

IPSOS CONTEXT TRENDS: CLIMATE CHANGE

**POWERED BY
IPSOS CONTEXT
ADVANTAGE:**
A DATA-DRIVEN ADVISORY
SERVICE TO HELP YOUR
ORGANIZATION ADAPT AND
THRIVE IN A CHANGING
LANDSCAPE.

Climate change was a defining issue of our time, that is until the pandemic intervened.

So, where does the issue stand now? Is there demand for a green recovery from the pandemic? Do citizens expect the private sector to re-engage on the issue? Has the pandemic caused citizens to re-evaluate what they expect from the public and private sector?

Before governments and companies re-engage on climate change, organizations need to know the current lay of the land and what citizen/consumers are thinking and expecting. Otherwise, making any forays into such a pervasive issue can do more harm than good.

Ipsos Public Affairs has been tracking the climate change issue for years, both domestically and internationally.

This report tracks our first study conducted in the immediate pre-COVID world (February 2020) and features our most recent knowledge and thinking, including a new national study conducted in September 2020.

The report explores how things have changed in the COVID world:

- Where is climate change as a public priority issue? Who demographically are the champions, who are the skeptics?
- To what degree do people associate climate change with the need for private sector leadership/action, and do they consider it important when they make brand decisions?
- Do citizens want a green recovery?
- What sectors and specific companies enjoy the most positive environmental image, and which are the most negative?
- What is the public prepared to do and not do, to address climate change?
- What do citizens think about trading off rate of return vs. social responsibility in their investment decisions? Do they think banks should limit their own activities when it comes to investing in things like fossil fuels?

- For the banks, what are specific bank customers thinking?
- For select other companies, what are their customers thinking?

The report is available as a stand-alone or part of the Context Advantage advisory service. Contact us for additional deliverables, including in-person presentations and activation workshops. Current Context Advantage client partners receive an in-person presentation at no charge.

Base price is \$8,500 for current Context Advantage client partners, \$12,500 for non-partners (plus taxes). Organizations can add proprietary questions for additional per question costs.

The report will be ready by mid-November 2020.

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