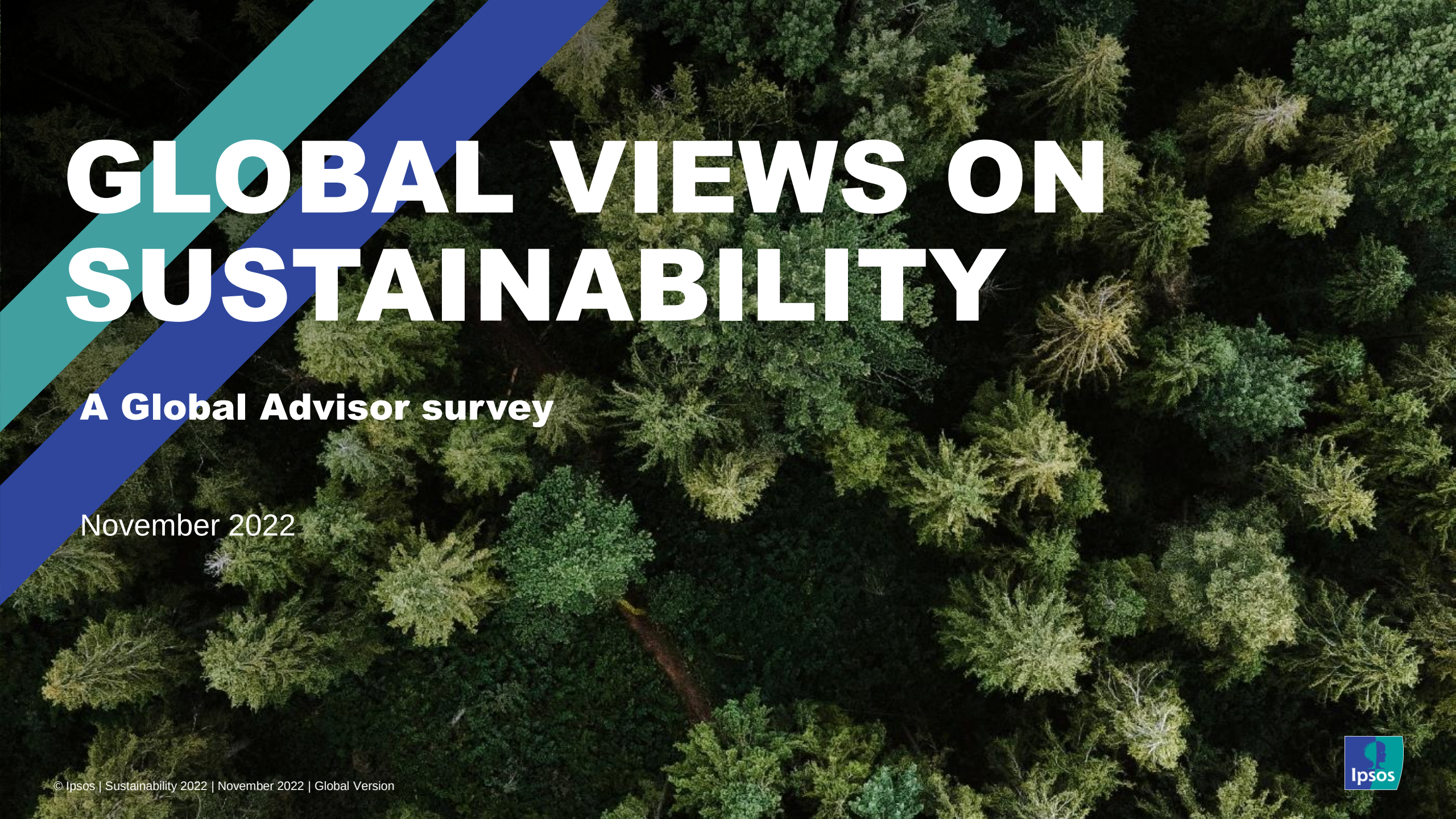

GLOBAL VIEWS ON SUSTAINABILITY

A Global Advisor survey

November 2022

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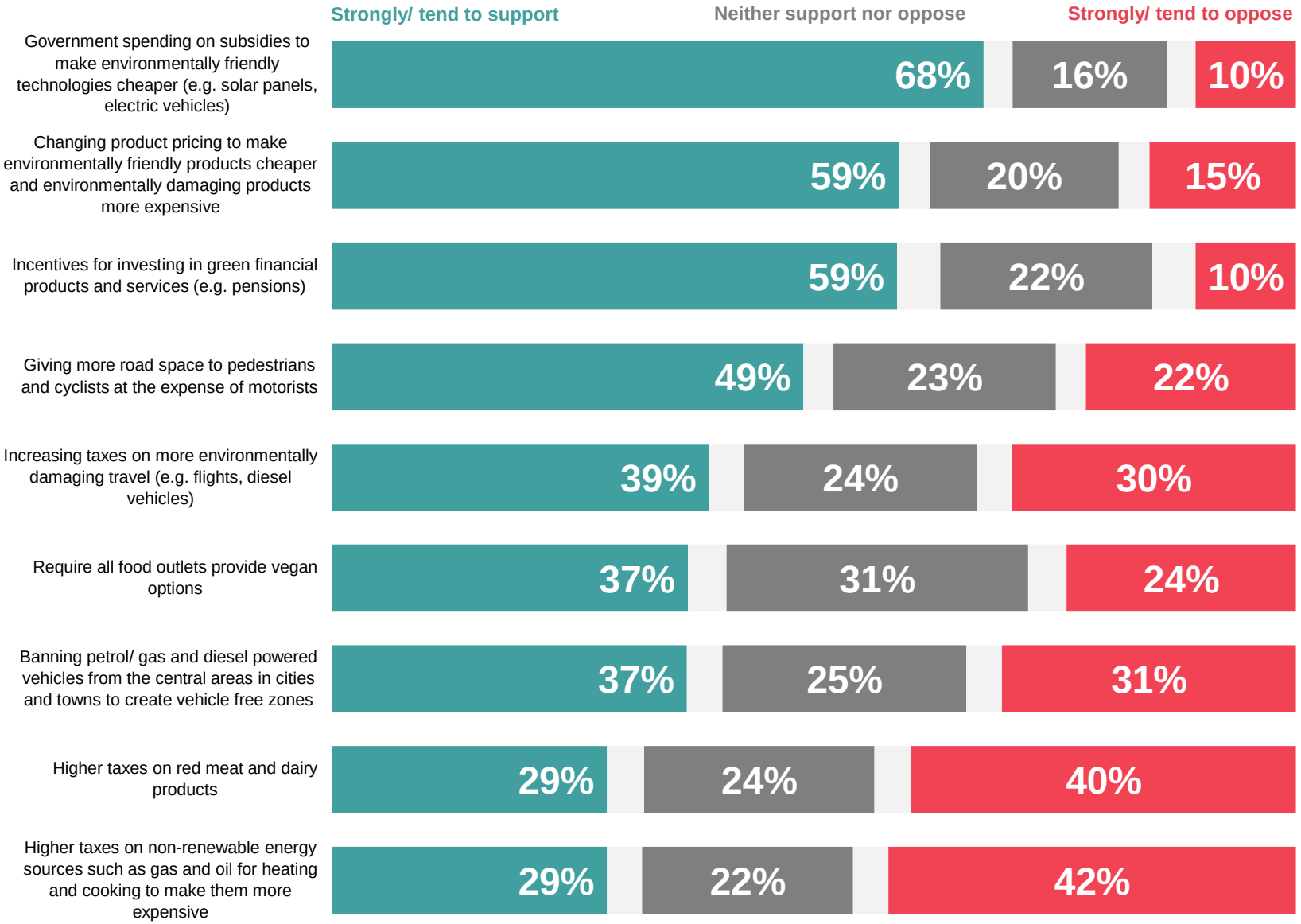
Policies to reduce climate change

The public are supportive of a range of climate change policies, such as government subsidies for environmental technology, changing product pricing and incentives for green products

Global Country Average

Q. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?



Base: 22,528 online adults across 34 countries, 26th August - 9th September 2022. NB surveyed adults aged 18-74 in the United States, Canada, Republic of Ireland, Israel, Malaysia, South Africa and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 24 other markets

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Support for policies to reduce climate change across countries

Q. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?

Top three policies:
- #1 in country
- #2 in country
- #3 in country

	Global Average	ARG	AUS	BEL	BRA	CAN	CHI	CHN	COL	GER	ESP	FRA	GBR	HUN	INA	IRL	ISR	IND	ITA	JPN	KOR	MEX	MAS	NED	PER	POL	ROU	KSA	SWE	SIN	THA	TUR	USA	UAE	RSA
Government spending on subsidies to make environmentally friendly technologies cheaper (e.g. solar panels, electric vehicles)	68%	75%	69%	64%	61%	55%	81%	78%	81%	49%	67%	60%	65%	78%	74%	63%	75%	72%	68%	46%	66%	80%	65%	66%	78%	64%	74%	61%	61%	67%	69%	79%	51%	62%	75%
Changing product pricing to make environmentally friendly products cheaper and environmentally damaging products more expensive	59%	68%	56%	51%	53%	51%	71%	67%	71%	44%	57%	59%	58%	53%	74%	54%	57%	64%	61%	31%	57%	72%	62%	56%	68%	58%	63%	59%	47%	58%	63%	61%	47%	64%	65%
Incentives for investing in green financial products and services (e.g. pensions)	59%	58%	61%	45%	59%	48%	68%	74%	70%	41%	56%	47%	57%	58%	66%	57%	63%	69%	57%	31%	56%	72%	60%	57%	68%	54%	60%	53%	41%	65%	67%	74%	48%	60%	72%
Giving more road space to pedestrians and cyclists at the expense of motorists	49%	56%	32%	45%	50%	34%	64%	52%	61%	37%	41%	44%	37%	37%	75%	39%	38%	64%	57%	28%	38%	70%	50%	47%	71%	42%	58%	53%	37%	49%	67%	55%	34%	55%	47%
Increasing taxes on more environmentally damaging travel (e.g. flights, diesel vehicles)	39%	31%	34%	38%	28%	32%	38%	58%	46%	36%	37%	37%	42%	35%	44%	34%	31%	58%	43%	27%	51%	39%	38%	52%	46%	39%	35%	43%	32%	40%	38%	41%	28%	41%	39%
Require all food outlets to provide vegan options	37%	48%	29%	24%	40%	22%	43%	36%	46%	27%	37%	27%	35%	28%	41%	41%	46%	56%	39%	13%	29%	44%	44%	33%	45%	28%	33%	50%	31%	35%	49%	37%	25%	45%	51%
Banning petrol/ gas and diesel powered vehicles from the central areas in cities and towns to create vehicle free zones	37%	34%	33%	25%	34%	27%	34%	43%	40%	26%	33%	29%	37%	31%	45%	34%	38%	57%	46%	21%	43%	41%	34%	35%	44%	41%	49%	47%	28%	40%	34%	49%	24%	47%	30%
Higher taxes on red meat and dairy products that have a bigger carbon footprint	29%	21%	25%	21%	22%	21%	31%	48%	29%	29%	27%	23%	30%	15%	32%	25%	18%	57%	33%	17%	38%	26%	30%	35%	31%	26%	19%	35%	24%	32%	34%	29%	20%	37%	28%
Higher taxes on non-renewable energy sources such as gas and oil for heating and cooking to make them more expensive	29%	24%	30%	18%	27%	24%	29%	50%	32%	23%	26%	22%	29%	12%	35%	25%	26%	50%	26%	15%	39%	28%	32%	31%	28%	24%	18%	37%	32%	38%	28%	28%	21%	33%	27%

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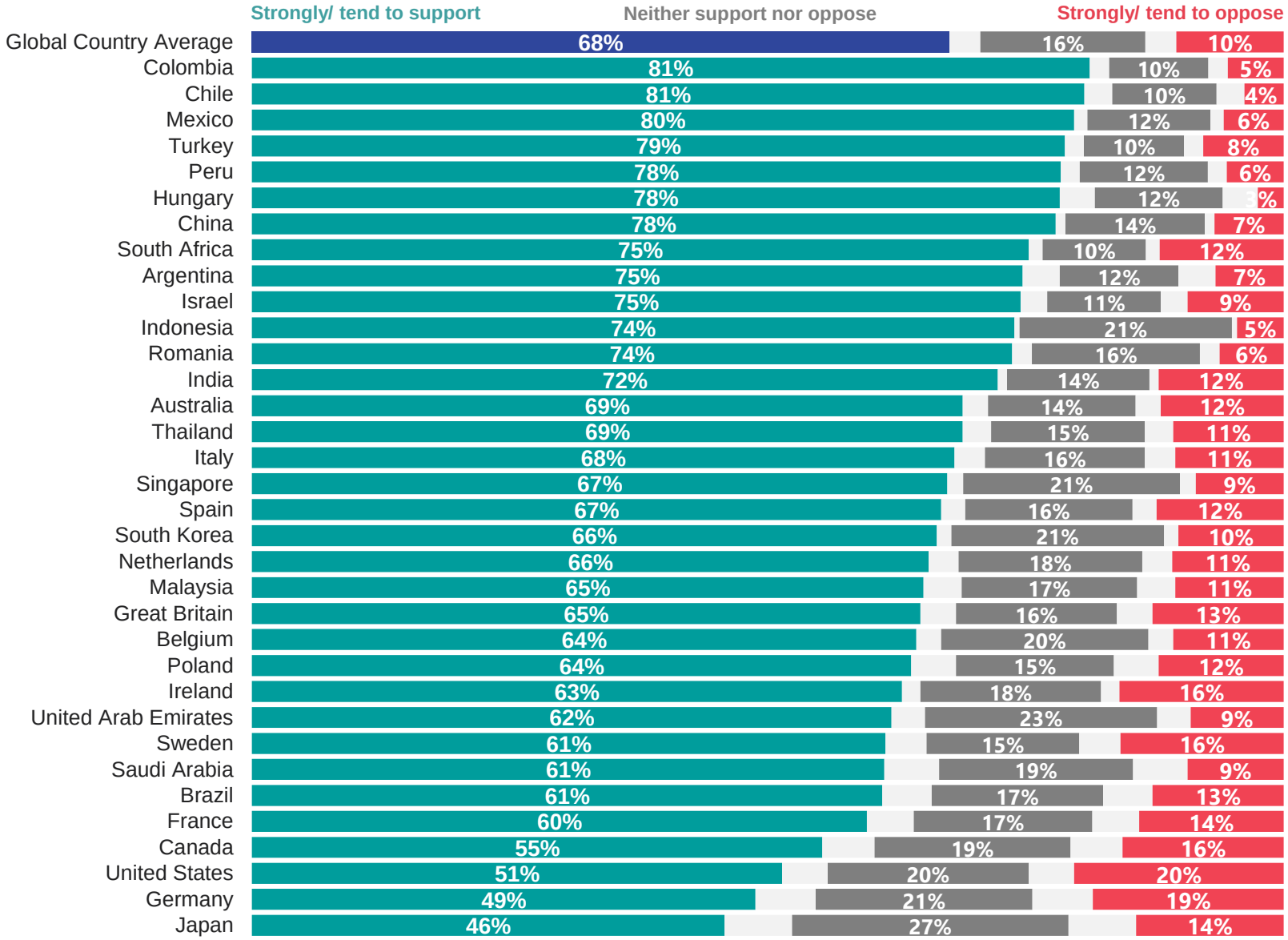
A large majority would support government subsides to make environmentally friendly technologies cheaper

Country data

Q. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?

Government spending on subsidies to make environmentally friendly technologies cheaper (e.g. solar panels, electric vehicles)



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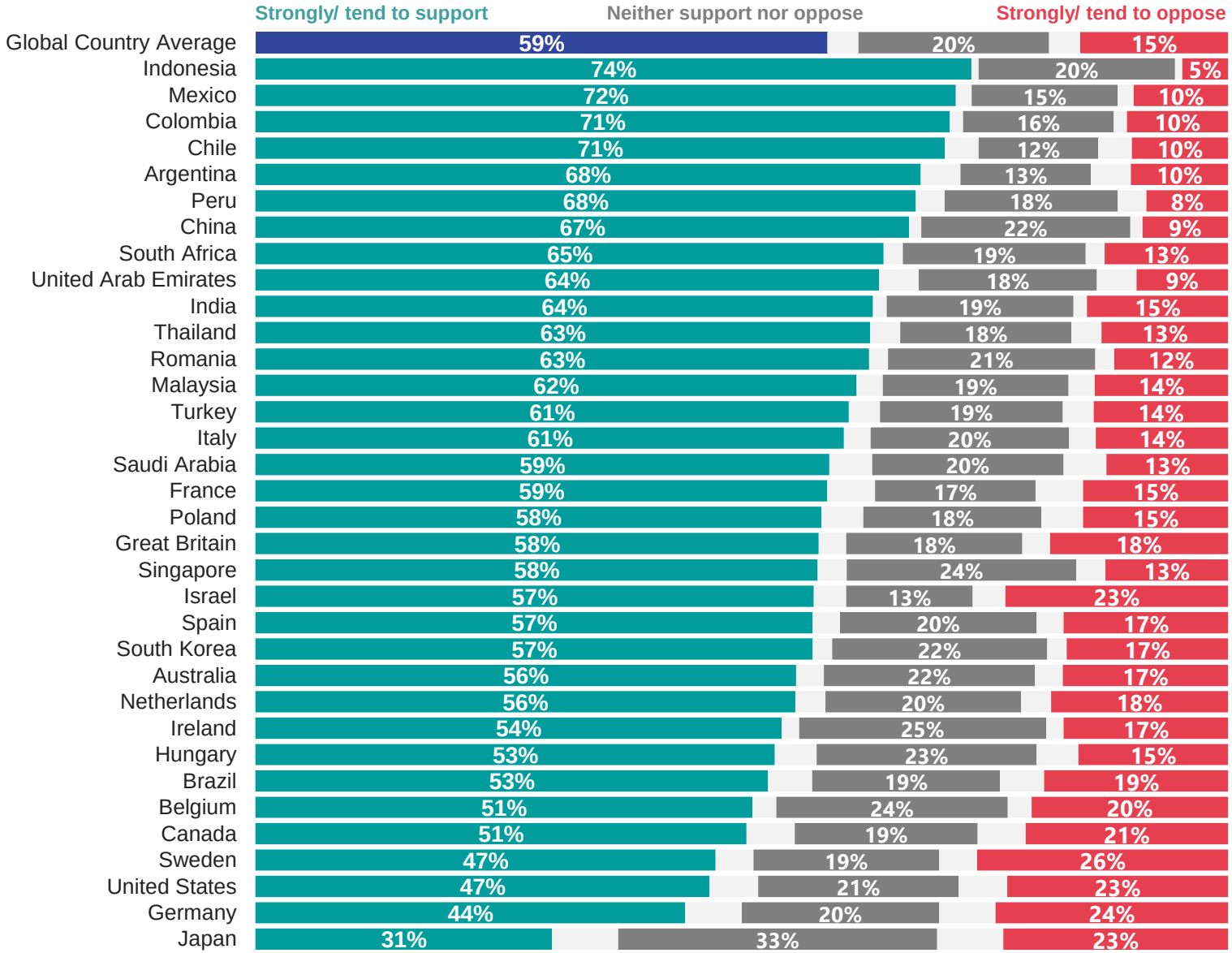
The majority would also would support changing product pricing

Country data

Q. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?

Changing product pricing to make environmentally friendly products cheaper and environmentally damaging products more expensive



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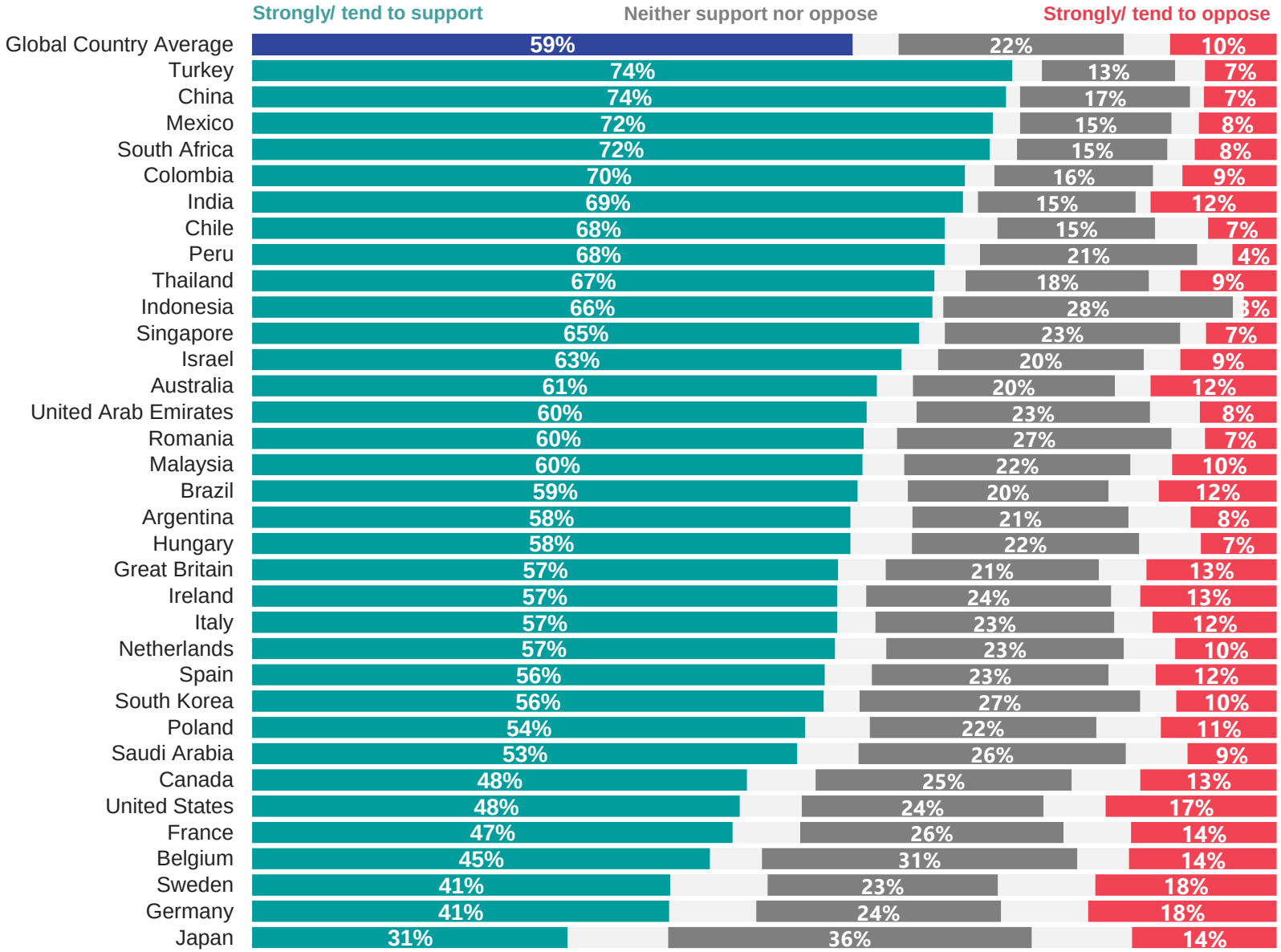
The public would also support incentives for investing in green products and services

Country data

Q. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?

Incentives for investing in green financial products and services (e.g. pensions)



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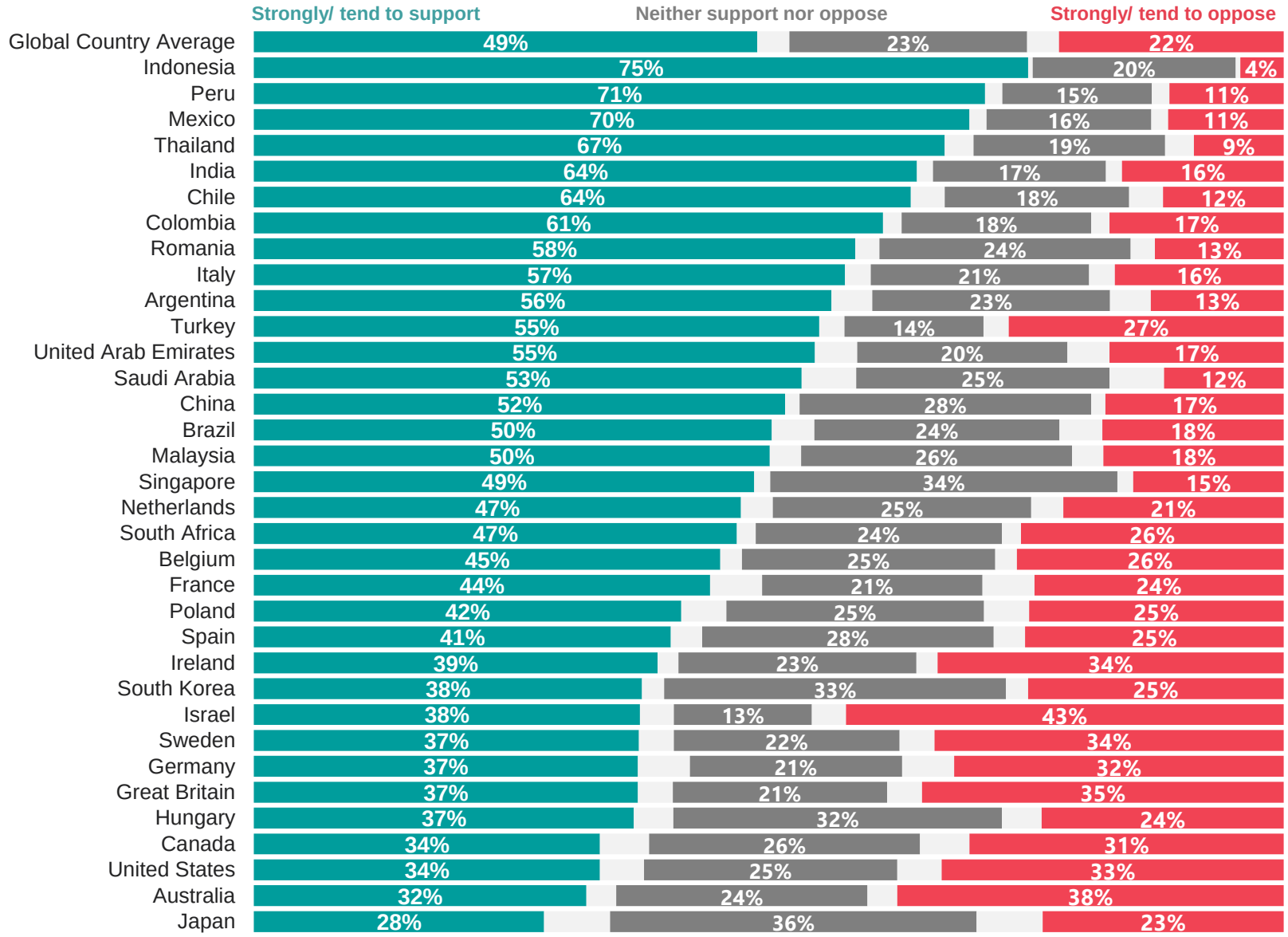
Around half would support giving more road space to pedestrians and cyclists

Country data

Q. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?

Giving more road space to pedestrians and cyclists at the expense of motorists



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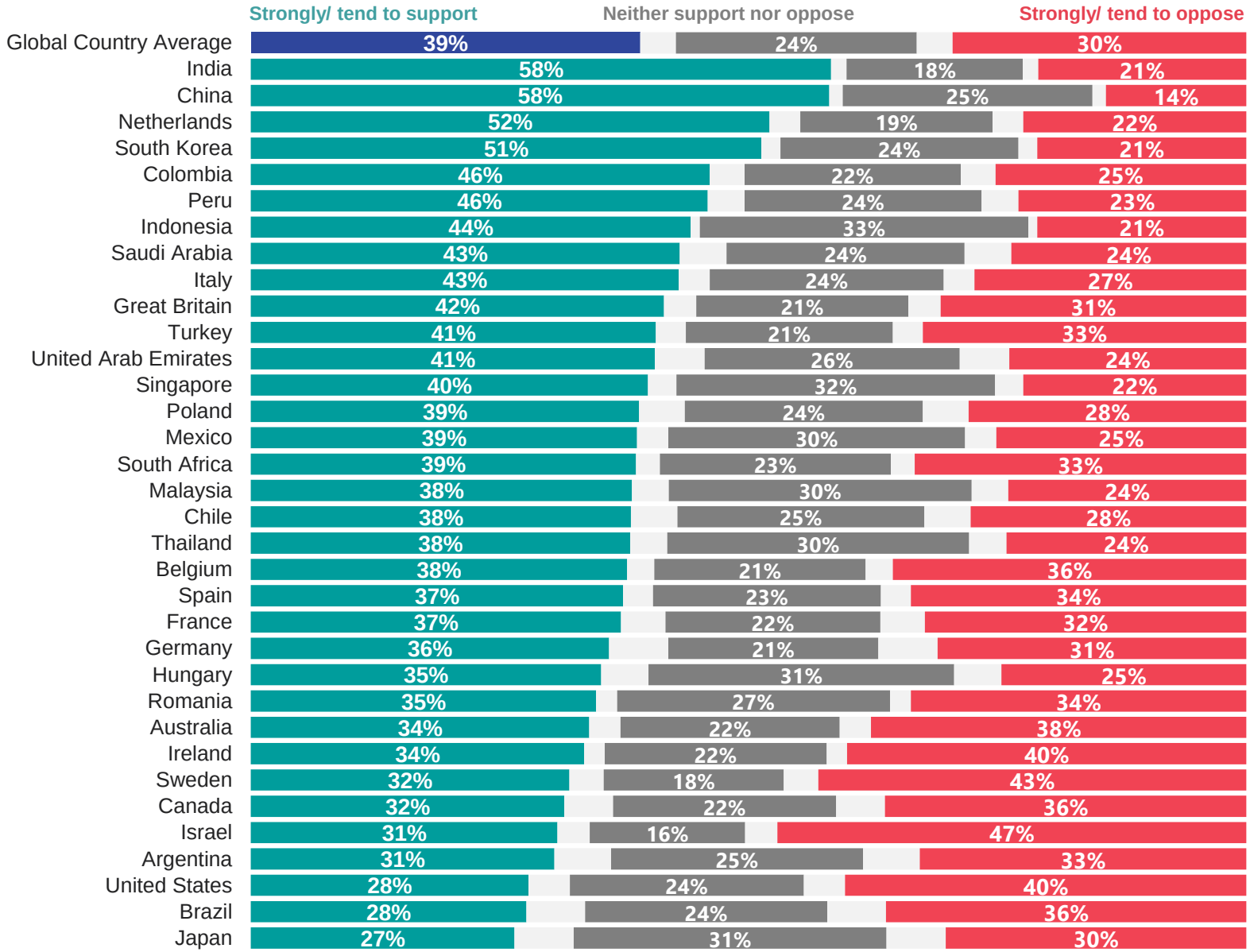
The public are divided on increasing taxes on more environmentally damaging travel

Country data

Q. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?

Increasing taxes on more environmentally damaging travel (e.g. flights, diesel vehicles)



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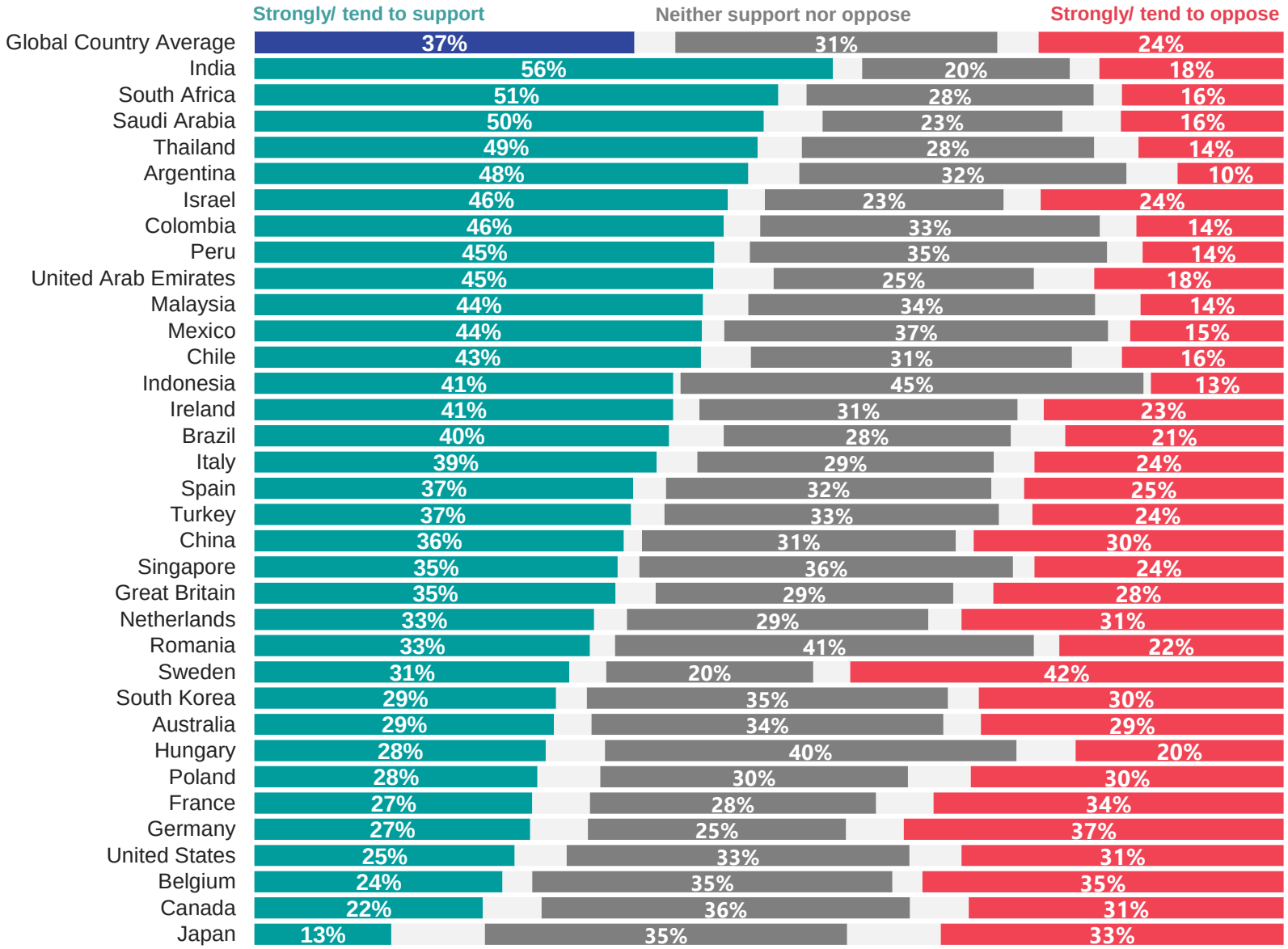
They are also divided on whether all food outlets should be required to provide vegan options

Country data

Q. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?

Require all food outlets provide vegan options



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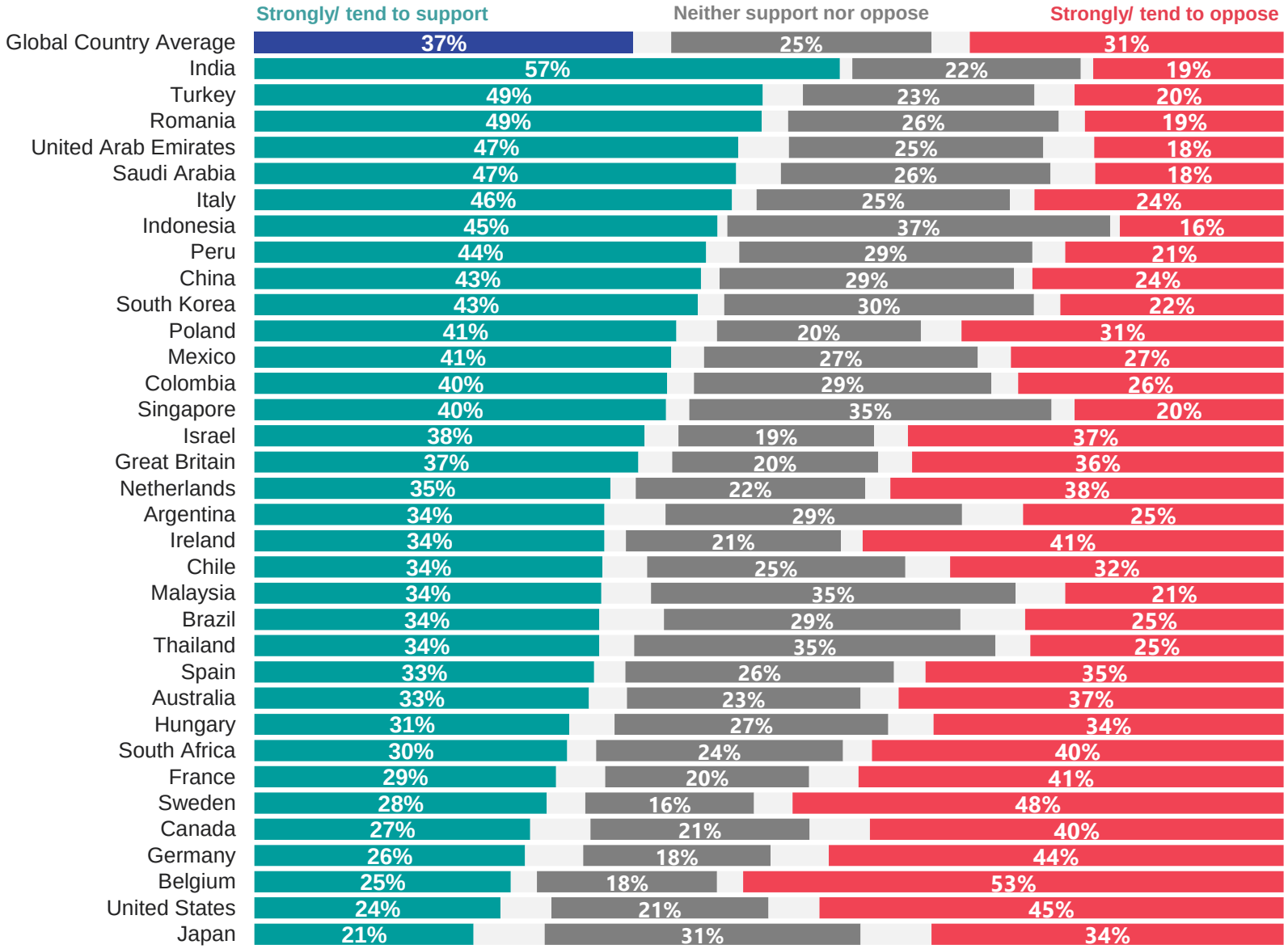
The public are split on whether there should be vehicle free zones in cities and towns

Country data

Q. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?

Banning petrol/ gas and diesel powered vehicles from the central areas in cities and towns to create vehicle free zones



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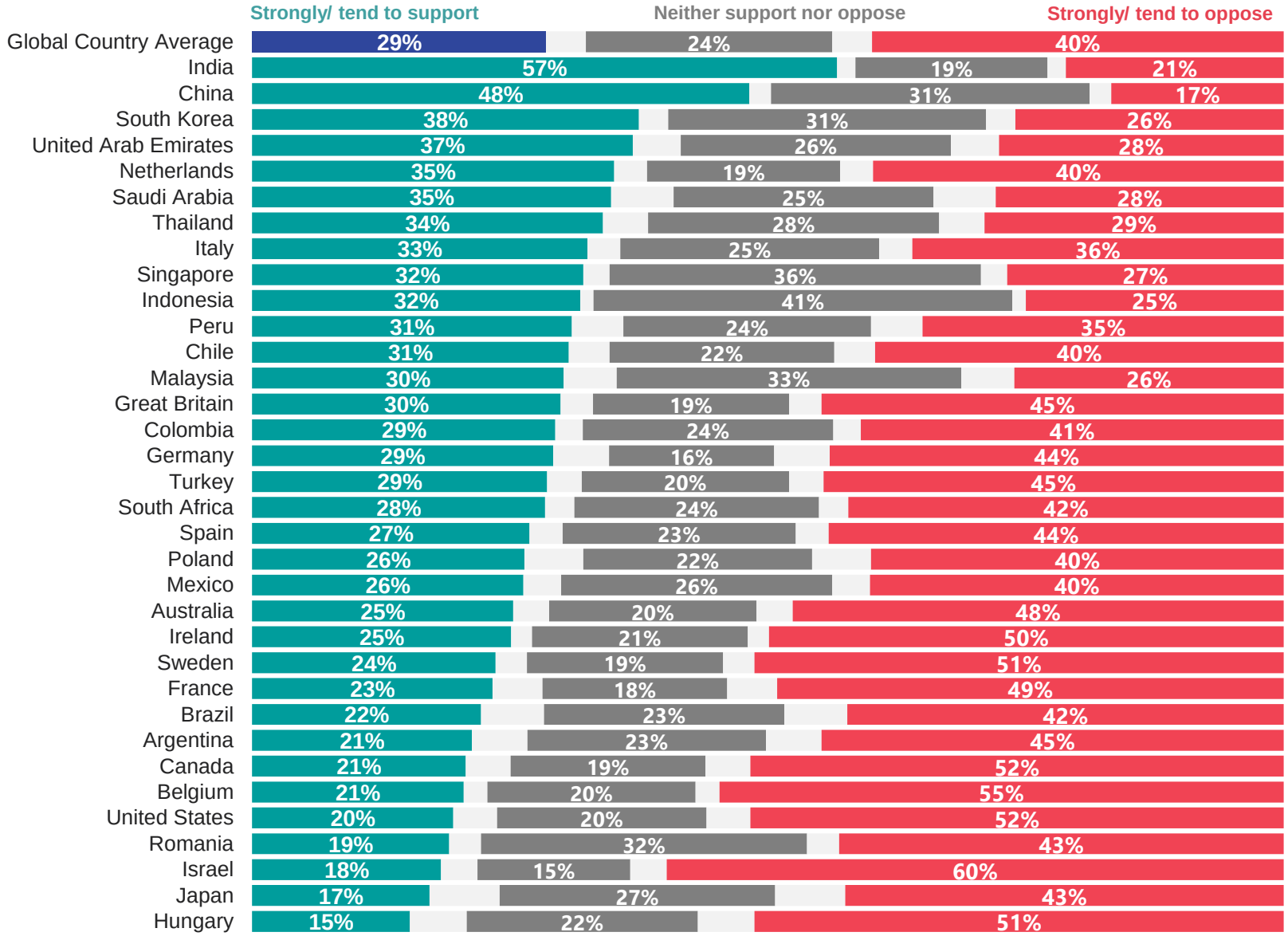
The public largely oppose higher taxes on red meat and dairy products

Country data

Q. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?

Higher taxes on red meat and dairy products



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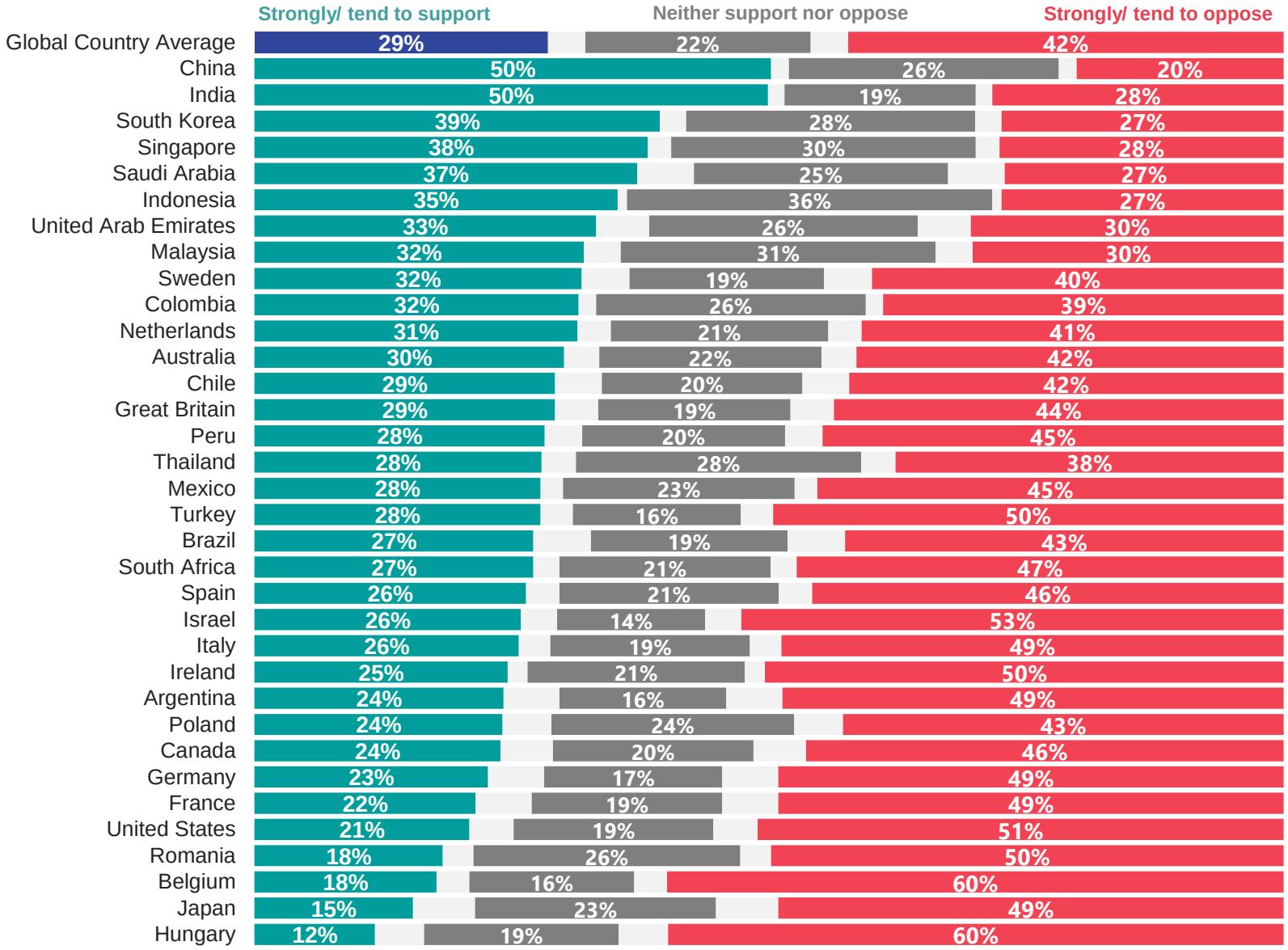
They also oppose higher taxes on non-renewable sources

Country data

Q. Below are a number of policies that have been suggested to reduce climate change, sometimes by increasing costs or inconvenience to individuals like you to try to change behaviours. To what extent, if at all, do you or would you support or oppose the following policies in your country?

Higher taxes on non-renewable energy sources such as gas and oil for heating and cooking to make them more expensive



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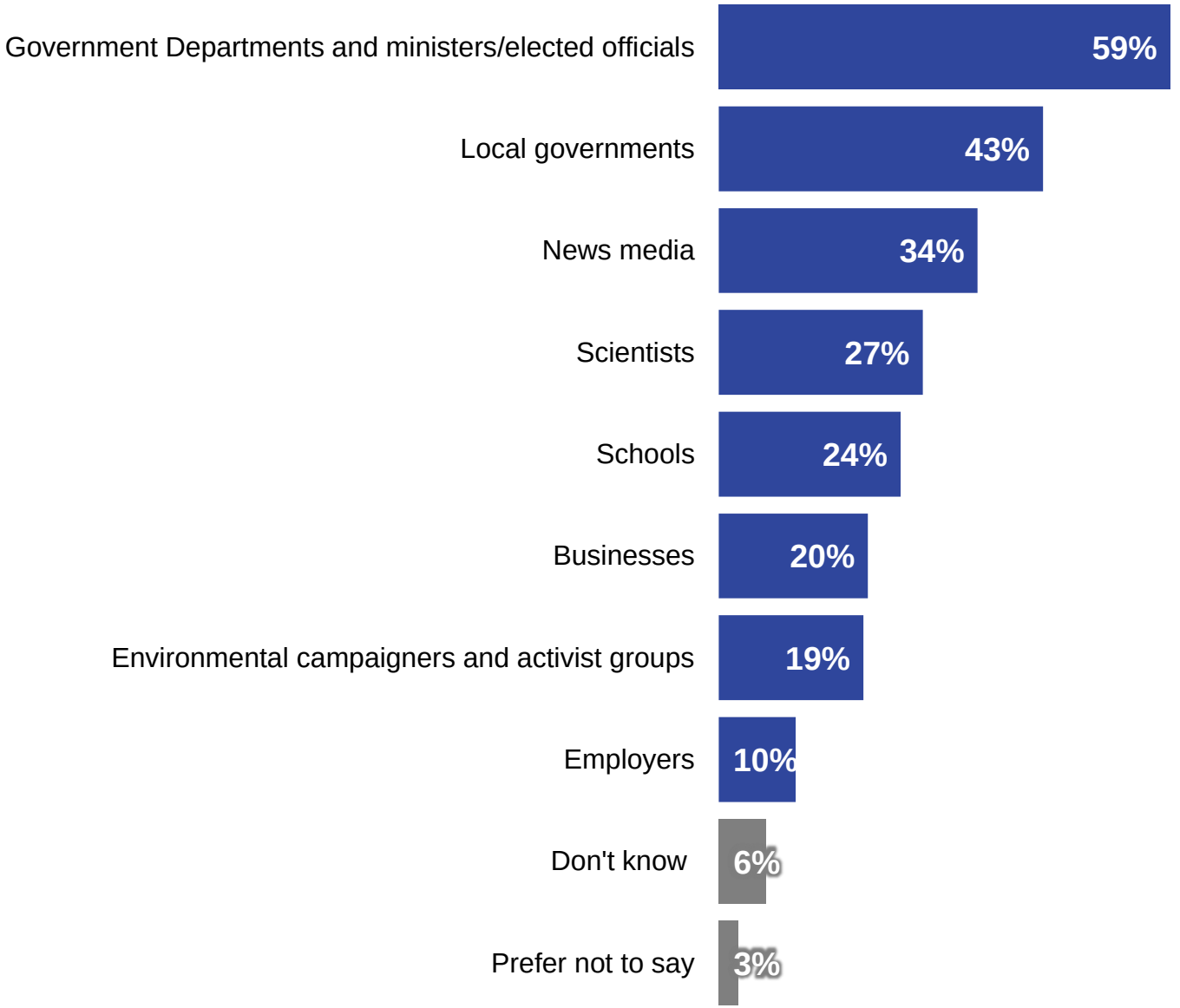
Whose responsibility is it to educate the public?

The public think it is mostly the responsibility of the Government Departments and minsters to educate the public on climate change

Q. In your opinion, whose responsibility is it to inform and educate the public about the actions that need to be taken in [COUNTRY] to combat climate change? Please select the three that you consider to be most responsible.



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Responsibility to inform and educate the public about climate change across countries

Q. In your opinion, whose responsibility is it to inform and educate the public about the actions that need to be taken in [COUNTRY] to combat climate change? Please select the three that you consider to be most responsible.

Top three policies:
- #1 in country
- #2 in country
- #3 in country

	Global Average	ARG	AUS	BEL	BRA	CAN	CHI	CHN	COL	GER	ESP	FRA	GBR	HUN	INA	IRL	ISR	IND	ITA	JPN	KOR	MEX	MAS	NED	PER	POL	ROU	KSA	SWE	SIN	THA	TUR	USA	UAE	RSA
Government Departments and ministers/elected officials	59%	56%	68%	63%	57%	56%	57%	64%	49%	48%	59%	57%	69%	72%	68%	67%	67%	54%	46%	66%	75%	52%	66%	69%	49%	54%	62%	35%	68%	61%	57%	57%	53%	43%	74%
Local governments	43%	42%	39%	36%	55%	36%	43%	68%	53%	46%	36%	27%	33%	22%	57%	40%	49%	43%	42%	41%	46%	52%	48%	43%	52%	29%	43%	28%	40%	46%	45%	50%	37%	36%	48%
Scientists	27%	21%	37%	33%	20%	40%	24%	24%	22%	33%	34%	33%	35%	37%	19%	32%	16%	16%	37%	14%	13%	21%	21%	30%	21%	33%	31%	25%	37%	16%	17%	38%	36%	22%	23%
Businesses	20%	18%	14%	20%	23%	12%	21%	40%	24%	18%	8%	20%	18%	6%	26%	17%	10%	22%	16%	27%	46%	25%	11%	20%	15%	12%	10%	21%	20%	31%	26%	19%	13%	20%	20%
Employers	10%	4%	7%	9%	7%	7%	6%	9%	9%	8%	9%	10%	10%	9%	16%	13%	9%	22%	9%	5%	11%	5%	12%	8%	3%	12%	12%	20%	7%	19%	10%	10%	7%	15%	12%
News media	34%	51%	25%	27%	28%	21%	55%	41%	45%	24%	35%	28%	26%	41%	35%	28%	29%	37%	41%	22%	35%	45%	36%	22%	58%	38%	34%	43%	22%	25%	28%	35%	25%	40%	34%
Environmental campaigners and activist groups	19%	21%	13%	11%	21%	11%	18%	27%	28%	10%	15%	10%	12%	21%	29%	13%	16%	36%	12%	7%	17%	26%	25%	11%	26%	23%	26%	25%	6%	22%	21%	21%	19%	22%	27%
Schools	24%	40%	15%	18%	30%	16%	28%	13%	32%	11%	37%	27%	18%	29%	19%	29%	40%	22%	29%	10%	16%	28%	30%	8%	30%	31%	31%	19%	25%	23%	9%	26%	17%	21%	32%

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These are the findings of a *Global Advisor* Ipsos survey conducted between 26th August and 9th September 2022

These are the results of a 34-country survey conducted by Ipsos on its Global Advisor platform. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, Chile, mainland China, Colombia, France, Great Britain, Germany, Hungary, Indonesia, Ireland, Israel, India, Italy, Japan, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Thailand, Turkey, the United States and United Arab Emirates.

For the results of the survey presented herein, an international sample of 22,528 adults aged 18-74 in the US, Canada, Republic of Ireland, Israel, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore and 16-74 in all other markets, were interviewed.

The sample consists of approximately 1,000 individuals in each of Australia, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Belgium, Chile, Columbia, Hungary, India, Indonesia, Ireland, Israel, Malaysia, the Netherlands, Peru, Poland, Romania, Saudi Arabia, South Africa, Sweden, Thailand, Turkey and the United Arab Emirates. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

17 of the 34 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, Romania, South Korea, Spain, Sweden and United States).

The samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, Singapore, South Africa, Thailand, Turkey and United Arab Emirates are more urban, educated, and/or more affluent than the general population. They are not nationally representative of their country. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

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

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ISO 20252 – is the international market research specific standard that supersedes BS 7911 / MRQSA & incorporates IQCS (Interviewer Quality Control Scheme); it covers the 5 stages of a Market Research project. Ipsos UK was the first company in the world to gain this accreditation.

MRS Company Partnership – By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self regulation of the MRS Code; more than 350 companies have followed our lead.

ISO 9001 – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.

ISO 27001 – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.

The UK General Data Protection Regulation (UK GDPR) & the UK Data Protection Act 2018 (DPA) – Ipsos UK is required to comply with the UK General Data Protection Regulation and the UK Data Protection Act; it covers the processing of personal data and the protection of privacy.

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Fair Data – Ipsos UK is signed up as a 'Fair Data' Company by agreeing to adhere to ten core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.

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Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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GAME CHANGERS

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

Name:
Pippa Bailey

Details:
Pippa.Bailey@ipsos.com