

Key findings



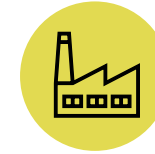
Conviction on climate change action on the wane

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.