

The behavior of the French population regarding urban pollution

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- ▶ **Air pollution ranks as first most pressing problem among citizen**
- ▶ **Parisians are the most concerned about polluted air**

In 2017, the Megacities Institute realized a study in 20 megacities around the world in which 6 600 drivers were interviewed. For France, the region Ile-de-France and Grand Lyon were investigated. "It appeared that after traffic jam, air pollution and noise form the TOP 3 of urban problems. Drivers in Lyon appear to be the most concerned about air pollution, with 75% indicating a positive response. Paris takes the sixth place. We have therefore decided to conduct a dedicated study about the behavior of the French population regarding air pollution, in all territories of France", states Franck Cazenave, President of the Megacities Institute.

To conduct the online study, that took place in February and March 2018, the Megacities Institute partnered up with the Toulouse Business School.

941 people participated in the survey. The average age of participants is 41 which corresponds to the average age of the French population. 62% of respondents have children. Out of all survey participants, 20% live in Paris, 43% in the greater Parisian outskirts and 37 % in the rest of France.

The French and urban pollution

Air pollution is voted as first most pressing problem by 86% of participants and as a result, it is placed on the same level with uncivilized behavior and soiling. Traffic jams rank fourth (82%) and noise occupies the fifth place with 73% of respondents mentioning the issue as disrupting.

The French population identifies the reduced air quality through the presence of Smog (75%), an unpleasant smell (66%) and an itchy feeling in the mouth or nose area. Laurent Bertrandias, professor in the Toulouse Business School, explains further that "more than 60% of the French population suffer from a physical symptom and 85% are worried about negative long-term consequences on their health." The result reveals a certain degree of resignation towards the severe consequences of pollution.

The acoustic nuisances were found to be less painful but nevertheless, strong differences were stated. Only 12% of Parisians declare to not suffer from noise, which proves to be a small number compared to the 23% in the greater Parisian outskirts and 34% in the rest of France.

A need for information demanded by the population

88% of French want to become an active player in the battle against air pollution with a better access to measurements (70%), they consider reliable (64%). Above all, 86% would like to gain access to real-time data about the level of air pollution in their particular location. Lastly, 12% of the respondents indicated to be willing to pay for a monthly plan to receive the real-time information for their location.

Parisians are the most concerned about air pollution

In Paris, 46% of citizen responded to “suffer a lot” of air pollution compared to 38% of the greater Parisian region and 30% in the rest of France. In addition, Parisians are also the most worried about the negative long-term consequences on their health: 61% of Parisians claim to be very concerned, whereas the greater Parisian regions only combine a percentage of 54% and 42% in the rest of France. With this conscious perception of the consequences on one’s health, a stronger sense of responsibility is also present: Parisians feel more responsible (41%) to improve air quality than inhabitants of the greater Parisian area (30%) and the rest of France (33%). The described sense of responsibility within Parisians is uncorrelated with their means of transport (car, public transport ...) being used on a daily basis.

Toulouse Business School

Founded in 1903 by the Chamber of Commerce and Industry of Toulouse, Toulouse Business School now has five campuses: Toulouse, Paris, London, Barcelona and Casablanca. Its programmes are primarily focused on HR, marketing, finance, chartered accounting, consulting and auditing, but without neglecting cultural, humanitarian, and entrepreneurial aspects.

As a key player in the Midi-Pyrénées region, Toulouse Business School also offers training in the aeronautical sector (with an Aerospace MBA, an MS in Logistics, Procurement and International Trade, an MS in Air Transport Management, etc.) jointly with partner businesses and schools.



Press Release



Megacities Institute

The "Megacities Institute" aims to study the diverse solutions that were established through the megacities to better understand and investigate the increasing problems. Furthermore, the development of new solutions based on the current technical achievements is strongly supported by the Institute in order to give humans and all living creatures their habitat back. As a result, the Institute uses specific polls and diverse initiatives to determine the citizen's expectations.

Please find all information regarding the Megacities Institute on:

<https://www.megacities-institute.org>

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