

# EARTH DAY 2022

## Public opinion on climate change

April 2022

Ipsos Global Advisor



# Globally, the public ask: “What is the plan?”



Despite not being the top concern for the public, concern about climate change remains. The public are **concerned about the impacts of climate change at home (68%) and abroad (70%)**. Yet, there is a **lack of faith** that we have the **necessary plans in place** and will **make significant progress** in tackling climate change in this next decisive decade. Only a quarter (27%) said that they had heard of COP26, and of those only around half (52%) said they had heard about the commitments that countries had made.



A Global Country Average of **just 39% agree their government has a clear plan in place** for how government, businesses and people are going to work together to tackle climate change. People are divided on whether their country – or other countries around the world – will make significant progress on mitigating climate change in the next ten years.



The public believe there is a **shared responsibility among government, businesses and individuals** to tackle climate change. Some business sectors are seen as having a greater responsibility for reducing their contribution to climate change – particularly energy companies (82%), car manufacturers (80%), airlines (77%) and public transport providers (77%).



**Little progress** has been seen in intentions to take individual action and there is still **confusion** about which actions make the most impact in tackling climate change.

# How worried are we?



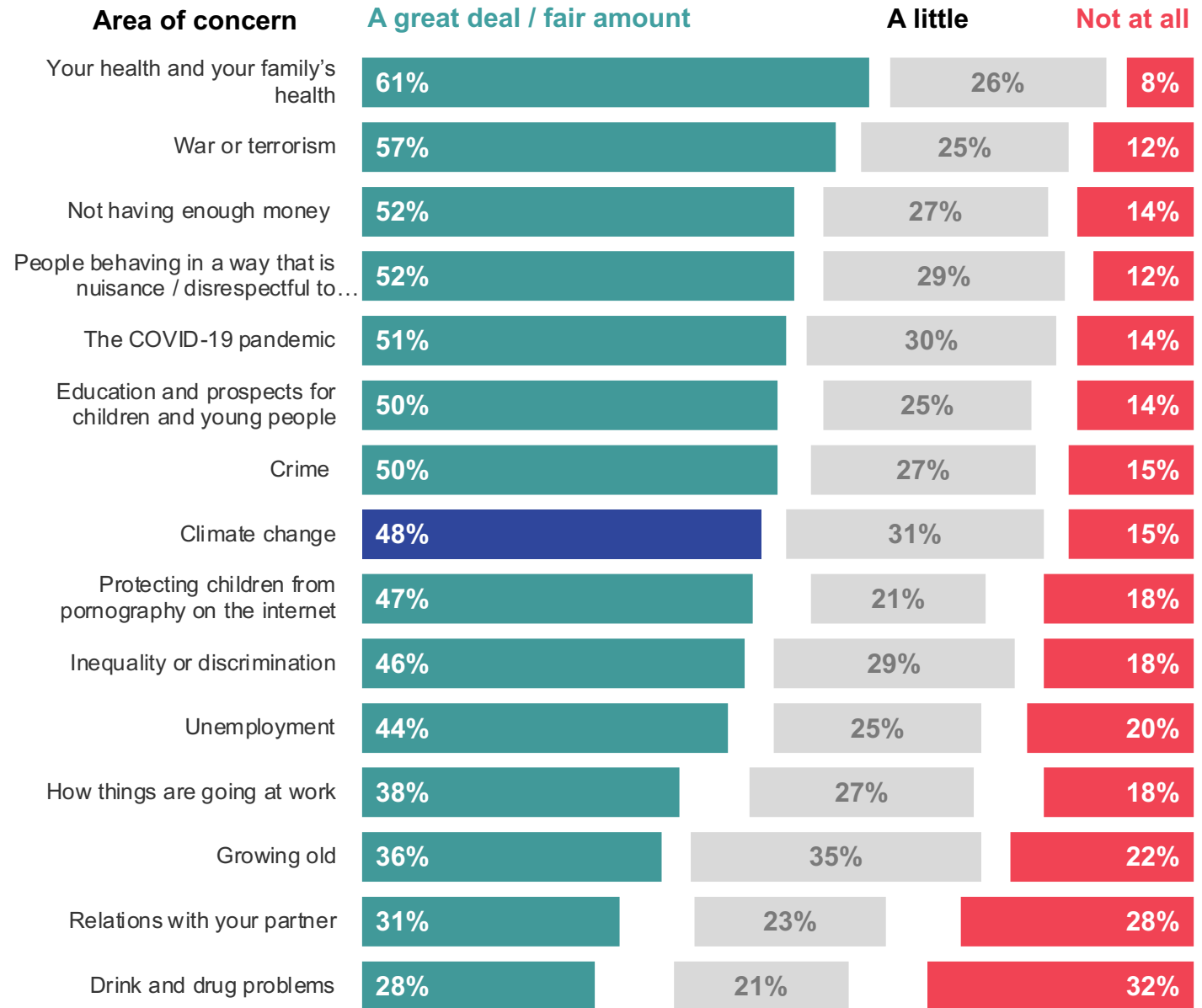


Climate change is **not the top concern** for the public currently. But more than half **worry** about it regularly, including about the **impacts of climate change** that we are already seeing at home and abroad.

# Amongst the things that people worry about, climate change is moderate amongst other concerns

## Global Country Average

Q. Here is a list of some things that some people worry about these days. To what extent, if at all, have you worried about each one in the last 2-3 weeks?



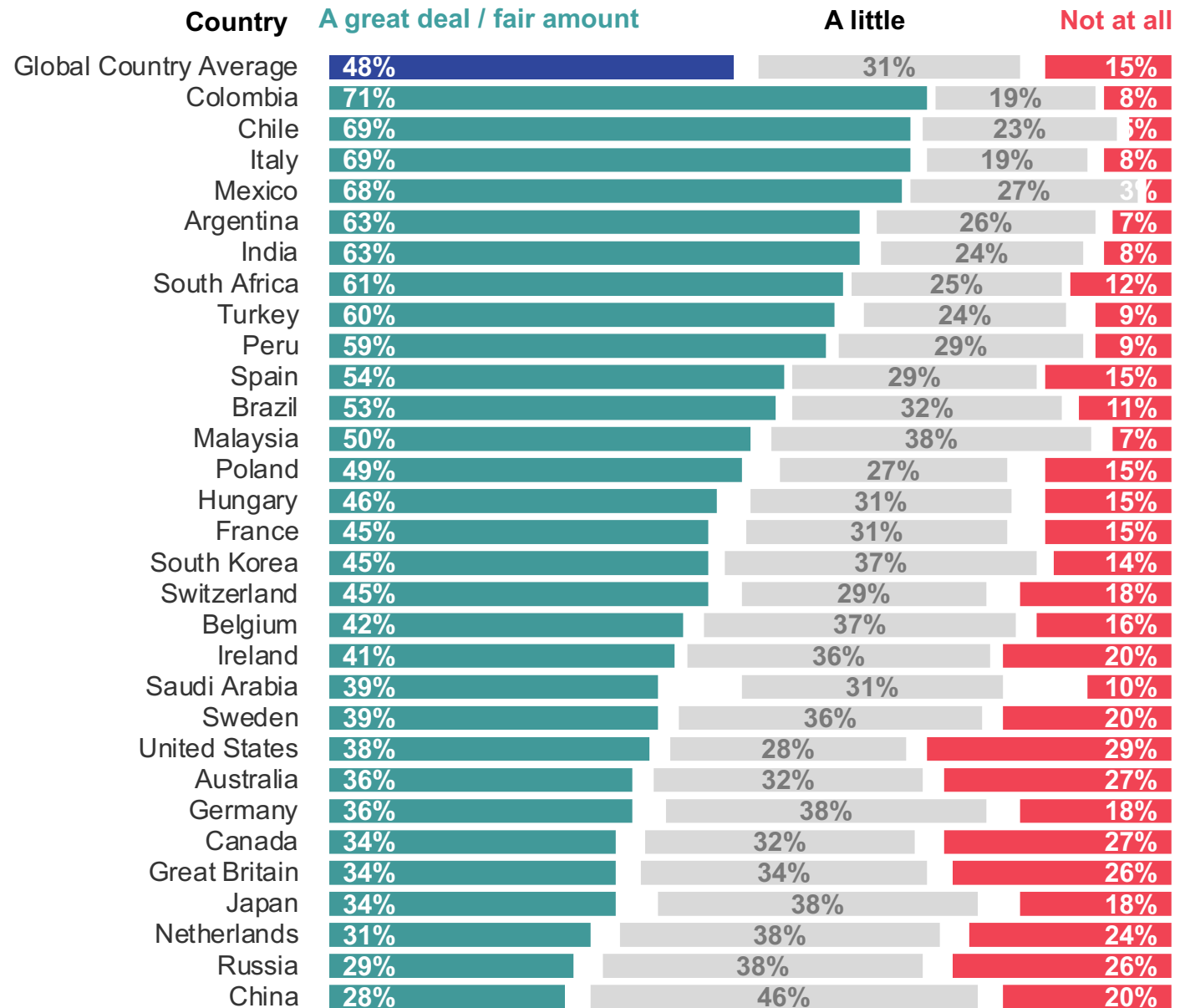
Base: 22, 534 online adults aged 16-74 across 30 countries, 18 Feb – 4 Mar 2022.

# Climate change is a regular concern for half of people globally, with concern notably higher in South American countries

## Country data

Q. Here is a list of some things that some people worry about these days. To what extent, if at all, have you worried about each one in the last 2-3 weeks?

Climate Change

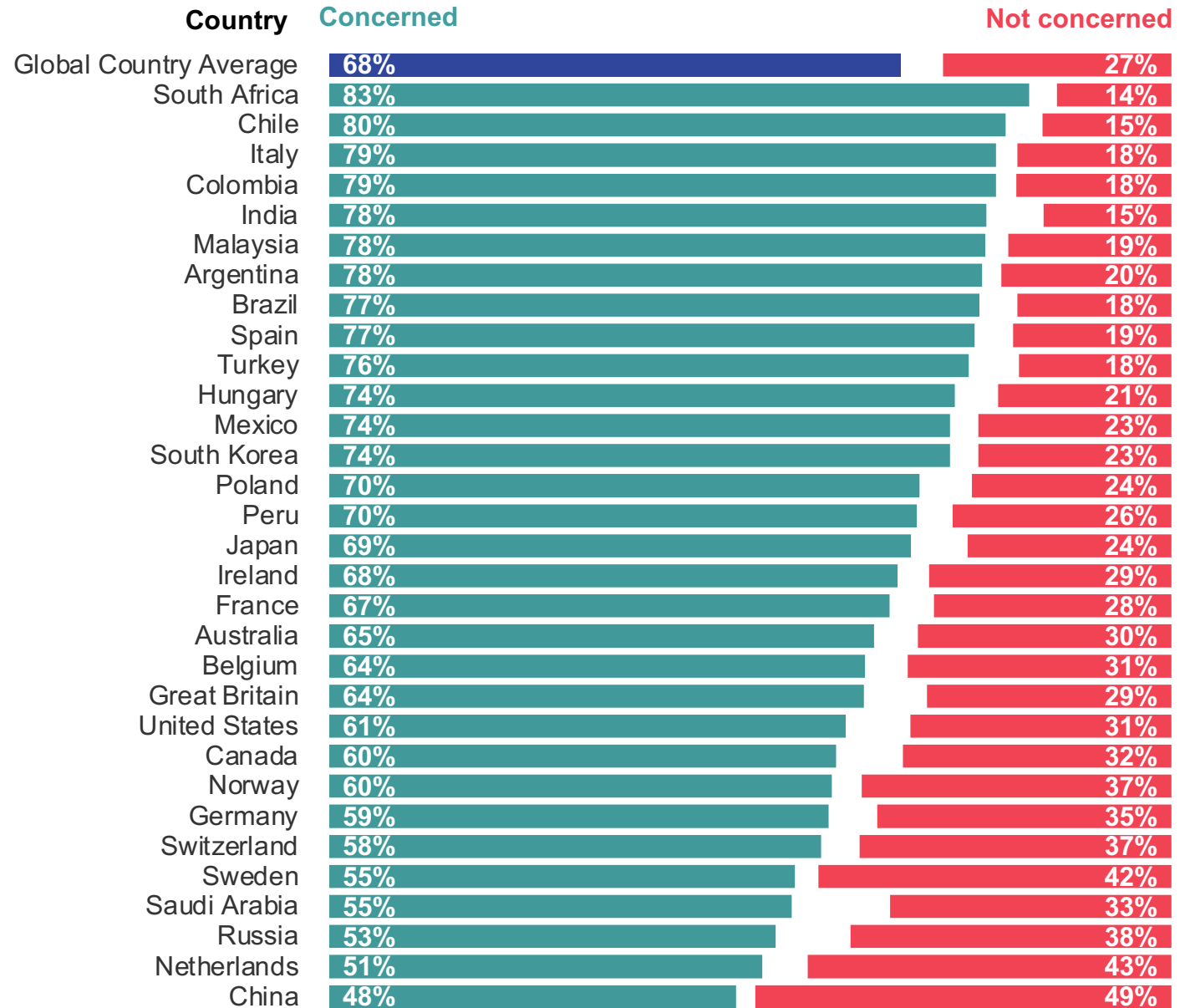


Base: 22, 534 online adults aged 16-74 across 30 countries, 18 Feb – 4 Mar 2022.

# More than half are already concerned about the impacts of climate change in their country

## Country data

Q. How concerned are you, if at all, about the impacts of climate change that are already being seen in your country?

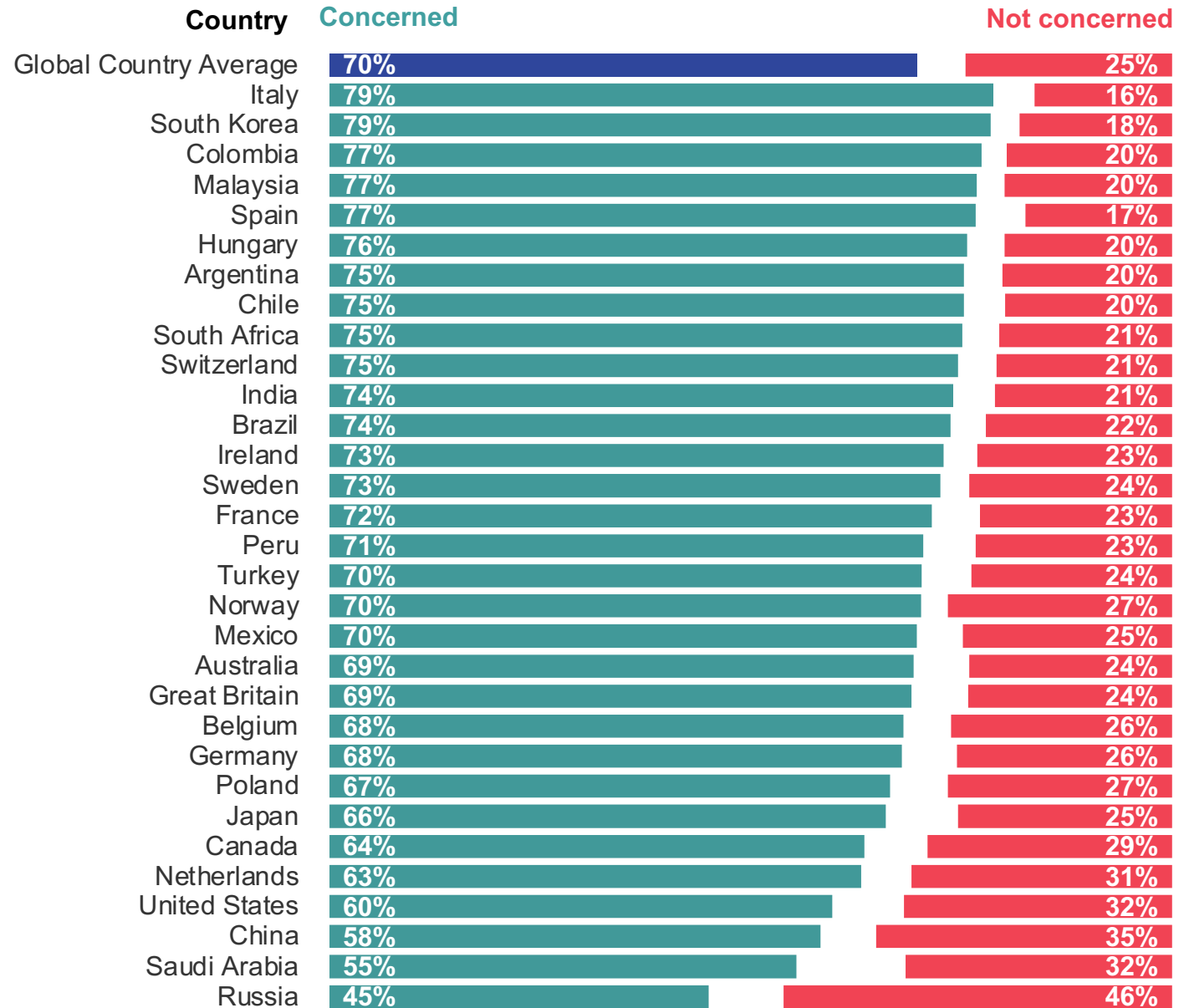


Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

# Many are equally as concerned about the impact of climate change abroad

## Country data

Q. How concerned are you, if at all, about the impacts of climate change that are already being seen in other countries around the world?



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.



# The public perceive combatting climate change as a shared responsibility

Globally, the public believe that governments, businesses and individuals need to play their part, or risk failing others.



A Global Country Average of 70% agree that if individuals do not act now to combat climate change they will be failing future generations.



68% say that if businesses do not act now to combat climate change then they are failing their employees and customers.



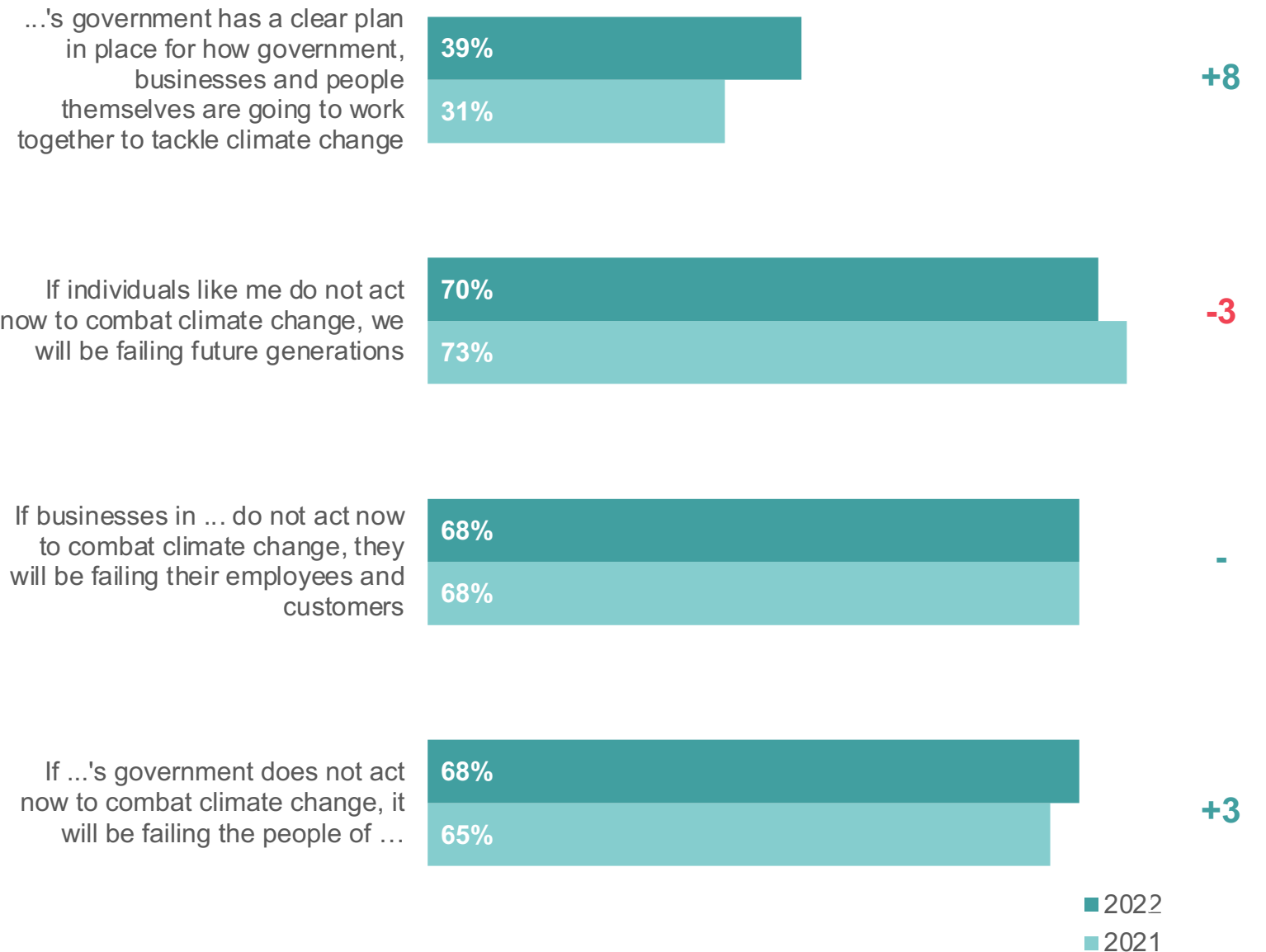
68% say that if their national government does not act now to combat climate change then it is failing citizens.

# While more people think their government has a clear plan, there is a greater onus on governments to act versus 2021

## 29 comparator countries – trended

Q. To what extent do you agree or disagree with the following...

Agree



Base: 2022: 22, 033 online adults aged 16-74 across 29 countries; 2021: 20,511 online adults aged 16-74 across 29 countries. Fieldwork dates: 18 Feb – 4 Mar 2022; 19 Feb – 5 Mar 2021. Comparator countries are those that have been asked this question in 2022 and 2021: Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Switzerland, Turkey, United States of America.



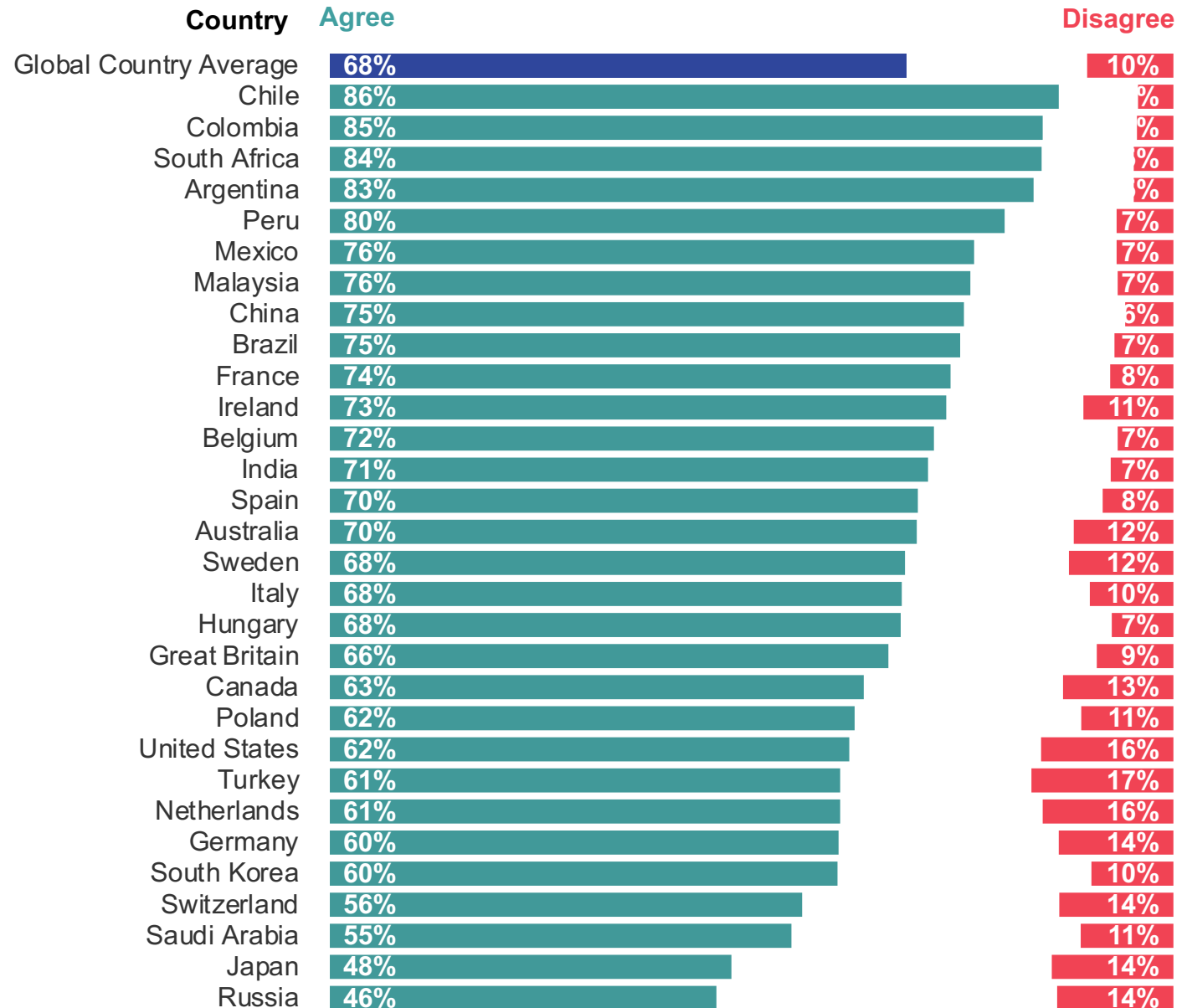


# There is strong agreement that if governments don't tackle climate change now they will be failing their citizens

## Country data

Q. To what extent do you agree or disagree with the following:

If [COUNTRY]'s government does not act now to combat climate change, it will be failing the people of [COUNTRY]



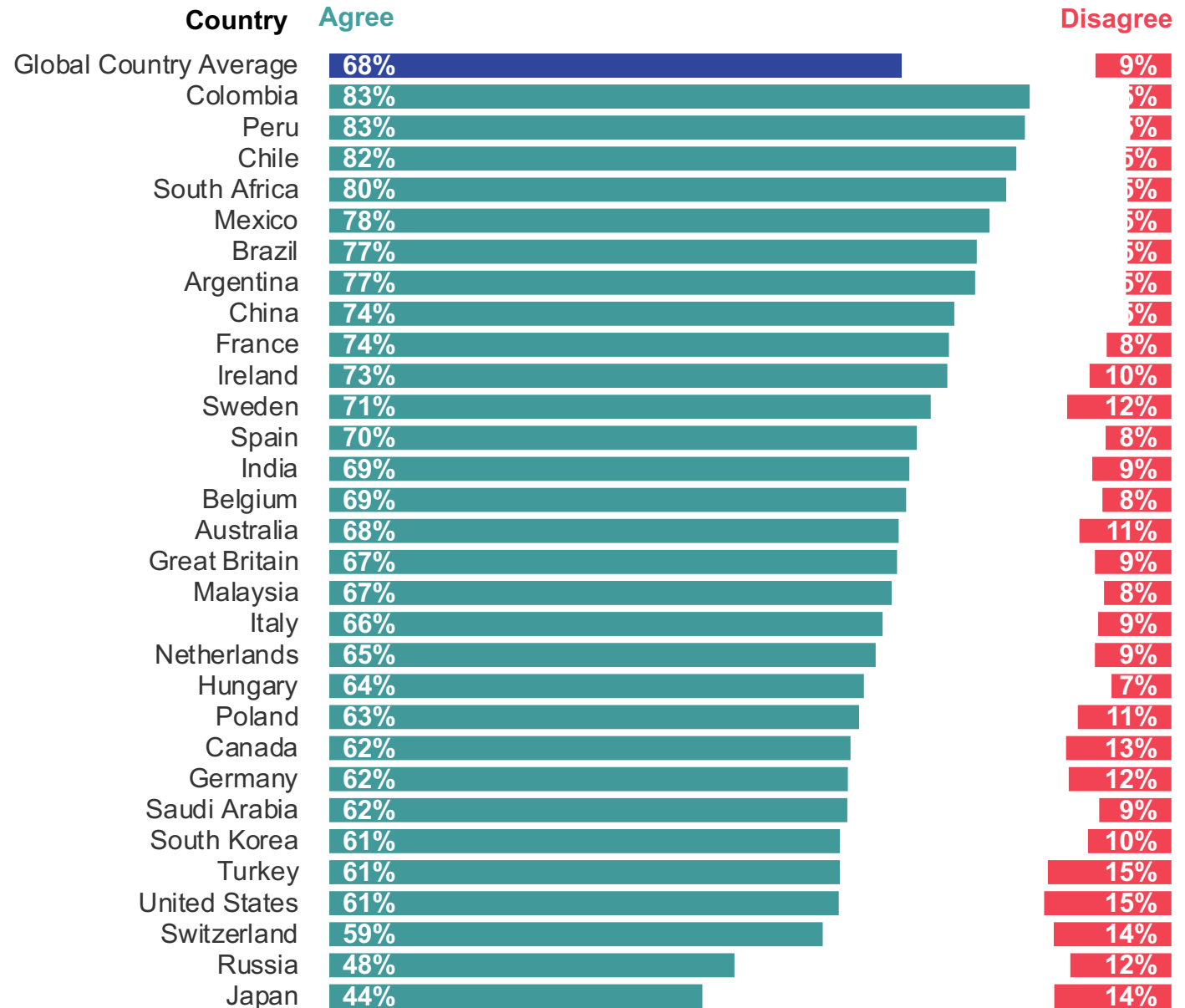
Base: 22, 534 online adults across 30 countries, 18 Feb – 4 Mar 2022. NB excludes Norway due to methodological differences in how question was asked.

# There is also strong agreement on the need for corporate action to combat climate change

## Country data

Q. To what extent do you agree or disagree with the following:

If businesses in [COUNTRY] do not act now to combat climate change, they will be failing their employees and customers



Base: 22, 534 online adults across 30 countries, 18 Feb – 4 Mar 2022. NB excludes Norway due to methodological differences in how question was asked.

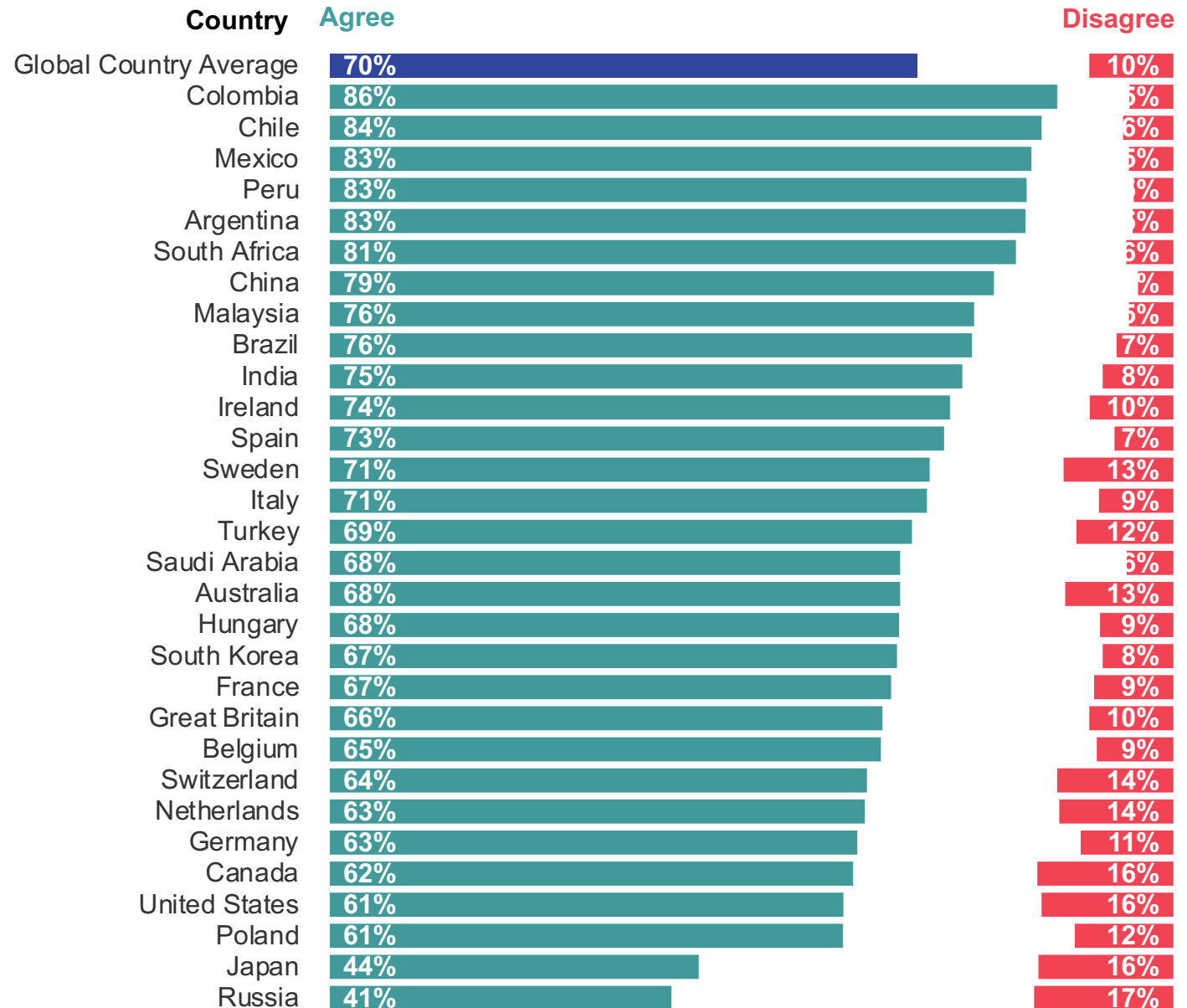


# Individuals also feel the burden of responsibility

## Country data

Q. To what extent do you agree or disagree with the following:

If individuals like me do not act now to combat climate change, we will be failing future generations



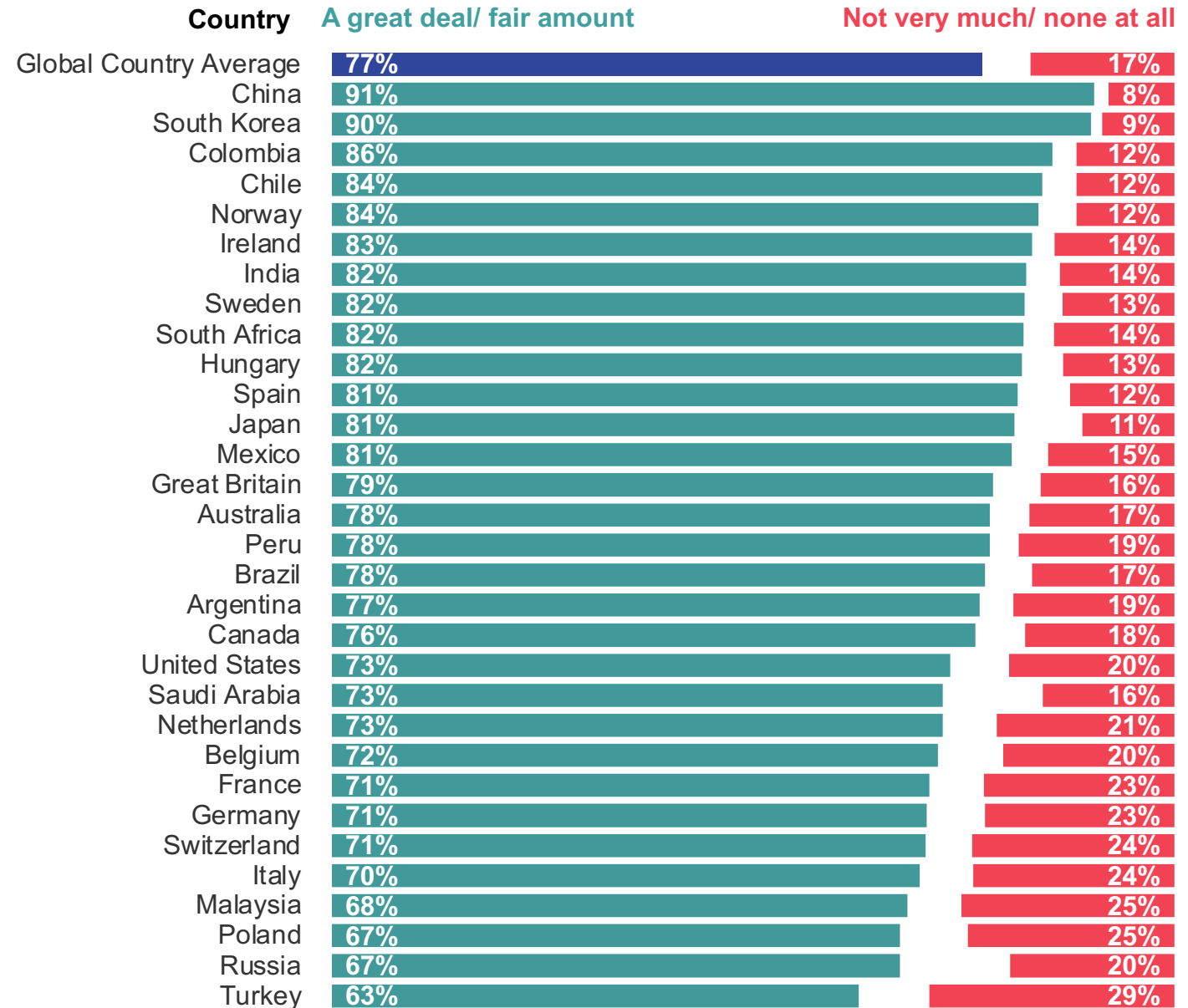
Base: 22, 534 online adults across 30 countries, 18 Feb – 4 Mar 2022. NB excludes Norway due to methodological differences in how question was asked.

# The majority of people feel their government is responsible for reducing carbon emissions

## Country data

Q. How much responsibility, if any do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Government



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.

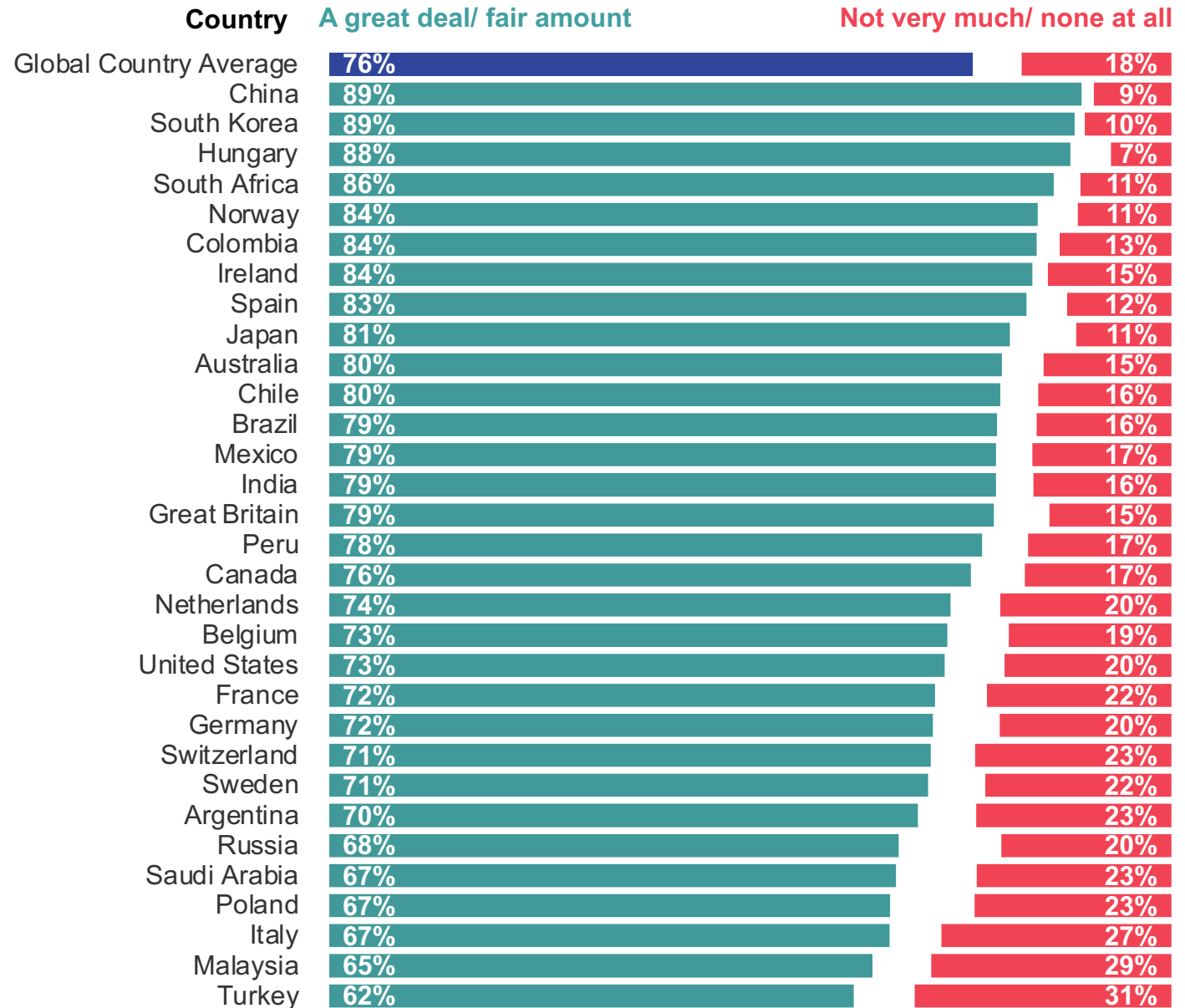


# People feel businesses have a similar level of responsibility to reduce emissions as governments

## Country data

Q. How much responsibility, if any do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Business



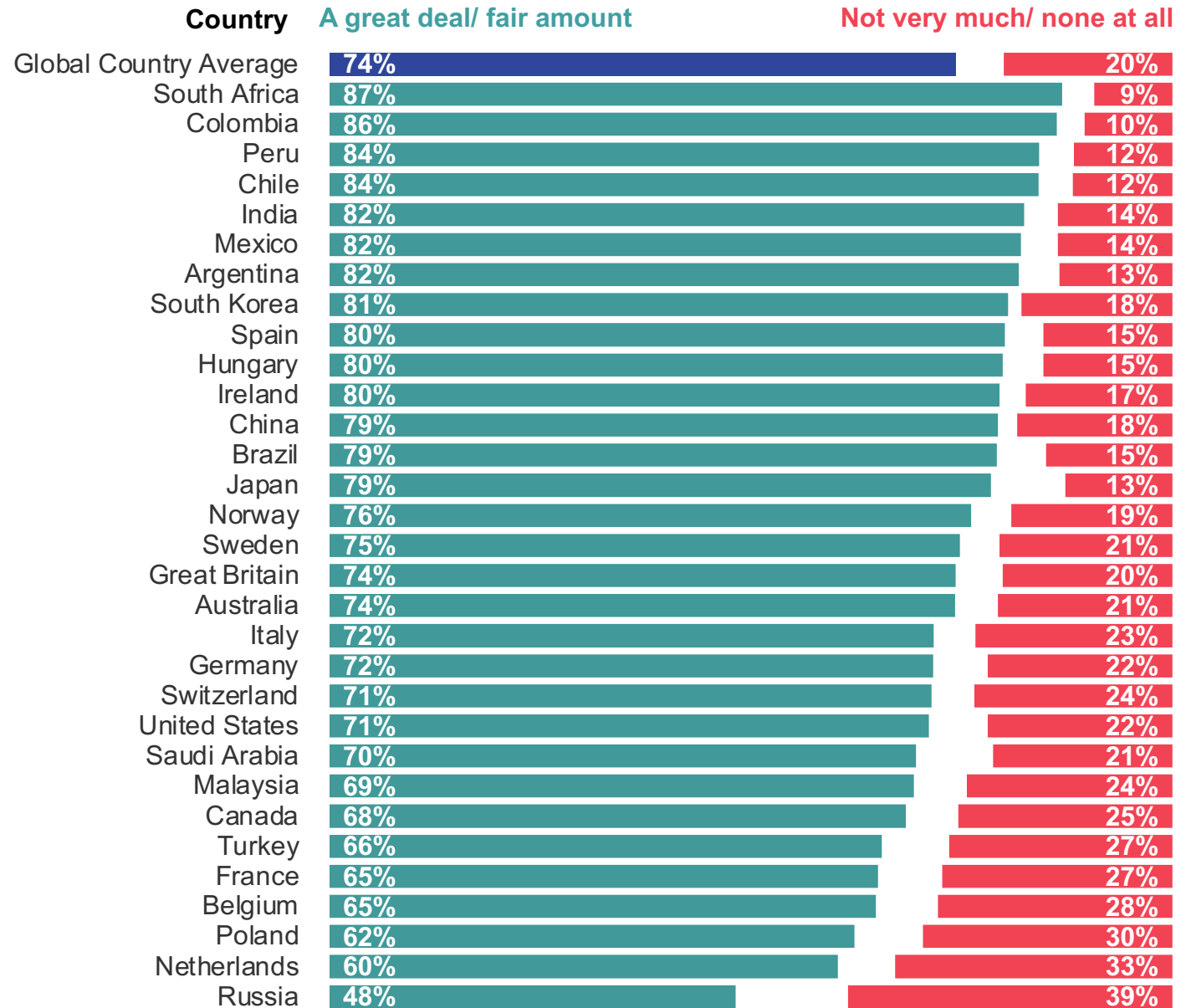
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

# The public also recognises their own responsibility for lowering emissions

## Country data

Q. How much responsibility, if any do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Individuals around the world



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.



# What is the plan?

Who should act to combat climate change?

A Global Country Average of just **39%** agree their government **has a clear plan in place** for how government, businesses and people are going to work together to tackle climate change.

And people are **split on whether we will make significant progress** to mitigating climate change in this next decisive decade.

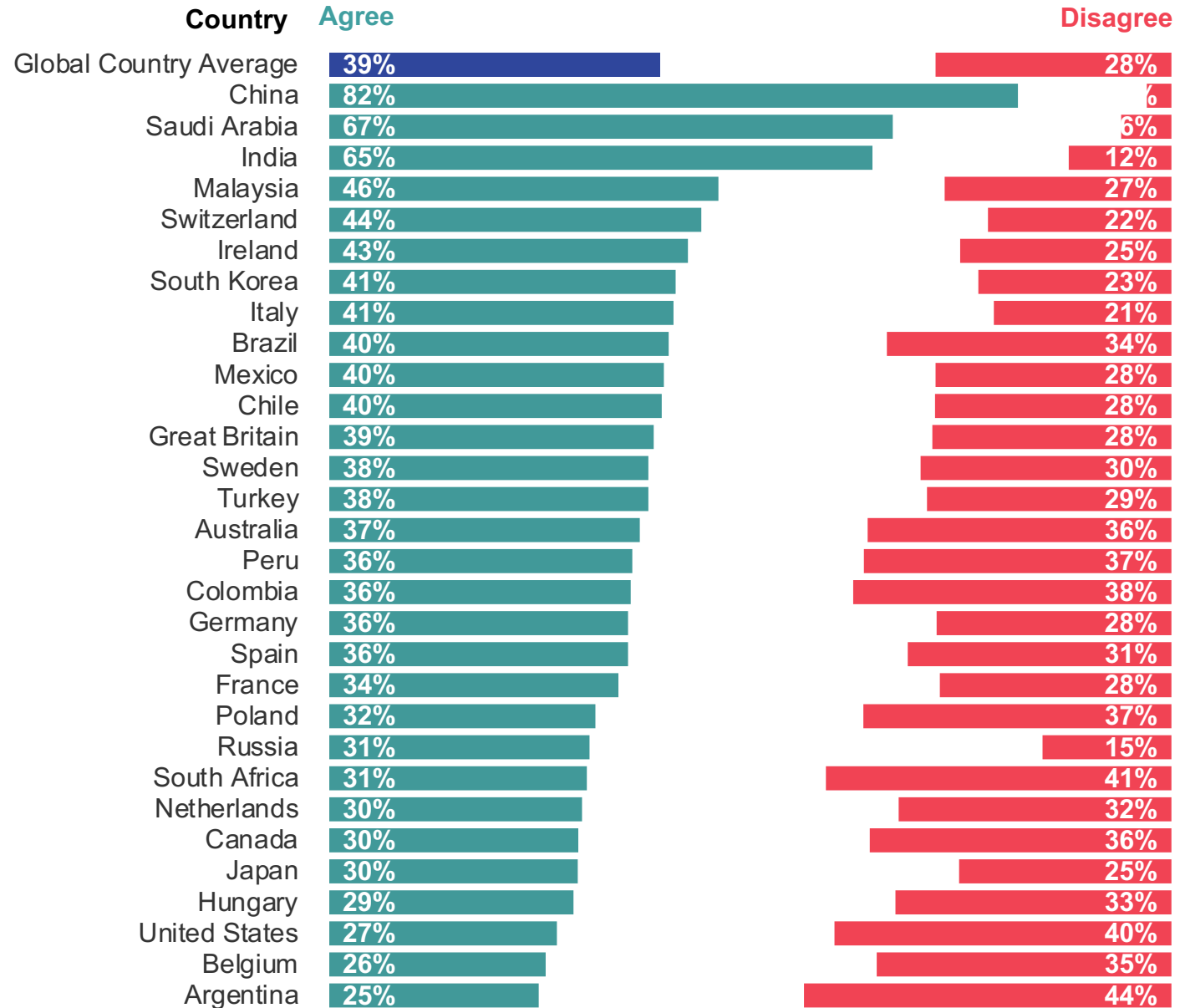


# Awareness of government plans to tackle climate change remains low in 2022

## Country data

Q. To what extent do you agree or disagree with the following:

[COUNTRY]'s government has a clear plan in place for how government, businesses and people themselves are going to work together to tackle climate change



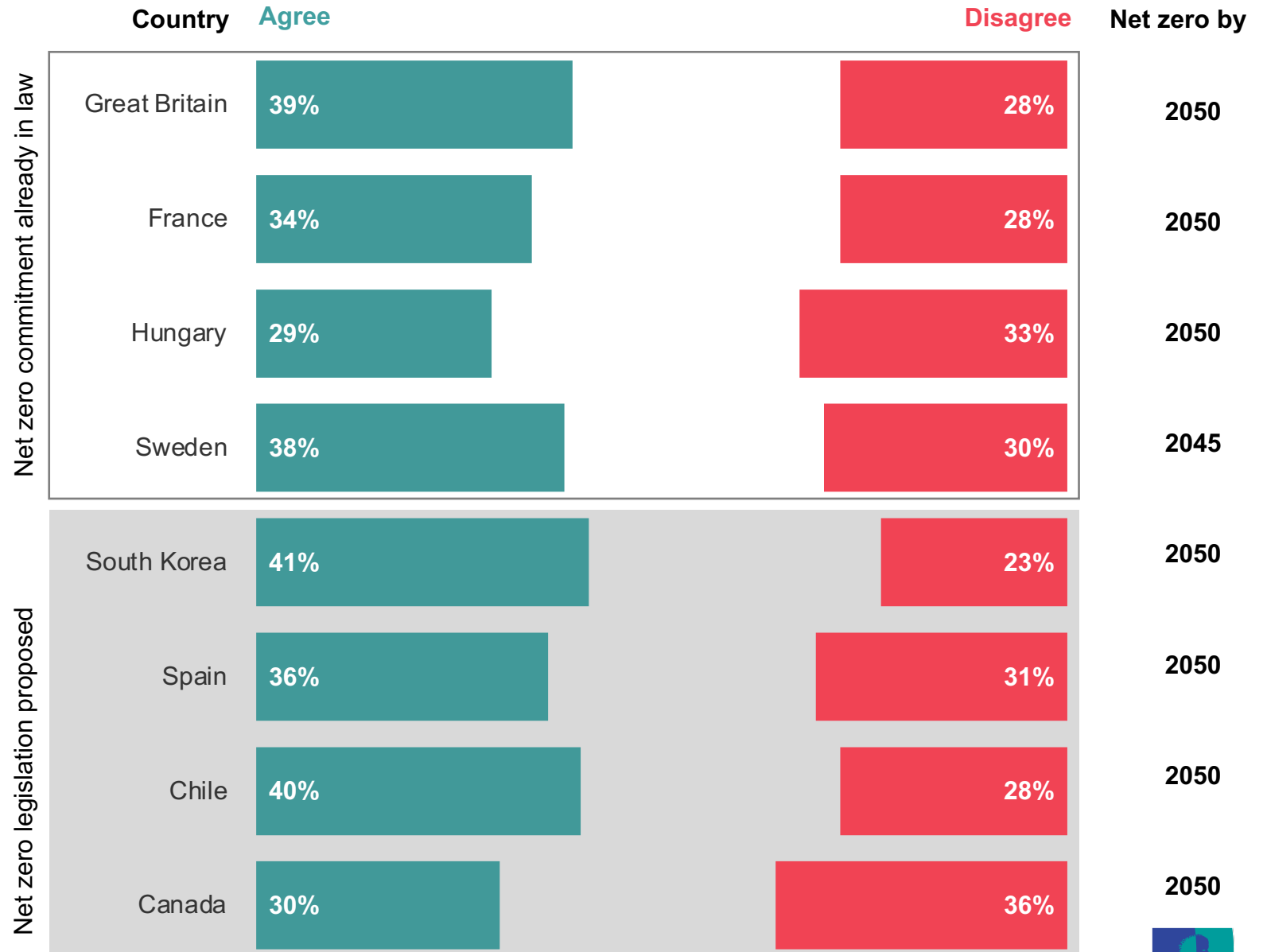
Base: 22, 534 online adults across 30 countries, 18 Feb – 4 Mar 2022. NB excludes Norway due to methodological differences in how question was asked.

# Legally binding net zero commitments do not correlate with higher awareness of a government's plans

## Country data

Q. To what extent do you agree or disagree with the following:

[COUNTRY]'s government has a clear plan in place for how government, businesses and people themselves are going to work together to tackle climate change

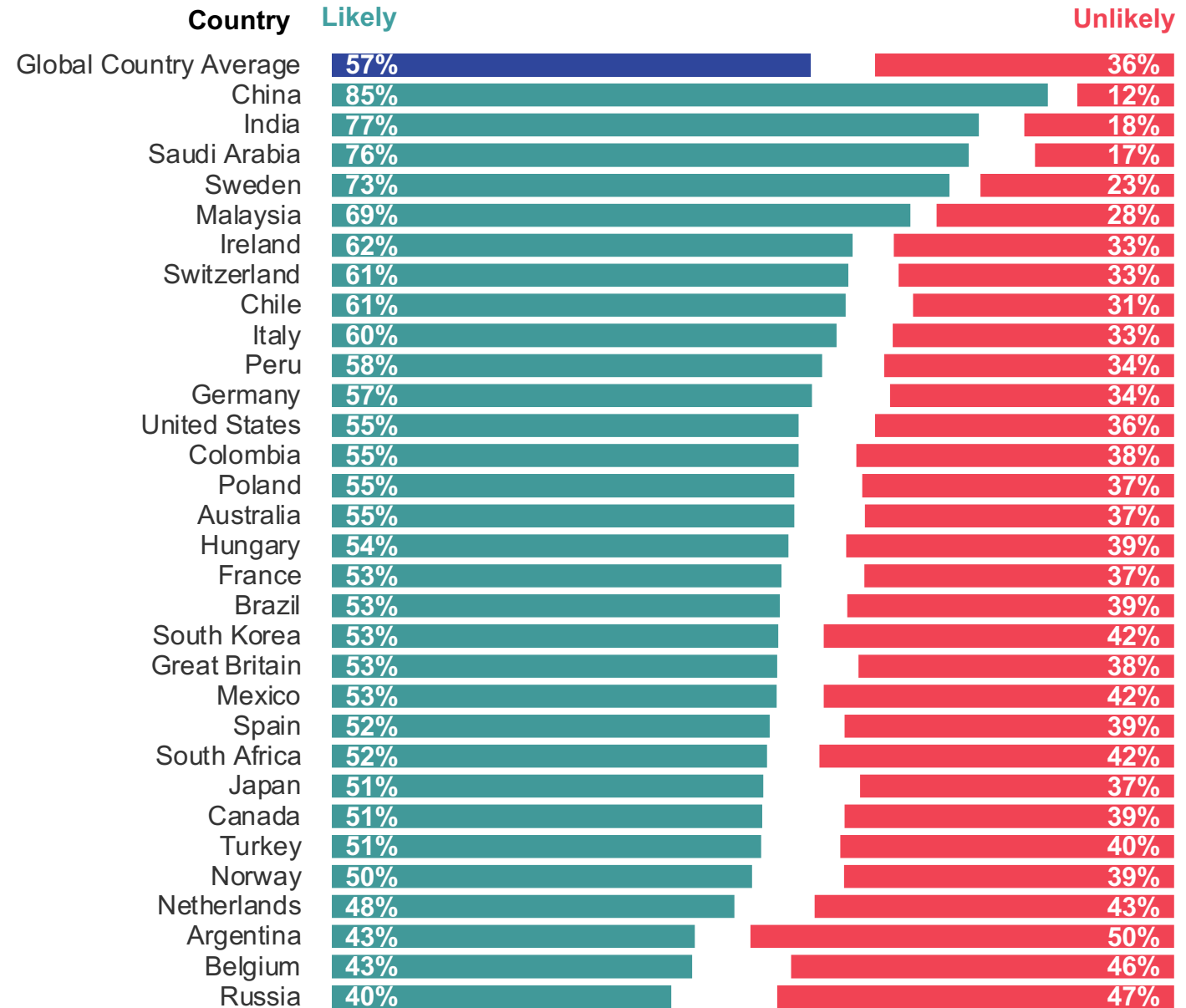


# Generally, the public are divided on whether their country will make significant progress against climate change this decade

## Country data

Q. How likely or unlikely do you think it is that each of the following will have made significant progress in reducing climate change in the next 10 years?

Your country



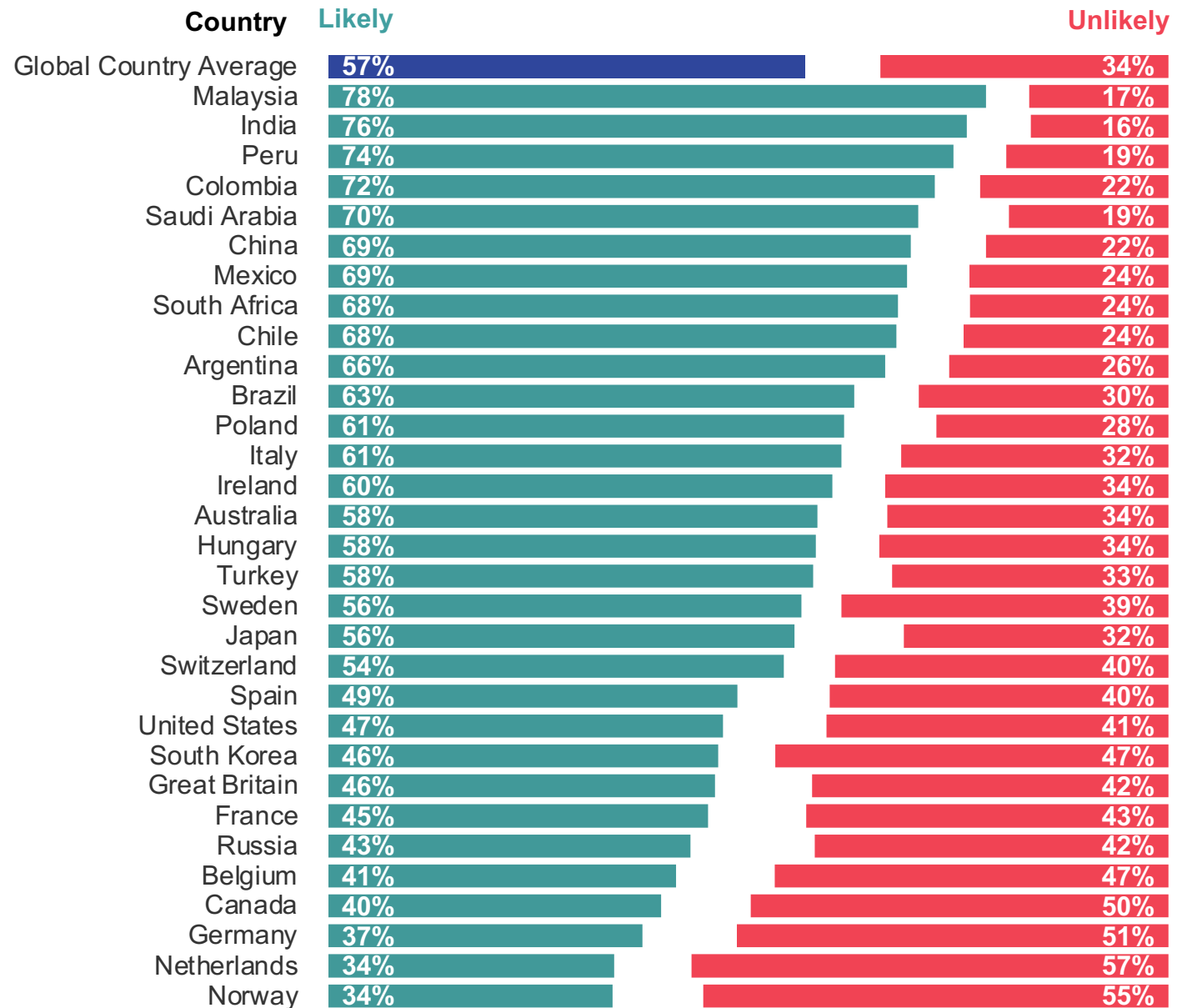
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

# There is some division on whether other countries will make significant progress in the next ten years

## Country data

Q. How likely or unlikely do you think it is that each of the following will have made significant progress in reducing climate change in the next 10 years?

Other countries around the world



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.



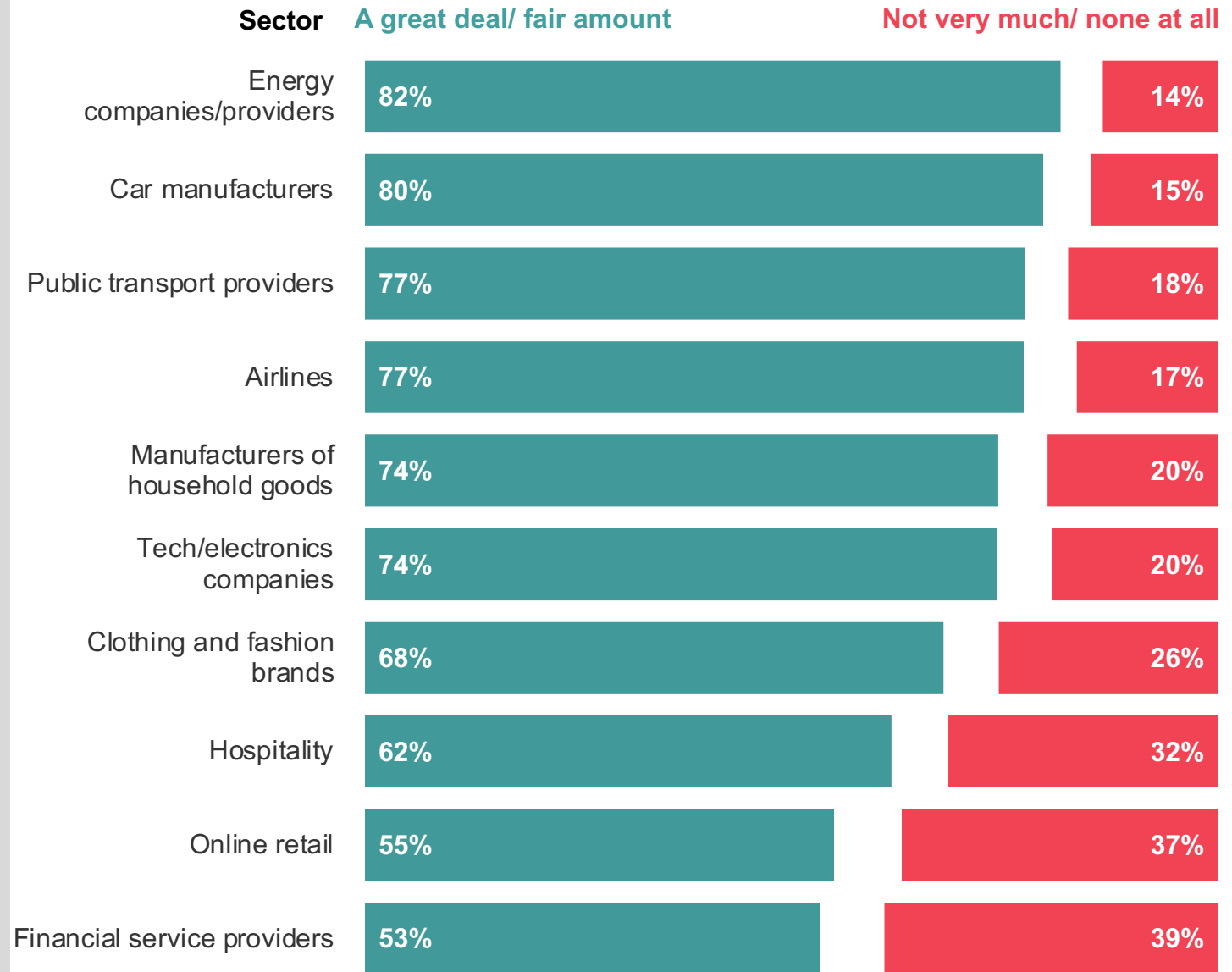
The public see **high-profile sectors associated with carbon emissions** as having a **greater responsibility for reducing their contribution to climate change** – particularly energy companies and sectors associated with transport.

Sectors whose **carbon emissions aren't as obvious** – such as financial services and online retail – are seen as having **less responsibility**.

# The public see high-profile carbon emitting sectors, like energy, as having a higher responsibility for reducing their contribution to climate change

## Global Country Average

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?



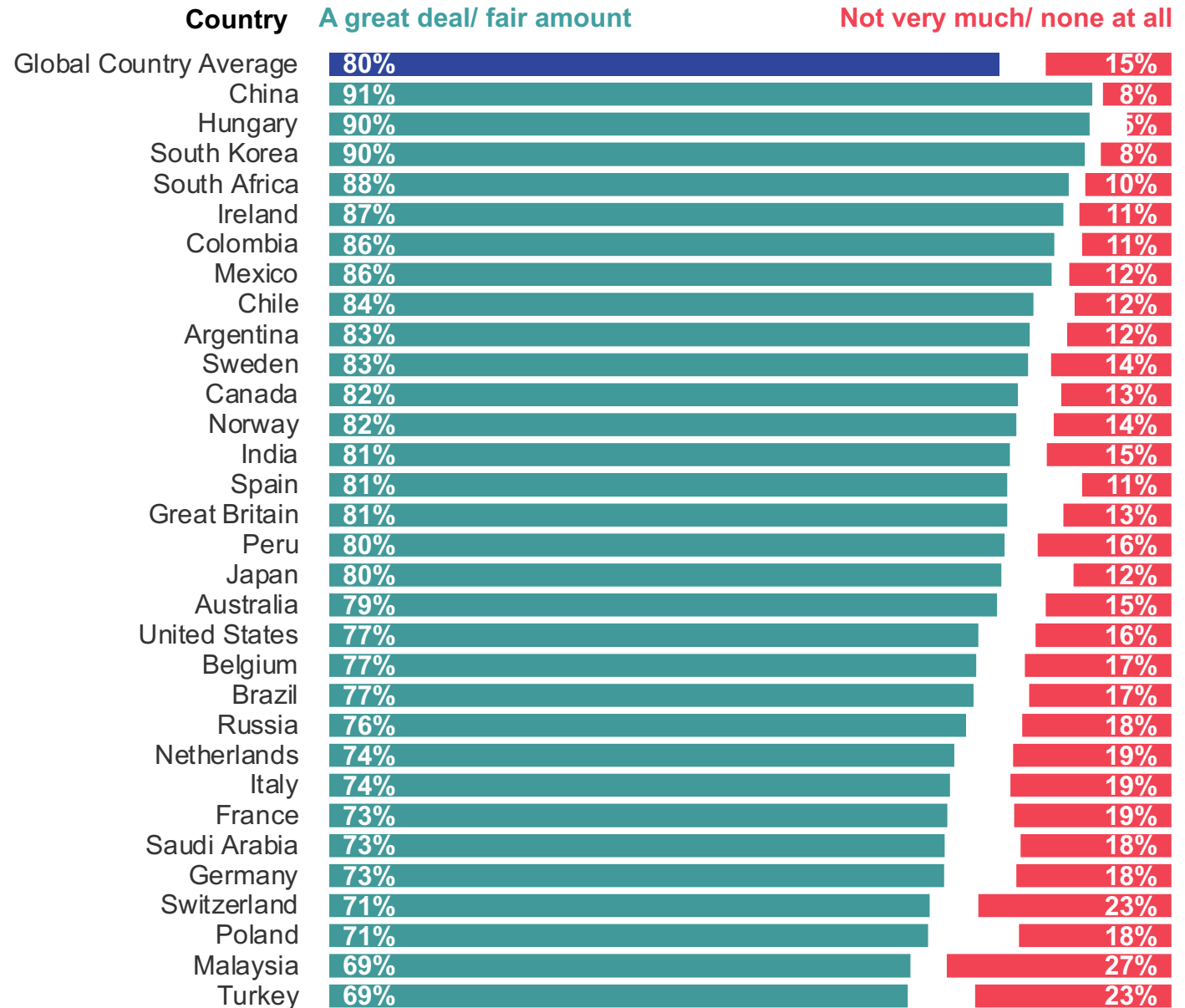
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

# Majority of public say car manufacturers are responsible for driving reduction in emissions

## Country data

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Car manufacturers



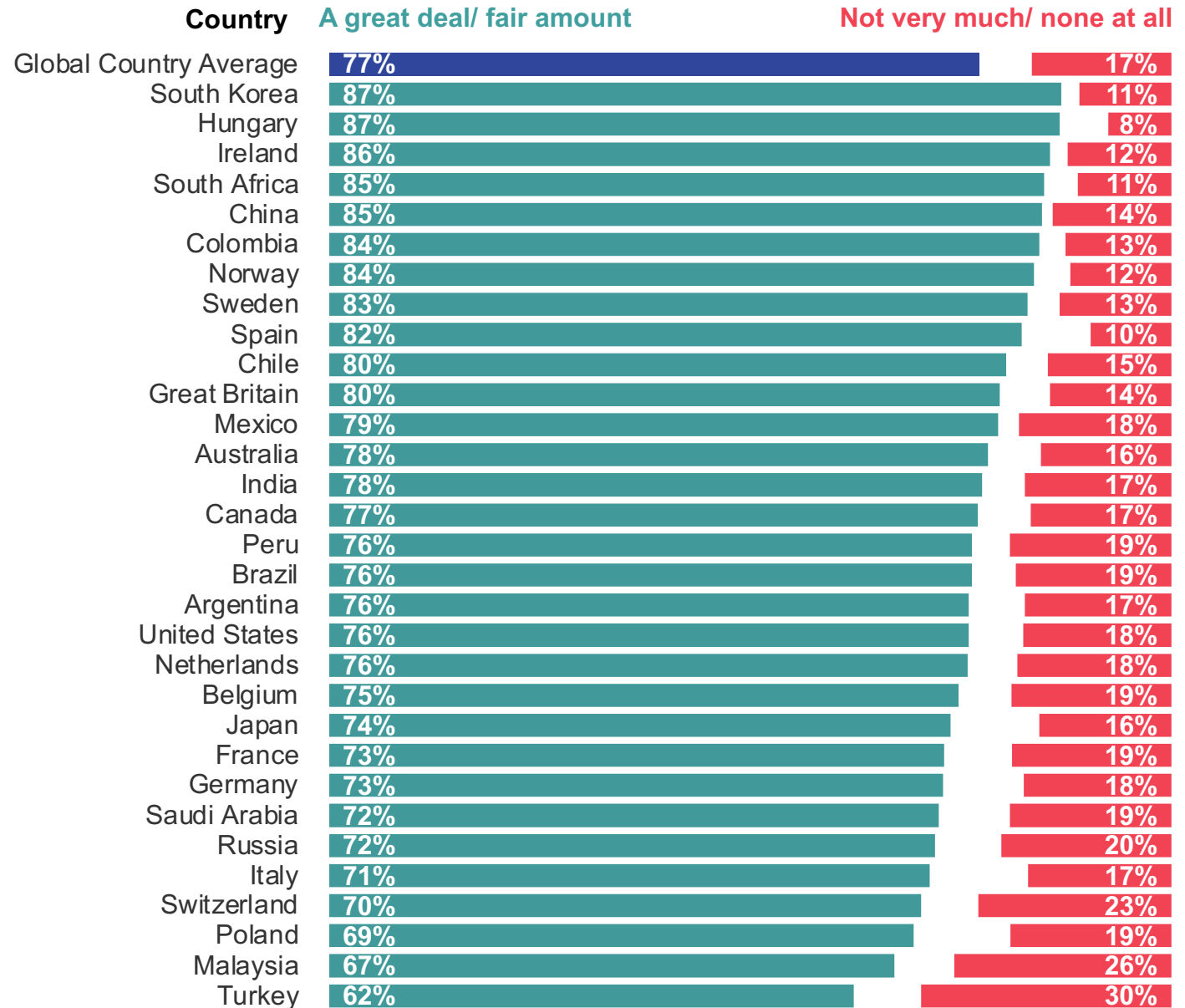
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

# Airlines are perceived also be highly responsible for playing their part in tackling climate change

## Country data

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Airlines



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.

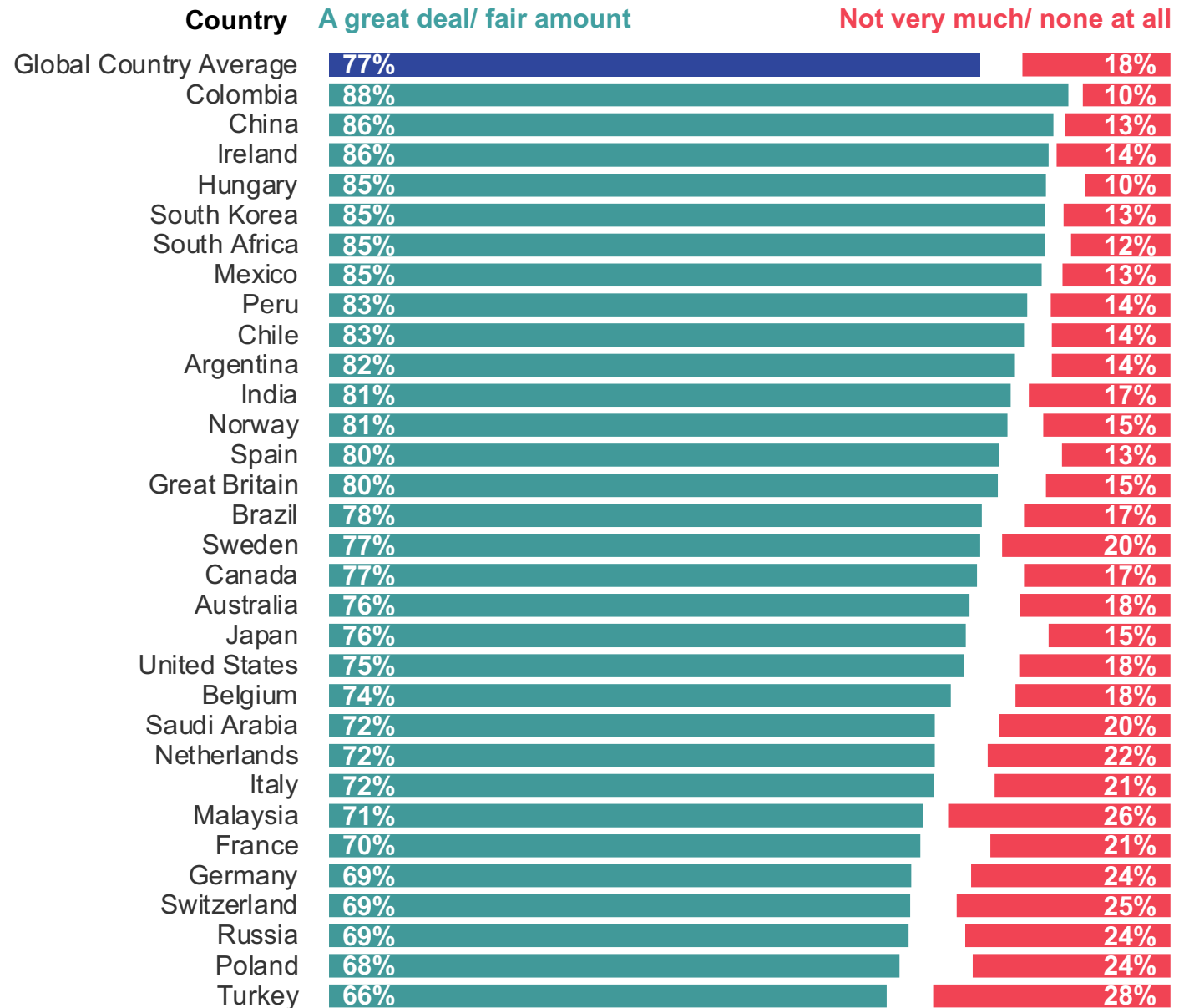


# Public transport providers are perceived to be as responsible as airlines on need to reduce emissions

## Country data

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Public transport providers (e.g. taxis, buses, trains, trams)



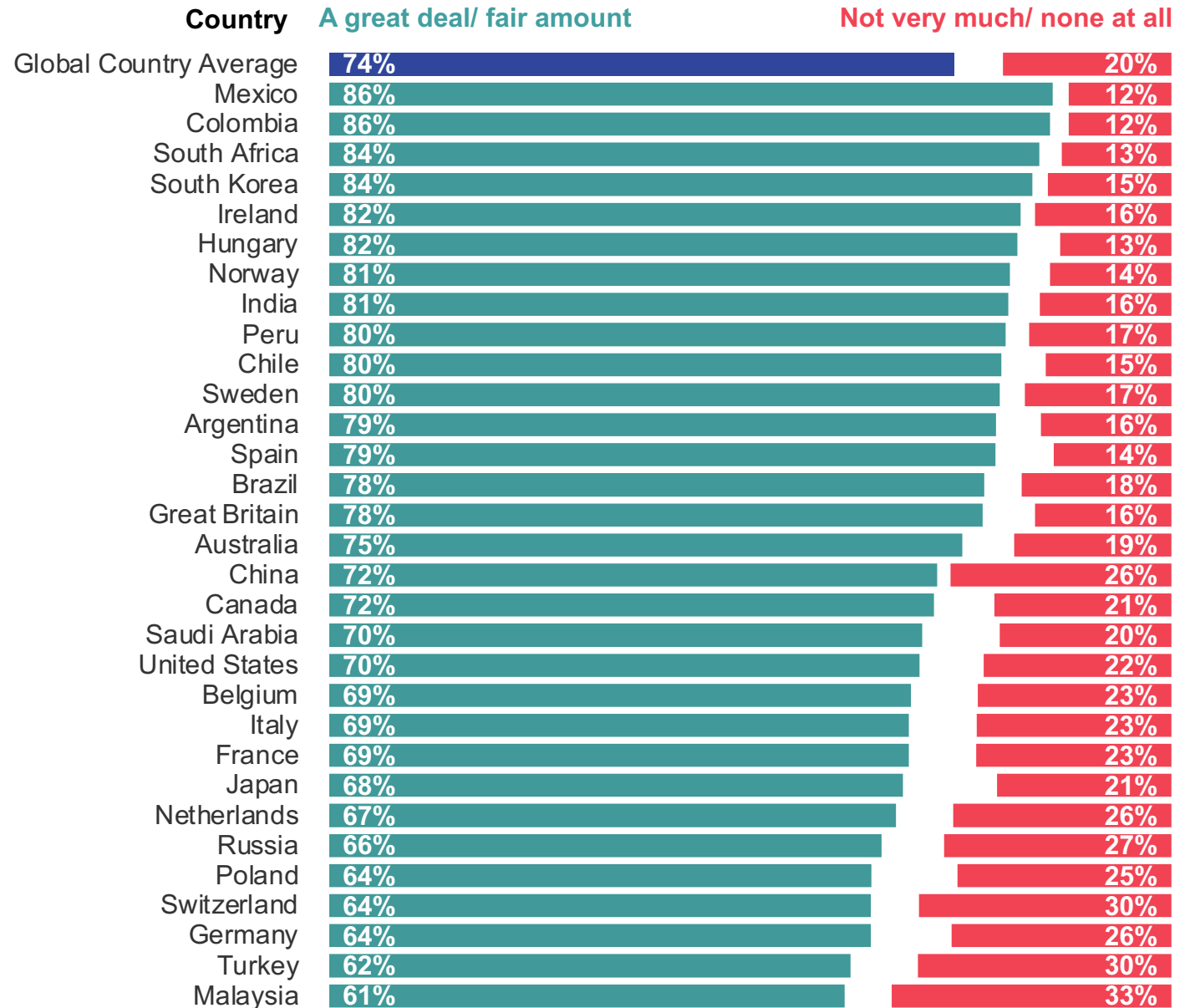
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

# Household goods manufacturers are in the same league as transport with responsibility for reducing emissions

## Country data

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Manufacturers of household goods (groceries, toiletries, cleaning products etc.)



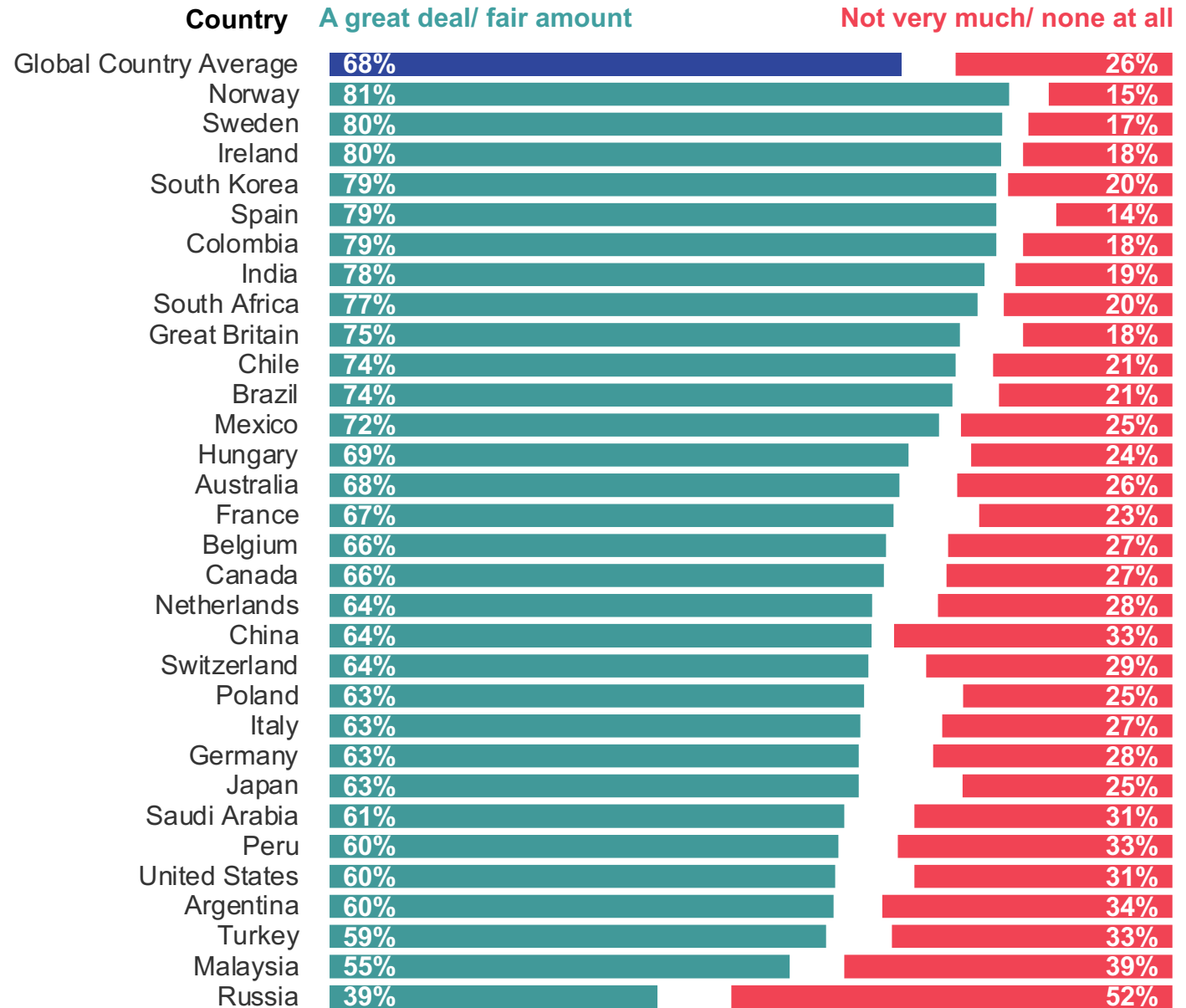
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

# The fashion industry should also be a role model in taking responsibility for climate change

## Country data

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Clothing and fashion brands / companies



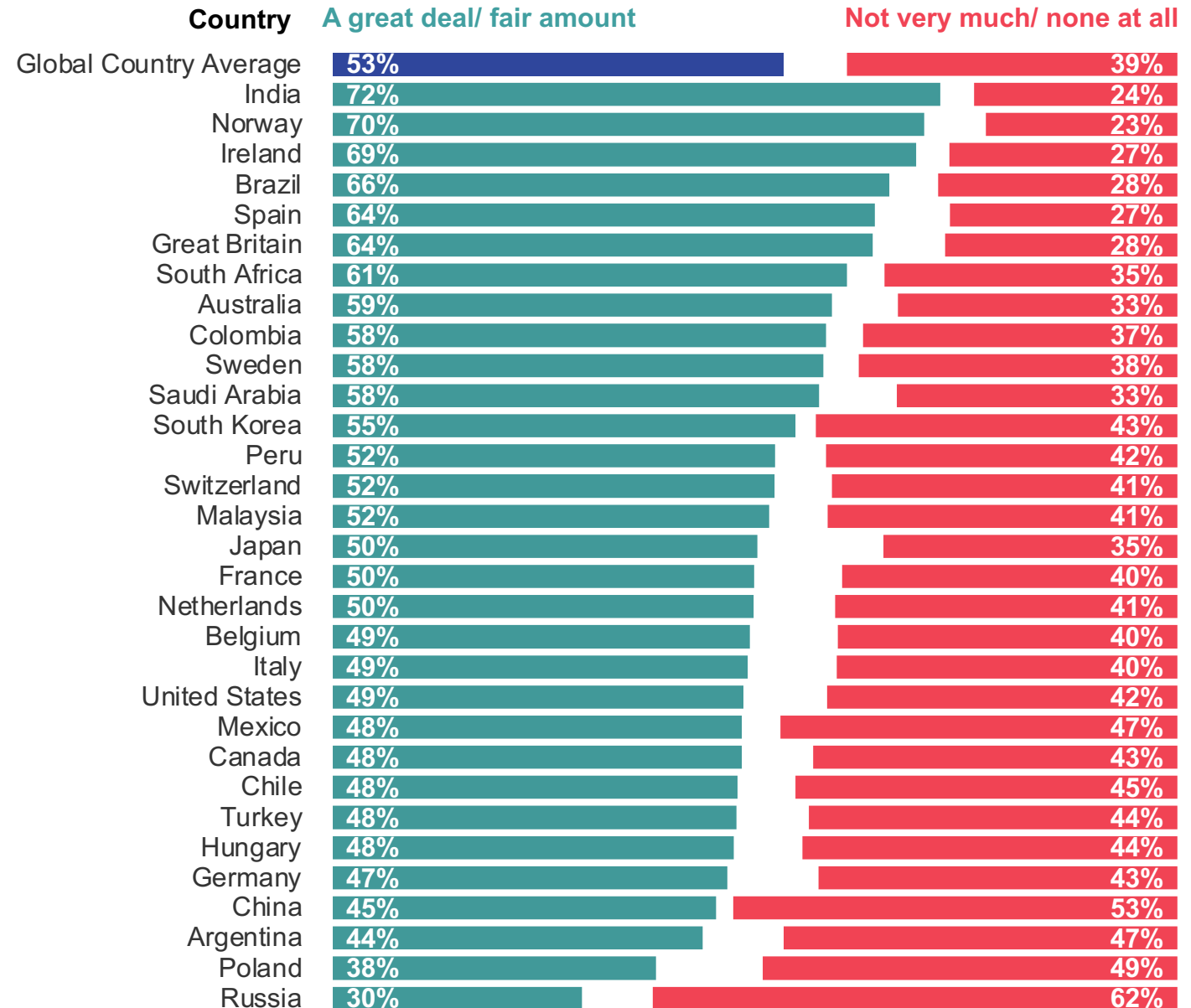
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

# Financial services are less associated than other sectors with regard to responsibility to reduce emissions

## Country data

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Financial service providers (banks, pensions, insurance etc.)



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.

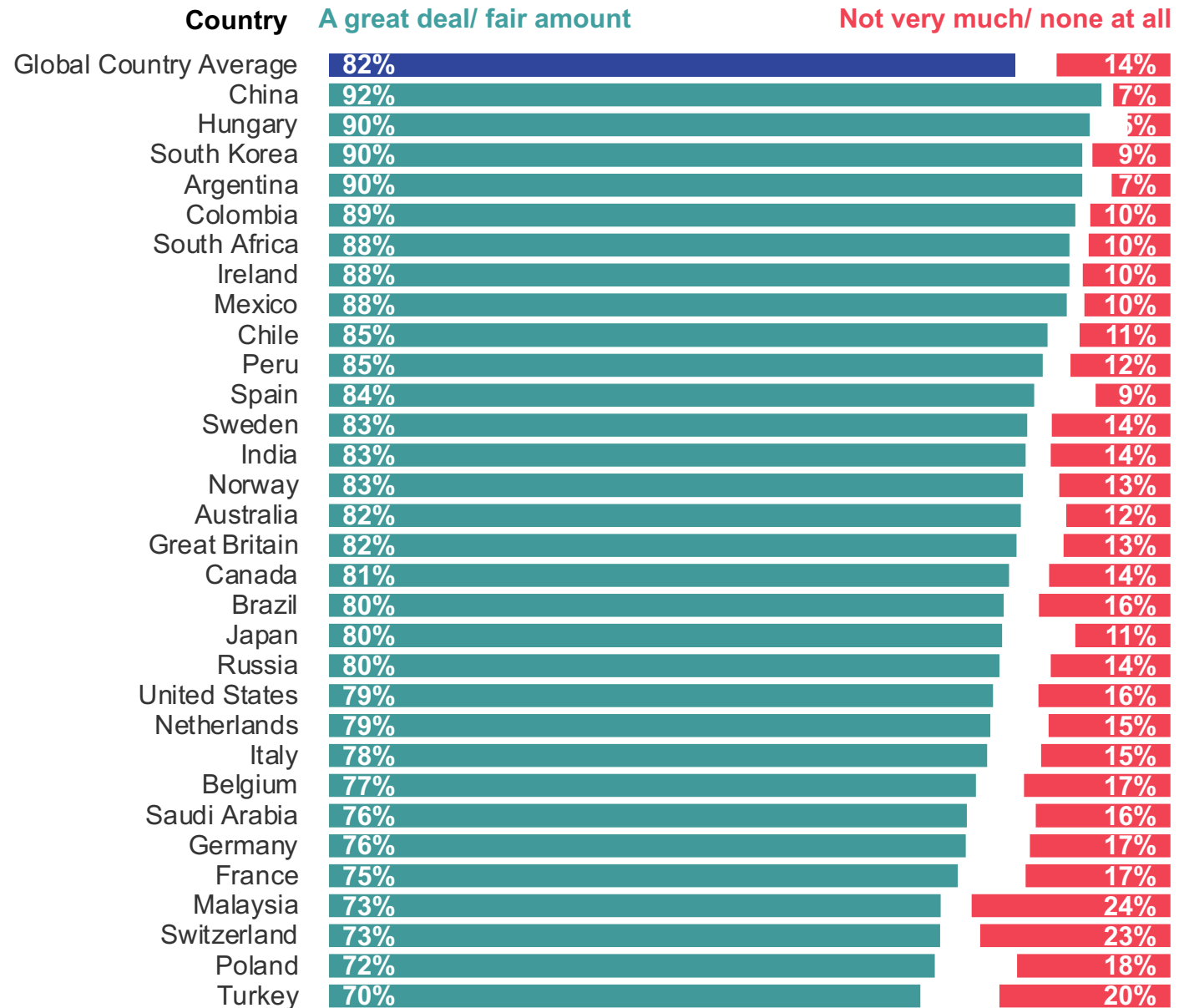


# Energy companies are charged with having the most responsibility to reduce their emissions

## Country data

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Energy companies / providers (e.g. oil, gas, fuel, renewables etc.)



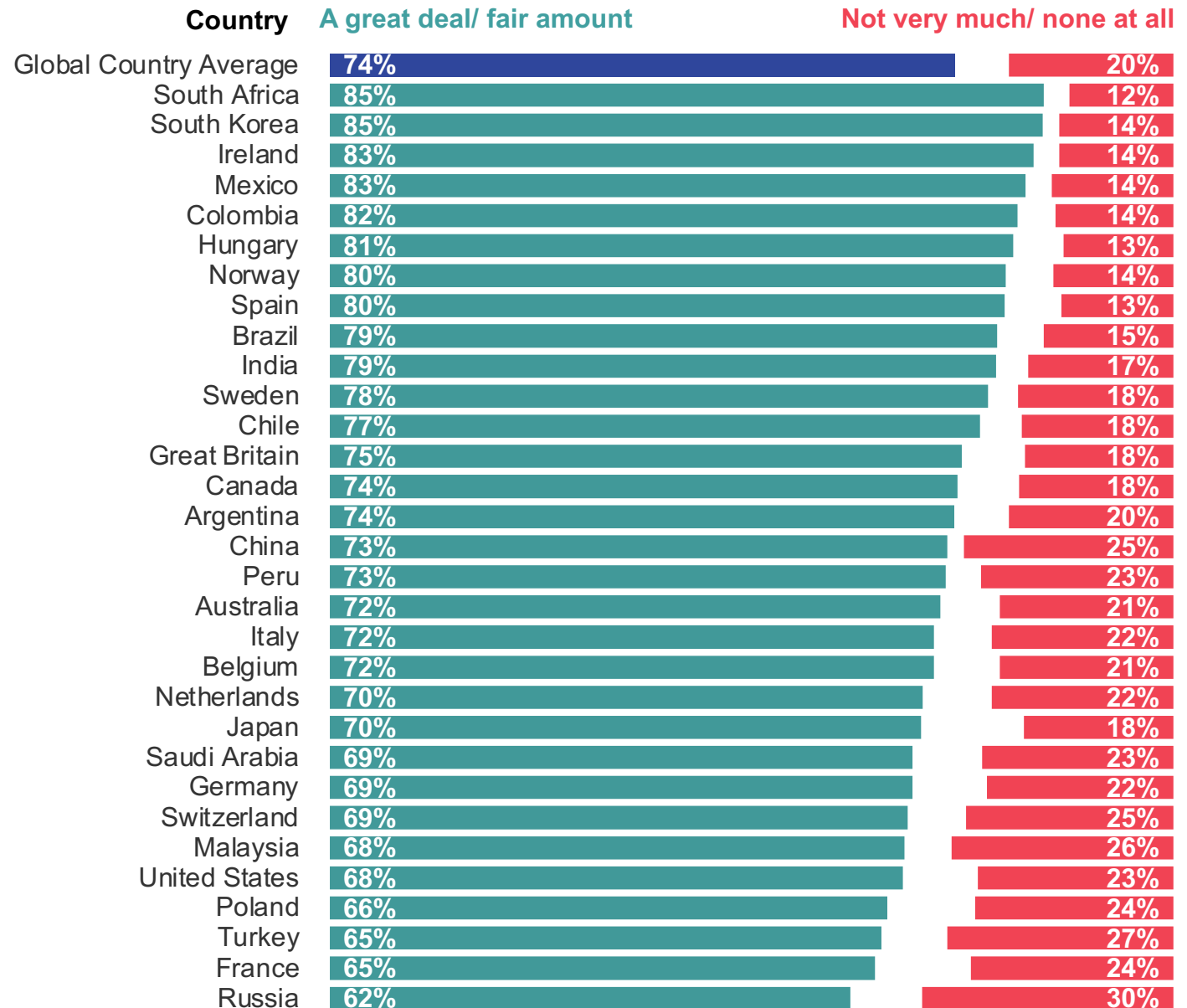
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

# Tech companies should also be switched on to reducing their climate change contribution

## Country data

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Technology and electronics companies



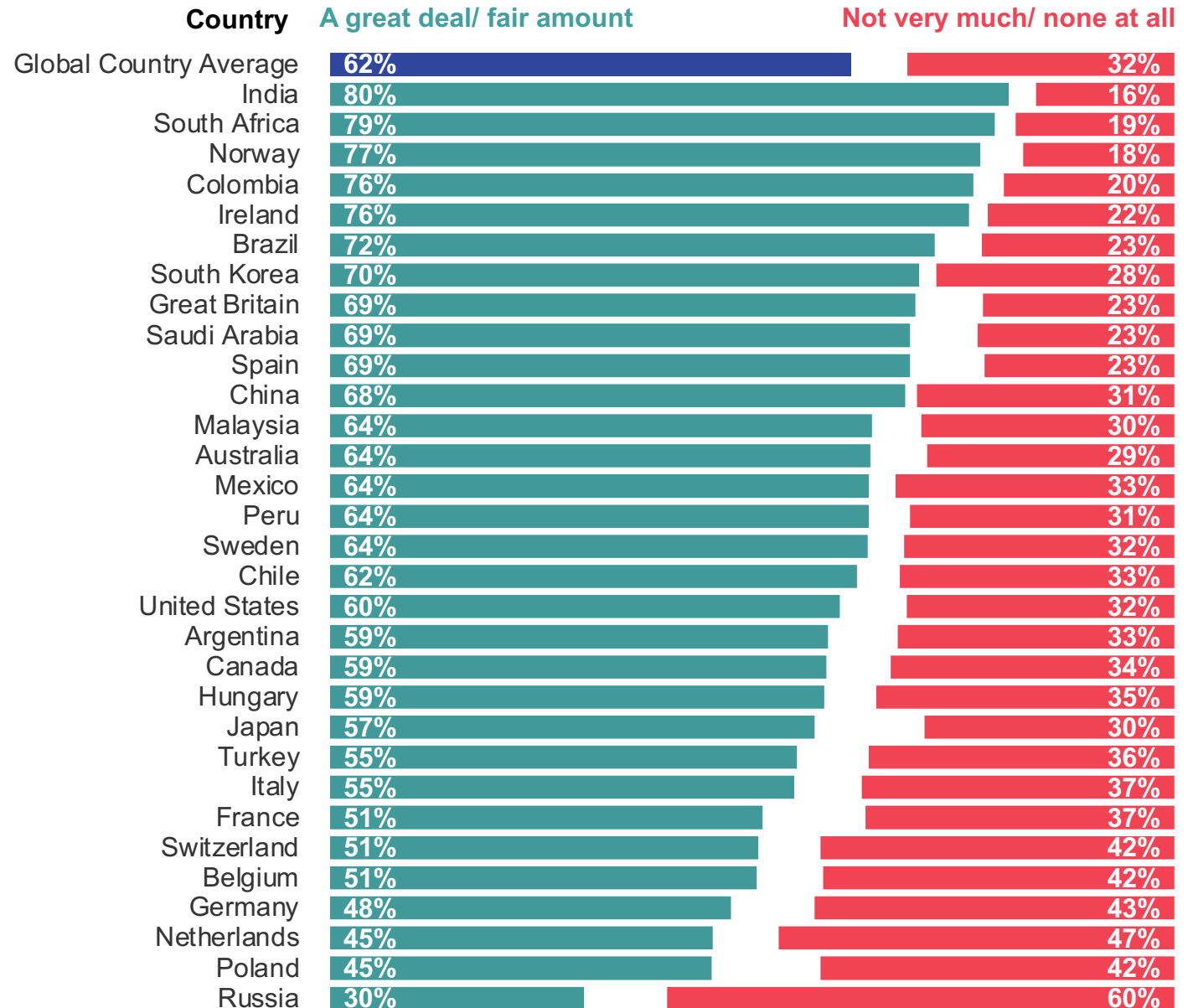
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

# Action from hospitality on reducing emissions is expected by almost two-thirds globally

## Country data

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Hospitality (e.g. restaurants, hotels)



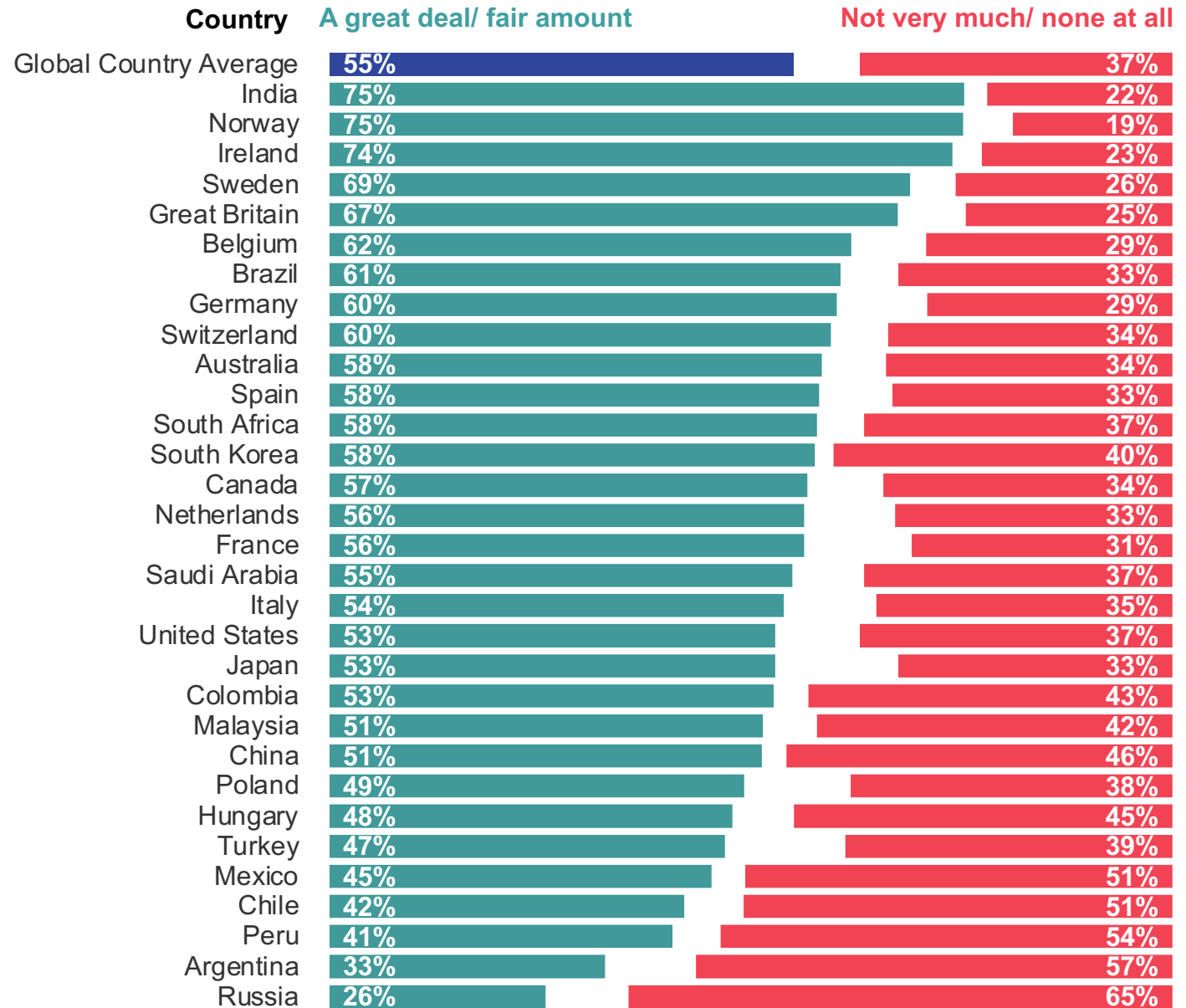
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

# On balance, the public feel online retail needs to be tackling their contribution to climate change

## Country data

Q. Now think about some specific business sectors. How much responsibility, if any, do each of the following have to reduce their contribution to climate change by reducing carbon emissions?

Online retail



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.

# 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:

1

## 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.

2

## 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.

3

## 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 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.

# Trended slides contain findings from several subsets:

1

**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.

2

**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.

4

**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.

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**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.

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**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}.**

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# 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.**

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“**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