

EARTH DAY 2020

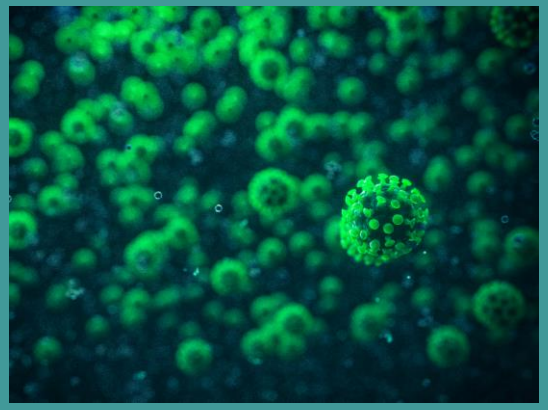
How do Great Britain and the world view climate change and Covid-19?

IPSOS GLOBAL ADVISOR

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Summary: public support a green recovery

Seven in ten consider climate change as serious a crisis as Covid-19, and a similar proportion feel their government will be failing them if it doesn't act on climate change now. Two thirds globally support a green economic recovery from the crisis.



71% globally agree that in the long term, climate change is as serious a crisis as Covid-19. In GB this is 66%.



70% in GB say the government will be failing them if it doesn't act now to combat climate change. Globally this figure is 68%



65% of the global public support a 'green' economic recovery from the Covid-19 crisis. In GB this is 58%.



59% in GB would be put off voting for a political party whose policies don't deal seriously with climate change. Globally this is 57%.

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Summary: public no more willing to change their climate behaviours than they were in 2014



A majority globally, and in Great Britain say they are likely to make changes this year, but the proportion saying this has not increased since a comparable Ipsos survey in 2014. The changes we are most likely to make are mainly lower effort and lower impact.

In Great Britain the public are most likely to say they will avoiding products which have a lot of packaging (59%) and to avoid buying new, repairing or buying second hand instead (49%).

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Covid-19 and climate change

How do the public view the two crises?

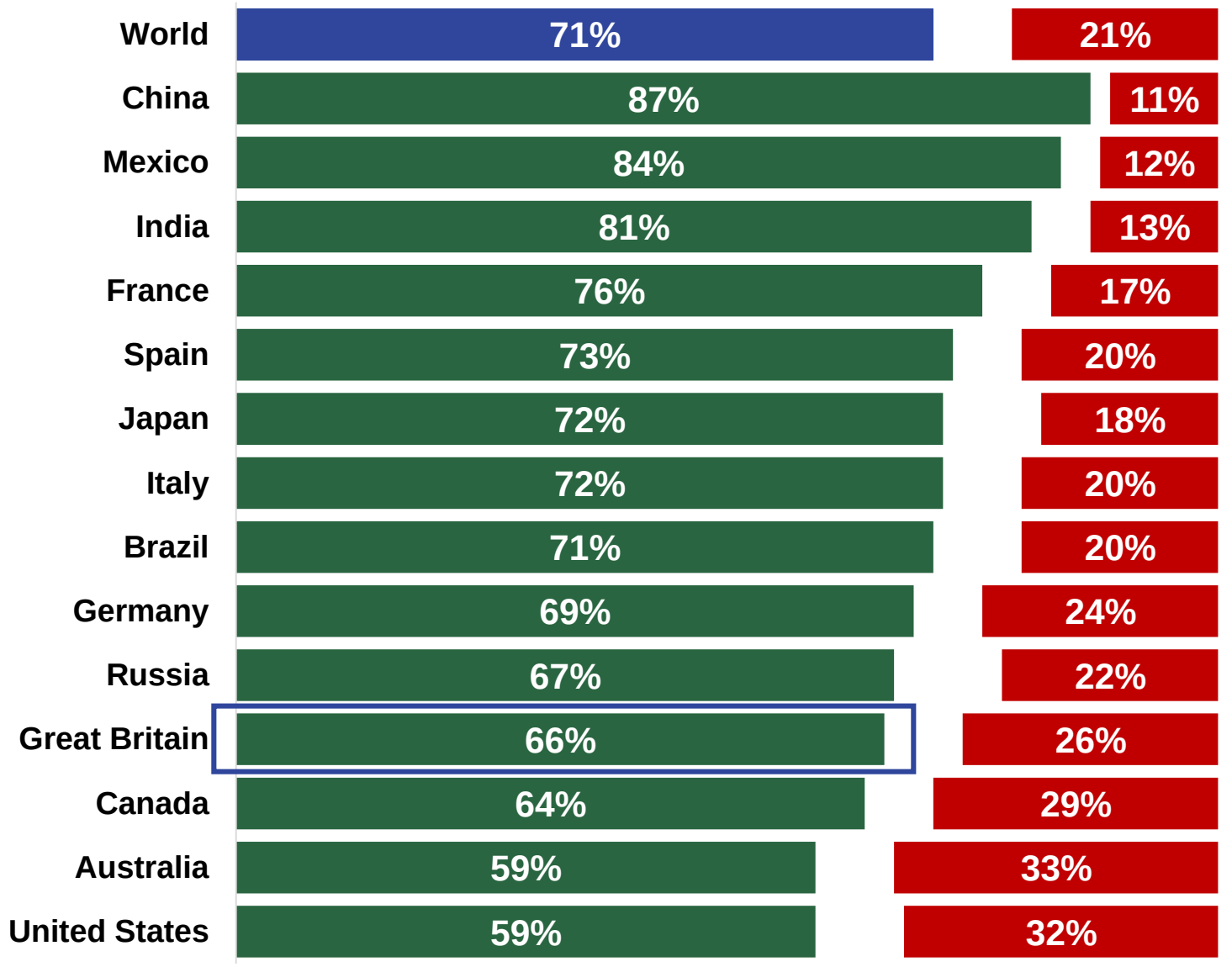


Seriousness of climate change in comparison to Covid-19

Country data

Q. To what extent do you agree or disagree with the following:

In the long term, climate change is as serious a crisis as Covid-19 is



Base: 28,029 online adults aged 16-74: Fieldwork dates: Thursday 16 to Sunday 19 April.

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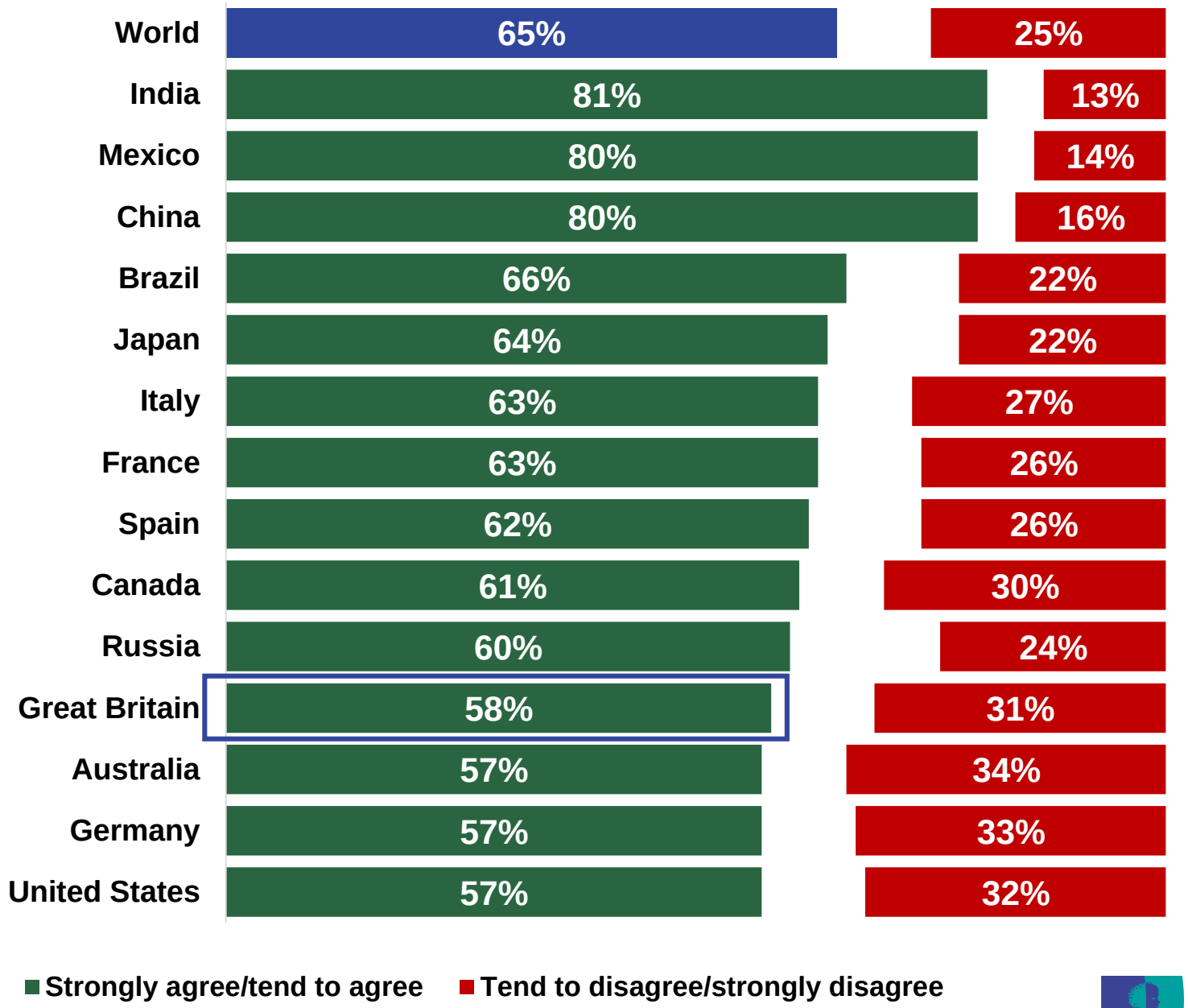
Ipsos MORI

Support for a ‘green’ economic recovery from Covid-19

Country data

Q. To what extent do you agree or disagree with the following:

In the economic recovery after Covid-19, it's important that government actions prioritize climate change



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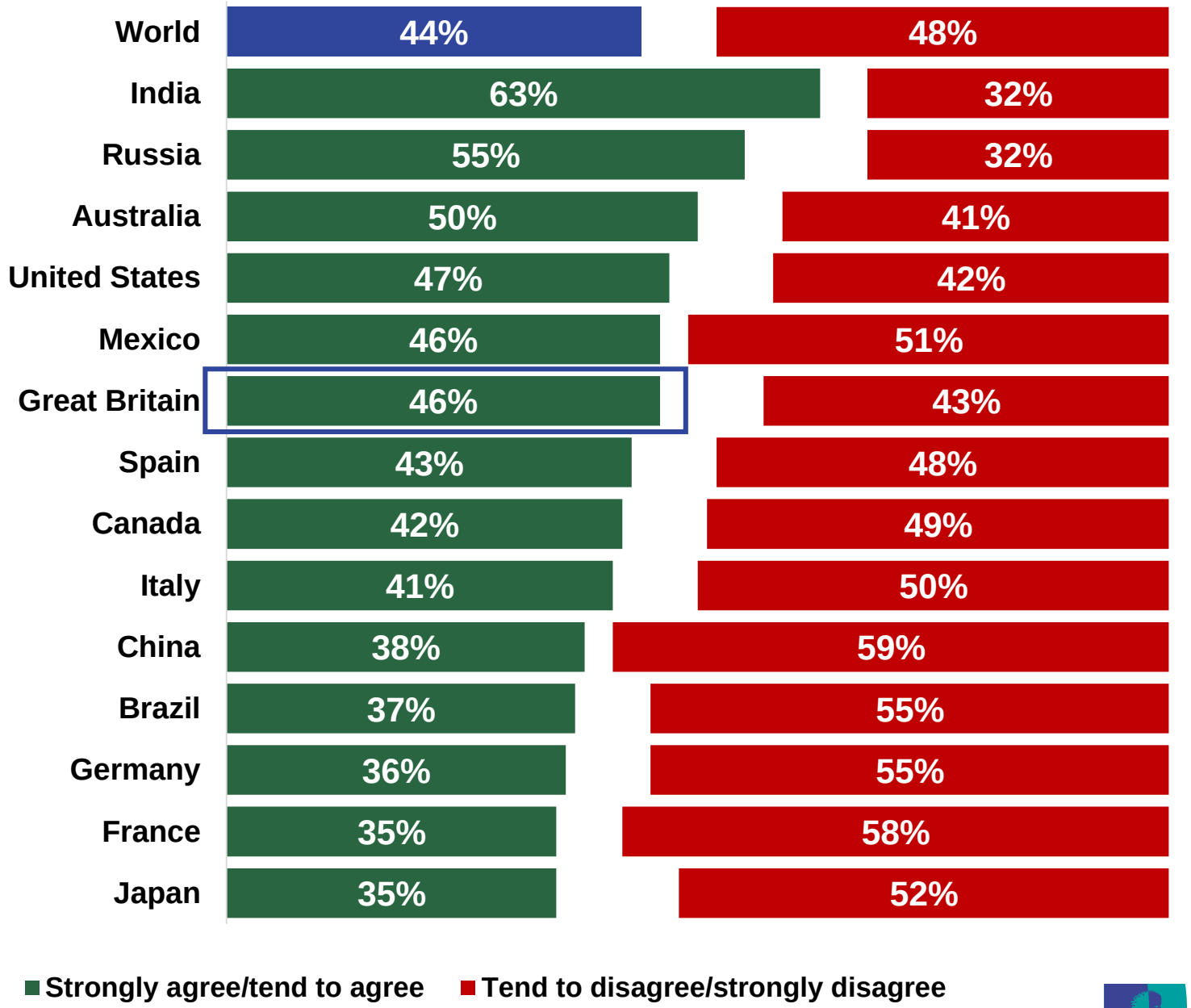
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Focus on economic recovery from Covid-19 first and foremost?

Country data

Q. To what extent do you agree or disagree with the following:

Government should focus on helping the economy to recover first and foremost, even if that means taking some actions that are bad for the environment



Base: 28,029 online adults aged 16-74: Fieldwork dates: Thursday 16 to Sunday 19 April.

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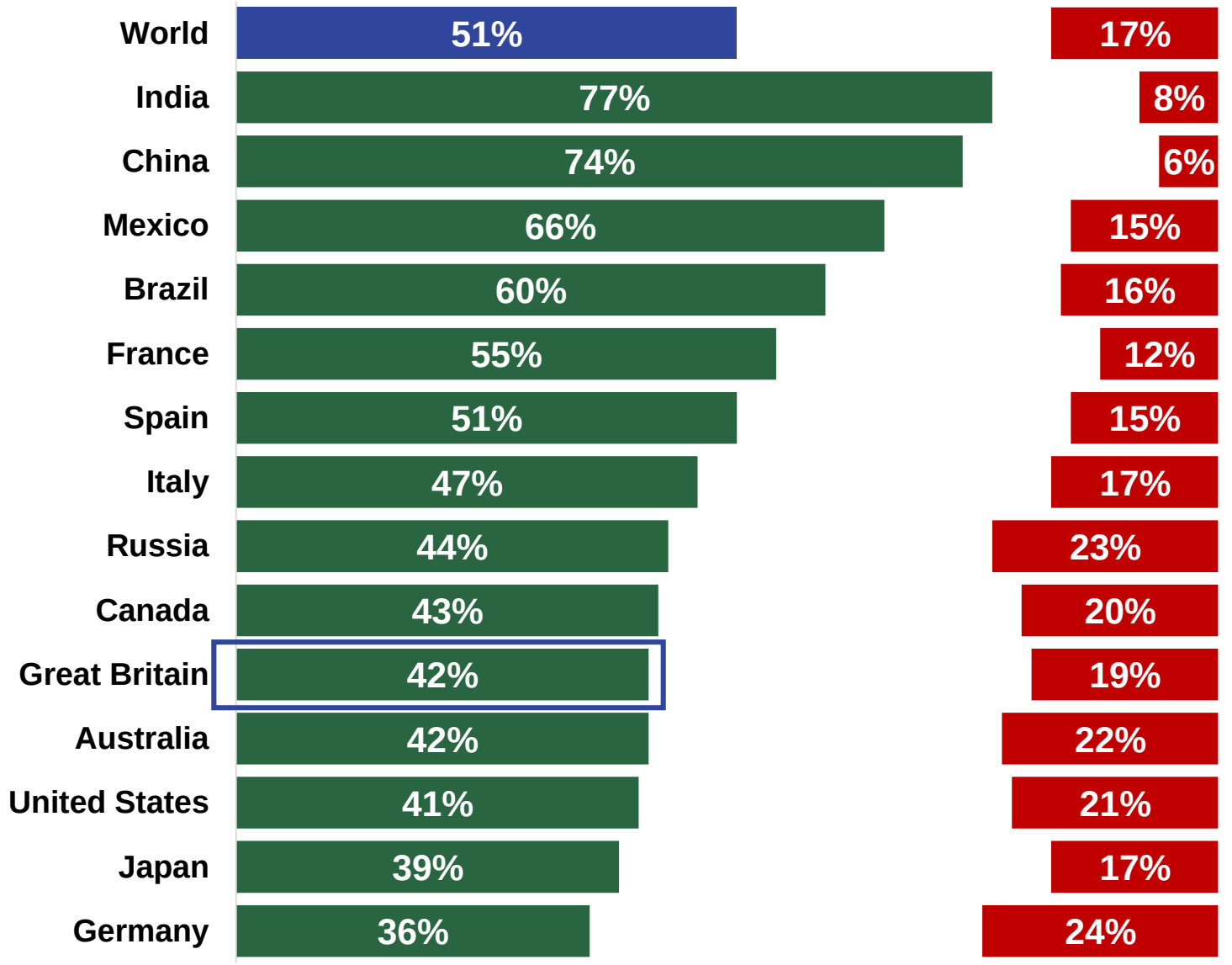
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Views on whether Covid-19 will lead to increased environmental activism

Country data

Q. How likely or unlikely do you think the following is to occur as a result of the Coronavirus:

We will see more people fighting for changes to protect the environment



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Environmental issues

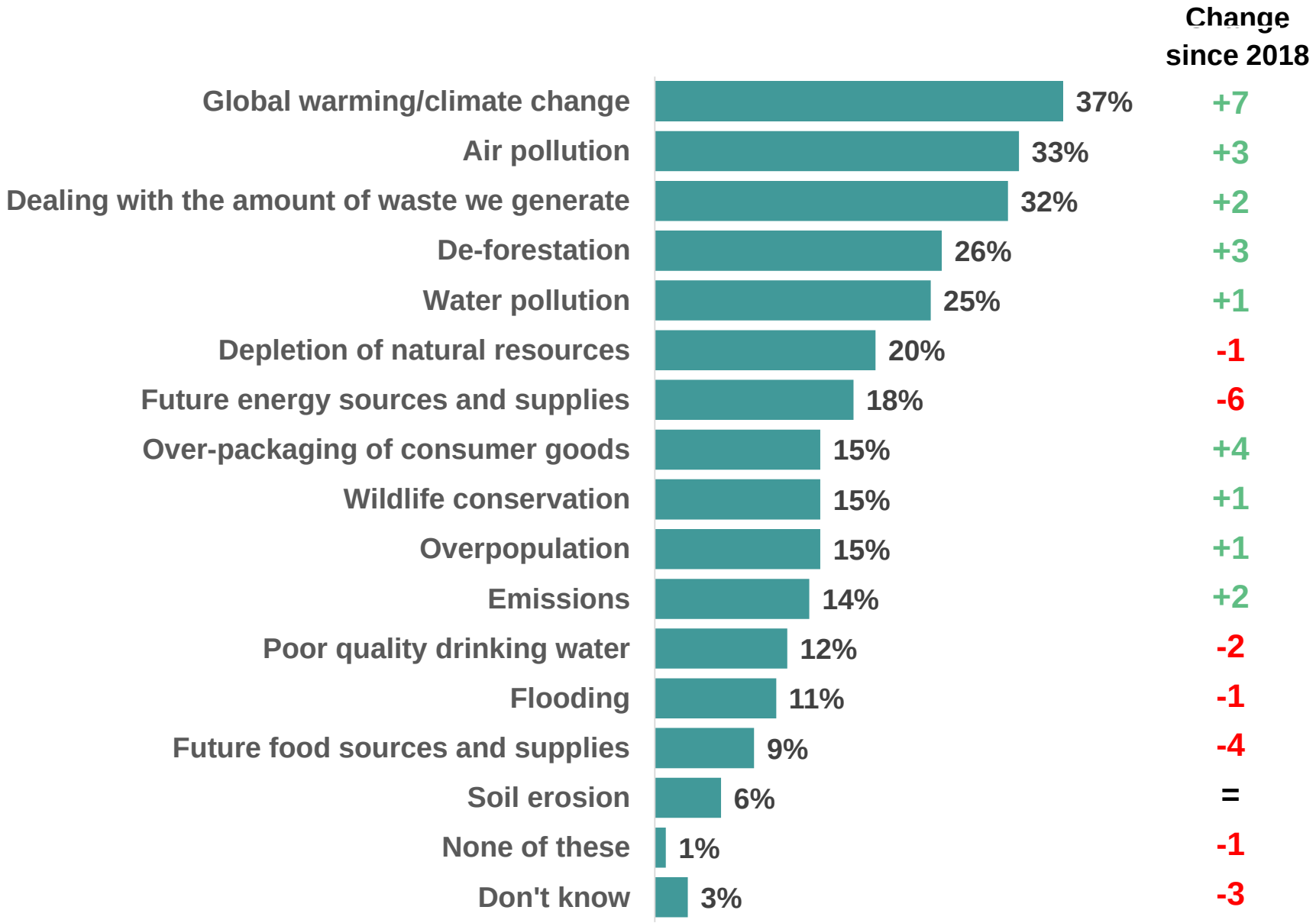
Which environmental issues are most concerning to citizens?



Top environmental issues around the world

Global data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?



Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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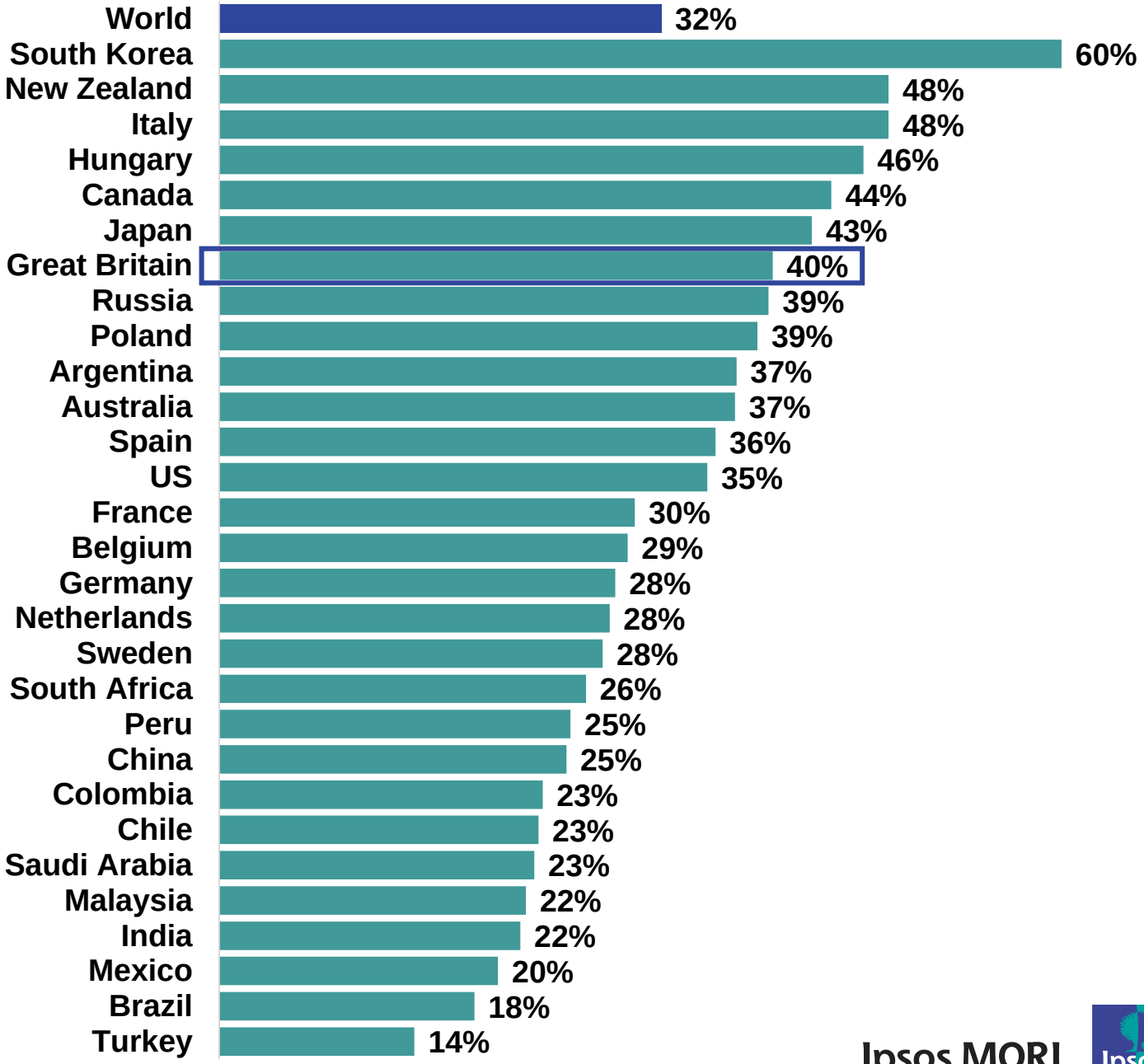
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Dealing with the amount of waste we generate

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Dealing with the amount of waste we generate



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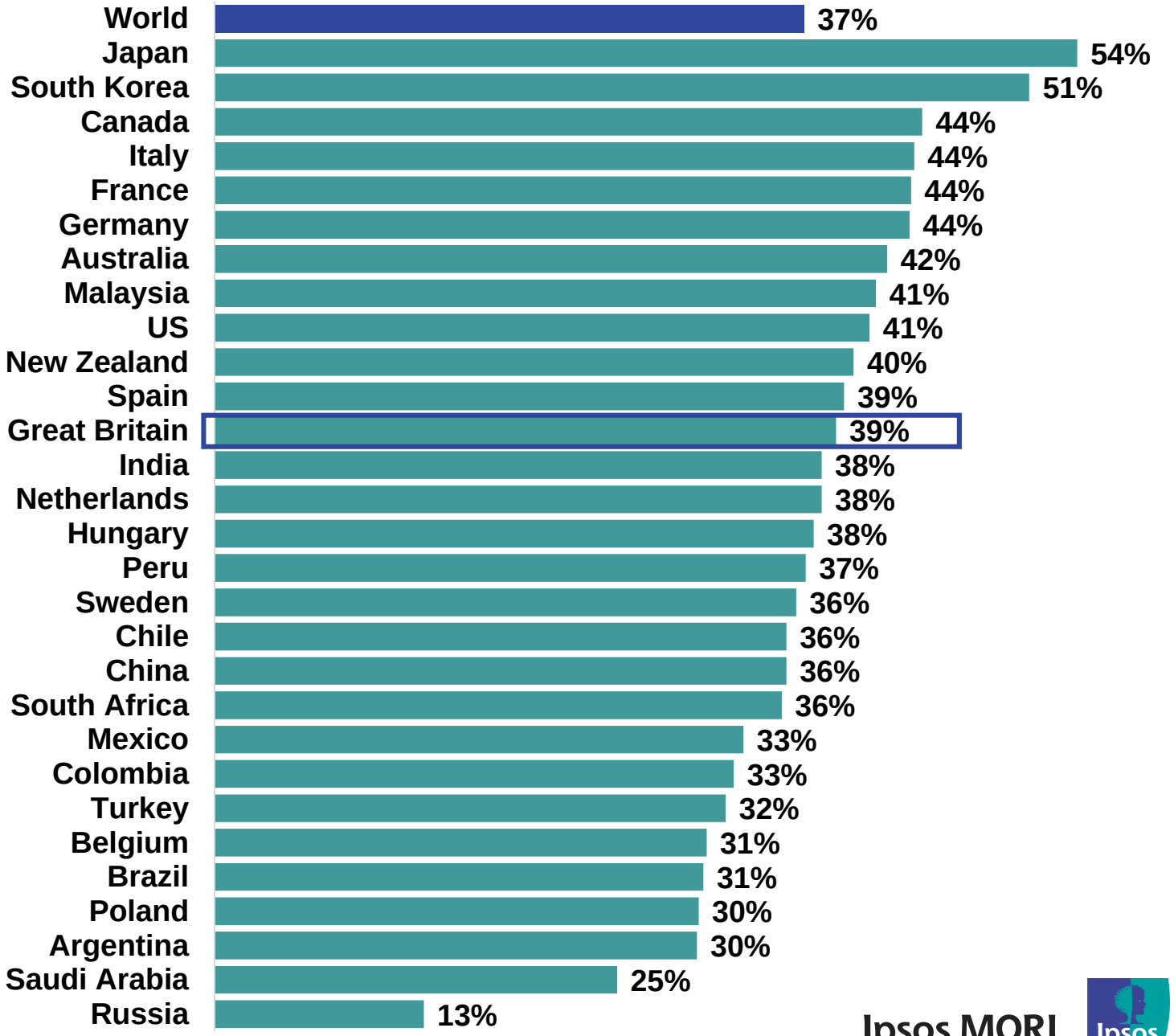
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Global warming/ climate change

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Global warming/climate change



Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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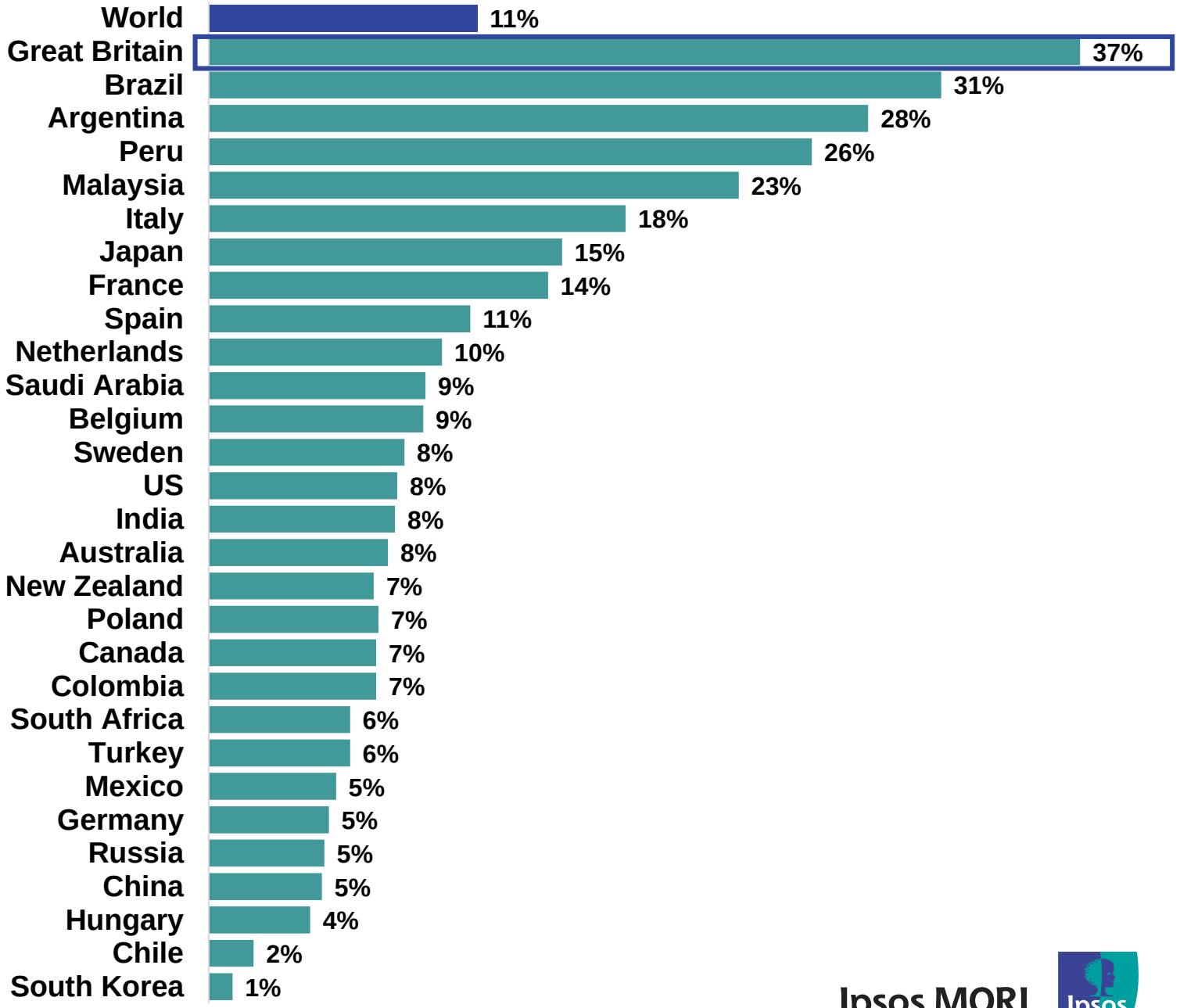
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Flooding

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Flooding



Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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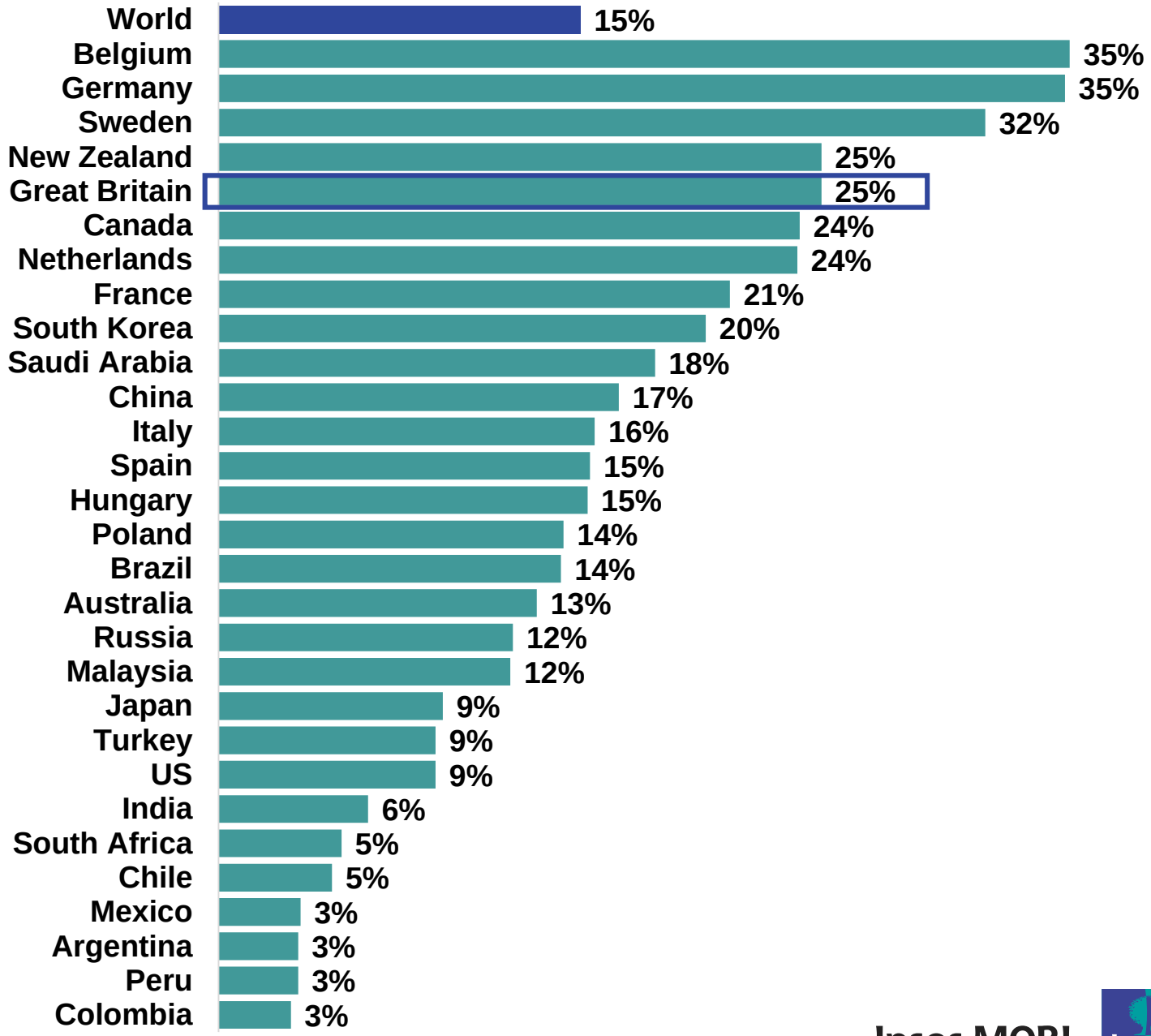
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Over-packaging of consumer goods

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Over-packaging of consumer goods



Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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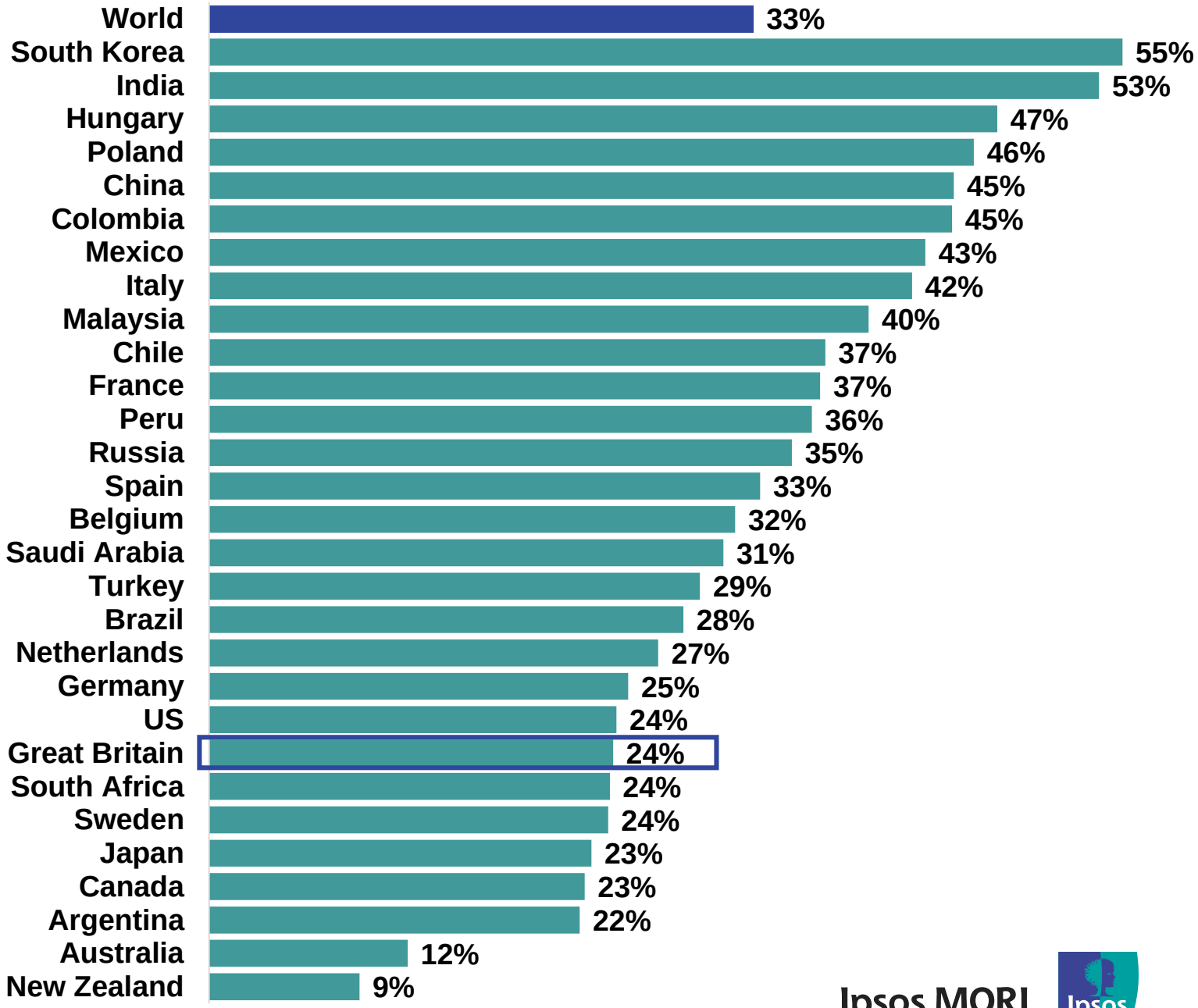
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Air pollution

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Air pollution



Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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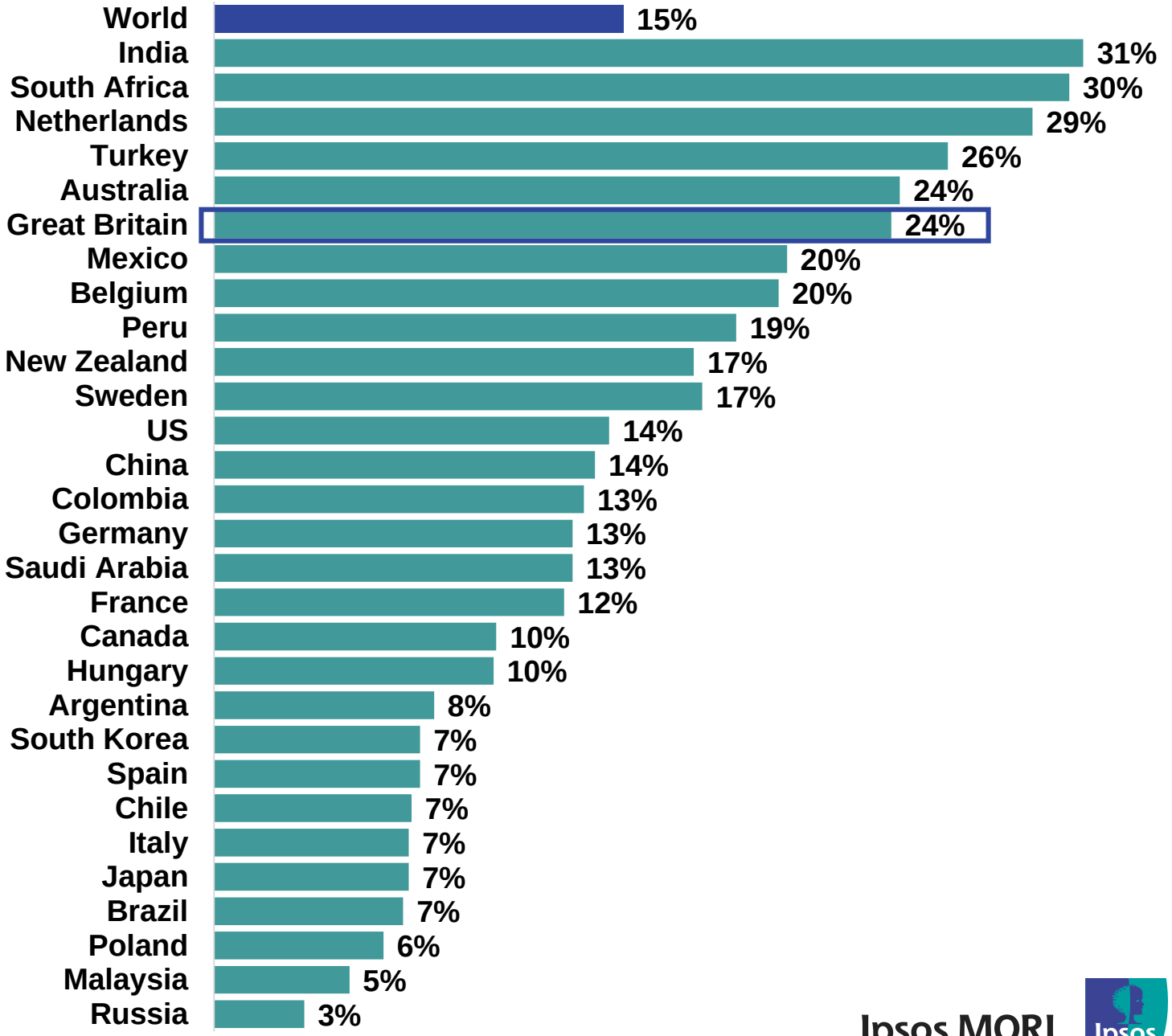
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Over population

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Over population



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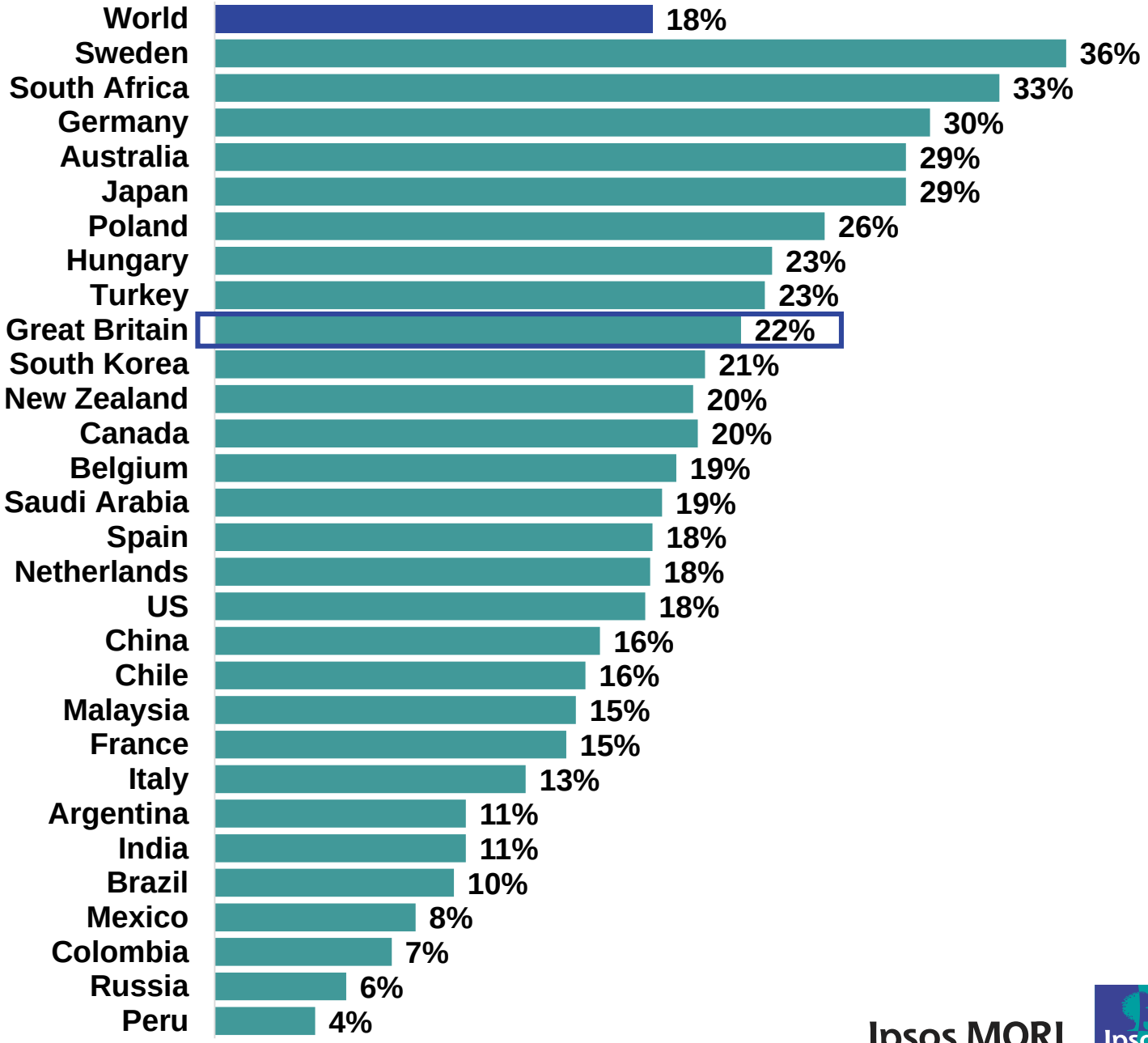
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Future energy sources and supplies

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Future energy sources and supplies



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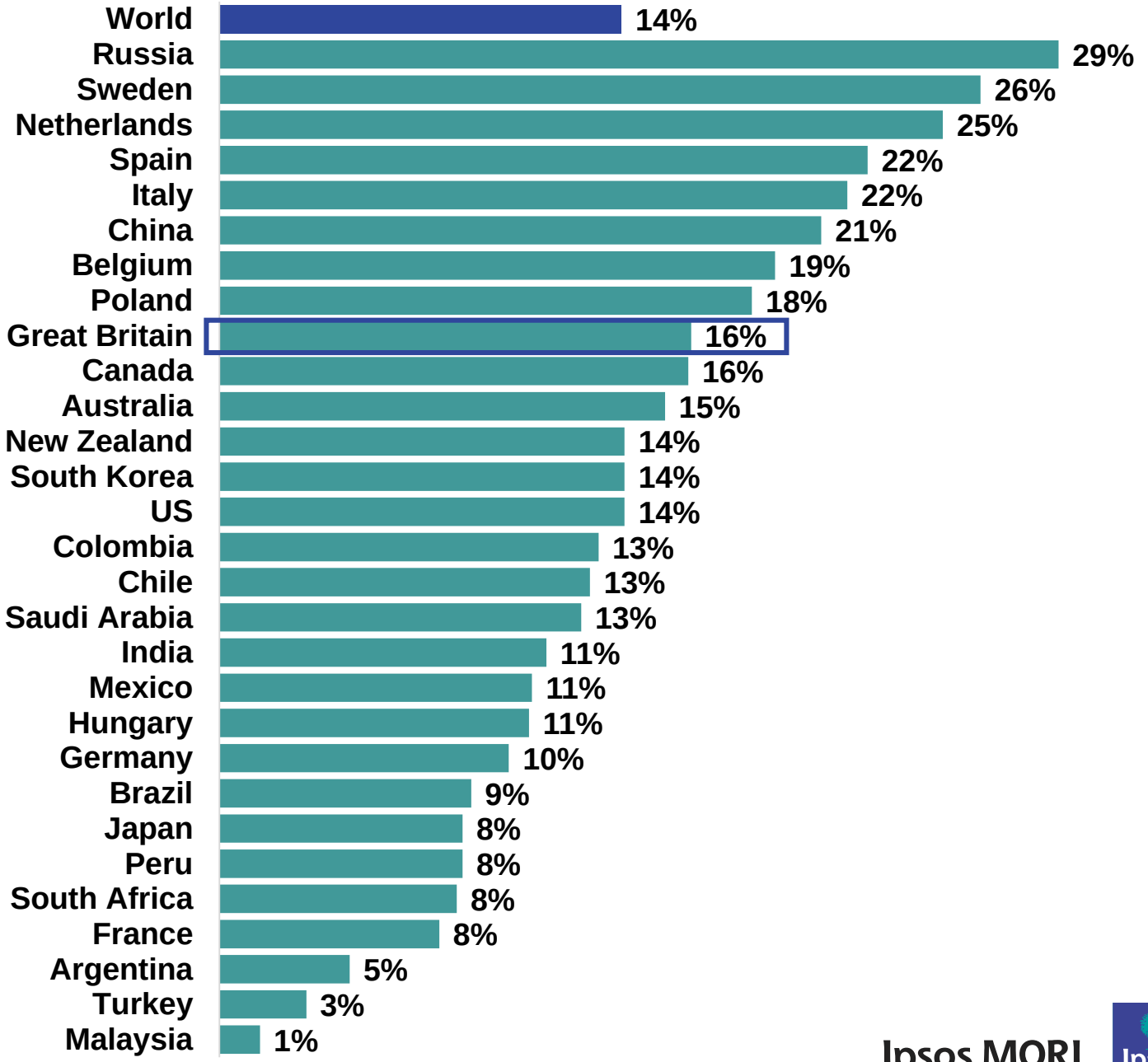
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Emissions

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Emissions



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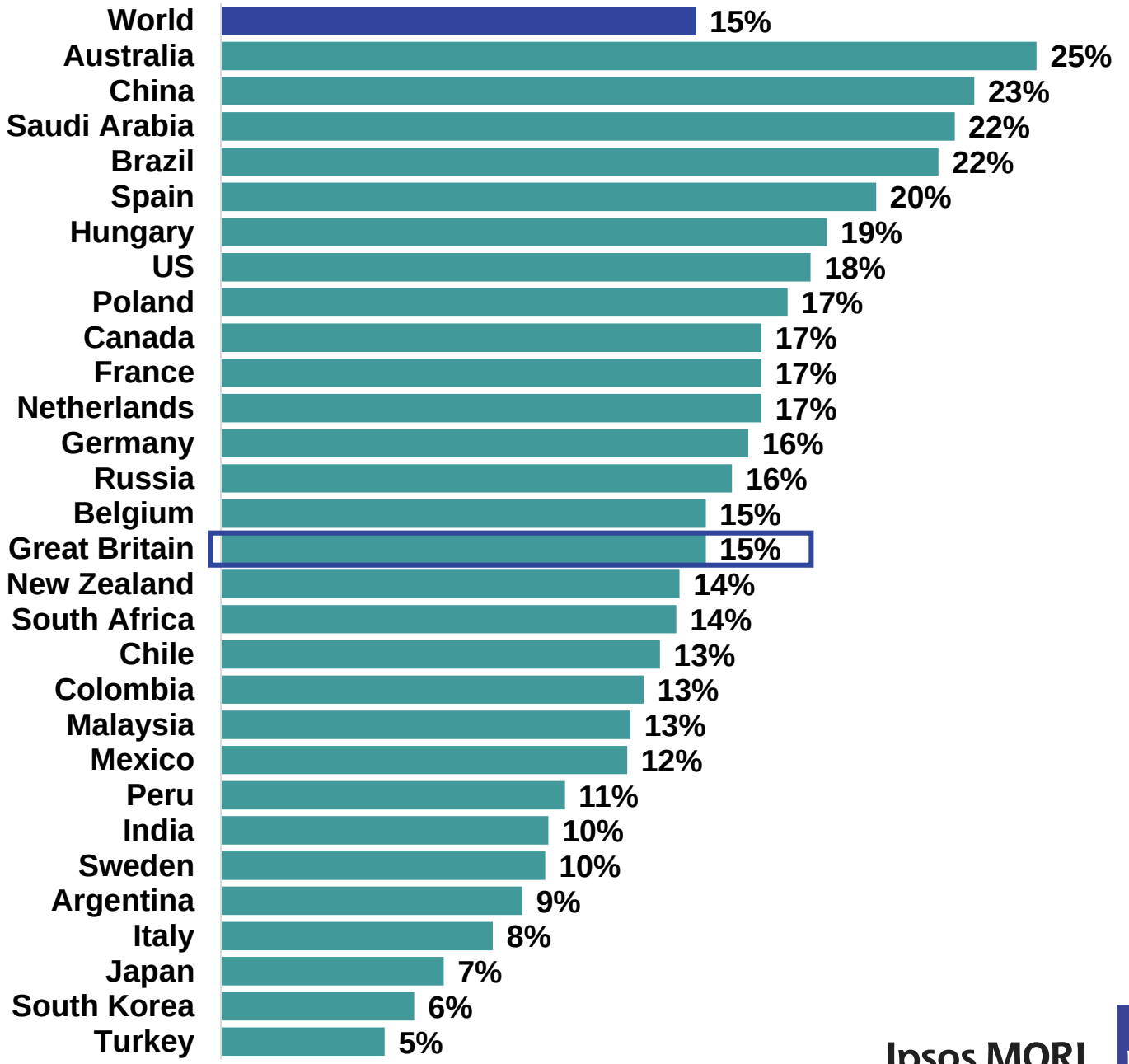
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Wildlife conservation

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Wildlife conservation



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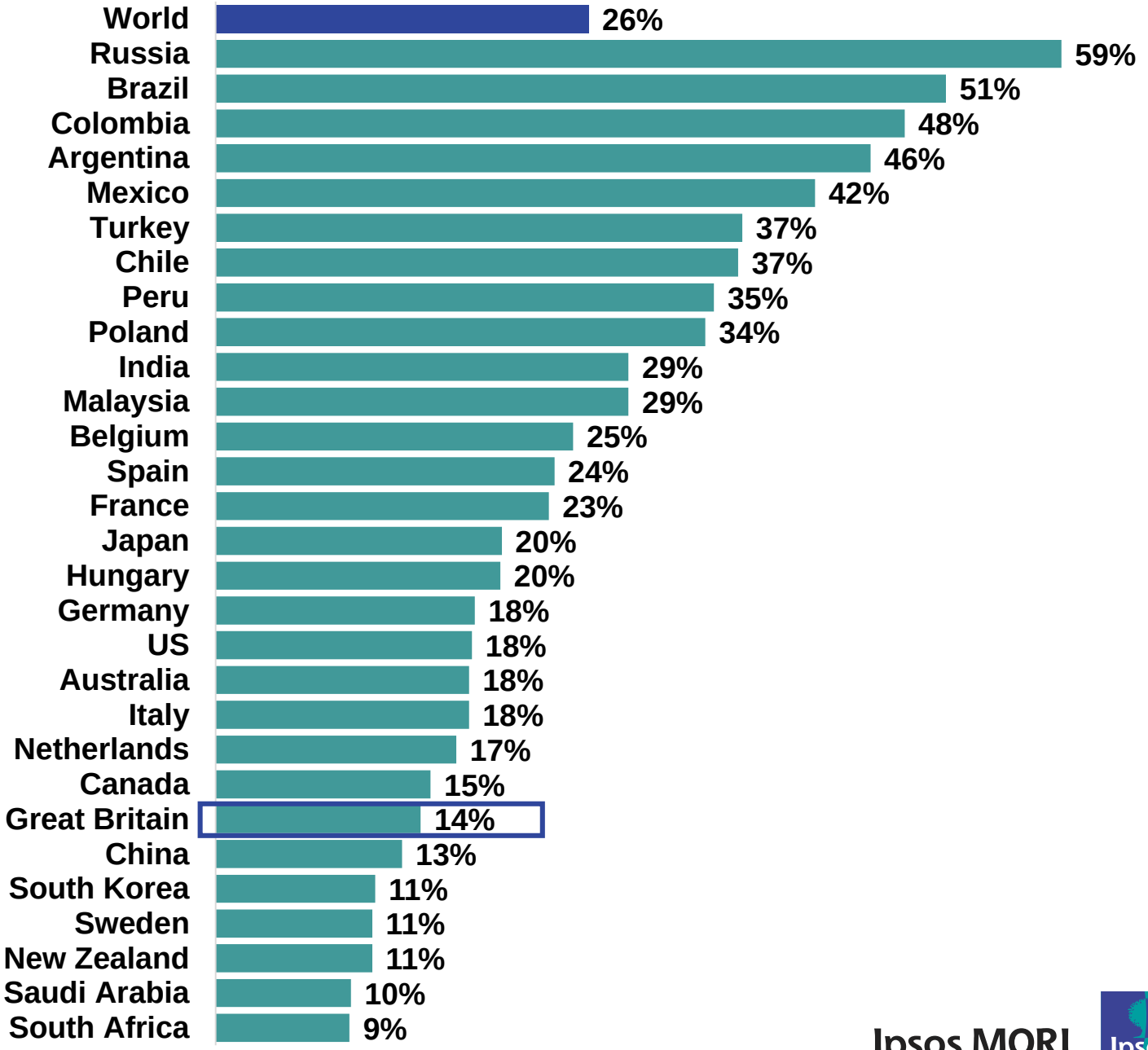
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De-forestation

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

De-forestation



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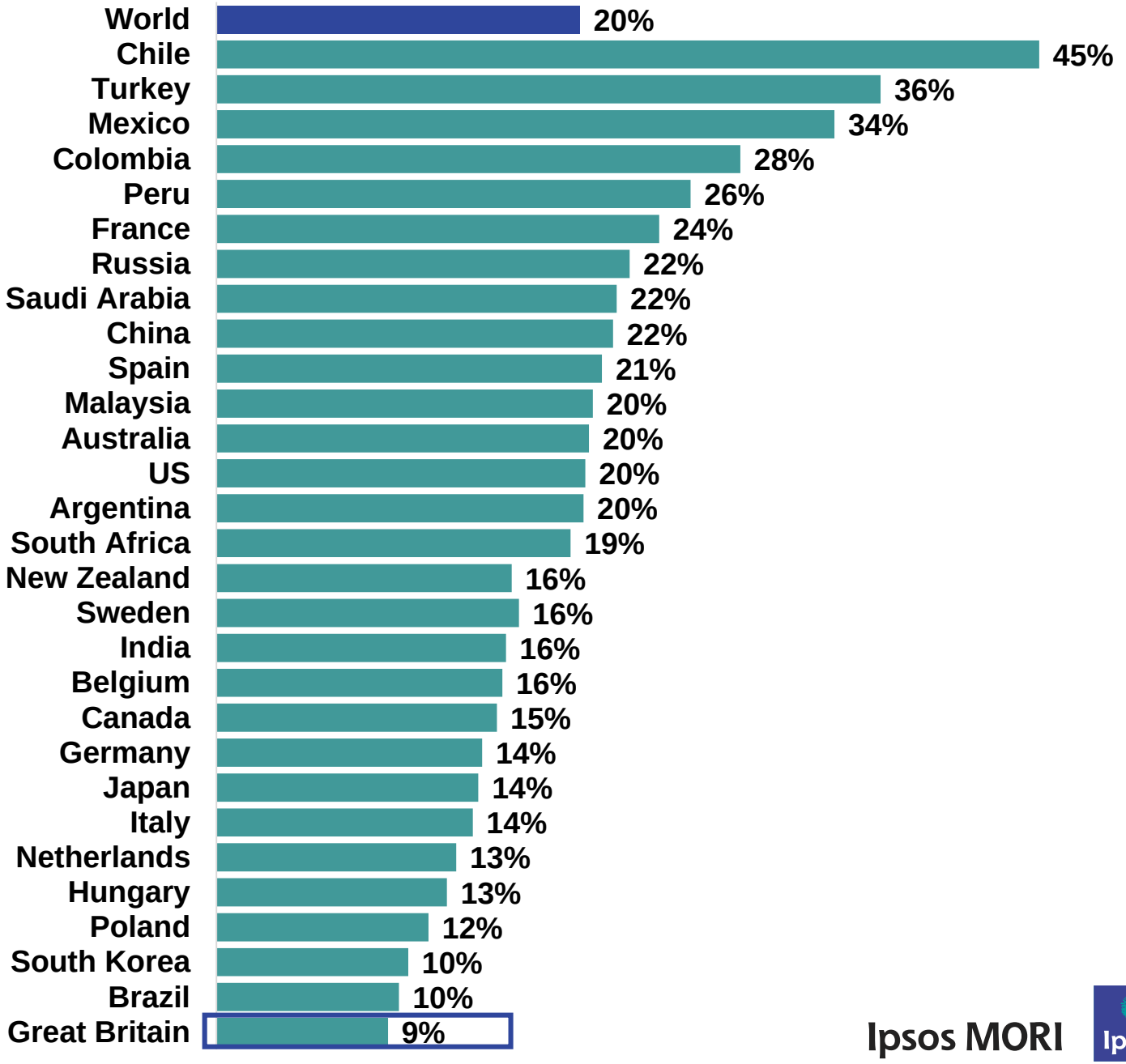
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Depletion of natural resources

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Depletion of natural resources



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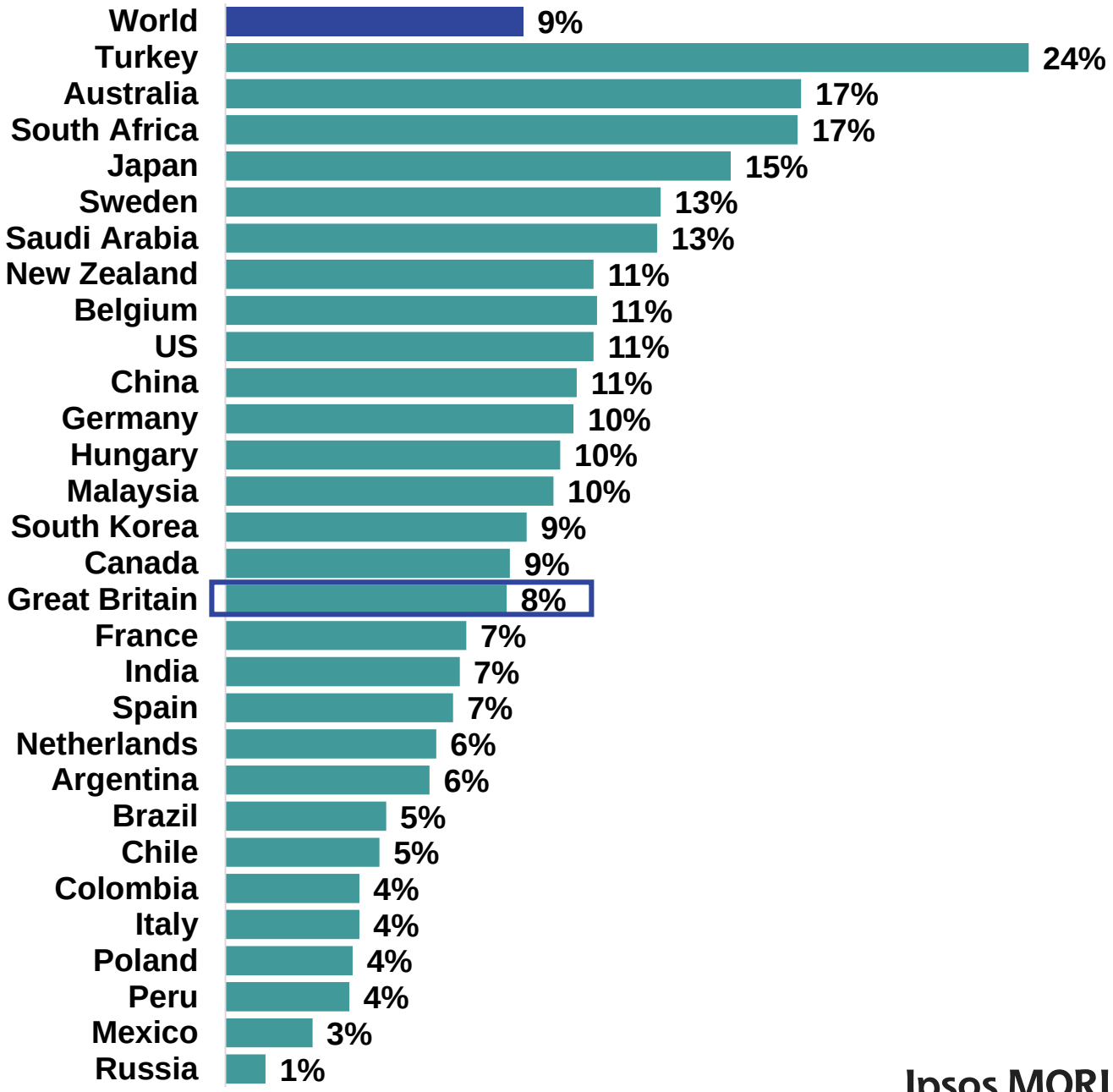
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Future food sources and supplies

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Future food sources and supplies



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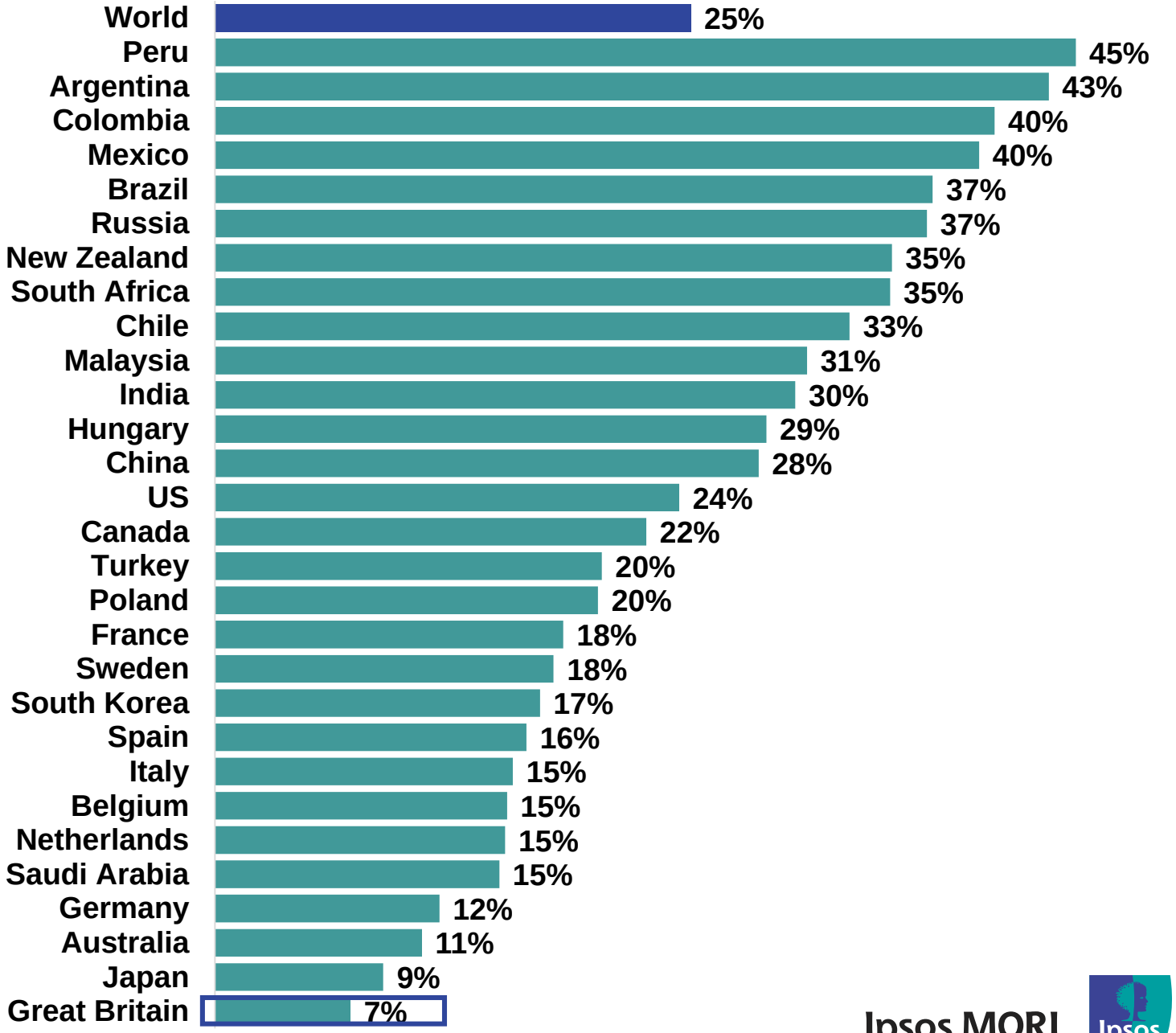
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Water pollution

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Water pollution



Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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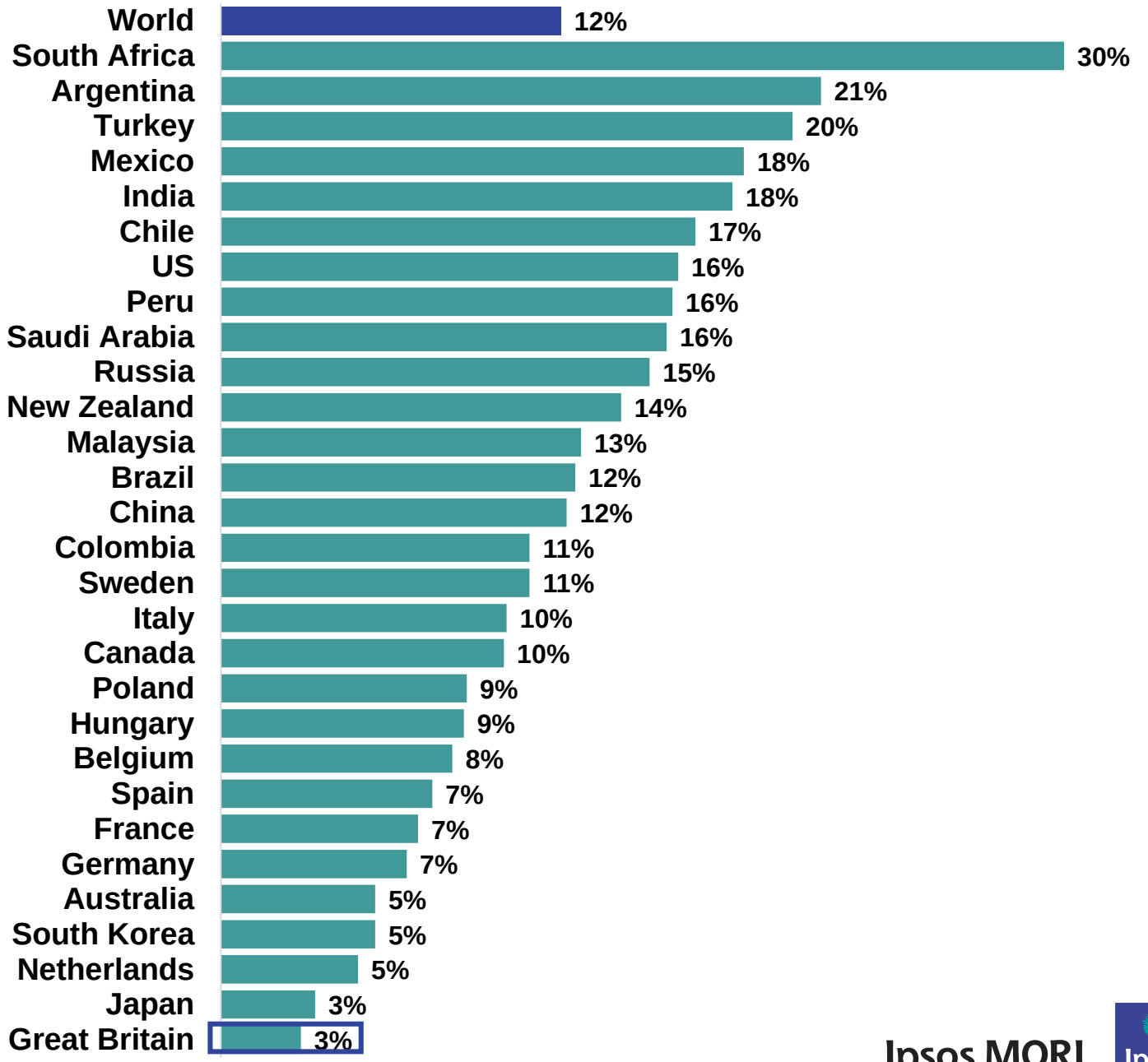
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Poor quality drinking water

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Poor quality drinking water



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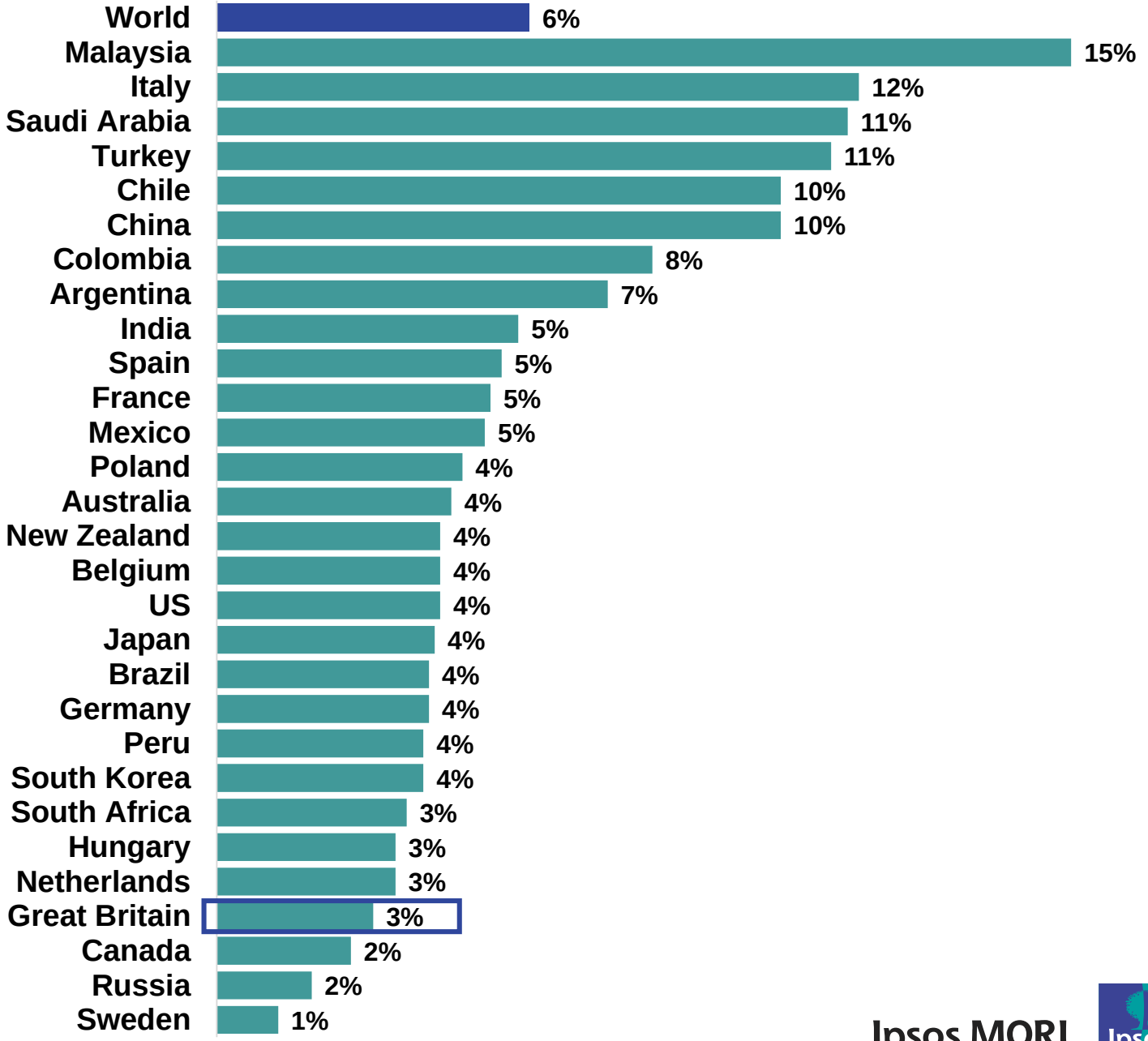
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Soil erosion

Country data

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

Soil erosion



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Climate change



How willing are citizens to take personal action on climate change?

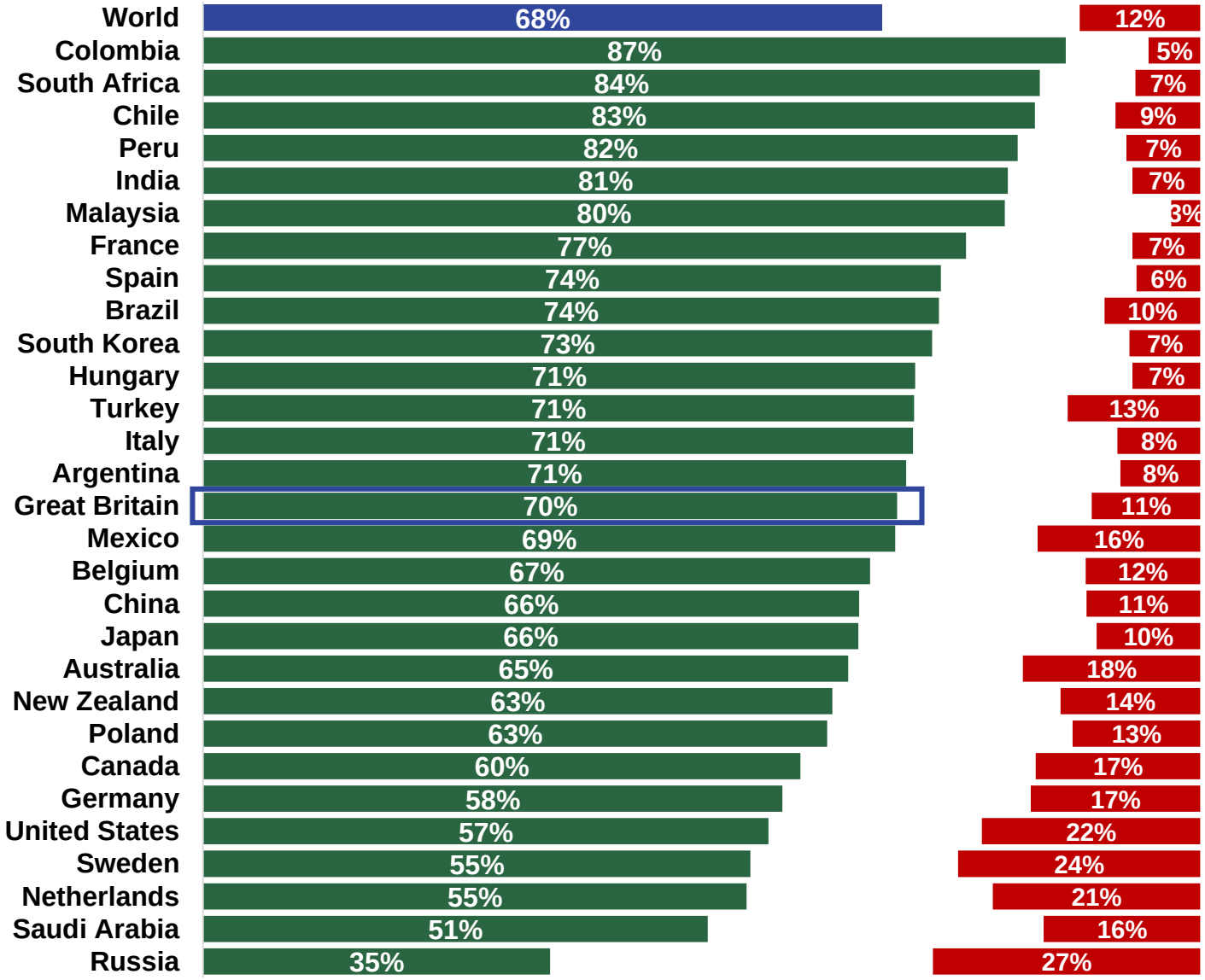
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Desire for government action to combat climate change

Country data

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

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



Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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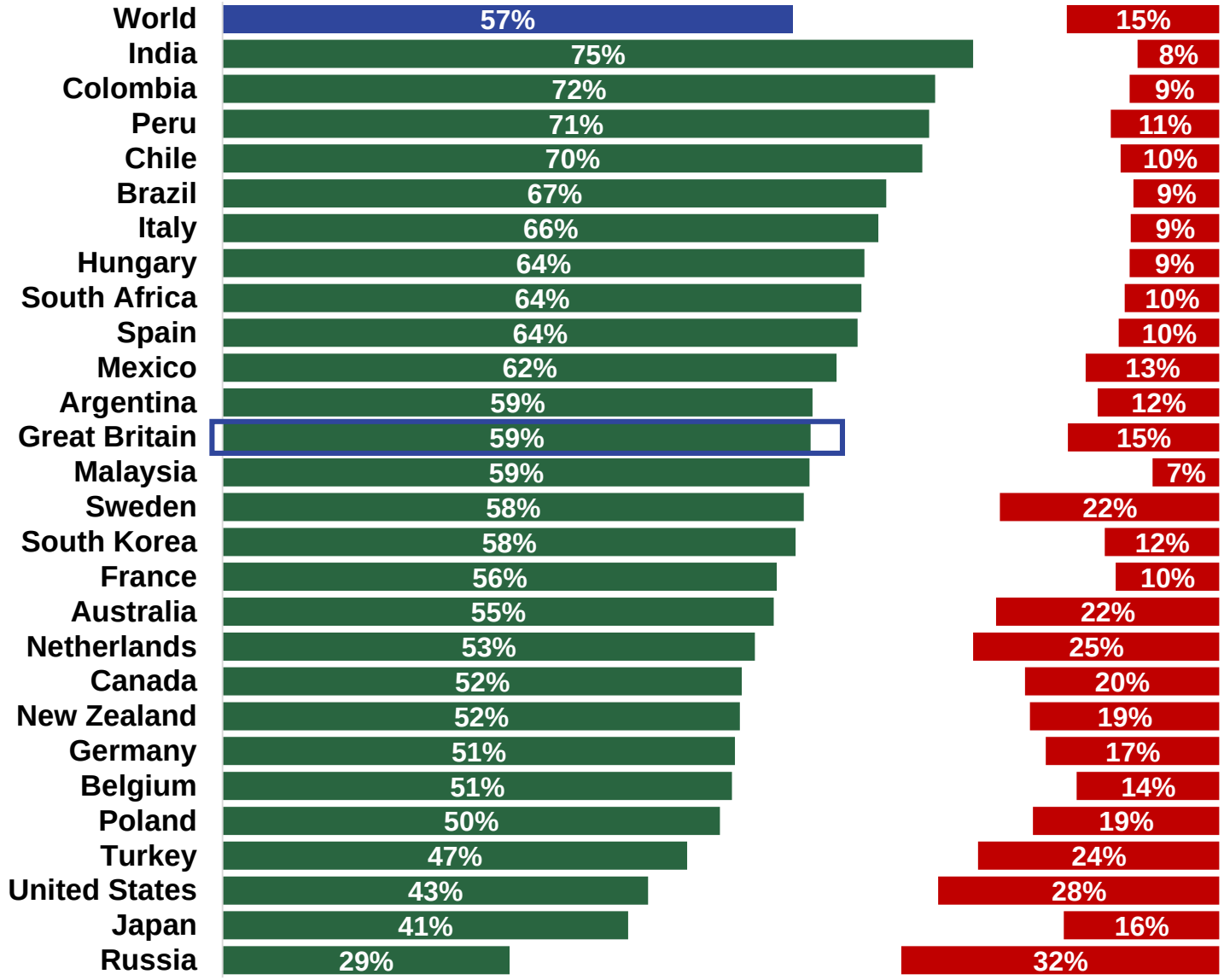
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Role of climate change in shaping political party support

Country data

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

"If a political party's policies don't deal seriously with climate change, this would put me off voting for them'



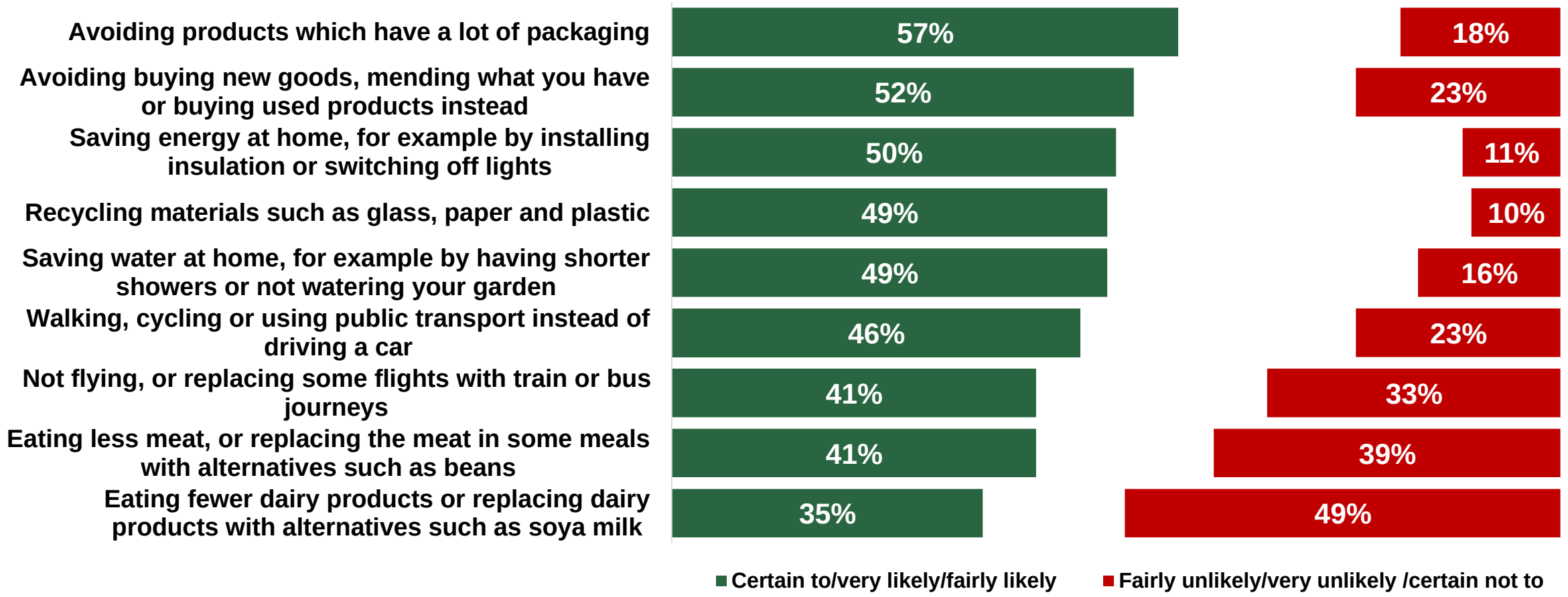
Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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Willingness to take action on climate change - global data

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?



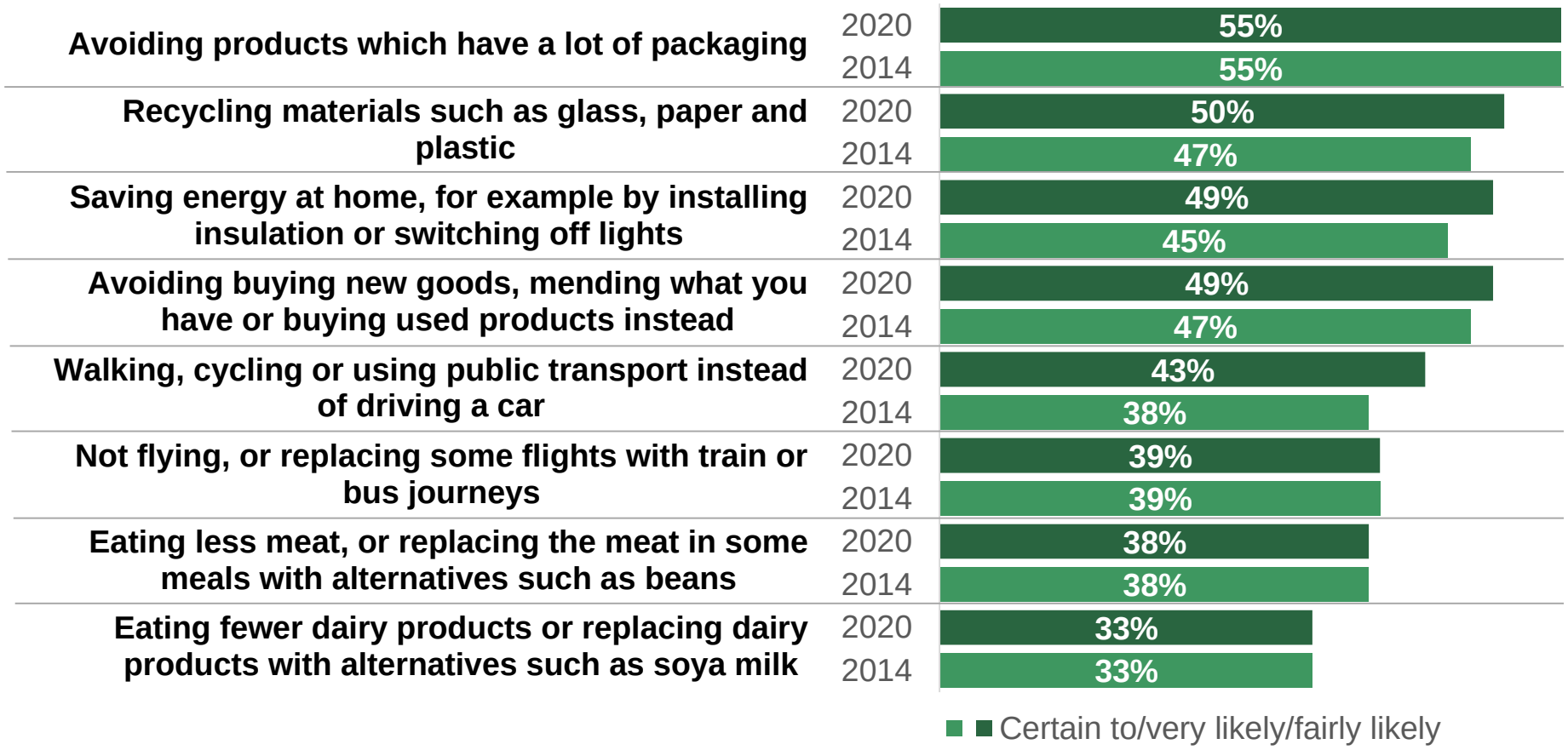
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Willingness to take action on climate change – 2020 vs. 2014

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?



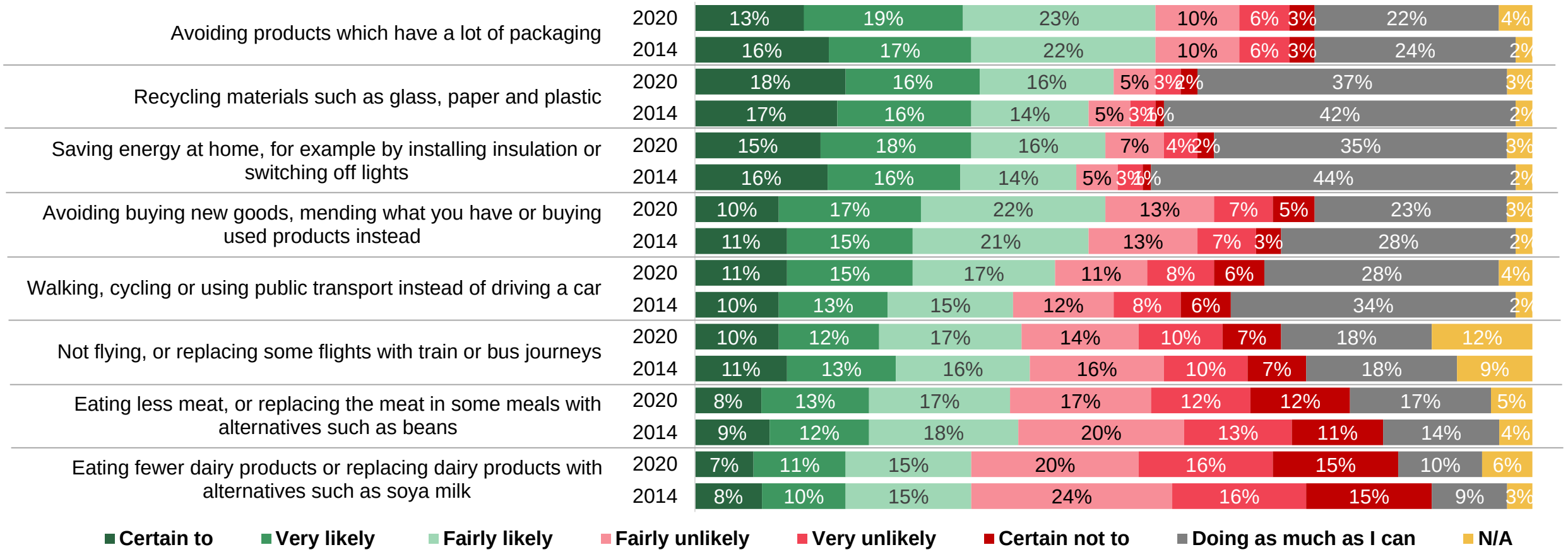
Base: 10,504 online adults aged 16-74 across 12 countries: Fieldwork dates: Feb 21 to Mar 6, 2020, Sep 26 to Oct 10 2014

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Full breakdown: change in willingness to take action on Climate Change since 2014

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?



Base: 10,504 online adults aged 16-74 across 12 countries: Fieldwork dates: Feb 21 to Mar 6, 2020, Sep 26 to Oct 10 2014

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Willingness to take action on climate change 2020 across 12 comparator countries

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

% Certain to/very likely/fairly likely

	World 29 countries	Brazil	China	France	Germany	India	Italy	Japan	Poland	Russia	South Africa	**Great Britain**	USA
Avoiding products which have a lot of packaging	57%	56%	71%	46%	54%	60%	58%	49%	45%	55%	60%	59%	50%
Avoiding buying new goods, mending what you have or buying used products instead	52%	49%	59%	41%	52%	54%	53%	47%	41%	45%	53%	49%	51%
Saving energy at home, for example by installing insulation or switching off lights	50%	47%	69%	32%	48%	52%	48%	55%	37%	47%	52%	49%	51%
Recycling materials such as glass, paper and plastic	49%	52%	74%	27%	40%	59%	42%	57%	37%	65%	60%	41%	44%
Saving water at home, for example by having shorter showers or not watering your garden	49%	44%	66%	34%	47%	51%	51%	50%	41%	43%	51%	49%	46%
Walking, cycling or using public transport instead of driving a car	46%	45%	64%	32%	42%	54%	50%	44%	32%	42%	39%	43%	27%
Not flying, or replacing some flights with train or bus journeys	41%	45%	59%	31%	42%	53%	40%	35%	33%	34%	37%	31%	26%
Eating less meat, or replacing the meat in some meals with alternatives such as beans	41%	43%	58%	32%	39%	47%	45%	23%	38%	28%	38%	35%	27%
Eating fewer dairy products or replacing dairy products with alternatives such as soya milk	35%	44%	59%	23%	35%	54%	31%	24%	29%	19%	33%	24%	23%

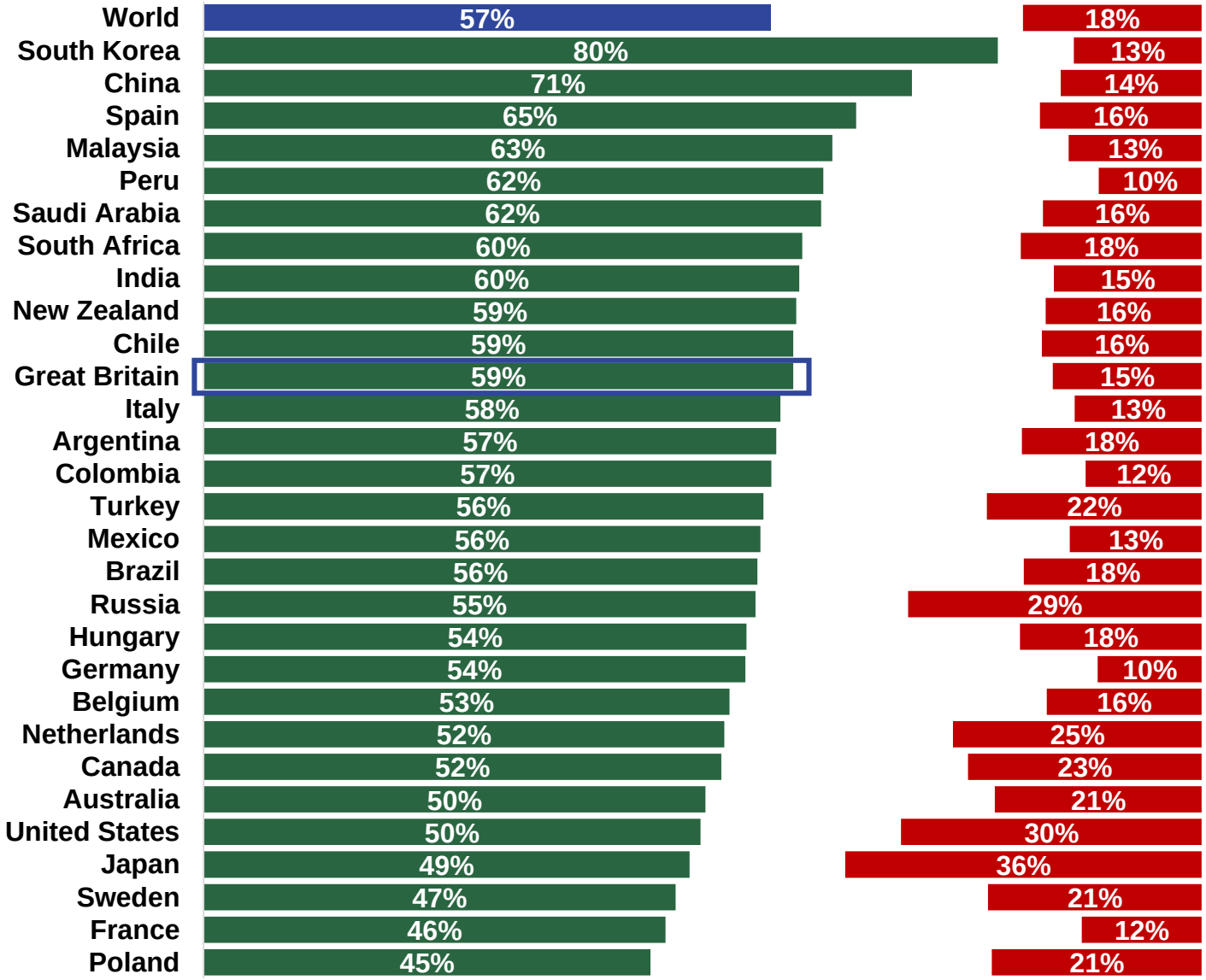
Base: 20,590 online adults aged 16-74 across 29 countries: Fieldwork dates: Feb 21 to Mar 6, 2020, Sep 26 to Oct 10 2014

Willingness to avoid products with a lot of packaging

Country data

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Avoiding products which have a lot of packaging



Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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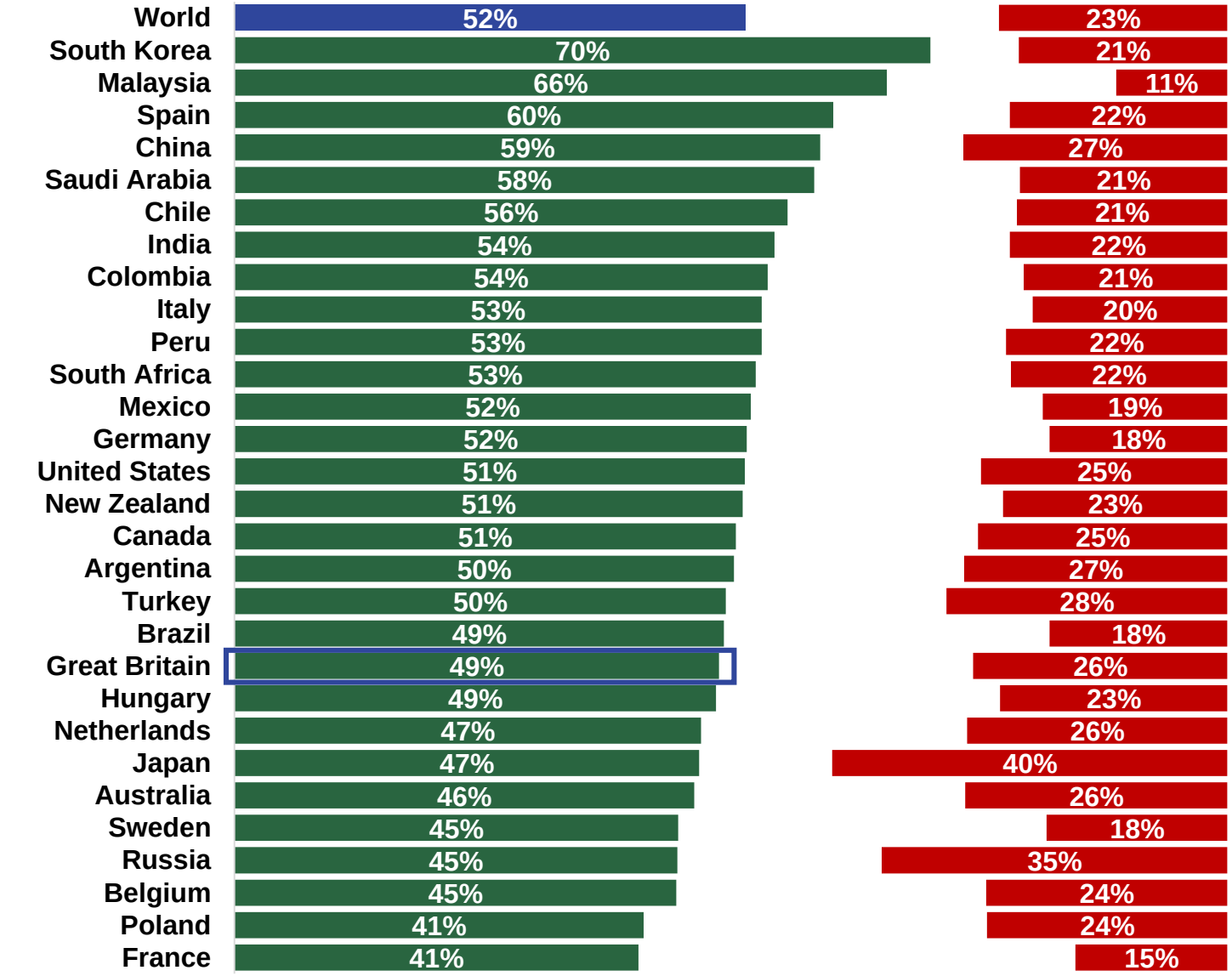
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Willingness to buy second hand and mend broken items

Country data

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Avoiding buying new goods, for example mending what you have or buying used products instead



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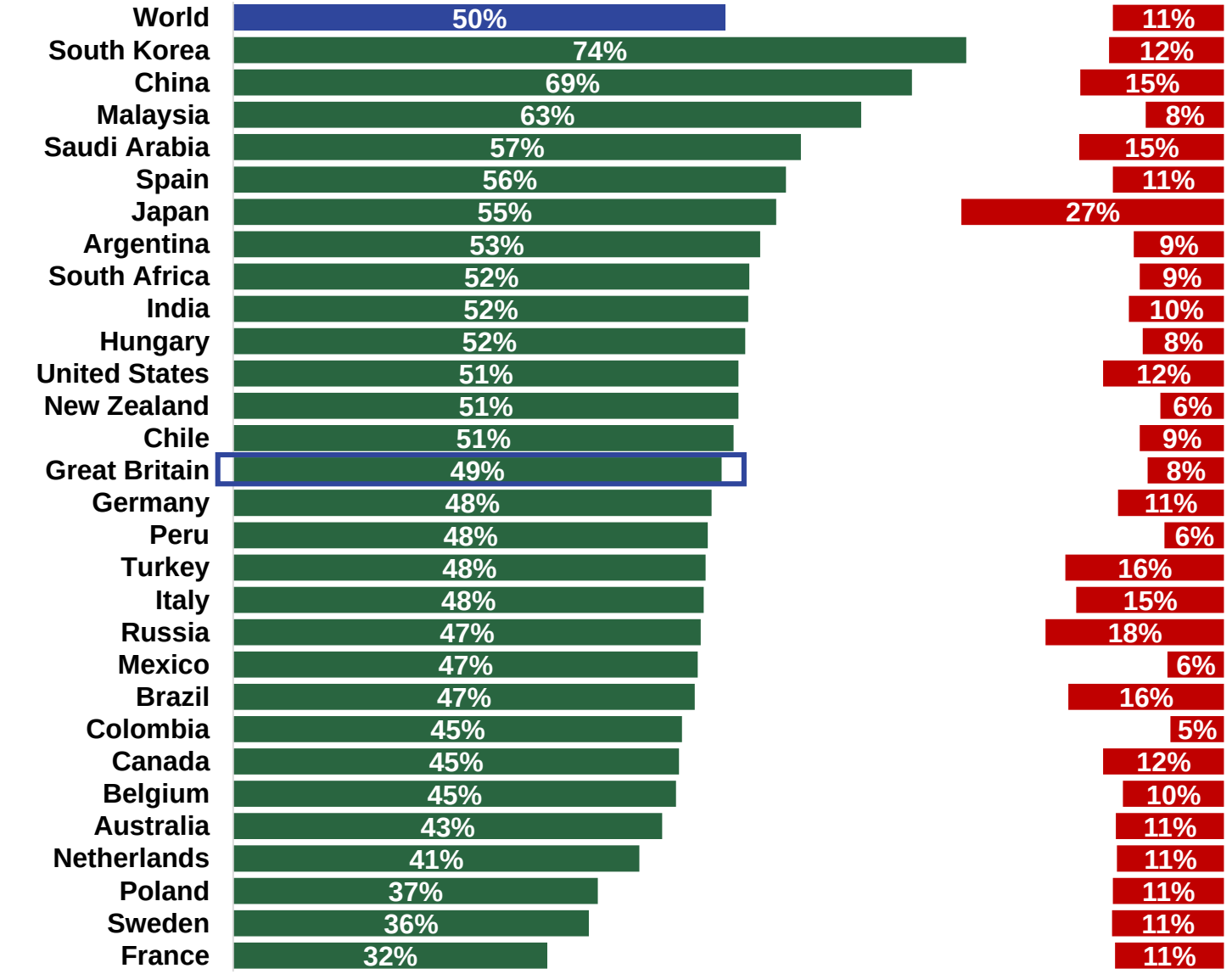
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Willingness to save energy

Country data

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Saving energy at home, for example by installing insulation or switching off lights



Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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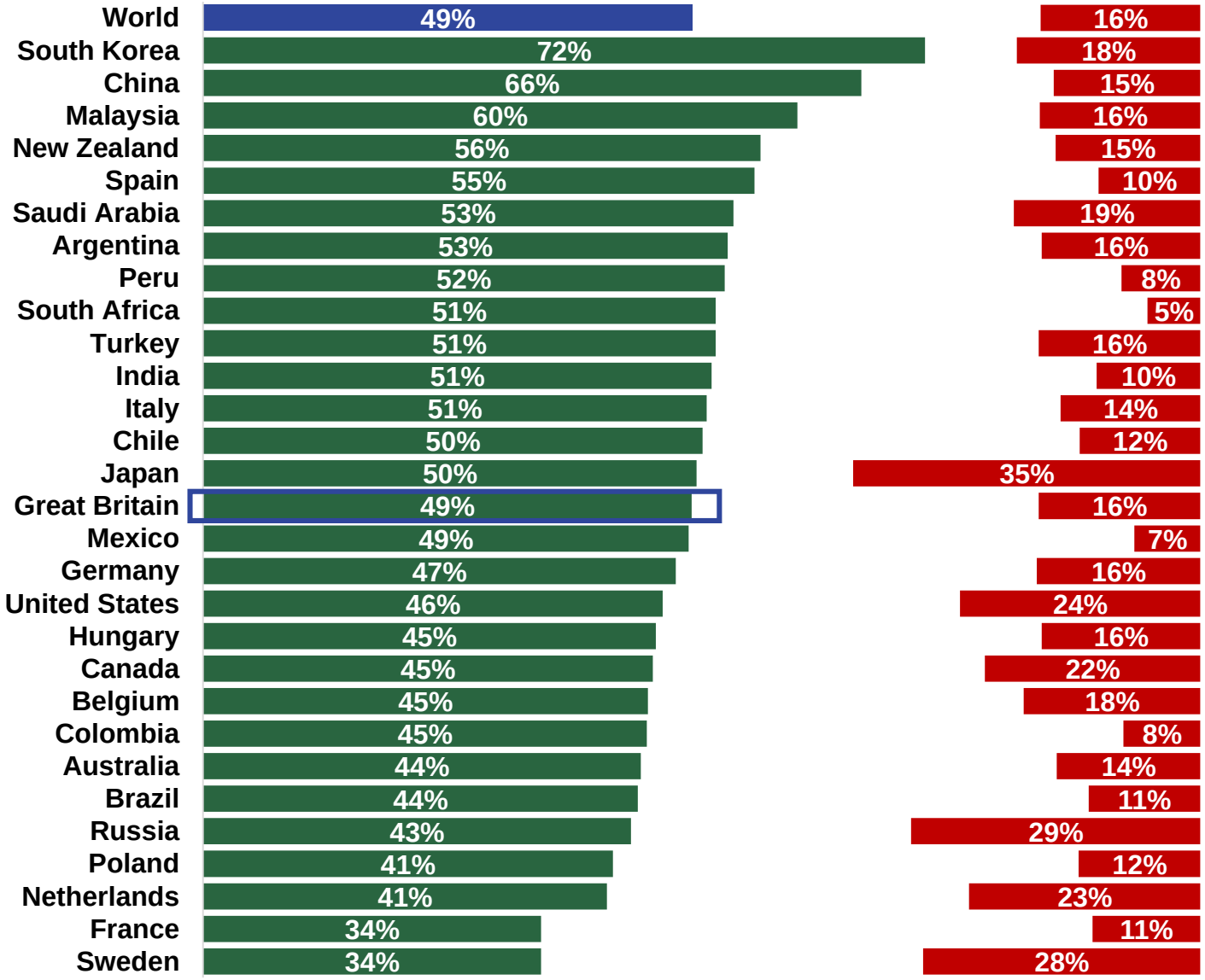
Ipsos MORI

Willingness to save water at home

Country data

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Saving water at home, for example by having shorter showers or not watering your garden



Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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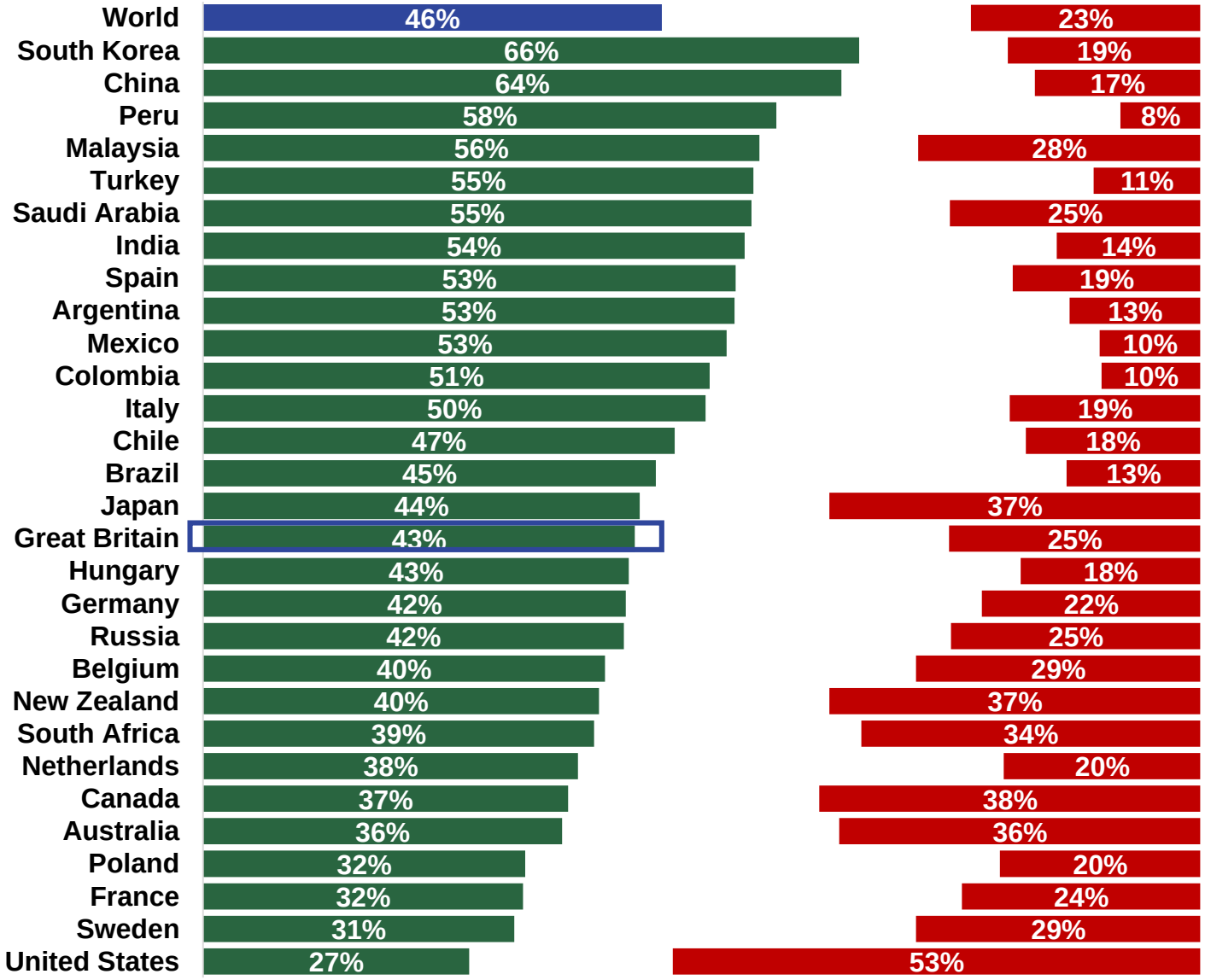
Ipsos MORI

Willingness to change daily travel

Country data

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Walking, cycling or using public transport instead of driving a car or motorbike



Base: 20,590 online adults aged 16-74 across 29 countries (Chatham House) :
Fieldwork dates : Friday, February 21 to Friday, March 6, 2020

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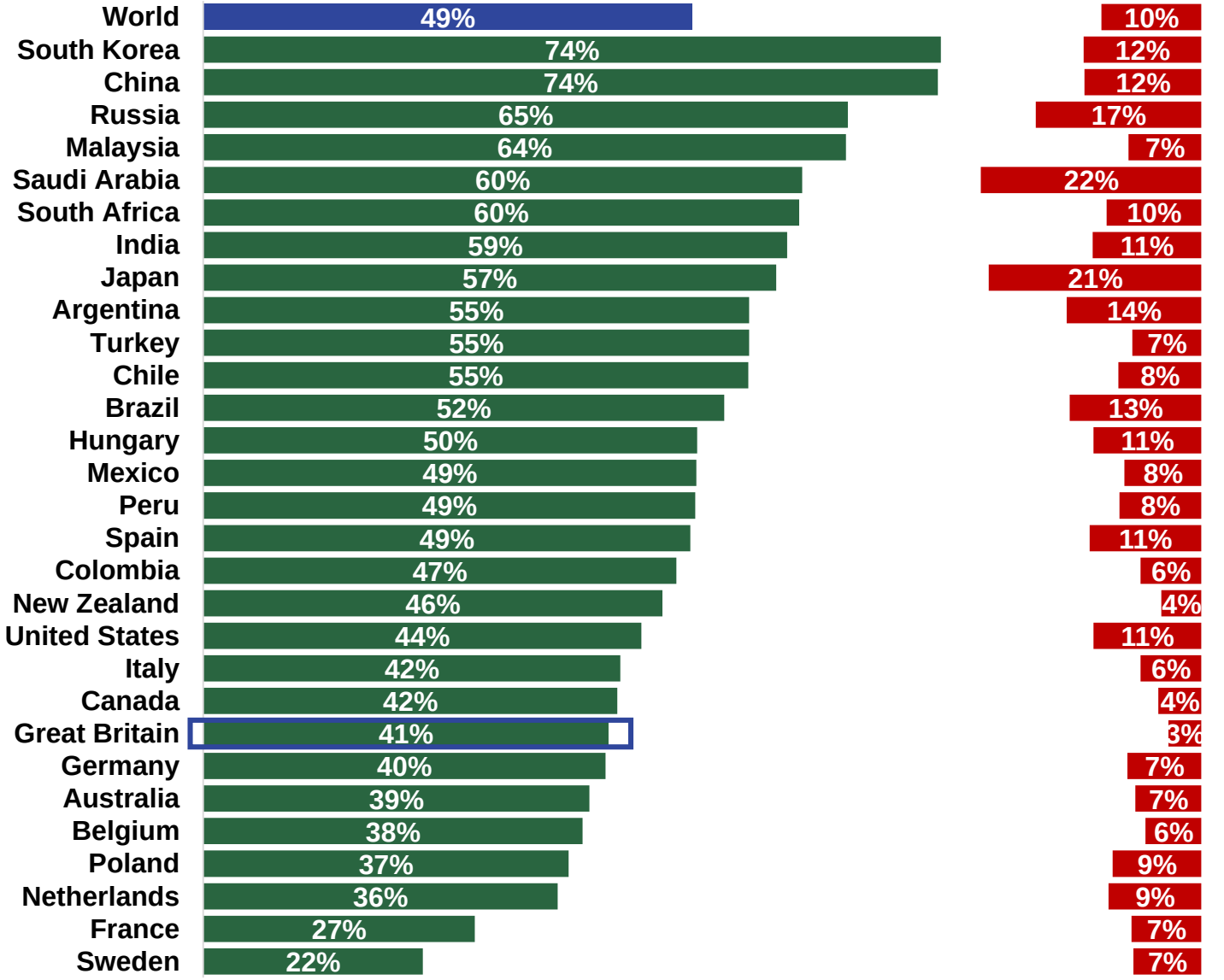
Ipsos MORI

Willingness to recycle

Country data

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Recycling materials such as glass, paper and plastic



Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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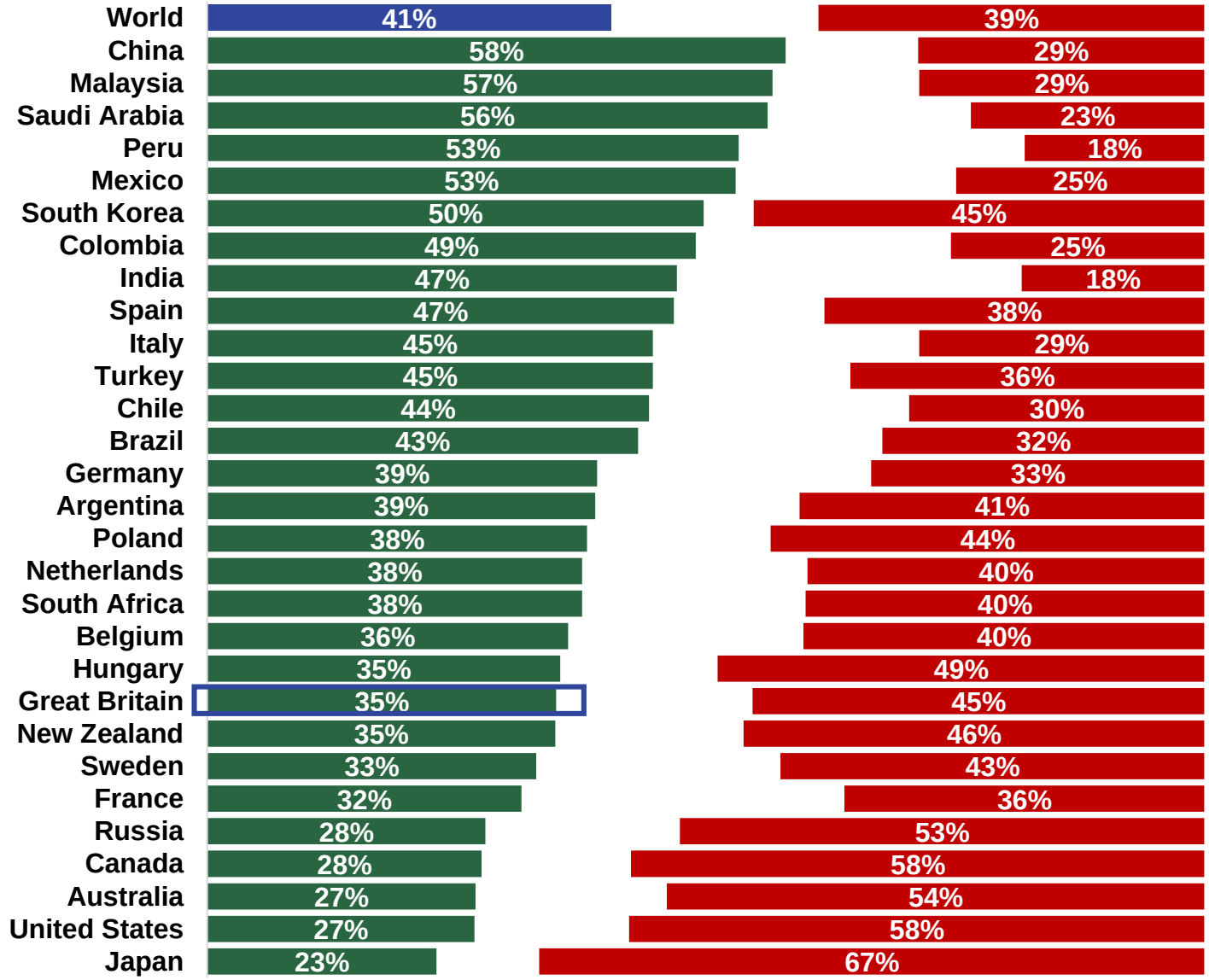
Ipsos MORI

Willingness to eat less meat

Country data

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Eating less meat, or replacing the meat in some meals with alternatives such as beans



Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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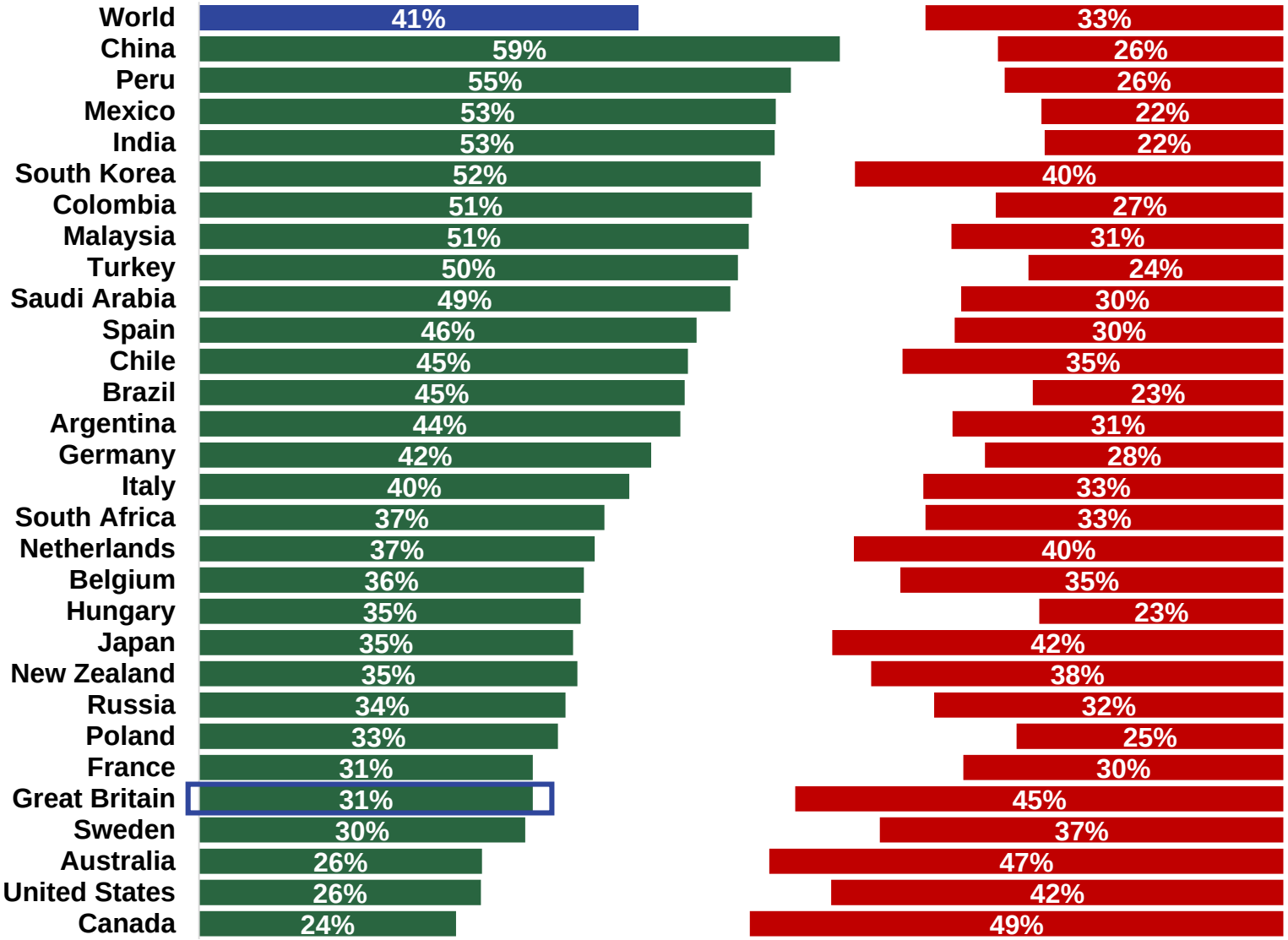
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Willingness to avoid flying

Country data

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Not flying, or replacing some flights with train or bus journeys



Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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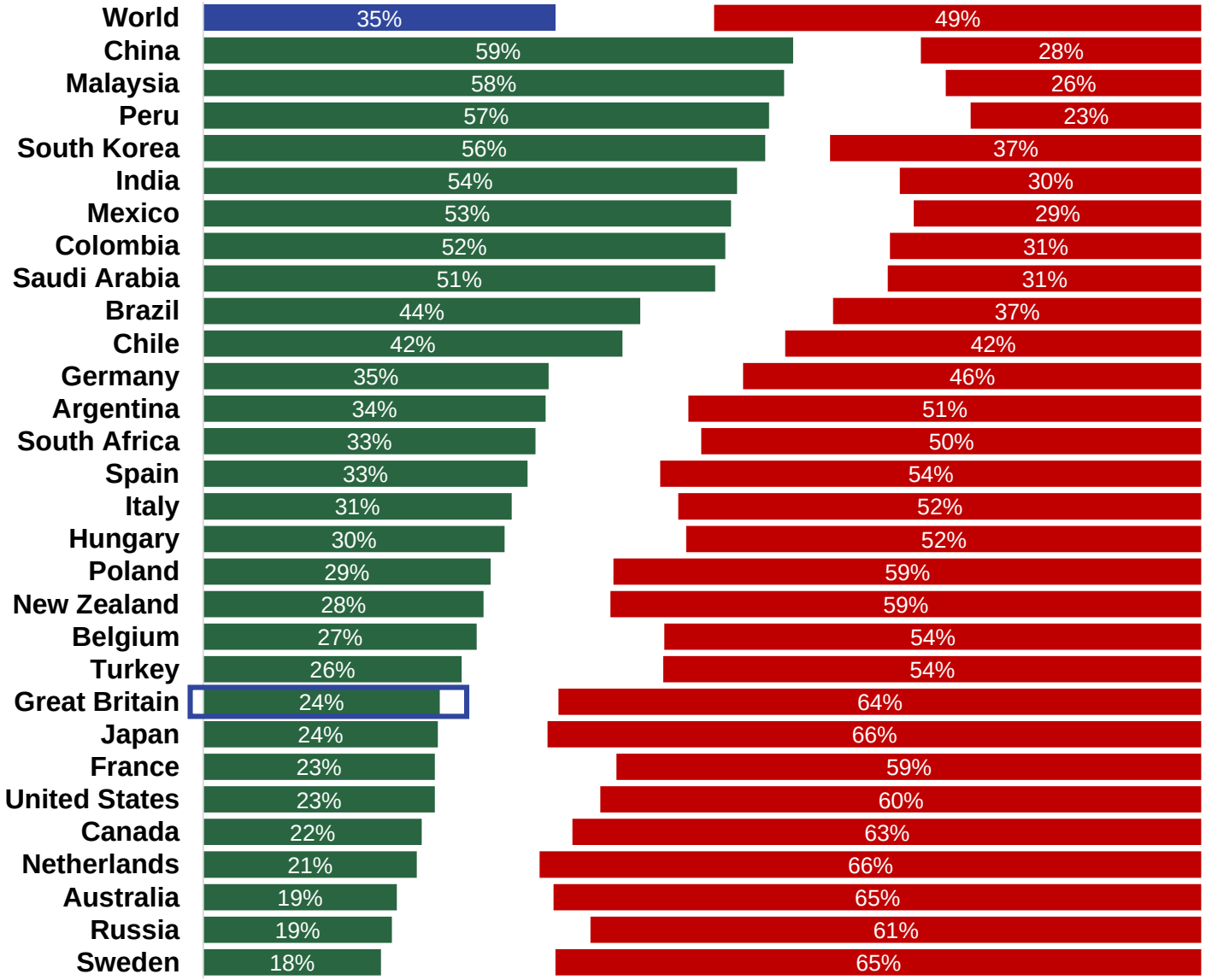
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Willingness to eat and drink fewer dairy products

Country data

Q. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Eating fewer dairy products or replacing dairy products with alternatives such as soya milk



Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

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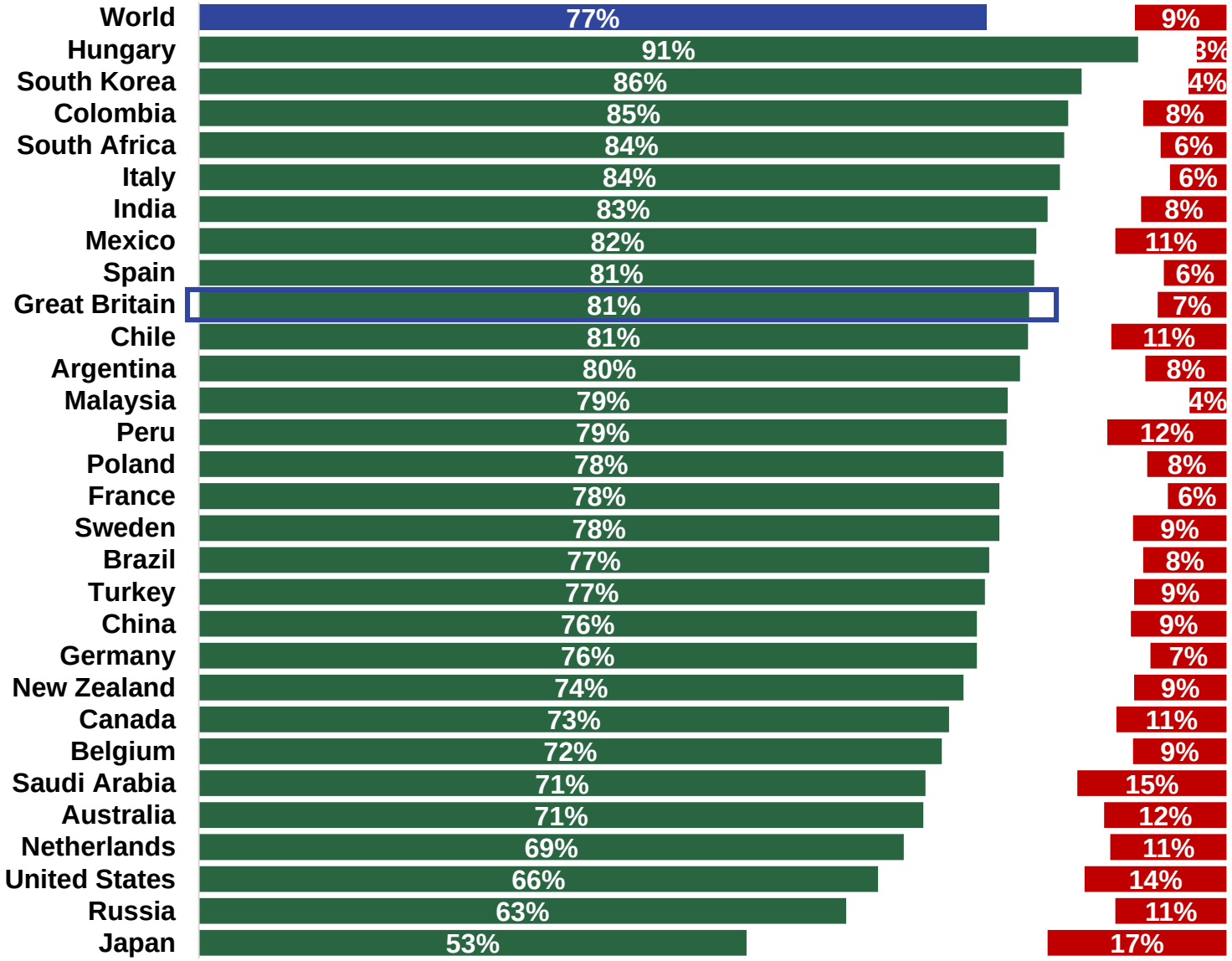
Ipsos MORI

Understanding of climate change

Country data

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

'Human activities contribute to climate change'



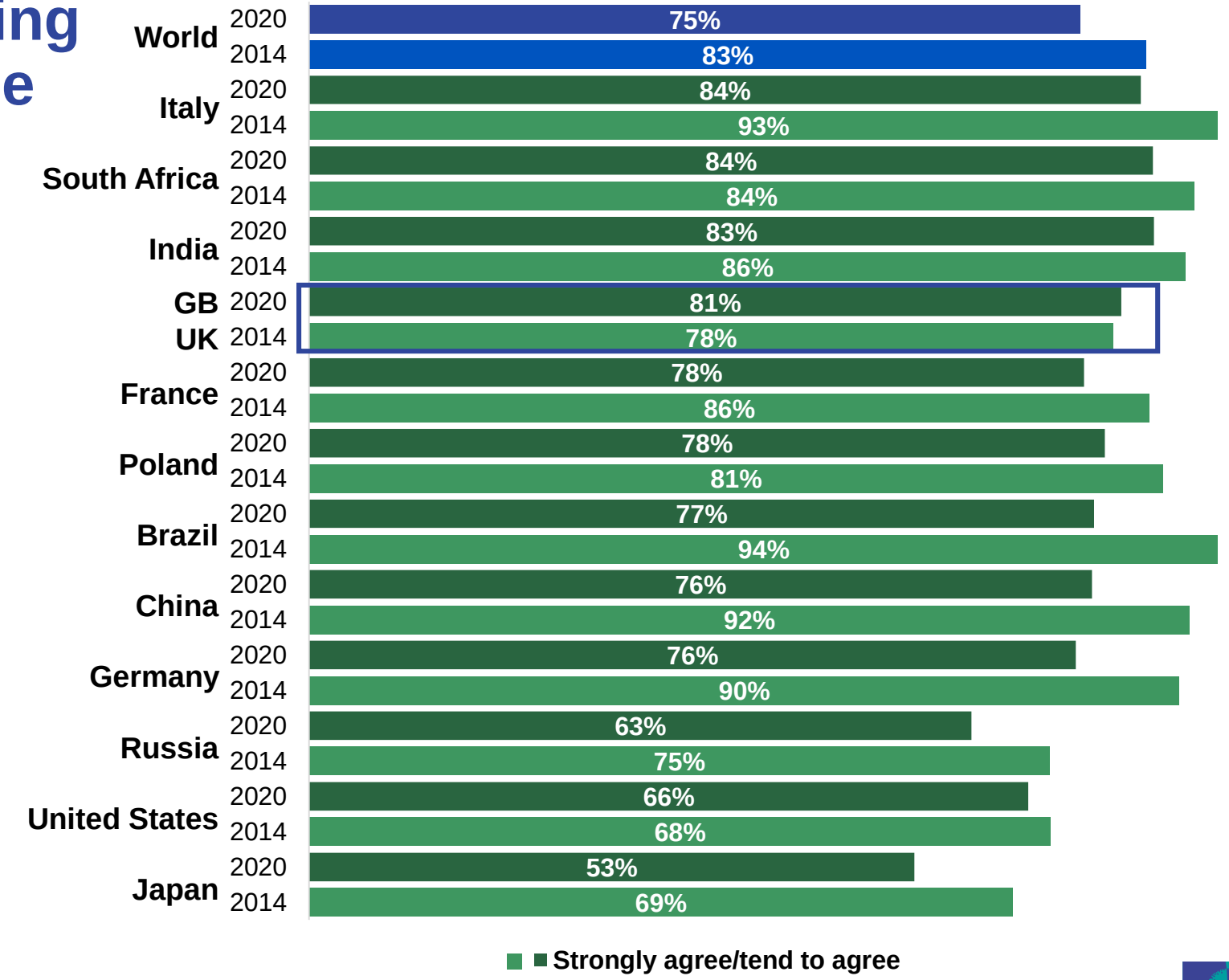
Base: 20,590 online adults aged 16-74: Fieldwork dates: Friday, February 21 to Friday, March 6, 2020

Ipsos MORI

Change in understanding of climate change since 2014

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

'Human activities contribute to climate change.'



Base: 10,504 online adults aged 16-74 across 12 countries: Fieldwork dates: Feb 21 to Mar 6, 2020, Sep 26 to Oct 10 2014

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This report contains findings from four sample sets:

1

Worldwide 29 country study

29 countries around the world via the Ipsos Online Panel system. Total base: 20,590 online adults aged 16-74 across 29 countries. Fieldwork dates: Friday, February 21 to Friday, March 6, 2020. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, Chile, Colombia, France, Great Britain, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

2

12 country sub-set of the 2020 worldwide study

A 12 country sub-set of the 29 countries in the 2020 worldwide study. Total base: 10,504 online adults aged 16-74 across 12 countries. Fieldwork dates: Friday, February 21 to Friday, March 6, 2020. The countries reporting herein are Brazil, China, France, Great Britain, Germany, India, Italy, Japan, Poland, Russia, South Africa and the United States of America.

NOTE: The sample in 2020 includes only Great Britain not Northern Ireland.

3

12 country online study conducted in 2014, for comparison

A 12 country online study, conducted via the Ipsos Online Panel system between 26th September and 10th October 2014. Total base: 12,135 online adults aged 18-65 across 12 countries. The countries reporting herein are Brazil, China, France, United Kingdom, Germany, India, Italy, Japan, Poland, Russia, South Africa and the United States of America.

NOTE: The sample in 2014 includes the United Kingdom of Great Britain and Northern Ireland.

4

14-country study on Covid-19 and climate change

A 14 country online study, conducted via the Ipsos Online Panel system between 16th April and 19th April 2020. Total base: 28,029 online adults aged 16-74. The countries reporting herein are Australia, Brazil, China, Canada, France, Germany, Great Britain, India, Italy, Japan, Mexico, Russia, Spain and the United States of America.

Ipsos MORI

This report includes findings of the *Global Advisor* wave 139 (GA 139) an Ipsos survey conducted between February 21 and March 6, 2020.

The survey instrument is conducted monthly in 29 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, Chile, Colombia, France, Great Britain, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

For the results of the survey presented herein, an international sample of 20,590 adults aged 18-74 in the US, South Africa, New Zealand, Turkey and Canada, and age 16-74 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Chile, Colombia, Hungary, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.1 percentage points and of 500 accurate to +/- 4.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

17 of the 29 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Netherlands, New Zealand, Poland, South Korea, Spain, Sweden and United States).

Brazil, China, Chile, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as “Upper Deck Consumer Citizens”. They are not nationally representative of their country.

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THANK YOU.

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