



Obs' COP 2019

CLIMATE CHANGE AND PUBLIC OPINIONS INTERNATIONAL OBSERVATORY

***MOBILIZATION, CONCERN OR INDIFFERENCE:
HOW DO THE CITIZENS OF 30 COUNTRIES
FEEL ABOUT CLIMATE CHANGE?***

Methodology

30 countries questioned across 5 continents, a representative sample of 2/3 of the world's population.

Selection of countries based on their CO2 emissions, their geographic location or their exemplary performance in the fight against global warming

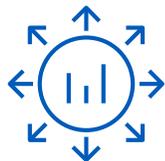


Methodology

30 countries questioned across 5 continents, a representative sample of 2/3 of the world's population.



- Total sample of **24,017 individuals**;
- Representative of the population aged **16 and over** in each country;
- 500 or 1000 individuals questioned in each country.



- Representativeness was ensured by using the **quota sampling methodology** ;
- Quotas used: gender; age, region, profession or social category, agglomeration size.



- Data collection method: **Online** (via PC, tablet or smartphone);
- Fieldwork conducted **between September 7 and October 4, 2019.**



1



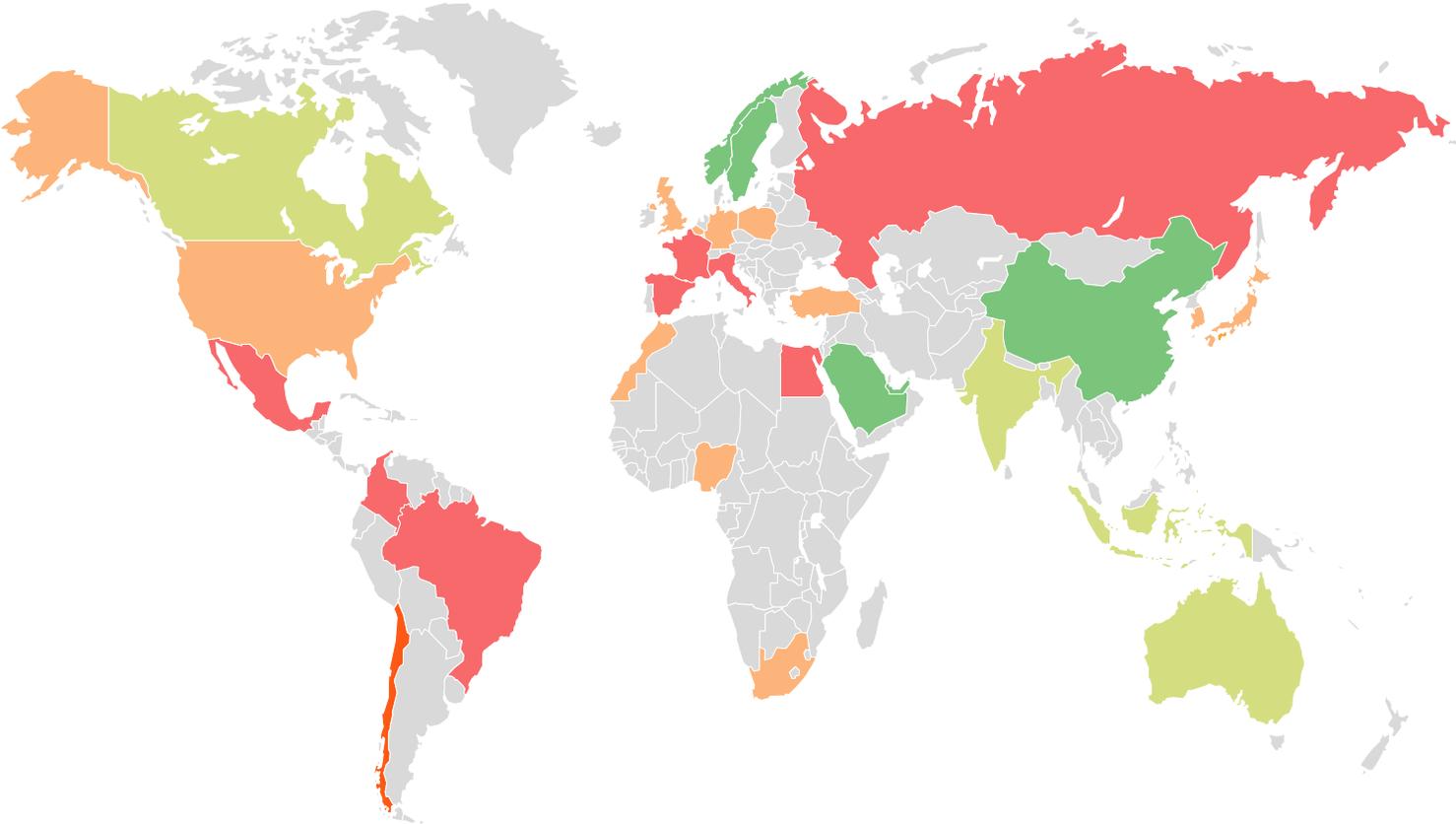
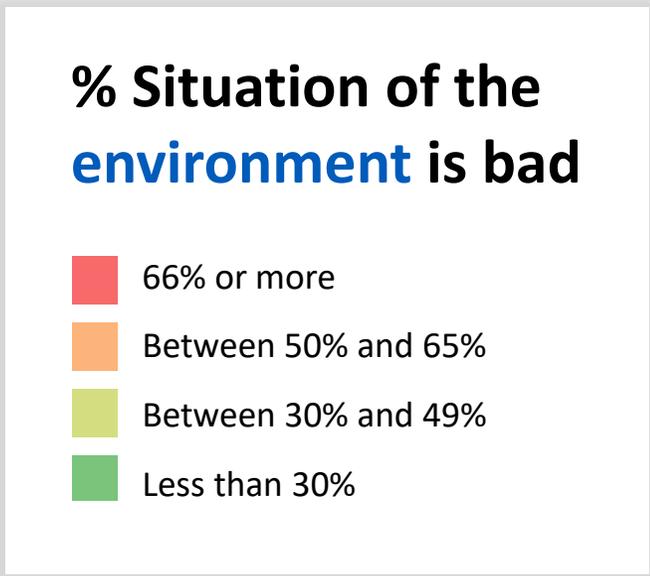
Climate change:
Knowledge and perceptions overview of
the world's populations



There are many environmental threats: the climate issue is not the only challenge

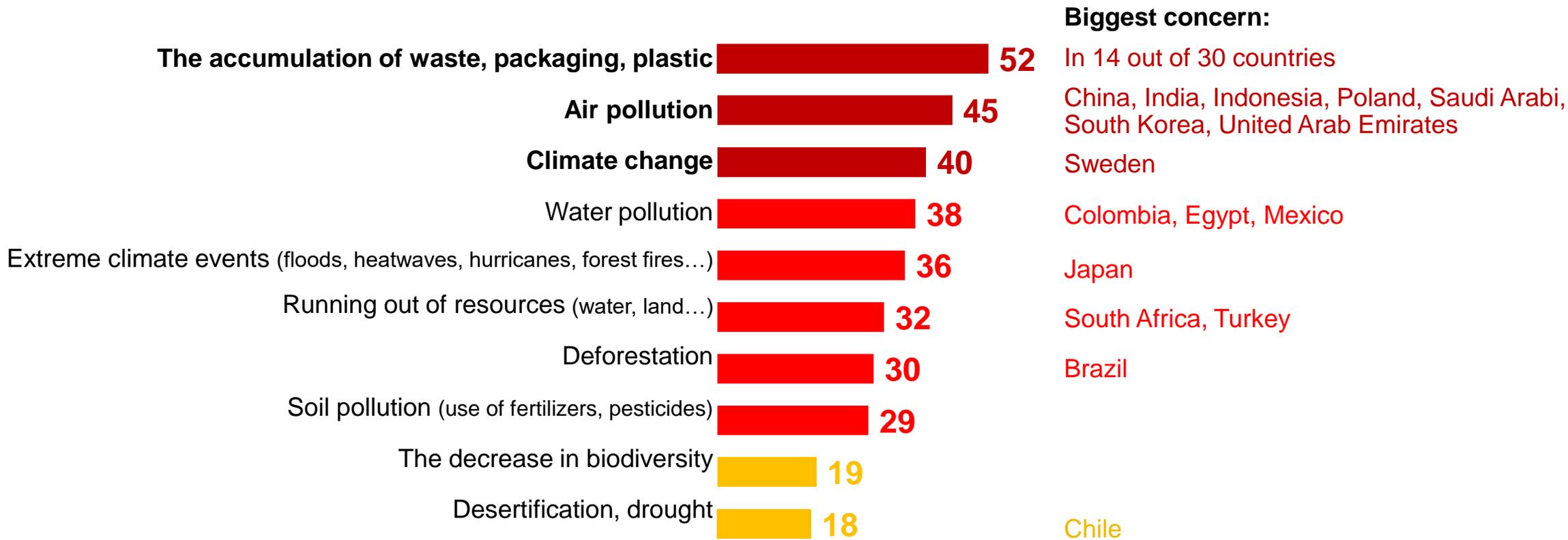
A population mostly negative (in 20 out of 30 countries) about the environmental situation of their country

TELL ME WHETHER THE ENVIRONMENTAL SITUATION IN YOUR COUNTRY SEEMS BAD TO YOU:



There are multiple environmental threats perceived, and the climate change does not appear to be the most concerning

MOST CONCERNING ENVIRONMENTAL PROBLEMS IN YOUR COUNTRY





The reality of climate change is no longer disputed, and is now recognized by 9 out of 10 citizens, but almost one quarter still doubt the phenomenon's human origins



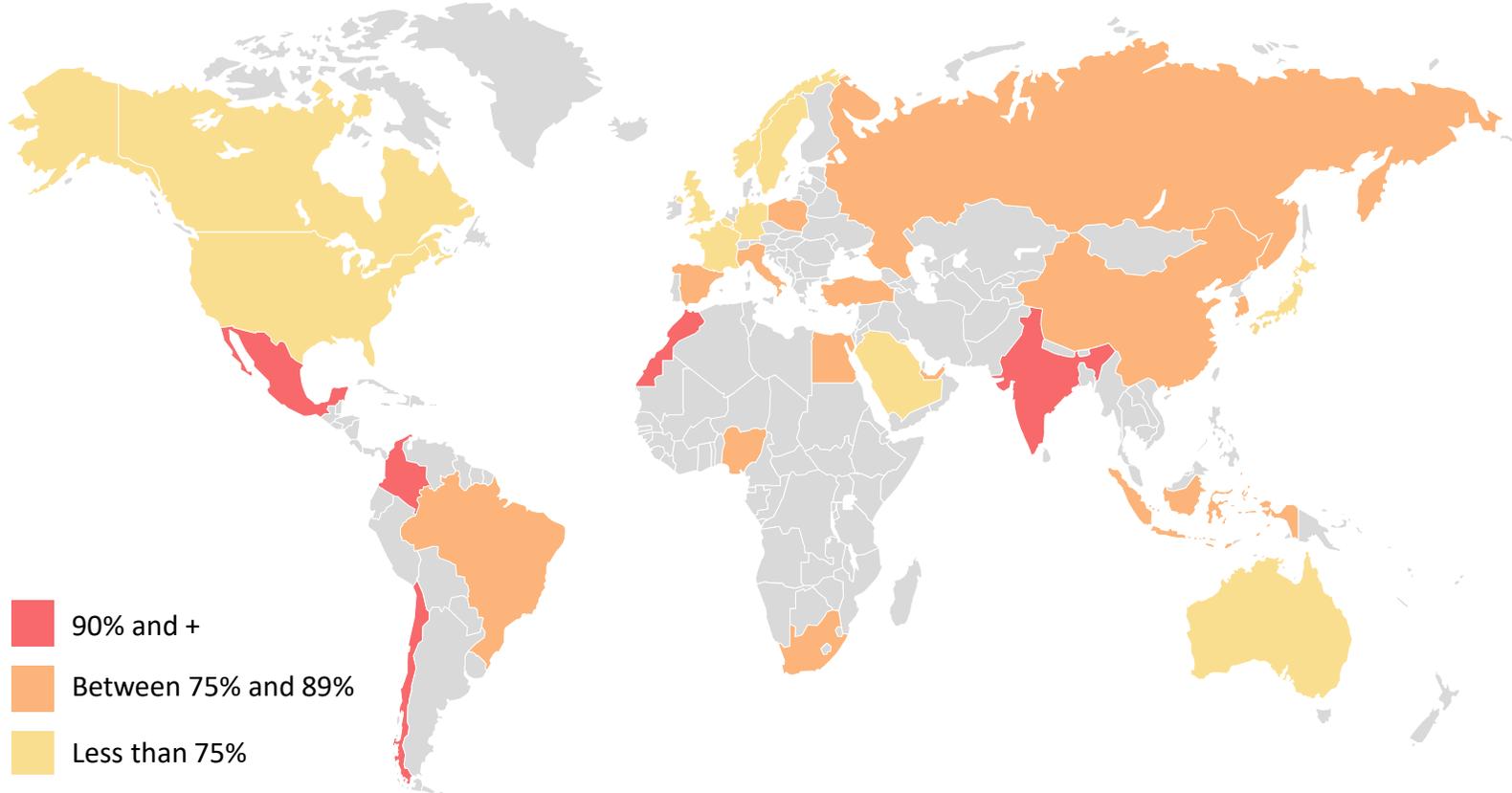
The very large majority of citizens have already noticed the effects of climate change in their geographic area

% HAVE ALREADY NOTICED THE EFFECTS OF CLIMATE CHANGE IN THEIR REGION



78%

of the world's population have already noticed the effects of climate change in their region



Climate change is no longer up for debate for almost all citizens...

92%

“Climate change is a reality”

8% “Climate change doesn't exist / Don't know”

...but almost one third of citizens doubt the human origin of climate change, or that it even a reality

69%

“Climate change caused by human activity is a reality”

23%

“Climate change exists but is not caused by human activity”

8%

“Climate change doesn't exist / Don't know”

31%

The most climate-skeptical countries

Saudi Arabia	59
Norway	49
Australia	45
USA	45
China	40
Japan	39
Germany	37
United Arab Emirates	37
Belgium	36
Canada	36
Russia	34
UK	34



While CO₂ = climate change is widely known, climate change still generates confusion about its causes

Citizens from all countries point, accurately, at greenhouse gas emissions as the main cause of climate change...

WHAT IS OR WHAT ARE THE CAUSES OF CLIMATE CHANGE?

61% 

Emissions of greenhouse gases such as CO2

45% 

Air pollution

44% 

Deforestation

...but certain causes are wrongly attributed nevertheless

WHAT IS OR WHAT ARE THE CAUSES OF CLIMATE CHANGE?

61%



Emissions of greenhouse gases such as CO2

45%



Air pollution

44%



Deforestation

42%



Heat produced by human activity

31%



The hole in the ozone layer

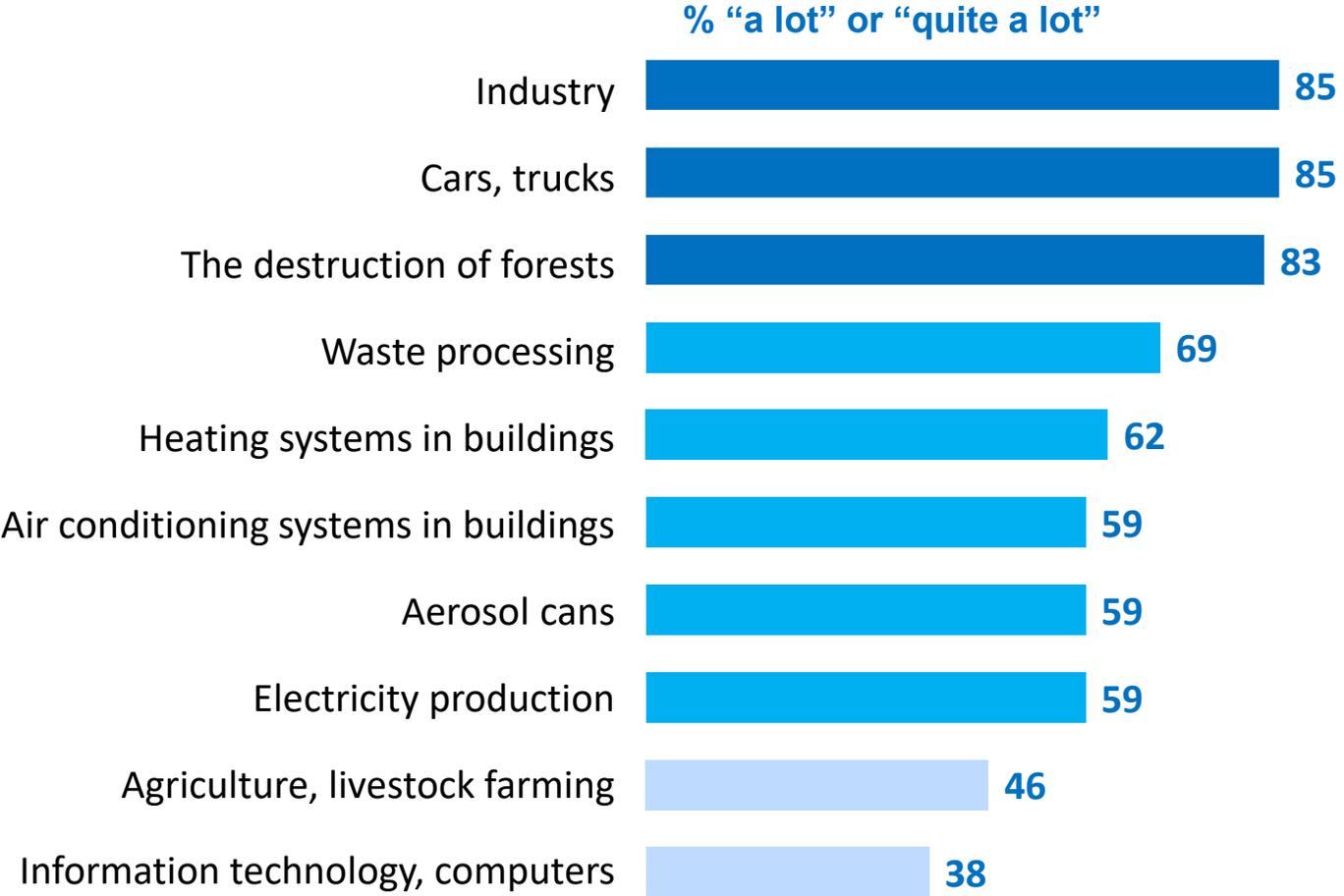
30%



Natural warming of the planet

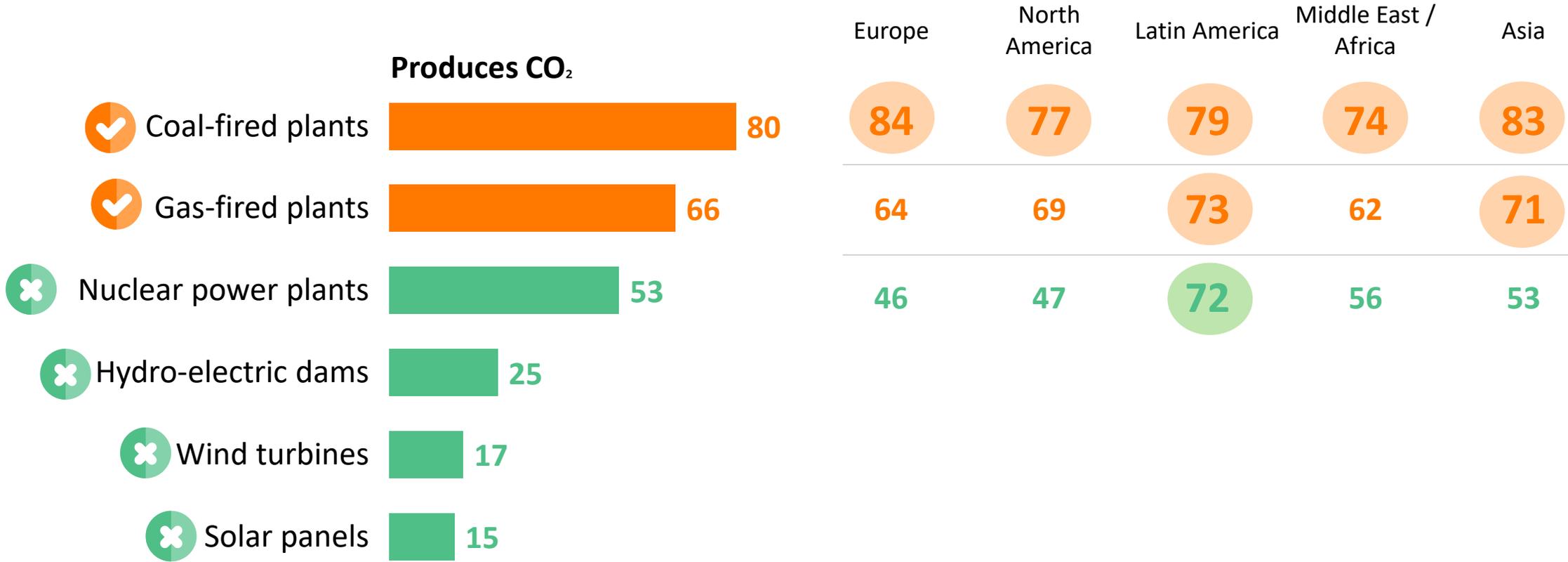
The activities that produce most CO₂ according to respondents, are industry, transports and deforestation, but others such as livestock farming or information technology are underestimated

DO THESE ACTIVITIES PRODUCE CO₂, THE GREENHOUSE GAS THAT CAUSES CLIMATE CHANGE?



Electricity production: a share of the population are still ill-informed about decarbonized energies

FOR EACH OF THESE ELECTRICITY PRODUCTION METHODS, STATE WHETHER YOU THINK IT PRODUCES CO₂?



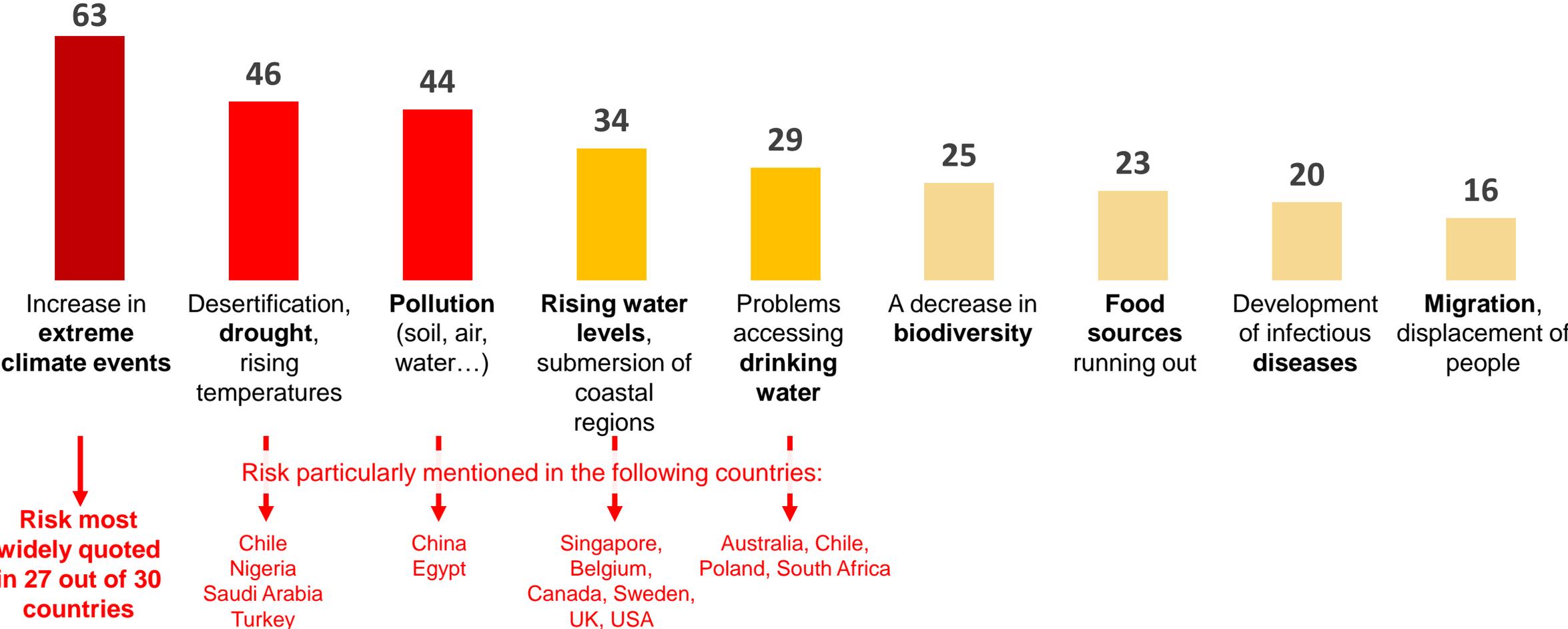


**There is a divergence of opinion
on the consequences of climate
change too**



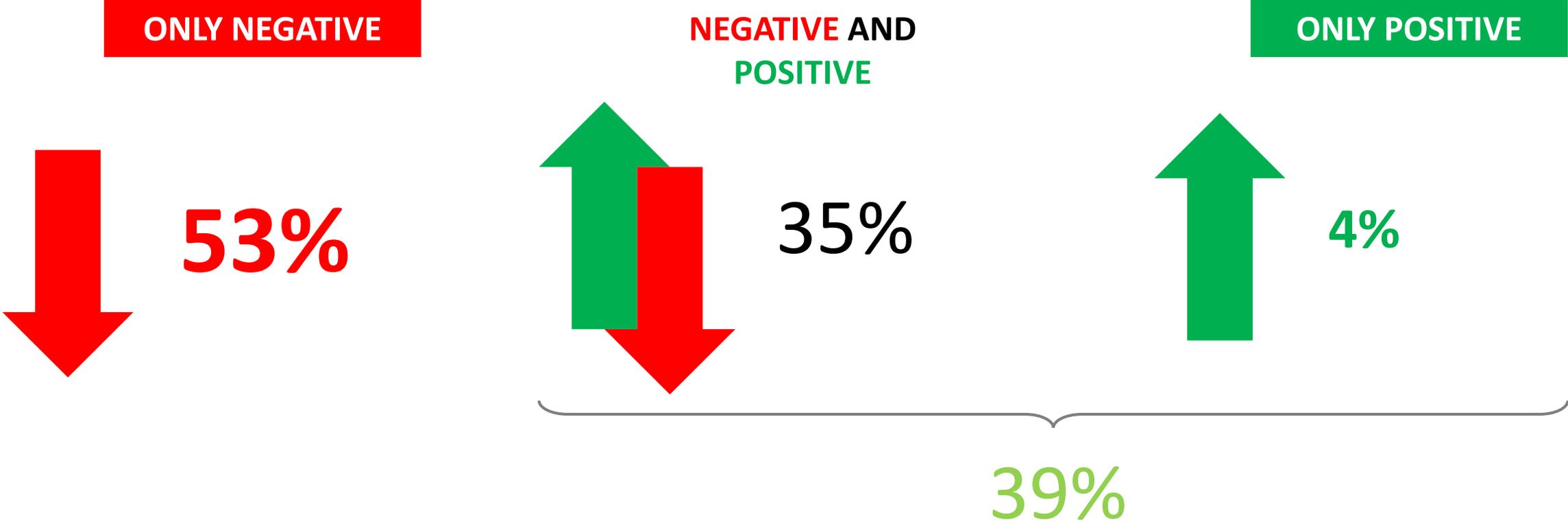
The increase in extreme climate events, the main expected consequence of climate change

THE RISKS THAT CLIMATE CHANGE BRINGS FOR YOUR COUNTRY?



Only a small majority (53%) consider that climate change will have only negative consequences in their country

THE CONSEQUENCES OF CLIMATE CHANGE IN YOUR REGION



Wake
up



Ultimately, climate change is
giving rise to increasing concern



This reality is viewed as increasingly concerning as the years go by...



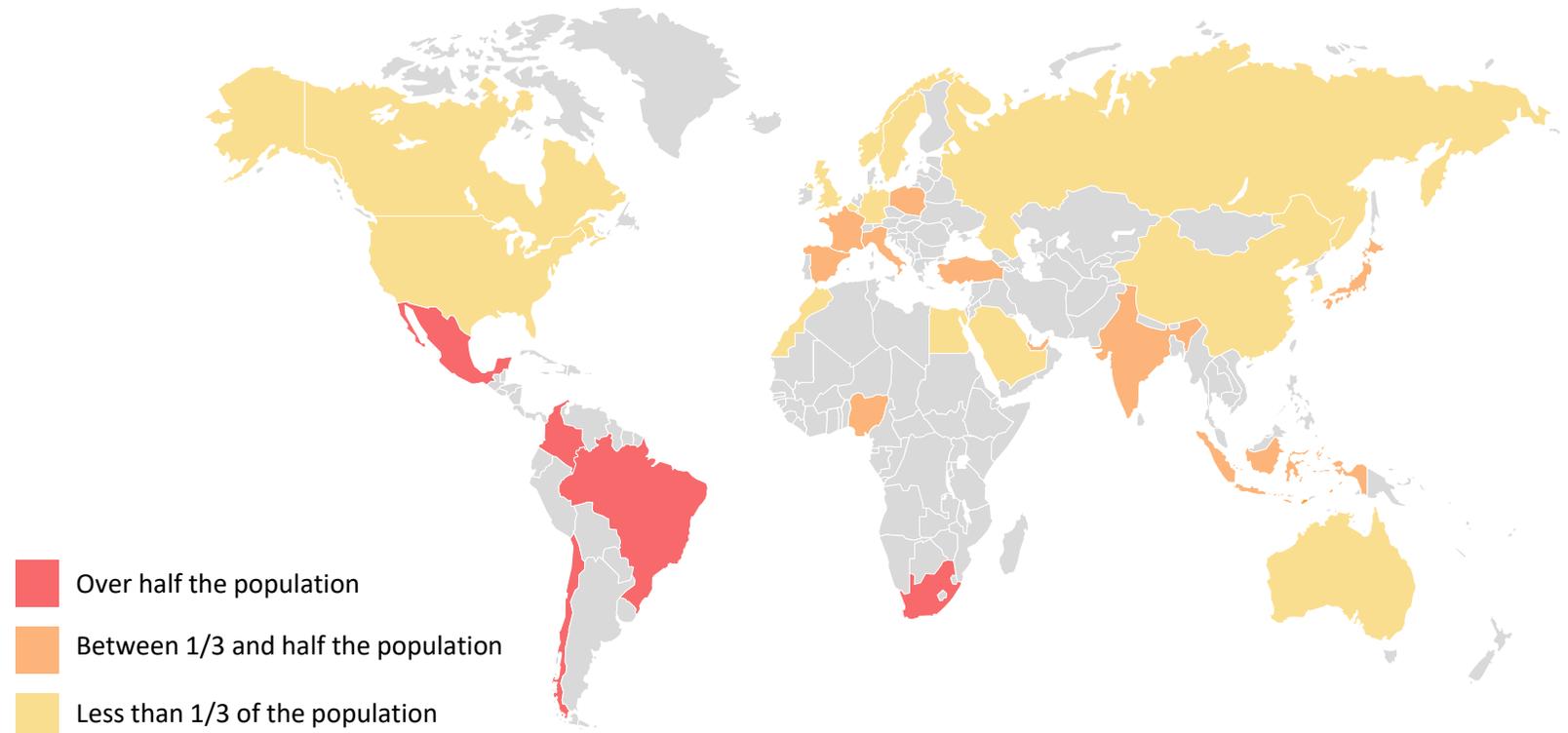
74%

of the world's population claim to be "more worried" than they were 5 years ago about climate change,

37%

"much more" worried.

% "MUCH MORE" WORRIED ABOUT CLIMATE CHANGE THAN 5 YEARS AGO



... particularly among young people in Europe and North America



74%

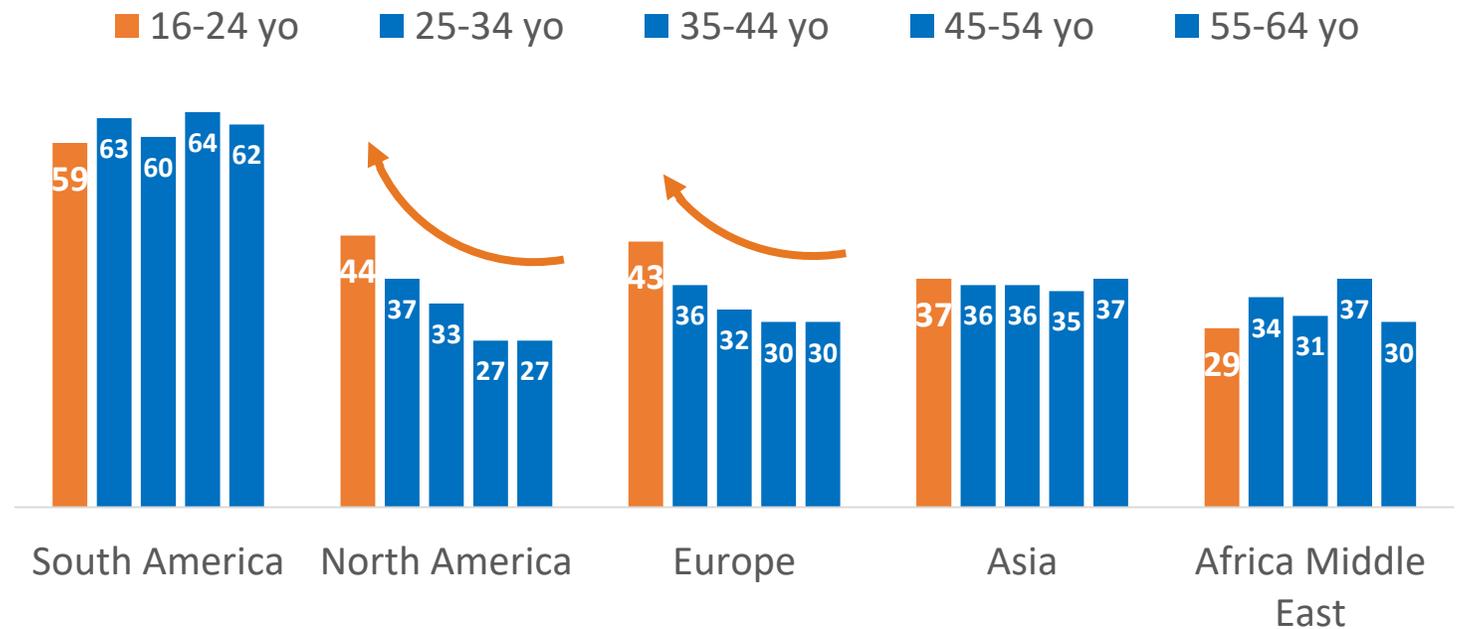
of the world's population claim to be "more worried" than they were 5 years ago about climate change,

37%

"much more" worried.

IN RELATION TO CLIMATE CHANGE, WOULD YOU SAY THAT COMPARED TO 5 YEARS AGO:

% Much more worried





2

Climate change:
who should take action first and
foremost and what to do?



Mobilization should primarily be driven by governments... which are not viewed as rising up to the challenge

In terms of responding to climate change issues, citizens express a clear demand for public action by governments...

WHICH ENTITIES NEED TO TAKE ACTION FIRST AND FOREMOST TO FIGHT CLIMATE CHANGE IN YOUR COUNTRY?

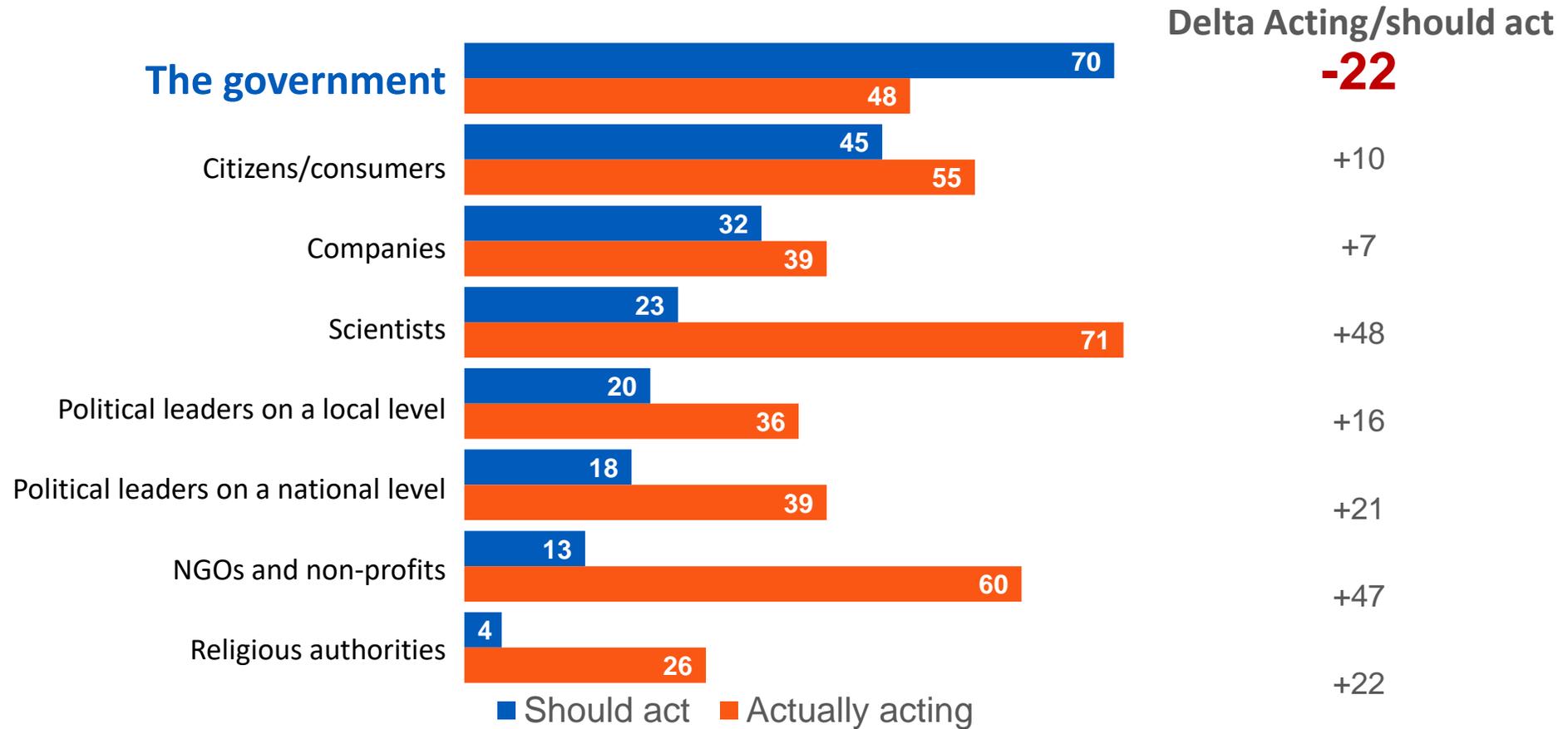


Base: All

...governments that are not viewed everywhere as meeting the challenge

WHICH ENTITIES NEED TO TAKE ACTION FIRST AND FOREMOST TO FIGHT CLIMATE CHANGE IN YOUR COUNTRY?

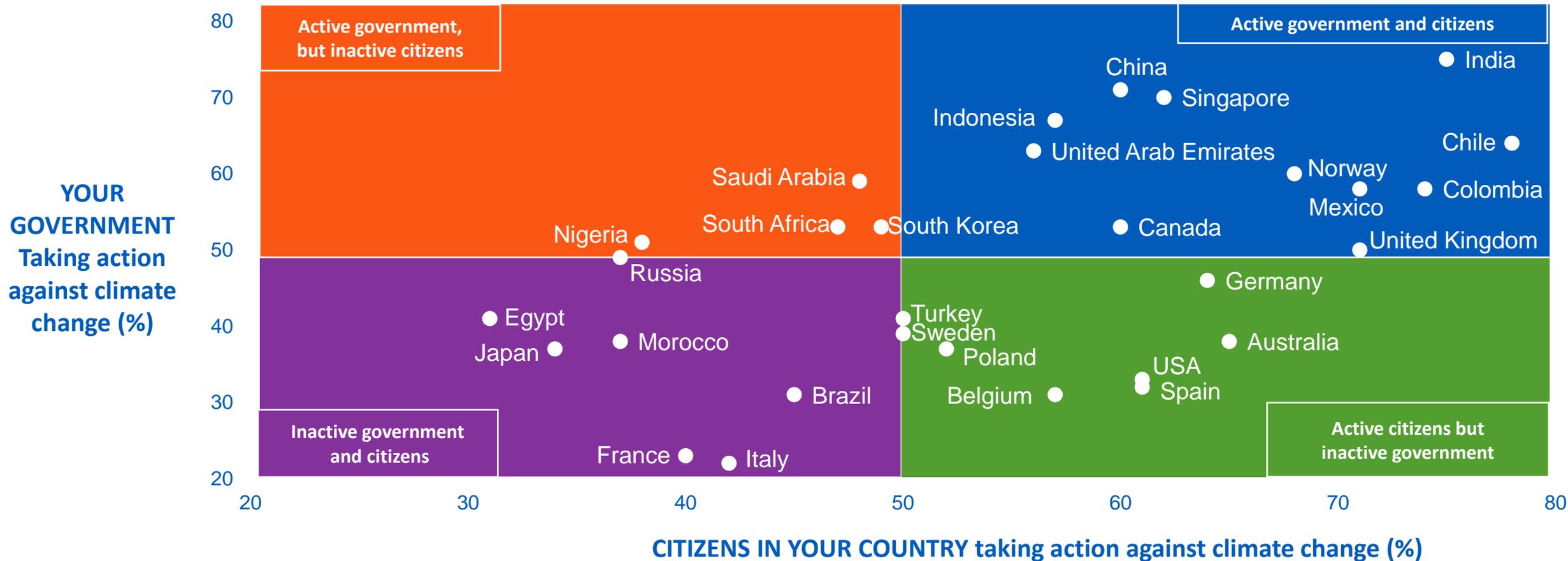
IS EACH ENTITY REALLY TAKING ACTION?



Base: All

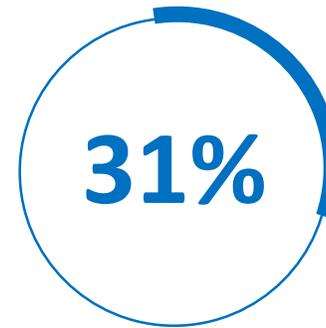
Actions by governments and citizens: very disparate diagnoses

DO YOU THINK THEY ARE TAKING ACTION TO FIGHT CLIMATE CHANGE IN YOUR COUNTRY?



Scientists are viewed as the ones taking the most action

71%
claim that
“scientists”
are taking action to fight
climate change
in their country.



Only, are aware of
IPCC...



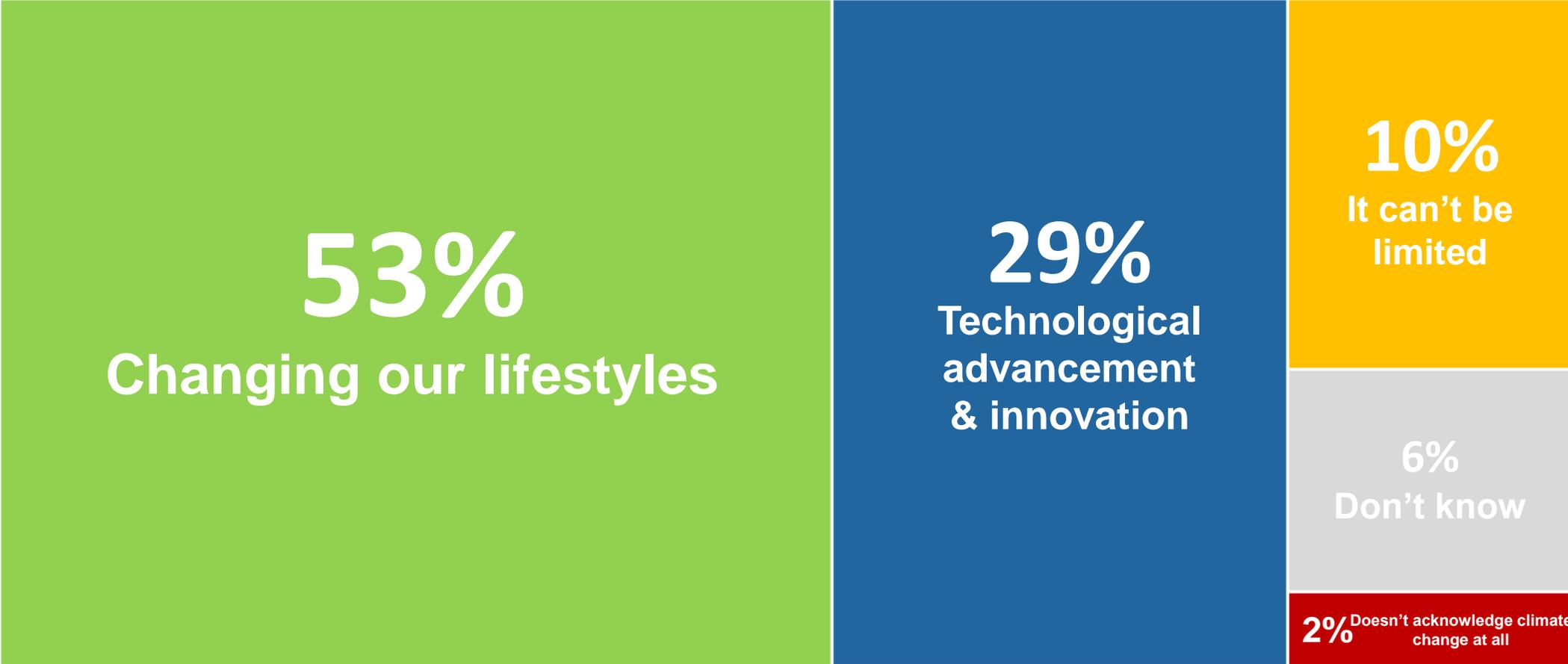
... but, of those, more
than 3 out of 4 have
confidence in it



Although citizens are convinced of the need to change their lifestyle, it is not always followed up by concrete actions on a day-to-day basis

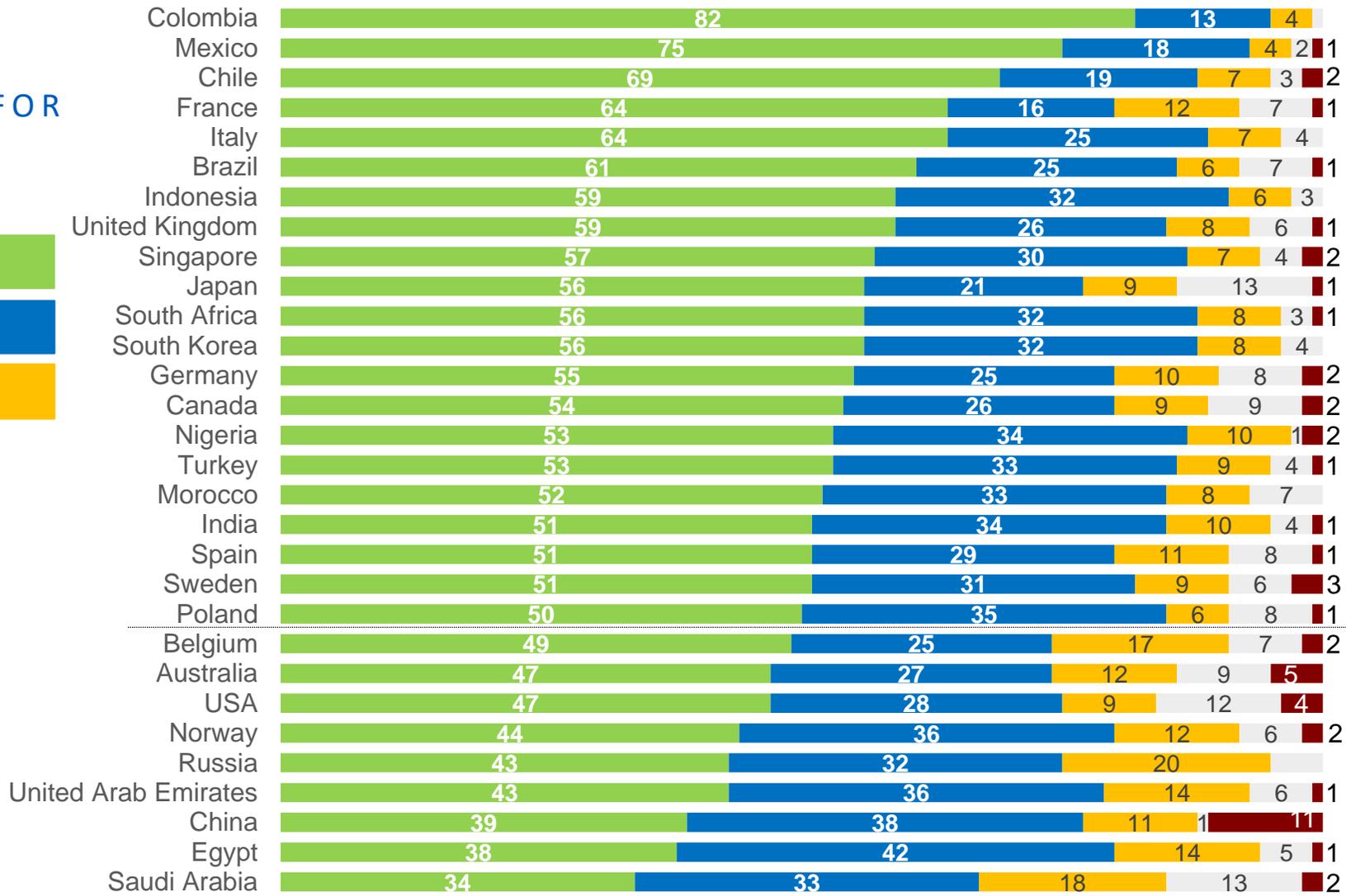
While one third hope for a solution resulting from technological innovation, a majority think that fighting climate change will require a change in lifestyles

THE MOST EFFECTIVE SOLUTION FOR FIGHTING CLIMATE CHANGE



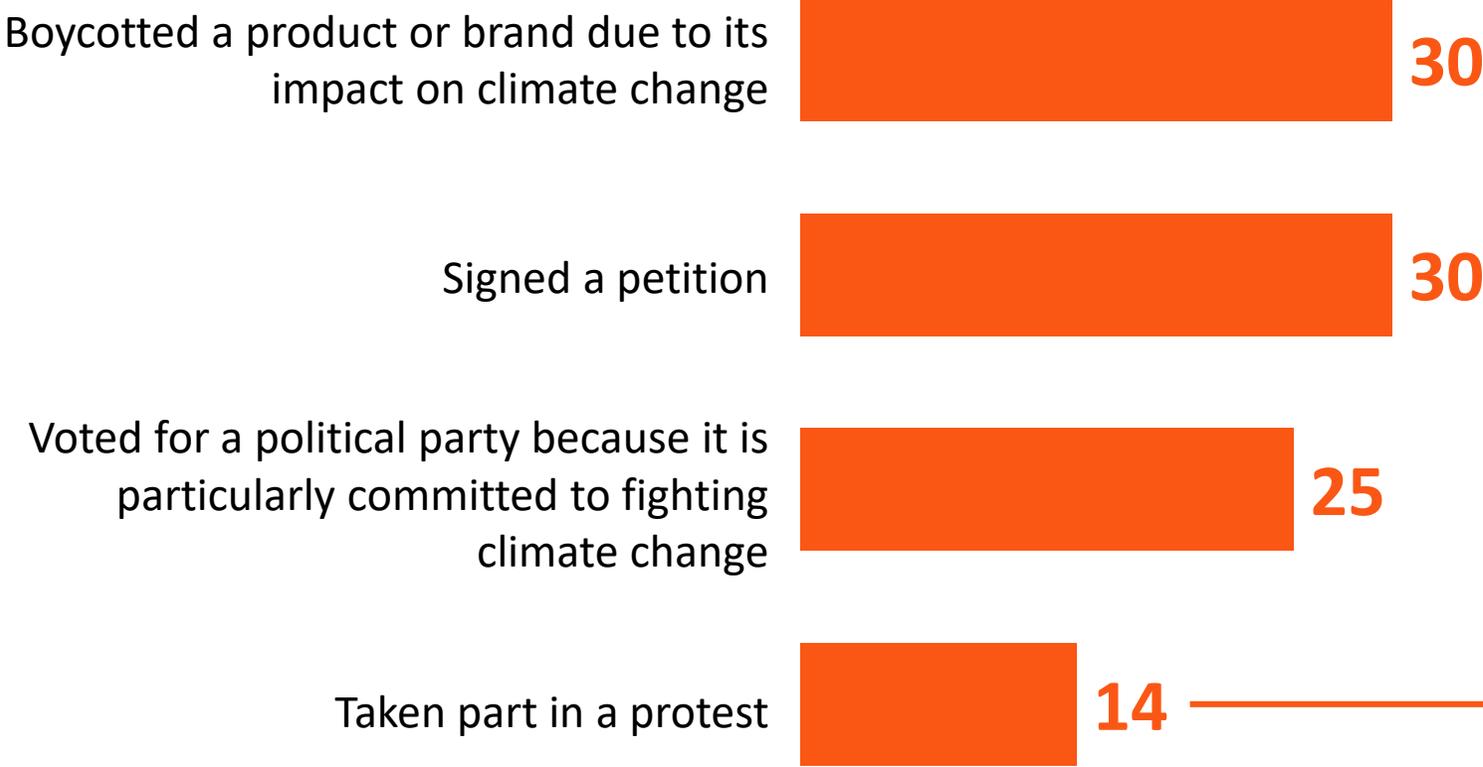
In only 21 out of the 30 countries interviewed, an – often small – majority think that fighting climate change will require a change in lifestyles

THE MOST EFFECTIVE SOLUTION FOR FIGHTING CLIMATE CHANGE



Almost one third of citizens have already resorted to protests, boycotts or political action to fight global warming

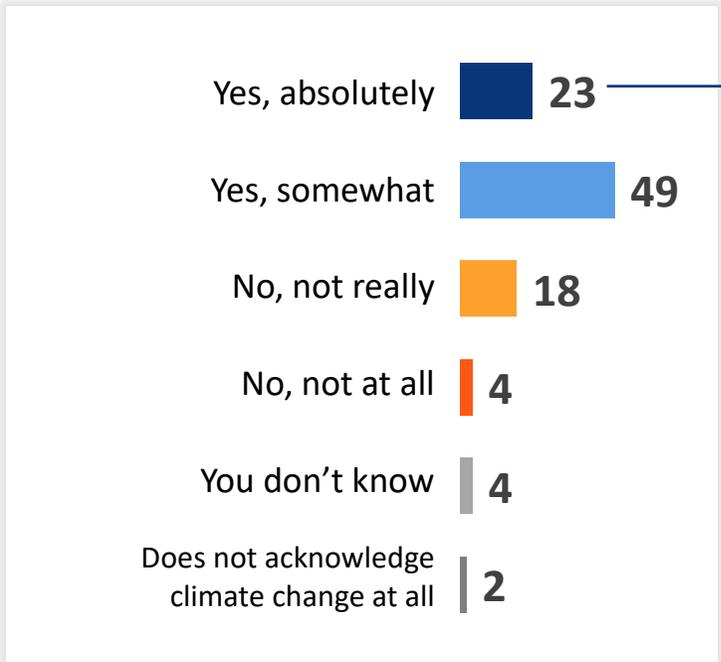
WHEN IT COMES TO FIGHTING CLIMATE CHANGE, HAVE YOU PERSONALLY EVER:



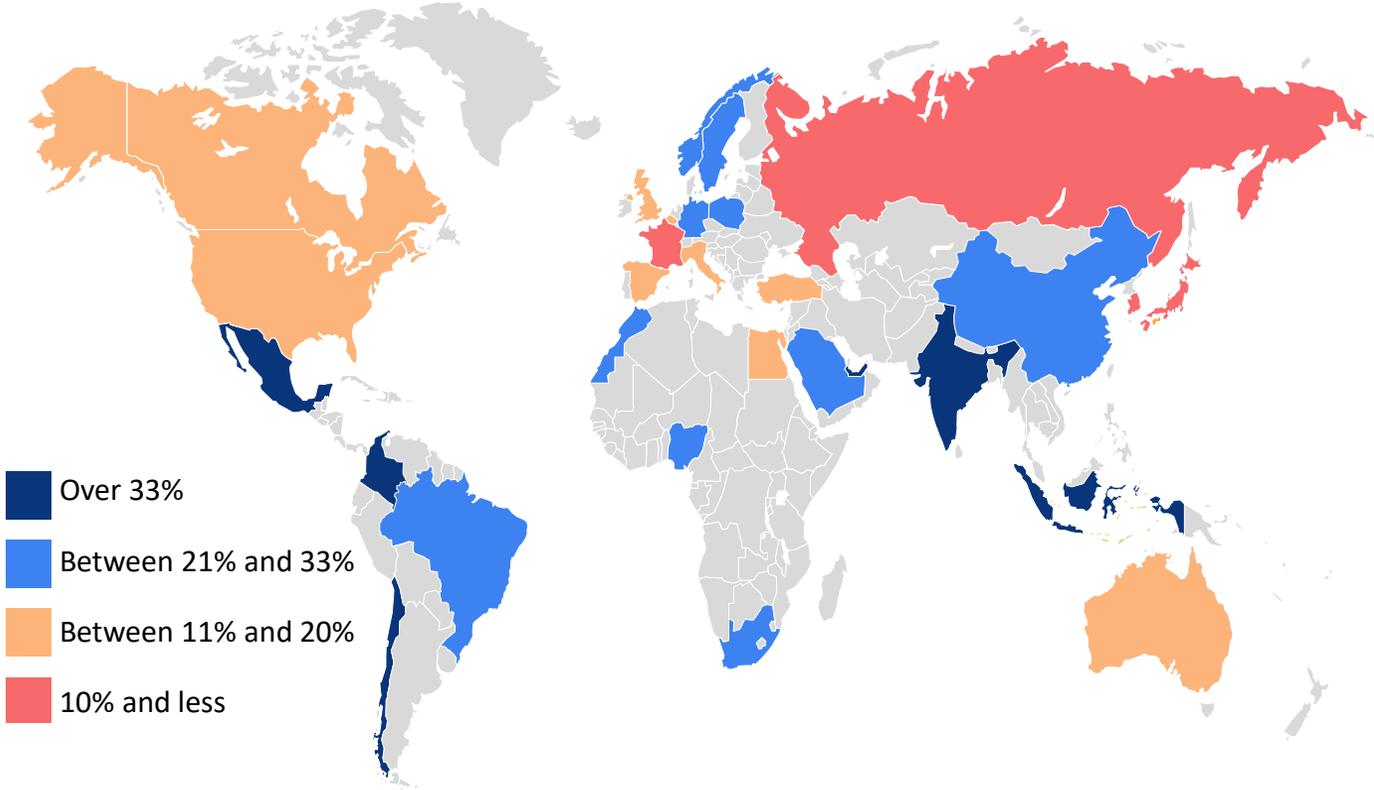
21% of 16-24 yo
23% 16-24 yo Asia
17% 16-24 yo Europe
30% 16-24 yo Lat. Am.
8% 16-24 yo North Am.

On the other hand, there is little confidence in knowledge of what can be done

DO YOU KNOW WHAT YOU CAN DO ON A PERSONAL LEVEL TO FIGHT CLIMATE CHANGE?

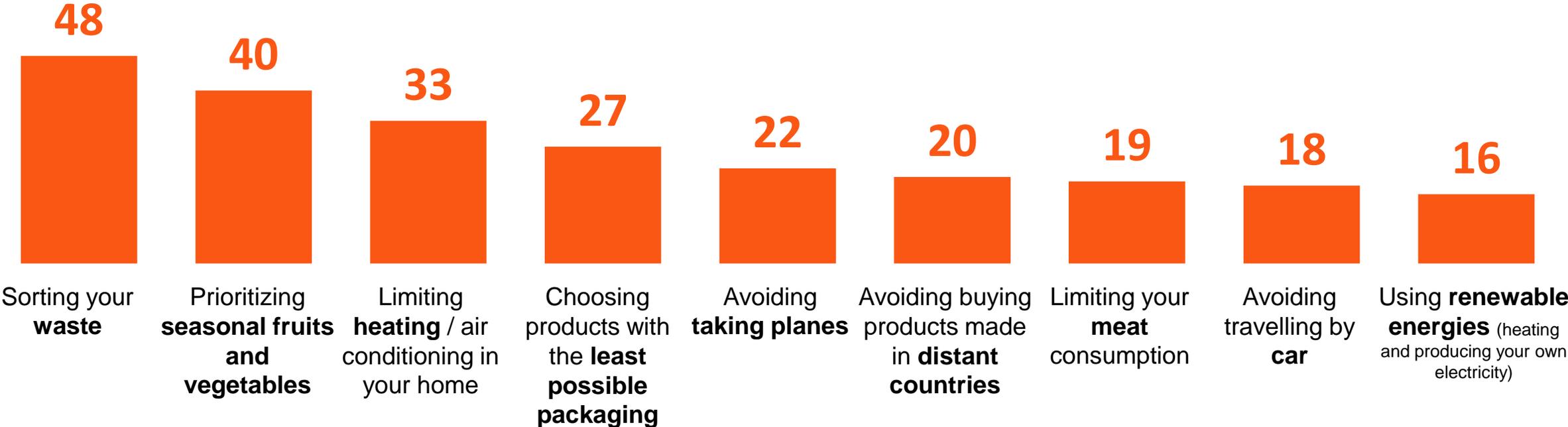


% "Absolutely" knows what to do



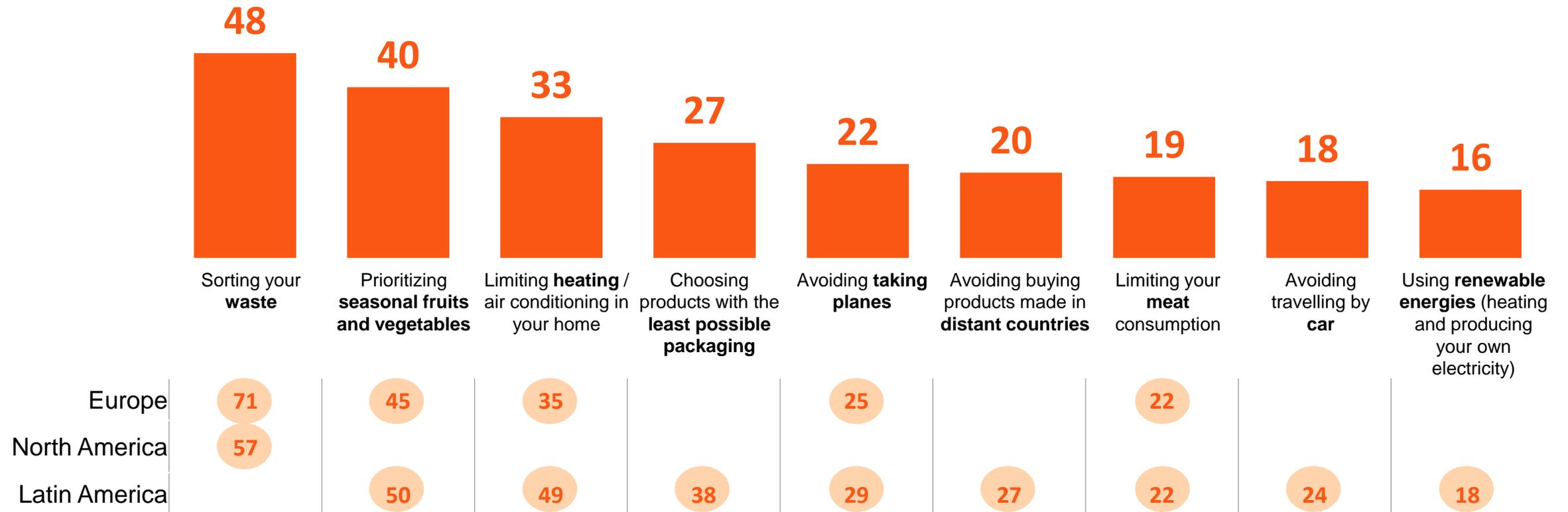
And when they are asked about the everyday actions they perform, fewer than half of citizens do them systematically or almost

INDIVIDUAL ACTIONS DONE SYSTEMATICALLY OR ALMOST TO FIGHT CLIMATE CHANGE



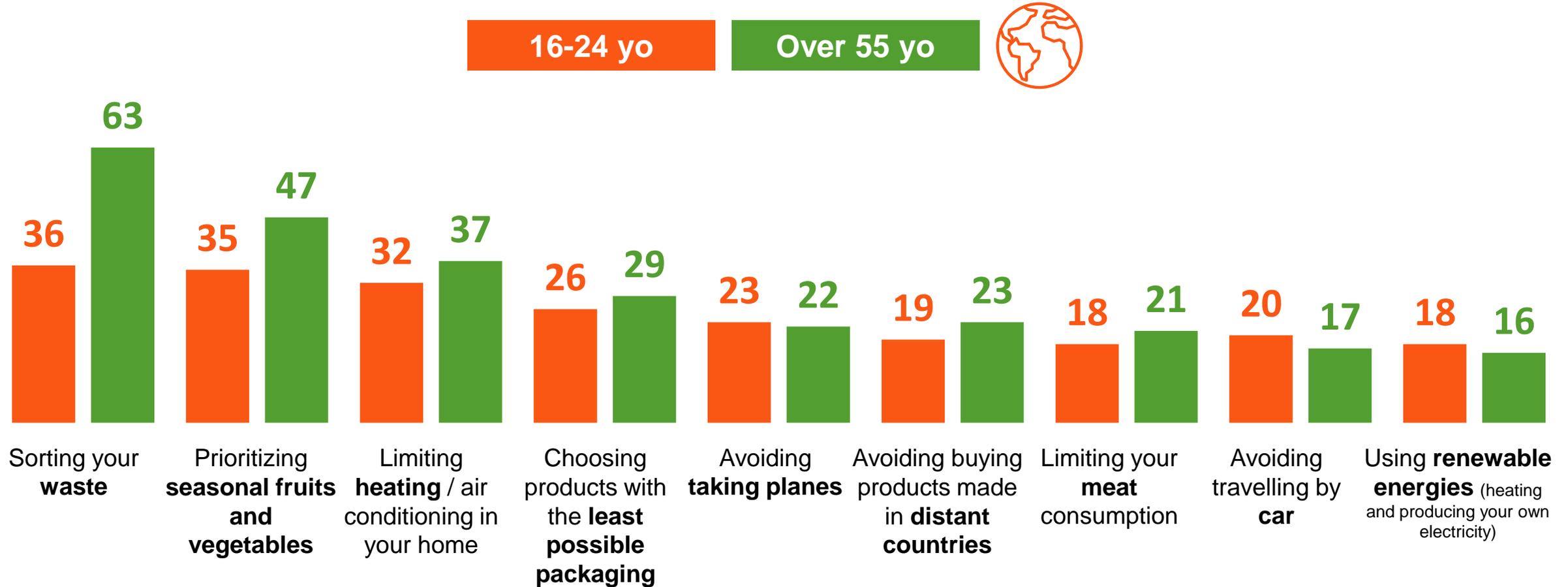
Differences according to geographic regions

INDIVIDUAL ACTIONS DONE SYSTEMATICALLY OR ALMOST TO FIGHT CLIMATE CHANGE



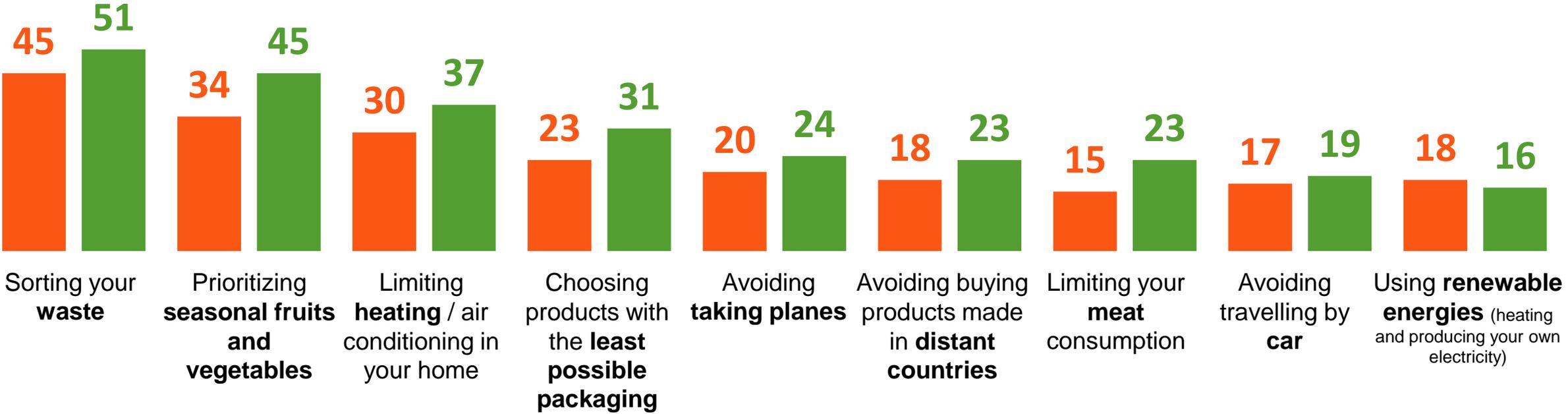
16-24-year-olds prove to be less active in this respect than their elders

INDIVIDUAL ACTIONS DONE SYSTEMATICALLY OR ALMOST TO FIGHT CLIMATE CHANGE



And women prove to be more involved than men

INDIVIDUAL ACTIONS DONE SYSTEMATICALLY OR ALMOST TO FIGHT CLIMATE CHANGE

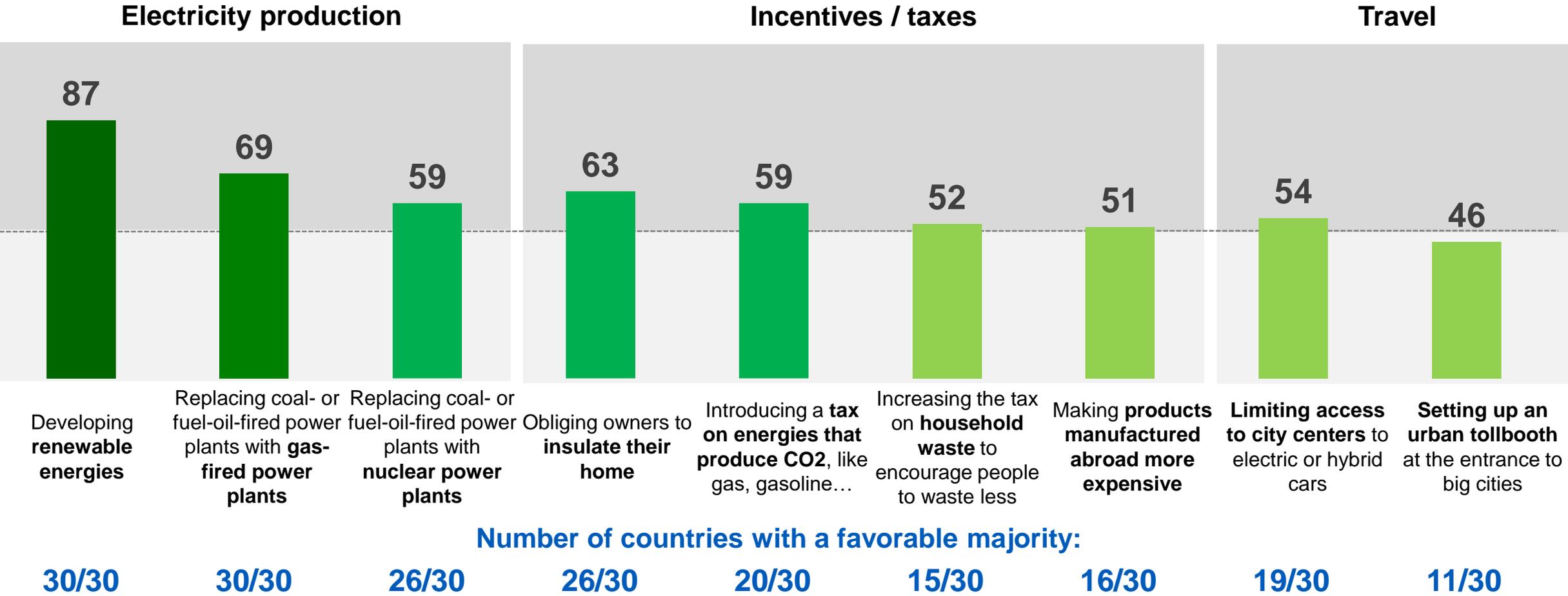




What measures are acceptable for fighting climate change? Limited room for maneuver...

When it comes to actions on a community level, renewable energies, an end to coal and insulating homes are the most consensual measures

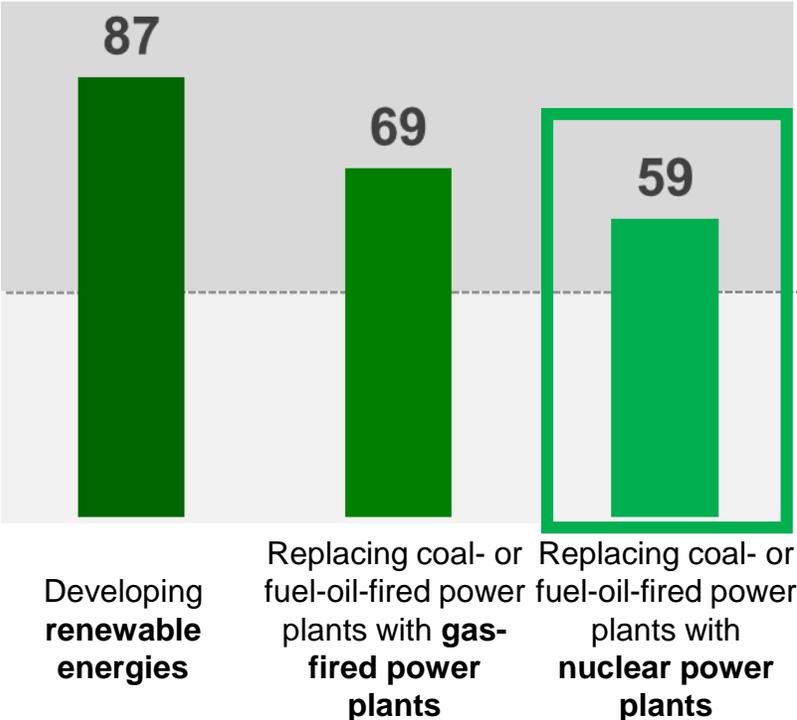
EVALUATE EACH ACTION AS ACCEPTABLE FOR REDUCING GREENHOUSE GAS EMISSIONS



A large majority of respondents opt for renewable energies first, followed by the replacement of coal- or fuel-oil-fired power plants. Almost 3 out of 5 people find nuclear power acceptable, but with disparities according to countries.

EVALUATE EACH ACTION AS ACCEPTABLE FOR REDUCING GREENHOUSE GAS EMISSIONS

Electricity production



More favorable:

- India (77%)
- Africa/Middle East (69%)
- China (69%)
- Russia (67%)
- United Kingdom (65%)
- France (55%)



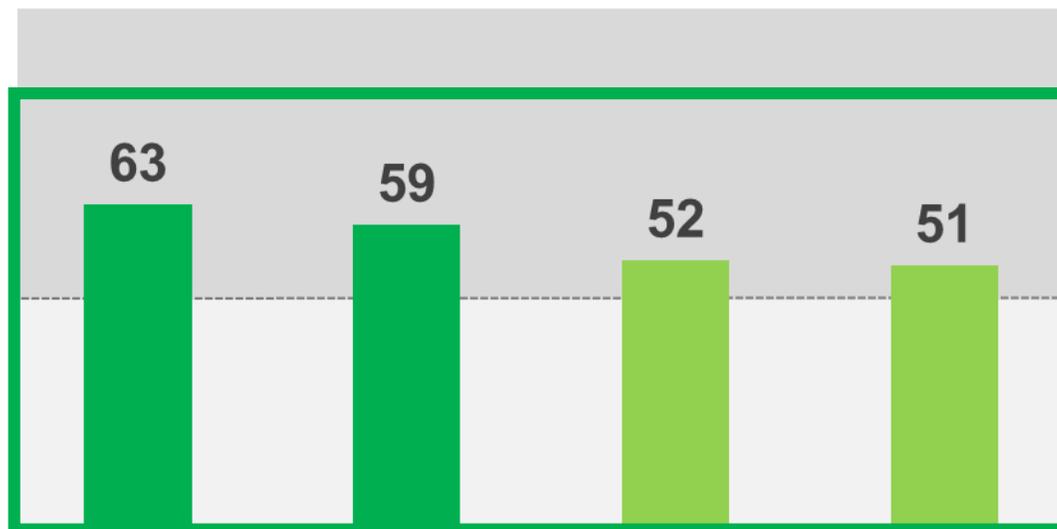
Less favorable:

- Singapore (49%)
- Italy (45%)
- Japan (35%)
- Germany (39%)

In terms of incentives and taxes, these are less well accepted in Europe and North America

EVALUATE EACH ACTION AS ACCEPTABLE FOR REDUCING GREENHOUSE GAS EMISSIONS

Incentives / taxes

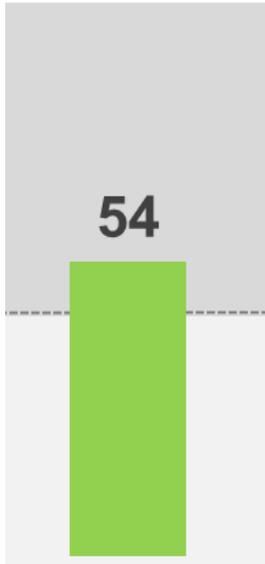


Action	Latin America (43%)	Europe (46%)	Europe (40%)	Europe except France (48%)
Obliging owners to insulate their home				
Introducing a tax on energies that produce CO2, like gas, gasoline...				
Increasing the tax on household waste to encourage people to waste less				
Making products manufactured abroad more expensive				

 **The less favorable:**

Concerning travel restrictions: a divided Europe

EVALUATE EACH ACTION AS ACCEPTABLE FOR REDUCING GREENHOUSE GAS EMISSIONS

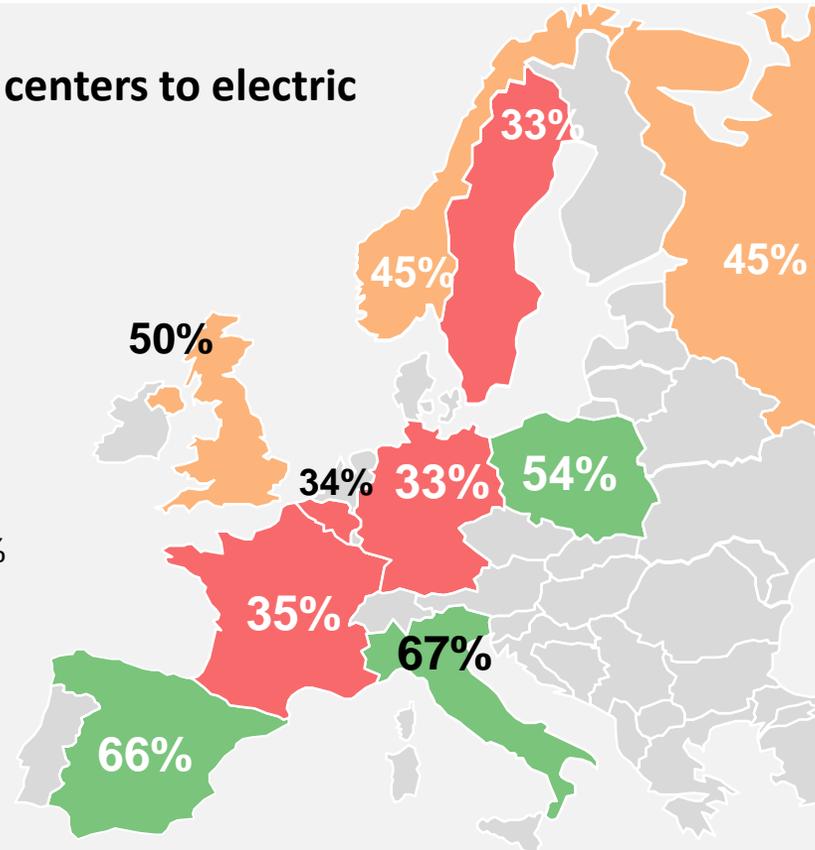


Limiting access to city centers to electric or hybrid cars

“Limiting access to city centers to electric or hybrid cars”

% Acceptable

- Over 50%
- Between 36% and 50%
- Less than 35%



Less favorable elsewhere in the world:

- Japan (45%)
- Australia (36%)
- North America (32%)

Contacts



Guillaume PETIT
Director – Corporate Reputation
guillaume.petit@ipsos.com



Didier WITKOWSKI
Research Director – DIRCOM Group
didier.witkowski@edf.fr