

DID YOU KNOW?

As citizens become accustomed to rising prices and the long tail of the pandemic, their focus is shifting toward new and growing challenges related to climate and sustainability.



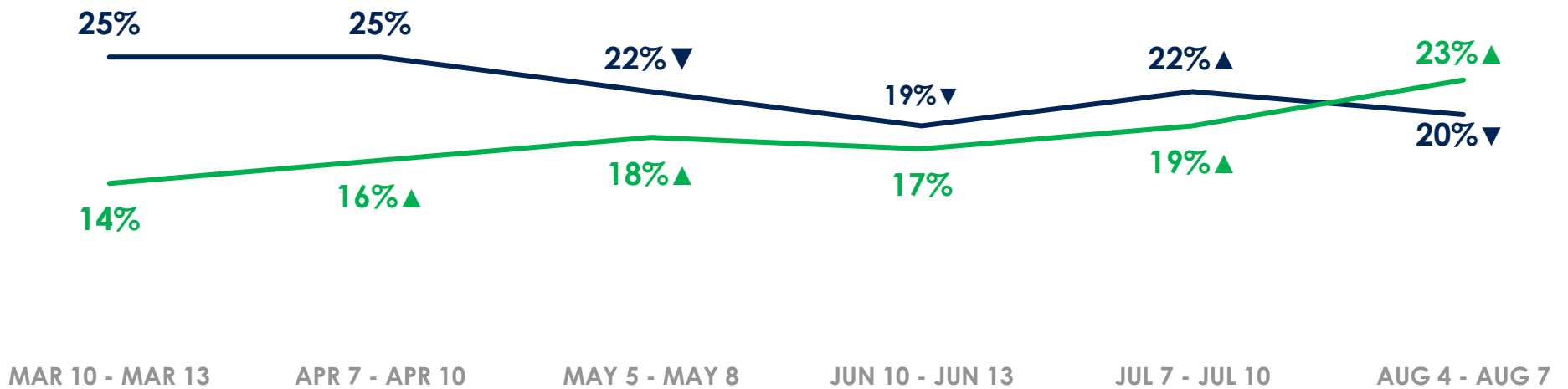
ESSENTIALS
SYNDICATED

August 2022

Environmental issues surpass COVID-19 as a global concern for the first time since the start of the pandemic

TOP CONCERNS – FIRST OR SECOND PRIORITIES

THE COVID-19 PANDEMIC THE ENVIRONMENT/CLIMATE CHANGE

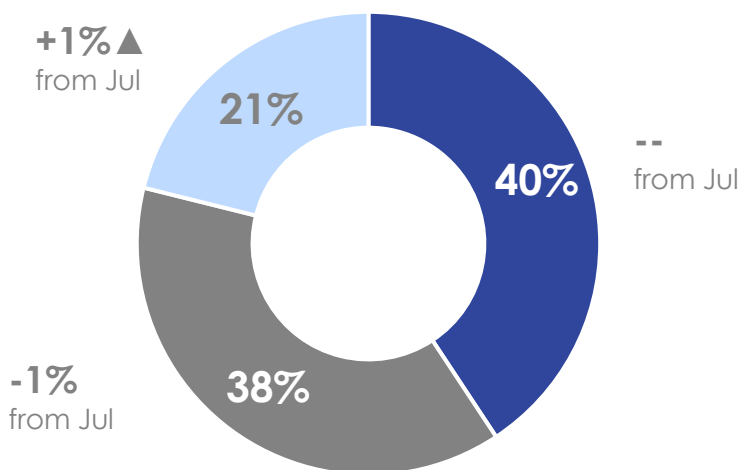


▼ or ▲ indicate change vs. previous wave (statistically significant @ 95% C.I.)

While concerns about inflation remain paramount, negative sentiments are stabilizing as consumers become accustomed to higher prices

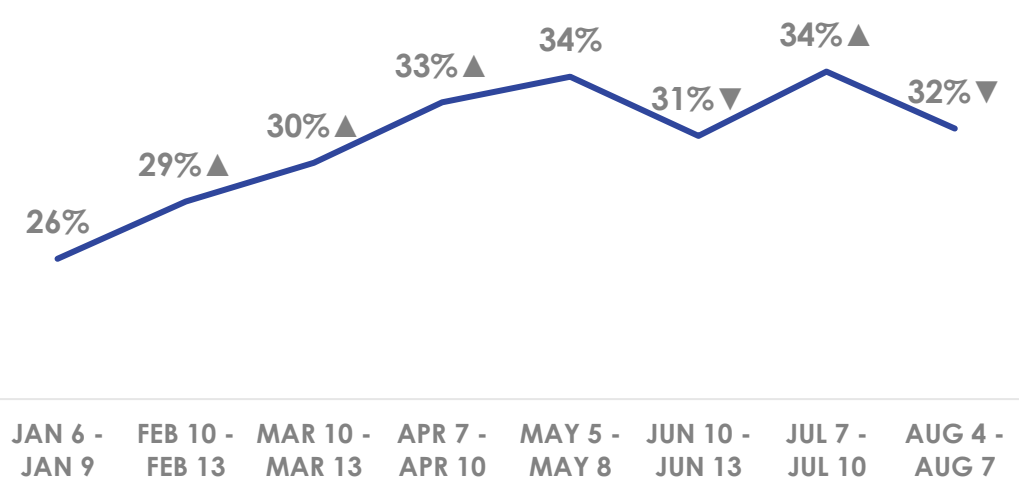
RISK OF INFLATION TO YOU PERSONALLY

HIGH RISK SEGMENT
MEDIUM RISK (VULNERABLE SEGMENT)
LOW/NO RISK (INSULATED SEGMENT)



"PRICES FOR ITEMS WERE MUCH HIGHER THAN NORMAL" WHEN SHOPPING IN THE PAST 2 WEEKS

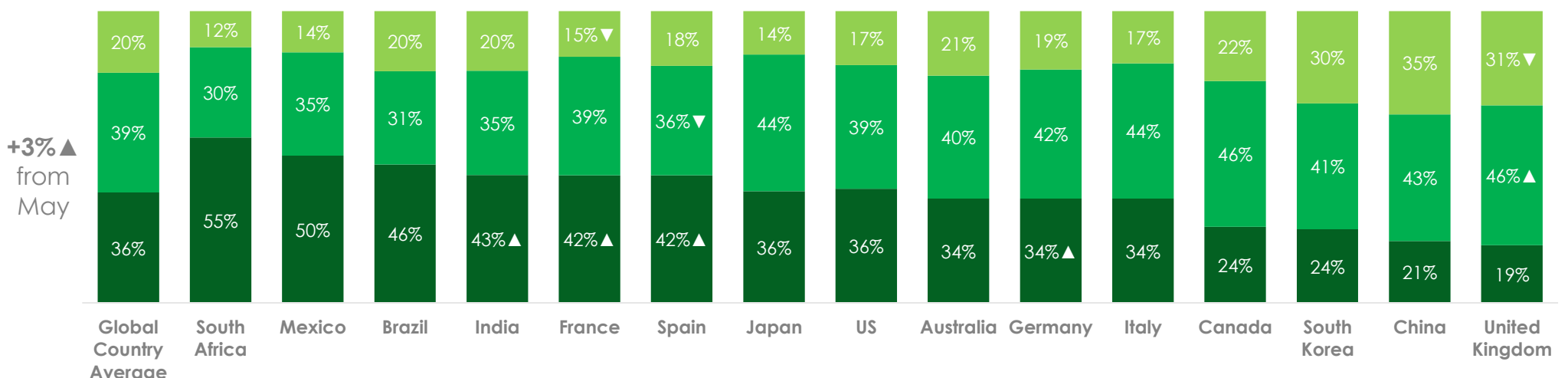
PRICES FOR ITEMS WERE MUCH HIGHER THAN NORMAL



With recent natural disasters, more individuals are perceiving environmental issues as high risk to their respective countries – perhaps driving concern for the environment to top COVID-19 concern

"WHAT LEVEL OF RISK DO NATURAL DISASTERS AND MAJOR CLIMATE EVENTS POSE TO YOUR COUNTRY?"

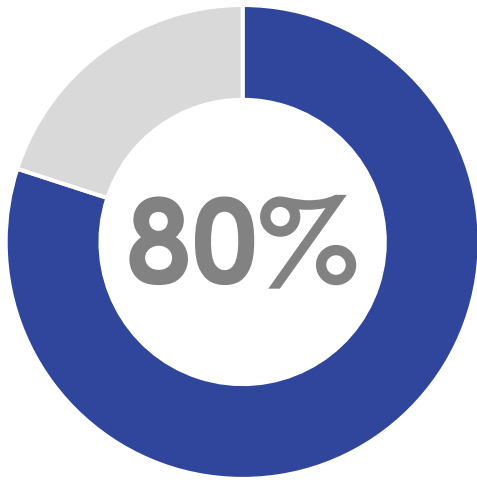
HIGH RISK MEDIUM RISK LOW/NO RISK



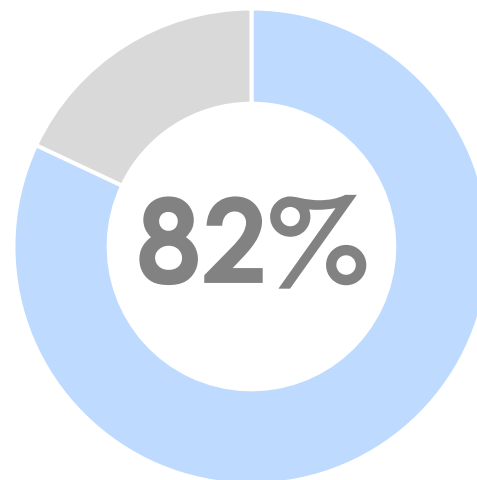
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A clear consensus – humans are to blame for the growing number of adverse climate events, and the situation is likely to get worse

**ENVIRONMENT BELIEFS:
THOSE WHO SELECTED 'TRUE'**



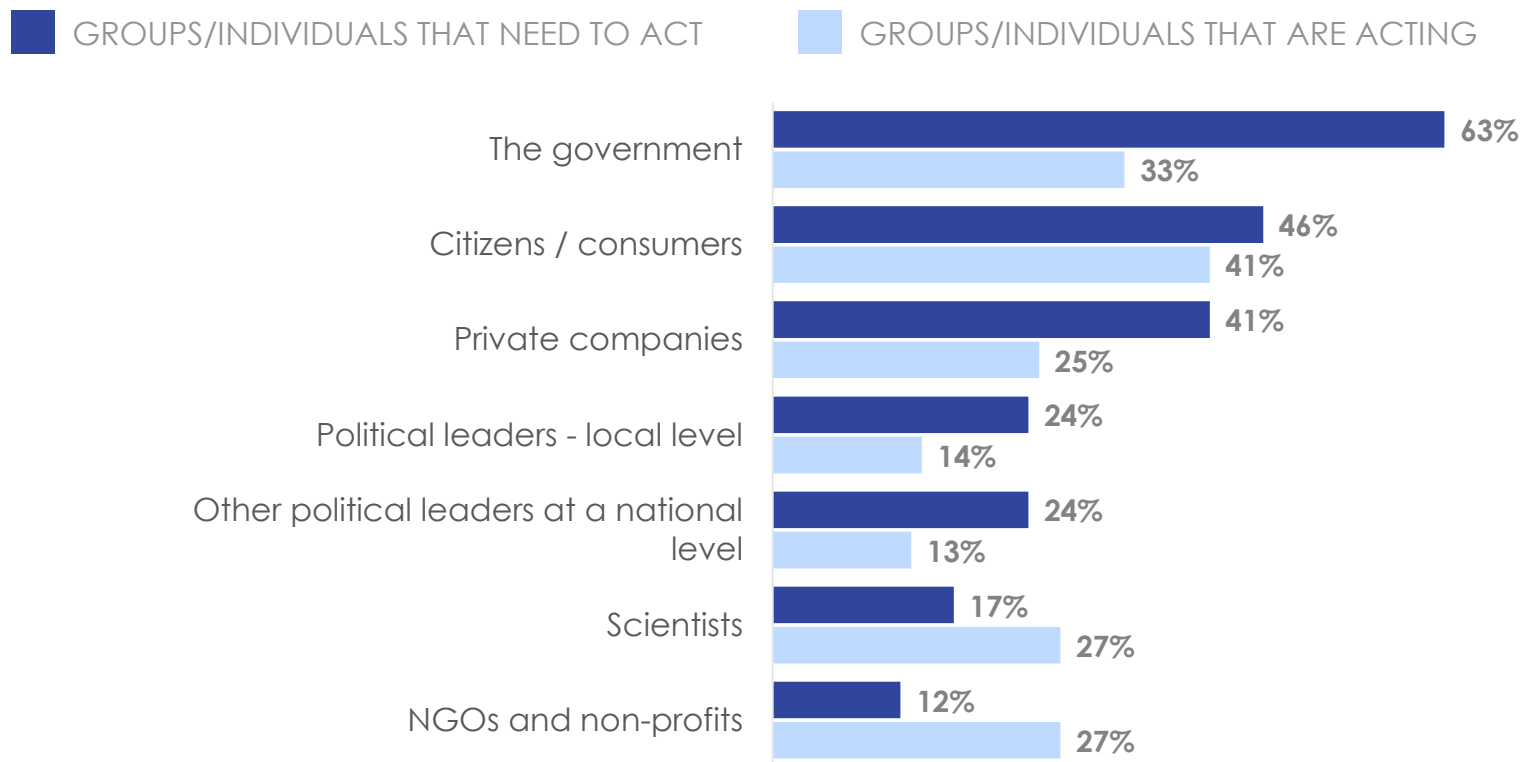
Our changing climate and resulting climate disasters are a result of human activity



Climate events like fires, floods, and storms will become more frequent and more severe in the future

Governments and companies are expected to act but are seen as taking insufficient action

WHO SHOULD BE TAKING ACTION TO IMPROVE ENVIRONMENT AND FIGHT CLIMATE CHANGE VS. WHO CURRENTLY IS



When it comes to the success of environmental initiatives, pessimism characterizes the views of some while others try to remain hopeful

SOME PARENTS CAN'T HELP BUT REMAIN HOPEFUL FOR THE FUTURE OF THEIR KIDS

Some think it is too late. I don't think so. Otherwise, it would be very hard to be a parent today.

- Muriel, France



No, we are not going to succeed [in saving the planet]. The planet will die, and we will die with it.

- Muriel's son, France

Ipsos Essentials monitors how people across the globe navigate the new rules of engagement and the resulting impact on our state of mind, state of wallet, and future intentions. Each month Ipsos surveys consumers in 15 countries, including: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, South Africa, South Korea, Spain, the UK, and the US.

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