

# Earth Day 2022

## Public opinion on climate change: GB and the world

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. Britons are **concerned about the impacts of climate change at home (64%) and abroad (69%)**. 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.



**Just 39% agree the UK Government has a clear plan in place** for how government, businesses and people are going to work together to tackle climate change. The British public are divided on whether Britain – or other countries around the world – will make significant progress on mitigating climate change in the next ten years. However, as the hosts of COP26, awareness of the conference was relatively high. Two thirds (67%) said that they had heard of COP26, yet of those around half (49%) said they had heard about the commitments that countries had made.



Britons 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%).



**Some small progress** has been seen in intentions to take individual action – particularly around changing diets – and there is still **confusion** about which actions make the most impact in tackling climate change.

# How worried are we?

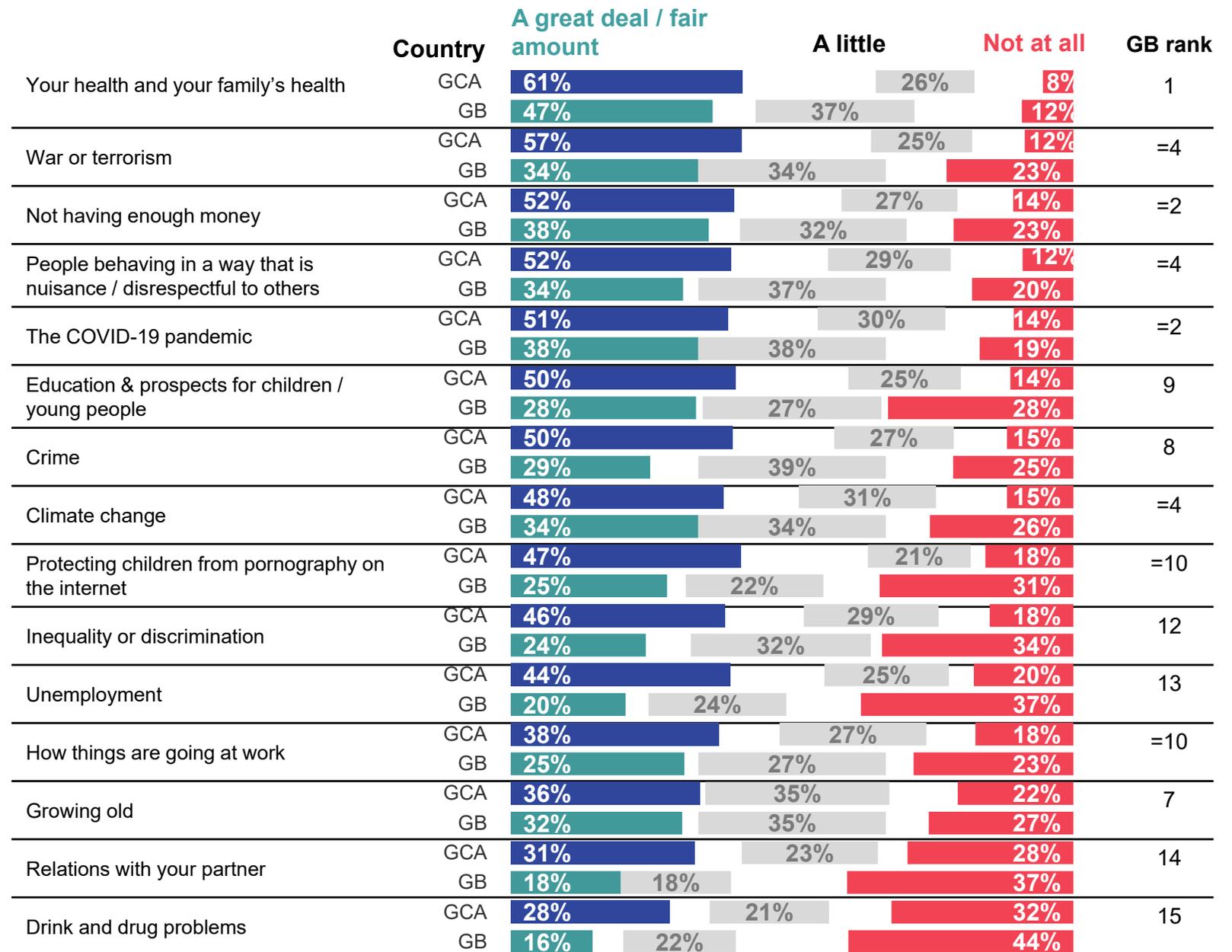


Climate change ranks joint fourth among top concerns for Britons. Two in three **worry** about it regularly, including about the **impacts of climate change** that we are already seeing at home and abroad.

# Overall climate concern is high among the British public, but slightly lower than the global average

## Global Country Average vs GB

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?

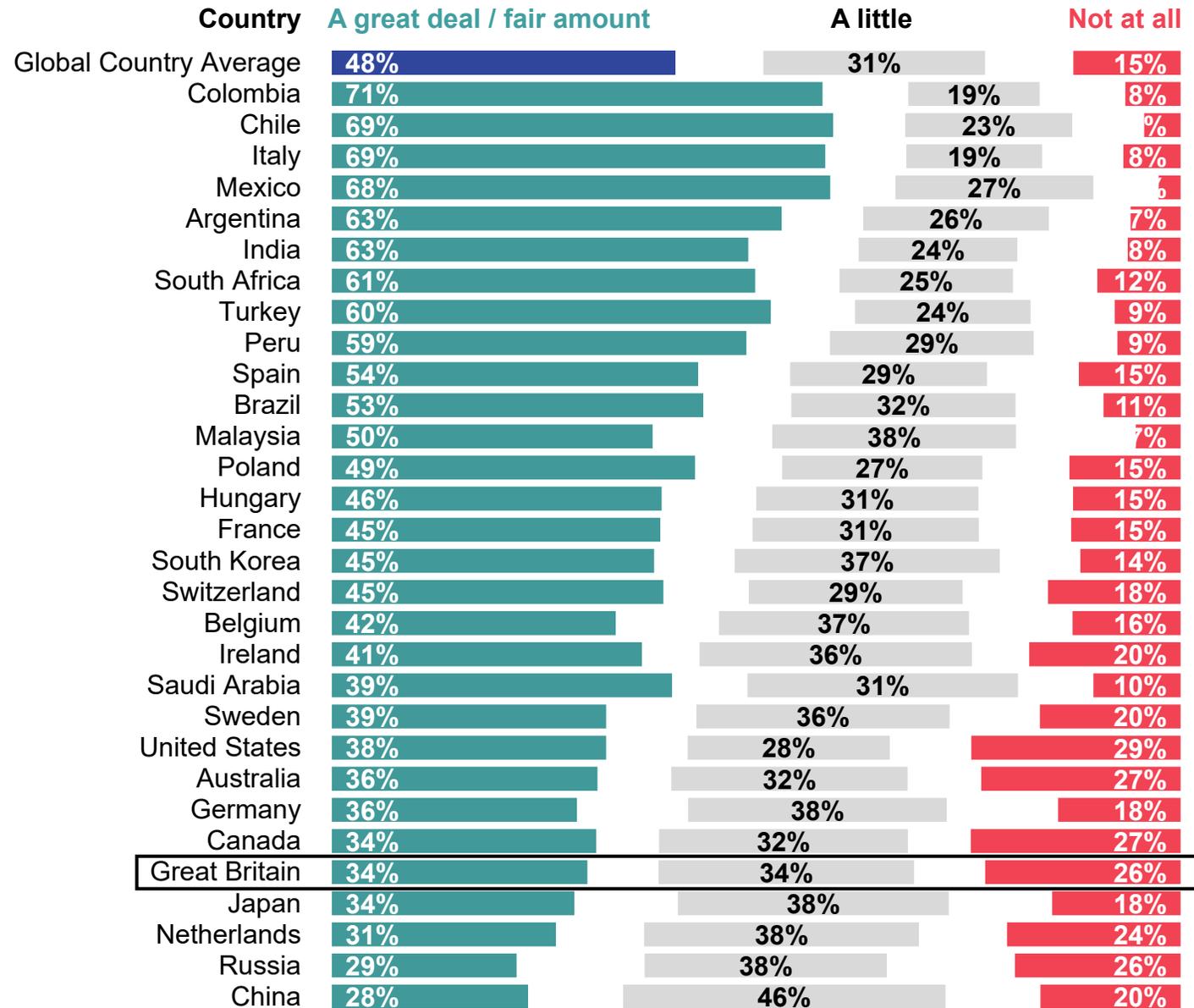


# The majority of Britons are concerned about climate change

## 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

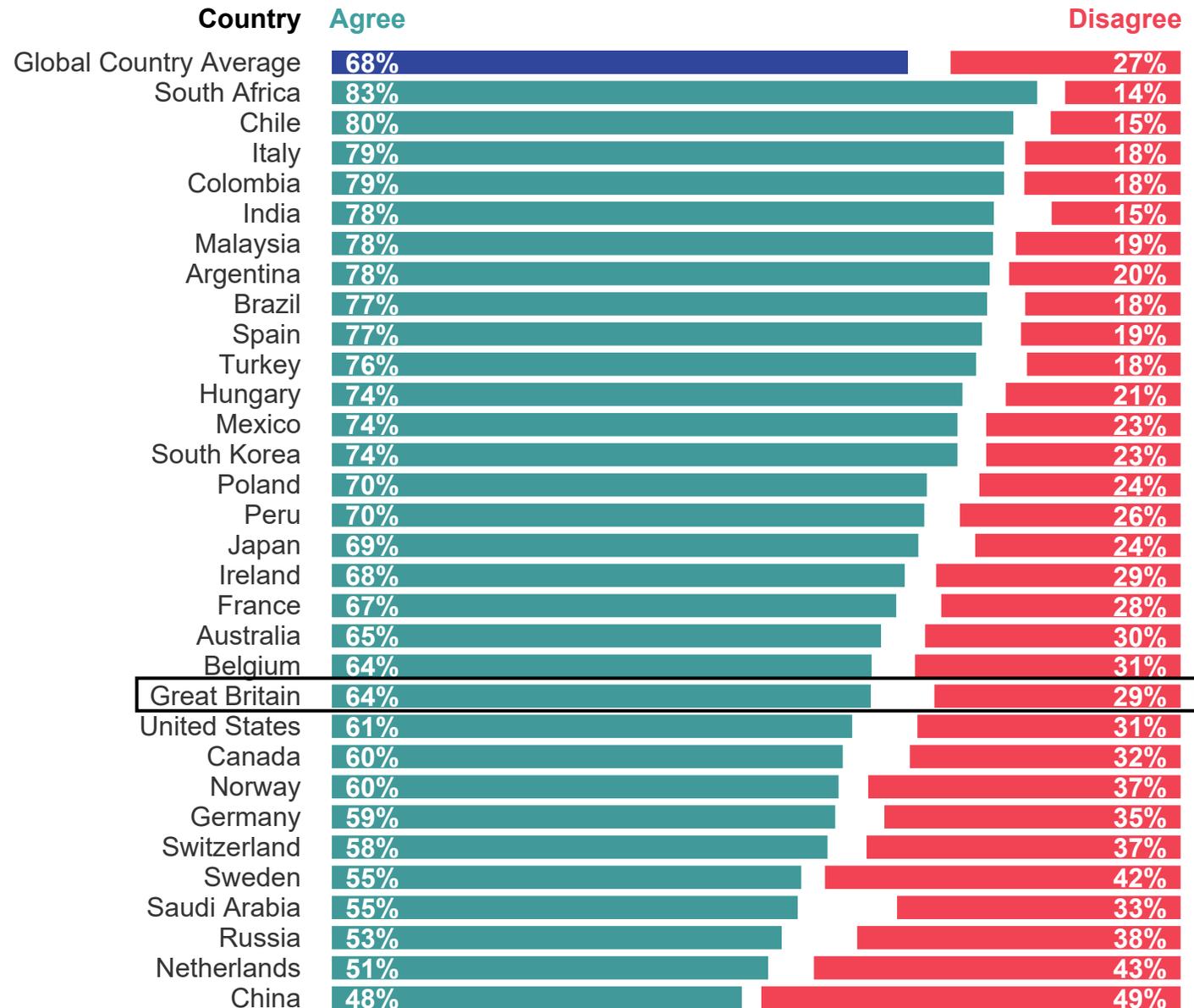


Base: 22, 534 online adults aged 16-74 across 30 countries, 18 Feb – 4 Mar 2022; 1,001 GB online adults aged 16-74, 18 Feb – 4 Mar 2022

# Most are worried about the impacts of climate change that they are already seeing in Britain

## Country data

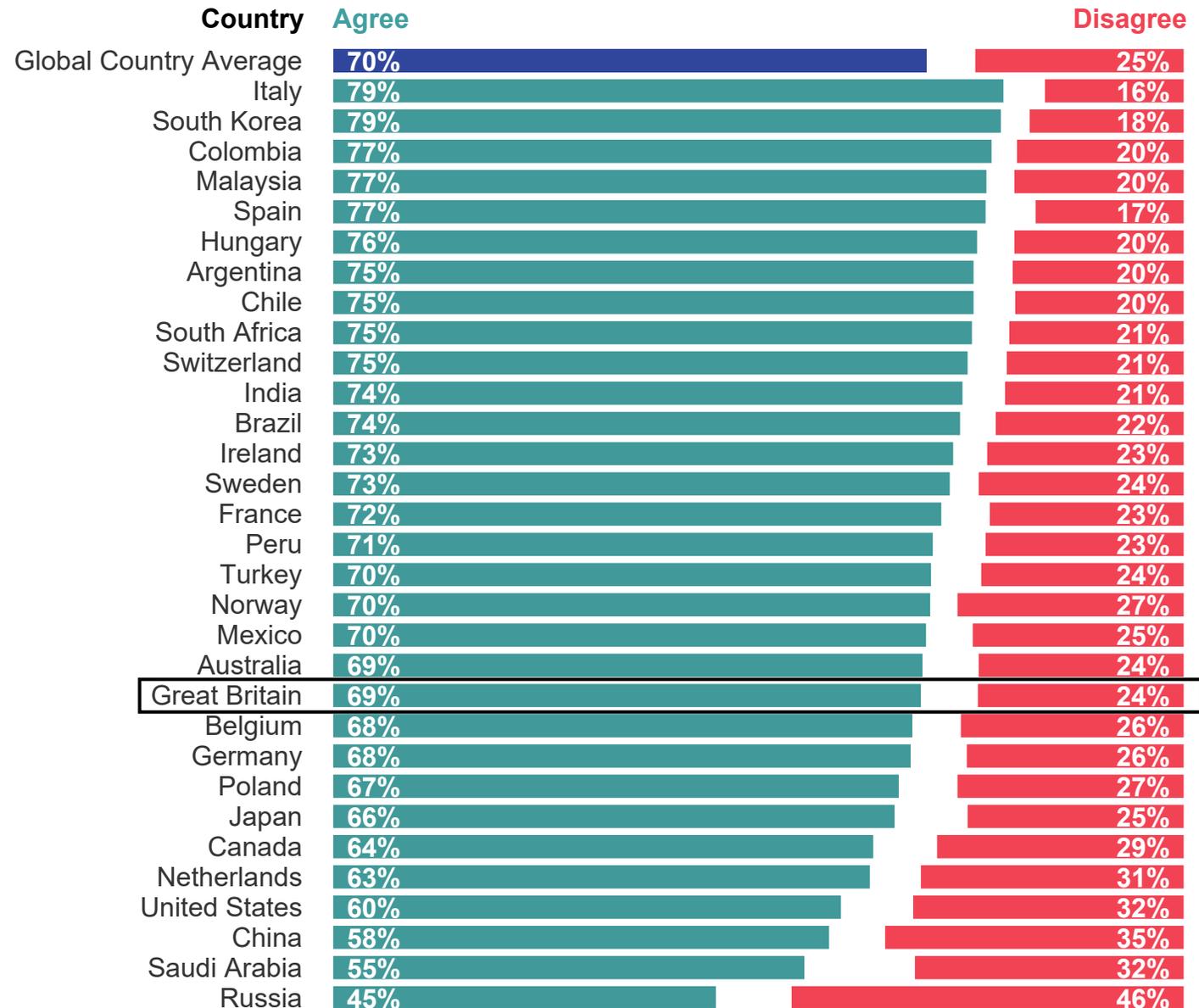
Q. How concerned are you, if at all, about the impacts of climate change that are already being seen in your country?



# A similar proportion of Britons are concerned about the impacts of climate change seen 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. 1,001 GB online adults aged 16-74, 18 Feb – 4 Mar 2022.

# What is the plan?

Who should act to combat climate change?



Despite awareness being higher than last year, just **39%** of Britons agree the Government **has a clear plan in place** for how government, businesses and people are going to work together to tackle climate change.

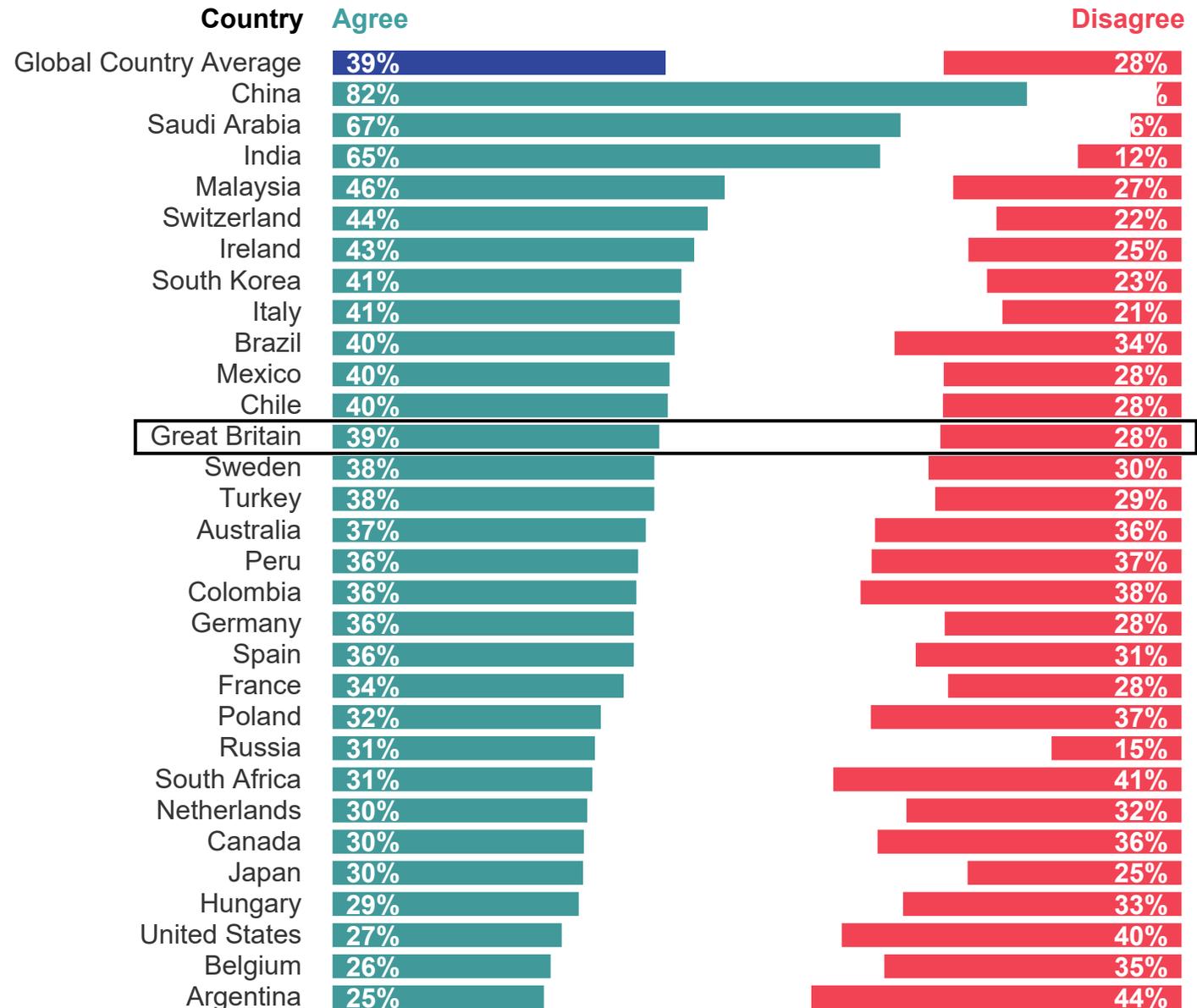
And people are split on whether we will make significant progress to mitigating climate change in this next decisive decade.

# Awareness of the UK Government's 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

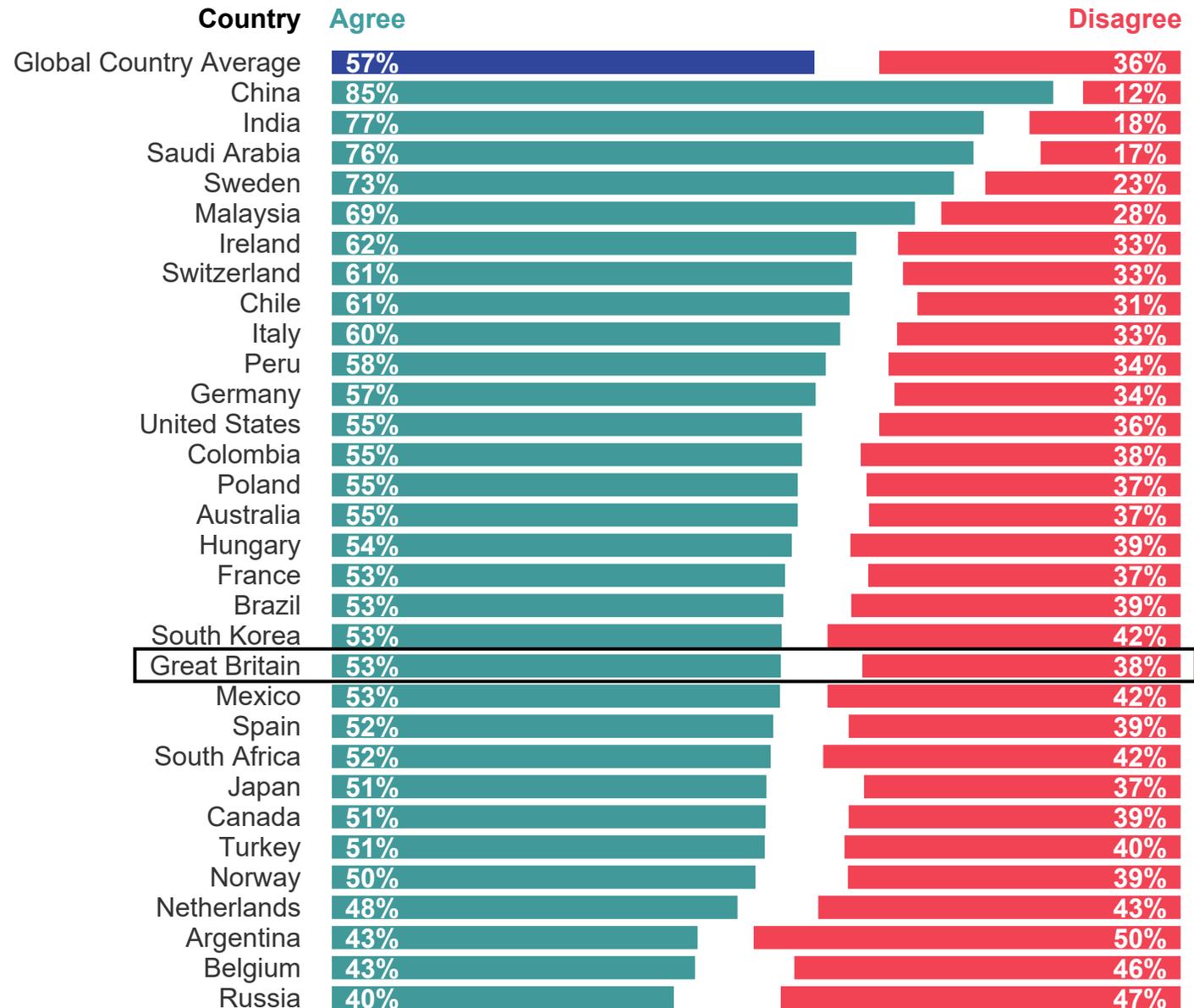


# On balance, Britons are divided on whether the UK will make progress in tackling climate change this decade

## 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

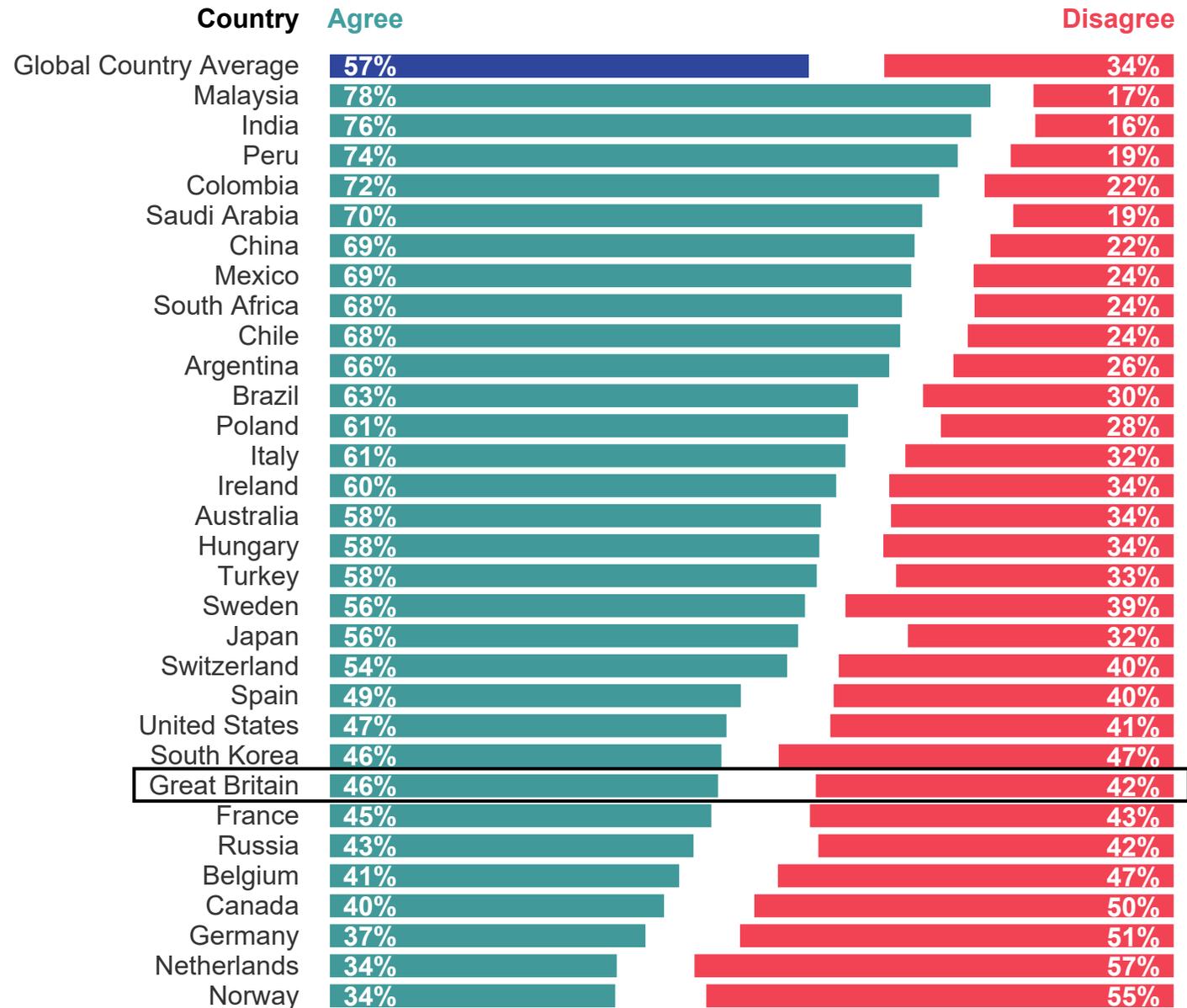


# The British public are even less optimistic about other countries making progress on reducing climate change

## 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



# The public perceive combatting climate change as a shared responsibility

In Great Britain, the public believe that government, businesses and individuals need to play their part, or risk failing others.



**66%** agree that if individuals do not act now to combat climate change they will be failing future generations.



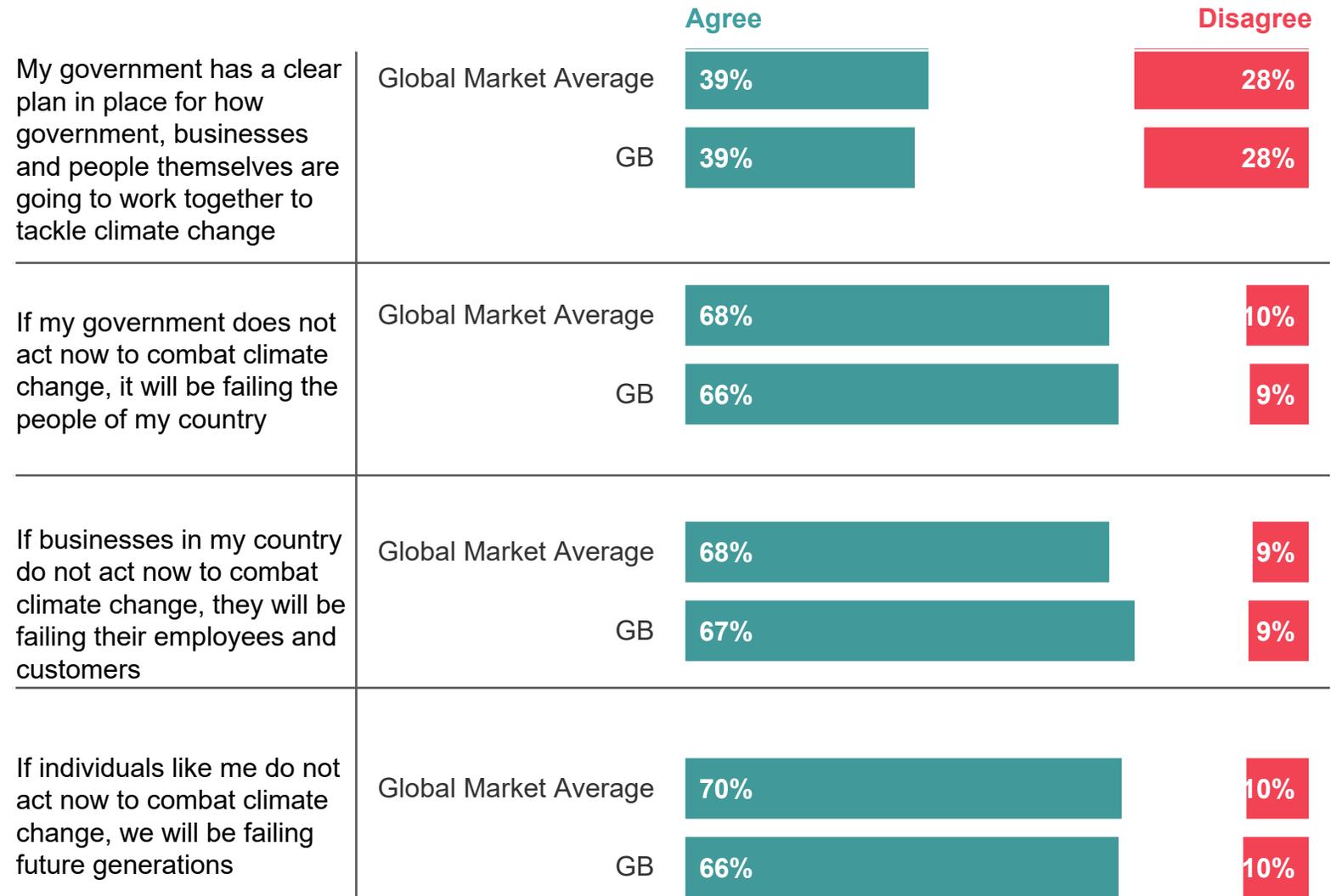
**67%** say that if businesses do not act now to combat climate change then they are failing their employees and customers.



**66%** say that if the Government does not act now to combat climate change then it is failing British citizens.

# Summary: Global Country Averages vs GB on plans and responsibility

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



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. 1,001 GB online adults aged 16-74, 18 Feb – 4 Mar 2022

# Despite remaining low, more Britons are aware of the Government's plans to tackle climate change vs 2021

GB trended

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

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



vs  
2021  
**+11**

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



**-7**

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



**-7**

If ...s government does not act now to combat climate change, it will be failing the people of ...



**-3**

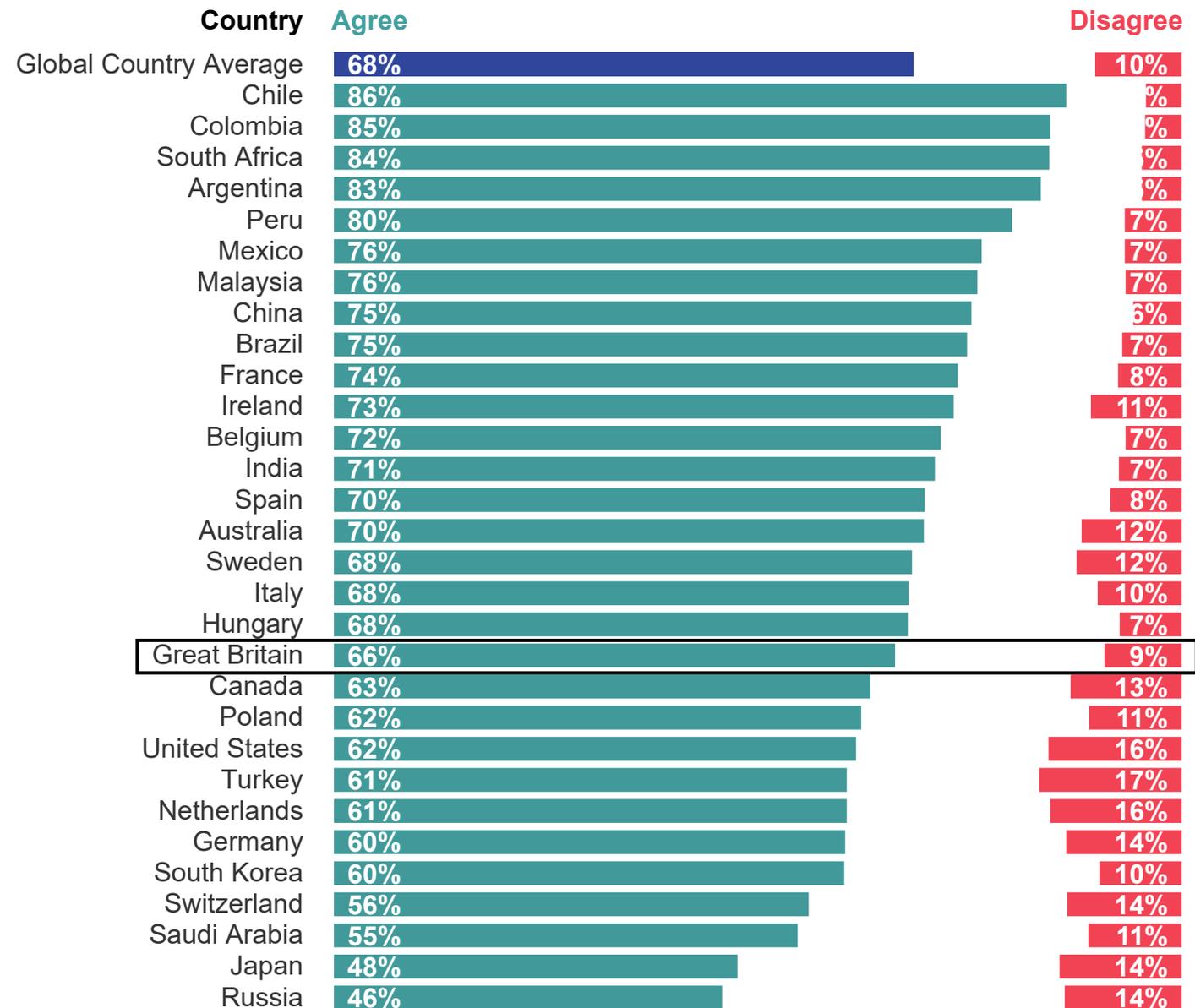
■ 2022  
■ 2021

# There is strong agreement that if the Government doesn't tackle climate change now they will be failing British 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]

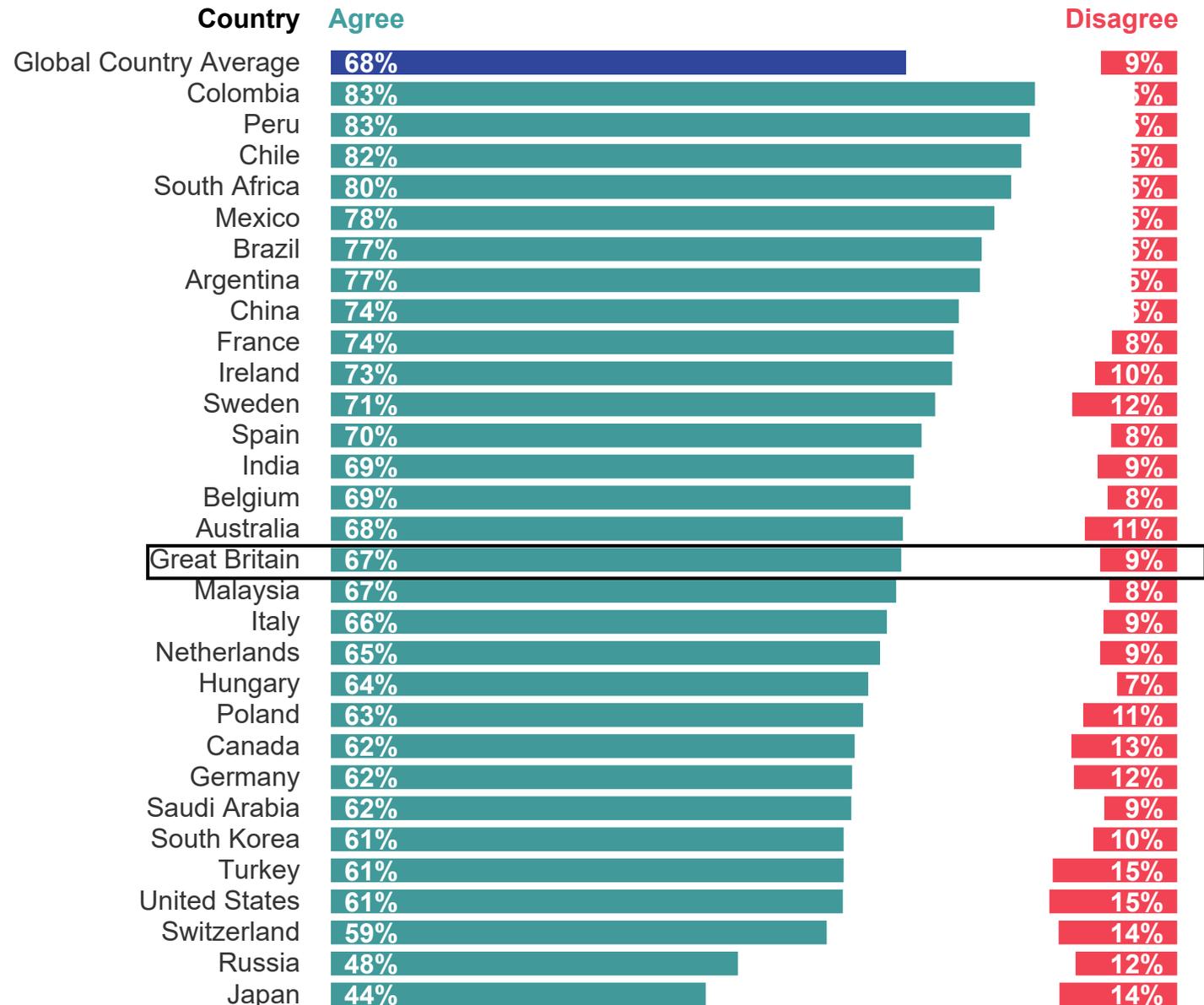


# There is also strong agreement on the need for business in Britain to take action on combatting climate change

## 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

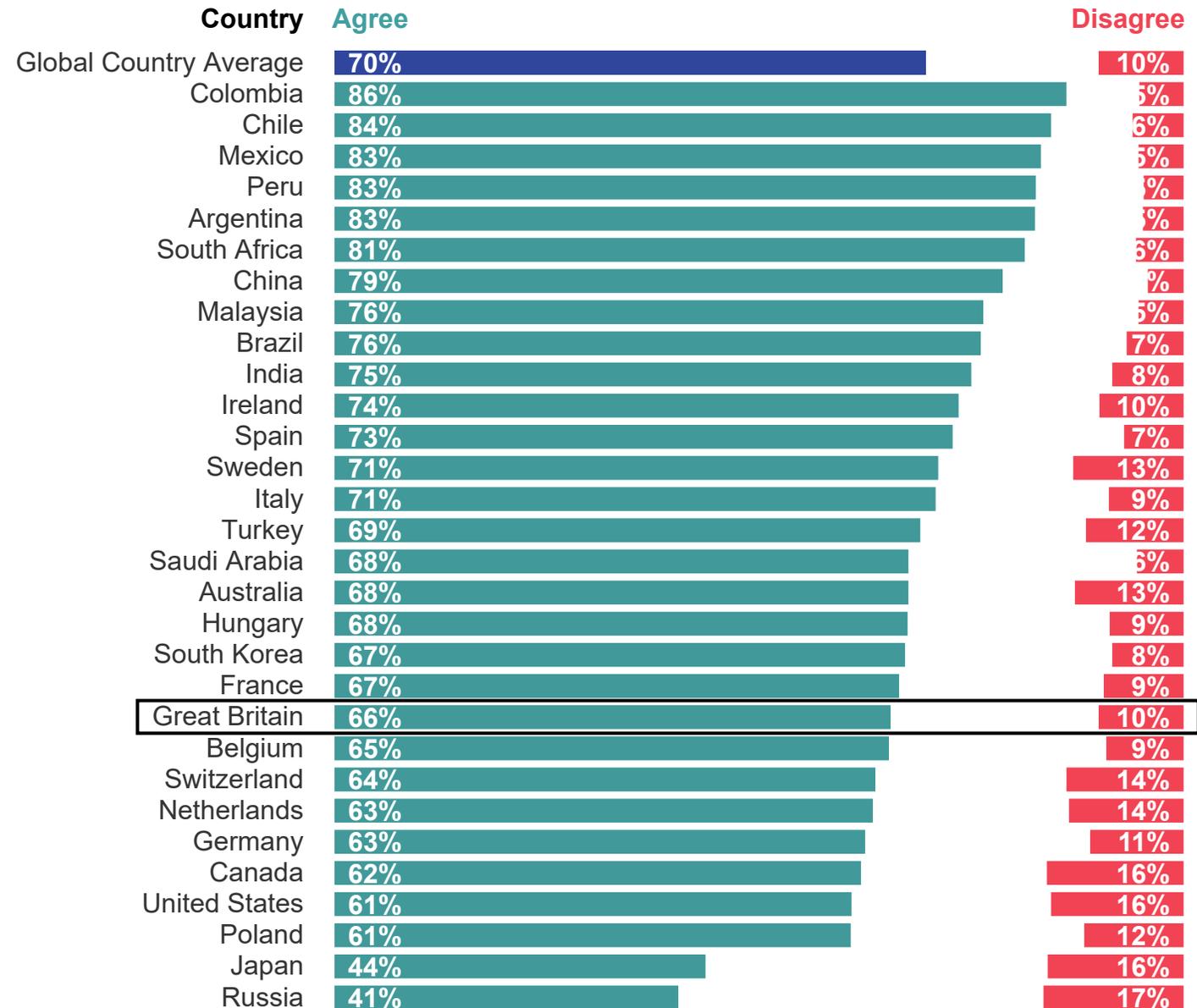


# Britons also feel the burden of responsibility themselves

## 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

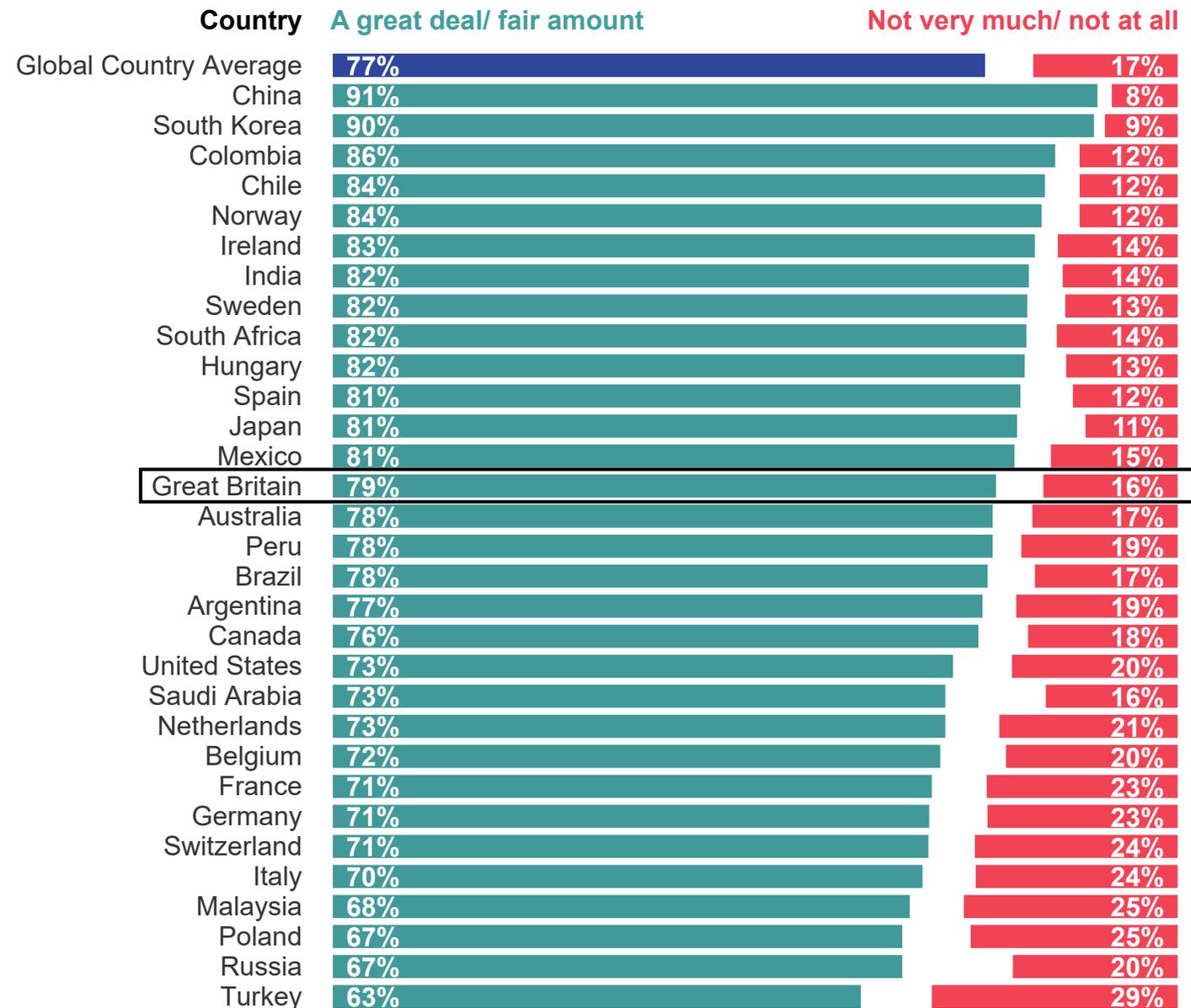


# Most Britons feel the Government is responsible for reducing carbon emissions

## 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



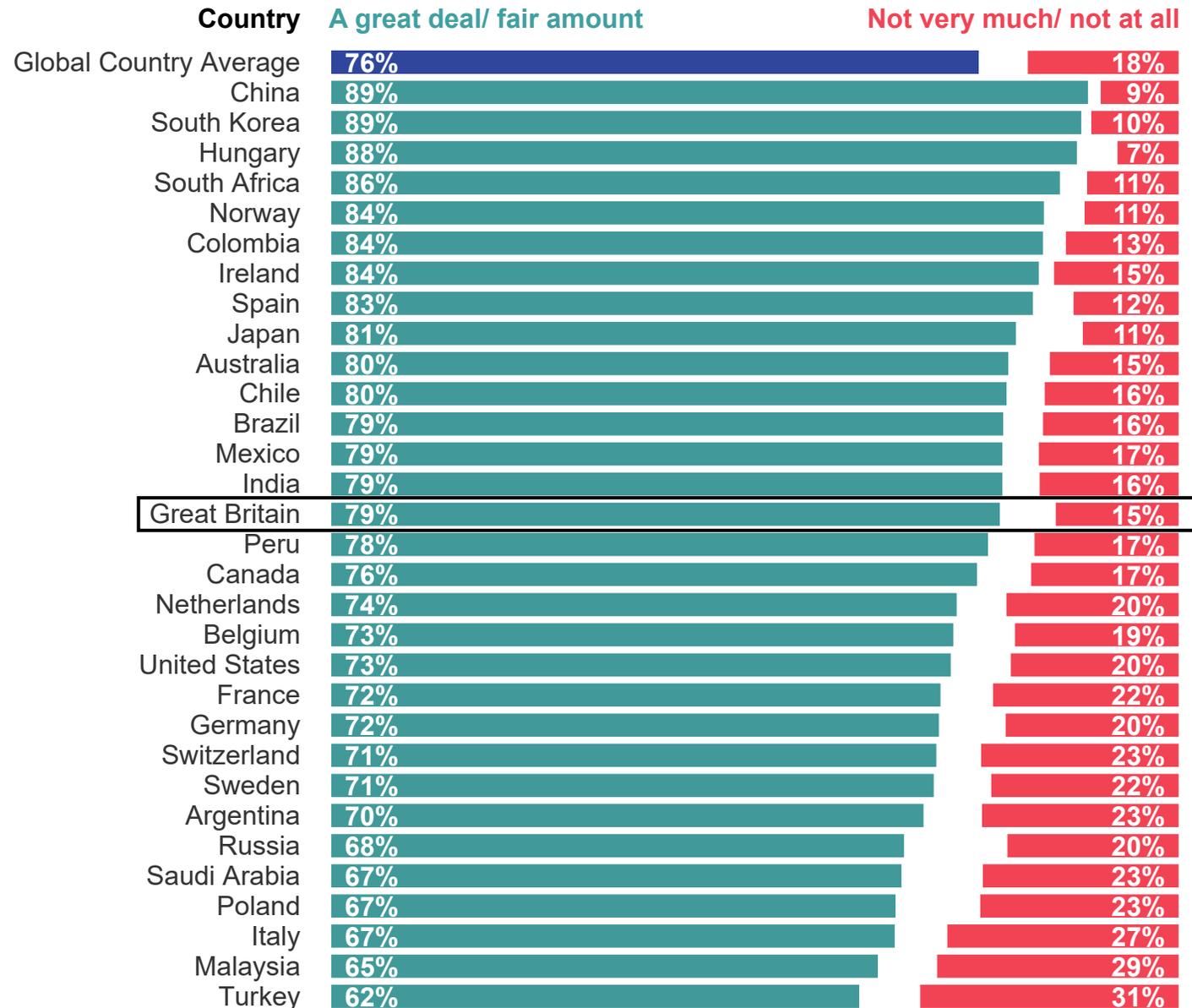
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway. 1,001 GB online adults aged 16-74, 18 Feb – 4 Mar 2022

# A similar proportion feel that businesses are responsible for reducing their climate change contribution

## 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



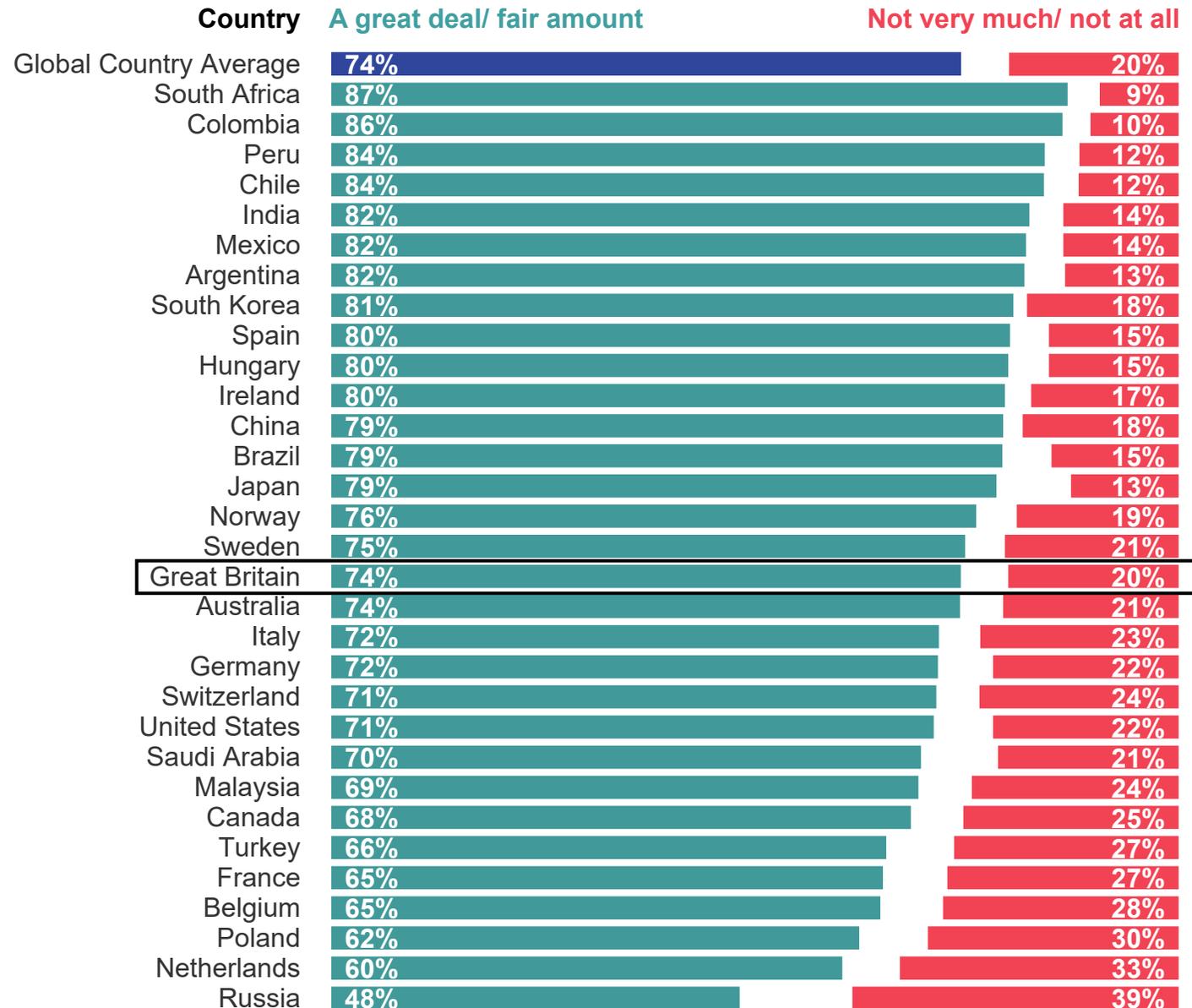
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway. 1,001 GB online adults aged 16-74, 18 Feb – 4 Mar 2022

# The British 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



The British 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.

But they are also more aware than the Global Country Average of the need for sectors whose **carbon emissions aren't as obvious** – such as fashion, hospitality, financial services and online retail – to reduce their emissions.

# Britons are more aware of need for less high-profile emitters to reduce their contribution to climate change than the Global Country Average

## Global Country Average vs GB

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?

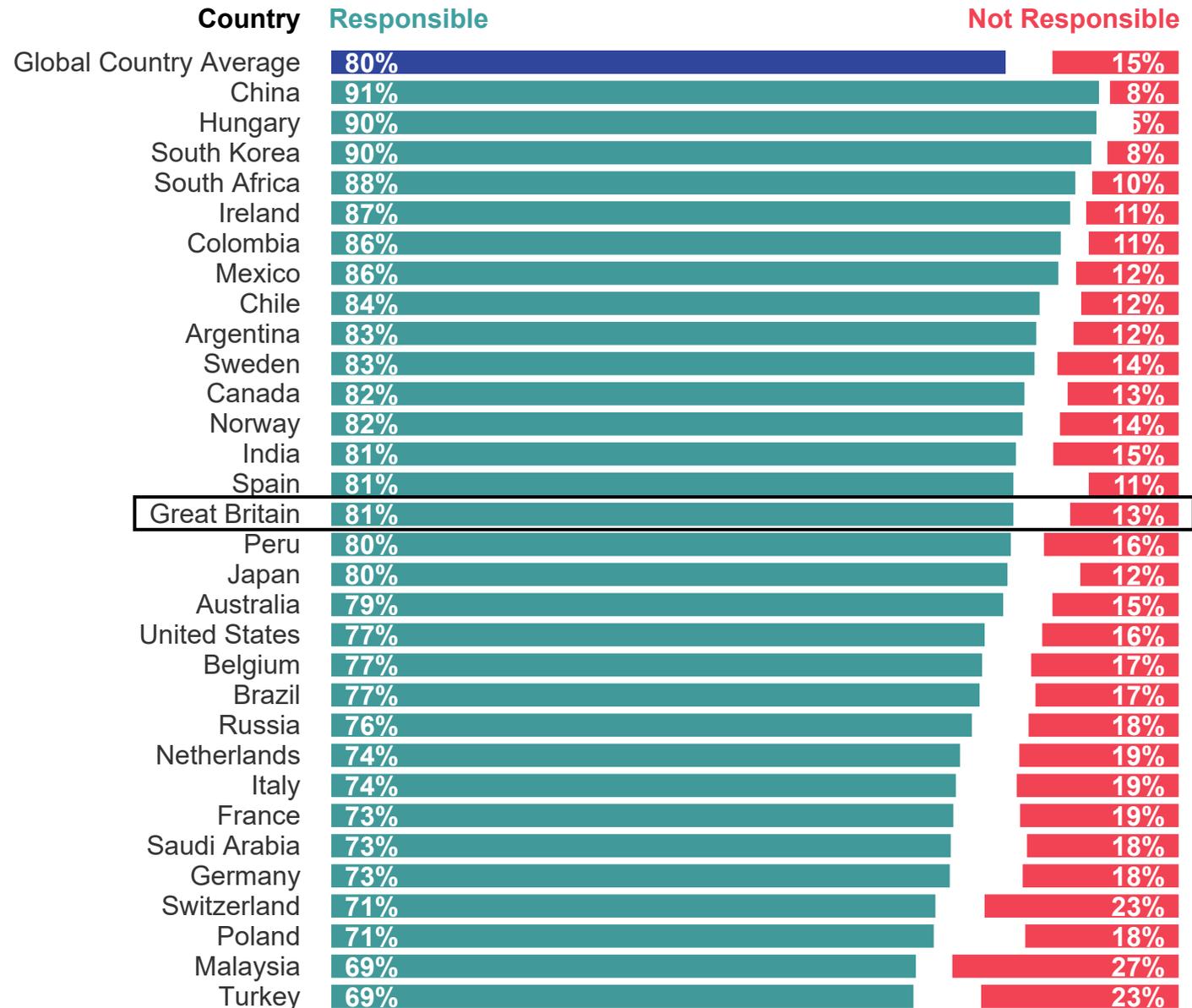
Sector		Responsible	Not Responsible
Energy companies/providers	Global Country Average	82%	14%
	GB	82%	13%
Car manufacturers	Global Country Average	80%	15%
	GB	81%	13%
Public Transport Providers	Global Country Average	77%	18%
	GB	80%	15%
Airlines	Global Country Average	77%	17%
	GB	80%	14%
Manufacturers of household goods	Global Country Average	74%	20%
	GB	78%	16%
Tech/electronics companies	Global Country Average	74%	20%
	GB	75%	18%
Clothing and fashion brands	Global Country Average	68%	26%
	GB	75%	18%
Hospitality	Global Country Average	62%	32%
	GB	69%	23%
Online retail	Global Country Average	55%	37%
	GB	67%	25%
Financial service providers	Global Country Average	53%	39%
	GB	64%	28%

# The majority of the British public say car manufacturers are responsible for driving down carbon 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

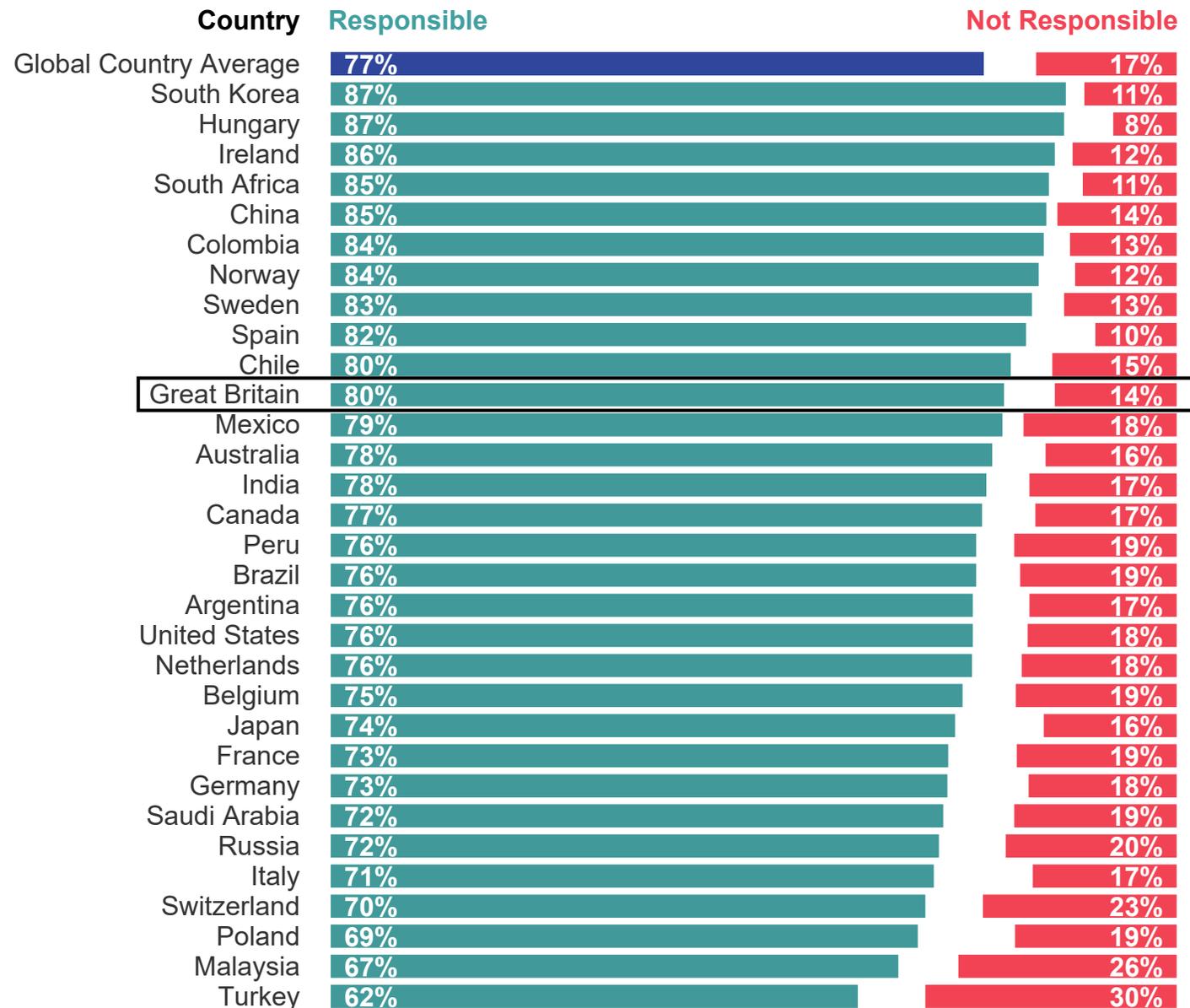


# Airlines are also seen as highly responsible for reducing their contribution to climate change

## 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?

### Airlines

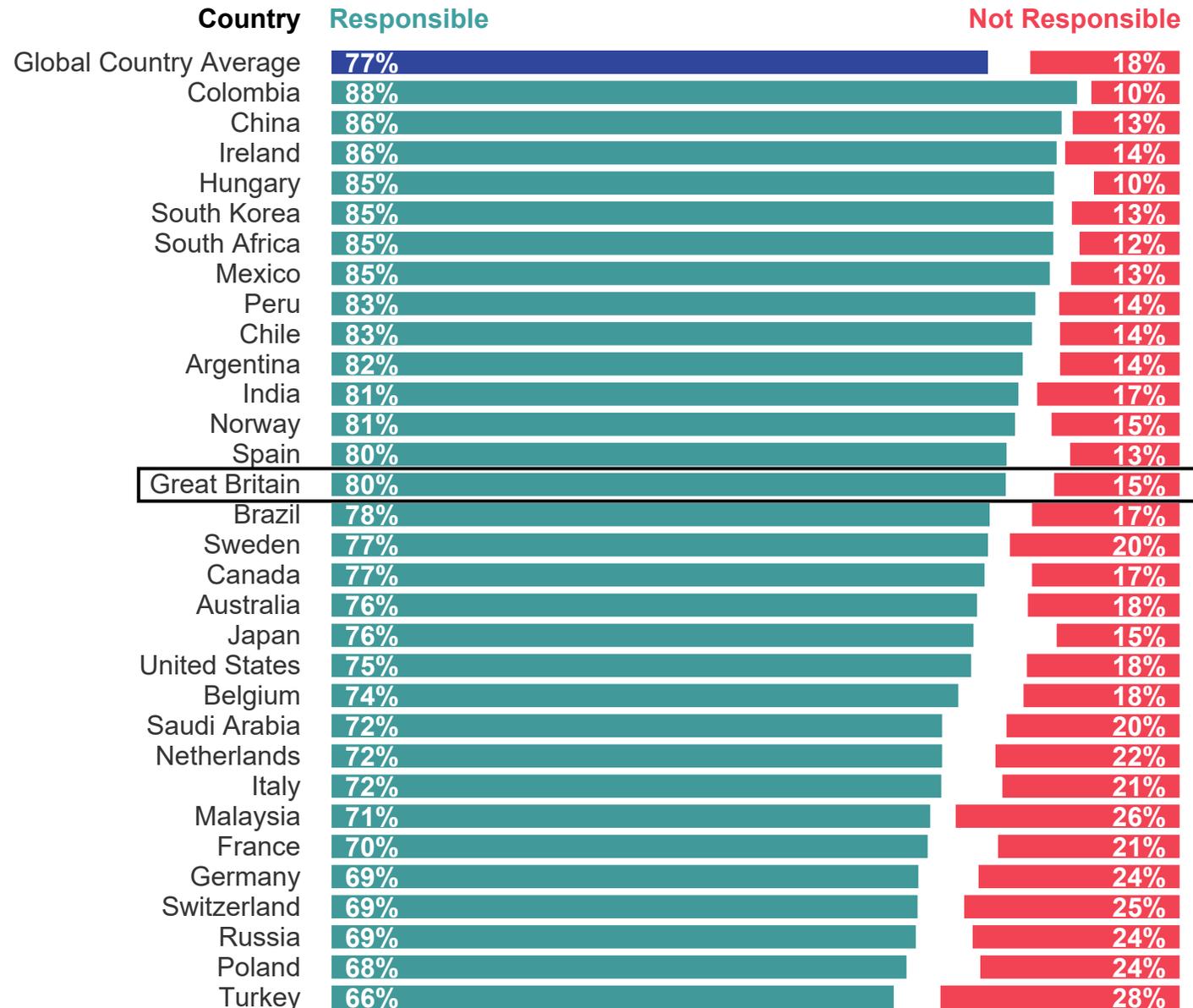


# A similar proportion of Britons feel public transport providers need to change direction on their emissions

## 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?

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

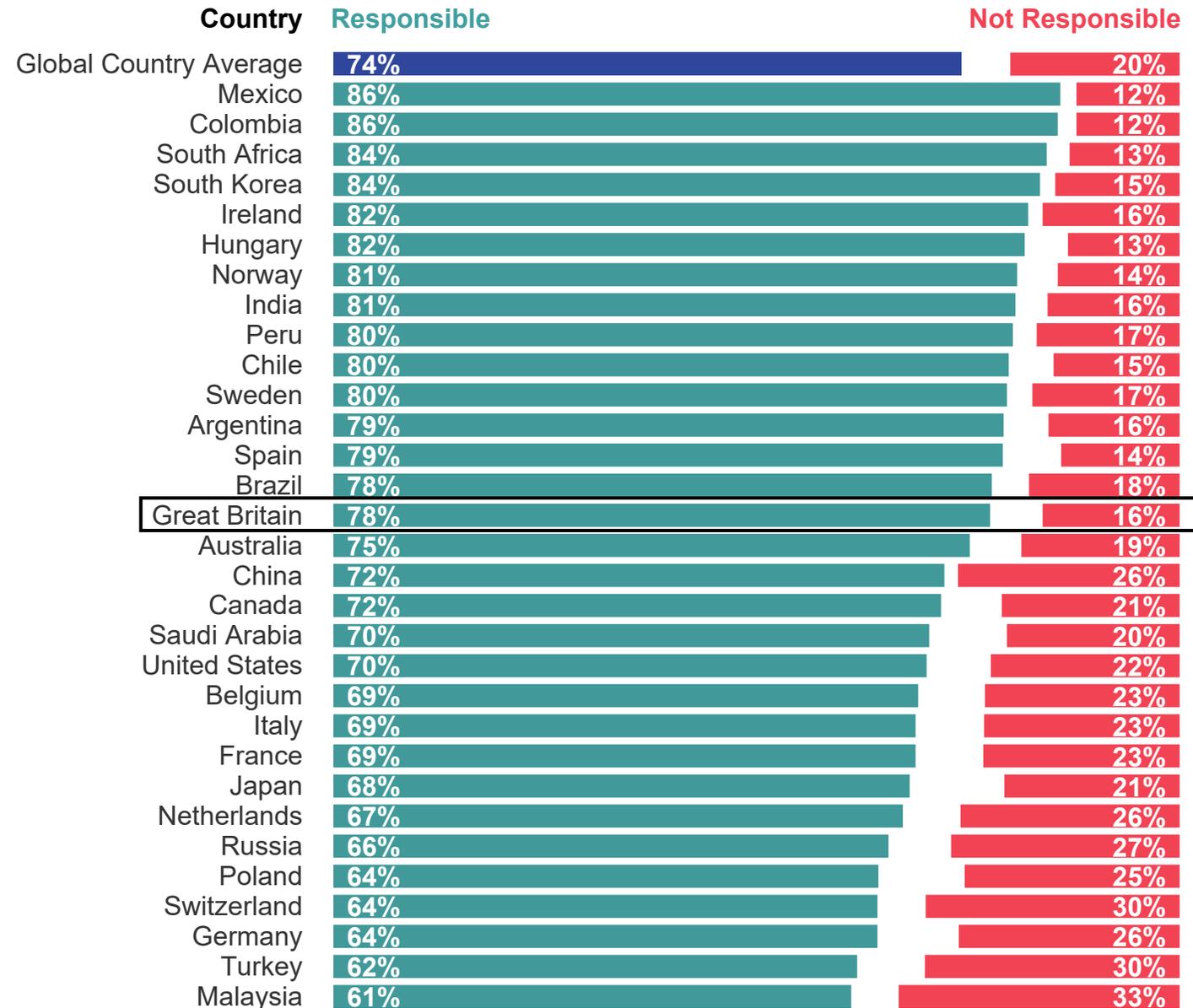


# Responsibility also lies with household goods manufacturers

## 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.)

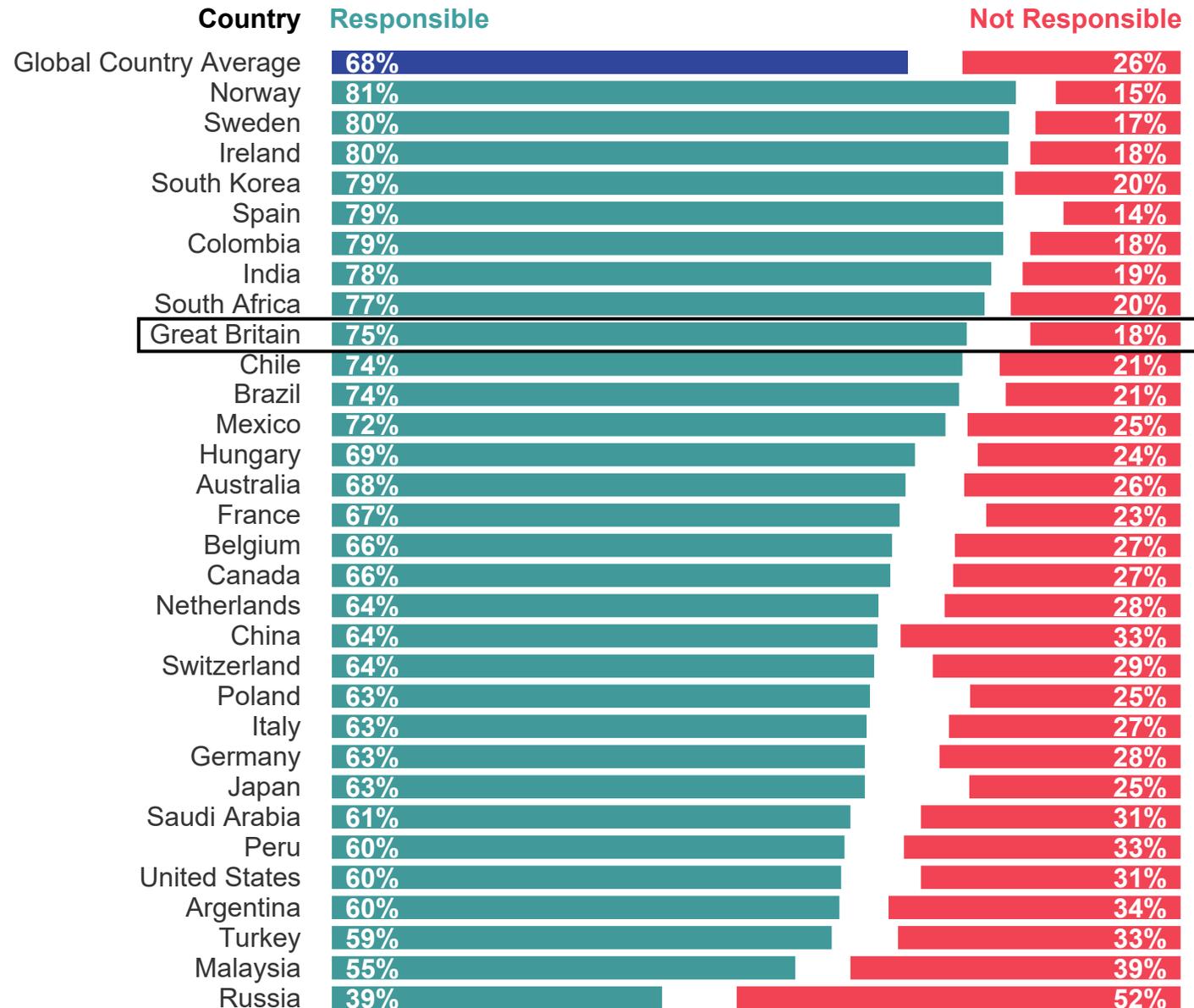


# More Britons feel the fashion industry should be a role model in reducing emissions than the Global Country Average

## 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

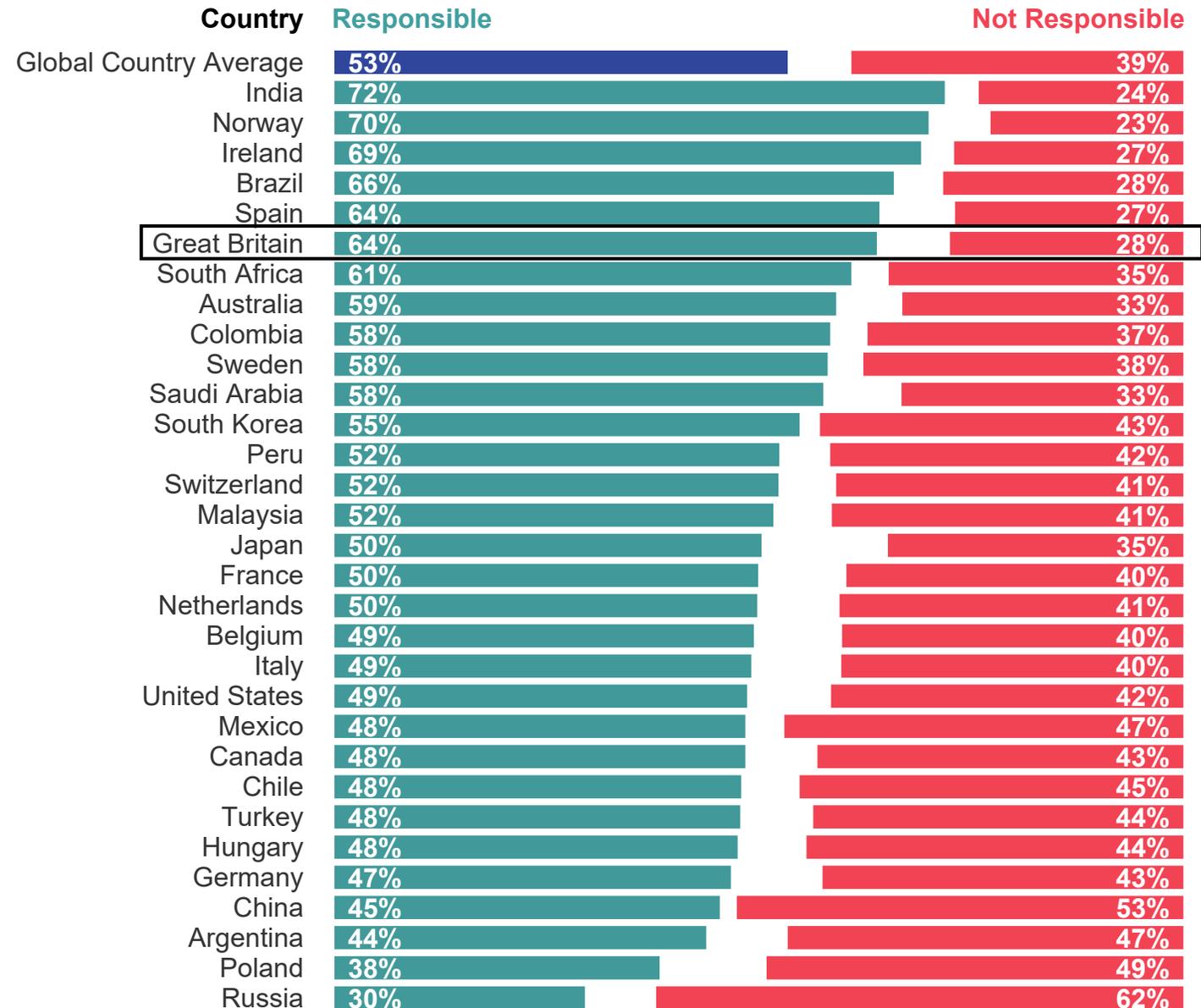


# Britons also feel more strongly about the need for financial services to cut back on emissions

## 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.)**

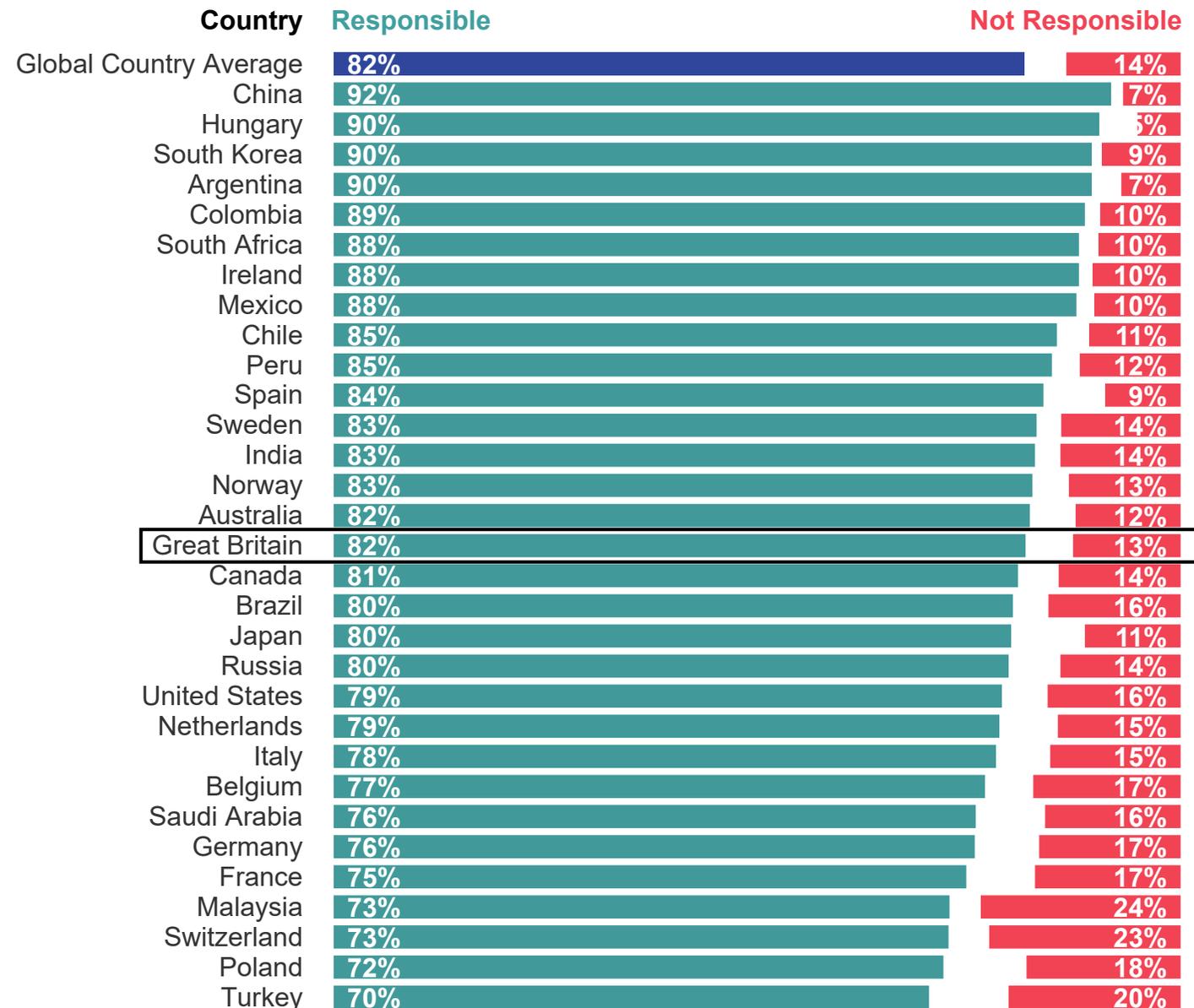


# Energy companies are charged with having the most responsibility to reduce their climate change contribution

## 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?

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

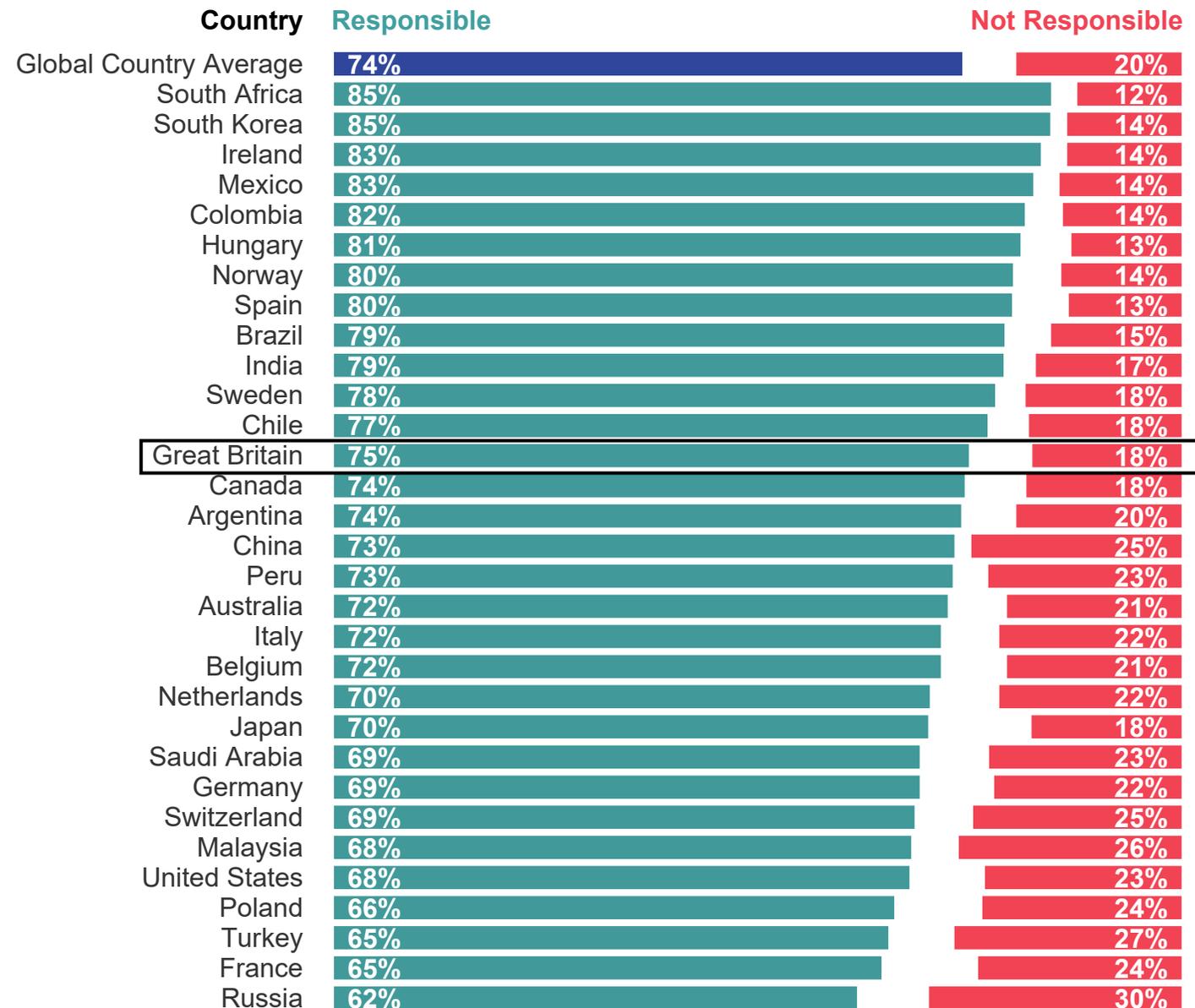


# Tech companies should also be switched on to reducing their carbon emissions

## 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?

## Technology and electronics companies

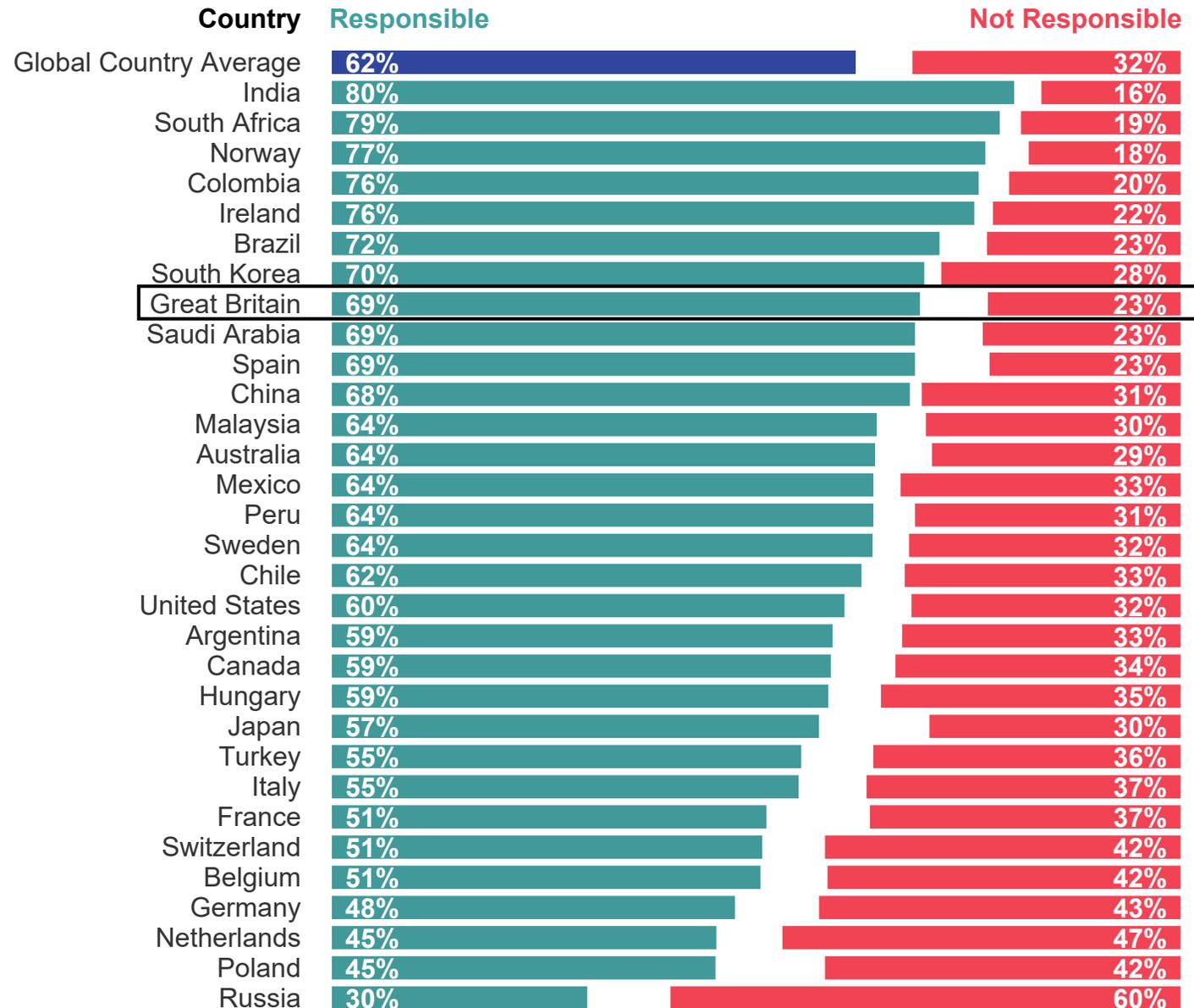


# More Britons than the Global Country Average feel hospitality is responsible for reducing their emissions

## 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?

### Hospitality (e.g. restaurants, hotels)

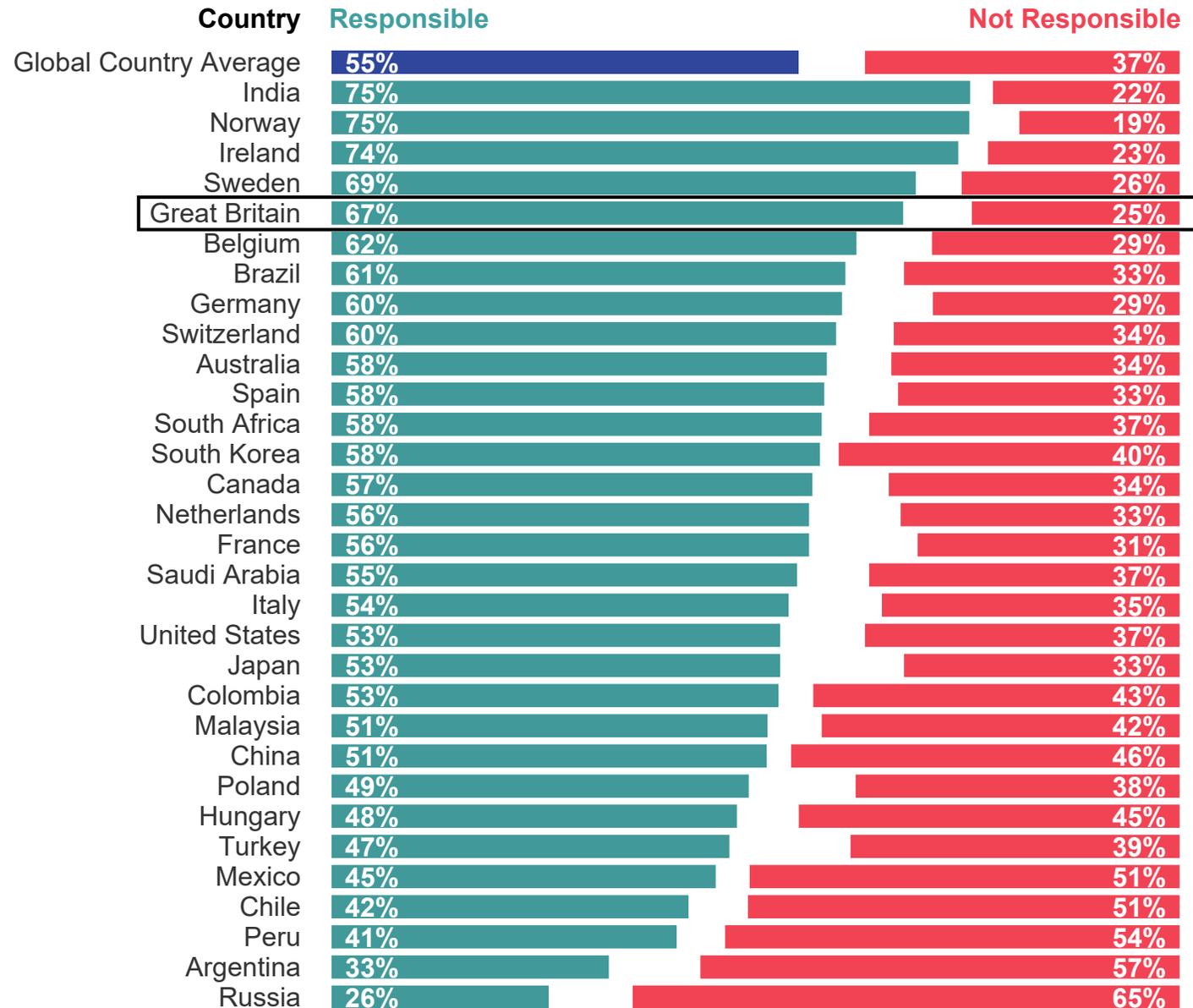


# A greater proportion of the British public also see online retail as responsible for tackling its contribution

## 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?

## Online retail



# What are we going to do?

# Summary: public action



While the public are concerned about the climate crisis and its impacts, this has not translated into clear changes in how they plan to act. When asked what changes they are likely to make to combat climate change in the next year, avoiding excess packaging still heads the bill (53% 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 intention to change on diet since 2021.



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

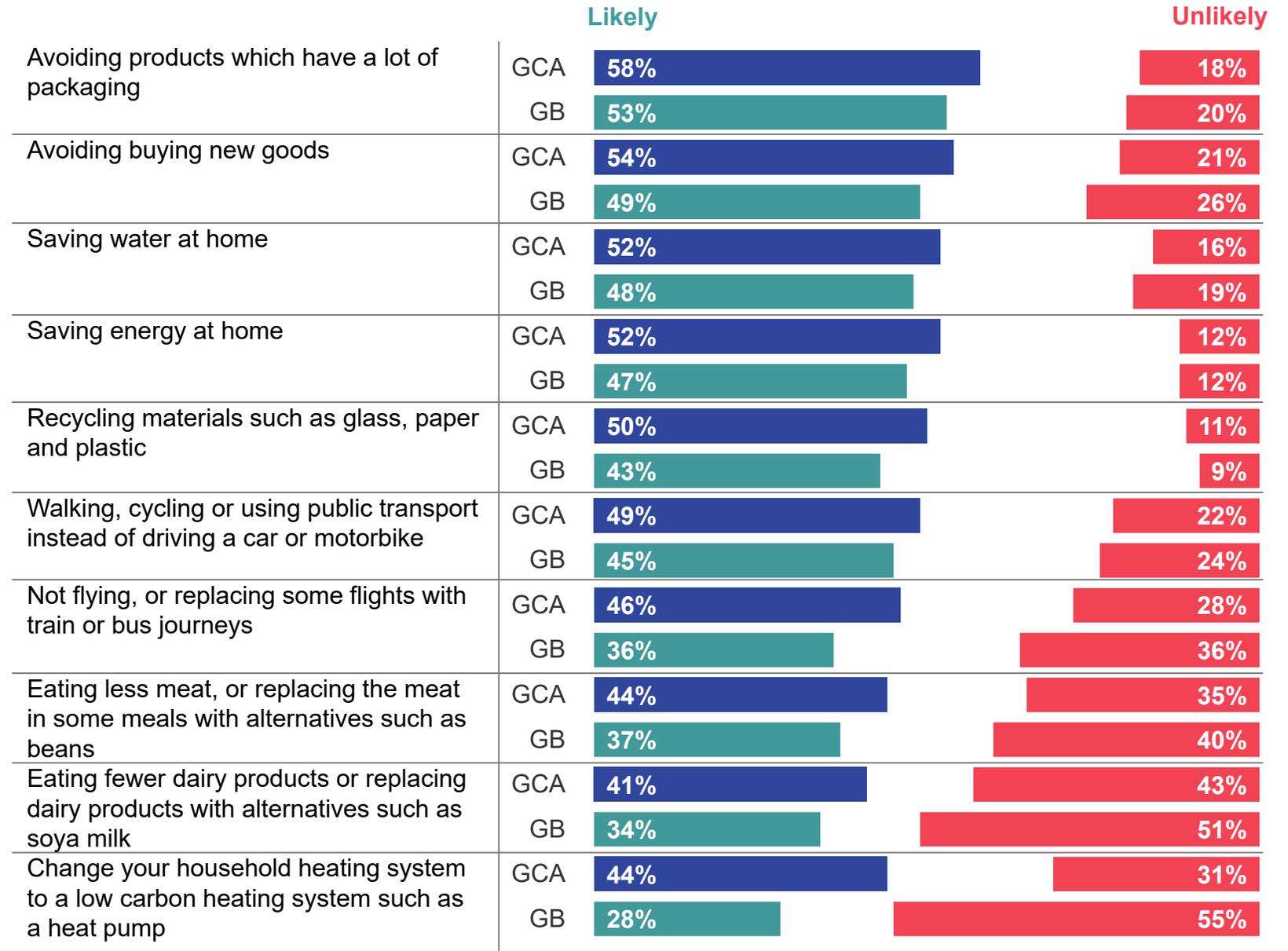


Despite concern about the impacts we're already seeing from climate change, most Britons simply don't know how much the planet has warmed by compared to pre-industrial levels. However, those felt able to answer tended to overestimate this increase.

# Many feel they are likely act in 2021, though lower impact actions remain more popular

## Global Country Average vs GB

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?

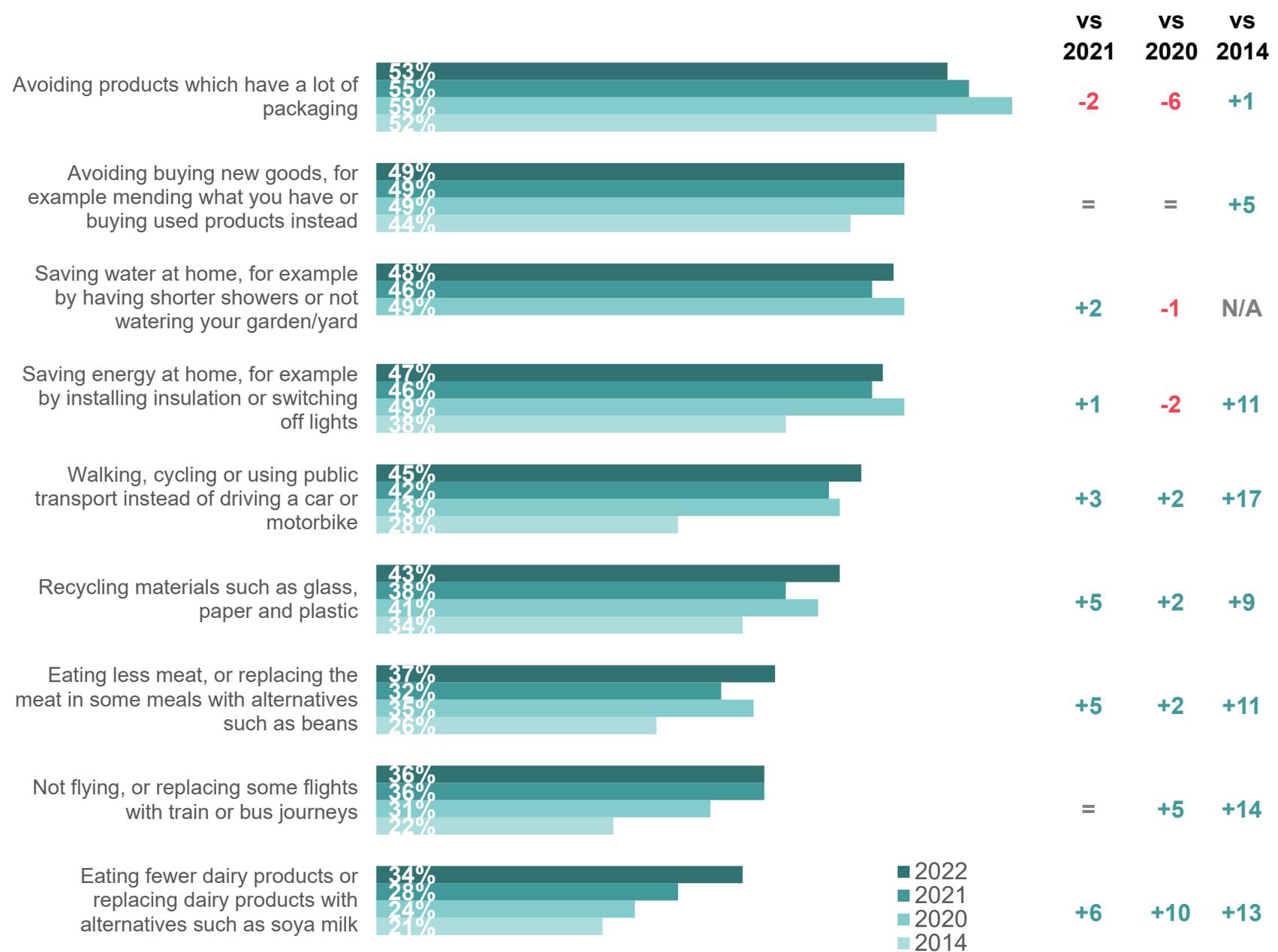


# Britons continue to make bigger changes on more impactful actions – particularly diet

## GB - 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: 1,001 online adults aged 16-74; 2021: 1,000 online adults aged 16-74; 2020: 1,000 online adults aged 16-74; 2014: 1,040 adults aged 16-74. Fieldwork dates: 18 Feb – 4 Mar 2022; 19 Feb – 5 Mar 2021; 21 Feb – 6 Mar 2020; 26 Sep – 10 Oct 2014. Statement on alternative heating sources not included as first asked in 2022





Intention to avoid meat and dairy products are the two behaviours for which we see the clearest upward trends in GB.



But gains on other impactful behaviours like flying less have stalled.

# Likelihood to take action on climate change 2022 across countries

Top three actions:

- #1 in country
- #2 in country
- #3 in 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? % likely

	TOT	ARG	AUS	BEL	BRA	CAN	CH	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%

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.

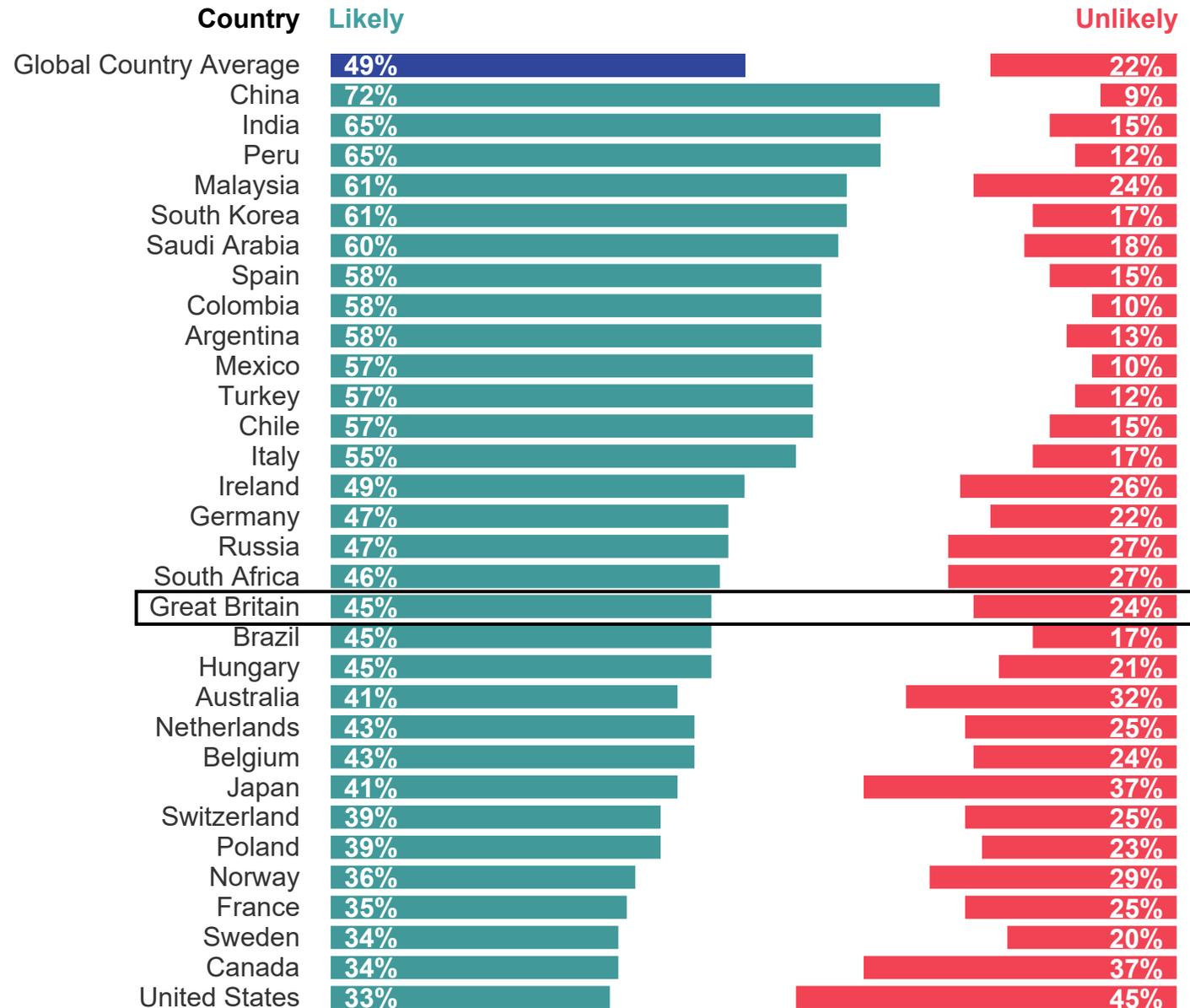


# Likelihood to change daily travel

## 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



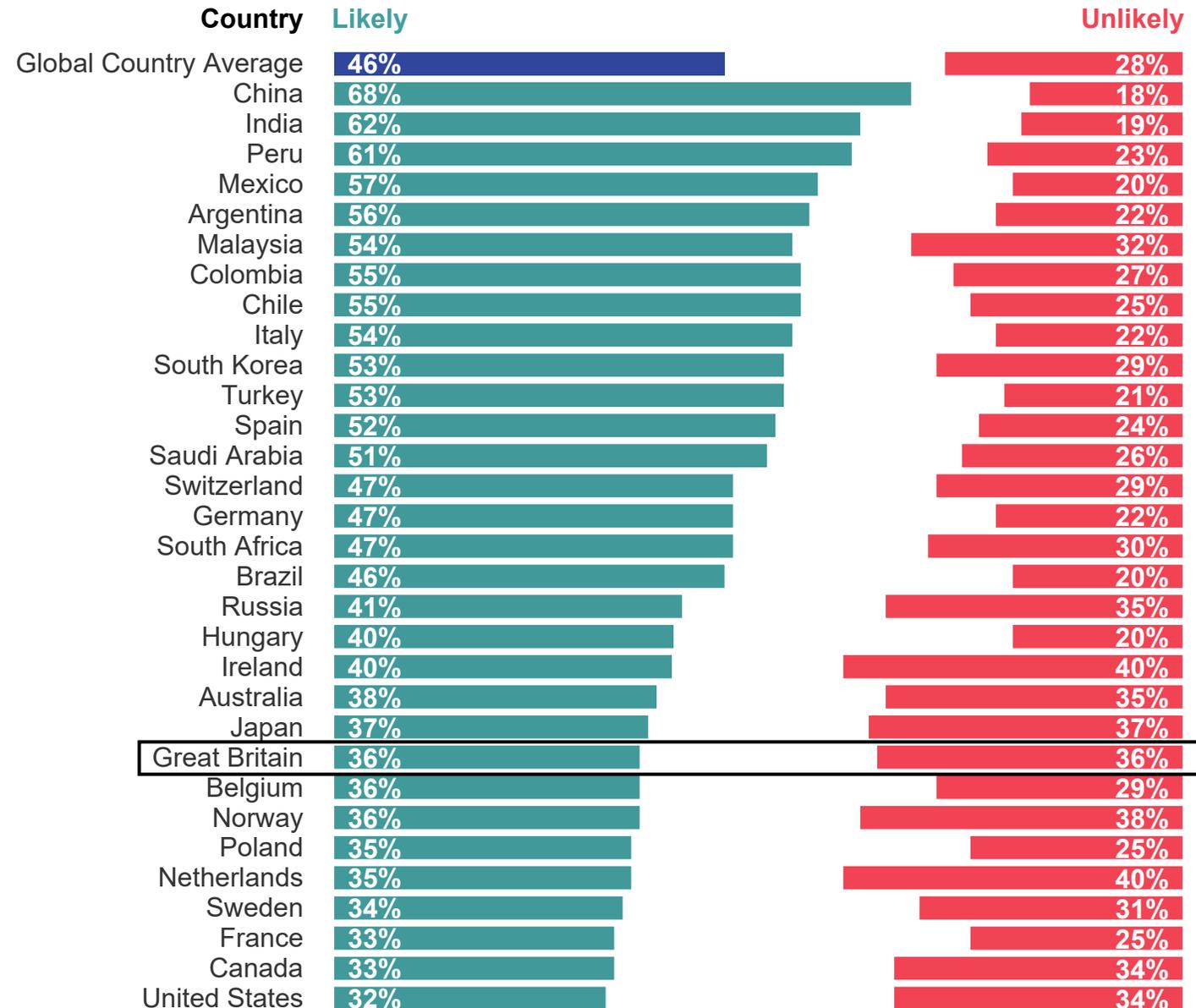
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway. 1,001 GB adults aged 16-74, 18 Feb – 4 Mar 2022

# Likelihood 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**

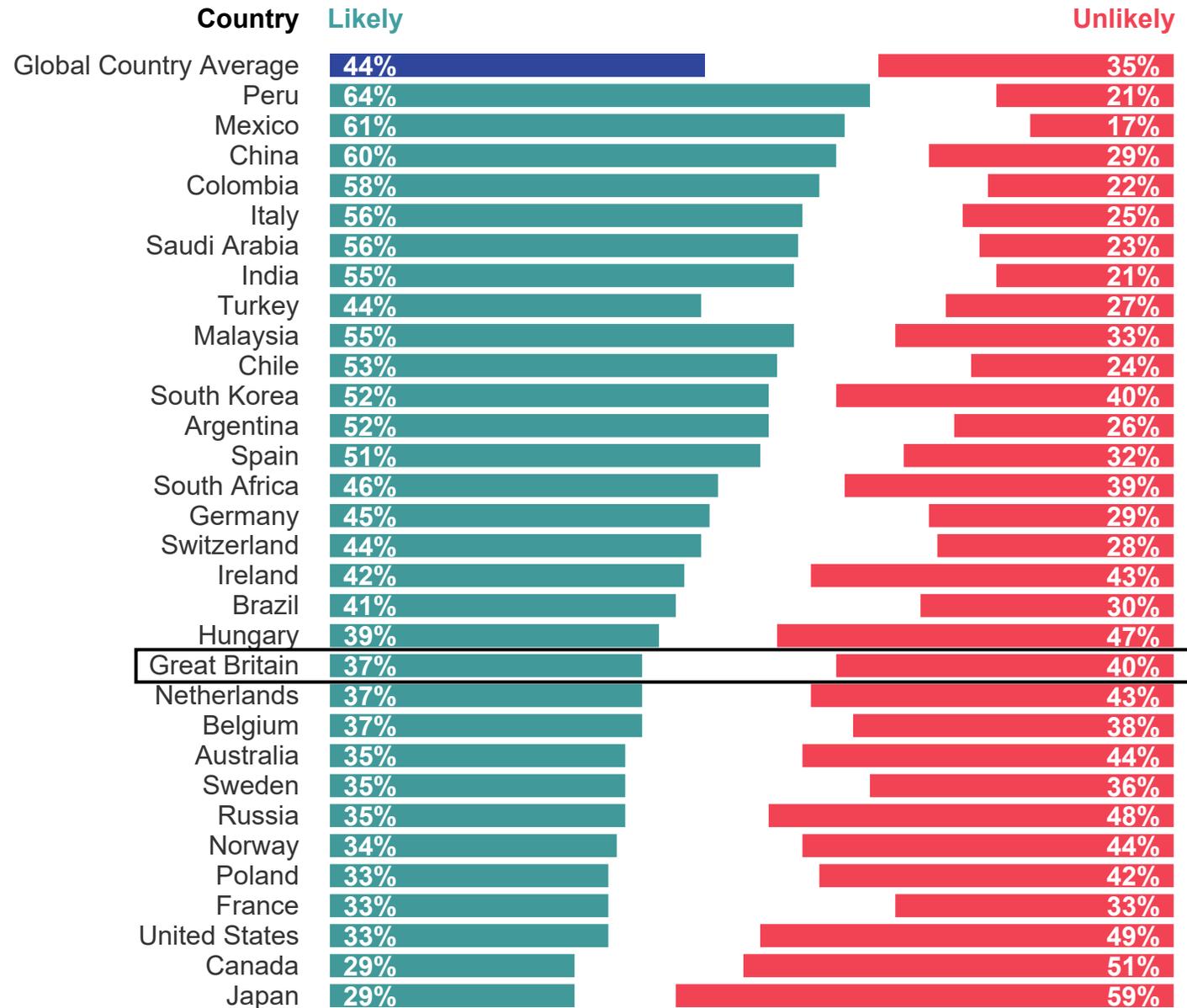


# Likelihood to eat less meat

## 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**



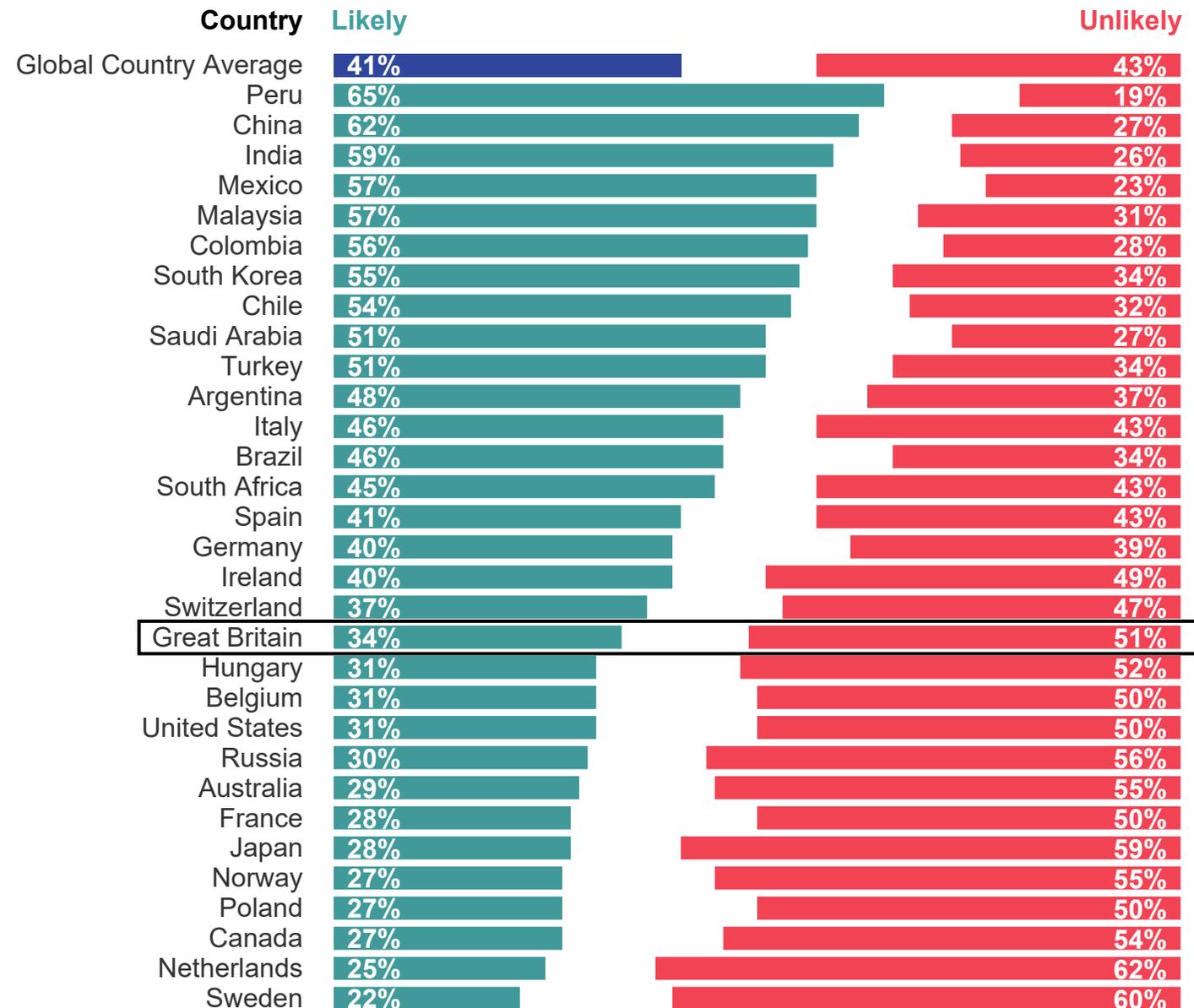
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway. 1,001 GB adults aged 16-74, 18 Feb – 4 Mar 2022

# Likelihood to eat less dairy

## 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**

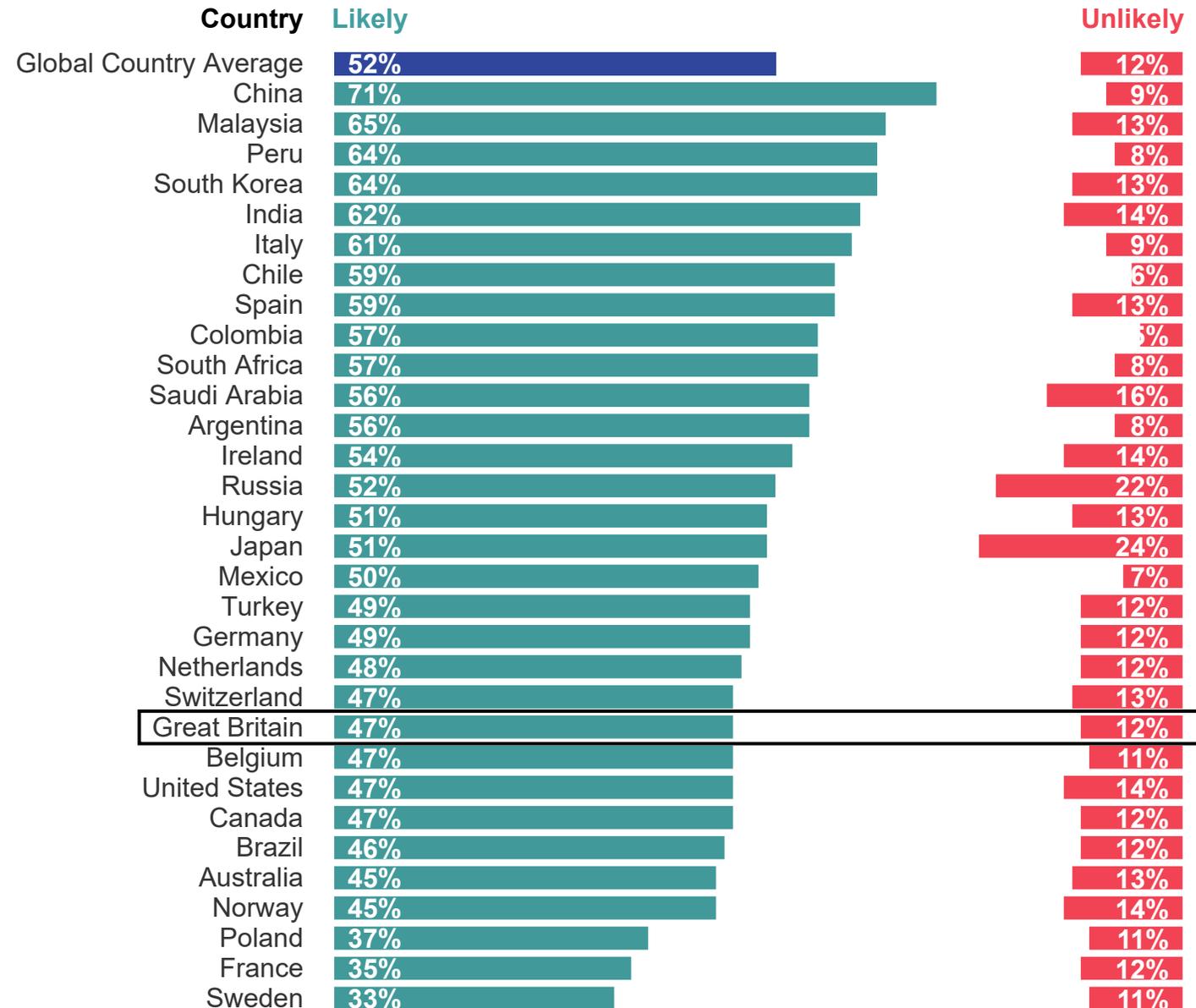


# Likelihood to save energy at home

## 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**

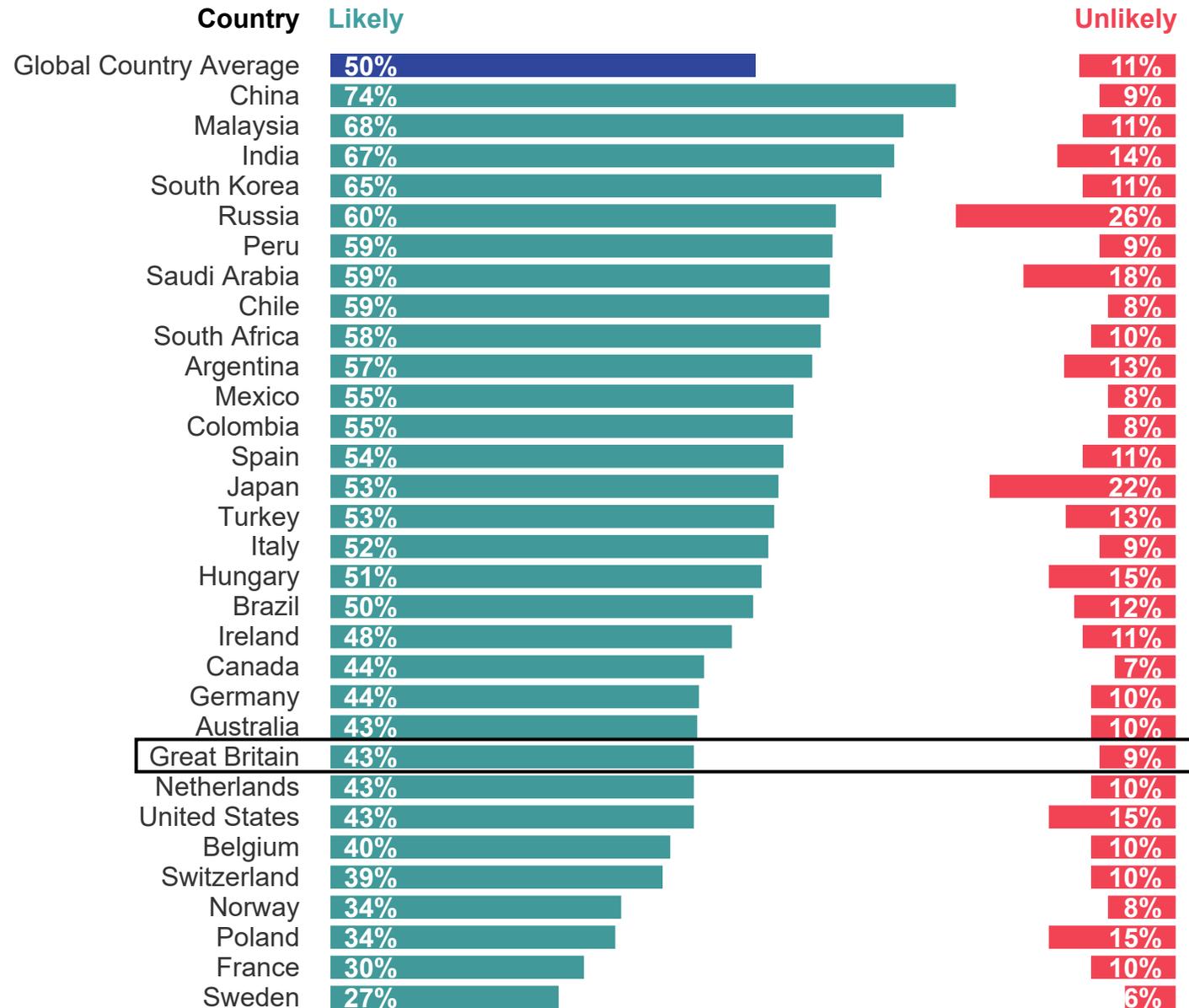


# Likelihood to recycle more

## 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**



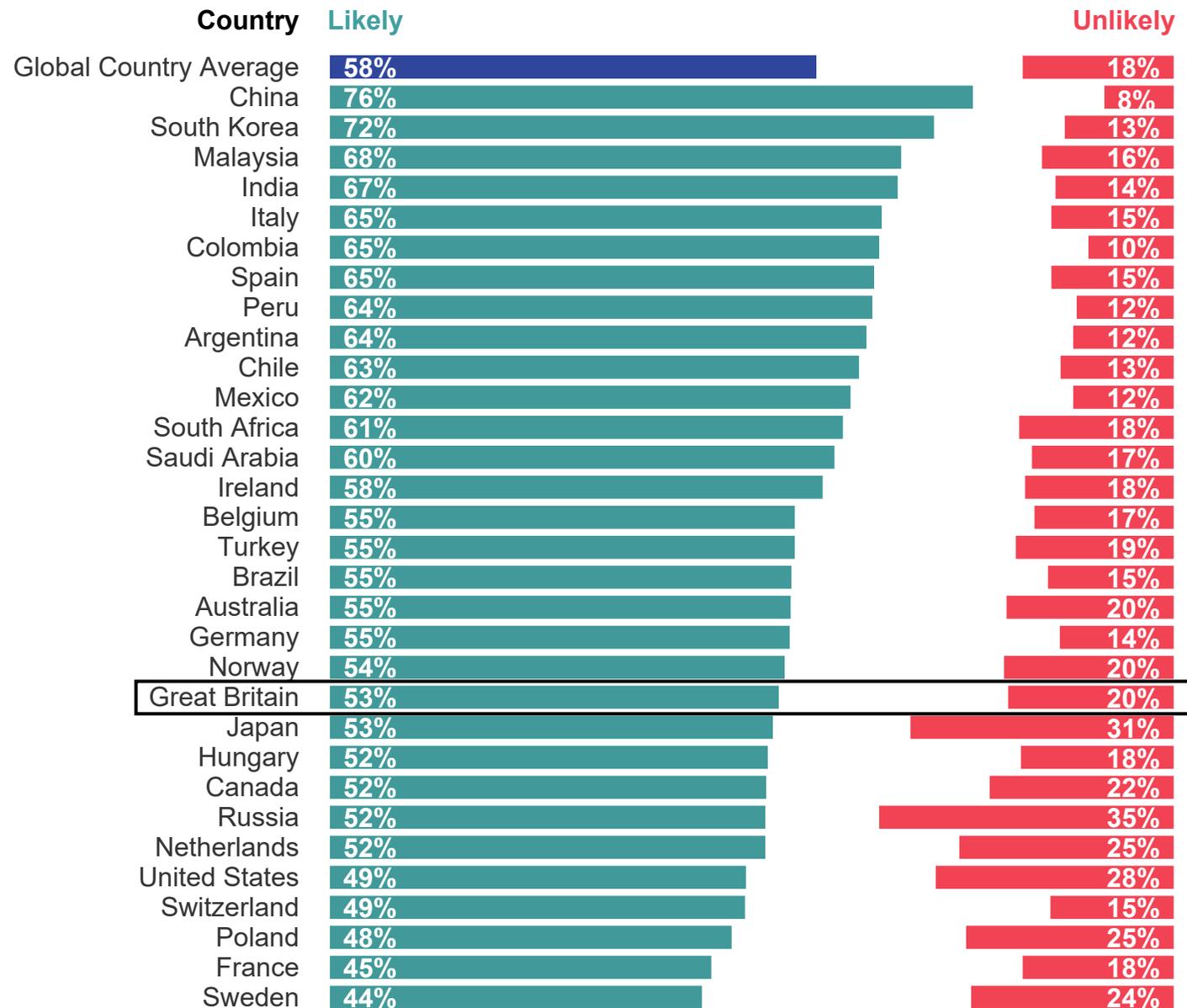
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway. 1,001 GB adults aged 16-74, 18 Feb – 4 Mar 2022

# Likelihood 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**



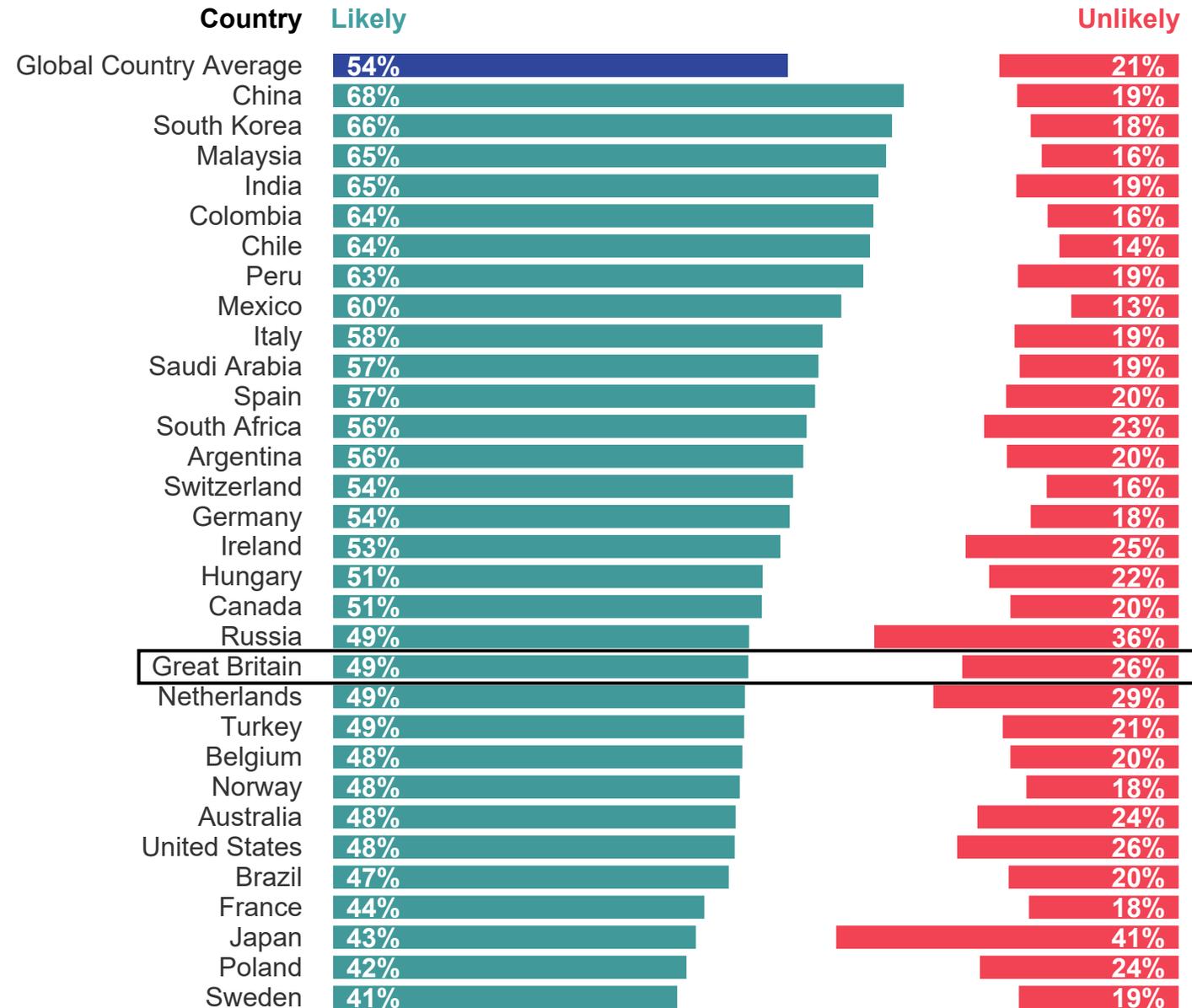
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway. 1,001 GB adults aged 16-74, 18 Feb – 4 Mar 2022

# Likelihood 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**



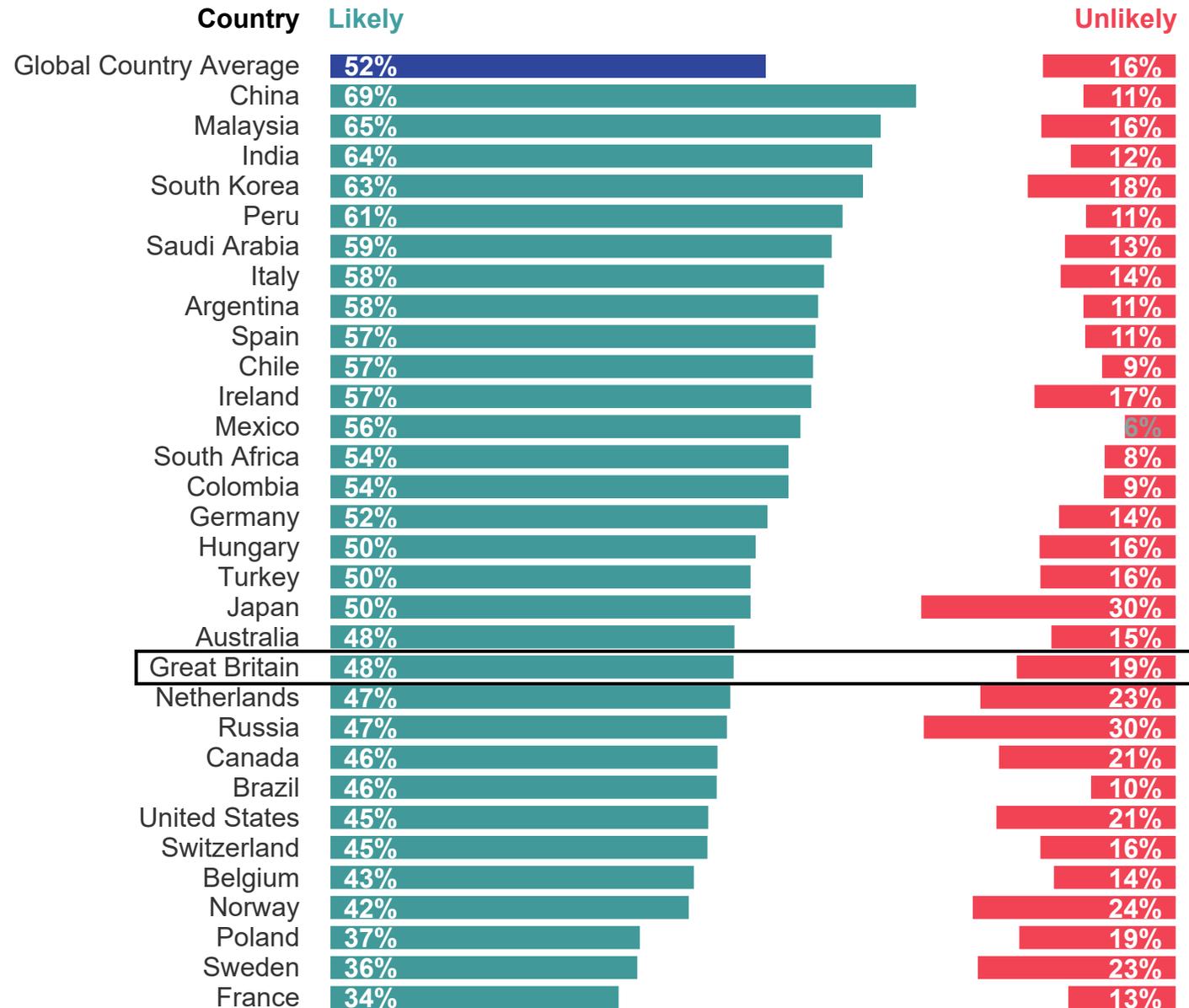
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway. 1,001 GB adults aged 16-74, 18 Feb – 4 Mar 2022

# Likelihood 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**



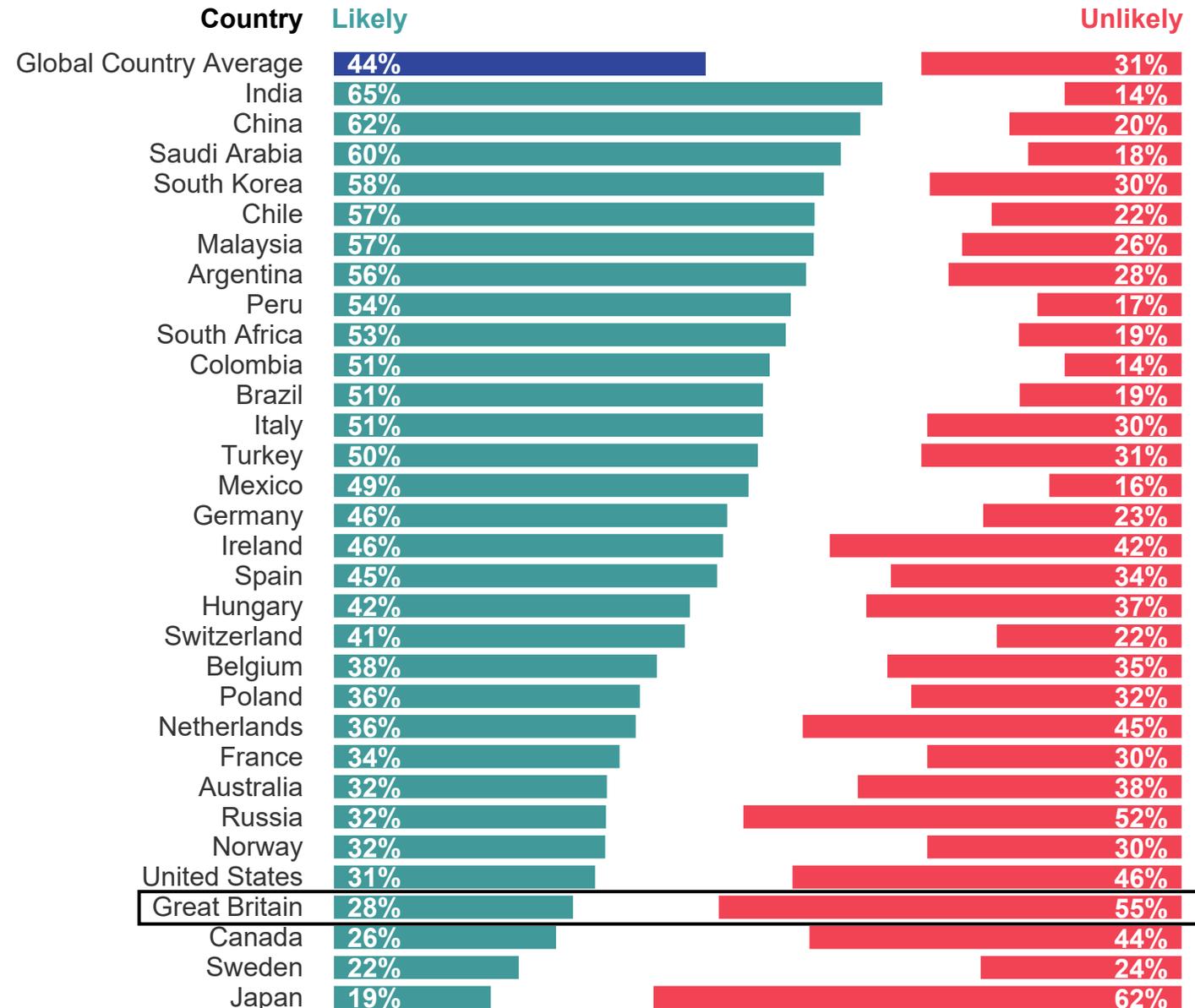
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway. 1,001 GB adults aged 16-74, 18 Feb – 4 Mar 2022

# Likelihood to change to a lower carbon 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?

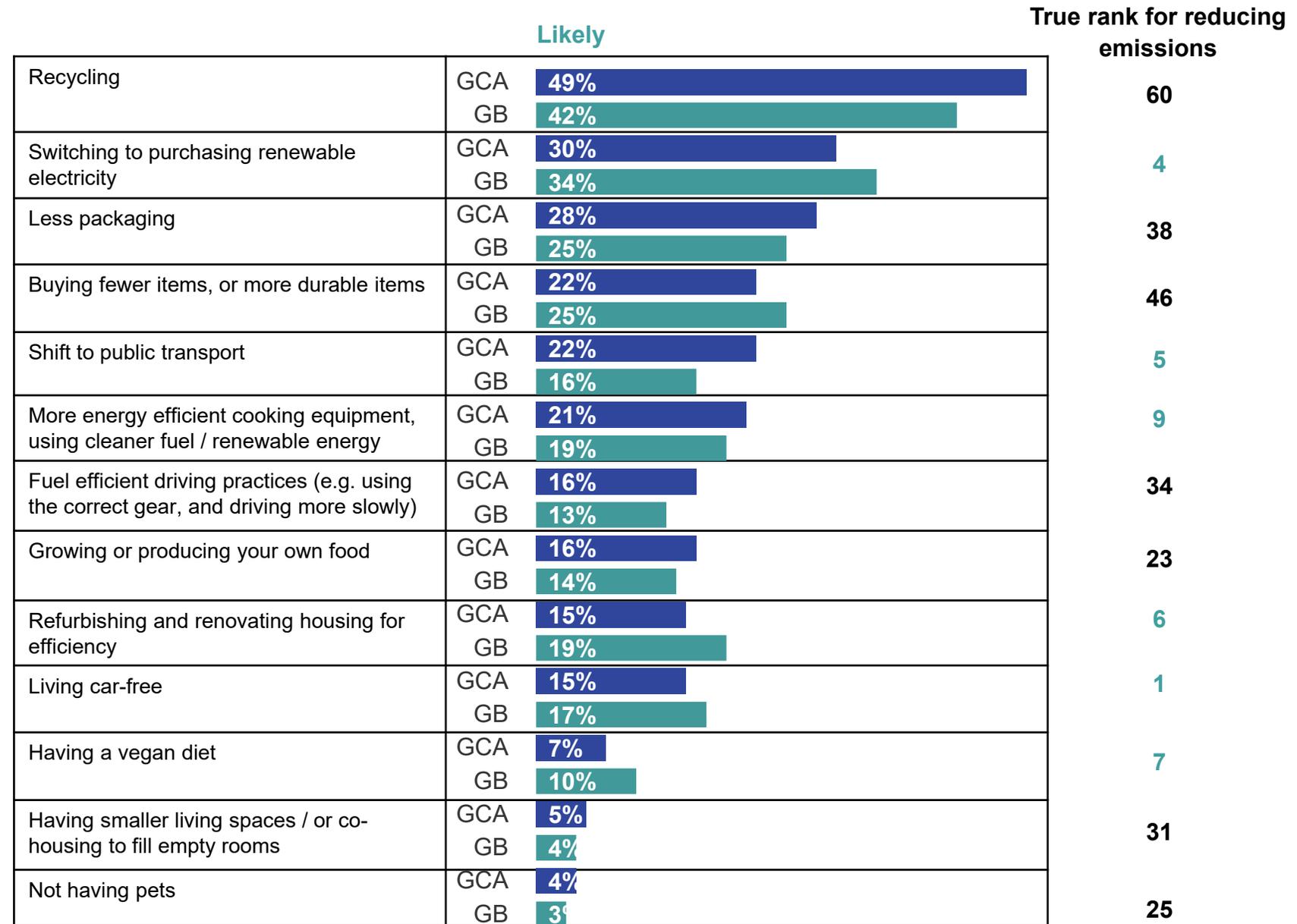
Change your household heating system to a low carbon heating system, such as a heat pump



# Britons perceive many actions as having a far greater impact on reducing emissions than they do

## Global Country Average vs GB

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



# 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*

Top three actions:

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



	TOT	ARG	AUS	BEL	BRA	CAN	CH	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
Recycling	49%	63%	47%	48%	60%	49%	45%	62%	46%	67%	51%	47%	42%	39%	49%	41%	47%	46%	35%	54%	34%	54%	58%	39%	50%	62%	53%	42%	63%	43%	47%	50%
Switching to purchasing renewable electricity	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%
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, or more durable 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%
Shift to public transport	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%
More energy efficient cooking equipment, using cleaner fuel or renewable 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%
Fuel efficient driving practices (e.g. using the correct gear, and driving more slowly)	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%
Growing or producing your own food	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%
Refurbishing and renovating housing for efficiency	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%
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 spaces / or co-housing to fill empty rooms	5%	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%
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%

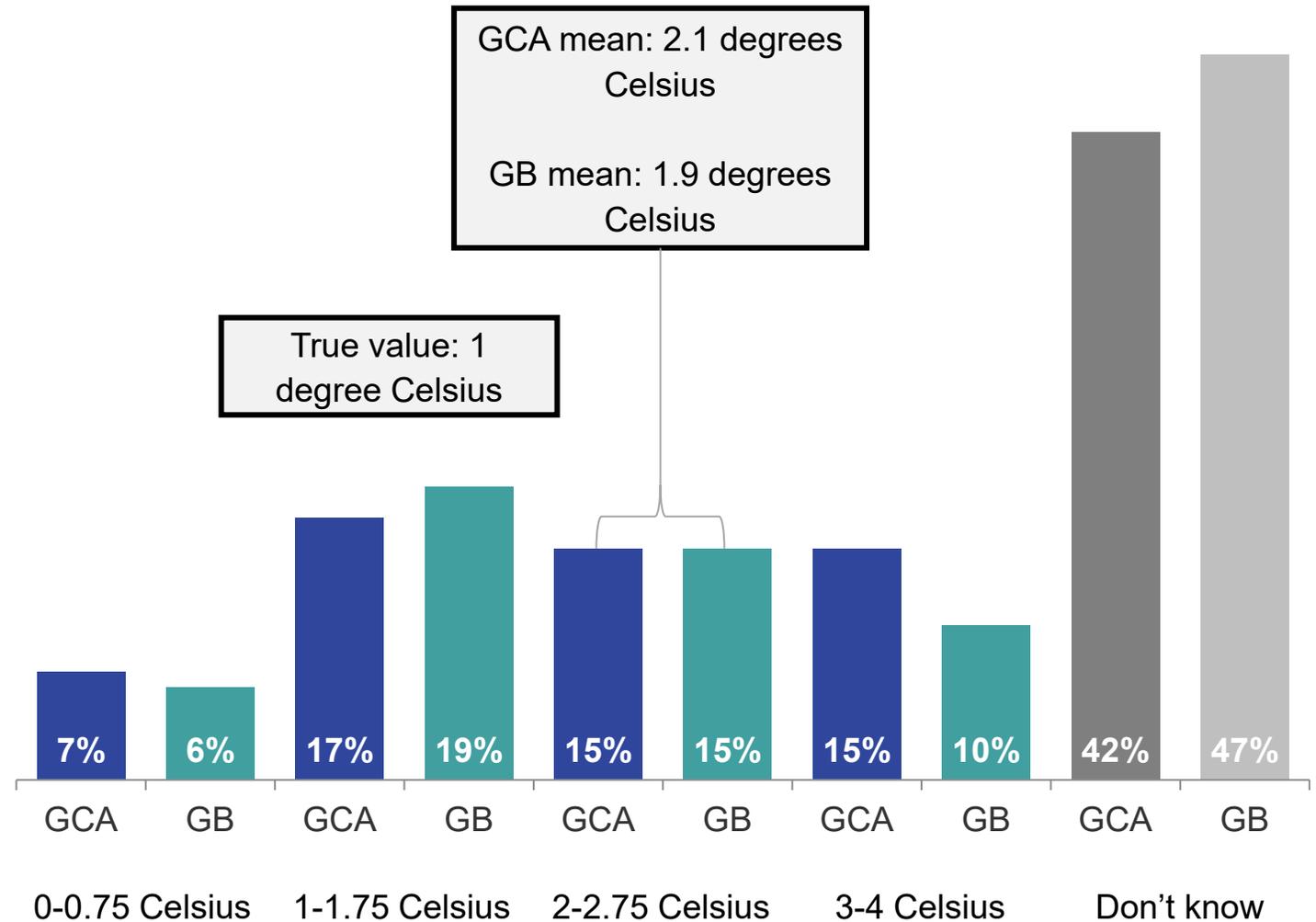
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.



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

## Global Country Average vs GB

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. 1,001 GB online adults aged 16-74, 18 Feb – 4 Mar 2022.

\*Source: IPCC, Special Report: Global Warming of 1.5 degrees Celsius – Chapter 1. Available here: <https://www.ipcc.ch/sr15/chapter/chapter-1/>

# 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?

Top three temperatures:  
 #1 in country  
 #2 in country  
 #3 in country



	TOT	ARG	AUS	BEL	BRA	CAN	CH	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%

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 was the impact of COP26?

# Summary: impact of COP26



After hosting COP26 in Glasgow last Autumn, awareness of the conference was fairly high among the British public.



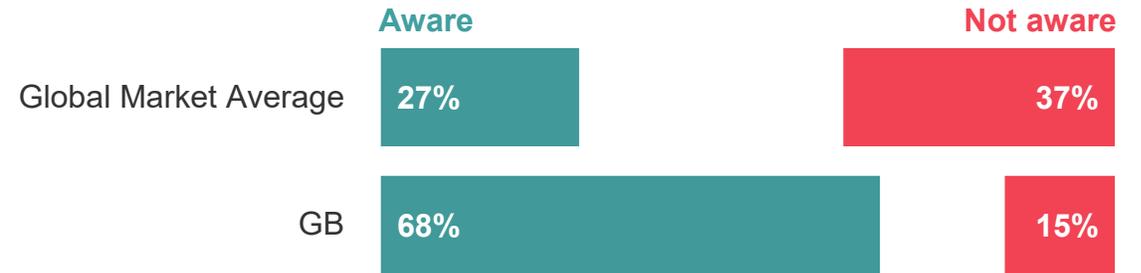
However, half of Britons who had heard of COP26 (49%) claimed to have heard about the commitments made by countries to tackle climate change at the conference.



Most Britons who had heard about these commitments felt optimistic about the impact of COP26 (48% anticipate a positive impact on climate change). However, two in five (39%) said it will make no difference and 7% said there would be a negative impact. Levels of pessimism about COP26 appear to reflect public doubts about the Governments' capacity to tackle the climate crisis. Two in five (38%) felt the UK would not make significant progress in the next 10 years; and 28% said their government does not have a clear plan to do so.

# Summary: Global Country Averages vs GB on COP26

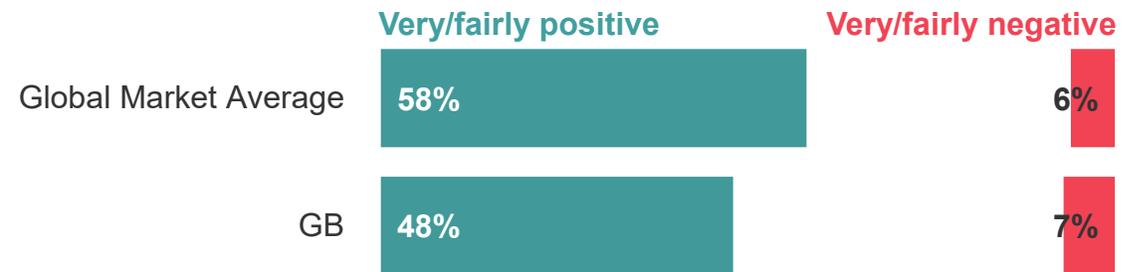
Before this interview, had you heard or not heard of COP26, the UN Climate Change Conference that took place in the UK between 31 October to 13 November 2021?



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



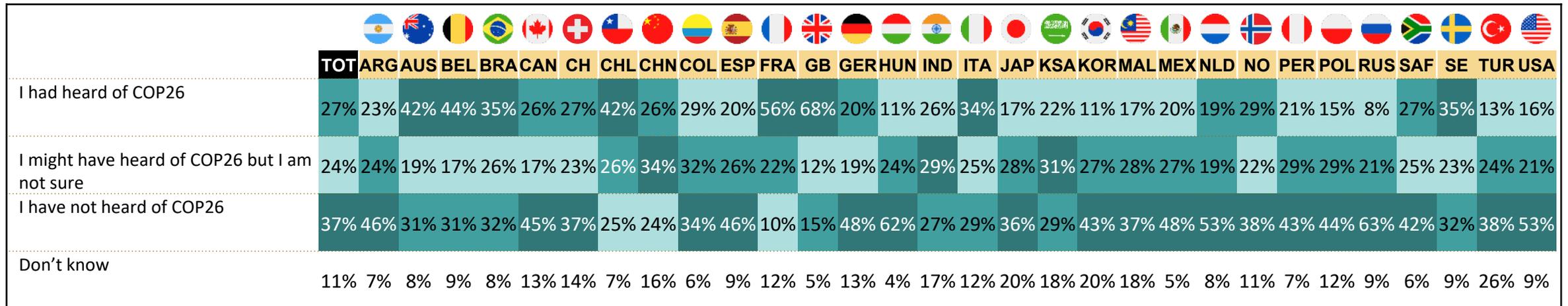
Do you think the commitments made by countries to tackle climate change at COP26 will have a positive or negative impact on climate change around the world, or will it make no difference?



# 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?

Top three responses:  
 #1 in country  
 #2 in country  
 #3 in 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.

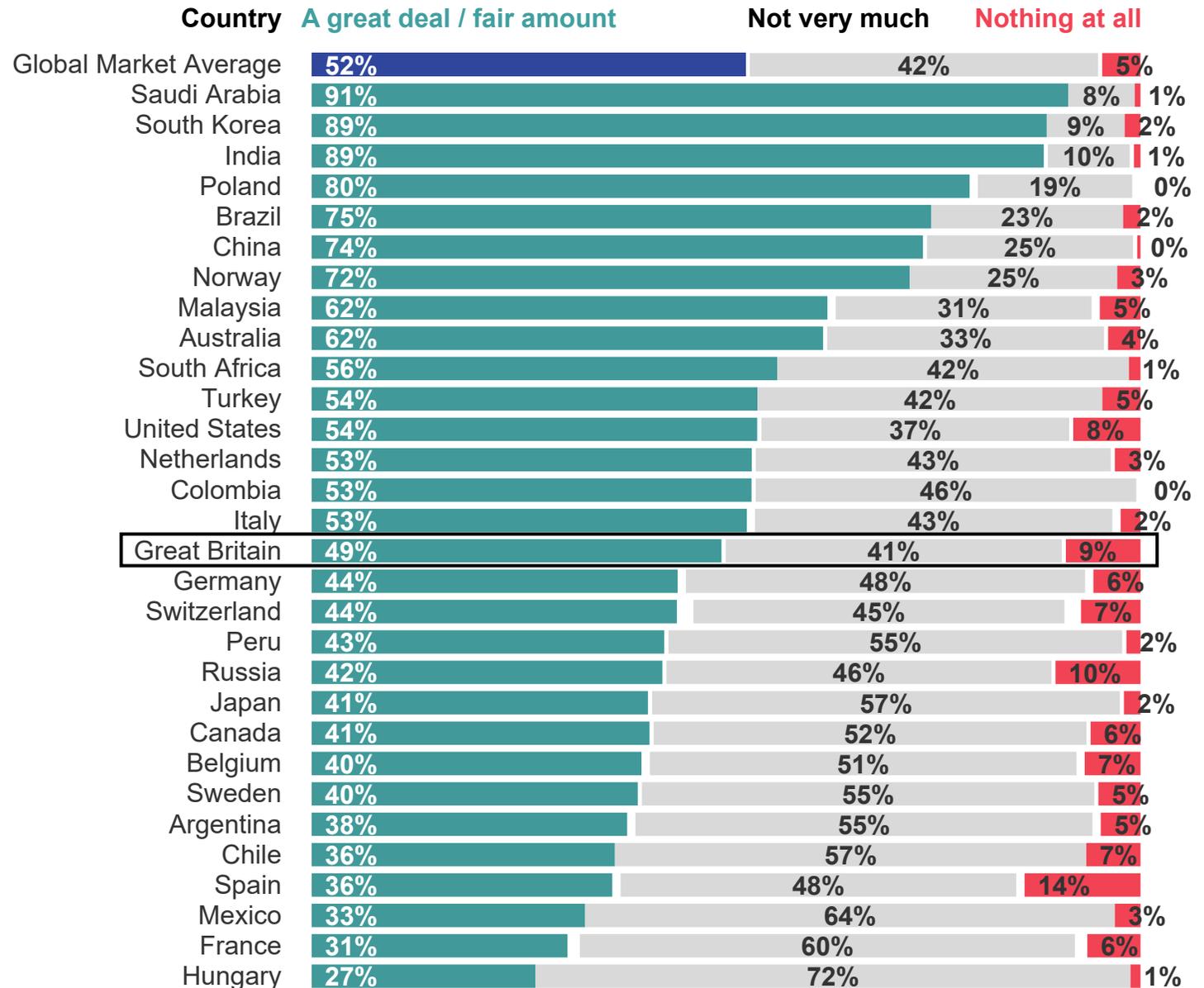
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# Half of Britons are aware of the commitments made at COP26

## Country data

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

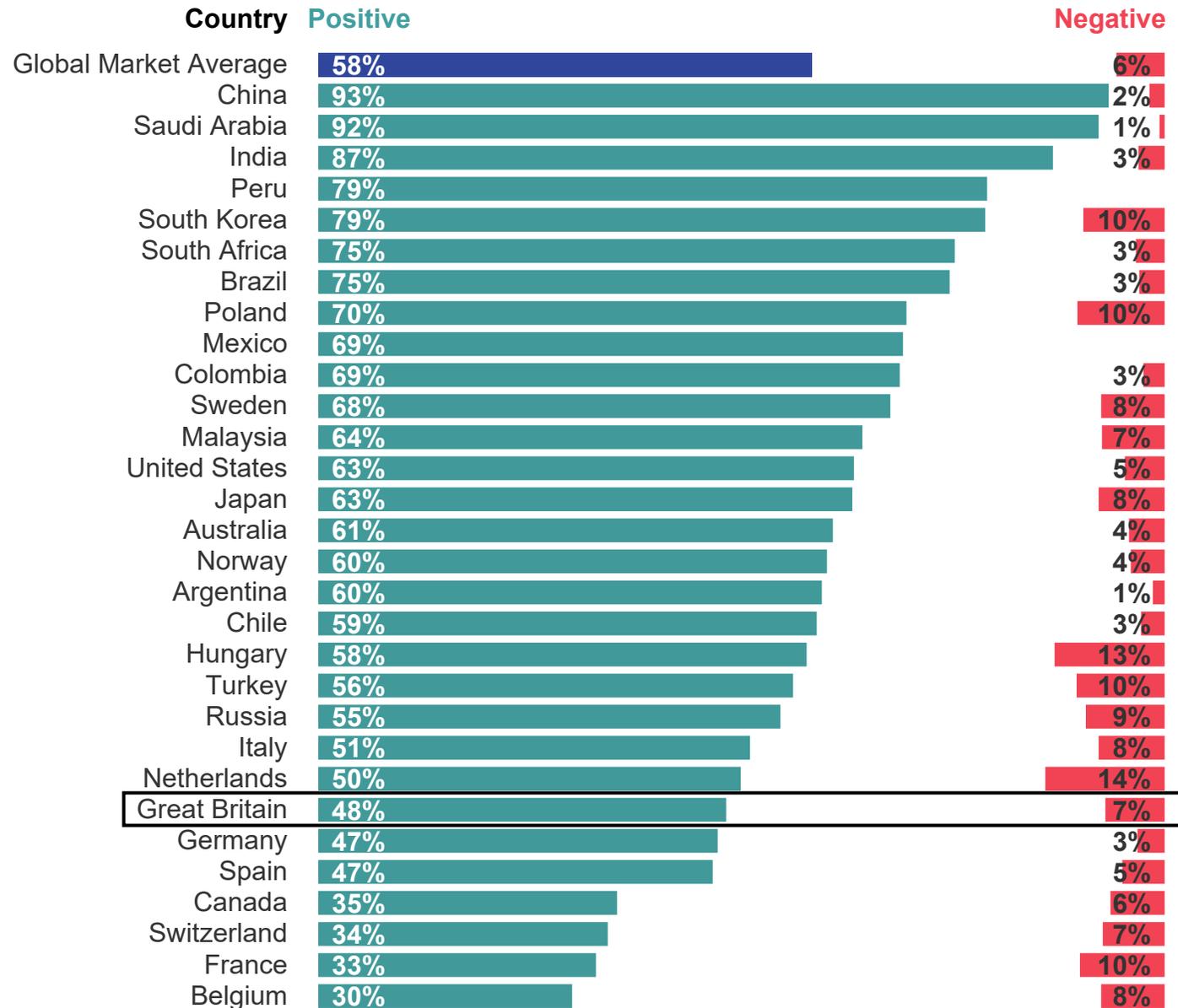


Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway. 1,001 GB adults aged 16-74, 18 Feb – 4 Mar 2022

# A similar proportion are optimistic that these commitments would have a positive impact

## 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?



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. 1,001 GB adults aged 16-74, 18 Feb – 4 Mar 2022

# 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 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 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.



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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.

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**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.

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