EARTH DAY 2024

Public opinion on climate change

April 2024







IN SUMMARY





Key findings - New Zealand



Climate change is a shared responsibility

The majority of New Zealanders continue to think governments, businesses and individuals have a responsibility to tackle climate change. However, fewer people now think that individuals and businesses have to act now.



Growing awareness of climate-positive actions

Despite some misconceptions still, New Zealanders are becoming more aware of the household actions which would have most impact on reducing our carbon footprint, particularly switching to purchasing renewable energy and living carfree.



A question mark remains over the government's plan

2 in 3 believe that if the government doesn't act now to combat climate change, it will be failing New Zealanders. However, only 1 in 3 believe that the government has a clear climate change plan in place.



Transitioning to clean energy comes at a price

Most New Zealanders are optimistic that transitioning economies away from fossil fuels will have environmental benefits. However, views on how it will impact the affordability of energy and general living costs are mixed.



It's not too late to act

In contrast to the growing apathy around the world, New Zealanders are more likely to believe that we can still act and change our behaviour to make a difference and tackle climate change. We are also among the least likely to think of climate change as an issue for the distant future.



Make it cheap and easy

Financial incentives, along with seeing the impact of climatedriven weather events around the country and access to information are the leading motivators that could spur more climate action by New Zealanders – significantly more so compared to others around the world.



Business, government and individuals all have a role to play in the fight against climate change

We're all in this together, right?

While many do believe that businesses, government and individuals all have a role to play in fighting climate change there's a fairly wide variation depending on which country people live in.

Majorities in 28 of the 33 countries surveyed, including New Zealand, agree if their government doesn't act now to combat climate change, it will be failing the people of their country. People in Romania are the least likely to agree (33%), while respondents in Indonesia (80%) the most likely to agree.

A similar pattern plays out with people's attitudes on the role of businesses. Majorities in New Zealand and 27 other of 33 countries also agree if businesses in their country don't act now to combat climate change, they will be failing their employees and customers, with people in Japan the least likely to agree (31%) and those in India and Indonesia the most likely to agree (both 75%).

And majorities in 31 of 33 (including New Zealand) countries agree "if individuals like me do not act now to combat climate change, we will be failing future generations", with only 35% of people in Japan agreeing versus 80% of those in Indonesia.





Gen Z and Millennial men are jaded about taking climate change actions

Climate change is such a big problem, some feel they can't make a difference.

And our global polling finds close to one in three younger men are feeling particularly powerless.

Millennial men, followed very closely by Generation Z men, are the most likely cohort to agree that climate change is beyond our control and it's too late to do anything about it (32% and 30% respectively.) Similar proportions of young males agree there's no point changing their own behaviour to tackle climate change because it won't make any difference anyway (Gen Z men, 32%; Millennial men 31%).

Plus, despite the surge of news reports about heat, floods and fires related to climate change in recent years, Millennial men and Gen Z men are also the most likely cohort to say the negative impact of climate change is too far off in the future for them to worry about (31% and 30% respectively).





Developed countries are expected to lead against climate change, but global collaboration is needed

You made the mess, you clean it up?

Close to two in three (63% on average across 33 countries) seem to hold this view, agreeing "it's right that developed countries (such as the US, UK, Canada, Germany and France) who have contributed most to the climate emergency, by producing the most carbon emissions, should pay more to solve the problem." Perhaps unsurprisingly people who live in these historically high-emission countries are among the least likely to agree that historically high emissions countries should pay more (France, 54%; Germany 54%; Great Britain, 52%; US, 49%; Canada, 47%).

Meanwhile, 70% on average globally, agree developed countries should do more to combat climate change and only 46% think developed countries are currently leading in the fight against climate change.

Even so, a strong majority appears to want both developing and developed economies to take part in cleaning up this climate mess that no single country created alone. Almost three in four (74% across 33 countries) agree we can't fully tackle climate change unless all countries work together.





People lack the knowledge on what individual actions have the most impact

The journey to a greener world might begin with a single step, but not all steps are equal.

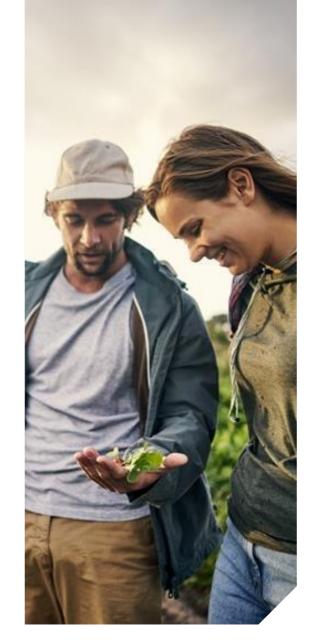
Throwing plastic bottles in the recycling bin, for example, was long believed to be a pretty small habit with a very big impact. But a spate of academic articles and news reports questioning the truth of this seems to have changed some minds.

Back in 2022, 51%, on average across 31 countries

(50% in New Zealand), ranked recycling among the most impactful ways households could reduce global greenhouse gas emissions. That belief dropped significantly in 2023 to 33% (both31 country average and in New Zealand) and now sits at 34% in 2024.

While there's been some movement, recycling is still seen as a top way to reduce one's carbon footprint, coming in right behind switching to purchasing renewable energy (38%) which is actually significantly more impactful, according to <u>research published in</u> <u>Environmental Research</u> <u>Letters</u>. Switching to purchasing renewable energy is now top in New Zealand.

Of course, any step to becoming greener is good but clearly governments and businesses have some work to do to communicate which actions will actually have the biggest impact on cutting emissions.





Cost of living fears in developed countries could hamper renewable energy transition

While many see <u>the</u> <u>importance of moving away</u> <u>from fossil fuels</u> in fighting the climate crisis, wider concerns in some countries could slow the change.

On average across 33 countries, two in three think moving towards renewable energy will have a positive impact on air quality (65%), nature (63%) and tackling climate change (63%). However, this masks differences in attitudes on a country level. In New Zealand the biggest perceived positive impacts are on our © lpsos | Earth Day 2024 natural environment and air quality (72% and 71% respectively).

Despite inflation rates in much of the world falling, for many – particularly in Europe and North America – there is the belief that the transition away from fossil fuels comes with a hit to their wallet.

Globally, 29% think moving towards renewable energy will have a negative impact on the cost of living. However, this concern is greater in the G7 countries (rising to 37%) and is particularly high in Germany (47%) and Canada (42%).

This is part of a wider issue that those in the G7 nations are struggling to see the benefits of a transition away from fossil fuels.

When asked whether they think a transition to renewable energy will have a positive impact on areas such as economic growth, air quality, and fighting climate change, people in more developed countries are less likely to see the positives this will bring.





What this means for...



Governments

Policymakers around the world have talked the talk about climate change, but a lack of action on the problem is leading to apathy in some quarters.

In this report, we are seeing a growing feeling of powerlessness in the fight to tackle the climate crisis, especially among younger people. The number who think their government has a clear plan to tackle climate change has declined since 2022. Those who think their government would be failing its citizens if it didn't act against climate change is down across most countries in the last two years.

But people want a response now. The negative impact of climate change is seen as already here. However, there is still time to fight back. A majority in all but one of the countries surveyed think it is not too late to tackle climate change.

Better communication and education to help individuals know where their actions can have the most impact is an area government could be doing better. Thirty-seven per cent say easy access to more information would encourage them to take more action.

People feel they can make a personal impact against climate change but need greater knowledge about how to make the most effective choices.



What this means for...



Brands

Should businesses be part of the fight against climate change? Most say yes.

Almost three in five agree if businesses in their country don't act now to combat climate change they will be failing their employees and customers, with a general consensus across the generations on this.

So, brands that are talking about and taking steps to combat climate change are doing what the majority, from fresh-faced students to seasoned seniors, expect them to do. Though it's key to note that while younger people are often more optimistic than older people on a range of issues our global polling finds climate change appears to be the exception to the rule.

For example, while almost three in four Boomers (73%) and Gen Xers (71%) agree if everyone made small changes in their everyday lives this could have a big impact on tackling climate change, Millennials (68%) and Gen Zers (63%) are less likely to think so.

Meaning, businesses that are crafting climate action strategies might need to tweak ads and messaging intended to target younger, and at least on this issue, more cynical staff/customers.



GOVERNMENT, BUSINESS AND THE INDIVIDUAL



Base: New Zealand (2024 - n=1,002, interviewed 26 Jan - 9 Feb 2024; 2023 - n=1,002, interviewed 23 May - 30 May 2023, ; 2022 - n=1,003, interviewed 19 Feb - 5 Mar 2022). Fewer New Zealanders now think that individuals and businesses have to act now on climate change. However, they still hold the Government to account.



73% **67**% 70% 66% 65% 66% 64% 65% 62% 46% 31% 32% 2022 2023 2024 -----If individuals like me do not act now to combat climate change, we will be failing future generations -----If businesses in [COUNTRY] do not act now to combat climate change, they will be failing their employees and customers

% agree or strongly agree

- [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



[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

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| Country | Agree | Disagree | Change Agree / 23 | Change Agree / 22 |
|--------------------|-------|----------|----------------------|----------------------|
| 33-Country Average | 31% | 33% | #N/A | #N/A |
| China | 75% | 6% | #N/A | -7 |
| India | 73% | 6% | +6 | +8 |
| Indonesia | 54% | 12% | +5 | #N/A |
| Thailand | 44% | 20% | -3 | #N/A |
| Malaysia | 41% | 16% | -8 | -5 |
| Brazil | 40% | 28% | -1 | -1 |
| Sweden | 38% | 26% | +9 | = |
| Singapore | 38% | 21% | -14 | #N/A |
| United States | 35% | 23% | +16 | +8 |
| Mexico | 35% | 27% | -4 | -5 |
| Great Britain | 34% | 29% | +7 | -5 |
| Colombia | 33% | 29% | -2 | -3 |
| New Zealand | 32% | 29% | +1 | -14 |
| South Africa | 31% | 35% | +7 | +1 |
| Germany | 30% | 34% | +3 | -5 |
| Canada | 29% | 28% | +6 | -1 |
| Switzerland | 29% | 31% | -3 | -15 |
| France | 28% | 33% | +4 | -6 |
| Chile | 28% | 32% | -2 | -12 |
| Netherlands | 27% | 33% | +4 | -3 |
| Spain | 25% | 37% | -1 | -10 |
| Peru | 24% | 38% | -3 | -12 |
| Australia | 24% | 34% | -6 | -13 |
| South Korea | 23% | 36% | +1 | -18 |
| Ireland | 22% | 39% | #N/A | #N/A |
| Italy | 20% | 45% | -9 | -21 |
| Türkiye | 20% | 54% | -11 | -18 |
| Argentina | 20% | 34% | +4 | -5 |
| Belgium | 17% | 41% | -2 | -9 |
| Poland | 13% | 60% | -10 | -19 |
| Japan | 12% | 52% | -2 | -18 |
| Romania | 10% | 58% | #N/A | #N/A |
| Hungary | 9% | 57% | -6 | -20 |



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

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| | | | Change Agree | |
|--------------------|-------|------------|--------------|------|
| Country | Agree | Disagree | / 23 | / 22 |
| 33-Country Average | 60% | 15% | #N/A | #N/A |
| Indonesia | 80% | • % | +14 | #N/A |
| Peru | 78% | 7% | +7 | -2 |
| South Africa | 76% | 10% | +1 | -9 |
| India | 75% | 9% | +8 | +4 |
| Colombia | 74% | 9% | -3 | -11 |
| Mexico | 70% | 10% | +1 | -7 |
| Brazil | 69% | 9% | -1 | -6 |
| Thailand | 68% | 9% | -4 | #N/A |
| Chile | 68% | 9% | = | -18 |
| New Zealand | 66% | 15% | = | +1 |
| China | 65% | 10% | #N/A | -10 |
| France | 64% | 14% | -1 | -10 |
| Malaysia | 64% | 9% | -1 | -12 |
| Hungary | 63% | 11% | -2 | -5 |
| Singapore | 62% | 11% | +1 | #N/A |
| Argentina | 61% | 13% | -7 | -22 |
| Great Britain | 60% | 18% | -6 | -6 |
| Sweden | 60% | 20% | +7 | -9 |
| Australia | 59% | 17% | -2 | -11 |
| Spain | 59% | 17% | -4 | -11 |
| Poland | 59% | 18% | +4 | -4 |
| Ireland | 58% | 18% | #N/A | -15 |
| Canada | 56% | 21% | -1 | -8 |
| Italy | 54% | 16% | -1 | -14 |
| Belgium | 54% | 19% | -6 | -18 |
| United States | 54% | 20% | = | -8 |
| South Korea | 53% | 15% | +6 | -7 |
| Türkiye | 53% | 19% | -6 | -8 |
| Netherlands | 49% | 25% | -5 | -11 |
| Germany | 47% | 26% | -3 | -14 |
| Switzerland | 46% | 25% | -3 | -10 |
| Japan | 37% | 25% | +1 | -10 |
| Romania | 33% | 29% | #N/A | #N/A |



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

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| Country | Agree | Disagree | Change Agree / 23 | Change Agree / 22 |
|--------------------|-------|----------|----------------------|----------------------|
| 33-Country Average | 59% | 15% | #N/A | #N/A |
| India | 75% | 10% | +8 | +6 |
| Indonesia | 75% | 6% | +11 | #N/A |
| Colombia | 74% | 9% | +2 | -10 |
| Peru | 71% | 6% | +5 | -12 |
| Brazil | 71% | 9% | +2 | -6 |
| Mexico | 70% | 10% | +1 | -9 |
| South Africa | 70% | 11% | = | -11 |
| Chile | 68% | 10% | -1 | -13 |
| Thailand | 67% | 9% | +1 | #N/A |
| France | 65% | 13% | +1 | -9 |
| China | 65% | 9% | #N/A | -10 |
| New Zealand | 62% | 15% | -3 | -8 |
| Malaysia | 61% | 9% | +2 | -6 |
| Singapore | 59% | 11% | +1 | #N/A |
| Spain | 59% | 17% | -1 | -11 |
| Great Britain | 58% | 16% | -5 | -9 |
| Argentina | 58% | 11% | -3 | -19 |
| Hungary | 58% | 13% | -2 | -6 |
| Sweden | 57% | 18% | +5 | -14 |
| Ireland | 57% | 18% | #N/A | -17 |
| Australia | 55% | 19% | -2 | -13 |
| Belgium | 55% | 15% | -3 | -14 |
| Italy | 53% | 16% | +1 | -13 |
| Poland | 53% | 20% | +2 | -10 |
| Netherlands | 53% | 21% | -7 | -12 |
| Türkiye | 52% | 23% | -5 | -9 |
| United States | 52% | 20% | = | -9 |
| Canada | 51% | 22% | -4 | -11 |
| South Korea | 48% | 18% | +6 | -12 |
| Switzerland | 46% | 24% | -3 | -12 |
| Germany | 44% | 26% | -5 | -18 |
| Romania | 40% | 20% | #N/A | #N/A |
| Japan | 31% | 25% | +3 | -13 |



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

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| • | • • | . . | Change Agree | |
|--------------------|-------|------------|--------------|------|
| Country | Agree | Disagree | / 23 | / 22 |
| 33-Country Average | 63% | 14% | #N/A | #N/A |
| Indonesia | 80% | 5% | +13 | #N/A |
| India | 77% | 9% | +8 | +2 |
| Colombia | 77% | 8% | -2 | -10 |
| Mexico | 76% | 8% | = | -7 |
| South Africa | 76% | 10% | +2 | -5 |
| Peru | 74% | 9% | +3 | -9 |
| China | 73% | 8% | #N/A | -6 |
| Chile | 72% | 10% | -1 | -12 |
| Brazil | 72% | 8% | -1 | -4 |
| Argentina | 69% | 10% | -5 | -14 |
| Thailand | 68% | 9% | -1 | #N/A |
| Singapore | 66% | 12% | -4 | #N/A |
| New Zealand | 64% | 15% | -3 | -9 |
| Malaysia | 64% | 9% | +1 | -13 |
| France | 63% | 16% | -1 | -4 |
| Türkiye | 61% | 14% | -4 | -8 |
| Italy | 61% | 13% | -1 | -10 |
| Poland | 61% | 16% | +3 | = |
| Spain | 61% | 17% | -2 | -12 |
| Great Britain | 61% | 17% | -5 | -5 |
| Sweden | 60% | 17% | +4 | -11 |
| Hungary | 60% | 11% | -2 | -8 |
| Ireland | 58% | 18% | #N/A | -16 |
| South Korea | 58% | 15% | +3 | -10 |
| Australia | 56% | 20% | -2 | -12 |
| Canada | 55% | 21% | -5 | -7 |
| Romania | 55% | 18% | #N/A | #N/A |
| Switzerland | 55% | 21% | +1 | -9 |
| United States | 54% | 19% | = | -7 |
| Netherlands | 53% | 22% | -3 | -10 |
| Belgium | 51% | 21% | -7 | -14 |
| Germany | 50% | 25% | -3 | -12 |
| Japan | 35% | 25% | +5 | -9 |



[COUNTRY] is a world leader in the fight against climate change

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Base: 24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.

| Country | Agree | Disagree |
|---------------------|-------|----------|
| 33-Country Average | 31% | 33% |
| China | 75% | 6% |
| India | 73% | 6% |
| Indonesia | 54% | 12% |
| Thailand | 44% | 20% |
| Malaysia | 41% | 16% |
| Brazil | 40% | 28% |
| Sweden | 38% | 26% |
| Singapore | 38% | 21% |
| United States | 35% | 23% |
| Mexico | 35% | 27% |
| Great Britain | 34% | 29% |
| Colombia | 33% | 29% |
| New Zealand | 32% | 29% |
| South Africa | 31% | 35% |
| Germany | 30% | 34% |
| Canada | 29% | 28% |
| Switzerland | 29% | 31% |
| France | 28% | 33% |
| Chile | 28% | 32% |
| Netherlands | 27% | 33% |
| Spain | 25% | 37% |
| ^{>} eru | 24% | 38% |
| Australia | 24% | 34% |
| South Korea | 23% | 36% |
| reland | 22% | 39% |
| Italy | 20% | 45% |
| Türkiye | 20% | 54% |
| Argentina | 20% | 34% |
| Belgium | 17% | 41% |
| Poland | 13% | 60% |
| Japan | 12% | 52% |
| Romania | 10% | 58% |
| Hungary | 9% | 57% |

Change Agree / 23

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RISING APATHY AND CLIMATE FATIGUE

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Despite growing apathy around the world, New Zealanders are among the least cynical about climate change. We are most likely to disagree that climate change is beyond our control and among the most likely to disagree that the negative impact of climate change is too far off in the future for us to worry about.

More New Zealanders agree that despite the tough economic times, we should invest in measures to reduce climate change now. However, we are less willing to pay more taxes in order to fund this.



Climate change is beyond our control – it's too late to do anything about it

Base: 24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.

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|--------------------|-----|---------|
| 33-Country Average | 25% | 47% |
| India | 67% | 179 |
| Thailand | 38% | 39% |
| Mexico | 34% | 45% |
| Malaysia | 28% | 38% |
| Brazil | 27% | 49% |
| France | 26% | 45% |
| Chile | 26% | 47% |
| Türkiye | 25% | 45% |
| Colombia | 25% | 51% |
| Spain | 25% | 46% |
| Romania | 24% | 42% |
| Indonesia | 23% | 51% |
| Italy | 23% | 43% |
| Belgium | 23% | 44% |
| South Africa | 23% | 56% |
| China | 23% | 54% |
| Japan | 23% | 31% |
| Singapore | 23% | 50% |
| Switzerland | 23% | 50% |
| Germany | 23% | 49% |
| Peru | 23% | 50% |
| Sweden | 22% | 54% |
| Great Britain | 21% | 52% |
| Hungary | 21% | 44% |
| New Zealand | 20% | 58% |
| United States | 20% | 49% |
| Ireland | 20% | 54% |
| Poland | 20% | 56% |
| South Korea | 20% | 47% |
| Argentina | 19% | 48% |
| Canada | 19% | 50% |
| Netherlands | 17% | 57% |

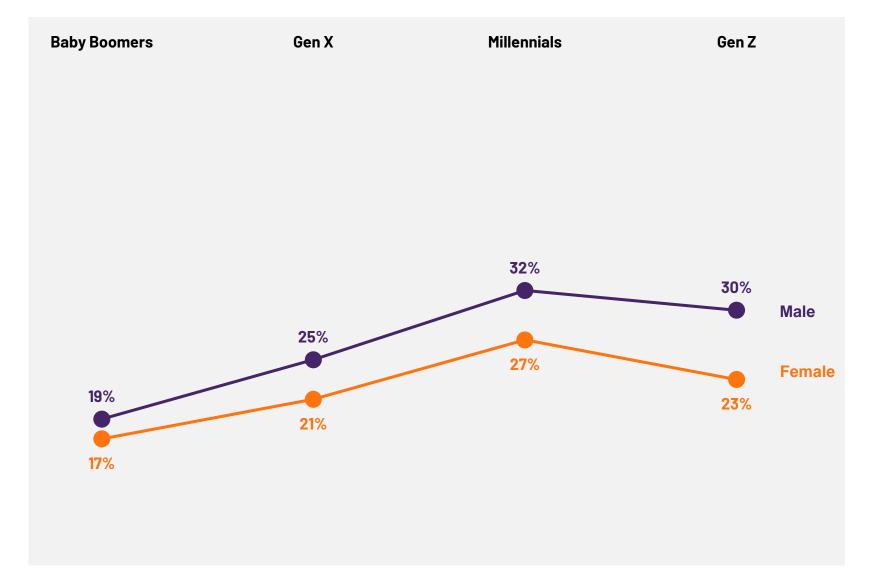
Change Agree / 23 #N/A +2 +3 +13 -5 +2 = +7 -6 +4 +2 #N/A +1 = = +2 #N/A +1 -1 -1 +2 -3 = +1 = +1 +4 #N/A +4 +2 -1 +3

-4 -4



Climate change is beyond our control – it's too late to do anything about it

% Agree





There is no point in changing my own behaviour to tackle climate change because it won't make any difference anyway

Base: 24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.

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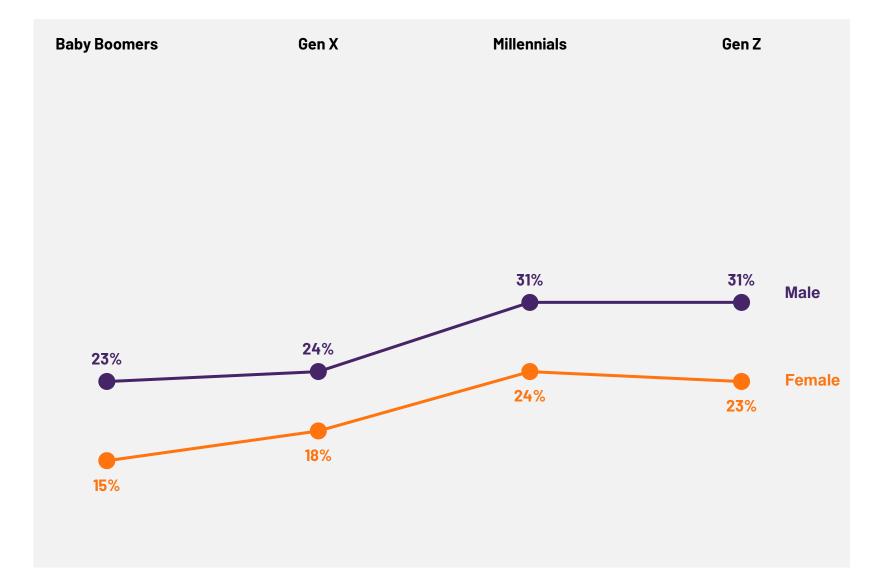
| Country | Agree | Disagree |
|--------------------|-------|----------|
| 33-Country Average | 24% | 52% |
| India | 68% | 16% |
| Thailand | 33% | 44% |
| Poland | 29% | 51% |
| Malaysia | 28% | 39% |
| Mexico | 26% | 50% |
| Germany | 25% | 51% |
| Canada | 24% | 49% |
| reland | 24% | 53% |
| Singapore | 24% | 50% |
| Netherlands | 24% | 52% |
| Sweden | 24% | 57% |
| China | 23% | 57% |
| Peru | 23% | 47% |
| Great Britain | 23% | 53% |
| South Africa | 23% | 55% |
| Chile | 22% | 55% |
| United States | 22% | 48% |
| Belgium | 22% | 51% |
| ndonesia | 22% | 58% |
| Switzerland | 22% | 52% |
| Australia | 21% | 52% |
| Brazil | 21% | 58% |
| France | 21% | 57% |
| Argentina | 21% | 53% |
| Spain | 21% | 56% |
| Romania | 20% | 51% |
| Türkiye | 20% | 53% |
| New Zealand | 20% | 58% |
| Colombia | 20% | 58% |
| South Korea | 17% | 54% |
| taly | 17% | 59% |
| Japan | 14% | 45% |
| Hungary | 10% | 64% |

Change Agree / 23 #N/A +6 +4 +7 -4 +6 +2 +5 #N/A -4 = +3 #N/A -2 = +4 +2 +4 +2 +6 -5 -5 +1 -1 +7 = #N/A -1 -3 = +1 +1 -1 =



There is no point in changing my own behaviour to tackle climate change because it won't make any difference anyway

% Agree





The negative impact of climate change is too far off in the future for me to worry about

Base: 24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.

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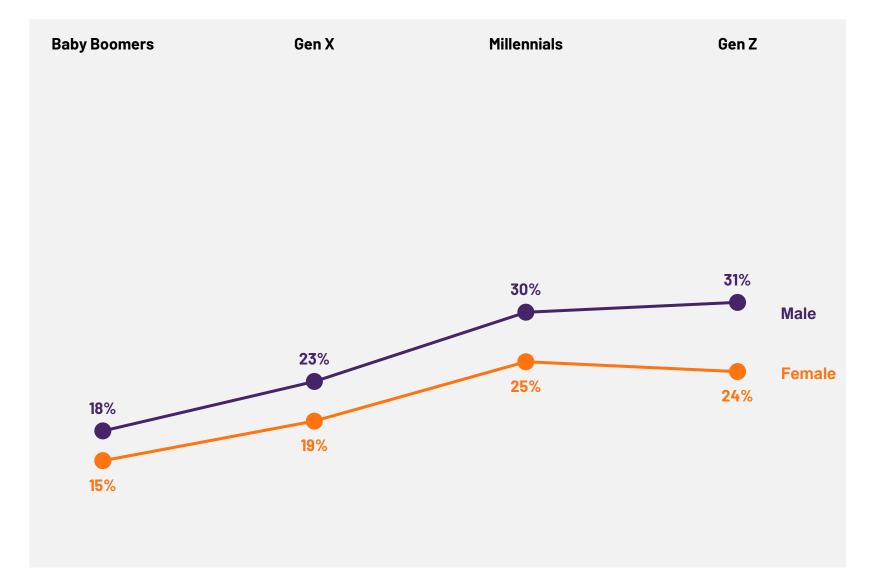
| Country | Agree | Disagree |
|--------------------|-------|----------|
| 33-Country Average | 23% | 52% |
| India | 68% | 15% |
| Thailand | 40% | 36% |
| Peru | 38% | 39% |
| Mexico | 36% | 43% |
| Colombia | 33% | 47% |
| Malaysia | 31% | 37% |
| Argentina | 27% | 47% |
| Singapore | 26% | 46% |
| Chile | 25% | 55% |
| Poland | 24% | 55% |
| Brazil | 24% | 55% |
| Indonesia | 22% | 60% |
| Ireland | 22% | 52% |
| Great Britain | 21% | 55% |
| South Africa | 21% | 56% |
| Sweden | 20% | 54% |
| China | 20% | 60% |
| Australia | 19% | 51% |
| Netherlands | 19% | 54% |
| Spain | 19% | 56% |
| Belgium | 19% | 57% |
| United States | 19% | 49% |
| Romania | 19% | 44% |
| Canada | 17% | 54% |
| Switzerland | 17% | 56% |
| Germany | 17% | 54% |
| South Korea | 17% | 56% |
| Türkiye | 17% | 59% |
| Italy | 16% | 61% |
| Hungary | 15% | 55% |
| New Zealand | 15% | 63% |
| France | 14% | 64% |
| Japan | 12% | 54% |

Change Agree / 23 #N/A +6 +2 = +2 -1 -2 -3 -1 +2 +9 +4 +3 #N/A +2 +1 -4 #N/A = -3 = +5 +4 #N/A = -3 -3 +3 -5 = = -3 -1 +1



The negative impact of climate change is too far off in the future for me to worry about

% Agree



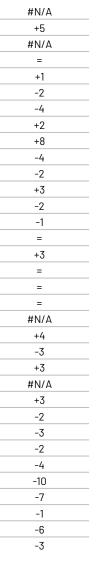


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If everyone made small changes in their everyday lives this could have a big impact on tackling climate change

Base: 24,290 online adults under the age of 75, interviewed 26 Jan - 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.

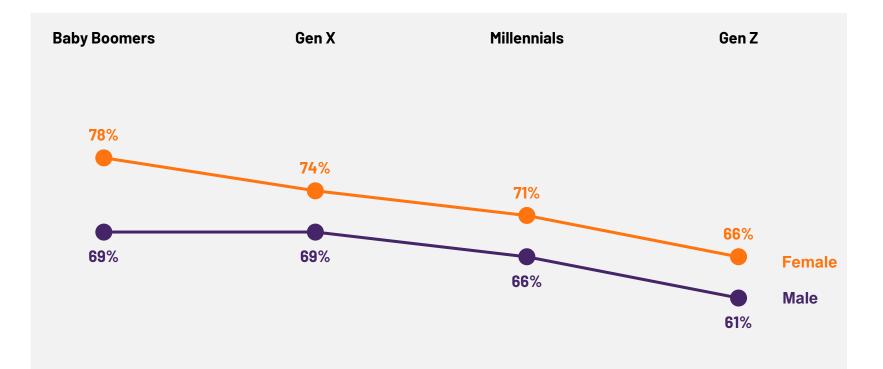
| Country | Agree | Disagree | Change Agree / 23 |
|--------------------|-------|----------|----------------------|
| 33-Country Average | 69% | 11% | #N/A |
| Indonesia | 82% | 6% | +5 |
| China | 81% | 4% | #N/A |
| Colombia | 81% | 7% | = |
| Mexico | 79% | 7% | +1 |
| Peru | 79% | 6% | -2 |
| South Africa | 78% | 7% | -4 |
| Thailand | 77% | 4% | +2 |
| India | 77% | 8% | +8 |
| Argentina | 75% | 8% | -4 |
| Chile | 73% | 11% | -2 |
| Malaysia | 73% | 8% | +3 |
| Brazil | 72% | 9% | -2 |
| Singapore | 71% | 8% | -1 |
| Poland | 70% | 14% | = |
| Türkiye | 70% | 13% | +3 |
| New Zealand | 70% | 13% | = |
| Italy | 70% | 9% | = |
| Hungary | 69% | 8% | = |
| Romania | 67% | 10% | #N/A |
| Sweden | 67% | 14% | +4 |
| France | 67% | 14% | -3 |
| South Korea | 67% | 10% | +3 |
| Ireland | 66% | 14% | #N/A |
| United States | 66% | 12% | +3 |
| Spain | 65% | 14% | -2 |
| Australia | 63% | 14% | -3 |
| Germany | 63% | 15% | -2 |
| Canada | 62% | 14% | -4 |
| Great Britain | 62% | 16% | -10 |
| Netherlands | 60% | 14% | -7 |
| Switzerland | 60% | 15% | -1 |
| Belgium | 60% | 15% | -6 |
| Japan | 48% | 17% | -3 |





If everyone made small changes in their everyday lives this could have a big impact on tackling climate change

% Agree





Now is not the right time to be investing in measures to reduce climate change given the tough economic conditions

개운.

Base: 24,290 online adults under the age of 75, interviewed 26 Jan - 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.

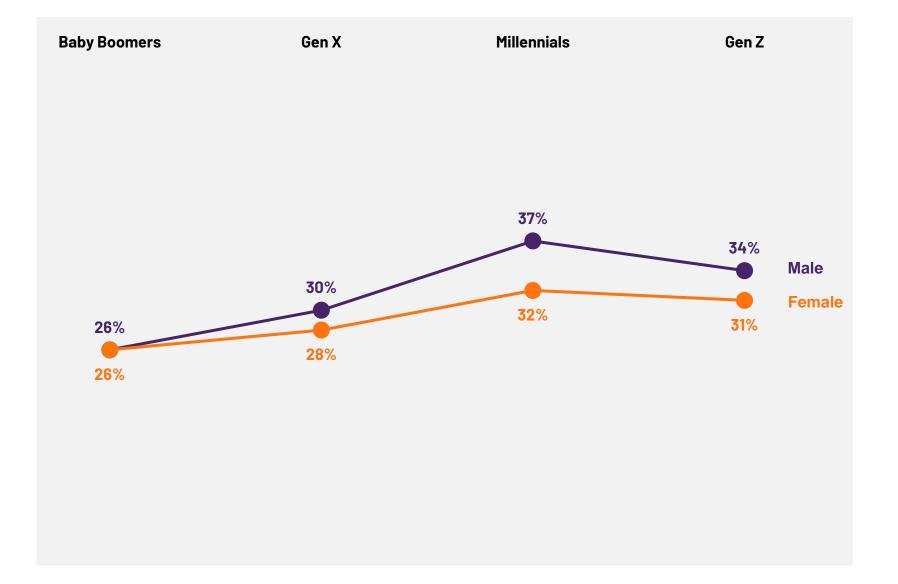
| Country | Agree | Disagree | Change Agree / 23 |
|--------------------|-------|----------|----------------------|
| 33-Country Average | 31% | 38% | #N/A |
| India | 67% | 15% | +5 |
| Thailand | 43% | 32% | +4 |
| Malaysia | 39% | 22% | -1 |
| Argentina | 37% | 31% | +12 |
| Ireland | 37% | 39% | #N/A |
| South Africa | 36% | 40% | -1 |
| Great Britain | 35% | 36% | = |
| Peru | 34% | 37% | +1 |
| Australia | 33% | 36% | = |
| Poland | 33% | 31% | -4 |
| Chile | 33% | 38% | +10 |
| United States | 33% | 36% | +3 |
| Canada | 32% | 36% | +3 |
| Indonesia | 32% | 42% | = |
| Mexico | 31% | 42% | +1 |
| Romania | 30% | 34% | #N/A |
| New Zealand | 30% | 42% | -1 |
| Germany | 30% | 37% | -2 |
| Singapore | 29% | 38% | -2 |
| Colombia | 27% | 46% | = |
| France | 27% | 37% | -1 |
| Netherlands | 27% | 43% | -3 |
| China | 27% | 47% | #N/A |
| Italy | 26% | 42% | -1 |
| Sweden | 26% | 39% | -2 |
| Belgium | 25% | 33% | -2 |
| Brazil | 25% | 50% | -2 |
| Switzerland | 25% | 46% | -4 |
| Spain | 24% | 46% | -3 |
| Türkiye | 23% | 42% | -3 |
| South Korea | 19% | 49% | +5 |
| Hungary | 18% | 46% | -5 |
| Japan | 16% | 36% | -5 |



Now is not the right time to be investing in measures to reduce climate change given the tough economic conditions

% Agree

Base: 24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.



lpso

I would pay more of my income in taxes than I currently do now to help prevent climate change

##.

Base: 24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.

| Country | Agree | Disagree |
|--------------------|-------|----------|
| | | |
| 33-Country Average | 30% | 38% |
| India | 71% | 12% |
| Thailand | 55% | 15% |
| China | 47% | 19% |
| Indonesia | 47% | 19% |
| Peru | 37% | 25% |
| Türkiye | 34% | 33% |
| South Africa | 34% | 39% |
| Colombia | 33% | 34% |
| Brazil | 32% | 38% |
| Mexico | 32% | 30% |
| Sweden | 31% | 41% |
| Poland | 30% | 42% |
| Argentina | 30% | 38% |
| Chile | 30% | 37% |
| New Zealand | 29% | 42% |
| reland | 28% | 47% |
| Malaysia | 28% | 31% |
| South Korea | 28% | 33% |
| Spain | 27% | 40% |
| Great Britain | 27% | 39% |
| Jnited States | 26% | 41% |
| Switzerland | 25% | 48% |
| Australia | 24% | 44% |
| Singapore | 24% | 41% |
| France | 23% | 45% |
| taly | 23% | 42% |
| Germany | 21% | 54% |
| Romania | 20% | 45% |
| Canada | 20% | 52% |
| Netherlands | 20% | 50% |
| Belgium | 16% | 56% |
| Hungary | 16% | 48% |
| Japan | 12% | 48% |

..... #N/A +7 +7 #N/A +5 -1 -8 +7 -2 = +6 +4 +5 +2 -1 +2 #N/A -6 +3 -4 -6 +1 = -2 -6 -2 +1 -7 #N/A = -8 = -1 =



/ 23

SHOULD DEVELOPED COUNTRIES BE DOING MORE?

We can't fully tackle climate change unless all countries work together

Base: 24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.

| Country | Agree | Disagr |
|--------------------|-------|--------|
| 33-Country Average | 74% | 8 |
| Indonesia | 82% | |
| China | 81% | 4 |
| South Africa | 80% | 7 |
| India | 79% | 6 |
| Netherlands | 78% | 9 |
| Colombia | 78% | 7 |
| Sweden | 77% | 8 |
| Argentina | 77% | 7 |
| France | 77% | 7 |
| New Zealand | 77% | 8 |
| Belgium | 77% | 9 |
| Hungary | 76% | 7 |
| Poland | 76% | 8 |
| Peru | 76% | 5 |
| Great Britain | 76% | 6 |
| Mexico | 76% | 9 |
| Singapore | 75% | 7 |
| South Korea | 75% | 7 |
| Germany | 74% | 9 |
| Italy | 73% | 8 |
| Thailand | 72% | 10 |
| Ireland | 72% | 10 |
| Australia | 72% | 9 |
| Romania | 71% | 7 |
| Chile | 71% | 11 |
| Spain | 70% | 10 |
| Brazil | 70% | 11 |
| Canada | 69% | 9 |
| Türkiye | 69% | 12 |
| Malaysia | 69% | 7 |
| Switzerland | 68% | 13 |
| United States | 66% | 9 |

/ 23 #N/A +8 #N/A -2 +7 +2 -2 -1 -3 = -1 -2 = +5 -2 -2 +1 -4 -1 +1 = -3 #N/A +1 #N/A -5 = -2 -3 -7 -5 = = -4

Change Agree



Developed countries are leading in the fight against climate change

Base: 24,290 online adults under the age of 75, interviewed 26 Jan - 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.

₩£.,

| Country | Agree | Disagree |
|--------------------|-------|----------|
| 33-Country Average | 46% | 19% |
| Indonesia | 80% | % |
| India | 76% | 8% |
| Thailand | 69% | 9% |
| South Africa | 58% | 15% |
| Malaysia | 57% | 11% |
| Peru | 55% | 16% |
| China | 54% | 14% |
| 1exico | 53% | 14% |
| Sweden | 52% | 18% |
| South Korea | 49% | 18% |
| Romania | 48% | 15% |
| Singapore | 47% | 16% |
| Poland | 47% | 22% |
| Netherlands | 46% | 22% |
| Brazil | 46% | 19% |
| rance | 45% | 22% |
| Fürkiye | 44% | 26% |
| Chile | 44% | 21% |
| Colombia | 43% | 24% |
| Argentina | 40% | 18% |
| Great Britain | 39% | 21% |
| taly | 38% | 21% |
| Spain | 38% | 27% |
| Australia | 37% | 22% |
| reland | 37% | 27% |
| New Zealand | 37% | 23% |
| Belgium | 36% | 21% |
| Germany | 36% | 29% |
| Canada | 36% | 22% |
| Jnited States | 34% | 19% |
| lungary | 33% | 26% |
| Switzerland | 32% | 28% |
| Japan | 26% | 25% |

/ 23 #N/A +6 +6 +1 +4 +2 -1 #N/A +1 +4 -1 #N/A -2 +1 -1 -5 -3 -6 +3 -6 -2 -4 -2 -16 -1 #N/A +2 -3 +2 +1 -2 +5 -6 =



Developed countries should do more to combat climate change

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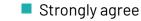
Base: 24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.

| Country | Agree | Disagree | Change Agree / 23 |
|--------------------|-------|----------|----------------------|
| 33-Country Average | 70% | 9% | #N/A |
| Indonesia | 85% | | +9 |
| China | 82% | 6 | #N/A |
| Peru | 80% | 7% | +1 |
| India | 79% | 7% | +5 |
| Colombia | 79% | 7% | -2 |
| Thailand | 77% | 6% | +2 |
| South Africa | 77% | 5% | +2 |
| Argentina | 75% | 8% | -1 |
| Chile | 75% | 8% | -2 |
| Poland | 74% | 8% | +2 |
| New Zealand | 74% | 8% | -2 |
| Mexico | 74% | 7% | -1 |
| Brazil | 74% | 7% | -2 |
| South Korea | 73% | 6% | -1 |
| Hungary | 72% | 8% | +1 |
| Singapore | 71% | 6% | -2 |
| Türkiye | 70% | 11% | -6 |
| Italy | 69% | 9% | -1 |
| Sweden | 69% | 9% | +5 |
| France | 67% | 12% | -2 |
| Romania | 67% | 9% | #N/A |
| Ireland | 67% | 13% | #N/A |
| Spain | 66% | 12% | -4 |
| Malaysia | 66% | 8% | +2 |
| Germany | 63% | 14% | -2 |
| Great Britain | 62% | 10% | -7 |
| Australia | 61% | 13% | -2 |
| Switzerland | 61% | 14% | -2 |
| Belgium | 61% | 10% | -4 |
| Canada | 60% | 15% | -3 |
| Netherlands | 59% | 15% | -2 |
| United States | 59% | 13% | +1 |
| Japan | 54% | 13% | -4 |

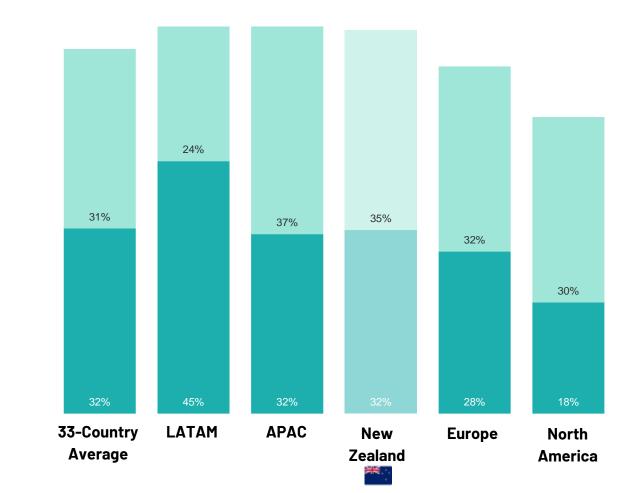


It is right that developed countries (such as the US, UK, Canada, Germany, and France) who have contributed most to the climate emergency, by producing the most carbon emissions, should pay more to solve the problem

Base: 24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.



Tend to agree





MISCONCEPTIONS AND THE BELIEVE-TRUE GAP

New Zealanders are becoming increasingly aware of the most effective and impactful actions to tackle climate change, particularly switching to purchasing renewable energy and living car-free.

However, some misconceptions around the leading contributors of climate change still exist. Air pollution from transport was ranked #1(true ranking #3) while industry, electricity, and heat production was ranked #4 (true ranking #1).



True rank for reducing

emissions*

4

60

46

38

6

9

5

23

34

7

25

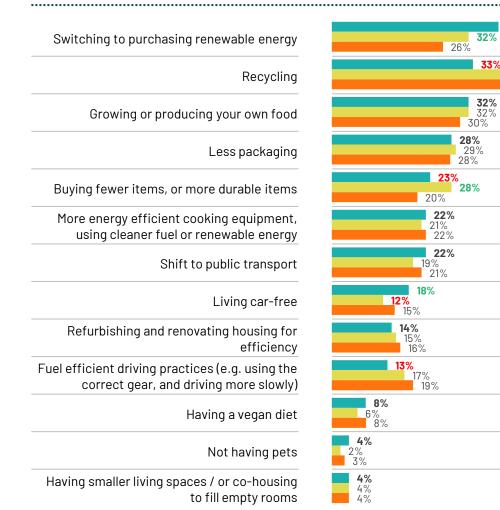
31

New Zealand

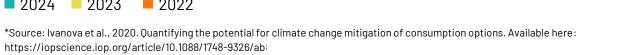
Below is a list of different ways in which households could change their behaviours to reduce global greenhouse gas emissions (or carbon footprints). Which three of the following actions, if any, do you think would have most impact on reducing greenhouse gas emissions?

Base: New Zealand (2024 - n=1,002, interviewed 26 Jan - 9 Feb 2024; 2023 - n=1,002, interviewed 23 May - 30 May 2023, ; 2022 - n=1,003, interviewed 19 Feb - 5 Mar 2022).





2024 2023 2022



39%

50%





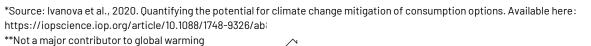
Actions % ranking as the #1 contributor Actual rank* 23% Air pollution caused by transport (cars, trucks, 3 planes, trains, ships, etc) 28% 19% Deforestation, agriculture, and other land use 2 changes 23% 15% ** Use of products that deplete the ozone layer 13% 14% Production of plastic and management of 4 plastic waste 14% 12% Industry, electricity, and heat production 12% 7% Natural changes such as volcanoes and 5 variations in the Sun and Farth's orbit 9%

New Zealand

From the list below, please rank the top 3 from most to least in terms of how much you believe they contribute, if at all, to global warming

Base: New Zealand (2024 - n=1,002, interviewed 26 Jan - 9 Feb 2024; 2023 - n=1,002, interviewed 23 May - 30 May 2023, ; 2022 - n=1,003, interviewed 19 Feb - 5 Mar 2022).

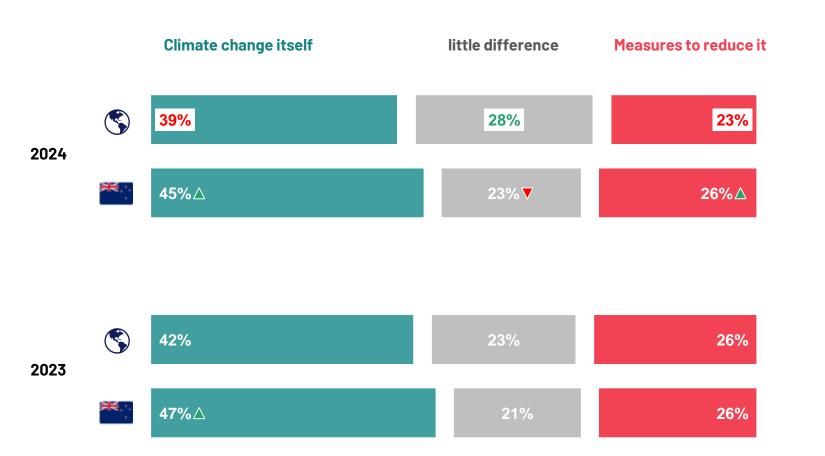
2024 2023





What do you think will be greater, the economic costs of measures to reduce climate change, or the economic costs of climate change itself, or do you think there will be little difference?

Base: New Zealand – n=1,002; Global – n=24,290online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024 (2024); New Zealand – n=1,002, interviewed 23 May – 30 May 2023, Global – n= 21,231 online adults under the age of 75, interviewed 20 Jan – 3 March 2023.









| New Zealand |
|-------------|
|-------------|

Thinking about the actions you personally can take to help fight climate change, what could encourage you to take more action, if anything?

| Actions | | Global Average |
|---|-----|-------------------|
| A financial incentive, or tax cut to allow me to make more environmentally friendly purchases of goods and services | 48% | 39% |
| Seeing the impact of climate driven weather events in my country | 42% | 35% |
| Having easy access to information on the steps which I can take every day | 41% | 37% |
| Seeing the impact of climate driven weather events in other countries around the world | 33% | 28% |
| Seeing friends, family and neighbors/neighbours making changes to their behavior/behaviour. | 29% | 24% |
| Only government enforced action will make me change my behavior/behaviour. | 4% | 6% |
| Something else | 1% | 2% |
| l already do everything I can | 13% | 15% |
| Don't know | 9% | 10% |

Base: *New Zealand* – n=1,002; Global – n=24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024.

MOVING AWAY FROM FOSSIL FUELS





New Zealand

How, if at all, do you think transitioning New Zealand's economy away from fossil fuels and towards renewable energy is likely to impact each of the following?

| Actions | Positive impact | Negative impact | % Positive impac |
|---|-----------------|-----------------|------------------|
| New Zealand's natural environment | 72% | 9% | 63% |
| Air quality | 71% | 9% | 65% |
| Tackling climate change | 69% | 9% | 63% |
| Reliability of energy supply (being able to meet the energy needs of the community and disruptions such as blackouts and brownouts) | 49% | 21% | 52% |
| Economic growth | 47% | 18% | 49% |
| The affordability of your household energy bills | 46% | 29% | 47% |
| Jobs and industry in your local area | 42% | 20% | 46% |
| Cost of living | 37% | 36% | 43% |
| | | | |



Base: New Zealand - n=1,002; Global - n=24,290 online adults under the age of 75, interviewed 26

Jan - 9 Feb 2024.

METHODOLOGY



METHODOLOGY

These are the results of a 33-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, January 26 and Friday, February 9, 2024. For this survey, Ipsos interviewed a total of 24,290 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Türkiye, 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 1,000 individuals each in Australia, Brazil, Canada, China, France, Germany, Great Britain, Italy, Japan, 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, Romania, Singapore, South Africa, South Korea, Sweden, Switzerland, Thailand, and Türkiye. 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, New Zealand, Poland, South Korea, Spain, Sweden, Switzerland, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, China, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Romania, Singapore, South Africa, Thailand, and Türkiye 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 33-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.



For more information

Please contact:

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Amanda Dudding Director, Public Affairs, Ipsos New Zealand Amanda.Dudding@ipsos.com 021 612 264



APPENDIX

Global findings



Conviction on climate change action on the wane

Globally, across 33 countries, a majority think governments, businesses and individuals have a responsibility to tackle climate change. But conviction has dropped notably over the past three years.



Fatalism among the young

Millennial and Generation Z men feel more apathetic and fatalistic about climate change compared with older generations and with women. Three in ten say it's already "too late" to tackle climate change.



Polluters should pave the way

A majority globally believe that developed countries, with historically high emissions, should contribute more towards climate action. Perhaps unsurprisingly, those in developed countries are less likely to agree with this.



Beliefs lag behind climate reality

Although awareness is improving, globally, people continue to misjudge which household actions would have most impact on reducing their carbon footprint. People overestimate the effectiveness of low impact actions such as recycling.



Transitioning to clean energy comes at a price

Most are optimistic that transitioning economies away from fossil fuels will have environmental benefits, but views are mixed on the economic and affordability impacts.



Make it cheap and easy

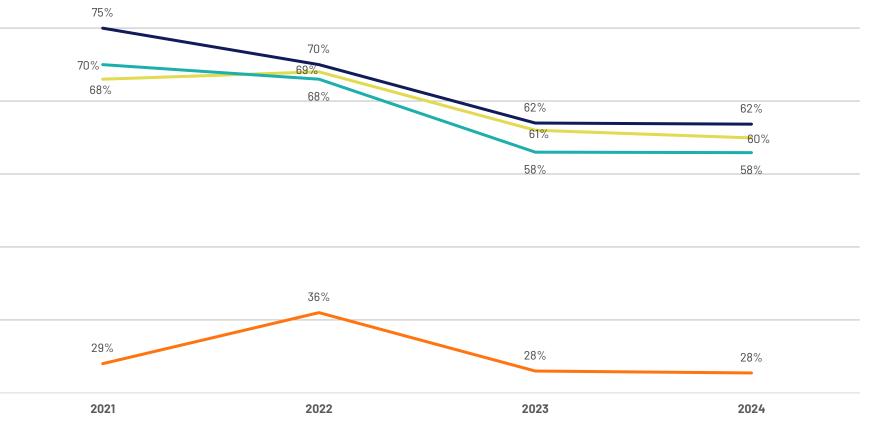
Financial incentives and access to information are the leading motivators globally that could spur more climate action by individuals, followed by seeing climate impacts in their country.



To what extent do you agree or disagree with the following?

(26 comparator countries – trended)

Base: 2024. 24,290 online adults under the age of 75, interviewed 26 Jan - 9 Feb 2024. 2023: 21,231 online adults under the age of 75, interviewed 20 Jan - 3 March 2023; 2022: 22,033 online adults under the age of 75, interviewed 18 Feb – 4 Mar 2022; 2021: 20,511 online adults under the age of 75, interviewed 19 Feb – 5 Mar 2021. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population. The 26 comparator countries include: Argentina, Australia, Belgium, Brazil, Canada, Chile, Colombia, France, Great Britain, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, the Netherlands, Peru, Poland, South Africa, South Korea, Spain, Sweden, Switzerland, Türkiye and USA



- If individuals like me do not act now to combat climate change, we will be failing future generations
- If businesses in ... do not act now to combat climate change, we will be failing their employees and customers
- If ...'s government does not act now to combat climate change, it will be failing the people of ...
- ...'s government has a clear plan in place for how government, businesses, and people themselves are going to work together to tackle climate change

To what extent do you agree or disagree with the following?

It is right that developed countries (such as the US, UK, Canada, Germany, and France) who have contributed most to the climate emergency, by producing the most carbon emissions, should pay more to solve the problem

Base: 24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.

| Country | Agree | Disagree |
|--------------------|-------|----------|
| 33-Country Average | 63% | 11% |
| Indonesia | 82% | 6 |
| China | 77% | 4% |
| India | 76% | 7% |
| Thailand | 72% | 6% |
| Colombia | 71% | 8% |
| Peru | 71% | 6% |
| Poland | 70% | 10% |
| South Korea | 70% | 10% |
| Chile | 69% | 9% |
| New Zealand | 67% | 10% |
| Argentina | 67% | 8% |
| Netherlands | 66% | 11% |
| Brazil | 66% | 8% |
| Singapore | 66% | 7% |
| Mexico | 65% | 9% |
| Türkiye | 63% | 10% |
| South Africa | 63% | 11% |
| Sweden | 61% | 13% |
| Ireland | 61% | 13% |
| Italy | 61% | 12% |
| Spain | 61% | 13% |
| Romania | 60% | 9% |
| Belgium | 60% | 10% |
| Hungary | 60% | 10% |
| Malaysia | 59% | 10% |
| Switzerland | 57% | 16% |
| Australia | 56% | 14% |
| France | 54% | 20% |
| Germany | 54% | 18% |
| Great Britain | 52% | 20% |
| United States | 49% | 17% |
| Canada | 47% | 20% |
| Japan | 46% | 12% |

..... #N/A +13 #N/A +9 +4 -1 -2 +12 +1 = -2 +7 +2 -3 -3 = = +1 +3 #N/A = -1 #N/A +1 -5 -2 -3 +1 -3 -4

-4

+3

-4

+1



To what extent do you agree or disagree with the following?

My country is being asked to sacrifice too much in order to tackle climate change

Base: 24,290 or interviewed 26 some countries educated, and/ population.

| | | Italy |
|---|----|---------------|
| | | Japan |
| | | South Africa |
| | | Australia |
| | | Germany |
| | | Great Britain |
| | | Spain |
| | ×∺ | New Zealand |
| | | Peru |
| | | Mexico |
| | | United States |
| | | Singapore |
| nline adults under the age of 75, | | Switzerland |
| Jan - 9 Feb 2024. The samples in | | Colombia |
| and regions are more urban, more or more affluent than the general | | Chile |
| of more arriterit than the general | | Argentina |
| | | South Korea |
| | | Hungary |
| | | |
| | | |
| | | |
| 2024 | | |
| | | |
| | | |

| Country | Agree | | 23 / |
|--------------------|-------|-----|------|
| 33-Country Average | 37% | | #N/A |
| Indonesia | 84% | | +11 |
| India | 74% | 9% | +7 |
| China | 71% | 6% | #N/A |
| Netherlands | 46% | 27% | +2 |
| Poland | 43% | 28% | +12 |
| Romania | 41% | 20% | #N/A |
| Thailand | 41% | 20% | +5 |
| Türkiye | 41% | 23% | -1 |
| Belgium | 38% | 25% | +8 |
| Sweden | 37% | 29% | -8 |
| France | 37% | 32% | +4 |
| Brazil | 37% | 20% | -1 |
| Ireland | 37% | 30% | #N/A |
| Malaysia | 36% | 19% | -4 |
| Canada | 32% | 30% | +4 |
| Italy | 32% | 30% | +2 |
| Japan | 32% | 20% | -3 |
| South Africa | 32% | 27% | +2 |
| Australia | 32% | 36% | +1 |
| Germany | 31% | 35% | = |
| Great Britain | 31% | 35% | +1 |
| Spain | 30% | 29% | +3 |
| New Zealand | 30% | 35% | -3 |
| Peru | 30% | 24% | +2 |
| Mexico | 29% | 24% | +2 |
| United States | 29% | 32% | +3 |
| Singapore | 28% | 25% | +2 |
| Switzerland | 28% | 36% | +1 |
| Colombia | 27% | 30% | -6 |
| Chile | 26% | 28% | = |
| Argentina | 24% | 24% | +4 |
| South Korea | 23% | 35% | +1 |
| Hungary | 21% | 33% | +1 |



33-Country Average

Actions

.....

Switching to purchasing renewable energy

More energy efficient cooking equipment,

Buying fewer items, or more durable items

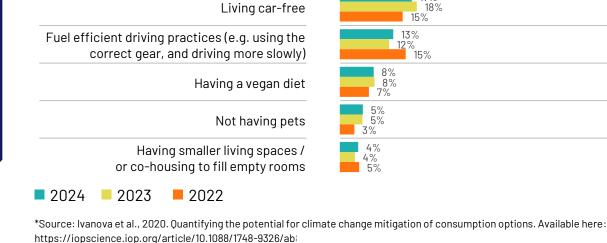
Refurbishing and renovating housing for

Growing or producing your own food

using cleaner fuel or renewable energy

Below is a list of different ways in which households could change their behaviours to reduce global greenhouse gas emissions (or carbon footprints). Which three of the following actions, if any, do you think would have most impact on reducing greenhouse gas emissions?

Base: 24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.



Recycling

efficiency

Less packaging

Shift to public transport

| | emissions* |
|-------------------|------------|
| 38% 39% | 4 |
| 34% 33% 51% | 60 |
| 25% 24% 28% | 38 |
| 22% 22% 21% | 9 |
| 21% 19% 21% | 5 |
| 19% 18% 22% | 6 |
| 19% 19% 15% | 23 |
| 17% 18% 16% | 46 |
| 17% 18% 15% | 1 |
| 13% 12% 15% | 34 |
| 8% 8% 7% | 7 |
| 5% 5% 3% | 25 |
| 4% 4% 5% | 31 |
| | |

True rank for reducing



Base: 24,290 online adults under the age of 75, interviewed 26 Jan - 9 Feb 2024. The samples in

33-Country Average

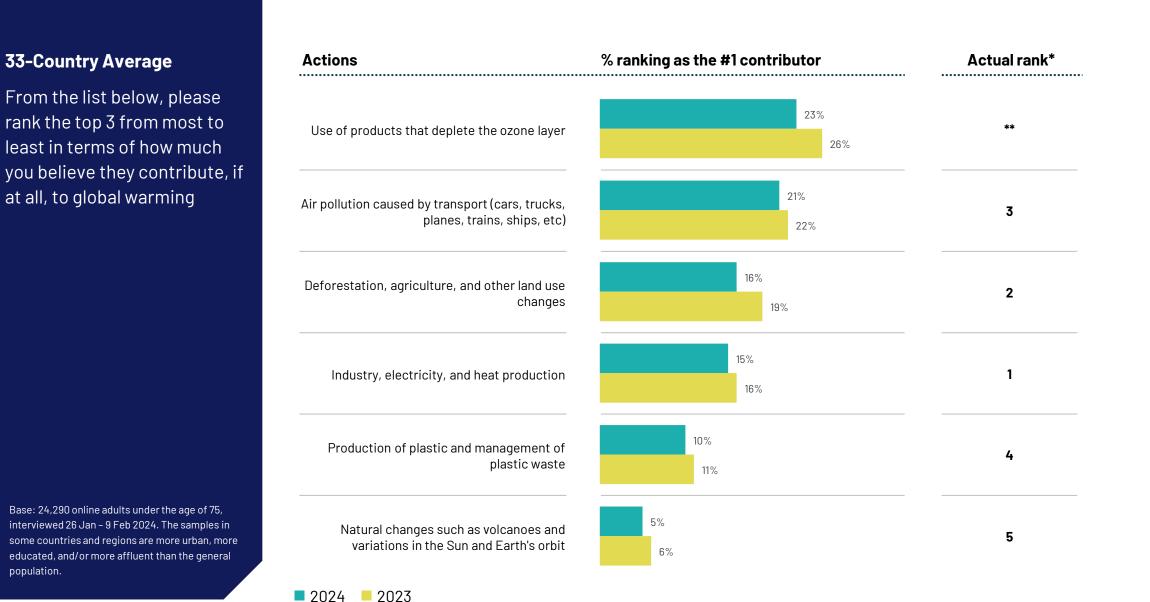
From the list below, please

rank the top 3 from most to

least in terms of how much

at all, to global warming

some countries and regions are more urban, more educated, and/or more affluent than the general population.





Perceived contribution of different factors behind global warming

Q. From the list below, please rank the top 3 from most to least in terms of how much you believe they contribute, if at all, to global warming.

| #1 in country #2 in country #3 in country | Argentina | Australia | Belgium | Brazil | Canada | Chile | China | Colombia | France | Germany | Great Britain | Hungary | India | Indonesia | Ireland | Italy | Japan |
|---|-----------|-----------|---------|--------|--------|-------|-------|----------|--------|---------|------------------|---------|-------|-----------|---------|-------|-------|
| Use of products that deplete the ozone layer | 23% | 20% | 16% | 28% | 17% | 25% | 22% | 23% | 18% | 20% | 18% | 19% | 66% | 37% | 20% | 18% | 23% |
| Air pollution caused by transport (cars, trucks, planes, trains, ships, etc) | 15% | 18% | 22% | 17% | 22% | 15% | 20% | 17% | 21% | 20% | 19% | 20% | 29% | 29% | 24% | 23% | 12% |
| Deforestation, agriculture, and other land use changes | 19% | 20% | 21% | 18% | 17% | 18% | 14% | 20% | 19% | 17% | 17% | 20% | 29% | 8% | 13% | 16% | 16% |
| Industry, electricity, and heat production. | 9% | 17% | 17% | 12% | 12% | 11% | 27% | 10% | 16% | 14% | 20% | 15% | 24% | 9% | 15% | 21% | 12% |
| Production of plastic and management of plastic waste | 7% | 8% | 7% | 5% | 9% | 14% | 7% | 11% | 13% | 7% | 8% | 10% | 19% | 10% | 10% | 9% | 10% |
| Natural changes such as volcanoes and variations in the Sun and Earth's orbit | 4% | 8% | 5% | 3% | 9% | 3% | 6% | 4% | 5% | 7% | 7% | 4% | 16% | 2% | 6% | 4% | 10% |



Perceived contribution of different factors behind global warming

Q. From the list below, please rank the top 3 from most to least in terms of how much you believe they contribute, if at all, to global warming.

| #1 in country #2 in country #3 in country | Malaysia | Mexico | Netherlands | New Zealand | Peru | Poland | Romania | Singapore | South Africa | South Korea | Spain | Sweden | Switzerland | Thailand | Türkiye | United States |
|---|----------|--------|-------------|----------------|------|--------|---------|-----------|-----------------|----------------|-------|--------|-------------|----------|---------|------------------|
| Use of products that deplete the ozone layer | 27% | 28% | 13% | 15% | 29% | 20% | 24% | 25% | 21% | 23% | 22% | 15% | 18% | 29% | 31% | 18% |
| Air pollution caused by transport (cars, trucks, planes, trains, ships, etc) | 18% | 18% | 22% | 23% | 17% | 16% | 28% | 19% | 23% | 24% | 23% | 32% | 22% | 19% | 15% | 24% |
| Deforestation, agriculture, and other land use changes | 19% | 17% | 18% | 19% | 16% | 12% | 14% | 16% | 10% | 7% | 16% | 11% | 19% | 20% | 17% | 15% |
| Industry, electricity, and heat production. | 9% | 10% | 25% | 12% | 11% | 26% | 9% | 15% | 16% | 19% | 14% | 17% | 12% | 12% | 18% | 13% |
| Production of plastic and management of plastic waste | 7% | 10% | 5% | 14% | 7% | 11% | 11% | 14% | 8% | 15% | 13% | 7% | 9% | 10% | 8% | 10% |
| Natural changes such as volcanoes and variations in the Sun and Earth's orbit | 4% | 3% | 5% | 7% | 2% | 7% | 5% | 5% | 7% | 4% | 4% | 6% | 5% | 2% | 4% | 7% |



What do you think will be greater, the economic costs of measures to reduce climate change, or the economic costs of climate change itself, or do you think there will be little difference?

2H.

Base: 24,290 online adults under the age of 75, interviewed 26 Jan - 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.

| Country | Climate change itself | Little difference | Measures to reduce it | Change Agree / 23 |
|--------------------|-----------------------|-------------------|-----------------------|----------------------|
| 33-Country Average | 39% | 28% | 23% | #N/A |
| Indonesia | 56% | | 23% 19% | +2 |
| China | 50% | 28 | % 18% | #N/A |
| Spain | 45% | 28% | 19% | +1 |
| New Zealand | 45% | 26% | 23% | -2 |
| Colombia | 45% | 26% | 20% | -1 |
| Sweden | 44% | 22% | 22% | +1 |
| France | 43% | 28% | 17% | +1 |
| Singapore | 43% | 34% | 17% | -6 |
| Türkiye | 42% | 23% | 29% | -4 |
| Chile | 42% | 26% | 21% | -2 |
| Mexico | 42% | 27% | 23% | = |
| Australia | 41% | 28% | 23% | -1 |
| Argentina | 41% | 19% | 28% | -5 |
| Thailand | 41% | 30% | 22% | +5 |
| South Korea | 41% | 36% | 19% | -1 |
| Ireland | 40% | 32% | 21% | #N/A |
| Germany | 39% | 27% | 25% | +2 |
| Switzerland | 39% | 30% | 20% | -1 |
| Brazil | 39% | 25% | 25% | -9 |
| Great Britain | 38% | 27% | 25% | -5 |
| Netherlands | 38% | 25% | 27% | -2 |
| Peru | 38% | 29% | 26% | -4 |
| South Africa | 38% | 30% | 25% | -5 |
| United States | 38% | 24% | 27% | = |
| Canada | 36% | 26% | 26% | -1 |
| Italy | 36% | 34% | 20% | -3 |
| Malaysia | 35% | 37% | 15% | -9 |
| Poland | 35% | 30% | 24% | -5 |
| Belgium | 33% | 26% | 24% | -3 |
| Hungary | 30% | 24% | 34% | -4 |
| Romania | 30% | 37% | 22% | #N/A |
| Japan | 23% | 28% | 29% | = |
| India | 22% | 19% | 36% | -20 |

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| ge | Actions | | Change Agree / 23 |
|--|---|-----|----------------------|
| e actions take to change, | A financial incentive, or tax cut to allow me to make more environmentally friendly purchases of goods and services | 39% | +1 |
| age you to | Having easy access to information on the steps which I can take every day | 37% | +1 |
| ranytning. | Seeing the impact of climate driven weather events in my country | 35% | +1 |
| actions take to change, age you to f anything? r the age of 75, . The samples in more urban, more | Seeing the impact of climate driven weather events in other countries around the world | 28% | = |
| | Seeing friends, family and neighbors/neighbours making changes to their behavior/behaviour. | 24% | -1 |
| | Only government enforced action will make me change my behavior/behaviour. | 6% | = |
| | Something else | 2% | = |
| er the age of 75, | l already do everything l can | 15% | +1 |
| 4. The samples in more urban, more than the general | Don't know | -1 | |

33-Country Average

Thinking about the actions you personally can take to help fight climate change, what could encourage you to take more action, if anything?



Incentives to take action on climate change 2024 across countries

Q. Thinking about the actions you personally can take to help fight climate change, what could encourage you to take more action, if anything?

| | Argentina | Australia | Belgium | Brazil | Canada | Chile | China | Colombia | France | Germany | Great Britain | Hungary | India | Indonesia | Ireland | ltaly | Japan |
|---|-----------|-----------|---------|--------|--------|-------|-------|----------|--------|---------|------------------|---------|-------|-----------|---------|-------|-------|
| A financial incentive, or tax cut to allow me to make more environmentally friendly purchases of goods and services | 38% | 40% | 39% | 36% | 38% | 47% | 45% | 40% | 36% | 39% | 40% | 39% | 27% | 34% | 45% | 42% | 30% |
| Having easy access to information on the steps which I can take every day | 40% | 36% | 26% | 39% | 32% | 49% | 41% | 46% | 28% | 27% | 35% | 35% | 28% | 50% | 35% | 29% | 21% |
| Seeing the impact of climate driven weather events in my country | 34% | 33% | 22% | 35% | 32% | 34% | 46% | 39% | 29% | 24% | 34% | 39% | 29% | 62% | 38% | 27% | 33% |
| Seeing the impact of climate driven weather events in other countries around the world | 18% | 24% | 17% | 27% | 23% | 21% | 41% | 21% | 22% | 23% | 30% | 29% | 30% | 38% | 33% | 21% | 32% |
| Seeing friends, family and neighbors/neighbours making changes to their behavior/behaviour. | 26% | 24% | 13% | 30% | 25% | 30% | 30% | 31% | 16% | 14% | 21% | 23% | 23% | 16% | 26% | 22% | 14% |
| Only government enforced action will make me change my behavior/behaviour. | 5% | 6% | 9% | 7% | 4% | 6% | 5% | 5% | 6% | 3% | 5% | 2% | 5% | 8% | 7% | 6% | 3% |
| Something else | 2% | 2% | 1% | 1% | 3% | 2% | 1% | 3% | 2% | 2% | 3% | 2% | 1% | 1% | 2% | 2% | 2% |
| l already do everything I can | 19% | 18% | 23% | 11% | 19% | 12% | 14% | 13% | 25% | 26% | 17% | 14% | 3% | 11% | 14% | 18% | 6% |
| Don't know | 7% | 11% | 15% | 8% | 14% | 4% | 3% | 4% | 11% | 10% | 12% | 10% | 23% | 4% | 8% | 8% | 32% |



Incentives to take action on climate change 2024 across countries

Q. Thinking about the actions you personally can take to help fight climate change, what could encourage you to take more action, if anything?

| | Malaysia | Mexico | Netherlands | New Zealand | Peru | Poland | Romania | Singapore | South Africa | South Korea | Spain | Sweden | Switzerland | Thailand | Türkiye | United States |
|---|----------|--------|-------------|----------------|------|--------|---------|-----------|-----------------|-------------|-------|--------|-------------|----------|---------|------------------|
| A financial incentive, or tax cut to allow me to make more environmentally friendly purchases of goods and services | 33% | 35% | 43% | 48% | 34% | 40% | 39% | 42% | 40% | 57% | 39% | 44% | 38% | 24% | 41% | 37% |
| Having easy access to information on the steps which I can take every day | 36% | 42% | 31% | 41% | 49% | 37% | 30% | 35% | 52% | 46% | 35% | 39% | 31% | 39% | 41% | 37% |
| Seeing the impact of climate driven weather events in my country | 42% | 34% | 25% | 42% | 38% | 26% | 35% | 36% | 48% | 34% | 27% | 29% | 24% | 51% | 32% | 31% |
| Seeing the impact of climate driven weather events in other countries around the world | 36% | 22% | 22% | 33% | 26% | 20% | 36% | 35% | 33% | 36% | 24% | 33% | 24% | 46% | 33% | 25% |
| Seeing friends, family and neighbors/neighbours making changes to their behavior/behaviour. | 23% | 28% | 16% | 29% | 34% | 25% | 15% | 27% | 34% | 20% | 22% | 22% | 18% | 27% | 29% | 24% |
| Only government enforced action will make me change my behavior/behaviour. | 12% | 12% | 5% | 4% | 7% | 8% | 10% | 9% | 7% | 6% | 5% | 6% | 5% | 5% | 7% | 5% |
| Something else | 3% | 0% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 3% | 3% | 1% | 2% | 2% |
| l already do everything l can | 6% | 16% | 19% | 13% | 12% | 18% | 14% | 11% | 9% | 4% | 18% | 16% | 20% | 17% | 12% | 15% |
| Don't know | 11% | 4% | 17% | 9% | 5% | 8% | 9% | 9% | 6% | 10% | 10% | 11% | 8% | 4% | 6% | 17% |



33-Country Average

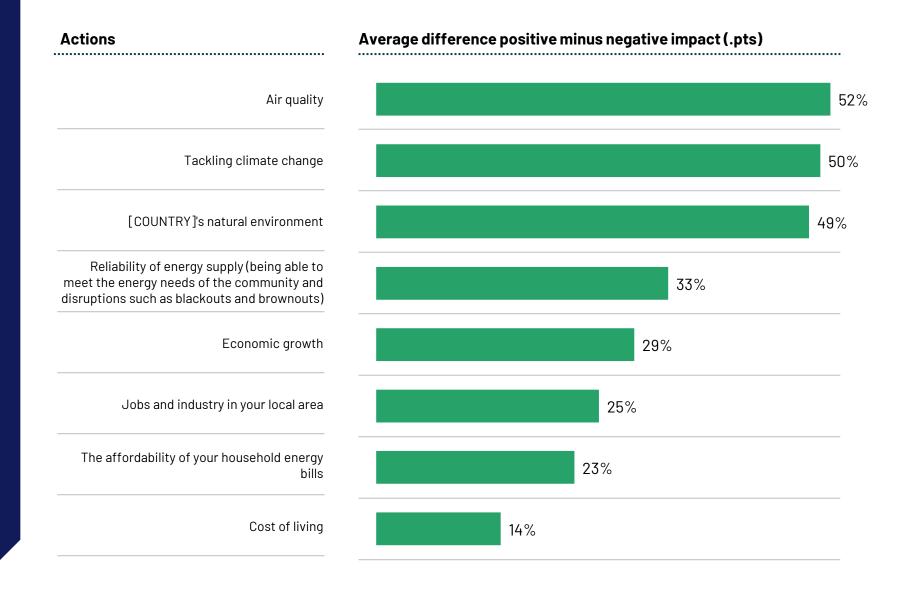
How, if at all, do you think transitioning [COUNTRY]'s economy away from fossil fuels and towards renewable energy is likely to impact each of the following?

| Actions | Positive impact | Negative impact |
|---|-----------------|-----------------|
| Air quality | 65% | 14% |
| Tackling climate change | 63% | 13% |
| [COUNTRY]'s natural environment | 63% | 14% |
| Reliability of energy supply (being able to meet the energy needs of the community and disruptions such as blackouts and brownouts) | 52% | 19% |
| Economic growth | 49% | 20% |
| The affordability of your household energy bills | 47% | 25% |
| Jobs and industry in your local area | 46% | 20% |
| Cost of living | 43% | 29% |



33-Country Average

How, if at all, do you think transitioning [COUNTRY]'s economy away from fossil fuels and towards renewable energy is likely to impact each of the following?





Perceived impact of transitioning from fossil fuels towards renewables

Q. How, if at all, do you think transitioning [COUNTRY]'s economy away from fossils fuels and towards renewable energy is likely to impact each of the following?

| Net % | Argentina | ustralia | elgium | Brazil | Canada | Chile | China | Colombia | France | Germany | Great Britain | Hungary | India | ndonesia | Ireland | Italy | Japan |
|--|-----------|----------|--------|--------|--------|-------|-------|----------|--------|---------|------------------|---------|-------|----------|---------|-------|--------|
| (Positive Minus Negative) | Arge | Aus | Bel | Br | Cal | ō | Ċ | Colc | Fra | Ger | Gr Bri | Hur | L | Indo | lre | 보 | ر م |
| Air quality | 62% | 50% | 40% | 46% | 41% | 62% | 64% | 62% | 44% | 39% | 53% | 55% | 38% | 68% | 51% | 58% | 24% |
| Tackling climate change | 64% | 46% | 40% | 38% | 39% | 61% | 64% | 62% | 47% | 31% | 49% | 54% | 40% | 79% | 46% | 53% | 25% |
| [COUNTRY]'s natural environment | 59% | 46% | 35% | 45% | 39% | 64% | 64% | 57% | 39% | 38% | 48% | 53% | 40% | 72% | 47% | 52% | 23% |
| Reliability of energy supply such as blackouts and brownouts | 53% | 13% | 6% | 43% | 10% | 55% | 47% | 50% | 19% | -1% | 27% | 31% | 39% | 62% | 28% | 35% | 6% |
| Economic growth | 52% | 16% | 4% | 42% | 5% | 50% | 43% | 42% | 14% | -4% | 23% | 28% | 39% | 73% | 21% | 30% | -4% |
| Jobs and industry in your local area | 44% | 12% | 4% | 35% | 4% | 44% | 35% | 39% | 19% | -5% | 20% | 22% | 40% | 51% | 20% | 23% | 0% |
| The affordability of your household energy bills | 44% | 8% | -9% | 40% | -4% | 45% | 20% | 49% | 11% | -9% | 10% | 28% | 37% | 56% | 10% | 34% | -14% |
| Cost of living | 46% | -7% | -9% | 32% | -14% | 38% | 21% | 40% | -1% | -23% | -2% | 12% | 39% | 47% | -4% | 16% | -20% |



Perceived impact of transitioning from fossil fuels towards renewables

Q. How, if at all, do you think transitioning [COUNTRY]'s economy away from fossils fuels and towards renewable energy is likely to impact each of the following?

| Net % | Malaysia | Mexico | etherlands | New Zealand | Peru | Poland | omania | Singapore | South Africa | South Korea | Spain | Sweden | Switzerland | Thailand | Türkiye | United States |
|--|----------|--------|------------|----------------|----------|--------|--------|-----------|-----------------|----------------|-------|--------|-------------|----------|---------|------------------|
| (Positive Minus Negative) | Ма | Σ̈́ | Neth | 2e Ze | L | Å | Ro | Sino | A S | ΝХ | S | Sv | Swit | ЧТ | Ë | ο C |
| Air quality | 44% | 70% | 53% | 62% | 67% | 51% | 46% | 47% | 63% | 50% | 45% | 61% | 41% | 38% | 60% | 50% |
| Tackling climate change | 43% | 69% | 50% | 60% | 67% | 51% | 43% | 51% | 59% | 52% | 47% | 54% | 33% | 46% | 59% | 43% |
| [COUNTRY]'s natural environment | 48% | 68% | 41% | 63% | 63% | 48% | 48% | 44% | 59% | 48% | 35% | 51% | 37% | 42% | 60% | 42% |
| Reliability of energy supply such as blackouts and brownouts | 46% | 73% | 9% | 28% | 57% | 23% | 29% | 37% | 57% | 34% | 25% | 9% | 20% | 43% | 56% | 26% |
| Economic growth | 42% | 60% | 8% | 29% | 62% | 25% | 27% | 25% | 47% | 19% | 17% | 13% | 10% | 40% | 48% | 21% |
| Jobs and industry in your local area | 33% | 53% | 12% | 22% | 47% | 10% | 28% | 17% | 40% | 26% | 14% | 17% | 9% | 36% | 48% | 16% |
| The affordability of your household energy bills | 32% | 59% | -7% | 16% | 52% | 4% | 30% | 9% | 46% | 16% | 9% | 9% | 1% | 38% | 50% | 20% |
| Cost of living | 26% | 54% | 7% | 1% | 52% | -1% | 18% | -3% | 37% | 7% | 1% | -2% | -14% | 27% | 44% | 5% |

