

# EARTH DAY 2020

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

IPSOS GLOBAL ADVISOR

# Miljøspørsmål - Norske data

Hvilke miljøspørsmål er befolkningen  
mest bekymret for?

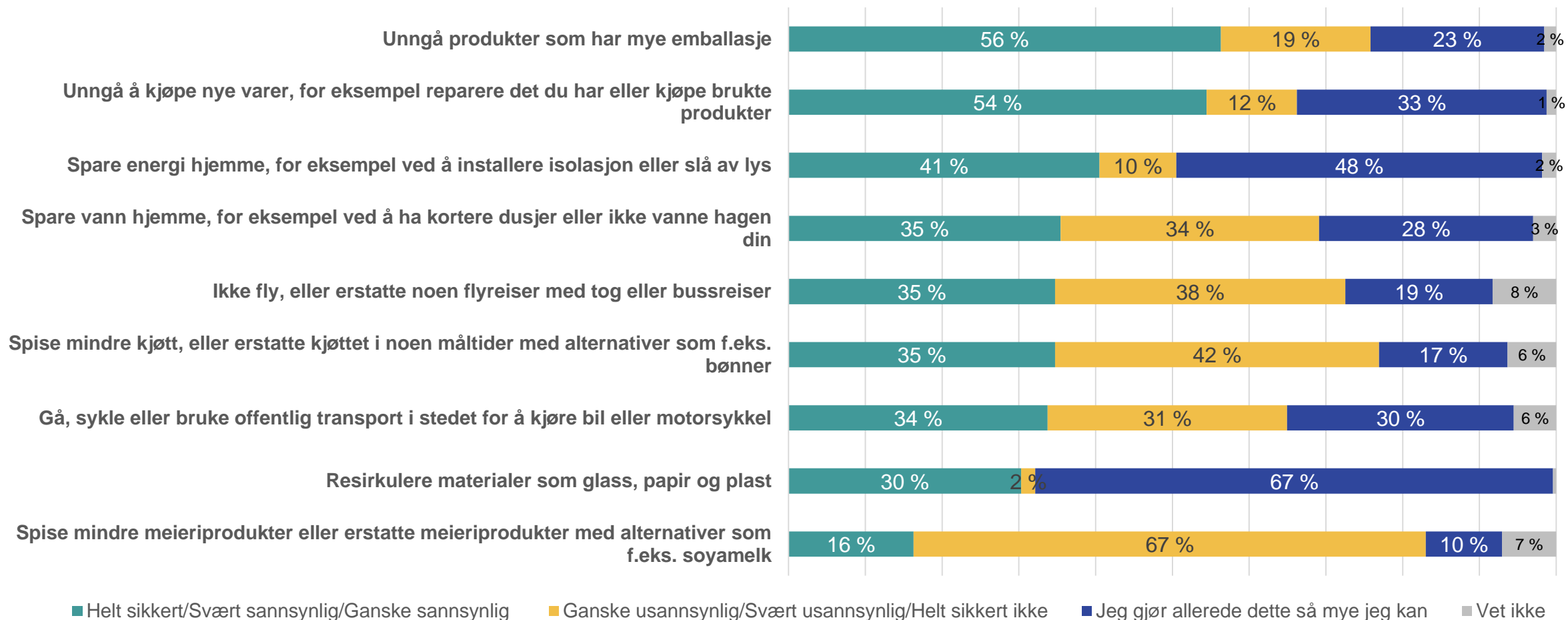
# De viktigste miljøproblemene

## Norske data

*Hva mener du er de tre viktigste miljøspørsmålene Norge står overfor i dag? Det vil si de viktigste miljøproblemene du mener bør få størst oppmerksomhet fra våre politikere?*

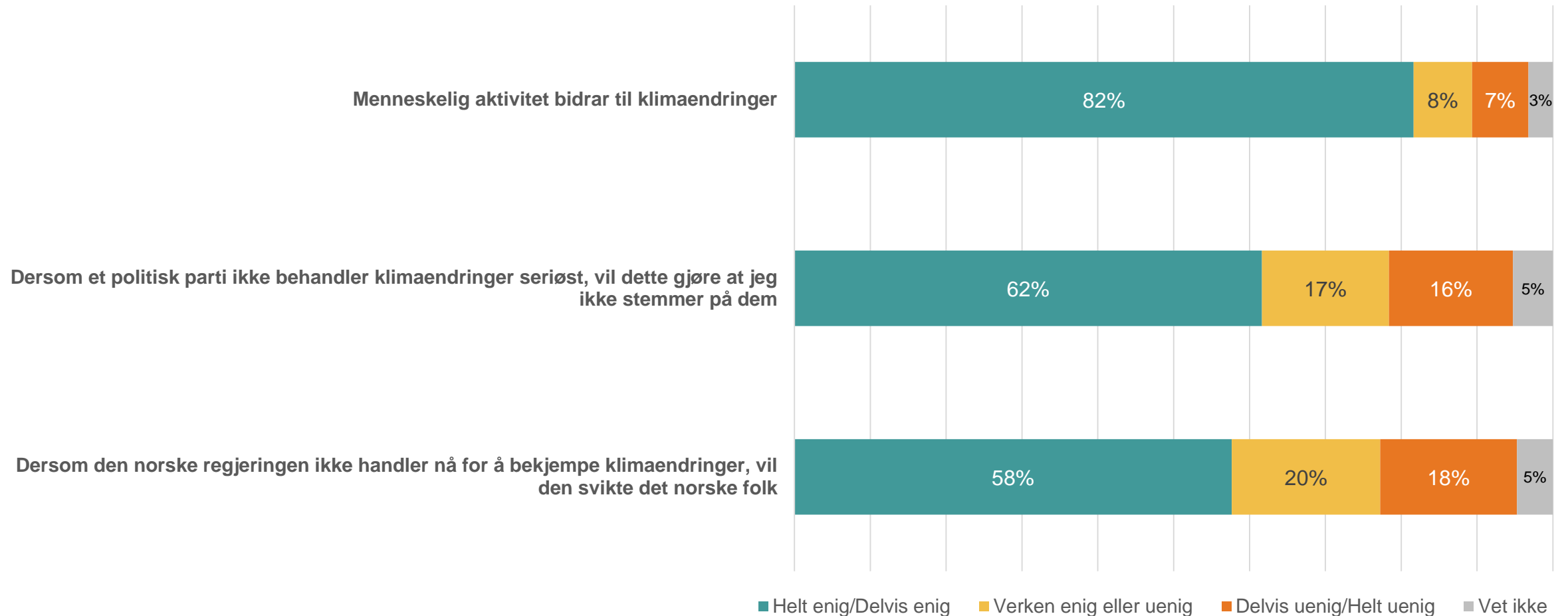


# Tenk på ting du kan gjøre for å begrense ditt eget bidrag til klimaendringene, hvor sannsynlig eller usannsynlig vil det være at du gjør følgende endringer i løpet av det neste året?



Base: 526 respondenter 16+ onlineundersøkelse gjennomført 17-20 April 2020

# Tenk på ting du kan gjøre for å begrense ditt eget bidrag til klimaendringene, hvor sannsynlig eller usannsynlig vil det være at du gjør følgende endringer i løpet av det neste året?



Base: 526 respondenter 16+ onlineundersøkelse gjennomført 17-20 April 2020

# Environmental issues - Global data

Which environmental issues are most concerning to citizens?

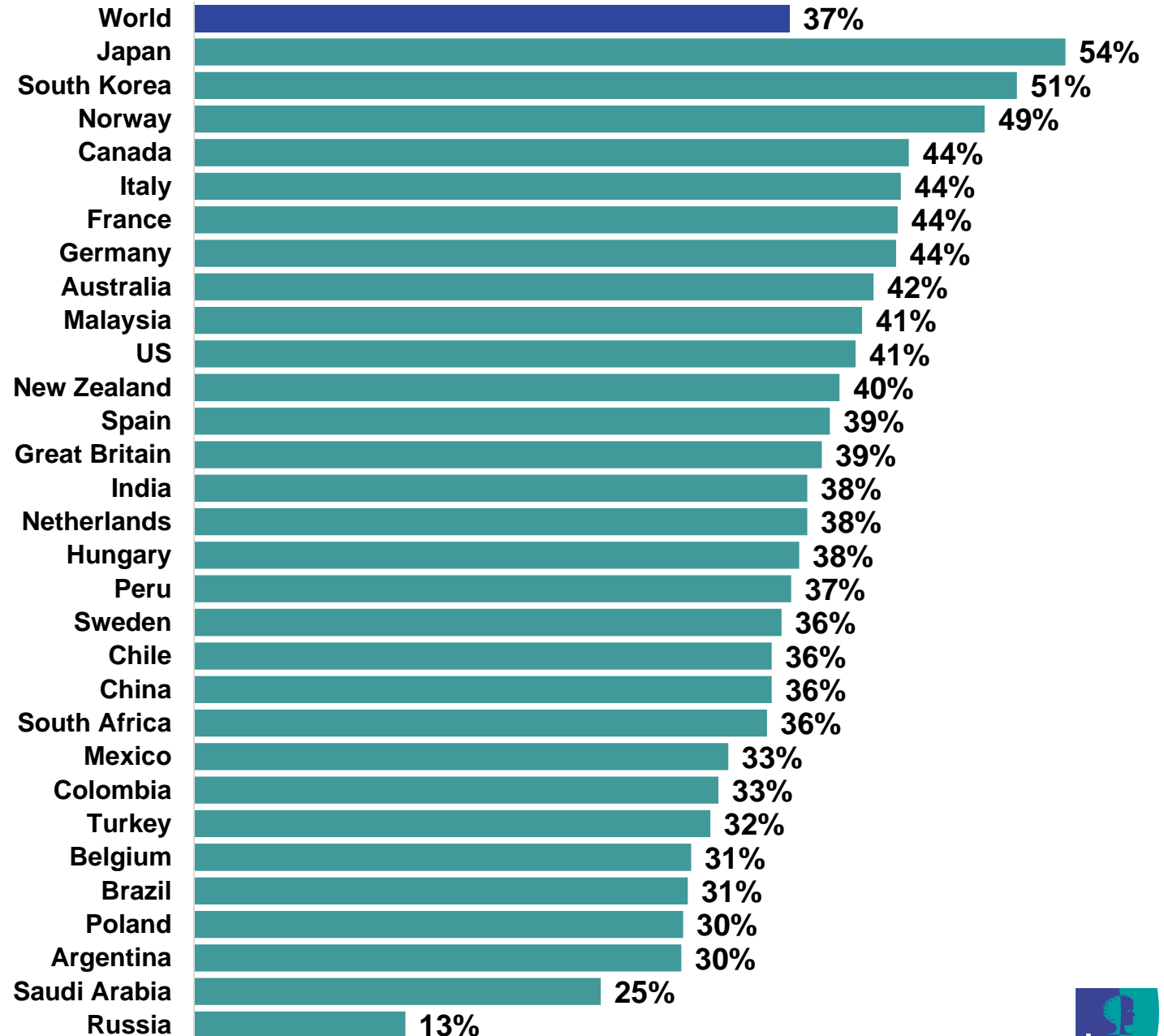
# Global warming/ climate change

## 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



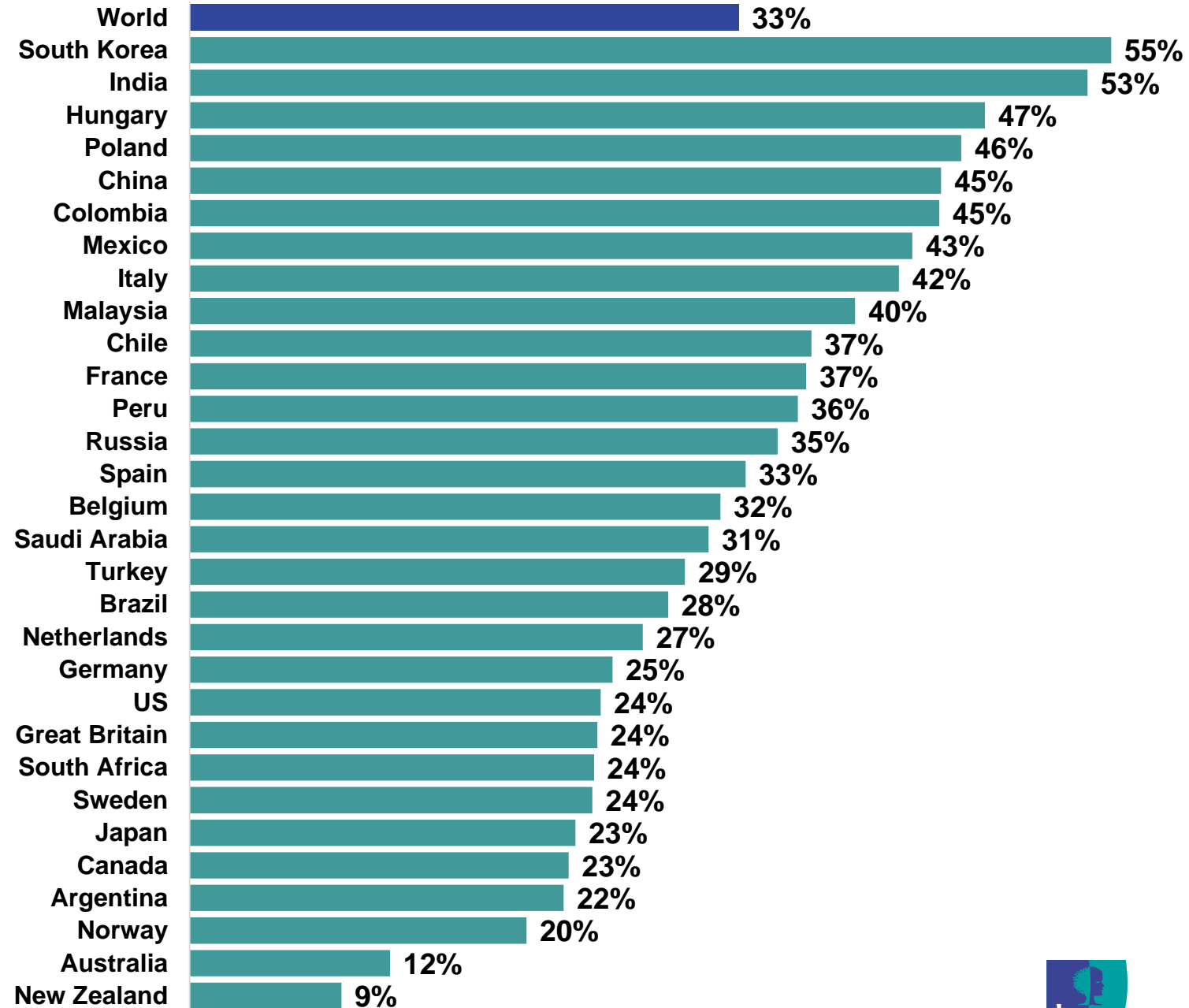
# Air pollution

## 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



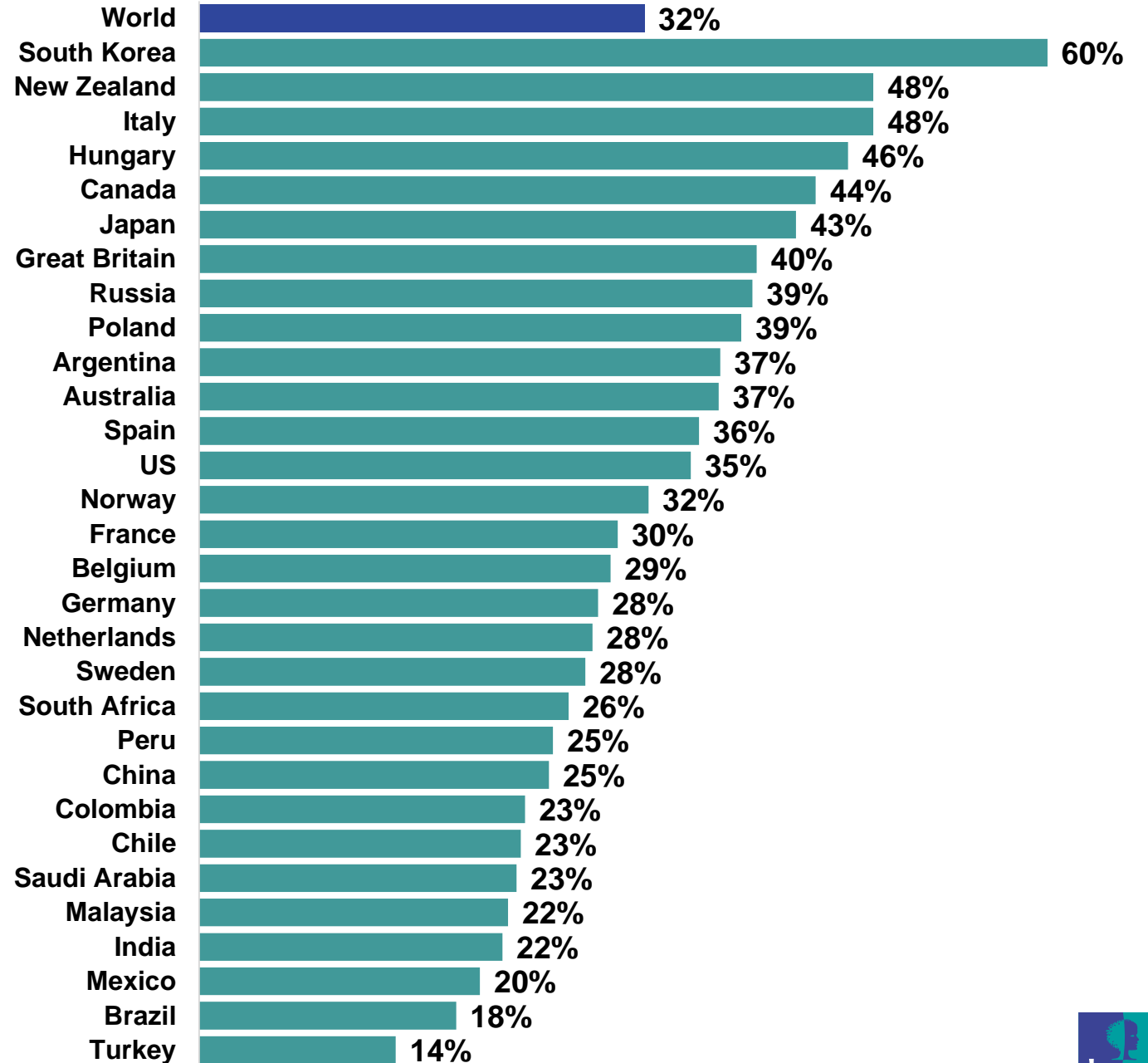


# Dealing with the amount of waste we generate

## 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*



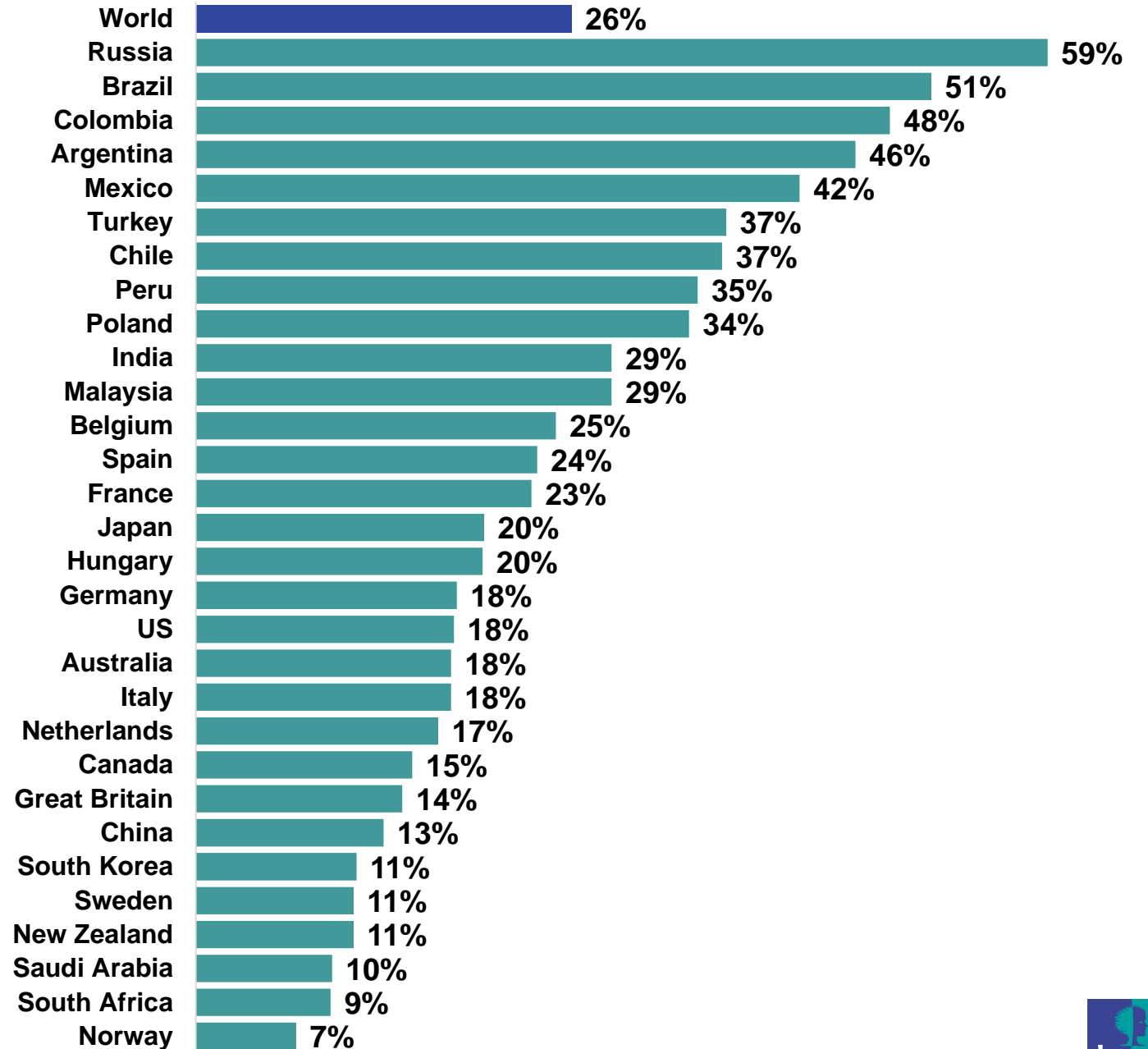
Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

# 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*



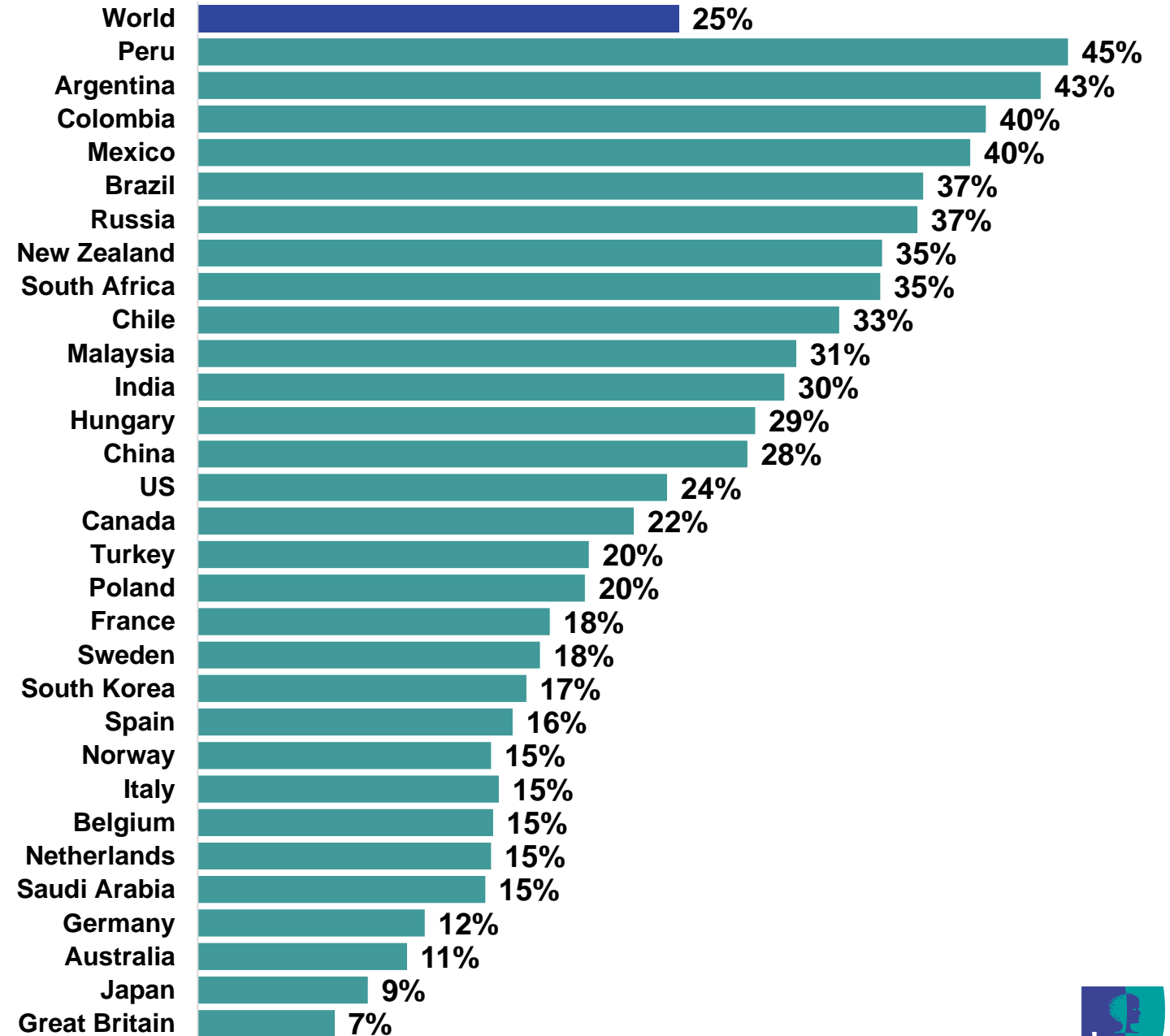
Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

# 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

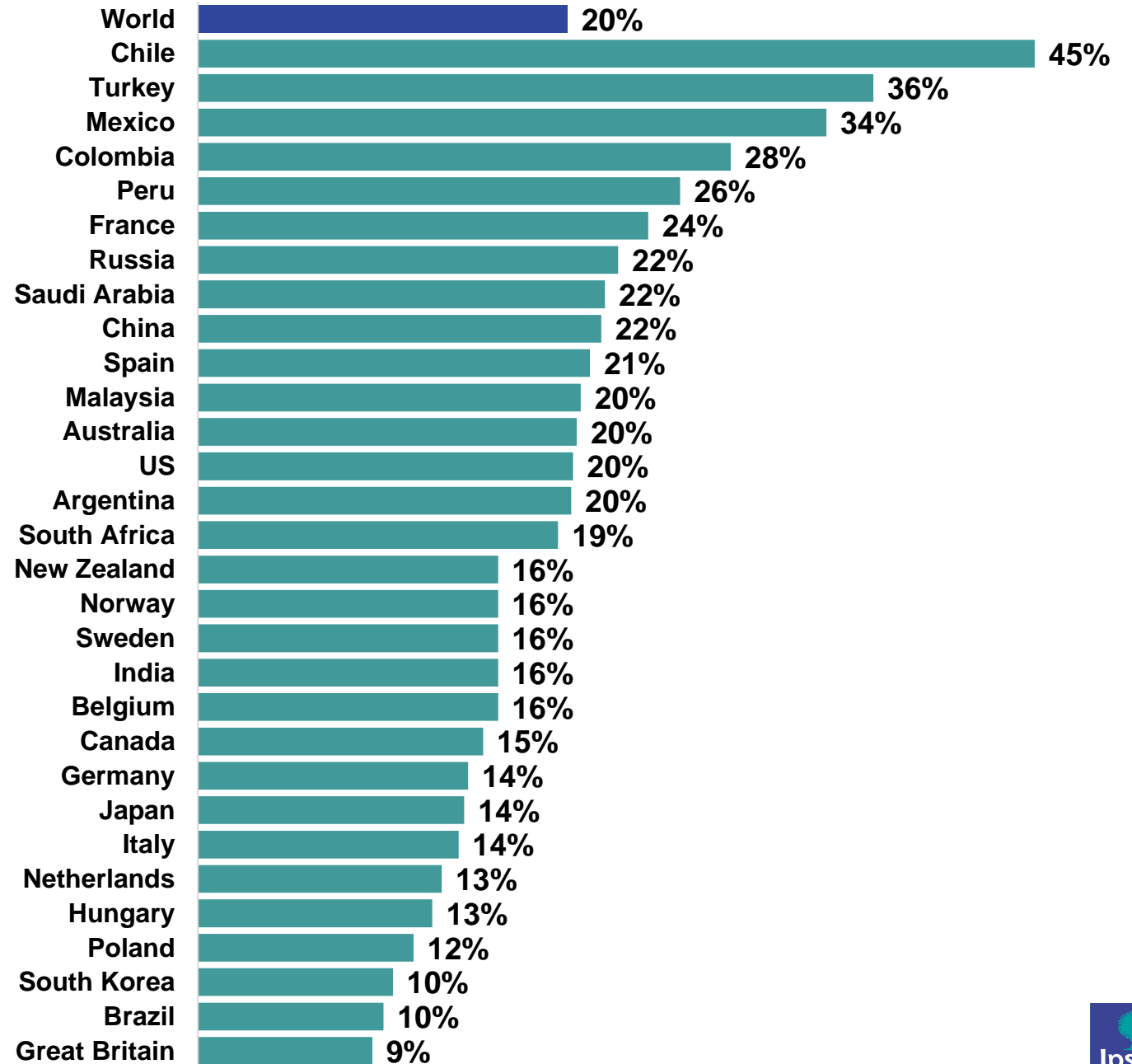


# Depletion of natural resources

## 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

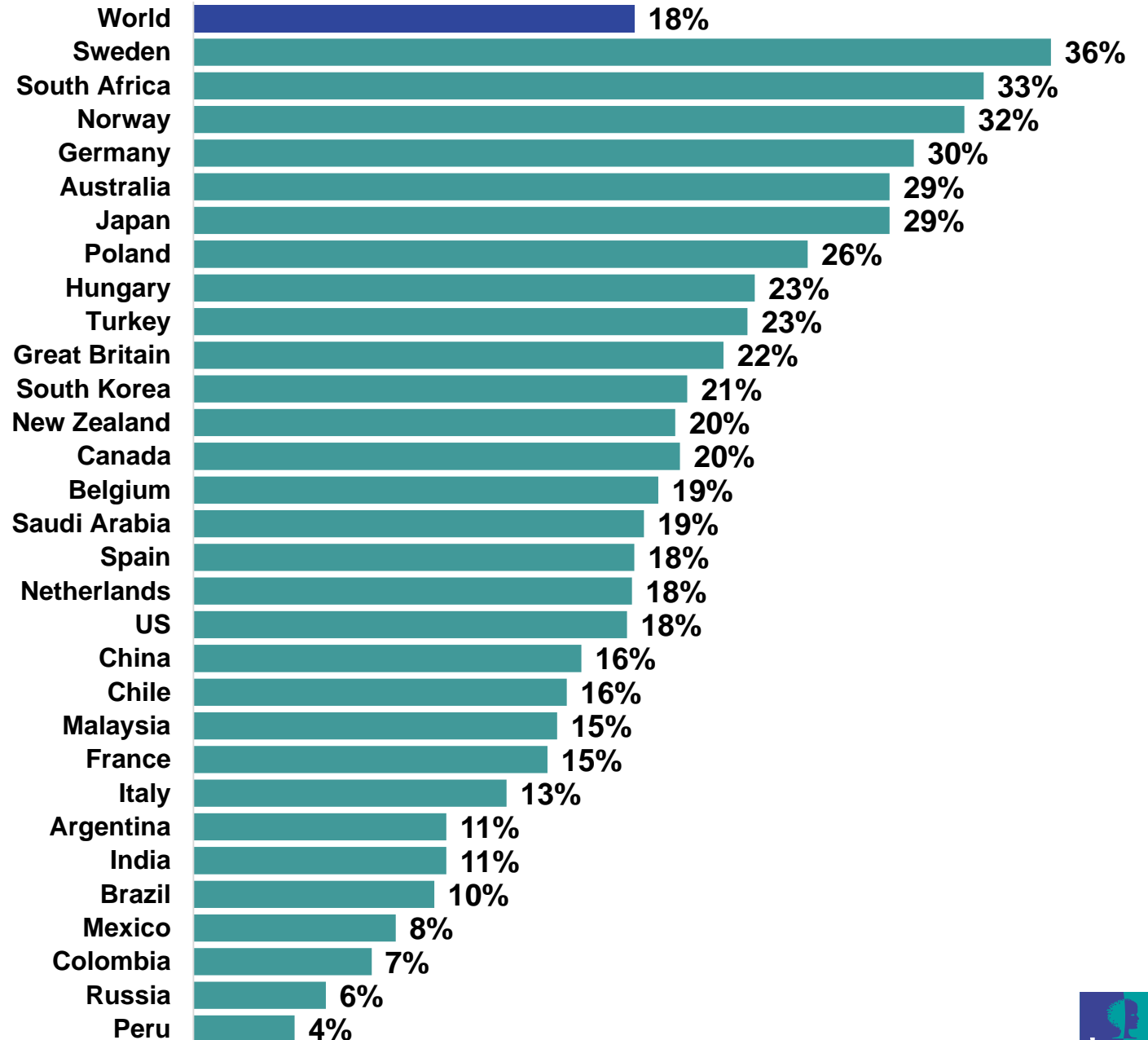


# Future energy sources and supplies

## 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*



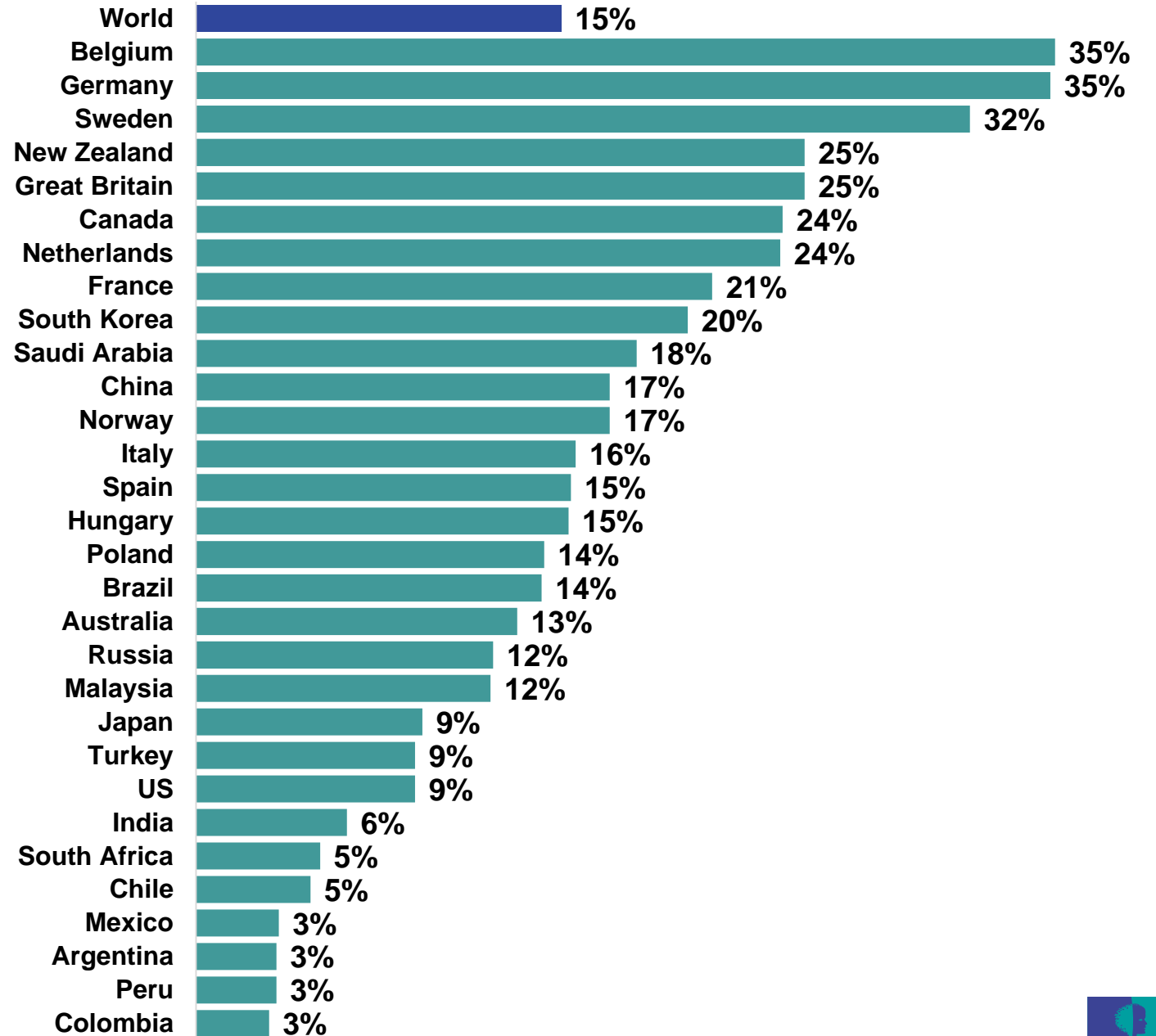
Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

# 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

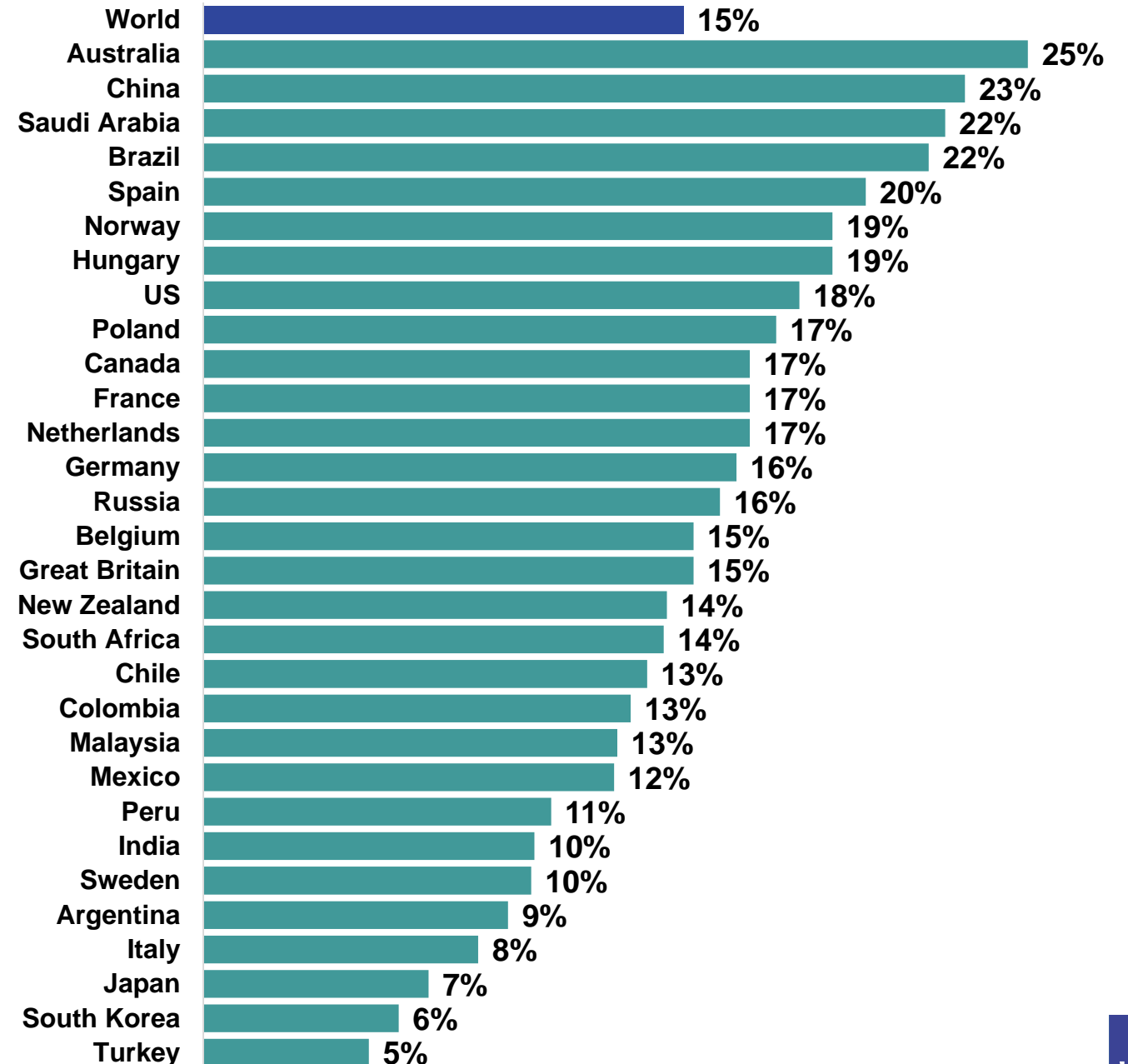
# Wildlife conservation

## 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

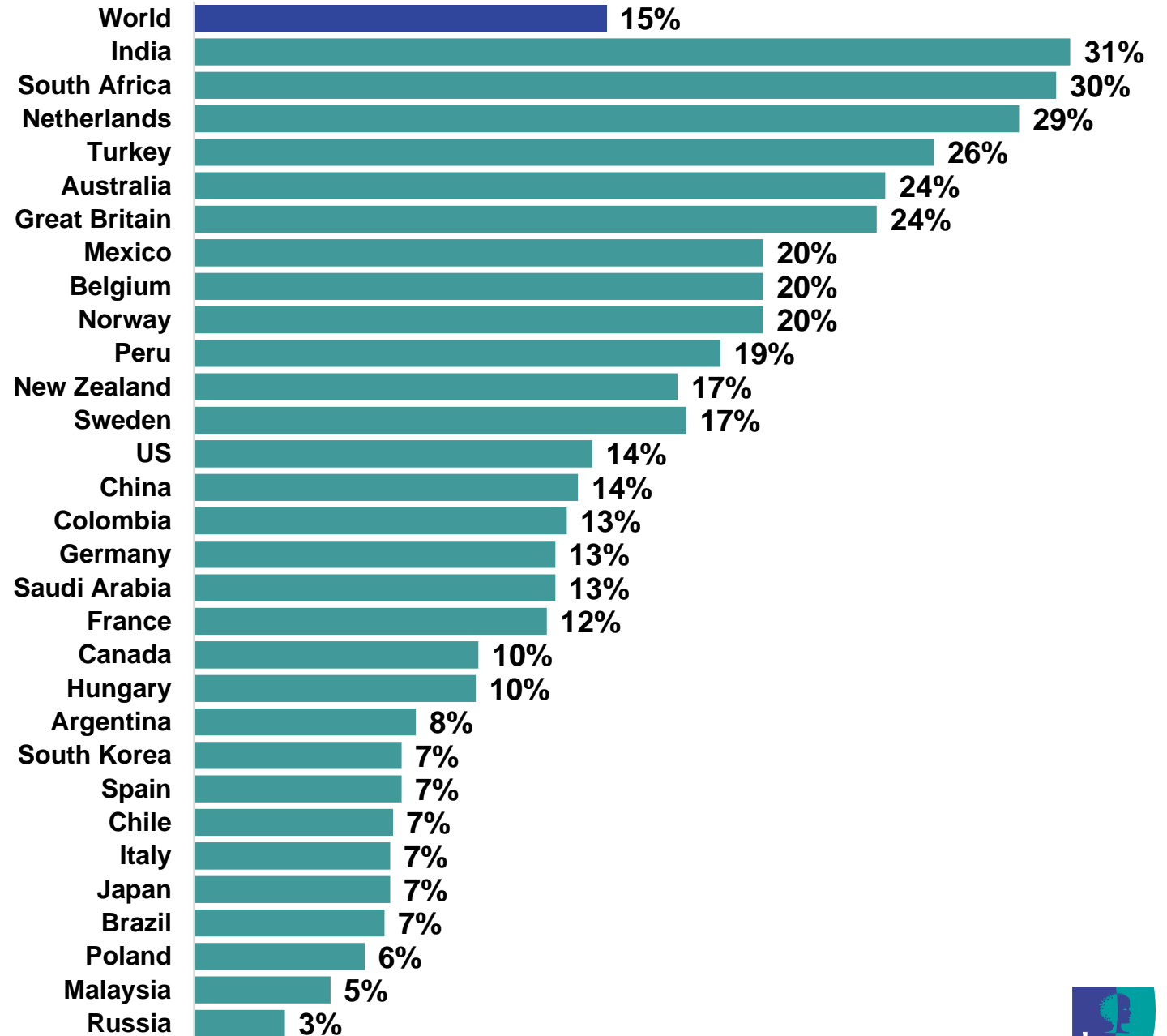


# Over population

## 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

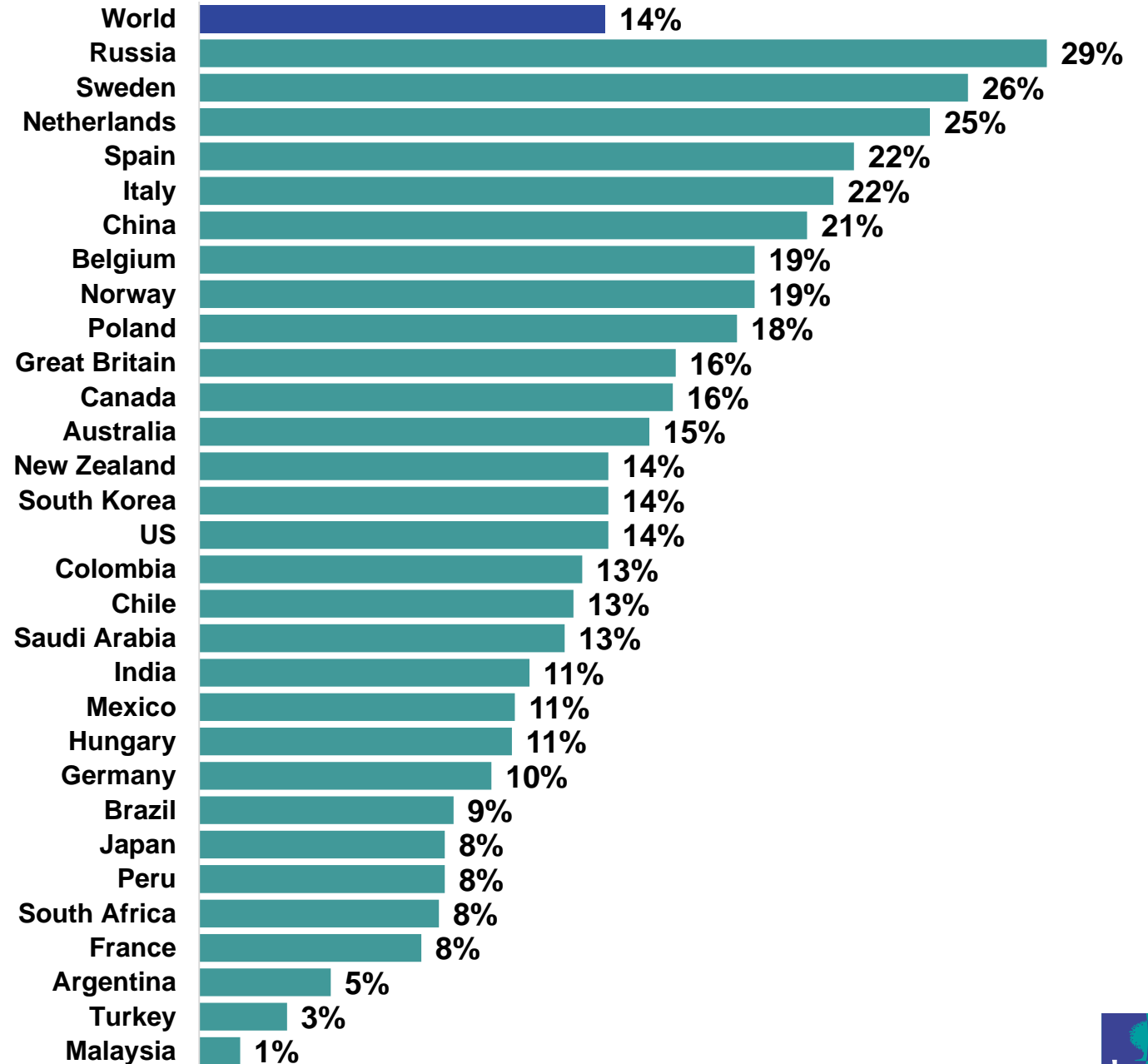


# Emissions

## 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

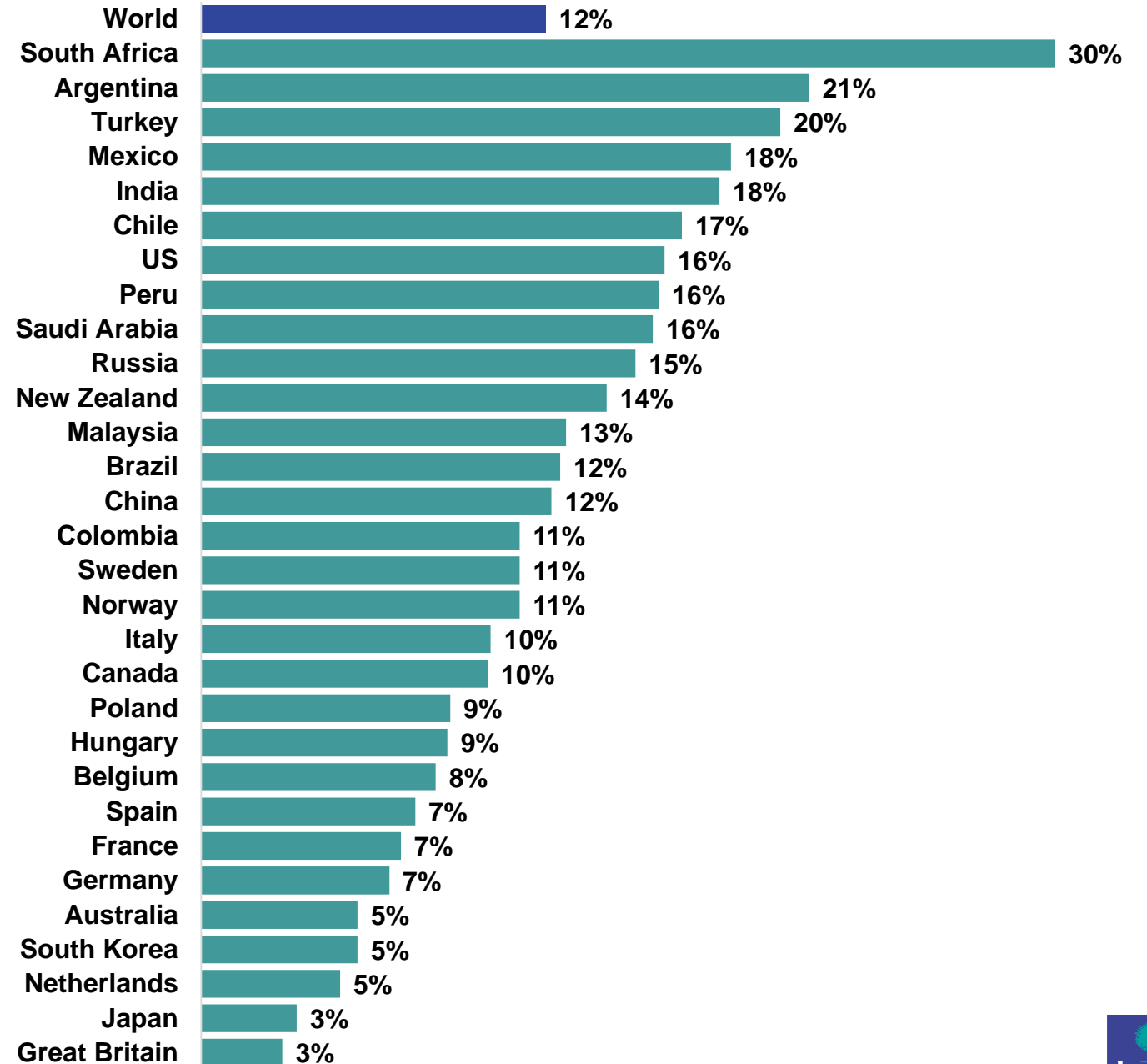


# Poor quality drinking water

## 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*



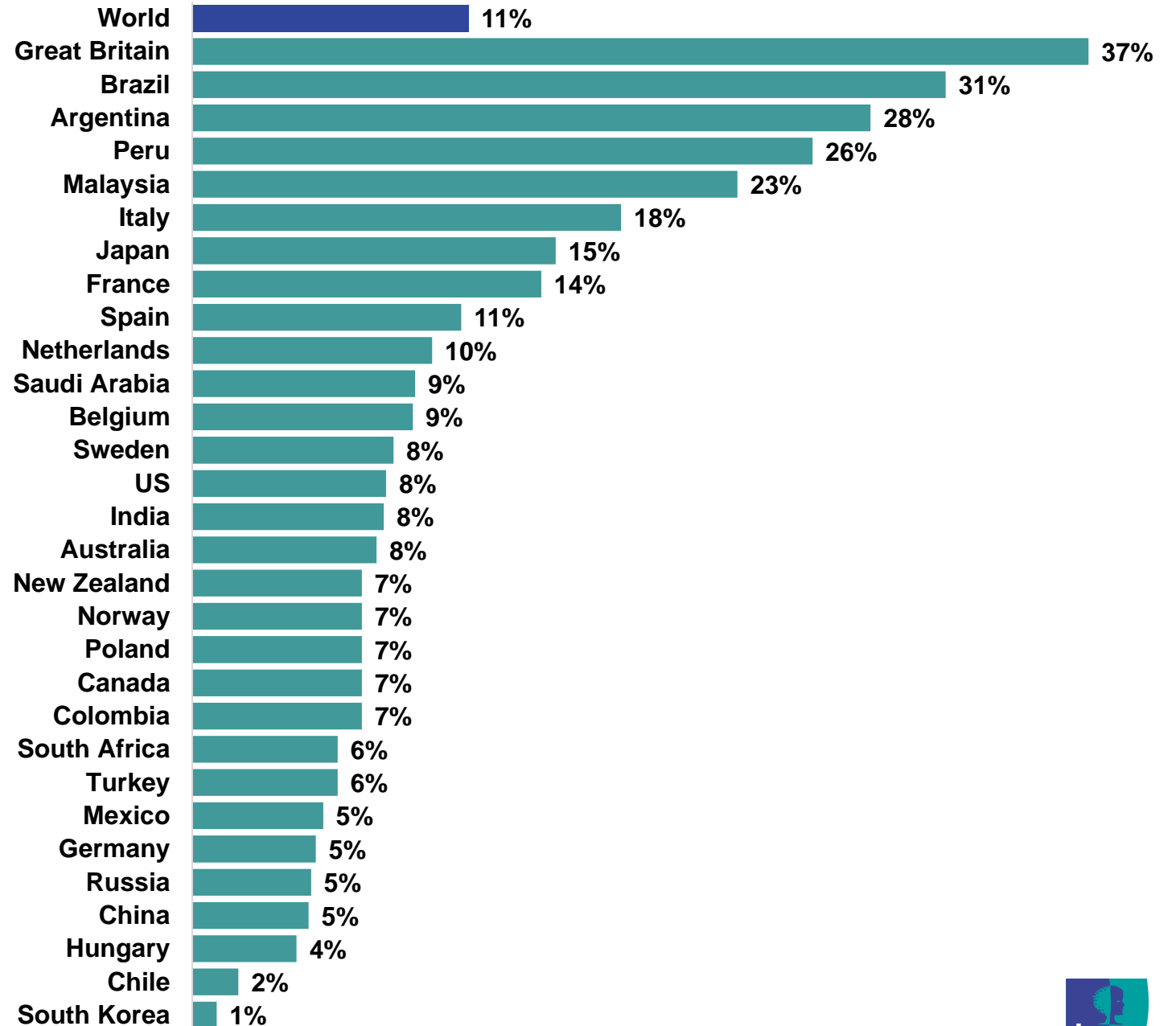
Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

# 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

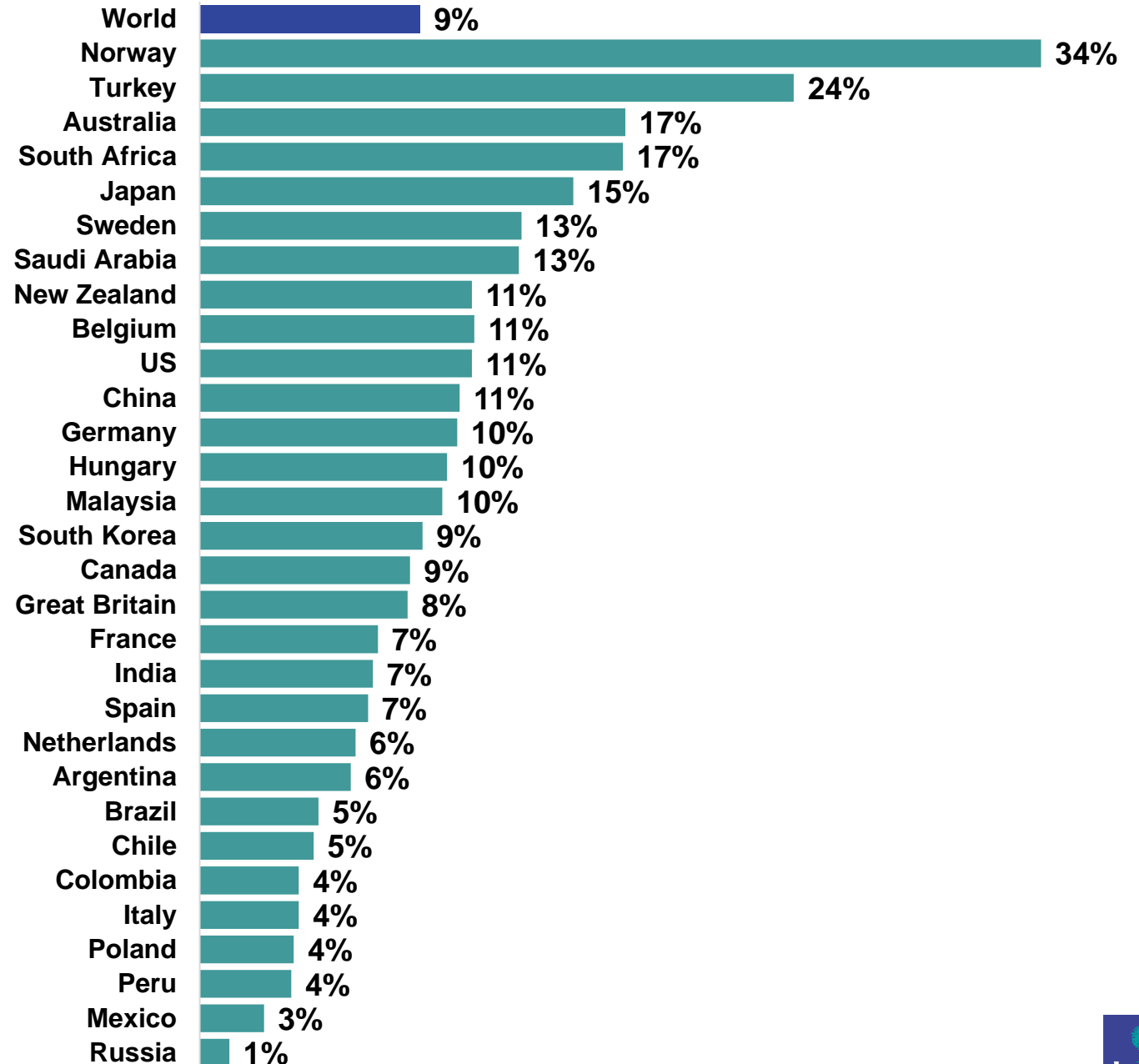
# Future food sources and supplies

## 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

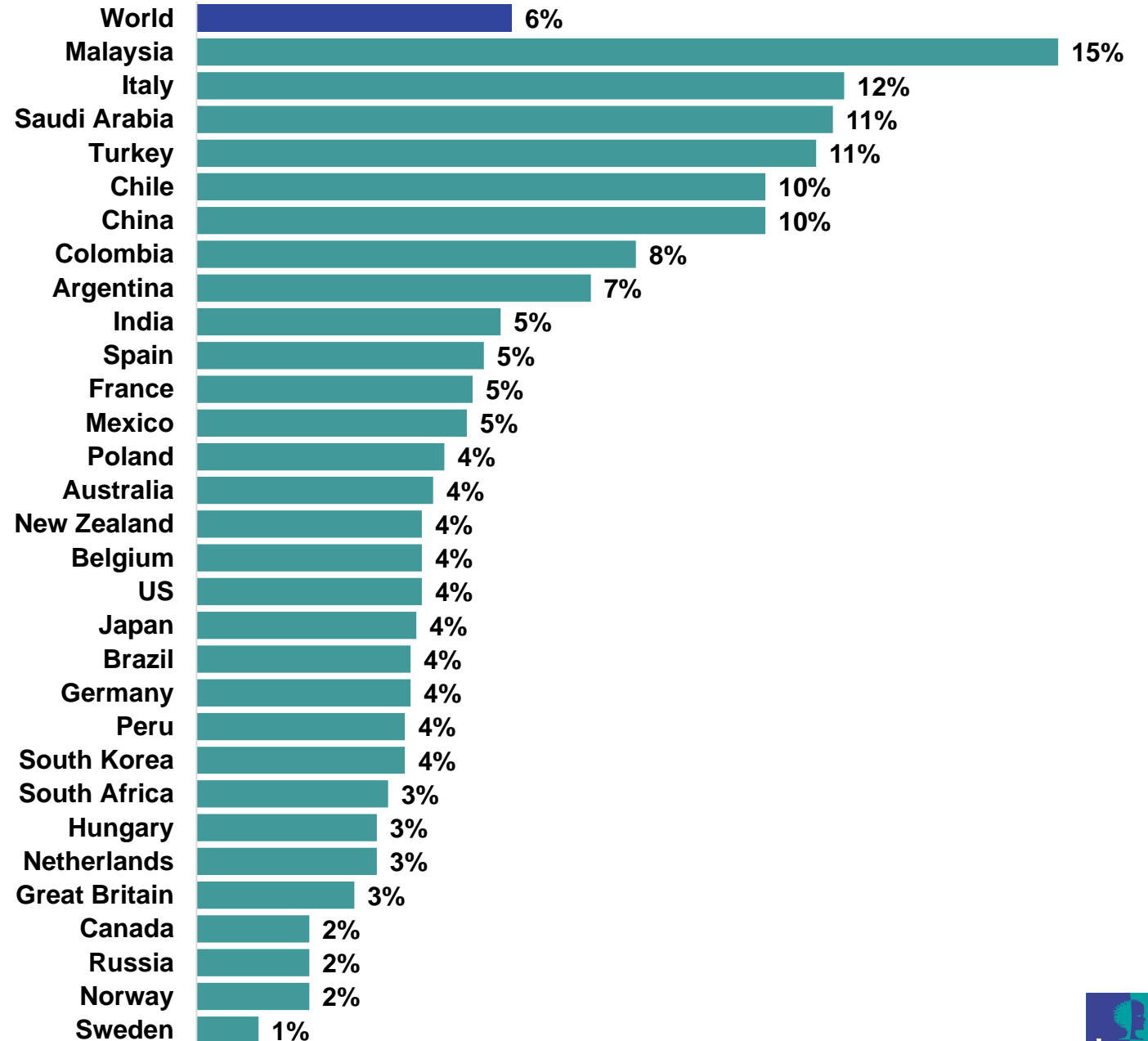


# Soil erosion

## 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?

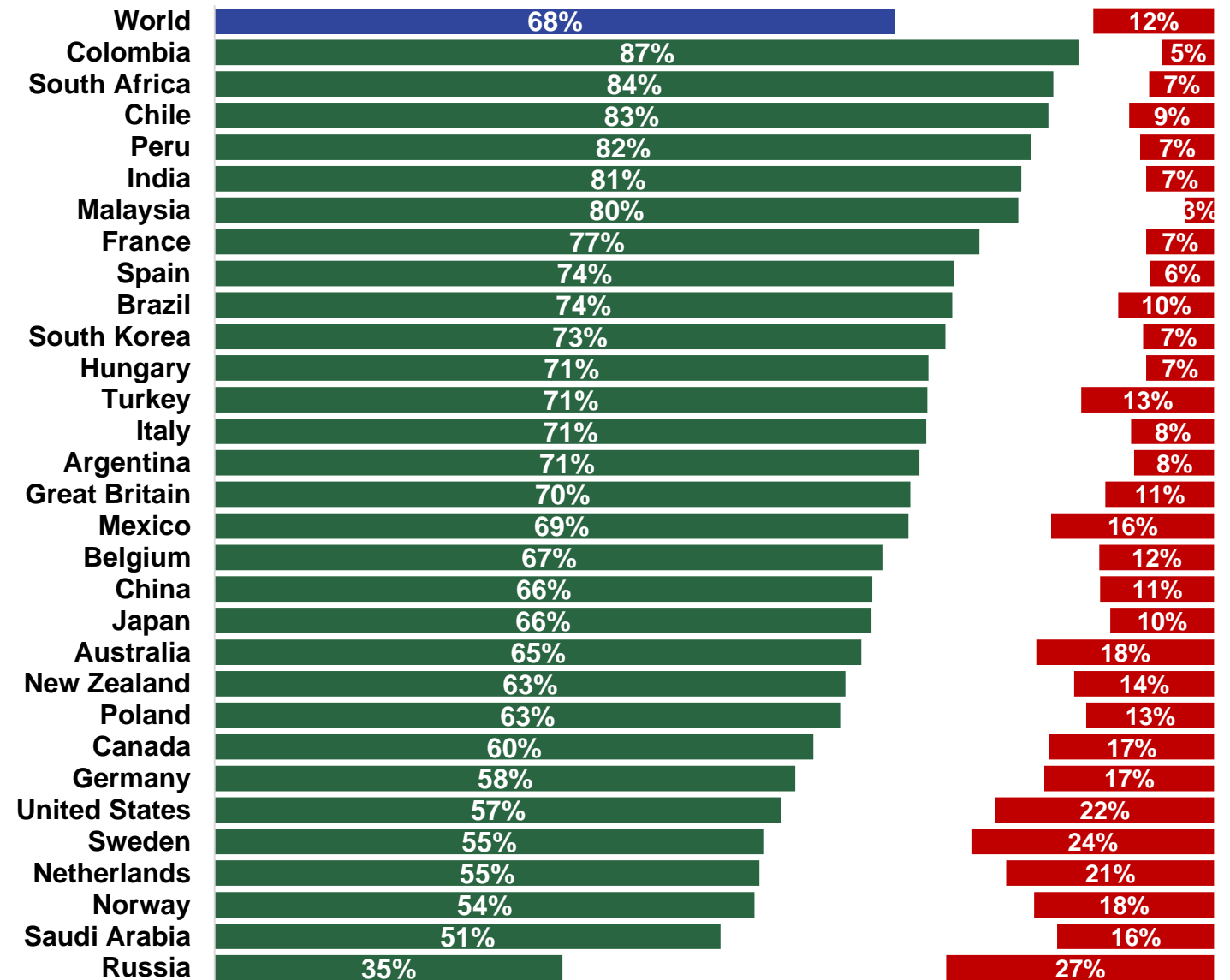


# Desire for government action to combat climate change

## 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

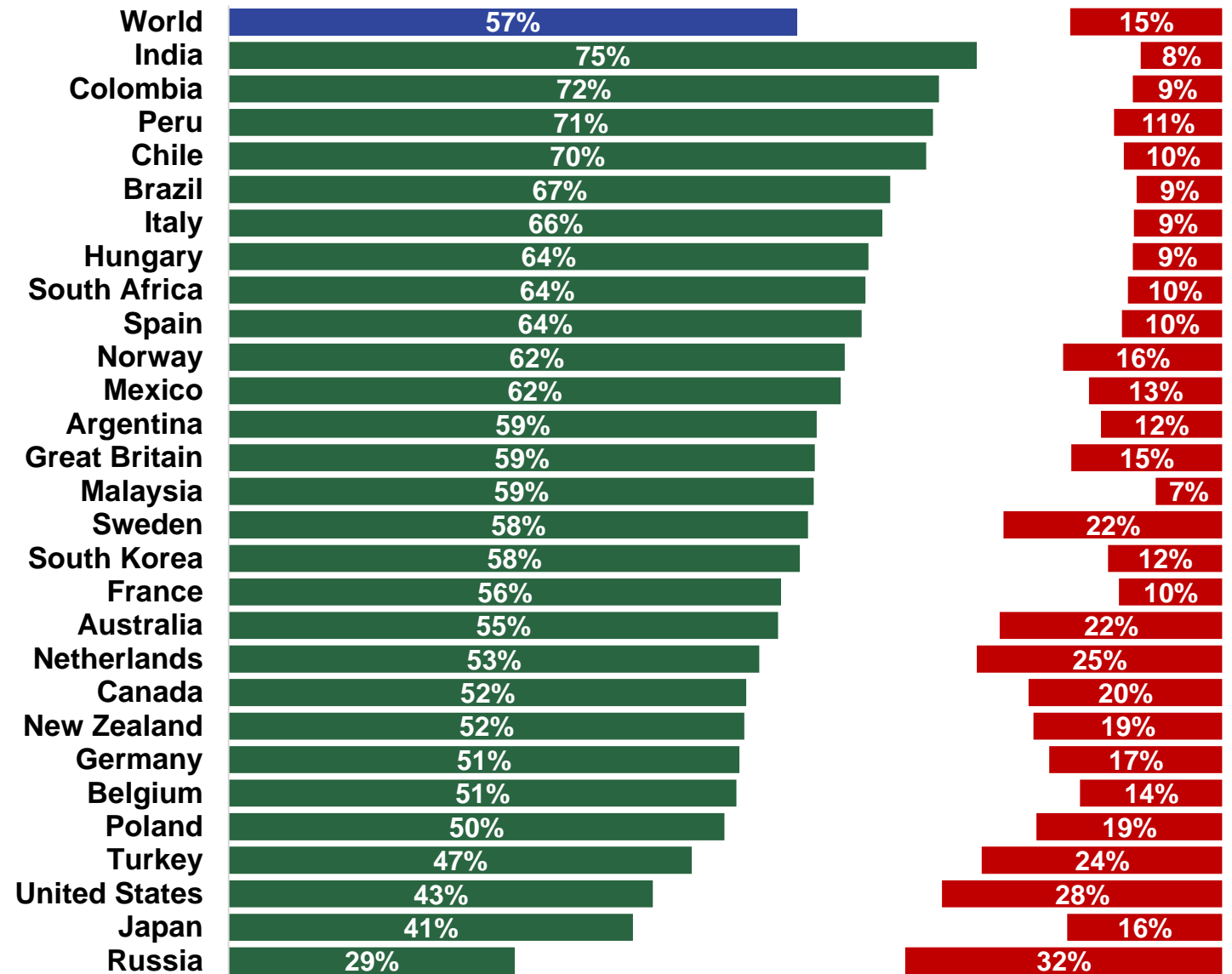
■ Strongly agree/tend to agree ■ Tend to disagree/strongly disagree

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

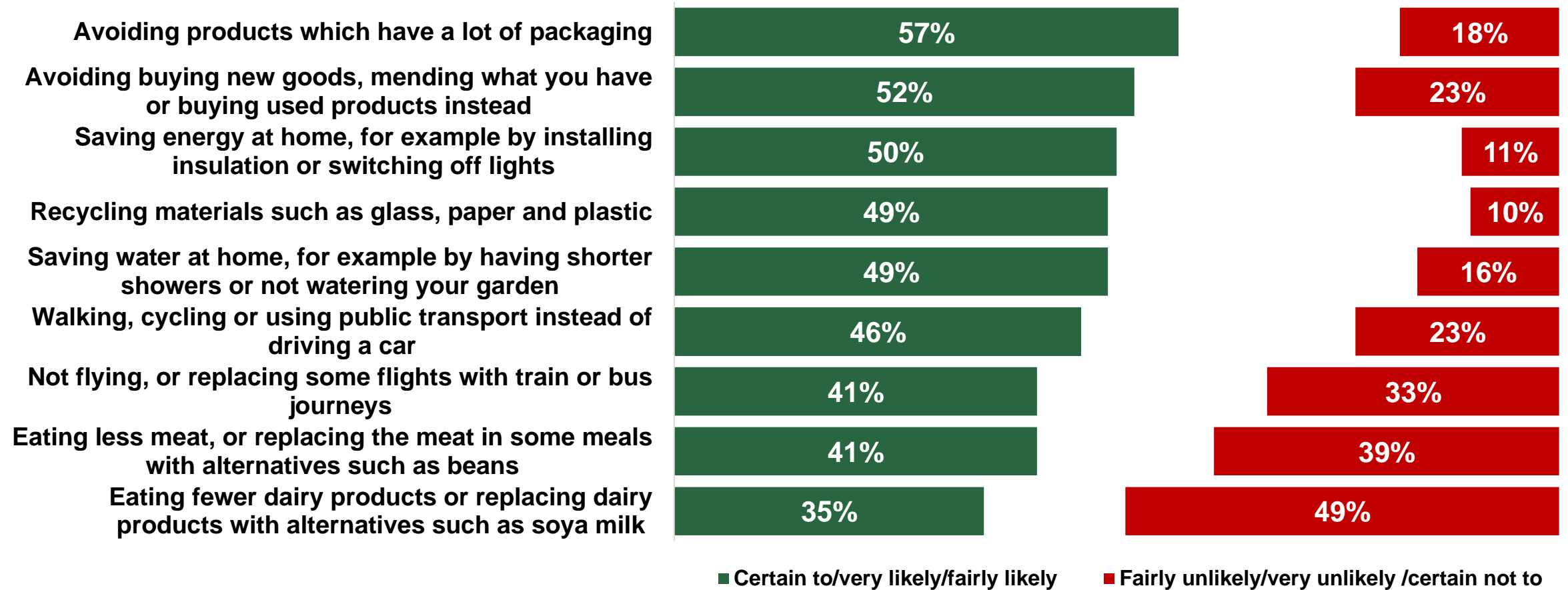
■ Strongly agree/tend to agree ■ Tend to disagree/strongly disagree





# 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?



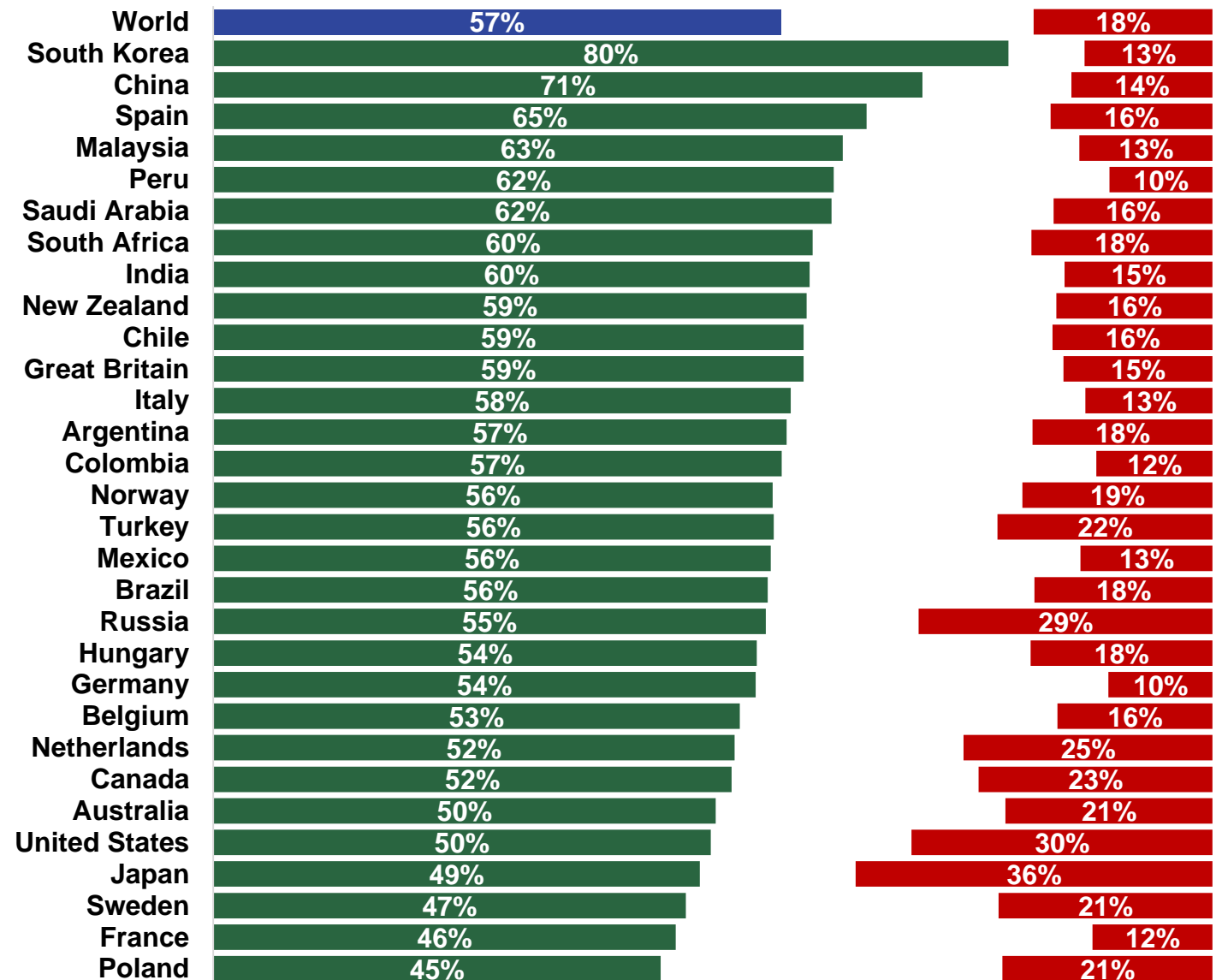
Base: 20,590 online adults aged 16-74: Fieldwork dates : Friday, February 21 to Friday, March 6, 2020

# Willingness to 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

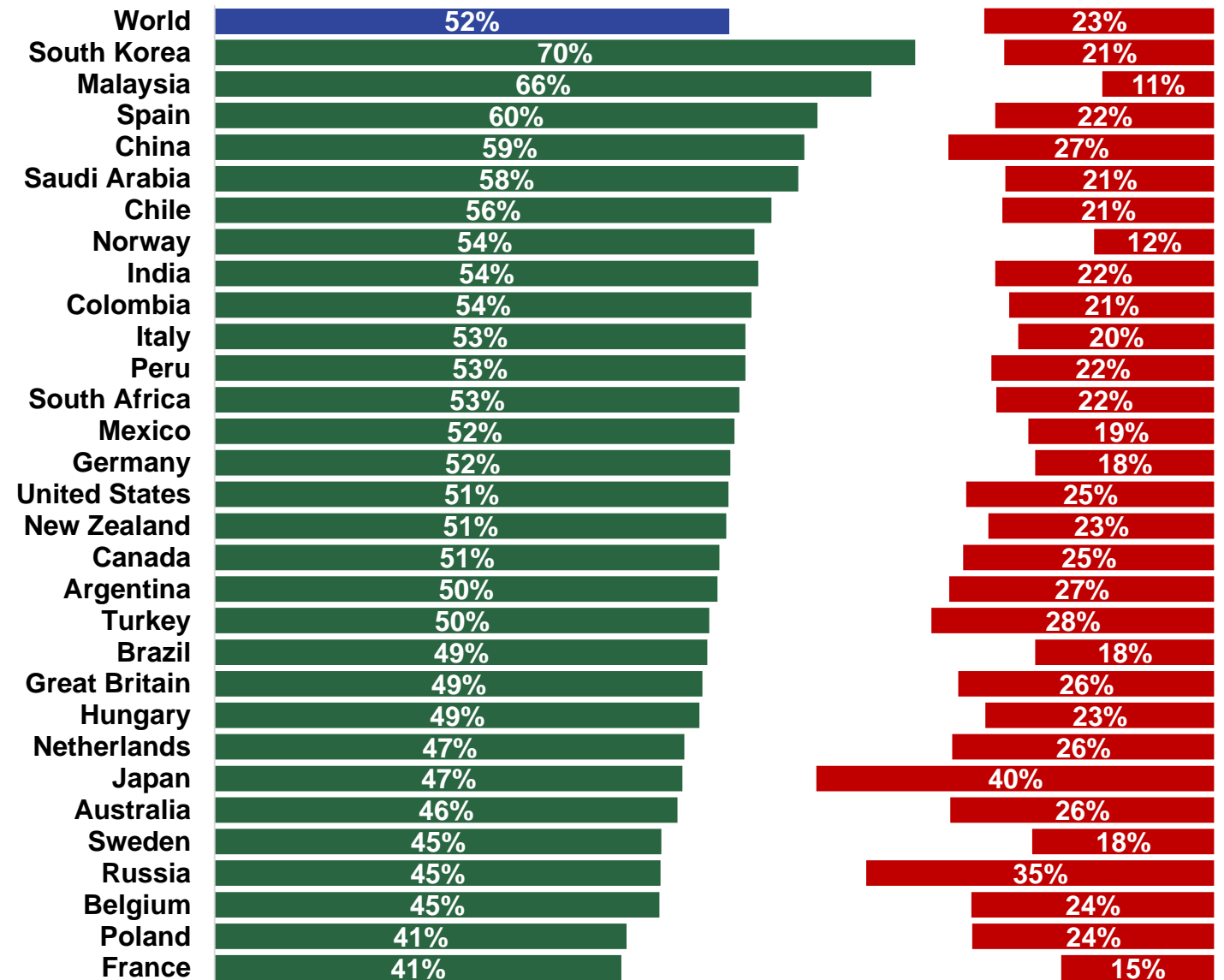
■ Certain to/very likely/fairly likely ■ Fairly unlikely/very unlikely/certain not to

# 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

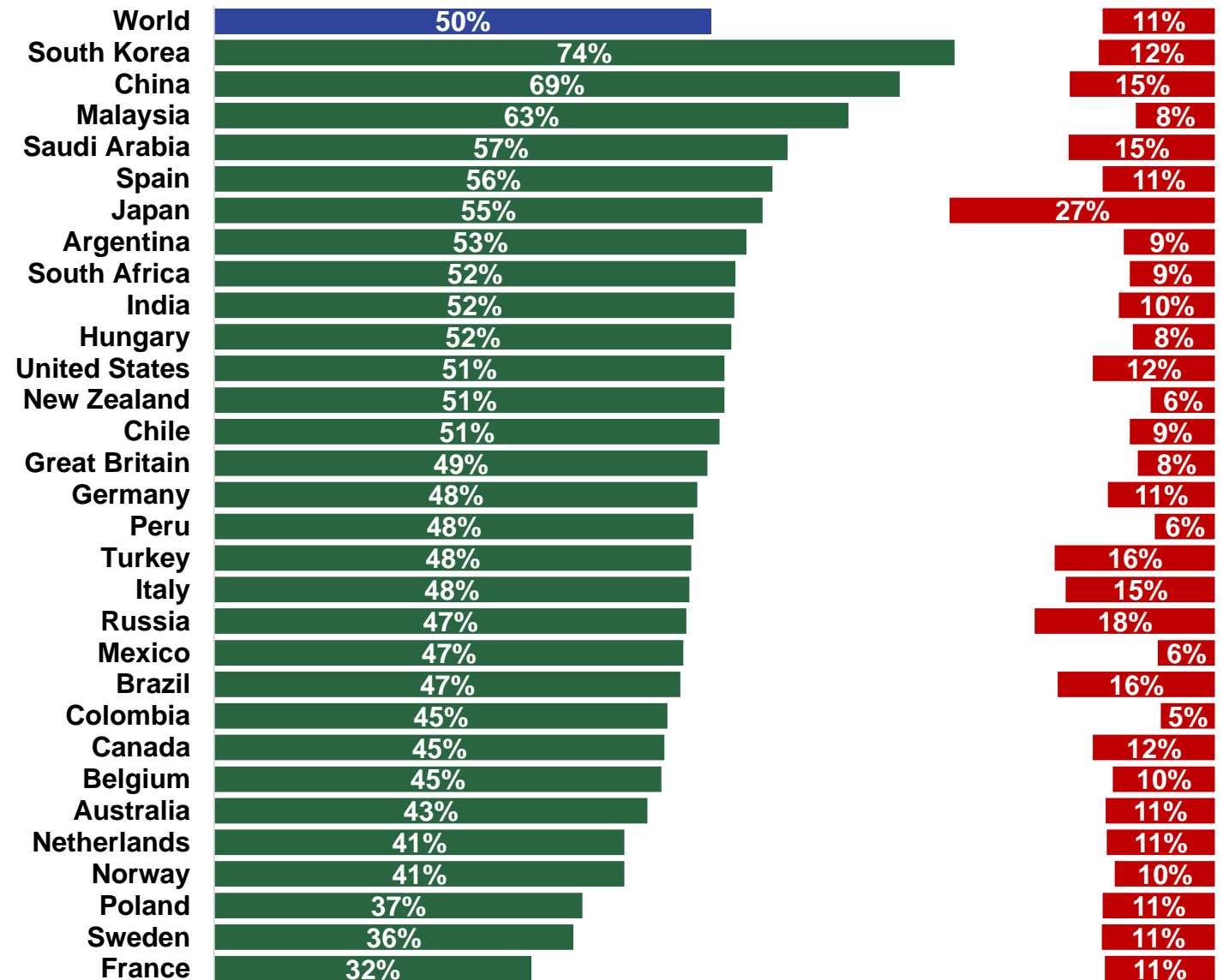


# Willingness to save energy

## 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*



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

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

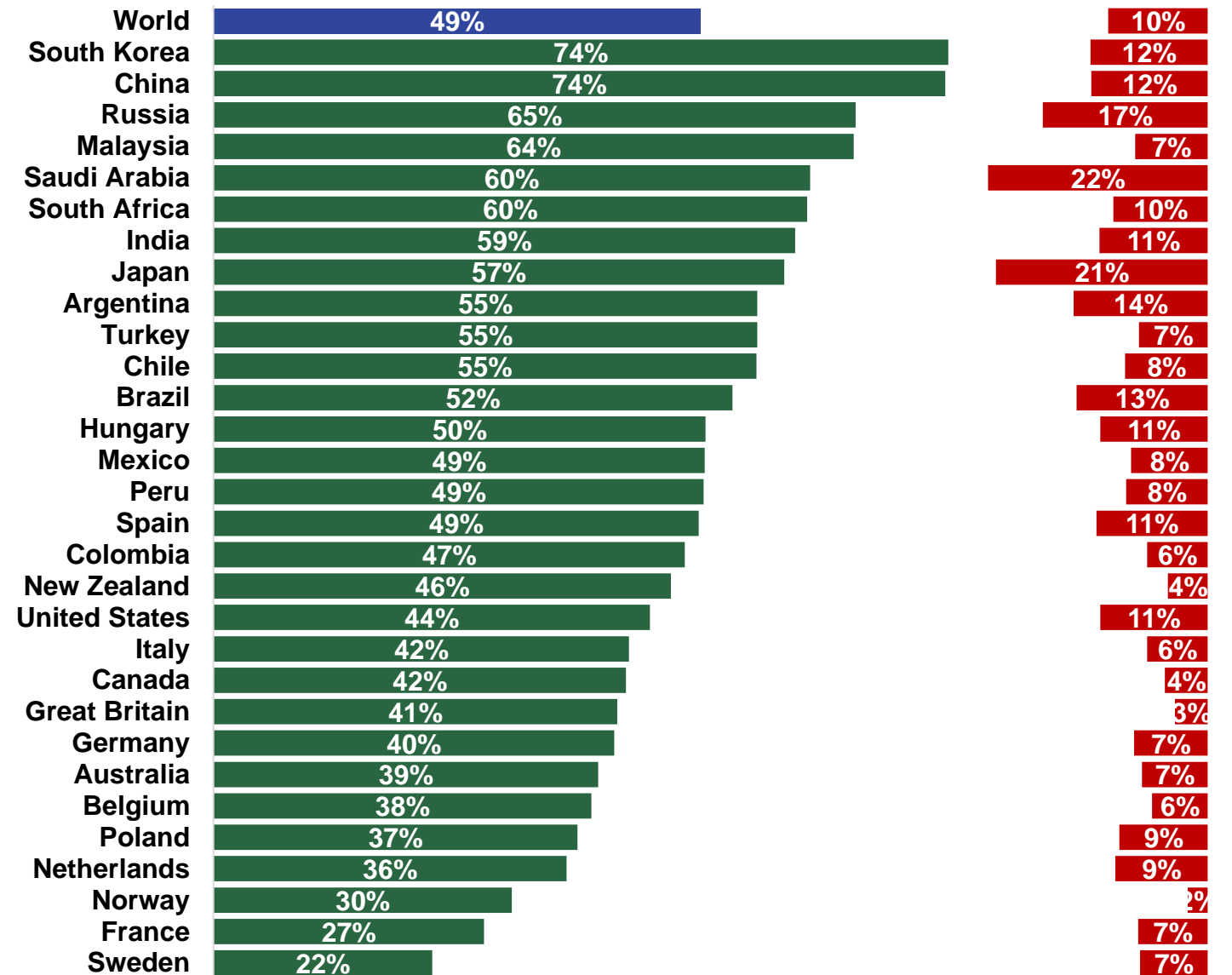


# Willingness to recycle

## 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

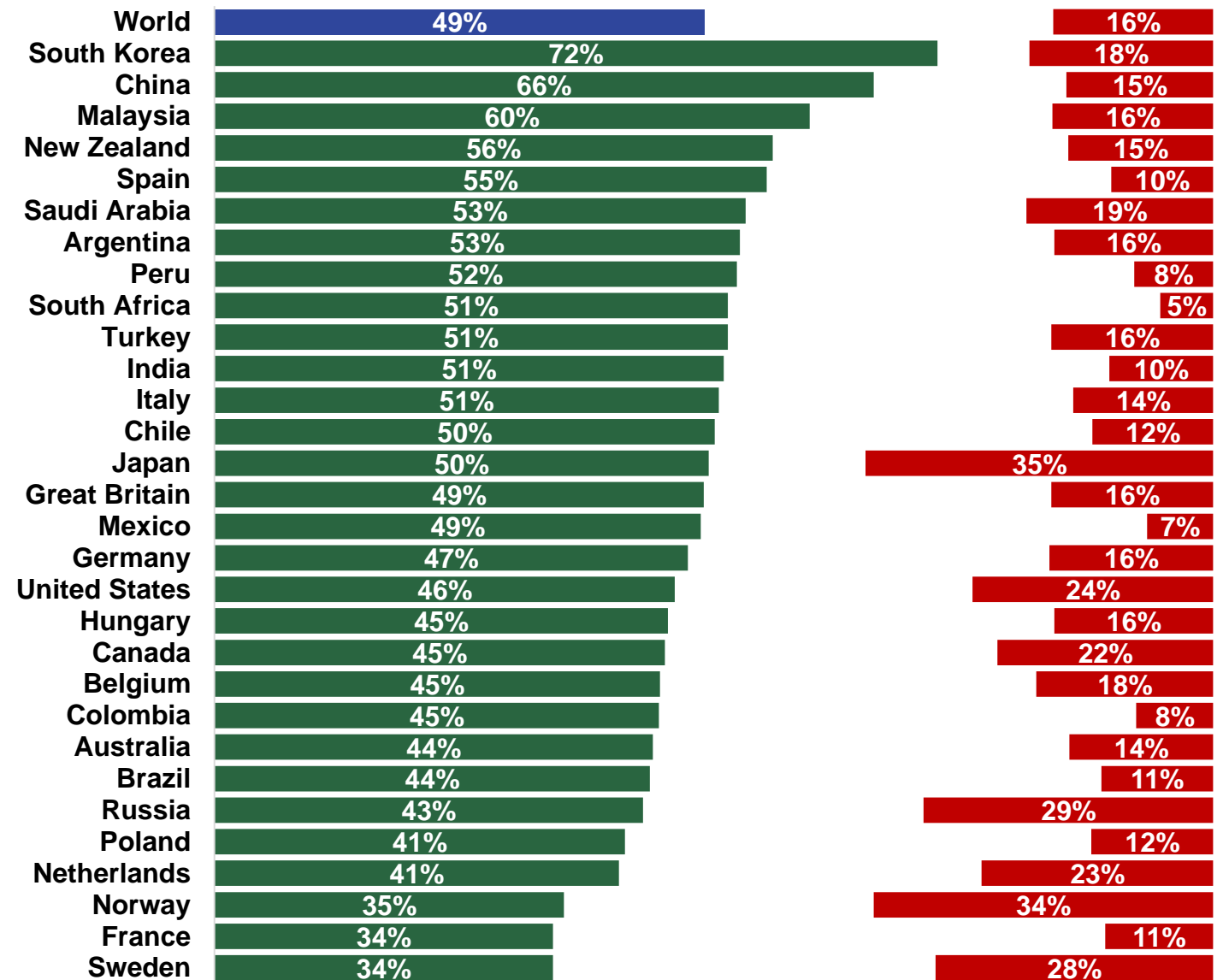
■ Certain to/very likely/fairly likely ■ Fairly unlikely/very unlikely/certain not to

# 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

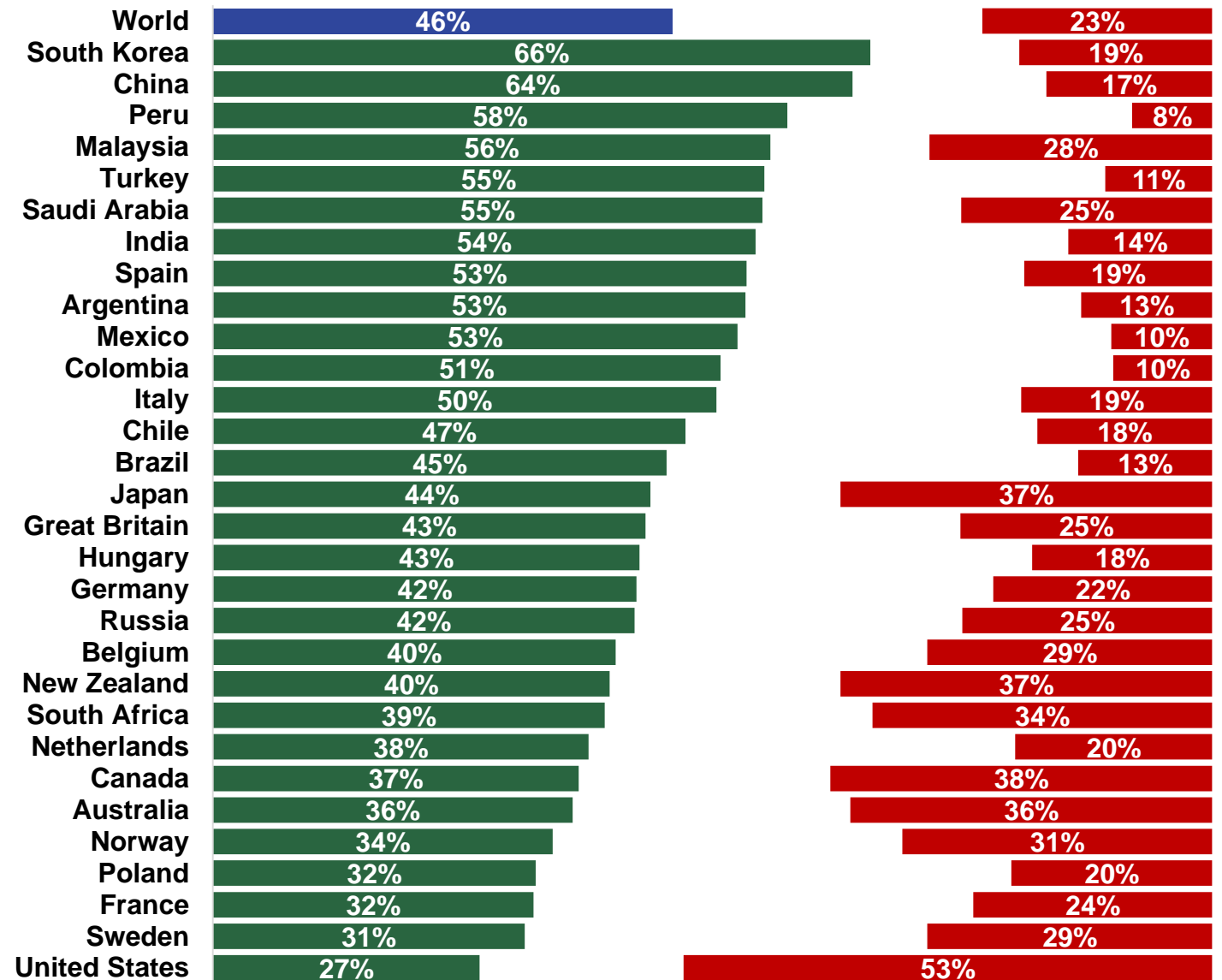
■ Certain to/very likely/fairly likely ■ Fairly unlikely/very unlikely/certain

# 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

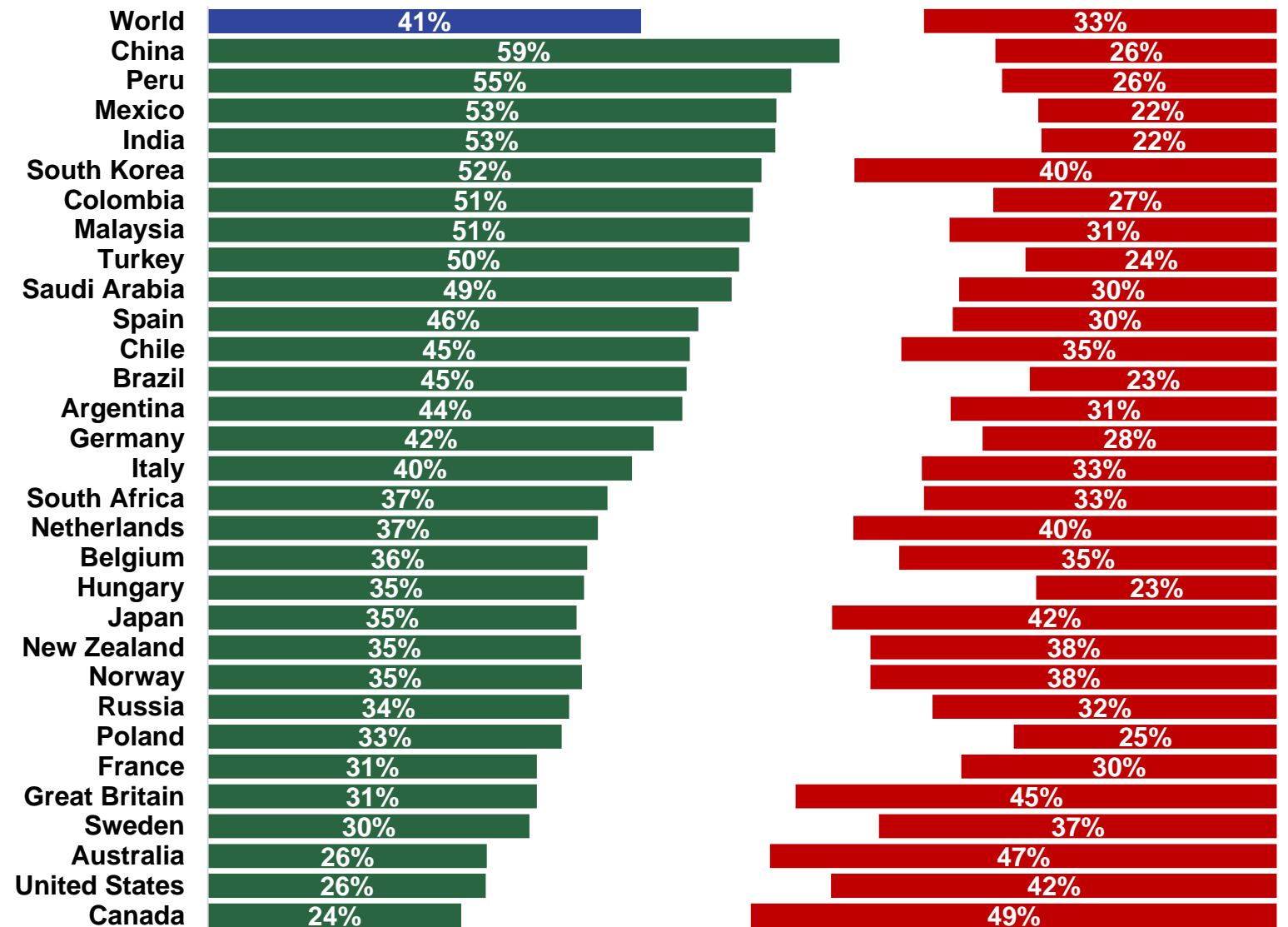
■ Certain to/very likely/fairly likely ■ Fairly unlikely/very unlikely/certain not to

# 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

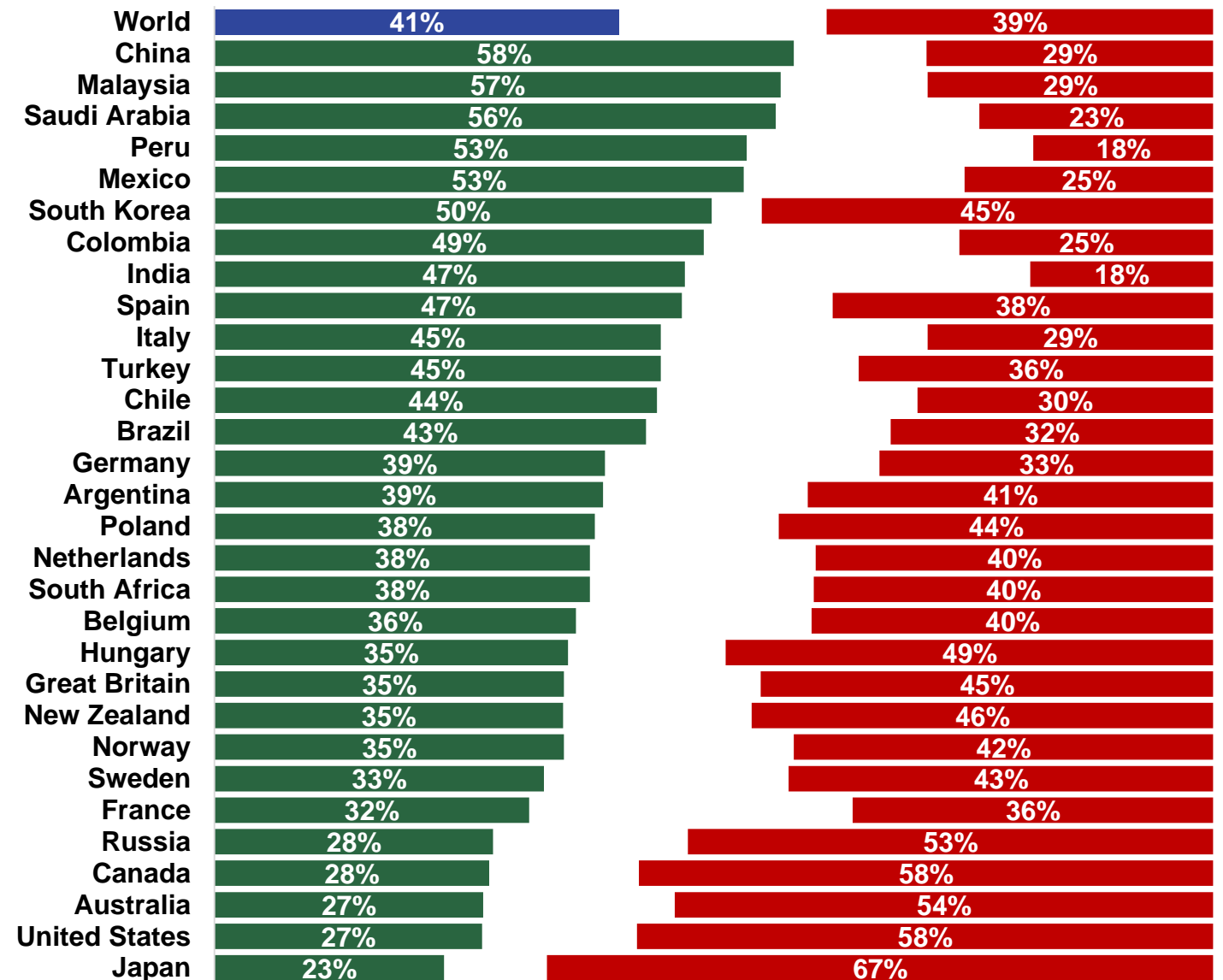


# Willingness to eat less meat

## 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

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

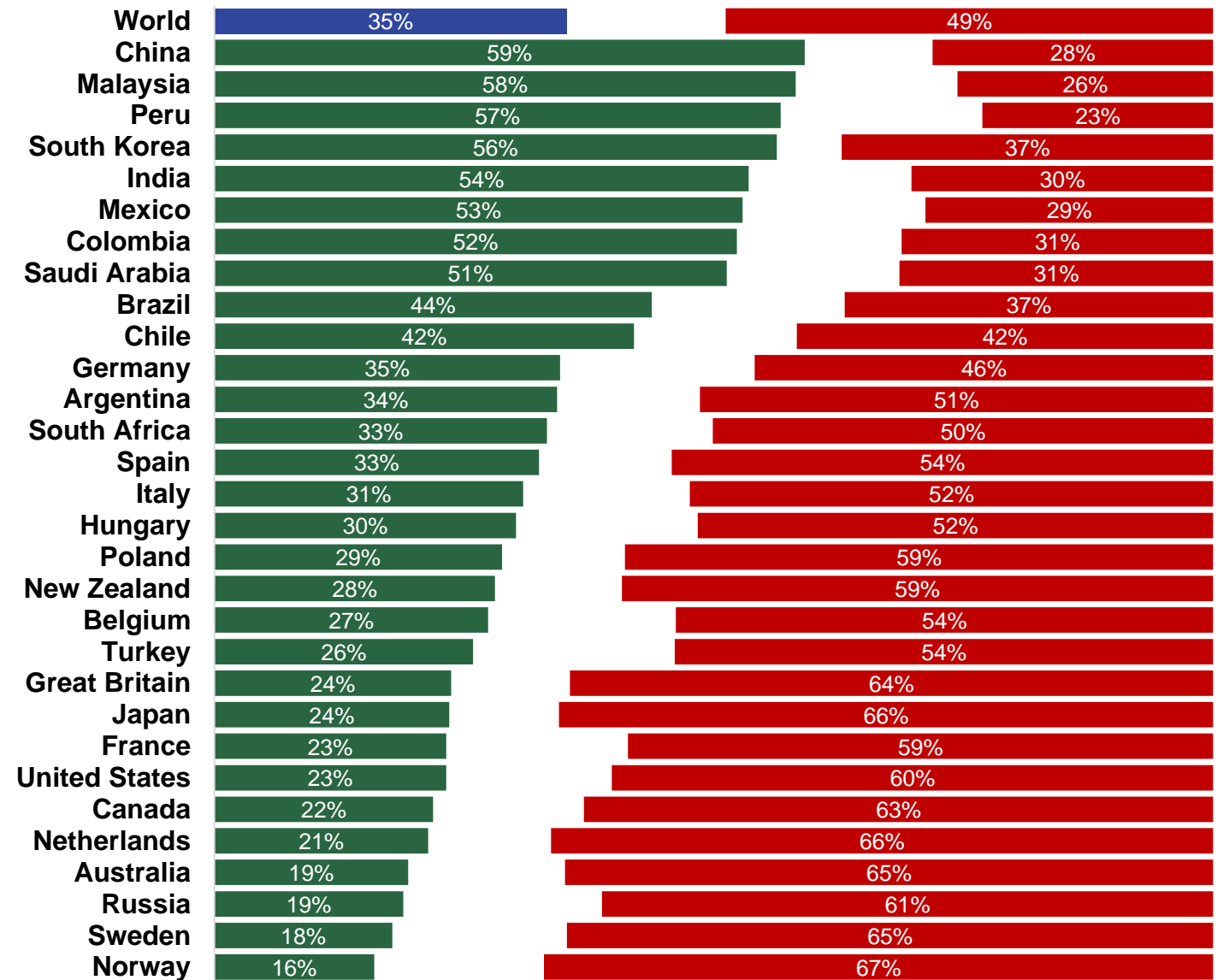


# Willingness to eat and drink fewer dairy products

## 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 soya milk*



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

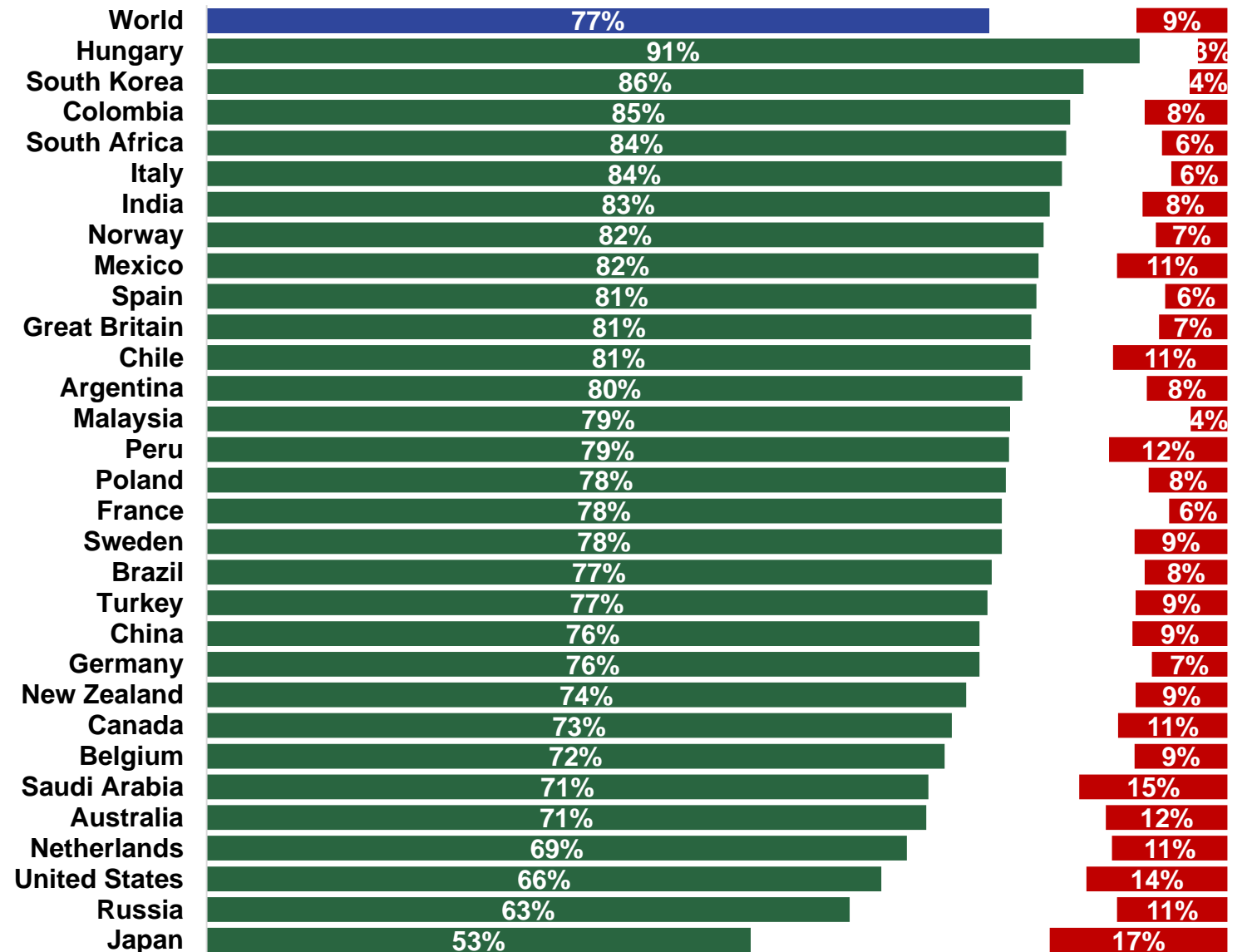
■ Certain to/very likely/fairly likely ■ Fairly unlikely/very unlikely/certain not to

# 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

## 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 three 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.

# THANK YOU.

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