

# GREEN PLANET?

KEYS – A WEBINAR SERIES BY IPSOS

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Chief Knowledge Officer

Watch the recording [here](#)

**GAME CHANGERS**





# EARTH DAY 2021

## Public opinion on climate change action

IPSOS GLOBAL ADVISOR

30 countries

GAME CHANGERS





# STARTING POINT: HEADING FOR DISASTER?



**80%** globally say  
we are heading for  
environmental  
disaster **unless we  
change our habits  
quickly**

# STARTING POINT: CLIMATE CHANGE IS ALREADY HERE



Just **1 in 25** of us know that **all of the last six years** were among the hottest on record



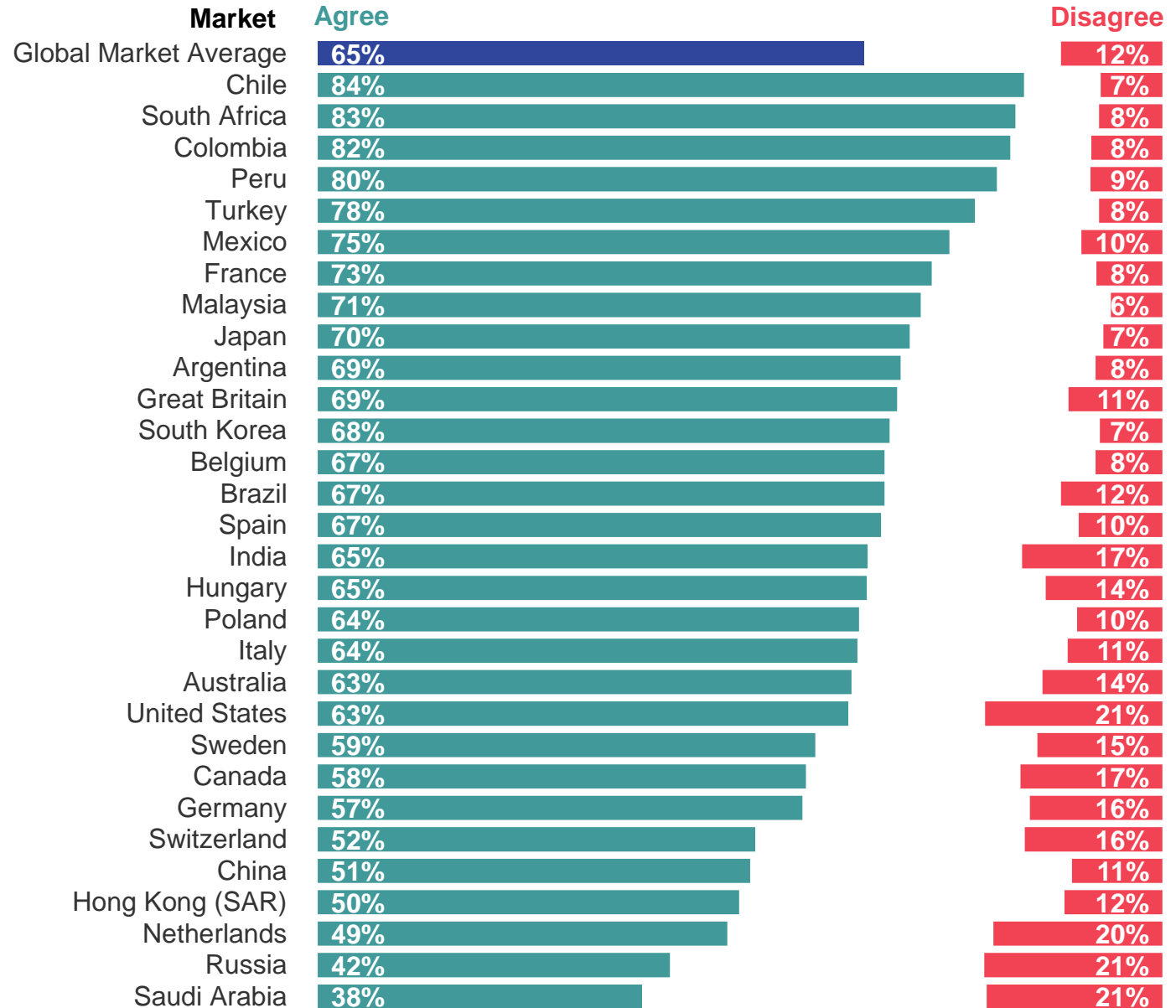
# STARTING POINT: ACTION NEEDED BY GOVERNMENTS



**31%** agree their government has a **clear plan in place** for how government, businesses and people are going to work together to tackle climate change

# 65% agree

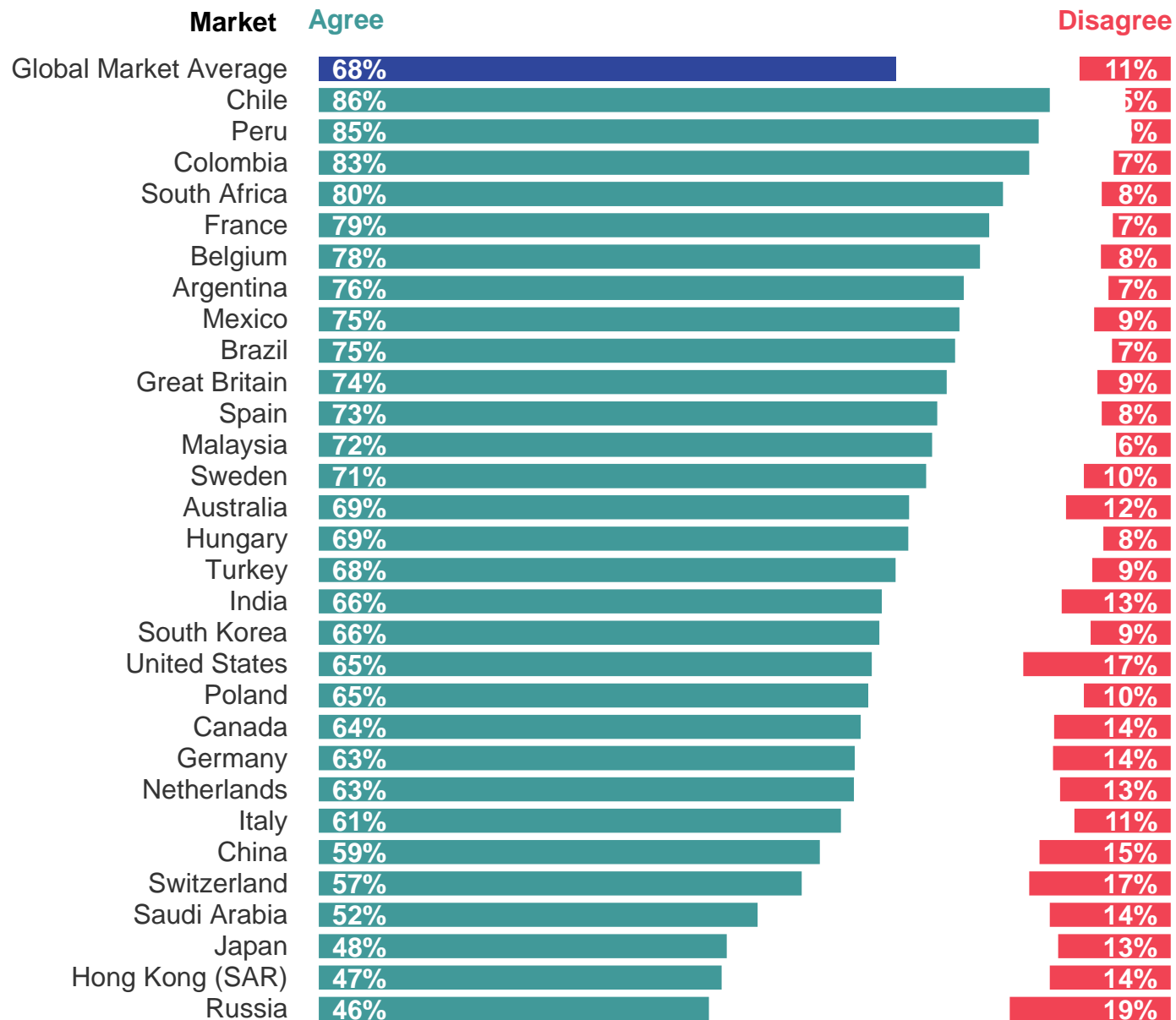
## “Governments will be failing citizens if they don’t act now on climate change”



Base: 21,011 online adults aged 16-74 across 30 markets, 19 Feb – 5 Mar 2021

# 68% agree

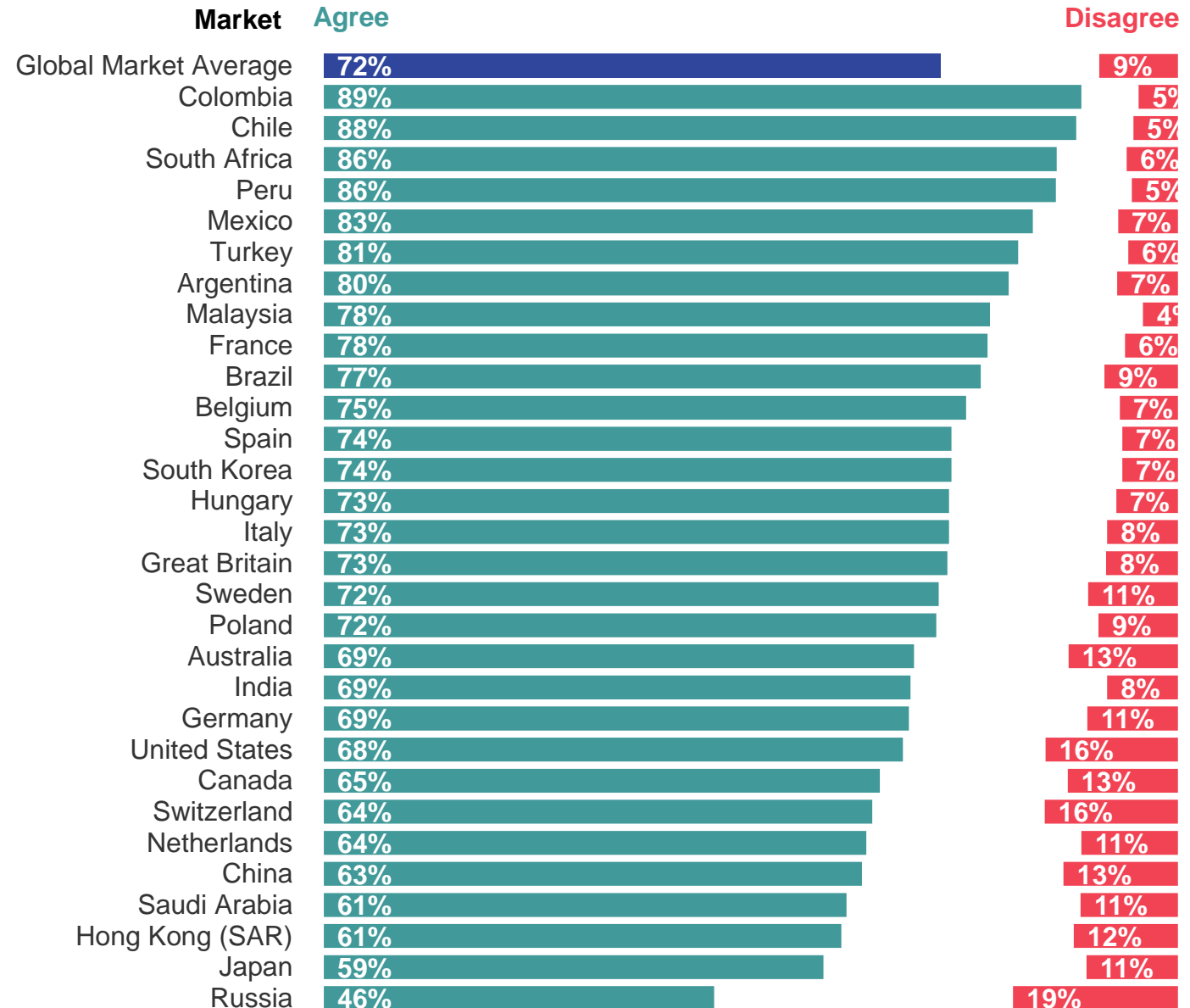
“Businesses will be failing their employees and customers if they don’t act now on climate change”



Base: 21,011 online adults aged 16-74 across 30 markets, 19 Feb – 5 Mar 2021

# 72% agree

“If individuals like me do not act now to combat climate change, we will be failing future generations”



Base: 21,011 online adults aged 16-74 across 30 markets, 19 Feb – 5 Mar 2021



# WHERE WE ARE TODAY: THE ENVIRONMENT IN CONTEXT



*Q: Which 2 or 3 topics do you find most worrying in your country?*



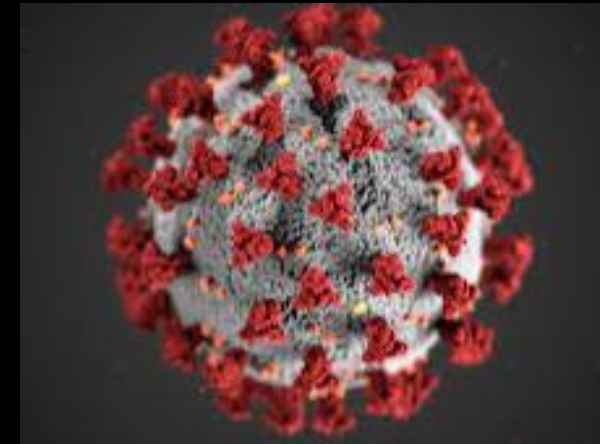
**Climate Change #9**

**Threats against  
environment #13**

# CORONAVIRUS CRISIS DOMINATES THE SCENE



Q: *Which 2 or 3 topics do you find most worrying in your country?*



**#1 issue**  
**since April 2020**



# AN ECONOMIC CRISIS AS WELL AS A HEALTH CRISIS

CONSUMER & SHOPPER - 20 April 2021

Global consumer confidence reaches new pandemic high



Results for 24 markets [here](#)

**“My country’s economy is in bad shape”**

Argentina



Peru



Italy



Japan

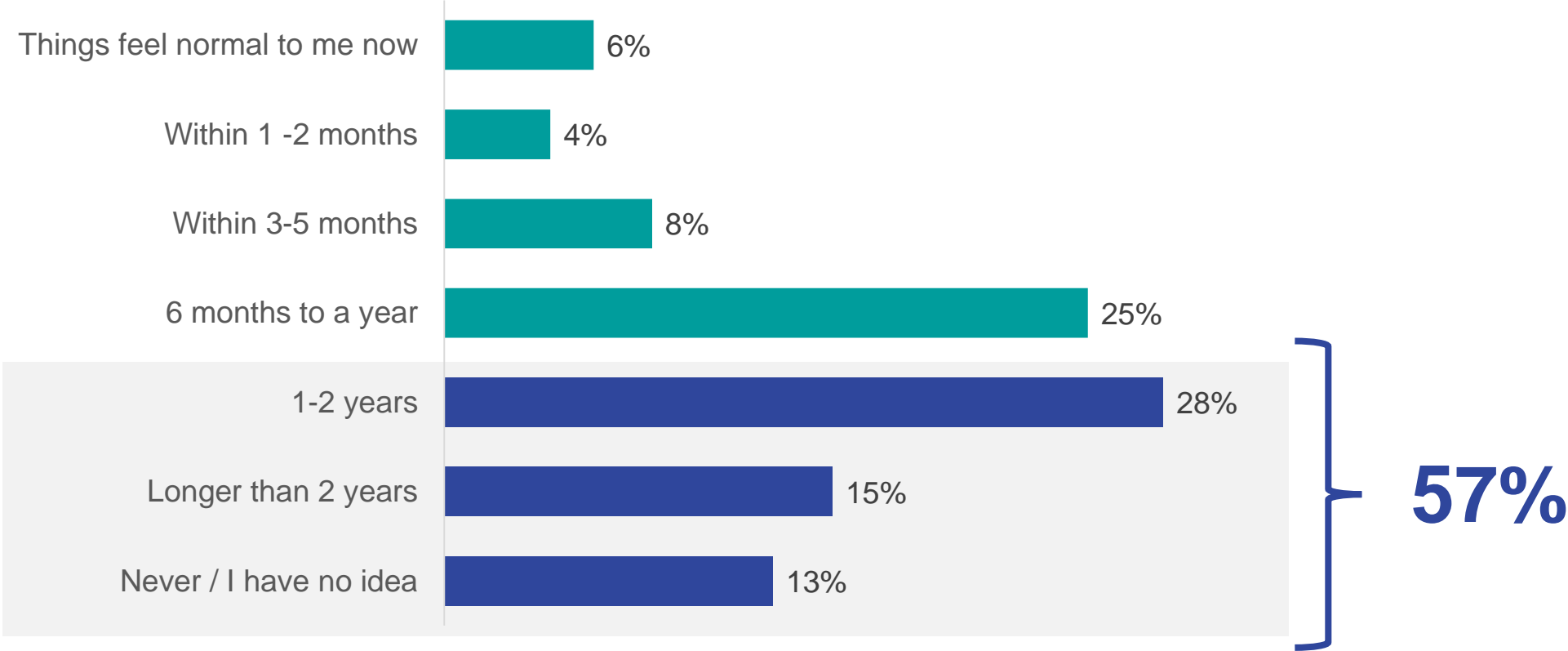


France



# A PERSONAL CRISIS: WILL THINGS EVER GET BACK TO NORMAL?

Timeline to Normalcy: **April 2021**



Q: How long do you think it will take before things feel like they are getting back to normal?  
Base: Global Country Average:14511



# CLIMATE CHANGE CONCERN HASN'T GONE AWAY

65%

“It is important government actions prioritise climate change in the recovery from COVID-19”

April 2020

GAME CHANGERS







A Global Market Average  
of **7 in 10 agree:**

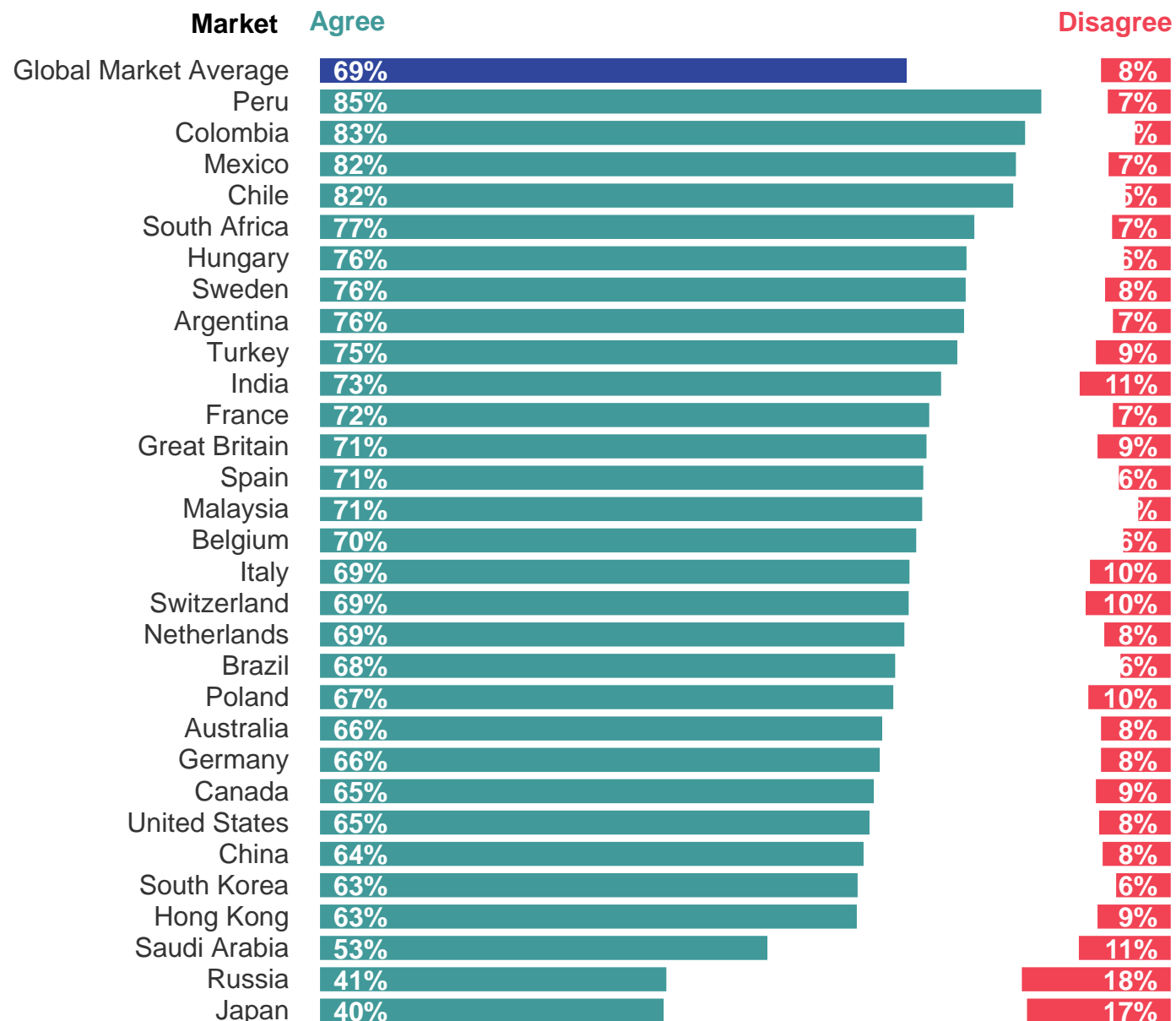
“I understand what action  
I need to take to play my  
part in tackling climate  
change.”



Q.

To what extent do you agree or disagree with the following: *I understand what action I need to take to play my part in tackling climate change*

***In almost every market, a majority agree they understand what action they need to take to tackle climate change.***



Base: 21,011 online adults aged 16-74 across 30 markets, 19 Feb – 5 Mar 2021



A Global Market Average  
of **7 in 10 agree:**

“I understand what action  
I need to take to play my  
part in tackling climate  
change.”

**But do we really?**

# PERILS OF PERCEPTION

**Our understanding  
vs  
The reality...**

**April 2021**



**GAME CHANGERS**



# Here is a list of “green” actions

**Which three do you think would  
most reduce the greenhouse  
gas emissions of an individual  
living in one of the world’s  
richer countries?**



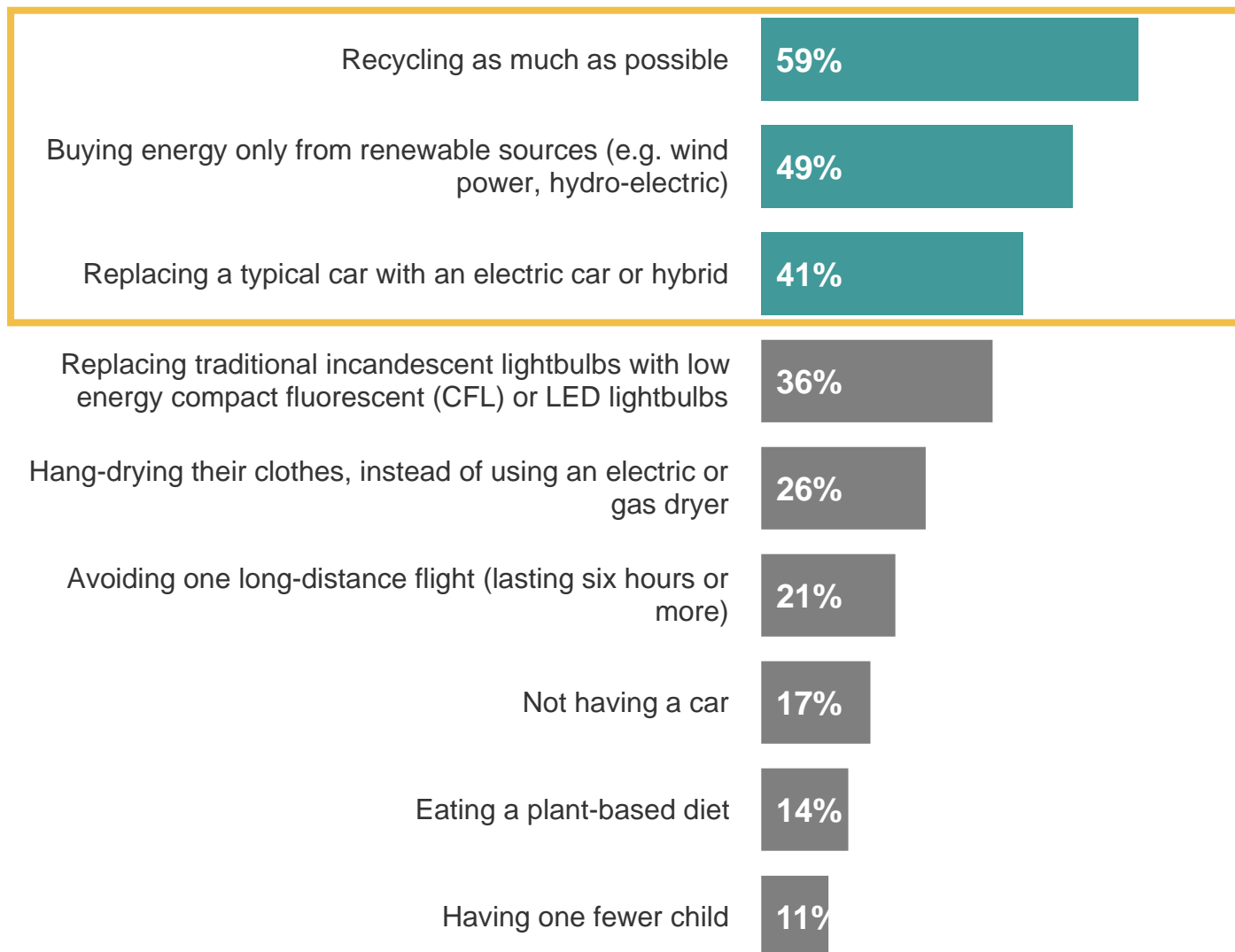
# Q.

From this list of options, which three do you think would most reduce the greenhouse gas emissions of an individual living in one of the world's richer countries?

## Respondents' choice:

1. Recycling
2. Renewable energy
3. Electric or hybrid car

### Global Market Average



Base: 21,011 online adults aged 16-74 across 30 markets, 19 Feb – 5 Mar 2021

\*Source: Institute of Physics, 2017. The most effective individual steps to tackle climate change aren't being discussed. Available here: <https://phys.org/news/2017-07-effective-individual-tackle-climate-discussed.html>

NB: Emissions saved from having one fewer child is calculated by quantifying future emissions of descendants based on historical rates, based on heredity

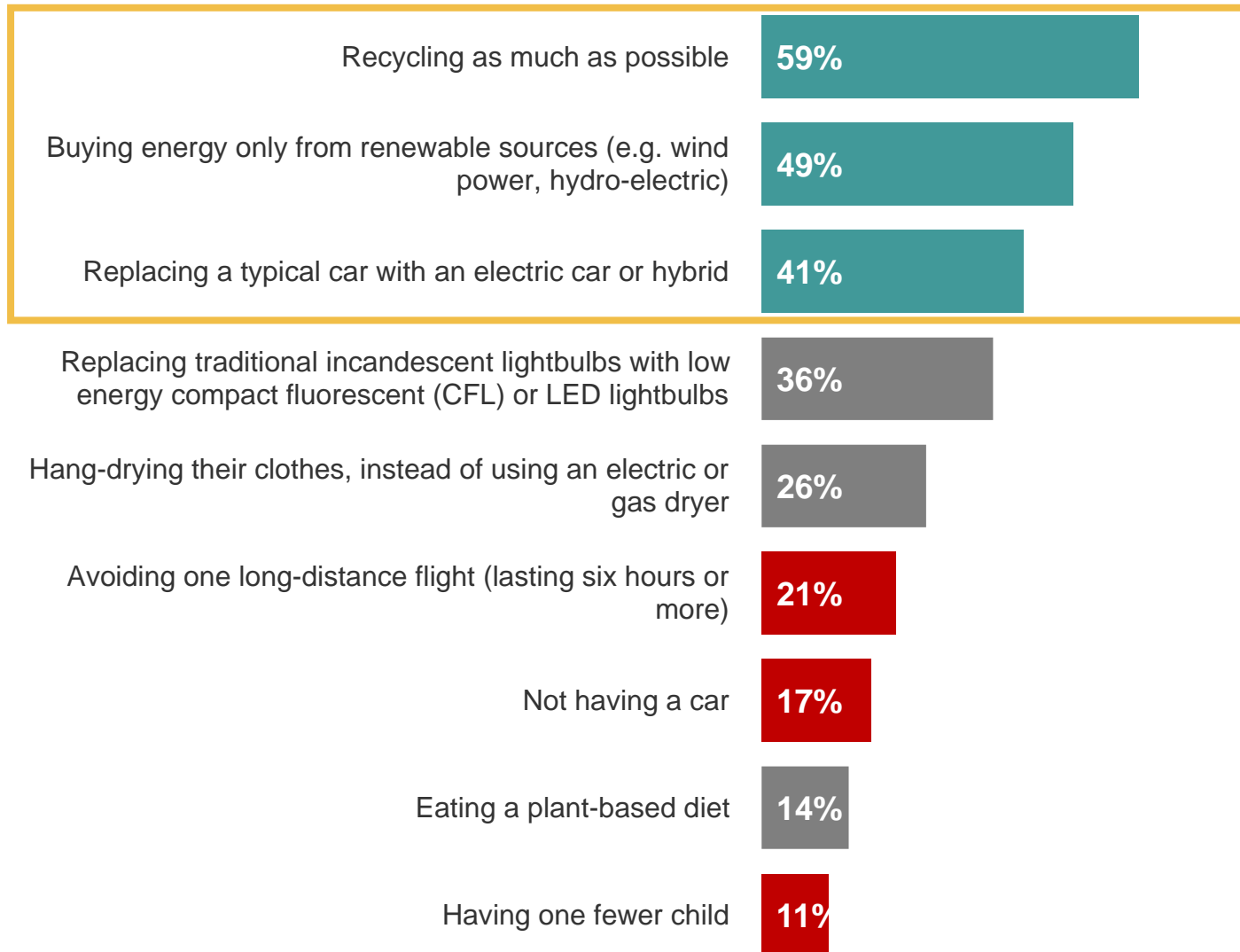
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Q.

From this list of options, which three do you think would most reduce the greenhouse gas emissions of an individual living in one of the world's richer countries?

## Reality:

1. (Even) fewer children
2. No car at all
3. Avoiding long haul flights

### Global Market Average

		Actual rank	CO <sub>2</sub> saved (tonnes)
Having one fewer child	11%	1	58.6*
Not having a car	17%	2	2.4
Avoiding one long-distance flight (lasting six hours or more)	21%	3	1.6
Buying energy only from renewable sources (e.g. wind power, hydro-electric)	49%	4	1.5
Replacing a typical car with an electric car or hybrid	41%	5	1.1
Eating a plant-based diet	14%	6	0.8
Recycling as much as possible	59%	7	0.2
Hang-drying their clothes, instead of using an electric or gas dryer	26%	8	0.2
Replacing traditional incandescent lightbulbs with low energy compact fluorescent (CFL) or LED lightbulbs	36%	9	0.1

Base: 21,011 online adults aged 16-74 across 30 markets, 19 Feb – 5 Mar 2021

\*Source: Institute of Physics, 2017. The most effective individual steps to tackle climate change aren't being discussed. Available here: <https://phys.org/news/2017-07-effective-individual-tackle-climate-discussed.html>

NB: Emissions saved from having one fewer child is calculated by quantifying future emissions of descendants based on historical rates, based on heredity

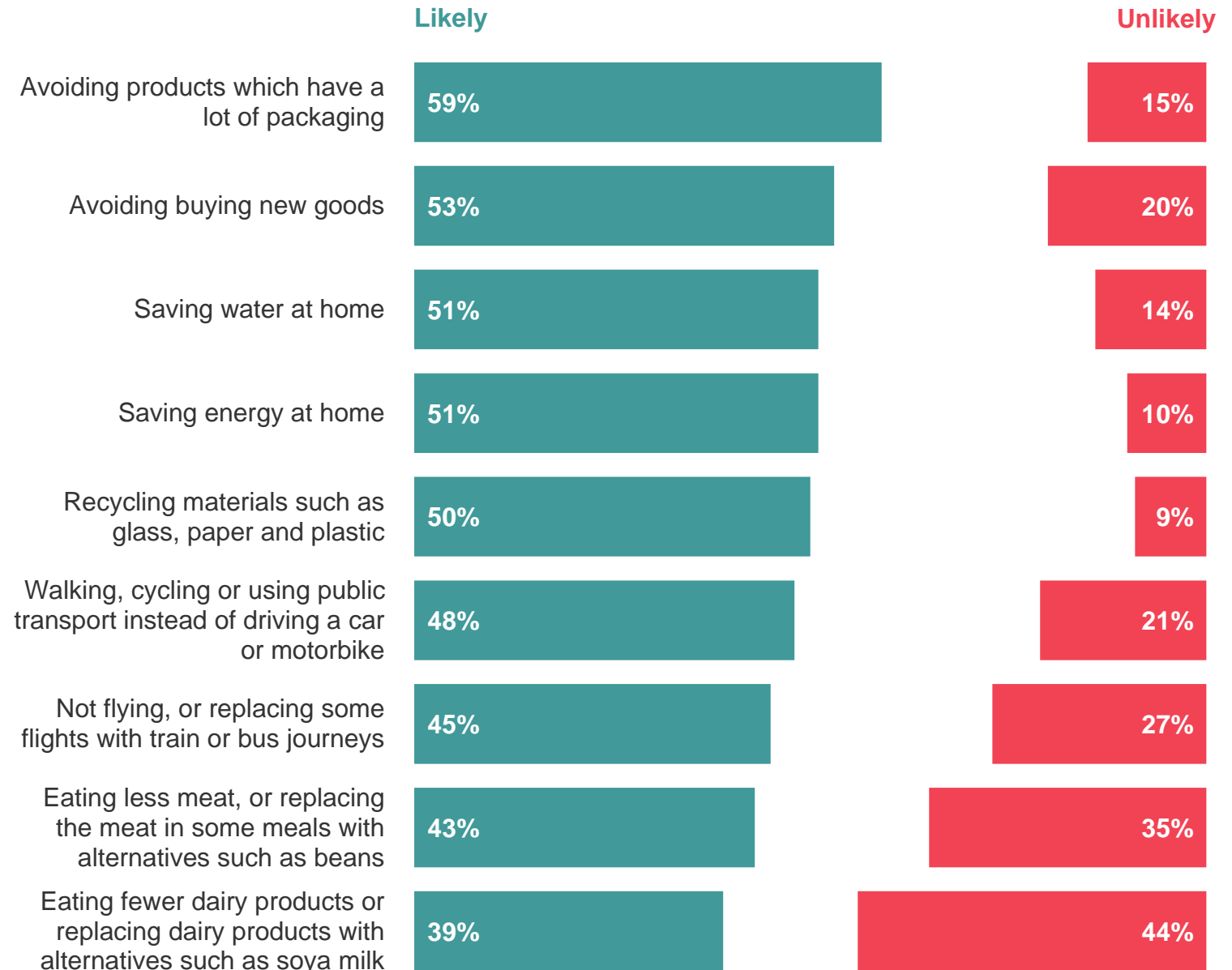
A photograph of a cyclist wearing a helmet and a backpack, riding a bicycle on a city street. In the background, several cars are parked along the curb. The image is used as a background for the text.

# **Limiting our own contribution to climate change**

**What are we are “most likely to do” in 2021 to limit our contribution to climate change?**

# Many feel they are likely to take action in 2021

***Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?***

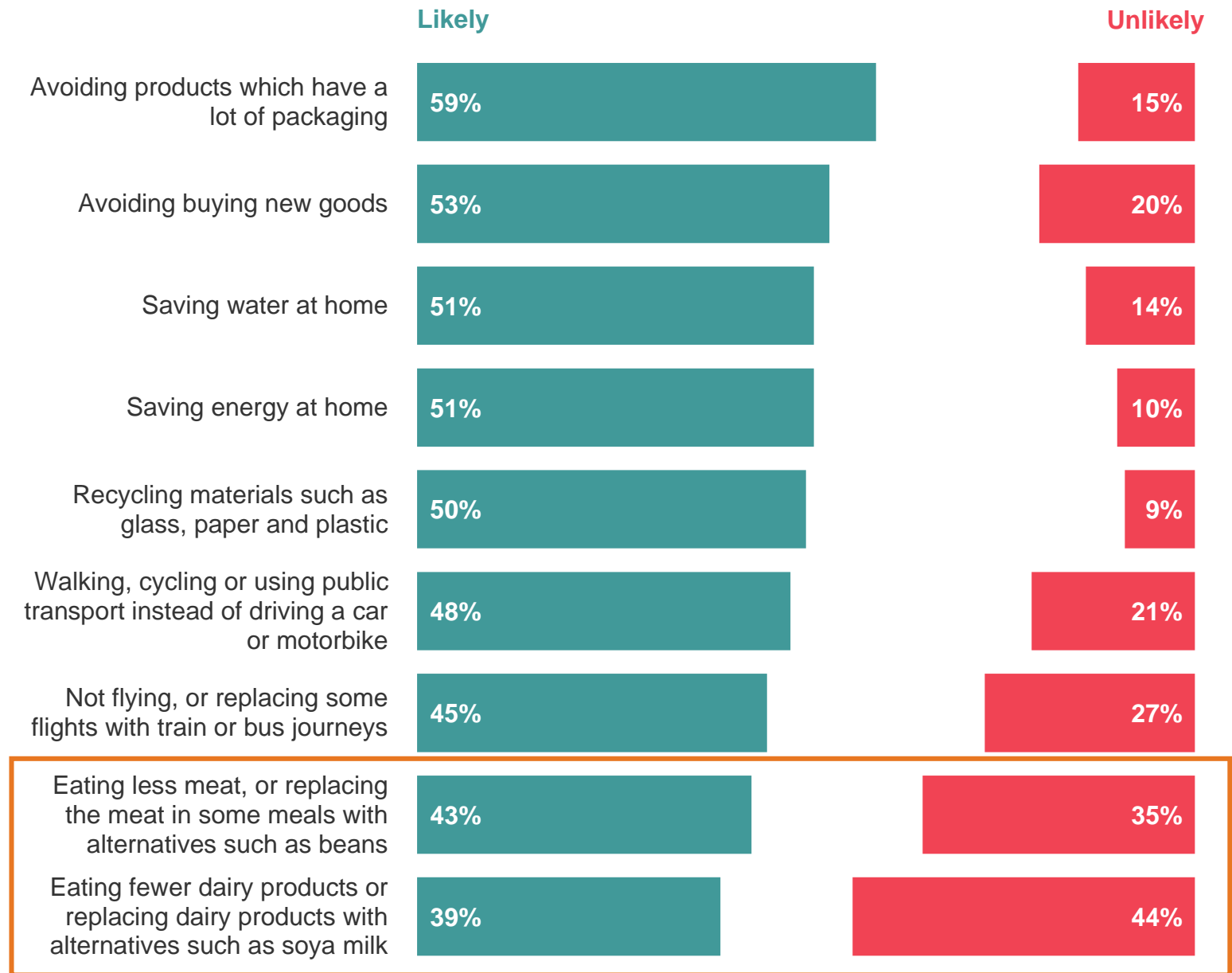


Base: 21,011 online adults aged 16-74 across 30 markets, 19 Feb – 5 Mar 2021



# Many feel they are likely to take action in 2021, though “lower impact actions” are more popular than higher impact actions

*Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?*

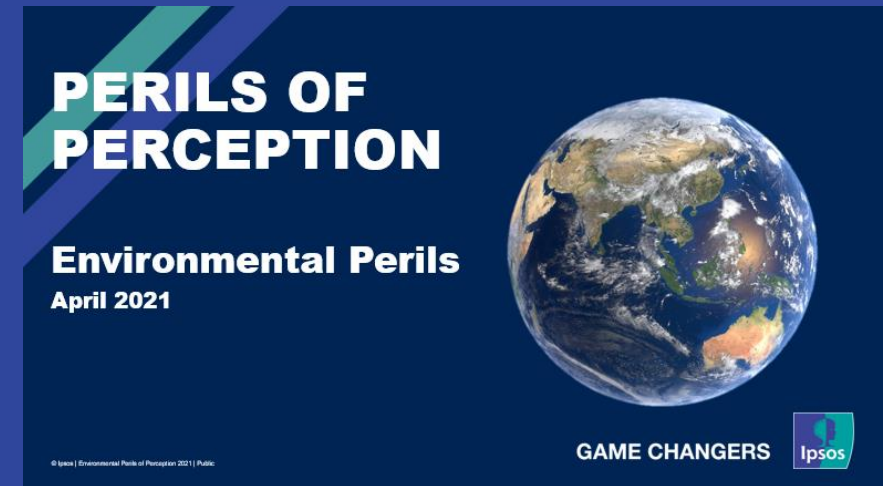


# EARTH DAY 2021: WHERE ARE WE?

**Consensus** that we need to take action on climate change

**Expectation** for governments, businesses and individuals to act together

**Underestimation** of the most impactful climate actions we as individuals can take



Earth Day results [here](#)  
Perils of Perception analysis [here](#)

# EARTH DAY 2021: CHALLENGING OUR PRECONCEPTIONS



**PERILS OF PERCEPTION**

HOME SLIDES DATA ARCHIVE CONTACT [TAKE THE QUIZ](#)

**THE QUIZ**

How much do you think you know about what individuals can do to tackle climate change? Test yourself in our quiz and share your result using #IpsosPerils.

**GAME CHANGERS**

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The image shows a promotional graphic for a quiz. On the left, a screenshot of the quiz landing page is displayed, featuring the title 'PERILS OF PERCEPTION' and a 'TAKE THE QUIZ' button. Below this, a section titled 'THE QUIZ' includes a brief description of the quiz's purpose. On the right, a large, detailed image of the Earth is shown, with the text 'GAME CHANGERS' and the Ipsos logo at the bottom right. The background of the entire graphic consists of diagonal teal and dark blue stripes.

Take the [Quiz!](#)