GLOBAL VIEWS ON CLIMATE CHANGE

Impact | Information | Action

A Global Advisor survey

November 2023





Climate Impact



THE HEADLINES

Many global citizens (57%) have already witnessed a severe impact of climate change where they live.

In Mexico, Brazil and Türkije, close to eight in ten say that climate change has had a severe effect where they live. However, countries such as Sweden (24%) and Great Britain (34%) are much less effected. Across all 31 countries, more than half the population anticipate severe effects of climate change in their area over the next ten years.

Almost nine in ten South Korean citizens expect to see severe impacts of climate change in their region over the next decade. Over a third of global citizens expect to be displaced because of climate change within the next 25 years.

This rises to over half the population in Türkije , Brazil, India, Malaysia, and Indonesia.





Almost six in ten report a severe effect of climate change in the area where they live, but this varies greatly by country

Country data

Q. How severe an effect would you say climate change has had so far in the area where you live?

	Severe		Not severe
Global Country Average	57%		43%
Mexico	81%		19%
Brazil	79%		21%
Turkije	79%		21%
Colombia	73%		28%
South Korea	71%		29%
Chile	70%		30%
Peru	69%		31%
Argentina	68%		32%
Japan	66%		34%
Italy	66%		34%
Indonesia	64%		36%
Spain	64%		36%
South Africa	63%		37%
Thailand	63%		37%
India	61%		39%
France	56%		44%
Canada	54%		46%
Singapore	53%		47%
Hungary	51%		49%
China	50%		50%
Australia	47%		53%
Belgium	47%		53%
Germany	47%		53%
Poland	47%		53%
United States	46%		54%
New Zealand	44%		56%
Netherlands	43%		57%
Ireland	42%		58%
Malaysia	41%		60%
Great Britain	34%		66%
Sweden	24%		76%

Base: 24,220 online adults across 31 countries, 22nd September - 6th October 2023. NB surveyed adults aged 18 and older in India, 18-74 in Canada, Republic of Ireland, Israel, Malaysia, New Zealand, South Africa, Türkiye and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 24 other countries.



More than half of citizens across all countries anticipate a severe impact of climate change in their region over the next decade

Country data

Q. How severe an effect do you expect climate change to have in your area over the next 10 years?

	Severe		Not severe
Global Country Average	71%		29%
South Korea	88%		12%
Turkije	87%		13%
Chile	86%		15%
Mexico	85%		15%
Brazil	85%		15%
Colombia	81%		19%
Argentina	79%		21%
South Africa	78%		22%
Spain	76%		24%
Japan	76%		24%
Italy	75%		25%
Peru	74%		26%
Indonesia	73%		28%
Singapore	72%		28%
France	71%		29%
Canada	70%		30%
Hungary	69%		31%
Thailand	68%		32%
New Zealand	67%		34%
India	66%		34%
Netherlands	66%		34%
Australia	66%		35%
Belgium	65%		35%
Ireland	65%		35%
Poland	64%		36%
United States	64%		36%
Germany	63%		38%
China	58%		43%
Great Britain	57%		43%
Malaysia	57%		43%
Sweden	51%		50%

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Close to four in ten expect to be displaced because of climate change in the next 25 years, with much higher predicted likelihood in Türkiye, Brazil, and India

Country data

Q. How likely would you say it is that you and your family will be displaced from your home as a result of climate change at some point in the next 25 years?

	Likely	Not likely
Global Country Average	38%	62%
Turkije	68%	32%
Brazil	61%	39%
India	57%	43%
Malaysia	53%	47%
Indonesia	51%	49%
South Africa	49%	52%
China	46%	54%
Singapore	46%	54%
Thailand	45%	55%
Japan	44%	56%
Colombia	43%	57%
Mexico	42%	58%
Spain	41%	59%
Peru	39%	61%
South Korea	39%	61%
New Zealand	38%	62%
Canada	37%	63%
Italy	36%	64%
Australia	36%	64%
Chile	36%	65%
Ireland	35%	65%
United States	35%	65%
Argentina	28%	72%
France	28%	73%
Hungary	26%	74%
Belgium	26%	74%
Great Britain	25%	75%
Poland	23%	77%
Sweden	21%	80%
Germany	19%	81%
Netherlands	19%	81%

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Climate Information



THE HEADLINES



Globally six in ten citizens say that both their government and businesses do <u>not</u> provide them with enough information to help them make better choices for tackling climate change.

Notably, Indian citizens are split on whether the information provided by their government and businesses is not enough, the right amount, or too much. Half (52%) of the global population feel poorly informed by their government about the potential impacts of climate change in their region, and one in ten say they are not informed at all.

Citizens in Peru feel the least informed, with eight in ten saying they lack adequate information.



Many feel that media coverage of climate change in their country tends to under or overestimate the impact. Globally, just 24% say the media provides good representation.

Citizens in China are most likely to say that the media provides a good representation of climate change impacts (45%).



Well over half of citizens globally say their government is not providing enough information about how they can make better choices to tackle climate change

Country data

Q. Please select the statement below which best reflects your opinion on the amount of information that the government (in your country) is providing to help you make better choices for tackling climate change.

	Not enough		The right amount	Too much
Global Country Average	59%		29%	12%
Peru	81%			3% 7%
Argentina	81%		1	2% 7%
Colombia	76%		14%	10%
Chile	74%		18%	
Turkije	73%		15%	12%
Hungary	71%		23%	6%
Japan	70%		25%	6%
South Korea	67%		28%	5%
Italy	66%		26%	9%
South Africa	65%		20%	15%
Mexico	65%		23%	12%
Poland	64%		28%	8%
Malaysia	62%		30%	8%
Brazil	61%		26%	14%
France	61%		29%	10%
Canada	61%		26%	13%
Spain	60%		32%	9%
Belgium	58%		32%	10%
Germany	56%		27%	17%
Ireland	56%		29%	14%
Great Britain	56%		31%	13%
United States	54%		27%	19%
New Zealand	54%		36%	10%
Netherlands	49%		31%	20%
Australia	48%		37%	14%
Sweden	48%		41%	11%
Indonesia	45%		37%	19%
Singapore	43%		46%	12%
China	41%		44%	15%
Thailand	40%		52%	9%
India	37%	29%		34%



Only a third of global citizens say that businesses in their country are providing the right amount of information on climate change

Country data

Q. Please select the statement below which best reflects your opinion on the amount of information that businesses (in your country) are providing to help you make better choices for tackling climate change.

	Not enough	1	The right amount	Too much
Global Country Average	61%		28%	11%
Argentina	80%		13	% 7%
Chile	79%		15%	6 7%
Peru	78%		15%	7%
Colombia	77%		14%	10%
Hungary	72%		25%	8
Turkije	72%		18%	10%
South Korea	70%		28%	3 %
Japan	69%		26%	5%
France	66%		24%	10%
Italy	66%		25%	8%
Mexico	66%		22%	12%
South Africa	64%		24%	12%
Canada	64%		26%	10%
Poland	64%		30%	7%
Belgium	63%		28%	9%
Spain	62%		30%	8%
Malaysia	61%		32%	7%
Brazil	61%		26%	13%
Germany	61%		29%	11%
New Zealand	60%		31%	9%
Ireland	59%		29 %	12%
United States	57%		29%	14%
Great Britain	57%		30%	13%
Netherlands	57%		29%	15%
Australia	55%		33%	12%
Sweden	49%		40%	11%
Singapore	48%		43%	9%
Indonesia	43%	39%		18%
China	43%	45 %	6	13%
India	39% 28%	6		34%
Thailand	38%	53%		9%



Around half feel that their government does not keep them well informed about the potential impacts of climate change in their region, if at all

Country data

Q. How well, or not, do you feel your government keeps you informed about the potential impacts of climate change in your region/country?

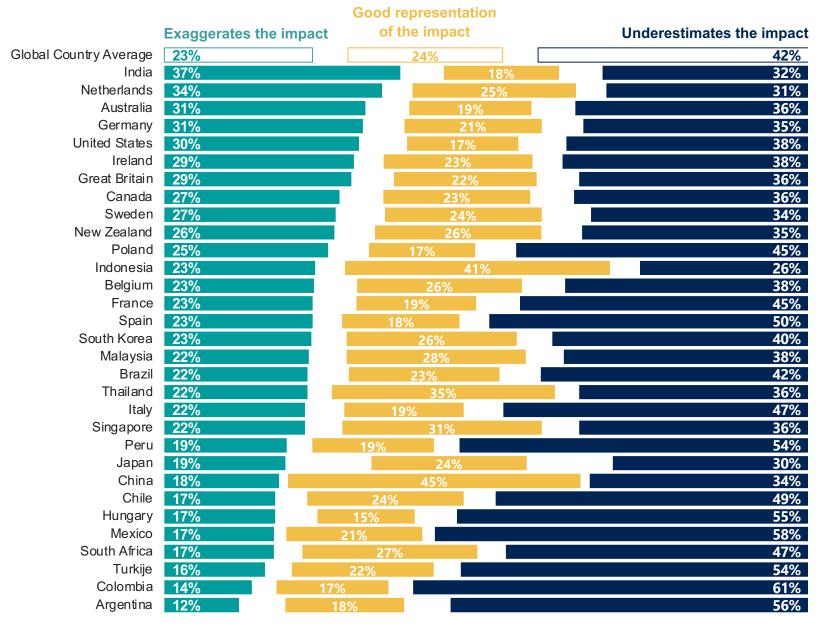
	Well	Not	well		Not at all
Global Country Average	31%	52	%		11%
China	62%			32%	%
Indonesia	57%			40%	2 %
Singapore	53%		39%	, o	5%
Thailand	50%		46%		4%
India	49%		32%		9%
New Zealand	38%		47%		7%
Malaysia	38%		54%		4%
Australia	35%		47%		9%
Netherlands	33%		53%		6%
Sweden	33%	46	%		13%
Mexico	32%	55	5%		11%
Ireland	31%	55	5%		9 %
South Africa	30%	51%			16%
Great Britain	30%	50%	,)		13%
United States	28%	46%			14%
South Korea	28%	6	1%		5%
France	27%	53%			13%
Chile	27%	56%			12%
Germany	27%	58 9	6		8%
Belgium	26%	54%			12%
Canada	26%	55%			10%
Brazil	25%	60%			9%
Italy	22%	54%			18%
Colombia	22%	62 %			13%
Turkije	20%	49%		26	%
Poland	20%	55%			16%
Spain	19%	59%			18%
Hungary	18%	45%		29 %	
Japan	16%	65%			4%
Peru	16%	69%			11%
Argentina	15%	59%			19%



Broadly, media coverage is felt to underestimate the impact of climate change. Indonesia and China are most likely to consider it to be accurate

Country data

Q. Generally speaking, do you think that media coverage of climate change in your country...





Climate Action



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almost nine times as high.

A little over a third (36%) of citizens globally believe that their government

is working hard to tackle climate change.

In Argentina only 9% of citizens think their government is working hard on the issue, compared to China where agreement is

Confidence in businesses' efforts to tackle climate change is also low at 32%. And globally, seven in ten think that businesses occasionally, if not regularly, use environmental claims fraudulently.

Almost half (48%) of British citizens believe that businesses make false environmental claims regularly.

Citizens also feel that they are not working hard enough, or at all, to combat climate change (59%).

Citizens in Peru are the least likely to say that they are taking action to tackle the issue (79%), followed by Argentina (77%) and Colombia (77%).











The majority of citizens believe that government, businesses, and citizens are not working hard enough, or at all, to tackle climate change

Global country average

Q. How hard do you think the XXXX (in your country) is working to tackle climate change?

Very/Fairly hard Not hard enough/Not at all Government 36% Businesses 32%

Base: 24,220 online adults across 31 countries, 22nd September - 6th October 2023. NB surveyed adults aged 18 and older in India, 18-74 in Canada, Republic of Ireland, Israel, Malaysia, New Zealand, South Africa, Türkiye and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 24 other countries.

34%

Citizens

59%

Just over a third believe that their government is working hard to tackle climate change, with very low agreement in Peru and Argentina

Country data

Q. How hard do you think the government (in your country) is working to tackle climate change?

China 79% 65% Thailand Singapore 65% India 63% 53% Indonesia Malaysia 48% Brazil 47% Netherlands 44% Australia 43% Ne Gı Un S So

Very/Fairly hard

36%

Global Country Average

ew Zealand	43%	48%
Great Britain	38%	53%
Ireland	38%	54%
nited States	37%	52%
Sweden	35%	55%
South Africa	35%	59%
Canada	33%	57%
South Korea	30%	63%
Germany	29%	59%
Mexico	28%	67%
Colombia	26%	68%
Italy	26%	67%
Hungary	26%	66%
Spain	25%	69%
Chile	25%	68%
Poland	23%	64%
France	23%	68%
Turkije	23%	72%
Belgium	22%	68%
Japan	19%	64%
Peru	13%	83%

Base: 24,220 online adults across 31 countries, 22nd September - 6th October 2023. NB surveyed adults aged 18 and older in India, 18-74 in Canada, Republic of Ireland, Israel, Malaysia, New Zealand, South Africa, Türkiye and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 24 other countries.

Argentina 9%



80%

Not hard enough/Not at all

56%

20%

28%

30%

26%

45%

46%

46%

48% 49% Confidence in businesses' efforts to tackle climate change is in the minority, with the exceptions of China, Thailand, and India

Country data

Q. How hard do you think businesses (in your country) are working to tackle climate change?

	Very/Fairly hard	Not hard enough/Not at all
Global Country Average	32%	59%
China	73%	25%
Thailand	65%	29%
India	62%	26%
Singapore	49%	44%
Indonesia	48%	49%
Malaysia	45%	47%
Brazil	43%	49%
South Africa	39%	54%
Australia	36%	53%
Sweden	35%	56%
Great Britain	34%	56%
Ireland	32%	58%
Netherlands	31%	63%
South Korea	30%	62%
New Zealand	30%	59%
United States	29%	58%
Italy	27%	65%
Canada	25%	64%
Germany	24%	64%
Colombia	24%	70%
Mexico	23%	72%
Poland	23%	61%
Turkije	22%	71%
Belgium	22%	68%
Hungary	22%	70%
Spain	21%	73%
Japan	21%	59%
Chile	20%	73%
France	18%	73%
Peru	14%	79%
Argentina	9%	79%

Base: 24,220 online adults across 31 countries, 22nd September - 6th October 2023. NB surveyed adults aged 18 and older in India, 18-74 in Canada, Republic of Ireland, Israel, Malaysia, New Zealand, South Africa, Türkiye and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 24 other countries.



Vory/Eairly hard

Not hard enough/Not at all

Six in ten say that citizens are not doing enough, or anything at all, to play their part in tackling climate change

Country data

Q. How hard do you think citizens (in your country) are working to play their part in tackling climate change?

Very/Fairly hard Not hard enough/Not at all Global Country Average 34% 59% 70% 28% China 24% India 64% 32% 64% Thailand Indonesia 50% 47% Malaysia 44% 48% Singapore 44% 51% Australia 43% 47% Brazil 38% 55% 53% Great Britain 37% Netherlands 57% 36% New Zealand 36% 54% South Africa 35% 60% 58% Ireland 33% United States 33% 55% 33% 59% Sweden 32% 58% Canada 32% 57% Germany South Korea 30% 63% 28% 64% Italy Belgium 28% 63% 60% Poland 27% Spain 26% 68% 65% France 26% 73% Mexico 23% 23% 69% Hungary 76% Turkije 19% Colombia 19% 77% 65% 17% Japan Chile 17% 76% 16% 79% Peru Argentina 15% 77%



There is widespread agreement that businesses at least occasionally, if not regularly, use environmental claims without solid commitments

Country data

Q. To what extent do you think businesses (in your country) use environmental claims, without committing to real change?

	All of the time/Frequently	Occasionally	Rarely/Never
Global Country Average	37%	34%	18%
Great Britain	48%	32%	10%
Canada	47%	27%	13%
Netherlands	46%	32%	11%
Australia	44%	33%	12%
New Zealand	43%	35%	11%
Ireland	42%	36%	12%
Spain	42%	31%	19%
Brazil	42%	31%	18%
United States	42%	29%	13%
Indonesia	41%	38%	18%
France	40%	28%	17%
Chile	40%	29%	22%
Italy	39%	35%	16%
South Africa	38%	36%	16%
Sweden	38%	38%	14%
Germany	38%	35%	11%
Colombia	38%	37%	19%
Belgium	37%	31%	16%
Argentina	36%	28%	25%
India	34%	31%	21%
Mexico	34%	38%	22%
China	34%	37%	23%
Poland	33%	28%	20%
Thailand	33%	48%	13%
Singapore	31%	45%	14%
South Korea	31%	39%	20%
Peru	30%	39%	27%
Hungary	29%	37%	21%
Malaysia	25%	37%	26%
Turkije	24%	24%	40%
Japan	10%	33%	28%



These are the findings of a *Global Advisor* lpsos survey conducted between 22nd September and 6th October 2023

These are the results of a 31-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, September 22 and Friday, October 6, 2023. For this survey, Ipsos interviewed a total of 24,220 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Israel, 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 2,000 individuals in Japan, 1,000 individuals each in Australia, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, 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, Singapore, South Africa, South Korea, Sweden, 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, 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, mainland China, Colombia, Indonesia, Ireland, Malaysia, Mexico, New Zealand, Peru, 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 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.

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Thank you.

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