EARTH DAY 2022

Public opinion on climate change

April 2022 Ipsos Global Advisor

What are we going to do?



Summary: public action



While the public show increasing levels of awareness of the urgency with regard to the climate crisis, this has not translated into clear changes in how they plan to act. The proportion of the public planning to make pro-environmental changes over the coming year has not increased significantly since last year.



When asked what changes they are likely to make in order to combat climate change over the next year, avoiding excess packaging still heads the bill, with 58% expecting to make this change over the coming year (vs 59% in 2021). The public show least intention to change on higher impact actions such as dietary changes, and avoiding flights, though there have been increases in expectation to change on these measures since 2021.



Public understanding of what to do as individuals to reduce contribution to carbon emissions is low. Less packaging and buying fewer items are incorrectly seen as priorities, whereas flying less or changing to a vegan diet (which have a far higher impact) were not seen by most as having a major impact.



Public are still least likely to change behaviours which would have the most positive impact

Global Country Average

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?

	Likely	Unlikely
Avoiding products which have a lot of packaging	58%	18%
Avoiding buying new goods	54%	21%
Saving water at home	52%	16%
Saving energy at home	52%	12%
Recycling materials such as glass, paper and plastic	50%	11%
Walking, cycling or using public transport instead of driving a car or motorbike	49%	22%
Not flying, or replacing some flights with train or bus journeys	46%	28%
Eating less meat, or replacing the meat in some meals with alternatives such as beans	44%	35%
Eating fewer dairy products or replacing dairy products with alternatives such as soya milk	41%	43%
Change your household heating system to a low carbon heating system such as a heat pump	44%	31%
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB st	urveyed	

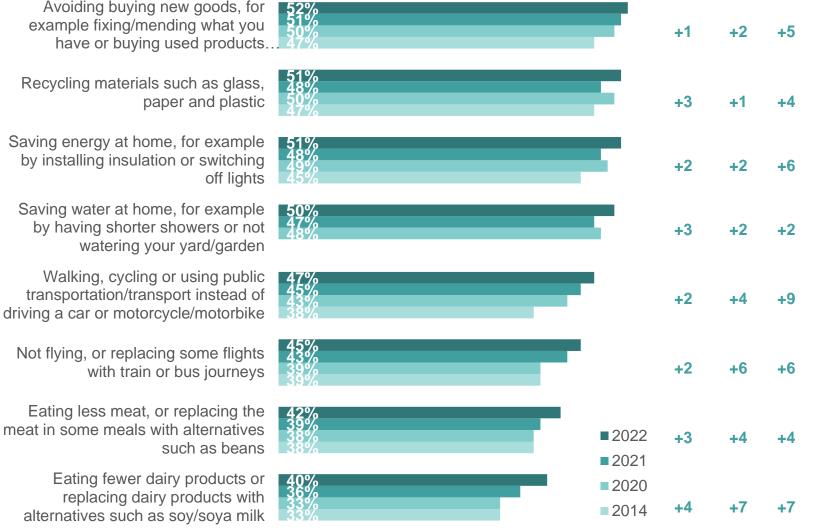
© Ipsos | Earth Day 2022 | April 2022 | Version 1 | Public use

Only slight increases in likelihood to take action since last year – but some larger increases over time

12 comparator countries – trended

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?

Likely



Base: 2022: 11,1015 online adults aged 16-74 across 12 countries; 2021: 10,005 online adults aged 16-74 across 12 countries; 2020: 10,504 online adults aged 16-74 across 12 countries; 2014: 12,135 adults aged 16-74 across 12 countries. Fieldwork dates: 18 Feb – 4 Mar 2022; 19 Feb – 5 Mar 2021; 21 Feb – 6 Mar 2020; 26 Sep – 10 Oct 2014. Comparator countries are those that have been asked this guestion in 2021 and 2020: Brazil, China, France, Germany, Great Britain, India, Italy, Japan, Poland, Russia, South Africa and the United States. Statement on alternative heating sources not included as first asked in 2022

Avoiding products which have a lot of

Avoiding buying new goods, for

packaging



VS

2021

+1

VS

2020

VS 2014

Small increases in likelihood to take action since last yearacross all 28 countries

28 comparator countries – trended

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?

Likely

Avoiding products which have a lot of packaging	58% 58% 57%	vs 2021 -
Avoiding buying new goods, for example fixing/mending what you have or buying used products.	54% 53% 52%	+1
Recycling materials such as glass, paper and plastic	51% 49% 50%	+2
Saving energy at home, for example by installing insulation or switching off lights	52% 50% 49%	+2
Saving water at home, for example by having shorter showers or not watering your yard/garden	52% 50% 49%	+2
Walking, cycling or using public transportation/transport instead of driving a car or.	50% 47% 46%	+3
Not flying, or replacing some flights with train or bus journeys	46% 45% 41%	+1
Eating less meat, or replacing the meat in some meals with alternatives such as beans	45% 43% 41%	+2 2022
Eating fewer dairy products or replacing dairy products with alternatives such as soy/soya milk	42%	2021 +3 2020

Base: 2022: 21,532 online adults aged 16-74 across 28 countries; 2021: 20,011 online adults aged 16-74 across 28 countries; 2020: 20,031 online adults aged 16-74 across 28 countries. Fieldwork dates: 18 Feb – 4 Mar 2022; 19 Feb – 5 Mar 2021; 21 Feb – 6 Mar 2020. Comparator countries are those that have been asked this question in 2021 and 2020: Argentina, Australia, Belgium, Brazil, Canada, China, Chile, Colombia, France, Great Britain, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America. Statement on alternative heating sources not included as first asked in 2022.



VS

Likelihood to take action on climate change 2022 across countries

Top three actions: #1 in country #2 in country		•	٢	•	6	(*)	0	4	1		*	0				۲	0	0				4		+		0			>>	(•	
#3 in country	тот	ARG	AUS	BEL	BRA	CAN	СН	CHL	CHN	COL	ESP	FRA	GB	GER	HUN	IND	IRE	ITA	JAP	KSA	KOR	MAL	MEX	NOR	NLD	PER	POL	RUS	SAF	SE	TUR	USA
Avoiding products which have a lot of packaging	58%	64%	55%	55%	55%	52%	49%	63%	76%	65%	65%	45%	53%	55%	52%	67%	58%	65%	53%	60%	72%	68%	62%	54%	52%	64%	48%	52%	61%	44%	55%	49%
Avoiding buying new goods, for example mending what you have or buying used products instead	54%	56%	48%	48%	47%	51%	54%	64%	68%	64%	57%	44%	49%	54%	51%	65%	53%	58%	43%	57%	66%	65%	60%	48%	49%	63%	42%	49%	56%	41%	49%	48%
Saving water at home, for example by having shorter showers or not watering your garden/yard	52%	58%	48%	43%	46%	46%	45%	57%	69%	54%	57%	34%	48%	52%	50%	64%	57%	58%	50%	59%	63%	65%	56%	42%	47%	61%	37%	47%	54%	36%	50%	45%
Saving energy at home, for example by installing insulation or switching off lights	52%	56%	45%	47%	46%	47%	47%	59%	71%	57%	59%	35%	47%	49%	51%	62%	54%	61%	51%	56%	64%	65%	50%	45%	48%	64%	37%	52%	57%	33%	49%	47%
Recycling materials such as glass, paper and plastic	50%	57%	43%	40%	50%	44%	39%	59%	74%	55%	54%	30%	43%	44%	51%	67%	48%	52%	53%	59%	65%	68%	55%	34%	43%	59%	34%	60%	58%	27%	53%	43%
Walking, cycling or using public transport instead of driving a car or motorbike	49%	58%	41%	43%	45%	34%	39%	57%	72%	58%	58%	35%	45%	47%	45%	65%	49%	55%	41%	60%	61%	61%	56%	36%	43%	65%	39%	47%	46%	34%	57%	33%
Not flying, or replacing some flights with train or bus journeys	46%	56%	38%	36%	46%	33%	47%	55%	68%	55%	52%	33%	36%	47%	40%	62%	40%	54%	37%	51%	53%	54%	57%	36%	35%	61%	35%	41%	47%	34%	53%	32%
Eating less meat, or replacing the meat in some meals with alternatives such as beans	44%	52%	35%	37%	41%	29%	44%	53%	60%	58%	51%	33%	37%	45%	39%	55%	42%	56%	29%	56%	52%	55%	61%	34%	37%	64%	33%	35%	46%	35%	44%	33%
Eating fewer dairy products or replacing dairy products with alternatives such as soya milk	41%	48%	29%	31%	46%	27%	37%	54%	62%	56%	41%	28%	34%	40%	31%	59%	40%	46%	28%	51%	55%	57%	57%	27%	25%	65%	27%	30%	45%	22%	51%	31%
Change your household heating system to a low carbon heating system such as a heat pump	44%	56%	32%	38%	51%	26%	41%	57%	62%	51%	45%	34%	28%	46%	42%	65%	46%	51%	19%	60%	58%	57%	49%	32%	36%	54%	36%	32%	53%	22%	50%	31%

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? % likely



Around half intend to change to more sustainable transport

Country data

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

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

Country	Likely	Unlikely
Global Country Average	49%	22%
China	72%	9%
India	65%	15%
Peru	65%	12%
Malaysia	61%	24%
South Korea	61%	17%
Saudi Arabia	60%	18%
Spain	58%	15%
Colombia	58%	10%
Argentina	58%	13%
Mexico	57%	10%
Turkey	57%	12%
Chile	57%	15%
Italy Ireland	55%	
Germany	49% 47%	26% 22%
Russia	47%	22%
South Africa	46%	27%
Great Britain	45%	24%
Brazil	45%	17%
Hungary	45%	21%
Australia	41%	32%
Netherlands	43%	25%
Belgium	43%	24%
Japan	41%	37%
Switzerland	39%	25%
Poland	39%	23%
Norway	36%	29%
France	35%	25%
Sweden	34%	20%
Canada	34%	37%
United States	33%	45%



Under half would replace flights with more sustainable options

Country data

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

Not flying, or replacing some flights with train or bus journeys

Country	Likely	Unlikely
Global Country Average	46%	28%
China	68%	18%
India	62%	19%
Peru	61%	23%
Mexico	57%	20%
Argentina	56%	22%
Malaysia	54%	32%
Colombia	55%	27%
Chile	55%	25%
Italy	54%	22%
South Korea	53%	29%
Turkey	53%	21%
Spain	52%	24%
Saudi Arabia	51%	26%
Switzerland	47%	29%
Germany	47%	22%
South Africa	47%	30%
Brazil	46%	20%
Russia	41%	35%
Hungary	40%	20%
Ireland	40%	40%
Australia	38%	35%
Japan	37%	37%
Great Britain	36%	36%
Belgium	36%	29%
Norway	36%	38%
Poland	35%	25%
Netherlands	35%	40%
Sweden	34%	31%
France	33%	25%
Canada	33%	34%
United States	32%	34%



The public are split on reducing their meat consumption

Country data

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

Eating less meat, or replacing the meat in some meals with alternatives such as beans

Country	Likely		Unlikely
Global Country Average	44%		35%
Peru	64%		21%
Mexico	61%		17%
China	60%		29%
Colombia	58%		22%
Italy	56%		25%
Saudi Arabia	56%		23%
India	55%		21%
Malaysia	55%		33%
Chile	53%		24%
South Korea	52%		40%
Argentina	52%		26%
Spain	51%		32%
South Africa	46%		39%
Germany	45%		29%
Switzerland	44%		28%
Turkey	44%		27%
Ireland	42%		43%
Brazil	41%		 30%
Hungary	39%		47%
Great Britain	37%		40%
Netherlands	37%		43%
Belgium	37%		38%
Australia	35%		44%
Sweden	35%		 36%
Russia	35%		48%
Norway	34%		44%
Poland	33%		42%
France	33%		33%
United States	33%		49% 540/
Canada	29%	-	51%
Japan	29%		59%



They are also divided on reducing their dairy consumption

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/soya milk

Country	Likely	Unlikely
Global Country Average	41%	43%
Peru	65%	19%
China	62%	27%
India	59%	26%
Mexico	57%	23%
Malaysia	57%	31%
Colombia	56%	28%
South Korea	55%	34%
Chile	54%	32%
Saudi Arabia	51%	27%
Turkey	51%	34%
Argentina	48%	37%
Italy	46%	43%
Brazil	46%	34%
South Africa	45%	43%
Spain	41%	43%
Germany	40%	39%
Ireland	40%	49%
Switzerland	37%	47%
Great Britain	34%	51%
Hungary	31%	52%
Belgium	31%	50%
United States	31%	50%
Russia	30%	56%
Australia	29%	55%
France	28%	50%
Japan	28%	59%
Norway	27%	55%
Poland	27%	50%
Canada	27%	54%
Netherlands	25%	62%
Sweden	22%	60%



Around half plan to save energy 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 energy at home, for example by installing insulation or switching off lights

Country	_ikely	Unlikely
Global Country Average	52%	12%
China	71%	9%
Malaysia	65%	13%
Peru	64%	8%
South Korea	64%	13%
India	62%	14%
Italy	61%	9%
Chile	59%	6%
Spain	59%	13%
Colombia	57%	5%
South Africa	57%	8%
Saudi Arabia	56%	16%
Argentina	56%	8%
Ireland	54%	14%
Russia	52%	22%
Hungary	51%	13%
Japan	51%	24%
Mexico	50%	7%
Turkey	49%	12%
Germany	49%	12%
Netherlands	48%	12%
Switzerland	47%	13%
Great Britain	47%	12%
Belgium	47%	11%
United States	47%	14%
Canada	47%	12%
Brazil	46%	12%
Australia	45%	13%
Norway	45%	14%
Poland	37%	11%
France	35%	12%
Sweden	33%	11%



A similar proportion intend to begin recycling materials as to saving energy 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?

Recycling materials such as glass, paper and plastic

Country	Likely	Unlikely
Global Country Average	50%	11%
China	74%	9%
Malaysia	68%	11%
India	67%	14%
South Korea	65%	11%
Russia	60%	26%
Peru	59%	9%
Saudi Arabia	59%	18%
Chile	59%	8%
South Africa	58%	10%
Argentina	57%	13%
Mexico	55%	8%
Colombia	55%	8%
Spain	54%	
Japan	53%	
Turkey	<u>53%</u> 52%	13% 9%
Italy Hungary	<u>52%</u> 51%	
Brazil	50%	
Ireland	48%	
Canada	44%	7%
Germany	44%	10%
Australia	43%	10%
Great Britain	43%	9%
Netherlands	43%	10%
United States	43%	15%
Belgium	40%	10%
Switzerland	39%	10%
Norway	34%	8%
Poland	34%	15%
France	30%	10%
Sweden	27%	6%



A majority say they plan to avoid products which have a lot of packaging

Country data

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

Avoiding products which have a lot of packaging

Country	Likely	Unlikely
Global Country Average	58%	18%
China	76%	8%
South Korea	72%	13%
Malaysia	68%	16%
India	67%	14%
Italy	65%	15%
Colombia	65%	10%
Spain	65%	15%
Peru	64%	12%
Argentina	64%	12%
Chile	63%	13%
Mexico	62%	12%
South Africa	61%	18%
Saudi Arabia	60%	17%
Ireland	58%	18%
Belgium	55%	17%
Turkey	55%	19%
Brazil	55%	15%
Australia	55%	20%
Germany	55%	
Norway	54%	20%
Great Britain	53%	20%
Japan	53%	31%
Hungary	<u>52%</u>	
Canada Russia	<u>52%</u>	22%
Netherlands	<u>52%</u>	35%
United States	<u>52%</u>	25% 28%
Switzerland	49% 49%	28% 15%
Poland	<u>49%</u> 48%	
France	<u>46%</u> 45%	
Sweden	4 <u>3</u> %	
Sweden	44 /0	



On average, more than half will avoid buying new goods

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

Country	Likely		Unlikely
Global Country Average	54%		21%
China	68%		19%
South Korea	66%		18%
Malaysia	65%		16%
India	65%		19%
Colombia	64%		16%
Chile	64%		14%
Peru	63%		19%
Mexico	60%		13%
Italy	58%		19%
Saudi Arabia	57%		19%
Spain	57%		20%
South Africa	56%		23%
Argentina	56%		20%
Switzerland	54%		16%
Germany	54%		18%
Ireland	53%		25%
Hungary	51%		22%
Canada	51%		20%
Russia	49%		36%
Great Britain	49%		26%
Netherlands	49%		29%
Turkey	49%		21%
Belgium	48%	_	20%
Norway Australia	48%		18%
United States	48%		24%
Brazil	48%		26%
France	47% 44%		20% 18%
Japan	<u>44%</u> 43%		41%
Poland	43% 42%		<u>41%</u> 24%
Sweden	42% 41%		<u> </u>
Sweden	4 1/0		19/0

Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

Ipsos

Half say they will save water at home

Country data

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

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

Country	Likely	Unlikely
Global Country Average	52%	16%
China	69%	11%
Malaysia	65%	16%
India	64%	12%
South Korea	63%	18%
Peru	61%	11%
Saudi Arabia	59%	13%
Italy	58%	14%
Argentina	58%	11%
Spain	57%	11%
Chile	57%	9%
Ireland	57%	17%
Mexico	56%	6%
South Africa Colombia	54%	8%
Germany	54% 52%	<u>9%</u> 14%
Hungary	52% 50%	16%
Turkey	50%	16%
Japan	50%	30%
Australia	48%	15%
Great Britain	48%	19%
Netherlands	47%	23%
Russia	47%	30%
Canada	46%	21%
Brazil	46%	10%
United States	45%	21%
Switzerland	45%	16%
Belgium	43%	14%
Norway	42%	24%
Poland	37%	19%
Sweden	36%	23%
France	34%	13%



The public were split on whether they plan to change their household heating system

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?

Change your household heating system to a low carbon heating system, such as a heat pump

Country	Likely	Unlikely
Global Country Average	44%	31%
Índia	65%	14%
China	62%	20%
Saudi Arabia	60%	18%
South Korea	58%	30%
Chile	57%	22%
Malaysia	57%	26%
Argentina	56%	28%
Peru	54%	17%
South Africa	53%	19%
Colombia	51%	14%
Brazil	51%	19%
Italy	51%	30%
Turkey	50%	31%
Mexico	49%	16%
Germany	46%	23%
Ireland	46%	42%
Spain	45%	34%
Hungary	42%	37%
Switzerland	41%	22%
Belgium	38%	35%
Poland	36%	32%
Netherlands	36%	45%
France	34%	30%
Australia	32%	38%
Russia	32%	<u> </u>
Norway	32%	30%
United States	31%	46%
Great Britain	28%	55%
Canada	26%	44%
Sweden	22%	24%
Japan	19%	62%



True rank for reducing emissions

The public perceive many actions as having a far greater impact on reducing emissions than they do

Global Country Average

Q. Which three of the following actions, if any, do you think would have most impact on reducing greenhouse gas emissions?

June 9		Likely
60	49%	Recycling
4	30%	Switching to purchasing renewable electricity
38	28%	Less packaging
46	22%	Buying fewer items, or more durable items
5	22%	Shift to public transport
9	21%	More energy efficient cooking equipment, using cleaner fuel or renewable energy
34	16%	Fuel efficient driving practices (e.g. using the correct gear, and driving more slowly)
23	16%	Growing or producing your own food
6	15%	Refurbishing and renovating housing for efficiency
1	15%	Living car-free
7	7%	Having a vegan diet
31	5%	Having smaller living spaces / or co-housing to fill empty rooms
25	49	Not having pets



18

Likelihood to take action on climate change 2022 across countries

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? *% likely*

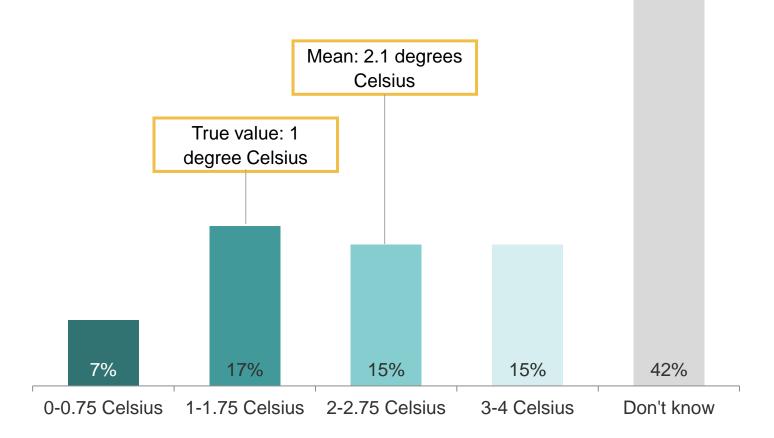
	TOT	4.00									500	50.4	00	050			105		140	KOD	1/0.4				NOR	050	201	DUC			-	
		ARG		BEL	BRA	CAN	-	CHL	CHN		ESP	FRA	GB	GER	HUN	IND	IRE	ITA	JAP	KOR		MAL	MEX	NLD	NOR	PER	POL	RUS	SAF	SE		USA
Recycling	49%	63%	47%	48%	60%	49%	45%	62%	46%		51%	47%	42%	39%	49%	41%	47%	46%	35%	54%	34%		58%	39%	50%	62%	53%	42%	63%	43%	47%	50%
Switching to	30%	43%	35%	26%	26%	20%	31%	45%	27%	45%	31%	18%	34%	30%	31%	24%	35%	35%	15%	19%	24%	13%	54%	22%	13%	43%	39%	32%	41%	30%	27%	27%
purchasing																																
renewable																																
electricity																																
Less packaging	28%	18%	27%	35%	38%	34%	35%	22%	30%	18%	39%	33%	25%	33%	25%	19%	29%	32%	25%	44%	17%	32%	17%	27%	34%	21%	30%	29%	20%	25%	29%	21%
Buying fewer items,	22%	18%	21%	22%	19%	26%	24%	22%	18%	22%	19%	31%	25%	24%	21%	15%	20%	15%	14%	26%	23%	18%	19%	25%	54%	16%	19%	14%	12%	48%	12%	19%
or more durable																																
items																																
Shift to public	22%	17%	14%	22%	19%	16%	19%	28%	42%	20%	22%	15%	16%	21%	13%	25%	20%	23%	26%	37%	17%	25%	26%	14%	28%	22%	25%	16%	17%	26%	24%	12%
transport																																
More energy	21%	19%	20%	15%	16%	17%	9%	23%	32%	22%	27%	5%	19%	5%	31%	26%	22%	11%	15%	30%	23%	32%	24%	30%	4%	30%	21%	25%	40%	8%	28%	21%
efficient cooking																																
equipment, using																																
cleaner fuel or																																
renewable energy																																
Fuel efficient driving	16%	16%	14%	12%	17%	16%	10%	13%	39%	16%	14%	16%	13%	12%	9%	27%	19%	10%	16%	18%	16%	17%	20%	11%	7%	17%	11%	14%	22%	18%	15%	22%
practices (e.g. using																																
the correct gear,																																
and driving more																																
slowly)																																
Growing or	16%	29%	20%	14%	15%	17%	10%	22%	10%	20%	6%	14%	14%	10%	13%	15%	14%	14%	5%	5%	21%	27%	18%	7%	12%	18%	8%	19%	35%	20%	19%	21%
producing your own																																
food																																
Refurbishing and	15%	9%	13%	29%	7%	19%	24%	11%	7%	8%	19%	28%	19%	17%	36%	13%	25%	22%	3%	10%	19%	12%	7%	32%	20%	7%	8%	10%	9%	8%	5%	18%
renovating housing																																
for efficiency																																
Living car-free	15%	15%	11%	18%	21%	13%	17%	14%	13%	14%	9%	10%	17%	17%	17%	14%	14%	14%	14%	12%	13%	6%	19%	19%	18%	16%	14%	19%	9%	25%	16%	12%
Having a vegan diet	7%	8%	8%	6%	7%	6%	9%	9%	7%	5%	6%	4%	10%	10%	4%	14%	9%	8%	1%	5%	19%	10%	2%	10%	9%	5%	4%	2%	6%	13%	2%	6%
Having smaller living		3%	6%	4%	4%	6%	6%	4%	7%	4%	4%	4%	4%	4%	3%	12%	7%	3%	2%	4%	10%	6%	4%	4%	4%	6%	3%	4%	5%	4%	5%	6%
spaces / or co-																																
housing to fill empty																																
rooms																																
Not having pets	4%	2%	4%	3%	2%	3%	4%	2%	5%	3%	2%	4%	3%	5%	3%	8%	4%	2%	5%	7%	9%	4%	1%	4%	4%	2%	4%	2%	3%	3%	2%	3%
Base: 23 577 online a	.,.																		2,0		2,3	.,,,	_/*	.,,					, , ,,,	L		.

- #1 in country
- #2 in country #3 in country

Public more likely to overestimate how much the earth has warmed – although many simply don't know

Global Country Average

Q. How much do you think the climate of the Earth has warmed since 1850, if at all?

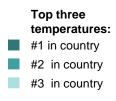




Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway. *Source: IPCC, Special Report: Global Warming of 1.5 degrees Celsius – Chapter 1. Available here: https://www.ipcc.ch/sr15/chapter/chapter-1/

20 © Ipsos | Earth Day 2022 | April 2022 | Version 1 | Public use

Likelihood to take action on climate change 2022 across countries



Q. How much do you think the climate of the Earth has warmed since 1850, if at all?

	тот	ARG	AUS	BEL	BRA	CAN	СН	CHL	CHN	COL	ESP	FRA	GB	GER	HUN	IND	IRE	ITA	JAP	KOR	KSA	MAL	MEX	NLD	NOR	PER	POL	RUS	SAF	SE	TUR	USA
0-0.75 Celsius	7%	4%	13%	7%	8%	6%	7%	3%	9%	8%	8%	4%	6%	7%	6%	10%	5%	6%	8%	8%	14%	8%	6%	6%	2%	4%	9%	5%	7%	5%	15%	14%
1-1.75 Celsius	17%	12%	21%	21%	14%	14%	23%	13%	18%	16%	10%	17%	19%	22%	15%	17%	21%	15%	13%	19%	14%	11%	11%	21%	50%	12%	12%	12%	14%	26%	12%	11%
2-2.75 Celsius	15%	12%	11%	18%	12%	15%	18%	15%	13%	16%	12%	23%	15%	18%	22%	12%	18%	13%	15%	15%	11%	13%	10%	27%	29%	10%	15%	14%	12%	21%	7%	5%
3-4 Celsius	15%	19%	12%	15%	20%	16%	11%	20%	13%	17%	10%	13%	10%	10%	25%	17%	14%	10%	13%	14%	12%	19%	19%	14%	20%	16%	20%	15%	25%	20%	16%	5%
Don't know	42%	50%	40%	38%	42%	46%	36%	46%	46%	39%	56%	39%	47%	39%	31%	36%	39%	52%	46%	44%	45%	47%	49%	31%	-	48%	43%	47%	42%	26%	43%	62%



What was the impact of COP26?

FEEL

Summary: impact of COP26



While awareness of COP26 was fairly high in Great Britain (68%), in many countries this was 20% or lower (including Germany, Japan, USA and Turkey).



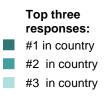
Of those that had heard of COP26, over half said they had heard about the commitment countries were making to tackle climate change. Awareness of the actual commitments made was highest in Saudi Arabia and South Korea, and lowest in France and Hungary.



While most felt optimistic about the impact of the event (58% said they anticipate a positive impact on climate change), over a third (36%) said it will make no difference and 6% said there would be a negative impact. Levels of pessimism about COP26 appear to reflect public doubts about their governments' capacity to tackle the climate crisis. Over one third (34%) felt their government would not make significant progress in the next 10 years; and 29% said their government does not have a clear plan to do so.



Awareness of COP26



Q. Before this interview, had you heard or not heard of COP26, the UN Climate Change Conference that took place in the UK between 31 October to 13 November 2021?

	•	ا 🔄	8	(*) 🕻		1	-			•		۲	0		2222A		4 (0			8		C 🚔
	TOT <mark>ARG</mark>	AUS BEI	BRA	CAN CH	I CHL	. CHN	COL	ESP F	RA GE	GEF	HUN	IND	ITA	JAP I	KSA	KORI	MALM	EX NLI	D NO	PEF	R POL	RUS	SAF	SE	TUR USA
I had heard of COP26	27% 23%	42% 44%	635%	26% 27	% 42%	526%	29%	20% 5	6% 68'	% 20%	5 11%	26%	34%	17%2	22%	11% :	17% 2()% 19%	% 29 %	6 21%	% 15%	8%	27%	35%	13% 16%
I might have heard of COP26 but I am not sure	24% 24%	19% 17%	%26%	17% 239	<mark>%</mark> 26%	34%	32%	26% 2	2% 12	% 19%	624%	29%	25%	28%	31%	27%	28% 27	7% 19%	6 22%	6 29 %	% 29 %	21%	25%	23%	24% 21%
I have not heard of COP26	37% 46%	31% 31%	6 32%	45% 379	% 25%	524%	34%	46% 1	.0% 15	% 48%	62%	27%	29%	36%	29%	43%3	37% 48	3% 53%	638%	643%	% 44%	63%	42%	32%	38% 53%
Don't know	11% 7%	8% 9%	8%	13% 149	% 7%	16%	6%	9% 1	2% 5%	6 13%	6 4%	17%	12%	20% :	18%	20% :	18% 5	% 8%	11%	ő 7%	12%	9%	6%	9%	26% 9%



Half of those aware of COP26 had also heard about countries' commitments

Global

Country data

25

use

Q. And how much, if at all, would you say you had heard about the commitments countries made to tackle climate change at COP26?

Country	A great deal / fair amount	Not very much	Nothing at all
I Market Average	52%	42%	<mark>5%</mark>
Saudi Arabia	91%		8% 1%
South Korea	89%		9% 2%
India	89%		10% 1%
Poland	80%		19% 0%
Brazil	75%		23% 2%
China	74%		25% 0%
Norway	72%		25% 3 %
Malaysia	62%		1% <mark>5%</mark>
Australia	62%		3% <mark>4</mark> %
South Africa	56%	42	
Turkey	54%	42%	
United States	54%	37%	8%
Netherlands	53%	43%	
Colombia	53%	46%	
Italy	53%	43%	
Great Britain	49%	41%	9%
Germany	44%	48%	6%
Switzerland	44%	45%	7%
Peru	43%	55%	2%
Russia	42%	46%	10%
Japan	41%	57%	2%
Canada	41%	52%	6%
Belgium	40%	51%	7%
Sweden	40%	55%	5%
Argentina	38%	55%	5%
Chile	36%	57%	7%
Spain	36%	48%	14%
Mexico	33%	64%	3%
France	31%	60%	6%
Hungary	27%	72%	1%



Base: 6,995 online adults who had heard of COP26 across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.



Of those that are aware of COP26, more than half are optimistic about the impact of countries' commitments

Country data

Q. Do you think the commitments made by countries to tackle climate change at COP26 will have a positive or negative impact on climate change around the world, or will it make no difference?

Country	Positive	Negative
Global Market Average	58%	6%
China	93%	2%
Saudi Arabia	92%	1%
India	87%	3%
Peru	79%	
South Korea	79%	10%
South Africa	75%	3%
Brazil	75%	3%
Poland	70%	10%
Mexico	69%	
Colombia	69%	3%
Sweden	68%	8%
Malaysia	64%	7%
United States	63%	5%
Japan	63%	8%
Australia	61%	4%
Norway	60%	4%
Argentina	60%	1%
Chile	59%	3%
Hungary	58%	13%
Turkey	56%	10%
Russia	55%	9%
Italy	51%	8%
Netherlands	50%	14%
Great Britain	48%	7%
Germany	47%	3%
Spain	47%	5%
Canada	35%	6%
Switzerland	34%	7%
France	33%	10%
Belgium	30%	8%



Base: 6,570 online adults who were aware of COP26 commitments across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.



These are the findings of the *Global Advisor* wave 167 (GA 167) an Ipsos survey conducted between February 18 and March 4, 2022.

The survey instrument is conducted monthly in 31 countries around the world via the Ipsos Online Panel system.

The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, mainland China, Chile, Colombia, France, Great Britain, Germany, Hungary, India, Ireland, Italy, Japan, Malaysia, Mexico, the Netherlands, Norway, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Switzerland, Turkey and the United States of America.

For the results of the survey presented herein, an international sample of 23, 577 adults aged 18-74 in the US, Canada, Hong Kong, Malaysia, South Africa, and Turkey, aged 16-99 in Norway 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, India, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, Switzerland and Turkey, where each have a sample of approximately 500+. 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 +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

18 of the 31 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Norway Poland, South Korea, Spain, Sweden, Switzerland and United States). The samples in Brazil, Chile, mainland China, Colombia, India, Ireland Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey are more urban & educated, and/or more affluent than the general population. They are not nationally representative of their country. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.



This report contains findings from four sample sets:

Worldwide 31 country study 2022

31 countries around the world via the Ipsos Online Panel system. Total base: 23,577 online adults aged 16-99 across 31 countries. Fieldwork dates: Friday, February 18 to Friday, March 4, 2021. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, mainland China, Chile, Colombia, France, Great Britain, Germany, Hungary, India, Ireland, Italy, Japan, Malaysia, Mexico, the Netherlands, Norway, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Switzerland, Turkey and the United States of America.

Worldwide 30 market study 2021

30 markets around the world via the Ipsos Online Panel system. Total base: 21,011 online adults aged 16-74 across 30 countries. Fieldwork dates: Friday, February 19 to Friday, March 5, 2021. The markets reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, Chile, Colombia, France, Great Britain, Germany, Hungary, Hong Kong, India, Italy, Japan, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Switzerland, Turkey and the United States of America.

Worldwide 29 country

study 2020

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.

4

12 country online study 2014

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

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



Trended slides contain findings from several subsets:

A 12 country subset of the 31 countries in the 2022 worldwide study

This appears alongside 12 market / country subsets of the 30 markets in the 2021 worldwide study and the 29 countries in the 2020 worldwide study. This is used to compare data for these markets / countries against those included in the 2014 study.

Please consult the base notes of comparator charts for a full list of the countries included therein.

A 28 country subset of the 31 countries in the 2022 worldwide study

This appears alongside a 28 market subset of the 30 markets in the 2021 worldwide study. This is used to compare data for these markets / countries against those included in the 2020 study.

Please consult the base notes of comparator charts for a full list of the countries included therein.

3

A 29 country subset of the 31 countries in the 2022 worldwide study

This appears alongside a 29 market subset of the 30 markets in the 2021 worldwide study. This is used to compare data between these two studies.

Please consult the base notes of comparator charts for a full list of the countries included therein.



A 30 country subset of the 31 countries in the 2022 worldwide study

This appears in charts where the data from Norway is not comparable to that gathered in other countries. This is due to the way in which these questions were asked in Norway.

Please consult the base notes of comparator charts for a full list of the countries included therein.



Ipsos Standards & Accreditations (for reports)

Ipsos's standards & accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Moreover, our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.



ISO 20252 – is the international market research specific standard that supersedes BS 7911 / MRQSA & incorporates IQCS (Interviewer Quality Control Scheme); it covers the 5 stages of a Market Research project. Ipsos UK was the first company in the world to gain this accreditation.



MRS Company Partnership – By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self regulation of the MRS Code; more than 350 companies have followed our lead.



ISO 9001 – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



ISO 27001 – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.



The UK General Data Protection Regulation (UK GDPR) & the UK Data Protection Act 2018 (DPA) – Ipsos UK is required to comply with the UK General Data Protection Regulation and the UK Data Protection Act; it covers the processing of personal data and the protection of privacy.



HMG Cyber Essentials – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessment validated for certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



Fair Data – Ipsos UK is signed up as a 'Fair Data' Company by agreeing to adhere to ten core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions {please remove if the work was under a MSA or client contract}.



ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 countries and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multispecialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com

GAME CHANGERS

In our world of rapid change, the need of reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, countries and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.

Ultimately, success comes down to a simple truth:

You act better when you are sure.

"Game Changers" – our tagline – summarises our ambition to help our clients to navigate more easily our deeply changing world.



Thank you.

Name: Pippa Bailey

Details: Pippa.Bailey@ipsos.com

