# EARTH DAY 2020

How does the world view climate change and Covid-19?

IPSOS GLOBAL ADVISOR

Summary: public support a green recovery

Seven in ten consider climate change as serious a crisis as Covid-19, and a similar proportion feel their government will be failing them if it doesn't act on climate change now. Two thirds globally support a green economic recovery from the crisis.
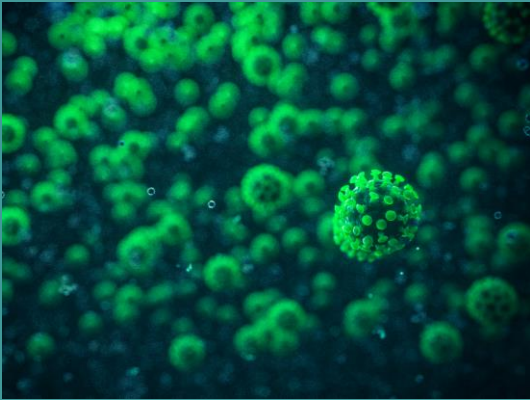
71% globally agree that in the long term, climate change is as serious a crisis as Covid-19.

68% globally say their government will be failing them if it doesn't act now to combat climate change.

65% of the public globally support a 'green' economic recovery from the Covid-19 crisis.

57% globally say they would be put off voting for a political party whose policies don't deal seriously with climate change.

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Summary: public no more willing to change their climate behaviours than they were in 2014

A majority globally say they are likely to make changes this year, but the proportion saying this has not increased since a comparable Ipsos survey in 2014. The changes we are most likely to make are mainly lower effort and lower impact.

Ipsos MORI

Covid-19 and climate change

How do the public view the two crises?

Seriousness of climate change in comparison to Covid19

Country data

Q. To what extent do you agree or disagree with the following:

In the long term, climate change is as serious a crisis as COVID-19 is
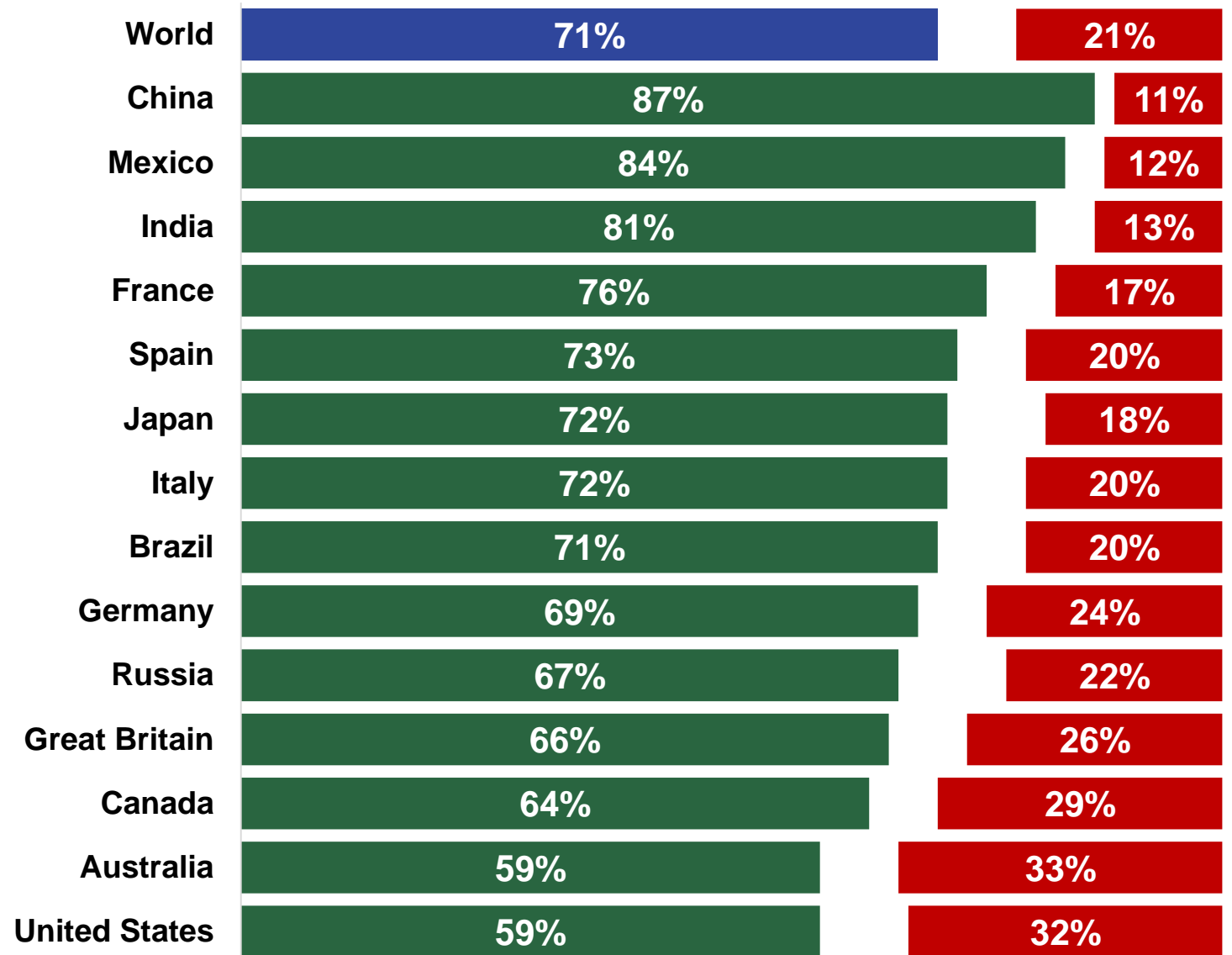
Country	Strongly agree/tend to agree	Tend to disagree/strongly disagree
World	71%	21%
China	87%	11%
Mexico	84%	12%
India	81%	13%
France	76%	17%
Spain	73%	20%
Japan	72%	18%
Italy	72%	20%
Brazil	71%	20%
Germany	69%	24%
Russia	67%	22%
Great Britain	66%	26%
Canada	64%	29%
Australia	59%	33%
United States	59%	32%

■ **Strongly agree/tend to agree**   ■ **Tend to disagree/strongly disagree**

Support for a 'green' economic recovery from Covid-19

Country data

Q. To what extent do you agree or disagree with the following:

In the economic recovery after Covid-19, it's important that government actions prioritize climate change

Country	Strongly agree/tend to agree	Tend to disagree/strongly disagree
World	65%	25%
India	81%	13%
Mexico	80%	14%
China	80%	16%
Brazil	66%	22%
Japan	64%	22%
Italy	63%	27%
France	63%	26%
Spain	62%	26%
Canada	61%	30%
Russia	60%	24%
Great Britain	58%	31%
Australia	57%	34%
Germany	57%	33%
United States	57%	32%

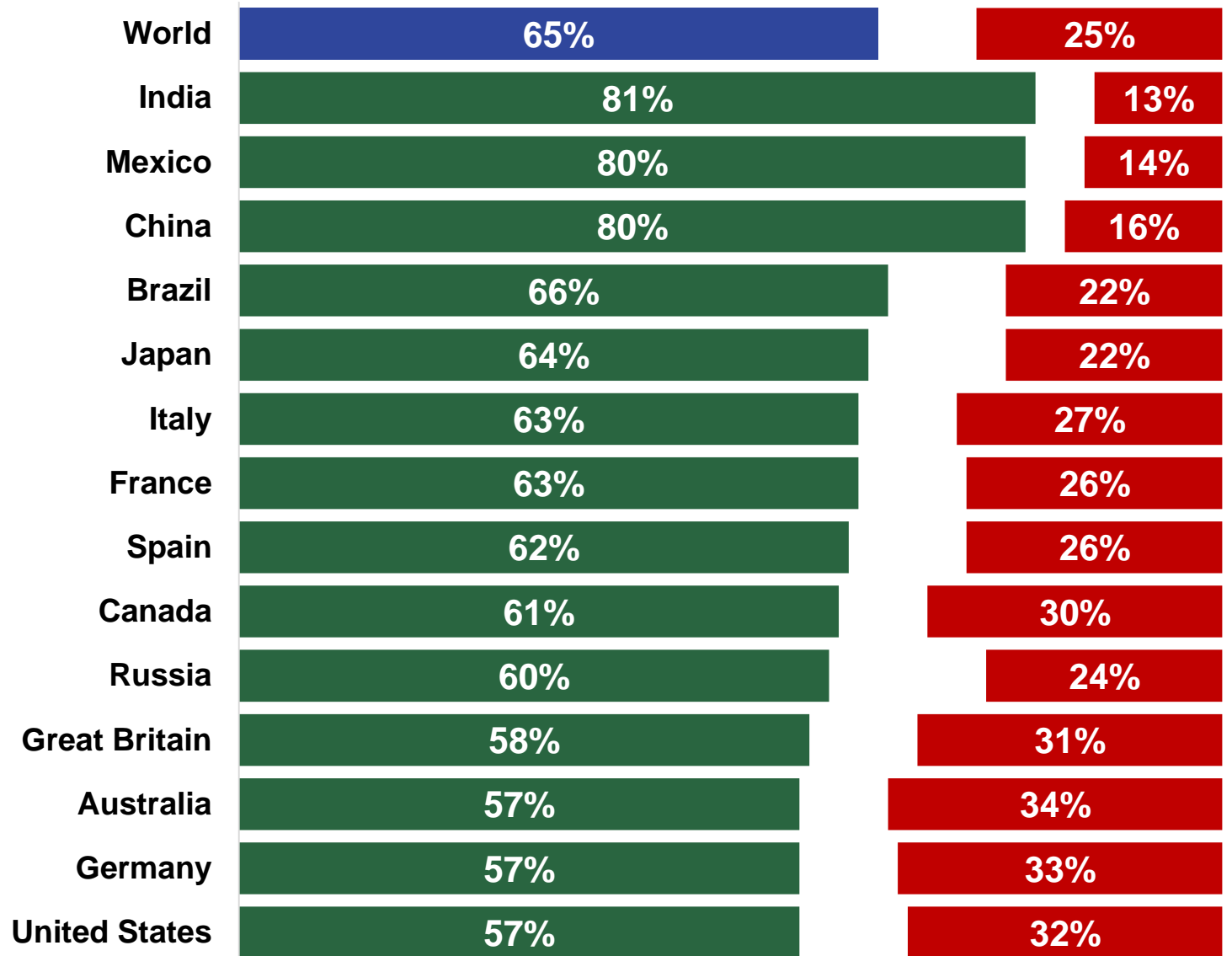■ Strongly agree/tend to agree ■ Tend to disagree/strongly disagree

Base: 28,039 online adults aged 16-74: Fieldwork dates: Friday 17 to Sunday 19 April.

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Focus on economic recovery from COVID-19 first and foremost?

Country data

Q. To what extent do you agree or disagree with the following:

Government should focus on helping the economy to recover first and foremost, even if that means taking some actions that are bad for the environment
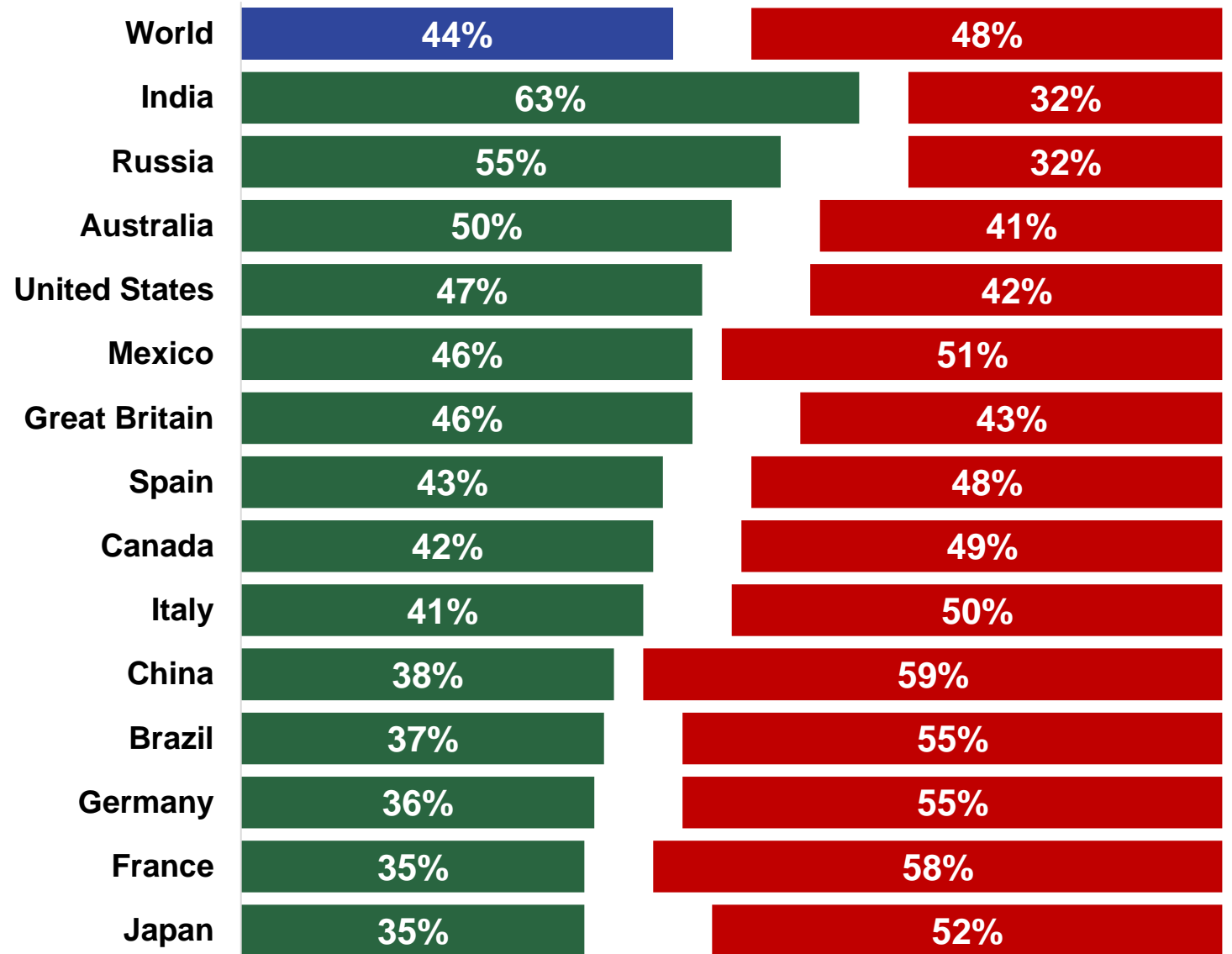
Country	Strongly agree/tend to agree	Tend to disagree/strongly disagree
World	44%	48%
India	63%	32%
Russia	55%	32%
Australia	50%	41%
United States	47%	42%
Mexico	46%	51%
Great Britain	46%	43%
Spain	43%	48%
Canada	42%	49%
Italy	41%	50%
China	38%	59%
Brazil	37%	55%
Germany	36%	55%
France	35%	58%
Japan	35%	52%

■ **Strongly agree/tend to agree**   ■ **Tend to disagree/strongly disagree**

Base: 28,039 online adults aged 16-74: Fieldwork dates: Friday 17 to Sunday 19 April.

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Views on whether Covid-19 will lead to increased environmental activism

Country data

Q. How likely or unlikely do you think the following is to occur as a result of the Coronavirus:

We will see more people fighting for changes to protect the environment
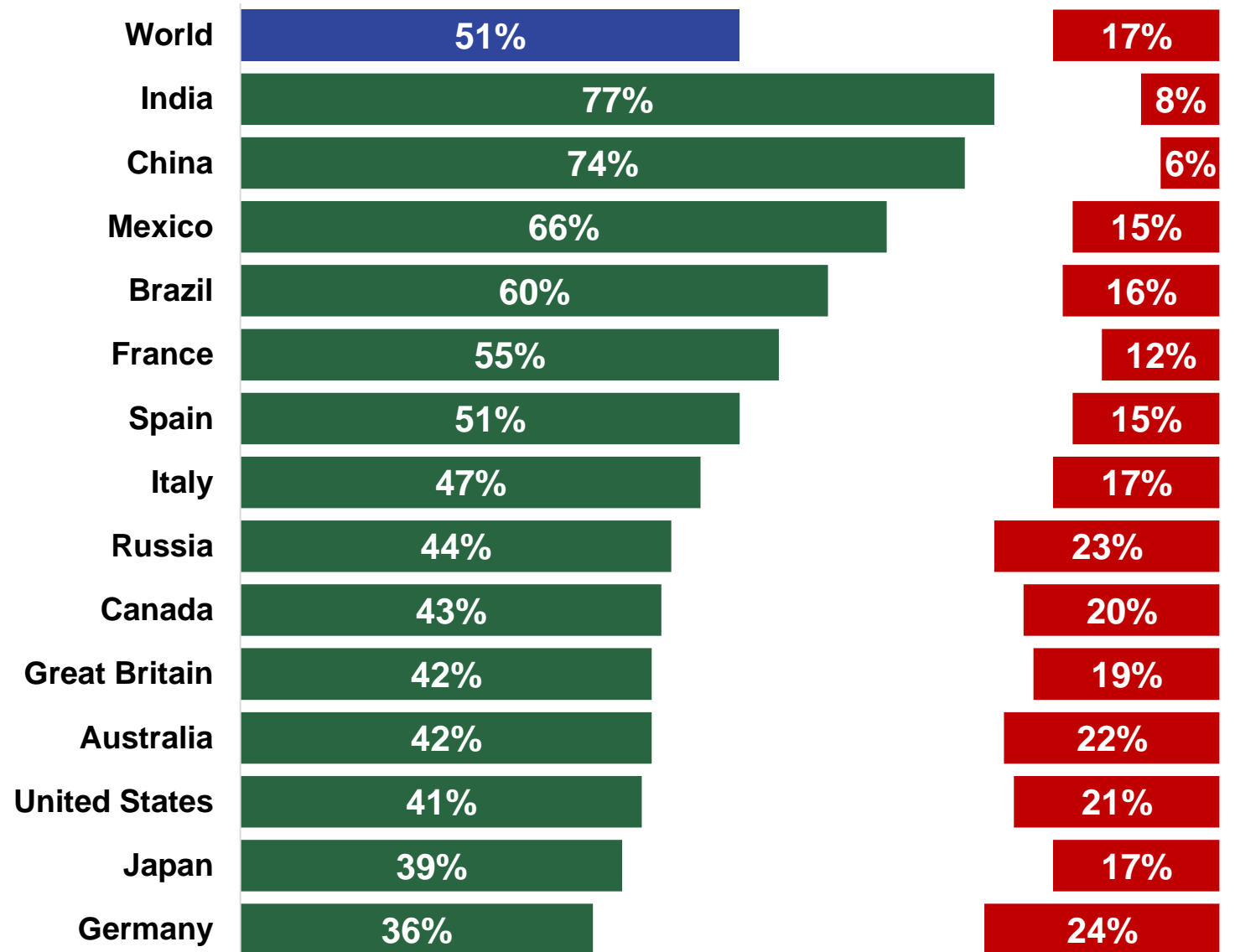
Country	Very likely/Somewhat likely	Somewhat unlikely/Very unlikely
World	51%	17%
India	77%	8%
China	74%	6%
Mexico	66%	15%
Brazil	60%	16%
France	55%	12%
Spain	51%	15%
Italy	47%	17%
Russia	44%	23%
Canada	43%	20%
Great Britain	42%	19%
Australia	42%	22%
United States	41%	21%
Japan	39%	17%
Germany	36%	24%

■ **Very likely/Somewhat likely**   ■ **Somewhat unlikely/Very unlikely**

Base: 28,039 online adults aged 16-74: Fieldwork dates: Friday 17 to Sunday 19 April.

Willingness to seek out products which are healthier and better for the environment

Country data

Q. To what extent do you agree or disagree with the following regarding the long-term impact of the virus:

I will seek out products that are healthier and better for the environment
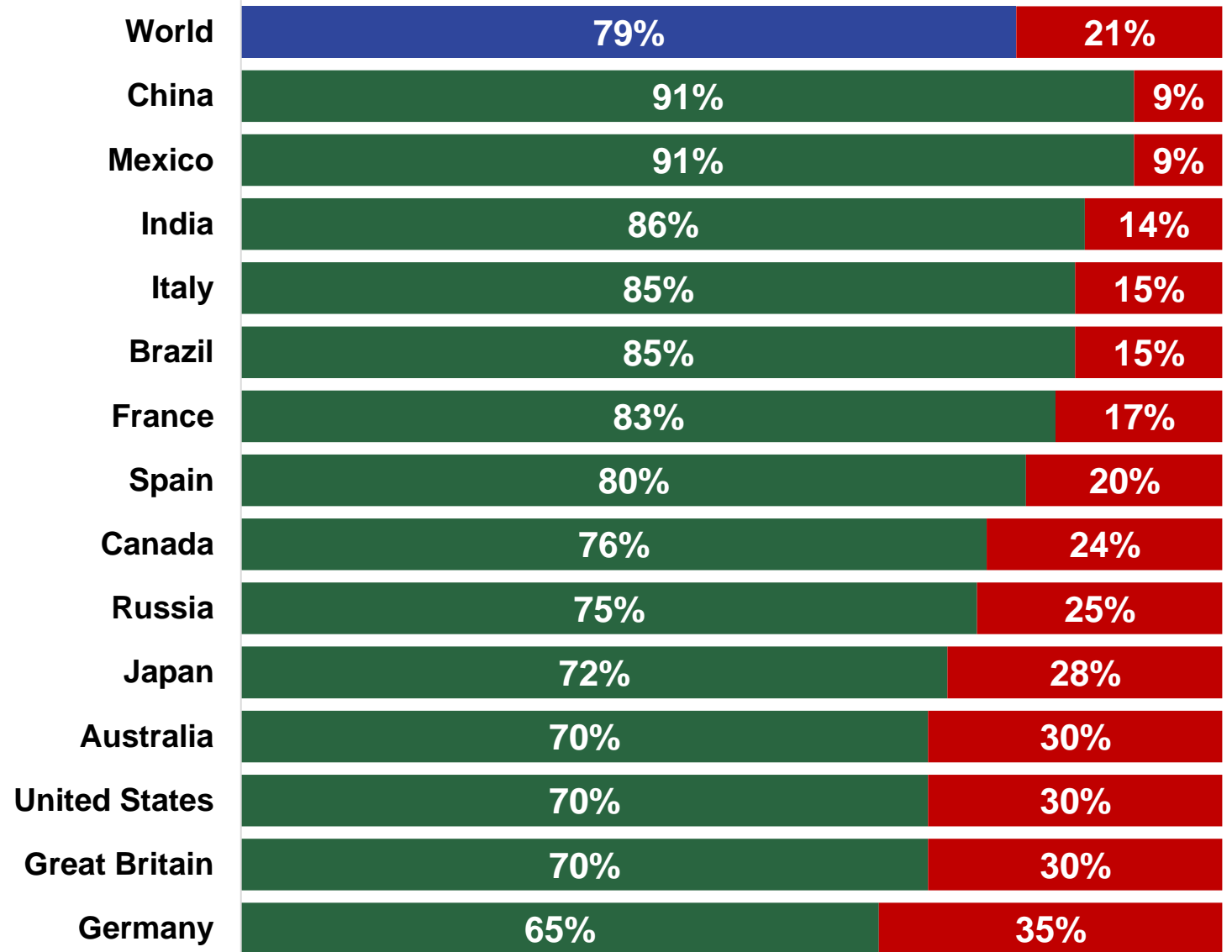
Country	Strongly agree/tend to agree	Tend to disagree/strongly disagree
World	79%	21%
China	91%	9%
Mexico	91%	9%
India	86%	14%
Italy	85%	15%
Brazil	85%	15%
France	83%	17%
Spain	80%	20%
Canada	76%	24%
Russia	75%	25%
Japan	72%	28%
Australia	70%	30%
United States	70%	30%
Great Britain	70%	30%
Germany	65%	35%

■ **Strongly agree/tend to agree**   ■ **Tend to disagree/strongly disagree**

Base: 28,039 online adults aged 16-74: Fieldwork dates: Friday 17 to Sunday 19 April.

Environmental issues

Which environmental issues are most concerning to citizens?

Top environmental issues around the world

Global data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Issue	%	Change since 2018
Global warming/climate change	37%	+7
Air pollution	33%	+3
Dealing with the amount of waste we generate	32%	+2
De-forestation	26%	+3
Water pollution	25%	+1
Depletion of natural resources	20%	-1
Future energy sources and supplies	18%	-6
Over-packaging of consumer goods	15%	+4
Wildlife conservation	15%	+1
Overpopulation	15%	+1
Emissions	14%	+2
Poor quality drinking water	12%	-2
Flooding	11%	-1
Future food sources and supplies	9%	-4
Soil erosion	6%	=
None of these	1%	-1
Don't know	3%	-3
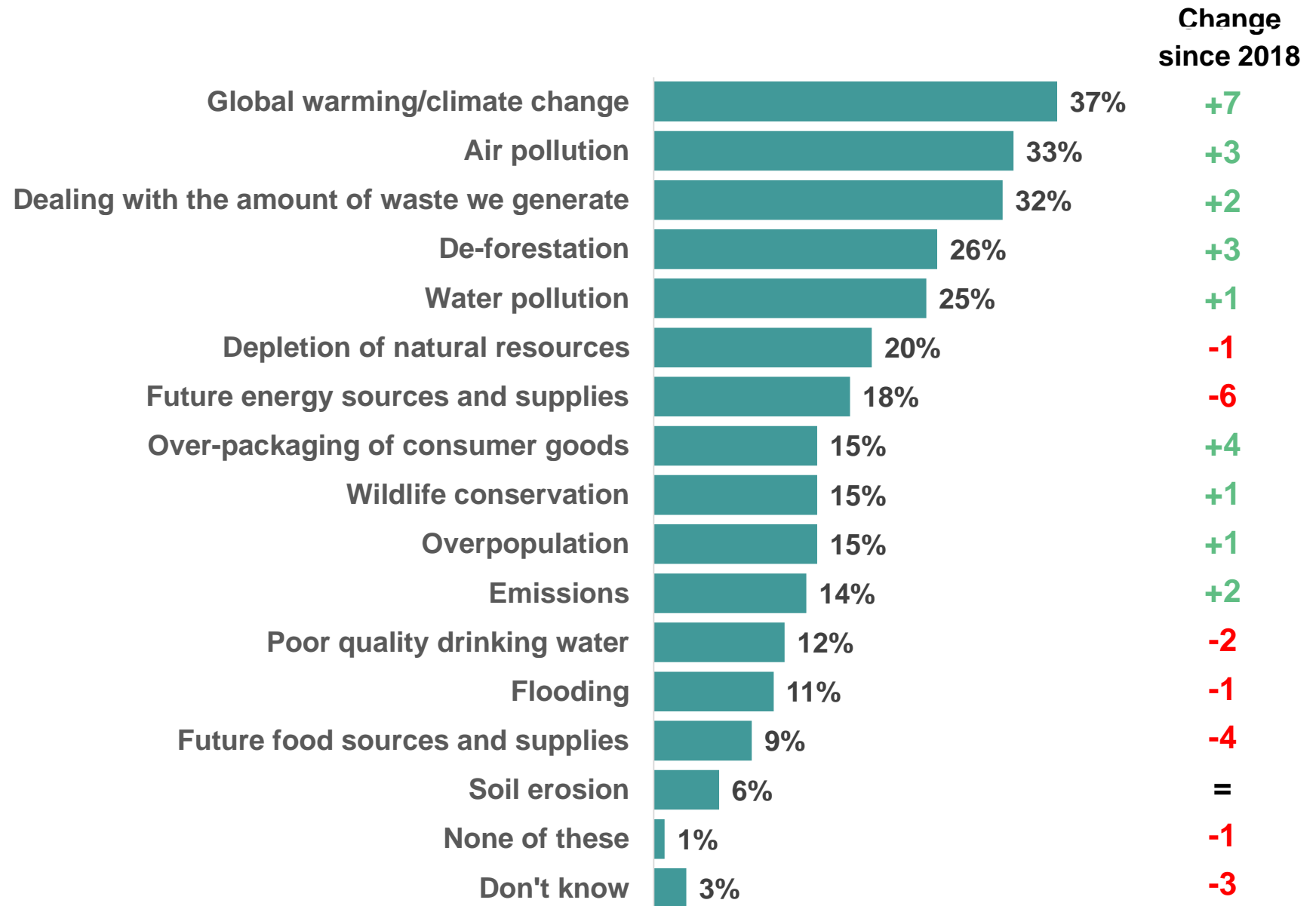
Global warming/climate change

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Global warming/climate change

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

Country	%
World	37%
Japan	54%
South Korea	51%
Canada	44%
Italy	44%
France	44%
Germany	44%
Australia	42%
Malaysia	41%
US	41%
New Zealand	40%
Spain	39%
Great Britain	39%
India	38%
Netherlands	38%
Hungary	38%
Peru	37%
Sweden	36%
Chile	36%
China	36%
South Africa	36%
Mexico	33%
Colombia	33%
Turkey	32%
Belgium	31%
Brazil	31%
Poland	30%
Argentina	30%
Saudi Arabia	25%
Russia	13%

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Air pollution

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?
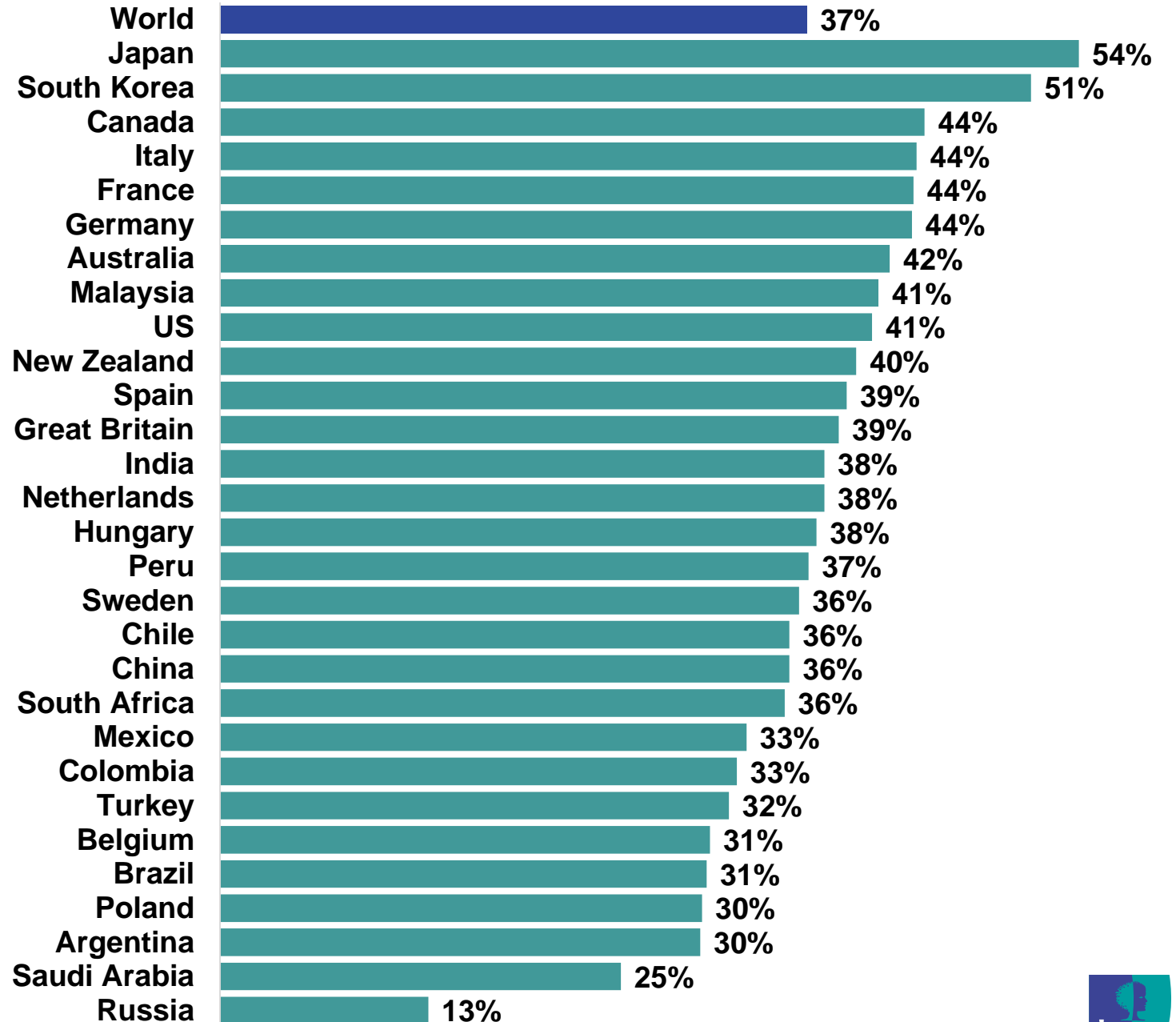
Air pollution

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

Country	%
World	33%
South Korea	55%
India	53%
Hungary	47%
Poland	46%
China	45%
Colombia	45%
Mexico	43%
Italy	42%
Malaysia	40%
Chile	37%
France	37%
Peru	36%
Russia	35%
Spain	33%
Belgium	32%
Saudi Arabia	31%
Turkey	29%
Brazil	28%
Netherlands	27%
Germany	25%
US	24%
Great Britain	24%
South Africa	24%
Sweden	24%
Japan	23%
Canada	23%
Argentina	22%
Australia	12%
New Zealand	9%

Dealing with the amount of waste we generate

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?
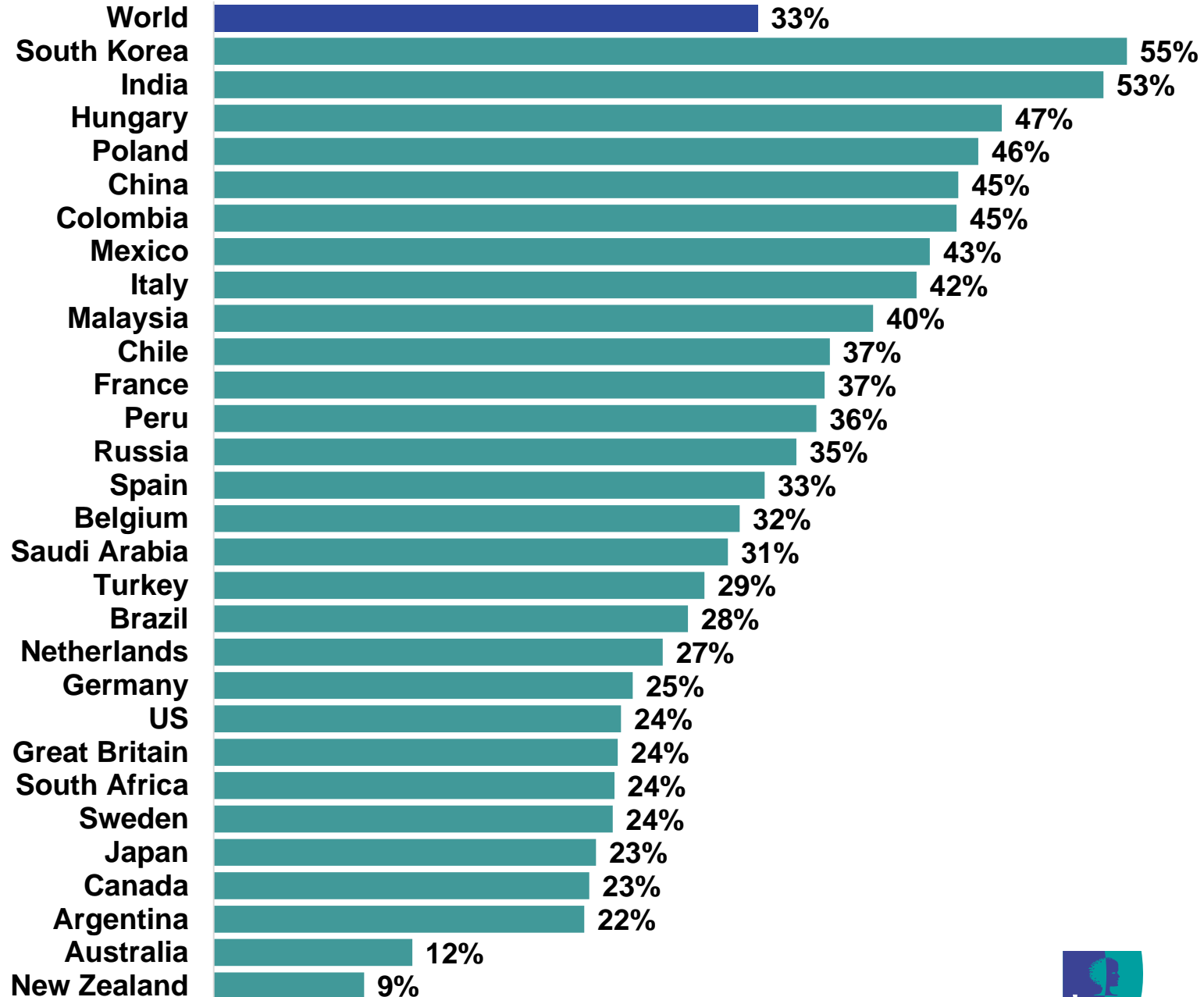
Dealing with the amount of waste we generate
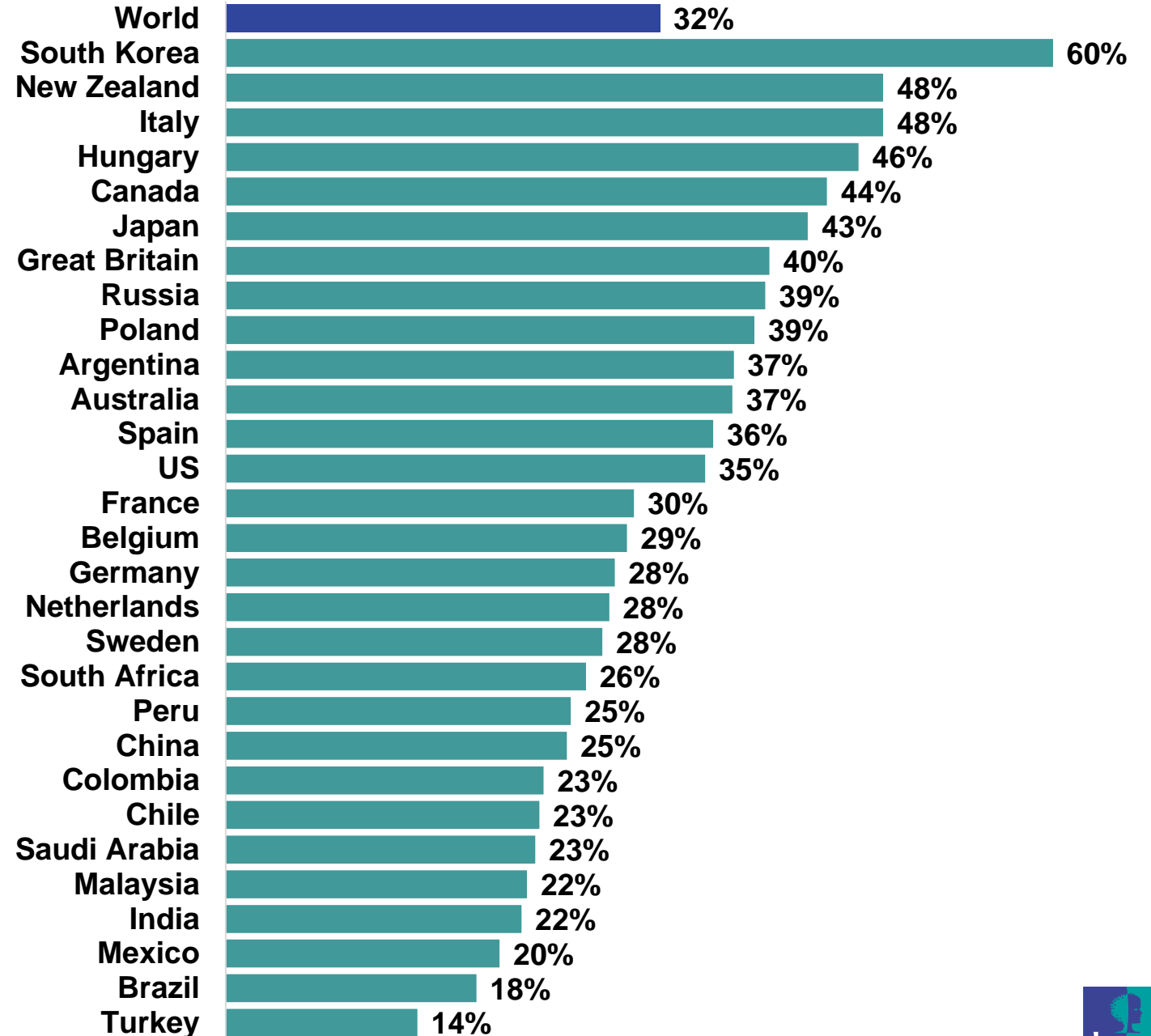
Country	%
World	32%
South Korea	60%
New Zealand	48%
Italy	48%
Hungary	46%
Canada	44%
Japan	43%
Great Britain	40%
Russia	39%
Poland	39%
Argentina	37%
Australia	37%
Spain	36%
US	35%
France	30%
Belgium	29%
Germany	28%
Netherlands	28%
Sweden	28%
South Africa	26%
Peru	25%
China	25%
Colombia	23%
Chile	23%
Saudi Arabia	23%
Malaysia	22%
India	22%
Mexico	20%
Brazil	18%
Turkey	14%

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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De-forestation

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

De-forestation
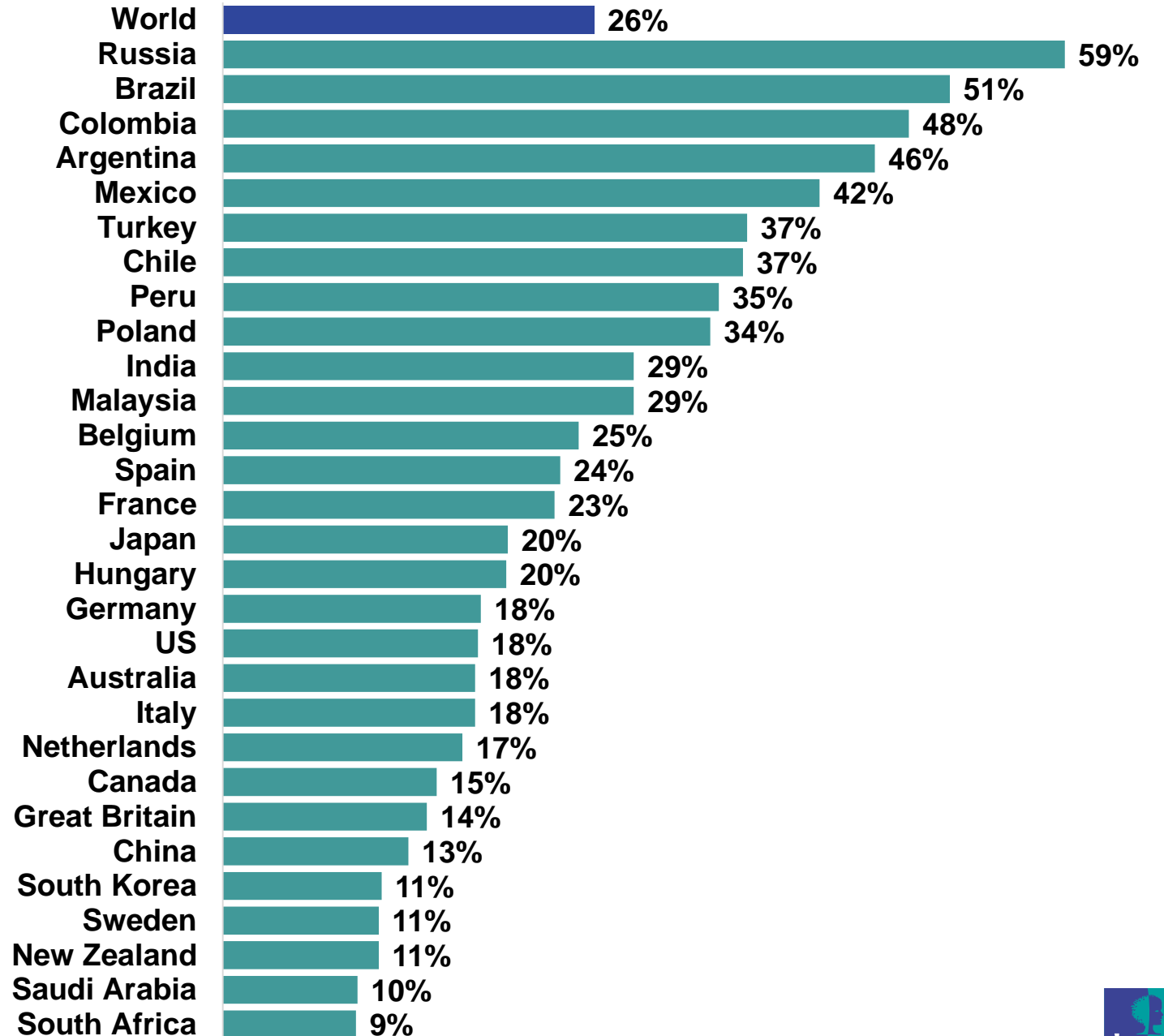
Country	%
World	26%
Russia	59%
Brazil	51%
Colombia	48%
Argentina	46%
Mexico	42%
Turkey	37%
Chile	37%
Peru	35%
Poland	34%
India	29%
Malaysia	29%
Belgium	25%
Spain	24%
France	23%
Japan	20%
Hungary	20%
Germany	18%
US	18%
Australia	18%
Italy	18%
Netherlands	17%
Canada	15%
Great Britain	14%
China	13%
South Korea	11%
Sweden	11%
New Zealand	11%
Saudi Arabia	10%
South Africa	9%

Ipsos

Water pollution

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Water pollution

World	25%
Peru	45%
Argentina	43%
Colombia	40%
Mexico	40%
Brazil	37%
Russia	37%
New Zealand	35%
South Africa	35%
Chile	33%
Malaysia	31%
India	30%
Hungary	29%
China	28%
US	24%
Canada	22%
Turkey	20%
Poland	20%
France	18%
Sweden	18%
South Korea	17%
Spain	16%
Italy	15%
Belgium	15%
Netherlands	15%
Saudi Arabia	15%
Germany	12%
Australia	11%
Japan	9%
Great Britain	7%

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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Depletion of natural resources

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?
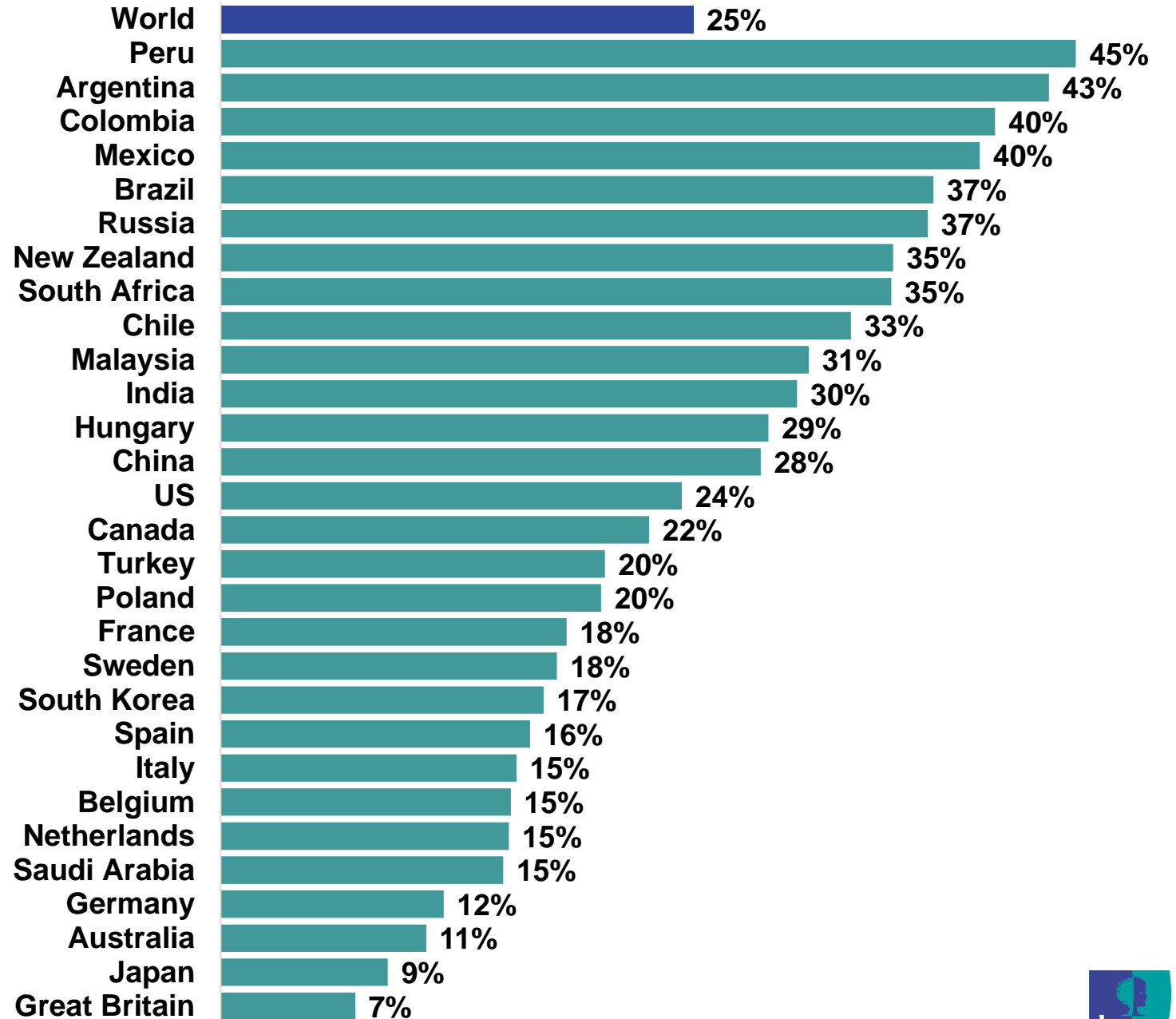
Depletion of natural resources

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

Country	%
World	20%
Chile	45%
Turkey	36%
Mexico	34%
Colombia	28%
Peru	26%
France	24%
Russia	22%
Saudi Arabia	22%
China	22%
Spain	21%
Malaysia	20%
Australia	20%
US	20%
Argentina	20%
South Africa	19%
New Zealand	16%
Sweden	16%
India	16%
Belgium	16%
Canada	15%
Germany	14%
Japan	14%
Italy	14%
Netherlands	13%
Hungary	13%
Poland	12%
South Korea	10%
Brazil	10%
Great Britain	9%

Future energy sources and supplies
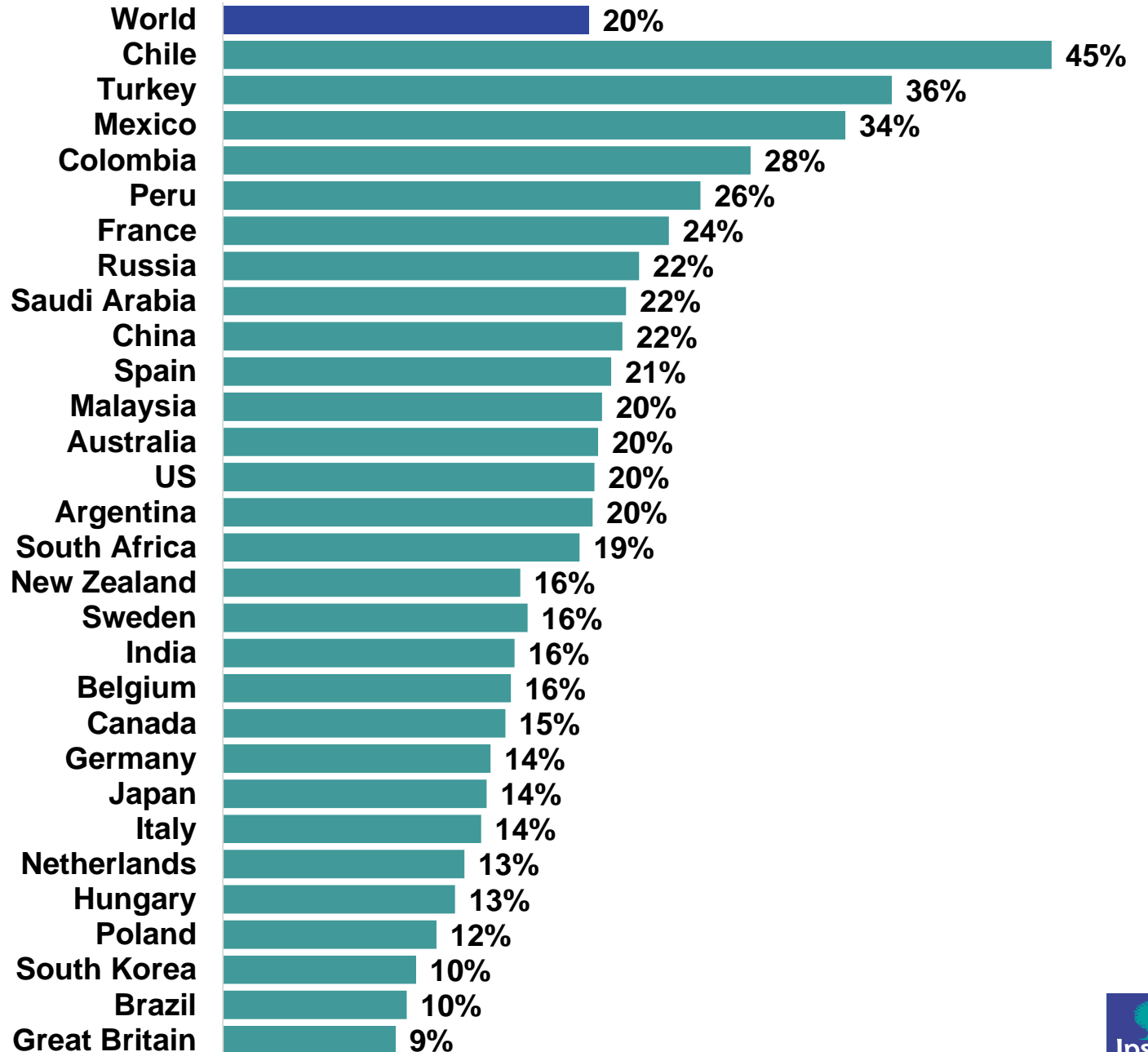
Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Future energy sources and supplies

Country	%
World	18%
Sweden	36%
South Africa	33%
Germany	30%
Australia	29%
Japan	29%
Poland	26%
Hungary	23%
Turkey	23%
Great Britain	22%
South Korea	21%
New Zealand	20%
Canada	20%
Belgium	19%
Saudi Arabia	19%
Spain	18%
Netherlands	18%
US	18%
China	16%
Chile	16%
Malaysia	15%
France	15%
Italy	13%
Argentina	11%
India	11%
Brazil	10%
Mexico	8%
Colombia	7%
Russia	6%
Peru	4%

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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Over-packaging of consumer goods

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Over-packaging of consumer goods
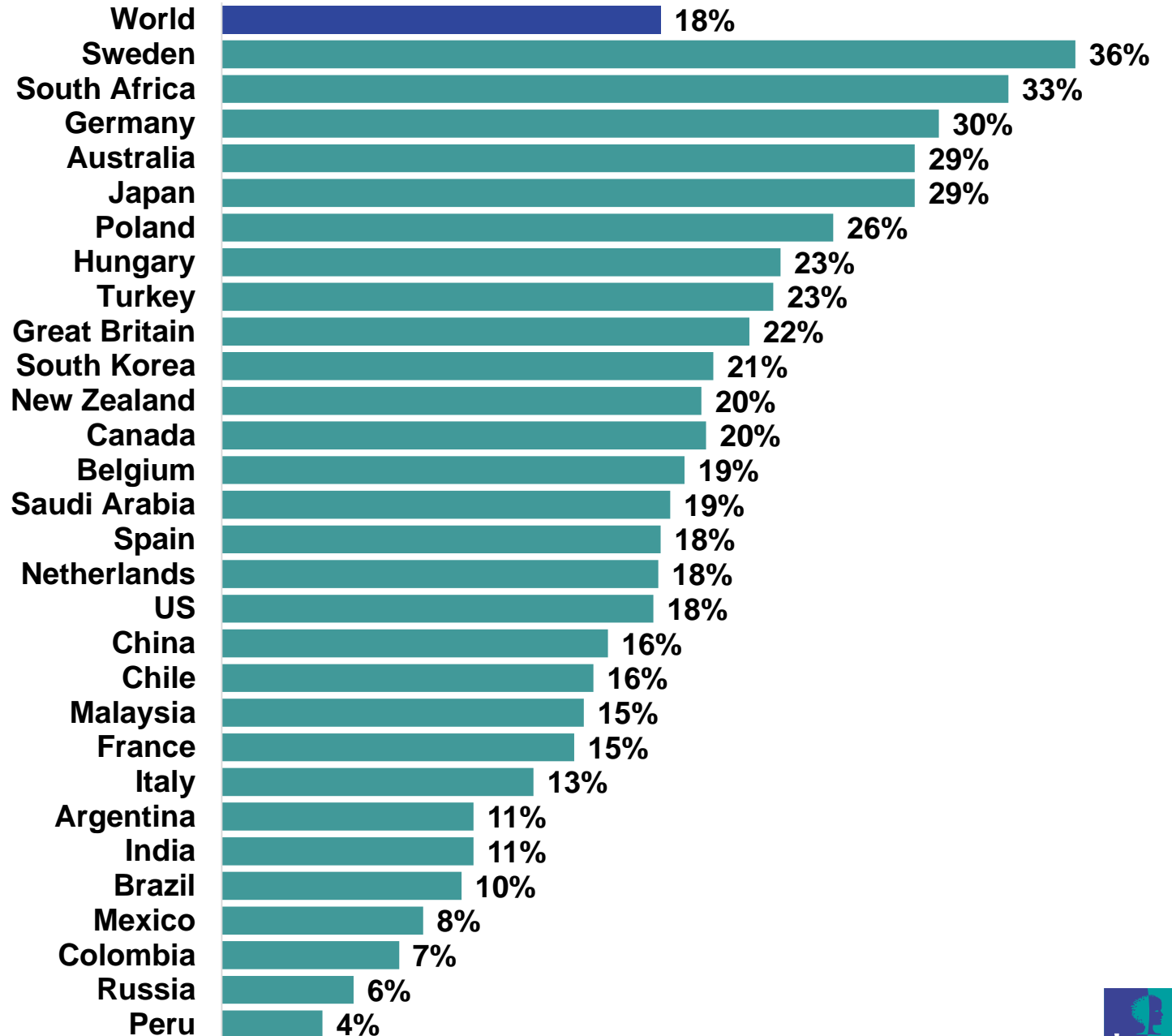
Country	%
World	15%
Belgium	35%
Germany	35%
Sweden	32%
New Zealand	25%
Great Britain	25%
Canada	24%
Netherlands	24%
France	21%
South Korea	20%
Saudi Arabia	18%
China	17%
Italy	16%
Spain	15%
Hungary	15%
Poland	14%
Brazil	14%
Australia	13%
Russia	12%
Malaysia	12%
Japan	9%
Turkey	9%
US	9%
India	6%
South Africa	5%
Chile	5%
Mexico	3%
Argentina	3%
Peru	3%
Colombia	3%

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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Wildlife conservation

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?
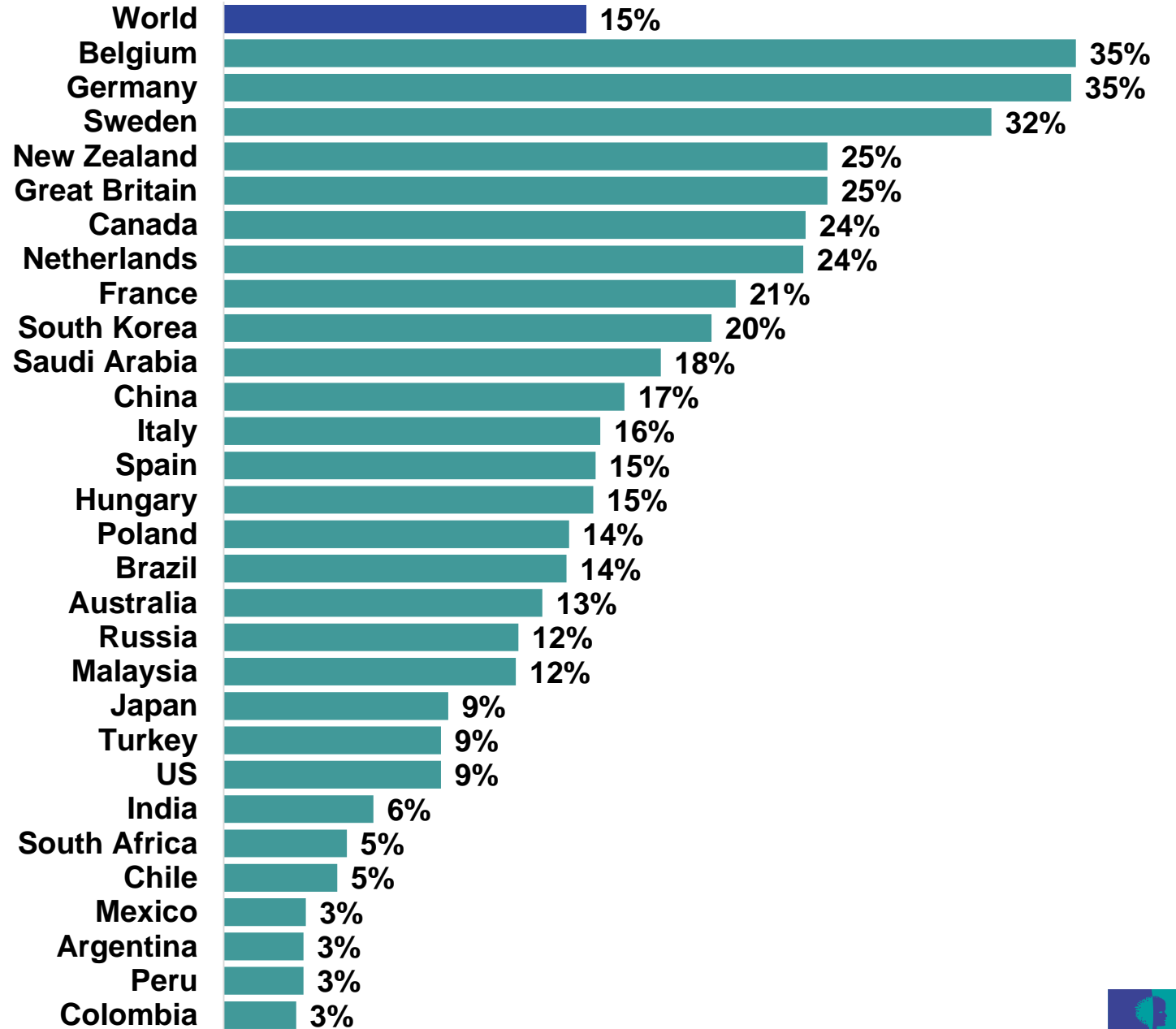
Wildlife conservation

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

Country	%
World	15%
Australia	25%
China	23%
Saudi Arabia	22%
Brazil	22%
Spain	20%
Hungary	19%
US	18%
Poland	17%
Canada	17%
France	17%
Netherlands	17%
Germany	16%
Russia	16%
Belgium	15%
Great Britain	15%
New Zealand	14%
South Africa	14%
Chile	13%
Colombia	13%
Malaysia	13%
Mexico	12%
Peru	11%
India	10%
Sweden	10%
Argentina	9%
Italy	8%
Japan	7%
South Korea	6%
Turkey	5%

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Over population

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?
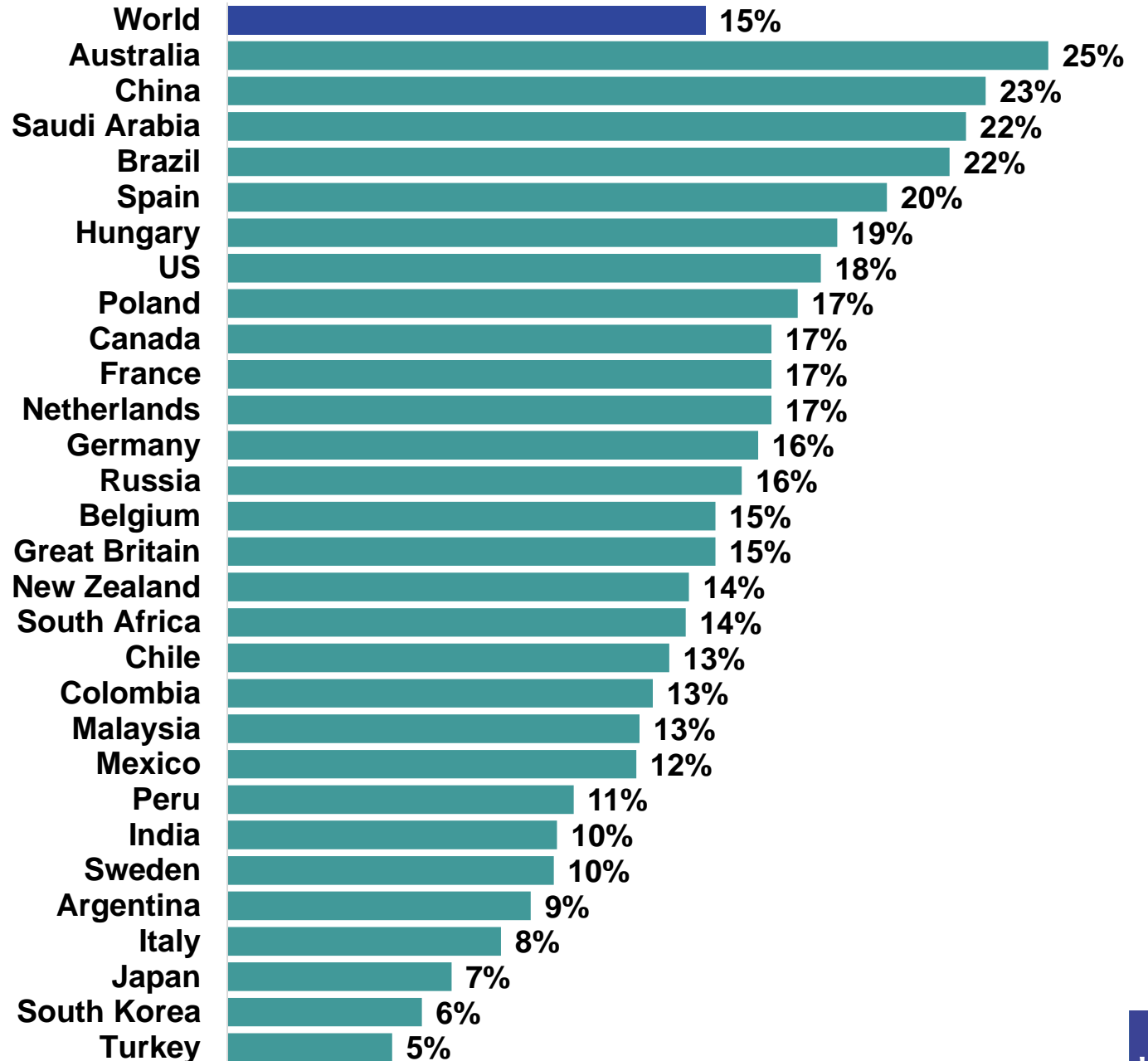
Over population

Country	%
World	15%
India	31%
South Africa	30%
Netherlands	29%
Turkey	26%
Australia	24%
Great Britain	24%
Mexico	20%
Belgium	20%
Peru	19%
New Zealand	17%
Sweden	17%
US	14%
China	14%
Colombia	13%
Germany	13%
Saudi Arabia	13%
France	12%
Canada	10%
Hungary	10%
Argentina	8%
South Korea	7%
Spain	7%
Chile	7%
Italy	7%
Japan	7%
Brazil	7%
Poland	6%
Malaysia	5%
Russia	3%

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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Emissions

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Emissions

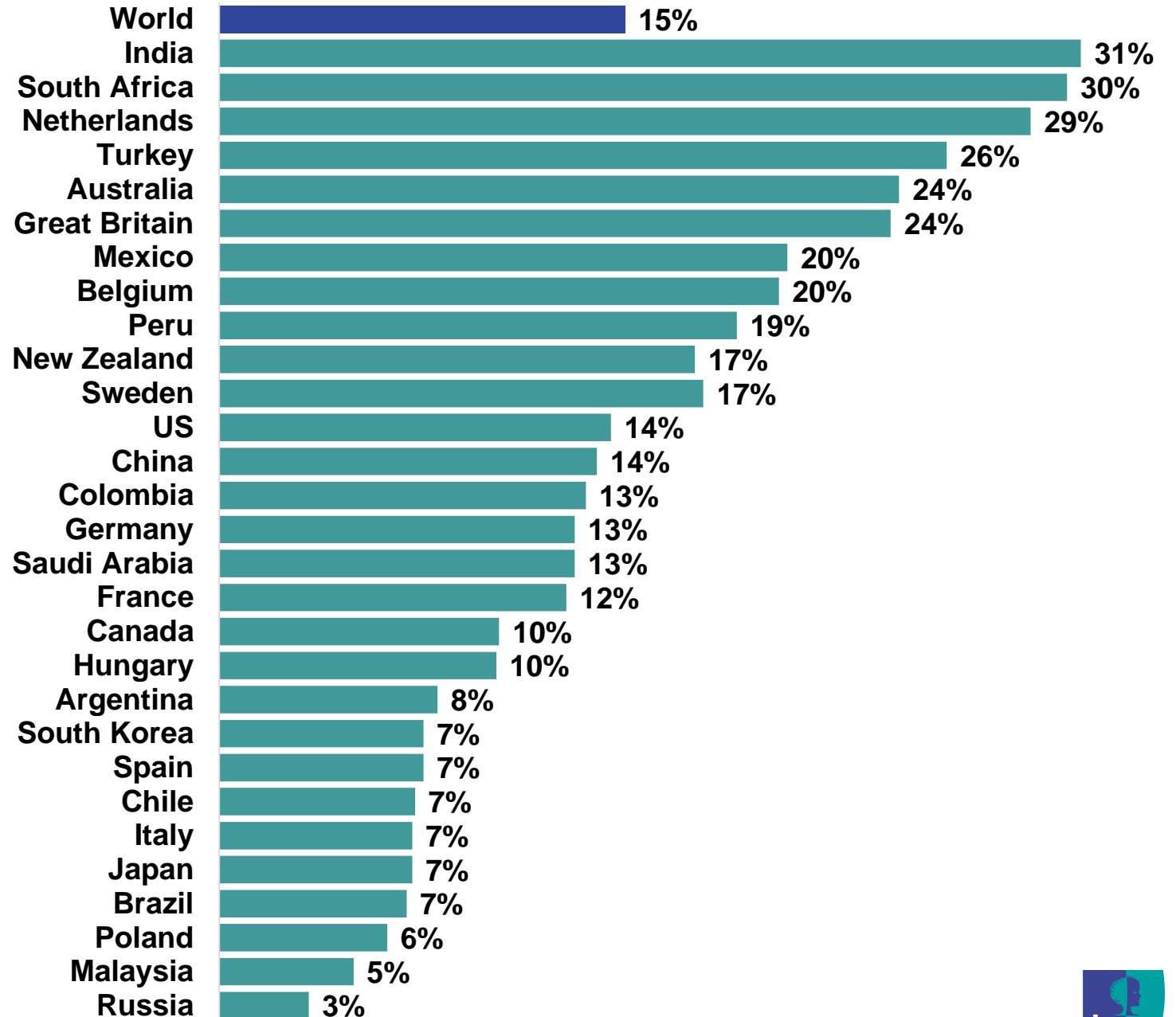| Country	%
World	14%
Russia	29%
Sweden	26%
Netherlands	25%
Spain	22%
Italy	22%
China	21%
Belgium	19%
Poland	18%
Great Britain	16%
Canada	16%
Australia	15%
New Zealand	14%
South Korea	14%
US	14%
Colombia	13%
Chile	13%
Saudi Arabia	13%
India	11%
Mexico	11%
Hungary	11%
Germany	10%
Brazil	9%
Japan	8%
Peru	8%
South Africa	8%
France	8%
Argentina	5%
Turkey	3%
Malaysia	1%

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

Ipsos

Poor quality drinking water

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?
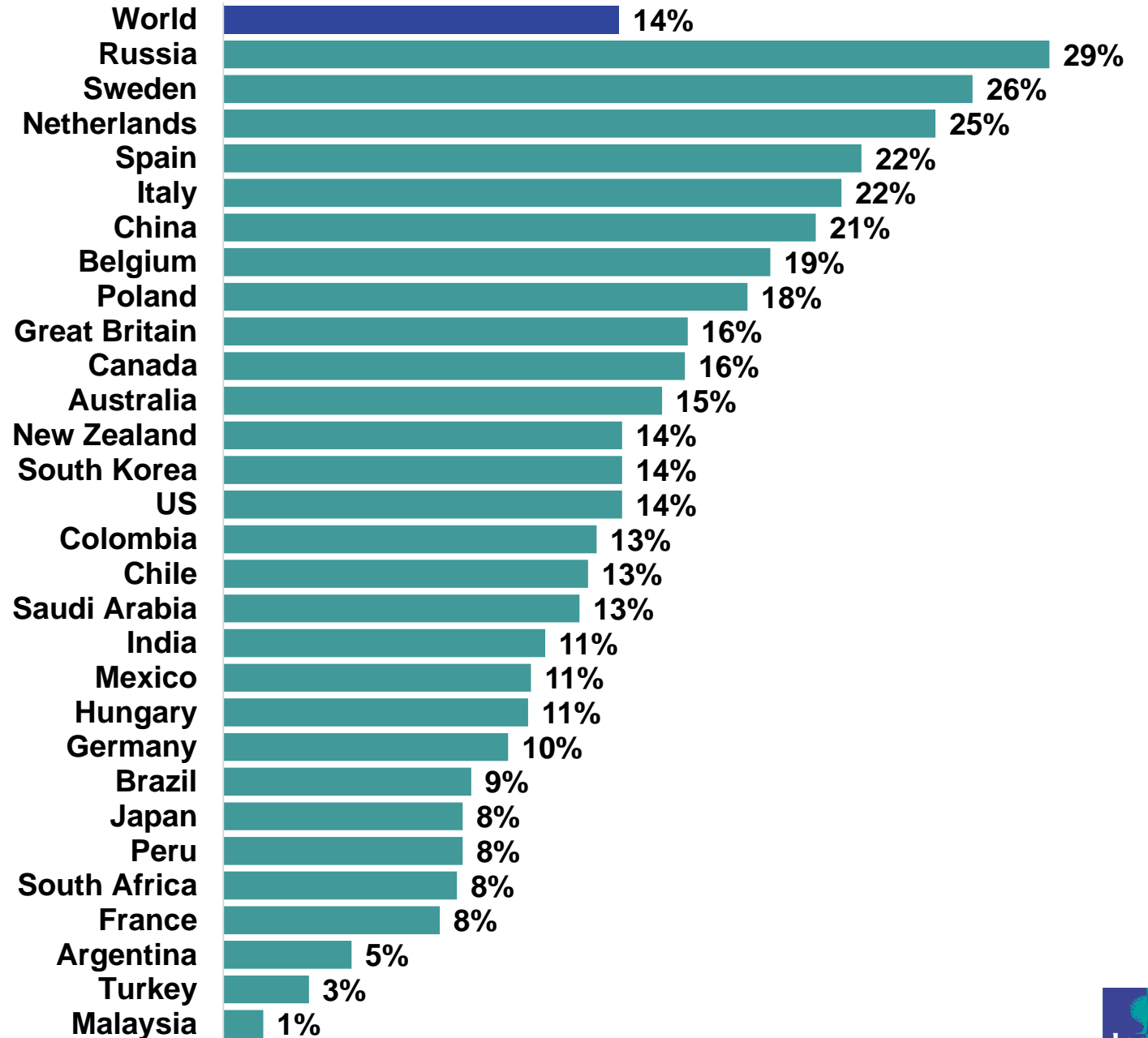
Poor quality drinking water

Country	%
World	12%
South Africa	30%
Argentina	21%
Turkey	20%
Mexico	18%
India	18%
Chile	17%
US	16%
Peru	16%
Saudi Arabia	16%
Russia	15%
New Zealand	14%
Malaysia	13%
Brazil	12%
China	12%
Colombia	11%
Sweden	11%
Italy	10%
Canada	10%
Poland	9%
Hungary	9%
Belgium	8%
Spain	7%
France	7%
Germany	7%
Australia	5%
South Korea	5%
Netherlands	5%
Japan	3%
Great Britain	3%

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

Ipsos

Flooding

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?
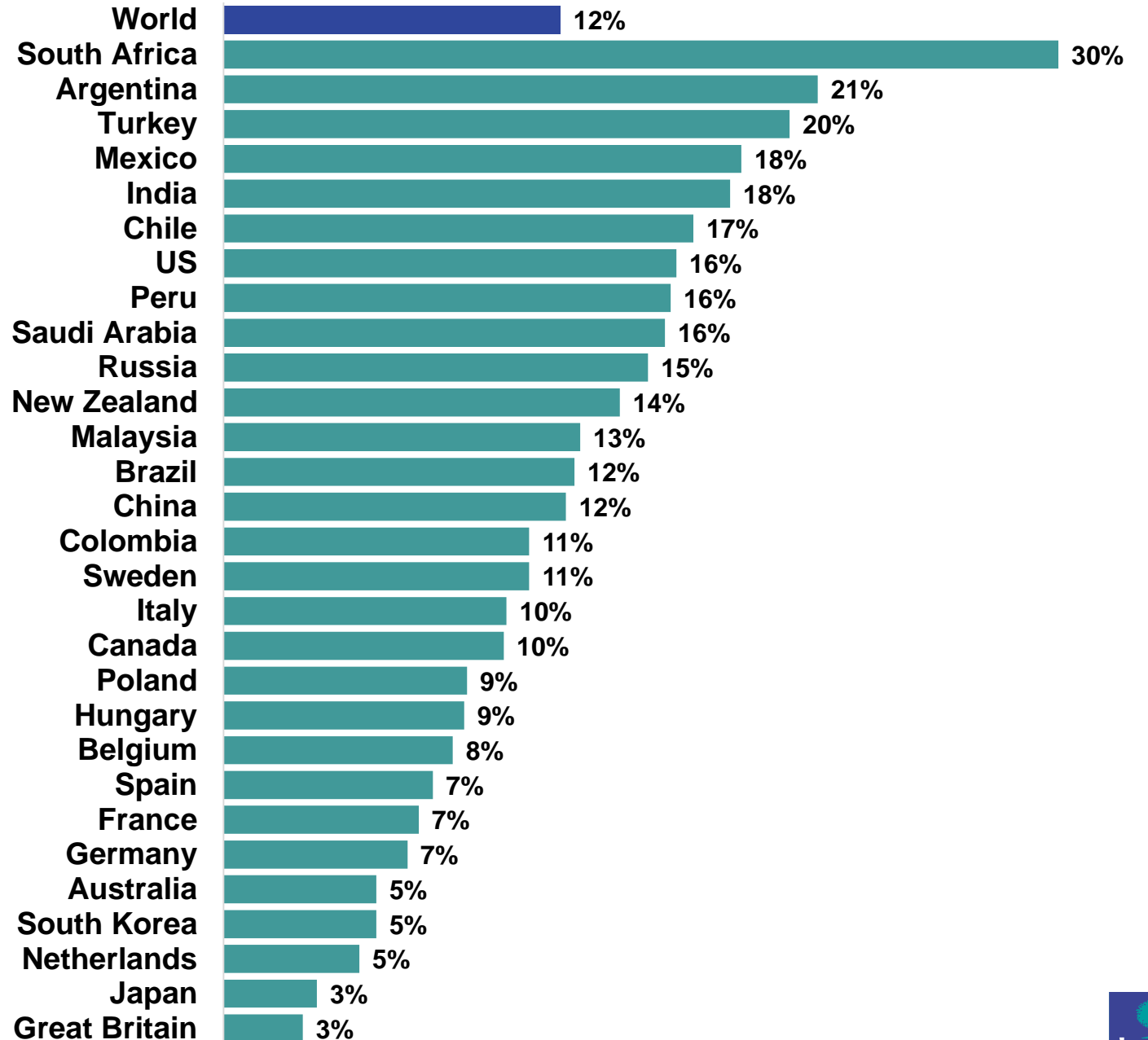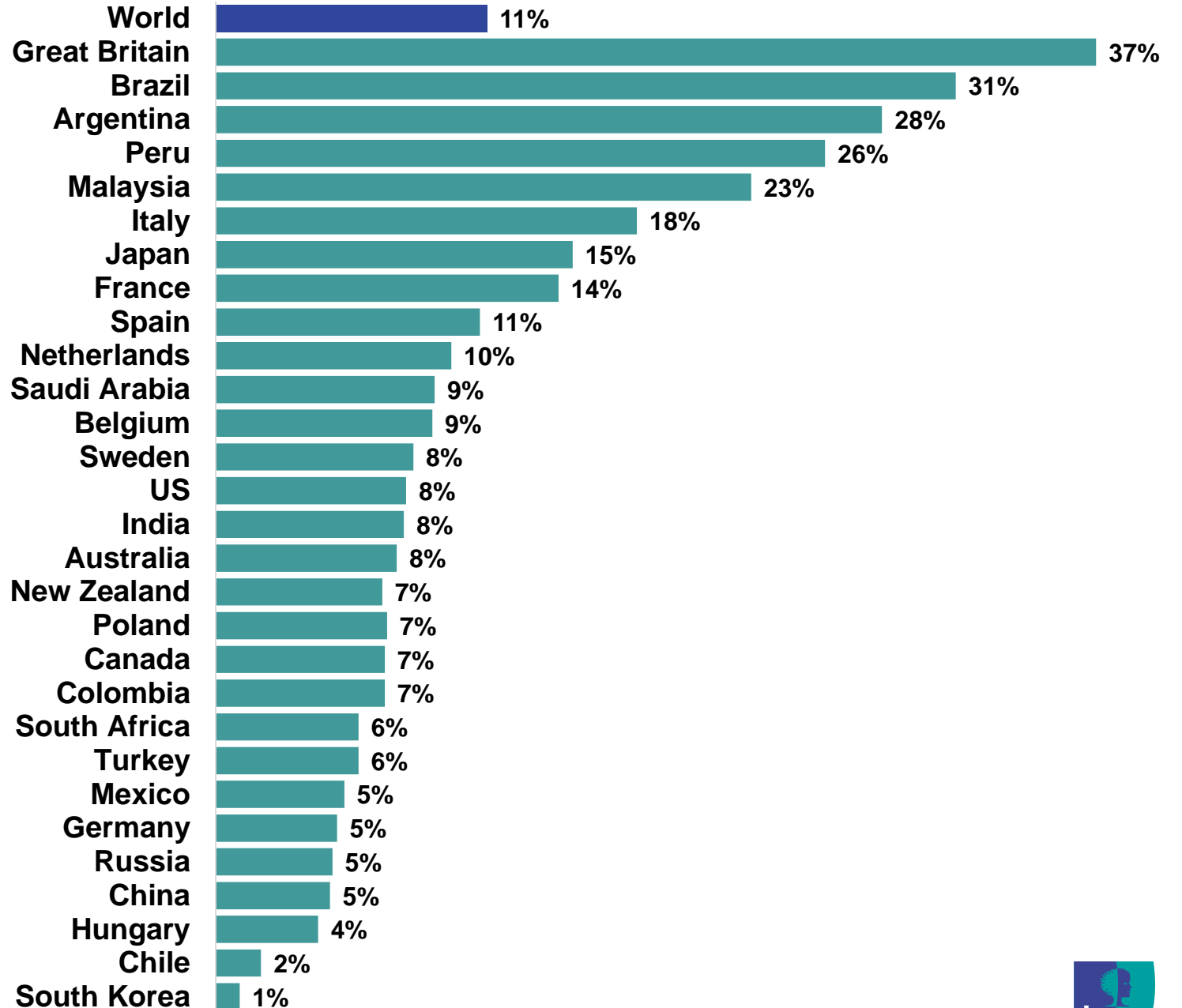
Flooding

Country	%
World	11%
Great Britain	37%
Brazil	31%
Argentina	28%
Peru	26%
Malaysia	23%
Italy	18%
Japan	15%
France	14%
Spain	11%
Netherlands	10%
Saudi Arabia	9%
Belgium	9%
Sweden	8%
US	8%
India	8%
Australia	8%
New Zealand	7%
Poland	7%
Canada	7%
Colombia	7%
South Africa	6%
Turkey	6%
Mexico	5%
Germany	5%
Russia	5%
China	5%
Hungary	4%
Chile	2%
South Korea	1%

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

Ipsos

Future food sources and supplies

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Future food sources and supplies

Country	%
World	9%
Turkey	24%
Australia	17%
South Africa	17%
Japan	15%
Sweden	13%
Saudi Arabia	13%
New Zealand	11%
Belgium	11%
US	11%
China	11%
Germany	10%
Hungary	10%
Malaysia	10%
South Korea	9%
Canada	9%
Great Britain	8%
France	7%
India	7%
Spain	7%
Netherlands	6%
Argentina	6%
Brazil	5%
Chile	5%
Colombia	4%
Italy	4%
Poland	4%
Peru	4%
Mexico	3%
Russia	1%

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

Soil erosion

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?
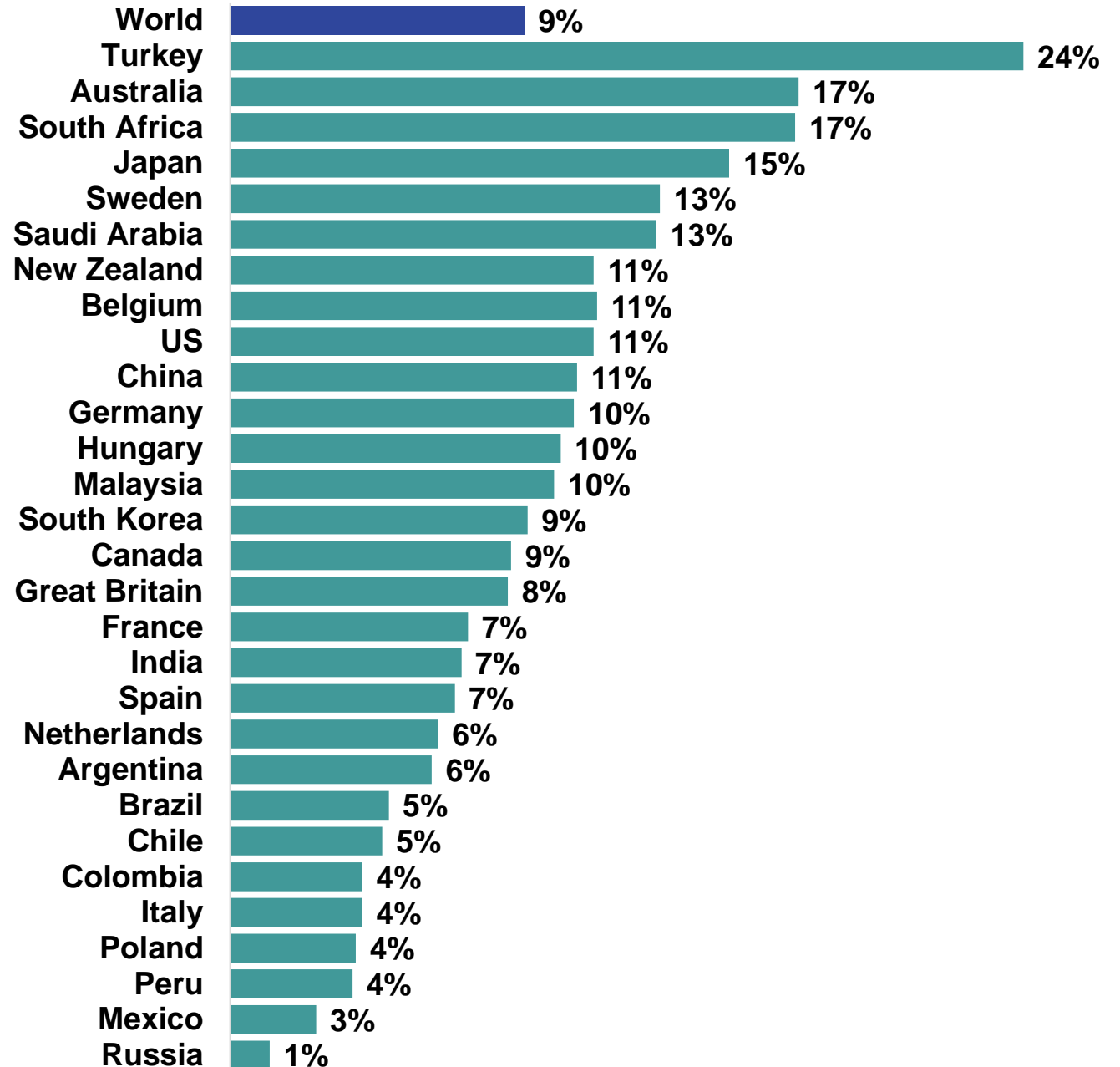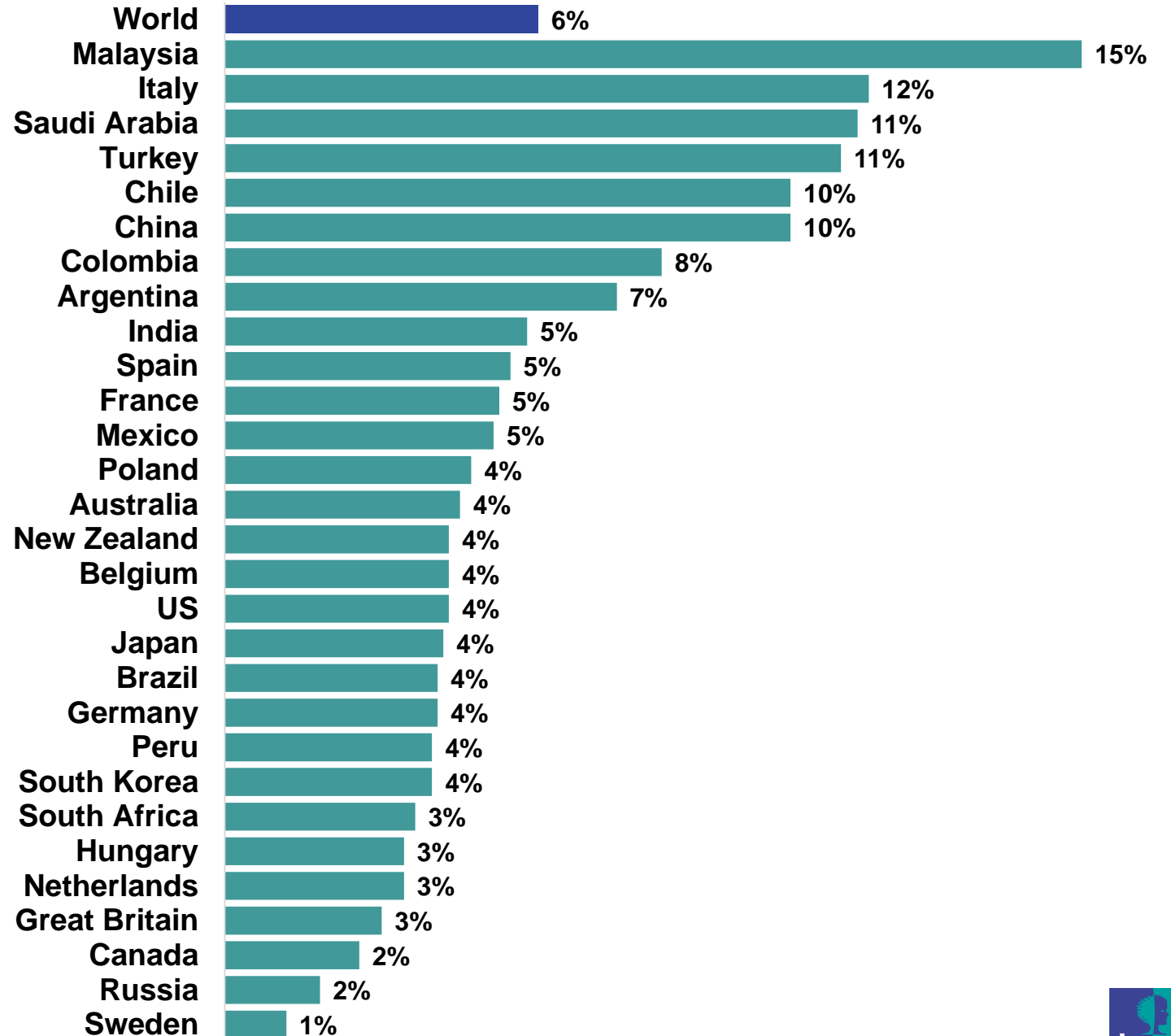
Soil erosion

Country	%
World	6%
Malaysia	15%
Italy	12%
Saudi Arabia	11%
Turkey	11%
Chile	10%
China	10%
Colombia	8%
Argentina	7%
India	5%
Spain	5%
France	5%
Mexico	5%
Poland	4%
Australia	4%
New Zealand	4%
Belgium	4%
US	4%
Japan	4%
Brazil	4%
Germany	4%
Peru	4%
South Korea	4%
South Africa	3%
Hungary	3%
Netherlands	3%
Great Britain	3%
Canada	2%
Russia	2%
Sweden	1%

Climate change

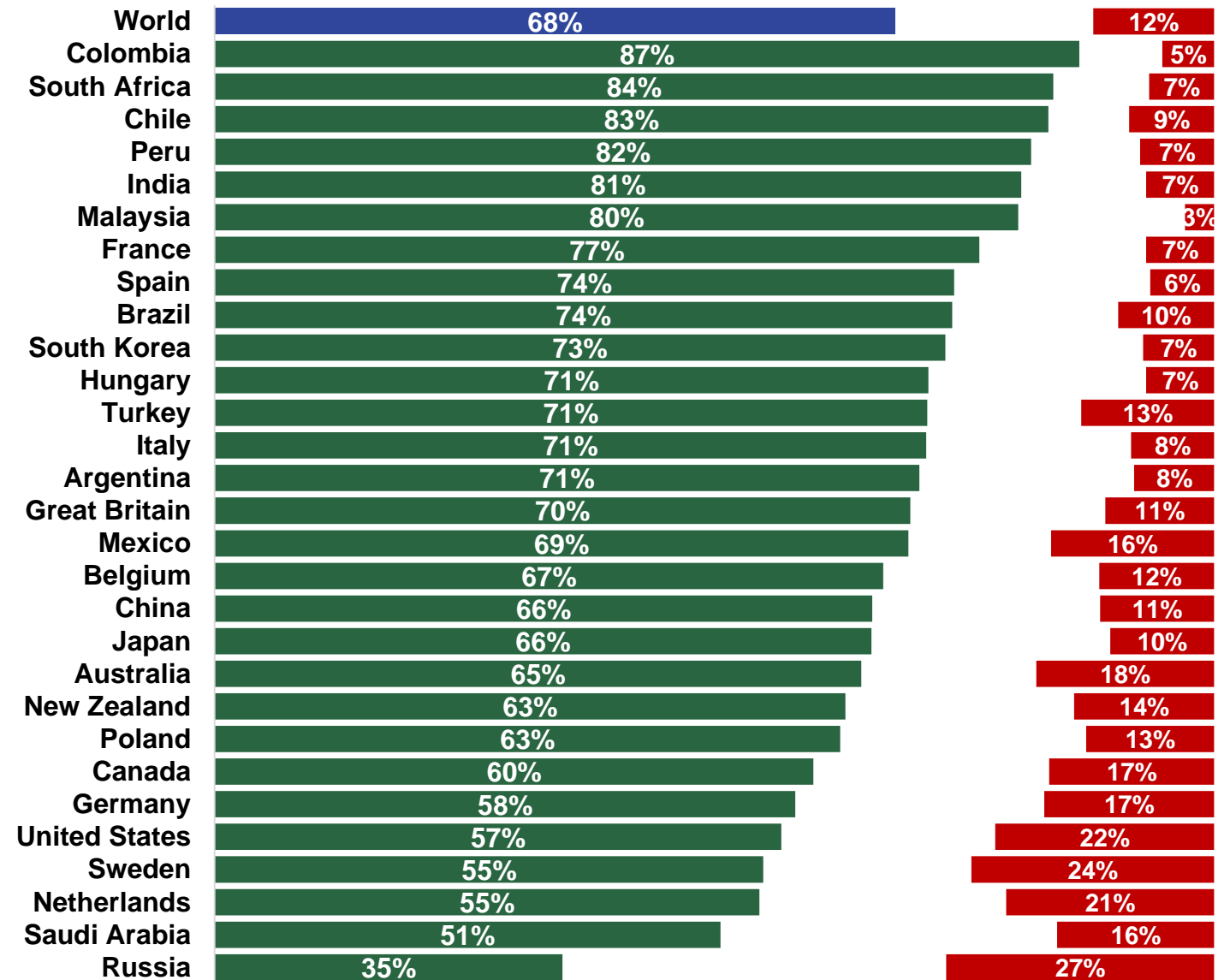How willing are citizens to take personal action on climate change?

Desire for government action to combat climate change

Country data

Q. To what extent do you agree or disagree with the following statement?

'If [Country]'s government does not act now to combat climate change, it will be failing the people of [Country]'

Country	Strongly agree/tend to agree	Tend to disagree/strongly disagree
World	68%	12%
Colombia	87%	5%
South Africa	84%	7%
Chile	83%	9%
Peru	82%	7%
India	81%	7%
Malaysia	80%	3%
France	77%	7%
Spain	74%	6%
Brazil	74%	10%
South Korea	73%	7%
Hungary	71%	7%
Turkey	71%	13%
Italy	71%	8%
Argentina	71%	8%
Great Britain	70%	11%
Mexico	69%	16%
Belgium	67%	12%
China	66%	11%
Japan	66%	10%
Australia	65%	18%
New Zealand	63%	14%
Poland	63%	13%
Canada	60%	17%
Germany	58%	17%
United States	57%	22%
Sweden	55%	24%
Netherlands	55%	21%
Saudi Arabia	51%	16%
Russia	35%	27%

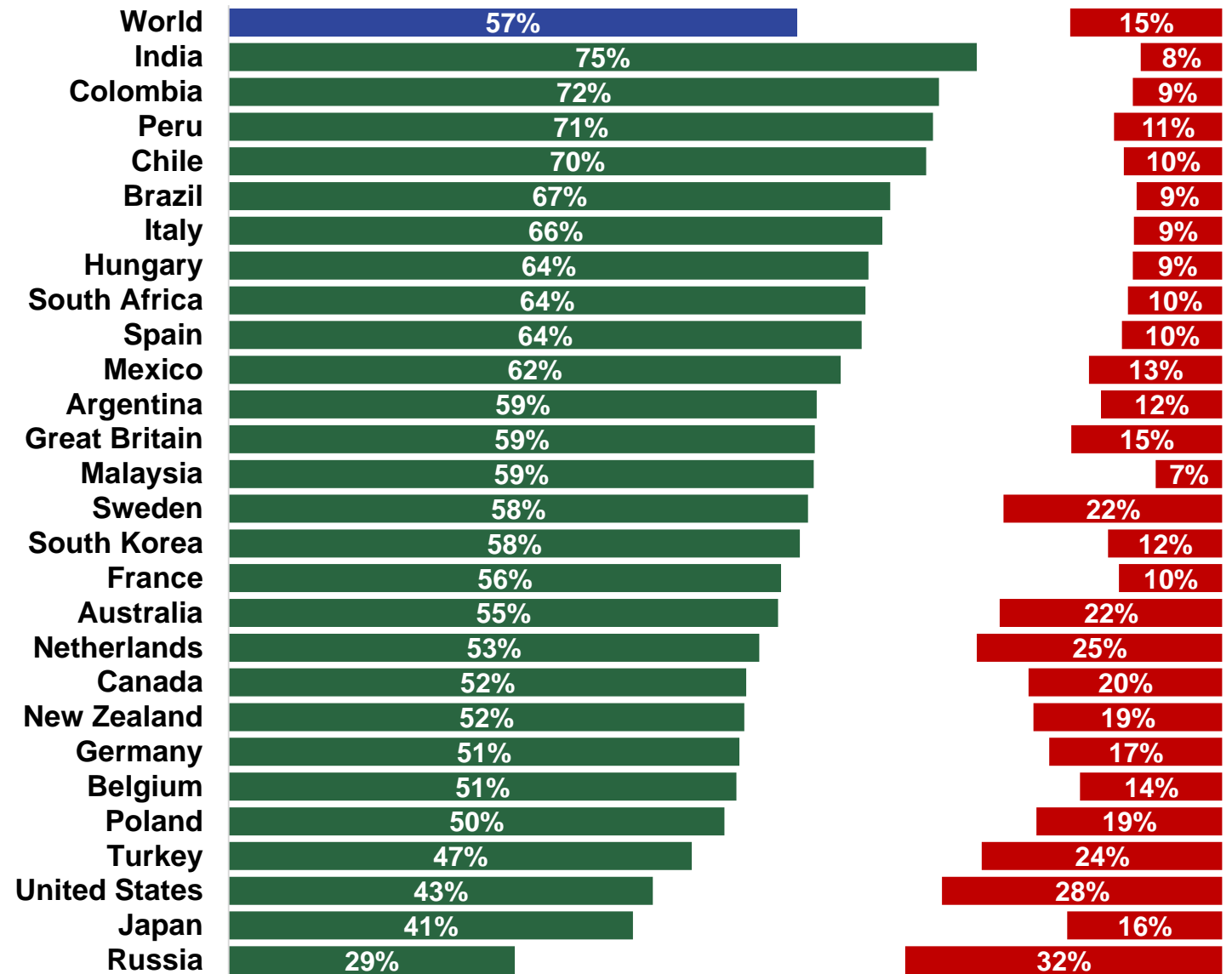■ **Strongly agree/tend to agree**   ■ **Tend to disagree/strongly di**

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

Role of climate change in shaping political party support

Country data

Q. To what extent do you agree or disagree with the following statement?

"If a political party's policies don't deal seriously with climate change, this would put me off voting for them"
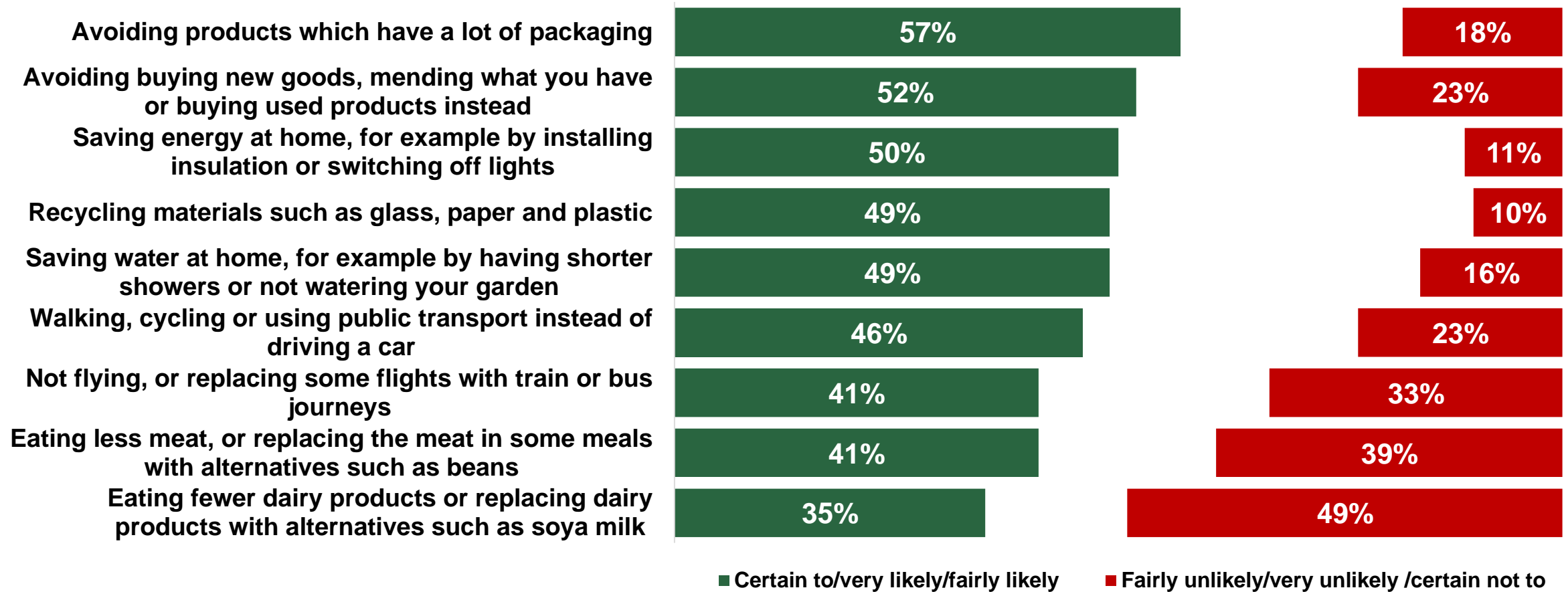
Country	Strongly agree/tend to agree	Tend to disagree/strongly disagree
World	57%	15%
India	75%	8%
Colombia	72%	9%
Peru	71%	11%
Chile	70%	10%
Brazil	67%	9%
Italy	66%	9%
Hungary	64%	9%
South Africa	64%	10%
Spain	64%	10%
Mexico	62%	13%
Argentina	59%	12%
Great Britain	59%	15%
Malaysia	59%	7%
Sweden	58%	22%
South Korea	58%	12%
France	56%	10%
Australia	55%	22%
Netherlands	53%	25%
Canada	52%	20%
New Zealand	52%	19%
Germany	51%	17%
Belgium	51%	14%
Poland	50%	19%
Turkey	47%	24%
United States	43%	28%
Japan	41%	16%
Russia	29%	32%

■ **Strongly agree/tend to agree**   ■ **Tend to disagree/strongly disagree**

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

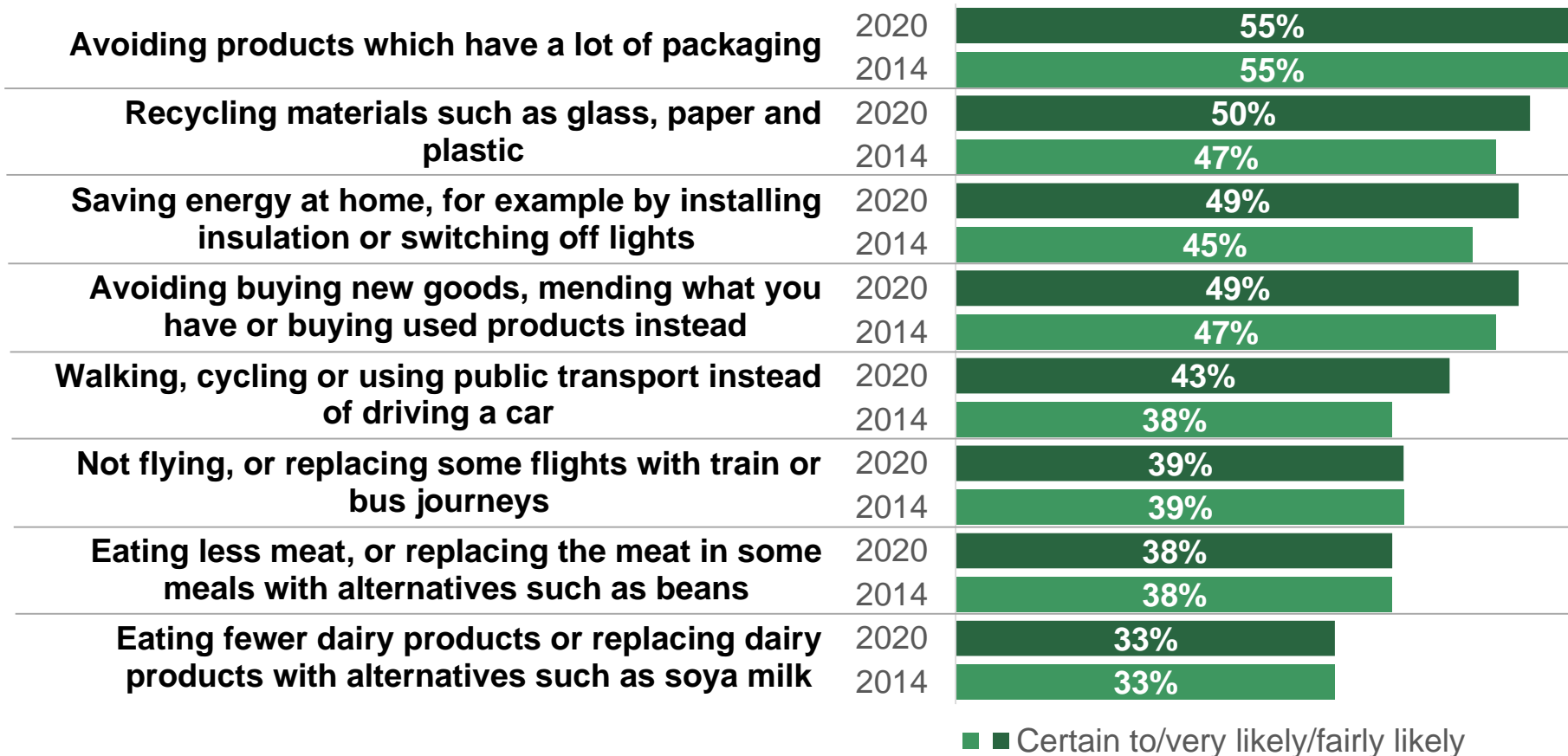# Willingness to take action on climate change - global data

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?

	Certain to/very likely/fairly likely	Fairly unlikely/very unlikely/certain not to
Avoiding products which have a lot of packaging	57%	18%
Avoiding buying new goods, mending what you have or buying used products instead	52%	23%
Saving energy at home, for example by installing insulation or switching off lights	50%	11%
Recycling materials such as glass, paper and plastic	49%	10%
Saving water at home, for example by having shorter showers or not watering your garden	49%	16%
Walking, cycling or using public transport instead of driving a car	46%	23%
Not flying, or replacing some flights with train or bus journeys	41%	33%
Eating less meat, or replacing the meat in some meals with alternatives such as beans	41%	39%
Eating fewer dairy products or replacing dairy products with alternatives such as soya milk	35%	49%

■ **Certain to/very likely/fairly likely**   ■ **Fairly unlikely/very unlikely /certain not to**

Willingness to take action on climate change – 2020 vs. 2014

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?

Avoiding products which have a lot of packaging	2020	55%
	2014	55%
Recycling materials such as glass, paper and plastic	2020	50%
	2014	47%
Saving energy at home, for example by installing insulation or switching off lights	2020	49%
	2014	45%
Avoiding buying new goods, mending what you have or buying used products instead	2020	49%
	2014	47%
Walking, cycling or using public transport instead of driving a car	2020	43%
	2014	38%
Not flying, or replacing some flights with train or bus journeys	2020	39%
	2014	39%
Eating less meat, or replacing the meat in some meals with alternatives such as beans	2020	38%
	2014	38%
Eating fewer dairy products or replacing dairy products with alternatives such as soya milk	2020	33%
	2014	33%

■ ■ Certain to/very likely/fairly likely

Base: 10,504 online adults aged 16-74 across 12 countries: Fieldwork dates: Feb 21 to Mar 6, 2020, Sep 26 to Oct 10 2014

Ipsos

Willingness to take action on climate change – by country

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?
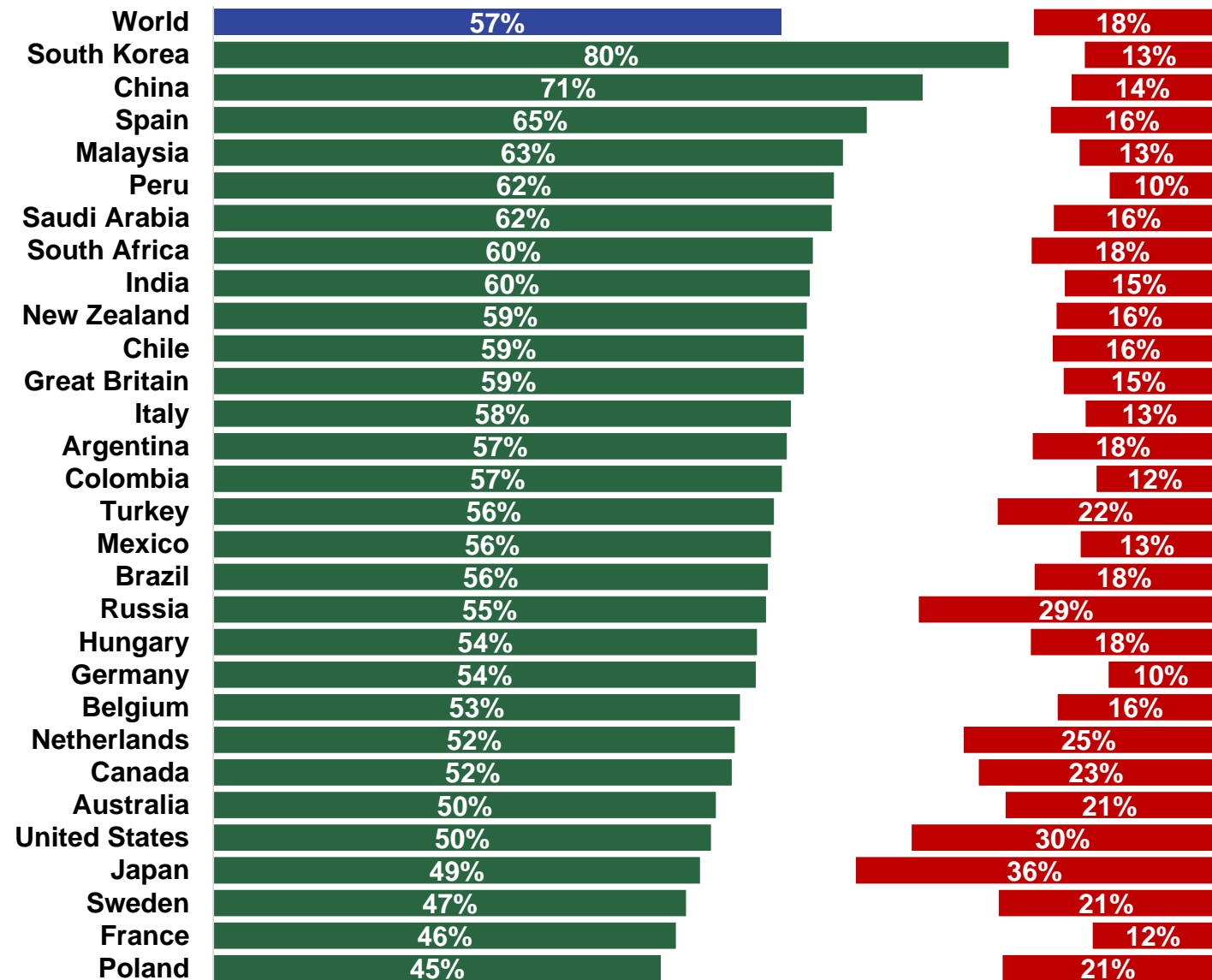
% Certain to/very likely/fairly likely	World	Brazil	China	France	Germany	India	Italy	Japan	Poland	Russia	South Africa	**Great Britain**	USA
Avoiding products which have a lot of packaging	57%	56%	71%	46%	54%	60%	58%	49%	45%	55%	60%	59%	50%
Avoiding buying new goods, mending what you have or buying used products instead	52%	49%	59%	41%	52%	54%	53%	47%	41%	45%	53%	49%	51%
Saving energy at home, for example by installing insulation or switching off lights	50%	47%	69%	32%	48%	52%	48%	55%	37%	47%	52%	49%	51%
Recycling materials such as glass, paper and plastic	49%	52%	74%	27%	40%	59%	42%	57%	37%	65%	60%	41%	44%
Saving water at home, for example by having shorter showers or not watering your garden	49%	44%	66%	34%	47%	51%	51%	50%	41%	43%	51%	49%	46%
Walking, cycling or using public transport instead of driving a car	46%	45%	64%	32%	42%	54%	50%	44%	32%	42%	39%	43%	27%
Not flying, or replacing some flights with train or bus journeys	41%	45%	59%	31%	42%	53%	40%	35%	33%	34%	37%	31%	26%
Eating less meat, or replacing the meat in some meals with alternatives such as beans	41%	43%	58%	32%	39%	47%	45%	23%	38%	28%	38%	35%	27%
Eating fewer dairy products or replacing dairy products with alternatives such as soya milk	35%	44%	59%	23%	35%	54%	31%	24%	29%	19%	33%	24%	23%

Base: 10,504 online adults aged 16-74 across 12 countries: Fieldwork dates: Feb 21 to Mar 6, 2020, Sep 26 to Oct 10 2014

Willingness to avoid products with a lot of packaging

Country data

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?

Avoiding products which have a lot of packaging

Country	Certain to/very likely/fairly likely	Fairly unlikely/very unlikely/certain not to
World	57%	18%
South Korea	80%	13%
China	71%	14%
Spain	65%	16%
Malaysia	63%	13%
Peru	62%	10%
Saudi Arabia	62%	16%
South Africa	60%	18%
India	60%	15%
New Zealand	59%	16%
Chile	59%	16%
Great Britain	59%	15%
Italy	58%	13%
Argentina	57%	18%
Colombia	57%	12%
Turkey	56%	22%
Mexico	56%	13%
Brazil	56%	18%
Russia	55%	29%
Hungary	54%	18%
Germany	54%	10%
Belgium	53%	16%
Netherlands	52%	25%
Canada	52%	23%
Australia	50%	21%
United States	50%	30%
Japan	49%	36%
Sweden	47%	21%
France	46%	12%
Poland	45%	21%

■ Certain to/very likely/fairly likely   ■ Fairly unlikely/very unlikely/certain not to

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

Ipsos

Willingness to buy second hand and mend broken items

Country data

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?

Avoiding buying new goods, for example mending what you have or buying used products instead

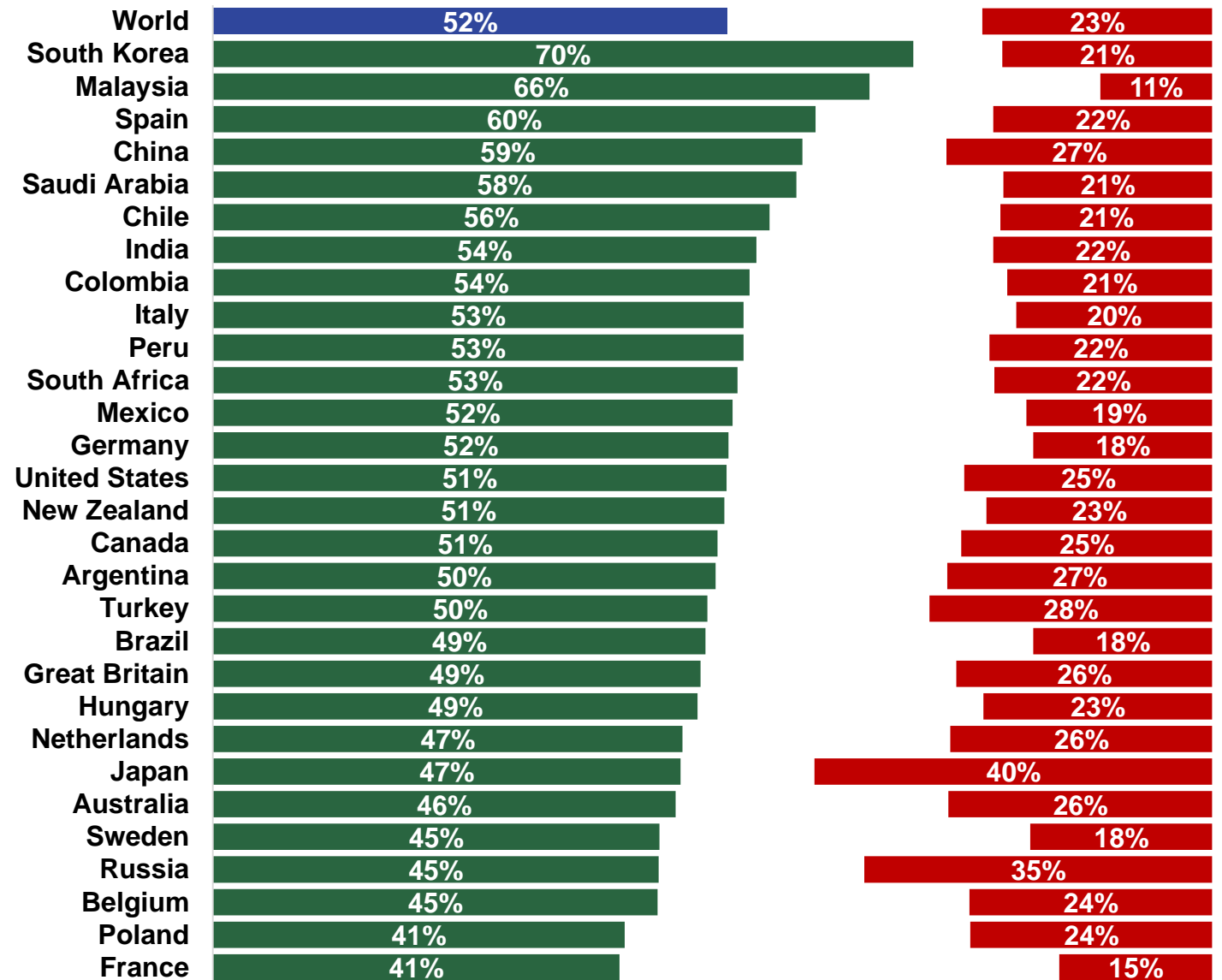Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020
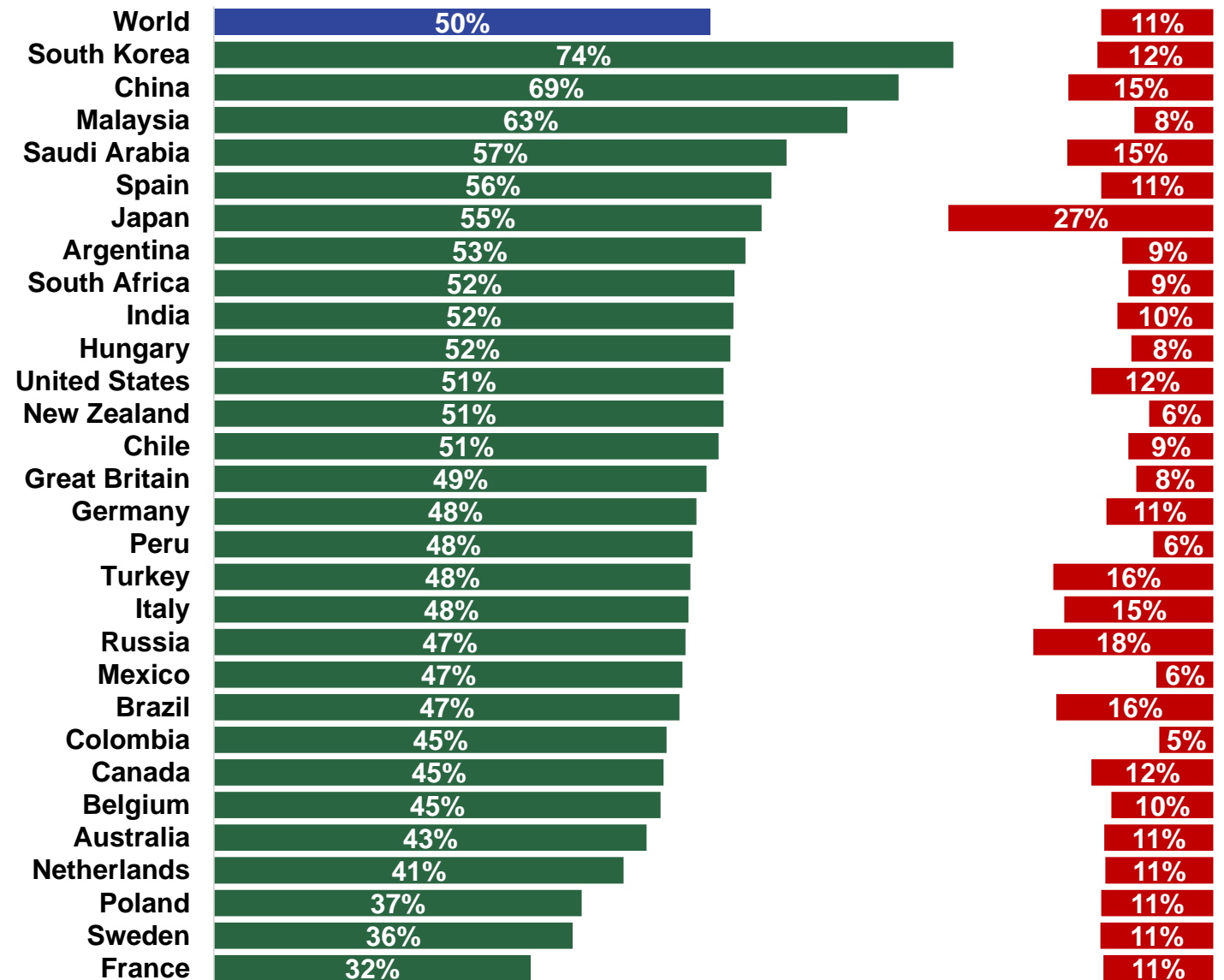
Country	Certain to/very likely/fairly likely	Fairly unlikely/very unlikely/certain not to
World	52%	23%
South Korea	70%	21%
Malaysia	66%	11%
Spain	60%	22%
China	59%	27%
Saudi Arabia	58%	21%
Chile	56%	21%
India	54%	22%
Colombia	54%	21%
Italy	53%	20%
Peru	53%	22%
South Africa	53%	22%
Mexico	52%	19%
Germany	52%	18%
United States	51%	25%
New Zealand	51%	23%
Canada	51%	25%
Argentina	50%	27%
Turkey	50%	28%
Brazil	49%	18%
Great Britain	49%	26%
Hungary	49%	23%
Netherlands	47%	26%
Japan	47%	40%
Australia	46%	26%
Sweden	45%	18%
Russia	45%	35%
Belgium	45%	24%
Poland	41%	24%
France	41%	15%

■ Certain to/very likely/fairly likely ■ Fairly unlikely/very unlikely/certain not to

Willingness to save energy

Country data

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?

Saving energy at home, for example by installing insulation or switching off lights

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020
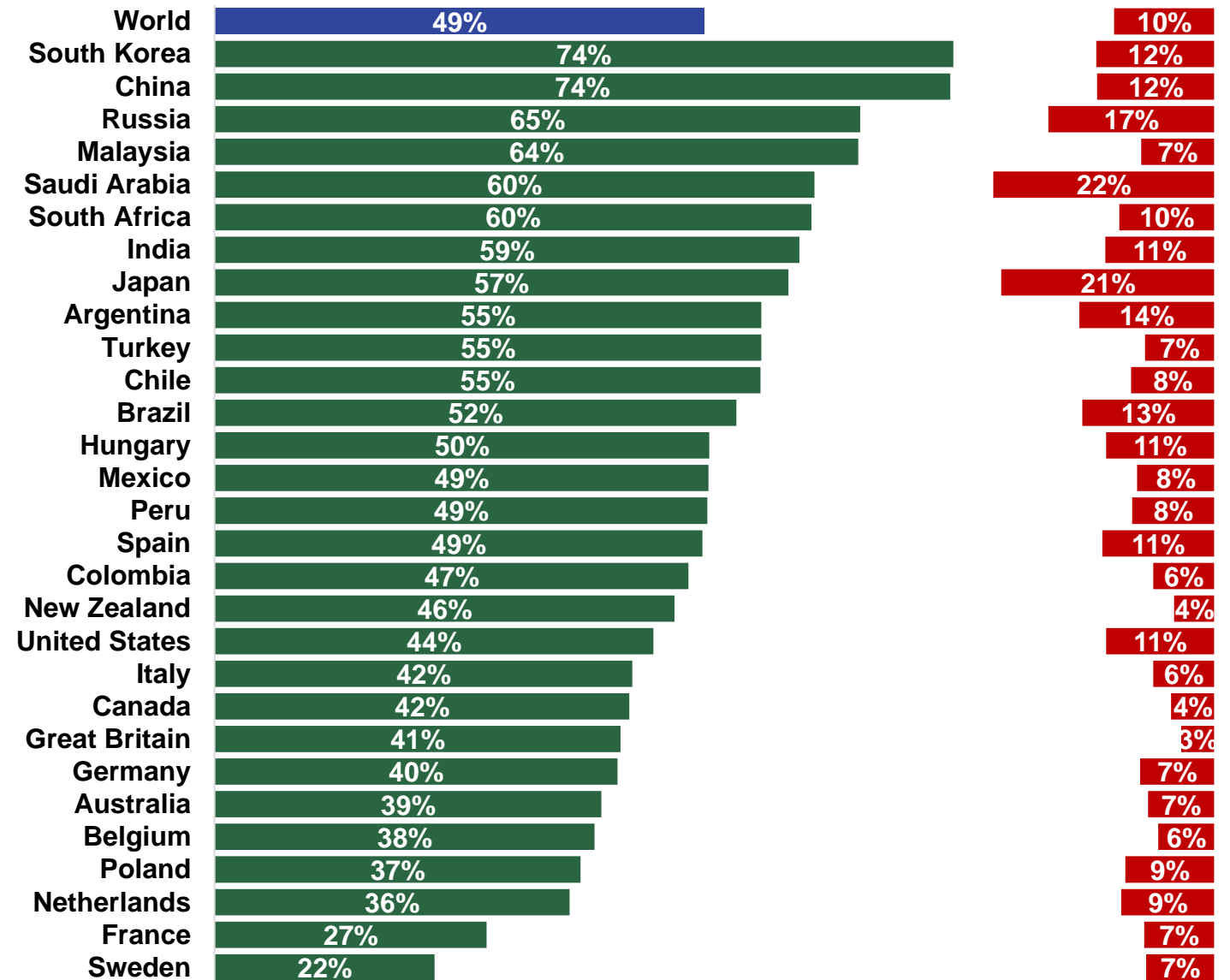
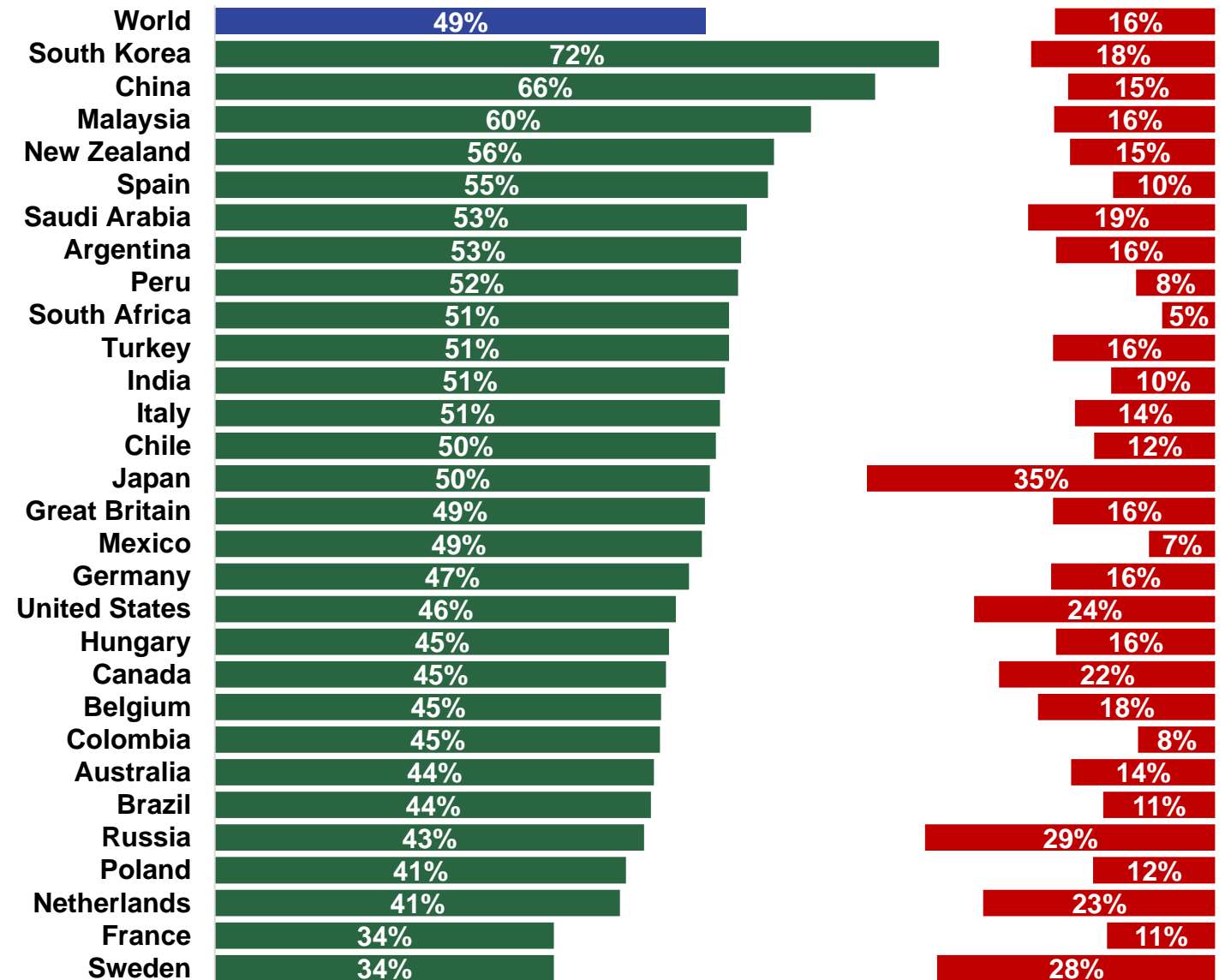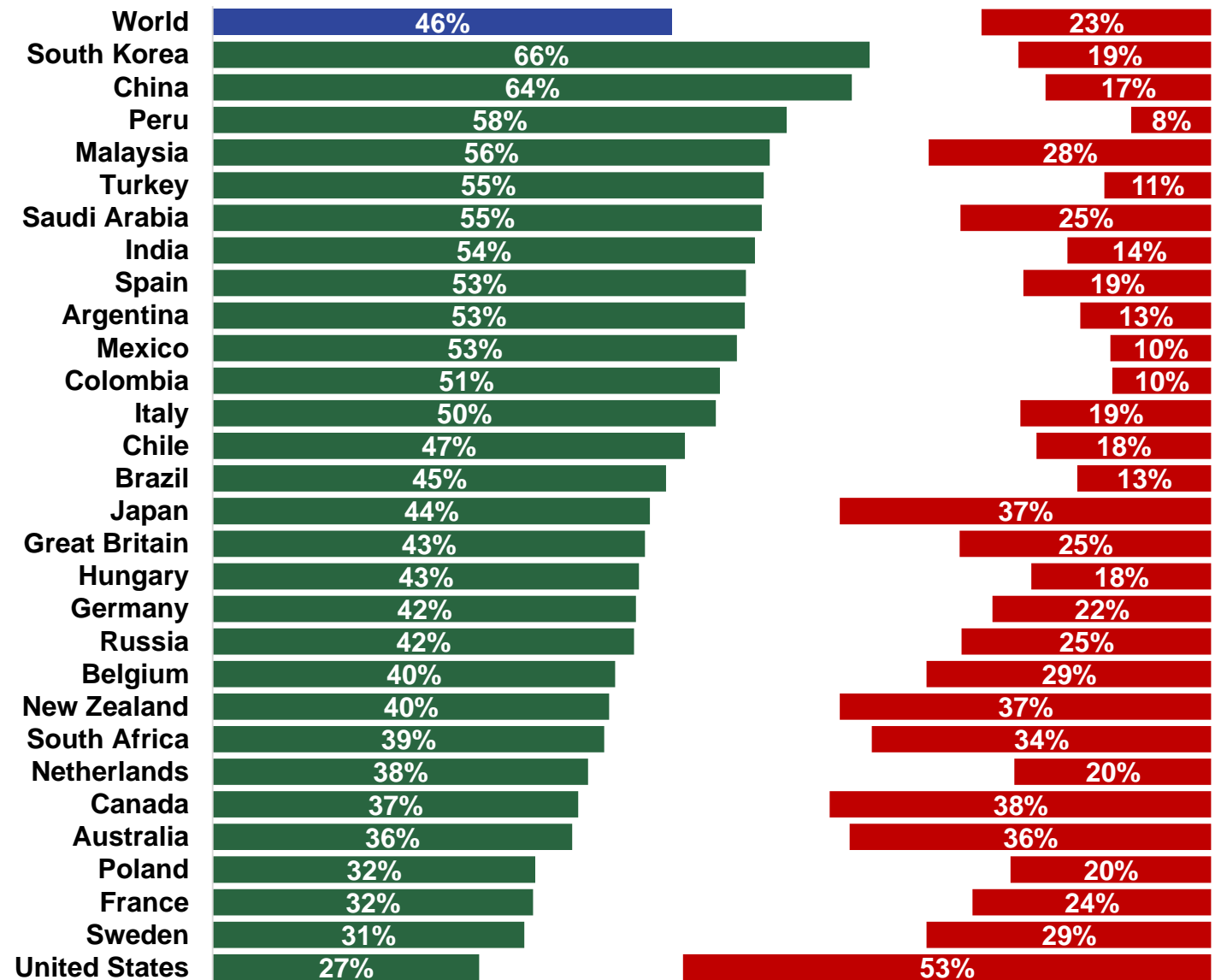| Country	Certain to/very likely/fairly likely	Fairly unlikely/very unlikely/certain not to
World	50%	11%
South Korea	74%	12%
China	69%	15%
Malaysia	63%	8%
Saudi Arabia	57%	15%
Spain	56%	11%
Japan	55%	27%
Argentina	53%	9%
South Africa	52%	9%
India	52%	10%
Hungary	52%	8%
United States	51%	12%
New Zealand	51%	6%
Chile	51%	9%
Great Britain	49%	8%
Germany	48%	11%
Peru	48%	6%
Turkey	48%	16%
Italy	48%	15%
Russia	47%	18%
Mexico	47%	6%
Brazil	47%	16%
Colombia	45%	5%
Canada	45%	12%
Belgium	45%	10%
Australia	43%	11%
Netherlands	41%	11%
Poland	37%	11%
Sweden	36%	11%
France	32%	11%

■ Certain to/very likely/fairly likely   ■ Fairly unlikely/very unlikely/certain not to

Willingness to recycle

Country data

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?

Recycling materials such as glass, paper and plastic

Country	Certain to/very likely/fairly likely	Fairly unlikely/very unlikely/certain not to
World	49%	10%
South Korea	74%	12%
China	74%	12%
Russia	65%	17%
Malaysia	64%	7%
Saudi Arabia	60%	22%
South Africa	60%	10%
India	59%	11%
Japan	57%	21%
Argentina	55%	14%
Turkey	55%	7%
Chile	55%	8%
Brazil	52%	13%
Hungary	50%	11%
Mexico	49%	8%
Peru	49%	8%
Spain	49%	11%
Colombia	47%	6%
New Zealand	46%	4%
United States	44%	11%
Italy	42%	6%
Canada	42%	4%
Great Britain	41%	3%
Germany	40%	7%
Australia	39%	7%
Belgium	38%	6%
Poland	37%	9%
Netherlands	36%	9%
France	27%	7%
Sweden	22%	7%

■ Certain to/very likely/fairly likely   ■ Fairly unlikely/very unlikely/certain not to

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

Willingness to save water at home

Country data

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?

Saving water at home, for example by having shorter showers or not watering your garden

Country	Certain to/very likely/fairly likely	Fairly unlikely/very unlikely/certain
World	49%	16%
South Korea	72%	18%
China	66%	15%
Malaysia	60%	16%
New Zealand	56%	15%
Spain	55%	10%
Saudi Arabia	53%	19%
Argentina	53%	16%
Peru	52%	8%
South Africa	51%	5%
Turkey	51%	16%
India	51%	10%
Italy	51%	14%
Chile	50%	12%
Japan	50%	35%
Great Britain	49%	16%
Mexico	49%	7%
Germany	47%	16%
United States	46%	24%
Hungary	45%	16%
Canada	45%	22%
Belgium	45%	18%
Colombia	45%	8%
Australia	44%	14%
Brazil	44%	11%
Russia	43%	29%
Poland	41%	12%
Netherlands	41%	23%
France	34%	11%
Sweden	34%	28%

■ Certain to/very likely/fairly likely   ■ Fairly unlikely/very unlikely/cert

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

Willingness to change daily travel

Country data

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?

Walking, cycling or using public transport instead of driving a car or motorbike

Country	Certain to/very likely/fairly likely	Fairly unlikely/very unlikely/certain not to
World	46%	23%
South Korea	66%	19%
China	64%	17%
Peru	58%	8%
Malaysia	56%	28%
Turkey	55%	11%
Saudi Arabia	55%	25%
India	54%	14%
Spain	53%	19%
Argentina	53%	13%
Mexico	53%	10%
Colombia	51%	10%
Italy	50%	19%
Chile	47%	18%
Brazil	45%	13%
Japan	44%	37%
Great Britain	43%	25%
Hungary	43%	18%
Germany	42%	22%
Russia	42%	25%
Belgium	40%	29%
New Zealand	40%	37%
South Africa	39%	34%
Netherlands	38%	20%
Canada	37%	38%
Australia	36%	36%
Poland	32%	20%
France	32%	24%
Sweden	31%	29%
United States	27%	53%

■ Certain to/very likely/fairly likely   ■ Fairly unlikely/very unlikely/certain not to

Base: 20,590 online adults aged 16-74 across 29 countries (Chatham House) :
Fieldwork dates : Friday, February 21 to Friday, March 6, 2020

Ipsos

Willingness to avoid flying

Country data

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?

Not flying, or replacing some flights with train or bus journeys
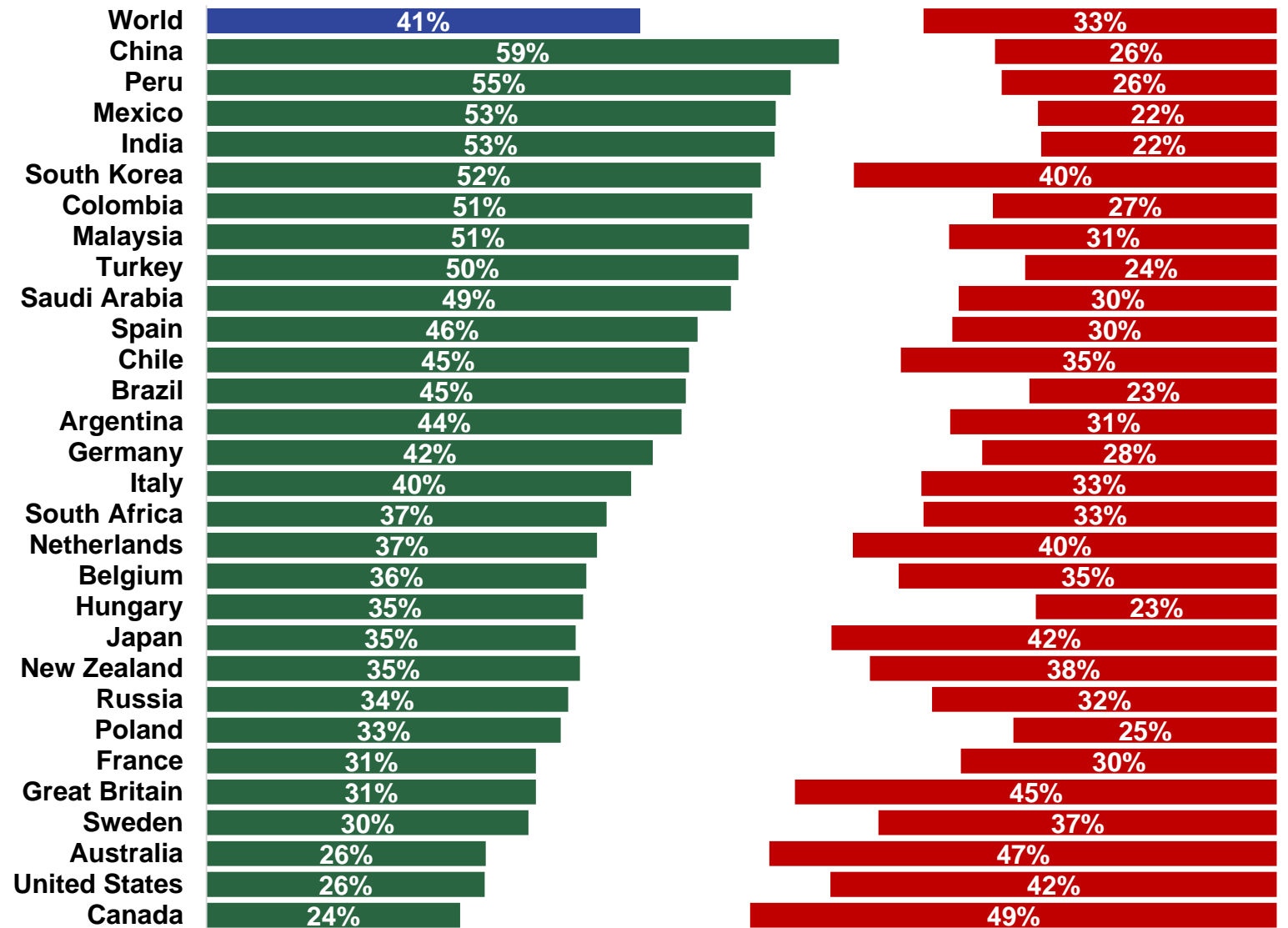
Country	Certain to/very likely/fairly likely	Fairly unlikely/very unlikely/certain not to
World	41%	33%
China	59%	26%
Peru	55%	26%
Mexico	53%	22%
India	53%	22%
South Korea	52%	40%
Colombia	51%	27%
Malaysia	51%	31%
Turkey	50%	24%
Saudi Arabia	49%	30%
Spain	46%	30%
Chile	45%	35%
Brazil	45%	23%
Argentina	44%	31%
Germany	42%	28%
Italy	40%	33%
South Africa	37%	33%
Netherlands	37%	40%
Belgium	36%	35%
Hungary	35%	23%
Japan	35%	42%
New Zealand	35%	38%
Russia	34%	32%
Poland	33%	25%
France	31%	30%
Great Britain	31%	45%
Sweden	30%	37%
Australia	26%	47%
United States	26%	42%
Canada	24%	49%

■ Certain to/very likely/fairly likely   ■ Fairly unlikely/very unlikely/certain not to

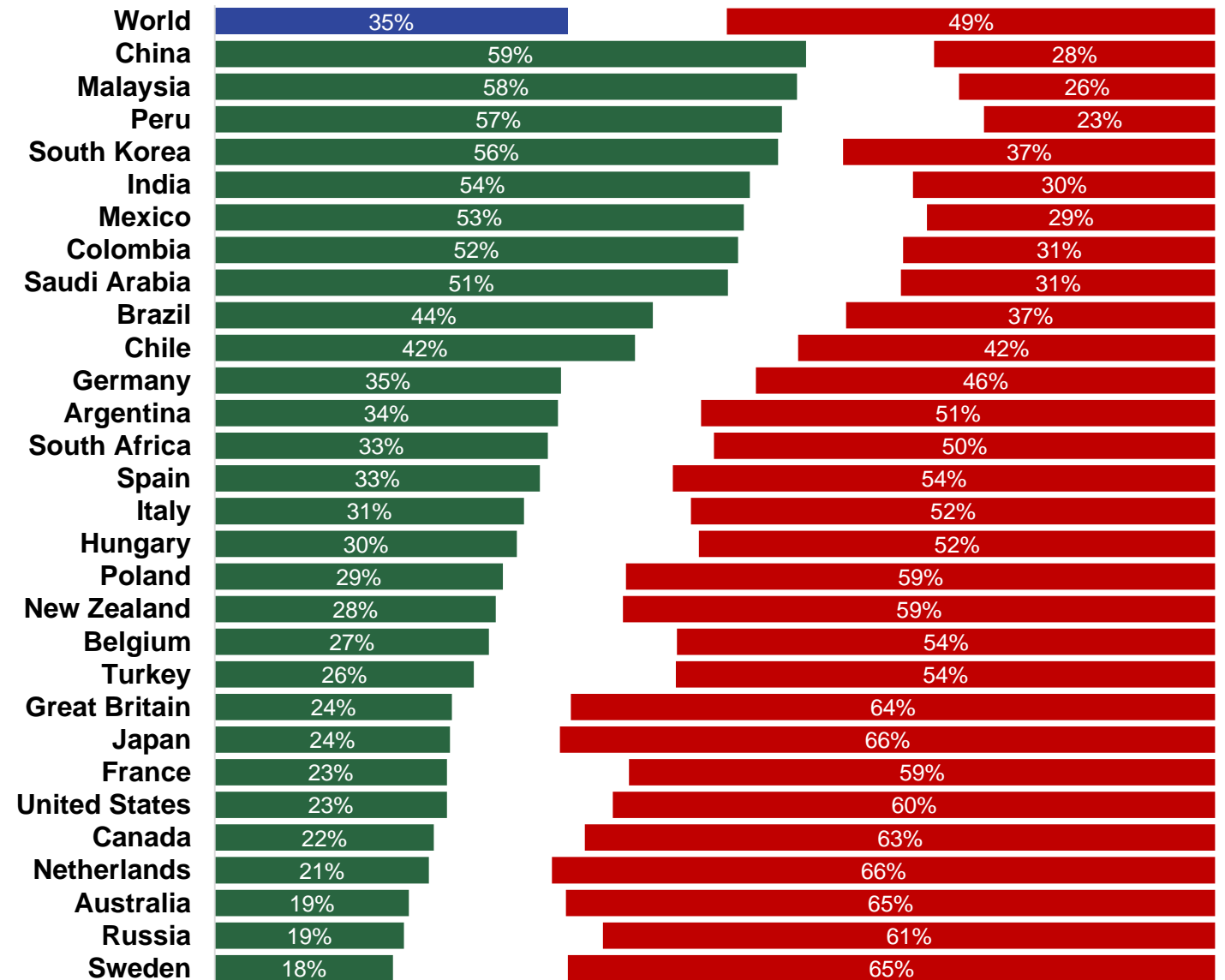# Willingness to eat less meat

Country data

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?

Eating less meat, or replacing the meat in some meals with alternatives such as beans
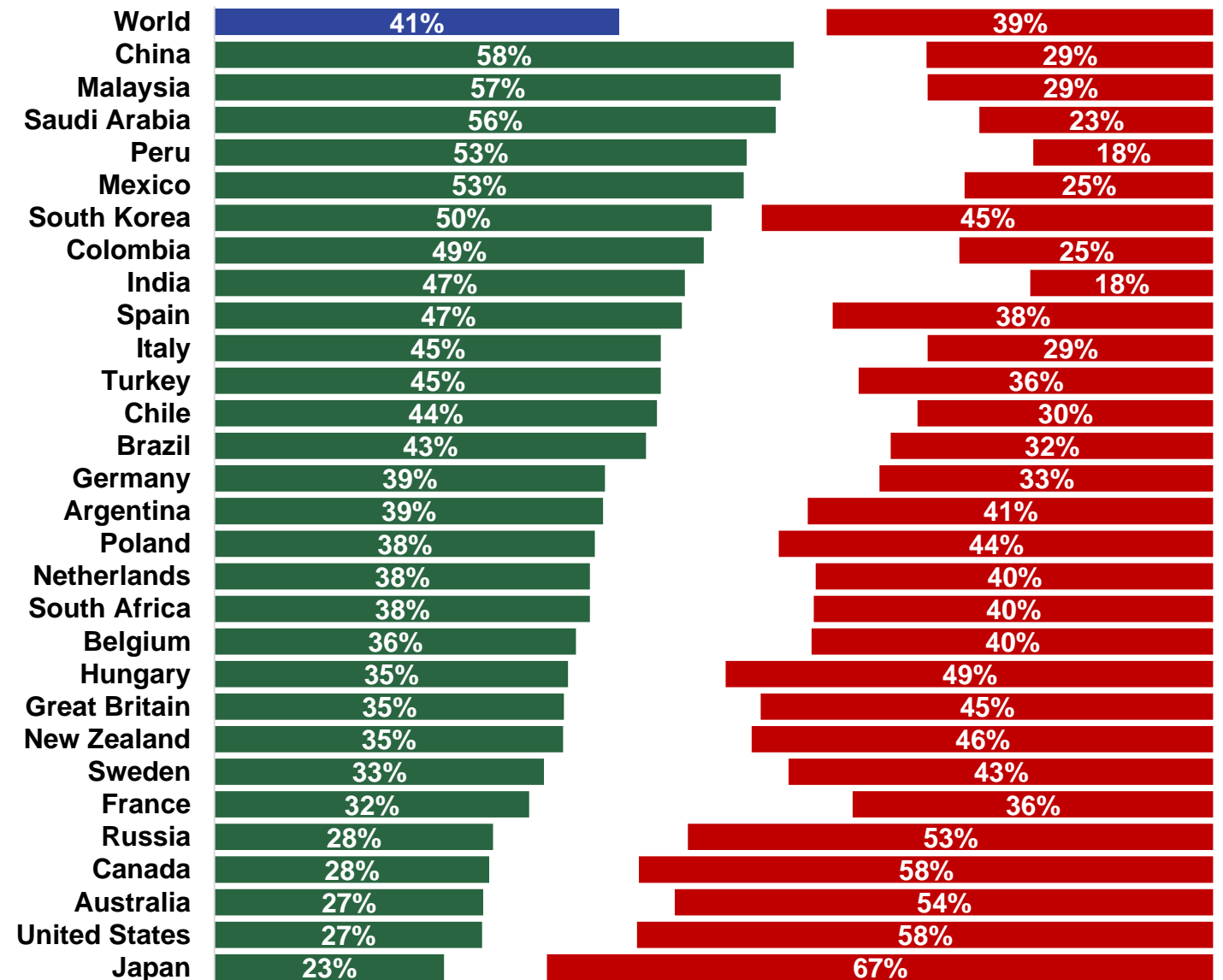
Country	Certain to/very likely/fairly likely	Fairly unlikely/very unlikely/certain not to
World	41%	39%
China	58%	29%
Malaysia	57%	29%
Saudi Arabia	56%	23%
Peru	53%	18%
Mexico	53%	25%
South Korea	50%	45%
Colombia	49%	25%
India	47%	18%
Spain	47%	38%
Italy	45%	29%
Turkey	45%	36%
Chile	44%	30%
Brazil	43%	32%
Germany	39%	33%
Argentina	39%	41%
Poland	38%	44%
Netherlands	38%	40%
South Africa	38%	40%
Belgium	36%	40%
Hungary	35%	49%
Great Britain	35%	45%
New Zealand	35%	46%
Sweden	33%	43%
France	32%	36%
Russia	28%	53%
Canada	28%	58%
Australia	27%	54%
United States	27%	58%
Japan	23%	67%

■ **Certain to/very likely/fairly likely** ■ **Fairly unlikely/very unlikely/certain not to**

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

Ipsos

Willingness to eat and drink fewer dairy products

Country data

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?

Eating fewer dairy products or replacing dairy products with alternatives such as soya milk

Country	Certain to/very likely/fairly likely	Fairly unlikely/very unlikely/certain not to
World	35%	49%
China	59%	28%
Malaysia	58%	26%
Peru	57%	23%
South Korea	56%	37%
India	54%	30%
Mexico	53%	29%
Colombia	52%	31%
Saudi Arabia	51%	31%
Brazil	44%	37%
Chile	42%	42%
Germany	35%	46%
Argentina	34%	51%
South Africa	33%	50%
Spain	33%	54%
Italy	31%	52%
Hungary	30%	52%
Poland	29%	59%
New Zealand	28%	59%
Belgium	27%	54%
Turkey	26%	54%
Great Britain	24%	64%
Japan	24%	66%
France	23%	59%
United States	23%	60%
Canada	22%	63%
Netherlands	21%	66%
Australia	19%	65%
Russia	19%	61%
Sweden	18%	65%

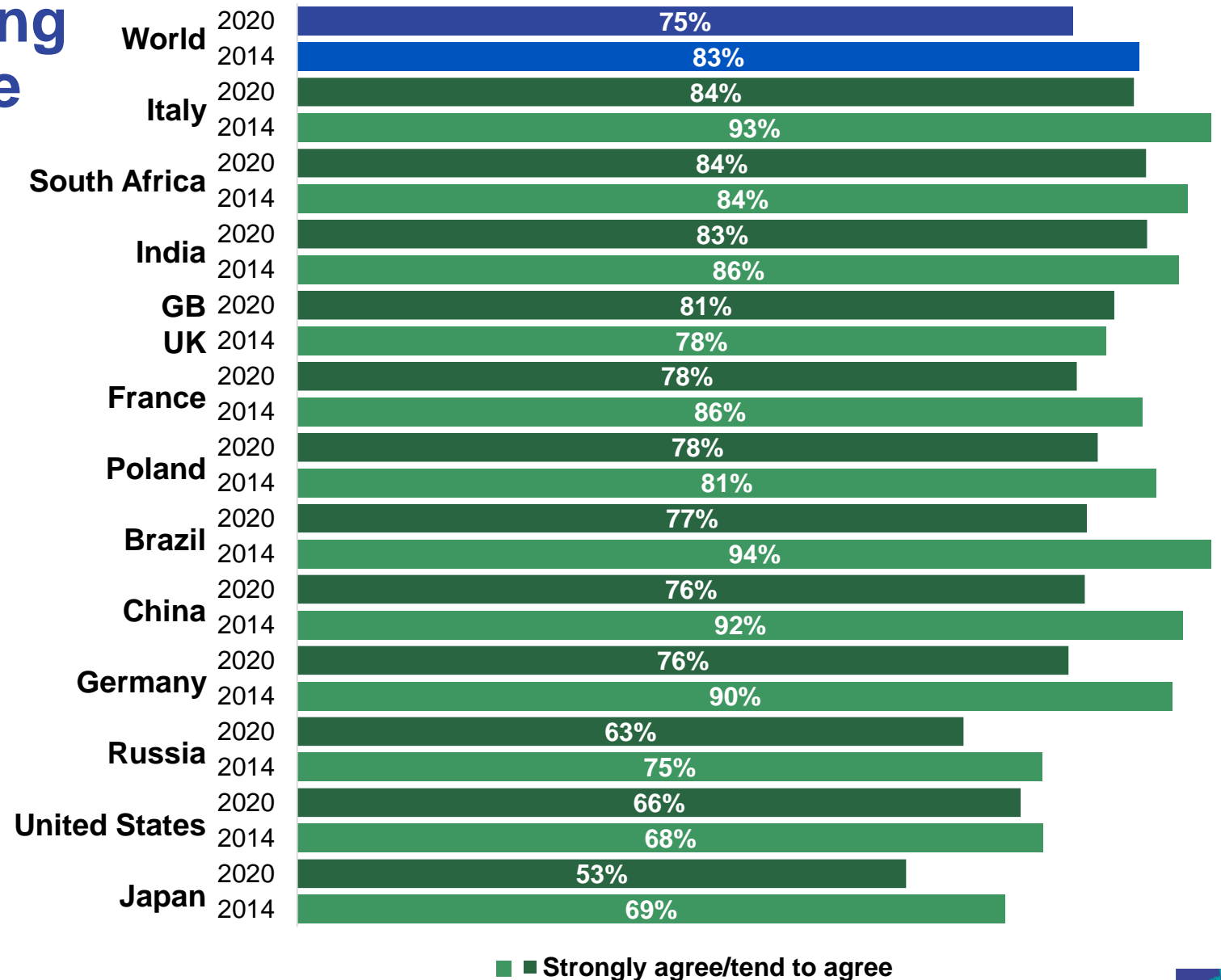■ **Certain to/very likely/fairly likely** ■ **Fairly unlikely/very unlikely/certain not to**

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

Ipsos

Understanding of climate change

Country data

Q. To what extent do you agree or disagree with the following statement?

'Human activities contribute to climate change'

Country	Strongly agree/tend to agree	Tend to disagree/strongly disagree
World	77%	9%
Hungary	91%	3%
South Korea	86%	4%
Colombia	85%	8%
South Africa	84%	6%
Italy	84%	6%
India	83%	8%
Mexico	82%	11%
Spain	81%	6%
Great Britain	81%	7%
Chile	81%	11%
Argentina	80%	8%
Malaysia	79%	4%
Peru	79%	12%
Poland	78%	8%
France	78%	6%
Sweden	78%	9%
Brazil	77%	8%
Turkey	77%	9%
China	76%	9%
Germany	76%	7%
New Zealand	74%	9%
Canada	73%	11%
Belgium	72%	9%
Saudi Arabia	71%	15%
Australia	71%	12%
Netherlands	69%	11%
United States	66%	14%
Russia	63%	11%
Japan	53%	17%

■ Strongly agree/tend to agree   ■ Tend to disagree/strongly disagree

Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

Ipsos

Change in understanding of climate change since 2014

Q. To what extent do you agree or disagree with the following statement?

'Human activities contribute to climate change.'

Country	Year	Value
World	2020	75%
World	2014	83%
Italy	2020	84%
Italy	2014	93%
South Africa	2020	84%
South Africa	2014	84%
India	2020	83%
India	2014	86%
GB	2020	81%
UK	2014	78%
France	2020	78%
France	2014	86%
Poland	2020	78%
Poland	2014	81%
Brazil	2020	77%
Brazil	2014	94%
China	2020	76%
China	2014	92%
Germany	2020	76%
Germany	2014	90%
Russia	2020	63%
Russia	2014	75%
United States	2020	66%
United States	2014	68%
Japan	2020	53%
Japan	2014	69%

■ **Strongly agree/tend to agree**

Base: 10,504 online adults aged 16-74 across 12 countries: Fieldwork dates: Feb 21 to Mar 6, 2020, Sep 26 to Oct 10 2014

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These are the findings of the *Global Advisor* wave 139 (GA 139) an Ipsos survey conducted between February 21 and March 6, 2020.

The survey instrument is conducted monthly in 29 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, Chile, Colombia, France, Great Britain, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

For the results of the survey presented herein, an international sample of 20,590 adults aged 18-74 in the US, South Africa, New Zealand, Turkey and Canada, and age 16-74 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Chile, Colombia, Hungary, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.1 percentage points and of 500 accurate to +/- 4.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

17 of the 29 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Netherlands, New Zealand, Poland, South Korea, Spain, Sweden and United States).

Brazil, China, Chile, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as "Upper Deck Consumer Citizens". They are not nationally representative of their country.

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This report contains findings from four sample sets:

1
Worldwide 29 country study

29 countries around the world via the Ipsos Online Panel system. Total base: 20,590 online adults aged 16-74 across 29 countries. Fieldwork dates: Friday, February 21 to Friday, March 6, 2020. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, Chile, Colombia, France, Great Britain, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

2
12 country sub-set of the 2020 worldwide study

A 12 country sub-set of the 29 countries in the 2020 worldwide study. Total base: 10,504 online adults aged 16-74 across 12 countries. Fieldwork dates: Friday, February 21 to Friday, March 6, 2020. The countries reporting herein are Brazil, China, France, Great Britain, Germany, India, Italy, Japan, Poland, Russia, South Africa and the United States of America.

NOTE: The sample in 2020 includes only Great Britain <u>not</u> Northern Ireland.

3
12 country online study conducted in 2014, for comparison

A 12 country online study, conducted via the Ipsos Online Panel system between 26th September and 10th October 2014. Total base: 12,135 online adults aged 18-65 across 12 countries. The countries reporting herein are Brazil, China, France, United Kingdom, Germany, India, Italy, Japan, Poland, Russia, South Africa and the United States of America.

NOTE: The sample in 2014 includes the United Kingdom of Great Britain <u>and</u> Northern Ireland.

4
14-country study on Covid-19 and climate change

A 14 country online study, conducted via the Ipsos Online Panel system between 16th April and 19th April 2020. Total base: 28,039 online adults aged 16-74. The countries reporting herein are Australia, Brazil, China, Canada, France, Germany, Great Britain, India, Italy, Japan, Mexico, Russia, Spain and the United States of America.

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THANK YOU.

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