



PRESS RELEASE

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Incentives, discounts and other inducements are most supported policies to help tackle climate change in new global study ahead of COP27

A new 34-country survey of over 22,500 respondents looking at citizen support for policies to help tackle climate change highlights those that apply incentivisation, discounting and other inducements are more popular than taxation or reduced choice.

- Reflecting rising awareness of climate change, an average of almost 7 in 10 (68%) citizens across the 34 countries are willing to accept new policies encouraging sustainable technology adoptions.
- In mobility, a policy giving more road space to pedestrians and cyclists has support from half (49%) of those surveyed globally, **this is aligned with Singaporeans (49%)**, but in Indonesia, three-quarters (75%) of citizens say they would support this at the expense of space for motorists. High levels of support are also seen in Peru (71%), Mexico (70%) and Thailand (67%). Support is considerably lower in Canada and the United States (34%), Australia (32%) and Japan (28%).
- Taxation on certain foodstuffs to tackle climate change is an unpopular option. Globally, having a higher tax on red meat and dairy products is opposed by 4 in 10 (40%) and only 1 in 3 (29%) say they would support the policy. **In Singapore, 27% oppose this policy while 32% say they would support it.**
- When it comes to whose responsibility it is to educate the public on climate change, the responsibility is squarely placed with government departments and ministers/elected officials (59%). Although there are notable differences in opinion when looking at individual countries such as China, Colombia, Peru, Saudi Arabia, Canada, France, Great Britain, and Spain.

Policy support varies by topic and region

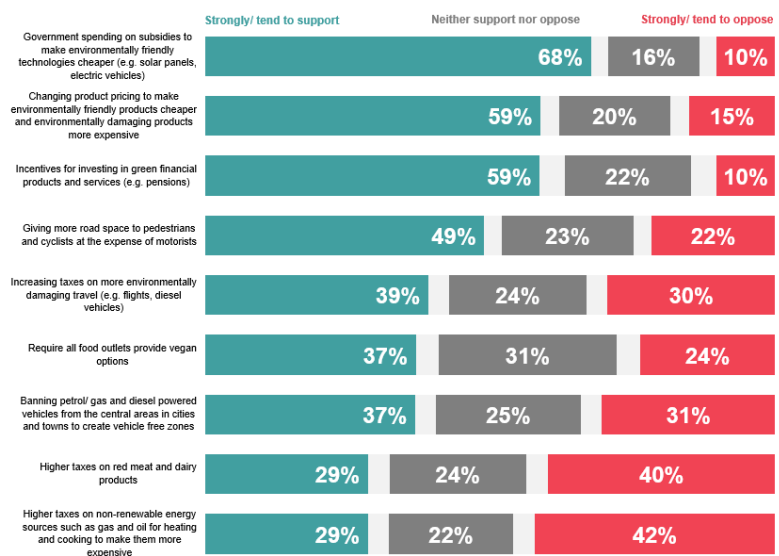
The most popular policy, with an average of almost 7 in 10 (68%) citizens across the 34 countries surveyed saying they would support it, was for government spending on subsidies to make environmentally friendly technologies cheaper (e.g., solar panels, electric vehicles). **This is a similar sentiment shared by 67% of Singaporeans.**

The public are supportive of a range of climate change policies, such as government subsidies for environmental technology, changing product pricing and incentives for green products

Global Country Average

Q. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?

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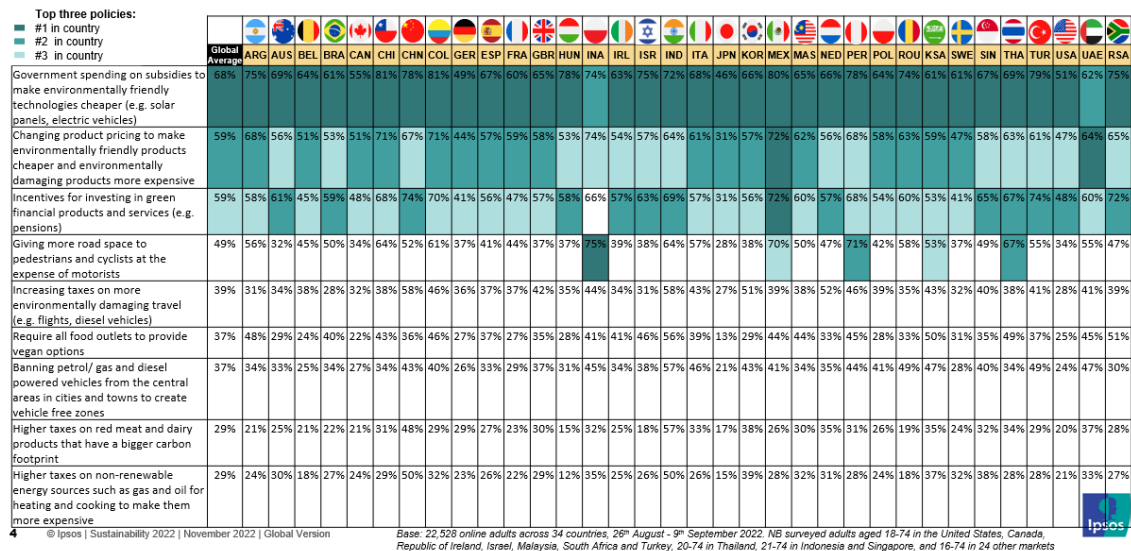


Base: 22,528 online adults across 34 countries, 26th August - 9th September 2022. NB surveyed adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 24 other markets



Support for policies to reduce climate change across countries

Q. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?



More than half (a global average of 59%) would also support changing product pricing to make environmentally friendly products cheaper (conversely environmentally damaging products more expensive).

- Singaporeans are aligned with the global average with 58% who say they would support such a policy.
- Countries with the highest levels of support are Indonesia (74%), Mexico (72%), Colombia and Chile (both 71%).

Providing incentives for investing in green financial products and services (e.g., pensions) also receives strong support globally (59%)

- In Singapore, this policy is more strongly supported (65%).
- This policy, however, is less popular across several European countries, the US (48%), and Canada (48%).

Giving more road space to pedestrians and cyclists at the expense of motorists is the fourth most popular policy globally (49%). A similar proportion of Singaporeans would support this policy (49%).

An average of approximately 2 in 5 citizens globally would support the policies of taxing

more environmentally damaging travel (39% Global average / 40% Singapore), requiring all food outlets to provide vegan options (37% Global average / 35% Singapore) and banning petrol/gas- and diesel-powered vehicles from the central areas in cities and towns to create vehicle-free zones (37% Global average / 40% Singapore).

- Opposition to these policies increases notably with a quarter to a third of citizens globally saying they would oppose them (30%, 24% and 31% respectively / 22%, 24% and 20% respectively in Singapore).

Two in 5 citizens globally would oppose policies for higher taxes on red meat and dairy products (40%) and higher taxes on non-renewable energy sources such as gas and oil for heating and cooking (42%) as less than a third (29%) say they would support either policy.

- In Singapore, much fewer oppose these policies, 27% oppose higher taxes on red meat and dairy products (32% supportive) and 28% oppose higher taxes on non-renewable energy sources such as gas and oil for heating and cooking (38% supportive)

Whose responsibility is it to educate the public?

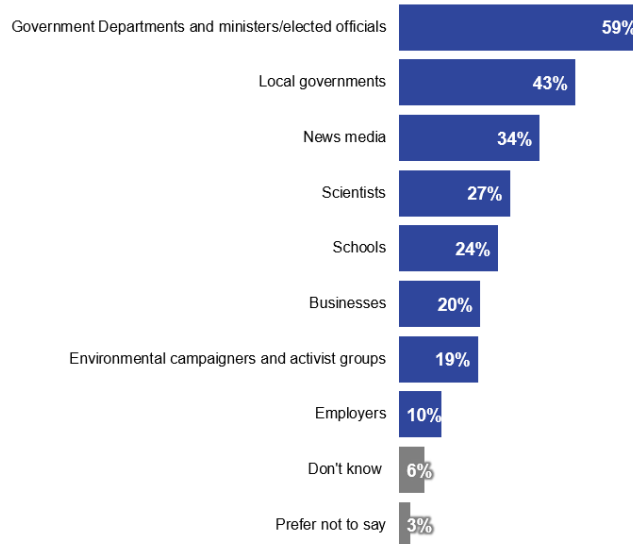
Ipsos observed that lack of action by citizens to engage in and change their behaviours towards having a smaller carbon footprint is often driven more by a lack of understanding than it is by lack of will/intent (i.e., the [believe-true gap](#)). This indicates the need for better education of citizens.

There is notable consensus at a global level that the responsibility for educating the public on climate change lies with government departments and ministers/elected officials (59%). Just over 4 in 10 think it is the responsibility of local governments and just over a third (34%) would consider news media to be responsible. Then scientists (27%), schools (24%), business (20%) and environmental campaigners/activist groups (19%).

In Singapore, 61% place the responsibility with the government and 31% say the responsibility lies with businesses. About 1 in 4 Singaporeans say the responsibility lie with the news media (25%) and schools (23%).

The public think it is mostly the responsibility of the Government Departments and ministers to educate the public on climate change

Q. In your opinion, whose responsibility is it to inform and educate the public about the actions that need to be taken in [COUNTRY] to combat climate change? Please select the three that you consider to be most responsible.



Base: 22,526 online adults across 34 countries, 26th August - 3rd September 2022. NB surveyed adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 24 other markets



Country variations

- In China (68%) and Colombia (53%), the highest level of responsibility for educating the public on climate change is considered to lie with local government (vs. global average of 43%).
- In Peru (58%) and Saudi Arabia (43%) citizens suggest the media has the greatest responsibility for driving education on climate change (vs. global average of 34%).
- Scientists come fourth in terms of responsibility for climate education based on the global average (27%) but are second in Canada (40%), France (35%) and Great Britain (35%).
- Spain stands out with citizens choosing schools (37%) as having responsibility for climate education vs. a global average of 24%.



Responsibility to inform and educate the public about climate change across countries

Q. In your opinion, whose responsibility is it to inform and educate the public about the actions that need to be taken in [COUNTRY] to combat climate change? Please select the three that you consider to be most responsible.

Top three policies:

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

	Global Average	ARG	AUS	BEL	BRA	CAN	CHI	CHN	COL	GER	ESP	FRA	GBR	HUN	INA	IRL	ISR	IND	ITA	JPN	KOR	MEX	MAS	NED	PER	POL	ROU	KSA	SWE	SIN	THA	TUR	USA	UAE	RSA
Government Departments and ministers/elected officials	59%	56%	68%	63%	57%	56%	57%	64%	49%	48%	59%	57%	69%	72%	68%	67%	67%	54%	46%	66%	75%	52%	66%	69%	49%	54%	62%	35%	68%	61%	57%	57%	53%	43%	74%
Local governments	43%	42%	39%	36%	55%	36%	43%	68%	53%	46%	36%	27%	33%	22%	57%	40%	49%	43%	42%	41%	46%	52%	48%	43%	52%	29%	43%	28%	40%	46%	45%	50%	37%	36%	48%
Scientists	27%	21%	37%	33%	20%	40%	24%	24%	22%	33%	34%	33%	35%	37%	19%	32%	16%	16%	37%	14%	13%	21%	21%	30%	21%	33%	31%	25%	37%	16%	17%	38%	36%	22%	23%
Businesses	20%	18%	14%	20%	23%	12%	21%	40%	24%	18%	8%	20%	18%	6%	26%	17%	10%	22%	16%	27%	46%	25%	11%	20%	15%	12%	10%	21%	20%	31%	26%	19%	13%	20%	20%
Employers	10%	4%	7%	9%	7%	7%	6%	9%	9%	8%	9%	10%	10%	9%	16%	13%	9%	22%	9%	5%	11%	5%	12%	8%	3%	12%	12%	20%	7%	19%	10%	10%	7%	15%	12%
News media	34%	51%	25%	27%	28%	21%	55%	41%	45%	24%	35%	28%	26%	41%	35%	28%	29%	37%	41%	22%	35%	45%	36%	22%	58%	38%	34%	43%	22%	25%	28%	35%	25%	40%	34%
Environmental campaigners and activist groups	19%	21%	13%	11%	21%	11%	18%	27%	28%	10%	15%	10%	12%	21%	29%	13%	16%	36%	12%	7%	17%	26%	25%	11%	26%	23%	26%	25%	6%	22%	21%	21%	19%	22%	27%
Schools	24%	40%	15%	18%	30%	16%	28%	13%	32%	11%	37%	27%	18%	29%	19%	29%	40%	22%	29%	10%	16%	28%	30%	8%	30%	31%	31%	19%	25%	23%	9%	26%	17%	21%	32%



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About the study

- These are the results of a 34-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed an international sample of 22,528 adults aged 18-74 in the US, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore and 16-74 in all other countries between 26th August and 9th September 2022.
- Quotas on age, gender and ethnicity were employed to ensure that the sample's composition reflects the overall population distribution, based on Singapore Department of Statistics population estimates.
- The precision of online surveys is measured using a credible interval. In this case, the results reported are accurate to +/- 5 percentage points of the views and perspectives of all Singaporeans aged 21 and above (at 95% confidence interval). Credible intervals are wider among subsets of the population.



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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

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