

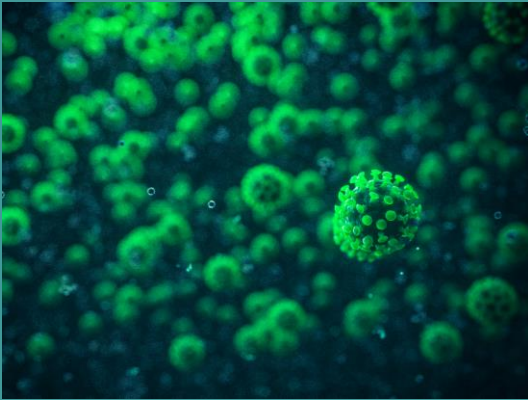
EARTH DAY 2020

**How does the world view our
changing climate?**

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.

Summary: public no more willing to change their climate behaviors 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.

Covid-19 and climate change

How does the public view the two crises?

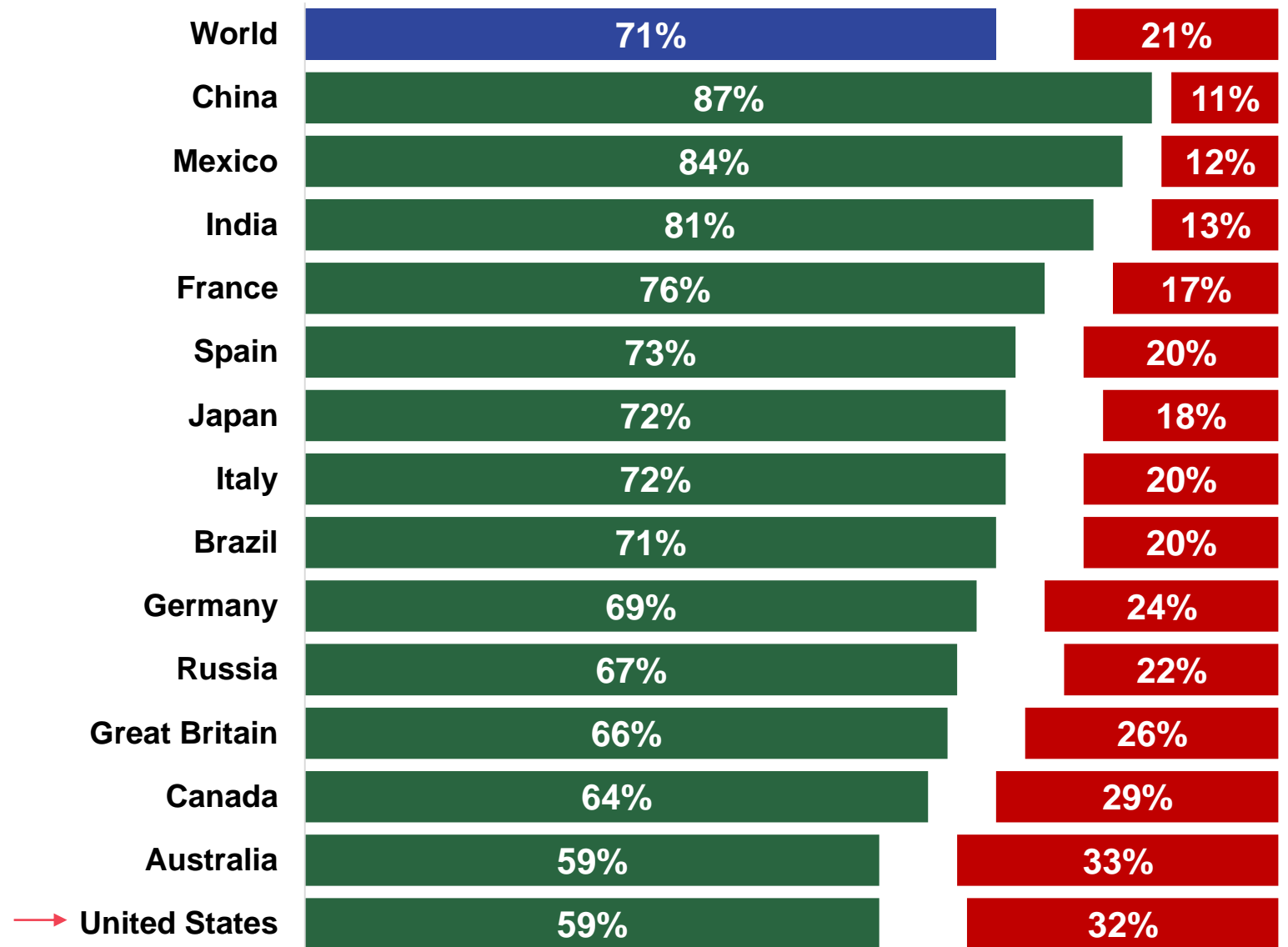


Seriousness of climate change in comparison to Covid-19

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



Base: 28,029 online adults aged 16-74
Fieldwork dates: April 16-19, 2020

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

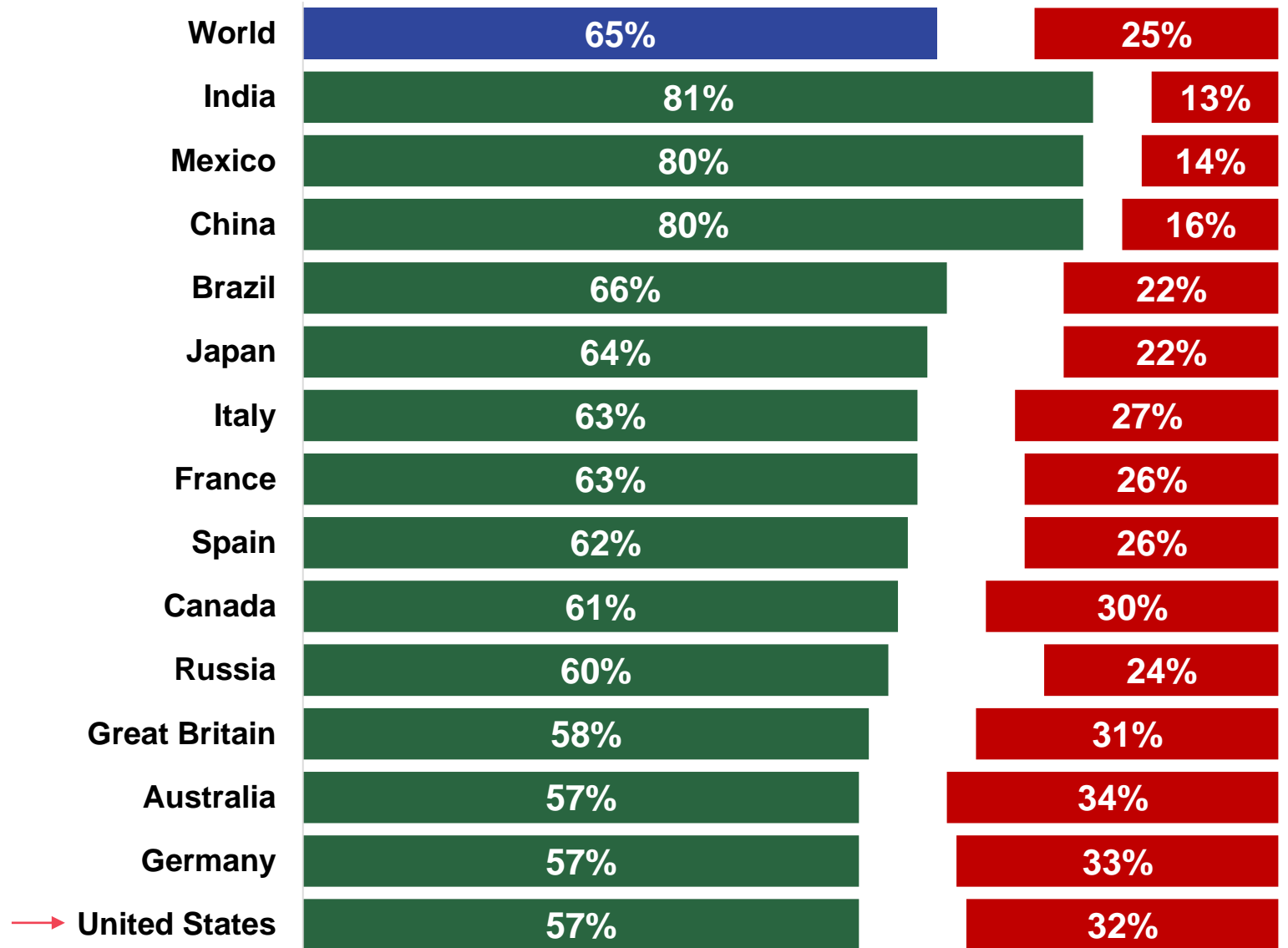


Support for a 'green' economic recovery from Covid-19

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



Base: 28,029 online adults aged 16-74
Fieldwork dates: April 16-19, 2020

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

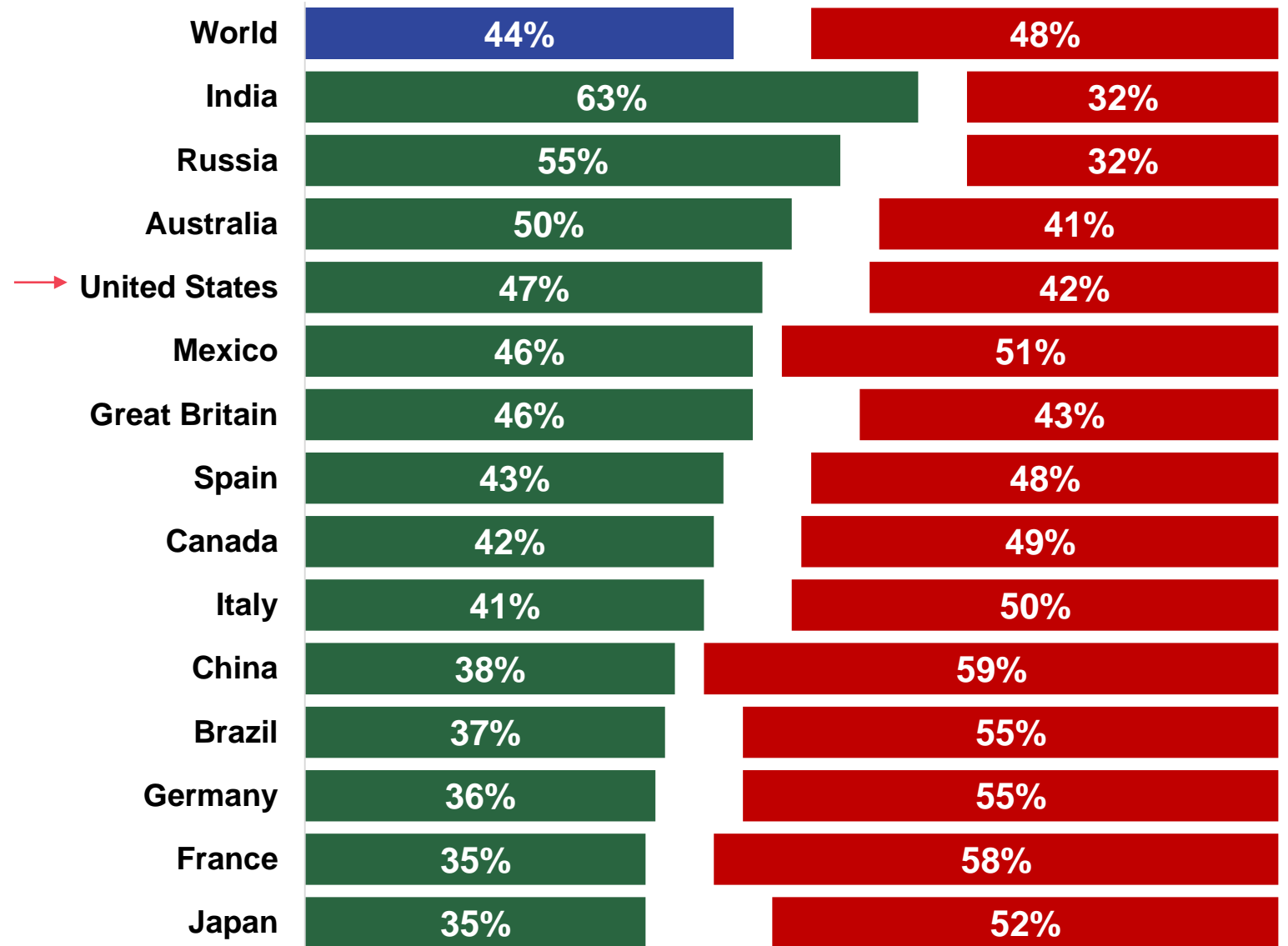


Focus on economic recovery from Covid-19 first and foremost?

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



Base: 28,029 online adults aged 16-74
Fieldwork dates: April 16-19, 2020

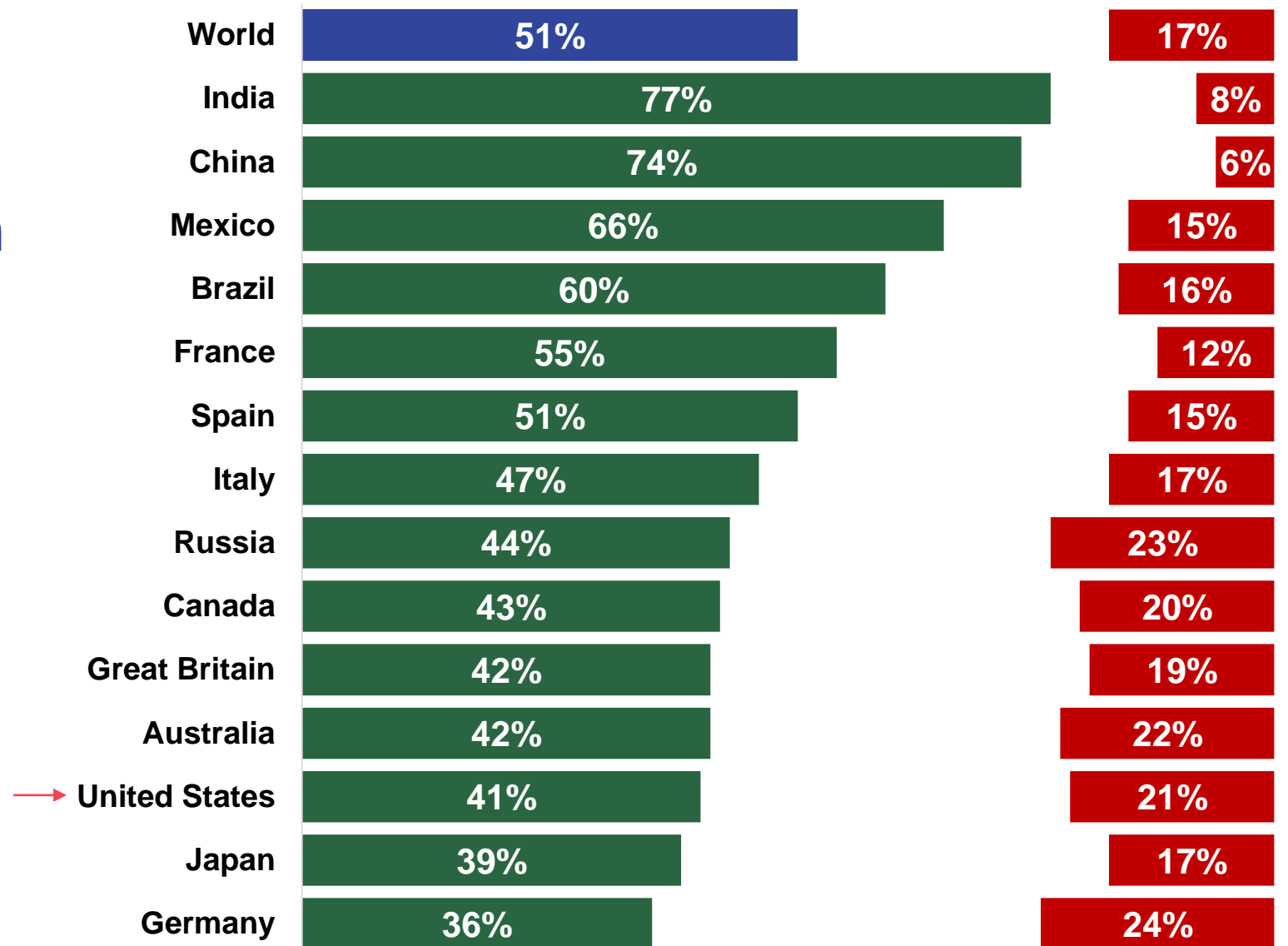
■ Strongly agree/tend to agree ■ Tend to disagree/strongly disagree

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



Base: 28,029 online adults aged 16-74
Fieldwork dates: April 16-19, 2020

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

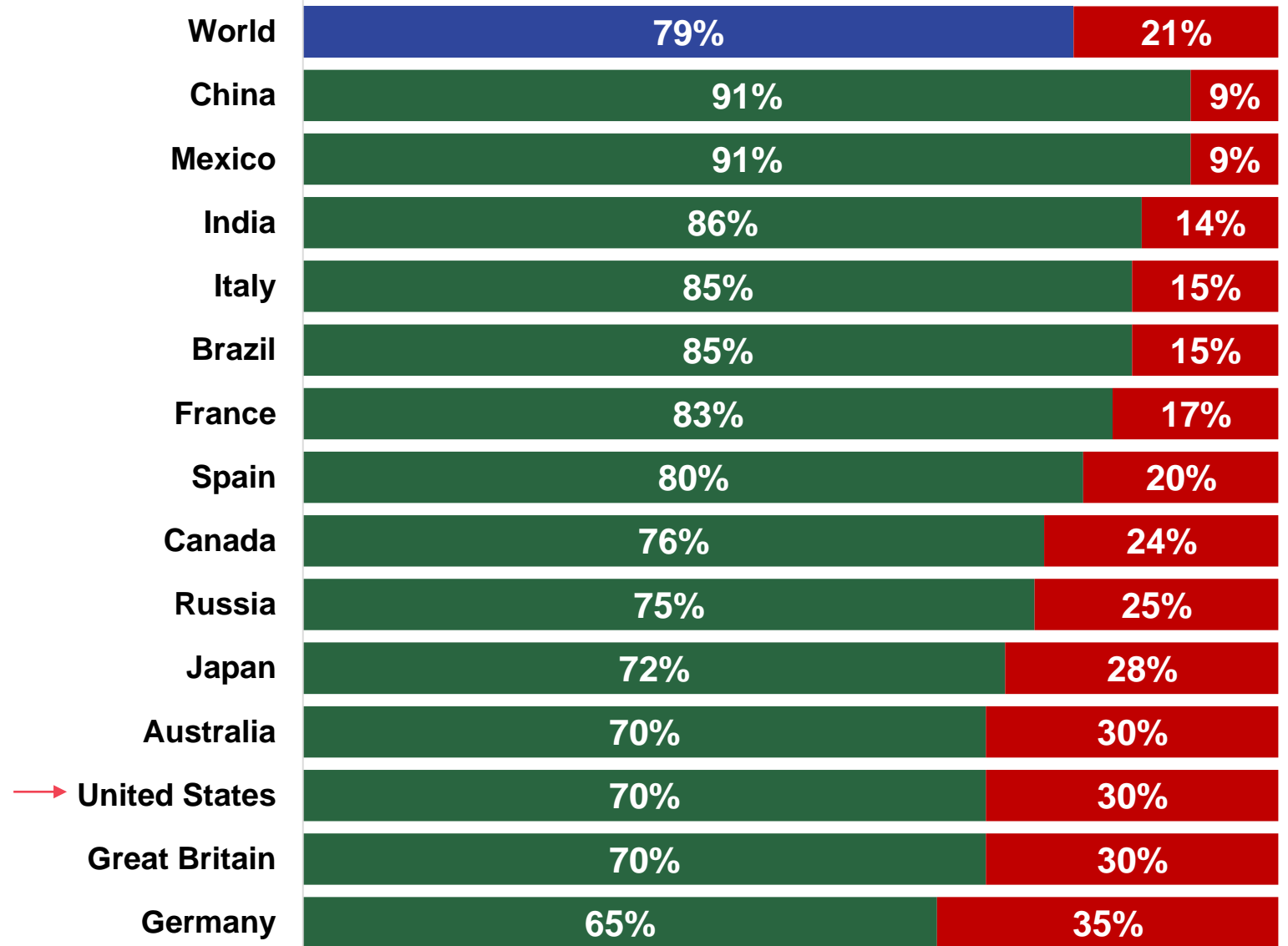


Willingness to seek out products which are healthier and better for the environment

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



Base: 28,029 online adults aged 16-74
Fieldwork dates: April 16-19, 2020

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

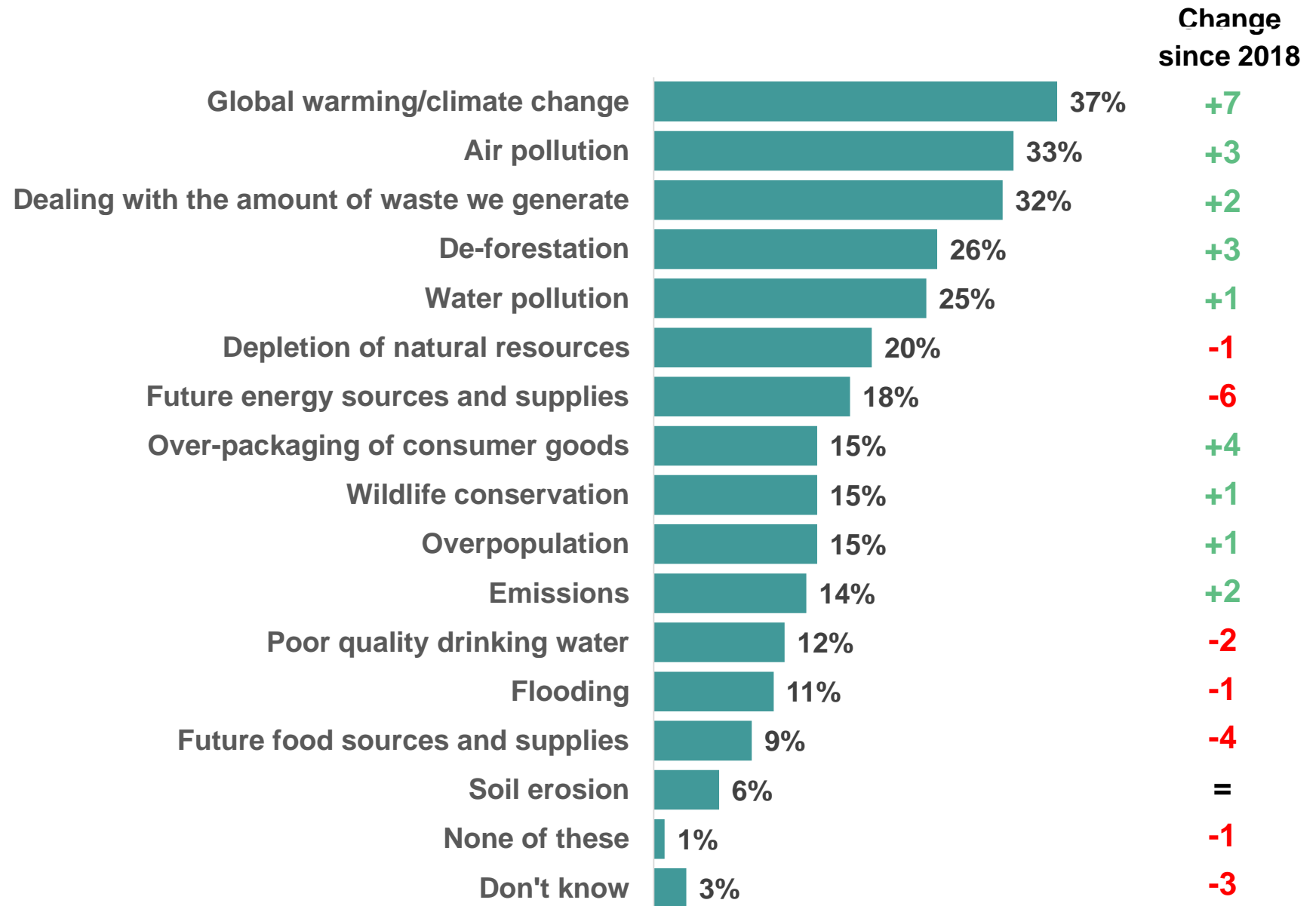
Environmental issues

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?



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



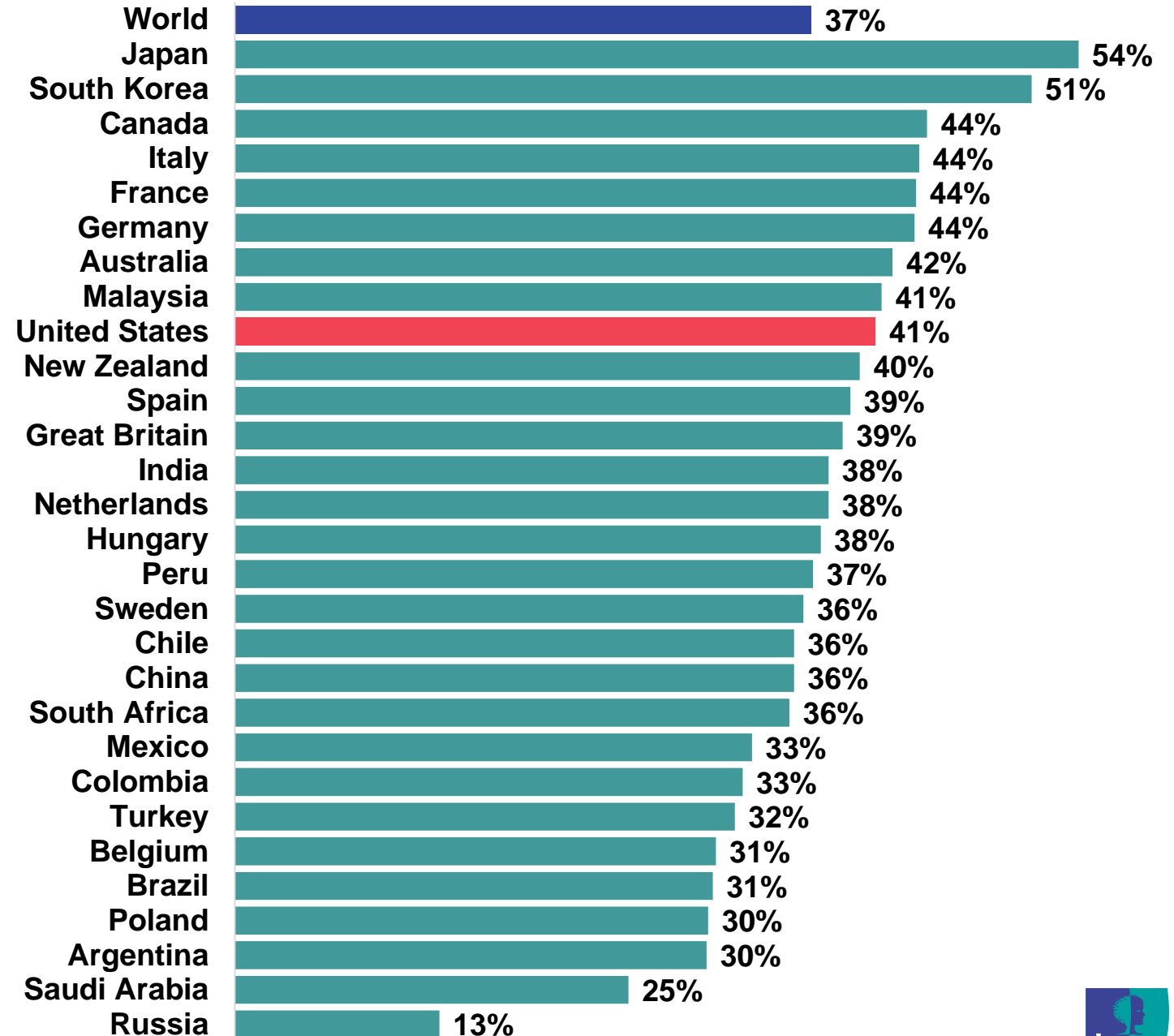
Global warming/ climate change

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: February 21 - March 6, 2020

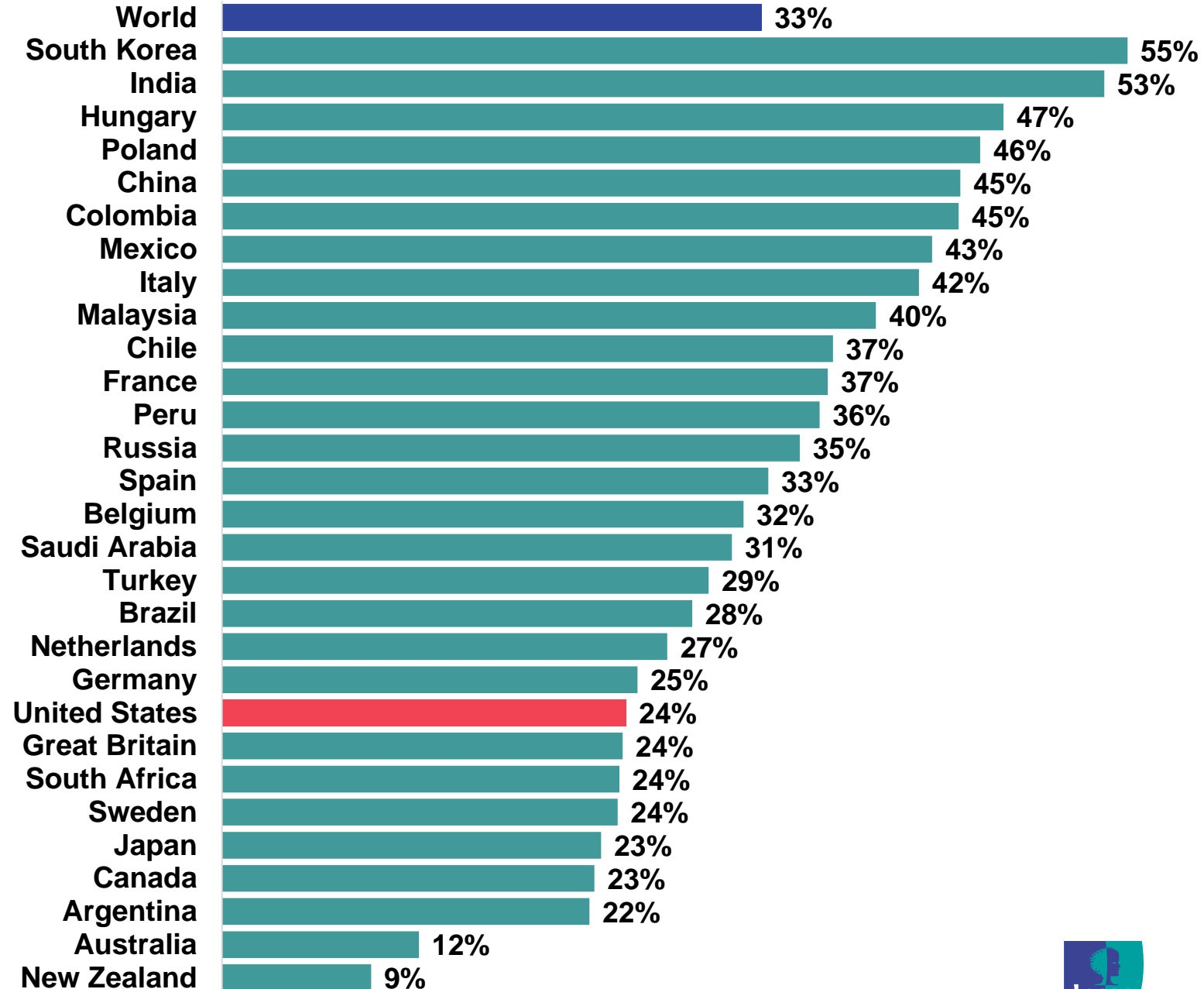


Air pollution

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: February 21 - March 6, 2020

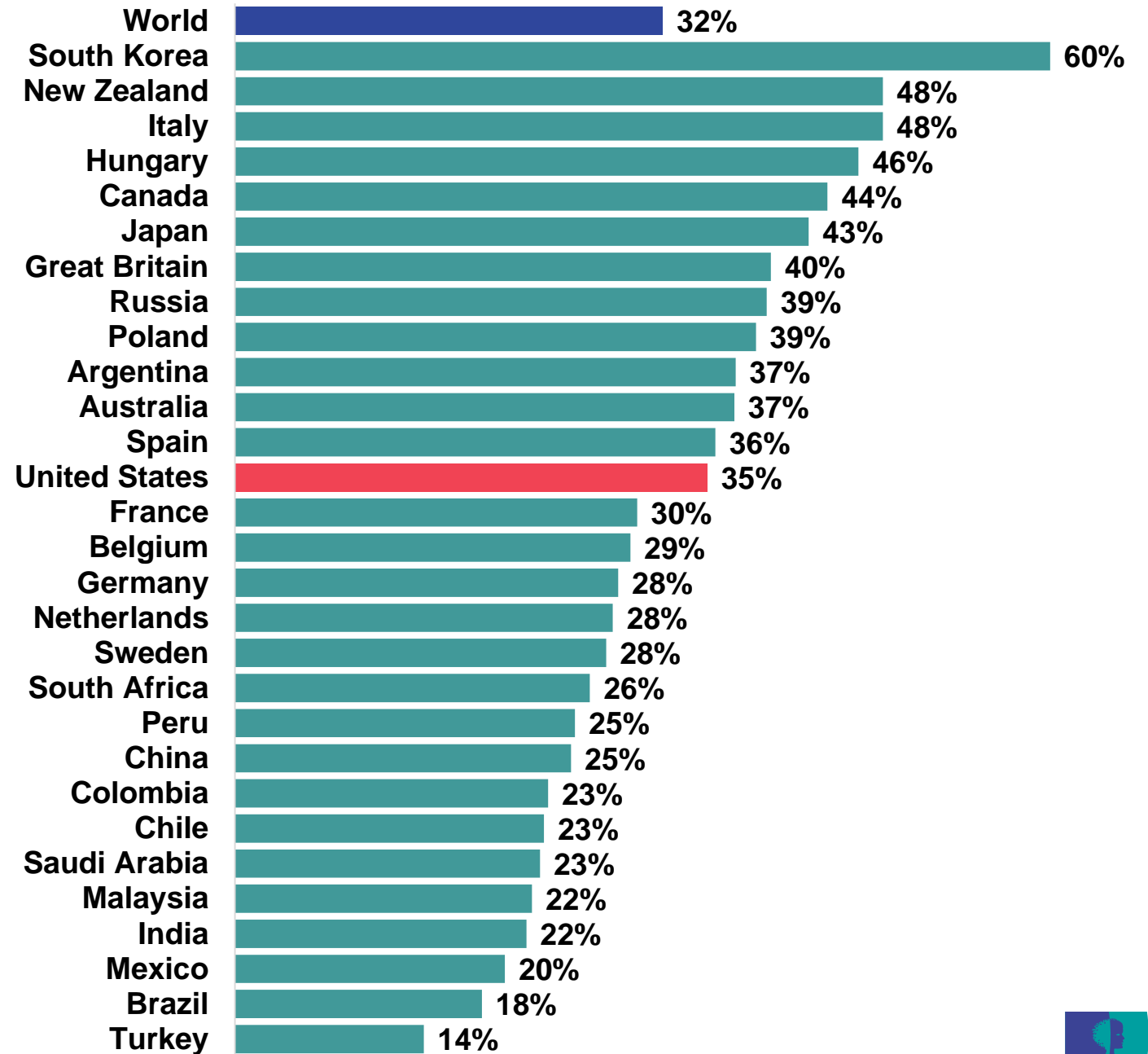


Dealing with the amount of waste we generate

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



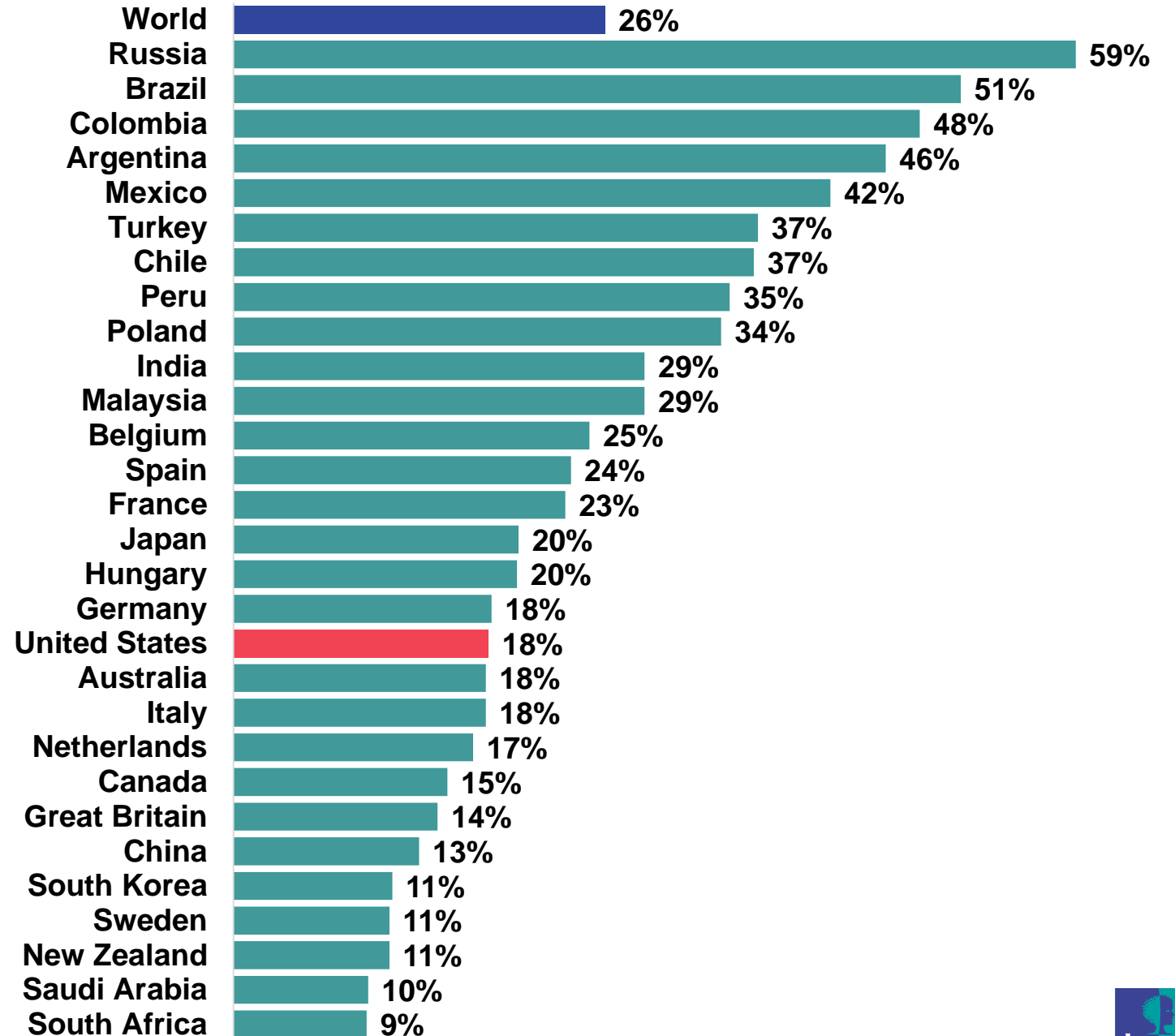
Base: 20,590 online adults aged 16-74:
Fieldwork dates: February 21 - March 6, 2020

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



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

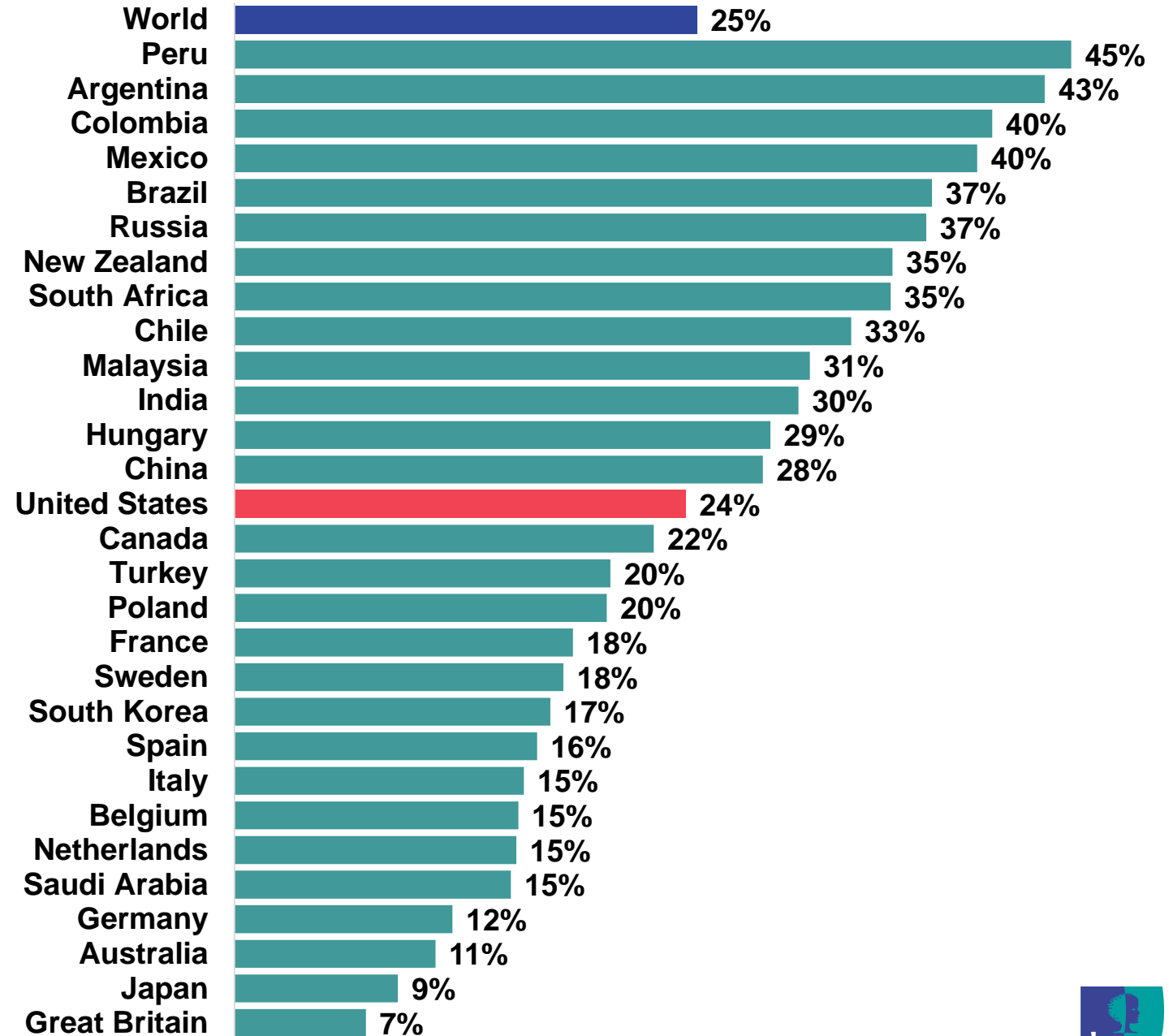


Water pollution

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



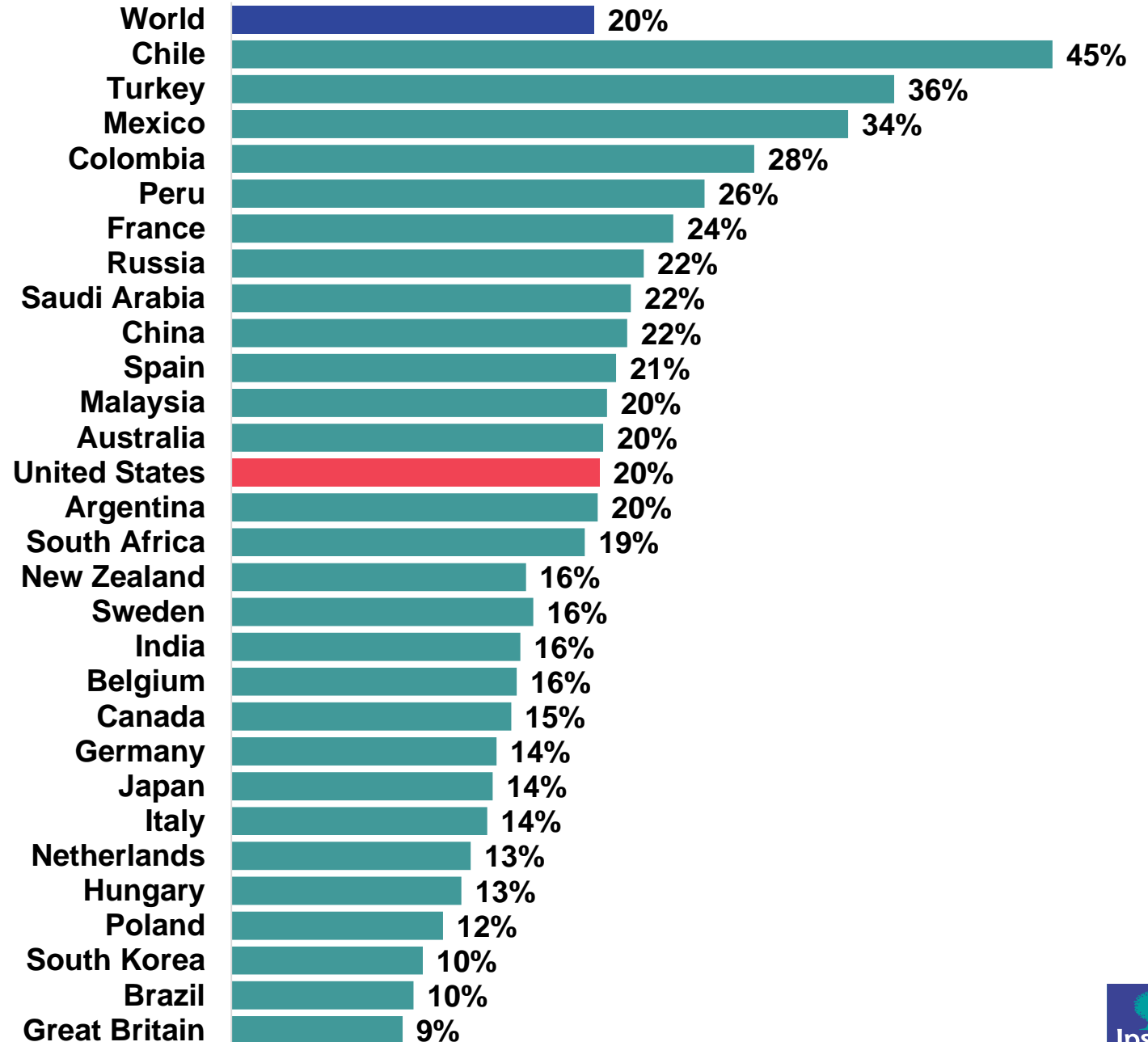
Base: 20,590 online adults aged 16-74:
Fieldwork dates: February 21 - March 6, 2020

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: February 21 - March 6, 2020

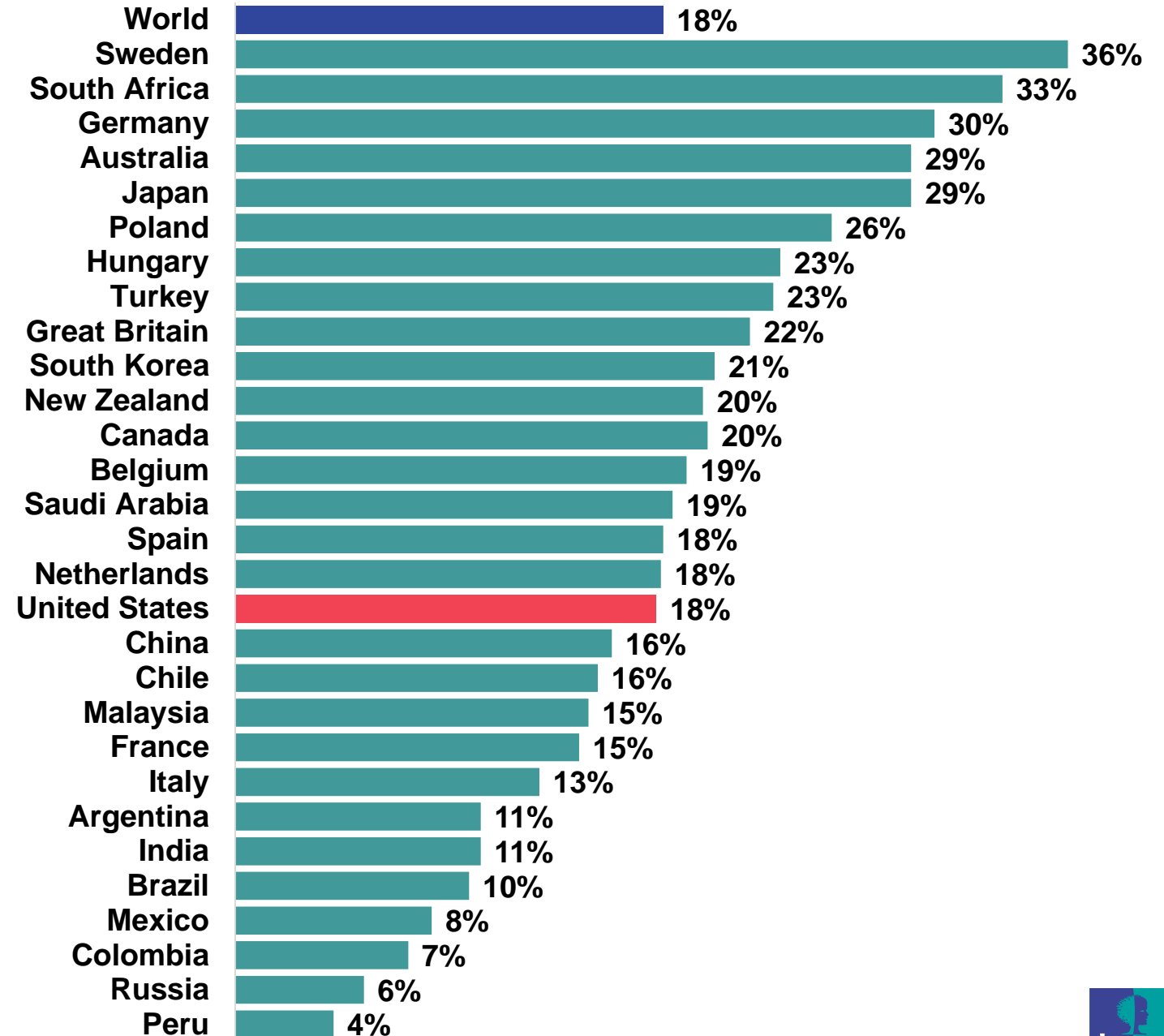
Future energy sources and supplies

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

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

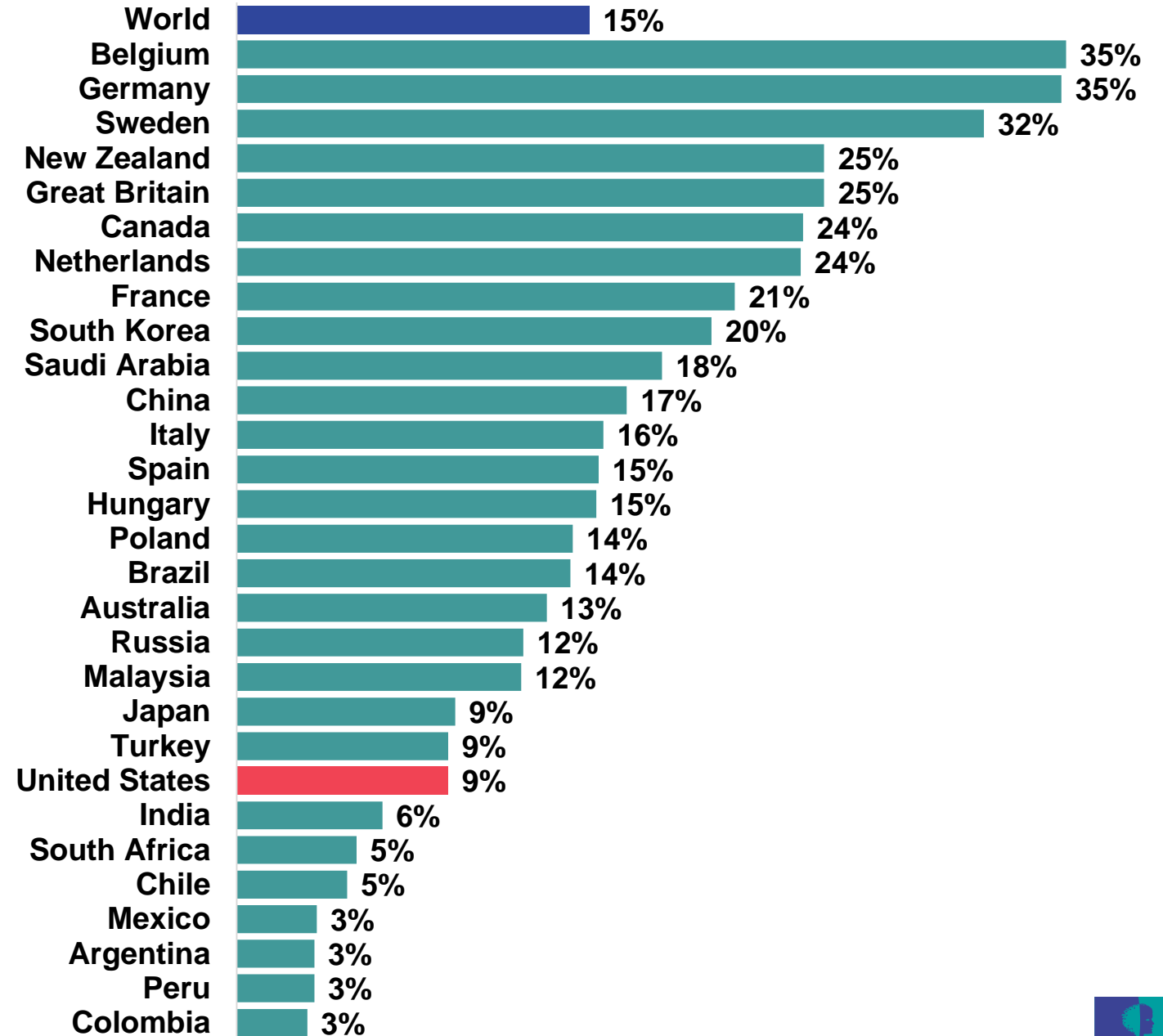


Over-packaging of consumer goods

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



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

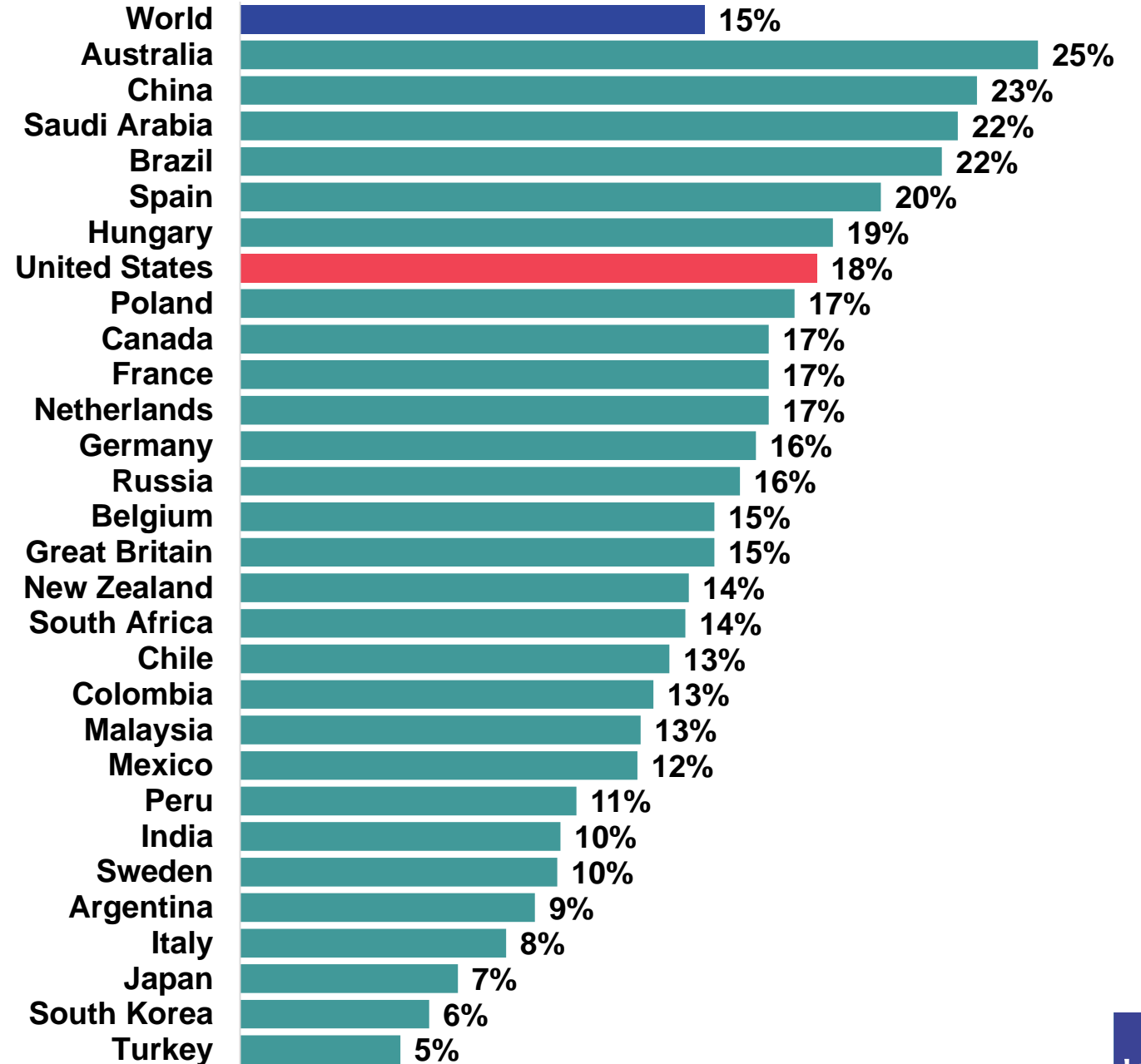
Wildlife conservation

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: February 21 - March 6, 2020



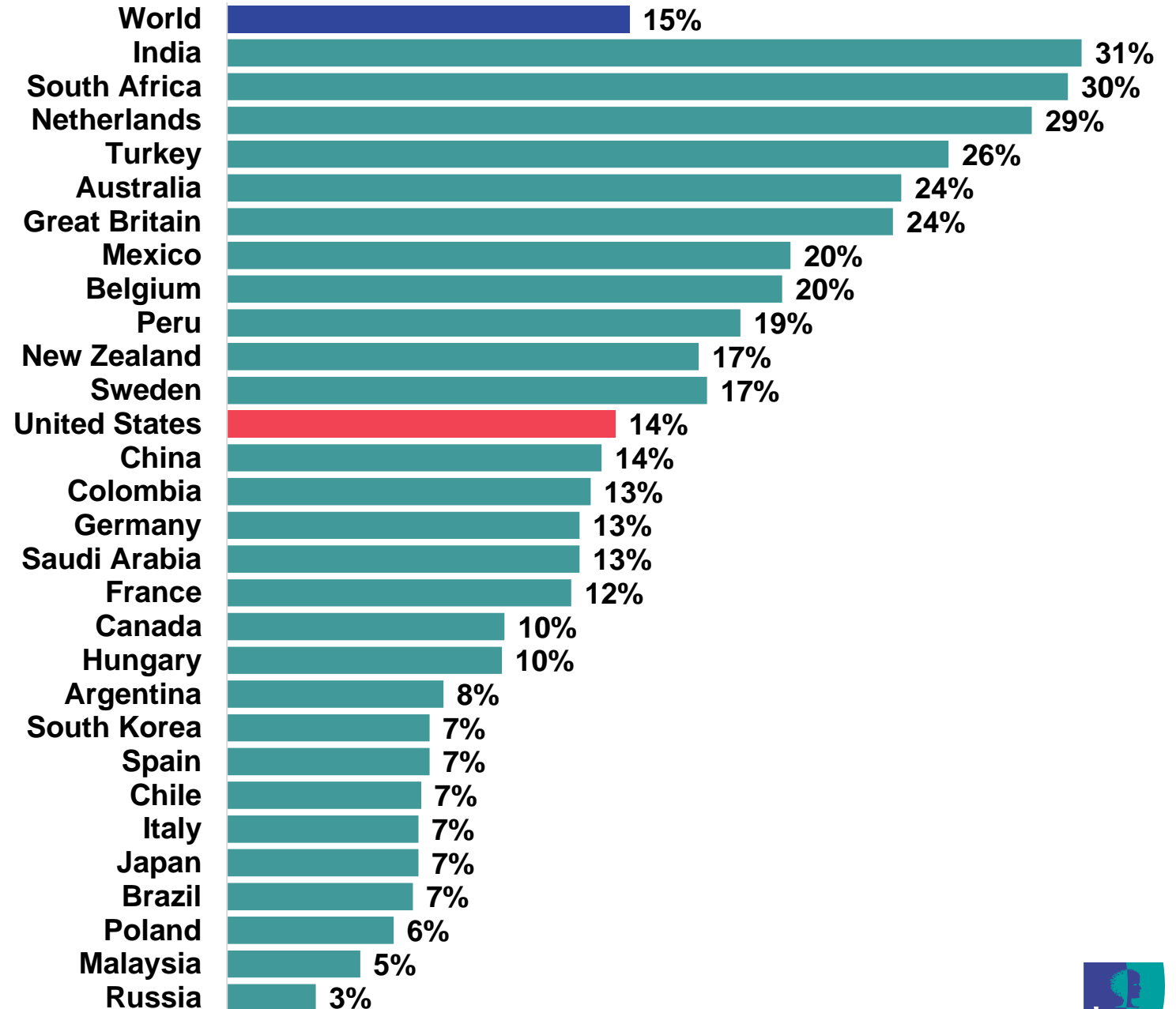
Over population

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

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

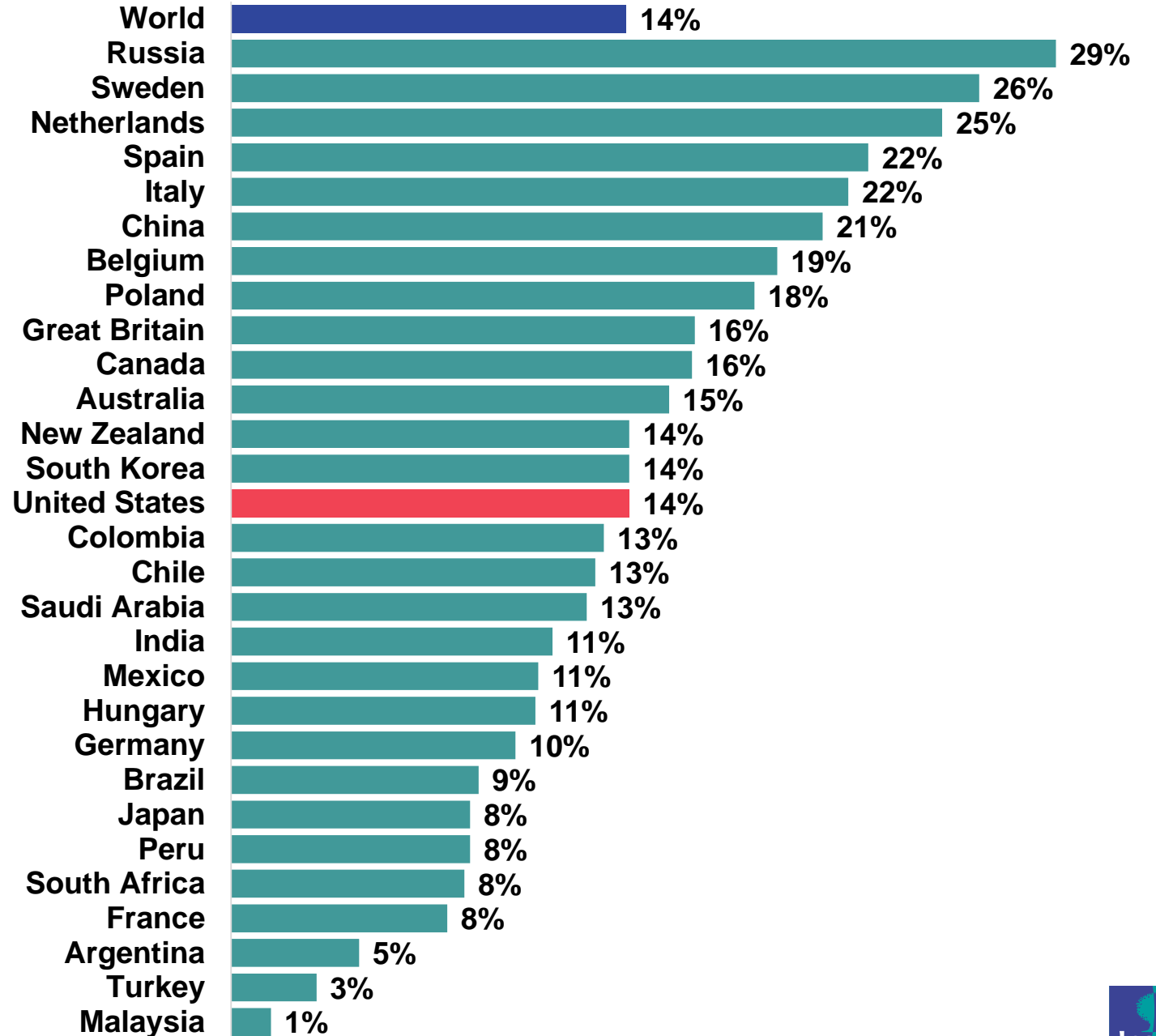


Emissions

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



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

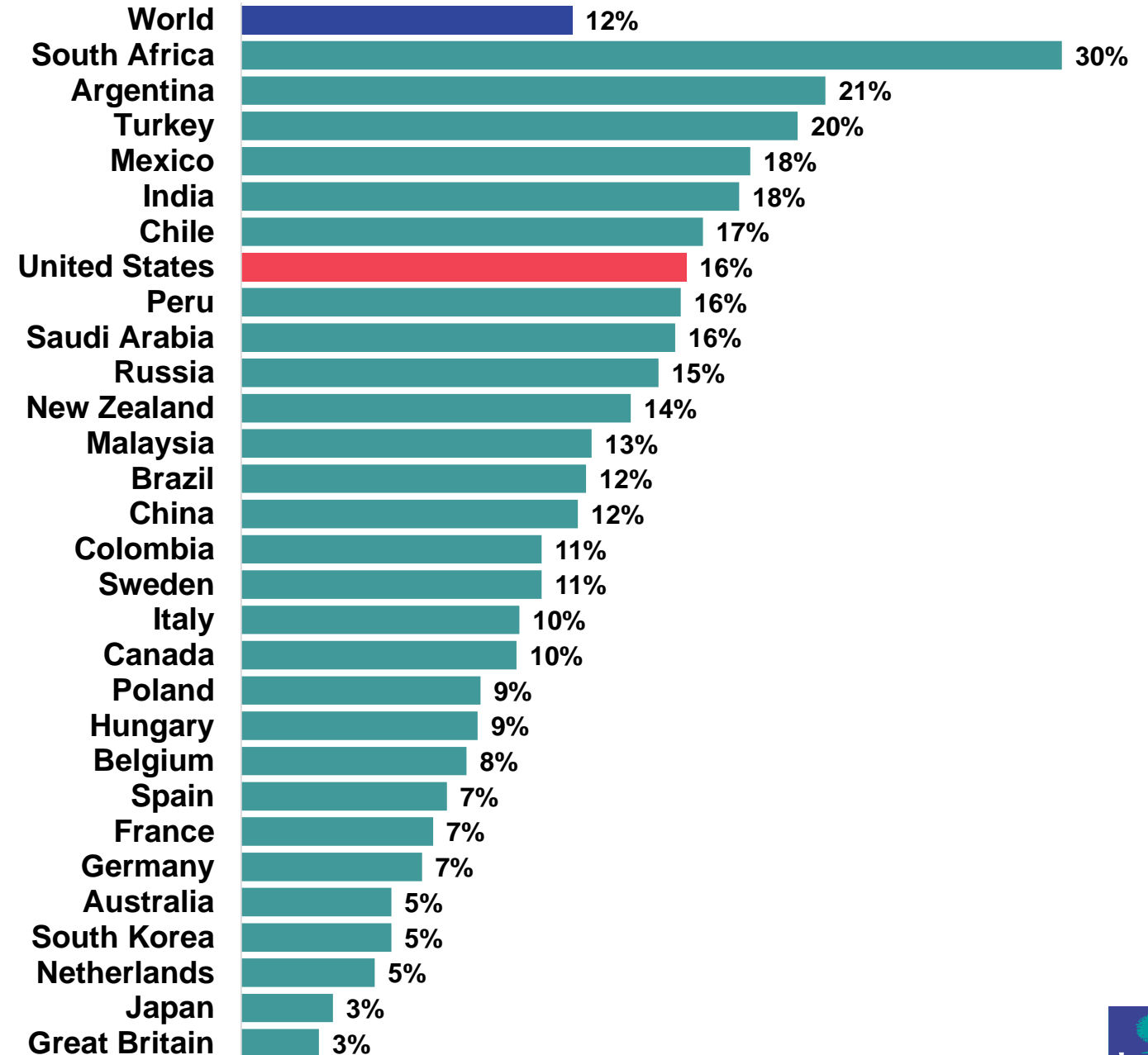
Poor quality drinking water

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

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

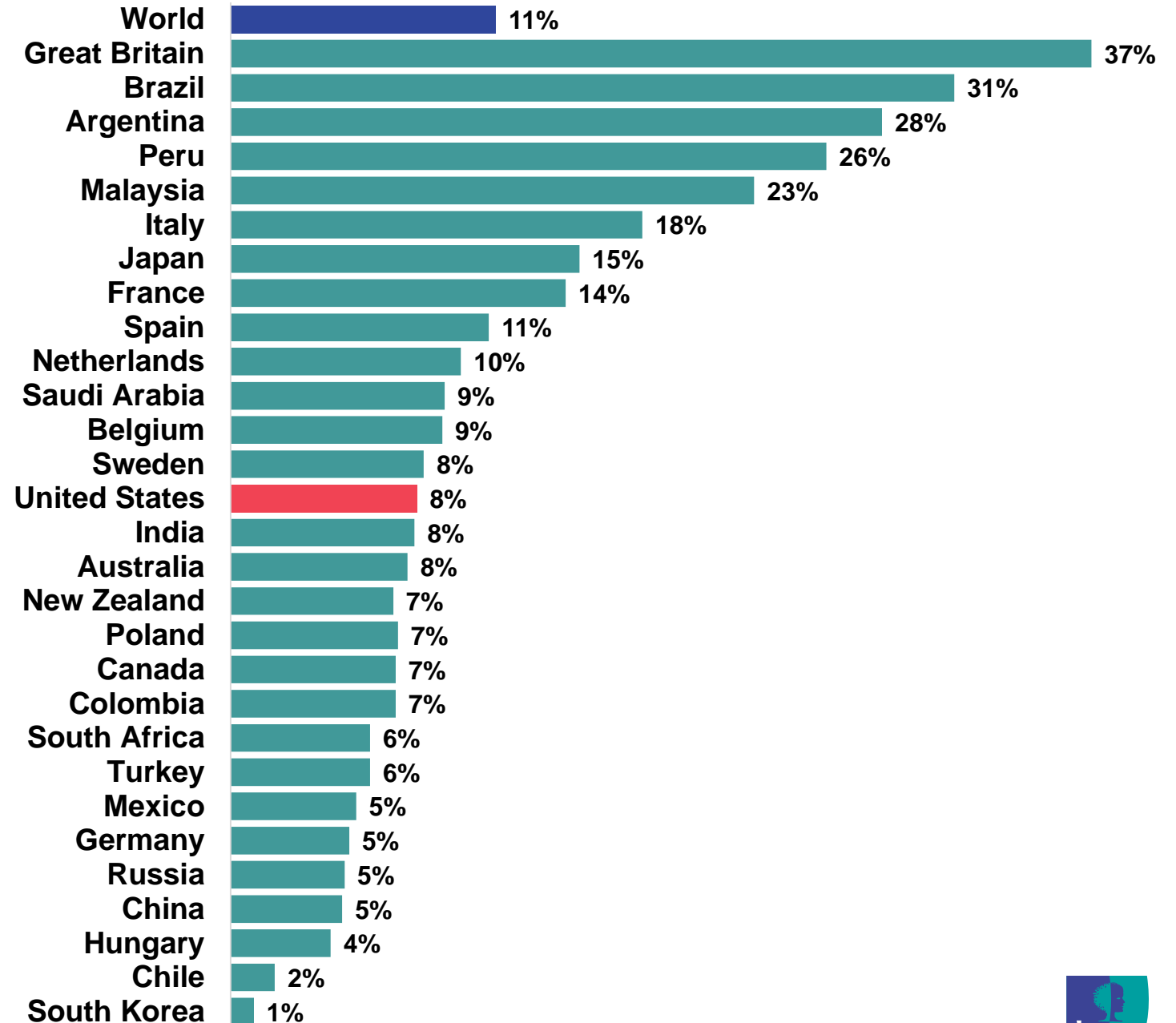


Flooding

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



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



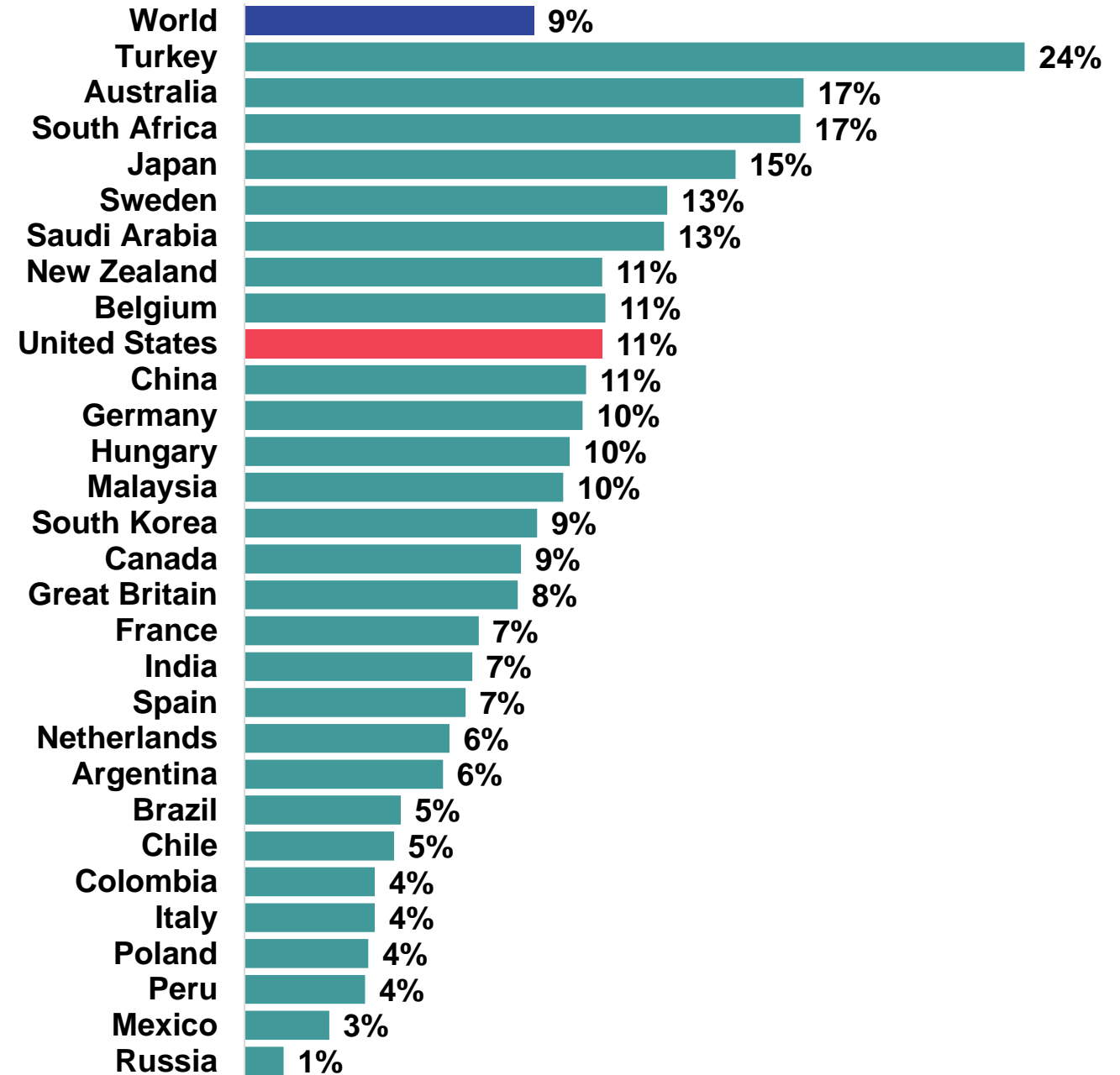
Future food sources and supplies

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

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

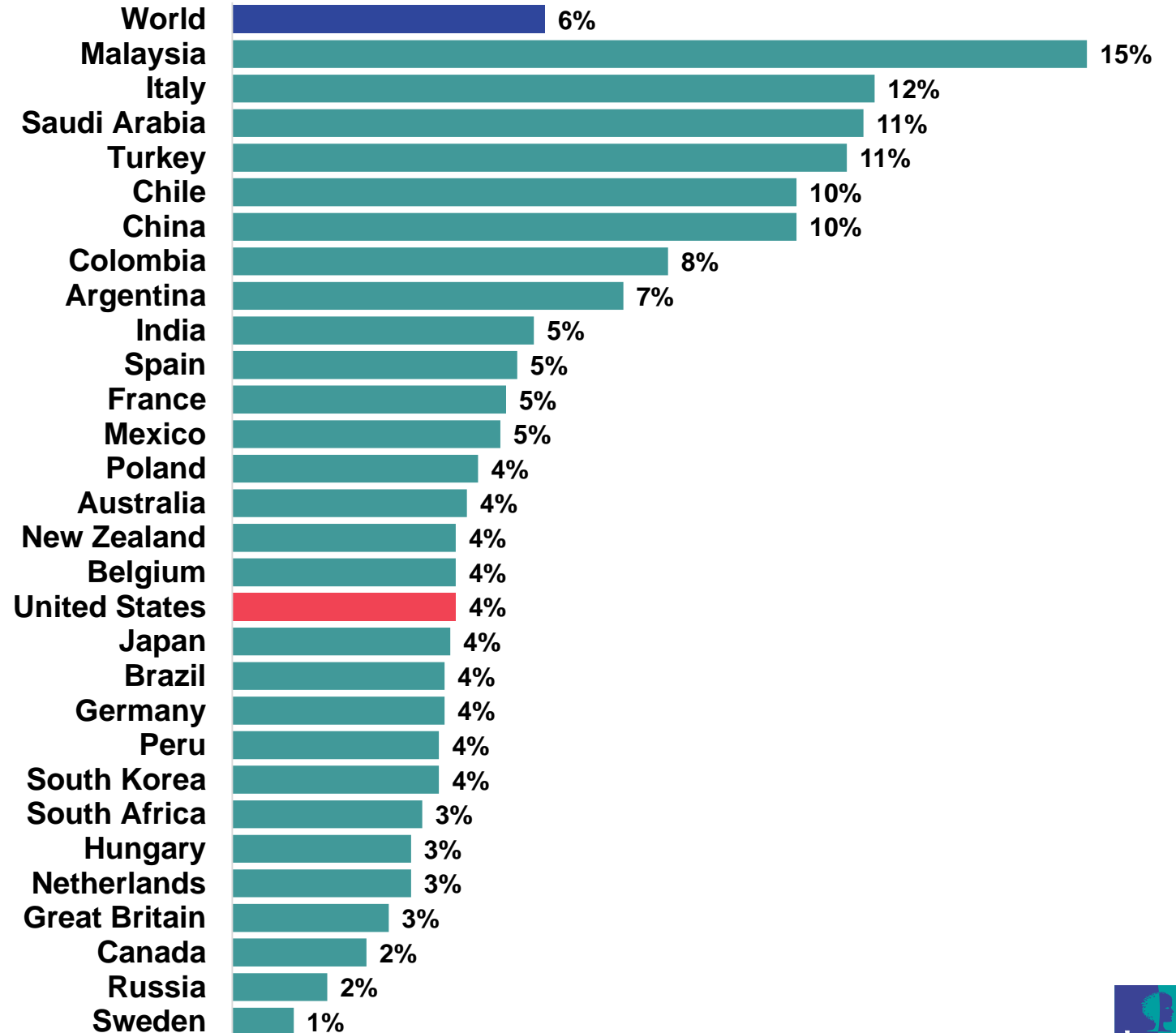


Soil erosion

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



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



Climate change

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

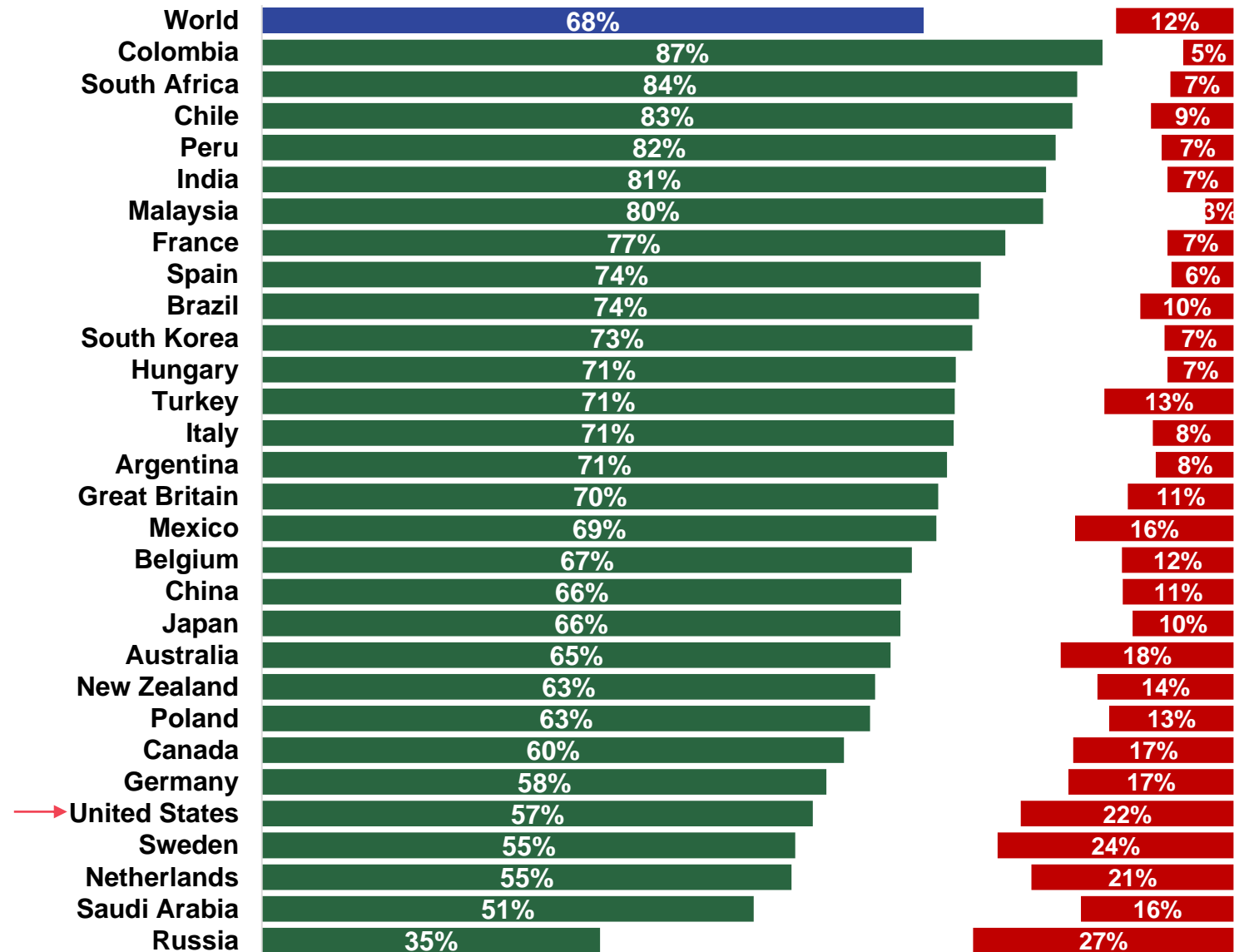


Desire for government action to combat climate change

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]'



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

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

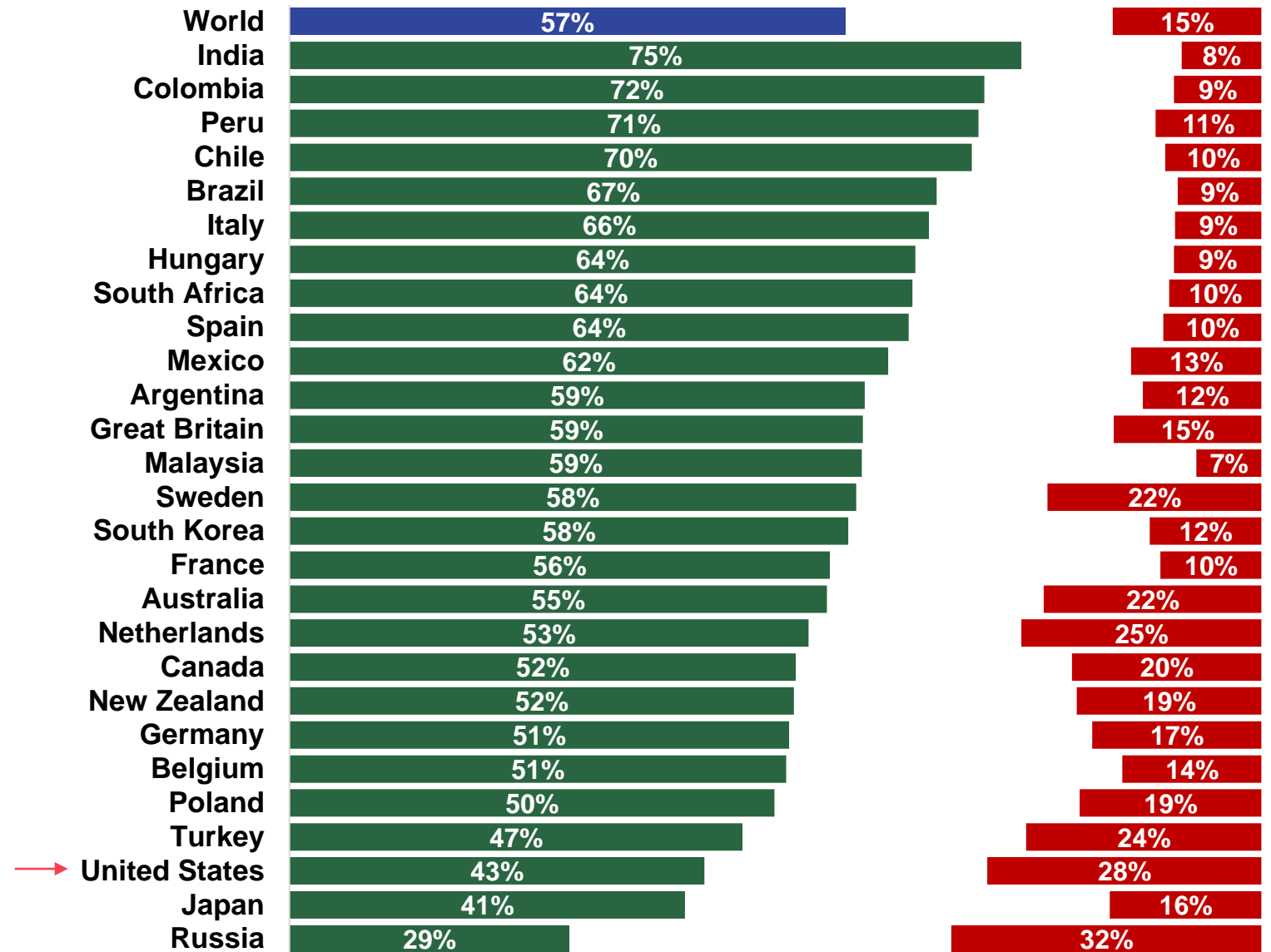


Role of climate change in shaping political party support

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”

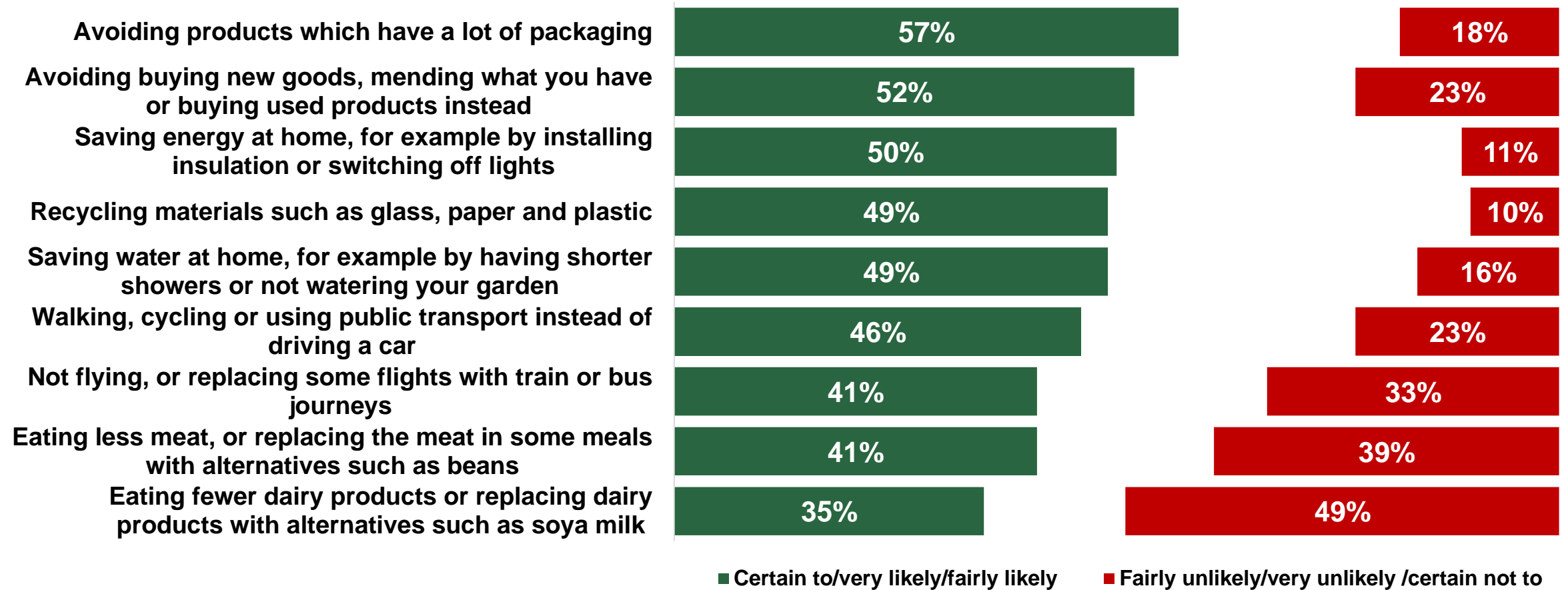


Base: 20,590 online adults aged 16-74:
Fieldwork dates: February 21 - March 6, 2020

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

Willingness to take action on climate change - global data

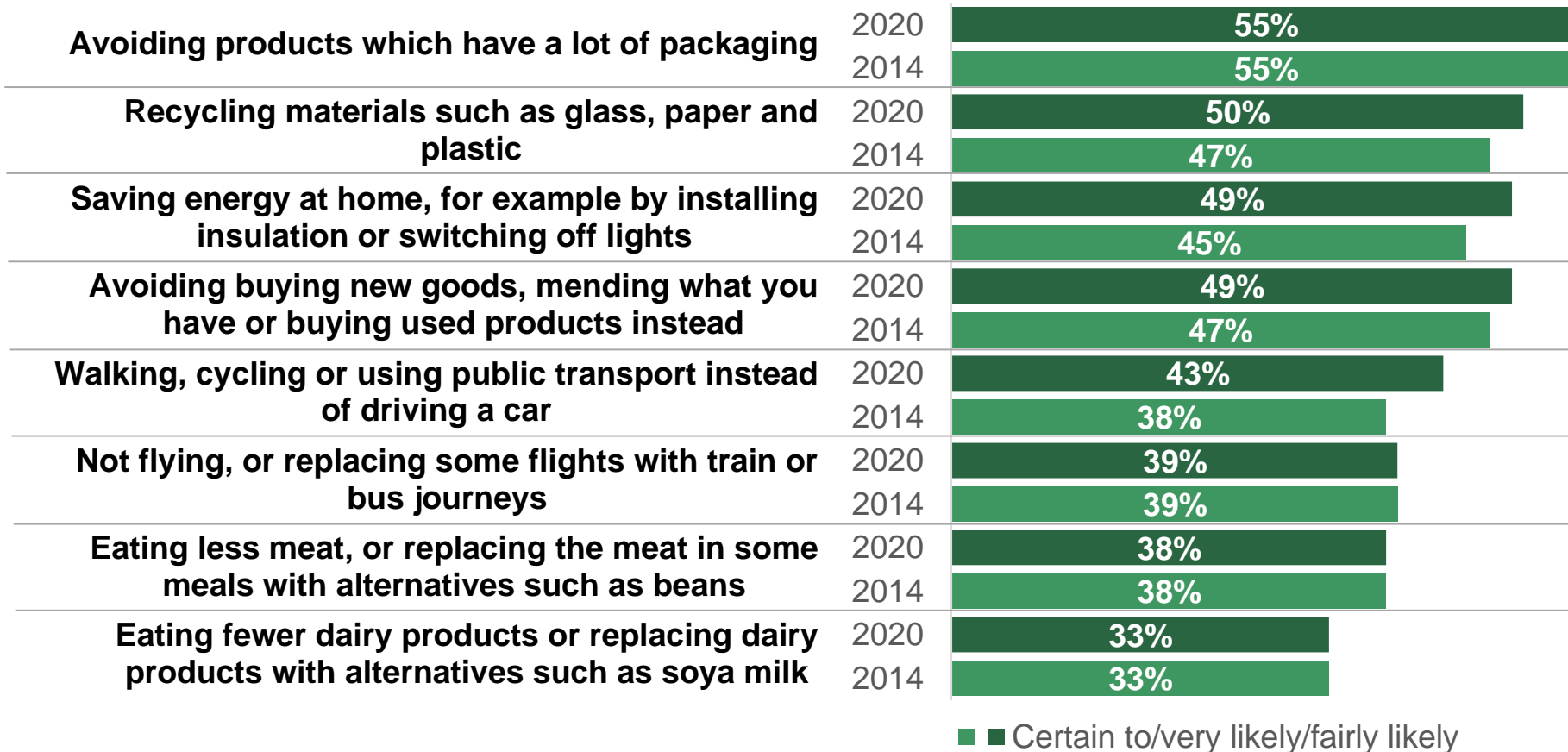
Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?



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

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?



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

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?

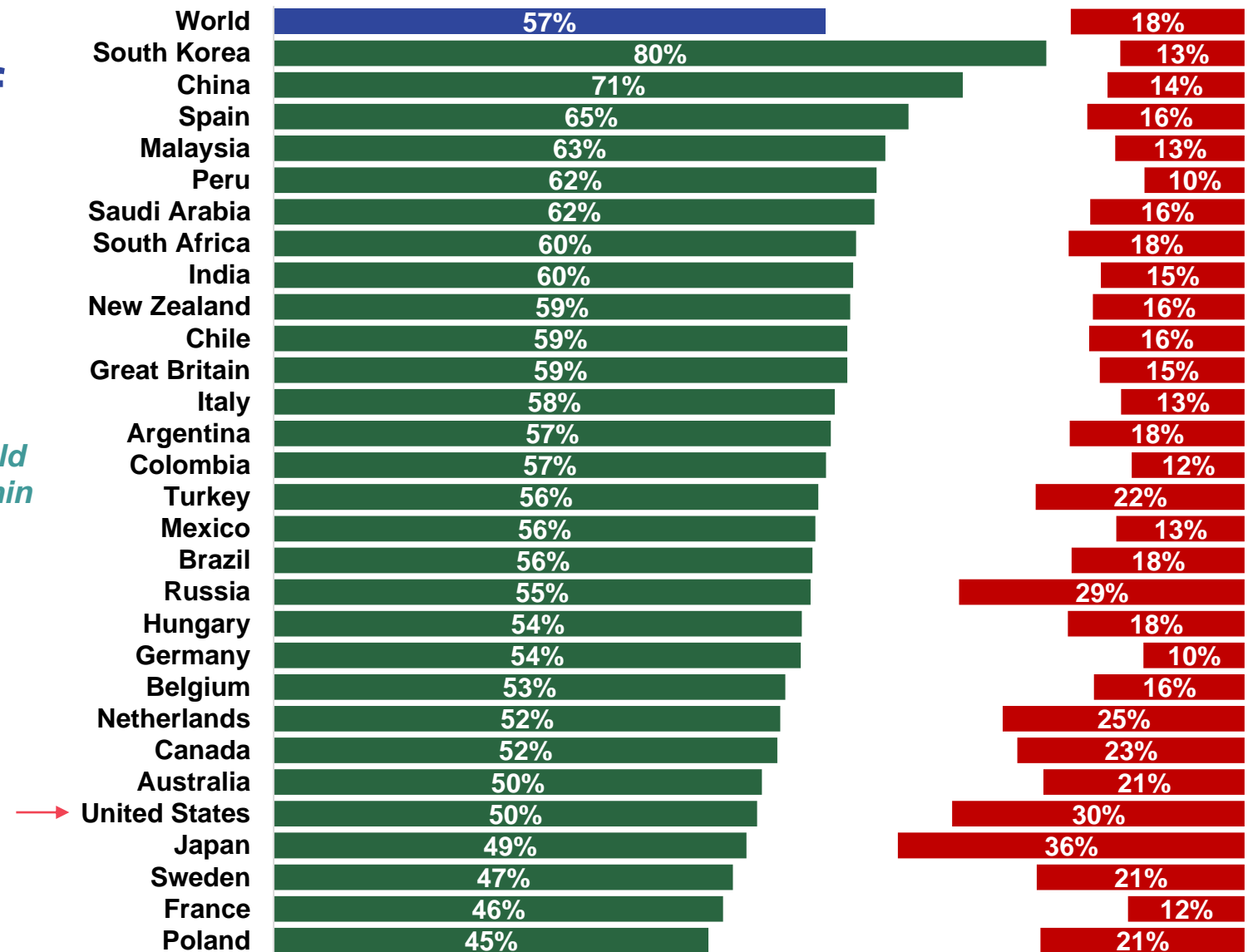
% Certain to/very likely/fairly likely	World (29 countries)	Brazil	China	France	Germany	India	Italy	Japan	Poland	Russia	South Africa	Great Britain	United States
Avoiding products which have a lot of packaging	57%	56%	71%	46%	54%	60%	58%	49%	45%	55%	60%	59%	50%
Avoiding buying new goods, fixing what you 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 yard	49%	44%	66%	34%	47%	51%	51%	50%	41%	43%	51%	49%	46%
Walking, cycling or using public transportation instead of driving a car or a motorcycle	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 soy milk	35%	44%	59%	23%	35%	54%	31%	24%	29%	19%	33%	24%	23%

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



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

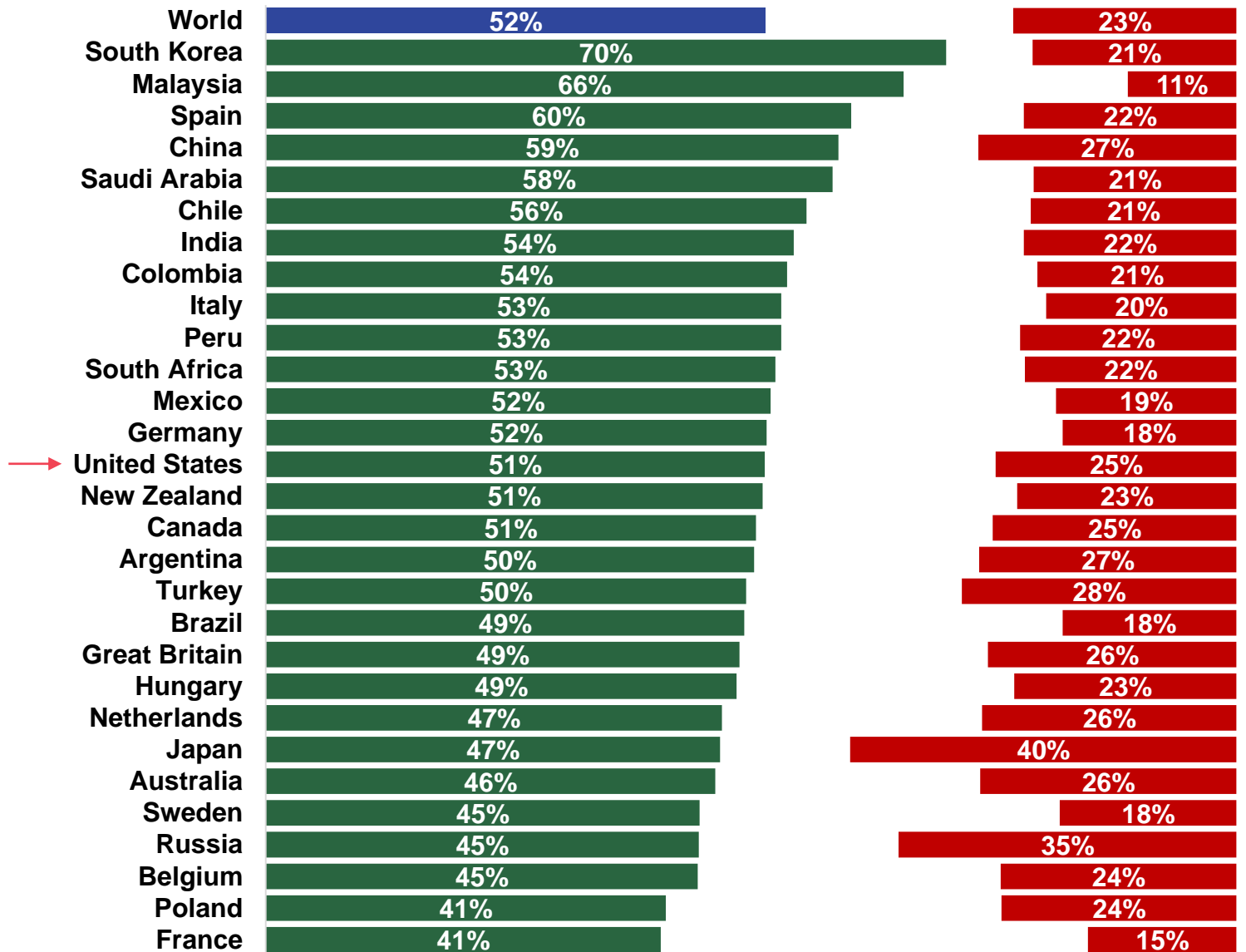
■ Certain to/very likely/fairly likely ■ Fairly unlikely/very unlikely/certain not to

Willingness to buy second hand and fix 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 fixing what you have or buying used products instead



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

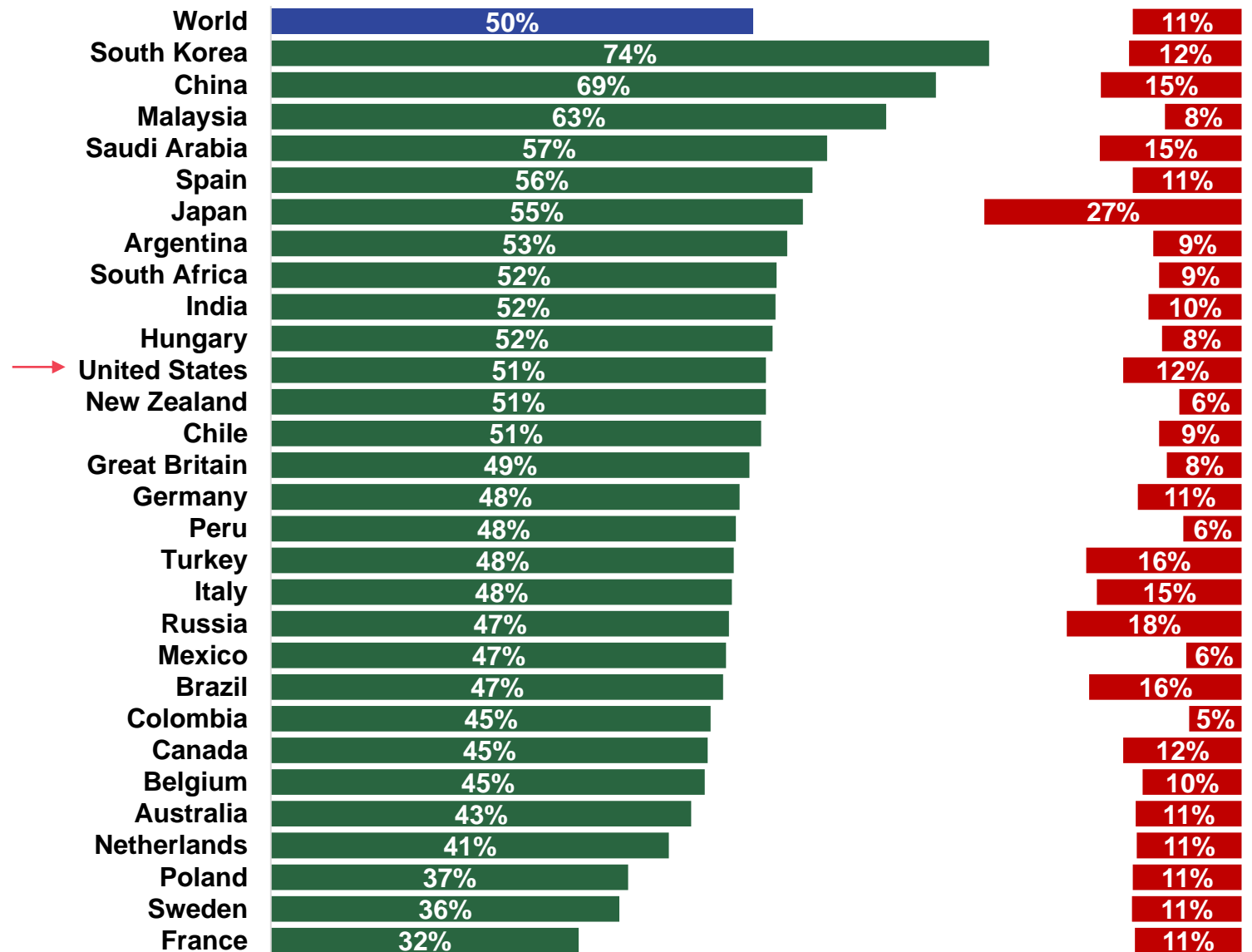
■ Certain to/very likely/fairly likely ■ Fairly unlikely/very unlikely/certain not to

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: February 21 - March 6, 2020

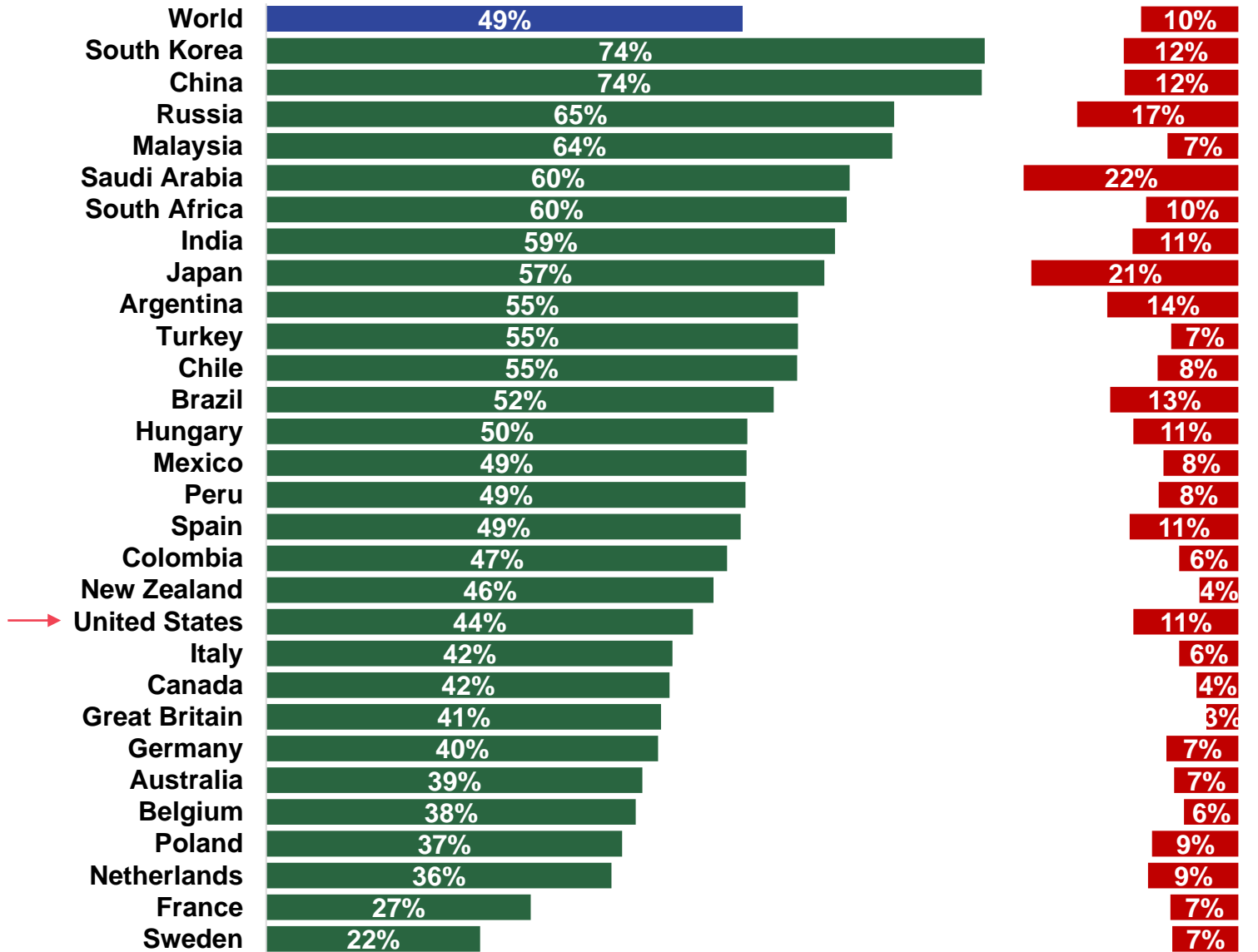
■ Certain to/very likely/fairly likely ■ Fairly unlikely/very unlikely/certain not to

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



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

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

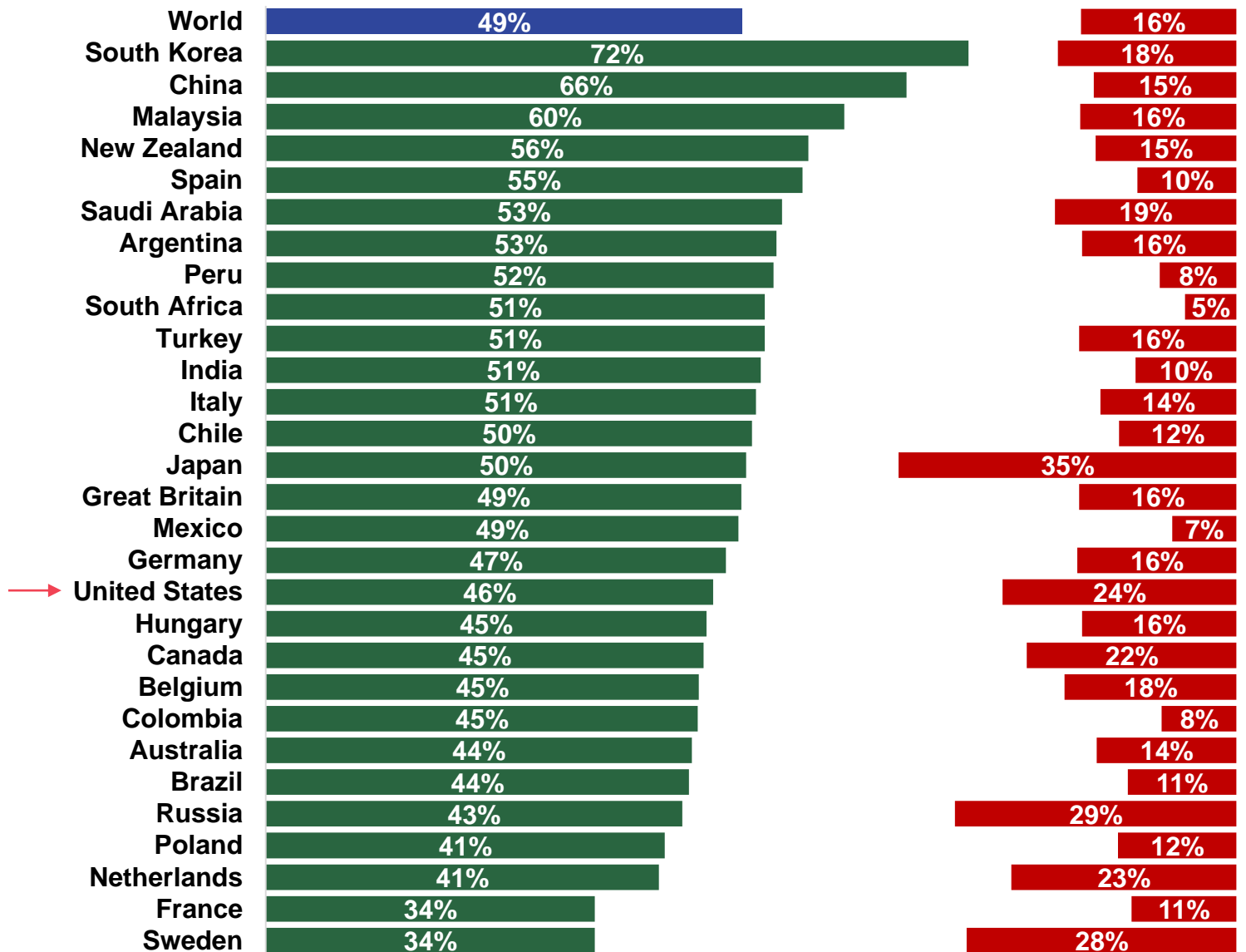


Willingness to save water at home

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 yard



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

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

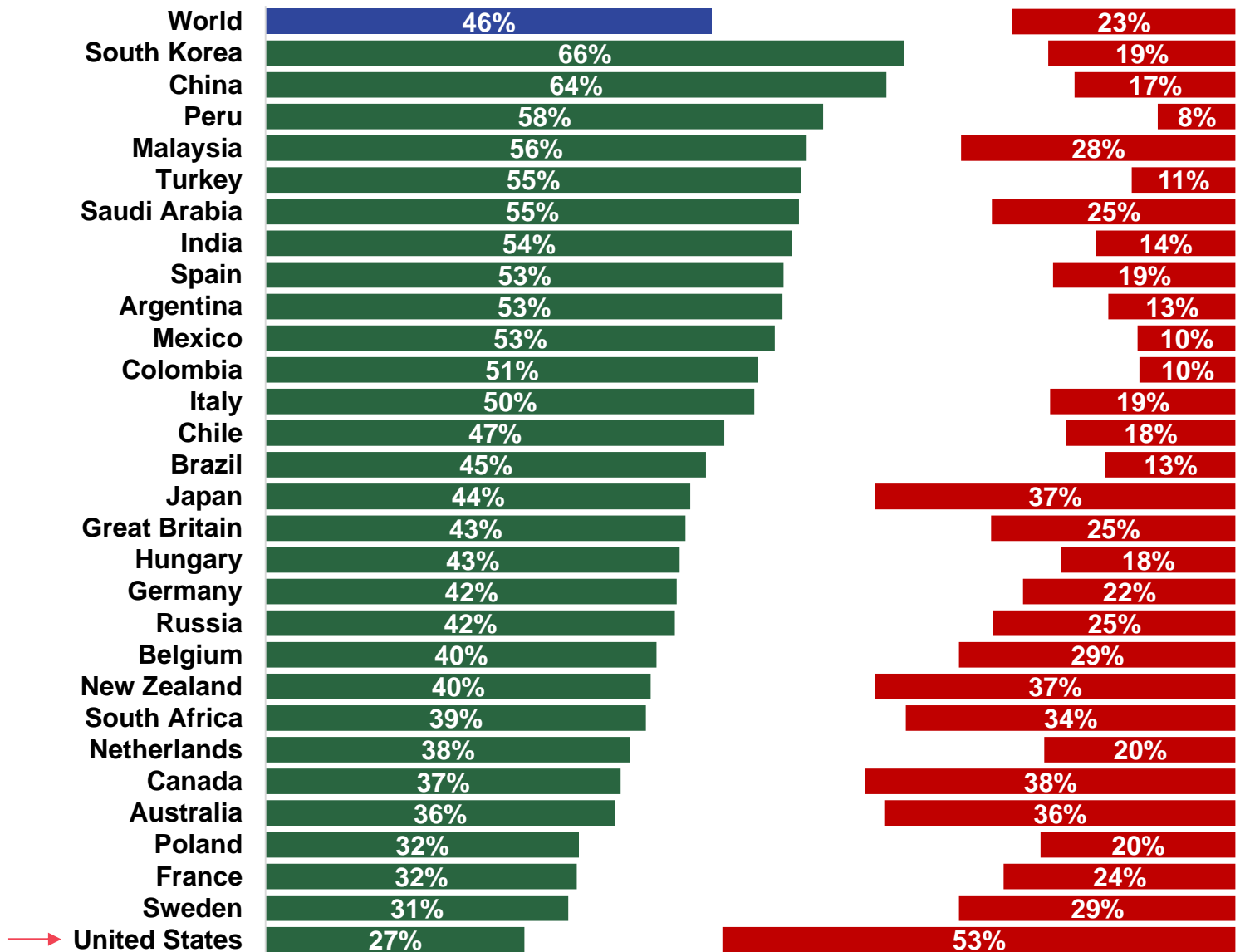


Willingness to change daily travel

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 transportation instead of driving a car or motorcycle



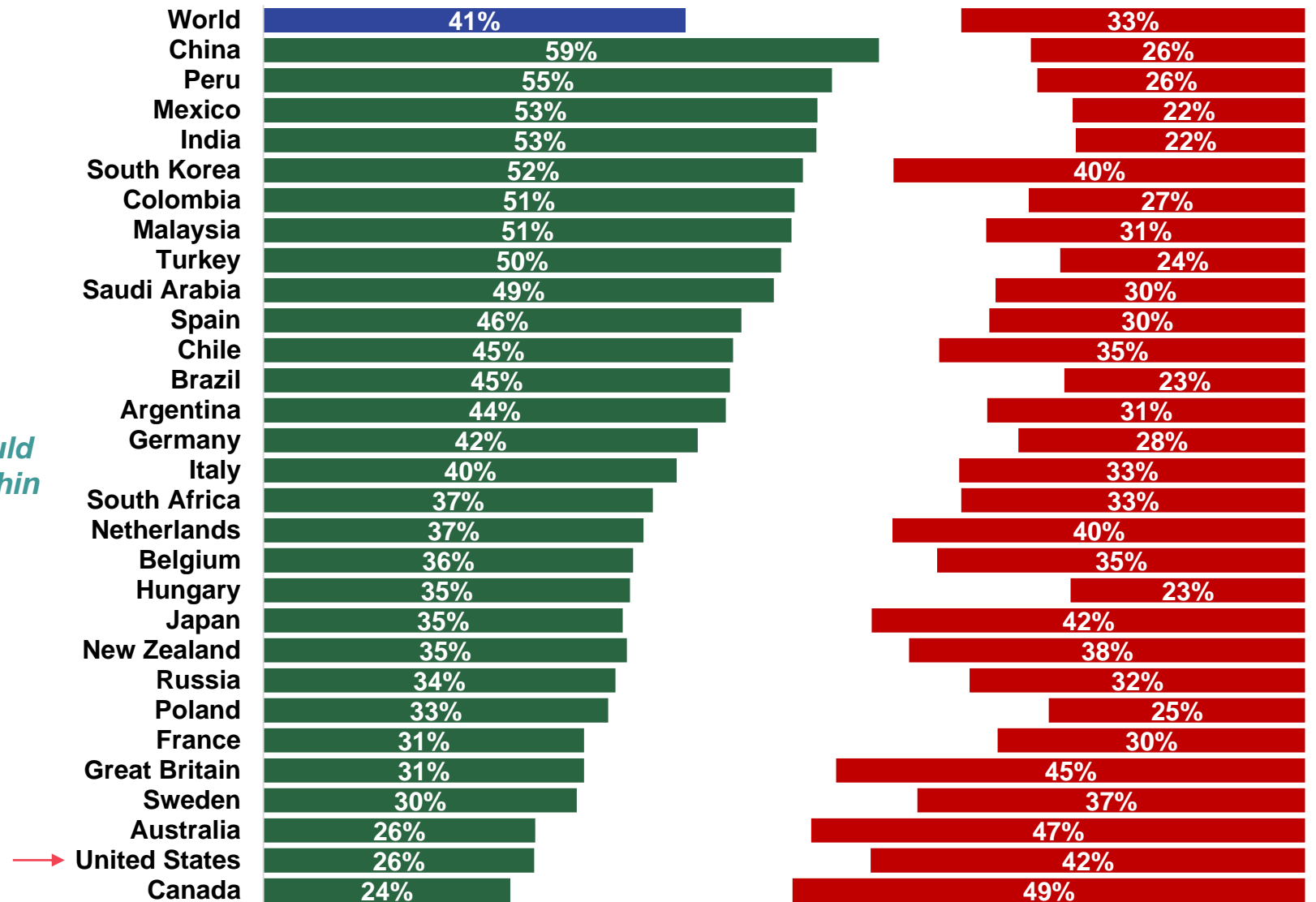
■ Certain to/very likely/fairly likely ■ Fairly unlikely/very unlikely/certain not to

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



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

■ Certain to/very likely/fairly likely

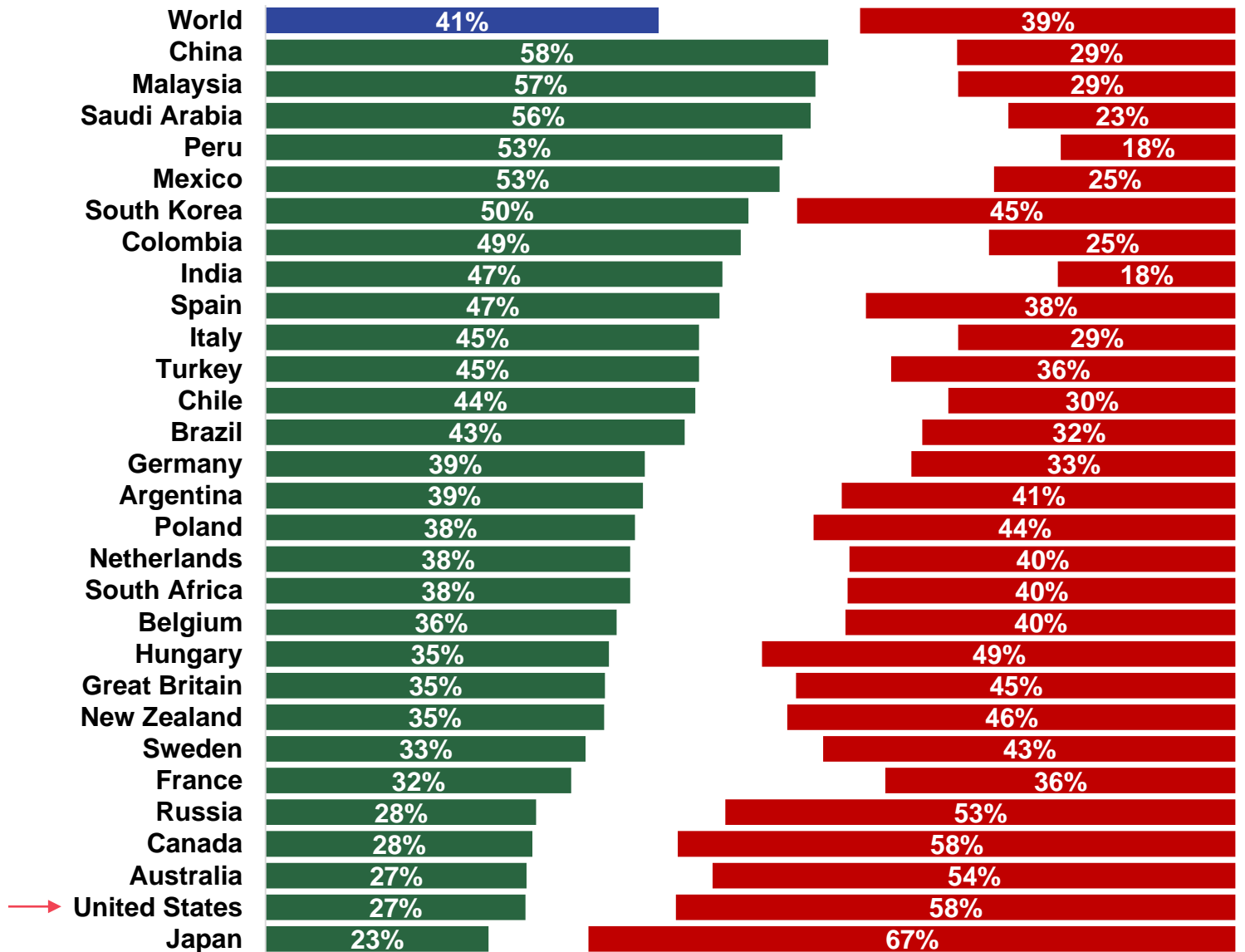
■ Fairly unlikely/very unlikely/certain not to

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



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

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

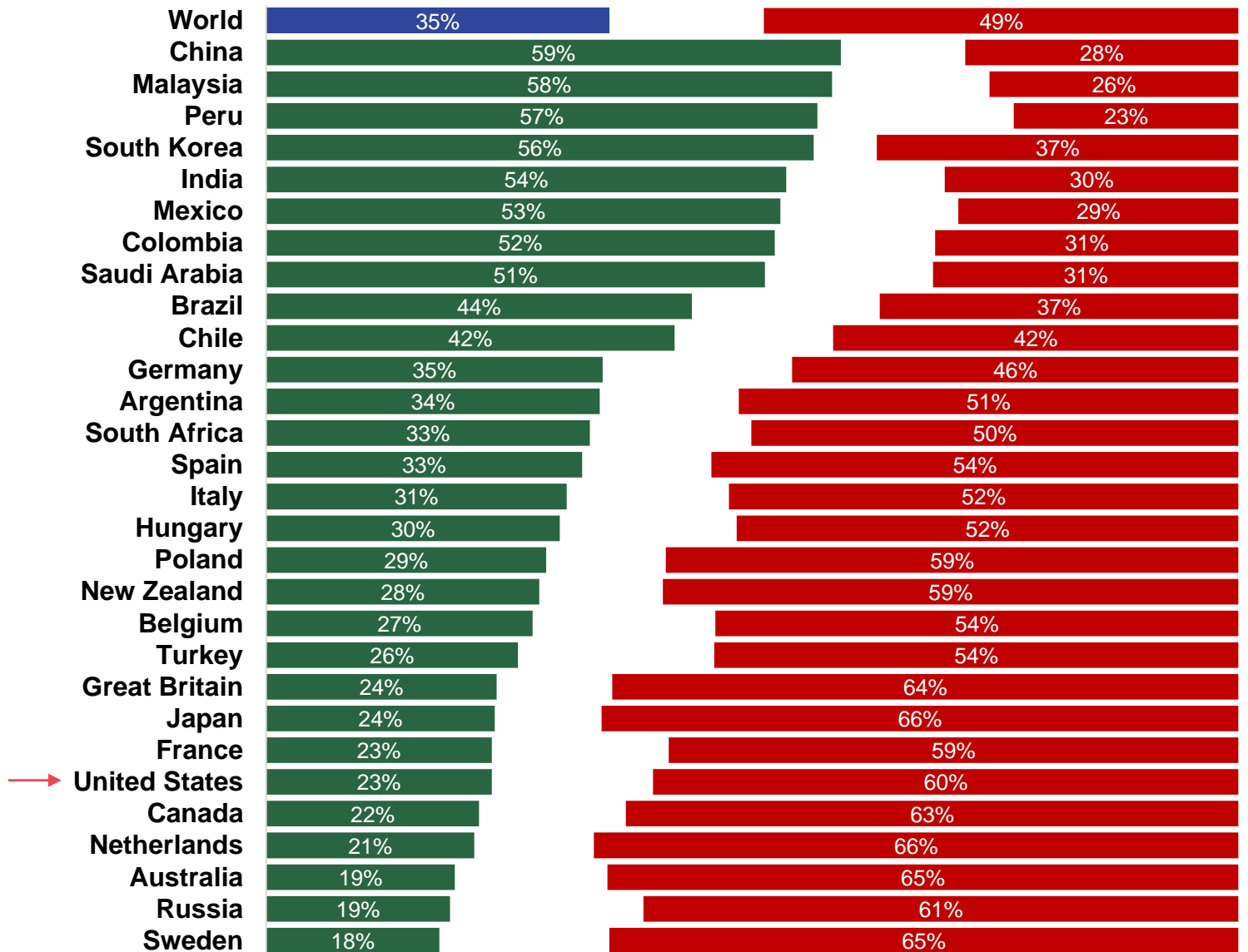


Willingness to eat and drink fewer dairy products

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 soy milk



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

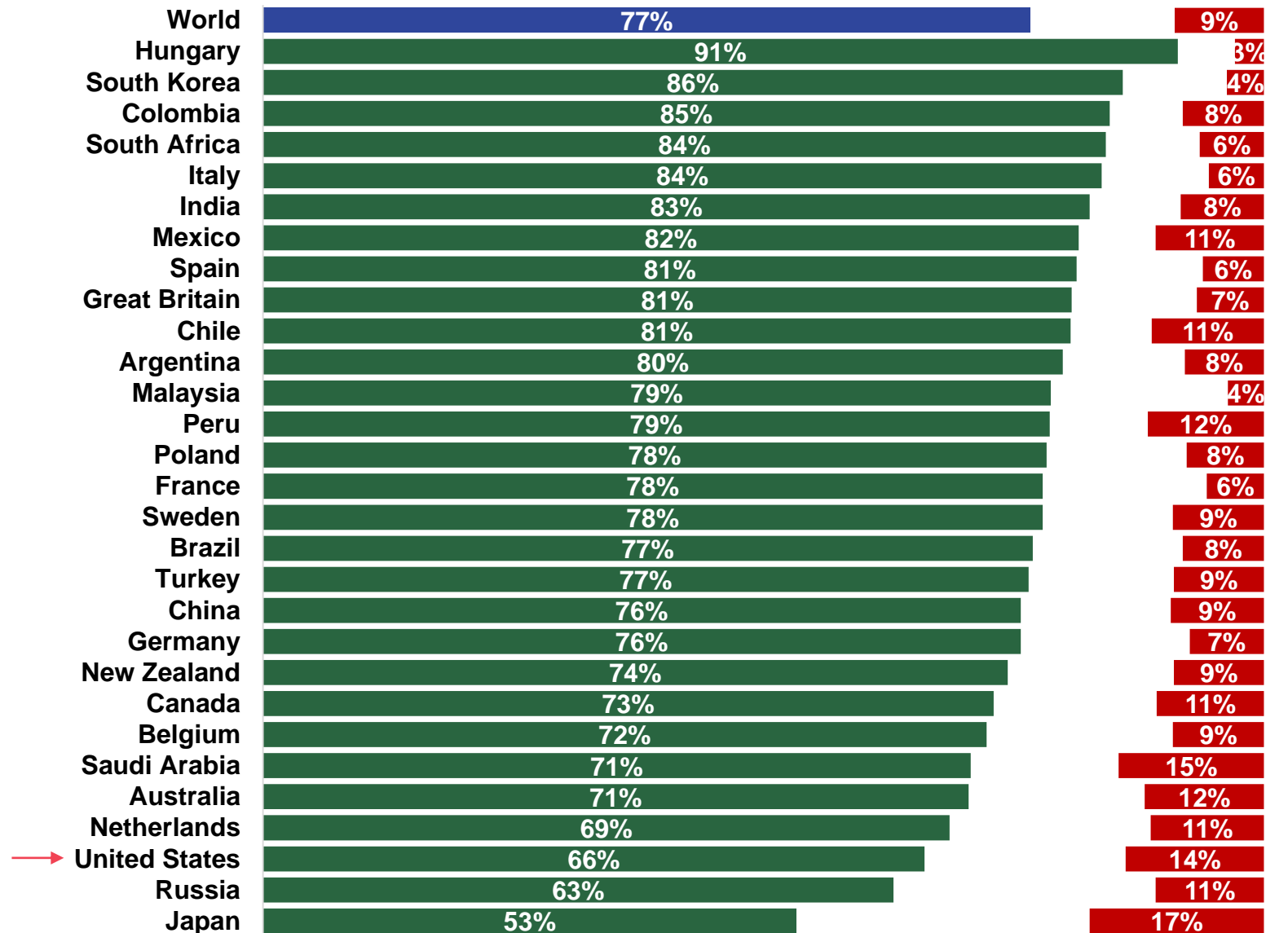
■ Certain to/very likely/fairly likely ■ Fairly unlikely/very unlikely/certain not to

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'



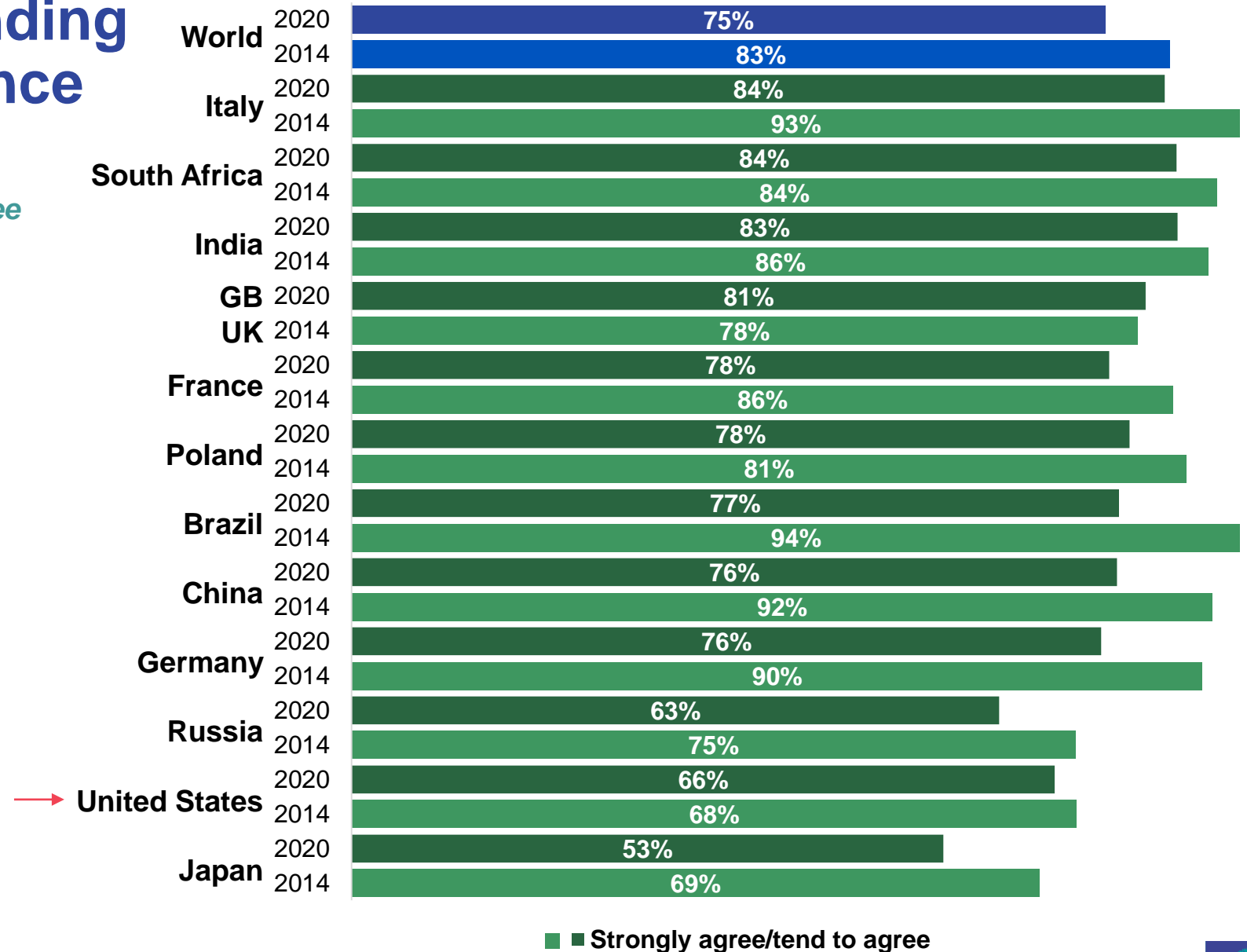
Base: 20,590 online adults aged 16-74:
Fieldwork dates: February 21 - March 6, 2020

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

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.'



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

Methodology

The findings come from two surveys conducted by Ipsos on the Global Advisor online platform.

One is a 14-country survey conducted April 16-19, 2020 among 28,029 adults aged 18-74 in Canada and the United States and 16-74 in Australia, Brazil, China, France, Germany, Italy, India, Japan, Mexico, Russia, Spain and the United Kingdom. The sample consisted of approximately 2,000+ individuals in each of the 14 countries. The other is a 29-country survey conducted February 21 - March 6, 2020 among 20,590 adults aged 18-74 in the United States, Canada, Malaysia, New Zealand, South Africa, and Turkey and aged 16-74 in 23 other markets. The sample for this survey included approximately 1000+ individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Mexico, Spain, Sweden, and the U.S.; and approximately 500+ individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Malaysia, the Netherlands, New Zealand, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain/UK, 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), Colombia, 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 markets should be viewed as reflecting the views of the more "connected" segment of these population.

The data is weighted so that each market'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 (www.ipsos.com).

The publication of these findings abides by local rules and regulations.

This report contains findings from four sample sets:

1

Worldwide 29 country study

- 29-country survey conducted 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
- Countries: 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

- 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
- Countries: Brazil, China, France, Great Britain*, Germany, India, Italy, Japan, Poland, Russia, South Africa and the United States of America

* *Great Britain = United Kingdom minus Northern Ireland*

3

12 country online study conducted in 2014, for comparison

- 12-country sub-set of a 2014 global survey conducted via the Ipsos Online Panel system
- Total base: 12,135 online adults aged 18-65 across 12 countries
- Fieldwork dates: September 26 to October 10, 2014
- Countries: Brazil, China, France, United Kingdom, Germany, India, Italy, Japan, Poland, Russia, South Africa and the United States of America.

4

14-country study on Covid-19 and climate change

- 14-country survey conducted via the Ipsos Online Panel system
- Total base: 28,029 online adults aged 16-74 across 14 countries
- Fieldwork dates: April 16-19, 2020
- Countries reporting herein are Australia, Brazil, China, Canada, France, Germany, Great Britain*, India, Italy, Japan, Mexico, Russia, Spain and the United States of America

THANK YOU.

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