

# EARTH DAY 2020

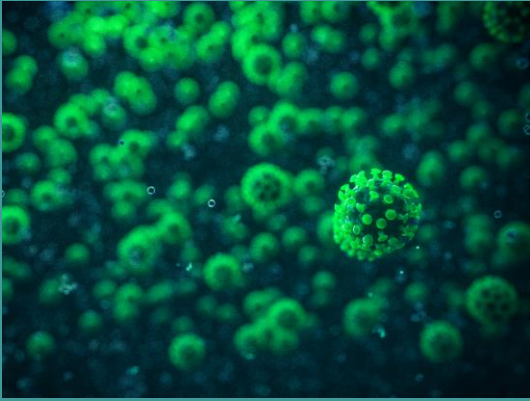
**How does the world view climate change and Covid-19?**

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.



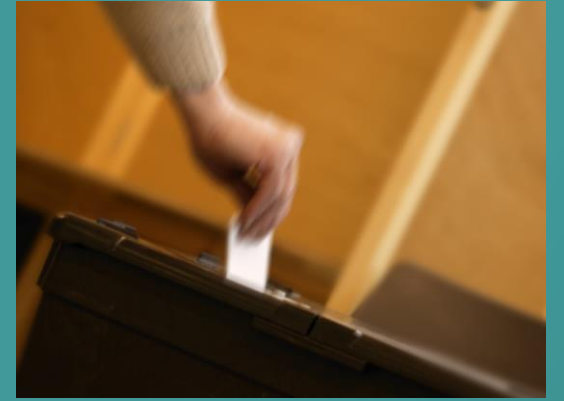
**71%** globally agree that in the long term, climate change is as serious a crisis as Covid-19.



**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.

# 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.



# Covid-19 and climate change

How do the public view the two crises?

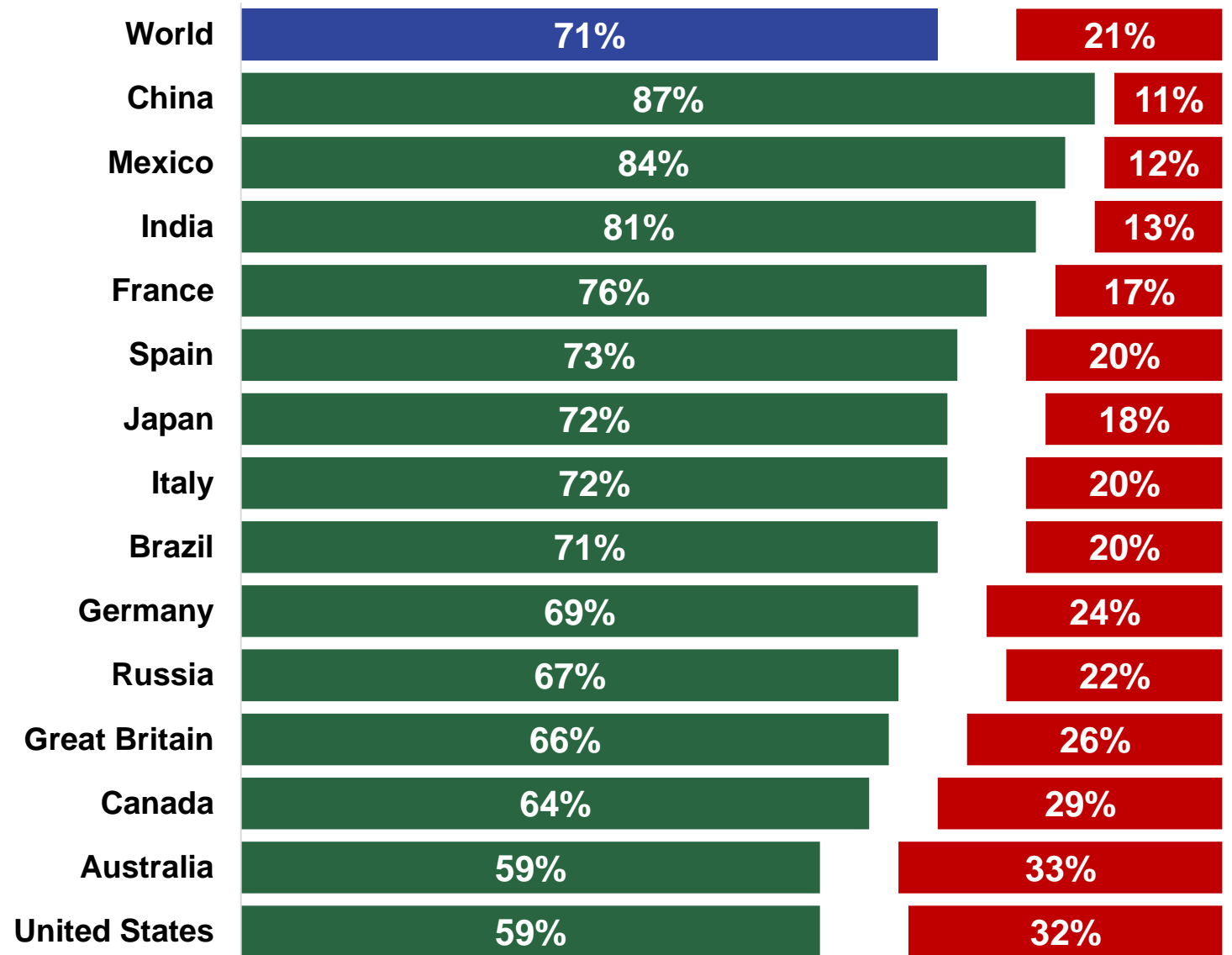


# Seriousness of climate change in comparison to Covid-19

## 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*



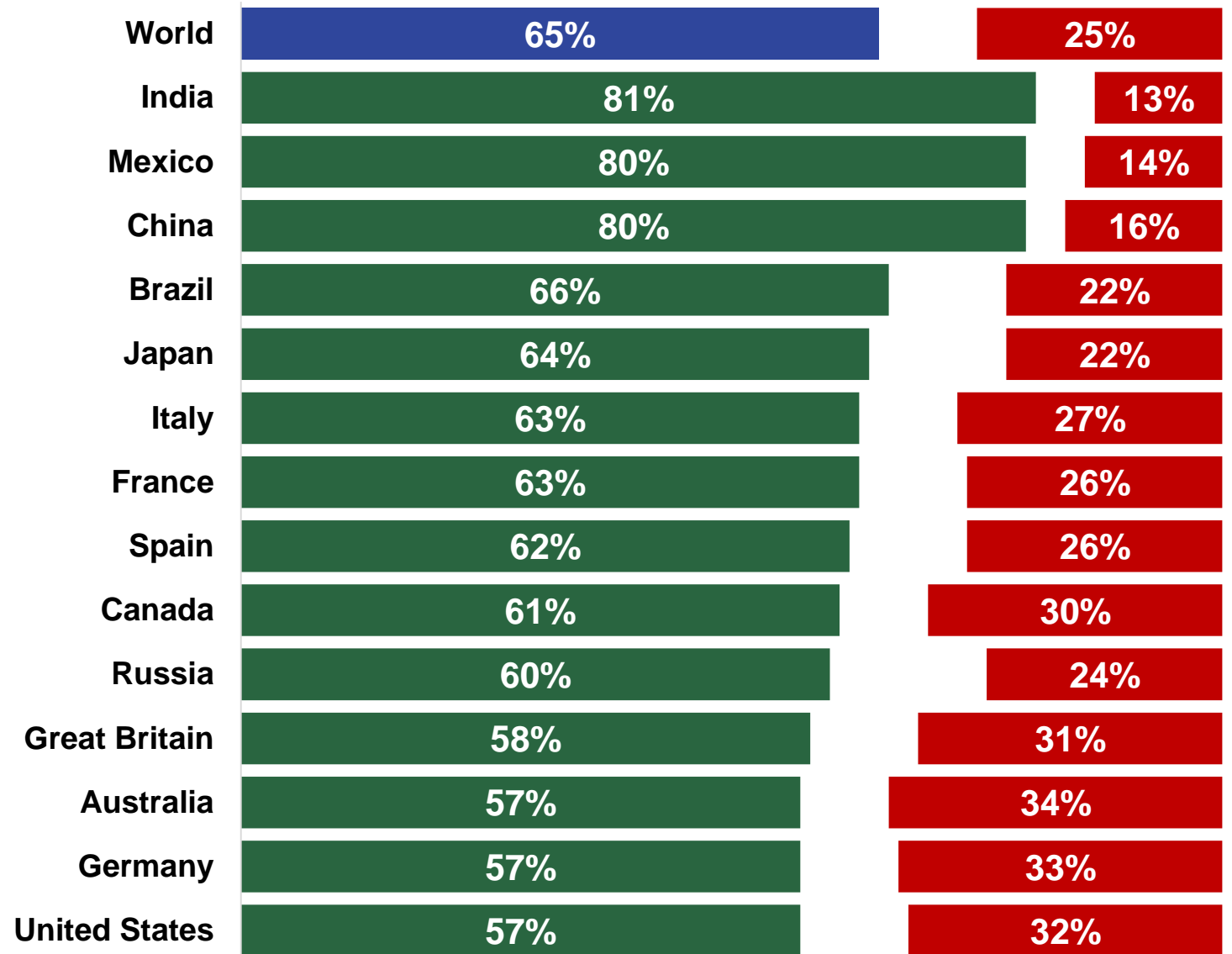
Base: 28,029 online adults aged 16-74: Fieldwork dates: Thursday 16 to Sunday 19 April.

# 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: Thursday 16 to Sunday 19 April.

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

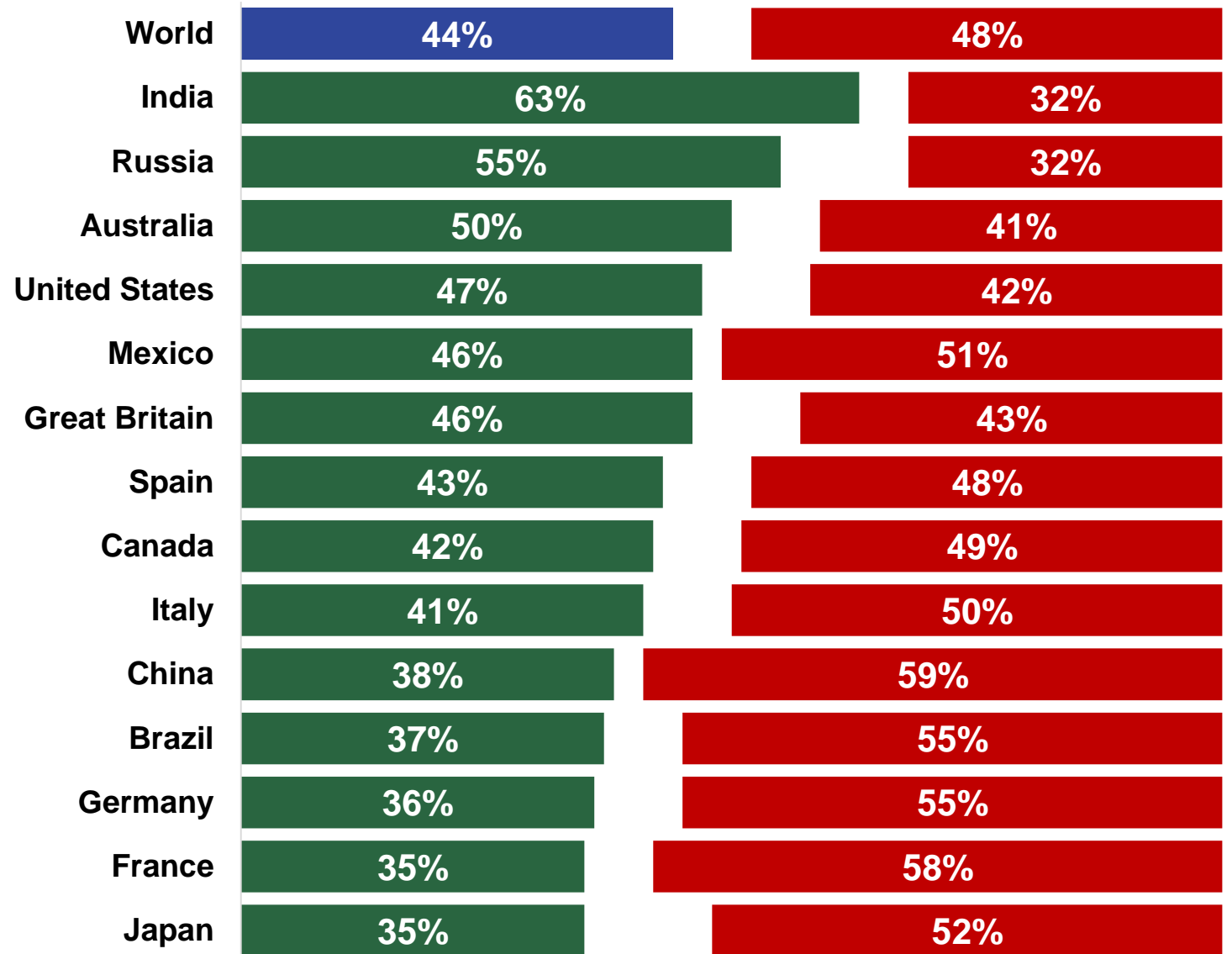
# Focus on economic recovery from Covid-19 first and foremost?

## 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: Thursday 16 to Sunday 19 April.



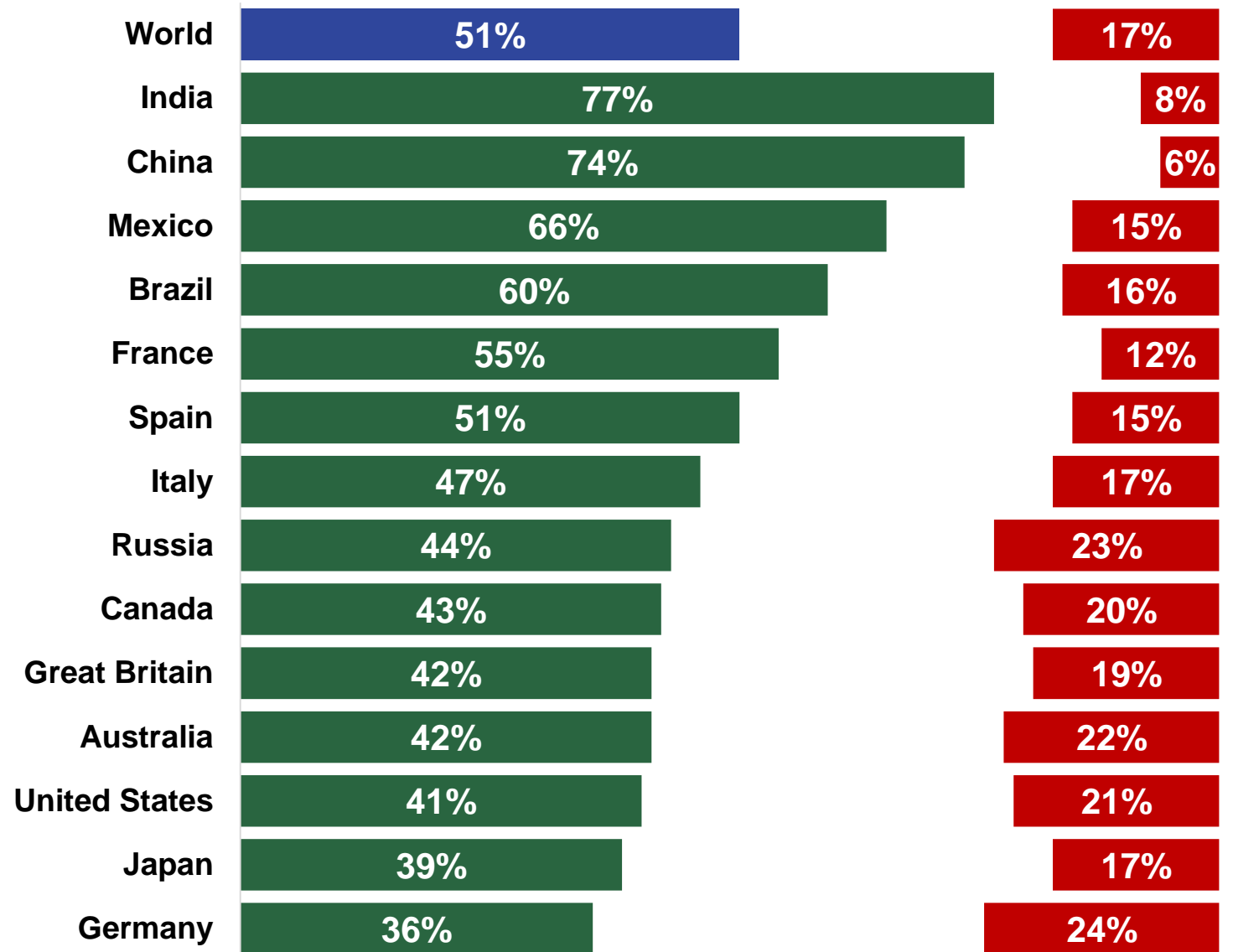
■ Strongly agree/tend to agree ■ Tend to disagree/strongly disagree

# 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: Thursday 16 to Sunday 19 April.

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

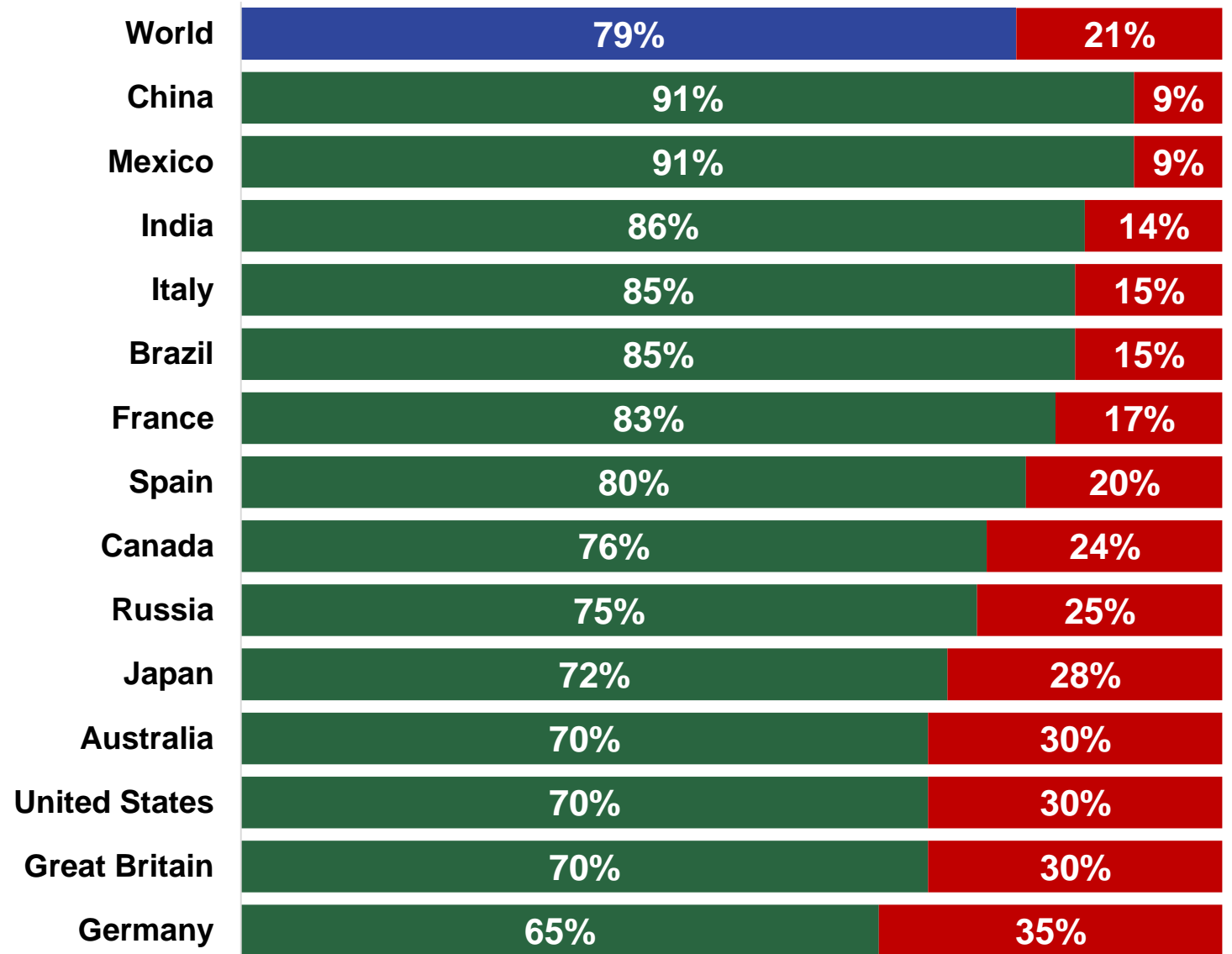


# Willingness to seek out products which are healthier and better for the environment

## 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*



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

Base: 28,029 online adults aged 16-74: Fieldwork dates: Thursday 16 to Sunday 19 April.

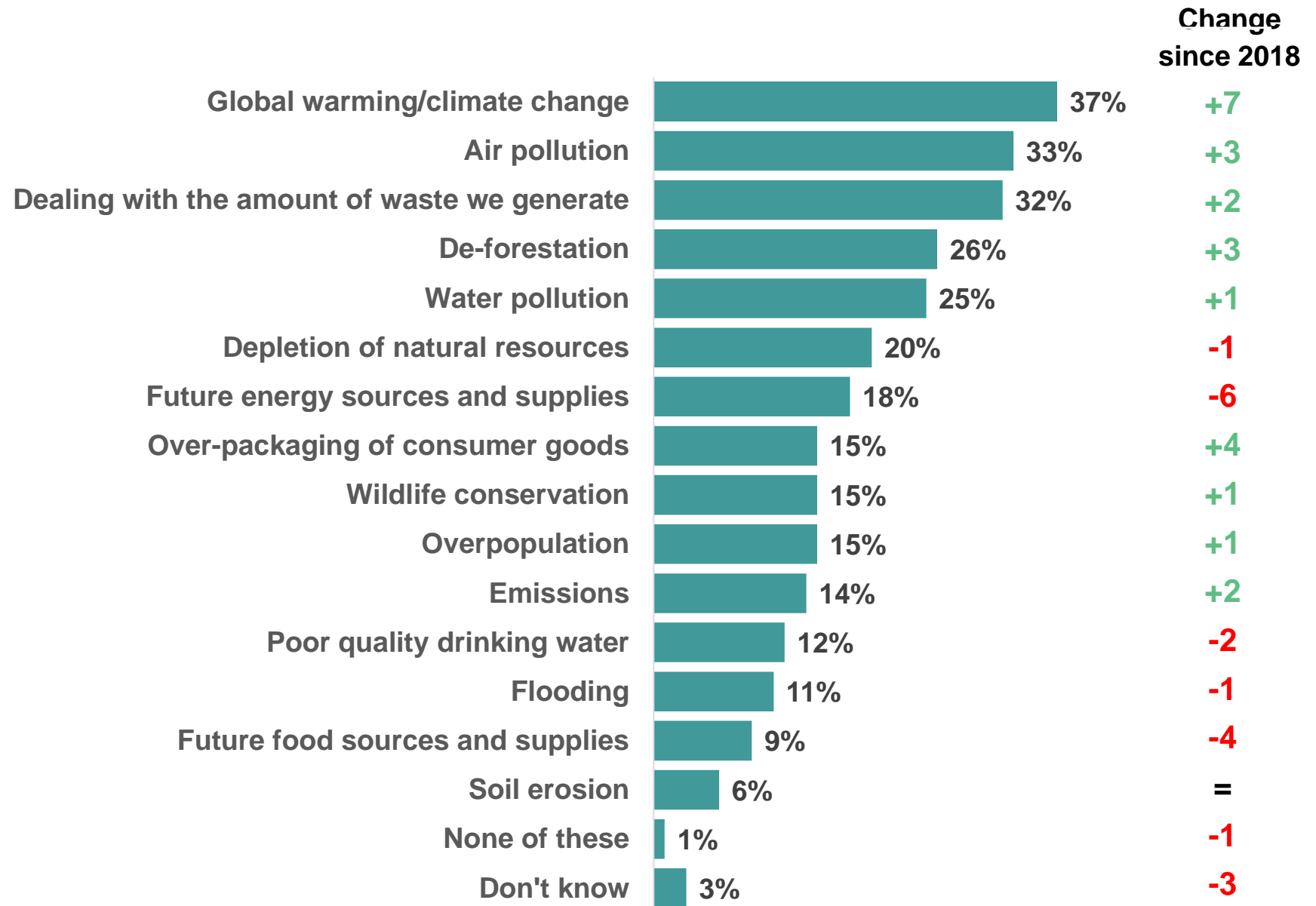
# Environmental issues

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?*



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

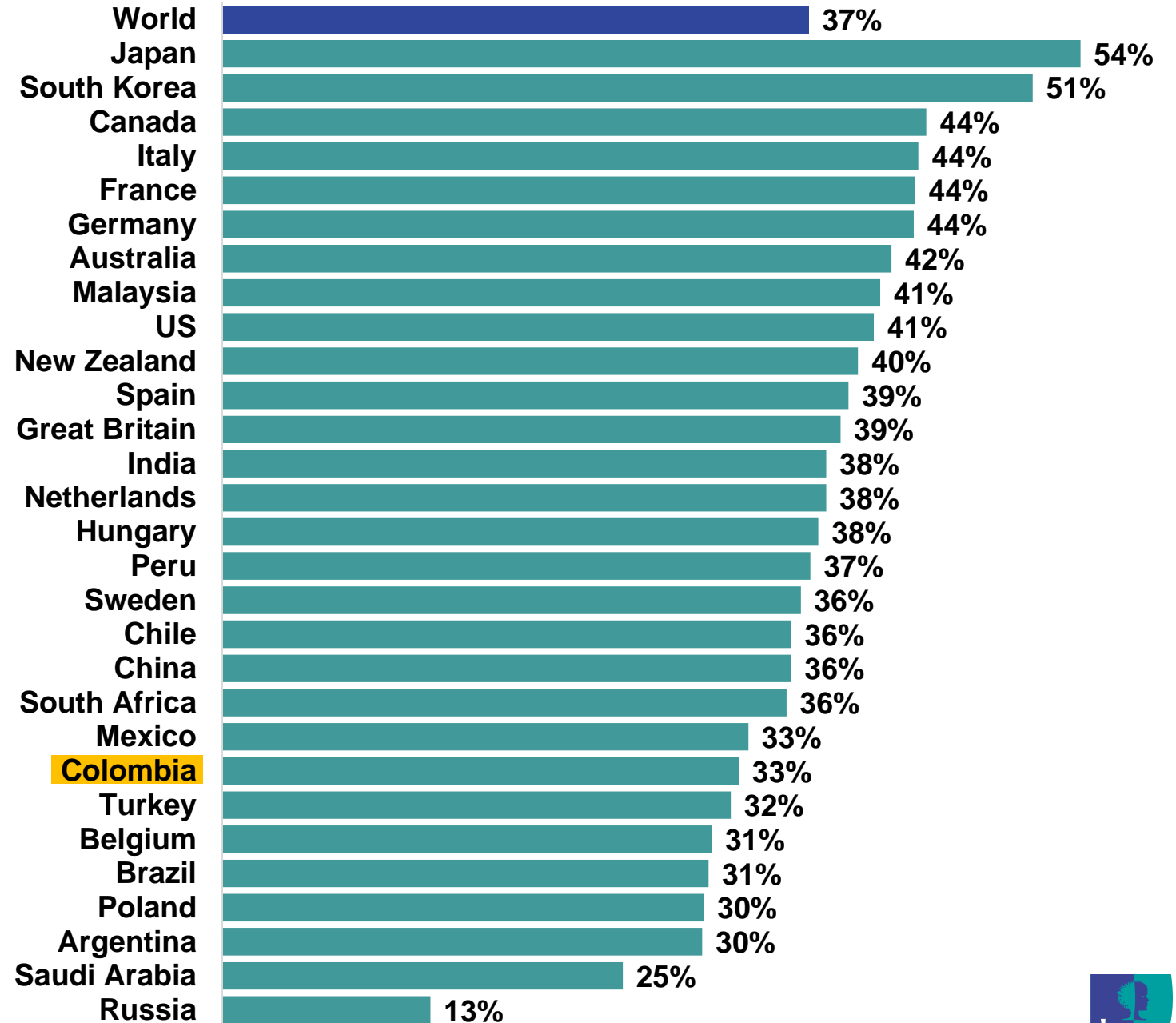


# Global warming/ climate change

## 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*



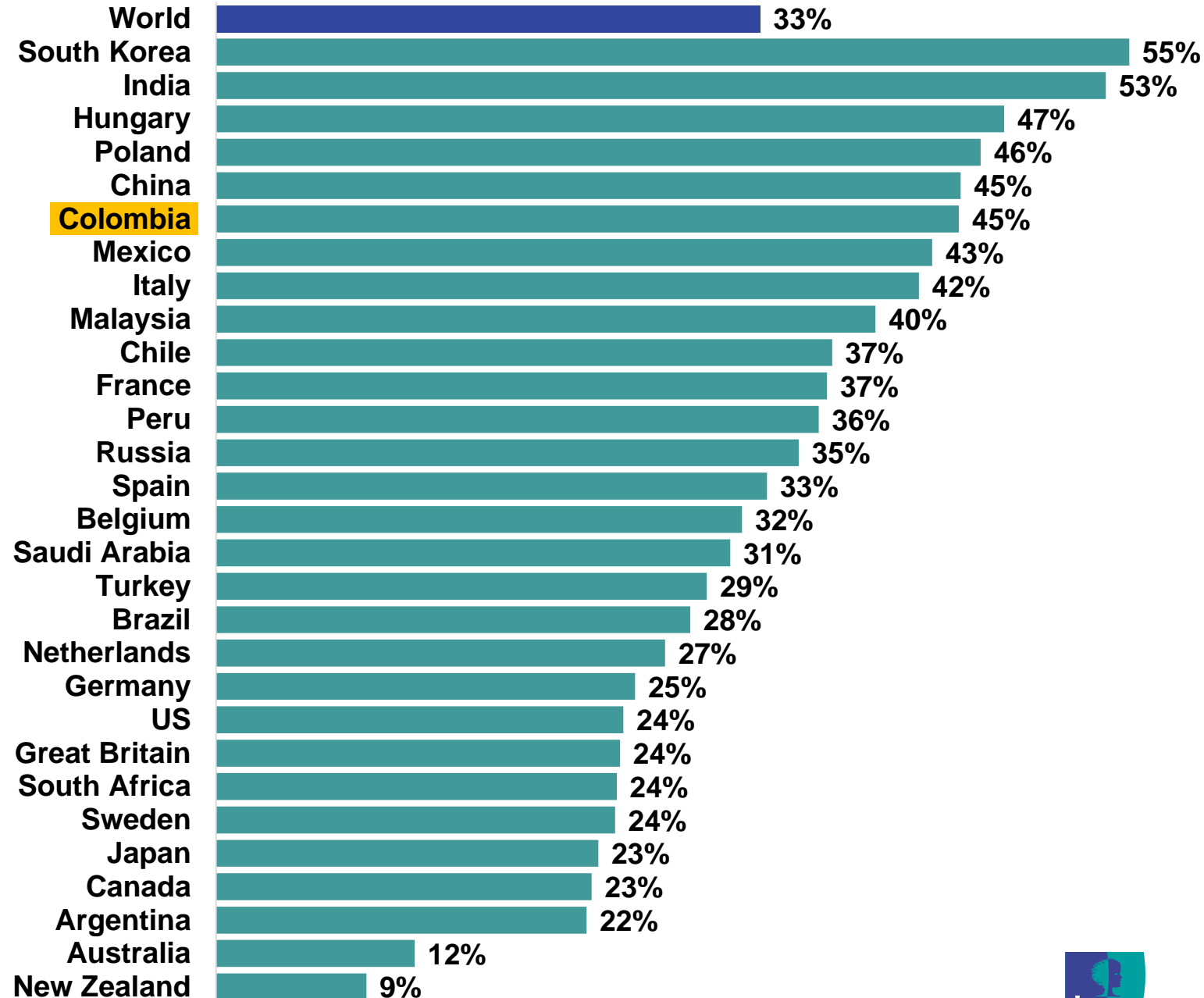
Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

# 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*



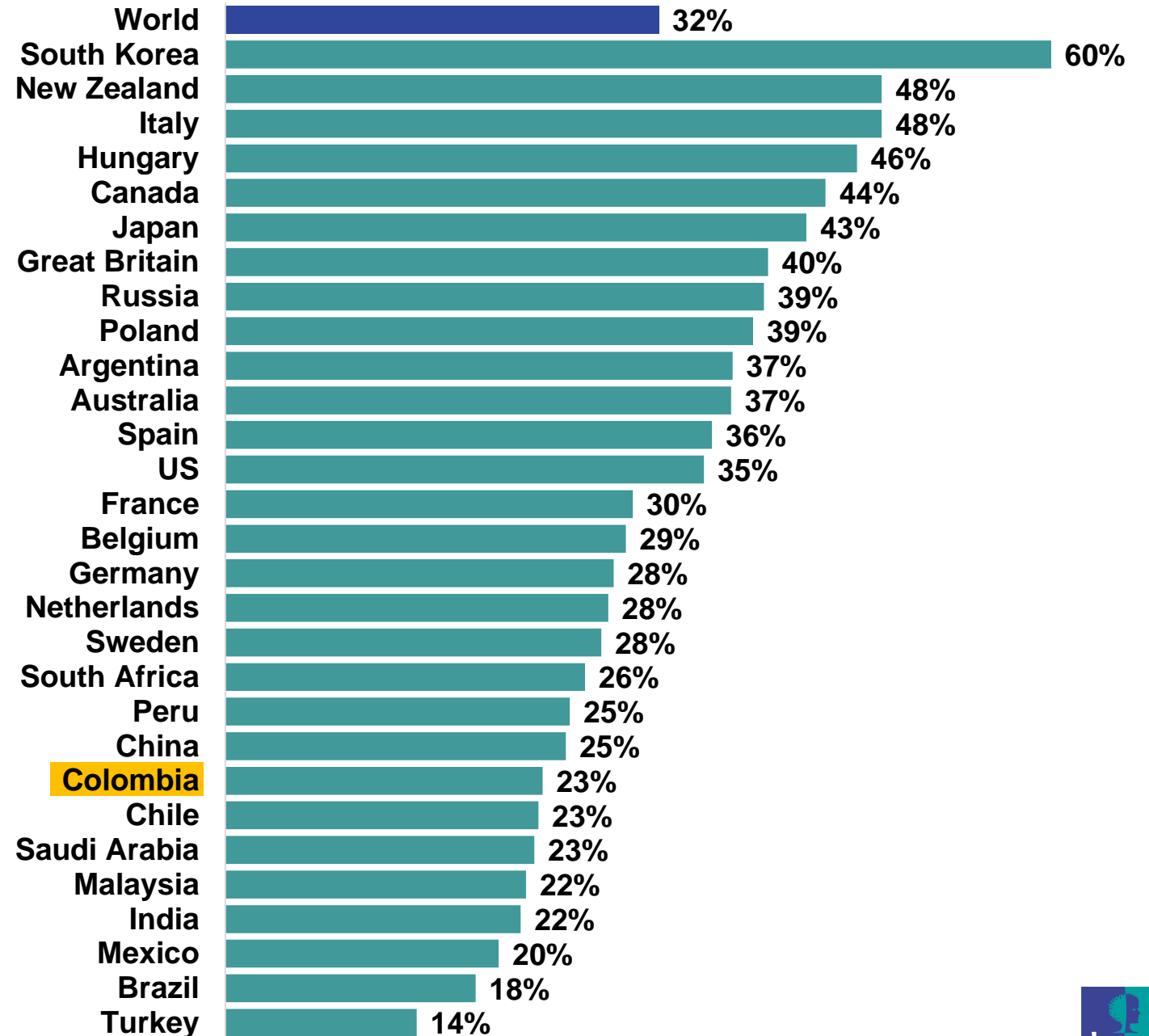
Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

# 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: Friday, February 21 to Friday, March 6, 2020

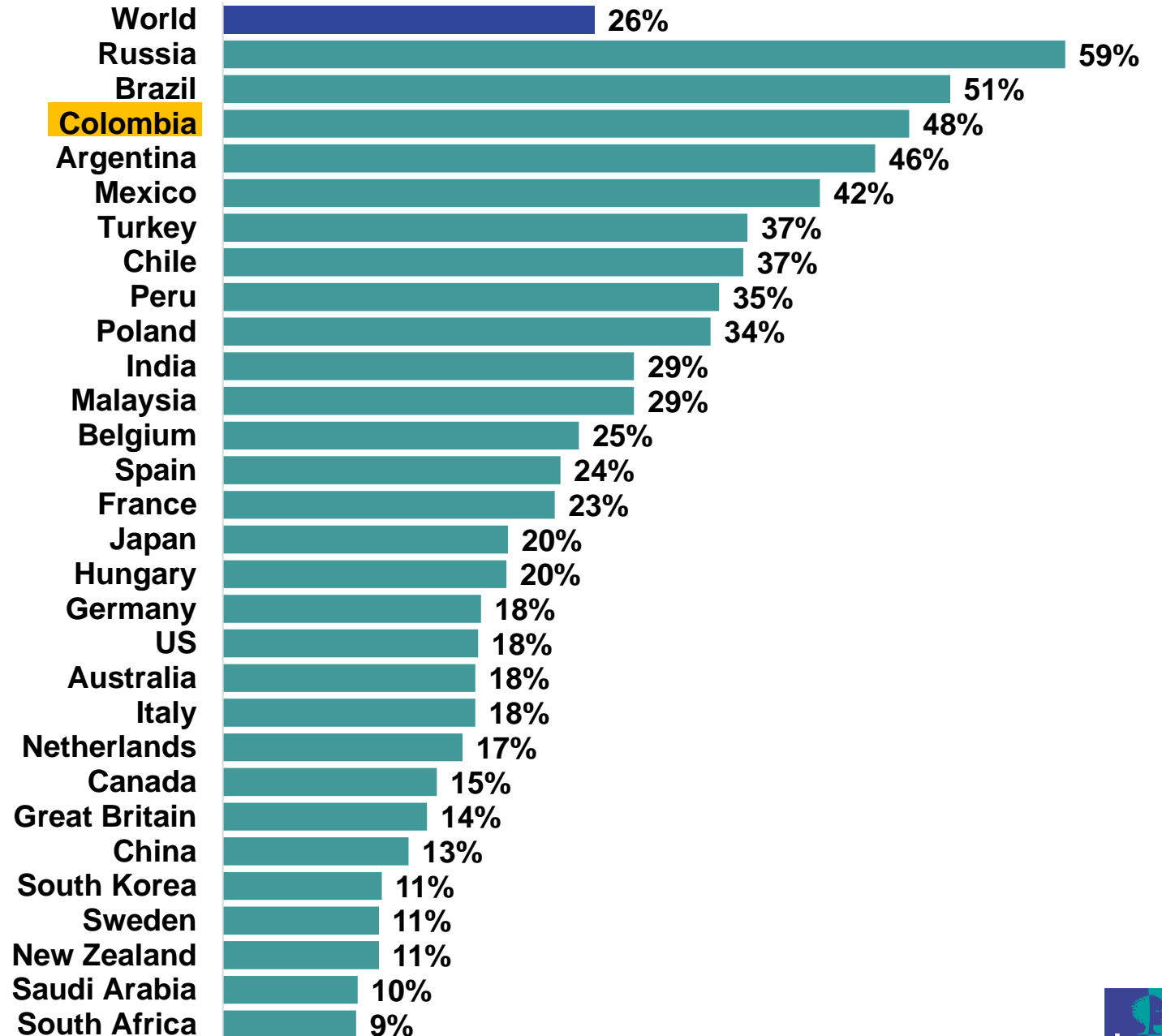


# De-forestation

## 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*



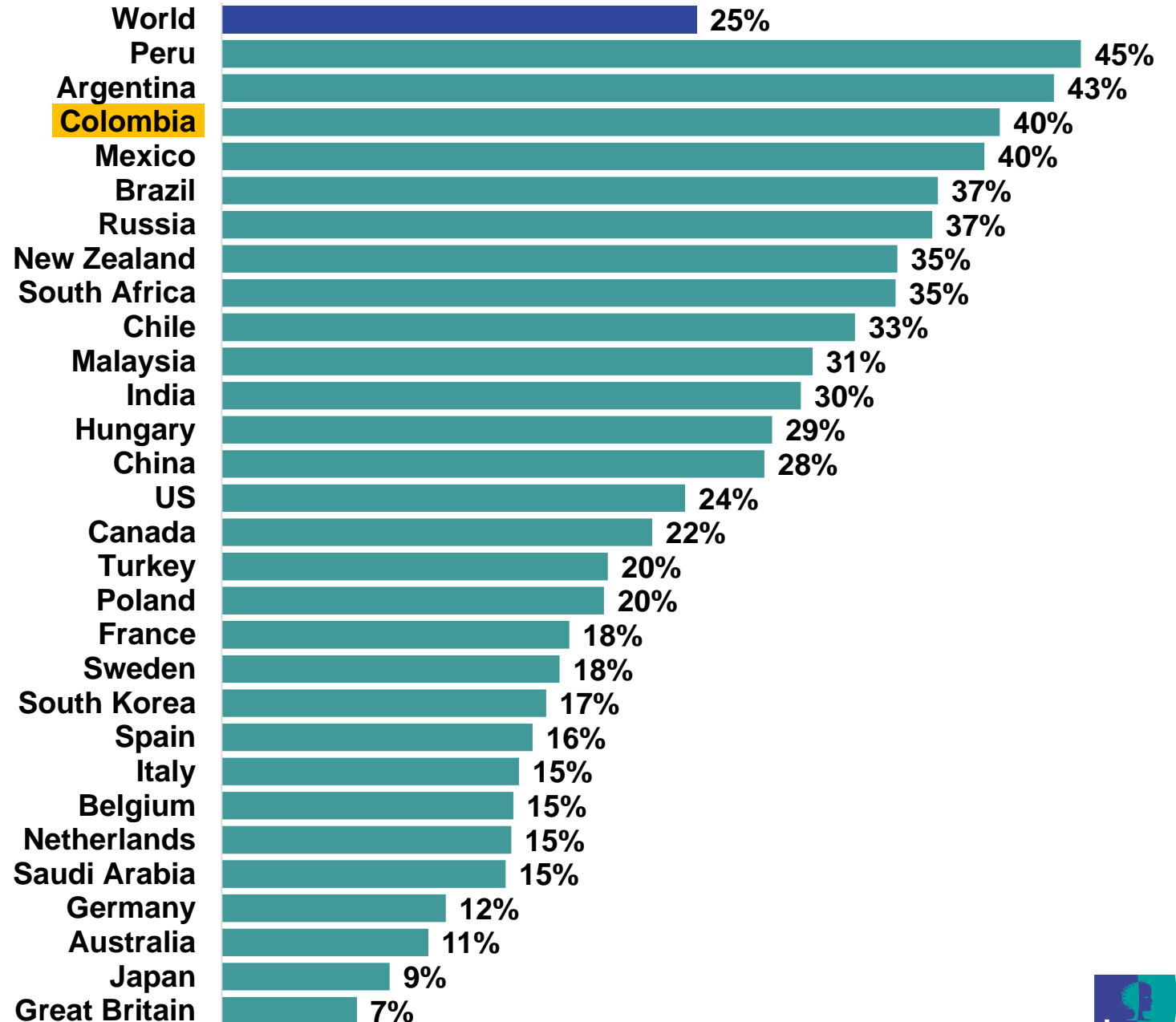
Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

# 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*



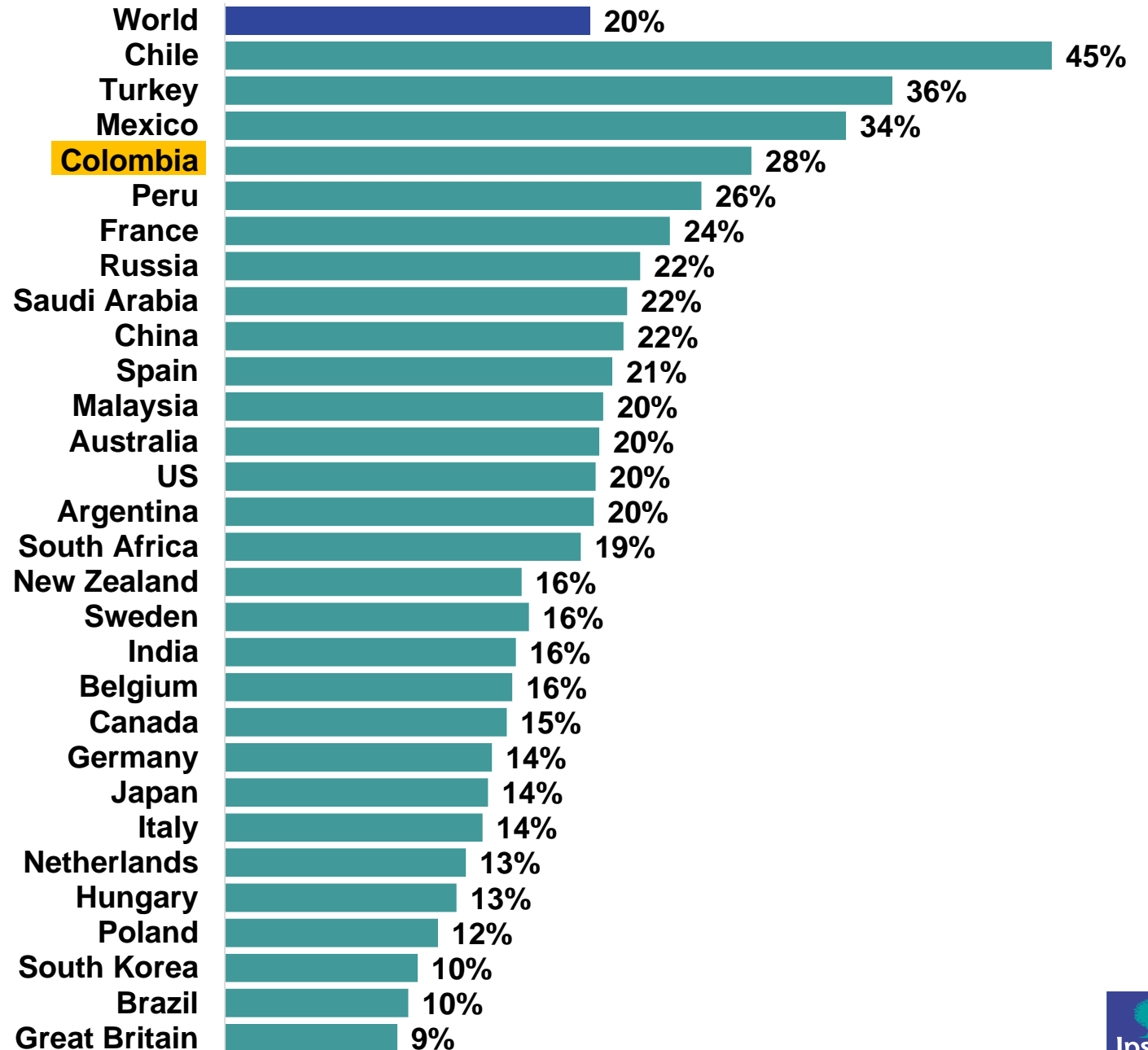
Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

# 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: Friday, February 21 to Friday, March 6, 2020

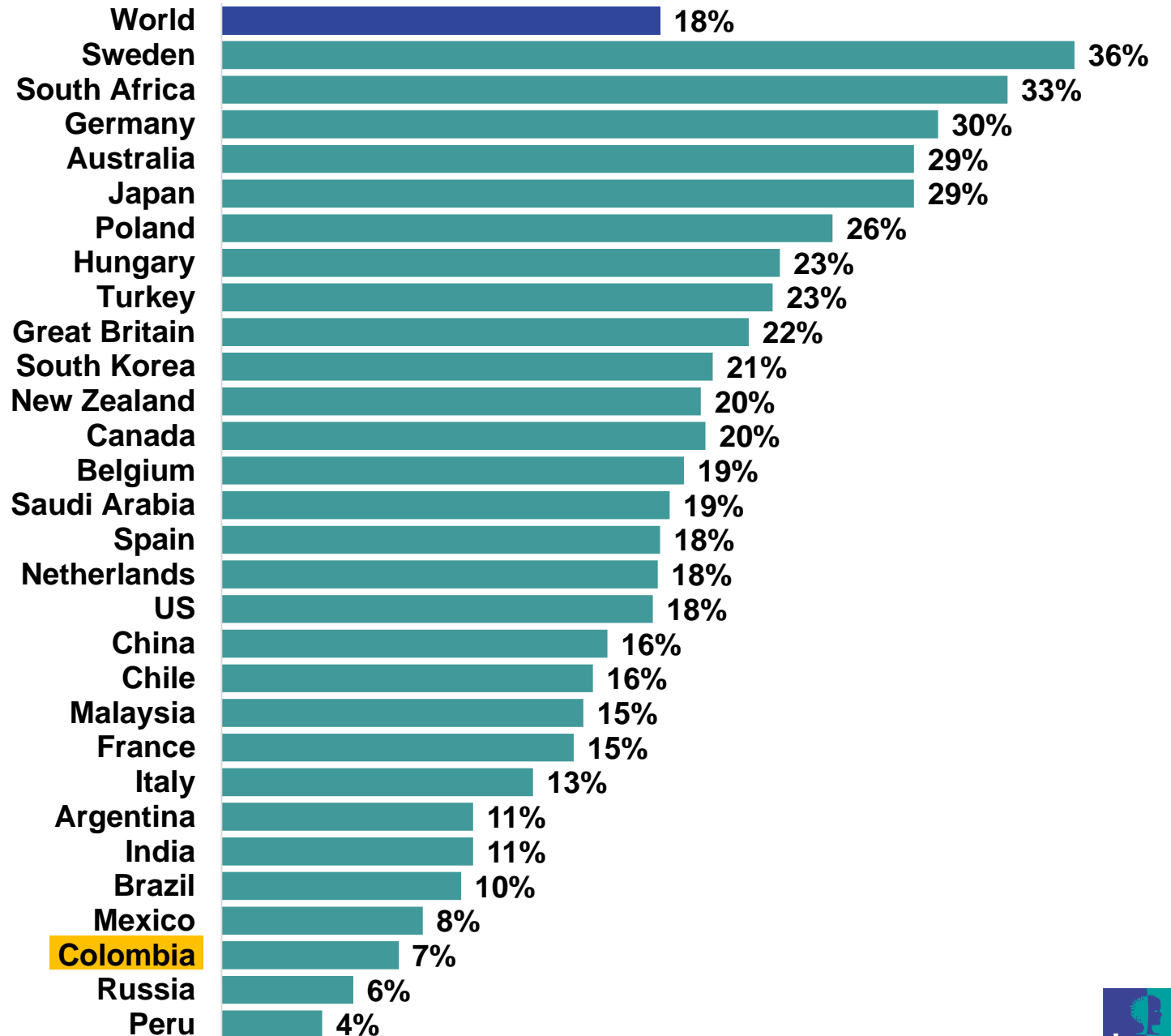


# Future energy sources and supplies

## 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*



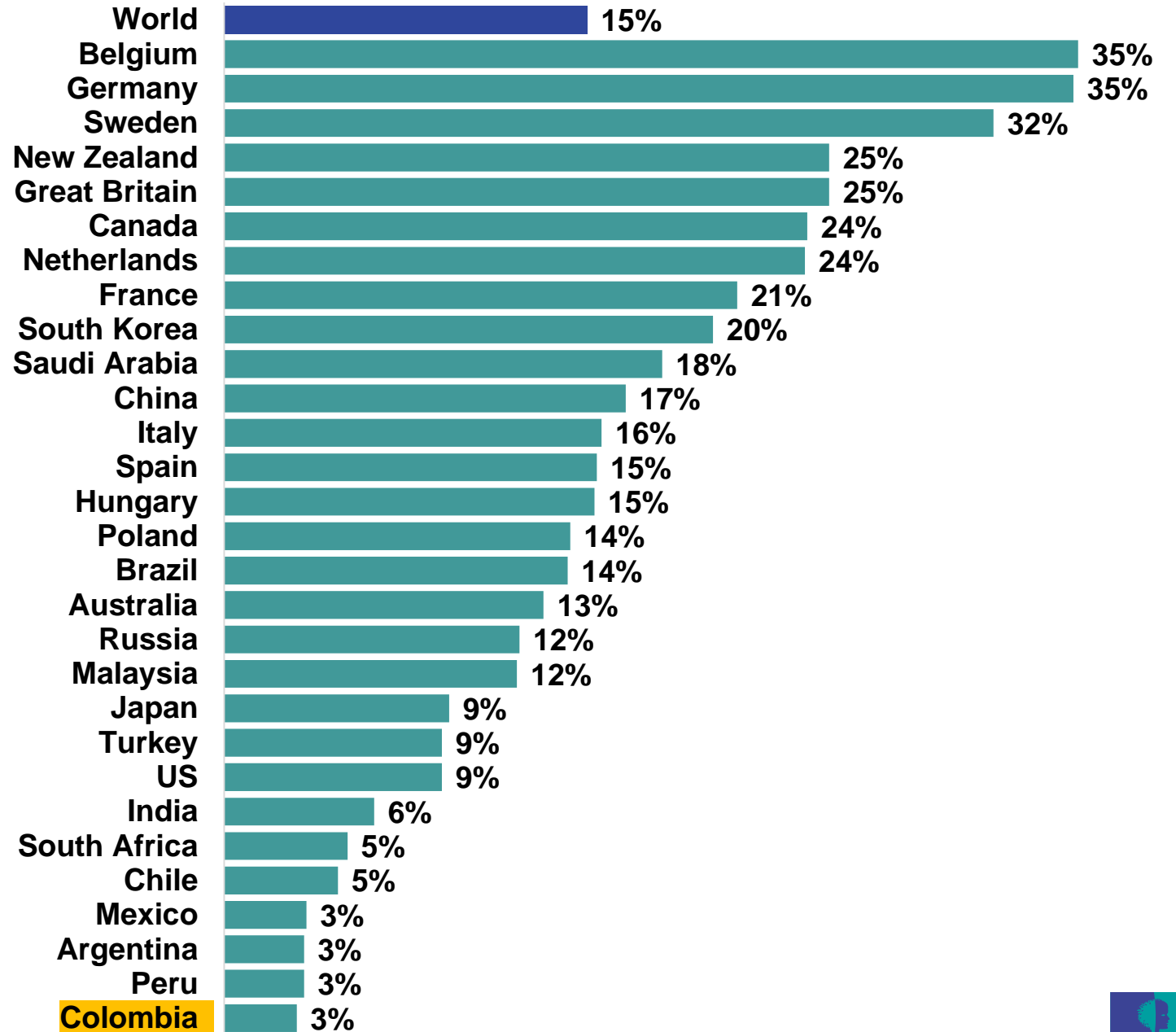
Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

# 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*



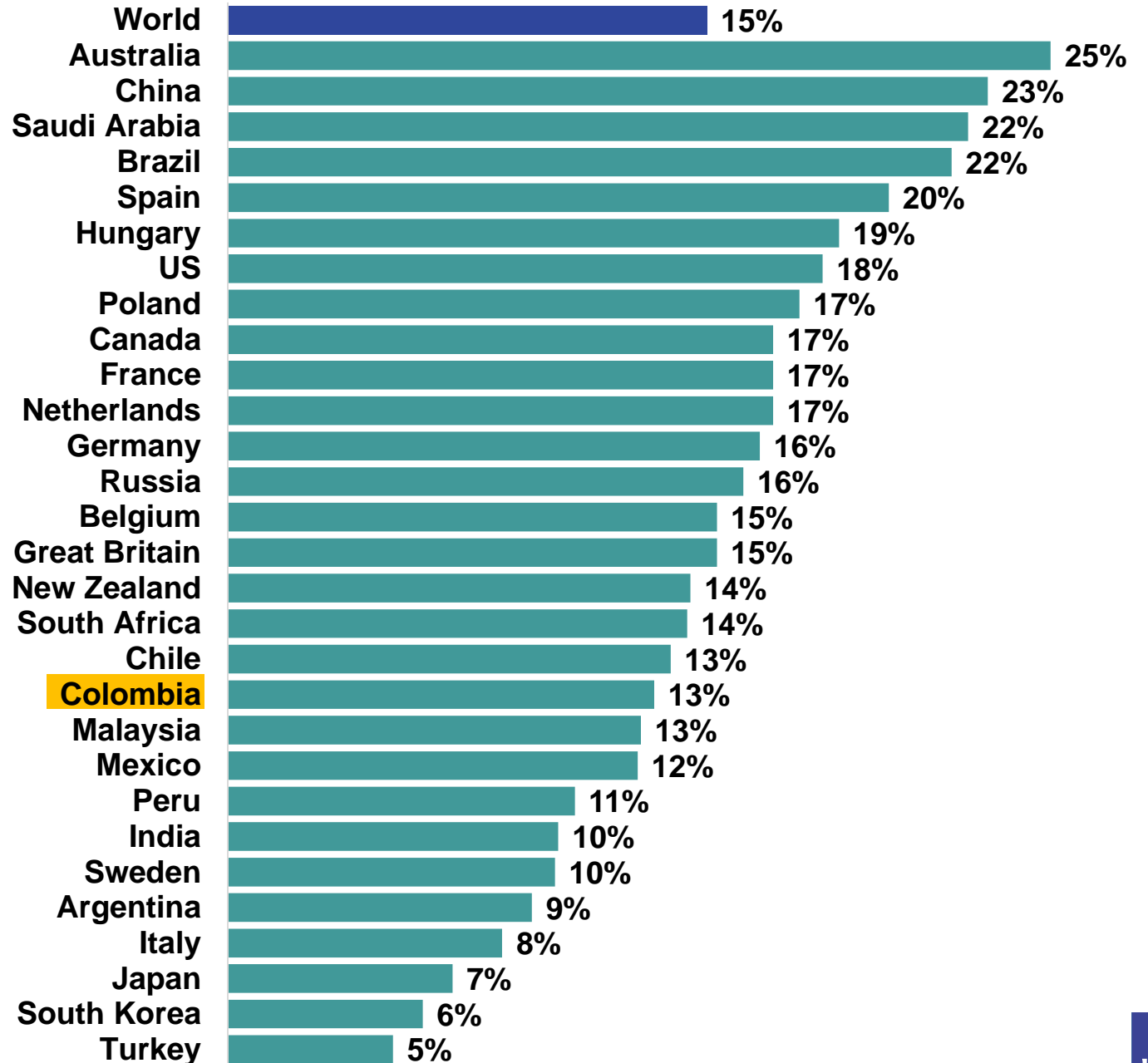
Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

# 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*



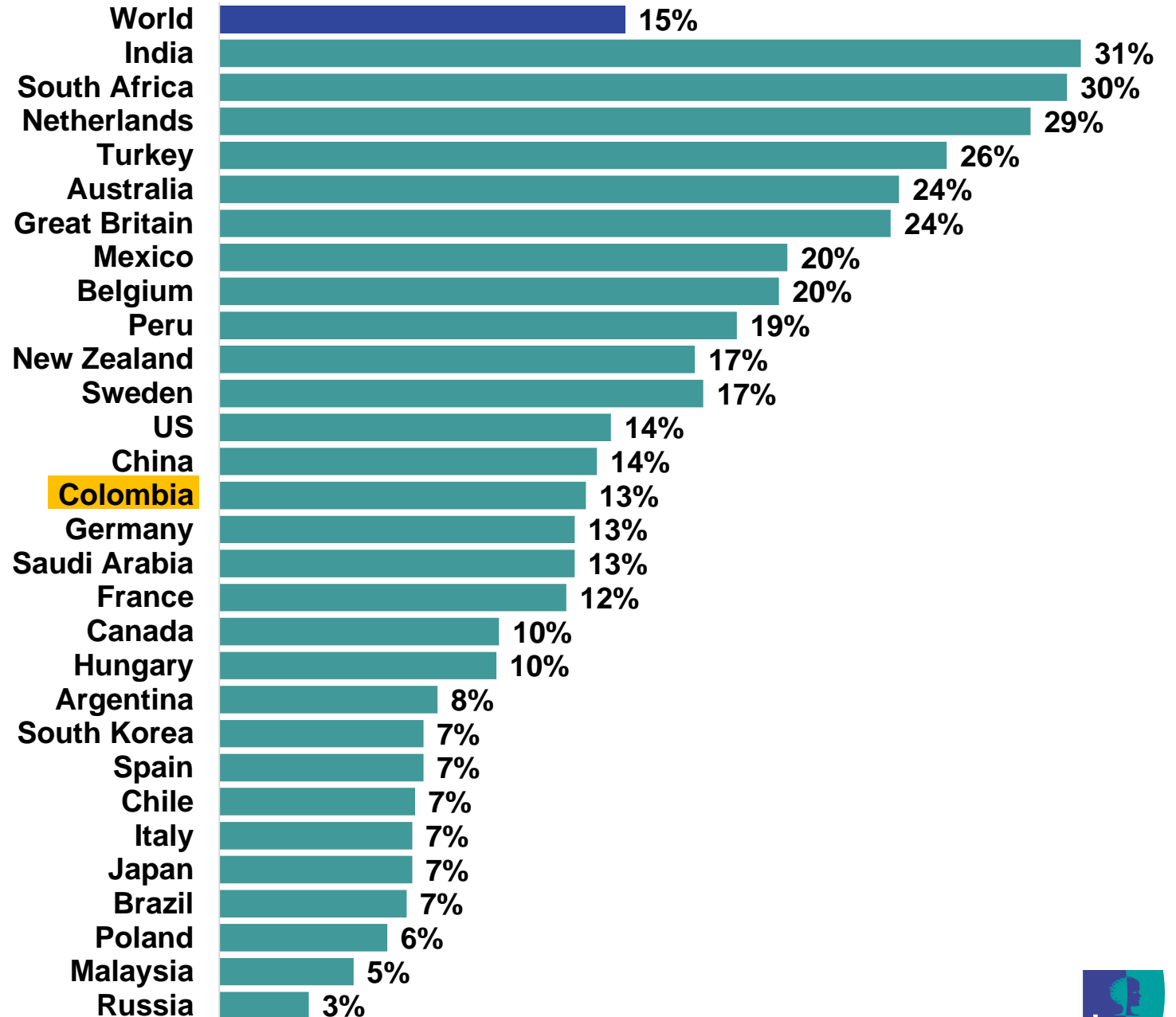
Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

# 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*



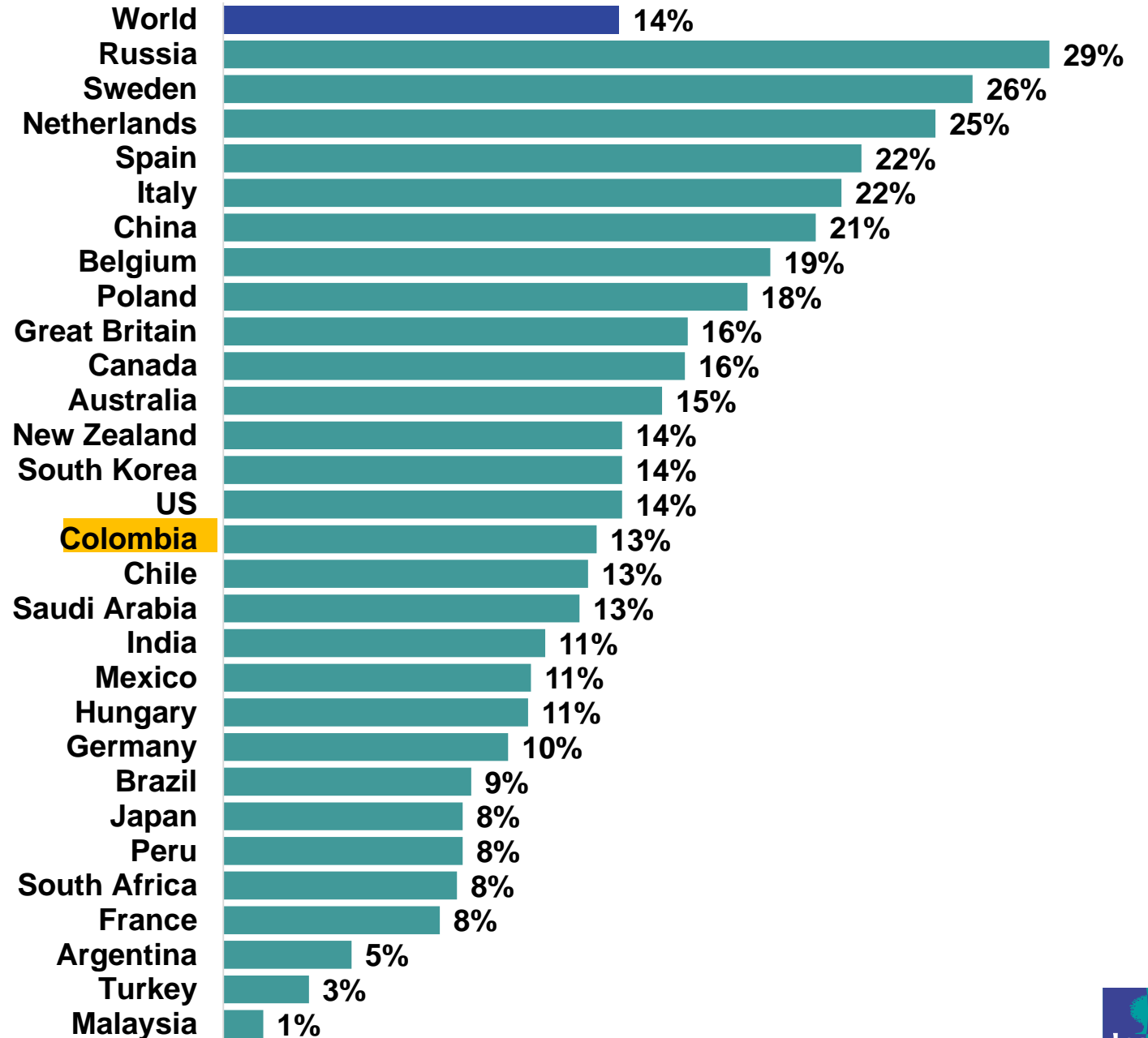
Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

# 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: Friday, February 21 to Friday, March 6, 2020

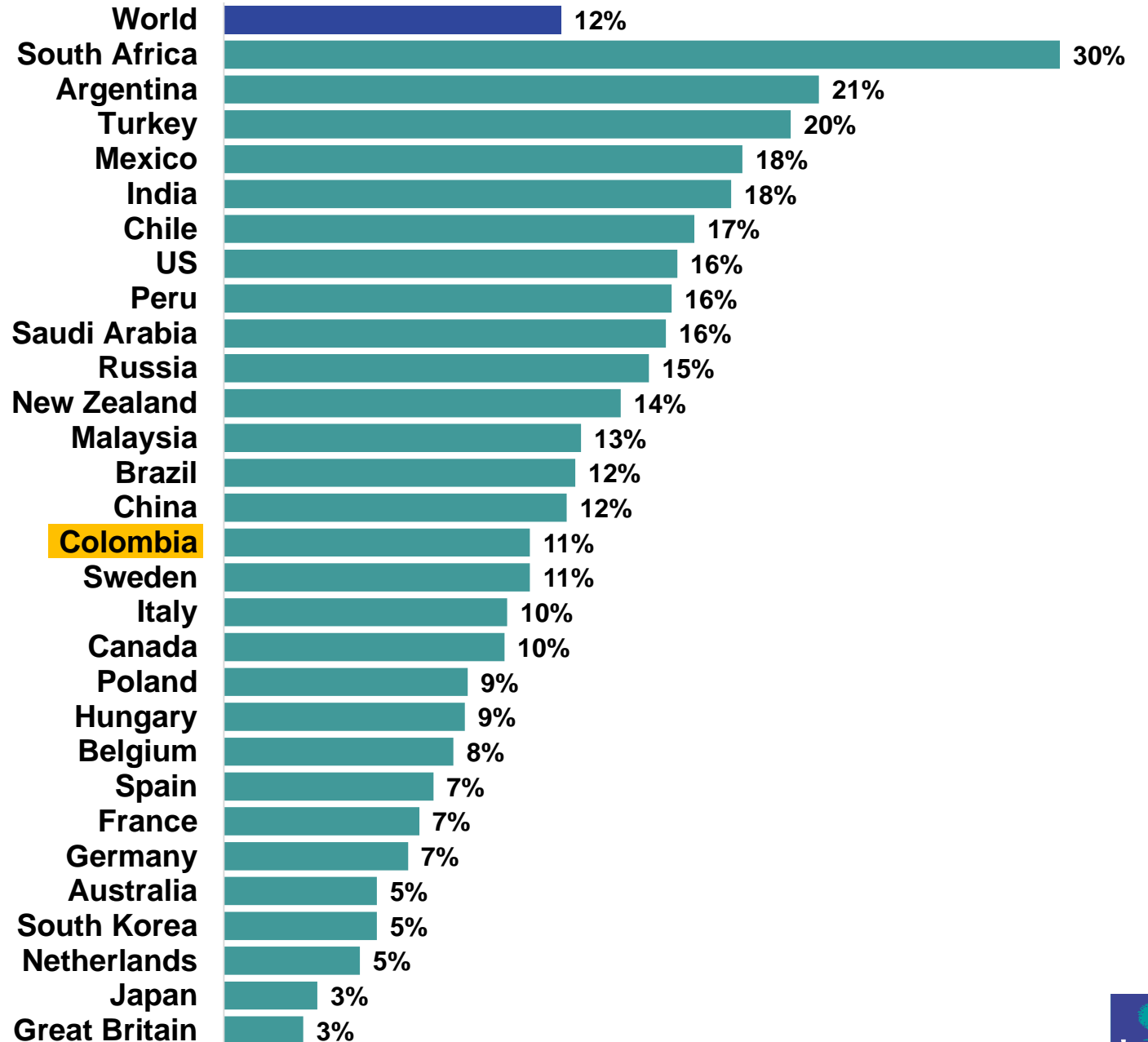


# Poor quality drinking water

## 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*



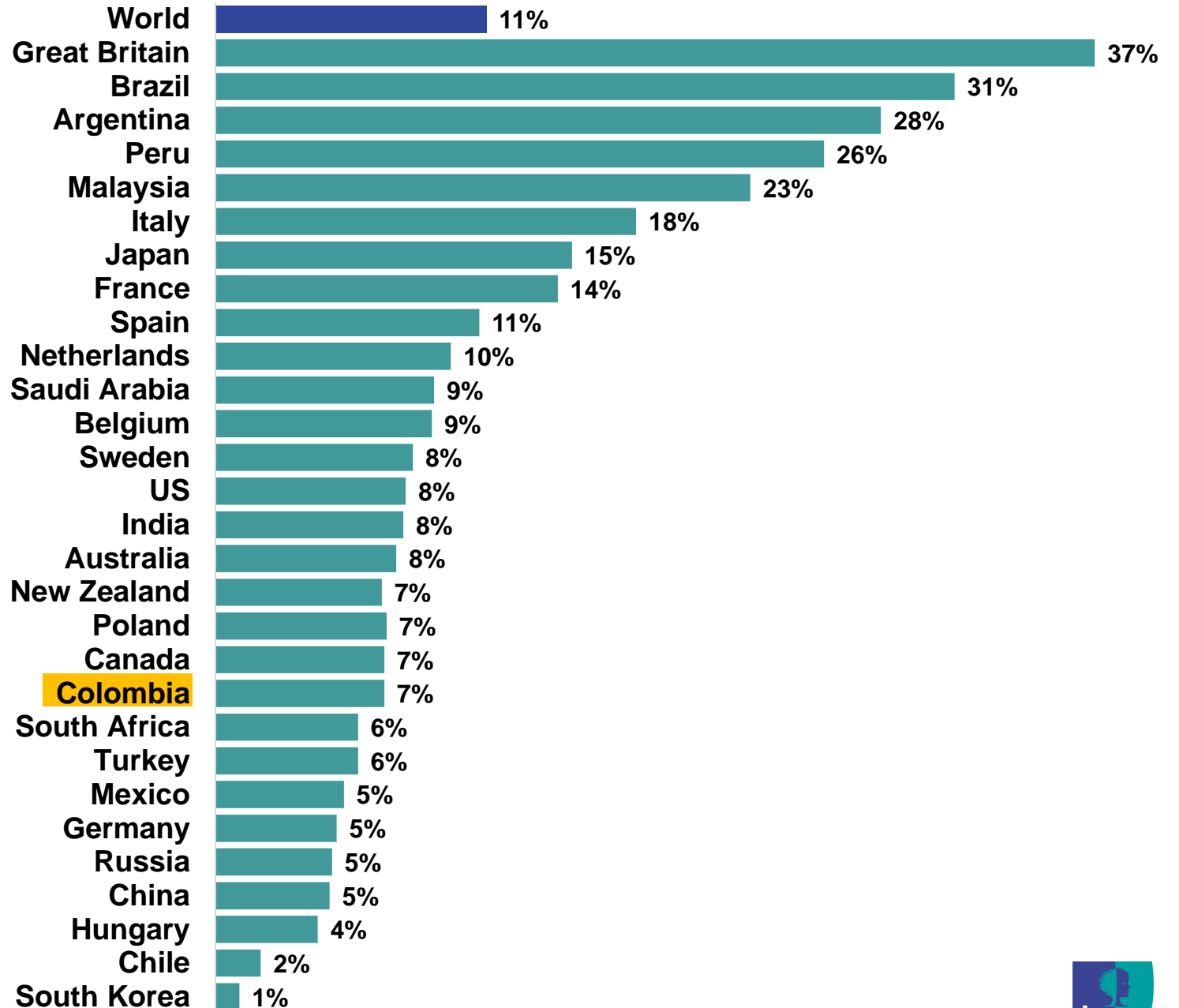
Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

# 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*



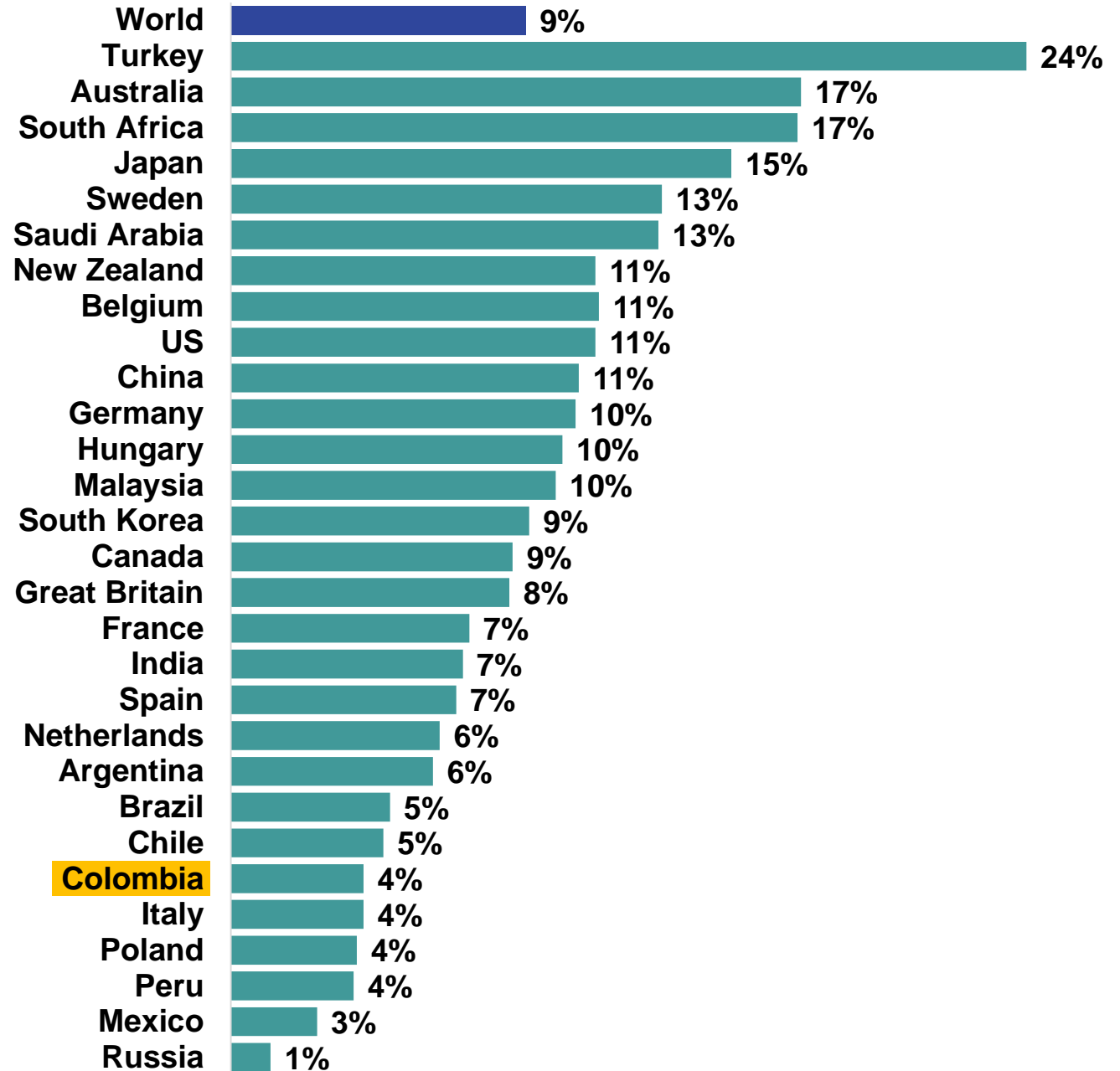
Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

# 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*



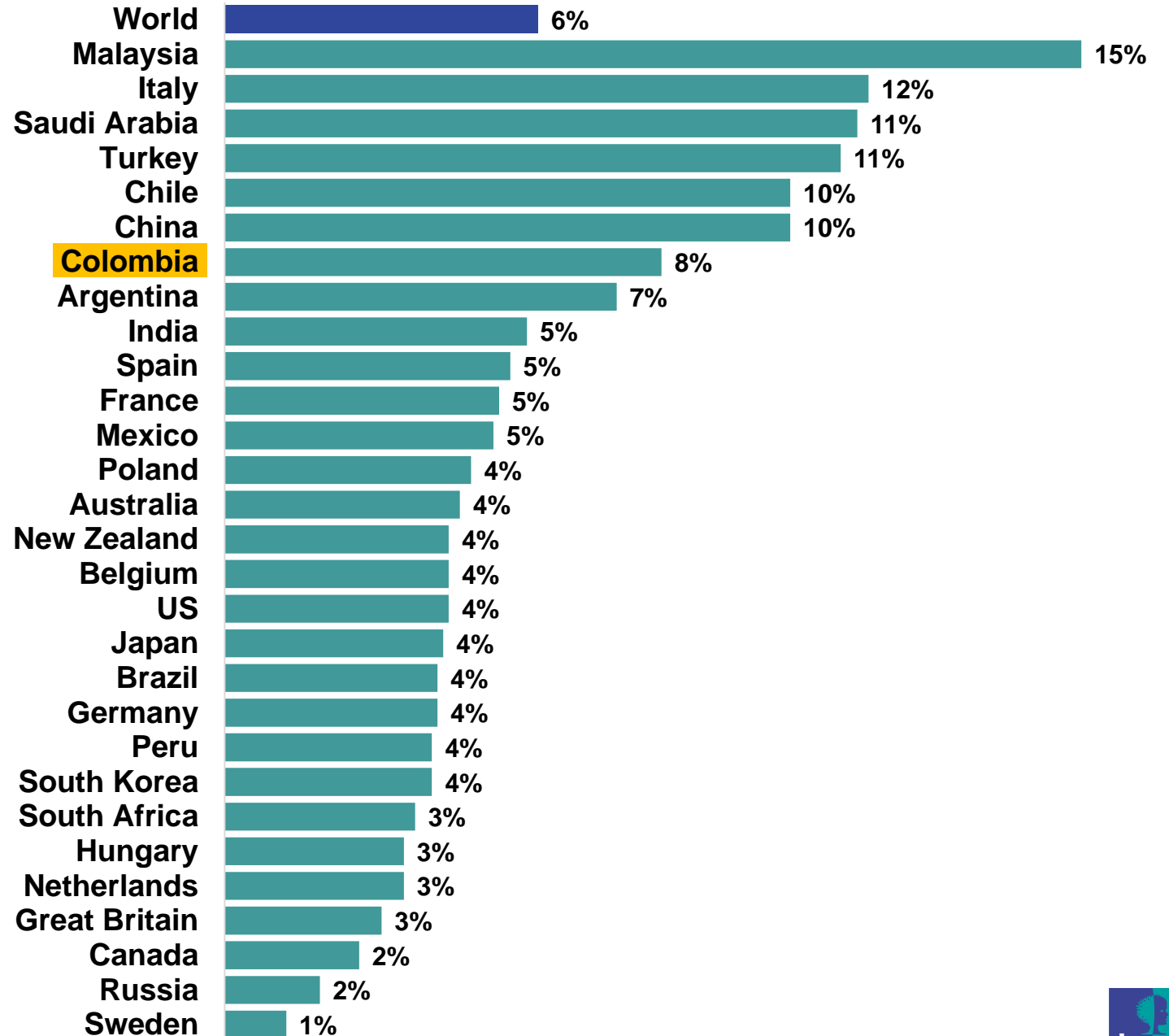
Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

# 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*





# Climate change

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

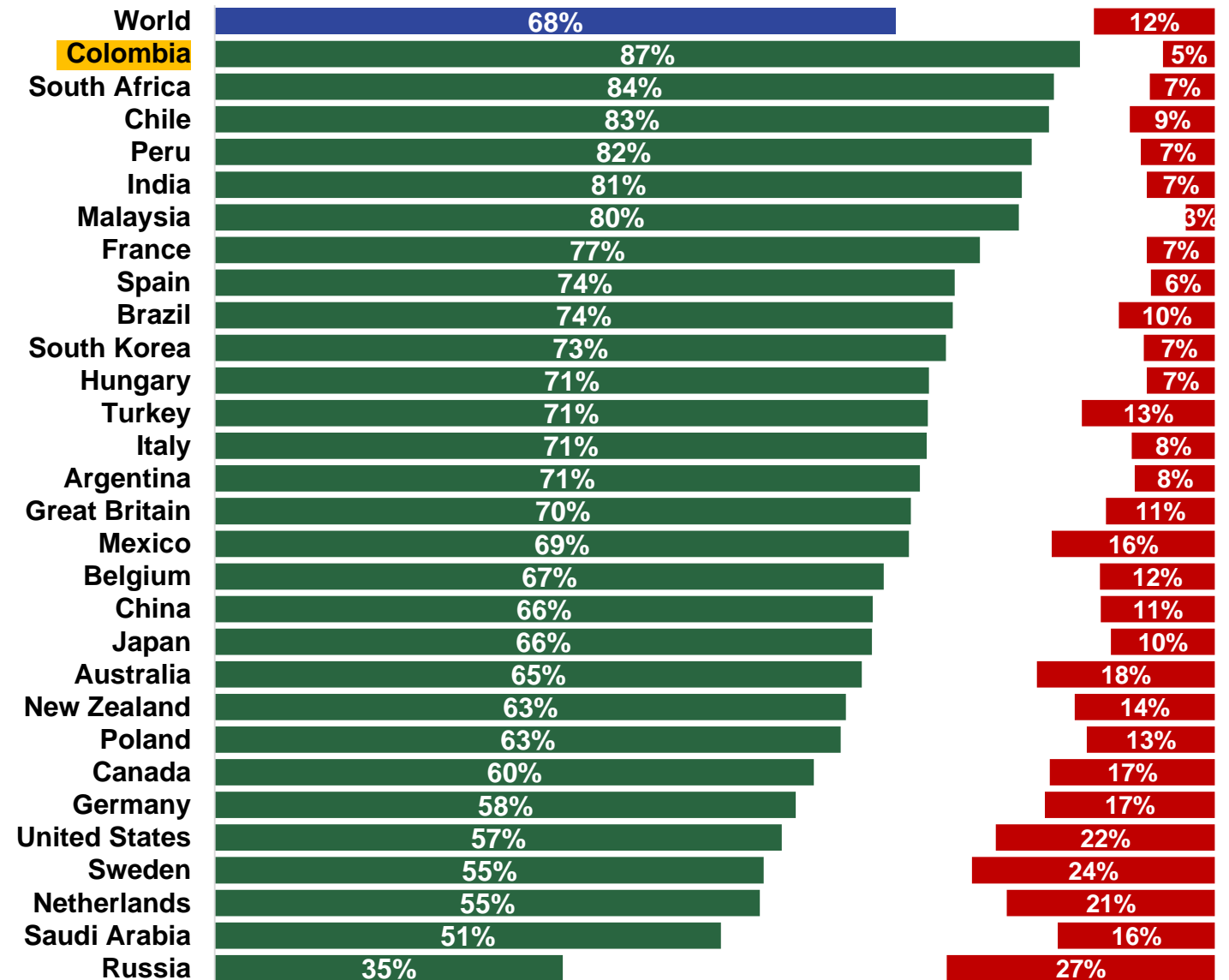


# Desire for government action to combat climate change

## 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]'*

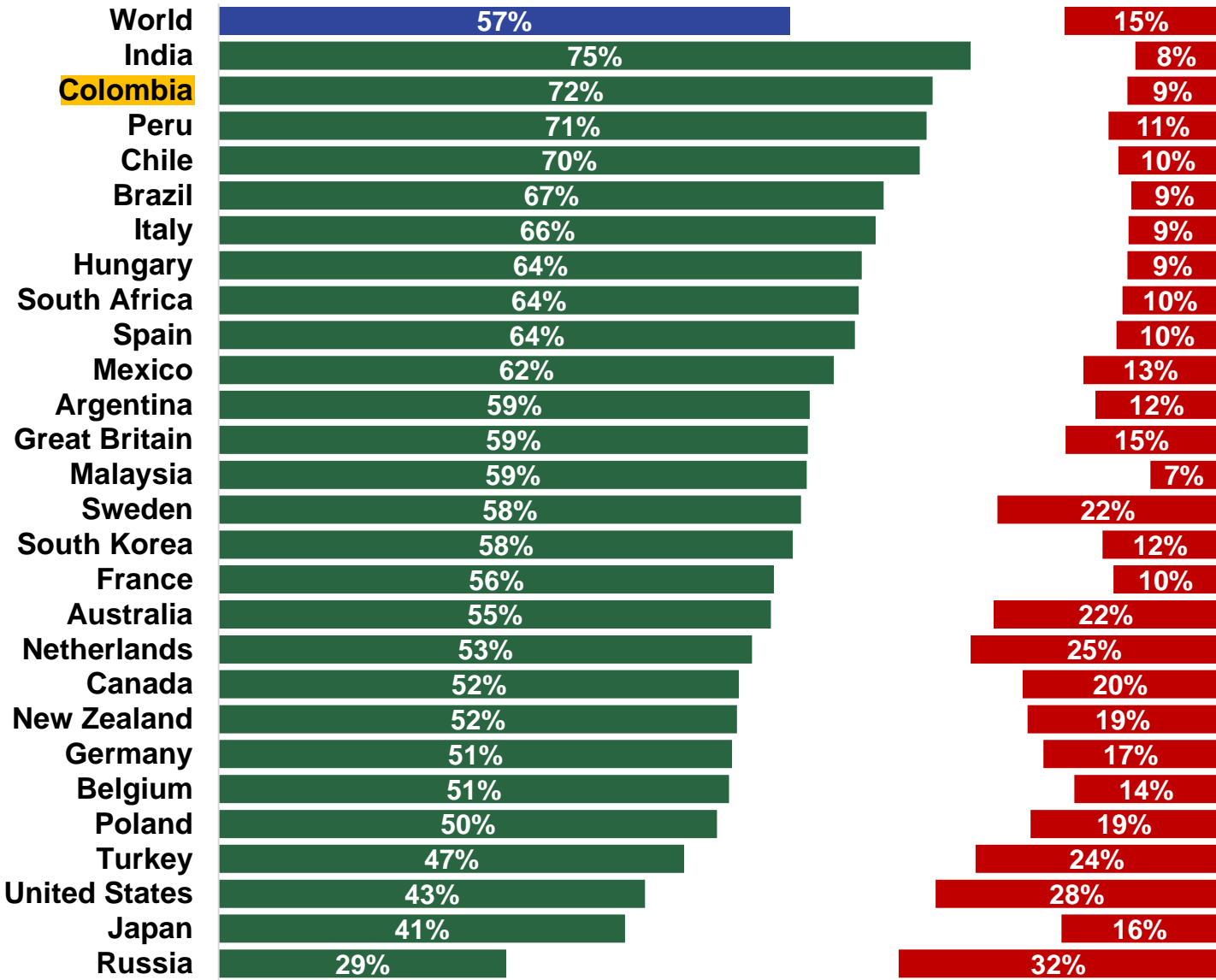


Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

# 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”



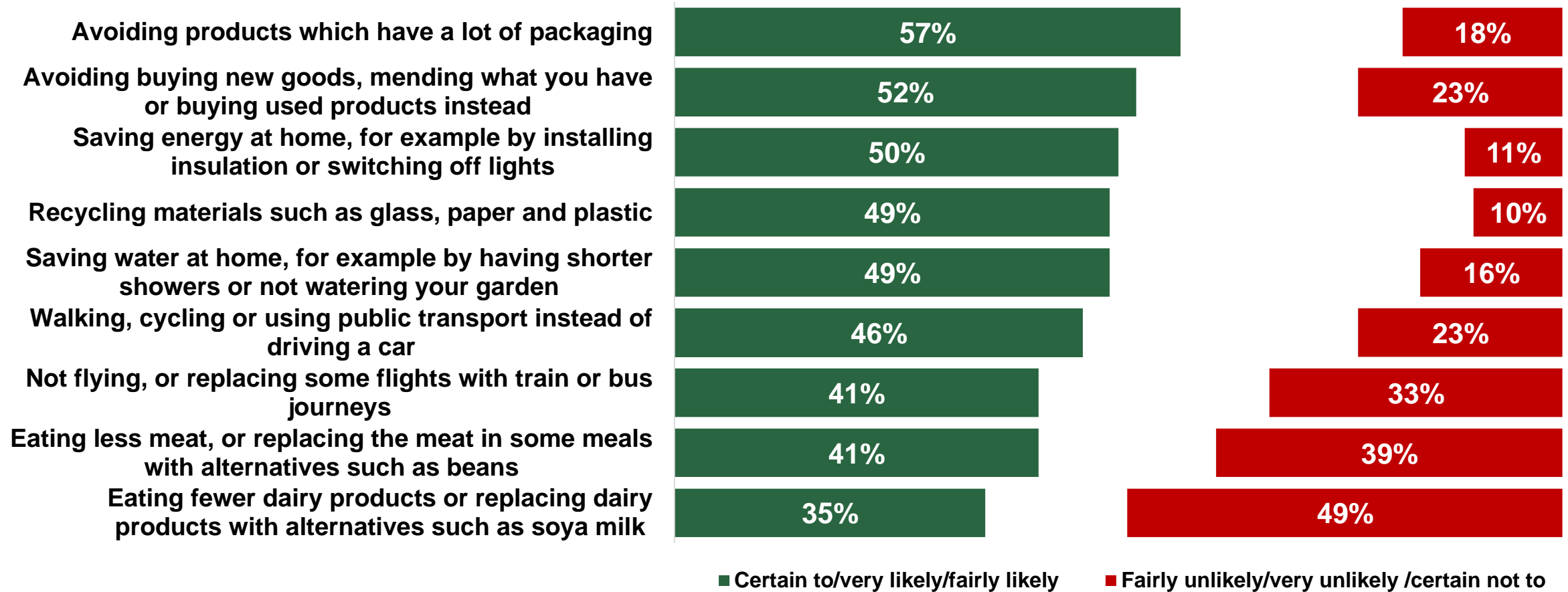
Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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



# Willingness to take action on climate change - global data

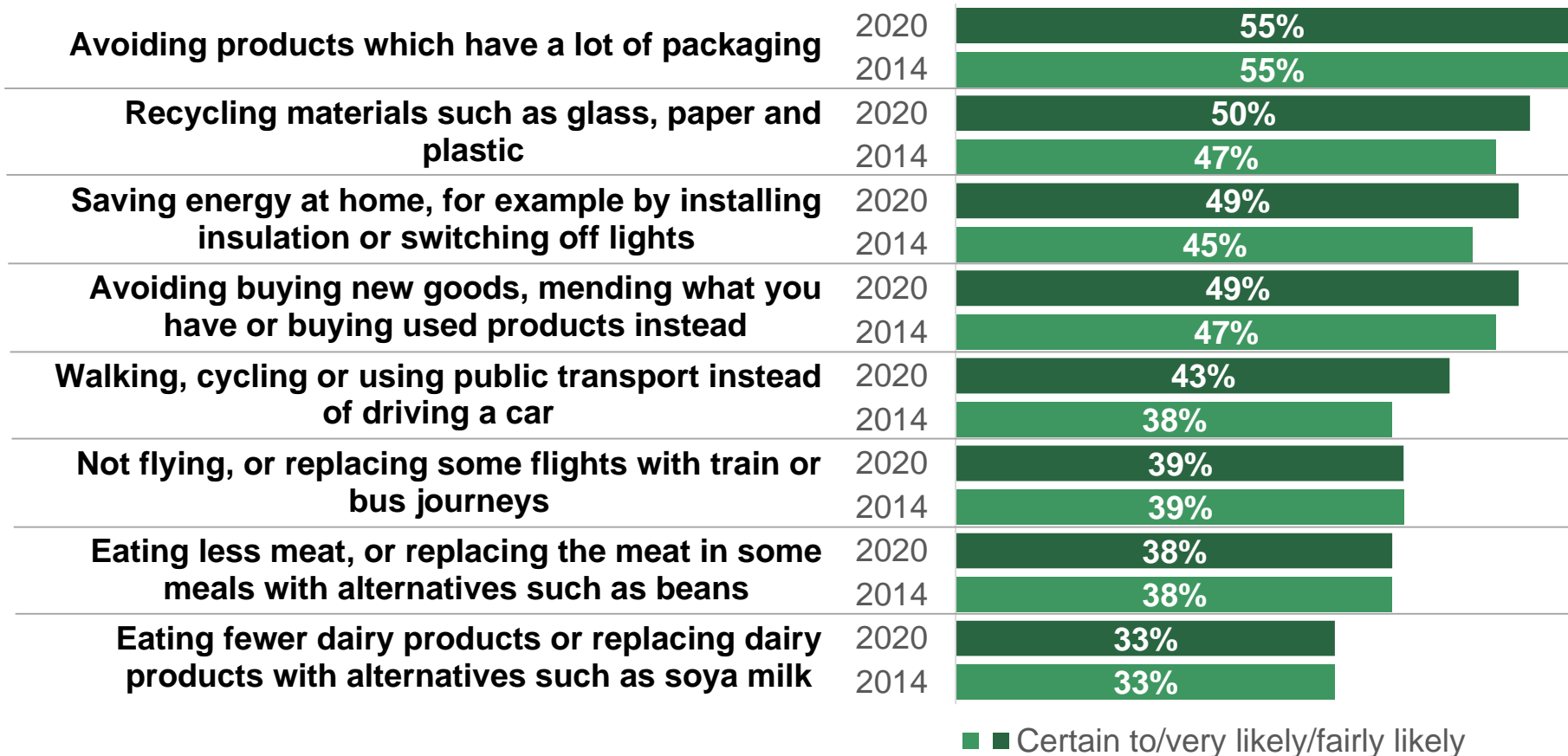
*Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?*



Base: 20,590 online adults aged 16-74: Fieldwork dates : Friday, February 21 to Friday, 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 to Mar 6, 2020, Sep 26 to 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	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%

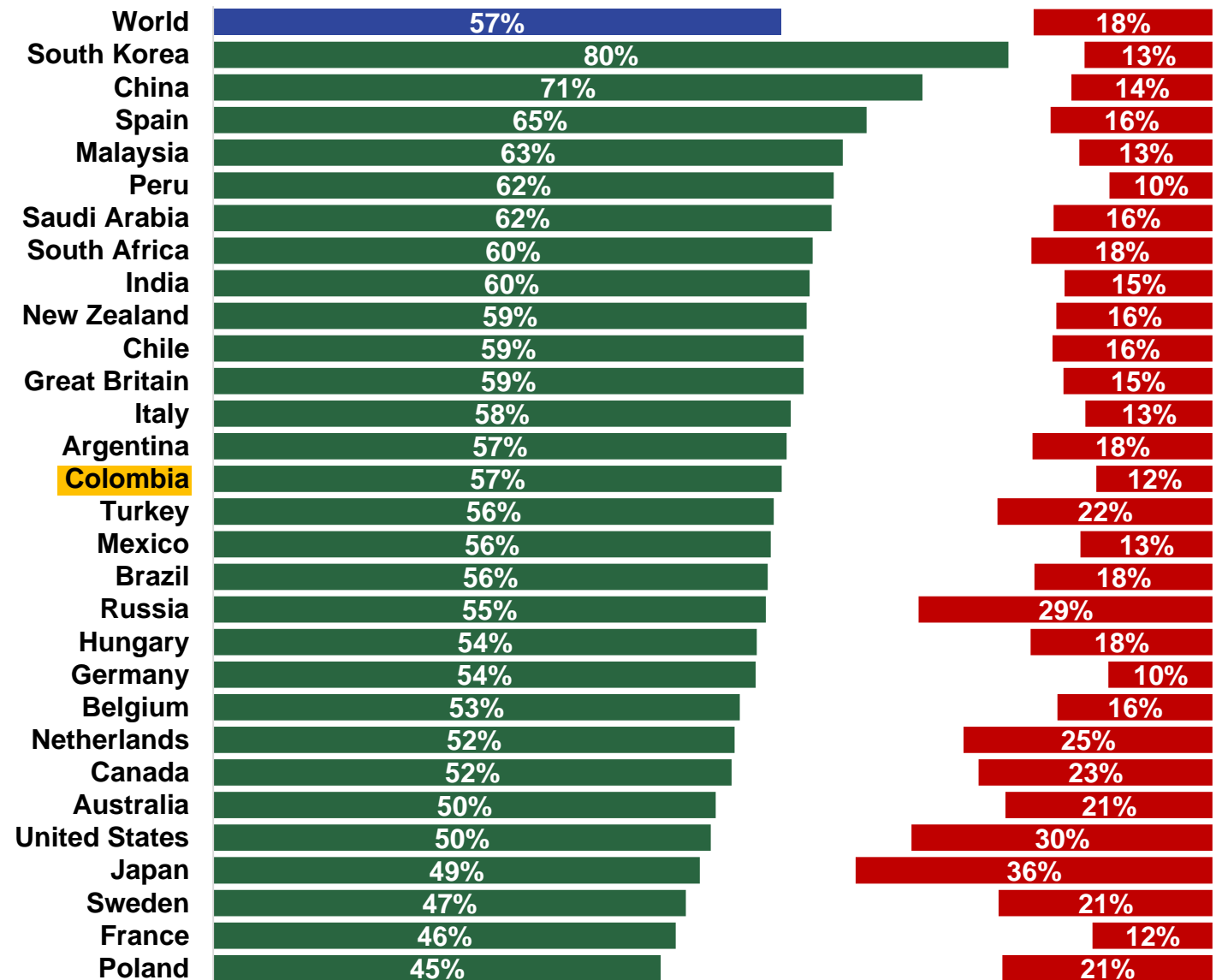


# Willingness to avoid products with a lot of packaging

## 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: Friday, February 21 to Friday, March 6, 2020

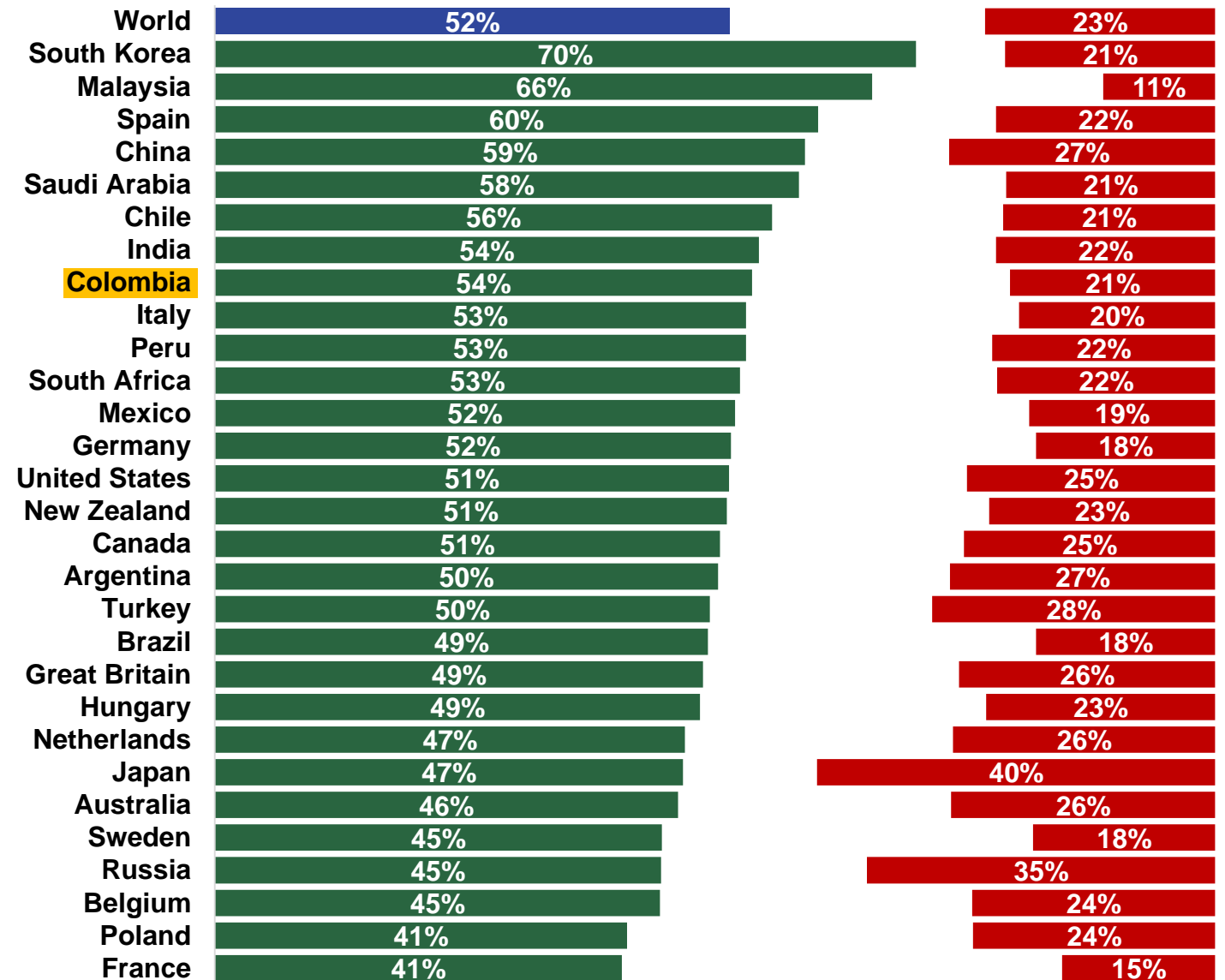
■ Certain to/very likely/fairly likely ■ Fairly unlikely/very unlikely/certain not to

# 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

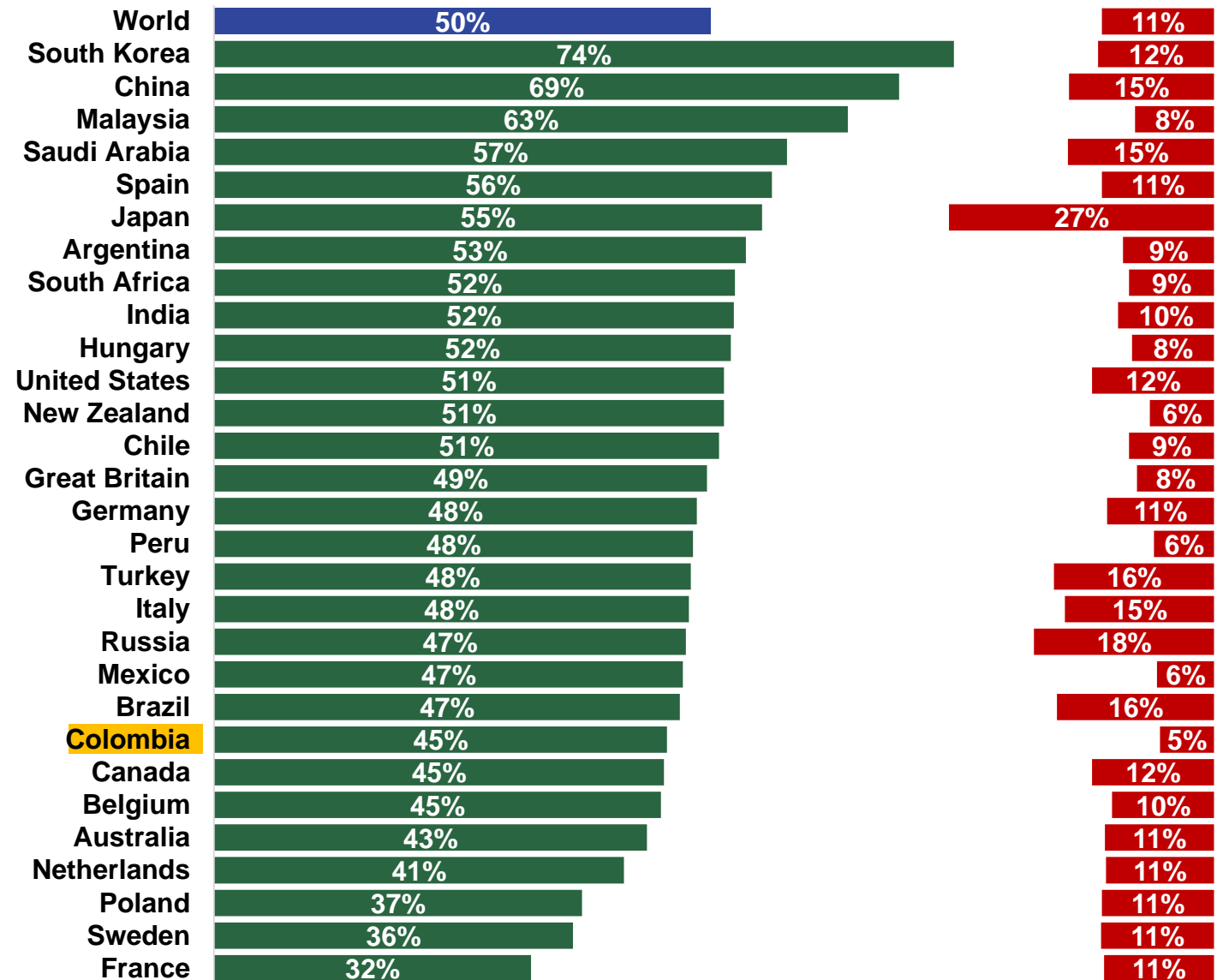
■ Certain to/very likely/fairly likely ■ Fairly unlikely/very unlikely/certain not to

# 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

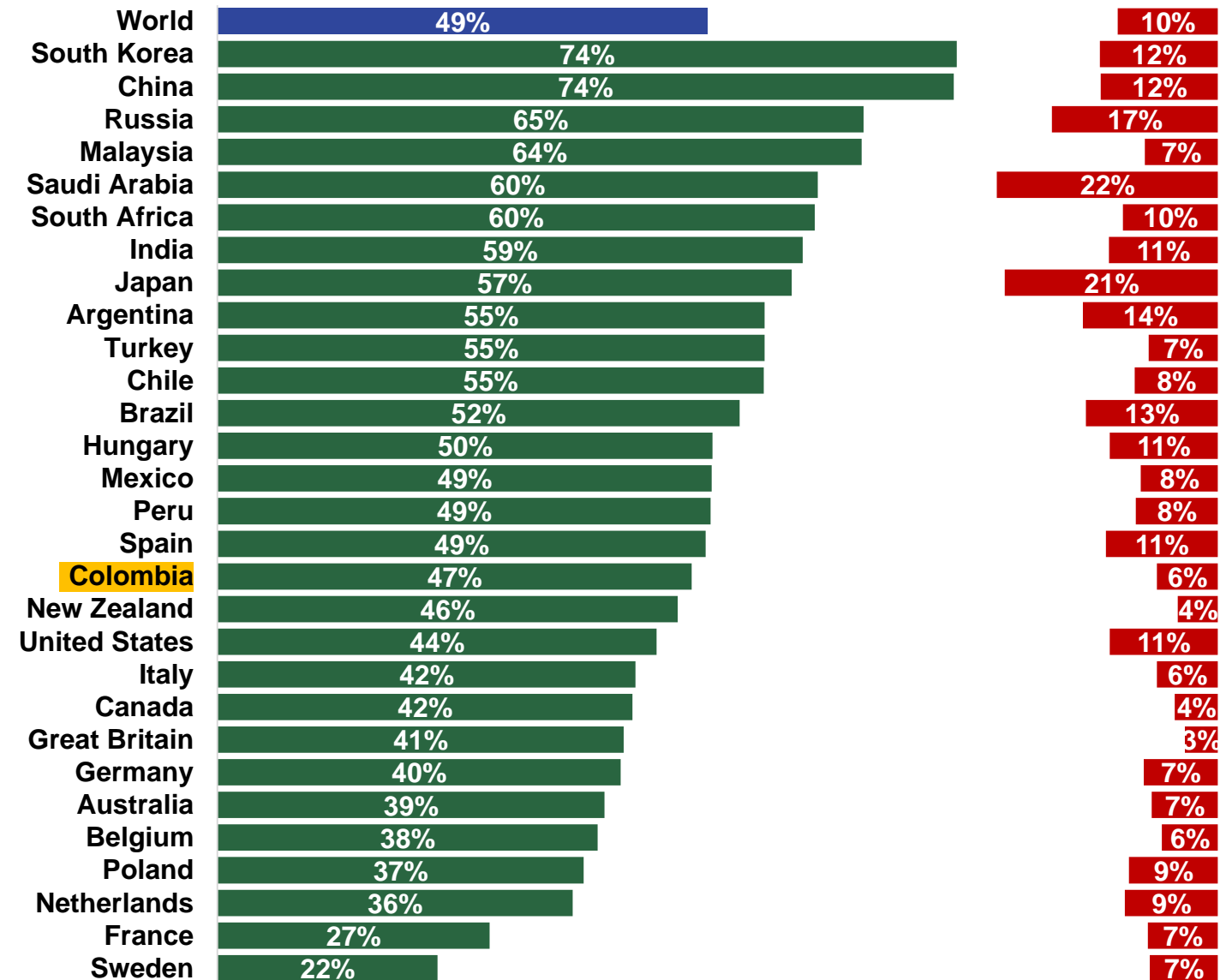
■ Certain to/very likely/fairly likely ■ Fairly unlikely/very unlikely/certain not to

# 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: Friday, February 21 to Friday, March 6, 2020

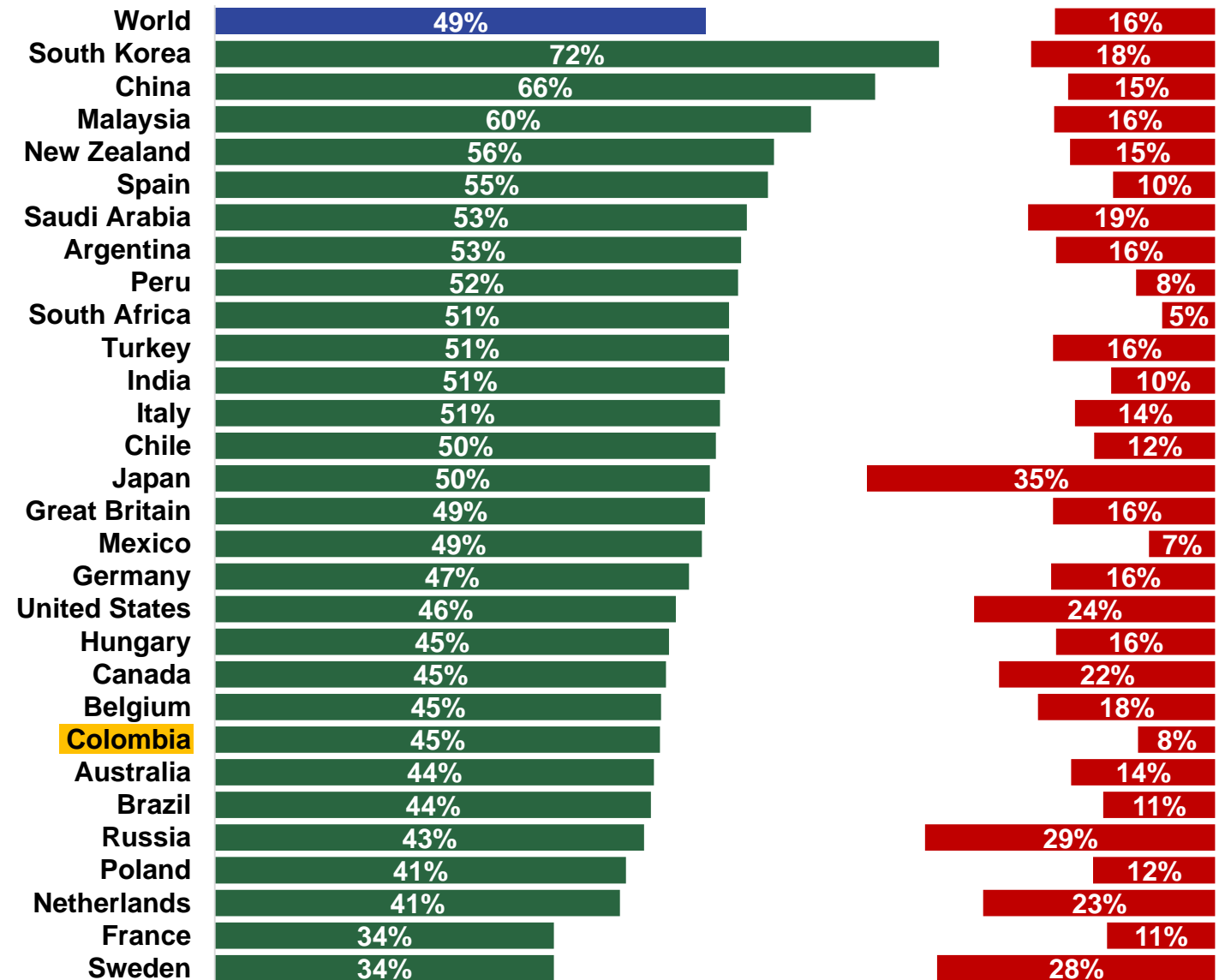
■ Certain to/very likely/fairly likely ■ Fairly unlikely/very unlikely/certain not to

# 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*



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

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

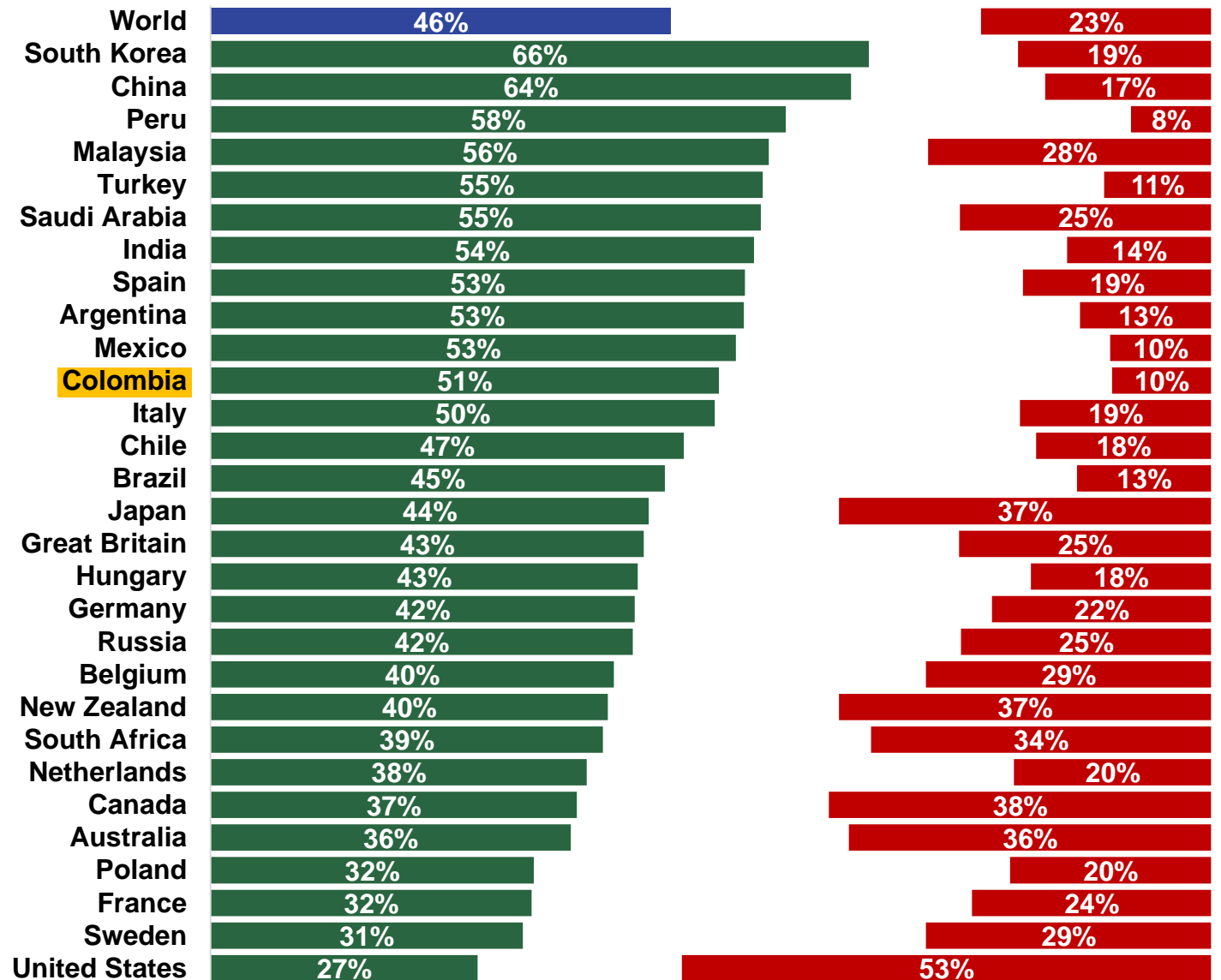


# Willingness to change daily travel

## 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*



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

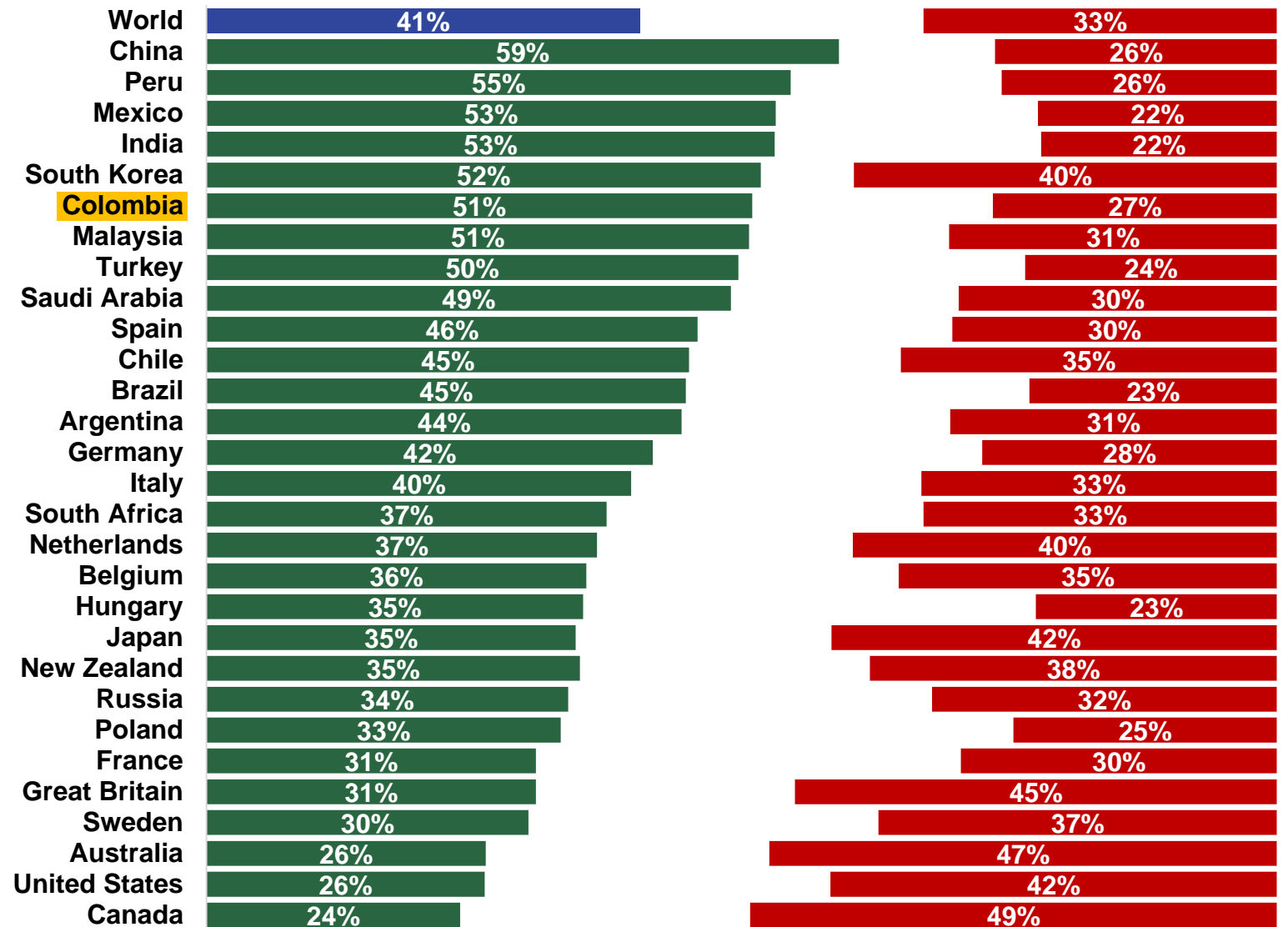
■ Certain to/very likely/fairly likely ■ Fairly unlikely/very unlikely/certain not to

# 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: Friday, February 21 to Friday, March 6, 2020

■ Certain to/very likely/fairly likely

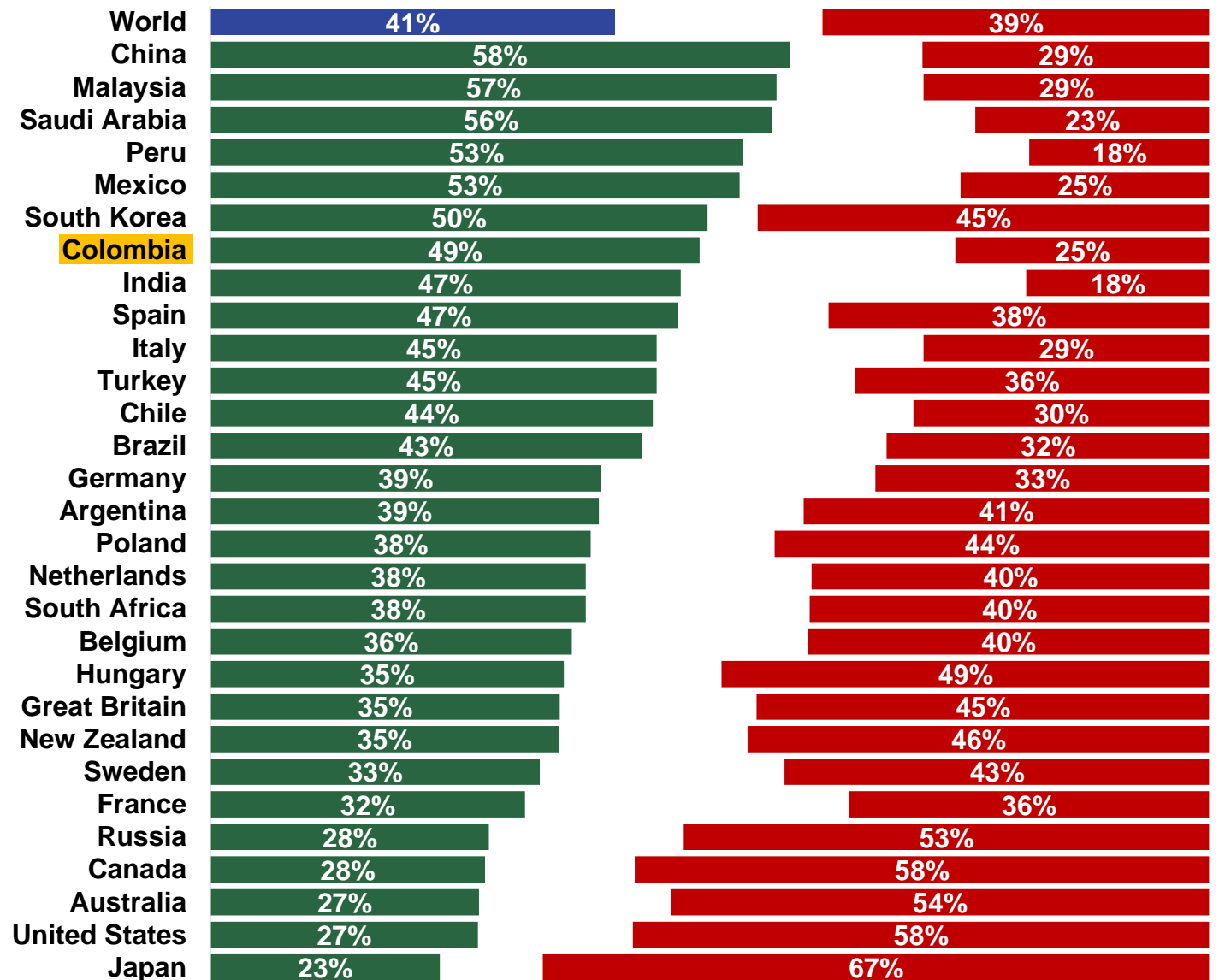
■ Fairly unlikely/very unlikely/certain not to

# 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*



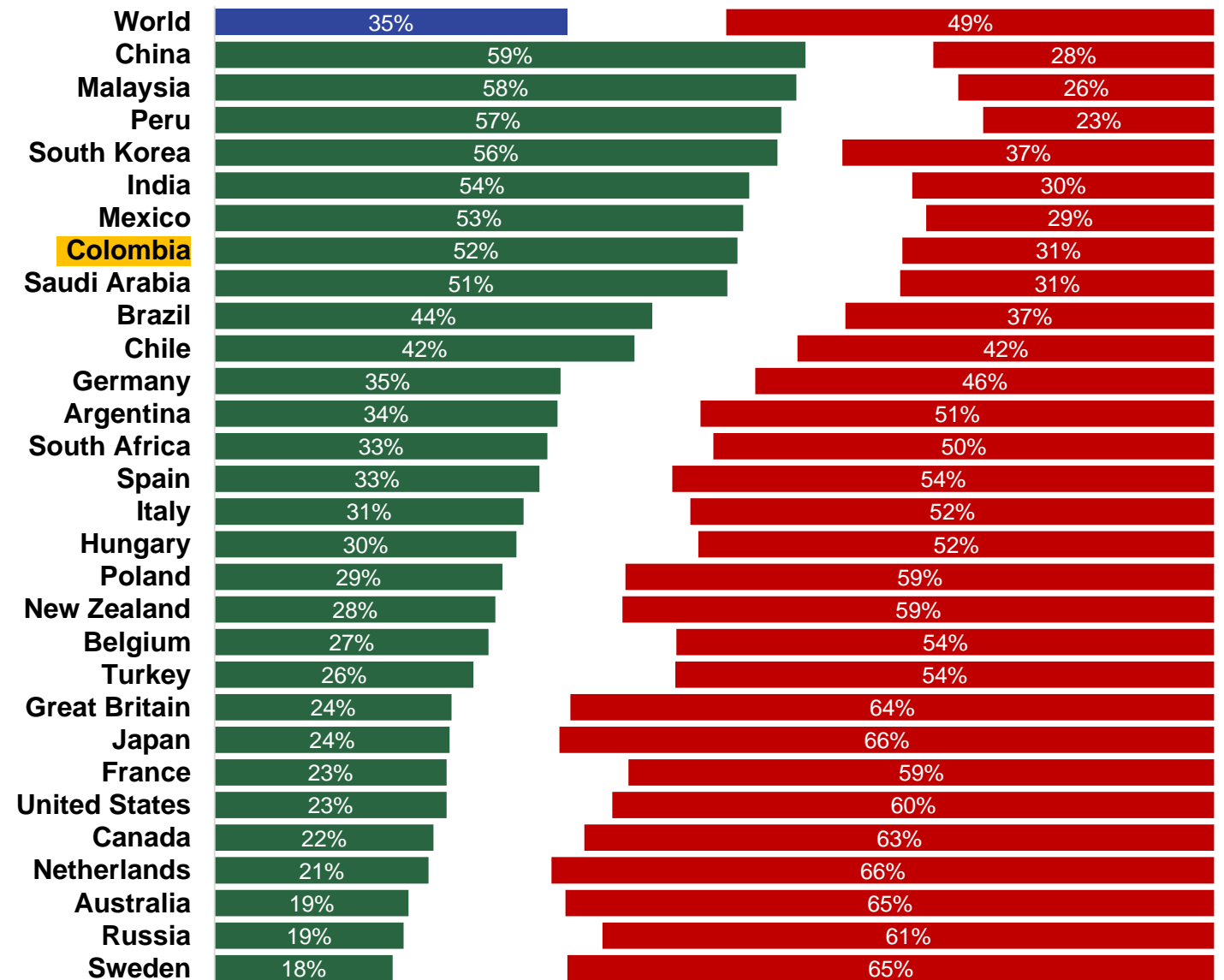
Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

# 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*



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

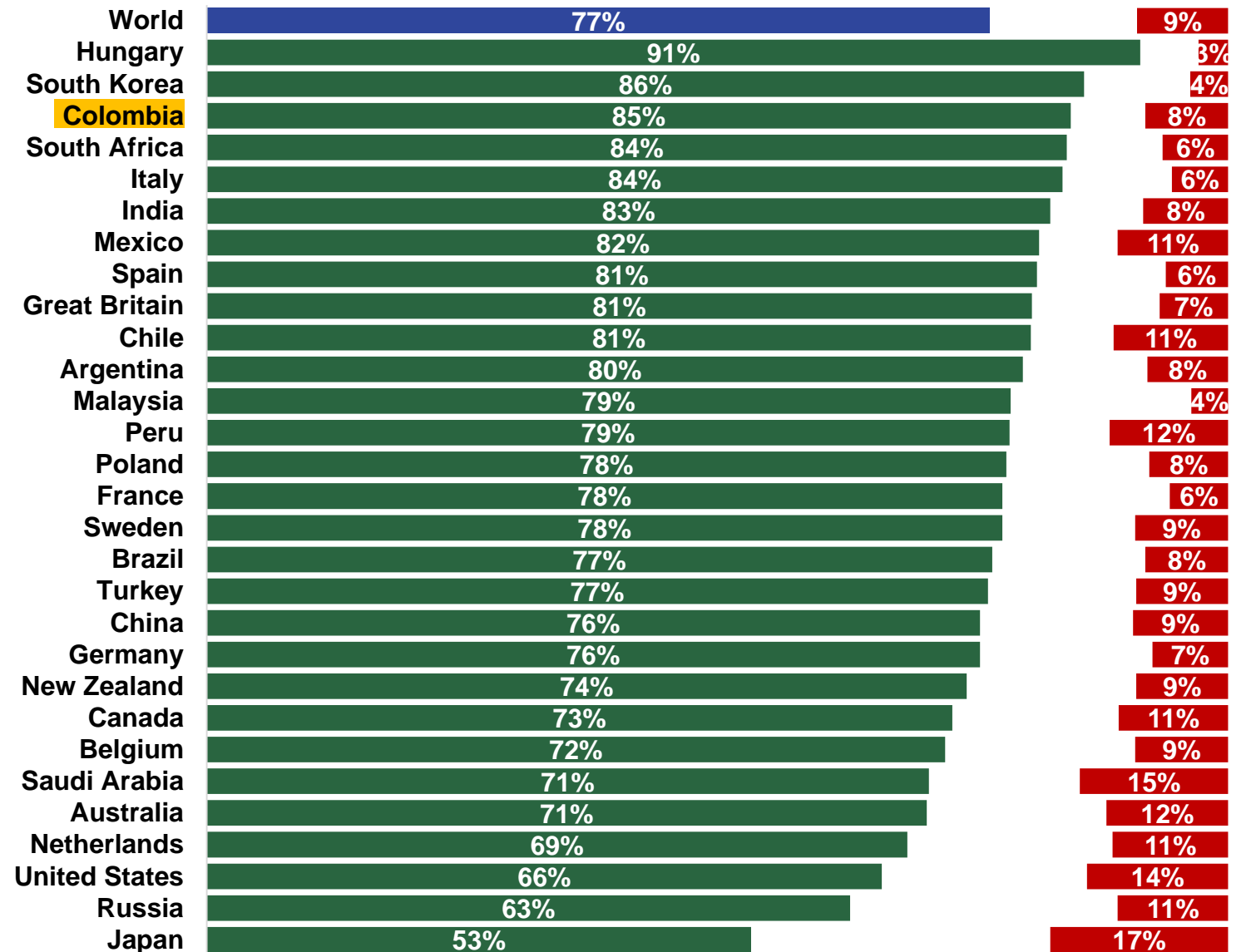
■ Certain to/very likely/fairly likely ■ Fairly unlikely/very unlikely/certain not to

# 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: Friday, February 21 to Friday, March 6, 2020

■ Strongly agree/tend to agree

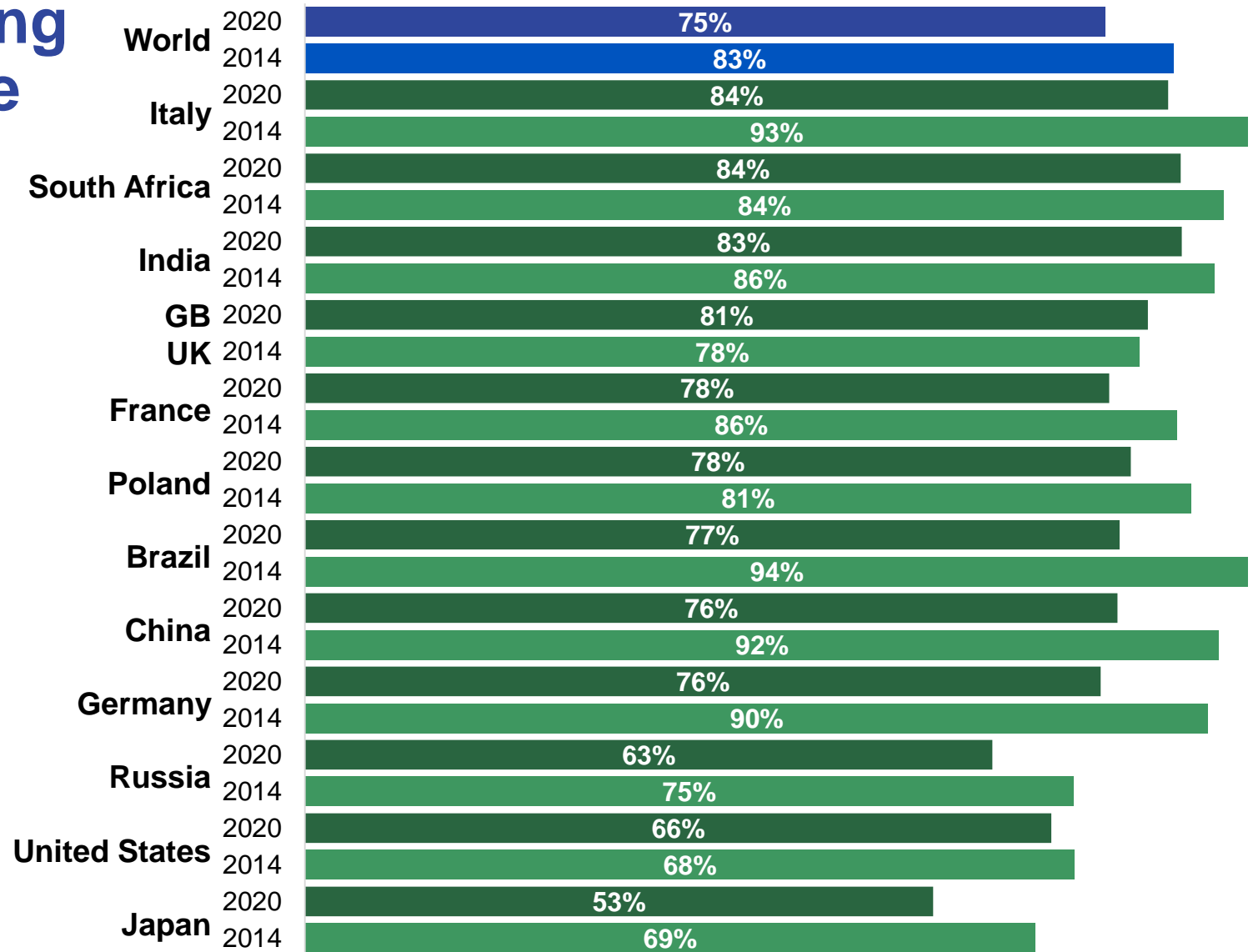
■ Tend to disagree/strongly disagree



# 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.'*



■ 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

## 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.

# 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 not 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 26<sup>th</sup> September and 10<sup>th</sup> 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 and 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 16<sup>th</sup> April and 19<sup>th</sup> 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.

# THANK YOU.

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