

GLOBAL VIEWS ON CLIMATE CHANGE

Impact | Information | Action

A Global Advisor survey

November 2023



CHANGERS



Climate Impact

THE HEADLINES



Many global citizens (57%) have already witnessed a severe impact of climate change where they live.

In Mexico, Brazil and Turkey, close to eight in ten say that climate change has had a severe effect where they live. However, countries such as Sweden (24%) and Great Britain (34%) are much less effected.



Across all 31 countries, more than half the population anticipate severe effects of climate change in their area over the next ten years.

Almost nine in ten South Korean citizens expect to see severe impacts of climate change in their region over the next decade.



Over a third of global citizens expect to be displaced because of climate change within the next 25 years.

This rises to over half the population in Turkey, Brazil, India, Malaysia, and Indonesia.

KEY NEW ZEALAND INSIGHTS



Despite the extreme weather events earlier in the year, New Zealanders are less likely than the global country average to say that climate change has had a severe effect on the area where they live so far (44% of New Zealanders say it has had a severe effect vs 57% global country average).



In terms of media coverage of climate change, over a third of New Zealanders (35%) believe the impact of climate change is underestimated, but a quarter (26%) believe the media are exaggerating the impact.



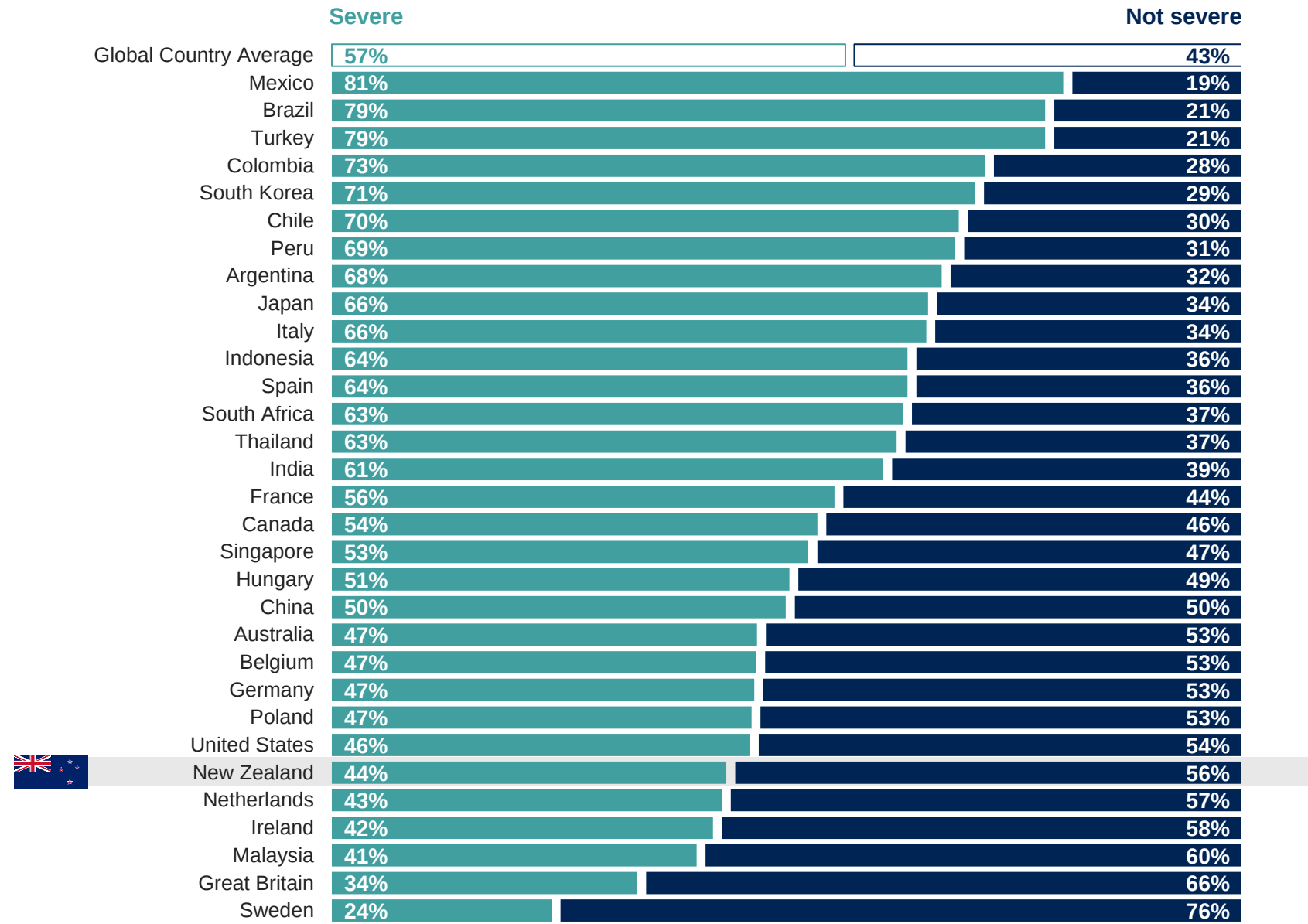
Nearly half of New Zealanders believe the government is working hard (fairly + very) to tackle climate change, higher than the 36% global country average.

Just over half (54%) of New Zealanders believe the government is not putting out enough **information to help them make better choices for tackling climate change**, however New Zealand's government is perceived as one of the highest rated countries in terms of keeping people well **informed about the potential impacts of climate change** (38% positive vs 31% global country average).

Almost six in ten report a severe effect of climate change in the area where they live, but this varies greatly by country

Country data

Q. How severe an effect would you say climate change has had so far in the area where you live?

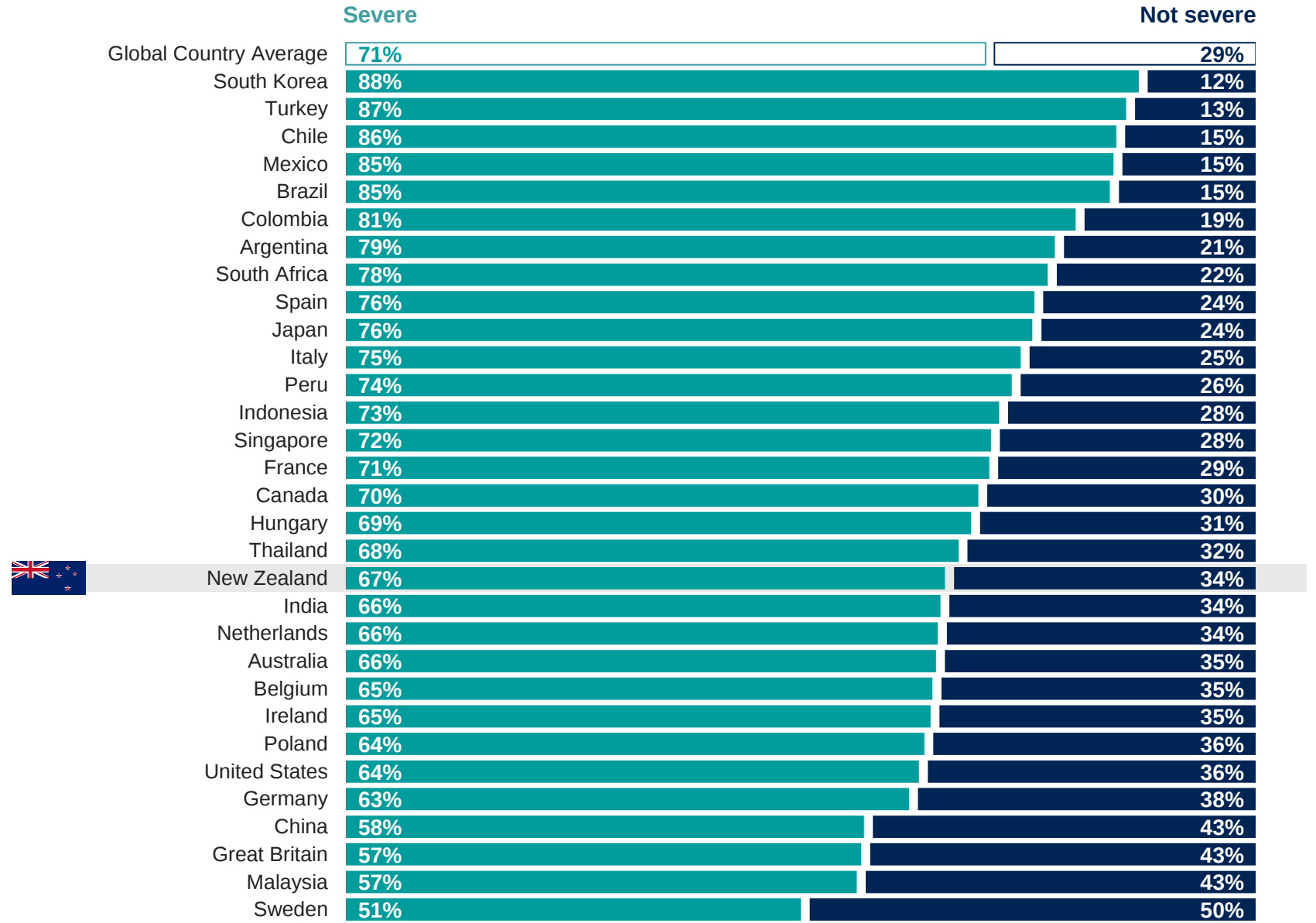


Base: 24,220 online adults across 31 countries, 22nd September - 6th October 2023. NB surveyed adults aged 18 and older in India, 18-74 in Canada, Republic of Ireland, Israel, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 24 other countries.

More than half of citizens across all countries anticipate a severe impact of climate change in their region over the next decade

Country data

Q. How severe an effect do you expect climate change to have in your area over the next 10 years?

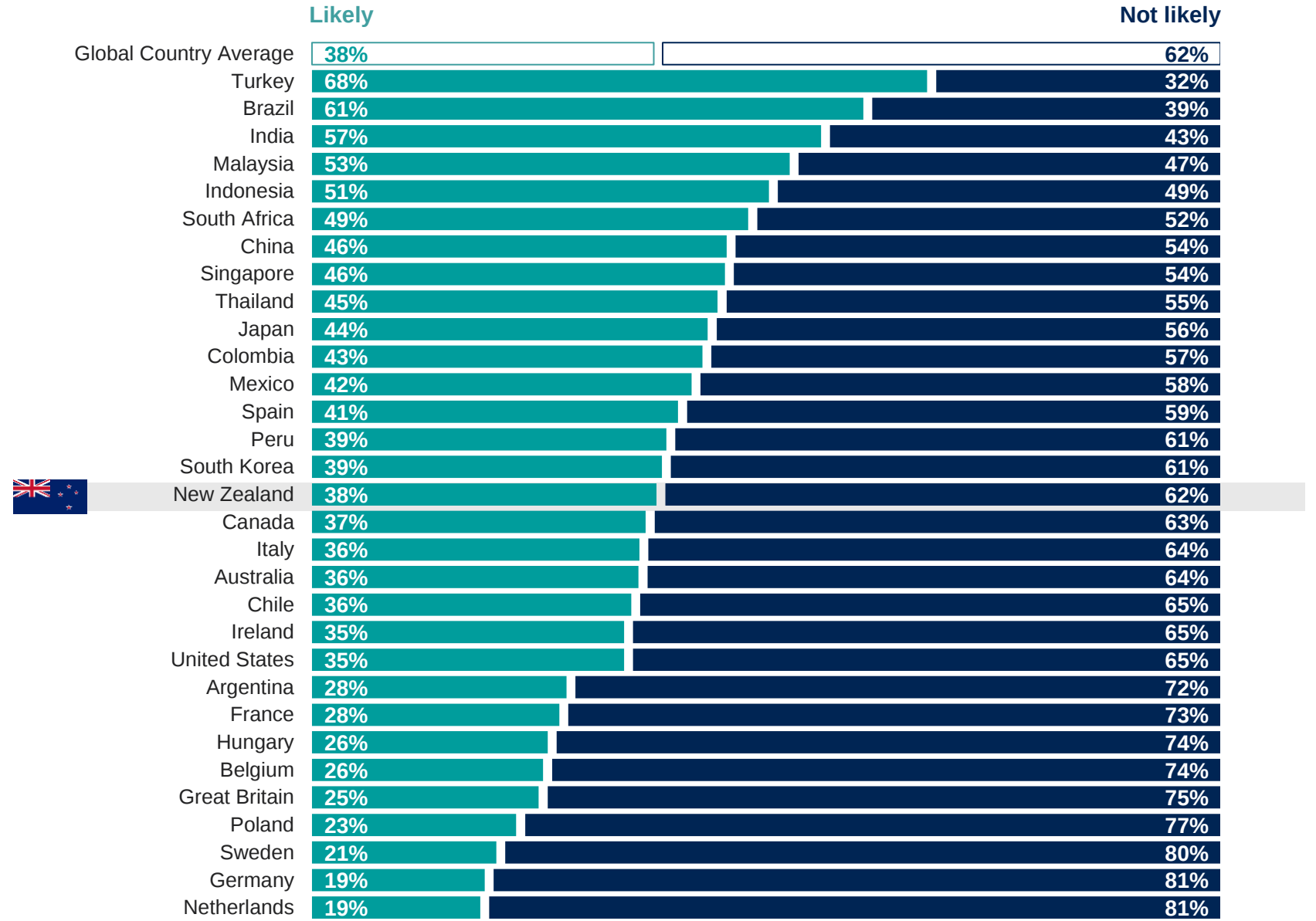


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Close to four in ten expect to be displaced because of climate change in the next 25 years, with much higher predicted likelihood in Turkey, Brazil, and India

Country data

Q. How likely would you say it is that you and your family will be displaced from your home as a result of climate change at some point in the next 25 years?



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Climate Information

THE HEADLINES



Globally six in ten citizens say that both their government and businesses do not provide them with enough information to help them make better choices for tackling climate change.

Notably, Indian citizens are split on whether the information provided by their government and businesses is not enough, the right amount, or too much.



Half (52%) of the global population feel poorly informed by their government about the potential impacts of climate change in their region, and one in ten say they are not informed at all.

Citizens in Peru feel the least informed, with eight in ten saying they lack adequate information.



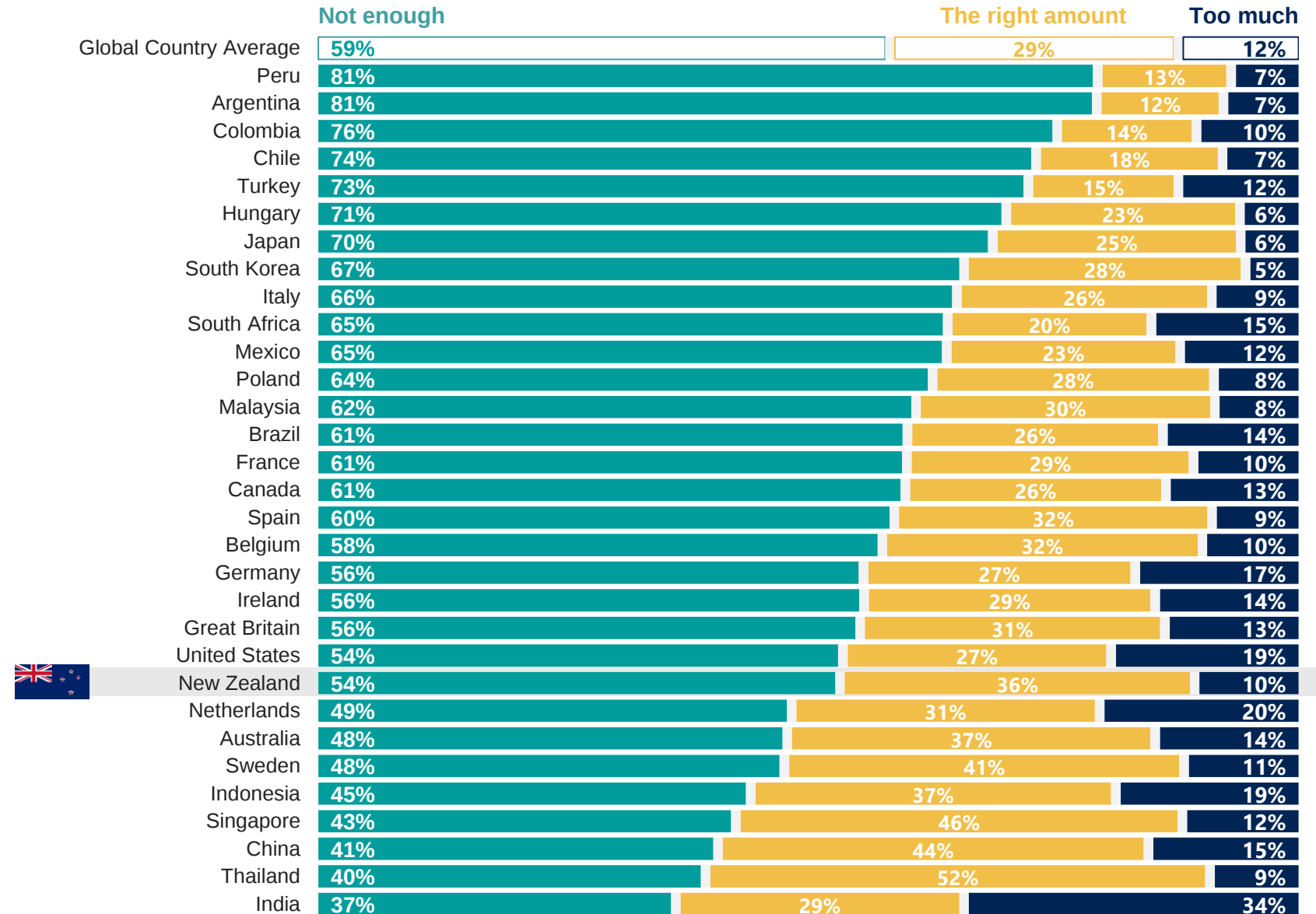
Many feel that media coverage of climate change in their country tends to under or overestimate the impact. Globally, just 24% say the media provides good representation.

Citizens in China are most likely to say that the media provides a good representation of climate change impacts (45%).

Well over half of citizens globally say their government is not providing enough information about how they can make better choices to tackle climate change

Country data

Q. Please select the statement below which best reflects your opinion on the amount of information that the government (in your country) is providing to help you make better choices for tackling climate change.

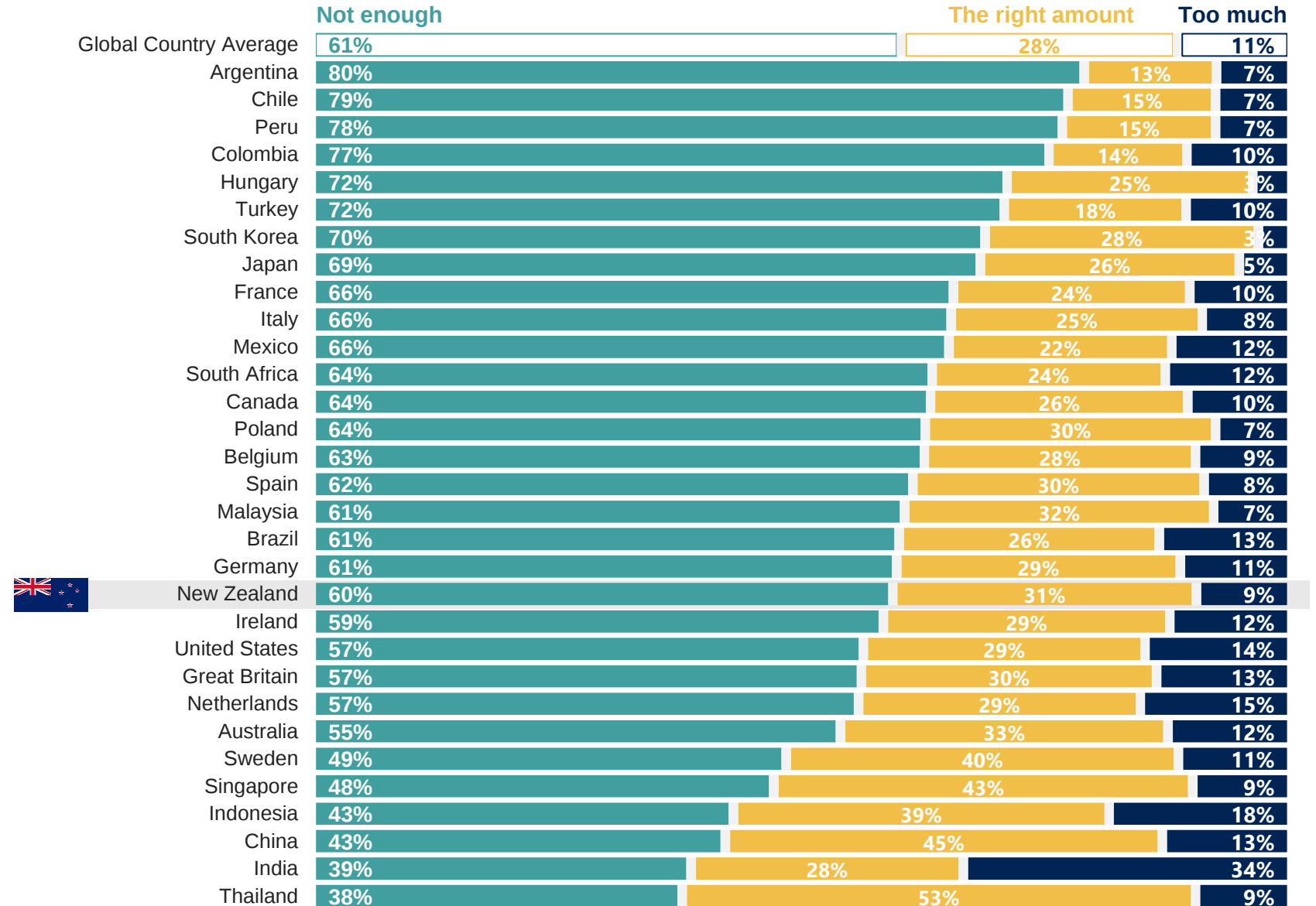


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Only a third of global citizens say that businesses in their country are providing the right amount of information on climate change

Country data

Q. Please select the statement below which best reflects your opinion on the amount of information that businesses (in your country) are providing to help you make better choices for tackling climate change.

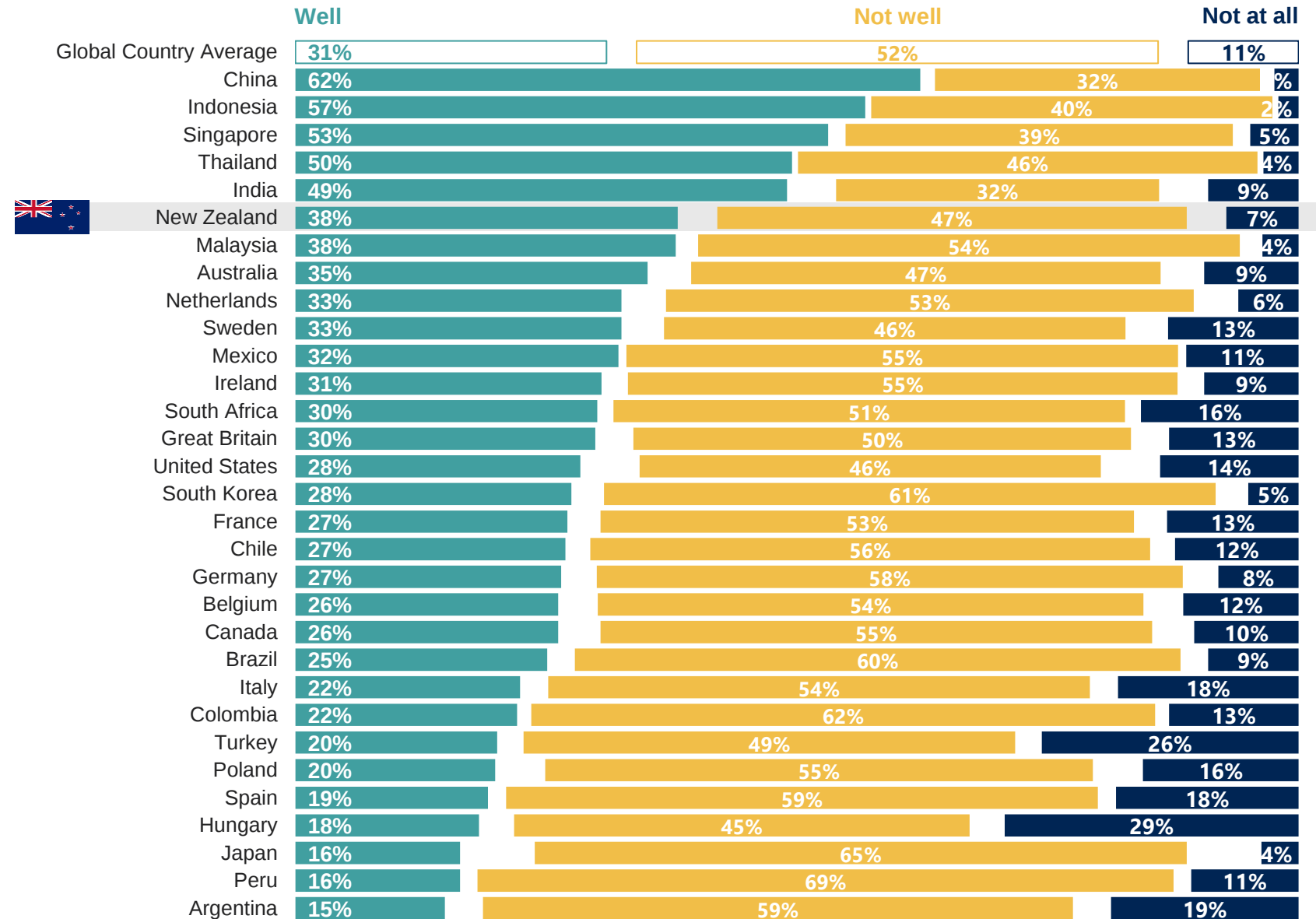


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Around half feel that their government does not keep them well informed about the potential impacts of climate change in their region, if at all

Country data

Q. How well, or not, do you feel your government keeps you informed about the potential impacts of climate change in your region/country?

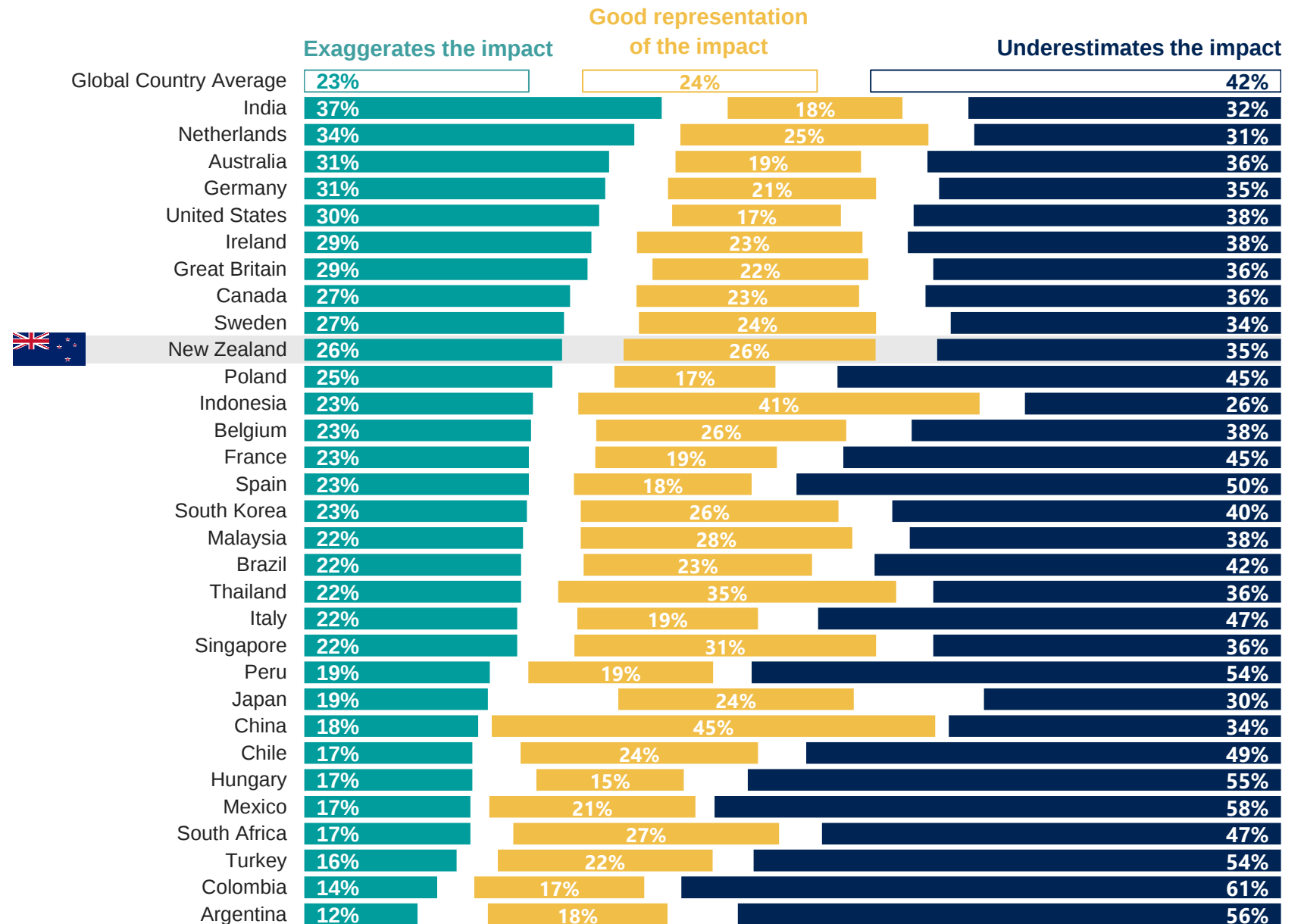


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Broadly, media coverage is felt to underestimate the impact of climate change. Indonesia and China are most likely to consider it to be accurate

Country data

Q. Generally speaking, do you think that media coverage of climate change in your country...



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Climate Action



THE HEADLINES



A little over a third (36%) of citizens globally believe that their government is working hard to tackle climate change.

In Argentina only 9% of citizens think their government is working hard on the issue, compared to China where agreement is almost nine times as high.



Confidence in businesses' efforts to tackle climate change is also low at 32%. And globally, seven in ten think that businesses occasionally, if not regularly, use environmental claims fraudulently.

Almost half (48%) of British citizens believe that businesses make false environmental claims regularly.



Citizens also feel that they are not working hard enough, or at all, to combat climate change (59%).

Citizens in Peru are the least likely to say that they are taking action to tackle the issue (79%), followed by Argentina (77%) and Colombia (77%).



The majority of citizens believe that government, businesses, and citizens are not working hard enough, or at all, to tackle climate change

Global country average

Q. How hard do you think the XXXX (in your country) is working to tackle climate change?



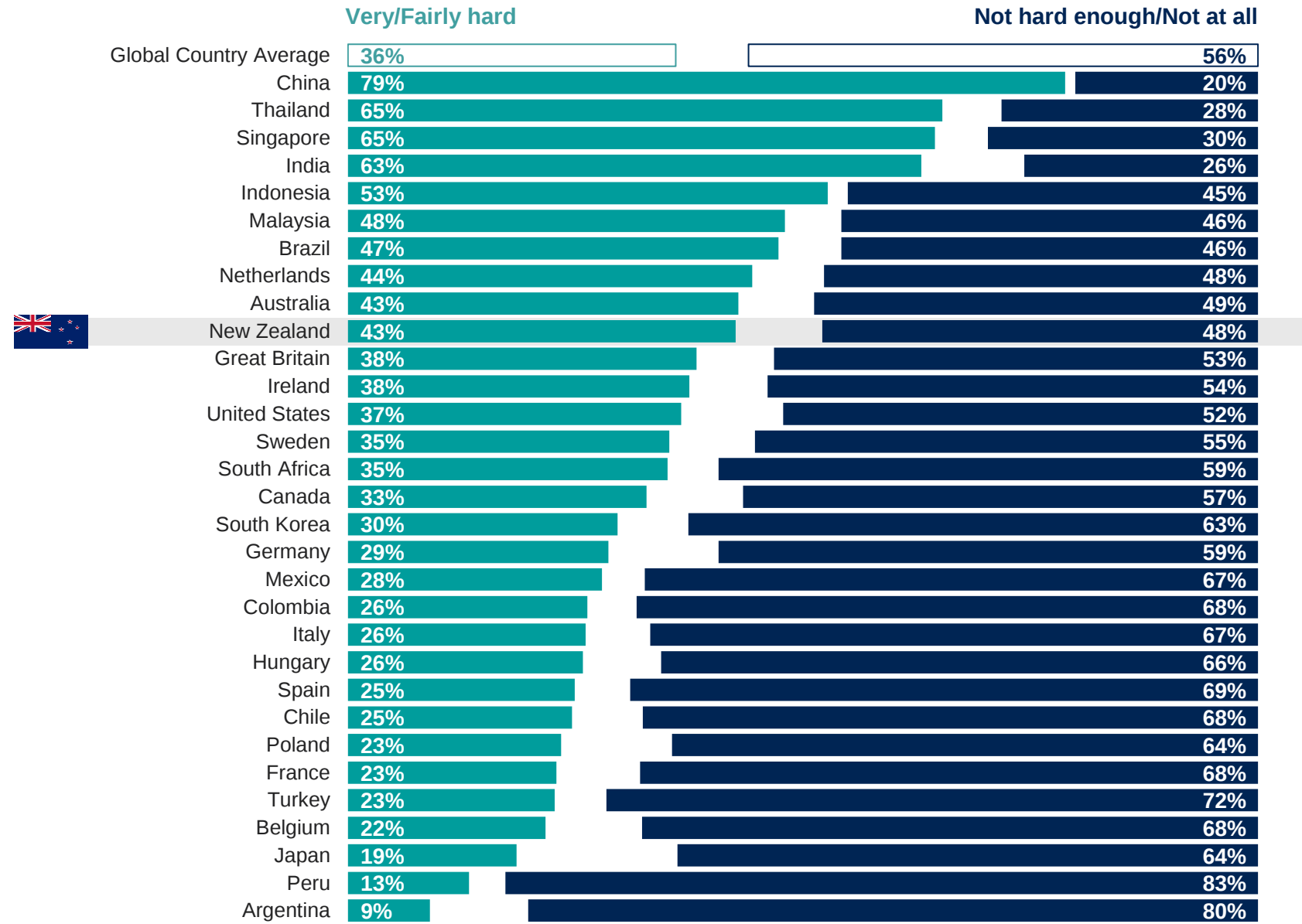
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Just over a third believe that their government is working hard to tackle climate change, with very low agreement in Peru and Argentina

Country data

Q. How hard do you think the government (in your country) is working to tackle climate change?

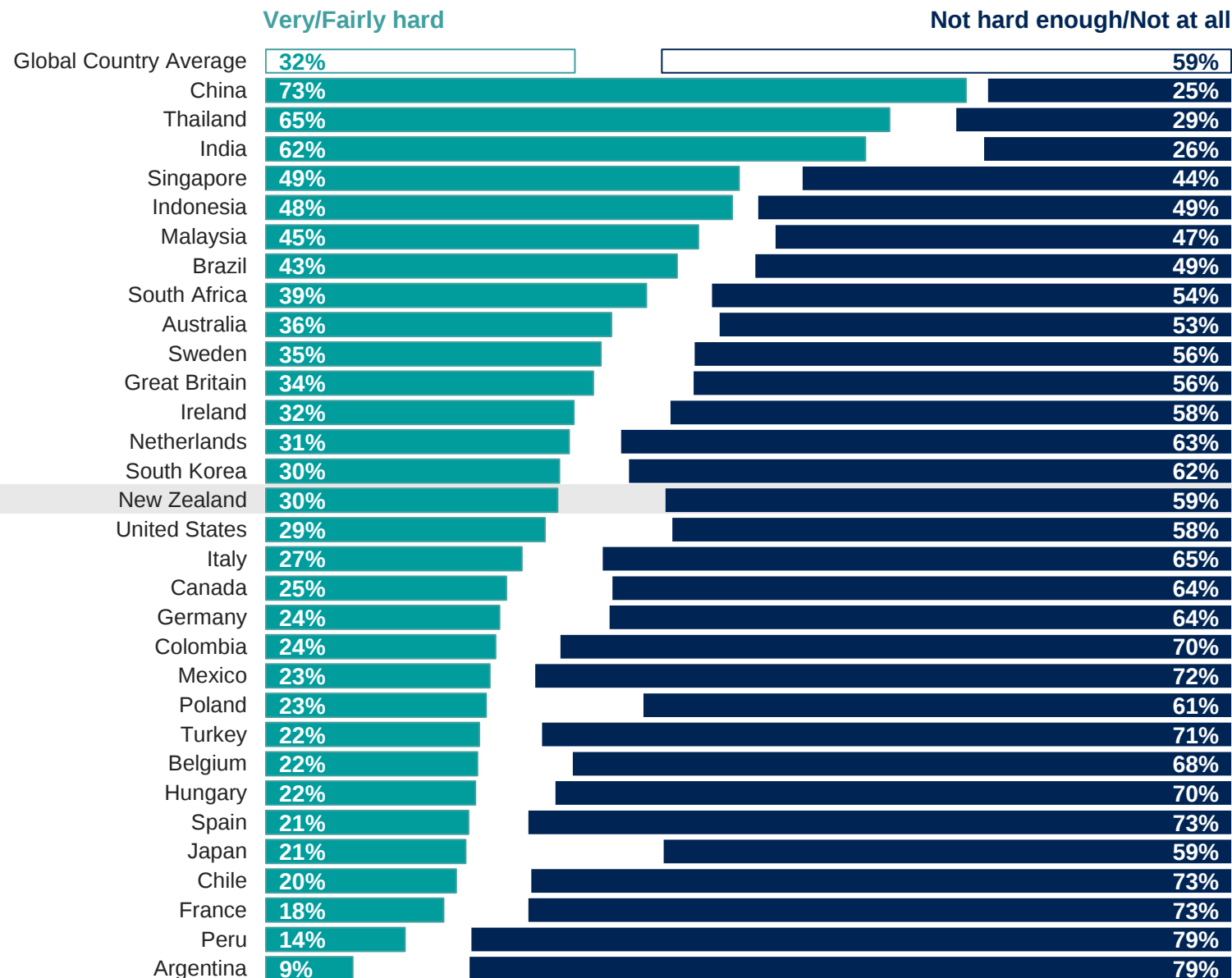


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Confidence in businesses' efforts to tackle climate change is in the minority, with the exceptions of China, Thailand, and India

Country data

Q. How hard do you think businesses (in your country) are working to tackle climate change?

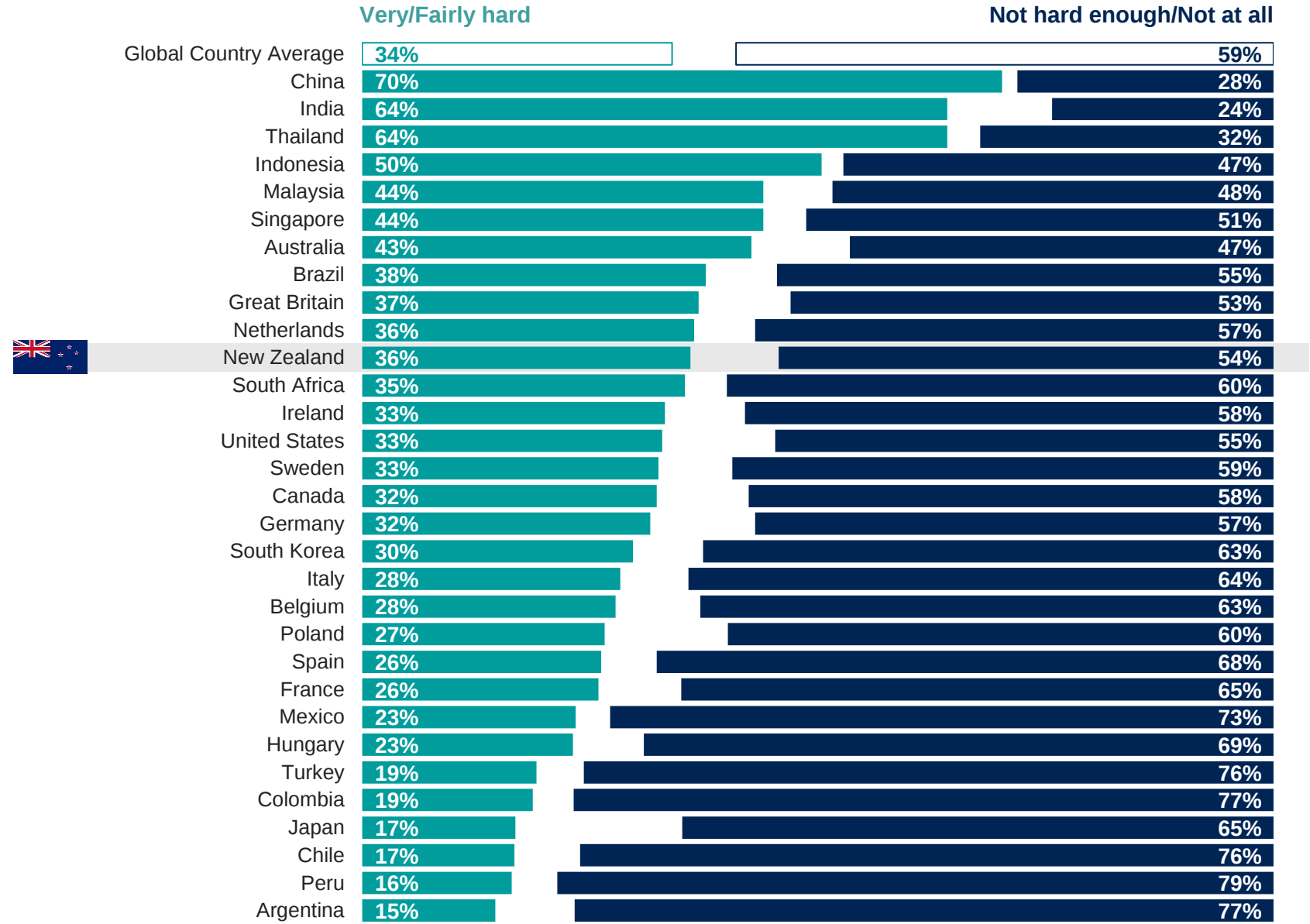


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Six in ten say that citizens are not doing enough, or anything at all, to play their part in tackling climate change

Country data

Q. How hard do you think citizens (in your country) are working to play their part in tackling climate change?

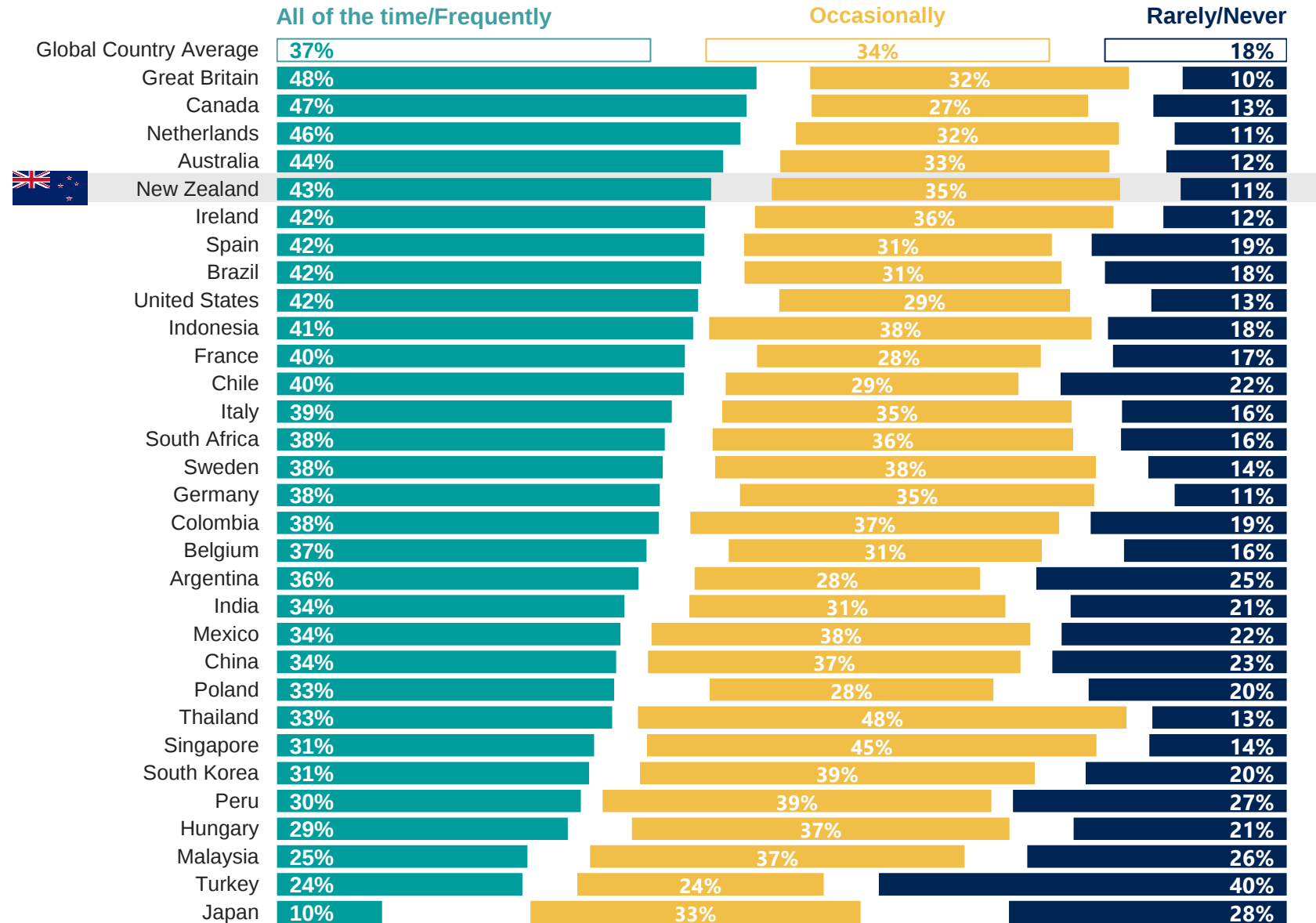


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There is widespread agreement that businesses at least occasionally, if not regularly, use environmental claims without solid commitments

Country data

Q. To what extent do you think businesses (in your country) use environmental claims, without committing to real change?



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These are the findings of a *Global Advisor* Ipsos survey conducted between 22nd September and 6th October 2023

These are the results of a 31-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, September 22 and Friday, October 6, 2023. For this survey, Ipsos interviewed a total of 24,220 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Israel, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 2,000 individuals in Japan, 1,000 individuals each in Australia, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Turkey. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75.

Samples in Brazil, Chile, mainland China, Colombia, Indonesia, Ireland, Malaysia, Mexico, New Zealand, Peru, Singapore, South Africa, Thailand, and

Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

India’s sample represents a large subset of its urban population — social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country’s sample best reflects the demographic profile of the adult population according to the most recent census data. “The Global Country Average” reflects the average result for all the countries and markets in which the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

When percentages do not sum up to 100 or the ‘difference’ appears to be +/-1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos’ use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

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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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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 twelve core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions

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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.

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

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GAME CHANGERS

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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, Markets and People.

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

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

Ultimately, success comes down to a simple truth:

You act better when you are sure.

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

Thank you.

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