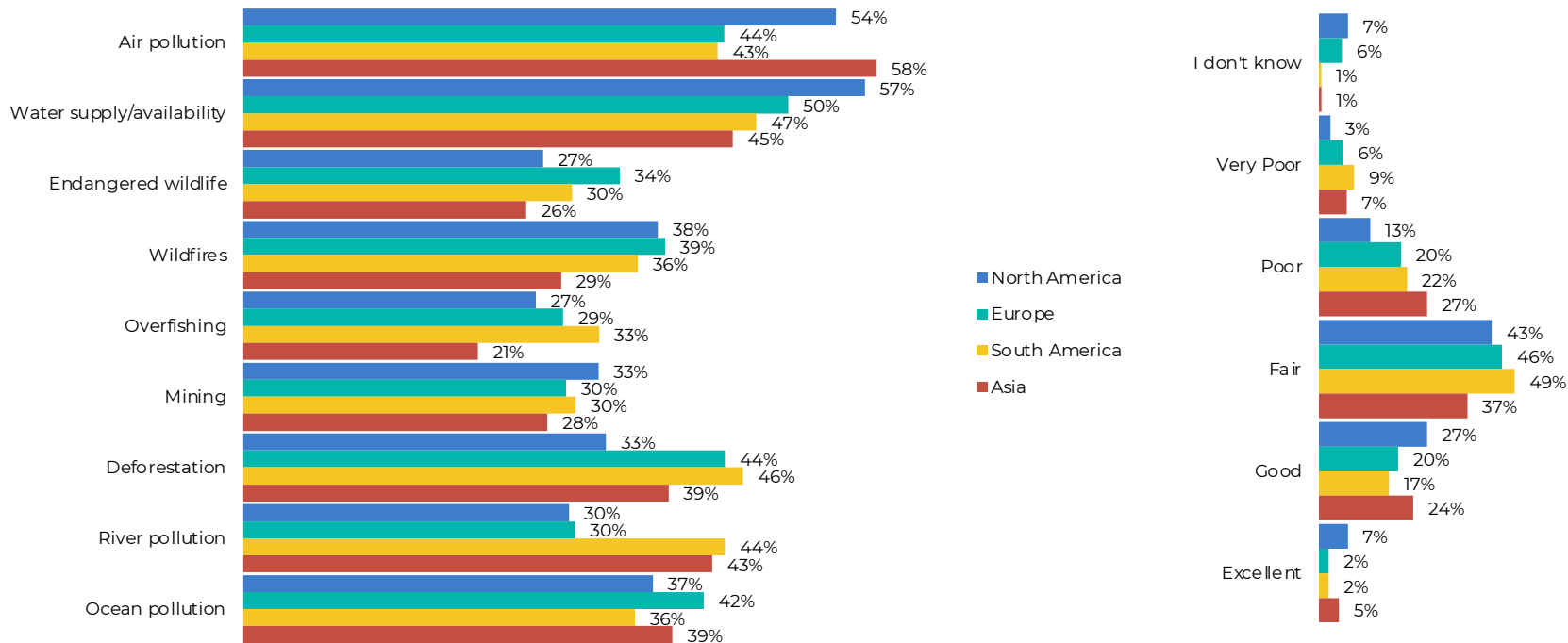
* TOP 2: Q3: How important do you think rivers are to the following?

CONCERNS ON ENVIRONMENTAL ISSUES



* Q5: Please rank the following issues in order of how concerned you are

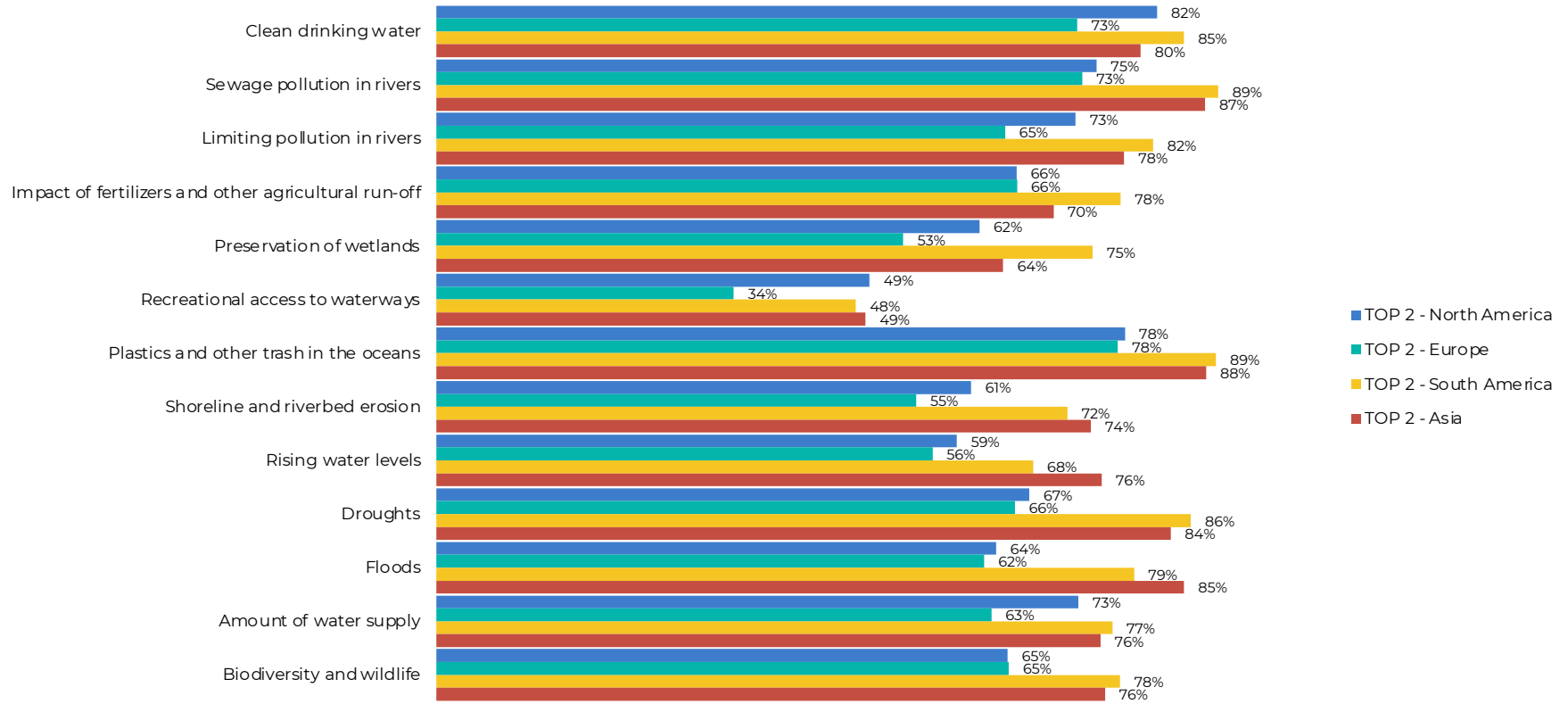
PERCEPTION OF RIVER HEALTH AND POLLUTION



* Q6: Please rank the following environmental issues in order of how concerned you are.

**Q8: How would you rate the health of your country or region's rivers overall?

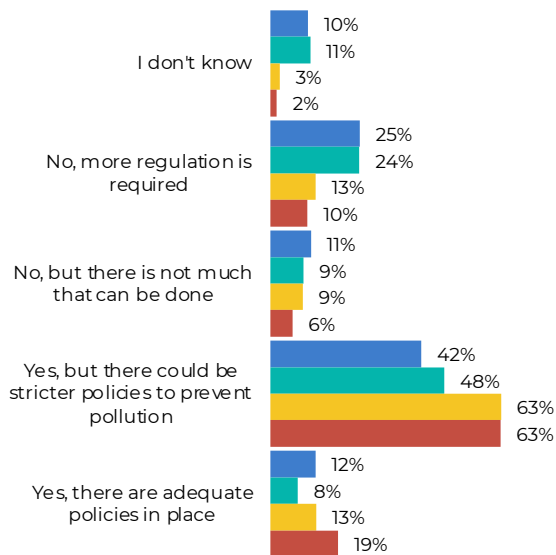
PLASTICS AND TRASH IN OCEANS AND RIVERS



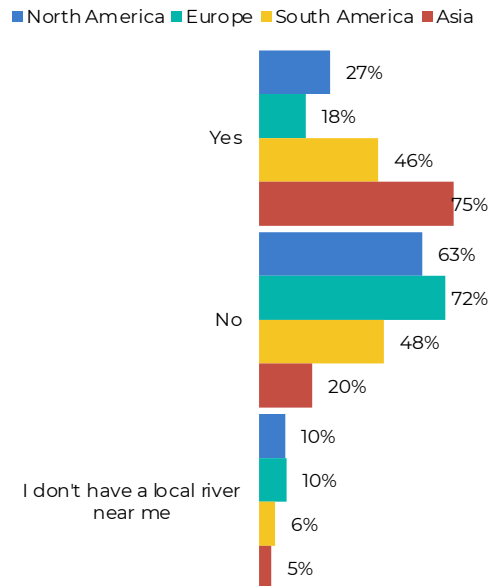
* TOP 2: Q10: How concerned are you about the following?

RESPONSIBILITY AND ACTION FOR RIVER HEALTH

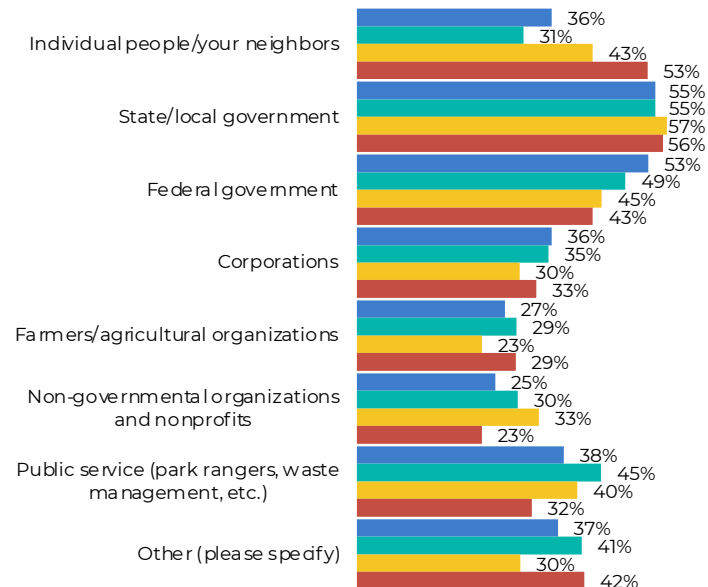
Do you believe that there are adequate safeguards and regulations in place to prevent pollution of rivers?



Have you ever taken action to clean your local river?



Please rank who is most responsible for cleaning rivers.

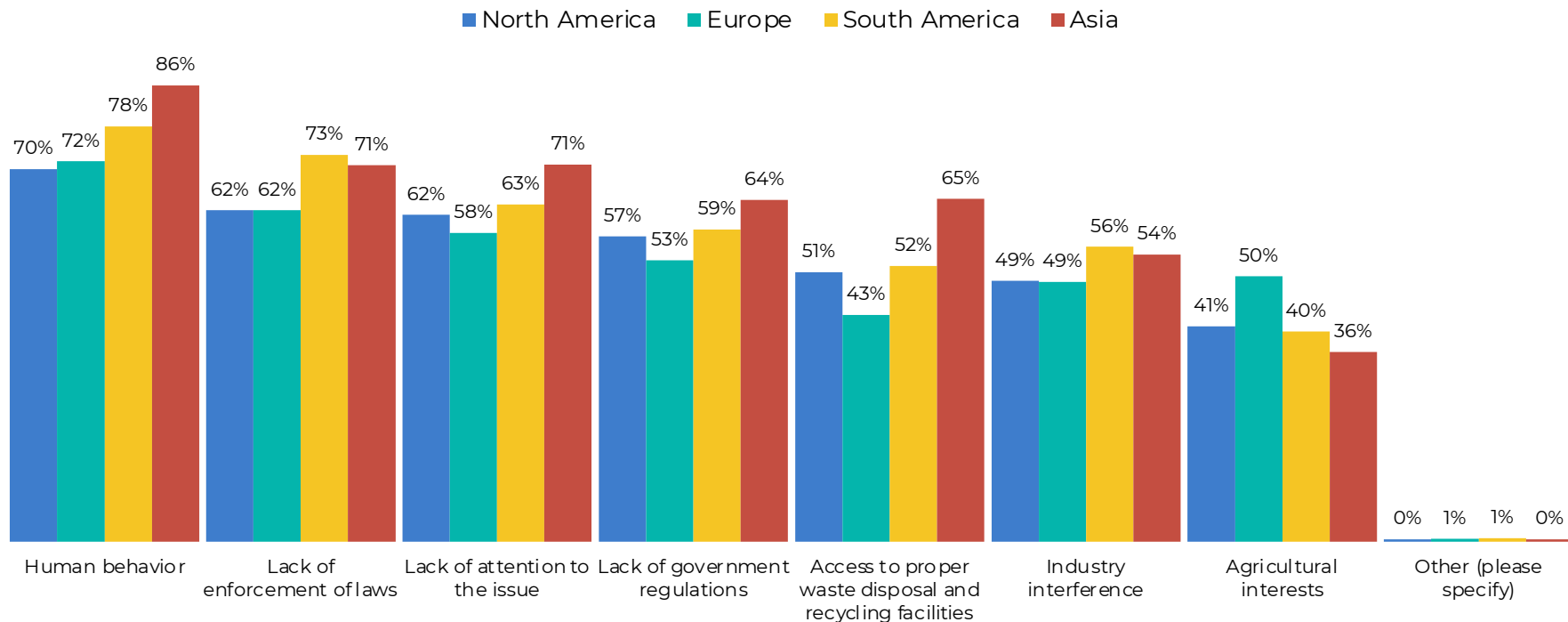


* Q11: Do you believe that there are adequate safeguards and regulations in place to prevent pollution of rivers?

** Q12: Have you ever taken action to clean your local river?

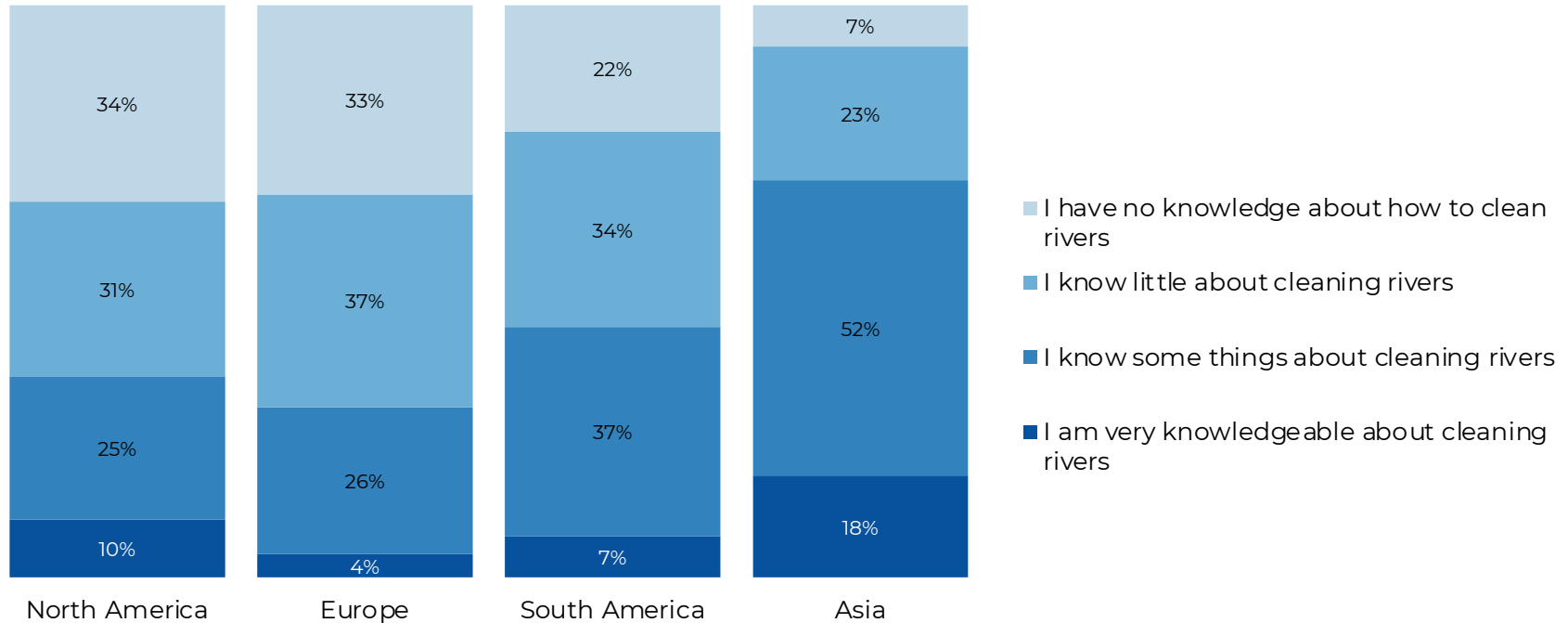
*** Q15: Please rank who is most responsible for cleaning rivers

AGRICULTURAL AND INDUSTRIAL INFLUENCE



* Q16: Which of the following do you believe to be major obstacles to reducing water pollution?

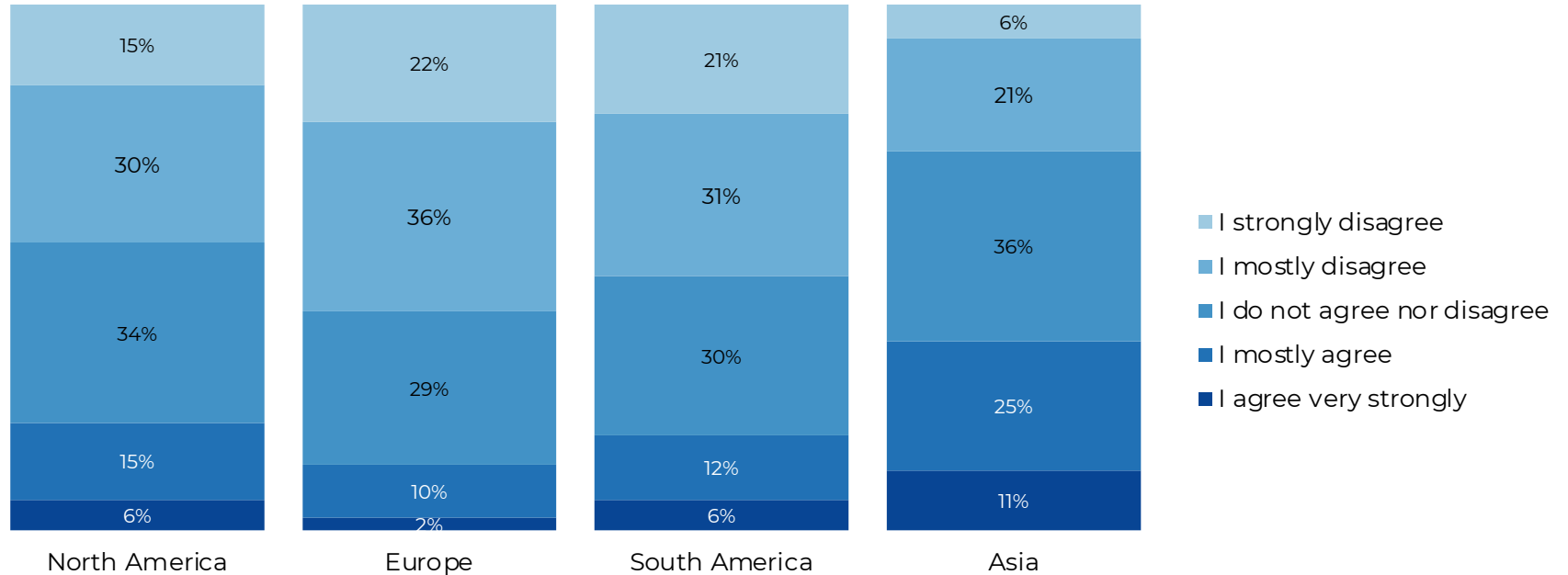
KNOWLEDGE AND ABILITY TO CLEAN RIVERS



* Q18: Would you know how to clean rivers?

OPTIMISM FOR FUTURE RIVER HEALTH

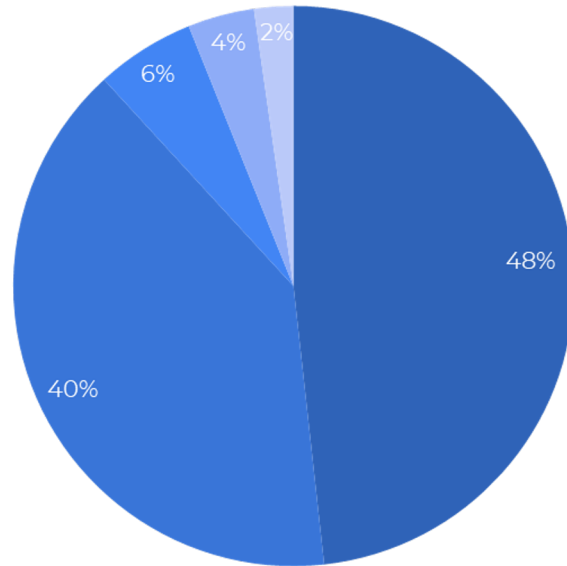
Climate change will get better in 2024.



* **TOP 2: Q21:** Will climate change get better or worse in 2024?

GLOBAL CHARTBOOK

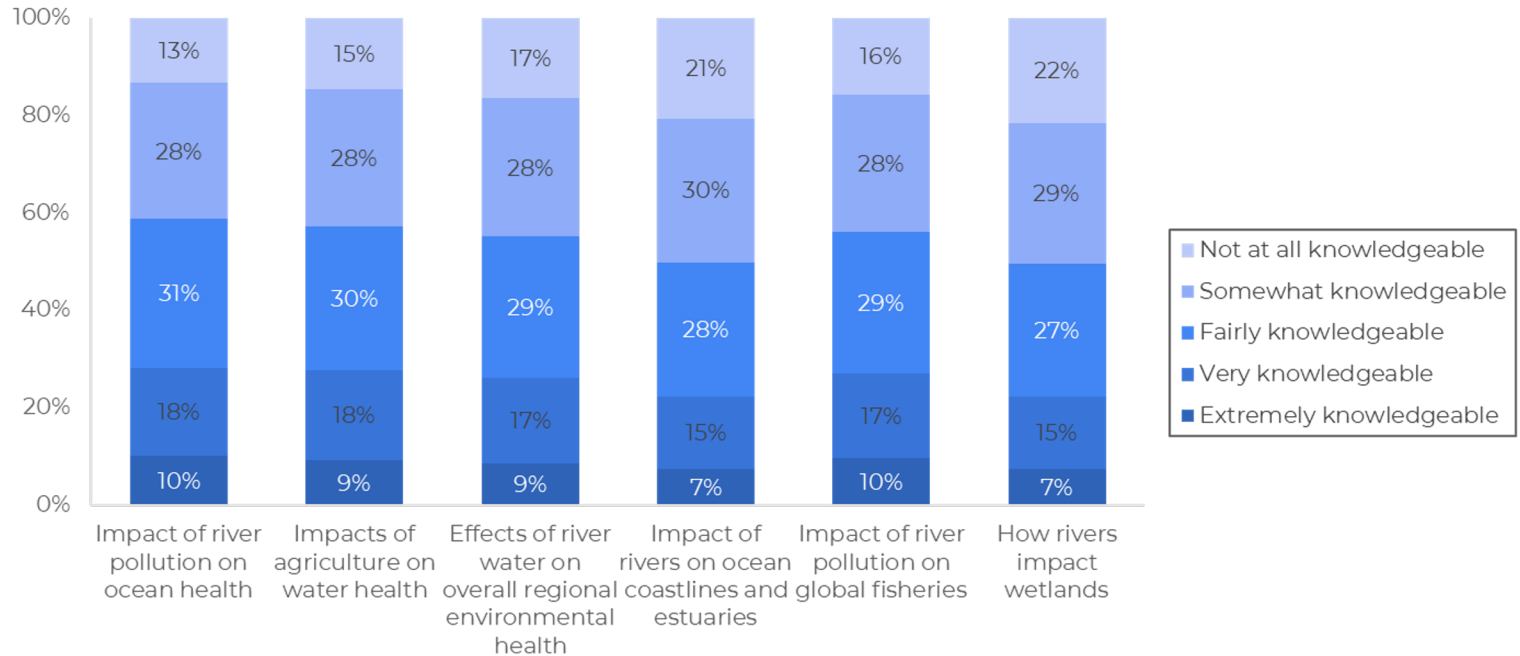
Q1: HOW DO YOU FEEL ABOUT YOUR CURRENT LEVEL OF KNOWLEDGE OF ENVIRONMENTAL ISSUES?



- I would like to know a lot more
- I would like to know a little more
- I would not like to learn more
- I don't know
- I don't really care and it does not affect me

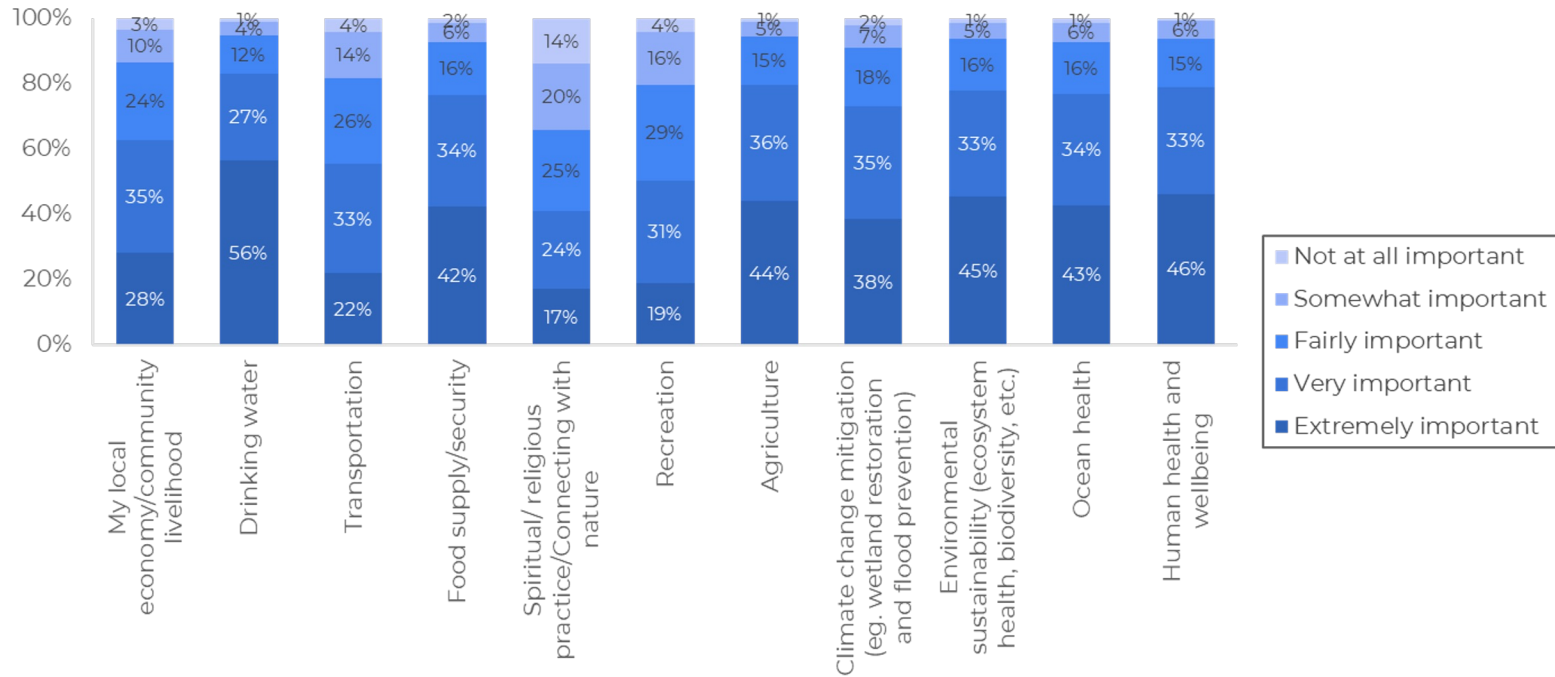
Q1: How do you feel about your current level of knowledge of environmental issues? SUMMARY sample size = 6645

Q2: HOW WOULD YOU RATE YOUR KNOWLEDGE OF THE FOLLOWING AREAS?



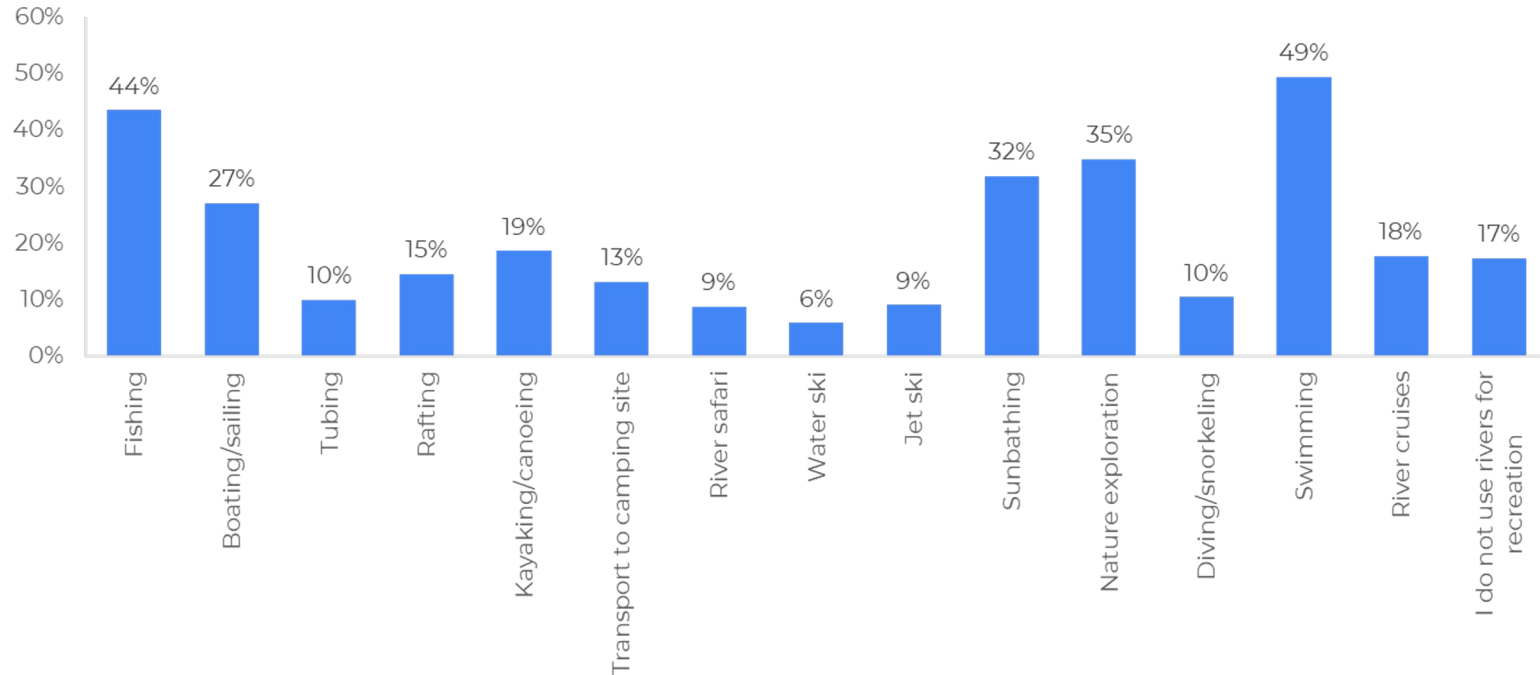
Q2: How would you rate your knowledge of the following areas? SUMMARY sample size = 6645

Q3: HOW IMPORTANT DO YOU THINK RIVERS ARE TO THE FOLLOWING?



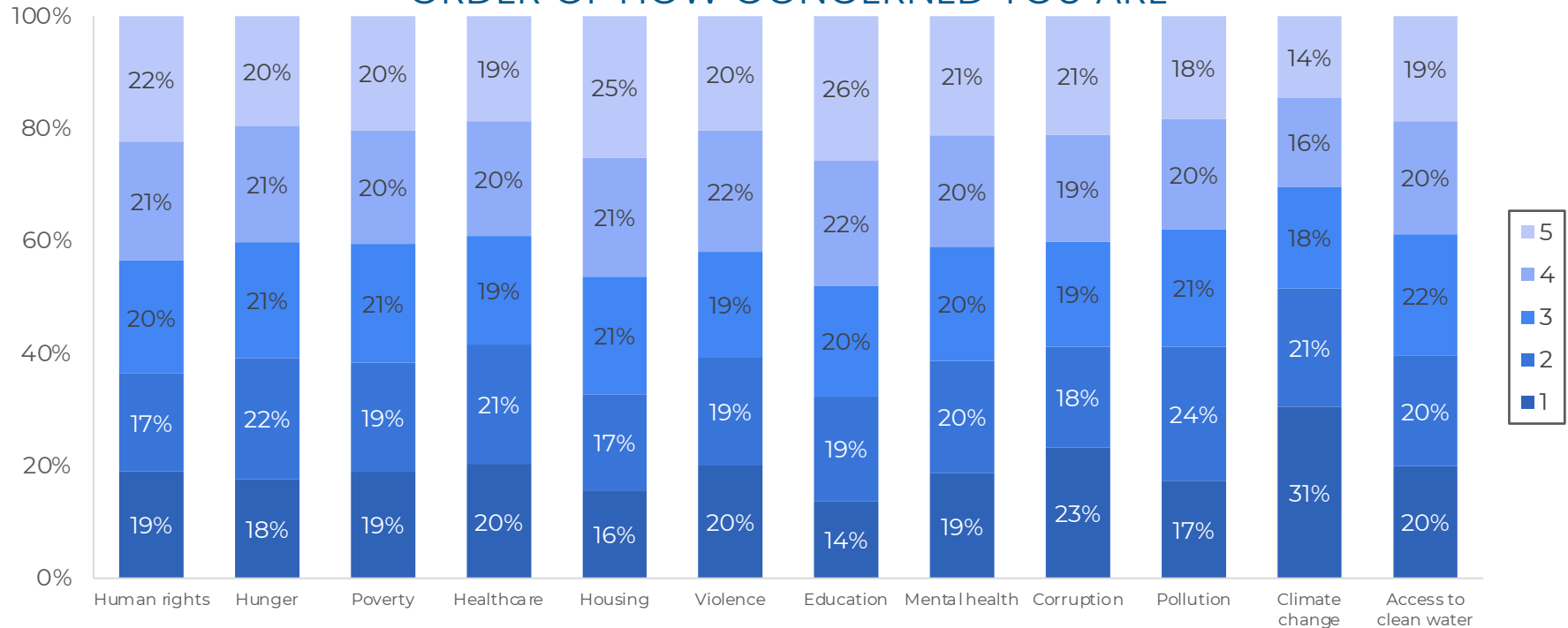
Q3: How important do you think rivers are to the following? SUMMARY sample size = 6645

Q4: IN WHICH OF THE FOLLOWING RECREATIONAL USES OF RIVERS HAVE YOU PARTICIPATED?



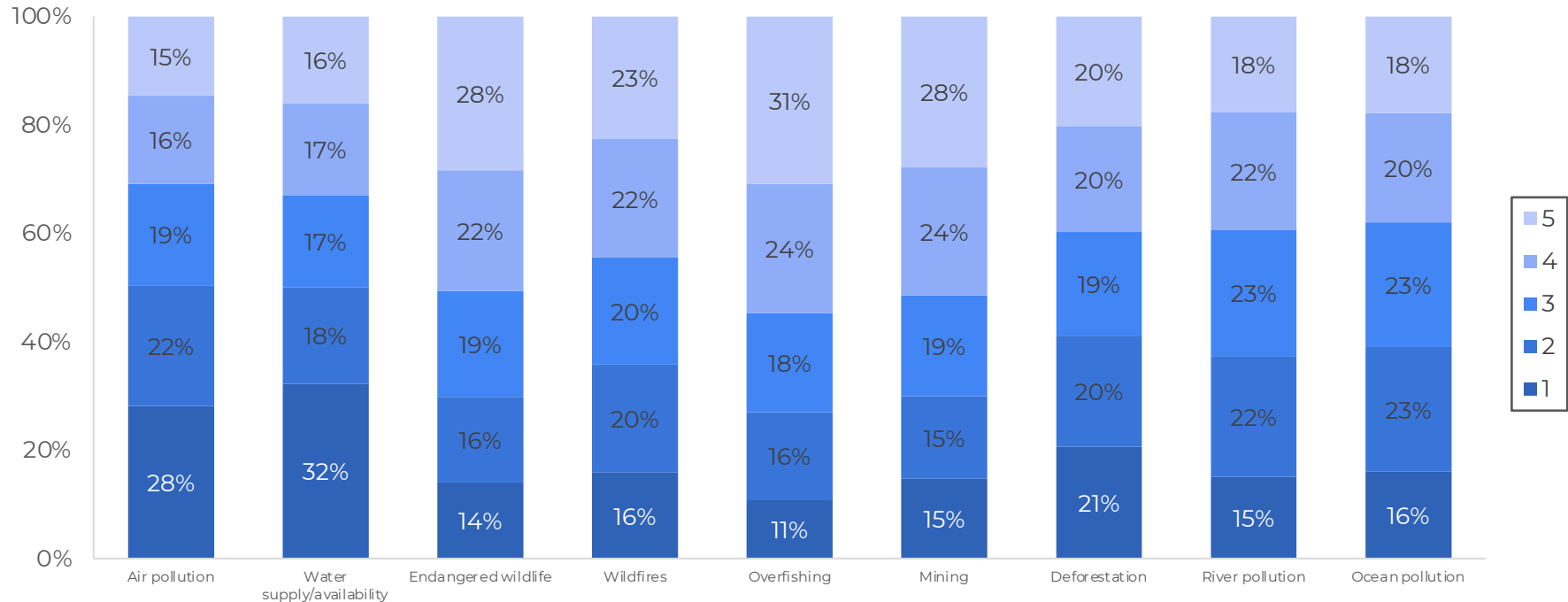
Q4: In which of the following recreational uses of rivers have you participated? SUMMARY sample size = 6645

Q5: PLEASE RANK THE FOLLOWING ISSUES IN ORDER OF HOW CONCERNED YOU ARE



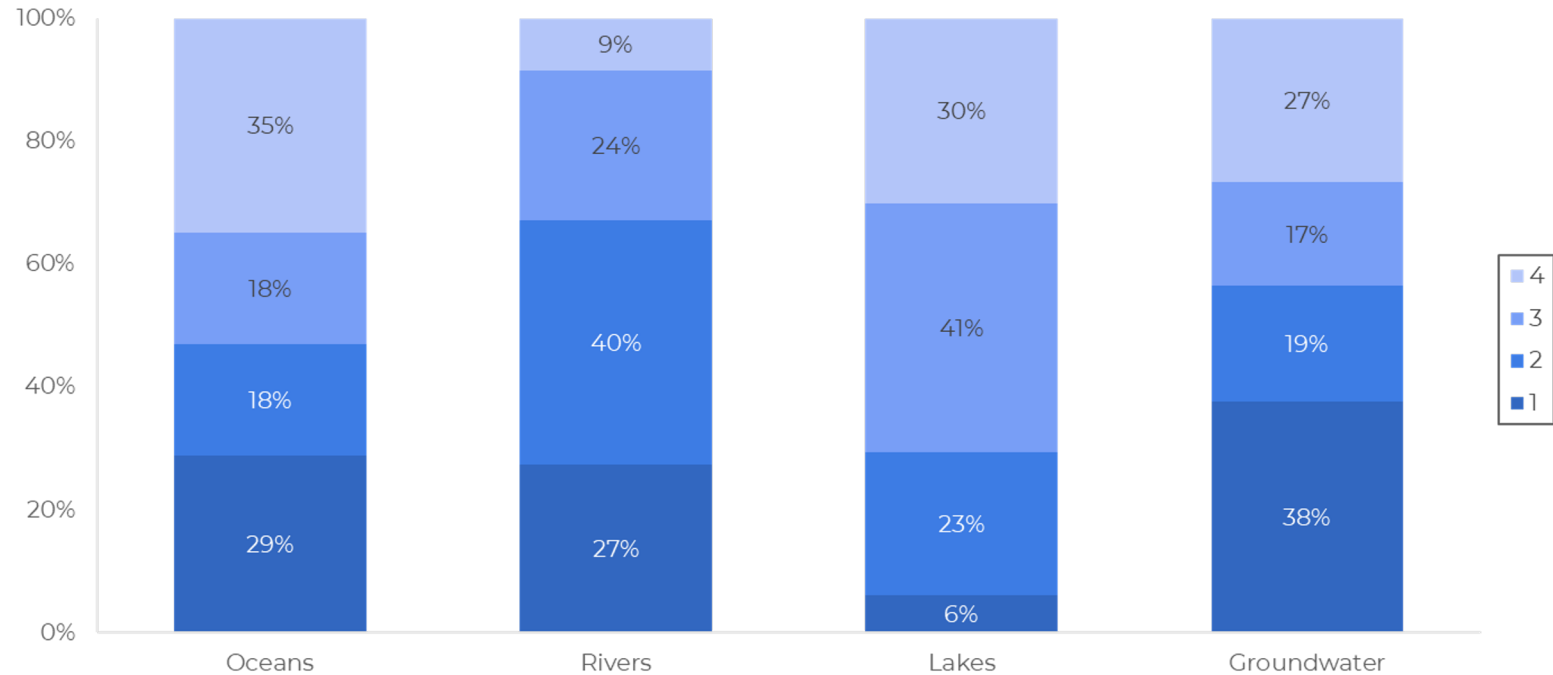
Q5: Please rank the following issues in order of how concerned you are SUMMARY sample size = from 1755 to 3737; total sample size = 6645; 4890 missing

Q6: PLEASE RANK THE FOLLOWING ENVIRONMENTAL ISSUES IN ORDER OF HOW CONCERNED YOU ARE



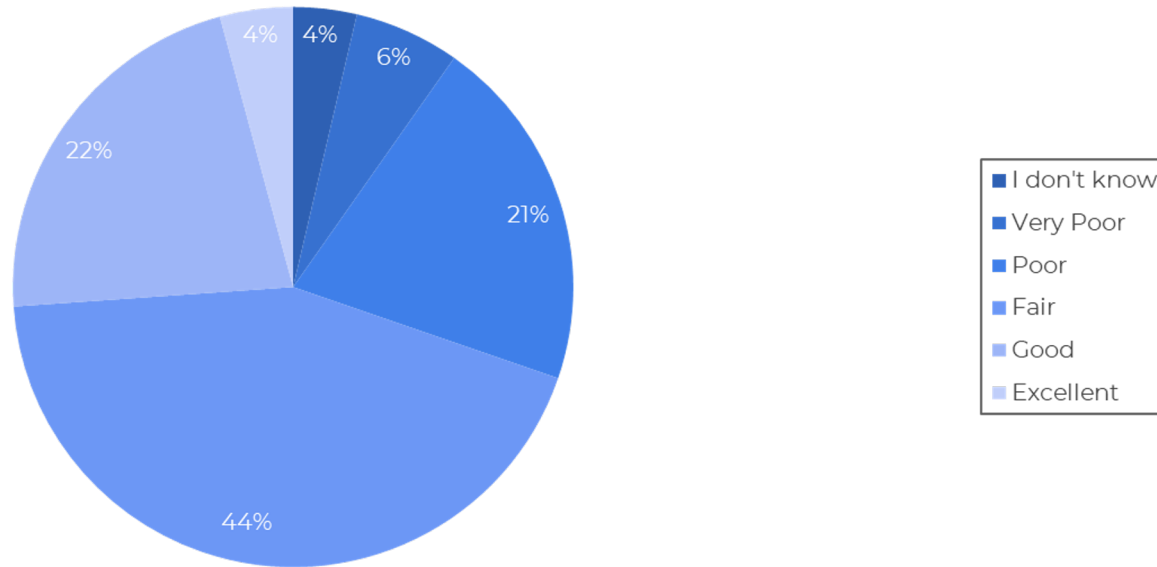
Q6: Please rank the following environmental issues in order of how concerned you are SUMMARY sample size = from 1299 to 5001; total sample size = 6645; 5346 missing

Q7: PLEASE RANK THE FOLLOWING WATER SOURCE BY WHAT IS MOST IMPORTANT TO YOU



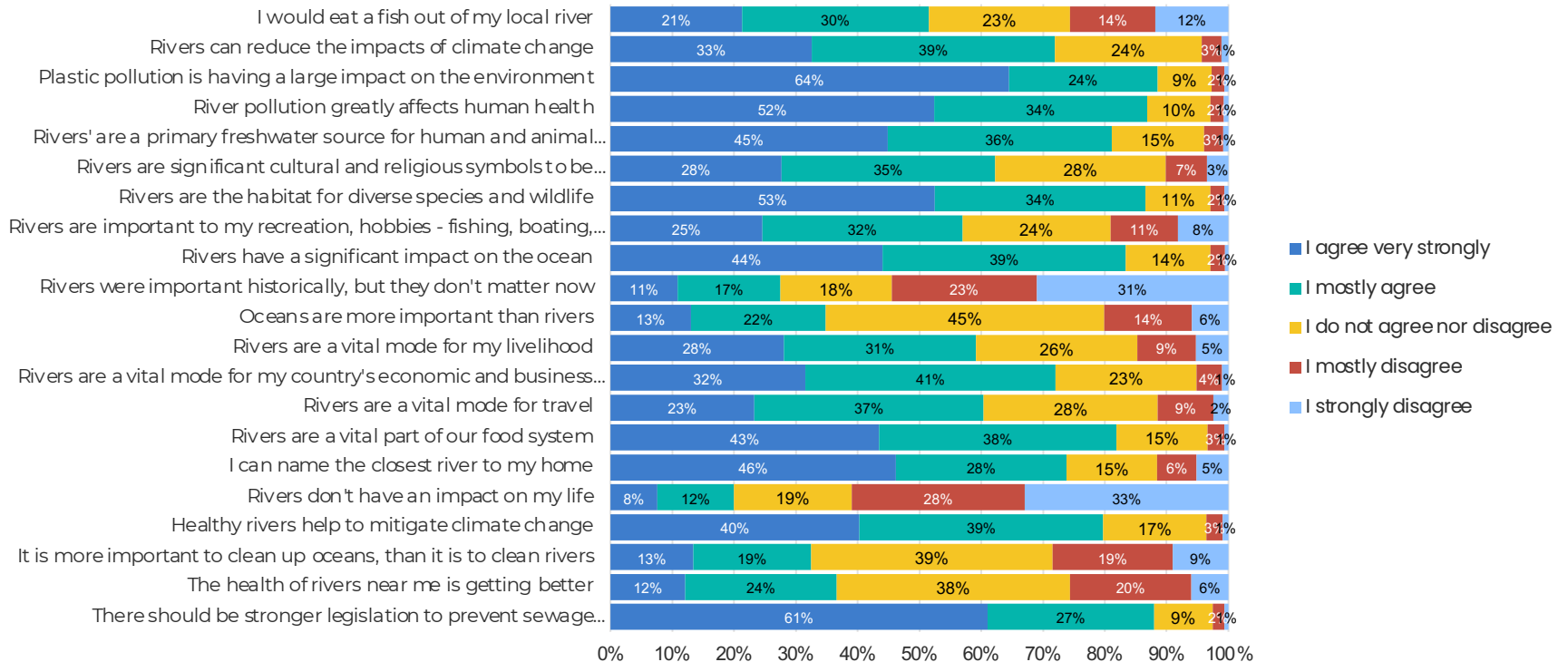
Q7: Please rank the following water source by what is most important to you SUMMARY sample size = 6645

Q8: HOW WOULD YOU RATE THE HEALTH OF YOUR COUNTRY OR REGION'S RIVERS OVERALL?



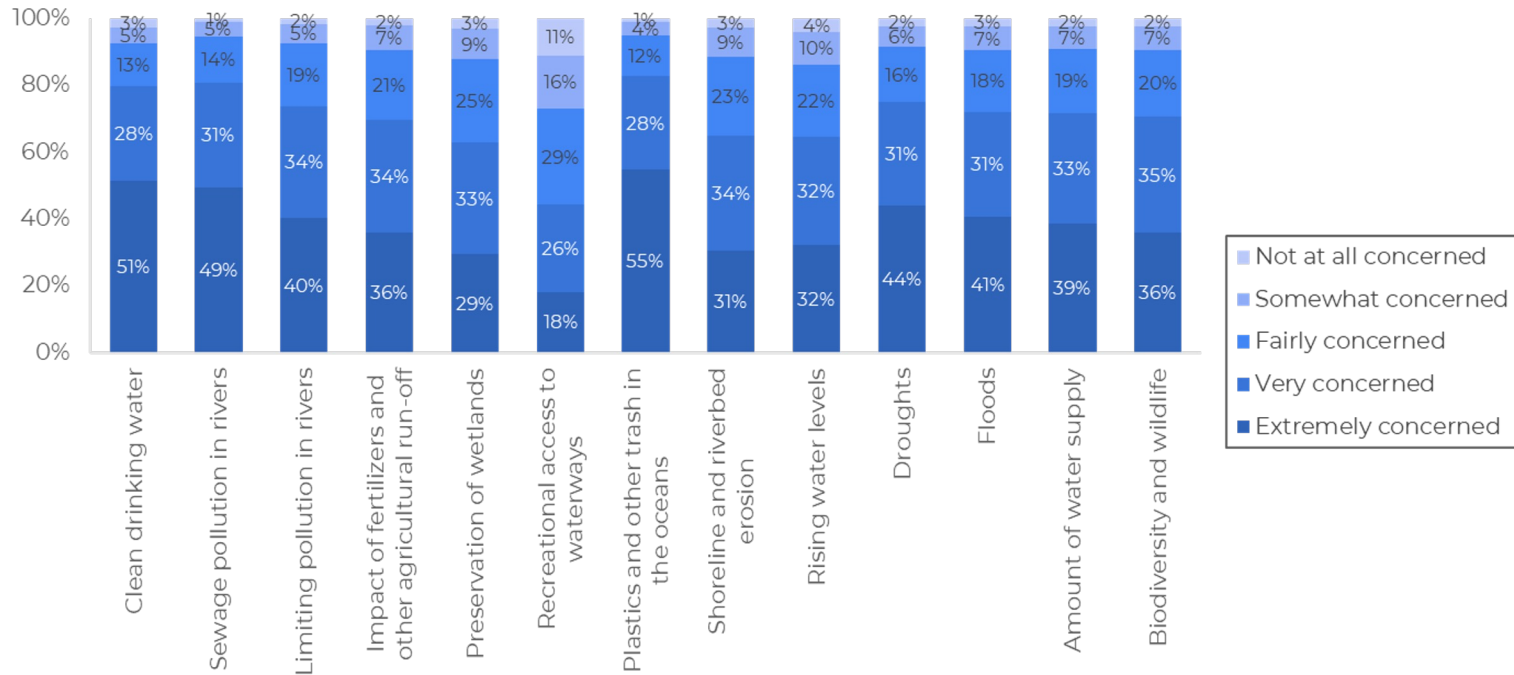
Q8: How would you rate the health of your country or region's rivers overall? SUMMARY sample size = 6645

Q9: HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS?



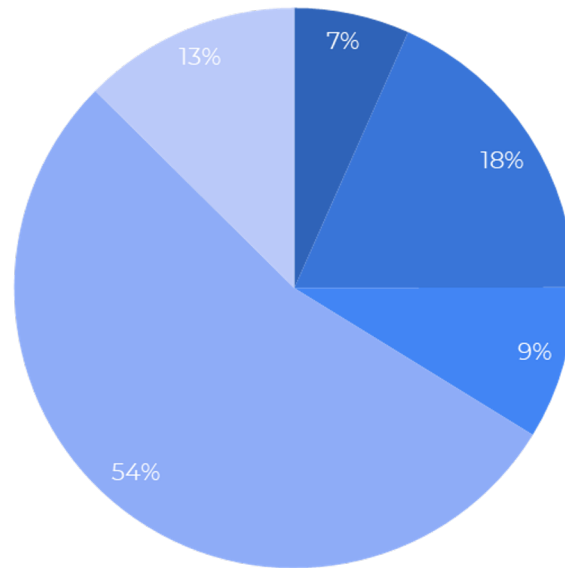
Q9: How much do you agree with the following statements? SUMMARY sample size= 6645

Q10: HOW CONCERNED ARE YOU ABOUT THE FOLLOWING?



Q10: How concerned are you about the following? SUMMARY sample size = 6645

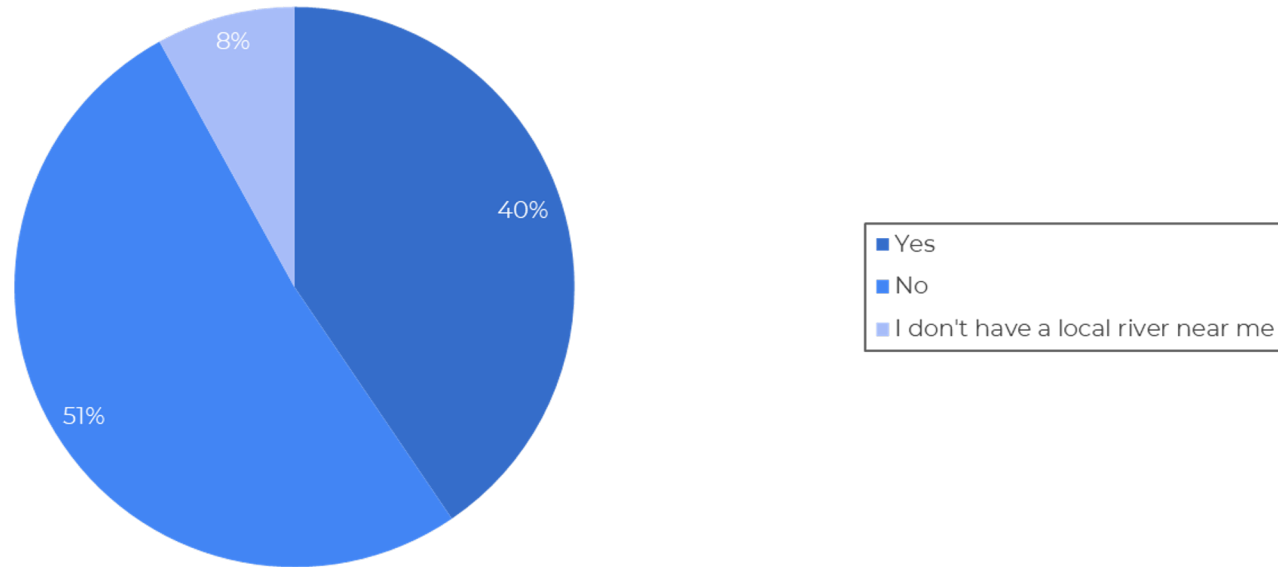
Q11: DO YOU BELIEVE THAT THERE ARE ADEQUATE SAFEGUARDS AND REGULATIONS IN PLACE TO PREVENT POLLUTION OF RIVERS?



- I don't know
- No, more regulation is required
- No, but there is not much that can be done
- Yes, but there could be stricter policies to prevent pollution
- Yes, there are adequate policies in place

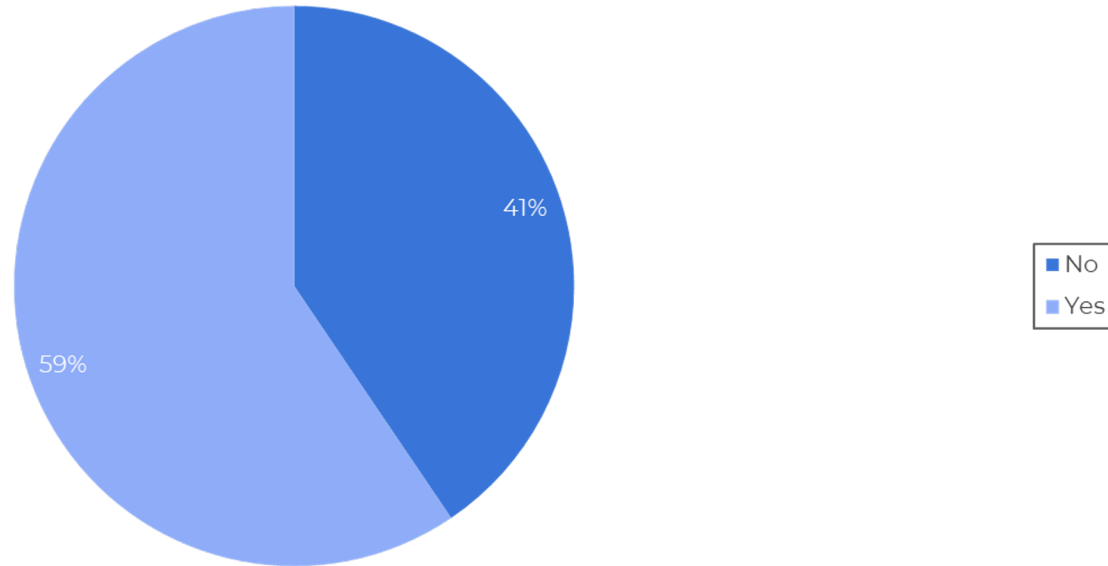
Q11: Do you believe that there are adequate safeguards and regulations in place to prevent pollution of rivers? SUMMARY sample size = 6645

Q12: HAVE YOU EVER TAKEN ACTION TO CLEAN YOUR LOCAL RIVER?



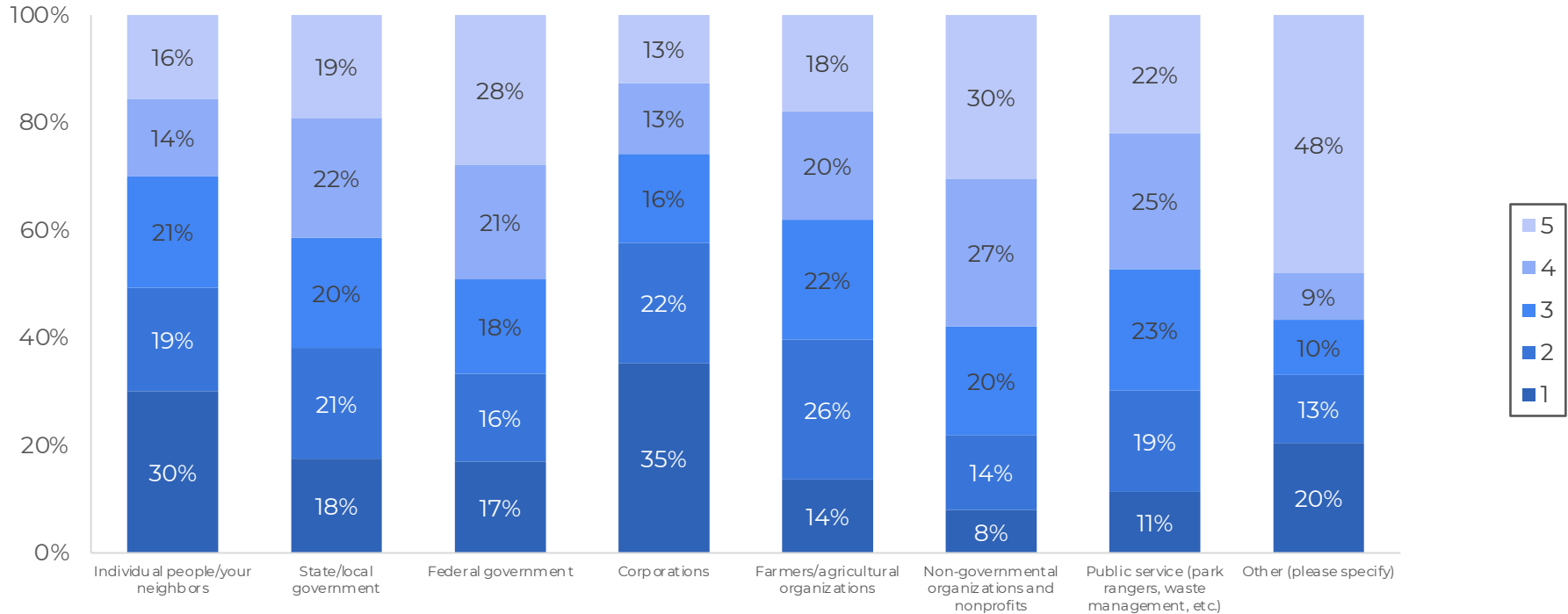
Q12: Have you ever taken action to clean your local river? SUMMARY sample size = 6645

Q13: DO YOU PLAN TO TAKE ACTION IN 2024 TO CLEAN YOUR LOCAL RIVER?



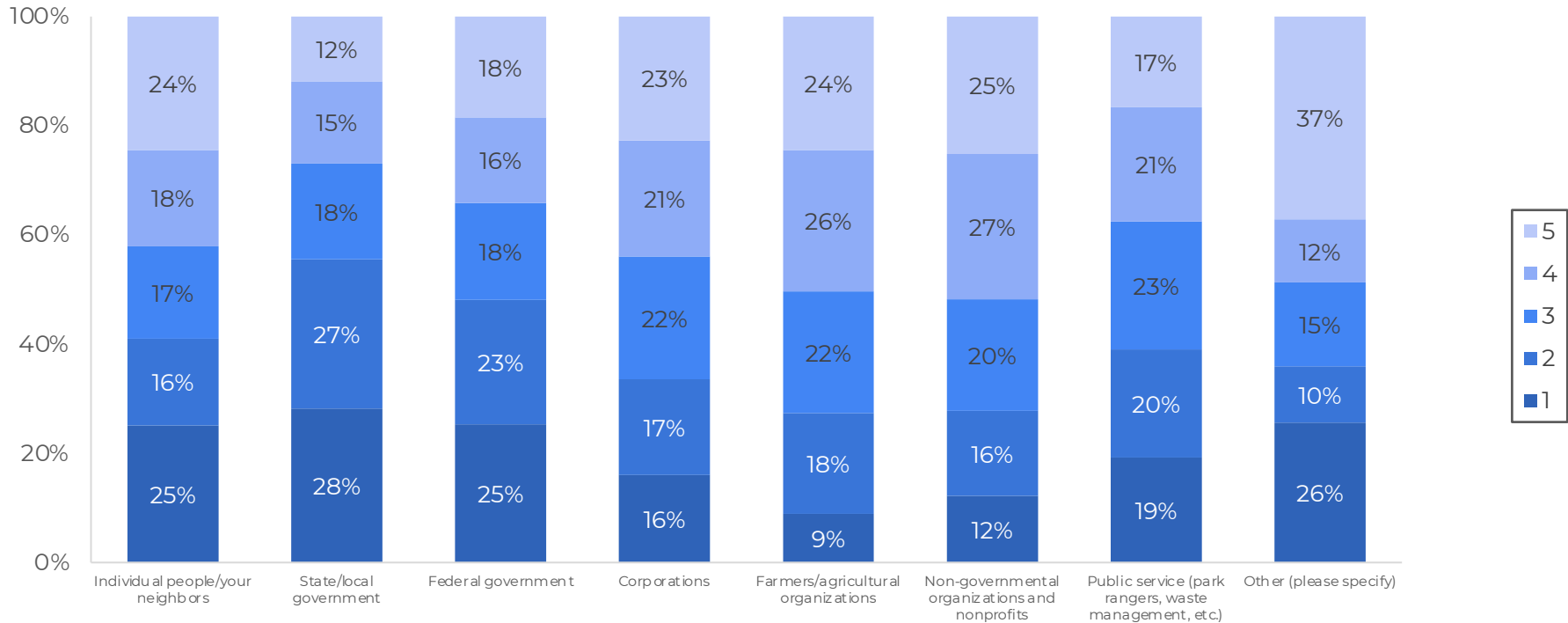
Q13: Do you plan to take action in 2024 to clean your local river? SUMMARY sample size = 6645

Q14: PLEASE RANK WHO IS MOST RESPONSIBLE FOR POLLUTING RIVERS



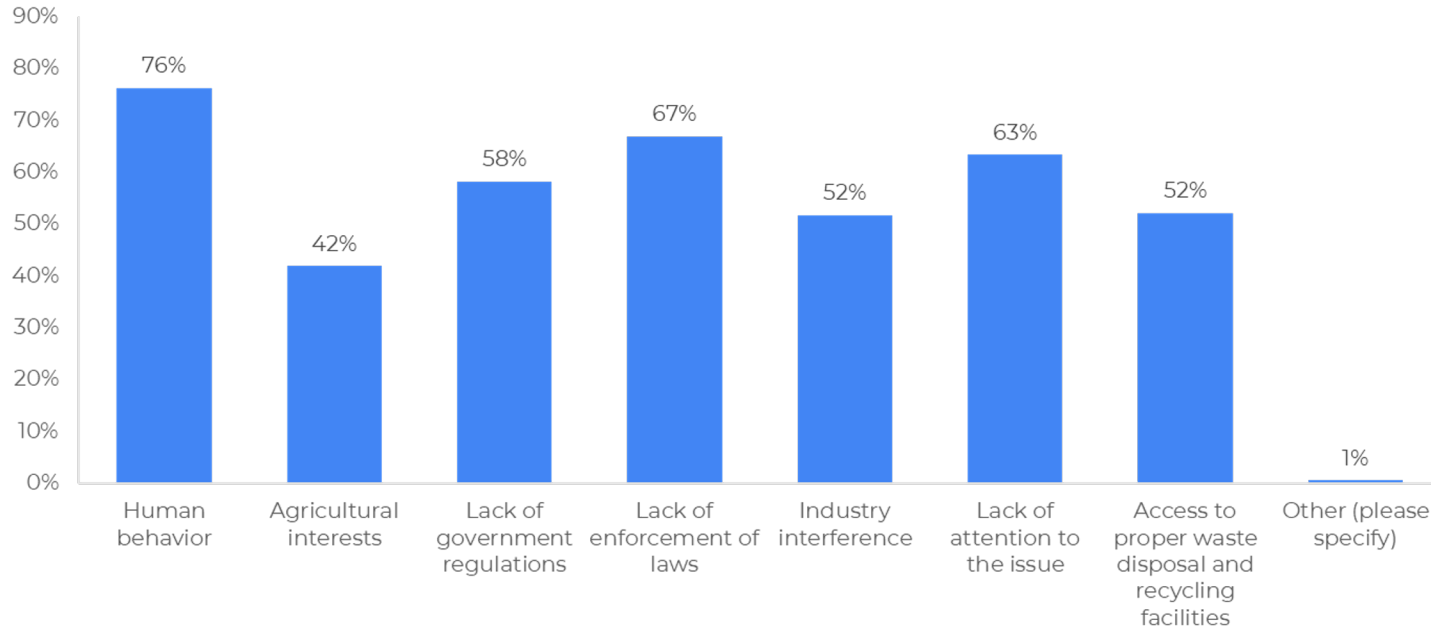
Q14: Please rank who is most responsible for polluting rivers SUMMARY sample size = from 127 to 5462; total sample size = 6645; 6518 missing

Q15: PLEASE RANK WHO IS MOST RESPONSIBLE FOR CLEANING RIVERS



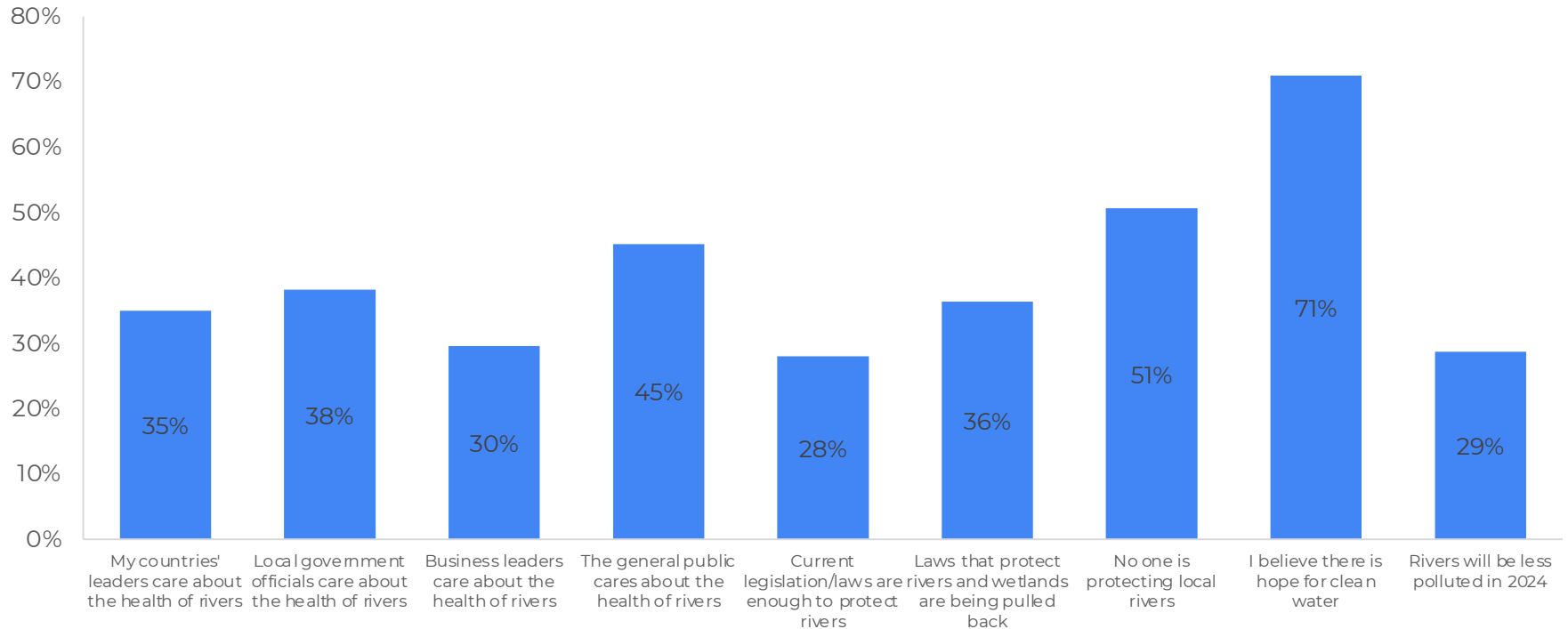
Q15: Please rank who is most responsible for cleaning rivers SUMMARY sample size = from 78 to 5925; total sample size = 6645; 6567 missing

Q16: WHICH OF THE FOLLOWING DO YOU BELIEVE TO BE MAJOR OBSTACLES TO REDUCING WATER POLLUTION?



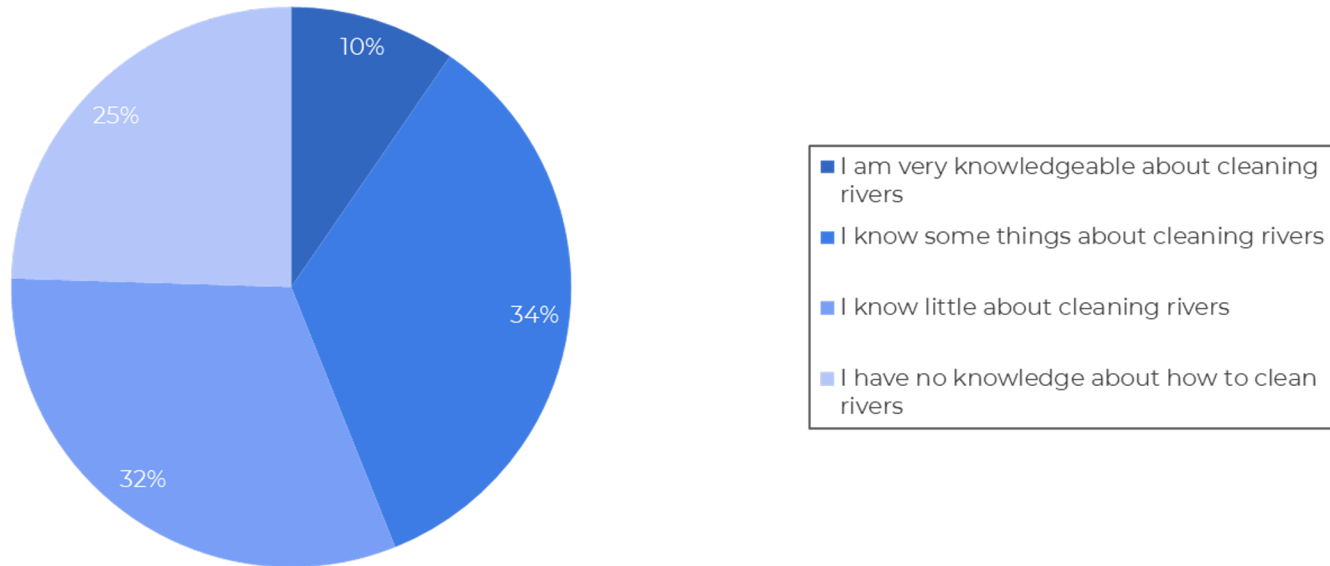
Q16: Which of the following do you believe to be major obstacles to reducing water pollution? SUMMARY sample size = 6645

Q17: HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS?



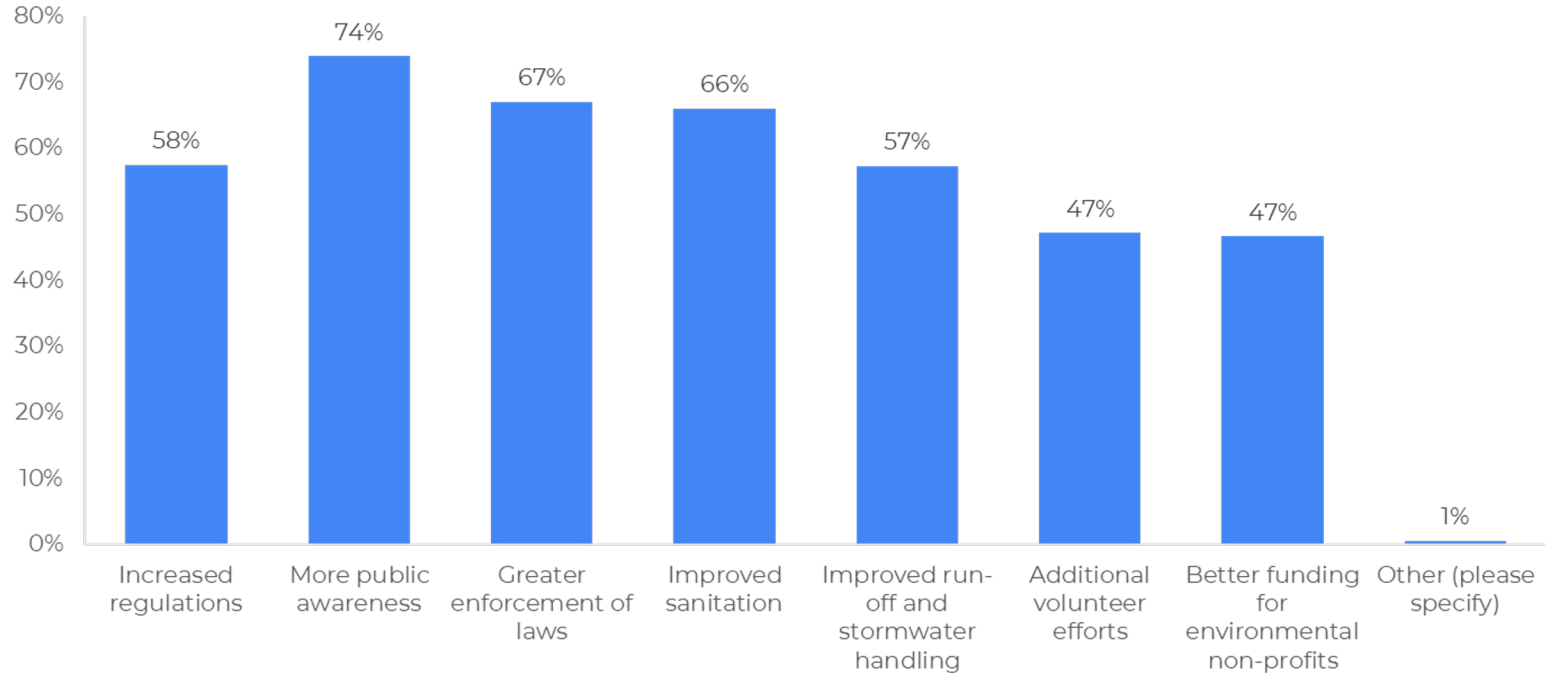
Q17: How much do you agree with the following statements? SUMMARY sample size = 6645

Q18: WOULD YOU KNOW HOW TO CLEAN RIVERS?



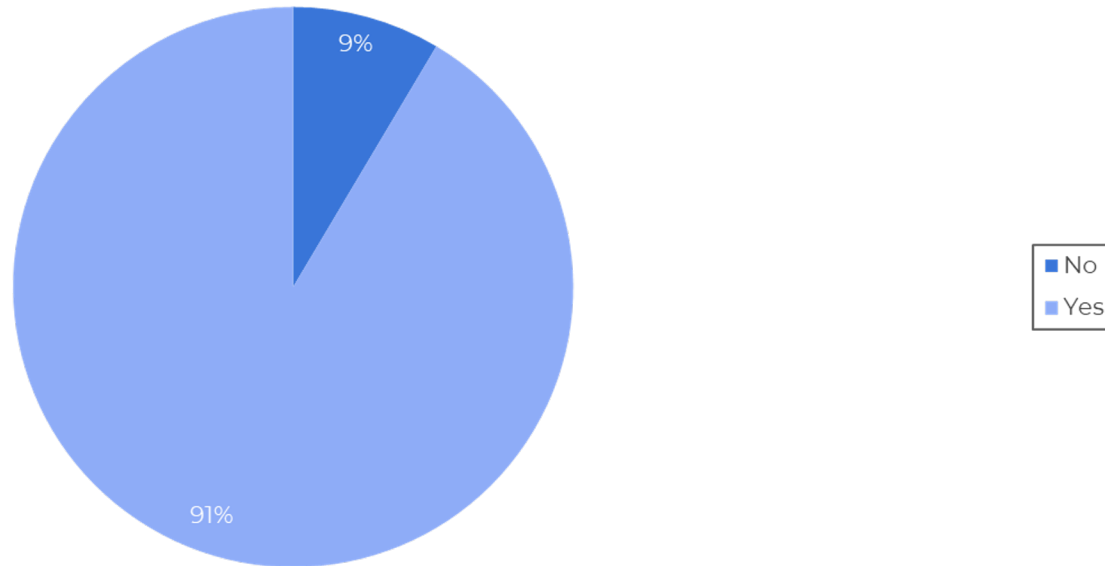
Q18: Would you know how to clean rivers? SUMMARY sample size = 6645

Q19: WHAT CAN BE DONE TO IMPROVE THE HEALTH OF RIVERS?



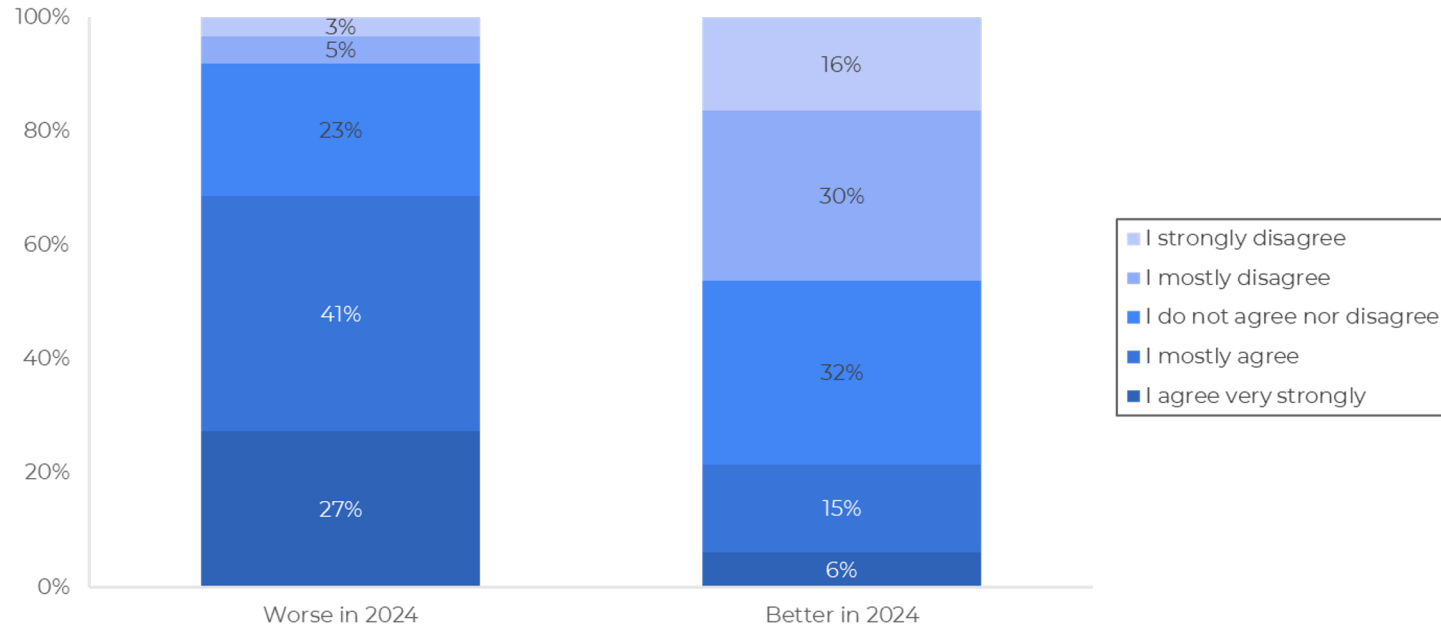
Q19: What can be done to improve the health of rivers? SUMMARY sample size = 6645

Q20: IS CLIMATE CHANGE SOMETHING THAT NEEDS TO BE ACTED ON?



Q20: Is climate change something that needs to be acted on? SUMMARY sample size = 6645

Q21: CLIMATE CHANGE WILL GET X 2024. HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS?



Q21: Climate change will get X 2024. How much do you agree with the following statements? SUMMARY sample size = 6645

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