

CLIMATE CHANGE 2023

**Public opinion on climate
change**

July 2023

Ipsos Global Advisor

Understanding public opinion on climate change

The Ipsos Global Advisor Survey is conducted globally (around 30 markets) on a regular basis. It focuses on the most important issues of the day, and recent topics covered have ranged from inflation to mental health.

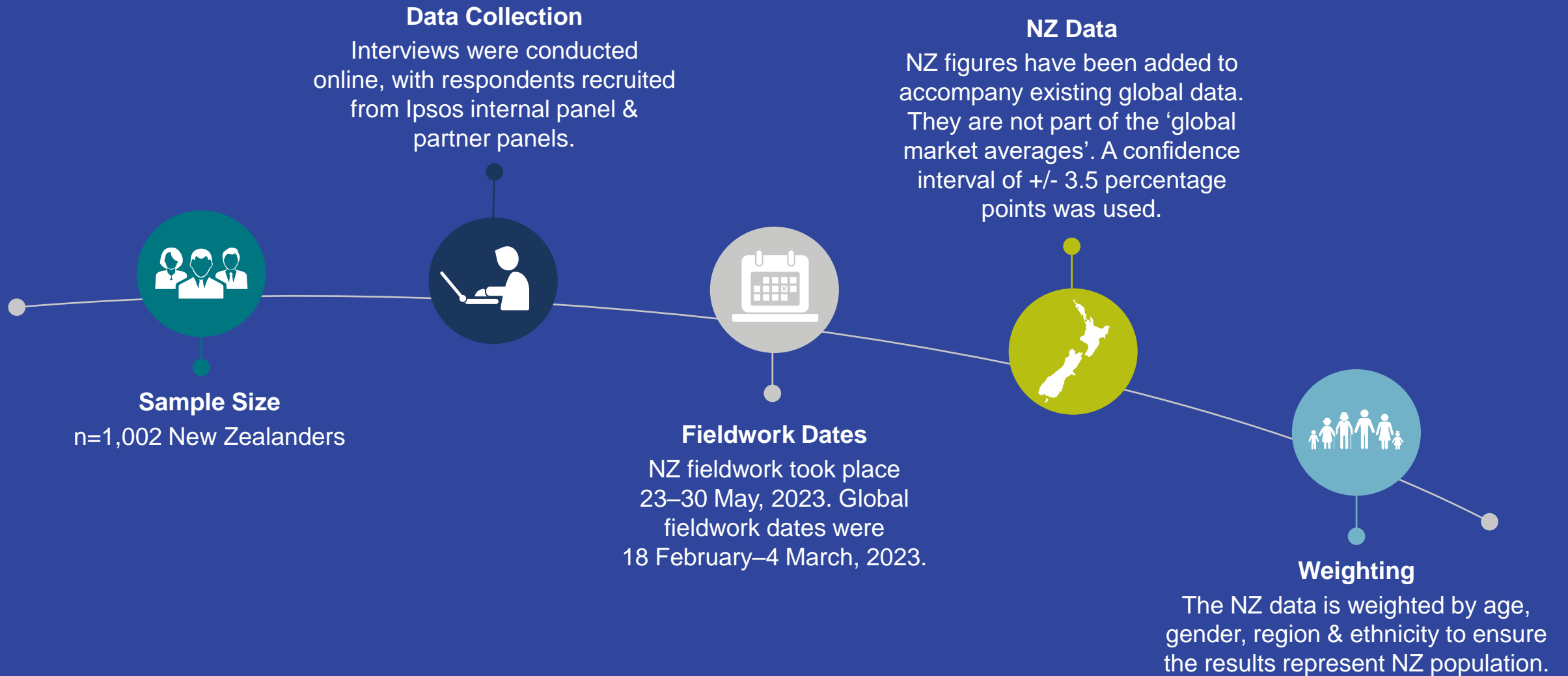
The current survey looks at attitudes and behaviours towards climate change and the environment.

Specifically, this report covers:

- New Zealanders' level of concern around climate change
- Awareness of and attitudes surrounding governments' initiatives to combat climate change
- The role of governments, businesses and individuals in addressing issues surrounding climate change
- Behaviours people are likely to adopt in order to reduce their contribution to climate change
- Opinions on how much responsibility different sectors and industries have on reducing emissions and combatting climate change



Background & Methodology – New Zealand



NB: Some slides compare 2023 data with that of 2022. Significantly **higher** / **lower** figures are reported at 95% confidence. Where results do not sum to 100 or the 'difference' appears to be + / -1 more / less than the actual, this may be due to rounding, multiple responses or the exclusion of 'don't know' or 'not stated' responses.

Key Findings

How worried are we?

80% of New Zealanders are about the impacts of climate change that are already being seen in New Zealand.

82% of New Zealanders are about the impacts of climate change that are already being seen globally.



Ipsos Issues Monitor (May 2023): 23% of New Zealanders identified climate change as one of the three most important issues facing New Zealand today.

Globally and in New Zealand, just **31%** agree their *government has a clear plan in place* for how government, businesses and people are going to work together to tackle climate change. **This is a significant decrease in New Zealand** (46% in 2022)

Globally and in New Zealand, **over 60%** think their countries should be doing more to address climate change.

30% of New Zealanders think New Zealand is a world leader in the fight against climate change, **31%** disagree.

What are we going to do?

The global public say that *seeing the impacts of climate-driven weather events* (**34%**), *having easily accessible information on how to act daily* (**36%**), and *receiving financial incentives* (**38%**) are the top drivers that encourage individuals to personally respond, and take action to climate change.

New Zealanders are more likely to say these drivers encourage individuals to personally respond, and take action to climate change, with roughly half of New Zealanders agreeing.

Despite being the largest contributor to global warming, only **12%** of New Zealanders ranked *industry, electricity and heat production* as the top contributor to global warming.

New Zealanders tend to perceive many actions as having a far greater impact on reducing emissions than they actually do; including recycling, growing/producing food, less packaging and buying fewer items.

How worried are we?





4 in 5 New Zealanders are concerned about the impacts of climate change in New Zealand and around the world

Q. How concerned are you, if at all, about the impacts of climate change that are already being seen in your country / other countries around the world?

% Concerned

80% ▲

Your own country

Males (75%) are statistically significantly less likely, while females (85%) are significantly more likely to be concerned about the impacts seen in New Zealand.

82%

Other countries

Males (76%) are statistically significantly less likely, while females (87%) are significantly more likely to be concerned about the impacts seen globally.

▲ / ▼ indicates significantly higher / lower than 2022 data
Green / red indicates significantly higher / lower than total New Zealand

What is the plan?

Who should act to combat climate change?

Globally, just **31%** agree their *government has a clear plan in place* for how government, businesses and people will work together to tackle climate change.

New Zealanders agree, with 31% also saying the government has a clear climate change plan.



Globally, **42%** think that the *economic costs* of climate change are *greater than the costs to reduce climate change*.
47% of New Zealanders hold this view.



Globally, **61%** state that if their *national government* does not act now to combat climate change, then *it is failing citizens*.
66% of New Zealanders hold this view.

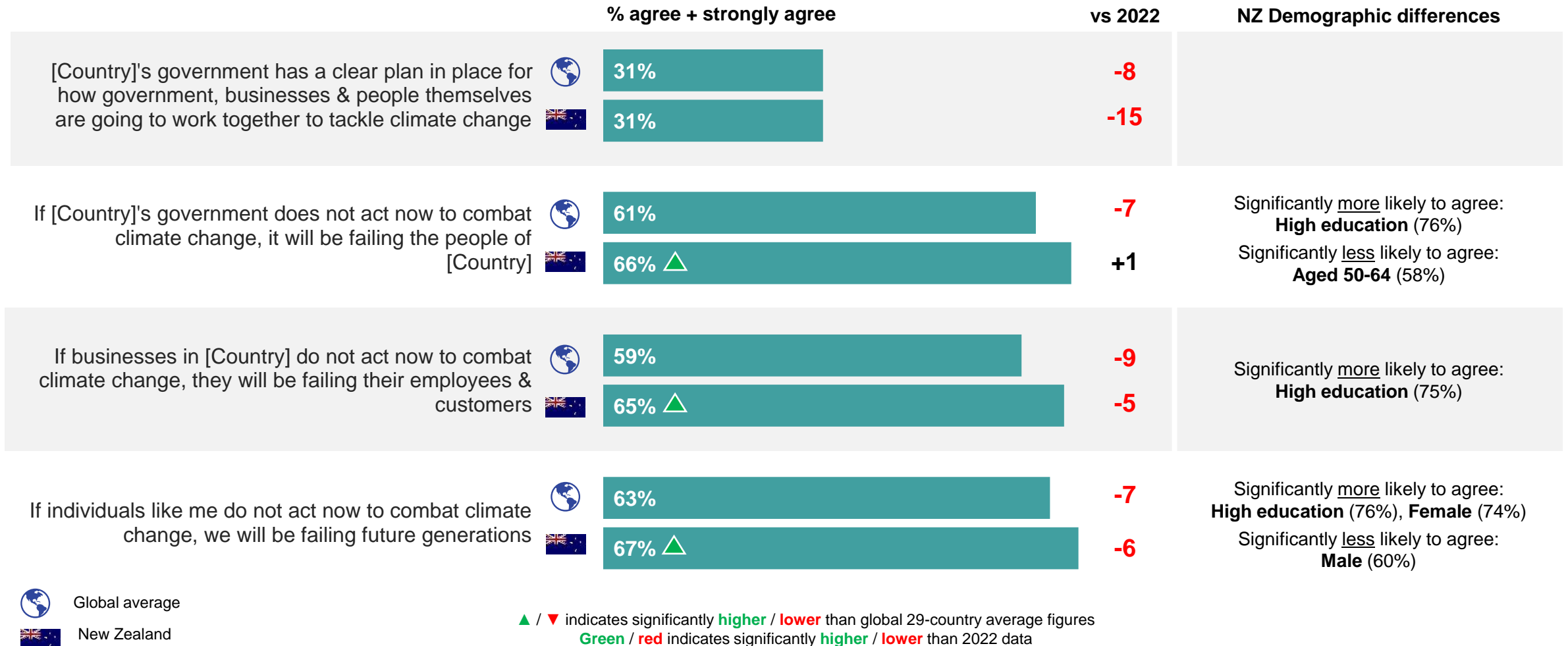


Globally, **59%** state that if *businesses* do not act now to combat climate change, then *they are failing their employees and customers*.
65% of New Zealanders hold this view.



Globally, **63%** agree that if *individuals* do not act now to combat climate change, *they will be failing future generations*.
67% of New Zealanders hold this view.

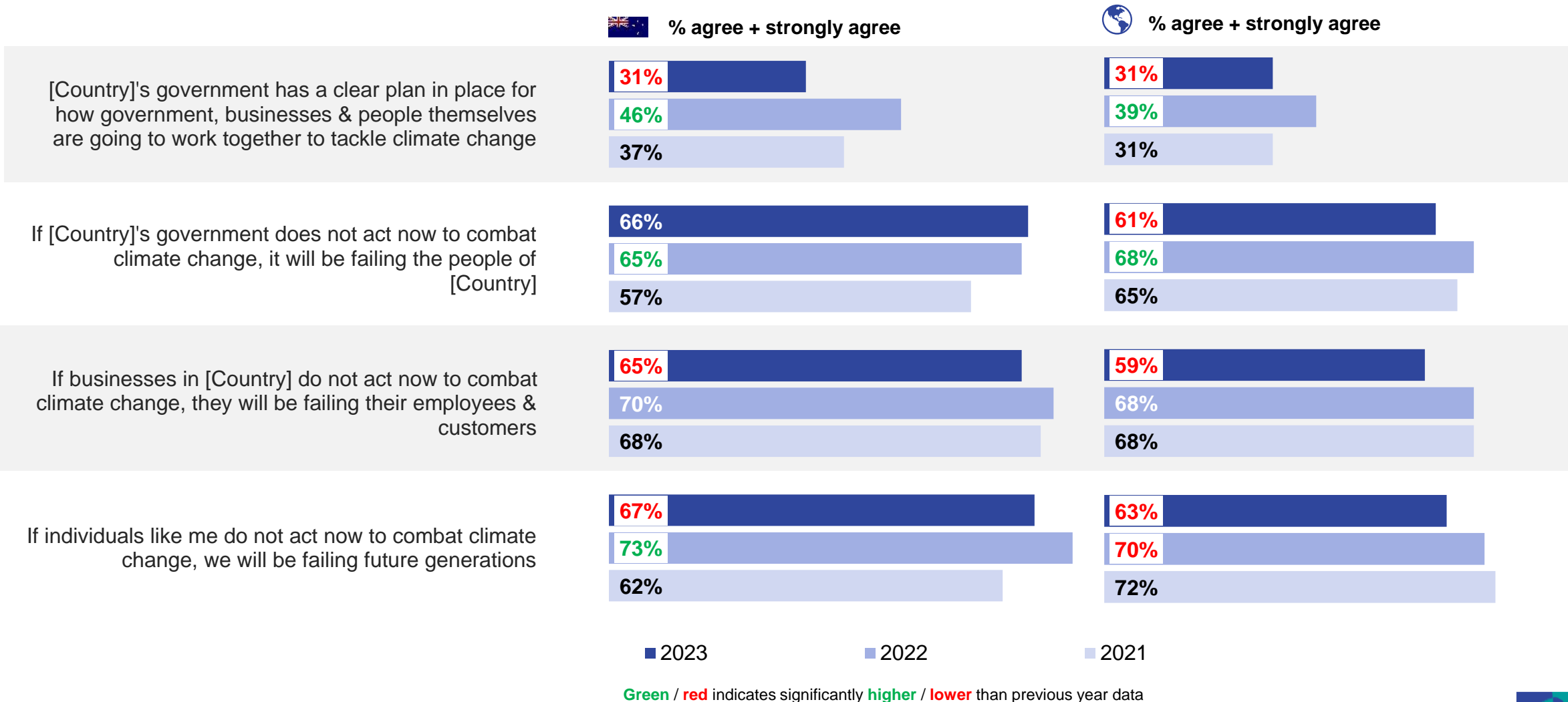
New Zealanders are more likely to think that if government and individuals do not act now, they will be failing the people of New Zealand, as well as future generations to come.



XP4: To what extent do you agree or disagree with the following statements...

Base: 2023 – New Zealand (n=1,002), Global (21,231 online adults aged 16–74 across 29 countries, 20 Jan – 3 March 2023); 2022 – New Zealand (n=1,003), Global (n=22,534 online adults aged 16–74 across 29 countries, 18 Feb–4 Mar 2022). Note: Comparator countries are those that have been asked this question in 2022 : Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Switzerland, Turkey, United States of America.

New Zealanders' sense of urgency on climate change rose significantly in 2022 before declining in 2023. Our recognition of the government's climate change plan is also at its lowest level in three years.



XP4: To what extent do you agree or disagree with the following statements...

10 Base: 2023 – New Zealand (n=1,002), Global (21,231 online adults aged 16–74 across 29 countries, 20 Jan – 3 March 2023); 2022 – New Zealand (n=1,003), Global (n=22,534 online adults aged 16–74 across 29 countries, 18 Feb–4 Mar 2022); 2021 – New Zealand (n=1,010), Global (21,011 online adults aged 16–74 across 30 countries, 19 Feb – 5 March 2021)



Who is leading the pack?



Globally, **31%** of people think their country is a world leader in the fight against climate change. **33%** disagree with this statement.

New Zealanders' views are similarly split – **30%** believe NZ is a leader, whereas **31%** don't hold this view.



66% of people globally think that their country should be doing more in the fight against climate change.

64% of New Zealanders think New Zealand should be doing more.



New Zealanders are significantly more likely to agree that *we can't fully tackle climate change unless all countries work together* (**78%**) compared to the rest of the world (**75%**).



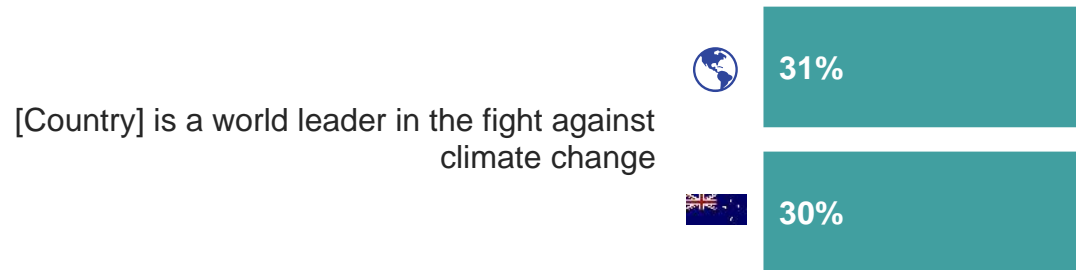
New Zealanders are significantly more likely to agree that it is right that developed countries who have produced the most carbon emissions, should pay more to solve the problem (**69%**) compared to the rest of the world (**62%**).



New Zealanders are significantly more likely to agree that *developed countries should do more to combat climate change* (**76%**) compared to the rest of the world (**70%**).

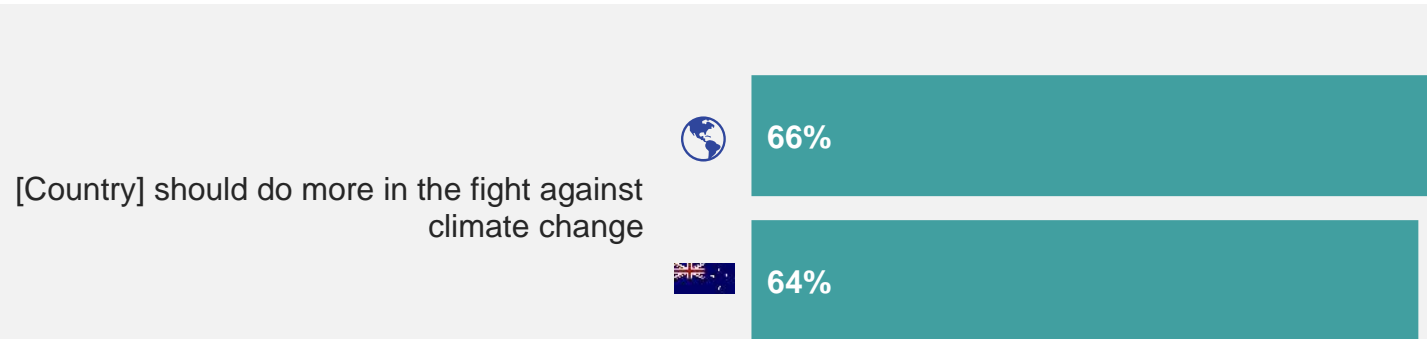
New Zealanders' view the country's role in the fight against climate change are similar to others around the world. Nearly 2 in 3 New Zealanders think that New Zealand should do more.

% agree + strongly agree



NZ Demographic differences

Significantly more likely to agree:
Aged 16-34 (41%)
 Significantly less likely to agree:
Live in Hawke's Bay (11%)
Aged 50-64 (21%)



Significantly more likely to agree:
Students (81%), **Aged 16-34** (73%)
High education level (74%),
Female (71%)
 Significantly less likely to agree:
Live in Taranaki (39%),
Aged 50-64 and 65-74 (54%),
Male (56%)



Global average



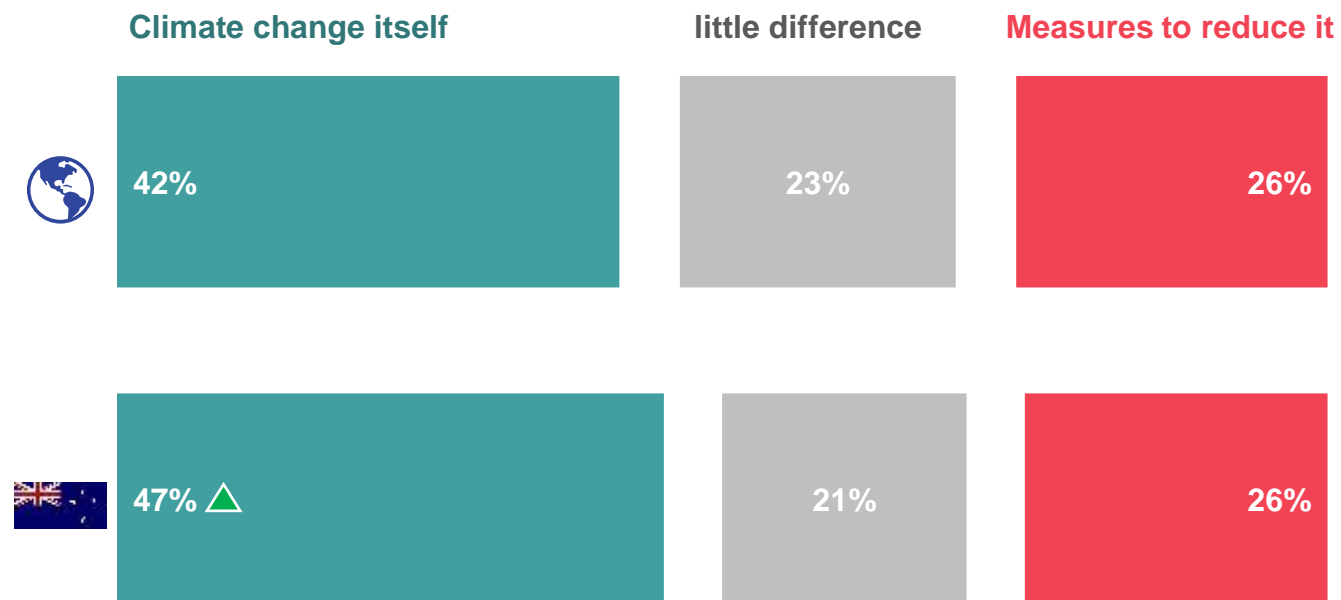
New Zealand

XP4: To what extent do you agree or disagree with the following statements...

Base: 2023 – New Zealand (n=1,002), Global (21,231 online adults aged 16–74 across 29 countries, 20 Jan – 3 March 2023)

Less than 50% of new Zealanders believe that the economic costs of climate change itself will be greater than the costs of measures to reduce climate change.

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?



NZ Demographic differences:

Significantly more likely to think climate change itself will have greater economic costs:

High education (63%), **live in Wellington** (59%), **High income** (54%)

Significantly less likely to think climate change itself will have greater economic costs:

Low education (38%), **live in Bay of Plenty** (31%)

Significantly more likely to think climate change measures will have greater economic costs:

live in Greater Auckland (44%)

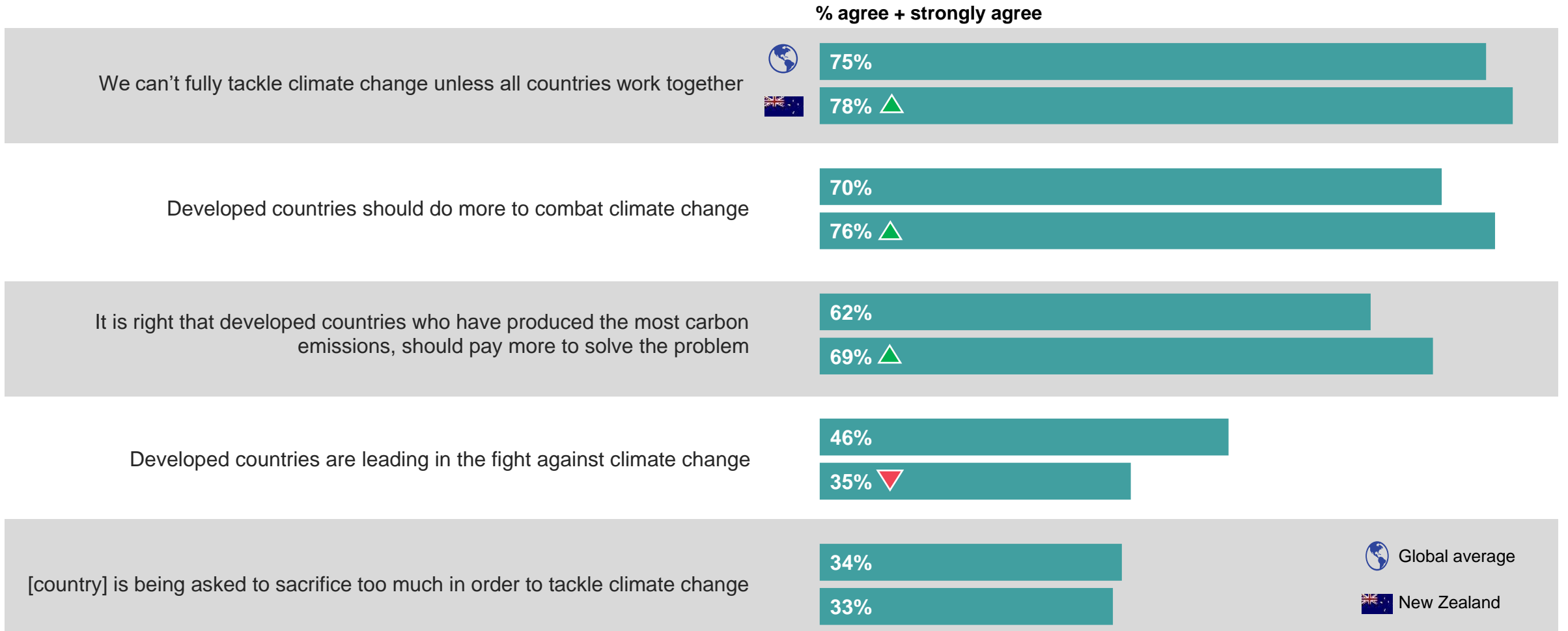
 Global average

 New Zealand

XP3: 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: New Zealand (n=1,002), Global (21,231 online adults under the age of 75, interviewed 20 Jan – 3 March 2023). The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population. "The "Global Country Average" reflects the average result for all the countries and markets where 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."

New Zealanders are significantly more likely to think that developed countries should do more to combat climate change compared to others around the world.



▲ / ▼ indicates significantly higher / lower than global 29-country average figures

XP5. To what extent do you agree or disagree with the following statements...:

Base: New Zealand (n=1,002), Global (21,231 online adults under the age of 75, interviewed 20 Jan – 3 March 2023). The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population. "The "Global Country Average" reflects the average result for all the countries and markets where 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."

What are we going to do?

Personal actions to be taken

Globally, people say that *seeing the impacts of climate-driven weather events* (34%), *having easily accessible information on how to act daily* (36%), and *receiving financial incentives* (38%) are the top drivers that encourage individuals to personally respond, and take action to climate change.

New Zealanders are more likely to say these top-3 drivers encourage individuals to personally respond, and take action to climate change, with roughly half of New Zealanders agreeing.



Globally, 23% think that the negative impacts of climate change are too far off in the future to worry about.

New Zealanders are less likely to hold this view (18%).

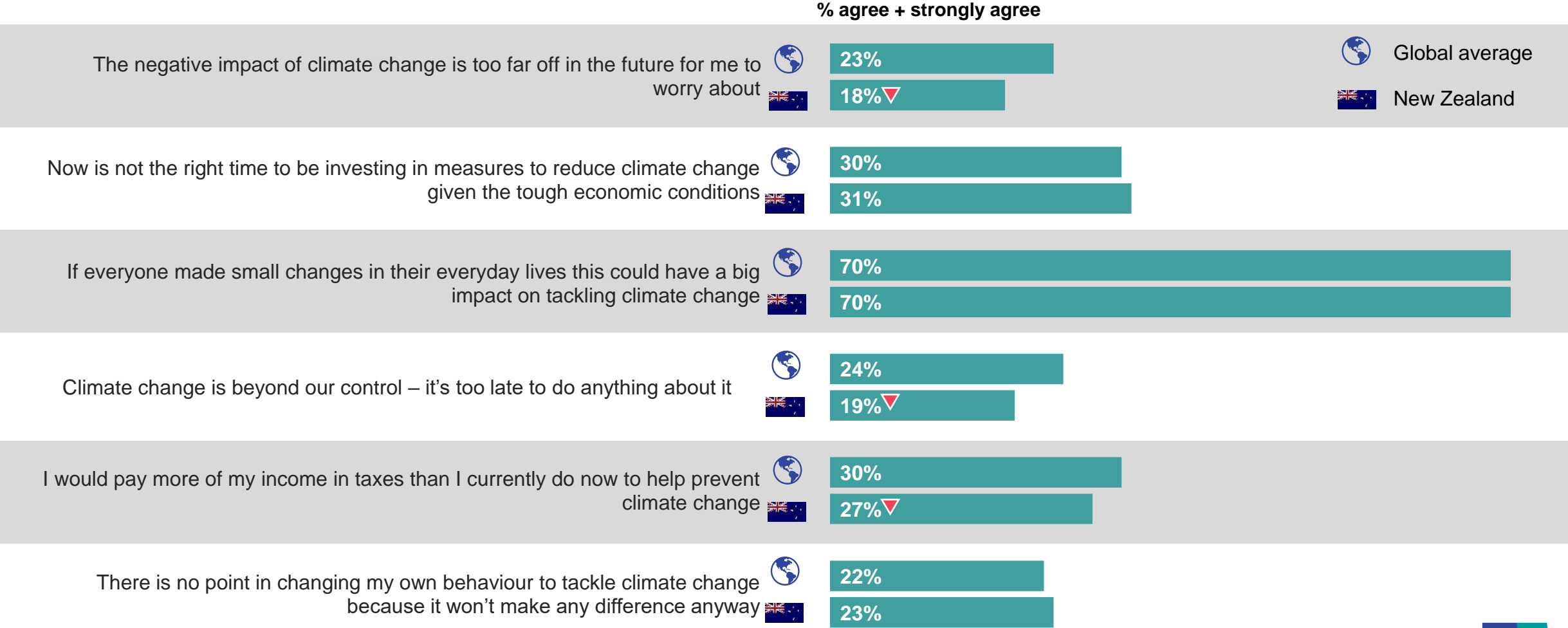


Globally, 24% think that climate change is beyond our control because it is too late to do anything about it.

New Zealanders are less likely to hold this view (19%).

New Zealanders are less likely to have a stance that ignores climate change.

Significantly less New Zealanders agree that the negative impacts of climate change are too far off in the future to worry about and also that it is too late to act on.



▲ / ▼ indicates significantly higher / lower than global 29-country average figures

XP6: To what extent do you agree or disagree with the following statements...

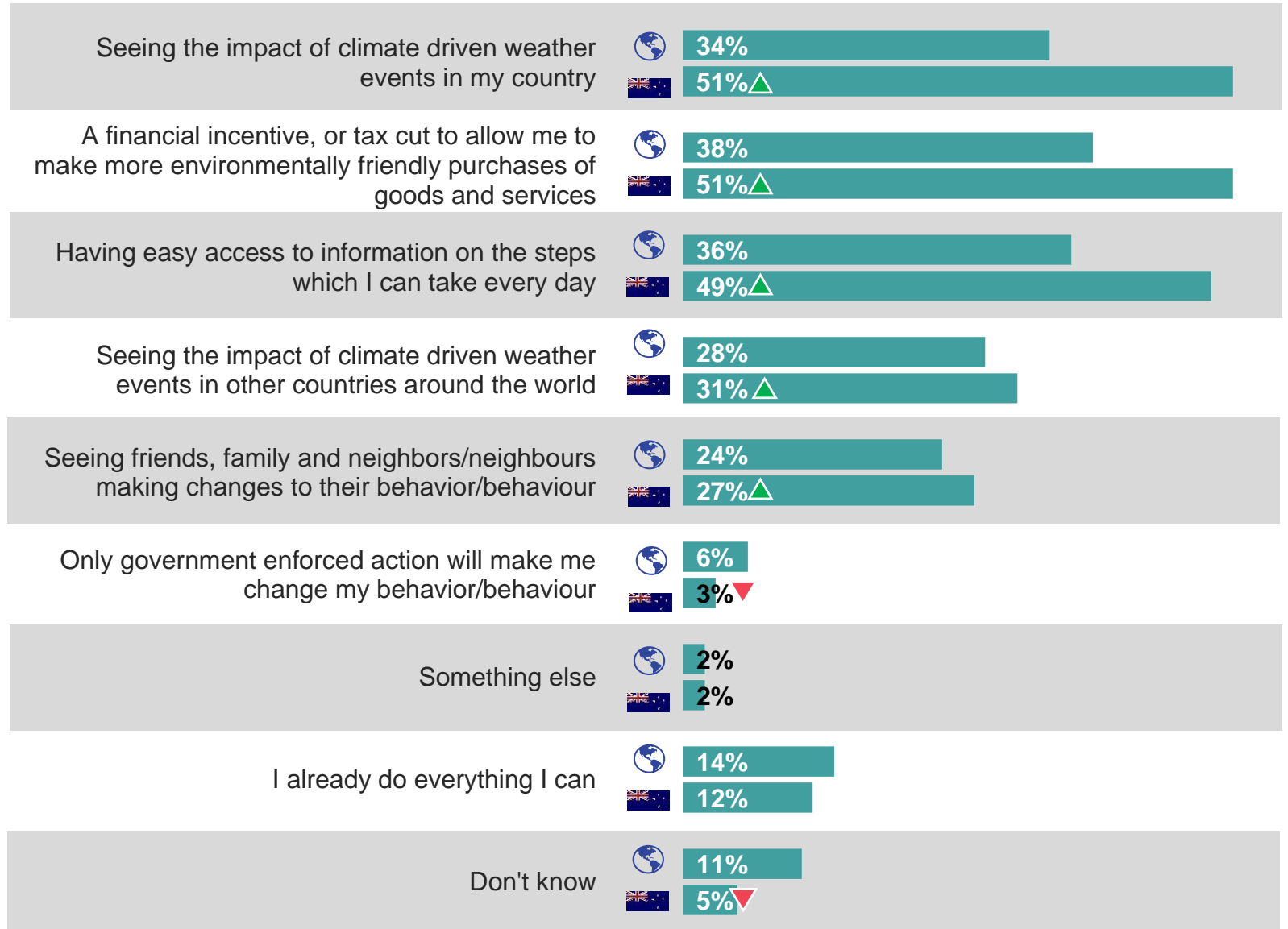
Base: New Zealand (n=1,002), Global (21,231 online adults under the age of 75, interviewed 20 Jan – 3 March 2023). The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population. "The "Global Country Average" reflects the average result for all the countries and markets where 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."



Seeing the impacts of climate-driven weather events, receiving financial incentives and having easily accessible information on how to act daily are the top drivers that encourage New Zealanders to personally respond to climate change.

Global Country Average

Q. Thinking about the actions you personally can take to help fight climate change, what could encourage you to take more action, if anything?



XP8: Thinking about the actions you personally can take to help fight climate change, what could encourage you to take more action, if anything?

Base: New Zealand (n=1,002), Global (21,231 online adults under the age of 75, interviewed 20 Jan – 3 March 2023). The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population. "The "Global Country Average" reflects the average result for all the countries and markets where 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."



▲ / ▼ indicates significantly higher / lower than global 29-country average figures

Perils of perception

A hand holding a crystal ball that reflects the surrounding landscape of a lake and forested hills. The crystal ball is held in the foreground, and the reflection inside it shows a distorted view of the background. The background features a calm lake reflecting the sky and the surrounding forested hills. The sky is overcast with grey clouds. The overall scene is a natural landscape with a focus on perception and reflection.

Globally, the public believes that *switching to purchasing renewable energy* (39%), *recycling* (33%) and *less packaging* (24%) are the top-3 actions which have the most impact on reducing greenhouse gas emissions.

Like the rest of the world, New Zealanders tend to perceive many actions as having a far greater impact on reducing emissions than they actually do.

New Zealanders are more likely to say recycling has the most impact on reducing emissions (45%) than the rest of the world (33%).



Despite being the largest contributor to global warming, only 12% of New Zealanders ranked *industry, electricity and heat production* as the top contributor to global warming.

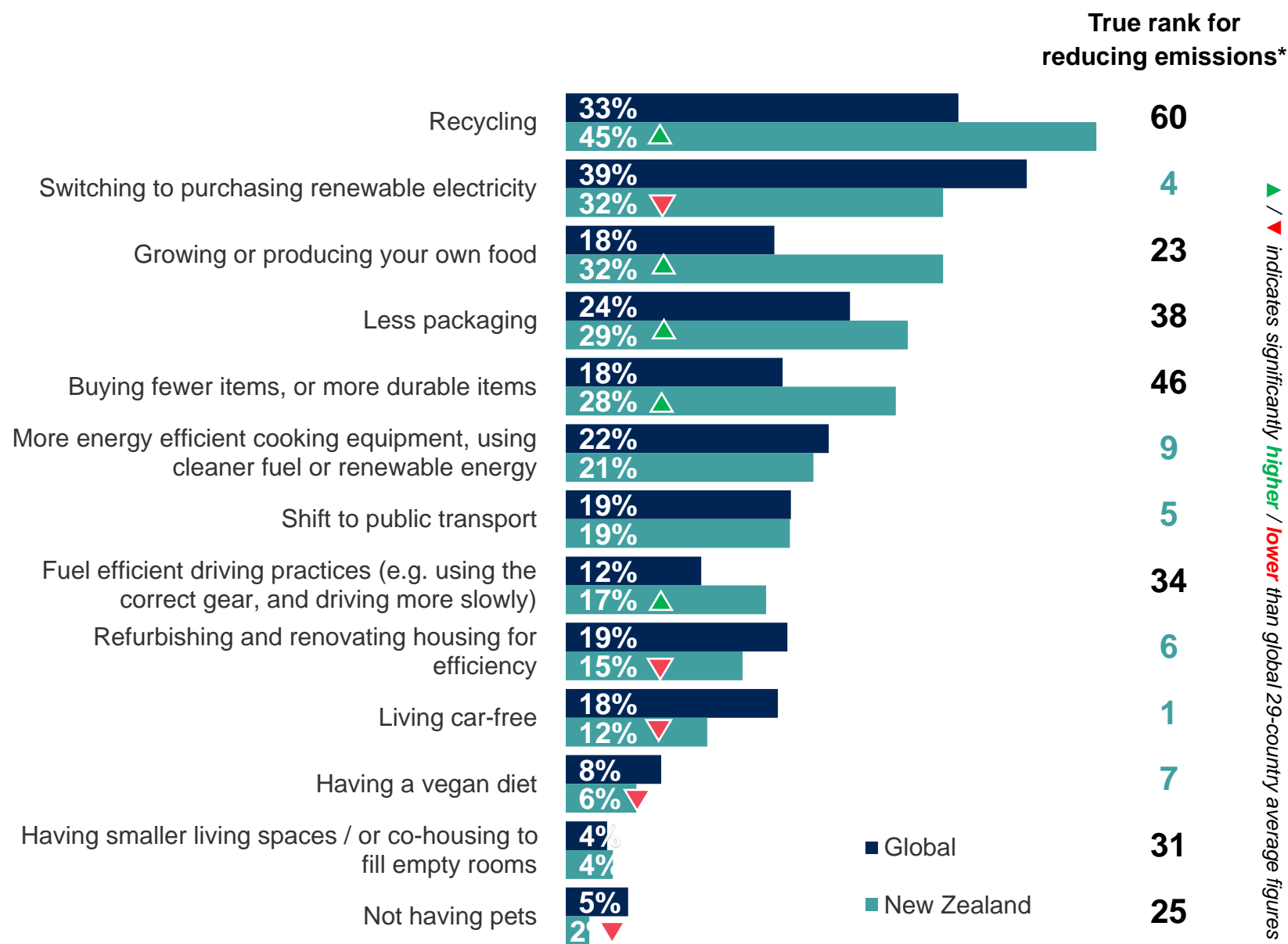


28% of New Zealanders ranked *air pollution caused by transport (including cars, trucks, ships and planes)* as the top contributor to global warming. This is the third-largest contributor.

New Zealanders tend to overestimate the impact of personal actions that contribute less to reducing greenhouse gas emissions.

Global Country Average

Q. 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: New Zealand (n=1,002), Global (21,231 online adults under the age of 75, interviewed 20 Jan – 3 March 2023). The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population. "The "Global Country Average" reflects the average result for all the countries and markets where 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." 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, Turkey and USA

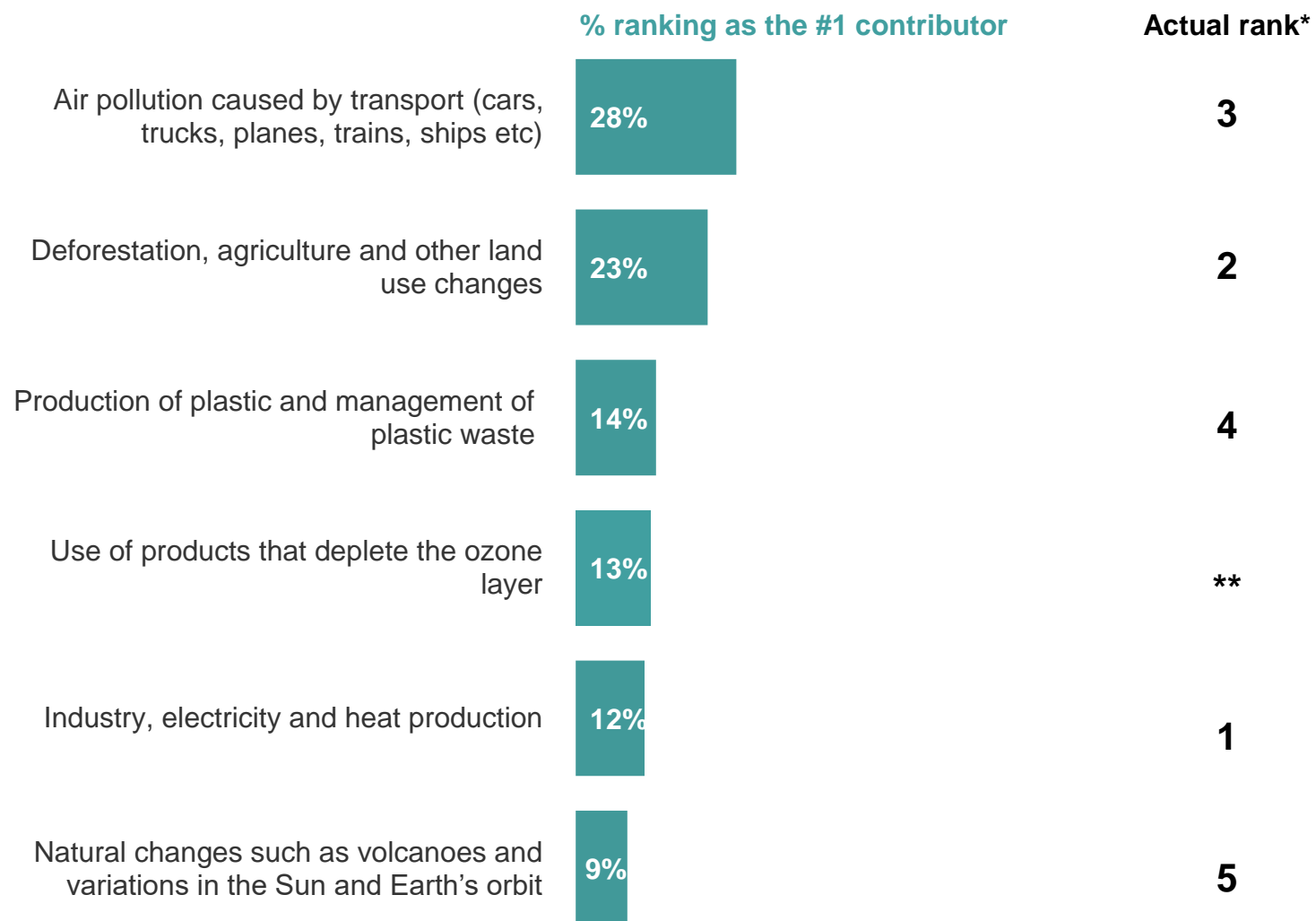
*Source: Ivanova et al., 2020. Quantifying the potential for climate change mitigation of consumption options. Available here: <https://iopscience.iop.org/article/10.1088/1748-9326/ab8589/pdf>



New Zealanders underestimate the impact of *industry, electricity and heat production* in being the largest contributor to global warming.

Global Country Average

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.



XP7: 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 by dragging them from the left-hand side to the right-hand side.

Base: New Zealand (n=1,002)





Background & methodology – Global

These are the results of a 29-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday 20th January and Friday 3rd February 2023 in 31 countries and between Friday 17th February and Friday 3rd March 2023 in Switzerland.

For this survey, Ipsos interviewed a total of 21,231 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, South Africa, Turkey, 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, France, Germany, Great Britain, Italy, Japan, Spain, and the United States, and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand and Turkey.

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, Poland, South Korea, Spain, Sweden and the U.S. can be considered representative of their general adult populations under the age of 75.

Samples in Brazil, Chile, Colombia, Indonesia, Israel, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey 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 more “connected” segment of their population.

India’s sample represents a large subset of its urban population – social economic classes A, B and C and 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 Global 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 were 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.

The publication of these findings abides by local rules and regulations.

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GAME CHANGERS

In our world of rapid change, the need of reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, countries and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.

Ultimately, success comes down to a simple truth:

You act better when you are sure.

“**Game Changers**” – our tagline – summarises our ambition to help our clients to navigate more easily our deeply changing world.

**THANK
YOU**

GAME CHANGERS



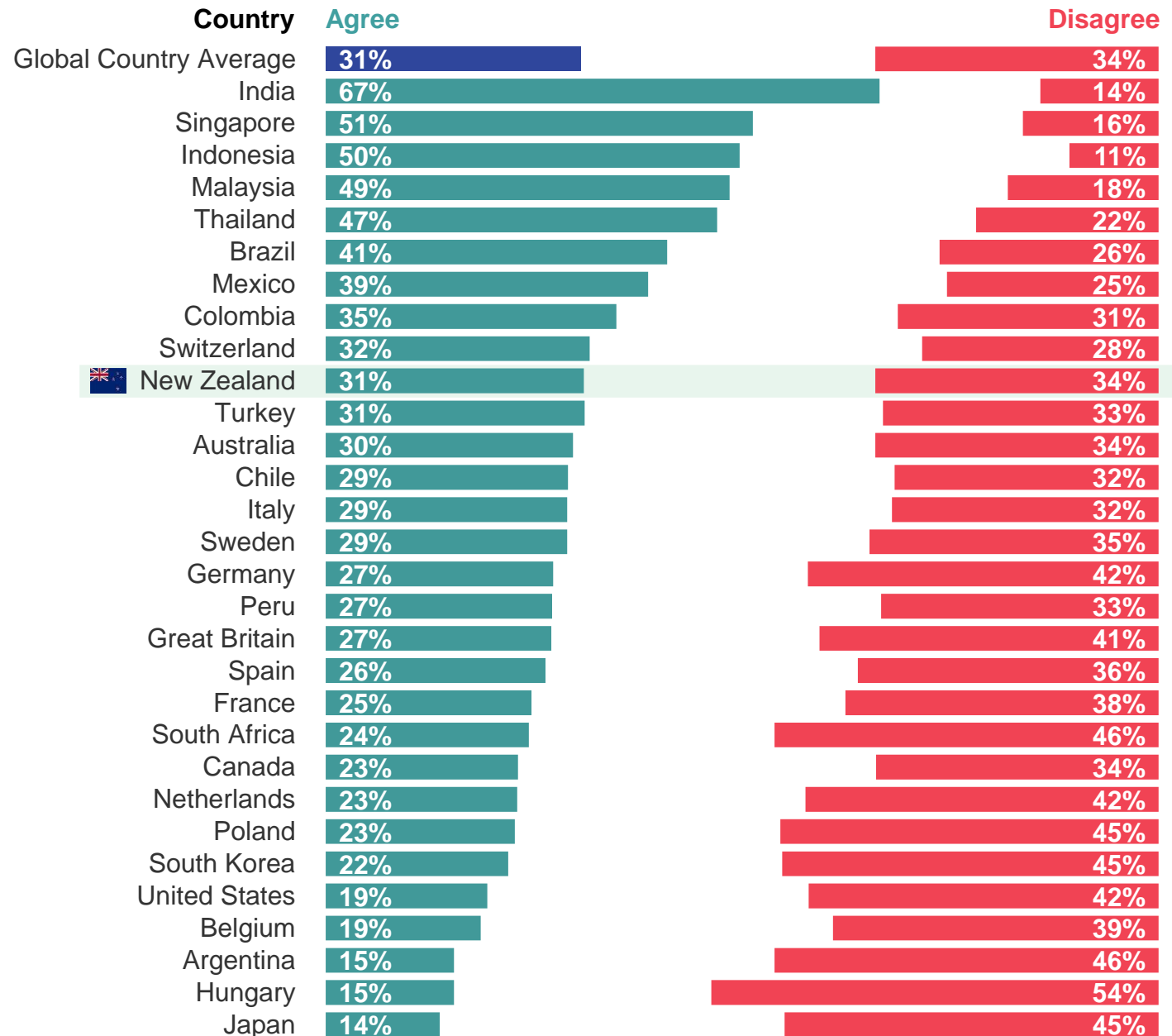
APPENDIX

Outside of India & SE Asia there is not strong agreement from citizens that their government has a clear plan to tackle climate change

Country data

Q. 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



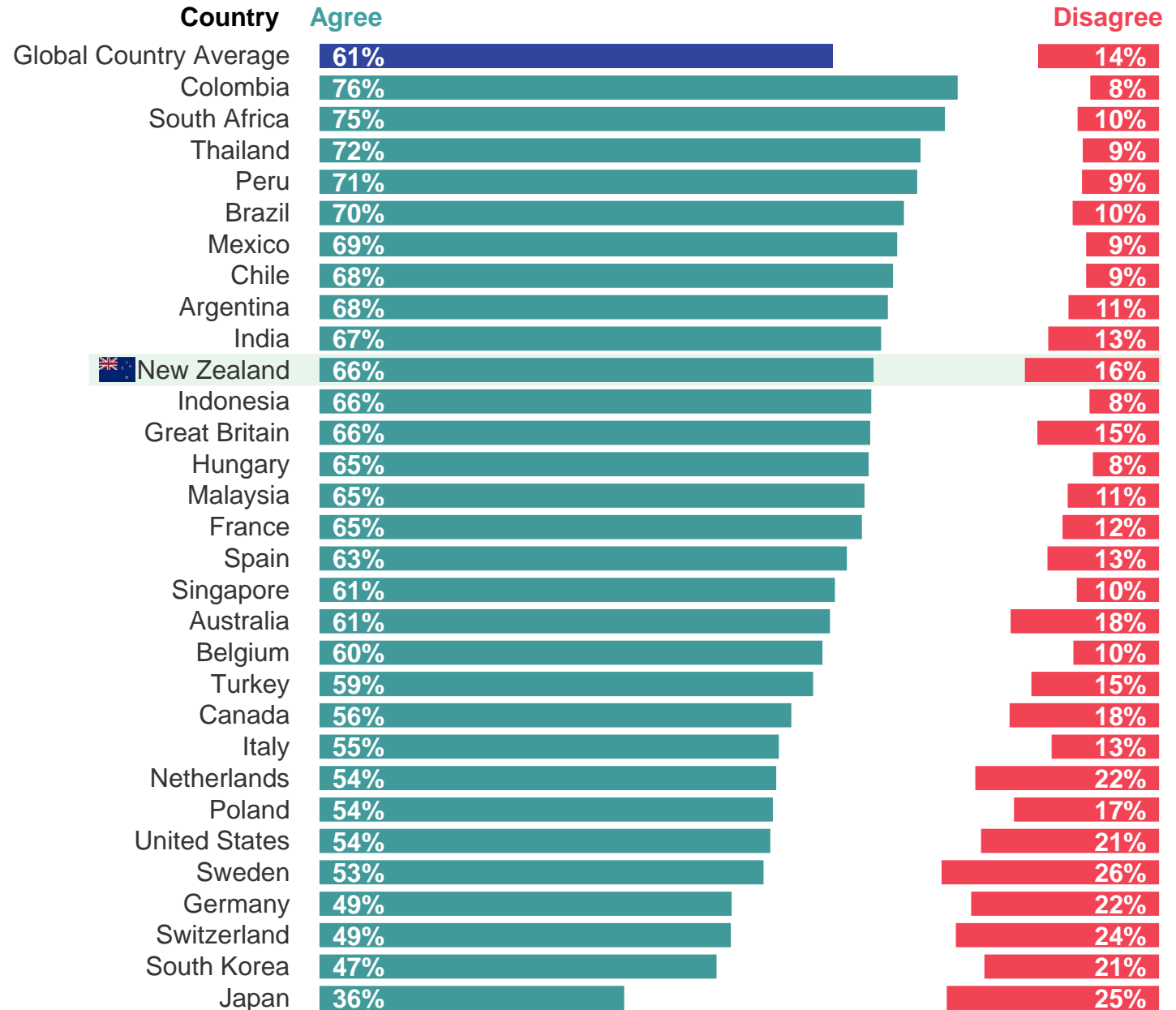
Base: New Zealand (n=1,002), Global (21,231 online adults under the age of 75, interviewed 20 Jan – 3 March 2023). The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population. "The "Global Country Average" reflects the average result for all the countries and markets where 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."

There is strong agreement that if governments don't tackle climate change now they will be failing their citizens, but this has weakened

Country data

Q. 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]



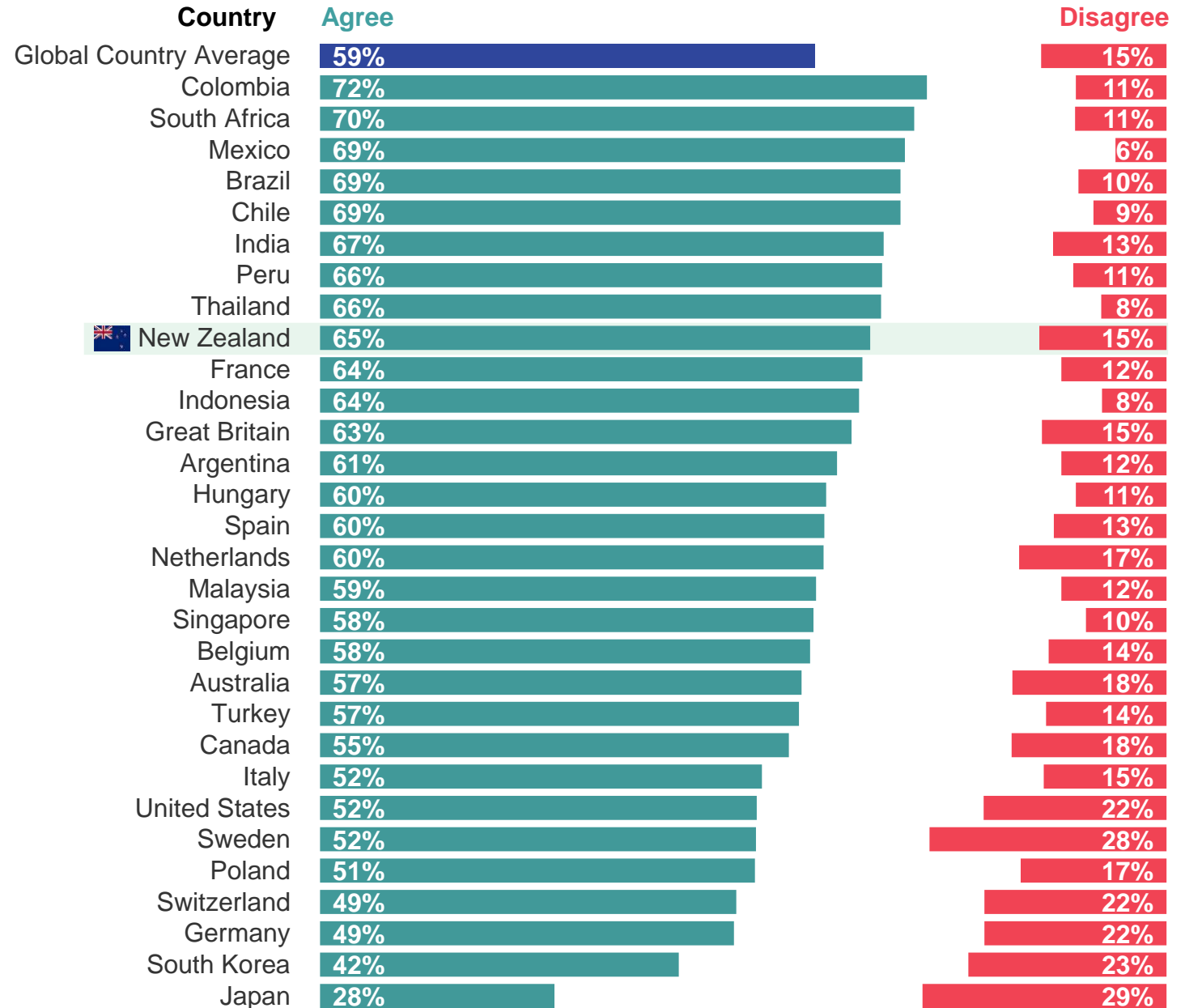
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The agreement on the need for corporate action to combat climate change is still strong but has reduced considerably

Country data

Q. 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



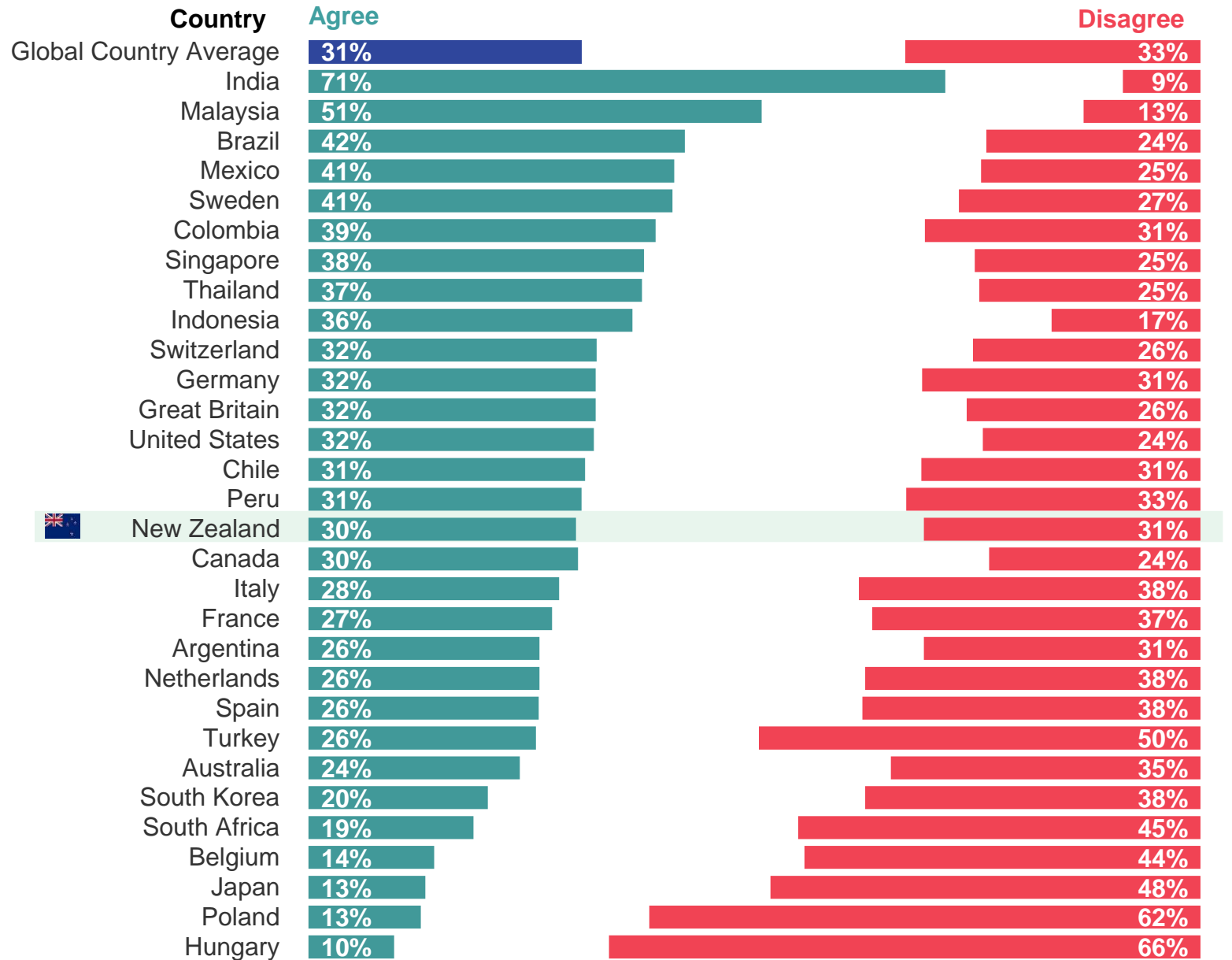
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1 in 3 New Zealanders think New Zealand is a world leader in the fight against climate change.

1 in 3 disagree.

Country data

Q. To what extent do you agree or disagree that your country is a world leader in the fight against climate change?



XP1: To what extent do you agree or disagree that [country] is a world leader in the fight against climate change?

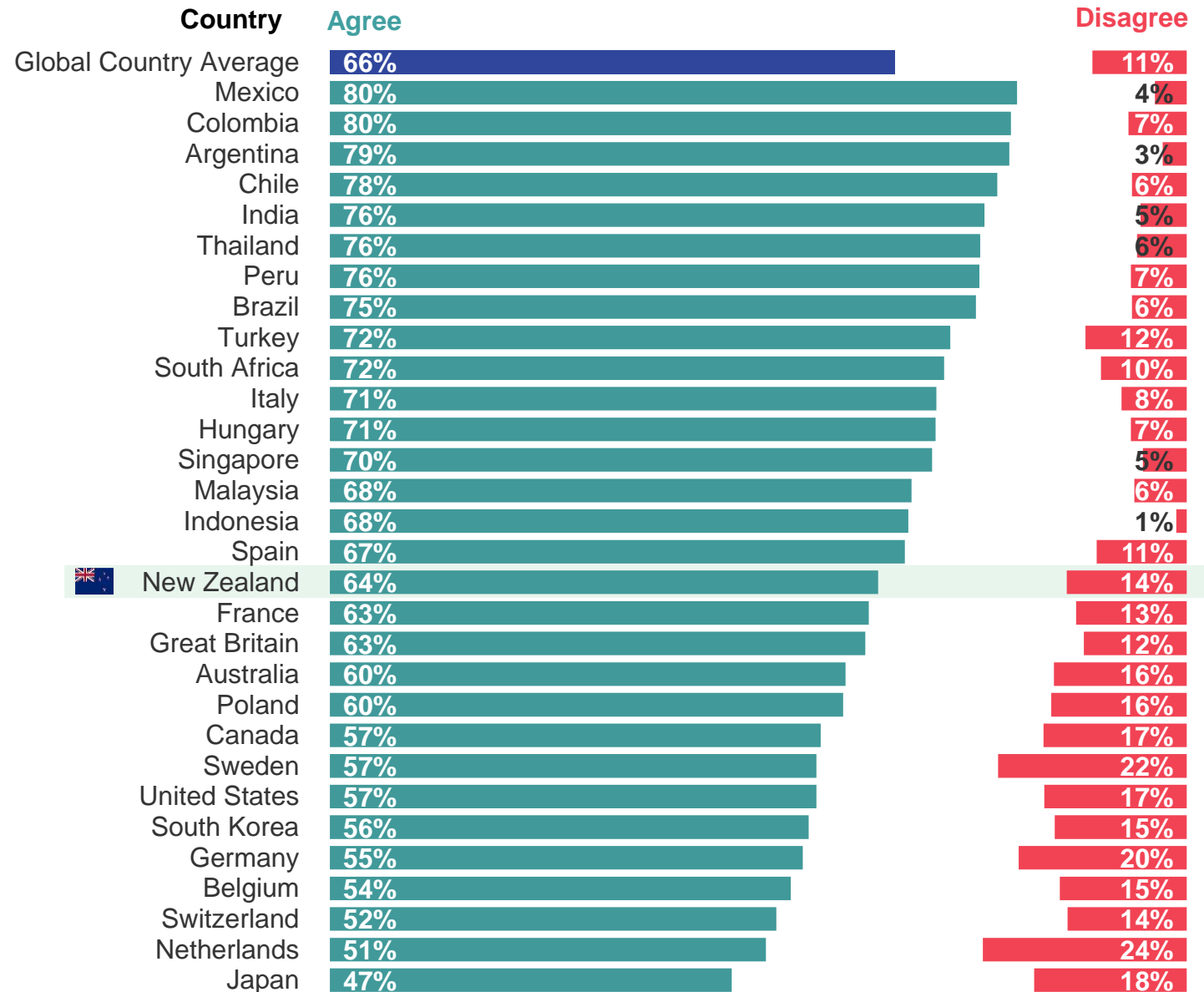
Base: New Zealand (n=1,002), Global (21,231 online adults under the age of 75, interviewed 20 Jan – 3 March 2023). The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population. “The “Global Country Average” reflects the average result for all the countries and markets where 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.”



3 in 5 New Zealanders think New Zealand should be doing more when it comes to climate change action.

Country data

Q. To what extent do you agree or disagree that your country should do more in the fight against climate change?



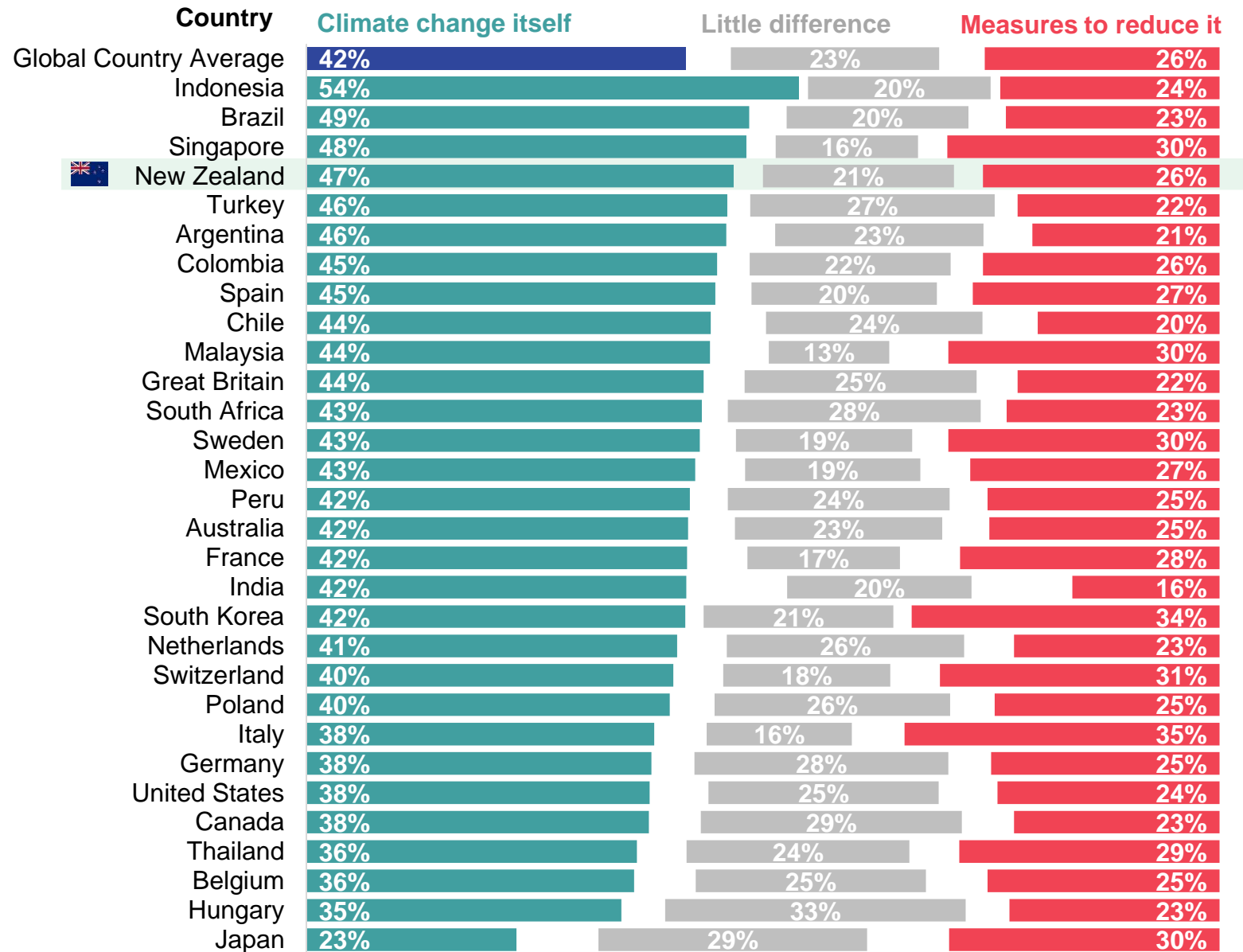
XP2: To what extent do you agree or disagree that [country] should do more in the fight against climate change?

Base: New Zealand (n=1,002), Global (21,231 online adults under the age of 75, interviewed 20 Jan – 3 March 2023). The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population. "The "Global Country Average" reflects the average result for all the countries and markets where 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."

Roughly half of New Zealanders think that the economic costs of climate change are greater than the costs to reduce climate change.

Country data

Q. 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?



XP3: 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?

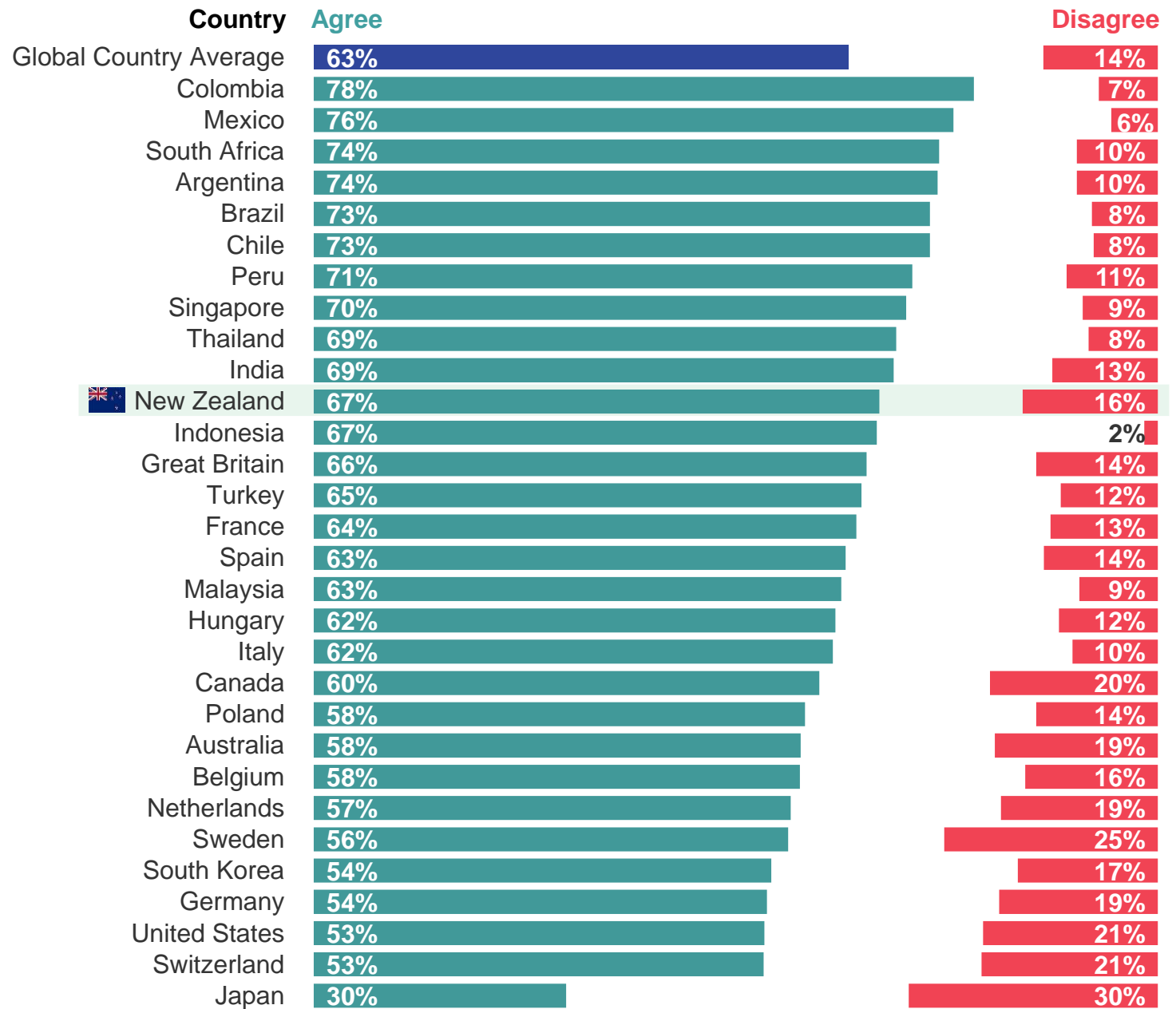
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Individuals also see they too need to act to combat climate change, but this has also lessened

Country data

Q. 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



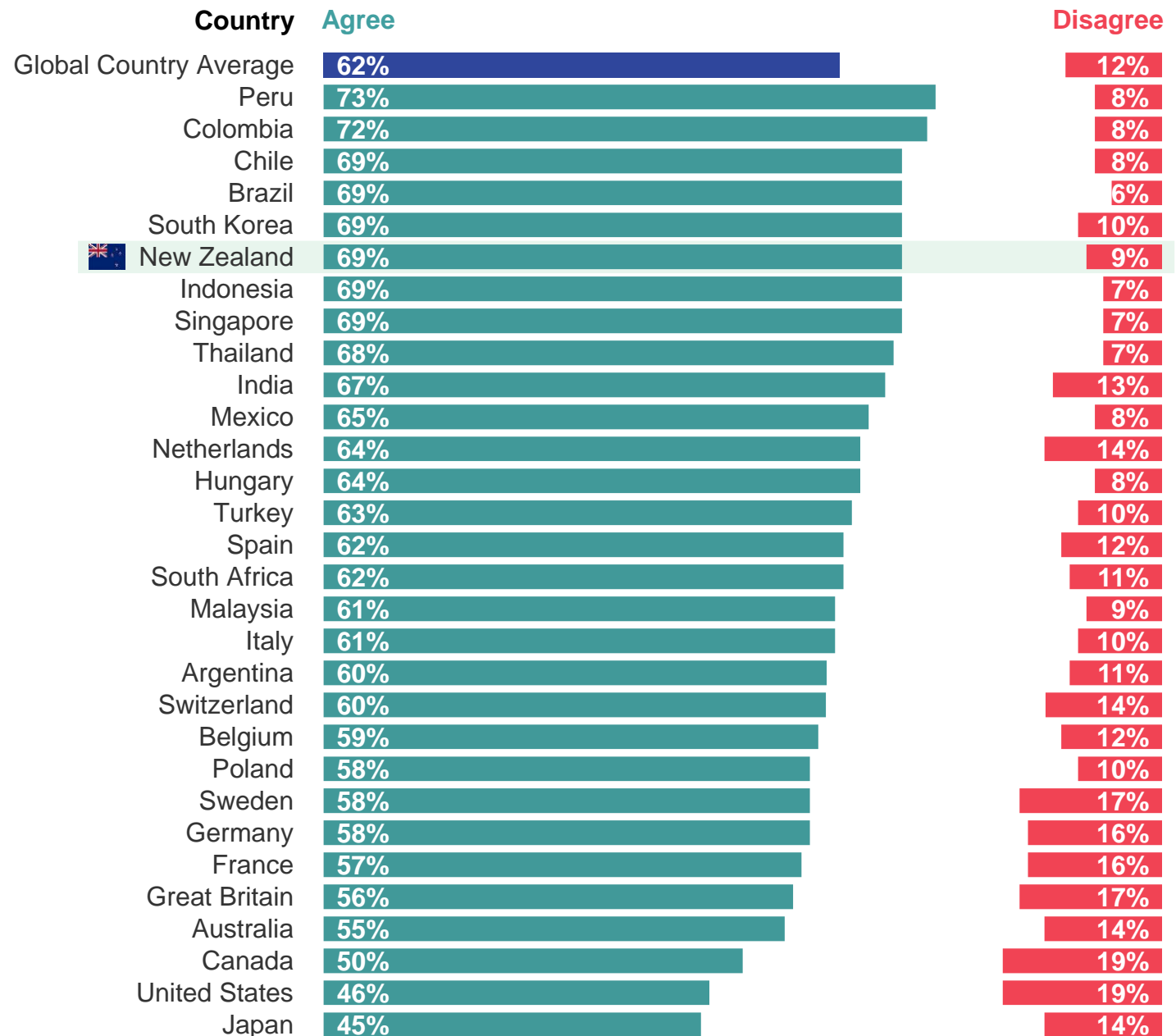
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There is a strong consensus that those countries most responsible for the climate emergency pay more to solve the problem

Country data

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

It is right that developed countries (such as the United States, United Kingdom, 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



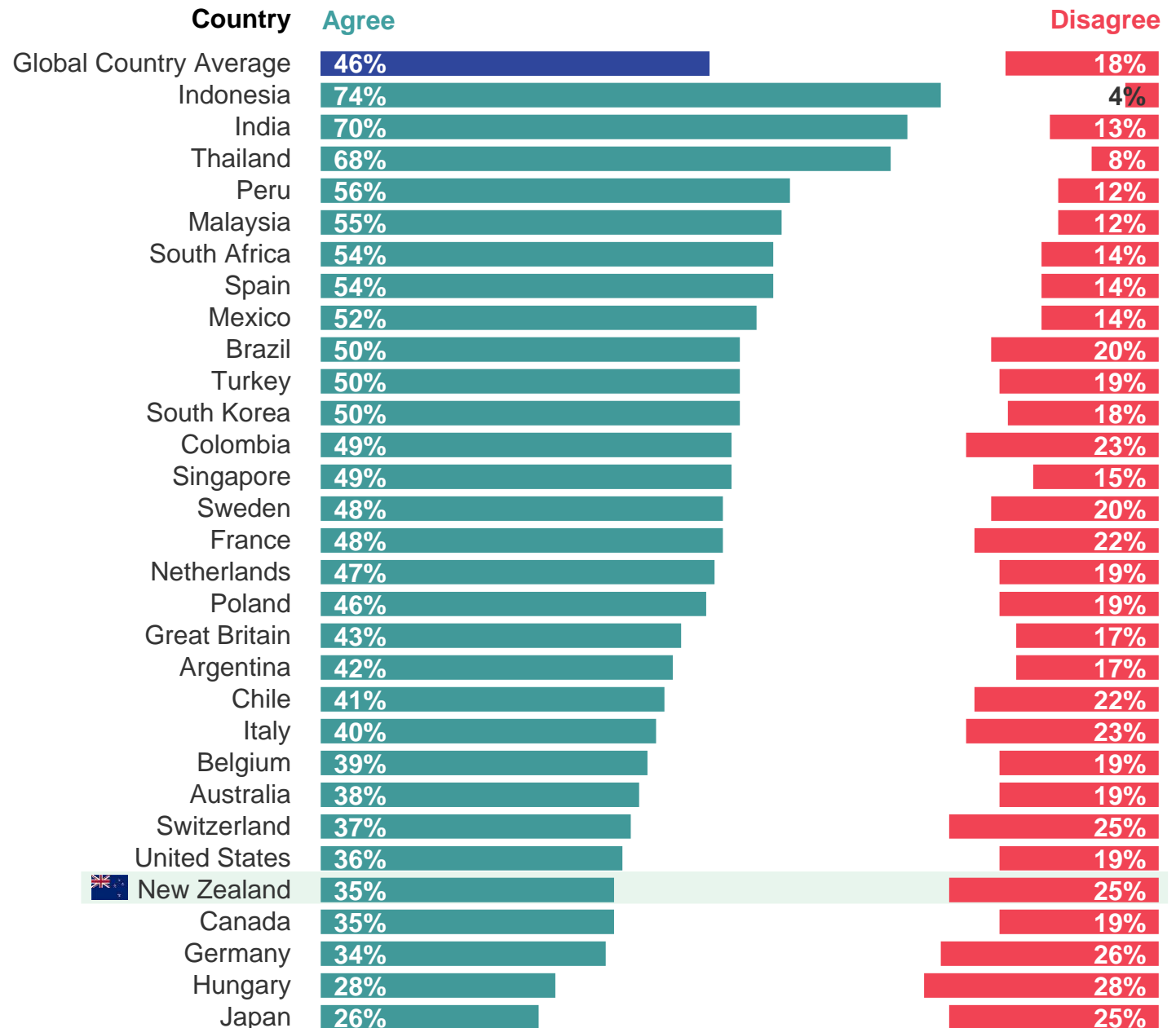
Base: New Zealand (n=1,002), Global (21,231 online adults under the age of 75, interviewed 20 Jan – 3 March 2023). The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population. “The “Global Country Average” reflects the average result for all the countries and markets where 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.”

There is agreement that developed countries are leading in the fight against climate change

Country data

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

Developed countries are leading in the fight against climate change



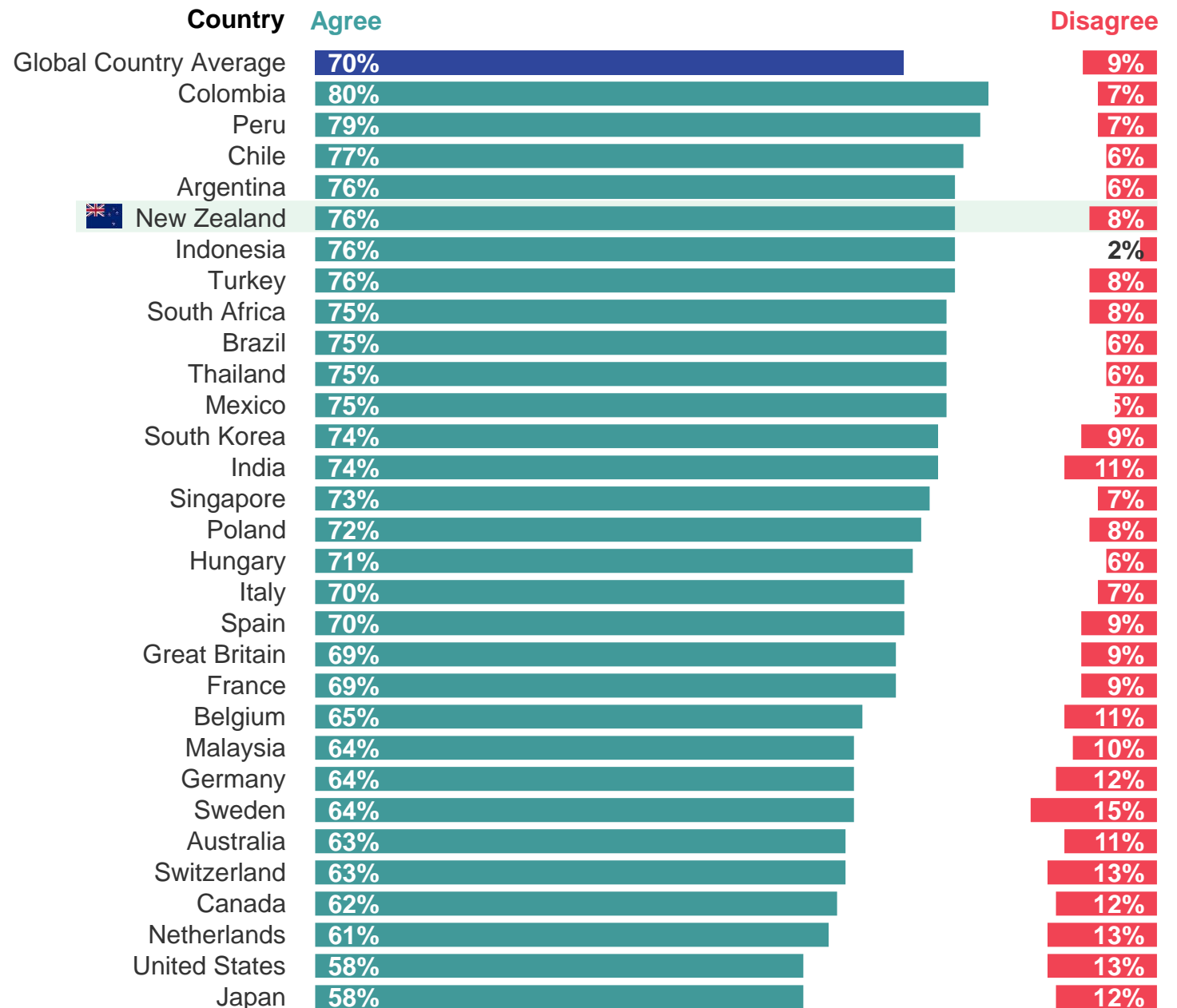
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But, there is also overwhelming consensus that developed countries should do more to combat climate change

Country data

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

Developed countries should do more to combat climate change



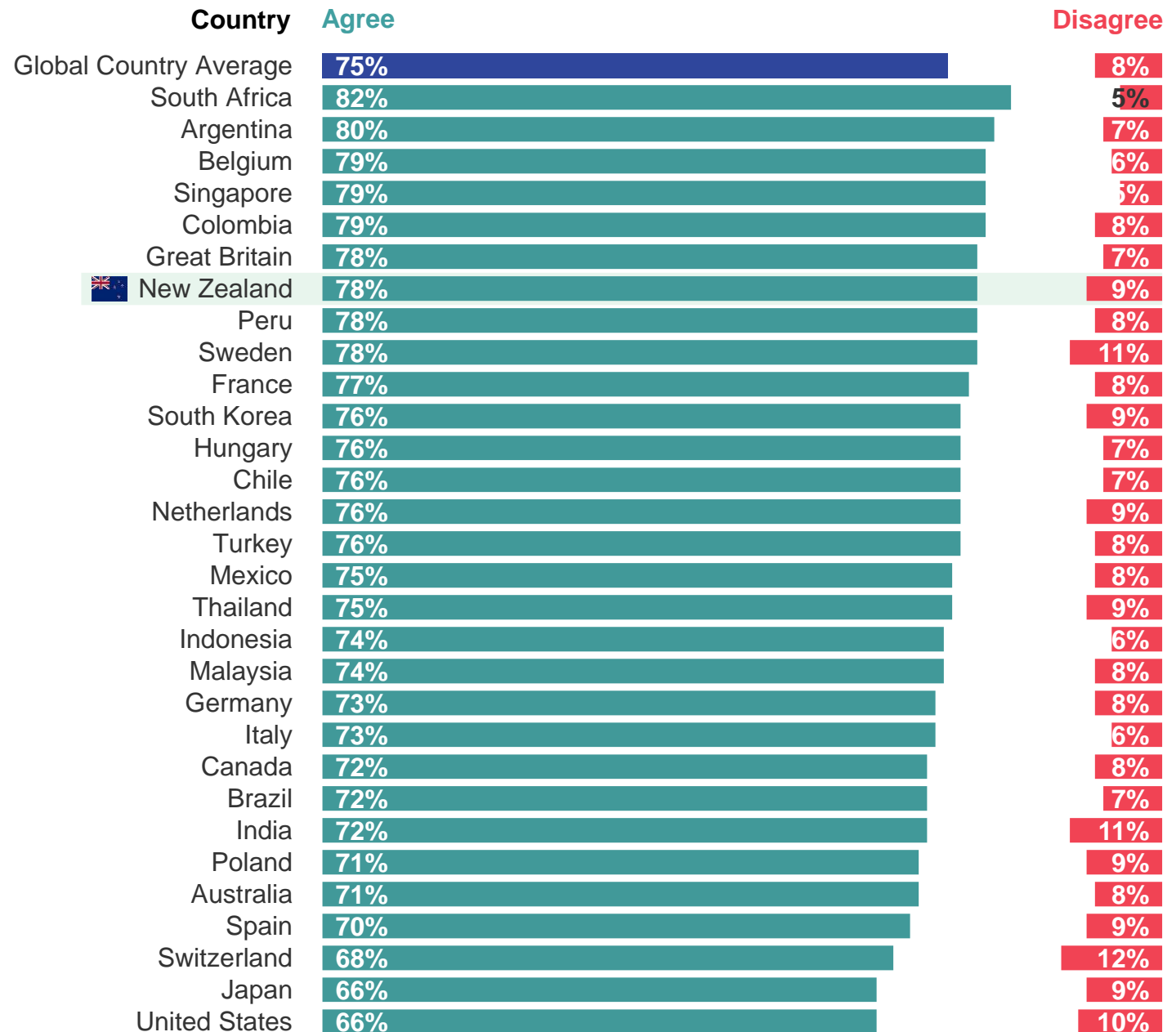
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Countries are united in agreeing that that we cannot fully tackle climate change unless all countries collaborate

Country data

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

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



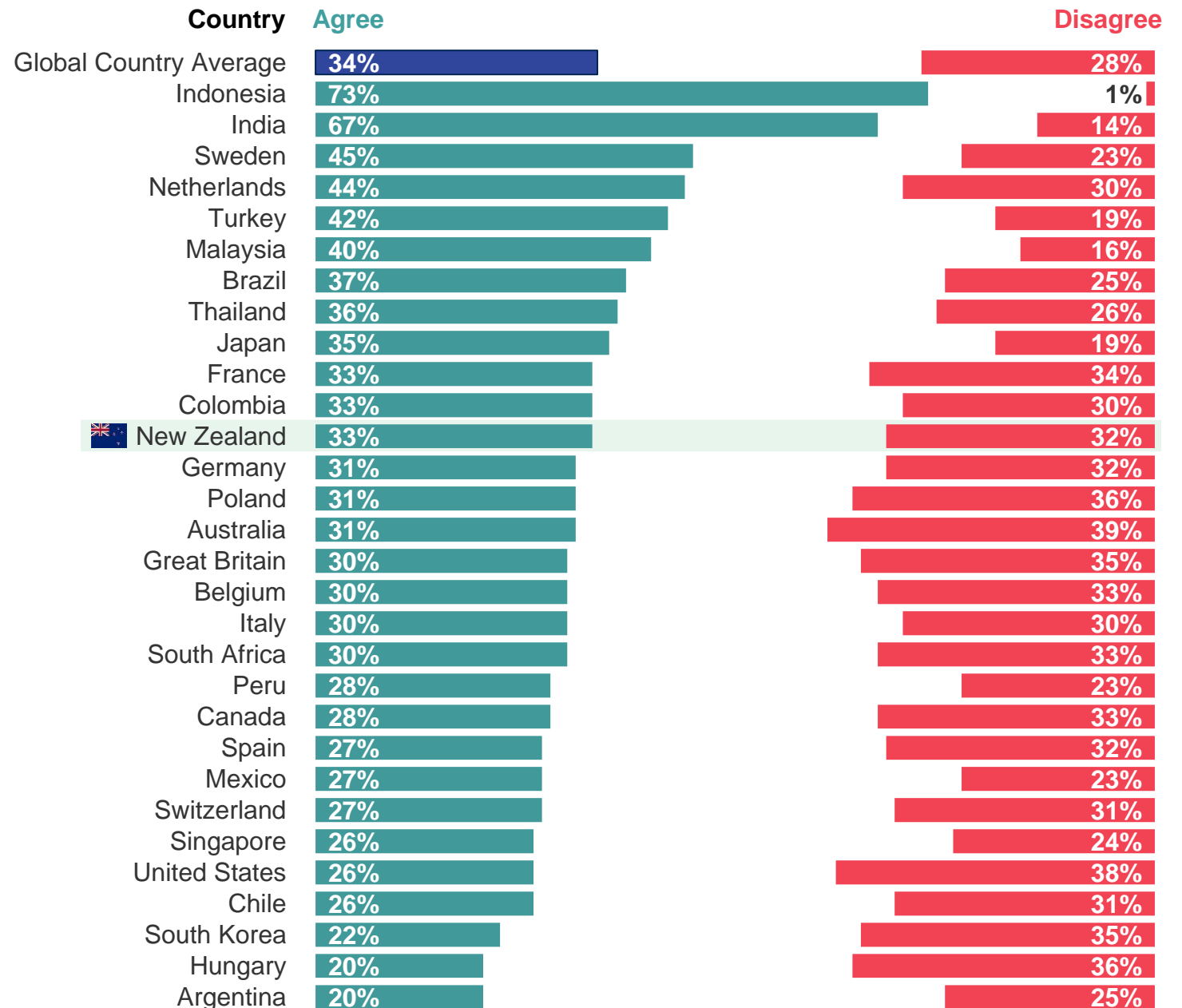
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There is division on whether countries feel they are being asked to sacrifice too much to tackle climate change

Country data

Q. 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



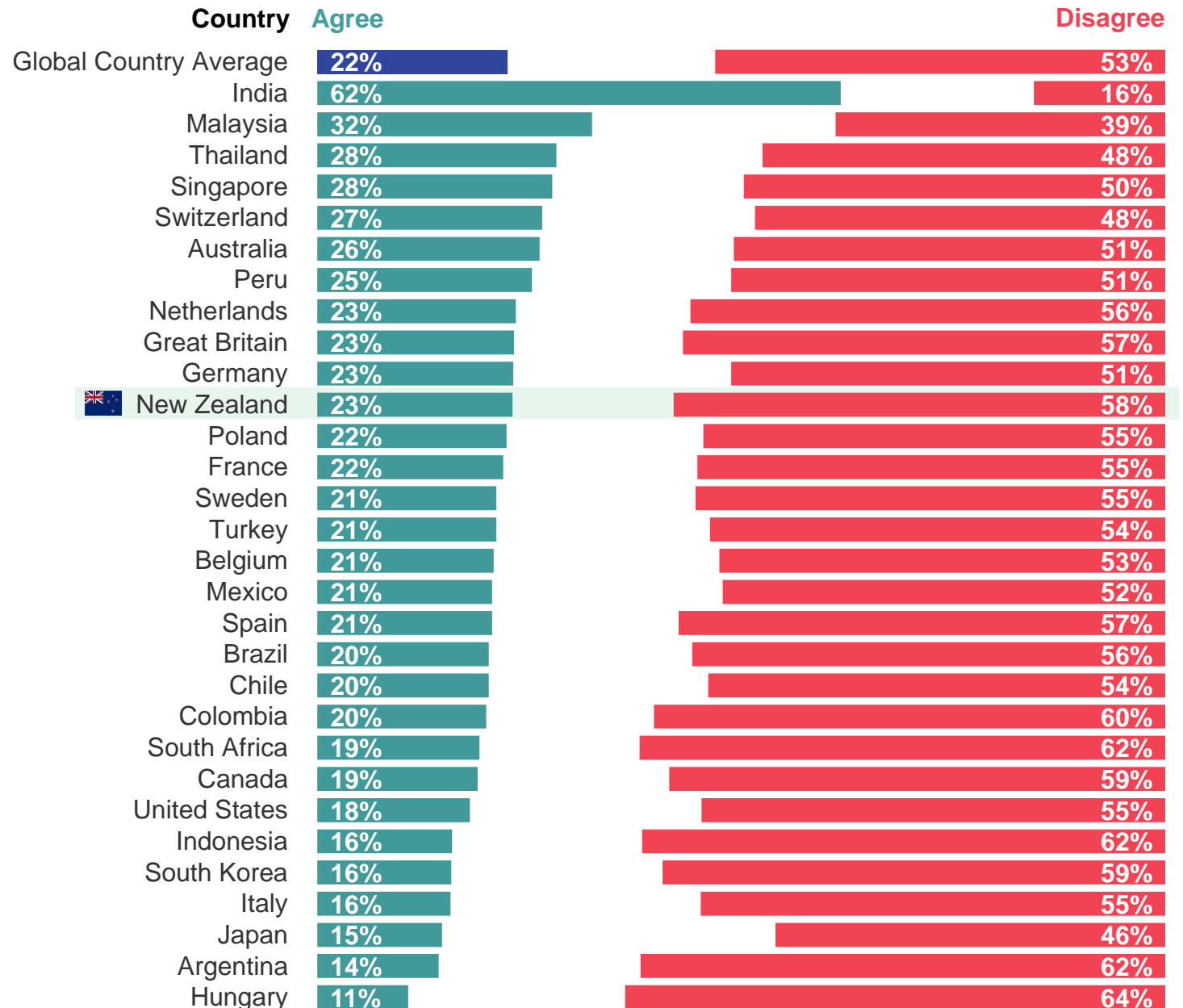
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Citizens generally do not dismiss the importance of individual action

Country data

Q. 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



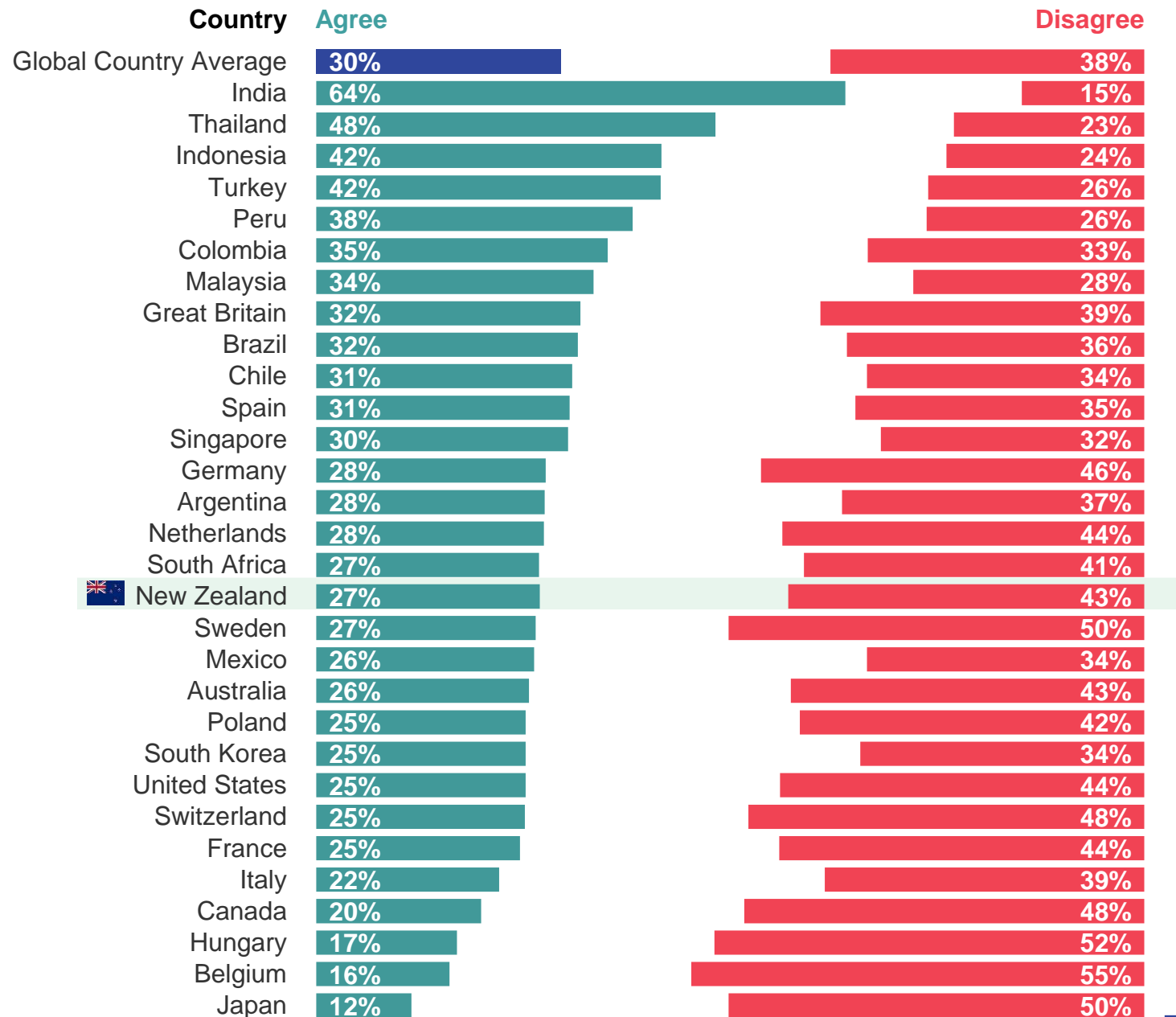
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On average, close to a third say they would pay more of their income in taxes to help prevent climate change – but opposition is greater in many countries

Country data

Q. 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



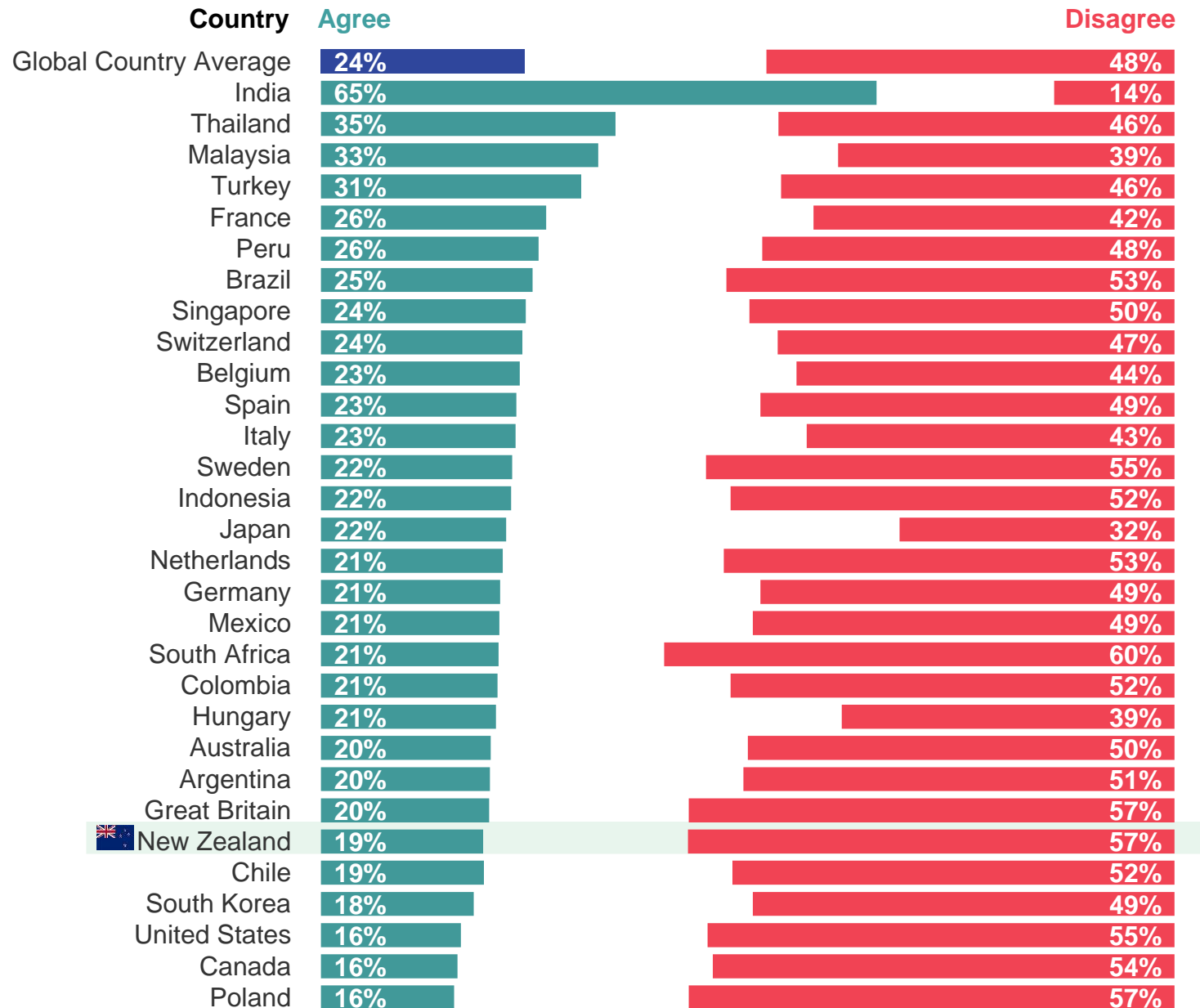
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More people disagree than agree that climate change is beyond our control

Country data

Q. 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



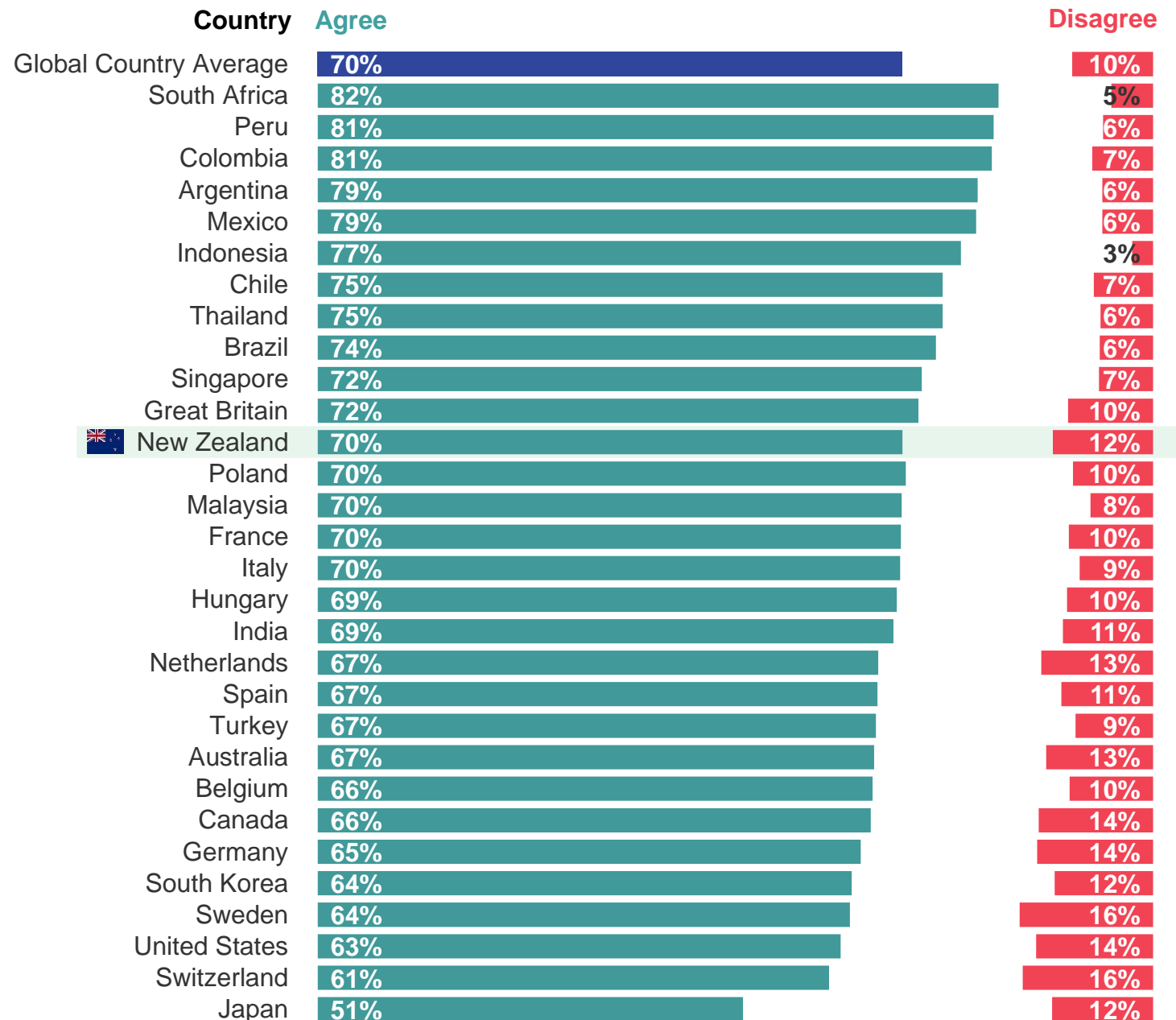
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There is strong agreement that if everyone made small changes this could have a big impact on tackling climate change

Country data

Q. 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



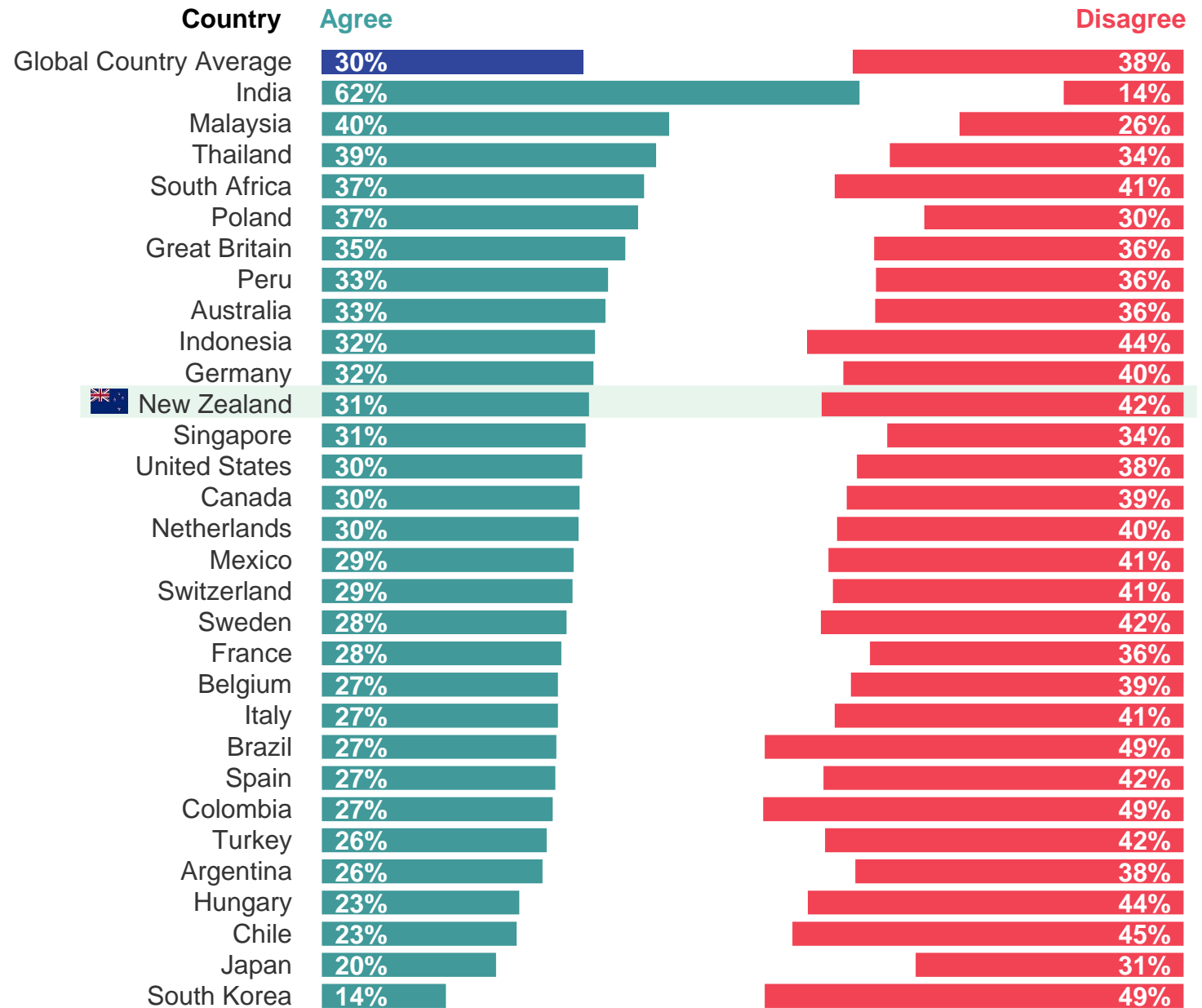
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There is division on whether now is the right time, or not, to be investing in climate change

Country data

Q. 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



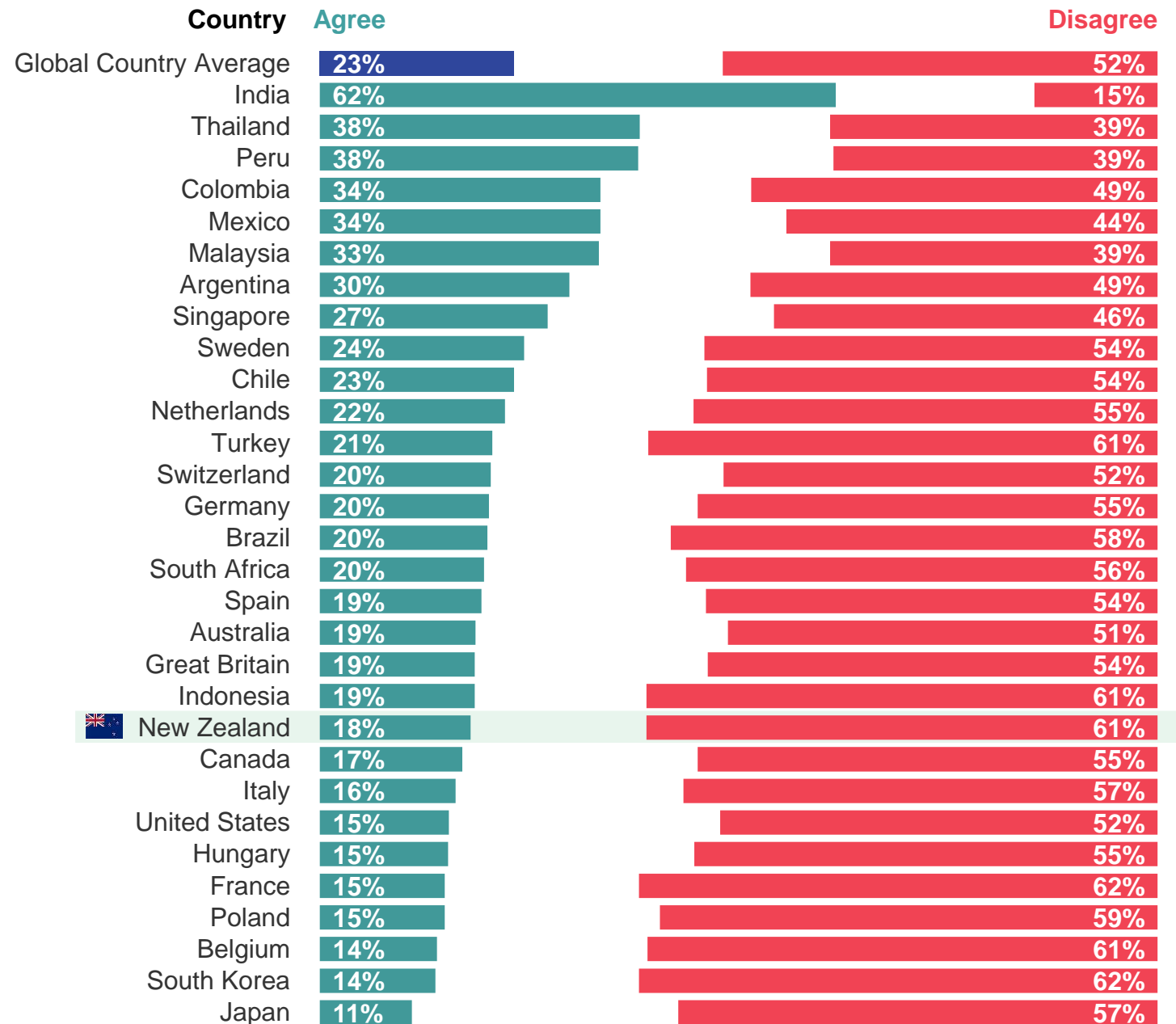
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The majority disagree that the negative impact of climate change is too far in the future to worry about

Country data

Q. 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



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Likelihood to take action on climate change 2023 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?

Top three actions:

- #1 in country
- #2 in country
- #3 in country

	TOT	ARG	AUS	BEL	BRA	CAN	CHE	CHL	COL	FRA	GER	GBR	HUN	IND	IDA	ITA	JPN	MAS	MEX	NED	NZD	PER	POL	SIN	RSA	KOR	ESP	SWE	THA	TUR	USA
A financial incentive, or tax cut to allow me to make more environmentally friendly purchases of goods and services	38%	39%	35%	42%	36%	41%	38%	39%	41%	36%	36%	43%	44%	26%	36%	39%	30%	34%	35%	41%	51%	36%	41%	46%	41%	55%	37%	45%	18%	43%	33%
Having easy access to information on the steps which I can take every day	36%	46%	35%	27%	43%	32%	29%	45%	48%	29%	27%	34%	35%	32%	43%	29%	22%	38%	43%	33%	49%	46%	37%	35%	49%	40%	31%	36%	36%	42%	34%
Seeing the impact of climate driven weather events in my country	34%	41%	35%	27%	36%	30%	23%	37%	33%	32%	25%	32%	38%	36%	54%	26%	33%	44%	41%	27%	51%	36%	27%	39%	41%	36%	27%	29%	47%	33%	30%
Seeing the impact of climate driven weather events in other countries around the world	28%	20%	25%	23%	28%	22%	23%	22%	26%	21%	28%	28%	23%	33%	35%	20%	33%	40%	25%	30%	31%	23%	25%	35%	34%	33%	23%	33%	41%	35%	23%
Seeing friends, family and neighbors/neighbours making changes to their behavior/behaviour.	24%	31%	22%	20%	31%	22%	18%	29%	33%	18%	15%	19%	20%	23%	18%	21%	12%	22%	26%	20%	27%	31%	23%	28%	36%	20%	22%	20%	29%	34%	22%
Only government enforced action will make me change my behavior/behaviour.	6%	4%	4%	5%	8%	3%	7%	6%	4%	6%	4%	6%	2%	3%	4%	9%	7%	9%	8%	5%	3%	8%	6%	8%	7%	7%	5%	6%	7%	5%	4%

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Impact of actions on reducing climate change across countries

Top three actions:

- #1 in country
- #2 in country
- #3 in country

Q. Which three of the following actions, if any, do you think would have most impact on reducing greenhouse gas emissions?



	TOT	ARG	AUS	BEL	BRA	CAN	CHE	CHL	COL	FRA	GER	GBR	HUN	IND	IDA	ITA	JPN	MAS	MEX	NED	NZD	PER	POL	SIN	RSA	KOR	ESP	SWE	THA	TUR	USA
Switching to purchasing renewable electricity	39%	58%	38%	33%	35%	27%	32%	56%	51%	28%	44%	38%	42%	18%	45%	42%	25%	32%	55%	35%	32%	52%	43%	31%	51%	35%	42%	24%	33%	47%	34%
Recycling	33%	43%	35%	34%	38%	44%	31%	41%	50%	32%	25%	32%	30%	7%	31%	31%	31%	37%	40%	26%	45%	41%	29%	34%	45%	24%	26%	30%	37%	25%	40%
Less packaging	25%	18%	27%	36%	36%	32%	34%	9%	13%	35%	32%	24%	19%	15%	31%	28%	25%	26%	12%	25%	29%	12%	35%	28%	13%	30%	34%	21%	31%	20%	19%
More energy efficient cooking equipment, using cleaner fuel or renewable energy	23%	22%	23%	16%	22%	15%	13%	21%	28%	10%	8%	23%	29%	21%	38%	15%	23%	30%	22%	29%	21%	29%	31%	26%	30%	30%	27%	10%	25%	37%	19%
Shift to public transport	20%	13%	17%	17%	16%	13%	14%	20%	19%	18%	17%	16%	14%	13%	30%	24%	25%	25%	22%	13%	19%	17%	20%	35%	16%	41%	25%	23%	15%	30%	10%
Refurbishing and renovating housing for efficiency	18%	17%	16%	26%	9%	18%	28%	21%	10%	39%	24%	23%	39%	17%	12%	25%	6%	12%	12%	29%	15%	10%	15%	12%	13%	14%	25%	14%	16%	10%	17%
Growing or producing your own food	18%	22%	23%	17%	18%	22%	15%	16%	20%	17%	10%	18%	13%	24%	30%	13%	8%	24%	20%	12%	32%	21%	14%	14%	39%	7%	9%	22%	23%	17%	23%
Buying fewer items, or more durable items	18%	17%	21%	19%	14%	24%	19%	17%	19%	25%	21%	20%	16%	5%	12%	14%	20%	10%	16%	23%	28%	17%	21%	21%	9%	23%	18%	40%	12%	13%	18%
Living car-free	18%	19%	14%	18%	21%	15%	17%	19%	22%	13%	19%	21%	23%	24%	11%	21%	17%	10%	28%	16%	12%	21%	10%	27%	13%	15%	14%	24%	12%	26%	11%
Fuel efficient driving practices (e.g. using the correct gear, and driving more slowly)	12%	13%	11%	6%	14%	11%	10%	9%	10%	10%	12%	12%	9%	12%	13%	7%	18%	11%	15%	7%	17%	13%	10%	12%	18%	17%	9%	10%	10%	8%	17%
Having a vegan diet	8%	4%	9%	5%	8%	6%	9%	7%	4%	8%	11%	14%	4%	26%	6%	7%	2%	13%	5%	13%	6%	5%	5%	8%	9%	6%	7%	14%	8%	5%	5%
Not having pets	5%	2%	5%	6%	5%	4%	6%	2%	4%	3%	6%	5%	3%	17%	2%	4%	4%	6%	4%	9%	2%	3%	5%	5%	4%	8%	5%	8%	4%	7%	4%
Having smaller living spaces / or co-housing to fill empty rooms	3%	5%	6%	6%	4%	3%	4%	3%	3%	3%	3%	2%	1%	4%	1%	2%	2%	2%	7%	3%	4%	4%	3%	4%	4%	3%	3%	6%	5%	3%	4%

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Perceived contribution of different factors behind global warming

Top three actions:

- #1 in country
- #2 in country
- #3 in country

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. Table shows % ranking as the #1 contributor.



	TOT	ARG	AUS	BEL	BRA	CAN	CHE	CHL	COL	FRA	GER	GBR	HUN	IND	IDA	ITA	JPN	MAS	MEX	NED	NZD	PER	POL	SIN	RSA	KOR	ESP	SWE	THA	TUR	USA
Use of products that deplete the ozone layer	26%	34%	18%	15%	37%	17%	19%	29%	28%	17%	22%	17%	20%	37%	37%	24%	27%	37%	35%	20%	13%	37%	21%	28%	30%	24%	24%	16%	29%	33%	21%
Air pollution caused by transport (cars, trucks, planes, trains, ships, etc)	22%	18%	23%	23%	20%	29%	24%	19%	20%	22%	22%	21%	26%	22%	24%	23%	14%	18%	24%	25%	28%	14%	21%	21%	21%	21%	27%	33%	19%	17%	24%
Industry, electricity, and heat production.	16%	7%	18%	18%	11%	15%	21%	13%	9%	19%	18%	21%	16%	18%	14%	18%	18%	13%	11%	24%	12%	13%	23%	18%	19%	24%	13%	19%	12%	17%	16%
Deforestation, agriculture, and other land use changes	19%	28%	22%	29%	22%	19%	20%	22%	24%	28%	26%	24%	21%	13%	10%	18%	16%	20%	16%	20%	23%	19%	15%	21%	15%	4%	17%	14%	21%	21%	21%
Production of plastic and management of plastic waste	11%	9%	11%	9%	6%	13%	10%	12%	12%	10%	7%	11%	14%	7%	10%	13%	14%	9%	10%	5%	14%	12%	11%	9%	9%	23%	15%	9%	15%	9%	9%
Natural changes such as volcanoes and variations in the Sun and Earth's orbit	6%	4%	9%	6%	4%	7%	6%	5%	6%	3%	6%	6%	4%	3%	6%	4%	12%	2%	4%	6%	9%	5%	9%	3%	5%	4%	4%	9%	5%	4%	9%

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