

# PUBLIC PERSPECTIVES

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**Climate Change  
Mired as a Relative Non-Issue Worldwide**

January 2018



## GENERAL THEMES FROM THE DATA ARE...

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### CLIMATE CHANGE NOT AN DOMINANT ISSUE

Climate Change has not caught the attention of global citizens as a priority issue for their countries. It ranks last among the list of 14 issues that people consider priorities in their countries.

However, there are differences between countries regarding this issue. For example, Climate Change ranks higher as a priority issue in Canada, Australia and Germany than elsewhere.

### CANADA MORE FOCUSED ON CLIMATE CHANGE THAN MOST OTHERS

As noted, in Canada specifically, Climate Change ranks higher as a relative issue priority than in most other countries. However, it continues to trail other key issues related to the economy, healthcare, and immigration.

Interestingly though, Atlantic, BC and Ontario, women, Millennials and those with higher education levels appear perceive Climate Change as a higher priority issue. These Canadians clearly represent potential champions moving forward.

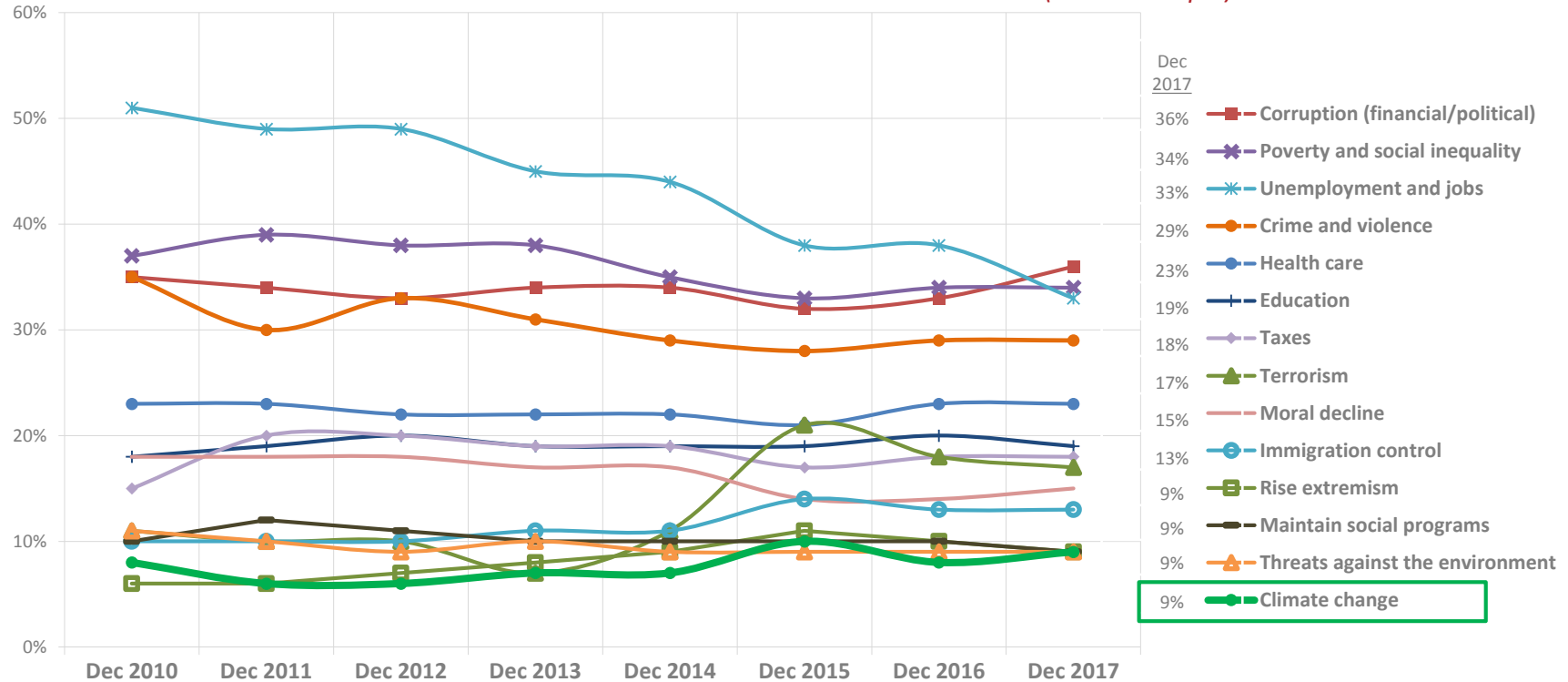
### IMPLICATIONS

As government in Canada continues to explore and develop policies to deal with Climate Change (e.g., carbon pricing), Canadians themselves continue to rank several other issues as much higher priorities. This creates significant potential for a disconnect between government policy and the public on Climate Change initiatives, something that will take considerable effort to overcome as economic and other concerns continue to dominate.

# WORLDWIDE

Corruption and Poverty/Social Inequality have replaced Unemployment/Jobs as the top national issues on the worldwide issue agenda; Climate Change is mired in last place

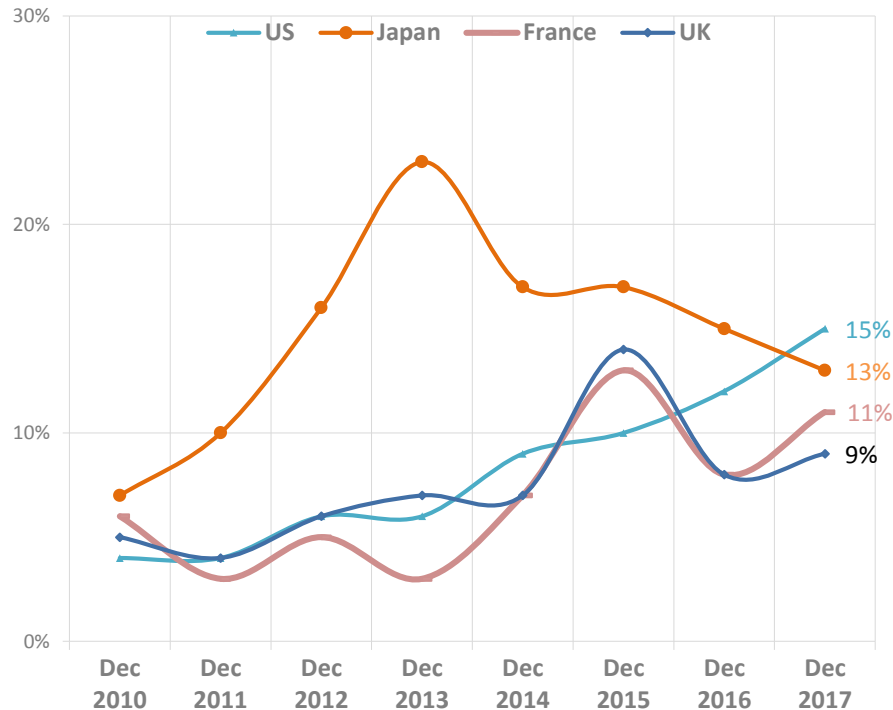
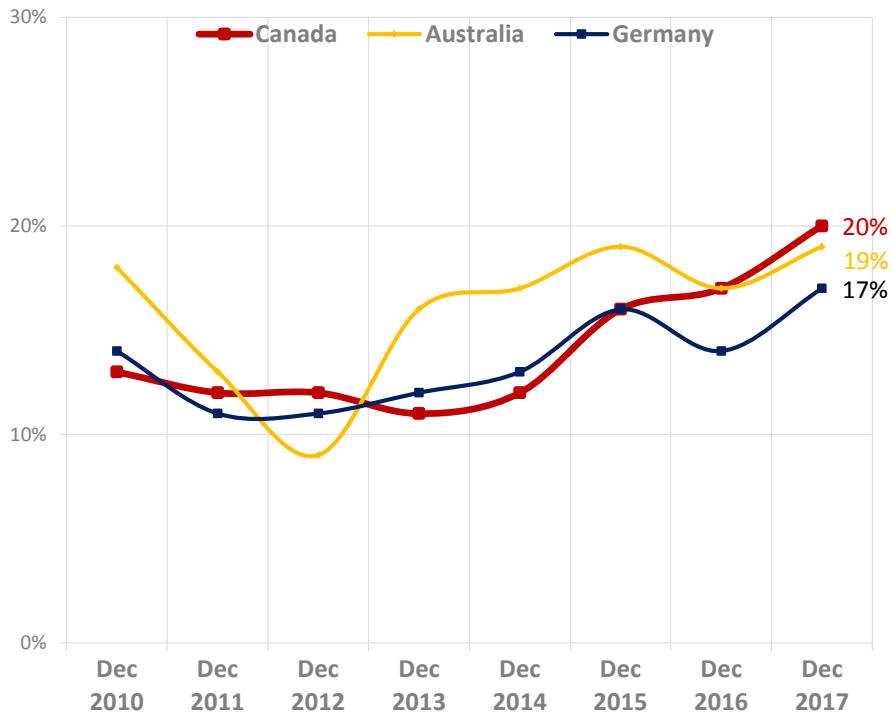
TRACKING SELECT TOP NATIONAL ISSUES – WORLDWIDE (% rate in top 3)



# SELECTED COUNTRIES

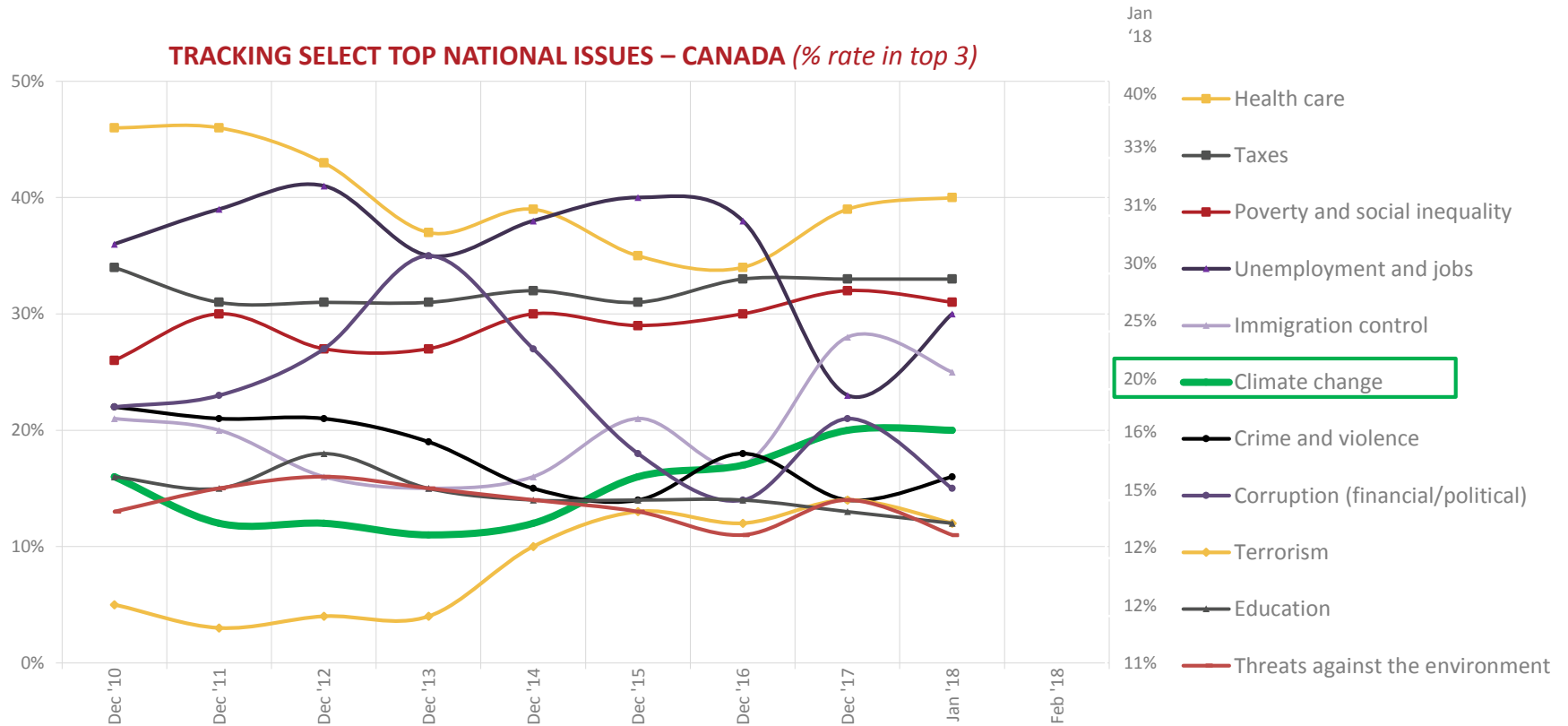
Since 2015, Climate Change has increased as a top national issue only in Canada and the US; it has declined in Japan, France and UK since 2015

TRACKING CLIMATE CHANGE AS A TOP ISSUE BY SELECT COUNTRIES (% rate in top 3)



# FOCUS ON CANADA

Climate Change is a higher priority issue in Canada than in most other countries; but still at the mid-point of the issue list



Which three of the following topics do you find the most worrying in your country? (List provided)

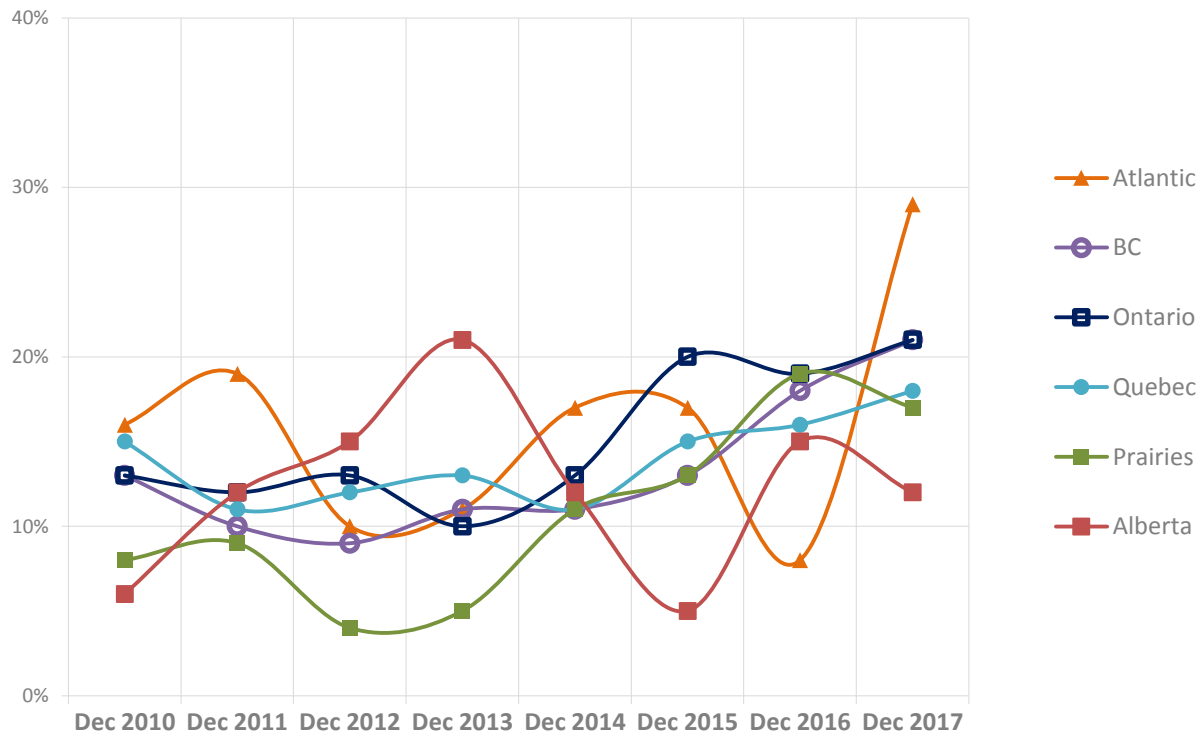
10% or less not shown

# FOCUS ON CANADA

## Atlantic Canadians increasingly focused on Climate Change, Albertans trail

The national issue agenda among Canadians continues to evolve over the short and long-term. Healthcare, unemployment/jobs, taxes, and poverty/social inequality continue to occupy the top four spots. However, unemployment/jobs has broken from the pack, while taxes has overtaken healthcare in second. Immigration control has now solidified its fifth place standing.

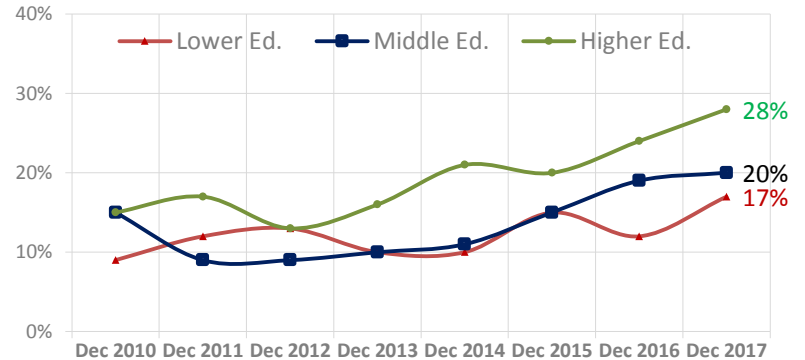
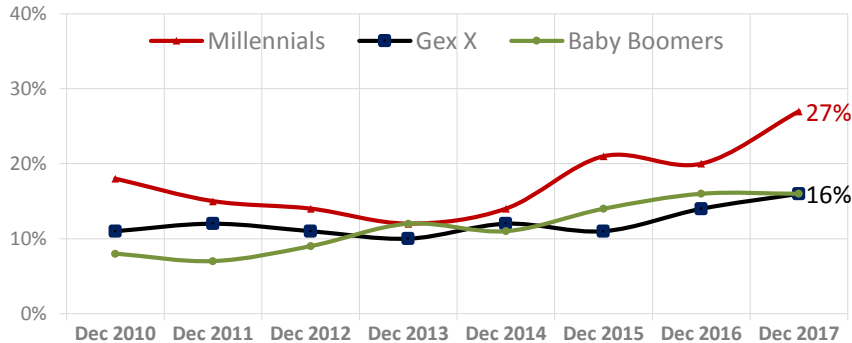
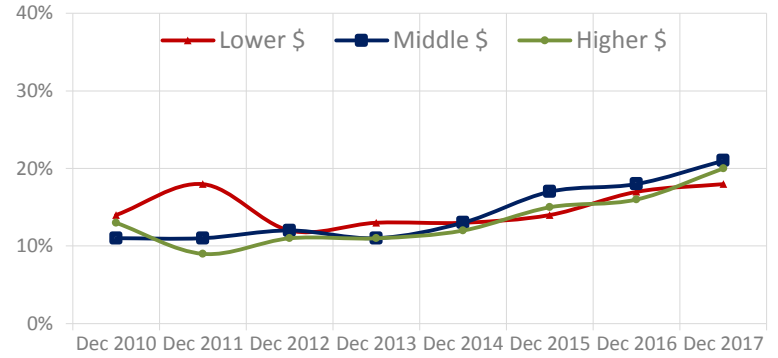
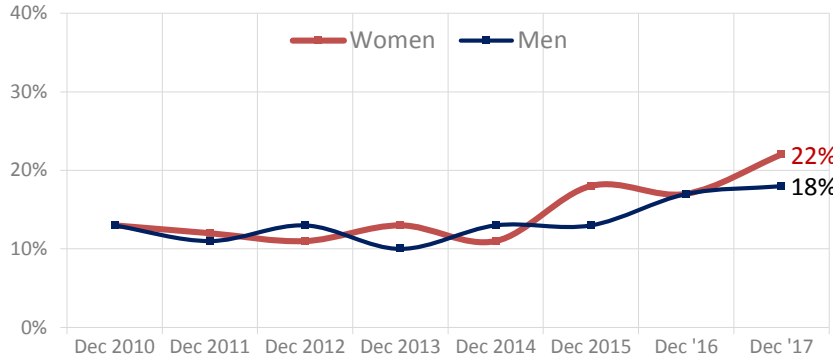
TRACKING CLIMATE CHANGE AS A TOP ISSUE BY PROVINCE (% rate in top 3)



# FOCUS ON CANADA

Climate Change as a priority national issue is increasingly being led by women, Millennials and those with higher education levels

TRACKING CLIMATE CHANGE AS A TOP ISSUE BY DEMOGRAPHICS (% rate in top 3)



## DATA FOR THIS REPORT WERE GENERATED FROM IPSOS' GLOBAL ADVISOR

SURVEY METHOD	COUNTRIES	SAMPLE	WEIGHTING
The surveys were conducted monthly in 25 countries around the world via the Ipsos Online Panel system. Data are normally collected in the 2 <sup>nd</sup> and 3 <sup>rd</sup> weeks of each month.	16 of the 25 countries surveyed online provide nationally representative samples: Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Israel, Italy, Japan, Poland, South Korea, Spain, Sweden, and the United States. Online samples in Brazil, China, India, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey are more urban/educated/income than their fellow citizens and are referred to as "Upper Deck Consumer Citizens."	The normal sample each wave consists of an international sample of approximately 19,000 adults age 18-64 in the US and Canada, and age 16-64 in all other countries. Approximately 1000+ individuals participate on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, India, Israel, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.	Weighting is employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to the most recent country Census data. A survey with an unweighted probability sample and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country for a sample of 500 of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

# CONTACTS

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