



SURVEY RESULTS BRIEFING: CLIMATE OPTIMISM

September 18, 2017

BACKGROUND

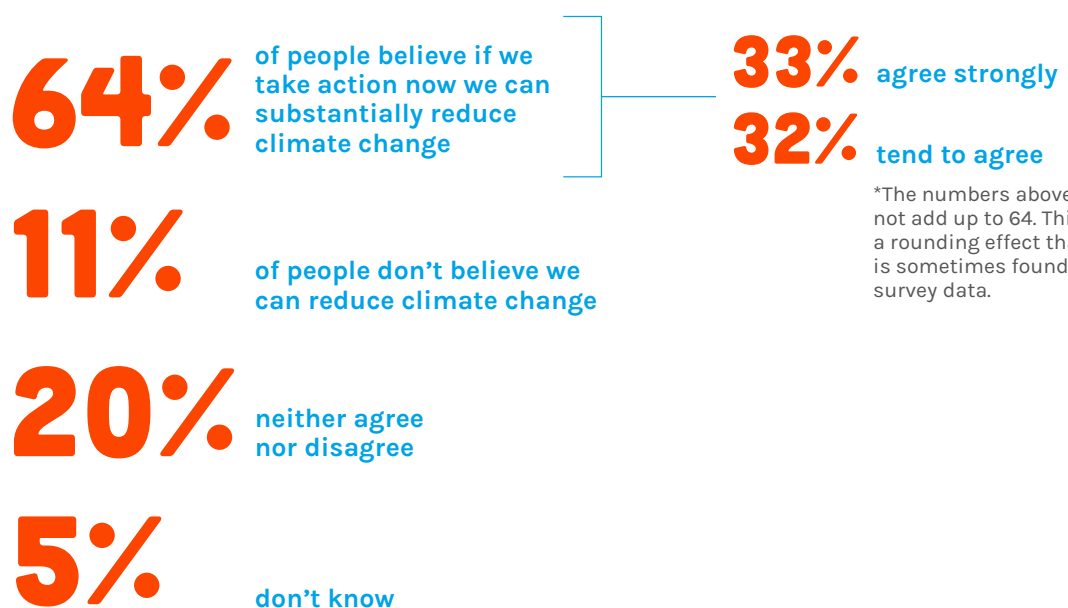
This survey was conducted by global market research firm Ipsos on behalf of non-profit organization The Climate Group and change agency Futerra for the launch of a new campaign, #ClimateOptimist. www.climateoptimist.org

METHODOLOGY

Interviews were conducted using the Ipsos Online Panel system, among 21,030 online adults aged 16-64 in 26 countries (Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Britain, Germany, Hungary, India, Italy, Japan, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States). Fieldwork was conducted between 25 August and 8 September 2017. Data is weighted to match the profile of each population.*

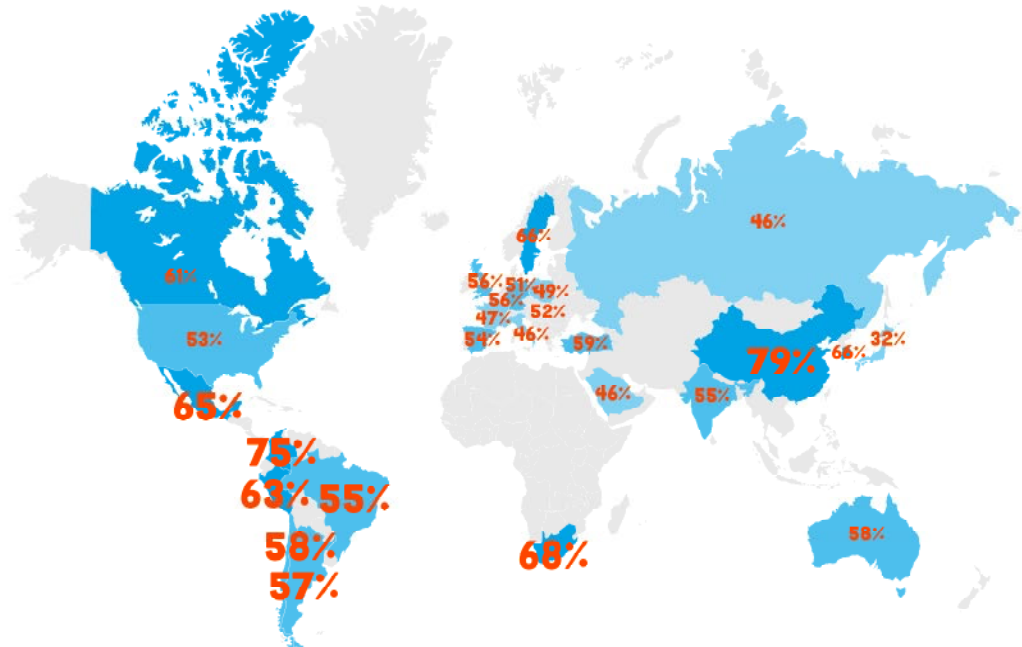
KEY FINDINGS

- 1** A majority of people globally are optimistic about our ability to address climate change, with 64% of global citizens believing we can address climate change if we take action now. Only 11% disagree that this is the case.

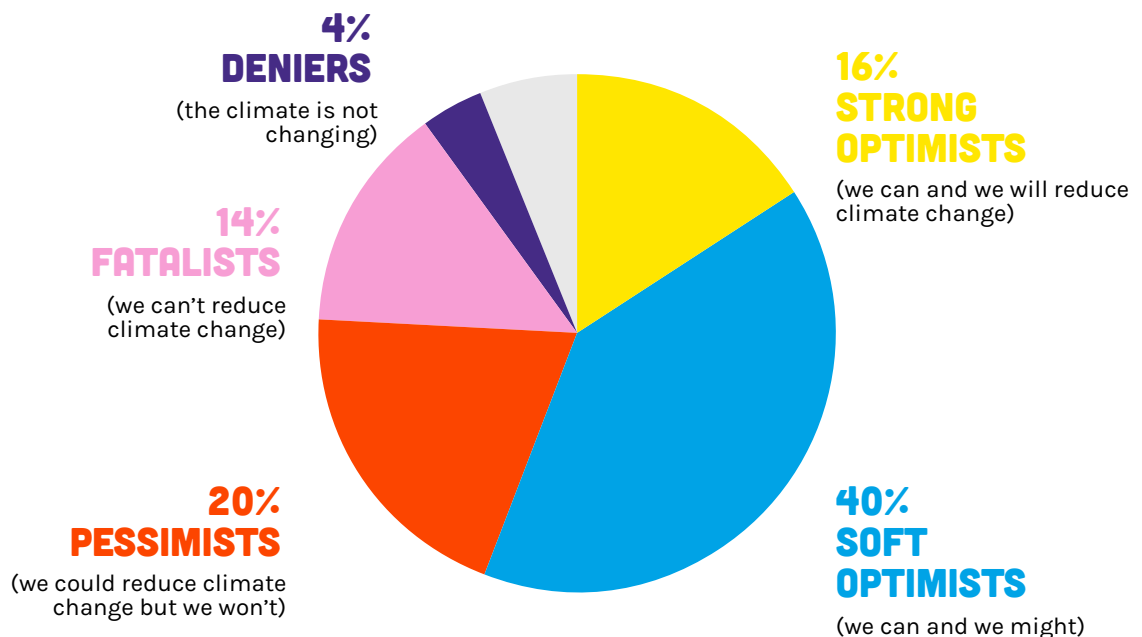


2 People in emerging economies are especially likely to feel positive about solving climate change, with 71% of these respondents believing we can address it if we take action now, compared to only 59% in established economies. Countries with high numbers of optimists include Brazil, Chile, China, Colombia, Mexico, India, Peru and South Africa.

China has the most optimists of any country, with 79% believing it is within humanity's power to reduce climate change.



3 Only 4% of people globally believe that the Earth's climate is not changing, so there is no need to do anything about it. 14% are 'climate fatalists', believing that while the climate is changing, humanity can do nothing to stop it. Countries with higher levels of fatalism include Japan (32%) and Russia (24%).



4 Young people are especially likely to agree with some fatalistic statements. 22% of those aged 16-34 agree that it is now too late to stop climate change. 39% of under-35s in India 30% in Brazil, 27% in Spain and Sweden, and 29% in the United States believe this is the case.

22% of people aged under 35 years old believe it is now too late to stop climate change

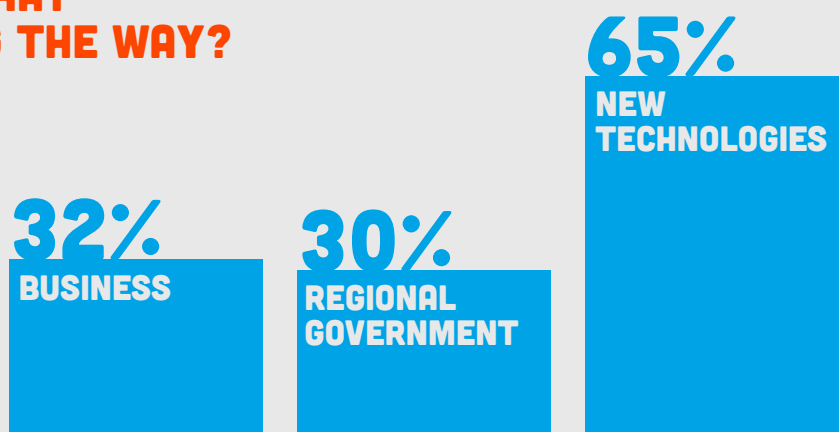
18% of people aged 35-49 years old believe it is now too late to stop climate change

16% of people aged 50-64 years old believe it is now too late to stop climate change

5 Twice as many people believe in the power of new technologies to solve climate change as believe business or regional government are leading the way.

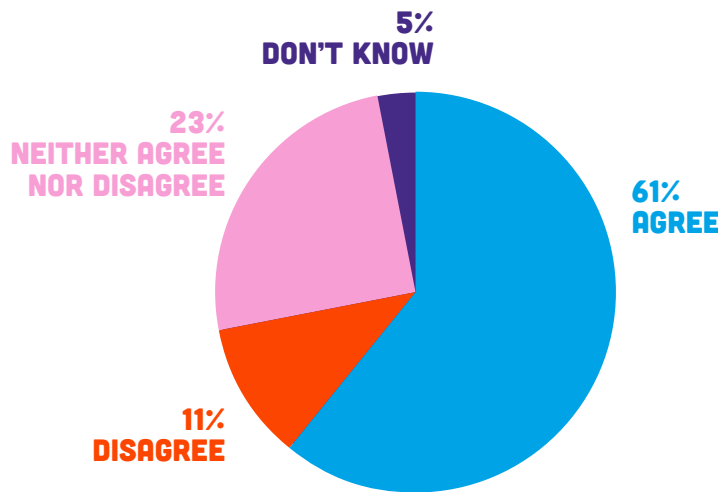
People in emerging economies are most excited about the role of new technology. Colombia leads the way, with 79% of people identifying new technologies as proof we can reduce climate change. Other optimistic countries include China, India, South Africa, Mexico, Columbia, Chile, Peru and Brazil.

WHO OR WHAT IS LEADING THE WAY?



6 People are hearing more negative climate stories than stories of progress.

"I hear much more about the negative impacts of climate change than I do about progress towards reducing climate change"



7 Across the world climate change is seen as personally important but people tend to underestimate how important climate change is to their fellow citizens.

81% of people say climate change is important to them personally

63% believe it is important to the average person in their country

* In countries where internet penetration is approximately 60% or higher, the data output generally reflects the overall population. Of the 26 countries surveyed online, 15 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, and United States. The 11 remaining countries surveyed – Brazil, Chile, China, Colombia, India, Mexico, South Africa, Saudi Arabia, Peru, Russia and Turkey – have lower levels of internet connectivity and reflect online populations that tend to be more urban and have higher education/income than the general population.