## EARTH DAY 2020

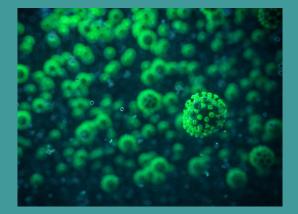
How does the world view climate change and Covid-19?

**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 lpsos 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?

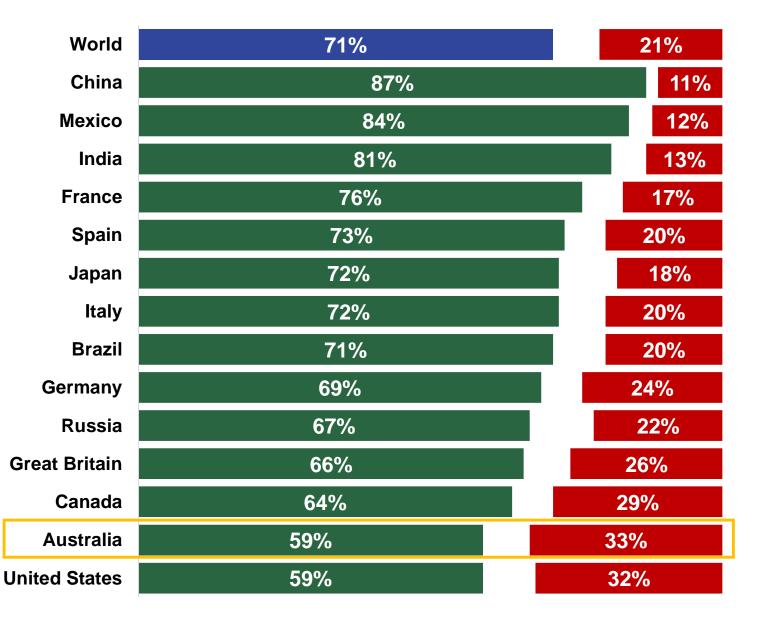


### Seriousness of climate change in comparison to Covid-19

#### **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.

Strongly agree/tend to agree

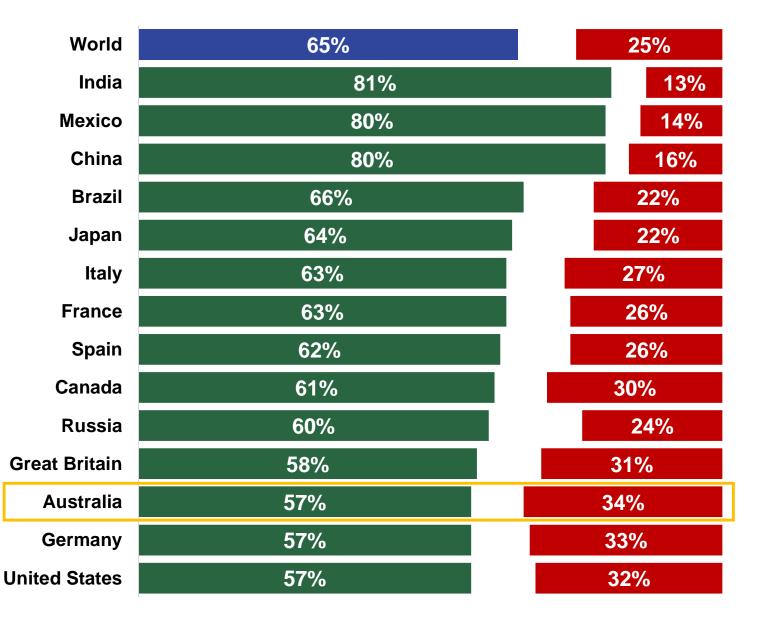


## Support for a 'green' economic recovery from Covid-19

#### **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

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% 41% Italy 50% China 38% **59%** Brazil 37% 55% Germany 36% 55% France 35% 58% 35% 52% Japan

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



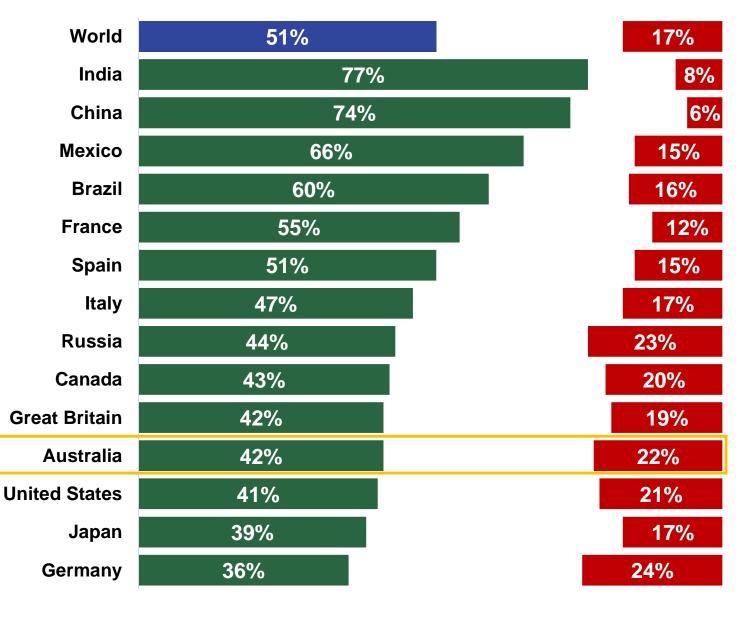


### Views on whether Covid-19 will lead to increased environmental activism

#### **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



### 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* 

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%			
<b>United States</b>	70%	30%			
Great Britain	70%	30%			
Germany	65%	35%			

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



## **Environmental issues**

Which environmental issues are most concerning to citizens?

#### Change since 2018

<b>Top environmental</b>			Change since 2018
issues around the	Global warming/climate change	37%	+7
	Air pollution	33%	+3
world	Dealing with the amount of waste we generate	32%	+2
Global data	De-forestation	26%	+3
Clobal data	Water pollution	25%	+1
Q. In your view, what are the three	Depletion of natural resources	20%	-1
most important environmental	Future energy sources and supplies	18%	-6
issues facing [COUNTRY] today? That is, the top environmental	Over-packaging of consumer goods	15%	+4
issues you feel should receive the	Wildlife conservation	15%	+1
greatest attention from your local leaders?	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



Change since 2018

+7

+2

-11

+3

-1

-2

-4

+1

+6

+1

+3

+1

-1

-2

42%

37%

### **Top environmental issues in Australia**

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

		Global warming/climate change
3		Dealing with the amount of waste we generate
29%		Future energy sources and supplies
25%		Wildlife conservation
24%		Overpopulation
20%		Depletion of natural resources
18%		De-forestation
17%		Future food sources and supplies
15%		Emissions
13%		Over-packaging of consumer goods
12%		Air pollution
11%		Water pollution
3%	8	Flooding
/o	5%	Poor quality drinking water
, D	4%	Soil erosion
	2%	None of these
6	5%	Don't know

Base: Australia – n=1001 | 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

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%	

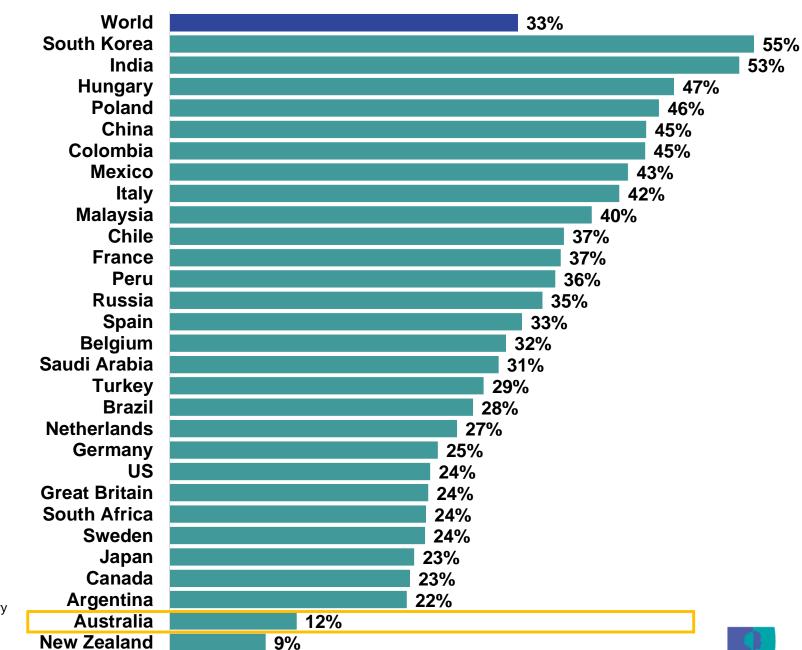


## **Air pollution**

#### **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



## 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

	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%	
21 to	Brazil	18%	
	Turkey	14%	Inco



## **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** 

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%	
		Insc



## 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% 18% France Sweden 18% South Korea 17% Spain 16% Italy 15% Belgium 15% **Netherlands** 15% Saudi Arabia 15% 12% Germanv Australia 11% Japan 9% 7% **Great Britain** 

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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

	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%	
uary	South Korea	10%	
	Brazil	10%	
	Great Britain	9%	lps



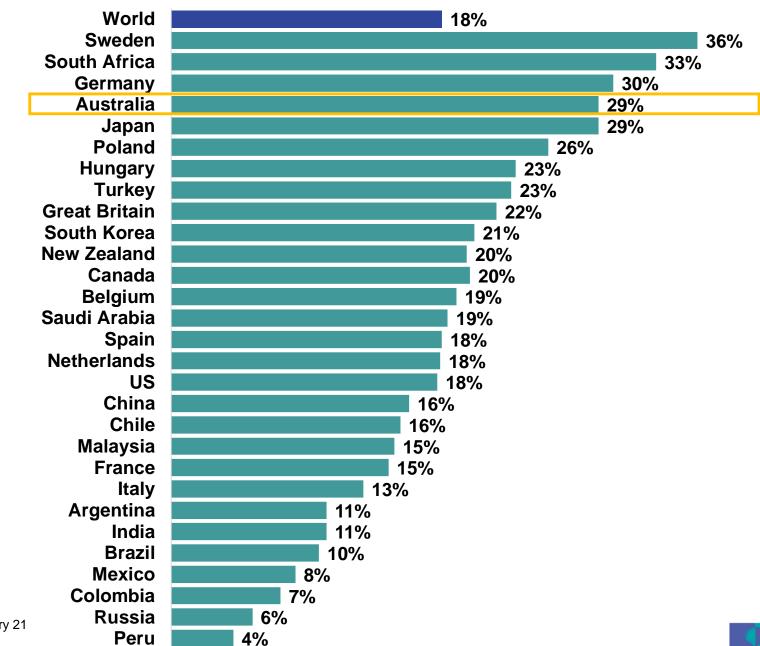
## Future energy sources and supplies

#### **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



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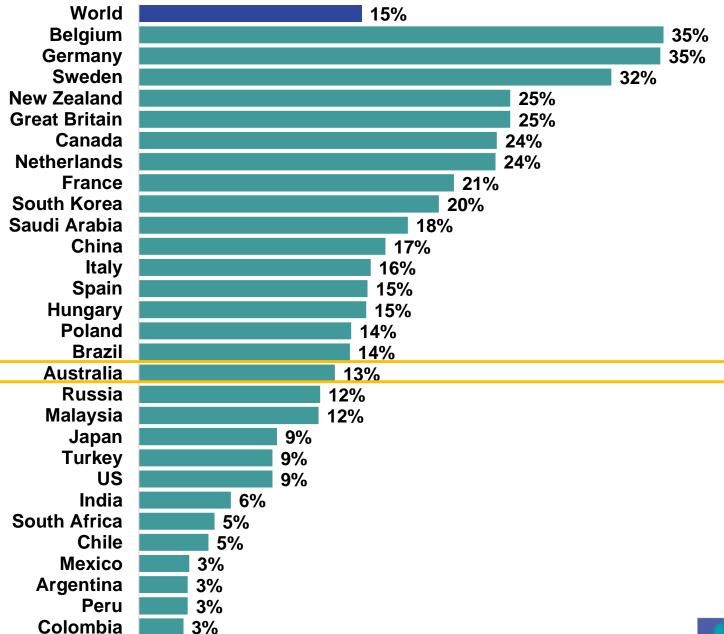


## **Over-packaging of consumer goods**

#### **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



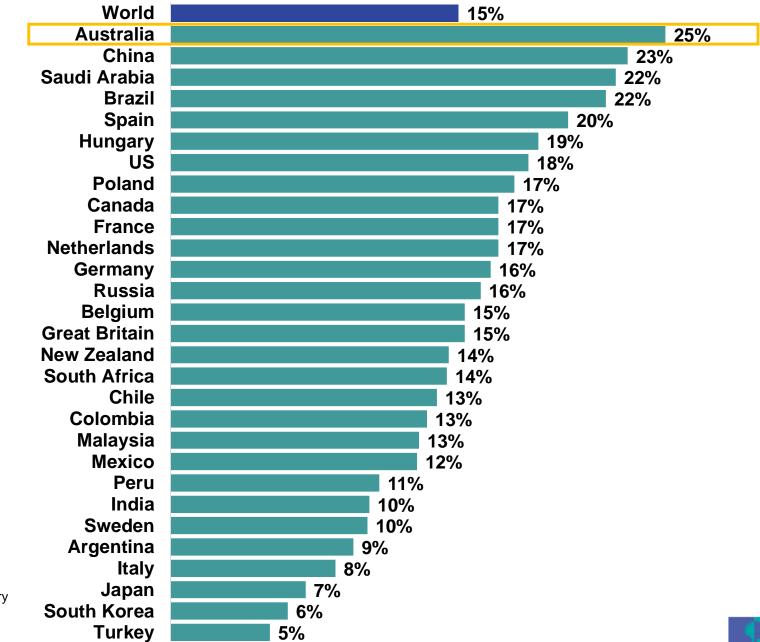


## Wildlife conservation

#### **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

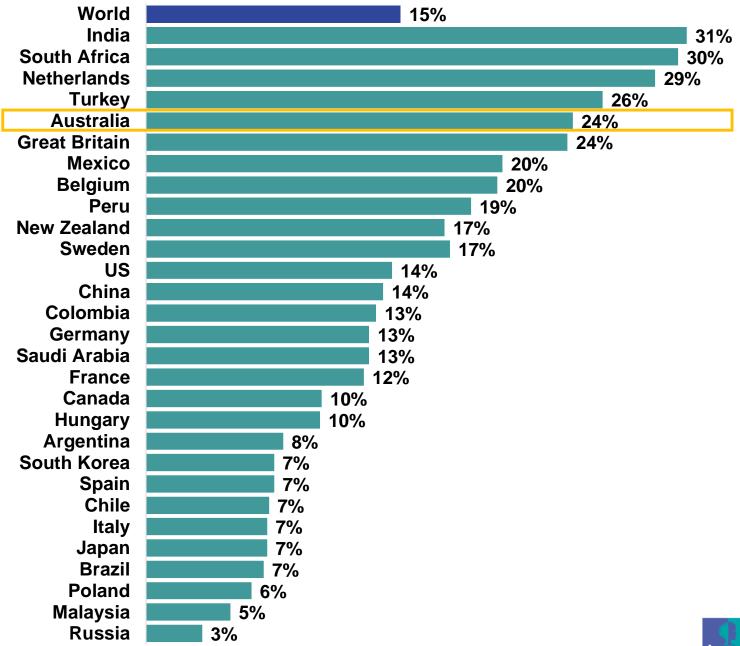


## **Over population**

#### **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** 



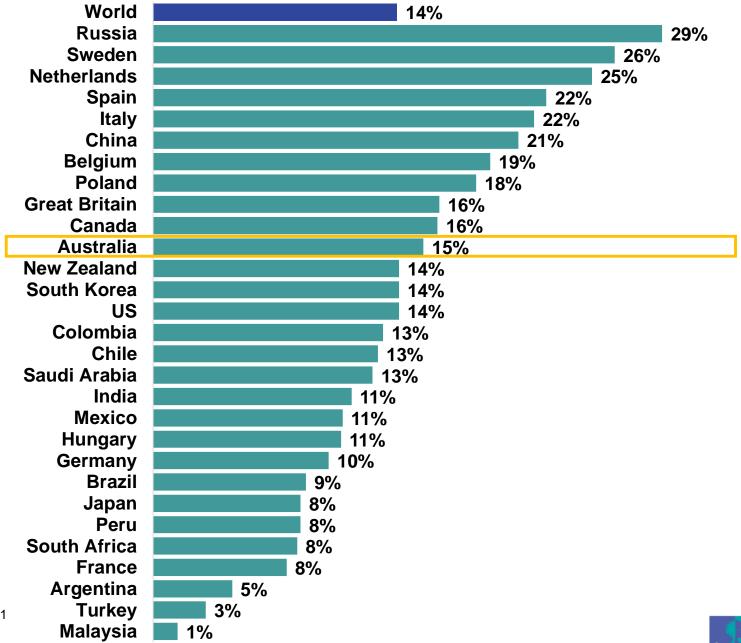


## **Emissions**

#### **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** 



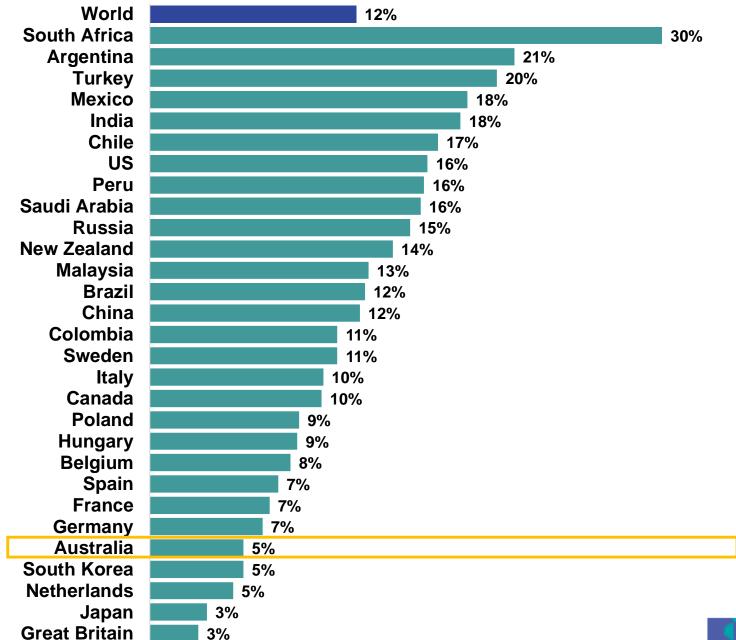


## Poor quality drinking water

#### **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



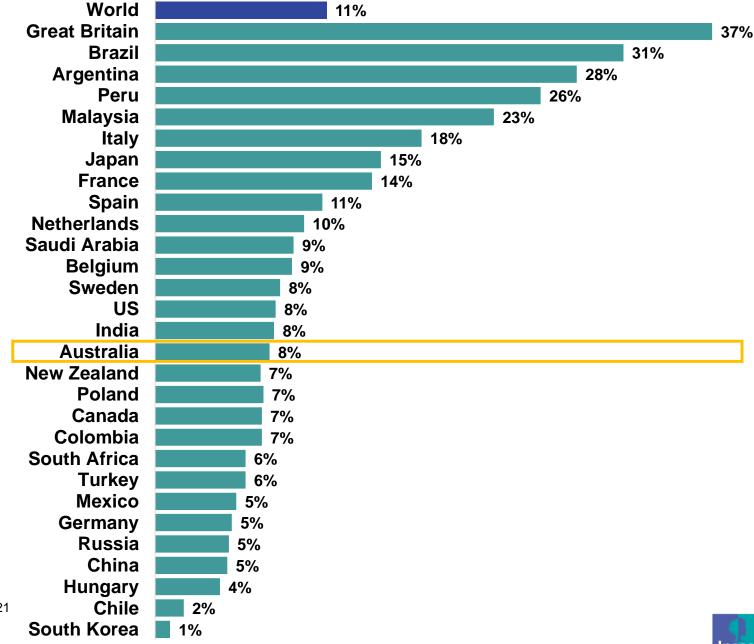


## Flooding

#### **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



#### World 9% Turkey 24% Australia 17% Future food sources and South Africa 17% supplies Japan 15% Sweden 13% Saudi Arabia 13% **New Zealand** 11% **Country data** Belgium 11% US 11% China 11% Q. In your view, what are the three most Germany 10% important environmental issues facing Hungary 10% Malaysia [COUNTRY] today? That is, the top 10% South Korea 9% environmental issues you feel should receive Canada 9% the greatest attention from your local **Great Britain** 8% leaders? France 7% Future food sources and supplies India 7% Spain 7% **Netherlands** 6% Argentina 6% Brazil 5% Chile 5% Colombia 4% 4% Italy Poland 4% Peru 4% Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 Mexico 3% to Friday, March 6, 2020 Russia 1%



## 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

World 6% Malaysia 15% Italy 12% Saudi Arabia 11% Turkey 11% Chile 10% China 10% Colombia 8% 7% Argentina 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%

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



## CITAL CHANGE

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

### Desire for government action to combat climate change

#### **Country data**

29

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]'

World	68%	12%
Colombia	87%	5%
South Africa	84%	7%
Chile	83%	9%
Peru	82%	7%
India	81%	7%
Malaysia	80%	<mark>3%</mark>
France	77%	7%
Spain	74%	<b>6%</b>
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%

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 di





### 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'* 

World 57% 15% India 75% 8% Colombia 72% 9% Peru 71% 11% Chile 70% 10% 67% 9% Brazil 9% Italv 66% 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%

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

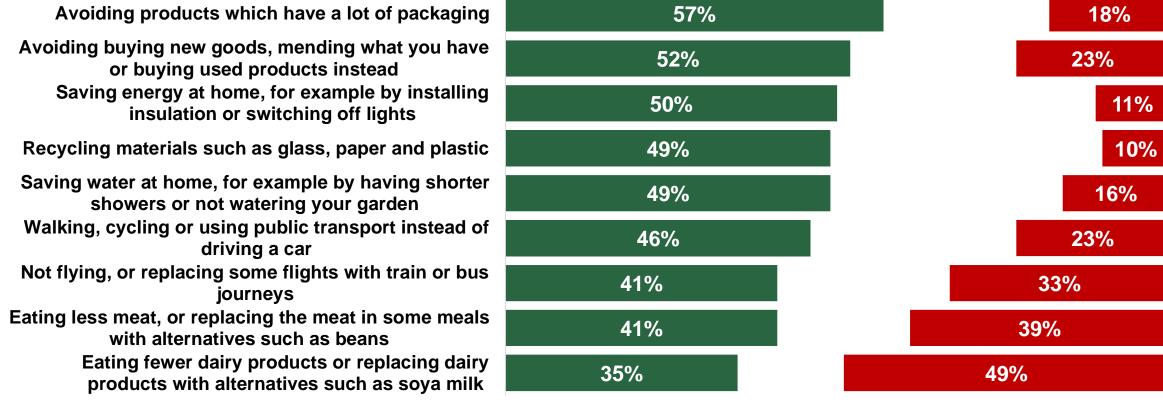
Strongly agree/tend to agree

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?



Certain to/very likely/fairly likely

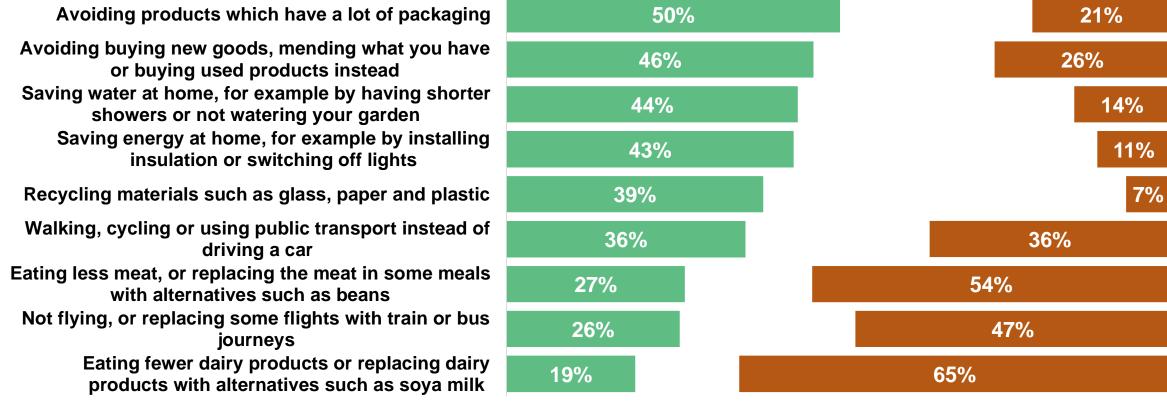
Base: 20,590 online adults aged 16-74: Fieldwork dates : Friday, February 21 to Friday, March 6, 2020



Fairly unlikely/very unlikely /certain not to

## Willingness to take action on climate change - Australia

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

Base: Australia - n=1001 | 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?

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



## 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	Australia	Brazil	China	France	German y	India	ltaly	Japan	New- Zealand	Poland	Russia	South Africa	Great Britain	USA
Avoiding products which have a lot of packaging	57%	50%	56%	71%	46%	54%	60%	58%	49%	59%	45%	55%	60%	59%	50%
Avoiding buying new goods, mending what you have or buying used products instead	52%	46%	49%	59%	41%	52%	54%	53%	47%	51%	41%	45%	53%	49%	51%
Saving energy at home, for example by installing insulation or switching off lights	50%	44%	47%	69%	32%	48%	52%	48%	55%	51%	37%	47%	52%	49%	51%
Recycling materials such as glass, paper and plastic	49%	39%	52%	74%	27%	40%	59%	42%	57%	46%	37%	65%	60%	41%	44%
Saving water at home, for example by having shorter showers or not watering your garden	49%	44%	44%	66%	34%	47%	51%	51%	50%	56%	41%	43%	51%	49%	46%
Walking, cycling or using public transport instead of driving a car	46%	36%	45%	64%	32%	42%	54%	50%	44%	40%	32%	42%	39%	43%	27%
Not flying, or replacing some flights with train or bus journeys	41%	26%	45%	59%	31%	42%	53%	40%	35%	35%	33%	34%	37%	31%	26%
Eating less meat, or replacing the meat in some meals with alternatives such as beans	41%	27%	43%	58%	32%	39%	47%	45%	23%	35%	38%	28%	38%	35%	27%
Eating fewer dairy products or replacing dairy products with alternatives such as soya milk	35%	19%	44%	59%	23%	35%	54%	31%	24%	28%	29%	19%	33%	24%	23%

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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

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%

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

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%

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

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%	<b>6%</b>
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%	<u>    11%    </u>
Poland	37%	11%
Sweden	36%	11%
France	32%	11%

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



# 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

World	49%	10%
South Korea	74%	<b>12%</b>
China	74%	<b>12%</b>
Russia	65%	17%
Malaysia	64%	<b>7%</b>
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%	<b>6%</b>
New Zealand	46%	<b>4%</b>
United States	44%	11%
Italy	42%	<b>6%</b>
Canada	42%	<b>4%</b>
Great Britain	41%	<mark>3%</mark>
Germany	40%	7%
Australia	39%	7%
Belgium	38%	<b>6%</b>
Poland	37%	9%
Netherlands	36%	9%
France	27%	7%
Sweden	22%	7%

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

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%	<b>5%</b>
Turkey	51%	16%
India	51%	10%
Italy	51%	14%
Chile	50%	12%
Japan	50%	35%
Great Britain	49%	16%
Mexico	49%	<b>7%</b>
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%	<b>12%</b>
Netherlands	41%	23%
France	34%	11%
Sweden	34%	28%

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

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%

Base: 20,590 online adults aged 16-74 across 29 countries (Chatham House) :

Fieldwork dates : Friday, February 21 to Friday, March 6, 2020



# Willingness to avoid flying

#### **Country data**

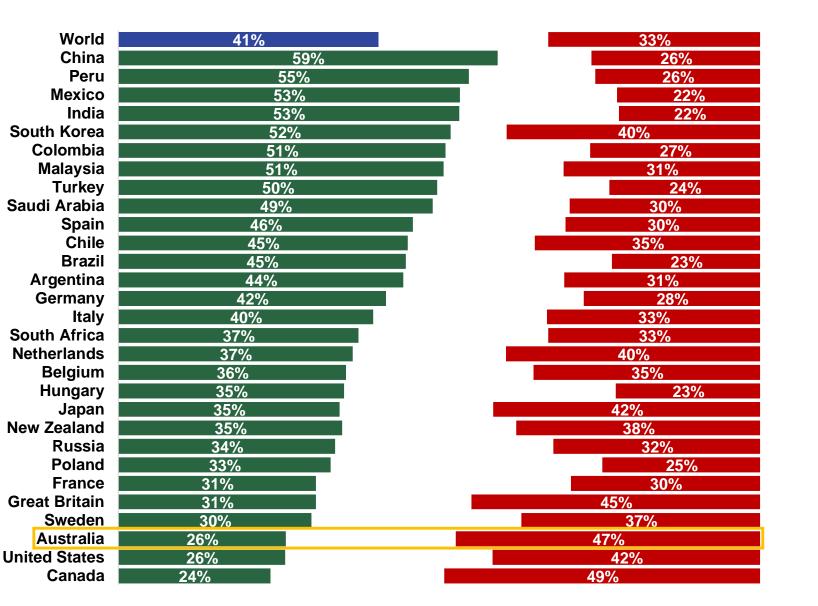
Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

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

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%		

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

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%	

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



## 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

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%	<b>4%</b>
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



### 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.'

<b>World</b> 2020	75%
World 2014	83%
2020	84%
Italy 2014	93%
2020	84%
South Africa 2014	84%
2020	83%
India 2014	86%
<b>GB</b> 2020	81%
<b>UK</b> 2014	78%
2020	78%
<b>France</b> 2020	86%
2020	78%
Poland 2014	81%
2020	77%
Brazil 2014	94%
<b>Chine</b> 2020	76%
<b>China</b> <sup>2020</sup> <sub>2014</sub>	92%
2020	76%
Germany 2014	90%
2020 Duccio	63%
<b>Russia</b> <sub>2014</sub>	75%
2020	66%
United States 2014	68%
2020	53%
Japan <sub>2014</sub>	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



## 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:

## 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.

#### 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. 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.

#### 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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