



Climate Change and Consumer Behavior

Global changes in consumer behavior in response to climate change

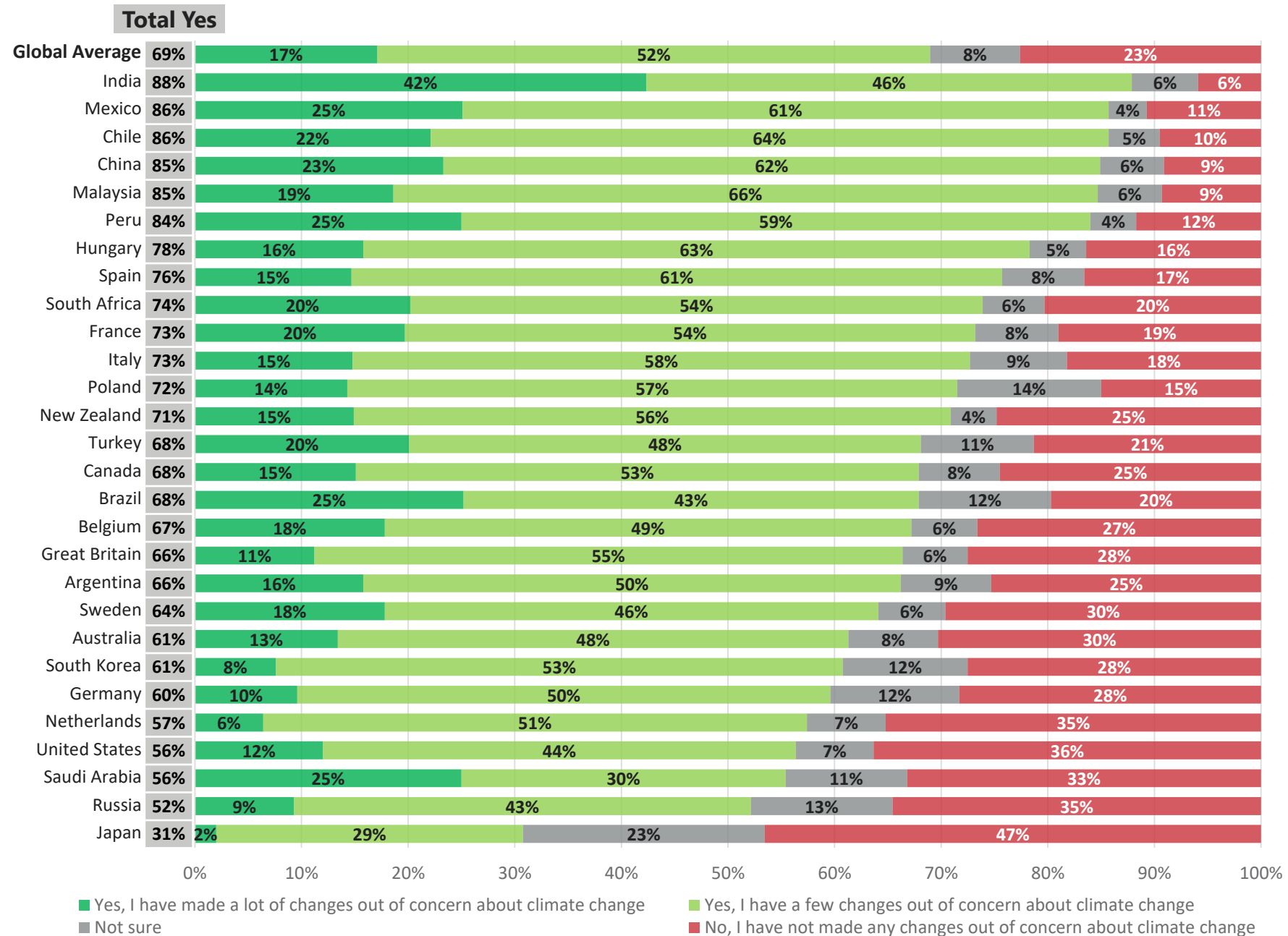
An Ipsos Survey for the World Economic Forum, December 2019

Q1. Over the past few years, have you made any changes regarding the products and services you buy or use, specifically out of concern about climate change?

Two-thirds of adults surveyed across 28 countries (69%) say they have made changes to their consumer behavior out of concern about climate change: a lot of changes for 17%, a few changes for the other 52%.

Countries where consumers are most likely to report having made changes to counteract climate change are: India (88%), Mexico (86%), Chile (86%), China (85%), Malaysia (85%) and Peru (84%).

Japan is the only country surveyed where only a minority (31%) say they have changed their behavior while nearly half (47%) say they have not. Other countries where more than one third of those surveyed say they have not made any changes are: the United States (36%), the Netherlands, and Russia (35% both).



Base: 19,964 online adults aged 16-74 across 28 countries, Oct-Nov. 2019



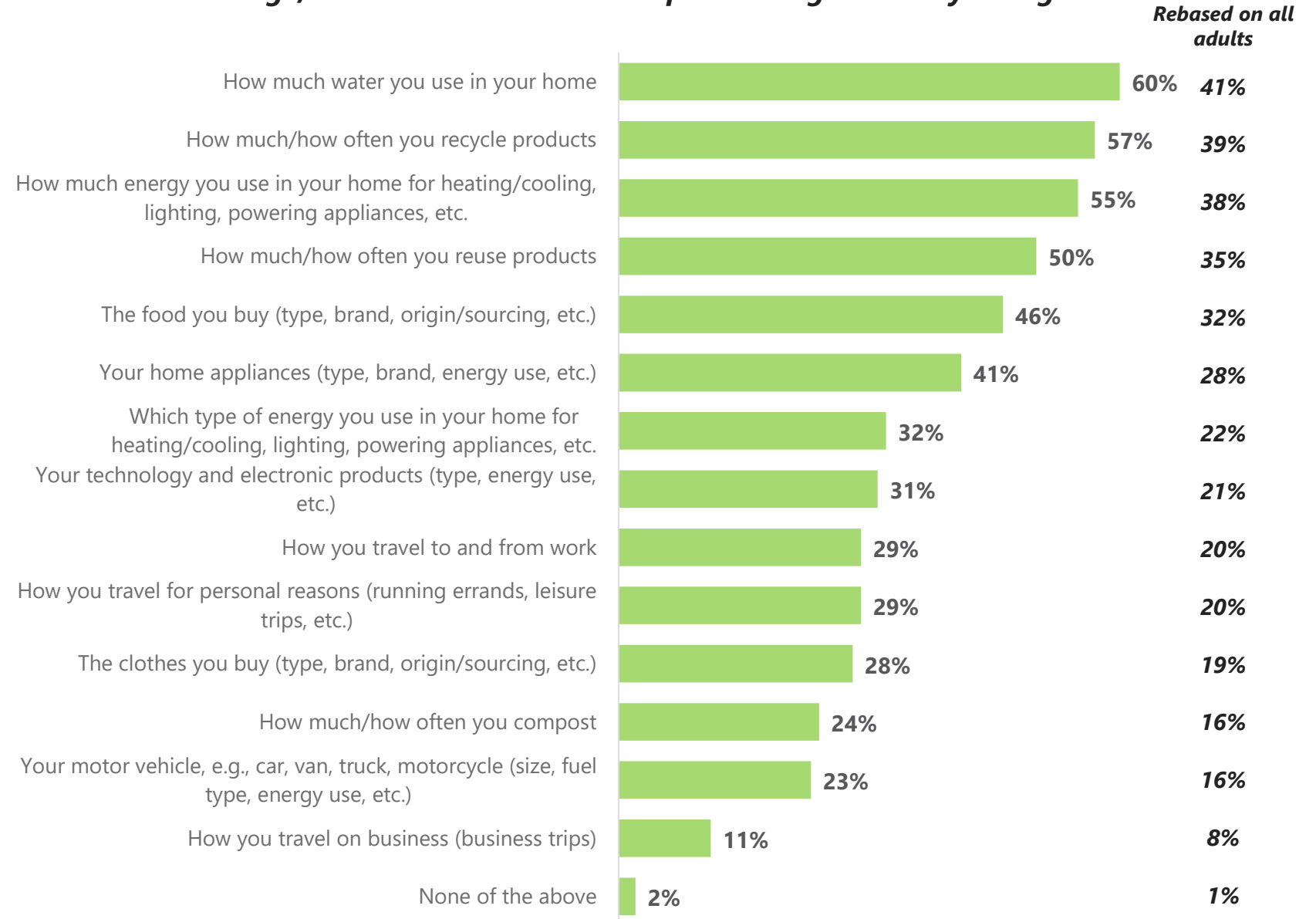
Q2. Over the past few years, which of the following have you made any changes to, specifically out of concern about climate change?

Globally, individual actions most widely taken out of concern about climate change center around the home:

- **The amount of water used at home (cited by 60% of those who have made any change, i.e., 41% of all adults)**
- **The volume and frequency of recycling (57%/39%)**
- **The amount of energy use at home (55%/38%)**
- **The volume and frequency of reusing products (50%/35%)**
- **Food purchased (46%/32%)**
- **Home appliances (41%/28%)**



**Percentage who have made changes in each area out of concern for climate change
Global average, based on all adults who report having made any changes**



Base: 13,899 online adults aged 16-74 across 28 countries who have made any change to what they buy or use, specifically out of concern about climate change, Oct-Nov 2019

Q2. Over the past few years, which of the following have you made any changes to, specifically out of concern about climate change?

Among people who have made any changes out of concern for climate change, some actions are cited far more widely in a few countries than the global average, including: water use in South Africa; both recycling and reusing in Australia, Canada, Great Britain and New Zealand; home energy use in the Netherlands; food purchases in Germany; mode of commuting in China; composting in Canada and New Zealand; and motor vehicle in India.

	Total	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	New Zealand	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
How much water you use in your home	60%	70%	69%	51%	66%	56%	73%	50%	58%	49%	56%	58%	59%	60%	34%	59%	75%	59%	52%	74%	76%	58%	27%	78%	42%	61%	43%	70%	57%
How much/how often you recycle products	57%	56%	76%	56%	52%	79%	56%	41%	60%	55%	79%	42%	45%	59%	41%	59%	61%	57%	79%	60%	64%	47%	14%	64%	56%	55%	56%	46%	68%
How much energy you use in your home	55%	66%	68%	50%	52%	68%	62%	32%	58%	56%	62%	51%	52%	52%	46%	51%	59%	74%	63%	62%	62%	50%	26%	70%	35%	58%	42%	51%	58%
How much/how often you reuse products	50%	49%	69%	40%	48%	73%	52%	42%	36%	53%	70%	44%	43%	45%	39%	54%	51%	52%	70%	50%	47%	50%	18%	66%	48%	49%	45%	37%	60%
The food you buy	46%	49%	52%	43%	37%	43%	48%	39%	54%	63%	54%	39%	46%	51%	21%	46%	48%	49%	55%	50%	46%	46%	29%	54%	27%	46%	49%	55%	43%
Your home appliances	41%	42%	46%	30%	40%	41%	44%	34%	34%	48%	35%	53%	43%	45%	26%	39%	40%	49%	44%	40%	53%	41%	26%	44%	31%	51%	24%	39%	40%
Which type of energy you use in your home	32%	33%	42%	26%	26%	32%	39%	29%	27%	34%	26%	25%	41%	26%	32%	32%	36%	42%	35%	30%	34%	20%	26%	45%	22%	30%	28%	33%	28%
Your technology and electronic products	31%	34%	28%	22%	25%	27%	36%	24%	20%	39%	18%	44%	44%	23%	11%	40%	34%	31%	32%	39%	40%	31%	21%	34%	17%	29%	25%	39%	22%
How you travel to and from work	29%	30%	19%	21%	27%	25%	37%	51%	18%	22%	24%	39%	35%	18%	10%	34%	41%	28%	28%	36%	32%	32%	17%	27%	18%	31%	25%	28%	16%
How you travel for personal reasons	29%	26%	23%	34%	16%	29%	29%	32%	32%	41%	33%	22%	28%	30%	17%	28%	31%	43%	34%	24%	32%	27%	15%	27%	22%	36%	34%	23%	27%
The clothes you buy	28%	27%	30%	21%	28%	28%	28%	29%	26%	28%	27%	26%	35%	22%	16%	31%	26%	30%	37%	28%	31%	35%	25%	26%	16%	23%	31%	32%	22%
How much/how often you compost	24%	23%	31%	34%	16%	49%	21%	9%	38%	33%	26%	33%	25%	27%	21%	21%	17%	15%	44%	9%	27%	20%	12%	29%	5%	11%	34%	11%	21%
Your motor vehicle	23%	21%	22%	15%	14%	28%	19%	29%	17%	22%	22%	19%	40%	20%	21%	34%	27%	22%	33%	21%	16%	17%	20%	30%	15%	20%	23%	25%	24%
How you travel on business	11%	12%	6%	11%	9%	5%	10%	16%	10%	10%	7%	6%	19%	14%	2%	20%	15%	8%	8%	16%	12%	14%	11%	11%	7%	11%	13%	10%	7%
None of the above	2%	0%	2%	2%	2%	2%	1%	1%	3%	2%	2%	1%	1%	3%	4%	2%	1%	0%	2%	1%	0%	2%	2%	1%	1%	1%	3%	3%	1%

* At least 17 percentage points higher than the global average

Base: 13,899 online adults aged 16-74 across 28 countries who have made any change to what they buy or use, specifically out of concern about climate change, Oct-Nov 2019

- These are the results of a survey conducted by Ipsos on the Global Advisor platform.
- Ipsos interviewed a total of 19,964 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, and 16-74 in 23 other countries on its Global Advisor online survey platform between October 25 and November 8, 2019.
- The sample consists of approximately 1,000 individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, India, Italy, Japan, Spain, Great Britain and the U.S., and 500 individuals in each of Argentina, Belgium, Chile, Hungary, Malaysia, Mexico, the Netherlands, New Zealand, Peru, Poland, Russia, Saudi Arabia, South Korea, South Africa, Sweden and Turkey.
- The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, 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), 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 these populations.
- 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.
- 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 knows or not stated responses.
- The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.