

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.

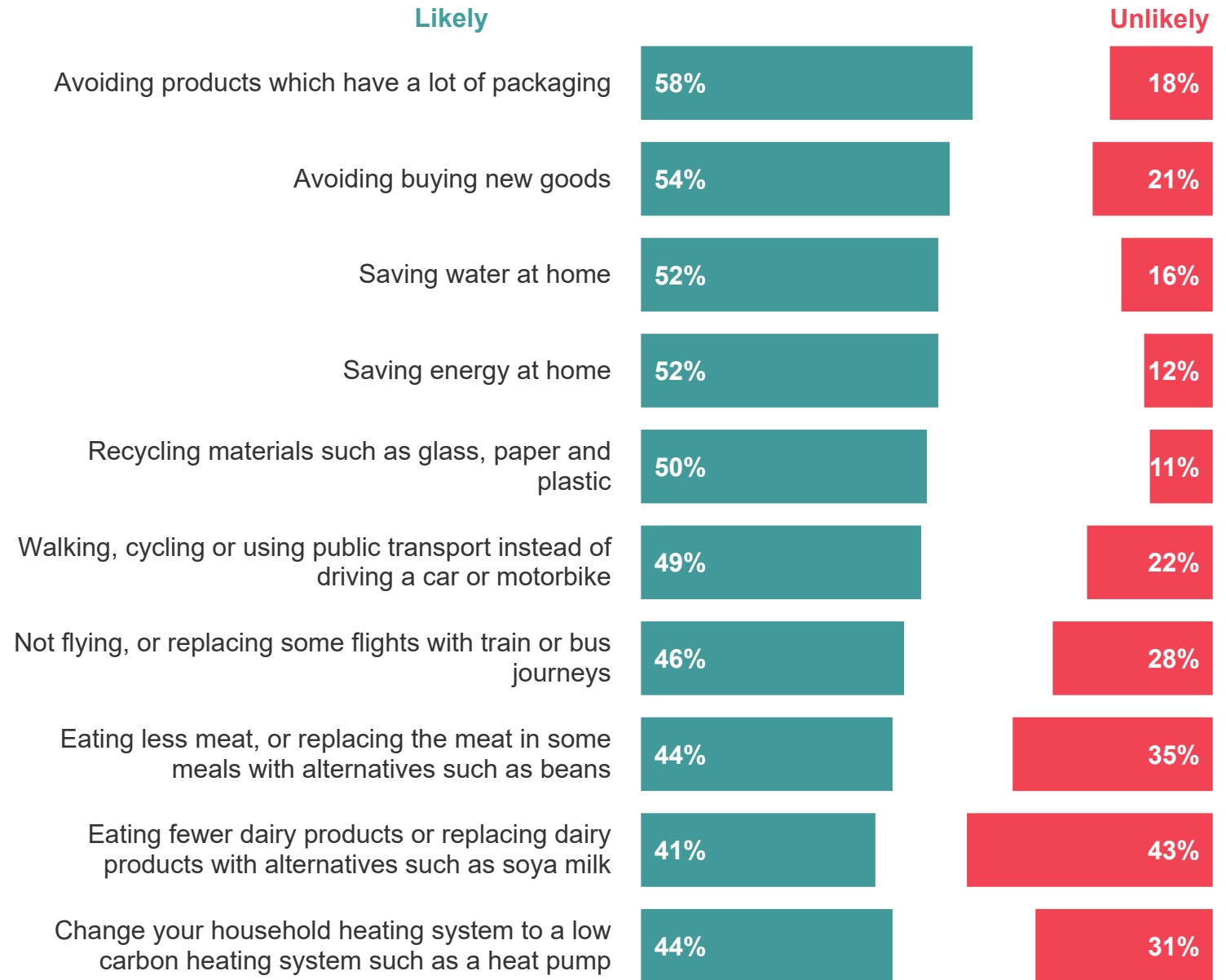


Public understanding of what to do as individuals to reduce contribution to carbon emissions is low. Less packaging and buying fewer items are incorrectly seen as priorities, whereas flying less or changing to a vegan diet (which have a far higher impact) were not seen by most as having a major impact.

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



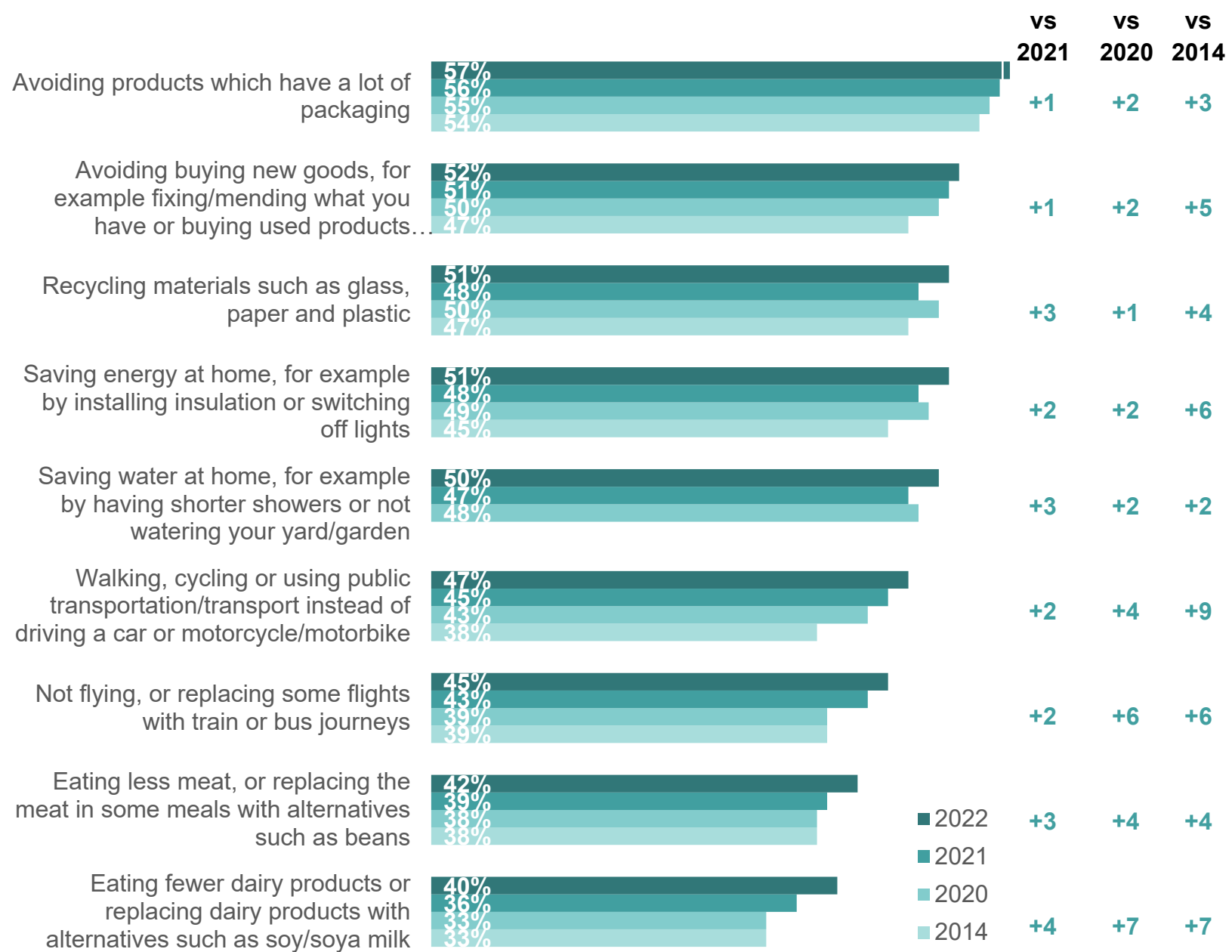
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

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



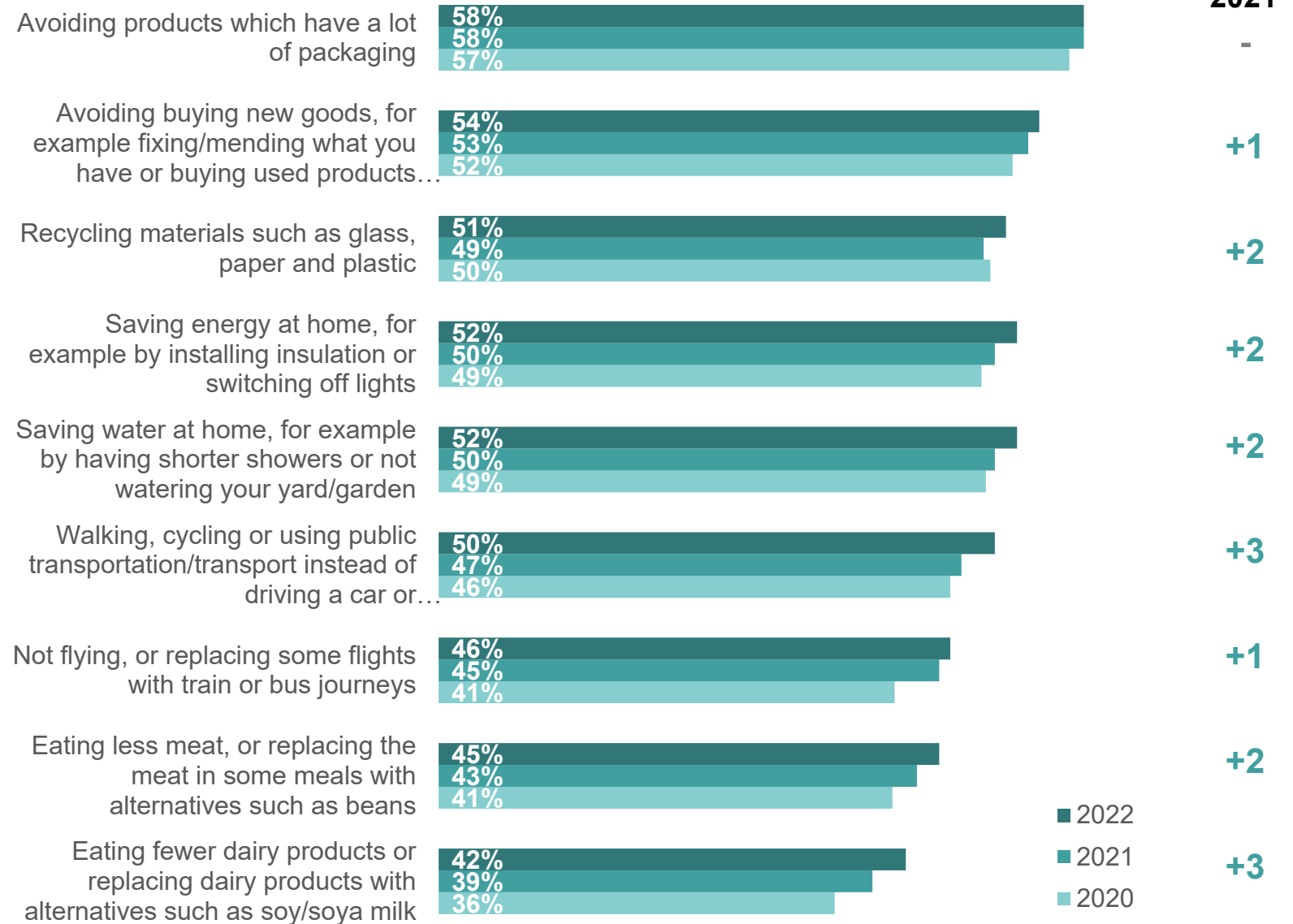
Base: 2022: 11,1015 online adults aged 16-74 across 12 countries; 2021: 10,005 online adults aged 16-74 across 12 countries; 2020: 10,504 online adults aged 16-74 across 12 countries; 2014: 12,135 adults aged 16-74 across 12 countries. Fieldwork dates: 18 Feb – 4 Mar 2022; 19 Feb – 5 Mar 2021; 21 Feb – 6 Mar 2020; 26 Sep – 10 Oct 2014. Comparator countries are those that have been asked this question 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

Small increases in likelihood to take action since last year- across 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



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.

Likelihood to take action on climate change 2022 across countries

Top three actions:																																
	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%

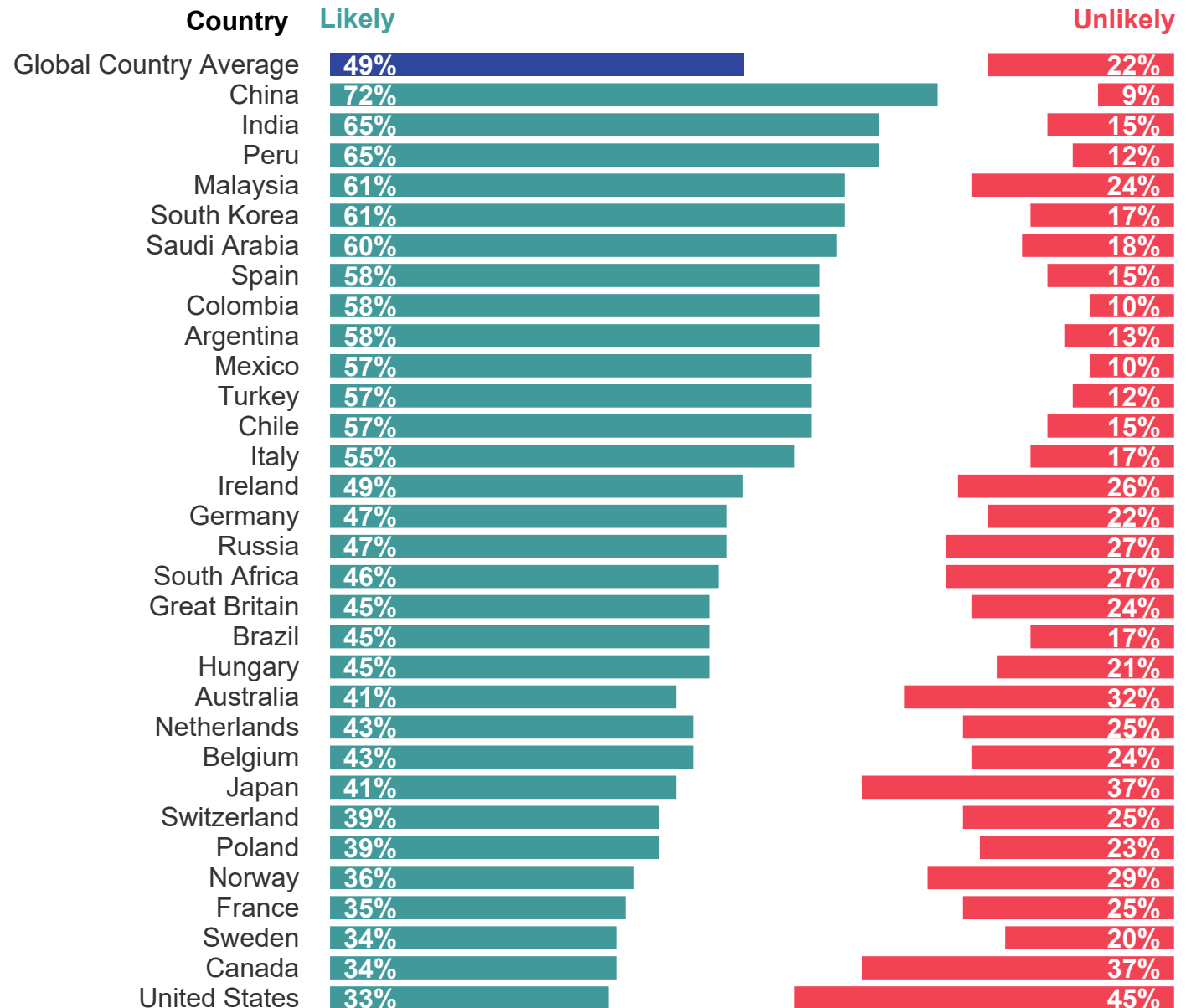
Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year? % likely

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



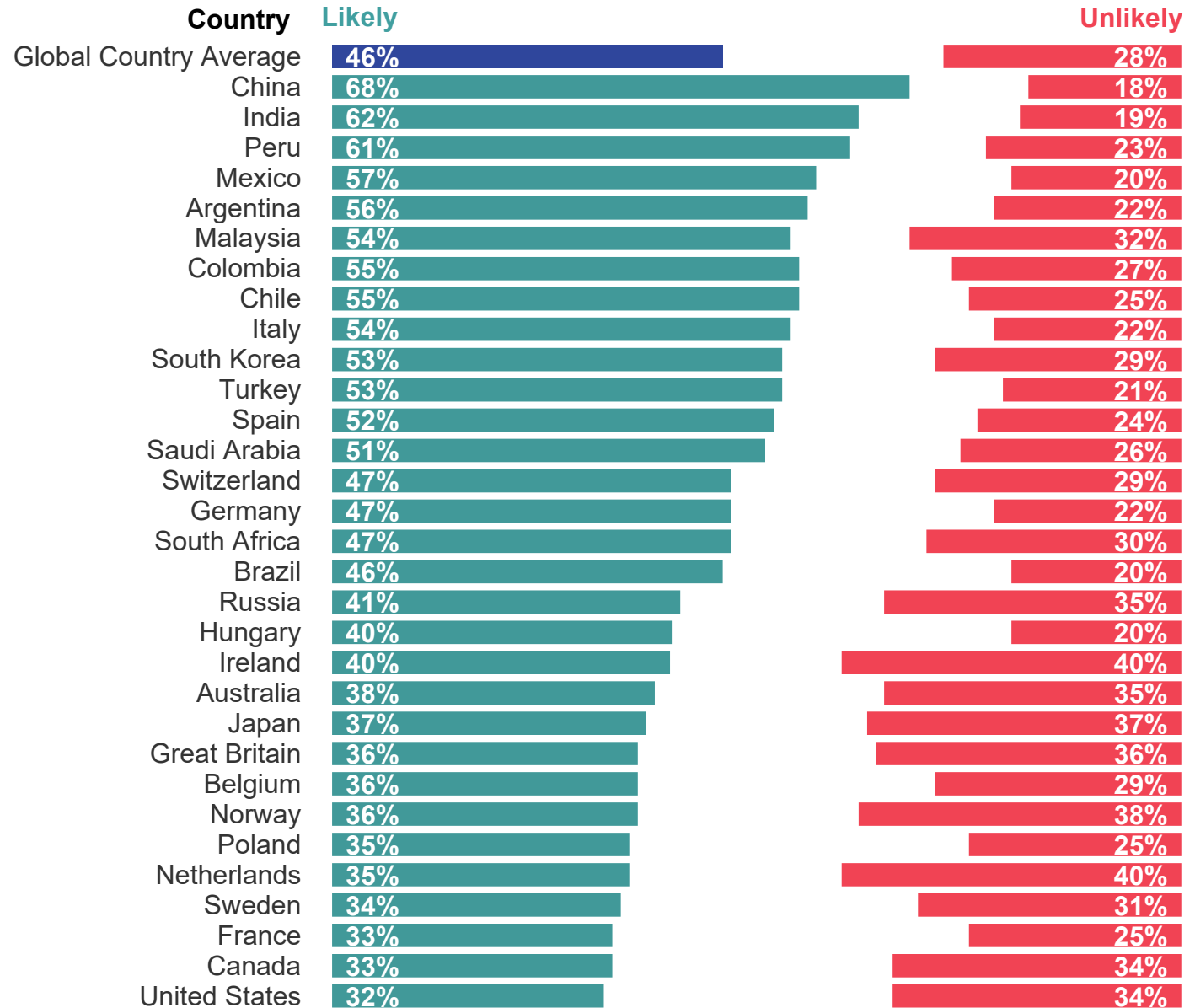
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

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



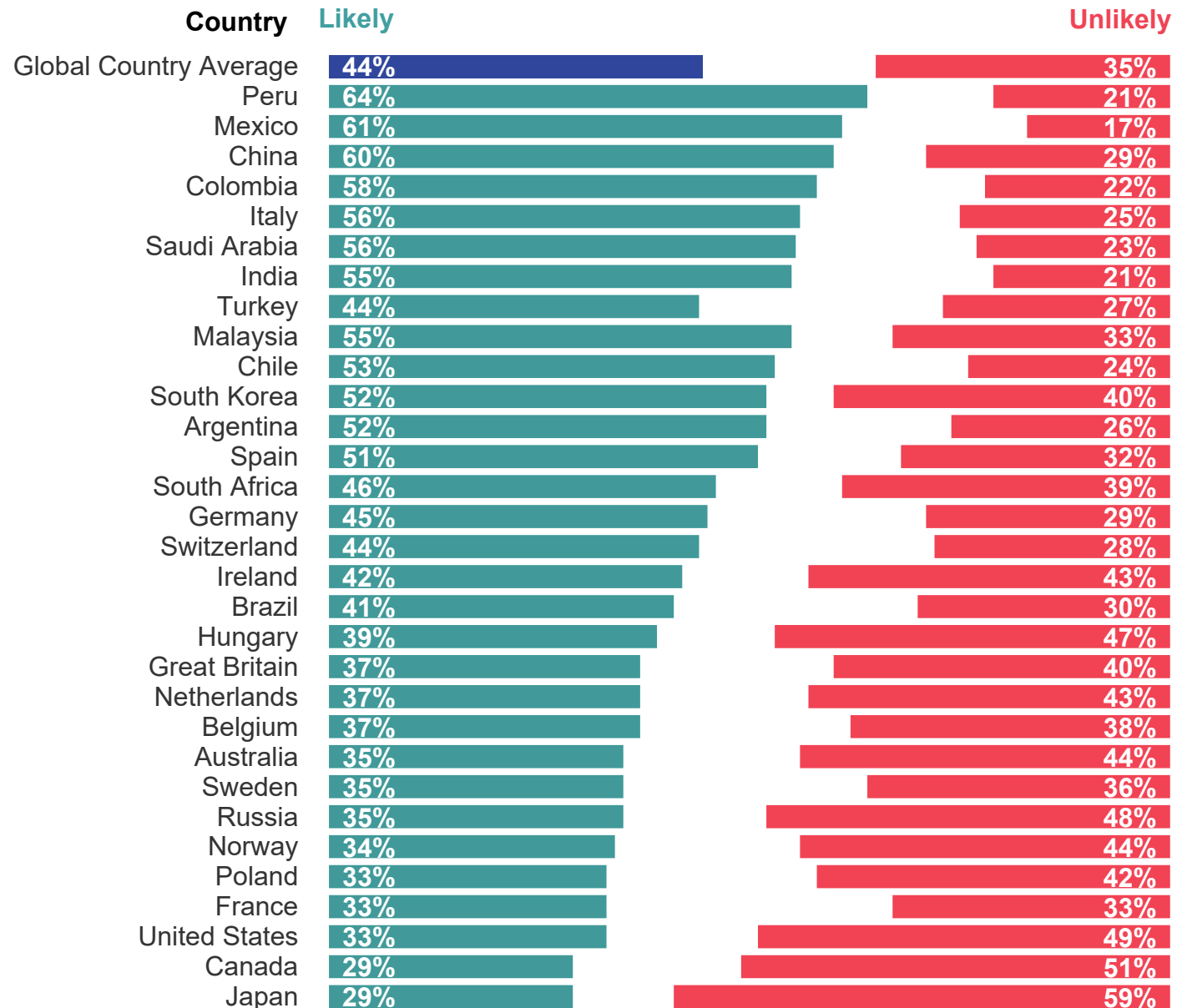
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

The public 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



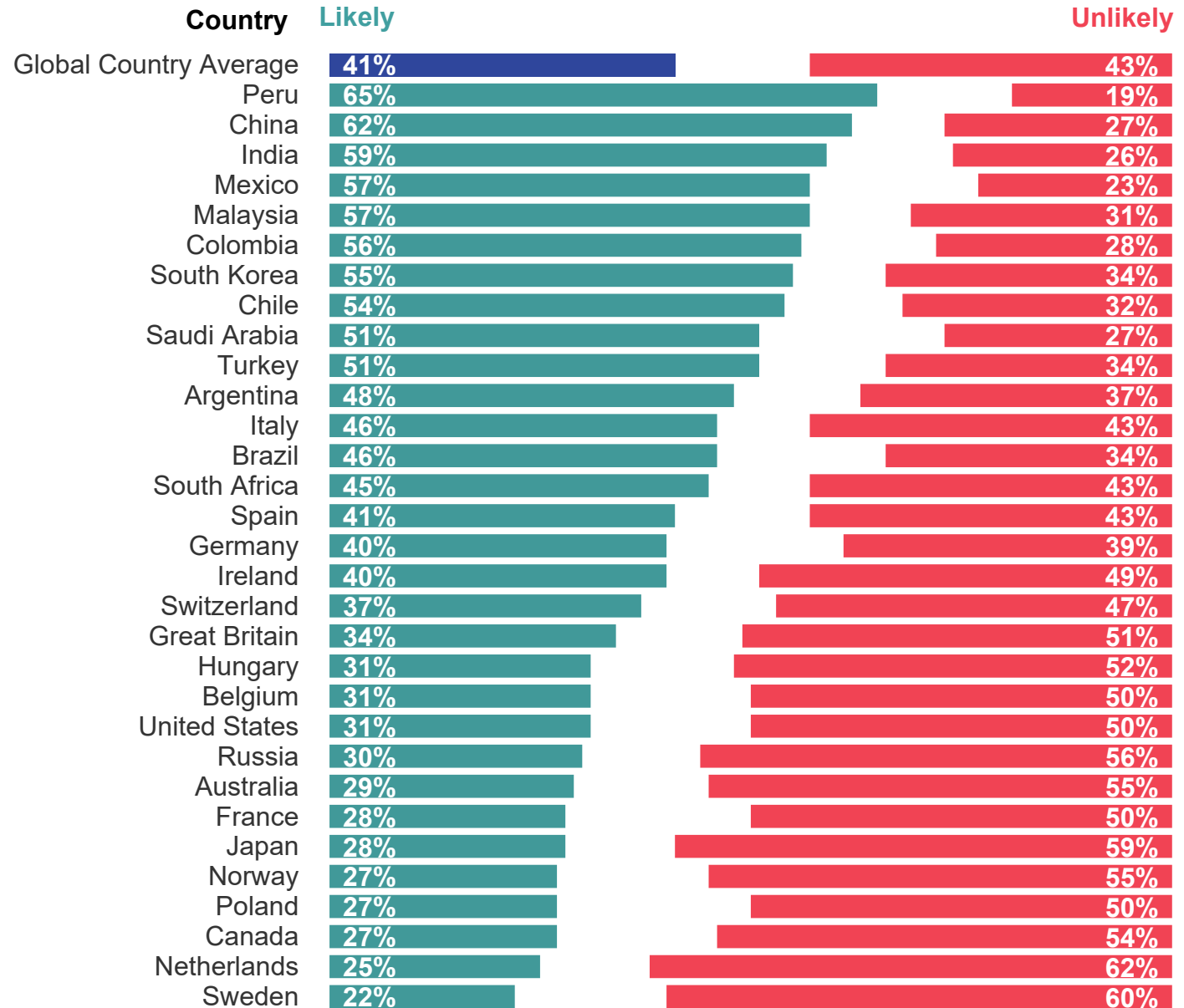
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

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



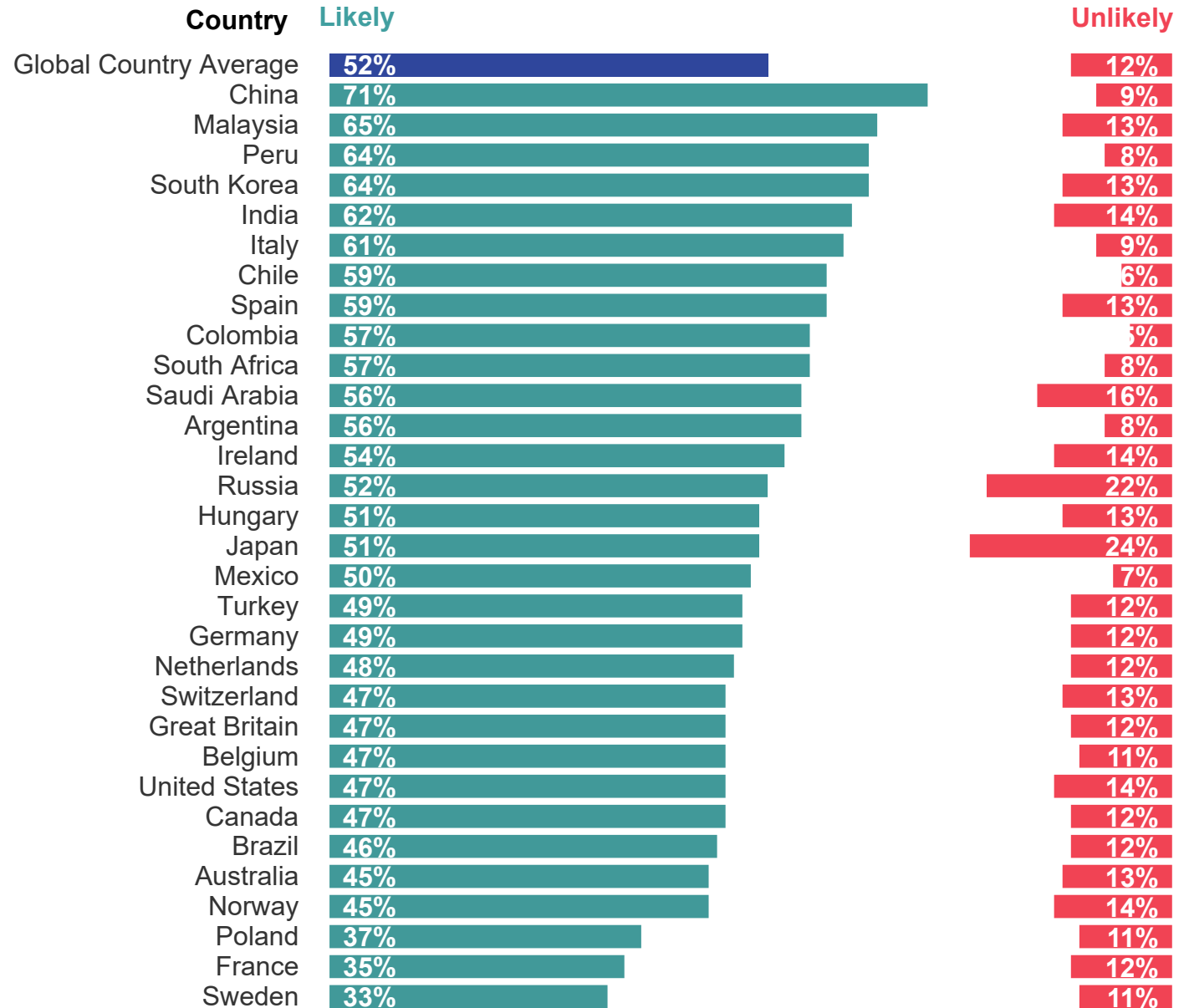
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

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



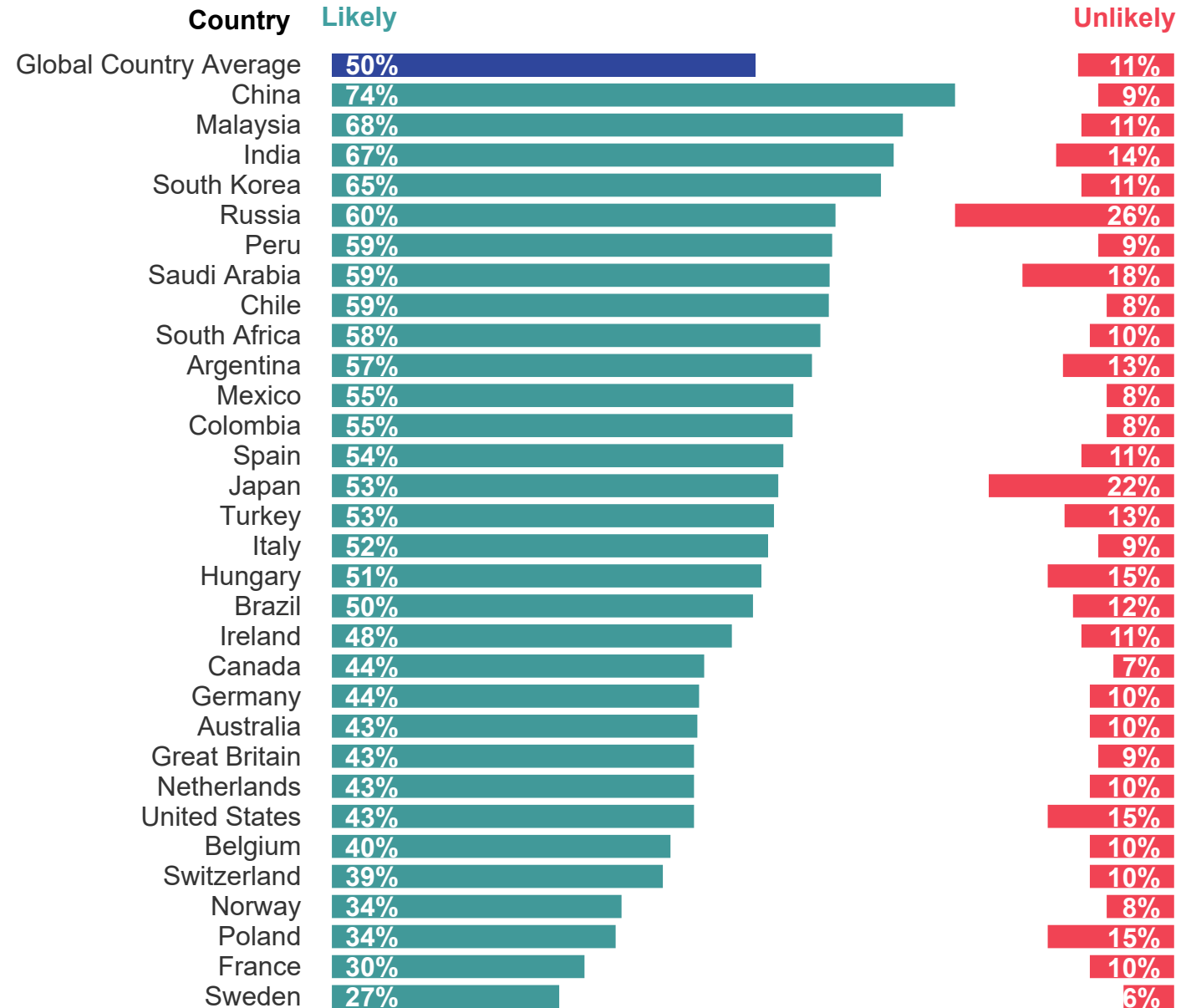
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

A similar proportion intend to begin recycling materials

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



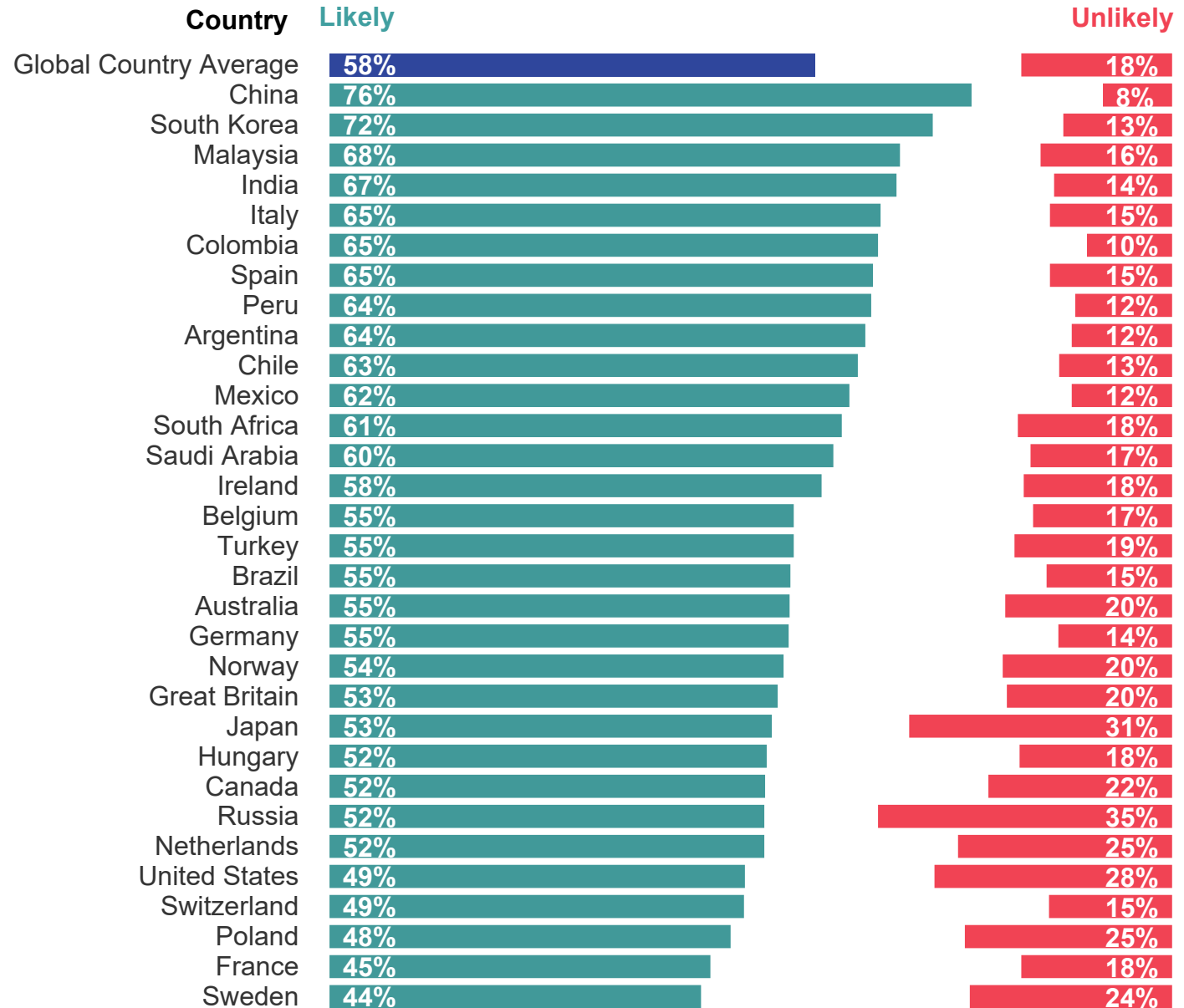
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

The 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



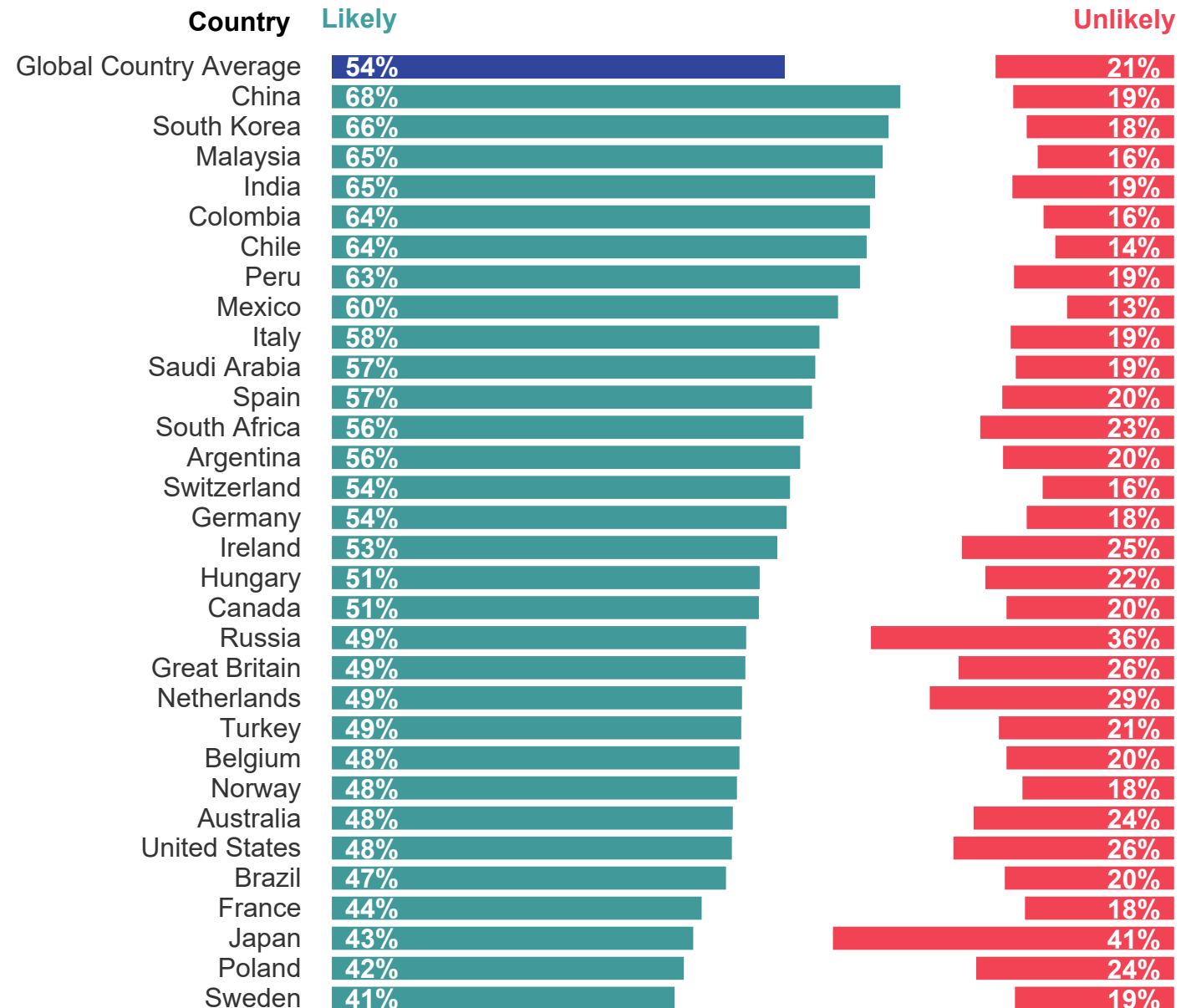
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

On 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



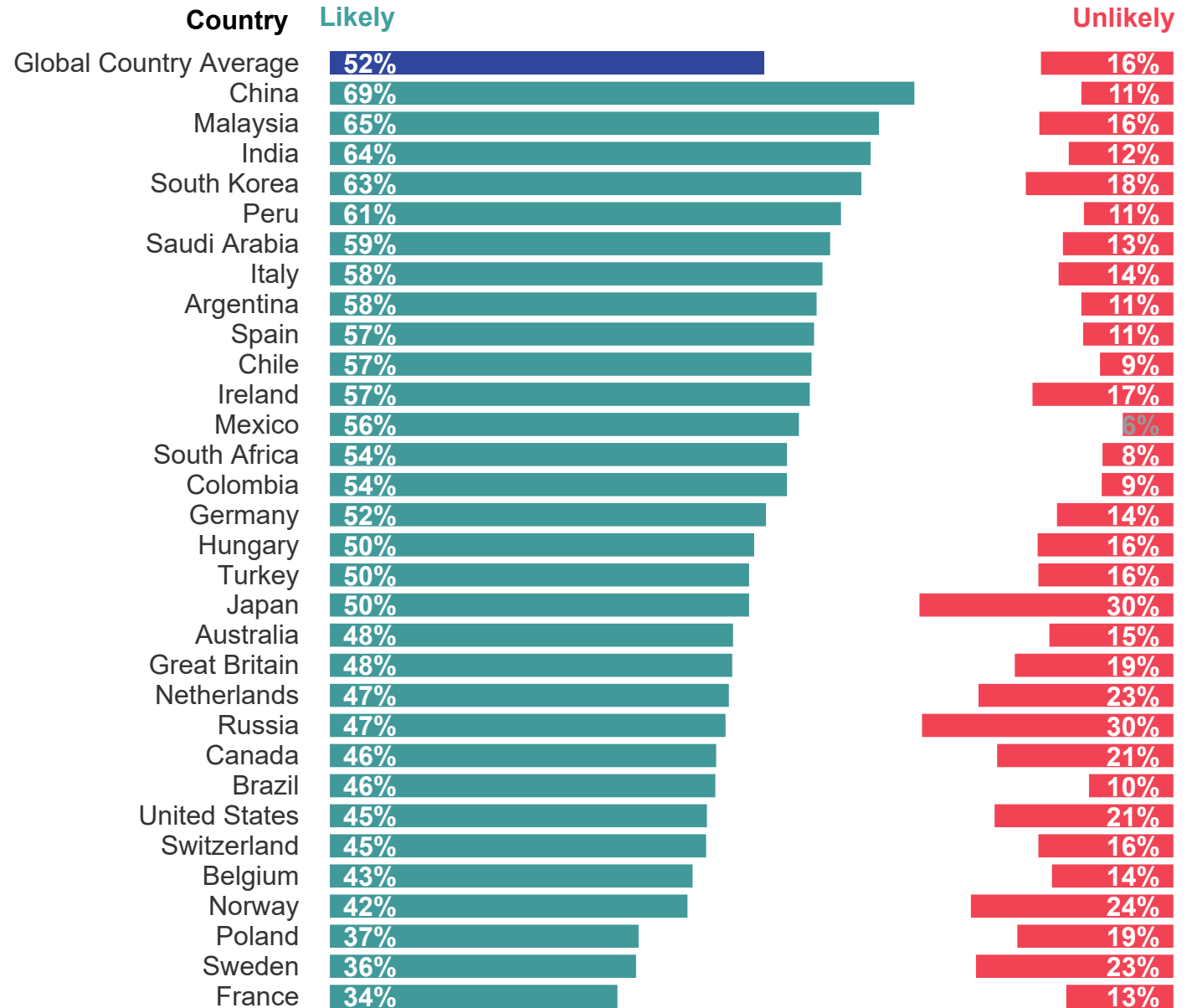
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

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



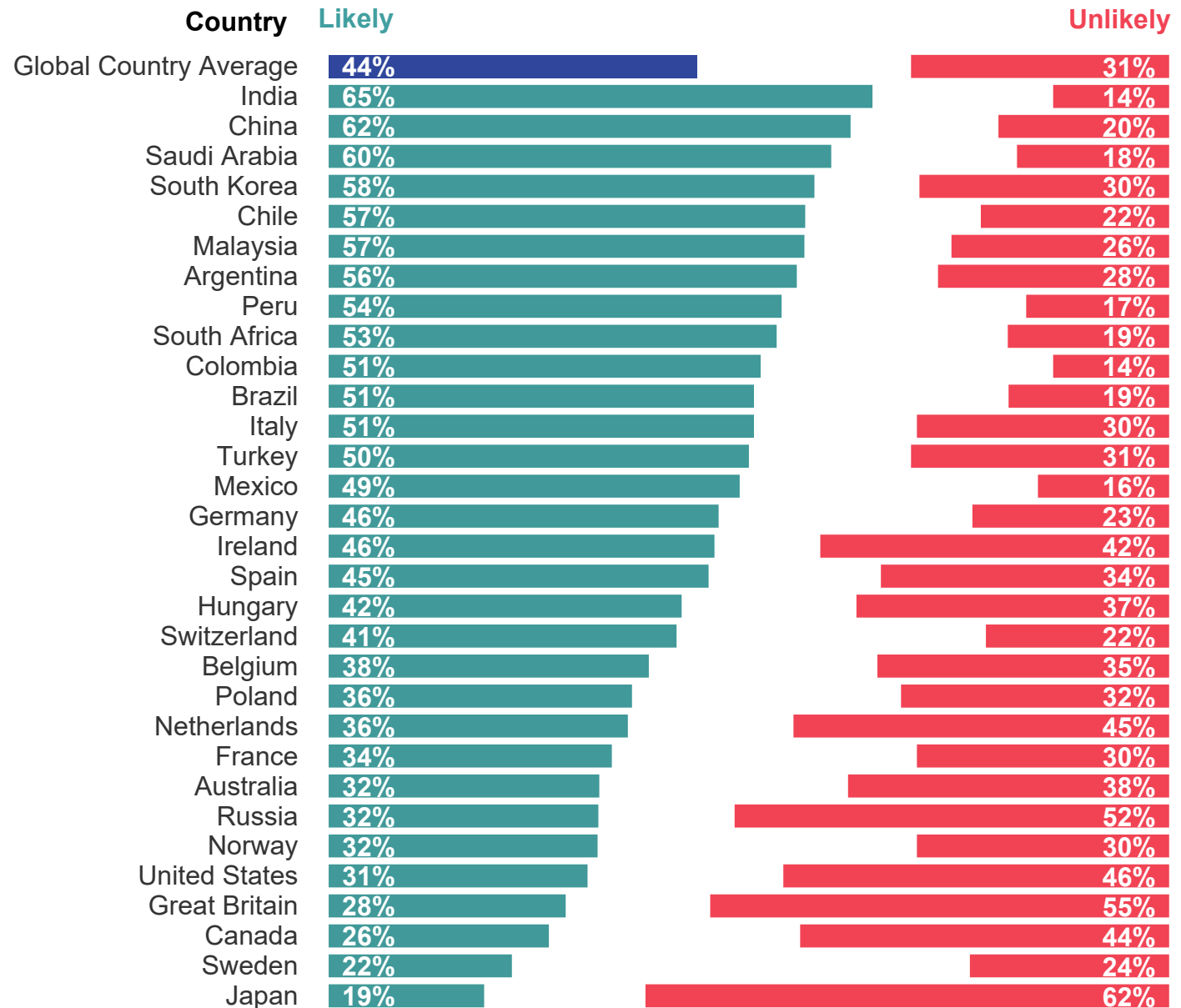
Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

The public 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

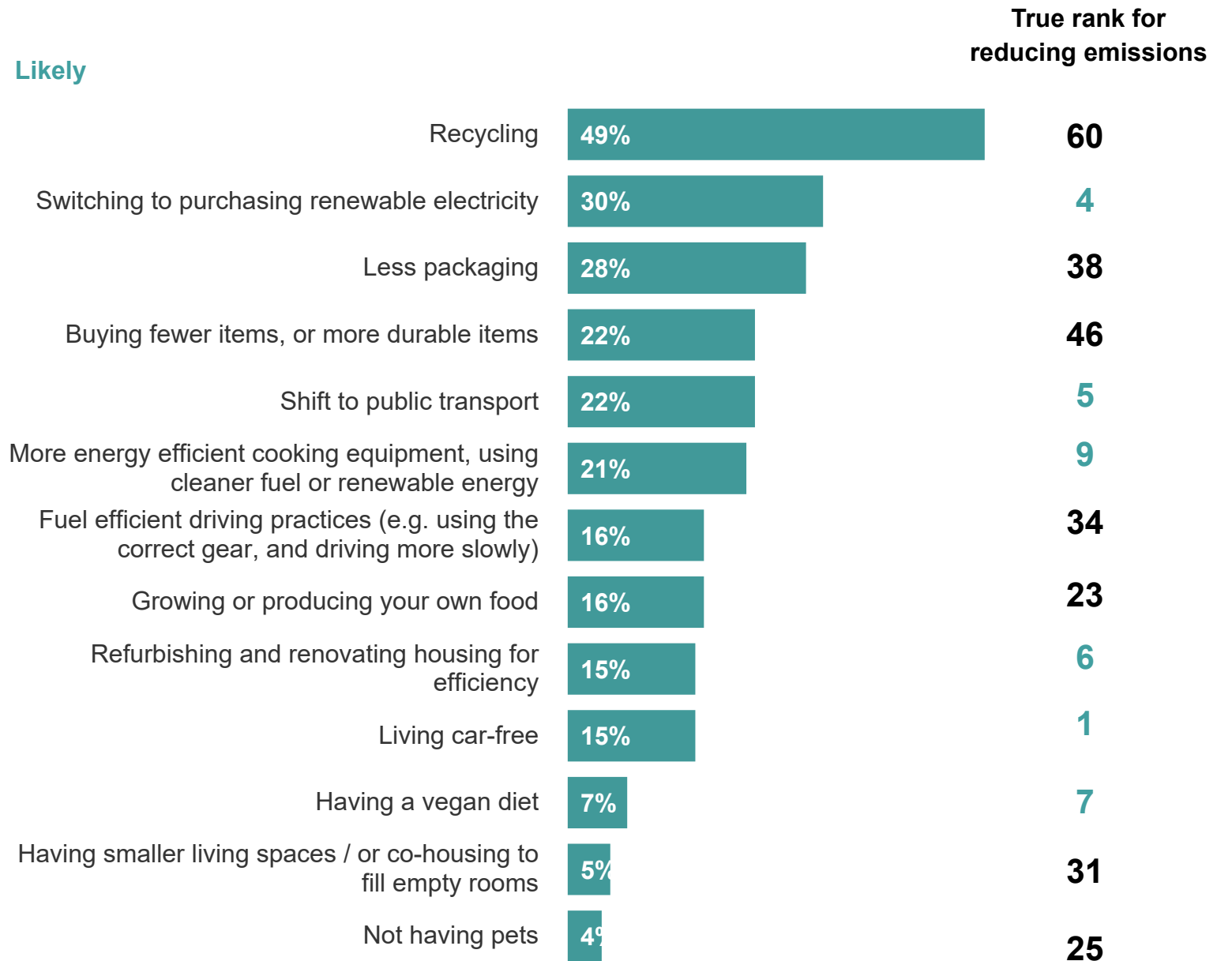


Base: 23,577 online adults across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

The public perceive 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?



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: Ivanova et al., 2020. Quantifying the potential for climate change mitigation of consumption options. Available here: <https://iopscience.iop.org/article/10.1088/1748-9326/ab8589/pdf>

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



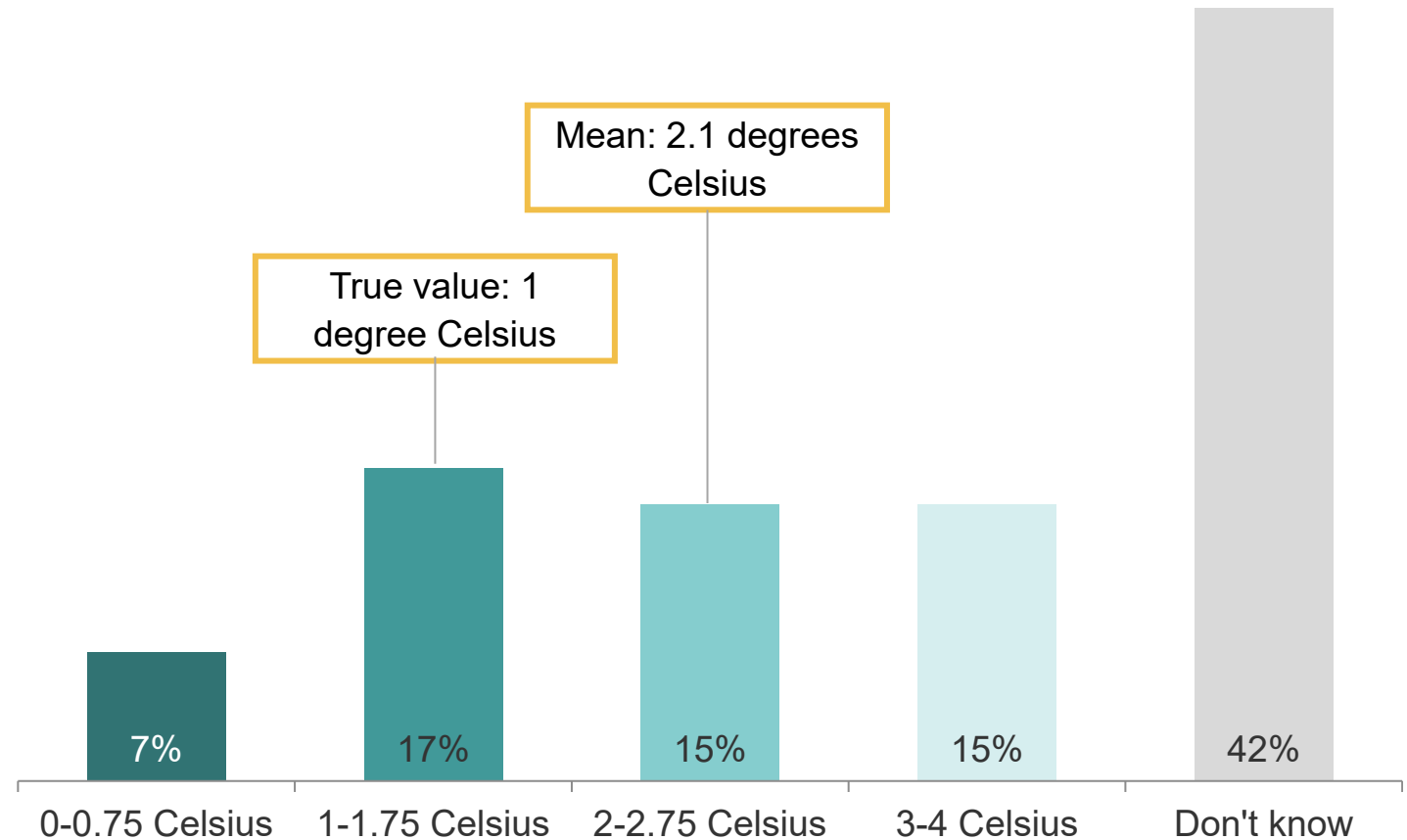
	TOT	ARG	AUS	BEL	BRA	CAN	CH	CHL	CHN	COL	ESP	FRA	GB	GER	HUN	IND	IRE	ITA	JAP	KOR	KSA	MAL	MEX	NLD	NOR	PER	POL	RUS	SAF	SE	TUR	USA
Recycling	49%	63%	47%	48%	60%	49%	45%	62%	46%	67%	51%	47%	42%	39%	49%	41%	47%	46%	35%	54%	34%	54%	58%	39%	50%	62%	53%	42%	63%	43%	47%	50%
Switching to purchasing renewable electricity	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.

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/>

Likelihood to take action on climate change 2022 across countries

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

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



	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%

What was the impact of COP26?



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.



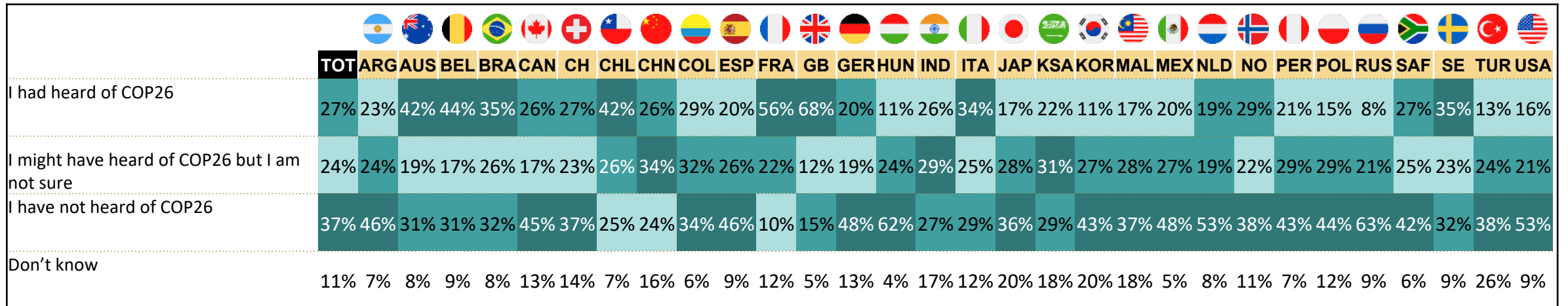
While most felt optimistic about the impact of the event (58% said they anticipate a positive impact on climate change), over a third (36%) said it will make no difference and 6% said there would be a negative impact. Levels of pessimism about COP26 appear to reflect public doubts about their governments' 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?

Top three responses:

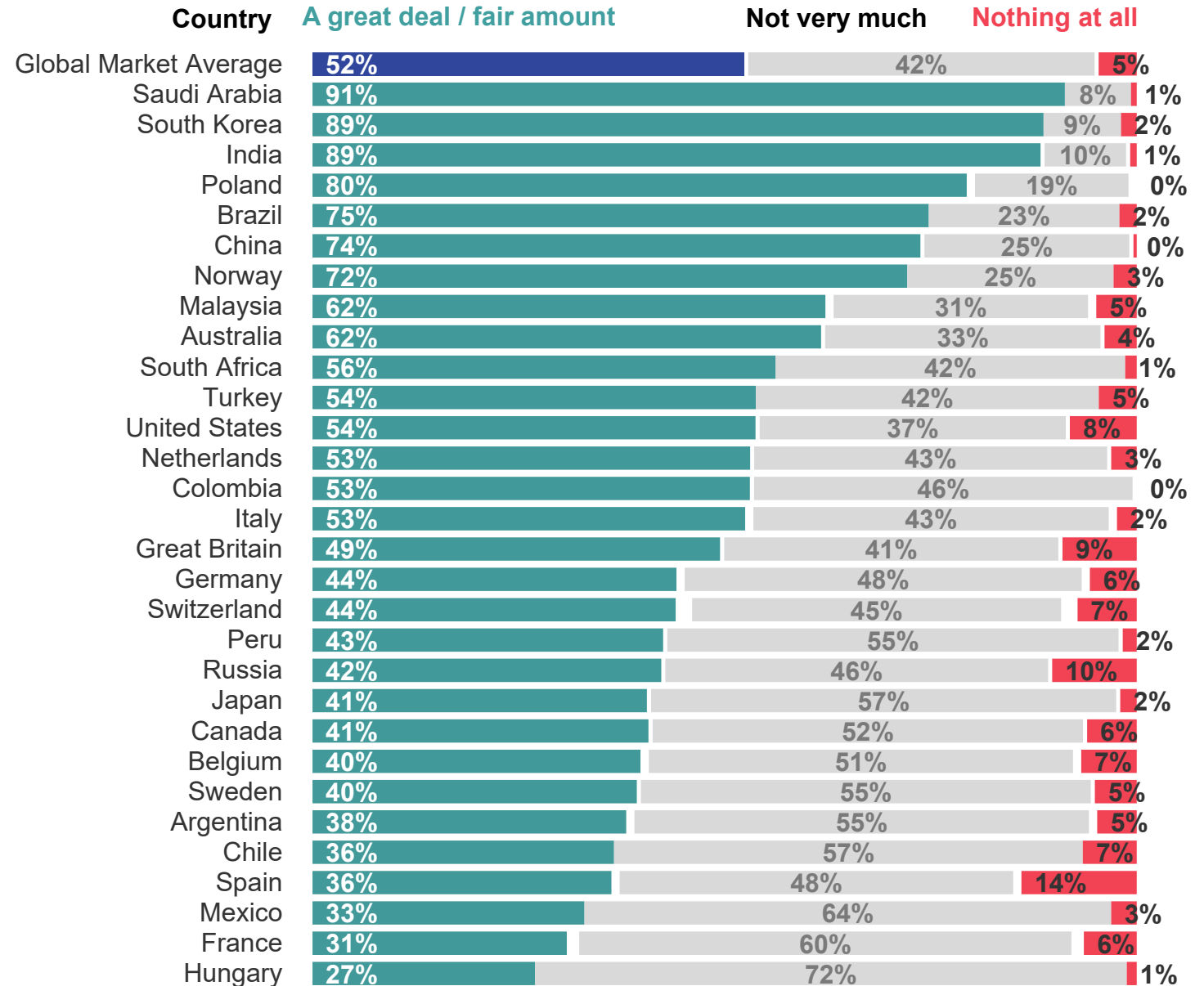
- #1 in country
- #2 in country
- #3 in country



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

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?

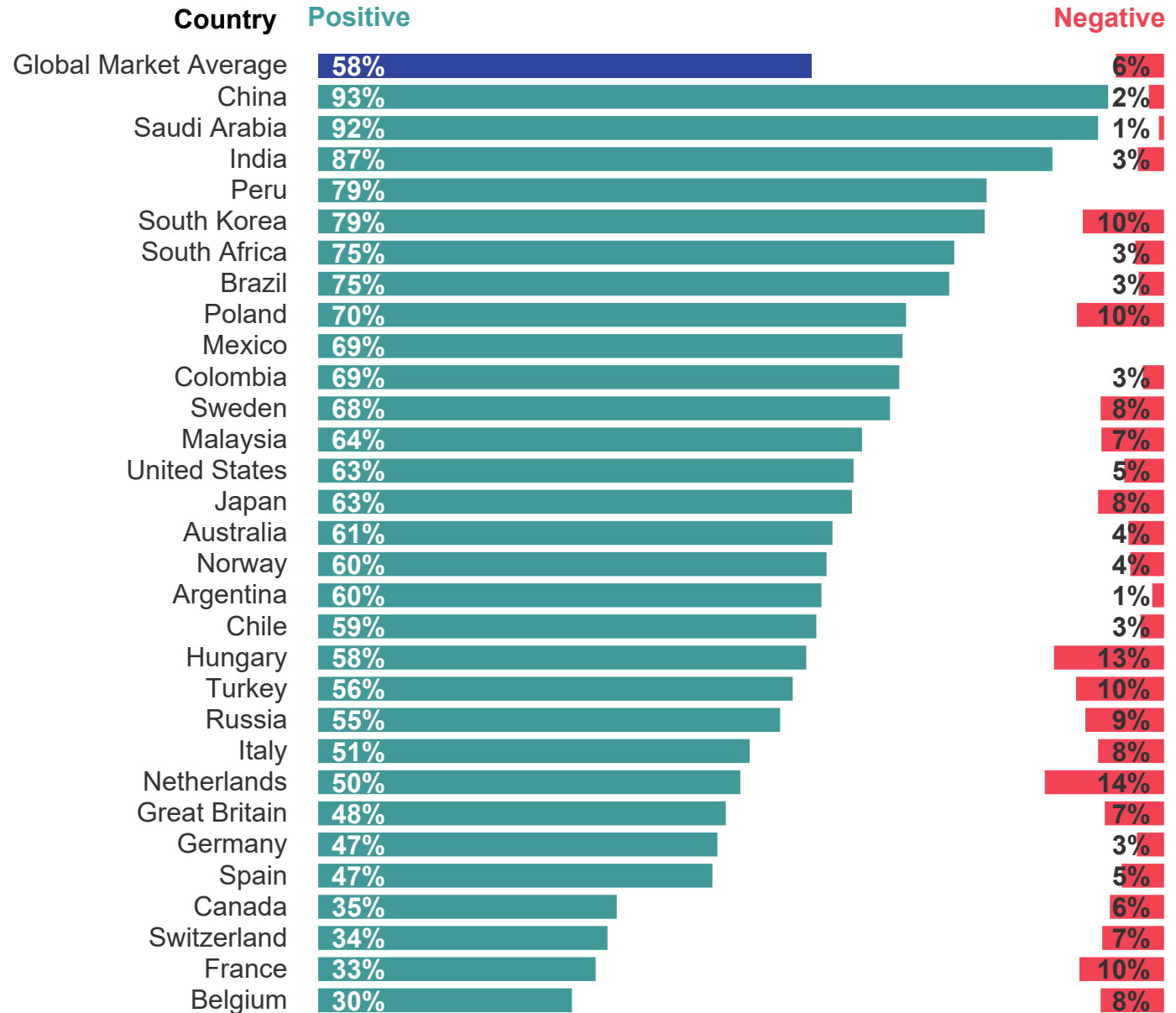


Base: 6,995 online adults who had heard of COP26 across 31 countries, 18 Feb – 4 Mar 2022. NB surveyed adults aged 16-74 in 30 countries, adults aged 16-99 in Norway.

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?



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:

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 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:

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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(for reports)

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Our research professionals, analysts and scientists have built unique multi-specialist 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.

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Thank you.

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