

# EARTH DAY 2024

Public opinion on climate change

April 2024



# CONTENTS



This document is interactive,  
please click the [links](#) to jump to the findings

**1**

In summary

**2**

Government,  
business and  
the individual

**3**

Rising apathy and  
climate fatigue

**4**

Should developed  
countries be doing  
more?

**5**

Misconceptions  
and the believe-  
true gap

**6**

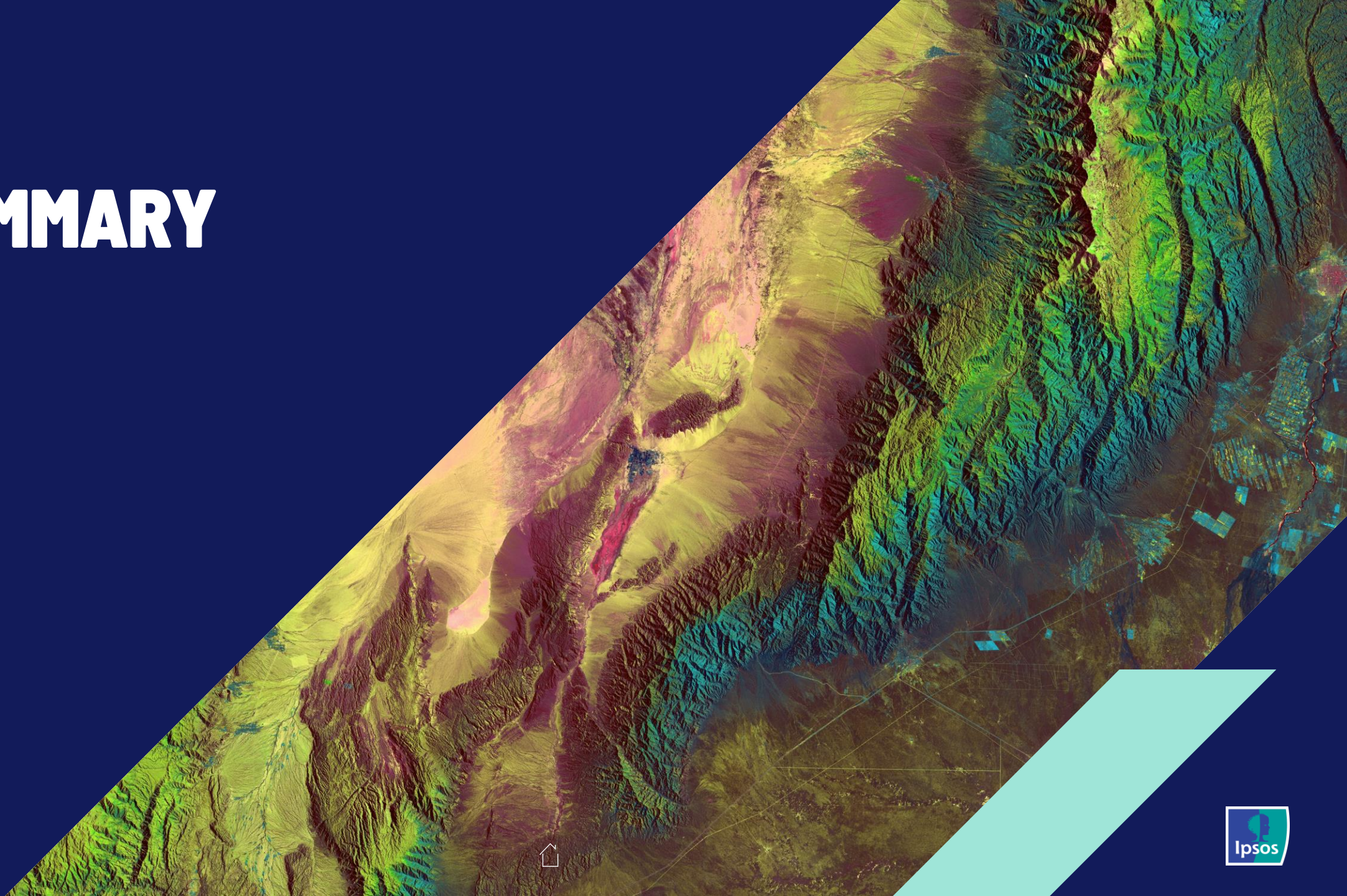
Moving away from  
fossil fuels

**7**

Methodology



# IN SUMMARY



# 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.



## 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.



## 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.



## 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.



## 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.



## 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.

# 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 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 28 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 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.

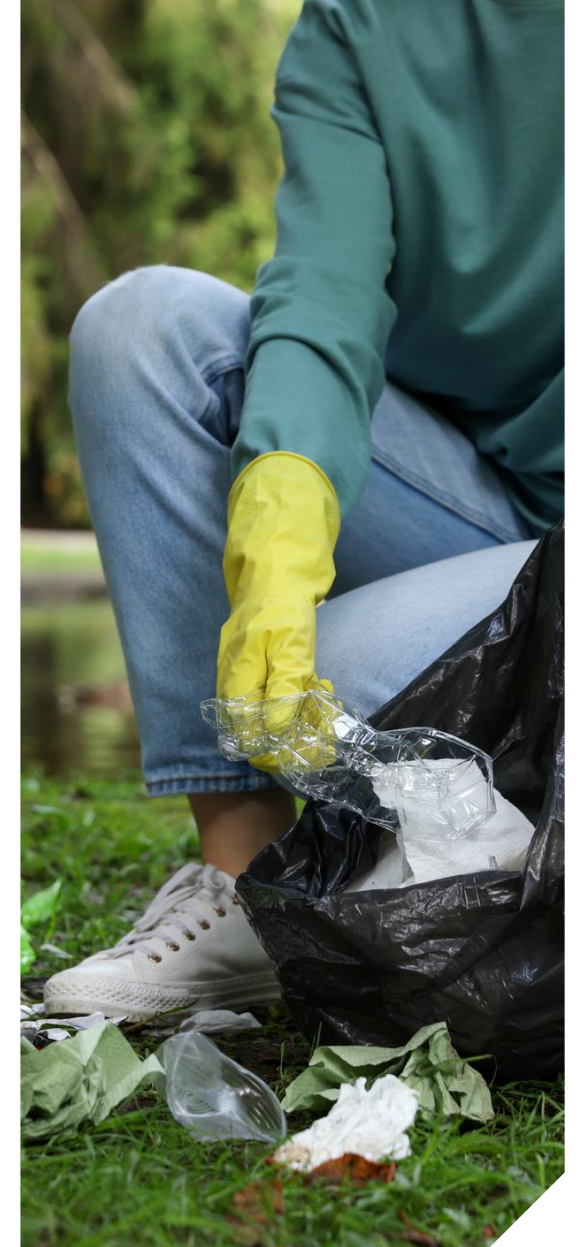
And our global polling finds close to one in three younger men are feeling particularly powerless.

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?

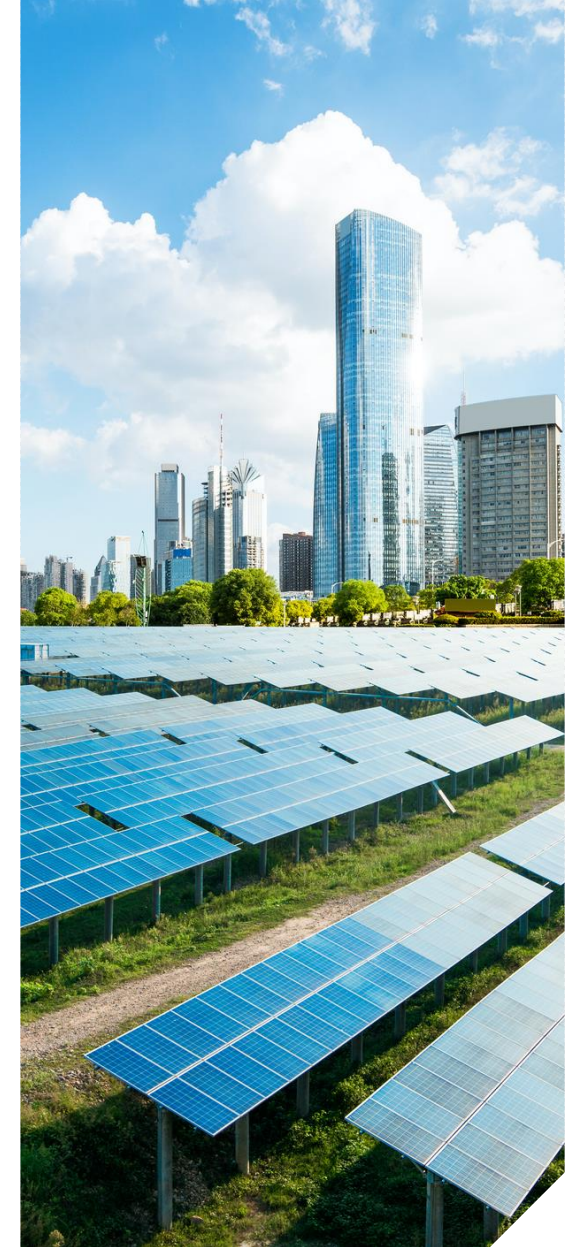
Close to two in three (63% on average across 33 countries) seem to hold this view, agreeing “it’s right that developed countries (such as the US, UK, Canada, Germany and France) who have contributed most to the climate emergency, by producing the most carbon emissions, should pay more to solve the problem.” 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, ranked recycling among the most impactful ways households could reduce global greenhouse gas emissions. That belief dropped significantly in 2023 to 33% 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 [research published in Environmental Research Letters](#).

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 the importance of moving away from fossil fuels in fighting the climate crisis, wider concerns in some countries could slow the change.**

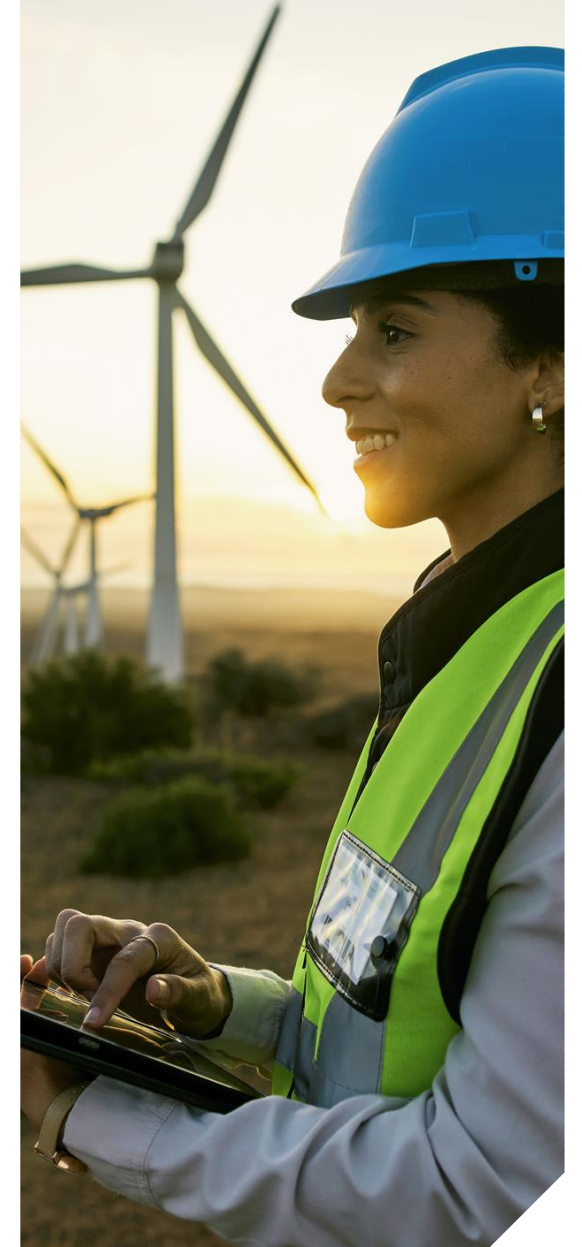
On average across 33 countries, two in three think moving towards renewable energy will have a positive impact on air quality (65%), nature (63%) and tackling climate change (63%). However, this masks differences in attitudes on a country level.

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.

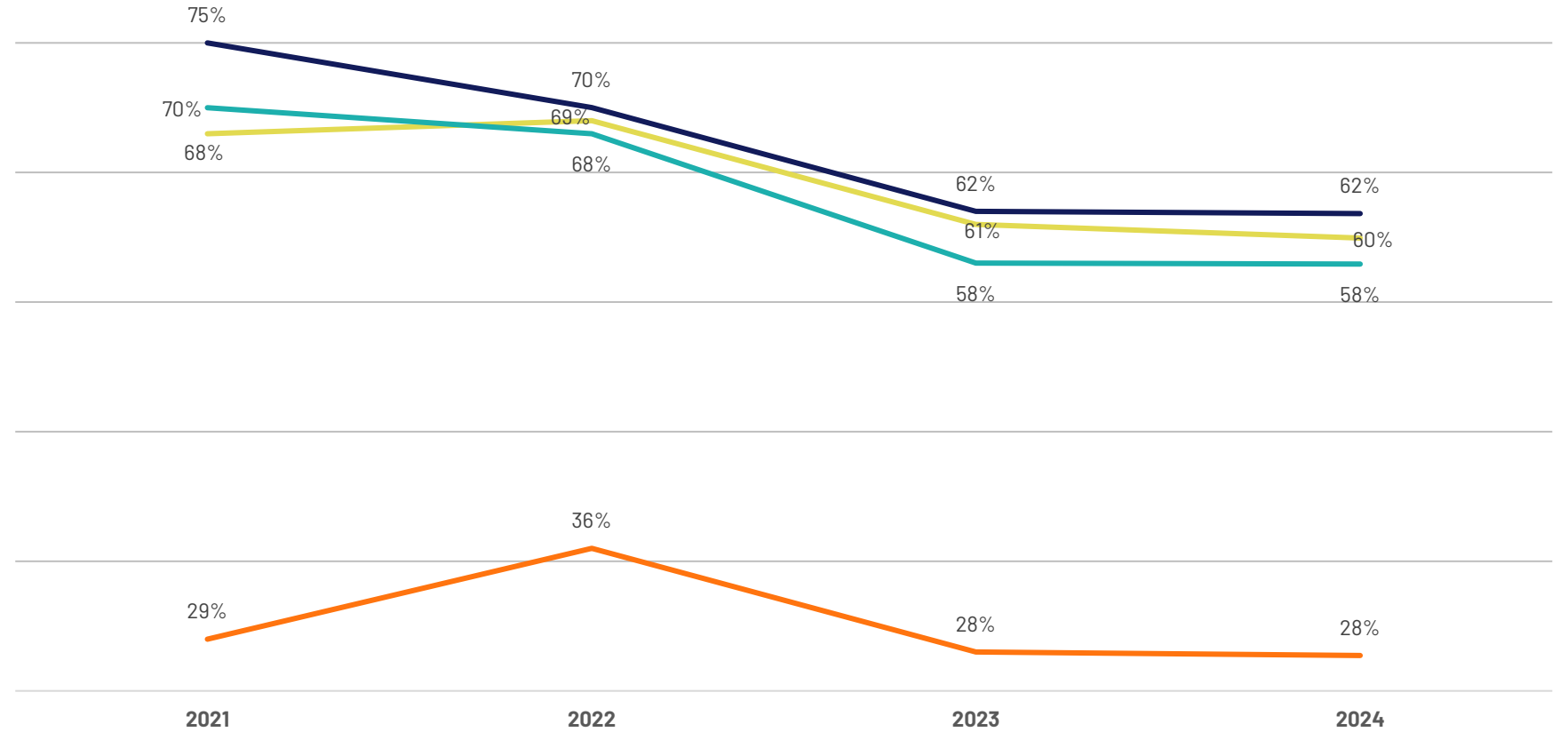
# GOVERNMENT, BUSINESS AND THE INDIVIDUAL



## 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



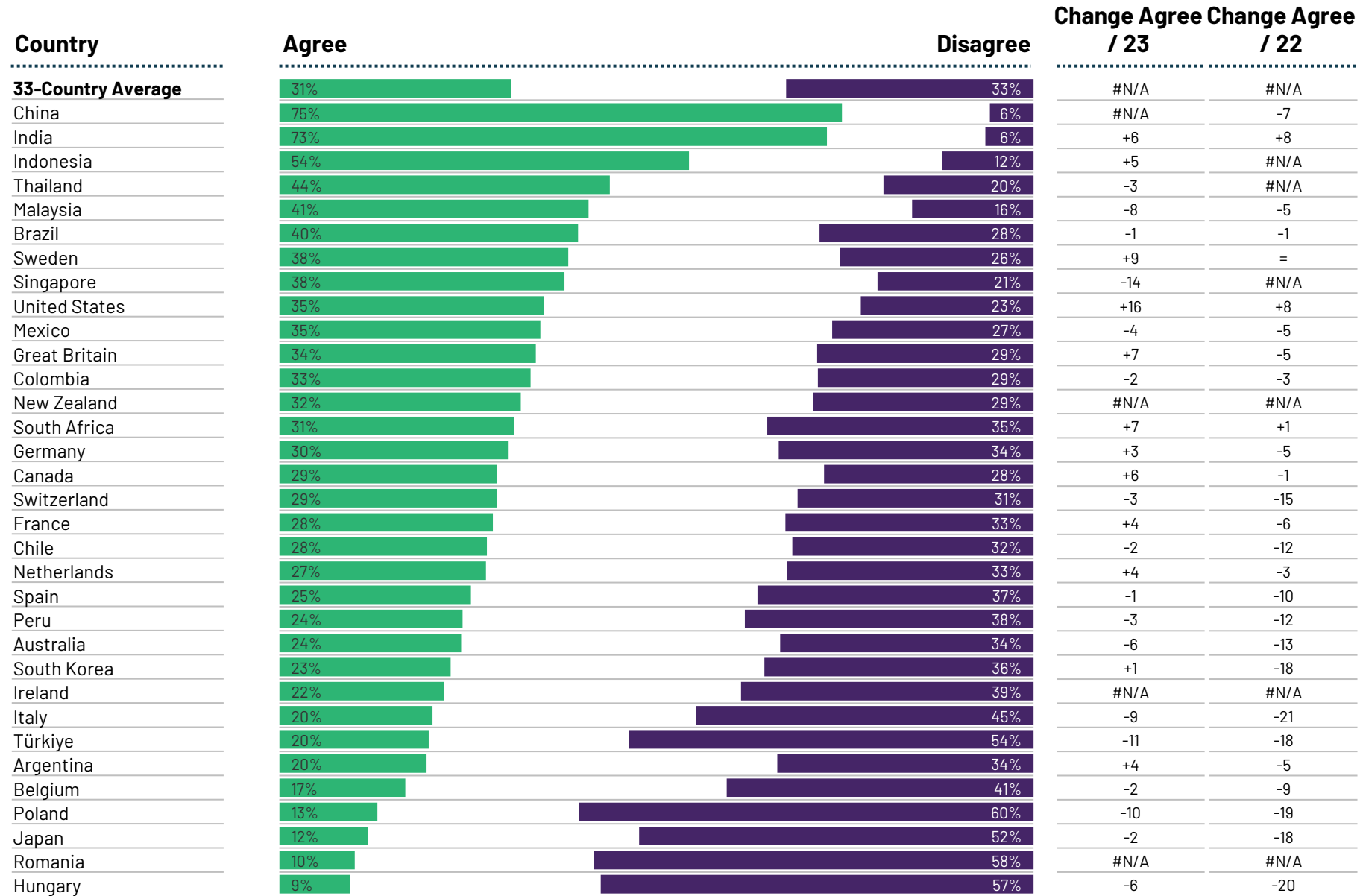
- If individuals like me do not act now to combat climate change, we will be failing future generations
- If businesses in ... do not act now to combat climate change, we will be failing their employees and customers
- If ...'s government does not act now to combat climate change, it will be failing 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?

[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

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.



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

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

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.

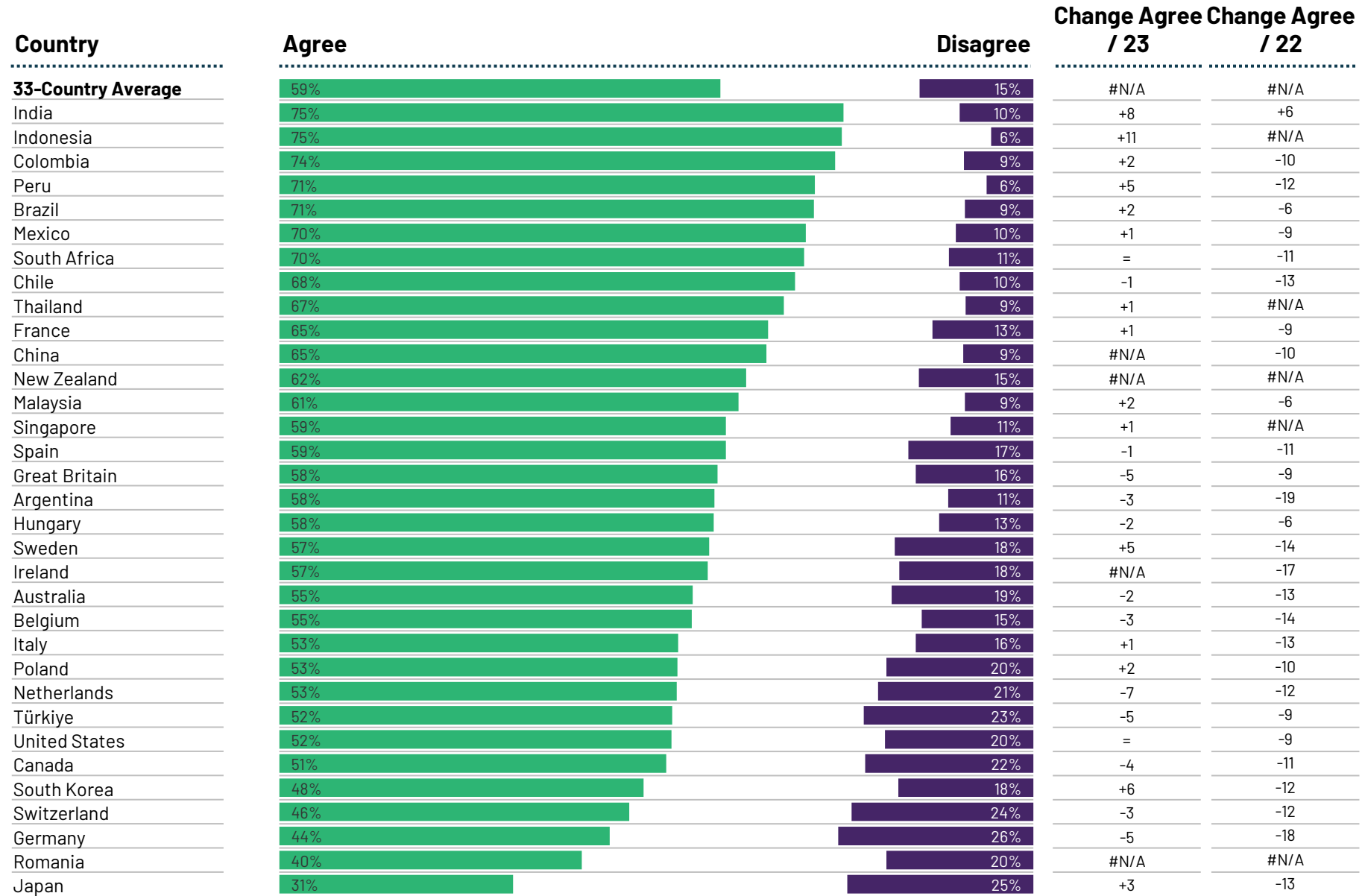
Country	Agree	Disagree	Change Agree / 23	Change Agree / 22
<b>33-Country Average</b>	60%	15%	#N/A	#N/A
Indonesia	80%	7%	+14	#N/A
Peru	78%	7%	+7	-2
South Africa	76%	10%	+1	-9
India	75%	9%	+8	+4
Colombia	74%	9%	-3	-11
Mexico	70%	10%	+1	-7
Brazil	69%	9%	-1	-6
Thailand	68%	9%	-4	#N/A
Chile	68%	9%	=	-18
New Zealand	66%	15%	#N/A	#N/A
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



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

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

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.

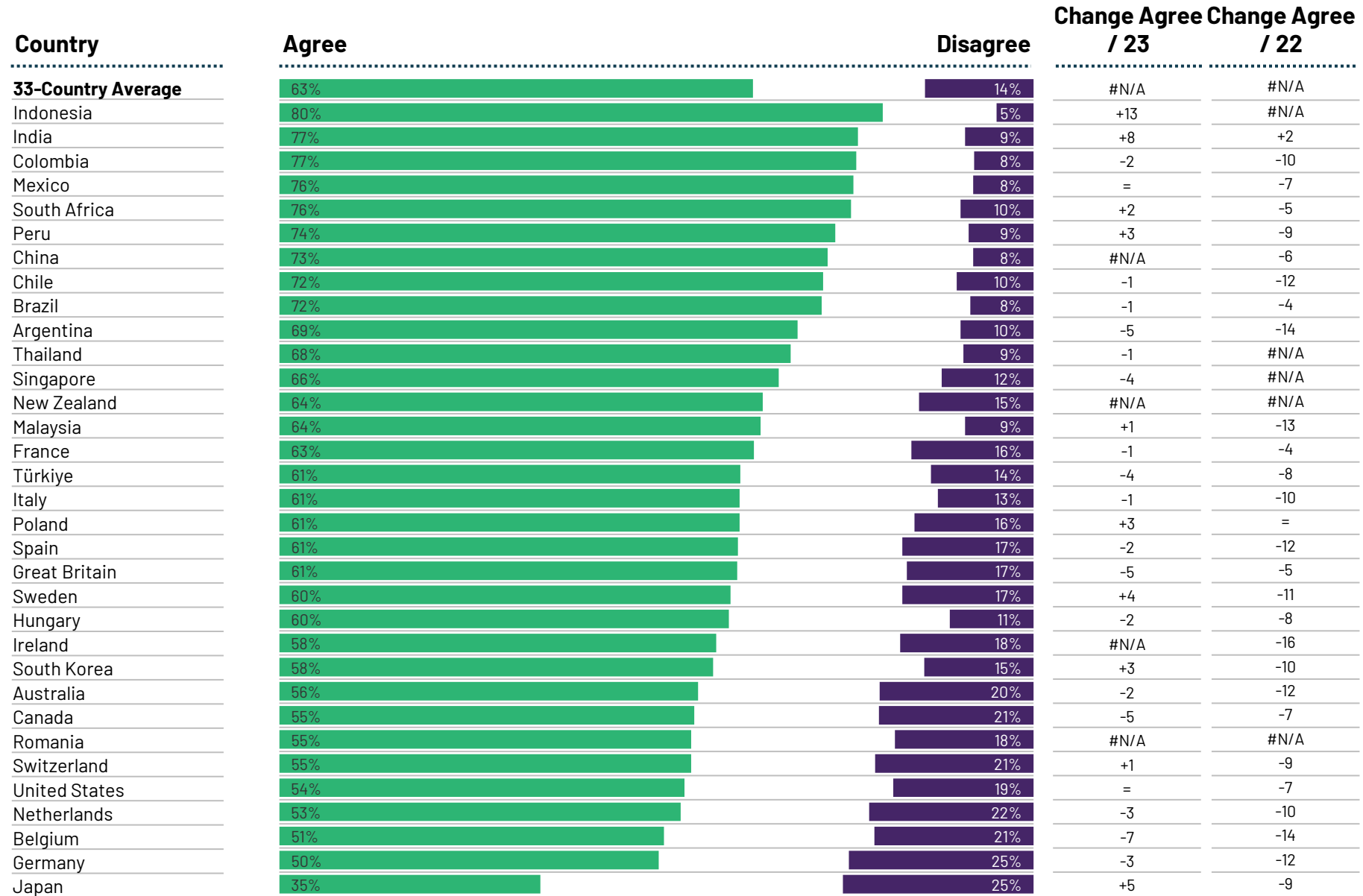




## To what extent do you agree or disagree with the following?

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

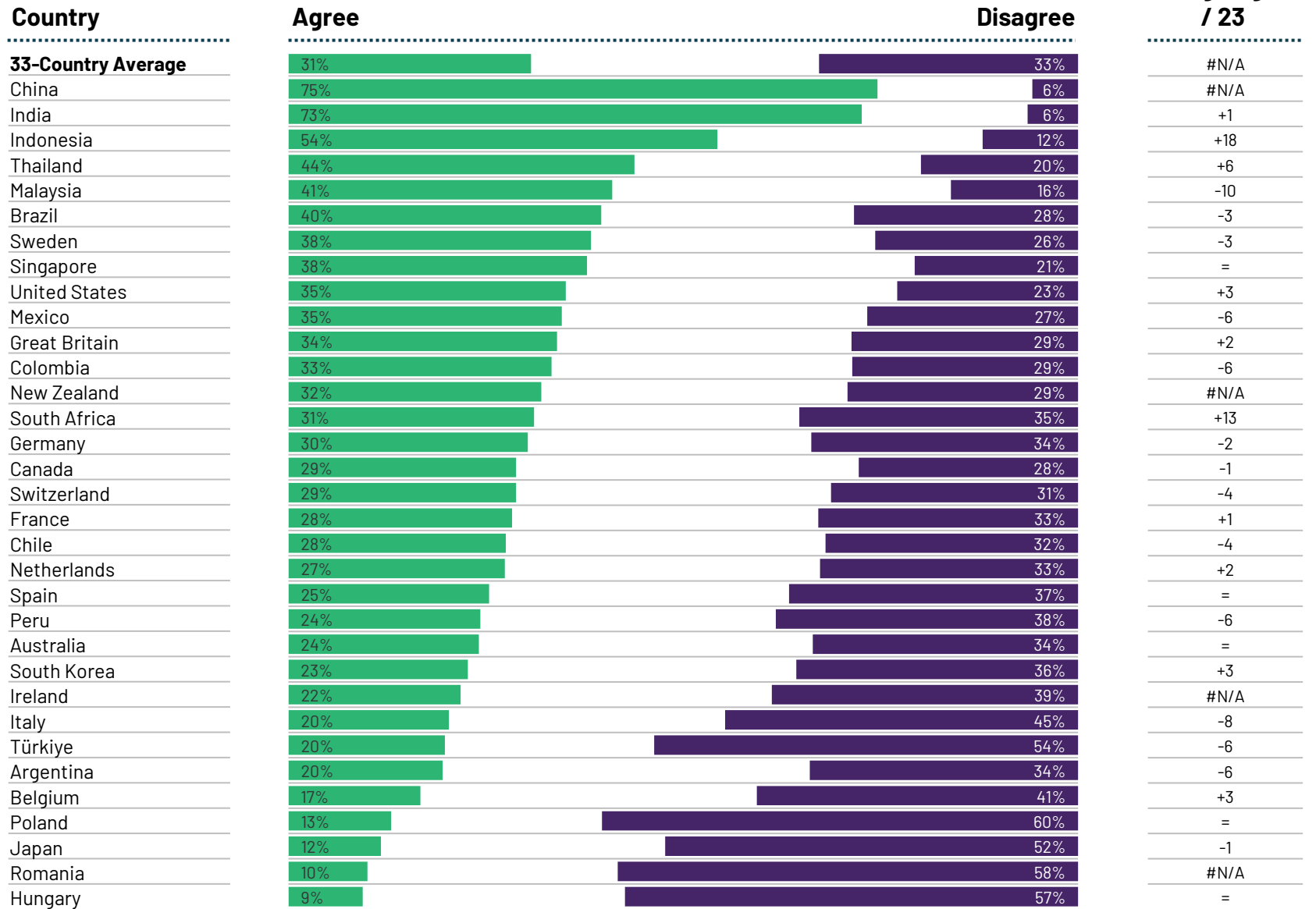
Base: 24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.



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

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

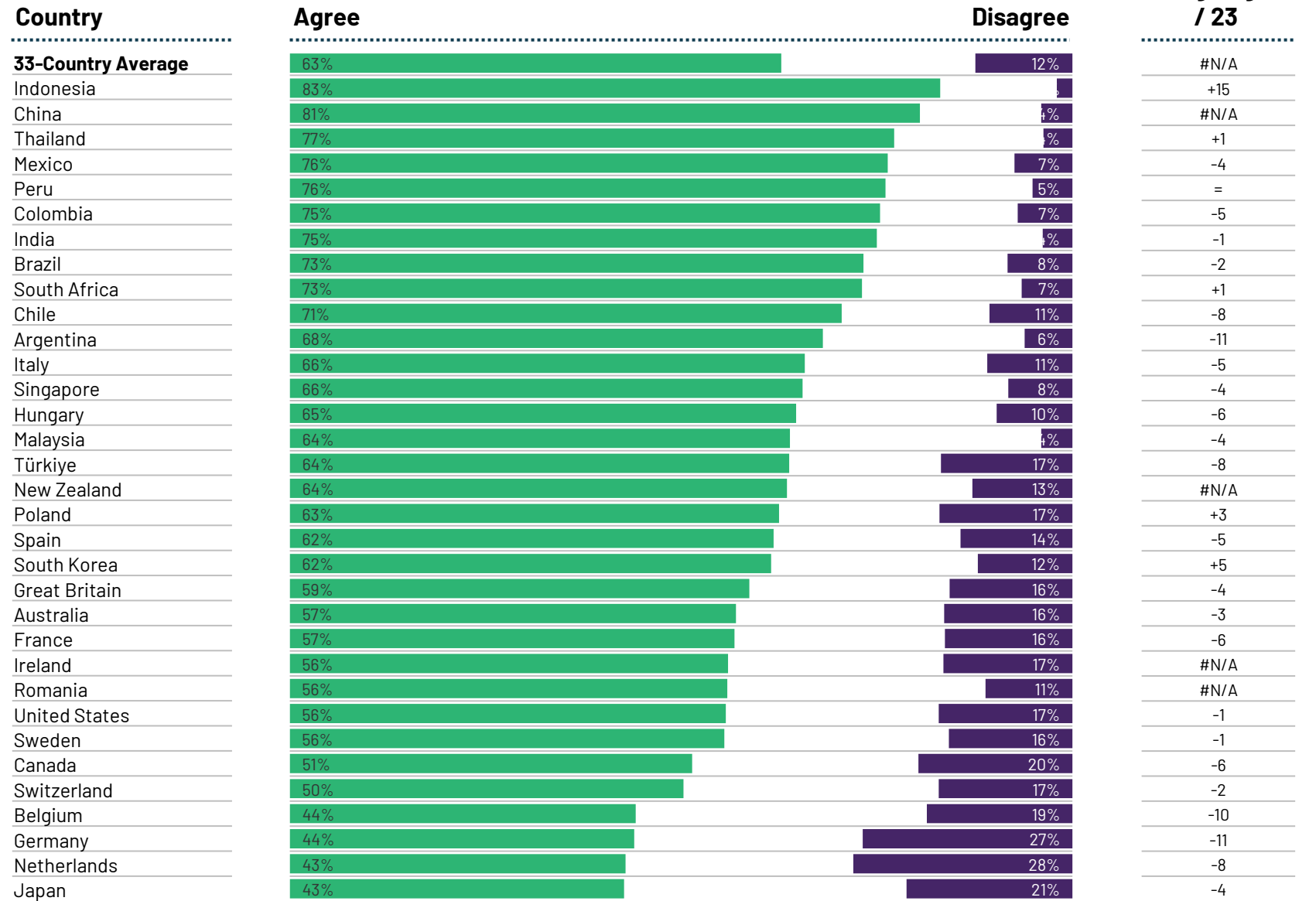
Base: 24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.



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

[COUNTRY] should do more 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.



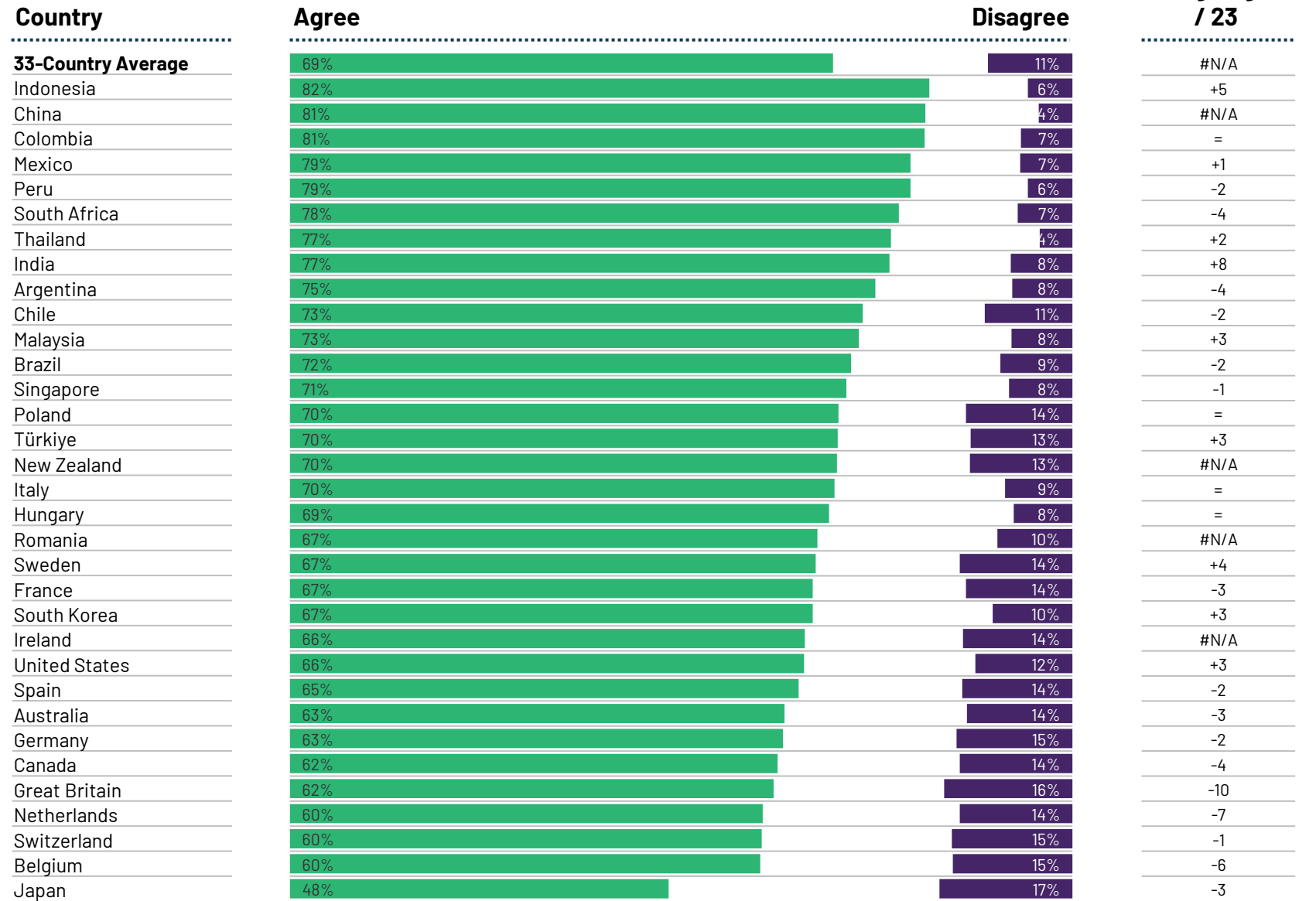
# RISING APATHY AND CLIMATE FATIGUE



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

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.

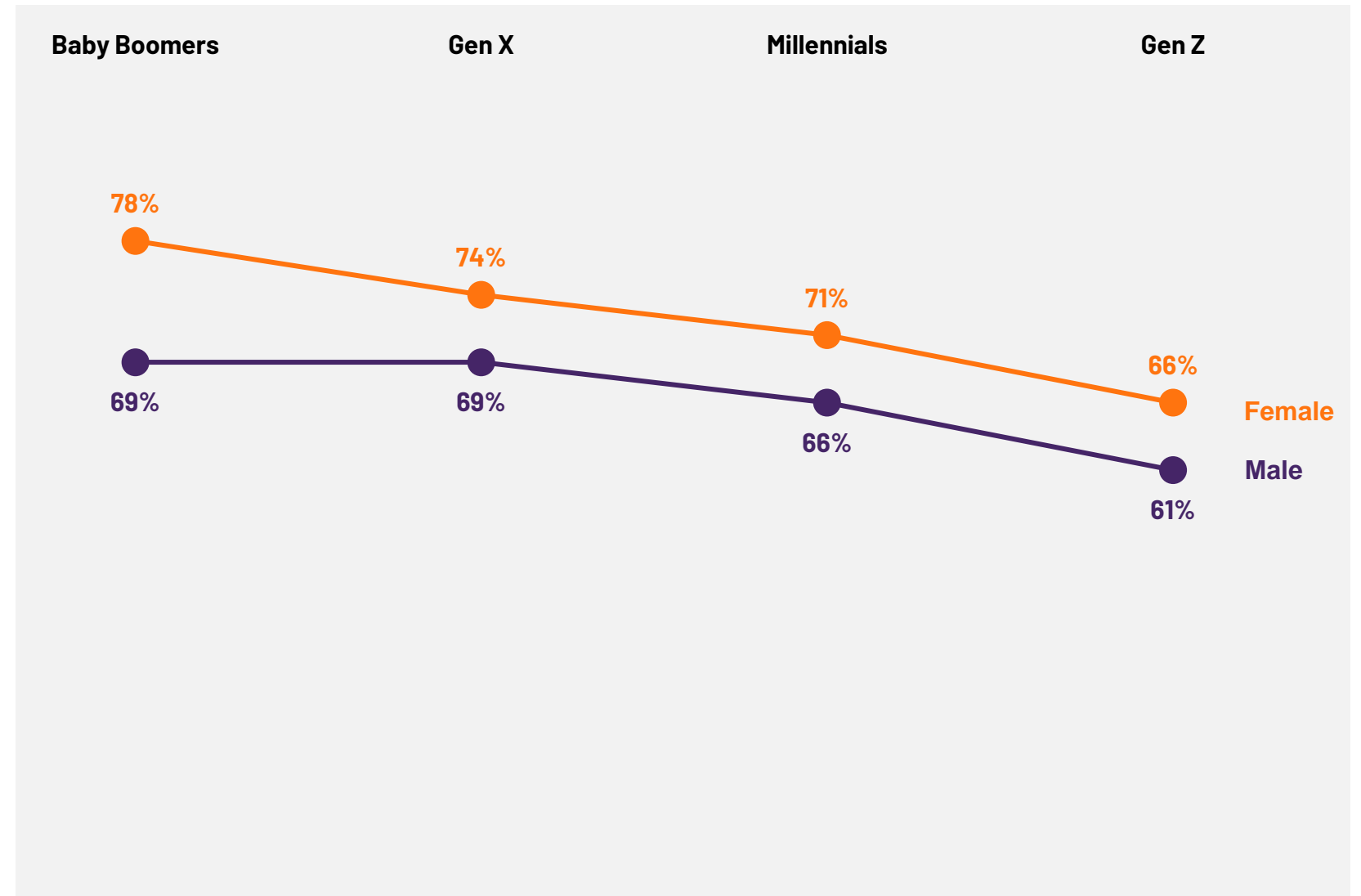


## To what extent do you agree or disagree with the following?

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

% Agree

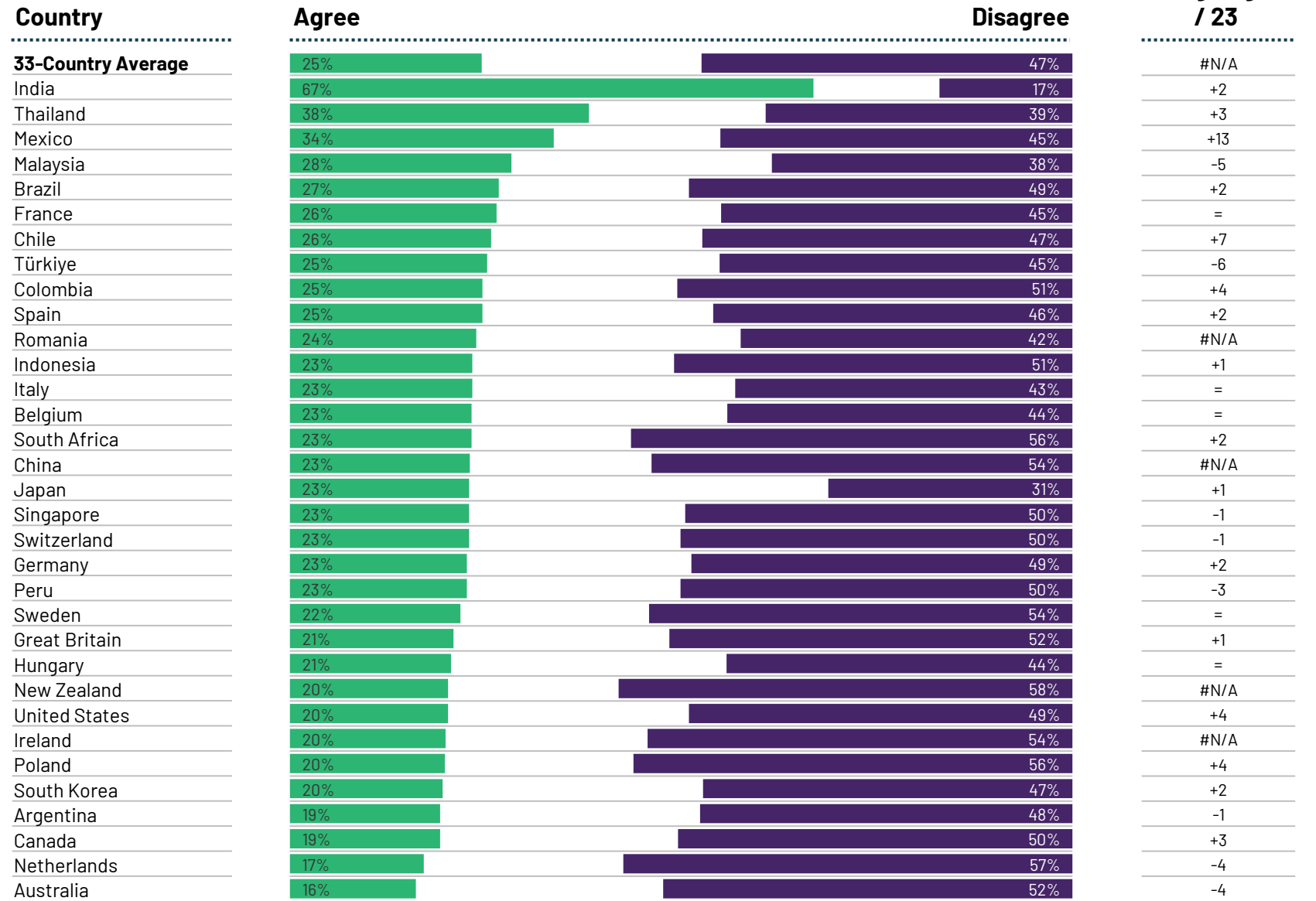
Base: 24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.



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

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.

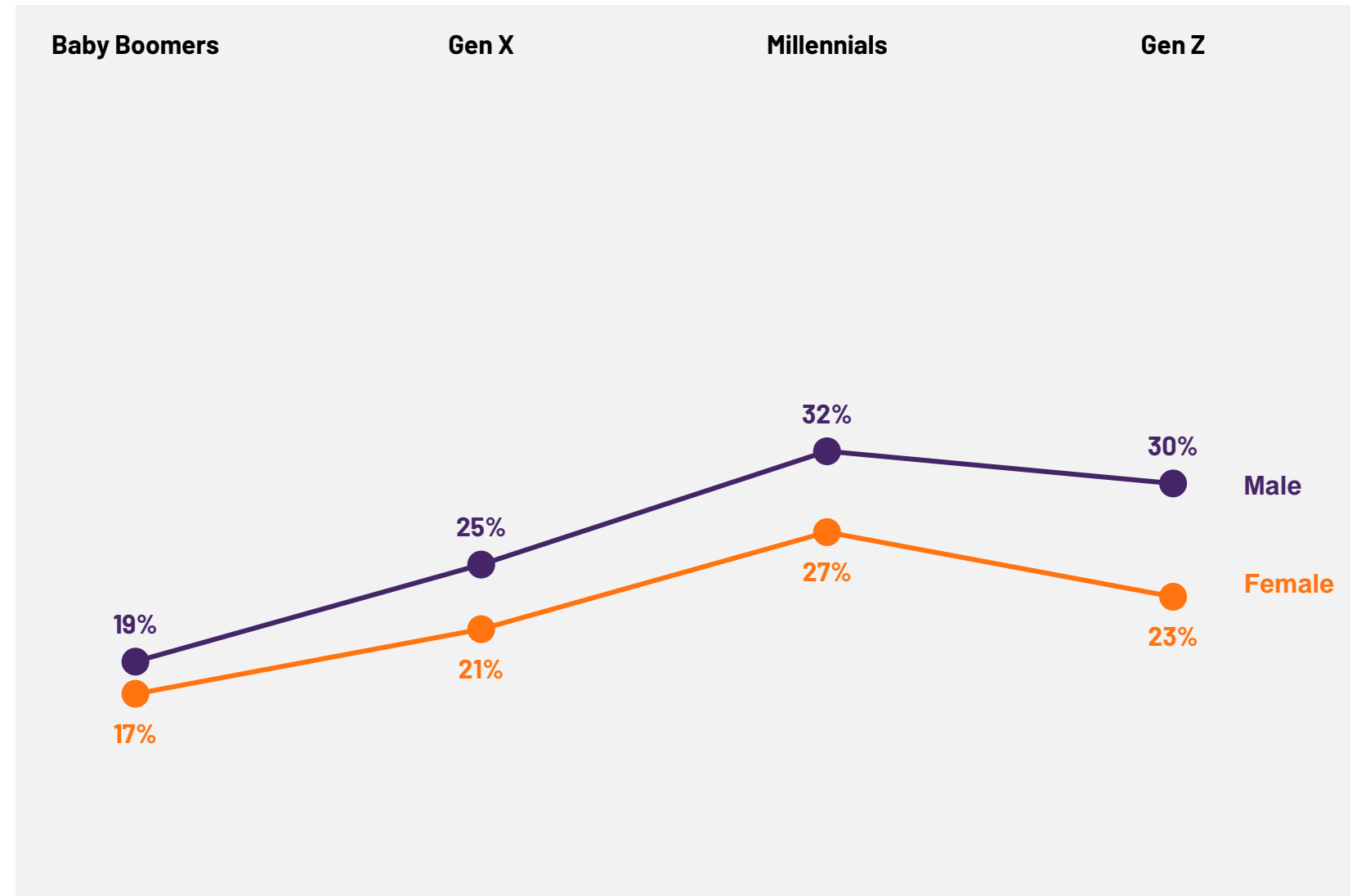


## To what extent do you agree or disagree with the following?

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

% 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.

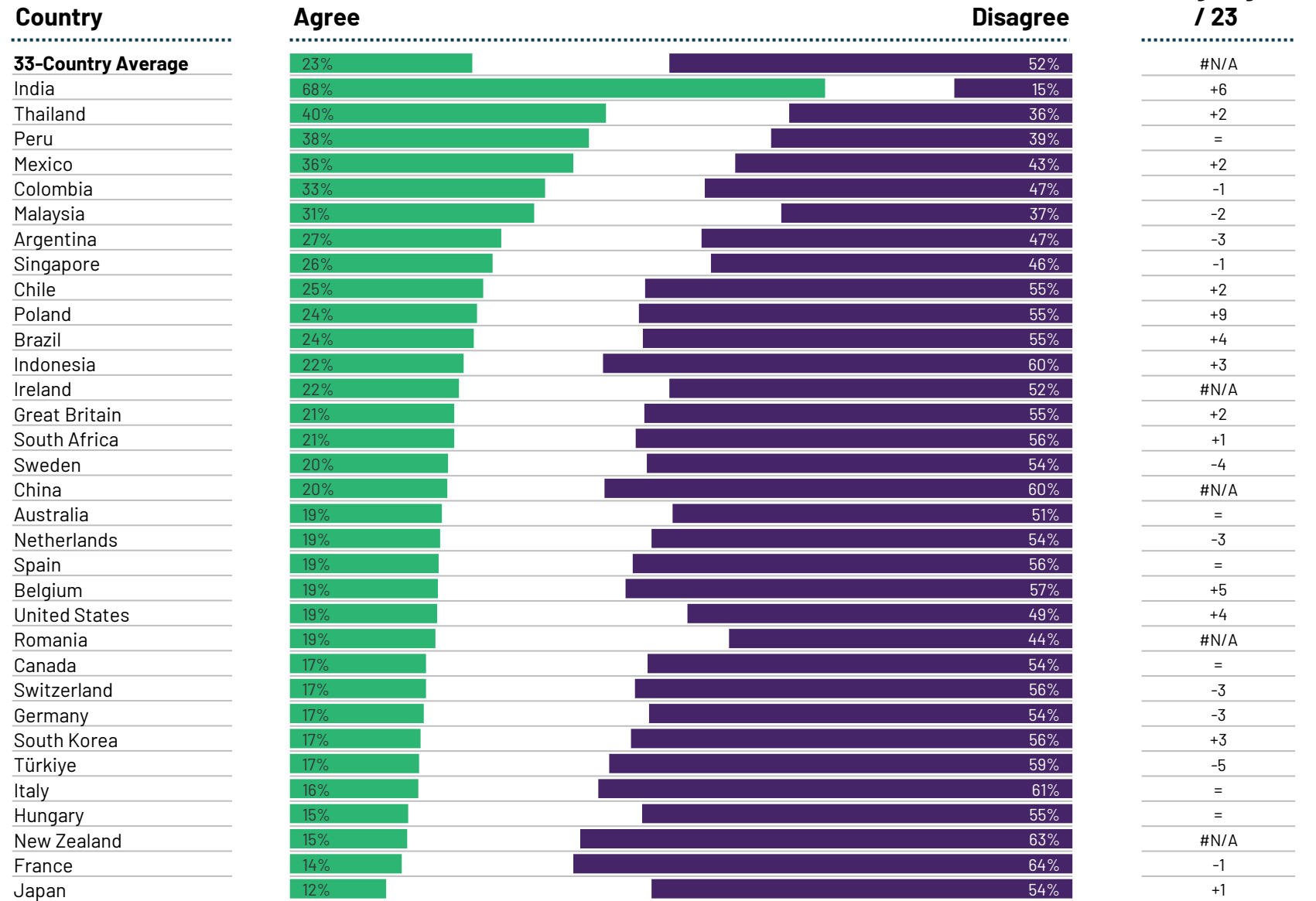




## To what extent do you agree or disagree with the following?

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.

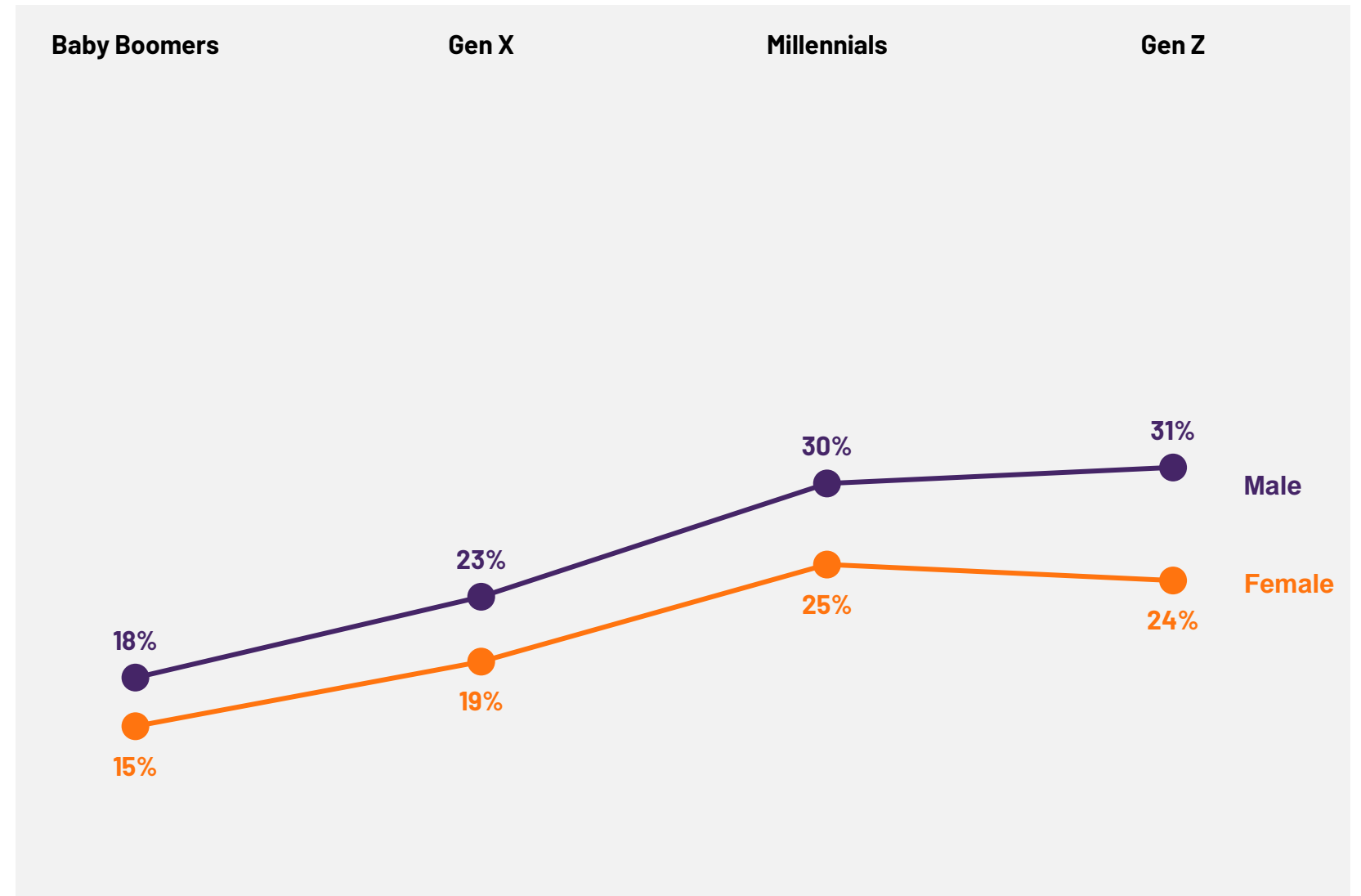


## To what extent do you agree or disagree with the following?

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

% Agree

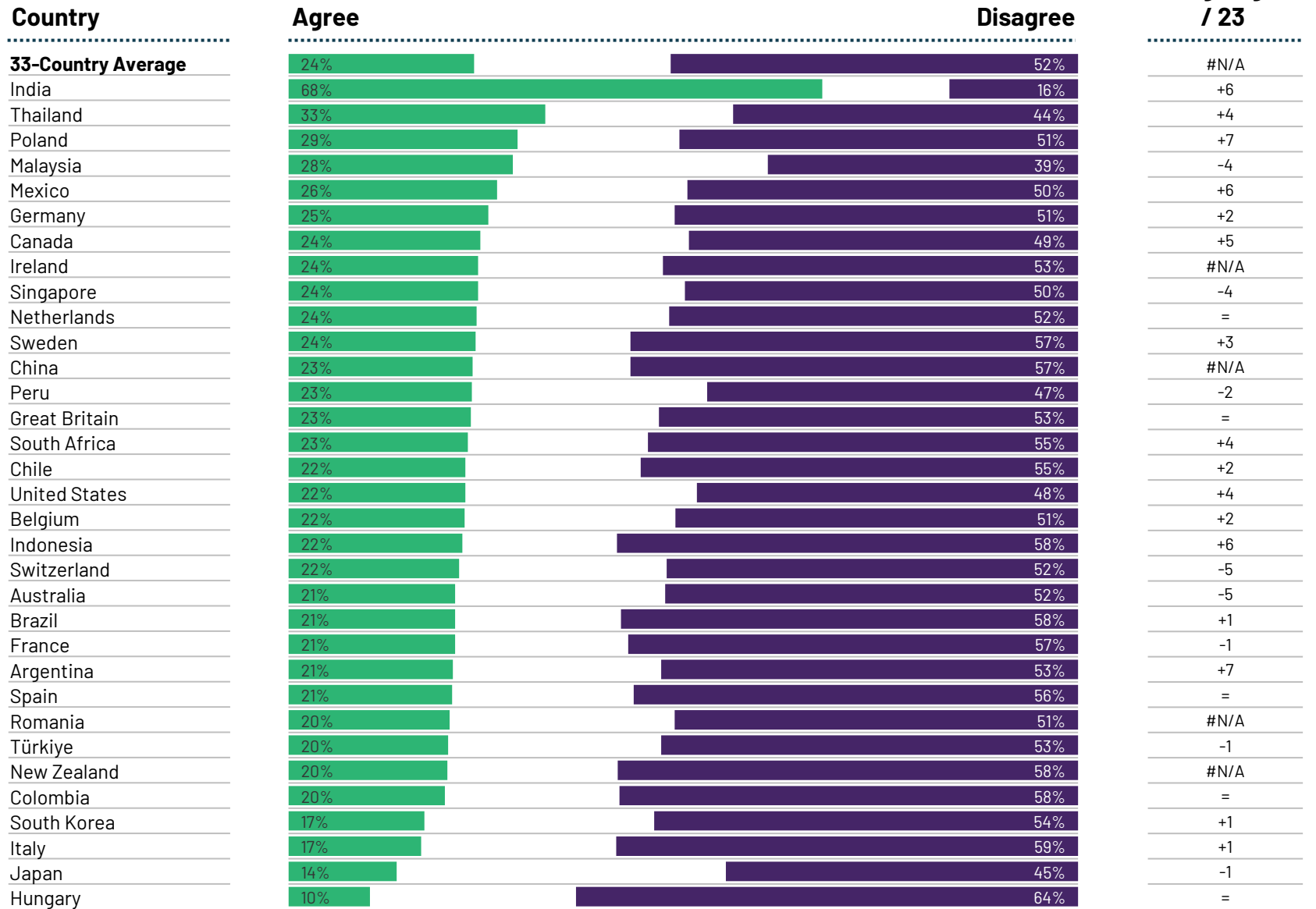
Base: 24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.



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

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.

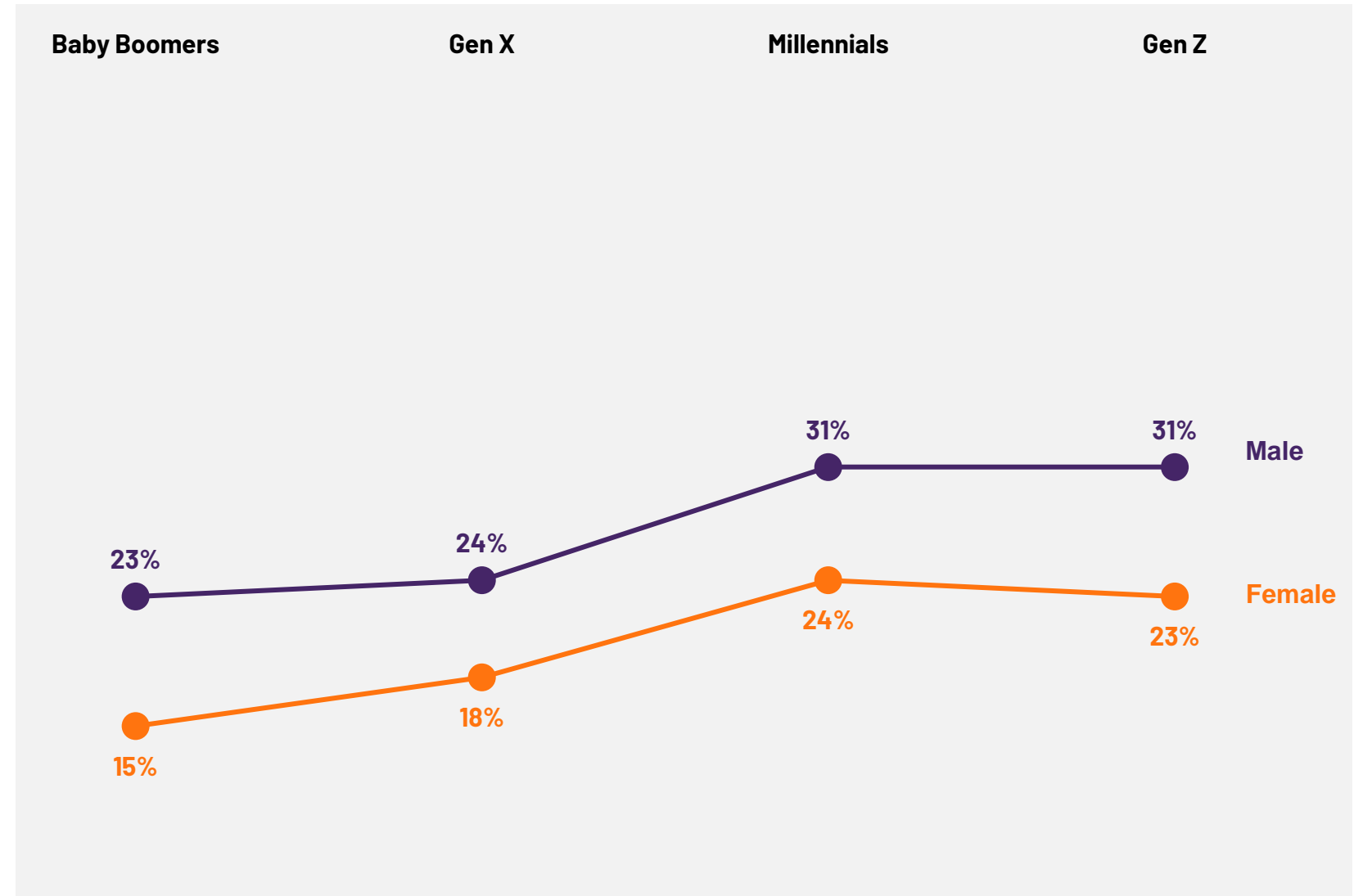


## To what extent do you agree or disagree with the following?

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

% Agree

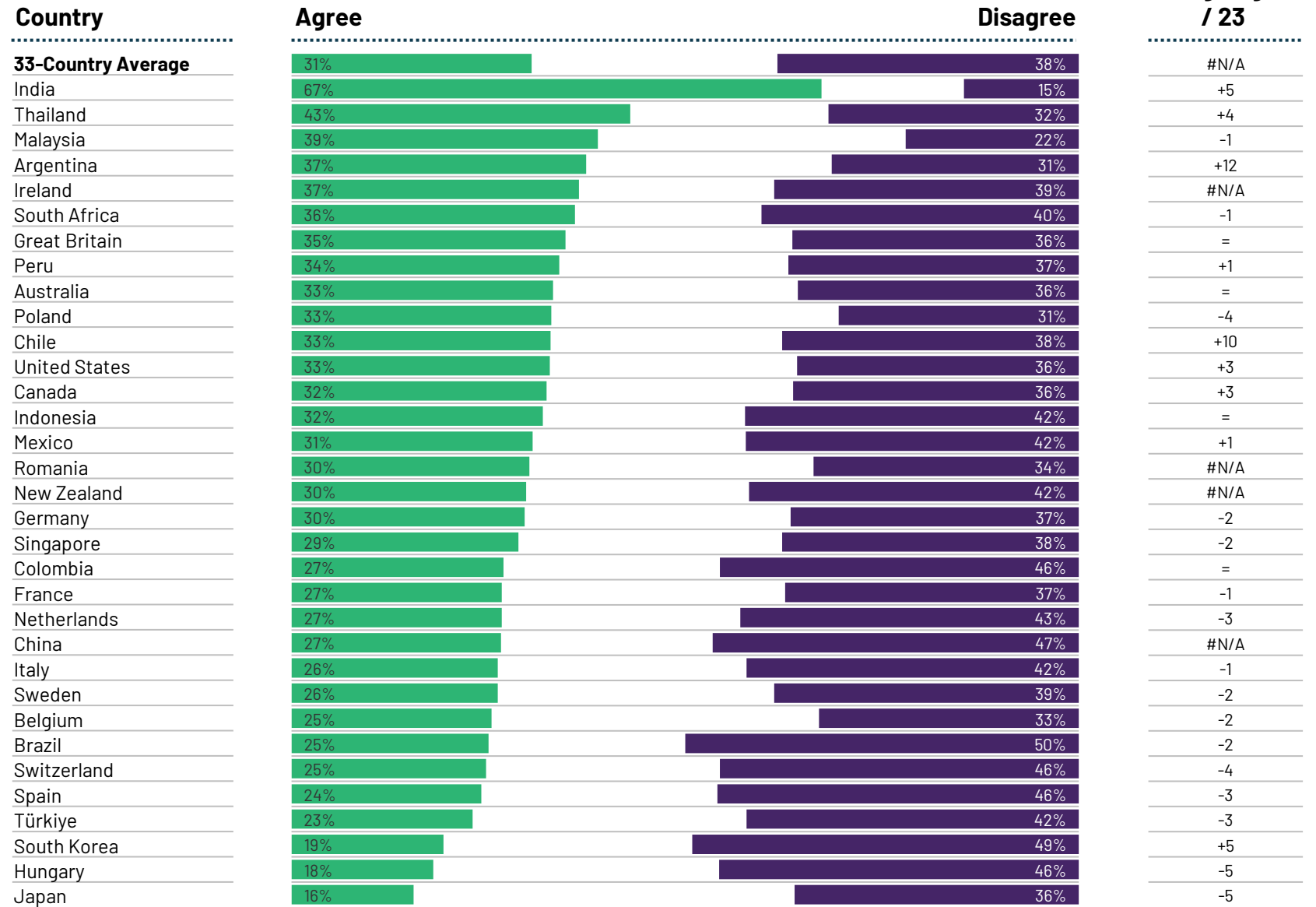
Base: 24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.



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

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

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.

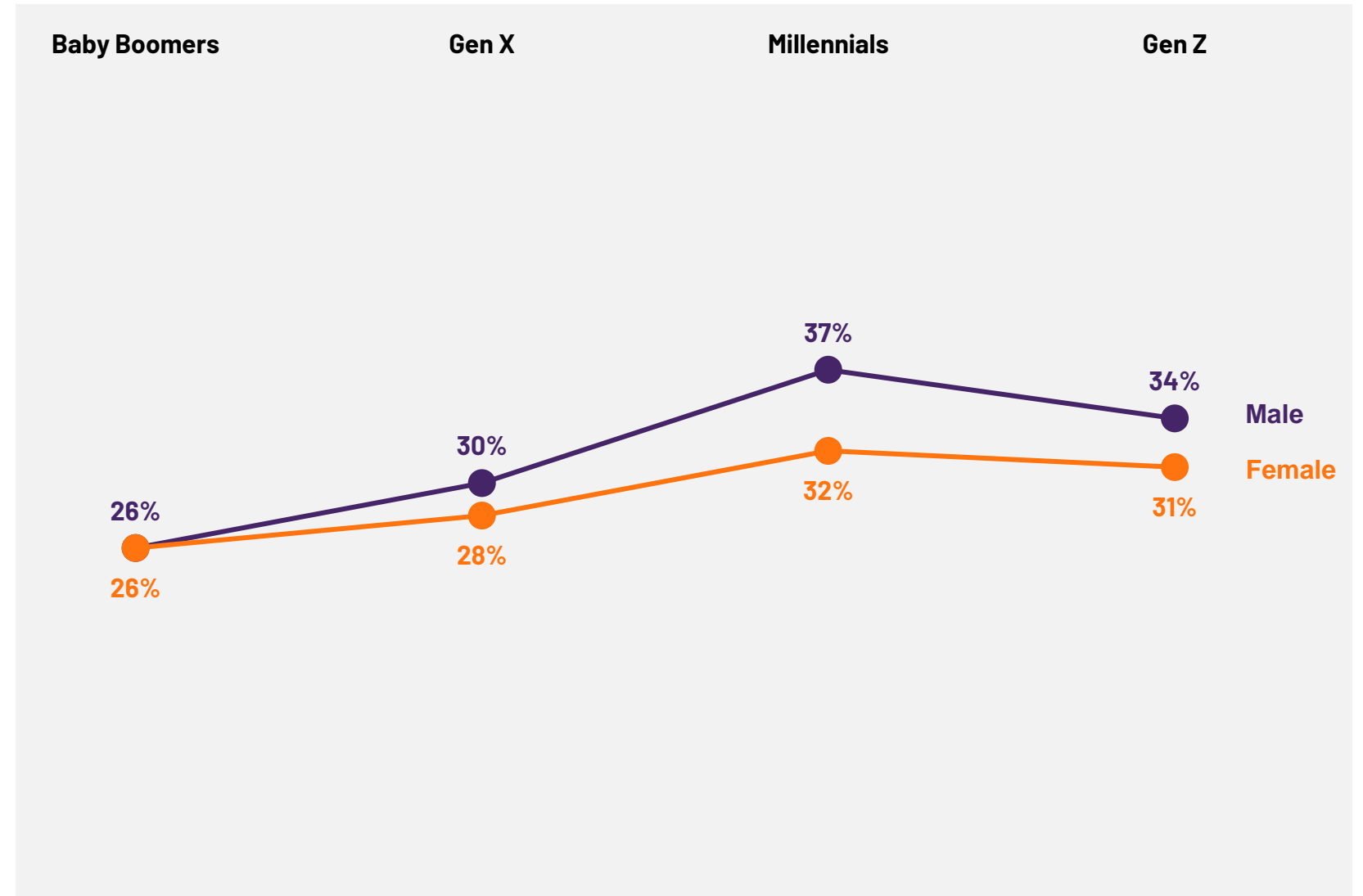


## To what extent do you agree or disagree with the following?

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

% Agree

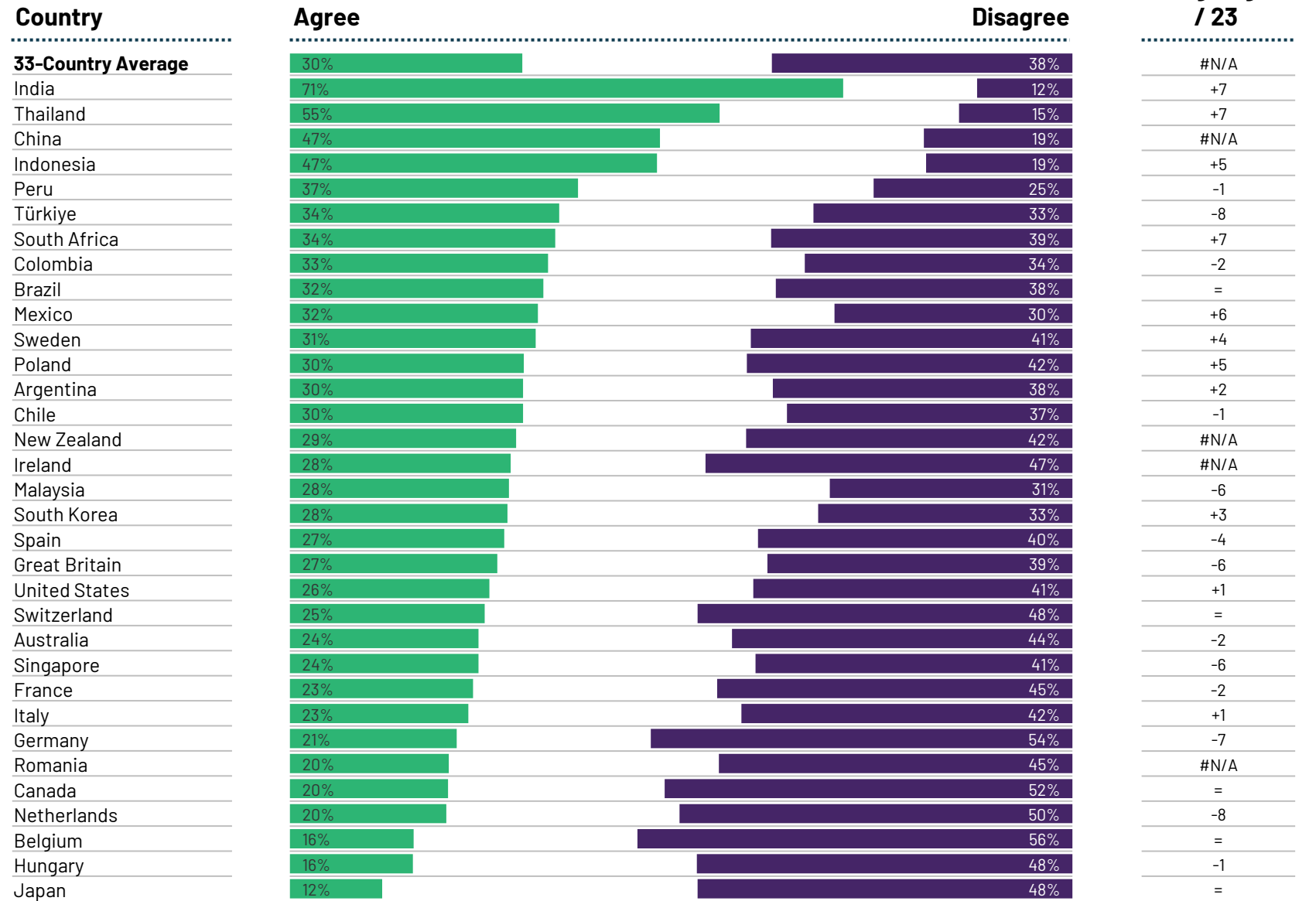
Base: 24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.



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

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.



# SHOULD DEVELOPED COUNTRIES BE DOING MORE?

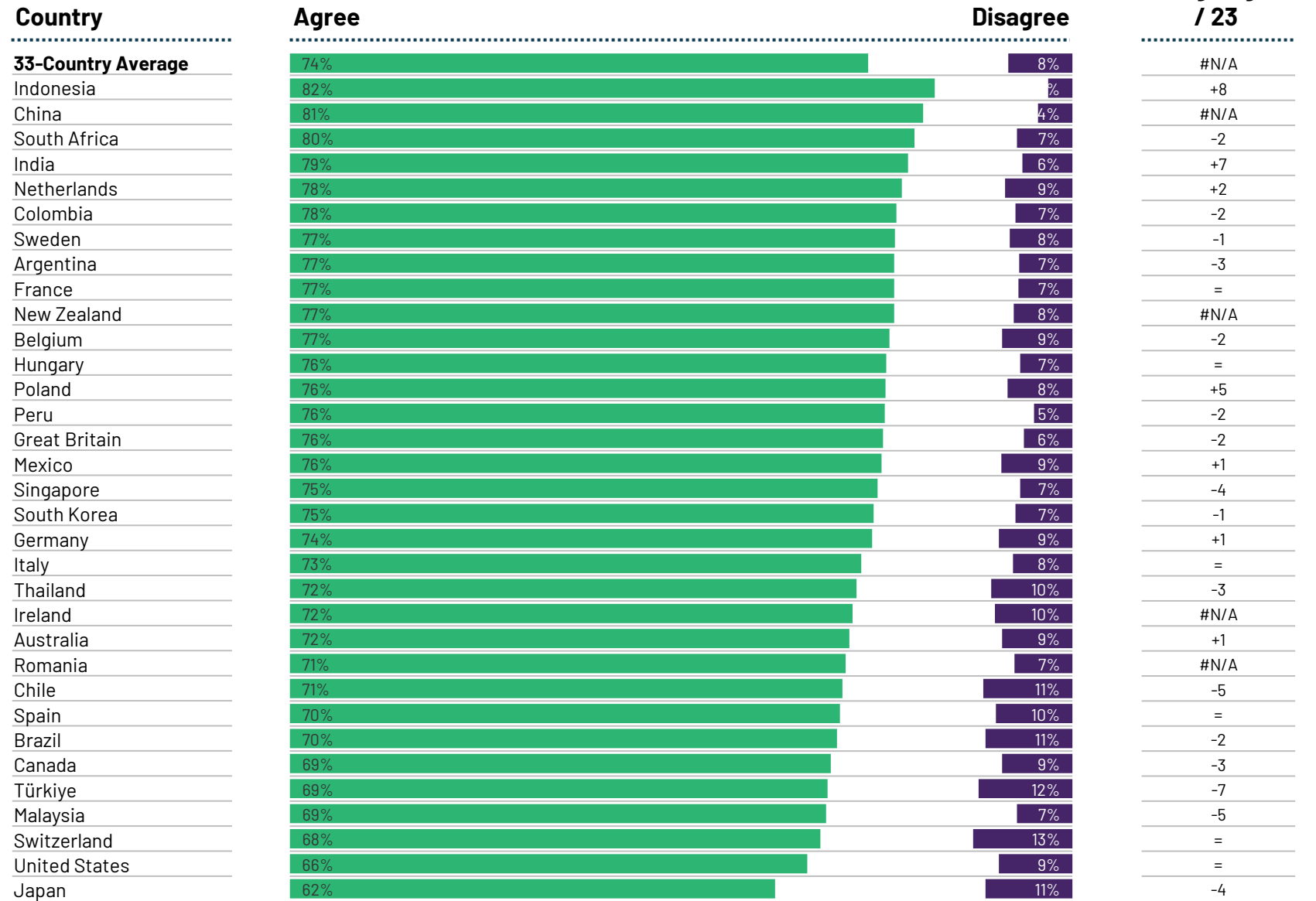




## To what extent do you agree or disagree with the following?

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

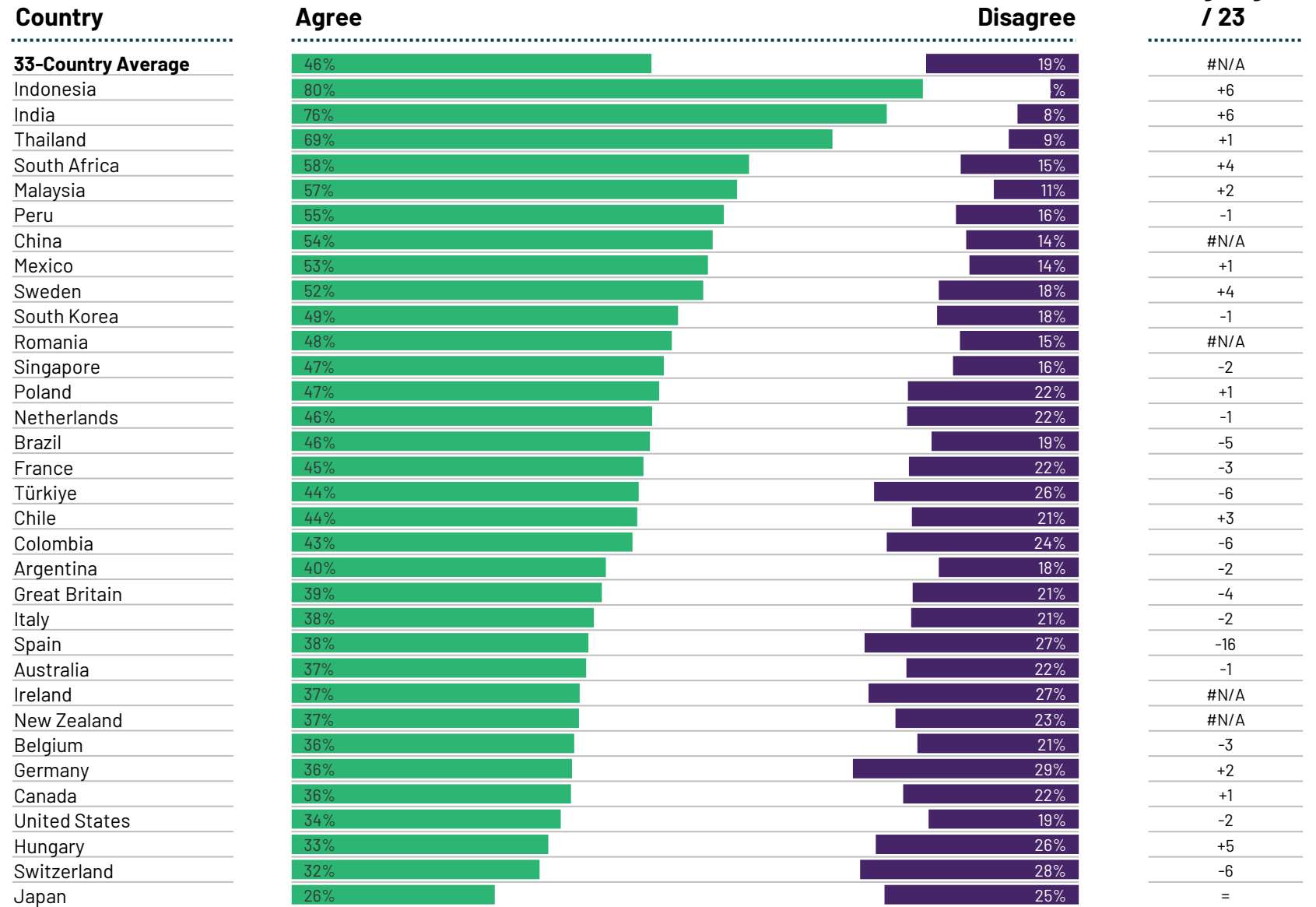
Base: 24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.



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

Developed countries are leading in the fight against climate change

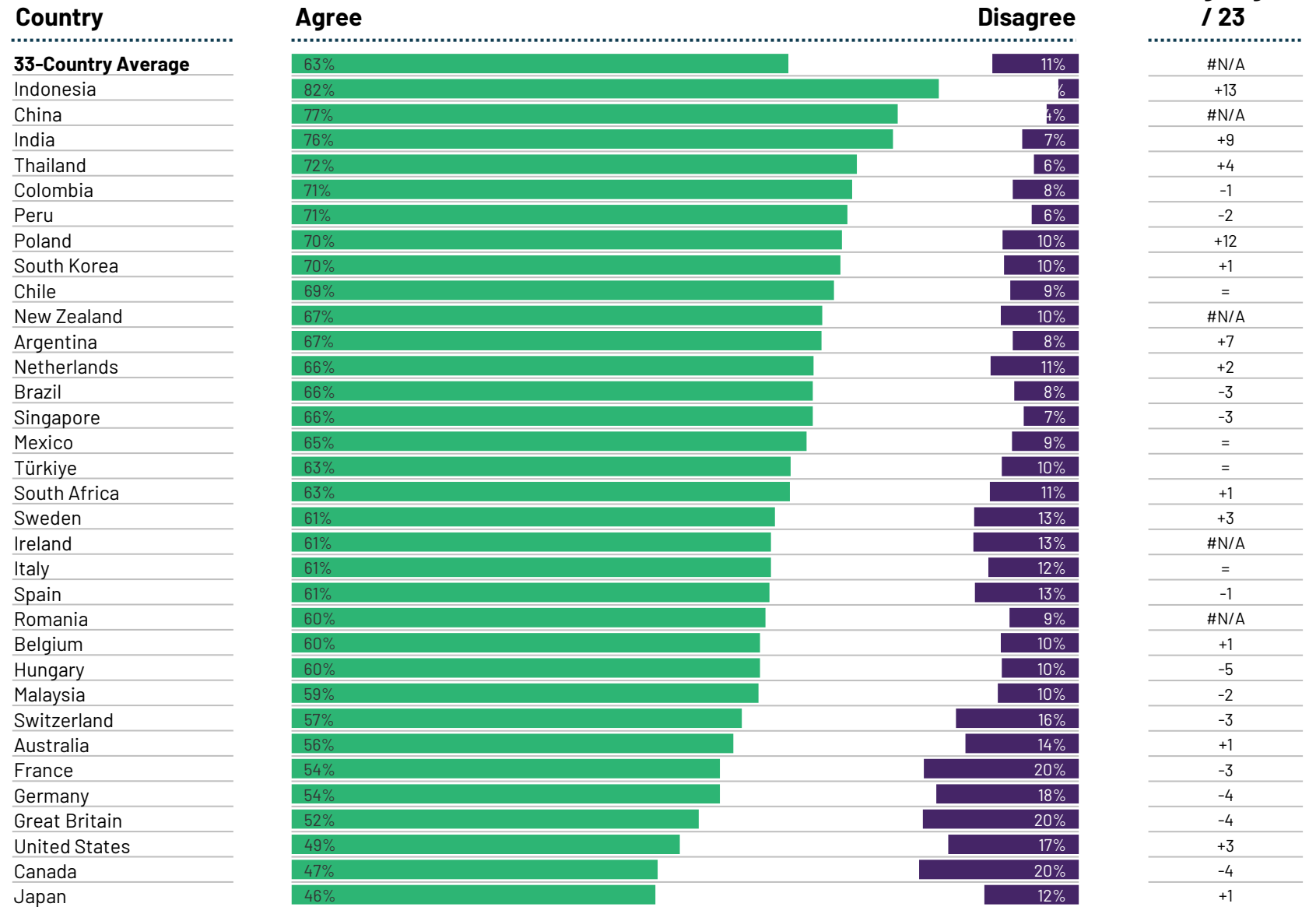
Base: 24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.



## 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.

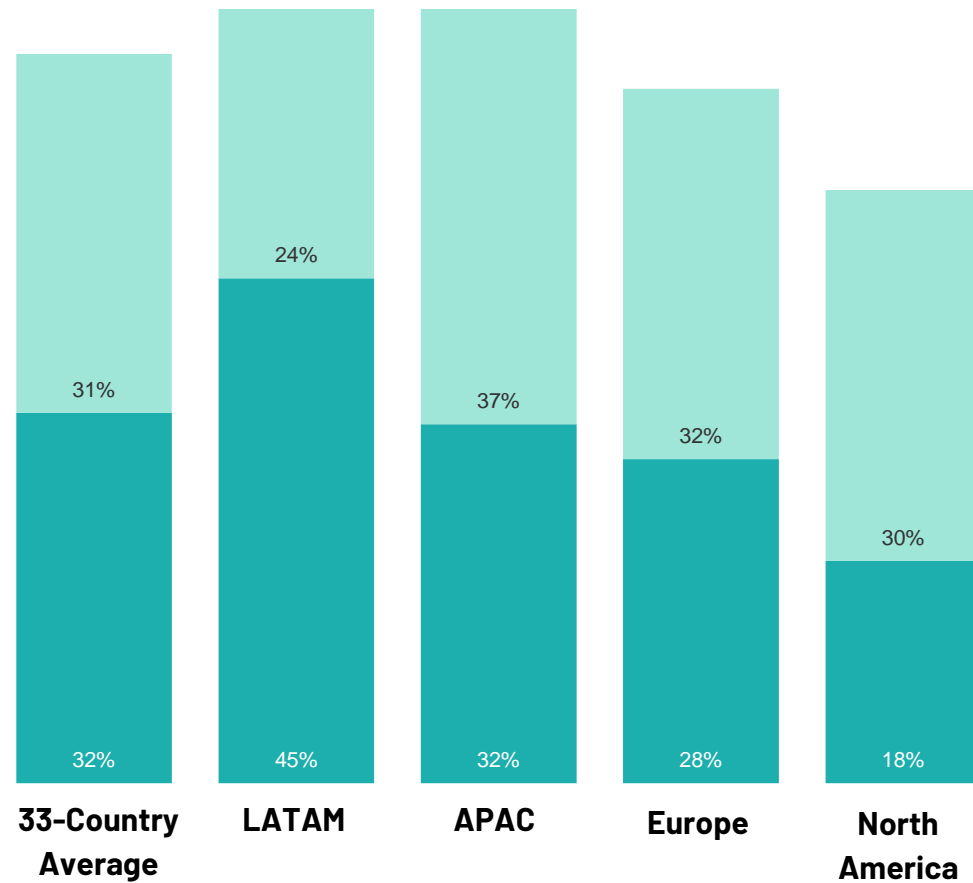


## To what extent do you agree or disagree with the following?

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.

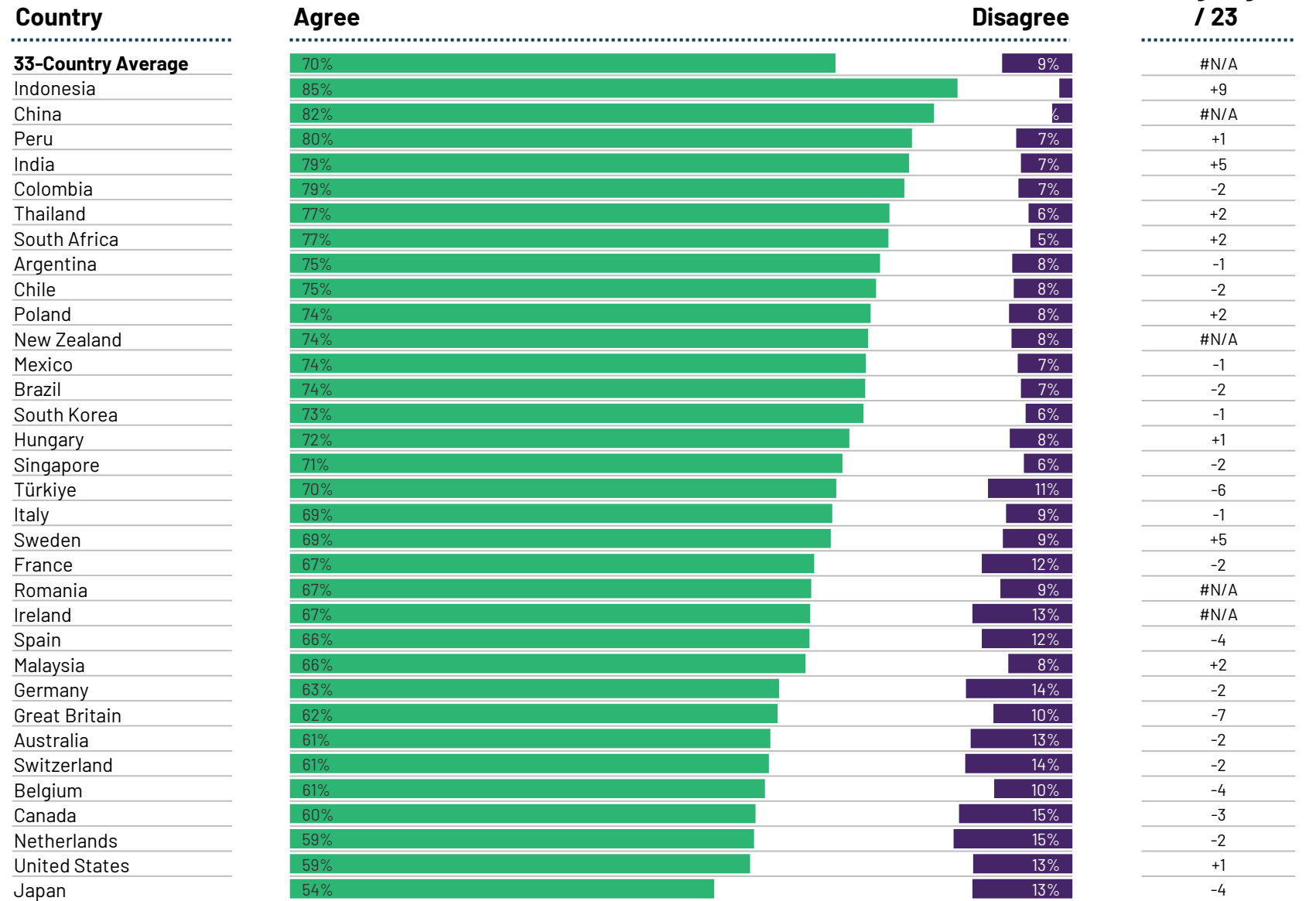
- Strongly agree
- Tend to agree



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

Developed countries should do more to combat climate change

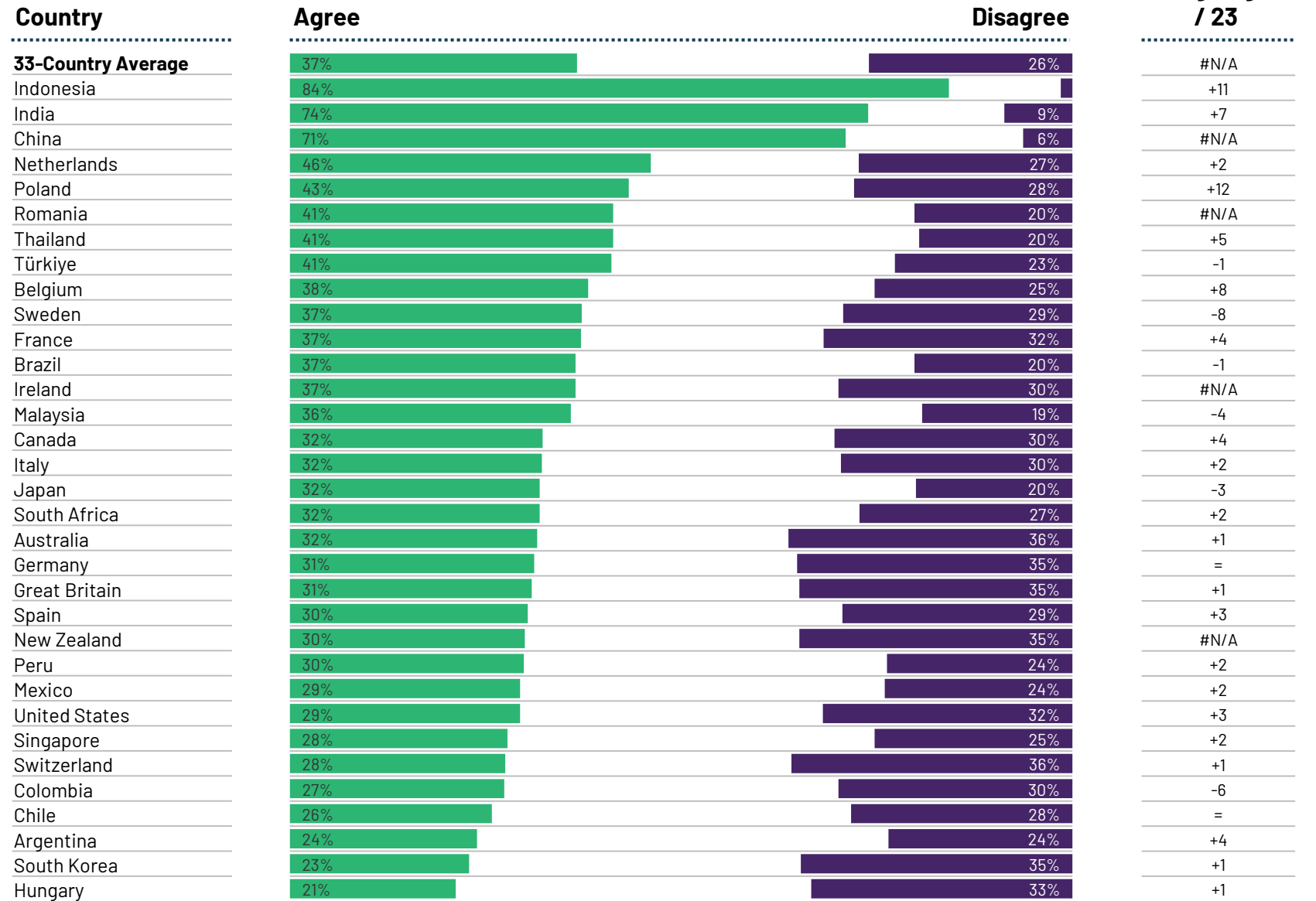
Base: 24,290 online adults under the age of 75, interviewed 26 Jan – 9 Feb 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.



## 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 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.



# MISCONCEPTIONS AND THE BELIEVE-TRUE GAP

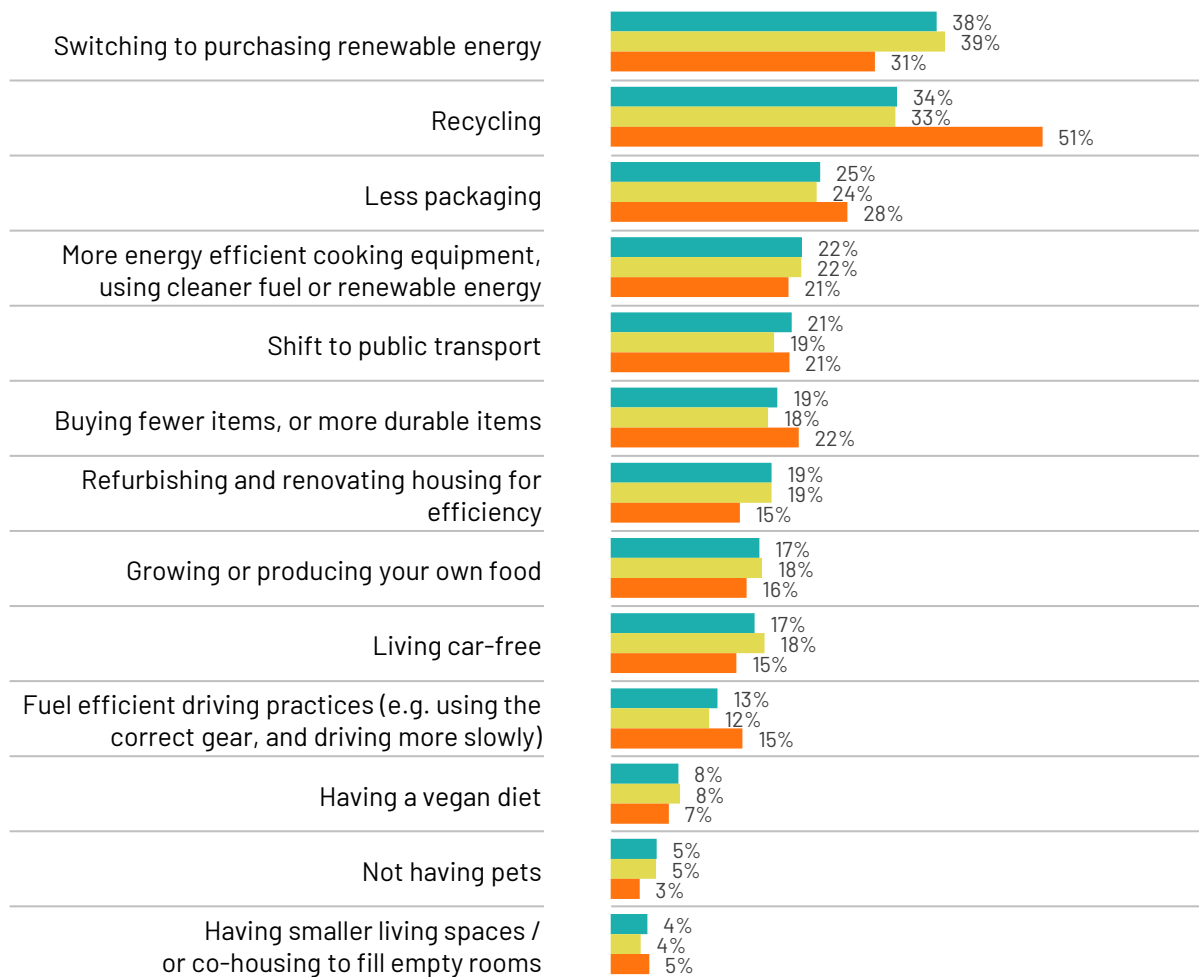


## 33-Country Average

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.

### Actions



■ 2024 ■ 2023 ■ 2022

### True rank for reducing emissions\*

Switching to purchasing renewable energy	4
Recycling	59
Less packaging	38
More energy efficient cooking equipment, using cleaner fuel or renewable energy	9
Shift to public transport	5
Buying fewer items, or more durable items	46
Refurbishing and renovating housing for efficiency	6
Growing or producing your own food	23
Living car-free	1
Fuel efficient driving practices (e.g. using the correct gear, and driving more slowly)	34
Having a vegan diet	7
Not having pets	25
Having smaller living spaces / or co-housing to fill empty rooms	31

\*Source: Ivanova et al., 2020. Quantifying the potential for climate change mitigation of consumption options. Available here: <https://iopscience.iop.org/article/10.1088/1748-9326/ab>

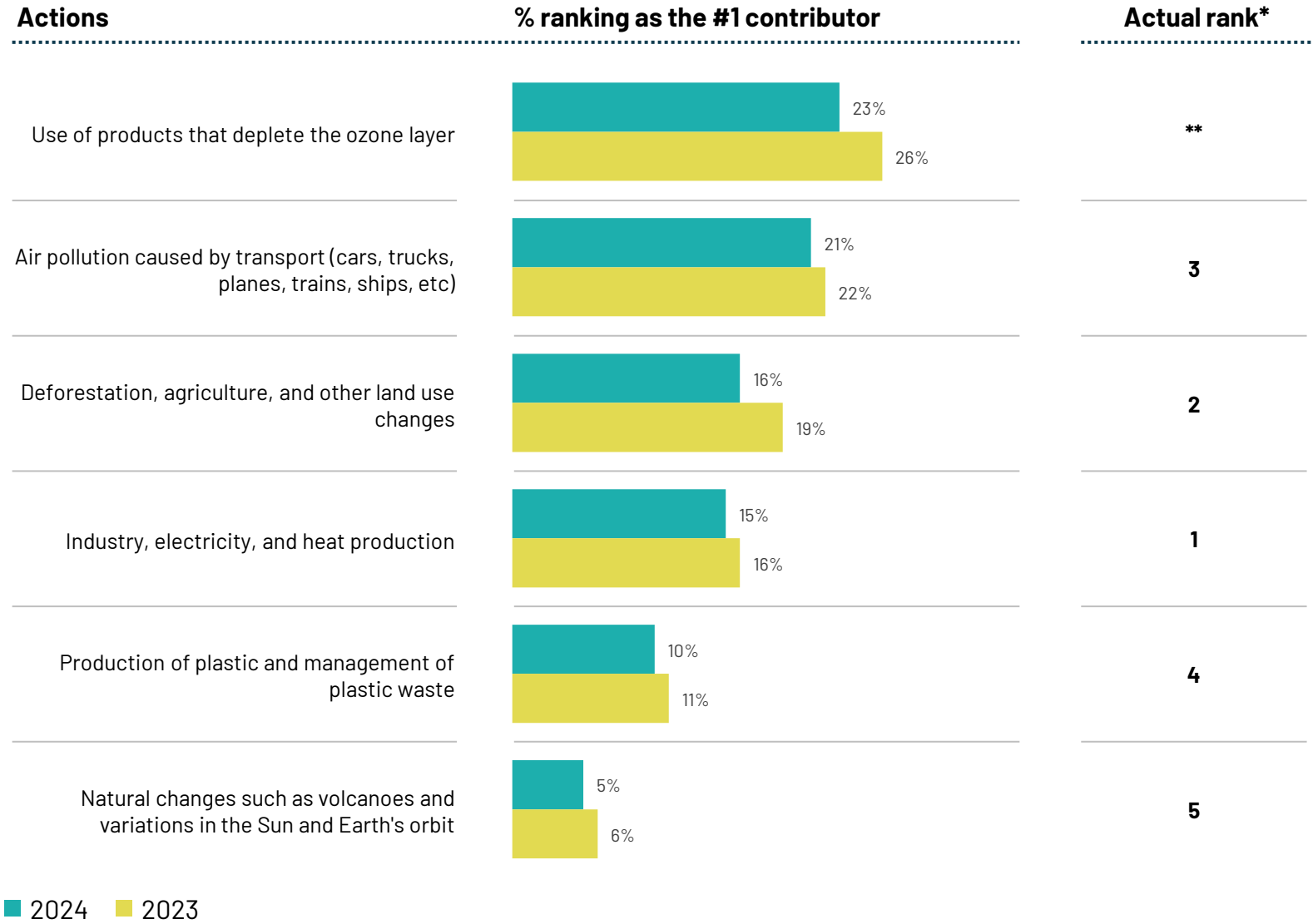




## 33-Country Average

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: 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.



\*Source: Ivanova et al., 2020. Quantifying the potential for climate change mitigation of consumption options. Available here: <https://iopscience.iop.org/article/10.1088/1748-9326/ab>

\*\*Not a major contributor to global warming



# 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.

	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%

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.



# 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.

	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%

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.



**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: 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.

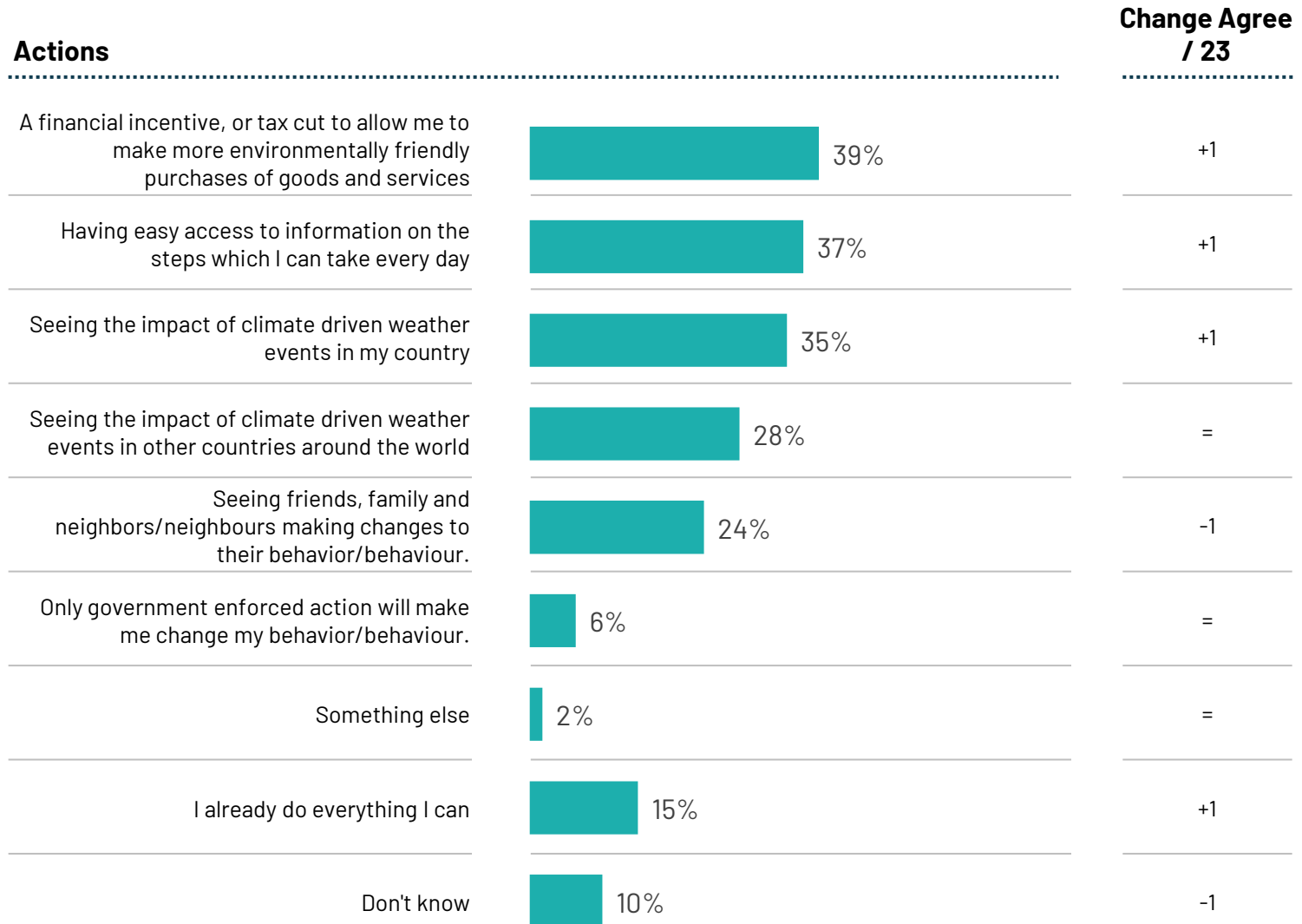
Country	Climate change itself	Little difference	Measures to reduce it	Change Agree / 23
<b>33-Country Average</b>	39%	23%	28%	#N/A
Indonesia	56%	19%	23%	+2
China	50%	18%	28%	#N/A
Spain	45%	19%	28%	+1
New Zealand	45%	23%	26%	#N/A
Colombia	45%	20%	26%	-1
Sweden	44%	22%	22%	+1
France	43%	17%	28%	+1
Singapore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



## 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?

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.



# 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	Italy	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%
I 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%

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.



# 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%
I already do everything I 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%

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.



# MOVING AWAY FROM FOSSIL FUELS





### 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?

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.



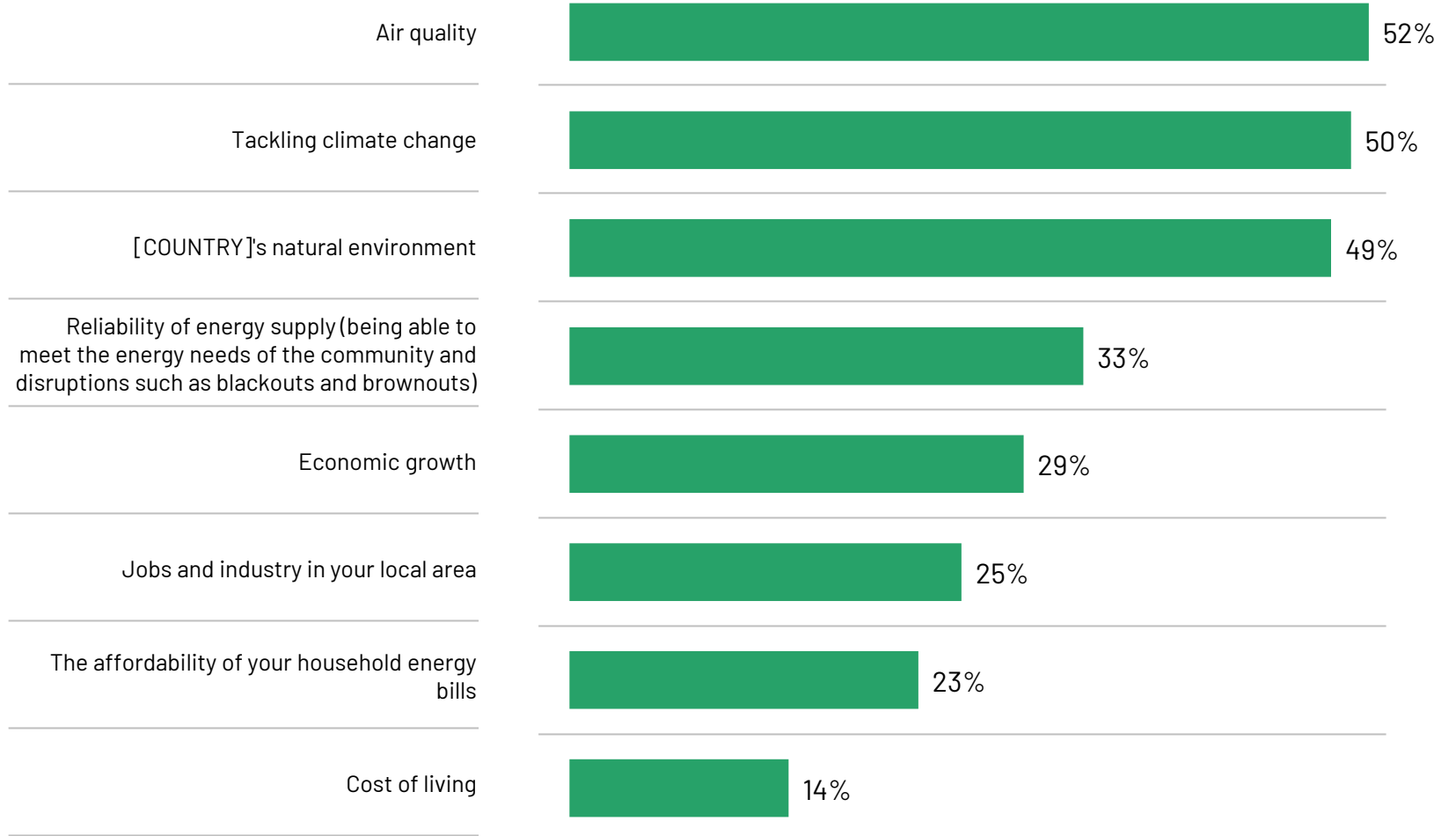
### 33-Country Average

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?

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.

#### Actions

#### Average difference positive minus negative impact (.pts)



# Perceived impact of transitioning from fossil fuels towards renewables

Q. 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?

Net % (Positive Minus Negative)	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Indonesia	Ireland	Italy	Japan
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%

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.



# Perceived impact of transitioning from fossil fuels towards renewables

Q. 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?

Net % (Positive Minus Negative)	Malaysia	Mexico	Netherlands	New Zealand	Peru	Poland	Romania	Singapore	South Africa	South Korea	Spain	Sweden	Switzerland	Thailand	Türkiye	United States
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%

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.



# 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

## **Jamie Stinson**

Content Director  
Ipsos Knowledge Centre

*Jamie.Stinson@ipsos.com*

## **Emilie Rochester**

Senior Content Executive  
Ipsos Knowledge Centre

*Emilie.Rochester@ipsos.com*

## **Or visit:**

<https://www.ipsos.com/en/ipsos-and-esg>